

eILUMINAT BULGARIA

FROM ROMANIA TO BULGARIA.

GLOBAL EXPERIENCE.
LOCAL INTELLIGENCE.

A real growth story built market by market.
A BlueAds case study for the next chapter in Dubai.

01 / THE ORIGIN

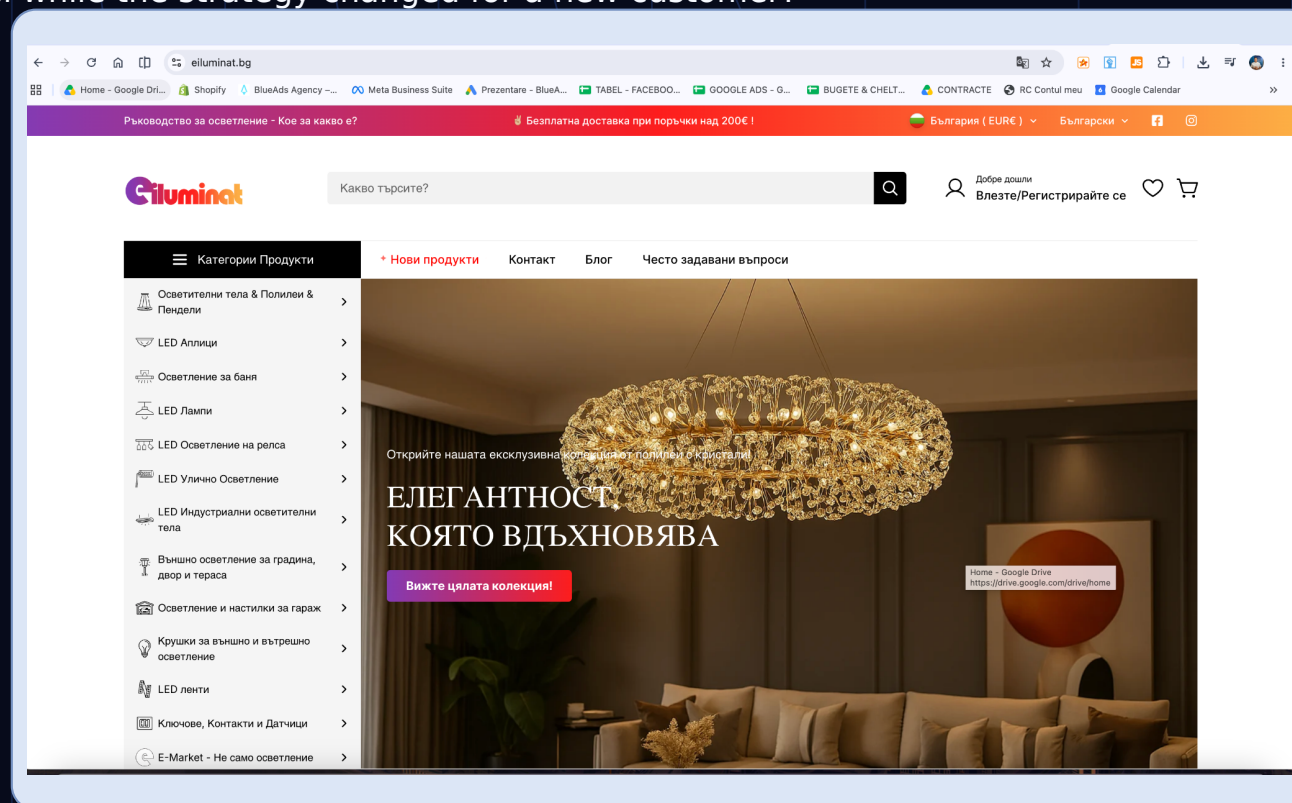
A proven relationship. A new market.

Our relationship with elluminat began in Romania, from zero. Over time, elluminat Romania grew to approximately EUR 1 million in monthly sales. Bulgaria became the next international test: could experience travel while the strategy changed for a new customer?

THE BULGARIA DECISION

We did not enter with massive budgets or copy Romania. We studied local customers, competition and products, then built acquisition through Meta Ads + Google Ads. Content and creative were added gradually as the business developed.

“We entered with experience, patience and a clear strategy.”



ORIGINAL CAPTURE / elluminat.bg homepage

02 / A BRAND BEYOND THE DASHBOARDS

Behind every metric, a real business.



TEAM & OPERATIONS



PEOPLE AT eILUMINAT

THE HUMAN SIDE

The case begins before a campaign launches. Products, people and operations give the growth plan something real to serve.

Real products. Real teams. A brand built beyond the screen.

