

A person with long dark hair, wearing a dark jacket and pants, is walking away from the camera down a curved hallway. The walls and floor are made of large, dark, square tiles. The hallway is illuminated from above, creating a bright, curved ceiling. The image is overlaid with bright yellow and purple geometric shapes. The NEXA logo is in the top right corner.

NEXA

**PERFORMANCE
MARKETING
CASE STUDIES**

CASE STUDY

Performance Marketing

CLIENT:

savills

SECTOR: B2C - REAL ESTATE

BACKGROUND STORY

With the overly competitive market in the property sector and the restrictions on UK travel, our team implemented distinct messaging and noteworthy creative assets that complimented the campaign from the careful initial mapping of the customer journey.

Regular communication with the client ensured real-time feedback that allowed us to cross-check the data visible on the various platforms utilized.

Consistent optimization was implemented throughout this campaign, including the expansion of the target audience, amended creatives, and upgrading the site to suit an enhanced customer journey. Additionally, new campaigns were launched for the individual residential areas, with a retargeting campaign creating a sense of urgency among conflicted prospects.

NEXA used a total ad spend of USD 26,850, with the total confirmed revenue generated of more than USD 500k. This alone produced an ROI of 1,762%. Based on confirmation by Savills, a total of 22 SQLs and 377 MQLs remain active and in conversation.

OBJECTIVES

Generate leads and sales prospects based in the Middle East for ongoing UK-based developments. The ultimate goal was to provide the client with a measurable return on investment that bettered their bottom line and helped them flourish in an unpredictable and worrisome period.

CHALLENGES

- Covid-19 took an enormous toll on the real-estate industry due to travel restrictions. When it comes to purchasing property, in-person visits have always been mandatory. We were tasked with finding creative solutions that would entice the target audience to take immediate action.
- The developments we were tasked to work on were Bankside Gardens and Green Park Village. Before NEXA took on the campaigns, Green Park Village was selling relatively well based on its location and design. Bankside Gardens was struggling in the economic crisis that accompanied the Covid-19 pandemic. As we had proven ourselves previously to the client, we were trusted to improve sales on both developments with a primary focus on improving sales for Bankside Gardens.
- Overly competitive and over-saturated markets presented a challenge as prospects had a plethora of options to explore when purchasing real estate in the UK.

SOLUTIONS

- Building landing pages based on customer journey.
- Creating ad assets, highlighting key points of each project.
- Building audiences based on target markets.
- Creating marketing emails to help nurture from marketing qualified leads (MQL) to sales qualified leads (SQL).

RESULTS

60% conversion from sales qualified lead to opportunities

2% conversion rate from target keywords on Google ad campaigns

Sales of multiple units across a number of different projects / developments with a value of £1.8 million

CASE STUDY

Performance Marketing

CLIENT:  invisalign®

SECTOR: B2B - MEDICAL

BACKGROUND STORY

Invisalign, a wire-free solution for teeth straightening, sought to expand its business in the GCC region, and approached NEXA in 2018 for a growth-oriented campaign. NEXA devised a B2B strategy to target dental and medical professionals and encourage them to become Invisalign-certified consultants or specialists. The campaign involved using social media and search campaigns to create B2B landing pages in English and Arabic and inviting professionals to a free seminar where the Invisalign team presented the benefits of certification. The aim was to generate qualified B2B leads and maintain consistent messaging using social media community management and content creation.

OBJECTIVES

Generate qualified leads for

CHALLENGES

- Difficulty in generating leads for monthly events organised for the online certification program in the GCC region.
- Limited budget.

SOLUTIONS

- Implementing lead generation ads.
- A/B Testing audiences based on demography, interests and Lookalike.
- A/B Testing campaigns.

