



Justin Croxton | CEO, Propellant Media

Geofencing and Programmatic Advertising for Home Builders: Honest Expectations, Real Results



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Justin Croxton

CEO, Propellant Media — Atlanta and Charlotte. 20 years in digital advertising; geofencing and programmatic for new-home developers, apartment communities, builders and lenders.

Agenda

Forty-five minutes. Five moves and a decision framework.

- | | | | | | |
|----|--|--------|----|---|-------|
| 01 | The gap
Where builder marketing is stuck, and why the buyer moves before they search. | 5 min | 02 | What geofencing actually is
Polygons, addressable households and conversion zones — in plain terms. | 9 min |
| 03 | The builder playbook
Six fences, the full-funnel plan, and the three channels around them: CRM retargeting, OTT/CTV and ChatGPT ads. | 12 min | 04 | Honest expectations
Benchmarks, what is overhyped and what is real. | 7 min |
| 05 | Real results and fit
Published builder and housing results, plus five questions before you buy. | 7 min | 06 | Q&A
Bring your community list and your objections. | 5 min |

The deal: you leave knowing whether geofencing belongs in your plan — not just what it is.

01 The Gap

Most builders are buying the last click. The buyer decided three visits earlier.

The buyer moves before they search

Search, basic display and Facebook all wait for a raised hand. The signals that matter are physical — and they come first.

BLUE = GEOFENCING REACHES IT

NAVY = TRADITIONAL DIGITAL REACHES IT

Renting, lease ending

Apartment community



Touring the competition

Competitor model homes



Searching your name

Google search



Browsing improvements

Home improvement store



Talking to a lender

Mortgage branch



Visiting your model

Your community



FOUR OF SIX BUYING SIGNALS HAPPEN IN A PHYSICAL PLACE — BEFORE ANYONE TYPES YOUR NAME

The gap: if your plan starts at the search box, you are competing for the buyer after the shortlist is already written.

02 Geofencing, Defined

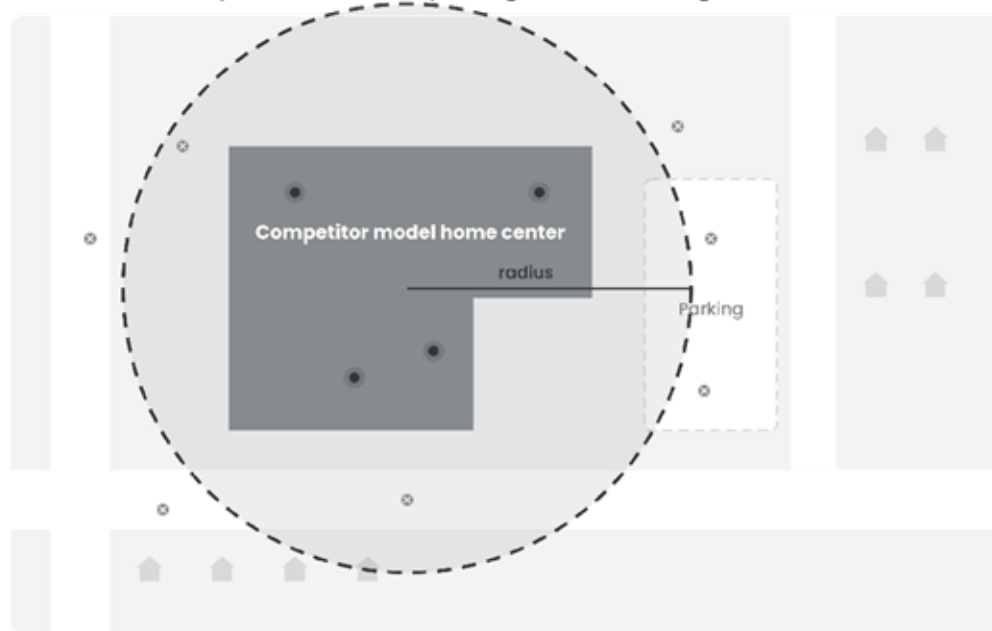
Your physical location is a stronger buying signal than what you say you are interested in.

Polygon geofencing, not a radius

Most vendors drop a circle around a pin. We trace the building footprint — a model home center, a leasing office, a lender branch — corner by corner.

