Performance Marketing

PORTFOLIO

By Abdelrahman Sharaf

www.sharafspace.com

ABOUT ME

Abdalrhman Sobhi Sharaf
Senior Media Buyer / Performance Marketer

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sharafabdo1995@gmail.com

I am Abdelrhman Sobhi Sharaf with more than 5 years experience in Marketing

In May 2019, I embarked on my marketing journey as an intern at BirdMilk, where I honed my skills in community management and content creation. My career trajectory quickly ascended through diverse roles in prestigious organizations,

My passion for data-driven marketing strategies led me to Divic, where I thrived as a Media Buyer. The pinnacle of my career growth occurred at Arqqa Digital, where I initially joined as a Performance Marketing Specialist and was swiftly promoted to Team Leader of the performance team due to my impactful contributions.

Over the years, I've embraced a variety of marketing roles—from Moderator and Account Manager to Content Creator. However, my true passion lies in Performance Marketing. My experience spans several industries, including fintech, banking, food and beverages, SaaS, retail, and cosmetics, and much more working with some of the biggest names in these sectors in different Markets

Through my journey, I have developed a robust understanding of diverse market dynamics, which empowers me to drive successful marketing campaigns that resonate with varied audiences and achieve significant business impacts.

CERTIFICATES

EDUCATION

2019
DIPLOMA, DIGITAL MARKETING

DM ARTS ACADEMY

2013 - 2017
BACHELOR OF COMMERCE

TANTA UNIVERSITY
ACCOUNTING ENGLISHSECTION

work EXPERIENCE

honoredtoworkfor

Clients
FINTECH& BANKING

Clients

ECOMMERECE & RETAIL

JOVIALITY

aswaaq misr

M.
Feel The Fabric..

rosovina
flowers & gift store

بوابة مَشيد masheed GATE

حلالي HALALY
كل ما تحتاجه
All You Need

الجزيرة للعطور
AL-JAZEERA PERFUMES

ZK
Herbal Extracts

GÜZEL HANIM
FOR ELEGANT LADY

AB HOME
MADE WITH LOVE

Bulky
Since 1994

أمان وإنجز

Clients

FOOD & BEVERAGES

Clients
EDUCATION

Clients
HEALTHCARE

Clients
OTHER INDUSTRIES

Clients
Real Estate

SouthMED.
EGYPT

TMG
مجموعة طلعت مصطفى - مسقط
Talaat Moustafa Group - Muscat

جود
JOOD

يامال
ملاذ من خيال

INDUSTRY

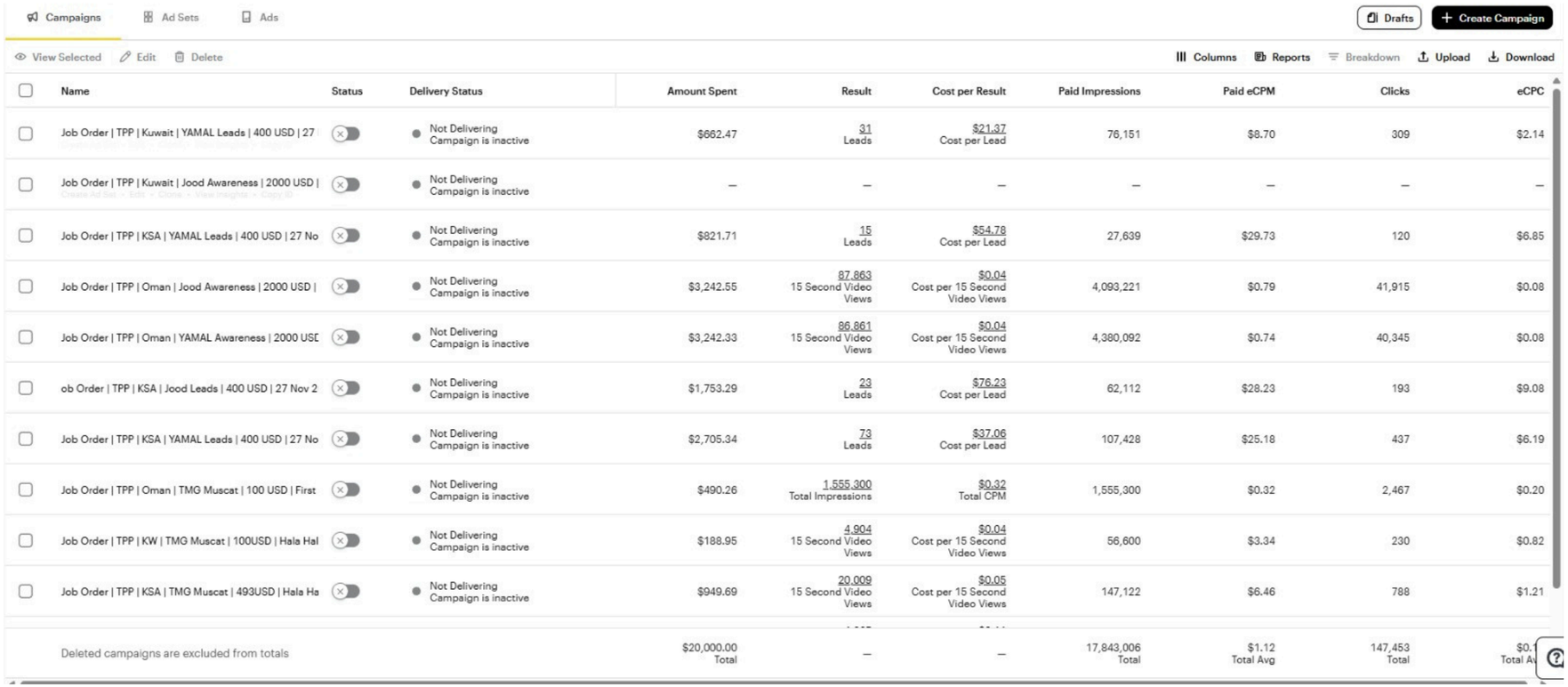
Real Estate

Client Name

TMG - Oman

Location

UAE
Qatar
KSA
Oman
Egypt



Campaigns | Ad Sets | Ads — Drafts | + Create Campaign

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Name	Status	Delivery Status	Amount Spent	Result	Cost per Result	Paid Impressions	Paid eCPM	Clicks	eCPC
Job Order | TPP | Kuwait | YAMAL Leads | 400 USD | 27		Not Delivering Campaign is inactive	$662.47	31 Leads	$21.37 Cost per Lead	76,151	$8.70	309	$2.14
Job Order | TPP | Kuwait | Jood Awareness | 2000 USD |		Not Delivering Campaign is inactive	–	–	–	–	–	–	–
Job Order | TPP | KSA | YAMAL Leads | 400 USD | 27 No		Not Delivering Campaign is inactive	$821.71	15 Leads	$54.78 Cost per Lead	27,639	$29.73	120	$6.85
Job Order | TPP | Oman | Jood Awareness | 2000 USD |		Not Delivering Campaign is inactive	$3,242.55	87,863 15 Second Video Views	$0.04 Cost per 15 Second Video Views	4,093,221	$0.79	41,915	$0.08
Job Order | TPP | Oman | YAMAL Awareness | 2000 USD		Not Delivering Campaign is inactive	$3,242.33	86,861 15 Second Video Views	$0.04 Cost per 15 Second Video Views	4,380,092	$0.74	40,345	$0.08
ob Order | TPP | KSA | Jood Leads | 400 USD | 27 Nov 2		Not Delivering Campaign is inactive	$1,753.29	23 Leads	$76.23 Cost per Lead	62,112	$28.23	193	$9.08
Job Order | TPP | KSA | YAMAL Leads | 400 USD | 27 No		Not Delivering Campaign is inactive	$2,705.34	73 Leads	$37.06 Cost per Lead	107,428	$25.18	437	$6.19
Job Order | TPP | Oman | TMG Muscat | 100 USD | First		Not Delivering Campaign is inactive	$490.26	1,555,300 Total Impressions	$0.32 Total CPM	1,555,300	$0.32	2,467	$0.20
Job Order | TPP | KW | TMG Muscat | 100USD | Hala Hal		Not Delivering Campaign is inactive	$188.95	4,904 15 Second Video Views	$0.04 Cost per 15 Second Video Views	56,600	$3.34	230	$0.82
Job Order | TPP | KSA | TMG Muscat | 493USD | Hala Ha		Not Delivering Campaign is inactive	$949.69	20,009 15 Second Video Views	$0.05 Cost per 15 Second Video Views	147,122	$6.46	788	$1.21
Deleted campaigns are excluded from totals			$20,000.00 Total	–	–	17,843,006 Total	$1.12 Total Avg	147,453 Total	$0. Total A

