



LEADS MASTERS

Real Estate Performance Marketing Case Study



PROJECT OVERVIEW

استهدفت الحملة جذب عملاء مؤهلين لشراء وحدات مشروع **Tiger Downtown Ajman** من خلال حملات **Meta Ads** و **TikTok Ads** عبر **Lead Generation**.

تم الاعتماد على Audience Segmentation للوصول إلى:



الباحثين عن السكن الاقتصادي
داخل الإمارات.



المستثمرين من مختلف
الجنسيات المقيمة بالدولة.

CAMPAIGN CHANNELS



Meta Ads



TikTok Ads



Tiger
Downtown
AJMAN



سكن اقتصادي
مجتمع متكامل لحياة أفضل



CAMPAIGN STRATEGY

تم تنفيذ الحملة باستخدام:

Meta Ads

TikTok Ads

Audience Research

Audience Segmentation

Lead Generation

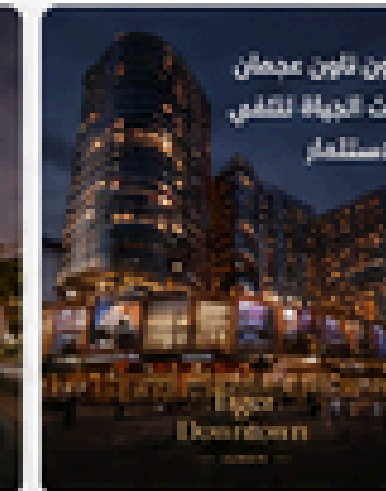
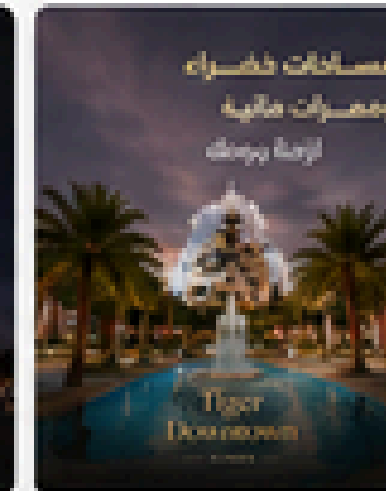
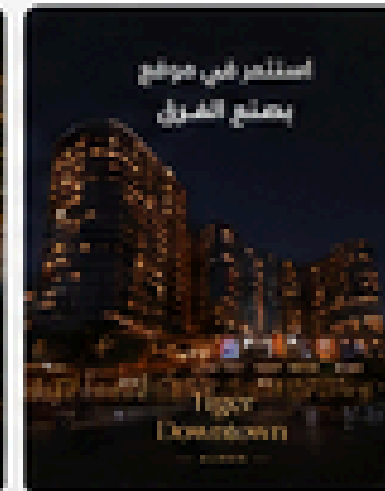
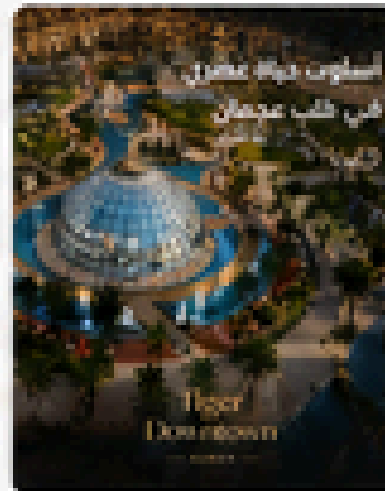
Funnel Optimization

A/B Testing

Campaign Optimization



نماذج من الإعلانات (Social Media)



Meta Ads Manager

	Spend	Impressions	Clicks (Destination)	CTR (Destination)	Conversions	Cost per conversion
	6,787.49 SAR	496,164	2,806	0.57%	321	21.14 SAR
	7,932.69 SAR	483,474	6,965	1.44%	314	25.26 SAR
	5,878.39 SAR	364,005	4,302	1.42%	323	22.77 SAR
	6,841.18 SAR	593,100	6,484	1.09%	312	32.27 SAR
	4,009.18 SAR	318,908	4,007	1.26%	134	29.92 SAR
Results from 1214 campaigns	135,281.67 SAR Total Spend	9,618,382 Total	132,860 Total	1.38% Per impression	4,984 Total	26.34 SAR Per Action

