

# Rhode Island Brand Campaign 2026

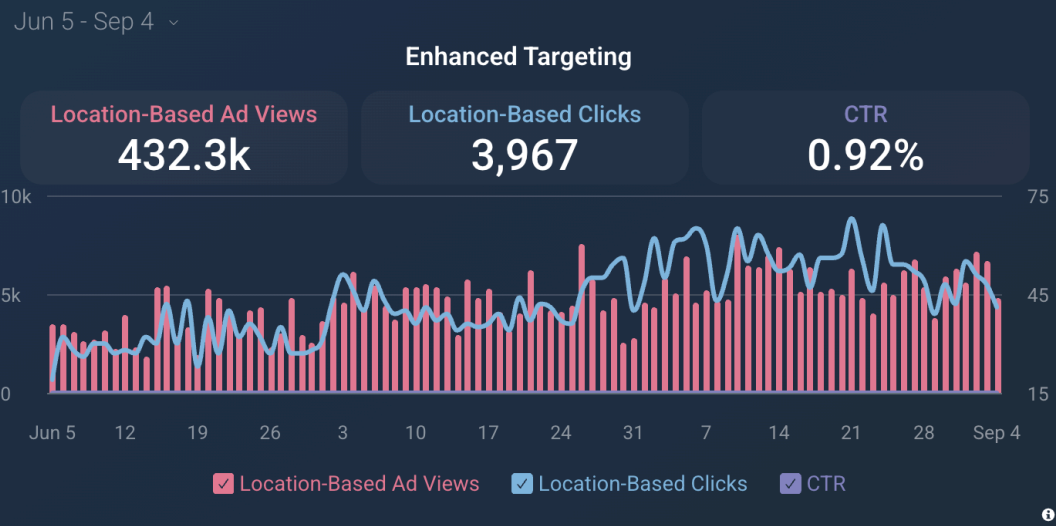
Targeting Residents Of: 02891 - Watch Hill / Westerly 02840 - Newport 02807 - Block Island 02818 - East Greenwich 02806 - Barrington 02835 - Jamestown 02842 - Middletown 02837 - Little Compton 02871 - Portsmouth 02809 - Bristol

Destination: [luxuryatcompass.com/regions-feed/rhode-island](https://luxuryatcompass.com/regions-feed/rhode-island)

Jun 5 - Sep 4 ▾

A/B Testing Results (CTR)

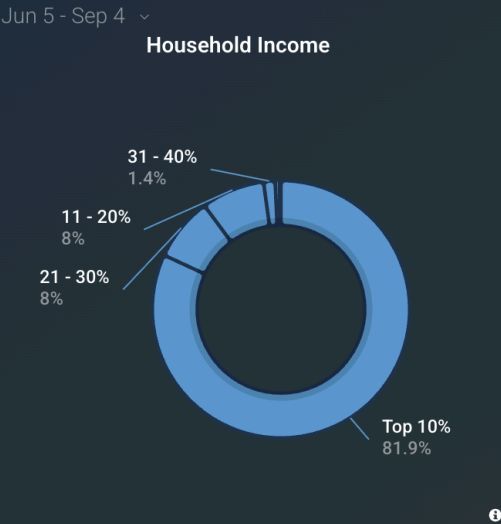
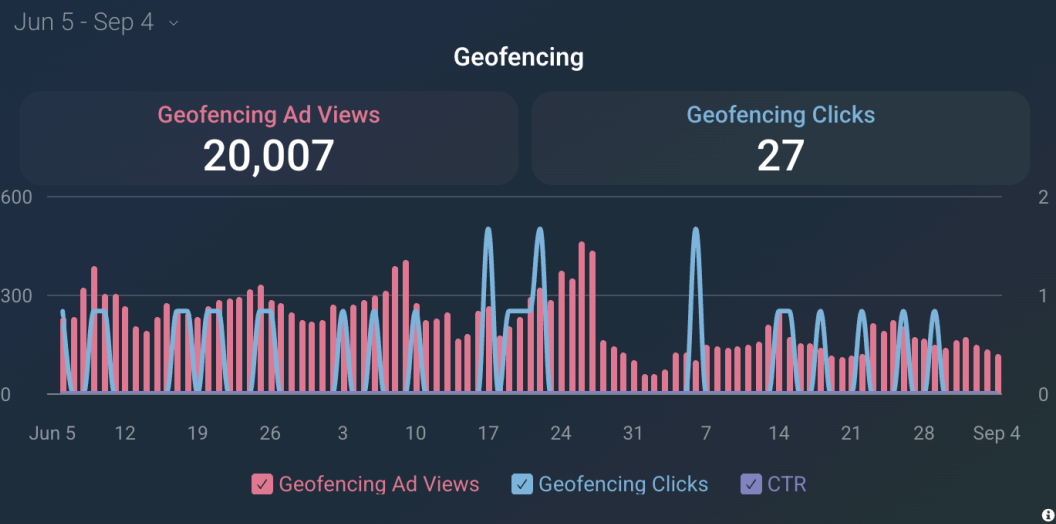
| Metrics                                                              | Value |
|----------------------------------------------------------------------|-------|
| Vertical - Rhode Island's Most Exclusive Addresses - Compass.png     | 1.72% |
| Vertical - Your Rhode Island Summer Starts Here.png                  | 1.69% |
| Rhode Island Summers - Garden Twilight.png                           | 1.5%  |
| Vertical - Rhode Island Summers.png                                  | 1.41% |
| Vertical - Chimney -This Summer Find Your Place In Rhode Island1.png | 1.41% |
| Chimney - This Summer, Find Your Place1.png                          | 1.38% |



