Home Construction

Dash™ by LocaliQ Case Study

Search | Local | Analytics | Performance

Real-Estate

LocaliQ

Case Study Dash™ by LocaliQ

Home Construction

Challenge

This Queensland transportable home builder attracted people early in their research, who wanted to compare options and understand the range before talking to anyone. Most weren't ready to make a purchase enquiry, and there was no consistent way to stay in touch with them. Interest was being generated but not developed.

Goal

Develop automated methods that distribute sales content out to users engaged with the client's brand in the form of brochures that cover their new Home Collections. Track direct leads that have resulted from this activity.

Solutions Implemented

Dash helped to re-engage inactive/stalled prospects. The team used Dash to segment its contact list and deliver automated nurture emails featuring home designs, floor plans and transparent pricing. Within hours of entering the nurture campaigns, prospects replied with enquiries about specific plans.

Results

Within hours of segmenting and entering nurture pipelines, prospects were replying and enquiring regarding specific plans from the brochure. The brochure addressed a real need for transparent information with prospects and was a powerful way to reach out to them. Clients who had stalled suddenly became higher intent buyers.

Key Stats (At a glance)

21K Emails sent

24% Unique opens

11.6% Click rate

71% Increase in leads

Products used:

Search Ads | Pmax | Dash™ by LocaliQ

Budget

$3,000 additional for PMax

Timeline & Performance Growth:

- 2025 Q1: 3.3M revenue
- 2026 Q1: 4.2M revenue

Queensland

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