RADIUS TARGETING

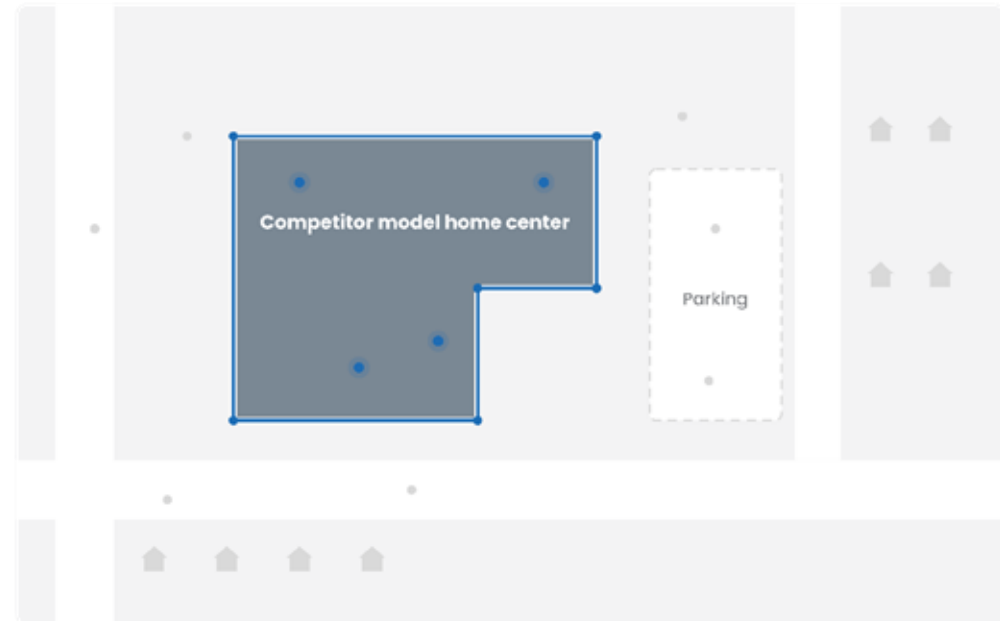
A circle around a pin. The road, the parking lot and the neighbors all come with it.



Crossed devices are wasted spend — impressions bought against people who never walked in.

POLYGON GEOFENCING

We trace the model home center itself, corner by corner.



Every device counted actually walked inside the footprint you chose.

25 SQ FT

The smallest area we can fence

30 DAYS

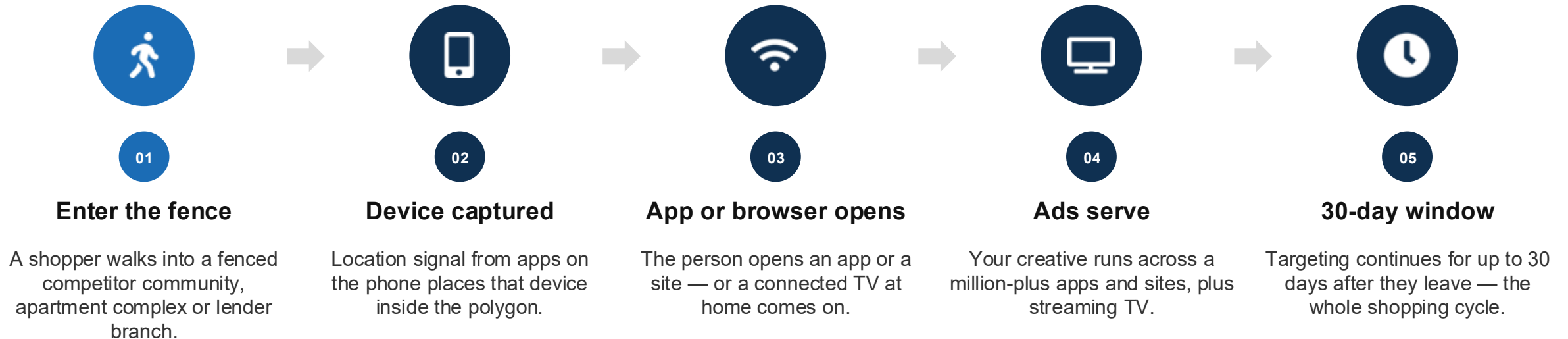
Targeting window after they leave

15–30 FENCES

Where a builder campaign should start

Five steps, one buyer

What happens between a prospect walking into a fenced location and your ad showing up on their phone and TV.



Rules of the campaign: start with 15–30 locations, fence your own model home as a conversion zone, and give the fences a full 30-day cycle before judging them.

One household. One fence.

Upload a list of addresses — a lease-expiring renter list, a lot-owner list, a CRM export — and each parcel becomes its own fence cut to the plat lines.



