



CASE STUDY

Marketing

Company Name: Hai Alzeitoon
Industry: High end UAE Real Estate Business.
Duration: 30 Days Launch Window (Active & Ongoing)
Services Delivered: Google Ads Search, Technical CRO & Direct-Owner Funnel.

01. The Situation

Where They Started

The client represents an exclusive, direct-from-owner **AED 6.7M** luxury waterfront villa in Ajmal Makan City, Sharjah. High-net-worth real estate buyers demand absolute trust and immediate VIP communication. However, at project takeover, the campaign was suffering from **severe technical breakdown**, bleeding ad spend, and completely buried beneath multi-billion-dirham portals like Bayut and Property Finder.

Measure	Before (At Project Takeover)
Google Ads Quality Score	QS = 1 / 10 (Critical Account Failure across keywords)
Landing Page Experience	Below Average (Google Crawler Blocked from semantic context)
Hostinger DNS & Tracking Status	Intermittent DNS Downtime / Broken GTM Form Events
Compliance Risk Status	Flagged for 'Destination Not Working' Policy Suspension
Qualified In-Person Villa Visits	0 (Not Tracked)

02. The Problem

What Was Actually Broken

Root Cause 1 (The Quality Score Collapse):

The single-page layout lacked structured semantic hierarchy. Google's crawler rated it non-relevant ('QS=1'), driving up CPCs and triggering policy warnings under 'Destination not working'.

Root Cause 2 (DNS Downtime & Static Form Friction):

Hostinger DNS dropouts caused ad clicks to hit white screens. Furthermore, demanding that ultra-wealthy AED 6.7M buyers fill out long web forms resulted in immediate bounce—serious buyers refuse to wait 24 hours for a sales rep email.

Root Cause 3 (Budget Bleed on Low-Intent Video):

A premature Demand Gen video campaign burned AED 826.76 on 1,040 casual clicks with zero qualified buyers, while broad-match keywords leaked budget on cheap rental searches.

03. What We Did

The 3 - Phase Surgical Turnaround

Phase 1: Surgical HTML Anchor Injections & Infrastructure Recovery:

Without redesigning the live site, we injected targeted HTML anchor IDs ('#price', '#specs', '#faq') into the page code. This aligned directly with Google's semantic crawler entities, immediately restoring Landing Page Experience and Quality Score. We stabilized Hostinger DNS records and rebuilt clean GTM event tracking.

Phase 2: The 'Direct-from-Owner' VIP WhatsApp Funnel:

We eliminated leaky web forms and deployed a pre-filled Click-to-WhatsApp asset: 'Hi, I saw your Google Ad... I am interested in buying directly from the owner.' This established instant high-trust rapport and pre-qualified buyers before agents spent a single minute.

Phase 3: Algorithmic Discipline & Budget Shielding:

We paused the bleeding Demand Gen campaign, eliminated loose broad match keywords, and concentrated 100% of capital into high-intent English and Arabic search campaigns. We strictly delayed split-testing until Day 21 to give smart bidding an uncorrupted statistical baseline.

