WYATT HOMES

Driving high-intent buyer footfall for a rural housing development



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AT A GLANCE »



Client: Wyatt Homes

Sector: Property

Objective: Raise awareness and drive qualified interest for a new rural development

Solution: Mobile-first, hyper-local Rich Media advertising

Outcome:

- 3.43% CTR
- 25 show home visits
- Contributed to 1 sale + 2 serious applications.

Scan to view the Rich Media creative:

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THE CHALLENGE & APPROACH »

THE CHALLENGE

Wyatt Homes was launching Fiddleford Ridge, a premium family housing development in rural Dorset. The challenge was twofold:

- Low natural visibility due to the rural location
- A competitive property market, requiring focus on buyers actively in-market rather than broad awareness.

Success depended on reaching qualified homebuyers at the right moment, not simply driving volume.

THE APPROACH

- **Focused on in-market intent:**

Targeted people actively researching new homes in and around Dorset, ensuring visibility among audiences already in a buying mindset.

- **Mobile-first, hyper-local execution:**

Delivered high-impact rich media formats optimised for mobile, supported by precise geo-targeting around the development and surrounding market towns.

- **Optimised timing and placement:**

Prioritised premium, above-the-fold inventory and peak evening browsing periods to maximise engagement and recall.

THE RESULTS »

3.43%

CLICK-THROUGH RATE

Significantly above typical property campaign benchmarks (0.85%)

341

TOTAL CLICKS

Over 51% from in-market property searchers, validating audience quality

25

SHOW HOME VISITORS

Strong turnout over launch weekend for a rural location

HIGH-VALUE OUTCOMES »

This campaign contributed to:

- **1 COMPLETED SALE**
- **1 PART EXCHANGE APPLICATION**
- **1 EXPRESS MOVE APPLICATION**

WHAT THE CLIENT SAID »

> "The show home launch was a success, with around 25 visitors over the weekend, a strong turnout for a small, rural village in Dorset. The event resulted in 1 sale, 1 part exchange application, and 1 express move application. While there were no direct website conversions, the campaign delivered strong traffic and achieved its key objective of raising awareness in a location where visibility is typically low."
>
> **Katherine Coe, Account Director, Unsworth Sugden**

WHY THIS MATTERS »

This campaign demonstrates how mobile-first, precision targeting can bridge the gap between online engagement and real-world outcomes, even in hard-to-reach, rural locations.

By focusing spend on intent, timing and location, Wyatt Homes was able to generate meaningful footfall and commercial results without relying on broad, inefficient reach.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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