INDUSTRY

Real Estate

Client Name

TMG - Oman

Location

UAE
Qatar
KSA
Oman
Egypt

On/off	Name	Budget	Cost	CPC (destination)	CPM	Impressions	Clicks (destination)	CTR (destination)	Conversions
	You have 2 draft campaigns								
	Job Order | TPP | Kuwait | Jood Lea...	All	1,945.48 USD	0.90 USD	2.18 USD	891,038	2,163	0.24%	29
	Job Order | TPP | Kuwait | YAMAL Le...	All	1,976.61 USD	1.03 USD	2.40 USD	823,746	1,924	0.23%	49
	Job Order | TPP | QA | YAMAL Leads...	All	2,267.12 USD	0.90 USD	2.00 USD	1,133,745	2,516	0.22%	77
	Job Order | TPP | UAE | YAMAL Lead...	All	1,970.09 USD	1.31 USD	4.99 USD	394,764	1,499	0.38%	98
	Job Order | TPP | KSA | Jood Leads |...	All	555.95 USD	2.93 USD	5.11 USD	108,868	190	0.17%	4
	Job Order | TPP | KSA | YAMAL Lead...	All	2,890.00 USD	2.41 USD	6.10 USD	474,156	1,198	0.25%	80
	Job Order | TPP | Oman | Jood Lead...	All	3,496.66 USD	0.57 USD	1.31 USD	2,661,213	6,138	0.23%	72
	Job Order | TPP | Oman | YAMAL Le...	All	2,867.02 USD	0.70 USD	1.63 USD	1,764,141	4,078	0.23%	89
	Job Order | TPP | UAE | YAMAL Awar...	330.00 USD Daily, Campaign bud...	1,927.84 USD	1.31 USD	2.62 USD	736,342	1,471	0.20%	0
	Job Order | TPP | KSA | YAMAL Awa...	340.00 USD Daily, Campaign bud...	2,964.77 USD	0.59 USD	1.74 USD	1,701,032	5,009	0.29%	0
	Job Order | TPP | Oman | YAMAL Aw...	410.00 USD Daily, Campaign bud...	5,579.33 USD	0.22 USD	0.90 USD	6,178,986	25,755	0.42%	
Total of 25 campaigns		-	50,000.00 USD	0.62 USD	1.60 USD	31,323,829	81,288	0.26%	498

1 200/page

INDUSTRY

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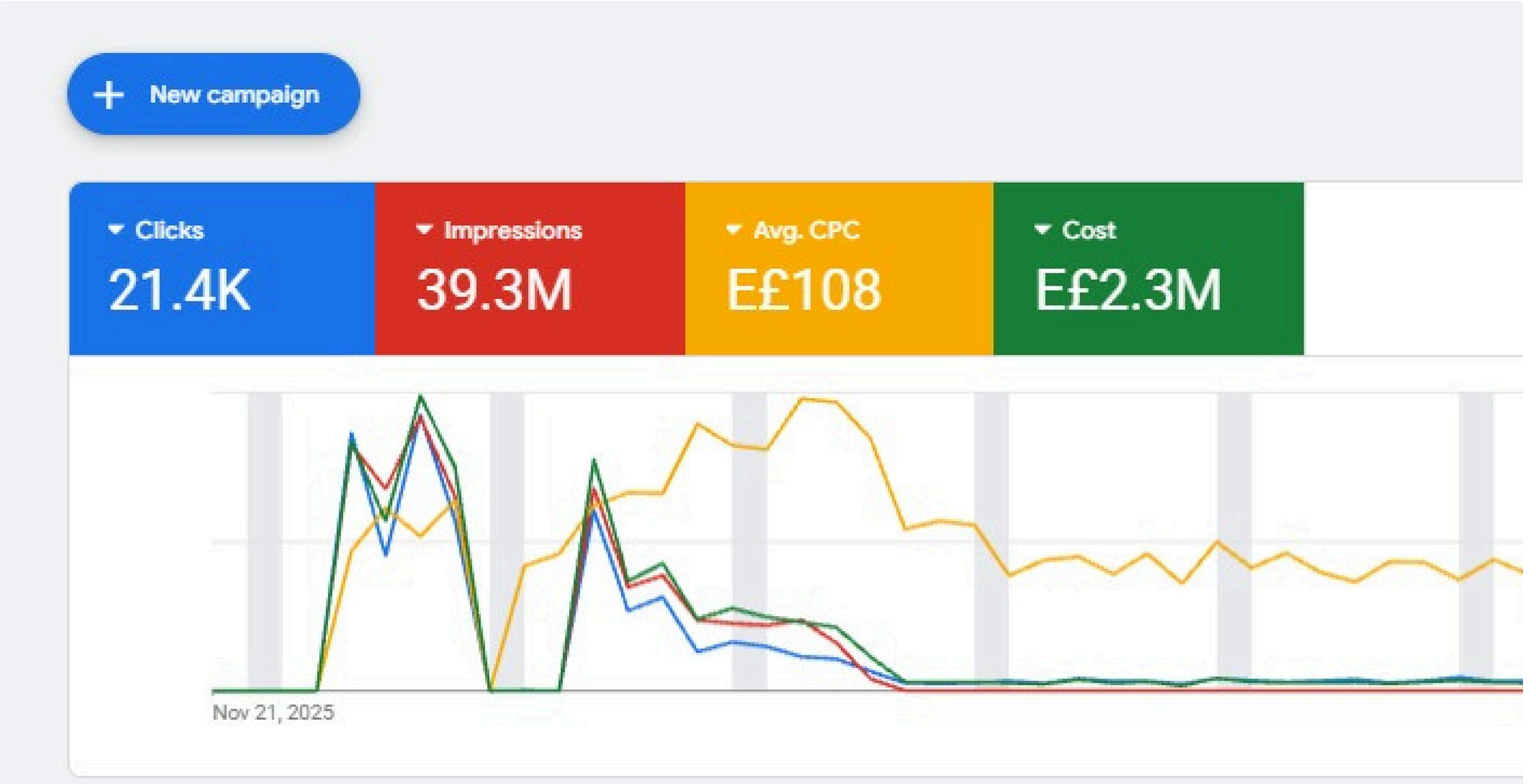

INDUSTRY

Real Estate

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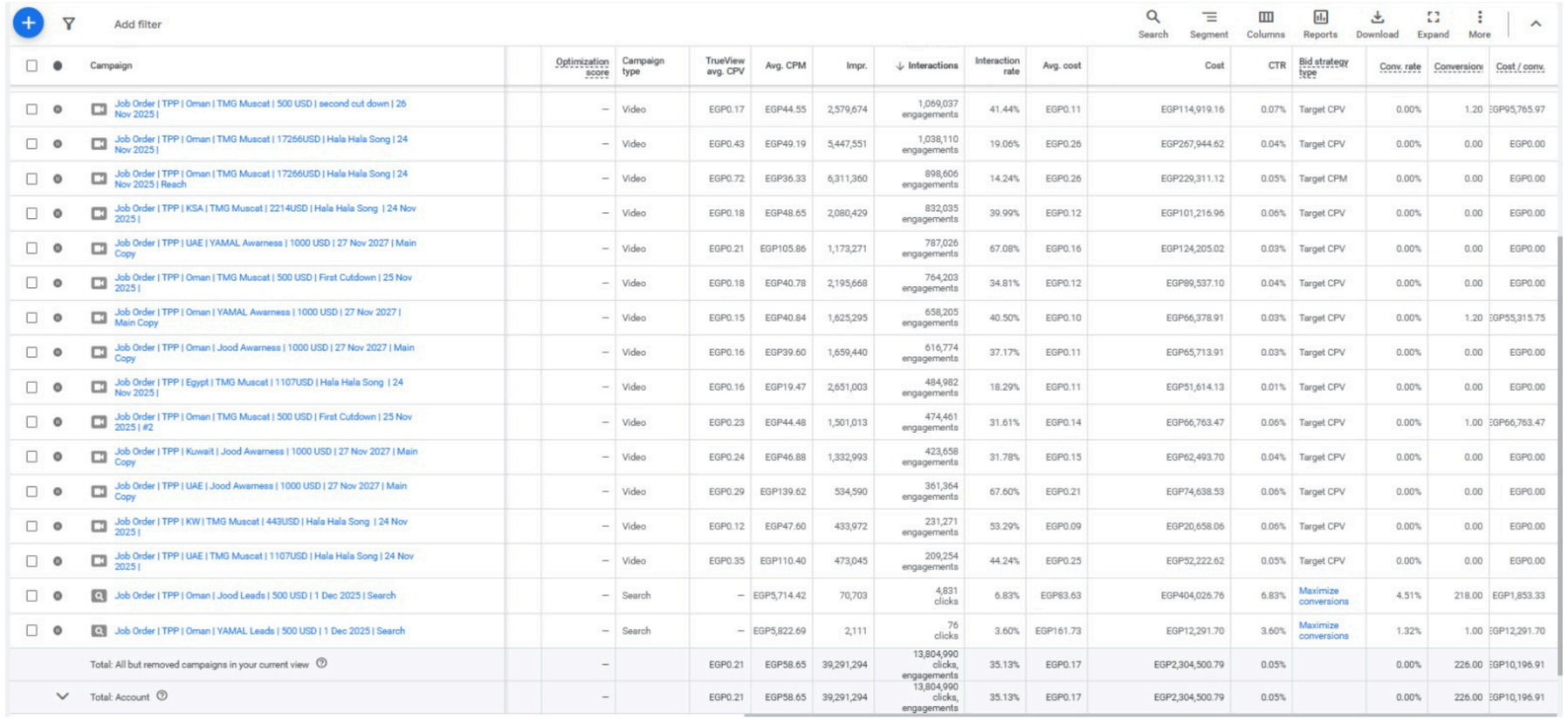

