



QAREEB
قريب

CASE STUDY

From Pakistan to Saudi Arabia:

How our Digital Marketing Solutions Transformed Qareeb into the Go-To Source for Fresh Pakistani Mangoes in Saudi Arabia.

Discover how our innovative marketing strategies helped Qareeb deliver the juiciest Pakistani mangoes straight from Pakistan to Saudi Arabia, creating a brand that stands out in **Saudi Arabia**.

www.qareeb.com



| Case Study

Qareeb is a leading provider of fresh Pakistani mangoes, offering direct delivery services from Pakistan to customers' doorsteps in Saudi Arabia. With a commitment to delivering high-quality mangoes, Qareeb has gained recognition for its premium imported fruits.



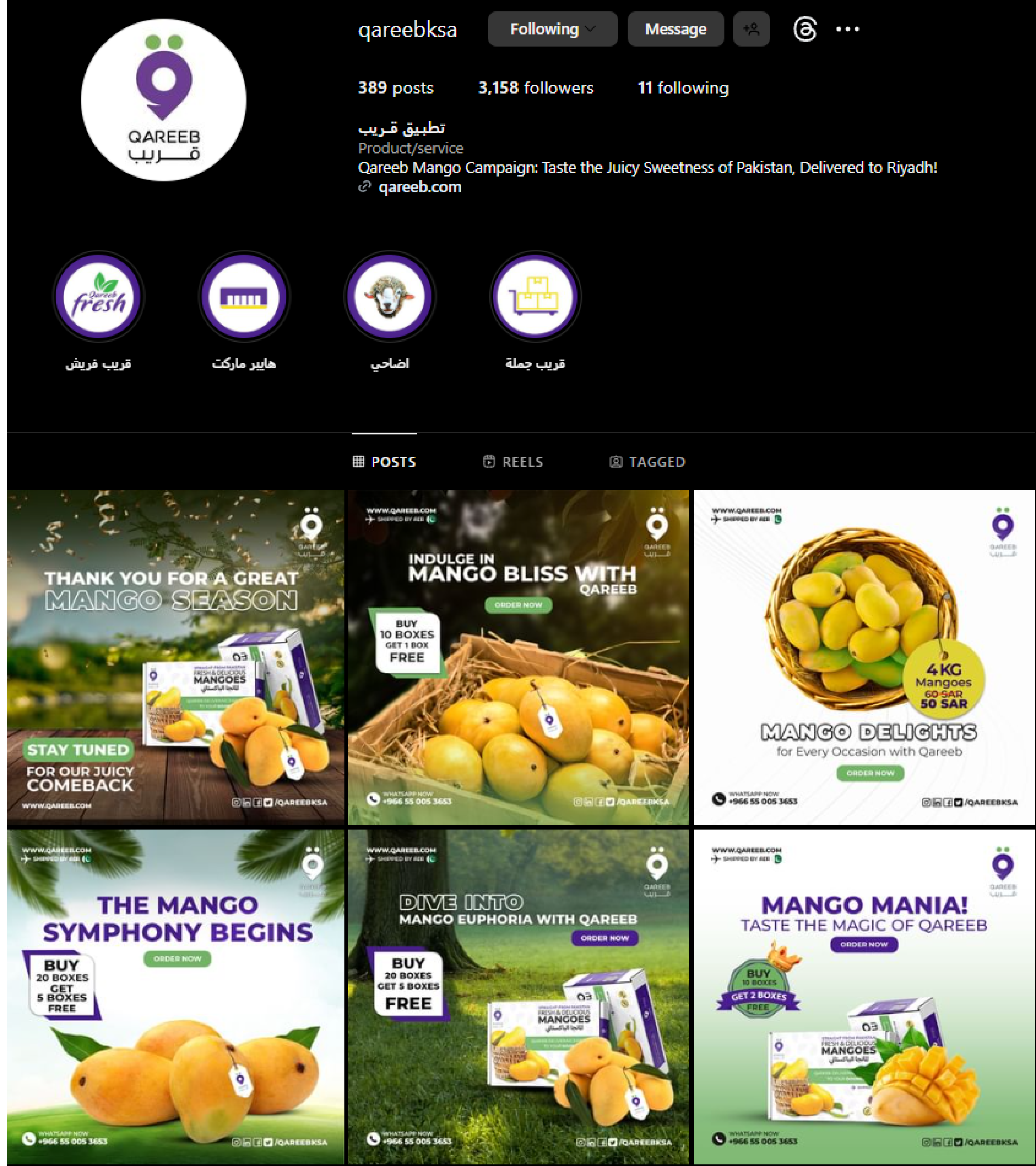
Challenges

When Qareeb approached us, they faced several challenges that were hindering their growth and success in the market



Brand Presence

Qareeb lacked a strong brand presence in the Saudi Arabian market, making it difficult to establish itself as a trusted source of fresh Pakistani mangoes.





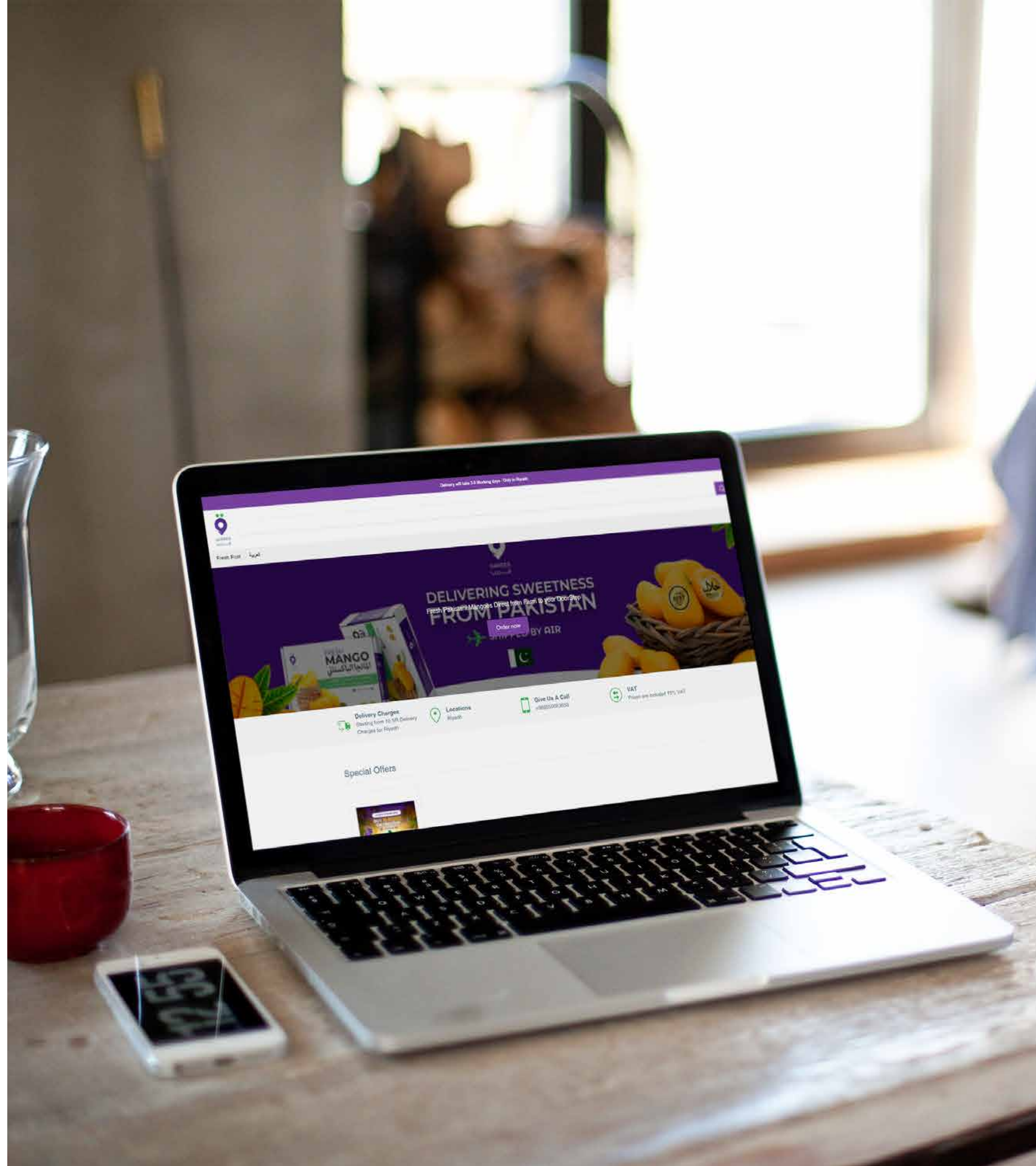
| Brand Recognition

Qareeb struggled with limited brand recognition among the target audience, resulting in lower customer engagement and reduced sales.



| Website Development

Qareeb needed an effective e-commerce platform to showcase its products and streamline the ordering process for customers





| Performance Marketing

Qareeb required assistance in enhancing its marketing efforts to drive sales and increase revenue.



Our Solutions

To address these challenges and position Qareeb as the go-to provider of fresh Pakistani mangoes and differentiate them from their competitors, we implemented a comprehensive marketing strategy tailored to their unique needs.



| Performance Marketing

With a budget of **4000 SAR**, we devised and executed targeted performance marketing campaigns. Through strategic advertising and effective digital marketing techniques, we were able to generate sales of over **60,000 SAR** for Qareeb.





| Brand Differentiation

We positioned Qareeb as the premium choice for high-quality mangoes imported from Pakistan. By highlighting their direct Pakistan-to-Saudi delivery, we created a sense of trust and loyalty among Pakistani residents in Saudi Arabia.



| Creative Strategy

We developed a creative strategy that emphasized the superior quality and freshness of Qareeb mangoes. Through captivating visuals, compelling messaging, and engaging storytelling, we effectively differentiated Qareeb from its competitors.





