



SOCIAL MEDIA *Case Study*

SEP 22 – DEC 22



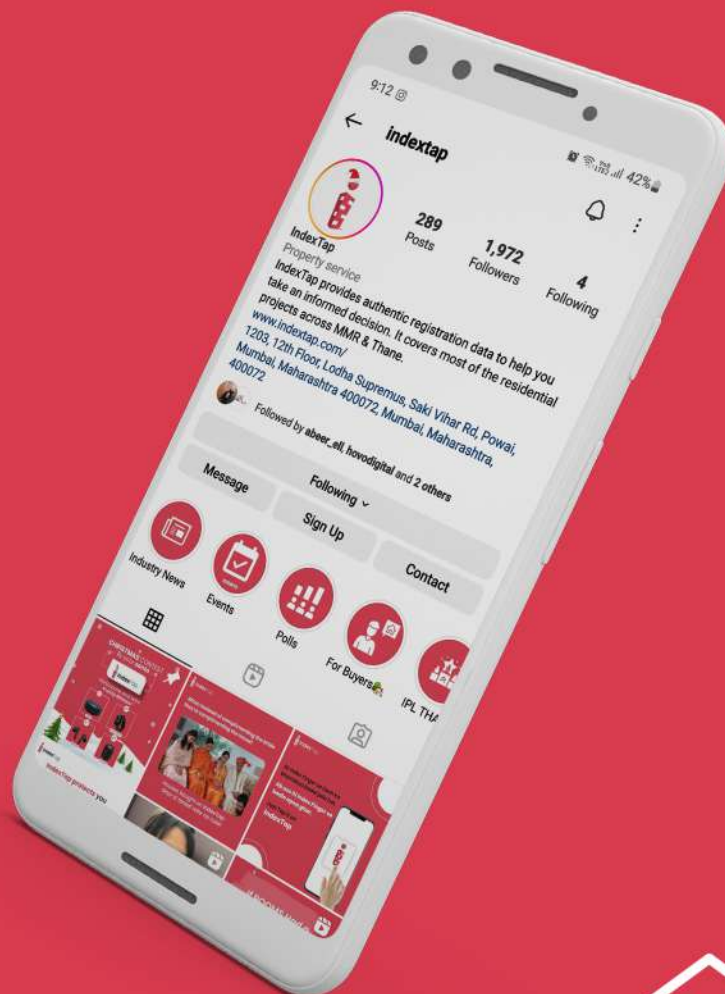
About IndexTap

IndexTap, powered by CRE Matrix, is a first-of-its-kind Platform in India that delivers a Stack view of inventory available in any residential building . It allows users a bird's eye view of the prices of housing units, encompassing a look at the sale and booking availability. With state-of-the-art and cutting-edge algorithms, research, and a team of highly- qualified professionals with skilled expertise, IndexTap bolsters brokers, buyers/tenants, and sellers/landlords with accurate data to propel smart decision- making.

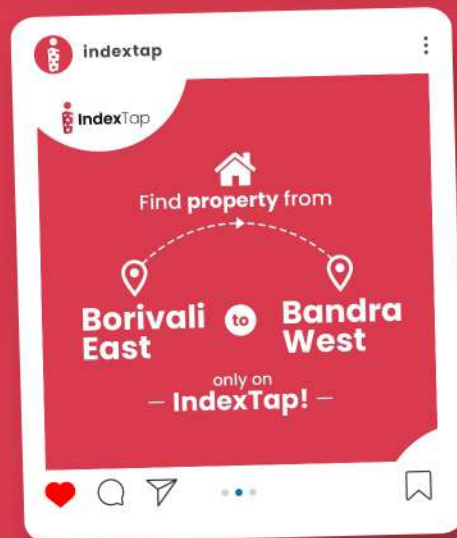
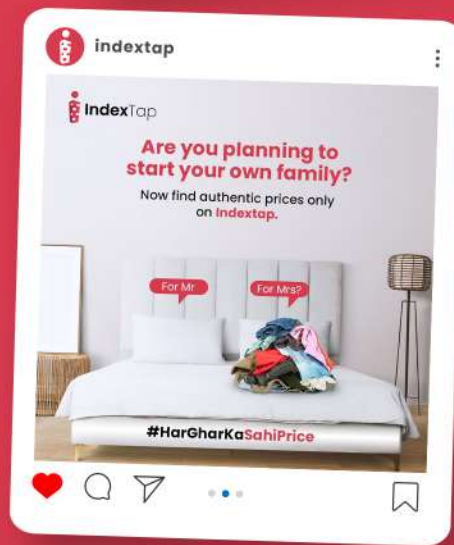


