

# Al Masa Real Estate

Twitter campaign case study





## **who are we**

The world surrounding us continuously strives and demands more innovation, quality and all in a brief time, a remaining constant. At Gate 10, we stay ahead of the curve, to always provide originality in our work to further influence those around us, from our stakeholders to the wider community and ecosystem. Continuously, aiming to uplift the standards that we envision and bring it to reality.

## **What this proposal covers**

This proposal covers a brief about Gate 10 from our history, different departments, our notable achievements and accomplished awards in the sector. Showcasing a specialized in- depth breakdown simplifying the different tasks and projects we aim to achieve for your brand. Lastly, providing additional detail of our previous works and case studies as reference.

## **What it does not cover**

This proposal is not a company profile and has no legal binding, contract agreement or obligation, nor does it constitute any commercial offer.

## **Confidentiality Terms**

Receiver of this proposal shall use reasonable efforts to maintain the confidentiality of the information and materials, whether oral, written or in any form whatsoever, of the company that may be reasonably understood, from legends, the nature of such information itself and/or the circumstances of such information's disclosure, to be confidential and/or proprietary thereto or to third parties to which either of them owes a duty of nondisclosure

# Introduction

# Gate10- For marketing

## 1. What we do



Community management



Digital Marketing



Website Development



Content Writing



Research



Events



Media



PR



Design



Branding

## 2. Legal information

Headquarter	Muscat, Oman	Employees	20+
Location	Bowshar	Company Grade	Excellent
Years active	8 Years	Owners	Muneeb Al-Kindi Azhar Al-Kindi
Date Established	14/11/15	CR	1238327

# Introduction

# Client history and references

Worked with +120 clients



# Wall of fame



A'DESIGN AWARD & COMPETITION  
silver winner  
creative 2017



A'DESIGN AWARD & COMPETITION  
bronze winner  
creative 2019



A'DESIGN AWARD & COMPETITION  
iron winner  
creative 2020



MIDDLE EAST STEVE AWARDS  
gold winner  
marketing 2020



NYX  
MARCOM AWARDS  
silver winner  
creative 2020



MUSE  
CREATIVE AWARDS  
silver winner  
creative 2020



VEGA  
AWARDS  
brilliant centauri  
media 2019



GLOBAL TREND  
AWARDS  
quest winner  
creative 2019

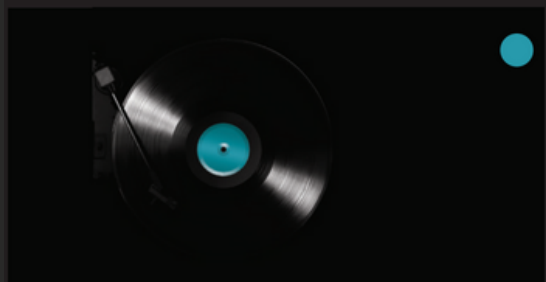
# Departments & services



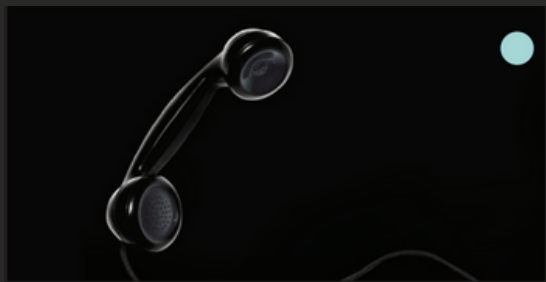
Creative Digital Social Marcom PR and Events Applying artistry in the work of branding and creativity using the philosophy of infinite thinking to bring you the right design. Cutting edge brand identity that would best reflect your brand through services such as logo designs - guideline and application, brochures, packaging and more. Bringing your imagination to life



Using the necessary tools and a talented team to provide the power in transforming the experience of your brand to the digital world ahead of those around you. Enhancing user experience through websites, software, interactive screens, and online reputation management. Bringing a lasting impression to your brand presence into the digital sphere.



Enhancing and brining presence to your brand through the world of community management. Gathering a full scope of who your audience is, the optimal content, with the ideal timing that suits your brand to gain the longest lasting impact with each post, working with efficiency to build an influential culture to gain attraction, reach and presence.



Providing the start your business needs through detailed research and analysis of the industry, audience, competitors, and communication strategy to launch your brand into the right trajectory through all other services. Perfecting the art of naming and defining the value of communication in an all encapsulating brand strategy to distinguish and differentiate your brand from the very beginning.