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Campaign	Optimization score	Campaign type	TrueView avg. CPV	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	Cost	CTR	Bid strategy type	Conv. rate	Conversions	Cost / conv.
Job Order | TPP | Oman | TMG Muscat | 500 USD | second cut down | 26 Nov 2025 |	–	Video	EGP0.17	EGP44.55	2,579,674	1,069,037 engagements	41.44%	EGP0.11	EGP114,919.16	0.07%	Target CPV	0.00%	1.20	EGP95,765.97
Job Order | TPP | Oman | TMG Muscat | 17266USD | Hala Hala Song | 24 Nov 2025 |	–	Video	EGP0.43	EGP49.19	5,447,551	1,038,110 engagements	19.06%	EGP0.26	EGP267,944.62	0.04%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | Oman | TMG Muscat | 17266USD | Hala Hala Song | 24 Nov 2025 | Reach	–	Video	EGP0.72	EGP36.33	6,311,360	898,606 engagements	14.24%	EGP0.26	EGP229,311.12	0.05%	Target CPM	0.00%	0.00	EGP0.00
Job Order | TPP | KSA | TMG Muscat | 2214USD | Hala Hala Song | 24 Nov 2025 |	–	Video	EGP0.18	EGP48.65	2,080,429	832,035 engagements	39.99%	EGP0.12	EGP101,216.96	0.06%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | UAE | YAMAL Awarness | 1000 USD | 27 Nov 2027 | Main Copy	–	Video	EGP0.21	EGP105.86	1,173,271	787,026 engagements	67.08%	EGP0.16	EGP124,205.02	0.03%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | Oman | TMG Muscat | 500 USD | First Cutdown | 25 Nov 2025 |	–	Video	EGP0.18	EGP40.78	2,195,668	764,203 engagements	34.81%	EGP0.12	EGP89,537.10	0.04%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | Oman | YAMAL Awarness | 1000 USD | 27 Nov 2027 | Main Copy	–	Video	EGP0.15	EGP40.84	1,625,295	658,205 engagements	40.50%	EGP0.10	EGP66,378.91	0.03%	Target CPV	0.00%	1.20	EGP55,315.75
Job Order | TPP | Oman | Jood Awarness | 1000 USD | 27 Nov 2027 | Main Copy	–	Video	EGP0.16	EGP39.60	1,659,440	616,774 engagements	37.17%	EGP0.11	EGP65,713.91	0.03%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | Egypt | TMG Muscat | 1107USD | Hala Hala Song | 24 Nov 2025 |	–	Video	EGP0.16	EGP19.47	2,651,003	484,982 engagements	18.29%	EGP0.11	EGP51,614.13	0.01%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | Oman | TMG Muscat | 500 USD | First Cutdown | 25 Nov 2025 | #2	–	Video	EGP0.23	EGP44.48	1,501,013	474,461 engagements	31.61%	EGP0.14	EGP66,763.47	0.06%	Target CPV	0.00%	1.00	EGP66,763.47
Job Order | TPP | Kuwait | Jood Awarness | 1000 USD | 27 Nov 2027 | Main Copy	–	Video	EGP0.24	EGP46.88	1,332,993	423,658 engagements	31.78%	EGP0.15	EGP62,493.70	0.04%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | UAE | Jood Awarness | 1000 USD | 27 Nov 2027 | Main Copy	–	Video	EGP0.29	EGP139.62	534,590	361,364 engagements	67.60%	EGP0.21	EGP74,638.53	0.06%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | KW | TMG Muscat | 443USD | Hala Hala Song | 24 Nov 2025 |	–	Video	EGP0.12	EGP47.60	433,972	231,271 engagements	53.29%	EGP0.09	EGP20,658.06	0.06%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | UAE | TMG Muscat | 1107USD | Hala Hala Song | 24 Nov 2025 |	–	Video	EGP0.35	EGP110.40	473,045	209,254 engagements	44.24%	EGP0.25	EGP52,222.62	0.05%	Target CPV	0.00%	0.00	EGP0.00
Job Order | TPP | Oman | Jood Leads | 500 USD | 1 Dec 2025 | Search	–	Search	–	EGP5,714.42	70,703	4,831 clicks	6.83%	EGP83.63	EGP404,026.76	6.83%	Maximize conversions	4.51%	218.00	EGP1,853.33
Job Order | TPP | Oman | YAMAL Leads | 500 USD | 1 Dec 2025 | Search	–	Search	–	EGP5,822.69	2,111	76 clicks	3.60%	EGP161.73	EGP12,291.70	3.60%	Maximize conversions	1.32%	1.00	EGP12,291.70
Total: All but removed campaigns in your current view	–		EGP0.21	EGP58.65	39,291,294	13,804,990 clicks, engagements	35.13%	EGP0.17	EGP2,304,500.79	0.05%		0.00%	226.00	EGP10,196.91
Total: Account	–		EGP0.21	EGP58.65	39,291,294	13,804,990 clicks, engagements	35.13%	EGP0.17	EGP2,304,500.79	0.05%		0.00%	226.00	EGP10,196.91

