



CASE STUDY

Presented By





Initiation Phase

To increase their presence on social media platforms, we always stay connected with their existing & prospective buyers of the services by making them aware about the new projects in Dubai.

Website Management, Website Hosting

To keep the payment plans and projects updated, to deal with bugs if any and maintain the ongoing work on the website.

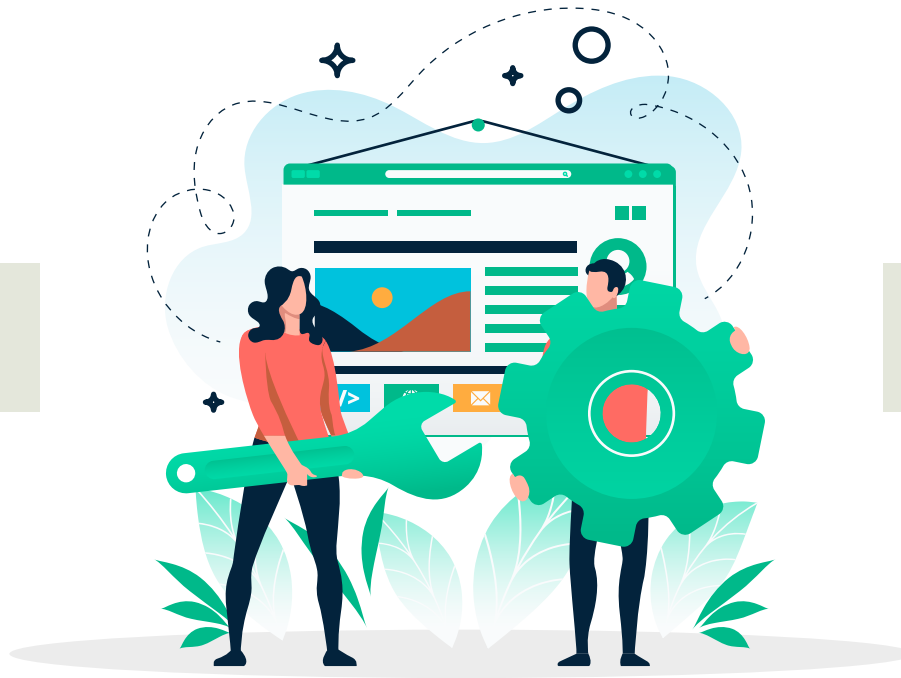


Domain Emails Management

To manage the business emails that include many online resources to help in setting your account.



Challenges



☹️ Low Impressions Rate (low visibility) on Ads.

☹️ High CPC (cost per click), CPA (cost per acquisition: this means cost per lead), leads flow was not good.



☹️ Right budget was not set for the campaigns so cost per lead was very high.

☹️ Right keywords were not targeted for google search ad and they were not working on google Display ad.

☹️ Ads were not getting approved, also the ad account was blocked

Roadmap to Availing more leads at less cost



Optimizing the Daily Budget



Creating New Ads & Targeting Niche Audience



Attractive Images Designs



Landing Page Optimization



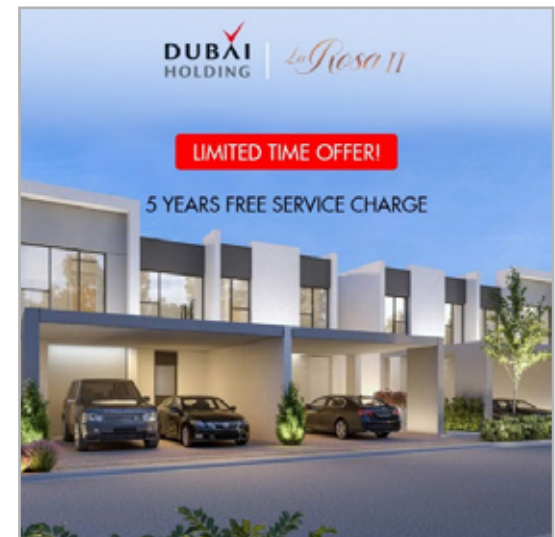
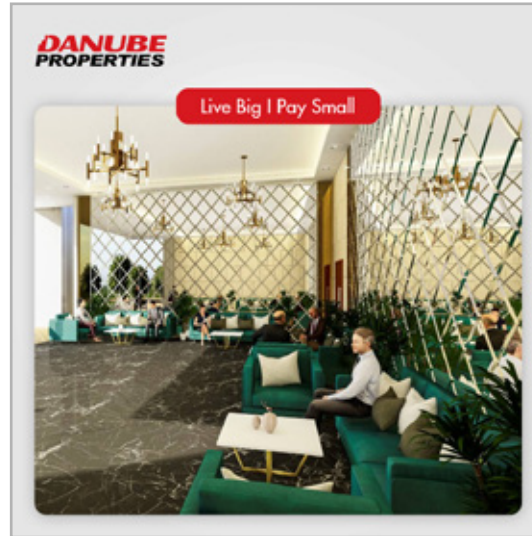
Relevant Keywords Targeting to Lessen CPC

