

CASE STUDY

Four Platforms, Eight+ Projects, One Real Estate Portfolio

Running Google Ads, Meta, Snapchat & TikTok in parallel for Mada Real Estate — Riyadh, Saudi Arabia

Mada, the developer names, and every figure and screenshot in this deck are real and shared with permission — pulled directly from Google Ads, Meta Ads Manager, Snapchat Ads, and TikTok Ads, Sep–Nov 2024.

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CONTEXT & ROLE

Mada Real Estate

A Riyadh-based real estate marketing and sales operation running paid acquisition for multiple developer projects at once — not a single-product client, but a full agency-style media buying seat.

Platforms

Google Ads, Meta Ads Manager, Snapchat Ads, and TikTok Ads — all four run simultaneously, not sequentially.

Portfolio

8+ live developer projects at once: villas, under-construction towers, and mixed-use developments across Riyadh, Jeddah, Dammam and the Gulf.

My Role

Sole media buyer across all four platforms — campaign structure, budget allocation, and creative rotation for every project in the portfolio.

WHAT MADE THIS ACCOUNT DIFFERENT

Mada's in-house sales team was genuinely strong. That mattered more than it sounds: when sales flagged that lead quality on a campaign felt off, I could trust the feedback and fix it immediately — instead of the more common dynamic, where a weak-closing sales team blames media buying for its own conversion problems. That trust is a big part of why the two flagship projects on the next slides sold out as fast as they did.

Eight projects, four platforms, running at once

Every row below is a real, separately managed campaign set — not a single account coasting on one product.

Al Khoyool	64 luxury villas, Riyadh — ready for handover	Meta
Ivory Tower	84 residential units, Riyadh — under construction	Google · Meta · Snapchat · TikTok
Yamama Tower / City Center	Mixed residential, Riyadh + Jeddah/Dammam	Google · Meta · Snapchat · TikTok
Binghatti (KSA)	Branded residential development	Meta
Alatra	Residential development, Riyadh	Meta · Snapchat
Riyadh Commercial	Commercial units, Riyadh	Snapchat
Alawaly Rise	Residential development, Riyadh	Snapchat · TikTok
rasf / fawasel	Residential developments, Riyadh	Snapchat · TikTok

64 villas. Sold out in one month.

Al Khoyool was a compound of 64 luxury villas in Riyadh, priced at roughly 3,000,000 SAR (~\$800,000) each — and, unlike most of the portfolio, ready for immediate handover rather than under construction.

Exclusive to Mada

Mada ran the campaign as the sole marketing partner on this project — full ownership of the funnel from ad click to sales handoff.

Ready inventory, not a promise

Buyers could see and move into a finished villa immediately. That single fact reshaped everything about how cheap and how fast the leads converted.

The result

All 64 villas sold within one month of the campaign's launch — a pace that surprised even the team running it.

64 villas · ~3,000,000 SAR each · Sold out in 1 month · Meta-exclusive

The cheapest leads in the portfolio

Ready-to-move inventory is a much easier sell than a rendering. That shows up directly in the cost per lead — the lowest of any project in this case study.

544 leads

On-Facebook leads generated

\$4.60

Cost per lead

\$2,499.91

Total Meta spend

176,229

Impressions delivered

Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent
is - al khoyool	ay click or ...	544 On-Facebook Leads	67,091	176,229	\$4.60 Per On-Facebook Leads	\$2,499.91
Results from 1 campaign	ay click or ...	544 On-Facebook Leads	67,091 Accounts Center acco...	176,229 Total	\$4.60 Per On-Facebook Leads	\$2,499.91 Total spent

Meta Ads Manager — “is - al khoyool” campaign, full account export

84 units. Sold out in two months — under construction.

Ivory Tower was a residential tower of 84 units in Riyadh, priced at roughly 2,000,000 SAR (~\$530,000) each. Unlike Al Khoyool, this was a harder sell: buyers were committing to a unit that didn't exist yet.

Under construction

No finished unit to walk through — the campaign had to sell a floor plan and a delivery date, which is consistently harder and pricier per lead.

Run across all four platforms

Unlike Al Khoyool, Ivory Tower ran on Google, Meta, Snapchat, and TikTok at once — giving a direct read on which platform handles pre-construction inventory best.

