

How Nic's Real Estate Agency Got Flooded with Leads From Local Google Ads Campaigns



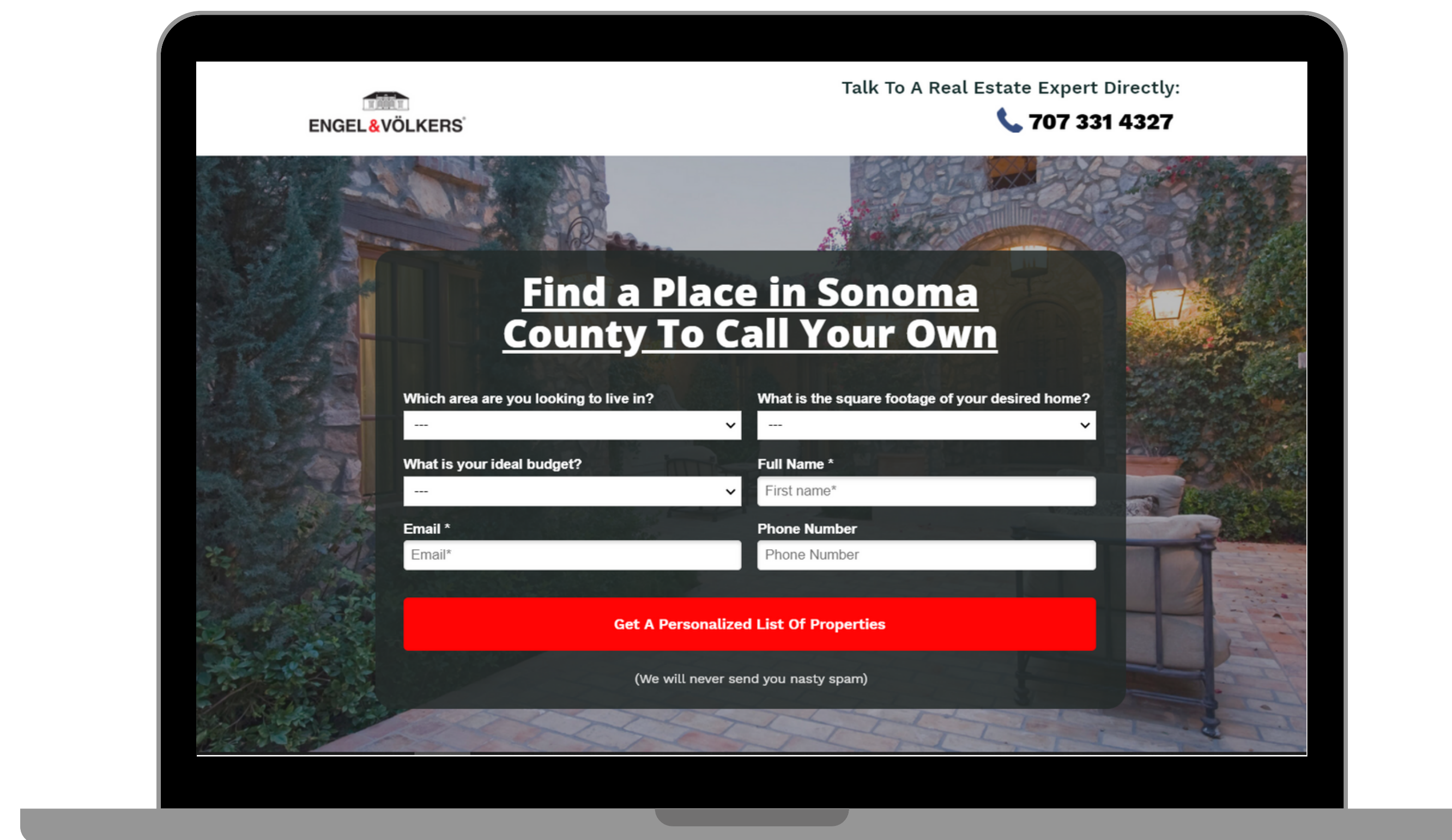
Niccolo Pigni is a real estate agent in Sonoma County, California.

Nic reached out to Ads Lancelot to create Google Ads lead generation system for his agency, so he can generate more qualified leads without having to rely on 3rd party platforms like Zillo.


In just a few months we've been able to increase the amount of leads by 41%, while decreasing the cost per lead by 38%.

How We Did It


- Creating a Client-Focused Offer
- Creating a Conversion-Focused Landing Page
- Calibrating Geo-Targeting
- Continous CRO Tests for Better Persformance



The Result

 **41%**
Increase in Conversions

 **23%**
Increase in Conversion Rate

 **38%**
Decrease in Cost per Conversion

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After engaging with Ads Lancelot we've started generating leads fast and in a feasible manner. We now have total control of the process and are not limited by the restrictions of 3rd party lead generation sites.

Nic Pigni, Real Estate Advisor (Engel & Volkers)