

## CASE STUDY

# Fashion Retail Growth

*Scaling Two Egyptian D2C Fashion Brands Through Meta-Led Performance Marketing*

Content Testing • UGC Strategy • Inventory-Informed Media Buying • Continuous PDP Optimization

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*Brand names withheld under active NDA — all figures and screenshots are real.*

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# A Note on Confidentiality

These two brands remain active clients under a signed NDA. Brand names, logos, and any identifying detail have been withheld or redacted from every screenshot in this deck — including the Meta Ads Manager exports. The performance numbers and screenshots themselves are entirely real and unaltered.

## Market

Two independent, established Egyptian D2C fashion & apparel brands ('Fashion Brand A' & 'Fashion Brand B')

## Platforms

Shopify (storefront + inventory) and Meta Ads Manager (primary paid acquisition channel)

## My Role

Media buying + full-funnel strategy: content, creative testing, inventory-informed scaling, and PDP optimization

# The Challenge

*Great ad performance kept collapsing — and it wasn't a creative problem*

Before this system existed, the brand owners ordered inventory the **same way every time**: roughly equal quantities across every size and every color, regardless of which ones actually sold.

## THE RECURRING FAILURE

*The moment a winning ad started scaling, the specific sizes and colors people actually wanted sold out first — while unpopular variants sat in stock. Performance would crash mid-flight, not from ad fatigue, but from an empty warehouse shelf.*

## WHAT WAS NEEDED

A system that connected what the ads were doing to what the warehouse actually had — before running out became the bottleneck on growth.

# The Strategy — Four Pillars

*Running Meta as the primary channel, backed by a system — not just creative*

01

## Content & UGC Testing

Continuously testing hooks and formats, leaning heavily on authentic customer-supplied UGC as ad creative.

02

## Deep Inventory Monitoring

Tracking exactly which SKUs, sizes, and colors were converting — and directing reorders around real demand, not guesswork.

03

## Continuous PDP Optimization

Iterating the product page itself — including embedding UGC video — as a constant, ongoing workstream.

04

## Underperformer Test Cycles

Giving weak performers a fair testing cycle, then discounting to sell through and not reordering confirmed losers.

# Pillar 02 — Deep Inventory Monitoring

*The single highest-leverage change we made*

## BEFORE

The brand owner ordered from the factory in roughly equal splits across every size and color — regardless of actual demand.

*Result: winning sizes/colors sold out fast, ads kept losing their best-converting variants mid-campaign, and performance became unpredictable.*

## AFTER

We tracked exactly which products, sizes, and colors were actually converting on ad spend — then told the brand owner precisely what to reorder, in what quantity, when, and in what size/color ratio.

*Result: ad performance held stable for far longer, and stockouts on winning variants dropped sharply.*

# Content, UGC & the Product Page

*Turning real customers into the brand's best creative asset*

- **Content testing as routine**

New hooks, formats, and angles were tested continuously, not just at launch — treating creative as a living workflow.
- **Customer UGC over studio content**

Real footage supplied by customers wearing the product outperformed polished studio content on trust and cost.
- **UGC on the product page**

UGC videos were embedded directly on product pages, alongside ongoing PDP iteration, to lift on-page conversion — not just click-through.

*Underperformer discipline: products that stayed weak after a fair testing cycle were discounted to sell through cleanly — and simply weren't reordered.*

# Fashion Brand A — Overview

*Shopify + Meta Ads Manager, April – June 2025 (identifying details redacted)*

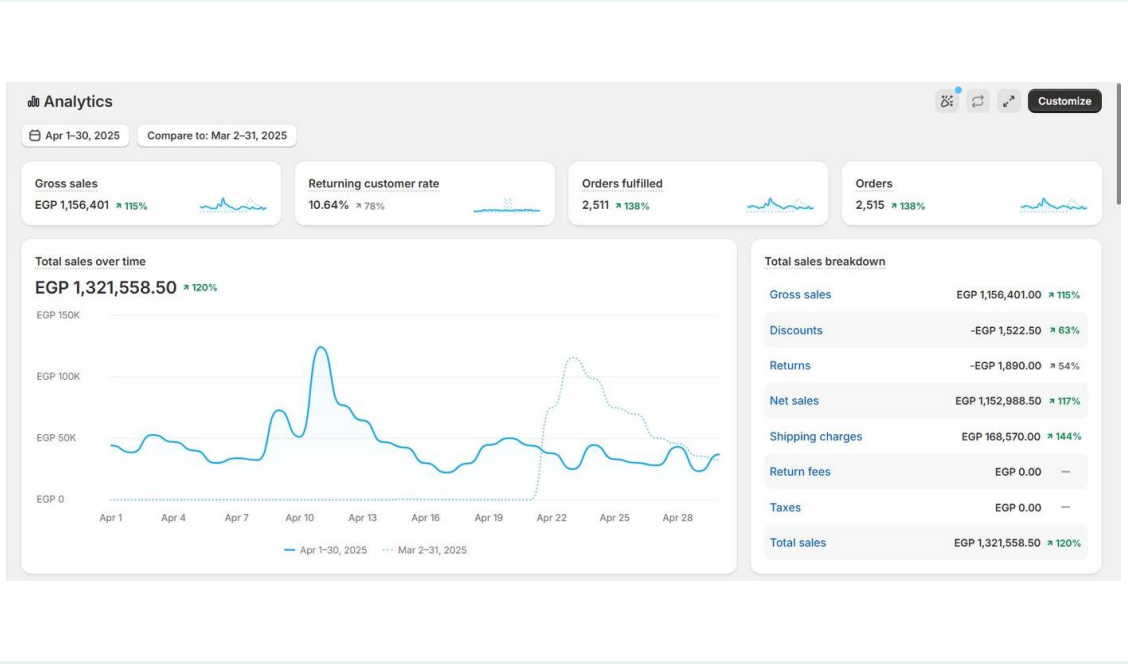
An established Egyptian D2C fashion brand. Meta was the primary acquisition channel throughout, with performance held stable by size/color-informed reorder guidance and continuous PDP work. Full monthly Shopify and Meta Ads Manager screenshots follow on the next three slides.