Their Objective

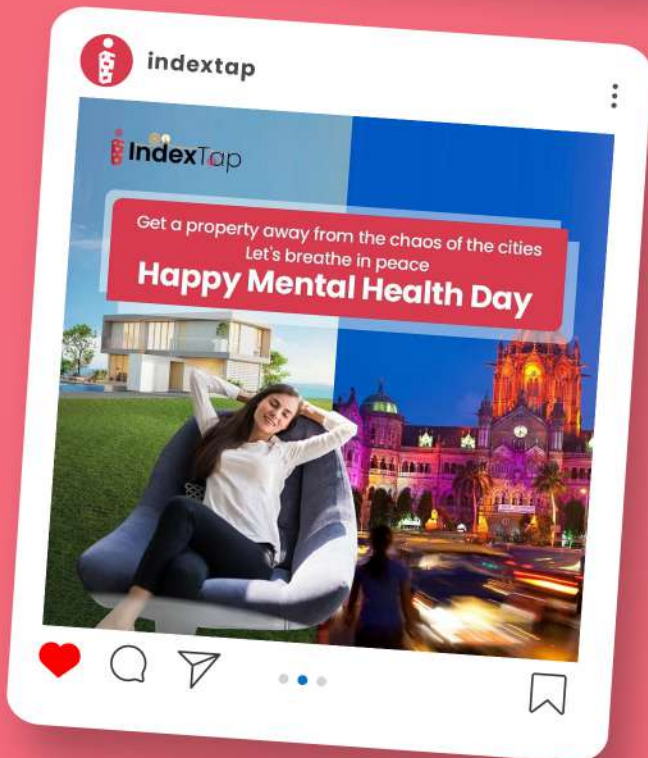
Being a new brand, IndexTap approached us with the aim of creating a brand image, gaining visibility, and reaching niche audiences. We consulted with them and strengthened their core ideas and aspirations of digital communication. Today after just 2 months, IndexTap social media channel offers a very informative and engaging experience to its users.



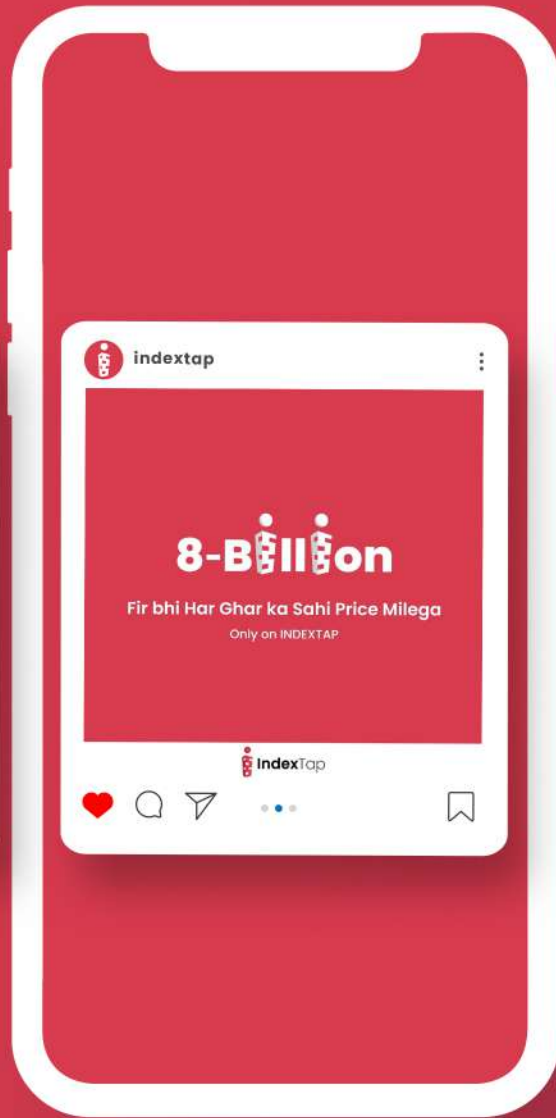
Highlighting Brand USPs in User Friendly manner