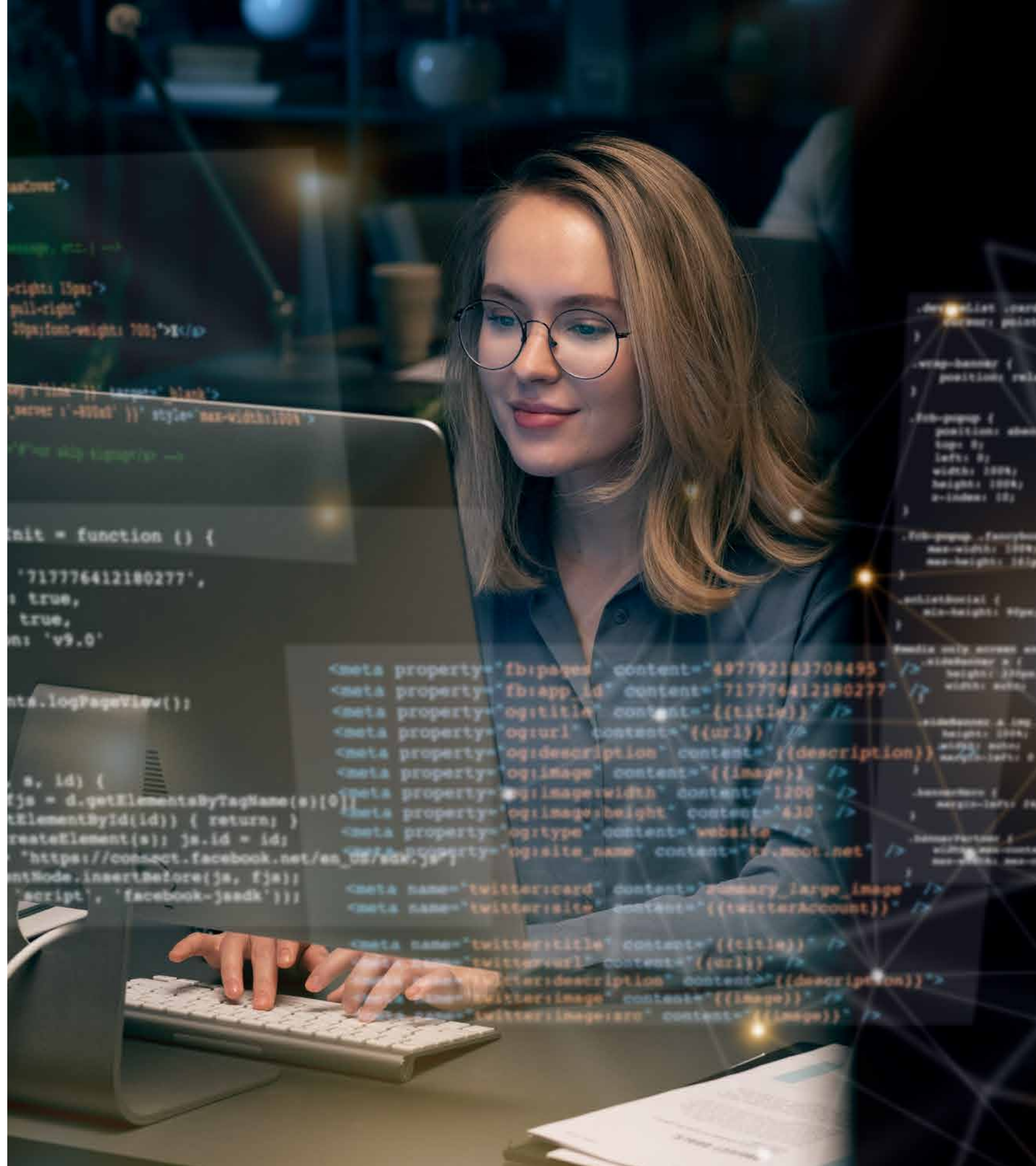
| Content Strategy

Leveraging our expertise in content creation, we crafted engaging and informative content to educate customers about the unique attributes of Qareeb mangoes. This content was distributed through various channels, including the website, social media, and email marketing campaigns.



| Website Development

We utilized the Shopify platform to develop a user-friendly and visually appealing e-commerce website for Qareeb. This allowed customers to easily browse and purchase mangoes online, enhancing their overall shopping experience.





| Mobile App Development

Recognizing the importance of mobile accessibility, we created a dedicated mobile app for Qareeb. This provided customers with a convenient way to order mangoes on the go, further improving their shopping experience.



| Brand Recognition

Qareeb transformed from a relatively unknown brand to a recognized and trusted name in the Saudi Arabian market for fresh Pakistani mangoes.





