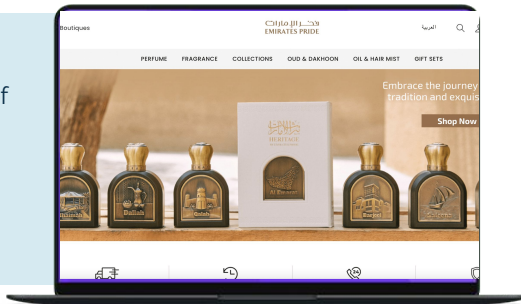


Grew Emirates Pride's PPC revenue by 53% and delivered a ROAS of 405%, in 6 months

During the campaign period, Emirates Pride recorded a significant increase in transactions which directly translated to a substantial rise in revenue. The revenue soared by 52.99%, return on ad spend (ROAS) increased by 14.73%, and average cost per click decreased by 3.05%. Our campaign effectively communicated the unique value proposition of Emirates Pride and tailored offers and recommendations based on user behavior, all of which played a crucial role in this campaign achieving its objectives.

How we did it

- Ran a performance max campaign to make the most of our reach and performance
- Ran DSA campaigns to show users automatically generated headlines and landing pages
- Utilised customer list remarketing campaigns



"We wanted to use PPC as our competitors were using it. The campaign was fairing fairly well however we needed expertise to push the campaign further. When we enlisted the help of SEO Sherpa, we were very impressed with the knowledge and experience they had. We listened to their advice and allowed them to take full control of the campaign and it paid off. Our revenue increased by more than 50%, and the team was very happy with this."

Ahmed Hussain, Marketing Manager, **Emirates Pride**

فخر الإمارات
EMIRATES PRIDE

The Results



15% increase
in the account's Return on Ad Spend



26% increase
in purchase conversions



53% increase
in revenue



405% ROAS
on their AED 78,930 spend