

HITTING THE BULLSEYE OF
YOUR BUSINESS GOALS!



Arrowhead

Communications

COMPANY PROFILE



DIRECT HITS. NO MISSES. PURE GROWTH.

www.arrowheadcommunication.com

ABOUT US

Consider us your mission control. We navigate the complexities of the marketing universe using innovative strategies and stellar creativity, allowing your brand to transcend boundaries and lead like the warrior in the war.



OUR WINS

We revolutionize businesses by driving measurable growth through our creative solutions, innovative strategies, and precise performance focus. Our projects have been recognized as industry benchmarks, earning us numerous prestigious awards.

Our steadfast dedication to excellence and delivering tangible results is at the heart of everything we do.



DIGITAL OFFICIALLY PARTNERED WITH

Our strategic partnerships with top-tier platforms – Google Ads, Meta Ads, X (formerly Twitter), TikTok, Bing, LinkedIn, and Snapchat – ensure highly optimized pay-per-click campaigns that maximize ROI. With certified expertise and strong industry affiliations, we drive targeted traffic, higher conversions, and measurable business growth.



TOOLS WE USE FOR SEO

To help achieve the best SERP ranks, we employ a variety of SEO tools and applications. With the use of cutting-edge equipment, we can expedite and improve Search Engine Optimisation procedures to produce better and faster outcomes.



INDUSTRY VERTICALS

Clothing

We elevate clothing brands by crafting trend-driven strategies, inspiring customer engagement, and delivering impactful results that drive style, loyalty, and growth.

Health Care

We elevate health brands by crafting data-driven strategies, inspiring patient engagement, and delivering impactful results that drive wellness, trust, and sustainable growth.

Automotive

Our agency accelerates growth for automotive brands by navigating the digital roadmap, fueling engagement with precision targeting, and driving conversions with high-performance campaigns.

F&B

Our agency cultivates success for food and beverage brands by blending creative campaigns, serving targeted audiences, and delivering a recipe for sustained growth.

Ecommerce

Our agency drives growth for ecommerce brands by optimising the full digital journey, from awareness and acquisition to conversion, retention, and measurable revenue performance.

FMCG

Our agency helps FMCG brands win consumer attention and market share through data-driven campaigns, retail-focused activation, and performance-led strategies that influence purchase behaviour. We are now also partners with Alshaya, Majid Al Futtaim and Landmark to drive Retail Media Network (RMN) campaigns.



LAUNCHING LIMITS WITH OUR WORLD-CLASS CLIENTS

ahead UAE



Knix UAE
SOLAR

J.
Junaid Jamshed



MTJ
TARIQ JAMIL

CandyLand

KIA

HowSteep
GORGE
EXPERIENCE THE THRILL OF NATURE


Abbott Holiday

YES **Sentiments**
express

bluebird
care®

adamjee
insurance

 **HYUNDAI**

ABSOLUTE
Warehouse

Napolina

ONLY

LANYARDS

CORNICOS
A TRADITION OF EXCELLENCE

biz
GROUP

 **PHARMAVITE**®

 **DANONE**
ONE PLANET. ONE HEALTH

LRQA

140+ PRESTIGIOUS
CLIENTS



CORE SERVICE PILLARS

Eight integrated capabilities designed to drive measurable growth — from strategy to execution, creative to data science. Each pillar works independently or as part of a unified performance engine tailored to your brand.



01

Paid Media Management



SERVICE PILLAR 1

Paid Media Management

Performance-first planning, activation, and optimization across every channel.

What It Is

We design and manage full-funnel paid media programs that turn budgets into measurable growth — from prospecting to retargeting to conversion. Our approach blends channel strategy, audience insight, and rapid experimentation to scale what works. We leverage your first-party data to drive maximum performance across all channels and the entire funnel.

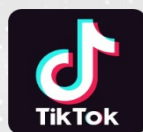
What We Deliver

- Full-funnel media strategy & channel planning
- Campaign setup across Search, Social, Video & Programmatic
- Audience segmentation, bidding & budget optimization
- Creative testing roadmap & iteration loops
- Landing page & conversion alignment
- Weekly insights, reporting & growth recommendations

Lower CPA / Higher ROAS

Faster Learning → Smarter Scaling

Clear, Decision-Ready Reporting



AI Tool Used



02

Creative, Design & Generative AI



SERVICE PILLAR 5

Creative, Design & Generative AI

High-quality content production, powered by modern design and AI-enabled velocity.

What It Is

Creative is the lever that most directly changes performance. We craft concepts, design systems, and production workflows — enhanced with generative AI — to produce more variations, faster, without compromising brand quality. From static to motion, from hooks to full campaigns, we build what wins.

What We Deliver

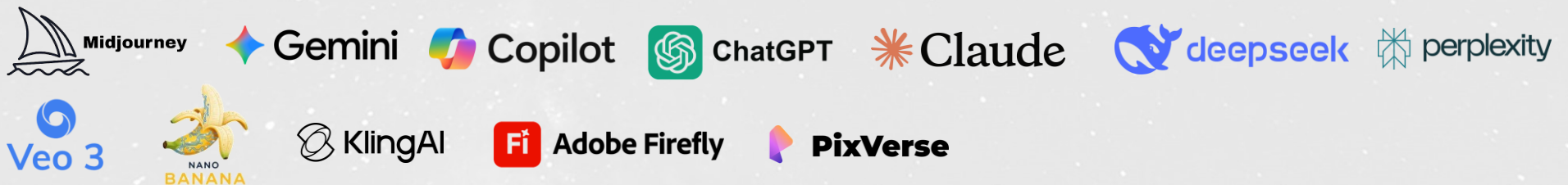
- Campaign concepts & visual direction
- Static + motion design for paid & social
- Performance creative: hooks, formats, variants
- Generative AI workflows for rapid versioning
- Brand kits, templates & content systems
- Creative testing insights & iteration sprints

