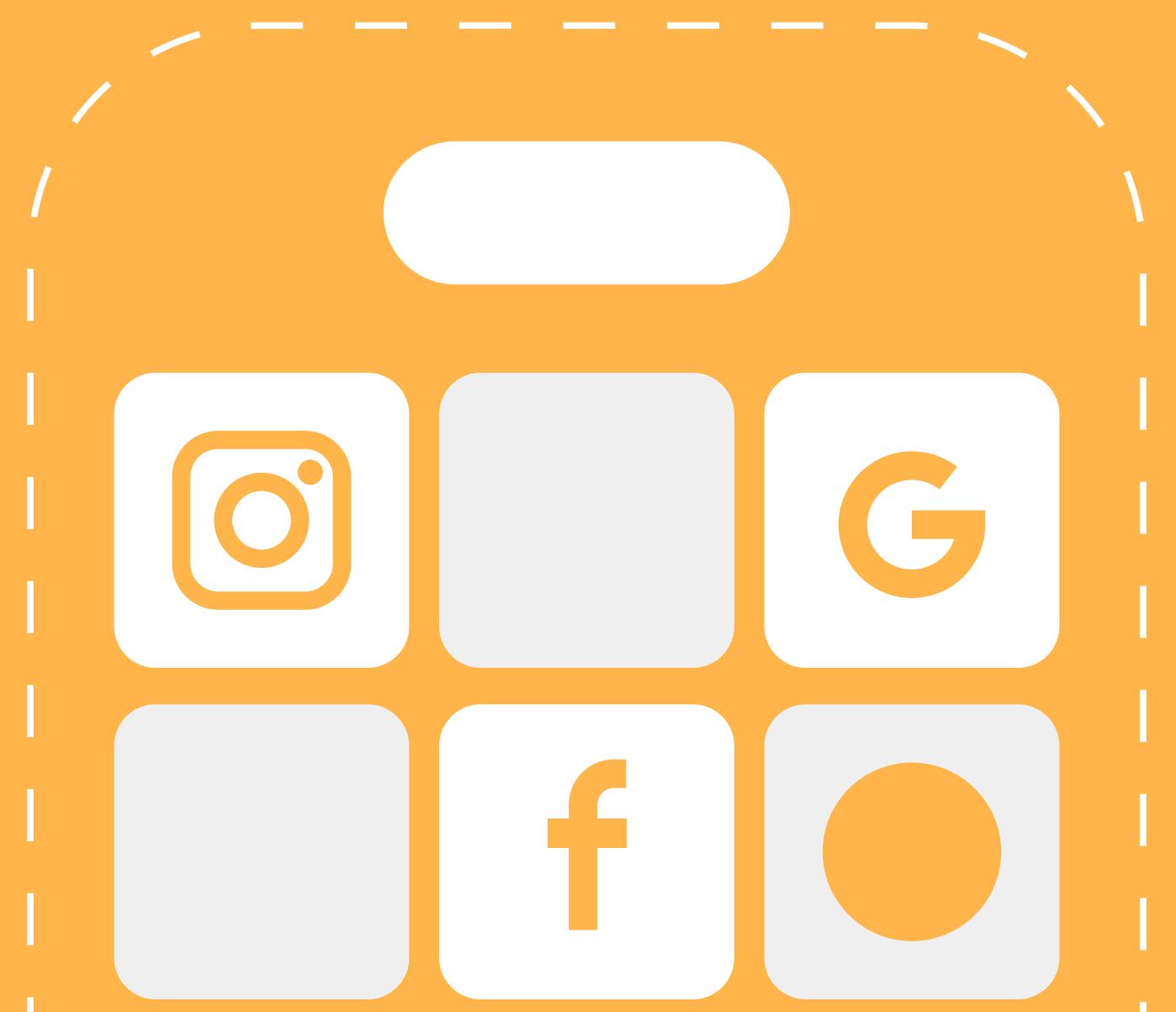




# Digital Marketing

case study

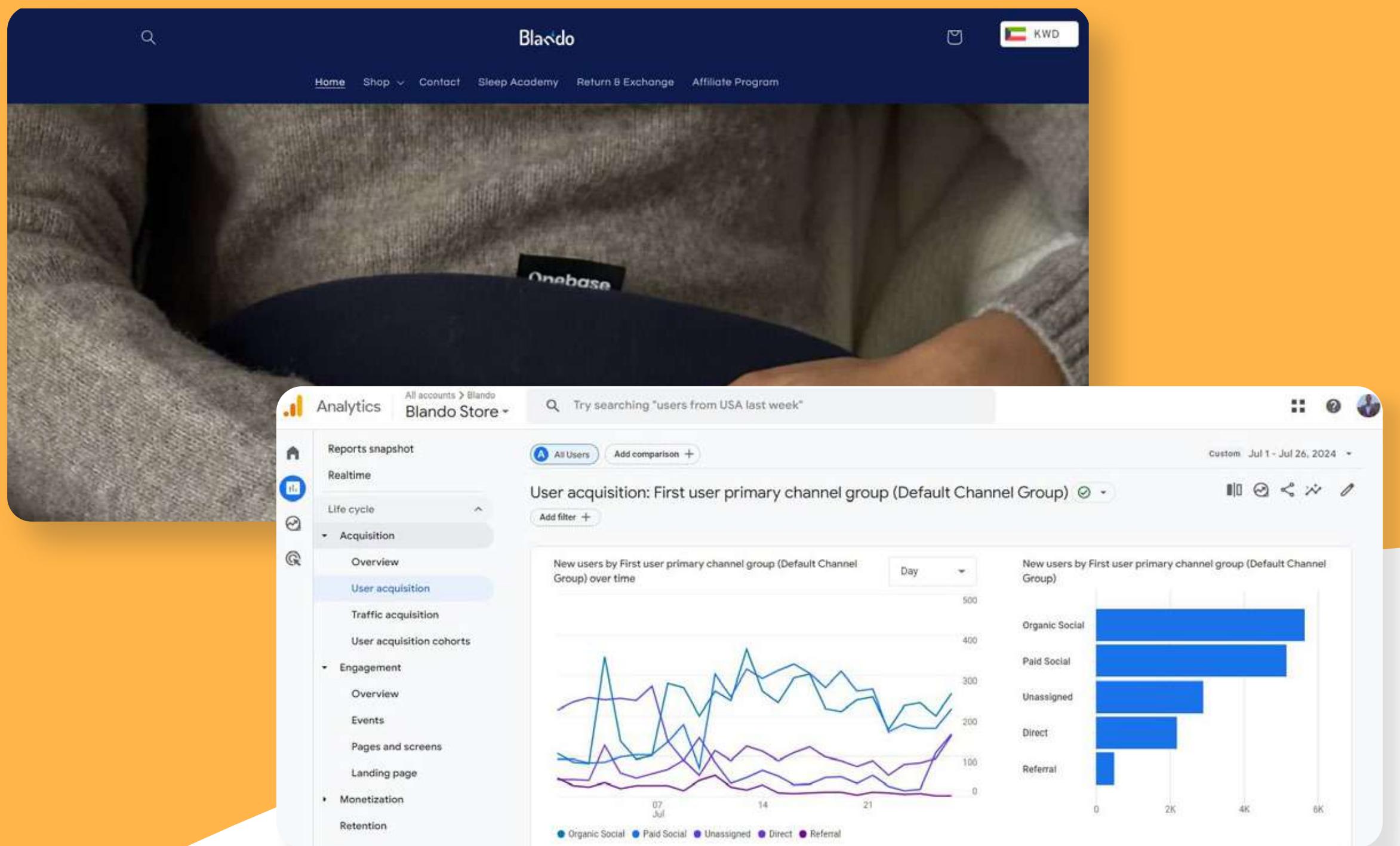


# paid ads



# Blando Store

## case study



The image shows a composite screenshot. On the left, a smartphone displays the Blando Store website, featuring a dark blue header with the store's name and a navigation bar with links like Home, Shop, Contact, Sleep Academy, Return & Exchange, and Affiliate Program. The main content area shows a person lying in bed with a "Onebase" pillow. On the right, a larger window shows the Google Analytics interface for the "Blando Store" account. The left sidebar of the GA interface lists sections such as Reports snapshot, Realtime, Life cycle, Acquisition (selected), Engagement, Monetization, and Retention. The main content area displays a "User acquisition" report for the period from July 1 to July 26, 2024. It includes a line chart titled "New users by First user primary channel group (Default