



POWERED BY

Born Marketerz
Let's Reach Your Audience



AL-RAUF GROUP

Meta Ads Case Study

How Al-Rauf Group generated PKR 1.05 Billion in revenue with the ad spend of 1,370,000 in 1 Year



PKR: 1,370,000
Ad Spend



Leads Generated
22,000



70
Apartments Sold



Duration: 1 Year



Location: Karachi

Bornmarketerz helped us receiving a consistent flow of qualified property inquiries while maintaining the CPL below the target benchmark

Danish Bin Rauf - CEO Al Rauf Group

Client Overview

Client

Al Rauf Builder

Type

Residential Apartments

Location

Karachi – Scheme-33

Project

Al Rauf Gold Raas



Target Audience:

Home Buyers &
Real Estate Investors






AL RAUF GOLD RAAS

Where Luxury Gets Affordable



The Challenge

Before partnering with us, Al Rauf Builders faced several roadblocks in generating quality leads and meeting sales targets

-  Low Lead Volume from existing campaigns
-  High Cost per lead draining the marketing budget
-  Irrelevant & Low Quality Inquiries
-  Difficulty in generating site visits and bookings
-  No proper conversion tracking in place

Our Strategy

We built a performance driven Meta Ads strategy focused on quality leads and optimal Cost Per Lead (CPL)



Expanded lead form to filter out irrelevant leads



AB Testing of Creatives



Implemented proper conversion tracking for accurate measurement & optimization



Different angles & ad copy testing



Scaling budget on winning assets

Lead Quality & Outcomes

We built a performance driven Meta Ads strategy focused on quality leads and optimal Cost Per Lead (CPL)



Total Leads
22,000



Qualified Leads
230



Apartments Sold
70



Conversion Rate
0.31%



Conversion Value
PKR 1.05 Billion



Testimonial



Danish Bin Rauf
CEO - Al Rauf Group

They have played a key role in improving our sales team performance. We received a consistent flow of qualified property inquiries while maintaining the CPL below the target benchmark. I would highly recommend Ahmer Hussain and his team at Born Marketerz to anyone who is planning to generate leads for their business. **Verified Testimonial**



Syed Ahmer Hussain Shah
CEO - Born Marketerz

Looking for more Qualified leads?

Get in Touch Now!



03323621379



03323621379



info@bornmarketerz.com

POWERED BY



Born Marketerz

Lets Reach Your Audience