

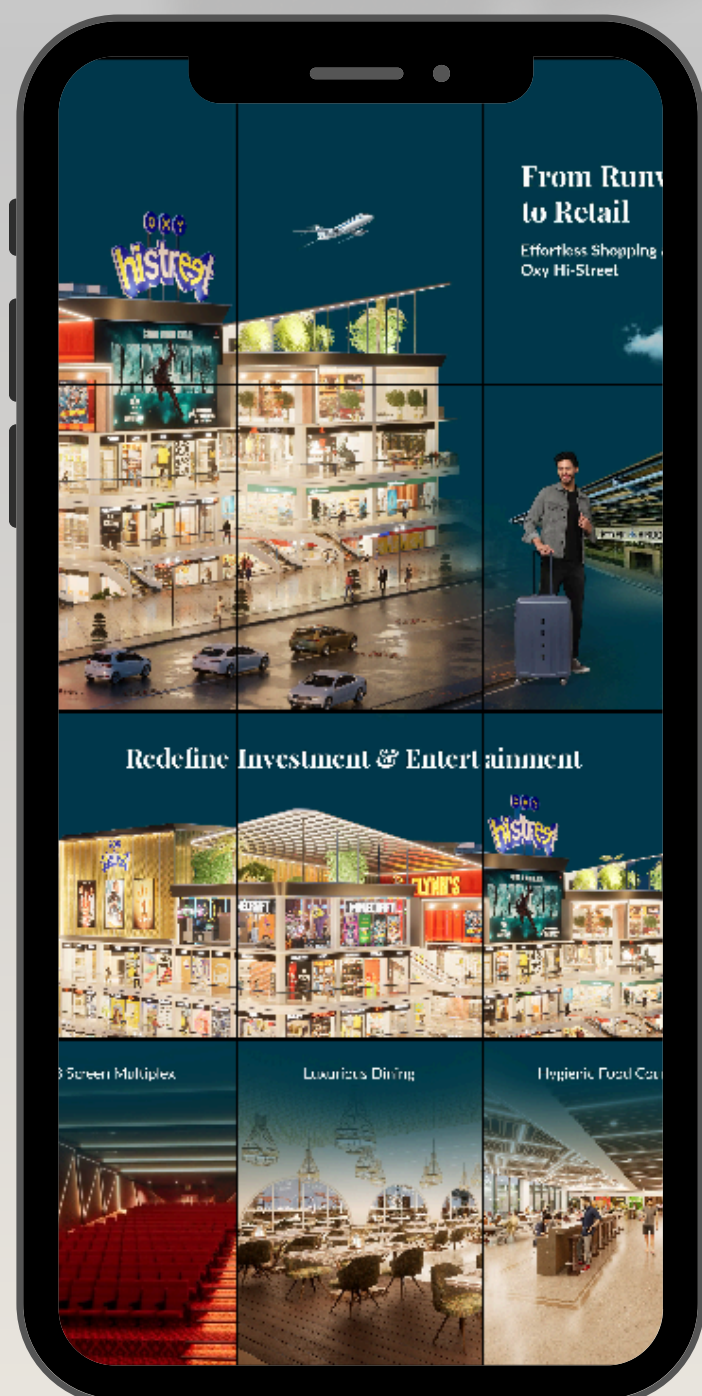
OXY HI – STREET MALL

How a real estate group
got 70% qualified
lead for commercial
space



01 BRAND MESSAGING CAMPAIGN

Ghaziabad's most promising high-street retail and investment destination



02

AD DEMOGRAPHIC & STRATEGY

Since the starting investment range was ₹50 lakh, our target audience was highly niche – specifically defined by select demographics, interests, and job titles.

Location:

India: (201005), (201011) ; Delhi (110093), Delhi (110095), Delhi (110092) Delhi; Ghaziabad (201002), Ghaziabad (201001), Ghaziabad (201012), Ghaziabad (201004) Uttar Pradesh; Tronica City Uttar Pradesh

Minimum age:

18

Suggestions

Age:

35-65+

Gender:

Male

People who match:

Job title: Cardiology, Chartered accountant, Doctor, Neurosurgery, Criminal defense lawyer, Lawyer, Business Lawyer, Software Development Engineer or Medical Doctor MD/Medical Director

Sid&Co

Targeted professional job titles

Location:

India: (201005), (201011) ; Delhi (110092), Delhi (110095), Delhi (110093) Delhi; Ghaziabad (201001), Ghaziabad (201012), Ghaziabad (201004), Ghaziabad (201002) Uttar Pradesh; Tronica City Uttar Pradesh

Minimum age:

18

Suggestions

Age:

35-65+

Gender:

Male

People who match:

Job title: Judge, Commissioner, Director general of police or 1st Grade Teacher, Industry: Government employees (global)

Sid&Co

Targeted high paying govt. jobs



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AD DEMOGRAPHIC & STRATEGY

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Location:

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Minimum age:

25

Suggestions**Age:**

35-55

Gender:

Male

People who match:

Interests: Small business (business and finance), franchise, commercial property (property), Apartment (property), Financial plan (investing), Entrepreneurship (business and finance), Investment (business and finance), Property investing (investing), Property (industry), Investor (investing), Real property (property), High-net-worth individual (business and finance) or Return on investment (investing), Behaviours: Small business owners or People in India who prefer high-value goods, Employers: Business Owner or Entrepreneurship & Management, Job title: Business Owner, Owner, Co-Founder and COO, Founder, Director, CEO, Franchise Manager, Owner and CEO or Director (business)

Sid&Co

Interest based targeting for High net individuals

Audience name

Meta TG contact book from walk in.csv

Estimated audience size

Below 1,000

Type

Custom Audience

Created

13/01/2025, 15:27

Last updated

13/01/2025, 15:27

[Edit](#)**1 Lookalike created from this audience**

Lookalike (IN, 2%) - Meta TG contact book from walk in.csv

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Created lookalike audience from walk-ins



03

HIGH-CONVERTING AD CREATIVES



04

UGC REELS



05

LEADS GENERATED

Results	Reach	Views	Frequency	Cost per result
15 Meta leads	33,137	69,372	2.09	₹693.38 Per Meta lead
55 Meta leads	99,514	199,810	1.93	₹662.12 Per Meta lead
25 Meta leads	83,265	136,602	1.64	₹839.47 Per Meta lead
9 Meta leads	25,397	45,031	1.77	₹633.57 Per Meta lead
2 Meta leads	6,326	9,534	1.51	₹991.33 Per Meta lead
40 Meta leads	70,701	172,457	2.44	₹512.50 Per Meta lead
30 Meta leads	17,531	24,642	1.41	₹69.83 Per Meta lead
73	14,162	18,537	1.31	₹23.51
550 On-Facebook leads	337,850 Accounts Centre acco...	755,148 Total	2.21 Per Accounts Centre a...	₹191.99 Per Meta lead

Sid & Co.



06 LEADS QUALIFICATION

Are you a first time investor or experienced investor?

First time investor

What's your occupation group ?

Job

What is your investment budget?

50-70L

What's your preferred method of communication?

Whatsapp

Are you a first time investor or experienced investor?

First time investor

What's your occupation group ?

Govt. Employee

What is your investment budget?

1Cr+

What's your preferred method of communication?

Call