1M ADDRESSES

Maximum per campaign

75 MINIMUM

Smallest list we can run

ZIP+4 REPORTING

Performance breakdown level

Daily REFRESH

Audiences updated every day

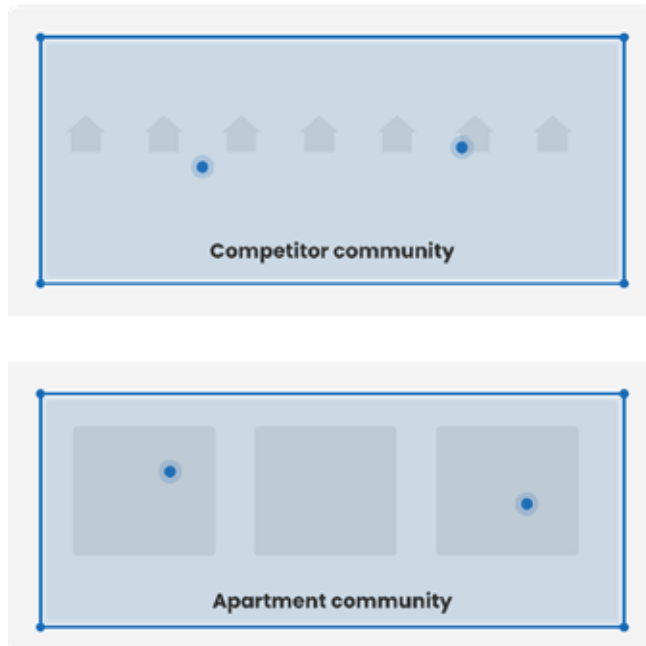
BUILDER USE: RENTERS IN THE THREE APARTMENT COMMUNITIES WITHIN A 10-MINUTE DRIVE OF YOUR NEW PHASE

Why it beats IP targeting: fences are built from property tax and public land survey plat lines — the household is the target, not the neighborhood. Display, video and CTV all serve to it.

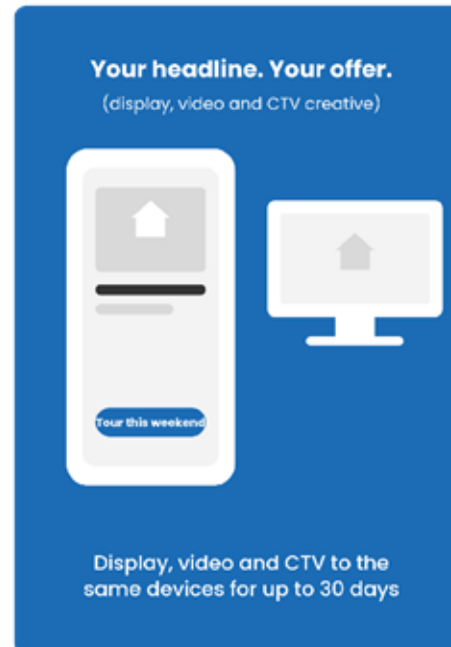
Conversion zones: counting the model home visit

We fence your own community as a conversion zone, then count fenced devices that show up after seeing the ad.

