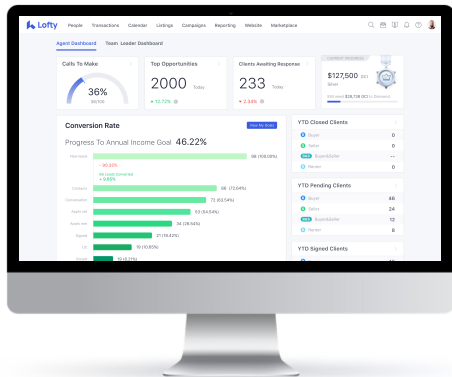


Lofty helps Lucido Global to boost their lead-gen performance with Pmax campaigns, significantly improving lead quality, while effectively reducing CPL.



Responsive CRM | Intelligent IDX | Optimized Marketing



The Challenge

Lucido Global is one of the largest and most successful real estate teams in the world, but are constantly striving to improve process and results. Facing an evolving real estate market, (low inventory and higher costs) they knew they had to optimize their sales and marketing to continue to compete effectively for new business. Their main goals were to:

- Lower the cost per lead in a competitive market
- Lower the cost per appointment set
- Maximize ROI from ad campaigns

The Approach: Performance Max

- Set a clear campaign goal
- Design a dedicated landing page that is optimized around the campaign goal
- Conversion tracking: keywords tag/utm tag
- Develop Ad formats and creative
- Identify the specific target audience

The Results

- Lower cost per lead (CPL)
- Higher conversion rate
- Expanded reach and visibility
- Improved audience targeting
- Increased ROI

“Lofty’s DMA team worked closely with us to innovate on campaign strategy and boost our lead generation results.”

- Robert Lucido Jr. Chief Strategy Officer for Lucido Global, the #1 KW Team in the world



25% ↓

Lower Lead Acquisition Cost

68% ↓

Cost Per Click

30% ↑

Improved Appointment Set Rate

Lower Lead Acquisition Cost

> [Generate Leads](#)

Featured Product Area(s)

> [Performance Max](#)