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Where Your Ads Were Seen

| Top 25 Websites by Ad Views | Value  |
|-----------------------------|--------|
| nytimes.com                 | 69,538 |
| foxnews.com                 | 29,901 |
| theatlantic.com             | 27,601 |
| nypost.com                  | 22,040 |
| npr.org                     | 21,725 |
| huffpost.com                | 20,813 |



# Rhode Island Brand Campaign 2026 - Meta

Targeting Residents Of: CRM + Consumers

Destination: [luxuryatcompass.com/regions-feed/rhode-island](https://luxuryatcompass.com/regions-feed/rhode-island)

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## Meta LDC CRM Ad Views

Meta LDC CRM Ad...

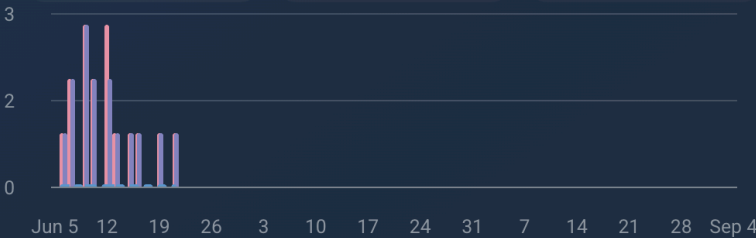
16

FB + IG Profiles Re...

9

Clicks to Website

0



Meta LDC CRM Ad Views FB + IG Profiles Reached Clicks to Website

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## Meta Compass CRM Ad Views

Meta Compass CR...

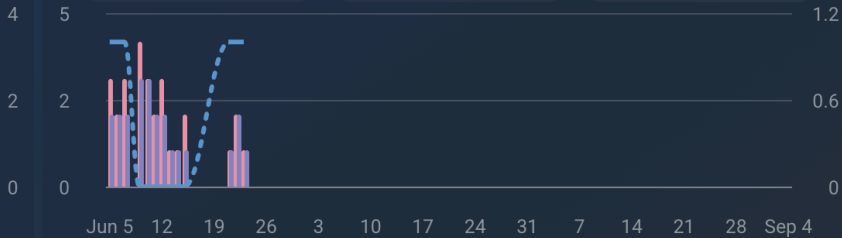
28

FB + IG Profiles Re...

13

Clicks to Website

6



Meta Compass CRM Ad Views FB + IG Profiles Reached Clicks to Website

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## CTR by Ad

| Ad                                                                       | CTR (All) |
|--------------------------------------------------------------------------|-----------|
| 7/27 Explore Rhode Islands Most Sought-After Homes (120252508275860264)  | 6%        |
| 7/27 Rhode Island's Most Exclusive Addresses (120252508305060264)        | 5.38%     |
| 7/27 Your Rhode Island Summer Starts Here - Compass (120252508322940264) | 5.16%     |
| 7/27 Your Rhode Island Summer Starts Here - Compass (120252508314070264) | 1.56%     |

