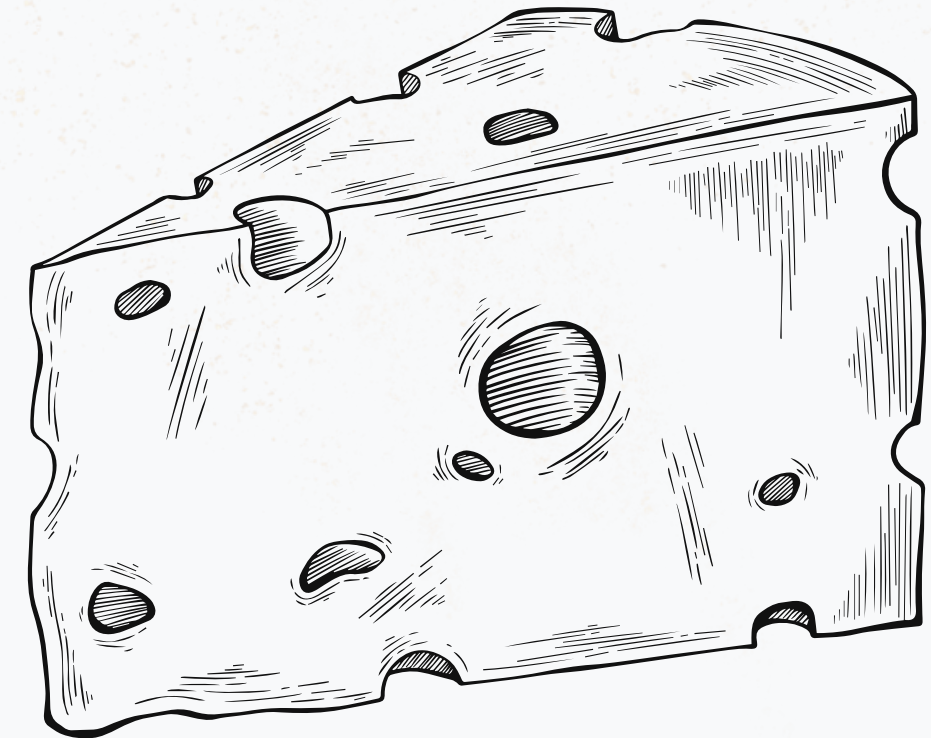
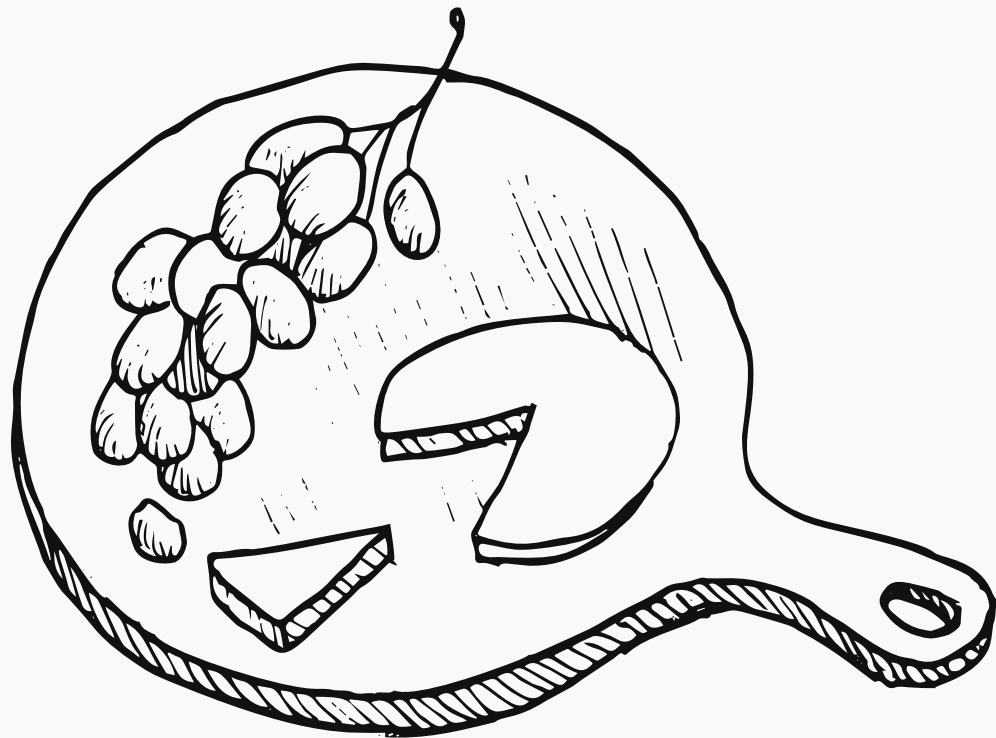


