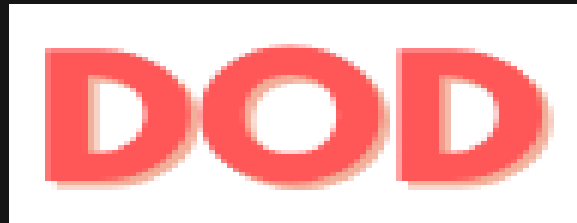


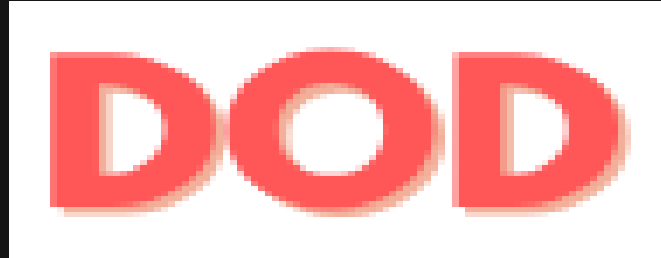


Digital UK

x



PPC Case Study: [Doduae.com](http://Doduae.com)



Client: Doduae.com

Industry: E-Commerce

Region: United Arab Emirates

Agency: Digital UK

Objective: Increase in-store walk-ins and service bookings without increasing total ad budget

Campaign Duration: 6 Months

**Objective:** Increase brand visibility, attract high-intent traffic, and drive conversions through strategic PPC campaigns)

## Client Overview:

Doduae.com is an emerging e-commerce platform in the UAE offering trendy and affordable fashion and lifestyle products. Despite strong market potential, the platform was struggling with low visibility, poor-quality traffic, and unsatisfactory conversions. To solve these challenges, Doduae.com partnered with **The Digital UK** to develop and execute a results-driven PPC strategy aimed at scaling growth and increasing ROI.

## Challenges Identified:

### 1. Limited Online Visibility:

Doduae.com lacked strong presence across key digital channels, restricting reach and discoverability among potential customers.

### 2. Low-Quality Traffic:

Existing traffic sources were failing to attract relevant users. Bounce rates were high, and session duration was minimal, indicating poor engagement.

### 3. Weak Conversion Rates:

The absence of strategic targeting and optimization meant users were not converting, leading to underperformance in sales and return on ad spend.

# The Digital UK Strategy: Precision Targeting + Performance-Driven PPC:

To turn things around, The Digital UK implemented a tailored PPC strategy designed to not only increase visibility but also bring in high-intent users and convert them efficiently.

## Step-by-Step Approach:

### 1. Audience Insights & Segmentation:

- Conducted detailed market research using analytics and user behavior tools
- Created custom audience personas for precision targeting
- Segmented traffic by buyer intent, location, and engagement level

### 2. Keyword Research & Campaign Structuring:

- Identified high-converting, long-tail keywords relevant to fashion and lifestyle in the UAE market
- Structured campaigns based on product categories and user journey stages (awareness, consideration, decision)
- Used negative keywords to filter out low-value traffic

### 3. High-Impact Ad Creatives:

- Developed ad copy tailored to the audience's needs and product trends
- Highlighted USPs like "Trendy Collections," "Fast UAE Delivery," and "Limited-Time Offers"
- Leveraged visuals and product imagery to boost CTR and ad relevance

