



Sobha Limited

Leveraging Google Optimize and creative excellence to drive property sales

Sobha Limited leverages Google Optimize and creative excellence to drive \$10 Million of property sales



CLIENT OBJECTIVES + BACKGROUND

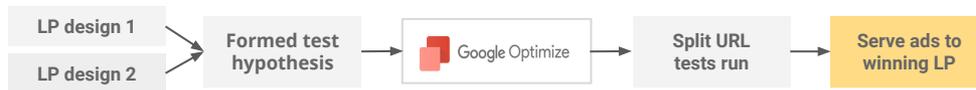
- **Vertical:** Real Estate
- **Client Background:** Sobha Ltd. is one of the largest real estate organisations in India and the Middle East founded in 1976. Their one of a kind property Expo - 'The Now or Never Sale' showcases their ongoing projects across India, and is a one-stop destination for prospective customers to find their desired homes.
- **Objectives:** To increase awareness about the expo, get qualified buyers to the venue, and drive sales of the properties across India.



Now Or Never Sale - 13 & 14 January, 2018

SALES APPROACH

- **Driving Brand Searches with Bumpers:** As a part of the pre-click optimisation, a teaser video of the Expo was launched as a bumper ad utilizing a CTA which encouraged viewers to search for the brand.
- **Google Optimize for Increasing Lead Volumes:** The post click optimisation involved extensive A/B testing on the UX/Content aspects of the landing pages with the help of Google Optimize. Over a period of 3 weeks, users were served landing pages via Split URL (redirect) testing to arrive at the best performing landing page design in terms of form-fill goal completions to drive more qualified leads.



RESULTS

- The search CTA based bumper ad led to **49% increase in brand searches*** during the campaign.
- The overall campaign and optimized landing pages **generated footfall of over 2000 prospective buyers** at the two day event with **over \$10 Mn in property sales from Google leads.**

"Adoption of Google's creative best practices for bumper ads and usage of Google Optimize to redesign our landing pages immensely helped us in making our "Now or never sale" a huge success. Not only were we able to massively increase our brand searches, we saw a total footfall of 2000 people at the event and ultimately sold properties worth 10 million USD from those leads. We would be now using both these strategies in deploying further campaigns as well. Looking towards further success with Google!" - Mr. Rajanish Dixit, Vice President Marketing, Sobha Ltd, Bengaluru.



Sales POCs:
Omkar Rajadhyaksha (ADM) | Aditya Palta (AS)

Google. Sobha Group Q1'18
Country: India

*Source: Google Trends, Highest brand searches in 12 months 2017-18