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Meta Ads for real estate

Proposal from Balandin Agency

In real estate a flow of leads is easy to make cheap and useless. We split segments by buyer budget: mass-market apartments and premium with investors are run through different funnels and different money.

$8

per lead for investment apartments — 600 of them

4

deals in 60 days from 60 investors brought in at $120,000+

6

premium property purchases in a month from 120 leads

What usually hurts

Many leads, no solvent ones

Mass optimization brings people who “just want a look”. We put qualification before the manager: budget, purchase timing, payment method — via questions on the form and the pre-lander.

One creative for all segments

A studio buyer and an investor in the UAE need different arguments. Separate funnels: in the premium case 120 leads produced 6 purchases in a month — a shared flow never converts like that.

The deal cycle is longer than the reporting window

A deal takes months, while a campaign decision is made in a week. We track intermediate metrics — qualification, property viewing, reservation — and manage bids by them.

What we do

Qualification by budget

A budget and timing question on the first step. Only those within the property's range move further down the funnel.

Segment funnels

Separate campaigns for the mass segment, investment and premium — with their own creatives, landing pages and acceptable cost per lead.

Geos and languages

Russian-speaking buyers abroad, local markets in the UAE and Europe: separate ad combinations, ad languages and messengers.

Intermediate events

Qualification, viewing, reservation — sent to Meta so the algorithm optimizes for movement down the funnel, not the form.

Working with the sales team

Processing speed and CRM statuses come back into the report: you see where the lead is lost — in the ads or on the call.

The numbers we rely on

$8.00	per lead for investment apartments, 600 of them
$9.28	per qualified lead after qualifying the flow
$23.40	per investor lead with a budget from $120,000
$39.17	per premium-segment lead, 6 purchases in a month

Case studies: Meta Ads for real estate

Michelangelo Estate (UAE real estate)

Brought 60 investors from $120,000 — four bought within 60 days

$6,834
Ad spend

292
Leads

Fortecya residential complex (Ukraine)

Steady leads for investment apartments at $8

$4,800
Ad spend

600
Leads

Real estate agency (premium apartments, UAE)

Filtered out unqualified traffic — 6 premium property purchases in a month

$4,700
Ad spend

120
Leads

Case studies: Meta Ads for real estate

Etazhi Novorossiysk

Qualified the lead flow — a qualified real estate lead at $9.28

$714	354
Ad spend	Leads

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies