



How Arabian Oud Extended a 40-Year Retail Legacy into a Data-Led Revenue Engine

BRAND SCALE

17 country-level presences

INDUSTRY

Perfume & Retail

REGION

KSA + GCC + International Markets

Arabian Oud is one of the most recognized perfume brands in the Arab world, with a legacy built over four decades and a strong retail presence across 17 countries. For a brand of this scale, customer engagement needs connected visibility, consistent regional execution, and a clear way to measure how digital engagement influences both online and store-led purchases.

That became the next growth layer for Arabian Oud. A CRM engine that could bring global scale, customer signals, channel performance, and repeat purchase behavior into one connected system.

The Opportunity

Arabian Oud operates across a large retail and digital ecosystem. Customers discover fragrances online, respond to WhatsApp and SMS campaigns, visit stores, return during seasonal moments, and repurchase based on preference, gifting needs, and brand affinity. The goal was to make this engagement more connected across markets and channels.

Area	What It Enabled
Country-level dashboards	A clearer view of engagement across 17 markets
Online and offline revenue signals	Better visibility into campaign influence
WhatsApp and SMS execution	Stronger reach across store-led journeys
Onsite engagement	Real-time conversion moments on the website
Repeat customer behavior	Sharper focus on high-value lifecycle engagement

This set the foundation for a more measurable, revenue-led CRM motion.

1. Building a Multi-Market CRM Foundation

Arabian Oud's scale required a CRM setup that could support regional execution while keeping the larger customer view connected. WebEngage helped consolidate 17 country-level presences into a single connected instance, giving the team a more unified view of customer engagement across KSA, GCC, and international markets.

This helped the brand manage campaign execution, regional dashboards, and customer engagement more consistently. It also created a stronger base for future offline integrations, country-level journeys, and centralized reporting.

What this unlocked:

1

A connected CRM foundation across markets

2

Better visibility into regional campaign performance

3

Stronger readiness for offline and international journey expansion

4

A repeatable setup for scaling engagement across country instances

2. Strengthening Store-Led Engagement Through WhatsApp and SMS

Arabian Oud's retail presence is one of its biggest strengths. WebEngage helped the team connect campaign engagement to store-led customer behavior through high-reach channels such as WhatsApp and SMS. In Q1 2026, these two channels became the strongest revenue-influence layers for offline customers.

Channel momentum

Channel	Q1 2026 Direction
WhatsApp	103.8% QoQ growth and over 10x YoY growth
SMS	Over 24x YoY growth
Onsite	Around 380x QoQ growth
App Push	Around 153x QoQ growth
Web Push	498% QoQ growth

WhatsApp led the channel mix, with strong influence across store-led purchases. SMS added another high-reach layer for store-linked engagement. Together, they helped Arabian Oud reach customers closer to the moments that mattered: Ramadan, Eid, product interest, repeat purchase, and seasonal gifting windows.

3. Activating Onsite Engagement at the Point of Intent

Arabian Oud's online channel also began to show a clear opportunity for conversion. On-site engagement helped influence shoppers while they were already browsing.

The strongest example was the Ramadan 2026 Exit Intent campaign.

Impact

62.5%

Share of top 10 online campaign revenue

2,270

Conversions generated

This proved that on-site engagement can serve as a meaningful conversion layer when tied to high-intent moments. For Arabian Oud, this opens the door to more onsite plays around Eid, National Day, restocks, gifting seasons, and product discovery.

4. Making Repeat Customers the Core Revenue Signal

Arabian Oud's Q1 2026 performance showed one clear pattern: repeat customers were driving the largest share of attributed revenue.

Repeat customer impact

Metric	Q1 2026
Repeat share of attributed revenue	82.38%
New customer share of attributed revenue	17.62%
New customer revenue growth	277% YoY

This became the strongest lifecycle insight in the story. Arabian Oud already had deep customer affinity. WebEngage helped make that value more visible through repeat customer behavior, channel contribution, and campaign attribution. The next layer is to build more automated repeat journeys across WhatsApp, SMS, onsite, and in-app engagement.

The Overall Impact

In Q1 2026, Arabian Oud saw stronger campaign visibility, sharper channel contribution, and clearer repeat customer momentum through WebEngage.

14.52% campaign contribution

With a 13.29 percentage point YoY improvement.

82.38% attributed revenue from repeat customers

Confirming the strength of Arabian Oud's loyal customer base.

19.72% online contribution

After the Salla transition, with journey automation leading online momentum.

1278% YoY growth in campaign-attributed performance

Showing strong year-on-year CRM impact.

62.5% of top 10 online campaign revenue from one onsite play

Showing how high-intent website moments can convert faster.

Beyond the metrics, the operating model became more connected: Global execution became easier to track. Store-led engagement became measurable. Onsite became a live conversion lever. Repeat customers became the clearest lifecycle priority.

The Execution



What's Next?

With the foundation in place, Arabian Oud is now focused on:

1

Completing KSA offline store
integration

2

Extending offline integrations across
GCC and international stores

3

Activating in-app and onsite
engagement formats

4

Scaling offline journey automation for repeat purchase
and reactivation

5

Initiating WebEngage Black managed services, starting
with the KSA dashboard

The next phase is about turning a strong CRM foundation into a deeper lifecycle engine across markets, channels, and customer segments.

Customer Testimonials

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"WebEngage has helped us bring customer engagement across 17 markets into one connected CRM setup. We now have clearer visibility into channel performance, campaign contribution, and customer behavior across both online and store-led journeys."

Zaher Molla

CRM Manager, Arabian Oud

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"Our repeat customers are a major driver of revenue, and WebEngage has helped us understand and activate this value more effectively. With stronger segmentation and coordinated engagement across WhatsApp, SMS, On-site, and Push, we can build more relevant loyalty journeys across markets."

Zeiad Nabil Reda

Regional CRM & Loyalty Supervisor, Arabian Oud

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