

# E-COMMERCE BUSINESS

## Client Background

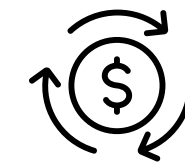
- Industry Segment: E-commerce
- Business Focus: Selling German brand watches online Targeting GCC countries.

## 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.



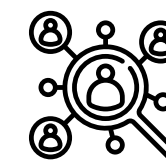
### CONVERSION OPTIMIZATION

Increase from 2.1% to **6%**



### ROAS

Achieved **3x** ROAS.



### IMPROVED CUSTOMER TARGETING

Identified ideal target audience **consistently** generating sales.



### REVENUE GROWTH

achieving a **300%** increase in unit sales.