



2023 Digital Performance Report & Digital Marketing Strategy 2024



EASA SALEH AL GURG GROUP

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1. E-commerce Transactions Overview

E-commerce Transactions Overview – 2023

Ad Spend

AED 477,360

Allocated ad spend

AED 460,672

Total ad spend

Revenue

	Sales revenue target	Achieved sales revenue
Direct website sales	AED 905,000	AED 1,267,099
Online chat sales	AED 995,000	AED 1,187,062
Total revenue in AED	AED 1,900,000	AED 2,454,161

E-commerce Transactions Overview – 2023



% of Target achieved
129%



Total no. of orders
308*



Average cart value
AED 4,114



Return on ad spend
414%



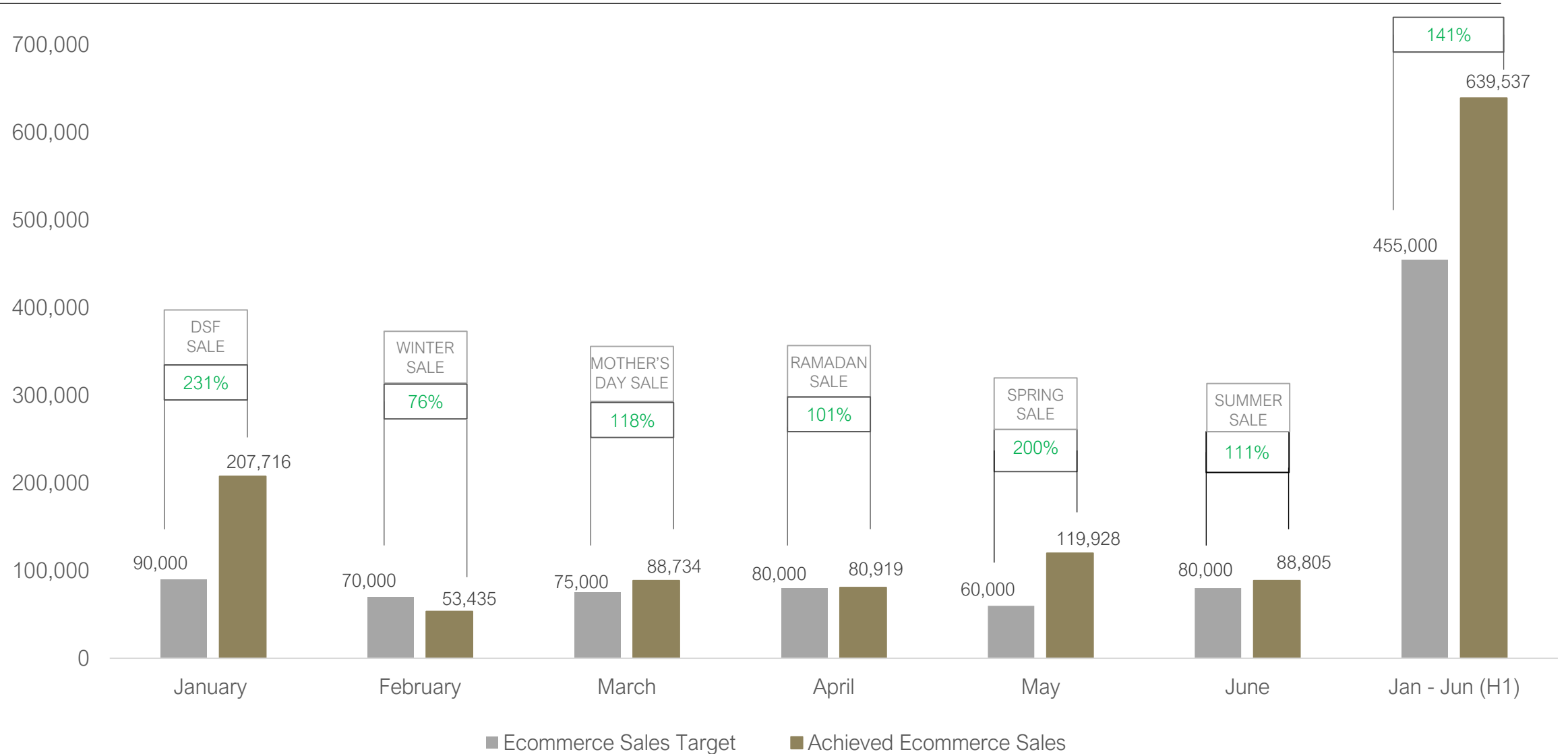
Conversion rate
0.09%



Highest order value
AED 72,555

*Calculated based on direct e-commerce transactions

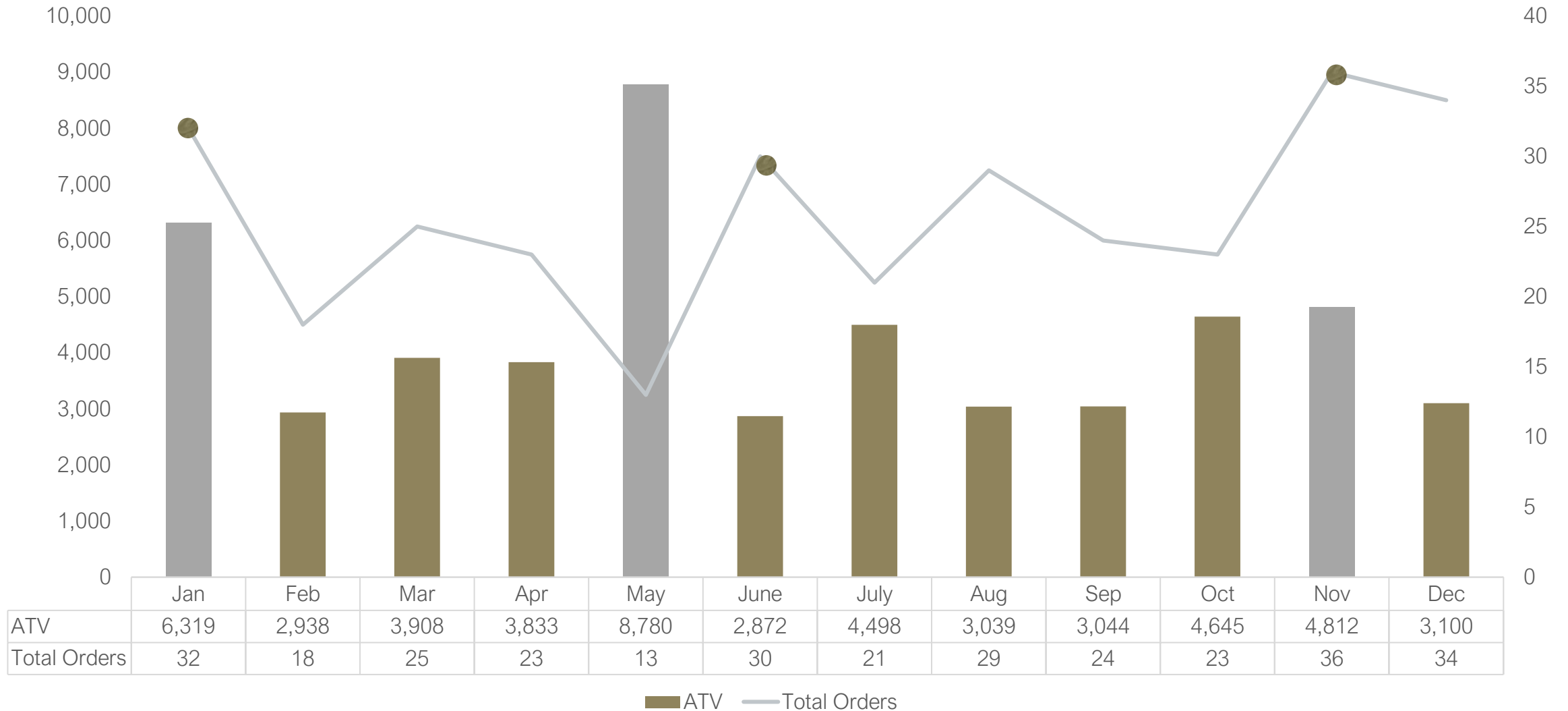
E-commerce Transactions Monthly Overview – H1



E-commerce Transactions Monthly Overview – H2 & 2023



ATV Monthly Overview – 2023



Highest Revenue Month – January 2023

Transaction Overview

Ad spend overview

- Allocated ad spend – AED 40K
- Total ad spend – 42.2K
- ROAS – 381%

Revenue overview

- E-commerce sales target – AED 90K
- Achieved e-commerce sales – 207.7K
- %Target achieved – 231%

Transactions insights

- Total no. of orders – 32
- ATV – AED 6,319
- Conversion rate – 0.8%



Campaign Launched:



Dec 15, 2022 – Jan 29, 2023 (DSF up to 55% off)

2. Customer Insights

E-commerce Customer Insights 2023



Total customers: 253

New customers: 217 (86%)

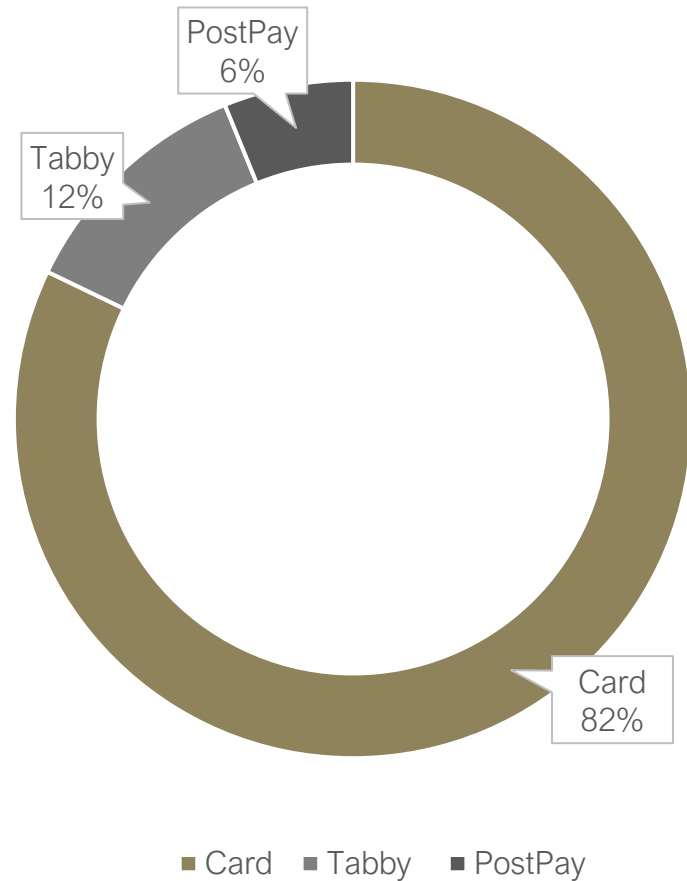
Repeat customers: 36 (14%)

Female: 73% | Male: 27%

Customer acquisition cost: AED 1,820

Avg. session duration: 9m 32s

Customer Insights – Payment Method Used



Majority of the customers used card as their mode of payment. In addition, Tabby was the most preferred choice of payment within the easy payment plans.

