

# CASE STUDY

## Increasing Marketing ROI by 95%

How Digital Souls helped Multiwood increase Marketing Return on Ad Spend to pave the path towards profitability.

### DIGITAL SOULS INTRO:

Digital souls is a marketing agency that helps clients with their digital marketing needs on multiple fronts, such as website, social media and SEO. We have worked with multiple E-commerce brands to solve their marketing problems via paid and organic marketing approaches.



### CLIENT INTRO:

Multiwood is a furniture brand selling office and home furniture. Originally founded in Pakistan, Multiwood expanded to United Arab Emirates in 2020, and has online and retail presence in the market. Established with a passion for quality craftsmanship and timeless design, Multiwood Furniture is dedicated to elevating the living and working spaces of their customers.



### CHALLENGES:

Low sales, combined with a high Ad Spend was resulting in **reduced profitability** for the client. Increasing the Ad Spend had little to no benefit, as increase in Sales was proportionate to previous trends. The reduced margins were also signaling other problems, such as **diminished cash flow** and **limited capability to compete with local clients**.

### GOAL:

The goal was to execute impactful social media campaigns utilizing cost-efficient marketing strategies, resulting in an increased Return on Ad Spend.



PRIMARY KPI FOR MEASURING SUCCESS

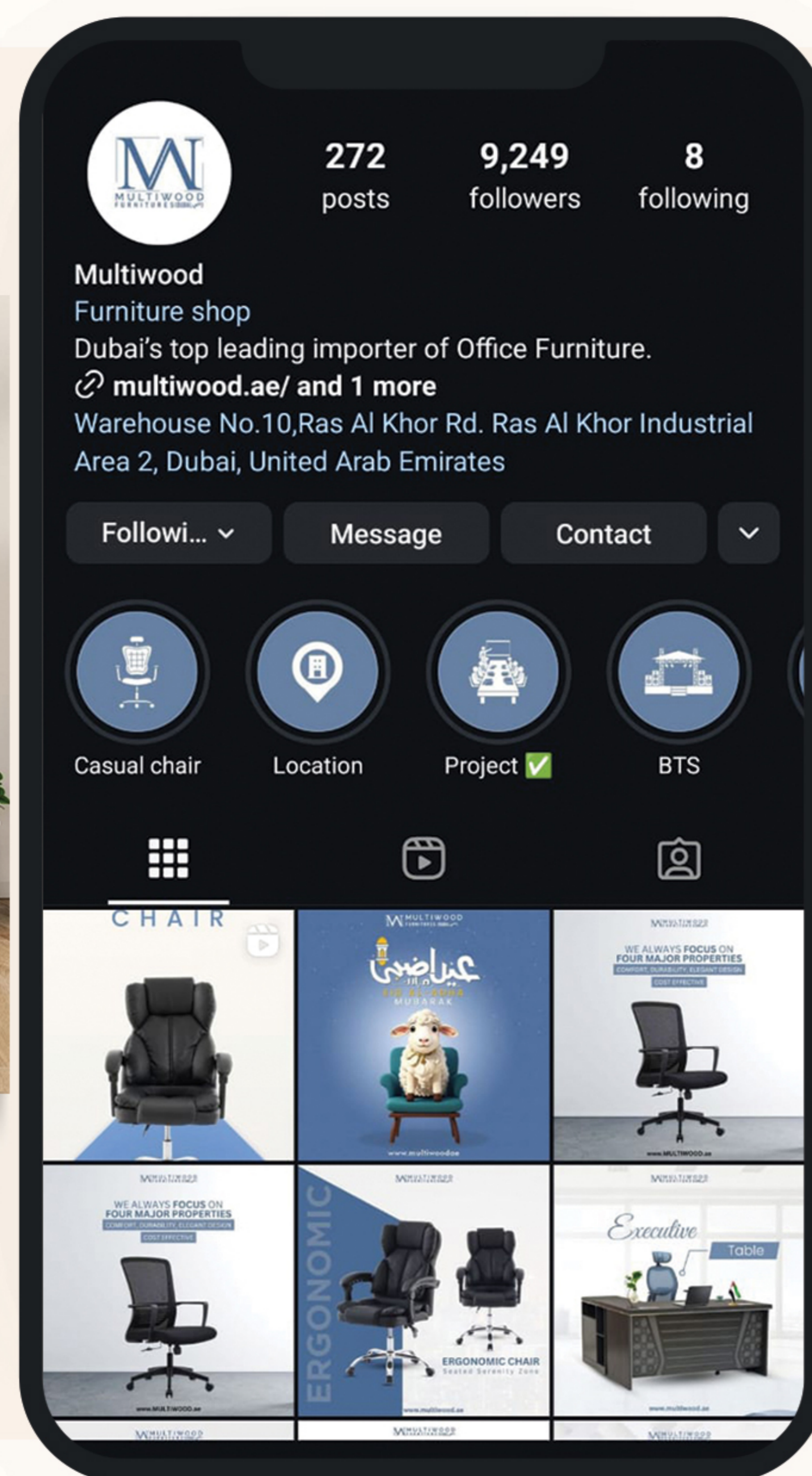
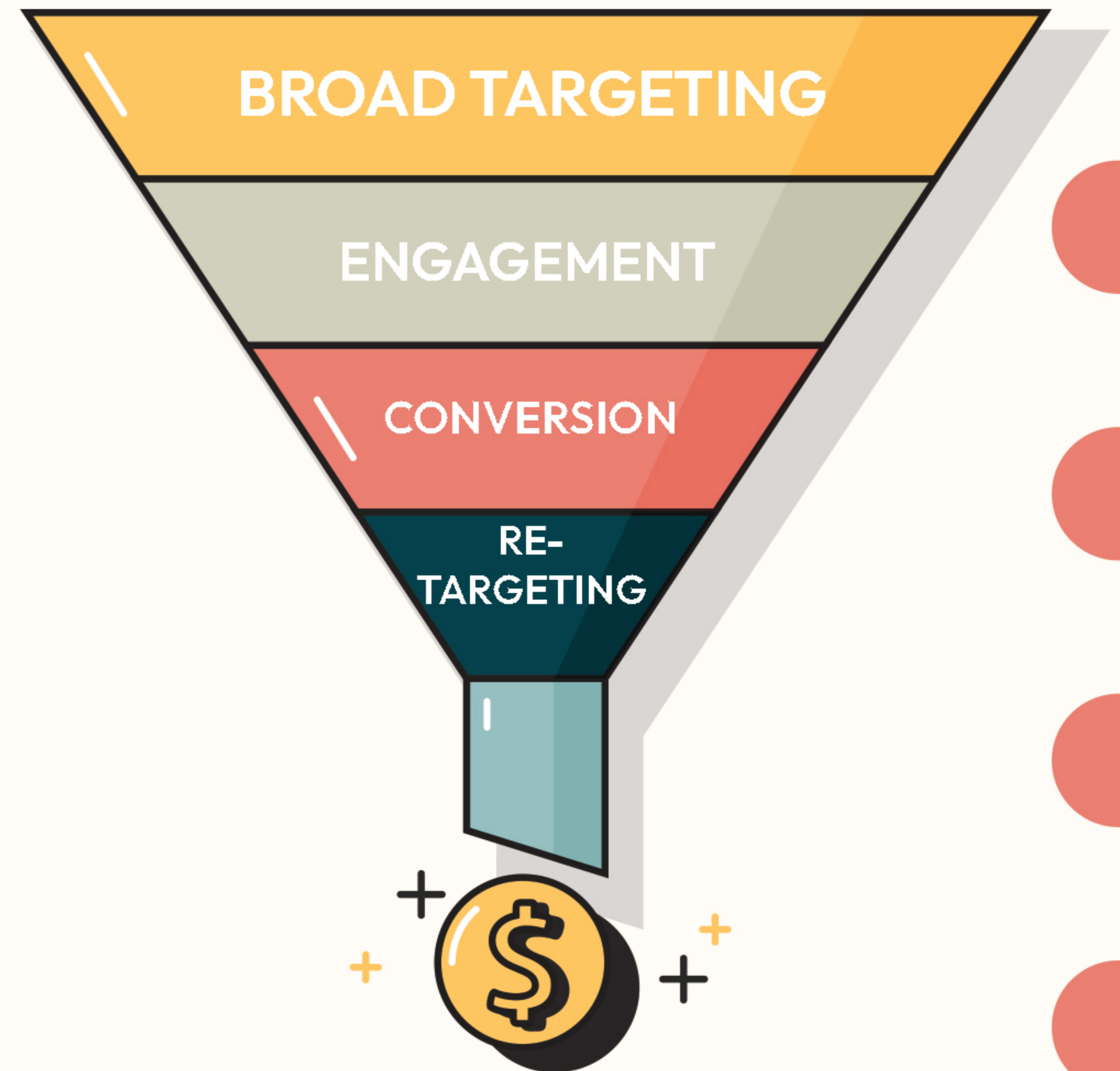
## EXECUTION:

### 1. ADVANCED TARGETING TACTICS:

Employed a funnel-based approach to target audiences at various stages of the buying journey. Initially, broad audience targeting aimed at raising brand awareness, followed by segmenting users based on specific actions such as website visits, product interactions, and cart abandonment. Users with an intent to purchase were re-targeted with customized ads.

### 2. CREATIVES TAILORED TO CONVERT:

Crafted visually captivating Social Media Posts tailored for platforms like Facebook and Instagram, with clear Call-to-Actions that Would drive conversions.



## RESULTS:

### 1. INCREASE IN ROAS:

Our combined Digital Marketing and Performance strategies resulted in a significant improvement in Return on Ad Spend, with ROAS increasing from 1.4 to 2.74.

### 2. ENHANCED SALES:

Sales Revenue saw a considerable surge, with an average month over month growth of 66% over a period of 3 months.

**95%**

Increase in ROI

**66%**

MoM Sales Growth