



CASE STUDY 01

100 Home Improvement Leads in UAE at \$3.10 CPL

How a sharper offer, trust-driven messaging and precise Meta targeting turned paid social into a consistent pipeline of homeowner inquiries.



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~100
Qualified Leads



\$3.10
Cost Per Lead



UAE
Target Market



Meta Ads
Acquisition Channel

PROJECT SUMMARY

A UAE home-improvement company needed a more predictable way to reach homeowners actively considering renovation, maintenance and property upgrades. Madvert Labs developed the offer, communication angles and paid acquisition system around high-intent homeowner demand. The result was approximately 100 qualified leads at an exceptional \$3.10 CPL while creating a repeatable acquisition foundation the business could continue scaling.

OUR GROWTH SYSTEM IN ACTION



Offer Strategy



Lead Generation



Meta Advertising



Audience Strategy

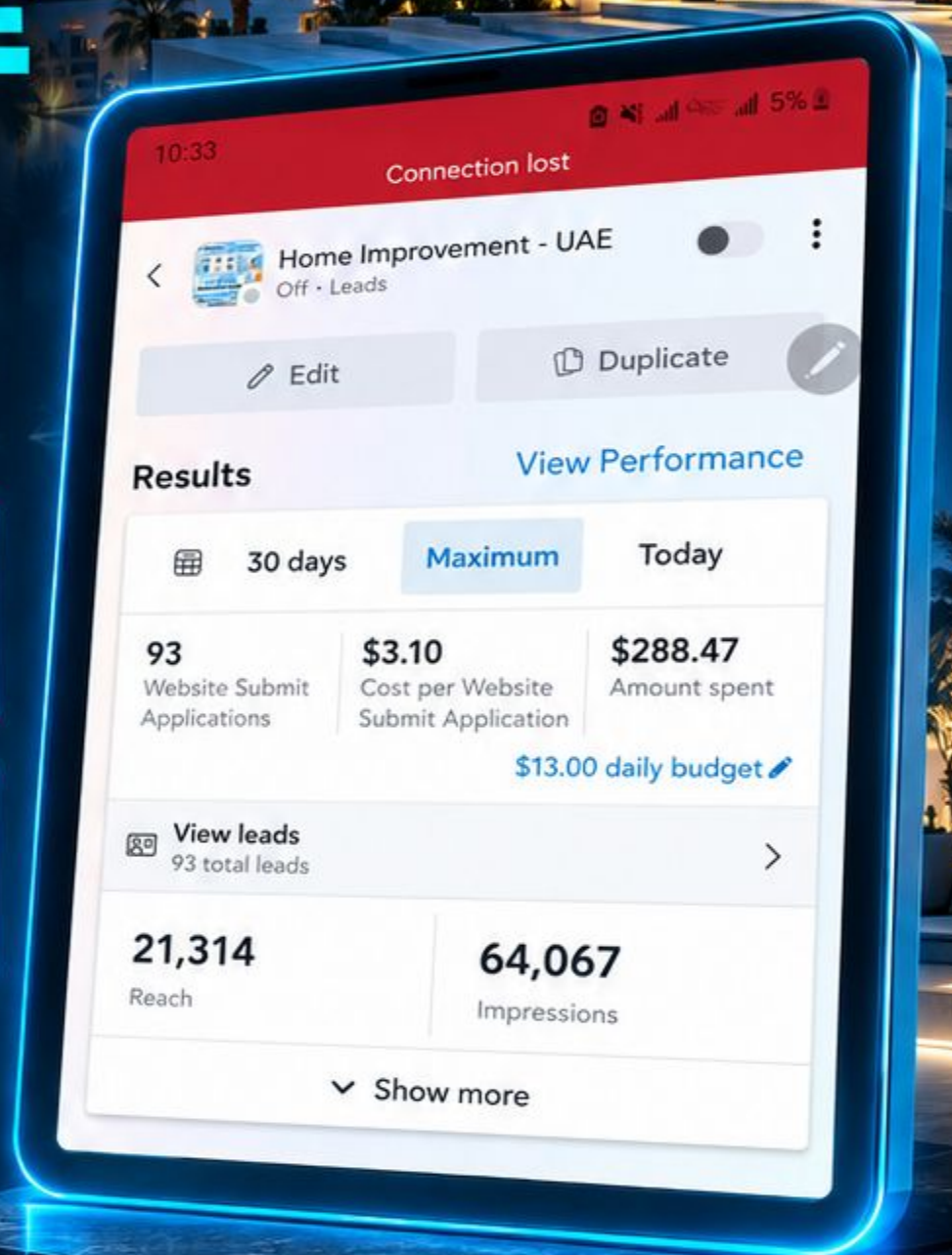


Campaign Optimization

BOOK DISCOVERY CALL NOW



SCALABLE MARKETING SYSTEMS
FOR AMBITIOUS BUSINESSES



The Challenge A Better Acquisition System

Home improvement is competitive. Generic advertising gets expensive fast.

The Challenge