INDUSTRY

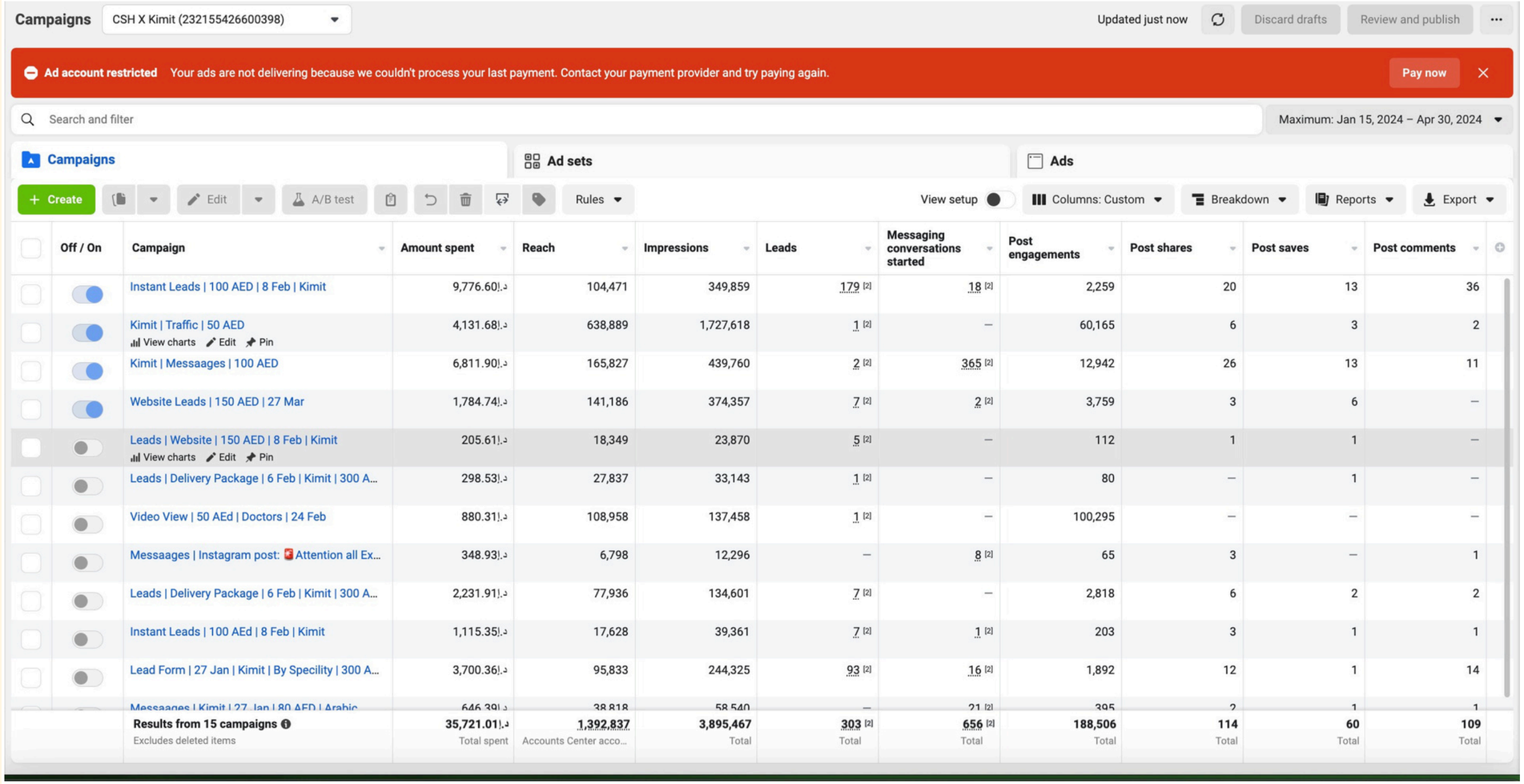
Healthcare

Client Name

CanadianSpecialist Hospital

Location

UAE - Dubai



Off / On	Campaign	Amount spent	Reach	Impressions	Leads	Messaging conversations started	Post engagements	Post shares	Post saves	Post comments
	Instant Leads | 100 AED | 8 Feb | Kimit	9,776.60 د.إ	104,471	349,859	179 [2]	18 [2]	2,259	20	13	36
	Kimit | Traffic | 50 AED View charts Edit Pin	4,131.68 د.إ	638,889	1,727,618	1 [2]	–	60,165	6	3	2
	Kimit | Messaages | 100 AED	6,811.90 د.إ	165,827	439,760	2 [2]	365 [2]	12,942	26	13	11
	Website Leads | 150 AED | 27 Mar	1,784.74 د.إ	141,186	374,357	7 [2]	2 [2]	3,759	3	6	–
	Leads | Website | 150 AED | 8 Feb | Kimit View charts Edit Pin	205.61 د.إ	18,349	23,870	5 [2]	–	112	1	1	–
	Leads | Delivery Package | 6 Feb | Kimit | 300 A...	298.53 د.إ	27,837	33,143	1 [2]	–	80	–	1	–
	Video View | 50 AEd | Doctors | 24 Feb	880.31 د.إ	108,958	137,458	1 [2]	–	100,295	–	–	–
	Messaages | Instagram post: 📮Attention all Ex...	348.93 د.إ	6,798	12,296	–	8 [2]	65	3	–	1
	Leads | Delivery Package | 6 Feb | Kimit | 300 A...	2,231.91 د.إ	77,936	134,601	7 [2]	–	2,818	6	2	2
	Instant Leads | 100 AEd | 8 Feb | Kimit	1,115.35 د.إ	17,628	39,361	7 [2]	1 [2]	203	3	1	1
	Lead Form | 27 Jan | Kimit | By Specility | 300 A...	3,700.36 د.إ	95,833	244,325	93 [2]	16 [2]	1,892	12	1	14
	Messaages | Kimit | 27 Jan | 80 AED | Arabic	646.39 د.إ	38,818	58,540	–	21 [2]	395	2	1	1
	Results from 15 campaigns Excludes deleted items	**35,721.01 د.إ** Total spent	**1,392,837** Accounts Center acco...	**3,895,467** Total	**303** [2] Total	**656** [2] Total	**188,506** Total	**114** Total	**60** Total	**109** Total

NEUROSURGERY CENTER
DR. OSAMA EL GHANNAM

INDUSTRY

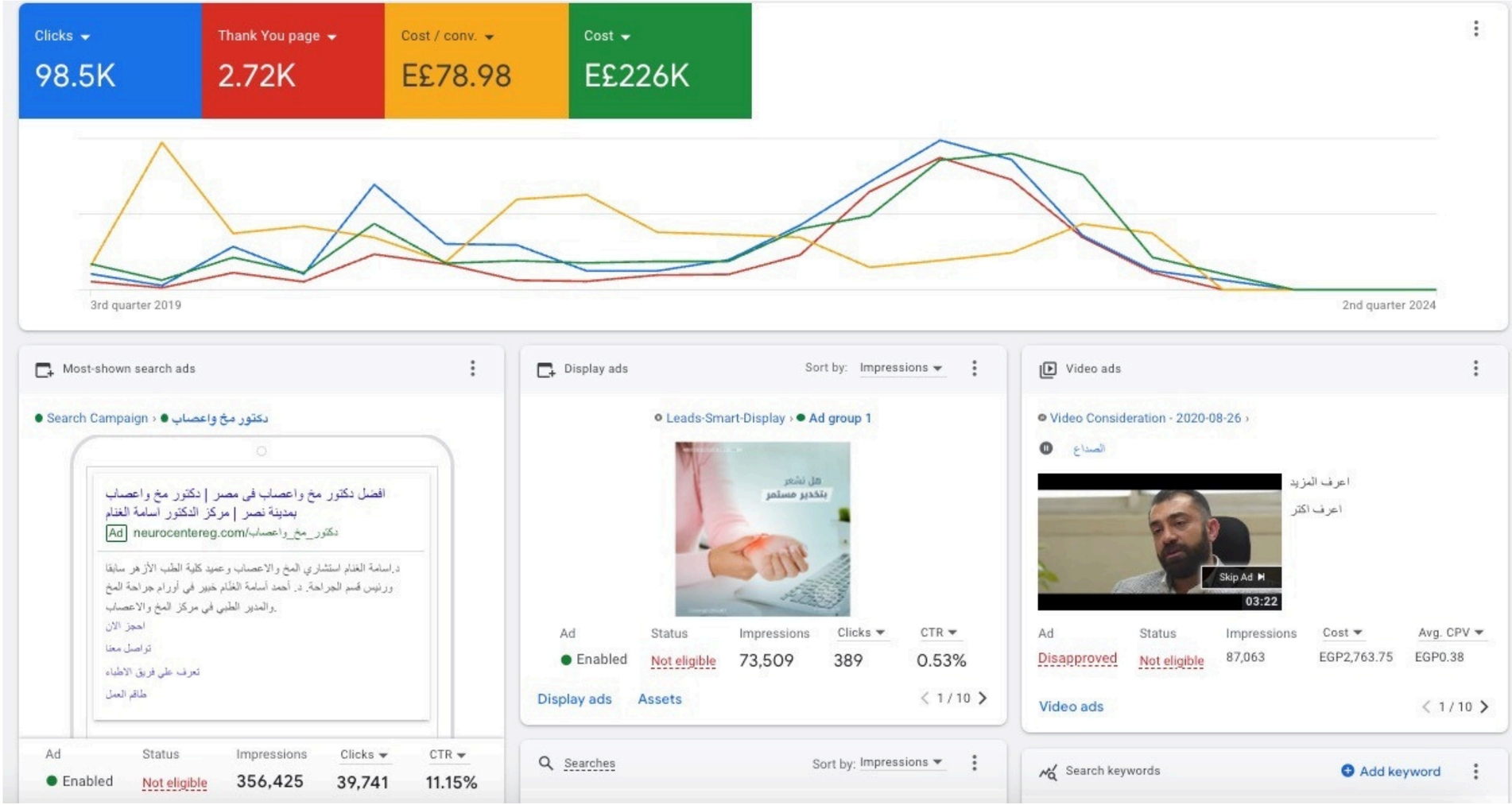
Healthcare

Client Name

NeurosurgeryCenterDr. Osama El Ghannam

Location

Egypt



INDUSTRY

education

Client Name

NeurosurgeryCenterDr.
Osama El Ghannam

Location

UAE

On/Off	Name	Status	Budget	Total cost	CPC (Destination)	CPM	Impressions	Clicks (Destination)	CTR (Destination)	Conversions ↓	CPA
	VO | 11 Dec | L.G | Reel	Active	300.00 AED Daily	15,011.30 AED	2.56 AED	8.18 AED	1,835,317	5,865	0.32%	116	129.41 AED
	VO | 16 Jan | L.G | Dubai & Jam...	Inactive Campaign inactive	150.00 AED Daily	8,897.05 AED	2.94 AED	10.49 AED	848,178	3,026	0.36%	64	139.02 AED
	VO | 11 Dec | L.G | Abu Dhbi	Inactive Campaign inactive	All	7,390.66 AED	3.95 AED	11.69 AED	632,487	1,870	0.30%	39	189.50 AED
	NDS | 22 Feb | L.G | Abu Dhabi	Inactive Campaign inactive	All	2,627.65 AED	3.76 AED	9.04 AED	290,791	698	0.24%	24	109.49 AED
	Vo | 21 Jan | 2 ad group | Reels | ...	Inactive Campaign inactive	250.00 AED Daily	2,900.32 AED	2.37 AED	8.75 AED	331,495	1,223	0.37%	17	170.61 AED
	Vo | 9 Jan | L.g | Reel	Inactive Campaign inactive	All	1,835.91 AED	3.17 AED	10.11 AED	181,598	579	0.32%	12	152.99 AED
	Vo | 31 Dec | L.g | 2 ad Reels	Inactive Campaign inactive	All	2,258.45 AED	2.55 AED	10.51 AED	214,974	885	0.41%	7	322.64 AED
	Vo | 21 Dec | L.g | 2 ad group | 2 ...	Inactive Campaign inactive	100.00 AED Daily	818.19 AED	1.99 AED	11.00 AED	74,406	411	0.55%	7	116.88 AED
	VO | 13 Dec | 2 ad Group | LG	Inactive Campaign inactive	300.00 AED Daily	1,870.10 AED	5.94 AED	12.14 AED	154,036	315	0.20%	6	311.68 AED
	NDS | Sign Up | 3 Areas | 13 Feb ...	Inactive Campaign inactive	All	4,427.80 AED	2.31 AED	11.99 AED	369,323	1,915	0.52%	2	2,213.90 AED
	NDS - Inter. Com | Abu Dhabi - 7...	Inactive Campaign inactive	918.24 AED Total	918.24 AED	0.00 AED	17.19 AED	53,413	0	0.00%	0	0.00 AED
Total of 17 campaigns		-	-	51,368.47 AED	2.96 AED	9.77 AED	5,257,262	17,349	0.33%	294	174.72 AED

