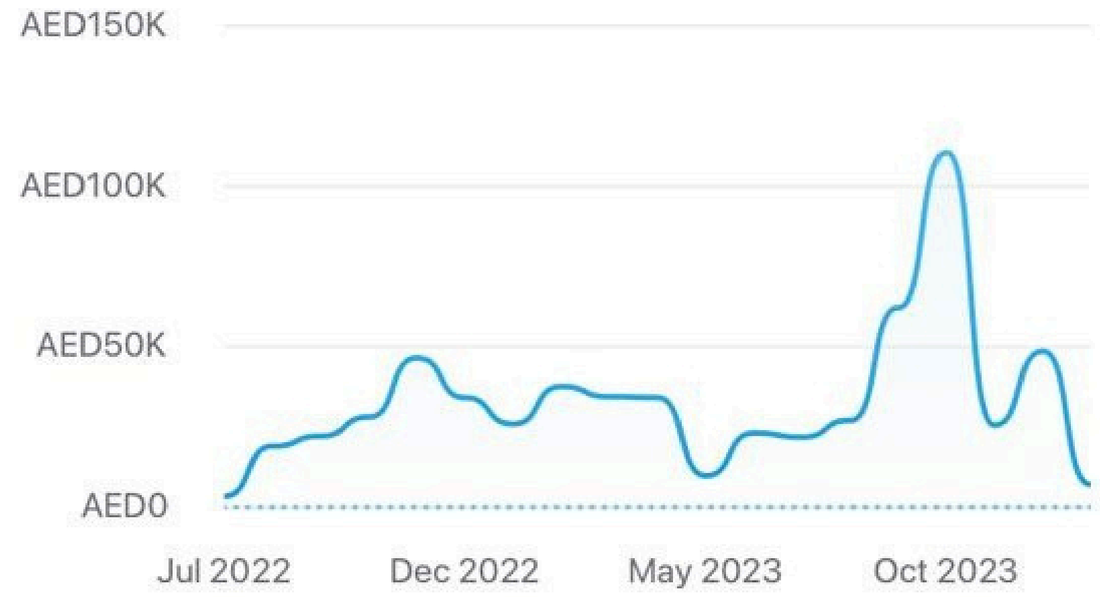
HOW I HELPED HARAMAIN A BRAND BASED IN DUBAI GENERATE AED 621,835 IN A SPAN OF 14 MONTHS

