



2026

marketing / case study **portfolio**

DIGITAL MARKETING MANAGER | PERFORMANCE MARKETING
LEAD GENERATION | SEO & PPC | GRAPHIC DESIGN | SOCIAL MEDIA





About Me.

I am a Digital Ads Specialist, with 7 years of digital experience and a proven track record of success in managing and executing large-scale digital marketing campaigns. I have consistently handled monthly 350k - 500k monthly budgets and generated over 10k leads in the real estate industry. My expertise lies in consistently meeting the metrics set by the business, delivering exceptional quality and results and making sure that all key performance indicators are met including cost per lead (CPL), cost per quality Lead (cPQL), click-through rate (CTR), cost per thousand impressions (CPM), and closing ratio.

Managing a portfolio of over 25 clients, I excel at handling multiple accounts daily while consistently delivering outstanding results and fostering strong client relationships. My specialization is in Facebook and Google Ads, where I leverage advanced features and targeting strategies to drive business growth and achieve clients' goals. I remain committed to staying updated with the latest digital marketing trends and technologies, ensuring clients receive optimal results.



dennisjosephbug.os@gmail.com



+971 54 527 1080



[linkedin.com/in/iamdennisjoseph](https://www.linkedin.com/in/iamdennisjoseph)

Dennis Joseph

Skills



Experience

Senior Digital Performance

Driven Properties
2025 - Present

Senior Performance Marketing Executive

Betterhomes
2023 - 2024

Digital Marketing Executive

Espace Real Estate
Jan 2021 - June 2021

Digital Marketing Specialist

Unique Properties
April 2019 - Dec 2021

Languages

- **English** - Fluent
- **Tagalog** - Native
- **Cebuano** - Native

Education

Bachelor of Science and Information Technology

Digital Marketing & Advertising
STI College of Institute
2010 - 2014

My fields of expertise

Marketing

Digital Marketing

Content Marketing

Social Media Marketing

Email Marketing

Experience Marketing

Project Brief

Content Writing

Landing Pages

Qualitative Research

Quantitative Research

Design Thinking

AI

Prompt Design

ChatGPT 4.0

Midjourney/
Dall-e

Skills & Tools Used



Programs

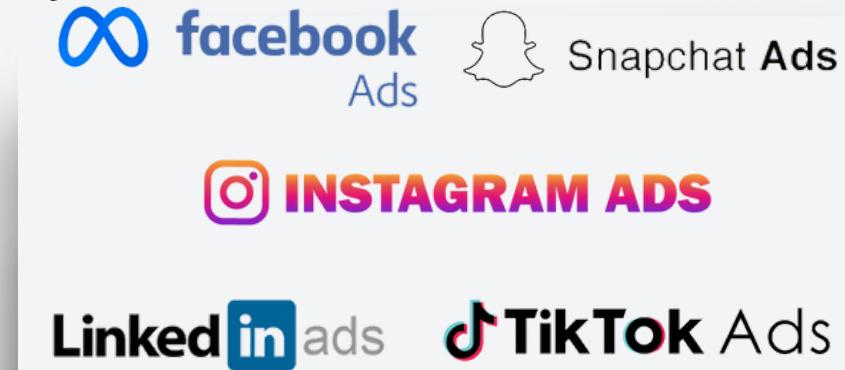
SEO & PPC



Social Media Management



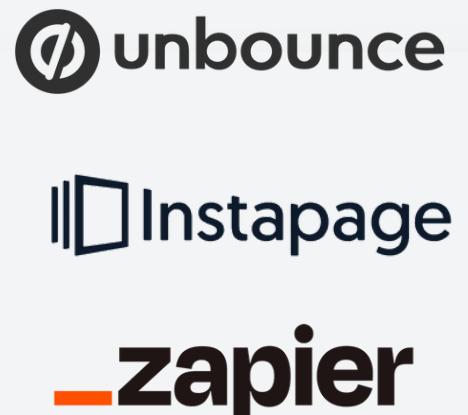
Paid Ads



CRM



Automation & Landing Pages



Reports



Programs



Google Marketing Platform

Display & Video 360

Search Ads 360

Analytics 360

Data Studio

Optimize 360

Surveys 360

Tag Manager 360

Google Workspace

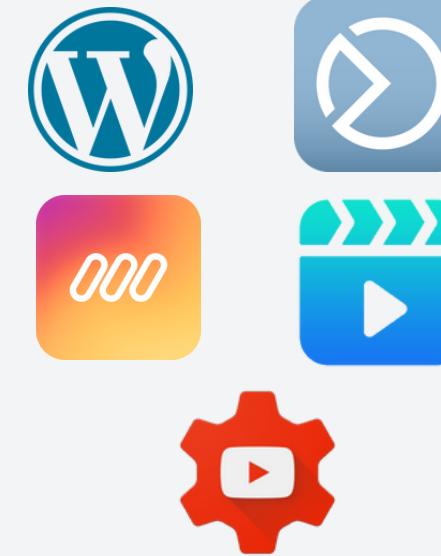


Email Marketing



[ActiveCampaign](#) ➤

Business Tools



Task Management

[monday](#).com

[ClickUp](#)

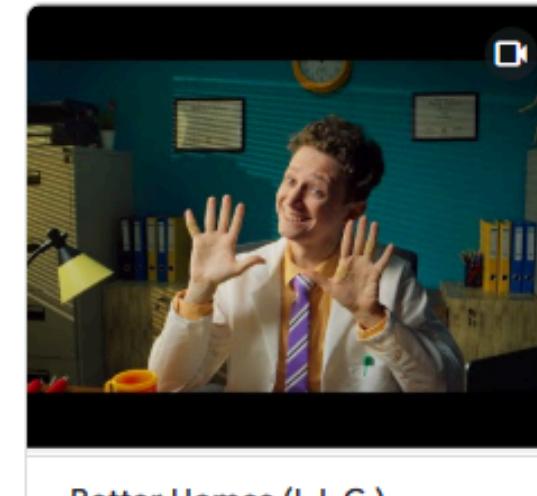
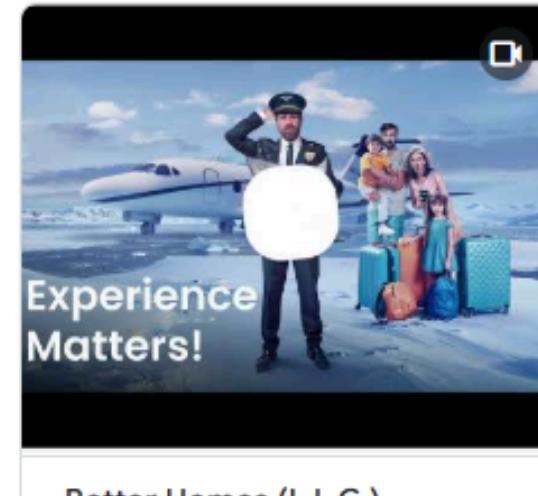
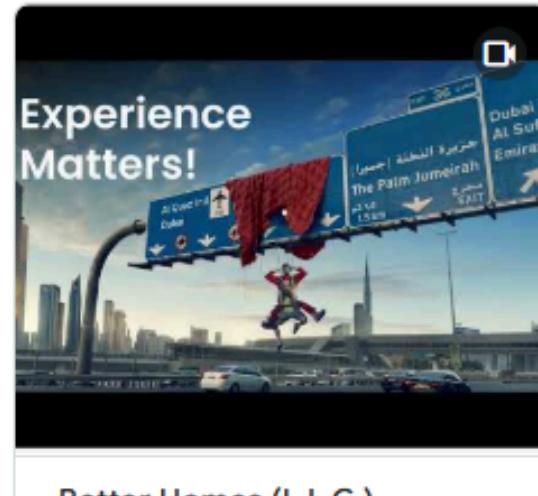
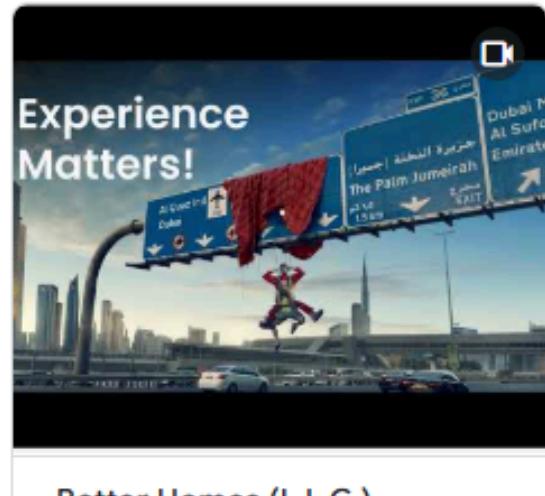
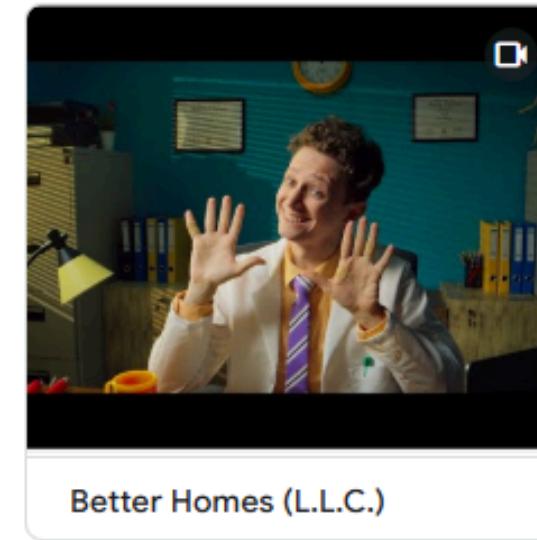
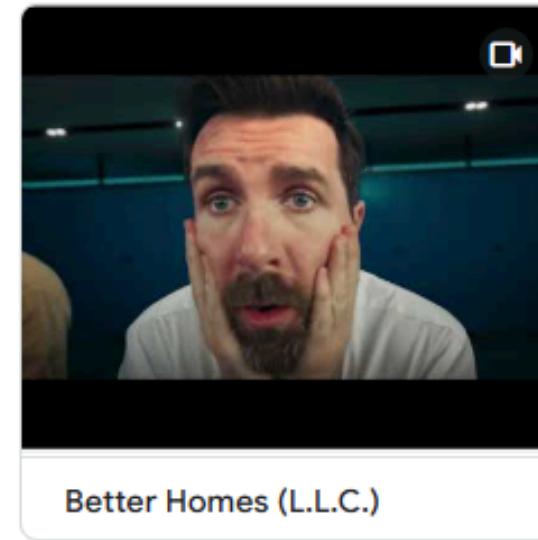
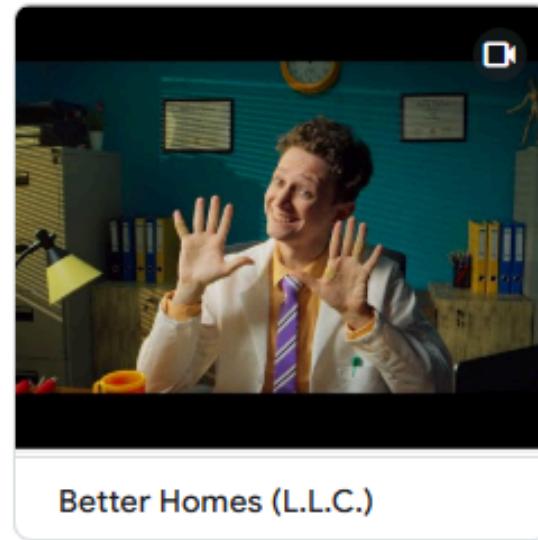
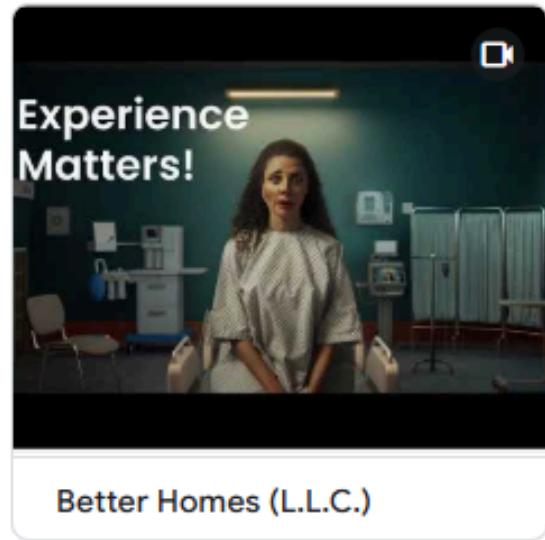
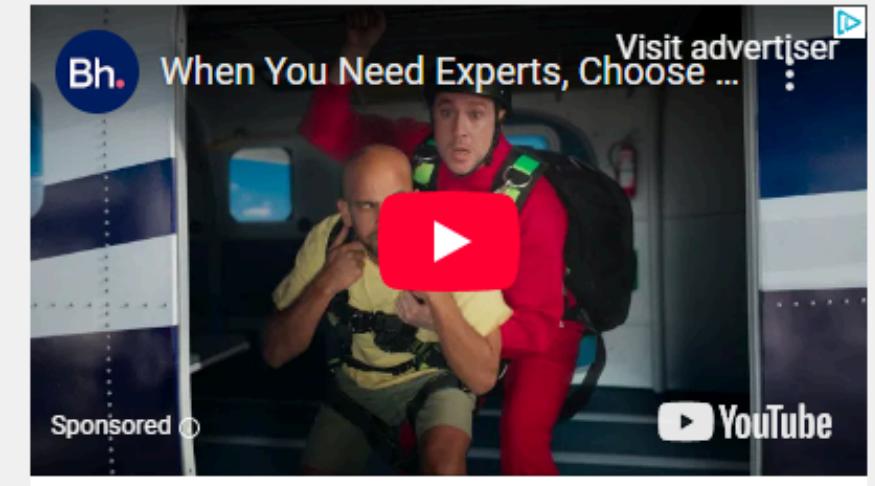
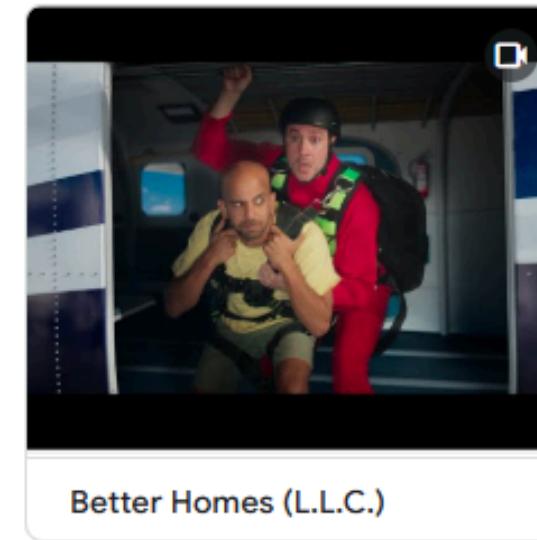
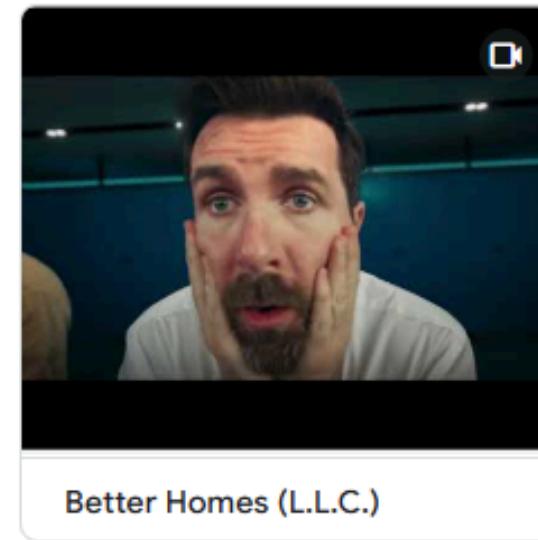
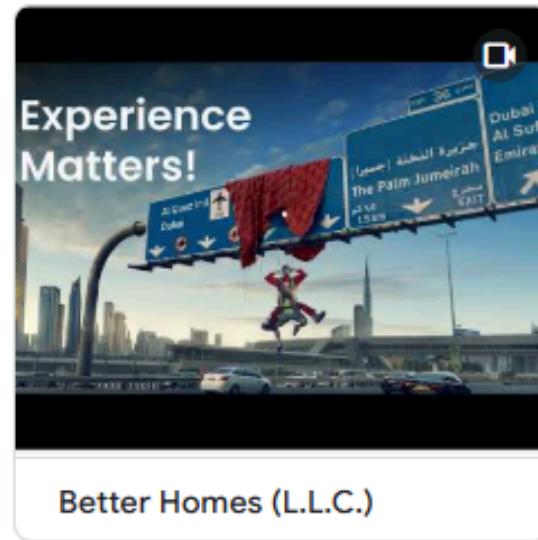
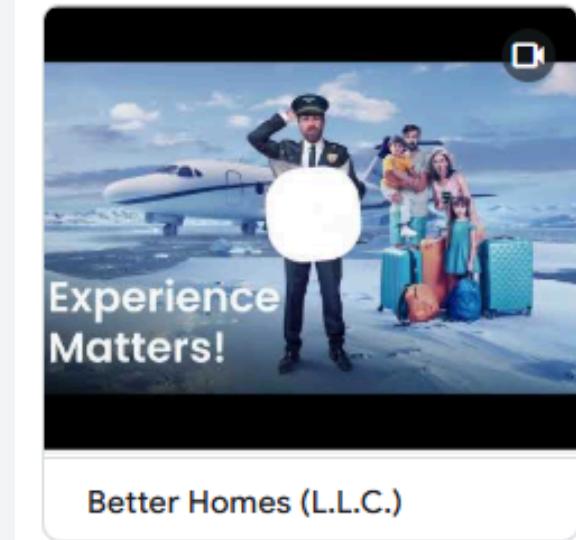
[Jira](#)

Successful Campaigns

01/ Betterhomes - Brand Awareness Campaign

Last shown: Oct 9, 2024

Format: Video



01/ Betterhomes - Brand Awareness Campaign

Search - Google Ads (Arabic)

The image displays four Google search ads for Betterhomes LLC, arranged in a 2x2 grid. Each ad is enclosed in a light gray rounded rectangle and includes the word 'إعلان' (Advertisement) at the top right.