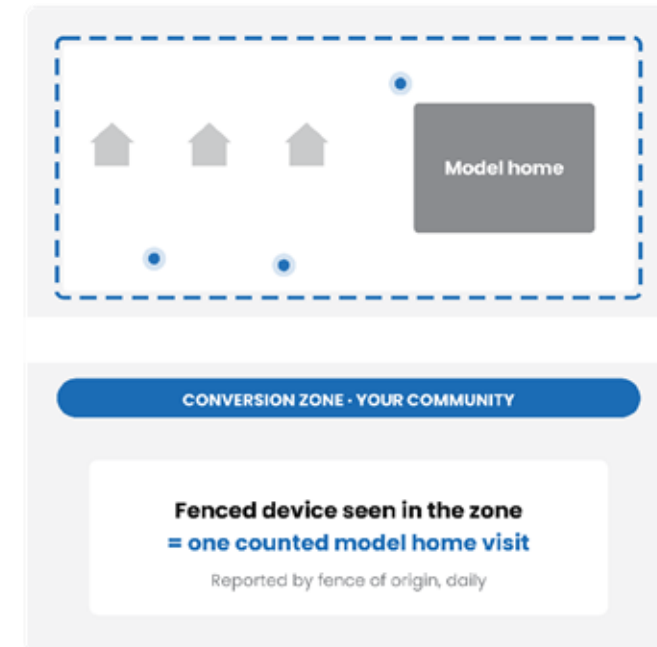
STEP 01 - THE FENCES



STEP 02 - THE AD



STEP 03 - THE WALK-IN



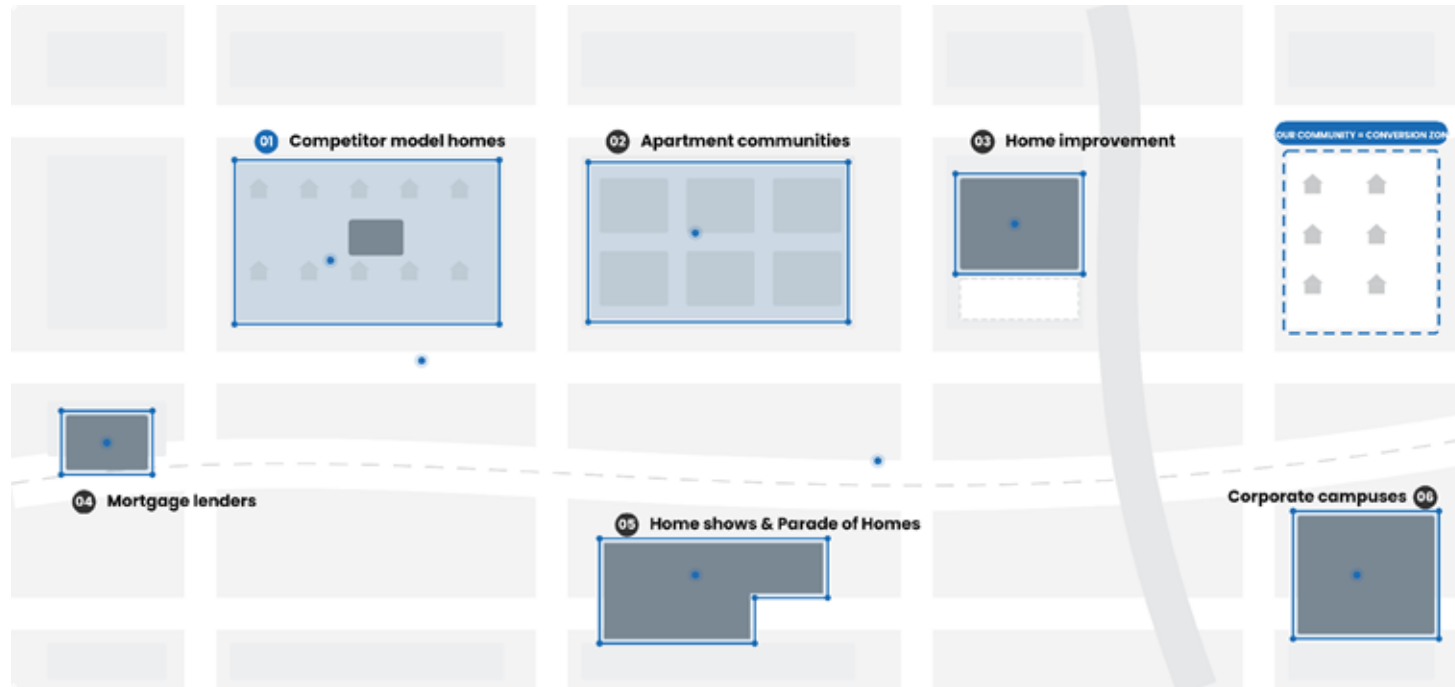
Validation: this is how a display campaign proves itself in physical activity, not impressions — and why "how many people walked in" is a question you should get to ask.

03 The Builder Playbook

Six fences worth drawing, and the channels that run around them.

Six fences every builder should consider

Each one is a place a future buyer stands before they know your name. Your own community is the conversion zone.

