UNSCRIPTED

Case Study: Unscripted

Data-Driven Digital Marketing for a Luxury Fragrance Brand

Client Overview

Unscripted.ae is a high-end fragrance brand based in the UAE, offering luxurious, gender-neutral perfumes that blend storytelling with sensory elegance. As a growing eCommerce brand, Unscripted wanted to scale its online presence while preserving the exclusivity and emotional depth that define its identity.

Project Goals

The brand partnered with Halo Digital to build a digital marketing strategy that would:

- Increase **brand awareness** and premium positioning

- Improve **online sales conversion rates**

- Launch and scale **paid media campaigns** across Meta & Google

- Automate customer retention with **email workflows**

- Leverage creative content for **emotional engagement**

Our Strategy

Halo Digital worked closely with the Unscripted team to craft a full-funnel marketing approach—built on performance analytics, visual storytelling, and refined targeting.

What We Delivered

📈 Paid Advertising (Meta & Google Ads)

- Launched conversion-optimized **Facebook & Instagram ad funnels** (cold to remarketing)

- Developed keyword-optimized **Google Search and Shopping campaigns**

- Created A/B tests to refine **copy, creative, and audience segments**

- Leveraged **Pixel and GA4 tracking** for actionable attribution

🎨 Creative Content & Storytelling

- Designed high-converting **ad creatives** that mirrored the brand's premium aesthetic

- Emphasized **sensory language**, luxury minimalism, and emotional resonance in all visuals

- Produced ad copy aligned with brand tone—evocative, elegant, and personal

✉️ Email Marketing Automation

- Built Klaviyo-powered automation flows for **abandoned cart**, **welcome series**, and **loyalty campaigns**

- Personalized content based on purchase behavior, click history, and customer segments

- Integrated data from Meta and Shopify to enhance email targeting

🎯 Conversion Tracking & Optimization

- Implemented Meta Pixel, Google Tag Manager, and server-side tracking

- Audited landing pages and product funnels to improve **CRO (Conversion Rate Optimization)**

- Regular performance reporting + growth recommendations

📸 Visual Showcase

A curated selection of brand visuals used across digital platforms—designed to reflect elegance, emotion, and premium appeal. These creatives played a key role in reinforcing brand identity and engaging the target audience through consistent storytelling and aesthetic harmony.

Results & Performance Highlights

- 💰 **3.2x ROAS** (Return on Ad Spend) on top-performing campaigns

- 📊 **40% increase in conversion rate** through targeted remarketing and CRO

- 🛒 **25% increase in abandoned cart recovery** via automation

- 📈 Significant **uplift in branded search volume** and Instagram engagement

- ✉️ **16% average email open rate increase** across flows

Client Feedback

"The team at Halo Digital completely transformed our online presence. Their attention to both numbers and storytelling helped us grow without compromising our brand integrity."

Tools & Platforms Used

Meta Business Suite · Google Ads · Klaviyo · Shopify · Canva · GA4 · Hotjar · GTM · Facebook Pixel · UTM Builder

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Luxury Isn't Mass-Market. Neither Is Our Strategy.

We craft growth systems tailored to premium brands—where experience matters as much as scale.

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