

Real Estate



Challenges

01

Mumbai, the luxury capital of India, is one of the most expensive real estate markets in India.

02

To add to that, every real estate luxury brand has a presence in Mumbai, making it a highly competitive market.

03

With such a niche market, the top of this buying funnel is extremely narrow. As a result of this as well as the audience's short attention span and complexity of online behaviour, the cost of reaching out to them becomes very high.

04

Reaching out to buyers in this scenario is challenging, and Google Search plays a very important role in reaching out to people with an intent to buy RIGHT NOW. Even so, brands inevitably have to struggle with dropping CTRs and ad clicks.

Campaign & Execution

- We built an automation platform on top of Adwords Search, a platform that understands real estate as an industry, knows the competition and has a rule engine to generate over 20,000 keywords that are relevant to your project.
- A platform that could generate appropriate text ads to increase relevancy and improve CTR, could learn directly from performing keywords and optimize the campaign 24x7, 365 days a year.

We analysed Keywords on Basis of Location, Superbrand, 1BHK, 2BHK, Competitors, New Construction, Under Construction, GDN, Demographic, FB Tags, Search Ad Copies

Keyword	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
flats in virar west near station	INR	110	Medium	62	4.7	61.52
virar flat rate	INR	110	Medium	64	3.77	99.84
virar global city flat price	INR	90	High	75	7.47	124.83
virar west flat price	INR	40	High	68	4.53	62.77
flat rate in virar west	INR	40	High	67	3.75	36.96
virar flats near station	INR	30	Medium	57	3.28	45.89
one bhk flat in virar west	INR	20	Medium	58	4.23	28.51
one bhk in virar west	INR	20	Medium	61	3.5	52.86
virar 2bhk	INR	20	Medium	57	6.25	104.11
flats for sale in virar west near station	INR	10	High	83	6.02	61.12
global city virar flat rates	INR	10	Medium	52	5.65	72.97
one bhk flat in virar	INR	10	Medium	52	5.92	179.28
virar global city property rates	INR	10	High	79	5.94	174.3
flats price in global city virar west	INR	10	Medium	43		

Keyword	Currency	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
1 bhk in virar west	INR	390	Medium	60	5.64	104.49
1 bhk flat in virar west	INR	260	Medium	63	5.15	104.2
global city virar 1 bhk price	INR	140	High	72	12.48	117.09
1 bhk flat in global city virar west	INR	140	High	78	15.66	244.9
1 bhk flat in virar west with price	INR	140	High	83	3.51	41.49
global city virar west 1 bhk price	INR	110	High	77	9.85	124.82
1 bhk flat in virar west near station	INR	110	Medium	63	3.69	104.49
virar 1 bhk flat price	INR	70	High	75	3.75	46.61
virar west 1 bhk flat price	INR	40	Medium	65	3.48	30.05
global city virar 1 bhk	INR	40	Medium	52	12.68	104.17
1 bhk flat in virar west near station under construction	INR	30	High	75	4.65	58.21
1 bhk flat under construction in virar west	INR	30	High	67	3.65	126.06
virar 1 bhk flat sale	INR	30	High	69	5.45	104.3
1 bhk flat for sale in virar west	INR	30	High	81	4.67	104.17
1 bhk in global city virar west	INR	20	High	74	20.9	717.72
1 bhk for sale in virar west	INR	20	High	78	3.64	46.95
1 bhk flat in virar west new construction	INR	20	High	88	4.07	100.12
1 bhk flat in virar global city	INR	10	High	79	41.03	378.29
1 bhk in virar west near station	INR	10	High	67	3.45	42.91
1 bhk flat for sale in global city virar west	INR	10	High	77	16.83	104.47
1 bhk flat near virar station	INR	10	High	69		
1 bhk virar west for sale	INR	10	High	86		
global city virar 1 bhk rate	INR	30	Medium	63	33.09	681.33

DONE
Your targeting's reach ⓘ

6 selected

- Finance > Investing
Real Estate Investment Trusts X
- Real Estate
Real Estate Listings X
- News > Business News
Financial Markets News X
- News > Business News
Economy News X
- Business & Industrial
Business Finance X
- Real Estate > Real Estate Services
Real Estate Agencies X

