

Chapter

06

Analytics and Performance Measurement



Let us assume that we are the marketing team for the Riyadh Front project, a residential real estate development comprising 100 luxury villas in northern Riyadh. Before initiating any marketing efforts, we faced a fundamental challenge: weak marketing return on investment and an inability to interpret the behavior of prospective customers. The initial performance indicators showed a monthly expenditure of 80,000 SAR across multiple digital channels, including search advertising, social media advertising, and organic content, while generating only 5 sales, with limited ability to identify the most efficient channels or to understand the reasons why visitors were leaving the website.

This challenge raises a fundamental question: how can an integrated digital marketing system be built, beginning with market analysis and ending with return measurement, so that data can be transformed into strategic decisions? This is what we will examine through the following seven stages.

Stage One: Digital Competitive Analysis

Before building any strategy, it is essential to understand the competitive landscape through specialized analytical tools. We used a combination of free and paid tools such as SimilarWeb, Ubersuggest, and Ahrefs to answer four main questions:

1. Keyword Gap Analysis

We found that competitors focus on general, highly competitive keywords such as villas for sale in Riyadh, with a monthly search volume of 1,500 and a difficulty score of 70 out of 100. However, the content gap analysis revealed the presence of long tail keywords such as two story villas with an elevator in northern Riyadh, with a monthly search volume of 150 and a difficulty score of 20 out of 100, while the search intent behind them was clearly transactional. This type of keyword represents a valuable opportunity for targeting at a lower cost and with a higher conversion rate.

2. Search Intent Analysis

We did not limit ourselves to the keywords alone, but also analyzed the nature of the pages ranking at the top of the results for these terms. We found that successful pages do not merely display the product, but also provide rich content such as a villa buying guide and a comparison of neighborhoods in northern Riyadh. This indicated that the real estate consumer seeks information and trust before making a decision.

3. Competitors' Technical Infrastructure Analysis

Using tools such as Wappalyzer, we discovered that the highest performing websites use flexible content management systems, such as WordPress with Elementor, which allow the creation of fast landing pages. They also use advanced measurement tools, namely Google Analytics 4 and Google Tag Manager, as well as user behavior analysis tools such as Microsoft Clarity and Hotjar for session recording and heatmap generation. Most importantly, we discovered that one of our competitors lacked an SSL certificate on subpages, which exposed visitor data to risk and negatively affected its ranking in search engines, as this is a confirmed ranking factor.

4. Backlink Analysis

We found that another competitor had obtained a backlink from Al Binaa Magazine, a high authority website with a Domain Authority score of 75. This link gives the competitor substantial credibility. We identified this outlet as a target for outreach by offering a case study or a guest article.

Result: We obtained a clear roadmap consisting of targeting long tail keywords, producing educational content, securing our website technically, and building an outreach plan with authoritative reference websites.

Stage Two: Technical Website Diagnosis – Removing Conversion Barriers

After understanding the market, it was necessary to ensure that our project website did not suffer from technical issues that would weaken any subsequent marketing effort. We conducted a comprehensive audit using Google PageSpeed Insights, Screaming Frog, and GTmetrix, which revealed the following problems:

1. Page Speed

The problem: The loading time on mobile devices reached 7.2 seconds due to uncompressed images totaling 15 megabytes, the absence of caching activation, and unoptimized JavaScript code.

The impact: According to Google studies, every additional second of delay reduces conversions by 20 percent. This means that we were losing more than 60 percent of potential visitors before they even viewed the content.

The solution: We compressed images using TinyPNG, activated caching through a CDN, and deferred the loading of unnecessary JavaScript files. After optimization, the loading time was reduced to 1.8 seconds.

2. Mobile Friendliness

The problem: The consultation request form was not responsive, causing the submit buttons to disappear behind the virtual keyboard on smartphones. In addition, the font size was too small, at less than 16 pixels, which made reading difficult.

The impact: Seventy percent of our visits generated from advertisements come through mobile devices. This issue creates a poor user experience and increases the bounce rate.

The solution: We redesigned the form using a responsive design and increased the size of fonts and buttons to make them suitable for touch interaction.

3. Broken Links

The problem: The location on the map link in the page footer led to a 404 error page.

The impact: Broken links undermine the credibility of the website and weaken the user experience. They also waste anchor text that could otherwise contribute to search engine optimization.

The solution: We fixed the link or redirected it with a 301 redirect to the correct page.

Result: The website became technically ready to receive marketing campaigns, supported by a solid foundation of speed, security, and user experience.

Stage Three: Landing Page Design and the Application of Conversion Rate Optimization Principles

After preparing the infrastructure, we designed a dedicated landing page for the Riyadh Front Villas campaign. We did not direct visitors to the crowded general homepage, which contained 15 different links. Instead, we created a standalone page focused on a single objective: collecting prospective customer data. We applied the attention ratio model of one to one, meaning one conversion goal paired with one clear call to action.

