



# insomniacs

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INDIA'S ONLY REAL ESTATE

MARKETING • DATA ANALYTICS • TECHNOLOGY NETWORK



# AN INSOMNIACS GROUP VENTURES

**REALTYX**

---

Comprehensive digital ecosystem

**TheBlueprint**

---

Creative and strategy  
for real estate

 **MIDNIGHT**

---

Customization, implementation and  
support provider for Totality

 **TOTALITY**

---

Business optimisation technology  
tool for real estate

**brikkin**

---

Sales amplification platform  
for channel partners

**</REVENTERS >**  
reinventing real estate experiences

---

Content creation for real estate

**MEMES OF THE  
REAL ESTATE**

---

Creative content creation



# WHAT & HOW **WE** DO IT?

## ■ **OPTIMIZATION**

Making the most of brilliant tools & predefined efficiency parameters.

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## ■ **AUTOMATION**

Taking over major operations for seamless functioning throughout.

---

## ■ **INNOVATION**

Outperforming all expectations for the unmatched outcomes.

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## ■ **AMPLIFICATION**

Multiplying efforts for magnifying results of every smart move and strategy.

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THE FAB **US!**

**160+**

⋮

REAL ESTATE  
BRANDS

**950+**

⋮

PROJECTS

**1 CR+**

⋮

LEADS GENERATED

**26,000+**

⋮

HOMES SOLD

INVENTORY WORTH

**₹ 22,000 CR**

⋮

SOLD DIGITALLY

FORMULATING BUSINESS WITH **ROIs**



# UPGRADING BY LEAPS & BOUNDS



WE HAVE BEEN LISTED ON THE FACEBOOK MARKETING DIRECTORY FOR INDIA AND THE USA OUT OF 33 AGENCIES LISTED FOR CAMPAIGN MANAGEMENT PARTNERSHIPS.

# OUR ESTEEMED CLIENTS



HOISTING OUR  
MARKS ON  
THE WORLD

OUR  
FOOTPRINTS



**IN 2020-2021, 58 APARTMENTS**  
SOLD VIA DIGITAL WORTH MORE THAN  
**₹ 522 CR WITH AN AVERAGE TICKET SIZE OF ₹ 9 CR**

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**AUM**  
DEVELOPERS

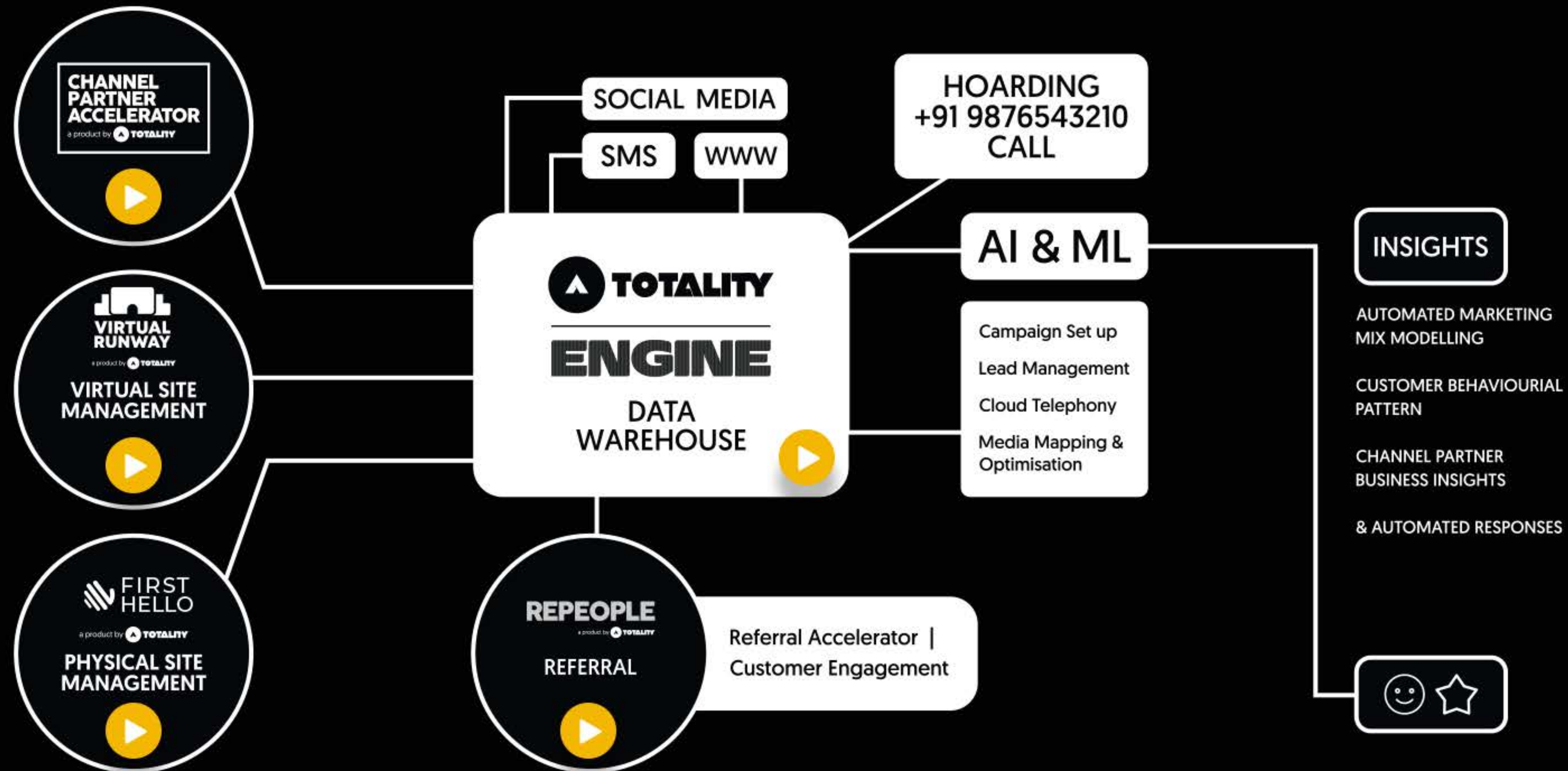
  
SHETHCREATORS

  
K RAHEJA  
CORP  
HOMES

**Sotheby's**  
INTERNATIONAL REALTY

THE  
**SELTEN ISLE**  
PRIVATE FAMILY ESTATES

# SALES & MARKETING **AUTOMATION (BOS)**

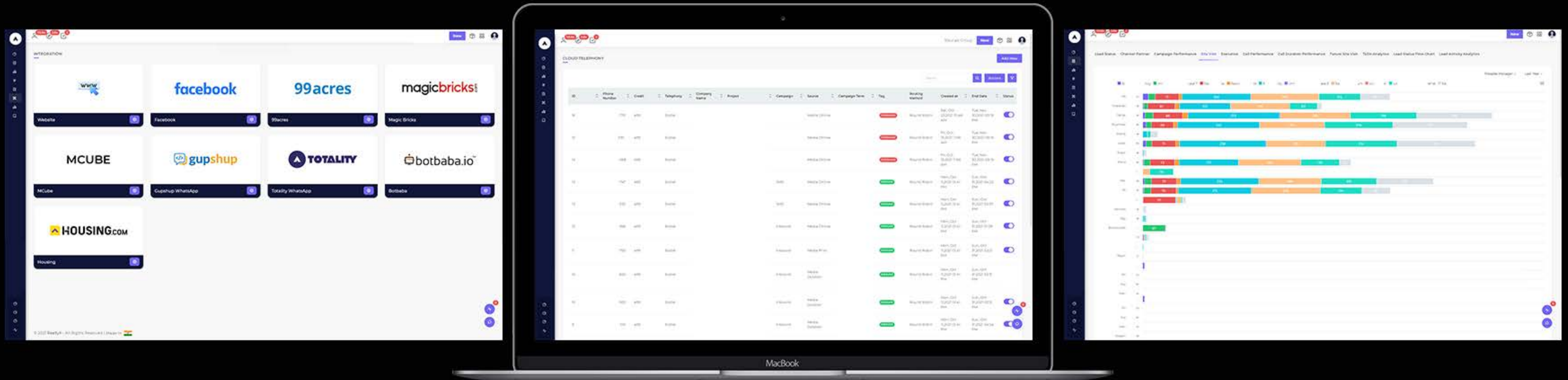


WHEN OUR CLIENTS USED TOTALITY, THEIR AVERAGE  
COST PER CONVERSION (CPC) WAS REDUCED BY **33%**.





# BUSINESS OPTIMIZATION SUITE (BOS)





INTRODUCING

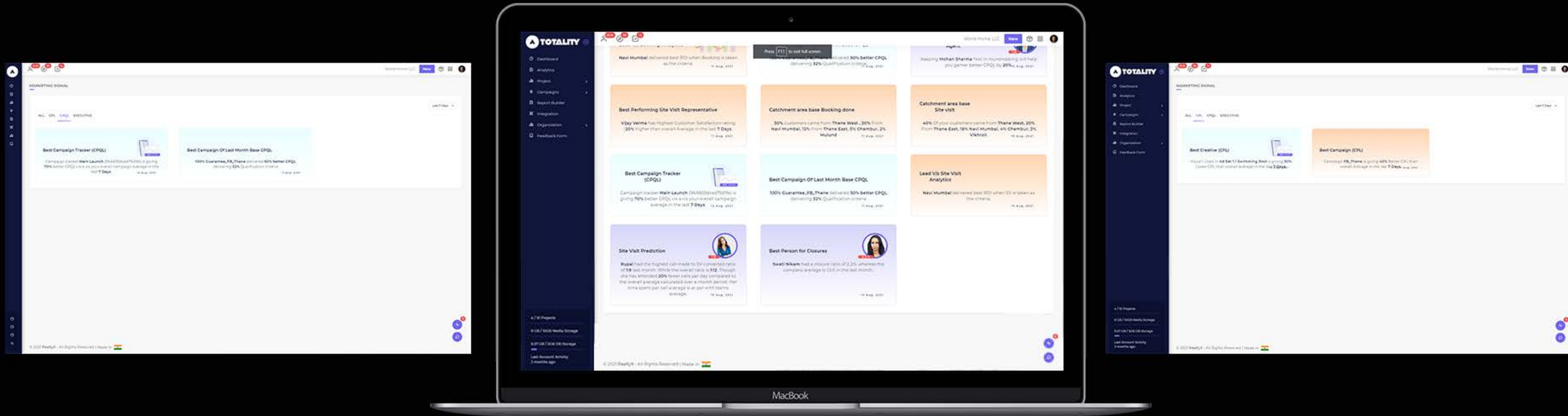
# MARKETING SIGNAL

a product by  **TOTALITY**

"INDIA'S FIRST AI-DRIVEN PLATFORM FOR REAL ESTATE THAT MAXIMISES **ROIs** FROM YOUR MARKETING MIX"



# MARKETING SIGNAL OPTIMIZATION

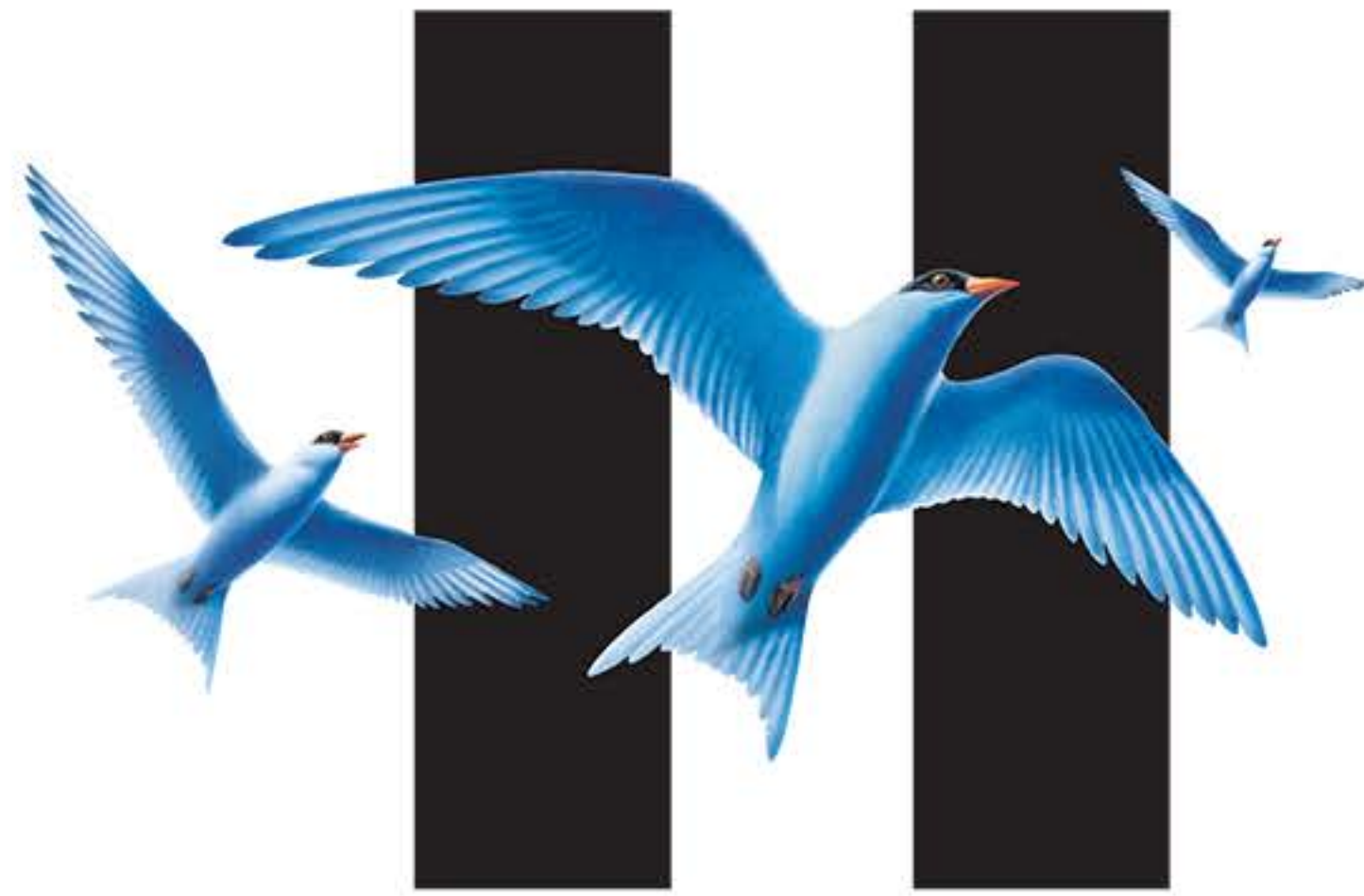




# CASE STUDIES

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- HIRANANDANI DEVELOPERS
  - LOKHANDWALA DEVELOPERS
  - IM BUILDCON
  - K RAHEJA CORP HOMES
  - DLF - HOMES
  - SHETH CREATORS
  - RAUNAK GROUP
  - EMAAR INDIA LTD
  - INDIA SOTHEBY'S INTERNATIONAL REALTY
  - ABIL GROUP
  - VASWANI GROUP
  - AAKRUTHI PROPERTIES
  - KOLTE PATIL DEVELOPERS
  - PRIDE PURPLE GROUP
- 



**Hiranandani**  
creating better communities



# CHALLENGES

Being a top-rated developer, Hiranandani Developers faced lead qualification issues in the region of Thane.

Their brand equity issues weren't in getting conversions from walk-ins to bookings, but with enquiries about walk-ins which affected their revenues.

The brand also wanted to break through their repeated sales-driven communication strategy.



# STRATEGY

We worked on the overall communication strategy across each project, creating visuals like GIFs and short videos from new angle for lead generation. We also identified the prime locations that contributed to the bookings at Hiranandani Estate. We dropped pins at the locations we wanted to target and created multiple clusters with different approaches. The approaches we took were device-based targeting, targeting on the basis of work designation, interests to purchase properties and more. We maintained a niche communication strategy that would be well perceived by the TG. We ensured that the 'ready-to-move-in' element was highlighted in every message. We also targeted expats & their families who would want to invest in Thane's real estate using short 10-15 second videos for lead generation.



**Hiranandani**  
Skylark Enclave

**Hiranandani**  
Estate, Thane

Ready to move-in | No floor rise



2, 2.5 & 3 BHK HOMES

[hiranandanioffers.com](https://hiranandanioffers.com)

The project has been registered via Maharashtra registration number Flamingo: P51700001611, Polaris: P51700001511 and is available on the <https://maharashtra.maharashtra.gov.in> under registered projects. The property is mortgaged with ICICI Bank Limited. The No Objection Certificate (NOC) permission of the mortgage Bank would be provided for sale of flats/units/property, if required. The above image shown is of show apartment of GHP (2 BHK) for reference purpose only. The furniture & fixtures shown in the above flat are not a part of the apartment amenities of Skylark Enclave.



[www.hiranandaniskylarkendave.com](https://www.hiranandaniskylarkendave.com)



**Hiranandani**  
**Skylark**  
ENCLAVE



Actual Image

**LIVE AT THE MOST SOUGHT AFTER  
DESTINATION OF THANE.**

Ready to move in  
Homes at Hiranandani  
Estate, Thane

2, 2.5 & 3 BHK HOMES

**₹ 1.42 Cr\*** Onwards



The project has been registered via Maharashtra registration number Flamingo: P51700001611, Polaris: P51700001511 and is available on the <https://maharashtra.maharashtra.gov.in> under registered projects. The property is mortgaged with ICICI Bank Limited. The No Objection Certificate (NOC) permission of the mortgage Bank would be provided for sale of flats/units/property, if required.





**Hiranandani**  
creating better communities

# THANE'S ONLY 5 BHK

## LUXURY HOMES

### HIRANANDANI ESTATE

The above images shown are of show apartment at Hiranandani Estate - 5 BHK for reference purpose only. The furniture & fixtures shown in the above flat are not part of the apartment. Hiranandani Estate is mortgaged with HDBF Ltd. The No Objection Certificate (NOC) permission of the mortgage bank would be provided for sale of this unit, property, if required.





**Hiranandani**  
creating better communities

Actual Image of Show Flat

## Castle Rock

### C & D Wing

Ready to move-in 2 BHK

Hiranandani Gardens, Powai

OC RECEIVED

NO GST

NO FLOOR RISE

#### HIRANANDANI LIVE CONNECT



VIDEO CONFERENCING



VIRTUAL TOUR



LIVE QUOTATIONS



ONLINE PAYMENT

Get Live Inventory Access only on [www.hiranandanioffers.com](http://www.hiranandanioffers.com)  
Now available 24x7

The projects have been registered via Maharashtra registration number: Castle Rock - C & D Wing: P51000006401 and are available on the website <https://maharashtra.maharashtra.gov.in> in order registered projects. \*The above image is of 2 BHK show apartment at Sales Gallery, Powai for reference purpose only. The furniture & fixtures shown in the above flat are not a part of the apartment as well as of Castle Rock.



*Creating moments*  
that everybody enjoys



**#StoriesAtHiranandani**



**Live your**  
*ambition and that*  
*bespoke lifestyle.*



**#AFeelingOfALifetime**

# READY BOUTIQUE OFFICES.

## SOLUS

Hiranandani Business Park, Thane

**Pay 20% + SDR now  
& balance in Jan 2022\***

**Avail Stamp Duty Benefit till 31<sup>st</sup> March, 2021**

**[www.hiranandanioffers.com](http://www.hiranandanioffers.com)**

The project has been registered via MahaRERA registration number: Solus - P51700000193, available on the website <https://maharera.mahaonline.gov.in> under registered projects. Solus is mortgaged with ICICI Bank Ltd. The No Objection Certificate (NOC)/ permission of the mortgagee Bank would be provided for sale of units/property, if required. T&C Apply\*  
The above image shown is for reference purpose only.



LIMITED  
3 BHK  
READY  
PALATIAL  
HOMES



HIRANANDANI PARK  
GB Road, Thane.



Actual image

Book your home online at  
[www.hiranandanioffers.com](http://www.hiranandanioffers.com)

Buildings in One Hiranandani Park have been registered via MAHAREERA registration number: Willowcroft - PS170-0000146 | Preston - PS170-0000139 | Barrington - PS170-0000117 and are available on the website: <http://mahareera.mahaonline.gov.in> under registered projects. Buildings in One Hiranandani Park are mortgaged with HDFC Ltd. The No Objection Certificate (NOC)/permission of the mortgagee Bank would be provided for sale of flats/units/property, if required. \*The above image shown is of show apartment of Preston 3 BHK at One Hiranandani Park, Thane and is for reference purpose only. The furniture & fixtures shown in the above flat are not a part of the apartment amenities of the project.

They say

**HIRANANDANI MEANS  
PRIDE OF OWNERSHIP.**

They are right!

**2 BHK Homes starting at  
₹2.30 Cr. (all-inclusive)**

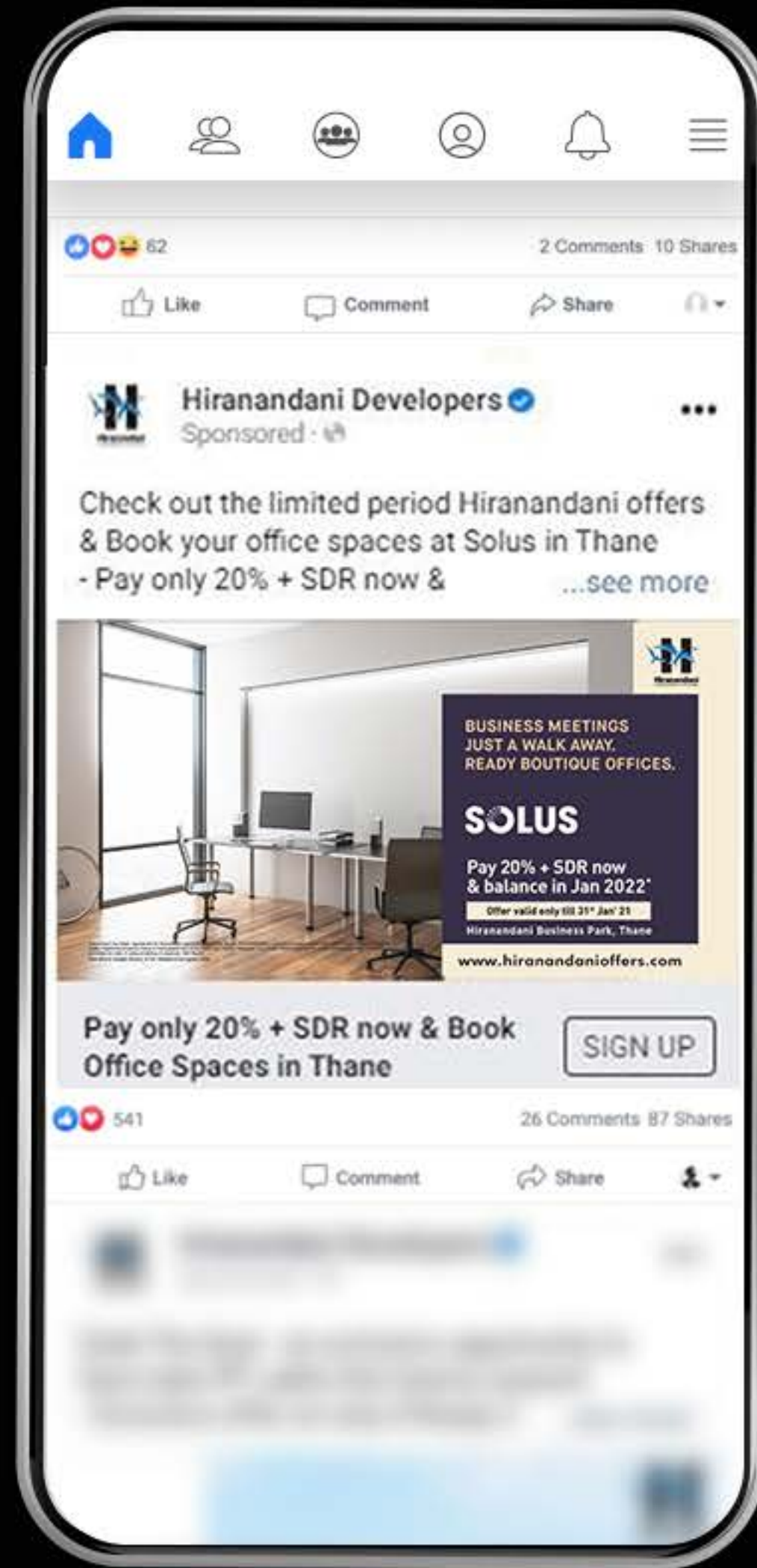


**Hiranandani Gardens, Powai**

The above price mentioned is of Highland (2 BHK apartments). This project has been registered via Maharashtra registration No. P51800029948 and is available on the website <https://maharera.maharashtra.gov.in> under registered projects. Highland is mortgaged with ICICI Bank Limited. The No Objection Certificate (NOC)/permission of the mortgagee Bank would be provided for sale of flats/units/property, if required. \*T & C apply



**Hiranandani**  
creating better communities





**Hiranandani Developers** 

Sponsored · 

Unleashing our Estate Jewels - explore to enjoy the precious gift of a spacious home!  
- Book Ready-to-Move-in 4 & 5 Bed ...see more

**ESTATE  
JEWELS**  
Enjoy the precious gift of a spacious home.  
Ready 4 & 5 Beds. Invest in the modern lifestyle.

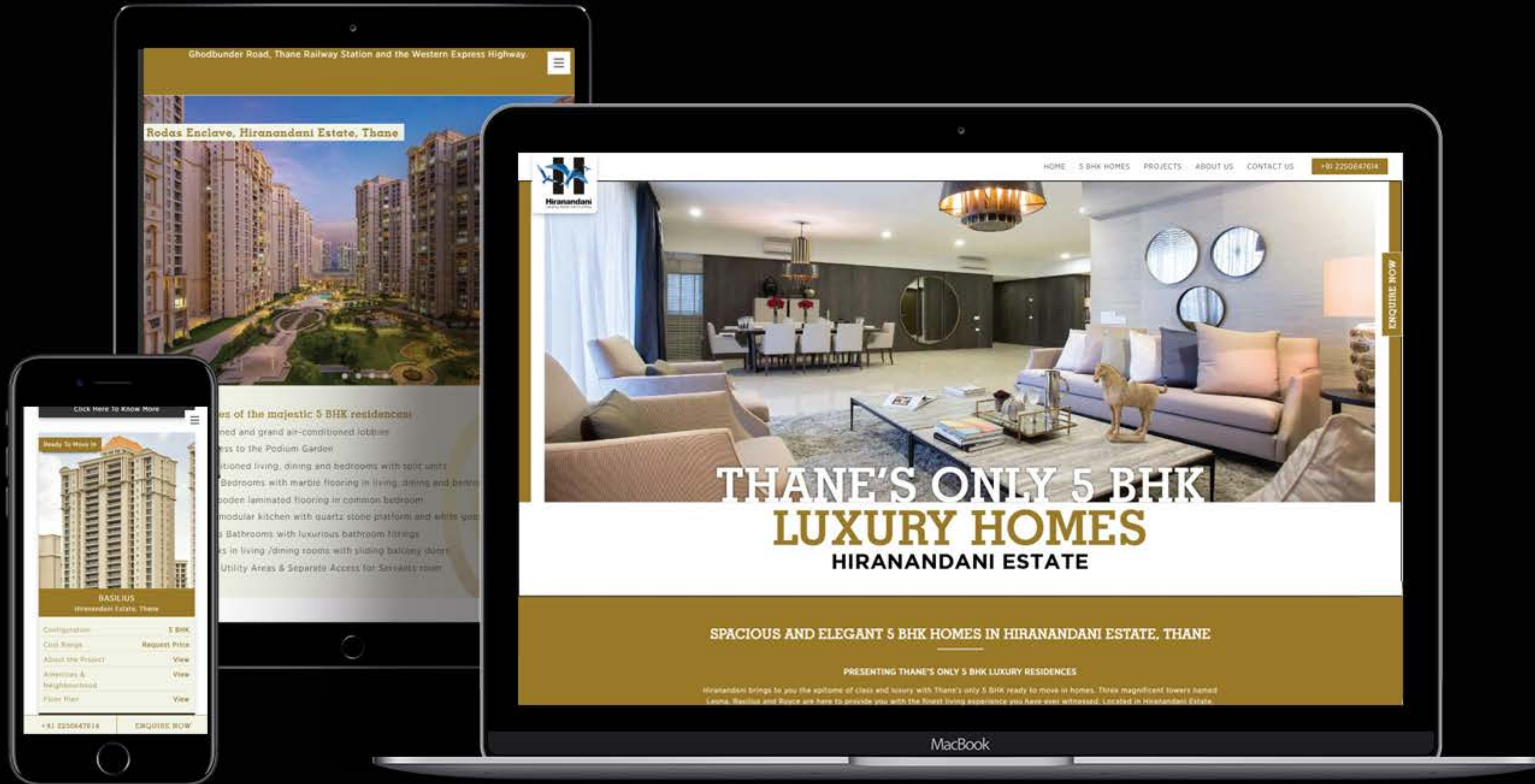


[www.hiranandanioffers.com](http://www.hiranandanioffers.com)

