

# PPC CAMPAIGN

## Horlicks Quarter

Slough, Berkshire



# BRIEFING

**Promotion** - 1 & 2 bed apartments at Horlicks Quarter

**Location** - Slough, Berkshire

**Timeframe** - Ongoing from 01/11/2023

**Budget** - £1500 PCM (66% Search vs 33% Socials)

**Goal** - First stage contact form submissions

**USPs** - Ideal for London commuters & First Time Buyers



**Horlicks Quarter**

Slough

# RESEARCH



**Horlicks Quarter**  
Slough



Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
2.9K	£0.35	7.9K	45K	£1K	17.5%	£0.13
Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
4.2K	£0.48	12K	67K	£2K	17.2%	£0.18

Targeted locations (1)  
Berkshire, England, United Kingdom county

Reach 2,330,000



United Kingdom

Slough, England City + 20 km

Search locations Browse

**Estimated daily results**

Reach **2.5K-7.1K**

Link clicks **89-258**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.

# KEYWORD RESEARCH



## Horlicks Quarter

Slough

### Rent

Rental  
Rent  
Renting  
To let  
To rent

### New Build

New Build  
New Home  
New House  
New Apartment  
New Property

### Shared Ownership

shared ownership  
help to buy  
part buy part rent  
Part ownership

### Product Search

1 Bedroom Apartment  
2 Bedroom Apartment  
House for sale  
Home for sale  
Property for sale  
Properties for sale  
Apartment for sale  
Flat for sale  
Horlicks Quarter

### Affordable Housing

Affordable housing  
Affordable flat  
Affordable apartment  
Affordable home

Keyword	↓ Avg. monthly searches
houses for sale	1,900
properties for sale	720
shared ownership	480
help to buy	480
rent	320
homes for sale	90
affordable housing	50
to let	30
apartment for sale	30
flat for sale	30

# SEARCH ADS



**Horlicks Quarter**  
Slough

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 Sovereign Living  
[www.sovereignliving.org.uk/](http://www.sovereignliving.org.uk/)

## Prices from £70,000\* - Affordable Housing in Slough

Own your new home for less through Shared Ownership with Sovereign. Book a viewing today!

Types: Shared Ownership, 2 Bedroom Houses, Affordable Housing. Register today. 5% Deposits.

[About us](#) · [Contact us](#) · [Register your interest](#) · [\\*Terms & Conditions](#)

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[www.sovereignliving.org.uk/](http://www.sovereignliving.org.uk/)

## 1 Bedroom Apartments for Sale - Part Ownership

Get £2,000 cashback to help you move\*! Own your new home for less through Shared

Ownership with Sovereign. Types: Shared Ownership, 2 Bedroom Houses, Affordable Housing. Register today. 5% Deposits.

[\\*Terms & Conditions](#) · [Contact us](#) · [What is Shared Ownership?](#)

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## Shared Ownership Berkshire - Prices from £70,000\*

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## Shared Ownership Berkshire - Deposits from £3,500\*

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Types: Shared Ownership, 2 Bedroom Houses, Affordable Housing. Register today.

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## Renting Alternative - 2 Bedroom Apartments for Sale

Book a viewing today! Own your new home for less through Shared Ownership with Sovereign. 5% Deposits. Register today. Affordable housing.



[Register your interest](#)

[What is Shared Ownership?](#)

# SOCIAL ADS



**Horlicks Quarter**

Slough

Get £2,000 to help you move!

Unlock your home buying potential with  
Shared Ownership at the Horlicks Quarter