Channel Group) over time" and a bar chart titled "New users by First user primary channel group (Default Channel Group)". The bar chart data is as follows:

Channel Group	New Users
Organic Social	~5,500
Paid Social	~4,500
Unassigned	~2,500
Direct	~1,500
Referral	~500



# Blando Store

**Company Overview:** Blando Store is a premium e-commerce platform specializing in high-quality home goods and decor. They offer a wide range of products designed to enhance the aesthetics and functionality of homes.

## Strategies for Scented Success



**Google Ads:** Meticulously crafted and targeted Google ad campaigns captured the olfactory imaginations of potential customers, leading to a significant increase in high-intent website traffic.

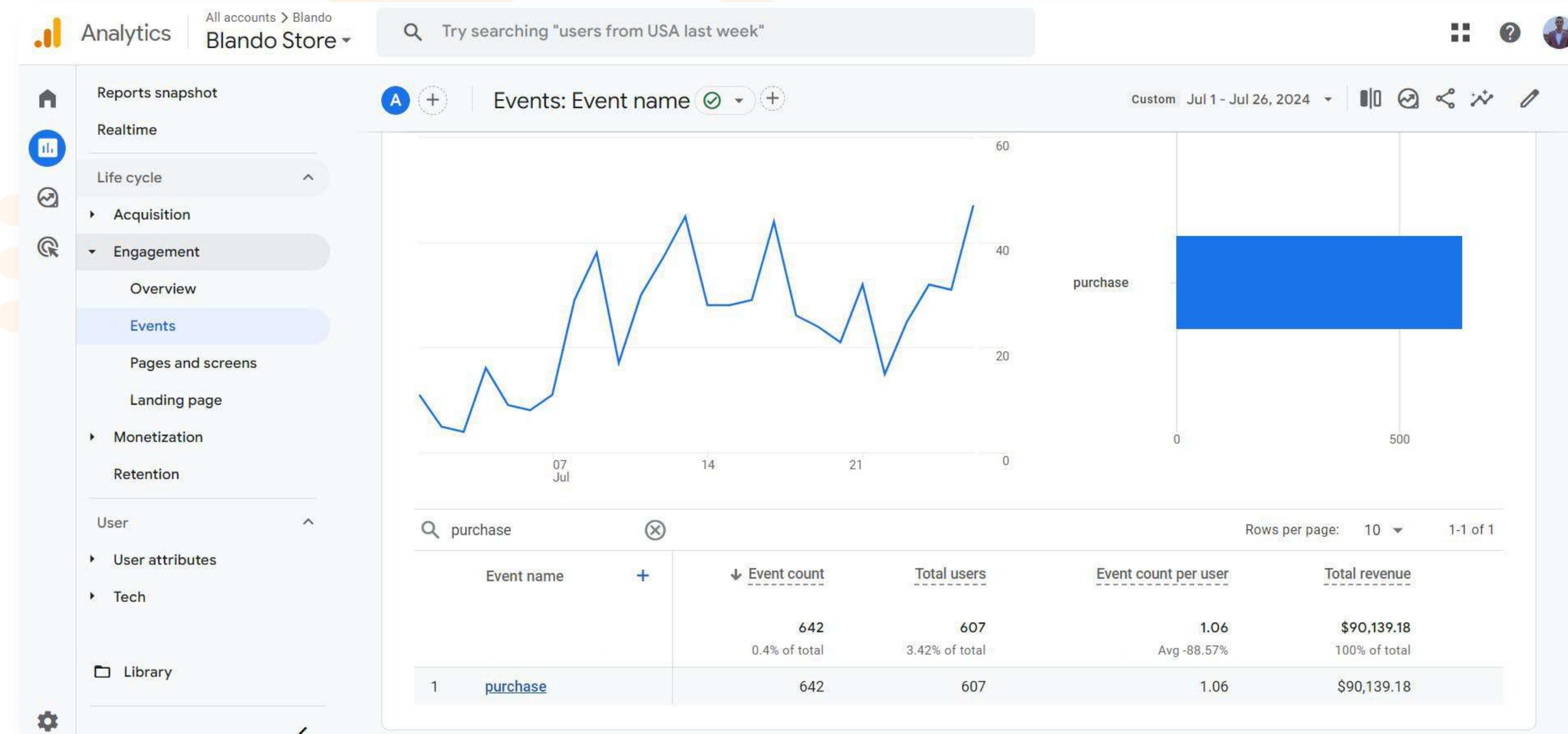


**Social Media Advertising:** Vibrant ads on social media platforms celebrated the sensory experience of Blando Store, engaging audiences and converting viewers into buyers.