More High-Performing
Creatives

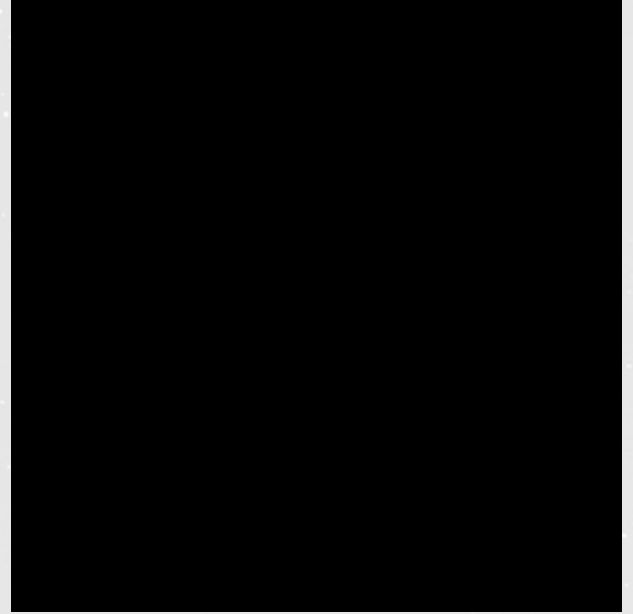
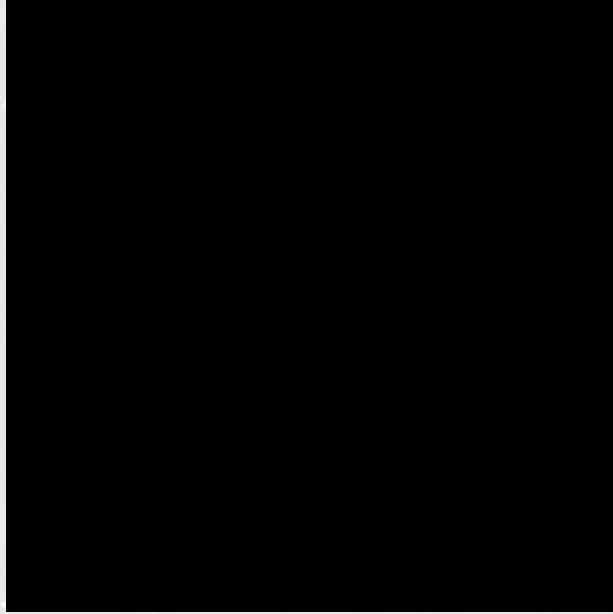
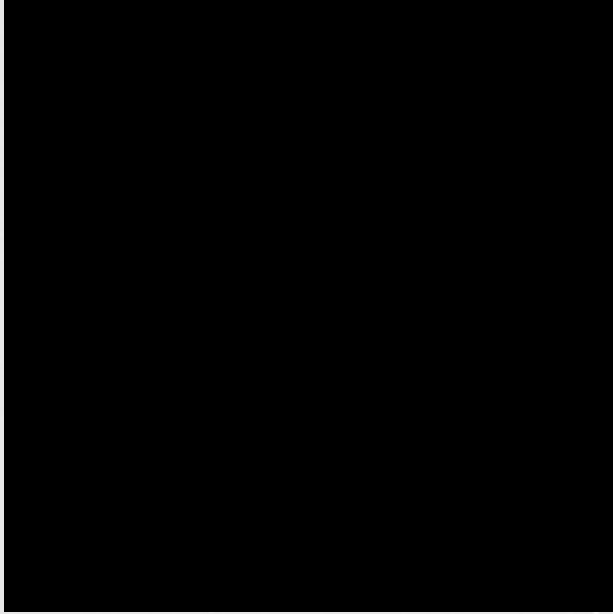
Faster Turnaround &
Iteration

Improved CTR &
Conversion

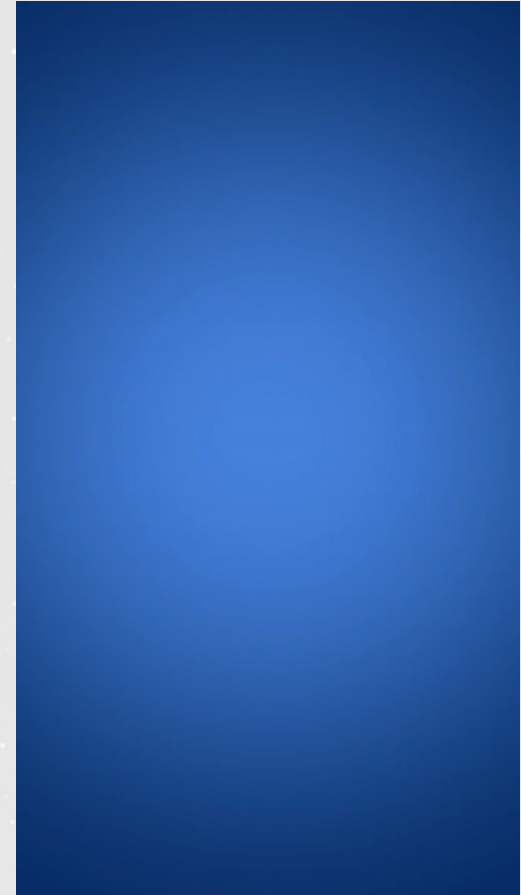
AI Tools Used



Lifestyle Interviews – KIA Motors (PAK)



Animation & Information Design – Adamjee Insurance (PAK)



Production Capabilities J. - Junaid Jamsheed (PAK)



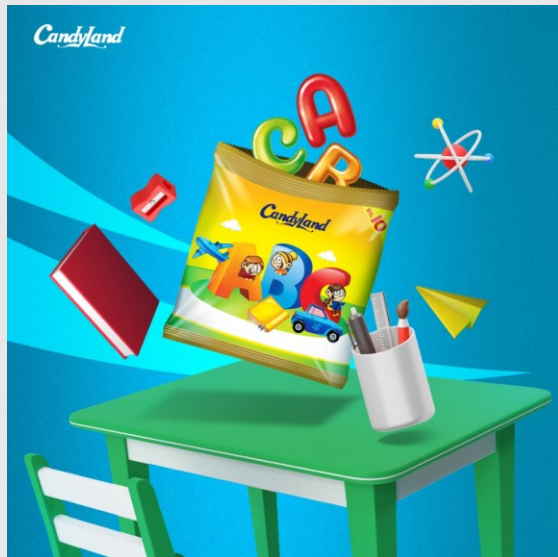
Event Production – TCS (PAK)



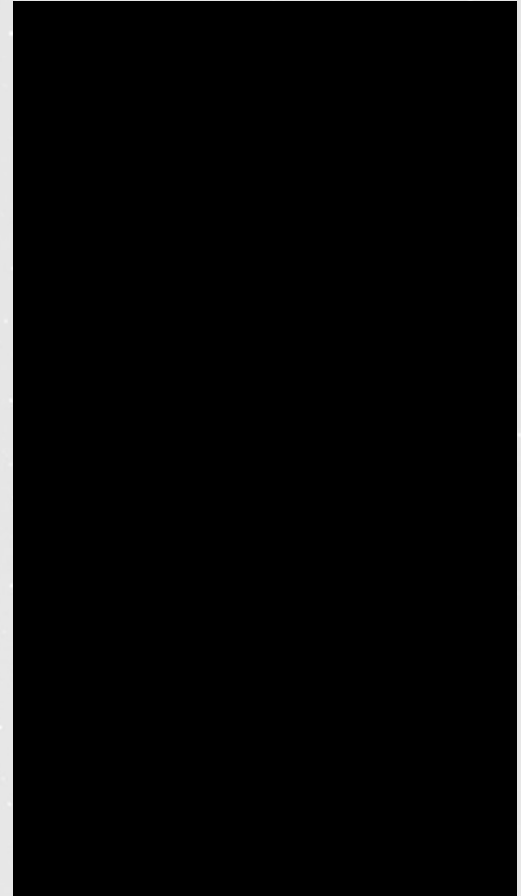
Generative AI Capabilities – Knox (UAE)