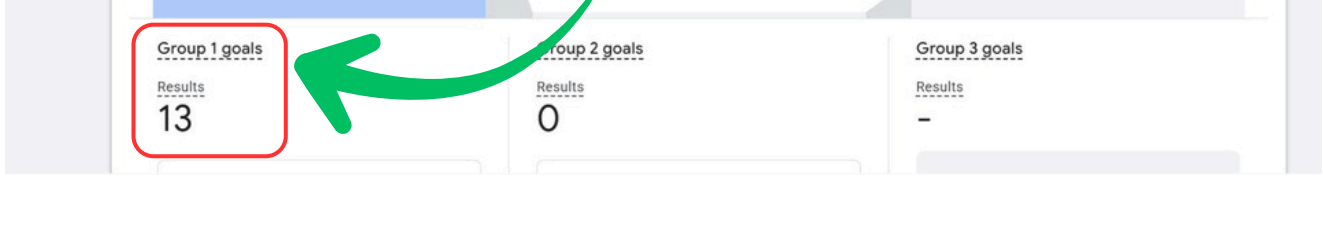
04. The Results

Marketing Measurement Standard

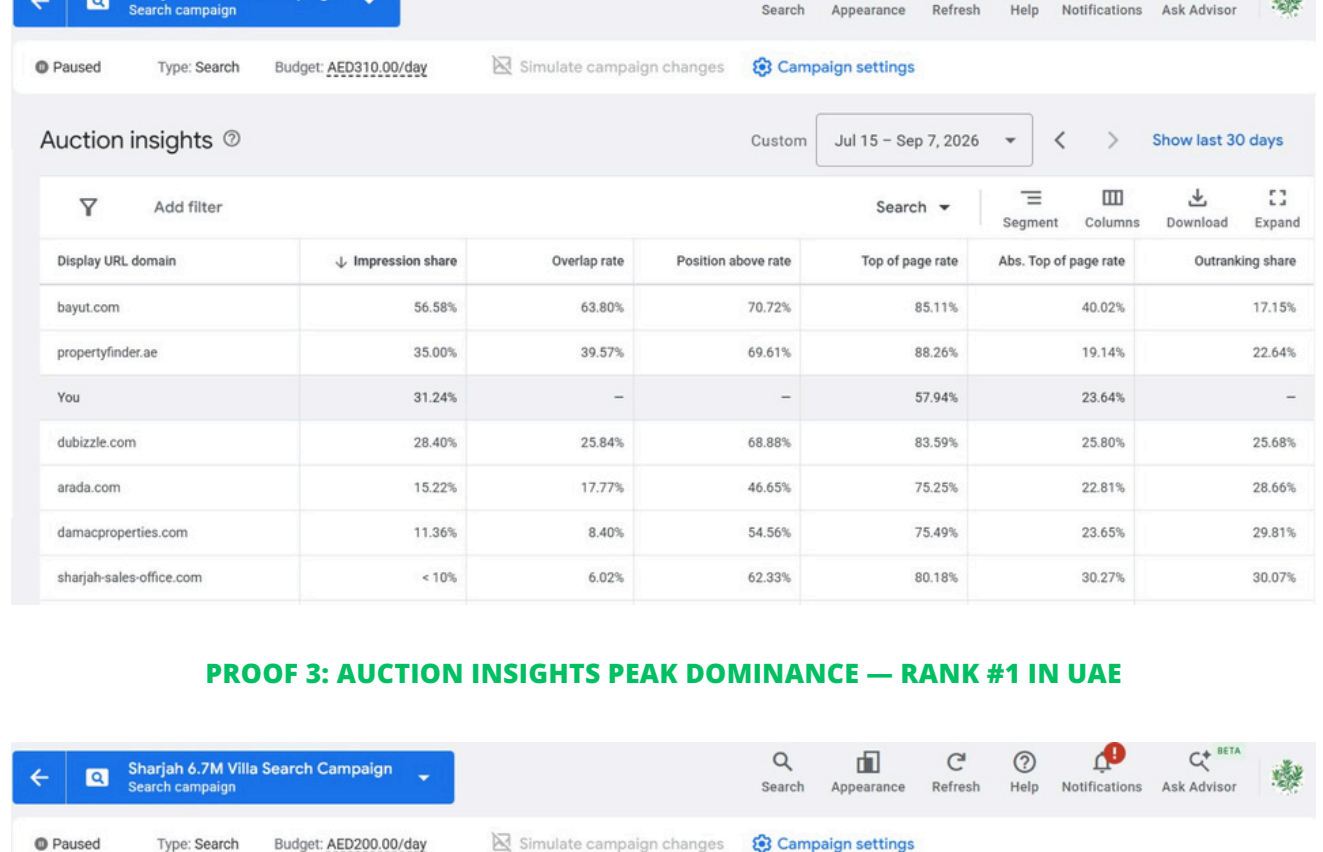
Measure	Before (Abbasi & Sons)	After (Abbasi & Sons)	Change / Delta
UAE Market Auction Rank	Unranked / Disrupted	RANK #1 IN THE UAE	Outranked Portals
Google Ads Impression Share	31.24% (Initial)	92.45% Impression Share	+195.9% Dominance
Absolute Top of Page Rate	23.64%	81.63% Abs. Top Rate	+245.3% Top Position
Bayut & Property Finder Outrank	0% (Outranked by them)	84.9% (Bayut) / 90.6% (PF)	Complete Outranking
High-Intent In-Person Villa Visits	0 (Not Tracked)	13 Verified Buyer Visits	13 Qualified Leads
Cost Per In-Person Villa Visit (CPL)	Not Tracked	AED 329.06 / Visit	Low Acquisition Cost
Active Buyer Purchasing Pipeline	AED 0	AED 87,100,000 Pipeline	13 x AED 6.7M Asset