Estate Jewels - Ready 4 & 5 Bed Homes in Thane

SIGN UP

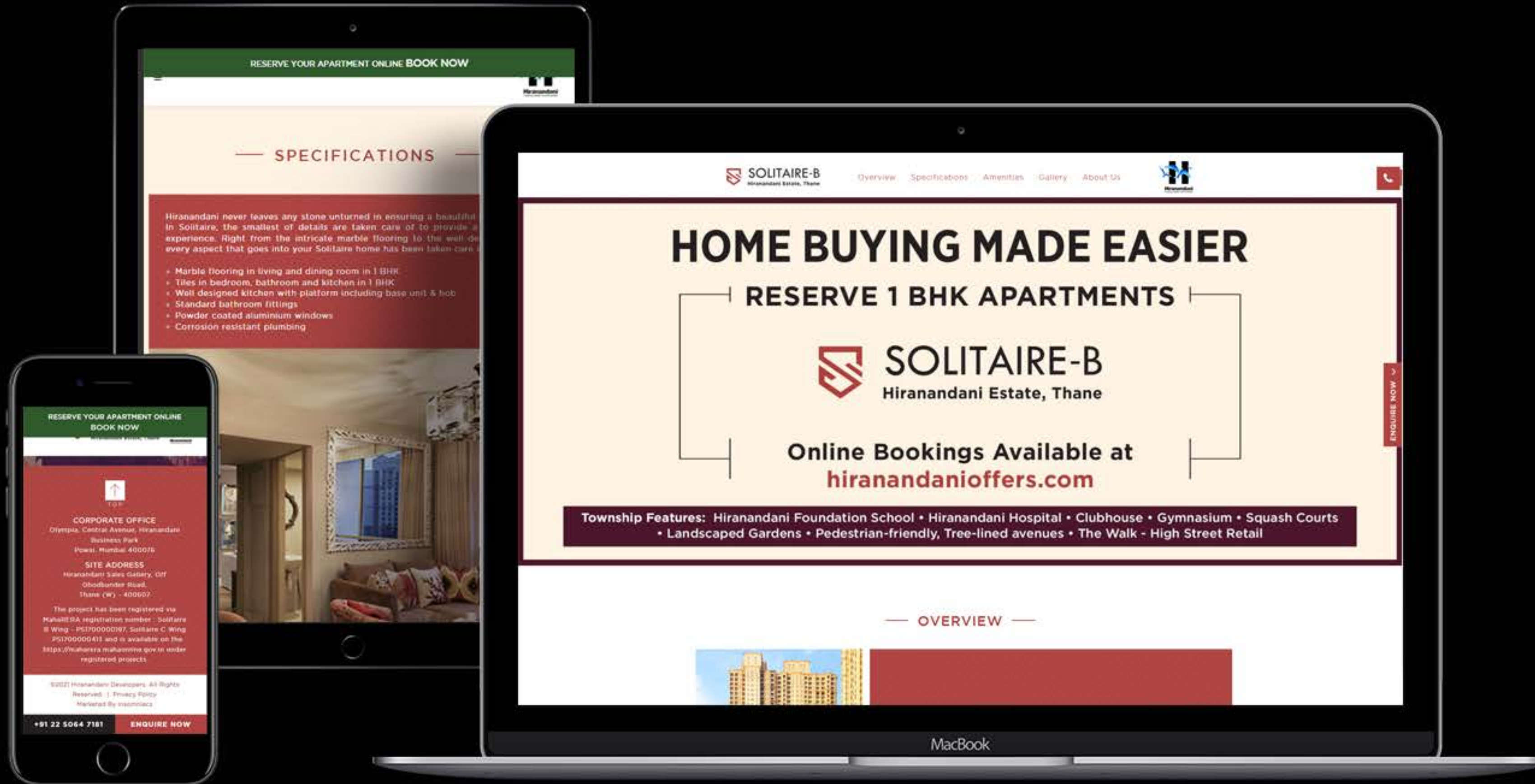
# HIRANANDANI ESTATE



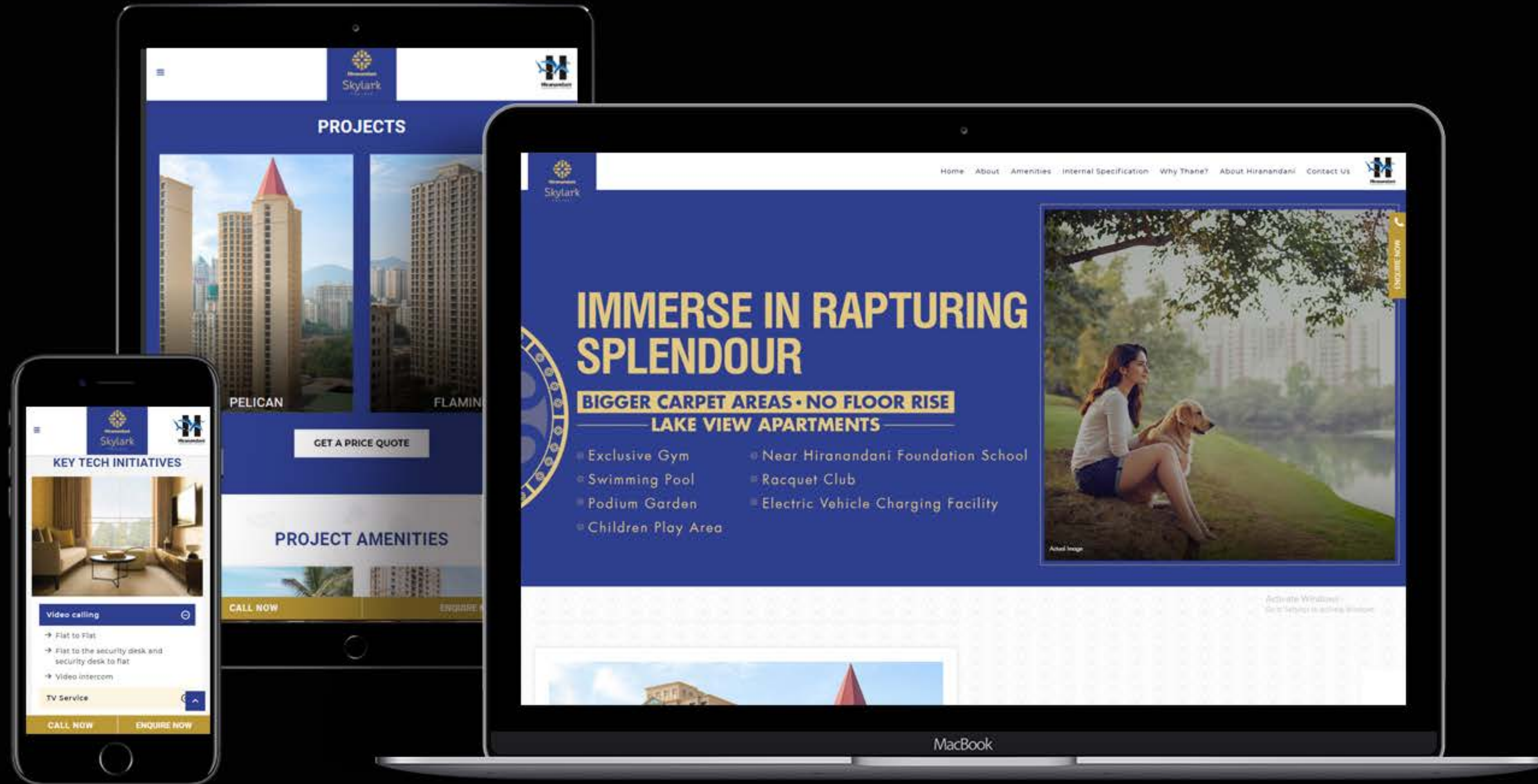
# HIRANANDANI RENTALS



# HIRANANDANI SOLITAIRE



# HIRANANDANI SKYLARK ENCALVE



A feeling for a lifetime! | Hiranandani Developers

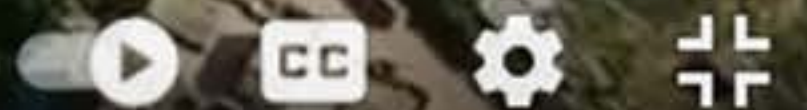


WE ARE HIRANANDANI



▶ ⏮ 🔊 1:02 / 1:30

Scroll for details





# RESULT

**60,000+ LEADS GENERATED** with more than 8,600+ Walkins across various projects.

**500+ Bookings** secured in eight month's time with inventory worth **₹ 1125 Cr+.**

Radius targeting on the locations pinned helped in acquiring improved qualifications.

The visual treatment and communication also helped us get a higher CTR for the campaign.



LOKHANDWALA





# CHALLENGES

With Minerva, Lokhandwala aimed at proposing Mumbai to the Tallest Tower the city had seen. But the project was put on hold for 6 to 7 years. Originally, the possession which was committed in 2018, got pushed to 2023. This channelled an unfavourable impression amongst the buyers and the channel partners. Also, the target audience were only the high net worth individuals. We had to come up with a strategy that could enliven the image with communication that was bold and stated that Lokhandwala is back!



# STRATEGY

The campaign, What's Common Between Both, elicited the analogy between Lokhandwala Minerva and many other famed landmarks across the globe like Eiffel Tower, Burj Khalifa, and many more. The aim was to bring out the exclusiveness and premiumness one feels commonly being on these landmarks. The campaign aimed at the aristocrats who aspire to identify themselves with the global taste of living and exclusiveness.



www.lokhandwalainfrastructure.com



Lavish 3.5 & 4 BHK Abodes  
at Mumbai's Tallest Tower

Starting at Rs. 13 Cr.\*

Mahalaxmi Racecourse



The project has been registered via MahaRERA registration number P51900008204 and is available on the website <https://maharera.maharashtra.gov.in> under registered projects

Disclaimer: Lokhandwala Kataria Construction Pvt. Ltd. is a group company of Mr. M.A. Lokhandwala and is not in any way connected with Lokhandwala Construction Industries Pvt. Ltd. / Lokhandwala Builders Pvt. Ltd. or their group companies

www.lokhandwalaminerva.com



WITNESS THE CITY'S GLITZ  
AND GLAM SHIFT TO YOUR  
EXCLUSIVE ADDRESS.



85% CONSTRUCTION COMPLETED  
POSSESSION JUNE 2023

ARCHITECT:  
HAFEEZ CONTRACTOR

CONSTRUCTION PARTNER:  
L & T

LAVISH 3.5 & 4 BHK ABODES  
STARTING AT ₹13 Cr.\* ONWARDS

MAHALAXMI RACECOURSE

The project has been registered via MahaRERA registration number P51900008204 and is available on the website <https://maharera.maharashtra.gov.in> under registered projects

Disclaimer: Lokhandwala Kataria Construction Pvt. Ltd. is a group company of Mr. M.A. Lokhandwala and is not in any way connected with Lokhandwala Construction Industries Pvt. Ltd. / Lokhandwala Builders Pvt. Ltd. or their group companies

www.lokhandwalaminerva.com



# The tallest tower of Mumbai overlooking the Arabian Sea

A masterpiece of grandeur



Palatial **3.5 and 4 BHK** Abodes

from **₹ 13 Cr.\*** Onwards

Mahalaxmi Racecourse

More than 85% of the construction completed

\*The project has been registered via MahaRERA registration number P51900008204 and is available on the website <https://maharera.mahareraonline.gov.in> under registered projects

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T&C Apply

www.lokhandwalaminerva.com



# WHAT'S COMMON BETWEEN THE BOTH?

They both are majestic symbols of their nations



85% CONSTRUCTION COMPLETED  
**POSSESSION JUNE 2023**

ARCHITECT:  
HAFAEZ CONTRACTOR

CONSTRUCTION PARTNER:  
L & T

Artistic Impression

**LAVISH 3.5 & 4 BHK  
ABODES**

T&C Apply

**MAHALAXMI RACECOURSE**

\*The project has been registered via MahaRERA registration number P51900008204 and is available on the website <https://maharera.mahareraonline.gov.in> under registered projects


Disclaimer: Lokhandwala Kataria Construction Pvt. Ltd. is a group company of Mr. M.A. Lokhandwala and is not in any way connected with Lokhandwala Construction Industries Pvt. Ltd. / Lokhandwala Builders Pvt. Ltd. or their group companies





# RESULT

Within two months of the campaign, Lokhandwala had obtained over **30 percent** of the qualifications at a cost per acquisition of **0.6 percent**.





**IM BUILDCON**  
We Stand Where Few Stood



## CHALLENGES

TPL - Tortoise Payment League.

A successful alternative to the payment scheme in which we dabbled.

5% on registration | 10% on the plinth | 10% on the podium | 20% on the 20th slab | 20% on the terrace slab | 30% on the OC.

This is the smartest, slowest, and most consistent payment plan with by far the most savings!

We introduced Mr. Chatur, a tortoise character, who wanted to buy a dream home for himself and his family, and weaved a story about his life.

This communication explained the payment plan and educated the customer so that they could make better decisions in the future.



## STRATEGY

We created a specific payment plan for IM BUILDCON to attract more buyers, compare rates, and show how much money they can save with this scheme.

When people choose a subvention scheme, they end up paying more (for example, if you choose a subvention scheme for a Rs. 1 crore home, you would pay an additional 5 lakh; instead, choose a Tortoise Payment Plan). Pay slowly and save the extra 5 lakh.

The communication & creatives drove the complete campaign with the help of keyword mining and dynamic remarketing.





PROJECT  
BY



ARTISTIC IMPRESSION

**BOOK BY PAYING  
5% WITH TPL**

**SAVE UPTO ₹18 LACS\***

in overall payout against  
your home loan

**1 BHK ₹1.14 Cr**  
ALL INCLUSIVE

— **CARPET 454 SQ.FT** —

\*T&C APPLY



**TORTOISE PAYMENT LEAGUE**

**BOOK YOUR HOME  
WITH 5% NOW**

**0% STAMP DUTY**

VISIT NOW

[www.applaud38.com](http://www.applaud38.com)

**NR. OBEROI MALL, GOREGAON (E)**

The project has been registered via MahaRERA Registration Number P51800015665,  
and is available on the website <https://maharera.mahaonlingov.in> under registered projects.



PROJECT  
BY



ARTISTIC IMPRESSION

**SAVE ₹35 LACS\***

On interest Against  
Home Loan With TPL

**1 BHK**  
**₹1.14 Cr**  
**CARPET 454 SQ.FT**

**2 BHK**  
**₹1.81 Cr**  
**CARPET 750 SQ.FT**

ALL INCLUSIVE

\*T&C APPLY



**TORTOISE PAYMENT LEAGUE**

**BOOK YOUR HOME  
WITH 5% NOW**

**0% STAMP DUTY**

VISIT NOW

[www.applaud38.com](http://www.applaud38.com)

**NR. OBEROI MALL, GOREGAON (E)**

The project has been registered via MahaRERA Registration Number P51800015665,  
and is available on the website <https://maharera.mahaonlingov.in> under registered projects.

Introducing TPL, a slow and steady financial plan for our client IM Buildcon!



**Dikhne main kaafi  
Seedhe aur bhole,**

**Lekin shakal pe mat  
jaana, Jaisa naam  
waisa kaam**



Activate Windows  
Go to Settings to activate Windows.



**SUSSANNE KHAN**  
INTERIOR DESIGNER





# RESULT

People now have the option to pay slowly and save on the extra amount that would normally be paid in the Subvention Scheme by meticulously developing the payment plan known as '**The Tortoise Payment League (TPL).**'

Generated **7000+ leads, 1000+ site visits, 57% cost reduction & 100+ bookings** in JUST 3 MONTHS!







# CHALLENGES

"Victory comes from finding opportunities in challenges." - Sun Tzu

We found one such perfect opportunity in a faraway land. Yes! The remote location of the brand which until now was being perceived as a challenge, we saw it as a blessing in disguise. A home embraced and nestled in nature.

At the same time, the brand aimed at generating walking & 2000+ leads during the launch phase and repositining themselves with more lead qualifications.



# STRATEGY

"Understanding the needs of a business is the starting point for any project." - John Williams. Our first objective has always been to study and understand the brand. After understanding the brand in greater detail, NATURE stood out for us from all the projects offerings by the brand. We made sure to market it in a way that it communicates the Nature between Infused Living. We created Gifs & Avs, Banners & Carousel ads having naturalistic elements to justify this primary communication. The projects had multiple configurations which we phased into multiple propositions viz. Viva (Villa Plots & Villas), Country Homes (Town-houses), Estrella & Twin Villas. All the propositions were promoted respective to the target group keeping in mind the taste and offerings complement each other. In the new & age digital world we tend to explore and conquer them all. A multi-channel strategy was developed to build the audience around the launch. A strategic targeting was developed based on the demographics, interests and behavioural patterns to reach the audience on Facebook, Instagram, YouTube, and various other digital platforms. Strategic keyword mining & selection of prime keywords helped reaching out the high intent audiences looking for villas & villa-plots. Floated video ads on Hotstar for the audiences on the in-demand OTT platform. Launched Google Discovery campaigns purely to reach out to the audiences on Google's own network viz. Discover, YouTube & Gmail. We also reached out to the audiences consuming free video content on YouTube via YT mid-rolls with a CTA based conversion campaign.a



NEIGHBOURS HERE?  
OTHERWISE KNOWN AS CFOs, CXOs AND COOs.

WELCOME TO VIVAREA TOWER 5. A COMMITMENT TO FINE LIVING.



Tower E of Building No. 3  
MahaRERA number P51900019931  
<https://maharera.mahaonline.gov.in>

ARTIST'S IMPRESSION



SPACIOUS HOMES,  
LAVISH BALCONIES,  
IN A WORD, ASCENCIO.

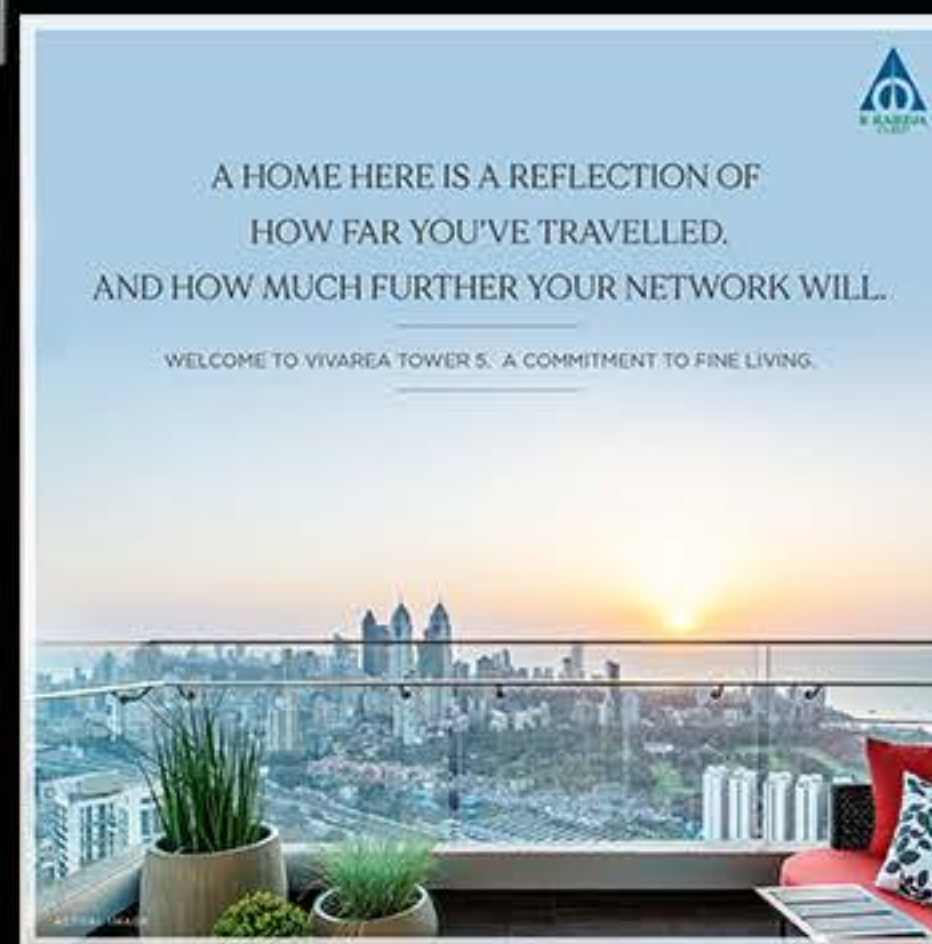
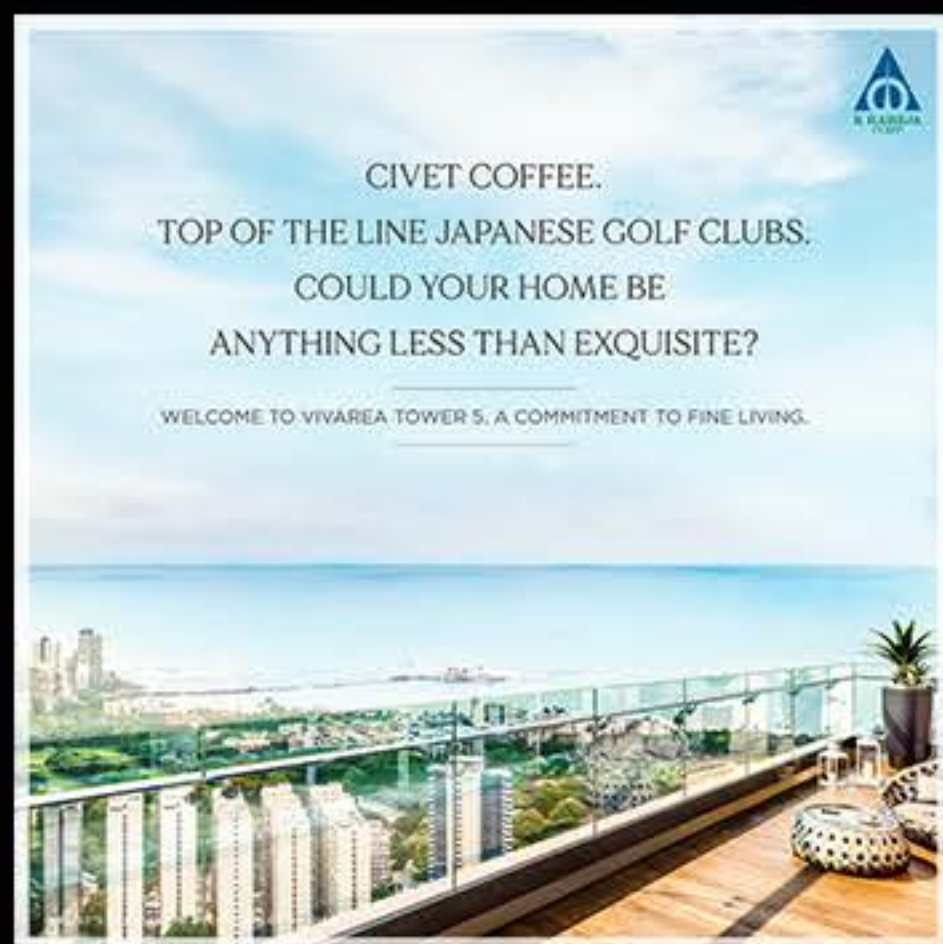
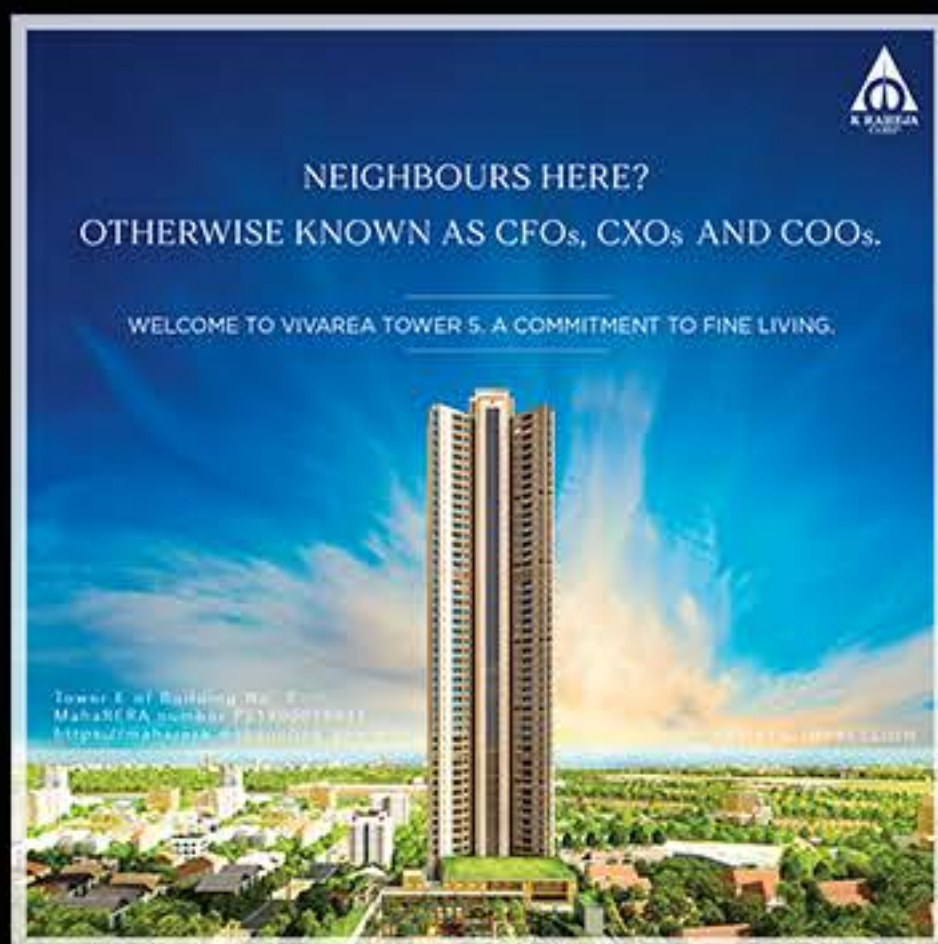


