Case Study for a

Realtors/Real Estate



Our Objective

Our objective is to make search marketing accessible and affordable for small businesses by increasing website traffic, improving online visibility, and delivering measurable results that foster growth and long-term success.

Background

We specialize in providing cost-effective, results-driven digital marketing solutions specifically designed to help Realtors and real estate businesses expand their reach both locally and nationally. Our mission is to increase website traffic, generate high-quality leads, and drive sales to support the sustainable growth of your real estate business.

Challenge

In September 2024, the campaigns were underperforming, with low conversions and high costs per conversion. Specifically, only 10 conversions were achieved for \$115.96 each. The key objective was to increase conversions, reduce cost per acquisition (CPA), and generate more high-quality leads for the client.

Strategy & Approach

Over three months, we implemented a series of strategic optimizations to improve campaign performance:

1.Enhanced Responsive Search Ads (RSAs):

We optimized ad copy by incorporating relevant headlines and descriptions that aligned closely with the services offered. This enhanced the overall effectiveness of the ads and boosted engagement.

2.Search Term Optimization:

By integrating high-performing, relevant keywords from search term data into phrase and exact match campaigns, we improved lead quality and campaign relevance. This resulted in a significant increase in conversions, from 10 to 33.

Results

As a result of these optimizations, we achieved the following outcomes over three months:

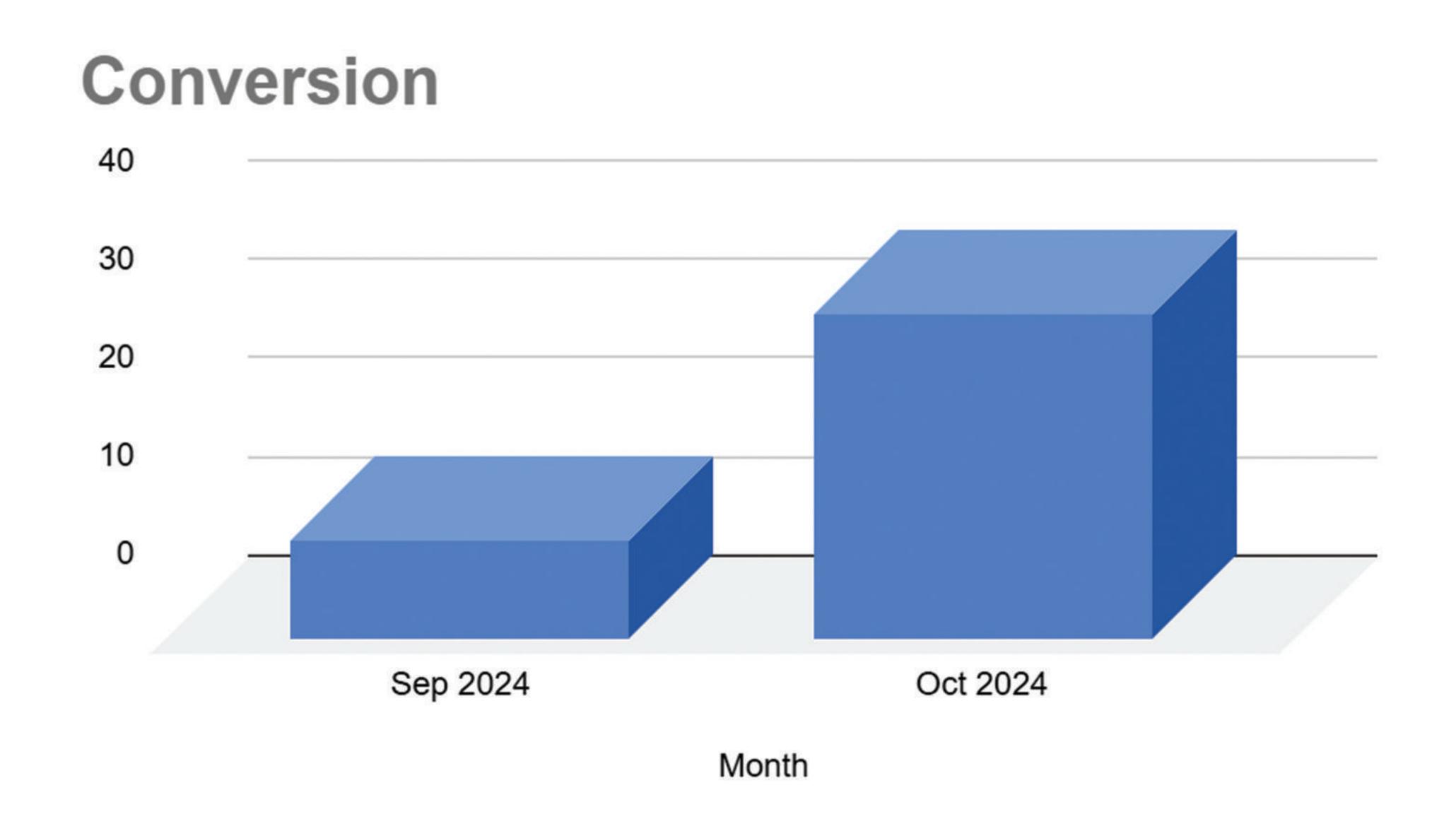
Month	Conversions	Cost/Conv.	Conv. Rate	% Increase in Conversions
Sep 2024	10.00	\$115.96	1.00%	Baseline
Oct 2024	33.00	\$58.87	1.43%	230%.