TikTok Ads Manager

	Cost per result	Amount spent	Impressions	Reach	Ends	Bid strategy
	102.30 SAR	7,714.90 SAR	34,409	8,993	Ongoing	Highest volume
	85.14 SAR	6,470.96 SAR	31,706	28,968	Ongoing	Highest volume
	107.47 SAR	8,060.06 SAR	111,954	45,717	Ongoing	Highest volume
	12.86 SAR	912.98 SAR	32,082	13,132	Ongoing	Bid cap
	79.34 SAR	5,474.75 SAR	41,218	21,666	Ongoing	Highest volume
Results from 1214 ad groups	222,803.43 SAR Total Spend	2,228,025 Total	868,580 Meta accounts	-	-	-

كما تم إنتاج أكثر من:

50+ CREATIVE

شملت:



Video Ads



Motion Graphics



Animation



Static Designs



CREATIVE LOCALIZATION

لتحقيق أفضل نتائج، لم يتم استخدام إعلان واحد لجميع الأسواق، بل تم إنتاج نسخ متعددة من الفيديوهات والكرتيف بما يتناسب مع كل سوق مستهدف.

LOCAL

WATCH NOW



AI

WATCH NOW



الإنجليزية

WATCH NOW



العربية

WATCH NOW





CAMPAIGN PERFORMANCE

META ADS MANAGER

Campaigns	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Bid strategy	Attrib setting
Titer - Campaign 01	76 Leads (Phone)	66.77 Per lead (Phone)	Using ad set/bu... Shared	2,774.90	24,409	8,993	Ongoing	Highest volume	7-day click
Titer - Campaign 02	76 Leads (Phone)	66.74 Per lead (Phone)	400.00... Daily	6,470.96	61,706	28,968	Ongoing	Highest volume	7-day click
Titer - Campaign 03	75 Leads (Phone)	167.47 Per lead (Phone)	300.00... Daily	8,060.06	111,914	46,717	Ongoing	Highest volume	7-day click
Titer - Campaign 04	71 Leads (Phone)	12.86 Per lead (Phone)	50.00... Daily	912.98	22,082	13,132	Ongoing	Bid cap	7-day click
Titer - Campaign 05	69 Leads (Phone)	79.34 Per lead (Phone)	300.00... Daily	5,474.76	61,218	21,866	Ongoing	Highest volume	7-day click
Titer - Campaign 06	66 Leads (Phone)	66.61 Per lead (Phone)	500.00... Daily	3,663.30	30,935	16,399	Ongoing	Highest volume	7-day click
Titer - Campaign 07	66 Leads (Phone)	106.33 Per lead (Phone)	300.00... Daily	4,891.05	75,535	23,507	Ongoing	Highest volume	7-day click
Titer - Campaign 08	65 Leads (Phone)	87.16 Per lead (Phone)	400.00... Daily	3,923.09	38,971	27,775	Ongoing	Highest volume	7-day click
Titer - Campaign 09	60 Leads (Phone)	74.99 Per lead (Phone)	200.00... Daily	2,999.53	12,279	8,568	Ongoing	Bid cap	7-day click
Titer - Campaign 10	55 Leads (Phone)	6.91 Per lead (Phone)	300.00... Daily	794.47	36,217	20,845	Ongoing	Highest volume	7-day click
Titer - Campaign 11	33 Meta leads	6.91 Per lead (Phone)	50.00... Daily	239.16	11,181	5,765	Ongoing	Bid cap	7-day click
Titer - Campaign 12	32 Leads (Phone)	66.97 Per lead (Phone)	200.00... Daily	2,723.26	61,698	22,232	Ongoing	Highest volume	7-day click
Titer - Campaign 13	30 Leads (Phone)	146.63 Per lead (Phone)	200.00... Daily	4,464.82	32,839	18,384	Ongoing	Highest volume	7-day click
Titer - Campaign 14	29 Leads (Phone)	60.85 Per lead (Phone)	200.00... Daily	1,474.74	9,504	4,868	Ongoing	Highest volume	7-day click
Titer - Campaign 15	29 Leads (Phone)	60.85 Per lead (Phone)	100.00... Daily	1,474.74	9,504	4,868	Ongoing	Highest volume	7-day click
Results from 316 campaigns				232,603.83 Total Spent	2,228,925 Total	889,580 Accounts Center accounts	7-day click		

