



Edfa3ly's Black Friday campaign on the Google Display Network boosts revenue by over 85% month over month

About Edfa3ly

- E-commerce Service
- Launched in 2010
- Headquarters in Cairo

Goals

- Build awareness, increase leads and drive Black Friday sales

Approach

- Launched remarketing campaigns across search and display
- Conducted one-day Black Friday burst campaign on Google Display Network

Results

- 60% increase in traffic
- Threefold growth in leads against average
- More than 50% increased transactions
- More than 85% increased revenue

"Focusing on new customer acquisition campaigns in the Google Display Network boosted our leads and registrations, which in turn lowered our customer acquisition cost and drove higher return on investment within two months of implementation. Another positive outcome was the growth in our remarketing list."
 – Mohamed Tantawy, Chief Marketing Officer, Edfa3ly

With a product range that covers fashion, electronics, home appliances, auto parts, software and more, Cairo-based Edfa3ly is an online shopping service that allows consumers to shop from any online store in the US, UK and UAE. The platform manages everything from purchase to shipping to delivery to the customer's doorstep.

Edfa3ly wanted to build awareness, increase leads and drive Black Friday sales. The team's first step in achieving these goals was to launch campaigns on the Google Display Network in September to start building remarketing lists. Edfa3ly then initiated remarketing campaigns across both search and display.

To coincide with Black Friday, the team created a one-day campaign on the Google Display Network to achieve massive reach and drive cost-efficient brand awareness. "This solution enabled us to gain great exposure across the Google Display Network for 24 hours, and therefore build a large audience," explains Mohamed Tantawy, Edfa3ly's Chief Marketing Officer.

Thanks to these measures, the brand's website traffic increased by 60% month over month and leads grew by more than threefold against the average. As a result of the one-day Black Friday campaign, transactions increased by more than 50% month over month, while revenue jumped by over 85% month over month.

As for the future, Edfa3ly plans to continue to run campaigns on the Google Display Network, to focus on sophisticated remarketing strategies and to build brand campaigns using TrueView on YouTube.

