MADVERT LABS

DIGITAL MARKETING & GROWTH SYSTEMS

CASA ELEGANCE INTERIORS

LUXURY INTERIOR DESIGN

DUBAI, UAE

CASE STUDY



FULLY QUALIFIED

INTERIOR DESIGN PROJECT QUOTATIONS

THROUGH A FULL FUNNEL

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INDUSTRY — LUXURY INTERIOR DESIGN / DUBAI, UAE

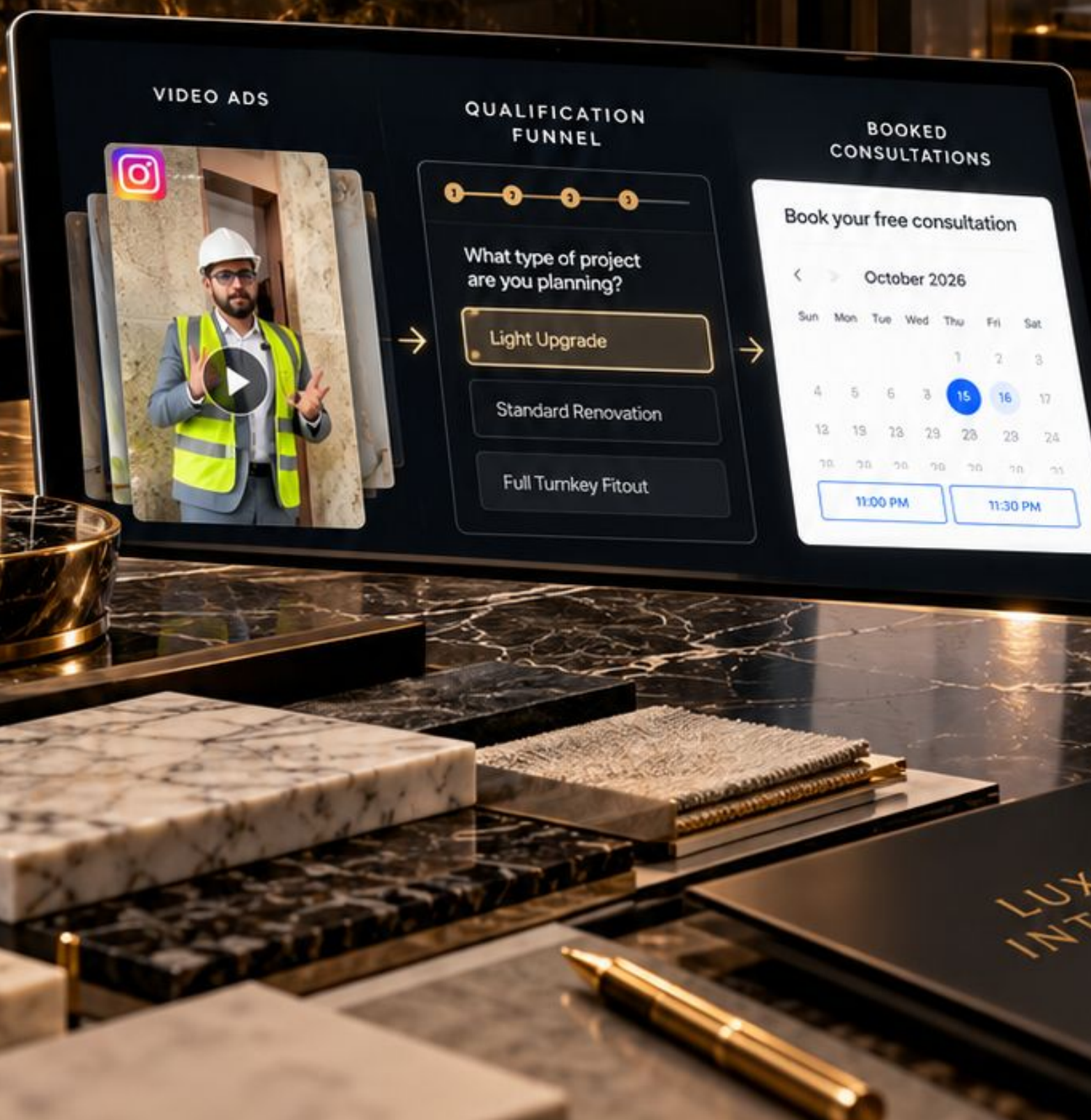
111 Qualified Interior Design Inquiries at AED 93 Per Inquiry

How **Madvert Labs** built a high-converting offer, video-ad campaign, **qualification** funnel, and consultation-booking journey for a Dubai luxury interior design company.

