

₹5.91 Per Lead. 6,268 Conversations. Zero Wasted Budget.

How Reviwefi Generated 6,268 High-Intent Leads for Aztral Nissan at 88% Below Industry Average Cost

7.25M

People Reached

6,268

Conversations Started

₹74.90

Average Cost Per Lead

₹5.91

Best Campaign CPL

THE CHALLENGE

The brutal reality: Most automotive dealerships are hemorrhaging money on digital ads that don't convert. Industry average cost per lead? **₹400-600**. Conversion rates? Dismal.

Aztral Nissan was stuck in the same trap:

- **Expensive leads** that rarely converted to showroom visits
- **Wasted ad spend** on unqualified tire-kickers
- **Zero visibility** into which campaigns actually drove sales
- **Competing blindly** while burning through marketing budget
- **No scalable system** for consistent lead generation

They needed results. Fast. Or they'd keep losing ground to competitors.

OUR SOLUTION

We didn't just run ads. We engineered a lead generation machine. Every rupee tracked. Every campaign optimized. Every lead qualified before it hit their CRM.

Here's how we crushed it:



Laser-Focused Targeting

No spray and pray. We targeted buyers actively researching Nissan vehicles, filtered out time-wasters, and focused on high-intent prospects



Ruthless Optimization

15 campaigns. Daily monitoring.
We killed underperformers fast and doubled down on winners.
No mercy for campaigns that didn't deliver ROI



Instant Lead Capture

Direct conversations. Zero friction. We captured leads the moment they showed interest—before competitors even knew they existed

Campaign Portfolio Overview

We executed a diversified campaign strategy spanning 10 months (January - October 2025) with multiple campaign types targeting different vehicle models and promotional offers:

Campaign Focus	Reach	Conversations	Cost per Lead	Performance
Promotional Campaigns	755,739	2,159	₹31.84	Excellent
Vehicle-Specific (Magnite)	1,700,006	742	₹81.67	Strong
Newspaper Integration	171,016	1,569	₹5.91	Outstanding



OUTSTANDING RESULTS



The Numbers Don't Lie

Total Investment: ₹369,517.95 over 10 months

Total Qualified Leads: 6,268 high-intent conversations

Average Cost Per Lead: ₹74.90 vs ~~₹400+~~ industry avg

Best Campaign: ₹5.91 per lead (98.5% cheaper than competition)

Total Reach: 7.25 million potential customers

Total Impressions: 19.8 million brand touchpoints

That's **88% cost savings** compared to industry benchmarks.

Top Performing Campaigns



Newspaper Ad Integration Campaign

RECORD-BREAKING: 1,569 leads in just 5 days. ₹5.91 per lead. Competitors spent 70x more for the same result.

1,569
leads
₹5.91
per
lead



October 2025 Promotional Campaign

VOLUME MACHINE: 2,159 qualified conversations. Still 92% cheaper than traditional methods. Scalable and repeatable.

2,159
leads
₹31.84
per
lead



CNG Magnite Targeted Campaign

Vehicle-specific targeting for eco-conscious buyers

742 leads
₹81.67 per lead

Key Performance Indicators



Massive Reach

7.25 Million
unique people
reached across
target
demographics

High Visibility

19.8 Million total
impressions
generated brand
awareness

Cost Efficiency

88% below
industry average
cost per
automotive lead

"While our competitors were paying ₹400-600 per lead, we were paying ₹74.90. That's not just savings—that's a competitive advantage that puts us years ahead."

— Reality Check: 88% Cost Savings vs Industry Average

⚡ WHY MOST AGENCIES FAIL (AND WE DON'T)

The Reviwefi Difference: Results, Not Excuses

- **We Live in the Automotive World:** We don't run generic campaigns. We understand buyer psychology, vehicle preferences, and what actually drives showroom traffic.
- **Real-Time Optimization or Die:** We monitor campaigns daily. Poor performers get axed within 48 hours. Winners get scaled aggressively. No waiting around.

- **15 Campaigns, One Goal:** Diversified strategy means when one campaign dips, others compensate. You get consistent leads, not feast-or-famine.
- **88% Cost Savings Aren't Luck:** They're the result of ruthless testing, data analysis, and knowing exactly what works in automotive lead gen.
- **Scalable to ₹10 Lakh+ Budgets:** This strategy works at ₹50K/month or ₹10 Lakh/month. More budget = more leads at the same efficiency.

The Reviwefi Advantage

Our success with Aztral Nissan demonstrates our unique approach to automotive digital marketing:



Proven ROI

Consistent delivery of qualified leads at industry-leading cost efficiency



Rapid Deployment

Quick campaign setup and optimization for immediate lead generation



Transparent Reporting

Detailed analytics and performance tracking for complete visibility

Stop Wasting Money on Leads That Don't Convert

Every day you wait is money down the drain. While you're reading this, your competitors are burning cash on inefficient campaigns. You could be generating leads at ₹75 each instead of ₹500+.

We generated 6,268 qualified leads for Aztral Nissan. Your dealership could be next.

Book a free strategy call. We'll audit your current campaigns and show you exactly where you're losing money—and how to fix it.

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