PROPERTY MARKETING, CONNECTED.

Better leads.
Better economics.
Real sales progress.

Two client stories about turning the first enquiry into a more useful property conversation.



< €3.20

Overall cost per lead

< €100

Cost per property viewing

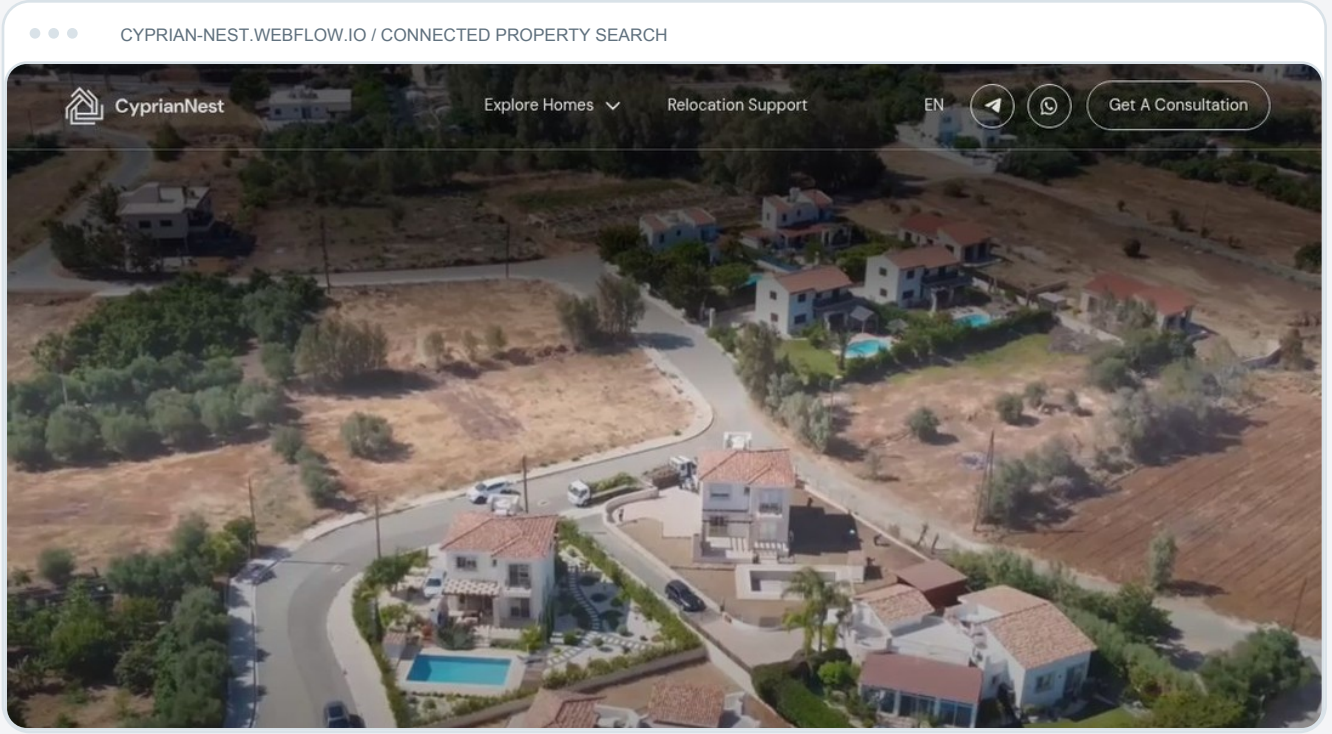
50-60%

Replied with property interest

Cyprian Nest results / approximately 478 enquiries across three weeks

THE CLIENT STORY

From an enquiry to “tell me more.”



The Webflow website supported the search attributes used by the system.

Explore Cyprian Nest

WHAT WE DID

We connected property campaigns with the website, CRM and follow-up, so buyers received homes matched to their preferences.

The next step was useful: explore a personal shortlist, then tell the team which properties caught your interest.

< €3.20

Overall cost per lead

Approximately 478 enquiries / three weeks

THE LATEST IMPROVEMENT

A stronger week. A lower cost per lead.

