



OPTIMIZERA

eCommerce Optimization

COMPANY PROFILE

ABOUT OPTIMIZERA

OPTIMIZERA is a professional Saudi company specializing in the latest solutions for e-commerce enhancement, web development, and digital marketing strategy. Our expertise enables us to identify the most effective solutions to meet our clients' unique business needs. With a team of highly qualified executives and consultants, we deliver tailored strategies that help our clients achieve their goals with precision and success.

Executive and Consultant Qualifications





01

Member of the Digital Marketing and Digital Analytics Association - United States since 2011

02

Certified qualification from Google Analytics for e-commerce business analysis

03

Certified expert in web analytics endorsed by Avinash Kaushik, a leading analyst at Google

04

Master's degree in Digital Marketing from the United Kingdom, 2014

05

15 years of experience in e-commerce and digital marketing with major national and international companies (e.g., eXtra and Samsung)

06

Certified expert in "Improving Visitor Conversion to Customers" endorsed by Bryan Eisenberg, a pioneer in conversion theory for e-commerce

07

Experienced team specializing in web and mobile development, creating user-friendly and high-performance applications to support our clients' business growth.

OUR _____ SERVICES



GOOGLE ANALYTICS 4 IMPLEMENTATION

Implementing comprehensive Google Analytics solutions for robust data-driven insights and performance evaluation.



CONVERSION RATE OPTIMIZATION

Our goal is to transform the online experience of your customers, with a data-driven approach that focuses on converting more of your traffic, into buyers and loyal customers.



MARKETING AUTOMATION & PERSONALIZATION

Implementing marketing automation and personalization strategies to enhance customer engagement and tailor experiences.



PAID ADS CAMPAIGN MANAGEMENT

Implementing comprehensive Google Analytics solutions for robust data-driven insights and performance evaluation.



CONVERSION API

Implementing a Conversion API for ads to enhance tracking accuracy, optimize campaign performance, and maximize conversion insights.



WEB AND MOBILE APPS DEVELOPMENT

Creating tailored, high-performance web and mobile apps to engage users and drive business growth.



CONTENT WRITING

Includes product descriptions and blog posts.

OUR _____ FRAMEWORK



OUR _____ PARTNERSHIPS



klaviyo

Klaviyo is a data-driven marketing platform that empowers businesses to create personalized and targeted email campaigns for enhanced customer engagement and conversion.



Zid is a customizable e-commerce platform that suits businesses of all sizes and is equipped with all the tools that help you find customers, drive sales, and manage your online store.

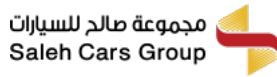


Salla is an e-commerce platform that empowers businesses to create and manage their online stores with ease.



Snapchat ads with CAPI (Conversions API) enable businesses to securely share events, enhancing data tracking and ad performance on the platform.

SNAPSHOT OF OUR CLIENTS



FROM OUR PORTFOLIO



Future Institute

Deliverables

Website Design

Website Development

Website

futureinstitute.edu.sa



THREE S

Deliverables

Website Design

Website Development

Website

www.3-s.sa