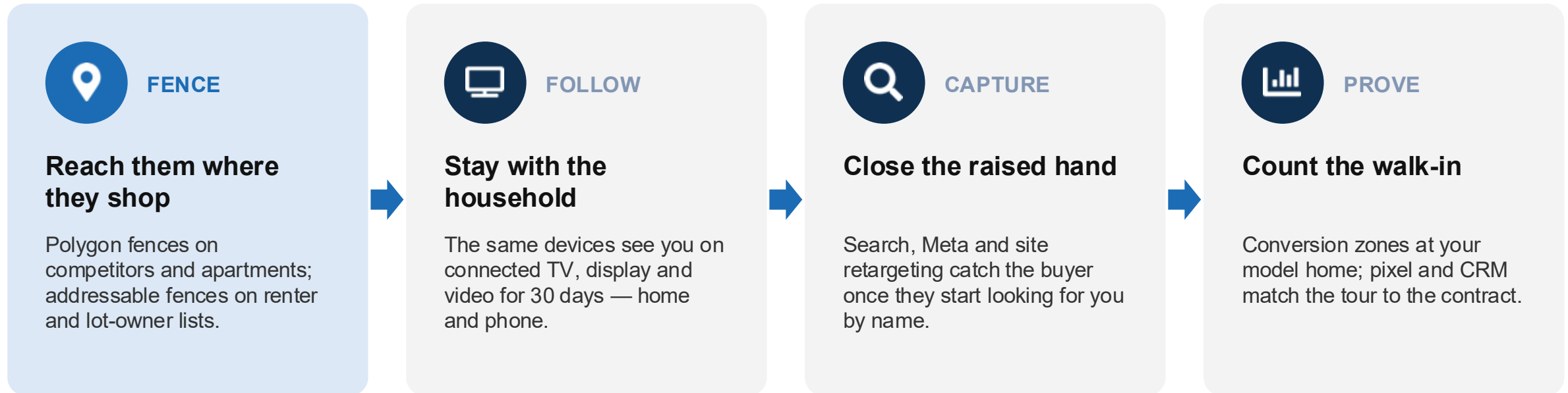


- 01 Competitor model homes**
Active shoppers touring your price band this weekend.
- 02 Apartment communities**
Lease-expiring renters, the first-time buyer pipeline.
- 03 Home improvement stores**
Owners investing in a house they may soon outgrow.
- 04 Mortgage lenders**
Pre-approval in progress — the most qualified signal on the map.
- 05 Home shows & Parade of Homes**
Event fences: a weekend of buyers in one building.
- 06 Corporate campuses**
Relocation and new-hire households entering your market.

Start here: fences 01 and 02 plus your conversion zone. Add 04 once you can share a lender-approved creative message.

One buyer, four moves

Geofencing is the front door. The plan works when the same household keeps seeing you on every screen until they tour.



EVERY STAGE FEEDS THE NEXT — THE FENCE BUILDS THE AUDIENCE THAT SEARCH AND META THEN CONVERT

North star: if you cannot name the job a channel does in this sequence, it does not go in the plan.

CRM retargeting: your dead leads are your cheapest audience

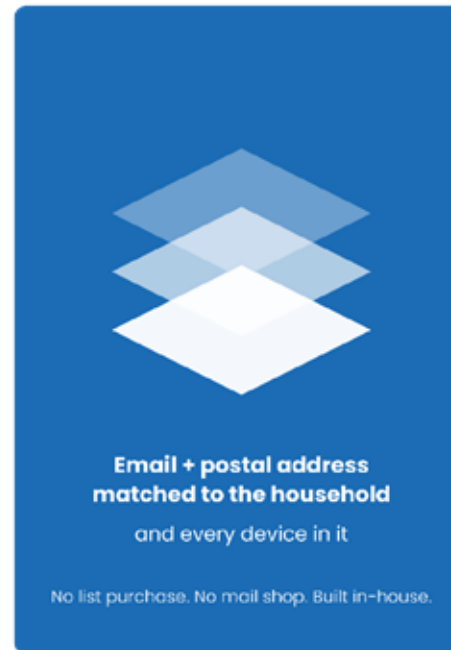
Every builder has a CRM full of lot inquiries, model home tours and registrations that went quiet. The list is not dead — the channel is.

STEP 01 - YOUR CRM

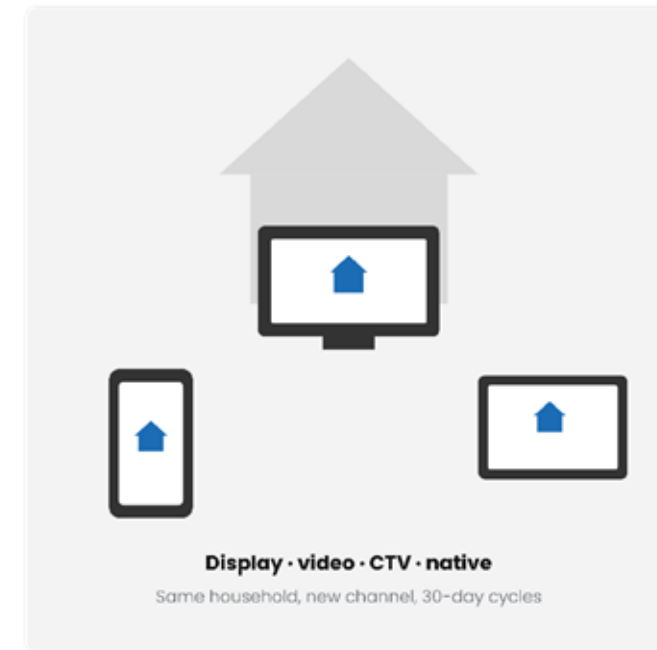
LEAD	STATUS	LAST TOUCH
● Lot inquiry - Phase 2	Went quiet	7 mo
● Model home tour	Did not buy	11 mo
● Website registration	Unsubscribed	5 mo
● Realtor referral	No response	9 mo
● Past homeowner	Move-up window	4 yrs
● Home show lead	Cold	14 mo

Names, emails, mailing addresses — the list is not dead, the channel is

STEP 02 - THE MATCH



STEP 03 - EVERY SCREEN



Builder use: upload last year's non-buyers before a new phase releases — they already know the community; the price sheet is the only thing that changed.

