

# REAL ESTATE

LEAD GENERATION CASE STUDY

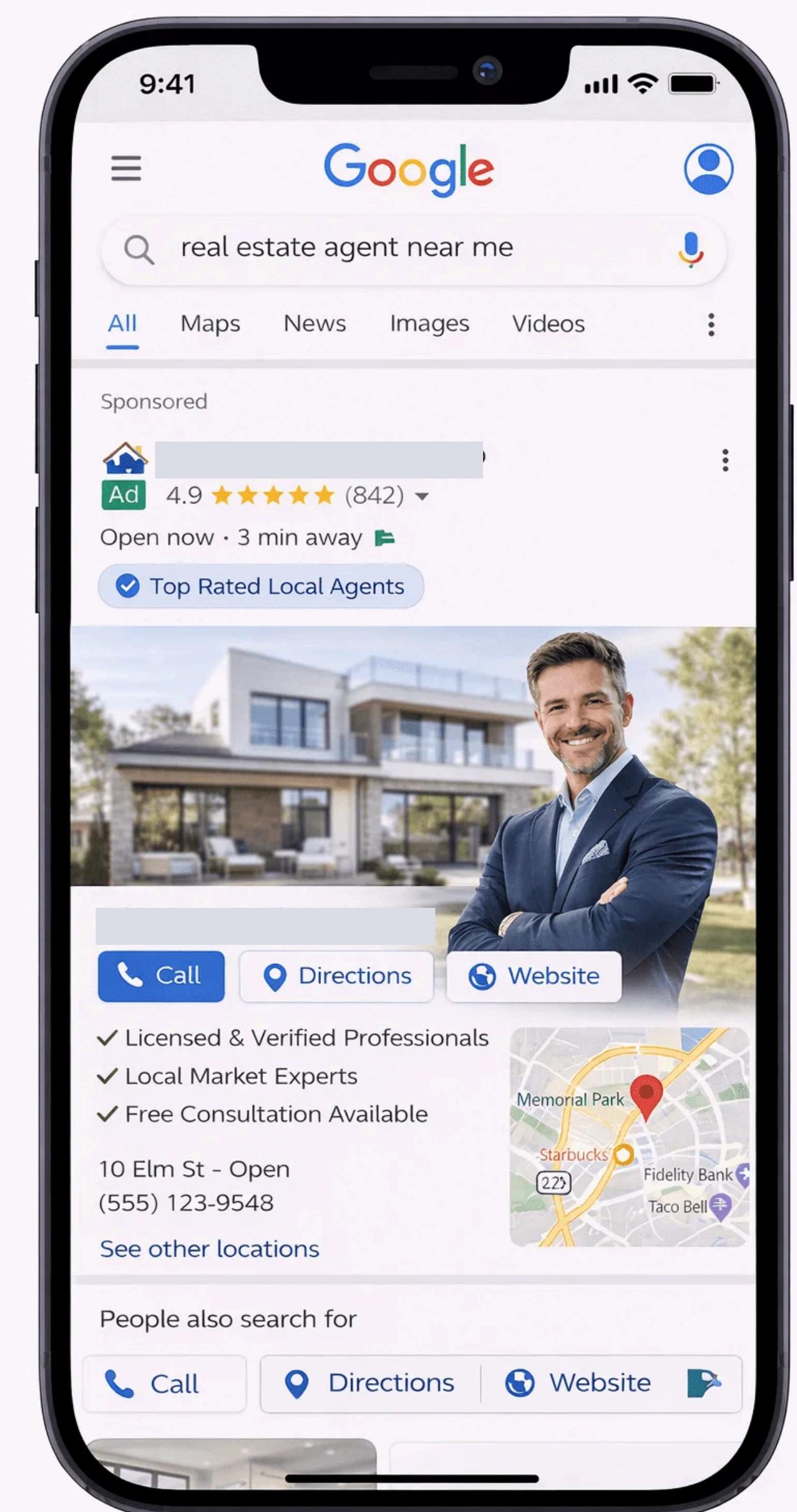
MARCH' 2025

## +175% INCREASE IN REAL ESTATE CONVERSIONS

### GOOGLE ADS LEAD GENERATION

The real estate client was struggling to generate consistent, high-quality conversions in a highly competitive market. Rising CPCs, fragmented campaign structures, and over-reliance on generic keywords were driving traffic but not meaningful results. Despite steady spending, conversion volume remained stagnant, and lead quality was inconsistent.

