



BEST USE OF CONTENT



## ARE BRITAINS HOUSES GETTING SMALLER?

**250+**

The campaign landed over 250 top-tier links from media outlets both in and outside the UK

**7.83M**

The number of people in the UK estimated to have seen the coverage reached 7.83 million

**15,421**

The campaign and media coverage generated over 15,000 social shares across Twitter, Facebook and Reddit

**280.65%**

Organic site conversions increased by 280.65%

**47.06%**

increase in organic keywords indexed

**71.03%**

Total organic sessions increased by 71.03%