Bringing togetherness and unity in the real world to inspire a distinguished culture. Through coordination, management and execution aiming to attract the finest hospitality to promote companies, customers, product, and services to attain reputable brand awareness, perception and a community that is distinctive in its own way.

case study

# ALMasah

**Case study title:** Twitter ads campaigns

**Date:** 8 Jan 2024

## Company profile

**Company name:** AlMassah Real Estate

**Industry:** Real Estate

**Location:** Barka

## Company brief

ALMasah is one of the leading companies that holds a brokerage license in the Sultanate, and with more than 15 years of experience, we have achieved a qualitative leap in the field of real estate brokerage. We specialize in buying, selling and marketing lands for all uses. Our professional team provides the client with in-depth information about the local market situation regarding the office, industrial, investment and agricultural sectors.



case study

# ALMasah

## Goals

- Increase brand Awareness
- Boost brand engagement
- Generate new leads
- Grow revenue

Start day:  
26 Dec 2021

End day:  
29 Dec 2024

No. Campaign  
141

## Results



**Impression**

**22,025,508**



**Cost**

**\$32,100.78**



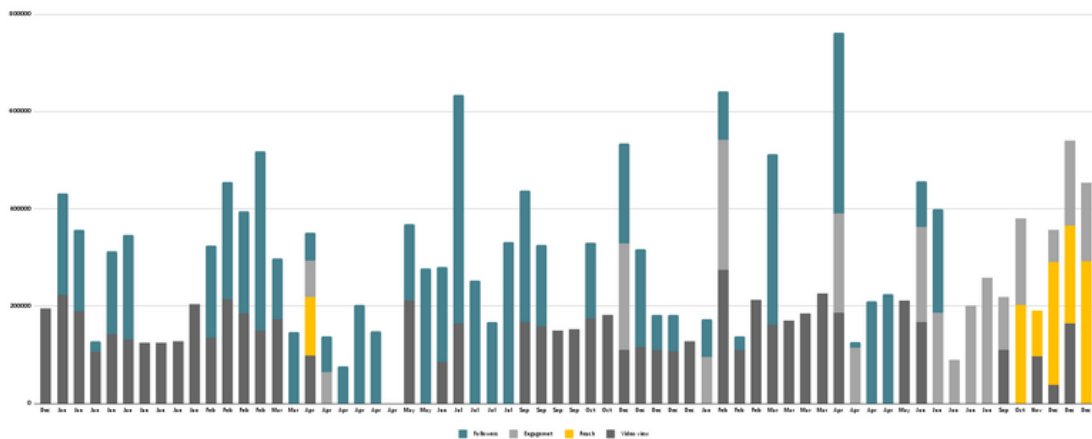
**ROI**

**30%**

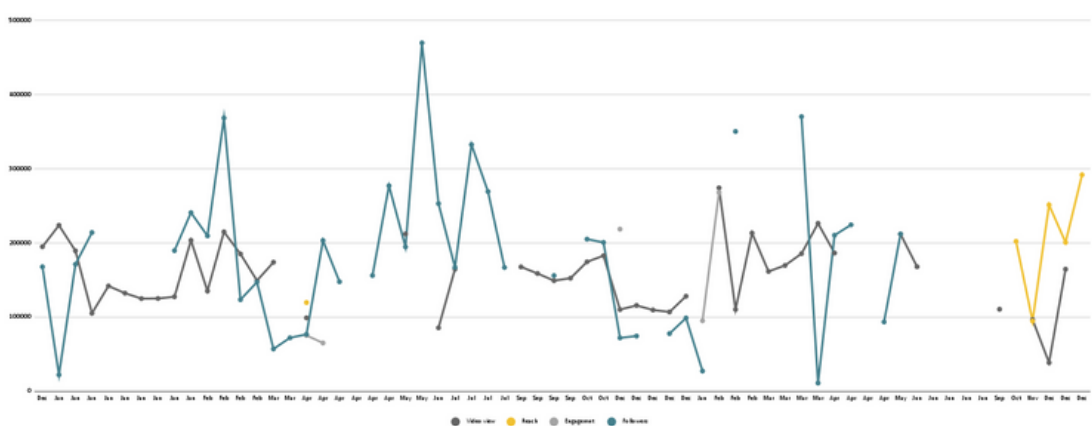
# Analysis & Insight

## Overview

The Twitter ad campaign is yielding promising results, with a consistent annual increase of 30% in Return on Investment (ROI). This positive trend indicates the effectiveness and growth of the campaign's impact over each successive year.



