



E-Commerce Case Study

Scaling Shoe Street

How we drove **20,000+ orders** and achieved a **13.5 ROAS** for Pakistan's premier Skechers retailer through data-driven performance marketing.

20K+

Total Online Orders

13.5x

Return on Ad Spend



Authorized Dealer

SKECHERS USA

Shoe Street

Pakistan's premier destination for premium footwear, delivering comfort and style to a nationwide audience through a digital-first approach.



Website

shoestreet.pk



Industry & Market

Footwear Retail | Pakistan

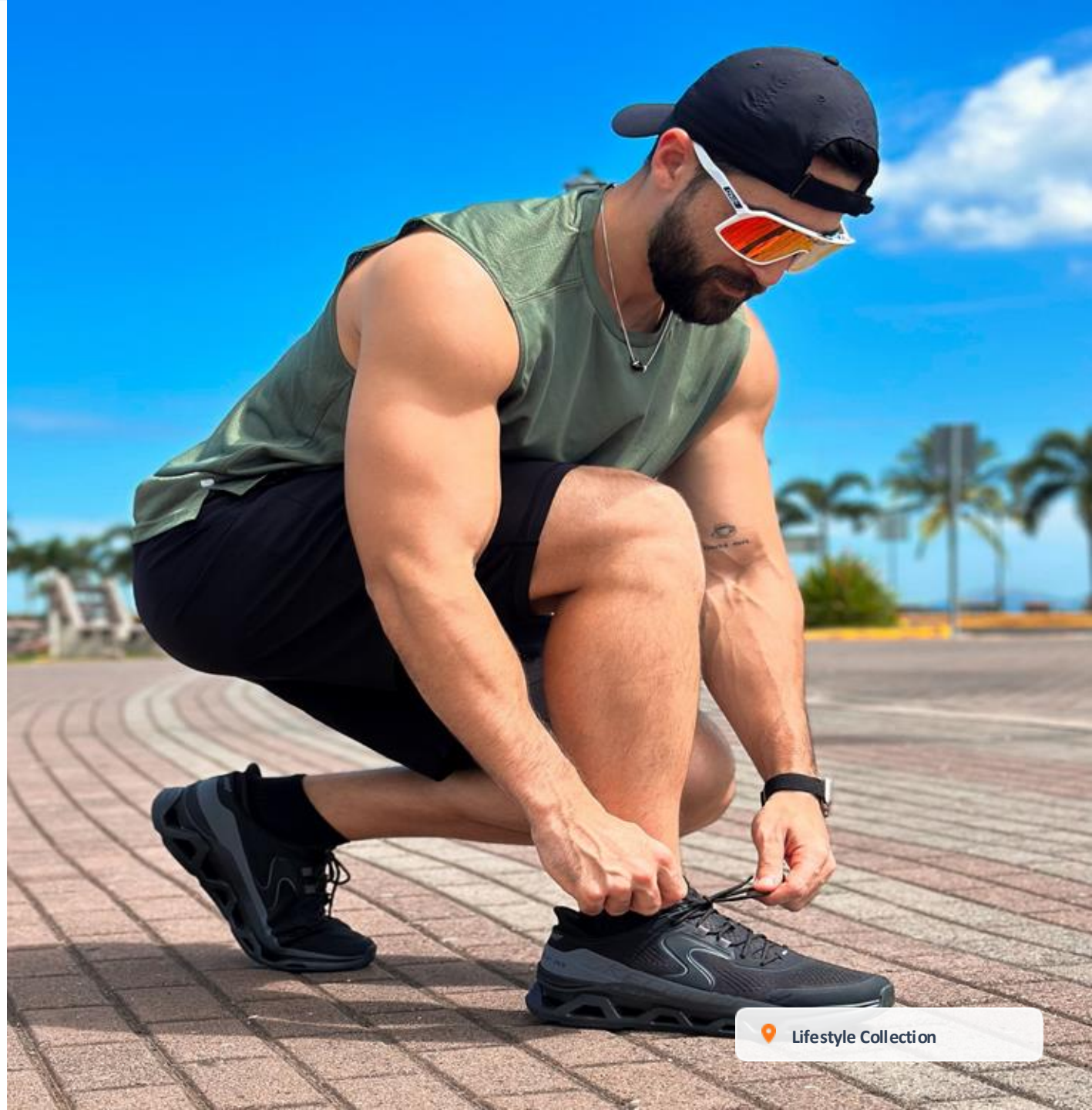


