



OVERVIEW

A Bangalore-based real estate lead generation initiative set out to simplify the property search journey for serious homebuyers in high-demand areas. By launching hyper-targeted Meta ad campaigns every weekend, the project aimed to connect buyers with the right residential options at the right time.



STRATEGY

The approach was rooted in precision marketing:



Location-specific targeting of buyers aged 28–55+ actively seeking homes.



Use of engaging ad formats—carousel creatives, video walkthroughs, and mobile-friendly lead forms.



Continuous optimization using real-time campaign data to lower cost per lead and improve lead quality.



RESULTS (OCT 2024 - APR 2025)



604 quality leads generated from serious homebuyers in Bangalore's top localities



INR 309 avg. cost per lead — nearly 30% lower than typical industry rates for high-intent real estate leads



CONCLUSION

With data-driven weekend campaigns, this initiative is proving that consistent, localized digital marketing can build a steady pipeline of verified homebuyer leads—delivering real value to developers and agents alike.