Hello Everyone.

I'm Abhishek Patel

Digital Marketer →

High-End Real Estate Lead Generation

Objective

This campaign was focused on generating leads for a high-value residential property that also offered potential as an investment. The main aim was to attract individuals who were either looking to purchase a new home or seeking lucrative investment opportunities in real estate.

Industry/Niche

Real Estate – Residential and Investment Properties

Target Audience

We targeted high-net-worth individuals (HNIs), business owners, and decision-makers in large companies. These individuals were identified as likely candidates for purchasing expensive residential properties with investment potential.

Ad Creatives

The campaign used a mix of images and carousel ads that highlighted the luxury features of the property. The ads showcased both the residential benefits and the potential investment returns, positioning the property as a dual-purpose opportunity.
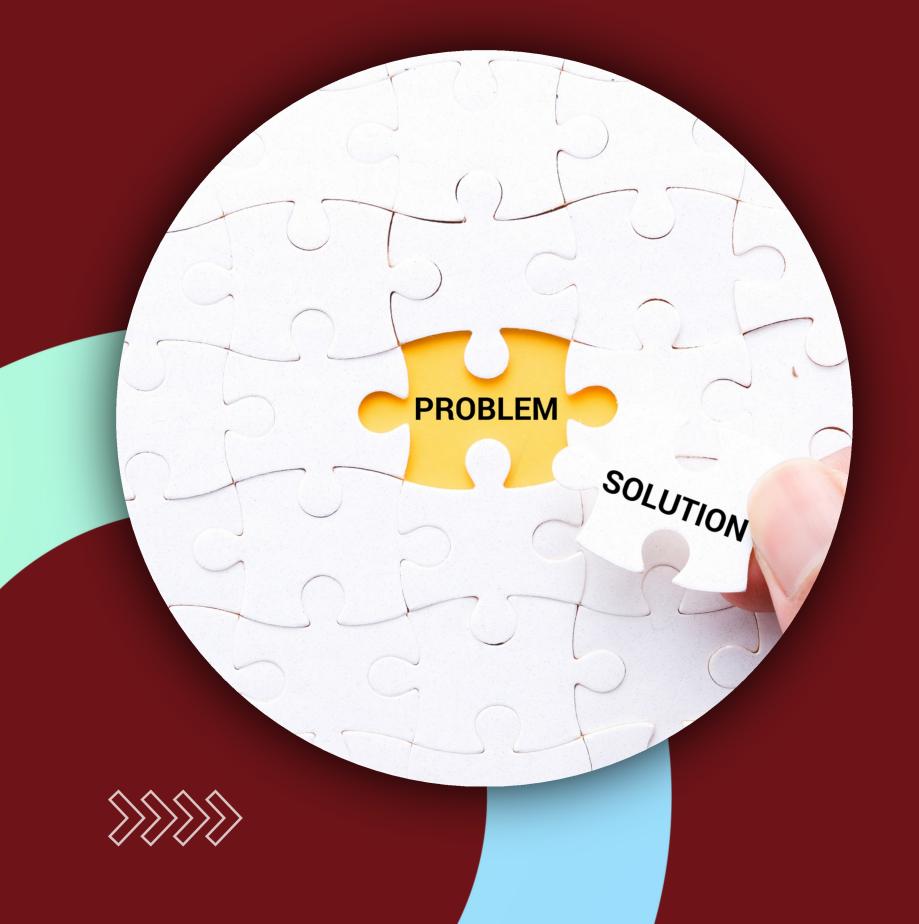
Performance Metrics

The campaign achieved 128 leads with a reach of 8,954 and 18,075 impressions, generating high engagement from individuals planning retirement investments. The cost per lead was ₹58.63, and the total spend amounted to ₹7,505.17 over a 15-day period.

BUDGET	₹700 per day

DURATION	120 days

RESULTS	234 leads

REACH	65,236

IMPRESSIONS	248,226

COST PER LEAD	₹362.58

TOTAL SPEND	₹84,843.69

Challenges & Solutions

The challenge was to promote a high-end property to an affluent audience while emphasizing both residential and investment value. The solution was to tailor the campaign toward individuals planning to purchase new homes or diversify their investment portfolios. We used Facebook's advanced targeting features to reach HNIs and key decision-makers who would appreciate the property's dual benefits.

PROBLEM

SOLUTION

Tools & Techniques

Lookalike audiences based on previous buyers and investors helped in fine-tuning the audience targeting. Facebook Pixel allowed us to track and retarget individuals who showed interest but didn't convert immediately. A/B testing on various creatives ensured that the ads with the highest engagement and conversion rates were given priority, further optimizing the campaign's results.

Thank You

I appreciate your time and interest.

Let's create something amazing together!

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