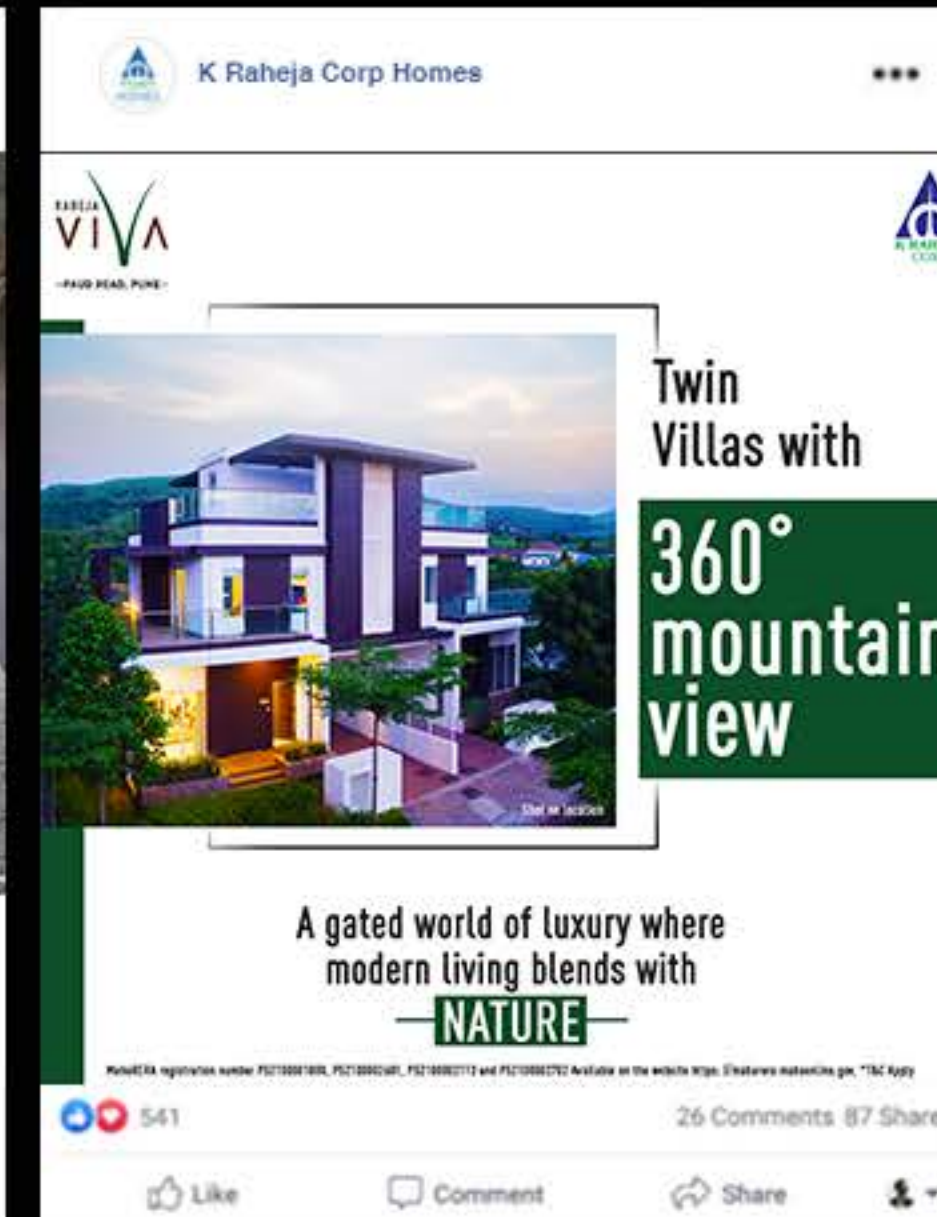
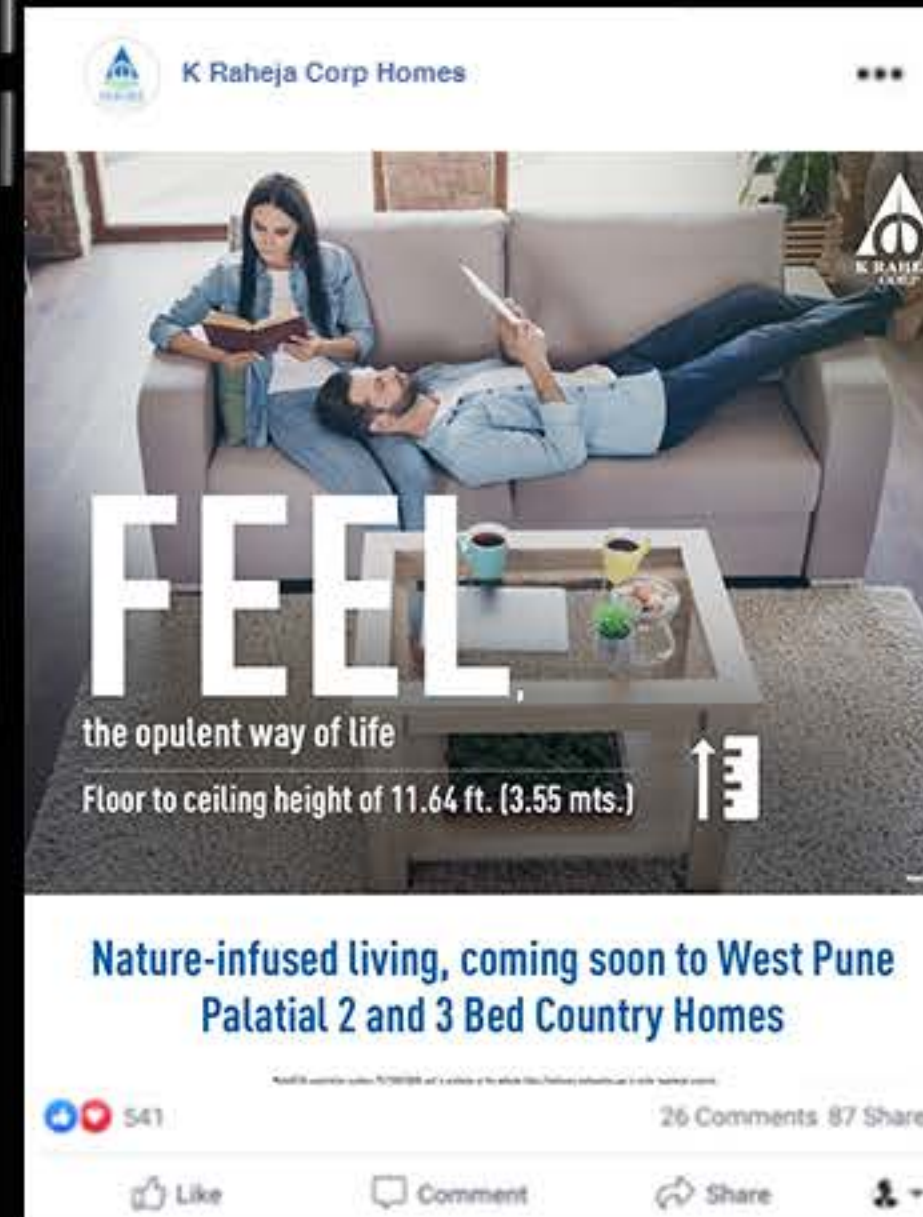
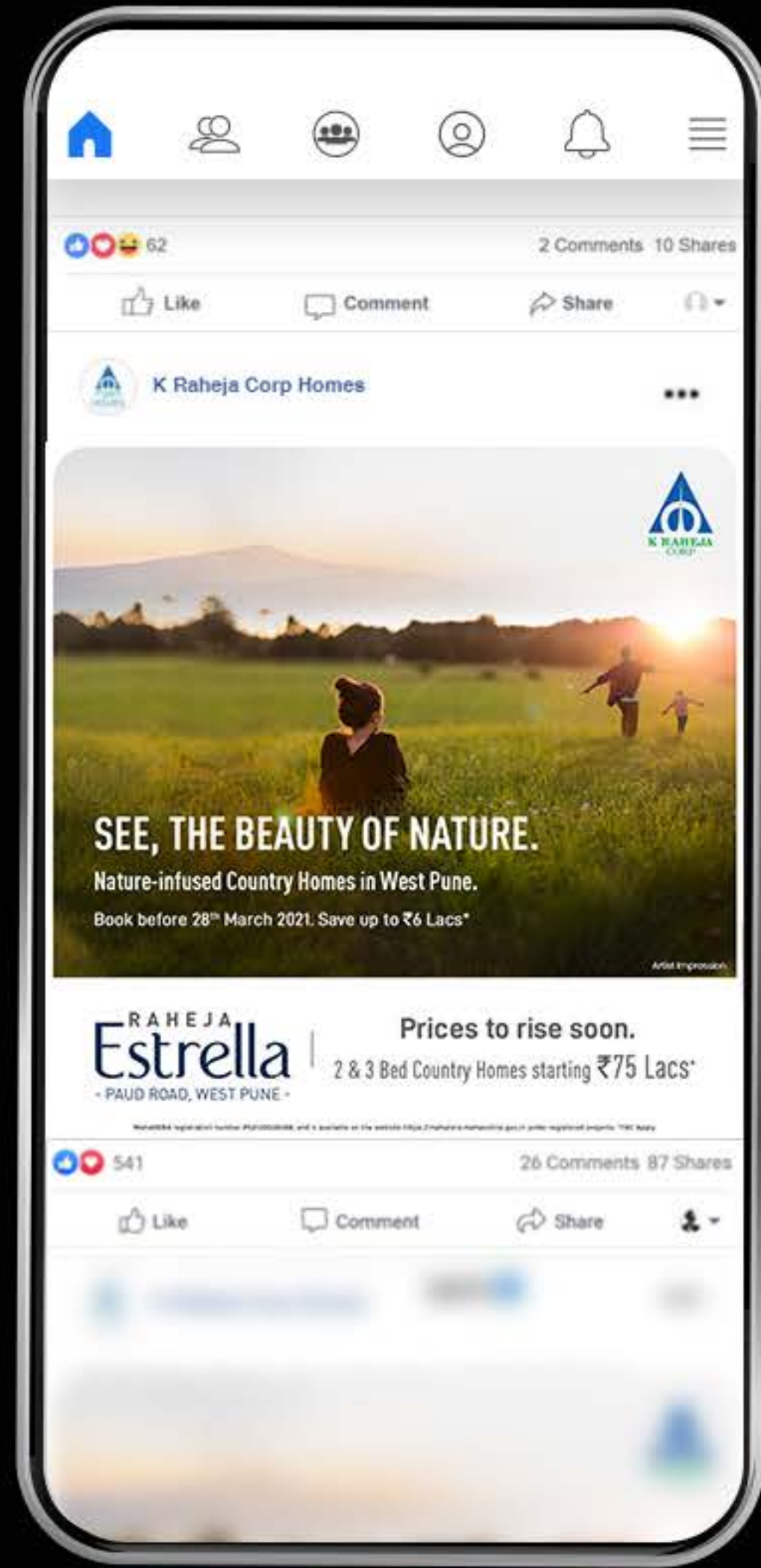
Artist's Impression

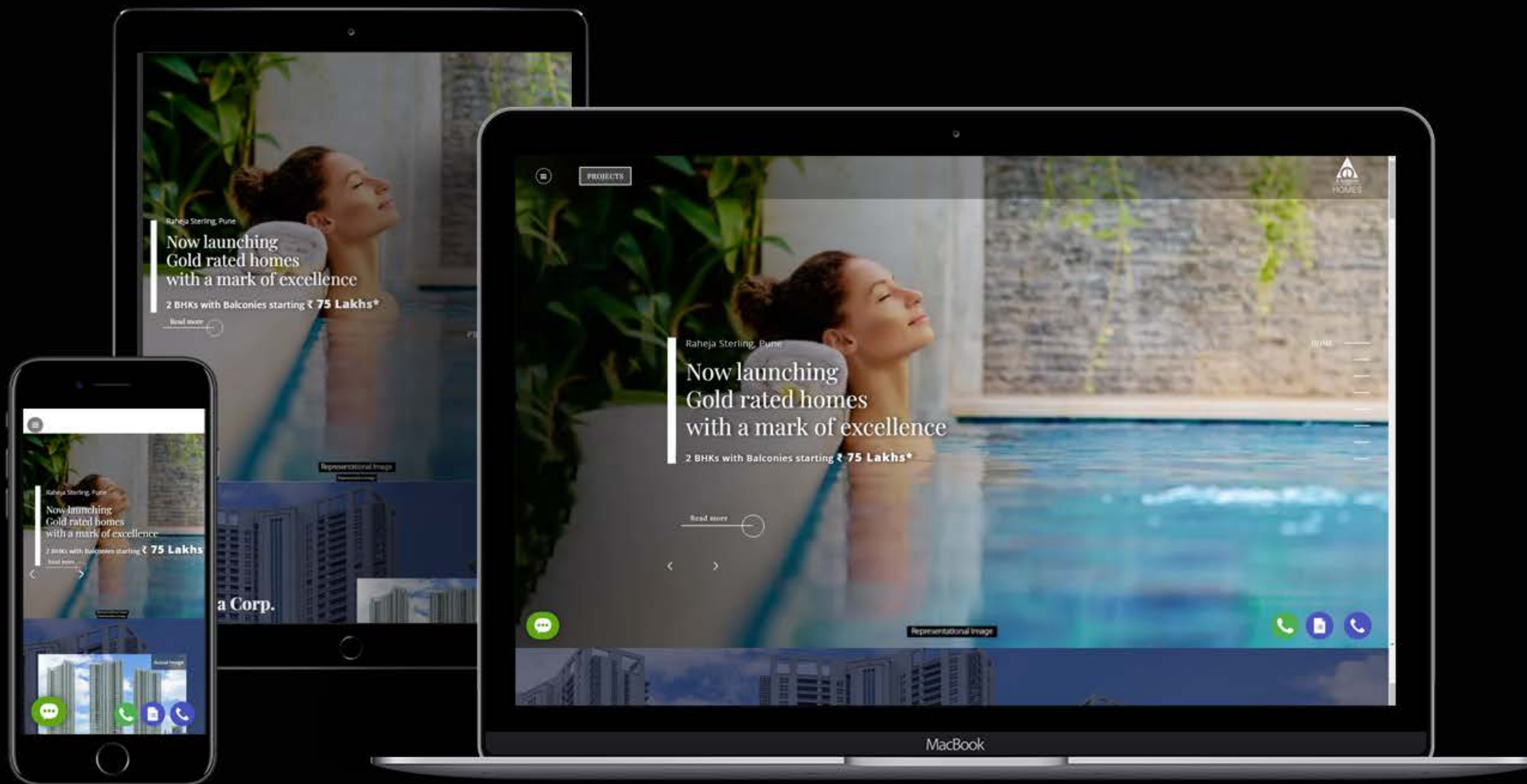
LAUNCHING HIGHER FLOORS  
₹2.25CR ONWARDS\*

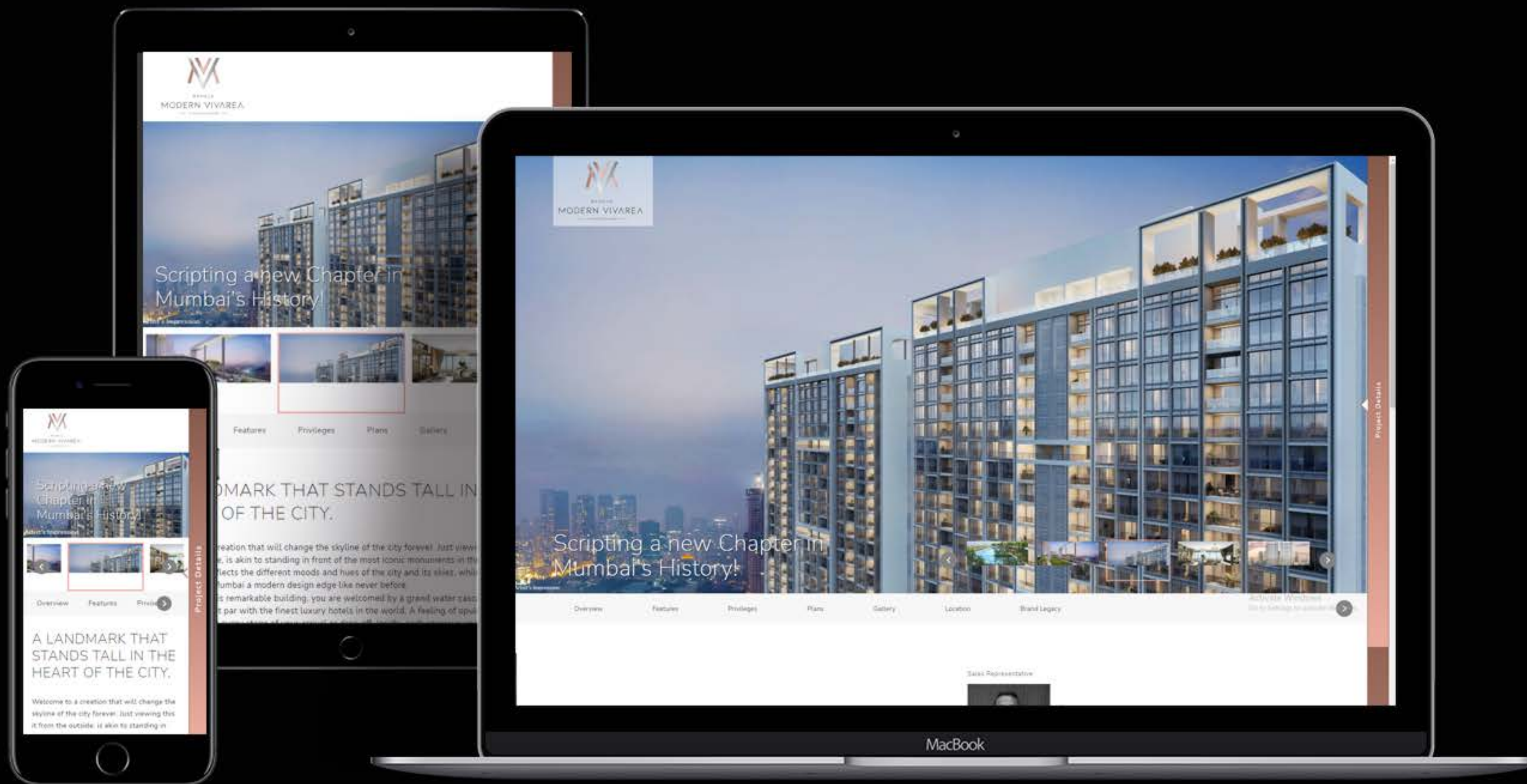
RAHEJA  
**ASCENCIO**  
2 & 2 PLUS HOMES IN ANDHERI (E).

The Project has been registered with MahaRERA bearing Registration No. P51900028506 and is available on the website <https://maharera.mahaonline.gov.in/> under registered projects. Balconies are a part of select apartments only. \*T&C apply









A decorative graphic in the top left corner consisting of three parallel diagonal lines in teal, pink, and red.

# Remember your first-ever HOMECOMING?



Activate Windows.  
Go to Settings to activate Windows.



# RESULT

We increased the site visits by **69%+** via the unique digital approach.

We generated **8500+ leads** and **119k clicks** via the digital campaigns.

which created **74 L+ impressions** with **20 L+ reach**.

The YouTube views saw a boost with **2.6L+ views**.

**₹ 180 CR WORTH.**








## CHALLENGES

DLF had their expansion mainly in Gurugram. But West Delhi was a little outside the usual territory. Also, West Delhi properties usually have independent floors, whereas our offering is an elevated tower. Hence, a shift in property type was needed. Showcasing the investment value for the higher-priced 3 BHKs and developing an immersive digital experience of the project along with tapping the new location and marketing a new property type were the major challenges.



## STRATEGY

To attract the right audience, maximize reach and increase website visits, a comprehensive media strategy was devised. Reach and frequency campaigns were executed for Facebook. Branding & awareness campaigns were executed for the Google Display Network and YouTube. An optimized bidding strategy was used for search campaigns to achieve the highest impression share, rank higher on SERPs, and decrease CPL. The ads delivering results were scaled and the ones underperforming were stopped with A/B testing. Separate campaigns for multiple target audiences were executed and the ones with the best CTR were continued.





Reside in  
an urban  
community  
where  
everything  
is at your  
doorstep

#MyTownMidtown

Launching soon  
at DLF Midtown,  
the new heart of  
the Capital

HARERA Registration No. - DLRERA2021P0007 dated 20.12.2021 <https://haryana.rera.gov.in>

Spaciously designed 3 bedroom  
apartments starting at ₹5.20 Cr\*



📍 **Moti Nagar, West Delhi**

**Bookings Open**

Artistic Rendition

#MyTownMidtown

Registration No. DLRERA2021P0007 available at [www.rera.delhi.gov.in](http://www.rera.delhi.gov.in)

Spaciously designed 3 bedroom  
apartments starting at ₹5 Cr\*

**ONE  
MIDTOWN**

A NEW TOWER  
LAUNCHING SOON.

Artistic rendition of Restaurant

Registration No. DLRERA2021P0007 available at [www.rera.delhi.gov.in](http://www.rera.delhi.gov.in).

#MyTownMidtown

Spaciously designed 3 bedroom  
apartments starting at ₹5 Cr\*

**ONE  
MIDTOWN**

A NEW TOWER  
LAUNCHING SOON.

Artistic rendition of the Infinity edge pool at ONE Midtown

Registration No. DLRERA2021P0007 available at [www.rera.delhi.gov.in](http://www.rera.delhi.gov.in).

#MyTownMidtown

Spaciously designed 3 bedroom  
apartments starting at ₹5 Cr\*

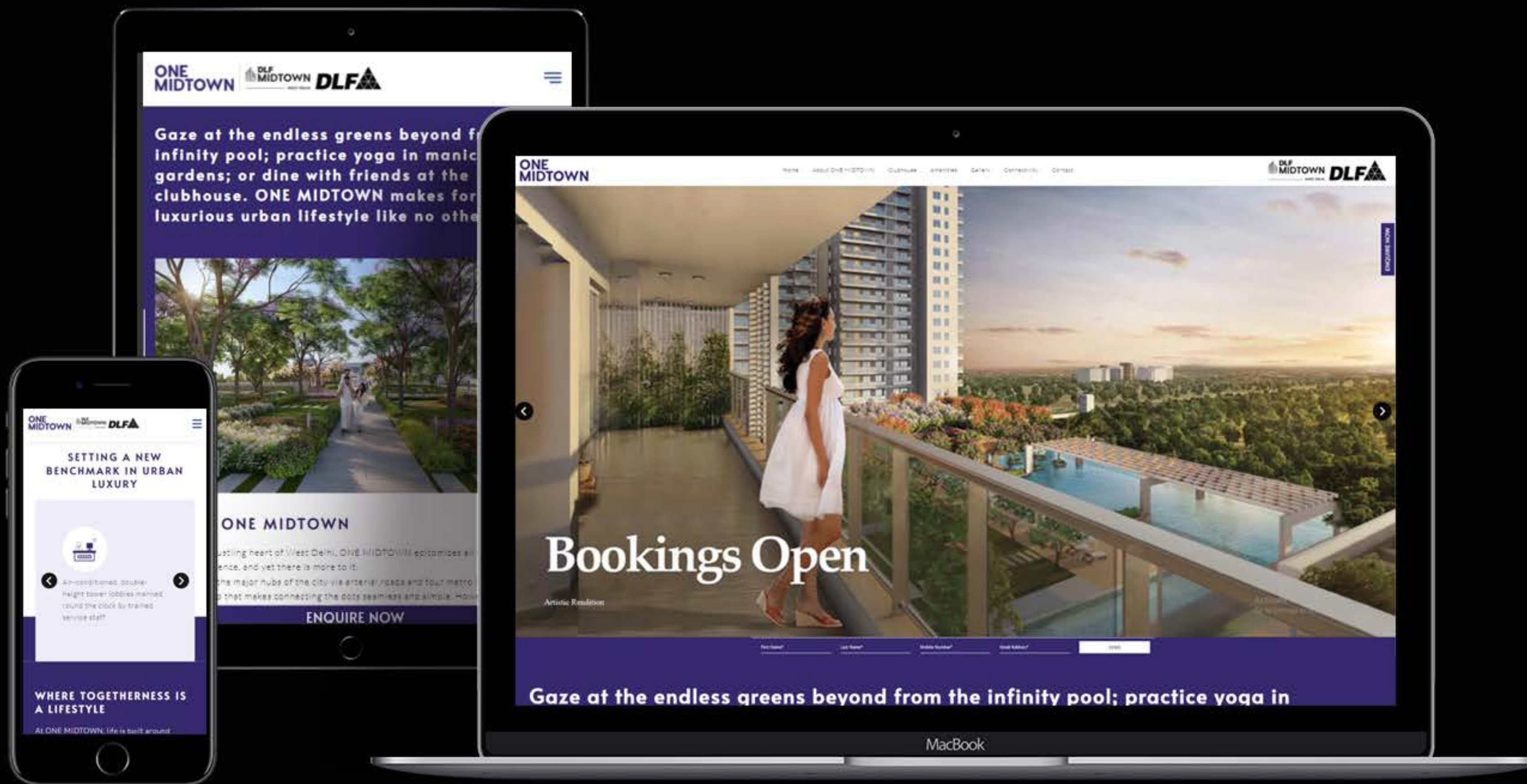
**ONE  
MIDTOWN**

A NEW TOWER LAUNCHING SOON.

Artistic rendition of Swimming pool

Registration No. DLRERA2021P0007 available at [www.rera.delhi.gov.in](http://www.rera.delhi.gov.in).

#MyTownMidtown



ONE MIDTOWN an urban lifestyle like no other rising in the bustling heart of West Delhi.

ONE  
MIDTOWN

DLF  
MIDTOWN  
WEST DELHI



YOU CAN  
GAZE AT THE ENDLESS GREENS  
FROM THE INFINITY POOL



Activate Windows  
Go to Settings to activate Windows.

Registration No. DLRERA2021P0007 available at [www.rera.delhi.gov.in](http://www.rera.delhi.gov.in)

Artistic rendition of the infinity edge pool at ONE MIDTOWN

0:04 / 0:30



# ONE MIDTOWN

**DLF MIDTOWN** | **DLF**  
WEST DELHI

# STARTING ₹5 CR\*

# Moti Nagar, West Delhi



Go to Settings > Windows.

### Artistic rendition

Registration No. DI/RERA/2021/P0007 available at [www.rera.delhi.gov.in](http://www.rera.delhi.gov.in)





# RESULT

7500 Leads Generated

600+ Walk ins

21% Qualification

4,568K+ Reach

79K+ Clicks

**1.75%** Customer Acquisition Cost





---

**SHETH**CREATORS  
Envisioning Landmarks



## CHALLENGES

The prime location along with the luxuriousness of the project led to the high price of the project.

