

create.

CASE STUDY 08 / REAL ESTATE

Kantou Developers

Building a measurable real estate demand system

Search visibility, paid lead generation, content distribution and CRM infrastructure across a multi-project developer portfolio.

DIGITAL TAKEOVER

16 February 2026

EVIDENCE THROUGH

29 July 2026

MARKET

Cyprus real estate

One integrated system produced measurable demand across search and paid media

Within the first five and a half months of CREATE's digital takeover, Kantou developed a measurable acquisition system supported by search visibility, project-led advertising and connected lead infrastructure.

92.6K

POST-TAKEOVER IMPRESSIONS

Search Console, 16 Feb-29 Jul 2026

3,290

ORGANIC CLICKS

Search Console, post-takeover period

53

META LEADS

Platform-reported across four campaigns

€2.64

BLENDED CPL

€139.77 lead-campaign spend

Executive interpretation

The project validates a repeatable real estate model: own organic demand, activate live inventory with paid media and capture every enquiry in one system.

Multiple developments were competing for attention without one demand engine

Real estate marketing becomes inefficient when project pages, campaigns, content and follow-up operate as separate activities.

01

Fragmented discovery

Projects depended on isolated promotion rather than a portfolio-wide search architecture.

02

Uneven activation

Advertising was not consistently tied to live availability and construction priorities.

03

Weak commercial evidence

Platform activity existed, but lead ownership and sales outcomes were not consistently connected.

The opportunity was to turn the developer portfolio into one measurable system

THE HYPOTHESIS

Search should create persistent demand.

Paid media should accelerate the project that needs enquiries now.

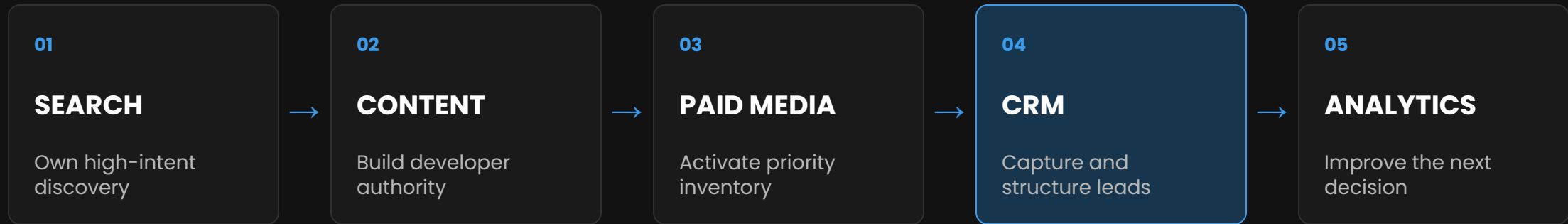
CRM and analytics should show what happens next.

WHY THIS MATTERS

A developer can support multiple projects without rebuilding its marketing approach each time inventory changes.

The system becomes a reusable commercial asset across launches, construction milestones and final availability.

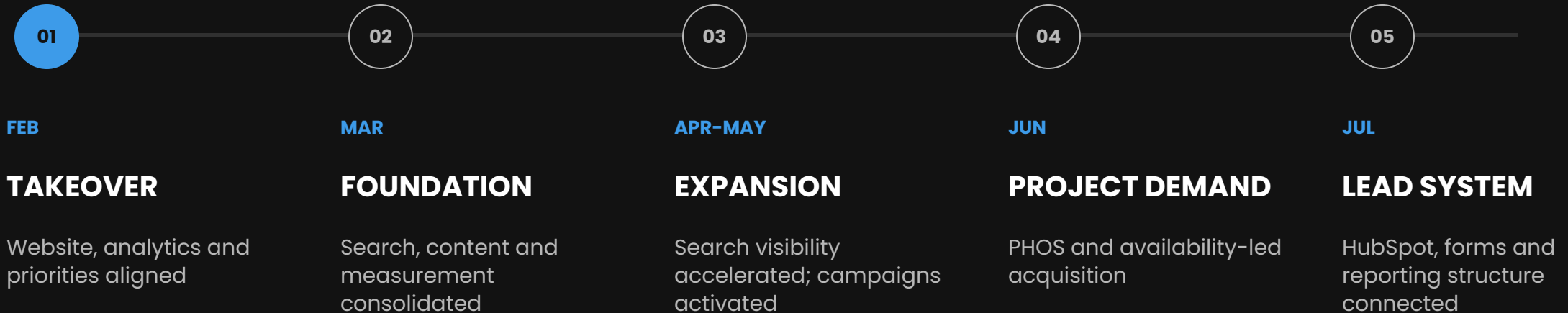
CREATE connected five systems around live property demand



System logic

Every channel had a defined role; none was expected to solve the full commercial journey alone.

