

HOTSUIT Gymwear – E-commerce Revenue and ROAS Transformation

Industry and Timeline:

Apparel, AUS/NZ, 3 months, D2C e-commerce.

The Challenge

HOTSUIT Gymwear, selling activewear in New Zealand and Australia, needed to push sales and profitability in a crowded online marketplace. Conversions had stalled, and advertising costs were up, limiting profitability and scaling potential.

Creative Approach

Used detailed segmentation of audiences by workout habits and purchase patterns.

Tested various creatives at once: carousels tailored to product use cases (fitness routines, transformation stories), and influencer-inspired visuals tailored to social proof.

Rotated messaging from product details to real community member achievements, directly addressing customers' desire for authenticity.

Adjusted lookalike audiences weekly to reflect new high-value buyers.

Automated daily budget allocation optimized for peak shopper activity.

Key Numbers and Results

Sales: Jumped from AUD 2,750,843 in July to AUD 3,522,476 in August, a sustained increase of 28% month-on-month.

Ad Engagement: Clicks and post interactions climbed 30% within a month.

Return on Ad Spend (ROAS): Before campaign overhaul, blended ROAS averaged 3.8 across all channels.

After the new strategy launch, ROAS rose steadily, reaching 5.6 by the end of the first month of full-scale optimization.

This is a 47% increase in ROAS, directly boosting profitability.

Cost Efficiency: The higher ROAS was achieved while total ad spend increased by just 12%, meaning conversion rate and order value were driving factors.

Additional Insights: The top-performing creative (community transformation carousel) delivered a 2.2x higher conversion rate than standard product ads, reinforcing the importance of authentic, story-driven content.

Our Impact

Strategic segmentation, quick-turn creative testing, and responsive budget management helped move the brand past previous plateaus. The significant jump in both sales and ROAS means HOTSUIT now converts prospects more efficiently, making every marketing dollar count while building a loyal customer base at scale, leading to a long-lasting relationship.

AAA Records – Social Growth and Digital Monetization

Industry and Timeline:

Music and Entertainment, Dubai, 4 months, digital media and branded content.

The Challenge

AAA Records, a music studio and entertainment channel in Dubai, was struggling to secure a loyal digital audience and drive meaningful online monetization. Their video and audio content attracted minimal engagement, limiting both channel growth and sponsorship potential. The core objective was to rapidly expand their following, boost interaction rates, and create strong digital revenue opportunities.

Creative Approach

Launched targeted video ad campaigns on YouTube and Facebook to magnify brand awareness and attract new subscribers.

Designed interactive campaigns with polls, Q&A sessions, and music giveaways, thereby building a dialog with audiences and incentivizing ongoing participation.

Used analytics to pinpoint top-performing content formats and peak engagement windows, consistently optimizing the posting strategy.

Shared behind-the-scenes and exclusive content to deepen the community feel among fans.

Strategically split ad budgets and creative testing between mobile and desktop for consistent cross-device impact.

Key Numbers and Results

Drove more than 5.05 million ad impressions and 358,000 video views during the campaign.

Follower count surged by 60%, while audience engagement rose 35% in four months, as measured by likes, shares, and comments.

Sponsored partnership opportunities increased by 50%, launching new revenue collaborations.

Cost per view (CPV) averaged AED 0.0083 per view

This ultra-efficient acquisition cost ensured strong returns for every Dirham spent on growing the channel and its base of supporters.

Additional Insights

Interactive content, specifically music giveaways and fan Q&As, proved to be the leading drivers of both short-term engagement spikes and sustained follower growth. Campaign analysis highlighted that campaigns combining paid ads with community-driven interactions built the most trust and unlocked viral organic sharing.

Our Impact

Through a deliberate mix of paid media, influencer tactics, and hands-on engagement strategies, AAA Records rose from stagnation to becoming a recognized digital entertainment brand. Improved efficiency in ad costs and measurable audience growth set up the brand for long-term digital revenue and industry partnerships, giving clients proof of our ability to deliver meaningful, business-ready results.

NEST FINDERS – Real Estate Lead Generation and Brand Visibility

Industry and Timeline:

Real Estate, Multi-Region (Dubai, Malaysia, UAE, Europe, Africa, Uzbekistan), 6 months, digital lead generation via search and display.

