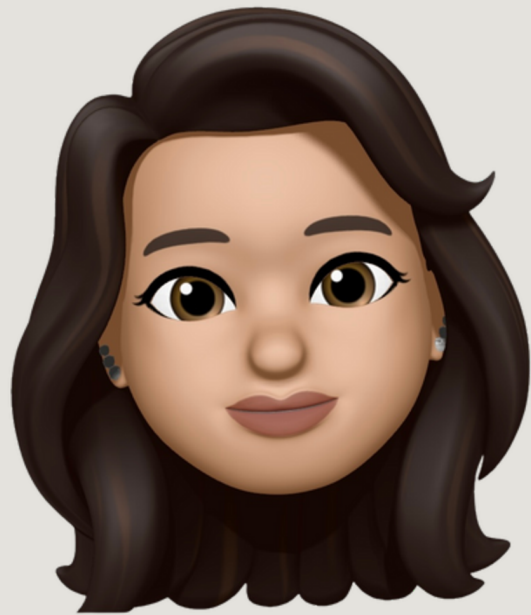




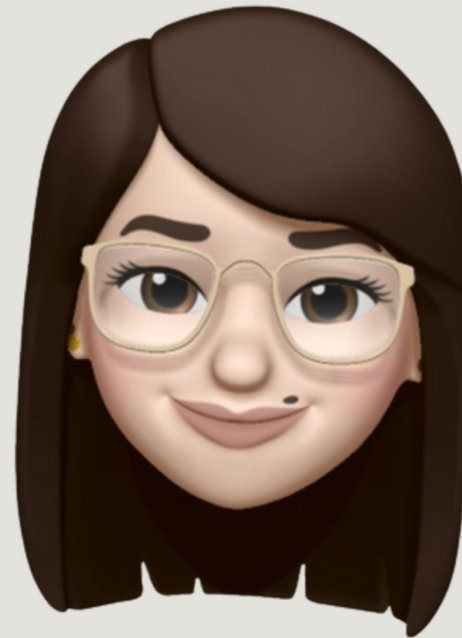
Thank you for downloading our portfolio. Inside, you'll find a treasure trove of cutting-edge strategies, innovative tactics, and industry insights designed to elevate your digital marketing efforts. From optimizing your online presence to mastering the latest trends, our expert knowledge is here to help you transform your approach and achieve outstanding results. Dive in and discover how to drive your brand forward with confidence and creativity.

Who We Are

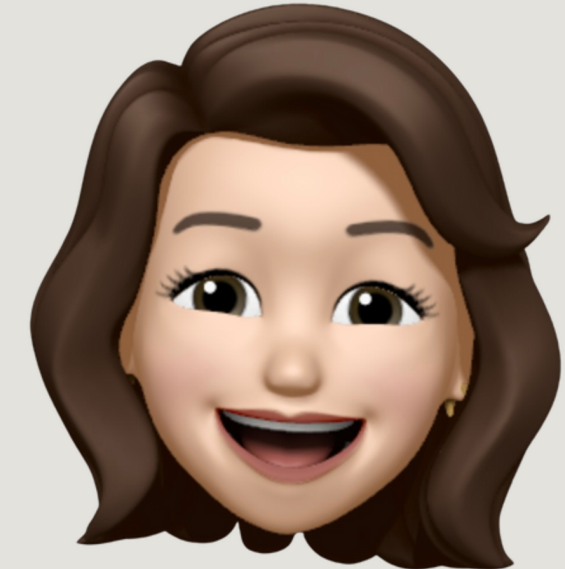
At Tres, we're a bold and passionate team of digital marketing specialists, driven by audacity and ambition. Despite being a startup, we bring over 8 years of expertise in each field, pushing boundaries and challenging norms to deliver exceptional results for your brand. Join us in the digital revolution, where every campaign is crafted with both innovation and deep experience.



