

Emerald Isle Realty + Orange 142: Driving Measurable Growth Through SEM

Emerald Isle Realty partnered with Orange 142 to evolve its digital marketing strategy and deliver full-funnel results across paid search. The collaboration earned the 2025 **GOLD MarCom Award** for SEM Campaign – “*One Line to Rule Them All*.” This honor reflects a data-driven approach that delivers measurable business impact.

About Emerald Isle Realty

For more than 64 years, Emerald Isle Realty has approached southern hospitality by providing beach-loving guests with the most delightful island homes for friends and family. With over 700 island homes from Emerald Isle to Indian Beach, up the island to Pine Knoll Shores and even Atlantic Beach, you're sure to find the perfect destination to make life-long memories with your loved ones. Emerald Isle Realty prides itself in providing excellent customer service and helping families find the perfect place to spend time with their loved ones, whether it's for a week or for a lifetime. Come see the unique experience of the Crystal Coast.



Orange 142 Full-funnel Google Search Strategy Results

+19%
Paid traffic

+33%
Total revenue

Significant
CPA reduction and
booking growth

9,134%
ROI — up 32% YoY

This strategy created a scalable, future-proof framework designed to adapt to evolving audience behaviors and Google's AI-driven capabilities.

To learn more please visit orange142.com

SEM Campaign: One Line to Rule Them All

Goals

- Increase reservations and revenue
- Grow inbound traffic
- Reduce CPA
- Align paid search with user intent across the funnel

Why It Matters

This partnership shows how a focused, data driven search strategy can meaningfully impact business outcomes. By aligning SEM tactics with real user intent, Emerald Isle Realty was able to capture higher value traffic, improve efficiency, and strengthen its competitive position in a crowded travel market. For destination marketing organizations, the takeaway is clear: investing in smart, intent led search strategies creates sustainable, measurable growth—no matter how the platforms or algorithms evolve.

Approach

Orange 142 implemented a full-funnel Google Search strategy using:

- **Super Brand Strategy:** Consolidated top-performing keywords into a unified campaign to reduce cannibalization and improve synergy.
- **Holistic Search Strategy:** Implemented a CPA-focused keyword approach designed to complement PMAX campaigns. Leveraged all match types to broaden reach while maintaining spend efficiency, enabling hyper-targeted bidding to drive engagement across key search intent categories.
- **PMAX Restructuring:** Split campaigns by funnel stage for better budget control and messaging relevance.
- **Creative Optimization:** Dynamic site links, urgency-driven CTAs, and value-based headlines tailored to user intent.

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

To learn more please visit orange142.com