**Customer Engagement:** The campaigns were optimized to foster engagement, with a focus on understanding the customer journey from initial interest to final purchase.





## Performance Metrics:



**Total Revenue:** In this month of July, the harmonious blend of marketing initiatives resulted in a revenue of \$90,139.18



**Event Count:** The website witnessed 642 purchase events, reflecting a precise targeting strategy that attracted a high-value audience.



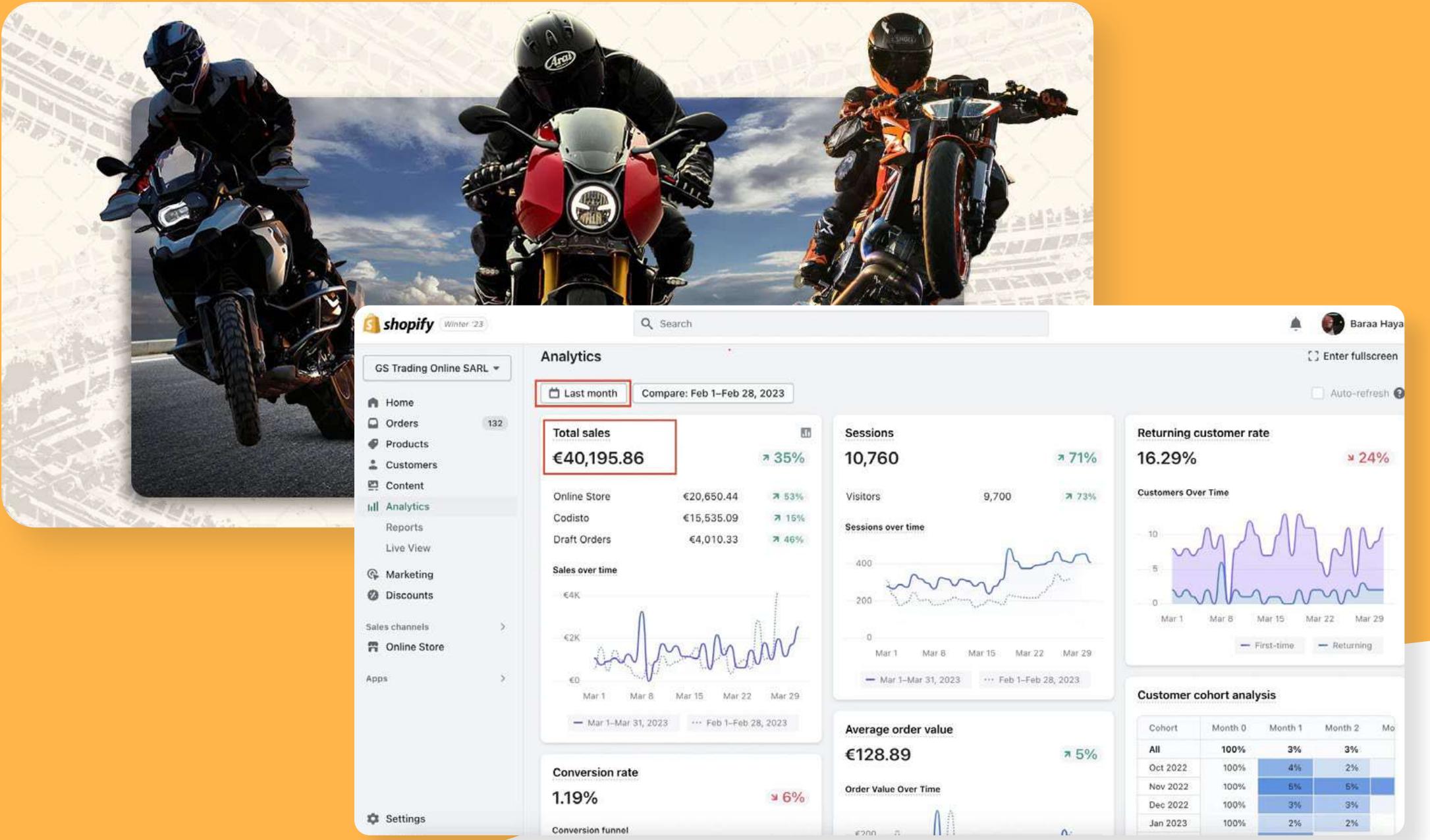
**User Engagement:** Engagement indicators such as page views, scrolls, and session starts evidenced robust interaction with the content, underlining the captivating allure of their products.



**ROAS (Return on Ad Spend):** At 10.30% ROAS reflecting highly effective ad spend.

# GS Moto

## case study



# GS Moto

GS Moto is a premier destination for top-tier motorcycle accessories, catering to enthusiasts across Germany, France, and the UK. Their commitment to stocking parts from passionate, smaller industry players and direct brand dealings ensures exceptional customer service, from factory to rider.