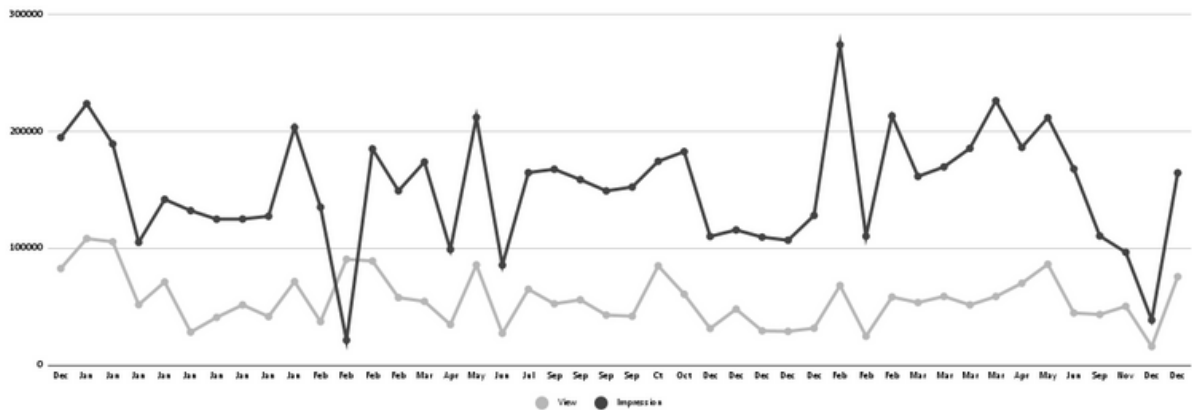
This chart reveals a direct link between the goal of increasing followers, the highest costs, and the resulting peak in impressions.



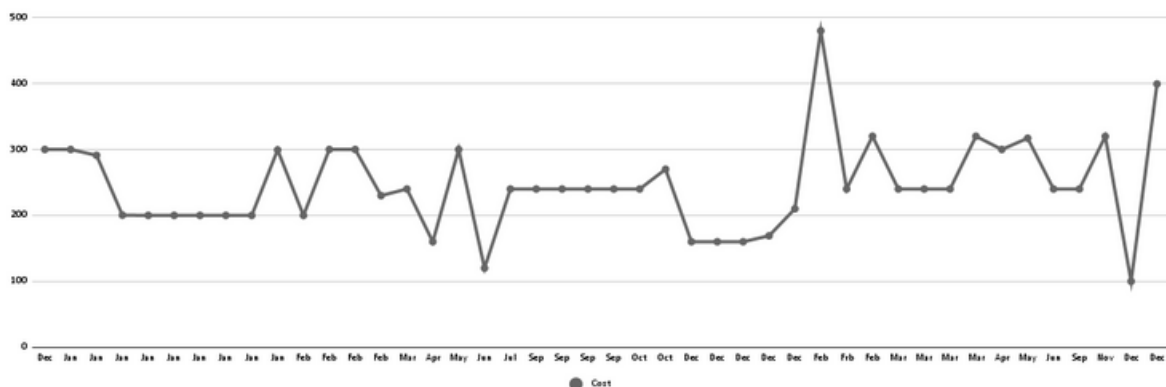
This chart captures the highest impressions in April 2023, a result of successful campaigns targeting views, engagement, and follower increase simultaneously.

