

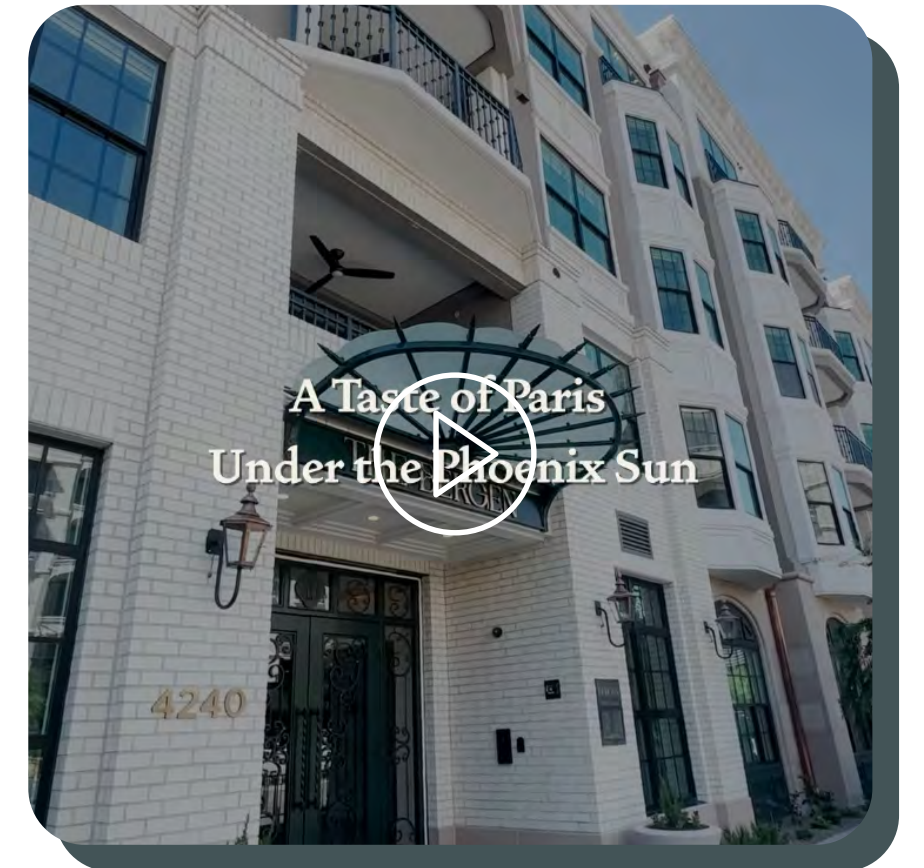
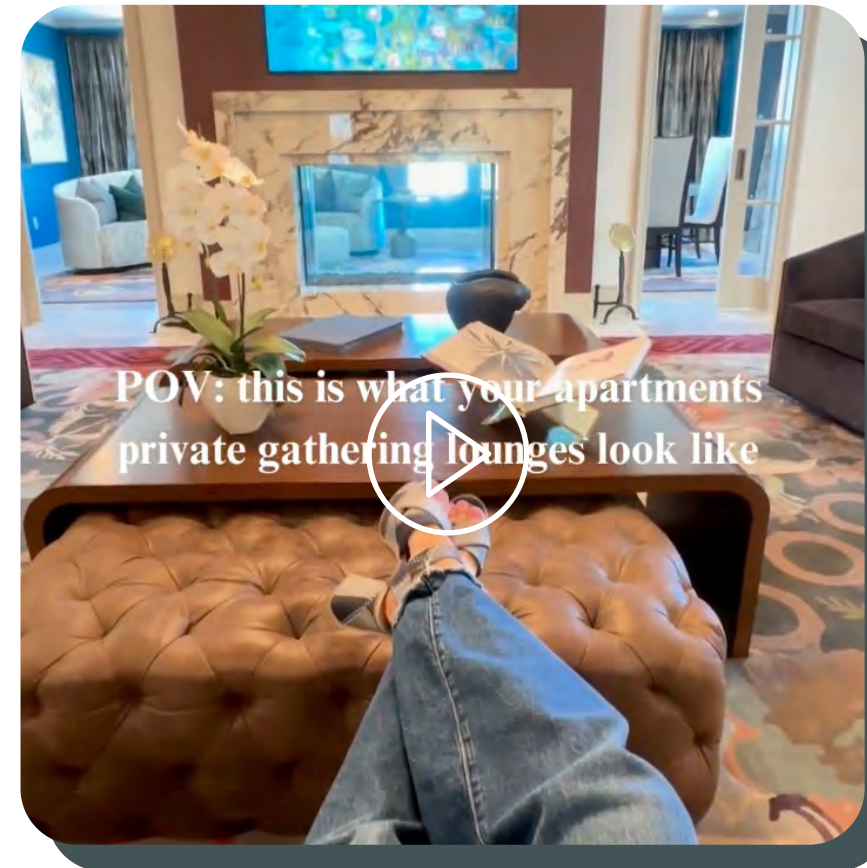
envida case study

THE
BERGEN
LAUNCH | POWERED BY COMPASS

Phoenix, AZ
6-Month Lease & Influence Plan
\$500 Monthly Ad Spend

STRATEGY

Create UGC-style Reels to showcase the property's unique & high-end lifestyle, boost brand awareness, and grow online following.



Envida UGC-Style Reels



RESULTS

17,641

total engagements on boosted posts

3,071

Instagram profile visits

213

real Instagram followers

Avg. 35 followers/month
(Envida Client Benchmark: 25/month)

27,075

combined views on Reels

Leverage Instagram Reels in ads campaign for Reel results

\$0.26

vs **\$1.81**

cost-per-click vs industry average

5.18%

vs **0.99%**

click-through-rate vs industry average