

# fonemedia × Harron Homes

Property ← Competitors Estate Agents ↑ Audience

## ➔ The brief

Harron Homes, building high-specification properties since 1992, aimed to expand their customer base by targeting competitors' audiences and customers.



### Mobile Direct

generalised audience

- Geographic
- Language
- IAB category

1.13%

CTR

85.70%

Viewability rate

## ➔ The solution

We conducted thorough research to **identify key competitors and estate agents**. A Mobile Direct campaign was launched, targeting an audience interested in property and real estate, with geo-targeting based on client-approved locations to boost brand awareness.

## ➔ The results



68,344  
Impressions



1.47%  
Click-through rate

The campaign delivered **68,344 impressions** with a **1.47% click-through rate**, highlighting strong relevance to the target audience. It also identified locations with higher interest, optimising future marketing efforts.

## ➔ 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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