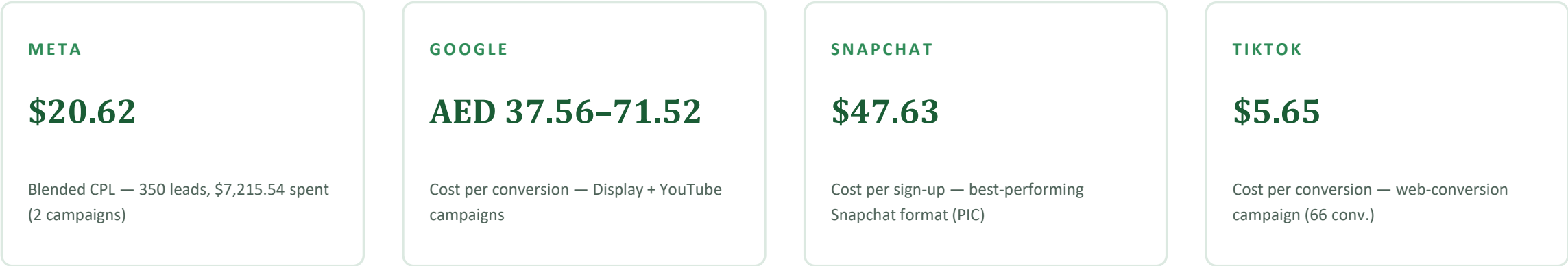
The result

Despite the harder sell and higher cost per lead, all 84 units sold within two months — still an aggressive pace for pre-construction inventory.

84 units · ~2,000,000 SAR each · Sold out in 2 months · Google + Meta + Snapchat + TikTok

Pre-construction costs more, on every platform

Cost per lead across Ivory Tower's campaigns, compared directly to Al Khoyool's \$4.60 — the gap is the clearest evidence of how much harder pre-construction inventory is to sell.



Why this still worked

A higher cost per lead isn't a failure signal on its own — it's the expected cost of selling something buyers can't yet see. What made Ivory Tower still sell out in two months was pairing that spend with Mada's sales team, who could handle the longer, more consultative conversation pre-construction buyers need.

Media buying only works if sales can close

It's easy for a media buyer to take full credit when a project sells out fast — but Al Khoyool and Ivory Tower both sold out because of a partnership, not a campaign alone.

A trustworthy feedback loop

When Mada's sales team said a batch of leads felt off, I believed them and adjusted targeting or creative immediately — instead of assuming the complaint was cover for a weak close rate, which is the more common story in this industry.

Professional, not just present

Mada's sales team actually worked every lead with real follow-up discipline. That meant the CPL numbers on these slides reflect real buyer interest — not leads that arrived qualified and then went nowhere.

Why it matters for how I work: I don't treat a sales team's feedback as noise to argue with — I treat it as a signal to test against the data, fast.

Search & YouTube across the whole account

Google Ads ran Display, Search, and YouTube campaigns across Ivory Tower, Yamama, and more — all tracked to on-site and phone-call lead actions.

AED 85,047.89

Total account spend

1,841 conversions

Across all campaigns

AED 46.19

Blended cost per conversion

Add filter													Search	Segment	Columns	Reports	Download	Collapse	More	
☐  Campaign	Impressions	Avg. CPC	CTR	Cost	Results	↓ Con	Cost / conv.	Conv. rate	All conv.	Cost / all conv.	Optimization	Score								
Total: All but removed campaigns in your current view ⓘ	55	AED0.31	1.35%	AED85,047.89	Total conversions: 170,723.72	1,841.43	AED46.19	0.24%	74,028.00	AED0.49	—									
☐   EG Ivory Tower dis	00	AED0.40	0.82%	AED18,253.60	Submit lead forms (Website): 486.00 Contacts (Website): 672.46 Page views (Website): 35,746.98 Phone call leads (Call from Ads): 250.00	486.00	AED37.56	1.05%	37,179.44	AED0.49	—									
☐   EG Yamama dis 3 LD	91	AED0.29	0.95%	AED7,795.03	Submit lead forms (Website): 327.19 Contacts (Website): 240.00 Other (Website): 159.18 Page views (Website): 21,800.74 Phone call leads (Call from Ads): 114.83	327.19	AED23.82	1.23%	23,286.93	AED0.33	—									
☐   EG Ivory Tower Youtube	91	AED0.34	2.94%	AED18,166.11	Submit lead forms (Website): 254.00 Contacts (Website): 530.02 Page views (Website): 20,233.96 Phone call leads (Call from Ads): 398.01	254.00	AED71.52	0.14%	21,457.00	AED0.85	—									

One project, three cities

Yamama's Google campaigns were split by city — Riyadh, and a combined Dammam & Jeddah set — so budget could move toward whichever city was actually converting.

