

# Dubai Real Estate Investor Campaign

142 BANT-Qualified Investor  
Leads from Nigeria at  
**AED 4.17 CPL**

## Performance overview

Day ▾

Activity history: All ▾

 Customise

Leads (Form) ⓘ

**142**

Per lead (form) ⓘ

**AED 4.17** CPL

Amount spent ⓘ

**AED 591.58**

Leads (Form)



Leads (Form)



Historical edits



# From Offline Struggles to Qualified Investor Appointments

## Dubai Real Estate Company BANT Qualified Investors from Nigeria

The client needed serious, high-intent investors — not random real estate leads. We built a targeted acquisition system that delivered **BANT-qualified investor appointments**, ready for their sales team in the CRM.

### Campaign Results

Day ▾

Activity history: All ▾

Customise

Leads (Form) ⓘ

142

Per lead (form) ⓘ

AED 4.17

Amount spent ⓘ

AED 591.58

Leads (Form)



Leads (Form) Historical edits

### BANT – Qualified Investor Criteria

Every lead was screened against BANT to ensure quality and buying intent.



#### Budget

Can afford the project / down payment (e.g. 10%)



#### Authority

Decision-maker or serious investor (not just browsing)



#### Need / Nature

Genuine interest in Dubai property investment (home, ROI or residency)



#### Timeline

Ready or reasonably near-term buying intent

**NIGERIAN INVESTORS ARE MOVING TO DUBAI PROPERTY.**

**YOUR FAMILY'S DUBAI HOME IN JUST 10% DOWNPAYMENT.**

- PREMIUM ROI
- ICON EBO
- DUBAI PROPERTY LAW
- HIGH RENTAL POTENTIAL
- TAX-FREE PROCEEDS
- DEDICATED INVESTOR SUPPORT

**BOOK YOUR 1-ON-1 INVESTOR CONSULTATION**  
Personalised Guidance. Greater Investments. Lasting Legacies.

**247 NIGERIAN INVESTORS MOVED THEIR WEALTH TO DUBAI THIS YEAR.**

**YOUR DUBAI HOME WITH JUST 10% DOWNPAYMENT**  
• 10-YEAR UAE RESIDENCY

- HIGH ROI
- PRIME PROPERTIES
- PREMIUM LOCATIONS
- STRONG RENTAL DEMAND
- TAX-FREE GROWTH
- END-TO-END SUPPORT

**10% DOWNPAYMENT** + **TENANT IN 30 DAYS**  
FLEXIBLE PAYMENT PLAN ON-HANDL PROCESS

**BOOK YOUR 1-ON-1 INVESTOR CONSULTATION**



**BANT-Qualified Leads  
Delivered CRM-Ready**

- ✓ High-intent Nigerian investors
- ✓ Pre-qualified using BANT criteria
- ✓ Ready for immediate follow-up by sales team

# From Nigeria to Dubai Property

A strategic lead generation campaign that connected qualified Nigerian investors to a Dubai real estate project.



### Challenge

Reach and attract high-intent Nigerian investors for a Dubai real estate project in a competitive market.



### Approach

We went beyond running random leads. We engineered the offer, built premium assets and ad angles, used future-facing messaging, reverse engineering and risk reversal to attract serious investors from Nigeria.



### What We Built

- ✓ Compelling offer with clear investor benefits
- ✓ High-converting ad creatives and angles (images & messaging)
- ✓ Future-focused positioning
- ✓ Reverse engineering of audience motivations
- ✓ Risk reversal to reduce hesitation
- ✓ Targeted Nigerian investors with precision

## Ad Creative Examples

NIGERIAN INVESTORS ARE MOVING TO DUBAI PROPERTY.

YOUR FAMILY'S DUBAI HOME IN JUST 10% DOWNPAYMENT.

- PREMIUM LOCATION
- HIGH ROI
- ZERO PROPERTY TAX
- IDENTICAL RESIDENCE OPPORTUNITIES
- LIVE RESIDENCY OPTIONS
- GUIDANCE FROM EXPERTS

BOOK YOUR 1-ON-1 INVESTOR CONSULTATION

Personalised Guidance. Smarter Investments. Lasting Legacies.

247 NIGERIAN INVESTORS MOVED THEIR WEALTH TO DUBAI THIS YEAR.

YOUR DUBAI HOME WITH JUST 10% DOWNPAYMENT

10-YEAR UAE RESIDENCY

- TAX-FREE ROI
- HIGH ROI
- ZERO PROPERTY TAX
- PREMIUM LOCATIONS & AMENITIES
- PROVEN TRACK RECORD
- FAMILY & LIFESTYLE BENEFITS
- EXPERT INVESTOR SUPPORT

10% DOWNPAYMENT FLEXIBLE PAYMENT PLAN

TENANT IN 30 DAYS ON YOUR FREE INVESTOR GUIDE

BOOK YOUR 1-ON-1 INVESTOR CONSULTATION

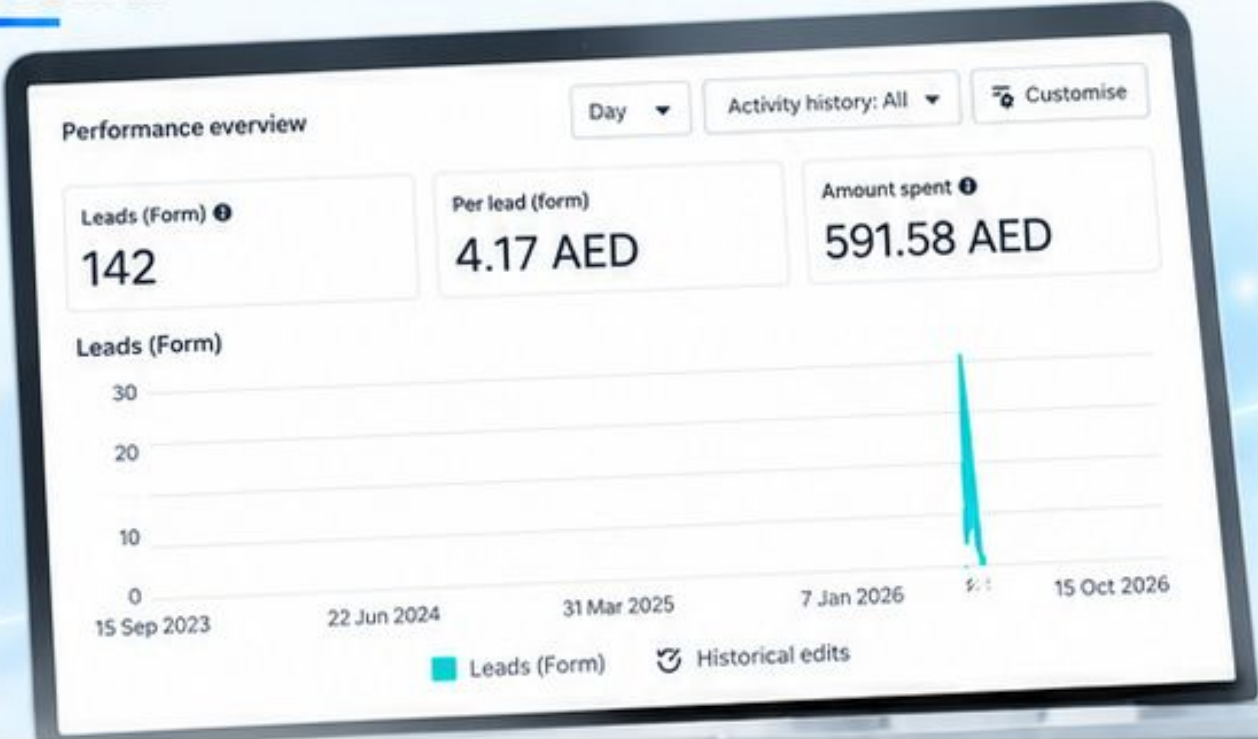
EXCLUSIVE PROPOSALS. EXPERT GUIDANCE. SECURE TOMORROW.



### Why It Worked

- ✓ Highly relevant, aspirational creatives that spoke to Nigerian investors.
- ✓ Clear value proposition with future-focused messaging (e.g. lifestyle, wealth growth, UAE residency).
- ✓ Risk reversal to build trust and reduce hesitation.
- ✓ End-to-end strategy — offer, creatives, angles, targeting and optimisation aligned.
- ✓ Focused on lead quality over volume — in real estate, qualified investors matter more than quantity.

## Results



142

Qualified Investor Leads



4.17 AED

Cost Per Lead



591.58 AED

Total Ad Spend



CASE STUDY — REAL ESTATE • DUBAI

BANT Qualified

Investors from Nigeria

for a Dubai Real Estate Company

We generated 142 BANT-qualified investor leads from Nigeria through a strategic offer, premium creatives and a results-driven ad system — with qualified leads delivered directly into the client’s CRM.

142

BANT-Qualified Investor Leads

4.17

Cost Per Lead (AED)

591.58

Total Ad Spend (AED)

BANT-Qualified Investors

Serious, high-intent buyers from Nigeria

Useful Qualification Data

Budget, timeline, investment goals and more

Delivered into CRM

All qualified leads sent to client's CRM

Meta Ads Performance

Day

Leads (Form)

142

Per lead (form)

4.17|د.ا

Amount spent

591.58|د.ا

Leads (Form)

15 Sep 2023

22 Jun 2024

31 Mar 2025

7 Jan 2026

15 Oct 2026

Leads (Form)

Historical edits

NIGERIAN INVESTORS ARE MOVING TO DUBAI PROPERTY.

YOUR FAMILY'S DUBAI HOME IN JUST 10% DOWNPAYMENT.

PREMIUM HOMES

HIGH ROI

ZERO PROPERTY TAX

PRIME LOCATIONS

FLEXIBLE PAYMENT PLANS

BOOK YOUR 1-ON-1 INVESTOR CONSULTATION

247 NIGERIAN INVESTORS MOVED THEIR WEALTH TO DUBAI THIS YEAR.

YOUR DUBAI HOME WITH JUST 10% DOWNPAYMENT

10-YEAR UAE RESIDENCY

TAX-FREE INCOME

HIGH ROI

PREMIUM LOCATIONS

WORLD-CLASS AMENITIES

10% DOWNPAYMENT

TENANT IN 30 DAYS

BOOK YOUR 1-ON-1 INVESTOR CONSULTATION

READY TO GET SIMILAR RESULTS?

Let's Grow Your Real Estate Business with Madvert Labs

We help real estate companies generate high-quality, BANT-qualified investor leads through data-driven Meta Ads.

BOOK DISCOVERY CALL NOW →