



# Agency Credentials

November 14, 2024

[www.eastrivergroup.com](http://www.eastrivergroup.com)





# ***eastriver*** **WHERE GROWTH FLOWS**

Just as a river carves its way through landscapes, shaping and nourishing the regions it touches, we drive growth and transformation for businesses, around the globe.





NEWYORK



RIYADH



BEIJING



KARACHI



SAU PAULO



SYDNEY



LONDON

## ***eastriver*** ORIGIN

What started as a small performance marketing agency from NYC has now become a global powerhouse; serving clients in the United States, Kingdom of Saudi Arabia, Pakistan, United Kingdom, Australia, China, and Brazil.





# ***eastriver* CLIENTS & SERVICES**

With advertising, communication planning, marketing strategy, social media management, SEO, performance media management, website and app dev, technology project management and consulting as our core services, we offer a holistic approach to growth and deliver results consistently.

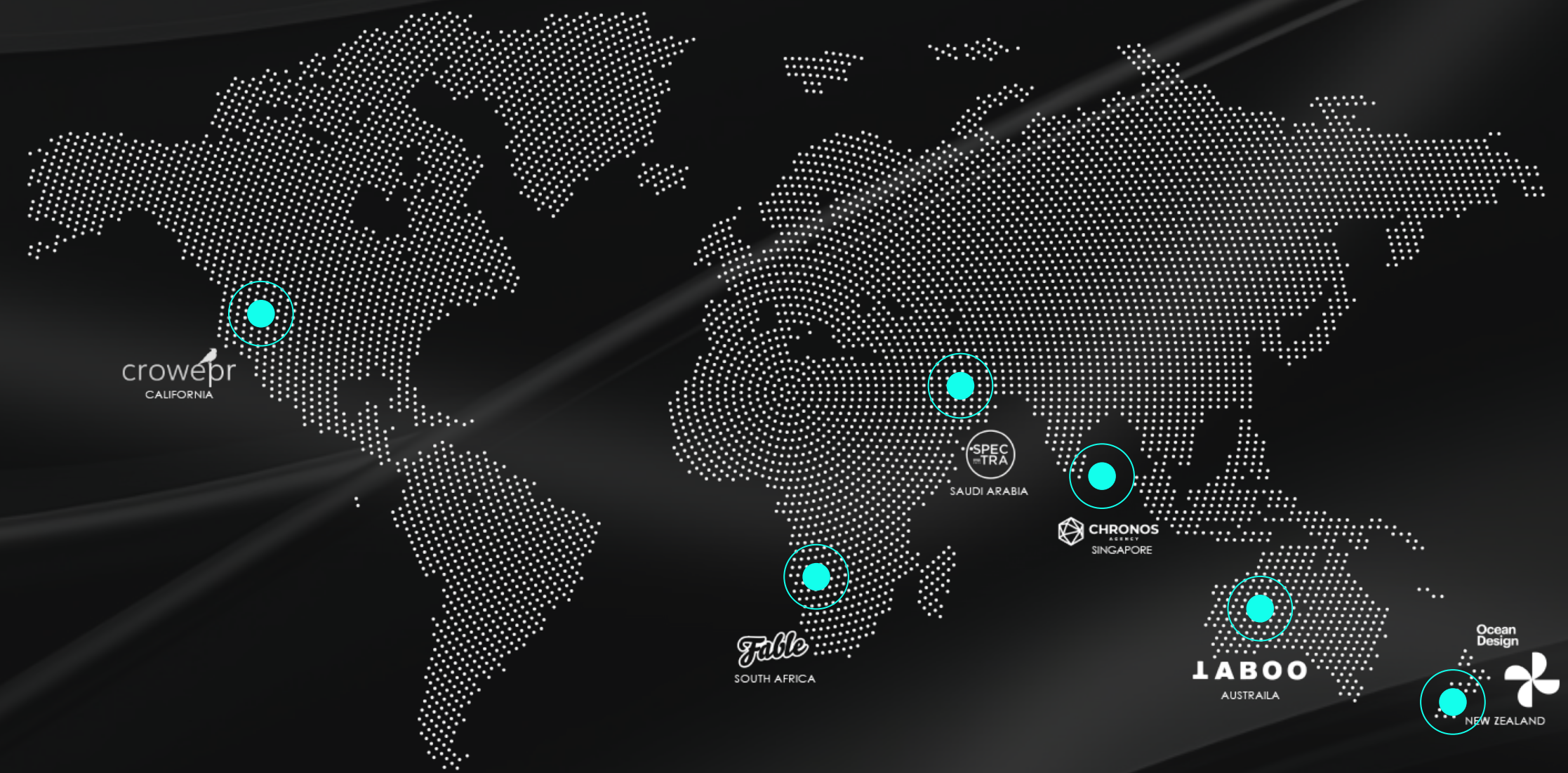




## ***eastriver*** PHILOSOPHY

Everything we do is data-driven, goal-focused, and performance-oriented. We believe in measurable success, and our team is relentless in delivering results that move the needle. This is how we grow!





From creating breakthrough advertising campaigns to developing cutting-edge technology solutions, we don't just set the stage for growth—we build the entire ecosystem that powers it.





# ***eastriver*** CASE STUDIES

Growth is a journey, a continuous evolution that we fuel for our clients across the globe. From the fast-paced streets of New York to the vibrant markets of Riyadh, Beijing, São Paulo, Sydney, and Karachi, we partner with the world's leading brands to chart paths that unlock their full potential.





CASE STUDY: Q3 2024  
MARKETING STRATEGY  
CREATIVE DIRECTION  
PERFORMANCE ADVERTISING

# Minority Report



Jahez is the largest food  
and grocery delivery  
platform in Saudi Arabia





