

# Scaling High-Intent Real Estate Leads

A Google Search Ads Campaign Case Study

Client: Rise Villas Residential Real Estate Project



# Client Overview

## Project Type

Premium residential villa development with resort-style amenities

## Campaign Type

Google Search Ads focused on brand and high-intent keywords

## Primary Objective

Generate qualified buyer inquiries and site visits through strategic search advertising

### Budget

₹5,000 daily

### Strategy

Bid optimization

### Focus

Brand dominance



## Business Challenges to Address

### Capture High-Intent Buyers

Target individuals actively searching for villa properties with purchase intent

### Brand Protection

Defend brand keywords from competitor bidding and prevent search hijacking

### Conversion Efficiency

Improve lead quality while reducing cost per qualified inquiry

### Enhanced Visibility

Increase search presence and top-of-page positioning across high-value queries

# Campaign Architecture

## Built for Brand Dominance

Strategic keyword segmentation targeting price-related searches, floor plan queries, and resale inquiries



### Brand Keywords

Primary focus on company and project names



### Price-Related

Target budget-conscious active searchers



### High Intent

Specific floor plan and resale queries



# Performance Snapshot

**₹55,400**

Total Campaign Spend

**793**

Total Clicks Generated

**3,440**

**Impressions**

Cumulative search visibility

**₹69.81**

**Average CPC**

Cost per click maintained

**71.3%**

**Optimization Score**

Platform efficiency rating

## Data-Driven Insights

### Key Success Metrics

- 22.38% average click-through rate
- 91.57% search impression share captured
- 496 combined clicks from targeted terms
- 25 qualified conversions achieved

### Critical Metrics

- ₹1,168 average cost per conversion
- 94%+ top-of-page impression rate
- ₹29,218 total investment analyzed
- 58.91% cost efficiency vs average



# Keyword Performance Excellence

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## Rise Villas

Primary brand term driving direct searches

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## Rise Resort Residences Villas

Specific product + location modifiers

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## Rise Villa Price List

Price-sensitive buyer intent signals

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## Rise Resort Residences Price

High commercial intent keyword phrases

## Performance Highlights

- Up to 31%+ CTR on optimized terms
- 94%+ top-of-page positioning consistently
- 90%+ search impression share maintained
- ₹933 - ₹1,168 cost per conversion range

# Strategic Campaign Strengths



## Brand Protection Strategy

Maintained 90%+ search impression share, preventing competitor hijacking of valuable brand terms



## High CTR Performance

22%+ click-through rate demonstrates strong ad relevance and precise keyword-to-intent alignment



## Top Position Dominance

94%+ top-of-page impression rate ensuring premium visibility where buyers make decisions



## Cost Control

Maintained average CPC under ₹70 while achieving efficient conversion pricing in premium segment

# Optimization Techniques Applied



## **Keyword Segmentation**

Organized terms by price, floor plan, and brand categories



## **Negative Filtering**

Eliminated irrelevant traffic wasting budget



## **Bid Adjustments**

Increased bids on converting keywords



## **Ad Copy Testing**

Optimized messaging for maximum engagement



## **Continuous Monitoring**

Tracked impression share daily

- Strategic Budget Allocation:** We systematically shifted daily spend toward high-intent terms while maintaining brand protection across all search variants.

# Campaign Impact & Business Outcomes

## Dominant Market Position

Established market presence through search visibility



### Brand Dominance

90%+ search presence protecting equity



### Active Buyer Capture

High-intent searchers showing purchase signals



### Premium Positioning

Consistent top placement visibility



### Qualified Inquiries

22%+ CTR signaling relevant engagement



### Efficient Cost Management

₹1,168 per conversion in luxury segment

# Key Strategic Learnings

## Brand ROI Advantage

Brand search campaigns deliver highest return on investment in real estate marketing

## Price Intent Conversion

Budget-related keywords demonstrate superior conversion rates across segments

## Impression Share Value

90%+ search presence protects critical brand equity from competitor erosion

## Message-Market Fit

CTR above 20% validates strong alignment between messaging and search intent

## High Purchase Intent

Floor plan and price list queries reveal strongest buying signals

## Strategic Positioning

This campaign demonstrates advanced Google Search optimization, comprehensive brand defense strategy, precise high-intent keyword mapping, proven real estate lead generation expertise, and cost-efficient premium property marketing execution.