CASE STUDY · M GRAND MINORI · PROPERTY, MALAYSIA

The same system, a different buyer: how M Grand Minori proved the playbook repeats

After the M Legasi rebuild, Convx by Z21 applied the same conversion system to M Grand Minori, a high-rise in Johor Bahru sold to cross-border investors. Different audience, different product, the same result: a +518% lift in lead conversion.

Client: Mah Sing Group · Project: M Grand Minori (high-rise, Johor Bahru) · May to July 2026

+518%	**6×**	**2 of 2**
lead conversion on like-for-like Paid Search	the **original site's** conversion rate on paid search	audiences where the same system **cleared the target**

THE CHALLENGE

A different buyer, the same missing conversion path

M Grand Minori sells high-rise units in Taman Pelangi, Johor Bahru, to investors drawn by the property's position beside the Singapore rail link. The buyer is nothing like M Legasi's own-stay family, but the site had the same gap.

It looked premium, yet on paid traffic almost no one registered. The same walk-through, on a phone, turned up the same pattern: the page leaked intent, and it needed the same disciplined measurement to prove a fix.

WHERE THE ORIGINAL SITE LEAKED INTENT

WHERE IT LEAKED	WHAT HAPPENED
Price	The starting price was not anchored anywhere up front
Investment case	The RTS-link proximity, the reason to buy, was not surfaced early
Calls-to-action	A Register pill and a floating WhatsApp, with no single obvious action
Units	Layouts buried in a "Smartly Designed" carousel, hard to compare
Registration	One form at the bottom, behind a reCAPTCHA and a long consent paragraph
Scarcity & trust	Take-up and developer proof sat below the fold

WHAT WE WERE OPTIMISING AGAINST

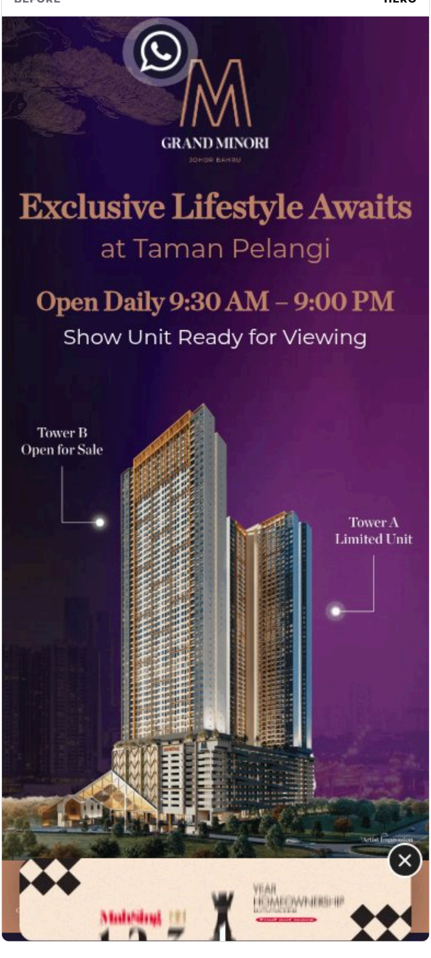
FACTOR	THE MEASUREMENT SETUP
Primary metric	T2L: registration submissions ÷ new users, weekly, cleaned of test and ghost events
Fair comparison	Google Paid Search, the only channel the new clone and the original share at volume
Source of truth	A server-side pipeline logs every real submission once, with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

> "One win can be luck. So we applied the same playbook to a completely different buyer, and let the numbers decide."

As with M Legasi, we rebuilt the page as a clone with the identical offer and ran it side by side against the original on the same Paid Search traffic. Same three moves, tuned for the investor.

The hero was rebuilt on the same principles, but for this buyer the investment case leads: the price is anchored up front, and the distance to the RTS station sits in the first screen.

