

## Ingrad. How to attract buyers of business-class apartments on social networks 2 times cheaper than through ppc advertising



**Client:** Ingrad - a large developer built more than 2.5 million square meters of comfort and business residential real estate.

**Target audience:** Premium audience interested in buying business class real estate.

**Project period:** March 2018 - present time

**Objective:** To increase the number of unique targeted applications (UTA) from social networks for the business object "Novocheremushkinskaya, 17"

### Project Features:

- Business object. High price – from 11,9 million rub.
- Social networks promotion from the scratch

## **Introduction**

On social networks we promote 4 residential complexes of “Ingrad” company. We used different approaches for each object - residential complexes differ in positioning, cost and location.

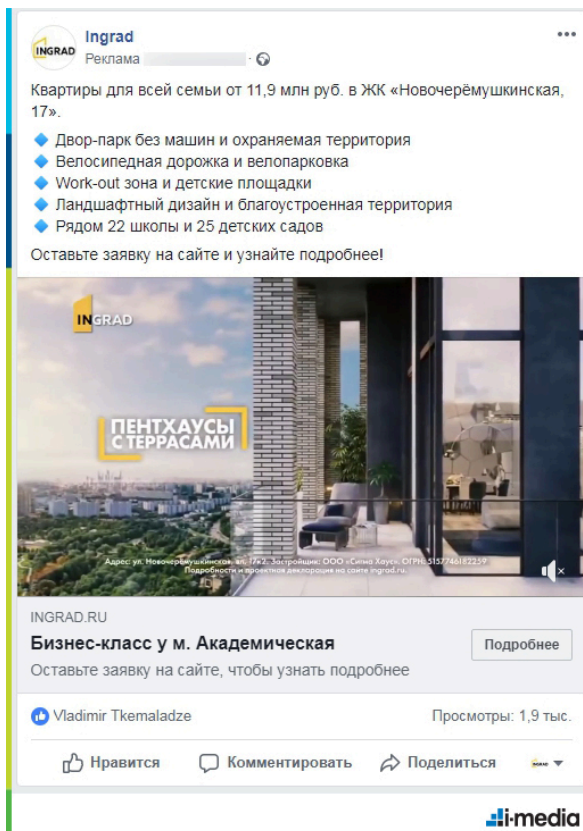
We show the results for the residential complex “Novocheremushkinskaya, 17”, since it’s a difficult object for promotion on social networks. Firstly, on social networks, there is high competition among real estate advertisers. Secondly, the object has a high cost - from 11.9 million rubles. Therefore, it’s not enough to look for those who are just interested in real estate. We need people with high income, which means we need to work at the junction of audiences.

### **Step 1. We provided the website with the traffic**

We started working in March 2018. Previously, residential complex “Novocheremushkinskaya, 17” was not promoted on social networks. Therefore, we did not have statistics on the object; we had to start from scratch and test all available social media tools.

To increase the number of calls, we started traffic campaigns on Facebook, Instagram, VKontakte and MyTarget.

We set up call tracking with interchangeable numbers for each social network to control efficiency.



Pic1. Social Ad Screenshot

We set up two formats on VKontakte: “Post in the feed” and “Carousel”, in MyTarget - a multi-format (the ads were displayed on OK and VKontakte, as well as on Mail.ru’s services and partners). The test showed that the volume of the target audience who can buy a business class apartment is much less than on Facebook and Instagram. Target call cost was higher. Therefore, we redistributed the main part of the budget to Facebook and Instagram. VKontakte and MyTarget were left in remarketing for site visitors.

We analyzed the first results and began to segment the campaigns for those who have:

1. Direct interest (real estate, mortgage, real estate market, apartments)
2. Potential interest (business, executives, TOP managers, investors, regular travelers).



Picture 2. Segments for an advertising campaign on Facebook and Instagram

## Step 2: We Started Dynamic Remarketing

On Facebook and Instagram we pressed the target audience with the layouts of the apartments (viewed or similar) in the “Carousel” format. Layout data was automatically pulled from the feed. More information on the price, location and layouts was added to the ads to cut off non-target users. So we got fewer leads, but their quality was much higher.

Remarketing was set up for those who:

- visited websites of other business-class residential complexes (cross-retargeting)
- was on the website of the residential complex “Novocheremushkinskaya, 17”, but did not placed an order



Picture 3. Screenshots of ads on Facebook, Carousel format

The format worked great for engagement. We returned the interested audience to the site, showing them the layout of those apartments that they had already seen.

