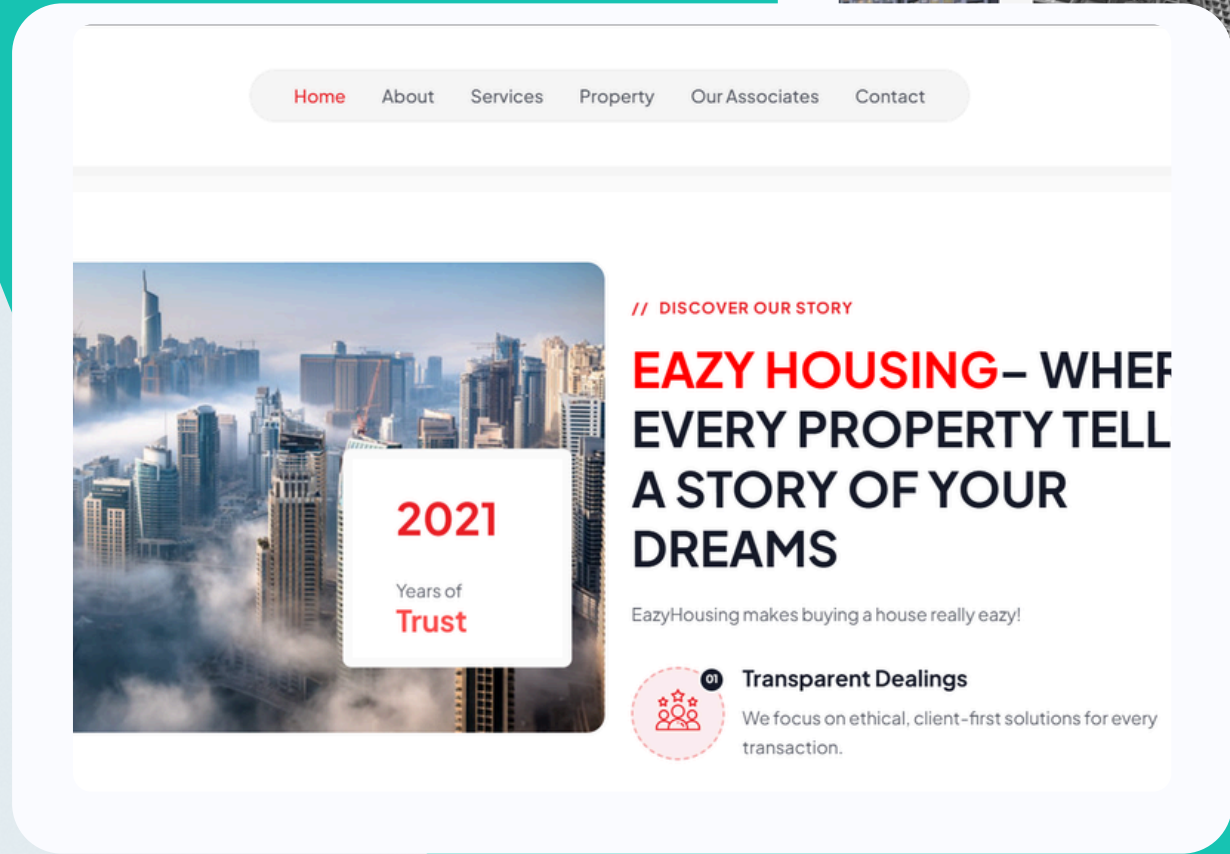
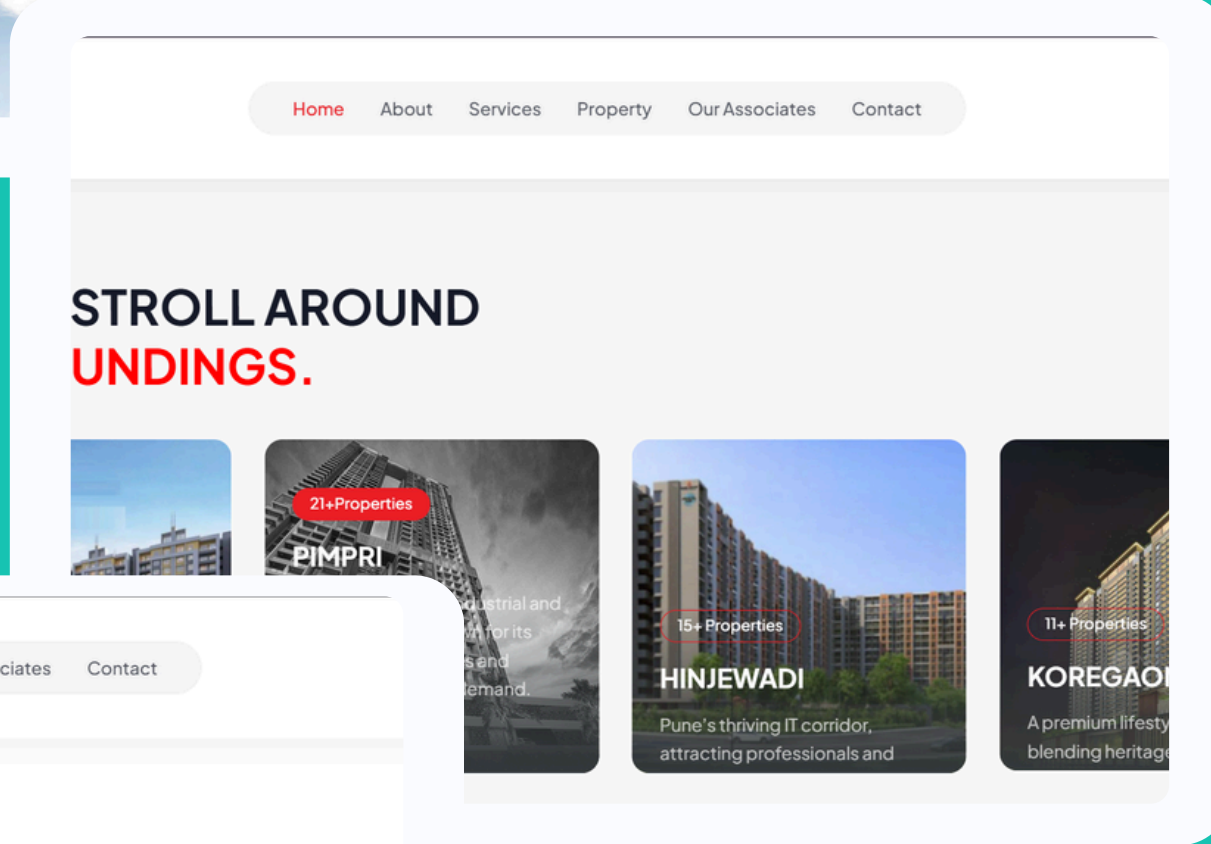