3. Digital Platforms Overview

Google Ads Performance

AED 253.2K

Total spend

14.6M

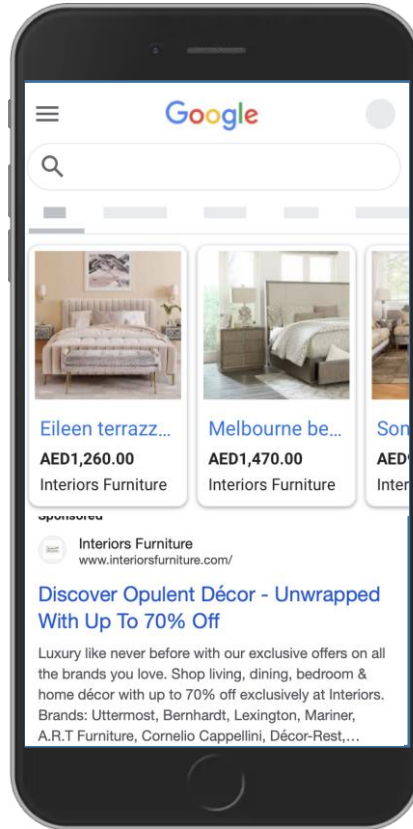
Total impressions

138.8K

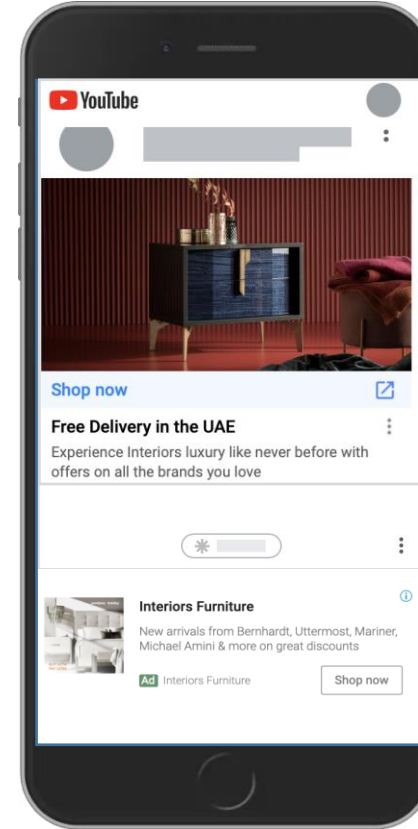
Total clicks

0.95%

CTR



Ad preview



Ad preview

Facebook & Instagram Ads Performance

AED 104K

Total spend

3.9M

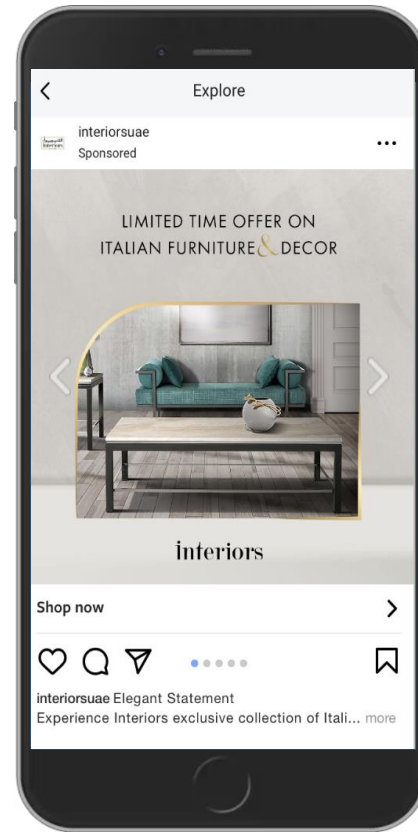
Total impressions

983.3K

Total reach

90.6K

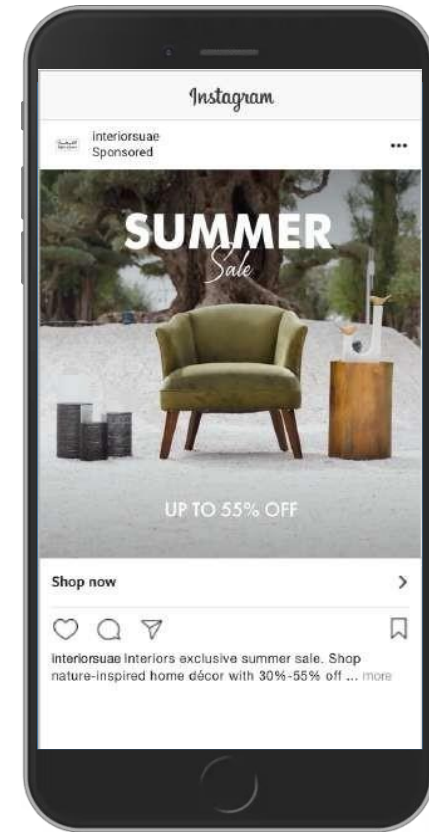
Total clicks



Ad preview



Ad preview



Ad preview

Snapchat Ads Performance

AED 26.1K

Total spend

2.7M

Total impressions

28.5K

Total clicks

1.03%

Click rate



Ad preview



Ad preview

Yandex Ads Performance

AED 32.2K

Total spend

6.6M

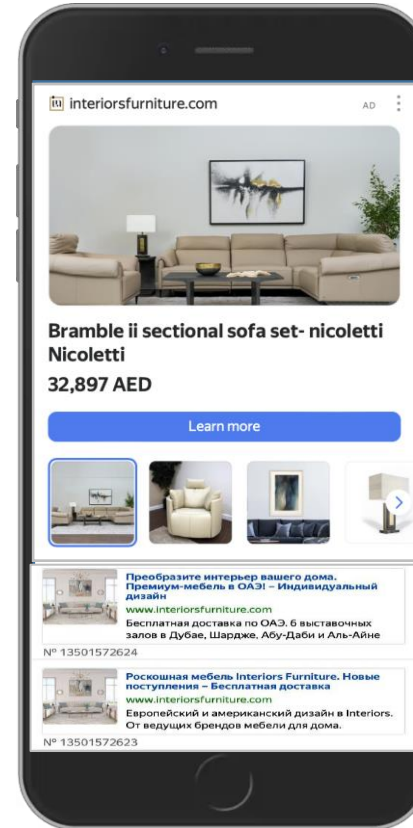
Total impressions

81.1K

Total clicks

1.23%

CTR



Ad preview

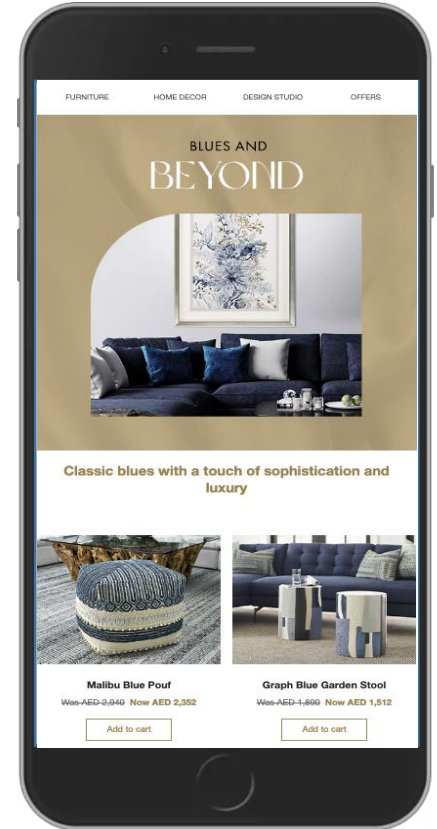
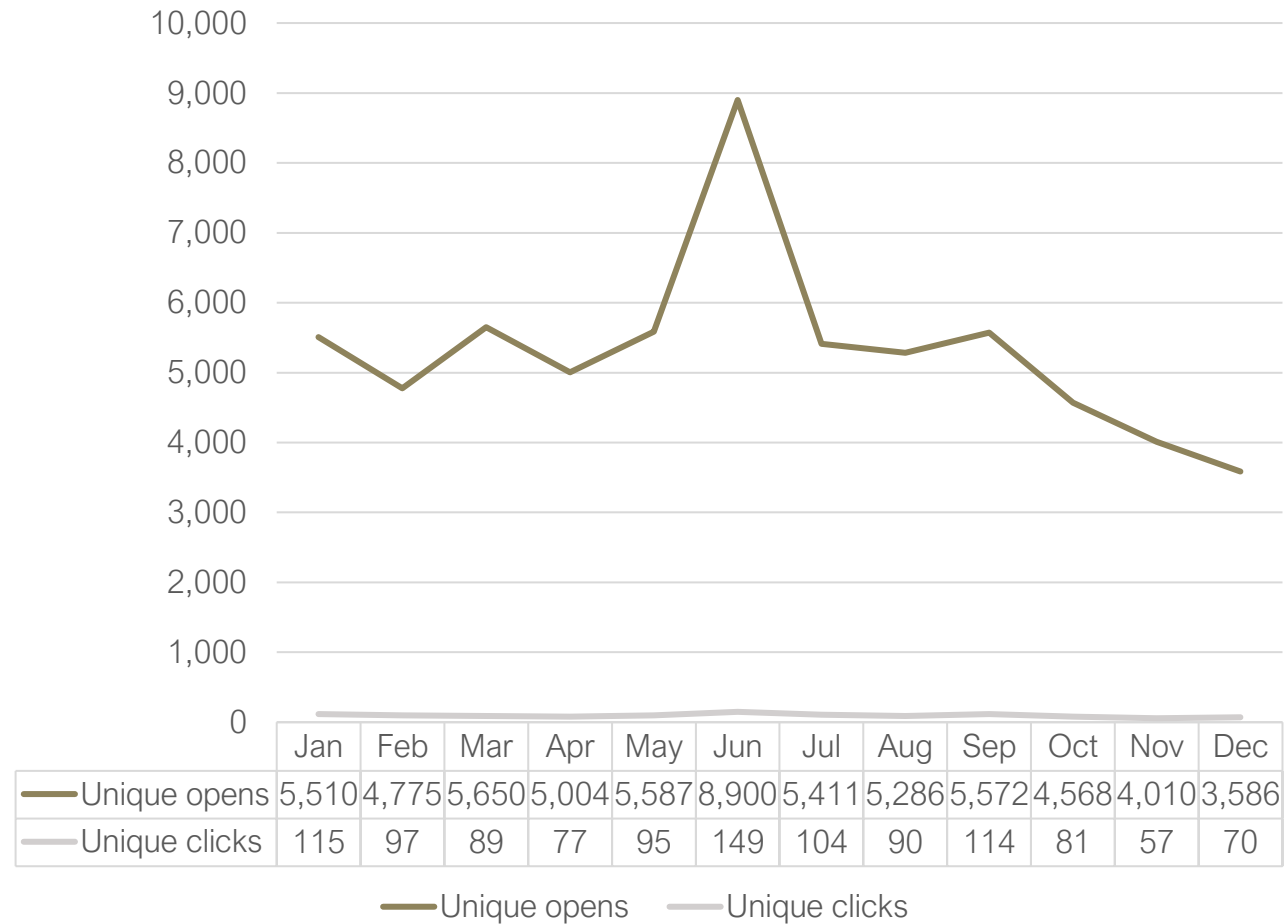
Email Performance

