A/B Testing for Loadha Company:

Budget: 1500/- Per day for 10 days

1. **Key Competitors of Lodha Group:**
a) Godrej Properties
b) Runwal Group
c) Kalpataru Group

2. **USPs of Lodha Group**
a) Trusted brand with 40+ years of real estate excellence
b) Premium residential projects with world-class amenities
c) Strategic locations like Thane with excellent connectivity
d) High construction quality & on-time project delivery
e) Strong resale value & long-term investment potential

3. **Campaign Objective: Leads**
The primary objective of this Google Search campaign is to generate qualified leads for 1BHK, 2BHK, and 3BHK flats in Thane. Since homebuyers actively search for properties online, a Search Network campaign allows targeting high-intent users and capturing enquiries through calls and lead forms.

4. Google Ads Setup Screenshots

a) Objective selection screen:

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales
Drive sales online, in app, by phone or in store

Leads
Get leads and other conversions by encouraging customers to take action

Website traffic
Get the right people to visit your website

App promotion
Get more installs, engagement and pre-registration for your app

Awareness and consideration
Reach a broad audience and build interest in your products or brand

Local shop visits and promotions
Drive visits to local shops, including restaurants and dealerships.

Create a campaign without guidance
You'll choose a campaign next

Select a campaign type

Search
Generate leads on Google Search with text ads

Performance Max
Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more See how it works

Demand Gen
Drive demand and conversions on YouTube, Google Display Network and more with image and video ads

Video
Generate leads on YouTube with your video ads

Display
Reach potential customers across 3 million sites and apps with your creative

Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads

b) Budget, dates and ad schedule :

Campaign total budget BETA
Set a budget for the duration of your campaign

₹15,000.00

Campaign dates
To set a campaign total budget add the dates of your campaign

Start date

29 Dec 2025

End date

9 Jan 2026

Ad schedule

All days   09:00   to   21:00   ✕

Add

c) List of keywords research for the campaign:

Keyword	Avg. monthly searches	Competition ↑
2 bhk flat in thane west	10 – 100	Medium
1bhk in thane	1K – 10K	Medium
2 bhk flat for sale in thane	100 – 1K	Medium
1bhk flats in thane west	10 – 100	High
1 bhk flat in thane	1K – 10K	High
1bhk flat in thane	1K – 10K	High
one bhk flat in thane	1K – 10K	High
2 bhk flat in thane	100 – 1K	High
3 bhk in thane west	100 – 1K	High
3bhk in thane	1K – 10K	High
3 bhk flats in thane	1K – 10K	High
2 bhk in thane west	100 – 1K	High
2bhk in thane	1K – 10K	High
3bhk flats in thane	100 – 1K	High

d) Target audience setup:

Locations ∧

Select locations for this campaign ⑦

○ All countries and territories

○ India

◉ Enter another location

Locations (4)	Reach ⑦ ⊗
Mumbai, Maharashtra, India city	22,500,000 ⊗
Mumbai City, Maharashtra, India district	3,420,000 ⊗
Navi Mumbai, Maharashtra, India city	3,850,000 ⊗
Thane, Maharashtra, India city	2,710,000 ⊗

🔍 Enter a location to include or exclude   Advanced search

For example, a country, city, region or postcode

∨ Location options

Languages

Select the languages that your customers speak. ⑦

🔍 Start typing or select a language

(All languages)

Audience segments ⌃

Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab. ⑦

Search	**Browse**		12 selected	Clear all

Who they are (Detailed demographics)	＞	Property > Residential Properties Residential Properties (For Rent)	⊗
What their interests and habits are (Affinity)	＞	Property > Residential Properties > Residential Properties (For Rent) Apartments (For Rent)	⊗
What they're actively researching or planning (In-market)	＞	Property > Residential Properties Residential Properties (For Sale)	⊗
How they've interacted with your business (Your data segments)	＞	Property > Residential Properties > Residential Properties (For Sale) Houses (For Sale)	⊗
Your combined audience segments (Combined segments)	＞	Property > Residential Properties > Residential Properties (For Sale) > Houses (For Sale) New Houses (For Sale)	⊗

e) Screenshot of your Ad creative:
Ad Group 1:
Ad 1:

Ad 2:

Ad Group 2:

Ad 1:

www.lodhagroup.com/2bhk-thane/book-now

Premium 2BHK Flats in Thane - Luxury Living in Thane

Own a premium 2BHK flat in Thane by Lodha. Excellent location, amenities & lifestyle. Book your 2BHK dream home today. Trusted brand, great connectivity & flexible plans. Prime Location.