Celebrating Important days

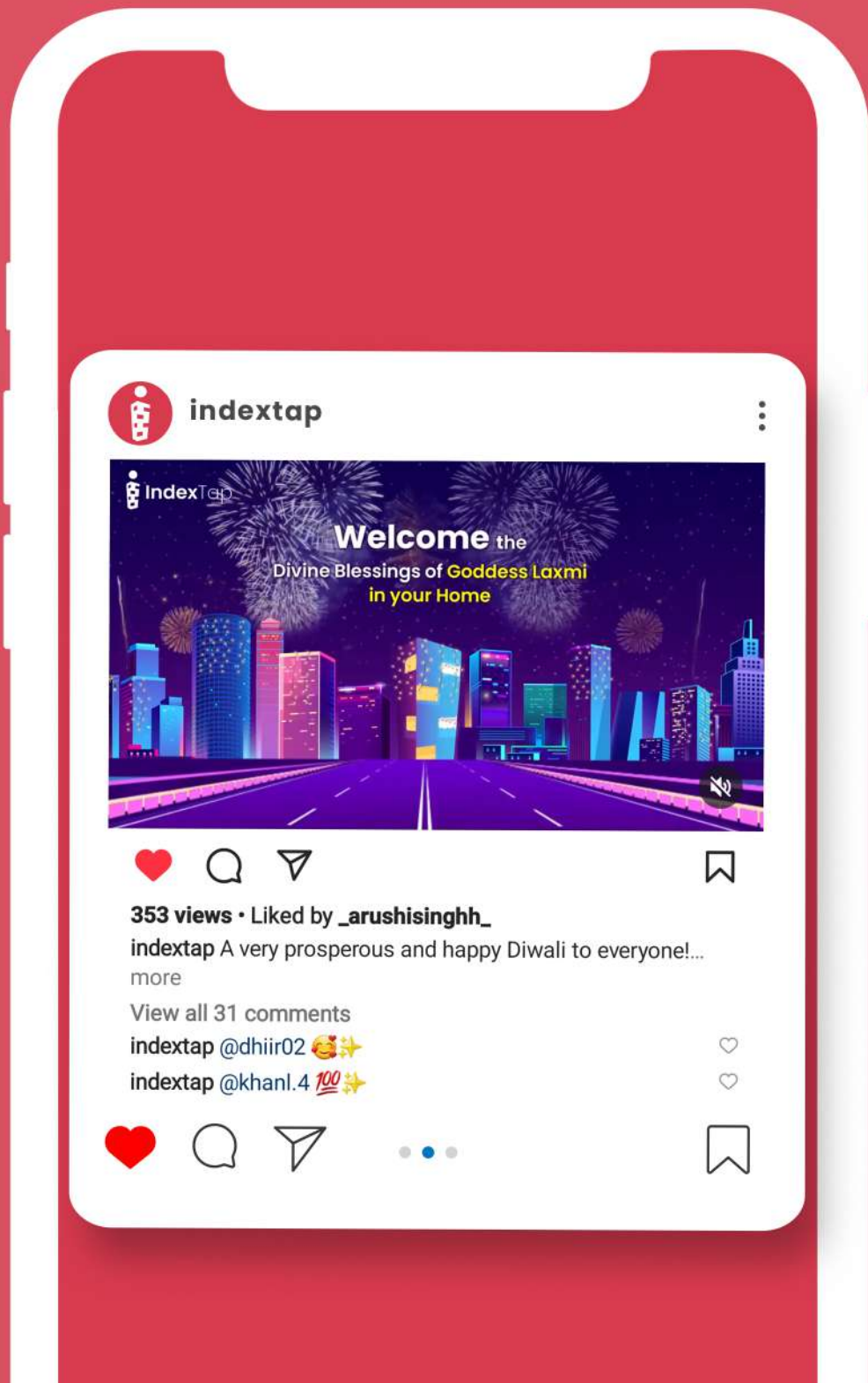


Moment Marketing & Trends



Video content

We made Brand videos(From scripting to making) to help generate awareness and information about the Brand.



Social Media Results

September 2022 - December 2022

Here are the numbers we are able to achieve for the client over the course of 3 Months.

Facebook

Followers:

2,493 (+3.5K%)

People reached:

**1,796,848
(+30.3%)**

Paid reach:

**3,310,598
(+151.2%)**

Impressions:

**8,707,299
(+201.6%)**

Page views:

4,116 (+67.6%)

Unique visitors:

936 (+88.8%)

Followers:

1536 (+88.4%)

Instagram

Followers:

1,881 (+188%)

Account Reached:

**(1,683,522)
(+522%)**

Engagement:

**25,368
(+2,892%)**

Impressions:

**4,913,631
(+404%)**

Profile Visit:

**27,055
(+481%)**

linkedin