SELLTHRU

DIGITAL, FASTER

Regions First "**Client Side**" Agency

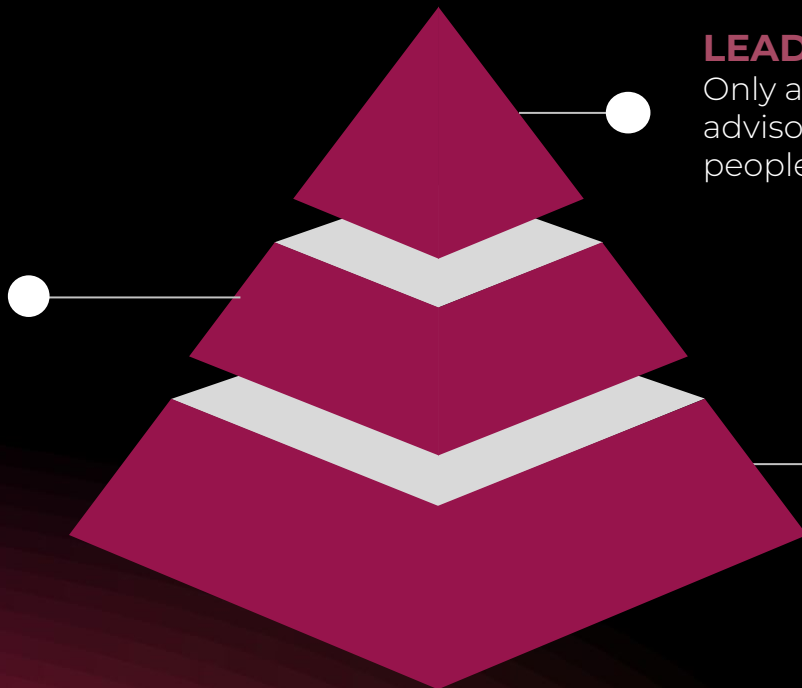**We bring business intelligence into an agency environment**

WHY CLIENT SIDE?

LEADERSHIP
Only agency with leadership and advisory comprising of client side people with agency experience

TEAM
60% of the team comes from client side backgrounds

ACQUISITION & RETENTION
Only agency to offer acquisition + retention under the same roof

We ' **Create & Deliver** ' Omni Channel Strategies

Performance Marketing
Search- Social - Display - Video - Analytics - Creatives Feedback

Martech & Development
Consultancy - Implementation, Web & App Development, Data analytics

Search Engine Optimization
Audits - Fixes Local - Arabic - Content Link Building - Reporting

Marketing Automation
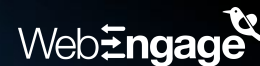Omni Channel - Automation Single View Of Customer - Content & BI

SELLTHRU
DIGITAL FASTER

CRM

Since 2021 we have built strong partnerships

We have strategic relationships and agency experience with

PAID MEDIA

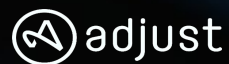Google   Meta   Snapchat   TikTok

CRM

moengage   netcore   HubSpot   WebEngage

E-COMMERCE

hybris   WordPress   salesforce   shopify

ANALYTICS & APP

Google Analytics 4   adjust   branch   AppsFlyer

Our **"Client Experience Blueprint"** ensures first class service and delivery

Client Training Opportunities

- Monthly client huddle with industry updates
- Ongoing webinar schedule
- 1-2-1 training

Regular Clients Comms

- Monthly check-ins with client director
- Weekly calls with specialist team
- Clear follow-up notes and action

Valued Partnership

- Partnership alignment & 360 feedback discussion
- Strategy review meetings (QBR's)
- Regular hot-desking

Reporting and Insights

- Tailor made monthly report
- Run through rationale meeting
- Consistent data analysis and competitor insights

Sales to Delivery Handover

- Building our brand knowledge
- Kick off meeting
- Brand immersion

CASE STUDIES

PERFORMANCE CASE STUDIES

REDTAG.

PROBLEM

With little to no awareness of Redtag's e-commerce presence in KSA, the brand struggled to drive new user growth hand-in-hand with scalability, leading to higher cost of sale from paid marketing channels.

SOLUTION

We collected data of best-selling categories & products and enhanced our targeting across channels accordingly, optimizing the product feed by splitting Arabic & English intent focused campaigns separately to cater to all audience types, driving higher consideration towards the brands' offerings.

RESULT

Our campaigns with curated creatives and targeting led to 98% higher CTR driving 1.8x growth in sessions at 24% higher Add to cart Rate. We were able to bring the Cost per transaction down by 67% driving the highest paid and website ROAS the business has seen.
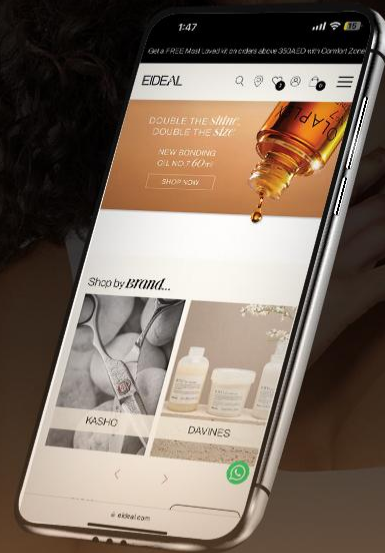
EIDEAL

PROBLEM

Eideal faced limitation in revenue & traffic scalability. The brand had recently launched a new website & were facing difficulties in their brand positioning. Their campaigns setup lacked structure & did not follow the best practices to help them reach their business objectives.
They are the 1st reseller of premium brands in the region however the lack in brand positioning didn't help in scaling sales on those brands.

SOLUTION

We Introduced new channels to ensure the brand presence on multiple channels was present. Optimization of the campaign structures on all channels was implemented to ensure following best practices. Additionally, we enabled new campaign types which aim at generating conversions while maintaining efficiency, while also introducing traffic campaigns to assist with the brand's objective of traffic scalability. Finally, we optimized user targeting based on brand specific audiences.
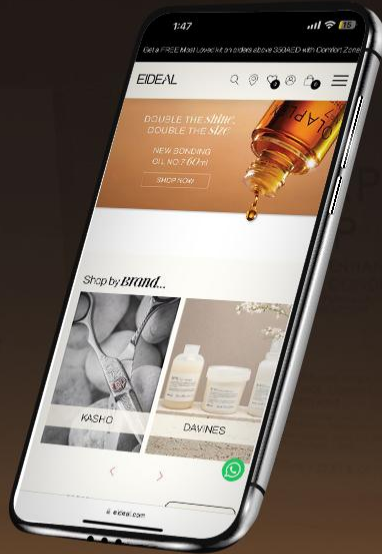
RESULT

we achieved significant growth across key metrics: revenue increased by 57% month-over-month, sessions saw an impressive surge of 161%, and orders grew by 46%. These figures highlight our successful strategies and execution in driving performance improvements.

E-COMMERCE

EIDEAL

Overall account growth

- **-69% Growth in CPC** — MAR: 3.53 AED / APR: 1.07 AED
- **-47% Growth in CPS** — MAR: 6.57 AED / APR: 3.51 AED
- **-39% Growth in CPT** — MAR: 288 AED / APR: 177 AED
- **+98% Growth in ROI** — MAR: 0.59 / APR: 1.17

PAID SOCIAL

izil

MOROCCAN BEAUTY

PROBLEM

IZIL Beauty faced roadblocks to scale & identify issues to overcome low penetration in other GCC markets such as Oman & Kuwait.

SOLUTION

Product catalog revamps optimizing the product feed based on language to ensure the brand caters to consumer demand & enhanced targeting modules on Paid Social to achieve scale in the markets while increasing ROI.

RESULT

IZIL Beauty scaled their Cost per Session by 25% in Oman & 6% in Kuwait. The Oman market has increased its contribution amongst other markets by 200% in Q4 compared to Q3.

>

PAID SOCIAL

izil™

MOROCCAN BEAUTY

Oman & Kuwait contribution growth of **318%** in paid revenue

+420% Growth in Sessions

-26% Growth in CPS

+265% Growth in Transactions

+318% Growth in Revenue
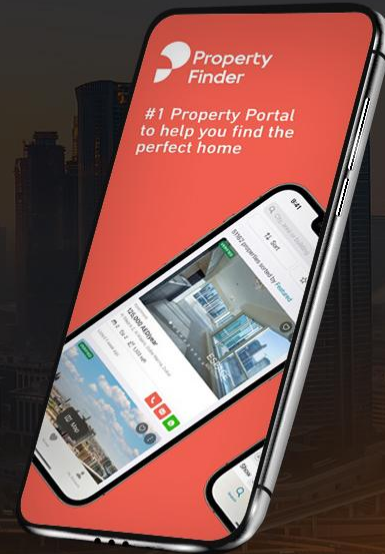
Property Finder

PROBLEM

Property Finder saw an increased competition for their listings across the website on Google Search with other competitors outranking PF by 61% in auction insights in UAE & EGYPT

SOLUTION

We worked closely with the Google Strategy team to implement a search structure combining Dynamic Search Ads (including all listing URLs by category Office spaces, Townhouses, Apartments, Villas, etc and negating the other) with Display and Youtube. This included language and cultural adaptation for Arabic listings in UAE v/s EGYPT.

RESULT

The campaigns saw an 41% increase in CTRs MoM and 33% effective growth in leads from Townhouses and 18% in leads from Office Spaces for Rent with an overall increase in impressionability by 63% on Search along with a combination with Display & Video.

GOOGLE SEARCH

Property Finder

Overall account growth

#1 Property Portal to help you find the perfect home

154% Growth in CTR — MAR 22 : 0.61 % **APR 22 : 0.83 %**

-67% Growth in CPC — MAR 22: 0.70 $ **APR 22: 0.23 $**

-32% Growth in CPL — MAR 22 : 13.74 $ **APR 22 : 9.37 $**

+27% Growth in IMP. Shared — MAR 22: 61% **APR 22: 77%**

BRAND AWARENESS

بريد الإمارات
EMIRATES POST

PROBLEM

Emirates Post wanted to identify and implement a new brand voice that better reflects the company's values and meets customer needs.

SOLUTION

We utilized customer data through CRM tools to identify most utilized services and customer demographics to breakdown our targeting strategy through a 360 media activation involving all mediums. This included Google Masthead, UACs, Display & Video along with Social channel activation for both English & Arabic languages focused creatives for different audience sets.
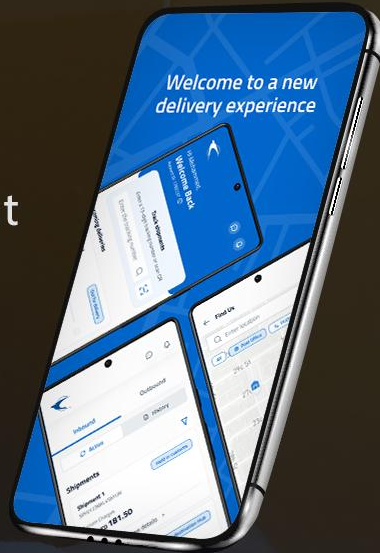
RESULT

The brand awareness campaign drove 1.3M Unique views from the awareness video with an incremental increase in website traffic. This led to an overall uplift in their service for last mile deliveries and PO Box subscriptions.

Welcome to a new delivery experience

BRAND AWARENESS

EMIRATES POST بريد الإمارات
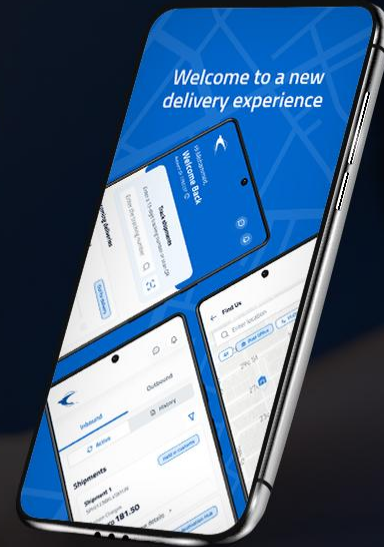
Overall account growth

+83% Growth in CTR
JAN 22: 1.20%
MAR 22: 2.19%

-10% Growth in CPC
JAN 22: 0.83 AED
MAR 22: 0.75 AED

-46% Growth in CPV
JAN 22 : 0.35 AED
MAR 22 : 0.19 AED

-40% Growth in CPM
JAN 22: 7.22 AED
MAR 22: 4.35 AED

THE LIST

PROBLEM

The List was looking to drive app installs for their new social commerce app with abilities to personalize shoppable air-content for all users.

SOLUTION

We implemented app events across the funnel within the app SDK build via mobile marketing platform- "Appsflyer" to track all shoppable content and user journey across their personalized feed and interaction with app. Combining this with our efforts on app download campaigns through UACs and Download campaigns on social boosted MAUs.

RESULT

105k new user downloads with overall 3.5x growth in MAUs over 30 days.

YOUR LUXURY SOCIAL SHOPPING NETWORK

Explore   Feed $ 30.00

EFFORTLESSLY CHIC
The key pieces to invest in this season.

EXPLORE MORE STORIES

APP MARKETING
THE LIST

YOUR LUXURY
SOCIAL
SHOPPING
NETWORK

EFFORTLESSLY CHIC
The key piece to invest in this season.

EXPLORE MORE STORIES

Overall app growth
Nov'21 vs Dec '21

+154% Growth in CTR   NOV' 21: 0.33%
                           DEC' 21: 0.83%

-50% Growth in CPL   NOV' 21: 8.74 $
                           DEC' 21: 4.37 $

-67% Growth in CPC   NOV' 21: 0.70 $
                           DEC' 21: 0.23 $

+62% Growth in Content Taps   NOV' 21: 1,921 $
                              DEC' 21: 3,105 $

SEO CASE STUDIES

SEARCH ENGINE OPTIMIZATION

PROBLEM

Cosmesurge seeked improvements with their On & Off Page SEO with respect to the relevancy of Meta Titles, Core Service Keyword Rankability & Backlink Acquisition.

SOLUTION

Implementing SCHEMA markup significantly boosted the website's search engine results page (SERP) rankings, attracting high-intent traffic that directly contributed to conversions. We equipped the client with a comprehensive dashboard, offering a holistic view of the website's performance, including keyword and URL rankings, SERP data, and internal traffic behavior.
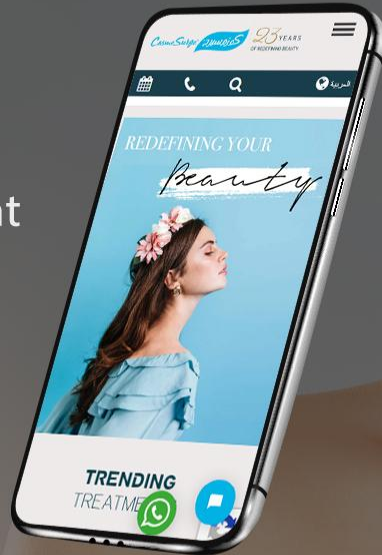
RESULT

This helped the business grow their conversions by 52% in a matter of 14 Months. 48% Improvement in Absolute top of the page rankings - 47% Higher Users to the website YoY
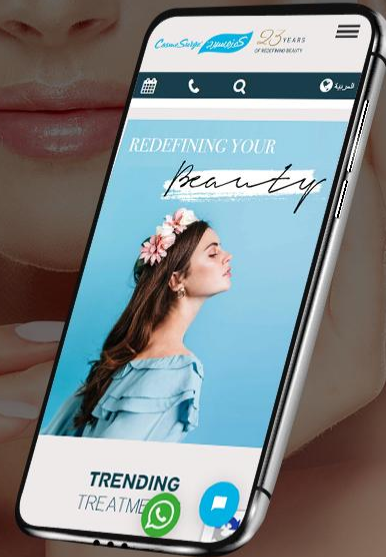
SEARCH ENGINE OPTIMIZATION

CosmeSurge® كوزمسيرج

Overall account growth

52% growth in organic conversions

48% Improvement in absolute top of the page rankings

47% higher organic users to the website YoY

45% increase in the click-through rate from search engine results pages

REDEFINING YOUR
Beauty

TRENDING
TREATME

SEARCH ENGINE OPTIMIZATION

damas

PROBLEM

Damas, a leading jewelry retailer in the GCC region, was struggling to attract organic traffic to their website. Their brand awareness was strong, but their online presence wasn't translating into website visits and conversions.

SOLUTION

Our SEO strategy focuses on optimizing on-page elements, keyword targeting, website structure, and user experience. Additionally, we implemented a content marketing plan to create content around jewelry trends, styling tips, and product showcases.

RESULT

Organic branded traffic grew by 23% in 4 months and non-branded traffic grew by 66%.

> 30% - 50% OFF
> SELECT JEWELLERY
> IN-STORE AND ONLINE
>
> MID YEAR SALE
>
> DISCOVER NEW COLLECTION
> Kiku Collection

SEARCH ENGINE OPTIMIZATION

damas

Overall account growth

Organic traffic to the Damas website grew by 45% in 6 months.

Damas achieved top positions for several key jewelry-related keywords, leading to a 19% increase in click-through rate.

Brand awareness through organic search improved significantly, leading to a 12% increase in brand searches.

The improved website traffic and user experience resulted in a 27% increase in online jewelry sales.

Phone screen content

damas

30% - 50% OFF
SELECT JEWELLERY
IN-STORE AND ONLINE

MID YEAR SALE

DISCOVER NEW COLLECTION
Kiku Collection

damasjewelry.com

SEARCH ENGINE OPTIMIZATION

CHIC LE FRIQUE
DUBAI

PROBLEM

Achieve higher ranking for (non-branded) searches related
to their clothing styles and target audience.

SOLUTION

We identified popular search terms for the types of clothes
Chic Le Frique offers, along with terms their ideal custom-
ers might use to find them. We also optimized Chic Le
Frique's website to be search engine friendly. This included
revamping product descriptions with relevant keywords
and fixing any technical issues.

RESULT

Chic Le Frique climbed search engine rankings for
key fashion terms, leading to a significant increase of
78% in clicks to their website.

>

SEARCH ENGINE OPTIMIZATION

CHIC LE FRIQUE
DUBAI

Overall account growth

- Dramatic rise of 78% in organic traffic from search engines.

- Increase of keywords ranking on the first page by 53%

- Growth of 32% in online clothing sales.

- CTR increase by 26% after keyword growth ranking.

CRM CASE STUDIES

MARKETING AUTOMATION

محل الأطفال
babyshop

PROBLEM

Babyshop faced limitations in revenue scalability due to its CRM strategy. The automation setup lacked structure, and there was untapped potential in exploring new channels.

SOLUTION

Introduced new channels and optimized the journey flow structure, while also enabling new automation campaigns and optimizing frequency capping. Additionally, we've implemented intent-based user segmentation specifically for a one-time campaign.

RESULT

YoY performance has shown remarkable growth, with revenue increasing by 300%, sessions by 250%, and transactions by an impressive 290%. This significant uptrend highlights our successful strategies and operational excellence.

MARKETING AUTOMATION

محل الأطفال
babyshop

Overall account growth

250% increase in sessions YoY

290% increase in orders YoY

300% Increase in revenue YoY

50% increase in CRM contribution YoY

PROBLEM

Homebox faced challenges in addressing key fundamentals in their CRM vertical in areas such as revenue scalability, channel mix utilization, omni channel growth etc.

SOLUTION

A thorough analysis of the e-commerce efforts was conducted to understand the key pain points for Homebox online. The under utilization of segmenting users based on attributes & automating communication based on triggers & conditional criteria were deployed to make communication towards the users more personalized, engaging & relevant.

