CASE STUDY · M LEGASI · PROPERTY, MALAYSIA

From brochure to conversion instrument: how M Legasi turned the same traffic into far more leads

Convx by Z21 rebuilt M Legasi, a new-launch township microsite for Mah Sing Group, around a single job: turning a visitor into a registered lead. On the traffic the new site shared with the original, it converted at more than six times the rate.

Client: Mah Sing Group · Project: M Legasi (landed township, Semenyih) · April to June 2026

+540%	3 weeks	100%
lead conversion on like-for-like Paid Search	held **above the conversion target**, week after week	of leads came through register paths that did not exist before

THE CHALLENGE

A well-designed page with no conversion path

M Legasi sells freehold double-storey terrace homes to families in Semenyih. Like every Mah Sing launch it had its own microsite, and almost nine in ten of the buyers who arrived did so on a phone.

The site presented the project well, yet on paid traffic barely a fraction of one percent of visitors ever registered. Before proposing anything, Convx walked the live journey the way a buyer would, on a phone. It came down to two things: where the page leaked, and how we would measure the fix.

WHERE THE ORIGINAL SITE LEAKED INTENT

WHERE IT LEAKED	WHAT HAPPENED
Auto-popup	Blocked the hero before the buyer saw the project or its price
Price	A loan figure buried in a busy promo graphic, or absent
Calls-to-action	A Register pill competing with Call, WhatsApp and Waze
Units	Hidden behind a carousel, with no price
Registration	Scrolled to one form at the very bottom, behind a reCAPTCHA
Scarcity & trust	Sat below the fold, doing no work

WHAT WE WERE OPTIMISING AGAINST

FACTOR	THE MEASUREMENT SETUP
Primary metric	T2L: registration submissions ÷ new users, weekly, cleaned of test and ghost events
Fair comparison	Google Paid Search, the only channel the new clone and the original share at volume
Source of truth	A server-side pipeline logs every real submission once, with its source
The bar	A defined conversion target on qualified paid traffic

> “The clicks were never the problem. The page was quietly losing the buyers the media spend paid to bring in.”

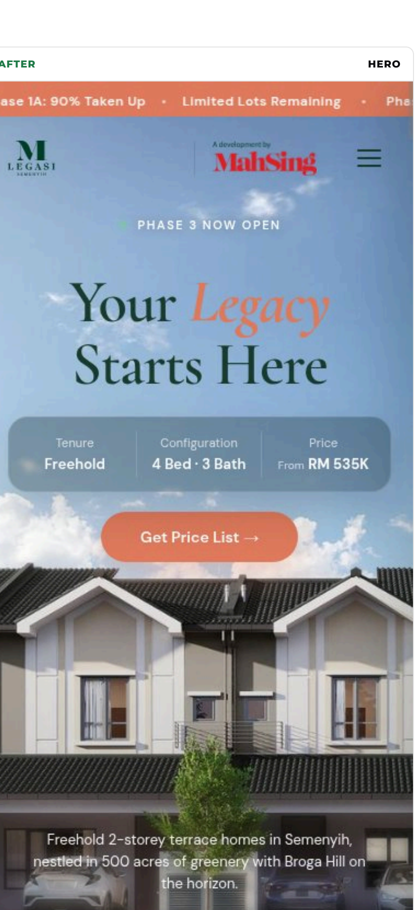
So we did not redecorate. We rebuilt the page as a clone with the identical offer, then ran it side by side against the original on the same Paid Search traffic, a clean like-for-like test. The rebuild came down to three moves, and the order of the page tied them together.

The first fix was the hero. In place of a promotion graphic and four competing buttons, the rebuilt hero leads with the price, the scarcity and a single action, everything a buyer needs to decide whether to keep scrolling.

