Real Estate Lead Generation

Execution Plan & Case Studies

Confidential Information

Company Overview

AKRIVEIA
TECHNOLOGIES

As an end-to-end digital marketing agency, Akriveia paves the way to companies for online success. Every service we offer - Design, Development, SEO, Social Media Marketing, and PPC Campaigns - is driven to improve your ROI and market share drastically.

And how do we achieve these feet? - By applying strategies that have proven to optimize conversion

Our Approach

Simplistic approach to the designing of creatives based on the target audience with correct messaging strategy is the mantra that we hold on to give us the recipe to success in delivering quality leads.

AKRIVEIA
TECHNOLOGIES

Unveiling Our 6 Step Process

To Successful Campaigns

![Akriveia Technologies logo]

Competitor Research

Extract learnings and the mistakes of what the competition is doing and how we can do it better.

Target Audience

Defining a target audience and identifying their pain points to understand the customers.

Media Planning

According to the budgets and the targets, we prioritize on platforms to get you the most desirable results.

Creatives

Based on learnings from the research, we come up with a set of creatives and messaging strategy.

Campaigns Setup

We create campaigns on relevant platforms according to the media plan and setup tracking & analytics
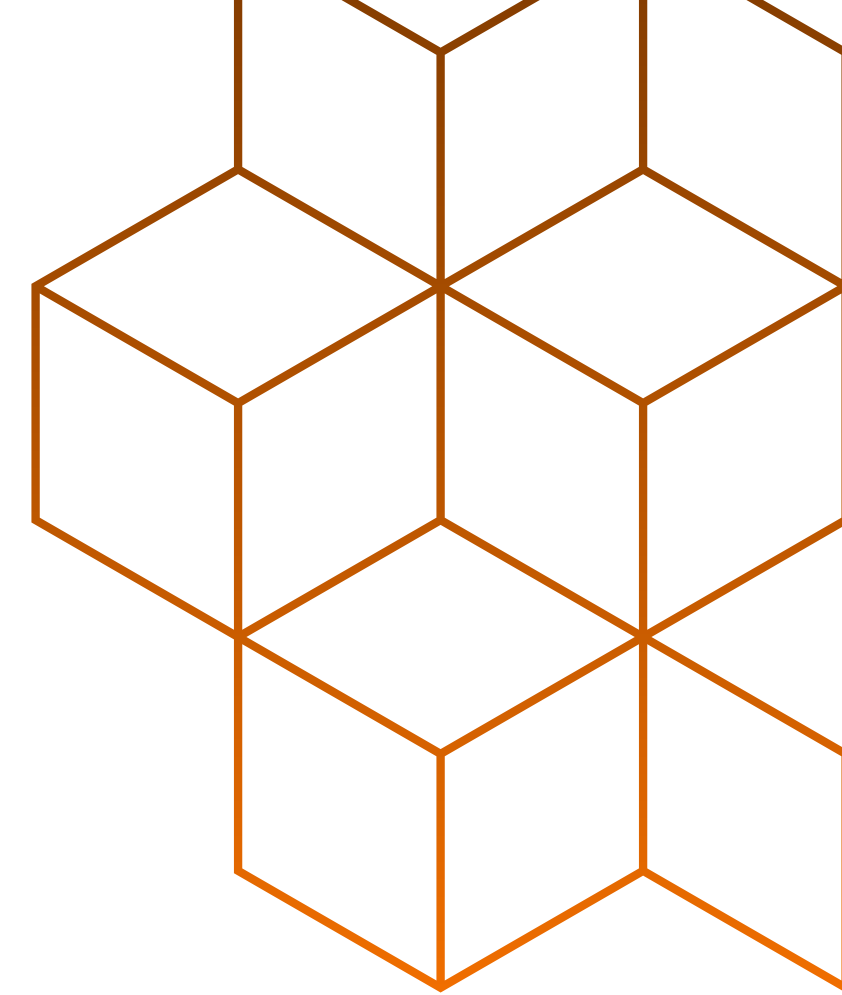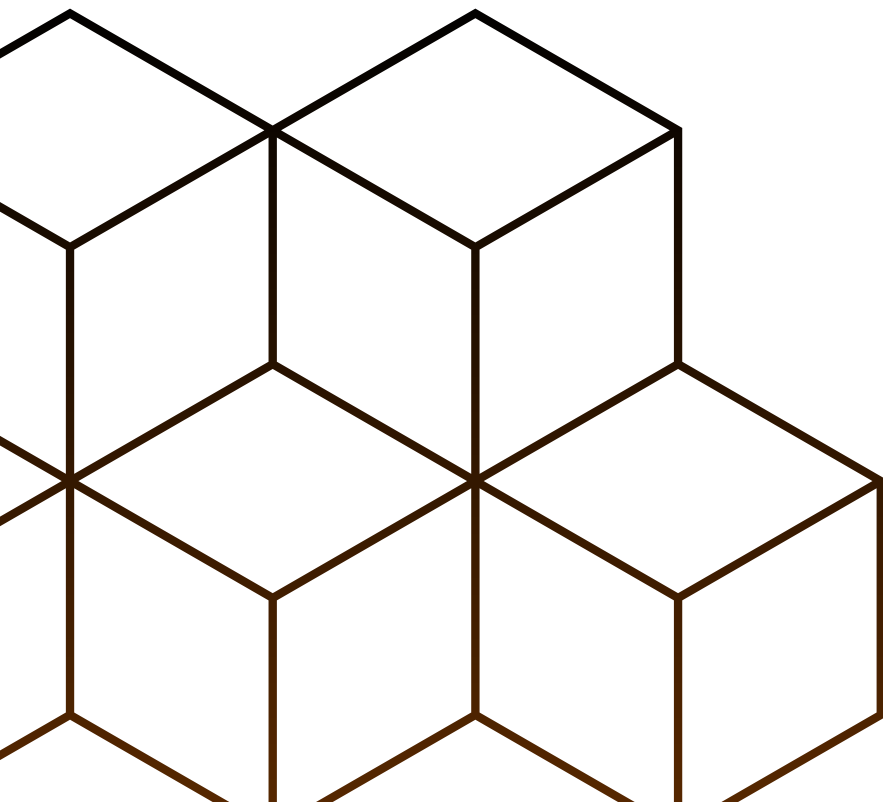
Go Live

