

Case Study: Why Conversions Alone Don't Tell the Full Story in Real Estate Google Ads

Many Leads Occur Offline!

A significant percentage of real estate enquiries occur outside traditional website conversion tracking, including:

1. Phone calls made after visiting the website.
2. Walk-ins to the office.
3. Direct emails.
4. Social media messages.
5. Future referrals.
6. Repeat clients who first discovered the agency through advertising.

Because these interactions may not always be captured by Google Ads conversion tracking, reported conversions can underrepresent the campaign's true business impact.

Unlike eCommerce businesses where a customer can make a purchase immediately, real estate is typically a long-consideration purchase and service cycle. Prospective buyers, sellers, landlords, and investors often spend weeks or months researching before making contact with an agency. As a result, judging the success of a Google Ads campaign solely on conversions can significantly undervalue its true impact.

Different Prospects Are at Different Stages of the Sales Funnel

Many people clicking on a real estate ad are not ready to submit an enquiry immediately. Instead, they may be:

- Researching property prices in their area.
- Comparing multiple agencies before deciding who to contact.
- Viewing current listings and sold properties.
- Investigating selling and leasing opportunities.
- Looking for market insights and suburb information.
- Exploring agency services for future buying or selling plans.

These users may leave the website without converting but still become future leads weeks or months later.

Real Estate Decisions Often Require Multiple Touchpoints

"The cool thing about Google Real Estate Ads is that your brand and agency can be found almost everywhere."

A potential client rarely clicks one ad and immediately contacts an agent. Their journey may include:

- Seeing a Google Search Ad.
- Visiting the website.
- Viewing multiple listings.
- Returning later through Google Maps.
- Seeing Display or YouTube Remarketing Ads.
- Finally making contact weeks or months later.

In many cases, the initial Google Ads click played a crucial role in generating awareness, even if it wasn't credited as the final conversion.

Brand Awareness Has Significant Value

Campaigns such as Display Ads, YouTube Ads, and Remarketing campaigns are often designed to increase visibility rather than generate immediate enquiries.

Success can be measured through:

- Increased website traffic.
- Growth in returning visitors.
- Greater brand recognition.
- Increased engagement with listings and property content.
- More searches for the agency's brand name.
- Longer time spent on site.

These metrics demonstrate that the agency is staying top-of-mind during the prospect's research phase.



Low Daily Budgets



Ad Platform In The World



Billions Searching and Browsing Daily