The implementation moved from infrastructure to measurable acquisition



The full digital foundation was implemented around one operating model

01 Website platform

Bilingual project pages, hosting, maintenance and conversion updates

02 Search system

On-page SEO, sitemap, llms.txt, Search Console and content architecture

03 Measurement

GA4, campaign attribution and channel-level reporting

04 Lead capture

WPForms connected directly to HubSpot CRM

05 Campaign stack

Meta lead campaigns, traffic campaigns and retargeting capability

06 Nurture base

Mailchimp infrastructure and consent-led database development

Search architecture connected technical authority to project demand

01

TECHNICAL

Indexing, sitemap,
canonical structure
and measurement

02

AUTHORITY

Construction
expertise, materials
and buyer
education

03

LOCATION

Nicosia, Latsia, GSP
and area-led
search demand

04

PROJECT

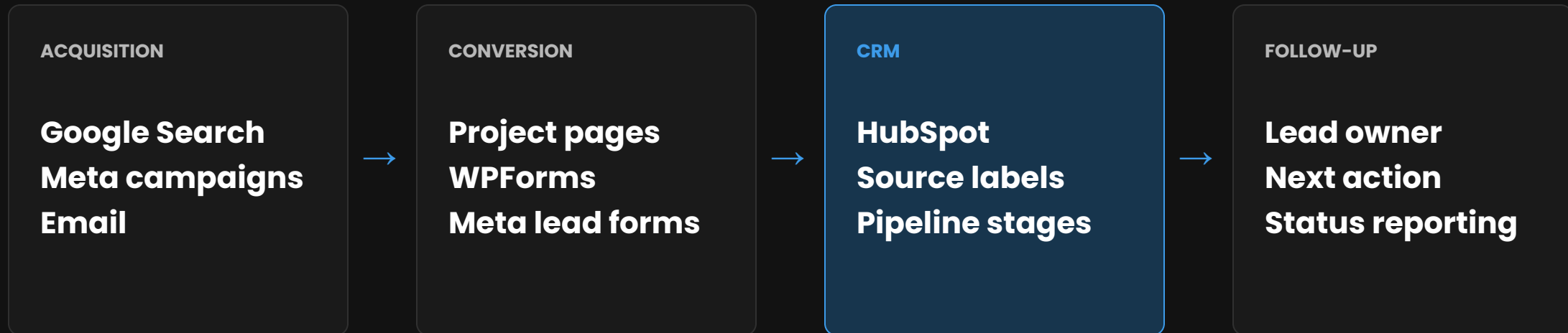
IRIS, Elia, PHOS, Avra,
Gaia and active
developments

05

ACTION

Project pages,
contact paths and
tracked enquiries

Lead infrastructure connected acquisition to structured follow-up



Evidence boundary

Website leads enter automatically; Meta leads require manual import while HubSpot remains on the free plan.

The strongest result is not one channel.

It is the fact that every channel now has a defined commercial role.

Search builds persistent visibility. Paid media creates project-level demand. CRM preserves the evidence.

This is infrastructure, not isolated activity.

