

Ocean Reef Club Came To Us With the Challenge of Generating Qualified Membership Leads

Ocean Reef Club came to Orange 142 with the challenge of generating a minimum of 8 qualified membership leads for their elite beach club.

One week after the campaign launch, we analyzed the gathered data and started optimizing. We allocated more budget to the most effective strategies, developed new approaches based on our insights, and discontinued the strategies that were not performing well.

At the end of the 60-day campaign we exceeded the clients expectations and goals, **delivering a total of 16 qualified leads and a CTR of 24%**. They gave us additional funds to continue the campaign.



How Orange 142 Delivered Results

LAUNCH STRATEGIES

- » **Behavioral Targeting:** Focused on yacht owners, luxury travelers, the ultra-wealthy (top 10% of wealth), golf enthusiasts, and gourmet food lovers.
- » **CRM Modeling:** The client provided us with their current customer CRM file, which we used to create a lookalike audience.
- » **Re-marketing:** Targeted people who visited the site but did not take any of the desired actions.
- » **Whitelisting:** Focused on yacht owners, luxury travelers, the ultra-wealthy (top 10% of wealth), golf enthusiasts, and gourmet food lovers.

OPTIMIZATIONS

- » Increased bids and spending on the re-marketing campaign as the REM funnel matured and gained traction.
- » Added additional adaptive segments to weed out exhausted users and adapt to users who were expressing interest by serving them more ads.
- » Halted all behavioral segments except for the most effective ones, specifically targeting the wealthy and super-rich.
- » Introduced a segment targeting individuals with high discretionary spending.

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