

Al Gurg
Living

2023 Digital Performance Report & Digital Marketing Strategy 2024



EASA SALEH AL GURG GROUP



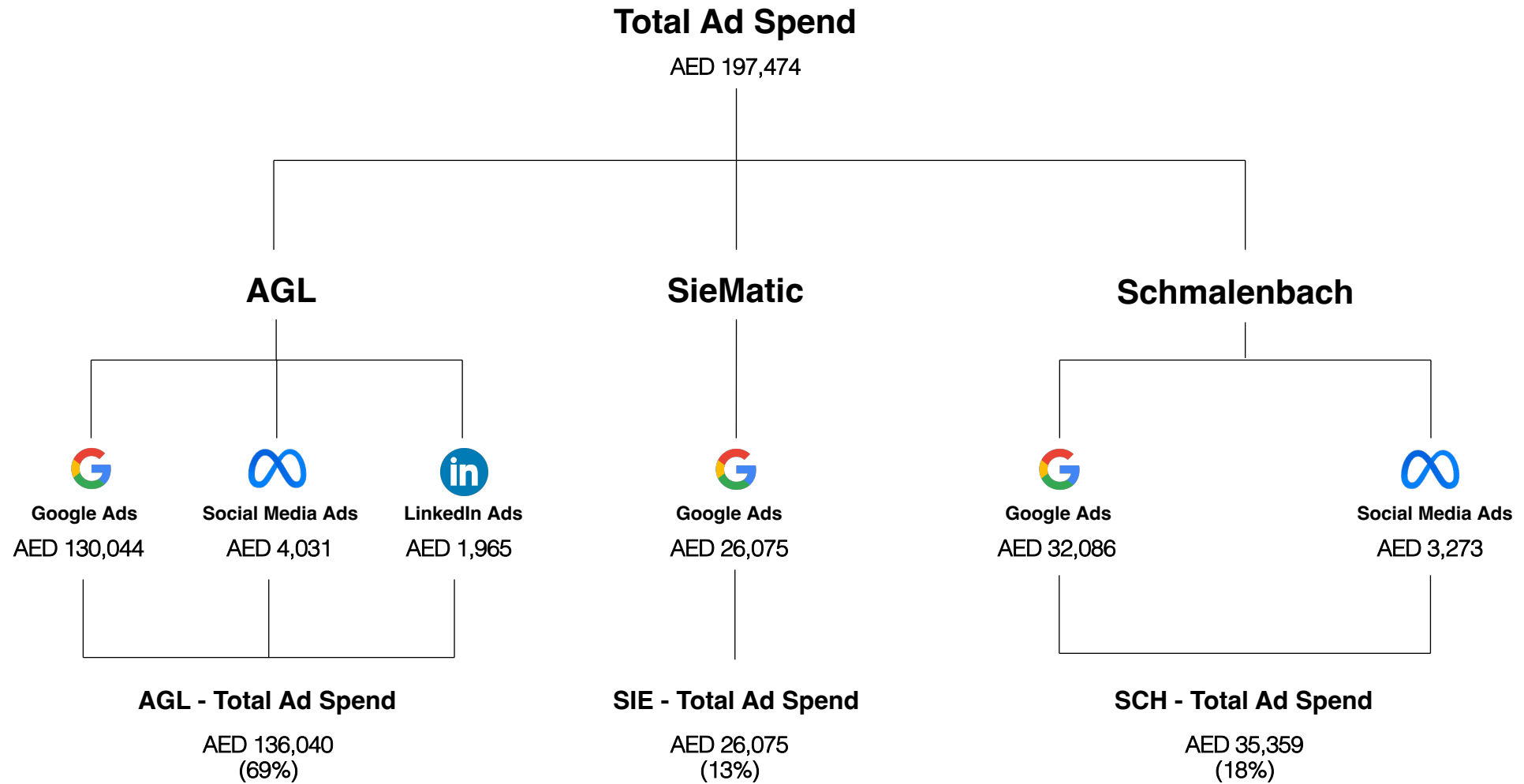
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A modern, minimalist walk-in closet with a central island, glass-fronted cabinets, and a tufted bench. The scene is dimly lit, creating a sophisticated and serene atmosphere. The central island features a white countertop with a small vase of flowers, a perfume bottle, and a handbag. The background shows a large wardrobe with glass doors and hanging clothes.

