CASE STUDY

NOLA BY GALA · DTC HAIR CARE · UAE

How we scaled Nola by Gala in the UAE to a held 3×+ ROAS.

META

CREATIVE STRATEGY

FULL-FUNNEL

UAE

SOUTHSIDE
SOCIAL

Platforms change. Results shouldn’t.

01

The brand

Nola by Gala is a natural hair-care brand built on one promise — real hair growth from natural ingredients.

Serums, masks and growth-focused ranges, formulated without the usual chemical shortcuts — sold into the crowded, claim-heavy UAE and Dubai market. They came to us with an early-stage Meta account and a one-size-fits-all approach, and a goal of turning ad spend into sustainable, profitable growth.

SECTOR
DTC hair & beauty

MARKET
UAE · Dubai

FOCUS
Natural hair-growth products

PRIMARY GOAL
Profitable, sustainable purchases

CHANNEL
Meta

ENGAGEMENT
Two-year partnership (concluded)

02

The brief & the challenge

The product worked. The advertising hadn’t caught up. Our brief was simple to state and hard to do: lift return on ad spend and build growth that held — not a spike that fades.

/ 01

A blank slate

No meaningful testing on audiences or creative. A one-size-fits-all setup with little data to learn from.

/ 02

A crowded category

Natural hair care in the UAE is noisy and claim-heavy. The ingredient story had to cut through — honestly.

/ 03

Trust in the numbers

Reporting that made it genuinely clear what was working, so spend followed evidence, not hope.

Our approach

We started from zero and made creative the engine — not an afterthought.

01	Test everything, from zero	Structured testing across audiences, creative and copy — every segment matched against every angle — so each decision was led by data, not instinct.
02	Creative as the lever	We treated creative as the main growth lever: a video-first, natural-ingredient story, with a continuous pipeline of tested concepts and real creative direction — not one-off posts.
03	Reporting they could trust	A weekly reporting matrix and monthly review decks turned the account into a clear, shared picture — so the brand always knew what was working and why.

04

Execution

CREATIVE STRATEGY

The growth lever

Formats from carousel to video to dynamic product ads, each built around the natural-ingredient benefit. Video consistently drove the highest engagement and conversion — so we leaned into it, hard.

AUDIENCES

Find who responds

Demographics, interests, behaviours, past-customer data and lookalikes — each tested against creative to learn exactly which audience responded to which message.

COPY

The right message

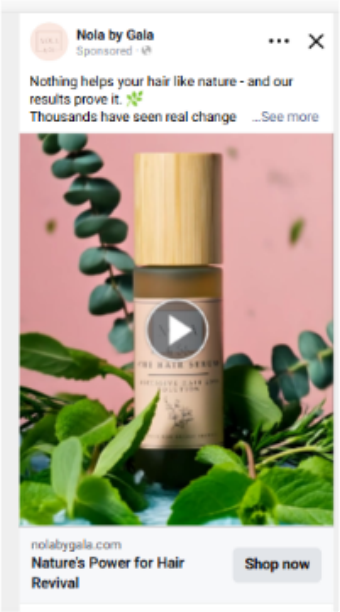
Angles across efficacy, customer proof and natural ingredients, tested to find what landed per segment — never leading with a claim we couldn’t stand behind.

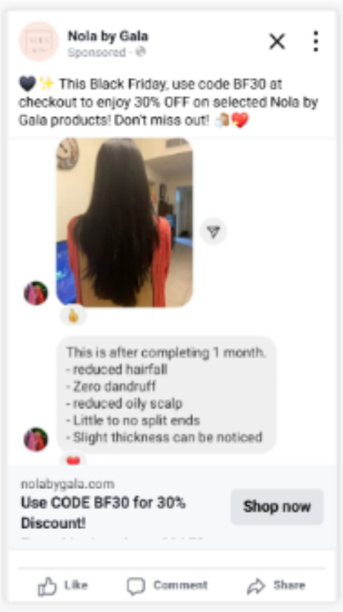
REPORTING

A clear read

A weekly reporting matrix and monthly report decks replaced guesswork with a shared, honest picture of performance.

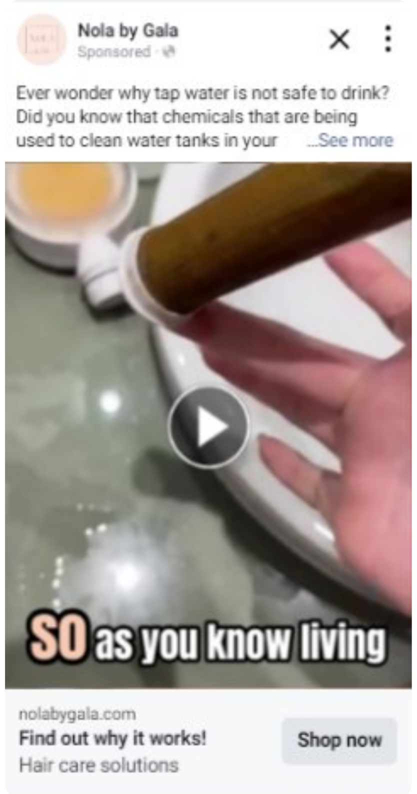
The work





A selection of the ads we proposed and built — an ingredient-led product angle, real customer results, and a direct comparison angle. Creative built on the natural-ingredient story did the heavy lifting; the top-performing ad reached a 7.1× ROAS.

