

CASE STUDY

## Reducing Cost-Per-Qualified-Lead to a Record £4.96 Through Multi-Channel Engineering



As a national property developer and management company, CERT needed to generate qualified enquiries across multiple residential developments simultaneously. Their existing marketing model focused heavily on broad audience reach, resulting in rising acquisition costs and limited visibility of which campaigns were driving genuine buyer and tenant interest.



**£4.96**

Cost Per Qualified Lead



**100's**

Qualified Leads Generated

### The Challenge

CERT operates across multiple residential and Build-to-Rent developments, requiring a consistent flow of high-quality enquiries into specific schemes and locations.

Their existing approach prioritised campaign activity and reach metrics, making it difficult to understand which channels, audiences and messages were generating qualified leads. As marketing spend increased, so did the need for greater visibility, stronger attribution and improved lead quality.

### The Solution

Mr Digital deployed its Revenue Engine framework across CERT's multi-channel marketing ecosystem.

Using a combination of paid media management, landing page optimisation, conversion tracking and AI-enhanced performance analysis, we were able to identify friction points throughout the enquiry journey and optimise campaigns in real time.

Our AI Performance Suite continuously analysed audience behaviour, campaign performance and lead quality signals, enabling budgets to be directed towards the highest-performing developments and audience segments.

By moving away from broad targeting and towards precision-engineered audience acquisition, CERT gained greater visibility of performance whilst significantly reducing the cost of generating qualified leads.



*"Thank you to the Mr Digital team for all your hard work and problem solving. All challenges were addressed pragmatically, going above and beyond the brief."*

**Gemma Tomlinson**  
Head of Marketing