## Our approach included:

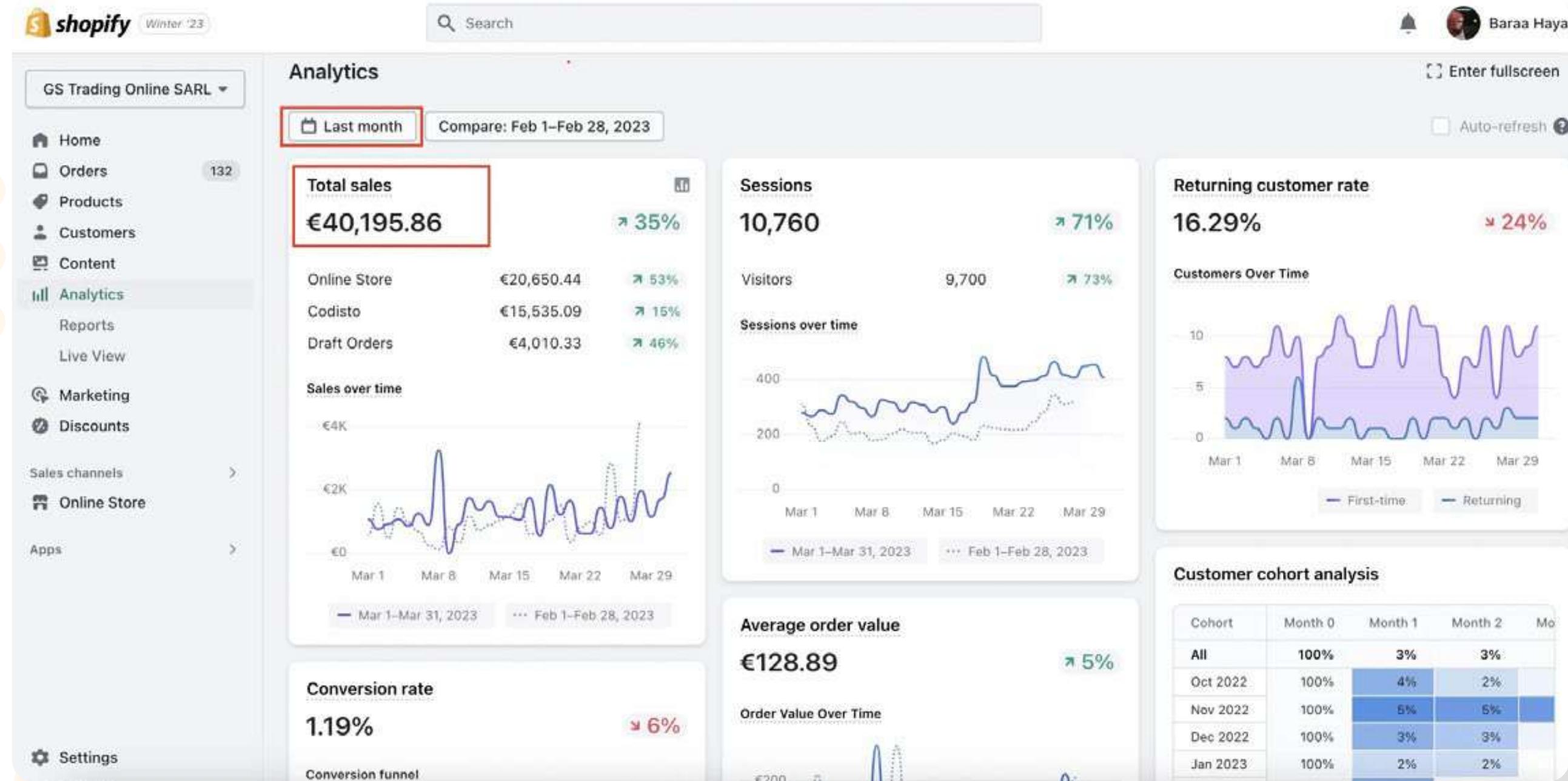


**Google Ads Optimization:** Google Ads Optimization: By refining our ad copy and targeting, we ensured that GS Moto's ads reached the most relevant audiences, driving both traffic and sales.



**Product Content:** We enhanced product descriptions with SEO-rich content.





## Results:



**Total Sales:** Achieving an impressive KWD 40,195.86 in total sales last month, GS Moto's targeted Google Ads campaigns have effectively converted clicks into revenue.



**Sessions:** With 10,760 sessions, the website has seen a steady stream of potential customers, a testament to the compelling ad copy and strategic keyword use.



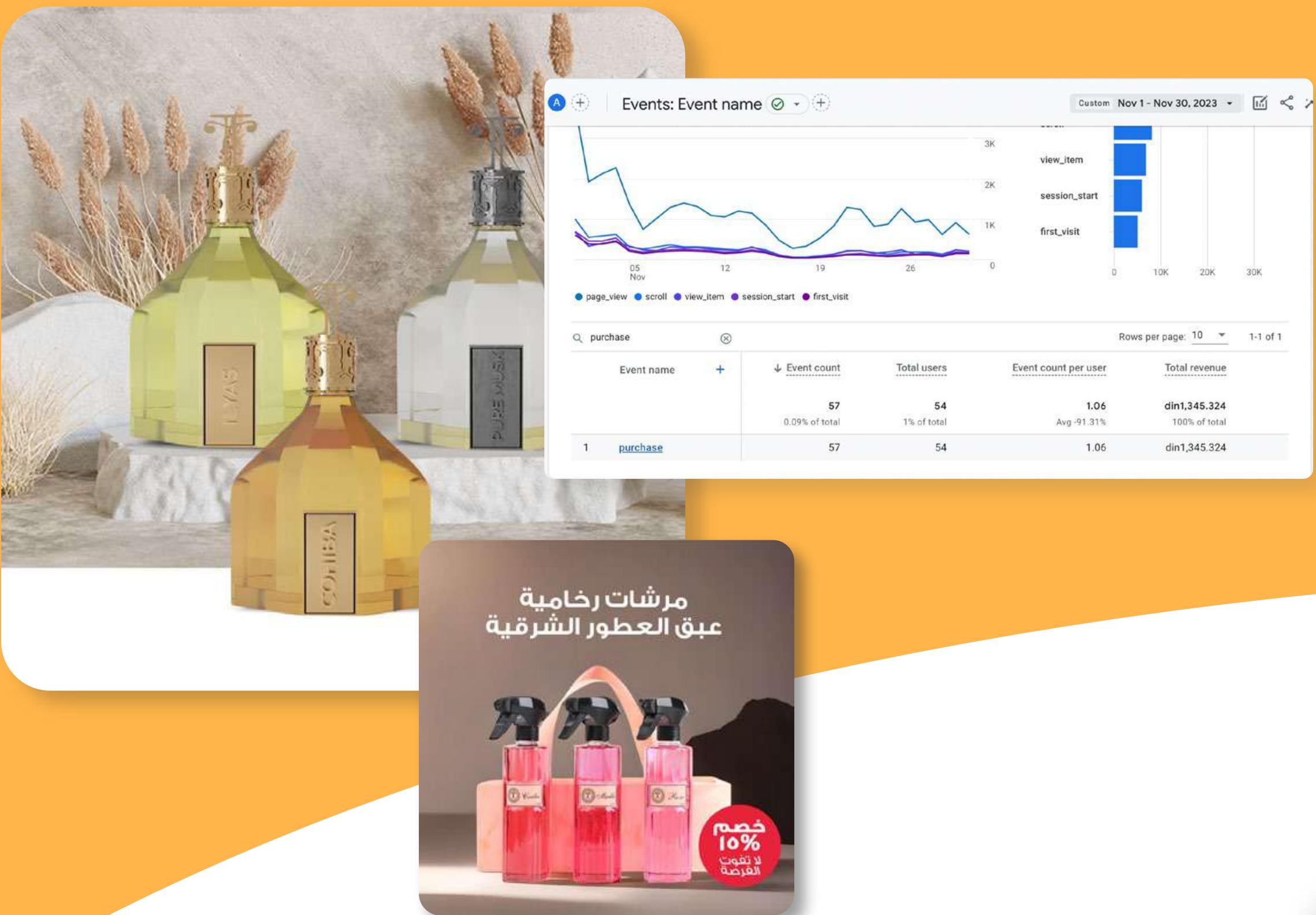
**Returning Customer Rate:** A returning customer rate of 16.29% highlights the quality of the products and the trust GS Moto has built among its clientele. Despite a slight decrease, this suggests room for targeted re-engagement strategies.