BEFORE — HERO



AFTER — HERO

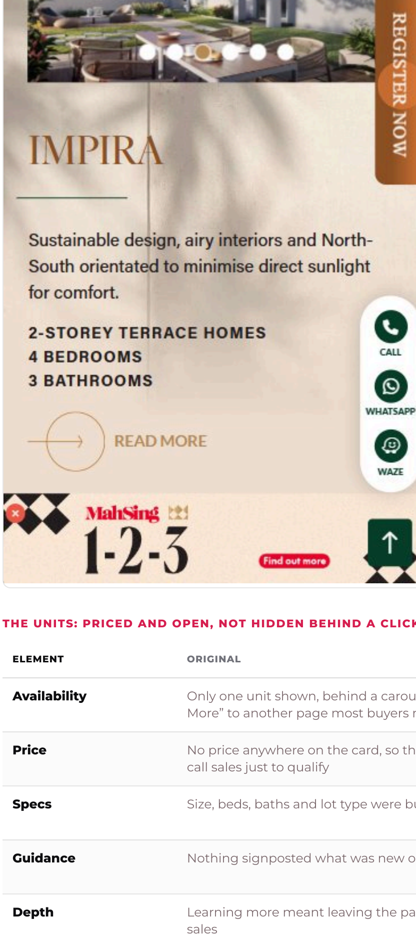


WHY THE NEW HERO WINS

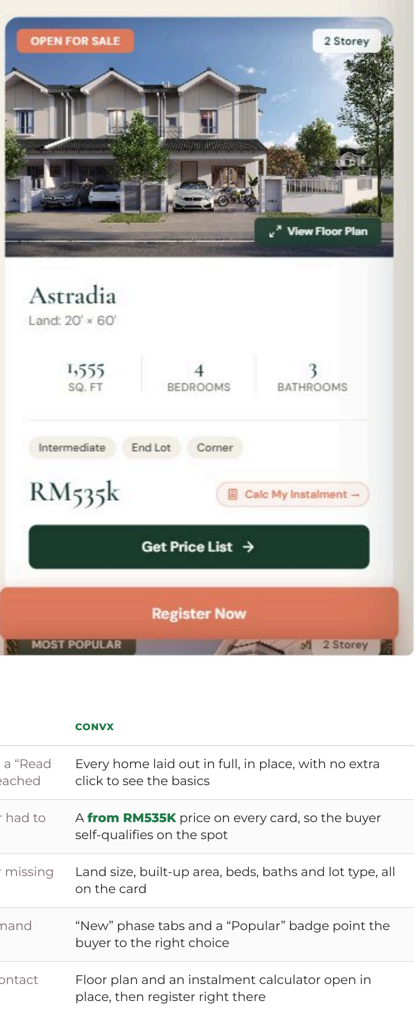
ELEMENT	ORIGINAL	CONVX
Call to action	A vertical Register pill competed with Call, WhatsApp and Waze floaters, so no single next step stood out	One clear **“Get Price List”** owns the action, so the buyer always knows what to do next
Scarcity	“90% taken up” sat far down the page, doing no work while the buyer was deciding	A scrolling urgency bar carries the scarcity in the first screen, where it drives action
Price	Shown only as a “Loan From” figure locked inside a busy promo graphic, which reads as an advert	Anchored plainly as **from RM535K**, so the buyer can self-qualify in seconds
Key info	Freehold status, size, beds and distances were scattered across later sections	Freehold, 4 bed 3 bath, land size and 35km to KLCC all sit in the first screen
Trust	The developer's track record sat below the fold	30+ years and 60+ projects appear in the hero, building confidence before any ask

Next, the units, the moment a browser becomes a buyer. The old page hid a single render behind a “Read More” to another page. The rebuild puts every home on the card, priced and specced, with the floor plan a tap away.