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# CONNECTING WITH THE NON-ARAB CUSTOMERS

Saudi Arabia is a highly saturated market where users can be fickle and maintaining loyalty is a challenge.

Jahez had a problem, acquiring and retaining non Saudi users. They wanted to:

- 1 increase new users (app installs), and
- 2 boost the order volume from existing and new users of the app from this target group





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# UNDERSTANDING WHO WE ARE COOKING FOR

Growth achieved through sales activation can be tricky to sustain. While the offer will improve the value perception (temporarily), it will fail to address real barriers to entry and retention. We decided to dig deeper for insights on each of these audience clusters. From sizing the clusters to identifying their respective barriers, media habits, and category behaviour; we used advanced analytics to lay the foundation of our communication and media strategy.





No plate like **home**

**6** months  
free delivery

CHALLENGE

STRATEGY

EXECUTION

RESULTS

## DELIVERING: A TASTY CURE TO HOMESICKNESS

A multi-lingual campaign featuring the most popular foods from their home-towns; created for these 5M+ South Asians residing in Riyadh, Jeddah, Makkah, and Madinah. Affinity based media targeting would ensure:

- 1 awareness creatives are delivered to the right cluster, at the right time, using the right media/platform
- 2 conversion and retention creatives are delivered to each target at the right stage of our CX loop



Over

3

Restaurants to choose from



CHALLENGE

STRATEGY

EXECUTION

RESULTS


## INSIGHT CENTRIC CREATIVE + FOCUSED MEDIA OPTIMIZATION

From ideation to execution, we delivered this campaign in record time. Using our advanced targeting and daily optimization across each platform, at every campaign level, this campaign delivered an agile, effective, and efficient solution to a complex multi-layered problem.