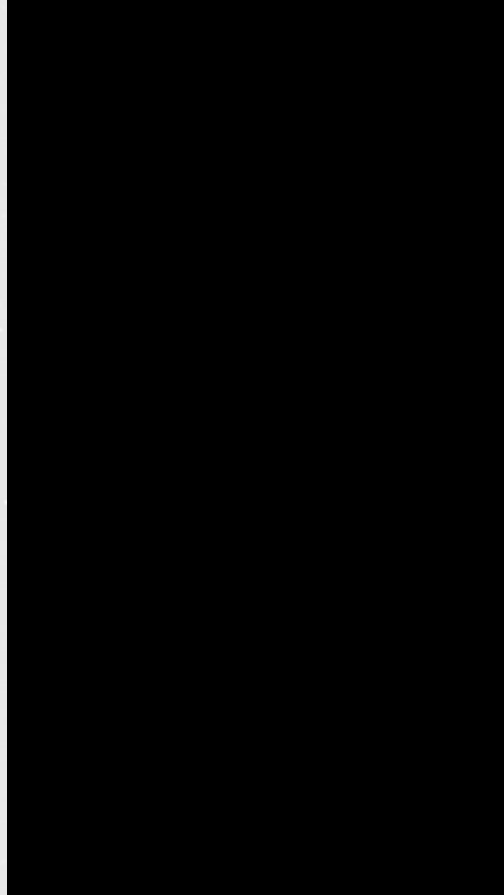
Generative AI Capabilities – Candy Land (PAK)



Generative AI Capabilities



Generative AI Capabilities



Generative AI Capabilities



03

Social Media Management



SERVICE PILLAR 3

Social Media Management

A consistent social presence that builds relevance, community, and brand momentum.

What It Is

We manage your social channels end-to-end — combining strategy, content planning, publishing, and community management to keep your brand active, culturally relevant, and aligned to business goals. Every post, reply, and campaign is designed to strengthen your voice and drive real engagement.

What We Deliver

- Channel strategy & positioning by platform
- Monthly content calendars & publishing cadence
- Copywriting, creative coordination & QA
- Community management & response guidelines
- Campaign support & rapid trend response
- Performance reporting with actionable insights

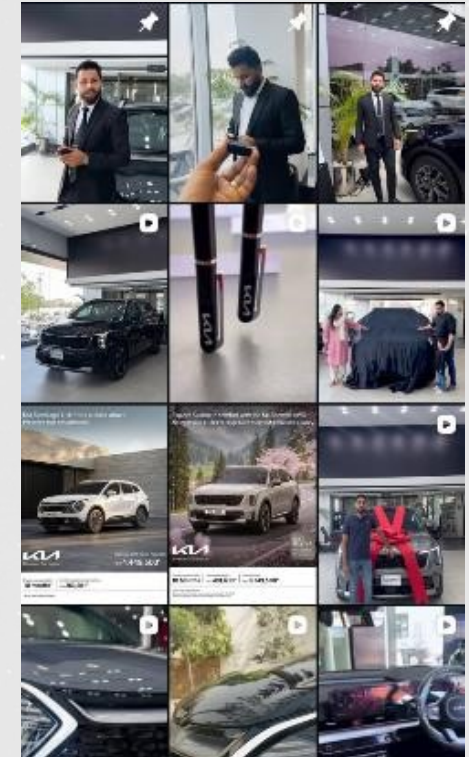
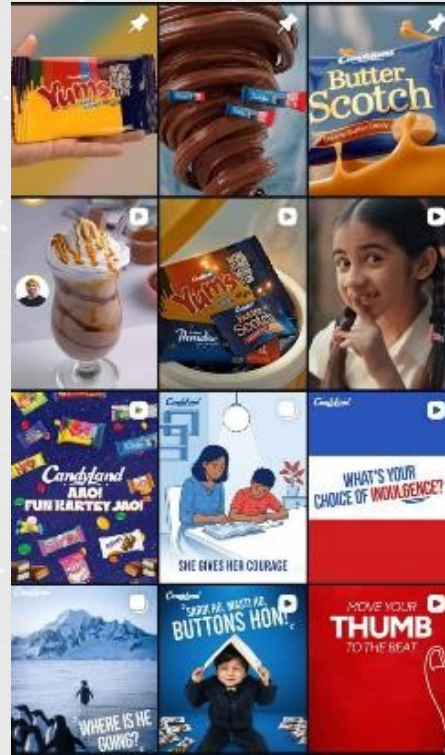
Stronger Brand Consistency

Higher Engagement & Community Growth

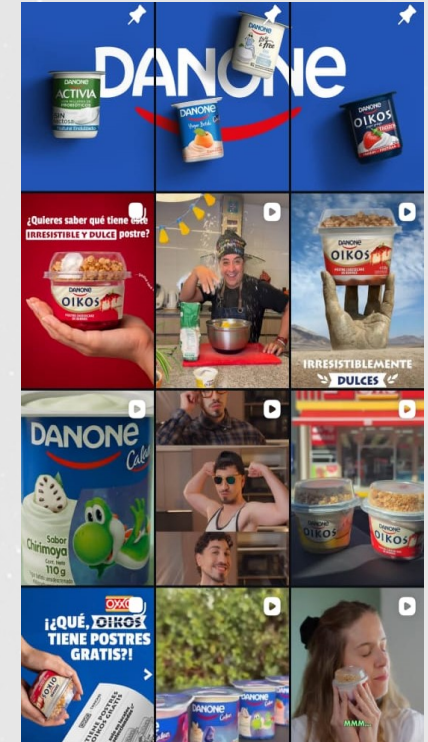
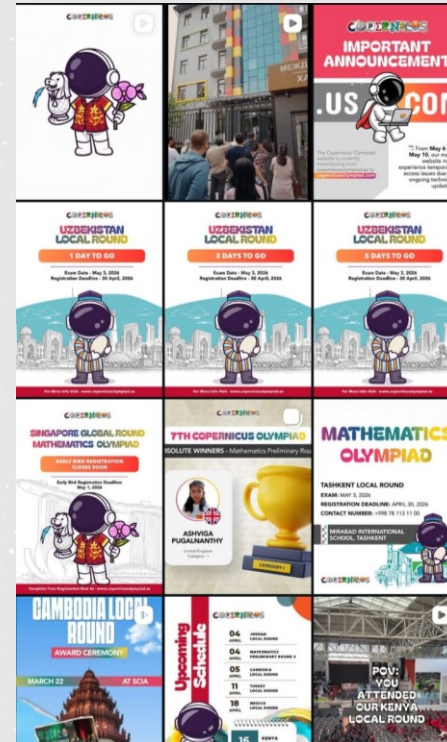
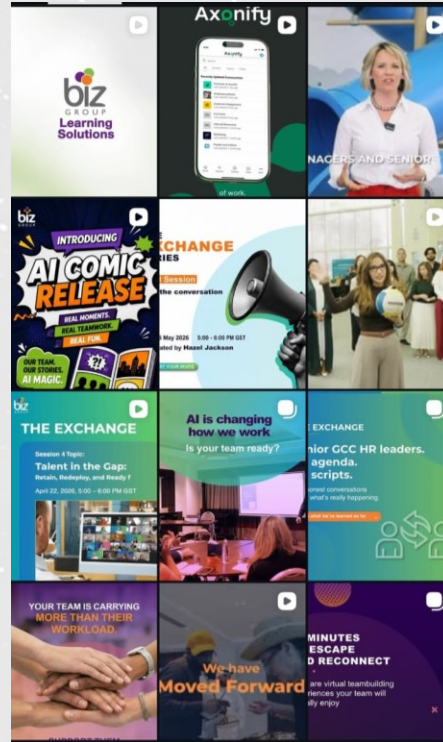
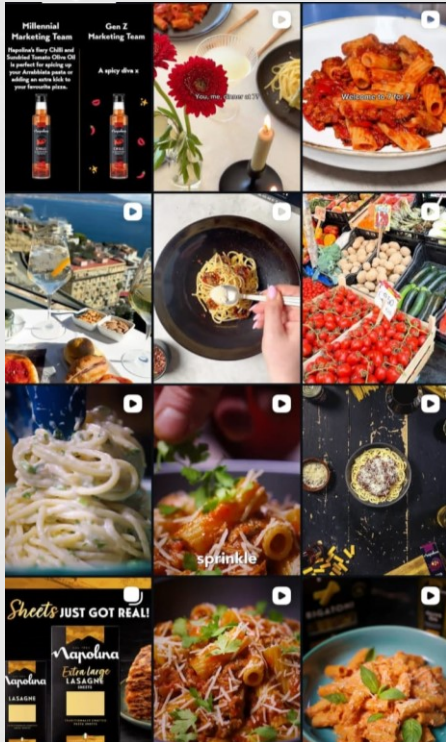
Better Top-of-Funnel Demand