| Month      | Store Revenue | Orders | Avg. Meta ROAS |
|------------|---------------|--------|----------------|
| April 2025 | 1,321,558 EGP | 2,515  | 6.99x          |
| May 2025   | 1,085,508 EGP | 1,917  | 5.35x          |
| June 2025  | 1,125,450 EGP | 1,923  | 6.64x          |

**Total: 3,532,516 EGP across 6,355 orders • April–June 2025**

# Fashion Brand A — April 2025

Shopify Analytics + Meta Ads Manager (identifying details redacted)



Shopify Analytics — April 2025

**Meta Ads Manager** Apr 1, 2025 - Apr 30, 2025

Search by name, ID or filters

**Campaigns** **Ad sets** **Ads**

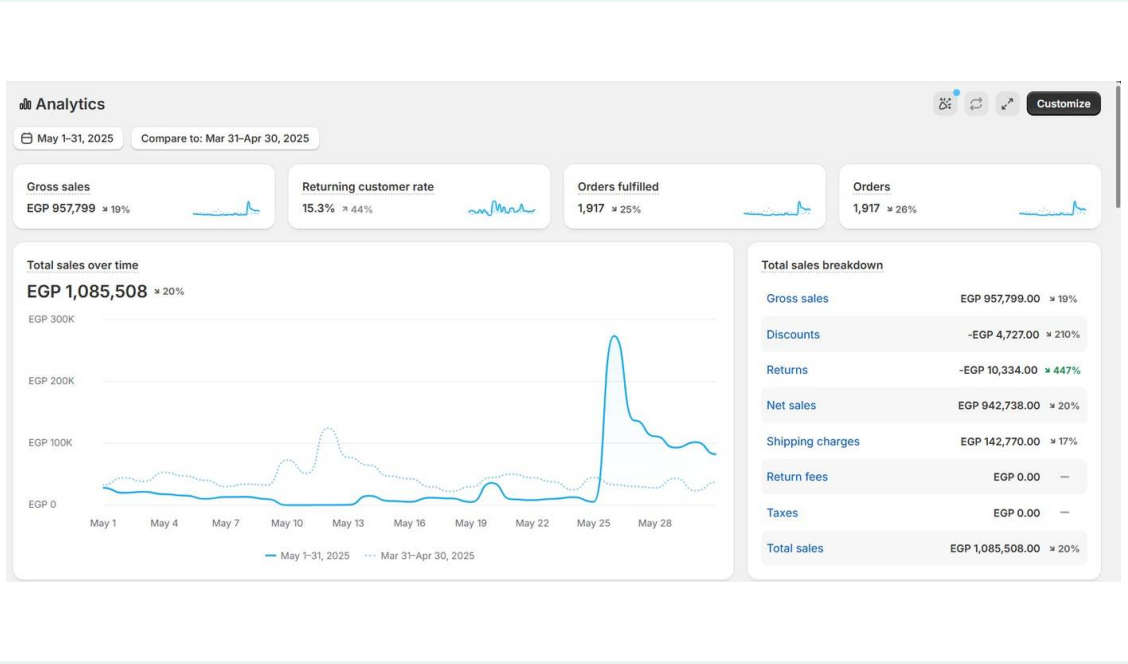
**Columns:** E Commerce **Breakdown**

| Off / On                  | Campaign            | Purchases | Cost per purchase | Purchases conversion | Average purchases | Purchase ROAS (retur... | Purchase % | Amount spent  | Store CVR% | Total CVR% |
|---------------------------|---------------------|-----------|-------------------|----------------------|-------------------|-------------------------|------------|---------------|------------|------------|
| <input type="checkbox"/>  | edAds1Apr           | 454       | 51.62.ⵓⵔ          | 253.696.00.ⵓⵔ        | 558.80.ⵓⵔ         | 10.83                   | 45.81%     | 23,434.51.ⵓⵔ  | 7.14%      | 0.41%      |
| <input type="checkbox"/>  | id11Apr             | 494       | 66.57.ⵓⵔ          | 226.677.00.ⵓⵔ        | 458.86.ⵓⵔ         | 6.89                    | 37.85%     | 32,887.67.ⵓⵔ  | 2.54%      | 0.28%      |
| <input type="checkbox"/>  | miss Sculpt122Mar   | 355       | 57.74.ⵓⵔ          | 194.966.50.ⵓⵔ        | 549.20.ⵓⵔ         | 9.51                    | 38.01%     | 20,496.77.ⵓⵔ  | 6.48%      | 0.38%      |