1 & 2 bed apartments from £70,000  
based on 25% share\*



SOVEREIGN

Deposits from just  
**£3,500\***

\*T&Cs Apply



SOVEREIGN

# REPORTING

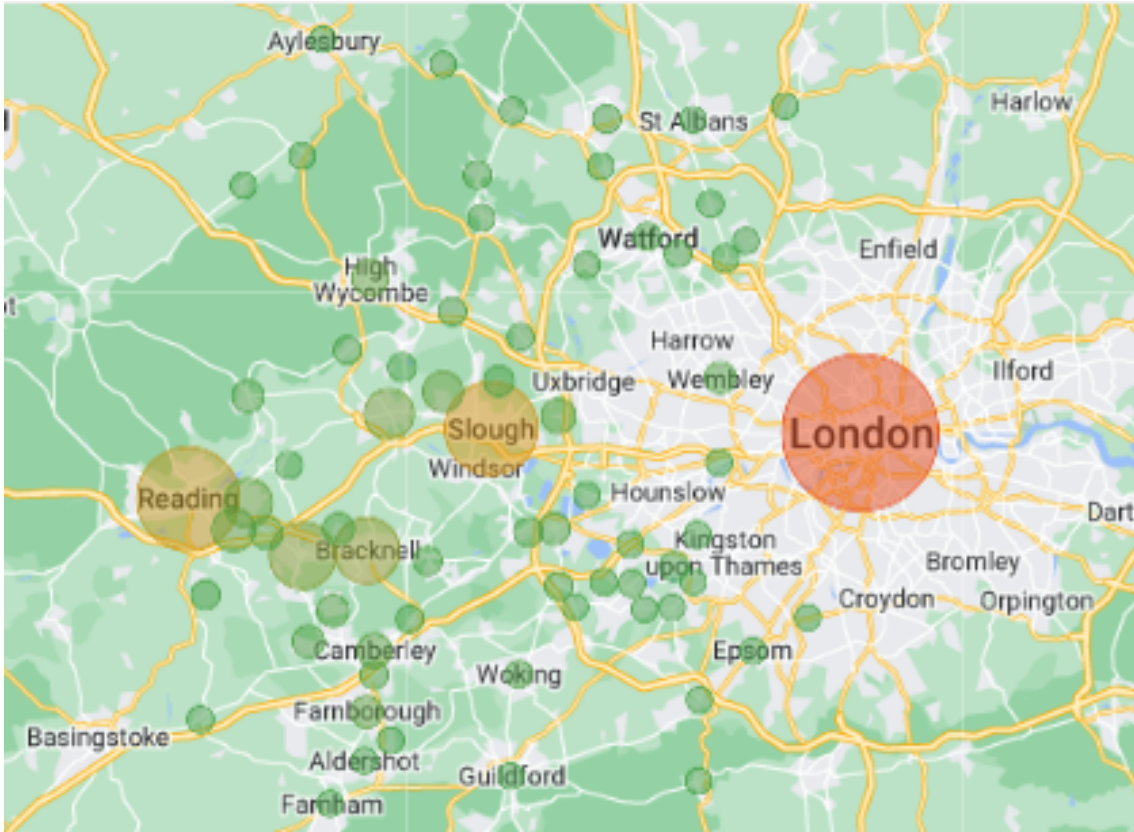


**Horlicks Quarter**  
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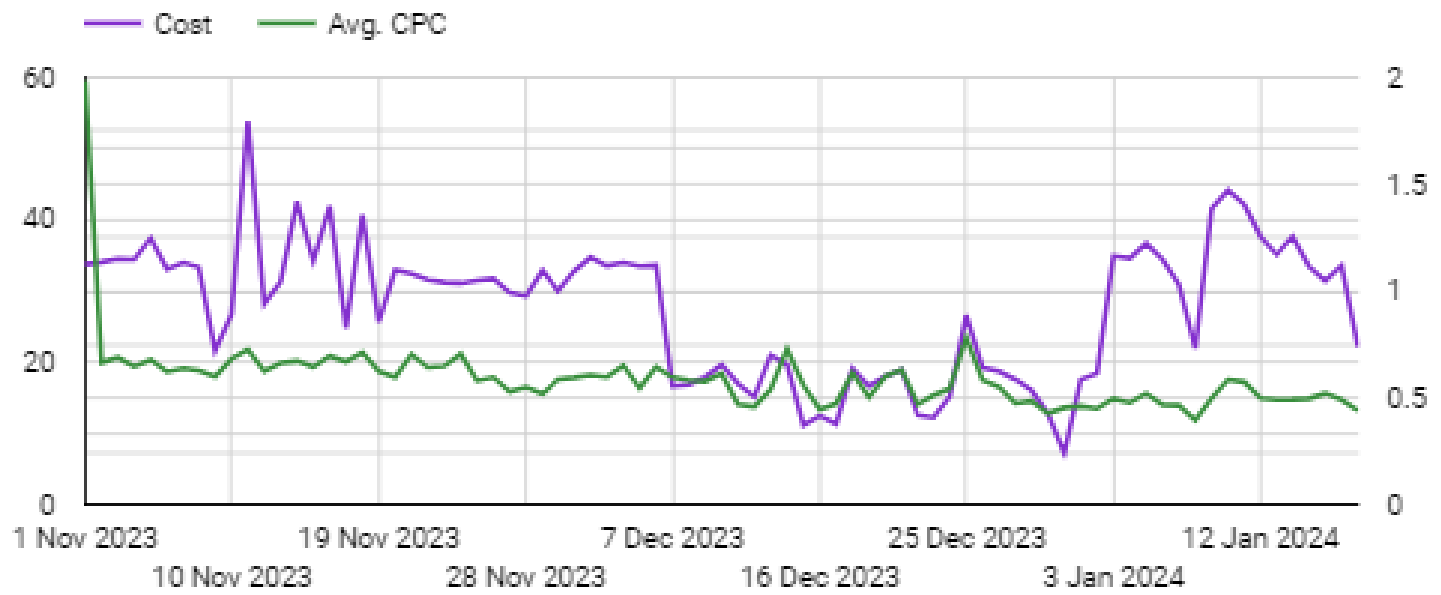
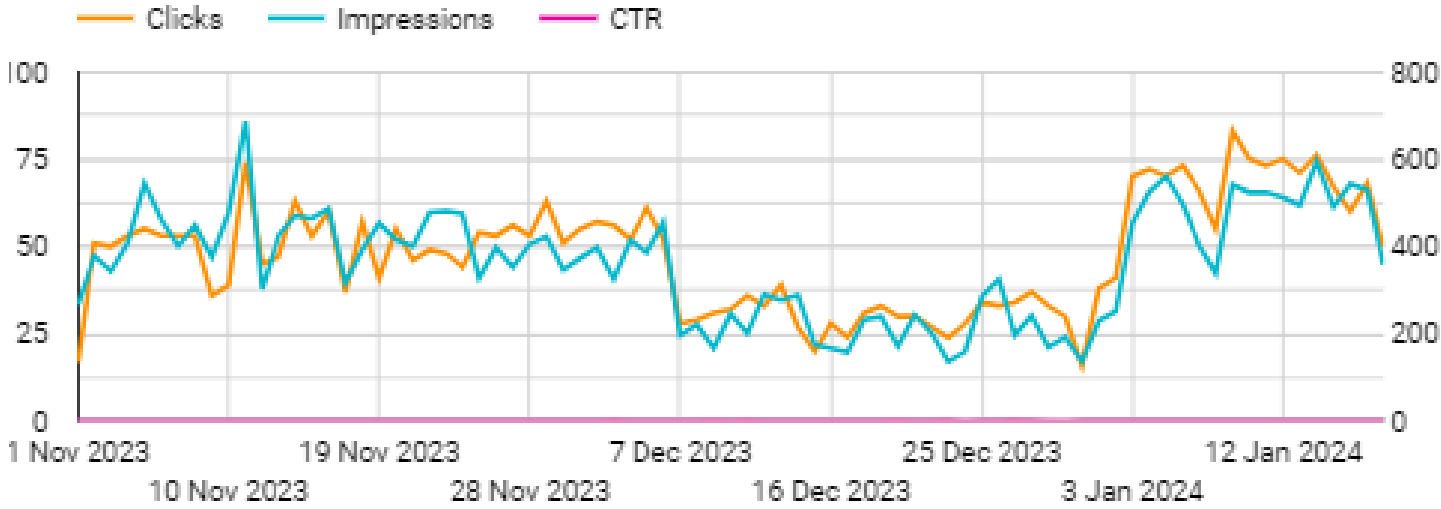


Google  
Ads

Impressions: 28,649  
 Clicks: 3,772  
 CTR: 13.17%  
 Avg. Cost: £0.58  
 Cost: £2,191.67  
 Conversions: 1.0K  
 Click conversion rate: 27.63%



Ad group	Clicks	Impressions	CTR	Conv...	Click c...
Shared Owners...	2,201	14,509	15.17%	727.16	33.04%
Affordable Hou...	529	6,369	8.31%	120.27	22.74%
Product Search	437	3,545	12.33%	72.08	16.5%
Scheme	404	2,228	18.13%	82	20.3%
Rent	201	1,998	10.06%	40.91	20.36%
<b>Grand total</b>	<b>3,772</b>	<b>28,649</b>	<b>13.17%</b>	<b>1,042....</b>	<b>27.64%</b>