Average Order Value (AOV)

PKR 25,000

Official Partner

Authorized Skechers Dealer



 Lifestyle Collection

The Challenge

Roadblocks to Scalable Growth

1 Low Online Sales Volume

Struggling to generate consistent order flow despite having premium inventory.

2 High Cost Per Result (CPR)

Paid campaigns were inefficient, driving up acquisition costs significantly.

3 Poor Return on Ad Spend

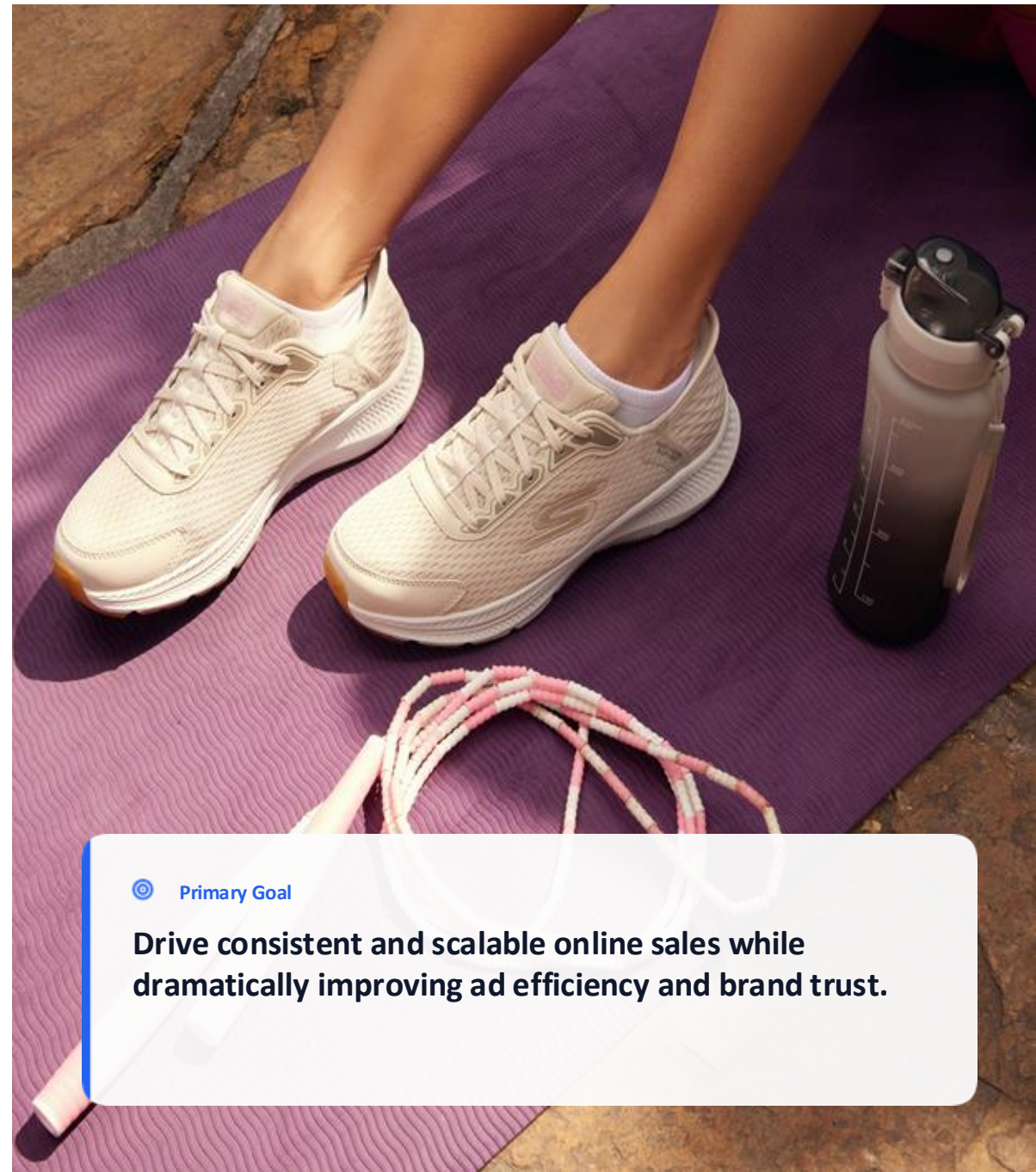
Difficulty scaling campaigns profitably while maintaining healthy margins.