Strong marketing starts with understanding the business behind the ads.

03 / THE WORLD BEHIND THE PRODUCT

Lighting is experienced, not only searched.

The showroom makes scale, glow and atmosphere tangible - useful context for positioning and creative.



SHOWROOM ATMOSPHERE



LIGHTING DISPLAY



BRAND ENVIRONMENT

04 / HOW WE WORKED

Learn first. Then scale what works.

The aim was a durable upward trajectory, built through decisions grounded in the local market - not overnight hype.

01

UNDERSTAND

Study the Bulgarian customer, product demand and competition.

02

LAUNCH

Start with Meta Ads and Google Ads as core acquisition channels.

03

ADAPT

Read performance signals; add content and creative progressively.

04

BUILD

Keep improving the business with a long-term view.

Real data. Real growth. No inflated numbers.

The business outcome.

Shopify reports sales in EUR. Gross and total sales are kept distinct so cancellations and adjustments remain visible.

€515,999.27

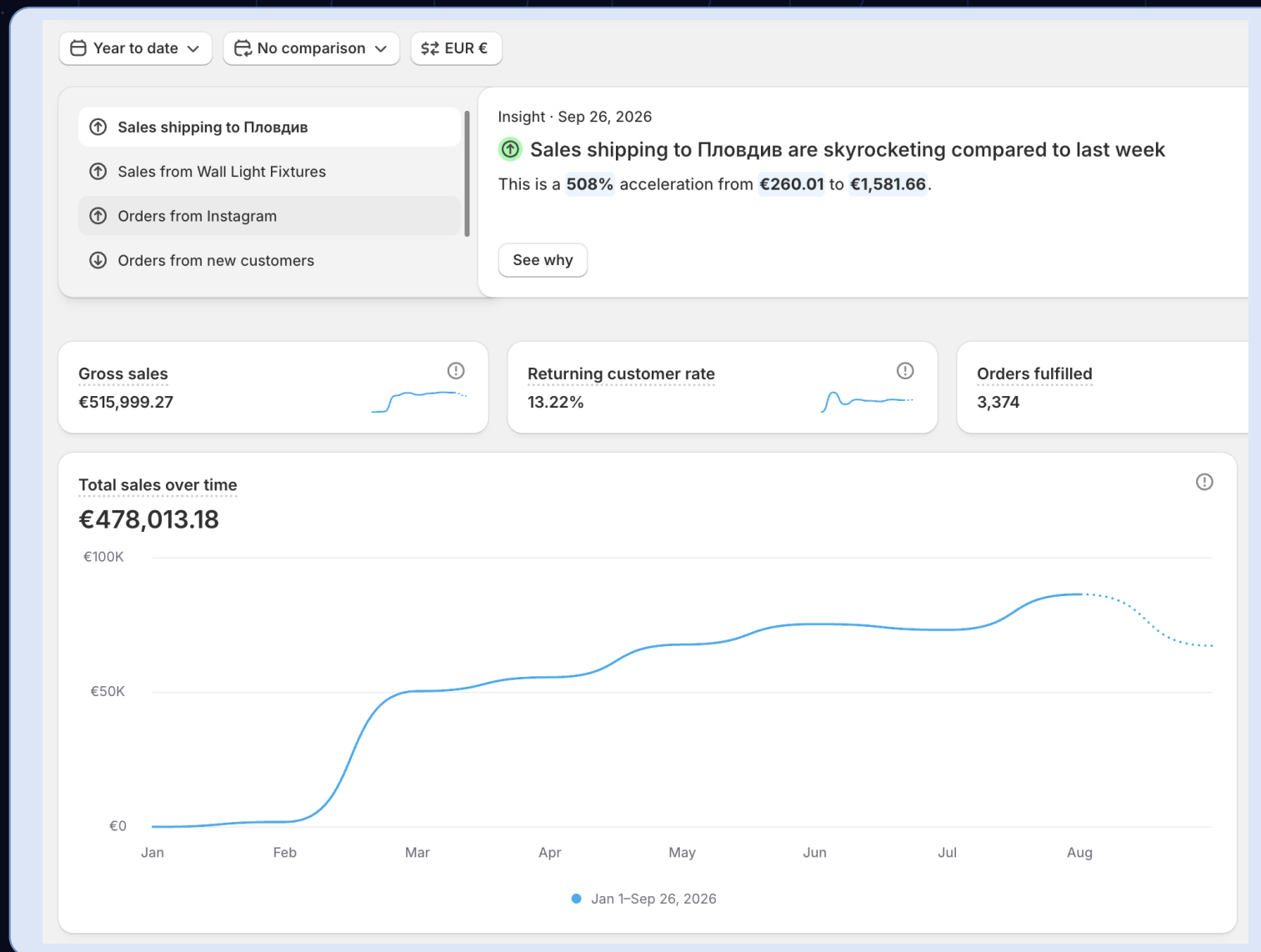
GROSS SALES

€478,013.18

TOTAL SALES

13.22% returning customer rate

3,374 orders fulfilled



ORIGINAL CAPTURE / Shopify Analytics / Jan 1 - Sep 26, 2026

06 / META ADS / PLATFORM SIGNAL

Meta Ads: measurable response.