Top Left Ad: The headline reads 'بيع أي عقار بكل سهولة - بيع أي عقار بأسرع وقت' (Buy any real estate easily - Buy any real estate in the shortest time). Below it, the text says 'الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة...' (Free real estate advertising, a team of over 200 real estate experts and brokers who speak multiple languages...). At the bottom, there are three buttons: 'Better Homes (L.L.C.)' (in blue), 'اعلان' (Advertisement), and 'Betterhomes LLC promo.bhomes.com/' with the BH logo.

Top Right Ad: The headline reads 'احصل على تقييم مجاني لعقاراتك - الإعلان عن بيع أي شقة مجاناً' (Get a free evaluation for your properties - Free advertising for selling apartments). Below it, the text says 'الإعلان عن بيع أي شقة مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة...' (Free advertising for selling apartments, a team of over 200 real estate experts and brokers who speak multiple languages...). At the bottom, there are three buttons: 'اعلان' (Advertisement), 'تقييم العقار' (Property Evaluation), and 'احصل على أفضل سعر' (Get the best price).

Bottom Left Ad: The headline reads 'عرض عقارات مجاناً - الإعلان عن العقارات مجاناً' (Free real estate offers - Free advertising for real estate). Below it, the text says 'الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة...' (Free real estate advertising, a team of over 200 real estate experts and brokers who speak multiple languages...). At the bottom, there are three buttons: 'ار...' (Ar...), 'تواصل معنا الآن' (Contact us now), and 'تواصل معنا اليوم' (Contact us today).

Bottom Right Ad: The headline reads 'سوق عقارات مجاناً في الإمارات - سوق عقارات دون رسوم' (Free real estate market in the UAE - Real estate market without fees). Below it, the text says 'الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة، 38 عاماً من...' (Free real estate advertising, a team of over 200 real estate experts and brokers who speak multiple languages, 38 years of experience...). At the bottom, there are three buttons: 'اعلان' (Advertisement), 'Betterhomes LLC promo.bhomes.com/' with the BH logo, and 'Better Homes (L.L.C.)' (in blue).

01/ Betterhomes - Listing Campaign Search - Google Ads (Arabic)

The image displays four Google Ads for Betterhomes LLC, arranged in a 2x2 grid. Each ad is contained within a rounded rectangular frame with a light gray background and a thin black border. The ads are identical in layout, featuring the Betterhomes logo at the top left, followed by the company name and website address. The main headline for all four ads is "اعلان عن بيع اي عقار بسهولة - بيع اي عقار بسرع وقت" (Ad for selling any real estate easily - selling any real estate quickly). Below the headline, there is a brief description: "الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة، 38..." (Advertisement about real estate for free, team of over 200 real estate experts and agents, speaking multiple languages, 38...). At the bottom of each ad, there are three circular call-to-action buttons: "ار" (Call), "تواصل معنا الان" (Contact us now), and "اتصل بنا الان" (Call us now). The top right corner of each ad contains the word "اعلان" (Advertisement).

اعلان

Betterhomes LLC
promo.bhomes.com/
بيع اي عقار بكل سهولة - بيع اي عقار بأسرع وقت

الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة، 38...

ار تواصل معنا الان اتصل بنا الان

اعلان

Betterhomes LLC
promo.bhomes.com/
احصل على تقييم مجاني لعقاراتك - الإعلان عن بيع أي شقة مجاناً

الإعلان عن بيع اي شقة مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة.

تقييم العقار احصل على أفضل سعر احصل على تقييم مجاني

اعلان

Betterhomes LLC
promo.bhomes.com/
عرض عقاراتك مجاناً - الإعلان عن العقارات مجاناً

الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة.

ار تواصل معنا الان تواصل معنا الان اتصل بنا الان

اعلان

Betterhomes LLC
promo.bhomes.com/
سوق عقاراتك مجاناً في الإمارات - سوق عقارات دون رسوم

الإعلان عن العقارات مجاناً، فريق يضم أكثر من 200 خبير عقاري ووكلاه يتحدثون بلغات متعددة، 38 عاماً من...

Better Homes (L.L.C.)

Better Homes (L.L.C.)

Better Homes (L.L.C.)

Better Homes (L.L.C.)

01/ Betterhomes - Listing Campaign

Search & Display - Google Ads

The image displays a 4x3 grid of 12 Google Ad examples for Betterhomes (L.L.C.). Each ad includes a thumbnail image, a title, a brief description, and a call-to-action button.

- Row 1:**
 - Free Property Valuation**: Sell your property. 24/7 Customer Support. 38 years of experience in UAE Market. [bhomes.com](#)
 - Sponsored** promo.bhomes.com promo.bhomes.com/
750,000+ Active Listings - Sell your property in Sharjah
Sell your property. 24/7 Customer Support. 38 years of experience in UAE Market.
 - Get a Free Property Valuation**: Advertise Your Real Estate For Free with Betterhomes. Contact Us For A Free Valuation. [bhomes.com](#)
Better Homes (L.L.C.)
 - Sell or rent fast**: Trusted by Homeowners. Instant Property Valuation. Award-Winning Service. No Hidden Fees. [bhomes.com](#)
Contact Us: Advertise Your Property For Free with Betterhomes. Contact Us Today For A Free Valuation. [bhomes.com](#)
 - Contact Us**: Advertise Your Property For Free with Betterhomes. Contact Us Today For A Free Valuation. [bhomes.com](#)
- Row 2:**
 - Contact Us - Free Property Valuation**: Trusted by Homeowners. Instant Property Valuation. Award-Winning Service. No Hidden Fees.
Better Homes (L.L.C.)
 - Get a Free Property Valuation**: Sell your property. 24/7 Customer Support. 38 years of experience in UAE Market. [bhomes.com](#)
Better Homes (L.L.C.)
 - Contact Us**: Trusted by Homeowners. Instant Property Valuation. Award-Winning Service. No Hidden Fees. [bhomes.com](#)
Better Homes (L.L.C.)
- Row 3:**
 - Contact Us - Contact Now**: List your property. 24/7 Customer Support. 38 years of experience in UAE Market.
 - Sponsored** promo.bhomes.com promo.bhomes.com/
Contact Us - Advertise Your Property: We offer a variety of services, including property valuation, marketing, and negotiation.

01/ Betterhomes - Property Management Campaign

Search - Google Ads

Sponsored

 Betterhomes
www.bhomes.com/

Trusted - Best Property Management - 38 years of Experience In UAE

Discover reliable property management with Betterhomes. Start maximising your rental potential.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
www.bhomes.com/

Trusted - Best Property Management - 38 years of Experience In UAE

Discover reliable property management service with Betterhomes. 96% occupancy rates. We attract only high-quality tenants to your property.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
www.bhomes.com/

New House Snagging Report - Largest Portfolio - 38 years of Experience in UAE

Trust Betterhomes for professional snagging inspection services. Our inspection covers all the above essential elements, ensuring no detail is overlooked.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
www.bhomes.com/

Trusted - Best Property Management - 38 years of Experience In UAE

Discover reliable property management service with Betterhomes. 96% occupancy rates. We attract only high-quality tenants to your property.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
www.bhomes.com/

Trusted - Best Property Management - 38 years of Experience In UAE

Discover reliable property management with Betterhomes. Start maximising your rental potential.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
www.bhomes.com/

Hassle-Free - Trusted Building Management - 38 years of Experience in UAE

Discover reliable building management service in UAE with Betterhomes. Start maximising your return on investment potential today.

Better Homes (L.L.C.)

01/ Betterhomes - Offplan Campaigns

Search - Google Ads

Better Homes (L.L.C.)

Sponsored

 promo.bhomes.com
promo.bhomes.com/the-acres/meraas

The Acres by Meraas

Discover an exquisite range of 3 to 5-Bedroom standalone villas at Dubailand nestled within lush gardens and serene lagoons. Book with 10% Only.

Better Homes (L.L.C.)

Sponsored

 bhomes.com
www.bhomes.com/invest-in/abu-dhabi

Offplan Property Investment

Explore premium off-plan properties from the top leading developers with Betterhomes. Don't miss this opportunity to invest in the UAE.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
promo.bhomes.com/

Nad Al Sheba Gardens Villas

Nad Al Sheba Gardens by Meraas features 3, 4 and 5 Bed Townhouses & Semi-Detached Villas.

Better Homes (L.L.C.)

Sponsored

 bhomes.com
www.bhomes.com/abu-dhabi/apartments

Offplan Property Investment

Explore premium off-plan properties from the top leading developers with Betterhomes. Don't miss this opportunity to invest in the UAE.

Better Homes (L.L.C.)

Sponsored

 promo.bhomes.com
promo.bhomes.com/arthouse/saadiyat-grove

Arthouse Saadiyat

1 - 3 Premium Bed Apartments for Sale from 3.3 M AED at Saadiyat Island. Down Payment 10%. 4 Years Payment Plan 65/35.

Better Homes (L.L.C.)

Sponsored

 Betterhomes
promo.bhomes.com/

Villas in Nad Al Sheba Gardens

Nad Al Sheba Gardens by Meraas features 3-5 Bed Villas, Semi-Detached Townhouses in Dubai.

Better Homes (L.L.C.)

Sponsored

 Betterhomes LLC
www.californiavillage.ae/

California Village, Dubailand

The spacious plots come with stunning interiors, creating a haven of beauty and comfort.

Better Homes (L.L.C.)

Sponsored

 bhomes.com
www.bhomes.com/

Latest Offplan Projects

Find out more about offplan properties and areas from real estate developers in the UAE

Better Homes (L.L.C.)

Sponsored

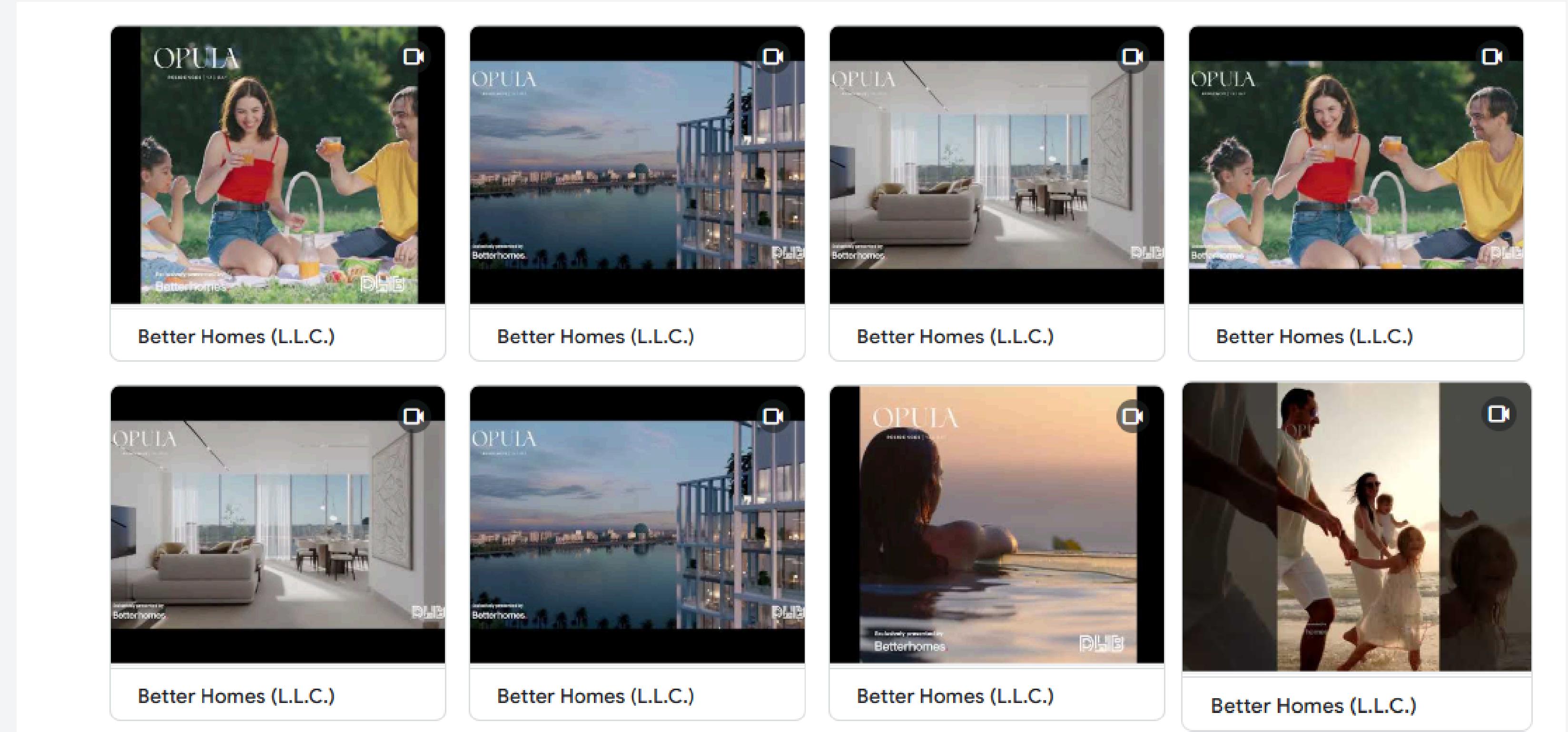
 Betterhomes
promo.bhomes.com/

Mirage Oasis by Emaar

Emaar Mirage Oasis offers luxury 5 & 6 bed waterfront villas starting at AED 15.8 M.

01/ Betterhomes - Exclusive Project Opula

Youtube Ads



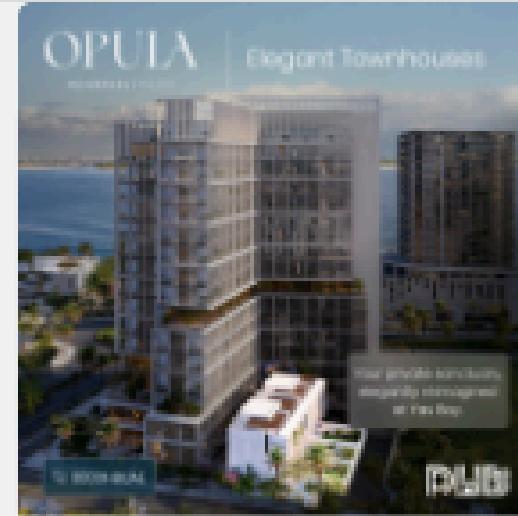
01/ Betterhomes - Exclusive Project Opula Youtube Ads



Calm Starts at Home. Peaceful layouts,
elegant terraces, and a tranquil lifestyle at
Opula Yas Bay.

[Ad Betterhomes](#)

[Better Homes \(L.L.C.\)](#)



Exclusive Townhouse Living. Explore 6
elegant Opula townhouses—multi-level
living with Yas Bay style and design.

