



Riva – Realty Roof – Case Studies

<https://www.realtyroof.in/>
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Overview

The Riva is Luxuries & Lavish real estate project Near NIBM Road, Pune. We run the Facebook marketing promotion for the Riva to increase flats booking and quality leads with project brand awareness in local areas. The below mentioned campaign case studies will show you promotion approach, efforts and campaign performance in terms of Conversion/Qualified Leads.

Facebook Campaign Approach:



This was local projects near NIBM, Pune. Hence we first want to focus on the local people who are interested in buying the flats with Riva. So we started three type of campaign to promote Riva Project, Generate Qualified, and Increase local Brand Awareness.


With following Target Audience approach:

Riva - Job Wise Posting Audience	
Location:	India: Kondhwa Road, Pune (+10 mi) Maharashtra
Age:	25 - 65+
Language:	English (UK) or English (US)
People Who Match:	Interests: Vice president, Chairman, Hospital corpsman, Talent manager, Master Chief Petty Officer of the Navy, President, Chief marketing officer, Chief executive officer, Doctor of Medicine, Executive director, Chief administrative officer, Chief financial officer, Physician, manager or Director of communications, Job title: Co-Owner/Designer, Owner and Managing Director, Chairman, Chief financial officer, Chief Marketing Officer (CMO), Co-Founder and Director, Chief executive officer, Owner and President, Founder Member, CEO and Manager, Co-Owner/Director, Co-Founder, Director, Chairman and Managing Director, Director and CEO, Co-Founder and CTO, Senior Marketing Director, Co-Founder/Managing Partner, Co-Director, Co-Owner/CEO, Co-Founder & Co-Owner, Co-Founder/VP, CEO/Founder/Owner, Managing Director and CEO, Chiarmman, Founder and Managing Director, Founder and President, Chairman & Managing Director, Co-Founder and CEO, Principal and Founder, Owner and Founder, Owner and co founder, Owner and Designer, President & Co-Founder, Co-Founder & COO, Co-Founder / Partner, President and CEO, Founder and Chief Executive Officer, Co-Ownwer, Vice President, Managing Director, President and Co-Founder, Co-Owner and Manager, Co-Owner/Partner, Founder and Manager, Owner and CEO, Founder and Director, Owner/Manager/CEO, Co-Owner and Co-Founder, President, Co Owner, Senior Marketing Manager, Executive director, Owner and Manager, Founder, Founder and Chairman, Founder, President, Chief marketing officer, Founder and Creative Director, Muslim, Co-Founder/Owner, Owner and Director, Jefe de operaciones, Gerente general or Direktor
<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p>Audience Size</p>  <p>Your audience selection is fairly broad.</p> <p>Potential Reach: 350,000 people ⓘ</p> </div> <div style="width: 35%;"> <p>Estimated Daily Results</p> <p>Reach 11,000 - 55,000 (of 290,000) ⓘ</p> <p>The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.</p> <p>Were these estimates helpful?</p> </div> </div>	


Facebook Campaign Ads:

The following ads has been continuously in observation and optimized as per the campaign performance.


**RIVA**
Sponsored · 



 Like Page


Few Days Left to Grab this Opportunity to Make Guddi Padawa Special for Your Beloved Ones. Buy 1 & 2 Bhk #Homes. Reserve Your Home Today. More Details... Call / Whats App us @ 9130090391 or TEXT RLF RIVA on 9220592205




RIVA on Hills of #NIBM - A project aimed to fulfill the dream of affordable luxury living

ASIANREALTY.CO 

**RIVA**
Sponsored · 

 Like Page

Premium Homes Offer Only Few Days Left. Buy #DreamHomes @ Rs.4050 per sq-ft. Riva a Project by #AsianRealty More Details... Call / Whats App us @ 9130090391 or TEXT RLF RIVA on 9220592205



Affordable Luxury! 1 & 2 Bhk Homes @ Hills of NIBM, Pune

RIVA, a project by Asian Realty envisages the essence of affordable homes.

[HTTP://ASIANREALTY.CO/RIVA-HILLS/NIBM-PUNE](http://asianrealty.co/riva-hills/nibm-pune)

Sign Up



RIVA

Sponsored · 🌐

Hurry Up Now !! Only Few Days are Left to Grab this Special Offer & To Book Your Dream House.