| <input type="checkbox"/>  | a-Pants1Mar'24      | 292       | 82.07.ⵓⵔ          | 187.541.00.ⵓⵔ        | 642.26.ⵓⵔ         | 7.83                    | 36.14%     | 23,963.55.ⵓⵔ  | 4.68%      | 0.26%      |
| <input type="checkbox"/>  | tonTop18Apr         | 83        | 99.43.ⵓⵔ          | 40.864.00.ⵓⵔ         | 492.34.ⵓⵔ         | 4.95                    | 35.78%     | 8,252.30.ⵓⵔ   | 4.90%      | 0.18%      |
| <input type="checkbox"/>  | rtSleeveMen1Mar'25  | 40        | 87.28.ⵓⵔ          | 17.000.00.ⵓⵔ         | 425.00.ⵓⵔ         | 4.87                    | 48.78%     | 3,491.35.ⵓⵔ   | 3.12%      | 0.14%      |
| <input type="checkbox"/>  | hedSleeveTop127Apr  | 15        | 109.89.ⵓⵔ         | 6.492.00.ⵓⵔ          | 432.80.ⵓⵔ         | 3.94                    | 37.50%     | 1,648.35.ⵓⵔ   | 2.89%      | 0.08%      |
| <input type="checkbox"/>  | fileVisits130Mar    | 16        | 954.47.ⵓⵔ         | 6.491.00.ⵓⵔ          | 405.69.ⵓⵔ         | 0.43                    | 11.35%     | 15,271.46.ⵓⵔ  | 0.17%      | 0.00%      |
| <input type="checkbox"/>  | ative Testing18 Dec | 8         | 31.37.ⵓⵔ          | 3.055.00.ⵓⵔ          | 381.88.ⵓⵔ         | 12.17                   | 61.54%     | 250.98.ⵓⵔ     | 25.81%     | 0.27%      |
| Results from 46 campaigns |                     | 1,771     | 76.09.ⵓⵔ          | 942,473.50.ⵓⵔ        | 532.17.ⵓⵔ         | 6.99                    | 38.70%     | 134,762.04.ⵓⵔ | 3.47%      | 0.28%      |
|                           |                     | Total     | Per Action        | Total                | Average           | Average                 |            | Total spent   |            |            |

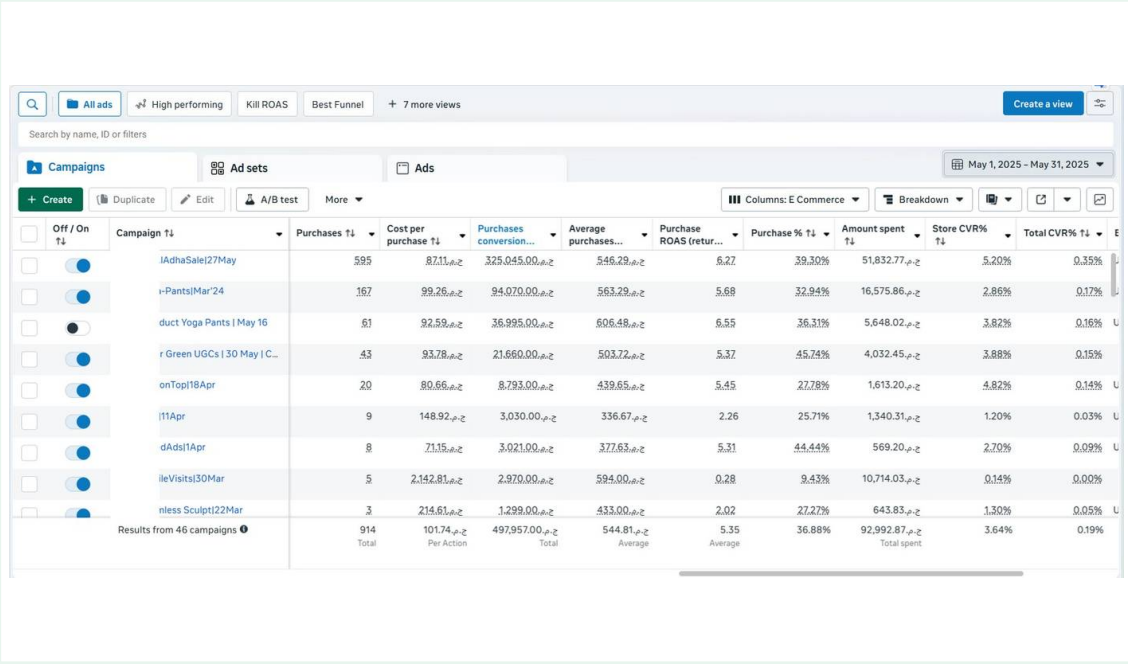
Meta Ads Manager — April 2025 (brand tag redacted)