Ad Spend and Revenue Overview

Ad Spend Overview



Overall AGL Revenue

| Brand | Sales Price | % of Sales Revenue | No. of Customers |
|-----------------|----------------|--------------------|------------------|
| SieMatic | AED 6,294,140 | 46% | 19 |
| Schmalenbach | AED 5,670,724 | 41% | 17 |
| Heindl | AED 1,427,554 | 10% | 4 |
| Al Gurg Joinery | AED 362,284 | 3% | 5 |
| Total | AED 13,754,702 | 100% | 45 |

Digital Revenue Overview

1,588

Total leads generated

AED 124

Cost per lead

15

Converted customers

AED 13,165

Cost per customer acquisition

AED 5,484,970

Total sales revenue

2677%

Return on ad spend

40%

Sales revenue attributed
to digital leads

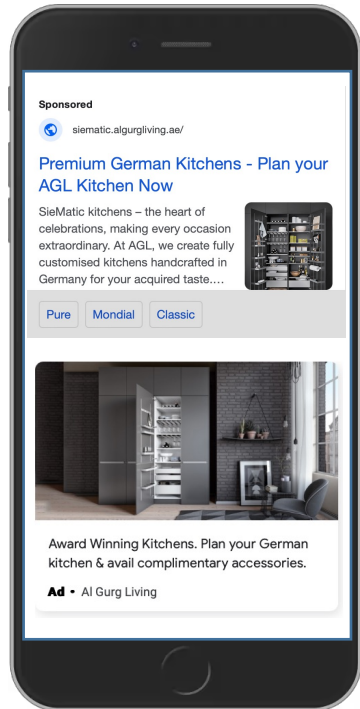


A modern, minimalist wardrobe with a central island table, glass-fronted cabinets, and a tufted bench. The scene is dimly lit, creating a sophisticated and serene atmosphere. The central island table is white with a tufted bench underneath. On the table, there is a small vase with flowers, a perfume bottle, and a handbag. The wardrobe features glass-fronted cabinets and open shelving, displaying various items like a hat and a bag. The overall design is clean and functional.