BEFORE HERO



AFTER HERO

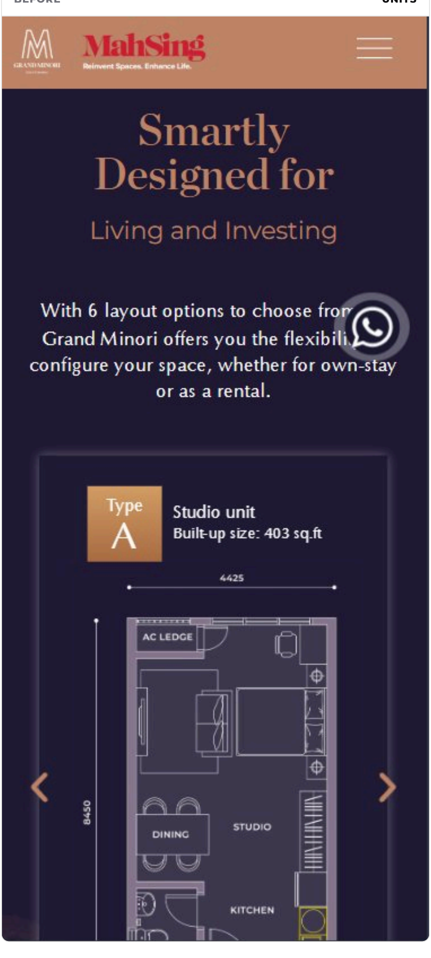


WHY THE NEW HERO WINS

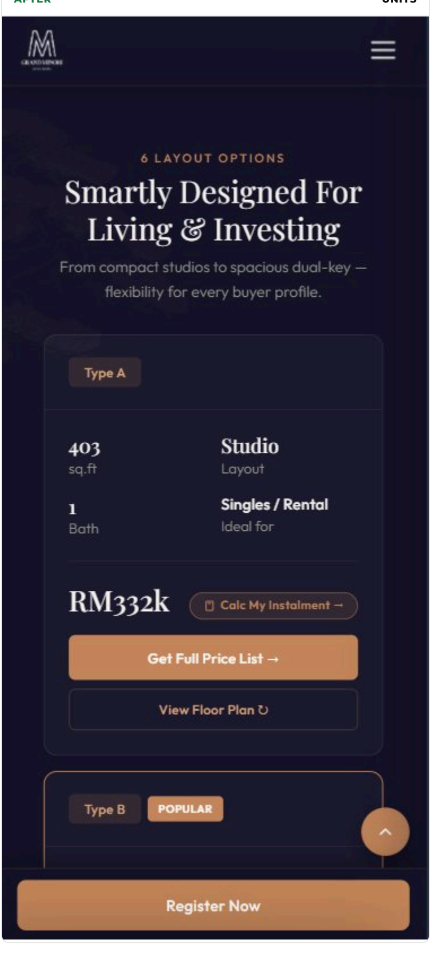
ELEMENT	ORIGINAL	CONVX
Call to action	A Register pill and a floating WhatsApp button, with no single obvious action	One clear **"Register Now"** owns the next step
Scarcity	Take-up was not surfaced where it mattered	An urgency bar carries **"Tower A 90% taken up, from RM332,000"** in the first screen
Price	The starting price was not anchored up front	**From RM332K** sits plainly in the hero, so the investor can qualify instantly
Cross-border pull	The RTS-link proximity, the whole investment case, was not surfaced	**3 km to Bukit Chagar RTS** is anchored in the hero, leading with the reason to buy
Trust	Developer proof sat below the fold	Developer track record and sales-gallery hours appear up front

The units told the same story as M Legasi. Where the original buried its layouts in a carousel, the rebuild lays out all six types with price, size and a floor plan that opens in place.

