

REAL ESTATE

LEAD GENERATION CASE STUDY

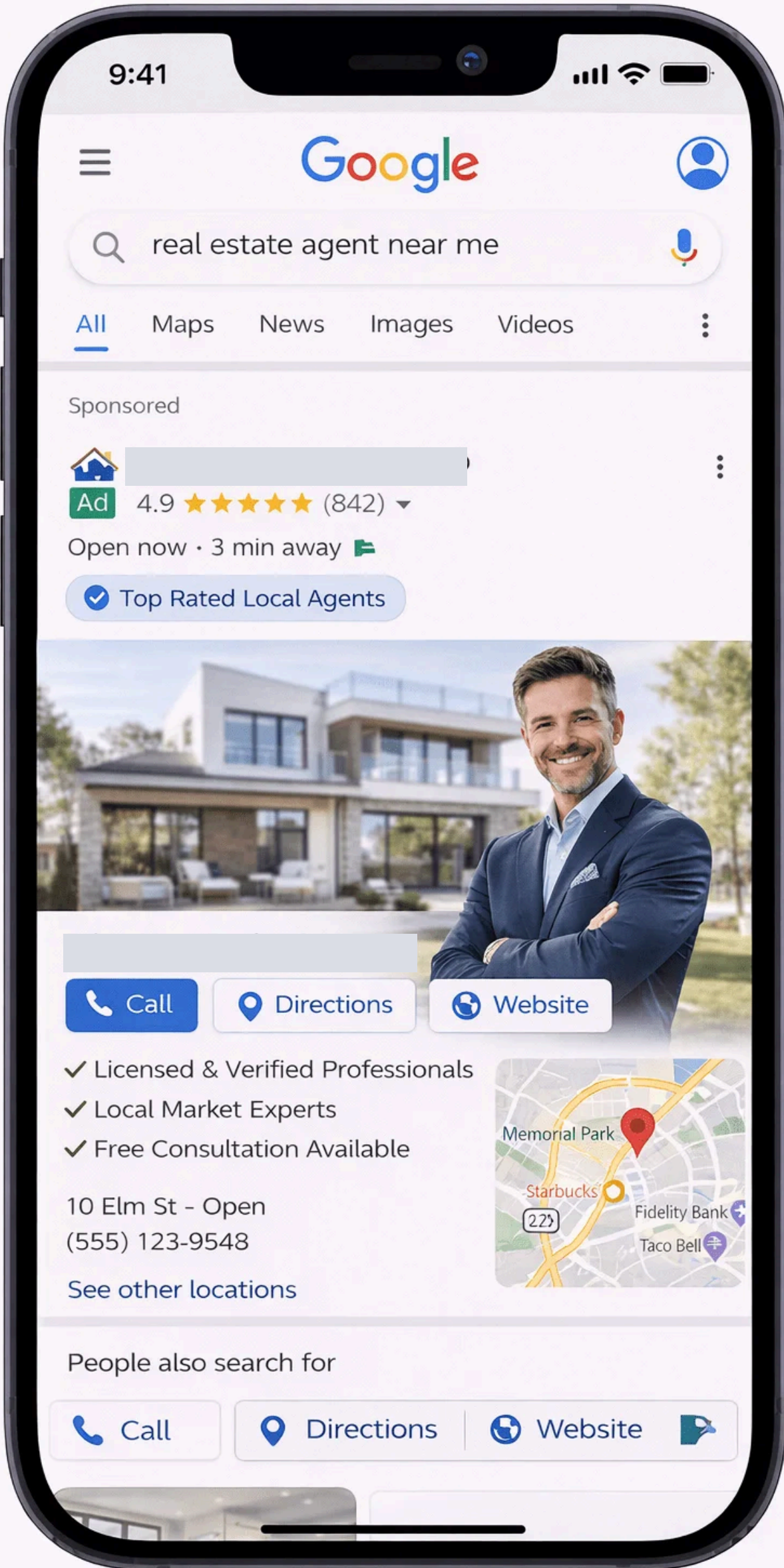
MARCH' 2025

+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.