Compared to traffic campaigns, the cost per click was 32% cheaper, and the CTR higher by 55%.

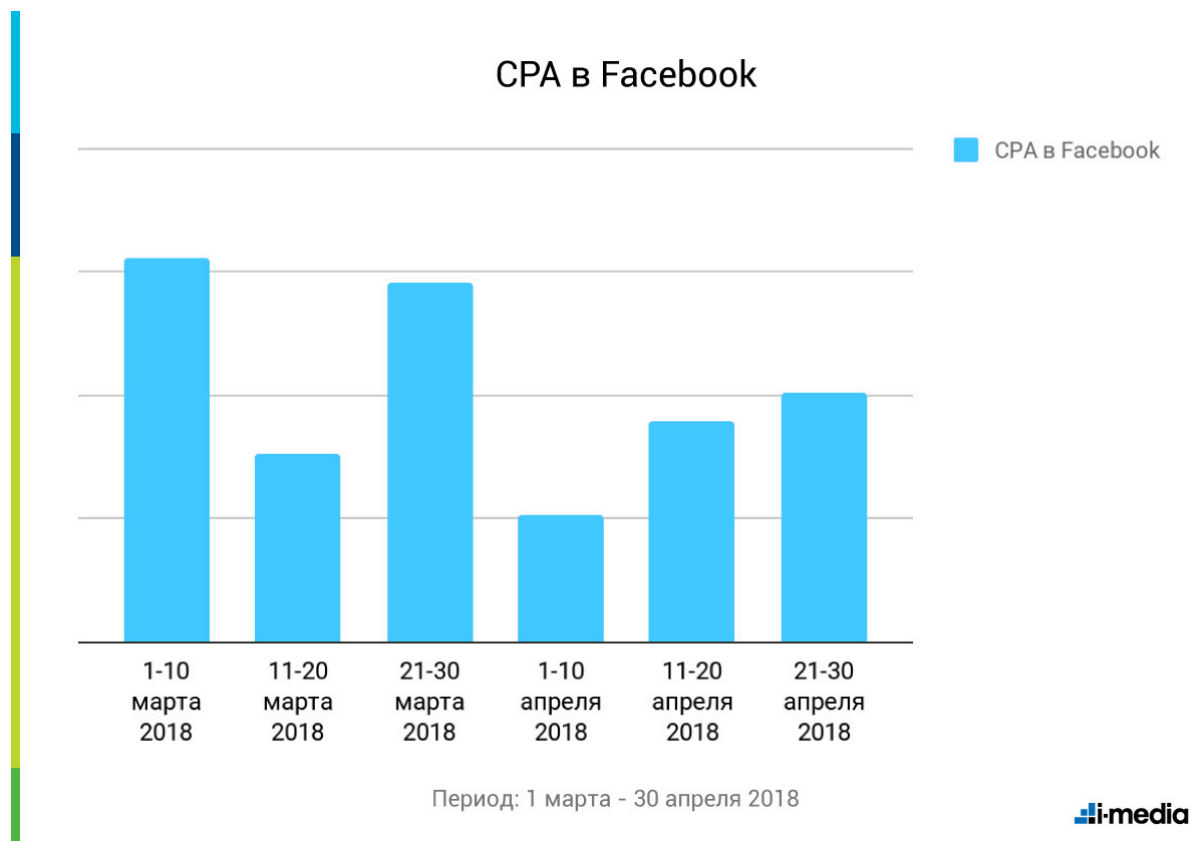
### Step 3: We set up the event optimization



Picture 4. Optimization scheme for events on the website

The next thing we did was setting up of optimization for events on the website. We put a pixel on the site - it collected those who ordered a call back, looked at the lay-outs, filled out the application form. All this data was automatically pulled into the advertising office of Facebook and Instagram. The platform was looking for people who are more likely to perform a targeted action on the site, and we have optimized advertising campaigns on conversion.

The results became better - the number of applications has increased, but the CPA was unstable in the first two months of the campaign. We tracked this indicator over the decades of the month and really wanted to lower it.