**Conversion Rate:** At 1.19%, the conversion rate underscores the efficacy of our ad targeting, aligning with the high intent of B2B customers.

# Altaresh Perfume

## case study



# Altaresh Perfume

Altaresh Perfume has transformed the art of scent into a thriving e-commerce experience. Through a strategic fusion of Google Ads and social media campaigns, they've carved out a significant niche in the digital marketplace.

## Strategies for Scented Success



**Google Ads:** Meticulously crafted and targeted Google ad campaigns captured the olfactory imaginations of potential customers, leading to a significant increase in high-intent website traffic.



**Social Media Advertising:** Vibrant ads on social media platforms celebrated the sensory experience of Altaresh's perfumes, engaging audiences and converting viewers into buyers.



**Customer Engagement:** The campaigns were optimized to foster engagement, with a focus on understanding the customer journey from initial interest to final purchase.



## Results:



**Total Revenue:** A robust KWD 1,345.324 was generated in revenue for November alone, a testament to the compelling allure of Altaresh's perfume selections.



**Purchases:** 57 purchases were recorded, indicating a strong conversion rate driven by targeted advertising and high-quality product offerings.

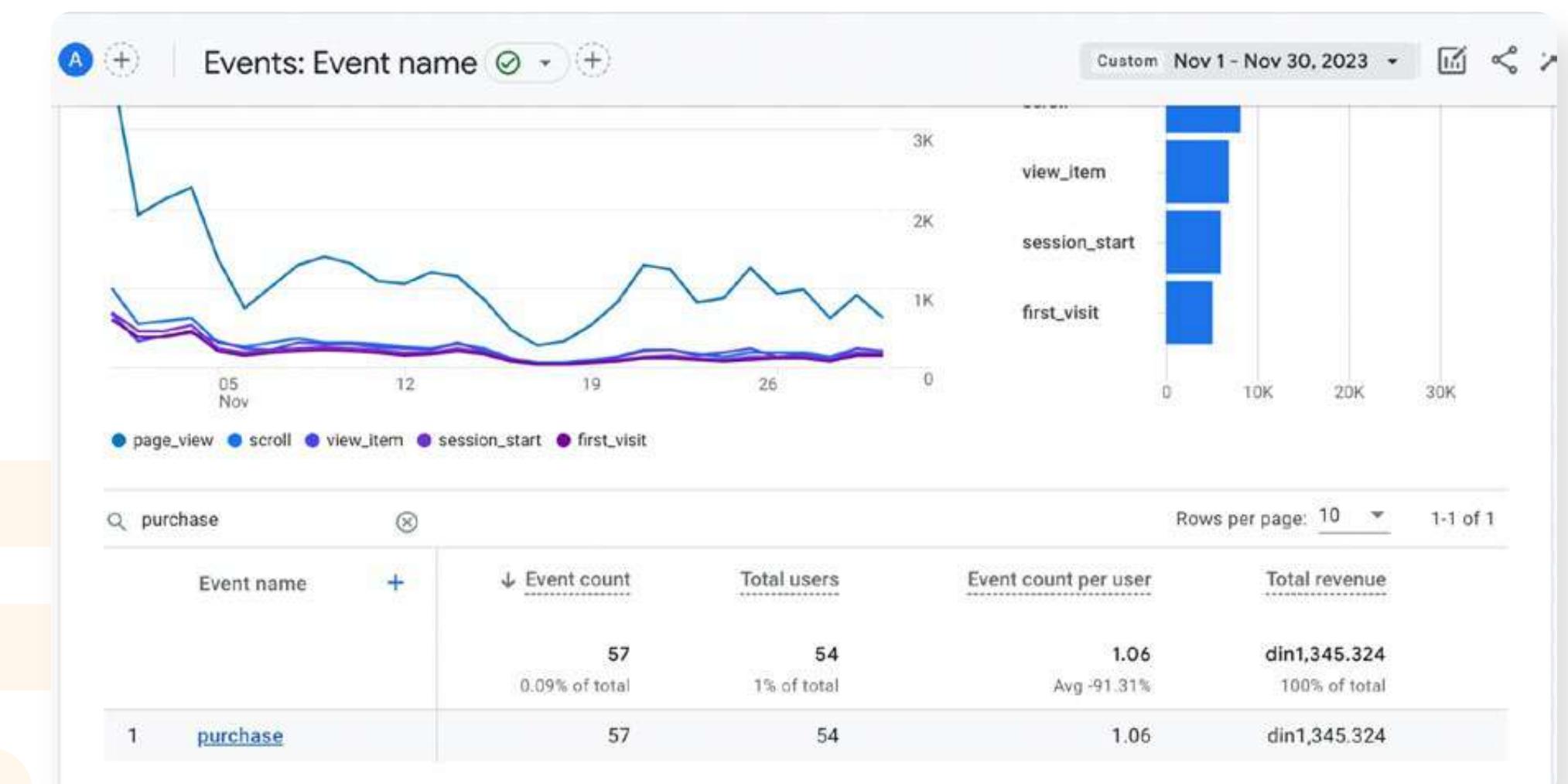


**ROAS (Return on Ad Spend):** An impressive ROAS of 9 reflects the effectiveness of our ad spend in driving both traffic and sales conversions.

The performance metrics are a snapshot of success, but they also serve as a blueprint for future growth. The data reflects a sophisticated understanding of the target market, resulting in a user experience that captures and converts interest at an impressive rate.