Campaign	Campaign type	Impr.	Clicks	Conversions	Cost
Luxury Apartments	Search	59,874	1,245	92	US\$2,887.00
Miami FL	Performance Max	32,109	764	62	US\$1,447.00
New Homes	Search	18,155	387	63	US\$627.00
Luxury Villas	Display	68,490	940	83	US\$779.00
London For Sale	Search	34,965	841	18	US\$1,414.00
Luxury i	Performance Max	23,980	451	234	US\$1,067.00
A >A	Demand Gen	24,577	520	63	US\$5492.00
Leach FL	Search	12,048	331	234	US\$560.00
Total		255,098	5,479	234	US\$3,567.00

FREE TRIAL!
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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.

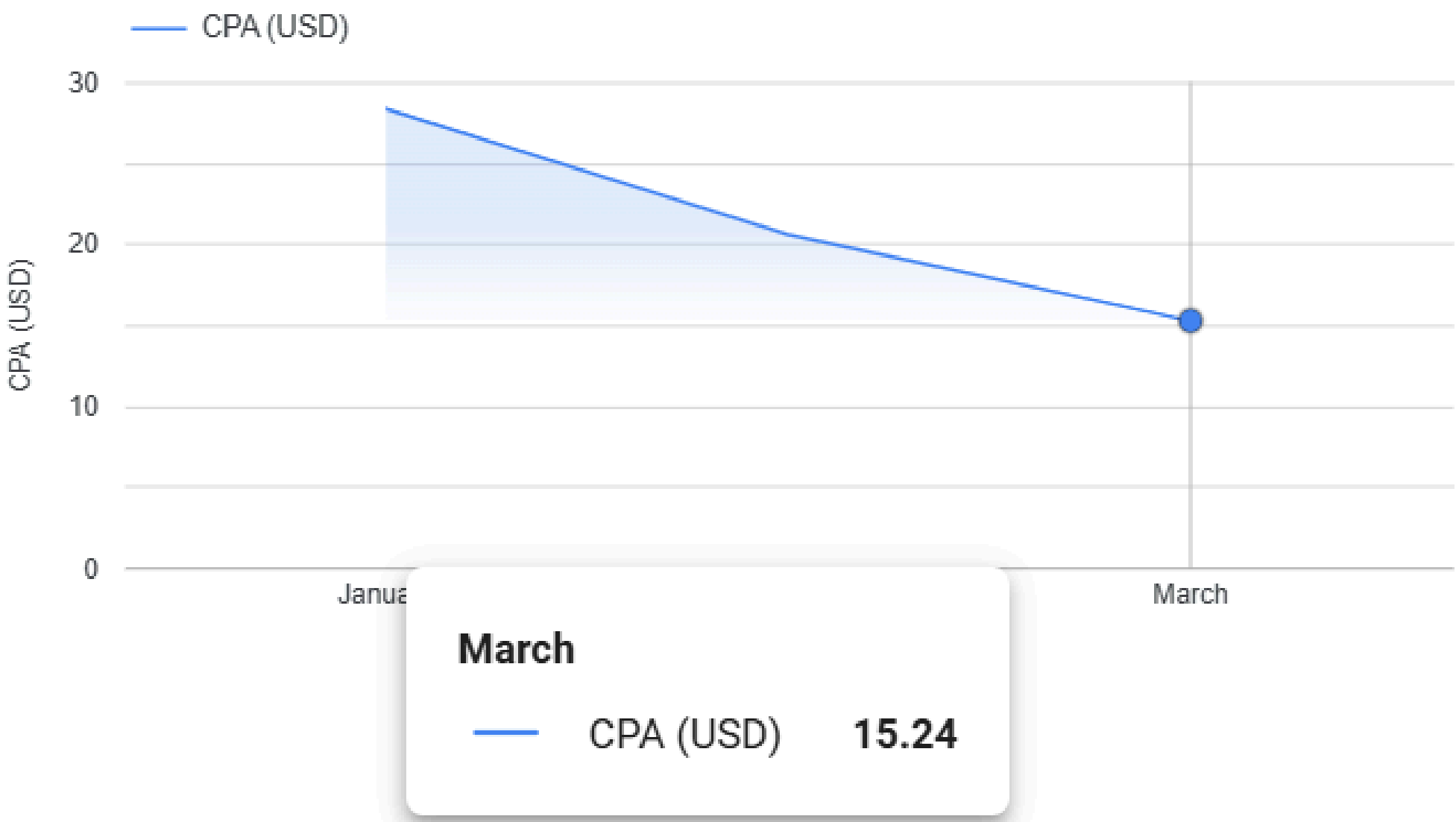
A/B TESTING LANDING PAGE

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

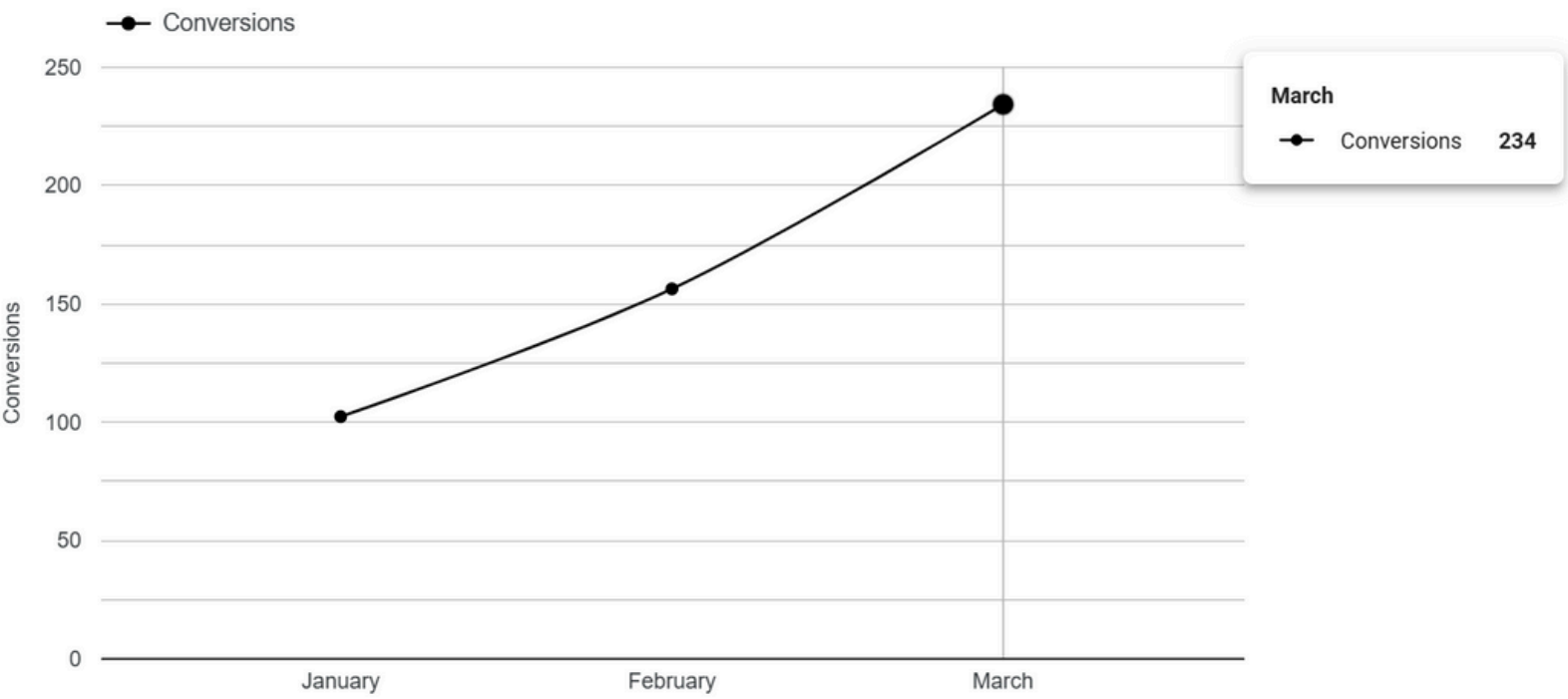


+129% INCREASE IN LEADS

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.



