



# Walkthruit Ads

2992 Pickettville Road



CUSHMAN &  
WAKEFIELD



## Cushman & Wakefield partnered with WalkthruIT to help their Class A industrial property stand out in a crowded commercial real estate market.

With many industrial listings competing for attention, the goal was to boost visibility among qualified tenants and brokers through targeted ads on LinkedIn, Meta, and Google. The campaign highlighted key features – outdoor storage, trailer parking, clear heights, and transit access – to position the property as a top contender and generate high-quality leads.

### Approach

# We used first-party data and platform tools across LinkedIn, Meta, and Google to build a highly customized audience.

To ensure we reached the most relevant audience, our strategy centered on targeting key decision-makers at specific companies and industries identified by the WalkthruIT team. By narrowing in on tenants with industrial space needs, we aimed to drive qualified traffic to the landing page and increase lead quality. Creative emphasized key building features and copy included strong calls to action to prompt engagement.

## Results

### Discovery of a new, Qualified lead

Ads surfaced a qualified lead who was not previously on the client's radar demonstrating the value of reaching beyond the client's existing network.

### Platform Differentiation

Positioned our solution as a standout in the market.

### Measurable Results

The campaign's high visibility and precise targeting contributed to measurable business outcomes with +65,000 Views & 345 Clicks to the property landing page.



**Jacob Horsley**  
Executive Managing Director

"The detailed information WalkthruIT provided on prospects interested in the Jacksonville market and our leasing assignment was unlike anything I have ever seen before. It gave us great intel on prospects new to our market, and a prospect follow up list that was accurate and worth the investment in the campaign."