132K
Total recipients

64.4K
Unique opens

1.5K
Unique clicks

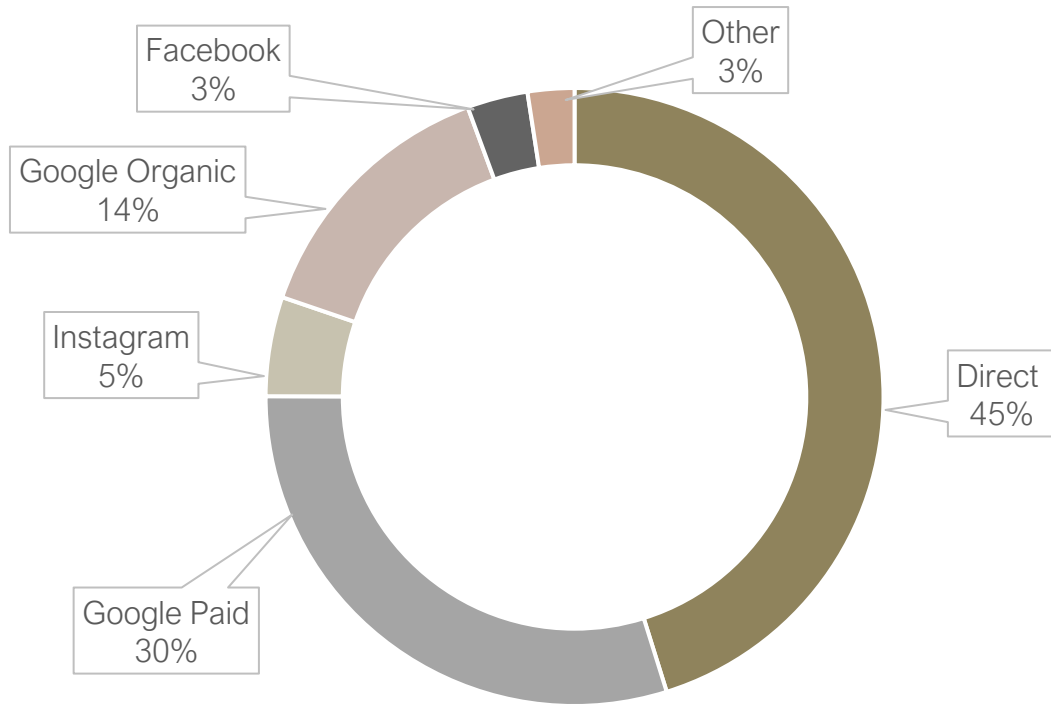
AED 11,995
Total conversion



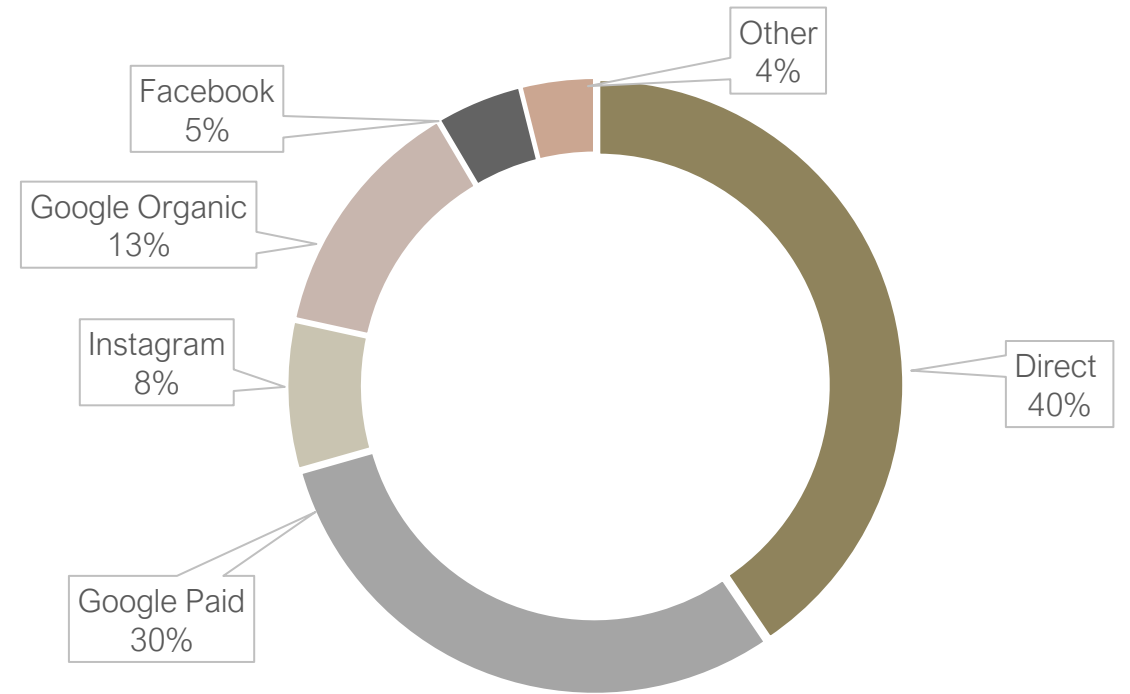
Email preview

Revenue Breakdown – Digital Channels

Channel breakdown by order value

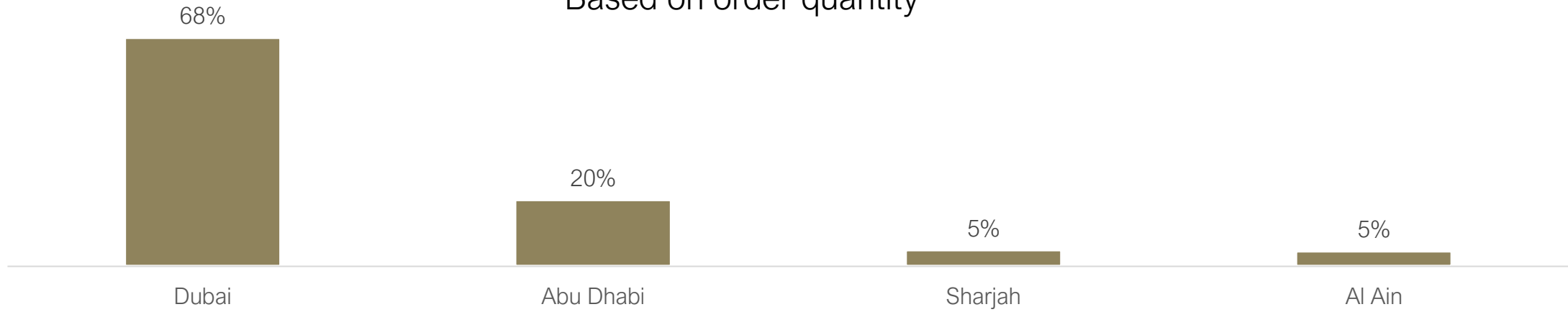


Channel breakdown by order quantity

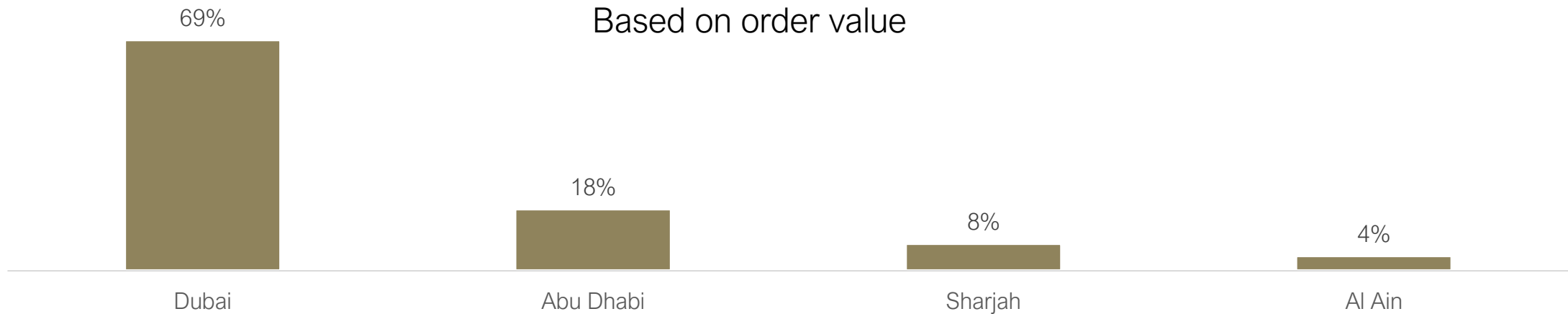


Revenue Breakdown – Emirates

Based on order quantity



Based on order value



4. Transaction Insights

Top Performing Brands by Revenue

1 – Uttermost

UTTERMOST

Revenue: **AED 453,120**
35% of total revenue

No 2 – Bernhardt

B E R N H A R D T

Revenue: **AED 174,656**
14% of total revenue

No 3 – Alf Italia



Revenue: **AED 121,987**
10% of total revenue

Top Performing Product Categories

1 – Living Rooms



Total quantity sold: 194