Once everything has gone according to the plan, we go live and achieve the target!

Why Choose Us?

When it comes to lead generation, we focus on Marketing Qualified Leads that are tailored to your specific needs.

- Increased Sales
- Precision Targeting
- Cost Effective

- Data Driven Approach
- Tailored Strategy
- Measurable Results

Case Studies

Exceptional Targets Achieved

Sipani Royal Heritage

Platforms:

Duration: 1st August 2022 to 30 April 2023

Project Cost Range: ₹49L to ₹63L

Configuration: 2BHK, 3BHK

Average Lead Qualification Rate: 42%

Cost per Booking: ₹60,000

9000+	₹685	100+
Leads Generated	Cost per Lead	Number of Flats Booked

https://sipaniroyalheritage.in

Facebook Ads

Campaign	Results ↓	Cost per result	Amount spent
Lead Gen - Flow – New	1,710 On-Facebook leads	₹426.17 Per on-Facebook l…	₹728,753.26
Lead Gen - CL - Tower H	1,299 On-Facebook leads	₹640.20 Per on-Facebook l…	₹831,618.68
Web Conversion - Flow	948 [2] Website leads	₹348.74 [2] Per Lead	₹330,606.44
Web Conversion	350 [2] Website leads	₹721.22 [2] Per Lead	₹252,425.85
Results from 4 campaign…(	–	–	₹2,143,404.23

Google Ads

Campaign	Cost	↓ Conversions
Discovery - Bangalore	₹1,009,380.04	1,356.00
Discovery - Global Edifice & Subha	₹707,900.19	656.00
SRH - Brand	₹226,741.91	416.99
Discovery - Remarketing	₹332,289.01	348.00

Figures are Actual Results

Sipani Viveza

Platforms: G ▶ ✳ f ⊚

Duration: 1st November 2022 to 30 April 2023

Project Cost Range: ₹53L to ₹1Cr.

