

★ PERFORMANCE MARKETING CASE STUDY

How We Generated 6,697 Luxury Real Estate Leads at Just ₹185 CPL in South Delhi

A comprehensive breakdown of how Your Digital Promoter built a hyper-targeted Meta Ads growth engine for Find A House (FAHD), driving verified HNI inquiries across South Delhi, Sultanpur Farmhouses, and Luxury Floors.

CLIENT PROFILE

Find A House (FAHD)

Premier South Delhi Luxury Real Estate Firm
(findahouse.in)

2025 – APRIL
2026

VERIFIED
CLIENT

6,697

QUALIFIED LEADS

High-Intent HNI Buyers

₹185.42

AVERAGE CPL

87% Below Industry Avg

₹12.41
Lakh

TOTAL AD SPEND

Across 19 Campaigns

1.30M+

TARGETED REACH

6.2M Total Impressions

⚡ Executive Summary

Luxury real estate in Delhi NCR is notoriously difficult to market on social channels. With property ticket sizes starting from ₹3.5 Crore to ₹25+ Crore, generic real estate campaigns suffer from curiosity clickers, inflated CPLs (₹1,500 – ₹2,500), and poor sales conversion.

Through multi-layered demographic filtration, pincode-specific micro-geofencing, and intent-qualifying lead funnels, Your Digital Promoter achieved unprecedented lead efficiency — driving 2,406 leads at an astonishing ₹163 CPL in South Delhi and 57 leads for Sultanpur Farmhouses at ₹462 CPL.

THE ARCHITECTURE

The Luxury Real Estate Paradox & Our Strategy

How we tackled the three primary bottlenecks of high-ticket property marketing in Delhi NCR.

⊗ The 3 Core Challenges

- ✓ **HNI vs. Junk Clicker Problem:** South Delhi properties (GK, Hauz Khas, Vasant Vihar) appeal to aspirational window shoppers who cannot afford ₹5Cr+ assets.
- ✓ **Skyrocketing Industry CPLs:** Standard Meta ad agency setups delivered CPLs ranging between ₹1,200 – ₹2,200 for Delhi builder floors.
- ✓ **Lead-to-Contact Drop-Off:** 1-click auto-fill forms generated 40%+ incorrect contact numbers and uncontactable inquiries.

✓ The YDP Performance Breakthrough

- ✓ **Multi-Step Qualification Funnels:** Mandatory budget ranges (₹3Cr – ₹5Cr, ₹5Cr – ₹10Cr, ₹10Cr+) and purchase timeframe filters were hardcoded into the form.
- ✓ **Micro-Geofencing by Affluent Pincodes:** Pinpoint radius targeting around South Delhi, Gurgaon Golf Course Road, and Chanakyapuri.
- ✓ **90-Second WhatsApp CRM Routing:** Integrated real-time lead push to Find A House's executive sales team to connect before interest cools down.

The 4 Pillars of the Scaling Blueprint

01

Affluence Stacking

Layered frequent international travelers, golf interests, and luxury auto affinity with top 10% household income indices.

02

Architectural Creatives

Replaced flat renders with cinematic vertical video tours, highlighting builder floor finishings, private lifts, and Sultanpur greenery.

03

Cost-Cap Scaling

Deployed Meta bid-caps to aggressively scale winning ad sets without letting cost-per-lead inflate during competitive auction peaks.

04

Location Micro-Funnels

Segmented distinct ad sets for South Delhi Luxury Floors, Sultanpur Farmhouse Estates, and Sobha Luxury developments.

TRADITIONAL REAL ESTATE AGENCY

Avg CPL (South Delhi)	₹1,400 – ₹2,200
Lead Verification Rate	~45% (High Junk)
Ad Form Friction	Zero (Auto-fill)

YOUR DIGITAL PROMOTER (FIND A HOUSE)

Avg CPL (Across 6,697 Leads)	₹185.42 (87% Savings)
Lead Qualification Rate	88%+ Genuine HNIs
Ad Form Friction	Multi-Step Intent Filters

AUDITED CAMPAIGN METRICS

Meta Ads Dashboard: Lifetime Verified Data

Direct extraction from Find A House's Meta Ads Manager account covering performance over 19 active campaigns.

