CASE STUDY

KEY STRATEGIES BEHIND THE RESULTS

Overview:

A Pakistan-based real estate developer wanted to increase inquiries for residential and commercial plots through Google Search Ads. However, the target audience was still in the early research stage. Most searchers were exploring investment opportunities, comparing societies or learning about property buying for the first time. The objective wasn't to generate only sales-ready leads, it was to build a large pipeline of prospects that the sales team could educate and nurture into future buyers.

The Challenge:

The client operated in a market where purchase decisions often take weeks or months. Restricting campaigns to only high-intent keywords would have reduced lead volume significantly. At the same time, generating a large number of inquiries meant many leads would naturally be unqualified or still researching. The challenge was finding the right balance between volume and future sales opportunities.

Strategy:

- Targeted users at different stages of the property buying journey instead of focusing only on ready-to-buy prospects.
- Used a balanced mix of **Broad Match, Phrase Match and Exact Match** keywords to maximize relevant search traffic.
- Created **Responsive Search Ads** that addressed common questions from first-time property buyers and investors.
- Regularly reviewed search terms and added **negative keywords** to improve traffic quality.
- Optimized campaigns to generate a high volume of inquiries at a cost-effective **Cost Per Lead (CPL)**.
- Worked closely with the client's sales team, where marketing generated leads and sales handled qualification, education and follow-up.
- Built a larger sales pipeline by capturing early-stage prospects who could be nurtured into future buyers.

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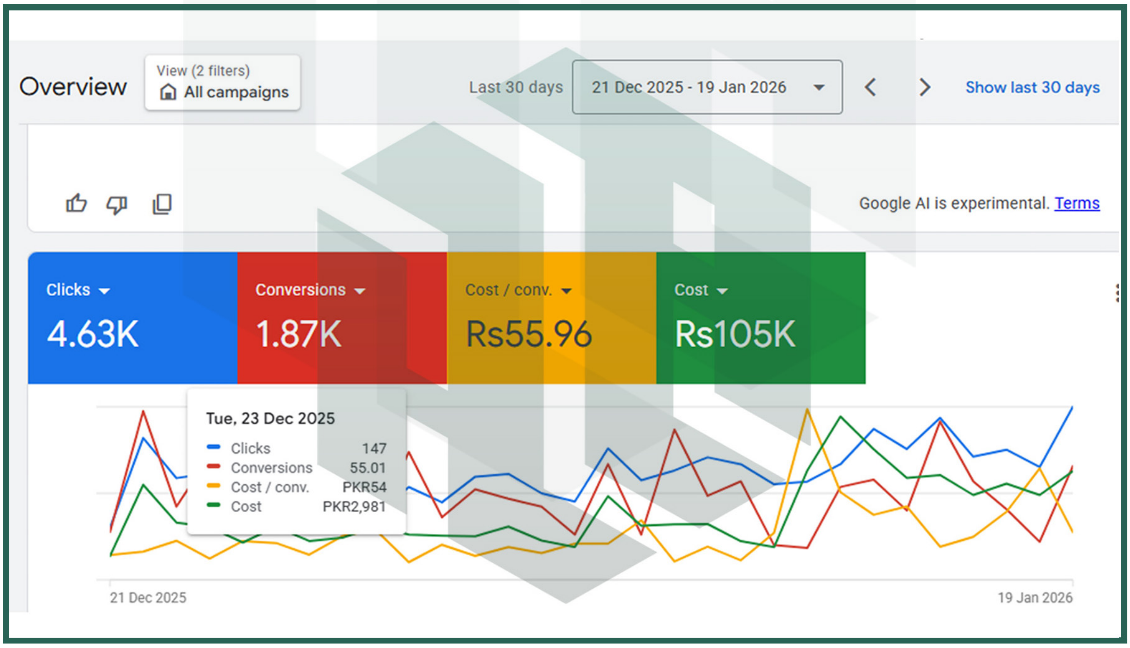
Last 30 Days Results:

- **1,870 Total Leads Generated**
- **4,630 Clicks**
- **Average Cost per Lead: Rs. 55.96**
- **Total Ad Spend: Rs. 105,000**

Note: These were **raw inbound leads**, not fully qualified sales opportunities. A significant portion of the audience was still learning about property investment, making sales qualification and follow-up essential parts of the overall conversion process.



What Contributed to These Results:

- Reaching first-time buyers and early-stage investors through Google Search.
- Using Broad Match strategically to maximize inquiry volume.
- Continuous search term optimization and negative keyword management.
- Responsive Search Ads tailored to different search intents.
- Close collaboration between marketing and the sales team, where marketing generated inquiries and sales handled qualification and education.

Key Takeaway:

In Pakistan's real estate market, **high lead volume does not automatically mean high-quality leads**. Many prospects begin their journey with little knowledge of property investment. The role of Google Search Ads is to capture this demand efficiently, while the sales team educates, qualifies and nurtures these inquiries into genuine buying opportunities. Success comes from optimizing the entire lead-to-sale process, not just the number of leads generated.