

upGrowth Digital

Dubai B2B Lead Gen

The 2026 Channel Playbook

Why Dubai Feels Expensive

- Founders panic at AED 1,200-3,500 CPL for enterprise SaaS
- They over-allocate to Google, under-allocate to LinkedIn
- Right sequence cuts effective CPL 40-60%

4-Layer ABM Stack

1 LinkedIn ads on named accounts

2 Programmatic display retargeting

3 Cold outbound (Clay/Apollo)

4 Founder-led social selling

Benchmark Data (2026)

AED 250-600

LinkedIn gated CPL

AED 180-320

ABM CPM

15-28%

InMail response rate

4-9%

Touch-to-call in 90d

24-Hour Follow-Up Loop

- WhatsApp auto-response within 5 minutes of form submit
- Human owner within 2 hours for ICP match
- Book calendar slot in first email, not "when works"

Your Pipeline Rebuild

- Week 1: Audit current channel allocation
- Week 2-3: Rebalance 40-55% to LinkedIn
- Week 4: Build 200-account ABM list
- Week 5-12: Run 4-layer surround-sound stack