4 Trust & Authenticity Issues

Market flooded with counterfeit products created consumer hesitation.

5 Scaling Limitations

Inability to expand beyond initial audiences without performance drops.



Primary Goal

Drive consistent and scalable online sales while dramatically improving ad efficiency and brand trust.

Multi-Platform Ecosystem



Meta Ads

Primary Scaling Channel



Google Ads

High Intent Capture



TikTok Ads

Awareness & Viral Reach



Snapchat

Youth Engagement

Full-Funnel Approach



Cold Acquisition

Location-based targeting & Lookalike audiences (1-2%)



Retargeting Systems

Capturing site visitors, add-to-carts, and social engagers



Loyalty & Retention

Past purchasers campaigns to drive repeat orders



Official Authorized Dealer
Prepared by **Rex Technologies**



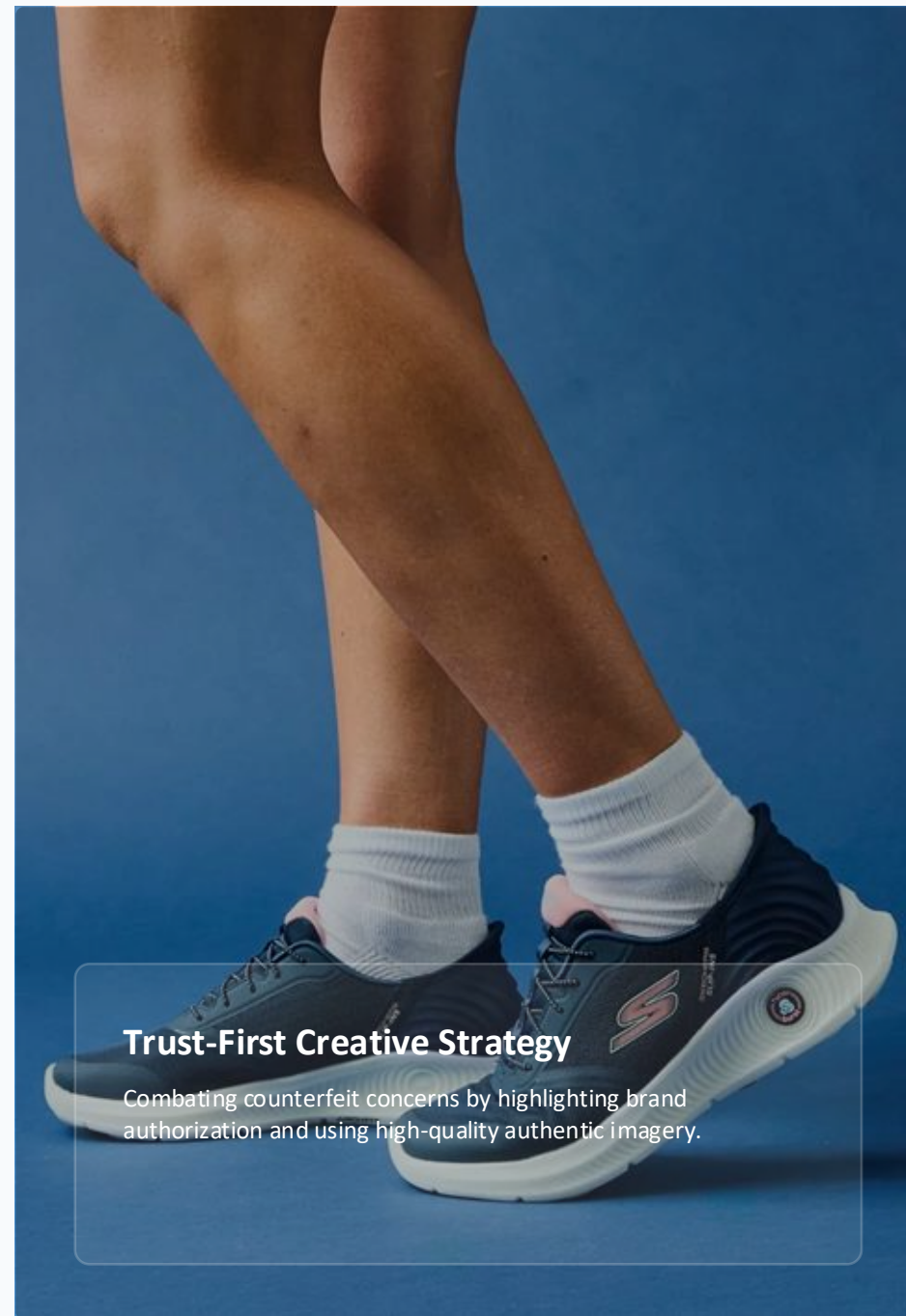
Influencer Proof



Studio Content

Trust-First Creative Strategy

Combating counterfeit concerns by highlighting brand authorization and using high-quality authentic imagery.



Segmentation & Targeting

Cold Acquisition

- ✓ **COD-Heavy Regions:** Targeted location-based campaigns for cash-on-delivery preference zones.
- ✓ **Lookalikes (1-2%):** Scaled high-value audiences similar to top 5% of purchasers.
- ✓ **Behavior Personas:** Interest stacking based on premium footwear & lifestyle affinities.

Retargeting Systems

- ✓ **Website Intent:** Dynamic product ads for View Content & Add-to-Cart drop-offs.
- ✓ **Social Engagers:** Capturing 30-day active Instagram & Facebook interactors.
- ✓ **Cross-Sell:** Upselling complimentary styles to past 180-day purchasers.

