CrossRoads Leather Jackets – Global E-commerce Expansion

Industry and Timeline:

E-commerce (Leather Apparel & Accessories), 7 months, Direct-to-Consumer

Location:

Pakistan (manufacturing), retail to USA, EU, Canada, UK

Platform:

Shopify

The Challenge

CrossRoads Leather Jackets, a maker of genuine leather jackets and accessories, set out to transform from a regional brand into a global D2C player. The move required overcoming fierce competition in Western markets, optimizing logistics across borders, and building consumer trust, all while maintaining efficient operations and strong ROI on new customer acquisition.

Strategic & Creative Approach

Refined the brand story for a Western audience, introducing new product lines and building social proof through curated testimonials and robust product pages.

Structured a multi-tiered paid media funnel across Facebook, Instagram, and Google Shopping, leveraging detailed customer segmentation for retargeting and engaging both cold and warm prospects.

Automated key Shopify functions, including location-based currency switching, transparent shipping calculators, and abandoned cart email flows to enhance global conversion.

Leveraged real-time analytics for cohort modeling, inventory management, and the rapid rollout of new bundles and personalized accessory offers.

Key Numbers and Results

Revenue climbed 225% after 6 months, while peak season international sales more than tripled compared to the year before.

ROAS averaged 6.7 across all paid channels, and customer acquisition costs stayed under $13, placing the brand well ahead of industry averages for luxury apparel.

Average order value increased from $97 to $188, largely through improved cross-sell and bundle offers.

Cart abandonment fell to 51% after checkout optimization, and the number of five-star reviews more than doubled in both the US and UK.

Organic branded search visits rose by 130%, driven by a surge in positive review volume and influencer unboxings.

Additional Insights

Personalized landing pages and authentic video testimonials resonated most in the US and UK, turning first-time visitors into confident shoppers. Upgrades to the checkout process and international delivery clarity yielded faster repeat buying and higher satisfaction scores.

Our Impact

Through a focused e-commerce strategy, CrossRoads Leather Jackets successfully scaled to new geographies and built a brand known for quality, trust, and operational polish. The seamless integration of story-driven content, paid media, and Shopify automation positioned the brand for continued growth in the increasingly competitive global fashion market.

HOTSUIT Gymwear – International Apparel E-commerce Growth

Industry and Timeline:

E-commerce (Fitness Apparel), 9 months, Direct-to-Consumer

Location:

Australia, New Zealand (expanding globally)

Platform:

Shopify

The Challenge

HOTSUIT Gymwear, a fitness apparel brand, aimed to break through sales plateaus and compete with established players in the AU/NZ markets. The business needed to increase high-quality traffic, improve ad profitability, and boost conversion rates—all while maintaining a consistently premium brand experience and scaling fulfillment operations as demand grew.

Strategic & Creative Approach

Implemented advanced customer segmentation based on purchase history, browsing data, and fitness goals, allowing for dynamic product recommendations and audience-specific offers. Deployed a robust paid ad strategy across Facebook, Google Shopping, and Instagram, constantly rotating creative formats (carousel, video, influencer integration) to maximize engagement.

Overhauled product pages with enhanced lifestyle imagery, quick-shop features, and real-time social proof, significantly streamlining the path to purchase.

Built automated Shopify flows for post-purchase upsells, review requests, and inventory notifications, reducing operational lags and improving customer satisfaction.

Introduced a loyalty program targeting repeat buyers, using personalized messaging and reward tiers.

Key Numbers and Results

Overall revenue increased by 174% in 7 months, while paid channel sales nearly tripled.

ROAS across primary platforms averaged 7.3, with certain segments achieving ratios above 9.0.

Conversion rate improved from 2.1% to 4.6%, and average order value rose from $61 to $129 following the launch of bundled offers and featured best-sellers.

Cart abandonment dropped from 69% to 45% after checkout and retargeting optimization.

Five-star reviews increased by 216%, helping deliver a 98% customer satisfaction score and driving new organic traffic growth.

Additional Insights

Interactive product collections and behind-the-scenes stories drove the highest engagement across both organic and paid campaigns. Automated loyalty incentives and fast fulfillment notifications were cited by customers as major reasons for brand loyalty and repeat purchases.

