

How we generated **₹3,13,087** in revenue at **9.65X ROAS**, the highest ever single month revenue for the Airbnb.

This is the revenue generated from performance leads only.

SERVICE: LEAD GENERATION  
& SOCIAL MEDIA MARKETING

**LALLUJI LUXE**

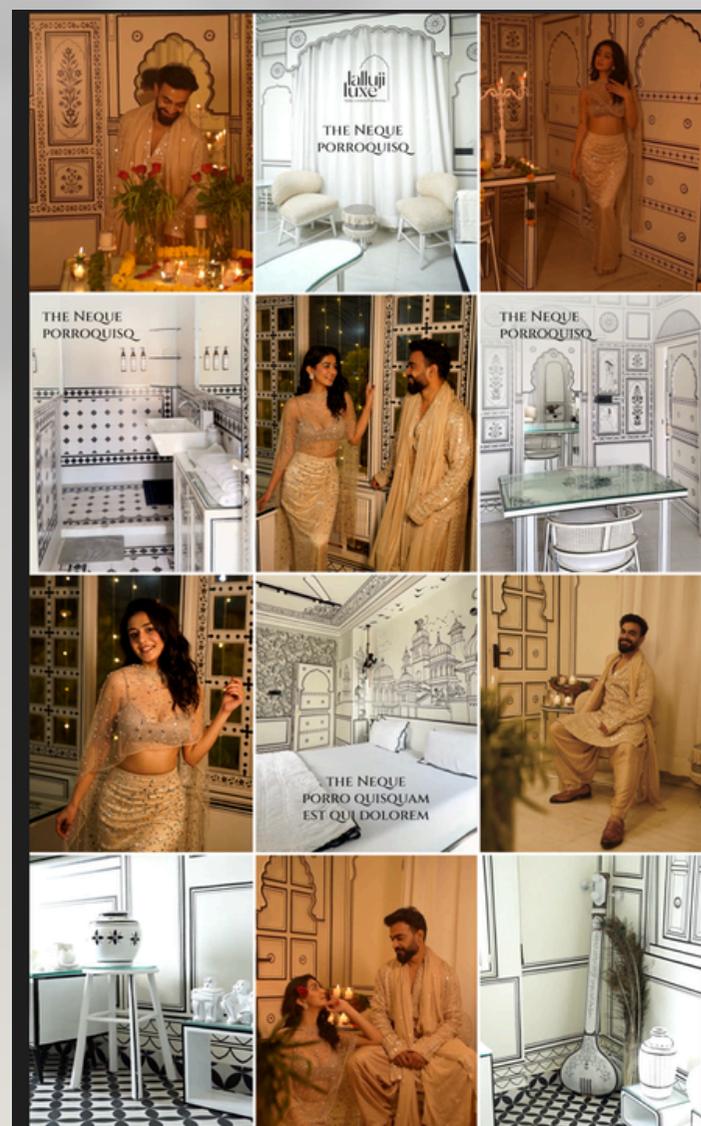


# 02 BRAND MESSAGE

A one of a kind hand painted luxury homestay in Jaipur where every corner feels like a masterpiece.

More than a stay it's an intimate, artistic experience designed for unforgettable moments.

We highlighted USP's of the brand, not just the ethos of the brand (2D and black and white), but the USP's which is candlelight dinners, romantic evenings, couple stays and proposals, etc.



## 03 AD DEMOGRAPHIC & STRATEGY

Lalluji Luxe

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**Controls**

**Location:**  
India: Jor Bagh New Delhi (+2 km), Chanakyapuri, New Delhi-21 (+2 km), 32 Milestone , Gurgaon (+2 km), Vasant Vihar, New Delhi, India (+2 km), Saket Select City Walk Mall, New Delhi (+2 km), Lutyens Delhi (+2 km), Hauz Khas Village (+2 km), Greater Kailash, New Delhi 110019 (+2 km), Defence Colony (+2 km) ; DLF CyberHub Gurugram (+3 km) ; Le Méridien Gurgaon, Delhi NCR (+3 km) ; Fabitude Fashion jaipur (+2 km) ; South Extn Delhi, Greater Kailash Delhi, DLF City Phase 2 Haryana

**Minimum age:**  
18

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**Suggestions**

**Custom audience:**  
Followers lookalike or Lookalike (IN, 2%) - Followers lookalike

**Age:**  
21 - 55

**People who match:**  
Interests: Luxury Escapes Travel, Kayak.com, Vacations, Expensive Taste, Luxury Travel, Expedia, Inc., First class travel, Skyscanner, Holiday, Travel + Leisure, Expedia (website), Travel website, Porsche, Vacation rental, Tours, Homestay, Rolls-Royce Motor Cars, Leisure, Airbnb, Business travel, Road trip, Resort, Entertainment, Business class, Luxury Resorts, Audi, Tourism, Staycation, Luxury Travel Advisor, Hotels, Travel photography, TripAdvisor, Luxury vehicle, Travel, Yatra.com, Trivago, High-net-worth individual, Luxury goods, Booking.com, Weekend Getaway or Agoda.com, Behaviors: Frequent Travelers, Returned from travels 2 weeks ago, Commuters, Frequent international travelers, People who prefer mid and high-value goods in India or People who prefer high-value goods in India, Relationship status: In a relationship or Engaged

**We targeted affluent, travel-loving, luxury-oriented couples and professionals who were likely to book a premium artistic stay experience like Lalluji Luxe.**



## 04 HIGH CONVERTING AD CREATIVES



- Price filtration mechanism
- Customer filtration mechanism
- Providing location relevance based on client expectations