- ✓ Reach relevant homeowners in the UAE
- ✓ Communicate value immediately
- ✓ Establish credibility and trust
- ✓ Generate inquiries with genuine service intent

The company needed more than clicks. It needed relevant conversations with homeowners considering renovation, maintenance and upgrade services.

The Madvert Diagnosis

01



A Stronger Offer

A sharper, more compelling offer that speaks directly to homeowner needs.

02



Trust-Driven Communication

Messaging and creatives that build instant credibility and confidence.

03



Precise Meta Targeting

Data-driven targeting to reach the right homeowners in the UAE at the right time.

The Acquisition System



Strategy

Defined the offer, audience and growth objectives.



Creative

High-converting ad creatives and messaging angles.



Meta Ads

Launched and optimized campaigns on Meta (Facebook & Instagram).



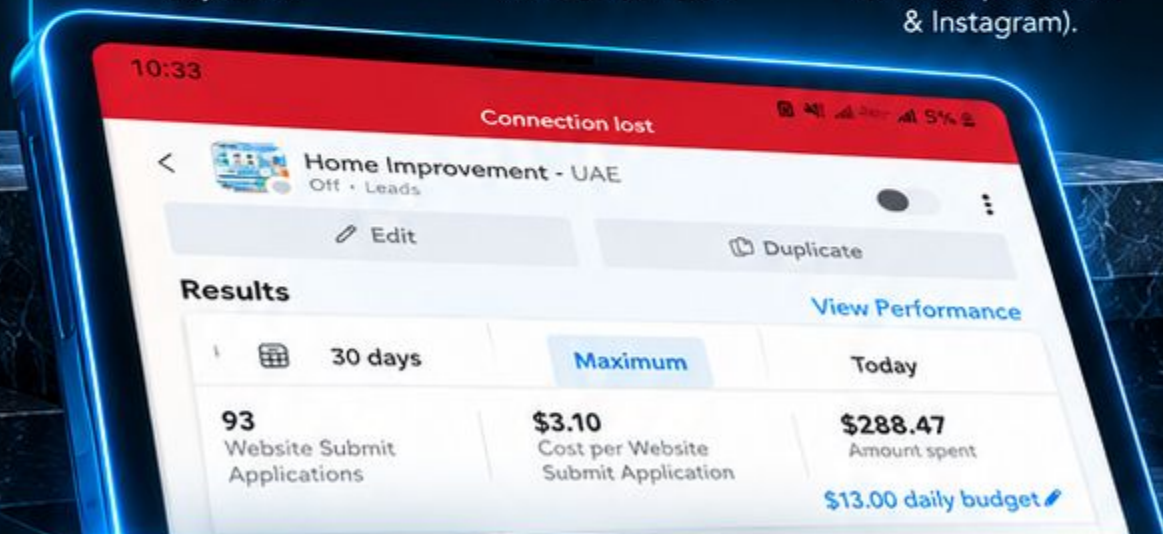
Homeowner Inquiries

Generated qualified leads at an exceptional \$3.10 CPL.



Sales Pipeline

A consistent flow of genuine homeowner inquiries for the business to follow up.



The goal wasn't more traffic. It was more conversations with homeowners who actually needed the service.