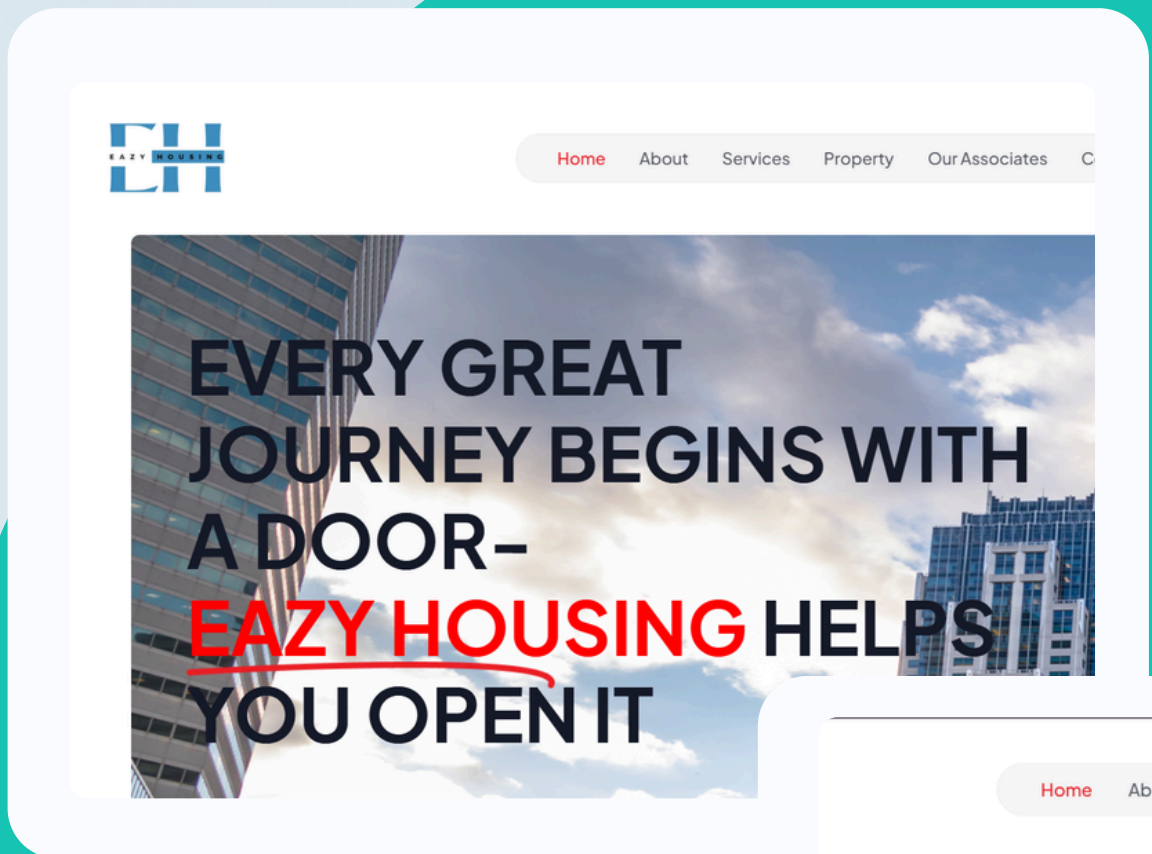