RESULTS

2,945	Total leads to date
\$1,500	certification fee per dentist
\$1.2+	million per year Potential revenue from certification
\$11+	million Potential industry revenue based on 2 treatments within the first year of certification
\$7,000	minimum treatment cost

CASE STUDY

Performance Marketing

CLIENT:  ONE GLOBAL
PROPERTY SERVICES

SECTOR: B2C - REAL ESTATE

BACKGROUND STORY

UK-based broker, One Global, approached NEXA for assistance in generating high-quality leads and sales prospects in the Middle East and South Africa who were looking to invest in UK property. Noting our success with companies such as JLL and CBRE, One Global wanted to achieve the same positive results, as well as establish a highly qualified database of potential investors in the Middle East for current and future projects.

NEXA developed a digital marketing strategy for the One Global developments, which included a landing page, nurturing emails, and ad sets.

The NEXA team supported marketing communications for the new developments advertised and ensured strictly consistent support during sales qualifications and marketing, and sales handover.

As a result, One Global was delivered only to the most qualified, “hottest” leads, who were ready to purchase. The sales agents simply needed to close the deal.

OBJECTIVES

Generate highly qualified sales prospects based in the Middle East and South Africa looking to invest in UK property.

CHALLENGES

- Hyper-competitive target keywords on Google Search and a fairly saturated ad space for the identified target audience on social media.
- The need for distinct differences in messaging and creative assets to target audience subsets and ensure reasonation with these audience subsets.

SOLUTIONS

- Creating best practice landing pages to aid with high site-visit-conversion rate.
- Optimising keyword, social ads, and competitor analysis to ensure that ads served had optimal chances of peak performance across all platforms.
- Creating post-submission email automations, lead scoring, and automated sales tasks based on user actions during the process.

RESULTS

55% conversion from sales qualified lead to opportunities

60% email click rate of marketing qualified leads

6% conversion rate from targeted keywords on Google ad campaigns

£1.96 million in revenue

8,617% return on initial investment

CASE STUDY

Performance Marketing

CLIENT:  JLL

SECTOR: B2C - REAL ESTATE



BACKGROUND STORY

As a sales-focused real estate consultancy, JLL relies on lead generation to support its developer partners. JLL needed a team to generate leads and sales prospects based in the Middle East for ongoing UK-based developments. Having used other digital marketing agencies and invested directly with real estate portals, JLL became frustrated with the results of these campaigns and approached NEXA. JLL's greatest challenge was the overly competitive market, offering a variety of options to prospects. Travel restrictions during Covid-19 also impacted in-person visits to the developments in the UK.

NEXA's approach with clients is driven by strategy rather than simply launching campaigns without data and testing. NEXA's strategy consisted of building landing pages based on the customer journey, creating ad assets, highlighting key points, and building niche audiences based on the target market. Once prospects were reached, personalized marketing emails were sent to nurture and convert them into sales-qualified leads. This strategy achieved immediate results and sales for JLL.

JLL now has £4.2 million in potential revenue since partnering with NEXA, and NEXA is the exclusive digital marketing partner for JLL in the Middle East. This work has extended to multiple high-profile UK developers.

OBJECTIVES

Generate leads and sales prospects based in the Middle East for ongoing UK-based developments.

CHALLENGES

- Overly competitive market with a variety of options available to prospects.
- The restriction of travel during Covid-19 impacted the ability of prospects to physically visit the developments in the UK.

SOLUTIONS

- Building landing pages based on the customer journey.
- Creating ad assets, highlighting key points.
- Building audiences based on the target market.
- Creating marketing emails to help nurture from marketing-qualified leads to sales-qualified leads.

RESULTS

70% conversion from marketing qualified lead to sales qualified lead

60% conversion from sales qualified lead to opportunities

8% conversion rate from targeted keywords on Google ad campaigns

£4.2 million potential revenue in negotiation

CASE STUDY

Performance Marketing

CLIENT:  **JLL** N°1 PALACE ST.

SECTOR: B2C - REAL ESTATE



MENA
SEARCH AWARDS
2021
WINNER

BACKGROUND STORY

Renowned property broker JLL approached NEXA for assistance in generating high-quality leads and sales prospects in the Middle East who were looking to invest in luxury UK property. The main aim of this campaign was to target high-net-worth investors who could afford the premium price point, as well as establish a highly qualified database of potential investors in the Middle East for current and future projects.

