

CASE STUDY

Website Design & Development

Abdul Latif Jameel Land's offering spans six continents and 30 countries. It is a Saudi Arabian family-owned business founded in 1945. It is a diverse company operating across seven business sectors, including transportation, engineering and manufacturing, financial services, energy and environmental services, land and real estate, advertising and media and consumer products.

Abdul Latif Jameel Land tasked NEXA with developing their Real Estate division and showcasing their developments. We overhauled the existing website and primed it for lead generation.

More developments were added to the sophisticated and easy-to-use website, presenting potential investors with all the relevant information about specific projects. This was supplemented with marketing campaigns to drive leads and user journeys.

CLIENT: Abdul Latif Jameel LAND

SECTOR: REAL ESTATE