The ads, in the wild



Straight from the feed — customer conversations, real transformations and the ingredient-education angle, exactly as UAE audiences saw them.

The numbers — held, not spiked.

3×+

ROAS held across the full two-year partnership — including after we fixed the pixel and tightened attribution in early 2025

3.26×

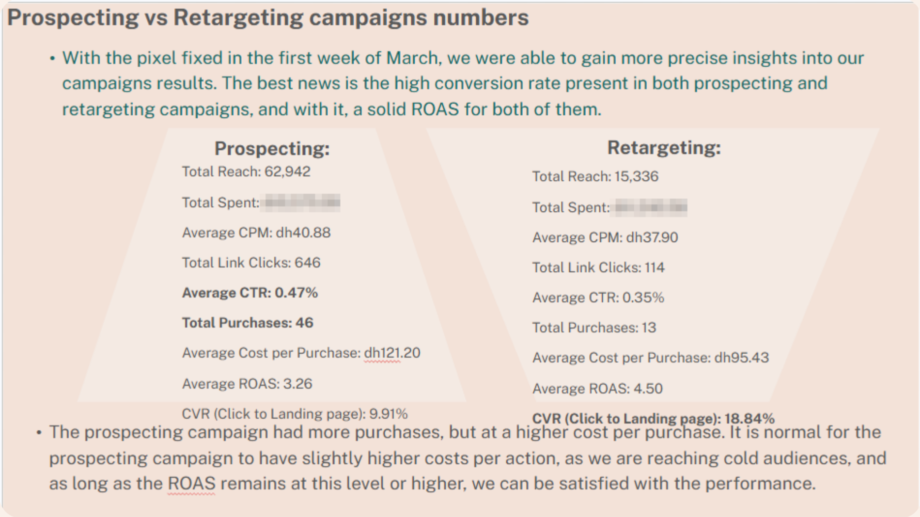
prospecting ROAS — cold audiences, profitable on first contact

4.5×

retargeting ROAS — with an 18.8% click-to-landing conversion rate

We report platform figures after tightening attribution — the number you see is the number the ads drove.

MARCH 2025 — THE FIRST CLEAN MONTH AFTER THE PIXEL FIX



Prospecting vs Retargeting campaigns numbers

- With the pixel fixed in the first week of March, we were able to gain more precise insights into our campaigns results. The best news is the high conversion rate present in both prospecting and retargeting campaigns, and with it, a solid ROAS for both of them.

Prospecting:
Total Reach: 62,942
Total Spent: [redacted]
Average CPM: dh40.88
Total Link Clicks: 646
Average CTR: 0.47%
Total Purchases: 46
Average Cost per Purchase: dh121.20
Average ROAS: 3.26
CVR (Click to Landing page): 9.91%

Retargeting:
Total Reach: 15,336
Total Spent: [redacted]
Average CPM: dh37.90
Total Link Clicks: 114
Average CTR: 0.35%
Total Purchases: 13
Average Cost per Purchase: dh95.43
Average ROAS: 4.50
CVR (Click to Landing page): 18.84%

- The prospecting campaign had more purchases, but at a higher cost per purchase. It is normal for the prospecting campaign to have slightly higher costs per action, as we are reaching cold audiences, and as long as the ROAS remains at this level or higher, we can be satisfied with the performance.

From our monthly report — the first clean month after we fixed the pixel. Both campaigns firmly profitable on Meta's own figures (reported in AED — Nola sells into the UAE). Across the seasons, return moved between 3× and 6×, never below 3×.

07

What changed

Two years of sustained results — a genuine partnership, not a one-off project.

Creative that compounded

Video-led, natural-ingredient creative became the brand’s most reliable performer — a pipeline, not one-off posts.

Audience clarity

Rigorous testing revealed which segments truly responded — sharpening every campaign that followed.

Reporting they trusted

A clear weekly and monthly read replaced guesswork with shared evidence.

Growth that held

A ROAS held above 3× through slow quarters and peak seasons alike, until the partnership concluded.

Platforms change.
Results shouldn't.

Across two years we kept testing, iterating and finding the next angle. A ROAS held above 3× wasn't a lucky moment — it was a system, held month after month.

SOUTHSIDE
SOCIAL

nadja@southside-social.com
southside-social.com