#### 4. Landing Page & UX Optimization:

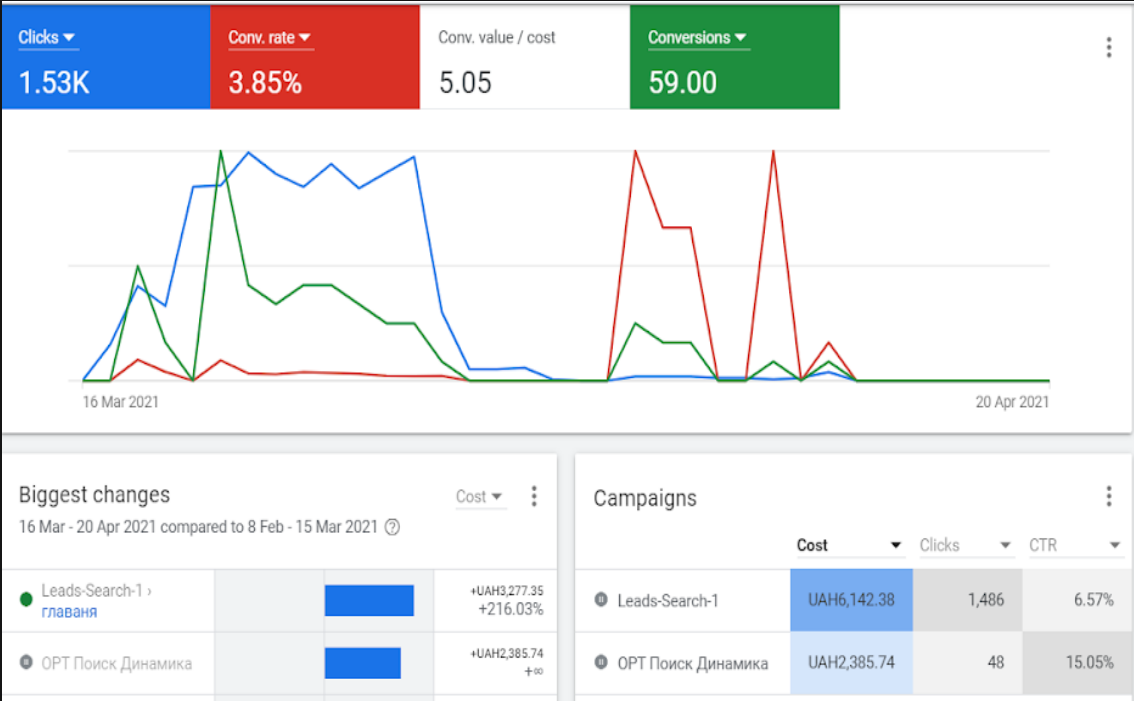
- Audited and redesigned landing pages for mobile and desktop
- Introduced trust elements (badges, reviews, delivery timelines)
- Ensured fast load times and clear CTAs above the fold

#### 5. Full-Funnel Paid Media Execution:

- Deployed Search Ads for high-intent queries
- Used Display Ads and Discovery to build awareness and retarget window shoppers
- Ran Dynamic Shopping Ads and Retargeting to bring back cart abandoners and past visitors

# Performance Metrics & Outcomes:

Key Metric	Before Campaign	After 6 Months	Impact
Monthly Website Clicks	4,500	22,000+	+389%
Conversion Rate	0.9%	3.7%	+311%
Return on Ad Spend (ROAS)	1.2x	5.1x	+325%
Bounce Rate	78%	42%	-46%
Average Cost per Acquisition (CPA)	AED 120+	AED 41.5	-65%
New Monthly Customers	150	790+	+426%
Branded Search Growth	Low	5x Increase	+400%



## Why It Worked: Key Drivers of Success:

- ✓ **Persona-Based Targeting:** We crafted tailored messaging and offers for each audience segment, ensuring relevance and engagement.
- ✓ **Conversion-Led Strategy:** Every element of the campaign—from keyword intent to landing page layout—was designed to drive measurable action.
- ✓ **Smart Budget Allocation:** Budget was continuously optimized based on campaign performance and seasonal demand.
- ✓ **Full-Funnel Integration:** Our multi-channel PPC approach covered all touchpoints of the buyer journey.
- ✓ **Agile Optimization:** Real-time data tracking allowed us to pivot quickly and scale winning campaigns effectively.

**Ready to Amplify Your Brand with Strategic PPC?**  
**Achieve similar growth for your E-commerce Business.**  
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## Final Outcome:

By leveraging a data-first approach to PPC, **The Digital UK** helped Doduae.com achieve:

- **5.1x** return on ad spend
- A significant lift in sales and new customer acquisition
- Improved brand visibility in a competitive market
- A stronger foundation for sustainable e-commerce growth

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