NEXA developed a digital marketing strategy for the property, No. 1 Palace Street, which included a landing page, nurturing emails, and ad sets. There was a specific focus on messaging and target audience as we aimed to attract the upper echelon in the region. The NEXA team supported marketing communications for the new developments advertised, as well as ensuring the utmost support during sales qualifications and marketing, and sales handover.

As a result, JLL was delivered only to the most qualified, "hottest" leads who were ready to purchase. The sales agents simply needed to close the deal.

OBJECTIVES

Generate marketing-qualified leads based in the Middle East looking to invest in premium price point and luxury UK property.

CHALLENGES

- At the time of the campaign, No. 1 Palace Street was a premium high-end, off-plan development, which limited the addressable market/target audience to extremely HNWI.
- The restriction of travel during Covid-19 meant that potential buyers could not visit the property itself and relied on virtual viewings.

SOLUTIONS

- Identifying the most qualified prospects via automated content and lead scoring which ensured the sales team focused only on the most qualified leads.
- Sourcing data and using LinkedIn as a targeting platform to ensure that targeting of the HNWI required for the development.
- Creating assets and a landing page that spoke to the designated audience from a visual and messaging perspective, bearing in mind they would be most likely 'time-poor'.

RESULTS

20% conversion from marketing-qualified lead to sales-qualified lead

40% conversion from sales-qualified lead to opportunities

23% email click rate of marketing-qualified leads

£18.9 million potential revenue from sales opportunities

629,900% potential ROI from sales opportunities

CASE STUDY

Performance Marketing

CLIENT:  Berkeley Group

SECTOR: B2C - REAL ESTATE

BACKGROUND STORY

UK-based developer Berkeley Group approached NEXA for assistance in generating ultra-high-quality leads and sales prospects in the Middle East.

Usually, Berkeley would have a third-party broker sell on their behalf, but they found that the companies they usually worked with were refusing to take on certain developments in the less desirable parts of the UK. As a result, the developer took matters into their own hands and tasked us to help develop a solution.

As their team were not sales agents or marketers, NEXA set up a system that nurtured leads to a point where they were considered hot and ensured the delivery of investors who were ready to purchase a unit. All the Berkeley team would need to do is close the deal.

Our plan proved to be successful with the first development, and Berkeley requested NEXA to carry out work on other projects. Ultimately, Berkeley is now on its way to offering an end-to-end service with a fully-trained team and without any need for a third-party broker.

OBJECTIVES

Generate leads and sales prospects based in the Middle East for ongoing UK developments.

CHALLENGES

- Overly competitive market with a variety of options available to prospects.
- The restriction of travel during Covid-19 impacted the ability of prospects being able to physically visit the developments in the UK.

SOLUTIONS

- Automating content delivery to aid the identification of the most qualified prospects to streamline sales efforts and attention.
- Testing creative options and platforms from a campaign perspective to ensure that campaigns had the best chance of success from a lead conversion perspective.
- Optimising landing pages and journeys to ensure a high site visit conversion rate.

RESULTS

60% conversion from marketing-qualified lead to sales-qualified lead

70% conversion from sales-qualified lead to opportunities

£2.24 million in revenue

20,482% return on initial investment

CASE STUDY

Performance Marketing

CLIENT:  الفريير
Al Ghurair

SECTOR: B2C - REAL ESTATE

BACKGROUND STORY

Al Ghurair is a real estate company that covers a variety of properties in Dubai across areas including Barsha and Deira. The real estate company offers mid to premium real estate offerings directly from the developer, and this is a unique service offering in the industry.

NEXA was tasked with creating lead generation campaigns to increase rentals, and we launched these campaigns across social media and search engines while also exposing the company to newer platforms.

We ran SnapChat, TikTok and YouTube campaigns to help reach new audiences and gain more tenants from these spaces. In order to better the campaign performance in a highly competitive industry, the NEXA team would meet once a week to adjust the campaign accordingly, testing different key visuals to increase campaign performance, promoting different properties with a variety of apartment size and bidding high on related keywords.

OBJECTIVES

Lead generation to increase property rentals.

CHALLENGES

- Very high competition from other property finders and real estate developers.

SOLUTIONS

- Promoting different key messages to increase audience interest.
- Testing different key visuals to increase campaign performance.
- Promoting different properties with a variety of apartment sizes.
- Bidding high on related keywords.
- Testing various channels.

RESULTS

11.6 million impressions

857 leads achieved in three months

6,800 booking actions generated

CASE STUDY

Performance Marketing

CLIENT: **ADNEC** 
شركة أبوظبي الوطنية للمعارض
Abu Dhabi National Exhibitions Company

SECTOR: B2B - EVENTS

BACKGROUND STORY

Abu Dhabi National Exhibition Centre (ADNEC) is an award-winning venue used for exhibitions, conferences, and events and includes an impressive marina. NEXA's aim was to action and implement a one-month digital marketing campaign to increase awareness and generate exhibitor leads for the upcoming Abu Dhabi International Boat Show.

The target audience was very niche and interest-based, and the show would also be competing in a global market. As such, it was important that exhibitors understood the benefits of exhibiting at ADNEC, as opposed to other high-profile events like the Monaco Boat Show. To provide the relevant information, NEXA created a content strategy that included downloadable content, and an SEO campaign based on Q&A-style content.

NEXA also prepared sales & marketing case studies for use in HubSpot, implemented automation and workflows, created a report table for senior stakeholders that included data insights from audience engagement, and, of course, integrated HubSpot with existing ADNEC processes and systems. Based on the lead generation strategy outlined above, the client received \$24,000 in potential revenue from leads generated from the campaigns.

OBJECTIVES

Plan and implement a one-month digital marketing campaign to increase awareness and generate exhibitor leads for the upcoming Abu Dhabi International Boat Show.

CHALLENGES

- Highly niche and interest-based target audience.
- Competitive global market, including competition with high-profile events such as the Monaco Boat Show.

SOLUTIONS

- Creating custom contact properties, objects, and data filters.
- Implementing automation and workflows that included email setup in the HubSpot environment.
- Creating a report table for senior stakeholders that included data insights from audience engagement.
- Integrating HubSpot with existing ADNEC processes and systems.
- Creating SEO campaign based on Q&A-style content.
- Creating a content strategy that included the creation of downloadable content.

RESULTS

128% more clicks than projected

132% more leads than projected

160% lower cost-per-lead than projected

\$24,000 in potential revenue from leads generated

1,160% in potential return on investment from leads generated

CASE STUDY

Performance Marketing

CLIENT:



SECTOR: B2C - IT HARDWARE AND SOFTWARE STORE

BACKGROUND STORY

Al Erashad Online, an online reseller of Microsoft Office products, partnered with NEXA to generate online sales of Office products in the UAE during a three-month period. The biggest challenge was imitation / fake Microsoft product listings on Google Search, sold at a cheaper price. The objective was twofold, as Erashad wanted to drive sales, and Microsoft wanted to flush out false products. As Al Erashad Online offered the best price for genuine Microsoft products, a strategy needed to be created to highlight the genuine, cost-effective product being offered.

NEXA redesigned the product pages for optimal user experience and identified a shopping behaviour funnel to increase qualified leads. The team also created a Google Shopping account to serve ads (using Google Ads), and optimised the account, adding negatives, switching between manual and auto bidding, and implementing A/B testing campaigns.

To enhance eCommerce traffic, we added a WhatsApp widget to the website. NEXA also tracked in-store and sales calls, increasing sales significantly. This work resulted in a 135% improvement in conversion rate in the second month, 164% improvement in the third month, and 85% of sales generated from Google campaigns.

OBJECTIVES

Generate online sales of Microsoft Office products in UAE within three months.

CHALLENGES

- Overly competitive market.
- Poor user experience on product description pages.
- There was no history of ads; needed to create new Google ads account and to generate sales from the first month.
- No eCommerce tracking setup.