Total value: **AED 580,848**

2 – Home Décor



Total quantity sold: 142
Total value: **AED 289,677**

3 – Lighting



Total quantity sold: 61
Total value: **AED 121,912**

5. Website Performance

Website Performance Overview – English Domain

464.7K

Total website visits

324.4K

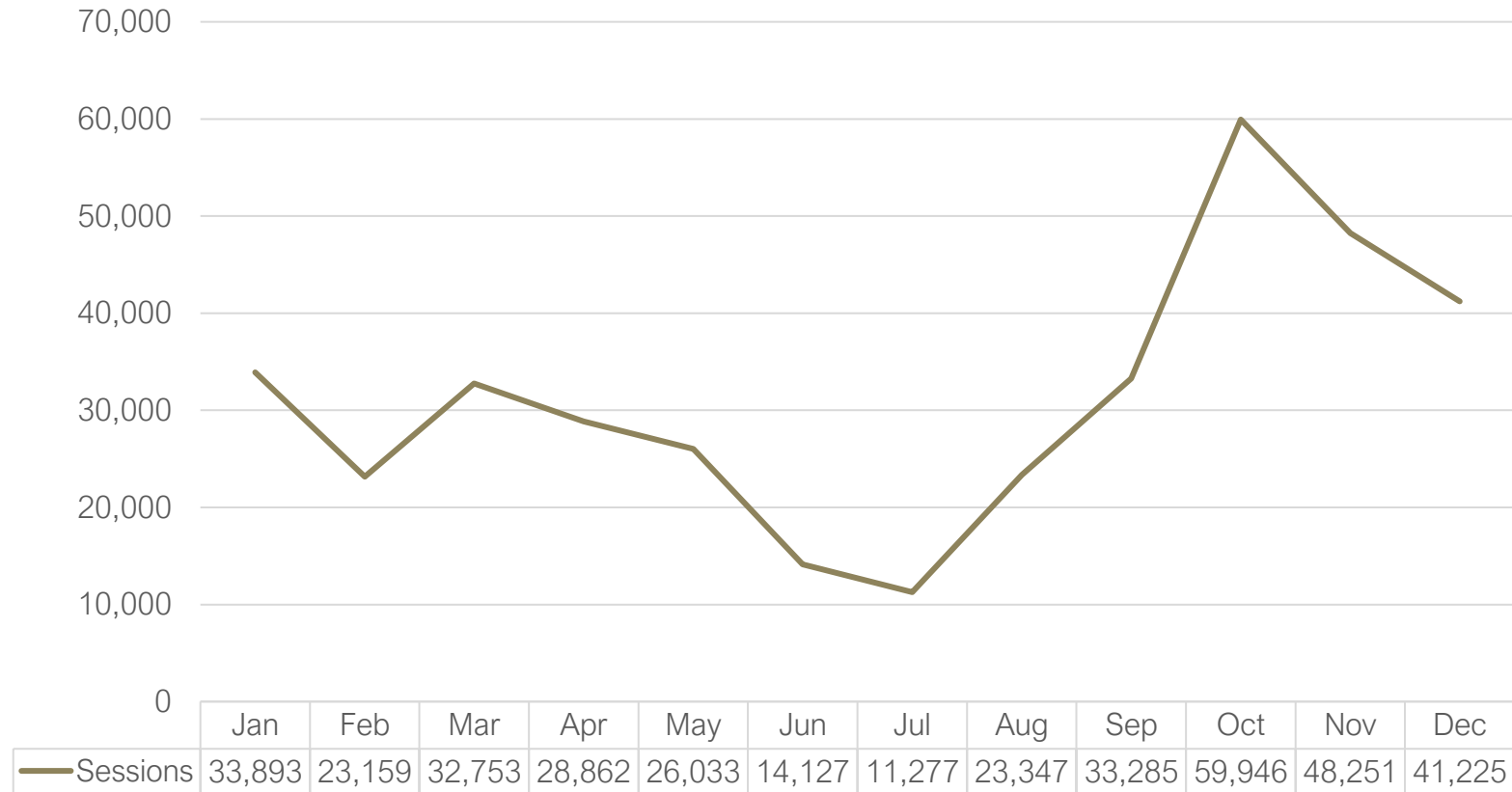
Total users

317.1K

New users

2m 52s

Avg. engagement time



Note: Observed a notable increase in the traffic trend from August 2023 due to the technical updates made in the 'cookieeyes' implementation.

Website Performance Overview – Arabic Domain

60.1K

Total website visits

49.7K

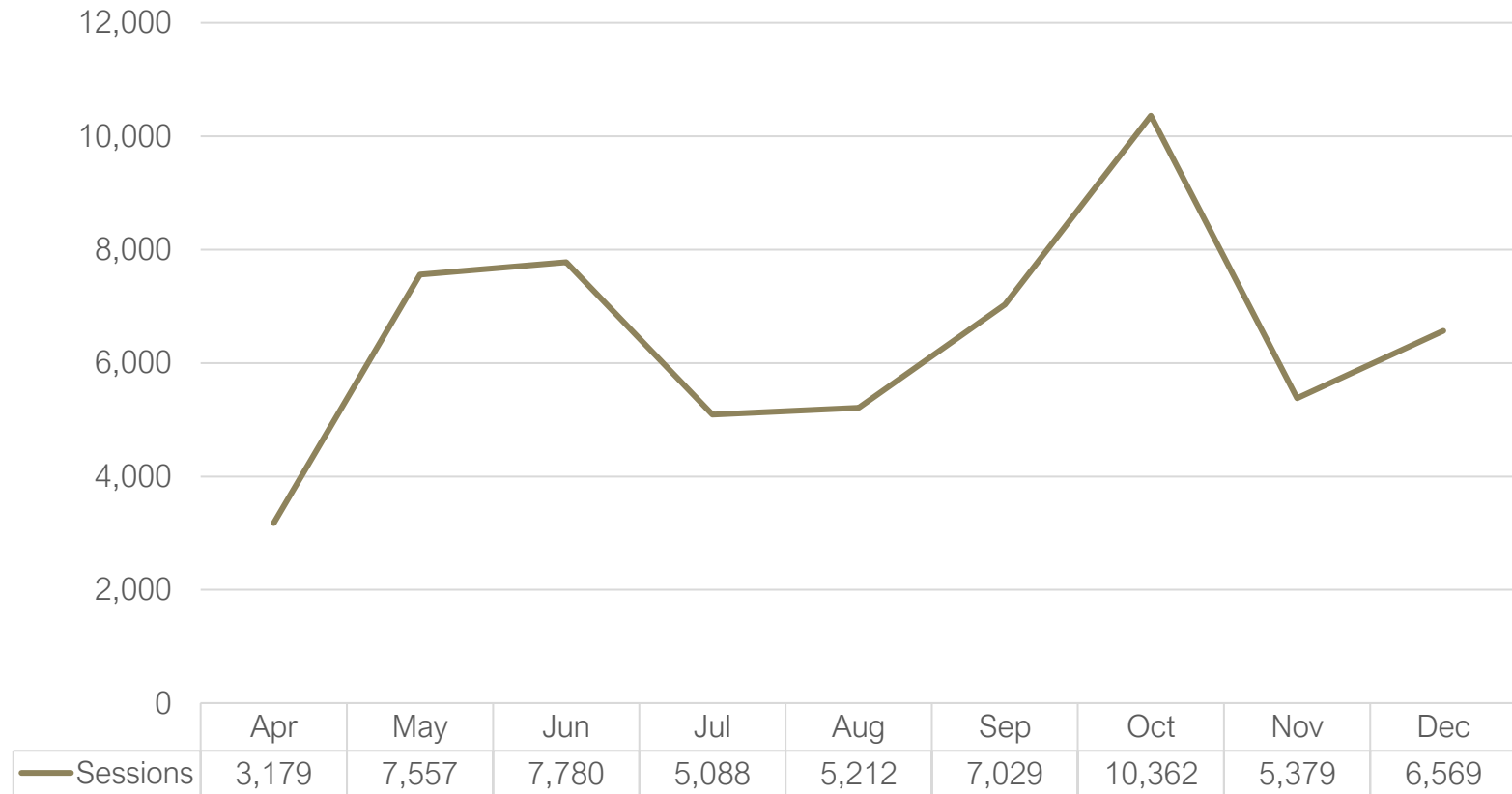
Total users

47.3K

New users

2m 22s

Avg. engagement time



Note: Observed a notable increase in the traffic trend from August 2023 due to the technical updates made in the 'cookieeyes' implementation.