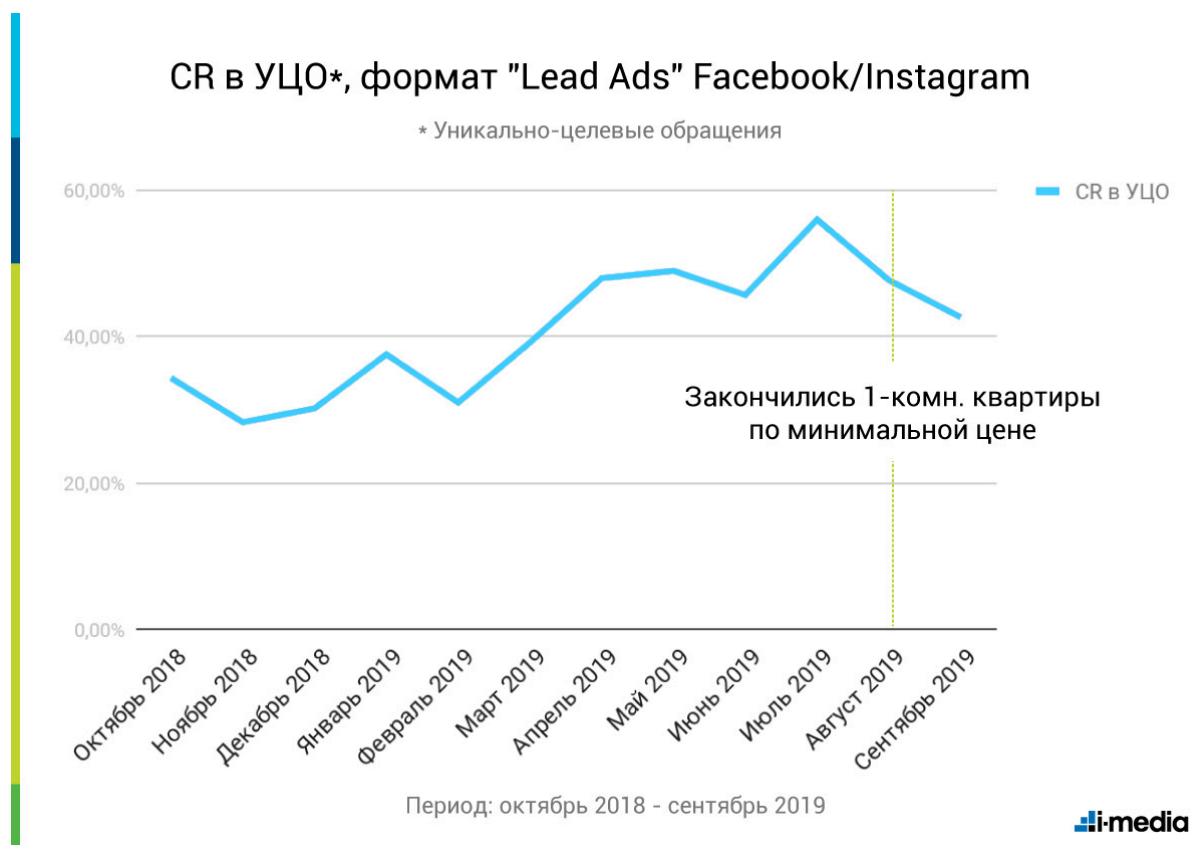


Picture 5. Facebook CPA, March 1 - April 30, 2018

#### Step 4: We set up Lead Ads

In May 2018, we decided to test Lead Ads, because this format is very convenient for users - no need to enter data (they are automatically pulled from the profile) and transfer from social networks to the site.

But there is a minus - the user sees only the information in the ad, and when he/she buys a property, many questions arise (in fact, we order not a phone charging device, something more complicated). To meet the needs and requests of the client 100%, we listen to calls. We take the most common questions from the conversations and add the answers to them in the ads. We check and update the USP once a week.



Picture 6. CP in unique target applications, "Lead Ads" format on Facebook / and Instagram, October 2018 - September 2019

Due to constant listening to calls and adjusting targeted USPs, the conversion from leads to unique target users is constantly growing. The maximum 56% was recorded in July 2019.

In September 2019, we see a decline in the total number of conversions and CR in unique targeted applications. This is due to the fact that in August 2019 there were no one-room apartments at the lowest price. Available apartments are from 18.8 million rubles. Any price increase reduces the volume of applications and conversion.

## Work with visual

The visual component on social networks is one of the main elements of an effective campaign. The quality of banners, the simplicity of text for each target audience and the constant updating of creatives are very important to ensure that users are not "fed up" with ads.



We proposed to update the creatives: enlarge the area with the render, reduce the branded dice and shorten the texts. So Facebook and Instagram did not reduce coverage because of the rule about 20% of the text in the picture.