Strategy Behind It



- ▶ We performed an initial site audit to understand the issues with the website, Google Ads & social media
- ▶ Figured out errors in websites & resolved for Wavez Residence and Larosa project.
- ▶ Extensive research on keyword phrases, identified and analyzed popular keywords for your website that are most relevant to your specific market demographics that could drive targeted traffic through Google Ads.
- ▶ Social media optimization and run the campaigns in a way that Ad would be shown to only those who are interested in buying the Apartments or Townhouses.

A Few of Our Social Media Designs



A Few of Our Social Media Designs Contd....

DUBAI HOLDING | *La Rosa II*

LIMITED TIME OFFER!

OWN YOUR TOWNHOUSE
FROM ONLY AED 1,278,000!

DUBAI HOLDING | *Cavie*

**BREATHTAKING
VIEWS WITH BEACH ACCESS...**

DUBAI HOLDING | *La Rosa II*

ATTRACTIVE 6 YEARS PAYMENT PLAN TO
OWN YOUR TOWNHOUSE!

40%	10%	50%
IN 3 YEARS	ON HANDOVER FEB 2022	AFTER HANDOVER FOR 3 YEARS

DUBAI HOLDING | *Cavie*

LUXURIOUS 1 - 4 BEDROOM APARTMENTS
AND PENTHOUSES IN THE HEART OF JBR

STARTING FROM AED 1.34M

DUBAI HOLDING | *Cavie*

PAY IN 4 YEARS AND OWN YOUR APARTMENT BY THE
JUMEIRAH BEACH RESIDENCE!

5%	35%	60%	March 2023
On Booking	During Construction	On Handover	*Estimated Handover

DUBAI HOLDING | *Cavie*

**LUXURIOUS INFINITY POOL
AND AMENITIES**

Results

The DriveIT Difference...



Google Search ad: worked on more than 100 keywords and getting 5 -6 leads per day in just AED 100.

Best Recorded *CPC: AED 2.41 (even though competitors spending 15.00 regularly).

Best Recorded *CPA: AED 20 (even though competitors spending 70 - 90 regularly).

Improved *CTR up to 82%

*CPC: Cost Per Click *CPA: Cost Per Acquisition (Per Lead) CTR: Click Through Rate

	Enabled	Status: Eligible	Type: Standard	More details										
Overview	Enabled	Status: Eligible	Type: Standard	More details										
Recommendations	+ Filter	Keyword status: All enabled	ADD FILTER											
Ads & extensions														
Landing pages														
Keywords														
Audiences														
Demographics														
Placements														
Settings														
Devices														
Change history														

Social Media

Got 157,323 impressions on the Ads and 77 leads.

Maximized the Leads at the best cost possible.. as low as AED 30 (while we started at AED 90)

<input type="checkbox"/>	Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	
<input type="checkbox"/>	<input checked="" type="checkbox"/> La vie 05/11/19 <small>View Charts Edit Duplicate</small>	● Active Some text in image	Using ad se...	1 Lead (Form)	6,286	7,670	370.17 AED Per Lead (Fo...	370.17 AED	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Larosa 01/11/19	● Active	Using ad se...	6 Leads (Form)	9,933	12,670	90.46 AED Per Lead (Fo...	542.76 AED	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Wavez Residence 27/10/19	● Not delivering	Using ad se...	50 Leads (Form)	52,349	72,353	28.49 AED Per Lead (Fo...	1,424.46 AED	
<input type="checkbox"/>	<input type="checkbox"/> Larosa 27/10/19	● Inactive	Using ad se...	8 Leads (Form)	15,112	18,254	91.56 AED Per Lead (Fo...	732.48 AED	
<input type="checkbox"/>	<input type="checkbox"/> Wavez Residence Website Traffic	● Inactive	Using ad se...	295 Link Clicks	15,452	23,754	0.55 AED Per link click	163.63 AED	
<input type="checkbox"/>	<input type="checkbox"/> Wavez Residence Lead Generation	● Inactive	Using ad se...	6 Leads (Form)	12,522	14,052	35.36 AED Per Lead (Fo...	212.13 AED	
> Results from 7 campaigns					—	98,702 People	157,353 Total	—	3,445.63 AED Total Spent

THANK
YOU

If you have any questions or would like us to create a success story for your company, feel free to contact us at:



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