GrowAxis

GROWTH PLAYBOOK · RETAIL AND E-COMMERCE

E-commerce and retail growth measured on orders. *Not followers.*

GrowAxis runs growth for online stores and retail brands: campaigns and SEO that bring buyers, customer service that answers order, delivery and return questions in up to seven languages, and retention that brings customers back. The four engines work as one system, measured on orders, repeat customers and cost per order.

GROWDIGITAL
Demand that turns into orders

GROWCX
Service that protects every order

GROWAI
Automation behind the store

GROWBD
Wholesale, B2B and partnerships

A sample deployment of the four GrowAxis engines, not a client case study.

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Retail and e-commerce growth playbook

Built for online stores and retail brands that...

01

...spend more on ads every month for the same number of orders

02

...lose customers to slow answers on orders, delivery and returns

03

...sell once and rarely hear from the customer again

The four engines in this sector

Ads bring the first order; service and retention decide whether there is a second. Each engine takes one part, measured on orders rather than reach.

GrowDigital	**Demand that turns into orders**	Cost per order · Return on ad spend · Conversion rate
GrowCX	**Service that protects every order**	First response time · CSAT · Repeat purchase rate
GrowAI	**Automation behind the store**	Automation coverage · Hours saved a week · Forecast accuracy
GrowBD	**Wholesale, B2B and partnerships**	Pipeline value · Qualified meetings a month · Close rate

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one customer. *From first order to the next.*

GROWDIGITAL

Demand that turns into orders

- Google and Meta campaigns with spend moved to the products and audiences that convert.
- SEO for category and product pages, and GEO so AI assistants can recommend your products.
- Content and community around launches, seasons and sales such as Ramadan, White Friday and Black Friday.

MEASURED BY

Cost per order · Return on ad spend · Conversion rate

GROWCX

Service that protects every order

- Order, delivery, exchange and return questions answered on chat, WhatsApp, email and phone, in up to seven languages.
- A helpdesk with escalation tiers, so a delivery problem reaches someone who can fix it.
- CSAT after every conversation, and churn signals before a customer stops buying.

MEASURED BY

First response time · CSAT · Repeat purchase rate

GROWAI

Automation behind the store

- A service bot that tracks orders and handles routine questions, handing anything else to a person.
- Ticket prioritisation and sentiment on every conversation.
- Sales forecasts from your order data ahead of each season, and messages after each purchase sent automatically.

MEASURED BY

Automation coverage · Hours saved a week · Forecast accuracy

GROWBD

Wholesale, B2B and partnerships

- B2B and wholesale pipelines for brands that also sell to companies, hotels or other retailers.
- Distribution and marketplace partnerships researched, approached and tracked in the CRM.
- Corporate gifting and bulk-order outreach ahead of the seasons.

MEASURED BY

Pipeline value · Qualified meetings a month · Close rate

What goes live in the first 30 days

01	**Tracking you can trust**	Orders, revenue and returns tied to the campaign and channel that brought them.
02	**Campaigns for your best sellers**	Ads and landing pages for the products and categories with the best margin.
03	**A helpdesk for orders**	Chat, WhatsApp and email in one queue, with answers ready for the questions customers ask most.
04	**A service bot**	Order tracking and routine questions answered at any hour, with a hand-off to a person.
05	**A retention flow**	Messages after the first order, review requests and win-back for customers who stopped buying.
06	**A weekly sales view**	Orders, cost per order, repeat rate and CSAT in one dashboard.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today's numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

The engines go live within 30 days, starting with the leak the free assessment finds first. Your team keeps the brand, the buying and every customer decision. We run the campaigns, the helpdesk, the automation and the reporting, with a weekly check-in and a monthly review.

MEASURED BY

Orders · Cost per order · Repeat purchase rate · CSAT · First response time

06 · RULES TO PLAN AROUND

Saudi e-commerce rules to plan around.

Store details	Online stores must show their name, address, contact details and commercial registration, and verify their activity through one of the authorised verification platforms.
Advertising	Ads may not contain false offers or misleading claims, or use logos and trademarks the store has no right to use.
Returns	Consumers may return an unused product within seven days of the contract, with exceptions such as custom-made goods and downloaded software.
Penalties	Fines of up to SAR 1 million, suspension of e-commerce activity and blocking of the store.

Sources:

Saudipedia: E-Commerce Law in Saudi Arabia: https://saudipedia.com/en/article/2910/government-and-politics/systems/e-commerce-law-in-saudi-arabia

07 · SEARCH AND AI

How shoppers choose a store now. *In search and in AI answers.*

Shoppers search for the product, the brand and "near me", compare on marketplaces, and now ask AI assistants where to buy. Trust matters as much as price: in Saudi Arabia the top searches around online stores in our Trends data are complaints and checks on whether a store is verified. Category pages, product data, reviews and your store's verification decide whether you are chosen.

SEARCHES TO WIN

- [product] price in [country]
- [brand] online
- [product] near me
- افضل متجر [المنتج] في السعودية

QUESTIONS BUYERS ASK AI ASSISTANTS

- Where can I buy [product] online in Dubai with fast delivery?
- Is [store] a trusted store?
- Which store has the best return policy for [product]?

08 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Can you see the cost per order for each channel, after returns?
- [ ] Does a customer asking “where is my order?” get an answer at any hour?
- [ ] Do your ads stop when a product is out of stock?
- [ ] Do first-time buyers hear from you after their order?
- [ ] Is your store verified where the law requires it, and does it say so?
- [ ] Are your category pages written for the searches shoppers make?
- [ ] Do you know why customers return products?
- [ ] Do you ask every satisfied customer for a review?

09 · THE NEXT STEP

Find out where your orders leak.

30 minutes. We look at your channels, your service and your repeat customers, then show which engine to install first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/industries/retail-ecommerce

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ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.