

# Luxury Resort Case Study

June 2019-June 2020

## Problem:

Reaching top 1% demographic for real estate sales

## Region:

Florida to Maine  
Midwest to Chicago

## Top Locations:

New York, NY  
Chicago, IL  
Washington, DC

## Utilized:

Google Search  
Google Display  
Google Video



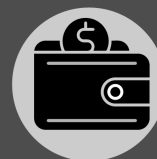
3,418,789 impressions



7,940 clicks in the top 1% income bracket



16.5k clicks



6,161 clicks in the top 11%-20% income bracket