2,836 PURCHASES

2,028,319.39 RON PURCHASE CONVERSION VALUE

5.42 AVERAGE PURCHASE ROAS

Campaigns

L

Eiluminat.BG Ads Account...

71

Updated just now

Review and publish

All ads

ROAS reporting

Active ads

Had delivery

Actions

See more

Create a view

Search to filter by: name, ID or metrics

Campaigns

Ad sets

Ads

Jan 1, 2026 - Sep 26, 2026

Create

Duplicate

Edit

A/B test

More

Columns

Breakdown

Grouping

Off / On	Campaign	Cost per result	Adds to cart	Checkouts initiated	Purchases	Purchases conversion...	Cost per purchase	Purchase ROAS (retu...
☒	CBO_PUR_ADVT [Catalog_All] Cold - 24.09	21 purchases lei81.91 Per Purchase	119	49	21	lei8,704.14	lei81.91	5.06
☒	CBO_PUR_ADVT [Creatives] MQR - 25.09	15 purchases lei142.60 Per Purchase	127	33	15	lei14,925.58	lei142.60	6.98
☒	ABO_PUR_ADVT [Video_RMK] Warm - 25.09	11 purchases lei81.35 Per Purchase	88	29	11	lei5,771.23	lei81.35	6.45
☒	ABO_PUR_COLD [Creatives] Testing - 25.09	26 purchases lei120.28 Per Purchase	201	58	26	lei17,715.04	lei120.28	5.66
☒	CBO_PUR_COLD [Test-Dyn] - 25.09	944 purchases lei128.25 Per Purchase	7,150	2,093	944	lei698,338.48	lei128.25	5.77
☒	CBO_PUR_ADVT [Feeds] Cold - 25.09	30 purchases lei179.43 Per Purchase	210	58	30	lei17,781.04	lei179.43	3.30
☒	CBO_PUR_ADVT [Catalog_RTG] Warm - 15.09	1 Purchase lei91.60 Per Purchase	7	5	1	lei262.00	lei91.60	2.86
☒	ABO_PUR_ADVT [Winners] BID - 14.09	5 purchases lei124.63 Per Purchase	42	11	5	lei2,049.10	lei124.63	3.29
☒	CBO_PUR_ADVT [Video] CAP - 14.09	5 purchases lei129.02 Per Purchase	28	9	5	lei2,301.64	lei129.02	3.57
☒	CBO_PUR_ADVT [Catalog_All] Cold - 09.09	— Purchase — Per Purchase	12	5	—	lei0.00	—	—
Results from 34 campaigns		— conversions Multiple conversions	24,378 Total	6,509 Total	2,836 Total	lei2,028,319.39 Total	lei132.04 Per Action	5.42 Average

ORIGINAL CAPTURE / Meta Ads campaign view / Jan 1 - Sep 26, 2026

INFO / THESE AD ACCOUNTS WERE HISTORICALLY CONFIGURED IN RON (ROMANIAN LEU)

Meta account: 2,028,319.39 RON purchase value is approximately EUR 384.4K.

132.04 RON per purchase is ~EUR 25; 24,378 adds to cart; 6,509 checkouts.

Illustrative conversion only; Meta-attributed value is not Shopify sales. ECB 25 Sep 2026: EUR 1 = RON 5.2765.