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## Consumer Meta Ad Views

Consumer Meta Ad Views

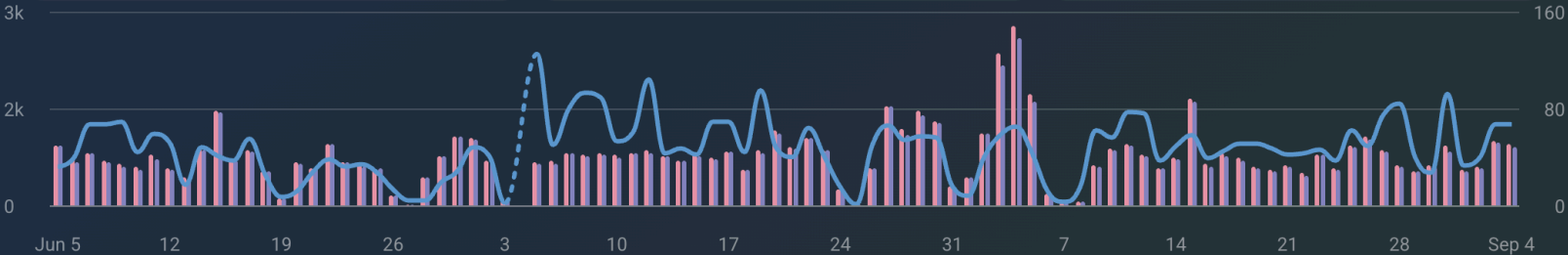
75,350

FB + IG Profiles Reached

52,221

Clicks to Website

4,251



Consumer Meta Ad Views FB + IG Profiles Reached Clicks to Website



Rhode Island Brand Campaign 2026 - Meta

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just now

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# Rhode Island Brand Campaign 2026

Destination: [luxuryatcompass.com page](#)

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## KEYWORD PERFORMANCE BREAKOUT

| Keyword                   | Google Search Ad Views | Google Search Clicks |
|---------------------------|------------------------|----------------------|
| Rhode Island real estate  | 4,674                  | 309                  |
| Newport RI homes          | 1,099                  | 88                   |
| Rhode Island luxury homes | 350                    | 27                   |
| Lila Delman Compass       | 309                    | 60                   |
| Compass Real Estate       | 255                    | 41                   |

Targeting Residents Of: Rhode Island

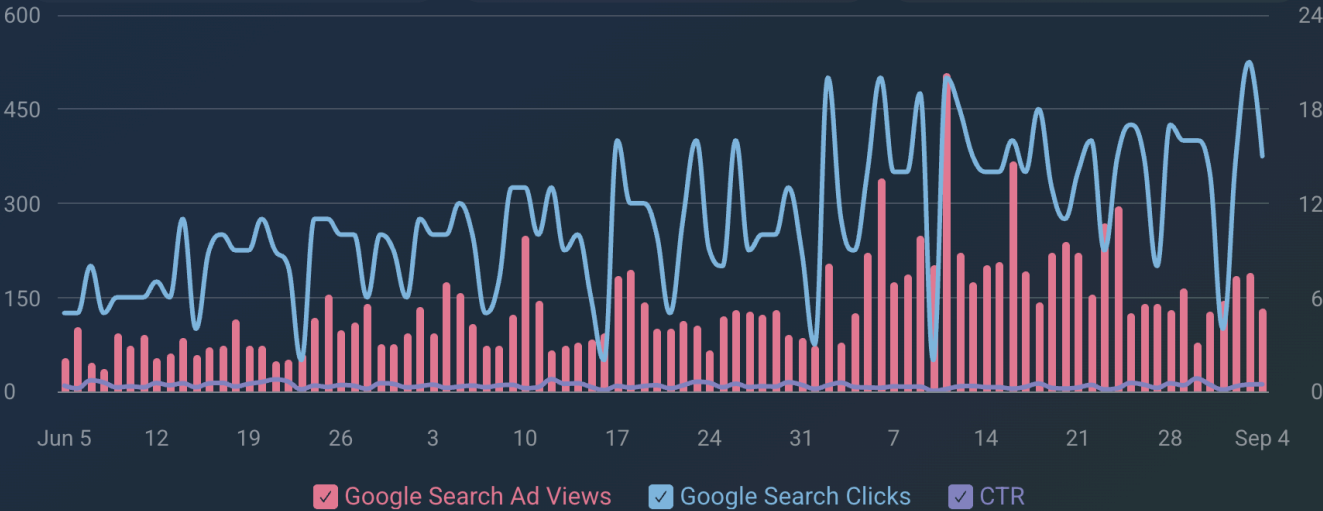
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## Google Search Ads

Google Search Ad Views  
12,512

Google Search Clicks  
1,007

CTR  
8.05%



luxuryatcompass.com  
www.luxuryatcompass.com/

**Rhode Island Real Estate - The #1 Brokerage in RI**  
Explore a curated collection of RI homes exclusively through Lila Delman Compass. Rhode Island's top listings, exclusively through the nation's #1 brokerage.



Search - Rhode Island Brand Campaign 2026