

CASE STUDY

UAE

LUXURY AND HYPE FASHION

Aura Select

\$53K+ IN REVENUE IN 2 MONTHS, FROM A BRAND-NEW STORE.

Aura Select is a UAE platform for premium streetwear, designer collaborations and limited drops. Their site had only just gone live: no pixel history, no audiences, no data. We ran Meta and Google side by side from the start.

4.76x

BLENDED ROAS

Meta and Google

6.04x

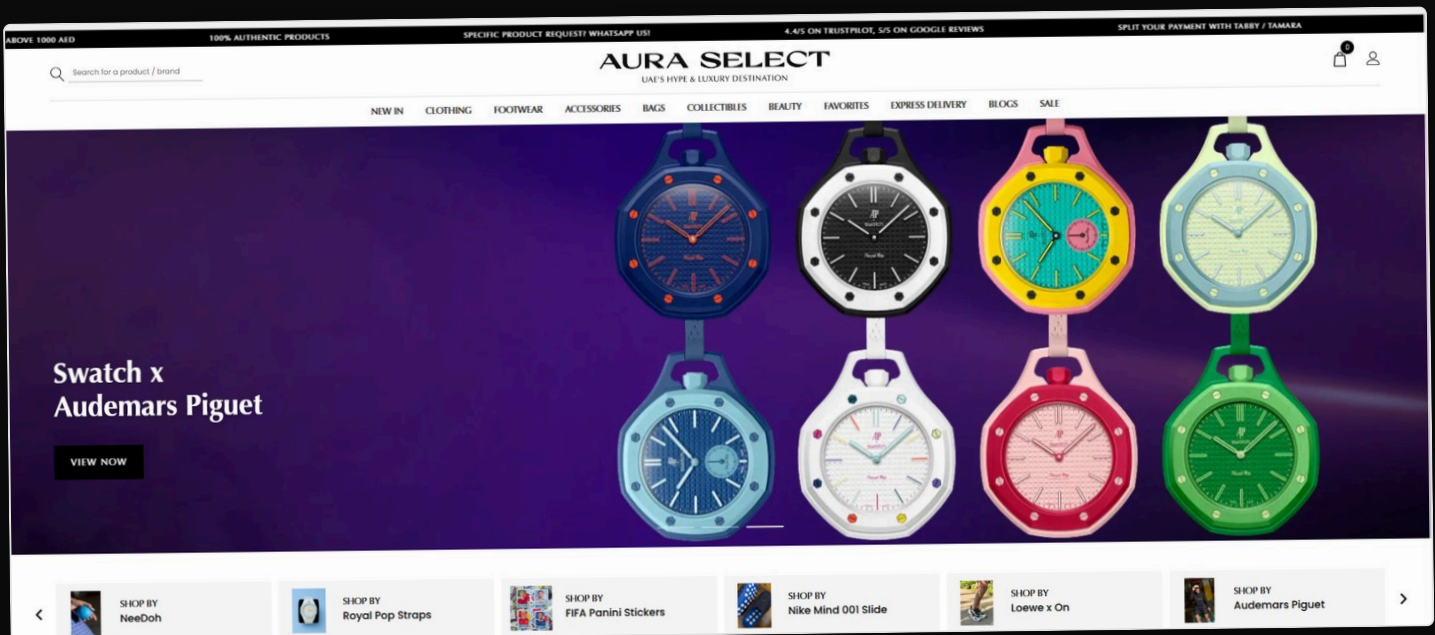
ROAS ON META

Drop-led campaigns

\$51

BLENDED CAC

AED 189 per new customer



The Aura Select store.

Revenue AED 195K+. Dollar figures are converted at the fixed rate of 3.6725 AED to \$1.

THE STARTING POINT

TWO KINDS OF SHOPPER. ZERO DATA.

Some people search for a specific drop and want it now. Others browse and need to be sold on a piece first. Both show up in the same account.

Drops move fast

Limited releases need quick, aggressive demand capture before stock or interest moves on.

Two channels, one budget

With Meta and Google running together, budget had to move quickly to whatever was converting.

Spend discipline

Low-volume, aspirational campaigns needed an honest read, not more spend on momentum.

Starting from zero

A site that had just gone live: no history, no audiences and no pixel data to learn from.

WHAT WE DID

BUILT FOR DROPS AND DISCOVERY.

01

A META CAMPAIGN FOR EVERY DROP

Each major release got its own campaign, so creative, copy and budget pacing matched the urgency of that drop instead of averaging out across unrelated products.

Top campaign: 10.45x ROAS, \$20K+ revenue (AED 76K+)

Lowest cost per purchase: about \$14 (AED 50)

02

SHOPPING FIRST ON GOOGLE

Their audience browses visually before searching by name, so Shopping led. The general Shopping campaign was the best performer on Google.

Top Google campaign: 8.98x ROAS

\$8.3K+ conversion value (AED 30.7K+)

03

FIXED THE FOUNDATIONS

Found and fixed the client-side rendering issue that stopped the sitemap from generating, opened the site to AI crawlers and answer engines, and added category content for AI discovery.

THE RECEIPTS

META AND GOOGLE, SIDE BY SIDE.

Results from the first two months, across both channels.

BLENDED ROAS 4.76x REVENUE \$53K+ AED 195K+ COST PER NEW CUSTOMER \$51 AED 189	META ROAS 6.04x REVENUE \$37K+ AED 138K+ COST PER NEW CUSTOMER \$32 AED 119	GOOGLE ROAS 2.58x REVENUE \$15K+ AED 57K+ COST PER NEW CUSTOMER \$123 AED 450
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METRIC	RESULT	WHERE
Blended ROAS	4.76x	Meta and Google combined
Total revenue	\$53K+ AED 195K+	Meta and Google, first 2 months
Top campaign ROAS	10.45x	Meta, preorder sales campaign
Lowest cost per purchase	~\$14 AED 50	Meta, the volume leader
Top Google ROAS	8.98x	Shopping, \$8.3K+ (AED 30.7K+) in conversion value
AI discoverability	Live	AI discovery files and category content

IN TWO MONTHS

FROM A BRAND-NEW STORE TO **\$53K+** IN REVENUE.

No pixel history and no audiences on day one. A 4.76x blended ROAS across Meta and Google by the end of month two.

WHAT MADE IT WORK

01

Structure follows the product.

Drops got dedicated campaigns. Everyday categories stayed always-on.

02

Budget follows results.

With Meta and Google running together, spend moved to whatever was converting.

03

Fix the plumbing early.

Sitemap, indexing and AI discovery work ran alongside the ads from the start.

YOUR ADS GET CLICKS. **NOT ORDERS?**

Book a free growth audit and we'll show you where your store is losing the sale.

Contact us →

or email team@gogrowth.co

WHAT IT IS

A live call with a senior strategist

WHEN

One call, booked in US hours

YOU LEAVE WITH

Your biggest leaks and what to fix first

PRICE

Free