

## SUCCESS STORY

## Diálogo Engenharia

Lead Generation Campaign

## CLIENT

Diálogo Engenharia is a construction developer in the real estate market based in Sao Paulo. The company has been running since 1987 and has delivered over 9,000 apartments and is constantly evolving.



+1,100  
TOTAL LEADS

50%  
CPL COST  
REDUCTION

## OBJECTIVE

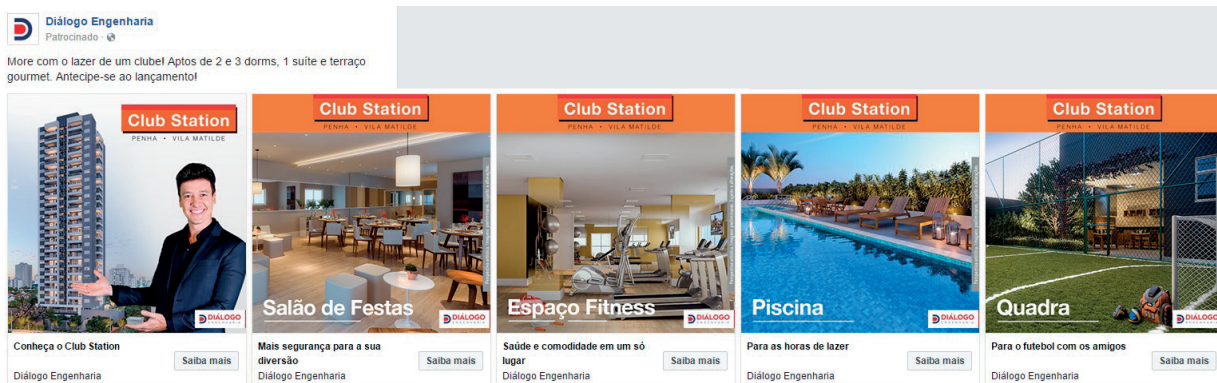
Diálogo Engenharia wanted to use social to attain high quality leads of those interested in buying an apartment in the west region of Sao Paulo in the city Santo André at a 40% cost per lead reduction within a two-month period.

## STRATEGY

Adglow implemented a targeting strategy which focused on developing a custom audience made up of specific location and demographic segmentations.

Adglow worked with Studio 61 to develop creatives and Adglow's campaign strategy was targeted to a high quality of leads which met Diálogo Engenharia's qualifying requirements. Adglow ran campaigns using the Lead Ad and Page Post Link formats in News Feed for both Mobile and Desktop.

The campaign led to a 50% cost per lead reduction.



*"The Brazilian real estate market is highly competitive, especially in the current economic climate. Facebook has become an essential tool in our online investment mix. The challenge of reaching potential customers at the lowest possible cost and with a high degree of lead qualification has been successfully achieved which is fantastic in a competitive scenario, letting us break all media investment paradigms for the housing market. We are now transitioning from offline funding to online. Our on-going goal is to continue to generate quality leads at the lowest possible cost."*

Fábio Magalhães Commercial Manager, Diálogo Engenharia