Keyword Ranking Performance 2023

Keywords	January 2023	December 2023
Branded chandeliers	Not ranking	1 st page, 1 st rank
Luxury furniture Dubai	3 rd page, 8 th rank	1 st page, 2 nd rank
Luxury furniture stores in Dubai	4 th page, 4 th rank	1 st page, 2 nd rank
Console tables Dubai	1 st page, 6 th rank	1 st page, 2 nd rank
Expensive dining table set	Not ranking	1 st page, 2 nd rank
Michael Amini bedroom set	4 th page, 2 nd rank	1 st page, 4 th rank
Luxury chairs	2 nd page, 3 rd rank	1 st page, 5 th rank
Luxury sofa	6 th page, 7 th rank	1 st page, 6 th rank
Luxury home accessories	5 th page, 9 th rank	1 st page, 7 th rank
Sectional sofas	8 th page, 7 th rank	1 st page, 8 th rank

6. YoY Growth Metrics

YoY Growth Metrics – 2022 vs 2023



Direct website revenue
+9%



Conversion rate
-18%



Customers
+39%



No. of transactions
+39%



Average transaction value
-22%

7. Digital Strategy

Objectives



Increase Reach & Brand Awareness

By targeting younger audiences in UAE through platforms like social media i.e Tiktok & Snapchat



Drive Traffic to the Website

By implementing optimized targeted advertising campaigns through Meta ads



Drive Conversions

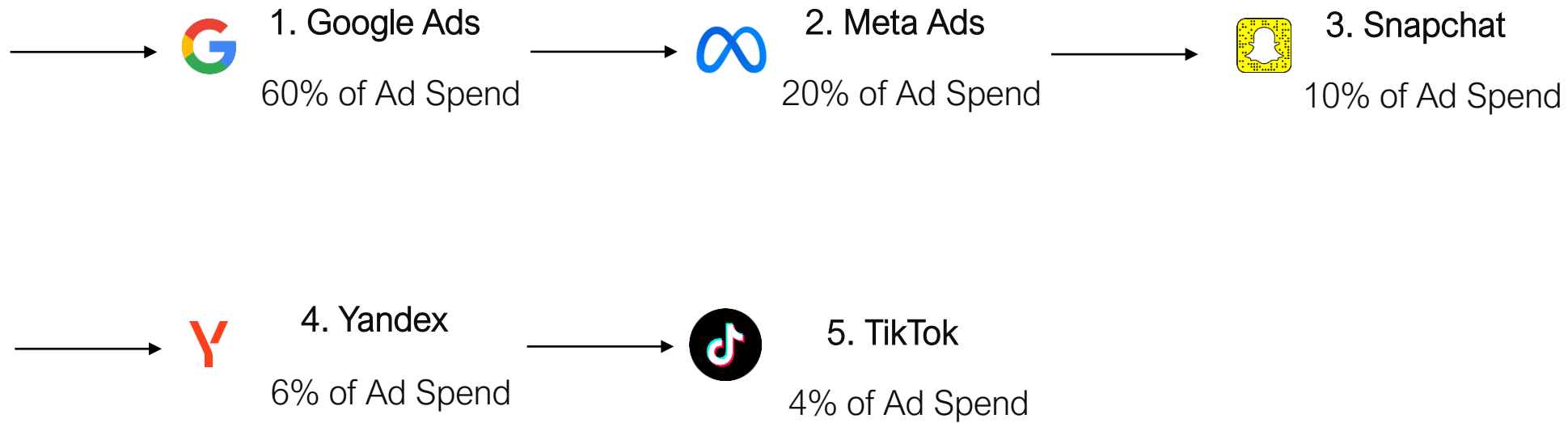
By effectively engaging the target audience with promotional offers, through Google ads & Meta. Interiors Furniture can increase brand preference and purchase intent



Repeat Purchase

Retargeting ads to re-engage users who have visited the website and previously purchased. Send product email recommendations, exclusive offers, and relevant content to keep the brand top-of-mind

Ad Spend Allocation



Strategy Mix – Google Ads

- Demand Generation Campaign – Generate demand and grow conversions



**1^{OUT}
OF 3**

Consumers are spending more time making decisions and considering more brands¹



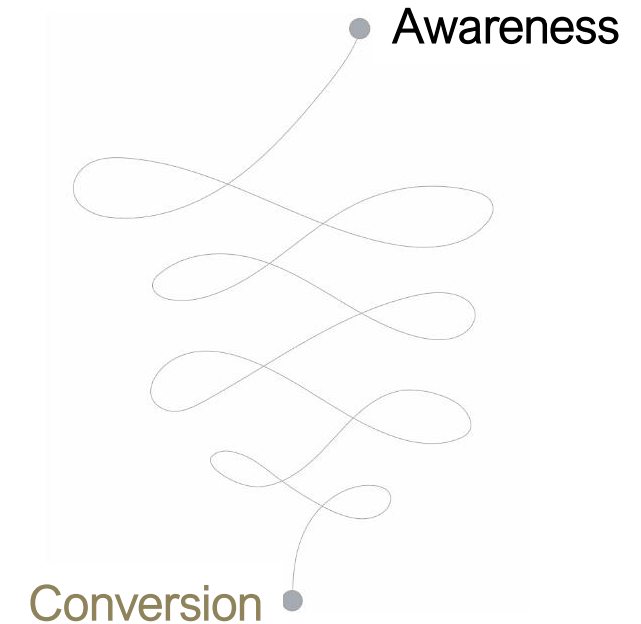
48%

of customers are happy to switch providers for a better deal²



3x

Increase in likelihood of purchase for brands in a consumer's initial consideration set³



Strategy Mix – Meta

Drive traffic to website:

- Focus on visually appealing and brand-centric ads to introduce the brand to a wider audience

Diverse campaign objectives:

- Tailor campaigns to address various objectives

Targeted audience testing:

- Explore diverse targeting options by testing custom audience segments, refining based on location targeting in high-end areas, and experimenting with age groups to optimize ad performance

Ad formats:

- Utilize a range of ad formats, including carousels, story animations, and visually engaging content to cater to varied user preferences and maximize engagement

Adaptive budget allocation:

- Dynamically allocate budget based on the performance of different campaigns

Strategy Mix – TikTok & Snapchat

TikTok Ads



- Reach a highly engaged audience
- Target younger audience for brand awareness and driving traffic to the website
- Using popular music and trends in ads to make them more engaging and relevant to TikTok's user base
- Experiment with TikTok short form video ads showcasing inspirational lifestyles featuring Interiors furniture products

Snapchat Ads



- Create an AR filter to help customers know what best products suits their home space
- Reach younger Emirati audience
- Catalog ads to reconnect with users who have previously shown interest in products but haven't completed a purchase

Target Audience



Demographics

Age: 30-65 years old (primary)

Secondary - Focus on young professionals (25-35)

Income: High-income earners (top 10% in UAE)

Gender: Primarily female, but also target affluent males interested in home design

Location: UAE



Interest

1. Luxury Lifestyle: fine dining, travel, designer brands, exclusive experiences
2. Home Design: interior design trends, architectural magazines, high-end furniture brands
3. Art & Culture: museums, galleries, antiques, modern art
4. Fashion & Beauty: luxury fashion brands, designer accessories, luxury cosmetics
5. Travel & Hospitality: five-star hotels, exotic destinations, luxury cruises



Custom Audience

1. Lookalike Audiences: target users similar to existing customers based on demographics, interests, and online behavior.
2. Custom Audiences: upload email lists or website visitors to target specific groups

Geo-targeting

Dubai

- Palm Jumeirah
- Bluewaters Island
- Arabian Ranches
- Dubai Hills
- Nadd Al Sheba
- Al Barari
- Meydan
- Jumeirah
- Dubai Marina
- Umm Suqeim
- Zabeel
- MD Bin Rashid City
- City Walk
- Downtown Dubai
- Al Mizher
- Al Khawaneej

Abu Dhabi

- Al Reem Island
- Sadiyat Island
- Khalifa City
- Yas Island
- Ramhan Island
- MD Bin Zayed City
- Al Bateen
- Al Manhal
- Al Kasir
- Al Ain

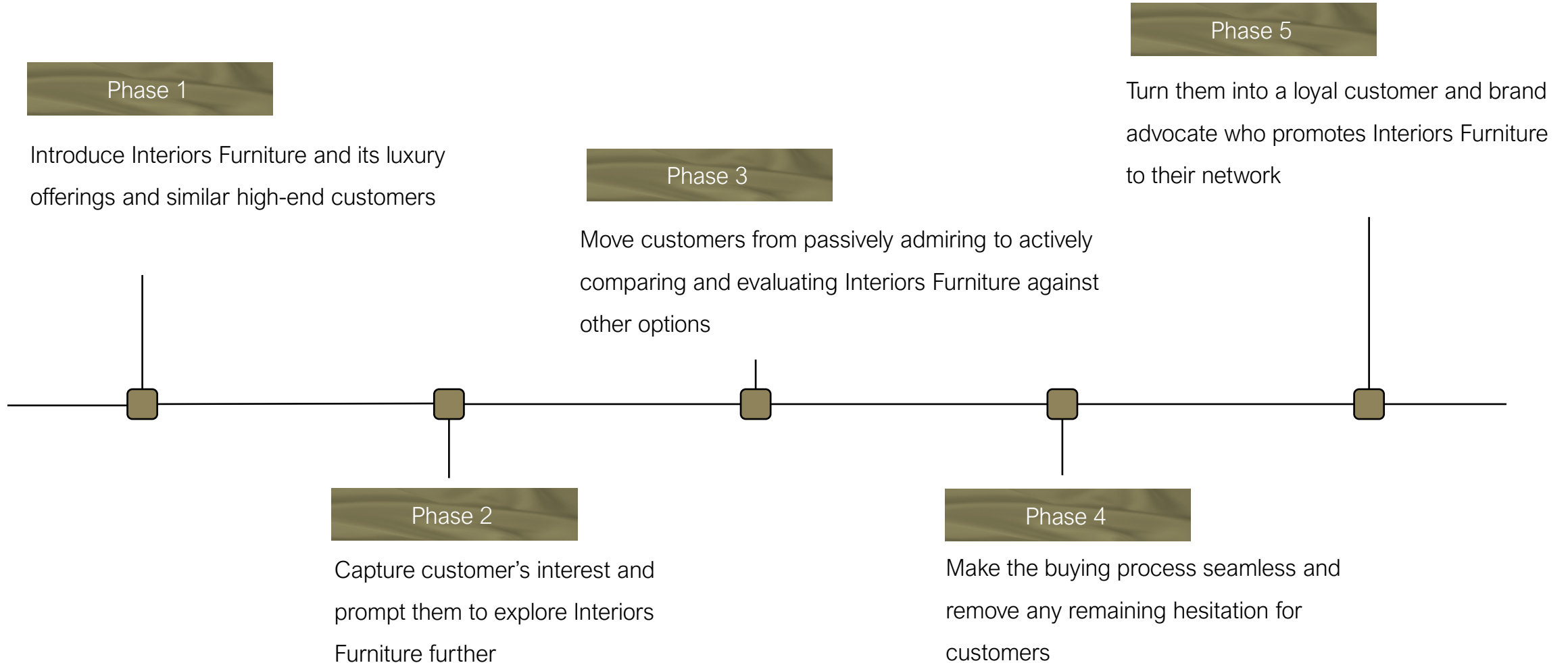
Sharjah

- Al Sharqan
- Al Dhaid
- Kalba City
- Nouf

Ras Al-Khaimah



Customer Acquisition



Strategy Mix – Affiliate Marketing

- Build affiliate partners
- Leverage Admitad's network to reach targeted audiences
- Increase online sales