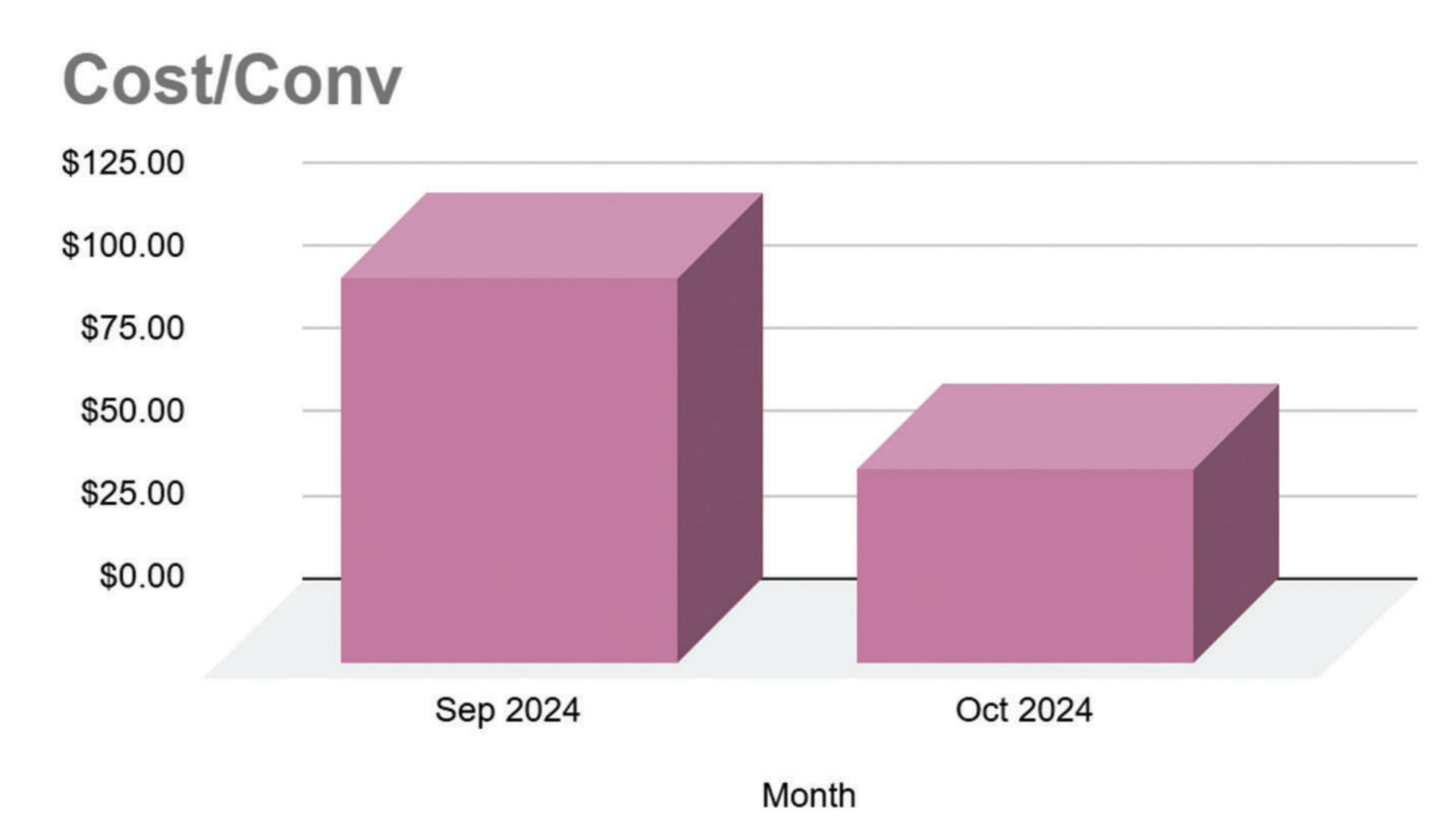
Conversion Increase: Conversions grew from 10 in September to 33 by the end of the optimization period, reflecting a substantial improvement.

Cost Efficiency: The overall cost per conversion decreased, demonstrating the effectiveness of our optimizations in reducing client costs.

Enhanced Conversion Rate: The optimization of search terms significantly enhanced the quality of leads generated, contributing to higher conversion rates.

These results highlight the success of our tailored approach in driving more efficient, cost-effective, and high-quality results for real estate businesses.





Month ↑	Conversions *	Cost / conv.	Conv. rate
September 2024	10.00	\$115.96	1.00%
October 2024	33.00	\$58.87	1.43%
Total	43.00	\$72.15	1.30%