The Challenge

Nest Finders, a Dubai-based real estate agency, was seeking to maximize high-quality leads and brand reach in an extremely competitive property market. Traditional marketing channels had plateaued, and digital campaigns struggled with high costs and inconsistent lead quality. The main objectives were to dominate search results, lower cost per qualified lead, and drive consistent inbound interest across multiple regions.

Creative Approach

Executed smart keyword targeting, focusing on more than 22 high-ROI intent keywords, ensuring top-spot rankings in search results for all relevant locations.

Maintained a campaign optimization score above 98, continuously refining copy and bid strategies for peak digital performance.

Deployed geographic segmentation, dedicating custom daily budgets and creative adaptations for targeted regional audiences across the UAE, Europe, Africa, Malaysia, and Uzbekistan.

Used a combination of search ads, high-impact responsive display creative, and conversion-optimized landing pages to push prospect engagement and capture leads.

Monitored, tested, and reallocated spend to maximize visibility in the most competitive urban zones, using attribution data to guide every change.

Key Numbers and Results

Secured #1 search position for 22+ high-value keywords, maintaining “always-on” presence in search results across all focal regions.

Campaigns achieved maximum targeted reach, with click-through rates averaging 6.3%, compared to the industry average of 1.6%.

Qualified lead volume doubled, with a 54% reduction in cost per acquisition (CPA) over three months.

Optimization pushed Google Ads campaign scores above 98 throughout, indicating best-in-class performance.

Regional lead distribution: UAE (48%), Malaysia (22%), Europe (14%), Africa (10%), Uzbekistan (6%)—demonstrating strong adaptability across markets.

Additional Insights

Analysis showed that region-specific creative and daily budget allocation drove the most efficient lead generation, especially in cities with complex buying cycles. Responsive ads outperformed static creative by 2.4x in conversion rates, emphasizing the impact of adaptive content and precise targeting.

Our Impact

Strategic search and display advertising, with relentless optimization and deep geographic tailoring, enabled Nest Finders to break through past plateaus. With stronger ranking, lower costs, and sustained inbound leads, the agency's digital marketing foundation is now positioned for scalable success in both existing and new markets.

Confidential Client – AI SaaS B2B Pipeline Growth

Industry and Timeline:

Artificial Intelligence SaaS (B2B), 5 months, Paid Media

Location:

North America & EU

The Challenge

A rapidly scaling AI SaaS provider needed to accelerate qualified enterprise leads in both established US markets and emerging tech hubs across Europe. Despite a technically advanced platform, their legacy ad efforts drove mostly top-of-funnel, low-conversion traffic. The team faced high customer acquisition costs, below-benchmark demo rates, and complex buyer journeys involving multiple decision makers.

Creative Approach

Designed laser-focused LinkedIn and Google Ads campaigns, targeting CTOs, product leads, and enterprise architects at AI-first organizations, financial institutions, and logistics firms. Built highly-personalized landing experiences, dynamically inserting vertical-specific use cases and testimonials based on incoming segment.

Iteratively tested value-prop messaging, from technical deep dives to ROI calculators and compliance/security assurances, optimizing toward requests for enterprise demos.

Integrated CRM and marketing automation with ad platforms, enabling real-time lead quality scoring and smart retargeting across multi-step nurture journeys.

Key Numbers and Results

Qualified sales pipeline grew by €4.8M over 5 months, a 160% increase versus the previous period.

Cost per demo request decreased from €320 to €111, which is 66% lower than the global SaaS industry average.

LinkedIn ad CTR tripled, with SQL conversion rates rising from 6% to 17% during the campaign.

Top creative (AI in logistics interactive case study) delivered a 380% boost in click-to-lead conversion compared to generic brand awareness ads.

Overall paid media ROAS measured at 7.1, with every €1 spent resulting in €7.10 of attributable pipeline for enterprise sales.

Additional Insights

Pinpointing sector-specific buyer pain points and serving tailored content at each stage proved invaluable. Technical proof assets and security compliance pages were the highest-performing nurture touchpoints, substantially increasing both demo show-up rate and post-demo sales progress.

Our Impact

Our agency empowered the client to break through entrenched B2B growth ceilings, generate six-figure pipelines with speed and efficiency, and stand out with a deeply data-driven yet relatable brand voice. The success of this campaign helped move the company from “best-kept secret” to a recognized leader in the competitive AI SaaS category, winning enterprise contracts with blue-chip firms eager to partner for AI transformation.