# Fashion Brand A — May 2025

Shopify Analytics + Meta Ads Manager (identifying details redacted)



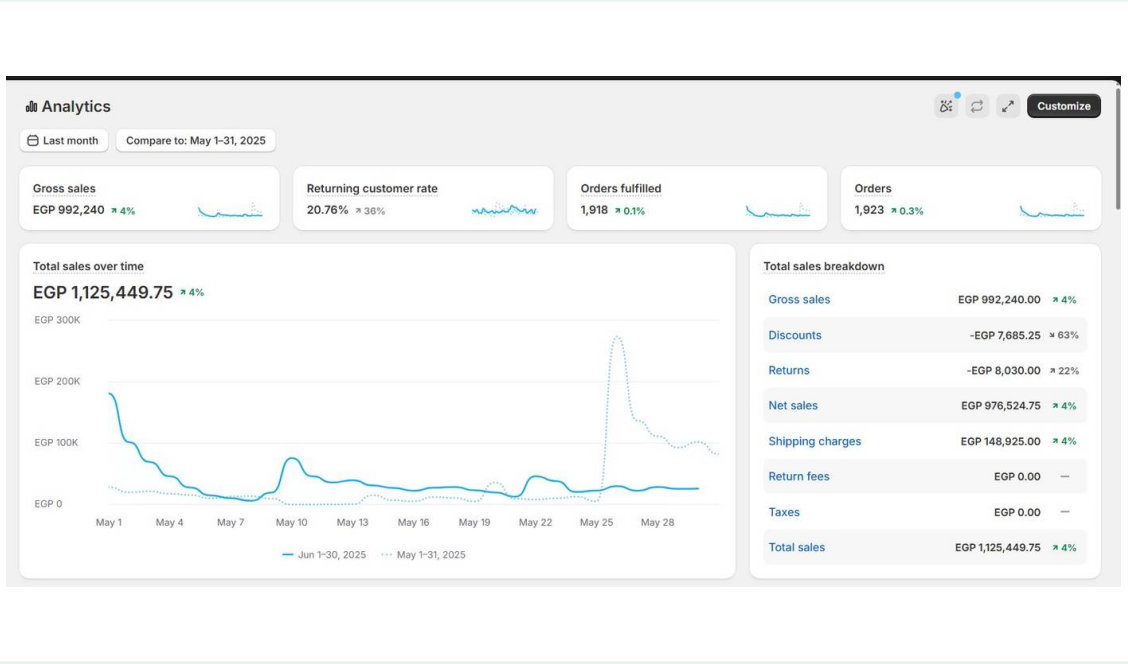
Shopify Analytics — May 2025



Meta Ads Manager — May 2025 (brand tag redacted)

# Fashion Brand A — June 2025

Shopify Analytics + Meta Ads Manager (identifying details redacted)



