Case Study 15

Generating More Qualified Leads for a Real Estate Business

Client: CLR Group
Industry: Real Estate (USA)
Engagement Length: 2 years



The Challenge

CLR Group had a strong local presence but struggled to generate consistent qualified leads online. Its website attracted traffic, but inquiries remained low, while paid advertising costs continued to rise.

The goal was to attract more serious buyers and sellers while improving the efficiency of its digital marketing campaigns.

What We Did

- Optimized the website for local search and high-intent real estate keywords.

- Created targeted landing pages around key property services and locations.
- Developed Google Ads and Meta Ads campaigns for prospective buyers and sellers.
- Improved calls to action and lead-generation paths across the website.
- Implemented conversion tracking to measure inquiries and campaign performance.

The Outcome

- **142% increase in qualified leads** over the engagement period.
- **31% reduction in cost per lead** across paid campaigns.
- **68% increase in landing page conversions.**
- Increased inquiries for property viewings and consultations.

> "We started receiving a steady flow of quality property leads and viewing requests. Our campaigns became more efficient and produced far better results than before."

— CLR Group

Client identity has been anonymized to protect confidentiality.