

REAL ESTATE PERFORMANCE MARKETING

Driving Qualified Leads. More Site Visits.
Better Sales Opportunities.



DATA DRIVEN
STRATEGIES



PERFORMANCE
FOCUSED

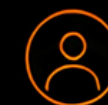


SALES CONNECTED
APPROACH



MEASURABLE
GROWTH

A PORTFOLIO SHOWCASING
REAL RESULTS. **REAL IMPACT.**



SADAAN SHAIKH

Founder | Scale With Sadaan (SWS)

Real Estate Performance Marketer

THE REAL ESTATE MARKETING PROBLEM

Most real estate campaigns focus on getting more leads, but struggle to turn those leads into site visits and sales. Here's why.



High Lead Volume

Leads look good on paper, but most are low intent and not serious.



Cheap CPL, Poor Results

Lower CPL doesn't mean better business when lead quality is poor.



Duplicate & Invalid Leads

Wasted ad spend and sales team time in chasing the wrong leads.



Marketing & Sales Disconnect

No sales feedback loop, campaigns are optimized without knowing what actually converts.



No Conversion Visibility

Leads are tracked, but what happens after that remains invisible.

THE GAP BETWEEN LEADS & SALES



AD SPEND

Money goes in



LEADS

Enquiries generated



QUALITY GAP

Low intent, unqualified, or duplicate leads



SITE VISITS

Only a few make it



SALES OPPORTUNITIES

Very few convert



THE REAL PROBLEM

Most campaigns are optimized for leads, not for the business outcome that comes after the lead.



We focus on closing this gap by driving **qualified leads**, increasing **site visits** and creating **real sales opportunities**.

OUR 7 STEP PERFORMANCE MARKETING FRAMEWORK

THE SWS GROWTH SYSTEM

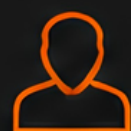
A proven performance marketing system built to attract the right audience, generate qualified leads, and drive more site visits and sales opportunities.

“ We don't believe in guesswork. We believe in **a system** that is measured, optimized and built for **real business outcomes**.



We connect every stage—from strategy to sales—to deliver **measurable growth**, not just leads on a report.

THE SWS ADVANTAGE



FOUNDER LED
Direct strategic involvement in every campaign.



REAL ESTATE FOCUSED
We understand the unique buyer journey.



DATA DRIVEN
Decisions backed by data, not assumptions.



SALES CONNECTED
Marketing and sales aligned for better outcomes.



TRANSPARENT
Clear reporting and complete visibility.

SATYAM WATERFALL | SWS

KHARGHAR



2 BHK APARTMENT



₹1.23 CR+ ONWARDS

ABOUT THE PROJECT

Satyam Waterfall is a premium residential project located in Kharghar, offering luxury 2 BHK apartments with modern amenities and excellent connectivity.

 New leads



Satyam Waterfall | SWS

Active Leads

77

Leads (Form)

₹220.31

Cost per Lead
(Form)

₹16.96K

Spent

PERFORMANCE OVERVIEW



77

LEADS



₹220.31

CPL



42%

QUALIFIED LEAD RATE
(APPROX. 32 LEADS)



5

SITE VISITS



1

SALE
(2 BHK APARTMENT)



₹16.96K AD SPEND → 1 SALE



**REAL RESULTS.
REAL IMPACT.**

KDMC REAL ESTATE LEAD GENERATION CAMPAIGN

A high-performance Meta Ads campaign for a leading real estate developer in KDMC (Kalyan-Dombivli).



Premium Homes
Starting From

₹57L
Onwards

☐	Off/On ↑↓	Ad set ↑↓	Results ↑↓	Reach ↑↓	Frequency ▼	Cost per result ▼	Budget ↑↓	Amount spent ▼	Ends ↑↓
☐	☒	Interest + Luxury SWS	11 Meta leads	49,346	1.77	₹683.31 Per Meta lead	₹1,200.00 Daily	₹7,516.46	Ongoing
☒	☒	P.B + Demo SWS	839 Meta leads	836,698	3.32	₹389.43 Per Meta lead	₹1,000.00 Daily	₹326,733.08	Ongoing
☐	☐	Behavioural SWS	— Meta leads	23,178	1.71	— Per Meta lead	₹1,050.00 Daily	₹2,743.28	Ongoing
☐	☐	LAL 1% Q.L SWS	27 Meta leads	22,256	2.25	₹500.35 Per Meta lead	₹500.00 Daily	₹13,509.43	Ongoing
☐	☐	View + Amenities SWS	273 Meta leads	367,886	2.27	₹339.21 Per Meta lead	₹900.00 Daily	₹92,605.30	Ongoing
Results from 5 ad sets ⓘ			1,150 Meta leads	1,237,321 Accounts Center acco...	3.06 Per Accounts Center ...	₹385.31 Per Meta lead		₹443,107.55 Total spent	

PERFORMANCE OVERVIEW



1,150
LEADS



₹385.31
AVERAGE CPL



71
SITE VISITS



7
CONFIRMED SALES



₹4.43L
AD SPEND



₹4.43L
AD SPEND



1,150
LEADS



71
SITE VISITS



7
SALES



HIGH-INTENT LEADS.
REAL RESULTS.
STRONG ROI.

DOSTI WEST COUNTY

BALKUM, THANE WEST



PREMIUM RESIDENCES



STARTS FROM
₹1.16 CR+ ONWARDS

ABOUT THE PROJECT

Dosti West County is a premium residential project located in Balkum, Thane West, offering modern amenities, excellent connectivity, and a premium lifestyle.



