

GOOGLE ADS

Search Campaign

Professional Campaign Assignment

Prepared by

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Campaign type

Search Campaign

Business

Real Estate Developer, Bangalore

Campaign goal

Generate Quality Leads

DAILY BUDGET

₹14,000

01 | Campaign Overview

This assignment documents the creation of a Google Search campaign for a Bangalore-based real estate developer. The campaign was designed to reach potential home buyers using relevant keywords and optimized ad copy, with the objective of generating quality leads.

₹14,000 Daily budget	Search Campaign type	Lead generation Primary goal
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Campaign Objective

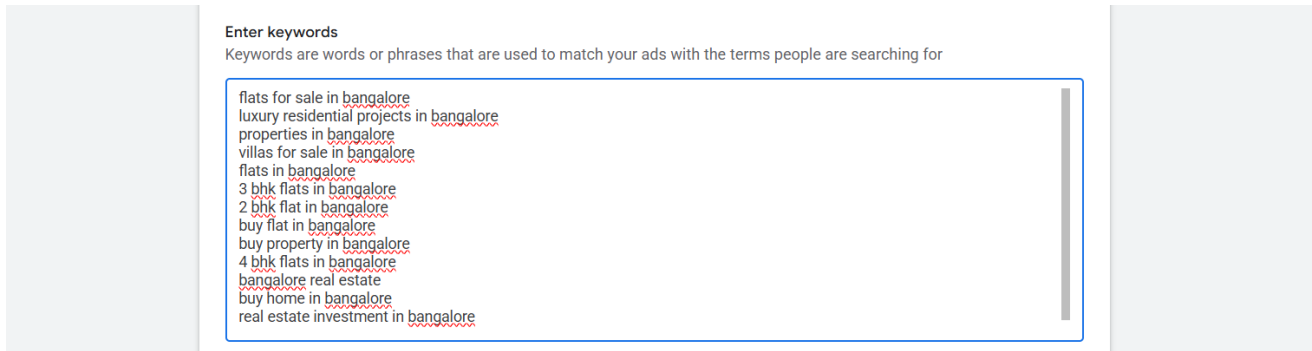
Create a Google Search campaign targeting potential home buyers in Bangalore and generate quality leads through relevant keyword targeting and optimized ad copy.

Campaign Setup

Business	Real Estate Developer, Bangalore
Campaign Type	Search Campaign
Campaign Goal	Generate Quality Leads
Daily Budget	₹14,000

02 | Keyword Strategy

The campaign uses residential real-estate search terms focused on Bangalore and buyer intent. The selected keyword set includes terms around flats, apartments, 2 and 3 BHK homes, luxury properties, and related purchase intent.



Original campaign screenshot: selected keyword inputs.

The keyword selection was built around the campaign's objective of reaching potential property buyers in Bangalore.

03 | Ad Copy & Assets

The ad structure was developed around benefit-led headlines, descriptive copy, and sitelinks designed to guide users toward relevant property and contact actions.