Looking ahead, Altaresh Perfume plans to continue refining its digital marketing strategy to increase brand awareness, customer retention, and lifetime value. By leveraging analytics and customer feedback, the brand aims to enhance personalization in its marketing efforts, ensuring that each campaign resonates more deeply with its audience.

In an industry where the right fragrance can create a lasting impression, Altaresh Perfume's approach ensures that each click leads to an experience as memorable as its scents. With an ROAS of 9, they have set a benchmark for performance in the e-commerce fragrance sector. This ROAS indicates that for every dollar spent on advertising, Altaresh Perfume is seeing nine times that in revenue, a clear indicator of their campaigns' efficiency and their products' desirability.



## Future Aromas of Success



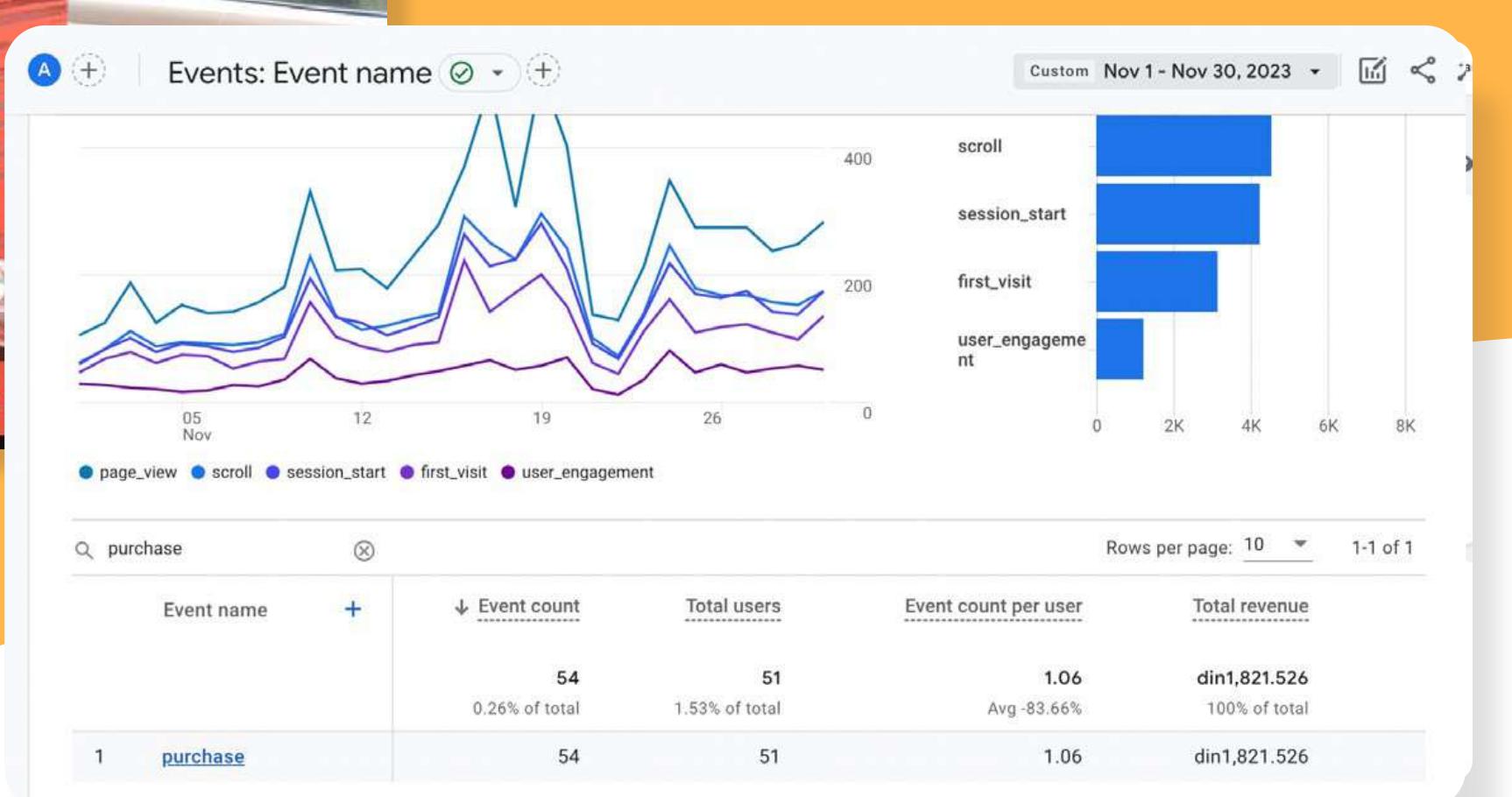
**Expansion of Ad Reach:** By identifying new demographics and interests through data analytics, we aim to expand our reach and introduce Altaresh's perfumes to a broader audience.



**Enhanced Retargeting Campaigns:** Capitalizing on the high engagement rates, we will deploy advanced retargeting strategies to re-engage visitors and convert them into repeat customers.

# iOud

## case study



# iOud

iOud, a purveyor of luxury scents, has captured the essence of elegance and translated it into remarkable online success. Through the strategic deployment of Google Ads and social media campaigns, iOud has cultivated an exquisite online presence that speaks directly to the olfactory senses of a discerning global clientele.