[Ad Betterhomes](#)



Smart Property Mix. Yas Bay luxury meets
value. Secure your future with elegant,
modern homes.

[Ad Betterhomes](#)

[Better Homes \(L.L.C.\)](#)

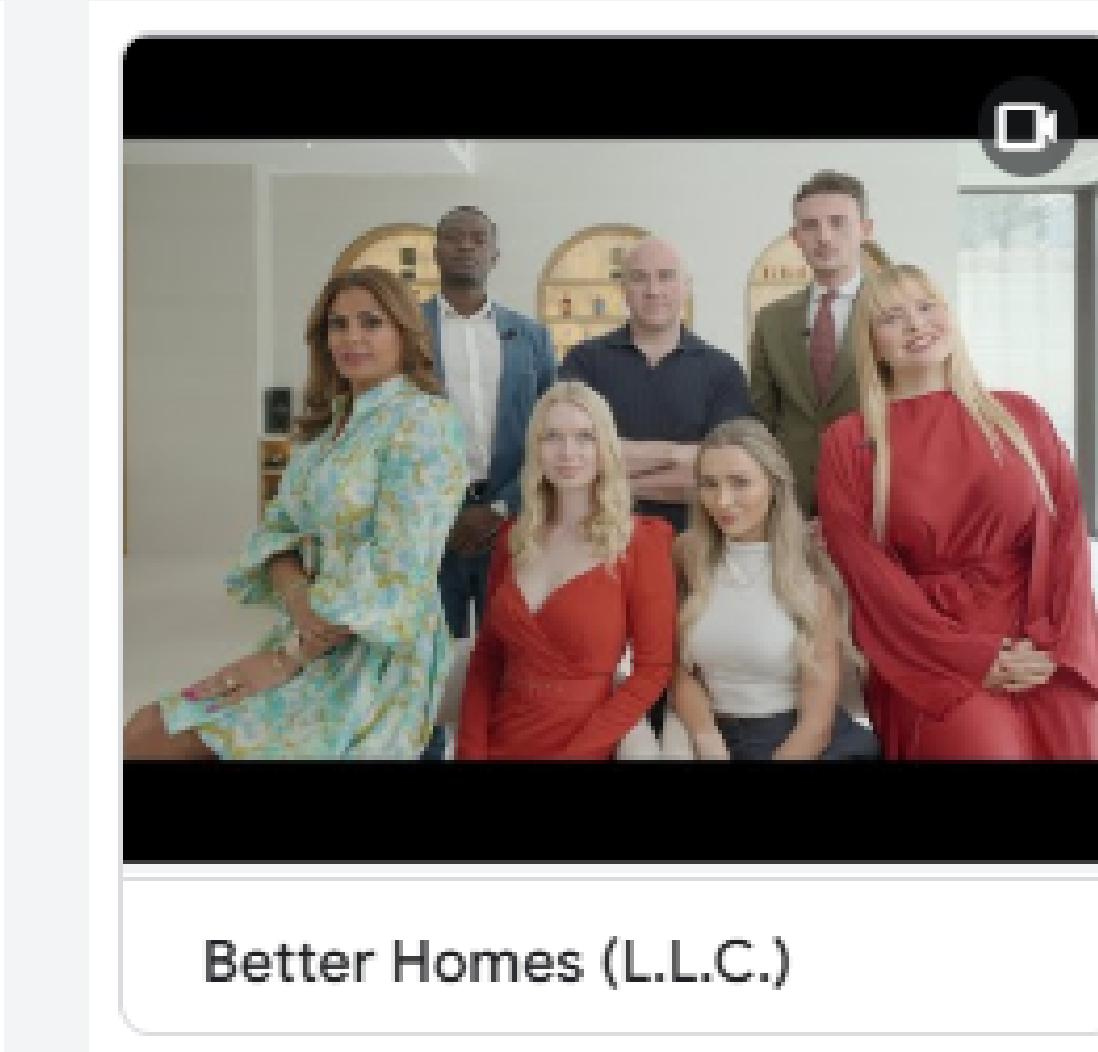
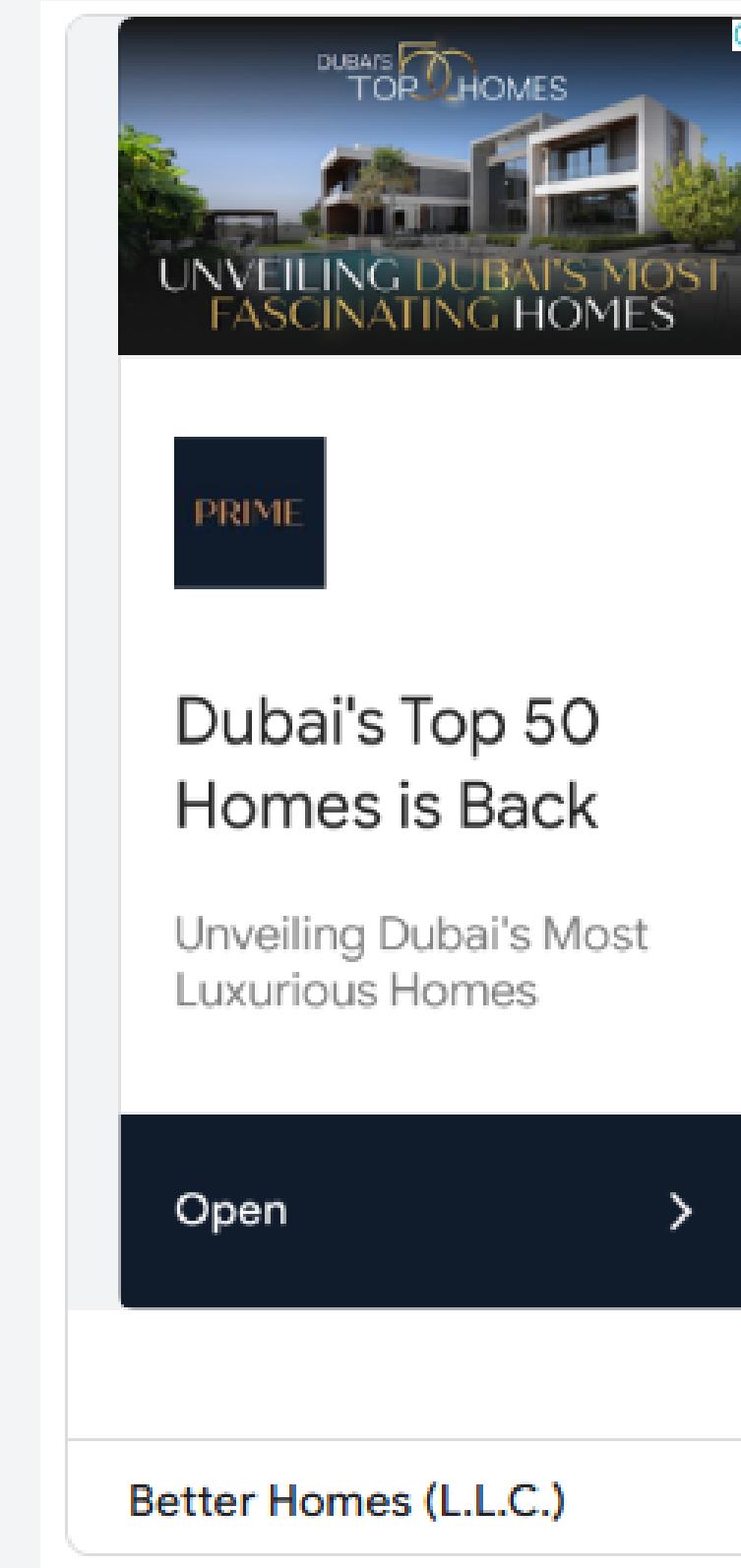
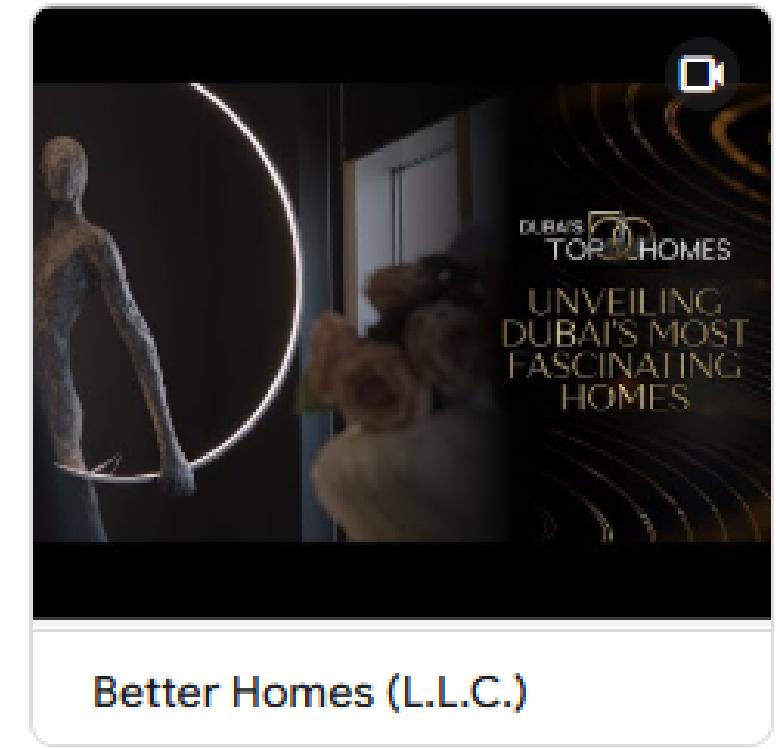
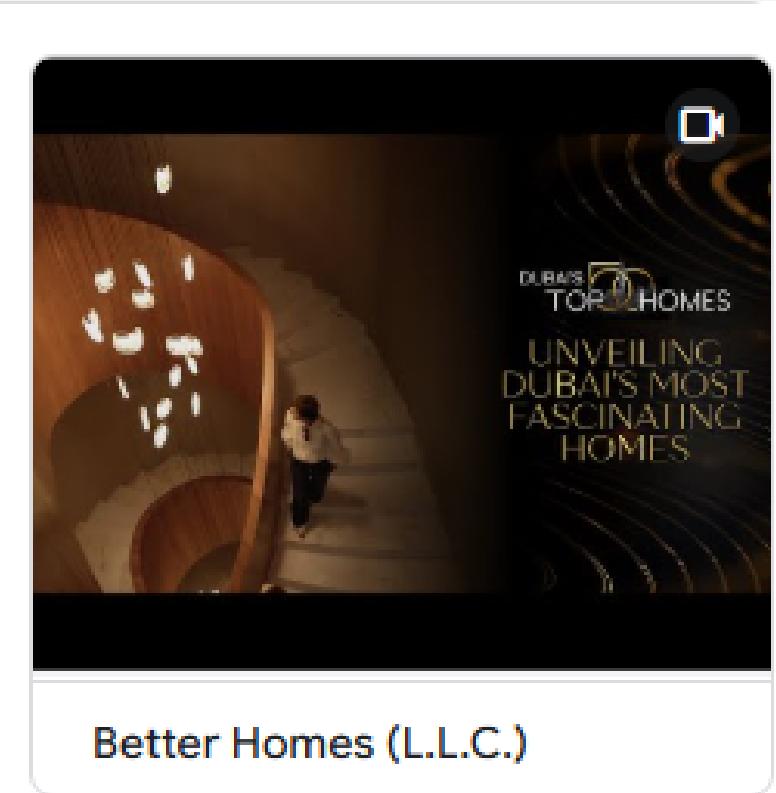


Yas Bay Waterfront. Own one of three ultra-luxury Yas Bay penthouses with stunning views and space.

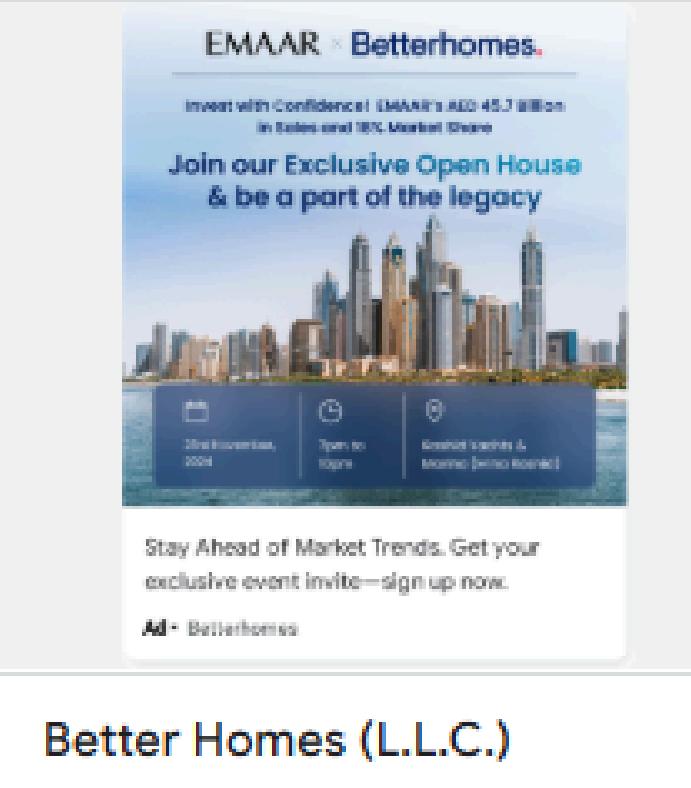
[Ad Betterhomes](#)

[Better Homes \(L.L.C.\)](#)

01/ Betterhomes - Dubai's Top 50 Homes Event Campaign - Youtube & Display Ads



01/ Betterhomes - Open House Display Ads



EMAAR x Betterhomes.

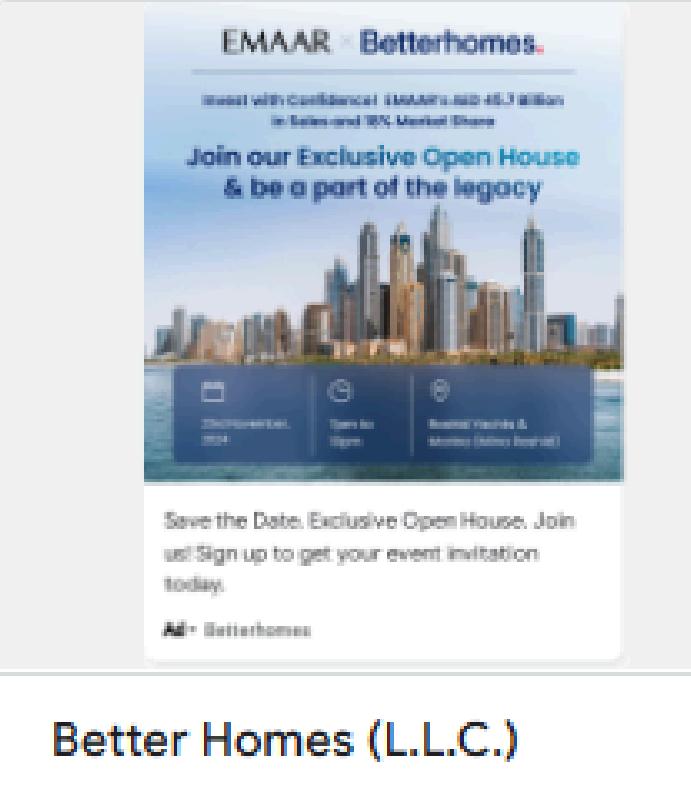
Invest with Confidence! EMAAR has AED 45.7 billion in Sales and 18% Market Share.

Join our Exclusive Open House & be a part of the legacy

Stay Ahead of Market Trends. Get your exclusive event invite—sign up now.

Ad • Betterhomes

Better Homes (L.L.C.)



EMAAR x Betterhomes.