Marie Aguiador
Creative Specialist



Krizzia Bulan
Digital Marketing Specialist



Marga Bugnot
SEO & Market Research

OUR WORK

META ADS

NZ Clothing Company - Digital Advertising Success

Project Overview: We partnered with a leading New Zealand clothing company to launch their first-ever digital advertising campaign. Despite being new to online ads, the brand was eager to explore the potential of META (Facebook and Instagram) ads. Our primary goal was to drive significant revenue growth while adhering to a minimal budget.

Campaign Strategy:

- **Platform:** META (Facebook and Instagram)
- **Objective:** Maximize Return on Ad Spend (ROAS) using a minimal budget.
- **Ad Types:** We crafted and designed all the ads used in this campaign, ensuring they resonated with the target audience.

OUR WORK

META ADS




NZ Clothing Company - Digital Advertising Success

Key Achievements:

- **ROAS:** Achieved an outstanding 1800% ROAS within just three months.
- **Revenue:** Generated \$74,226 in revenue with a total ad spend of \$6,181.

Performance Metrics:

- Impressions: 775,404
- Reach: 123,535
- Clicks: 29,326
- CTR: 3.78% (Significantly higher than the industry average of 0.90%)
- CPC: \$0.21 (Well below the industry average of \$0.90)

Ad	Results	Purchase ROAS (return on ad spend)	Purchases conversion value	Reach	Impressions
 BB - Facebook Audience - The Hori - Generic...	106 [2] Website purchases	10.54 [2]	\$16,920.42 [2]	64,183	192,265
 BB - Facebook Audience - The Hori - Produc...	51 [2] Website purchases	11.17 [2]	\$5,956.00 [2]	23,402	58,353
 BB - Facebook Audience - The Hori - Produc...	38 [2] Website purchases	21.32 [2]	\$8,248.00 [2]	35,031	60,275

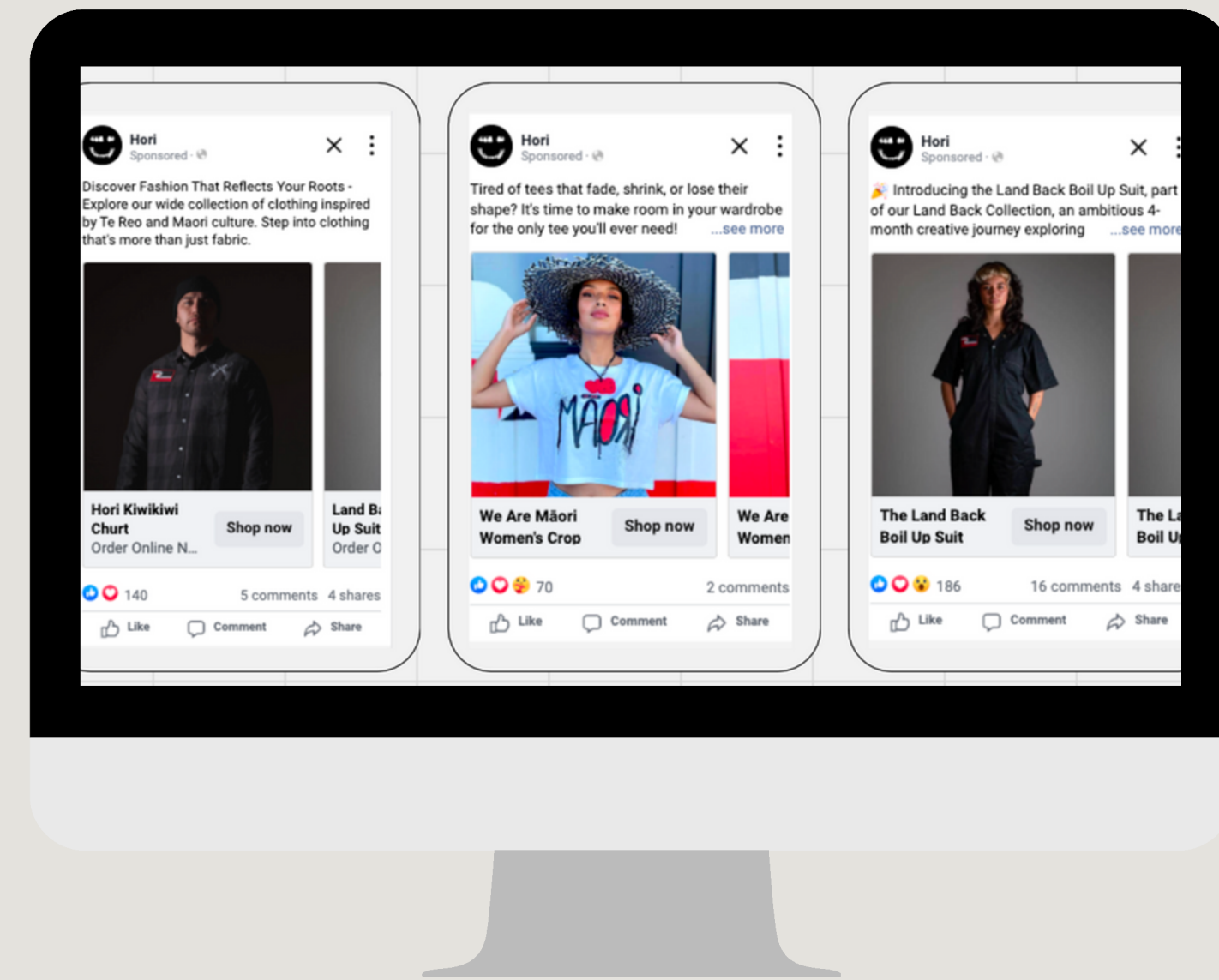
OUR WORK

META ADS

NZ Clothing Company - Digital Advertising Success

Creative Excellence: Our design team meticulously crafted ads that not only captured attention but also drove action. We incorporated a blend of compelling visuals and messaging that resonated with the brand's target demographic.

Conclusion: Our strategic approach and creative expertise enabled the NZ clothing company to achieve an unprecedented 1800% ROAS in their first foray into digital advertising. This campaign not only established a solid foundation for their future advertising efforts but also demonstrated the immense potential of well-crafted, targeted ads.



OUR WORK

PAID ADS

Seafood Restaurant in Dubai

Project Overview: We partnered with a leading seafood restaurant in Dubai to enhance their digital presence and drive more foot traffic and online orders. Our comprehensive strategy included META (Facebook and Instagram) ads, Google SEM (Search Engine Marketing), Performance Max campaigns, and social media management.

Campaign Strategy:

- **Platform:** META (Facebook and Instagram), Google Ads (SEM & Performance Max)
- **Objective:** Increase online orders, restaurant visits, and brand awareness through targeted digital campaigns.
- **Social Media Management:** Managed their Instagram profile, curated engaging content, and fostered a strong online community.

OUR WORK

PAID ADS

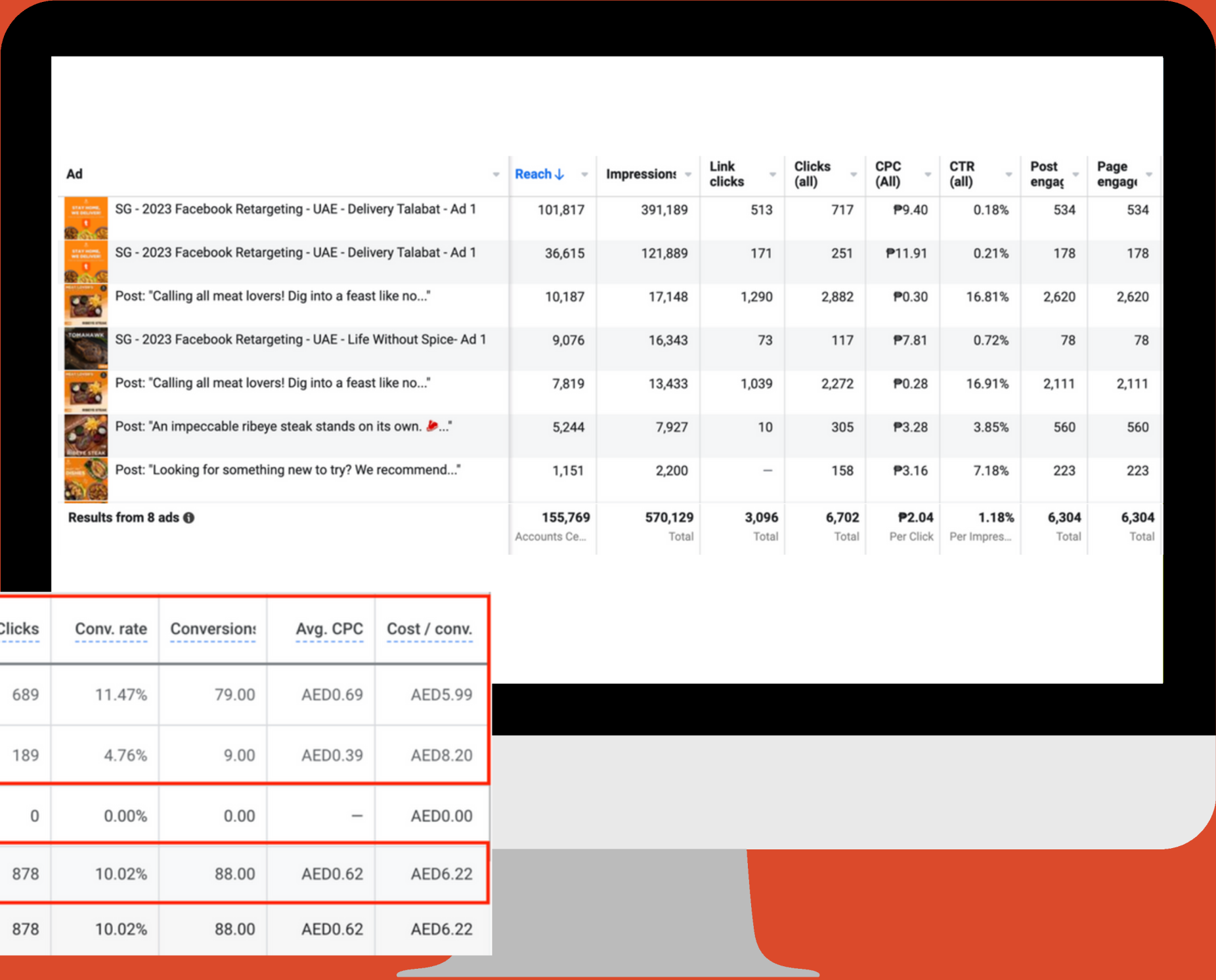
Seafood Restaurant in Dubai

- **Key Achievements:**
 - **META Ads:**
 - Ad Spend: AED 13,640.98
 - Clicks: 6,702
 - CTR: 1.18% (Exceeding the industry average of 0.90%)
 - CPC: AED 2.04 (Substantially lower than the industry average of AED 6.76)
 - **Google Ads:**
 - Ad Spend: AED 547
 - Clicks: 878
 - Conversions: 88 (Order Now Clicks: 77, Contact Clicks: 4, Location Clicks: 6, Menu Clicks: 6)
 - Conversion Rate: 10.02% (Surpassing the industry average of 5.54%)
 - CPC: AED 0.62 (Far below the industry average of AED 6.76)
- **ROAS:** Achieved an outstanding 1800% ROAS within just three months.
- **Revenue:** Generated \$74,226 in revenue with a total ad spend of \$6,181.