Post-takeover search visibility reached sustained first-page scale

92.6K

IMPRESSIONS

16 Feb-29 Jul 2026

3,290

CLICKS

Post-takeover period

3.55%

CTR

Broader non-brand reach

6.49

AVG. POSITION

Impression-weighted

FULL SOURCE WINDOW

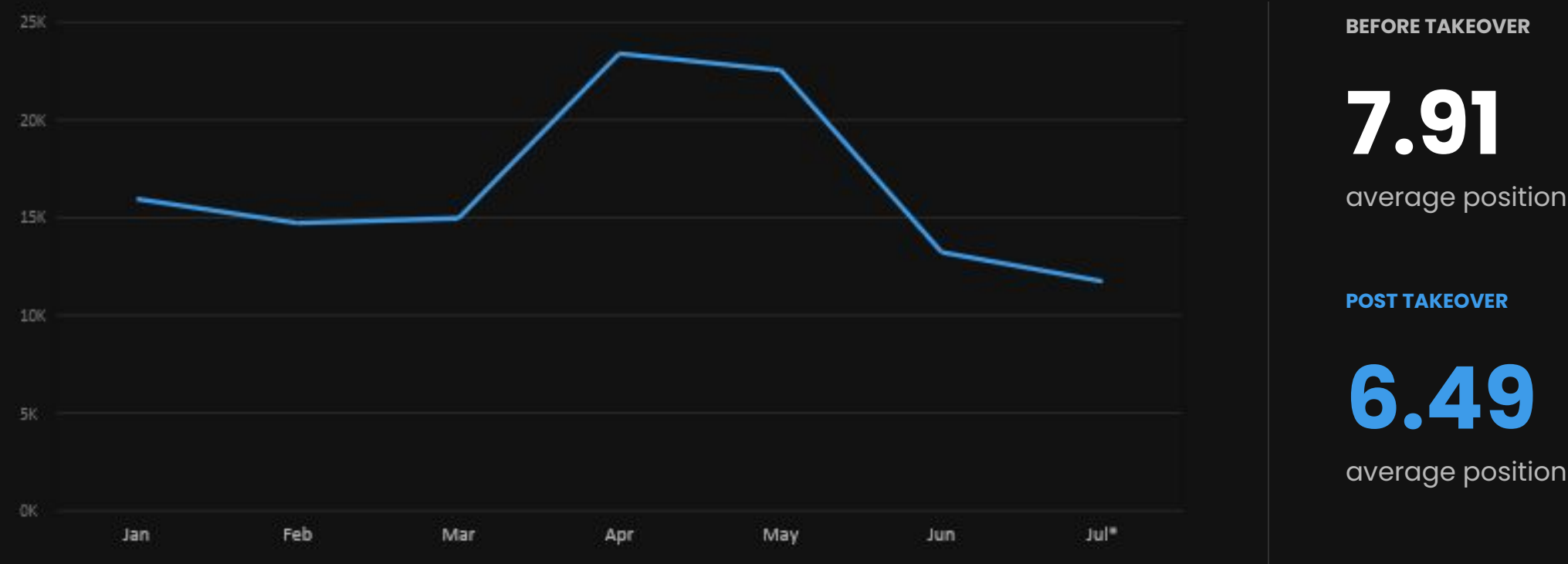
116.6K impressions • 4,344 clicks • 3.73% CTR • position 6.78

Includes the 1 Jan-15 Feb baseline before CREATE's digital takeover.

Business meaning

Kantou entered the consideration set without relying exclusively on advertising.

Visibility accelerated after takeover and peaked above 23,000 monthly impressions



*July includes 29 days.

Daily impressions increased 8% after takeover versus the pre-takeover baseline.

First-page authority extends beyond project names into construction expertise

SEARCH ASSET	IMPRESSIONS	CLICKS	POSITION
Corian worktops: five reasons to choose them	24,634	518	5.46
Foundation slab construction guide	10,246	299	4.23
Thermal facade vs insulated bricks	9,353	372	6.01
Steel construction vs concrete	9,007	387	5.56
Our Projects	2,530	125	2.80

Interpretation

Construction knowledge created topical authority that can support every future development launch.

Kantou owns the highest-intent branded searches

KANTOU DEVELOPERS

835

CLICKS

1,132 impressions

73.8%

CTR

Exceptional branded capture

1.20

POSITION

Near-complete brand ownership

KANTOU CONSTRUCTION & DEVELOPMENT

185 clicks

73.1% CTR

Position 1.06

Business meaning

Existing demand is captured before competitors can intercept it.