AED 3,274.01

Yamama (Riyadh) — 5.00 conversions

AED 1,732.01

Yamama (Dammam & Jeddah) — 3.07 conv.

AED 2,612.81

Yamama Display #2 — 25.67 conversions

Campaign	Impressions	Avg. CPC	CTR	Cost	Results	↓ Con	Cost / conv.
 EG Yamama dis 2	81	AED0.35	1.22%	AED2,612.81	Submit lead forms (Website): 25.67 Contacts (Website): 23.00 Other (Website): 58.83 Page views (Website): 2,362.36 Phone call leads (Call from Ads): 31.00	25.67	AED101.79
 EG Yamama (Riyadh)	18	AED0.21	2.42%	AED3,274.01	Other (Website): 2.00 Contacts (Website): 28.69 Page views (Website): 1,551.07 Phone call leads (Call from Ads): 65.43 Submit lead forms (Website): 7.00	5.00	AED654.80
 EG Yamama (Dammam & Jeddah)	71	AED0.17	2.49%	AED1,732.01	Contact (Website): 1.07 Page views (Website): 62.23 Phone call leads (Call from Ads): 47.00 Submit lead forms (Website): 3.00	3.07	AED564.37
Total: All but removed campaigns i...	9...	AED0.26	1.40%	AED51,669.62	Contacts (Website): 174.96 Other (Website): 2.00 Phone call leads (Call from Ads): 147.20 Submit lead forms (Website): 1,040.99 Contacts (Website): 1,296.04 Other (Website): 296.00 Page views (Website): 101,237.72 Phone call leads (Call from Ads): 840.80 Submit lead forms (Website): 10.01	1,169.43	AED44.18

Three developer brands, one ad account

Binghatti, Alatra, and Ivory Tower ran as fully separate campaigns inside the same Meta account — each with its own creative, budget, and lead-form setup.

\$808 – \$3,607

Spend range per campaign shown

21 – 411

On-Facebook leads per campaign

\$5.96 – \$38.50

Cost-per-lead range across projects

Off / On	Campaign	tribution ting	Results	Reach	Impressions	Cost per result	Amount spent
☒	Oct 24 - Binghatti KSA 2	ay click or ...	21 On-Facebook Leads	27,005	36,584	\$38.50 Per On-Facebook Leads	\$808.47
☒	Oct 24 - Ivory Tower VID KSA	ay click or ...	96 On-Facebook Leads	46,210	113,323	\$37.56 Per On-Facebook Leads	\$3,605.36
☒	Oct 24 - Ivory Tower PIC KSA	ay click or ...	254 On-Facebook Leads	69,715	218,536	\$14.20 Per On-Facebook Leads	\$3,606.84
☒	EG - Alatra VID	ay click or ...	229 On-Facebook Leads	46,475	99,438	\$10.68 Per On-Facebook Leads	\$2,445.83
☒	EG - Alatra Arts	ay click or ...	411 On-Facebook Leads	56,155	125,369	\$5.96 Per On-Facebook Leads	\$2,451.49
☐	Oct 24 -Binghatti Ghost KSA	ay click or ...	42 On-Facebook Leads	42,419	57,296	\$30.38 Per On-Facebook Leads	\$1,275.99

Eight campaigns, one project, one budget pool

Yamama Tower alone ran 8 parallel Meta campaigns split by city and format (video vs. image), letting budget shift toward whichever combination produced the cheapest leads.