Eazy Housing India

www.eazyhousingindia.com



1. ABOUT US

01 Company Overview

Eazy Housing is a digital-first real estate platform simplifying property discovery and buying. It connects users with verified residential projects.

02 Establishment & Growth

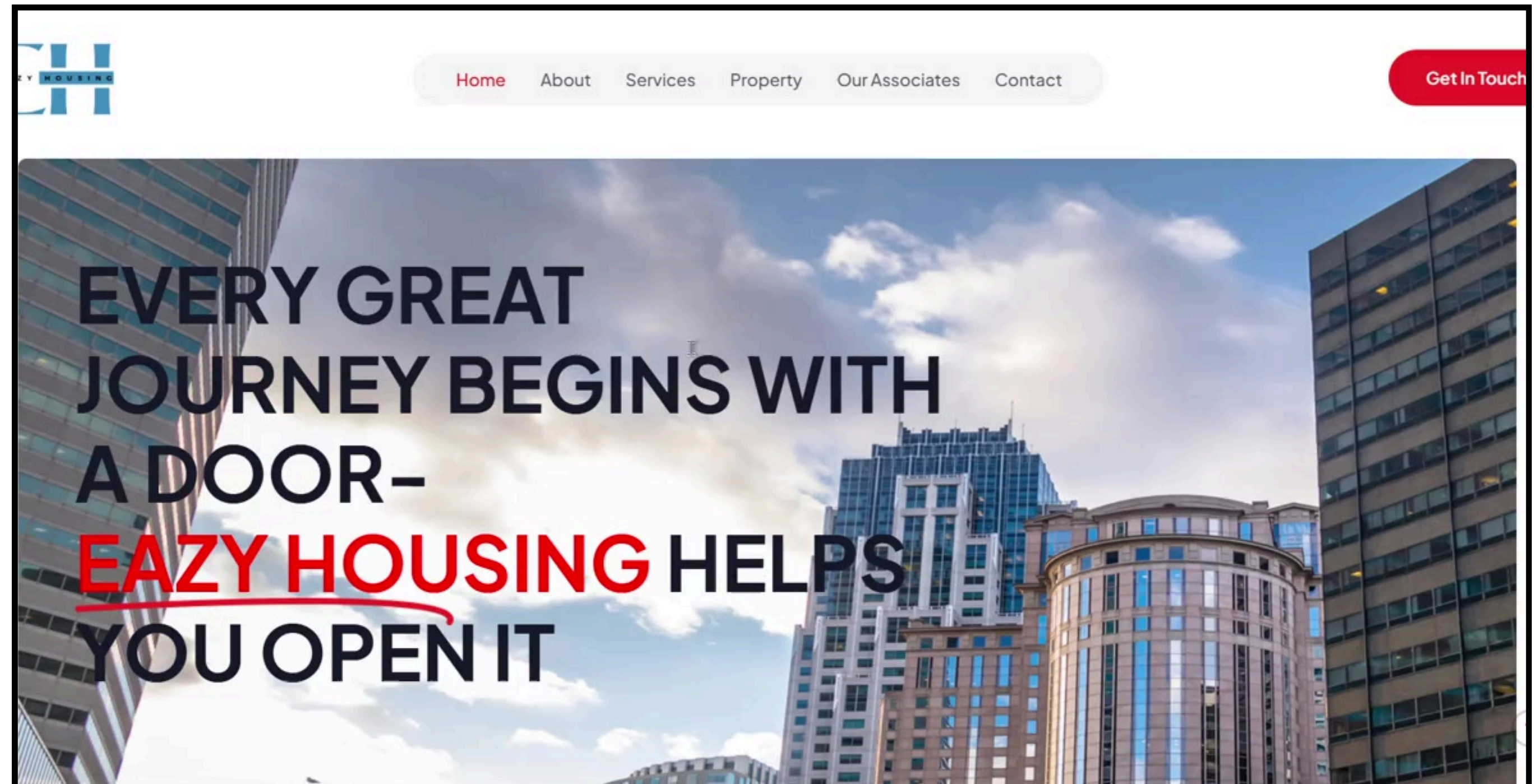
The company has been actively operating in the Indian real estate market for multiple years. It focuses on bridging the gap between developers.