NO



Biryani  
like **home**

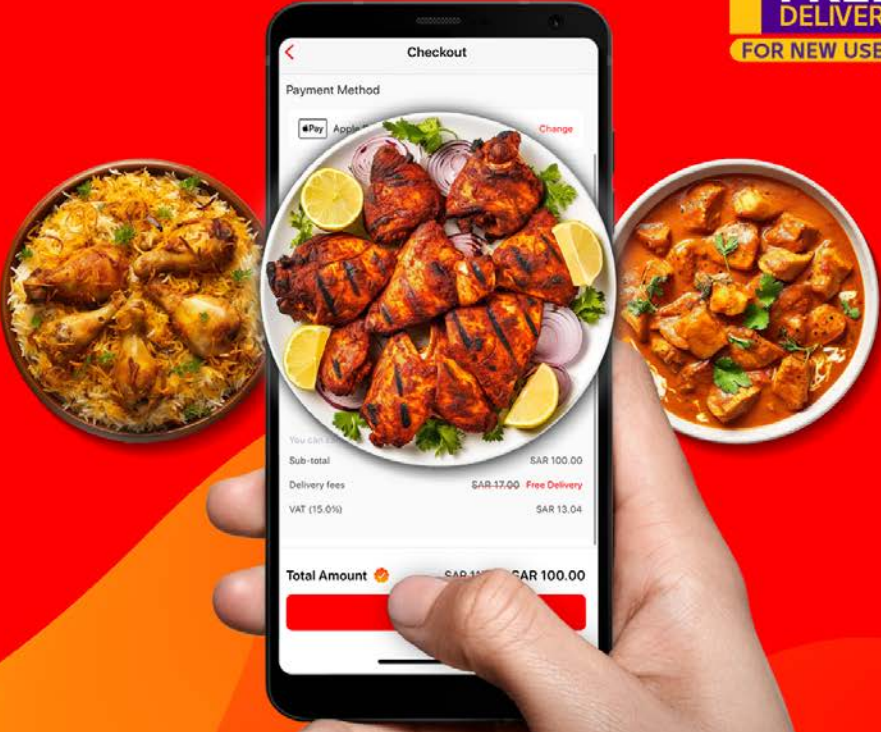
CAMPAIGN  
CREATIVES USED  
THROUGHOUT

< CLICK TO VIEW VIDEOS >

jahez

No  
Plate  
Like  
Home

Order Now



1 YEAR  
FREE  
DELIVERY  
FOR NEW USERS

Need Biryani



DELHI  
Butter Chicken



jahez

1 YEAR  
FREE  
DELIVERY  
FOR NEW USERS

Mid week  
madness?  
It is time  
for  
**Kababs!**

Over 3000+  
Restaurants to choose from

Order Now



jahez

1 YEAR  
FREE  
DELIVERY  
FOR NEW USERS

Make Your  
Day  
Sweeter  
with  
**Rasmalai**

Over 3000+  
Restaurants to choose from

Order Now



jahez

1 YEAR  
FREE  
DELIVERY  
FOR NEW USERS

Craving  
comfort?  
**Butter  
Chicken**  
it is!

Over 3000+  
Restaurants to choose from

Order Now







APP USERS  
ACQUIRED

**135%**

ORDERS  
INCREASED

**107%**

BUDGET  
UTILIZED

**56%**

CHALLENGE

STRATEGY

EXECUTION

RESULTS

# GROWTH DELIVERED & SUSTAINED!

Besides over-delivering on all campaign targets and key performance indicators, this campaigns also achieved:

- 1 lowest cost per install in Jahez's history (43% less than their benchmark), and
- 2 18% increase in orders (month on month) from existing Arab users (not targeted for this campaign)





CASE STUDY: Q4 2023

SEO

WEBSITE AND APP DEVELOPMENT

# Penalty Kick



Quality Patches is a US brand of embroidered, PVC, printed, woven, leather patches







CHALLENGE

STRATEGY

EXECUTION

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# BIG REVENUE IN A LEAKING BUCKET

This client reached out for a paid media campaign focusing on search engine marketing and display advertising. Their aim was to grow the revenues, but their real problem was a big hole in the funnel. So we decided to:

- 1 Address Google penalties that affect Quality Patches and restore a positive online presence
- 2 Elevate awareness of custom patchwork in the United States using organic content





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# NO ROCKET SCIENCE... NAIL THE FUNDAMENTALS

First: we structured and organized their online presence. Then focused on leveraging organic growth and strong creatives to boost leads and awareness in the United States.