### Before



5 МИНУТ ОТ МЕТРО «АКАДЕМИЧЕСКАЯ»

### After



Новочерёмушкинская, 17  
жилой квартал

Picture 7. Example ads for Facebook и Instagram

In September 2018, we revised the budget between platforms and formats. The most part was financed to Lead Ads on Facebook + Instagram. **In January 2019, we received 8.5 times more leads compared to August 2018, with a budget increase of 2.1 times.**



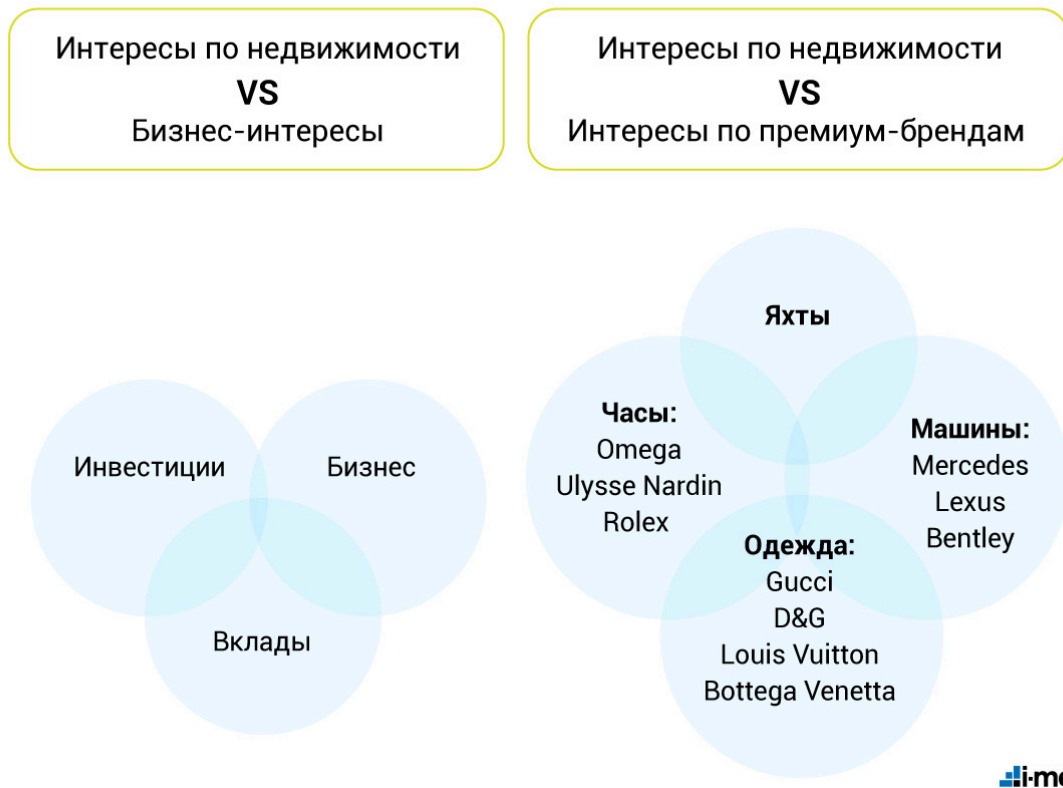
Picture 8. The number of conversions on Facebook, March 2018 - September 2019

The capacity of Facebook and Instagram is limited, therefore, to scale the campaign, we used additional cross targeting, Look-a-like and Supergeo.

### Cross Targeting:

1. Real estate interests VS business interests (business, investments, deposits)
2. Real estate interests VS premium brand Interests

