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Meta ads cost per lead in Dubai 2026

What one WhatsApp conversation from Facebook and Instagram ads costs in Dubai, from live ad accounts we run. Updated 12 October 2026.

The short answer

In the 90 days to 23 September 2026, one WhatsApp conversation from Meta ads cost a Dubai pilates studio about **AED 16** and a Dubai real estate broker about **AED 56** (medians).

Cost per WhatsApp conversation by business

Business	Median	Typical range
Pilates studio	AED 16	AED 7 to 28
Real estate broker	AED 56	AED 28 to 75

What changed the cost

Test	Cost per conversation
Studio: 50% off or buy one get one offer	AED 7 to 11
Real estate: ad for one specific unit	AED 28
Real estate: broad "invest in Dubai" ad	AED 57
Real estate: lookalike audience	AED 56
Real estate: broad high-value audience	AED 57

Two case studies

Client	Period	Result
Dubai real estate brokerage	20 Aug to 30 Sep 2026	187 chats at AED 49 each
Dubai pilates and dance studio	22 Sep to 12 Oct 2026	103 chats at AED 22.8 each

What AED 3,000 a month buys

About 185 WhatsApp conversations for a studio, and about 50 for a property broker. Cheap instant lead forms can cost from AED 7, but in our studio data far fewer of them became real conversations.

How we measured

Source: live Meta ad accounts Markamo manages for Dubai businesses, pulled through the Meta Marketing API. Main window 26 June to 23 September 2026. Campaigns under AED 150 spend and single-result outliers removed. Medians and typical ranges shown. Client names are kept private. Full study: markamo.com/en/blog/meta-ads-cost-per-lead-dubai-2026

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