UPVERT.

FREE FUNNEL AUDIT | SAMPLE REPORT

Where Your Property Leads Are Leaking, *and How to Fix Them.*

A full review of ad account structure, lead quality, WhatsApp and email automation, and site-visit conversion, shown here on a fictional Dubai brokerage so you can see exactly what you receive.

AUDITED
Apex Properties (fictional brokerage)

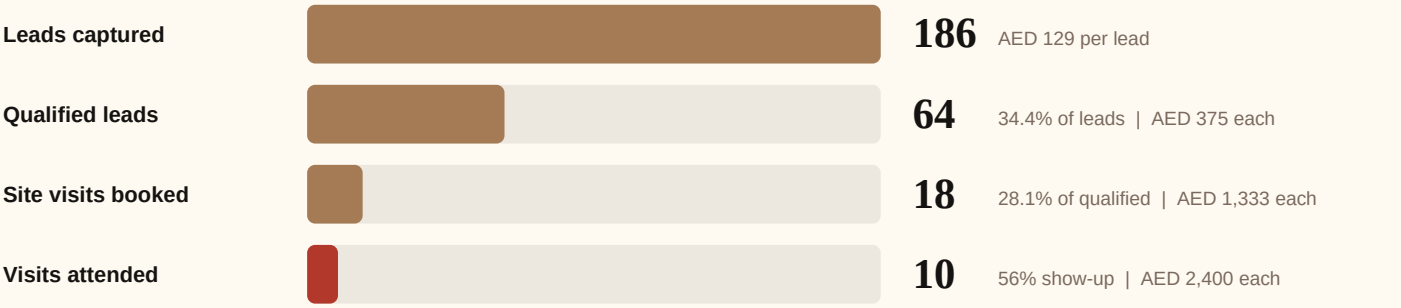
PREPARED BY
Upesh Parmar, Founder

PERIOD REVIEWED
Sample 30-day window

THE FUNNEL AT A GLANCE

From ad spend to people standing in your show unit

AED 24,000 spent on Meta + Google in 30 days — AED 800 / day average



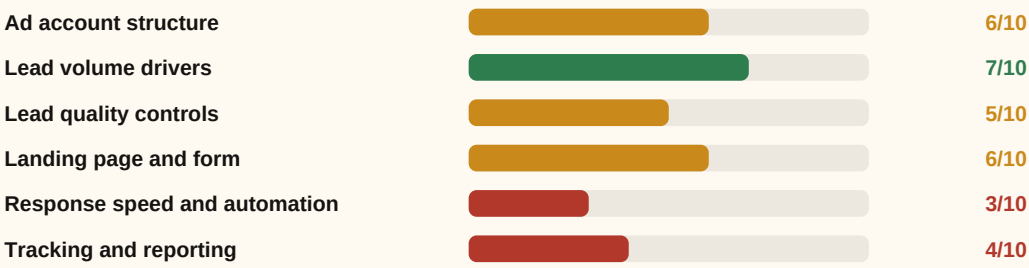
Read it like this: out of every 100 leads you pay for, about 34 are usable and about 5 reach a site visit.

FUNNEL HEALTH SCORECARD

Six areas, scored out of 10

5.2
out of 10
OVERALL FUNNEL HEALTH

7+ healthy · 5-6 needs work · 4 or less



WHERE THE MONEY LEAKS

Top 3 leaks found

1 First reply takes 47 minutes
Buyers often enquire with several brokers at once. By the time anyone calls, many have moved on.
Fix: Instant WhatsApp + 2-minute call alert

2 Meta optimises for raw form fills
No qualifying questions, so the algorithm finds cheap clicks and only 34% of leads are usable.
Fix: Qualification steps + qualified-lead signal

3 Booked visits are not protected
No reminders or rebooking: only 10 of 18 booked visits actually happened.
Fix: 24h + 2h reminders and auto-rebook

What Decides Lead Numbers *and Lead Quality*

Every lead you pay for is shaped by 16 levers. Here is each one in plain language, with how it looked in the sample account.

Status in the sample account: Healthy · Needs work · Leaking

A LEAD NUMBER

How many enquiries you get

Budget and bid strategy

Budget caps how many leads you can get. Too thin and the platform never exits its learning phase. **Sample:** AED 800/day spread over 12 ad sets.

Targeting and location

Which Dubai communities, investor countries and languages you reach. Too narrow means few leads, too broad means wrong people. **Sample:** Google set to "presence or interest".

Offer strength

Starting price in AED, payment plan, handover date and yield. A clear offer pulls more clicks than "luxury living". **Sample:** Price buried below the fold.

Creative quality and fatigue

Walkthrough videos, floor plans, fresh angles. Showing the same ad too often pushes costs up. **Sample:** Frequency 4.8 in 14 days.

Landing page speed and clarity

Most Dubai property traffic is on mobile. Every extra second of load time loses people before they enquire. **Sample:** 4.9 s mobile load time.

Form friction

Each extra field costs enquiries, but too few fields lets junk in. A short multi-step form balances both. **Sample:** One 9-field form on a single screen.