Featured Projects   Residential Properties   Amen
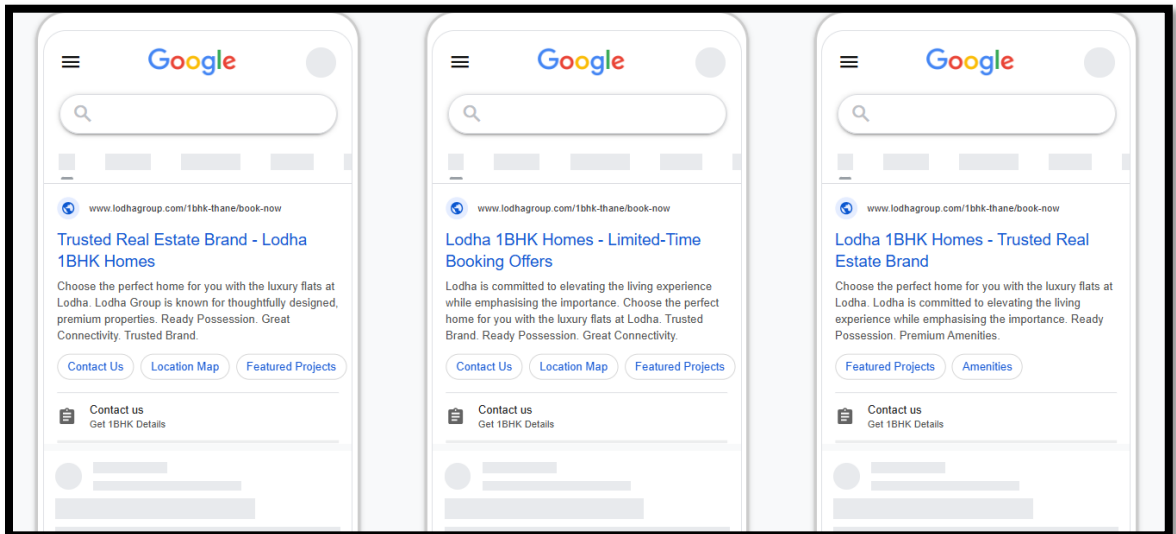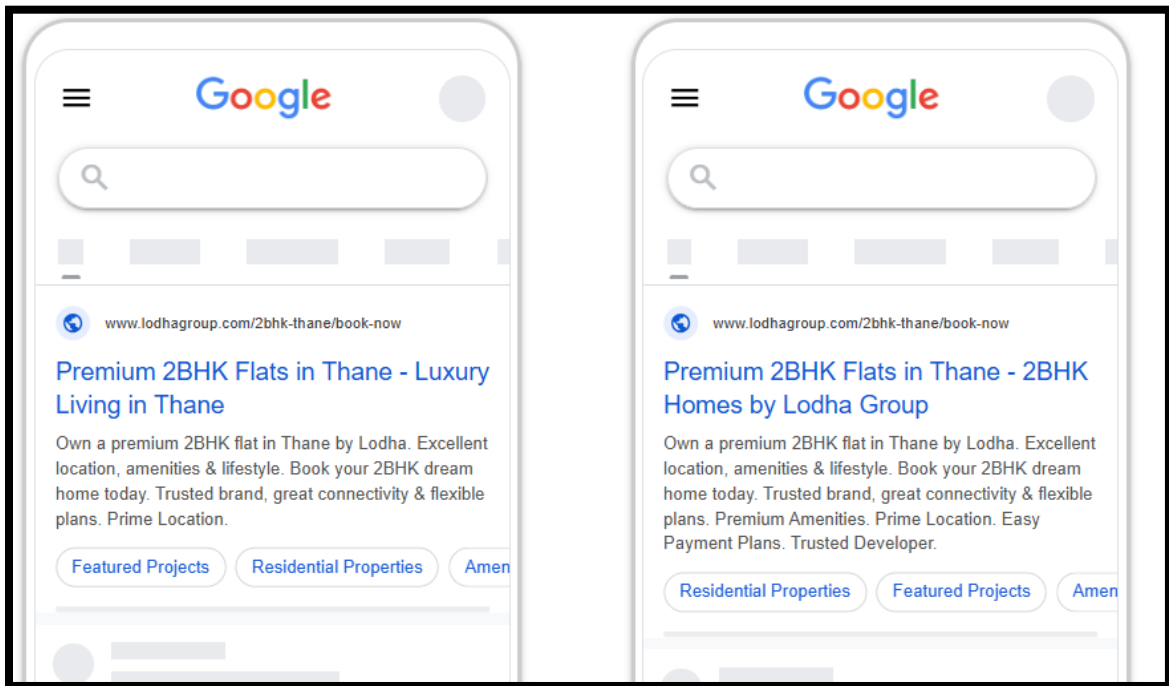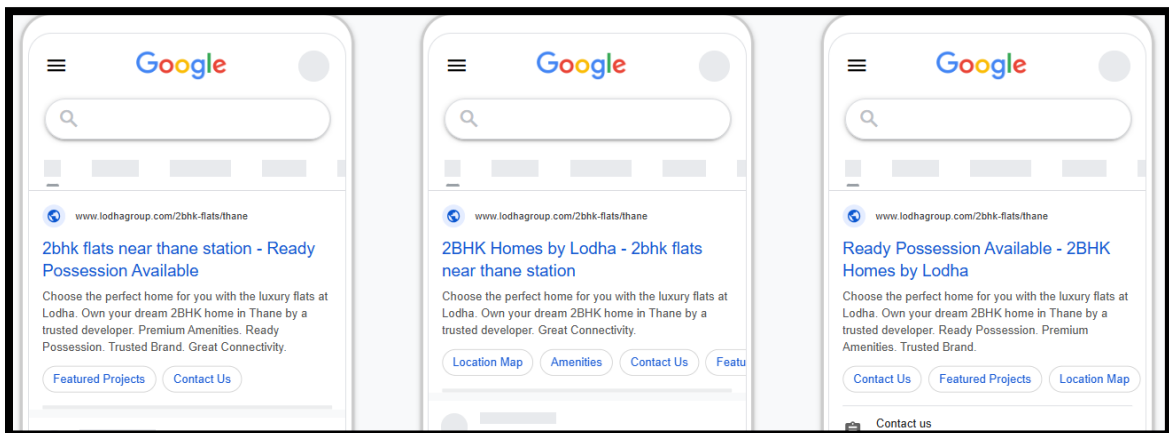
www.lodhagroup.com/2bhk-thane/book-now