Digital Platforms Overview

AGL: Digital Platforms Overview – Google Ads

1. SieMatic



AED 34K

Total Ad Spend

733.6K

Total Impressions

15K

Total Clicks

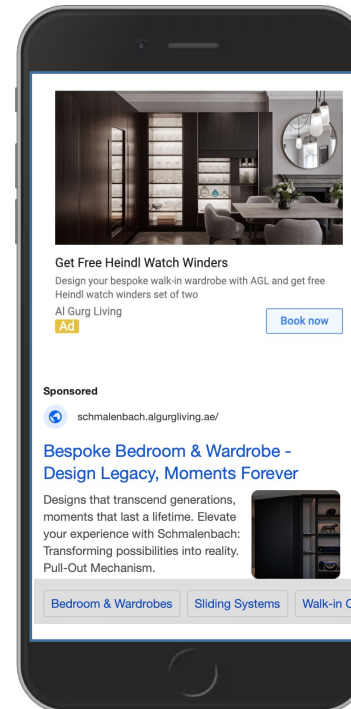
2.06%

CTR

277

Total Leads

2. Schmalenbach



AED 96K

Total Ad Spend

2.5M

Total Impressions

92.9K

Total Clicks

0.91%

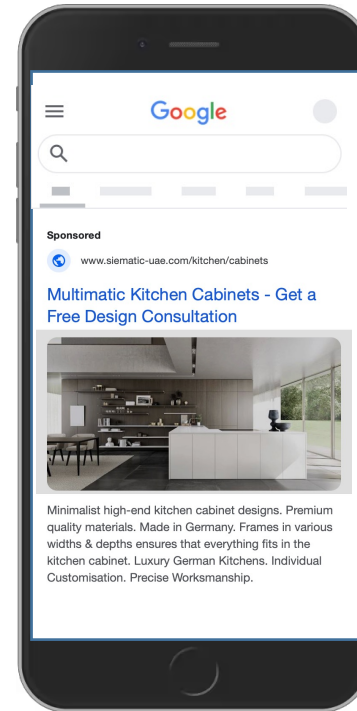
CTR

297

Total Leads

SieMatic: Digital Platforms Overview – Google Ads

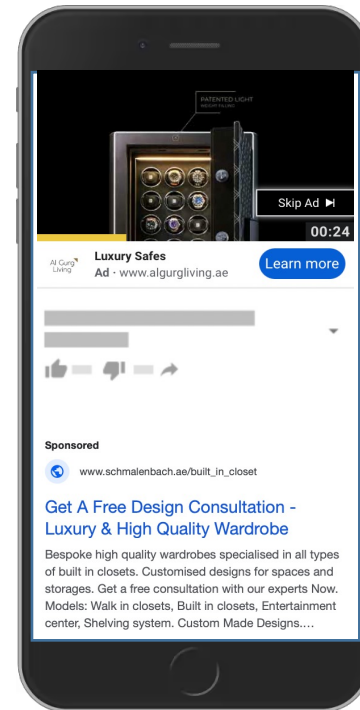
| |
|----------------------------------|
| AED 26K Total Ad Spend |
| 2.4M Total Impressions |
| 7.7K Total Clicks |
| 0.32% CTR |
| 70 Total Leads |



Ad Preview

Schmalenbach: Digital Platforms Overview – Google Ads

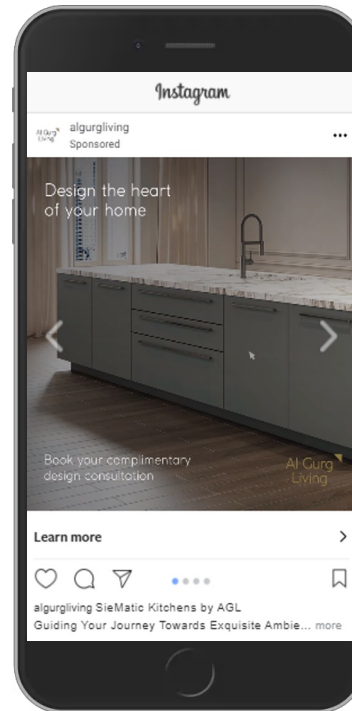
| |
|-------------------|
| AED 32K |
| Total Ad Spend |
| 751.7K |
| Total Impressions |
| 9.4K |
| Total Clicks |
| 1.25% |
| CTR |
| 31 |
| Total Leads |



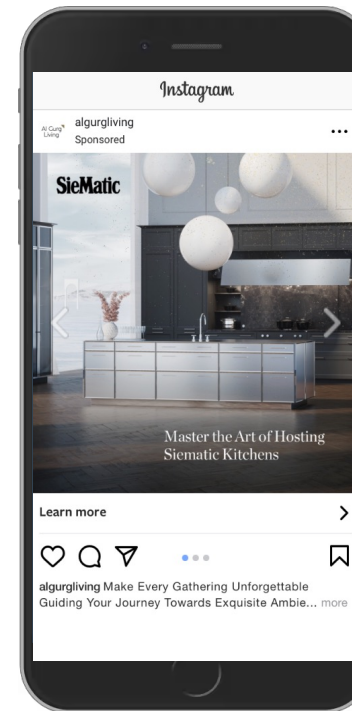
Ad Preview

AGL (SIE): Digital Platforms Overview – Meta

| |
|-------------------|
| AED 4K |
| Total Ad Spend |
| 96.6K |
| Total Impressions |
| 1.3K |
| Total Clicks |
| 31.5K |
| Reach |
| 1 |
| Total Leads |