Some of our Work



Some of our Work



04

Branding & Design



SERVICE PILLAR 4

Branding & Design

End-to-end brand transformation — from discovery through to a cohesive, market-ready identity.

Discovery & Assessment

Comprehensive brand audit and industry benchmarking tailored to the restaurant sector, identifying existing brand gaps and opportunities.

Strategic Redefinition

Define and refresh core brand values, brand story, and narrative to align client positioning within the competitive landscape.

Identity Transformation

Develop typography, brand colors, and a visual identity system — reimagining elements that bridge legacy and heritage with contemporary appeal.

In-Store Experience

Design menus, in-store collateral, and define the overall look and feel to deliver a consistent brand experience.

Refinement & Delivery

Finalize a cohesive brand playbook including narrative, color palette, typography, logo usage, and graphic elements in PDF format.

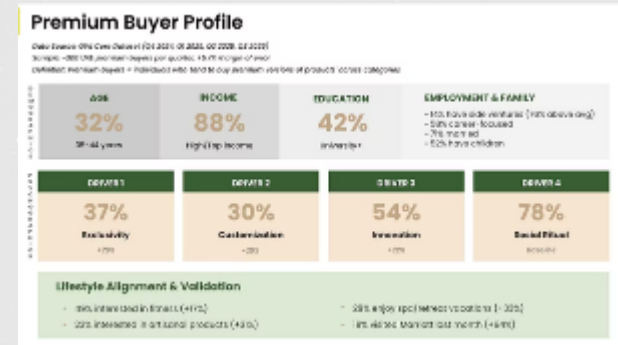
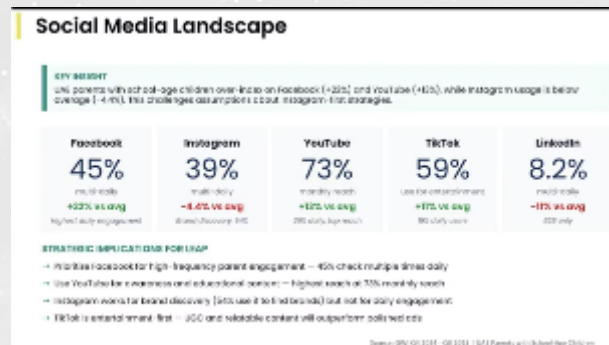
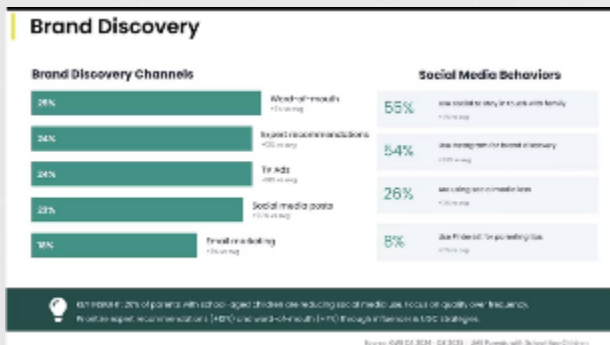
Branding & Design

Discovery & Assessment

GWJ Audience Insights & Consumer Behavior — We begin every branding engagement with deep research.

Using GWJ audience data, market intelligence, and sector-specific benchmarking, we uncover the gaps and opportunities that will shape the entire brand strategy.

- Market and consumer insights powered by GWJ
- Brand audit and industry benchmarking tailored to the restaurant sector
- Identifying existing brand gaps and growth opportunities