OTT/CTV: same household, biggest screen in the house

The device the fence found on a phone belongs to a household. Connected TV puts your 30-second spot in that living room — bought programmatically, reported in the same dashboard.



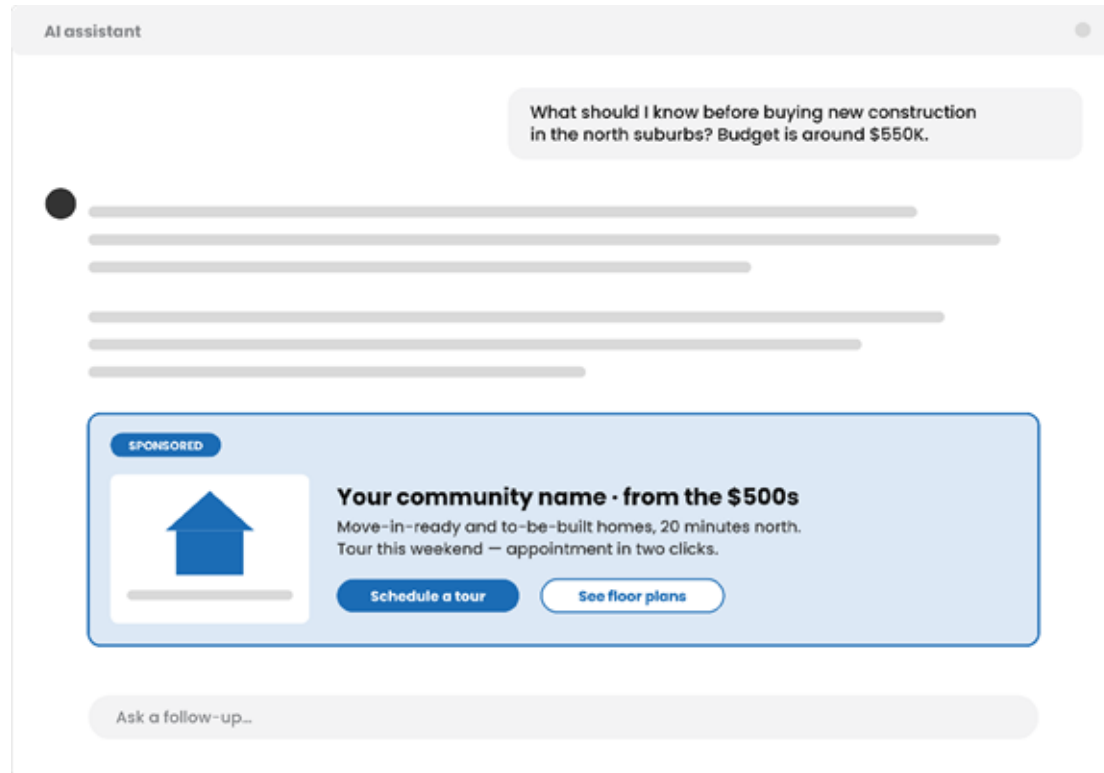
WHERE IT PLAYS

-  **Smart TVs**
Samsung, LG, Vizio and every app on them
-  **Roku**
Ad-supported channels and the Roku home screen
-  **Amazon Fire TV**
Fire Stick and Fire TV apps
-  **Apple TV**
Ad-supported streaming apps
-  **Gaming consoles**
Streaming apps on Xbox and PlayStation
-  **1,500+ channels**
Ad-supported inventory across streaming

Honest version: CTV is an awareness and consideration buy. Judge it on completed views, reach into the fenced households and lift in conversion-zone visits — not on clicks.

ChatGPT ads: the newest channel, ads inside the answer

Buyers now ask an AI assistant what they used to type into Google — in full sentences, with budget, area and timing attached. Ads can now appear inside those conversations.



WHY IT MATTERS FOR BUILDERS

- 01 The question, not the keyword**
Buyers describe their situation in full sentences. The ad meets the intent, not a two-word search.
- 02 Early inventory**
Few builders are testing it yet. Clicks currently plan at \$1-\$10 — a range to verify live, not a promise.
- 03 A click with context**
The person already told the assistant their budget, timing and area before they saw you.

