

## SUCCESS STORY

### OBJETIVE

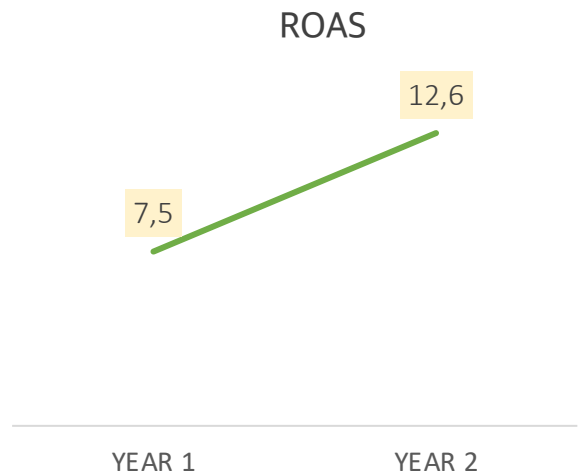
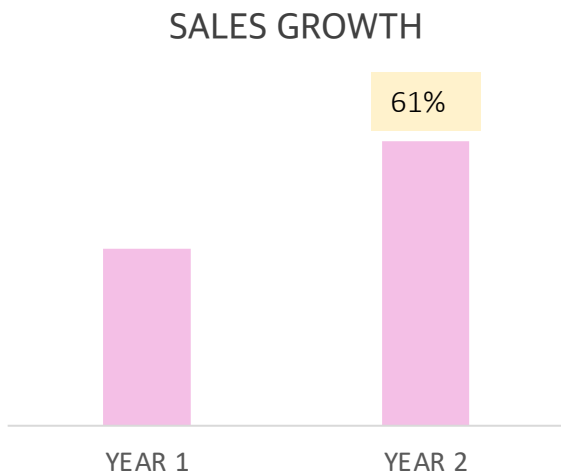
Increase online sales and brand awareness in UAE.

Company selling donuts and specialty coffee.

### DESCRIPTION

- Digital strategy creation and optimization.
- Manage investment and monthly ads in digital platforms.
- Sales analysis, including digital marketing KPIs.
- New trends analysis.

### RESULTS



### CONCLUSIONS

- In year 1, sales began and in year 2 there was a 61% growth in online sales.
- In year 2, investment decreased, sales increased and ROAS was higher.