

Case Study

# PPC Results for New Leaf

Higher Rankings, Visibility & Engagement 

2025-2026

Create. Optimize. Deliver.





# About New Leaf

New Leaf Realty, a premium real estate brand in Pune, partnered with Digital Rhetoric to generate high-quality leads for their luxury 5 BHK villa project.

With rising competition in Pune's real estate industry, our objective was to launch a performance-driven Meta Ads campaign focused on relevant buyers, qualified inquiries, and cost efficiency — instead of just lead volume.



# The Challenge



- Highly competitive real estate market with similar luxury offerings
- Need to attract genuine buyer interest, not generic leads
- Location-specific buyers were essential for quality filtration
- Limited budgets demanded strong results within short timelines



# Strategy



## 1. Precision-Based Location Targeting

We focused on specific micro-locations where luxury property demand was high, ensuring that the leads came from areas with strong buying potential.

## 3. Single High-Performing Creative Approach

Instead of A/B testing multiple assets, one strong creative was designed and optimized to highlight:

- Aspirational living
- Spacious 5 BHK offering
- Premium amenities
- Escape from city congestion

This helped us maintain focus, optimize faster, and achieve efficient results.

## 2. High-Intent Audience Layering

To improve lead quality, our audience setup included layers of:

- Profession-based attributes
- Behavioural & lifestyle indicators
- Interest-based relevancy signals
- This ensured better filtration and minimized irrelevant form submissions.

## 4. Continuous Optimization

Throughout the campaign, we closely monitored CPL trends and:

- Adjusted audience filters
- Improved real estate lead form structure
- Enhanced ad delivery by excluding non-performing segments

# Results

Campaign name	Reach	Impressions	Leads	Cost per Lead
New Leaf Realty Lead Gen Campaign 18/10/25	160,320	322,137	90 [2]	₹100.08 [2]
<b>Total results</b> 1/1 row displayed	160,320 Accounts Centre accounts	322,137 Total	90 [2] Total	₹100.08 [2] Per Action

Strong lead quality observed post-optimization

CPL is significantly lower than industry averages

Validated Meta Ads as a scalable real estate acquisition channel

# Conclusion

The campaign successfully delivered 90 qualified leads at a competitive CPL of ₹100.08, strengthening client confidence and establishing a strong performance benchmark for future real estate marketing projects.

With accurate targeting, strategic messaging, and smart optimization, Meta Ads proved to be an effective lead generation tool for high-ticket real estate offerings.





# THANK YOU!



[www.digitalrhetoric.in](http://www.digitalrhetoric.in)



+91 96370 08020



[info@digitalrhetoric.in](mailto:info@digitalrhetoric.in)



A 1, Sunflower Apartment, Narayan Annaji Shinde Rd, Salunkhe Vihar Society, Kondhwa, Pune, Maharashtra 411048