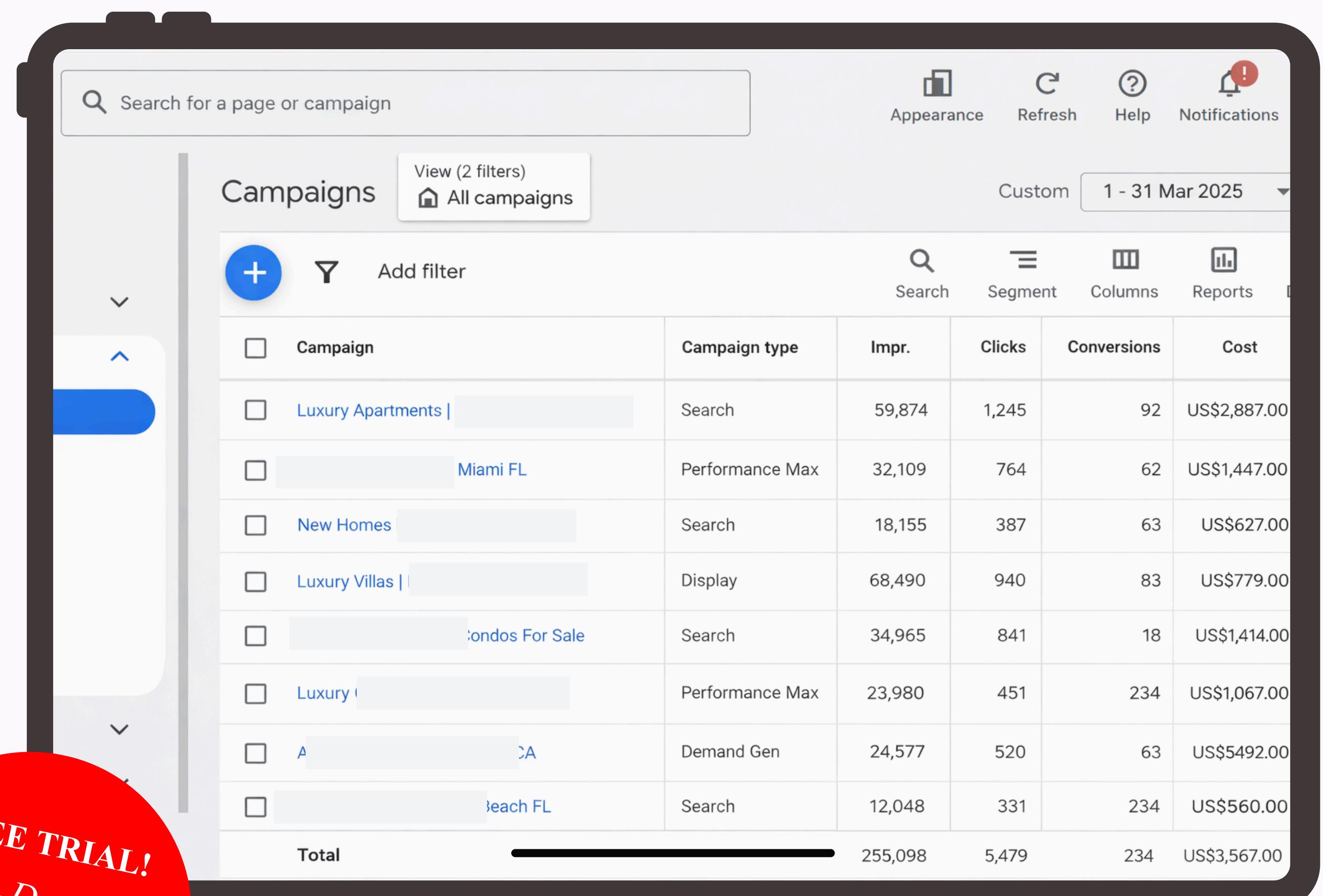
We restructured the account with a performance-first approach, deploying tightly themed Search campaigns to capture high-intent property queries while leveraging Performance Max to scale conversions across Search, Display, YouTube, and Discover. Through smarter bidding, refined audiences, and conversion-focused messaging, we significantly improved efficiency - driving a 175% increase in conversions while maintaining controlled spend.