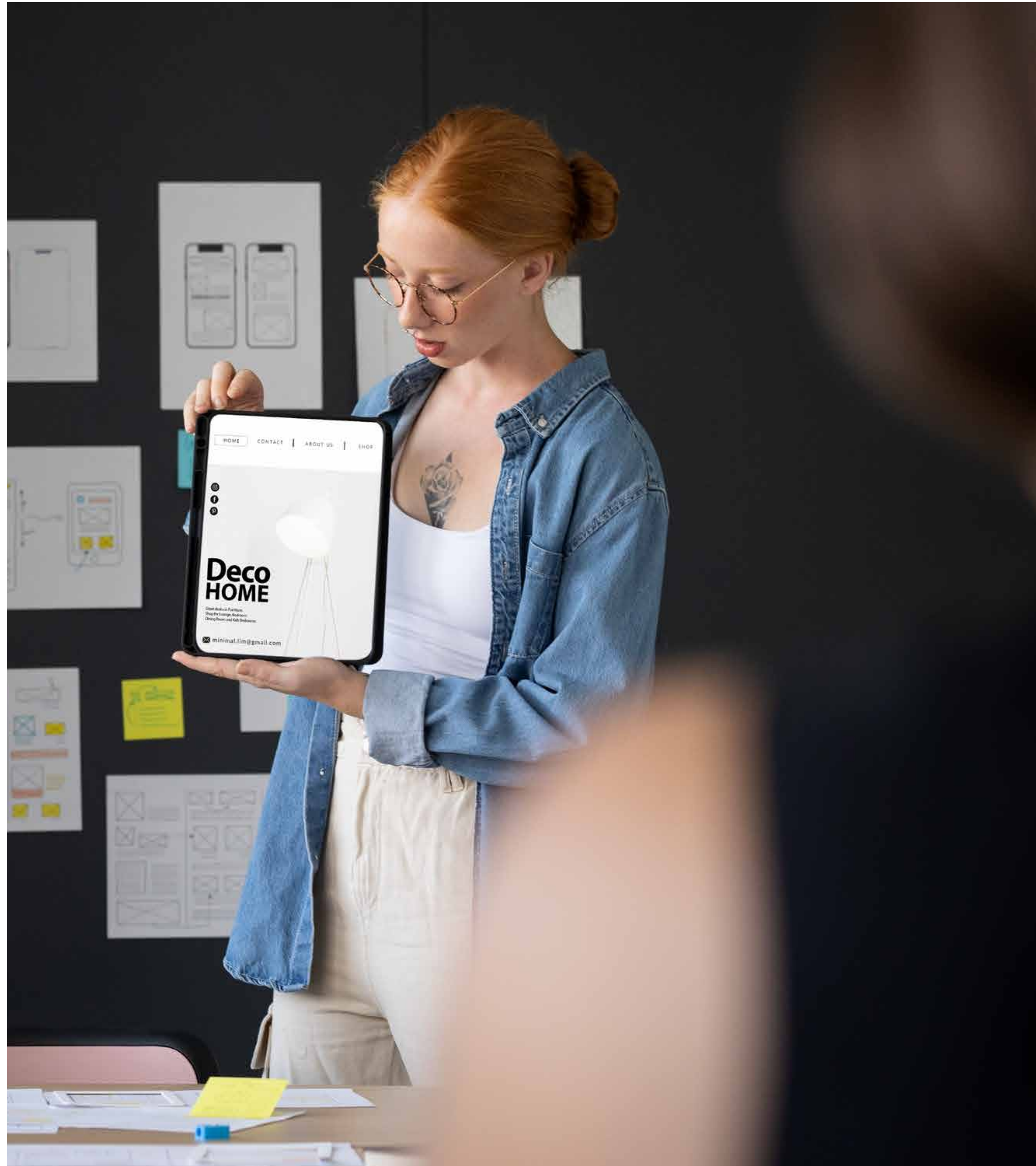
| Increased Sales

With our performance marketing campaigns we generated sales exceeding **60,000 SAR**, significantly surpassing the initial budget of **4000 SAR**.



Enhanced Brand Presence

Qareeb now boasts a strong brand presence in Saudi Arabia, thanks to our effective branding and marketing strategies.





Improved Website Performance

The Shopify-based e-commerce website we developed for Qareeb improved its online visibility and streamlined the ordering process, resulting in increased customer satisfaction and higher conversion rates.



| Mobile App Accessibility

The Qareeb mobile app provided customers with a seamless and convenient shopping experience, further establishing brand loyalty and customer engagement.



Results

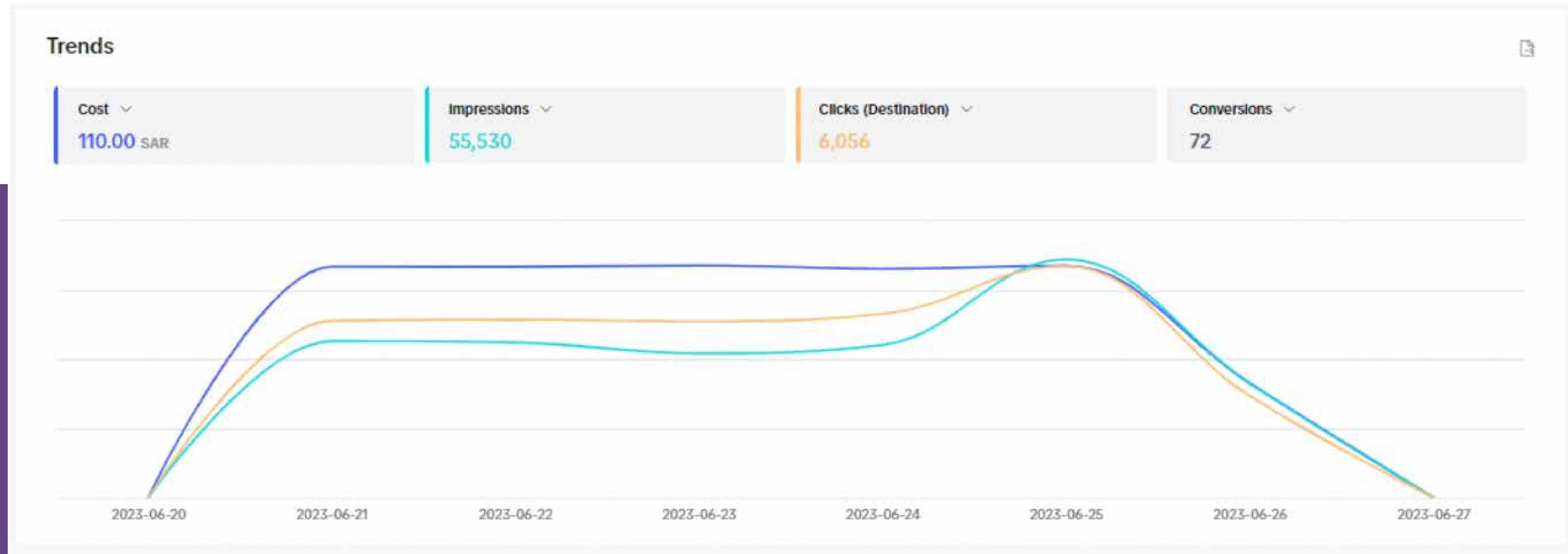
Through our strategic efforts, Qareeb witnessed significant improvements and achieved remarkable results



