

CASE STUDIES

PREMIERED BETWEEN:
2020-2024

SUCCESS STORIES BY:
JULU GROWTH TEAM

**We build sustainable growth engines for
our partners.**



JuluGrowth.com

31x ROAS within 6 months

Sales increased by 600%.

Shifted entirely to online sales, reducing costs and increasing profitability

Background

A retailer specializing in healthy food products, such as organic and gluten-free items, relied heavily on offline merchandising and supermarket chains, leading to financial losses due to high margins imposed by the supermarkets.

Country: Kuwait, with regional expansion plans to other GCC countries

Challenge

The retailer faced significant challenges:

- Achieved a ROAS below 0.5x for online sales.
- Continuous failures from in-house teams and external agencies left the retailer frustrated and in need of a robust solution.

How We Revolutionized a Healthy Food Retailer's Online Presence

31x ROAS 600% Sales Growth

Solution

Julu Growth implemented a comprehensive transformation strategy:

- **Platform Migration:** Transitioned the online store to Shopify, enhancing the overall platform performance.
- **UI/UX Enhancement:** Improved the user interface and user experience to streamline the buyer journey.
- **Email Marketing Integration:** Embedded and optimized email marketing campaigns to drive engagement and sales.
- **Conversion Rate Optimization (CRO):** Focused on on-page CRO to maximize conversion rates.
- **Sales Campaigns:** Launched Advantage sales campaigns, retargeting on META (Instagram, Facebook), Google Merchant, PMAx campaigns, and utilized TikTok for brand awareness.
- **Ad Creatives and Targeting:** Created fresh and compelling ad creatives, implementing dynamic segmentation strategies to target click-worthy customers and numerous A/B experiments to achieve content persona match.



100% ORGANIC

Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)
31.08 [2]	31.08 [2]

Transforming Ad Spend into Massive Profits for a Travel Company

BACKGROUND

A travel company [NDA] offers diverse services, including beach vacations, cultural tours, and adventure trips. Their extensive network of partners ensures access to top destinations worldwide, providing seamless and memorable travel experiences.

Challenge

The travel company was already utilizing Facebook ads but faced challenges in scaling their ad spend profitably. Their goal was to increase spending while maintaining a high return on ad spend.

Solution

Julu Growth implemented a comprehensive strategy, focusing on:

- **Creative Testing:** Rigorous A/B testing to identify high-performing ad creatives.
- **Audience Targeting:** Refining audience segments to match the company's ideal customer profiles.
- **Message Optimization:** Crafting ad messages that resonate with the target audience's interests.

Impact:

- **Ad Spend:** \$267,569.95
- **Revenue Generated:** \$1,269,450
- **Return on Ad Spend (ROAS):** 4.85x
- **Net Profit:** Over \$1,000,000 post-ad spend

Amount spent	Cost per result	Purchase ROAS (return on ad spend)	Purchases conversion value
\$19,352.22	\$29.19 Per purchase	7.59	\$146,966.52
\$13,773.07	\$35.14 Per purchase	5.88	\$81,002.90
\$13,135.48	\$29.99 Per purchase	5.47	\$71,863.18
\$8,531.40	\$19.30 Per purchase	8.37	\$71,432.66
\$9,942.92	\$35.90 Per purchase	6.11	\$60,728.27
\$13,971.75	\$40.85 Per purchase	3.97	\$55,436.40
\$11,466.98	\$35.83 Per purchase	4.52	\$51,855.86
\$13,580.23	\$37.41 Per purchase	3.70	\$50,184.77
\$9,276.51	\$38.33 Per purchase	4.93	\$45,735.29
\$7,619.90	\$28.22 Per purchase	5.17	\$39,365.45
\$4,955.50	\$33.48 Per purchase	7.88	\$39,073.39
\$8,750.33	\$27.87 Per purchase	4.45	\$38,981.32
\$267,569.95 Total Spent	— Multiple conversions	4.85 Average	\$1,296,450.91 Total

ROAS:

4.85X

Net Profit:

\$1M

Sales Generated:

\$1,269,450

12x ROAS within 3 months

1,105 extra purchases

65% reduction in CPP

Background

A new home furniture and decoration platform retailer, operating under NDA, serves several GCC countries with a commission-based business model from vendors and its own production line. Six months post-launch, the brand struggled to achieve product-market fit, with negative P&L records and vanity metrics that didn't translate into actual sales.

