

Case Study:

Effective Media Buying on Meta for Al Mateen Real Estate

Objective

The primary goals of this media buying campaign were lead generation and sales increase for off-plan apartments in Bahria Town Lahore.

Client Background:

Al Mateen Real Estate is a real estate brokerage firm specialising in high-end properties in Bahria Town Lahore. Their target market includes individuals interested in purchasing off-plan apartments, particularly those in Bahria Town Lahore.

Challenges

Initial Situation:

Al Mateen Real Estate was new to digital marketing and unsure of how to effectively leverage online platforms for lead generation.

Market Conditions:

The campaign faced significant competition from the developer of the same apartment building, who had a marketing budget 20 times larger than Al Mateen Real Estate. Additionally, the local real estate market was underperforming, making it more challenging to attract buyers.

Strategy

-Target Audience

The campaign targeted:

- Pakistanis living abroad
- Immediate family members of those living abroad
- Professionals such as doctors, engineers, and software developers

Creative Approach:

The campaign utilised a mix of engaging Reels and static ads to capture attention and convey key messages.

Placement and Budget:

Ads were placed on Facebook and Instagram, with an average daily budget of Rs 1,000.

Execution

Ad Setup

- Tools Used: Meta's Ads Manager, custom audiences, and Pixel tracking for conversion optimization.
- Ad Formats: A combination of Reels to leverage the engaging short-video format and static ads for clear, concise messaging.
- Optimization:
 - A/B Testing: Conducted A/B testing on various ad creatives and target audience segments to identify the most effective combinations.
 - Adjustments: Continuous monitoring allowed for adjustments in targeting parameters, ad creatives, and budget allocation based on real-time performance data.

Results

- Key Metrics
 - Reach: The campaign reached 17,249 unique individuals.
 - Engagement: Achieved a CTR of 3.89.
 - Conversions: 98 messaging conversations were started with a cost per messaging conversation of Rs 104.
 - Cost Efficiency: The average CPC was Rs 104.
- Analysis: Despite the smaller budget and competitive market conditions, the campaign effectively increased brand awareness and generated a substantial number of high-quality leads. The most successful ads were Reels, which saw higher engagement rates.

Conclusion

- Learnings:
 - Targeting Specificity: Focusing on a precise target audience, including Pakistanis living abroad and professionals, significantly improved engagement and conversions.
 - Ad Formats: Reels were particularly effective in capturing attention and driving engagement compared to static ads.
 - Optimization: Continuous optimization through A/B testing and real-time adjustments was crucial for maintaining and enhancing campaign performance.
- Client Feedback: Al Mateen Real Estate was pleased with the campaign results, noting a significant increase in inquiries and a better understanding of digital marketing's potential. They appreciated the detailed targeting and the quality of leads generated.

Visuals and Data

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Lahore
 Men and Women, aged 26+
 Include people who match: National Association of Women Business Owners (business & finance), Lives abroad, Family of those who live abroad, Oral and maxillofacial surgery, B.D.S (bachelor of dental surgery), Doctorate degree, IT Decision Makers, Oral and maxillofacial surgery, Neurology, Neurosurgery, Business Owner, Owner at own business, Business Owners, Speech-Language Pathologist (SLP), Salon Owner and Stylist, Electrical Project Engineer, Chief Administrative Officer, Professor, General surgery, Surgery, Cardiology, Chartered accountant, Landlord, Information technology, Attending physician, Associate professor, Vice-principal, Doctor, Anesthesiologist, Neurosurgery, Senior producer, Politician, Mechanical engineering, News director, Geologist, Petroleum Geologist, Business Owner, Trader, Character actor, Software engineer, Senior Software Engineer, Head Finance & Accounts, Orthodontics, Goldsmith, Anchor/Reporter, Dentist/Orthodontist, Salon Owner/Beauty Therapist, Chief mechanical engineer, Mortgage Banker/Loan Officer, Emergency Medicine Resident Physician, Neurology Resident, Information Technology Architect Certification, Personal Banker/Loan Officer, Resident Physician - Anesthesiology, Anesthesiologist/Physician, Consultant Surgeon, MD Physician-Dermatologist, English Professor, Speech and Language Therapist, Skin Care Consultant, Medical Doctor/Orthopaedic Surgery and Sports Medicine, Managing Partner, Consultant Cardiologist, Founder and Managing Director, Oral and Maxillofacial Surgeon

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Anesthesiologist/Physician, Consultant Surgeon, MD Physician-Dermatologist, English Professor, Speech and Language Therapist, Skin Care Consultant, Medical Doctor/Orthopaedic Surgery and Sports Medicine, Managing Partner, Consultant Cardiologist, Founder and Managing Director, Oral and Maxillofacial Surgeon (OMS), Chief Executive Officer (CEO) & Founder, Médica Dermatologista, Director of HR, Obstetrician/ Gynecologist, Owner/Landlord, Skin Care Specialist, Mine Geologist, Information Technology Specialist (IT Specialist), Speech-Language Pathologist (SLP), Dental Surgery Doctor (DDS), College or University Faculty Member, Salon Owner, Master Stylist, Endocrinologist, Faculty (academic staff), Senior lecturer, Principal Architect, Business Owner/Engineer, Web Application Developer, Relationship Banker, Medical Doctor MD/Medical Director, Data science, Dermatologist, Professor emeritus, Universal Banker, OB/GYN Physician, Medical Doctor (MD), Human Resources Director (HR Director), Project Management IT Specialist (Project Management Information Technology Specialist), Electrical Electronics Engineers, Orthopedic Surgeon, Electrical Controls Engineer, Project Geologist, Orthopaedic Doctor, Orthodontist, Small Business Owner, Pediatric Cardiologist, E-commerce Strategist, OB/GYN Doctor (Obstetrics/Gynecology Doctor), Obstetrics Gynecology MD (Ob Gyn MD), Assistant professor, Director of Operations and Creative Services, Agriculturist, Mechanical Design Engineer, OB/GYN (Obstetrician / Gynecologist), Engineering Geologist



Detailed Metrics:

- Location: Primarily targeted in Pakistan.
- Messaging Conversations Started: 98 conversations with a cost per conversation of Rs 104.
- Reach: 17,249 unique individuals.
- CTR: 3.89.

By following this structure, the case study effectively showcases the strategy, execution, and success of the media buying campaign for AI Mateen Real Estate.