

case study

Driving Business Setup Leads for AIG Through Google Ads



AIG Corporate Services is a premier provider of business setup services in the UAE, offering end-to-end solutions including licensing, visa processing, and other essential services to help businesses establish themselves in the region. As a paid marketing specialist managing their Google Ads campaigns, my objective was to generate high-quality leads and maximize AIG's visibility among entrepreneurs and businesses looking to set up in the UAE.

CHALLENGES:

- **Highly Competitive Market:** The UAE business setup space is highly competitive, with many providers offering similar services. We needed to differentiate AIG by targeting users with high-intent searches.
- **Diverse Audience Segments:** AIG's services cater to a range of businesses, from entrepreneurs to larger corporations, each with unique needs. The challenge was to craft targeted campaigns that addressed these diverse audiences while optimizing the ad spend.
- **Cost Efficiency:** While lead generation was the primary goal, maintaining cost efficiency was crucial for the client's long-term ROI.



380
potential Leads



495,286
Impressions



CAMPAIGN OBJECTIVES:

- Increase the volume of qualified leads for AIG's business setup services.
- Drive relevant traffic to AIG's website through targeted search campaigns.
- Achieve a high conversion rate with a cost-effective strategy, ensuring AIG's marketing investment delivers solid returns.

CAMPAIGN STRATEGY:

To address these challenges, We implemented a series of well-planned and carefully optimized Google Ads search campaigns focused on:

- **Keyword Targeting:** We identified high-intent keywords such as "business setup UAE," "UAE company formation," and "ecommerce license UAE" to attract users actively searching for these services.
- **Audience Segmentation:** We developed campaigns targeting different types of businesses, including entrepreneurs, ecommerce ventures, and larger corporations, customizing the messaging for each segment.
- **Conversion Focused:** The primary KPI was lead generation, so I optimized the ads to drive users to specific landing pages designed to capture leads effectively.

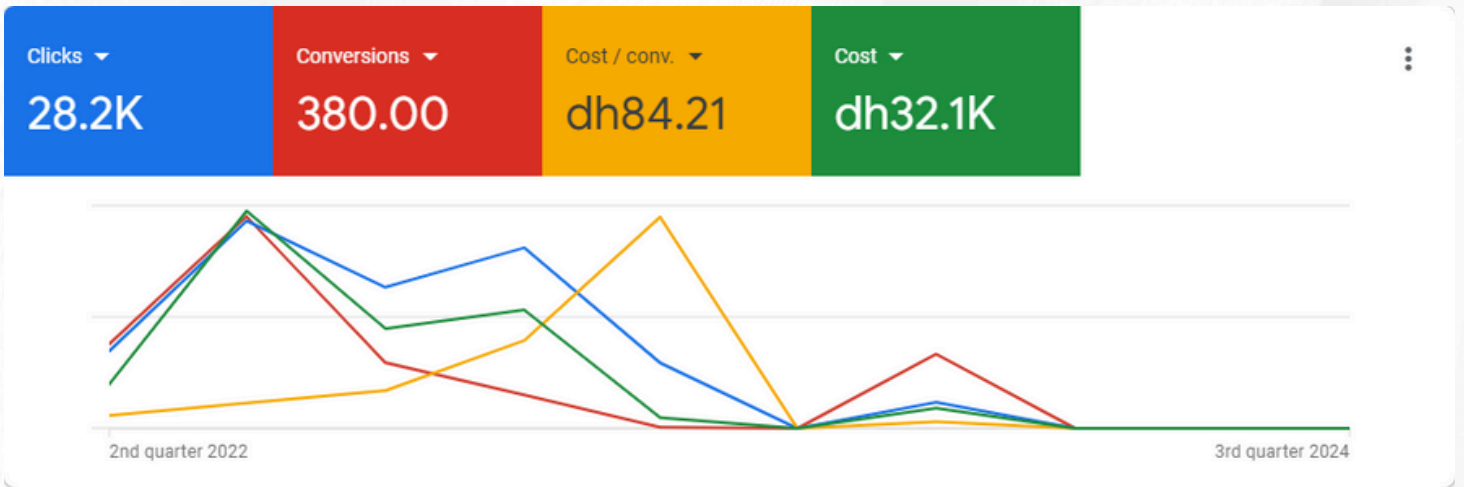
KEY RESULTS AND INSIGHTS:

- **High Conversion Campaigns:** The Leads-Search-12/10/23 campaign delivered outstanding results with a 5.73% conversion rate and the lowest cost per conversion (AED 21.12) across all campaigns. This campaign's success was attributed to precise targeting of users searching for business setup solutions and the optimization of ad copy to highlight AIG's key differentiators.
- **Optimizing for Cost Efficiency:** The AIG-Leads-Plans campaign had a solid performance with 68.5 conversions and a cost per conversion of AED 63.51, showcasing its effectiveness in delivering leads at a relatively low cost. This was achieved by testing different keyword combinations and adjusting bids to maximize budget efficiency.



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- Boosting Website Traffic and Engagement:** The AIG-search-website campaign generated the highest traffic with 7,099 clicks, driving a large volume of users to the website. With a 2.22% conversion rate, this campaign showed the potential to generate leads through strong website engagement, but it also highlighted opportunities for improving landing page conversion optimization.
- Targeted Campaign Success:** The Offers Leads Campaigns and Trading/Ecommerce License Campaigns were designed to appeal to specific segments of users (such as ecommerce startups). While these campaigns had moderate conversion rates (1.01% and 1.18%, respectively), they were effective in reaching niche audiences that are often harder to capture.



Keywords + Add keyword Sort by: Impressions

Summary of how your keywords are performing

Keyword	Cost	Clicks	CTR
business visa uae	AED793.59	370	4.94%
dubai business visa	AED608.94	816	11.22%
working visa for dubai	AED585.80	895	12.68%
dubai consultancy company	AED487.75	426	3.79%
business start in dubai	AED472.05	541	5.16%

words within searches where people saw your ads

Searches	Words
business visa	dubai work visa
golden visa dubai	
dubai	dubai residence visa
golden visa uae	
business visa	dubai freelance visa
meysan free zone	business
working visa for dubai	dubai work visa online apply
uae residence visa	dubai work permit

Keywords Negative keywords < 1 / 10 >