Creative Strategy: Building Trust & Desire



Authorization Proof



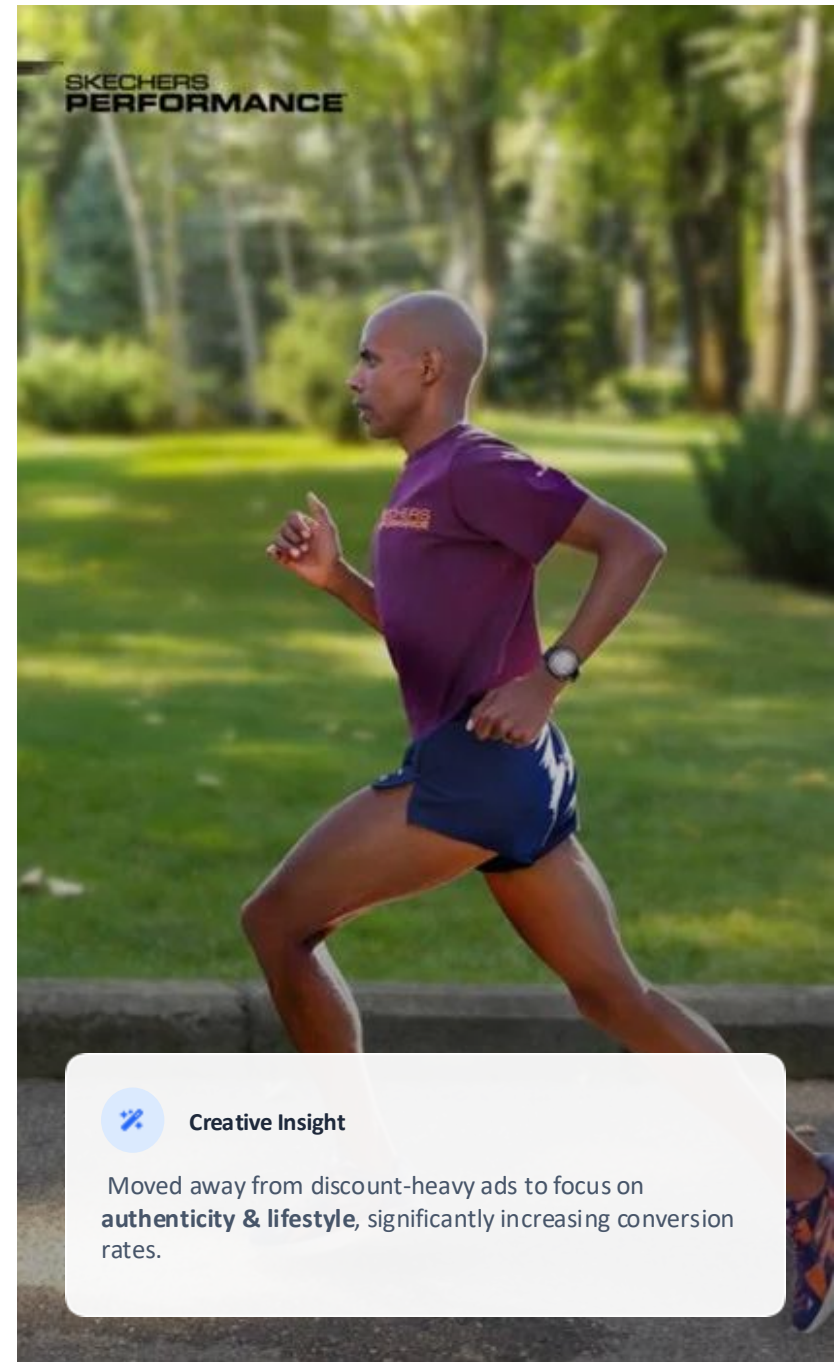
Influencer Reviews



Studio Shoots



Storytelling Copy



Creative Insight

Moved away from discount-heavy ads to focus on **authenticity & lifestyle**, significantly increasing conversion rates.

Results Achieved



20,000+

Total Orders

Consistent daily volume



1,850

Avg. CPR (PKR)