Shopify Analytics — June 2025

**Meta Ads Manager**

All ads | High performing | Kill ROAS | Best Funnel | + 7 more views

Create a view

Search by name, ID or filters

**Campaigns** | Ad sets | Ads

Jun 1, 2025 - Jun 30, 2025

+ Create | Duplicate | Edit | A/B test | More

Columns: E Commerce | Breakdown

| Off / On                  | Campaign                       | Purchases | Cost per purchase | Purchases conversion | Average purchases | Purchase ROAS | Purchase % | Amount spent | Store CVR% | Total CVR% |
|---------------------------|--------------------------------|-----------|-------------------|----------------------|-------------------|---------------|------------|--------------|------------|------------|
| <input type="checkbox"/>  | Green UGCs   30 May   C...     | 677       | 73.11             | 402,159.58           | 594.03            | 8.13          | 43.71%     | 49,496.31    | 4.49%      | 0.35%      |
| <input type="checkbox"/>  | AdhaSale   27 May              | 359       | 43.27             | 201,494.14           | 561.27            | 12.97         | 45.10%     | 15,532.46    | 9.28%      | 0.37%      |
| <input type="checkbox"/>  | Product Testing   Jun 19   ... | 168       | 130.81            | 113,045.00           | 672.89            | 5.14          | 40.68%     | 21,976.67    | 4.97%      | 0.19%      |
| <input type="checkbox"/>  | rtSleeveTop   Mar '22          | 33        | 128.33            | 18,594.00            | 563.45            | 4.39          | 33.33%     | 4,234.91     | 3.51%      | 0.08%      |
| <input type="checkbox"/>  | ting Products   Jun 18   CB... | 19        | 174.69            | 11,760.00            | 618.95            | 3.54          | 54.29%     | 3,319.06     | 3.45%      | 0.05%      |
| <input type="checkbox"/>  | ig Sleeve Bodysuit   Jun 16... | 16        | 152.52            | 9,027.50             | 564.22            | 3.70          | 51.61%     | 2,440.25     | 4.22%      | 0.07%      |
| <input type="checkbox"/>  | nd Neck Seamless Sculpt ...    | 14        | 178.81            | 8,800.00             | 628.57            | 3.52          | 33.33%     | 2,503.39     | 4.27%      | 0.08%      |
| <input type="checkbox"/>  | ileVisits   30 Mar             | 15        | 999.92            | 8,265.00             | 551.00            | 0.55          | 24.59%     | 14,998.74    | 0.38%      | 0.00%      |
| <input type="checkbox"/>  | Match, Bundle Ads   Ju...      | 6         | 162.81            | 3,028.75             | 504.79            | 3.10          | 30.00%     | 976.86       | 2.61%      | 0.05%      |
| Results from 46 campaigns |                                | 1,313     | 89.45             | 779,633.97           | 593.78            | 6.64          | 43.02%     | 117,443.73   | 4.53%      | 0.21%      |
|                           |                                | Total     | Per Action        | Total                | Average           | Average       |            | Total spent  |            |            |

Meta Ads Manager — June 2025 (brand tag redacted)

# Fashion Brand B — Overview

*Shopify + Meta Ads Manager, April – June 2025 (identifying details redacted)*

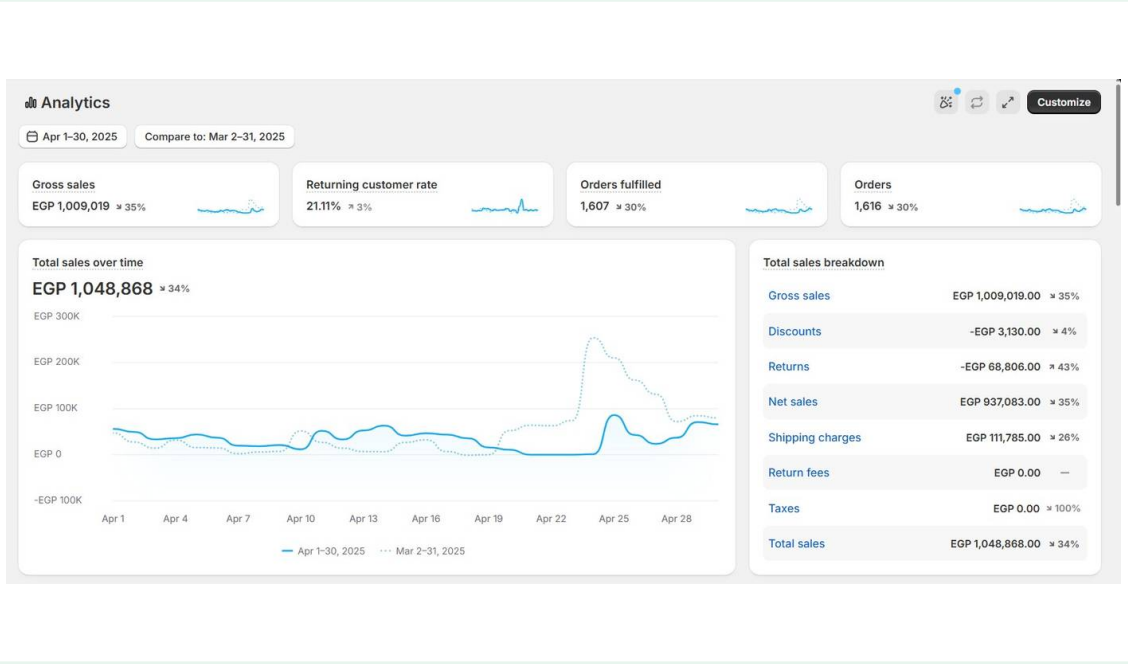
A second, independent Egyptian D2C fashion brand run in parallel on the same system. May's spike reflects a strong content/UGC cycle landing alongside well-stocked winning variants; June's pullback shows the natural seasonality this category carries. Full monthly Shopify and Meta Ads Manager screenshots follow on the next three slides.

| Month      | Store Revenue | Orders | Avg. Meta ROAS |
|------------|---------------|--------|----------------|
| April 2025 | 1,048,868 EGP | 1,616  | 8.58x          |
| May 2025   | 2,153,561 EGP | 3,389  | 7.89x          |
| June 2025  | 717,180 EGP   | 1,141  | 4.69x          |

**Total: 3,919,609 EGP across 6,146 orders • April–June 2025**

# Fashion Brand B — April 2025

Shopify Analytics + Meta Ads Manager (identifying details redacted)