Most visibility now comes from people who did not search for Kantou by name

92%

NON-BRANDED IMPRESSIONS

Calculated from the top 1,000 exported queries

40%

NON-BRANDED CLICKS

Visibility is broader than current click capture

DISCOVERY PROOF

Developers Nicosia

429 impressions • position 11.51

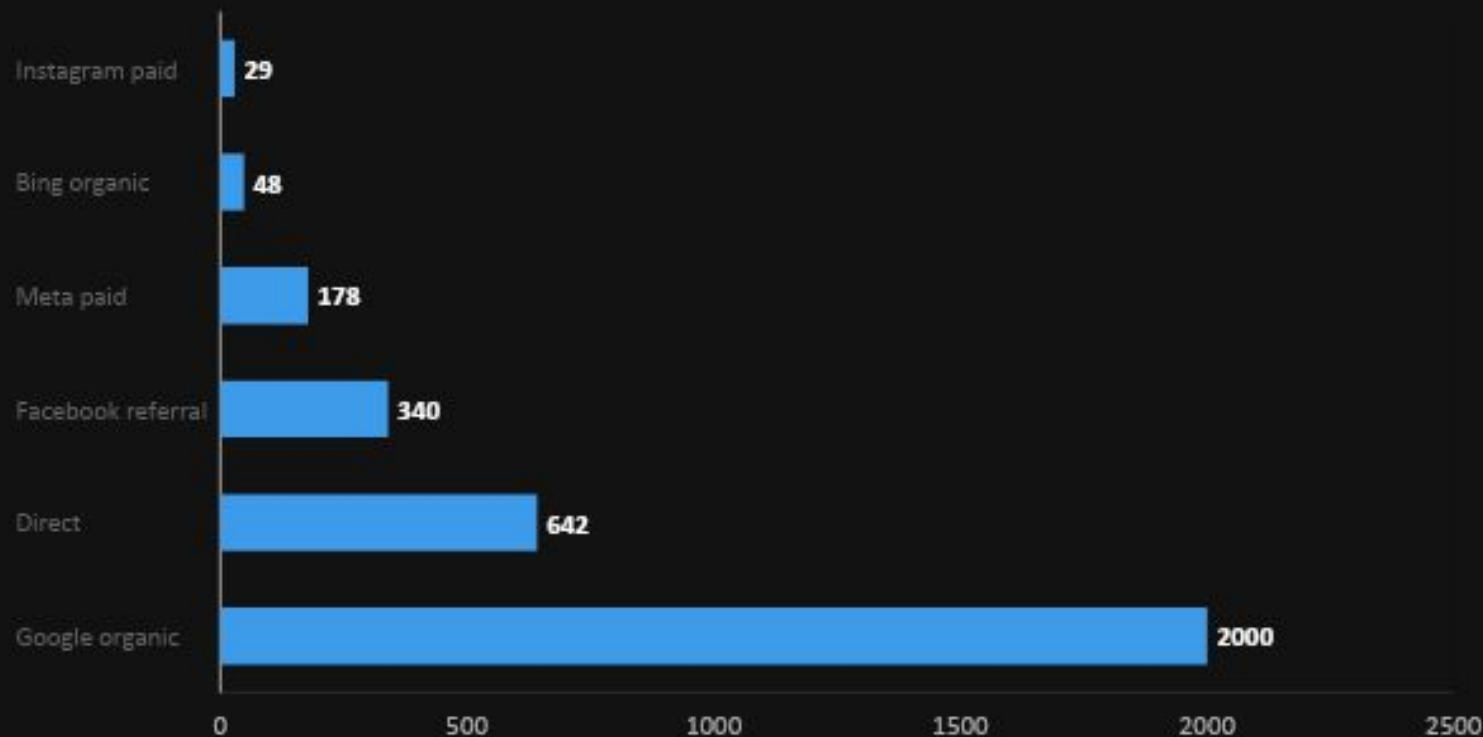
IRIS Residence

455 impressions • position 14.59

The result

CREATE expanded Kantou beyond brand recognition into category, construction and location-led discovery.

Organic search became the primary source of website acquisition



≈61%

FROM GOOGLE ORGANIC

Approximately 2,000 of 3.3K active users

Why it matters

The website can acquire demand continuously, while paid media is reserved for priority inventory and retargeting.

