



Lead generation campaign for Real Estate

AxiomEstates

Client overview

Axiom Estates is the world's largest provider of real estate for buy and sell service, with National and International network of offices and franchisees. Axiom Estates works with over hundred top real estate developers and offer choice of over three hundred developments across India in off plan properties, resale properties and new launch properties.

Challenges

Axiom estates became official sales partner of Urban nirman for their Palolem Hills residential complex project at Goa. The residential complex provides state of the art facilities in luxury living near the sea beaches of Goa.

Axiom estates target buyers were HNIs in India and Non residential Indians around the world, but Axiom estate was struggling to reach this audience and generate leads for the project.

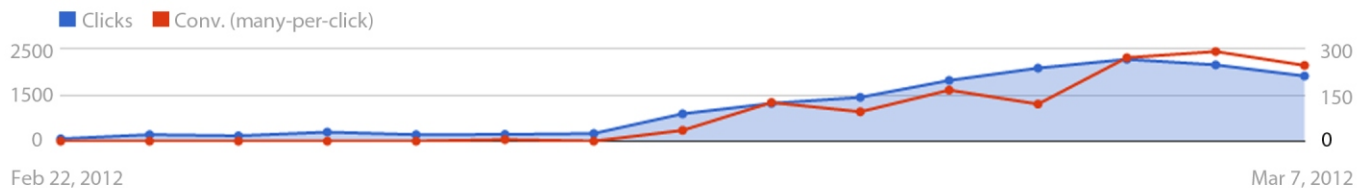
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Our Solution

Our experts at E-intellisense opined that the best digital channel for axiom's objective was search and display advertising. Our designers created persuasive landing page which was tested and optimized for conversion.

Search and display campaigns were launched targeting two segments i) Indian Buyers ii) Non resident Indian buyers around the world. Informative and interesting banners were created for display campaign and ads placements were carefully selected after intense research and study. Audience was targeted using a mix of keywords, topics and interests. Advance features like re-marketing was used to increase the conversion and bring the interested visitors back.

Result: Campaign was launched, constantly monitored and optimized. Impressions, clicks and conversions grew quickly by leaps and bounds.



The campaign registered 2,873,234 impressions and 2,200 clicks with a total of 270 conversions, which was highly targeted and hot leads with an impressive conversion rate of 12.65%. The client managed to close many high margin deals with such highly targeted leads which made our campaign a complete success!

All of these results were achieved with a meager spending of Rs.39,162.39(\$720) !

No traditional promotional media like print, radio, television or trade show can even come close to beat the ROI or reach of our campaign.