VERIFIED VISUAL PROOF & CAMPAIGN DASHBOARDS

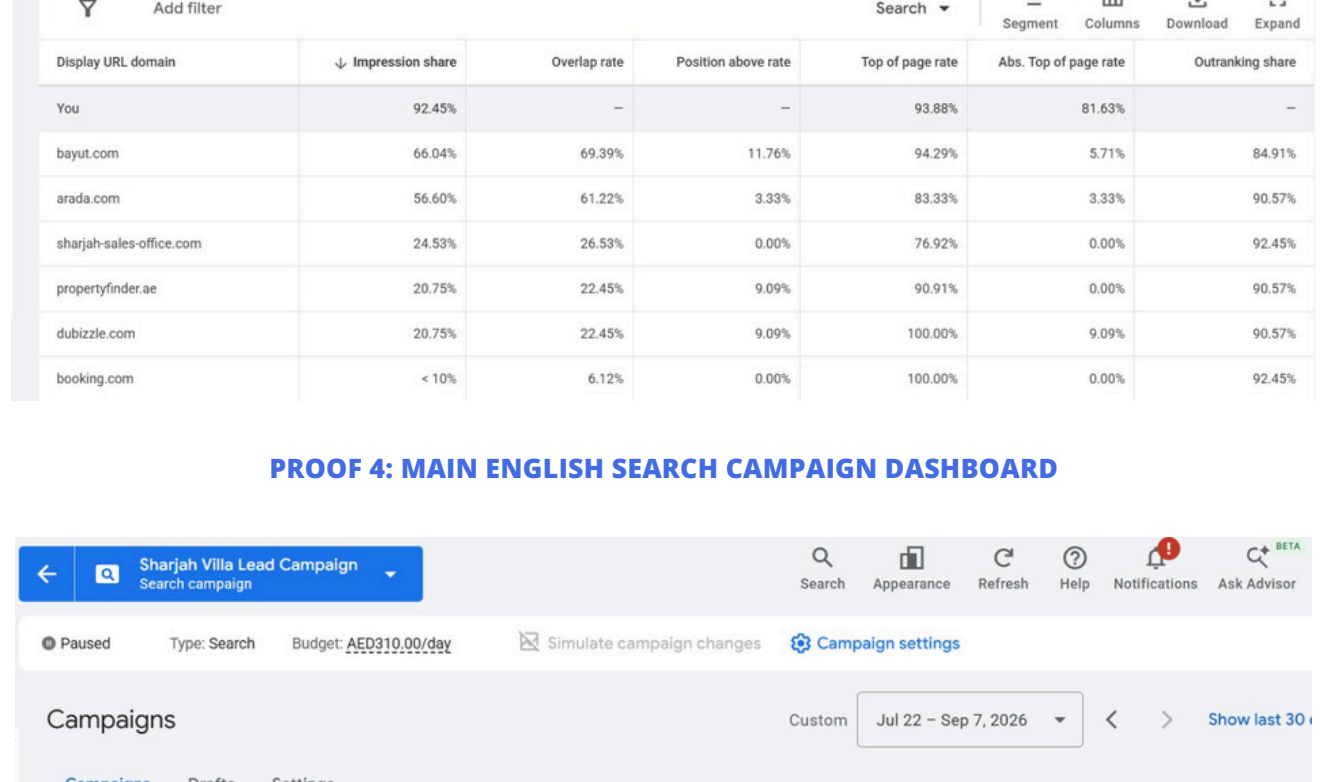
PROOF 1: GOOGLE ADS CONVERSIONS — 13 IN-PERSON LUXURY VILLA BUYER VISITS



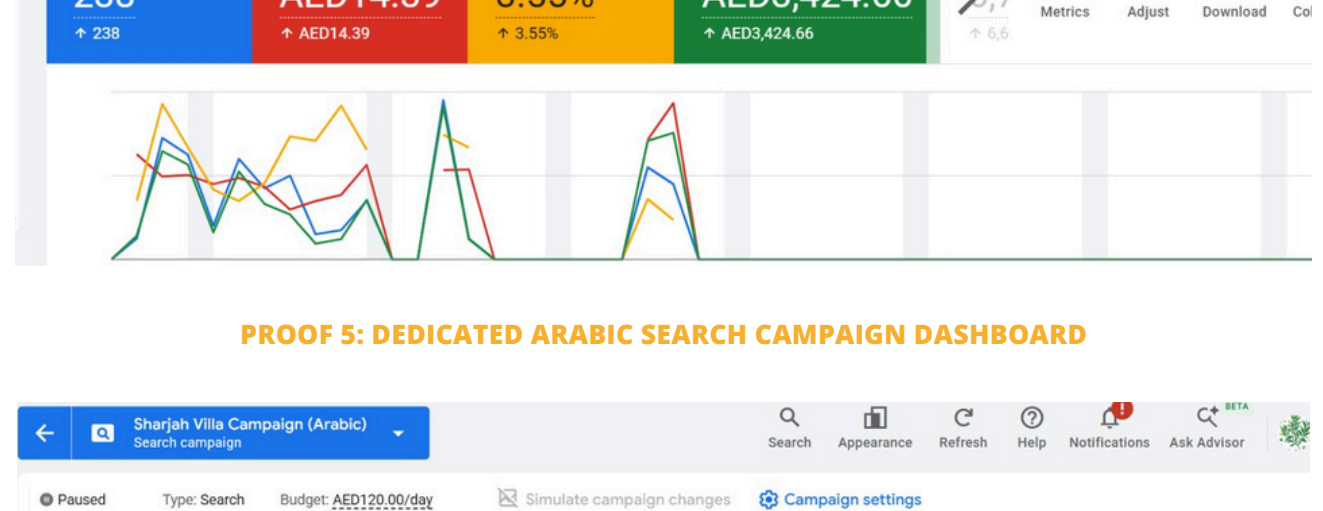
PROOF 2: AUCTION INSIGHTS AT LAUNCH — RANK #3 IN UAE