- 1 Focused SEO for: Content enhancement, keyword alignment, localization
- 2 Social Media Content for: Awareness and lead generation





CHALLENGE

STRATEGY

EXECUTION


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# THE SOLUTION WAS IN THE BOX – AND RELATIVELY LOW COST

Without spending a penny on Search Ads, or Google Display Ads, we focused our efforts on improving the user journey, implementing a comprehensive SEO across the site, and used blogs and testimonials to improve search rankings for this brand while eradicating Google penalties from their system completely.







REACH  
GREW BY

**1K%**

BRAND  
LIFT BY

**18%**

LEADS  
GENERATED

**110%**

CHALLENGE

STRATEGY

EXECUTION

RESULTS

## BUCKET FIXED AND GROWTH DELIVERED!

Instead of blindly throwing money at the problem, we stuck to our process that always prioritizes getting to the root of the issue. By fixing the inherent, apparent problems in their marketing strategy in general and the brand's digital assets in particular, we were able to deliver massive growth to this business.





CASE STUDY: Q4 2023

SEO

WEBSITE AND APP DEVELOPMENT

# Lunch Time



Mondelez makes these most loved sandwich biscuits around the globe.







## CHALLENGE

## STRATEGY

## EXECUTION

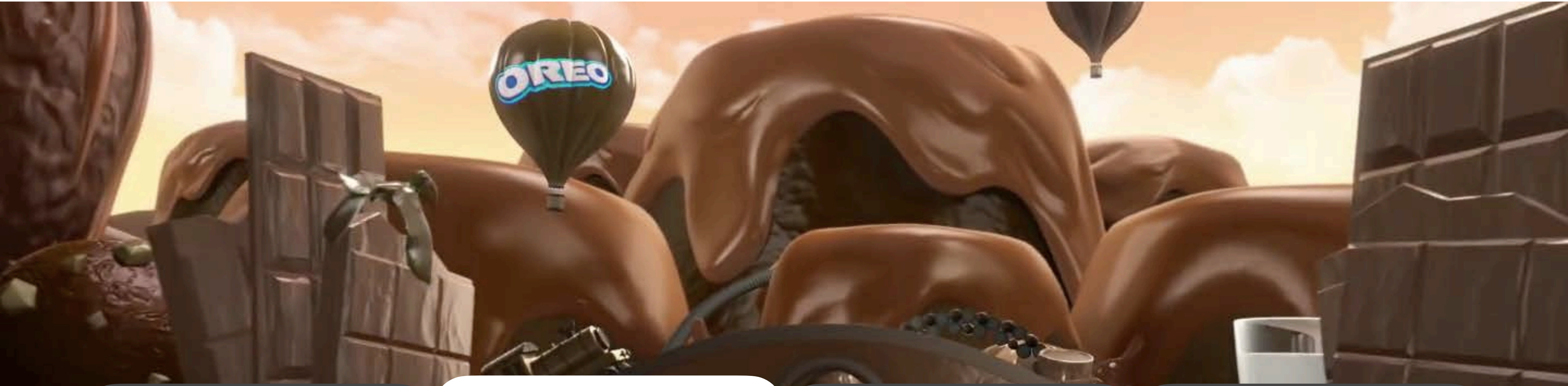
## RESULTS

# MAKING OREO MORE PLAYFUL

In a market full of cheap imitators, Oreo was launching the chocolate cream variant with the intent to climb up the loyalty ladder amongst children, by becoming the most preferred lunchtime snack. But, there's a catch!

- 1 Inline with Oreo's brand guidelines and global campaign
- 2 Without using paid media for socials





CHALLENGE

STRATEGY

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# HYPER-LOCALIZE THE GLOBAL CAMPAIGN

Build on the global Oreo characters by bringing them to life using 3D Animation, for the first time ever, globally! Creating a series of unique stories, shorts, and video bites to run on national TV and social media.

- 1 Use Facebook/Instagram to seed the content
- 2 Use media clout and muscle to get top TV channels run the series as creative content





CHALLENGE

STRATEGY

EXECUTION

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# BUT, RUN IT WITHOUT A PENNY ON PAID MEDIA!

