



CASE VIVAREAL

**4x**
HIGHER
CONVERSION RATE**80%**
LOWER
COST PER LEAD**1**

WHAT?

VivaReal, Brazil's largest real estate portal, wanted to increase the quality and number of leads resulting from their Facebook campaigns. Their ads have loads of information on freshly introduced properties and VivaReal wanted to ensure they collected contact details from everyone interested.

2

HOW?

VivaReal started running mobile campaigns using Facebook's new Lead Ad format. This significantly improved the flow of submitting information on mobile. Instead of having to go to an external website to fill in their details, the users were able to send a prefilled form in the Facebook mobile app with just a couple of taps. VivaReal combined Custom and Core Audiences to target users based on demographics, interests and behavior.

3

RESULTS

The conversion rate from impressions to leads was 4x higher than with regular Link Ads. This meant that VivaReal was able to increase their budgets by 150% while simultaneously decreasing their cost per lead by as much as 80%. VivaReal doesn't compromise the high quality standards it sets on the leads.

More info: smartly.io/lead-ads

**14 DAYS
FREE TRIAL**

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Smartly.io's advanced workflow and automation tools helped VivaReal in campaign creation and management at scale.

"Smartly.io was an extremely important piece in automating our campaign creation process. Through its unique tools, the campaigns were set up quickly and efficiently, making it possible to work with many creatives, forms and different segmentations."

**– Luca Migliore,
Performance Marketing Analyst at VivaReal**



Solaris Village Imbassai

Imbassai, Mata de São João - BA

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