Campaigns | Ad sets | Ads — Create campaign

View selected | Edit | Delete — Columns | Upload | Download

Entertainment

Name	Amount spent	Clicks	eCPC	Leads	Sign-ups Total
VO | C-Leads | Dubai & Ajman | 40 USD	US$1,125.02	1,844	US$0.61	0	43
VO | C-Leads | Abudhbi focus | 20 USD	US$1,088.25	1,568	US$0.69	0	34
NDS | C-Sign Up | Dubai & Ajman | 13 Feb 2024	US$1,728.71	2,102	US$0.82	0	29
NDS | C-Sign Up | All Loc. | 20 Feb 2024	US$1,724.87	2,310	US$0.75	0	20
Website conversions - Sign Up - Dec 2023 - V2	US$625.10	894	US$0.70	0	9
NDS | C-Sign Up | Zakhir | 13 Feb 2024	US$694.93	930	US$0.75	0	9
VO | C-Leads | Al ain | 20 USD	US$518.09	746	US$0.69	0	9
Website conversions - Sign Up - Dec 2023 - New Form	US$399.75	456	US$0.88	0	5
Website Conversions | Page View	US$100.99	307	US$0.33	0	3
NDS | C-Sign Up | Zakhir | 5 March 2024	US$393.93	467	US$0.84	0	3
NDS | C-Sign Up | New Creative | 26 Feb 2024	US$357.35	526	US$0.68	0	1
VO - LG | (TA - LA & CA) | 31 Dec 2023	US$322.31	208	US$1.55	1 Download leads	1
VO - LG | 2 Ad Sets (TA - LA & CA) | 3 Jan 2024	US$127.08	81	US$1.57	2 Download leads	0
VO - LG - A/B Test | 8 Feb 2024	US$960.41	681	US$1.41	10 Download leads	0
VO - LG | 6 Jan 2024	US$84.33	61	US$1.38	1 Download leads	0
VO - LG | 2 Ad Sets | 13 Dec 2023 | A/B 6	US$113.38	59	US$1.92	0	0
VO - #2 Website conversions - Sign Up - Dec 2023 - Ne	US$372.13	422	US$0.88	0	0
VO - LG | 2 Ad Sets | 10 Dec 2023 | A/B 4	US$95.32	44	US$2.17	3 Download leads	0
Deleted campaigns are excluded from totals.	US$17,787.30 Total	19,777 Total	US$0.90 Total avg.		166 Total

INDUSTRY

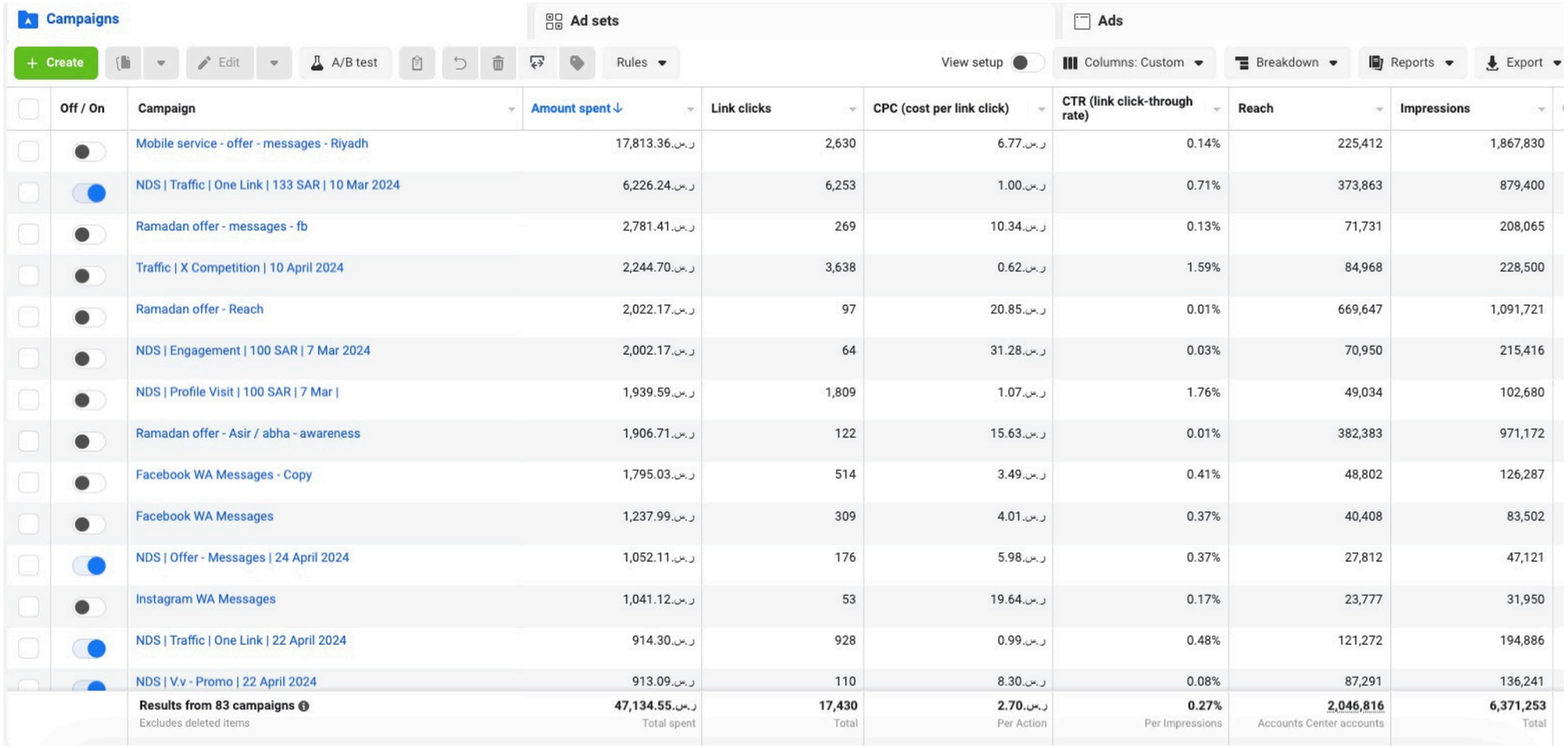
Automotaive

Client Name

IFIX

Location

KSA



Campaigns | Ad sets | Ads

Create | Edit | A/B test | Rules | View setup | Columns: Custom | Breakdown | Reports | Export

Off / On	Campaign	Amount spent ↓	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Reach	Impressions
	Mobile service - offer - messages - Riyadh	17,813.36 ر.س	2,630	6.77 ر.س	0.14%	225,412	1,867,830
	NDS | Traffic | One Link | 133 SAR | 10 Mar 2024	6,226.24 ر.س	6,253	1.00 ر.س	0.71%	373,863	879,400
	Ramadan offer - messages - fb	2,781.41 ر.س	269	10.34 ر.س	0.13%	71,731	208,065
	Traffic | X Competition | 10 April 2024	2,244.70 ر.س	3,638	0.62 ر.س	1.59%	84,968	228,500
	Ramadan offer - Reach	2,022.17 ر.س	97	20.85 ر.س	0.01%	669,647	1,091,721
	NDS | Engagement | 100 SAR | 7 Mar 2024	2,002.17 ر.س	64	31.28 ر.س	0.03%	70,950	215,416
	NDS | Profile Visit | 100 SAR | 7 Mar |	1,939.59 ر.س	1,809	1.07 ر.س	1.76%	49,034	102,680
	Ramadan offer - Asir / abha - awareness	1,906.71 ر.س	122	15.63 ر.س	0.01%	382,383	971,172
	Facebook WA Messages - Copy	1,795.03 ر.س	514	3.49 ر.س	0.41%	48,802	126,287
	Facebook WA Messages	1,237.99 ر.س	309	4.01 ر.س	0.37%	40,408	83,502
	NDS | Offer - Messages | 24 April 2024	1,052.11 ر.س	176	5.98 ر.س	0.37%	27,812	47,121
	Instagram WA Messages	1,041.12 ر.س	53	19.64 ر.س	0.17%	23,777	31,950
	NDS | Traffic | One Link | 22 April 2024	914.30 ر.س	928	0.99 ر.س	0.48%	121,272	194,886
	NDS | V.v - Promo | 22 April 2024	913.09 ر.س	110	8.30 ر.س	0.08%	87,291	136,241
	Results from 83 campaigns Excludes deleted items	**47,134.55 ر.س** Total spent	**17,430** Total	**2.70 ر.س** Per Action	**0.27%** Per Impressions	**2,046,816** Accounts Center accounts	**6,371,253** Total