HEADLINES

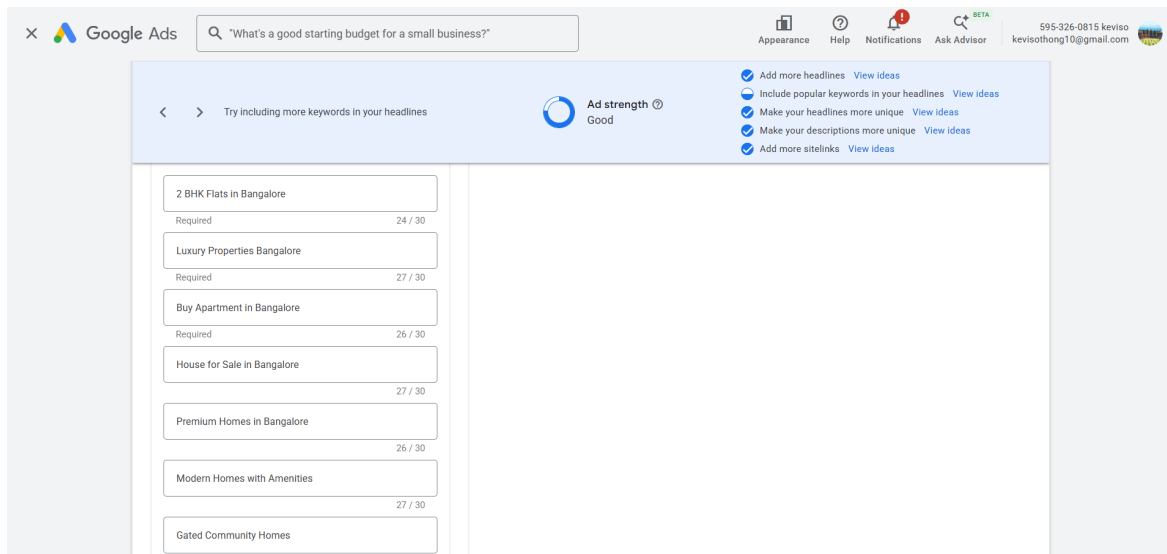
- 2 & 3 BHK Flats in Bangalore
- Luxury Properties Bangalore
- Ready Apartment in Bangalore
- House for Sale in Bangalore
- Premium Homes in Bangalore
- Modern Homes with Amenities

DESCRIPTIONS

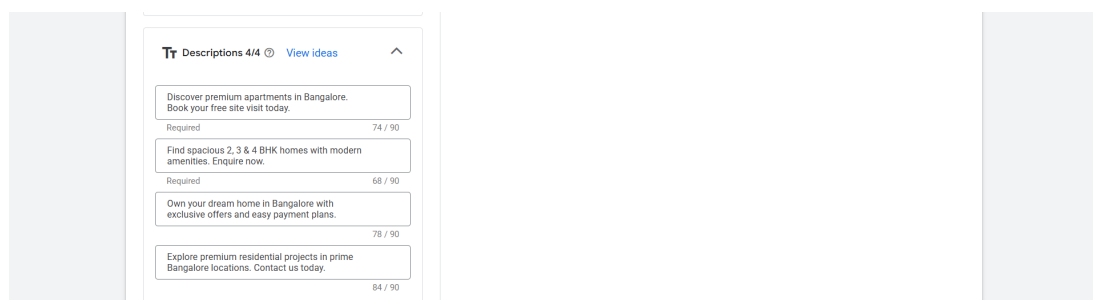
- Discover premium apartments in Bangalore. Book your free site visit today.
- Explore premium residential projects in prime Bangalore locations. Contact us today.
- Book your dream home in Bangalore with flexible options and premium amenities.

SITELINKS

- Projects in Bangalore
- Book a Site Visit
- Download Brochure
- Contact Us



Original Google Ads screenshot: headline setup.



 **Sitelinks** 

Add links to your ads to take people to specific pages on your website. 

[2 & 3 BHK Homes](#)
Spacious Family Apa...



[Contact Sales Team](#)
Get Exclusive Offers ...



[Flats for Sale](#)
Explore Premium Ho...



[Floor Plans](#)
View Home Layouts ...



[Project Gallery](#)
Explore Photos & Vid...



04 | Estimated Results

The campaign forecast is based on the selected keywords and the ₹14,000 daily budget. The estimates below are the figures recorded in the assignment.

4,778 Weekly clicks	₹20.51 Average CPC	₹98,015.89 Weekly cost
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88.7%



Campaign optimisation score 



Weekly estimates

Estimates are based on your keywords and daily budget 

Ad group 1



Weekly clicks

4,778

Avg. CPC

₹20.51

Weekly cost

₹98,015.89

Original Google Ads screenshot: campaign optimization score and weekly estimates.

Forecast Summary

Weekly clicks	4,778
Average CPC	₹20.51
Weekly cost	₹98,015.89

Conclusion

A Google Search campaign was created for a Bangalore real estate developer with a daily budget of ₹14,000. The campaign uses relevant keywords and optimized ads to attract quality leads from potential property buyers.