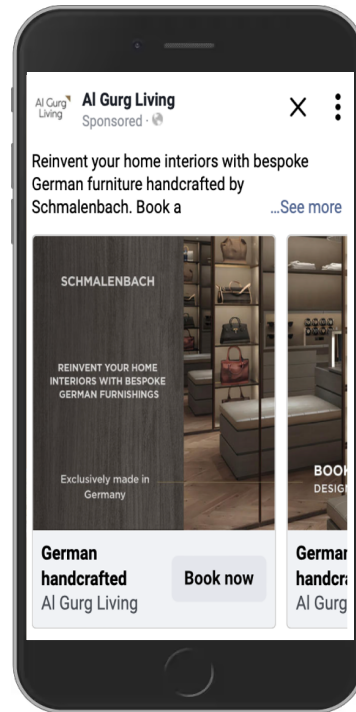
Ad Preview



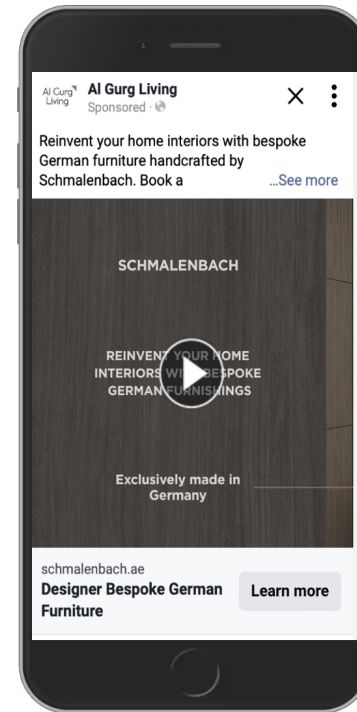
Ad Preview

AGL (SCH): Digital Platforms Overview – Meta

| |
|-------------------|
| AED 3.2K |
| Total Ad Spend |
| 145.2K |
| Total Impressions |
| 717 |
| Total Clicks |
| 67.5K |
| Reach |
| 6 |
| Total Leads |



Ad Preview



Ad Preview

AGL (SCH): Digital Platforms Overview – LinkedIn

AED 1.9K

Total Ad Spend

37.9K

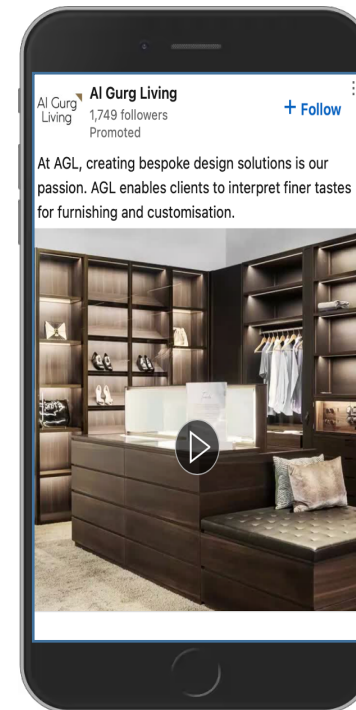
Total Impressions

162

Total Clicks

0.43%

CTR



Website Performance

Website Performance – AGL

AGL Website

6,268

Total Website Visits (Sessions)

4,456

Total Users

4,356

New Users

730

Total Leads

00:02:29

Avg. Session Duration

AGL SieMatic Landing Page

15,030

Total Website Visits (Sessions)

12,569

Total Users

11,772

New Users

330

Total Leads

00:02:44

Avg. Session Duration

AGL Schmalenbach Landing Page

19,964

Total Website Visits (Sessions)

17,388

Total Users

16,384

New Users

328

Total Leads

00:02:33

Avg. Session Duration

Website Performance – SieMatic & Schmalenbach

SieMatic Website

17,479

Total Website Visits (Sessions)

12,110

Total Users

11,945

New Users

119

Total Leads

00:03:25

Avg. Session Duration

Schmalenbach Website

14,105

Total Website Visits (Sessions)