*Google Local Ads Campaign*

The campaigns delivered a 175.00% increase in conversions within a single month. Search campaigns captured high-intent property demand, while Performance Max scaled incremental conversions across Google's network. Together, they drove consistent growth and improved efficiency without a significant increase in ad spend. Performance Max complemented this by expanding reach across Google's inventory, efficiently scaling incremental conversions through automated bidding, audience signals, and creative optimisation, resulting in sustained growth without a proportional increase in spend.

**FREE TRIAL!**  
Get 7-Day Free Trial to Get Started



# OUR STRATEGY

REAL ESTATE LEAD GENERATION – GOOGLE SEARCH ADS & PERFORMANCE MAX



**NURTURE  
INTERESTED  
BUYERS**

Website visitors and lead drop-offs were retargeted using Display and YouTube remarketing campaigns. This kept the project top-of-mind and re-engaged users who needed multiple touchpoints before converting.

## BOTTOM-FUNNEL FOCUS

We targeted high-purchase-intent keywords such as “luxury apartments for sale”, “3 BHK flats near me”, and “premium residential projects”. Campaigns were structured by property type, location, and buyer intent to capture users actively searching to buy.

## KEYWORD & GEO TARGETING

Ads were precisely targeted around high-value micro-markets, pin codes, and radius locations near the project. This ensured leads came only from relevant buyers, reducing wasted spend and improving lead quality.

## FULL-FUNNEL COVERAGE

Performance Max was used to expand reach across Search, Display, YouTube, Discover, and Gmail. This helped capture undecided buyers, increase brand visibility, and drive incremental leads beyond traditional search.