CONSISTENT MONTH-ON-MONTH GROWTH

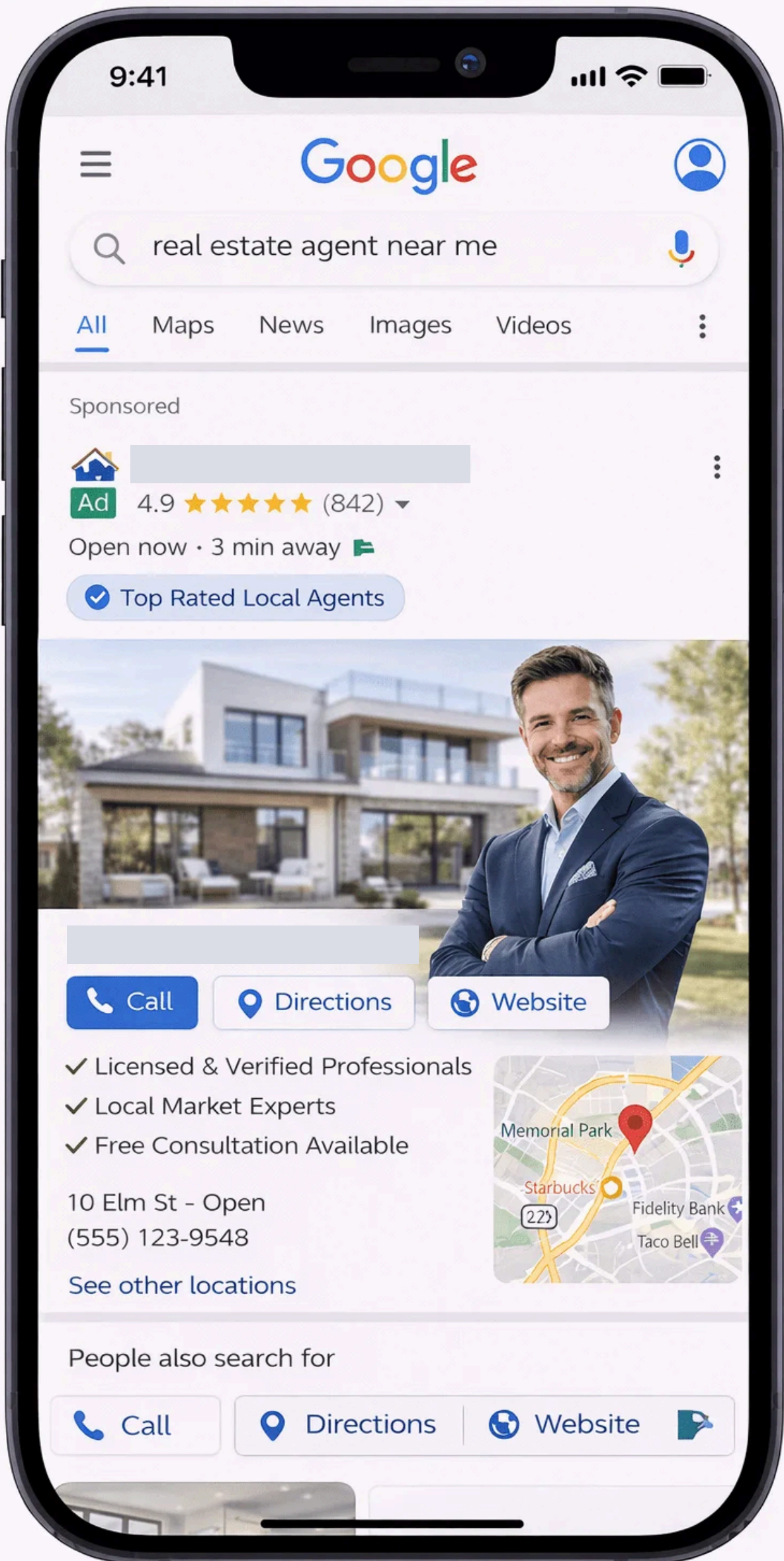
Continuous testing and optimization delivered steady improvements across impressions, clicks, and conversions.

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



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.