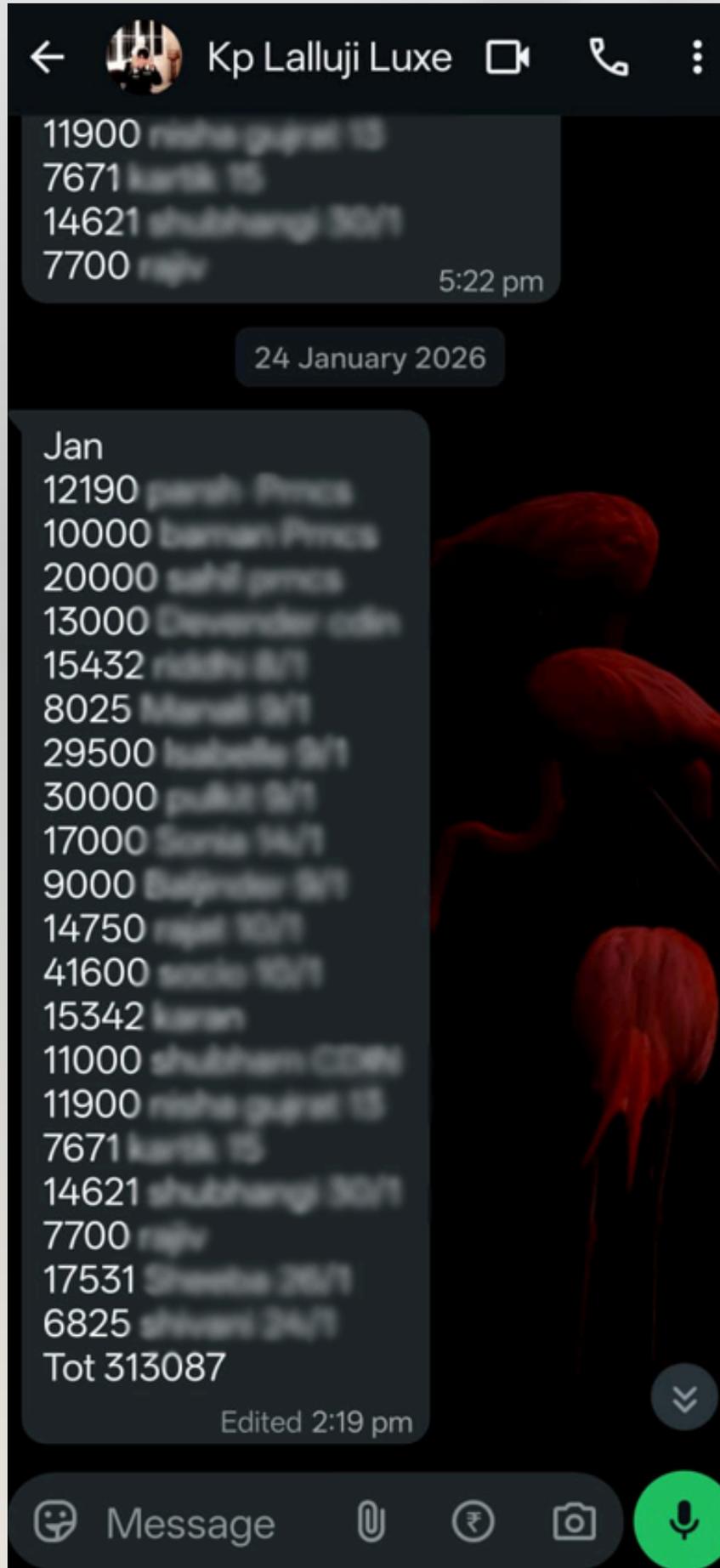


# 05 LEADS GENERATED

+ Create ( Duplicate ) ( Edit ) ( A/B test ) More ▾							
<input type="checkbox"/>	Off / On ↑↓	Ad ↑↓ ▾	▾	Results ↑↓ ▾	Cost per result ↑↓ ▾	Budget Ad set ▾	Amount spent ↑↓ ▾
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Package Reel		136 Messaging conver...	₹109.43 Per Messaging Co...	₹1,072.26 Daily	₹14,883.14
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 New Sales ad		214 Messaging conver...	₹81.94 Per Messaging Co...	₹1,072.26 Daily	₹17,536.04
		Results from 2 ads ⓘ		350 Messaging conver...	₹92.63 Per Messaging Co...		₹32,419.18 Total spent

- Total number of leads generated - 350
- Cost Per Lead - 92.63
- Amount Spent - ₹ 32,419.18
- Conversion value - ₹ 3,13,087

# 06 CONVERSIONS



## 07 PROBLEM & SOLUTION

### Problem

- Low-quality leads during the first 14 weeks of Meta Ads
- High volume of inquiries from price-sensitive travelers, not experience-driven guests
- Poor alignment with Lalluji Luxe's premium, artistic, and romantic positioning
- Many leads treated it like a regular hotel stay instead of a luxury experiential space
- Sales team time wasted educating and filtering unqualified prospects
- Low initial booking conversion rate due to mismatch in expectations



## 08 PROBLEM & SOLUTION

### Solution

- Rebuilt the campaign into a structured full-funnel strategy (Awareness → Consideration → Conversion)
- Created high-quality PISAT-based video creatives highlighting:
  - The world-first hand-painted artistic concept
  - Romantic, experiential positioning
  - Exclusivity and luxury feel
- Shifted messaging from “stay” to “private luxury experience”



**10 CONTACT US**

**Want SidandCo to scale your brand?**

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