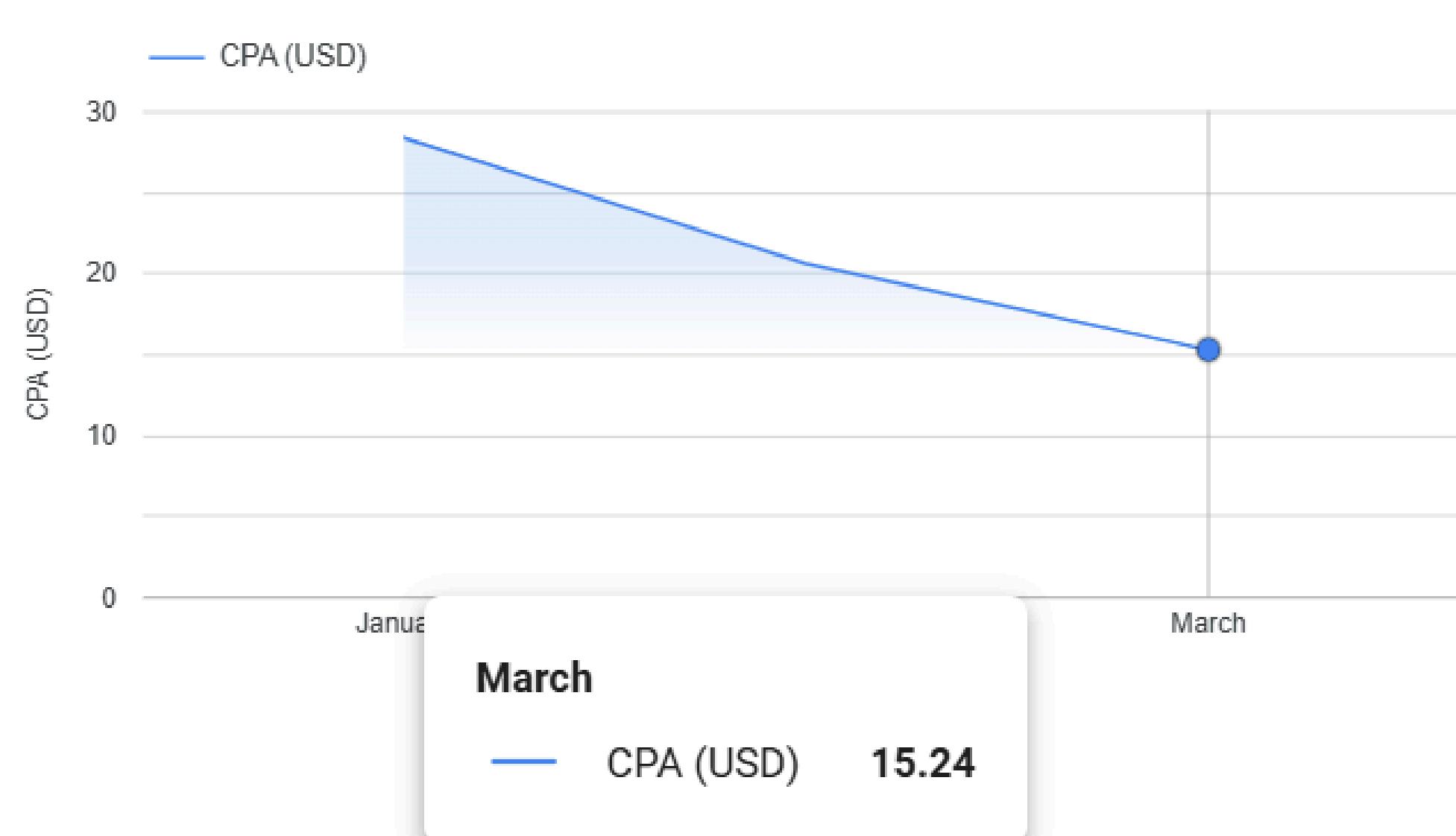
## A/B TESTING LANDING PAGE

Dedicated landing pages were designed with clear property USPs, project highlights, floor plans, and trust signals. Google Lead Form Extensions were also deployed to capture quick inquiries directly from search results.

