



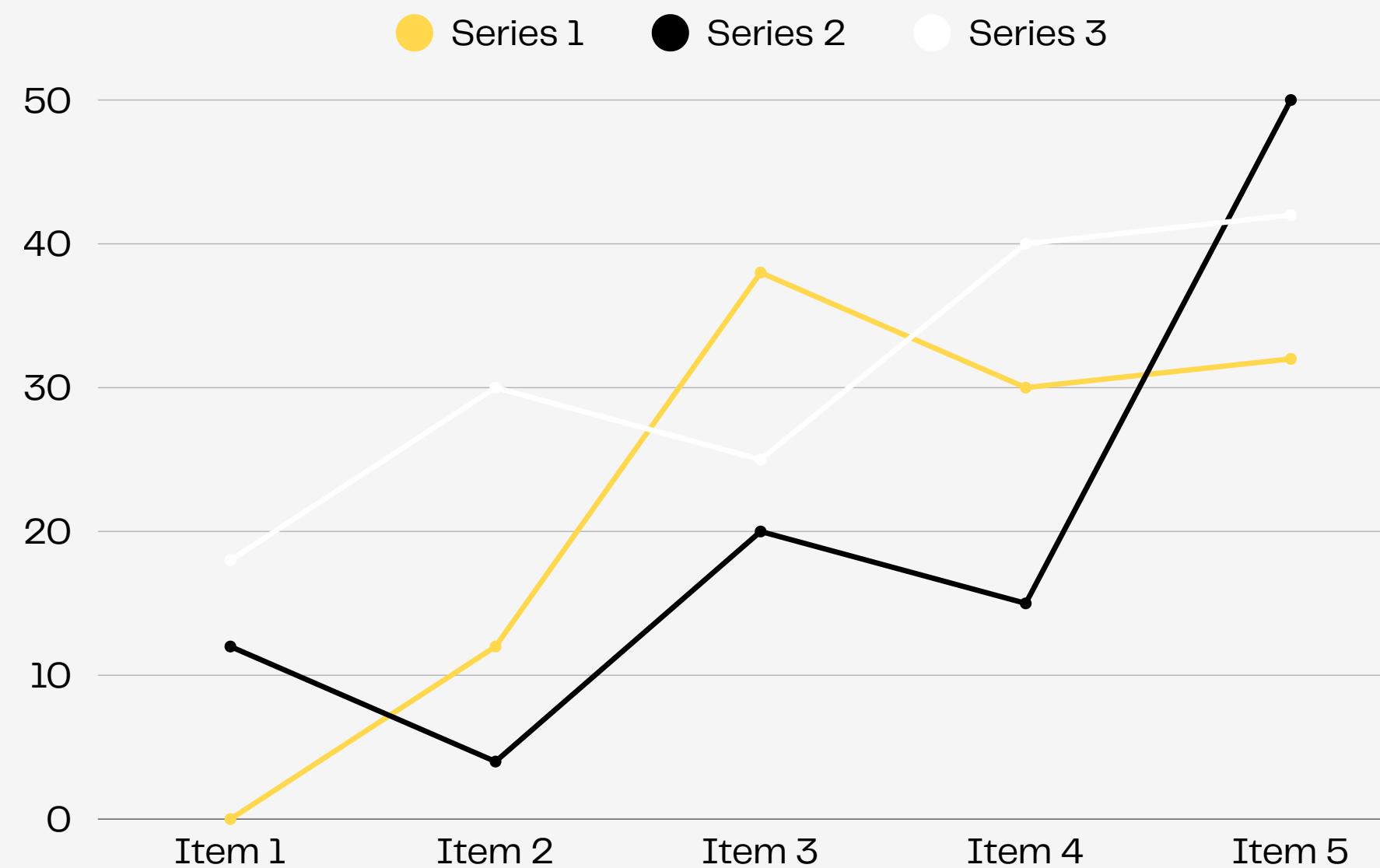
E-commerce Strategies

E-commerce Fashion Brand Playbook

Inside the Ad Strategy That Turns Browsers into Buyers

Presented by Dhubab Team

The Marketing Challenge



Navigating the complexities of today's fashion advertising landscape.

Brands face increasing **CPMs** and **short attention spans** that hinder conversion rates and profitability in a competitive market.

Our Mission

Build a profitable Meta Ads funnel that converts cold audiences into loyal customers while keeping CPA below \$20. Transform casual browsers into repeat buyers through strategic, data-driven campaigns.



