PAID CAMPAIGN CASE STUDY

LUXURY YACHT CHARTER ACQUISITION

Generating 1,700 High-Intent Charter Leads at AED 3.53 CPL

How targeted Meta sales messaging campaigns scaled direct booking conversations for **Sail With Amal** with exceptional campaign health and low acquisition cost.

MESSAGING LEADS

1,700

Direct Inquiries

COST PER LEAD (CPL)

AED 3.53

Per Conversation

ACCOUNT HEALTH

100 / 100

Opportunity Score

TOTAL ACCOUNT SPEND

AED 7.25K

AED 7,248.08 Budget

Core Campaign Breakdown

MAIN WINNING CAMPAIGN

AED 3.53 CPL

Sales Campaign (25 Nov)

Direct WhatsApp/Instagram Sales Messaging strategy optimized for luxury charter bookings in Dubai.

MESSAGING INQUIRIES	CAMPAIGN AD SPEND
1,700	AED 6.07K

- Main campaign drove **83.7% of total account leads** at hyper-efficient rates.

Perfect Optimization Score

100 / 100

0 pending system recommendations. Maximum algorithm setup quality.

Budget Efficiency

AED 7,248.08

Total investment delivered high-margin direct customer conversations.

Key Drivers of Success

High-Intent Messaging

Directing traffic to instant messaging eliminated friction, enabling real-time booking inquiries for luxury yacht experiences.

1,700 Direct Chats

Ultra-Lean CPL

Achieved an outstanding **AED 3.53 per lead** in the high-ticket Dubai luxury charter market, outperforming industry benchmarks.

AED 3.53 Cost / Lead

Peak Ad Quality

A flawless **100/100 Opportunity Score** ensures optimal ad placement and lowest CPMs across Meta platforms.

100% Account Health

CASE STUDY OUTCOME

1,700 High-Intent Inquiries at AED 3.53 CPL

By leveraging direct messaging sales campaigns optimized for luxury maritime charters, **Sail With Amal** established a predictable, high-return customer acquisition pipeline in Dubai.

TOTAL SPEND	DIRECT INQUIRIES	COST PER LEAD
AED 7,248.08	1,700 Leads	AED 3.53