# Analysis & Insight

## Video views



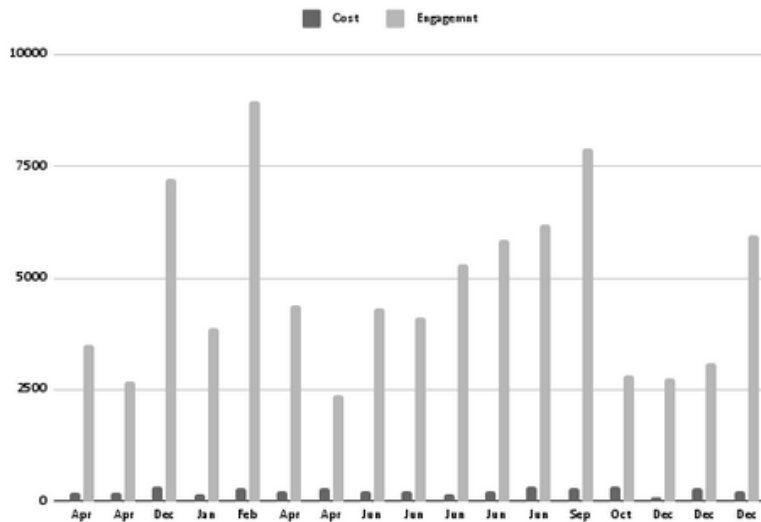
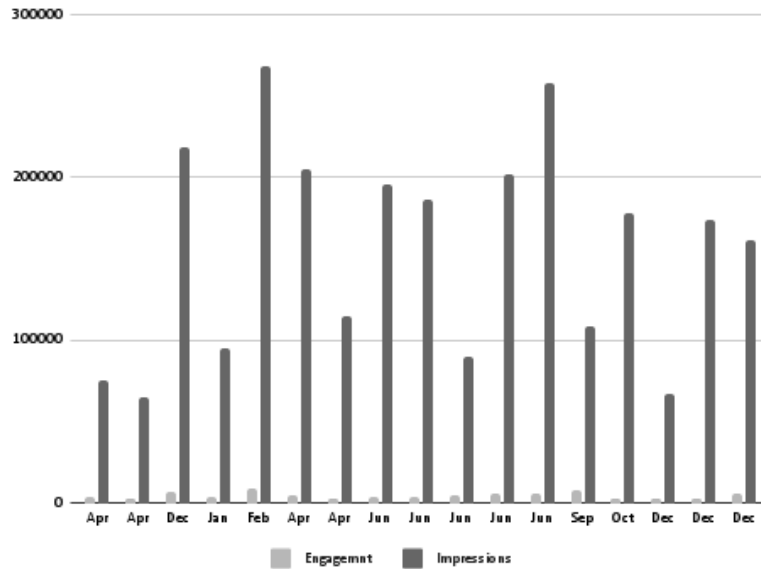
This chart demonstrates a direct link between impressions and a targeted 30%-40% boost in video views. Ideal for content creators and marketers seeking a concise strategy to enhance video engagement.



This chart shows that when you spend more, you get more impressions. Simple and clear—highlighting the direct relationship between increased costs and boosted impressions.

# Analysis & Insight

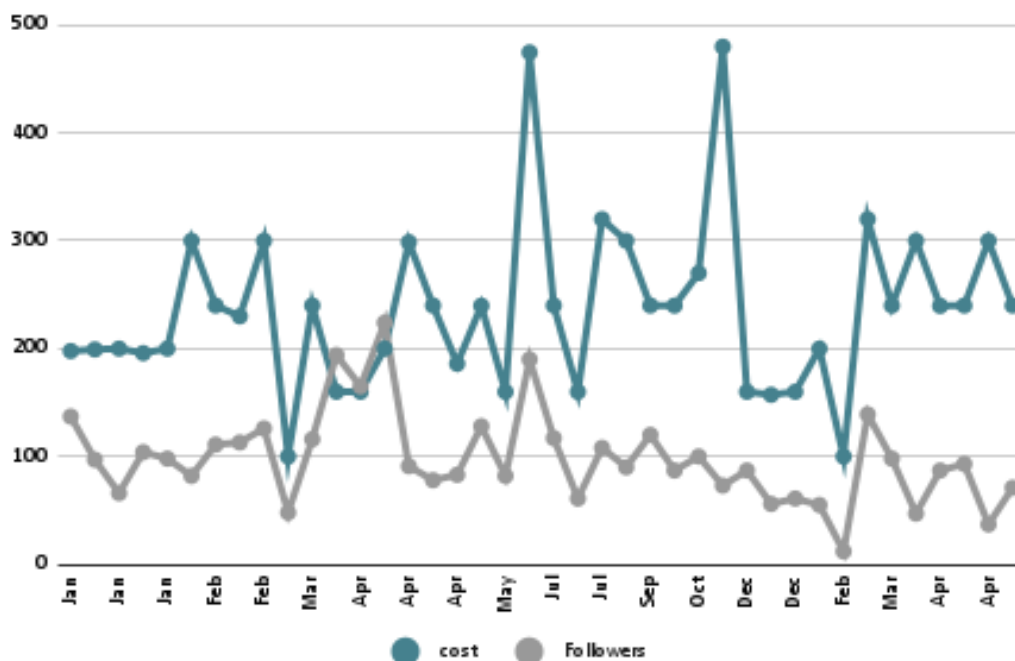
## Engagement



This chart shows the engagement increase when the impression increased. Taking into account that results vary depending on publication times and the content

# Analysis & Insight

## Followers



This chart outlines the connection between ad costs and follower growth, emphasizing the exception when targeting the wrong audience.



**THANK YOU**

FOR ANY FURTHER INFORMATION

**Contact Us**

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Agency of the Year 2020.**