

CASE STUDY

AUSTRALIA

TRAVEL LUGGAGE

**KOORA**

7x+ ROAS ON BLACK FRIDAY. THE PRODUCT PAGES CAME FIRST.

KOORA is an Australian luggage brand. Before asking for more ad spend, we rebuilt the product pages, added conversion features and SEO content, then launched Black Friday two weeks ahead of the rush.

7x+

ROAS

Black Friday campaign

2 weeks

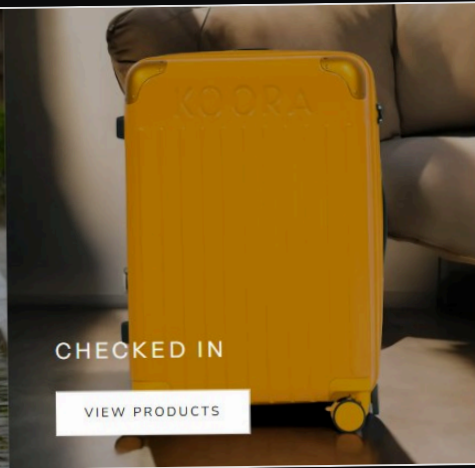
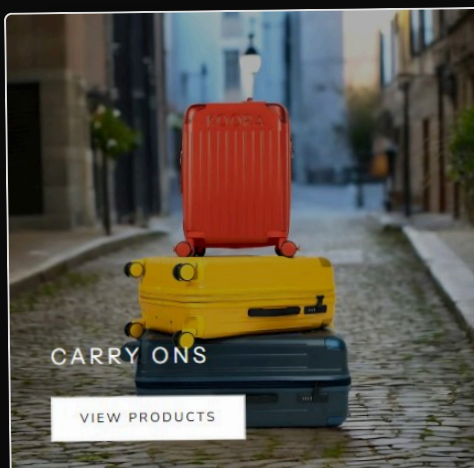
EARLY LAUNCH

Ahead of the Black Friday rush

A+

PRODUCT PAGES

Rich content on every key product



The KOORA store.

THE STARTING POINT

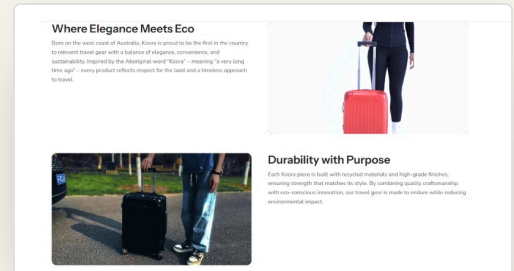
SHOPPERS WERE LEAVING ON THE PRODUCT PAGE.

Traffic was reaching the product pages and not converting. So we fixed the pages before scaling the ads.

01

REBUILT THE PRODUCT PAGES

A+ content on every key product: visual sections on materials, features and benefits, quality images and video, and keyword-rich copy written for people first.

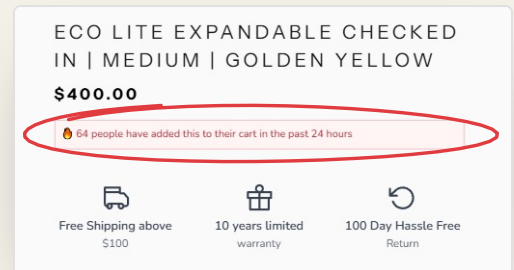


A+ content on a KOORA product page.

02

ADDED CONVERSION FEATURES

- A real-time urgency label: "XX people added this to their cart in the past 24 hours"
- Collapsible product descriptions, for cleaner pages on mobile
- A sticky Add to Cart button on mobile, so the main action is always in reach



live social proof

03

STRENGTHENED SEO

Keyword-rich, collapsible footer text on the homepage and every collection page: more indexable content, better internal links and clearer signals for Google, without changing the design.

— THEN THE CAMPAIGN

BLACK FRIDAY, TWO WEEKS EARLY.

04

ON-BRAND CREATIVE, LAUNCHED EARLY

High-quality AI-generated creative that matched KOORA's look, put the product first and showed the offer without feeling salesy. It went live two weeks before the Black Friday rush, while competition and CPMs were lower and there was time to scale.

7X+

ROAS ON THE BLACK FRIDAY CAMPAIGN

Driven by offer timing, the conversion fixes, the SEO groundwork and consistent creative, working together rather than as a one-off spike.

— HOW IT CONNECTED

ONE SYSTEM, NOT FOUR TACTICS.

GETTING THE RIGHT PEOPLE IN

- SEO brought in more qualified visitors
- Campaigns launched early, when competition and CPMs were lower
- AI creative stood out during peak noise

TURNING THEM INTO BUYERS

- A+ content and CRO features converted visitors better
- Strong offers and quality creative pushed performance higher
- The early launch made the most of the season

The result: KOORA is set up for long-term growth, not just seasonal spikes.



We were losing customers on the product pages, once that was fixed conversions just went up. Their festive campaigns also worked really well.

TEAM, KOORA

WHAT MADE IT WORK

01

Fix the page before buying traffic.

Better product pages made every ad dollar work harder.

02

Small CRO details add up.

Urgency, tidy descriptions and a sticky button each remove a reason to leave.

03

Launch before the crowd.

Going live two weeks early meant lower CPMs and more time to scale.

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