Our Impact

The transformation positioned HOTSUIT Gymwear as a serious competitor in the global activewear space. The integrated approach to e-commerce management, combining operational clarity, agile paid advertising, and shopper-centric design, which drove both sales and customer retention, enabling sustainable growth well into new international mar

<h1>Confidential Client – WooCommerce Beauty & Skincare Scale-Up</h1>

Industry and Timeline:

E-commerce (Beauty & Skincare), 8 months, D2C

Location:

USA

Platform:

WooCommerce

The Challenge

A fast-growing beauty and skincare brand needed to upgrade e-commerce management after experiencing inconsistent conversion rates and rising customer acquisition costs. With increasing competition from legacy beauty brands and digitally native disruptors, the brand required a disciplined approach to increase order volume, subscription signups, and lifetime value while controlling marketing spend and maintaining a premium customer experience.

Strategic & Creative Approach

Audited and restructured the WooCommerce store, focusing on mobile UX, one-click purchasing, and smart search for thousands of SKUs across product categories.

Deployed a dual-funnel ad strategy targeting new buyers with influencer-driven content and high-ROI remarketing, while simultaneously nurturing past purchasers into subscription bundles and loyalty programs.

Ran A/B testing for landing page designs, bundle-building, and checkout flows to minimize user friction and maximize upsell opportunities at every digital touchpoint.

Launched a content-driven email marketing campaign integrated with store analytics, delivering personalized product education, new arrivals, and exclusive flash sales.

Implemented subscription management tools and "renew and save" incentives, driving repeat orders and consistent MRR.

Key Numbers and Results

Gross revenue up 204% with subscriptions now making up 38% of monthly sales.

ROAS averaged 5.1 on all campaigns, with remarketing channels reaching as high as 8.7. Storewide conversion rate increased from 1.8% to 4.9%.

The number of repeat buyers doubled, while average order value climbed from $47 to $96 after launching bundled kits and exclusive offers.

Cart abandonment dropped from 76% to 54% after checkout UX improvements and automated retargeting.

Additional Insights

Subscription-focused landing pages and personalized product quizzes drove the highest order values and repeat purchases. Early investment in premium product content and mobile-first design generated lasting improvements in organic traffic and lowered overall customer acquisition costs.

Our Impact

With a holistic e-commerce management overhaul, this beauty brand grew into a benchmark DTC performer in the WooCommerce ecosystem. The finely tuned blend of store optimization, performance campaigns, and conversion-driven content powered faster growth, resilience against market shifts, and loyalty among high-value

Industry and Timeline:

E-commerce (Home Goods & Decor), 5 months, Marketplace Management

Location:

USA

Platform:

Amazon Marketplace

The Challenge

A home goods and decor brand with a strong offline business needed to rapidly scale its Amazon presence, gain visibility in crowded categories, and expand into new international markets. The focus was on driving reliable review growth, improving buy box capture, and optimizing all operations for a lean, profitable digital channel.

Strategic & Creative Approach

Built fully optimized Amazon listings with high-impact visuals, top-ranked keyword integration, and enhanced brand storytelling.

Deployed agile advertising on branded and competitor terms, constantly reallocating budget based on conversion and ACOS performance.

Automated review requests and follow-ups, driving volume and ensuring quality feedback to surpass critical star rating thresholds.

Orchestrated time-sensitive promotional events such as Prime Day and coordinated limited-availability Lightning Deals to maximize short-term sales and long-term ranking.

Synced inventory tracking with Amazon Seller Central, reducing stockouts and operational lag during promotional surges.

Key Numbers and Results

Amazon sales increased 177% in 5 months, with international orders now contributing 23% of total sales.

Achieved brand buy box position for 95% of the 10 top-selling SKUs, ensuring volume consistency.

Average ACOS dropped from 32% to 18%, raising paid ad profitability and organic rank. Five-star reviews grew by 219%, with seller response speed cut in half and customer satisfaction scores climbing accordingly.

Repeat purchase rate rose 71%; product returns declined by 35% after optimizing fulfillment, packaging, and FAQ sections.

Additional Insights

Refreshed listing media and more transparent post-purchase updates reduced hesitation for first-time buyers and drove higher repeat order rates. The team's focus on data-driven promotional windows and global distribution paid off with sustained sales velocity even after campaigns ended.

Our Impact

This Amazon growth strategy transformed a legacy home goods brand into a dynamic digital leader. Outstanding sales, operational precision, and review management proved that even in saturated marketplace environments, smart management and creative execution deliver measurable, scalable results.