Without spending a penny on Search Ads, or Google Display Ads, we focused our efforts on improving the user journey, implementing a comprehensive SEO across the site, and used blogs and testimonials to improve search rankings for this brand while eradicating Google penalties from their system completely.







RECORD  
VIEWS

**145M**

LOYALTY  
SCORE BY

**60%**

GLOBAL  
AWARDS

**03**



CHALLENGE

STRATEGY

EXECUTION

RESULTS

# YOU CANNOT 'BUY' COOL, GOTTA #EARN IT!

Besides receiving praise (and ranking #1 in annual global initiatives) from Oreo's global marketing team we delivered an unprecedented organic reach using the brand's social assets. This campaign also won a

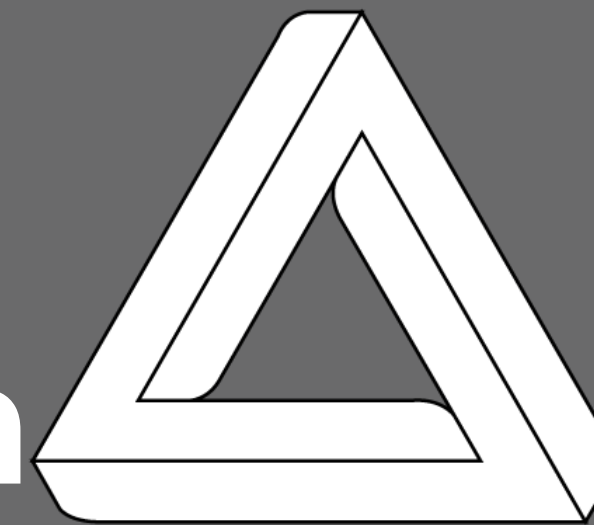
- 1 Gold Effie Award for best use of content
- 2 Digi Awards: best digital campaign, and best use of animation





CASE STUDY: Q4 2024  
MARKETING STRATEGY  
CREATIVE DIRECTION  
SOCIAL MEDIA MANAGEMENT

# Legacy In Motion



مجموعة شاكِر  
SHAKER GROUP



One of Saudi Arab's largest  
business conglomerates,  
represents LG in the region





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# RISING TO MEET THE FUTURE

Shaker has been integral to Saudi Arabia's growth for the past 74 years, evolving from local roots to a trusted industry leader. But has yet never established their legacy. The challenge for us was:

- 1 how can Shaker Group establish their 74 years legacy
- 2 and also emerge as a forward-looking brand in the new era?





CHALLENGE

STRATEGY

EXECUTION

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# BUILDING A LEGACY THAT RISES WITH THE TIMES

To answer this challenge we came up with a solution where Shaker Group celebrated their 74 years journey.

By crafting a compelling narrative that seamlessly weaved together its rich history, local roots, and global aspirations, we create a campaign aligns with Saudi Vision 2030. Through a series of impactful initiatives, Shaker Group successfully communicated its commitment to innovation, sustainability, and customer-centricity



CHALLENGE

STRATEGY

EXECUTION

RESULTS

# LEGACY IN ACTION

This campaign successfully captured hearts and minds, using a multi-channel approach. We created a series of compelling content to showcase Shaker Group's innovation, global vision, core values, and strategic partnerships.





< CLICK TO VIEW VIDEOS >



CAMPAIGN  
CREATIVES USED  
THROUGHOUT







ORGANIC  
TRAFFIC

**186%**

ORGANIC  
CTR

**162%**

ORGANIC  
REVENUE

**147%**

CHALLENGE

STRATEGY

EXECUTION

RESULTS

## A STEP IN THE RIGHT DIRECTION

We not only solidified Shaker Group's legacy as a trusted partner in national growth but also enhanced brand reputation and customer loyalty.

This is the first step of owning the narrative to position Shaker Group as a leader in innovation and sustainability, aligning with the Saudi 2030 Vision for a sustainable future.





CASE STUDY: Q4 2023

SEO

WEBSITE AND APP DEVELOPMENT

# Funnel Middle



Dawlance/Arcelik Global, is  
the #1 brand of home  
appliances in Pakistan.





