



Client: Official Channel Partner of Kanakia Developers

Marketing Project - Codename Future (from Kanakia Developers)

Services: Landing Page Design & Paid Ads

Technologies Used: For Website Re-Design: Custom Design in Photoshop, WordPress CMS, HTML5, CSS3, PHP, Responsive Web and other latest web technologies & Google Ad For Paid Ads (Search Ads, Display Ads, Remarketing.)

Client - Kanakia Developers Official Channel Partner - Marketing Project - Codename Future (Kanakia Developers) - Future City by Kanakia Group is a pivotal development of culture, technology and environment spread across approx. 8 acres. An equilibrium for the modern cosmopolitan and their family, our elevated location sits right in the heart of Mumbai's most sought-after residential destination, offering stunning views Future City by Kanakia Group is a pivotal development of culture, technology and environment spread across approx. 8 acres.

Challenge - Client had requested to generate leads in a span of 45 days as it was a pre-launch phase of project Codename Future (Kanakia Developers). The project was coming up at Powai a Prime Location which is a luxury area in Mumbai.

Solution - We analyzed the Target Market & Target Audience for the project after discussing with the client on call and personal meeting. A personal project location visit was also done. We Manually did the targeting adjustments in the paid ads campaign of " Codename Future (Kanakia Developers) " and immediately suggested the client to design a Landing Page as per the latest web and CRO Techniques and started the Paid Ads Campaign in Google Ads (Search Ads + Display Ads + Remarketing Ads). The Campaign duration was 45 Days in the month of August 2018.

Result – After the Landing Page went Live & Paid Ads Campaign were started with a small budget in first week. Leads Started to come from 6th Day of the Campaign, client received 12 Genuine Highly Interested Leads in duration 45 Days (campaign duration), where each lead was worth 2,45,000 Dollars – 3,00,000 Dollars.