



CASE STUDY

CLIENT OVERVIEW

CLIENT : CIDBI, Thrissur

INDUSTRY : Premium Smart Homes &
Residential Development

SERVICES : Digital Marketing, Website
Development, Creative, Video Production

Engagement Duration: 4+ Years (Ongoing)

Accolades Integrated manages CIDBI's end-to-end marketing ecosystem, covering digital performance, branding, creative assets, tech development, and lead generation.

THE CHALLENGE

CIDBI needed a strong digital transformation partner to elevate brand presence, unify their creative output, and build a steady pipeline of high-quality leads for multiple projects. Their earlier website was outdated, lacked funnel structure, and had no modern tracking. Brand assets were inconsistent across digital and offline platforms. They also required a scalable system to promote events, site visits, sample-flat walkthroughs, and launch phases. CIDBI sought stronger performance marketing, AI-driven content, video storytelling, and a measurable ROI-focused approach.



OUR STRATEGY

Accolades Integrated built an integrated marketing and creative framework for CIDBI with one clear objective:

Drive lead quality, improve conversions, and support project sales closures. This involved revamping CIDBI's digital foundation, strengthening creative and video output, building targeted ad campaigns, and deploying analytics-driven optimization.





WHAT WE DID



DIGITAL & TECHNOLOGY

Rebuilt CIDBI's website using Python + Django (modern, fast, mobile-first). Added structured lead funnels & CRM-friendly integration. Full SEO revamp + Google My Business optimization. Real-time analytics to track lead source, funnel stage & CPL

PERFORMANCE MARKETING

Highly localized Meta Ads & Google Ads targeting intent-based homebuyers. Segmentation by locality, budget, age, and buyer journey stage. Campaigns for leads, retargeting, event sign-ups & site visits. Continuous optimization to reduce CPL and improve conversions



WHAT WE DID

CREATIVE & BRANDING

Revamped all social media creative. Billboards, brochures, flyers & outdoor branding. Event branding: backdrops, standees, directional boards

VIDEO PRODUCTION

AI videos for rapid project storytelling & pitch content. Reels optimized for Meta & Instagram. Anchor-led videos for explainer & walkthrough narratives. Site shoots: sample flats, experience centre, amenities. Round-table discussions for brand authority and customer trust

THE RESULTS

PERFORMANCE & CONVERSION IMPACT

Generated a high volume of convertible leads for CIDBI Chalet, Candor & Cassia. Significant CPL reduction through optimized Meta + Google Ads. Higher lead-to-visit conversion rate driven by retargeting & AI-powered creative. Improved lead qualification accuracy, resulting in more productive sales follow-ups

ROI & SALES IMPACT

Strong ROI uplift through targeted campaigns and optimized funnels. Reduced marketing wastage via precise audience segmentation. Event-driven campaigns achieved high registration → site visit → booking flow. **Over all 90% of their total sales comes through these campaigns.** Consolidated analytics enabled CIDBI to measure real attribution and channel-wise ROI