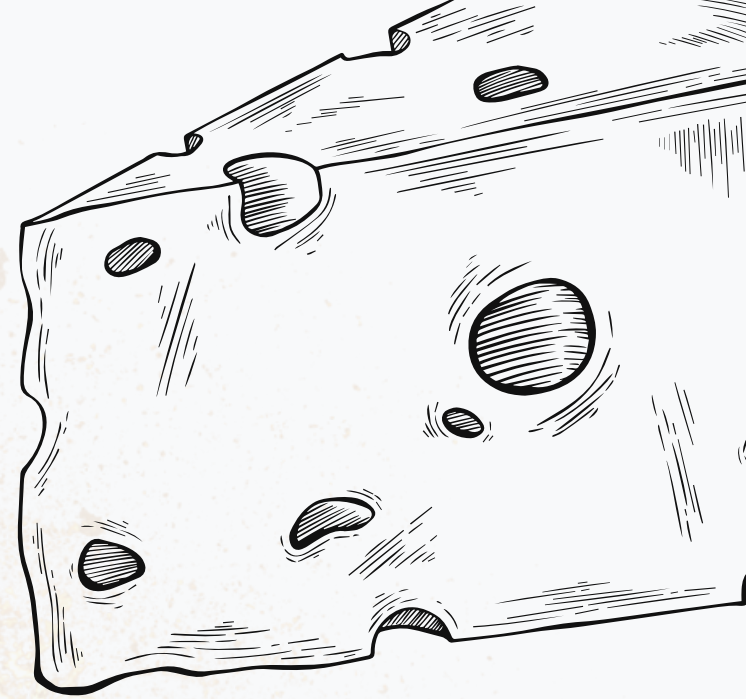
HOW WE INCREASED ORDERS BY 40%

FOR THIS ECOMMERCE FOOD
AND BEVERAGE COMPANY



66

My orders started to plateau so I knew I needed Professional help from Digital Marketing experts.



OUR TOTAL GROWTH SOLUTION (ECOMMERCE)

How we did it

01

AWARENESS

Display campaigns were set on Google and traffic campaigns set on Facebook to create more brand awareness and increased traffic to the website

04

SALES

Due to the higher conversion rates at lower CPC, the overall sales increased by 40% with the same marketing budget

