

Case Study

Timehouse: Scaling ROAS Across 4 Markets with Smart Testing & Targeting



Channels

Meta · Google Ads · WhatsApp · Multi-market Campaigns

Approach

- Launched a 4-country rollout across UAE, Qatar, KSA & Kuwait
- Deployed creative testing across static/video + audience experiments
- Executed 12+ regional A/B tests with persona-based targeting
- Prioritized high-performing formats and localized content
- Used real-time budget reallocation to scale winning campaigns

Result

133.2%

Increase in ROAS
(Kuwait)

56.13%

Higher Conversion
Rates (Qatar)

94.19%

Boost in CTR
(UAE – via creative
testing)

563.15%

Jump in Retargeted
Sales (Kuwait)

Case Study

First Response Healthcare: Accelerating Home Healthcare Growth



Bringing quality care to your doorstep, at scale

Channels

GoogleSearchAds • Meta Click-to-WhatsApp & Instant Forms • WhatsApp

Approach

- Overhauled account structure into full-funnel segments (TOF & MOF & BOF)
- Built compliance-first campaigns to navigate strict Meta & Google healthcare policies
- Leveraged CPA and Max Conversions bidding models to drive efficiency
- Shifted lead capture from web forms to WhatsApp for instant response and better engagement
- Integrated Convertista for offline conversion tracking, boosting attribution accuracy

Result

7X

Increase in
Qualified Leads

47%

Reduction in
Cost Per Lead

63%

Reduction in Cost
Per Acquisition

Case Study

The Chikan Label : Achieving 120 % ROAS Growth



Channels

Google Ads and META Ad Platforms

Approach

- Implementing the right funnel across the board
- Landing Page CRO
- Comprehensive Ecommerce Tracking Using GTM (GAds Dynamic)
- Remarketing, Purchase Tracking, Enhanced Conversion Tracking, Pixel & Conversion API
- Scaling the Campaigns both Horizontally & Vertically
- Over 45% Impression Share compared to Competitors
- Product Feed Optimization in GMC
- Creative Testing
- 360 Remarketing Strategy

Result

120%

ROAS improvement
in just 2nd month

1.8X

Revenue Boos

25%

higher impression share
compared to the nearest
competitor

Case Study

**GulfFruits:
Higher Revenue
on 31% Less Ad Spend**



Channels

GoogleAds · MetaAds · Performance Max

Approach

- Reduced total ad spend by 31.3% while increasing transactions
- Optimized Performance Max for fruit baskets/cakes
- Prioritized high-intent keywords ("gulf fruits", "fruit cake")
- Shifted Meta budget to top-converting sales funnels
- Enhanced retargeting for abandoned carts

Result

46%

Higher
Google ROAS

13.4%

More
Transactions

AED 14,220

Top Product Revenue

Case Study

Wondergifts: Rapid Transformation Campaign



Channels

Google Ads and META Ads Platform

Approach

Completely overhauled Wondergifts' marketing strategy Utilized Google Ads and META Ads platforms for comprehensive advertising coverage Implemented comprehensive tracking and attribution hygiene across all platforms Achieved over 100% improvement in Return on Ad Spend (ROAS) Secured category leadership across all competitive bid categories within a month Maintained an overall impression share 30% above the nearest competitor Implemented tracking corrections using Google Tag Manager, Shopify, and Google Ads enhanced conversion tracking

Result

100%

ROAS Improvement

2X

Revenue post-
implementation

30%

Higher impression share
than closest competitor

Case Study

For an Ecommerce Brand from South India

23.51 ROAS

Achieved an overall ROAS on our campaigns

39.5 Million+

Achieved an overall ROAS on our campaigns



Case Study

For an Ecommerce Brand from Dubai

2 Million+

In Sales revenue
from marketing activities

2 Months

is all it took to achieve
phenomenal results



Case Study

For an Ecommerce Brand from North India

576K inSale Srevenue

100%

Client satisfaction
for results delivered



For an FMCG brand from South India

This YouTube campaign achieved exceptional efficiency with a low average CPV of ₹0.18, maximizing engagement with over 13 Million views. Its strategic media buying led to significant exposure, leveraging a total of 67 million impressions!

☐	☒	Campaign	↓ Impr.	Views	Avg. CPV	Avg. CPM	Cost
		Total: Campaigns in your current view ?	67,986,999	13,932,996	₹0.18	₹51.46	₹3,498,947.17
	▼	Total: Account ?	67,986,999	13,932,996	₹0.18	₹51.46	₹3,498,947.17

For a Jewelry brand from South India

With over **2.2 million clicks** and a stellar **15.18% interaction rate** at just 20.62 per engagement, the media buying campaign achieved remarkable efficiency. Costing {1,380,496.92 for 1.5 million views, it's a testament to its outstanding results in driving engagement and brand exposure

☐ ☒ Campaign	Interactions	Interaction rate	Avg. cost	↓ Cost	Views
Total: Campaigns in your current view ?	2,209,910 clicks, engagements	15.18%	₹0.62	₹1,380,496.92	1,503,153
Total: Campaigns in your current view ?	2,209,910 clicks, engagements	15.18%	₹0.62	₹1,380,496.92	1,503,153

For an E-commerce brand from South India

With a cost of 2.6 million yielding **3.7 million** views and **68 million impressions**, the media buying campaign during Onam has demonstrated exceptional efficiency. The wide spread chatter surrounding the campaign attests to its significant impact and resonance among viewers, solidifying its success in capturing attention and fostering engagement on YouTube

☐ ● Campaign	↓ Cost	Views	Impr.
2023			
Total: Filtered campaigns ?	₹2,608,032.30	3,799,414	68,161,686
✓ Total: Account ?	₹4,140,717.08	5,212,250	99,454,711

For an F&B brand from South India

The media buying campaign, which cost **1.3 million and garnered 3.2 million views**, exemplifies exceptional efficiency. This success is further evidenced by the evident revenue growth experienced by the business.

☐	☒ Campaign	↓ Cost	Views
Total: Campaigns in your current view		₹1,299,023.55	3,225,155
▼	Total: Account ?	₹1,299,023.55	3,225,155

Thank You