Highly efficient acquisition

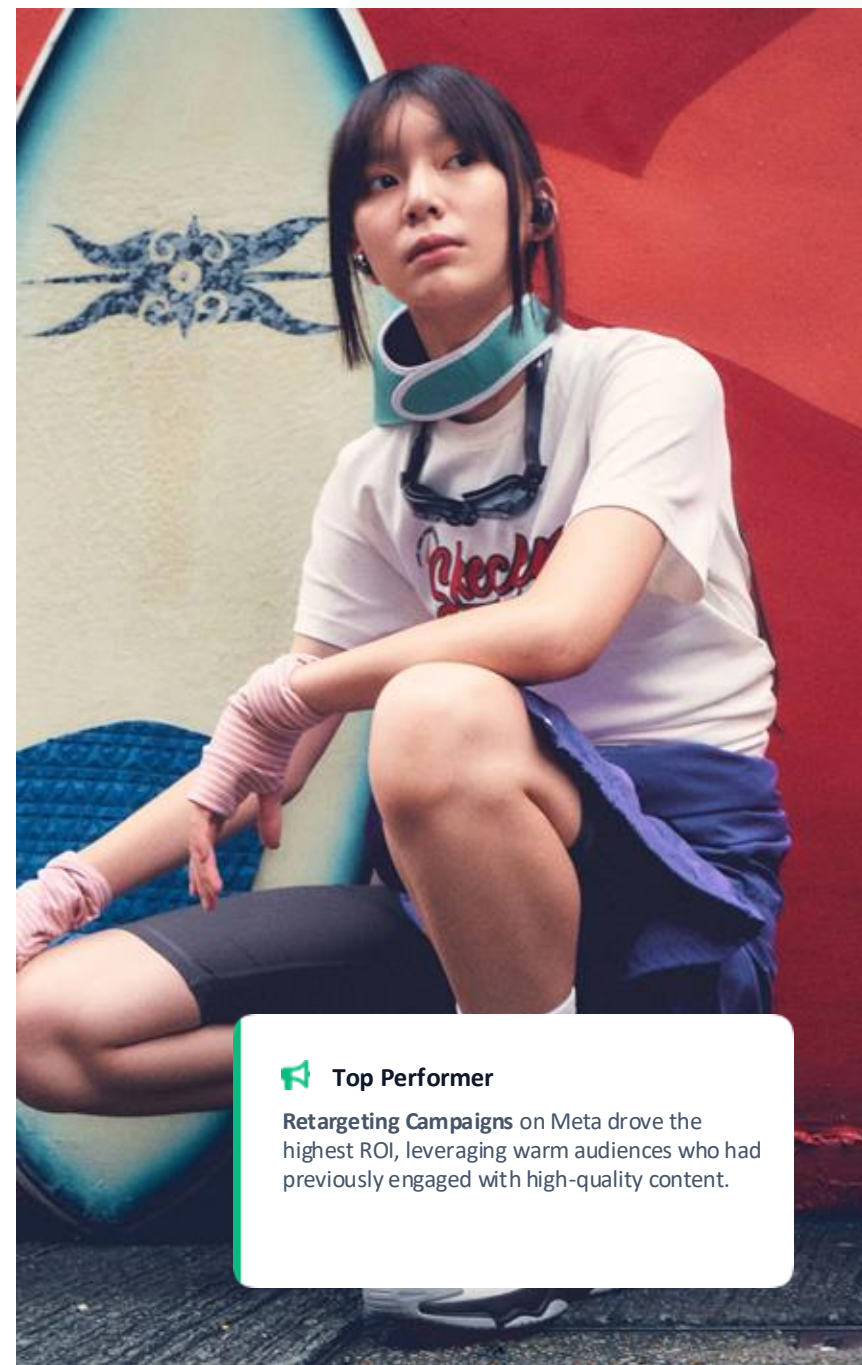


13.5x

Average ROAS

Return on Ad Spend

ROAS by Platform



Top Performer

Retargeting Campaigns on Meta drove the highest ROI, leveraging warm audiences who had previously engaged with high-quality content.

Impact & Key Takeaways

Strategic Impact



Scaled volume significantly without compromising profitability metrics.



Rebuilt brand trust in a market saturated with counterfeit Skechers.



Improved customer retention rate through data-driven post-purchase flows.



Successfully diversified ad spend across 4 major platforms for stability.

Lessons Learned

Trust > Discounts

Authenticity-focused creatives outperform discount-heavy tactics in high-ticket niches.