Challenge

- Failure to achieve product-market fit.
- Ads generating vanity metrics with no real sales.
- High running costs and struggling with salaries.

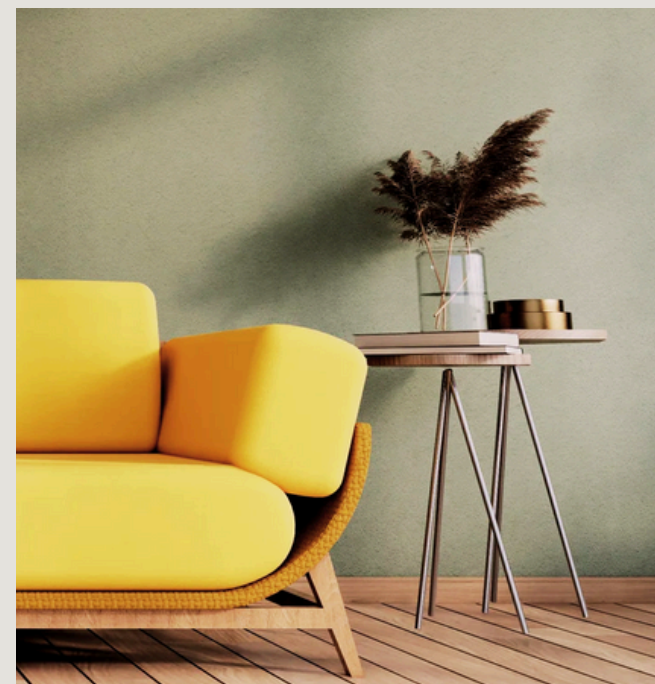
ACHIEVING PRODUCT MARKET FIT

12X ROAS and 1,105 Purchases for a Home Furniture Retailer in 3 Months

Solution

Julu Growth revamped the business model by:

- **Consumer Behavior Segmentation:** Analyzed and segmented the market based on consumer behavior in each country, and created granular personas.
- **Product Margin Analysis:** Assessed profitability of product lines, finding higher margins in custom-made furniture.
- **Split Testing & Experimentation:** Ran split tests and experiments, creating multiple landing pages for different products, personas, and countries.
- **AI-based Sales Chatbot:** Integrated an AI-based sales chatbot to qualify leads and connected it with the CRM and design team.
- **Sales Training:** Trained the design team on various sales scenarios and scripts.
- **After-Sales Services:** Offered after-sales services to generate additional revenue through referrals and cross-selling.
- **Media Buying Strategies:** Implemented strategic media buying and sales campaigns across Google, Meta, and TikTok with daily optimization to maximize ad performance and ROI.



Results

- **Product-Market Fit:** Achieved through brand positioning and understanding each market and persona.
- **Conversion Rate Increase:** 300% increase on ready-made furniture and 800% on custom-made furniture.
- **ROAS:** Achieved an average of 12x ROAS.
- **Cost Reduction:** Streamlined sales funnel and reduced costs through AI-based automation.
- **Brand Repositioning:** Repositioned the brand in the GCC with a multi-layered, personalized customer journey for each market, segment, and persona.
- **Market Expansion:** Client extended operations to the European market.
- **Additional Purchases:** Generated 1,105 extra purchases in 3 months with a 65% reduction in CPP.

Revolutionizing Dental Marketing: Achieving 62X ROAS and 1,070 Quality Leads per Month from 2.5X in 120 Days

01

Who?

A leading dental implantation center in the MENA and GCC region, located in Egypt.

Markets?

aimed to attract customers from the USA, UK, and GCC countries.

Challenge/s?

