

Case Study for Residential Real Estate



Challenge

The challenges of running Facebook paid ad campaigns in residential real estate require a combination of industry knowledge, compliance expertise, and digital marketing skills. Adhering to regulations and Facebook's policies while delivering effective campaigns has helped residential real estate achieve their advertising goals.

Goal

The client's goal was to generate quality leads through Facebook ads.

Our Approach

Firstly we had a thorough understanding of the unique selling point (USP) and took the same into consideration while creating the Ad copies. We started with the Onpage Lead Optimization Campaign with a daily budget of \$20.

Solution & Process:

We used to monitor the Ad performance on a daily basis. We were also quite frequently doing the A/B testing to make sure that only the best-performing Ads are live. Through regular optimization and monitoring of the campaign on a daily basis we helped the client to reach their objective and ultimately helped them to bring in more business through Social Media.

Results

As you can see in the screenshot attached below, we generated a total of 145 leads and the cost per lead is just \$4.11. We continued to optimize the campaigns and there has been a tremendous increase in the number of leads.

Comparison

Campaign Performance

Search and filter									
Maximum: 20 Oct 2023 - 6 Dec 2023									
Campaigns									
1 selected									
Ad sets for 1 Campaign									
Ads for 1 Campaign									
+ Create									
Edit									
A/B test									
Rules									
View Setup									
Reports									
Off/On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result		
☒	New Leads campaign Oct 26 2023	Using ad set bud...	7-day click or 1...	145	9,063	17,897	\$4.11		
☒	View Charts Edit Pin			On-Facebook leads			Per on-Facebook leads		
	Results from 1 campaign		7-day click or ...	145	9,063	17,897	\$4.11		
				On-Facebook leads	Accounts Centre acco...	Total	Per on-Facebook leads		