Retargeting is King

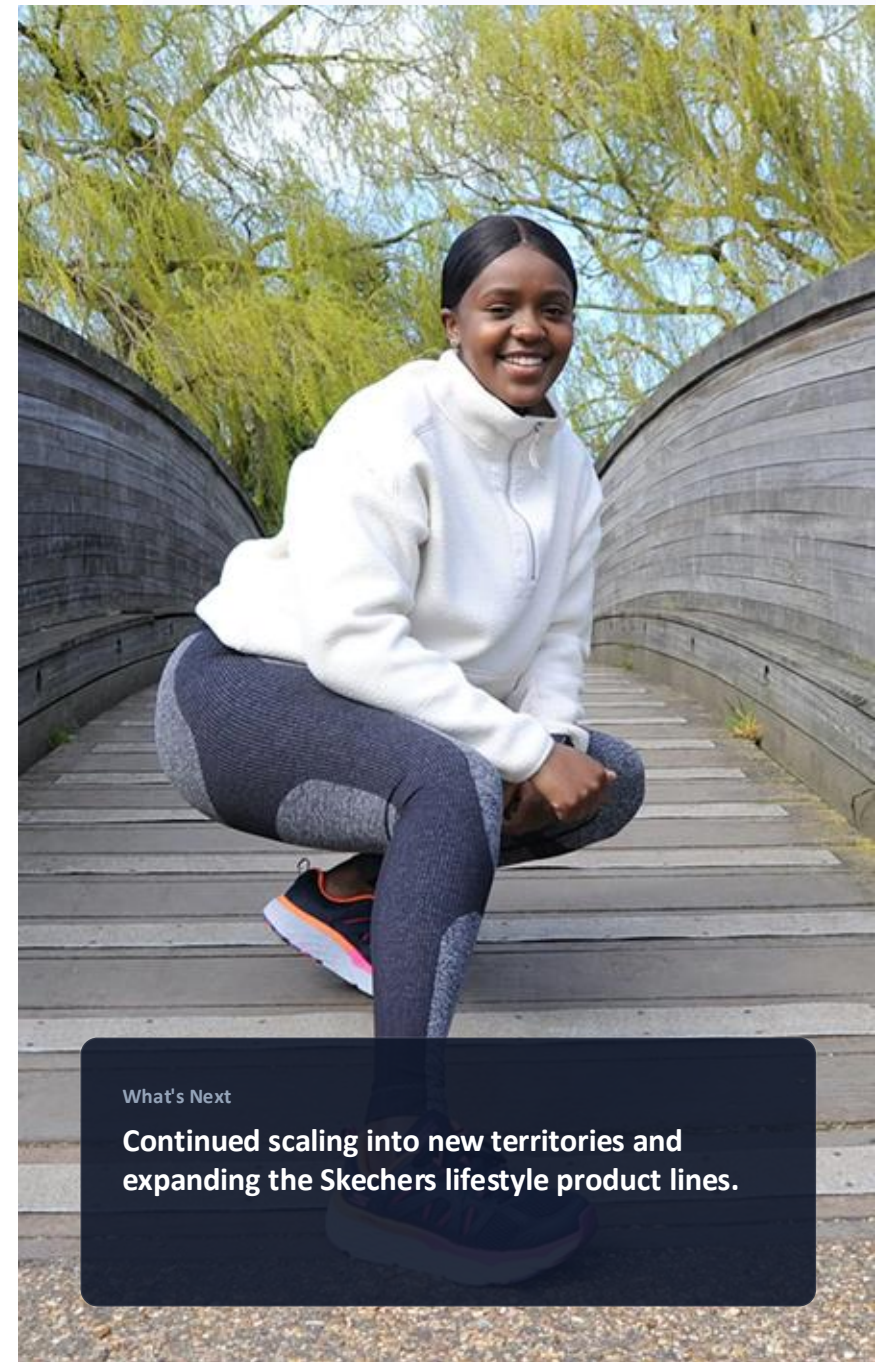
A structured retargeting funnel is the primary driver of high-ROAS conversions.

Meta as the Core

Multi-platform scaling works best after achieving stability on Meta Ads first.

Sustainable Growth

Strong creative strategy + data-backed funnel = long-term scalability.



What's Next

Continued scaling into new territories and expanding the Skechers lifestyle product lines.