The Meta Ads Opportunity

2.9B

Monthly Active
Users

Facebook's
massive reach
across
demographics

1.4B

Instagram
Users

Visual platform
perfect for fashion
brands

87%

Purchase
Influence

Users discover
products through
Meta platforms

Global Users

Over **3 billion users** connect on Meta platforms daily.

Influenced Shoppers

60% of fashion shoppers rely on social media for purchase decisions.

Video Ads

Video ads generate **70% more purchase intent** among viewers.



The Dhubab Strategy

Our Meta Funnel Blueprint Awareness

Awareness

Create brand awareness through targeted Meta Ads campaigns.

Eye-catching video ads showing the product in motion, paired with emotion-driven captions like "Made to move with you."

Visual storytelling that stops the scroll.

Engagement

Engage users with interactive content and personalized messaging.

Carousel ads featuring customer reviews, lifestyle shots, and "swipe to discover your fit" calls. Building trust through social proof and interactive content.

Conversion

Drive sales by optimizing the purchase process and ad placements.

Retargeting campaigns with limited-time offers and WhatsApp CTAs: "Your cart is still waiting for you".

Urgency that drives action.

Loyalty

Post-purchase thank-you messages and Instagram remarketing for new arrivals.

Turning customers into brand advocates.

Creative Strategies For E-commerce Success



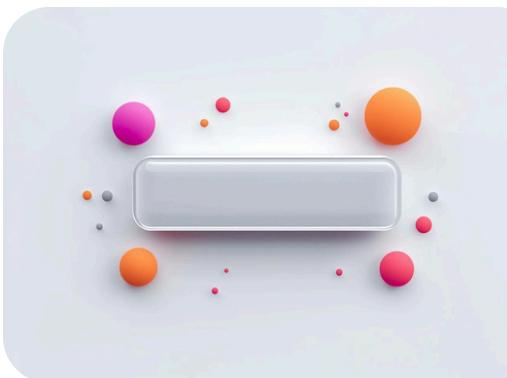
Emotion-Driven Ad

This ad captures attention through **emotionally engaging visuals**, emphasizing the connection between the product and consumer aspirations.



User-Generated Content

Highlighting real customers promotes **authenticity**, fostering trust and connection with the brand in the e-commerce space.



Clear CTAs

Effective CTAs direct users seamlessly towards conversion, enhancing **user experience** and driving engagement within campaigns.

Optimization Framework

A/B Testing

**Budget
Reallocation**

**Pixel
Refinement**

**Data
Insights**



Testing different ad creatives to identify top performers boosts engagement.

Adjusting budgets based on performance metrics maximizes ad spend efficiency.

Fine-tuning tracking pixels ensures accurate data collection and reporting.

Analyzing campaign data reveals actionable insights for continuous improvement.

Why This Strategy Works



Visual Storytelling

Fashion is inherently visual. We create thumb-stopping content that showcases your products in their best light.



Meta's AI Placement

Metas automated placement system ensures your ads appear where they'll perform best across Facebook and Instagram.



Human Psychology

We tap into emotional triggers and social proof to make fashion personal and irresistible.



need!