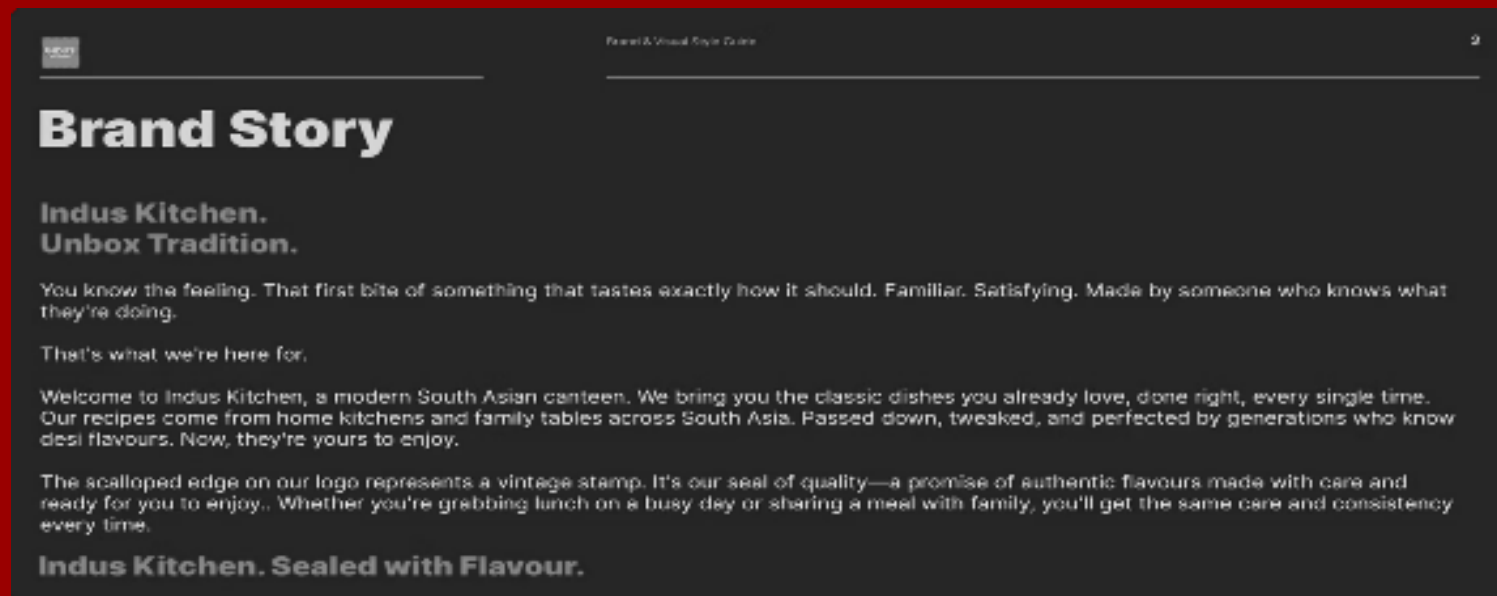
Branding & Design

Strategic Direction

With insights in hand, we define and refresh your core brand values, brand story, and narrative.

The goal is to align your positioning within the competitive restaurant landscape — creating a strategic foundation that every visual and verbal decision can build upon.

- Define and refresh core brand values, brand story, and narrative
- Align client positioning within the competitive landscape
- Establish messaging pillars that resonate with target audiences



The image shows a screenshot of a brand story page for Indus Kitchen. The page has a dark background with white text. At the top left is the Indus Kitchen logo, and at the top right is the page number '2'. The main heading is 'Brand Story'. Below it, the text reads: 'Indus Kitchen. Unbox Tradition.' followed by a paragraph: 'You know the feeling. That first bite of something that tastes exactly how it should. Familiar. Satisfying. Made by someone who knows what they're doing.' Another paragraph follows: 'That's what we're here for.' A third paragraph: 'Welcome to Indus Kitchen, a modern South Asian canteen. We bring you the classic dishes you already love, done right, every single time. Our recipes come from home kitchens and family tables across South Asia. Passed down, tweaked, and perfected by generations who know desi flavours. Now, they're yours to enjoy.' A final paragraph: 'The scalloped edge on our logo represents a vintage stamp. It's our seal of quality—a promise of authentic flavours made with care and ready for you to enjoy. Whether you're grabbing lunch on a busy day or sharing a meal with family, you'll get the same care and consistency every time.' At the bottom, the text reads: 'Indus Kitchen. Sealed with Flavour.'



Branding & Design

Identity Transformation

This is where strategy becomes visible. We develop a comprehensive visual identity system — typography, brand colors, graphic elements, and design language reimagining every element to create a cohesive look that bridges legacy and heritage with wider, contemporary appeal. The result is a brand that feels both familiar and forward-looking.

- Develop typography, brand colors, and a complete visual identity system
- Reimagine brand elements for cohesive, modern expression
- Bridge legacy and heritage with contemporary appeal



Branding & Design

In-Store Experience

A brand lives beyond the screen. We design menus, in-store collateral, and define the overall look and feel of the store environment – ensuring every touchpoint delivers a consistent, immersive brand experience that reinforces your positioning and delights your customers from the moment they walk in.

- Design menus and in-store collateral aligned to the new identity
- Define the overall look and feel of the store environment
- Deliver a consistent brand experience across all physical touchpoints

Branding & Design

In-Store Collateral

From trifold brochures to A4 format, our in-store collateral designs translate brand identity into tangible, customer-facing materials. Every piece is crafted to reinforce brand consistency while serving a clear functional purpose — whether it's informing, guiding, or inspiring action.



Effect Doctors London — Spa Treatment Trifold Brochure & A4 Brochure

Branding & Design

Event Collateral

When your brand shows up at events, every detail matters. We design PR collateral and event materials that command attention, reinforce brand positioning, and create memorable experiences — from annual partner meetings to product launches and industry showcases.



Caparol — MEA Annual Partners Meeting PR Collateral

Branding & Design

Packaging Design: Mockups

Packaging is often the first physical interaction a customer has with your brand.

We develop packaging concepts and high-fidelity mockups that bring your identity to life on shelf — balancing aesthetic impact with practical production considerations to ensure your product stands out.

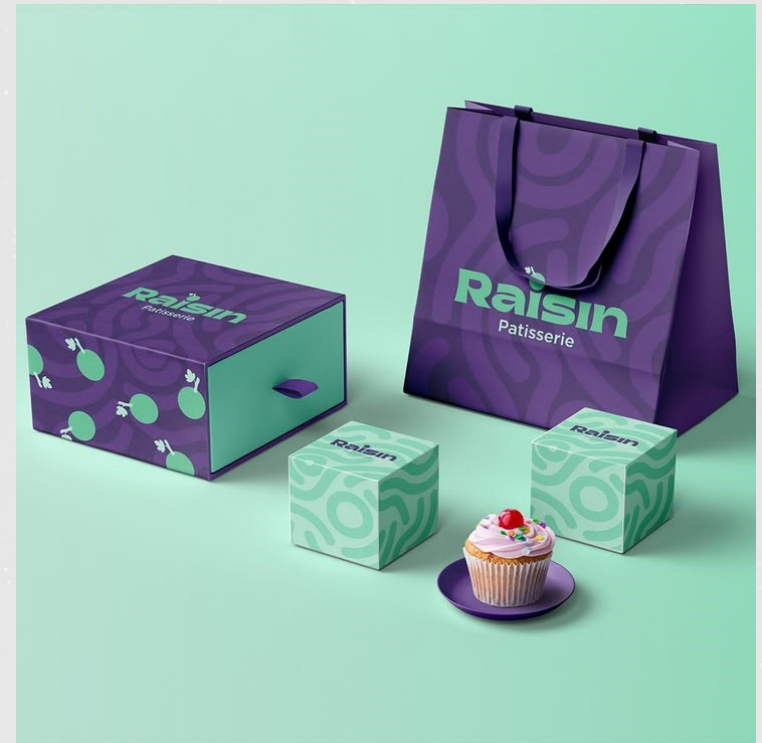


Indus Kitchen — Food Packaging

Branding & Design

Packaging Design: Finished Artwork

From concept to production-ready files, we deliver finished artwork that meets the highest print and manufacturing standards. Our finished packaging designs translate brand vision into tangible products — ensuring consistency, quality, and shelf appeal at every turn.



Sol Himalayan, Raisin & Mary Cakes— Co-Branded Boxes

Branding & Design

Refinement & Delivery

The final phase brings everything together into a cohesive, ready-to-use brand playbook. This comprehensive document captures the full brand system – narrative, color palette, typography, logo usage, graphic elements, and packaging design mockups – ensuring consistency across every touchpoint going forward.