SOLUTIONS

- Redesigning the product pages for optimal user experience.
- Identifying shopping behaviour funnel to increase qualified leads.
- Creating Google Shopping account to serve ads using Google Ads.
- Optimising account daily, adding negatives
- Switching between manual and auto bidding as per requirements.
- Implementing A/B testing campaigns.
- Setting up enhanced eCommerce tracking.

RESULTS

135% improvement in conversion rate in second month

164% improvement in conversion rate in third month

85% of sales generated from Google campaigns

CASE STUDY

Performance Marketing

CLIENT: **Allianz**  **Travel**

SECTOR: B2C - TRAVEL INSURANCE

BACKGROUND STORY

Allianz Travel offers international travel insurance. One of its greatest lead generation challenges is the highly competitive industry. Allianz Travel partnered with NEXA to overcome this and increase UAE-targeted online purchases of various travel insurance products, including Schengen, Global, UAE Inbound Product, Annual Multi-trip, and Haj & Umrah. NEXA worked on Google search for the company and created bidding to target cost-per-action, a Google Smart Bidding strategy, which sets bids to increase conversions at or below the target cost-per-action.

NEXA then placed bidding on high search volume keywords, optimising campaigns using negative keywords and creating ad assets based on the targeted keywords. The goal was to build audiences based on the target market and by using best-practice landing pages we achieved a high site-conversion rate.

From April to July 2021, the client received 1,670 online insurance purchases. In monetary value, the client received a total conversion value of AED 443.41K, an exceptional 366% return on investment.

OBJECTIVES

Increase UAE-targeted online purchase of various travel insurance products like Schengen, Global, UAE Inbound Product, Annual Multi-trip, and Haj & Umrah.

CHALLENGES

- Overly competitive market with a variety of options available at different rates.
- The restriction of travel during Covid-19 impacted the search terms (decrease in search volume/interest).
- Limited budget resulting in limited ad campaigns.

SOLUTIONS

- Changing bidding to target cost-per-action (Google Smart Bidding strategy) which sets bids to increase conversions at or below the target cost-per-action.
- Bidding on high search volume keywords.
- Optimising campaigns using negative keywords.
- Creating ad assets based on the targeted keywords.
- Building audiences based on target market.
- Using best practice landing pages to aid high site-visit-conversion rate.

RESULTS

AED 95K spend

12.10% plus conversion rate

1670 online insurance purchases

AED 443.41K total conversion value generated

366% ROI

CASE STUDY

Performance Marketing



CLIENT: **AMBASSADOR**
INTERNATIONAL ACADEMY
INSPIRE INQUIRE INNOVATE

SECTOR: EDUCATION

BACKGROUND STORY

Ambassador International Academy partnered with NEXA for lead generation to increase school registration. The greatest challenge was that the academy was new to the region and entering a competitive market. As the school was new, it had no pre-existing credibility or trust. To reach the market effectively and build trust, NEXA built an informative and user-friendly website, focused the website and SEO efforts on highly searched keywords, implemented A/B testing campaigns, changed bidding to maximise conversions, and placed significant focus on branding and conversions together.

To better manage lead generation and conversion, a CRM System was implemented and used by the Admissions Team and Support in order to streamline and manage the entire student enrolment process, ensuring every lead was accounted for.

During this process, over 8,700 leads were generated, and 600+ student enrolments were made, resulting in an estimated revenue of over AED 17,466,000 for the academy. NEXA exceeded client expectations, and the school continues to thrive.

OBJECTIVES

Lead generation to increase school admissions.

CHALLENGES

- Competitive market with many competing schools.
- New school with no pre-existing credibility, trust, or data results available.

SOLUTIONS

- Focusing on highly searched keywords.
- Implementing A/B testing campaigns.
- Changing bidding to maximise conversions.
- Focusing on branding and conversions together.
- Optimising keywords regularly.

RESULTS

95 million+ impressions

8,700+ leads generated

600+ enrolments (student admissions)

AED 17.5 million estimated revenue in excess of

600% estimated return on initial investment in excess

CASE STUDY

Performance Marketing

CLIENT: مدرسة اجنايت
Ignite School

SECTOR: EDUCATION

BACKGROUND STORY

Situated in Al Warqa'a 3, Ignite School is an American curriculum school established in 2018. At present, the school caters to students spanning kindergarten to Grade 8, with plans to further expand to Grade 12 in the coming years. As an independent school, Ignite had entered into a very competitive market, where other accredited and well-regarded schools already had an established presence throughout Dubai and the greater UAE.