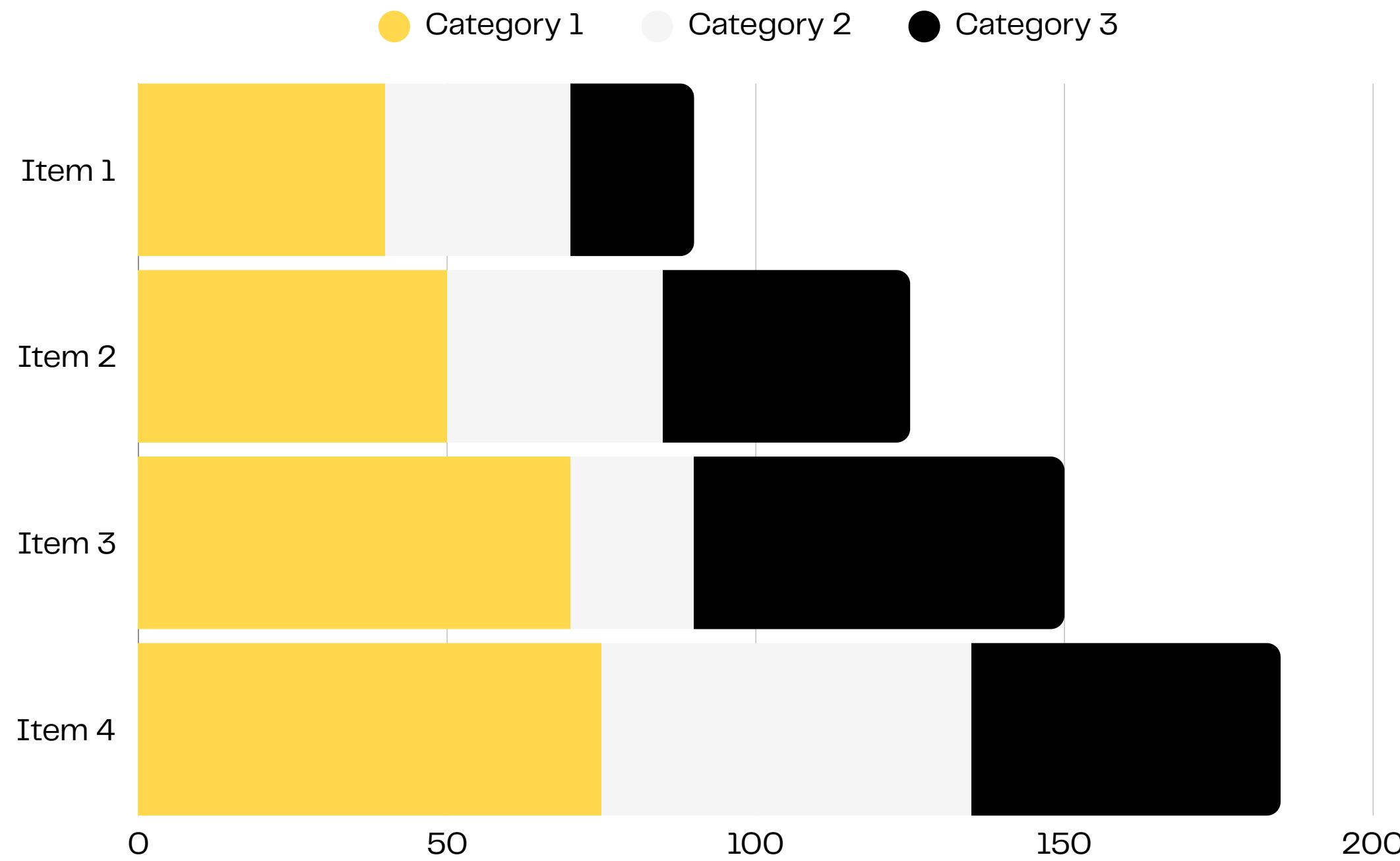


+3.2x ROAS

Average client growth



Expected Results



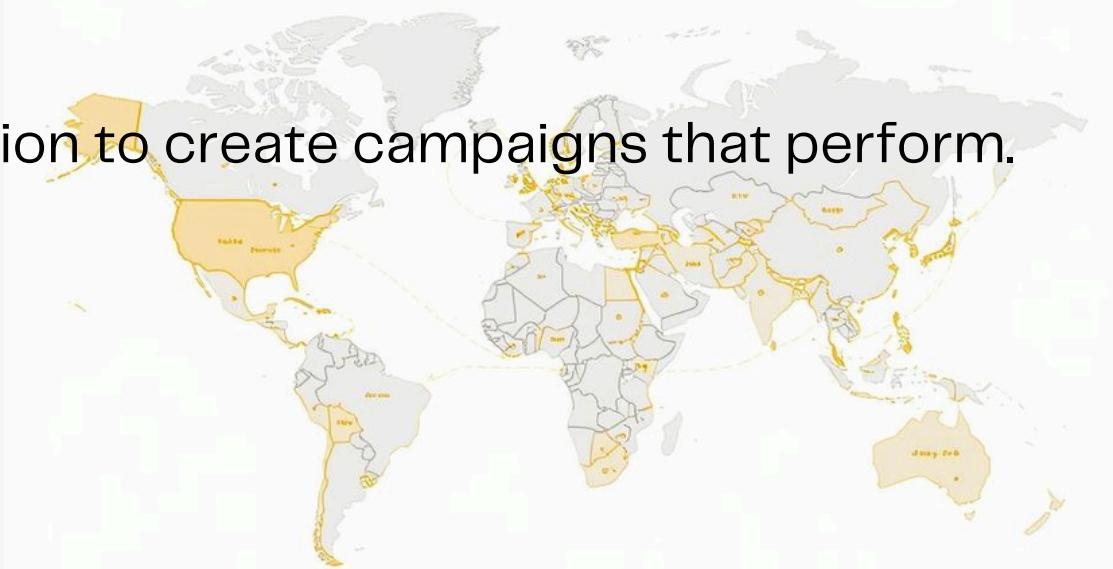
Key Performance Indicators for E-commerce Success: ROAS, CTR, CPA, and Repeat Buyers

The chart illustrates essential metrics for e-commerce fashion brands. Notably, **ROAS** ranges from 3.2x to 4.5x, indicating effective ad strategies.

