



**VIDUSHI<sup>®</sup> Infotech**

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Software Solutions Provider Pvt. Ltd.

**Godrej Prana**

11.Nov.2017

**Overview**



The Godrej Prana is offering the 1, 2, 2.5 and 3 BHK residence Flats. Sprawled across 7 acres, Godrej Prana is an exclusive community featuring thoughtfully designed 1, 2, 2.5 and 3 BHK residences. We were having the main objective of Quality Lead Generation and Brand Awareness among the targeted audience. The below mentioned campaign case studies with Facebook ads copies/posts data will provide you understanding of the campaign Structure & performance in terms of Conversion, Cost per conversion, ads and Post Content etc.

## Facebook Campaign Approach



In this approach, we were having our core target audience on local & people those are interest in buying 1, 2, 2.5 and 3 BHK Residences Flats. So, we have created the target audience with Facebook categories such as: Interest, Behaviors, and Demographic etc. you can have view on as follows:

**Audience Name**

Godrej Prana

Location: India: Pune (+17 km) Maharashtra  
 Age: 29-51  
 People who match: Interests: Information technology or Software developer, Behaviours: Ex-pats (India), Job title: Mobile Developer, Software engineer, Java Developer, Programmer, Senior Developer, iOS Developer, .NET Developer or Android Developer, Industry: IT and technical services or Management, Home Composition: Family-based households  
 Interest expansion: On

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**Estimated daily results**

**Reach**  
480-1,000

**Leads**  
5-19

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and

**Audience definition**

Specific      Broad

Your audience is defined.

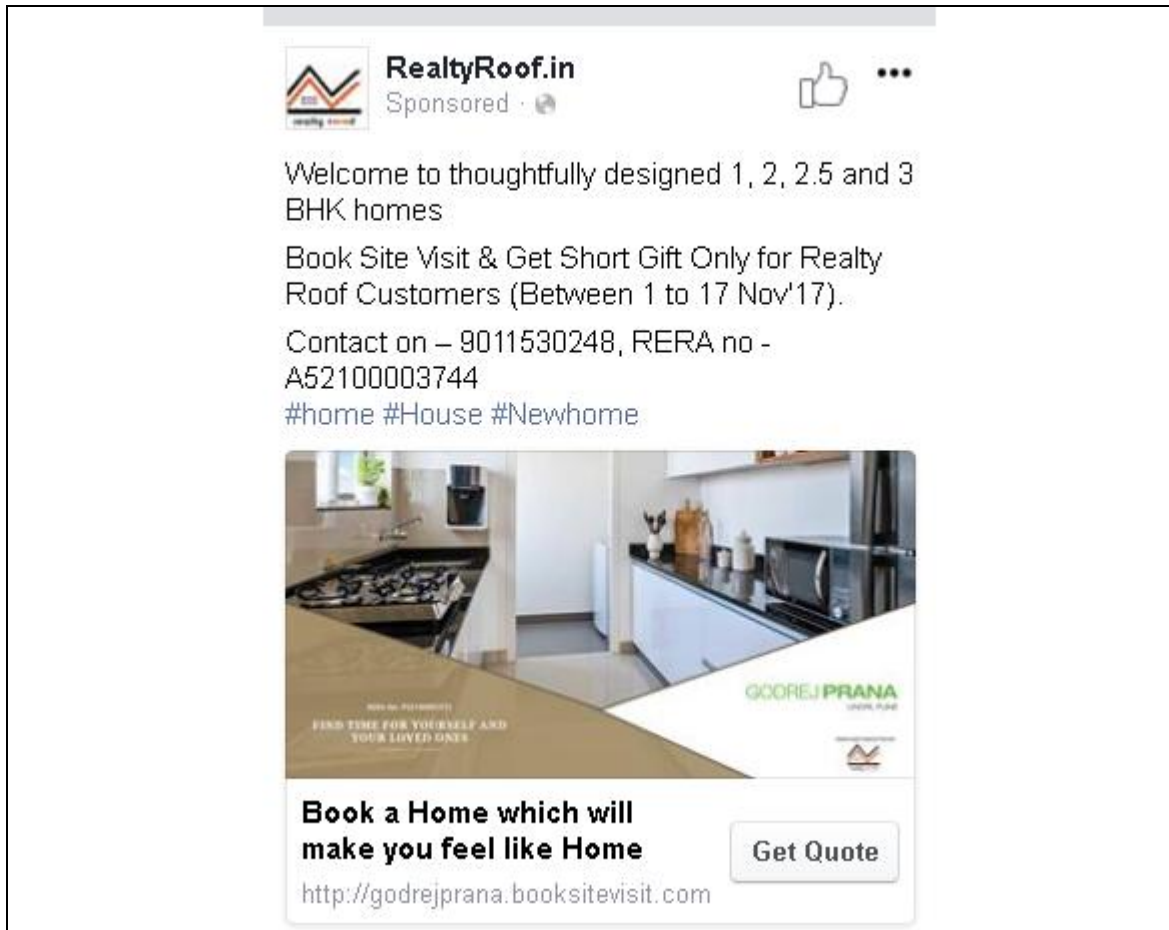
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Potential reach: 2,700,000 people

Your detailed targeting criteria are currently set to allow interest expansion.