INDUSTRY

Automotaive

Client Name

IFIX

Location

KSA

Campaign Name		Status	Objective	Impressions	Spend	Results	Results rate	Cost per result	Daily budget	Link clicks	Link click rate	Cost per link click
Summary for 27 campaigns				4,544,696	$12,359.15	(4)	(3)		$3,135.00	106	0.00%	$116.60
Video car restoration march	-	Expired	Video views	1,216,530	$3,109.63	533,042 Video views	43.82% Video view rate	$0.0058 Cost per video view	$150.00	1	0.00%	$3,109.63
Untitled campaign		Paused	Engagements	870,920	$2,729.61	52,173 Tweet engagements	5.99% Engagement rate	$0.05 Cost per engagement	$300.00	15	0.00%	$181.97
reach asir / eastern 20% off		Paused	Reach	553,075	$1,129.98	553,075 Impressions	-	$2.04 Cost per 1k impressions	$100.00	0	0.00%	$0.00
offer reach		Paused	Reach	325,625	$791.72	325,625 Impressions	-	$2.43 Cost per 1k impressions	$120.00	0	0.00%	$0.00
comp eng		Paused	Engagements	96,615	$656.29	25,458 Tweet engagements	26.35% Engagement rate	$0.03 Cost per engagement	$150.00	1	0.00%	$656.29
30% off October		Paused	Reach	92,571	$586.66	92,571 Impressions	-	$6.34 Cost per 1k impressions	$100.00	0	0.00%	$0.00
NDS | 9 April | Engagement | Competiton 10 Days	-	Expired	Engagements	399,922	$480.78	9,993 Tweet engagements	2.50% Engagement rate	$0.05 Cost per engagement	$0.00	0	0.00%	$0.00
Follow-Campaign		Paused	Followers	70,425	$473.74	74 Follows	0.11% Follow rate	$6.40 Cost per follow	$50.00	12	0.02%	$39.48
Offer June - repair interest	-	Expired	Reach	233,710	$399.95	233,710 Impressions	-	$1.71 Cost per 1k impressions	$100.00	1	0.00%	$399.95
reach offer 2		Paused	Reach	208,170	$399.65	208,170 Impressions	-	$1.92 Cost per 1k impressions	$100.00	1	0.00%	$399.65
Riyadh ND Offer	-	Expired	Reach	60,368	$389.06	60,368 Impressions	-	$6.44 Cost per 1k impressions	$100.00	0	0.00%	$0.00
Dammam ND O ffer		Paused	Reach	61,946	$372.13	61,946 Impressions	-	$6.01 Cost per 1k impressions	$100.00	0	0.00%	$0.00
followers		Paused	Followers	172,911	$205.87	246 Follows	0.14% Follow rate	$0.84 Cost per follow	$150.00	12	0.01%	$17.16
teaser video campaign	-	Expired	Reach	61,418	$200.00	61,418	-	$3.26	$100.00	0	0.00%	$0.00

INDUSTRY

Fintech

Client Name

Geidea Egypt

Location

Egypt

Off/On	Campaign	Results	Reach	Amount spent	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Leads ↓	Cost per Lead	Messaging conversations started	Post shares
	Geidea_FB_IG_Lead Generation_POS_Social_G...	1,930 On-Facebook leads	419,453	16,242.47 ج.م	1,064,467	18,434	0.88 ج.م	1.73%	1,930 [2]	8.42 ج.م [2]	446 [2]	6
	Geidea_FB_Lead Generation_POS_Google For...	1,785 On-Facebook leads	201,154	18,786.71 ج.م	683,075	9,019	2.08 ج.م	1.32%	1,785 [2]	10.52 ج.م [2]	532 [2]	8
	Geidea_FB_IG_Lead Generation_POS_Social_C...	1,591 On-Facebook leads	320,617	27,745.19 ج.م	1,093,468	10,095	2.75 ج.م	0.92%	1,591 [2]	17.44 ج.م [2]	588 [2]	13
	[Lead Generation] [9000 EGP] [29Mars - 30 April]	1,203 On-Facebook leads	194,463	9,000.00 ج.م	435,808	7,450	1.21 ج.م	1.71%	1,208 [2]	7.45 ج.م [2]	–	2
	[Leads][cashback offer][23/8-31/8]_POS	1,133 On-Facebook leads	185,889	13,711.77 ج.م	503,651	7,849	1.75 ج.م	1.56%	1,140 [2]	12.03 ج.م [2]	–	7
	Geidea_FB_IG_Lead Generation_ECR_Social_G...	977 On-Facebook leads	371,393	68,806.03 ج.م	1,409,798	6,144	11.20 ج.م	0.44%	977 [2]	70.43 ج.م [2]	171 [2]	16
	Нова кампанія з ціллю «Ліди»	489 [2] Website leads	256,768	50,474.63 ج.م	286,908	2,456	20.55 ج.م	0.86%	489 [2]	103.22 ج.م [2]	–	76
	Geidea_FB_IG_Lead Generation_PBL_Social_G...	461 On-Facebook leads	97,920	16,615.98 ج.م	343,003	3,139	5.29 ج.م	0.92%	461 [2]	36.04 ج.م [2]	71 [2]	12
	[Lead Generation] [12500 EGP] [29May - 30June]	413 On-Facebook leads	193,954	12,500.00 ج.م	360,714	6,427	1.94 ج.م	1.78%	419 [2]	29.83 ج.م [2]	–	3
	Geidea_FB_IG_Lead Generation_PGW_Social_...	291 On-Facebook leads	396,892	29,449.75 ج.م	1,036,008	2,550	11.55 ج.م	0.25%	291 [2]	101.20 ج.م [2]	135 [2]	8
	Geidea_IG_Lead Generation_ECR_Social_Gam...	72 On-Facebook leads	77,136	10,471.15 ج.م	172,977	336	31.16 ج.م	0.19%	72 [2]	145.43 ج.م [2]	9 [2]	21
	Geidea_IG_Lead Generation_POS_Google For...	64 On-Facebook leads	37,240	2,313.96 ج.م	55,316	163	14.20 ج.م	0.29%	64 [2]	36.16 ج.م [2]	20 [2]	6
	[Lead Generation] [Arqqa] [15000] [awaf Camp...	40 On-Facebook leads	21,552	2,101.99 ج.م	33,222	1,719	1.22 ج.م	5.17%	40 [2]	52.55 ج.م [2]	–	1
	[Conversion] [Cashback] [750 EGP Daily] [29Ma...	535 [2] Order Confirmation	368,257	30,468.73 ج.م	1,546,860	12,993	2.35 ج.م	0.84%	26 [2]	1,171.87 ج.م [2]	–	72
	[Conversion] [7500 EGP] [29Mars - 30 June]	219 [2] Order Confirmation	98,416	7,500.00 ج.م	464,930	4,785	1.57 ج.م	1.03%	13 [2]	576.92 ج.م [2]	–	52
	[Conversion] [9000 EGP] [29Mars - 30 April] – ...	12 [2] Website leads	74,432	5,681.94 ج.م	225,396	4,753	1.20 ج.م	2.11%	12 [2]	473.50 ج.م [2]	–	90
	[Lead Generation] [Arqqa] [15000] [awaf Camp...	11 On-Facebook leads	8,050	567.56 ج.م	9,572	360	1.58 ج.م	3.76%	11 [2]	51.60 ج.م [2]	–	–
	PGW | Leads | 21.6K	10 On-Facebook leads	6,138	412.79 ج.م	7,998	52	7.94 ج.م	0.65%	10 [2]	41.28 ج.م [2]	7 [2]	–
	Results from 111 campaigns ⓘ	–	17,625,544 Accounts Centre acco...	1,552,011.44 ج.م Total Spent	121,649,683 Total	581,672 Total	2.67 ج.م Per Action	0.48% Per Impressions	– Total	– Per Action	– Total	3,327 Total