Impressions

110M

What's defining your reach ⓘ

In-market audiences

- Real Estate > Residential Properties > Residential Properties (For Sale) > Houses (For Sale)
New Houses (For Sale)
- Real Estate > Residential Properties > Residential Properties (For Sale) > Apartments (For Sale)
Apartments (For Sale)
- Real Estate > Residential Properties > Residential Properties (For Sale) > Apartments (For Sale)
New Apartments (For Sale)
- Real Estate
Residential Properties
- Real Estate > Residential Properties > Residential Properties (For Sale)
Houses (For Sale)

Your targeting's reach ⓘ

Impressions

190M

Ad group	Headline 1	Len	Headline 2	Len	Headline 3	Len	Description 1
Superbrand	Bachraj Lifespace at Virar (W)	30	Own Your Dream Home	19	Book 1 & 2 BHK Apartments	24	Price Starts at 40 Lacs. Zero Interest. Zero Processing Fees. Zero Documentation Required.
Superbrand	Lifospace by Bachraj at Virar	29	Price Starts at Rs. 40 Lacs	27	Own Your Dream Home	19	Rs.15,000/- per month (Easy EMI), Zero Interest. Zero Processing Fees. Luxury Amenities
Superbrand	Bachraj Lifespace Virar West	28	Rs.15,000/- PM (Easy EMI)	25	Luxury 1 & 2 BHK Apartments	27	Price Starts at Rs. 40 Lacs. Now own a home, without a loan! Book a Free Visit
New Construction	New Residential Projects	24	Bachraj Lifespace at Virar (W)	30	Book 1 & 2 BHK Apartments	24	Price Starts at 40 Lacs. Zero Interest. Zero Processing Fees. Zero Documentation Required
New Construction	New Flats in Virar West	23	Price Starts at Rs. 40 Lacs	27	Bachraj Lifespace at Virar (W)	30	Rs.15,000/- per month (Easy EMI). Zero Interest. Zero Processing Fees. Luxury Amenities
New Construction	New Projects in Virar West	26	Rs.15,000/- PM (Easy EMI)	25	Luxury 1 & 2 BHK Apartments	27	Price Starts at Rs. 40 Lacs. Now own a home, without a loan! Book a Free Visit
Under Construction	Under Construction Projects	27	Bachraj Lifespace at Virar (W)	30	Book 1 & 2 BHK Apartments	24	Price Starts at 40 Lacs. Zero Interest. Zero Processing Fees. Zero Documentation Required
Under Construction	Under Construction Flat	23	Price Starts at Rs. 40 Lacs	27	Bachraj Lifespace at Virar (W)	30	Rs.15,000/- per month (Easy EMI). Zero Interest. Zero Processing Fees. Luxury Amenities
Under Construction	Upcoming Projects in Virar	26	Rs.15,000/- PM (Easy EMI)	25	Luxury 1 & 2 BHK Apartments	27	Price Starts at Rs. 40 Lacs. Now own a home, without a loan! Book a Free Visit
Location	Flats in Virar West	19	Bachraj Lifespace at Virar (W)	30	Book 1 & 2 BHK Apartments	24	Price Starts at 40 Lacs. Zero Interest. Zero Processing Fees. Zero Documentation Required
Location	Flats for Sale in Virar West	28	Price Starts at Rs. 40 Lacs	27	Bachraj Lifespace at Virar (W)	30	Rs.15,000/- per month (Easy EMI). Zero Interest. Zero Processing Fees. Luxury Amenities
Location	Global City Virar Flat Rates	28	Rs.15,000/- PM (Easy EMI)	25	Luxury 1 & 2 BHK Apartments	27	Price Starts at Rs. 40 Lacs. Now own a home, without a loan! Book a Free Visit
1 BHK	1 BHK Flats in Virar West	25	Bachraj Lifespace at Virar (W)	30	Book 1 & 2 BHK Apartments	24	Price Starts at 40 Lacs. Zero Interest. Zero Processing Fees. Zero Documentation Required
1 BHK	One BHK Flat in Virar	21	Price Starts at Rs. 40 Lacs	27	Bachraj Lifespace at Virar (W)	30	Rs.15,000/- per month (Easy EMI). Zero Interest. Zero Processing Fees. Luxury Amenities
1 BHK	1BHK Flat in Global City Virar	30	Rs.15,000/- PM (Easy EMI)	25	Luxury 1 & 2 BHK Apartments	27	Price Starts at Rs. 40 Lacs. Now own a home, without a loan! Book a Free Visit
2 BHK	2 BHK Flat in Virar West	24	Bachraj Lifespace at Virar (W)	30	Book 1 & 2 BHK Apartments	24	Zero Interest. Zero Processing Fees. Zero Documentation Required. Luxury Amenities
2 BHK	2BHK in Virar West Global City	30	Bachraj Lifespace at Virar (W)	30	Own Your Dream Home	19	Rs.15,000/- per month (Easy EMI), Zero Interest. Zero Processing Fees. Luxury Amenities
2 BHK	2 BHK Flat Price in Virar	25	Rs.15,000/- PM (Easy EMI)	25	Luxury 1 & 2 BHK Apartments	27	Bachraj Lifespace at Virar West. Now own a home, without a loan! Book a Free Visit
Competitors	Bachraj Lifespace at Virar (W)	30	Own Your Dream Home	19	Book 1 & 2 BHK Apartments	24	Price Starts at 40 Lacs. Zero Interest. Zero Processing Fees. Zero Documentation Required