Shopify Analytics — April 2025

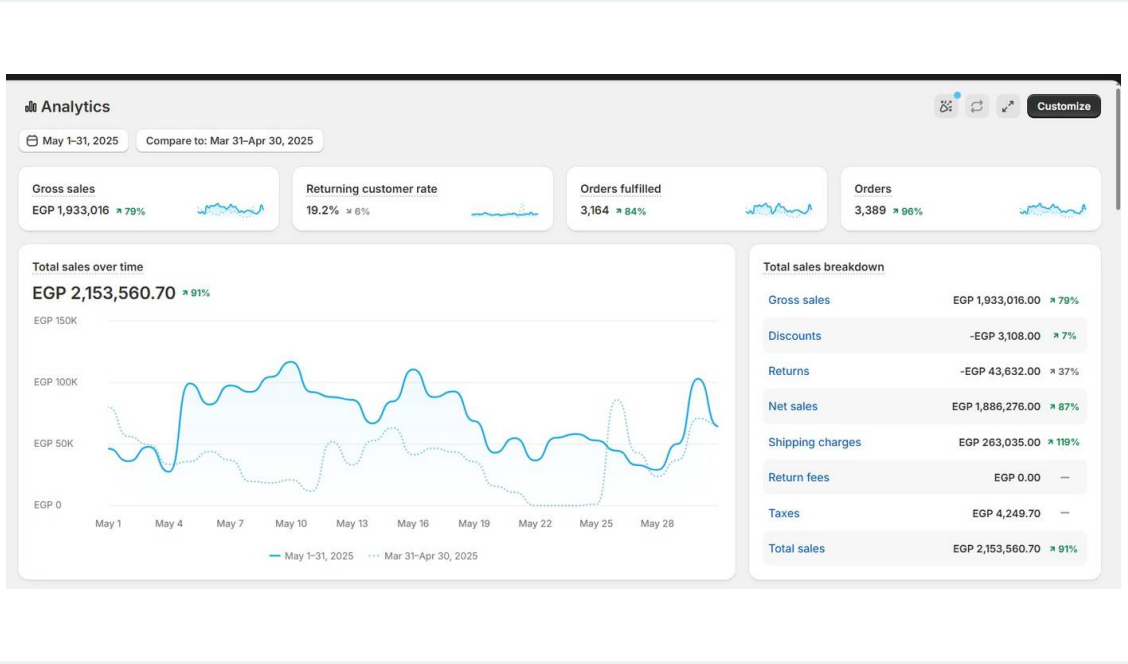
The Meta Ads Manager dashboard for April 2025 displays the following table of ad campaign performance:

| Off / On                  | Campaign               | Purchases | Purchases conversion... | Average purchases... | Purchase ROAS (retur... | Cost per purchase | Purchase % | Store CVR% | Total CVR% | Amount spent | Sta |
|---------------------------|------------------------|-----------|-------------------------|----------------------|-------------------------|-------------------|------------|------------|------------|--------------|-----|
| <input type="checkbox"/>  | zyDenimMar'22          | 462       | 345,694.00,⚡            | 748.26,⚡             | 8.87                    | 84.37,⚡           | 43.58%     | 3.98%      | 0.34%      | 38,979.76,⚡  | Y   |
| <input type="checkbox"/>  | Denim19 Sep            | 266       | 235,557.91,⚡            | 885.56,⚡             | 15.16                   | 58.41,⚡           | 47.76%     | 6.97%      | 0.29%      | 15,537.40,⚡  | S   |
| <input type="checkbox"/>  | ingTopsMar'23          | 329       | 191,362.17,⚡            | 581.65,⚡             | 7.56                    | 76.93,⚡           | 37.09%     | 4.01%      | 0.28%      | 25,310.23,⚡  | N   |
| <input type="checkbox"/>  | Shoulder Tops   12 Nov | 142       | 70,727.00,⚡             | 498.08,⚡             | 8.81                    | 56.55,⚡           | 42.39%     | 10.41%     | 0.24%      | 8,029.81,⚡   | I   |
| <input type="checkbox"/>  | ileVisits30Mar         | 38        | 21,978.00,⚡             | 578.37,⚡             | 1.55                    | 372.86,⚡          | 21.97%     | 0.89%      | 0.01%      | 14,168.79,⚡  | N   |
| <input type="checkbox"/>  | Reels25Mar             | 23        | 16,155.00,⚡             | 702.39,⚡             | 16.51                   | 42.54,⚡           | 48.94%     | 19.17%     | 0.28%      | 978.53,⚡     | N   |
| <input type="checkbox"/>  | mslEidOffers26Mar      | 16        | 11,044.00,⚡             | 690.25,⚡             | 54.77                   | 12.60,⚡           | 50.00%     | 17.58%     | 0.35%      | 201.66,⚡     | N   |
| <input type="checkbox"/>  | zyDenim-DCIMar'22      | 13        | 9,792.00,⚡              | 753.23,⚡             | 5.98                    | 125.96,⚡          | 41.94%     | 4.00%      | 0.09%      | 1,637.46,⚡   | N   |
| <input type="checkbox"/>  | ileEidOffers26Mar      | 5         | 2,979.00,⚡              | 595.80,⚡             | 11.71                   | 50.86,⚡           | 26.32%     | 5.49%      | 0.11%      | 254.31,⚡     | N   |
| Results from 49 campaigns |                        | 1,299     | 907,530.07,⚡            | 698.64,⚡             | 8.58                    | 81.42,⚡           | 41.13%     | 4.33%      | 0.20%      | 105,770.32,⚡ |     |
| Excludes deleted items    |                        | Total     | Total                   | Average              | Average                 | Per Action        |            |            |            | Total spent  |     |