INDUSTRY

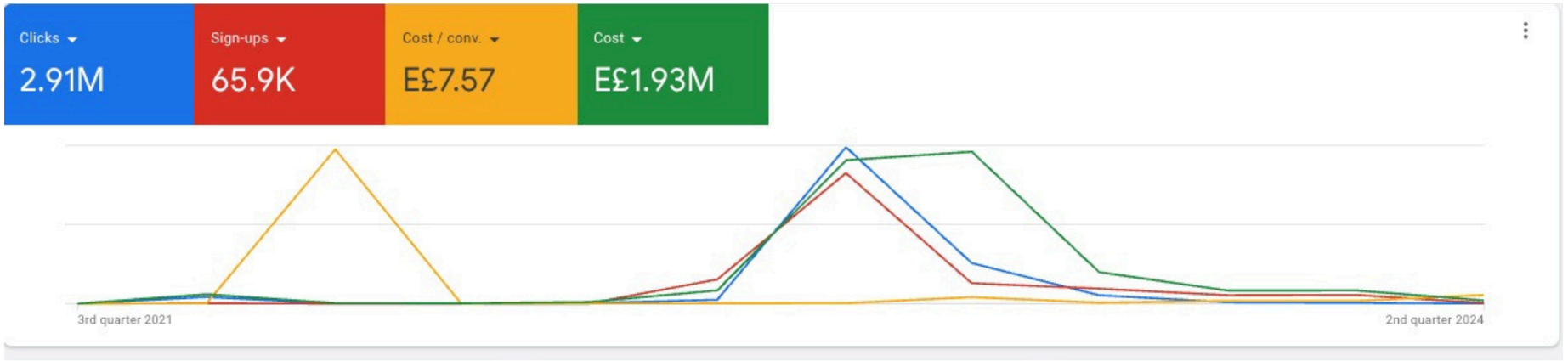
Fintech

Client Name

Geidea Egypt

Location

Egypt



Campaign	Campaign state	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	View-through conv.	Cost / conv.	Conv. rate
Display_EG_EN_ECR_202	Paused	Display	860,956	32,673,183	2.64%	EGP0.06	EGP53,039.93	0.00%	0.00%	144,055.81	260	EGP0.37	16.73%
POS | Display | AR	Paused	Display	748,483	30,761,068	2.43%	EGP0.06	EGP48,226.43	0.00%	0.00%	196.25	216	EGP245.74	0.03%
POS | Display | EN	Paused	Display	358,776	15,595,016	2.30%	EGP0.07	EGP24,896.43	0.00%	0.00%	51.77	120	EGP480.95	0.01%
Competitors | Search | ECR | AR	Paused	Search	164,461	7,442,686	2.21%	EGP0.74	EGP121,332.25	27.60%	89.90%	15,741.30	93	EGP7.71	9.57%
PMAX | POS | AR	Paused	Performance Max	133,030	11,914,518	1.12%	EGP0.53	EGP69,928.41	0.00%	0.00%	3,143.91	6,148	EGP22.24	1.84%
Generic | Search | ECR | AR	Paused	Search	129,620	6,359,187	2.04%	EGP1.05	EGP136,113.52	42.83%	85.05%	17,122.80	116	EGP7.95	13.21%
Generic | PMAX | ECR | AR	Paused	Performance Max	103,395	4,538,153	2.28%	EGP0.35	EGP36,424.29	0.00%	0.00%	9,271.10	2,817	EGP3.93	8.95%
Generic | PMAX | ECR | EN	Paused	Performance Max	87,742	2,835,813	3.09%	EGP0.43	EGP37,508.90	0.00%	0.00%	3,988.33	1,548	EGP9.40	1.03%
Generic | Display | ECR | All	Paused	Display	50,648	1,175,762	4.31%	EGP0.18	EGP9,010.00	0.00%	0.00%	905.00	166	EGP9.96	1.79%
Generic | PMAX | PGW | AR	Paused	Performance Max	37,293	1,226,193	3.04%	EGP0.19	EGP7,027.16	0.00%	0.00%	8,073.24	843	EGP0.87	21.62%
[Traffic-Display] [Cairo/Giza] [EN] [200 EGP] [17Nov - 30 Nov]	Paused	Display	36,761	1,890,273	1.94%	EGP0.28	EGP10,279.14	0.00%	0.00%	10,498.00	9	EGP0.98	28.40%
[Traffic-Display] [Cairo/Giza] [AR] [200 EGP] [18Nov - 30 Nov]	Paused	Display	32,676	1,552,732	2.10%	EGP0.27	EGP8,904.01	0.00%	0.00%	9,713.00	15	EGP0.92	29.73%
Generic | Display | PGW | AR	Paused	Display	22,567	1,135,526	1.99%	EGP0.38	EGP8,508.94	0.00%	0.00%	420.47	664	EGP20.24	1.86%
Generic | Search | ECR | EN	Paused	Search	19,031	496,166	3.84%	EGP7.24	EGP137,737.80	43.81%	89.44%	3,586.67	37	EGP38.40	18.85%
Brand Protection | Search | AR	Paused	Search	13,126	46,496	28.23%	EGP10.16	EGP133,330.29	85.04%	89.19%	3,480.99	0	EGP38.30	26.52%
Generic | Search | PGW | AR	Paused	Search	13,038	101,413	12.86%	EGP16.29	EGP212,354.83	55.82%	82.07%	4,331.01	0	EGP49.03	33.22%
Brand Protection | Search | EN	Paused	Search	12,583	37,253	33.78%	EGP10.73	EGP135,050.16	89.21%	97.18%	1,867.64	0	EGP72.31	14.84%
Competitors | Search | ECR | EN	Paused	Search	11,855	296,724	4.00%	EGP8.56	EGP101,436.28	48.80%	97.11%	2,610.33	16	EGP38.86	22.02%
Total			**2,908,535**	**122,588,774**	**2.37%**	**EGP0.66**	**EGP1,928,056.41**	**54.70%**	**89.73%**	**254,545.53**	**14,504**	**EGP7.57**	**7.79%**