111
Inquiries

AED 93.02
Per Inquiry

AED 10,325.19
Spend



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CASE STUDY STRATEGY

INDUSTRY — LUXURY INTERIOR DESIGN / DUBAI, UAE

How We Built The System

The company was struggling to generate leads.
So we built a complete, high-converting ad system designed to attract serious interior-design prospects.

01

Market Research

Studied Dubai interior buyers, pain points, and buying triggers.

02

Offer Engineering

Crafted a compelling consultation-focused offer, not a generic ad.

03

Creative Production

Scriptwriting, shoot direction, video editing, and ad creative variations.

04

Campaign Launch

Deployed the ad system to drive high-intent prospects into the funnel.

> We didn't run random lead ads.
> **We built a persuasive acquisition system.**

REAL AD CREATIVES FROM THE CAMPAIGN







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INDUSTRY — LUXURY INTERIOR DESIGN
DUBAI, UAE

QUALIFICATION FUNNEL

From Lead To Booked Consultation

We didn't stop at names and phone numbers. We qualified every inquiry through a structured consultation-booking journey.

1 Property Type

Select the property category for the estimate.



2 Property Details

Tell us about your property to get a more accurate estimate.



3 Project Scope

What type of project are you planning?



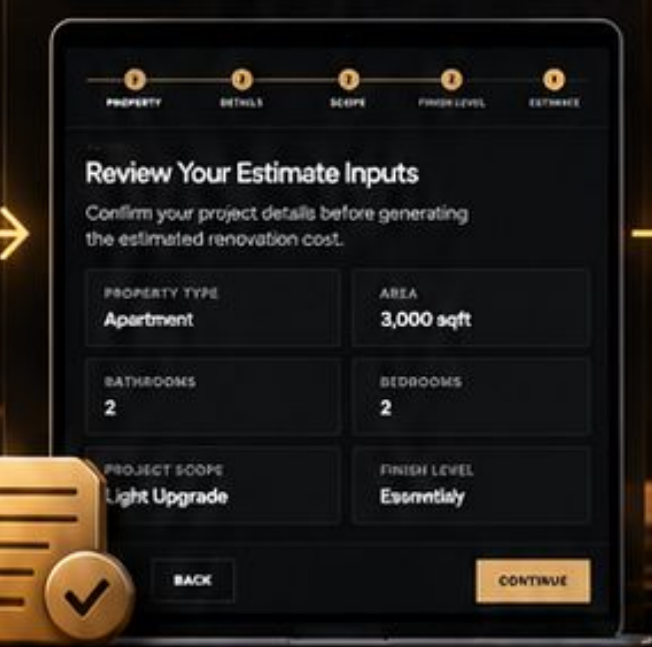
4 Finish Level

Choose the quality level that matches your vision and budget.



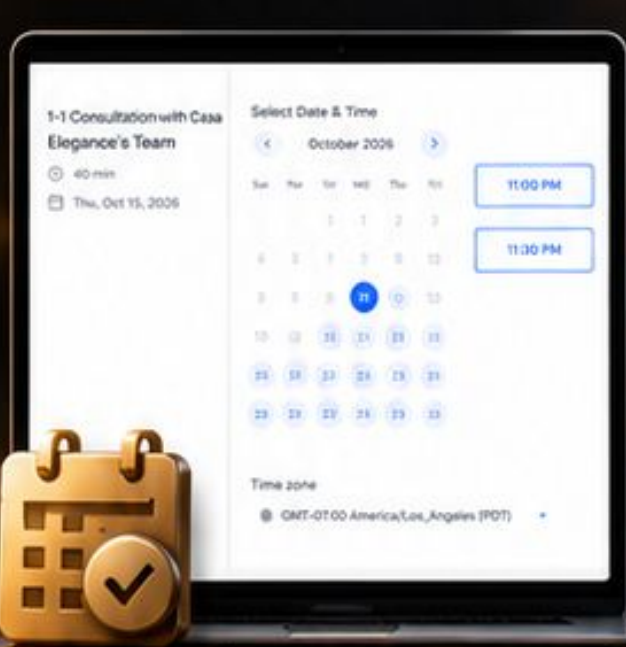
5 Estimate Review

Review your inputs before generating the estimated cost.