Competition and seasonality

Search auctions for popular areas are crowded, and launches, events and the summer slowdown move costs. Plannable, not controllable. **Sample:** Budget planned around the launch calendar.

Tracking and learning signals

Ad platforms learn from the conversions you report. Wrong event, wrong people. **Sample:** Counts button clicks, not leads.

B LEAD QUALITY

How ready to buy they are

Qualification questions

Budget range, area, timeline, buyer type (end-user or investor), cash or mortgage. Lets sales rank leads before calling. **Sample:** None asked.

Price transparency

Showing the starting price in AED in the ad and page filters out people who cannot afford it, before they cost you a call. **Sample:** Price hidden everywhere.

Channel intent

Google Search catches people actively looking. Meta creates interest and needs more nurturing. You need the right mix. **Sample:** 80% of spend on Meta only.

Optimisation event

Tell the platform what a good lead is. Optimising for "qualified lead" teaches it to find buyers, not browsers. **Sample:** Optimised for raw form fills.

Placements and exclusions

Cut low-quality placements, irrelevant searches (rent, jobs, free) and people already in your CRM. **Sample:** No negative keyword lists.

Lead form type

Instant forms give volume with lower intent. Landing-page forms add effort that filters. Choose by goal. **Sample:** Instant form, no phone check.

Spam and duplicate control

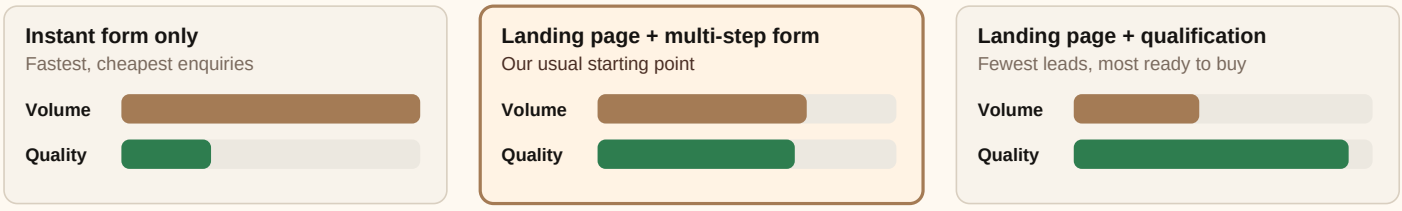
OTP or number validation and duplicate removal keep fake and repeat leads out of your CRM and your reports. **Sample:** About 11% junk or duplicates.

Follow-up speed and quality

A great lead contacted after an hour is a cold lead. Quality is also decided by how fast and how well you respond. **Sample:** First reply: 47 minutes.

THE VOLUME vs QUALITY DIAL

You are always trading one against the other



Illustrative pattern, not measured data. For most Dubai brokerages we start in the middle: enough volume for the ad platforms to learn, enough filtering to protect your sales team's time.

Ad Account Structure: *the Blueprint We Build*

A messy account wastes budget before a single buyer sees your ad. The rule: one campaign, one goal, enough budget to learn. Below is the structure we set up on both platforms, next to what the sample audit found.

GOOGLE ADS

Catches buyers who are already searching

Google Ads account

Campaign 1: Brand and project names
Protects your own name and each launch. Cheapest, highest intent, own budget.

Campaign 2: Community search
One ad group per area (Marina, Downtown, JVC, Palm...) with matching ads and page.

Campaign 3: Property type and investor intent
Off-plan, 2-bed, high-yield style searches, with phrase and exact match only.

Campaign 4: Retargeting
Re-reaches website visitors for 30 days via YouTube and Demand Gen.

SAMPLE FINDINGS AND FIXES

- **Brand and generic keywords share one campaign, so generic is starved.**
  Fix: separate campaigns and budgets.
- **38% of clicks come from irrelevant searches (rent, jobs, free).**
  Fix: negative lists + weekly search-term clean-up.
- **Location set to "presence or interest".**
  Fix: target people physically in chosen markets.
- **A "conversion" is a button click, not a lead.**
  Fix: track form submits, import qualified leads and visits.

Presence-only location targeting | Negative lists: rent, jobs, free, course | Call + WhatsApp assets | Weekly search-terms review | Qualified leads imported back as conversions

META ADS (FACEBOOK AND INSTAGRAM)

Creates demand and re-engages interested buyers

Meta ad account

Campaign 1: Prospecting (cold)
Ad sets: broad Advantage+ audience, lookalike of qualified leads, one interest test.

Campaign 2: Retargeting (warm)
Site visitors 30 days, 50%+ video viewers, Instagram and Facebook engagers.

Campaign 3: Click-to-WhatsApp test
Ad opens a WhatsApp chat directly: the fastest possible first touch.

Across all: exclusions and tracking
CRM leads and clients excluded, Pixel + Conversions API, Audience Network off.

SAMPLE FINDINGS AND FIXES

- **1 campaign with 12 overlapping ad sets competing with each other.**
  Fix: consolidate to 3 or 4 ad sets with enough budget each.
- **Creative fatigue: 3 ads, frequency 4.8.**
  Fix: 4 or 5 fresh creatives, rotated every 2 to 3 weeks.
- **Existing leads not excluded: paying twice for the same people.**
  Fix: CRM audience exclusion.
- **No Conversions API, so tracking signals are lost.**
  Fix: server-side tracking alongside the Pixel.