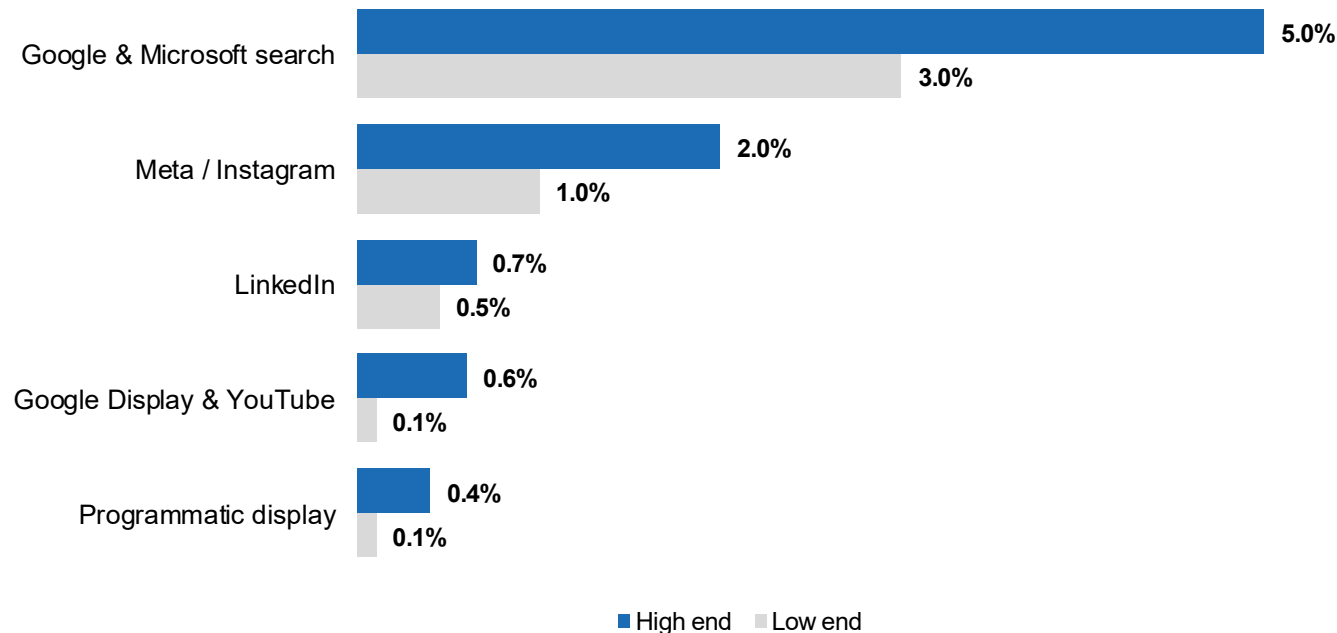
Where it fits: a capture channel alongside search — intent-rich clicks that feed retargeting. New enough that every number is a planning range; treat month one as a test, not a forecast.

04 Honest Expectations

What is real, what is overhyped, and the numbers we actually plan against.

Reach and response move in opposite directions

Click-through rate ranges we plan against, by channel. Judge each channel on its job, not on one shared metric.



How to read it

Programmatic display and geofencing touch a vastly larger audience than any other channel — so the click rate is naturally the lowest. Its job is reach and walk-ins, not clicks.

Search sits at the other end: tiny audience, highest intent, highest click rate. A healthy builder plan buys both and never judges them on the same metric.

THE BIGGEST AUDIENCES CLICK LEAST — AND COST LEAST TO REACH

Click-through rate ranges used for planning. Directional benchmarks, not audited.

Flag: never compare a geofencing CTR to a search CTR in a performance review — different jobs, different math. Ask for walk-ins and cost per visit instead.

What is overhyped, what is real

Five claims you will hear in a sales pitch — and what to expect instead.

OVERHYPED

"We reach every phone in the community."

"Geofencing generates leads by Friday."

"Just target a 5-mile radius around the site."

"It replaces your search budget."

"Any display CTR under 1% is failing."



REAL

A portion of devices in a fence are matchable, not all of them. Enough to matter; never everyone.

It builds an audience first. Walk-ins and tours show up over the 30-day window; leads follow through retargeting and search.

A radius pays for the highway and the grocery store. Polygons pay only for the building.

It feeds search. Fenced households later search your name — cut search and you lose the close.

Display and geofencing plan at a fraction of a percent. The metric that matters is cost per visit.