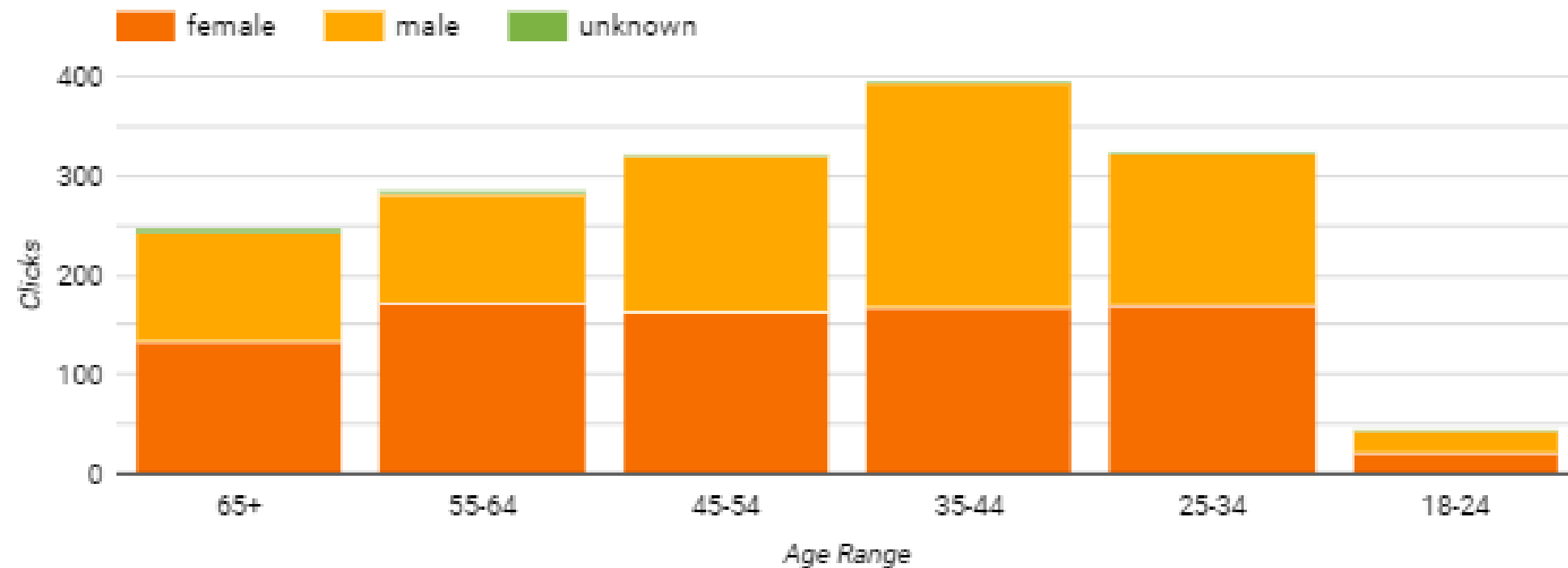
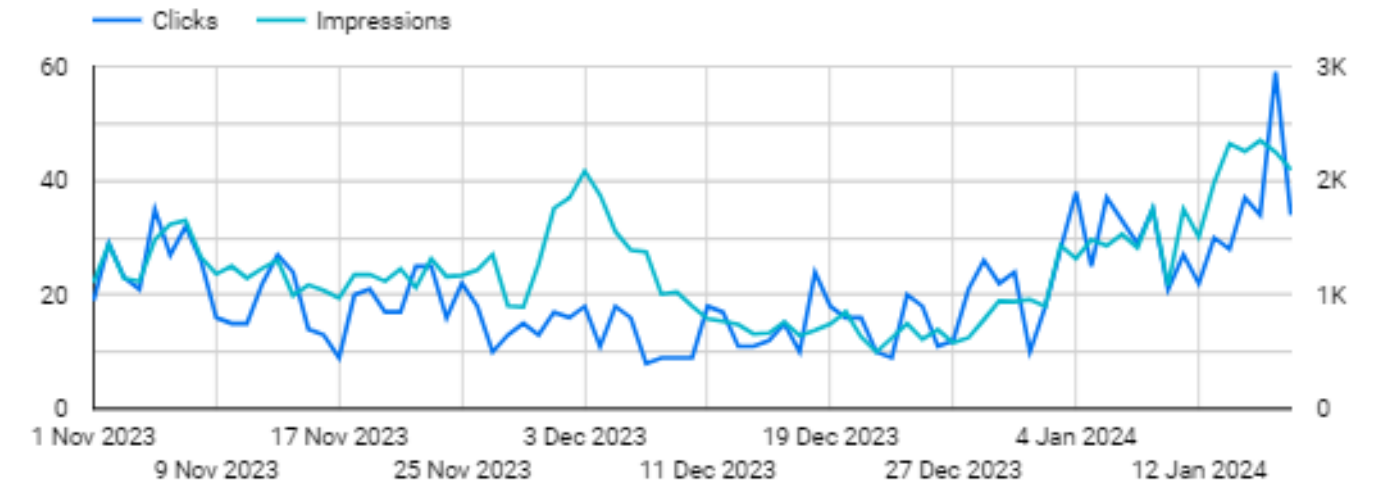
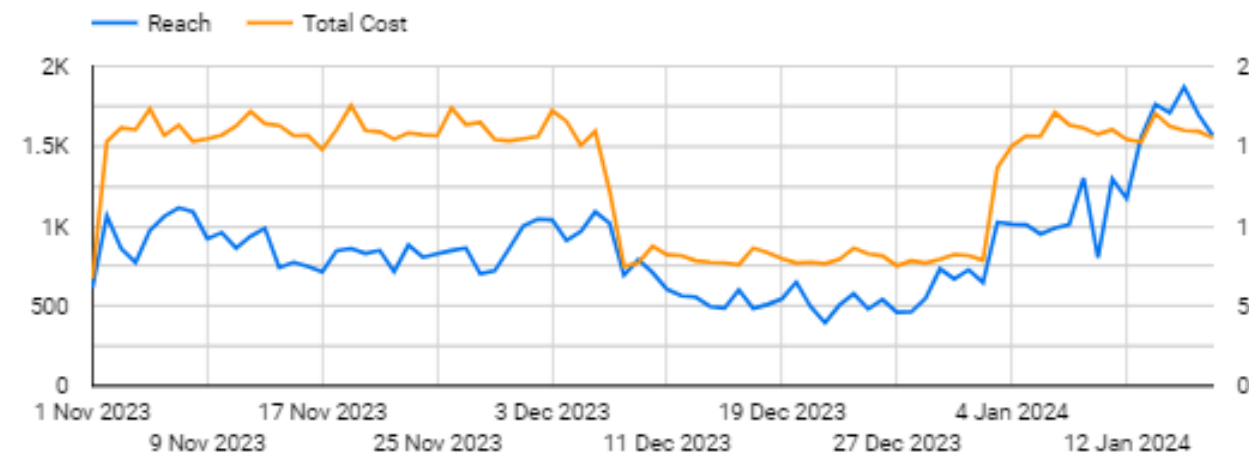
# REPORTING