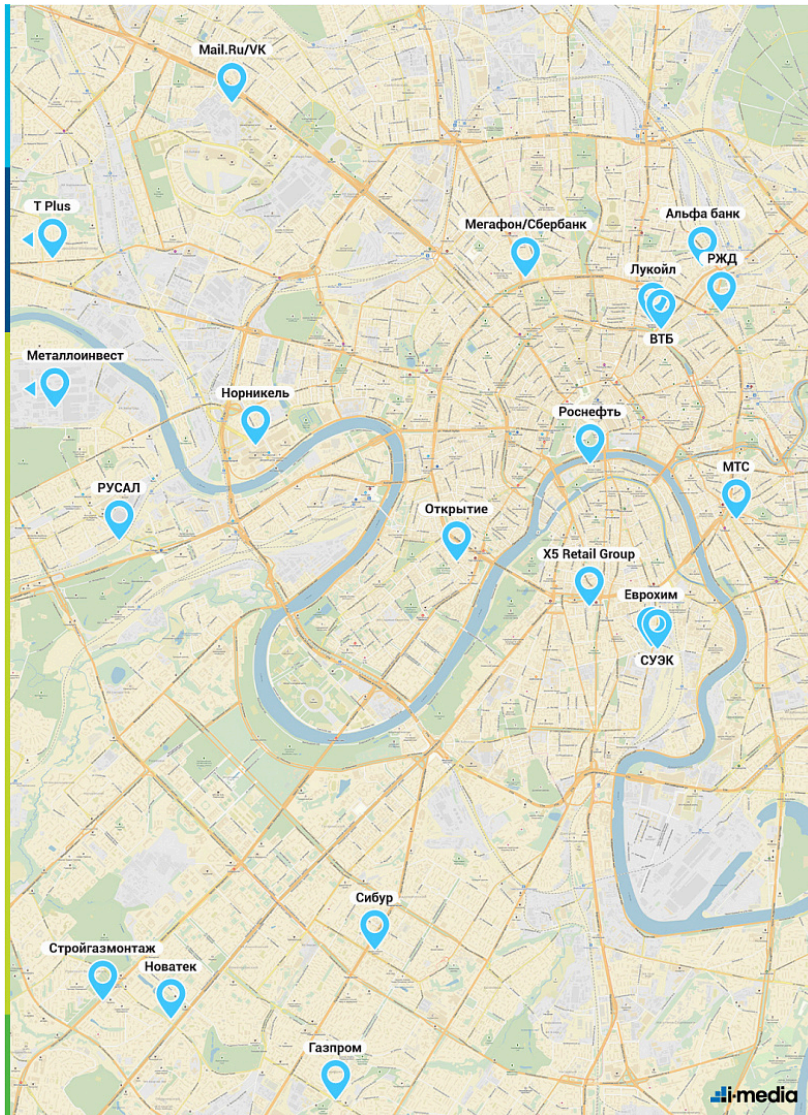
## Таргетинги с пересечениями



Picture 9. Cross targeting for Facebook и Instagram

**We set up Look-a-like (LAL)** based on “Ingrad” customer base for other business class residential complexes and for those who sent the lead form for residential complex “Novocheremushkinskaya, 17”. Facebook algorithms found the audience as similar as possible to those who submitted a lead form or made a targeted call. We embraced people who were not directly interested in real estate. After we set up LAL, the lead cost was reduced by 25%, while the number of calls increased by 60%.

**We set up Superheo** to the addresses of business centers or large companies. We chose the TOP-20 suitable companies in Moscow.



Picture 10. Map with the addresses of business centers and large companies for Superheo

The cost of a targeted application in traffic companies is more expensive than in Lead Ads. Lidgen stably leads to a larger volume of targeted applications, so in October 2019 we turned off traffic companies and are working on optimizing of the Lidgen.





Picture 11. CPA on Facebook and contextual advertising, March 2018 - September 2019

With the help of Lead Ads, we increased the number of applications and their conversion into unique targeted applications. At the same time, CPA was reduced. In September 2019 - 7.9 times compared with March 2018 and 1.9 times compared to December 2018.

## Conclusion

We have found a stable format for promoting "Novocheremushkinskaya, 17" residential complex on social networks - Lead Ads. We have managed to attract 26.6% of leads from social networks from March 2018 to September 2019



Picture 12. The volume of conversions and unique targeted applications from social networks, March 2018 - September 2019

41.2% of the total number of leads on Facebook has converted to unique targeted applications. This is 21.9% of all leads received on social networks and contextual advertising.

At the same time, the CPA value was reduced by 7.9 times (September 2019) compared to March 2018. **We have managed to make the CPA on Facebook and Instagram be 2 times lower than in contextual advertising.**

Often an application on social networks (and not only) for an economy class object is much cheaper than for business class residential complex. Demand for apartments with lower cost is much higher. **We keep the CPA indicator at the level of an economy class object for “Novocheryomushkinskaya, 17” residential complex.**



**Andrey Kobyakov**  
Advertising director  
Ingrad Group

i-Media team helps us to promote real estate through social networks. They use different tools for each residential complex, constantly test creatives - the visual part and texts. If something doesn't work, they promptly offer new approaches to segmentation of the target audience and formats. We are pleased with the cooperation with the agency, we have new challenges and new victories ahead!