## Our concerted efforts have been focused on:

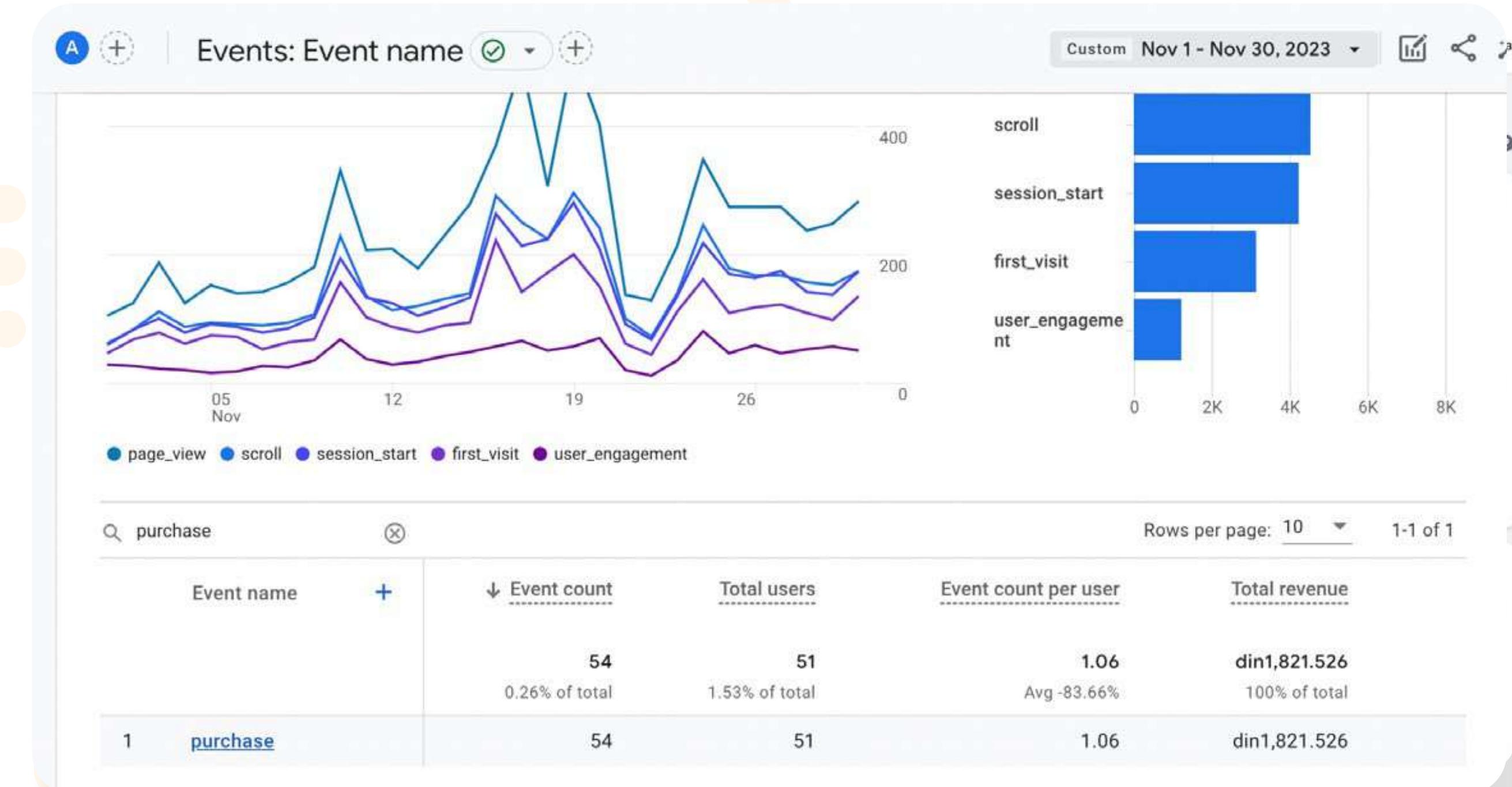


**Google Ads Excellence:** By meticulously crafting and refining Google Ads, we've ensured that iOud's offerings are prominently displayed to those with a penchant for luxury scents.



**Social Media Prowess:** Our social media campaigns have been tailored to showcase the unique story of each perfume, engaging customers with immersive content that resonates with their aspirations and desires.





## Results:



**Total Revenue:** In the month of November, the harmonious blend of marketing initiatives resulted in a revenue of KWD 1,821.526, showcasing the rich appeal of loud's fragrance collections.



**Event Count:** The website witnessed 54 purchase events by 51 unique users, reflecting a precise targeting strategy that attracted a high-value audience.



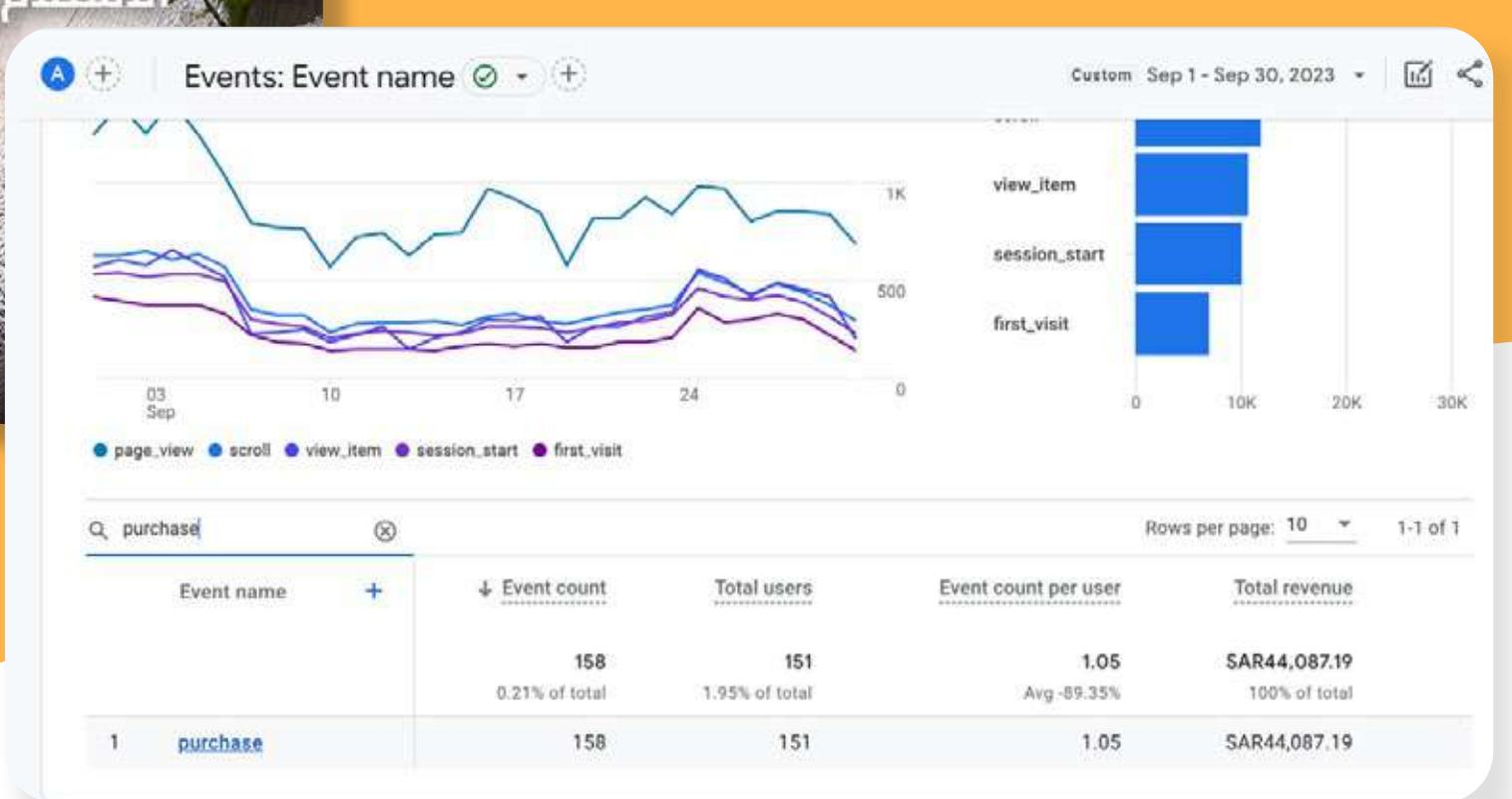
**User Engagement:** Engagement indicators such as page views, scrolls, and session starts evidenced robust interaction with the content, underlining the captivating allure of their products.