In October 2019, the school director approached NEXA for assistance with acquiring a more data-driven approach to generating leads, due to a host of challenges that limited their ability to onboard and retain students.

These included the drastic, negative impact of Covid-19 on the educational sector, broken processes within the admissions system, a lack of traceability and general inaccuracies across leads, and a lack of transparency between the admissions team and higher staff. Moreover, the general consensus on the American curriculum, as opposed to the British curriculum, among local parents posed an additional problem when trying to secure enrolments.

OBJECTIVES

Student acquisition.

CHALLENGES

- Competitive market based on location, curriculum offering and facilities.
- Limited budget.
- Relatively small target audience and geo-location.

SOLUTIONS

- Implementing specific geo-targeting to make the most of limited budget.
- Bidding on high-volume school-related keywords.
- A/B testing of campaigns.
- Using specific key messaging in ads to cater for audience.
- Automating communication with prospects and creating tasks for staff-based on-parent activity on the site.

RESULTS

85K+ sessions generated between Jan-August

4 million+ impressions between Jan-August

3,508 leads generated between Jan-August

242 enrolments generating AED 7,932,000 in revenue

395K in ads spend ROI at 1,908%

CASE STUDY

Performance Marketing

CLIENT: **no!te**[®]
KÜCHEN

SECTOR: B2C - HOME / FURNISHINGS

BACKGROUND STORY

Nolte Küchen is a leading manufacturer of fully-fitted, high-quality, German-made, kitchens. Nolte Middle East has been a client of NEXA for some time, with the original engagement based in Dubai, helping Nolte support partners in marketing the Nolte brand.

On the back of this, we were referred to the Al Mazro Group which owns exclusive distribution rights of Nolte in the Kingdom of Saudi Arabia. Nolte KSA was born and a contract was signed in February 2020 for a Nolte digital marketing strategy for the KSA region. The contract was signed one week before the announcement of the Covid-19 pandemic and associated lockdowns and restrictions.

This meant that showrooms had to shut down and Nolte was unable to sell kitchens in person - a major setback for a brand that relies heavily on in-person conversions. NEXA provided a refreshed strategy that focused on selling kitchens virtually, and the Al Masri Group agreed to forge ahead with an integrated digital marketing campaign with social and HubSpot integrations, which achieved remarkable results.

OBJECTIVES

Generate marketing qualified leads and sales prospects based in the KSA for German luxury kitchen brand, Nolte Küchen.

CHALLENGES

- Inadequate digital presence in KSA adding to decline in showroom footfall.
- The impact of Covid-19 contributed to a decline in lead generation and sales.

SOLUTIONS

- Implementing a full content strategy and digital roadmap, focused on long-term objectives as well as countering the challenges caused by the pandemic.
- Launching branded social media channels in key regions with a focus on showroom visitors' needs.
- Launching full, digitally-driven lead generation campaigns across the region.
- Onboarding Nolte Middle East onto the HubSpot marketing and CRM platform.
- Increasing brand awareness to convert sales opportunities into closed deals.
- Integrating lead generation techniques with sales tools and technology such as WhatsApp to empower sales agents to engage with prospects more efficiently.

RESULTS

558 marketing-qualified leads generated.

142 sales opportunities identified from the marketing-qualified leads.

approximate potential revenue of SAR 10,650,000 from sales opportunities.

CASE STUDY

Performance Marketing

CLIENT: 

SECTOR: B2B - FACILITIES MANAGEMENT

BACKGROUND STORY

Sodexo, a global leader in quality-of-life services, integrates catering, facilities management, employee benefits, and personal and home services to keep people healthy, happy & motivated throughout life, and to help organisations be more efficient and productive. Operating in nine countries in the MEA region, Sodexo sought NEXA's help to run a campaign that positioned their brand as a thought leader in adapting to the post-pandemic "new normal".

