

OMNIYAT[®]
EXCLUSIVELY BY LIV

OMNIYAT

CASE STUDY

Lead Generation Campaigns





ABOUT THE CLIENT

Creating distinct livable art in Dubai', is Omniyat's mantra.

They are real estate developers that build high-class luxury living residences for the residents of Dubai.

They specialize in ultra-modern futuristic homes, offices and hotels that are the epitome of luxurious high-class living.

OBJECTIVES OF THE CAMPAIGN

The main objective was to generate leads from ***UAE, Saudi Arabia, Kuwait*** and ***UK*** for their real estate projects in ***UAE***.





CHALLENGES FACED BY OMNIYAT

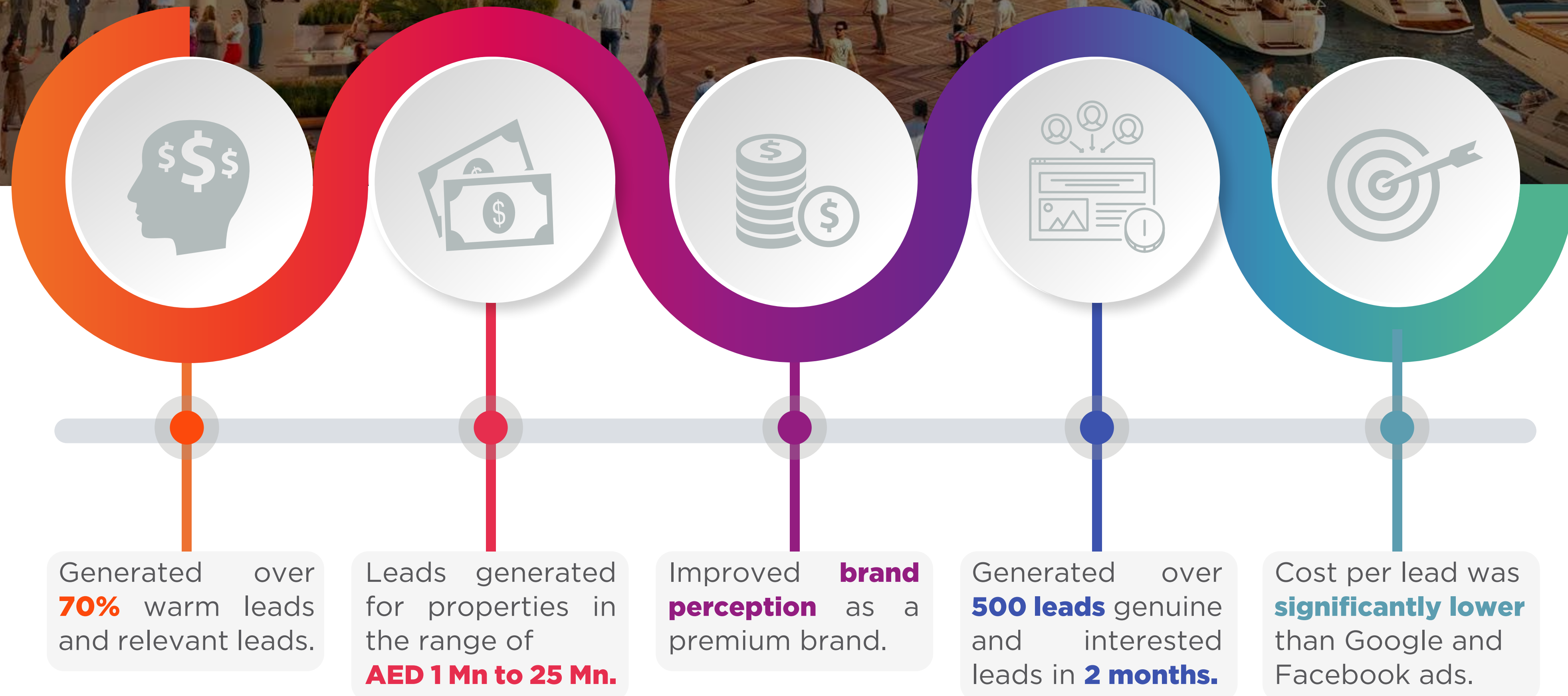
- Standing out as a viable investment option in the crowded real estate market.
- Reach audience interested in off plan and "under construction" properties.
- Reach an audience interested in acquiring premium properties.
- Increase in costs of digital media on Google and Facebook
- Regulations by RERA for bulk SMS marketing
- Getting brand visibility outside of UAE and GCC markets
- Ensure ads are displayed on premium websites which resonate with the brand ethos.



OUR APPROACH

- Target audience based on the persona and online behaviour.
- Identify channels which were not part of Google and Facebook targeting.
- Move away from a traditional shotgun approach to get leads
- Reach out to the ideal audience through secondary data signals like high-end car purchasers, frequent travellers, high-end phone users etc.
- Build the message for the audience rather than the message for the medium.
- Ads were run on multiple third-party platforms based on the target audience.
- Multiple audience sets in different locations were targeted in UAE, KSA and UK.
- Experimented with multiple content formats like video, based on audience affinity.

CAMPAIGN OUTCOME





LetsTalk

+971 4 321 0710

UAE - USA - INDIA

www.wisoftsolutions.com