€1.83

cost per lead

118 leads in the latest week

Following adjustments to the system and messaging scripts.

PART OF THE WIDER 478 ENQUIRIES

ACTUAL META CAMPAIGN RESULTS / LATEST WEEK

Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate rankin...	Conversion rate rankin...	Amount spent
118 Leads (Form)	11,839	18,522	€1.83 Per lead (form)	Average	Above average	Above average	€215.45
79 Leads (Form)	9,031	14,787	€1.81 Per lead (form)	–	–	–	€143.07
20 Leads (Form)	5,162	8,580	€5.24 Per lead (form)	Average	Average	Above average	€104.76
3 Leads (Form)	3,528	5,067	€11.87 Per lead (form)	–	–	–	€35.62
3 Leads (Form)	3,309	5,420	€9.18 Per lead (form)	–	–	–	€27.54
8 Leads (Form)	915	1,501	€2.04 Per lead (form)	–	–	–	€16.35
– Lead	621	728	– Per Lead	–	–	–	€9.18
1 Lead (Form)	609	658	€6.49 Per lead (form)	–	–	–	€6.49
– Lead (Form)	222	255	– Per lead (form)	–	–	–	€3.38
– Lead (Form)	–	–	– Per lead (form)	–	–	–	€0.00
– Multiple conversions	32,003 Accounts Centre acco...	55,518 Total	– Multiple conversions				€561.84 Total Spent

OVERALL CAMPAIGN CEILING < €3.20

BEST RECENT WEEK €1.83

Overall performance is Relign-reported; the screenshot supports the latest week. The bars compare €1.83 with the €3.20 upper bound, not an exact previous average. The latest week is a smaller sample within the three-week campaign.

THE WORK BEHIND THE RESULT

A buyer journey that keeps the context.

01

Capture useful details

Multi-stage forms collected location, budget, bedrooms and home type, with phone confirmation.

02

Make the response relevant

Website and CRM data powered a personal property list, delivered through WhatsApp and email.

03

Continue the conversation

Follow-up and script refinements helped buyers share their interests; lead stage stayed in the CRM.

