

Achieving Success in Real Estate Lead Generation for a Luxury Residential Project

A CASE STUDY

Background

A leading real estate developer with a luxurious residential project located in Gurgaon. The project offers a variety of amenities and facilities catering to high-end buyers. The developer aimed to generate high-quality leads despite having limited inventory left.



Initial Challenges

Limited Inventory

The project had a limited number of units available, necessitating highly targeted marketing efforts.

High Ticket Size

With a ticket size of 6.5 Cr+, attracting serious buyers was crucial.

Generating Quality Leads

Ensuring a high qualification rate for leads with a decent Cost Per Lead (CPL).

Marketing Funnel

Number of Leads

1,200

SQL to Walk-ins %

18%

Total Spend

Rs. 900,000

Walk-ins

61

Cost per Lead (CPL)

Rs. 750

Walk-ins to Sales %:

14%

Leads to Marketing
Qualified Leads (MQL) %:

34.58%

Sales

9

Marketing Qualified
Leads (MQL):

415

Acquisition Cost

Rs. 100,000

(Total Spend /
Number of Sales)

Sales Qualified
Leads (SQL)

340

ROAS on Ticket Size

65

(Ticket Size /
Acquisition Cost)

Results & Impacts

Total Leads Generated

1,200

Cost per Lead

Rs. 750

SQL

340

Walk-ins

61

Sales

9

ROAS on Ticket Size

65

MQL to SQL Ratio

82%

MQL

415

SQL to Walk-ins Ratio

4.5

Walk-ins to Sales Ratio

14%

Acquisition Cost

Rs. 100,000

Key Takeaways

Targeted Social Media Ads

Essential for reaching affluent individuals and generating high-quality leads.

Google Search Ads

Focused on high-intent keywords to attract serious buyers.

Remarketing Campaigns

Effective in re-engaging interested visitors and increasing lead engagement.

Content Marketing

Significantly increased organic traffic and lead generation through targeted content.

Video Marketing

Boosted inquiries through engaging virtual tours.

Email Marketing

Improved lead engagement through personalized email campaigns.

Real Estate Portal Listings

Generated additional high-quality leads through strategic partnerships.

SEO Optimization

Improved organic traffic and lead generation through enhanced website rankings.

Customer Testimonials

Increased trust and conversion rates through positive buyer feedback.

Enhanced Landing Pages

Improved user engagement and lead conversions through optimized landing pages.

Conclusion

Through a comprehensive and data-driven marketing strategy, the real estate developer successfully increased its lead generation, MQLs, SQLs, walk-ins, and sales for the luxury residential project. By leveraging various digital marketing platforms and tools, the company established itself as a leader in the luxury real estate market in Gurgaon.

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