

Real Estate and Related Industries

Insite Realtime GEO - Introductory Offer to first 5 customers

Our Process

We identify consumers who are just starting their home buying journey. Using patented Geo Framing technology, we identify In-Market Home Buyer, while simultaneously suppressing Homeowner, Realtors and Home Inspectors. Using Experian data with advanced analytics, we qualify prospects and determine segmentation strategies for the most effective marketing strategy. We then market to the qualified mortgage prospect with social ads.

The Campaign

- Market to these highly-targeted qualified prospects via Facebook / Instagram
- Offer a free home-buyers guide and/or Rate Offer or ?
- Target 20,000 people locally or regionally to achieve 14,000 highly qualified prospects
- Send 8 impressions over a 30-day period (112,000 impressions)

Introductory Price

- \$3750 (= ~\$0.27 per person, ~\$0.03 per impression)
- \$20.00 per Exclusive and Qualified lead (vs. a non-qualified, non-exclusive lead from our competitors)



Aspire North Advantage

1 Geo-Framing technology captures and inventories devices within a one square meter area. **2** Match up to 60% of devices back to their home address. **3** Verify and qualify the prospective home buyer using Experian, which is the Gold Standard in 3rd party marketing data. **4** We use up to 400 consumer profiles and 71 Mosaic market segmentations to create a one to one communication to increase conversion.