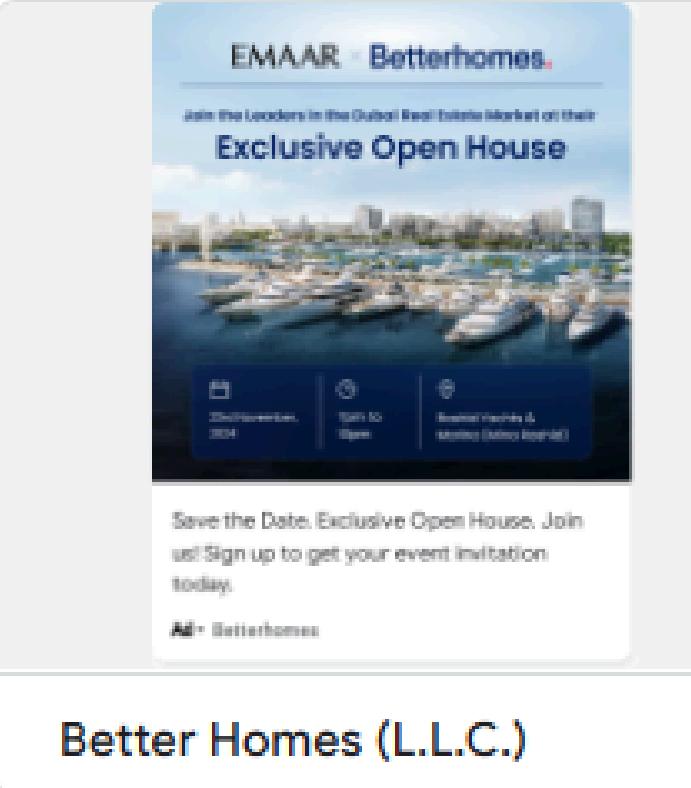
Invest with Confidence! EMAAR has AED 45.7 billion in Sales and 18% Market Share.

Join our Exclusive Open House & be a part of the legacy

Save the Date: Exclusive Open House. Join us! Sign up to get your event invitation today.

Ad • Betterhomes

Better Homes (L.L.C.)



EMAAR x Betterhomes.

Join the Leaders in the Dubai Real Estate Market on their Exclusive Open House

Save the Date: Exclusive Open House. Join us! Sign up to get your event invitation today.

Ad • Betterhomes

Better Homes (L.L.C.)



EMAAR x Betterhomes.

PRIVATE INVITATION TO AN EXCLUSIVE
Open House

- Exclusive curated property collections
- Access to exclusive project previews
- Connect with leading industry experts

90% Booked. Act Now. Join Exclusive Open House for Investment-Grade Properties & Pre-Market Pricing!

Ad • Betterhomes

Better Homes (L.L.C.)

01/ Betterhomes

Handled all the accounts from Cencorp

The screenshot shows the 'Select profile' screen in the Meta Business Manager. On the left, a sidebar lists accounts with their names and notification counts: Dennis Joseph (1), Betterhomes UAE (72), Living Ascot Real Estate (32), DesignFit (13), Betterhomes Abu Dhabi (191), PetHaus.com (41), CRC (57), PRIME by Betterhomes (1), and Open Hub Corporate Services (9). A 'Dennis Joseph' account is selected, indicated by a checkmark. At the bottom right is a 'Save' button.

The screenshot shows the 'Select profile' screen in the LinkedIn Business Manager. It lists accounts with their names and notification counts: Dennis Joseph Bug-os (0), PRIME by Betterhomes (0), Betterhomes (0), Betterhomes Abu Dhabi (0), Linda's Real Estate (0), and Linda's (0). A 'Betterhomes' account is selected, indicated by a green dot. At the bottom right is a 'Save' button.

The screenshot shows the 'Bh's Account' interface in Google Ads. The left sidebar includes sections for 'Cencorp', 'Recent' (listing Betterhomes Cencorp, Octopus Cencorp, and Linda's Real Estate), 'Accounts' (listing Betterhomes, Octopus, and PetHaus General Trading LLC), and 'All Pages'. The right sidebar lists various accounts and integrations: A&CO, Betterhomes Real Estate (selected), Bridgeway Trust, California, CRC, Default Client, Linda's Advertising and Marketing Agencies, MJL Site Real Estate, Octopus, Offplan Real Estate, Open Hub, Top50Homes, and Waterdrop. A 'Search for a page' bar is at the top.

Meta

LinkedIn

Google Ads

Unbounce

Some cases.

01/ Betterhomes

130+ Launched Campaigns

I significantly increased the launch of digital campaigns compared in 2023 (80+ only)

Commission Increase

Agents has a significant increase in their commissions to 125% compared to 2022

Offplan Annual Revenue

After 6 months of joining, we achieved an increase of AED 8M annual revenue for Offplan compared to 2023 which is only AED 3M which lead to Offplan being the highest sales for year

Leads Generated

9700+ offplan leads generated from all digital campaigns in comparison to last year's 2023 with only 7700 leads

Seller Listings

I was able to increase the listings to 10% from our list with us campaigns running both Meta and Google Ads

Campaign Budget Management

AED 3M annual budget from digital campaigns (AED 300,000 monthly) to be shared from all sources

Exclusive Project Results

I helped generated a total of AED 750M Development Sales Value for California Village in the Year 2023

California Village

I generated leads that led to closed deals and agents were able to sold total of 240 units for California Village in 2023

01/ Betterhomes - Digital Marketing Campaigns

Campaign Results YTD Comparison 2022 VS 2023

With only an increase of **38%** on spent , we increased the revenue to **184%** and the leads also increased to **24%**

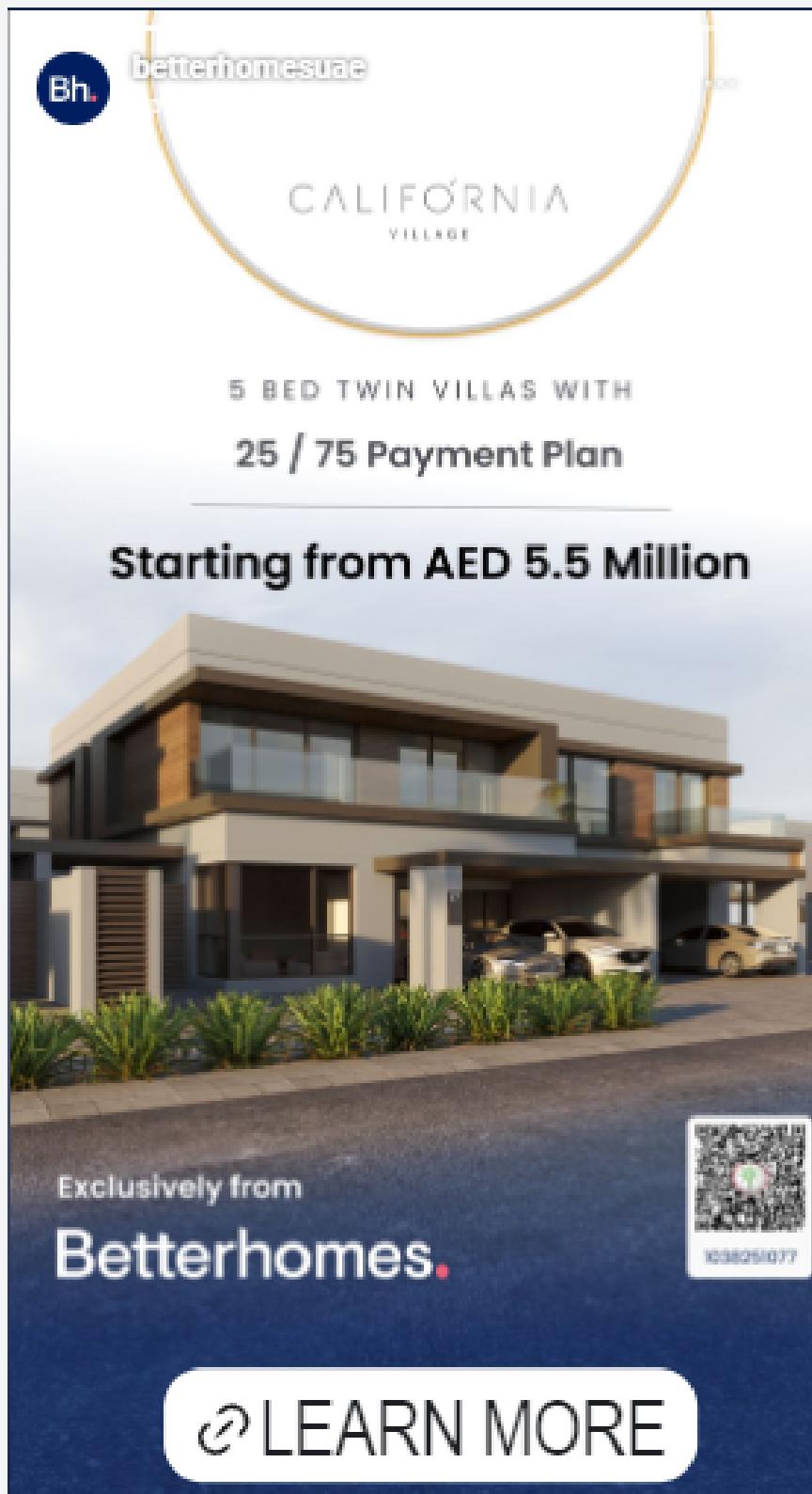
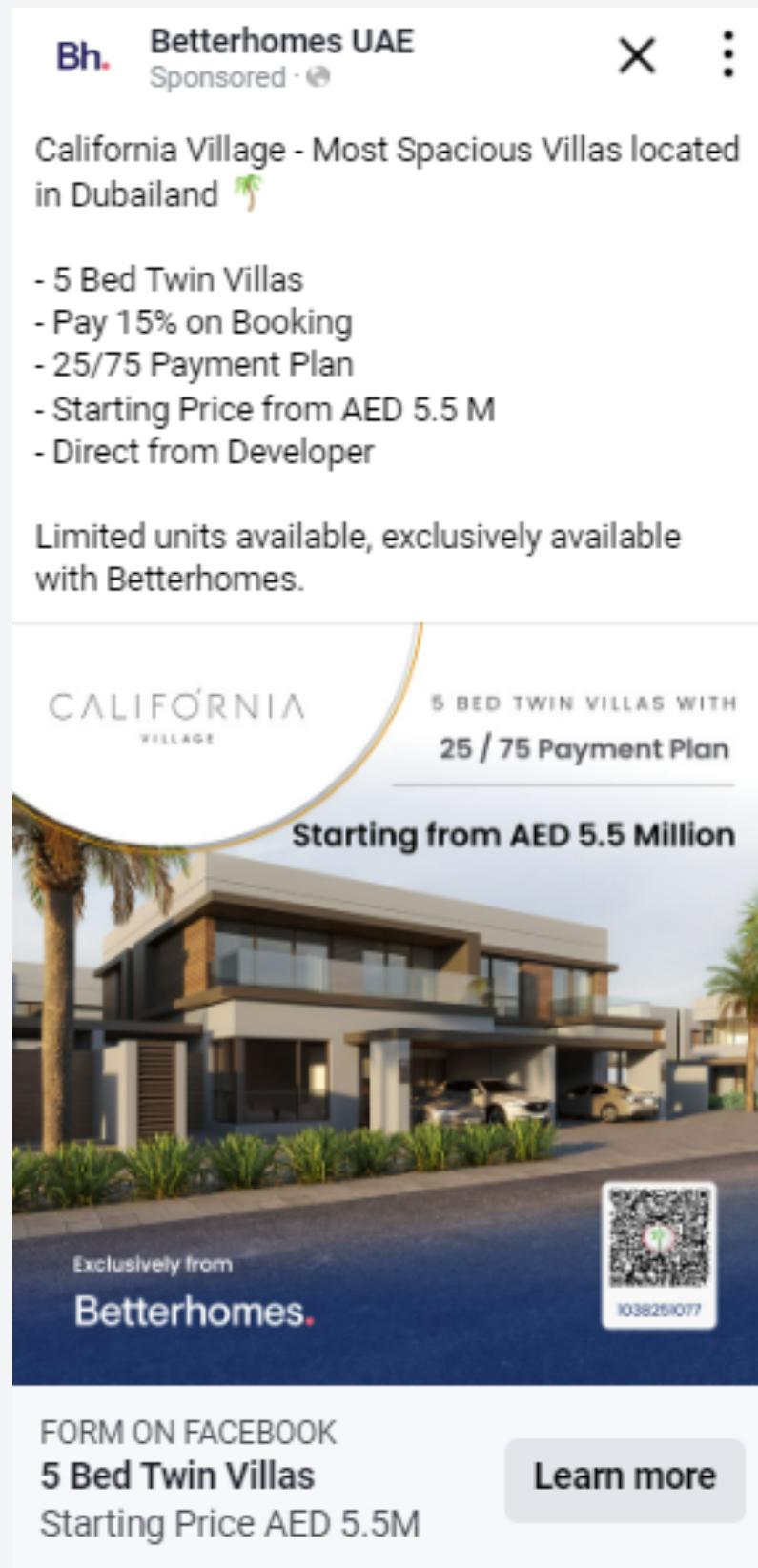
Revenue - Paid Ads			Leads - Paid Ads			Spend - Paid Ads		
	2022	2023		2022	2023		2022	2023
January	0	103,079		315	1918	▲	48,852	129,036
February	45,716	220,407	▲	319	1049	▲	58,048	86,981
March	717,580	328,000	▲	620	937	▲	62,137	102,551
April	34,617	120,516	▲	917	713	▼	84,853	83,842
May	142,677	327,986	▲	730	581	▼	75,530	91,045
June	143,058	254,876	▲	607	528	▼	76,479	60,930
July	486,758	2,856,062	▲	518	471	▼	72,716	53,977
August	638,975	213,082	▼	559	657	▲	79,599	90,852
September	241,920	841,229	▲	600	832	▲	79,521	226,435
October	302,506	933,277	▲	406	609	▲	77,108	146,032
November	183,600	1,138,703	▲	1,237	549	▼	170,265	121,423
December	95000	1,279,450	▲	970	876	▼	80,035	142,264
Total	3,032,407	8,616,667	▲	7,798	9,720	▲	962,326	1,335,368

Revenue - increase of **184%**

Leads - increase of **24.64%**

Spent - only increase **38.76%**

California Village Campaign



I spearheaded the exclusive project California Village and successfully run it by utilizing the digital strategy of Power Pair (Google Search Ads + Performance Max) and consistently hitting my metrics in Meta

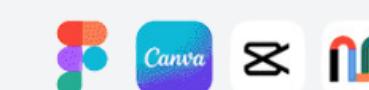
Campaign Numbers

- > 50 static images
- > 20 videos
- > 30 search ads
- > generated 1500+ conversions in Google Ads
- > generated 2601+ leads in Meta with 200 CPL
- > 2 landing pages / A/B Testing creatives

Media used



Tools & Apps



Different Ad Creatives: For A/B Testing Strategy Every 2 weeks



California Village Campaign Dashboard

Campaigns

1 selected | Ad sets | 1 selected | Ads | 1 selected

+ Create | Duplicate | Edit | A/B test | More | Columns: Performance | Breakdown | Reports | Export

Off / On	Campaign	Delivery	Bid strategy	Budget	Att. sec	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Off	OFF-California- New campaign 2023 - UAE & GCC	Off	Highest volume	950.00 Daily	7...	1,305 Facebook leads	592,285	3,280,948	194.37 Per On-Facebook Le...	253,655.33 Total	Ongoing
Off	OFF-California Village - New campaign 2023 with price_EUR	Off	Highest volume	1,000.00 Daily	7...	— On-Facebook Lead	—	—	— Per On-Facebook Le...	0.00 Total	Ongoing
Off	OFF-California- New campaign 2023 - UAE & GCC 2	Off	Highest volume	500.00 Daily	7...	1,296 Facebook leads	315,252	2,821,312	206.62 Per On-Facebook Le...	267,784.78 Total	Ongoing
Off	OFF-California Village-Phase2-2022	Off	Using ad set bid strategy	Using ad set budget	7...	— On-Facebook Lead	—	—	— Per On-Facebook Le...	0.00 Total	Ongoing
Off	OFF-California-Village-2022	Off	Using ad set bid strategy	Using ad set budget	7...	— On-Facebook Lead	—	—	— Per On-Facebook Le...	0.00 Total	Ongoing
Results from 5 campaigns				7...	Multiple conversions	710,555 Accounts Center acc...	6,102,260 Total	— Multiple conversions	— Total spent	521,440.11 Total spent	