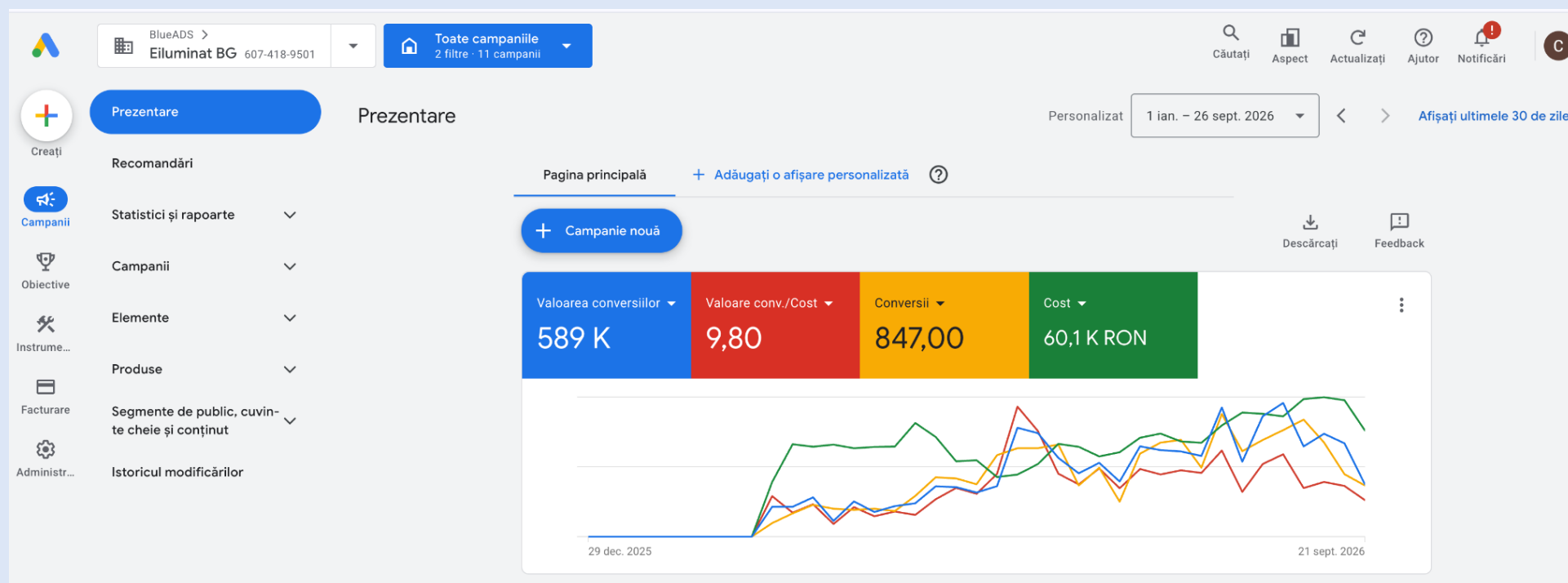
07 / GOOGLE ADS / PLATFORM SIGNAL

Google Ads: demand captured.

589K RON / CONVERSION VALUE

9.80 / VALUE TO COST

847 / CONVERSIONS



ORIGINAL CAPTURE / Google Ads overview / Jan 1 - Sep 26, 2026

INFO / THESE AD ACCOUNTS WERE HISTORICALLY CONFIGURED IN RON (ROMANIAN LEU)

Google account: 589K RON conversion value is ~EUR 111.6K; 60.1K RON cost is ~EUR 11.4K.

The RON values are rounded in the original Google dashboard; EUR conversions are illustrative.

Google-attributed value is not Shopify sales. ECB 25 Sep 2026: EUR 1 = RON 5.2765.

08 / WHAT THE NUMBERS MEAN

Three views. One business.

Meta, Google and Shopify totals are not expected to match 1:1. Each system answers a different measurement question.

META ADS

Attributed ad outcomes and purchase value in the Meta account.

GOOGLE ADS

Attributed conversions and value in the Google account.

SHOPIFY

Store transactions, including its own sales adjustments.

WHY THE FIGURES DIVERGE

Each ad platform has its own attribution method and windows. The same order may receive credit in both Meta and Google. Tracking limits, browser and cross-device signal loss, and European consent and privacy requirements add complexity. These factors together can produce differences; EU policy alone does not explain every gap.

Our rule: read the ad-platform signals, then reconcile them with store data and the actual business outcome. We do not judge the business by a single dashboard ROAS.

CURRENCY NOTE / Ad accounts are historically configured in RON; Bulgarian Shopify sales are reported in EUR.

09 / WHAT THIS MEANS FOR UAE

GLOBAL EXPERIENCE. LOCAL INTELLIGENCE.

BlueAds brings 14+ years of digital marketing and Meta Ads experience to the next market. The Bulgaria case shows how we approach expansion: take experience seriously, but learn each market on its own terms.

THE UAE PRINCIPLE

We will not assume tactics that worked in Europe will automatically work in Dubai or the wider UAE. We will learn the market, understand its customers, adapt the strategy, test with real data and scale what works.

UNDERSTAND THE MARKET. BUILD THE STRATEGY. TEST WITH REAL DATA. SCALE WHAT WORKS.