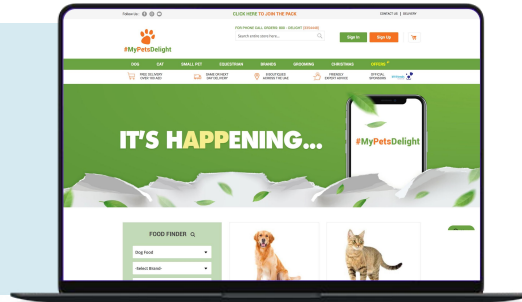


Achieved an 830% ROI and AED 8.37 in revenue for every AED 1 invested in search marketing

Thanks significantly to Pet's Delight's long-term mindset, we were allowed the time and space to build a robust campaign that improved month-over-month. Through continual optimization, in the last 12 months, we doubled organic impressions and traffic and made significant positive improvements to return on ad spend, reaching AED 6.93 ROAS. In the last 30-days, from a moderate investment of AED 22,069, our paid and organic search efforts led to a highly profitable 830% ROI.

How we did it

- Restructured the website into topic siloes
- Content marketing and link acquisition
- Implemented Single Keyword Ad Groups
- Campaign segmentation by service



"The growth has been so fantastic we've had to bring on more staff and invest in a larger warehouse to carry all the stock (they) are selling."

Farah Al Khojai, Managing Partner,
Pet's Delight



The Results



AED 6.93

Return on ad spend



+923%

Increase in organic clicks



830%

Monthly return on investment