Configuration: 1BHK, 2BHK, 3BHK

Average Lead Qualification Rate: 50%

Cost per Booking: ₹60,000

2400+	₹770	50+
Leads Generated	Cost per Lead	Number of Flats Booked

Facebook Ads

Campaign	Results ↓	Cost per result	Amount spent
Lead Gen -AKR - Flow - CL	923 On-Facebook leads	₹478.56 Per on-Facebook l...	₹441,713.01
Web Conversion - AKR - Fl...	247 [2] Website leads	₹504.80 [2] Per Lead	₹124,685.16
Lead Gen -AKR - Flow	49 On-Facebook leads	₹517.79 Per on-Facebook l...	₹25,371.76
Results from 3 campaigns.ⓘ	—	—	₹591,769.93

Google Ads

Campaign	Cost	↓ Conversions
✳ Discovery - Bangalore	₹536,695.07	479.00
🔍 Sipani Viveza - Brand	₹148,393.15	305.60
🔍 Sipani Viveza - Ecity #2	₹361,019.52	221.40

Figures are Actual Results

![AKRIVEIA TECHNOLOGIES logo] ![NAVAMI Tested and Trusted logo]

Navami Landmaark

Platforms: ![Google] ![YouTube] ![Google icon] ![Facebook] ![Instagram]

Duration: 1st January 2023 to 30 April 2023

Project Cost Range: ₹96L to ₹1.5Cr.

Configuration: 2BHK, 3BHK

Average Lead Qualification Rate: 40%

Cost per Booking: ₹74,000

2600+	₹1050	40+
Leads Generated	Cost per Lead	Number of Flats Booked

Facebook Ads

Campaign	Results ↓	Cost per result	Amount spent
Lead Gen	730 On-Facebook leads	₹715.86 Per on-Facebook l...	₹522,580.94
Web Conversion	478 [2] Website leads	₹724.73 [2] Per Lead	₹346,420.66
Lead Gen - L	121 On-Facebook leads	₹731.60 Per on-Facebook l...	₹88,523.79
Web Conversion - RT	115 [2] Website leads	₹848.40 [2] Per Lead	₹97,566.01
Results from 4 camp...	–	–	₹1,055,091.40

Google Ads

Campaign	Cost	↓ Conversions
Search - Brand	₹272,013.21	237.64
Discovery - Bangalore	₹305,167.13	233.00
Discovery - Brigade Panorama	₹243,156.04	157.00
Search - Bangalore	₹355,407.37	133.00

Figures are Actual Results

Greenfinch Meadows

Platforms: ![Google] ![YouTube] ![Google Ads] ![Facebook] ![Instagram]

Duration: 1st December 2022 to 30 April 2023

Project Cost Range: ₹1.05Cr. to ₹1.31Cr.

Configuration: 2BHK, 3BHK

Average Lead Qualification Rate: 50%

Cost per Booking: ₹29,000

1150+	₹390	20+
Leads Generated	Cost per Lead	Number of Flats Booked

Facebook Ads

Campaign	Results	Cost per result	Amount spent
Meadows - Lead Gen - 2 BH...	466 On-Facebook leads	₹482.53 Per on-Facebook l...	₹224,860.46
Meadows - Lead Gen - AKR ...	336 On-Facebook leads	₹181.27 Per on-Facebook l...	₹60,908.22
Results from 2 campaigns ⓘ	**802**	**₹356.32**	**₹285,768.68**

Google Ads

Campaign	Cost	↓ Conversions
✳ Meadows - Discovery	₹86,701.90	210.00
🔍 Meadows - Brand	₹7,858.67	109.00
🔍 Meadows - Bangalore	₹87,227.00	69.00

Figures are Actual Results

AKRIVEIA
TECHNOLOGIES

Want Results like this for your Project?

Get In Touch

Email

cs@akriveiatech.com

Call us

+91 80 41222402