



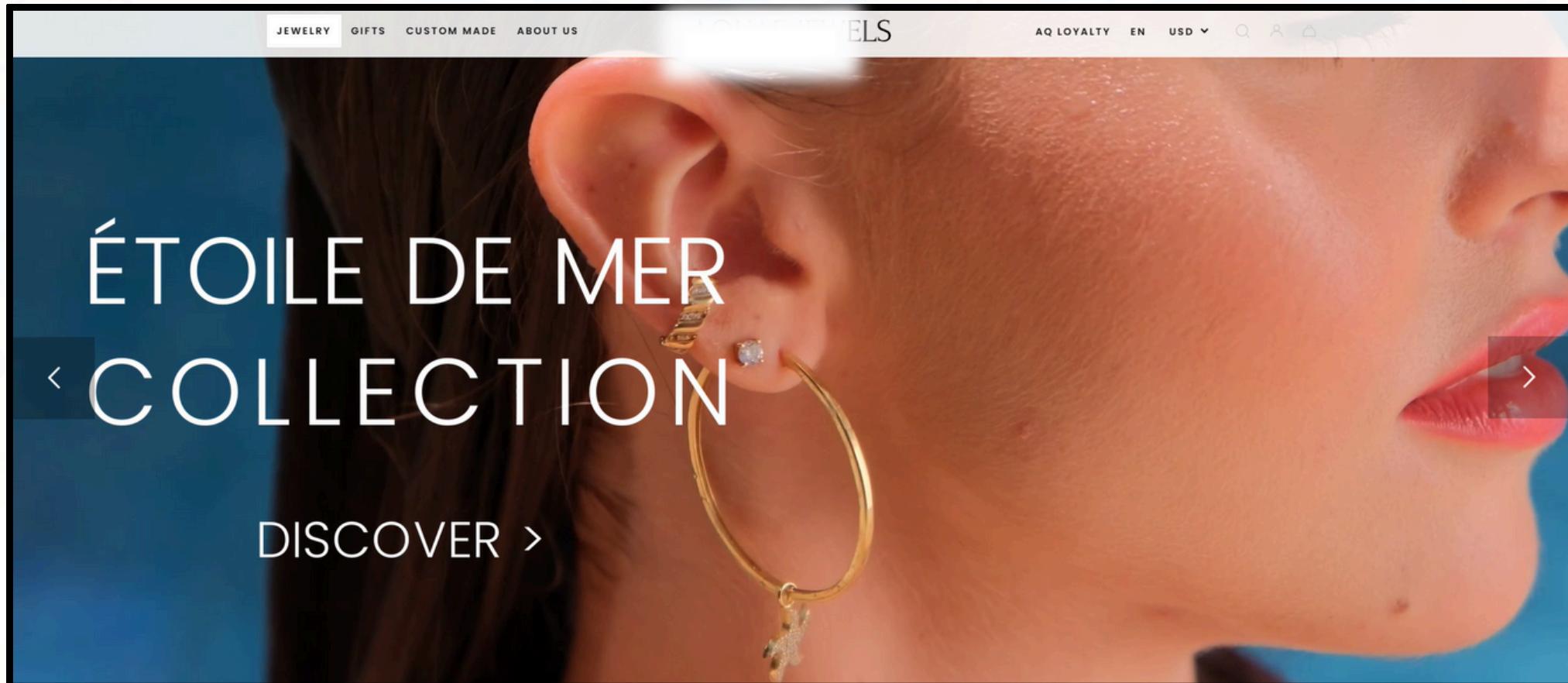
Revenue Increased by **111%** in
Just **45 Days** for a **UAE-Based**
Jewelry Brand

Presented by Optifox Media Team

Business Overview



A mid-segment jewelry brand from the UAE targeting USA, UAE, and GCC countries. The brand offers high-quality, affordable jewelry for everyday wear and special occasions.



Challenges Before Working With Us

Before we stepped in, the brand's Meta Ads performance was unstable, with:

- Low and inconsistent conversions
- No clear audience segmentation
- Poor retargeting structure
- Weak engagement on social media

This resulted in wasted ad spend and a lack of predictable revenue growth.