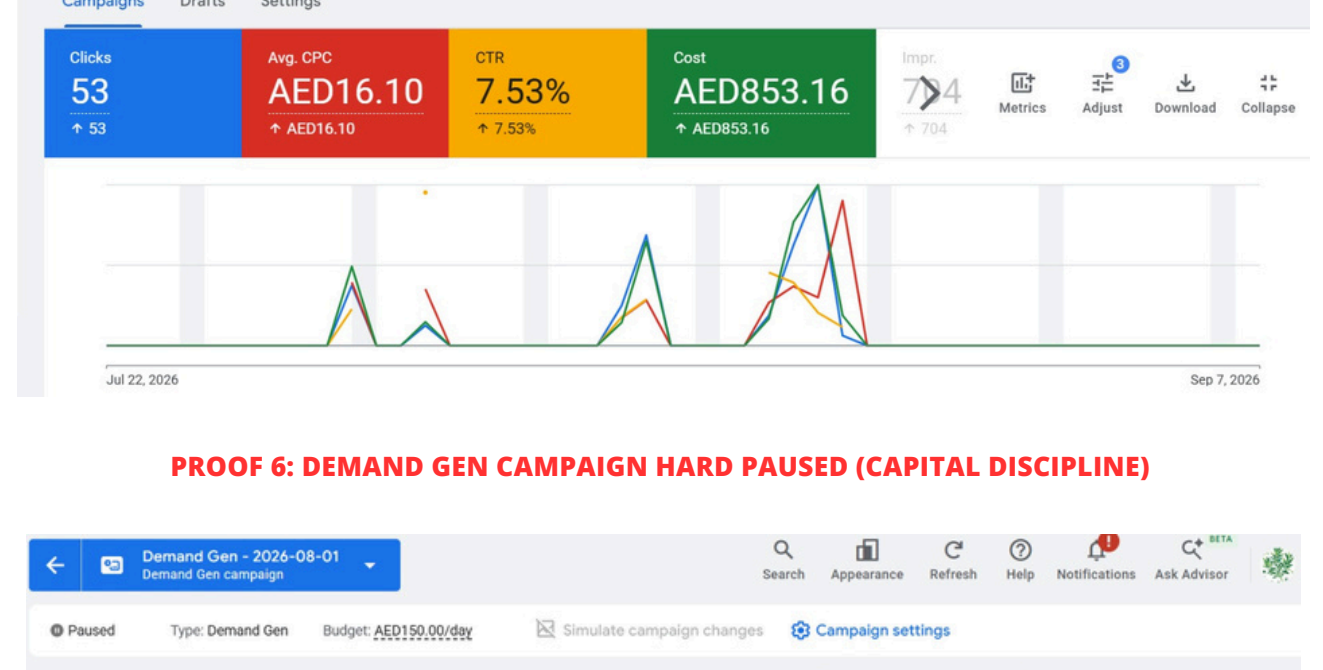
PROOF 3: AUCTION INSIGHTS PEAK DOMINANCE — RANK #1 IN UAE



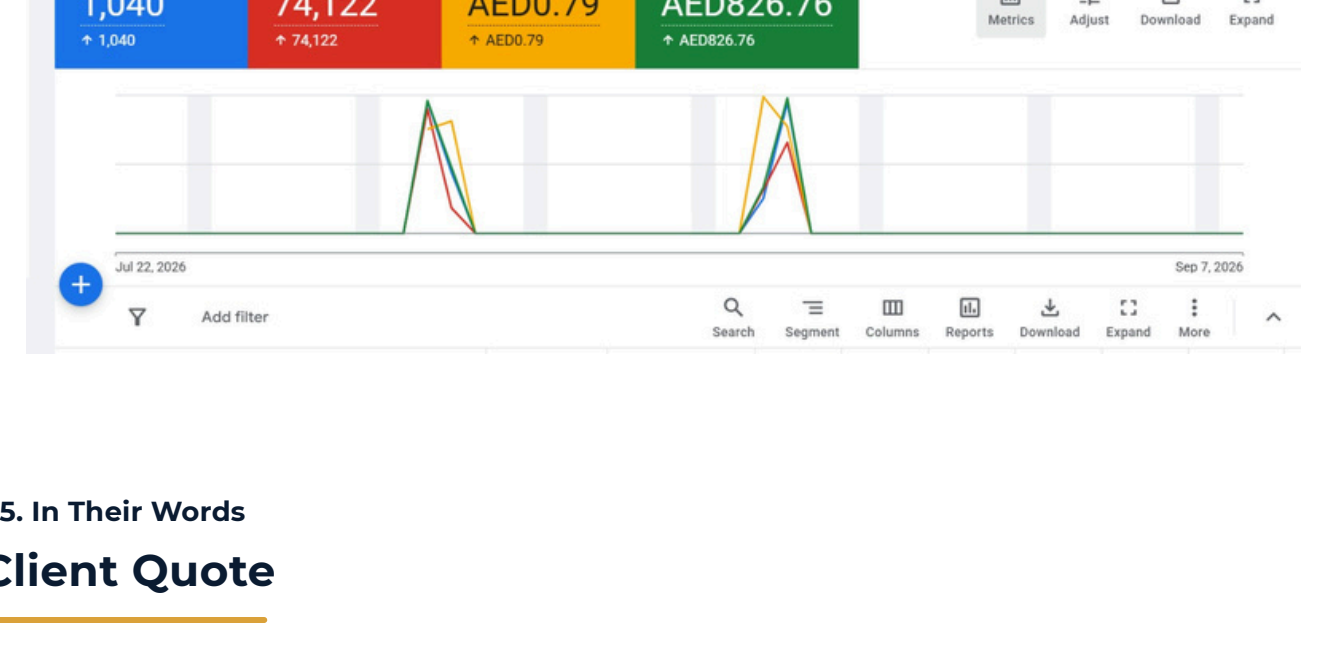
PROOF 4: MAIN ENGLISH SEARCH CAMPAIGN DASHBOARD



PROOF 5: DEDICATED ARABIC SEARCH CAMPAIGN DASHBOARD



PROOF 6: DEMAND GEN CAMPAIGN HARD PAUSED (CAPITAL DISCIPLINE)



05. In Their Words

Client Quote

"Our previous agency was burning budget on clicks that went nowhere and almost got our ad account suspended. Abbasi & Sons completely restructured our technical setup within 48 hours. Not only did **we outrank Bayut and Property Finder to #1 in the UAE**, but they delivered **13 serious buyers who physically toured the villa** with real purchasing intent. Their understanding of high-ticket real estate marketing is unmatched."

Representative of Property Owner
Luxury Asset Management
Ajmal Makan City, Sharjah

06. What we would do differently

Honest notes:

"We tested a Demand Gen campaign early on that spent **AED 826.76 for 1,040 clicks**. Ultra-high-net-worth buyers for **AED 6.7M villas** do not convert from casual YouTube browsing; they convert from high-intent Google Search and instant WhatsApp access. Pausing Demand Gen preserved our capital and allowed us to capture **92.45% search dominance**. Future luxury asset campaigns will run Search exclusively from Day 1."

Representative of Property Owner
Luxury Asset Management
Ajmal Makan City, Sharjah