

FDC
TAKING IT FORWARD

2026 Benchmark Report · United Arab Emirates

What B2B Leads Actually Cost in Dubai

The real price of a business lead in the UAE, what changes it, and how the best-run accounts end up paying a fraction of the rest.

A practical guide for founders selling to other businesses

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WHAT'S INSIDE

A straight answer to the question agencies dodge

You spend money on ads. Leads come in. The one thing nobody tells you plainly is whether the price you are paying is normal. This report fixes that, using real campaign data from UAE businesses.

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Where this data comes from. Every figure in this report is drawn from real Meta lead campaigns we ran for UAE businesses across four fields: company formation and consultancy, IT and cybersecurity, custom software and app development, and web development. The numbers reflect mid-sized businesses, not enterprise accounts.

01 · THE FIRST QUESTION

Is this normal? What should a lead actually cost?



You launch your first campaign. Money goes out the door. A few leads trickle in. The number on the screen says you paid a certain amount for each one, and the only thought in your head is simple: is that good or bad?

Here is the straight answer for the UAE. A typical business lead costs around **AED 75**. Some land lower, near AED 50. Some run higher, past AED 100. Where you fall depends on what you sell and how settled your account is, and the rest of this report walks through exactly why.

Two founders, same city

Picture two founders running the same budget in the same category. One pays AED 90 a lead and assumes that is just the cost of doing business in Dubai. The other pays AED 48. Same platform, same market. The gap is not luck. It is a handful of decisions, and by the end of this report you will know what they are.

Why the numbers you have heard are probably wrong

Before you trust any cost benchmark, including this one, you should know the three ways they get bent.

1. The agency's own cheap campaigns get mixed in

An agency runs ads for itself at a low cost, then quietly folds those into the client average so the headline looks better than what clients actually get.

2. Numbers get borrowed from cheaper countries

A figure from a low-cost market gets quoted as if it applies to the UAE. It is like quoting Karachi rent to someone moving to Dubai Marina.

3. The rough first months get hidden

Brand-new accounts always start expensive. Leave those weeks out of the average and the whole thing looks rosier than reality.

This is why the report you are reading keeps two things firmly apart: what we got for **real paying clients**, and what we manage on **our own** accounts. They are never blended into one flattering figure.

> **Why are B2B lead generation costs so inconsistent across agencies?**
>
> Because cost figures are often blended across markets, time periods, and the agency's own campaigns. A trustworthy benchmark separates client results from in-house results, names the market and the type of business, and includes the expensive early months rather than hiding them.

03 · THE BASICS, BRIEFLY

What B2B lead generation actually means here

Stripped of jargon, it is this: getting another business to raise its hand and say "tell me more," then turning that interest into a real conversation. In the UAE that hand-raise usually happens on Google or on Meta's platforms, Instagram and Facebook.

One distinction shapes everything about cost. Someone **searching** on Google already wants the thing. Someone **scrolling** past your ad does not, at least not yet. That single difference changes what a lead costs and how it behaves.



An example you will recognise

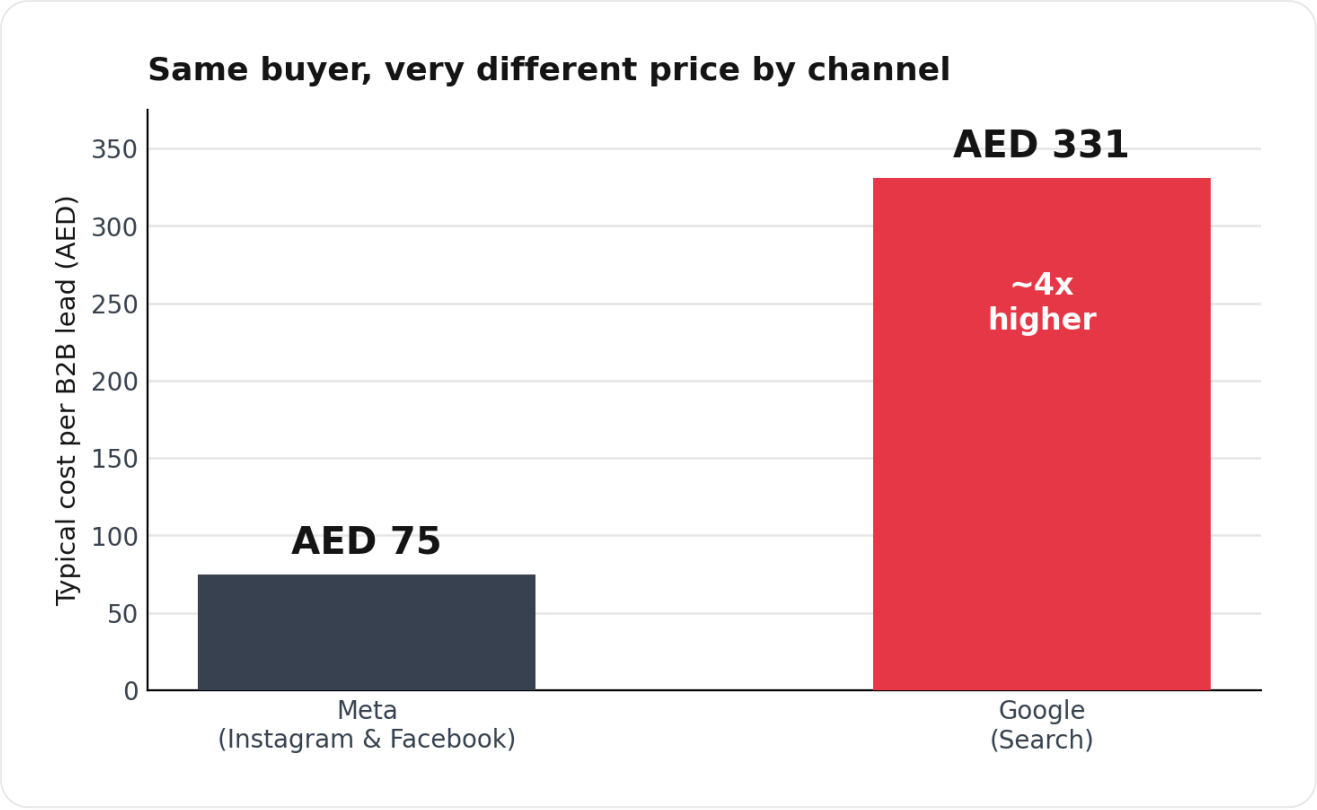
A facilities firm searching "office cleaning contract Dubai" is ready to talk today. A property developer scrolling past your ad at 9pm was not looking for you at all, but the right hook can still stop the thumb. Both can become leads. They simply cost differently and need handling differently once they arrive.

What is B2B lead generation?

B2B lead generation is the process of getting other businesses to express interest in what you sell, usually by filling in a form or starting a conversation, so your sales team has qualified people to follow up with. In the UAE it runs mainly through Google search ads and Meta's Instagram and Facebook ads.

Meta and Google are not the same purchase

One thing to settle before the numbers. This report measures **Meta lead generation**, the ads you see on Instagram and Facebook. That is where every figure here comes from. Google works very differently, and it is far more expensive.



A Google lead comes from someone actively typing what they need into a search bar. That person is higher intent, and you pay a premium to reach them in a crowded auction. In our UAE B2B campaigns, Google leads have run around **AED 331**, roughly four times the Meta figure.

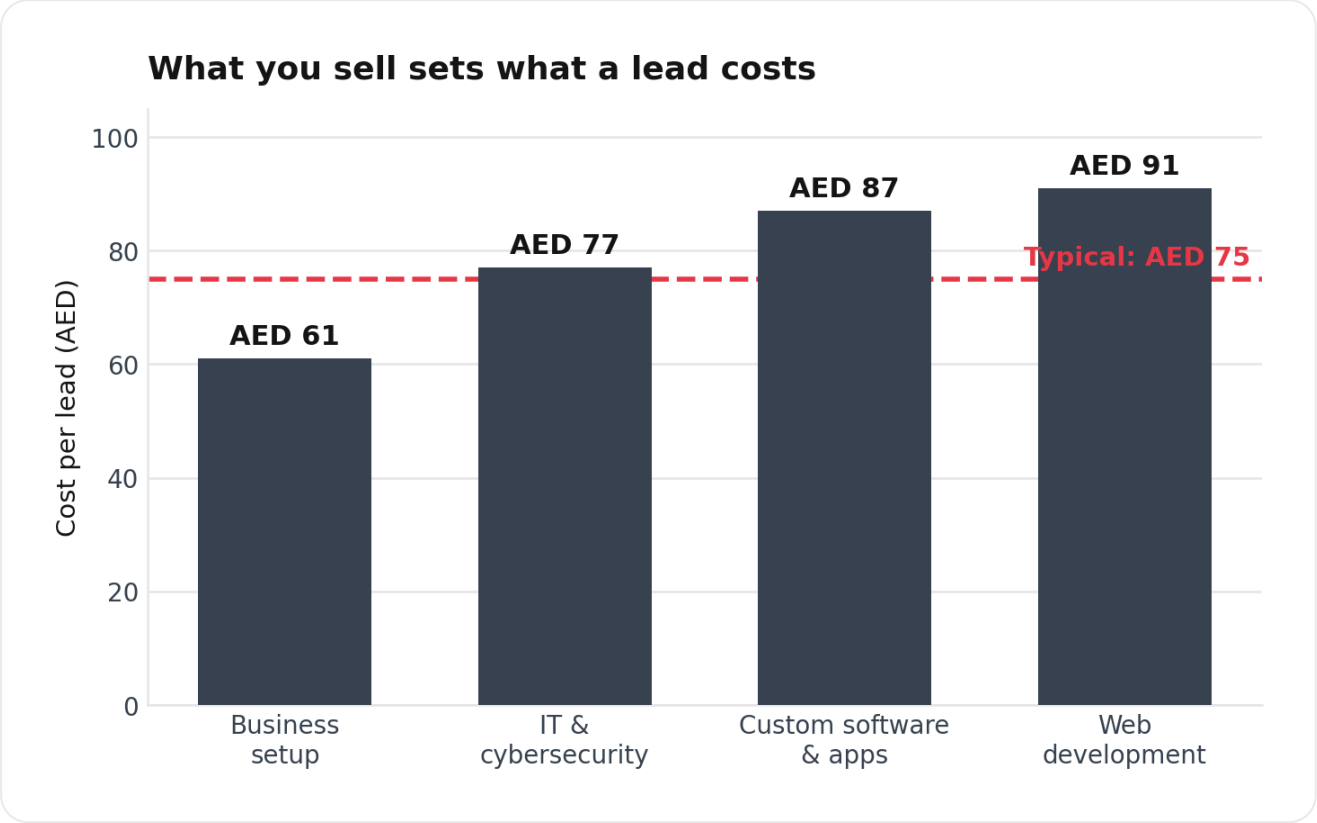
Neither channel is "better"

Meta finds buyers before they are searching, cheaply and at volume, which is why it suits a founder who wants pipeline to work with. Google catches buyers at the exact moment of intent, fewer of them, at a much higher price each. Strong B2B programmes usually run both. This guide is about doing the cheaper, higher-volume Meta channel well, because that is where the cost discipline in this report applies.

What a B2B Meta lead really costs in the UAE

One important detail first. The figure below is for an account **already running Meta ads**, which is what our clients were when they came to us. It is the steady, warm-account price, not what a brand-new account pays in its first weeks. We cover that cold start a few pages on.

For a warm account, the typical UAE business lead on Meta landed around **AED 75**, with the bulk falling between **AED 50 and AED 100**. What moves you within that range is mostly one thing: what you sell.



The pattern is consistent. The bigger and more specialised the thing you sell, the more each lead costs, because you are advertising into a smaller, more expensive room of buyers.

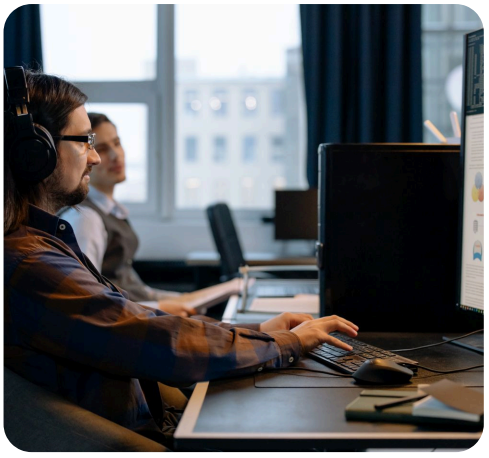
Why a software lead costs more than a setup lead

A business-setup consultancy sells to almost anyone starting a company, a wide and affordable audience, so its leads came in around AED 61. A custom software company chasing app and AI projects needs a rarer buyer with a real budget and a real project, so its leads ran closer to AED 87. You pay more to find that buyer, and you should. One signed software client can be worth fifty times a cheaper lead that never buys. Cheap leads are not the goal. Profitable leads are.

One number does not fit every business

The AED 75 figure is a fair anchor for a mid-sized UAE business selling to other mid-sized businesses. It is not a universal law. The price of a lead tracks the price of what you sell.

If your deals are small and your buyer is common, expect to pay less. If your deals are large and your buyer is rare, expect to pay more, and judge the cost against the value of a closed deal, never on its own.



These numbers are for mid-sized businesses

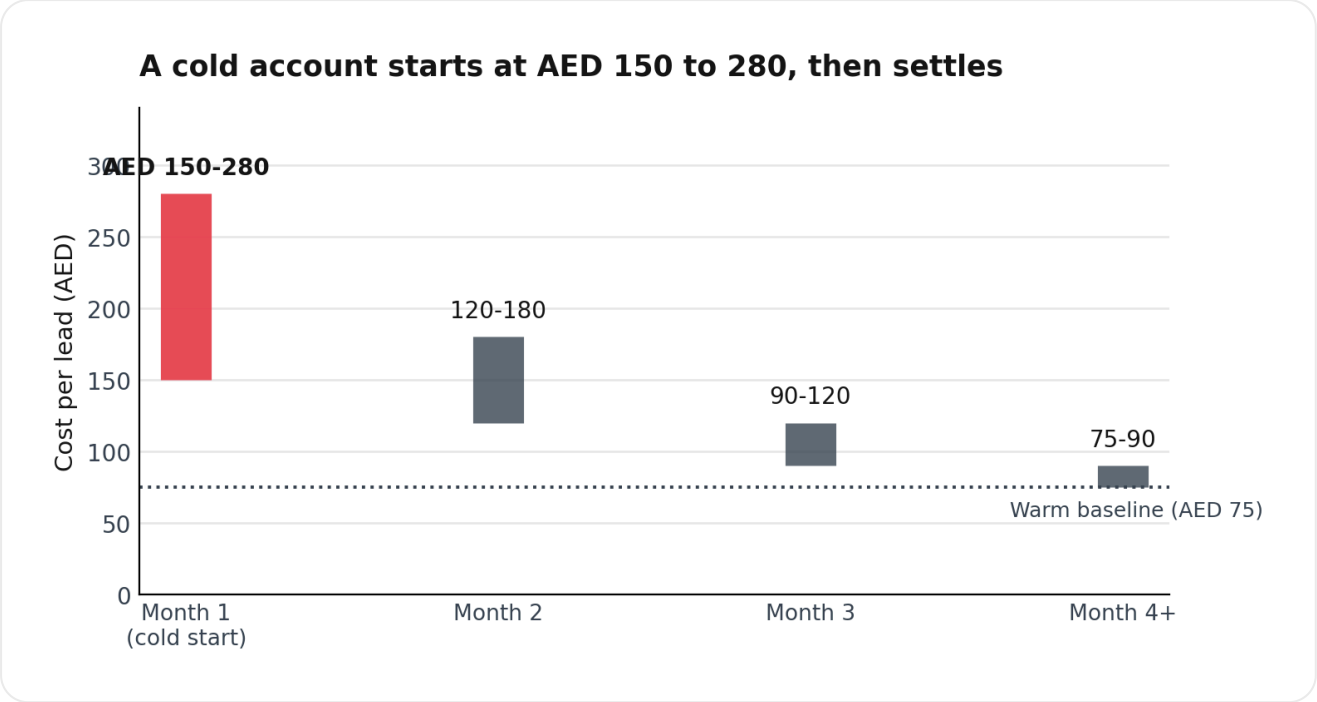
Everything here reflects small and mid-sized companies selling to other businesses. If you sell enterprise solutions, large contracts to big organisations, your cost per lead will run higher, sometimes far higher. That is not a broken campaign. A lead that costs AED 500 can be a bargain when the deal behind it is worth half a million.

How much does B2B lead generation cost in Dubai?

For a mid-sized UAE business, a B2B lead through Meta typically costs around AED 75, with most falling between AED 50 and AED 100. Lower-ticket fields like business setup run nearer AED 60, while specialised fields like custom software run nearer AED 90. Enterprise sales sit higher and should be judged against deal value.

Why a fresh account starts so expensive

Here is the part that makes founders panic and kill good campaigns too early. A genuinely cold account, brand-new or paused long enough to go cold, does not start anywhere near AED 75. It starts at **AED 150 to 280** per lead. That warm AED 75 figure belongs to an account that has already been running for a while. A cold one has to earn its way down to it.



The reason is simple. At a cold start, the platform knows nothing about who your buyers are. It has no data to learn from, so it casts wide and pays for a lot of wrong people. Give it a few weeks and some real results to learn from, and the cost falls steadily toward the warm baseline.

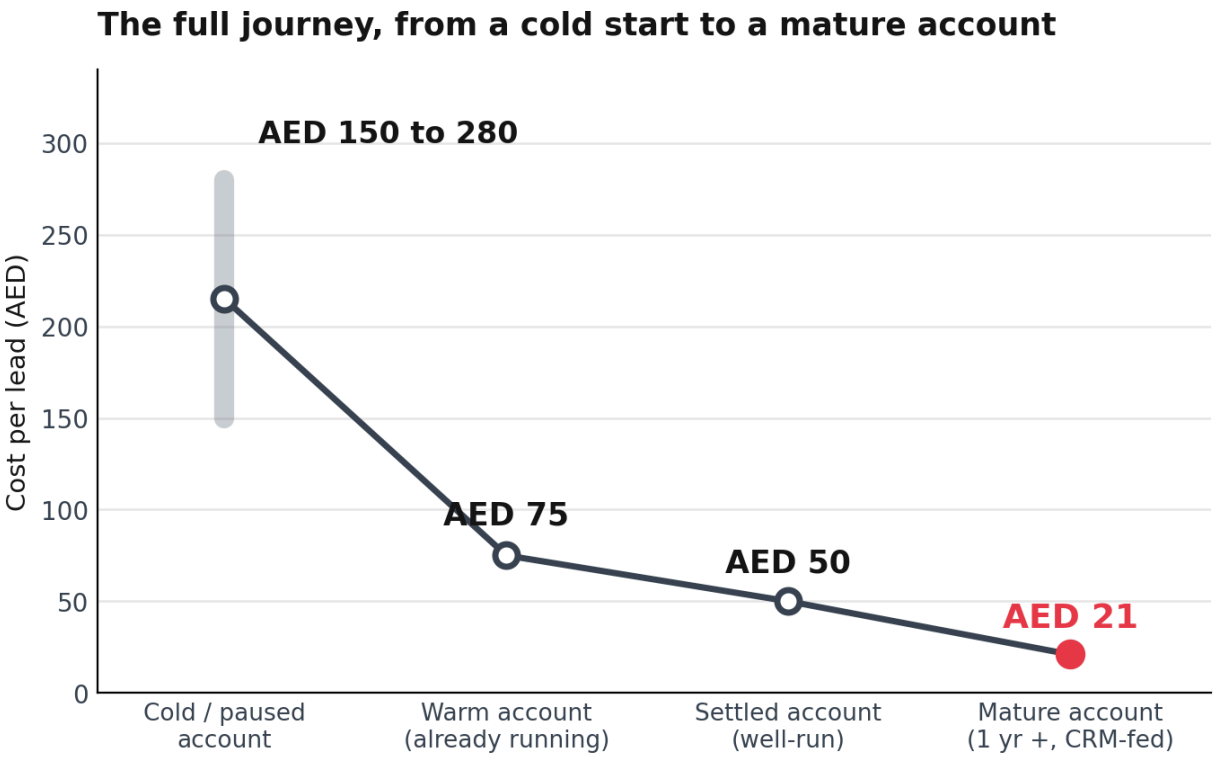
Think of it like a new hire

Month one, a new hire is slow and asks a lot of questions. Month three, they are flying. Fire them in week two and you never see the payoff you were about to get. Ad accounts work the same way, and founders quit on them at exactly the wrong moment. Give a campaign a fair run before you judge it.

07 · THE CEILING

What the best accounts look like a year in

Put the whole arc together and the story is clear. A cold account starts at AED 150 to 280. Once it warms up and runs steadily, it reaches the AED 75 most of our clients see. Managed well, it drifts toward **AED 50**. And with the CRM loop running from day one, it can go lower still.



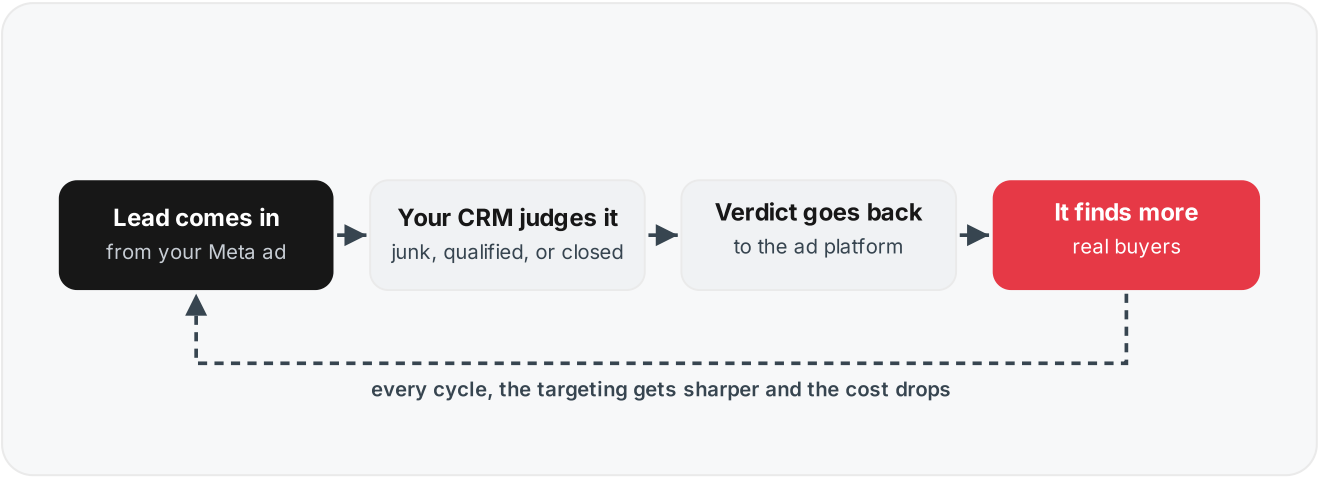
WHAT WE MANAGE ON OUR OWN ACCOUNTS

We run B2B lead campaigns for Forward Digital in the UAE too, the same market and the same auction as our clients. After more than a year of running them, with our CRM feeding real lead outcomes back to the platform from day one, our own Meta cost per lead settled around **AED 21**, roughly a quarter of the typical client figure. Two things made that possible: time, and tracking from the very first day. Read it as proof of how low a patiently built, fully tracked account can go, not as a number you should expect in month one.

The one change that pays for itself

If you take one thing from this report, take this. The biggest difference between an account stuck at AED 75 and one heading toward AED 50 is whether your **CRM is feeding real lead outcomes back to the ad platform**.

Here is why it matters so much. Left alone, the platform only knows one thing: that someone filled in a form. So it goes and finds you more form-fillers, whether or not they are real buyers. The form-fill is all it can see, so the form-fill is all it optimises for. That is how you end up with cheap leads that never answer the phone.



Now connect your CRM. Every lead gets a verdict: junk, qualified, or closed. That verdict flows back to the platform as real data. Suddenly it is not chasing form-fills, it is learning what a **genuine buyer** looks like and going to find more of them. This is the single data point that trains the algorithm, and it is the reason our own accounts reached AED 21. Not luck. Not budget. The loop, running from day one.

> **How do I lower my B2B cost per lead over time?**
>
> Connect your CRM to the ad platform so it learns from real outcomes, not just form-fills. When your CRM passes back which leads were qualified or closed, the algorithm retrains on genuine buyers and finds more of them. Combine that with time to settle, job-title targeting, and regular creative refreshes, and the cost per lead falls as the account matures.

09 · DO THIS ON MONDAY

The founder's checklist

1 **Start with Meta instant lead forms**

They are the cheapest, fastest way to get going, and across our accounts they consistently produced the lowest cost per lead for a new campaign.

2 **Target by job title, not vague interests**

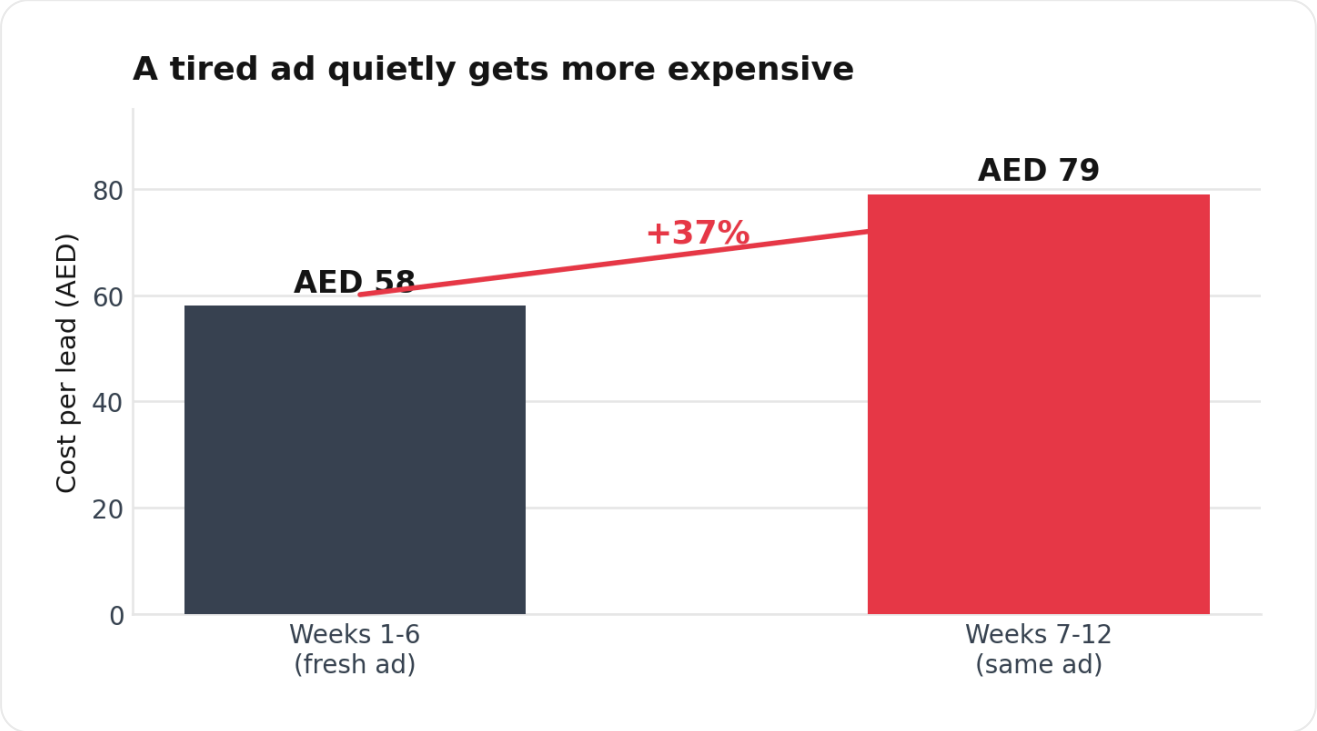
Aim at the actual decision-maker. Broad interest targeting looks cheaper but fills your pipeline with people who will never buy.

3 **Refresh your ads every 3 to 4 months**

A tired ad quietly gets more expensive as people stop noticing it. A fresh creative resets the clock.

4 **Turn on conversion tracking before you spend a dirham**

This is the lever from the previous page. Set it up first, not later, so the account learns from day one.



Across dozens of campaigns we looked at, the same ad that pulled leads at AED 58 in its first weeks was costing AED 79 by its third month. Nothing changed except that people got bored of seeing it.



Want your own account measured against these numbers?

We run a short diagnostic on your current ad account, then show you exactly where your cost per lead sits against the benchmarks in this report and what is holding it back.

AED 75	AED 50	AED 21
Warm account, already running	Settled and well-run	Mature and CRM-fed

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