LIFE IS A  
**BEAUTIFUL**



**D**  
Dawlance

By Sato



between the said

CHALLENGE

STRATEGY

EXECUTION

RESULTS

## BIG BRAND, BIGGER CHALLENGE!

Dawlance was spending a lot of money on advertising but there was a need to optimize their online presence and marketing performance at the top and mid-funnel level: awareness to consideration.





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# ORGANIC REMEDY FOR THE DIGITAL JOURNEY

By running a deep analysis of their digital consumer's journey, we identified several weaknesses including their website health, SEO, and social media engagement. The solution was found in a simple three-step approach:

Optimize keywords → Build trust with reviews → Leverage influencers for higher engagement on socials





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# BUT, RUN IT WITHOUT A PENNY ON PAID MEDIA!

We executed the plan using integrated branded keywords, positive reviews, backlinks, optimized keywords, and improved user engagement. Also:

- 1 Blogs and customer reviews on third party website for retargeting
- 2 Leveraged influencer marketing and digital PR to showcase product usage







ORGANIC  
TRAFFIC

**186%**

ORGANIC  
CTR

**162%**

ORGANIC  
REVENUE

**147%**

ORGANIC  
TRANSACS

**57%**

CHALLENGE

STRATEGY

EXECUTION

RESULTS

## SETTING NEW BENCHMARKS!

We achieved the Top 3 Position for 50 out of 78 keywords with a 110% growth in organic keywords.

East River's strategy delivered excellent results and set benchmarks in the category. Without any change in paid media investments, the number of transactions increased by 57% and over-all revenue increased by a whopping 147%.





CASE STUDY: Q4 2023  
PERFORMANCE MARKETING

# Funnel Middle

L'ORÉAL



A global beauty and cosmetics company known for its innovative skincare, haircare, and makeup products.



# L'ORÉAL PARIS



CHALLENGE

STRATEGY

EXECUTION

RESULTS

## MAKING L'ORÉAL PPD MORE RESILIENT

With salons and retail stores closed due to COVID-19, L'Oréal Pakistan's Professional Products Division faced a sharp decline in sales. The lack of a direct-to-consumer e-commerce presence made recovery difficult. But, there's a catch!

- 1 Needed a sustainable digital sales strategy
- 2 Faced tracking issues, budget constraints, and reporting inefficiencies





# DIGITAL-FIRST TRANSFORMATION

To sustain sales, L'Oréal Pakistan's Professional Division pivoted to an e-commerce-first strategy, ensuring a strong digital presence. The approach focused on full-funnel marketing and advanced tracking.

- 1 Built awareness and engagement via Facebook, Instagram & Google
- 2 Optimized ad spend with attribution models & expanded to new channels





PROTECT FROM

CHALLENGE



STRATEGY

EXECUTION



**STEP 1:**  
CLEANSE THE  
SCALP WITH  
SHAMPOO

RESULTS

## SCALING E-COMMERCE SUCCESS

L'Oréal Pakistan launched a robust e-commerce activation, leveraging digital marketplaces and brand stores to drive sales. Performance marketing and attribution optimization played a key role.

- 1 Achieved 116% ROAS growth with advanced tracking tools
- 2 Used first-party data & CRM retargeting to reduce media wastage





TOTAL  
REVENUE  
GENERATED  
**PKR  
28.3M**

INCREASE IN  
ROAS  
**116%**

MONTHLY  
DIGITAL REACH  
**2M+**  
Users

CHALLENGE

STRATEGY

EXECUTION

RESULTS

## RESULTS DRIVEN, PERFORMANCE PROVEN!

Besides achieving record-breaking performance, this campaign set new benchmarks in digital strategy, driving exceptional results through data-driven optimization.

- 1 3% More Revenue with 52% Less Spend Achieved in just 90 days through continuous performance optimizations.
- 2 Achieved Monthly Reach of 2M+ Across Digital Platforms Leveraged strategic audience targeting on Facebook, Google, and Instagram to maximize visibility.