Facebook Tagging:

Bachraj Virar

Location – Living in: India: Mira Bhayander Road, Bhayandar (+5 km), Mumbai, Vasai, Virar Maharashtra

Age: 27-50


Exclude: Behaviours: Facebook access (mobile): feature phones or Android. 360 degree media not supported

Interests: Housing.com, NoBroker.com, Realtor.com, Hiranandani Estate, Godrej Group, Indiabulls, Apartment, Property, Luxury property, Buying and Selling Real Estate, Property Investing, Property Investment, Real Estate Investors, New Home, magicbricks.com, Real Estate Investments, Investment, New House, Lodha Group, Buying a House, Gold as an investment, Real estate investing, 99acres, Diamonds as an investment, Oberoi Realty, Shapoorji Pallonji Group, Indiaproperty, Mahindra Lifespaces, PropTiger, MagicBricks, Hiranandani Developers, Godrej Properties Limited, CommonFloor or Tata Housing

People who match:

And must also match: Behaviours: People in India who prefer mid- and high-value goods

Audience definition



Your audience is defined.

Potential reach: 1,800,000 people ⓘ

Touchpoints Used for campaign penetration:

With the help of Data Analytics, we were able to create combinations of words most clicked and most searched for by our buyers to deploy ad copies and broaden the top of the funnel.

A Real Estate buyer's attention span is very short - so we used psychographics to create differential ad communication pertaining to his interests and searches. As a result, we realised that the CTR of the ads with positive sentiment went up. Our research showed us that a user's attention span is maximised with diversity - we used algorithms to embed diverse words in our ads and grab more eyeballs.

A Real Estate is very aware of the market scenario and intelligent enough to take a very calculated decision. Understanding this helped our system generate ads with relevant numbers & information to increase certainty in the minds of users.

Real-estate buyers also like exclusivity, so while we were marketing Unique projects, we ensured that we used pronouns that personalize the ads and directly spoke to their psyche.

Based on our sentiment analysis we ran in-market search ads which further brought down the costs by using call action catch analysis and negating wastage due to incorrect clicks at the minimum.

INITIAL PERFORMANCE

Performance Report:

Date	Campaign Name	Reach	Impression	Clicks	Lead	CPL	(Lead/Click) Conversion %
15/09/2019	Campaign 1	354	4407	273	22	44	8.058
16/09/2019	Campaign 2	4072	5095	254	25	41	9.842
17/09/2019	Campaign 3	4366	5225	265	20	50	7.547
Total		11792	14727	792	67	44.50	8.459

Geo Tagged FB Campaigns :

Campaign	Demographic	Age -Group	Interest	Spend/Day
Led Gen (Single Image)	Bhayandar, Latitude 19.07 Longitude 72.84 Mumbai (+1 mi), Saki Naka, Mumbai (+1 mi), Vakola Masjid Lane, Mumbai (+1 mi), Latitude 19.06 Longitude 72.86 Mumbai (+1 mi), Vasai, Virar Maharashtra	27 - 45	Housing.com, NoBroker.com, Realtor.com, Property, Property finder, New House, Real estate investing, Homes.com, Zillow, House Hunting or MagicBricks	20000
Video ADS	Bhayandar, Latitude 19.07 Longitude 72.84 Mumbai (+1 mi), Saki Naka, Mumbai (+1 mi), Vakola Masjid Lane, Mumbai (+1 mi), Latitude 19.06 Longitude 72.86 Mumbai (+1 mi), Vasai, Virar Maharashtra	27 - 45	Housing.com, NoBroker.com, Realtor.com, Property, Property finder, New House, Real estate investing, Homes.com, Zillow, House Hunting or MagicBricks	15000