Similar projects in the vicinity lead to high competition.



## STRATEGY

To raise brand awareness, a teaser campaign between the 1st till the 7th of October

The Lead Generation campaign began on October 7th, with three separate campaigns targeting different audiences. [a] Mumbai, [b] other cities, and [c] non-resident Indians

Customized creatives for three distinct campaigns on Google Search, Google Display, Google Discovery, Facebook, Inshorts, and Colombia were executed.

Colombia was used to reach platforms that the Google display network did not reach. Inshorts was used to raise brand awareness and generate leads.

Remarketing was used for the display campaign, with Luxury AV being remarketed on Facebook.





SHETH CREATORS  
Envisioning Landmarks



Reference Image

LAVISH GEM OF SOUTH MUMBAI!  
OCEANFRONT RESIDENCES STARTING AT ₹ 4.60 CR.\*

SHOW RESIDENCES READY | FLEXI PAY PLAN AVAILABLE

**BOOK NOW BEFORE PRICES RISE**

MahaRERA Registration No. : PS1900019619 | Available on website maharera.mahareraonline.gov.in

— ONE  
MARINA  
MARINE DRIVE,  
MUMBAI

18/04/2024

Disclaimer: The above information is for reference only and is not to be construed as an offer. The actual details of the project may vary from the information provided. The project is subject to the approval of the competent authorities. The project is not to be construed as an offer. The actual details of the project may vary from the information provided. The project is subject to the approval of the competent authorities.



SHETH CREATORS  
Envisioning Landmarks



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SHETH CREATORS  
Envisioning Landmarks

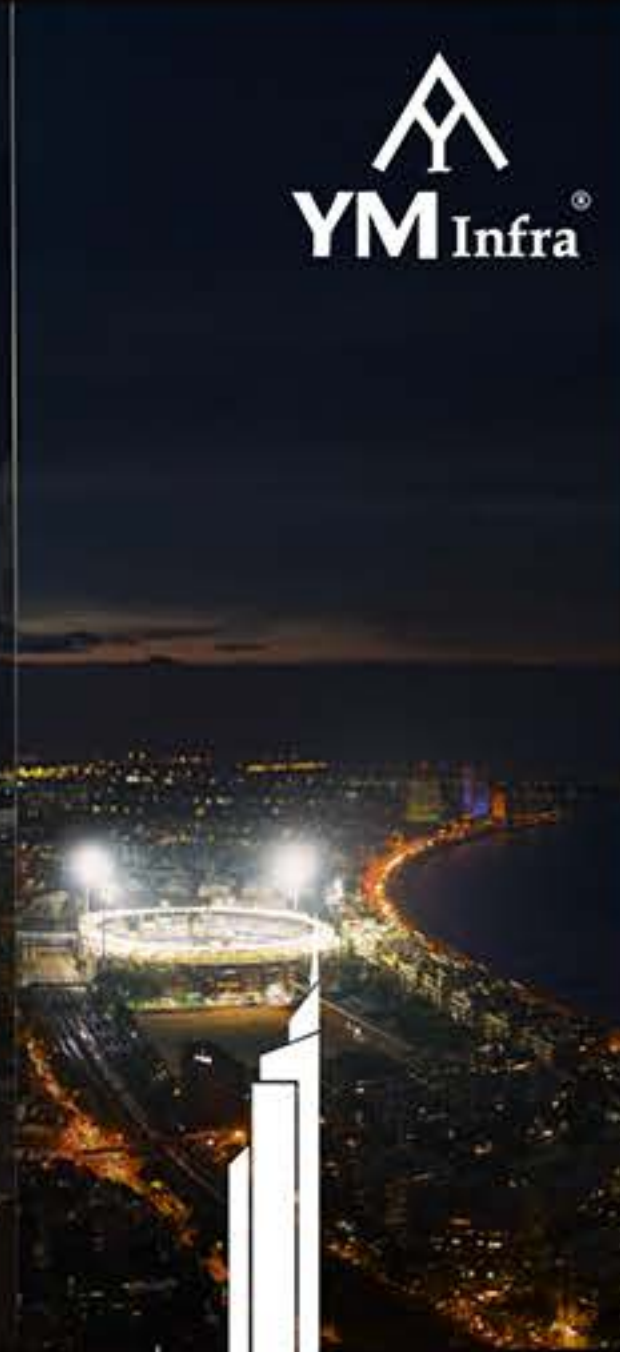


SOUTH MUMBAI'S EXQUISITE OCEANFRONT DUPLEX RESIDENCES

**4.5 BED** STARTING AT ₹ **9.20 CR.\***

BOOKINGS OPEN | SHOW RESIDENCE READY  
FLEXI PAY PLAN AVAILABLE

MahaRERA Registration No. : P51900019619 | Available on website maharera.mahareraonline.gov.in



ONE  
MARINA

MARINE DRIVE,  
MUMBAI



SHETH CREATORS  
Envisioning Landmarks



WHERE ELEGANCE RESIDES.

OCEANFRONT RESIDENCES STARTING AT ₹ **4.60 CR.\***

SHOW RESIDENCES READY | FLEXI PAY PLAN AVAILABLE

**BOOK NOW BEFORE PRICES RISE**

MahaRERA Registration No. : P51900019619 | Available on website maharera.mahareraonline.gov.in

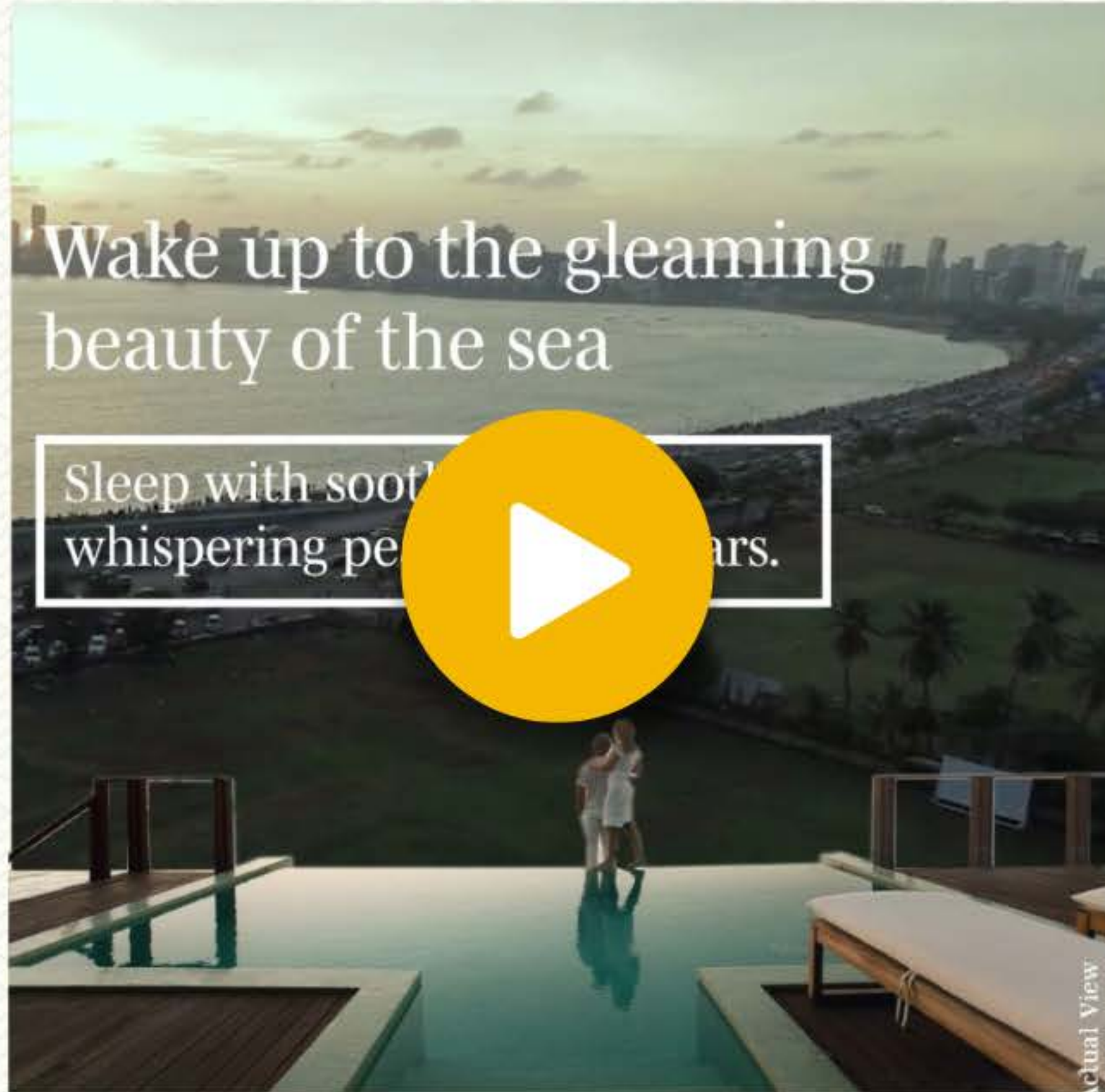


ONE  
MARINA

MARINE DRIVE,  
MUMBAI, INDIA

Wake up to the gleaming  
beauty of the sea

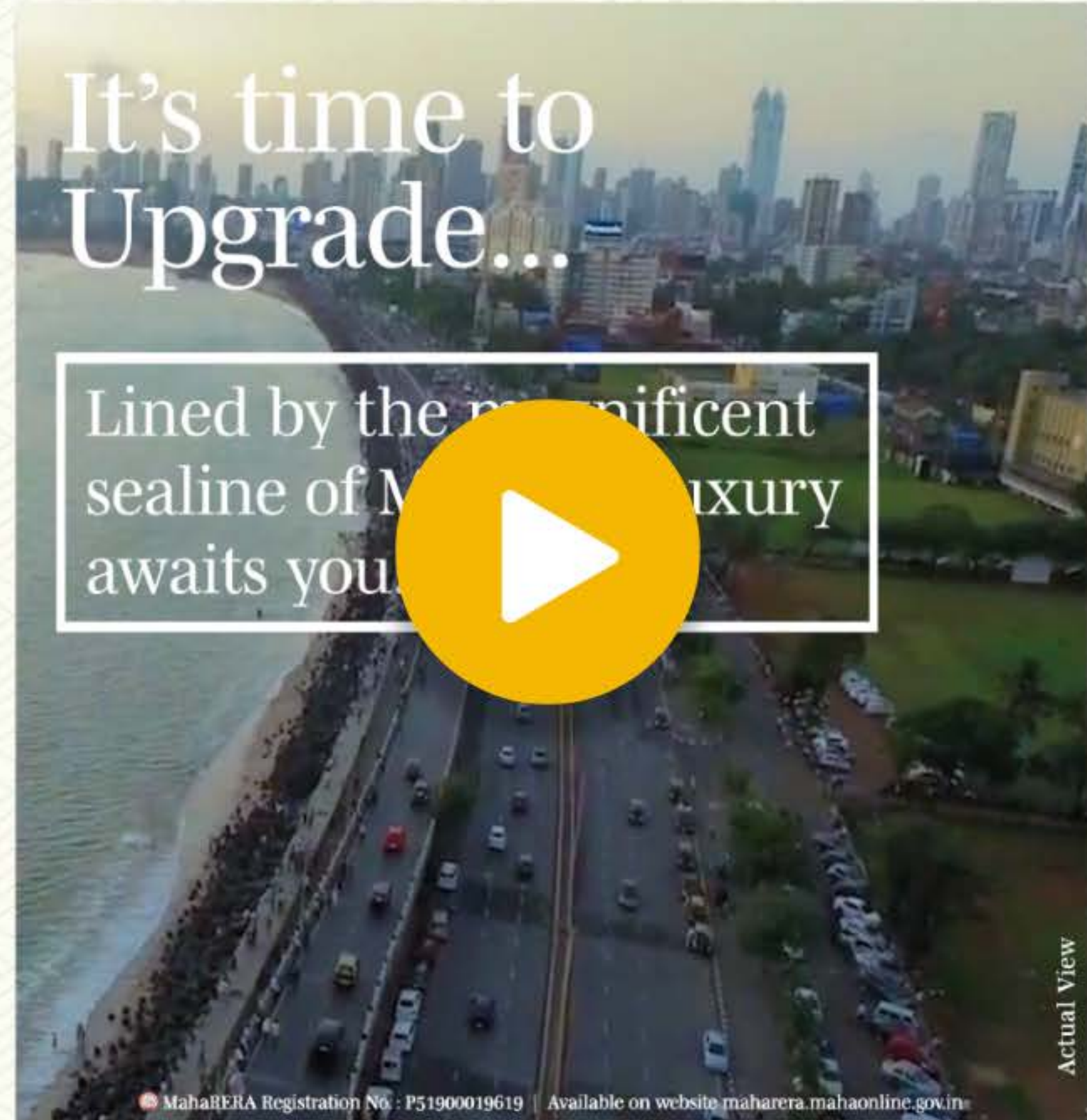
Sleep with soothing  
whispering pebbles.



MaharERA Registration No. : P51900019619 | Available on website maharera.mahaonline.gov.in

It's time to  
Upgrade...

Lined by the magnificent  
sealine of Mumbai, luxury  
awaits you.



MaharERA Registration No. : P51900019619 | Available on website maharera.mahaonline.gov.in



# RESULT

The first booking was received within the first month of running these campaigns and had a satisfactory qualification ratio throughout the duration of the campaigns.

**Customer Acquisition Cost (CAC) = 1.2%.**







## CHALLENGES

The project required a new positioning to go with the new offerings at hand. The Kalyan Dombivli Municipal Corporation & Thane region was a saturated market with the same people being reached multiple times. Due to lockdown, there is no certainty on how much time it will take for recovery and whether it will be a 'return to normalcy' or will we have a 'new normal.' The customers are unable to reach site offices and sales offices. We had to take totally different level in terms of communication; something very different from the past.



## STRATEGY

In the first phase of our strategy, ad creatives with the message of the "Great Home Shopping Festival" were promoted during the lockdown. Positive influence keywords were utilized for the campaign, with an example being 'Blockbuster'. The communication over the phone also included the urgency of purchasing early. The communication in the caption spoke about the benefits of owning a home at Urban Centre without unveiling the project name & pricing. Once the project name & pricing were unveiled, we started aggressively promoting the brand's keywords, along with generic keywords, to rank higher on search networks. The new project positioning communication promoted the concept of smart homes while highlighting the USP of the first-ever township powered by Jio Fiber. We targeted three audience clusters: End Users [based on interest targeting] Investors [KDMC & Thane] & End Users [based on the custom audiences]. Different communication lines were created and utilized in the ads for different audience clusters at regular intervals, keeping the pricing minimum. We also planned and executed for the first time SUPER MIDNIGHT SALE ON RAUNAK SUPER HOMES. The in-market audience in the Ghatkopar-Mulund belt was targeted through ads on social media. Virtual site visits were implemented to ensure sales executives keep on engaging with customers and clear all their doubts.

PRESENTING

# THE SIGNATURE COLLECTION

LIMITED EDITION BESPOKE SKY-ESTATES

AT THE SELTEN ISLE  
PRIVATE FAMILY ESTATES  
PRIME THANE

AN EXQUISITE RAUNAK GROUP OFFERING

## A GRAND 300-FEET ENTRY TO ABSORB IT ALL

LIMITED BESPOKE SKY-ESTATES ₹ 6.3 CR+



Artist Impression

The project has been registered via Maharashtra Registration Number PS1700005880 and is available on the website <https://maharera.maharashtra.gov.in/under-registered-projects>

# THIS Dussehra

OWN YOUR DREAM HOME IN THE FINEST 50-ACRES OF THANE



Artist Impression

50-ACRE TOWNSHIP, 5 MINS FROM HIRANANDANI ESTATES

**GET GOLD WORTH ₹1 LAC**  
ON BOOKING BEFORE 26TH OCTOBER 2020

**BOOK AT JUST ₹9,999** | 0 SDR, 0 GST, 0 EMI\*

**UNNATHI WOODS SUPREME**

Own The Most Premium Address Of The Finest 50-Acres In Thane

LUXURIOUS XL 2 BED HOMES  
POWERED BY **Jio Fiber**

**STARTING @ ₹89.9 LACS**

The project has been registered via Maharashtra Registration Number PS1700005880 and is available on the website <https://maharera.maharashtra.gov.in/under-registered-projects> | \*TMC Apply



ARTIST'S IMPRESSION



KASARVADAVALI, THANE

Fully-Furnished Deluxe 1 Bed Homes

Powered By **Jio Fiber**

The project has been registered via MAHARERA Registration Number P57700020921, P57700015800 & is available on the website: <https://maharera.mahonline.gov.in> under registered projects | \*TnC Apply

Book Your Home In  
The Finest 50-Acres Of Thane And

— SAVE —  
**₹ 3 LACS**

Project funded by  
**JM FINANCIAL**

**Raunak**  
Group

**Raunak**  
Group

PRE-LAUNCHING —

THE BEST 2  
BED HOME OF  
**THANE**  
IN THE FINEST  
TOWER OF  
50-ACRES

RAUNAK CODENAME  
**LIV-LARGE**



BUY LARGE 2 BED HOMES AT  
THE BEST VALUE PRICES STARTING

**₹ 79.9**  
LACS

**8%** PAY  
NOW & NOTHING  
TILL 2022

JUST 5 MINS FROM HIRANANDANI ESTATE, KASARVADAVALI E, THANE

The project has been registered via MAHARERA Registration Number P57700020921, P57700015800 & is available on the website: <https://maharera.mahonline.gov.in> under registered projects. Artistic Impression | \*TnC Apply



PRE-LAUNCHING

# THE INFINITY TOWER



At Kalyan's most successful township  
**RAUNAK URBAN CENTRE**

**35-ACRE MEGA TOWNSHIP** 10 MINS TO STATION



**THE INFINITY TOWER**  
RAUNAK URBAN CENTRE  
**KALYAN WEST**

Fully furnished smart XL 1 BHKs

@

## ₹38.4 LACS

All-inclusive



This project has been registered via MahaRERA Registration Number P51700019790, P51700019962, P51700020241, P51700020982, P51700017488, P51700009332 and is available on the website <https://maharera.maharera.gov.in> under registered projects. \*T&C Apply.



# 4040

UNDER

४० पेक्षा जास्त अमेनिटीज ४० लाखांच्या आत

प्रस्तुत करीत आहोत मुंबईतिल सर्वात

## ओव्हरलोडेड १ बेड स्मार्ट होम्स

पॉवर्ड बाय

**Jio Fiber**

प्रोजेक्ट फंडेड बाय ICICI बँक

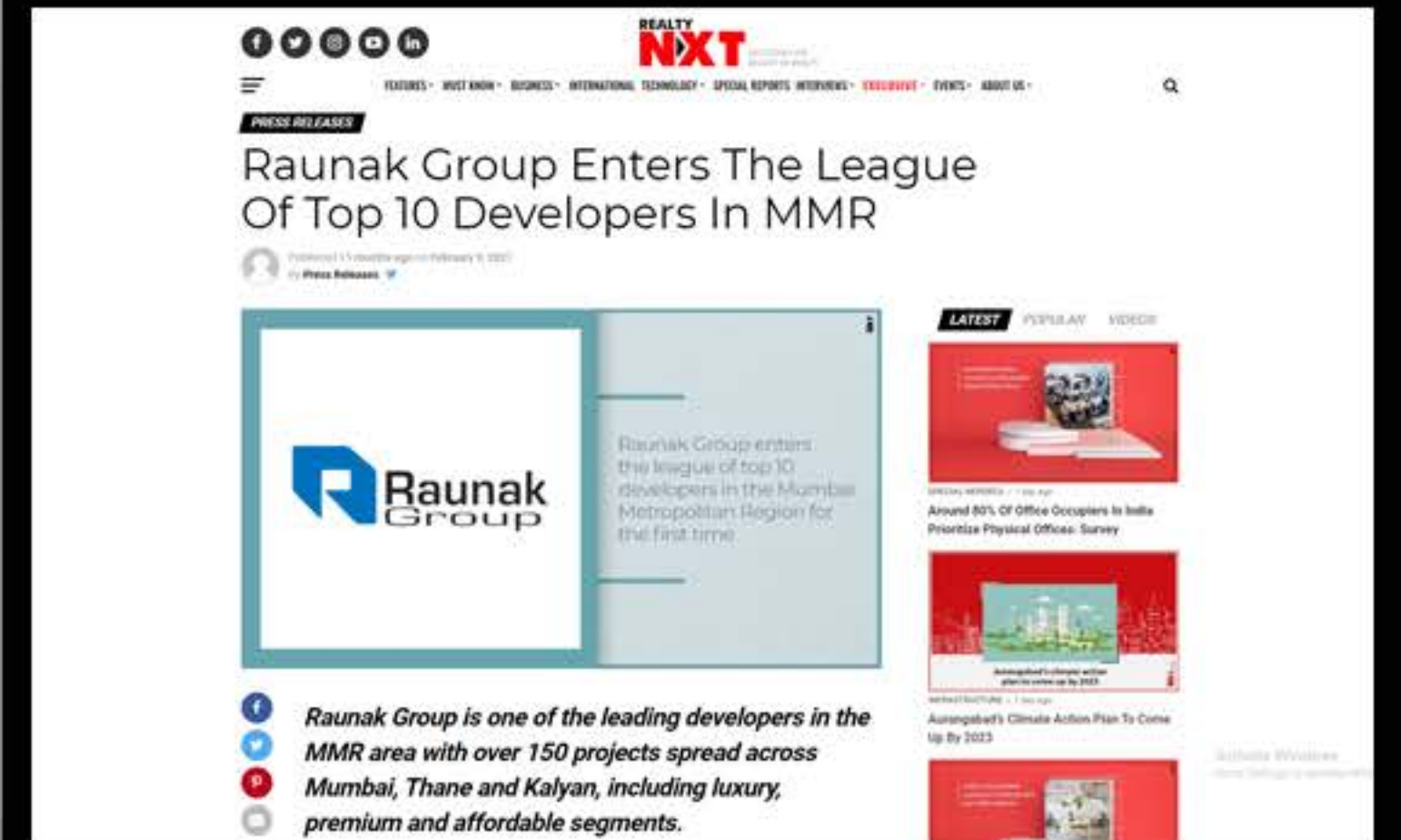
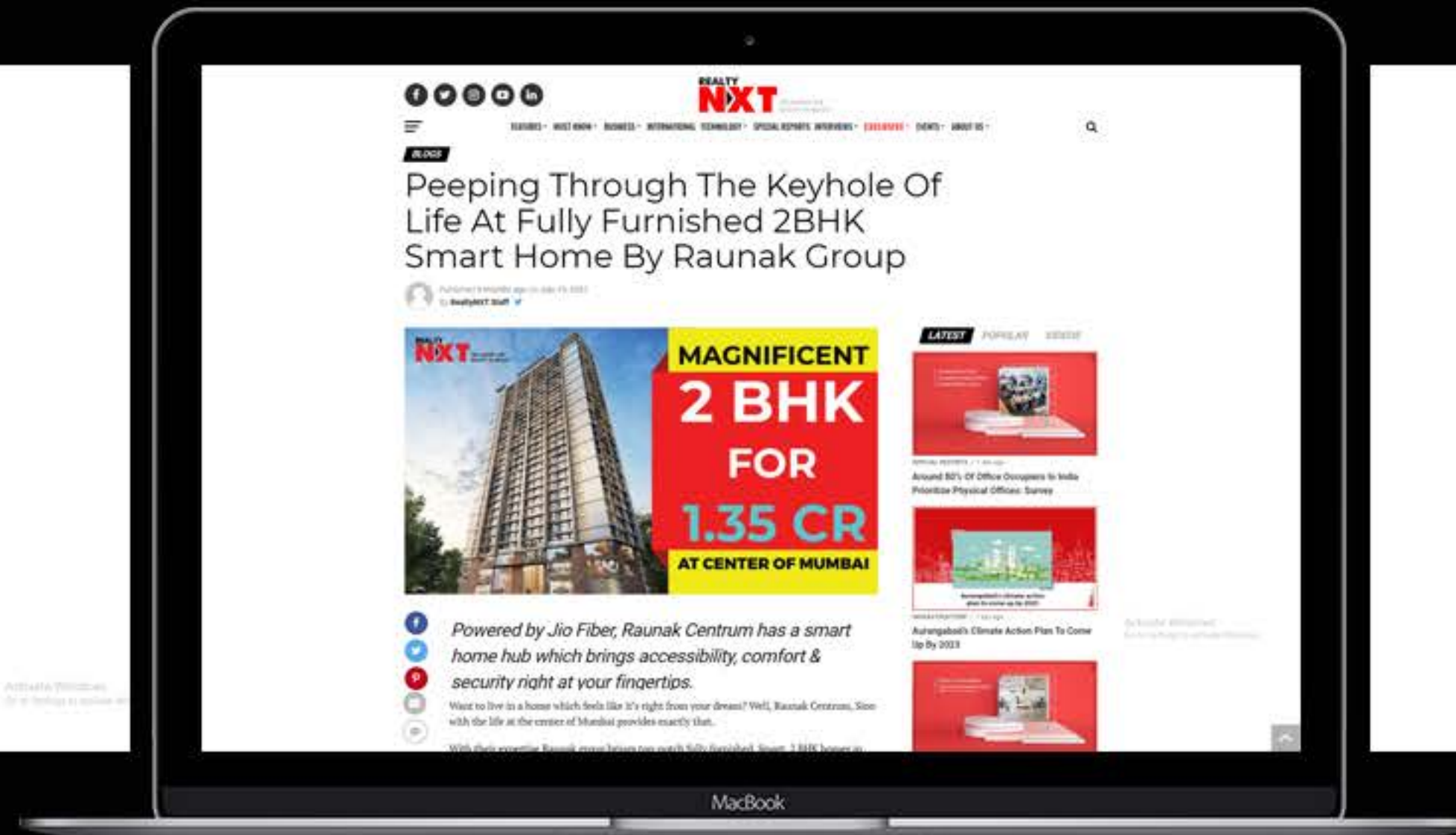
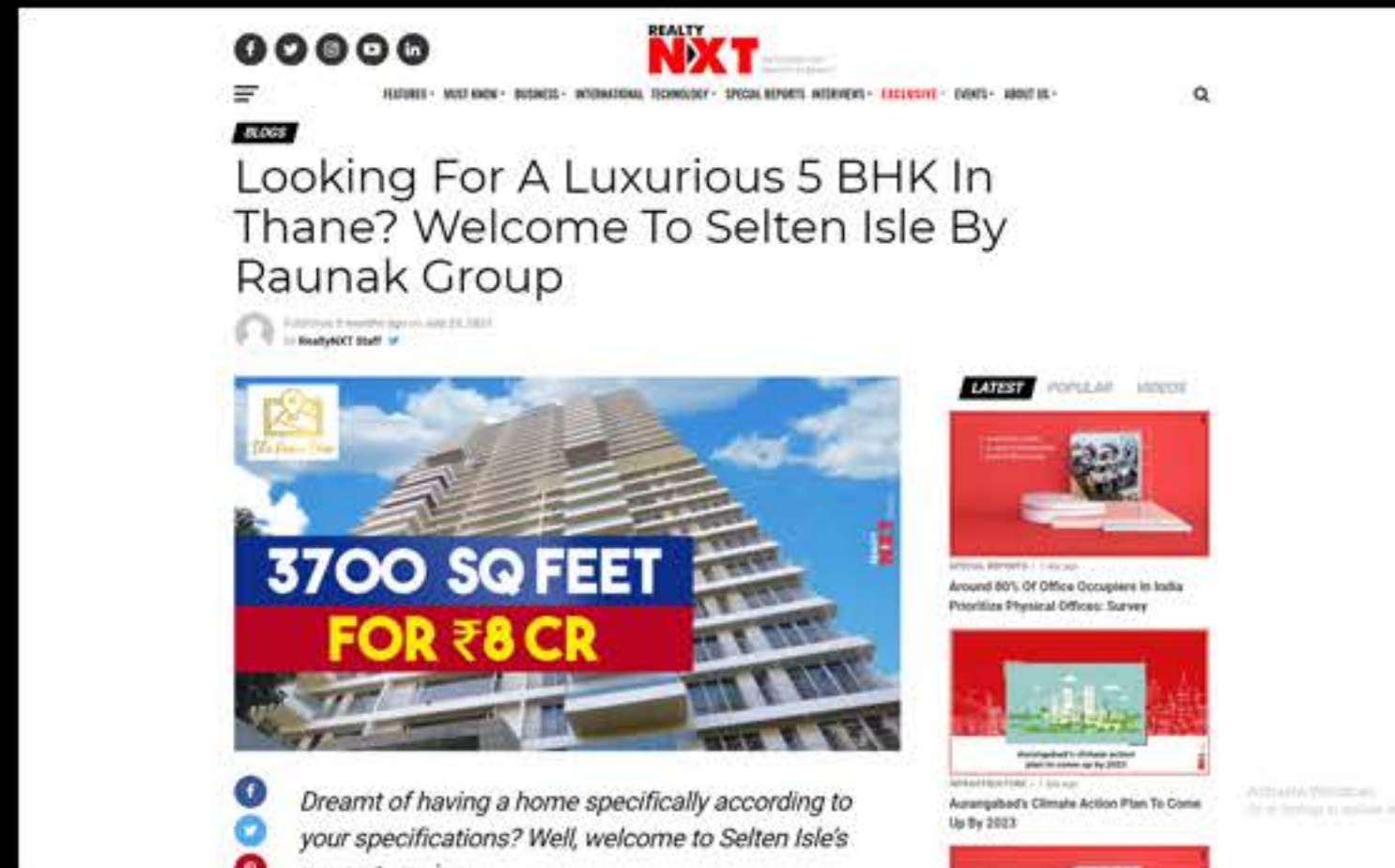


खडकपाडा – आधारवाडी, कल्याण पश्चिम

The project has been registered via MahaRERA Registration Number P51700019790, P51700019962, P51700020241, P51700020982, P51700017488, P51700009332 and is available on the website <https://maharera.maharera.gov.in> under registered projects.