The Dhubab Difference

Data-Driven Creativity

We blend artistic vision with analytical precision to create campaigns that perform.



Continuous Optimization

Daily monitoring and A/B testing ensure your campaigns improve over time.

Partnership Approach

Your success is our success. We're invested in your long-term growth.



Ad Creative That Converts

What Sets Us Apart

- **Dynamic product showcases** highlighting texture, fit, and movement
- **User-generated content** that builds authentic trust
- **Seasonal storytelling** aligned with fashion trends
- **Mobile-first design** optimized for Instagram Stories and Reels

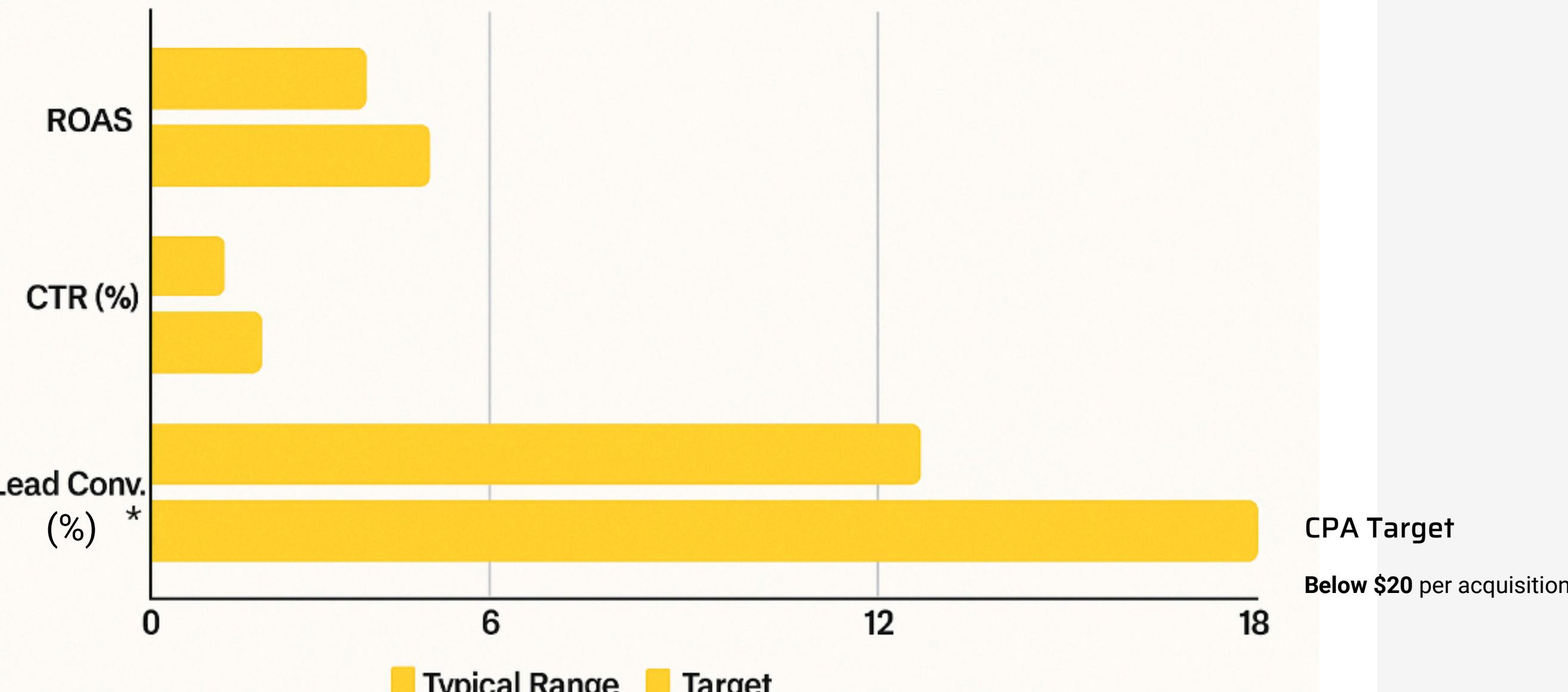
Every creative is tested, refined, and optimized for maximum ROAS.



