



Facebook Ads Case Study | Cypress Cove

Challenge

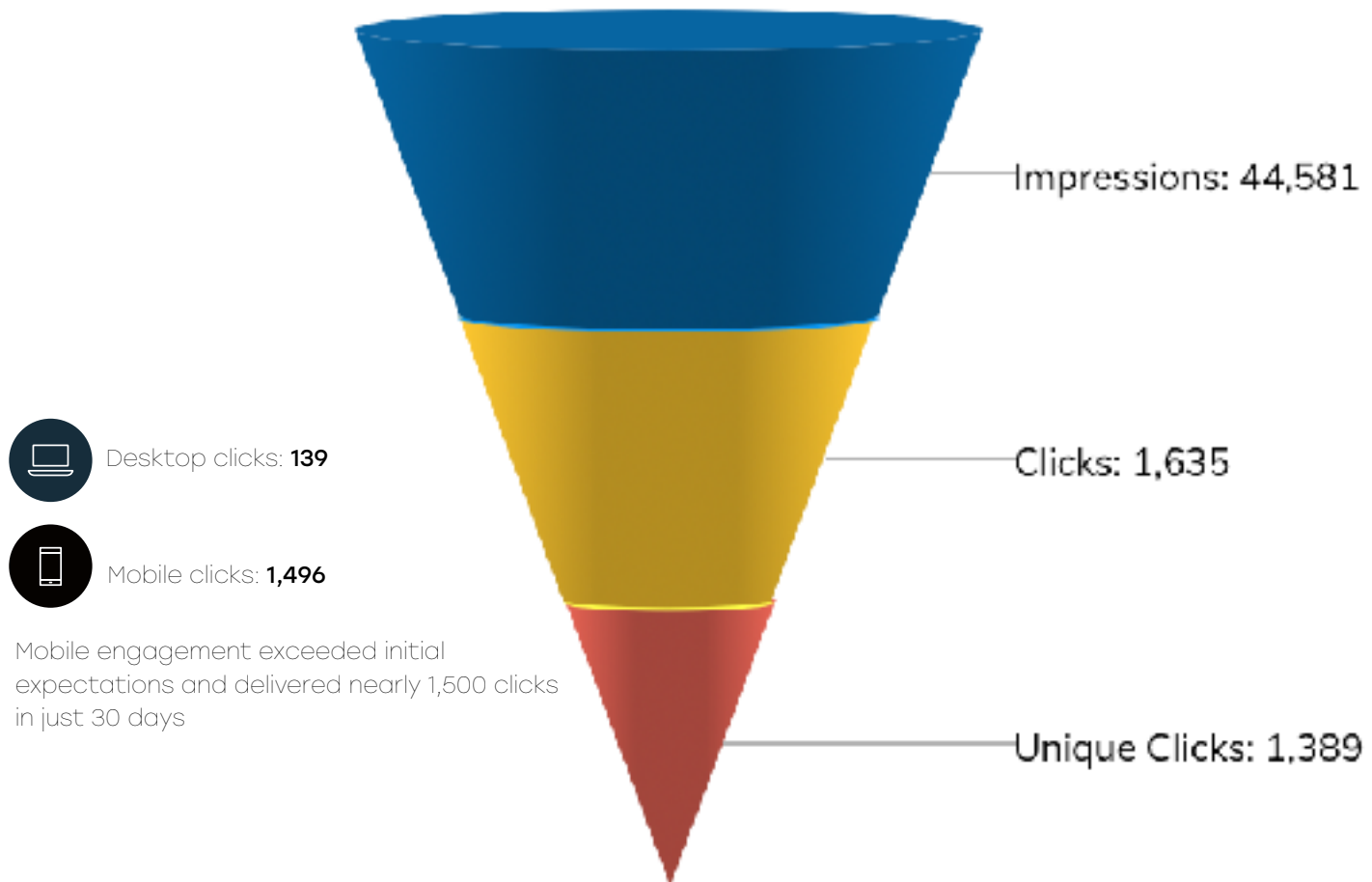
Located in Florida, Cypress Cove is a full-service, luxury community renowned for its Five Star cuisine and beautifully attired housing options. Cypress Cove's challenge was to drive social engagement with both Seniors and ACEP (Adult Children of Elderly Parents) that emphasized their commitment to excellence across their residential portfolio.