SHOPIFY

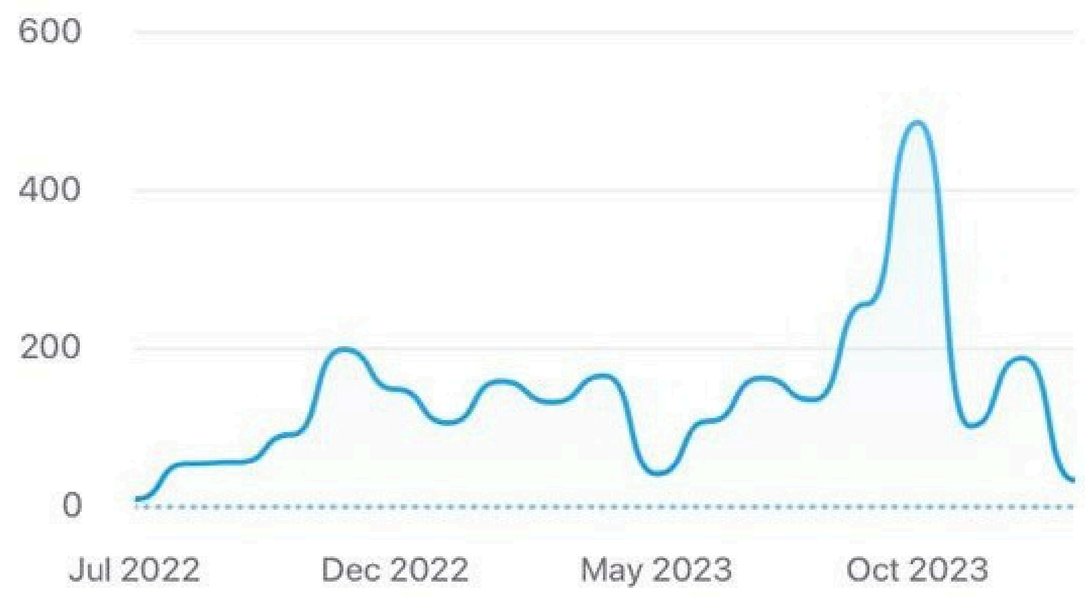
Gross sales

AED 621,835.89 –



Total orders

2,629 –



WINNING STRATEGY

🚀 Performance Marketing Excellence – Leverageddata_drivenadcampaigns to maximize ROAS.

📊 Conversion_Optimized Store – Designed a high_converting website for seamless shopping.

📦 Effective Product Positioning – Highlighted best_selling items with strategic placements.

📈 Scaling with Analytics – Used real_time data to refine targeting and scale profitable campaigns.

💡 Customer Retention – Implemented retargeting and Lookalike for repeat sales.

BYIMPLEMENTING THESE PROVEN STRATEGIES, WE HELPED HARAMAIN ACHIEVE AED 621,835 IN SALES IN JUST 14 MONTHS! 🚀

TIKTOK

Cost	CPC (destination)	CPM	Impressions	Clicks (destination)	CTR (destination)	Conversions ↓
2,153.83 AED	0.25 AED	5.01 AED	429,997	8,546	1.99%	86
3,094.16 AED	0.51 AED	6.45 AED	480,046	6,071	1.26%	83
2,818.59 AED	0.38 AED	4.72 AED	596,938	7,361	1.23%	64
2,696.86 AED	0.50 AED	5.84 AED	461,443	5,411	1.17%	55
1,864.26 AED	0.41 AED	6.59 AED	282,843	4,560	1.61%	47
1,161.50 AED	0.27 AED	5.42 AED	214,195	4,373	2.04%	39
893.78 AED	0.40 AED	5.02 AED	178,109	2,236	1.26%	34
752.52 AED	0.59 AED	6.88 AED	109,300	1,270	1.16%	19
321.44 AED	0.40 AED	4.22 AED	76,168	805	1.06%	14
634.16 AED	0.39 AED	4.21 AED	150,460	1,621	1.08%	12
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
29,433.82 AED	**0.49 AED**	**5.85 AED**	**5,030,264**	**60,561**	**1.20%**	**559**

META

Checkouts initiated	Amount spent	Purchases ↓	Cost Per Purchase	Purchase ROAS (return on ad spend)	Purchase Conversion Value
342 [2]	1,408.53د.إ	105 [2]	13.41د.إ	6.83 [2]	9,613.98د.إ
171 [2]	805.74د.إ	54 [2]	14.92د.إ	5.97 [2]	4,806.99د.إ
176 [2]	798.53د.إ	51 [2]	15.66د.إ	6.02 [2]	4,806.00د.إ
118 [2]	587.00د.إ	44 [2]	13.34د.إ	6.82 [2]	4,005.99د.إ
25 [2]	124.70د.إ	11 [2]	11.34د.إ	9.30 [2]	1,159.97د.إ
12 [2]	68.98د.إ	9 [2]	7.66د.إ	17.92 [2]	1,235.95د.إ
25 [2]	124.16د.إ	9 [2]	13.80د.إ	7.18 [2]	890.99د.إ
16 [2]	123.82د.إ	7 [2]	17.69د.إ	5.03 [2]	623.00د.إ
9 [2]	134.95د.إ	3 [2]	44.98د.إ	2.88 [2]	388.98د.إ
930 [2] Total	4,578.02د.إ Total Spent	302 [2] Total	15.16د.إ [2]	6.28 [2] Average	28,760.76د.إ [2]