

# fonemedia × Churchill Retirement

Property ← Awareness ↑ Display advertising

## ➔ The brief

Churchill Retirement Living wanted to raise awareness of their new retirement home development through display advertising.



🎯  
**Mobile Plus**  
particular audience

✔ Geographic

✔ Language

✔ IAB category

✔ Demographic

✔ Keyword

✔ Pre-built audience

1.45%  
CTR

87.14%  
Viewability rate

## ➔ The solution

We used mobile plus targeting to reach users aged 55+ searching for new homes or retirement homes and looking to downsize. Category and keyword targeting were utilised to identify the relevant audience.

## ➔ The results

300,000  
Impressions

The campaign generated over **300,000 impressions**, with the **highest click-through rate from tablet banners**. This aligns with research showing that over 50% of Gen Xers and baby boomers use tablets, indicating effective targeting and significant engagement.

## ➔ About fonemedia

### Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure cost-effective and precise top-of-funnel across multiple industries.



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