

SANDYMEDIA®

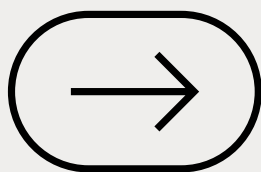
Client spent AED
18,000 on Google Ads.

65 leads.

0 deals.

"The ads aren't working."

Or are they?



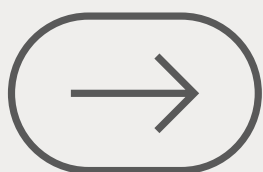
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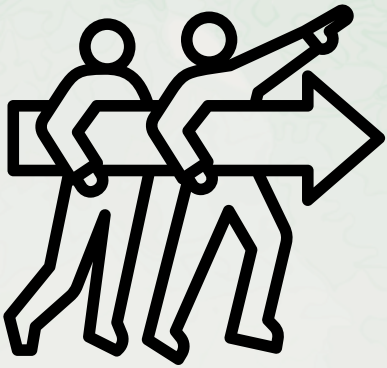
**When deals
don't close,
ads get
blamed first.**

But performance marketing
is rarely emotional.

It's structural.

So we audited the funnel.





65

Leads
Genetated



57

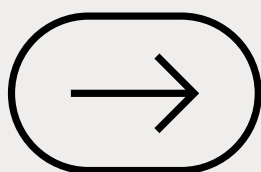
Completed
the Form



47

Answered
the Sales Call

That's not broken traffic.
That's real buyer interest.



44

said:
"Let me think about it."

 No price objection.

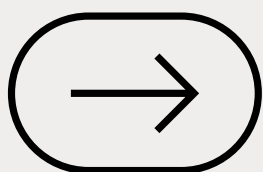
 No major pushback.

3

disengaged
mid-conversation

 Just hesitation.

And hesitation is rarely a
traffic issue.
It's a trust issue.



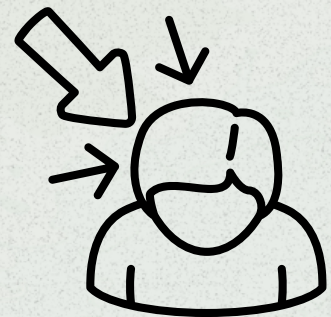
At this point, most companies:



Increase
budget.



Change
creatives.

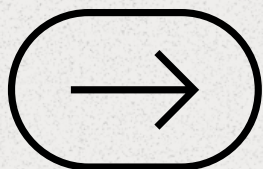


Blame
targeting.

We did none of that.

Because the problem wasn't traffic.

It was conviction.



**We paused aggressive selling.
For two weeks, we ran
authority-led content:**



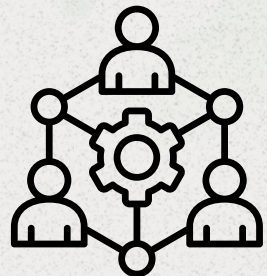
**Industry
insights**



**Buyer
mistakes**

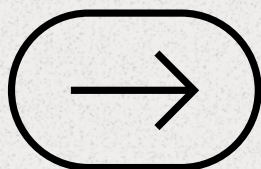


**Process
transparency**



**Decision
frameworks**

No pressure CTA. Just clarity.



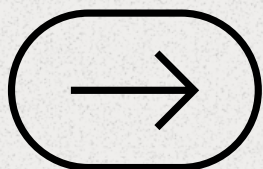
Audiences built from:

- Lead submissions
- Website visitors
- Content viewers

We layered credibility:

- Case scenarios
- Behind-the-scenes visibility
- Proof of execution

Only after repeated exposure did we
run consultation ads.



Same AED 18,000 budget.

29 leads.

21 serious conversations.

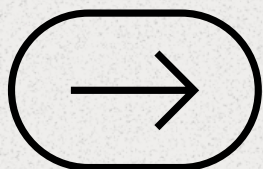
8 closed deals.

AED 420,000 in commissions.

Lower volume.

Higher intent.

Real revenue.



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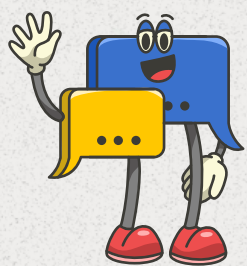
Most businesses optimize for
cost per lead.

We optimize for cost per conviction.

Traffic creates opportunity.

Trust creates revenue.

If your leads aren't converting,



DM "AUDIT"

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