The page components were designed according to best practices as follows:

A. Unique Selling Proposition and Main Headline

We did not use a generic headline such as the most luxurious villas in Riyadh. Instead, we crafted a headline that answered the customer's question: what will I gain? The headline was: Your dream villa in northern Riyadh, ready within 18 months with flexible financing. Beneath the main headline, we placed a supporting subheadline that reinforced the promise: A gated community with green spaces and a valley view, featuring modern finishing and delivered turnkey.

B. Hero Visual Element

We used a panoramic drone video showing the project location and the adjacent valley. This type of visual content creates an emotional connection and answers the questions of where will I live and what will the view be like. We ensured that the video matched the advertising message, so that the advertisement the visitor had seen promised a scenic view, and the video fulfilled that promise immediately upon arrival.

C. Transforming Features into Benefits

Instead of listing dry specifications such as an area of 500 square meters, we reframed them as benefits:

The feature: a 50 square meter living room.

The benefit: An open living space that allows you to host family and friends comfortably, with the possibility of a special corner for reading or work.

The feature: a smart security system.

The benefit: Enjoy peace of mind for your family around the clock through smart cameras that you can monitor from your phone wherever you are.

D. Social Proof

We added three social proof elements:

A customer testimonial in the form of a short video featuring a previous client from another project who confirmed the company's commitment to quality and deadlines.

Partner logos including well known banks and contractors to enhance credibility.

Digital trust indicators including a small counter showing the number of pre bookings, for example 45 families have already reserved.

E. Call to Action

We used a single button in a contrasting orange color with a clear message: Book a virtual tour now. We repeated the button in three positions: at the top of the page above the fold, in the middle after presenting the benefits, and at the bottom after the social proof section. Directly before the button, we added risk reducing copy: Booking is free and without obligation, and you may cancel at any time.

Stage Four: A/B Testing and the Scientific Methodology for Performance Improvement

Rather than relying on guesswork, we decided to test a simple hypothesis: does the wording of the call to action affect the conversion rate? We created two versions of the landing page, A and B, changing only one variable:

Version A used a call to action button with the phrase Book a virtual tour now.

Version B used a call to action button with the phrase Request the project brochure for free.

We directed 50 percent of the traffic coming from Facebook advertisements, with the same audience and the same advertisement, to each version. The test continued for two weeks until the sample reached a sufficient size of 1,000 visitors for each version. The results were as follows:

Version A achieved a conversion rate of 3.5 percent, generating 35 conversions.

Version B achieved a conversion rate of 2.1 percent, generating 21 conversions.

Conclusion: the wording of the call to action that focused on the experience, namely the virtual tour, was 66 percent more effective than the wording that focused on information, namely the brochure. We therefore adopted the winning version permanently.

Stage Five: Attribution Models and Decoding the Customer Journey

Let us assume that a customer named Abdullah completed a conversion by booking a tour. By tracking his digital journey through Google Analytics and the CRM system, we identified the following interaction path:

1. On day one, he viewed a display advertisement on the Sabq news website, but did not click on it.
2. On day three, he searched on Google for the best projects in northern Riyadh in 2026 and read an article on a real estate blog through organic search.
3. On day five, he viewed a video advertisement on Instagram and clicked through to the landing page through paid social media.
4. On day seven, he searched directly for the project name on Google, entered the website, and completed the booking.

Application of the different attribution models:

The last click model assigns 100 percent of the credit to Instagram.

The first click model assigns 100 percent of the credit to the display advertisement, even though no click occurred.

The linear model distributes 25 percent of the credit to each interaction point.

The time decay model gives greater weight to the interactions closer to the conversion, with Instagram receiving 40 percent, direct search 30 percent, organic search 20 percent, and the display advertisement 10 percent.

The U shaped model assigns 40 percent to the first interaction and 40 percent to the final interaction, while the remaining 20 percent is distributed across the middle interactions.

The decision: We selected a hybrid model close to the U shaped approach because we believe in the importance of awareness, represented by the display advertisement, and the importance of closing, represented by Instagram. This helped us justify increasing the display advertising budget to build awareness, even though it did not generate immediate clicks.

Stage Six: Key Financial Metrics From Data to Investment Decisions

After one month of the campaign, we collected the following data:

Total marketing and sales expenses: SAR 50,000, including salaries, advertisements, and software

Number of new customers through confirmed bookings: 25 customers

Total booking revenue: SAR 25,000,000, with an average villa value of SAR 1,000,000

Total number of visitors: 50,000 visitors

Cost of paid advertising only: SAR 30,000

Revenue directly attributed to paid advertising according to the attribution model: SAR 600,000

Calculation of the indicators:**1.Customer Acquisition Cost**

Customer Acquisition Cost equals total marketing and sales expenses divided by the number of new customers

Customer Acquisition Cost equals 50,000 divided by 25, which equals SAR 2,000 per customer

This cost includes everything we spent to acquire that customer.