RESULT

Overall results for Homebox's CRM contribution business saw a healthy increase in revenue while improving their overall CRM contribution by 30% within a span of 3 Months. Additionally, the business received visibility towards the revenue contribution by users based on Online, Offline & Omni customers assisting them to take data driven in different business verticals.
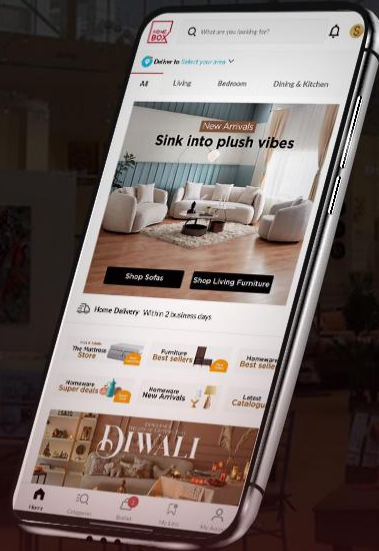
MARKETING AUTOMATION

Overall account growth
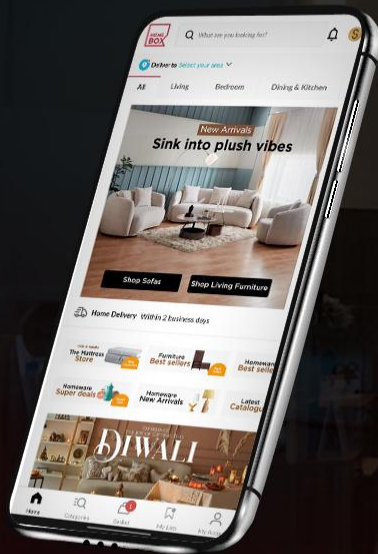
- 20.22% increase in open rate on email campaigns

- 28% increase in conversions with introduction of in-app banners

- 6.5% CTR on personalized email automation

- 10+ automated campaigns based on dynamic user attributes

Marketing Automation

PROBLEM

DOOS faced limitation in increasing the CRM contribution to the overall revenue and hence they had to depend heavily on their paid media activities.

SOLUTION

Introduced segments for manual push notifications, while creating new journeys to scale up the revenue from the automation journeys looking at frequently bought together categories, high recurring categories and preferred channel of communication

RESULT

Q3 vs Q2 has show remarkable growth, where the CRM contribution to the business has increased by 220%, sessions have improved by 180% and CTR has improved by 35%

Marketing Automation

doos
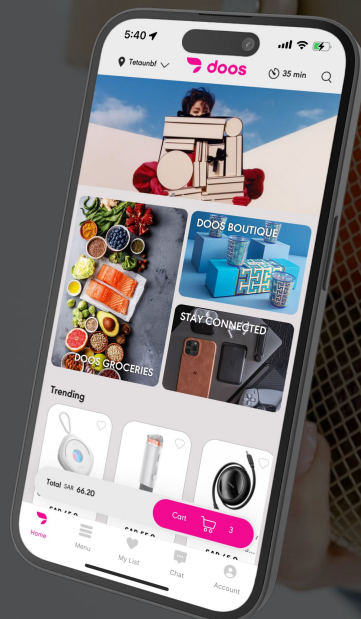
Overall account growth

- 220% increase in CRM contribution
- 180% increase in sessions
- 35% Increase in CTR
- 50% increase in MAU's

moengage

MARKETING AUTOMATION

nice [n] نايس

PROBLEM

Their CRM automations were not setup. There was no proper structure for the event and attribute flow. Low customer retention due to low app installs. Potential to scale using new channels

SOLUTION

We introduced new channels and enabled new automation campaigns alongside onsite communications to boost app installs. We also fixed events and attributes, and implemented strategies for the repurchase campaign.

RESULT

YoY results have been outstanding, with revenue increasing by 120%, sessions growing by 90%, and CRM contributions surging by 170%. These improvements highlight our successful strategies and operational excellence.