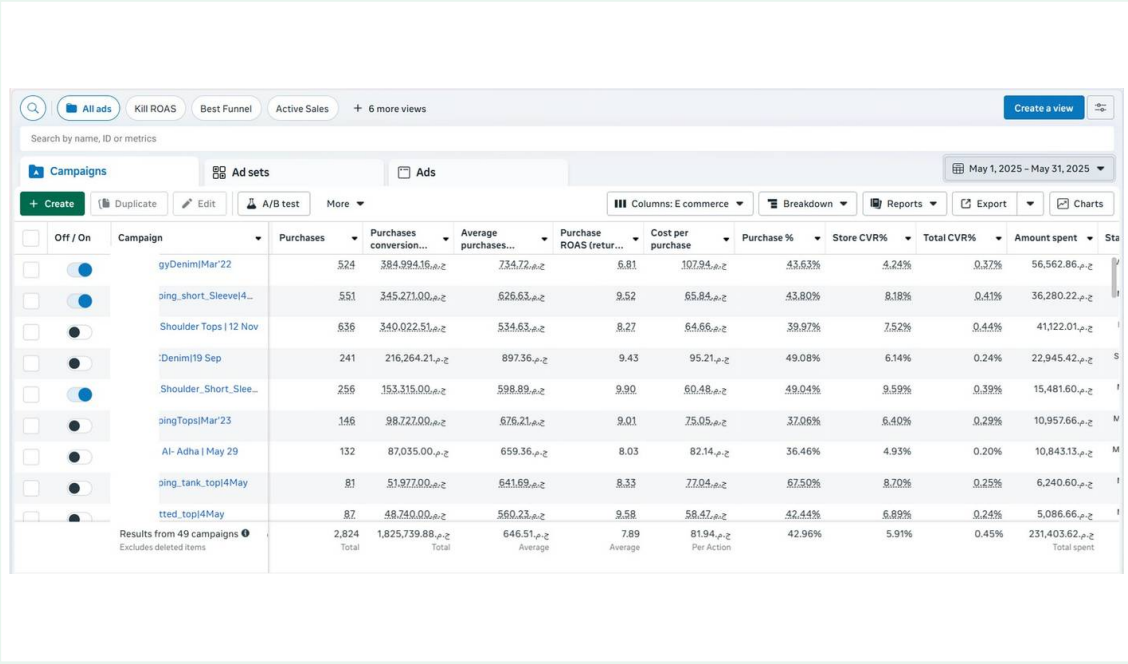
Meta Ads Manager — April 2025 (brand tag redacted)

# Fashion Brand B — May 2025

Shopify Analytics + Meta Ads Manager (identifying details redacted)



