



Real Estate Meta Ads Campaign Planner

Complete campaign structure, budget allocation, audience targeting & optimization framework for apartment lead generation

Project Setup

Budget Planner

Audience Strategy

Creative & Copy

A/B Testing

Tracking & KPIs

Campaign Summary

A/B Testing Framework - Audience

Test Variable	Variant A	Variant B	Duration	Success Metric
Age Group	25-40 (Young professionals)	40-55 (Established buyers)	7-10 days	Lower CPL
Income Level	Medium-High income	HNI/Ultra HNI	7-10 days	Higher intent leads
Interest Mix	Real estate + Lifestyle	Real estate + Investment	7-10 days	Lead quality score
Behavioral	Recent movers + Property searchers	High-income investors	7-10 days	Conversion rate

A/B Testing Framework - Creatives

Test Variable	Variant A	Variant B	Duration	Success Metric
Hook Type	Lifestyle/Aspiration	Investment/ROI	7 days	CTR + Lead quality
Format	Single image (modern design)	Video (3-15 sec walkaround)	7 days	Higher video engagement
Copy Length	Short (1-2 lines)	Detailed (3-4 lines)	7 days	CTR vs. quality balance
CTA Button	"Get More Info"	"Book Site Visit"	7 days	Form completion rate
Visual Style	Professional/Corporate	Lifestyle/Modern	7 days	Engagement rate

A/B Testing Rules:

- Test ONE variable at a time
- Minimum 50-100 leads per variant
- Run for at least 3-5 days
- Winner gets 70% budget, runner-up 30%
- Rotate creatives every 2 weeks to avoid fatigue