



Digital UK

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AZGARD

REAL ESTATE

Azgard Real Estate, PPC Case Study



Case Study: Azgard Real Estate, PPC Case Study

Client: Azgard Real Estate

Industry: Real Estate Development

Location: Dubai, UAE

Agency: The Digital UK

Campaign Duration: 6 Months

Objective: Improve lead generation, reduce cost per lead (CPL), and increase return on investment (ROI) through optimized Google Ads campaigns

Background:

Azgard Real Estate is a well-known developer in the UAE focusing on residential and commercial properties. Despite their strong market presence, their Google Ads campaigns were underperforming, resulting in high costs per lead and low conversion rates. Their previous campaigns were broad and untargeted, leading to inefficient spending and poor-quality leads.

Initial Audit & Challenge:

- ❑ High CPL averaging AED 165, much higher than industry benchmarks.
- ❑ Low conversion rate at 2.1%, limiting the volume of quality leads.
- ❑ Use of broad match keywords like “Dubai real estate” attracting generic and low-intent traffic.
- ❑ No geo-targeting or time-based bid adjustments, causing wasted budget in low-performing locations and times.
- ❑ Flat bidding strategy with no device-specific targeting despite mobile outperforming desktop.

Strategy & Implementation:

- ❑ Shifted focus to phrase and exact match keywords such as “affordable homes in Dubai,” “buy apartment in Business Bay,” and “properties in Jumeirah,” which had a higher conversion rate (~6.0%).
- ❑ Conducted location analysis and increased bids by 22% in high-performing areas like Dubai Marina and Business Bay, while decreasing bids by 18% in underperforming areas like Deira.
- ❑ Implemented dayparting by increasing bids by 28% during weekdays from 10 AM to 4 PM and reducing bids by 12% on weekends.
- ❑ Optimized device targeting by raising mobile bids by 18%, leveraging higher mobile conversion rates.
- ❑ Enhanced ad copy and landing pages to align with optimized keywords and improve lead capture, reducing bounce rates.

Result After 6 Months:

Metric	Before Gulf Digital	After Gulf Digital	Improvement
Cost Per Lead (CPL)	AED 165	AED 66	60% reduction
Conversion Rate	2.1%	6.3%	3x increase
Click-Through Rate	2.5%	4.9%	96% improvement
Lead Volume	200 leads/month	580 leads/month	190% increase
Ad Spend	AED 50,000/month	AED 68,000/month	36% increase



Key Achievement:

- Reduced CPL by 60%, significantly improving cost efficiency.
- Tripled conversion rate, generating more qualified leads.
- Increased lead volume by 190% through targeted campaign optimizations.
- Maximized ROI by focusing on high-performing locations, times, and devices.
- Improved ad copy and landing page experience increased user engagement and conversions.

Conclusion:

The Digital UK data-driven audit and strategic optimizations transformed Azgard Real Estate's PPC efforts. By focusing on high-converting keywords, smart geo-targeting, time-based bid adjustments, and device-specific bidding, Azgard saw a substantial increase in lead generation and campaign efficiency. This resulted in a stronger ROI, turning their Google Ads campaigns into a reliable growth channel.