PR

ARTICLE



62
2 Comments 10 Shares

**The Selten Isle**  
Sponsored ·

Fully-customisable 5 Bed Homes designed by India's most sought-after celebrity interior designer. OC-Received & ZERO GST. ...see more

THE SELTEN ISLE  
PRIME THANE

THE CITY'S LARGEST HOMES.  
5 BED SKY-ESTATES  
**3400+ SQFT**  
PRIME THANE

**₹ 5.99 CR+**  
0 GST | OC-READY

FORM ON FACEBOOK  
Ultra-Luxury 5 Bed Homes in Prime Thane @5.99Cr Onwards.

SIGN UP

541
26 Comments 87 Shares

**Raunak Group**  
Sponsored ·

Unbelievable but true!  
Homes in Thane at Non-Thane Prices  
- Super-sized fully furnished 1BHKs ...see more

PRE-LAUNCHING

**THANE'S BIGGEST BONUS GUARANTEE**

**FULLY FURNISHED 1 BHK HOMES**

**₹49.9 LACS**  
ALL-INCLUSIVE

Smart Homes powered by

Large 1BHKs in Thane @  
₹49.9Lac All-in

Official Site of Raunak Codename ...

GET QUOTE

**Raunak Group**  
Sponsored ·

Launching "Raunak Super Homes" in Prime Thane with Super benefits.  
Any home. Any View. One all-in ...see more

**Raunak SUPER HOMES**

AT 25% LOWER MARKET PRICES IN PRIME THANE

ANY LOCATION ANY VIEW ANY FLOOR

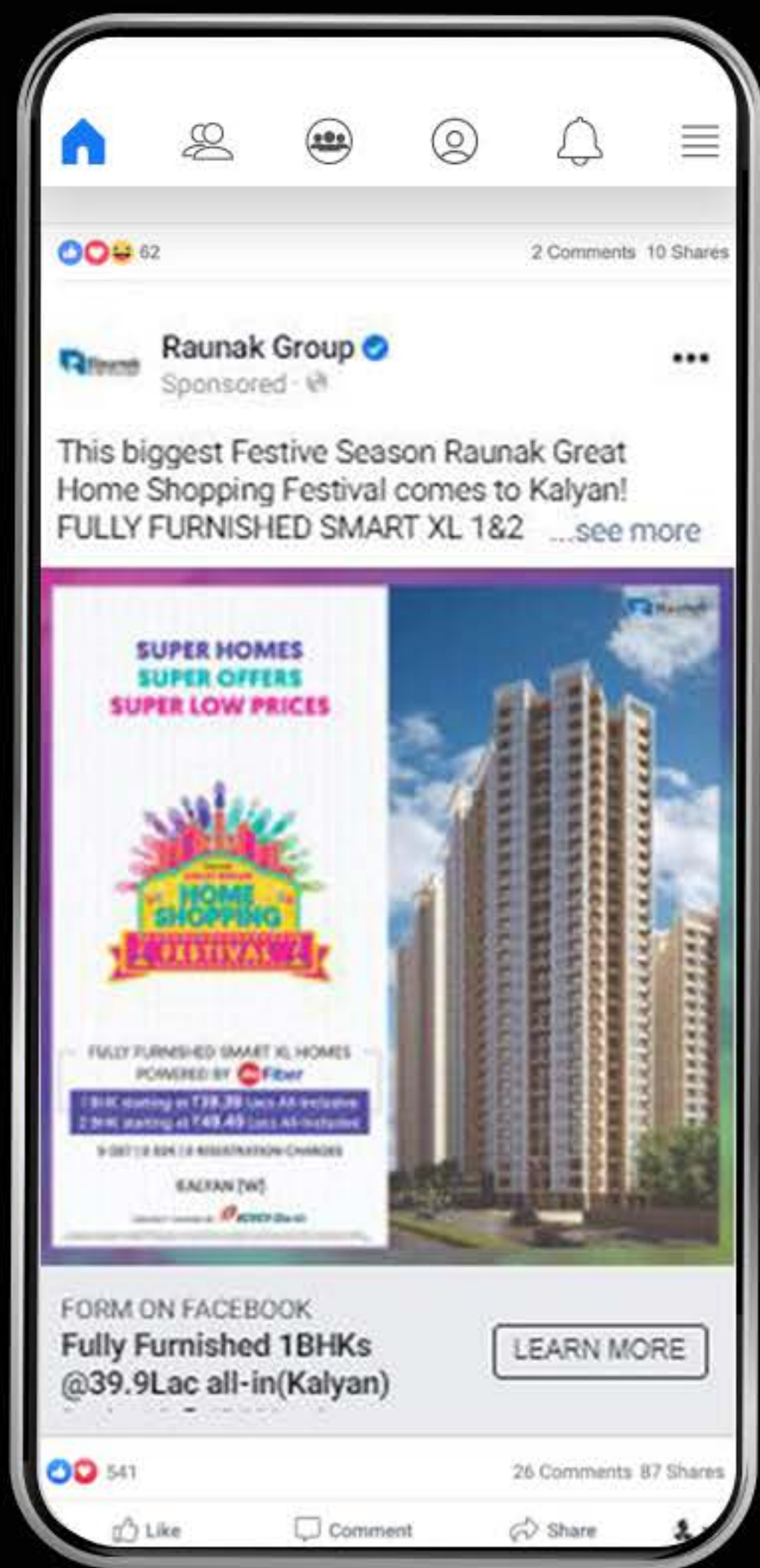
**ONE PRICE FOR ALL**

1 BED <b>₹59.9 LACS</b> ALL-IN	2 BED <b>₹89.9 LACS</b> ALL-IN	BOOK NOW WITH JUST <b>₹9,999</b>
--------------------------------------	--------------------------------------	-------------------------------------

Super-sized premium homes powered by

1Bed: ₹59.9 Lacs | 2Bed ₹89.9 Lacs (All-in) in Prime Thane  
VISIT ONLINE | EXPERIENCE ONLI...

GET QUOTE



**Raunak Group** Sponsored · 🌐

The Great Indian Home Shopping festival is ONLINE. Any home. Any View. One all-in price. Book your Raunak Super home ...see more

**LAUNCHING**

**THE GREAT HOME SHOPPING FESTIVAL**

FOR THE FIRST TIME IN PRIME THANE

ANY LOCATION ANY VIEW ANY FLOOR

ONE PRICE FOR ALL

1 BED <b>₹59.9 LACS</b> ALL-IN	2 BED <b>₹89.9 LACS</b> ALL-IN	BOOK NOW WITH JUST <b>₹9,999</b>
--------------------------------------	--------------------------------------	-------------------------------------

Super-sized premium homes powered by **JioFiber**

1Bed: ₹59.9 Lacs | 2Bed ₹89.9 Lacs (All-in) in Prime Thane  
VISIT ONLINE | EXPERIENCE ONLI...

GET QUOTE

**Raunak Group** Sponsored · 🌐

This biggest Festive Season Raunak Great Home Shopping Festival comes to Kalyan! FULLY FURNISHED SMART XL 1&2 ...see more

**WIN EXCITING PRIZES WORTH ₹15 LACS**  
AT FESTIVE SEASON LUCKY DRAW

**Super-sized premium homes powered by JioFiber**

Fully-Furnished Smart Homes  
Powered By **JioFiber**

1 BHK starting at ₹39.99 Lacs All-inclusive  
2 BHK starting at ₹49.49 Lacs All-inclusive

**KALYAN (W)**

FORM ON FACEBOOK  
1&2BHKs@39.9L All-in (Kalyan) | 0 SDR 0 GST

LEARN MORE



**Raunak Group**  
Sponsored · 🌐

LAST CALL! Thane's Biggest Bonus Guarantee ENDS on 5th July.  
- Spacious furnished 1BHKs in a ...see more



LAST 2 DAYS  
LEFT TO LAST 2 CHOICES SAVE ₹9 LACS OR LOSE ₹9 LACS ON YOUR DREAM HOME

Fully Furnished Deluxe 1 Bed Homes at Only ₹49.9 Lacs All-in

**PRICES SET TO RISE BY ₹9 LACS AFTER 5<sup>TH</sup> JULY**

**BONUS CITY**

Large 1BHKs in Thane @49.9Lacs (All-Inclusive)  
Official Site of Raunak Codename ...

GET QUOTE

**Raunak Group**  
Sponsored · 🌐

LAST CALL! Thane's Biggest Bonus Guarantee ENDS on 5th July.  
- Spacious furnished 1BHKs in a ...see more



**THANE'S BEST DEAL ENDS 5TH JULY**

Fully Furnished Deluxe 1 Bed Homes at Only ₹49.9 Lacs All-in

**PRICES SET TO RISE BY ₹9 LACS**

**BONUS CITY**

Large 1BHKs in Thane @49.9Lacs (All-Inclusive)  
Official Site of Raunak Codename ...

GET QUOTE



**Raunak Group**  Sponsored · 

Fully Furnished Smart XL 1BHKs starting@38.4Lacs by Raunak Group with 30+ Child First Amenities at The Infinity ...see more

**BOOK NOW OR LOSE ₹3 LACS\***

 **THE INFINITY TOWER**  
KALYAN, WEST

Fully furnished smart XL 1 BHK powered by  **AT ₹38.4 LACS**

**FORM ON FACEBOOK**  
**Fully Furnished 1BHKs@38.4Lac all-in...**

**GET QUOTE**

**Raunak Group**  Sponsored · 

Presenting for the 1st Time Ever in Thane, Raunak Super Midnight Sale! Subscribe & avail Mega Benefits. SAVE min. ₹ 9+9 ...see more

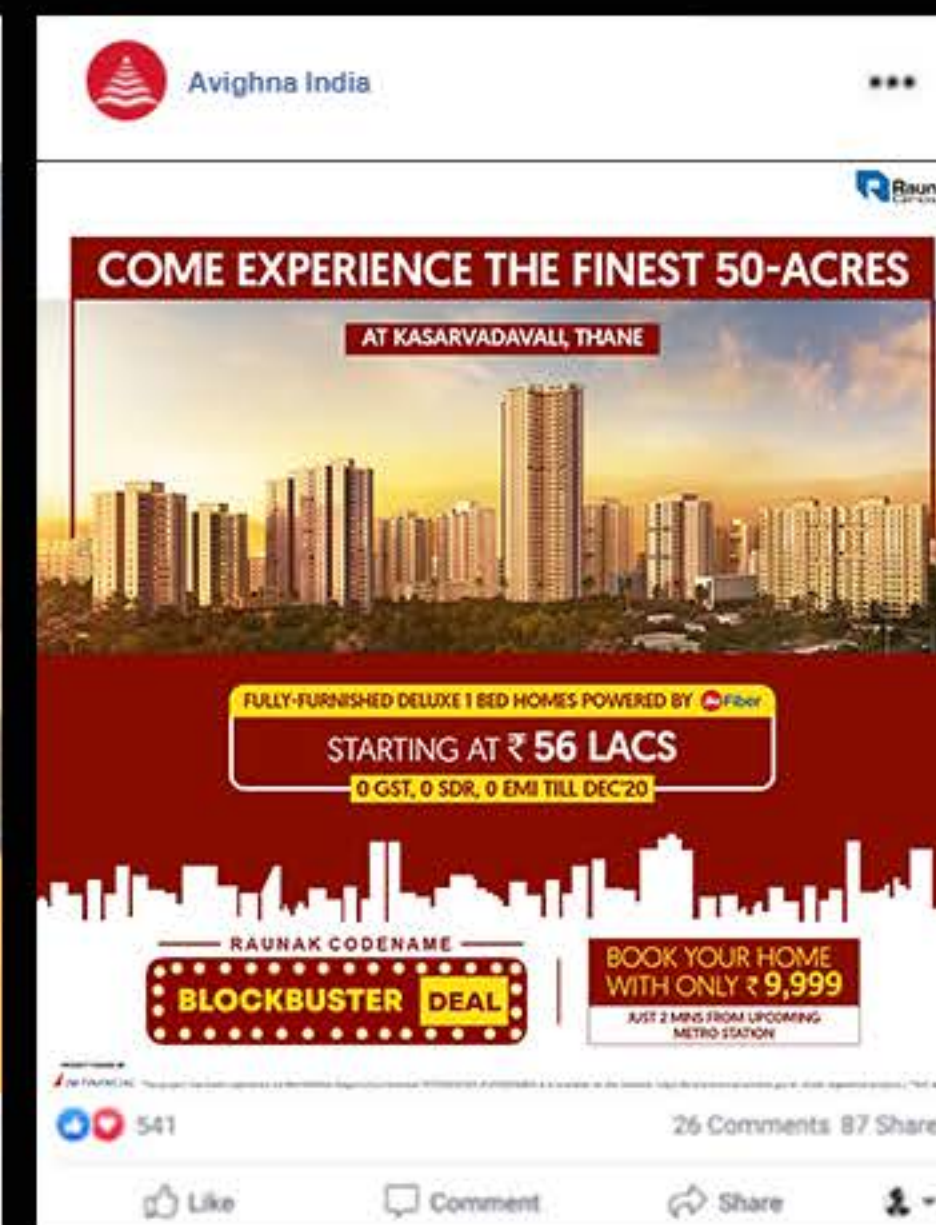
**SUPER MIDNIGHT SALE**  
31.07.2020  
9PM - 11.59PM

**1BHK AT ₹ 59.9 LACS ALL-IN & 2BHK AT ₹ 89.9 LACS ALL-IN**  
WITH BIG SAVINGS UPTO MINIMUM ₹ 9 LACS + ₹ 9 LACS

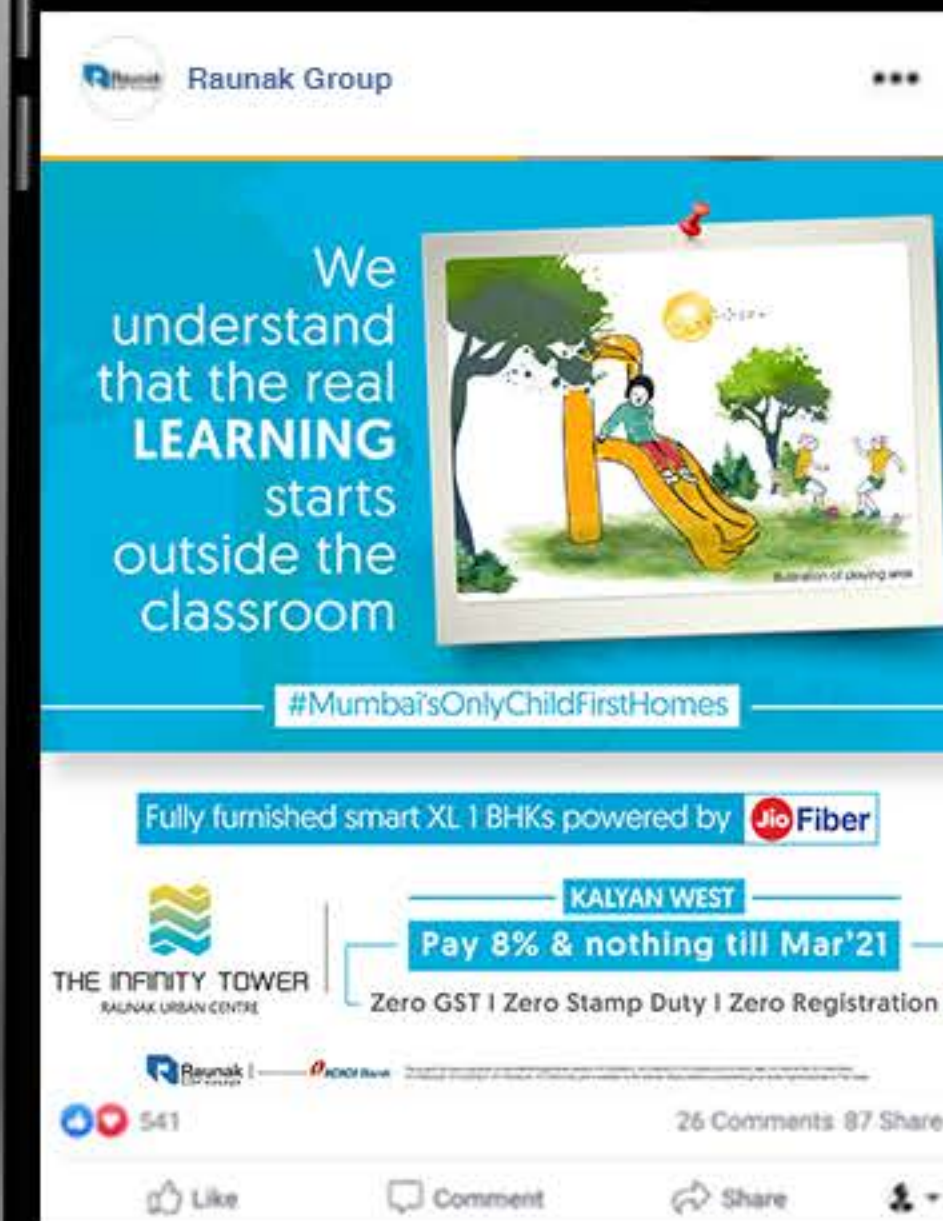
**BOOK YOUR HOME AT JUST ₹ 9,999**

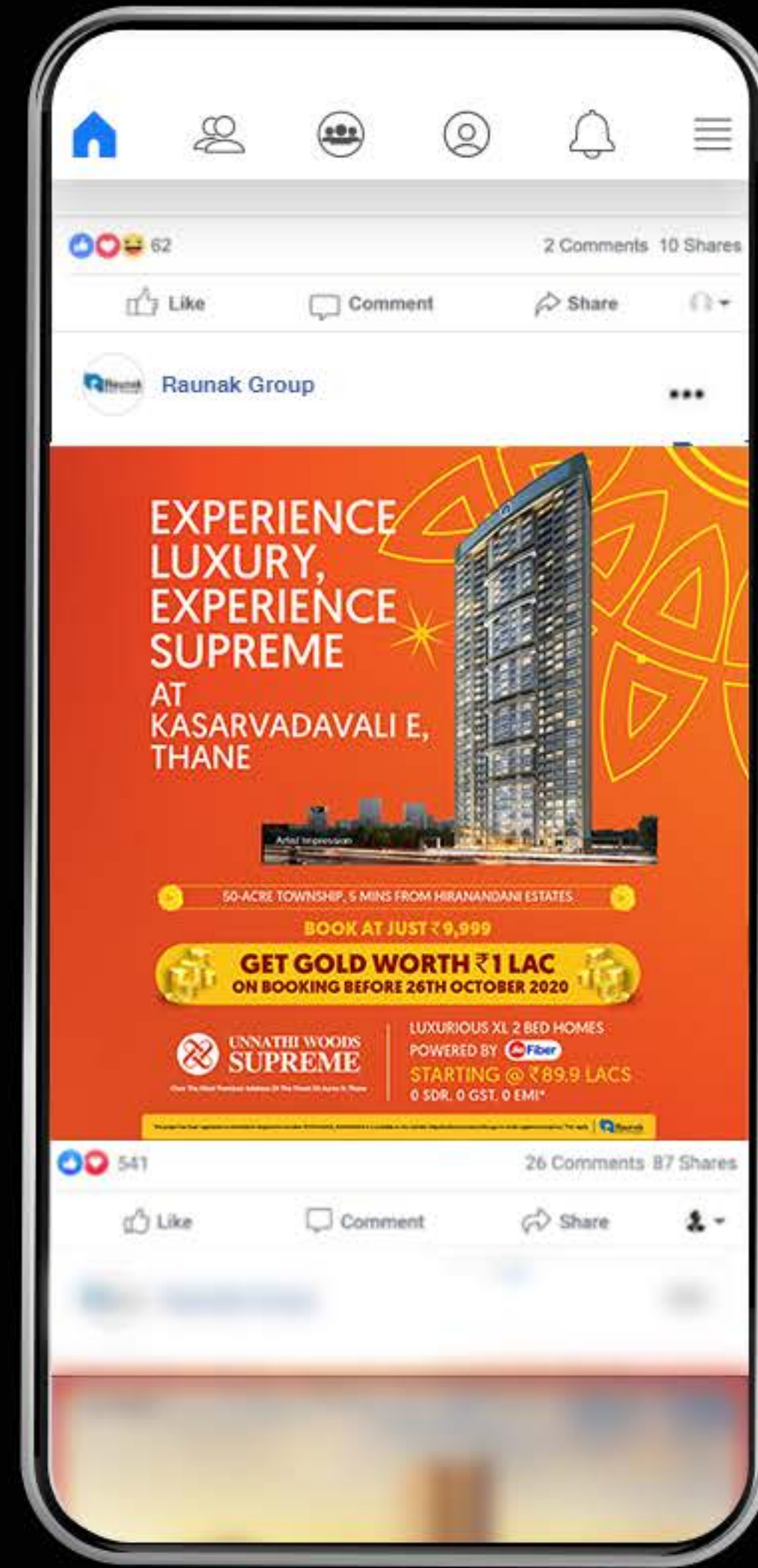
**Super Midnight Homes Sale**  
1BHK@₹59.9L, 2BHK@₹89.9L(all-in-...)