# RESULTS

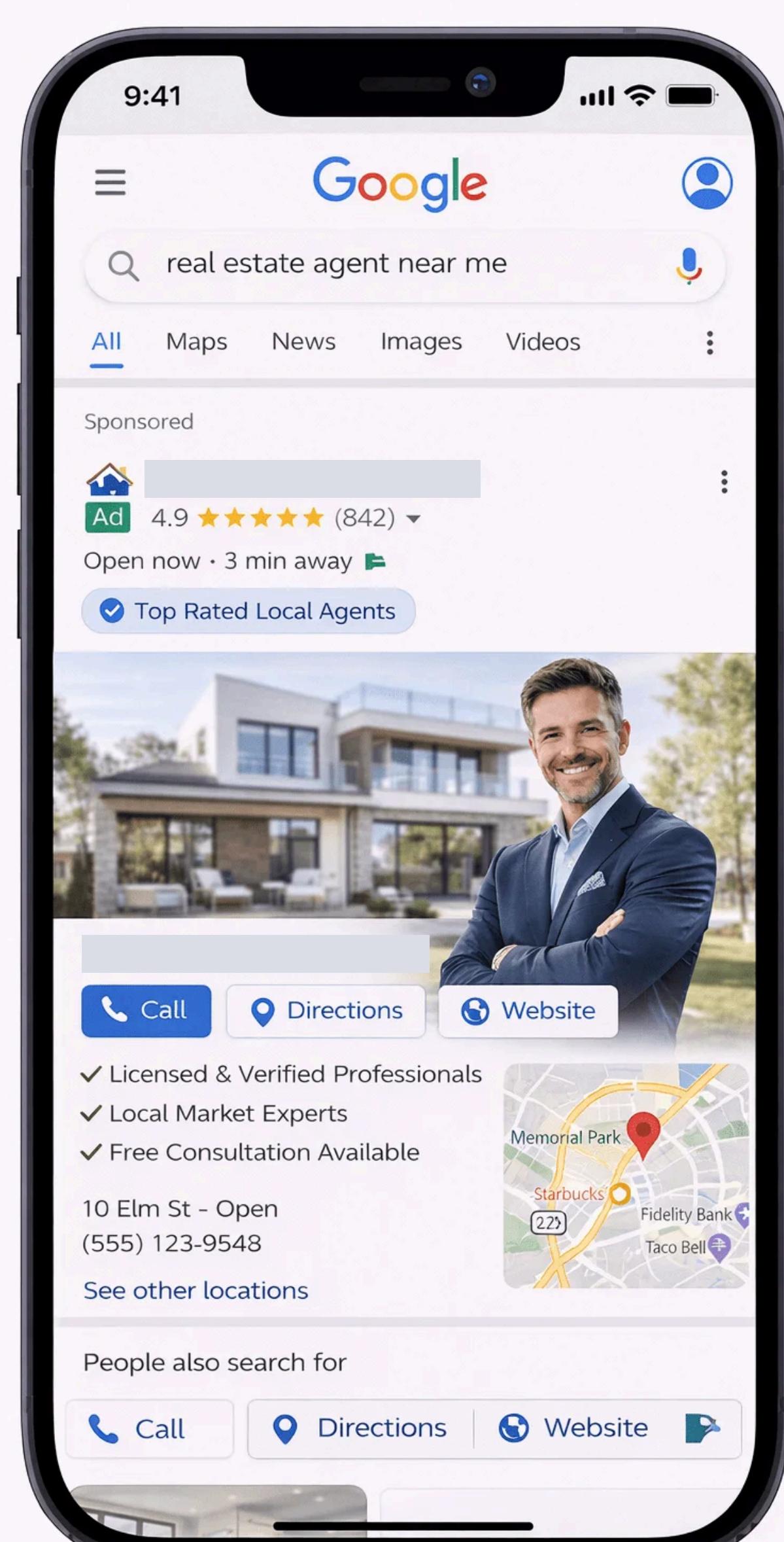
## LEAD GENERATION FOR DENTAL CLINIC – GOOGLE LOCAL ADS MANAGEMENT

Month	Clicks	Conversions	Cost (USD)	CPA (USD)	CPC (USD)
1. January	3,120	102	2,890	28.33	0.93
2. February	4,215	156	3,210	20.58	0.76
3. March	5,479	234	3,567	15.24	0.65



## CONSISTENT MONTH-ON-MONTH GROWTH

Continuous testing and optimization delivered steady improvements across impressions, clicks, and conversions.



**WE DON'T JUST  
MANAGE, WE SCALE**

BeOnAds' strength lies in its strategic, data-led approach to real estate lead generation. By combining high-intent buyer keyword targeting, precise location-based campaigns, conversion-focused ad creatives, and continuous performance optimization, BeOnAds consistently delivers qualified property inquiries, scalable lead growth, and measurable ROI for real estate developers and brokers.