Add filter

Search Segment Columns Reports Down

Ad sets

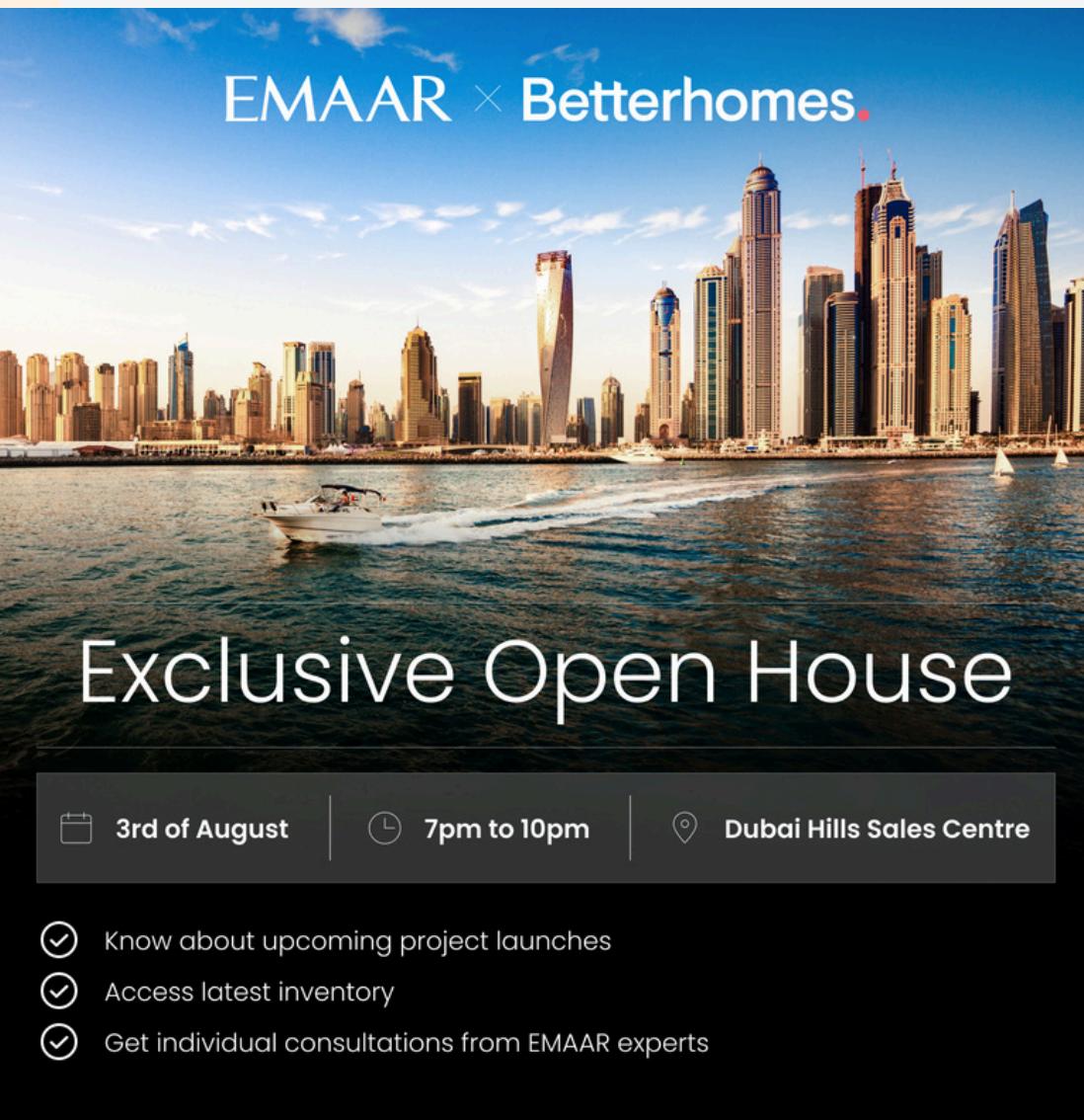
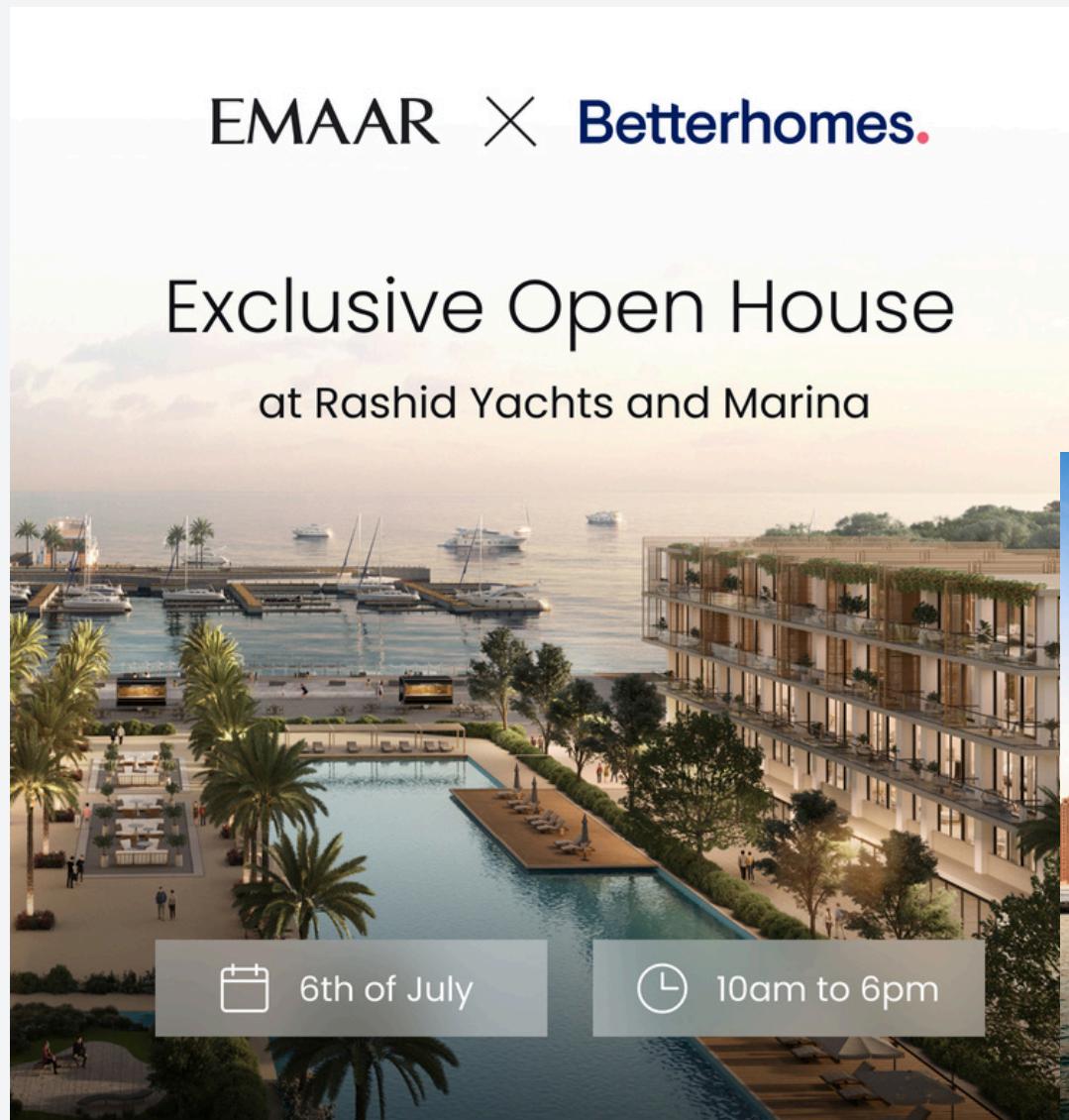
1 selected | Ads | 1 selected

+ Create | Duplicate | Edit | A/B test | More | Columns: Performance | Breakdown | Reports | Export

Campaign	Budget	Status	Campaign type	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.
OFF-California-Search	AED20.00/day	Paused	Search	AED699.06	168,452	18,116 clicks	10.75%	AED6.50	AED117,757.53	1,311.40	AED89.80
OFF-California-Performance Max	AED200.00/day	Paused	Performance Max	AED35.73	391,530	23,988 clicks, engagements, views	6.13%	AED0.58	AED13,990.89	130.50	AED107.21
OFF-Display-California-Phase1	AED25.00/day	Paused	Display	AED1.52	3,912,792	7,048 clicks	0.18%	AED0.84	AED5,935.46	63.97	AED92.79
OFF-Display-California-Phase1-AR	AED25.00/day	Paused	Display	AED1.28	3,813,553	8,232 clicks	0.22%	AED0.59	AED4,875.03	26.15	AED186.46
OFF-California-Video	AED250.00/day	Paused	Video	AED7.59	990,454	152,002 clicks, engagements, views	13.34%	AED0.06	AED7,516.65	11.30	AED665.13
OFF-California-Leads-Display-Jun23	AED25.00/day	Paused	Display	AED2.68	108,389	51 clicks	0.05%	AED5.70	AED290.45	1.00	AED290.45
Total: Campaigns in your current view				AED16.02	9,385,170	189,517 clicks, engagements, views	2.02%	AED0.79	AED150,366.00	1,544.31	AED97.37

Offplan Success

Open House



I launched an open house campaign from a top developer and with the aggressive campaign strategy we were able to generate:

- > 285 leads
- > CPL 322 AED
- > 4.98 ROI
- > Deals - 3
- > Lead to Deal Conversion 1.22%
- > Revenue AED 394.000
- > Amount Spent - Only 79,742 AED

I generated 4.98% ROI with development sales value of AED 394,000

Clearpoint by Emaar



I launched another successful offplan project campaign, and I was able to generate:

- > 514 leads
- > CPL 326 AED
- > 2.47 ROI
- > Deals - 5
- > Lead to Deal Conversion 0.97%
- > Revenue AED 414,000
- > Amount Spent - Only 167,000 AED

I generated **2.47% ROI** with development sales value of AED 167,000

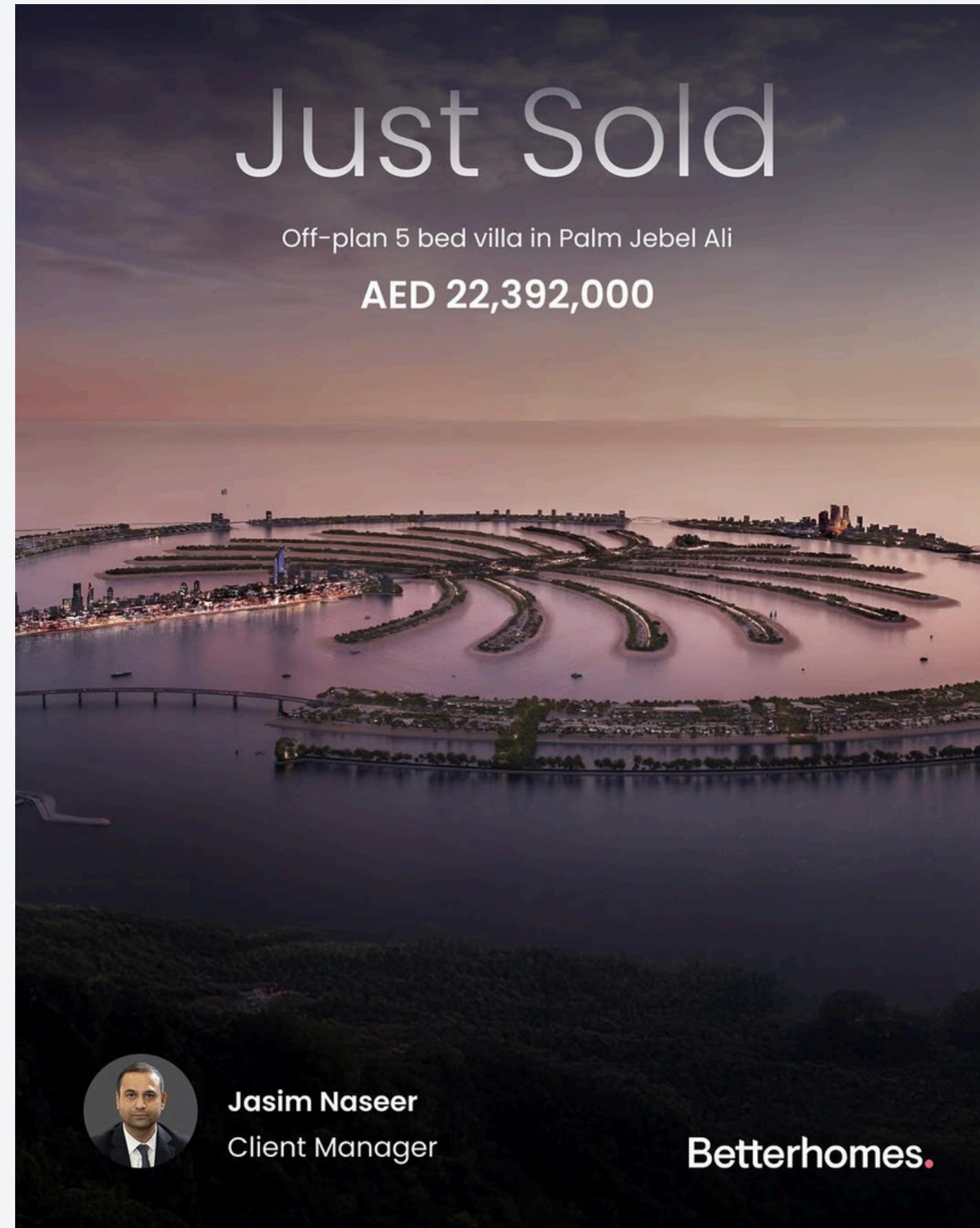
Nad Al Sheba



This is the highest successful offplan project campaign that I run, and I was able to generate:

- > 266 leads
- > CPL 214 AED
- > 5.92 ROI
- > Deals - 2
- > Lead to Deal Conversion 0.75%
- > Revenue AED 337,000
- > Amount Spent - Only 57K AED

I generated **5.92% ROI** with development sales value of AED 337,000



Just Sold

Off-plan 5 bed villa in Palm Jebel Ali

AED 22,392,000

 **Jasim Naseer**
Client Manager

Betterhomes.

We generated a marketing lead and after 3 months of establishing relationship with the client, the agent was able to sell 1 palm jebel ali with development sales value of AED 22M