BEFORE UNITS



AFTER UNITS

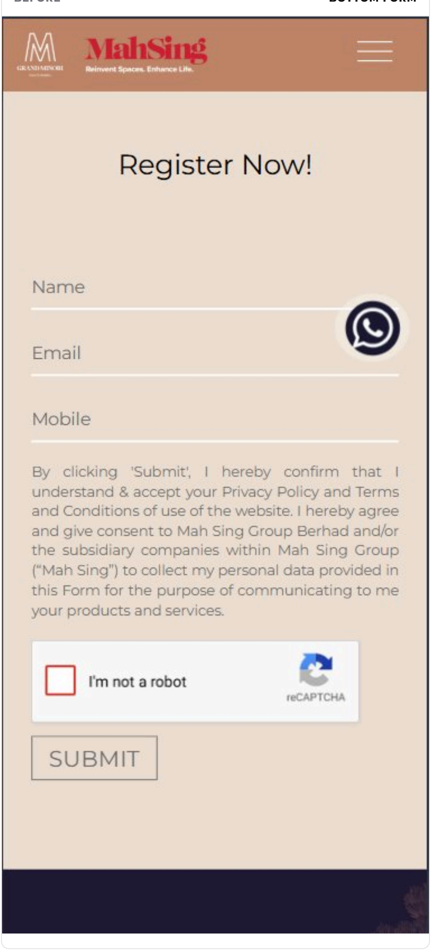


THE UNITS: PRICED AND OPEN, NOT HIDDEN BEHIND A CLICK

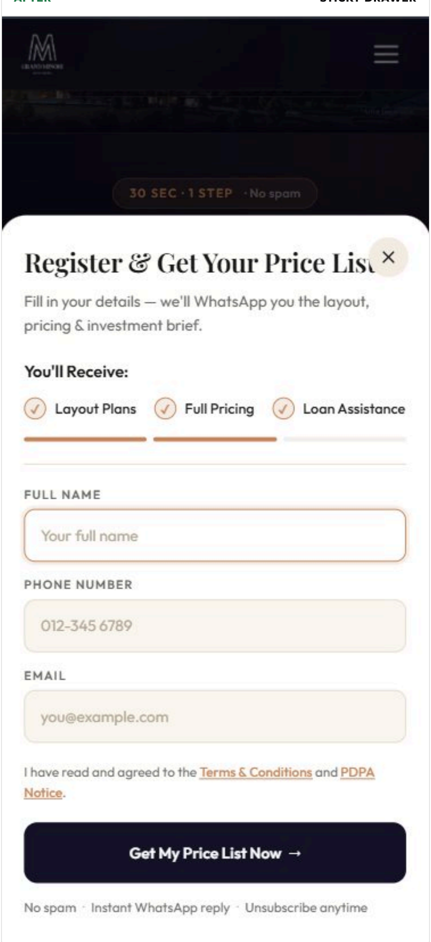
ELEMENT	ORIGINAL	CONVX
Layouts	Types sat inside a "Smartly Designed" carousel that was hard to compare	All six layout types laid out and tabbed, easy to compare side by side
Price	No price on the card	A **from RM332K** price on every type, so the investor self-qualifies
Specs	The buyer had to dig for the basics	Built-up sqft, configuration and own-stay-or-rental fit shown on each type
Guidance	Nothing signposted the lead option	A "Popular" tag points to the best-selling type
Depth	Learning more meant contacting sales	Floor plan and instalment calculator open in place

And registering was rebuilt the same way, with the same three touchpoints and the same field-level help.

BEFORE BOTTOM FORM



AFTER STICKY DRAWER



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

ELEMENT	ORIGINAL	CONVX
Where	A single "Register Now!" form at the bottom of the page	A quick-register, a sticky bar and the drawer it opens, the same three touchpoints
Value	A blank "Submit" offered nothing in return	Opens with **"You'll receive"**: layout, full pricing and loan help
Fields	Name, Email and Mobile as plain fields	+60 phone auto-format and email typo correction, so contacts arrive clean
Friction	A reCAPTCHA and a long consent paragraph blocked the way	Both removed; trust cues sit on the form
Reply	No expectation set on what happens next	"Instant WhatsApp reply" tells the buyer they will hear back at once

The outcome held. On the traffic both sites shared, the rebuild converted at **more than six times** the original site's rate, an increase of 518%. A pattern that repeats on two audiences this different is no longer a lucky redesign. It is a system.

M GRAND MINORI · PAID SEARCH LEAD CONVERSION

+518% VS ORIGINAL

ORIGINAL	1×
CONVX	6.2×

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

WHAT THIS MEANS

Proof it is a system, not a fluke

The same architecture cleared target on an own-stay township buyer and a high-rise investor. That is what turns a good result into a playbook: the wins are channel-driven and transferable, not tied to one project. The behaviour backed it up, with visitors staying longer and more engaged on the rebuild.

With two projects proven, the next moves are the straightforward ones: scale the media on the winning sites, migrate the search equity across, and run the same build on the remaining launches.

+10%	**+15%**	**2 of 2**
higher engagement rate on Paid Search, on the same traffic	longer sessions on the rebuilt site, on the same traffic	audiences where the same system cleared the conversion target

WHERE IT STARTED

M Legasi: the first rebuild, +540% on a township buyer →

The own-stay family audience where the conversion system was first proven.

> "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 Grand Minori turns attention into leads, and further proof of 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.