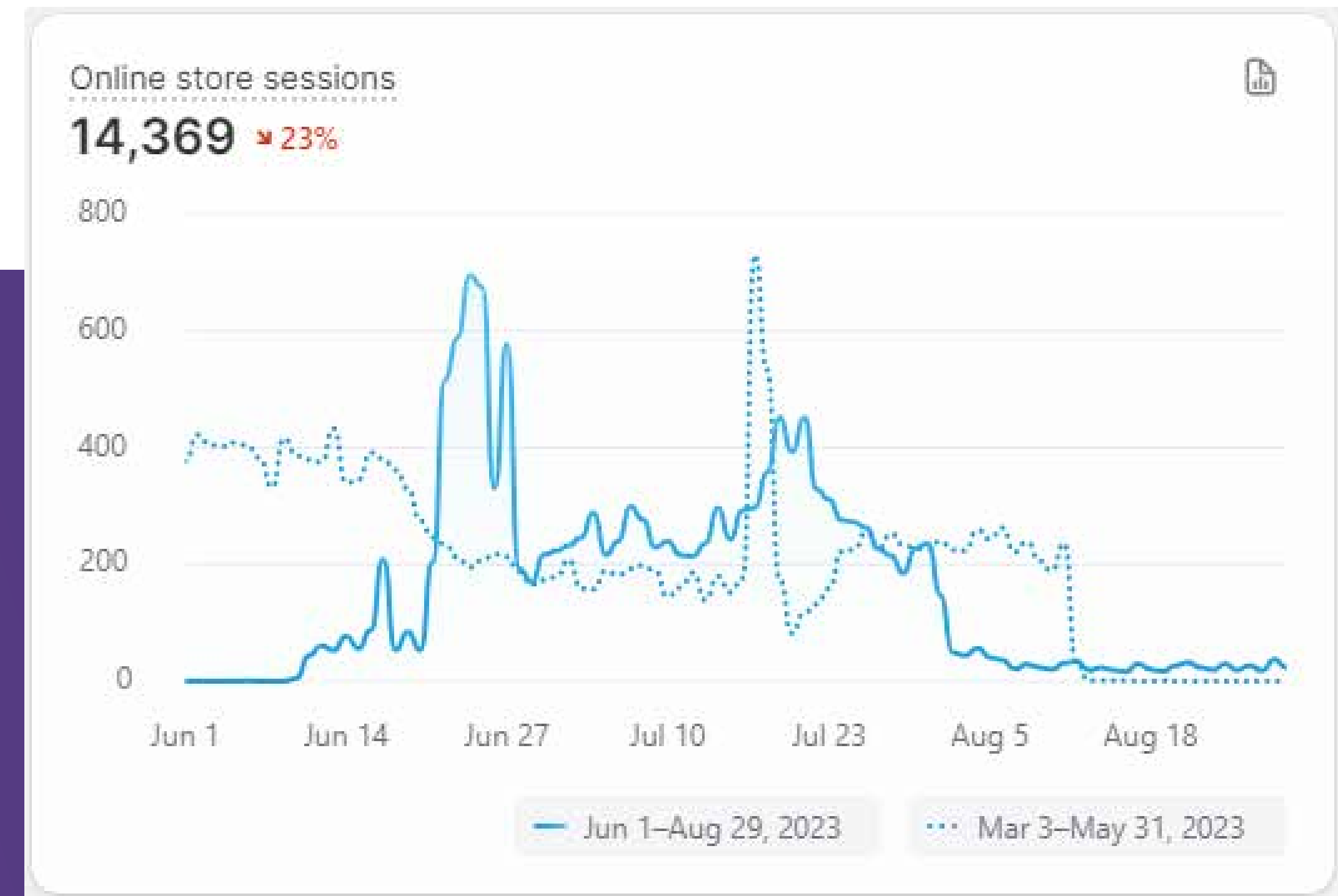
1,104 Sales Through Facebook Ads Results

Campaigns		1 selected		Ad sets for 1 Campaign		Ads for 1 Campaign	
Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	DK - LA - CA - Sales Ad Set - 04/07	327 [2] Website adds to c...	53,040	161,400	2.51 روپے [2] Per Add To Cart	820.11 روپے	
<input checked="" type="checkbox"/>	DK - Sales Ad Set - 21/06	766 [2] Website adds to c...	138,048	598,656	3.63 روپے [2] Per Add To Cart	2,783.00 روپے	
<input type="checkbox"/>	DK - Sales Ad Set - 06/07	8 [2] Website adds to c...	12,060	14,643	12.29 روپے [2] Per Add To Cart	98.33 روپے	
<input type="checkbox"/>	DK - CA - Sales Ad Set - 04/07	3 [2] Website adds to c...	549	1,379	9.27 روپے [2] Per Add To Cart	27.81 روپے	
Results from 4 ad sets		1,104 [2] Website adds to cart	156,288 Accounts Centre acco...	776,078 Total	3.38 روپے [2] Per Add To Cart	3,729.25 روپے Total Spent	