- > 74 leads
- > CPL 757 AED
- > Deals - 1

Listing Campaigns

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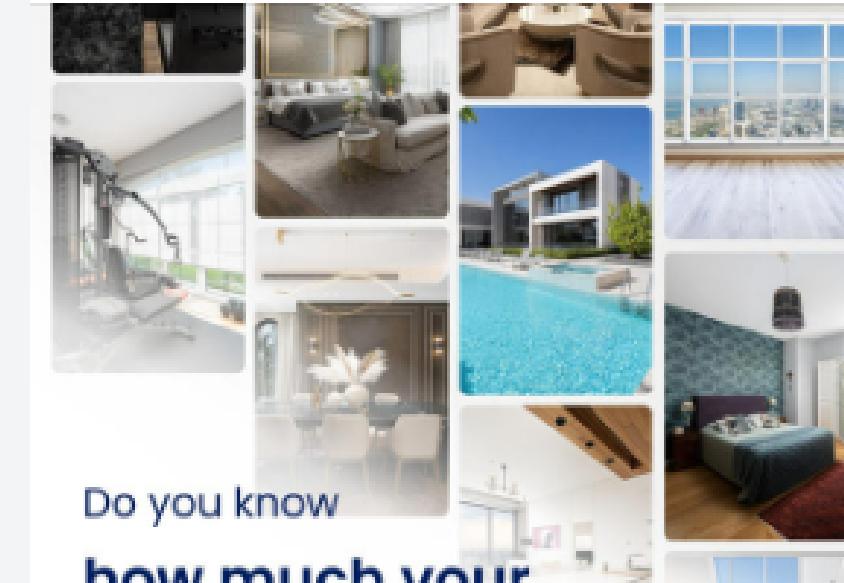
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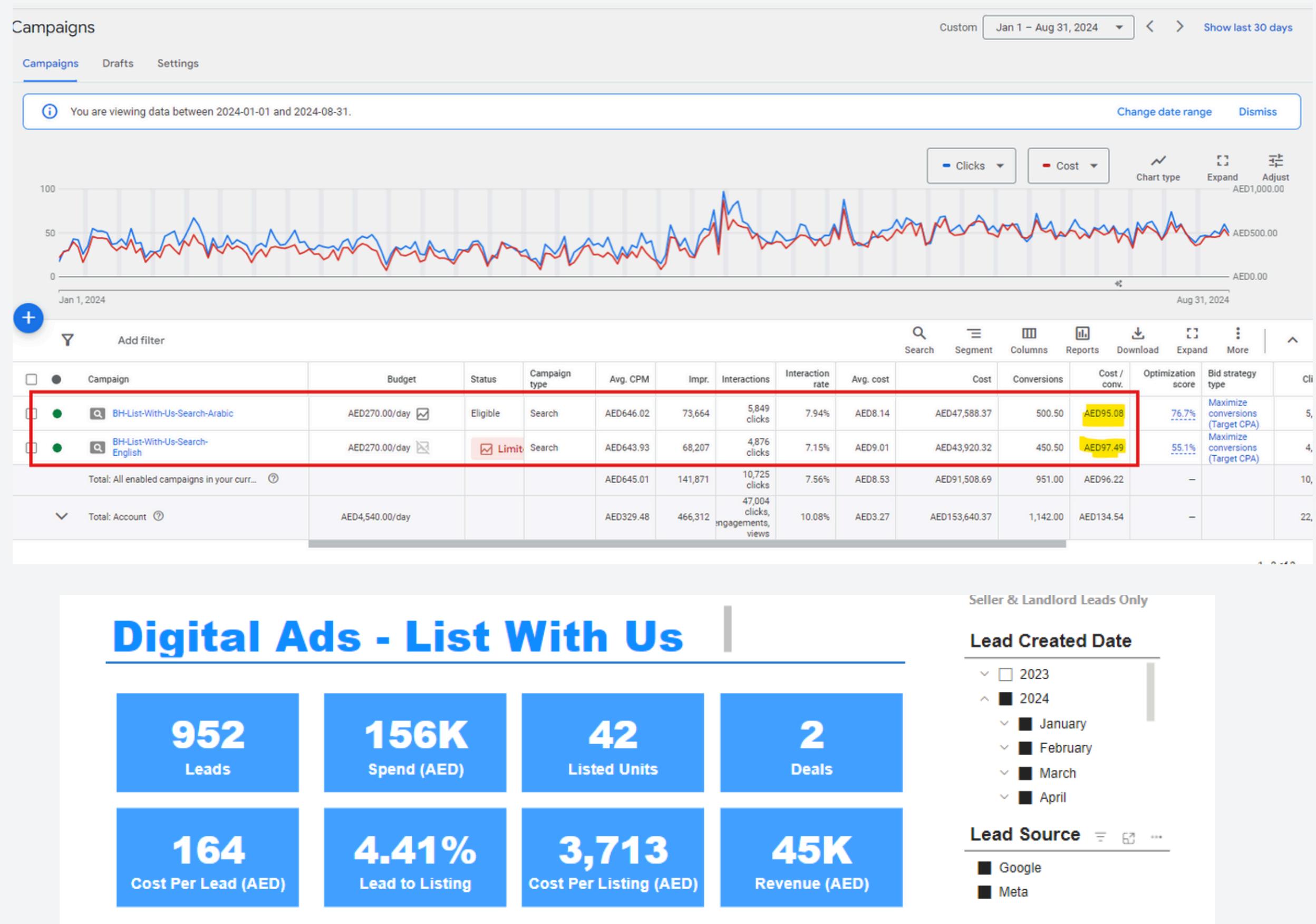
Bh.

Emaar Rising Stars - Betterhomes Q2 Rank 19



In the recent Emaar Broker Awards, we were considered as a Rising Star Q2 from 132th spot now we are in the 19th spot which is a massive jump for us and I contributed a lot since I handle all Emaar digital projects and campaigns.

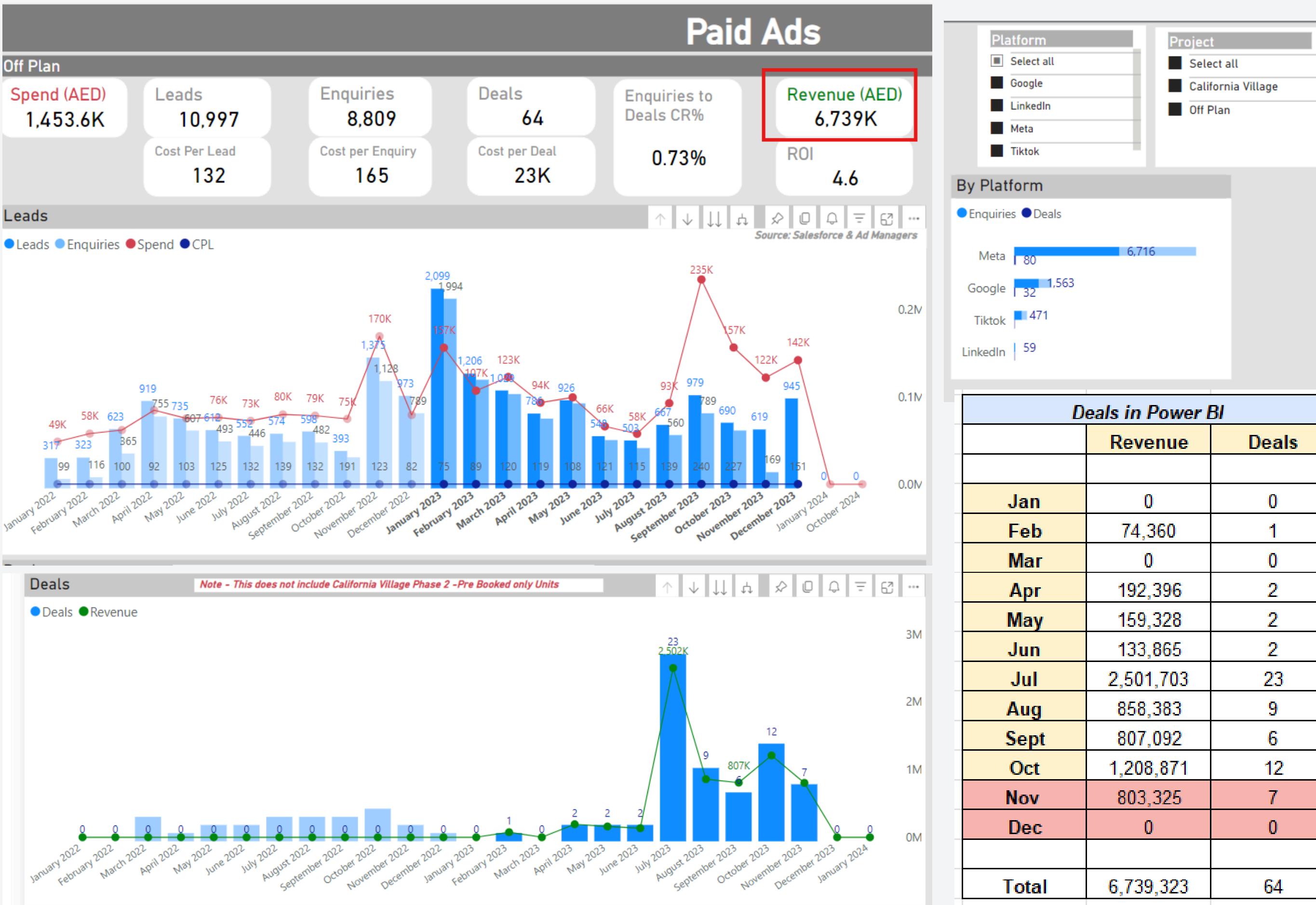
Listing Campaigns



For our seller listing campaigns from Jan 1 - Aug 31, I successfully and consistently minimized the cost/conv. below 100 as my goals are to run cost-effective campaigns.

We generated 952 leads with only 156k spent and listed a total of 42 units (not real-time) and sold 2 deals with realistic lead to listing rate of 4.41% generating a YTD revenue of 45k.

Marketing Analytics



Raw Results from Power BI
(we transitioned CRM from Salesforce and GoYzer CRM in mid November & December)

- Spent - 1.4 M
- Deals - 64
- Leads - 10,997
- Enquiries - 8,809
- CPL - AED 132.18
- Cost Per Deal - 23K
- CVR - 0.63%
- ROI - 4.6%
- Revenue - 6,739,323

Marketing Analytics

Digital Ads - Off Plan

6,409 Leads	1,994K Spend (AED)	23 Deals	2,358K Revenue (AED)
311 Cost Per Lead (AED)	87K Cost Per Deal (AED)	0.36% Lead to Deal	1.18 ROI

Summary

Lead Source	Leads	Spend	CostPerLead	Deals	TotalCommission	LeadtoDeal%	CostPerDeal	AvgDealValue	ROI
Meta	6,271	1,942,899	310	23	2,358,260	0.37%	84,474	102,533	1.21
Google	135	47,106	349	0	0	0.00%	0	0	0.00
LinkedIn	3	3,940	1,313	0	0	0.00%	0	0	0.00
Tiktok	0	320	0	0	0	0.00%	0	0	0.00
Total	6,409	1,994,265	311	23	2,358,260	0.36%	86,707	102,533	1.18

	2024	Leads	Spent	Deals	Revenue	CPL	Cost Per Deal	Lead to Deal CVR	ROI	ROI Percentage	Ave. Deal Value
January	709	137,918	2	258,680	195	68,959	0.28%	1.88	187.56%	129,340	
Feb	902	292,379	4	377,406	324	73,095	0.44%	1.29	129.08%	94,352	
Mar	1088	309,097	7	874,310	284	44,157	0.64%	2.83	282.86%	124,901	
Apr	769	233,417	1	124,996	304	233,417	0.13%	0.54	53.55%	124,996	
May	795	283,532	3	165,630	355	94,177	0.40%	0.6	58.42%	55,210	
Jun	767	246,015	2	259,954	322	124,384	0.26%	1.06	105.67%	129,977	
Jul	700	227,785	3	162,928	325	75,928	0.43%	0.72	71.53%	54,309	
Aug	588	202,833	1	134,356	345	202,883	0.17%	0.66	66.24%	134,356	
Sep	89	58299	0	0	655	0	0	0	0	0	
Total	6318					917,000				102,533	
		6318	1,991,275	23	2,358,260	315.17	39,869.57	0.36%	1.18	118.43%	102,533

qCPL - 587.75

Leads - 3393

Irrelevant - 3016

YTD, we generated a total of a total of 6316 leads with CPL of 306.04 and a qCPL of 1020.04

We already have 23 deals generating a revenue of AED 2.3M from AED 1.9M spent (AED 426,284)

YTD we currently have 1.18 ROI from digital campaigns

Campaign

Search

- 48 Parkside
- Acres / Oasis / Sobha Reserve Carousel
- Arabian Ranches / The Valley
- Arabian Ranches III
- Bayz 101 by Danube
- Best Villas in Dubai
- California Village
- Central Park
- Clearpoint by Emaar
- Damac Lagoon Views

Lead Created Date

- 2023
- 2024
- January
- February
- March
- April
- May
- June

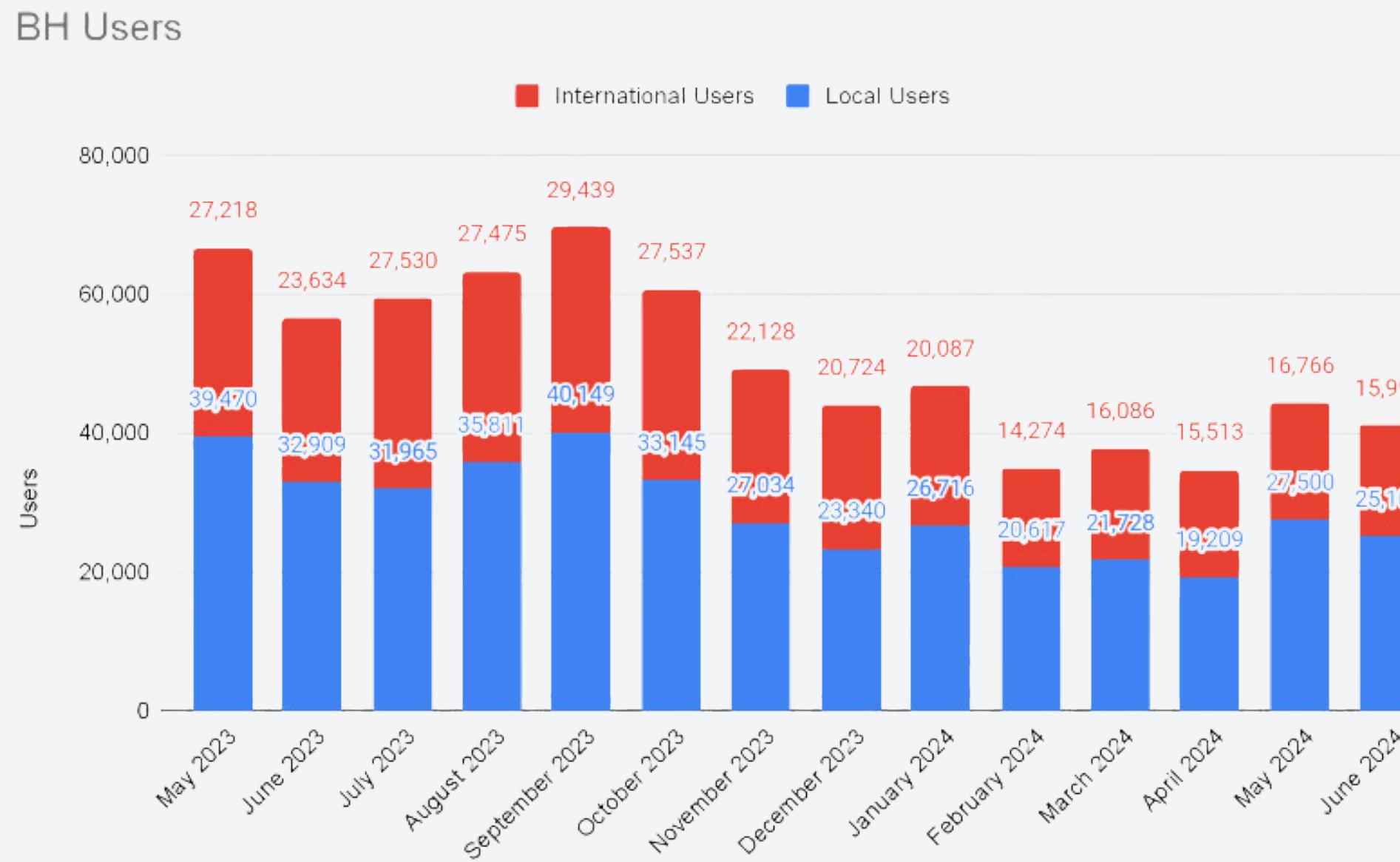
Lead Source

- Google
- LinkedIn
- Meta
- Tiktok

Offplan 2024 YTD

Campaign Results (Power BI & Manual Reports)

SEO - 2024 Performance

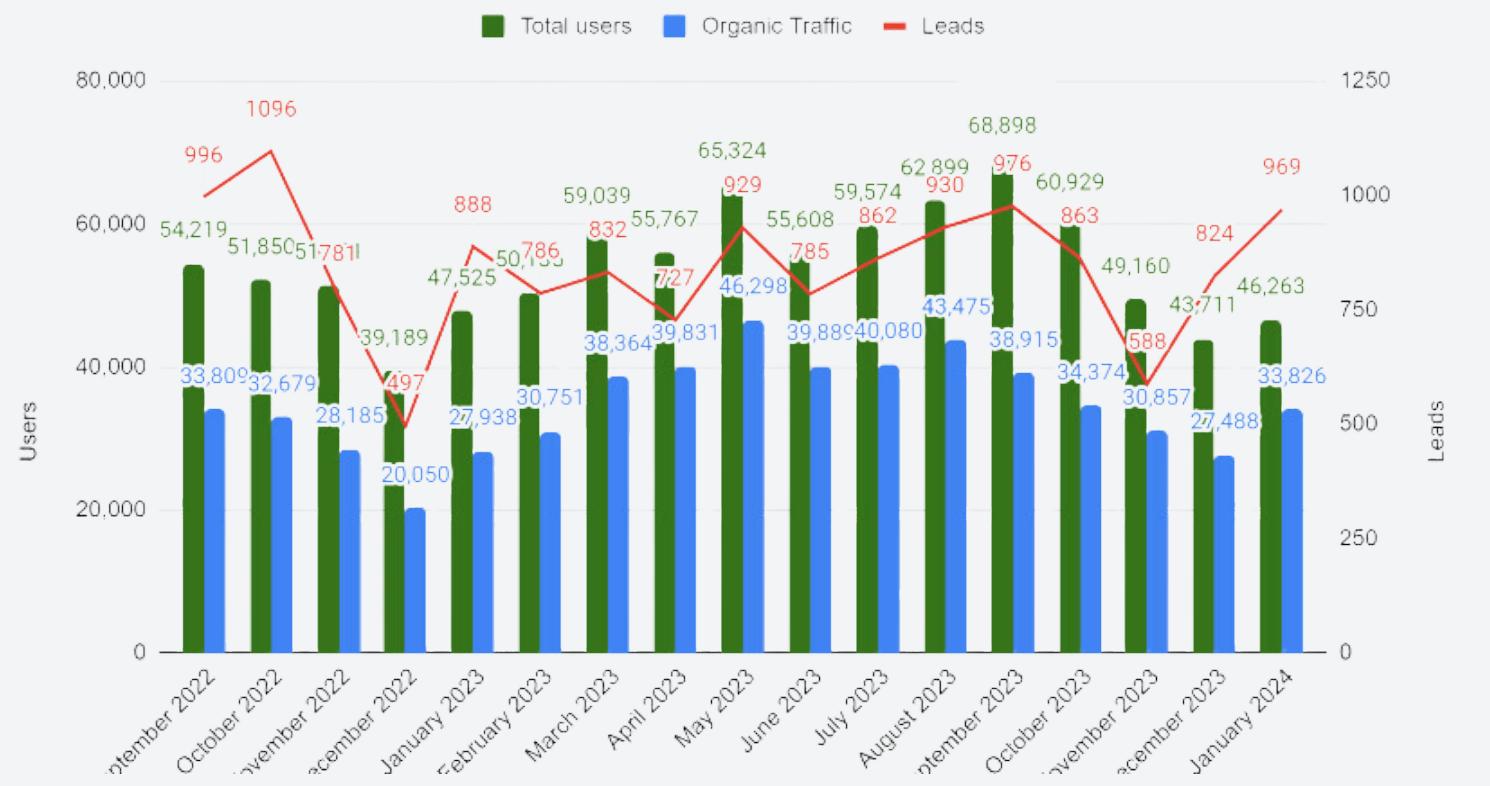


Overall Monthly Website Traffic			
Year	Months	International	Local
2023	May	27,218	39,470
	Jun	23,634	32,909
	Jul	27,530	31,965
	Aug	27,475	35,811
	Sept	29,439	40,149
	Oct	27,537	33,145
	Nov	22,128	27,034
	Dec	20,724	23,340
	Jan	20,087	26,716
	Feb	14,274	20,617
	Mar	16,086	21,728
	Apr	15,513	19,209
2024	May	16,766	27,500
	Jun	15,993	25,108

