

# Case Study



## Driving High-Intent 700+ Leads for Upzone Consulting's Golden Visa Campaign

### Overview

Upzone Consulting, a consultancy specializing in **business setup, corporate PRO services, immigration solutions, and bank account facilitation**, was struggling to attract new clients consistently. Despite having strong service offerings, their digital acquisition funnel wasn't optimized for performance, and they lacked a focused strategy to reach high-intent prospects.

To help them scale, we recommended launching a **Google Search Ads campaign focused on Golden Visa leads**, a high-value segment with strong market demand.

By creating a sniper targeted campaign, creating a conversion-focused landing page, and implementing a tightly researched keyword strategy, we achieved the conversion rate from **6.64% in July to 15.55% in November 2025**, despite a temporary dip during October's website migration. Also there's a decrease in Cost per lead from July to November.

Campaign <span>⌵</span>	Conv. rate	Cost / conv.	Campaign type
 Drafts in progress: 0			
 HZ - Leads-Search-Golden Visa	11.80%	AED32.37	Search
July 2025	6.64%	AED40.19	
August 2025	11.95%	AED34.65	
September 2025	16.14%	AED28.53	
October 2025	10.04%	AED41.10	
November 2025	15.55%	AED24.28	

### The Challenge

#### Primary Issues Identified

- Difficulty attracting high-quality inbound leads.
- No active Search Ads strategy targeting Golden Visa prospects.
- The landing page lacked keyword relevance, structured content, and a conversion-friendly layout.

- Limited budget required extremely precise targeting.
- October saw reduced performance due to **website migration + form malfunction**, impacting conversions.

## Objective

To build a **consistent, high-intent lead acquisition system** using Google Search Ads while optimizing the conversion rate and maintaining cost efficiency.

## Our Strategy

### 1. Clear, Segmented Google Ads Structure

We built a strategy centered around **keyword intent segmentation**, ensuring each user query matched the appropriate ad:

- Separate ad groups for each Golden Visa keyword segment.
- Highly focused ads with strong CTAs, keyword-aligned headlines, and high relevance.
- Ad strength improved significantly, supporting Quality Scores of **6+ across most keywords**.

### 2. High-Conversion Landing Page

We created a dedicated Golden Visa landing page:

<https://upzone.ae/uae-golden-visa-1/>

Key enhancements:

- Keyword-rich content aligned fully with search queries.
- Clear value propositions explaining eligibility, benefits, and process.
- Multi-step form to reduce friction and increase completion rate.
- Mobile-optimized layout for faster response and smoother user experience.

### 3. Highly Focused Keyword Research

Given the limited budget, we adopted a precise targeting method:

- Only **phrase match** and **exact match** keywords were used.
- Avoided broad match to eliminate irrelevant traffic.
- Keywords grouped based on intent and funnel stage.
- Focus on high-intent queries like “UAE Golden Visa requirements”, “Golden Visa application”, etc.

This kept the traffic clean, relevant, and efficient.

### 4. Continuous Optimization & Issue Resolution

- Weekly campaign and keyword optimization for better CTR and lower CPC.
- A/B testing on headlines and form placements.
- October’s performance drop was quickly diagnosed and fixed (form + migration issues).
- Strong recovery in November with record CVR.

## The Results

Metric	July	November 2025
Conversion Rate (CVR)	<b>6.64%</b>	<b>15.55%</b>
Keyword Match Types	Phrase + Exact only	Phrase + Exact only
Quality Scores	<b>6+ across most keywords</b>	<b>6+ across most keywords</b>
Landing Page	High-converting, keyword-optimized	High-converting, keyword-optimized
Lead Quality	Medium	Strong, high-intent leads

## Highlight

A **2.3x increase in conversion rate**, despite budget constraints and a temporary technical setback.

## Client Feedback

*"The new landing page and Google Ads structure made a significant difference. We started receiving much more relevant leads, especially for Golden Visa inquiries. The results were clearly visible month after month."*