72 Sales Conversions Through TikTok Ads Results



76,000 SAR Shopify Sales Results



Total orders

1,104 —



— Jun 1–Aug 29, 2023

⋯ Mar 3–May 31, 2023

Online store conversion rate

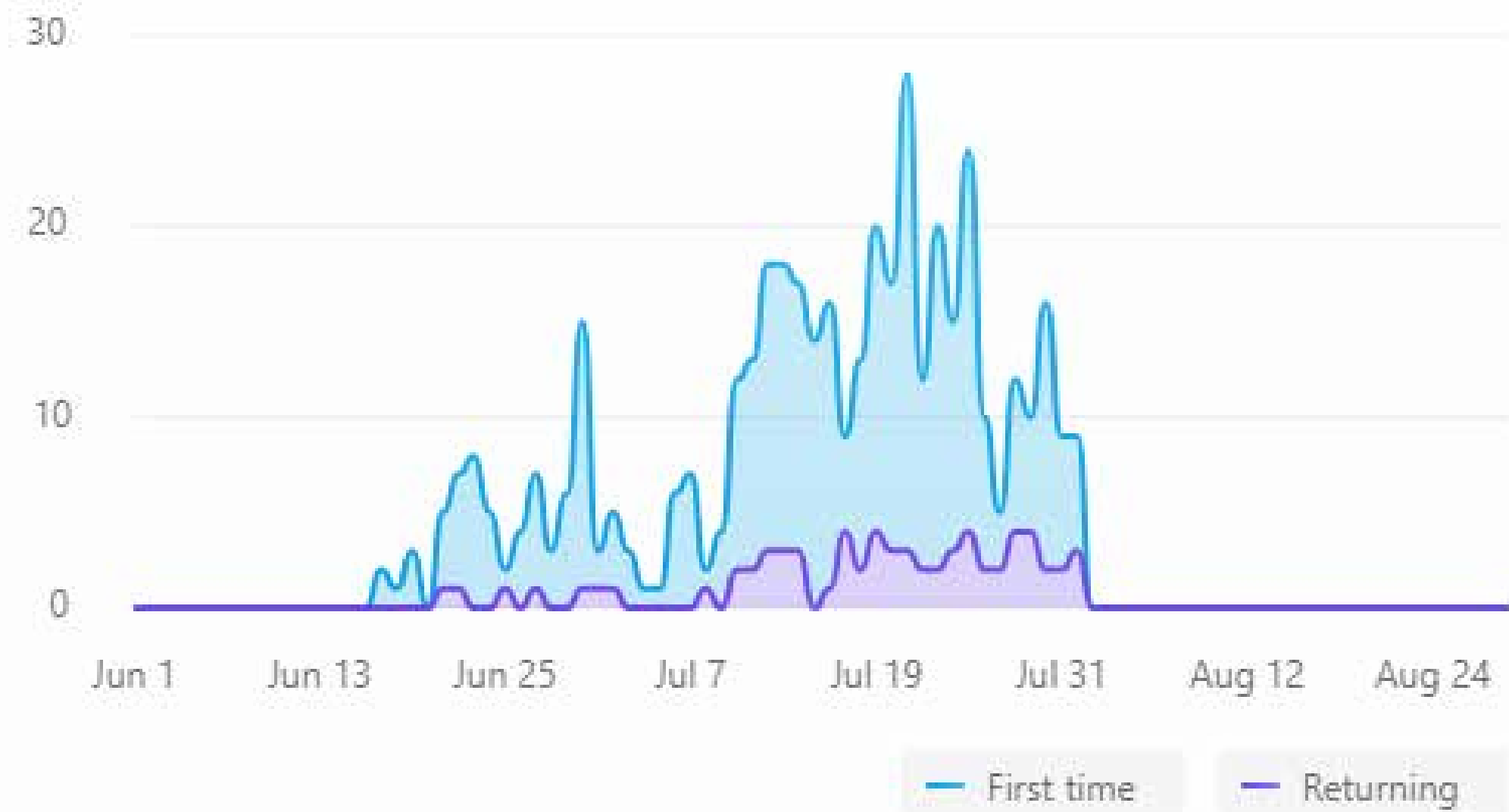
7.68% —



Added to cart 1,631 sessions	11.35%	↗ 88%
Reached checkout 1,581 sessions	11.00%	—
Sessions converted 1,104 sessions	7.68%	—