PREFERENCES → PROPERTY SHORTLIST

LOCATION

BUDGET

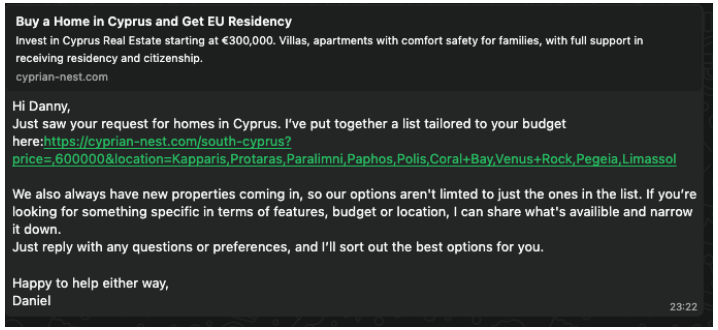
HOME TYPE

Website catalogue + CRM context

Connected through n8n and Make.com

Relevant homes, ready to discuss

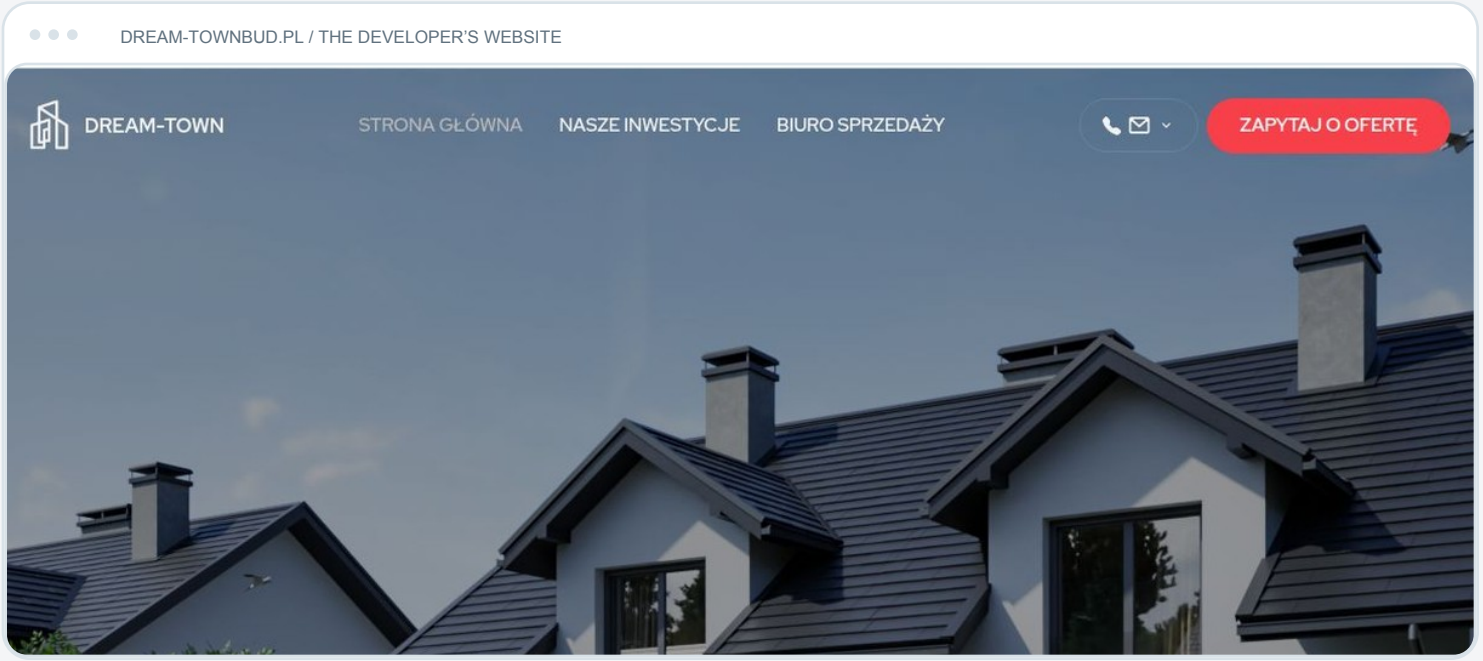
ACTUAL WHATSAPP RESPONSE / CAMPAIGN MATERIALS



Illustrated journey at left. Actual message at right. Interest rate: 50-60% asked about homes; this is not a completed-sale rate.

A DEVELOPER NEAR KRAKÓW

A development. Fully sold out.



FIRST DEVELOPMENT

10 / 10

Every home sold.

Our campaigns and follow-up supported the sale of all ten homes. The developer's own website records the outcome.

01 / ATTRACT

Campaigns brought buyers into the development's enquiry journey.

02 / ENGAGE

Timely responses helped the team start relevant conversations.

03 / FOLLOW THROUGH

Follow-up supported the sales team as buyers explored the homes.

Same connected campaign and follow-up approach. Lead and campaign figures remain confidential.

THE EVIDENCE / DEVELOPER WEBSITE

Sold out, in the developer’s own records.

FIRST DEVELOPMENT / ALL TEN HOMES SOLD



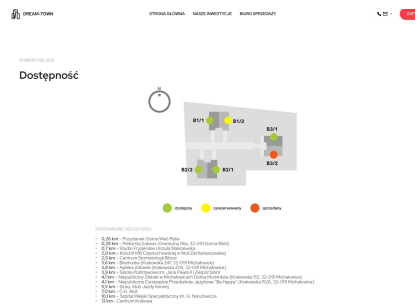
10 HOMES. 10 SOLD MARKERS.



The orange markers confirm every unit in the first development is sold.

- sprzedany = sold
- zarezerwowany = reserved
- dostępny = available

NEXT DEVELOPMENT



The next release is already selling.

1 sold · 1 reserved · 4 available in the supplied snapshot.

Screenshots document status when captured. Relign reports the campaign contribution. Lead data remains private.