Focus on conversions with competitive commissions (10-15%) on furniture and home decor sales

Strategic Approach

1. Identify top performers and adjust commission rate or promotional materials accordingly.
2. Test different creatives, channels, and partnership models.
3. Regularly analyze data and adapt strategy based on results.

Email Marketing – MoEngage

Birthday emails:

- Gather customer details through website pop-up
- Deliver personalized birthday discounts directly to their inbox

Personalized abandoned cart emails:

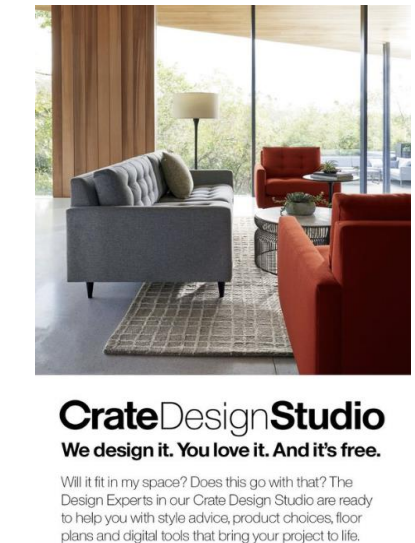
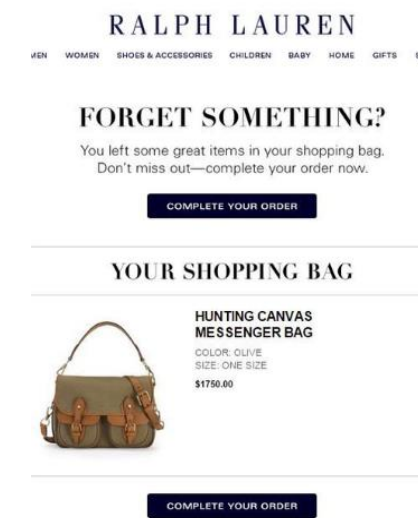
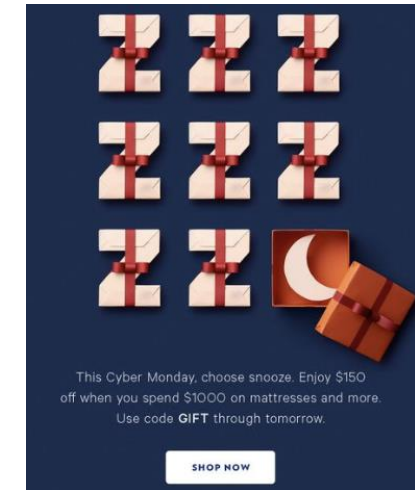
- Triggered reminders with exclusive offers for abandoned cart items

Early access VIP offers:

- Create a VIP segment for exclusive early access to campaigns
- Provide a link to the landing page or a unique discount code

We miss you emails:

- Utilize Moengage to target non-openers and inactive customers
- Craft tailored offers to re-engage customers who haven't shopped in 2-3 months



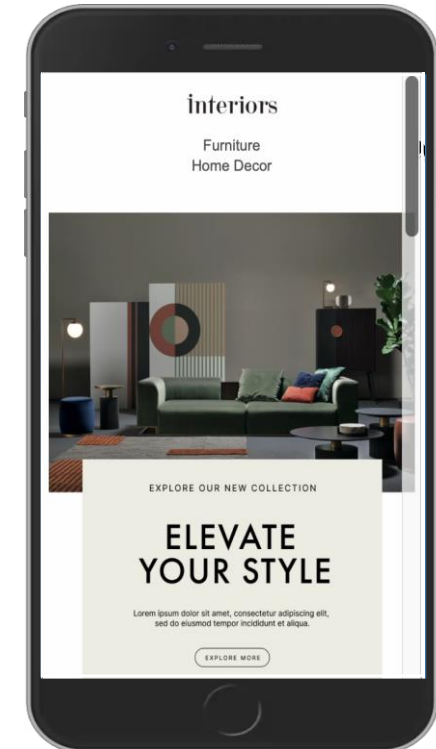
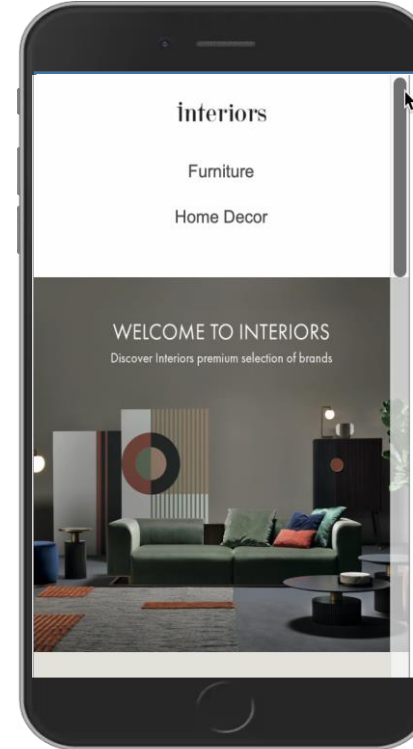
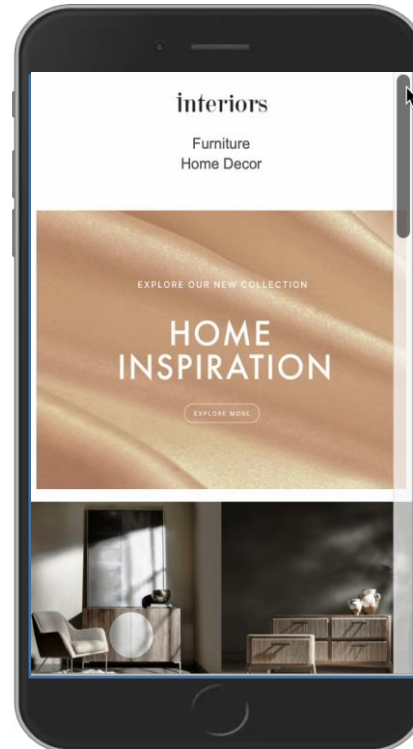
Email Templates

Completed templates:

- Abandoned cart
- Blogs
- Welcome email
- Shop the look
- Brand updates
- Bi-weekly newsletter

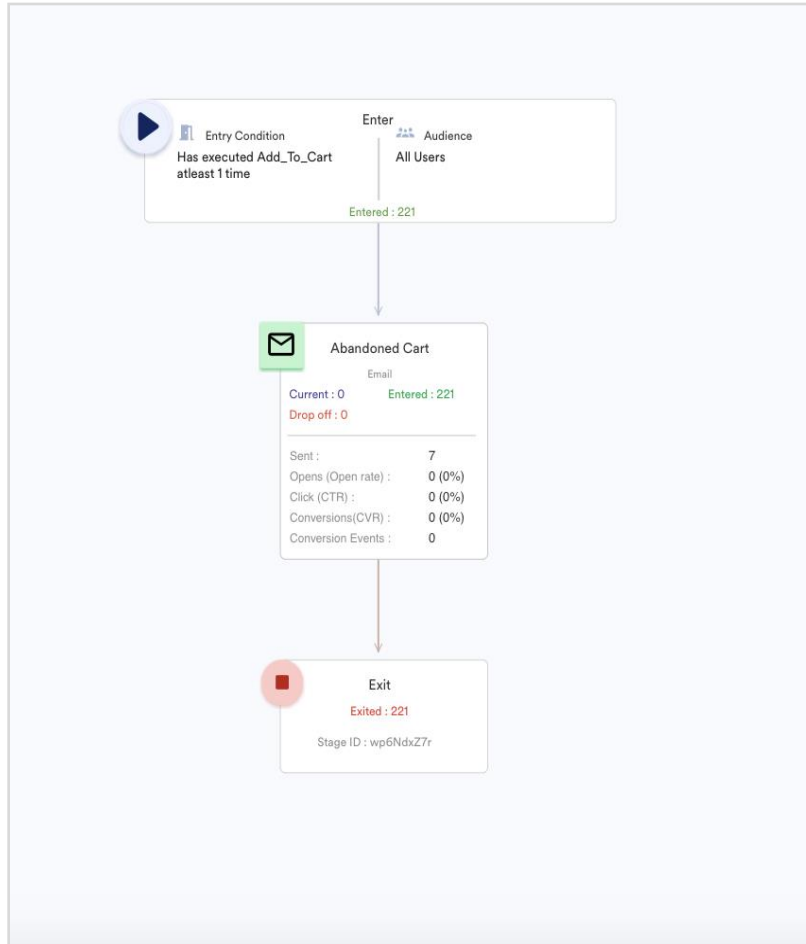
Pending templates:

- Early campaign access
- Rewards to selected customers
- Google review discount

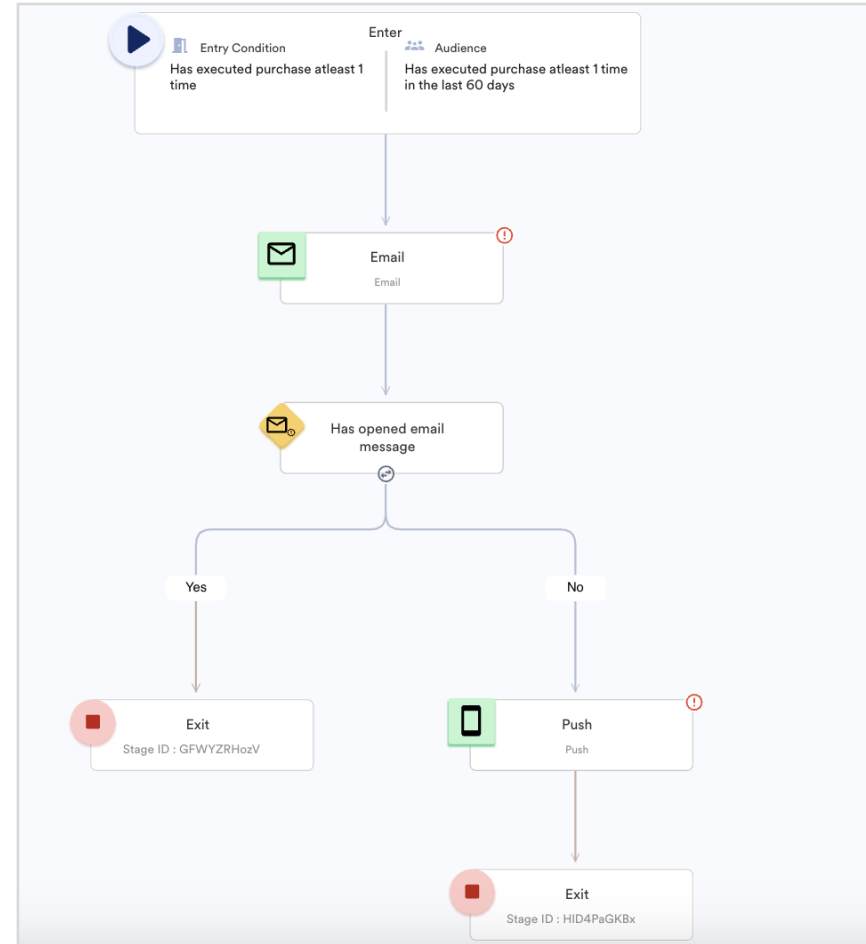


Onboard Customers – Email & Web Push

Abandoned Cart Flow

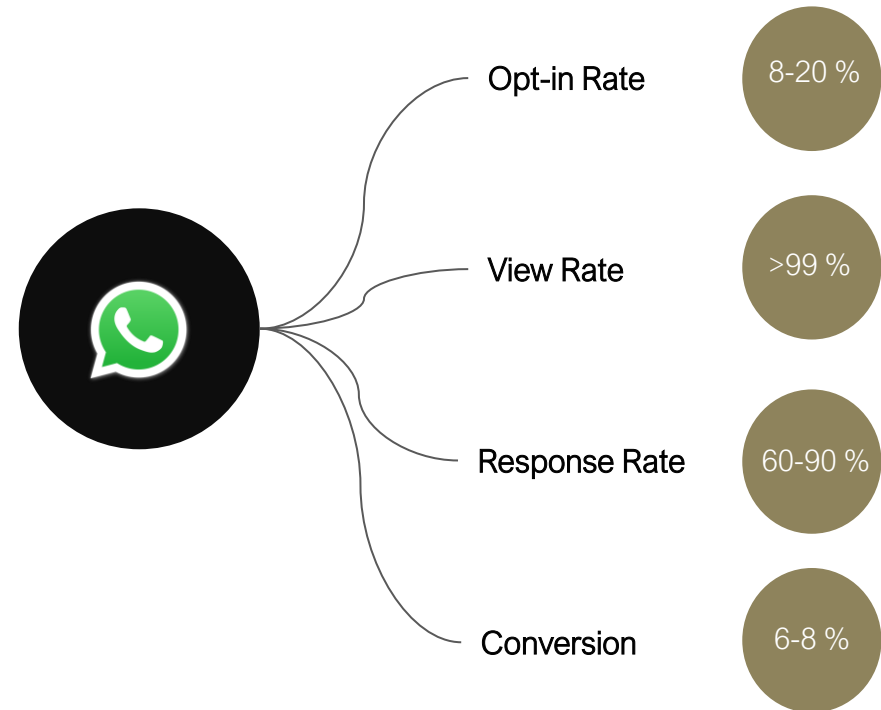
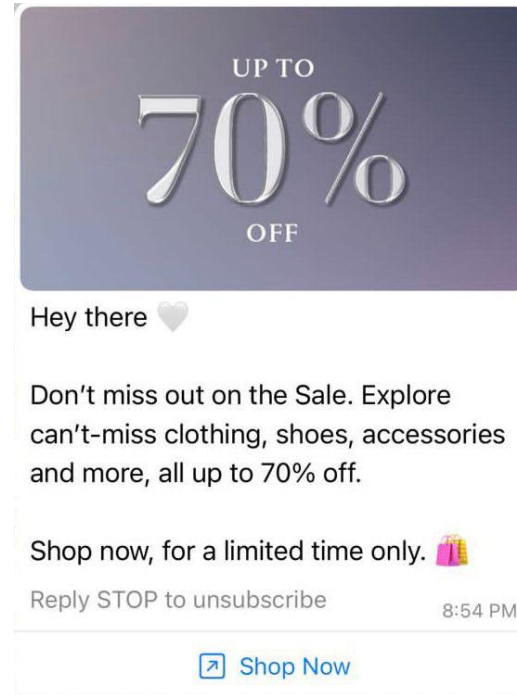


Upsell



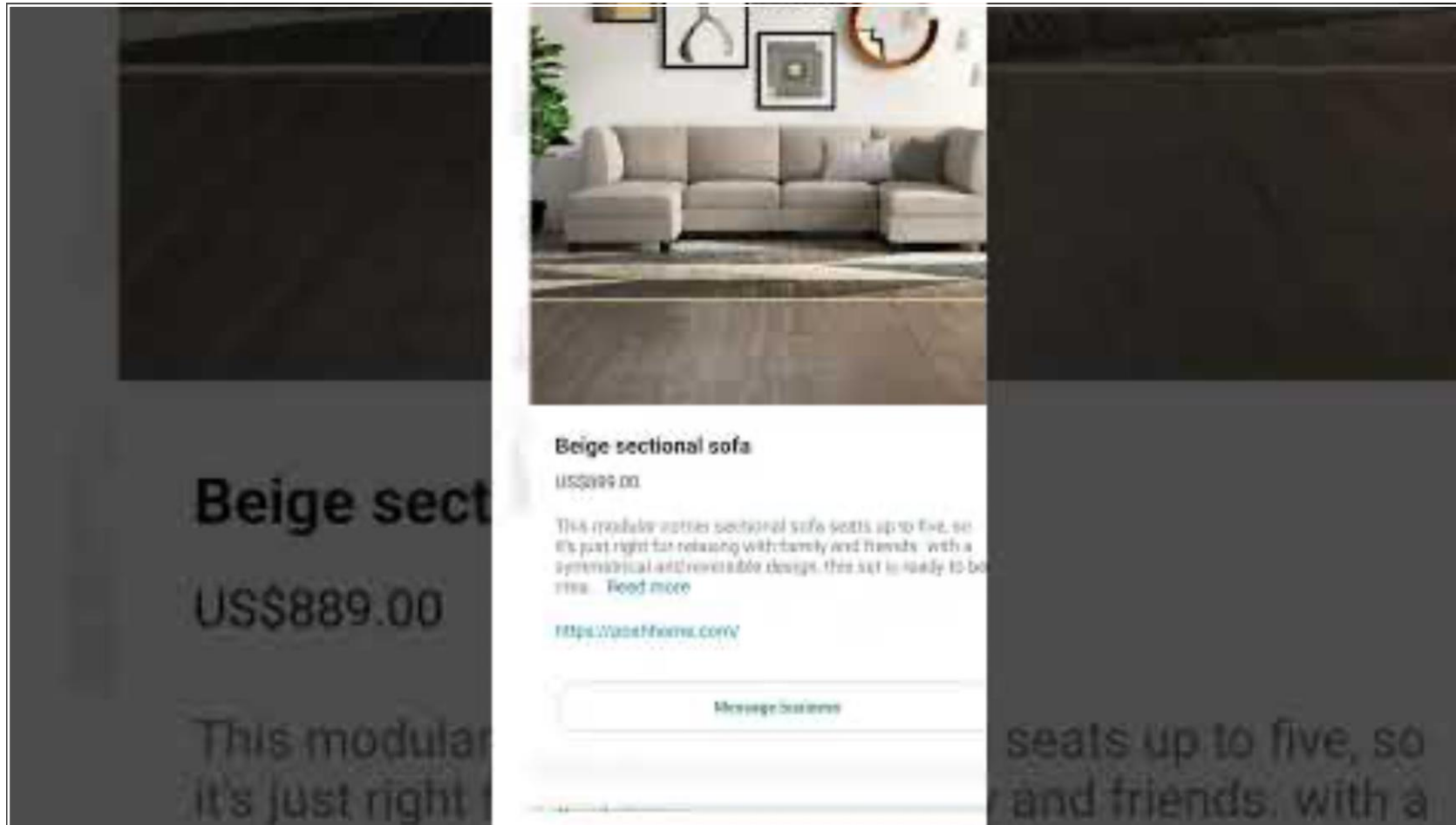
Digital Channels Mix – WhatsApp

- 3x sales
- Improved customer service
- Global reach
- Boost brand awareness



Digital Channels Mix – WhatsApp

Example: Home & Furniture | Completing a purchase on WhatsApp



Virtual Shopping Experience – AI

Avataar

Increase sales with immersive 3D & AR for furniture

- Customer Success Story:

“From browsing to buying 3D/AR technology leads to 5x increase in sales conversions for Zohi Interiors”

- Competing Entity – <https://www.marinahomeinteriors.com/en-uae/elias-lounge-chair-brown-wood-jan1025.html>



Plug & Play
for businesses of all sizes



Compatible
across business platforms



Consistent
uniform experience across devices



Lifelike & Life-size
highly photorealistic 3D models



360 degree activations
product discovery via spark, swirl & more

Increase Sales with Immersive 3D & AR for Furniture

Made with FSC-certified eucalyptus wood.



