

Residential Lifestyle Communities

A residential lifestyle community offering homeownership in a scenic, well-amenitized area of Kelowna with a land-lease structure that can provide a more affordable and low-maintenance living option.

Objective: Drive high-quality leads (retirees + empty nesters) for their land lease community in British Columbia.



Challenges

With Google's housing ad restrictions and expensive industry CPCs, it was difficult to:

- Pinpoint the right audience (Gen X, Boomers, or Seniors?)
- Stay cost-effective while ensuring lead quality
- Reach high-intent buyers without using discriminatory targeting

The Strategy

Phase I: Build & Track

- Set up Google Tag Manager for full-funnel tracking
- Created landing pages optimized for registration
- Mapped high-intent keywords for retirees

Phase II: Launch Search Campaigns

- Ran geo-targeted Search Ads (Kelowna + 3 cities)
- Used brand terms for visibility
- Added negative keywords like "senior homes" & "rentals"
- Re-engaged visitors with Remarketing Lists for Search Ads
- Captured new queries via Dynamic Search Ads

Phase III: Expand Reach

- Introduced Discovery (Demand Gen) Ads across Gmail, YouTube
- Used Google Display to retarget recent site visitors
- Reached early-stage movers and retirees
- Allocated 10% of budget for top-funnel awareness

Phase IV: Optimize & Refine

- Capped CPC at \$15 to reduce spend
- Cleaned search terms to filter low-quality traffic
- Used Observation audiences to apply top-performing segments
- Continuously optimized toward lowest CPA

The Highlights

296%

Total Conversions

205

Website Form Submissions

92

Direct Calls from Ads

25%

Lower CPA

37%

More New Website Visitors

Conclusion

A high-performing, multi-phase campaign that increased conversions nearly 3X while reducing cost per lead — a testament to strategic PPC execution and precise audience targeting.