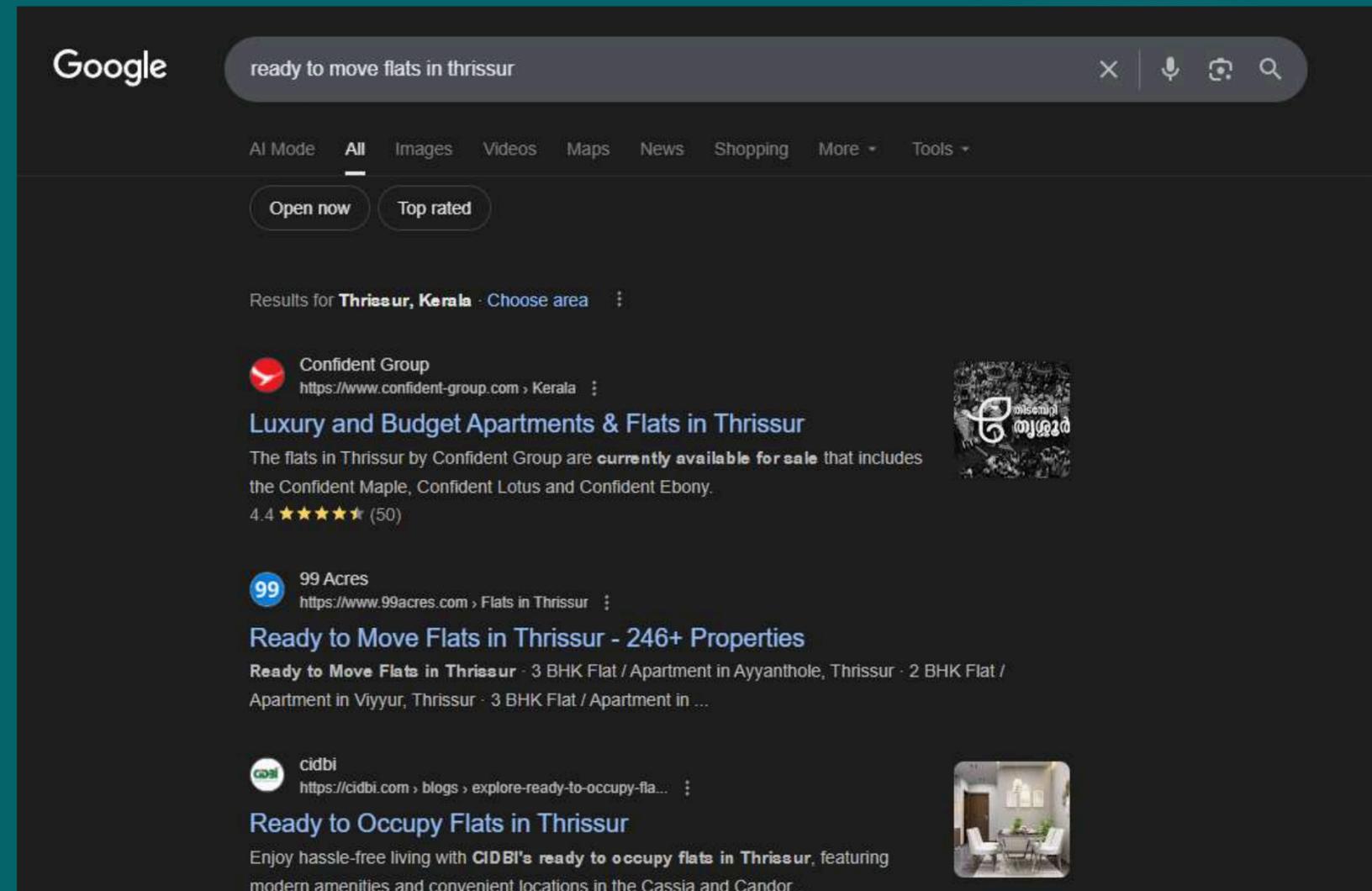
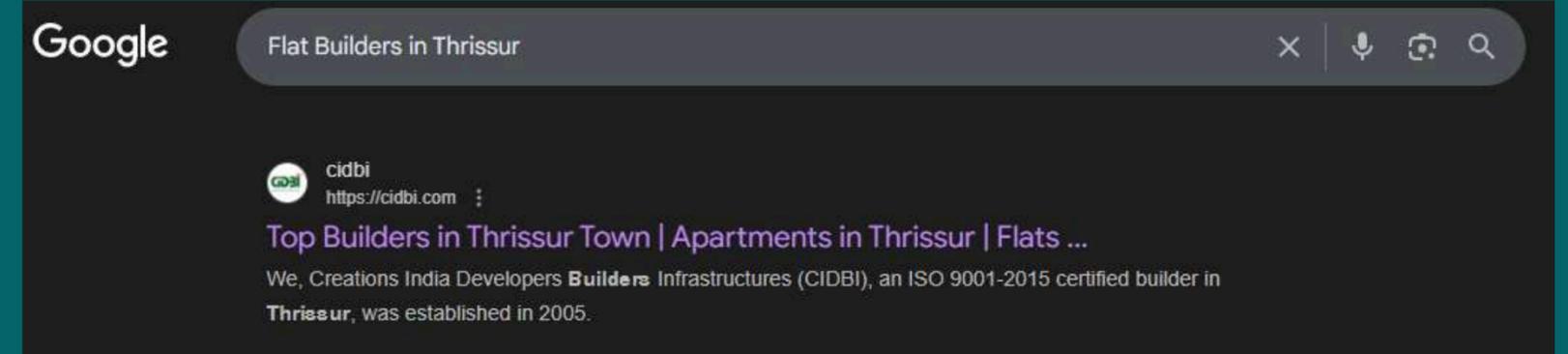
THE RESULTS

BRAND & DIGITAL GROWTH

Revamped website increased engagement & lead submissions. Local SEO improved GMB discovery and organic inbound leads. Unified design ecosystem strengthened brand presence across digital & outdoor. QR-driven collateral ensured measurable performance for events & print media

LONG-TERM OUTCOMES

CIDBI expanded scope of work after seeing consistent CPL, conversion & ROI improvements. Sustained partnership for upcoming smart-home launches & marketing cycles. Accolades Integrated now serves as CIDBI's full-stack digital, creative & video partner





THANK YOU

Digital • Creative • Web

Building a future-ready brand presence and lead engine for
Thrissur's smart-home landscape.

