

Digital Mojo Combines AI and Human Expertise to create Mojo Cortex and Mojo Analytica for Smarter Real Estate Marketing

Trained on 3,000+ pages of proprietary marketing SOPs, Mojo Cortex and Mojo Analytica improve lead quality by up to 37% using AI-driven campaign intelligence.

HYDERABAD, TELANGANA, INDIA, August 7, 2026 /EINPresswire.com/ -- Powered by proprietary AI trained on 3,000+ pages of marketing SOPs, the platform has analyzed campaigns with over ₹57 crore in ad spend across 1,100+ campaigns, generating insights from more than 670,588 real estate leads while improving lead quality by up to 37%.**



Digital Mojo launches Mojo Cortex and Mojo Analytica, proprietary AI platforms that combine machine intelligence with human expertise to optimize real estate marketing campaigns.

****Digital Mojo****, a specialist real estate branding and digital marketing agency, today announced the launch of ****Mojo Cortex**** and ****Mojo Analytica****, two proprietary AI-powered platforms built exclusively for the real estate industry. Combining artificial intelligence with

expert human oversight, the platforms help developers improve lead quality, reduce acquisition costs and make faster, data-driven marketing decisions.

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We built Mojo Cortex and Mojo Analytica so every real estate campaign benefits from years of proven marketing expertise enhanced by AI, not replaced by it.”

Dhiraj Merani

The launch represents years of investment in transforming Digital Mojo's campaign management expertise into a proprietary AI-driven decision intelligence platform purpose-built for real estate marketing. Rather than relying on generic AI models, Mojo Cortex and Mojo Analytica have been trained on ****more than 3,000 pages of Digital Mojo's proprietary Standard Operating Procedures**

(SOPs)**—a knowledge base developed through years of managing high-performance real

estate campaigns across India.

Today's real estate marketers operate in an increasingly complex digital ecosystem. Campaign data is spread across Google Ads, Meta Ads, analytics platforms and CRM systems, making it difficult to identify performance issues quickly or optimize advertising budgets efficiently. While AI can process enormous amounts of data, it often lacks the industry-specific context required to make commercially sound marketing decisions. Digital Mojo developed Mojo Cortex and Mojo Analytica to bridge that gap by combining machine intelligence with proven marketing expertise.

The platforms connect securely with Google Ads and Meta Ads through their APIs, automatically retrieving campaign data every day. Using Digital Mojo's proprietary optimization framework, the AI evaluates campaigns across four analytical layers—creative performance, audience and targeting, search intent and keyword quality, and budget and bidding efficiency. It identifies optimization opportunities, detects wasted ad spend, recommends corrective actions, explains the reasoning behind every recommendation and estimates the expected business impact before presenting them to Digital Mojo's performance specialists for review.

A defining capability of the platforms is their **human-in-the-loop learning framework**.

Every recommendation generated by the AI is reviewed by Digital Mojo's performance marketing specialists before implementation. When a recommendation is approved, modified or rejected, the platform records not only the decision but also the rationale behind it. This feedback becomes part of the platform's knowledge base, enabling future recommendations to reflect years of accumulated expertise rather than relying solely on algorithmic patterns. The result is a continuously evolving AI system that combines automation with practical marketing judgment.

During the past three months alone, Mojo Cortex and Mojo Analytica have analyzed campaigns representing **more than ₹57 crore in advertising spend** across **1,100+ campaigns**, generating insights from campaigns responsible for **over 670,588 real estate leads**. Every day, the platforms process thousands of performance signals from Google and Meta, enabling optimization decisions that would be nearly impossible to identify manually at scale.

One recent implementation involved a premium residential project in Western Hyderabad with a digital advertising budget of **₹23 lakh**. Mojo Cortex identified creatives with poor hook rates during the first few seconds of engagement, automatically surfaced high-spend search queries that were generating low-quality traffic and recommended additional negative keywords to eliminate wasted clicks. Acting on these insights, the campaign team reduced the **cost per lead from ₹1,100 to ₹897**, improved **cost per quality lead by 37%**, and increased qualified site visits by reallocating budget toward higher-intent audiences. The outcome demonstrated the platform's ability to optimize not just lead volume, but lead intent and overall campaign efficiency.

Beyond campaign optimization, Mojo Cortex and Mojo Analytica significantly reduce the time required for manual reporting and performance analysis. By automatically identifying anomalies, emerging trends and optimization opportunities, campaign managers can spend less time navigating dashboards and more time making strategic decisions that directly impact business outcomes.

The platforms are already supporting campaigns for leading developers and real estate advisory firms, including **ANAROCK**, and continue to evolve as more campaign intelligence is incorporated into the system.

"AI alone doesn't create better marketing decisions—experience does," said **Dhiraj Merani**, Founder and CEO of Digital Mojo. **"We built Mojo Cortex and Mojo Analytica so every campaign benefits from thousands of successful optimizations we've performed over the years. Our AI doesn't simply analyse data; it applies proven marketing principles, learns from expert decisions and becomes more effective with every campaign it helps optimize. We believe the future of performance marketing isn't AI or humans—it's AI guided by experienced humans."**

Looking ahead, Digital Mojo plans to expand the capabilities of Mojo Cortex and Mojo Analytica with predictive lead scoring, CRM intelligence, advanced attribution modelling, automated budget allocation recommendations and deeper integration across the real estate sales ecosystem. The company's long-term vision is to provide developers with an intelligent marketing platform that continuously improves campaign performance while reducing manual effort and increasing return on advertising investment.

Headquartered in Hyderabad, Digital Mojo is a specialist branding and digital marketing agency focused exclusively on the real estate sector. Combining strategic consulting, creative excellence, performance marketing and proprietary AI technology, the company helps developers launch projects, improve lead quality, increase site visits and maximize return on marketing investment.

For more information about Mojo Cortex and Mojo Analytica, visit

[www.digitalmojo.in](<http://www.digitalmojo.in>).

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