BEFORE — UNITS



AFTER — UNITS

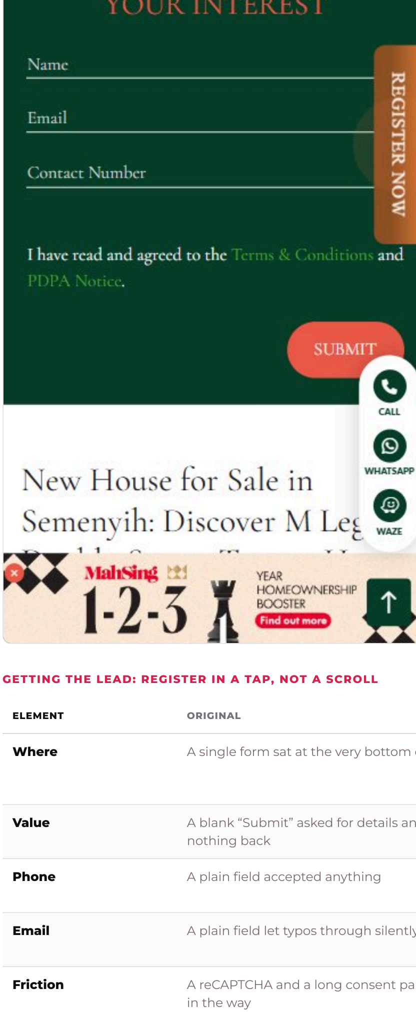


THE UNITS: PRICED AND OPEN, NOT HIDDEN BEHIND A CLICK

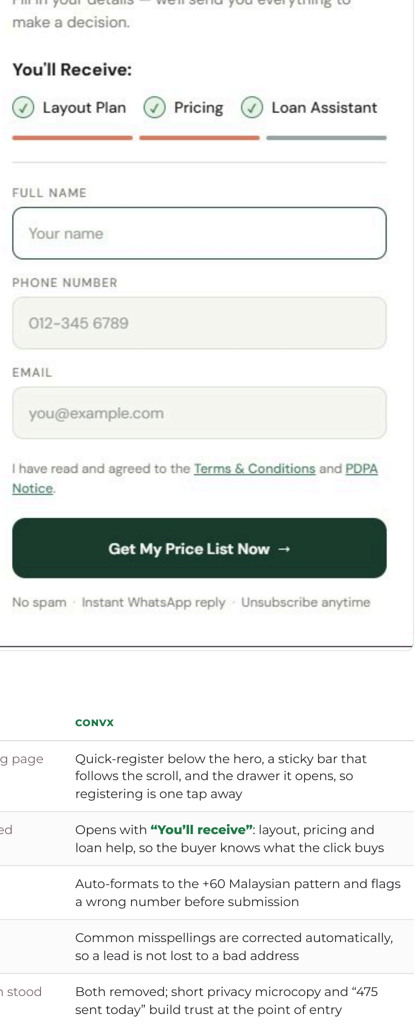
ELEMENT	ORIGINAL	CONVX
Availability	Only one unit shown, behind a carousel and a “Read More” to another page most buyers never reached	Every home laid out in full, in place, with no extra click to see the basics
Price	No price anywhere on the card, so the buyer had to call sales just to qualify	A **from RM535K** price on every card, so the buyer self-qualifies on the spot
Specs	Size, beds, baths and lot type were buried or missing	Land size, built-up area, beds, baths and lot type, all on the card
Guidance	Nothing signposted what was new or in demand	“New” phase tabs and a “Popular” badge point the buyer to the right choice
Depth	Learning more meant leaving the page to contact sales	Floor plan and an instalment calculator open in place, then register right there

Finally, registering. On the old site, tapping “Register” threw the buyer to a single form at the very bottom of the page. The rebuild brings the form to the buyer, and makes it far harder to get wrong.

BEFORE — BOTTOM FORM



AFTER — STICKY DRAWER



GETTING THE LEAD: REGISTER IN A TAP, NOT A SCROLL

ELEMENT	ORIGINAL	CONVX
Where	A single form sat at the very bottom of a long page	Quick-register below the hero, a sticky bar that follows the scroll, and the drawer it opens, so registering is one tap away
Value	A blank “Submit” asked for details and offered nothing back	Opens with **“You'll receive”**: layout, pricing and loan help, so the buyer knows what the click buys
Phone	A plain field accepted anything	Auto-formats to the +60 Malaysian pattern and flags a wrong number before submission
Email	A plain field let typos through silently	Common misspellings are corrected automatically, so a lead is not lost to a bad address
Friction	A reCAPTCHA and a long consent paragraph stood in the way	Both removed; short privacy microcopy and “475 sent today” build trust at the point of entry

The result was not marginal. On the traffic both sites shared, the rebuild converted paid-search visitors into leads at **more than six times** the original site's rate, an increase of 540%. It cleared the conversion target for three straight weeks, and every lead came through a path that had not existed before.

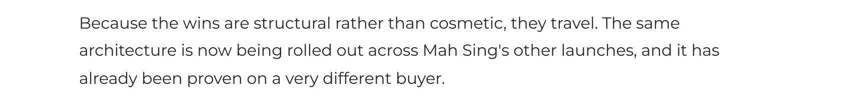
M LEGASI · PAID SEARCH LEAD CONVERSION

+540% VS ORIGINAL



Like-for-like Paid Search: on the same paid-search traffic and the same offer, the rebuild converted at more than six times the original site's rate.

WHERE THE LEADS ACTUALLY CAME FROM · TEST-WINDOW SUBMISSIONS



WHAT THIS MEANS

A conversion system, not a one-off

Every change on M Legasi maps to a measured behaviour and, in turn, to a lead. On identical paid traffic, visitors also stayed longer and more engaged on the rebuild, a sign the page was holding attention rather than shedding it.

Because the wins are structural rather than cosmetic, they travel. The same architecture is now being rolled out across Mah Sing's other launches, and it has already been proven on a very different buyer.

NEXT CASE STUDY · THE PROOF IT REPEATS

M Grand Minori: the same system, a high-rise investor, +518% →

A completely different audience in Johor Bahru, the same conversion architecture, the same result.

> “
> Working with Convx by Z21 on our M Legasi and M Grand Minori microsites was a collaborative and smooth-sailing process, even when the workstream started on a trial basis. They were relatively proactive during the UI/UX ideation phase and reliably delivered the practical results we sought to achieve from the get go.
>
> We are grateful to the Convx by Z21 team for their commitment, responsiveness and willingness to work closely with us throughout the engagement. The positive experience and confidence built through these initial projects have given us greater assurance in exploring a longer-term collaboration with Convx by Z21 for future opportunities.

Mah Sing Group
On the M Legasi and M Grand Minori microsite rebuilds

The rebuilt site is no longer a brochure. It is the front line of how M Legasi turns attention into leads, and a template for every launch that follows.

About the figures. Lead conversion is traffic-to-lead: registration submissions as a share of new users, compared on like-for-like Google Paid Search, the one channel the original and rebuilt sites share. Uplift is the relative increase in that rate, rebuilt versus original. Results are measured over each project's own test window within April to July 2026 and are statistically significant. Absolute traffic and lead counts are held back for client confidentiality.