With economic uncertainty caused by Covid-19 lockdowns, plummeting oil prices in key regions, competition from big global brands operating in the same space, and no previous B2B campaign experience in the region, Sodexo needed a powerful digital marketing campaign to generate brand awareness and market qualified leads. NEXA was ready for the challenge.

OBJECTIVES

Launch targeted digital marketing campaigns to generate awareness and marketing qualified leads in support of the Rise with Sodexo initiative across the GCC and South Africa.

CHALLENGES

- High levels of campaign activity and ads targeting the desired audience in the region during the campaign timeframe.
- Inadequately optimised landing page and website assets to support the planned campaign activity.

SOLUTIONS

- Implementing a detailed media plan and diverse platform selection to improve brand awareness and lead generation across industries within the desired audience.
- Creating landing pages on a subdomain to create an optimal user journey and impact visit-conversion rate.
- Automating nurturing sequences based on interaction with LinkedIn in-mail ads and other selected ad types.
- Testing and optimising ad formats and messaging across platforms for the highest engagement and best click-through rates.

RESULTS

2.5 million brand impressions in two months

45K+ interactions in two months

62% click-through rate on LinkedIn in-mail campaigns across industries

CASE STUDY

Performance Marketing

CLIENT:



SECTOR: AUTOMOTIVE

BACKGROUND STORY

As a member of Ali & Sons in the UAE, Audi noticed a decline in sales for the Q3, Q5 and Q7 models. In order to generate more leads, NEXA launched a 2-month long advertising campaign to encourage potential buyers to schedule test drives, ultimately driving sales opportunities.

As a result of these campaigns, there were over 2 million clicks and swipes and 254 qualified leads resulting in sales.

OBJECTIVES

Lead generation targeting a range of UAE residents ready to purchase any of the following Audi vehicles: Q3, Q5 and Q7 Sales ready leads required - test drive bookings classed as sales ready leads

CHALLENGES

- Demand for new vehicles declined in 2018 with less people ready to purchase brand new cars in preference for used vehicles
- Client has never used digital-only campaigns previously but had noticed that traditional marketing was no longer creating the desired impact. Internal sales education was also required

SOLUTIONS

- Integration of sales lead data to the Audi's prospect / sales CRM
- Workshop to educate the sales team about digitally generated leads and management of these
- Social media campaigns across search, YouTube, Snapchat, Facebook & Instagram
- Aggressive campaigns including demand generating retargeting messaging

RESULTS

2,169,728 clicks and swipes

2 month campaign

15K+ landing page visits

254 sales qualified leads

\$42 cost per qualified lead

CASE STUDY

Performance Marketing

ŠKODA

CLIENT:



SECTOR: AUTOMOTIVE

BACKGROUND STORY

When Skoda and other members of the Volkswagen Group need to sell cars in the United Arab Emirates, they rely on NEXA. Due to the impact of the current economic situation on new car sales, Skoda had an excess of Kodiaq vehicles in stock.

To address this, NEXA implemented a series of campaigns to raise awareness of the car and its features, encouraging potential buyers to schedule test drives and ultimately driving sales.

The 2 month long campaign was implemented on Google search and social media ads to generate leads. At the end of the campaign, it had generated over 100 leads.

OBJECTIVES

Sales Qualified lead generation targeting those ready to take a test drive and purchase the Skoda Kodiaq vehicle. Leads needed to be "sales-ready" due to surplus inventory

CHALLENGES

- Legacy brand issues
- Very few Skoda vehicles are on the road and visible in the UAE
- Market downturn has reduced the demand for new cars

SOLUTIONS

- Creation of high quality branded creatives for use within the campaigns
- Setup and launch of marketing campaigns using Search & Social Media
- Targeting of specific audience demographics based on Skoda research & data
- Campaign assets portraying vehicle technology to build brand credibility

RESULTS

2,561,630 impressions

10,009 clicks and swipes

153 leads

2 month campaign

10K landing page visits

153 sales qualified leads

\$34 cost per qualified lead



THANK YOU