



Digital UK

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RWinvest

EST. 2004

RWinvest PPC Case Study

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Case Study: Scaling Organic Growth for RWinvest

Client: RWinvest

Industry: Property Investment

Location: United Kingdom (HQ: Liverpool)

Agency: Digital UK

Campaign Duration: 6 Months

Objective: Generate qualified investment leads via paid search, scale PPC profitably across regions and products, and reduce cost per lead (CPL).

Background:

RWinvest is a leading UK property investment firm known for premium off-plan and buy-to-let projects in Liverpool, Manchester, Birmingham, and other high-growth cities. While they had a strong organic presence and solid CRM workflows, their paid search efforts were fragmented, leading to a high CPL and limited scalability across new developments.

The challenge was clear: **optimize and scale Google Ads to reach high-net-worth individuals, first-time investors, and overseas buyers** — while staying compliant with property marketing regulations.

Initial PPC Audit: Key Challenges Identified:

Campaign Structure Issues

- Single generic campaign targeting all regions (e.g., "UK property investment")
- No segmentation by city, property type, or investor profile
- Smart campaigns active, but with poor keyword transparency and minimal control

Wasted Spend and Low Intent Clicks:

- 40% of budget spent on broad match terms like "buy house UK" and "real estate UK"
- Display network spend active without exclusions → high bounce sessions
- Low CTRs (0.9% average), generic copy with no urgency or investment appeal

Targeting and Messaging Gaps

- Overseas investors not segmented or geo-targeted (missed UAE, HK, GCC)
- Ad copy lacked financial hooks like ROI, rental yields, or limited units
- No structured A/B testing across CTAs, incentives, or formats|

Tracking & Attribution Gaps:

- Only final form submissions tracked — no visibility into micro-conversions (whitepaper downloads, click-to-call, webinar signups)
- No phone call tracking integrated with Google Ads

Our PPC Strategy: Lead Funnel Engineering+ Smart Geographic Scalling:

1. Granular Campaign Restructure by Location, Property & Intent:

Campaign Type	Examples of Target	Objective
City-Specific Search	"Buy to let Liverpool", "Invest Manchester flats"	Capture high-intent investors by location
Overseas Investors	"UAE, Hong Kong, Singapore	Target HNWIs with UK investment interests
Retargeting	"Site visitors & whitepaper downloaders	Nurture and convert top-funnel interest
Brand Protection	"RW Invest reviews", "RW Liverpool deals"	Own brand space, reduce competitor poaching

2. Intelligent Ad Copy & Visual Strategy:

- **We developed 3 ad variants per group and ran structured A/B tests:**
 - >“8% Rental Yield in Prime Liverpool”
 - >“Invest £28K – Earn £510 Monthly Income”
 - >“UK Property for Overseas Buyers – Book Free Zoom Call”
- **Extensions Added**
 - >Sitelinks (Project Pages, Free Investment Guide, FAQs)
 - >Callouts (FCA Regulated, 20+ Years of Deals, Free UK Lawyer Setup)
 - >Structured snippets (Cities: Liverpool, Manchester, Birmingham)

3. Smart Bidding & Tracking:

- Shifted to Target CPA & Maximize Conversions
- Tracked forms, downloads, calls via GTM & CallRail
- Built intent-based audiences (e.g., Abandoned Form, Viewed Projects)

4. Retargeting Ads:

- Display, Facebook & YouTube retargeting
- Promoted testimonials, offers, and virtual tours

Before & After Results (Powerful Comparison)

KPI	Before (Baseline)	After (6 Months)	% Change
Monthly Leads from PPC	87	410+	+371%
Avg. Cost per Lead (CPL)	£96	£31	67%
Monthly Spend	£8,000	£9,800	+22%
Lead-to-Opportunity Conversion	14%	23%	+64%
Click-Through Rate (CTR)	0.9%	3.8%	+322%
ROAS (Estimated Based on CRM)	2.1x	5.7x	+171%

Want to Scale Your Real Estate Leads Like RWinvest?

Achieve similar growth for your Real Estate Business.

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What Made This Campaign Stand Out

Hyper-Specific Targeting: City-wise + international audience segmentation delivered qualified traffic, not generic clicks

Financial Farming: ROI-focused ad copy (“8% Yield, Invest £28K”) improved CTR and trust with serious investors

Smart Budget Allocation: Focused 75% of budget on high-converting regions and developments

Conversion Tracking Discipline: Micro + macro goals gave us full-funnel clarity and bidding power

Global Mindset: UAE & Asia-focused ads were key to unlocking high-ticket offshore deals

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