



Client: Official Channel Partner of Omkar Altamonte

Marketing Project – Omkar Alta Monte (Malad East)

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 - Omkar Alta Monte Official Channel Partner - Marketing Project - Omkar Alta Monte – One of the tallest residential tower in Mumbai in Malad East - residences overlooking the Sanjay Gandhi National Park*, where the most unbelievable conveniences perch themselves gracefully at your doorstep in abundance. Make every moment, a moment of joy, of discovery and ethereal beauty. Walk into this beautiful place and live life your way, literally. With a range of 2, 3 BHK flats in Malad East, Omkar Alta Monte is a home that sits on land of comforts and conveniences. (source - Omkar Altamonte Official Website)

Challenge - Client had requested to generate leads in a span of 30 days for Omkar Alta Monte Project. The project location was Malad East in Mumbai.

Solution – We Analyzed the Target Market & Target Audience for the project with the client on call & personal meeting. We suggested the client to design a Landing Page as per the latest web & CRO Techniques & started the Paid Ads Campaign in Google Ads (Search Ads + Display Ads + Remarketing Ads). The Campaign duration was 30 Days in the month of May 2018 with Manual Target Settings in the paid ads campaign of "Omkar Alta Monte Project."

Result - The Landing Page went Live & Paid Ads Campaign was started with a small budget in first week. Leads Started to come at the end of first week after the Campaign went live & 9 Genuine Highly Interested Leads, where each lead was worth between 2,00,000 Dollars – 2,45,000 Dollars were received in a duration of 30 days (campaign duration)