10,061

Total Users

9,947

New Users

81

Total Leads

00:01:54

Avg. Session Duration

SEO Keywords Performance – AGL

| Keywords | January 2023 | December 2023 |
|------------------------|--|--|
| Luxury home safes UAE | 1 st page, 6 th rank | 1 st page, 1 st rank |
| Luxury bespoke safes | 4 th page, 4 th rank | 1 st page, 2 nd rank |
| High end safes | 4 th page, 1 st rank | 1 st page, 2 nd rank |
| Heindl | 1 st page, 8 th rank | 1 st page, 6 th rank |
| German kitchens Dubai | 2 nd page, 9 th rank | 1 st page, 6 th rank |
| Luxury kitchens in UAE | 2 nd page, 8 th rank | 1 st page, 8 th rank |
| Custom closets Dubai | 3 rd page, 4 th rank | 2 nd page, 4 th rank |

SEO Keywords Performance – SieMatic

| Keywords | January 2023 | December 2023 |
|---------------------------------|--|---|
| Bespoke luxury kitchen | 5 th page, 6 th rank | 3 rd page, 2 nd rank |
| Quality German kitchens | 2 nd page, 1 st rank | 1 st page, 10 th rank |
| Modern German kitchen designs | 3 rd page, 5 th rank | 2 nd page, 5 th rank |
| Best kitchens in UAE | 1 st page, 6 th rank | 1 st page, 5 th rank |
| German kitchens Dubai | 1 st page, 4 th rank | 1 st page, 2 nd rank |
| Kitchen interior designer Dubai | 1 st page, 9 th rank | 1 st page, 3 rd rank |
| Modern kitchen Dubai | 1 st page, 6 th rank | 1 st page, 4 th rank |

SEO Keywords Performance – Schmalenbach

| Keywords | January 2023 | December 2023 |
|-------------------------------------|--|--|
| Luxury wardrobe companies Dubai/UAE | 1 st page, 3 rd rank | 1 st page, 1 st rank |
| Luxury wardrobes Dubai/UAE | 1 st page, 3 rd rank | 1 st page, 1 st rank |
| High end wardrobes Dubai | 1 st page, 5 th rank | 1 st page, 1 st rank |
| German wardrobes UAE | 1 st page, 1 st rank | 1 st page, 1 st rank |
| German wardrobes Dubai | 1 st page, 1 st rank | 1 st page, 1 st rank |
| Luxury walk in closets Dubai | 1 st page, 2 nd rank | 1 st page, 1 st rank |
| Luxury German closets | 1 st page, 1 st rank | 1 st page, 1 st rank |



2024 Digital Strategy

Key Marketing Objectives



Raise Brand Awareness

Build awareness by advertising campaigns such as Google AI-powered campaigns, Instagram video format campaigns, Yandex network campaigns