Brand Playbook

Complete brand narrative, visual language, and usage guidelines compiled into one definitive reference.



Visual System

Color palette, typography hierarchy, logo usage rules, and graphic element library.



PDF Delivery

Final brand guidelines delivered in polished PDF format, ready for internal teams and external partners.



05

SEO/AEO



SERVICE PILLAR 2

Search Engine Optimization (SEO) / Answer Engine Optimization (AEO)

Capture high-intent demand with a stronger technical foundation and content strategy.

What It Is

SEO builds sustainable visibility by aligning your website with how people search – improving technical health, relevance, and authority so you rank for the queries that matter and convert qualified users over time. AEO focuses on providing direct, concise answers optimized for AI-powered search engines like ChatGPT, Google AI Overviews, and voice assistants – ensuring your brand appears where the future of search is heading.



What We Deliver

- Technical audits & prioritized fix roadmap
- Keyword + search-intent mapping
- On-page optimization & internal linking
- Content strategy, briefs & production support
- Local SEO & listings hygiene
- Ongoing monitoring, reporting & insights
- Drive organic results on key LLMs such as ChatGPT and Gemini

More Qualified Organic Traffic

Higher Rankings for Intent-Led Terms

Sustainable Leads & Sales Growth

06

Consumer Strategy &
Market Intelligence



SERVICE PILLAR 6

Strategy & Consumer Intelligence

GWI.

Market, audience, and behavioral insight that shapes every execution plan.

What It Is

We start with strategy before execution. Using consumer insight, customer data, GWI audience intelligence, and competitor analysis, we identify how people behave, what shapes preference, and where brands can win. Those insights then inform the sub-strategies for paid media, social, creative, and content — ensuring every channel is grounded in real understanding.

What We Deliver

- Consumer behavior & cultural trend analysis
- Media consumption patterns by audience & platform
- Competitor landscape, whitespace & positioning review
- GWI audience profiling + customer data synthesis
- Messaging pillars, channel priorities & planning inputs
- Strategic briefs for Paid, Social, Creative & Content

Sharper Brand & Audience Understanding

Better-Informed Channel Strategies

Strategy-First Execution That Performs

07

Marketing Consultancy



SERVICE PILLAR 7

Strategy & Consumer Intelligence

A 360° view of how marketing should be structured, operated, and improved.

What It Is

We partner with brands to assess how the marketing function is operating today — across planning, structure, workflows, capability, reporting, and governance. From there, we build a 360° improvement roadmap that combines HOP's services with practical recommendations to improve effectiveness, efficiency, and readiness for growth.

What We Deliver

- Marketing function audit & gap assessment
- Annual planning, budgeting & governance review
- Operating model, team structure & workflow design
- Cross-channel KPI, reporting & decision frameworks
- 360° capability roadmap across media, creative, social & data
- AI opportunity mapping + partner-led implementation guidance

Clearer Operating Model & Priorities

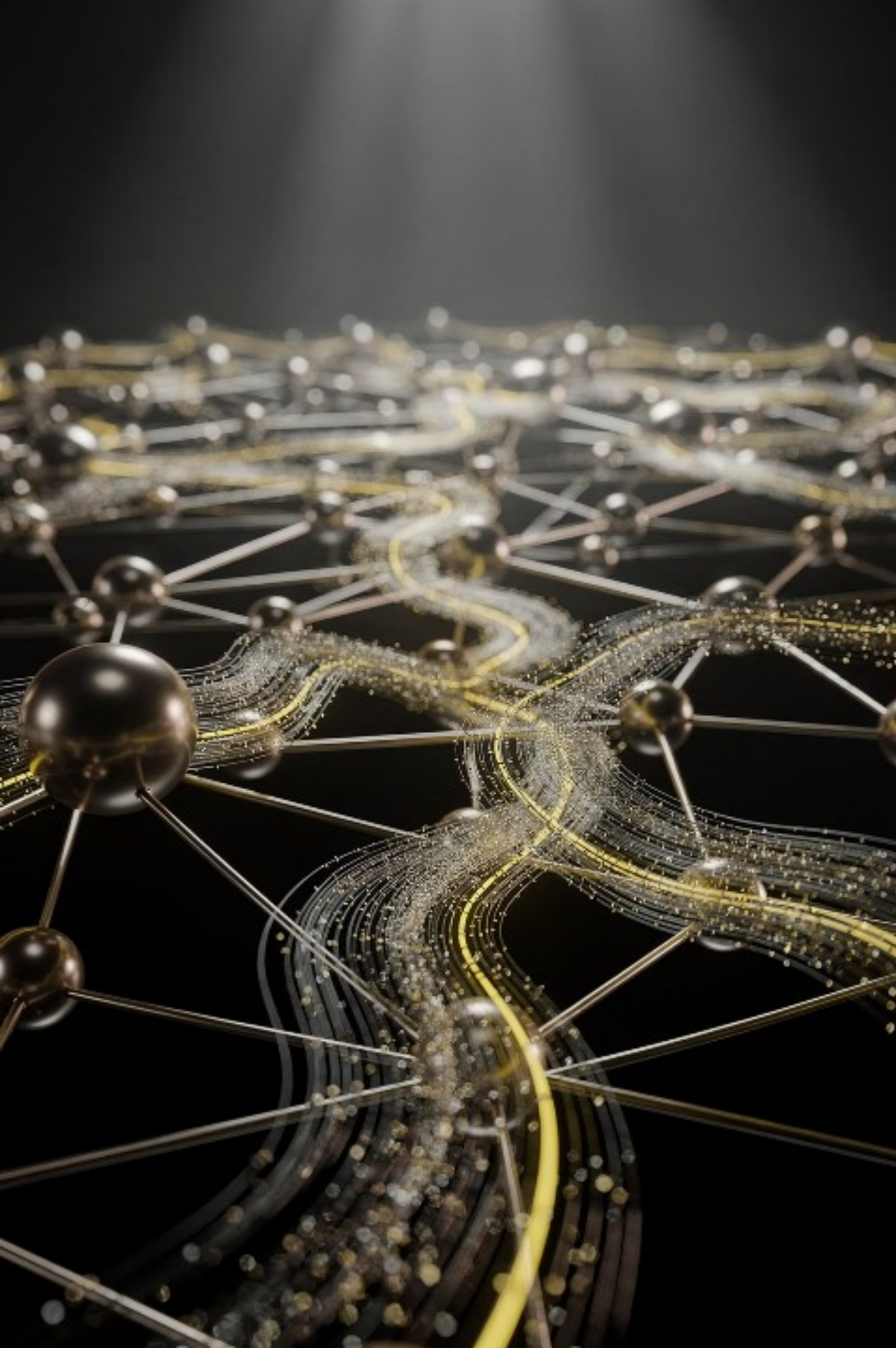
More Efficient Workflows & Teams

Stronger, Future-Ready Marketing Function

08

Data Science





SERVICE PILLAR 8

Data Science

Measurement, modelling, and integration that connects marketing to business outcomes.