Loaded with amenities & facilities, More Best Deal: #property at Rs. 4050 per/sq ft. More Details... Call / Whats App us @ 9130090391 or TEXT RLF RIVA on 9220592205





Riva Dream Homes


[Sign Up](#)



Riva - Passage Way

 **RIVA** Sponsored ·  Like Page

Serving in the Industry since past 7+ Years. Offering Lavish & Luxurious Flats for you & your dear ones.
Register Your Home At 7% Only . Enjoy Relaxed Payment Schedules.
More Details... Call / Whats App Us @ 9130090391 Or Text Rlf Riva On 9220592205... See More





RIVA

Sponsored ·

Book Your #Dreamhome For Your Family Or Beloved One.
Riva A Project By Asian Realty'S, The Most Trusted Brand In The Real Estate Market.

More Details... Call / Whats App Us @ 9130090391 Or Text Rlf Riva On 9220592205... See More






Riva - Club House

[Sign Up](#)




Riva - Apartment

**RIVA**
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In the Market More Than 7 Years. Offering You & Your Family Lavish & Luxurious Flats.
Register Your Home At 7% Only . Enjoy Relaxed Payment Schedules.
More Details... Call / Whats App Us @ 9130090391 Or Text Rlf Riva On 9220592205... See More





Presenting The Perfect Balance, Riva. Book Your #Homesweethome At The Reasonable Price.
Modern Living Is All About Comfort and Privacy At An Affordable Price That Increases Ones Standard of Living.

[HTTP://ASIANREALTY.CO/PUNE/HILLS-OF-NIBM](http://asianrealty.co/pune/hills-of-nibm)

Sign Up




 **RIVA** Sponsored · 

[Like Page](#)

Breath-Taking View, On The Hills Of #NIBM, Almost Feels Like You'Re On A Hill Station!
Exclusive 1 & 2 Bedroom Residences With Lavish Internal And External Residences.

More Details... Call / Whats App Us @ 9130090391 Or Text Rlf Riva On 9220592205... [See More](#)



Challenges:

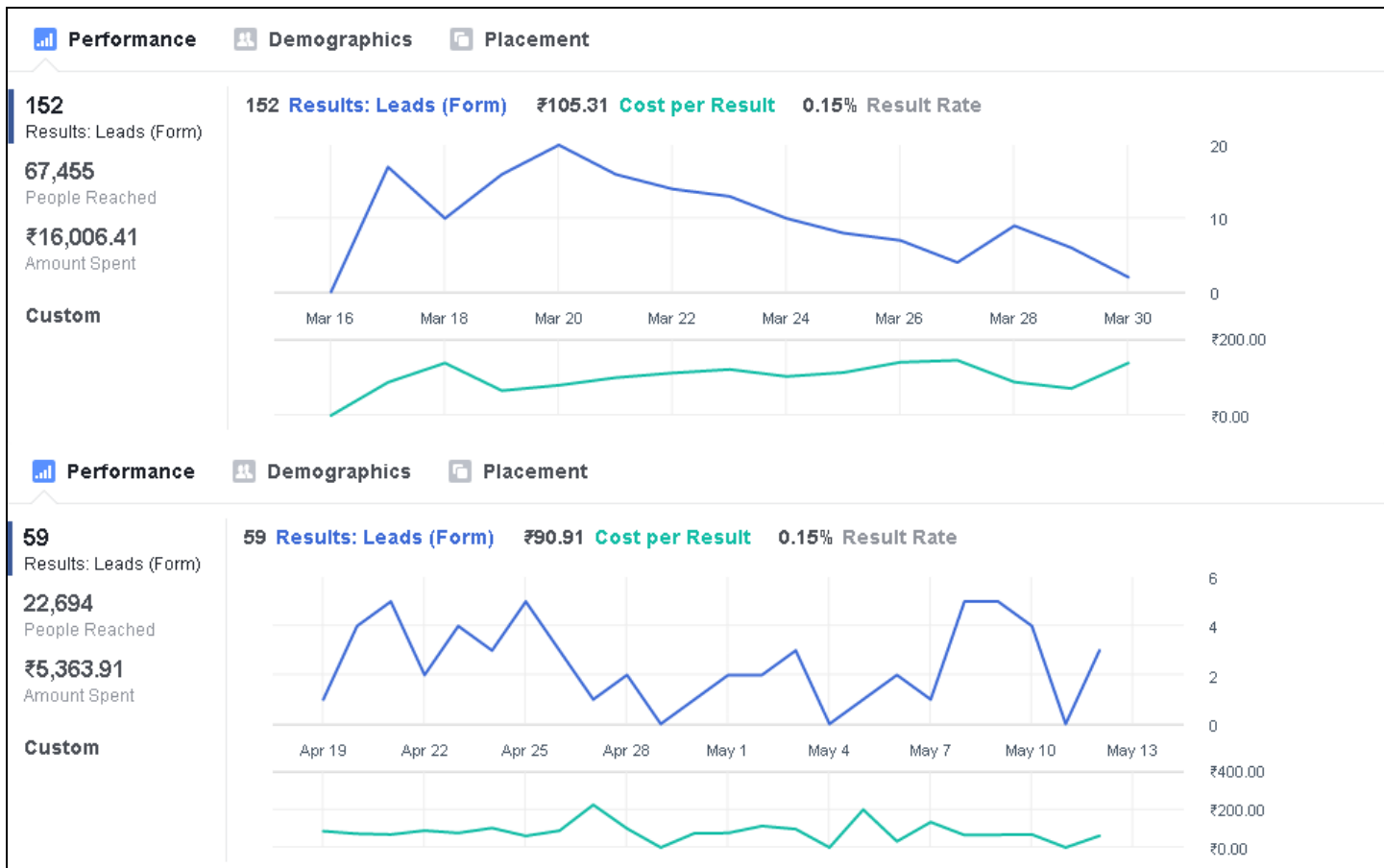
While running the campaign, we have faced the problem qualified leads because we were getting a lot of leads but percentage of quality leads was less hence we have kept optimizing the target audience to get the quality leads and relevant people brand awareness.