03 Location Presence

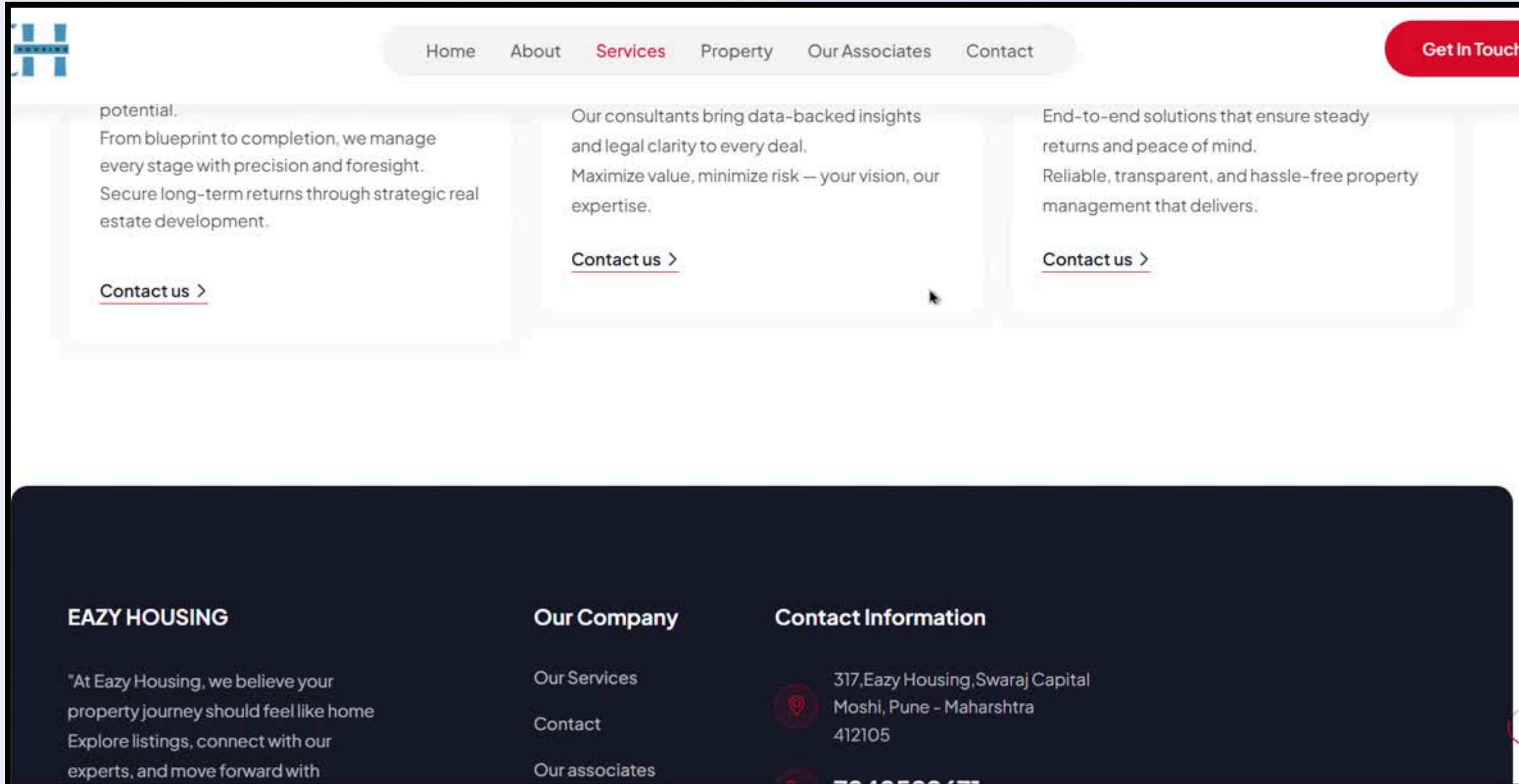
Eazy Housing primarily operates in Pune and nearby real estate markets. It targets high-growth urban regions with strong residential demand.

