



ADVERTISING
BRANDING
MARKETING

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MEDIA CASE STUDIES

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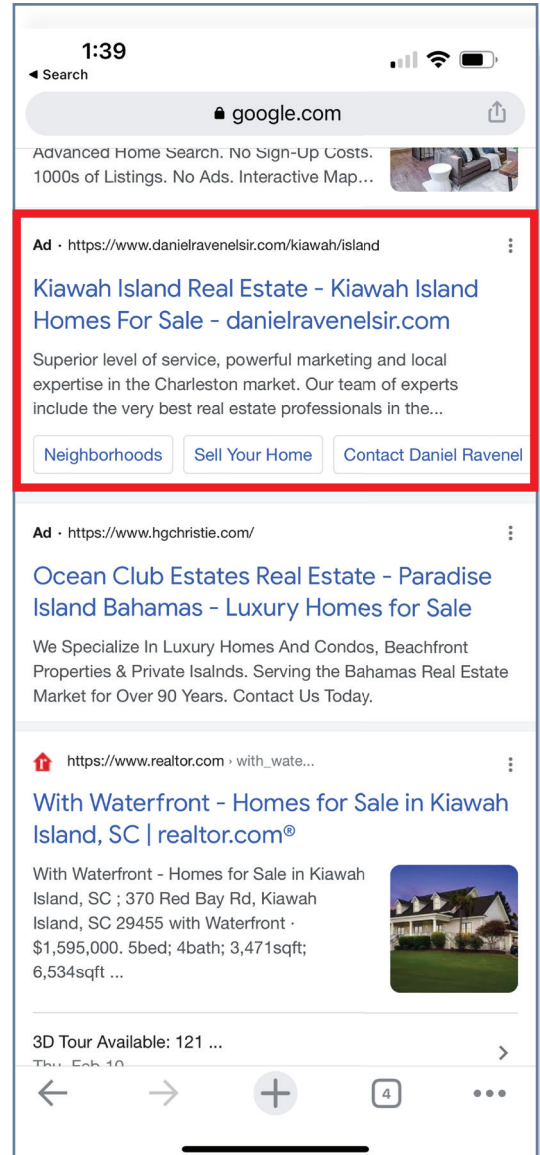
» DANIEL RAVENEL SOTHEBY'S INTERNATIONAL REALTY

Since 1983 Daniel Ravenel SIR has been one of the leading luxury real estate agencies catering to Charleston, South Carolina and its surrounding communities.

Objective: Launch an AdWords program to help jump start site traffic in coordination of their website re-launch.

Result: Over the campaign's first eight months,

- Paid Search is the primary source of site traffic, driving 48% of all site traffic.
- 69% lift in users versus the previous year
- A 27% lift in organic traffic
- A reduction of the site's bounce rate by 21.3%
- A 36.24% lift in pages per sessions
- A 25.96% lift in average time per session
- A 32.71% lift in sessions with unique events



» SOUTH JERSEY RADIOLOGY ASSOCIATES

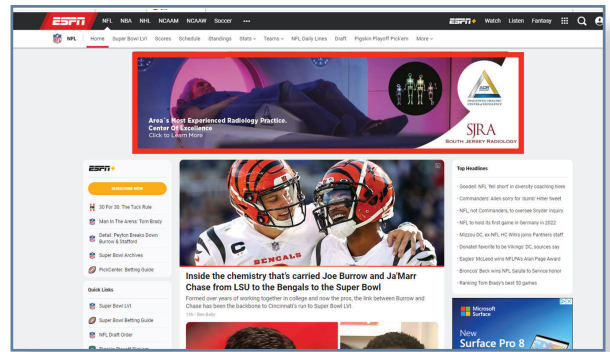
Since 1938, South Jersey Radiology has been the leading imaging center for the New Jersey suburbs outside of Philadelphia

Objective: Provide digital support to promote new location openings, increased competitive pressure and highlight key services provides.

Result: Going into its sixth year, the program has grown into four separate programs focused to support their eleven locations across southern New Jersey.

Since 2016, the plans, focusing on top news, lifestyle and health related sites, YouTube and Facebook, have delivered:

- Over 200 million impressions
- Over 250,000 site visitors
- Click through rates averaged 0.12%.



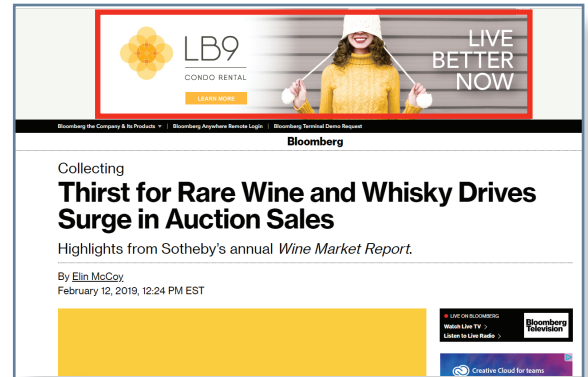
CDC GROUP WITH BRIVIA GROUP DEVELOPMENT

One of Canada's largest real estate and development corporations, with landmark projects in Montreal, Quebec City, Toronto and Vancouver.

Objective: Develop and execute digital media plans to provide targeted local coverage and international reach in key feeder markets across the United States, Europe, Middle East, Central South America and Asia. The plans include a dozen separate developments targeting the high end sales and rental market.

Result: Sky put together over 30 media plans that include site specific segments in leading global, national and regional business/finance, news and lifestyle sites, behavioral targeting that include In-Market Real Estate, Custom Intent segments targeted to people actively searching properties relevant to each development and topic related content.

- A total of 145 million impressions delivered
- Above average click through rates ranging from 0.12% - 0.16% across all plans
- Total number, size and scope of plans increased every year since 2017



COLLETON RIVER CLUB

One of the south's premier private communities located in the heart of South Carolina's Lowcountry, Colleton River Club boasts two championship golf courses surrounded by nature preserves.

Objective: Provide digital support to promote the Real Estate divisions effort to sell new homes, lots for custom build and re-sell of existing properties. The focus is on the key local radius (within a five hour drive) and key feeder markets in the northeast, Midwest and Florida.

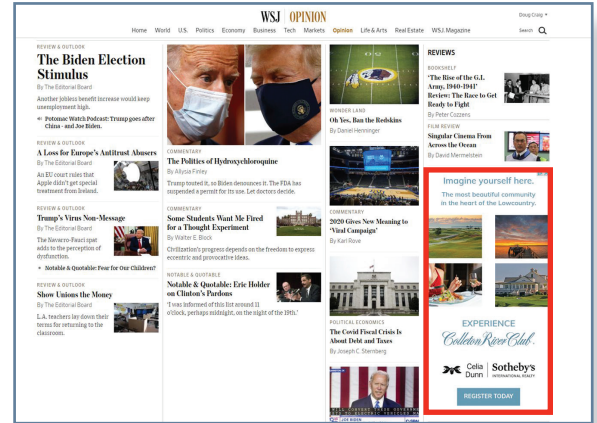
Result: Going into its third year, we have tripled the size of the broader support program and executed multiple strategic programs focused on private lots.

Since mid-2020, the programs have delivered:

- Over 45 million impressions
- Over 55,000 site visitors
- Click through rates averaging 0.14% and above

Recent Stats from January 2022

- Users were up 6.07% (13,488 vs 12,716) month over month and up 14.03% versus January 2021
- New Users were up 6.62% (12,360 vs 11,593) and up 14.5% versus January 2021
- Total Session were up 10.67% (24,602 vs 22,230) and up 15.07% versus January 2021.





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