**ROAS (Return on Ad Spend):** At 1.19%, the conversion rate underscores the efficacy of our ad targeting, aligning with the high intent of B2B customers.

# Tatera KSA

## case study



# Tatera KSA

Tatera KSA, an innovative online platform in Saudi Arabia, has made a significant mark in the e-commerce space by offering a diverse range of high-quality perfumes. Their strategic use of digital marketing, particularly Google Ads and social media advertising, has been instrumental in their impressive performance.

## Focused on driving both reach and revenue, our approach has included:



**Tailored Ad Campaigns:** We've developed precise ad campaigns on Google and various social media platforms to target audiences who show a high propensity for luxury perfume purchases.

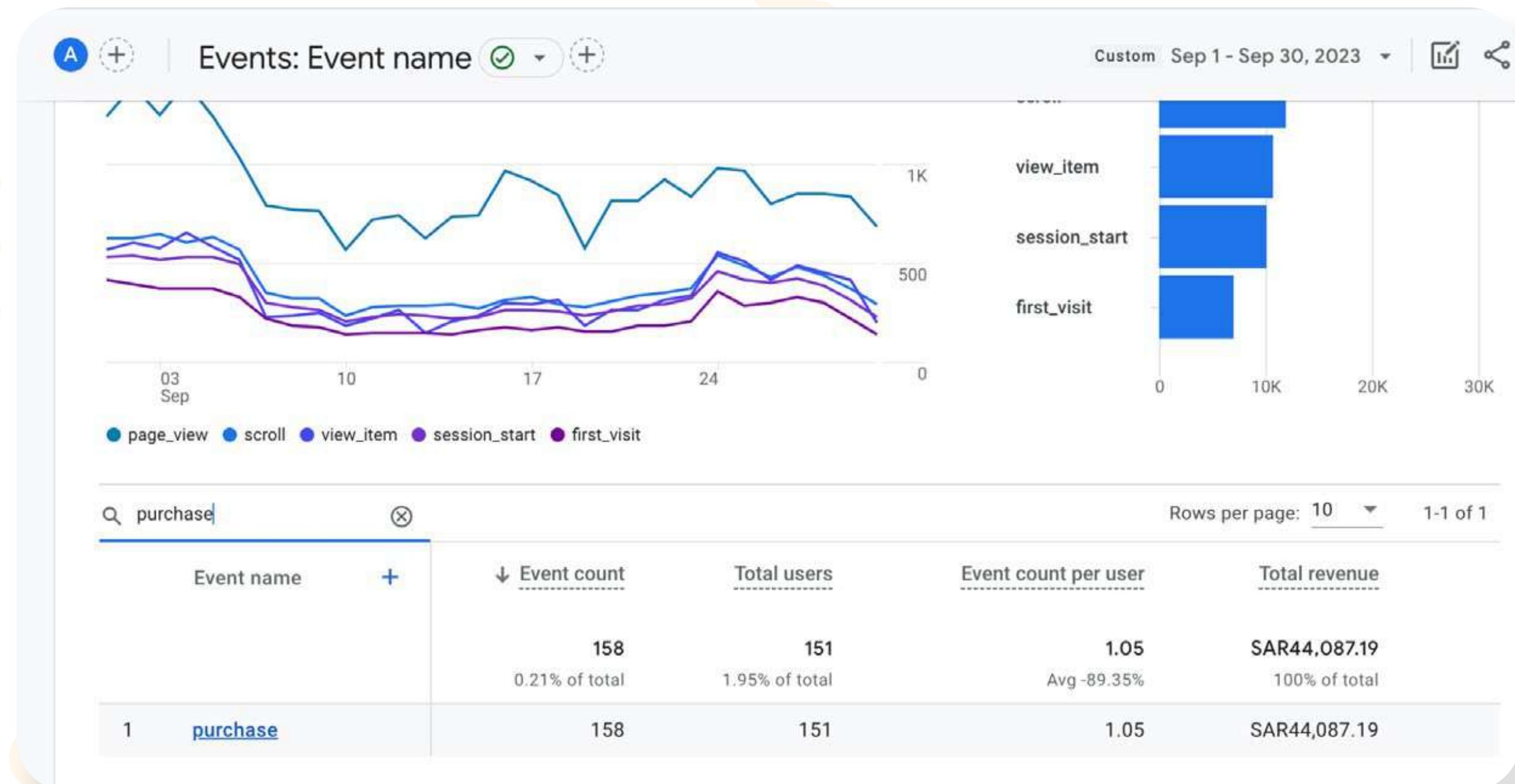


**Optimized User Experience:** Recognizing the importance of the customer journey, we've streamlined navigation and improved the user interface of the Tatera KSA website to facilitate a smoother path to purchase.



**Data-Driven Insights:** Continuous analysis of engagement and purchase data has allowed us to refine our marketing tactics, ensuring that we reach potential customers with the right message at the right time.





## Results:



**Total Revenue:** September's data showcases a robust total revenue of SAR 44,087.19, underscoring the brand's strong appeal and effective marketing.



**Event Count:** The number of purchase events stood at 158, completed by 151 unique users, suggesting a high conversion rate and a successful targeting strategy.



**Engagement Metrics:** Significant page views, scrolls, and session starts indicate that users are not just visiting but are actively engaging with the content.



**ROAS (Return on Ad Spend):** With a ROAS of 7.5, Tatera KSA's advertising campaigns have been highly efficient, yielding substantial returns on their investment.



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