Premium 2BHK Flats in Thane - 2BHK Homes by Lodha Group

Own a premium 2BHK flat in Thane by Lodha. Excellent location, amenities & lifestyle. Book your 2BHK dream home today. Trusted brand, great connectivity & flexible plans. Premium Amenities. Prime Location. Easy Payment Plans. Trusted Developer.

Residential Properties   Featured Projects   Amen

Ad 2:

www.lodhagroup.com/2bhk-flats/thane

2bhk flats near thane station - Ready Possession Available

Choose the perfect home for you with the luxury flats at Lodha. Own your dream 2BHK home in Thane by a trusted developer. Premium Amenities. Ready Possession. Trusted Brand. Great Connectivity.

Featured Projects   Contact Us

www.lodhagroup.com/2bhk-flats/thane

2BHK Homes by Lodha - 2bhk flats near thane station

Choose the perfect home for you with the luxury flats at Lodha. Own your dream 2BHK home in Thane by a trusted developer. Great Connectivity.

Location Map   Amenities   Contact Us   Featu

www.lodhagroup.com/2bhk-flats/thane

Ready Possession Available - 2BHK Homes by Lodha

Choose the perfect home for you with the luxury flats at Lodha. Own your dream 2BHK home in Thane by a trusted developer. Ready Possession. Premium Amenities. Trusted Brand.