2.Customer Lifetime Value

There are several methods for calculating Customer Lifetime Value. In the real estate sector, repeat purchases are rare, so we can use a simplified model based on profit margin and the average number of transactions over a given period. Assuming that the project profit margin is 20 percent, meaning SAR 200,000 for each villa, and that 40 percent of customers purchase again within five years through an investment unit or a commission based referral, Customer Lifetime Value can be estimated as follows:

Customer Lifetime Value equals average transaction value multiplied by profit margin, then multiplied by one plus the referral rate

Customer Lifetime Value equals 1,000,000 multiplied by 0.20, then multiplied by 1.40, which equals 200,000 multiplied by 1.40, resulting in SAR 280,000 as the expected profit from the customer over the duration of the relationship with the project. However, if we want to calculate total value rather than profit only, then Customer Lifetime Value can be SAR 1,300,000 as in the previous example, depending on the definition.

To unify the concept, we will use Customer Lifetime Value as total expected revenue:

Customer Lifetime Value in revenue terms equals average revenue per customer multiplied by the expected number of purchases

Assuming that the customer purchases only one villa and that 30 percent of customers will refer another customer, generating additional revenue, then Customer Lifetime Value equals 1,000,000 plus 0.30 multiplied by 1,000,000, which equals SAR 1,300,000.

3. Ratio of Customer Lifetime Value to Customer Acquisition Cost

The ratio of Customer Lifetime Value to Customer Acquisition Cost equals 1,300,000 divided by 2,000, which equals 650 to 1

This ratio is extremely high, given that the healthy benchmark is 3 to 1, which means that we are spending very little to gain a great deal. It may also indicate that we are not investing sufficiently in marketing, which suggests an untapped growth opportunity.

4. Revenue Per Visitor

Revenue Per Visitor equals total revenue divided by total visitors

Revenue Per Visitor equals 25,000,000 divided by 50,000, which equals SAR 500 per visitor

This means that each visitor who enters the website is worth an average of SAR 500 in revenue. This figure is highly important in determining the upper limit for cost per click in advertising, as we should not pay more than SAR 500 to acquire a visitor. Although this is a high amount, it is reasonable in the real estate sector.

5. Return on Advertising Spend

Return on Advertising Spend equals revenue attributed to advertising divided by advertising cost

Return on Advertising Spend equals 600,000 divided by 30,000, which equals 20, meaning SAR 20 for every SAR 1 spent on advertising. This is an excellent tactical indicator for paid channels.

6.Return on Investment

To calculate Return on Investment, we need net profit. Let us assume that the total cost of the sold projects, including land cost, construction, and administrative expenses, equals SAR 18,000,000. Therefore:

Net profit equals total revenue minus total costs

Net profit equals 25,000,000 minus 18,000,000, which equals SAR 7,000,000

Total costs, meaning the investment, equal SAR 18,000,000. It should be noted that the marketing expenses of SAR 50,000 are included in this figure.

Return on Investment equals net profit divided by total costs, multiplied by 100 percent

Return on Investment equals 7,000,000 divided by 18,000,000, multiplied by 100, which equals 38.9 percent

This represents the overall return on investment for the project during this period.

Stage Seven: Precise Tracking Through UTM Parameters and Analytics Tools

To ensure the accuracy of these calculations, a robust tracking system was essential. We added UTM parameters to every link we used. For example, the link assigned to the Instagram advertisement was as follows:

[www.wajhat-alshamal.com/landing-page?utm_source=instagram&utm_medium=social&utm_campaign=launch_feb2026&utm_content=video_ad_top](http://www.wajhat-alshamal.com/landing-page?utm_source=instagram&utm_medium=social&utm_campaign=launch_feb2026&utm_content=video_ad_top)

utm_source identifies the platform, in this case Instagram.

utm_medium identifies the broader channel, in this case social media.

utm_campaign identifies the campaign, in this case launch_feb2026.

utm_content distinguishes this link from another link within the same advertisement.

These parameters enabled Google Analytics to classify traffic accurately, and when GA was connected with the CRM system, such as HubSpot, we became able to track the customer journey from the first click to the completion of the booking and to calculate the return on investment for each channel with precision.

The use of multiple tools included the following:

Google Analytics 4 for traffic sources, user behavior, and conversions.

Google Search Console for monitoring the performance of organic keywords.

Microsoft Clarity for session recordings and for observing how users interact with the page, including where they scroll and where they click.

Hotjar for heatmaps and user satisfaction surveys.



Thank You