**GET A 7-DAY  
FREE TRIAL!**

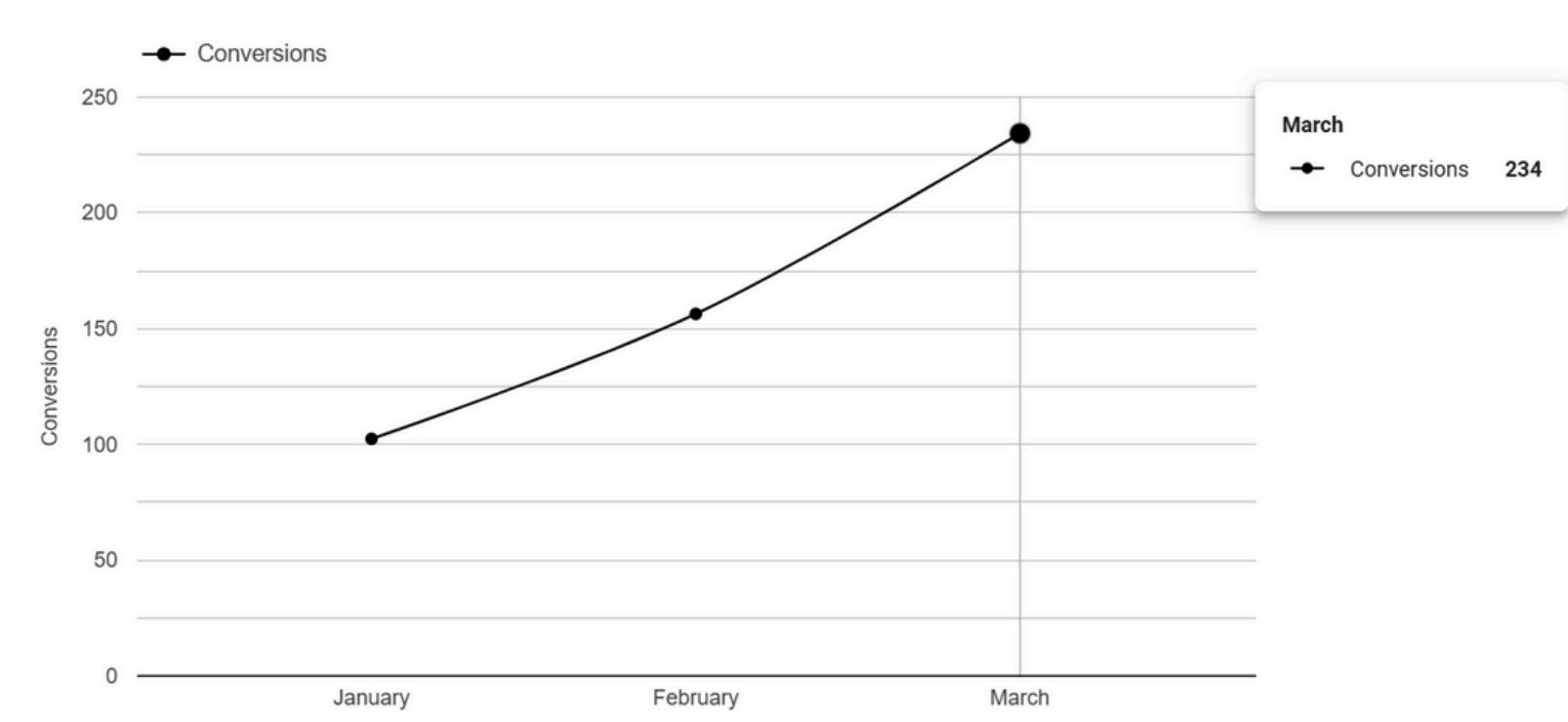
[work@beonads.com](mailto:work@beonads.com)

**+129% INCREASE IN LEADS**

Strategic optimizations and intent-led targeting drove a significant rise in qualified real estate leads by March.

**REDUCED COST PER ACQUISITION**

Smart bidding and budget optimization lowered acquisition costs while maintaining lead quality.



**SUCCESS STORY**

### Google Ads Lead Generation for Luxury Real Estate

01 JANUARY — 31 MARCH

**+129%** INCREASE IN CONVERSIONS  
More Qualified Leads

**+44%** HIGHER CLICK-THROUGH RATE

**-52%** LOWER COST PER ACQUISITION  
Improved Cost Efficiency

**#1** PERFORMANCE MAX SCALE  
Top Channel for Leads

**233 HIGH-INTENT LEADS AT LOWER CPA**

- Increased lead volume and quality with enhanced targeting, smart bidding, and Performance Max campaigns.

A large image of a modern luxury apartment complex with multiple balconies and a fire pit area in the foreground.