- 0-> I consistently increased our website leads (MoM) this 2024 by driving organic traffic in our website
- > I've also consistently maintained an increase of total users in Q1 and slightly in Q2.
- > I've maintained a consistent 6% ranking visibility
- > In Q2 and Q3, I maintained the company site avg. position ranking at 6%

SEO - January 2024

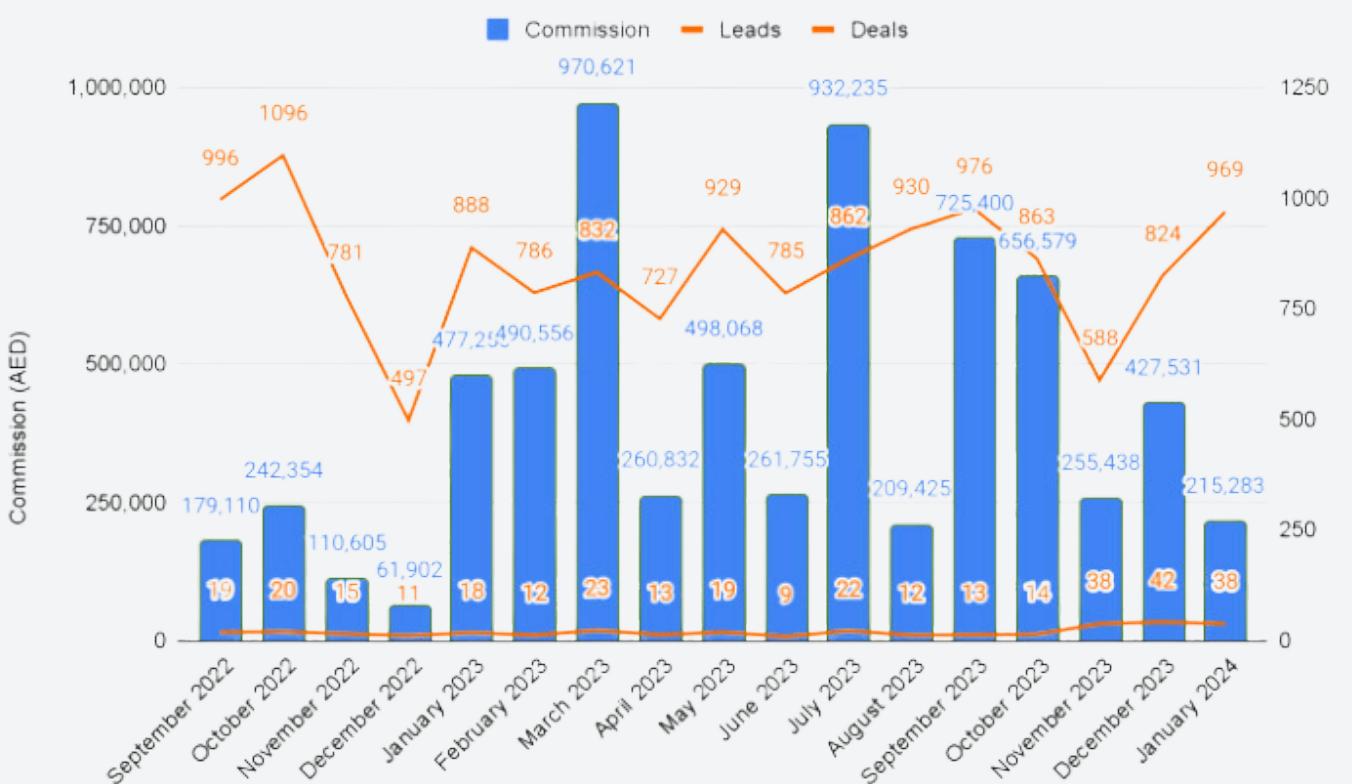
BH Website Traffic & Leads



The monthly total users of the website have increased to 46,263. (5.84%)

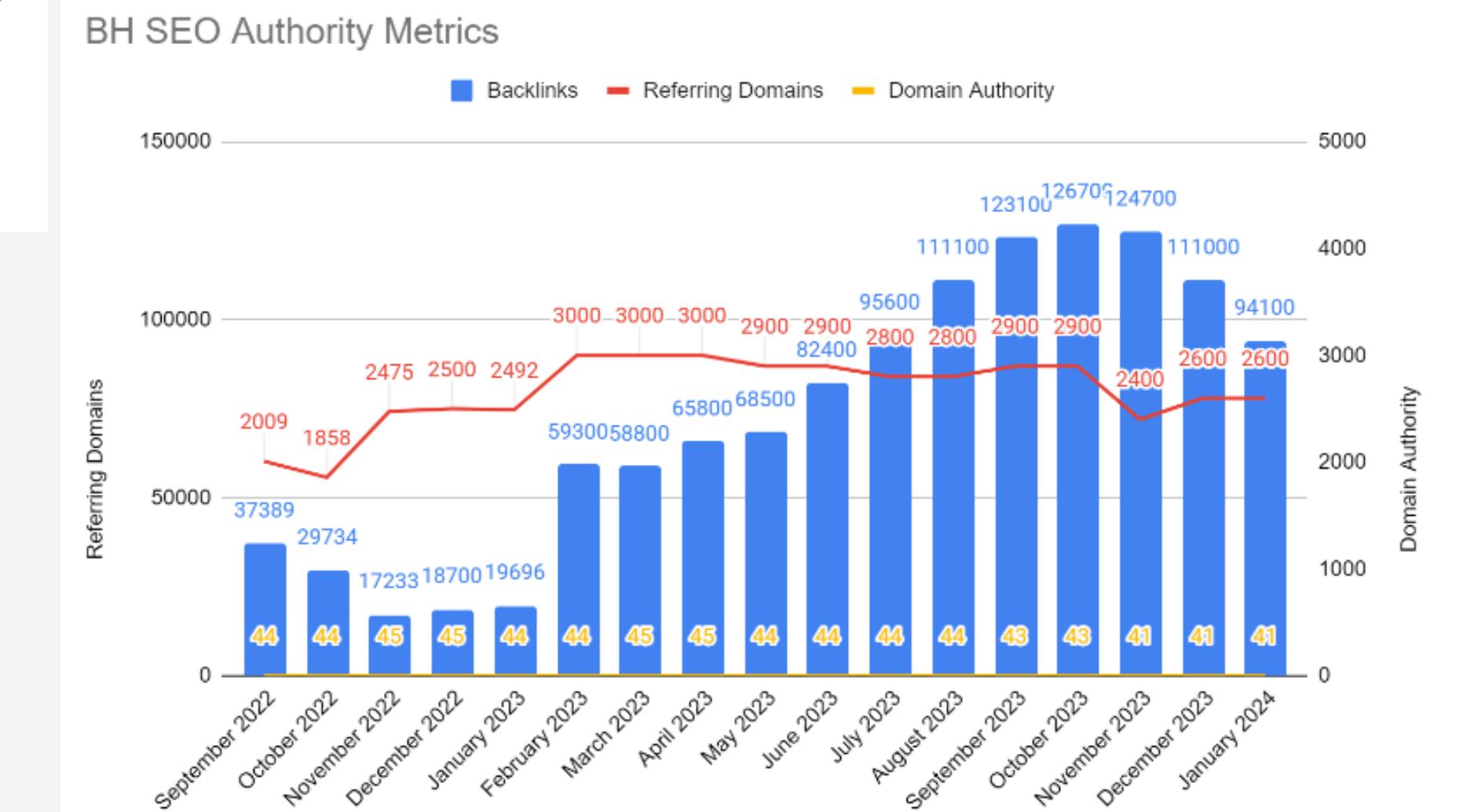
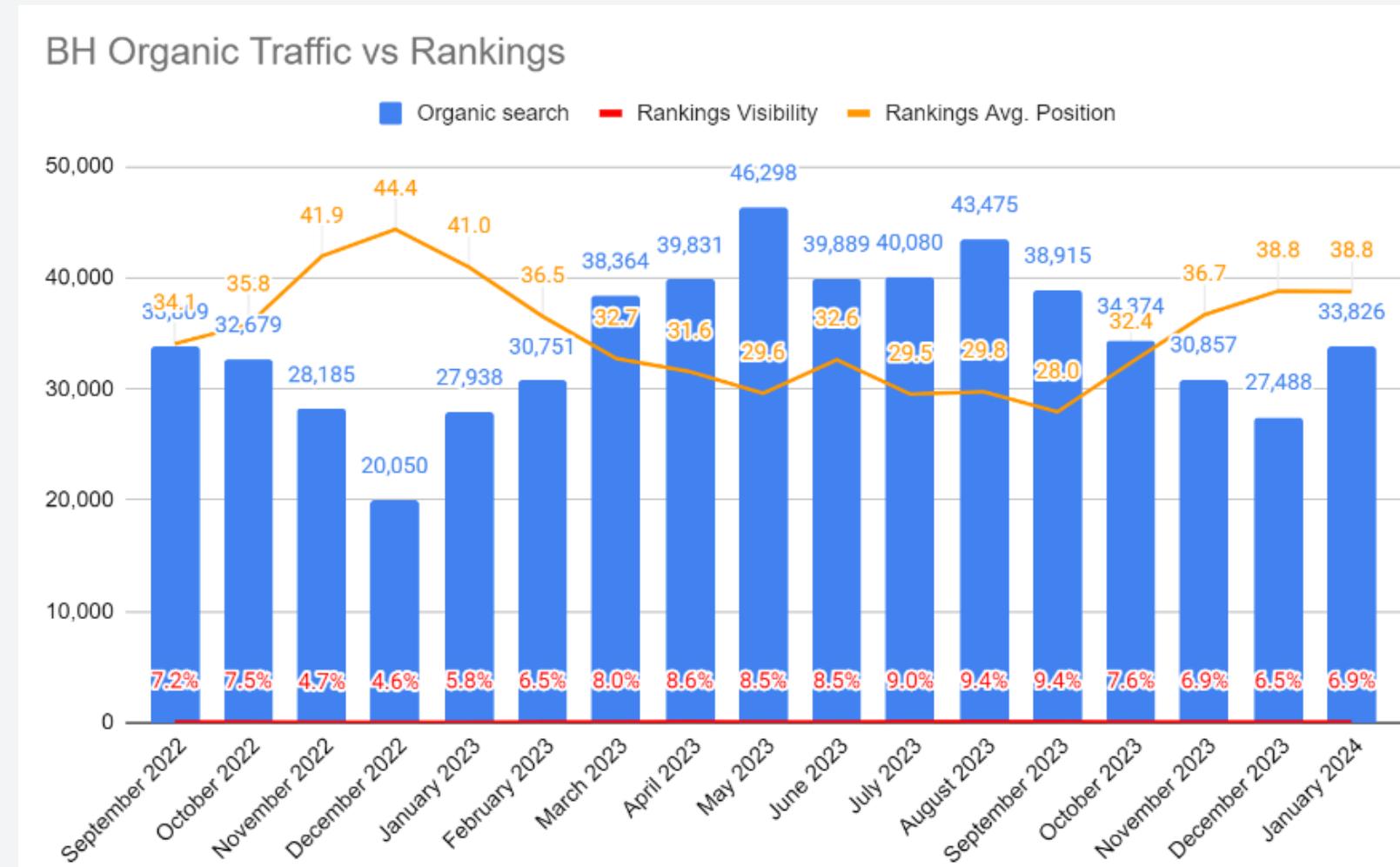
Organic traffic has increased to 33,828. (23.06%)

BH Website Sales Performance



I have observed an increase in website leads (969) as compared to the previous month (824).

SEO - Organic Traffic VS Rankings & Authority Metrics



Landing Pages

Betterhomes.

Exclusive Opportunity To Invest In Dubai

Sat, 6th & Sun, 7th July
10:00 AM - 6:00 PM
Park Hyatt, Zurich

Dubai is a highly sought-after destination for real estate investors, with off-plan property investments attracting significant interest from buyers both locally and internationally.

Please book your slot by using the form below

Full name
Email
Phone number
Preferred Contact Method
Preferred Timeslot
Register your interest

