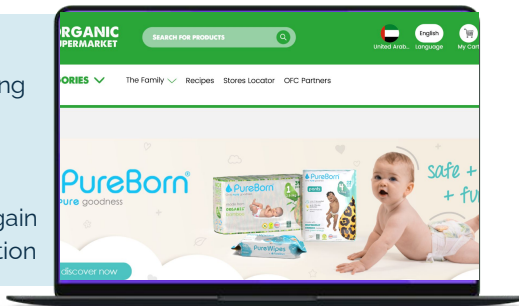


# Grew Organic Food's revenue by 196% and delivered a ROAS of 465%, in 8 months.

Despite lofty targets, we beat all KPIs. Comparing January 2024 to August 2024 against the previous period, paid search purchases increased by 212% from 1,811 to 5684. By the end of August 2024, we improved the conversion rate on the paid campaigns by 584% from 0.85% to 5.72%. The biggest achievements of the campaign come from revenue and ROAS. Revenue increased by 196% and we improved ROAS by 465% from 244% to 1,377%

## How we did it

- Created separate search and PMAX campaigns targeting both Dubai and Abu Dhabi, in both English and Arabic.
- Implemented category-based Dynamic Search Ads to complement our existing keyword-based campaigns.
- Launched separate promotion-specific campaigns to gain better control over ad performance and budget allocation



*"We saw potential in PPC and set SEO Sherpa a target of doubling paid purchases and boosting revenue to AED 750,000 within 8-9 months. I was impressed to see how they tackled this challenge and surpassed even my lofty expectations."*

Juan Rodriguez, Head of Digital Marketing, **Organic Foods & Cafe**



## The Results



584% increase  
in conversion rate



212% increase  
in purchase conversions



196% increase  
in revenue



465% ROAS  
on their AED 138,104 spend