OUR WORK

PAID ADS

Seafood Restaurant in Dubai



OUR WORK

PAID ADS

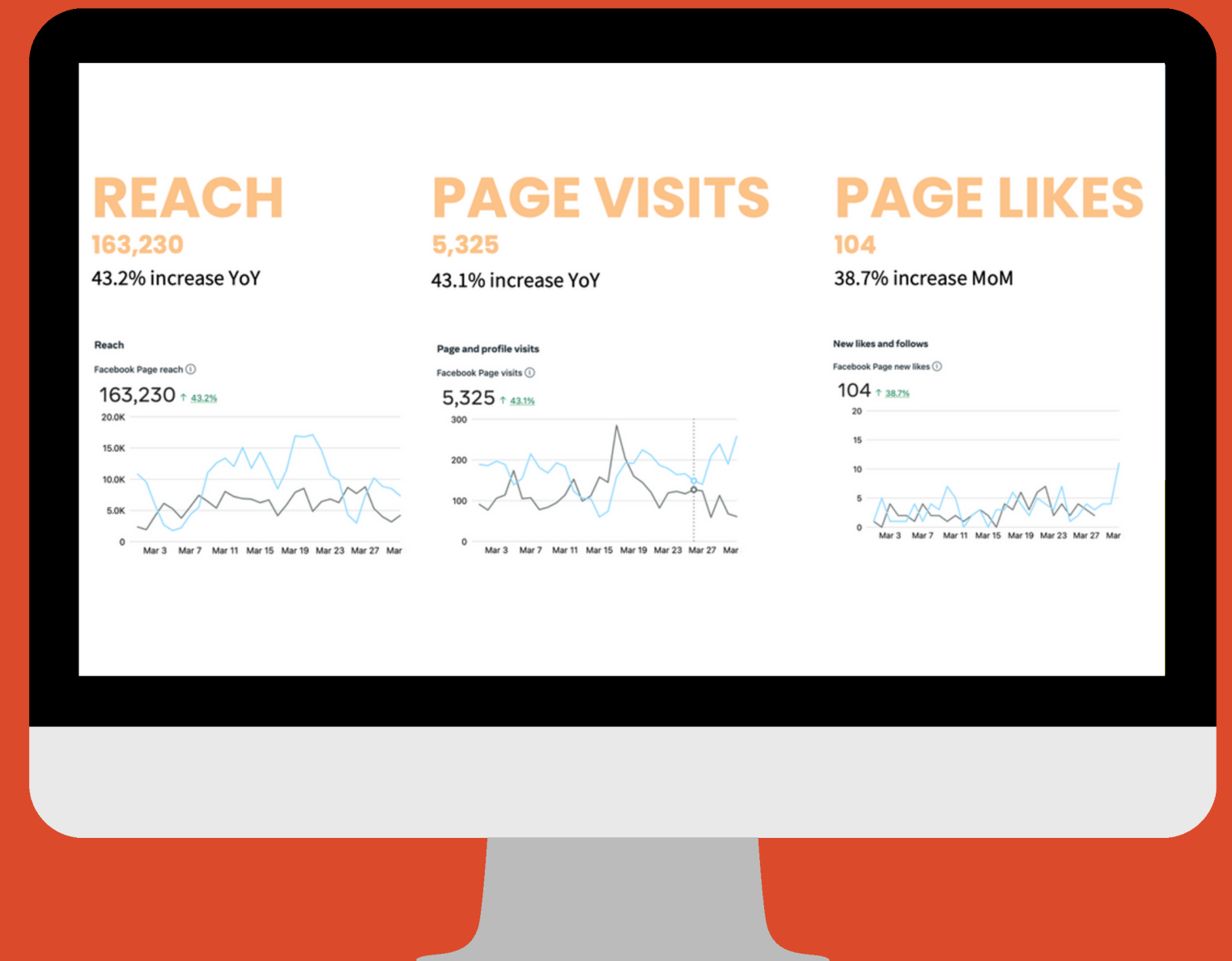
Seafood Restaurant in Dubai

Social Media Management:

- Managed the Instagram profile, leading to:
 - 43.2% Year-over-Year Increase in Reach
 - 38.7% Month-over-Month Increase in Page Likes
 - Boosted community engagement with visually appealing content highlighting the restaurant's ambiance and seafood dishes.