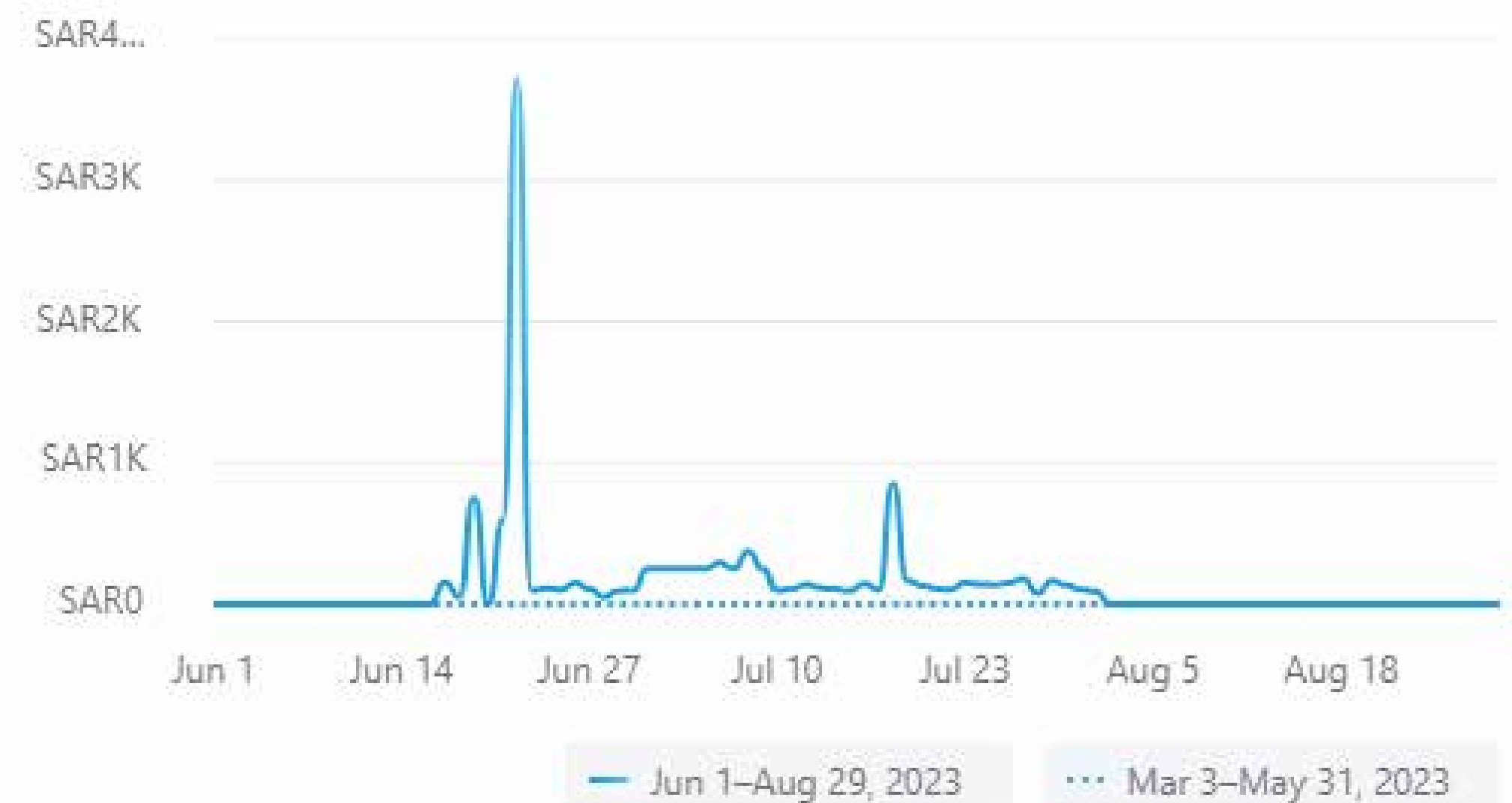
Returning customer rate

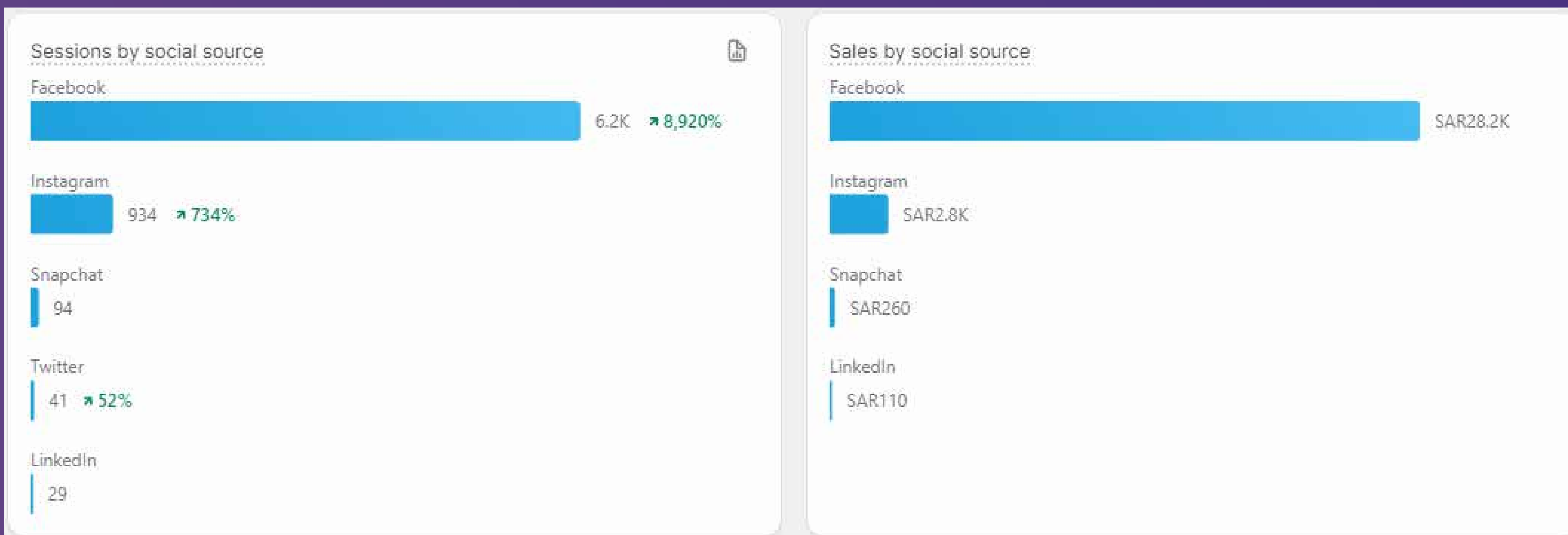
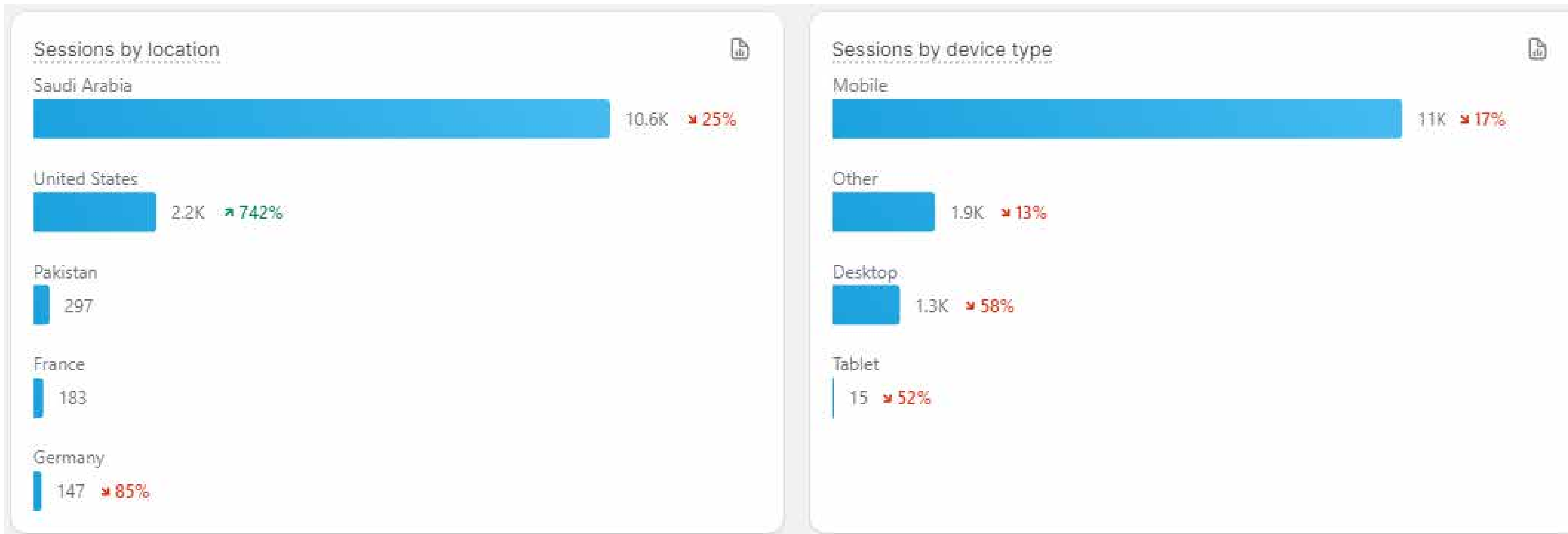
13.79% -