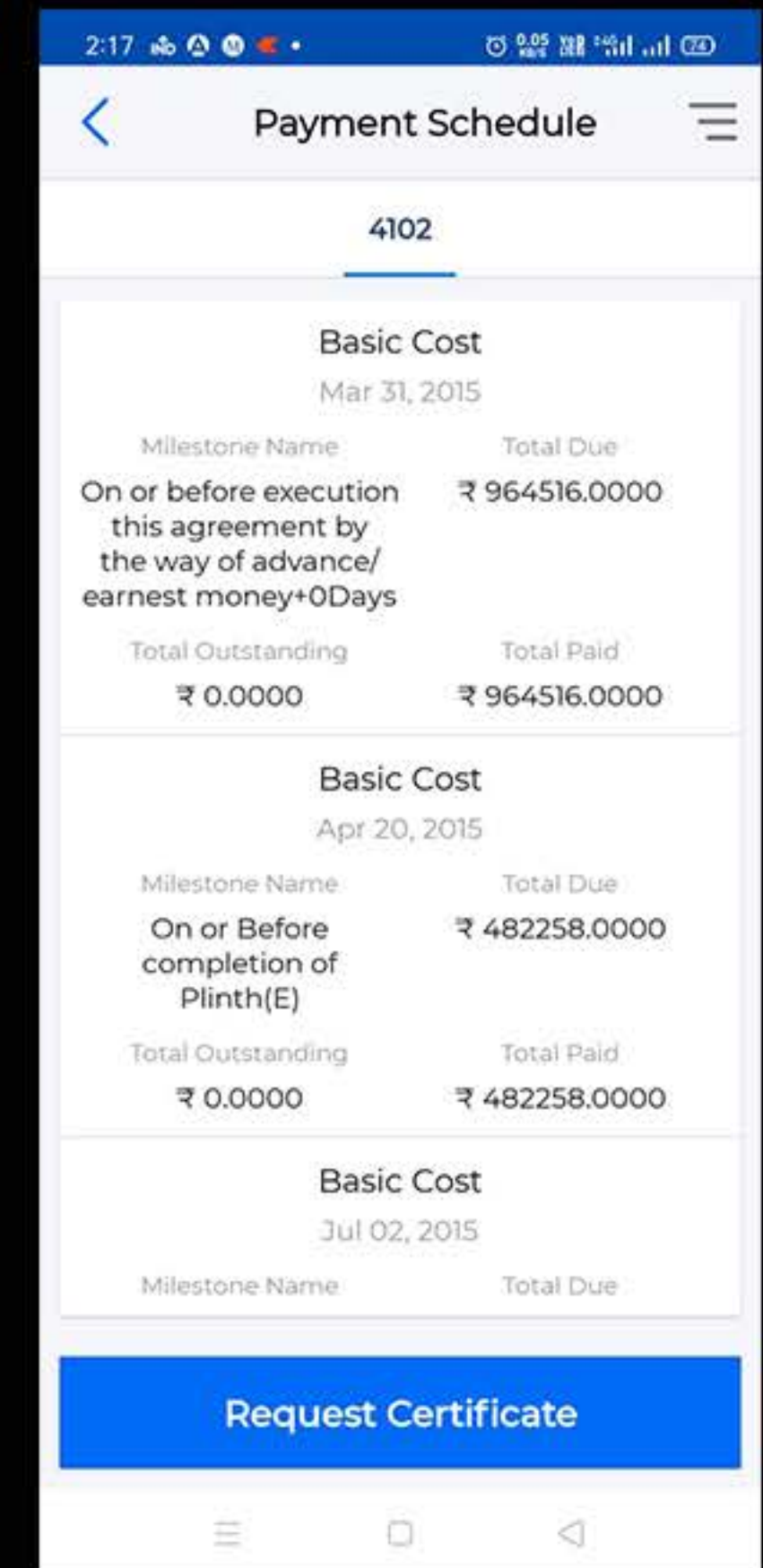
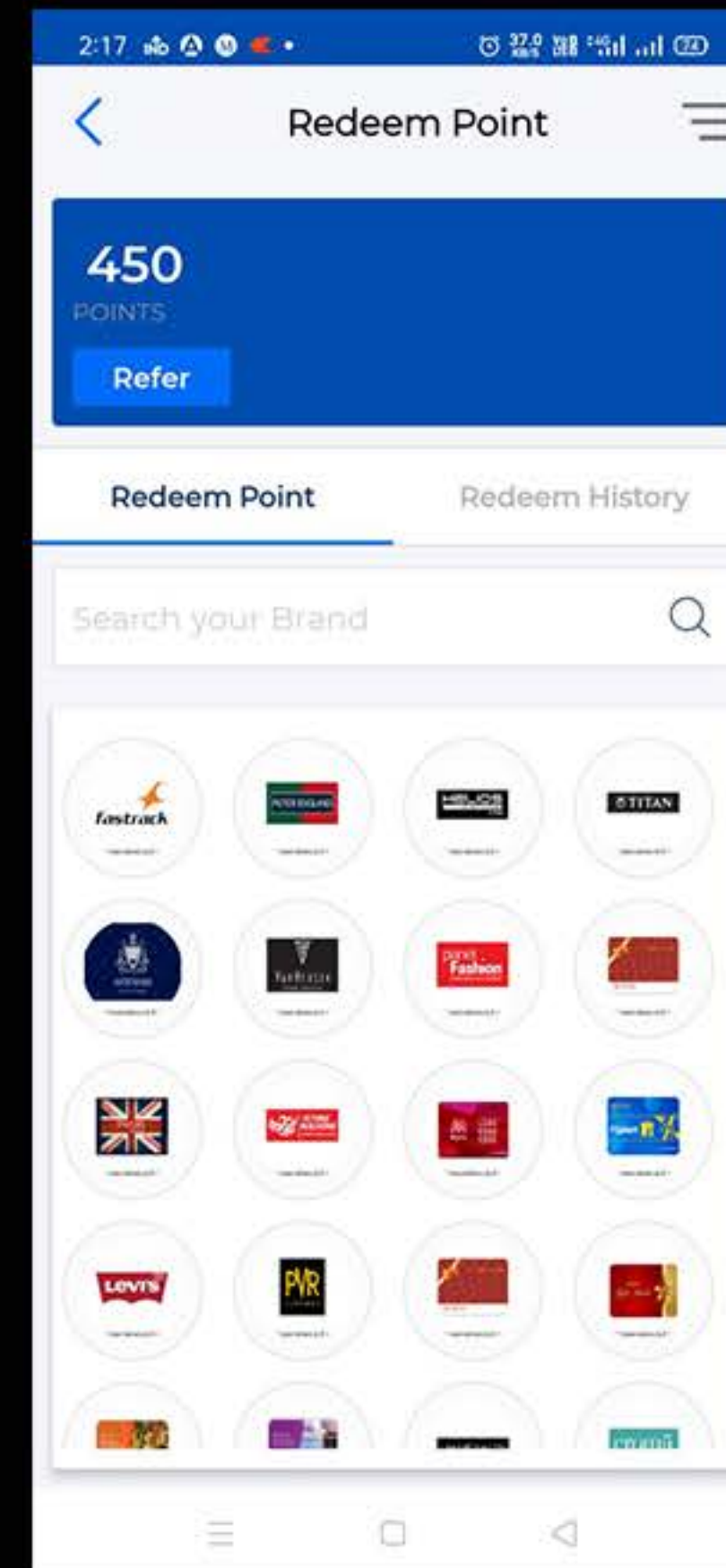
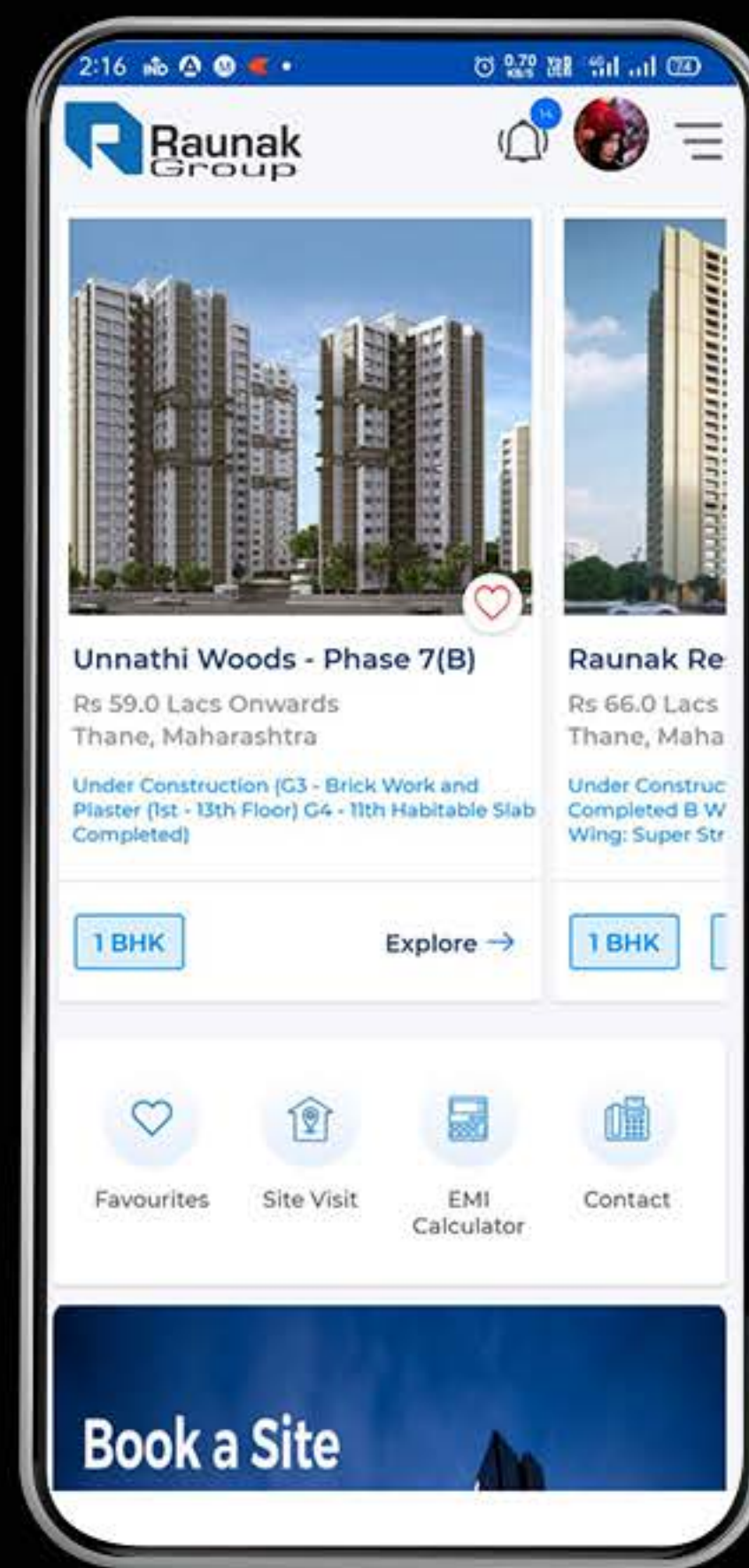
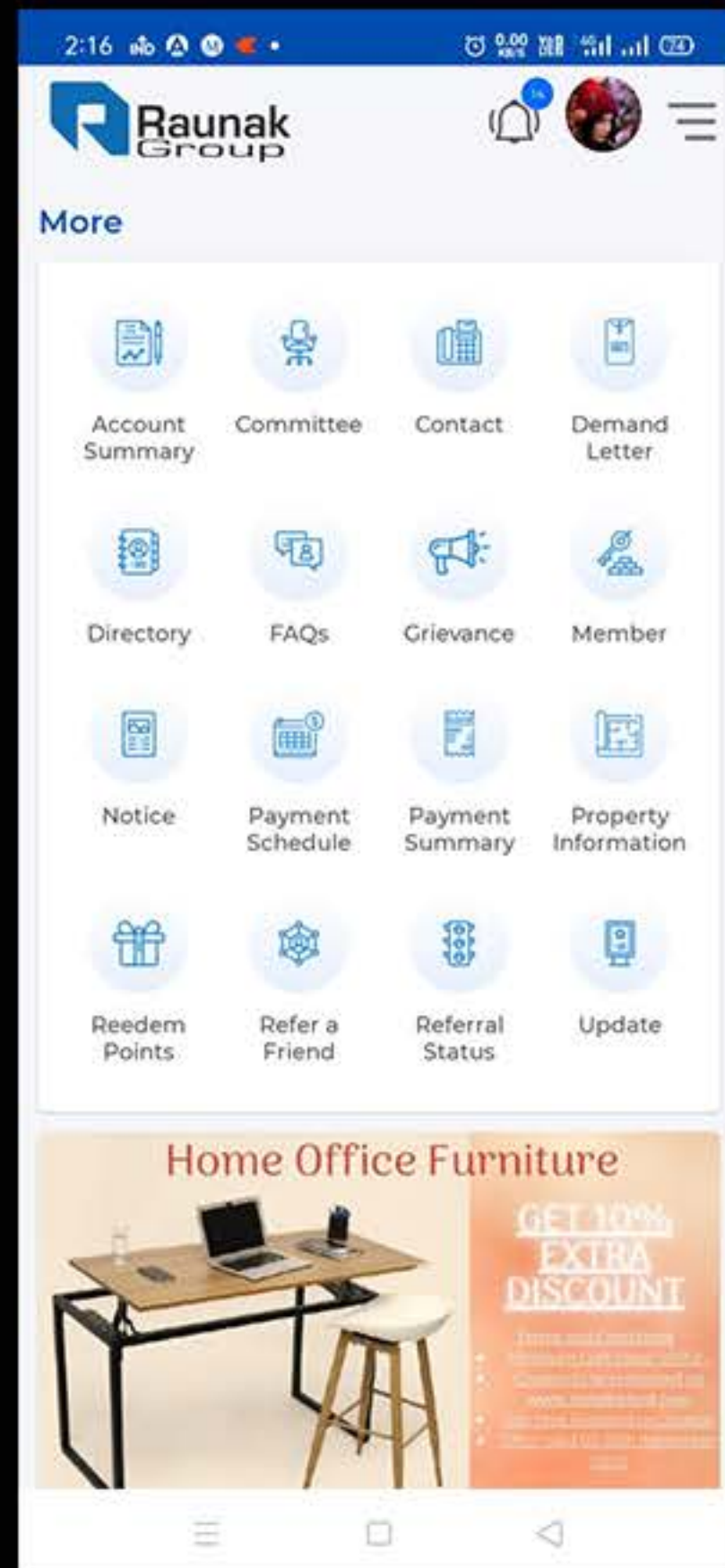
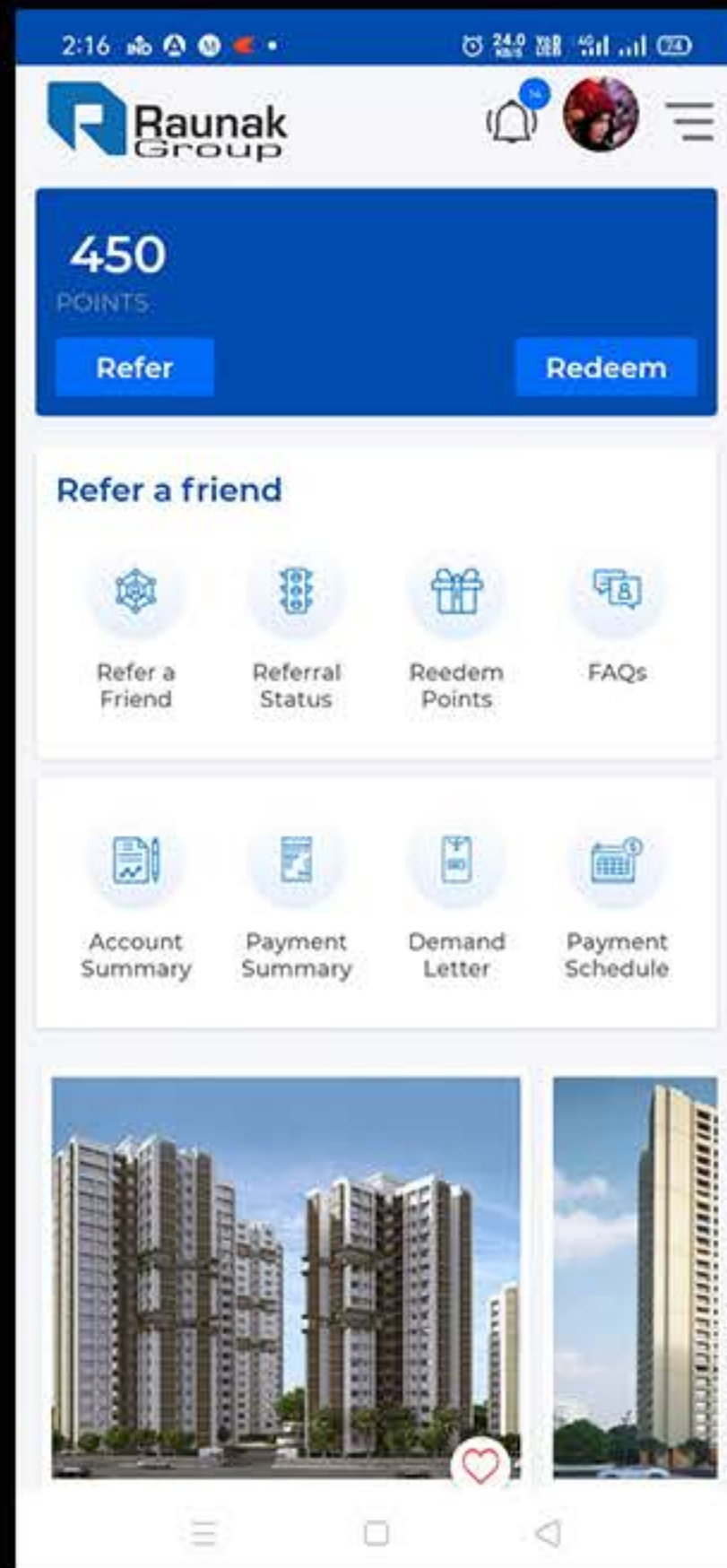
**GET QUOTE**











THE COMPREHENSIVE LEADER OF  
**MUMBAI'S REAL ESTATE**  
IS COMING BACK TO ITS OFFICE



0:50 / 1:56

Scroll for details





**Mr. Amar Mahabale**  
Raunak City, Kalyan



Activate Windows  
Go to Settings to activate Windows.

Exit full screen

**PRE-LAUNCHING MUMBAI'S BIGGEST  
MEGA-HOUSING JACKPOT OF THE LARGEST  
PLANNED TOWNSHIP IN PRIME KALYAN**



Activate Windows  
Go to Settings to activate Windows.



Raunak Codename  
**CENTRE  
of MUMBAI**  
THE CENTRAL LIFESTYLE DISTRICT

**STARTING AT ₹ 1.27 CR.**  
**0 POSSESSION CHARGES | 0 SDR | 0 AMENITY CHARGES**



MORE VIDEOS



Activat  
Go to Setting

N

RAUNAK 108 ,THANE



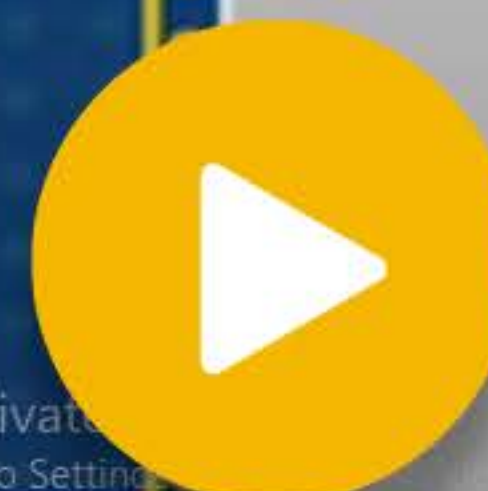
Watch later

Share

PRESENTING

# THANE'S BIGGEST HUNDRED PERCENT GUARANTEE

Activated  
Go to Settings



0:02 / 0:30

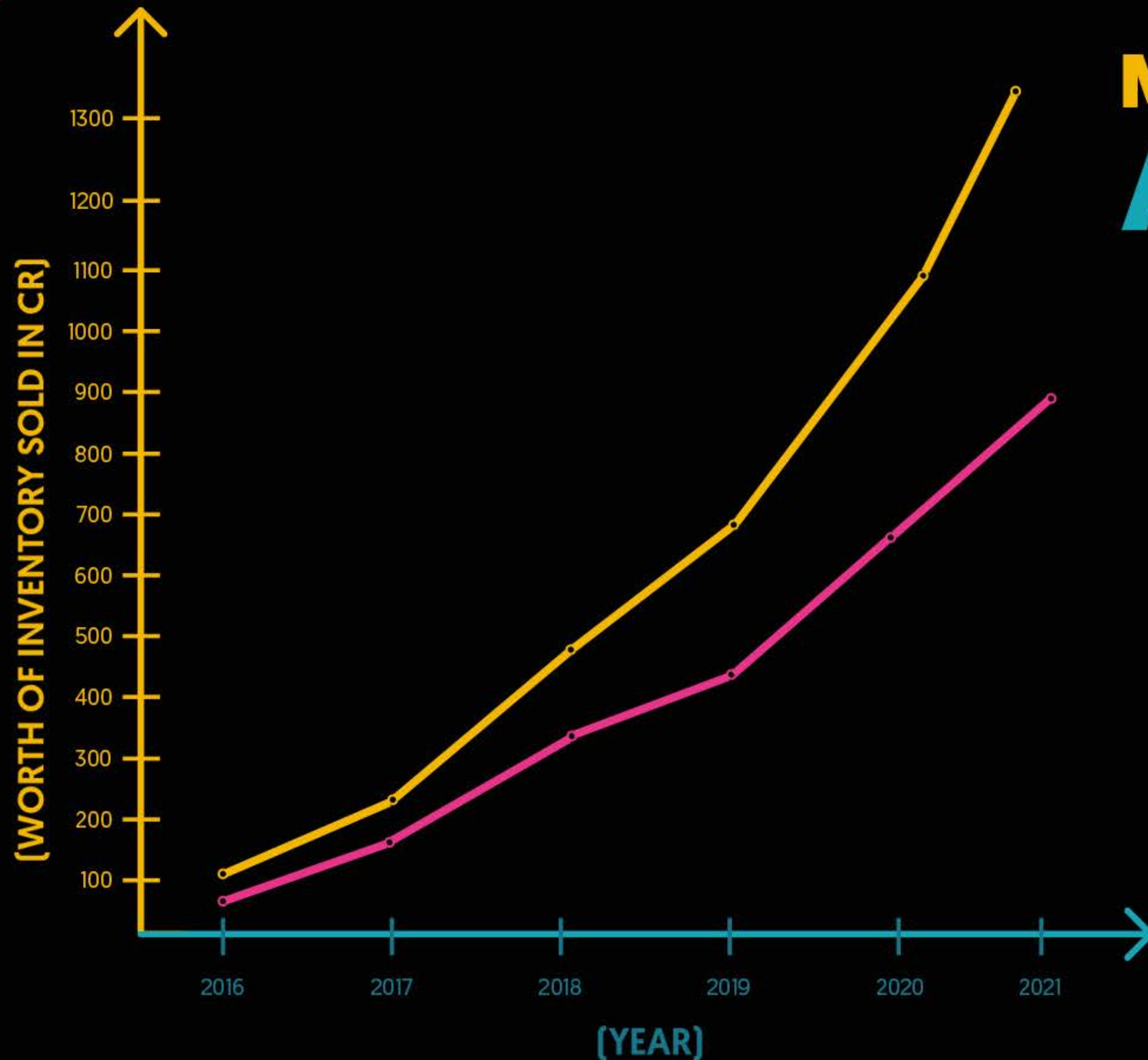


YouTube



**MAKING YOU ALIKE US.**  
**ACCUSTOMED**  
**TO**  
**GROWTH!**

● **TOTAL SALES**  
● **DIGITAL CONTRIBUTION  
FOR TOTAL SALES**





# EMAAR

INDIA





## CHALLENGES

Emaar experienced numerous obstacles as a result of the pandemic. People and construction workers went back to their roots, their hometown, because they didn't know when the pandemic/quarantine would stop. As a result, the construction phase was hit the hardest, causing delays in possession dates.

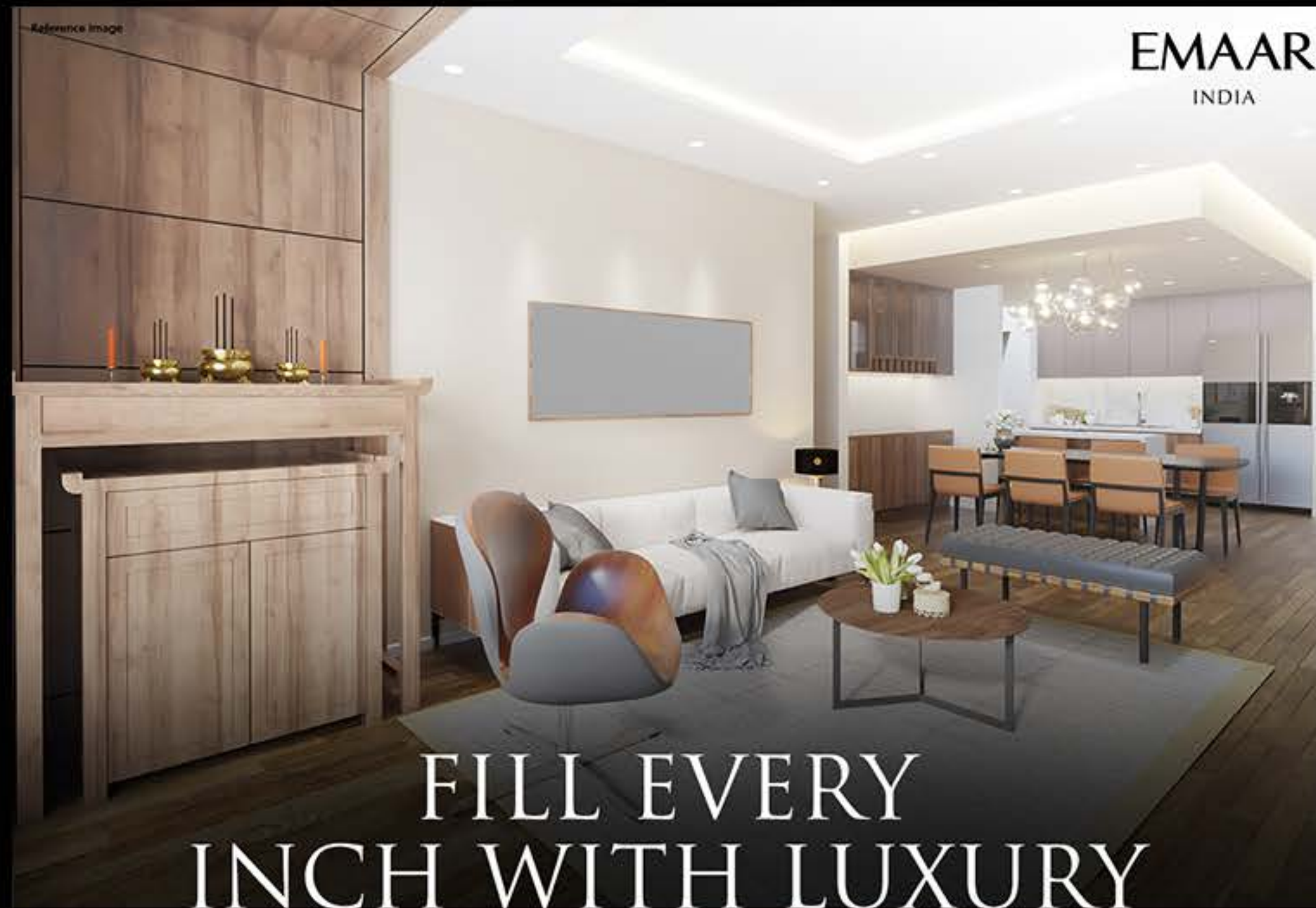
The lead-to-qualification ratio decreased dramatically. Number of site visits conducted through digital channels went down which affected the sales directly.



## STRATEGY

Our primary strategy was to study the brand thoroughly and how it was perceived by the buyers. We took advantage of the benefits of customized adverts based on a user's location, interests, and demographics. We did extensive re-marketing & created a lookalike audience from the historical data. Apart from Facebook & Google, we integrated a variety of advertising platforms like Taboola, Algebra, Colombia & Performance max by Google.





EMAAR  
INDIA

FILL EVERY  
INCH WITH LUXURY

400 SQ. YD. STARTING

₹ **6.7 CR\***

LIMITED RESIDENTIAL PLOTS

EMERALD HILLS  
*Plots*

GURGAON, SECTOR 65

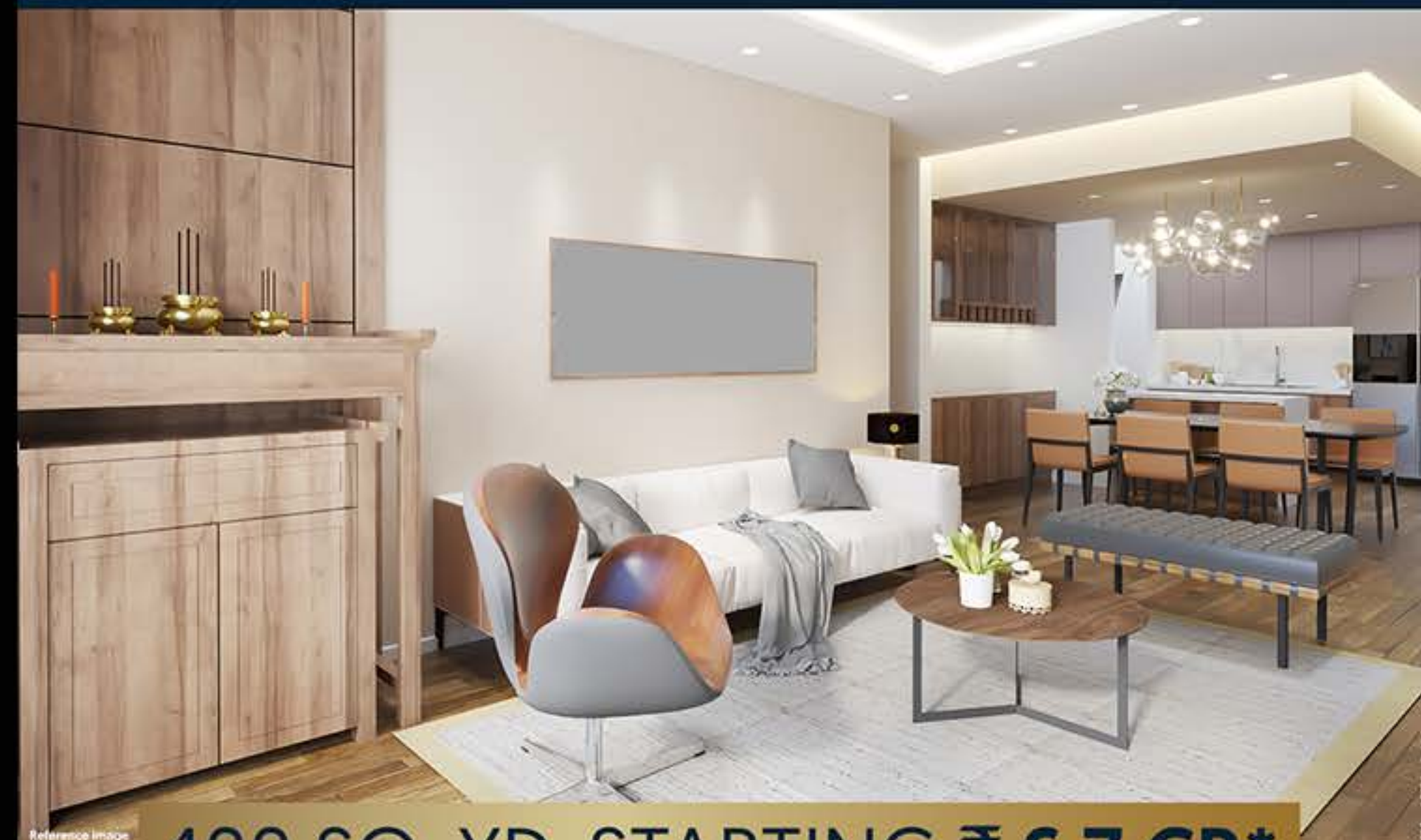
HRERA No.: 162 of 2017 dated 29.08.2017 is available on the website www.haryanarera.gov.in under registered projects.