Paid media generated project-level demand at a €2.64 blended CPL

53

REPORTED LEADS

Four lead campaigns

€139.77

LEAD SPEND

Media spend, excluding traffic campaign

€2.64

BLENDED CPL

Platform-reported

38.2K

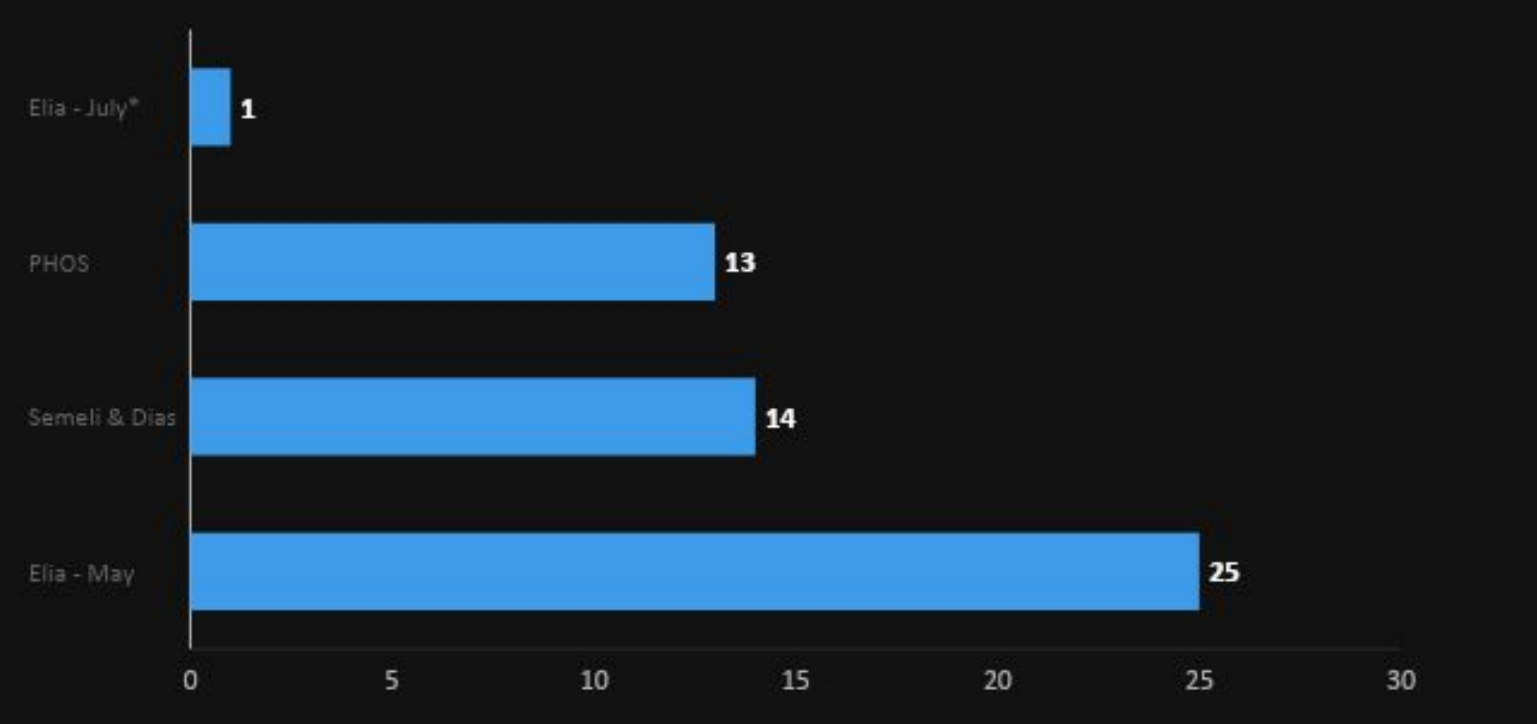
IMPRESSIONS

Across the lead campaigns

Evidence interpretation

The campaigns demonstrated efficient lead capture across three named developments. Lead quality and reservations require CRM and sales-team confirmation.

The lead model performed across multiple developments



COST PER LEAD	
Elia - May	€2.27
Semeli & Dias	€4.18
PHOS	€1.78
Elia - July*	€1.44

*Partial campaign in the supplied export.

What this proves

The acquisition framework was transferable between developments rather than dependent on one campaign.

Content distribution expanded organic reach on both major social channels

FACEBOOK

101.2K

VIEWS

55.9K

ORGANIC VIEWS

+112.4%

593

INTERACTIONS

+35.1%

Business meaning

Project and construction proof can earn attention organically, creating stronger creative inputs for paid retargeting.

INSTAGRAM

29.6K

VIEWS

+63.1%

23.4K

ORGANIC VIEWS

+56.6%

872

INTERACTIONS • +197.6%

Four independent signals validate the same operating model

SEARCH

6.49

Post-takeover average position

Persistent market discovery

ACQUISITION

61%

Active users from Google organic

Reduced dependence on paid traffic

PAID

€2.64

Blended platform CPL

Efficient project activation

SOCIAL

+198%

Instagram interactions

Content earns attention

What the results prove

The methodology works across owned, earned and paid channels – not through one isolated result.

The commercial asset is a reusable demand system across the portfolio

01 Authority

First-page construction content builds trust before a buyer compares projects.

02 Demand

Organic search supplies always-on discovery; paid media accelerates current availability.

03 Infrastructure

CRM, analytics and connected forms create the basis for accountable follow-up.

NEXT VALUE UNLOCK

Connect lead quality to commercial outcomes.

Record contacted, qualified and viewing stages
Link reservations to source and campaign
Strengthen high-impression project pathways
Scale campaigns based on quality, not volume

Kantou demonstrates that CREATE's real estate methodology is repeatable.

One developer. Multiple developments. The same integrated system generating search visibility, platform leads and measurable market demand.

The result is more than marketing output.

It is infrastructure that can compound across the portfolio.