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Location

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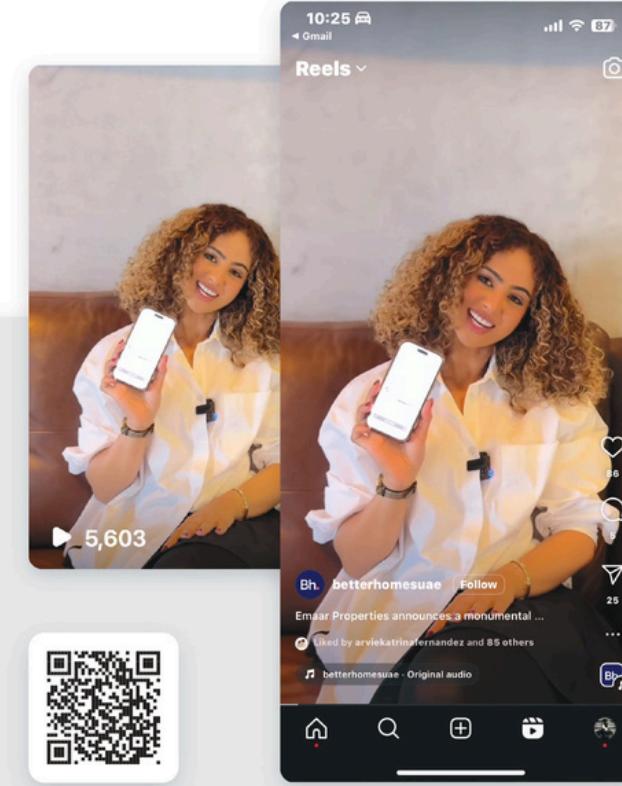
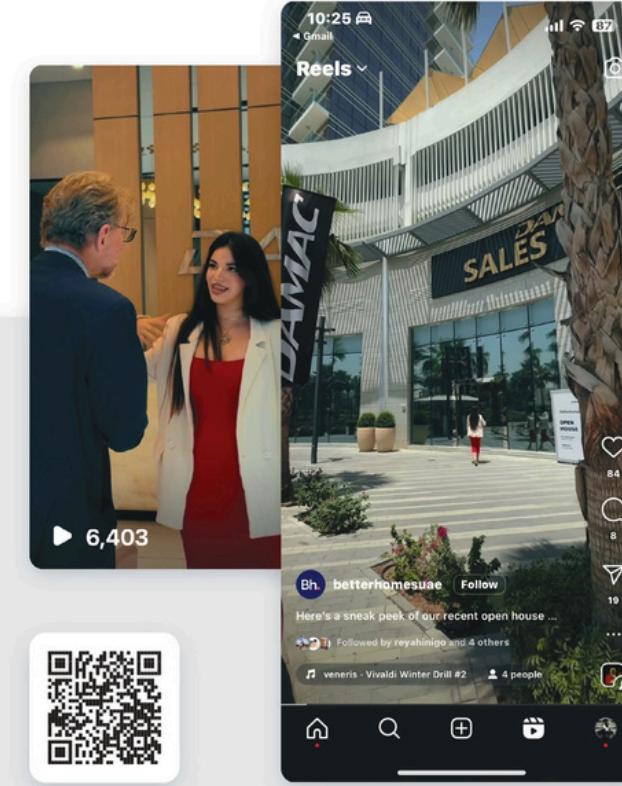
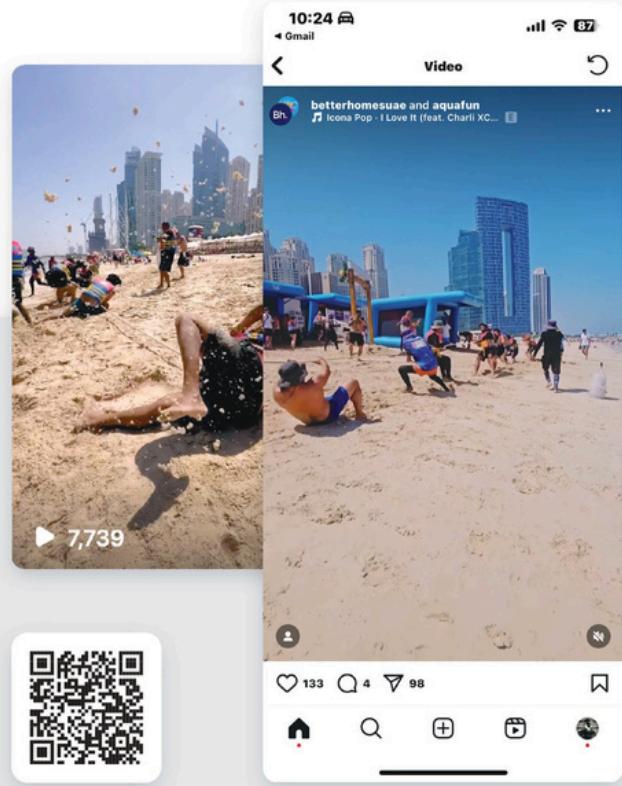
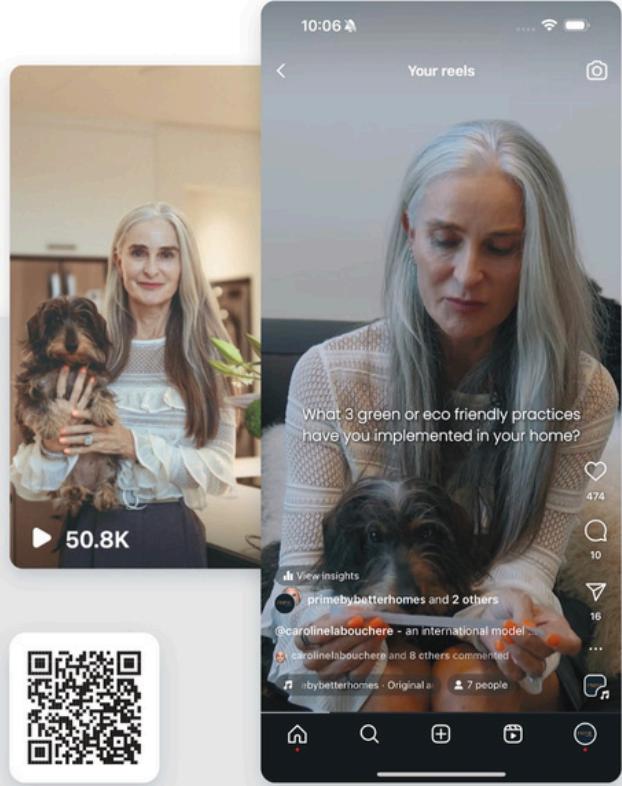
These are the list of landing pages that I created in Unbounce to be used in digital and paid ads campaigns.

<https://promo.bhomes.com/emaar-collection/>
<https://promo.bhomes.com/the-acres-meraas/>
<https://promo.bhomes.com/list-your-property/>
<https://promo.bhomes.com/property-snagging/>
<https://promo.bhomes.com/ar/list-your-property/>
<https://promo.bhomes.com/emaar-open-house/>

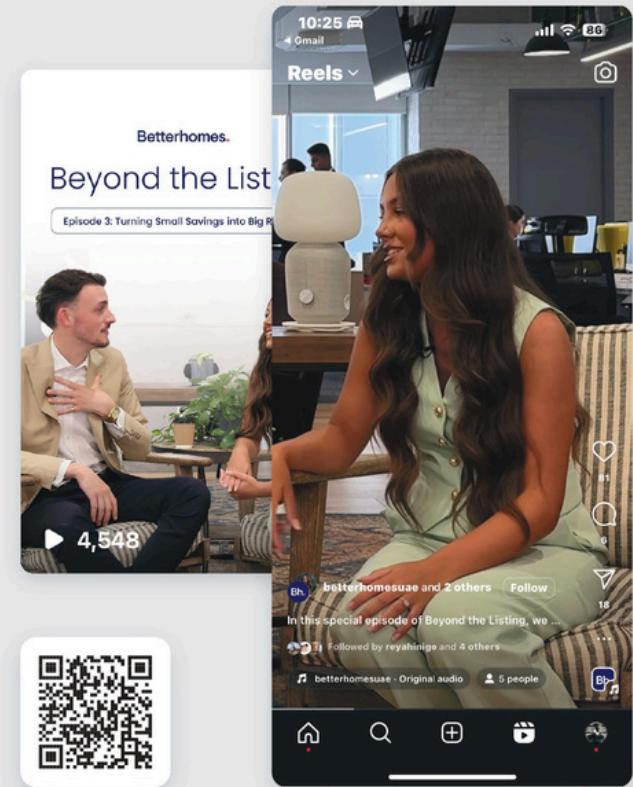
<https://promo.bhomes.com/the-arthouse-saadiyat-grove/>
<https://promo.bhomes.com/emaar-oasis-mirage/>
<https://promo.bhomes.com/zurich-roadshow/>

Social Media Posts

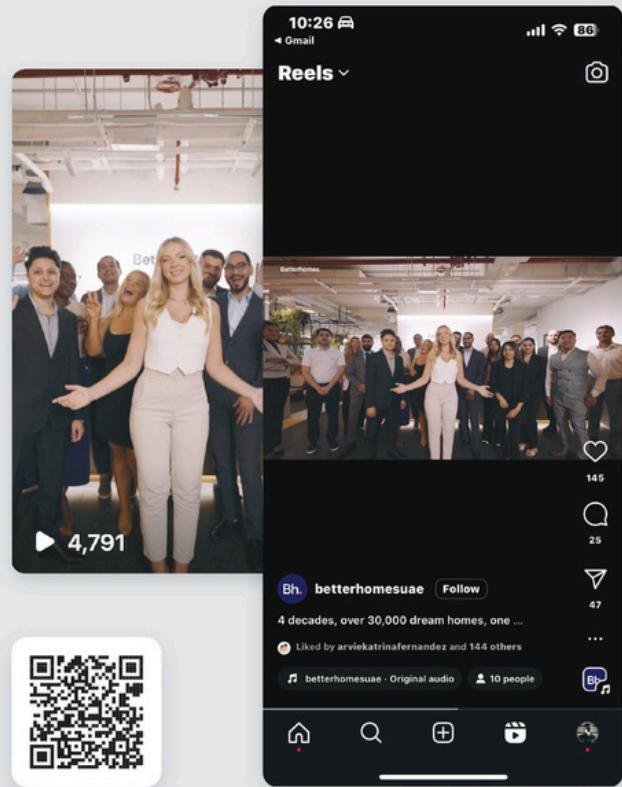
Top 50 Judge Prime



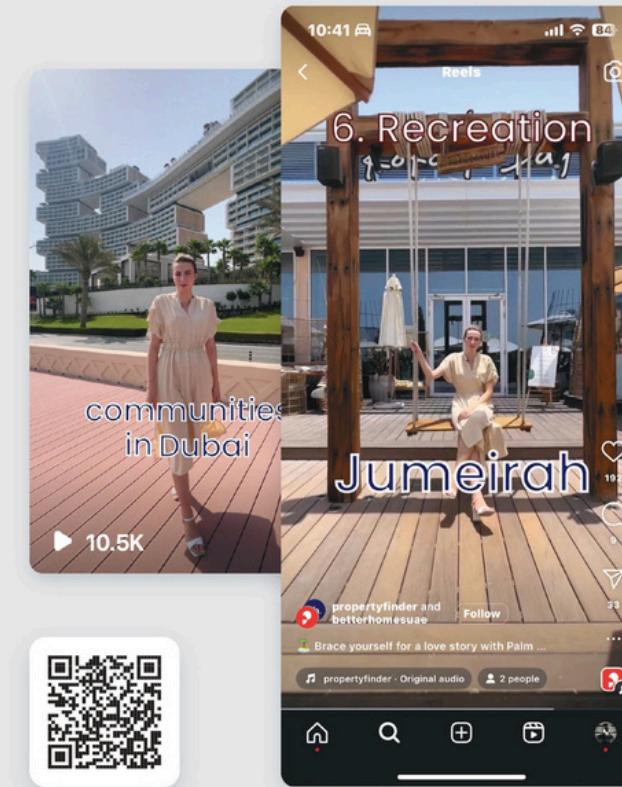
Beyond the Listing



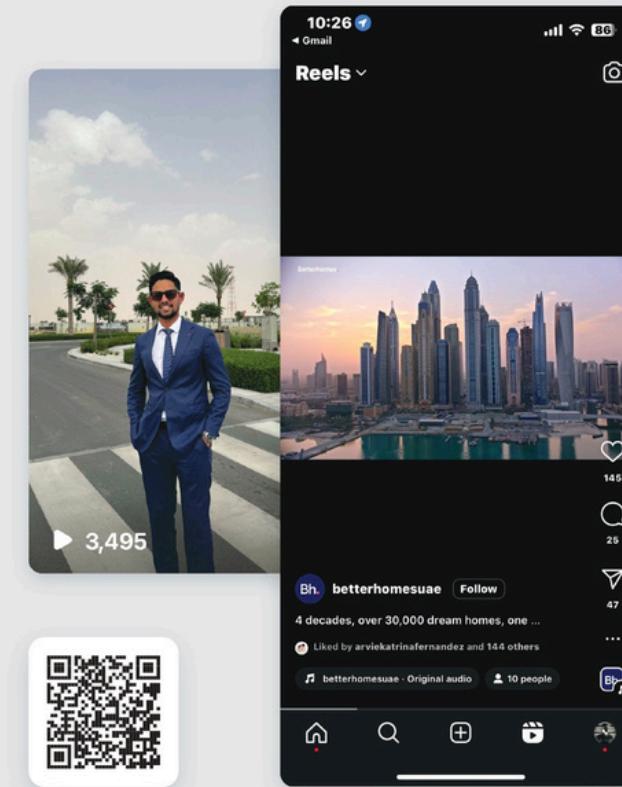
About Us



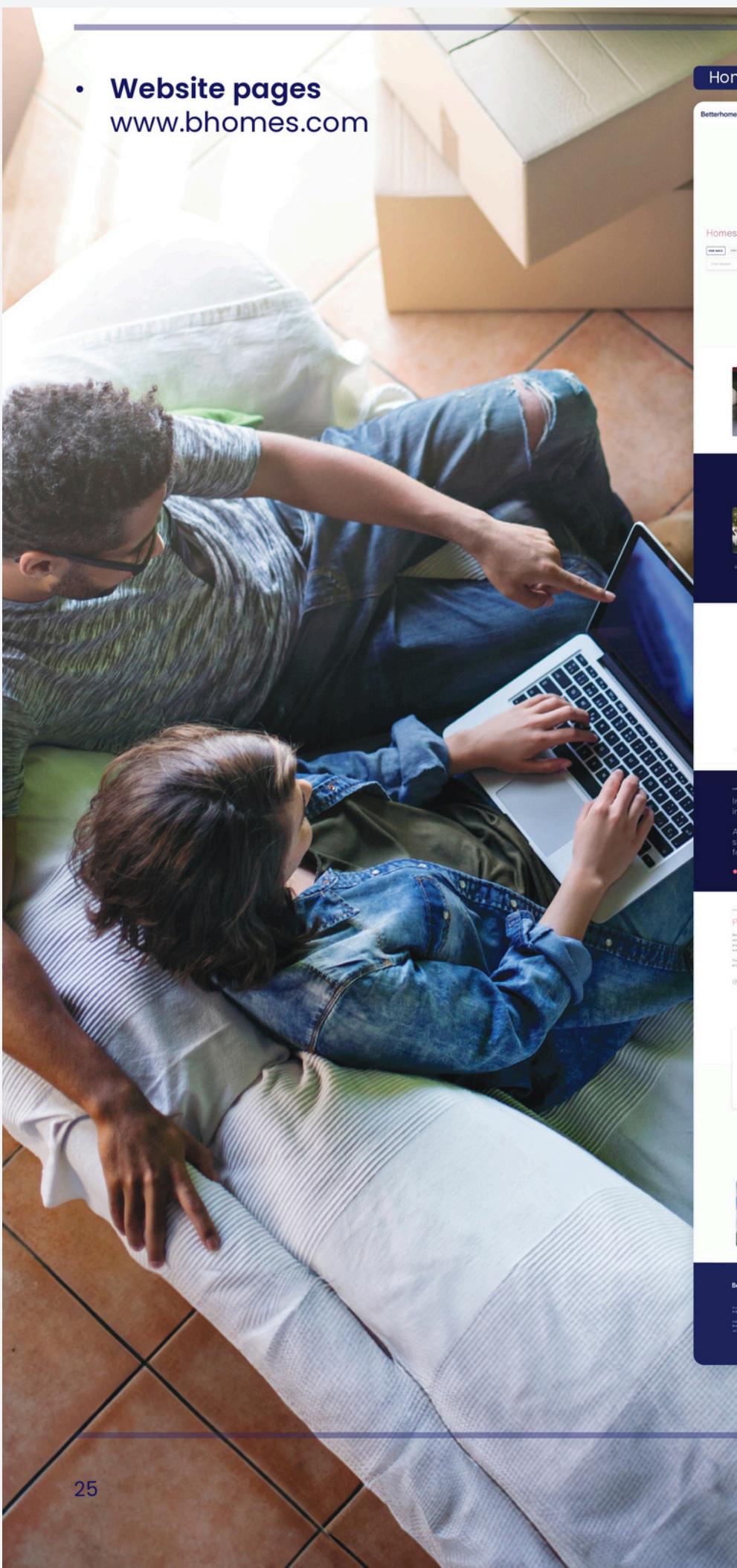
Community Video



Community Video Off-Plan



- **Website pages**
www.bhomes.com



The image is a vertical collage of various screenshots and sections from the Betterhomes website. At the top left is a dark blue header bar with the word 'Home'. To its right is a light blue header bar with navigation links: 'About Us', 'Properties', 'Commercial', 'Off-Paper', 'Search', 'Services', 'Insights', and 'Log In / Sign Up'. A QR code is located in the top right corner. The main content area contains several images: a grid of nine property photos (interiors and exteriors), a photo of a woman sitting on a wooden bench outdoors, a photo of two people working on a laptop, a photo of a city skyline, and a photo of a person holding a smartphone displaying a map. Below these are sections for 'Sell with Betterhomes.' (with icons for agents, associates, and insights), a testimonial from a client, and a section for career opportunities. Further down are sections for 'Property Management made easy' (with a sign-up form) and 'Find your inspiration with Betterhomes' (with a grid of cityscapes). The bottom of the page features a footer with links to 'Explore', 'Properties', 'Services', 'Insights', and 'Betterhomes' along with their respective sub-links.

Real Estate Companies & Accounts Previously Supported



Cencorp Group of Companies

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octopus

PetHaus.com

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hub

Organizations



Affiliated with Growth Account Managers from Meta & Google

Real Estate Marketing Leaders in UAE (Founding Member & Volunteer)

The End

**Let's work
together**



dennisjosephbug.os@gmail.com



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