

CASE STUDY

Sector: Real Estate

Food Court in Gurgaon

Client:



Mindspace by Imperia Structures

Campaign Objective:

Generate & maximise business enquiries for purchasing commercial space in the new Mindspace Food Court.

Challenge:

Imperia Structures wanted to promote its food court premises in Gurgaon and reach as many potential investors and commercial property buyers as possible. The commercial real estate market in Delhi NCR is dominated by brands like DLF, Godrej, etc. We had to deliver enquiries from within Gurgaon at reasonable costs, while competing against bigger brands.

Our Approach:

We proposed a media mix of branding and performance to create a brand impact on our target audience, leading them to enquire about the commercial property.

Methodology:

- The term 'Food court' was placed in the heading as well as display URL of text ads in order to reduce irrelevant clicks from users searching for other types of commercial properties.
- We used Google's most recent update on AdWords i.e. targeting age and gender demographic within the search campaign. This again helped us capture the most qualified leads.
- Carried out Interest and Behavioural targeting on Facebook to reach out to the core TG of our brand.
- We deployed a mix of contextual and placement of display campaign to reach users who were consuming content related to commercial property investment in Gurgaon, Food court in Gurgaon, etc. on the Google network.

Results:

Visits to Enquiries Ratio: Delivered 200 leads in a month with a conversion ratio of 2%

Enquiries: Delivered 16% more leads above the proposed plan

CPL: Reduced eCPL of the campaign by 17%

Lead Quality: 16% of total generated leads visited the property site