The center struggled with:

- Achieving significant ROAS, initially at 2.5x.
- Lead management issues, including poor CRM, unclear segmentation, and ineffective sales scripts.
- Needing a comprehensive system to manage the customer journey from acquisition to loyalty and referral stages.

02 Solution

Julu Growth developed a multifaceted strategy, including:

- **Targeted Ad Campaigns:** Implementing lookalike audience and retargeting strategies to reach high net worth individuals.
- **CRM and Segmentation:** Structuring the lead management CRM and creating clear customer segmentation.
- **Sales Funnel Development:** Crafting effective sales scripts and setting up systems for managing the customer journey through all stages, including loyalty and referrals.
- **Ad Creative Development:** Crafting elegant and visually appealing ad content.
- **Team Training:** Providing extensive training for the sales and customer service teams to improve conversion rates.

03 Result

- **ROAS:** Increased from 2.5x to 62x within 120 days.
- **Leads Generated:** 1,070 high-quality leads per month.
- **Cost per Lead:** Decreased cost per lead from \$70 to \$20
- **Conversion Rate:** Increased conversion rate from 1.8% to 15% within 120 days.
- **Patient Satisfaction Score:** Achieved a customer satisfaction score of 90%.
- **Lead Response Time:** Reduced lead response time from 24 hours to 4 hours, resulting in higher engagement rates.

Turning £43,569.85 Ad Spend into 28x ROAS: A 90-Day Transformation

BACKGROUND

A premium swimwear brand, frequently worn by celebrities and influencers, was struggling to break past a 1.65x ROAS despite significant ad spend.

Challenge

- The brand had invested £43,569.85 in ad spend but was unable to push through a 1.65x ROAS.
- High cost per purchase (£41.14) compared to the break-even cost per purchase (£38)
- High costs per purchase and 86% cart abandonment rate.

Solution

Julu Growth leveraged celebrity endorsements and implemented strategies to reduce cart abandonment and increase the average order value (AOV).

Before

Purchase ROAS (return o...)	Cost per purchase
1.65 [2]	£40.92 [2]
1.65 [2] Average	£40.92 [2] Per Action

After

Purchase ROAS (return o...)	Cost per result
28.61 [2]	£7.43 [2] Website purchases
13.23 [2]	£6.60 [2] Website purchases
6.29 [2]	£24.42 [2] Website purchases
4.81 [2]	£16.10 [2] Website purchases
4.26 [2]	£30.38 [2] Website purchases

Impact:

- **Ad Spend:** £43,569.85
- **Sales Generated:** £1.2M
- **Return on Ad Spend (ROAS):** Increased from 1.65x to 28x within 90 days.
- **Net Profit:** Over \$ 980,000 post-ad spen

ROAS:

28X

Net Profit:

£980K

Sales Generated:

£1.2 M

Generating High-Quality Leads for a Leading Real Estate Developer in Dubai



A leading real estate developer in Dubai aimed to promote luxury properties in the UAE, seeking to avoid high broker commissions and offer competitive pricing.

Challenge

The developer faced several challenges:

- Lead quality was low, and conversion rates were poor.
- Previous agencies failed to achieve significant results, leading the developer to rely on brokers.
- The project required maximizing every Dirham to add value to compete with a similar project launching in Dubai Marina.

Solution

Julu Growth tailored a targeted ad campaign focusing on:

- **Lead Quality Enhancement:** Implementing advanced targeting and filtering techniques to attract high-quality leads.
- **Ad Campaign Development:** Crafting compelling and compliant ad copy to effectively communicate the property's value proposition.
- **Continuous Optimization:** Regularly optimizing campaigns to ensure high-quality leads and improved conversion rates.

IMPACT

- **Leads Generated:** 3,133 high-quality leads.
- **Cost per Purchase (CPP):** Reduced by 54%.

By focusing on high-quality lead generation and continuous optimization, Julu Growth successfully improved the developer's marketing performance, resulting in substantial cost savings and increased competitiveness.

Quality Leads Generated:

3,133

(CPP): Reduced Cost per Purchase

54%

Behind this comes the

Julu tribe

Rely on a team that has empowered dozens of businesses to scale and grow their revenue



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