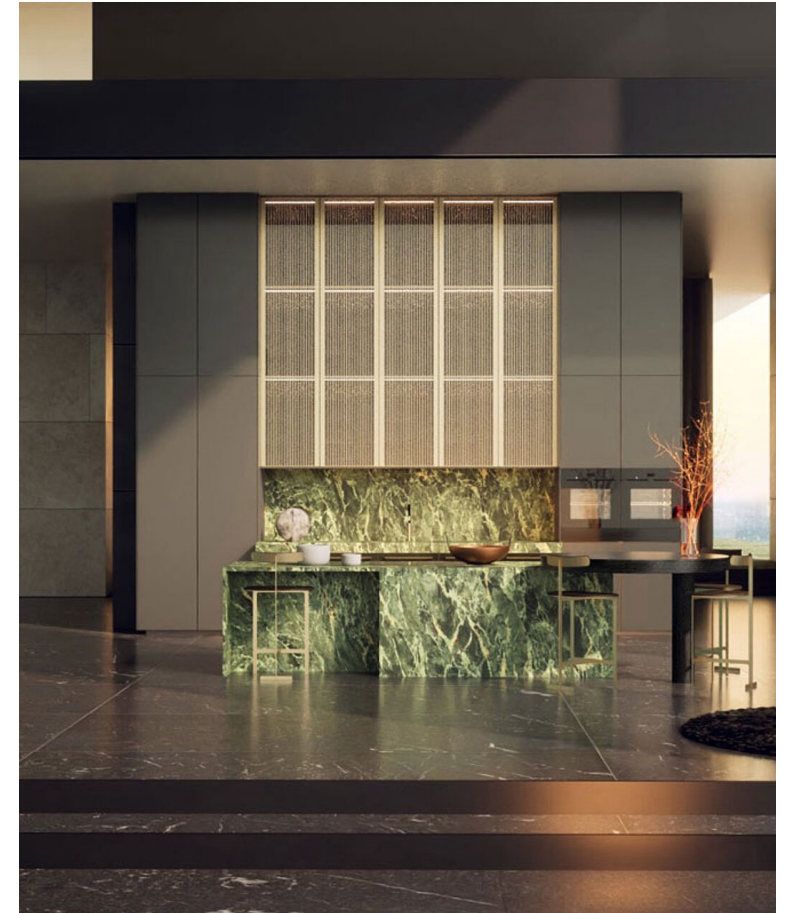
Website Traffic

Generate more quality website traffic by targeting niche segment of audience on each platform



Leads Generation

Run campaigns across selected digital channels to generate good qualified leads by targeting the right audience using past data



Target Audience



Demographics

Age: 35-65 years old (primary)

Gender: All

Location: High-end residential areas in the UAE

Nationality: Emirati, GCC Nationals, Chinese, African, Iranian, and Russian



Affinity

Luxury Lifestyle: fine dining, travel, designer brands, exclusive experiences

High-End Appliances: top-of-the-line kitchen appliances and cutting-edge technology

Interior Design: interior designing, culinary arts, kitchen designs

Wardrobe Design: fashion trends, closet designs, designer labels, luxury accessories



Custom Audience

Custom Audiences: customer database, website visitors and followers

Lookalike Audiences: create accurate lookalike audience of existing custom audience

Geo-Targeting

Dubai

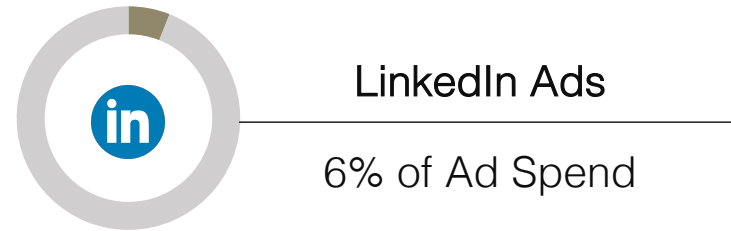
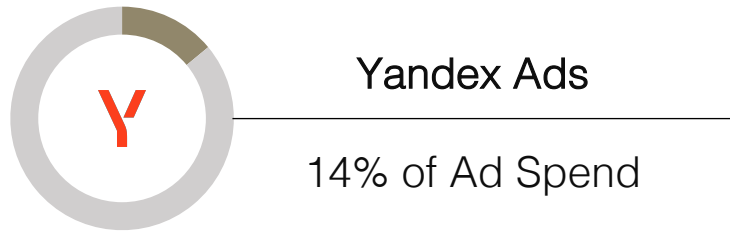
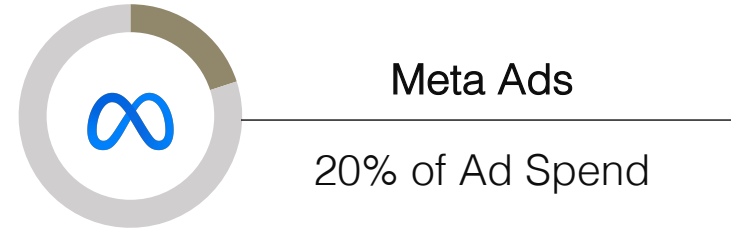
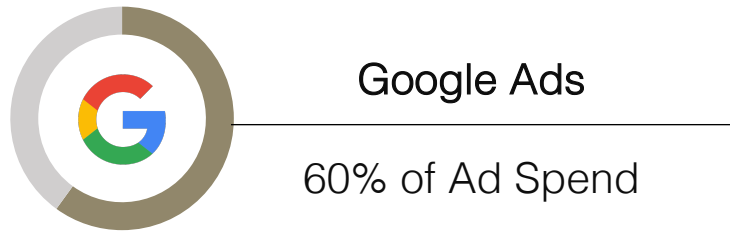
- Palm Jumeirah
- Bluewaters Island
- Arabian Ranches
- Dubai Hills
- Nadd Al Sheba
- Al Barari
- Meydan
- Jumeirah
- Dubai Marina
- Umm Suqeim
- Zabeel
- MD Bin Rashid City
- City Walk
- Downtown Dubai
- Al Mizher
- Al Khawaneej