02

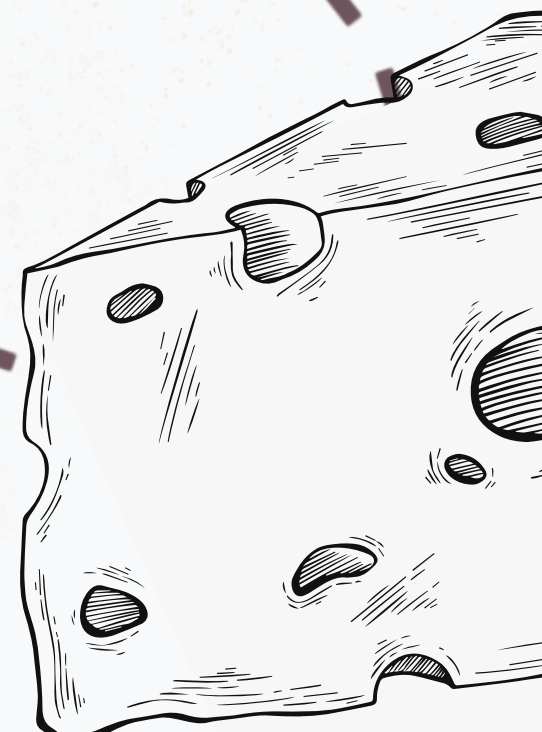
CAMPAIGN SET UP

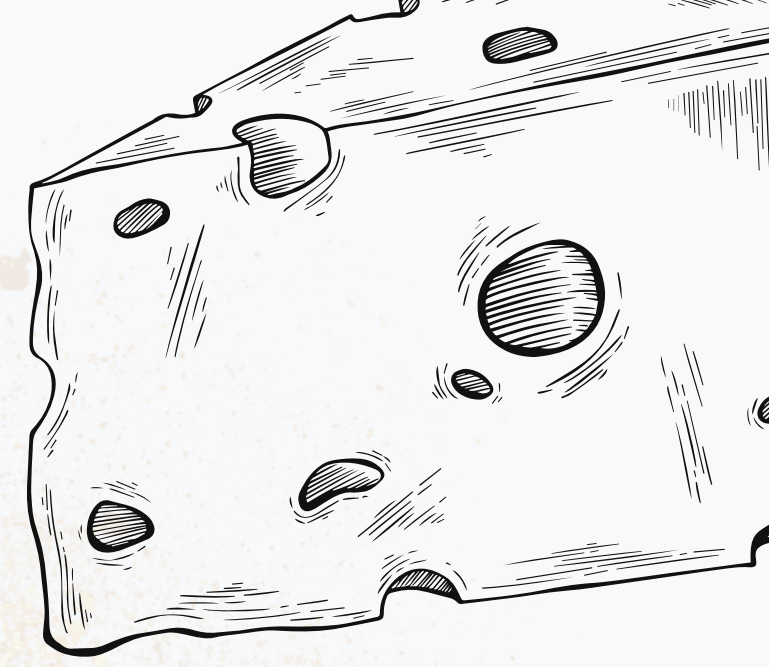
Google campaigns were created to organise keywords into appropriate campaigns and monitor conversion rates

03

BUDGET DISTRIBUTION

The budget was redistributed to attribute more budget to high performing campaigns and increase conversions