## Facebook Ads Copies

We have designed the ads based on the properties actual look and feel, there were no free image used while designing the ads. You can take complete view as follows:



The image shows a Facebook advertisement for RealtyRoof.in. At the top left is the RealtyRoof.in logo, a stylized house icon, and the text "RealtyRoof.in Sponsored". To the right are icons for a thumbs-up and a menu. The main text reads: "Welcome to thoughtfully designed 1, 2, 2.5 and 3 BHK homes", "Book Site Visit & Get Short Gift Only for Realty Roof Customers (Between 1 to 17 Nov'17).", "Contact on – 9011530248, RERA no - A52100003744", and "#home #House #Newhome". Below the text is a photograph of a modern kitchen with white cabinetry, a black countertop, and a stainless steel refrigerator. The photo includes the text "GODREJ PRANA" and "FIND TIME FOR YOURSELF AND YOUR LOVED ONES". At the bottom left of the ad is the text "Book a Home which will make you feel like Home" and the URL "http://godrejprana.booksitevisit.com". At the bottom right is a "Get Quote" button.

RealtyRoof.in  
Sponsored

Welcome to thoughtfully designed 1, 2, 2.5 and 3 BHK homes

Book Site Visit & Get Short Gift Only for Realty Roof Customers (Between 1 to 17 Nov'17).

Contact on – 9011530248, RERA no - A52100003744

#home #House #Newhome

FIND TIME FOR YOURSELF AND YOUR LOVED ONES

GODREJ PRANA

Book a Home which will make you feel like Home

<http://godrejprana.booksitevisit.com>

Get Quote



**RealtyRoof.in**  
Sponsored (demo)

Like Page

Homes with the Perfect Balance. Godrej Prana offers a distinguished living space replete with all luxuries.

Contact on – 9011530248, RERA no - A52100003744  
#home #House #Newhome #godrejprana #undri

**GODREJ PRANA**  
UNDRI, PUNE

**4 EXCLUSIVE LIFESTYLE ZONES**  
- NATURE, LIFE, JOY AND ZEN

RERA No: P52100001372

The advertisement features a background image of a modern apartment complex with several towers, set against a sunset sky. The text is overlaid on this image, with the project name and RERA number prominently displayed.

**RealtyRoof.in**  
Sponsored (demo)

Welcome to a home you'll be proud to own. Godrej Prana is more than just a home.

Exclusive offer on November 18, 2017. Book your Priority Pass Today.  
Book a Site Visit & Get Short Gift only for Realty Roof Customers. (Between 1 to 17 Sept'17)... See more

**GODREJ PRANA**  
UNDR, PUNE

4 EXCLUSIVE LIFESTYLE ZONES  
- NATURE, L

RERA No: PS2100001372

**LIVE THE BALANCED LIFE**

1, 2, 2.5 and 3 BHK Residences [Sign Up](#)

**Residential Property Destination in Pune**

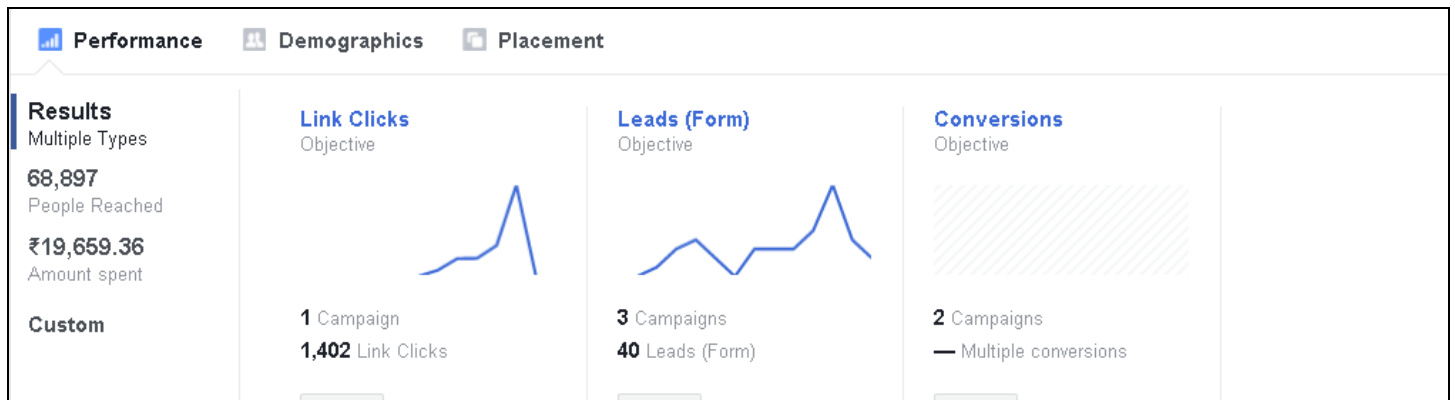
## Campaign Challenges

Majorly Getting the Leads Easy but quality lead and immediate sales leads are pretty difficulties through online marketing campaigns, it take time and patience. And most of client don't aware this fact, they things that if advertising is going on then they should get the immediate and quality leads. To satisfy clients need no matter what we have to tried hard to get what they are looking for from online marketing.

## Campaign Performance Results

We have run the three type of campaign such as: Link Click, Leads Form, Website Conversions, to get the best performance out of the campaign we continuously optimized along with split testing for ads, New targeting option used to get the required performance. In the end, we have received the pretty welcomed results responses from the campaigns. You can view the actual performance of Facebook Marketing Campaign yourself as follows:

## Conversion Performance Results



## Brand Awareness & Engagement Performance



## Prefer the Phone?



+91 020 41315176

+91 020 65001177

## Or Trusty Email



[sales@vidushiinfotech.com](mailto:sales@vidushiinfotech.com)

## Vidushi Infotech



**Cerebrum IT Park**

**Unit No- 3A**

**Building B3, 2<sup>nd</sup> Floor**

**Kalyani Nagar**

**Pune-411014**

**Maharashtra India**

**FREE CONSULTATION: 020 41315176**

