



CASE STUDY

Real Estate Consultant – Site Visit Lead Generation Using Meta Ads

Client Overview

- Business Type: Independent real estate consultant
 - Property Type: Ready-to-move 2 & 3 BHK residential units
 - Ticket Size: ₹60 lakh – ₹1 crore
 - Marketing Objective:
Generate qualified site visit inquiries
-

Business Challenges

- Competing against large developer advertising budgets
 - Previous campaigns generated leads but low site visit conversion
 - Many inquiries were browsing-stage buyers
 - Expectation gap between ads and actual sales closures
-

Campaign Strategy

Platform

- Meta Ads

Campaign Objective

- Lead Generation

Funnel Strategy

- Clear positioning:
 - “Ready possession only”
 - No misleading “starting from” pricing
- Focus on buyer clarity over lead volume

Targeting Approach

- Age Group: 30–55
- Interest Segments:
 - Home loans
 - Property search platforms
 - Relocation & family buyers
- Geographic targeting around project location

Lead Form Filters

- Budget confirmation
 - Purchase timeline (0–3 months / 3–6 months)
-

Budget & Timeline

- Monthly Ad Spend: ₹45,000
 - First Month Focus: Data collection and filtering
 - Scaling only after lead quality stabilization
-

Results (45 Days)

- Total Leads Generated: **55–65**
- Average Cost Per Lead (CPL): **₹700–₹850**
- Qualified Buyer Leads: ~35–40%
- Site Visits Completed: **9–11**

- Bookings Achieved: **1–2 units**
-

Key Learnings

- Lead filtering improved site visit quality significantly
 - Lower lead volume but higher intent produced better ROI
 - Ads supported the sales process; follow-up closed the deal
-

Conclusion

With structured lead qualification and realistic expectations, Meta Ads delivered **high-intent site visit inquiries** that translated into actual bookings.