MARKETING AUTOMATION

nice [n] نايس
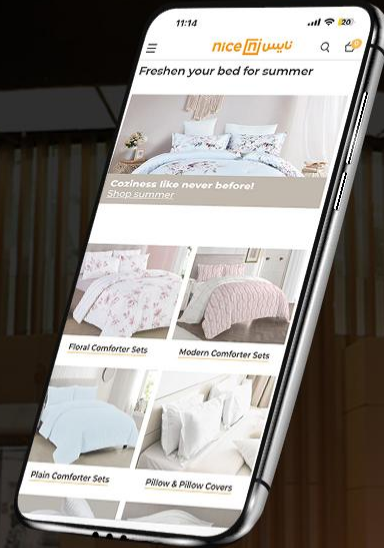
Overall account growth
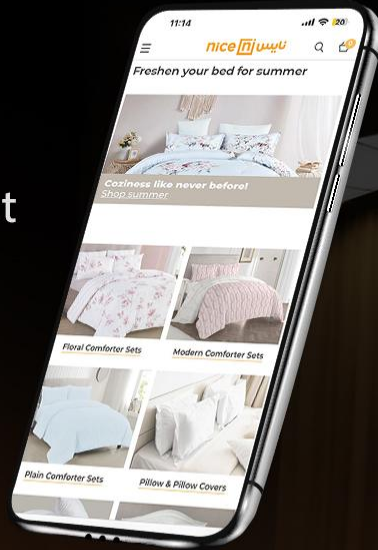
- 90% increase in sessions YoY
- 170% increase in CRM contirbution YoY
- 120% increase in revenue YoY
- 60% increase in orders YoY

GMB CASE STUDIES

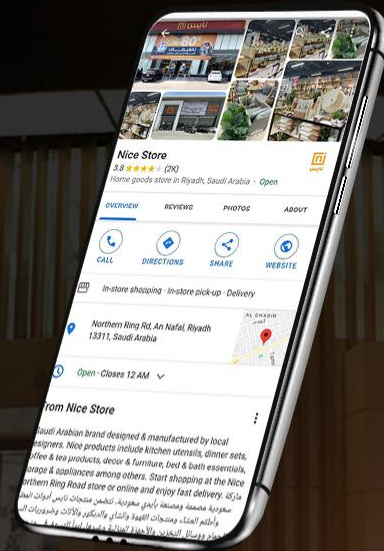# GOOGLE MY BUSINESS

nice [n] نايس

PROBLEM

Nice faced a deficit in their in store footfall & post purchase customer satisfaction levels across their KSA stores. 3 stores in particular had the highest deficit.

SOLUTION

We did a thorough analysis on SPL & closely worked on how we can improve store footfall. One of our biggest findings was the lack of high ranking keywords in their location & the presence of only Arabic as a language in the GMB descriptions.
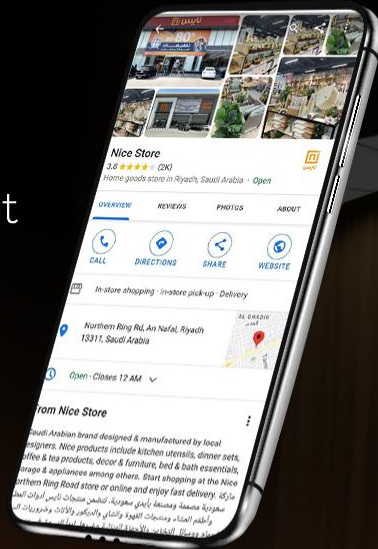
RESULT

Footfall saw a 20% increase, & google location searches went up by 23%. Once we included relevant keywords in the descriptions, Nice stores managed to appear to the right ones. Including both English & Arabic descriptions also increased the search rankings.

>

GOOGLE MY BUSINESS

nice [n] نايس

Overall account
growth

20% increase in store traffic

23% increase in google location searches

78.8% increase in direction requests on google listings

49.8% increase in total actions taken on google listings

The following brands trust us with their "Digital Reputation"