CASE STUDY: Q4 2023  
PERFORMANCE MARKETING

# Funnel Middle

zero  
MAKEUP



A beauty and haircare  
brand founded by expert  
stylist Nabila





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# SCALING SUCCESS WHILE MAXIMIZING ROAS

Balancing awareness, engagement, and conversions while maximizing ROAS.

- 1 Budget Allocation – Optimizing spend across Facebook, YouTube & Google for the highest return.
- 2 Creative & Targeting – Testing assets and refining audience segments to boost performance.





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# A MULTI-PLATFORM APPROACH FOR MAXIMUM IMPACT

Maximizing reach and conversions with Facebook Ads, YouTube Ads, and Google Search & Display.

Target high-intent beauty shoppers with precise audience segmentation and retargeting.

Use lifecycle targeting → from brand awareness to retargeting → to drive conversions.





# DATA-DRIVEN CAMPAIGNS ACROSS ALL TOUCHPOINTS

- YouTube Ads – 252K+ impressions (Bumper), 42K+ views (Skippable). Top placements: Har Pal Geo, ARY Digital, BOL Network.
- Facebook & Instagram – 85% budget on Meta. Offer-based promos drove 2000 purchases, PKR 11M revenue (ROAS: 40x)
- Google Search & Display – High-intent keywords & placements on Elle, Glamour, StyleCraze.
- Influencers – Minal Khan, Sidra Rajput & Yasmeen Hashmi. Promoted posts for extended reach.



IMPRESSIONS

**200K+**  
per campaign

RETURN ON  
AD SPEND  
(ROAS)

**40x**  
(March)

TOTAL  
REVENUE:

**PKR**  
**18.5M**  
(March & April  
combined)



CHALLENGE

STRATEGY

EXECUTION

RESULTS

# TURNING CLICKS INTO REVENUE

**Brand Awareness** – 200K+ impressions per campaign, high engagement & strong recall.

**ROAS** – March: 40x (PKR 11M), April: 38x (PKR 7.5M).

**Retargeting Wins** – 15-20% discount offers drove more purchases.





CASE STUDY: Q4 2023  
PERFORMANCE MARKETING

# Funnel Middle



A premier destination for  
high-quality, halal-certified  
makeup products online.





ONE BRAND, EVERY BEAUTY ESSENTIAL

# MASARRAT MAKEUP'S

GOT YOU COVERED!



CHALLENGE

STRATEGY

EXECUTION

RESULTS

## OPTIMIZING CAMPAIGN PERFORMANCE

Inconsistent engagement and reach due to creative limitations and budget fluctuations.

- 1 Reliance on a single creative, restricting optimization.
- 2 High CPA fluctuations from mid-campaign budget changes.





CHALLENGE

STRATEGY

EXECUTION

RESULTS

# ENHANCING CAMPAIGN EFFECTIVENESS

Maximizing engagement, efficiency, and long-term retention through creative, budget, and audience improvements.

- 1 Introduce multiple creative variations to optimize performance.
- 2 Pre-allocate budgets to maintain CPA stability and cost efficiency.





CHALLENGE

STRATEGY

EXECUTION

RESULTS

## OPTIMIZING PERFORMANCE & REACH

Implementing strategic adjustments across creative, budget, audience targeting, and SEO to maximize efficiency.

- 1 Tested diverse ad creatives and re-targeting strategies for better engagement.
- 2 Integrated HubSpot CRM and enhanced SEO for long-term growth.





ROAS  
Achieved  
**18X**

Total  
Purchases  
**950**

SEO Visibility  
Increase  
**13%**



CHALLENGE

STRATEGY

EXECUTION

RESULTS

## DRIVING EXCEPTIONAL PERFORMANCE

Achieved record-breaking ROAS, SEO growth, and increased customer retention through data-driven strategies.

- 1 15x ROAS with 947 purchases in the Mother's Day campaign.
- 2 Ranked #1 for 10+ high-intent keywords, boosting SEO visibility by 13%.





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Multimedia Campaign  
Social Media Content  
Website & Apps Design  
App Content Design  
Influencer Management  
Events & Activation  
PR & Crises Management  
E-Commerce





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