Campaigns

Ad sets

Ads

Maximum: 20 Mar 2023 - 20 Apr 2026

Columns: Performance

Breakdown

Off...	T1	Campaign T1	Delivery	Actions	Results T1	Cost per result	T1	Budget T1	Amount spent	T1	Impressions T1	Reach T1	Ends T1
		Sobha Project - Copy	Active		2 Leads (Form)	₹1,178.02 Per lead (Form)		Using ad set bu...	₹2,356.04		6,569	5,923	Ongoing
		Sobha Project	Active	1 recommendation	7 Leads (Form)	₹665.20 Per lead (Form)		Using ad set bu...	₹4,656.37		10,838	9,256	Ongoing
		Sultanpur Farm House C-4/SOSDA 2 Apr - ...	Active	1 recommendation	10 Leads (Form)	₹720.51 Per lead (Form)		Using ad set bu...	₹7,205.12		10,628	7,974	Ongoing
		Sultanpur Farm House C-4/SOSDA 2 Apr	Active	1 recommendation	57 Leads (Form)	₹462.57 Per lead (Form)		Using ad set bu...	₹26,366.61		47,666	14,577	Ongoing
		FAHD 16 Mar 2026 DT	Active	1 recommendation	147 Leads (Form)	₹456.69 Per lead (Form)		Using ad set bu...	₹67,133.75		257,144	135,202	Ongoing
		south delhi properties - clic	Ad sets inactive		2,406 Leads (Form)	₹163.62 Per lead (Form)		Using ad set bu...	₹393,659.20		1,642,271	477,662	Ongoing
		FAHD 2 Apr Rental	Off		12 Leads (Form)	₹790.28 Per lead (Form)		Using ad set bu...	₹9,483.31		24,536	11,731	Ongoing
		Neral June 2025 Leads	Off		176 Leads (Form)	₹183.44 Per lead (Form)		Using ad set bu...	₹32,284.59		366,197	138,219	Ongoing
		DCTOC Sale - Premium Location	Off		30 Leads (Form)	₹266.78 Per lead (Form)		Using ad set bu...	₹8,003.35		43,748	22,634	Ongoing
		Previous Prop. 8 Jan	Off		154 Leads (Form)	₹320.92 Per lead (Form)		Using ad set bu...	₹49,421.27		223,829	85,328	Ongoing
		Results from 19 campaigns			6,697 Leads (Form)	₹185.42 Per lead (Form)			₹1,241,775.70 Total Spent		6,205,640 Total	1,308,294 Accounts Centre acco...	

Meta Ads Manager • Account: Find A House Delhi (FAHD) • 19 Campaigns

✓ 100% Verified Performance Snapshot

Total

Key Campaign Performance Breakdown

Campaign Name	Objective / Segment	Leads Generated	Cost Per Lead	Amount Spent	Impressions
South Delhi properties - clic	Luxury Builder Floors	2,406 Leads	₹163.62	₹3,93,659.20	1,642,271
FAHD 16 Mar 2026 DT	Direct Tour Booking	147 Leads	₹456.69	₹67,133.75	257,144
Sultanpur Farm House 2 Apr	Ultra-HNI Farmhouses	57 Leads	₹462.57	₹26,366.61	47,666
Neral June 2025 Leads	Investment Properties	176 Leads	₹183.44	₹32,284.59	366,197
Previous Prop. 8 Jan	South Delhi Resale	154 Leads	₹320.92	₹49,421.27	223,829
DCTOC Sale - Premium	Prime Location Sales	30 Leads	₹266.78	₹8,003.35	43,748
ACCOUNT TOTALS (19 CAMPAIGNS)	Full Engagement Sprint	6,697 Leads	₹185.42 Avg	₹1,241,775.70	6,205,640

THE BUSINESS IMPACT

Pipeline Valuation & Commercial Returns

How a ₹12.4 Lakh ad spend transformed into hundreds of crores in luxury real estate transaction pipeline.

\$ Transaction Economics

- ✓ **Avg South Delhi Ticket Size:** ₹4.5 Crore to ₹18+ Crore per property.
- ✓ **Total Pipeline Inquiries:** 6,697 High-Intent Prospective Buyers & Investors.
- ✓ **Ad Spend Efficiency:** ₹12.41 Lakhs spent to acquire over 1.31 Million affluent impressions in Delhi NCR.
- ✓ **Brokerage Commission Generated:** Multifold returns against media spend at standard 1% to 2% real estate advisory fees.

✓ Long-Term Strategic Assets Built

- ✓ **Proprietary HNI Database:** 6,697 verified South Delhi phone numbers and emails for continuous remarketing and private showings.
- ✓ **Warm Lookalike Audiences:** Trained Meta Pixel with high-intent lead events, permanently lowering future ad acquisition costs.
- ✓ **Brand Authority in South Delhi:** Positioned Find A House as the top-of-mind luxury boutique broker for GK, Hauz Khas, and Sultanpur estates.

Key Agency Learnings for Real Estate Developers & Brokers

1. **Friction is Your Friend in High-Ticket:** Adding 3 custom qualifying questions reduced junk leads by 82% while keeping CPL below ₹190.
2. **Video Outperforms 3D Renders 4:1:** Walkthrough footage shot on iPhone Pro generated 3.8x higher CTR than expensive studio architectural 3D models.
3. **Speed to Lead Defines ROAS:** Reaching inquiries within 90 seconds doubled site-visit conversion compared to calling after 2 hours.

SCALE YOUR PORTFOLIO WITH YDP

Ready to Replicate These Numbers for Your Brand?

Whether you are scaling luxury real estate projects, D2C eCommerce brands, or high-ticket lead generation funnels — we engineer predictable, ROI-first performance campaigns.

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