New leads



Dosti West County

Active

81

Leads (Form)

₹300.09

Cost per Lead
(Form)

₹24.31K

Spent

PERFORMANCE OVERVIEW



81

LEADS



₹300.09

CPL



38%

QUALIFIED LEAD RATE
(APPROX. 31 LEADS)



7

SITE VISITS



1

SALE
(PREMIUM RESIDENCE)



₹24.31K AD SPEND → 1 SALE



REAL RESULTS.
STRONG ROI.

REAL ESTATE

PERFORMANCE CAMPAIGNS

Campaign snapshots across Mumbai locations

WADALA

META ADS PERFORMANCE

Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
305	218,890	2.50	₹592.70	Using ad set...	₹68,752.64	Ongoing	547,500
335	87,372	2.15	₹520.83	Using ad set...	₹77,784.21	Ongoing	183,536
318	103,065	2.16	₹534.82	Using ad set...	₹170,072.93	Ongoing	222,223
589	348,543	2.75	₹537.54	Using ad set...	₹316,609.78	Ongoing	956,859

589

LEADS

₹537.54

AVERAGE CPL

₹3.17L

AD SPEND

31%

QUALIFIED

23

SITE VISITS

2

SALES

VIKHROLI

META ADS PERFORMANCE

Results	Reach	Frequency	Cost per result	Budget	Amount spent
69	10,956	2.42	₹409.88	₹1,000.00	₹28,281.41
165	20,233	2.88	₹420.83	₹2,500.00	₹69,436.59
234	21,904	3.54	₹417.60		₹97,718.00

234

LEADS

₹417.60

AVERAGE CPL

₹97.72K

AD SPEND

33%

QUALIFIED

26

SITE VISITS

2

SALES

PANVEL

META ADS PERFORMANCE

Results	Reach	Frequency	Cost per result	Amount spent	Ends
902	556,292	2.289,218	₹284.51	₹256,626.69	Ongoing
8	18,625	35,154	₹586.35	₹4,690.82	Ongoing
8	18,212	35,904	₹1,127.91	₹9,023.28	Ongoing
48	80,220	199,375	₹551.46	₹26,469.89	Ongoing
17	40,859	72,664	₹732.87	₹12,458.75	Ongoing
27	85,754	145,909	₹777.44	₹20,990.84	Ongoing
9	26,136	41,464	₹535.41	₹4,818.68	Ongoing
1	8,694	8,034	₹1,141.17	₹1,141.17	Ongoing
1,053	731,898	3,050,463	₹338.95	₹356,912.26	Ongoing

1,053

LEADS

₹338.95

AVERAGE CPL

₹3.57L

AD SPEND

38%

QUALIFIED

81

SITE VISITS

4

SALES

MULTI-LOCATION CAMPAIGN EXPERIENCE

Different markets. Different audiences. Performance-led execution.

Ad Creatives Samples

Scale
with Sadaan

WHERE LUXURY
FEELS LIKE
HOME.

BALKUM, THANE (W)

URBAN 2 BHKS FROM RS.1.19 CR (ALL IN.)*

ISKON TEMPLE

32 ACRE LANDPARCEL

35+ MODERN AMENITIES

UNINTERRUPTED VIEWS

Scale
with Sadaan

Dombivli (E)

An Address that Puts you Close to Everything

1 BHK / 2 BHK
Spacious Homes

Starting
₹ **58.99** Lacs*
All Inclusive

10
Mins

Dombivli
Railway
Station

10
Mins

Golavli
Metro
Station

Spot Booking Offer
0% Stamp Duty
& Resgistration

PLOTS NEAR
NAVI MUMBAI
INTERNATIONAL AIRPORT

— GREAT LOCATION. GREATER FUTURE. —

NAVI MUMBAI
INTERNATIONAL AIRPORT

3 PREMIUM PLOTS. UNLIMITED POTENTIAL.

1	5500 SQ.FT.	2	10000 SQ.FT.	3	16000 SQ.FT.
₹ 39.99 L ONWARDS		₹ 79.99 L ONWARDS		₹ 1.28 CR ONWARDS	

CLEAR TITLE
100% Transparent
& Hassle-Free

**7/12
REGISTRATION**
Legally Secure
& Verified

**10:80:10
PAYMENT PLAN**
Easy. Flexible.
Smart.

EXCLUSIVE OFFER
**ZERO STAMP DUTY
AND REGISTRATION***

BOOK YOUR SITE VISIT TODAY!
9559559272

**BEST
LOCATION**

**BEST
PRICE**

**BEST TIME
TO INVEST**

LET'S TALK

LET'S BUILD A BETTER REAL ESTATE SALES PIPELINE.

Performance marketing built around
qualified leads, site visits & measurable growth.



TARGETED STRATEGY

Right Audience,
Right Message



QUALIFIED LEADS

Better Leads,
Better Opportunities



MEASURABLE GROWTH

More Site Visits,
More Sales

GET IN TOUCH



Phone / WhatsApp
+91 91671 62423



Email
info@scalewithsadaan.in



Website
www.scalewithsadaan.in



Have a real estate project
you want to scale?

Let's make it happen.



REAL ESTATE PERFORMANCE MARKETING SPECIALIST



META ADS



GOOGLE ADS



LANDING PAGES

From Ad Spend → Qualified Leads → Site Visits → Sales Opportunities

That's the SWS Promise.