Abu Dhabi

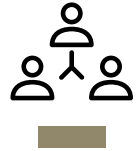
- Al Reem Island
- Sadiyat Island
- Khalifa City
- Yas Island
- Ramhan Island
- MD Bin Zayed City
- Al Bateen
- Al Manhal
- Al Kasir
- Al Ain



Digital Strategy Mix

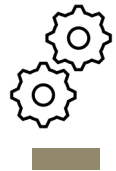


Google Ads Strategy



Intent-based Campaigns:

Google search ads on relevant brand, competitors and product keywords.
Add 'phone call' extension allowing users to conveniently contact.



AI-powered Campaigns:

Google performance max campaign using relevant audience signal.
Add instant lead forms allowing users to submit leads instantly.

Meta Ads Strategy



Brand Awareness:

Instagram video format ads to reach relevant **large audience**, leverage the platform's visual appeal, engage with users and build brand recall.



Drive Website Traffic:

Instagram static and video format ads with a CTA to **visit website** and encourage users to take desired action on the website.



Lead Generation:

Instagram lead form ads to generate **leads instantly** from the set target audience. Enabling a convenient way for users to express interest in products or services.

Yandex Ads Strategy



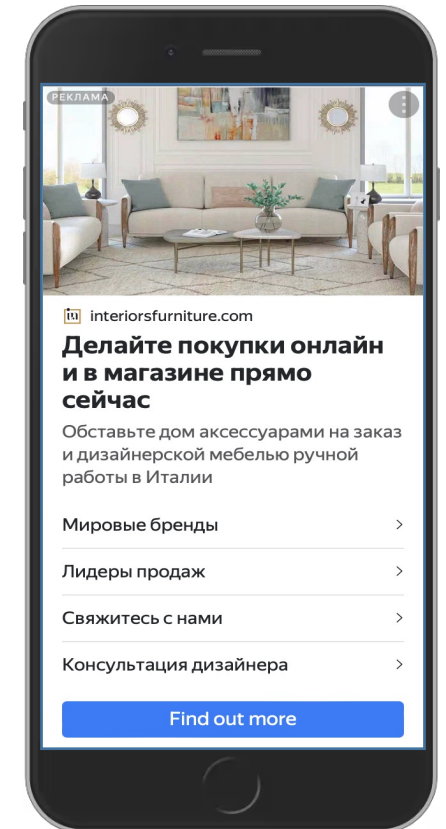
Tap into the Russian audience segment in UAE using Yandex – Russian search engine platform popular amongst the audience.

1 Yandex Search Ads

Bid on brand, competitors, product relevant keywords in Russian language for sponsored search results

2 Yandex Network Ads

Reach a broad audience using combination of text, image and video ad format across Yandex channels



Ad preview

SEO Strategy

Monthly Blogs

- Regular blog posts enhance SEO, providing fresh and relevant content with canonical tags

Other SEO Strategies

- Getting backlinks for off-page SEO by directory submission and business listings
- Optimizing project pages (meta titles & meta descriptions) with relevant keywords

Publishing multimedia content on GMB

- Increase publishing multimedia content on GMB, such as images and videos, enhances your business profile and makes it more appealing to potential customers. This can increase visibility in local search results.
- Google My Business reviews for local SEO

Partnerships – SieMatic Kitchens

Partner with **celebrity chefs** or renowned food stylists to host exclusive cooking demonstrations in SieMatic kitchens.

This would showcase the **functionality and elegance** of SieMatic kitchen designs while appealing to a culinary audience.



Partnerships – Schmalenbach

Collaborate with **fashion influencers** or **personal stylists** to create content showcasing how Schmalenbach's custom wardrobes and walk-in closets enhance personal style and organization.





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