Solution

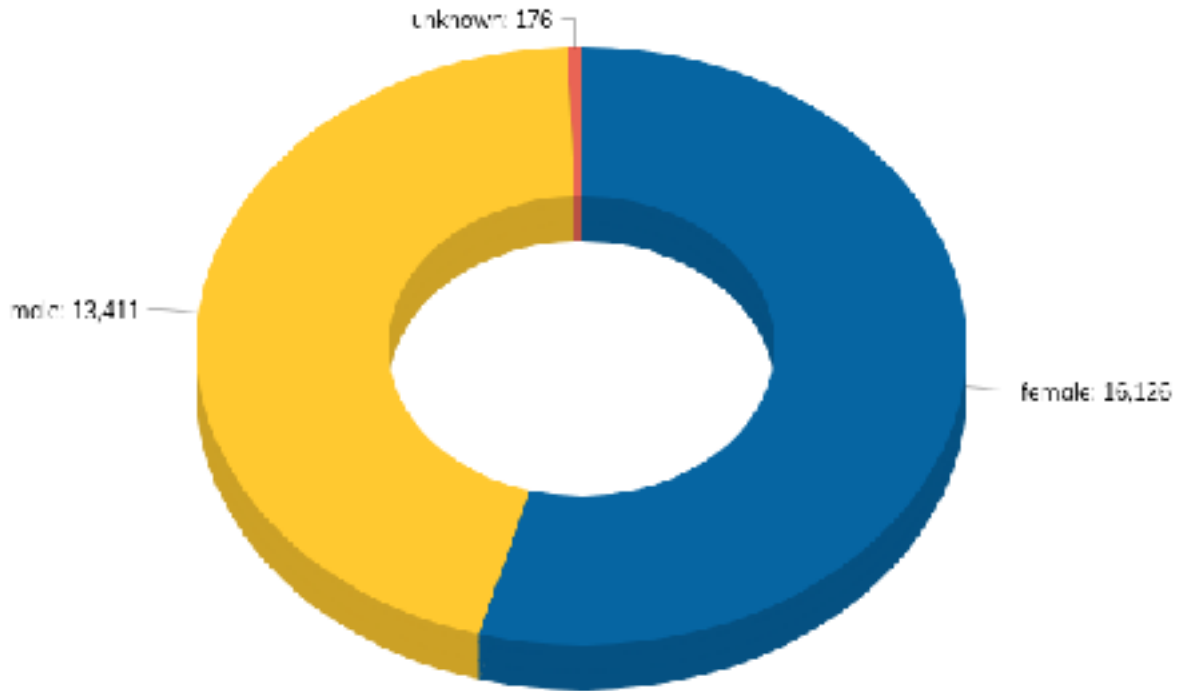
Cypress Cove partnered with Canopy and Get Fish Slapped! on a Facebook campaign that is continuously optimized for mobile and influenced by Lookalike data

30-Day Success Metrics

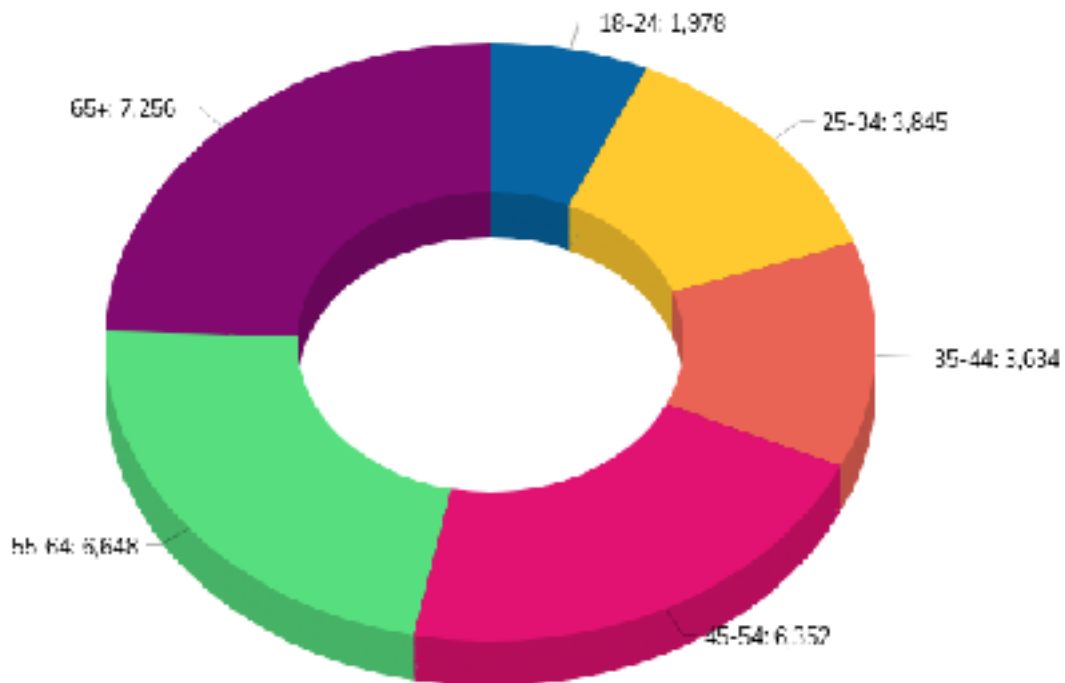
High-performing campaign response delivered 44,581 Impressions, 1,365 Clicks and 1,389 high-value Unique Clicks



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Reach by Gender



Reach by Age