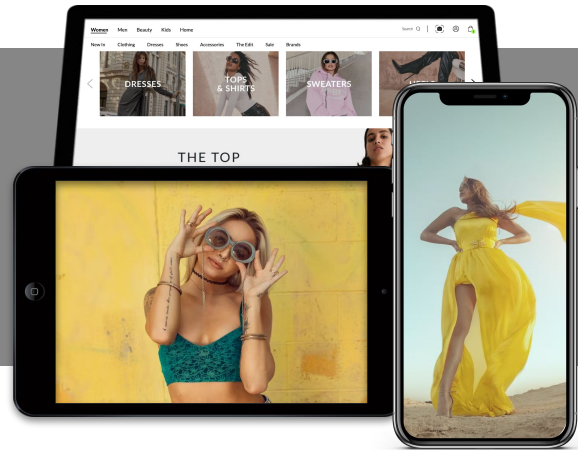


Transforming Fashion e-Retail in MENA

A Daphne Consulting Success Story



In collaboration with Daphne Consulting, a MENA e-commerce player achieved remarkable transformation—boosting brand visibility, driving growth, and fortifying their marketing foundation.

"They have become an extension of our marketing department, working closely and collaboratively with our in-house team"
-Marketing Director

The Opportunity

In the dynamic landscape of Fashion e-Retail in the MENA region, our client approached to seize the opportunity of growth via digital channels. Our client's aspirations were multifaceted: amplify brand awareness, ignite growth, and establish a robust marketing foundation for their e-retail venture in the MENA region.

Rest is a Success Story

As a starting point, Daphne Consulting stepped in as an all-encompassing marketing team, overseeing digital marketing strategy, executing dynamic advertising campaigns across multiple channels (including but not limited to Snapchat Ads, Facebook Ads, Instagram Ads), meticulously tracking performance through tools like Adjust and Google Analytics. Working with our client's team to ensure ingenious paid and celebrity strategies, and ensuring insightful reporting. This symbiotic collaboration endured for several fruitful years.

+50%
CAGR
With ROI targets hitting towards profitability

+8
DIGIT (USD)
Managed and/or audited yearly

+7
YEARS
Of project renewal with high customer satisfaction

Needs Change, Collaboration Evolves

Within the upcoming years, our client established an in-house marketing team, being fully available to run and execute marketing campaigns on digital platforms. At this stage, Daphne Consulting moved to the position of setting the marketing strategy and guiding our client's marketing team to ensure efficient and effective marketing campaigns towards business goals.



Introducing

“App-First” Strategy

With the intensifying competition, the entry of new market players, and brands sold on the client's platform launching their direct sales channels in the region, the client required a solid growth strategy.

Daphne Consulting directed the marketing strategy and planned mixture to ensure maximum app growth and customer engagement in the app.

Paid Channels & Analytics

Tools Covered



CRITEO



“This close partnership allowed for a deep understanding of our brand, objectives, and vision, enabling them to tailor their strategies and solutions to our specific needs.”

–Marketing Director

Daphne Consulting's multifaceted service portfolio included:

Strategic Digital Marketing: Crafting and ensuring execution of a comprehensive digital marketing strategy tailored to the client's unique needs.

Marketing Mix Planning: Aligning marketing initiatives with business objectives for maximum impact.

Influencer and Affiliate Management Consultancy: Strategizing and consulting on influencer collaborations and affiliate partnerships.

Digital Marketing Audit: Conducting a meticulous audit to optimize existing strategies.

Reporting Setup and Optimization: Implementing robust reporting systems for data-driven decision-making.

Tracking Setup and Health Check Audits: Ensuring precision and accuracy in performance tracking.

Marketing C-Level Hiring: Playing a pivotal role in recruiting top-tier marketing talent.