Creative Excellence: Our focus was on mobile-optimized content that showcased the restaurant's unique offerings and dining experience. Carousel ads were particularly effective, driving higher engagement and conversions compared to static ads.

Conclusion: Our strategic digital marketing efforts significantly boosted the restaurant's online visibility, resulting in higher conversions and engagement. This campaign laid a strong foundation for ongoing digital success.



OUR WORK

PAID ADS

Digital Marketing Success for a Premium Wine Company in Manila

Project Overview: We collaborated with a distinguished wine company in Manila to elevate their digital footprint, increase online sales, and boost event attendance. By implementing a well-rounded digital marketing strategy that included META (Facebook and Instagram) ads and Google SEM (Search Engine Marketing) campaigns, we effectively targeted wine enthusiasts and event-goers, resulting in remarkable outcomes.

Campaign Strategy:

- **Platform:** META (Facebook and Instagram), Google Ads (Search & Performance Max)
- **Objective:** To enhance brand awareness through precision-targeted digital campaigns.

OUR WORK

PAID ADS

Digital Marketing Success for a Premium Wine Company in Manila

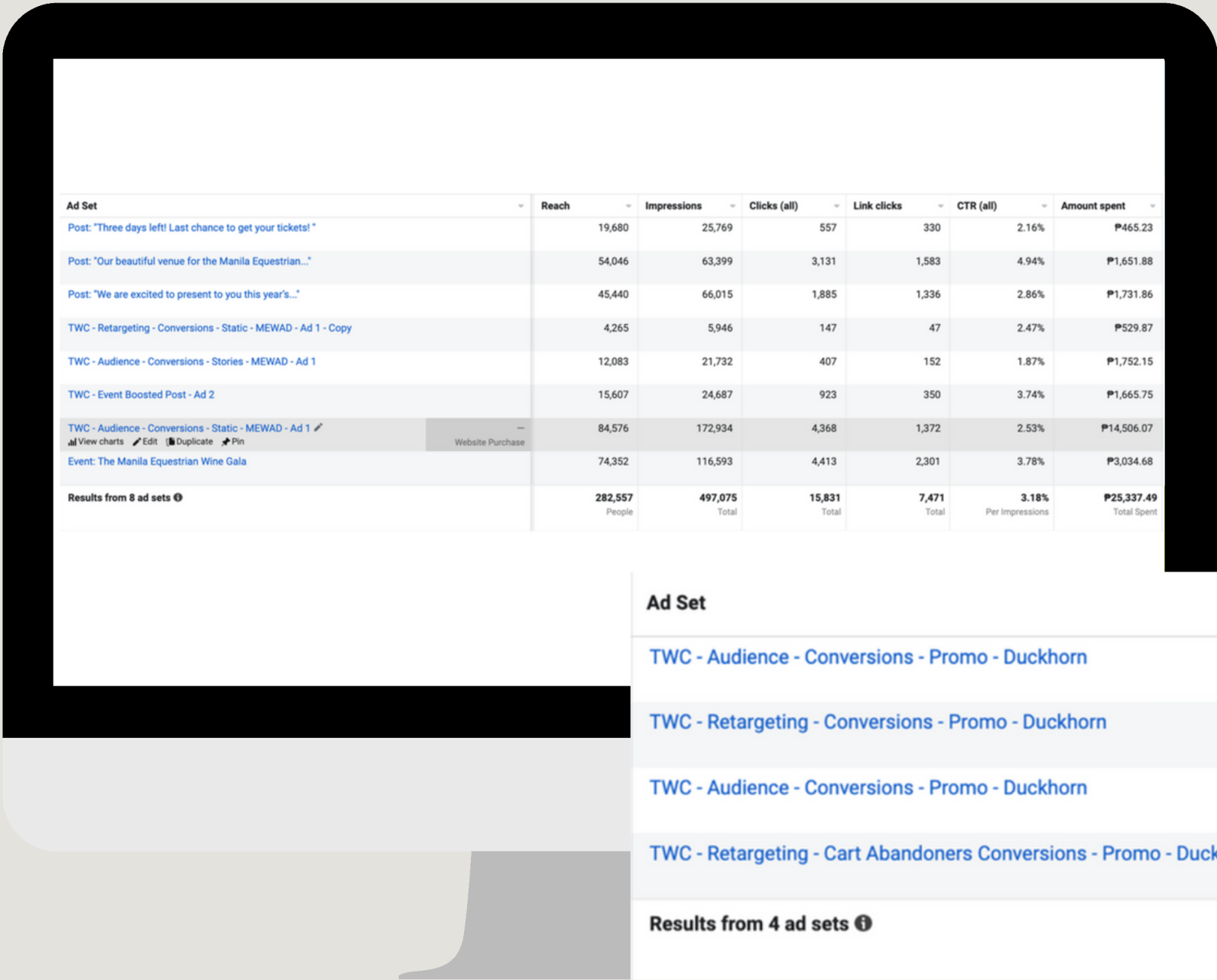
Key Achievements:

- META Ads Performance:
 - Spend: ₱23,086
 - Total Clicks: 5,940
 - CTR: 3.19% (Dramatically above the industry average of 0.90%)
- Google Ads Performance:
 - Total Ad Spend: ₱7,074
 - Total Clicks: 2,059
 - Performance Max Campaign:
 - CTR: 4.65% (Surpassing the industry average of 4.03%)
 - Search Ads Campaign:
 - CTR: 12.75% (Substantially higher than the industry average of 7.60%)

OUR WORK

PAID ADS




Digital Marketing Success for a Premium Wine Company in Manila



OUR WORK

PAID ADS

Digital Marketing Success for a Premium Wine Company in Manila

Campaign	Campaign type	↓ Impr.	CTR	Clicks	Conversion:	Cost
 TWC - Performance Max - Event	Performance Max	83,877	2.39%	2,004	0.00	₱5,138.27
 TWC - Performance Max - Promo	Performance Max	1,976	7.44%	147	3.00	₱2,287.04
 The Wine Club - 2022 - Brand	Search	532	10.71%	57	5.00	₱146.17

MCF Channel Grouping [?]	Spend (for selected time range)	First Interaction Conversions [?]	First Interaction CPA [?]	First Interaction Conversion Value [?] ↓
1. Direct	₱0.00 (0.00%)	41.00 (39.05%)	₱0.00 (0.00%)	₱62,092.00 (51.51%)
2. Paid Search	₱7,571.48(100.00%)	39.00 (37.14%)	₱194.14(269.23%)	₱33,260.00 (27.59%)
3. Social Network	₱0.00 (0.00%)	24.00 (22.86%)	₱0.00 (0.00%)	₱25,188.00 (20.90%)
4. (Other)	₱0.00 (0.00%)	1.00 (0.95%)	₱0.00 (0.00%)	₱0.00 (0.00%)

OUR WORK

PAID ADS

Digital Marketing Success for a Premium Wine Company in Manila

Creative and Strategic Approach:

- **Ad Design:** We crafted visually captivating ads that highlighted the luxury and exclusivity of the wine offerings and associated events. Our creative strategy centered around high-quality imagery and compelling messaging tailored to resonate with Manila's discerning wine enthusiasts.
- **Ad Optimization:** Despite the limitations imposed by alcohol-related policies, we fine-tuned our ad delivery to ensure maximum visibility and engagement across all platforms.
- **Multi-Channel Integration:** Our approach seamlessly integrated social and search ads, guiding potential customers through a well-orchestrated conversion funnel—from awareness to action.

Conclusion: Through a meticulously planned and executed digital marketing campaign, we successfully elevated the online presence of this premium wine company, driving substantial growth in both event attendance and online sales. The impressive performance metrics achieved across META and Google platforms underscore the effectiveness of our strategy and provide a strong foundation for future digital endeavors.

Let's work together!

wearetresstudios@gmail.com

+63 917 300 2307

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