



Damac's Success Story with Global Network: A Partnership that Delivered Results

At **Global Network**, we pride ourselves on creating impactful affiliate marketing strategies that drive real results — and our collaboration with **Damac Properties** is a prime example of that.

The Challenge

Damac, a leading real estate developer in the region, wanted to expand its digital reach and attract quality leads for its premium properties through performance-based marketing. They needed a partner who could deliver high-intent traffic, scalable lead generation, and measurable ROI.

The Strategy

Through Global Network's affiliate marketing model, we activated a wide network of vetted publishers, influencers, and media buyers across the MENA region — all aligned with Damac's brand values and target audience. We developed customized creatives, tracked performance in real time, and optimized campaigns based on data.

We also focused on:

- High-converting landing pages
- Bilingual ad content (Arabic & English)
- Geo-targeted campaigns
- Lead qualification measures to ensure relevance and value

The Results

The campaign exceeded expectations. Within a short time, Damac saw:

- A significant increase in qualified leads
- High engagement from the GCC audience
- An impressive ROI from their affiliate budget

Most importantly, the partnership proved how performance marketing can work seamlessly for high-ticket industries like real estate.