1,035 leads

Total across 8 campaigns

\$23,584.38

Total Meta spend on Yamama Tower

\$22.79

Blended cost per lead

Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent
Sep 24 - Yamama Tower VID RYD 3	ay click or ...	155 On-Facebook Leads	87,989	188,225	\$27.13 Per On-Facebook Leads	\$4,205.21
Sep 24 - Yamama Tower RYD 3	ay click or ...	279 On-Facebook Leads	121,203	425,469	\$26.33 Per On-Facebook Leads	\$7,346.53
Sep 24 - Yamama Tower RYD 2	ay click or ...	272 On-Facebook Leads	86,923	273,121	\$12.90 Per On-Facebook Leads	\$3,507.69
Sep 24 - Yamama Tower VID RYD 2	ay click or ...	248 On-Facebook Leads	92,512	252,483	\$26.63 Per On-Facebook Leads	\$6,604.51
Sep 24 - Yamama Tower VID JD/DM	ay click or ...	16 On-Facebook Leads	18,983	28,321	\$45.19 Per On-Facebook Leads	\$723.02
Sep 24 - Yamama Tower JD/DM	ay click or ...	19 On-Facebook Leads	26,503	43,524	\$38.44 Per On-Facebook Leads	\$730.44
Sep 24 - Yamama Tower VID RYD	ay click or ...	12 On-Facebook Leads	8,401	12,380	\$19.38 Per On-Facebook Leads	\$232.52
Results from 8 campaigns	ay click or ...	1,035 On-Facebook Leads	249,990 Accounts Center acco...	1,239,058 Total	\$22.79 Per On-Facebook Leads	\$23,584.38 Total spent

Sign-up campaigns across four projects

Snapchat ran Ivory Tower, Alatra, Yamama City Center, and Riyadh Commercial side-by-side — with sign-ups as the tracked action instead of on-platform leads.

\$7.84

Alatra — cost per sign-up (best performer)

353 sign-ups

Alatra — total sign-ups

\$47.63

Ivory Tower PIC — cost per sign-up

☐	Name	Status	Delivery Status	Amount Spent	Result	Cost per Result
☐	Oct 24 - Ivory Tower VID KSA		Delivering ★ 1 Recommendation	\$4,201.05	10 Sign Ups	\$420.11 Cost per Sign Up
☐	Oct 24 - Ivory Tower PIC KSA		Delivering ★ 1 Recommendation	\$4,238.93	89 Sign Ups	\$47.63 Cost per Sign Up
☐	EG - Alatra		Delivering ★ 1 Recommendation	\$2,765.95	353 Sign Ups	\$7.84 Cost per Sign Up
☐	Sep 24 - Yamama City Center VID RYD 2		Not Delivering Campaign is inactive ★ 1 Recommendation	\$3,498.96	115 Sign Ups	\$30.43 Cost per Sign Up
☐	Sep 24- Riyadh Commercial KSA 3		Not Delivering Campaign is inactive ★ 1 Recommendation	\$2,654.72	52 Sign Ups	\$51.05 Cost per Sign Up
☐	Sep 24- Riyadh Commercial KSA 2		Not Delivering Campaign is inactive	\$518.43	12 Sign Ups	\$43.20 Cost per Sign Up
☐	Sep 24- Riyadh Commercial KSA		Not Delivering Campaign is inactive	\$587.97	4 Sign Ups	\$146.99 Cost per Sign Up

New projects enter the mix

By November, rasf and Alawaly Rise had joined the Snapchat portfolio — both landing well below the account's earlier cost-per-sign-up benchmarks.

\$3.73

rasf KSA — cost per sign-up, 547 sign-ups

\$7.22

Alawaly Rise — cost per sign-up, 548 sign-ups

1,211 sign-ups

Combined across both new campaigns

☐	Name	Status	Delivery Status	Amount Spent	Result	Cost per Result
☐	EG rasf KSA		Delivering ★ 1 Recommendation	\$2,040.84	547 Sign Ups	\$3.73 Cost per Sign Up
☐	EG - Alawaly Rise Riyadh new creatives		Delivering	\$3,955.58	548 Sign Ups	\$7.22 Cost per Sign Up
☐	EG - Alatra		Not Delivering Campaign is inactive	\$905.78	116 Sign Ups	\$7.81 Cost per Sign Up

The newest platform in the mix

TikTok was the smallest-budget platform in the portfolio — used to test whether Yamama's audience would respond to short-form video at a lower cost than the other three channels.

\$13.55

Yamama Tower RYD 3 — cost per conversion

70 conversions

Yamama Tower RYD 3

\$13.97

Blended cost per conversion, both campaigns

On/Off	Name	Cost	Conversions ↓	Cost per conversion
	Sep 24 - Yamama Tower RYD 3	948.56 USD	70	13.55 USD
	Sep 24 - Yamama City Center JD/DM	141.22 USD	8	17.65 USD
of 2 campaigns 		1,089.78 USD	78	13.97 USD

rasf and fawasel find the cheapest conversions

Once TikTok scaled past the initial Yamama test, rasf and fawasel emerged as the platform's most efficient projects — well below Alawaly Rise's early creative sets.

\$4.57

rasf Riyadh — cost per conversion, 295 conv.

\$6.46

fawasel Riyadh — cost per conversion, 256 conv.

\$12.21

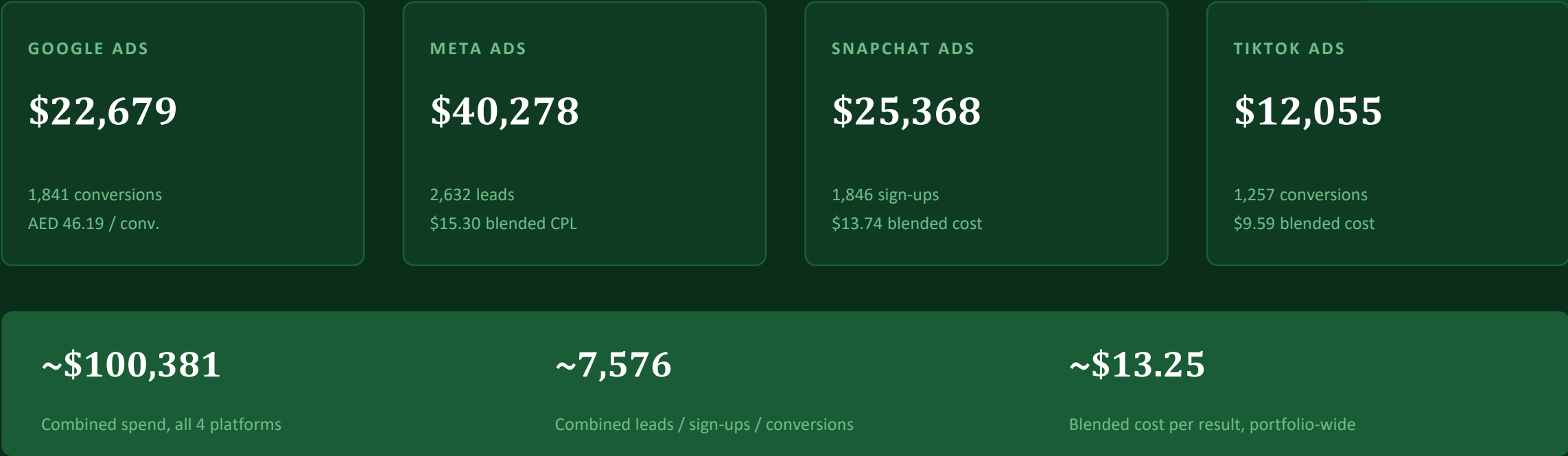
Alawaly Rise (new arts) — cost per conversion

On/Off	Name	s	Clicks (destination)	CTR (destination)	Cost	Conversions ↓	Cost per conversion
	EG Alawaly Rise Riyadh New arts 2	6	3,903	0.22%	3,942.28 USD	323	12.21 USD
	EG rasf Riyd	2	2,587	0.77%	1,347.70 USD	295	4.57 USD
	EG fawasel Riyd	3	2,475	0.55%	1,654.93 USD	256	6.46 USD
	EG Alawaly Rise Riyadh Old art wor...	3	1,848	0.26%	1,826.72 USD	153	11.94 USD
	EG Alawaly Rise Riyadh New art w...	5	1,488	0.21%	1,821.05 USD	86	21.18 USD
	Ivory Tower Web conv Arts	1	608	0.33%	372.81 USD	66	5.65 USD

COMBINED TOTALS — FROM THE EXPORTS SHOWN

Four platforms, one media buyer

These totals combine only the campaign exports shown in this deck — not a certified full-account figure, since each platform's data was pulled at a different snapshot in time.



Two of those projects — Al Khoyool and Ivory Tower — sold out completely. The rest of the portfolio was still active as of this export.

Range, not just results on one channel

Real multi-platform fluency

Ran Google, Meta, Snapchat, and TikTok simultaneously for the same portfolio — not sequentially, and not as a single-platform specialist.

Reading inventory type into strategy

Recognized why ready-to-move Al Khoyool needed a completely different cost expectation than pre-construction Ivory Tower, and set targets accordingly.

Managing a true multi-project account

Kept 8+ developer projects organized across four ad platforms at once, each with its own budget, creative, and geography.

Valuing the sales relationship

Treated sales-team feedback as a real signal to test against the data — not noise to dismiss — which is a big part of why both flagship projects sold out.

Omar Elattar

Turn your ad budget from a weak-return expense into a profit-driving investment.

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