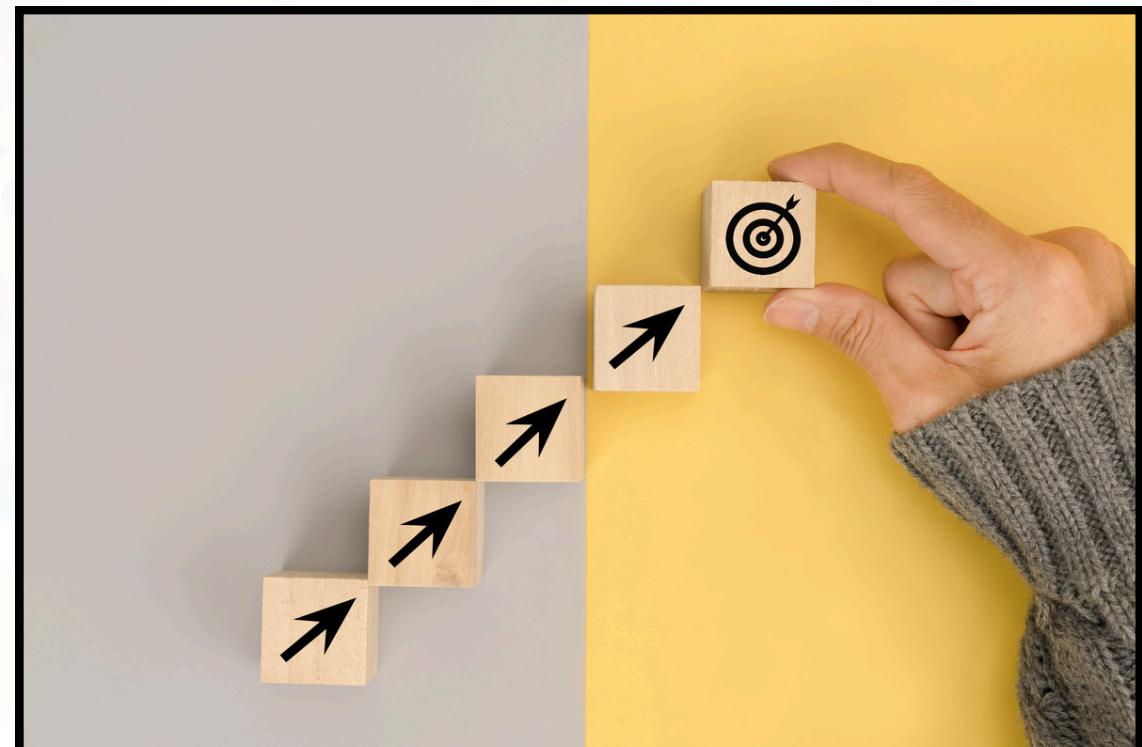


GOALS



Our primary objective was to transform unstable ad performance into a predictable revenue engine. We aimed to scale profitably across the USA, UAE, and GCC markets by improving targeting precision, maximizing creative impact, and building a sustainable funnel that consistently delivers high-value customers.

- Stabilize ad performance
- Increase ROAS while scaling ad spend
- Boost sales volume across key markets
- Build a strong social presence for brand trust



Our Strategy & Approach



Strategy We Used

1. Buyer Persona Creation

We broke down exactly who was buying — from age, income, and style preferences to why they bought jewelry (self-use vs gifting). This let us create ad messages that felt personal in each region.



Our Strategy & Approach



Strategy We Used

2. Hyper-Interest Targeting

Instead of generic “jewelry” targeting, we went after niche interests like luxury accessories, wedding shopping, Arab fashion trends, and gifting occasions, so every impression hit a high-intent audience.



Our Strategy & Approach



Strategy We Used

3. UGC Creative Testing

We ran multiple ads using real customer-style videos and photos, not studio shoots. This made the brand feel more authentic and improved clicks because people could imagine themselves wearing the jewelry.



Our Strategy & Approach



Strategy We Used

4. Full-Funnel Remarketing

We didn't just chase cart abandoners – we also retargeted people who viewed products, watched our videos, or engaged on Instagram, making sure they saw fresh offers until they bought.



