



Toromao Immobilien

1600 leads generated - Cost Per Lead €6

ABOUT

This client hasn't done digital marketing in the past and wanted to keep the total ad spend under €10,000. Our goal was to find leads for a building which had 8 more apartments left on the upper two floors. We also needed to create some free (high value) PDF guides for potential leads to download.

ADVERTISEMENT GOALS

1. The main goal was to find enough qualified leads so each flat is sold by end of year
2. Gain 1200 leads with a total ad spend of €10,000

BEFORE

The client was doing organic social media posts for their previous homes, but did not achieve the results which they wanted.

AFTER

As the client had no previous tracking data, we integrated it onto their landing page and ran ads to cold audiences which we could afterwards retarget based on engagement with ads and percentage of video ads watched. We created 2 campaigns with 4 ad sets each, including 2-4 different ads. We also implemented a system which followed up and emailed leads with further value and info.



Facebook Ads

Leads: 1600

CPL: €6

Impressions: 175,000

Facebook Ads

Results & Ad Type

1

Dynamic Ads

To help reach new leads, we created dynamic ads which increase high value traffic to our campaigns and ensured that users were shown apartments in which they were interested the most

Leads: 455
CPL: €7

2

Lead Ads

We ran lead ads with the main goal being to regain users interest, which had previously visited the clients website, but had not registered for any events, or email lists

Leads: 830
ROAS: €6

3

Remarketing Ads

We retargeted users offering them free guides on how to buy a home, which included information about costs of buying, additional fees, loan advice, specific calculator to determine how much they can afford etc

Leads: 215
ROAS: €5.5

Facebook Ads

Style Examples

JETZT AUFGEPASST!!!
€60,000 unter dem Durchschnitt in Ihrem Gebiet.
Wenn Sie eins der letzten Penthouse dieses Gebäudes möchten,
nehmen Sie gleich mit uns Kontakt auf.... [See More](#)

[See Translation](#)



HIER CLICKEN
Für mehr Fotos, Infos und Preise

FORM ON FACEBOOK
Luxuriöse Wohnungen jetzt verfügbar [Sign Up](#)
Hier klicken für mehr Infos

[Like](#) [Comment](#)

JETZT AUFGEPASST!!!
€60,000 unter dem Durchschnitt in Ihrem Gebiet.
Wenn Sie eins der letzten Penthouse dieses Gebäudes möchten,
nehmen Sie gleich mit uns Kontakt auf.... [See More](#)

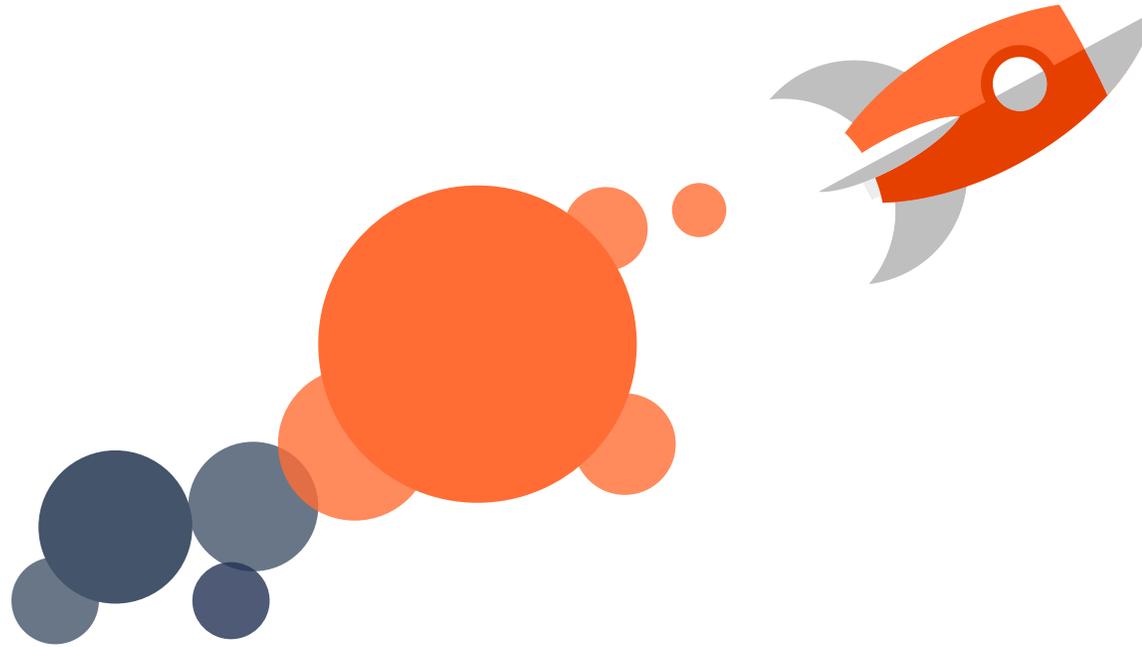
[See Translation](#)



HIER CLICKEN
Für mehr Fotos, Infos und Preise

FORM ON FACEBOOK
Luxuriöse Wohnungen jetzt verfügbar [Sign Up](#)
Hier klicken für mehr Infos

[Like](#) [Comment](#)



Do you want more leads and
to sell more homes?

cadimedia.agency/en/kontakt

Email: info@cadimedia.agency