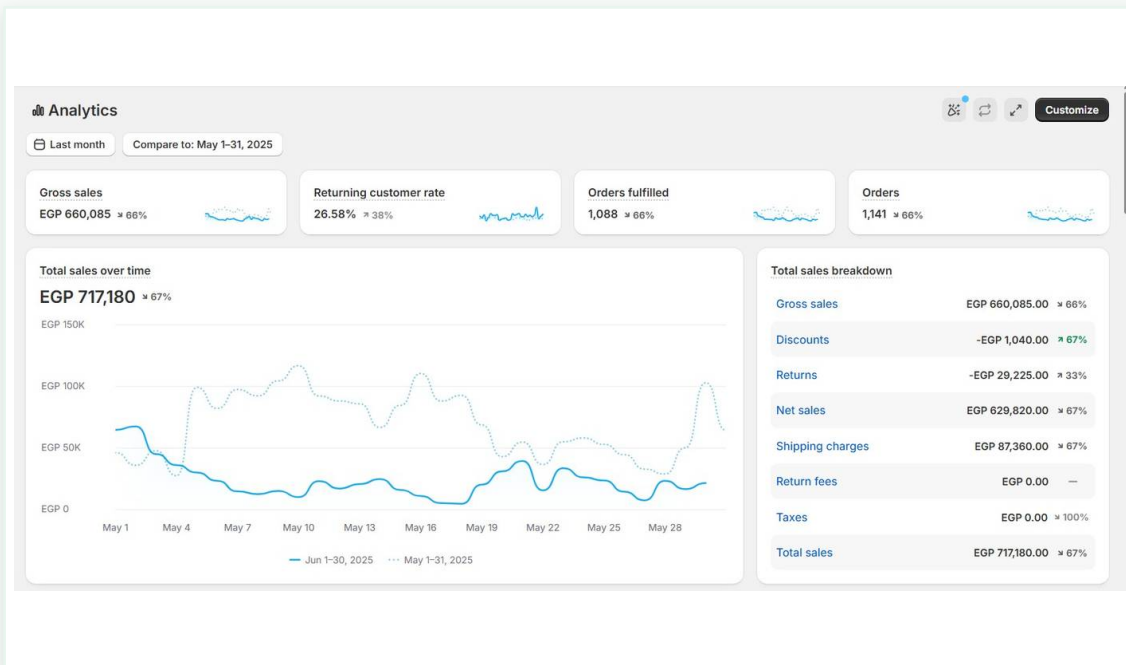
Shopify Analytics — May 2025



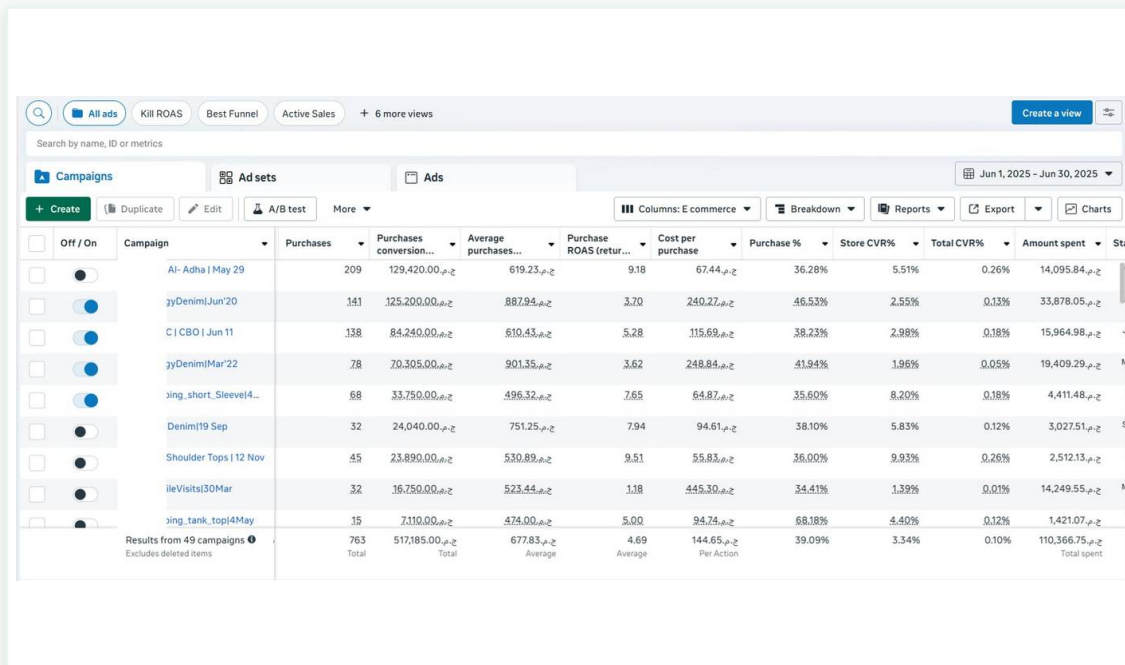
Meta Ads Manager — May 2025 (brand tag redacted)

## Fashion Brand B — June 2025

*Shopify Analytics + Meta Ads Manager (identifying details redacted)*



Shopify Analytics — June 2025



Meta Ads Manager — June 2025 (brand tag redacted)

# Combined Impact

*Both brands, three months (April – June 2025), Meta as the primary channel*

**7.45M EGP**

Combined store revenue  
(both brands, 3 months)

**12,501**

Combined orders fulfilled

**4.69x – 8.58x**

Monthly average Meta ROAS  
range, both brands

**792,739 EGP**

Combined Meta ad spend  
across both brands

*All figures are pulled directly from Shopify Analytics and Meta Ads Manager exports for both accounts, April–June 2025.*

## Why this matters more than the topline number

Both accounts show real month-to-month volatility (typical of fashion/seasonality) — the system's job wasn't to eliminate that, it was to keep performance recoverable instead of collapsing.

# What This Project Proved

*Media buying that reaches past the ad account and into the warehouse*

- **Inventory-informed media buying**

Connected ad performance data to real reorder decisions — size, color, quantity, and timing.
- **UGC-driven creative strategy**

Built a repeatable pipeline for sourcing and deploying authentic customer content as top-performing ad creative.
- **Continuous CRO discipline**

Treated the product page as a living asset, not a one-time build — always iterating, always testing.
- **Multi-brand account management**

Ran two independent brands' Meta accounts in parallel, each with its own inventory rhythm and creative needs.

# Omar Elattar

*Turn your ad budget from weak-return expenses into a profit-driving investment.*

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