T&C and GST Applicable\*



EMERALD HILLS  
*Plots*

Experience luxury like never before.  
**Live at the epitome of grandeur.**  
**GURGAON, SECTOR 65**



Reference image

400 SQ. YD. STARTING ₹ **6.7 CR\***

LIMITED RESIDENTIAL PLOTS

HRERA No.: 162 of 2017 dated 29.08.2017 is available on the website www.haryanarera.gov.in under registered projects.

T&C and GST Applicable\*



EMAAR  
INDIA

A business centre  
built in the most  
convenient location  
of **GURUGRAM.**

Modern Office Spaces  
454 SQ.FT. – 13200 SQ.FT.

Starting at  
**₹40 LACS\***

**Sector 66, Golf Course Extension Road, Gurugram**

RERA Registration No. 156 of 2017 dt. 28.08.2017 available on <https://haryanarera.gov.in/>

T&C Apply\* Taxes as applicable

EMAAR  
INDIA

**READY-TO-OCCUPY,  
NEW-AGE OFFICE  
SPACES WITH  
ATTRACTIVE  
LEASING OPTIONS!**

**LIMITED PERIOD OFFER!**

Actual Image



EMERALD PLAZA  
SECTOR 65, GURGAON

**Sizes : 300 - 1500 Sq. Ft.**

Occupation Certificate: ZP-560-A/SD(BS)/2017/528 dated 08.01.2018.



# RESULT

With the help of our strategies & in-house marketing mix module, Marketing Signal, we were able to achieve an increased **average qualification ratio of 25%**.

A decrease in cost per site visit by **48%**.

**Customer Acquisition Cost (CAC) = 1.6%.**





India | Sotheby's  
INTERNATIONAL REALTY





## CHALLENGES

"Go extra miles. It's never crowded." Wayne Dyer. And such was also the requisite by the brand. The brand aimed at generating high-quality leads of the high-end luxury projects for high-end luxury consumers, while also promoting their properties in the UK for the Indian end-users.

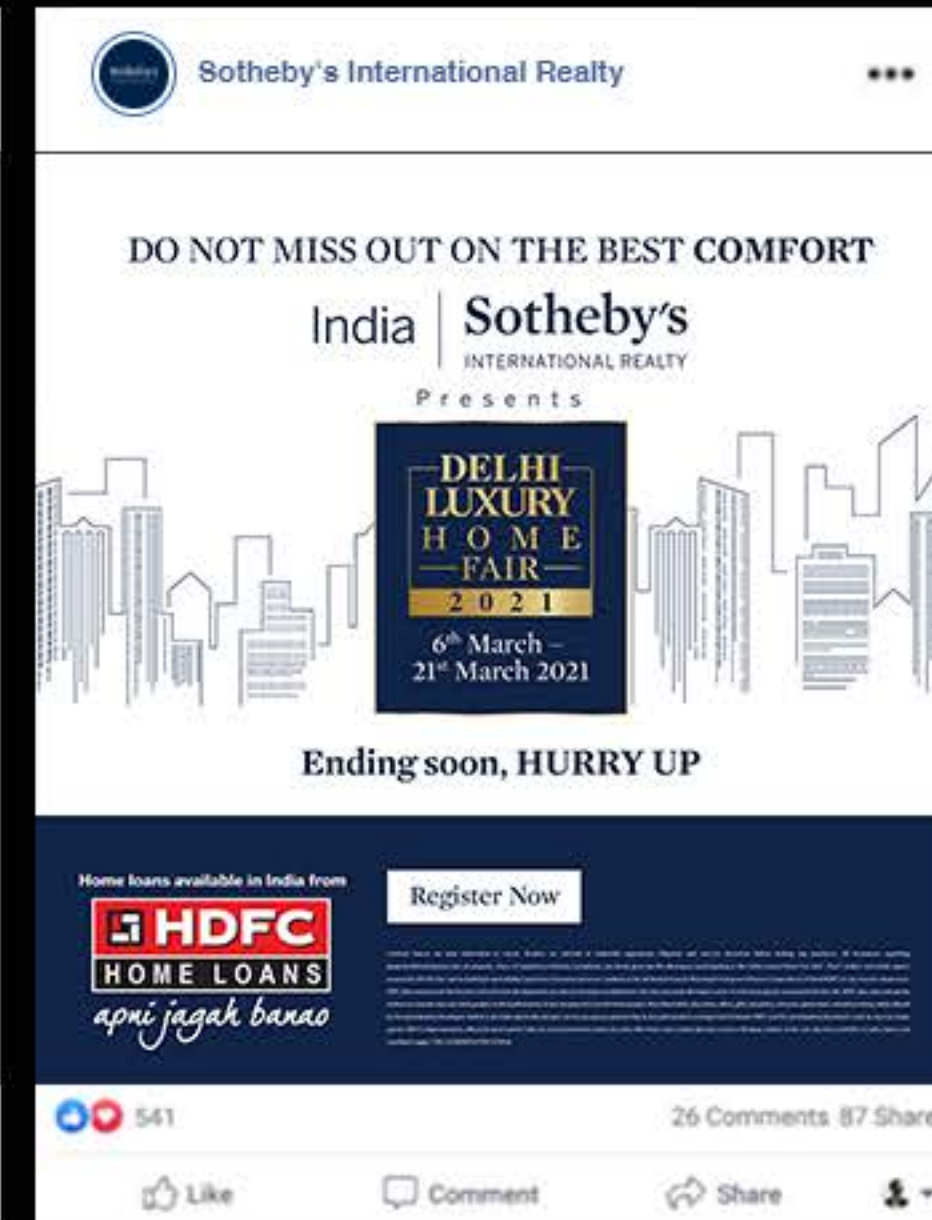
With the rise in globalization, the concept of citizenship has seen a new rise. But the pandemic posed as a challenge to the buyers with its unpredictability making them question for electing the Citizenship By Investment Program.

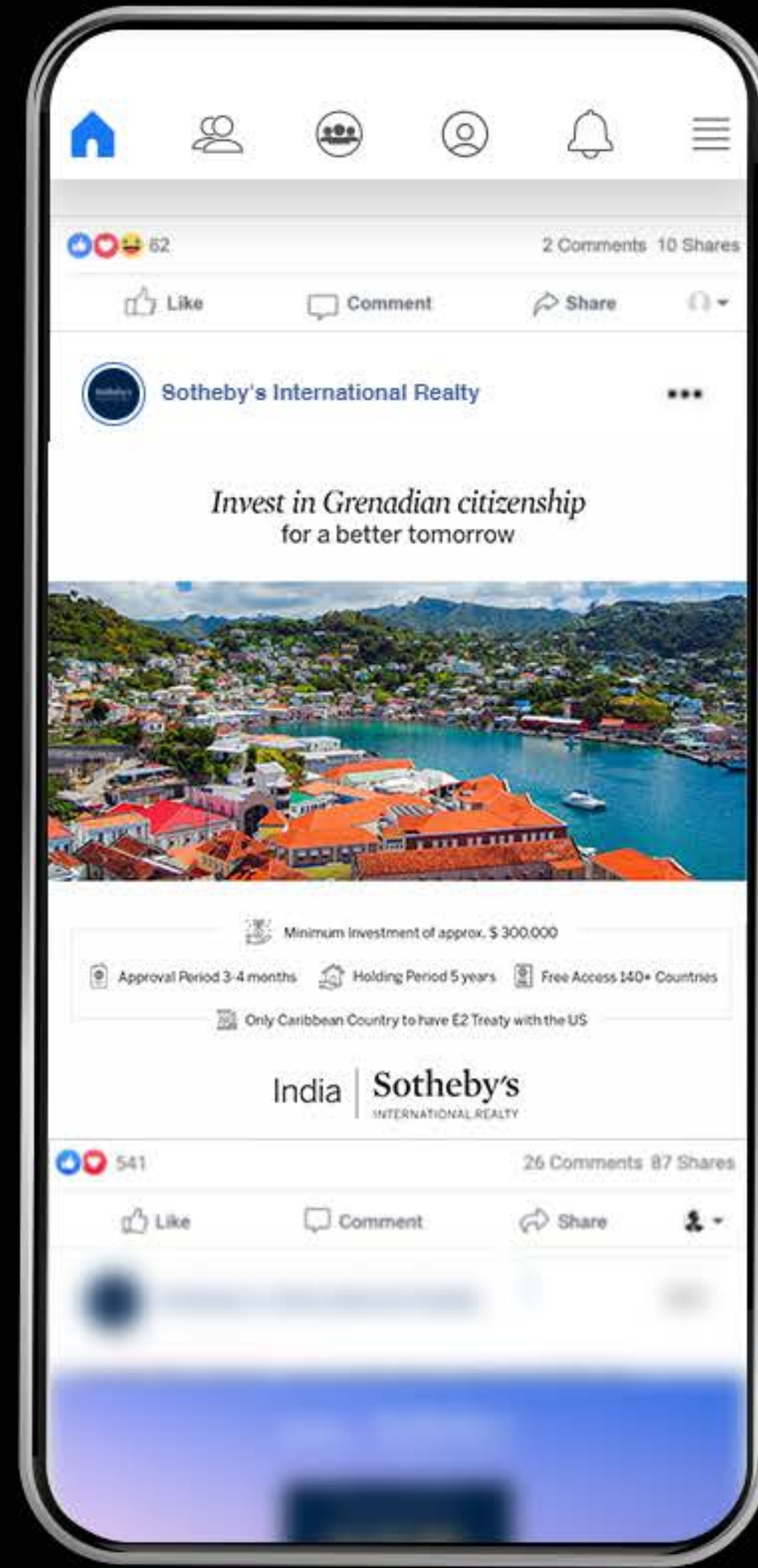


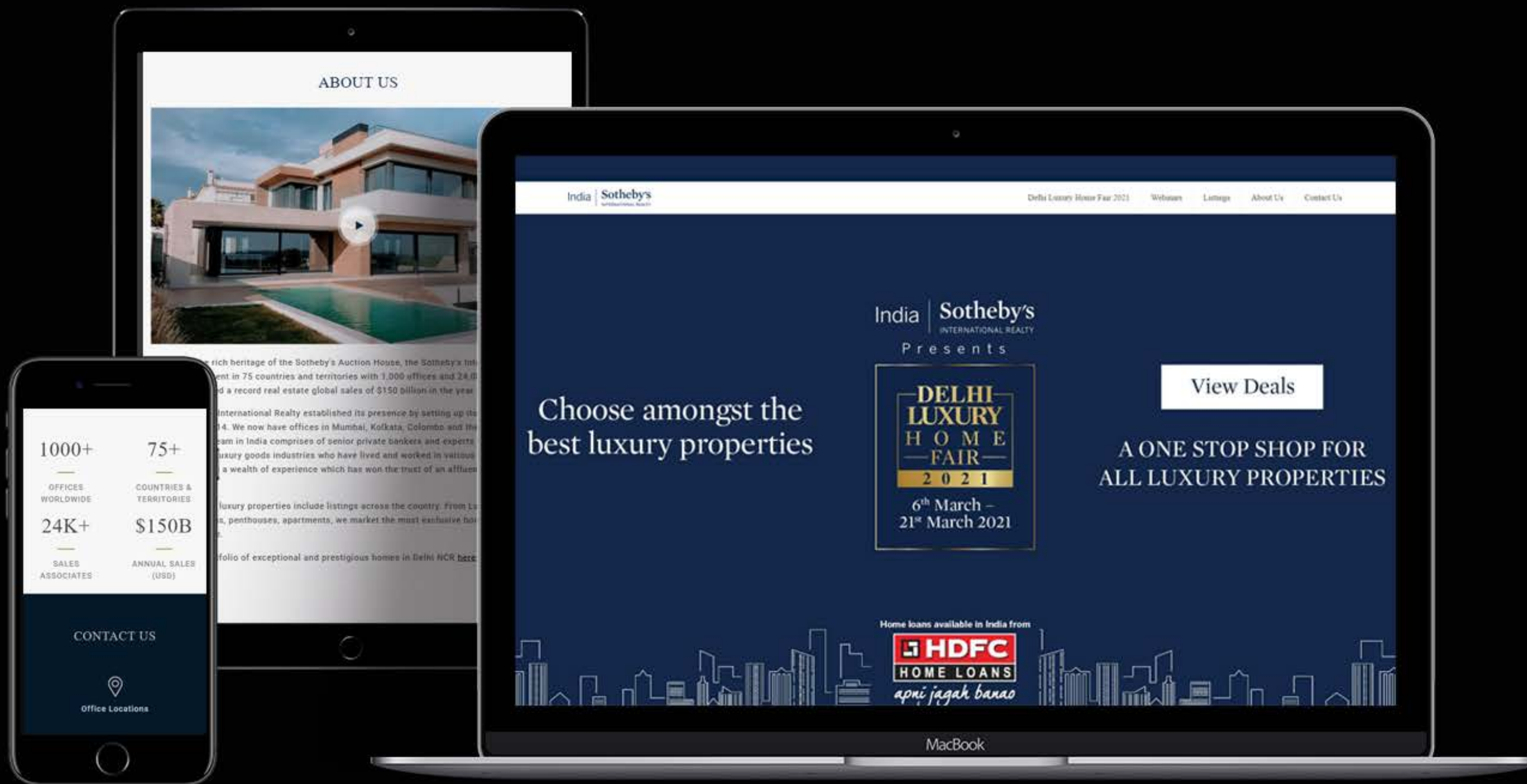
## STRATEGY

For ISIR, we made sure to go the extra mile ourselves to keep the brand ahead of the crowd. Keeping forth the requisite of the brand for high-end luxury projects, we started with targeting the CXOs, Business Owners, Doctors, and other high-end luxury consumers via Google Search, Google Display, Google Discovery & Facebook. We reached out to premium audiences by buying spaces on Vogue, CNN & GQ. Also, focused on the premium locales and buyers who breathe luxury- the ones who would afford 5 Cr in Delhi, above 25 Cr in Mumbai, and above 10 Cr in Kolkata. While India was our home ground, we made sure to hoist our efficiency in the United Kingdom as well by promoting multiple properties there. We targeted audiences who were interested in citizenship by investment services for Grenada & CBI campaigns.

While the pandemic brought the world to a halt, we went ahead with online event promotions viz. Luxury Home Fair 2020 (Pan India Properties) & Delhi Luxury Home Fair 2021 (Properties from Delhi & NCR).









# RESULT

**6000+ LEADS GENERATED** FOR HNI ACROSS **INDIA , US , UK , UAE, SINGAPORE.**

Thanks to the strategy of targeting the luxury group, the premium luxury offerings saw a **20% qualification.** And with our right marketing approach, we reached over **17L+** audience across digital platforms with more than **2L+ Clicks.**







## CHALLENGES

ABIL Group being one of the top builders in Pune, believes in constantly reinventing themselves to overcome the challenges of a dynamic business environment. Their journey with Insomniacs began with their ultra-luxurious project called Verde in Kalyani Nagar.

Their main challenge was that they were getting a poor lead qualification ratio due to which they were unable to derive site visits by genuine buyers. Even the leads who would visit the site would not qualify for later stages because of the high ticket size of the project.



## STRATEGY

Defining a relevant target audience with the right demographics and psychographics, and with the selection of relevant digital channels lead to a rise in the qualification ratios and site visits. The campaigns were optimised regularly to improve the lead quality and generate more walk-ins. The media spends were scaled on the platforms which were giving us the best results. A project Audio/Visual was also created for Verde to showcase the opulence of the project which helped in positioning the project and to attract genuine buyers.

Welcome to a world  
**WITHOUT LIMITS**



3.5 BHK Palatial Homes  
Starting at ₹ 5.25 Cr\*  
**OC RECEIVED**



MAHA RERA Registration No. - P52100004841 Available at : [www.maharera.mahaonline.gov.in](http://www.maharera.mahaonline.gov.in)



— LUXURY —  
**4.5 BHK**  
RESIDENCES

STARTING FROM  
**₹ 7.5 CR\***  
(ALL INCLUSIVE)  
**OC RECEIVED**

MAHA RERA Registration No. - P52100004841 Available at : [www.maharera.mahaonline.gov.in](http://www.maharera.mahaonline.gov.in)

LUXURY  
4.5 BHK  
RESIDENCES

STARTING FROM  
**₹ 7.5 CR\***  
OC RECEIVED



Artistic Impression

MAHA RERA Registration No. - P52100004841 Available at : [www.maharera.mahaonline.gov.in](http://www.maharera.mahaonline.gov.in)



Actual Image

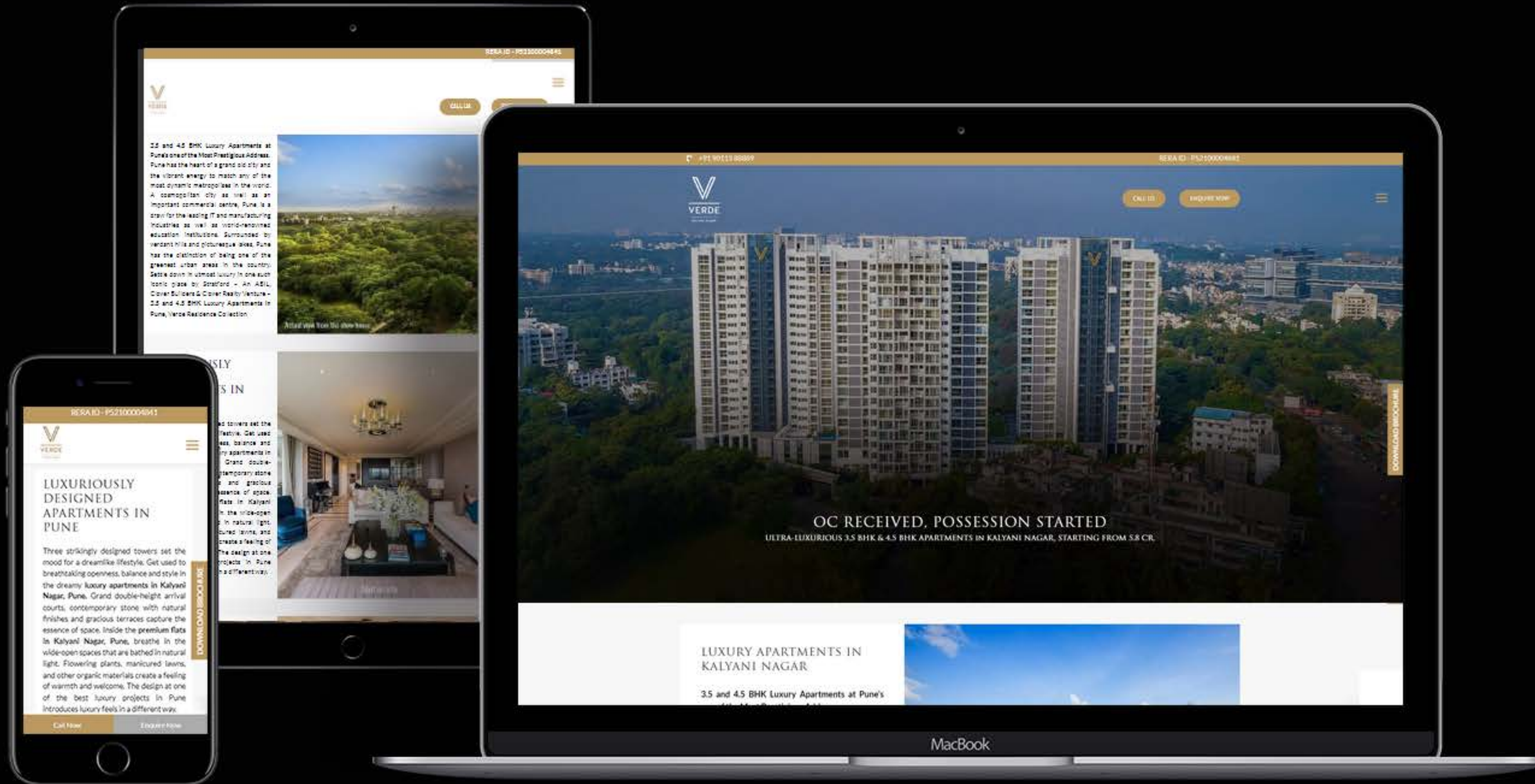
LUXURY 4.5 BHK RESIDENCES

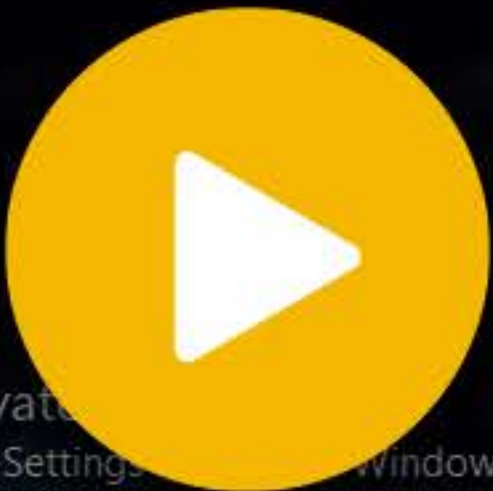
STARTING FROM  
**₹ 7.5 CR\***  
OC RECEIVED



MAHA RERA Registration No. - P52100004841 Available at : [www.maharera.mahaonline.gov.in](http://www.maharera.mahaonline.gov.in)

# ABIL VERDE RESIDENCES





Activate Windows. Go to Settings to activate Windows.



# RESULT

ABIL Group's journey with Insomniacs began with their ultra-luxury project called Verde in Kalyani Nagar. Their main challenge was getting a poor lead qualification ratio due to which they were unable to derive site visits by genuine buyers. Even the leads who would visit the site would not qualify to later stages because of the **high the ticket size of the project.**

**1200+ Leads**

**150 + Walkins**

**Customer Acquisition Cost (CAC) = 1.6%**





VASWANI



# CHALLENGES

Vaswani Exquisite and Vaswani Menlo Park were the two projects that Vaswani Group had briefed us on.

Their main challenges were driving walk-ins, generating a high volume of qualified leads, and having low visibility in search ads compared to channel partner ads thus affecting no of site visits and bookings for both projects. They joined us wanting to address these constraints through effective marketing strategies.

On Google Search ads, there were a lot of irrelevant keywords for which the ads got triggered.

Through Facebook we had junk leads coming through lead gen ads.


Display and Discovery ads were creating the hype but were not generating enough conversions to meet the client's requirements



# STRATEGY

The first step was to create a user-friendly microsite for both projects. We created different ad creatives with multiple communication formats that were not previously exposed by Vaswani Group. Google being our primary focus, we narrowed down to the top 50 keywords that were performing well in that market.

First counter-measure was to negate the keywords so as to get relevant search terms which will only contribute to better conversions. Since a major chunk of the leads from Facebook lead gen were junk we started click-to-website campaigns which helped us increase the qualifications considerably. We made changes to demographic and interest based targeting which helped us reach the right audience and increase the qualification ratios. Since we had the phrase "Speak directly to builder" in our ad copies and we had call extension active which helped us increase the CTR as well. We also had our ads on Colombia which helped us gain access to the premium audience network of the leading digital publishers in India, including all of the Times Internet properties.



PRM/KA/RERA/1251/446/PR/171015/000784  
www.rera.karnataka.gov.in

## YOUR OWN QUIET SPACE FOR WORK



3 Bed + Home Office Starting At

**₹ 2.07 Cr**

(all inclusive\*)



VASWANI  
EXQUISITE



📍 Next to Hotel Zuri, Whitefield

PRM/KA/RERA/1251/446/PR/171015/000784  
www.rera.karnataka.gov.in

## DISCOVER SPACE



3 & 4 Bedroom homes starting ₹ 1.49 Cr\* (all inclusive)



VASWANI  
EXQUISITE

Next to Hotel Zuri, Whitefield



Located on ITPL Main Road, Bangalore



Introducing

**Vaswani**

**HomeworX**

WORKSPACES WITHIN YOUR  
APARTMENT COMMUNITY.

BOOK YOUR EXCLUSIVE 2 & 3 BED  
HOMES STARTING @ ₹ 77 LAKHS\*  
OFF BROOKEFIELD JUNCTION,  
WHITEFIELD



Vaswani  
**Menlo Park**



VASWANI

PRM/KA/RERA/1251/446/PR/17105/000784  
www.rera.karnataka.gov.in

The Address of  
**HAPPINESS**

Give yourself the gift of  
having your own address.

VASWANI MENLO PARK:

**2 & 3 BEDROOM HOMES  
STARTING @ ₹ 77 LAKHS\***

OFF BROOKEFIELD  
JUNCTION, WHITEFIELD.



Vaswani  
**Menlo Park**  
Opp. Vibgyor school



VASWANI



OUR STANDARDS  
ARE SKY HIGH TO  
MATCH YOUR  
EXPECTATIONS.

Vaswani Exquisite - Live Life  
Sky High . 3 & 4 bedroom  
homes starting ₹ 1.49 Cr\* (all inclusive)  
located on ITPL Main Road,  
Bangalore



VASWANI  
**EXQUISITE**  
Next to Hotel Zuri, Whitefield




VASWANI



# RESULT

With new communication and creatives and right strategies to reach out to audiences we managed to sell the inventories of worth **₹45CR+** across 2 projects within 6 months & achieving average cost per acquisition below 1.55% across both projects.





aakruthi  
..inspired by prakruthi



## CHALLENGES

The location was off Whitefield in the outskirts of North Bangalore was a big challenge. The main challenges for the project were driving walk-ins, generating a high volume of qualified leads, and having low visibility in search ads compared to channel partner ads.