SEO Strategy

Monthly blog

Regular blog posts enhance SEO, providing fresh and relevant content.

Titles should be crafted based on keyword research

Other SEO strategies

Implementing on-page and off-page SEO strategies.

This includes optimizing meta tags, improving site speed, and obtaining quality backlinks

Publishing multimedia content on GMB

Publishing multimedia content on GMB, such as images and videos

This can increase your business's visibility in local search results

Products

Mapping alt text for product images through product titles

Attributes for products - e.g. 2/3 seater to be defined

Product descriptions optimizing English & Arabic

Embracing a Fresh Start

At Interiors Furniture, we believe that the homes we occupy should mirror our renewed aspirations. As a new chapter unfolds in your life, it's also an opportunity to reshape the space you want

[LEARN MORE](#)



New Website Launch

- Time duration: set for completion by the end of May
- Product photoshoot for isolated images with white background
- Product tagging for better shopping experience (searchability, filter results, etc.)
- Content development - adopt a tone of voice that resonates with sophistication, speaking directly to the refined tastes of our audience
- Esaad & Fazaa discount implementation on the website (Based on INT team feedback)
- Seasonal trends: highlighting the latest trends for the different seasons—exploring colors, patterns, and materials. Guide for gifting during occasions like Eid, Christmas etc.



LUXE GOLD / STYLE GUIDE

This rich tone is made all the more regal when paired with deep purple, dark grey, ochre brown and the warmth of natural woods. Mixing textures like brushed brass, faceted glass and the soft sheen of velvet adds an alluring touch. TIP: Start incorporating purple now. It will be a big colour trend in the coming seasons.

We live in colour. Join us by speaking to our Interior Designer, and let us create your tailor-made Luxe Gold look.

NEUTRAL HOME GORGEOUS FURNITURE PIECES



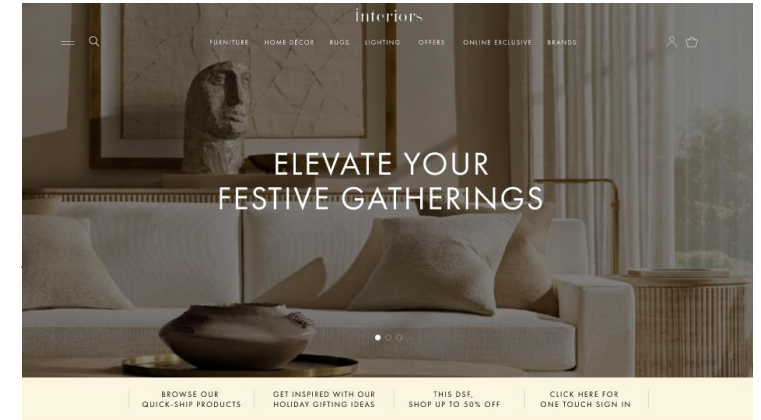
NOELIZDIAZ.COM



COASTAL BLUE / STYLE GUIDE

This rich tone is made all the more regal when paired with deep purple, dark grey, ochre brown and the warmth of natural woods. Mixing textures like brushed brass, faceted glass and the soft sheen of velvet adds an alluring touch. TIP: Start incorporating purple now. It will be a big colour trend in the coming seasons.

We live in colour. Join us by speaking to our Interior Designer, and let us create your tailor-made Coastal Blue look.



ELEVATE YOUR FESTIVE GATHERINGS

BROWSE OUR QUICK-SHIP PRODUCTS GET INSPIRED WITH OUR HOLIDAY GIFTING IDEAS THIS DSE, SHOP UP TO 50% OFF CLICK HERE FOR ONE TOUCH SIGN IN

SHOP OUR BEST SELLERS



White Horse Deco

AED 560 ~~AED 770~~

ADD TO CART



Armchair Bristol Green

AED 2,527 ~~AED 3,349~~

ADD TO CART



Marble Console

AED 8,560 ~~AED 13,282~~

ADD TO CART



Sideboard Grace Mango

AED 19,560 ~~AED 19,440~~

ADD TO CART

BROWSE BEST SELLERS



FREE DELIVERY & INSTALLATION



MONEY BACK GUARANTEE



EASY PAYMENT OPTIONS



COMPLIMENTARY INSTALLATION SERVICE



COMPLIMENTARY DESIGN SERVICES

NEW COLLECTION



Coffee Table - Walnut Veneer

AED 560 ~~AED 770~~

ADD TO CART



Side Table Wire Brass

AED 2,527 ~~AED 3,349~~

ADD TO CART



Coffee Table - Walnut Veneer

AED 8,560 ~~AED 13,282~~

ADD TO CART



Shape Dining Chair - Black

AED 10,560 ~~AED 19,440~~

ADD TO CART

SHOP NEW COLLECTION

Online Exclusivity

- Online-exclusive new collections

Introduce exclusive furniture collections that are only available for purchase online. This creates a sense of uniqueness and encourages customers to explore and buy from the online platform

- Online-only promotions

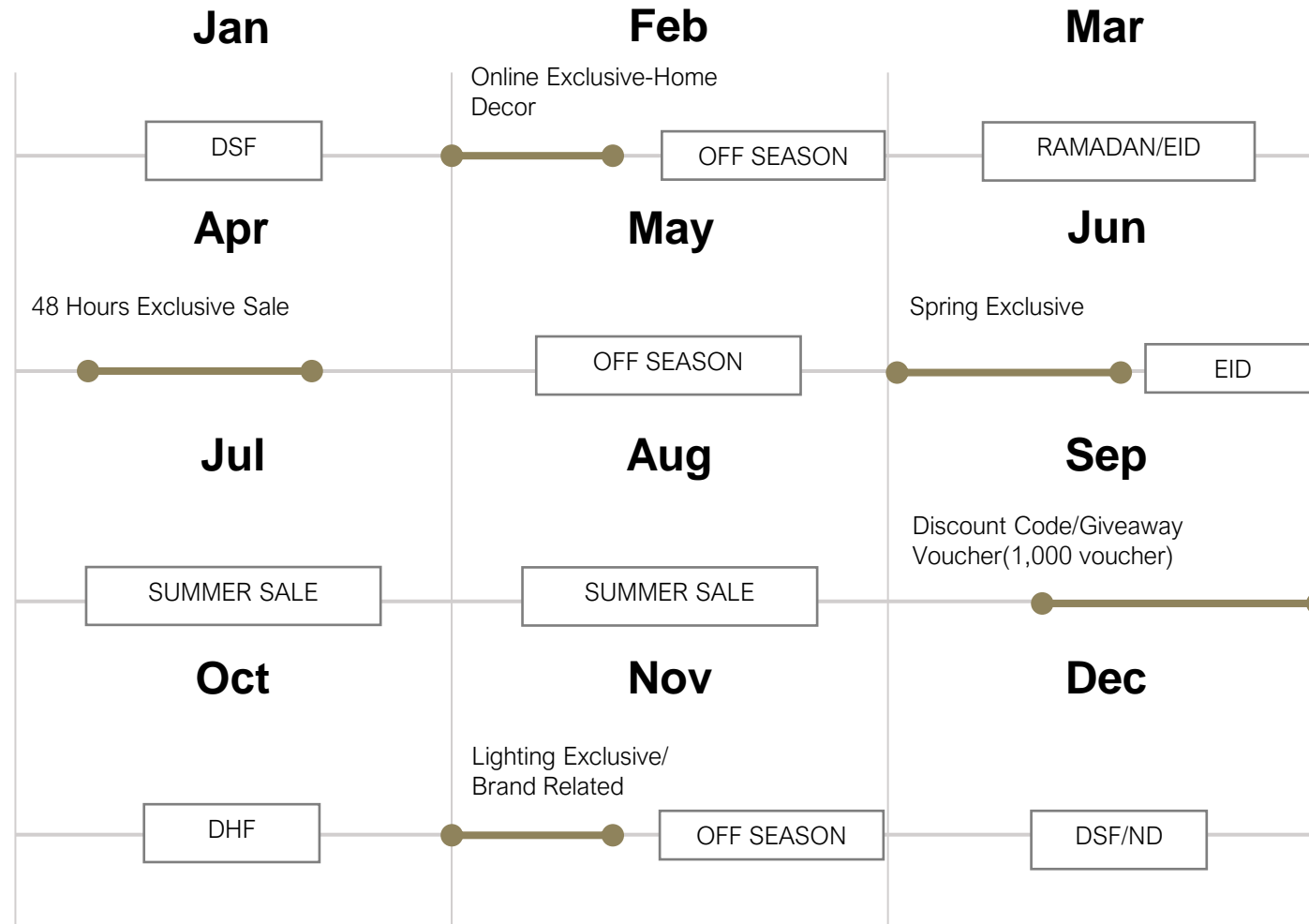
Create special promotions, discounts that are exclusively available for online customers

- Online-only brands

Introduce a curated selection of furniture brands that are exclusively available on your website



Online Exclusive Campaigns



Pricing & Product Listing Strategy

Pricing Strategy

1. To align or strategically position prices concerning competitors offering similar luxury furniture brands. Example: Bernhardt
2. Suggest rounding off prices for clarity, such as rounding the Foundations Panel King Bed from AED 5,198 to AED 5,200
3. Refrain from featuring 20% discount on the website when no campaigns are active to uphold brand consistency

Product Listing

- Each product has a detailed and informative description, including key features, benefits, and specifications
2. Ensure uniformity in product presentation with high-quality images



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