04 Core Offerings

The platform provides property listings, project insights, and consultation services. It helps users explore, compare, and finalize real estate.



2. PROBLEM STATEMENT



01 Lack of Digital Presence
Eazy Housing had limited structured online visibility for showcasing projects. This reduced reach and dependency on offline channels for customer.

02 Unstructured Lead Flow
There was no centralized system to capture and manage incoming leads. This resulted in missed opportunities and inefficient follow-ups.

03 Inefficient Customer Journey
Buyers faced difficulty in accessing clear and comparable project information. The absence of structured data impacted decision-making speed.

04 Marketing & Conversion Gaps
Paid campaigns were not fully optimized due to lack of data tracking. There was no proper system to qualify and convert leads effectively.

3. SOLUTION

01 High-Performance Website Platform

Developed a modern, responsive website with structured property listings. Enabled easy navigation, filtering, and clear project presentation.

02 CRM System (Lead Management Tool)

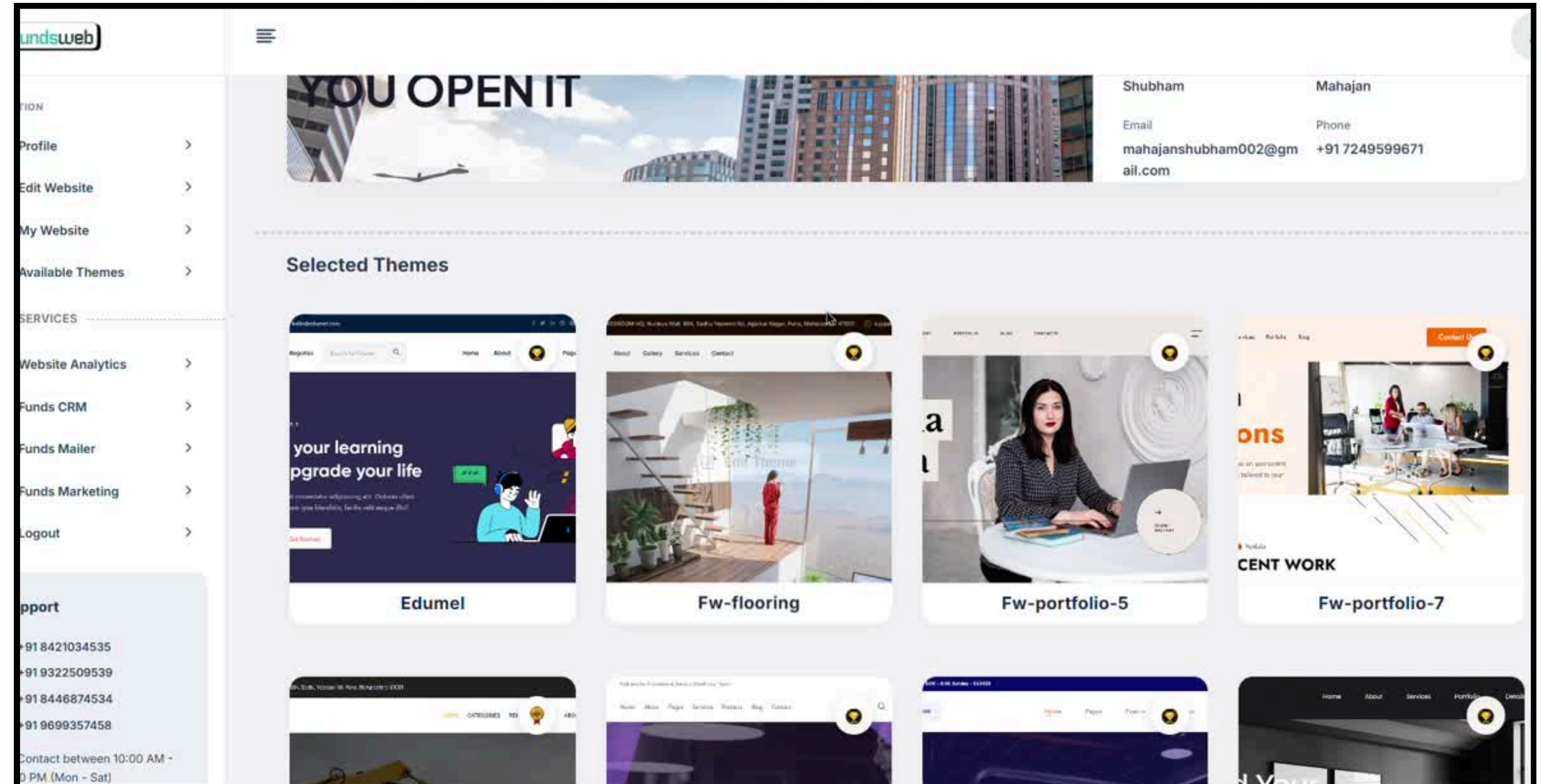
Implemented a centralized CRM to capture, track, and manage leads. Improved follow-ups, lead qualification, and conversion tracking.

03 Analytics & Performance Dashboard

Integrated analytics tools to track user behavior and campaign performance. Enabled data-driven decision-making for marketing optimization.

04 Marketing & Automation Tools

Built email marketing, campaign tracking, and funnel optimization tools. Automated communication improved engagement and conversion rates.



4. TECHNOLOGY STACK



01 Frontend Technologies

HTML, CSS, JavaScript for responsive UI and structured layouts.

Ensured fast loading speed and mobile-friendly user experience.

02 Backend Technologies

Node.js / PHP-based backend for handling data, APIs, and business logic.

Enabled scalable and efficient processing of user and lead data.

03 Database & Hosting

MySQL / PostgreSQL database for storing property and user data.

Hosted on cloud servers (AWS / VPS) ensuring reliability and uptime.

04 APIs & Third-Party Integrations

Integrated Google Analytics, Meta Ads tracking, and lead capture APIs.

Used third-party tools for marketing automation and communication.

5. GROWTH & IMPACT

01 Lead Generation Growth

Significant increase in qualified leads due to structured funnels. Improved targeting and tracking boosted marketing ROI.