They joined us wanting to address these constraints through effective marketing strategies.

On Google Search ads, there were a lot of irrelevant keywords for which the ads got triggered.

Through Facebook we had junk leads coming through lead gen ads.

Display and Discovery ads were creating the hype but were not generating enough conversions to meet the client's requirements



## STRATEGY

Running an A/B test with different kinds of creatives over different platforms with different target audiences to narrow down the genuine buyers.

The first step was to create a user-friendly microsite for both projects. We created different ad creatives with multiple communication formats that were not previously exposed by Aakruthi Group. Google being our primary focus, we narrowed down to the top 20 keywords that were performing well in that market.

First counter-measure was to negate the keywords so as to get relevant search terms which will only contribute to better conversions. Since a major chunk of the leads from Facebook lead gen were junk we started click-to-website & Ads Scheduling campaigns which helped us increase the qualifications considerably. We made changes to demographic and interest based targeting which helped us reach the right audience and increase the qualification ratios. Since we had the phrase 'sustainable living' in our ad copies and we had call extension active which helped us increase the CTR as well.





The image shows the entrance to the Aakruthi Natureville Beyond project. A wide, paved road leads towards a brick wall with a large archway. The wall features the Aakruthi logo and the text 'Natureville beyond'. Several cars are parked along the road, and a few people are walking. The sky is clear and blue.

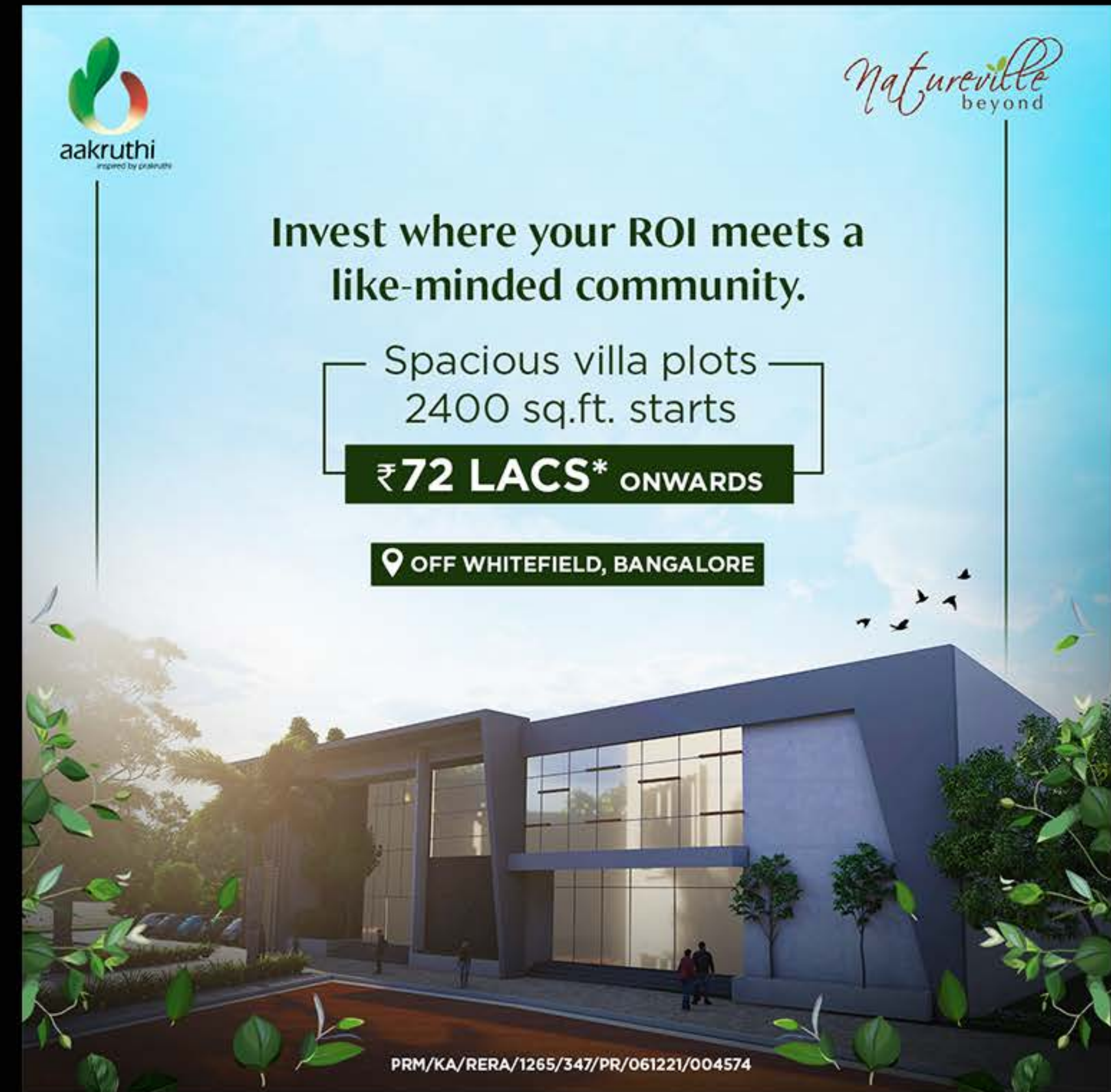
**Get closer to the most effortless  
yet fruitful retirement**

Spacious villa plots 1200 sq.ft. starts

**₹36 LACS\* ONWARDS**

📍 OFF WHITEFIELD, BANGALORE

PRM/KA/RERA/1265/347/PR/061221/004574



The image shows a modern, two-story building with large glass windows and a flat roof. The building is surrounded by lush greenery and trees. The sky is clear and blue. The Aakruthi logo and 'Natureville beyond' text are visible in the top left corner.

**Invest where your ROI meets a  
like-minded community.**

Spacious villa plots  
2400 sq.ft. starts

**₹72 LACS\* ONWARDS**

📍 OFF WHITEFIELD, BANGALORE

PRM/KA/RERA/1265/347/PR/061221/004574



Switch to what brings you closer  
to a sustainable living in style.

*Natureville*  
beyond

Spacious villa plots  
1200 sq.ft starts

₹36 LACS\* ONWARDS

OFF WHITEFIELD, BANGALORE

ARTISTIC IMPRESSION

PRM/KA/RERA/1265/347/PR/061221/004574



# RESULT

We managed to increase the number of site visits by **200% within 1 month.**

Acquiring **54 site visits** with the cost per site visit below **0.2%.**

With these numbers we managed to get Cost per booking below **1.25%** in the first month itself.







## CHALLENGES


Kolte-Patil has always been a prominent brand in Pune and it desired to penetrate the Mumbai and Bengaluru markets with the same strength. With elite developers already occupying a major chunk of the real estate market, it was a challenge for Kolte Patil to assert its dominance thereon. Having new projects and townships launching in these cities, the main objective was to spread awareness and generate qualified leads for these new ventures and the brand itself in order to compete with the well-established brands and their projects in the new markets.



## STRATEGY

Our first objective was to derive and curate communications to establish a superior presence on social media for Kolte-Patil as a brand and for what they bring to the table as one of the finest real estate developers in India. On the other hand, with their upcoming projects in Mumbai and Pune, our goal was to generate genuine leads and increase the number of site-visits at these projects. This was achieved through laser targeting on well-performing channels with a specific focus on determining the target audience with the relevant demographics, psychographics and concentrating on the right geographic locations.

The first couple of weeks were spent on understanding the trends and the performance of various platforms on which the ads were published. This helped us in narrowing down our focus to the channels that were giving a good cost per qualified lead (CPQL) and cost per site visit (CPSV). As a result, we were able to derive higher CTRs and ultimately funnel a greater amount of traffic of genuine home buyers to the website while keeping the CPQL and the CPSV in control.



24K STARGAZE  
BY KOLTE-PATIL



Experience **extravagance** everyday  
with views you can't get enough of.



\*Actual View

This Project has been registered via MAHARERA Registration No. P52100018473 for Buildings HIK and P52100027791 for building J.

24K ATRIA  
BY KOLTE-PATIL



Water conservation  
through use of  
STP treated water



Rain Water  
Harvesting  
system



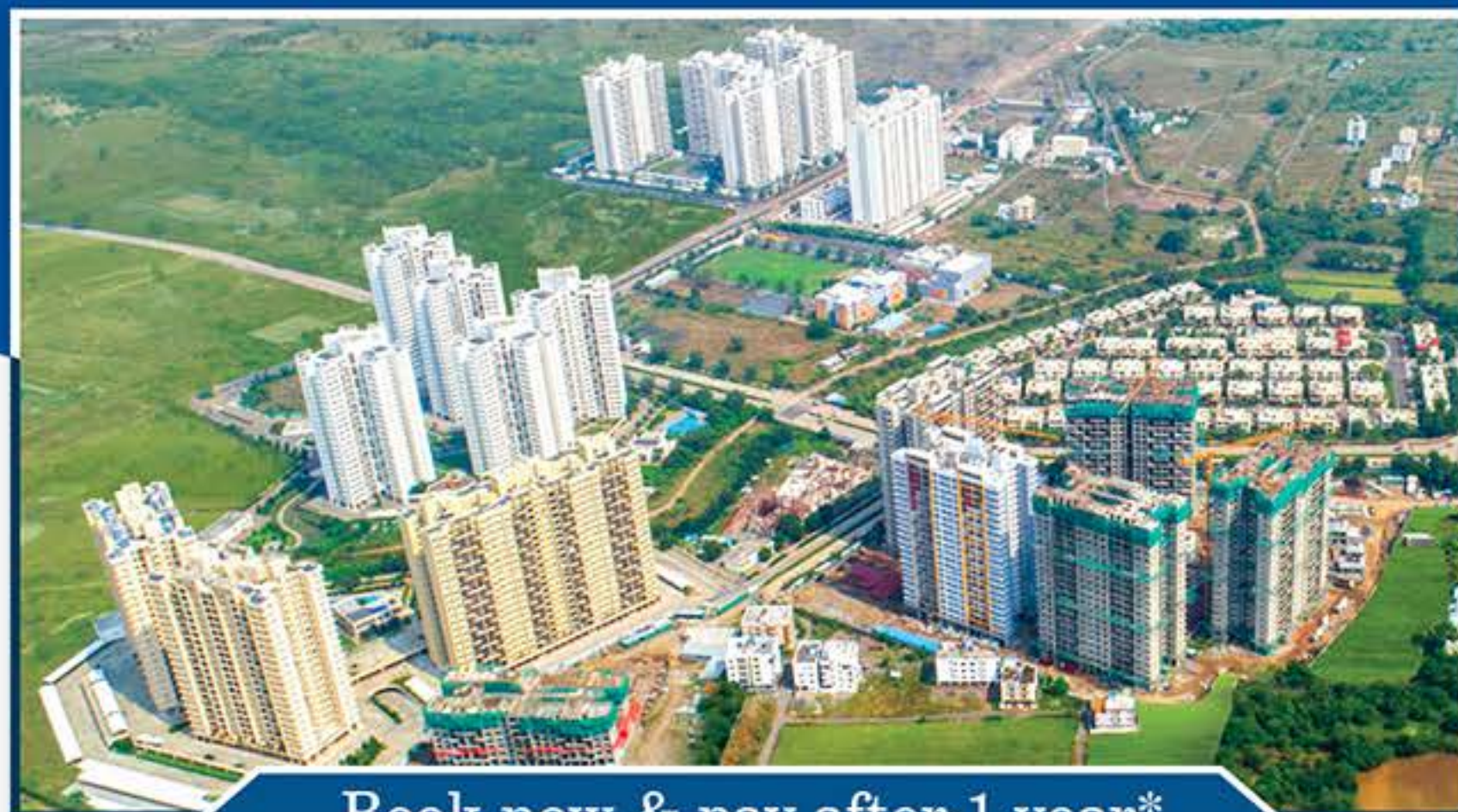
Solar water  
heating facility



On-site garbage  
segregation & organic  
waste composting



The project has been registered via MahaRERA registration number P52100000428 and is available on the website <https://maharera.mahaonline.gov.in> under registered projects.



**Life**  
REPUBLIC  
Dr. KOLTE-PATIL

MAHAJEDRA Registrative Numbers: 1 Tower: PS2000022564 as Life Republic Sector 07 - 7th Avenue - 1 Tower | 2nd Avenue: PS2000069697 Avenue: PS2000095939 as Life Republic Sector 08 18th Avenue Anzo | CDO Avenue: PS2000007016 as CDO Avenue Sector 09 18th Avenue: PS2000005645 as 0th Avenue (0th Avenue) | First Avenue: PS2000002646 as Life Republic | 01 (0th Avenue) | University: PS2000079302 as Life Republic Sector 010700 Avenue/University/01 Avenue: PS2000000072 as Life Republic Sector 010700 Avenue/University/01 Avenue (0th Avenue) | Not Available on the website [www.mahajedra.com](http://www.mahajedra.com) due to under registered projects. Court, Taxes Extra "TSC Apply" Price is offer applicable on First Avenue - Tower - C & Anzo Tower.



**WAGHOLI**

The project has been registered via MahaRERA registration number P5200003062 (Plot No. 13) as Mount Castle / P52100020079 (Plot No.14 & 15) as Mount Castle Phase 2 and is available on the website <https://maharera.mahonline.gov.in> under registered projects. The Strategic Marketing Partner has been registered via MahaRERA registration number AS200009220 as Kolte Patil Lifespaces Pvt Ltd. (Subsidiary of Kolte Patil Developers Ltd.) and is available on the website: <https://maharera.mahonline.gov.in> under registered agents. \*TNC Apply

*Experience  
elevated living*



### Artistic Impression

OR  
AVAIL

**35 : 65**  
% NOW      % AT POSSESSION

**2 BED RESIDENCES**  
STARTING AT

 **DAHISAR WEST**

TIC Apply

 RERA: The project has been registered via MahaRERA registration number PS1800029034 and is available on the website <http://maharera.mahaonline.gov.in> under registered projects.

**VERVE**  
GOREGAON WEST



SPACIOUS  
RESIDENCES

0%  
STAMP DUTY

2 BHK | 3 BHK  
759 sq.ft. | 1033 sq.ft.

**📍 GOREGAON WEST**

**2 & 3 BED**  
RESIDENCES STARTING AT  
**₹2.45 CR\*+ TAXES**

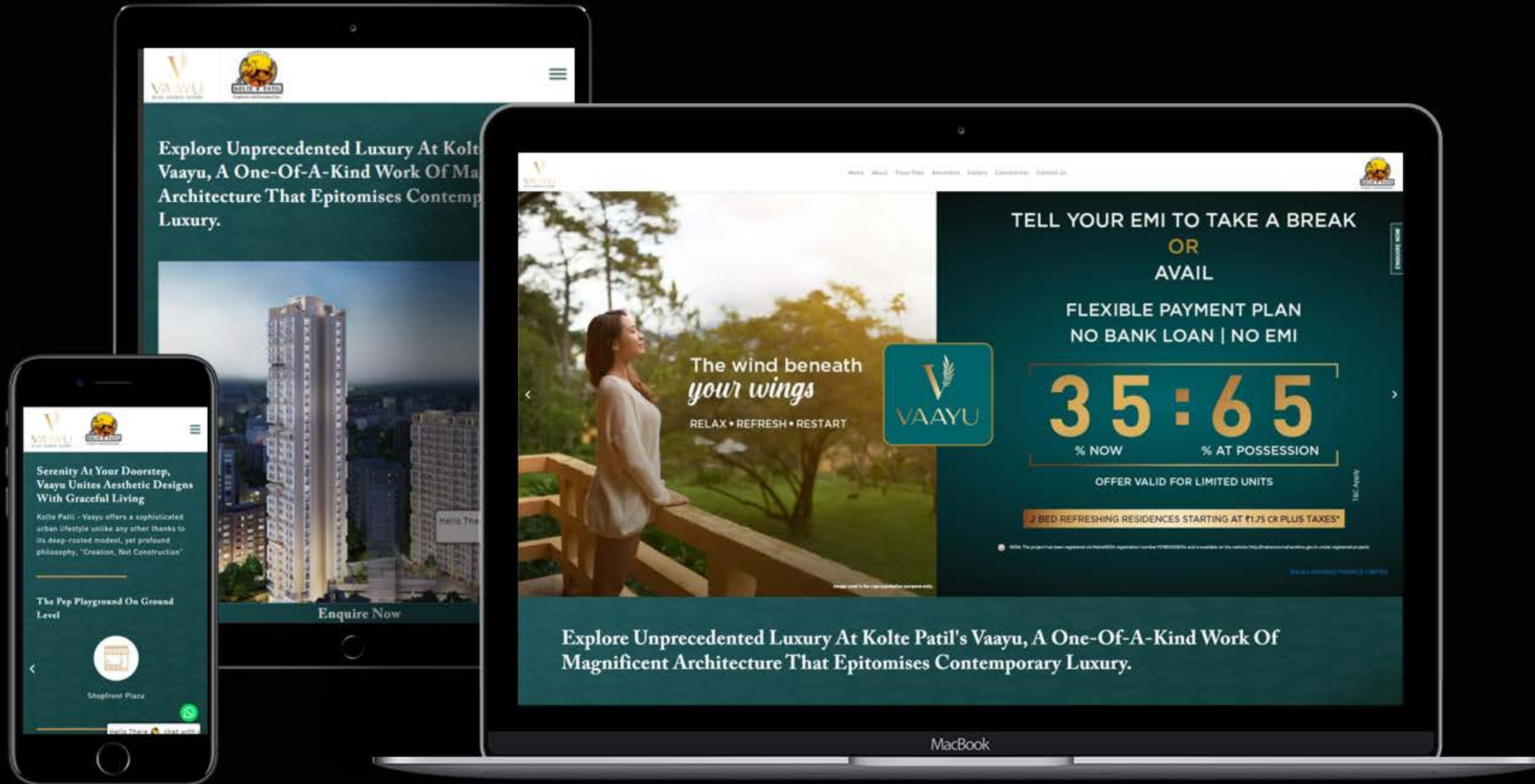


### ARTISTIC IMPRESSION

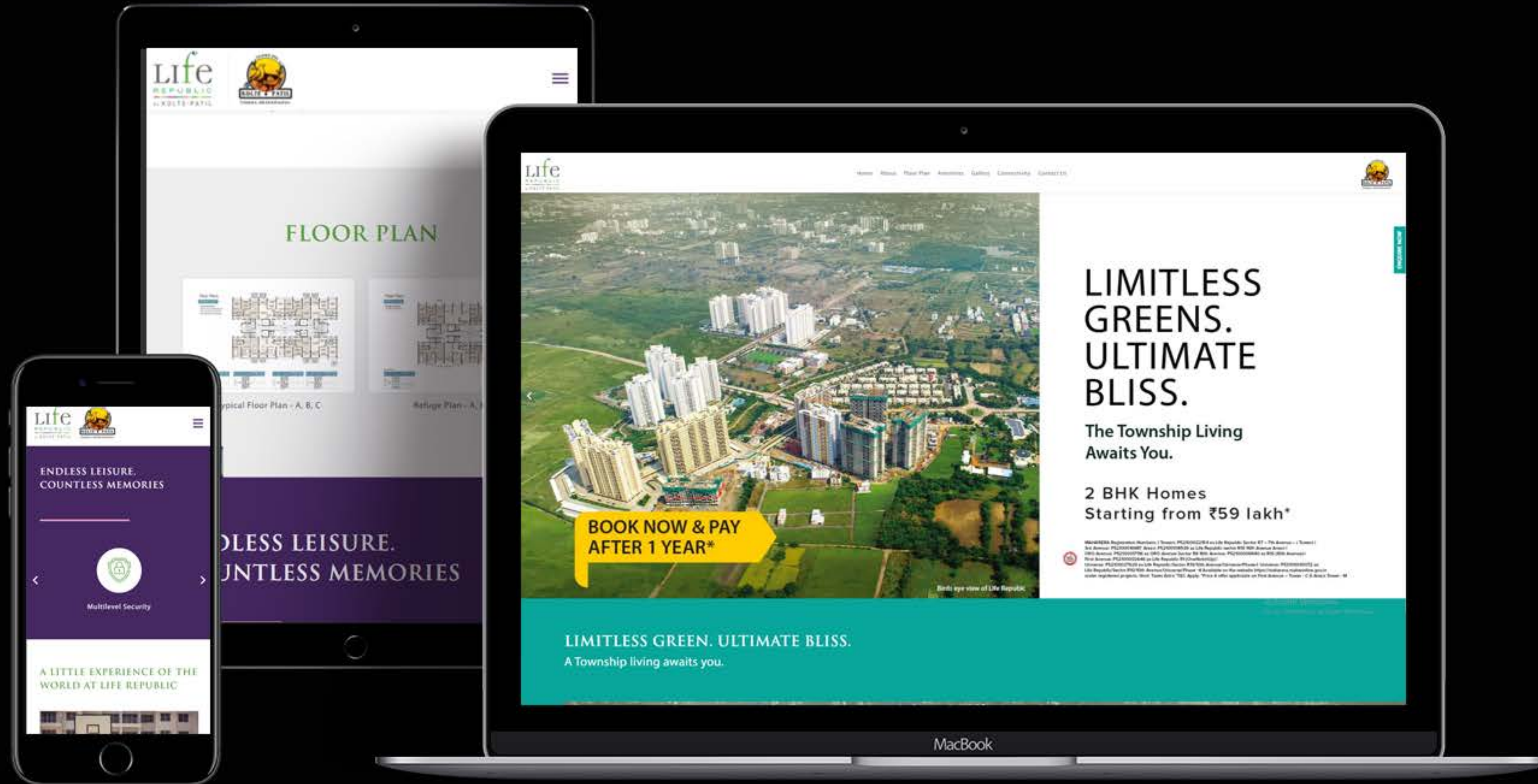
The project has been registered via MahaRERA registration number P51800028783 and is available on the website <http://maharera.mahaonline.gov.in> under registered projects. \*TBC Apply



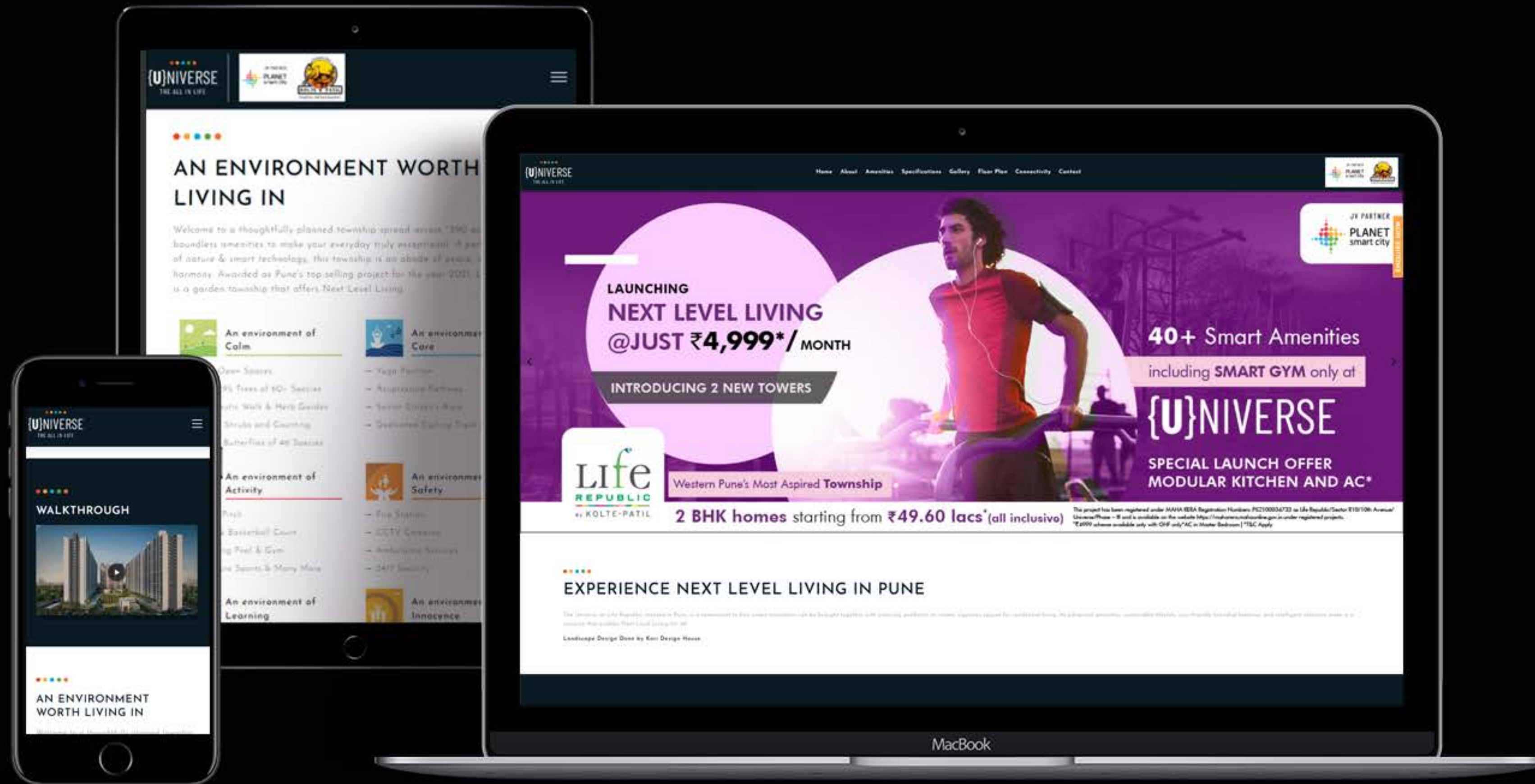
# VAAYU MICROSITE



# LIFE REPUBLIC MICROSITE



# UNIVERSE MICROSITE





# RESULT

9,000+ Leads Generated

22% Qualification

750+ Site Visits

**1.4%** Customer Acquisition Cost







# CHALLENGES

Pride Purple has been seen as any other real estate page on Social Media platforms. The main outcome that it desires is to establish itself as a full book of real estate with strategies, knowledge and updates. A one-stop page for all the information. Anyone who wants to know about real estate should come to Pride Purple. Secondly, with a social media presence, Pride Purple wants a significant rise in its followers.



# STRATEGY

In order to achieve the above challenges, we first created a content bucket including facts, employee testimonials, terminologies, festivals and client possession. All the creatives and content stated a message out that helped in the rise of followers by 37% and engagement organically. Further, we have talk shows, construction AVs, legacy AV, seasonal fillers, quiz and series showcasing the quality life Pride Purple offers. We also made production AVs on CPs and projects for the same.





**UNVEILING** THE MOST EXQUISITE  
LIFESTYLE.



**DID  
YOU  
KNOW?**

**Being a runner up  
never felt so good!**

The Indian real estate sector is the  
second-highest employment generating sector  
in the country.



“

For over 24 years, I have had complete job satisfaction. The constant support for the company and the freedom to work is my motivation to come to office everyday.

SINCE 1998

**Milind Bhoite**

CHIEF ENGINEER - ENGINEERING DEPT.

park *ivory*



Delighted Customers

*Congratulations!*

Thank you for making Pride Purple  
a part of your journey.



# STRENGTH OF PPG





# RESULT

With unique strategies and approach, we were able to increase the organic reach by **43.5%** across all social media platforms

Also during this period Pride Purple gained **800+** new organic followers with average daily impressions increasing by **1000%** in **3 months**





**THANK YOU.**