Average order value

SAR 92.12 -





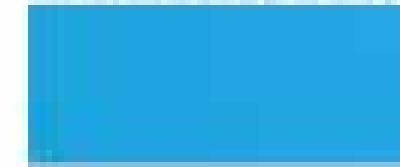
Top selling products

Mango Chaunsa 4kg Box | مانچو تشونسا ياكستاني 4 كلو كرتون



662

Buy 5 Mango Chaunsa Boxes 4kg each and Get 1 box free |



99

Buy 10 Mango Chaunsa Boxes 4kg each and Get 2 boxes free |



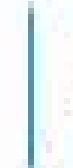
18

Buy 10 Mango Chaunsa Boxes 4kg each and Get 1 box free |



9

Buy 50 Mango Chaunsa Boxes 4kg each and Get 15 boxes free |



4

Ads Preview

Qareeb Saudi Arabia
Sponsored · 🌐

🍌 Riyadh's Mango Extravaganza! 🍌

🍌 Calling all mango lovers in ...see more



www.qareeb.com
EMBRACE THE PURE JOY OF MANGOES WITH QAREEB

BUY 50 BOXES
GET 15 BOXES
FREE

qareeb.com
Mango Season Is Here 🍌
Get Pakistani Mangos In

Order Now

Like Comment Share

Instagram

qareebksa
Sponsored

www.qareeb.com

EXPERIENCE
THE MANGO HEAVEN
WITH QAREEB

ORDER NOW

Get 1 Box Filled
with Sweetness

Just in
50 Riyals
Per Box in Cart
50 SAR

WhatsApp Now
+966 55 005 3653

Delivery Starting
From 22 June
📞 0500000000

Limited to Riyadh Only



Shop now

qareebksa 🍌 Taste the Magic of Pakistani Mangoes with Qareeb! 🍌 ... more

Qareeb Saudi Arabia
Sponsored · 🌐

🍌 Riyadh's Mango Craze! 🍌

🍌 Calling all mango lovers! ...see more



www.qareeb.com
MANGO MANIA!
TASTE THE MAGIC OF QAREEB

ORDER NOW

BUY 10 BOXES
GET 1 BOX
FREE

WhatsApp Now
+966 55 005 3653

qareeb.com
Indulge in Mango Heaven!

Order Now

Like Comment Share

Ads Preview

Qareeb Saudi Arabia
Sponsored · 📍

🍌 Taste the Magic of Pakistani Mangoes with Qareeb! 🍌
...see more

WWW.QAREEB.COM

EXPERIENCE THE MANGO HEAVEN WITH QAREEB

ORDER NOW

Get 1 Box Filled with Sweetness

Just 50 SAR

WhatsApp Now +966 50 005 3003

Delivery starting from 20 June

📍📱📺📺 /QAREEBKSA

qareeb.com
🍌 Discover the Juicy Delights of Pakistani
Shop now

👍 Like 💬 Comment ➦ Share

Instagram

qareebksa
Sponsored

WWW.QAREEB.COM LIMITED TO SAUDI ONLY

QAREEB



BUY 20 BOXES GET 5 BOXES FREE

SATISFY YOUR SWEET CRAVINGS WITH DIVINE JUICINESS

WhatsApp Now

SHARED BY

Order Now

qareebksa 🍌 Riyadh's Mango Extravaganza! 🍌
... more

Qareeb Saudi Arabia
Sponsored · 📍

🍌 Riyadh's Mango Extravaganza! 🍌
🍌 Calling all mango lovers in ...see more

WWW.QAREEB.COM

THE WAIT IS OVER MANGO SEASON IS HERE

BUY 5 BOXES GET 1 BOX FREE

ORDER NOW

4 kgs 50 SAR

qareeb.com
Mango Season Is Here 🍌
Get Pakistani Mangos In
Order Now

👍 Like 💬 Comment ➦ Share

Ads Preview



Conclusion

By leveraging our expertise in performance marketing, creative strategy, content strategy, and website development, we successfully transformed Qareeb into the leading provider of fresh Pakistani mangoes in Saudi Arabia. Through our collaborative efforts, we helped Qareeb achieve its business objectives, gain a competitive edge in the market, and establish long-lasting customer loyalty.





Proudly developed by



QUAID
VENTURES
LEAD THE FUTURE