

Case Study



Scaling Lead Generation & Automation for Z House | Karachi's Leading Coworking Space



Overview

Z House, a premium coworking brand with **three major locations in Clifton, DHA, and PECHS**, wanted to increase inbound inquiries and streamline their lead management. Despite having strong facilities and a solid brand presence, they lacked a scalable digital acquisition system and automated follow-up processes.

We built a complete ecosystem for them — from high-intent Google & Meta Ads to automation, landing pages, and structured lead flow, resulting in:

2,000+ qualified leads and an average 10% landing page conversion rate.

Campaign	Conv. rate
 Drafts in progress: 4	
 Raptivio - Private Office - Search	9.03%
September 2025	7.13%
October 2025	10.76%
November 2025	10.09%

Campaign ↑↓	Actions	Results ↑↓	Cost per result ↑↓
Raptivio - Lead Form - 20th Nov' 25	4 recommendations	 54 Meta leads	\$0.48 Per Meta lead
Lead Campaign 22nd Aug' 25	—	 396 Meta leads	\$2.49 Per Meta lead

The Challenge

Key Issues Identified

- Difficulty generating high-quality and consistent leads.
- Manual, inefficient lead management causing leads to be missed.

- No WhatsApp automation or instant response system.
- Landing page had weak UX/UI and was not keyword-optimized.
- Content needed improvement for performance on Meta Ads.

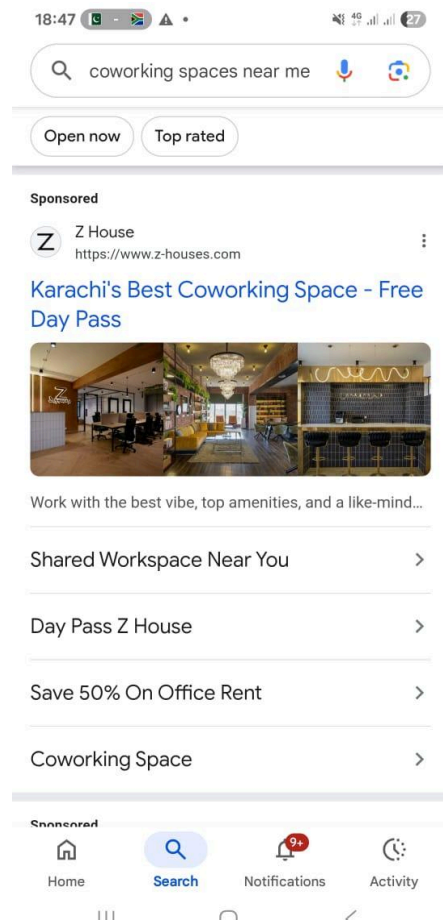
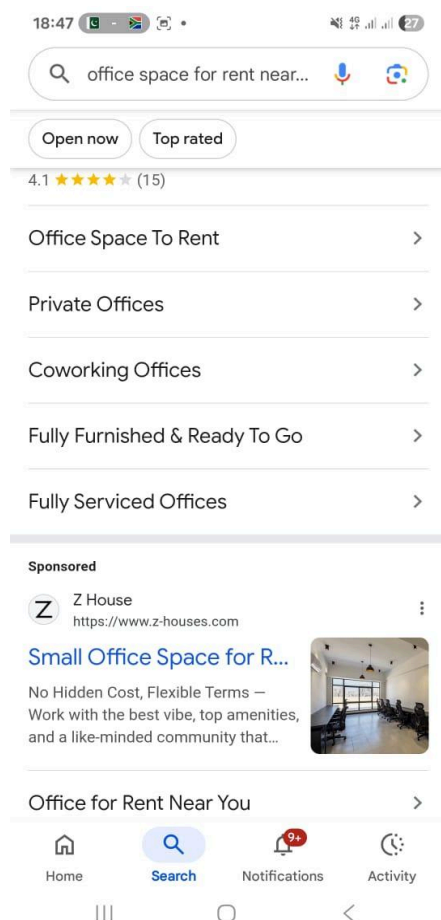
Our Strategy

1. Multi-Channel Lead Generation Engine

We activated a performance-focused advertising strategy using:

- **Meta Ads** → For volume, scale, awareness.
- **Google Search Ads** → For high-intent leads searching “Coworking Space Karachi”, “Private Office Karachi”, etc.

