

BSCPL adopts AI Advertising Automation to decrease acquisition cost by 50%



In Cost Per Lead



In Leads per month



Sales credited to ADOHM in 1 month

“We had partnered with ADOHM with the sole aim to increase lead generation and subsequently increase sales. ADOHM provided us with a co-ordinated approach with their integrated marketing technology. The targeted and outlined approach for prospective powered by their amazing AI tech helped us in accomplishing better results. Artificial intelligence powered advertising platforms has proven to make a plethora of difference for us in a competitive market place.”

Ajay Kumar Singh, Marketing Head, BSCPL Infrastructure Ltd.

Challenge

BSCPL Infrastructure, the real estate vertical of conglomerate BSCPL group has apartments and villas in affordable segment. Their major challenge was to reach out to potential buyers and sell the inventories within a planned timeline. They were talking to the same audiences, and creating the same campaigns with diminishing returns on ad spent.

Solution

BSCPL Infrastructure used ADOHM to run their paid campaigns. ADOHM used their visitor data and incoming campaign data, to identify and execute personalized campaigns based on user behavior discovered during the campaigns. It precisely targeted the active home buyers with personalized ad communications based on individual buyer’s preference.

Results

In the first month itself there was 100% increase in leads inflow. 50% of the leads are generated from look-alike audience identified by ADOHM. The organic traffic and enquiries on the website increased significantly. ADOHM was able to drive down the total cost of acquisition across channels.

Source: ADOHM in action:

