FORWARD DIGITAL CONSULTANCY

The 2026 Benchmark Report

How UAE brokerages acquire international buyers.

The first proprietary dataset on what it costs UAE-based real estate brokerages to acquire international buyers for Dubai property.

1,537	34	7	497K
DATA POINTS	CAMPAIGNS	BROKERAGES	AED IN SPEND

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Inside.

Twenty-two pages on UAE-to-international real estate lead generation. Numbers in this report are proprietary, drawn from real campaigns, and normalised to AED.

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What this report says in one page.

UAE-based real estate brokerages are increasingly selling Dubai property to buyers who live abroad. The economics of acquiring those international buyers via paid media are well-defined but rarely published. This report puts numbers on them.

THE HEADLINE FINDING

A qualified UK lead for Dubai property costs a median of **AED 131.20** across 392 data points from 5 brokerages. The commission on a single closed transaction from that lead typically falls between AED 30,000 and AED 100,000. That ratio, lead cost to commission earned, is among the strongest unit economics available to UAE brokerages today.

UNITED KINGDOM

AED 131

Median CPL, UK property buyers (n=392, 5 brokerages)

CANADA

AED 188

Median CPL, Canada property buyers (n=275, 2 brokerages)

NETHERLANDS

AED 233

Median CPL, Netherlands aggregate (n=237, 3 brokerages)

THREE SECONDARY FINDINGS

01 **The Curated/Premium tax is real.** Targeting the same UK pool with luxury or premium framing raises median CPL from AED 131 to AED 238, an 81 percent premium for what is functionally the same audience.

02 **Creative fatigue costs 37 percent.** Across 64 long-running campaigns measured for six months or longer, median CPL drifts upward by AED 21 between the first and second half of the run.

03 **The bargain windows are predictable.** UK and Canadian property buyer demand follows a repeatable seasonal pattern. October and November historically deliver CPLs 40 to 60 percent below annual median.

WHO THIS REPORT IS FOR

Owners, marketing directors, and lead generation heads at UAE-based real estate brokerages running paid campaigns to international buyer markets. If you spend AED 10,000 or more per month on Meta or Google ads targeting overseas buyers, the benchmarks in this report should map to your campaigns directly.

What this dataset is. And what it is not.

DATASET SCOPE

This report draws on 1,537 campaign data points from 34 unique campaigns run by 7 UAE-based real estate brokerages between July 2025 and April 2026. Each data point represents one campaign measured over one reporting period (monthly, weekly, or custom date range), capturing how the same campaign performed across different time windows.

HOW CPL IS DEFINED

Cost per lead in this report means the cost to generate one form fill, instant form submission, or comparable inbound lead capture event. It does not adjust for lead quality or downstream conversion. A lead at AED 131 may close at 5 percent or 25 percent depending on follow-up speed, sales team quality, and product market fit.

SAMPLE SIZE THRESHOLDS

Every benchmark cell shown is drawn from at least 10 data points across at least 2 different brokerages. Cells failing either threshold are excluded or marked directional. A benchmark drawn from a single advertiser is one advertiser's experience, not an industry pattern.

CURRENCY NORMALISATION

All figures in AED. PKR converted at 0.0132. USD at 3.6725. GBP at 4.66 (12-month average). The currency of the underlying ad account materially affects platform-side bid pricing, so account currency matters even when results are normalised.

AT A GLANCE

1,537
DATA POINTS

34
UNIQUE CAMPAIGNS

7
BROKERAGES

497K
AED TRACKED SPEND

3,544
LEADS GENERATED

WHAT THIS DATASET IS NOT

- Not a UAE market study. It reflects campaigns FDC has run, not all UAE brokerage campaigns.
- Not directly comparable to WordStream or Statista benchmarks. Attribution windows and lead definitions differ.
- Not equally weighted across brokerages. Larger advertisers dominate row counts in their cells.
- Not free of selection bias. Brokerages who stayed long enough are those where campaigns worked.

How to read the benchmark tables.

Every benchmark table in this report shows the same five fields. Reading them correctly determines whether you draw the right conclusion.

FIELD	WHAT IT TELLS YOU
Median CPL	The middle data point in the cell. Half performed better, half worse. The most defensible single number.
P25	Top-quartile threshold. Beating P25 means top 25 percent of brokerages in this dataset.
P75	Bottom-quartile threshold. Underperforming P75 means bottom 25 percent.
n (Data points)	Number of data points the cell is computed from. Higher n means more reliable benchmark.
Brokerages	Distinct brokerages contributing. Multi-brokerage cells are more defensible than single-brokerage.

THE THRESHOLD LOGIC USED THROUGHOUT

For cost metrics (CPL, CPC, CPM) where lower is better:

GREEN At or below P25. Top quartile.

YELLOW Between P25 and P75. Typical mid-range.

RED Above P75. Bottom quartile, needs attention.

For quality metrics (CTR, qualification rate, ROAS) where higher is better, the logic inverts: green is P75 and above, red is P25 and below.

HOW TO COMPARE YOUR CAMPAIGN

Find the row that matches your target country and audience type. Compare your CPL to P25, median, and P75. If you sit above P75, the issue is targeting, creative, bidding, or landing experience. Section 10 details the diagnostic ladder.

BROKERAGE ANONYMISATION

Individual brokerages referenced in this report are labelled Brokerage A through G in alphabetical order of internal ID. No personally identifiable client information appears anywhere.

CHAPTER THREE

03

The international buyer economics that most brokerages get wrong.

Agencies compare CPL to other CPLs. The buyers who close the highest-value Dubai property transactions are not local. The framing problem isn't lead cost. It's lead-to-commission ratio.

Why an AED 131 UK lead is the bargain of the decade.

The default frame for evaluating paid media spend is cost per lead. It is also the wrong frame for international real estate. A Dubai brokerage acquiring a UK buyer at AED 131 is in a different economic universe than a brokerage acquiring a local buyer at AED 44. Both are real numbers from this dataset. They look comparable. They are not.

> The right metric is not lead cost. It is the ratio of lead cost to **commission generated** when that lead converts to a transaction.

THE UNIT ECONOMICS, MODELLED SIMPLY

VARIABLE	CONSERVATIVE	MID-RANGE	OPTIMISTIC
Lead cost (CPL, median UK)	AED 131	AED 131	AED 131
Lead-to-meeting rate	10%	15%	20%
Meeting-to-close rate	5%	10%	15%
Cost per closed transaction	AED 26,200	AED 8,733	AED 4,367
Average transaction value	AED 1.5M	AED 2.5M	AED 4M
Brokerage commission (2%)	AED 30,000	AED 50,000	AED 80,000
Return on ad spend	**1.14×**	**5.72×**	**18.32×**

Conversion rates are illustrative ranges, not benchmarks from this dataset. Transaction values modelled against Dubai Land Department public reporting for international buyers in 2024-2025.

Even on the conservative scenario, paid media targeting UK buyers breaks even at 1.14×. On the mid-range scenario, every AED spent returns AED 5.72 in commission, before counting referrals or repeat buyers.

The aggregate numbers, by target country.

Before drilling into individual markets, the full top-level summary of where UAE brokerages are spending and what they're paying. The table is sorted by sample size. Markets with fewer than 30 data points or fewer than 2 brokerages are marked directional.

TARGET COUNTRY	DATA POINTS	BROKERAGES	MEDIAN CPL	P25	P75	SPEND
United Kingdom	**677**	**7**	**AED 109.50**	**AED 66.47**	**AED 201.87**	**AED 221,287**
Canada	297	3	AED 184.56	AED 124.65	AED 278.40	AED 104,130
Netherlands	237	3	AED 233.04	AED 140.29	AED 380.13	AED 93,851
UAE (domestic)	169	4	AED 196.94	AED 115.98	AED 272.24	AED 52,734
France (directional)	74	1	AED 123.05	AED 90.62	AED 154.80	AED 13,490
Saudi Arabia (directional)	52	1	AED 32.10	AED 9.45	AED 53.49	AED 7,796
Australia (directional)	31	2	AED 121.00	AED 62.48	AED 146.71	AED 4,358

Directional cuts have either small sample size or single-brokerage data. Treat them as context rather than benchmark.

THREE THINGS TO NOTICE

01 **UK dominates by spend and volume.** 677 data points from 7 brokerages, AED 221,000 tracked. The cleanest benchmark cell in the report.

02 **Canada is the consistent middle.** Higher absolute CPL than the UK but tighter dispersion. Fewer surprises, predictable bidding.

03 **Netherlands is the most expensive by far.** AED 233 median, P75 stretching to AED 380. Not a market to enter casually.

ON THE UAE DOMESTIC LINE

The UAE-targeted cuts come from fewer brokerages than the international cuts. AED 197 is shown for context, not as the focus of this report.

04

The largest opportunity in this dataset.

677 data points. 7 brokerages. AED 221,000 in spend. 1,642 leads. The cleanest cell in the entire report. The story here splits cleanly along audience type.

UK targeting, the strongest publishable cell.

AED 109.50

MEDIAN CPL ACROSS ALL UK TARGETING

DATA POINTS	677
BROKERAGES	7
LEADS GENERATED	1,642

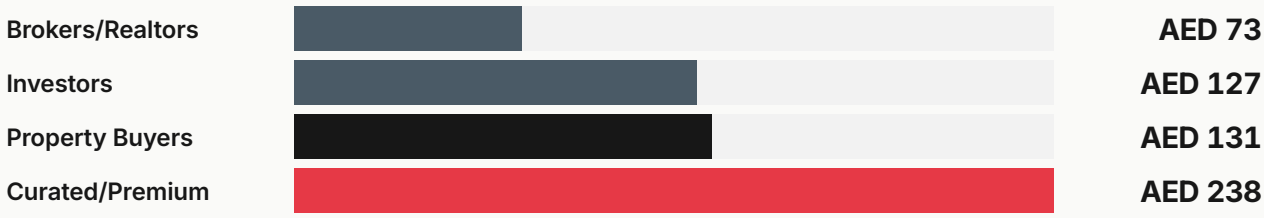
The UK is not one market, it is at least three: mainstream property buyers at AED 131 (the most defensible benchmark), premium and luxury-framed audiences at AED 238 (an 81 percent framing tax documented in Chapter 7), and brokers/realtors at AED 73 (single-brokerage, directional).

UK TARGETING BY AUDIENCE TYPE

AUDIENCE TYPE	DATA POINTS	BROKERAGES	MEDIAN CPL	P25	P75
Property Buyers	**392**	**5**	**AED 131.20**	**AED 63.46**	**AED 211.34**
Curated/Premium	88	2	AED 237.99	AED 106.11	AED 338.34
Investors (directional)	61	1	AED 126.88	AED 99.49	AED 223.01
Brokers/Realtors (directional)	135	1	AED 72.75	AED 48.06	AED 96.10

Directional cuts are single-brokerage. Pattern is consistent with multi-brokerage cells but should be treated as one advertiser's experience.

VISUALISING THE AUDIENCE SPREAD



What an average UK campaign actually looks like.

Median CPL alone does not tell you what a typical UK campaign looks like in practice. The P25 and P75 spread does. For the UK Property Buyers cell, the gap between best and worst quartiles runs from AED 63.46 to AED 211.34. That dispersion is wide on purpose. Understanding what moves you between them is the operational question for any brokerage running UK ads.

PULLS TOWARD P25 (CHEAPER)

- Mature ad accounts with 6+ months of consistent UK targeting history.
- Lead form ads run directly on Meta with no off-platform landing page friction.
- Creative refreshed every 3 to 4 months.
- Targeting Property Buyers rather than Curated/Premium framings.
- Running outside the November to December period.

PULLS TOWARD P75 (EXPENSIVE)

- New ad accounts in months 1 to 2, before Meta's algorithm has learned the audience.
- Luxury or premium framing when the underlying audience is the same.
- Multi-step funnels with form-fills behind landing pages.
- Q4 timing during the UK property buying spike.
- Campaigns running 6+ months on the same creative.

EXAMPLE: BROKERAGE F'S UK CAMPAIGN TRAJECTORY

Brokerage F ran UK Property Buyers campaigns for 18 months. First six months averaged AED 78 CPL. Second six months drifted to AED 124 CPL on the same creative. After a full creative refresh, the third six months returned to AED 84 CPL. The refresh cost roughly AED 12,000 in production. It recovered that cost in 6 weeks of avoided CPL drift.

THE CTR PATTERN IN UK REAL ESTATE

Median CTR across all UK Real Estate Meta campaigns is 1.64 percent. This is consistent with broader UAE-advertised real estate (1.59 percent global) and slightly above platform average for Meta lead generation. CTR above 2.5 percent is genuinely strong. CTR below 1 percent is a creative refresh signal.

Canada, the consistent performer.

AED 188.44

MEDIAN CPL, CANADA PROPERTY BUYERS

DATA POINTS	297
BROKERAGES	3
LEADS GENERATED	627

Canada is the second largest market in this dataset by spend, with 297 data points from 3 brokerages, AED 104,130 in tracked spend, and 627 leads generated.

CANADA PROPERTY BUYERS, THE PUBLISHABLE CELL

METRIC	VALUE
Data points analysed	275
Brokerages contributing	2
Median CPL	**AED 188.44**
P25 (top quartile)	AED 126.32
P75 (bottom quartile)	AED 298.59
Mean CPL	AED 219.24

WHY CANADIAN CPL RUNS 44 PERCENT HIGHER THAN UK

At AED 188 versus AED 131 for the same audience type, Canada is materially more expensive than the UK. Three structural reasons explain this: **smaller addressable audience** (the pool of Canadian residents actively considering Dubai property is smaller than the equivalent UK pool), **higher buyer disposable income** (Canadian Dubai-property buyers skew higher net worth, which Meta's bid optimisation translates into higher CPM ceilings), and **less competition for the same audience** (fewer UAE brokerages run Canada-targeted campaigns, paradoxically increasing CPL when algorithm targeting must work harder to find buyer signals).

Despite the higher CPL, Canada's unit economics remain attractive. Canadian buyers tend to close at higher transaction values and at similar or higher commission rates than UK equivalents. Applied to the Chapter 3 model, a Canadian lead at AED 188 with a mid-range close rate generates AED 50,000 to AED 80,000 in commission. The ratio holds.

What separates a great Canada campaign from an average one.

The P25 to P75 spread for Canada Property Buyers runs from AED 126.32 to AED 298.59. Brokerages in the top quartile are paying 33 percent less than the median. Brokerages in the bottom quartile are paying 58 percent more.

TOP-QUARTILE PATTERNS

01 **Geographic specificity.** Top-quartile campaigns target specific Canadian provinces (Ontario, BC, Alberta) rather than nationwide. The auction is cheaper, the audience is denser.

02 **Creative localisation.** References Canadian buyer concerns directly: tax implications, currency hedging via Dubai property, lifestyle benefits during Canadian winter months.

03 **Form length discipline.** Asks 3 or fewer questions in the lead form. Each additional question costs roughly 15 to 20 percent in CPL.

BOTTOM-QUARTILE PATTERNS

01 **Nationwide targeting without filter.** Spreads spend across low-intent regions where Meta cannot find buyer signals.

02 **Generic Dubai-property creative.** "Invest in Dubai" framing performs poorly. "Hedge your CAD against inflation by acquiring AED-denominated property" performs materially better.

03 **Heavy form fields.** Demanding budget, financing status, or visit timeline upfront. Pushes CPL up dramatically.

> In Canada, the difference between a P25 brokerage and a P75 brokerage is rarely the offer. It's the operational discipline of **geographic specificity, creative localisation, and form-field economy**.

Netherlands and continental Europe.

AED 233.04

MEDIAN CPL, NETHERLANDS AGGREGATE

DATA POINTS	237
BROKERAGES	3
LEADS GENERATED	443

NETHERLANDS COLD/PROSPECTING, THE PUBLISHABLE CELL

METRIC	VALUE
Data points analysed	40
Brokerages contributing	2
Median CPL	**AED 187.82**
P25 (top quartile)	AED 122.66
P75 (bottom quartile)	AED 302.18
Mean CPL	AED 228.30

WHY THE NETHERLANDS IS THE MOST EXPENSIVE MARKET

Three reasons converge: **small population** (17.5 million total, of whom a Dubai-property-interested subset is in the tens of thousands; Meta's audience scarcity drives bid prices up), **language barrier in creative** (many Dutch buyers respond better to Dutch-language creative, rarely produced by UAE-based brokerages), and **high purchasing power per buyer** (buyers who do convert close at high transaction values, which Meta detects and prices in).

WHEN THE NETHERLANDS MAKES ECONOMIC SENSE

Despite the elevated CPL, the Netherlands remains attractive for two specific brokerage profiles: those targeting ultra-high-net-worth segments (AED 5M+ property), and those willing to invest in Dutch-language creative (the CPL gap between English-only and Dutch-localised can be 30 to 40 percent).

FRANCE & OTHER MARKETS

France appears with 74 data points from a single brokerage at AED 123.05 median, directional only. Smaller cuts in Germany, Belgium, and Switzerland did not meet the publication threshold.

The three-market comparison.

Set against each other, the three core international markets paint a clear picture of trade-offs.

MARKET	MEDIAN CPL	MULTIPLIER VS UK	BEST FOR
United Kingdom	**AED 131.20**	**1.0× (baseline)**	**Highest volume, most mature**
Canada	**AED 188.44**	**1.44×**	Consistent, less competitive
Netherlands	**AED 187.82**	**1.43×**	UHNW targeting, Dutch creative

Netherlands CPL shown here is Cold/Prospecting cell. Full-Netherlands median is AED 233.04 across all audience types.

PORTFOLIO ALLOCATION GUIDANCE

For a brokerage running AED 30,000 to AED 50,000 per month on international targeting, the data suggests a portfolio split that approximates the following:

UK ALLOCATION

60-70%

Volume backbone of the funnel. Numbers are mature, audience responsive, seasonal patterns predictable.

CANADA ALLOCATION

20-25%

Second flywheel. Higher CPL but creative often ports from UK with minimal adaptation.

EUROPE ALLOCATION

5-10%

Netherlands or other European markets as the high-net-worth test. Discovery spend.

SMALLER BROKERAGES: START NARROWER

Brokerages running less than AED 15,000 per month should not split across three markets. Pick UK, run it to scale, learn the patterns. Add Canada only when monthly spend exceeds AED 25,000. Add Europe only after both are running profitably for 6+ months.

— A FINDING WORTH HOLDING

A brokerage running Curated/Premium UK targeting is paying 3.3× more per lead than a brokerage running Brokers/Realtors targeting in the same market, for what is often the same underlying buyer pool reached differently.

Audience type moves CPL more than country does.

The country breakdown above shows a spread from AED 131 (UK) to AED 233 (Netherlands), a 78 percent gap. Within a single country, audience-type choices move CPL by even more. The UK is the clearest example.

UK AUDIENCE COMPARISON

AUDIENCE CONFIGURATION	MEDIAN CPL	PREMIUM VS CHEAPEST
Brokers/Realtors custom audience	AED 72.75	baseline
Investors	AED 126.88	+74%
Property Buyers (standard)	AED 131.20	+80%
Curated/Premium framing	AED 237.99	+227%

THE CURATED/PREMIUM TAX

The most expensive audience configuration across every market is what we label "Curated/Premium." This means ads framing the property opportunity as luxury, exclusive, or high-end. Targeting parameters typically include luxury affinity signals, high-income brackets, premium-brand engagement, and aspirational lifestyle indicators.

The intuition behind this targeting is sound. The execution is where the tax appears. Meta's auction prices premium audiences at a substantial multiplier because every advertiser wants them. A brokerage running luxury framing competes against every luxury watch brand, every yacht builder, every concierge service for the same impression.

THE ALTERNATIVE: PULL, DON'T PUSH

Brokerages running the most efficient UK campaigns rarely target premium audiences explicitly. They target broader Property Buyer pools with creative that filters at the message level. The creative speaks to buyers ready to invest AED 1.5M or more. Buyers who don't meet that threshold scroll past. Buyers who do, click and convert at lower CPL than premium-targeted equivalents.

The audience-type decision framework.

Faced with three primary audience configurations for any market (Property Buyers, Investors, Curated/Premium), brokerages should choose based on three diagnostic questions.

DIAGNOSTIC 1: WHAT IS YOUR AVERAGE TRANSACTION VALUE?

AVERAGE TRANSACTION VALUE	RECOMMENDED AUDIENCE TYPE
AED 1.5M to AED 3M	Property Buyers (broad)
AED 3M to AED 6M	Property Buyers with creative filtering for serious investors
AED 6M and above	Curated/Premium justified if conversion economics support it

DIAGNOSTIC 2: SALES OPERATION

- **Strong consultative sales team:** broader audience targeting works because the team can qualify in-person.
- **Smaller or transactional sales:** tighter targeting reduces unqualified volume that wastes capacity.

DIAGNOSTIC 3: BUYER CYCLE LENGTH

- **3 months or less:** Property Buyers with strong creative converts fastest at lowest CPL.
- **6 to 12 months:** Curated/Premium may justify higher CPL because each lead is nurtured longer.

> Choose audience type based on your **commercial reality**, not based on which audience sounds more exclusive in a pitch deck.

ONE MORE PATTERN: BROKERS/REALTORS AS B2B AUDIENCE

The single-brokerage data for "Brokers/Realtors" UK targeting shows AED 72.75 median CPL, materially below all other UK cuts. Directional. The underlying tactic: targeting UK-based real estate professionals as a B2B audience with the offer to refer their clients to Dubai property. These leads are not buyers; they are professional referrers who, when activated, deliver pre-qualified buyer introductions at zero additional acquisition cost.

Seasonality and the bargain windows.

UAE-to-international real estate campaigns follow recognisable seasonal patterns. Few brokerages budget around them. The brokerages that do, save 30 to 50 percent on CPL in specific months.

THE UK SEASONAL PATTERN

PERIOD	CPL BEHAVIOUR	WHY
January to February	Elevated	New year planning, financial reviews trigger property interest
March to April	Moderate	Tax year transition reduces discretionary attention
May to August	Lower	Summer schedule reduces competition for ad inventory
September	Moderate to high	Back-to-school timing triggers re-engagement
October to November	**Cheapest**	**Pre-holiday quiet, low competition, Meta inventory abundant**
December	Volatile	Holiday spike then post-holiday collapse

THE TWO BARGAIN WINDOWS

01 **The Summer Window (June to August).** UK Property Buyer median CPL in summer months ran 20 to 35 percent below annual median. Less advertiser competition, less buyer urgency, lower CPM ceilings.

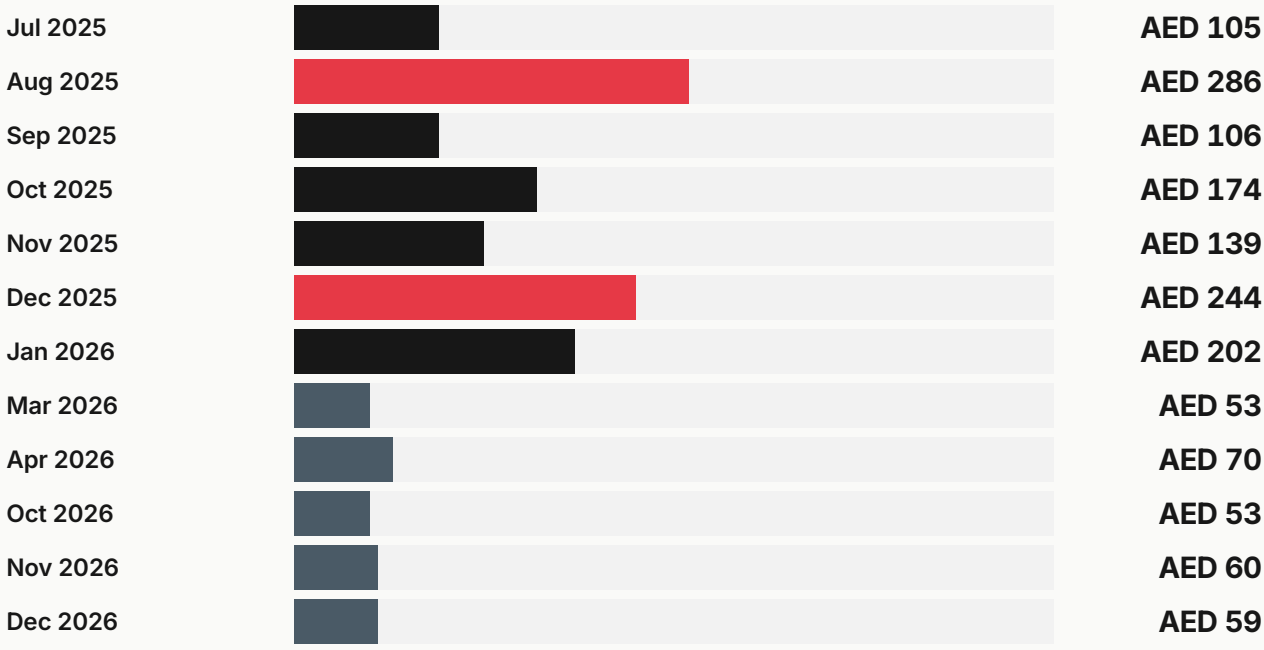
02 **The October Window.** The single cheapest month observed for UK Property Buyers, with median CPL running AED 50 to AED 70 in some periods. Roughly half the annual median.

TACTICAL IMPLICATION

For a brokerage with AED 200,000 in annual international ad budget, flighting that budget around the seasonal windows rather than spreading evenly across 12 months can save AED 30,000 to AED 50,000 in equivalent lead volume. The cost of the analysis is one afternoon. The savings recur every year.

The two-year UK seasonality view.

Looking at UK Property Buyer median CPL by month across the dataset window:



Red bars indicate elevated CPL months. Gray bars indicate bargain windows. Some months omitted for clarity.

PATTERNS VISIBLE ACROSS BOTH YEARS

October consistently underperforms (cheaper). In both 2025 and 2026, October CPL ran AED 53 to AED 174, with the 2026 reading the cheapest single month observed.

December shows extreme variance. December 2025 saw AED 244 during a competitive holiday push. December 2026 saw AED 59. The same calendar month produced four-fold difference year over year, almost entirely driven by advertiser behaviour rather than buyer behaviour.

CANADA BRIEFLY

Canada exhibits less pronounced seasonality. October bargain window present but smaller (15 to 25 percent below median vs 40 to 60 percent in UK). Canada's flatter pattern is due to fewer advertisers competing for inventory.

The 37 percent drift, why creative refresh is operational.

Across 64 long-running campaigns in the broader FDC dataset measured over 6 months or longer on the same creative, median CPL drifted upward by 37 percent between the first half and second half of the run.

FIRST HALF OF RUN	SECOND HALF OF RUN	CPL DRIFT
AED 58	**AED 79**	**+37%**
Median CPL when creative is fresh	Median CPL after creative ages	Without creative refresh

WHY IT HAPPENS

01 **Audience saturation.** Meta prioritises high-intent users. Over time, those users have seen the ad. Remaining impressions go to colder users who convert at lower rates.

02 **Creative fatigue.** Users who have seen the same creative multiple times ignore it. CTR drops. Meta interprets this as falling relevance and raises CPM.

THE REFRESH CADENCE

- New creative variants every **3 to 4 months**.
- At least **3 variants** running simultaneously.
- Full creative refresh every **6 to 8 months**.
- Periodic audience reset every **9 to 12 months**.

THE ROI OF REFRESH

A refresh production cycle costs AED 8,000 to AED 15,000. On a campaign spending AED 20,000 per month, a 37 percent CPL drift represents AED 7,400 in additional cost per month. The refresh pays for itself in 1 to 2 months and the savings continue indefinitely. Creative refresh is not a creative decision. It is an arithmetic one.

How to use these benchmarks.

The benchmarks in this report are most useful when applied as a diagnostic, not a target. Here is the workflow.

STEP 1: LOCATE THE RIGHT CELL

Find the row that matches your campaign's target country and audience type. If your country is not in the publishable cells, use the closest analogue (UK as proxy for English-speaking Western markets, Canada for North America, Netherlands for high-net-worth European targeting).

STEP 2: COMPARE YOUR NUMBER

GREEN At or below P25. Document what's working.

YELLOW Between P25 and P75. Optimisation toward P25.

RED Above P75. Run the diagnostic ladder.

STEP 3: DIAGNOSTIC LADDER

01 **Creative age.** Has the same creative been running 4+ months? Refresh.

02 **Audience size.** Curated/Premium when broader would work?

03 **Account maturity.** Less than 60 days? Expect 30-50% inflation.

04 **Form length.** 5+ questions? Reduce to 3 or fewer.

05 **Seasonal timing.** Running in Q1 or December? Reallocate.

06 **Geographic scope.** Nationwide when provinces would work?

07 **Bid strategy.** Test cost cap bidding at 1.5× current CPL.

> If none of the above resolve the issue, the problem is upstream of paid media. **Offer-market fit, creative concept, buyer brief alignment.** This is where agency relationships matter: distinguishing media-level issues from strategy-level issues.

About Forward Digital Consultancy.

Forward Digital Consultancy is a Dubai-licensed performance marketing and AI automation agency operating across the UAE and Pakistan. Google Partner and Meta Business Partner credentials. Over 4,000 paid campaigns since 2023, generating the dataset that underlies this report.

WHAT WE DO FOR BROKERAGES

- **Performance media management** across Meta and Google for UAE-to-international acquisition.
- **Creative production** calibrated to seasonality and the 37 percent drift cycle.
- **LeadNudge CRM**, our multi-tenant CRM, attached to ad accounts for full attribution.
- **Quarterly benchmark reviews** graded against this dataset's P25, median, and P75 by cell.

VERIFIED RESULTS

- **Brokerage F:** AED 120K spend produced AED 8M in closed transactions, 66× ROAS.
- **Brokerage B:** 38 percent qualification rate on UAE-targeted Meta campaigns.
- **Brokerage C:** 25 percent CPL reduction over 6 months through audience and creative iteration.

Book a free strategy session.

Talk through your campaigns with our team. 30 minutes on Google Meet, no obligation. Bring your questions, your numbers, or just a sense of where you want your paid media to go next. We will tell you what we would do differently.

BOOK A SESSION

calendar.app.google/f7MsVipEAk9jbDxc9

Forward Digital Consultancy. (2026). How UAE Brokerages Acquire International Buyers: The 2026 Benchmark Report. Dubai: FDC. Retrieved from fwddigi.com/ae/e-books/uae-international-buyer-benchmarks-2026/

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