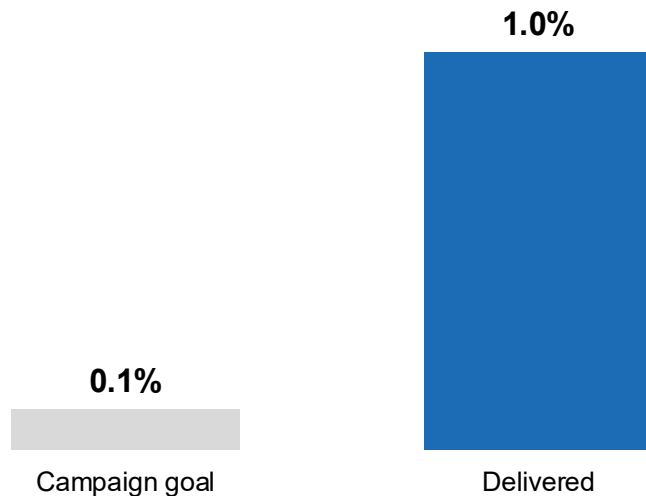
Rules of a builder campaign: 15–30 fences, your community as the conversion zone, creative that names the offer, and a first performance read at two to four weeks — not week one.

05 Real Results

Published housing campaigns — and five questions before you spend a dollar.

Case study: 49 model home visits, ten times the CTR goal

A new-home developer needed local buyers on site and an online-to-offline count of who came. Two-month campaign.



CLICK-THROUGH RATE — GOAL 0.1%, DELIVERED 1.0%

49

GEO-FENCE CONVERSIONS

Fenced devices later seen at the new developments (conversion zones)

Optimized in flight: domain blacklisting and frequency-cap adjustments. Mix: geofencing with conversion zones, search retargeting, site retargeting and mobile geo-optimization.

WHAT WE FENCED

- 01 Home improvement stores across the market
- 02 Conversion zones at the new developments
- 03 Event fence: a local college football game
- 04 Layered search and site retargeting

Source: Propellant Media published case study, "New Home Builder Drives In-Person Visits." Results are campaign-specific, not a benchmark to promise.

Why the CTR ran high: search retargeting and the event fence lifted the average. Plan for the 0.1–0.4% range; treat 1% as an upside case, not the forecast.

Renters and lenders: the two lists that feed a builder

Housing-adjacent campaigns using the same fences a builder would draw.



SENIOR APARTMENT COMMUNITY

Rent-free move-in offer; goal was inquiries and physical tours.

0.41%

CTR — 4x the 0.08–0.10% industry average

109

GEO-FENCE CONVERSIONS

\$4.51

COST PER CONVERSION

Geofences on key locations, keyword-level search retargeting, category contextual, conversion zone added mid-campaign. One-month flight.



LOCAL BANK — MORTGAGE

Branch traffic and mortgage applicants from geofencing marketing.

3,000+

BRANCH WALK-INS

More

MORTGAGE APPLICANTS

The lender side of the same buyer journey — a reminder that the mortgage branch is a fence worth drawing for a builder too.

Sources: Propellant Media published case studies, "Apartment Complex Converts With Geofencing" and "Geofencing Marketing Helps Local Bank Drive New Mortgage Applicants." Campaign-specific results.

Validation: the apartment campaign ran the exact fences a builder would — and its conversion zone counted 109 tours at \$4.51 each.

Five questions before you buy geofencing

Answer three or more with a yes and the channel belongs in your plan. Fewer than three, fix the plan first.

- | | | |
|----|--|---|
| 01 | Do buyers physically go somewhere before they find you? | Competitor model homes, apartment communities, lender branches, home shows. If you can name 15 places, you have a campaign. |
| 02 | Is your sales cycle longer than a week? | The 30-day window is built for considered purchases. A home is the definition of one. |
| 03 | Can you fence your own community as a conversion zone? | A staffed model home or sales center is what turns impressions into a walk-in count. |
| 04 | Is retargeting live on your site today? | Pixel or Tag Manager access must exist before launch. Without it the fenced audience leaks away after one touch. |
| 05 | Can you commit to a 60–90 day read? | First read at two to four weeks; a fair verdict at 60–90 days. Month-one judgments kill good campaigns. |

The test: if you cannot list the places your buyer stands before they know your name, no vendor can fix that with a bigger radius.

Bring your community list. We will draw the fences.

Send us your active communities and the three competitors you lose to. We will map the polygons, size the addressable audience and tell you honestly whether it is worth running — no pitch deck, no obligation.

propellant.media

hello@propellant.media

Atlanta · Charlotte

Justin Croxton



QUESTIONS?