TIKTOK ADS MANAGER

Search by name, ID, settings, metrics, or other filters					Oct 26, 2024 - Jul 30, 2025		Custom Columns Default Columns	Breakdown		
Campaign	Spend	CPC (Destination)	CPM	Impressions	Clicks (Destination)	CTR (Destination)	Conversions	Cost per conversion		
Titer - Campaign 01	6,787.49 AED	2.42 AED	13.68 AED	496,164	2,806	0.57%	321	21.14 AED		
Titer - Campaign 02	7,932.89 AED	1.14 AED	16.41 AED	483,474	6,965	1.44%	314	25.26 AED		
Titer - Campaign 03	5,079.39 AED	1.18 AED	16.70 AED	304,005	4,302	1.42%	223	22.77 AED		
Titer - Campaign 04	6,841.18 AED	1.06 AED	11.53 AED	593,100	6,684	1.09%	212	32.27 AED		
Titer - Campaign 05	4,009.18 AED	1.09 AED	12.57 AED	318,908	4,007	1.26%	134	29.92 AED		
Titer - Campaign 06	5,632.74 AED	1.27 AED	14.83 AED	443,647	4,631	1.04%	165	34.14 AED		
Total of 1264 campaigns	131,281.67 AED Total Spent	0.99 AED Avg CPC	13.66 AED Avg CPM	9,618,382 Total Impressions	132,860 Total Clicks	1.38% Avg CTR	4,984 Total Conversions	26.34 AED Cost per Action		

CAMPAIGN PERFORMANCE



ADVERTISING SPEND

AED 454,084



LEADS

6,800



COST PER RESULT

66.77 AED



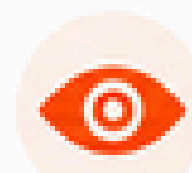
QUALIFIED LEADS

3,450



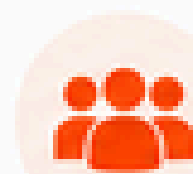
UNANSWERED LEADS

350



IMPRESSIONS

3,228,925



REACH

2,269,580



DATA-DRIVEN STRATEGY
Targeted campaigns that deliver measurable growth



HIGH PERFORMANCE
Optimized for maximum results and lower cost per lead



QUALIFIED RESULTS
High-quality leads that convert to real business opportunities



REAL BUSINESS IMPACT
Turning ad spend into closed deals and revenue



SALES PERFORMANCE

— Real Data. Real Results. Verified Performance.



