



Google Ads



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PPC

Case Study
and Report



Client Background

Omaxe Group is a real estate development company that specializes in residential and commercial projects across India. The company had a well-established online presence but was struggling to generate qualified leads through PPC advertising. They approached SeoEaze to help them increase their leads and lower their Cost Per Lead (CPL).



Campaign Challenges and Objectives



Challenges

Client was struggling to maintain positive returns on PPC spendings as most of their ads were getting invalid clicks and there was no substantial conversions or leads.

Objectives

The client wanted to increase their qualified leads, lower their CPL, and maintain a Click-Through Rate (CTR) to minimum.



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Campaign Strategy



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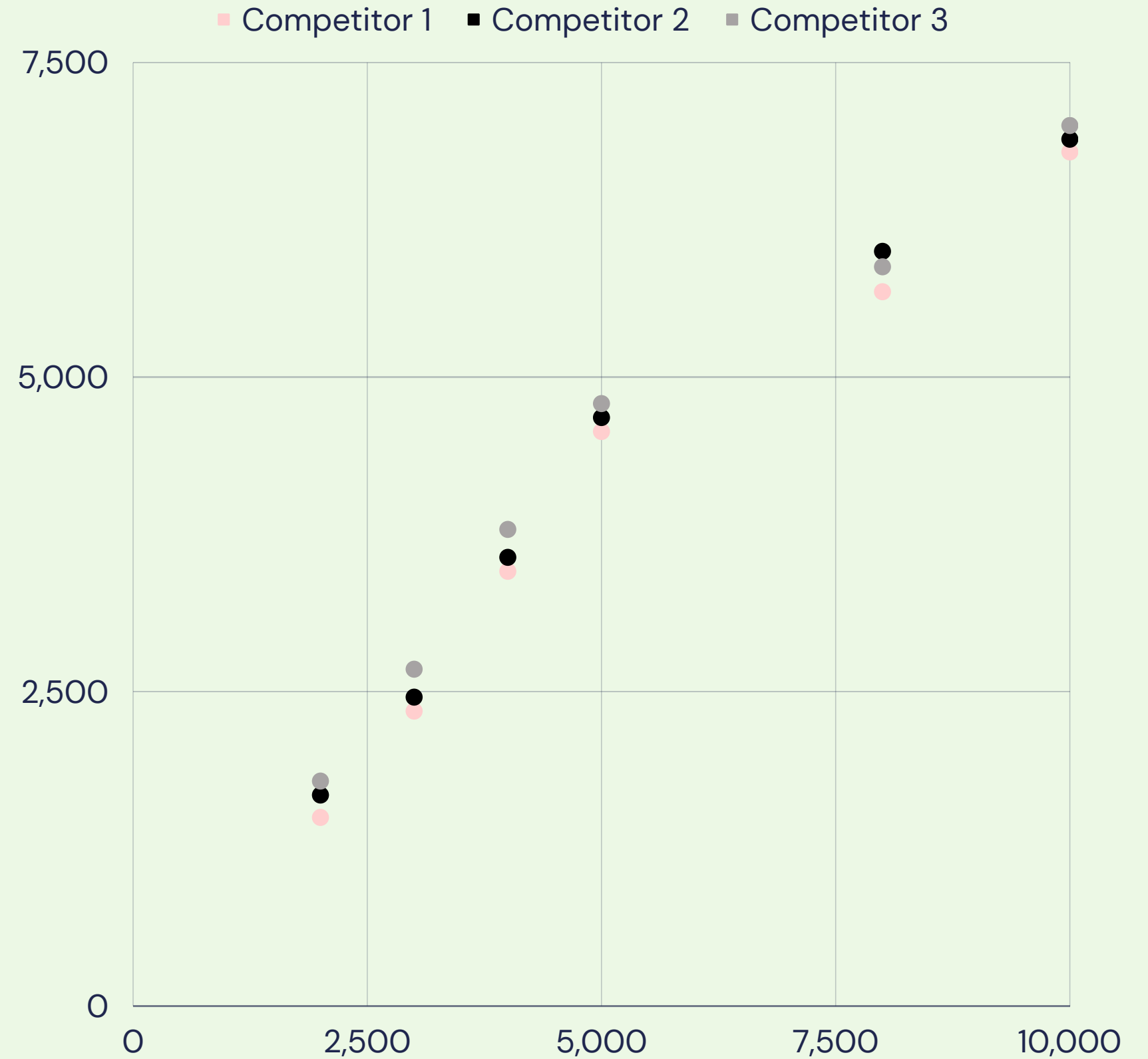
To achieve the client's goals, SeoEaze developed a PPC campaign strategy that included:

Keyword Research	Ad Creation	Landing Page Optimization	Targeting
<p>Our team conducted extensive keyword research to identify high-intent keywords related to the client's business, including "real estate developers," "apartment for sale," "commercial properties," "luxury homes," and "property investments."</p>	<p>We created ad copy that highlighted the client's unique selling proposition, such as "Find Your Dream Home with Omaxe Group - Book Now!" and "Invest in Prime Real Estate with Omaxe Group - Call Today!"</p>	<p>SeoEaze optimized the client's landing pages to ensure that they aligned with the ad copy and included clear calls-to-action (CTAs) that encouraged visitors to fill out a lead form or request a callback.</p>	<p>We targeted the ads to people in the client's service areas who were actively searching for real estate or related terms.</p>



Ad Monitoring & Optimization

SeoEaze monitored the campaign's performance closely and made regular adjustments to improve the ads' performance, including adjusting bid strategies, refining ad targeting, and testing new ad copy and landing pages.





70%

Increase in qualified leads.

The campaign generated a 70% increase in qualified leads for the client, resulting in more business opportunities.



60%

Lower CPL

The campaign lowered the client's CPL by 60%, enabling them to spend less on each lead acquisition.



5.1%

CTR rate

The campaign maintained a CTR of at least 5.1%, indicating that the ad copy and targeting were resonating well with the client's target audience.



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Results





Conclusion

The PPC campaign was a success for the client, increasing their qualified leads, lowering their CPL, and maintaining a high CTR. SeoEaze's optimization and monitoring of the campaign helped the client to achieve their goals while keeping their ad spend under control. The client was satisfied with the results and has decided to continue investing in PPC advertising with SeoEaze to drive more qualified leads for their real estate business.



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