Marketing Mix Modelling

- Quantify channel contribution to revenue
- Budget allocation & diminishing returns analysis
- Forecasting & scenario planning



CRM Integration

- Connect leads → sales outcomes
- Audience syncing & feedback loops
- Closed-loop reporting & dashboards



Tracking & Measurement

- GA4 + Tag Manager implementation
- Pixels, APIs (e.g., CAPI) & event taxonomy
- QA, governance & measurement reliability

Reliable Data & Measurement

Smarter Budget Decisions

Better Optimization & ROI

DATA SCIENCE REPORTING NETWORK

Performance Measurement & Reporting

Transparent, actionable reporting is the backbone of our data-driven approach. We deliver regular performance updates that go beyond vanity metrics — focusing on the insights that drive real business decisions and continuous optimization.



Weekly Updates

During active campaigns, receive weekly Performance snapshots with key metrics and optimization recommendations.

Monthly Deep-Dives

Comprehensive reports including audience demographics, performance by channel, trend analysis, and strategic recommendations.

BIZ GROUP

Case Study

Case Study: Biz Group

Strategic Lead Generation Realignment

A performance marketing deep-dive into how a targeted keyword strategy transformed lead quality for a corporate team-building provider turning misaligned traffic into measurable business results.

The Challenge

Generate high-quality, qualified leads specifically for corporate team-building activities not casual family or leisure events.

The Problem

Initial campaigns were attracting the wrong audience entirely. Budget was being spent on users searching for casual family outings and recreational events not HR managers or corporate buyers evaluating team-building vendors. The funnel was wide but leaky, producing high volume and low intent.



Case Study: Biz Group

The Strategy & Solution

We implemented a dual-intent keyword strategy engineered to capture both broad mass-market awareness and high specificity, decision-stage search intent — simultaneously building brand visibility while driving qualified pipeline.

Top-of-Funnel Awareness

Utilized broader terms like "team building activities" to build early-stage visibility and introduce the brand to buyers at the beginning of their research journey.

High-Intent Targeting

Deployed localized, decision-stage terms like "team building companies Dubai" to intercept users actively comparing vendors and ready to engage or convert.

Seasonal Adaptation

Strategy pivoted fluidly with seasonality — shifting to "indoor team building activities" during hot summer months, and leaning into "fun team building activities" during peak corporate holiday planning seasons.

Case Study: Biz Group

The Results

By tightening targeting and concentrating spend on high-intent users, we achieved dramatically better budget efficiency — proving that quality of traffic outperforms volume when the goal is qualified pipeline generation.

36%

Drop in Cost/MQL

Cost per Marketing Qualified Lead declined by 36% — even as overall budget was cut nearly in half.

3.38%

Conversion Rate

Conversion rate climbed from 2.38% to 3.38%, confirming that traffic brought in was significantly more purchase-ready.

47.5%

YOY CPL Reduction

Year-over-year Cost Per Lead fell by 47.5% — the single most compelling macro indicator of strategic success.

LRQA

Case Study

Case Study: LRQA

Objectives

To generate more high-quality leads and increase monthly conversion rates

To achieve 100+ registrations for B2B certification services in Inspection Services & Business Assurance within 2 months

To register a 20% increase in generated leads MoM within a 02-month period

To bring a 10% decrease in the average Cost Per Acquisition (CPA)

To increase the monthly conversion rate within given target markets by 1% when compared to the existing rate of 0.5%



Case Study: LRQA

Project Details

GOOGLE ADS CAMPAIGN

Challenges

When LRQA reached out to Home of Performance, they were struggling with a dwindling number of leads generated from their current digital campaigns and low conversion rates.

Strategy

Our strategy included restructuring campaigns to have a more localized campaign structure as per geo location and to use these localized campaigns to accelerate lead generation in selected neighborhoods.

Campaign Types

When LRQA reached out to Home of Performance, they were struggling with a dwindling number of leads generated from their current digital campaigns and low conversion rates.

Budget and Timeline

£6500 for the duration of the 2-month campaign (July 2021– August 2021)

Target Audience

We chose a wide audience but localized our approach based on the target in-market audience that LRQA caters to:

Gender: Men and women | **Age:**25–55 years | **Locations:** India, UAE, Malaysia, Singapore, Thailand

Interests: Inspection–BIM, ASME & PED | **Business Assurance**–ISO 9001, ISO 45001, ISO 14001, ISO 27001, HACCP, FSSC 22000

Case Study: LRQA

Strategy

Restructured paid campaigns with segregation based on the operating system to observe the most contributing OS & thereby allocate budgets for the highest performing OS

Used Google Search to target in-market audiences of individuals that are looking for their business certification needs

Focused on creative RSA's (Responsive Search Ads) to capture users to enhance impression share %

Segregated campaigns based on language (English vs Arabic) to learn user preference & thereby adjust creative messaging

Case Study: LRQA

Implementation & Creativity

We started with:

- **Restructuring**- Restructuring paid campaigns so that they had a more localized campaign structure as per geo location
- **Keyword Research**- Monitoring daily SQR and adding relevant keywords for the campaign based on the search results
- **Engaging Content**- Creating better quality ad creatives and content assets that are customer-centric to attract high-quality leads
- **Ad Extensions**- Adding site link extensions for relevant sub-pages such as training and skill assessment, to attract high-quality leads
- **Extensive Testing**- Running A/B tests extensively and adjusting campaigns on an ongoing basis
- **Campaign Localization** – Using localized campaigns to accelerate lead generation in selected neighborhoods

“Our approach focused on B2B search intent, strategically selecting keywords that companies use when looking for professional certifications”.

- Arrow Head Paid Media Team

Case Study: LRQA

Implementation & Creativity

Targeting using the right keywords

We filtered out the keywords to a highly relevant combination set with Broad, Phrase & Exact Match types. The negative keyword list was updated as well so that we wouldn't advertise keywords associated with non-business certifications.