6 Book Free Consultation

Choose a date and time for your 1-on-1 consultation.



What The Client Received

Each inquiry that reached the client was fully qualified, with all key project details and a confirmed consultation booking.

- Property type
- Area size
- Bedrooms & bathrooms
- Drawings availability
- Project status
- Project scope
- Finish level
- Timeline to start
- **Consultation booking**

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CAMPAIGN OUTCOME

Results, Impact & Why It Worked

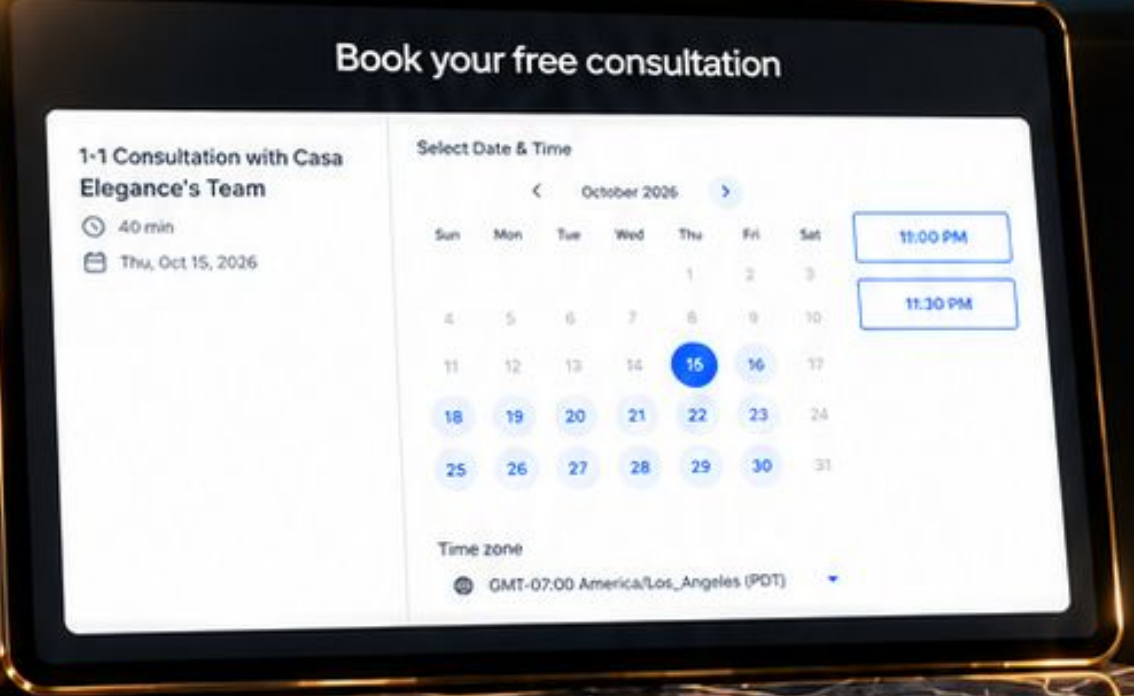
A complete growth system that turned targeted video ads into qualified inquiries and booked consultations for a Dubai luxury interior design company.

111
Qualified Inquiries

AED 93.02
Per Inquiry

AED 10,325.19
Total Spend





Why This Worked

- Strong offer creation
- Market-led creative strategy
- Video ads built for intent, not vanity metrics
- Full qualification funnel
- Booked consultations, not just raw leads

For a Dubai interior design business with project values in the tens of thousands of dirhams, an **AED 93 qualified inquiry was a highly profitable outcome.**

Want a similar growth system for your business?

Book Your Discovery Call >

Discuss Your Goals | Get a Tailored Strategy | Unlock Predictable Growth