Contact Us   Featured Projects   Location Map
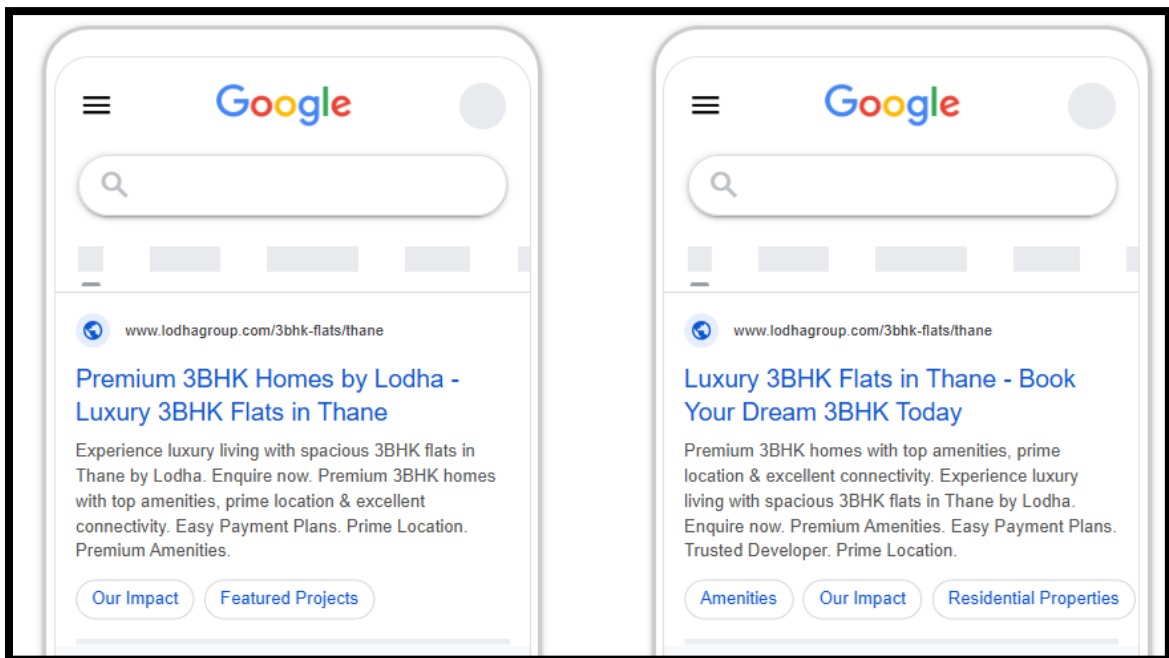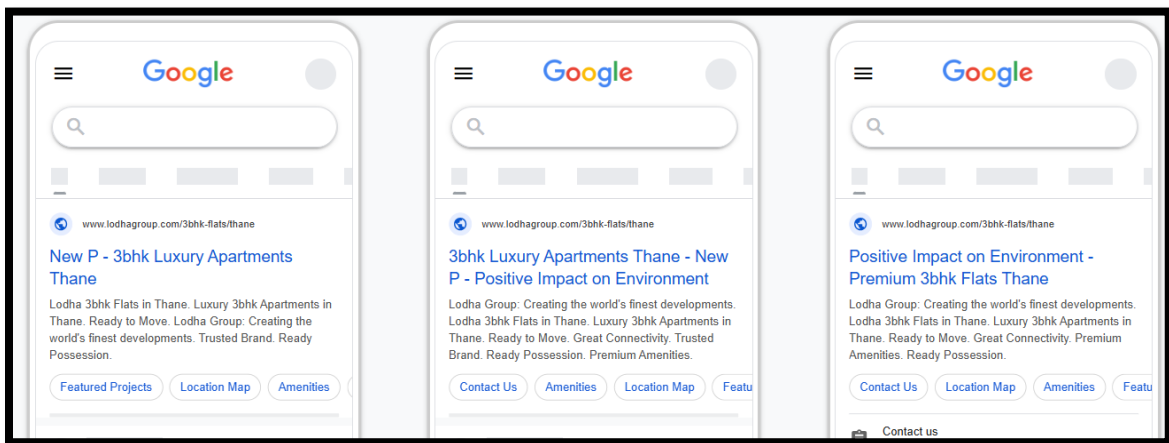
Contact us

Ad Group 3:

Ad 1:

Ad 2:

f) Estimated campaign results:

Your plan can get **27** **conversions** for **₹15K** with a **₹1.5K** average daily budget ⓘ

Estimated conversion rate : 7.08%

Maximise conversions optimises bids to get the most conversions for your daily budget   Edit   **Learn more**

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC	
27	₹550	384	6.4K	₹15K	6.0%	₹39	+ **Add conversion metrics**

Rate this forecast