

Eastmark

Mesa, AZ

CLIENT: JLL DEVELOPER: Indicap & AECOM Canyon



"Our partnership with Walkthruit has significantly enhanced our digital marketing efforts for Eastmark Center of Industry. Their data-driven approach allowed us to precisely target key decision-makers, resulting in increased listing awareness and ultimately a signed lease. The impressive results and consistent ad exposure demonstrated the power of combining JLL and Walkthruit's respective realms of expertise, an invaluable competitive edge in today's real estate market."

– Steve Larsen, Executive Managing Director



Background

Walkthruit was retained by JLL to target specific companies and brokers with digital ads to increase leasing activity and awareness of their listing within the market. We targeted key decision makers at 189 companies, and industrial brokers across Arizona.

Objectives

- **Identify and target decision makers online**
Using Walkthruit's 1st party data, we aimed to find and serve ads to decision makers across digital platforms, including social media & popular websites.
- **Increase conversion likelihood**
By delivering personalized and timely content, Walkthruit aimed to increase engagement and drive more traffic to the listing.

Strategy

- **Data Integration and Enrichment**
Walkthruit integrated JLL's company list with our first-party data to identify the key decision makers to target at each company.
- **Targeted Digital Campaigns**
Walkthruit created a highly targeted digital campaign, designed to reach decision makers across popular websites and social platforms.
- **Real-Time Monitoring and Optimization**
Walkthruit continuously monitored the campaigns performance metrics. Real-time monitoring allowed for optimization, ensuring the campaign remained effective and responsive to JLL's audience behavior.

Results – Lease Signed

- **Lease Signed**
JLL executed a lease with a tenant that engaged with the digital ads served by Walkthruit.
- **High Match Rate**
Walkthruit achieved an impressive match rate of 85%, successfully locating and identifying decision makers online using the client's company list and Walkthruit's first-party data.
- **Increased Brand Awareness**
The target audience saw the ad 3+ times a week, increasing awareness and driving more traffic to the listing.

Conclusion

This case study demonstrates the power of combining Walkthruit & client data to enhance digital brand awareness and drive more leasing activity for vacant spaces.

By effectively identifying, matching, and targeting individuals online, Walkthruit was able to deliver effective messaging that resonated with the audience, keeping JLL's listing top of mind with the tenant as they made their real estate decision. This approach not only increased the efficiency of the client's marketing efforts but also maximized the impact of their digital presence, proving that data-driven strategies are essential for success in today's competitive digital landscape.