DD Dhubab

Results You Can Expect

These are industry bench marks achieved by leading fashion brands on Meta 4 and the standards Dhubab aims to exceed in every campaign.

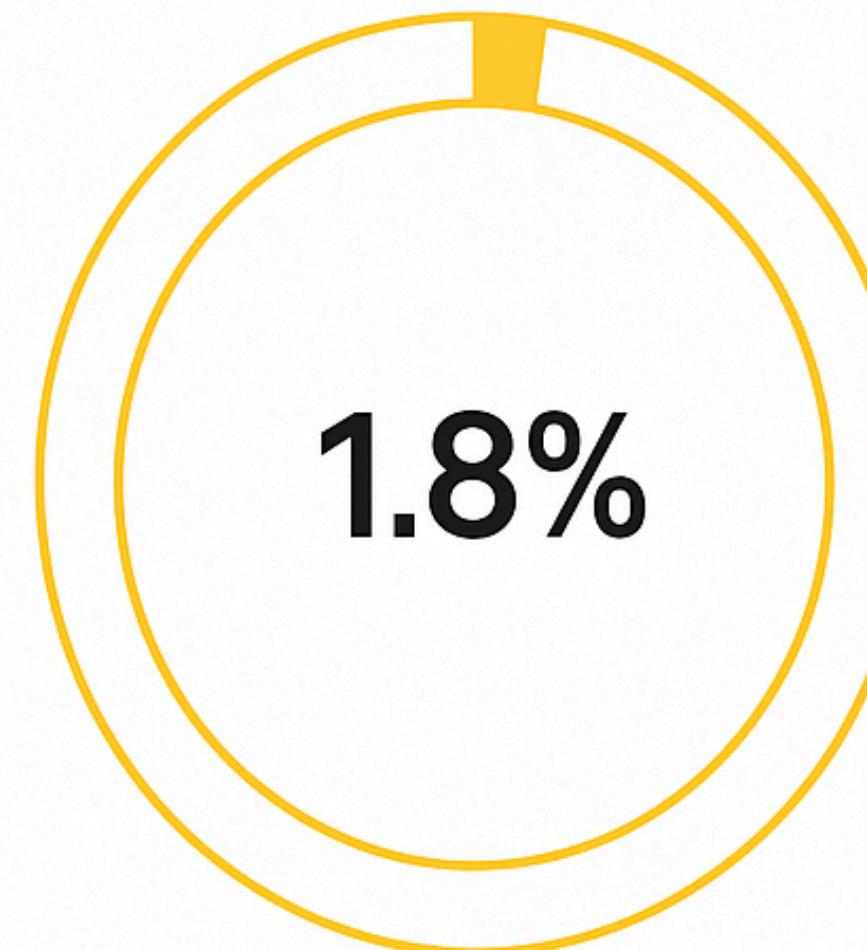


Campaign Performance Breakdown



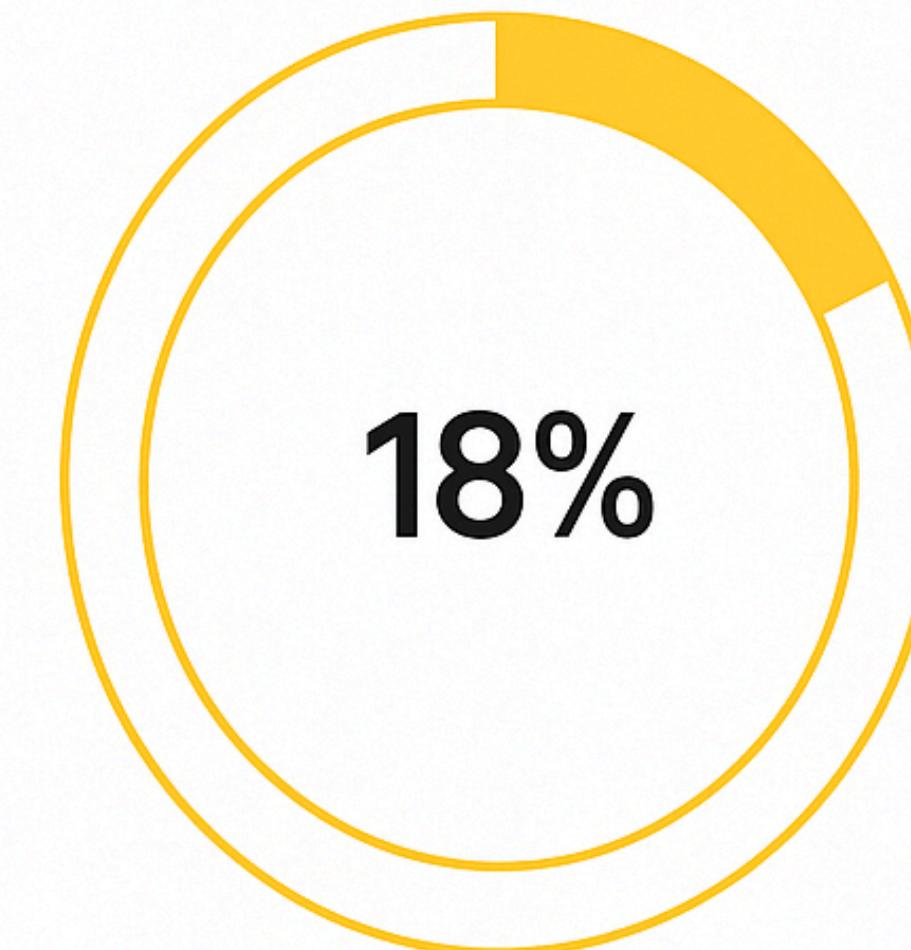
Average ROAS

Return on ad spend across fashion



Click-Through Rate

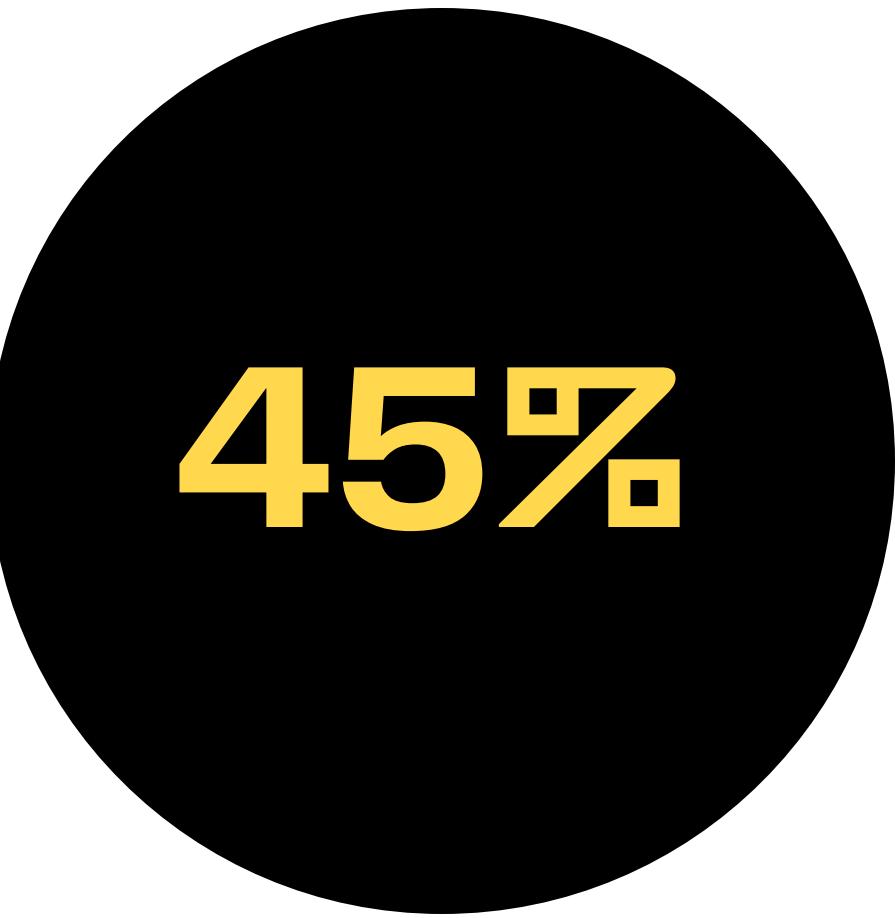
Above industry average engagement



Lead Conversion

From click to qualified customer





Sales Growth

This represents an increase in total sales achieved.

Cost Per Acquisition

This indicates a significant reduction in advertising costs.

Want the Dhubab Strategy Applied to Your Brand?

Let's build your next Meta Ads funnel together. Book your free 30-minute Strategy Call to map your path to scalable growth.

[Book Strategy Call ->](#)

Or scan the QR code to book on WhatsApp

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