1. Real Estate Lead Generation (White-Label Project)

Platform: Meta Ads
Objective: Reduce CPL & streamline campaign structure for multiple real-estate brands
Industry: Real Estate (Mumbai)
Client Type: Advertising Agency (White-Label Support)

Background

A Mumbai-based advertising agency partnered with us to improve their Meta Ads performance for several of their major real-estate clients. Their internal performance marketing setup was cluttered, unstructured, and failing to generate quality leads.

Key Challenges

- Broad, overlapping audiences resulting in wasted spend

- No segmentation between different real-estate projects

- Vague ad messaging with static creatives that conveyed nothing

- Extremely high **Cost per Lead (~₹1300 per lead)**

- Poor tracking and confusing campaign structuring

What I Did

- Rebuilt their **entire Meta Ads structure** with segregated campaigns for each project

- Refined audience targeting → narrowed to **relevant, intent-driven segments**

- Replaced unclear static creatives with **AI-generated video ads** that communicated project value clearly

- Cleaned up pixel/data tracking and conducted continuous performance analysis

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Results

- **CPL dropped from ₹1300 → ~₹300**

- Higher-quality, better-qualified leads across all projects

- Clear campaign structures enabled the agency to track, optimize, and scale efficiently

- Agency retained their clients due to dramatic improvement in results