

## CASE STUDY

# Driving Real Engagement and Conversions for QuadReal's IMMIX Development with Real Impression

## The Challenge: Reaching Real Prospects Amidst Digital Noise

In today's digital advertising landscape, advertisers face a pervasive challenge: ensuring their ad impressions reach actual human beings, not bots. While impressions and clicks are often key performance indicators, a high volume of non-human engagement can inflate metrics without delivering true business value, leading to wasted ad spend and missed opportunities for meaningful conversions. In 2023, Juniper Research reported that 22% of all digital advertising spend was lost due to fraud, totaling \$84 billion.

QuadReal, a leading real estate company, sought to drive leads for their new IMMIX development in Toronto. They understood the importance of digital advertising but recognized the potential for inefficient spend if their campaigns weren't reaching genuine, interested prospects.

## The Real Impression Hypothesis: Quality Impressions Drive Action

At Real Impression, we hypothesized that by specifically targeting real people, ad campaigns would yield higher quality engagement and, ultimately, more valuable conversions. We believed that while bots might generate clicks, they would not translate into meaningful website actions or leads. Conversely, ad impressions delivered to real people would be more likely to result in actual website visits, deeper engagement, and conversion events.

## The Solution: Integrating Real Impression's Verified Devices Audience

To test our hypothesis and demonstrate the value of Real Impression, we partnered with QuadReal on their IMMIX lead generation campaign. The campaign was structured into two distinct phases:

- Month 1: Baseline Performance** (Without Real Impression) The initial month of the campaign ran without any specific Real Impression targeting. This established a baseline for campaign performance in terms of impressions, clicks, and website engagement.
- Month 2: Real Impression Integration** For the second month, we integrated the Real Impression "Verified Devices" audience into the campaign (specifically, the "RainBarrel > Real Impression > Verified Devices > Canada (CAN) > Reach Real People (REAL002)" segment). This ensured that ad impressions were prioritized to reach devices identified as belonging to real, active users, minimizing exposure to bot traffic.

## The Results: A Dramatic Increase in Human Engagement and Conversions

The comparison between Month 1 and Month 2 performance clearly demonstrated the transformative impact of Real Impression:



## Key Takeaways



**Clicks with Intent:** While overall impressions slightly decreased due to the refined targeting, clicks remained relatively stable and even saw a modest increase. This suggests that the clicks in Month 2 were of higher quality, coming from genuinely interested individuals rather than automated bots.

**2x**

**More Than Double the Engagement:** The most significant impact was seen in key website events, which more than doubled. This metric directly validates our hypothesis: when impressions reach real people, they are far more likely to explore the website and interact with its content. This indicates a profound shift from passive views to active interest.



**Conversion Powerhouse:** The subsequent increase in both click-through conversions (+75%) and view-through conversions (+115%) is a testament to the power of reaching real human beings. More "humans seeing ads" translated directly into more valuable actions, demonstrating the efficiency and effectiveness of the ad spend with Real Impression.

## Conclusion: Real Impression Delivers Real Value

This case study with QuadReal's IMMIX development unequivocally demonstrates the value of integrating Real Impression into digital advertising campaigns. By intelligently filtering out non-human traffic and prioritizing impressions to real people, advertisers can achieve:

- Enhanced Ad Spend Efficiency:** Maximizing the impact of every dollar by reaching genuine prospects.
- Superior Engagement:** Driving higher quality website visits and deeper user interactions.
- Measurable Conversion Lift:** Translating impressions and clicks into tangible business outcomes like leads and sales.

For businesses like QuadReal seeking to optimize their digital advertising performance and ensure their marketing efforts resonate with actual human audiences, Real Impression provides a critical solution that drives real, measurable results.

## Ready to make a Real Impression?

Have a question or want to start working with us? Get in touch with us today!

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