

EPCON COMMUNITIES ACHIEVES A 538% LEAD VOLUME GROWTH THROUGH PRECISE TARGETING & OPTIMIZED MICROSITES



CLIENT CONTEXT & CHALLENGE

Epcon Communities, a national homebuilder, sought to improve both the **volume and quality of leads** while lowering **cost per lead (CPL)**. The company tested two strategies: one using **broad targeting** with heavy reliance on platform automation and another focused on **more refined targeting and segmented audiences** aligned with local market dynamics. The broad strategy significantly reduced the number of leads, creating inefficiencies and inflating CPL. Epcon needed a more **data-driven approach** to generate **high-intent leads** that convert efficiently.



OPPGEN'S APPROACH

FOCUSED TARGETING AND PRECISION AUDIENCE SEGMENTATION

OppGen relies heavily on refined targeting and segmented audiences that have a high level of intent to convert into leads. We used this strategy for Epcon to run against the broad targeting strategy. OppGen's strategy focuses on the most relevant, bottom funnel keywords on search and targeted audiences on Meta.

MICROSITE LANDING PAGE FOR IMPROVED CONVERSION RATES

The standard execution of a landing page does not include content to drive quality leads. This means that most of the time, a 'landing page' is no more than a short page with a form on it. These types of pages are not sufficient in qualifying visitors, hence they lead to a large volume of unmotivated leads that clog the pipeline. OppGen's approach to a landing page is more thorough. We make the effort to understand the pieces of content that matter most to our target audience and pull those out of various sections or pages from the client's website. By consolidating all those items into one place, our page visitors find the most relevant information and are motivated to take the next step either through a form submission or a phone call.



IMPACT

Q3 2024 Compared to Q2 2024



+538%

Increase In Lead Volume

OppGen's refined targeting and microsite strategy delivered over **five times more leads**.



-75%

Decrease In CPL

Optimized targeting and landing pages led to a **significant reduction in CPL**.



Rob Krohn
Vice President
Marketing



They've done an excellent job at understanding our complicated business, consult and collaborate with us on a regular basis, have been very responsive to calls/emails/conversations. We've had direct contact with all levels of their organization.

