

# E-COMMERCE BUSINESS



## Client Background

- **Industry Segment: E-commerce**
- **Business Focus: Selling German brand watches online Targeting GCC countries.**

## Challenges

- **Low sales despite high marketing spend.**
- **Need to maximize ROI from online sales.**

## Solutions

- **Conducted a comprehensive data review and customer persona development.**
- **Redesigned the website for better UX/UI and conversion rates.**
- **Improved Facebook campaigns with better targeting and creative content.**
- **Enhanced brand communication and resolved technical issues.**



### CONVERSION OPTIMIZATION

Increased from 1% to 5%



### ROAS

Achieved 3x ROAS.



### IMPROVED CUSTOMER TARGETING

Identified ideal audience  
consistently generating  
sales.



### REVENUE GROWTH

achieving a 300%  
increase in unit sales.