However In real estate campaign getting the quality leads pretty challenging however through our effort & continuous optimization we reached to our goal.

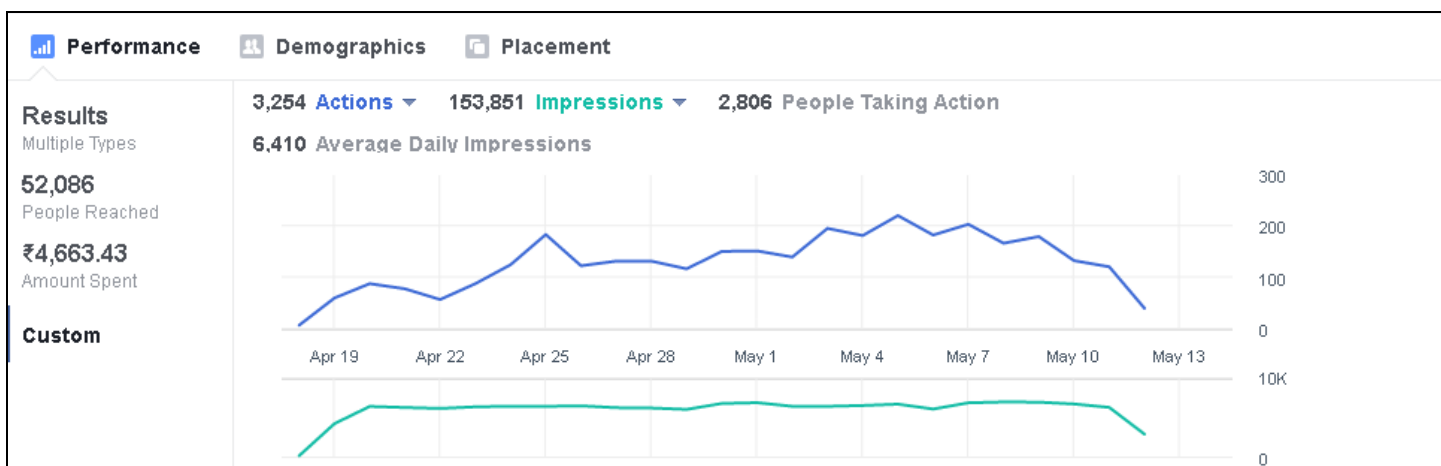
Campaign Conversion:


The Campaign success is depending on the every section of approach, activities and content. I can say that we're successfully able to get what needed us to deliver to the client. And just for your understanding, please go through following results of the campaign:

No s.	Campaign Name	Ad Name	Relevance Score	Total Conversion	Cost per conversion
1	Riva - Lead Generation Campaign	Single Image ads	9	74	₹ 70.81
2	Riva - Lead Generation Campaign	Slide Show Ads	7	70	₹ 138.71
3	Riva - Lead Generation Campaign	Carousel Ads	7	8	₹ 133.35
4	Riva - Lead Generation Campaign	Slide Show Ads	8	35	₹ 95.70
5	Riva - Lead Generation Campaign	Slide Show Ads	8	12	₹84.15
6	Riva - Lead Generation Campaign	Single Image ads	7	5	₹ 63.25
7	Riva - Lead Generation Campaign	Carousel Ads	7	7	₹ 98.32
Total				211	-



Results by Local & Brand Awareness | Engagement:





Feel free to contact us for any queries or more information. We would be pleased to respond to your queries immediately.

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