Confidential Client – Luxury Fashion E-commerce Launch

Industry and Timeline:

Luxury Fashion/Retail (D2C), 6 months, Paid Campaigns

Location:

United Kingdom

The Challenge

A prestigious British luxury fashion label sought to launch their new direct-to-consumer e-commerce platform. The goals were ambitious: rapidly build brand cachet online, attract high net worth and aspirational buyers, and drive measurable sales, without diluting exclusivity or undercutting the brand's storied heritage. With intense competition from legacy maisons and digital disruptors, the stakes for digital advertising were sky-high.

Creative Approach

Deployed multi-tiered Meta (Facebook/Instagram), Pinterest, and Google Display campaigns targeting lookalike audiences built from past VIP buyers, luxury lifestyles, and fashion-forward social communities.

Developed immersive video carousels and collection launches, emphasizing craftsmanship, rarity, and behind-the-scenes design stories to enhance perceived value.

Designed exclusive invitation-only purchase events, gamified waitlists, and influencer seeding to create a sense of instant demand and scarcity.

Leveraged rich data integrations to personalize ad creative in real time: adjusting tone, visuals, and offers by customer segment, geographic location, and known brand affinities.

Key Numbers and Results

ROAS averaged 8.4 on Meta, with the top customer segment exceeding 11.0—an industry-leading paid media efficiency for luxury e-commerce.

E-commerce conversion rate increased from 0.8% pre-launch to 3.6% during the main campaign, more than quadrupling expected benchmarks for the luxury vertical.

Over 2,200 new buyers acquired in 6 months, with average basket value rising 74%.

Paid campaigns fueled a 390% spike in branded search queries and a 251% lift in social following among the UK's highest-value postcode clusters.

Waitlisted product drops sold out within minutes, driving both PR coverage and sustained FOMO-driven engagement throughout the campaign.

Additional Insights

Hyper-localized audience segmentation (down to the sub-urban level) and highly crafted video content consistently outperformed globalized creative. Consumers responded most strongly to authentic behind-the-scenes and designer interview content rather than celebrity influencer work.

Our Impact

This campaign redefined what is possible for heritage brands going digital, balancing exclusivity with accessibility and leveraging data for emotional brand storytelling. The launch generated buzz, new revenue, and a foundation for enduring loyalty, positioning the client as a model for digital luxury in the UK and beyond.

Confidential Client – Restaurant Group Reservation Growth

Industry and Timeline:

Food Service (D2C), 4 months, Paid Ads

Location:

United Kingdom

The Challenge

A well-regarded London restaurant group faced stagnant reservation numbers despite strong organic ratings and local press coverage. The competitive hospitality environment, coupled with rising costs and shifting dining habits, made traditional outreach less effective for winning new diners, especially in the lucrative evening and weekend booking slots.

Creative Approach

Built granular audience segments based on location, dining intent keywords, repeat visit patterns, and competitor targeting within a 10-mile radius of each property.

Launched multi-platform ads (Meta, Google Search/Maps, TripAdvisor) timed to peak decision-making windows (lunchtime, commute, Friday afternoons).

Crafted creative that highlighted signature dishes, limited reservation offers, group dining packages, and customer reviews with a strong emphasis on authentic, mouth-watering visuals.

Incorporated dynamic call extensions, one-click reservation integrations, and real-time availability updates to reduce friction from ad to booking.

Key Numbers and Results

Reservation volumes rose by 200% within four months, including a 310% uplift in Friday-Sunday prime time slots.

Cost per reservation dropped from £18.40 to £6.10, a 67% improvement versus previous paid campaigns and industry averages.

1,730 new guests booked directly through paid ad funnels, 46% went on to make repeat reservations within two months.

Campaigns drove a 370% increase in Google Maps “navigate now” actions and a 218% rise in branded search interest among London’s millennial and family dining segments.

Overall ROAS hit 9.2, establishing the campaign as a high-ROI engine for both short-term revenue and new guest lifetime value.

Additional Insights

Location-based Google Ads with “book now” and “special event” extensions generated the highest conversion rates. Review-driven creative far outperformed celebrity or influencer features, while short video loops of signature dishes delivered the most engagement and click-throughs.

Our Impact

The campaign reframed paid ads as not just an acquisition channel, but a driver of sustained hospitality business growth. By connecting real-time ad targeting to seamless digital reservation flows and amplifying social proof, the restaurant group gained a repeatable and flexible model for filling tables, even in off-peak periods, while building lasting relationships with new guests.