02 Conversion Rate Improvement

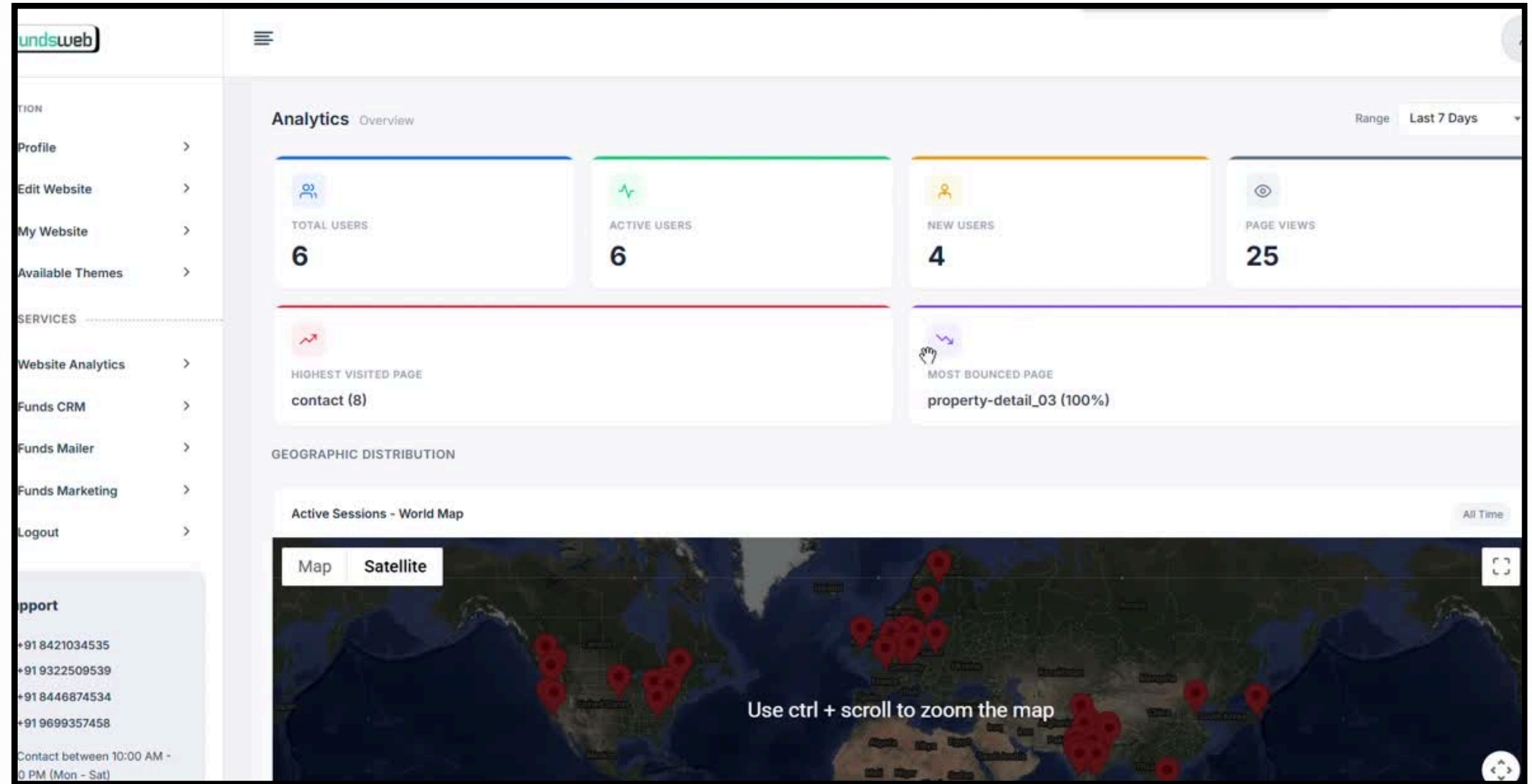
CRM and automation improved follow-up efficiency. Resulted in higher lead-to-customer conversion rates.

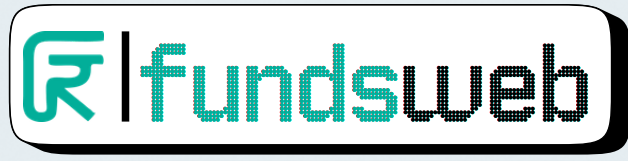
03 Online Visibility Boost

SEO and digital campaigns increased website traffic and reach. Brand presence improved across search and digital platforms.

04 Operational Efficiency

Automation reduced manual work and improved team productivity. Data-driven insights enabled faster and smarter business decisions.





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Thank You