3 to 5 creatives per ad set | Walkthrough reel | Price + payment-plan static | Floor-plan carousel | Refresh every 2 to 3 weeks | Aim for about 50 results per ad set per week

◆ STARTING BUDGET SPLIT

Tuned every month from real data



A starting hypothesis for a brokerage with a mixed buyer base, not a rule. The real split depends on your project, price band and what the first 30 days show.

Automation: *From Enquiry to Confirmed Site Visit*

The moment a lead submits, three things should happen at once: WhatsApp replies, email lands, and your agent's phone buzzes. This is the first-7-days sequence we build.

	0 sec	2 min	1 hour	Day 1	Day 3	Day 7
WhatsApp	Welcome + brochure PDF + 3 quick questions	No reply? "Shall I call you now?" buttons	Location pin + 2 viewing slots	Slot reminder + payment-plan note	New availability or project update	Soft close: "still interested?" buttons
Email	Confirmation + brochure	Quiet: avoid double-messaging	Floor plans, price list, payment plan	Why buyers pick this area	Investor ROI + location guide	Moves to monthly newsletter
Sales team	Phone alert: new HOT lead	First-touch call (aim under 2 min)	Retry call, log outcome in CRM	Book the visit	Second call attempt	Mark Nurture or Cold

SMART LEAD SCORING

Your agents call the right people first

HOT

Budget fits, plans to buy in 0 to 30 days, financing ready.

Then: Instant agent call + visit slots offered.

WARM

Interested, 1 to 3 months out, still comparing projects.

Then: WhatsApp + email nurture, call within 48 hours.

COLD

Browsing, wants to rent, or unreachable.

Then: Monthly email only. Sales time stays protected.

THE SITE-VISIT ENGINE

Getting booked buyers to actually show up

1. **Book** — WhatsApp buttons offer 2 or 3 slots
2. **Confirm** — WhatsApp + email with pin and agent name
3. **Remind 24 h** — Friendly reminder, easy reschedule button
4. **Remind 2 h** — Route and parking details
5. **Visit** — Agent sees the buyer's full profile
6. **Follow up** — Shortlist or offer pack within 2 hours

Sample leak: no confirmations or reminders were being sent, so only 10 of 18 booked visits happened (56%). No-shows get an automatic "can we rebook you?" message within 30 minutes.

Built the safe way. We use the official WhatsApp Business Platform with approved message templates and recorded opt-in on every form, not bulk-sender tools that get numbers banned. Automation handles speed and reminders; **your agents still make the calls and run the viewings.**

What You Get With Upvert: *A to Z*

One person, one system, from the first ad click to a buyer standing in your property. Here is the full journey and everything included.

1 **DAY 0**
Free audit
Like this one, on your real account

2 **DAYS 1-7**
Build and launch
Tracking, pages, automation built, ads live

3 **WEEKS 2-4**
Learn
Data builds. First cuts. Early signals only

4 **MONTH 2**
Optimise
Tune for qualified leads and visits

5 **MONTH 3**
Scale and review
Scale what works, review, decide next term

ATTRACT

Google + Meta Ads

- Market and competitor research
- Google Ads structure (brand, area, investor intent)
- Meta structure (prospecting, retargeting, exclusions)
- Ad copy and creative briefs
- Weekly bid, budget and negative-keyword work

CAPTURE

Landing page + tracking

- Custom mobile-first landing page
- Multi-step form with qualification questions
- Phone check, spam and duplicate filters
- Pixel, Google tag, Conversions API setup
- Thank-you page that starts visit booking

NURTURE

CRM + automation

- CRM pipeline and stages set up
- Instant WhatsApp welcome + brochure
- Email sequences: 7-day + monthly
- Hot / Warm / Cold lead scoring
- Agent alerts and lead routing

CONVERT

Site visits

- Visit booking flow with slots
- Confirmation + 24 h and 2 h reminders
- No-show recovery and rebooking
- Post-visit follow-up messages
- Call and WhatsApp scripts for your team

MEASURE **Weekly report + live dashboard, plus a monthly strategy call with Upesh**

Spend → Leads → Qualified → Visits booked → Visits attended *with the cost of every stage*

WHAT WE NEED FROM YOU

- Project brochures, price lists, payment plans
- Valid advertising permit details for your listings (RERA / DLD)
- Admin access to ad accounts and CRM
- A sales team that calls back within 5 minutes
- Your target buyer profile and monthly budget

OUR HONEST LIMITS

- No guaranteed sales or fixed lead numbers: closing depends on property, pricing and your sales execution
- Your agents make the calls and run viewings
- Real evaluation takes 30 to 60 days of data
- Figures in this report are illustrative, not client results

Want this done on your real account?

Book a free audit. No obligation, 3-month initial term, campaigns live within 7 days. Pricing is shared on a short call.

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Upvert Media is based in India and serves Dubai real estate remotely. UAE company registration is in progress.