OUR RESULTS

FEBRUARY 1ST - JULY 12TH 2022



BUDGET

10,484.64 AED



CONVERSIONS

1,021



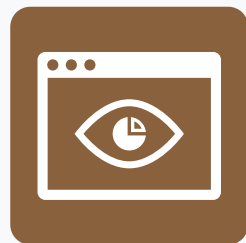
PLATFORM

Facebook & Google Ads



CLICKS

8,072



IMPRESSIONS

345,318

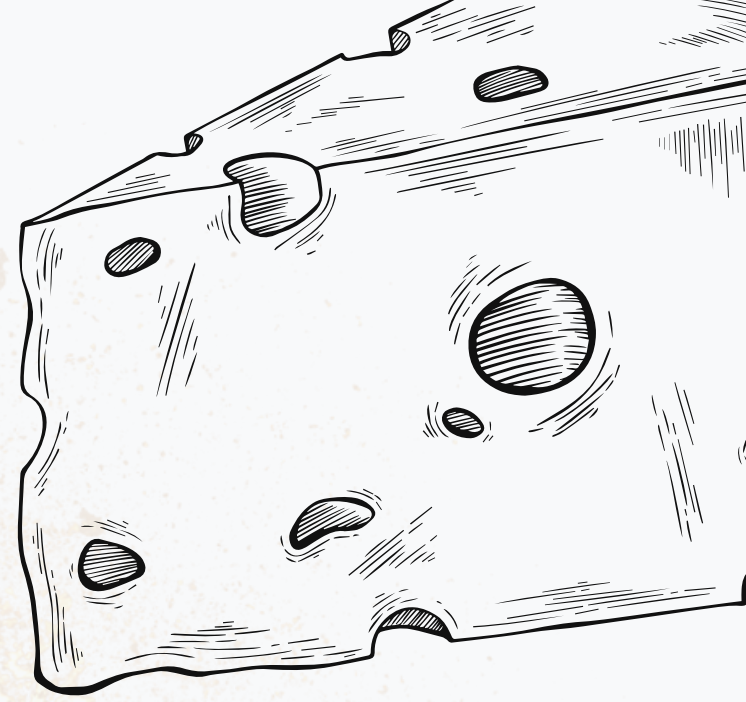


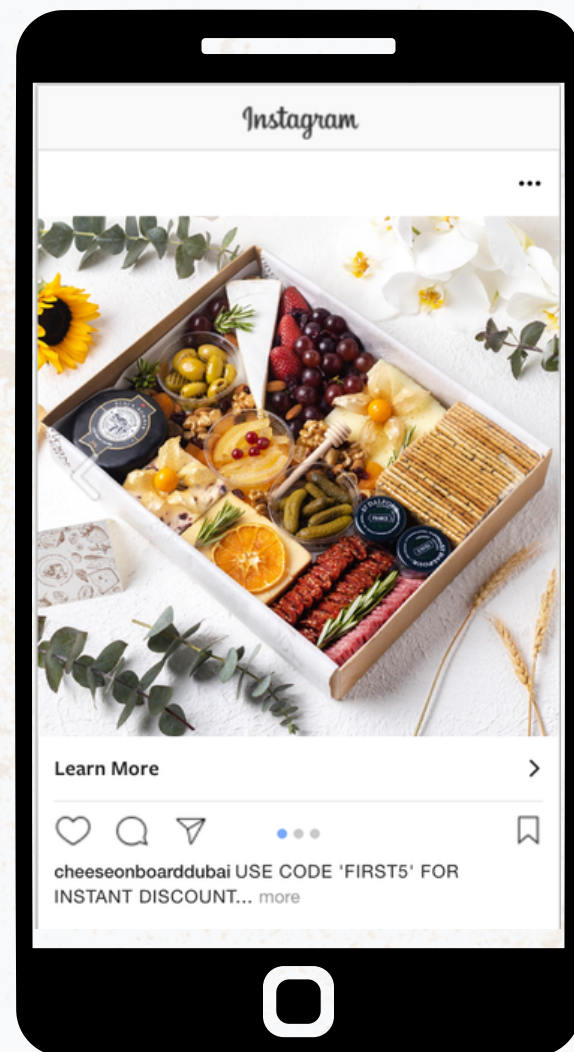
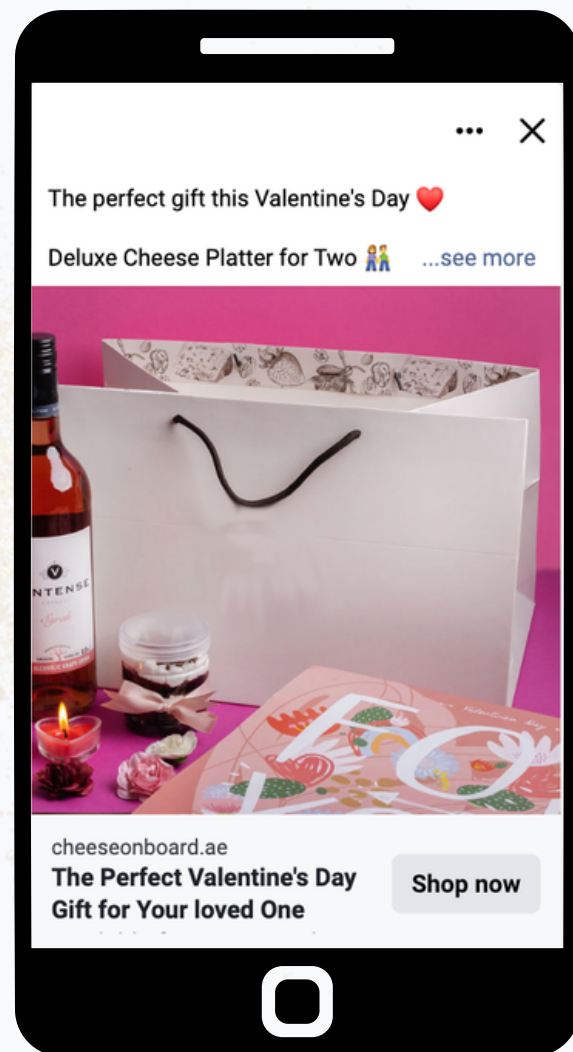
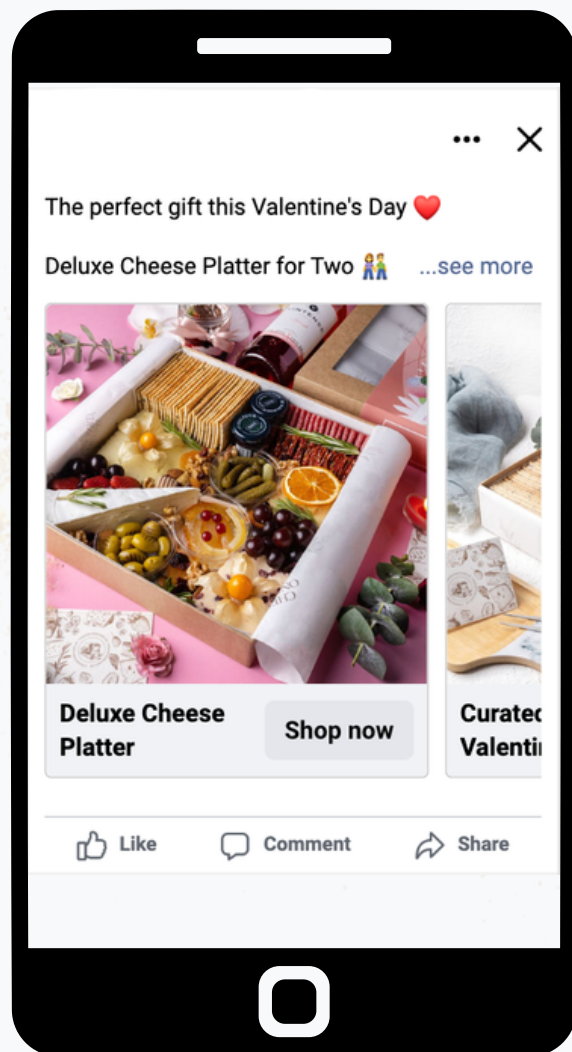
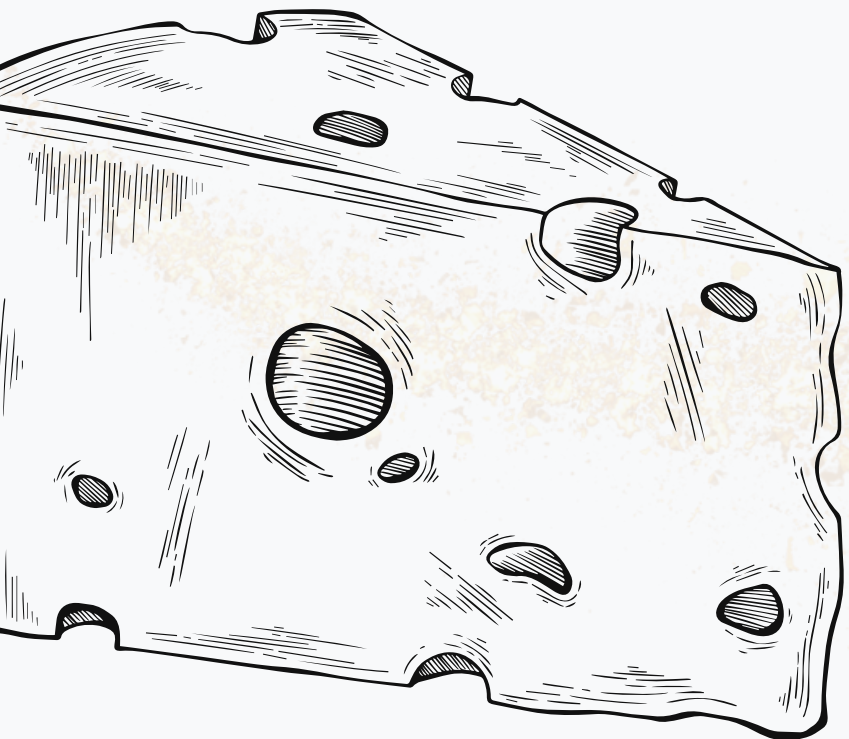
COST PER CONVERSION

10.27 AED

66

TDS Group are the best, my sales have
increased by 40% since they came
onboard





↓ Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Conversion goals	CTR	Clicks	Avg. CPC
215,987	2,581 clicks	1.19%	AED1.43	AED3,682.59	182.00	AED20.23	7.05%	Other (Website), Downloads (Mobile App), Phone call leads (Call from Ads), Purchases (Website) (Account default goals)	1.19%	2,581	AED1.43
41,667	1,074 clicks	2.58%	AED0.19	AED206.90	4.00	AED51.72	0.37%		2.58%	1,074	AED0.19
32,808	2,199 clicks, engagements	6.70%	AED1.59	AED3,502.49	419.00	AED8.36	19.05%		6.70%	2,197	AED1.59
29,921	1,636 clicks	5.47%	AED1.47	AED2,412.71	344.00	AED7.01	21.03%		5.47%	1,636	AED1.47
320,383	7,490 clicks, engagements	2.34%	AED1.31	AED9,804.69	949.00	AED10.33	12.67%		2.34%	7,488	AED1.31
345,318	8,074 clicks, engagements	2.34%	AED1.30	AED10,484.64	1,021.00	AED10.27	12.65%		2.34%	8,072	AED1.30