CLOSED DEALS

40
Units



AVERAGE UNIT VALUE

AED
466,000



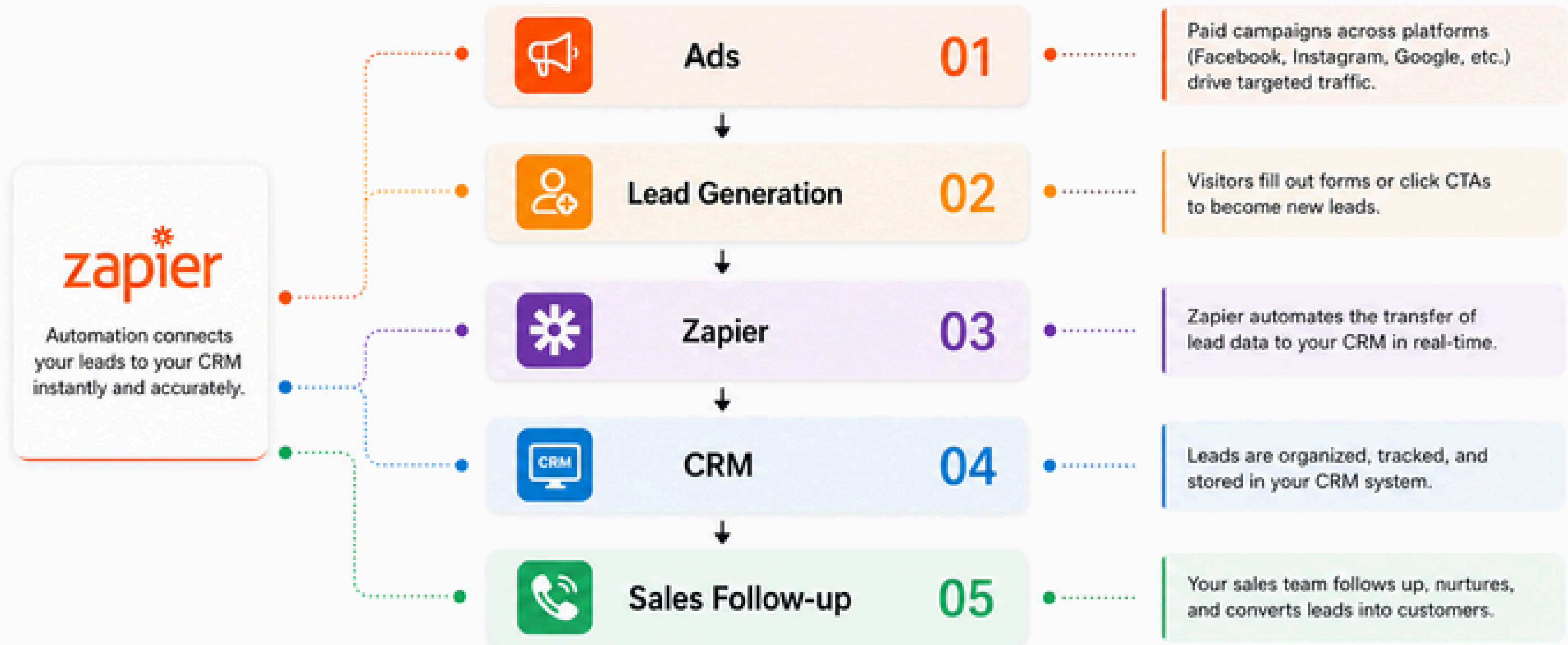
TOTAL SALES VALUE

AED
18,690,000



Lead Management & Sales Process

Zapier + CRM Integration



Automated Lead Flow
No manual data entry.



Real-time Sync
Instant lead delivery.



Accurate & Reliable
Reduce errors & data loss.



Faster Conversions
Follow up at the right time.



IMPACT & PERFORMANCE

— Real Data. Real Results. Verified Performance.

CAMPAIGN IMPACT



6,800+
Generated Leads



6,380
Qualified Leads



40
Closed Deals

BUSINESS PERFORMANCE



AED 454,084
Advertising Spend



AED 466,000
Average Unit Value



AED 18,690,000
Total Sales Value

KEY ACHIEVEMENTS



DATA-DRIVEN
PERFORMANCE
MARKETING STRATEGY



HIGH-QUALITY
LEAD
GENERATION



OPTIMIZED
COST PER
RESULT



FULL FUNNEL
OPTIMIZATION



MULTI-PLATFORM
CAMPAIGN
MANAGEMENT



MEASURABLE
BUSINESS
GROWTH



“ From Strategy to Sales, every campaign was optimized to deliver **measurable business growth** and **maximize return on advertising investment.** ”



LET'S BUILD
TOGETHER