What Was Built



Offer Positioning

A clear, compelling value proposition.



Communication Angles

Benefit-driven messaging for UAE homeowners.



Audience Strategy

Precise targeting based on location, interests and homeowner intent.



Campaign Optimization

Continuous testing and performance improvement to reduce CPL.



Lead Flow System

A consistent pipeline of qualified homeowner inquiries.

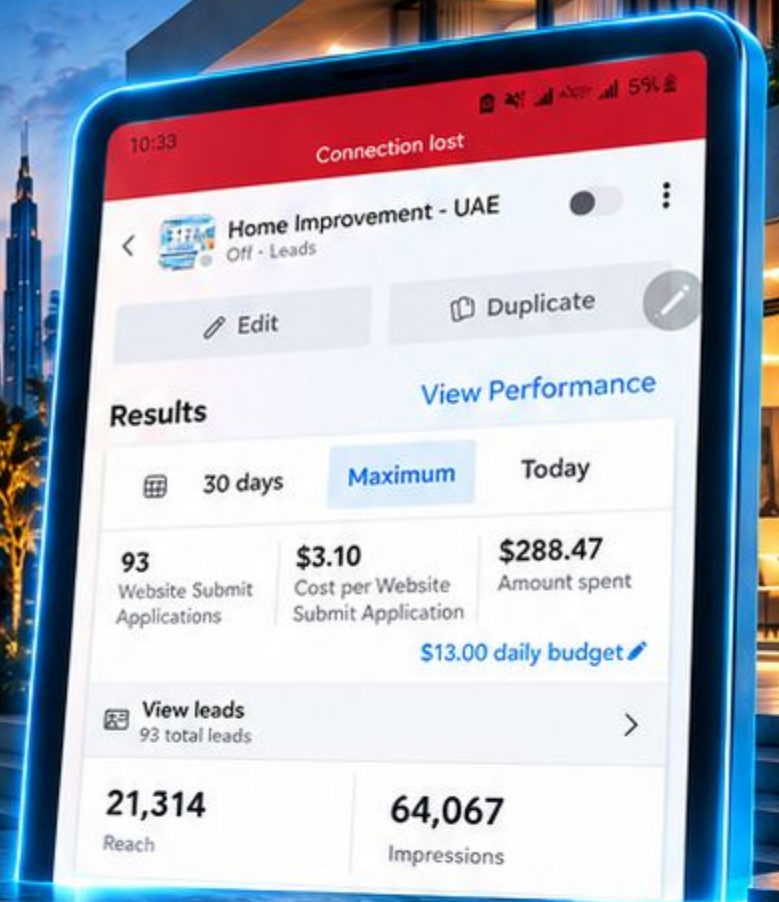
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SCALABLE MARKETING SYSTEMS
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The Result

A scalable acquisition foundation for a UAE home improvement company.



~100
Qualified Leads



\$3.10
Cost Per Lead



**Consistent
High-Intent
Inquiries**



**Scalable
Acquisition
Foundation**

WHY IT WORKED



**The Offer Matched
the Buyer**

A clear, relevant offer resonated with homeowners actively looking for solutions.



**Trust Came
Before the Click**

Messaging and creative built credibility, reducing friction and increasing qualified inquiries.



**Targeting Stayed
Intentional**

We focused on the right audience in the UAE, reaching homeowners with high purchase intent.



**The System Was
Built for Pipeline**

A structured funnel, follow-up process and consistent optimization created a repeatable acquisition foundation.



Cheap leads aren't the strategy.
A well-built acquisition system is.

REAL STRATEGY
REAL LEADS
REAL GROWTH

OUR EXPERTISE



**Paid
Acquisition**



**Offers &
Conversion**



**Creative &
Studios**



**Search &
Organic Growth**



**Revenue
Systems**

Madvert Labs builds growth systems beyond advertising. We align offer, message, traffic, CRM, automation and optimization into a complete, scalable acquisition engine — designed to generate consistent, high-quality leads and real business growth.

**Beyond Advertising.
We Build Growth Systems.**

BOOK DISCOVERY CALL NOW

