

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

A CASE STUDY

Background

A leading real estate developer with a residential project located in Thane. The project offers a variety of amenities and facilities catering to mid 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 Rs. 90 lacs, 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

5,500

Total Spend

Rs. 2,409,000

Cost per Lead (CPL)

Rs. 438

Sales Qualified
Leads (SQL)

2,400

SQL to Walk-ins %

2,400

Walk-ins

510

Walk-ins to
Sales %

12.16%

Sales

62

Acquisition Cost

Rs. 38,855

(Total Spend /
Number of Sales)

ROAS on Ticket Size

23.16

(Ticket Size /
Acquisition Cost)

Results & Impacts

Total Leads Generated

5,500

Walk-ins to Sales Ratio

12.16%

SQL to Walk-ins Ratio

21.25%

Sales

62

Cost per Lead

Rs. 438

Acquisition Cost

Rs. 38,855

SQL

2,400

ROAS on Ticket Size

23.16

Walk-ins

510

Key Takeaways

Targeted Social Media Ads

Essential for reaching mid to high-end buyers 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.

Email Marketing

Improved lead engagement through personalized email campaigns.

Video Marketing

Boosted inquiries through engaging virtual tours.

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

Drive organic traffic and generate inbound leads.

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, SQLs, walk-ins, and sales for the residential project in Thane. By leveraging various digital marketing platforms and tools, the company established itself as a leader in the residential real estate market in Thane.

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- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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