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Impressions	Reach	Clicks	CTR	Total Cost	CPC	Frequency
95,796	27,308	1,616	1.69%	1,039.15	0.64	3.51





# REPORTING



Total users  
**1,652**  
↑ 1.0%

Views  
**3,338**  
↑ 22.0%

Average session duration  
**00:02:12**  
↑ 5.4%

Engagement rate  
**77.12%**  
↑ 18.6%

Views per user  
**2.03**  
↑ 20.7%

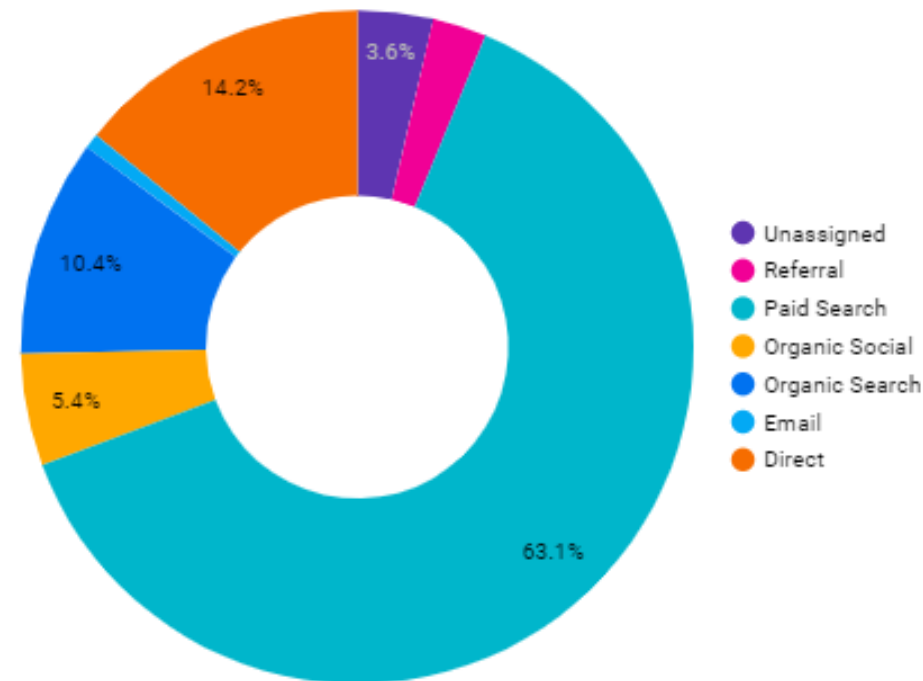
New users  
**1,334**  
↓ -0.5%

Sessions  
**2,059**  
↑ 4.3%

Sessions per user  
**1.25**  
↑ 3.1%

Conversions  
**133**

User conversion rate  
**1.58%**



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