Most high-value keywords now rank in **Position 1–3 during peak hours**, improving CTR and lowering the cost per lead.



2. High-Converting Landing Page

We created a dedicated, optimized landing page:

<https://z-houses.com/private-office-coworking-karachi/>

With:

- Strong keyword integration.
- Step-form to increase conversions.
- Clear value propositions for Private Offices, Coworking Desks, Amenities, and Locations.
- Fast-loading mobile-first structure.

Result: ~10% CVR on average — one of the highest in this category.

3. Automation & Lead Flow Fixes

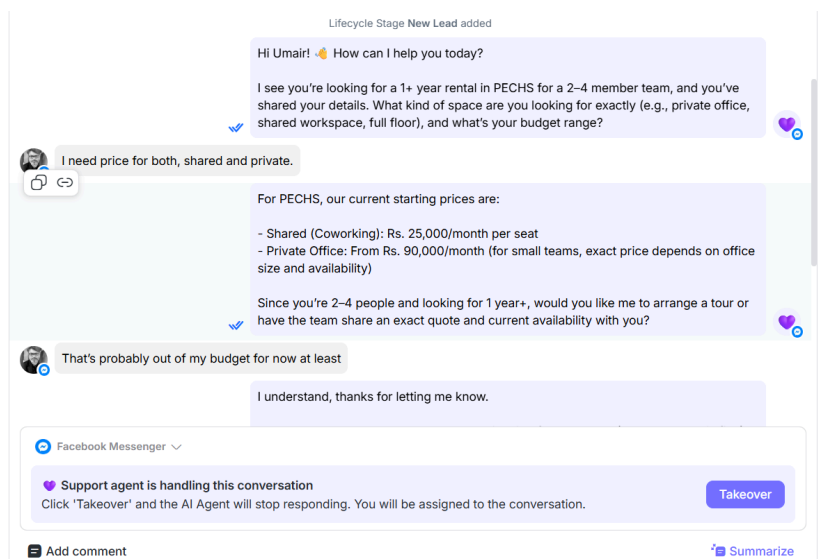
To eliminate manual errors:

Zapier Integrations

- Automated lead flow from Google & Meta → CRM + WhatsApp.

respond.io AI Chatbot

- AI responds to leads **within 60 seconds**.
- Handles FAQs, booking questions, and pricing inquiries.
- Allows sales team to focus only on hot leads.



4. Content Support & Best Practices

We provided:

- High-performing scripts & creative directions.
- Updated content structure for ads.
- Visuals and copy tested for higher CTR.

5. Monthly Optimization

- Adjusting targeting, budgets, and creatives.
- Regular review meetings with the Z House team.
- Continuous improvements to ads, landing page, and automation flows.

The Results

1. Lead Generation Efficiency

- **2,000+ qualified leads** generated across all three locations.
- Improved CTR and lower cost-per-lead via Google.
- Meta Ads driving strong volume at optimal cost.

2. Conversion Rate Growth

- Landing page achieving an average **~10% CVR**.
- Significant improvement from previous unoptimized forms.

3. Automation Wins

- 100% automated lead flow through Zapier.
- Respond.io AI bot delivers replies in under 1 minute.
- Drop in missed leads and faster qualification.

4. Sales Team Efficiency

- Sales team now focuses only on leads already warmed up by AI.
- Higher closing rate due to cleaner lead pipeline.

Before vs After

Before

- Low-quality and low-volume leads.
- Manual follow-up leading to slow or missed responses.
- Weak landing page conversion rate.
- No automation and limited content structure.

After

- **2,000+ strong leads** generated.
- **12% landing page CVR.**
- Seamless lead flow with Zapier + respond.io.
- Google keywords ranking in **Position 1–3.**
- Sales team handling fewer but more qualified conversations.
- Stronger content framework for ads and social media.

Conclusion

Our full-funnel approach, combining ads, content, automation, and landing page optimization, transformed Z House into a **scalable, high-efficiency lead generation machine**. With stable leads, instant AI responses, and a 12% conversion-optimized landing page, Z House is now positioned as the leading coworking solution across Karachi's top locations.