<input type="checkbox"/> ● Keyword	↓ Conver	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
Total: All enabled keywords	55.00	4,402	100,018	4.40%	£0.24	£1,052.84	1.25%
<input type="checkbox"/> ● food safety training	6.67	470	9,325	5.04%	£0.18	£86.76	1.42%
<input type="checkbox"/> ● iso 9001 2015 certificate	3.00	137	2,448	5.60%	£0.29	£39.06	2.19%
<input type="checkbox"/> ● fssc training	2.00	98	1,691	5.80%	£0.22	£21.92	2.04%
<input type="checkbox"/> ● food safety training and certification	2.00	82	2,194	3.74%	£0.17	£13.89	2.44%
<input type="checkbox"/> ● international food certification	2.00	11	94	11.70%	£0.18	£1.95	18.18%
<input type="checkbox"/> ● [Iraq]	2.00	213	826	25.79%	£0.04	£7.80	0.94%
<input type="checkbox"/> ● 'occupational health & safety certificate'	2.00	46	699	6.58%	£0.27	£12.56	4.35%
<input type="checkbox"/> ● 'osh certificate online'	2.00	17	96	17.71%	£0.29	£4.86	11.76%
<input type="checkbox"/> ● food hygiene certification	1.33	107	4,768	2.24%	£0.18	£19.14	1.25%
<input type="checkbox"/> ● 'food safety training program'	1.00	55	1,161	4.74%	£0.21	£11.79	1.82%
<input type="checkbox"/> ● 'food safety lead auditor course'	1.00	1	19	5.26%	£0.52	£0.52	100.00%
<input type="checkbox"/> ● fssc 22000 lead auditor course	1.00	12	83	14.46%	£0.37	£4.48	8.33%
<input type="checkbox"/> ● fssc lead auditor course	1.00	4	91	4.40%	£0.18	£0.70	25.00%
<input type="checkbox"/> ● 'food license'	1.00	63	5,326	1.18%	£0.20	£12.54	1.59%
<input type="checkbox"/> ● food safety certifications	1.00	67	1,826	3.67%	£0.21	£14.22	1.49%
<input type="checkbox"/> ● best food safety certification	1.00	34	380	8.95%	£0.19	£6.55	2.94%
<input type="checkbox"/> ● 'international food certification'	1.00	1	4	25.00%	£0.43	£0.43	100.00%

Ad Groups

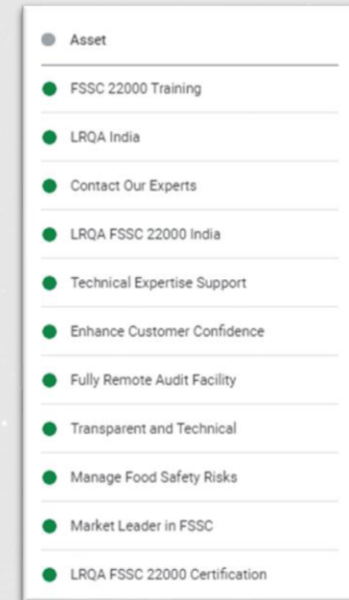
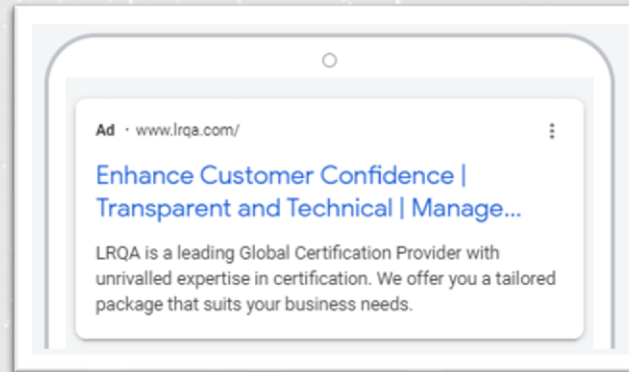
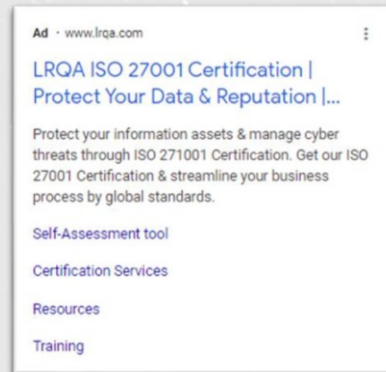
Diversified Ad Groups were created to segregate keywords and monitor performance on each ad set for enhanced optimization..

<input type="checkbox"/> ● Ad group	Int. A	Target ROAS	Ad group-type	Impr.	CTR	Cost	Clicks	Conv. rate	Conv. value	Conv. value / cost	↓ Conversions
<input type="checkbox"/> ● Certification		--	Standard	35,446	2.70%	£180.71	956	1.19%	0.00	0.00	11.33
<input type="checkbox"/> ● Training		--	Standard	13,577	5.13%	£155.61	696	1.53%	0.00	0.00	10.67
<input type="checkbox"/> ● Occupational Health		--	Standard	23,981	3.34%	£196.96	802	0.87%	0.00	0.00	7.00
<input type="checkbox"/> ● Iso 9001 Training		--	Standard	2,150	6.70%	£32.72	144	4.17%	0.00	0.00	6.00
<input type="checkbox"/> ● Iso 9000 Generic		--	Standard	8,099	4.20%	£85.33	374	1.20%	0.00	0.00	4.50
<input type="checkbox"/> ● Lead Auditor Course		--	Standard	1,857	4.47%	£18.38	83	3.61%	0.00	0.00	3.00
<input type="checkbox"/> ● ISO 45001		--	Standard	5,864	6.11%	£104.81	358	0.84%	0.00	0.00	3.00
<input type="checkbox"/> ● Audit		--	Standard	3,145	5.89%	£59.17	177	1.13%	0.00	0.00	2.00

Case Study: LRQA

Implementation & Creativity

Ad Extensions



Creatives

Ad copies were created to catch the attention of potential leads and ad strength

<input type="checkbox"/>	● Ad	Campaign	Ad group	Status	<u>Ad strength</u>	Ad type ↓	Clicks	Impr.	CTR	Avg. CPC
<input type="checkbox"/>	● FSSC 22000 Training Contact Our Experts Certification Services +11 more www.lrq.com We offer you a tailored package that suits your business needs. We are the market leader in FSSC... View assets details	LRQA__INDIA_FSSC22	Training	Eligible	Excellent	Responsive search ad	69	1,613	4.28%	£0.20

Case Study: LRQA

Results

Exceeded set expectations and over-achieved every objective set at the start of the project

65% increase in generated leads (month-on-month) MoM, surpassing KPI by achieving 33 more leads than projected and exceeding the 20% increase goal

32% decrease in the average Cost Per Lead (CPL) during the second month, while initial goal was to decrease at least by 10%

One of their target markets, India performed 3x better than the previous month, recording 19 leads over the campaign period, the highest number of leads market-wise

Case Study: LRQA

Winning formula for success

The success of this campaign showcases a holistic approach to create a winning formula for success, focusing on

- **Knowing The Client's Business** – Having a clear understanding of the client's business, the products/services, and the industry they operate in, gave us great insights into finding the right target audience and addressing it.
- **Interpreting Data** – Conducting due diligence and analyzing historic data helped us in identifying user pain points and factors that were diminishing the true scale of app actions & purchase.
- **Strategic Execution** – Strategically correcting the limiting parameters and optimizing the campaigns for overall growth helped us to achieve our set goals.
- **Effective Localization** – Localizing campaigns with in-depth local knowledge and combining it with behavioral optimization came out to be the key factors in the campaign's success.
- **Managing Budgets** – Generating a successful campaign while staying on course with the approved client budget.
- **Over-achieving Goals** – Exceeding set expectations and over-achieving every objective set at the start of the campaigns is what makes us really happy

Thank You!

If you have any Questions? Contact Us

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