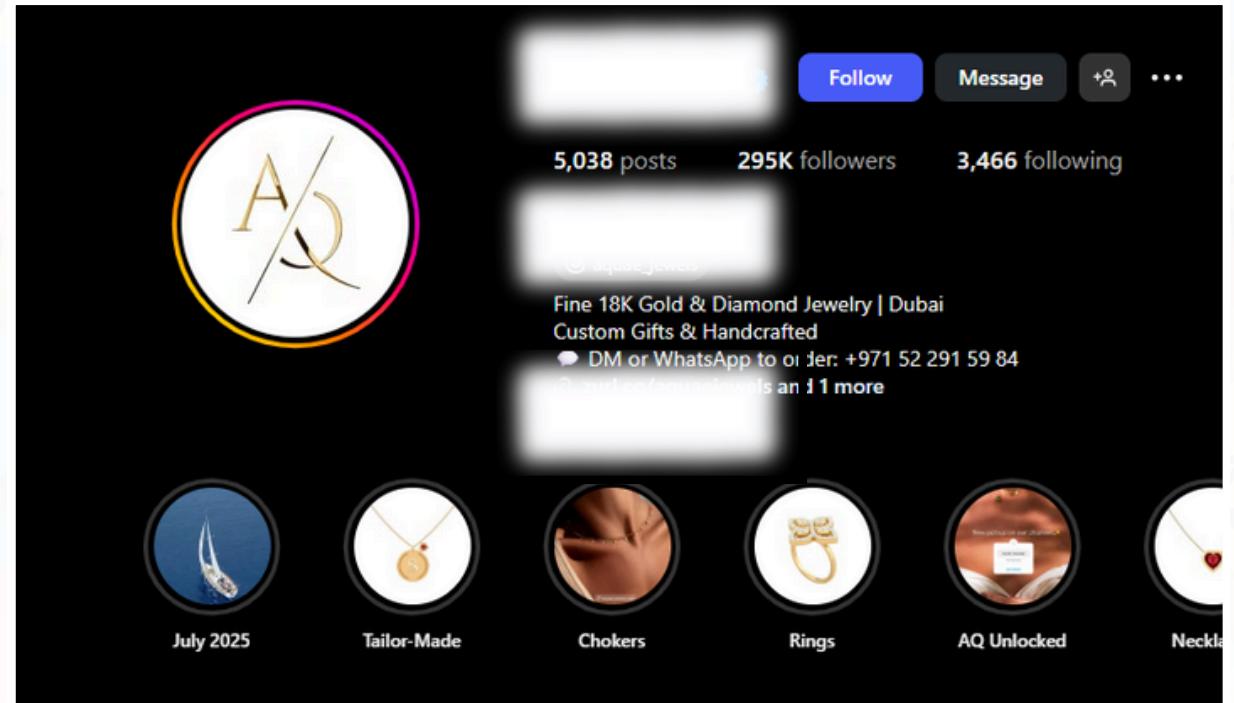
Our Strategy & Approach



Strategy We Used

5. Social Media Management

We posted regularly with product styling tips, cultural festival tie-ins, and behind-the-scenes videos. This kept the brand visible between ads and built trust so people were warmer when they saw our campaigns.



Results



Key Wins:

- Doubled total revenue in just 45 days.
- ROAS jumped from 4.32 to 9.13, making campaigns highly profitable.
- Purchase volume more than doubled, while cost per purchase dropped.
- Retargeting campaigns in the UAE delivered nearly 3x more ROAS compared to previous months.

Metric	Before	After	Change
Revenue	\$40,591	\$85,922	111%
ROAS	4.32	9.13	111%
Purchases	44	94	113%
Cost Per Purchase	\$112+	\$100	-10%

By fixing targeting, improving creatives, and staying active on social, the brand went from unpredictable results to consistent, profitable growth in under two months.

Dashboard



1-200 of 358 30 Jun 2025 - 14 Aug 2025

Columns: KPI's Aquae **Breakdown** **Reports** **Export** **Charts**

	Off/On	Campaign	Per use	Purchases conversion...	Purchase ROAS (retur...	Adds to cart	Checkouts initiated	Ends	Starts
	<input type="checkbox"/>	RM_Advantage+ shopping UAE Campaign 8/...	\$62.22	\$53,169.77	17.44	342	140	29 Aug 2025	8 J
	<input type="checkbox"/>	RM_Conversions_Remarketing_40...	\$70.31	\$19,851.97	10.86	312	79	Ongoing	20 J
	<input type="checkbox"/>	RM Instagram & FB Remarketing 28/5/2025	\$88.55	\$11,409.13	6.78	423	72	Ongoing	28 M
	<input type="checkbox"/>	RM_Conversions_USA_150	—	\$0.00	—	13	6	Ongoing	26 J
	<input type="checkbox"/>	RM_SALES_ROAS GOAL	—	\$0.00	—	27	3	Ongoing	24 J
	<input type="checkbox"/>	RM Sales Test Conversion value US -15/05...	\$289.81	\$972.00	3.35	91	12	Ongoing	24 J
	<input type="checkbox"/>	RM_SALE_US_(17-07)	—	\$0.00	—	6	—	Ongoing	17 J
	<input type="checkbox"/>	DM_Advertisers_110	—	\$0.00	—	12	1	11 Aug 2025	11 J
		Results from 358 campaigns <small>Excludes deleted items</small>	\$98.16 Per Action	\$87,973.36 Total	9.05 Average	1,289 Total	328 Total		

Reach Out To Us On - business@optifox.in

Conclusion



In just 45 days, this UAE-based jewelry brand shifted from unstable, underperforming ads to a predictable growth engine. By combining hyper-focused targeting, authentic UGC creatives, structured remarketing, and consistent social presence, we not only doubled revenue but built a system that can keep scaling profitably across USA, UAE, and GCC markets. This case proves that when strategy, creative, and execution align – growth isn't just possible, it's inevitable.