أمان
وإنجز

INDUSTRY

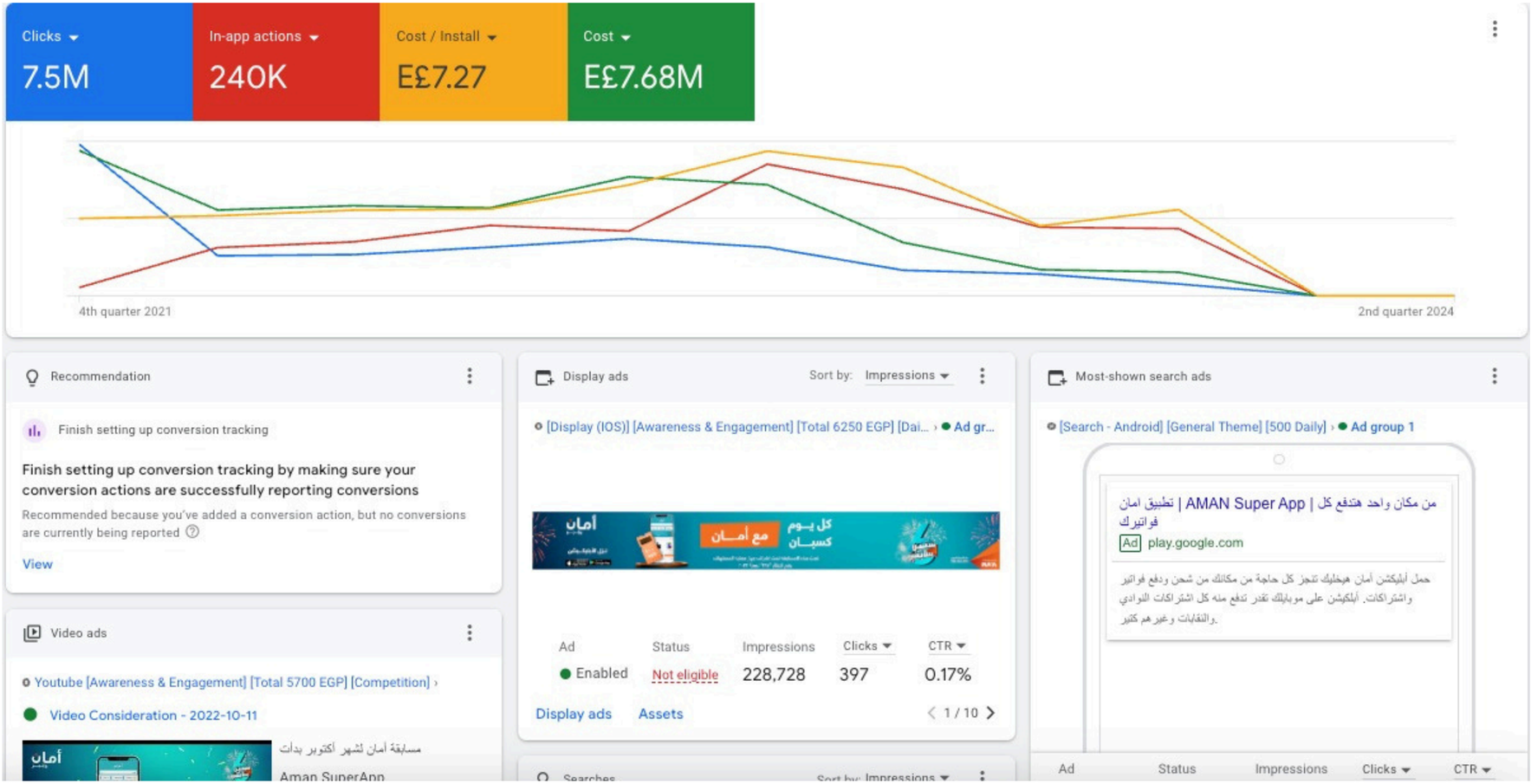
Fintech

Client Name

Aman App

Location

Egypt



أمان وإنجز

INDUSTRY

Fintech

Client Name

Aman App

Location

Egypt

INDUSTRY

Fintech

Client Name

Aman App

Location

Gulf

Campaign	Results	Reach	Amount spent	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)
App Install | Arqqa | 20 AED Daily | Oman & ...	15,783 Link Clicks	369,051	526.66د.إ	1,644,809	15,783	0.03د.إ	0.96%
App Install | Arqqa | 40 AED Daily | US & UK ...	2,683 Link Clicks	8,266	1,062.07د.إ	22,693	2,683	0.40د.إ	11.82%
App Install | Arqqa | 60 AED Daily | QA & KW	23,865 Link Clicks	379,030	1,551.71د.إ	2,105,772	23,865	0.07د.إ	1.13%
App Install | Arqqa | 80 AED Daily | UAE	16,185 Link Clicks	190,432	2,099.33د.إ	580,875	16,185	0.13د.إ	2.79%
App Install | Arqqa | 100 AED Daily | KSA	42,726 Link Clicks	830,723	2,597.38د.إ	3,364,757	42,726	0.06د.إ	1.27%
Profile Visit | IG | Arqqa | 50 AED Daily | All C...	2,573 Instagram profile vis...	39,902	1,345.53د.إ	89,338	2,858	0.47د.إ	3.20%
Engagment | Arqqa | 30 AED Daily | All Coun...	1,009,488 Post engagements	736,742	805.66د.إ	1,737,447	59	13.66د.إ	0.00%
Traffic | Arqqa | 70 AED Daily | All Countries	49,339 Link Clicks	659,568	1,880.12د.إ	1,678,652	49,339	0.04د.إ	2.94%
Traffic One Link | Arqqa | 148 AEd Daily | All ...	109,129 Link Clicks	1,304,004	3,979.63د.إ	3,751,763	109,129	0.04د.إ	2.91%
Page Like | Arqqa | 20 AED Daily | All Countr...	1,708 Follows or likes	56,862	850.80د.إ	173,633	1,044	0.81د.إ	0.60%
App Install | 30 AED | Arqqa | 17 DEC	2,371 Link Clicks	153,876	136.85د.إ	178,660	2,371	0.06د.إ	1.33%
Traffic | one link | 60 | 12-12	9,953 Link Clicks	207,417	481.43د.إ	268,592	9,953	0.05د.إ	3.71%
Engagement | post engagement | 45 | 12-12	63,414 Post engagements	78,050	341.57د.إ	107,821	3	113.86د.إ	0.00%
Engagement | video views | 25 | 12-12	72,962 ThruPlays	52,429	171.68د.إ	90,358	–	–	–
Results from 14 campaigns ⓘ	–	**4,210,156** Accounts Centre ac...	**17,830.42**د.إ Total Spent	**15,795,170** Total	**275,998** Total	**0.06**د.إ Per Action	**1.75%** Per Impressions

INDUSTRY

Fintech

Client Name

Aman App

Location

Gulf

Campaign	Results	Reach	Amount spent	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Messaging conversations started	Post shares	Post saves	Post comments
[Traffic] [60K EGP] [Mashreq Gold]	240,177 Link Clicks	956,419	40,866.60ج.م	2,990,998	240,177	0.17ج.م	8.03%	4 [2]	14	26	3
[Video Views] [80K EGP] [Mashreq Gold]	1,907,101 ThruPlays	790,272	51,285.64ج.م	2,432,138	16	3,205.35ج.م	0.00%	–	6	–	1
[Engagement] [60K EGP] [Mashreq Gold]	2,446,622 Post engagements	1,791,144	44,637.42ج.م	4,485,332	417	107.04ج.م	0.01%	–	64	36	33
[Reach] [20K EGP] [19.5]	3,447,818 Reach	3,447,818	13,432.21ج.م	10,848,755	678	19.81ج.م	0.01%	–	4	18	17
[Traffic] [30K EGP] [19.5]	114,128 Link Clicks	2,103,817	20,452.95ج.م	13,486,163	114,128	0.18ج.م	0.85%	14 [2]	5	9	22
[Engagement] [50K EGP] [19.5]	62,160 Post engagements	1,136,947	39,177.59ج.م	4,656,175	4,906	7.99ج.م	0.11%	–	254	123	567
Results from 6 campaigns	–	**8,263,853** Accounts Centre acco...	**209,852.41ج.م** Total Spent	**38,899,561** Total	**360,322** Total	**0.58ج.م** Per Action	**0.93%** Per Impressions	**18** [2] Total	**347** Total	**212** Total	**643** Total

INDUSTRY

Social Network

Client Name

Goalngo

Location

MENA And Africa

Off/On	Campaign	Results	Reach	Amount spent ↓	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	App Installs	Cost per App Install
	Goalngo | AppRegestiration | 21Nov | Egypt | Manual	2,660 sign_up_successful	1,162,271	$759.74	2,576,033	19,599	$0.04	0.76%	6,751	$0.11
	Goalngo | AppRegestiration | 8Jan | Moroccoo	3,109 sign_up_successful	730,057	$632.40	2,003,051	17,941	$0.04	0.90%	7,332	$0.09
	Goalngo | AppRegestiration | 3Dec | Algeria | Manual	2,364 sign_up_successful	730,238	$575.65	2,523,927	11,274	$0.05	0.45%	4,823	$0.12
	Goalngo | AppRegestiration | 3Dec | Moroccoo | Manual	1,628 sign_up_successful	434,039	$554.26	1,502,152	7,932	$0.07	0.53%	3,667	$0.15
	Goalngo | Appisntall | Morocco | 22Feb	3,984 Mobile App Installations	570,429	$518.23	1,490,238	10,048	$0.05	0.67%	3,984	$0.13
	Goalngo | Appisntall | Egypt | 20Feb	3,490 Mobile App Installations	560,019	$494.73	1,226,976	10,642	$0.05	0.87%	3,490	$0.14
	Goalngo | AppRegestiration | 8Jan | Algeria	1,509 sign_up_successful	494,073	$372.03	1,395,608	9,242	$0.04	0.66%	3,291	$0.11
	Goalngo | AppRegestiration | 2Jan | Egypt | Adv+	1,453 sign_up_successful	528,416	$328.04	1,113,612	8,735	$0.04	0.78%	2,984	$0.11
	Goalngo | Appisntall | Nigeria | 10Mar	2,097 Mobile App Installations	229,568	$315.43	452,391	4,769	$0.07	1.05%	2,097	$0.15
	Goalngo | AppRegestiration | 3Dec | Tunisia | Manual	979 sign_up_successful	243,079	$308.07	1,050,541	5,296	$0.06	0.50%	2,297	$0.13
	Goalngo | Appisntall | Tunisia | 22Feb	976 Mobile App Installations	184,150	$171.82	454,028	2,755	$0.06	0.61%	976	$0.18
	Goalngo | AppRegisteration | Morocco | Adv+ | 17Jan	399 sign_up_successful	107,374	$82.55	152,445	2,245	$0.04	1.47%	990	$0.08
	Goalngo | AppRegestiration | 7Feb | Egypt | Manual | Ba...	295 sign_up_successful	137,432	$77.79	237,893	1,125	$0.07	0.47%	558	$0.14
	Goalngo | Appisntall | Egypt | 2Apr	767 Mobile App Installations	167,477	$72.40	240,417	2,252	$0.03	0.94%	767	$0.09
	Goalngo | AppRegisteration | Algeria | Adv+ | 17Jan	169 sign_up_successful	87,797	$62.95	131,612	1,142	$0.06	0.87%	437	$0.14
	Goalngo | AppRegestiration | 8Jan | Tunisia	130 sign_up_successful	75,500	$53.65	167,400	889	$0.06	0.53%	308	$0.17
	Goalngo | AppRegestiration | 24Dec | Saudi | Manual	77 sign_up_successful	12,477	$38.53	18,835	259	$0.15	1.38%	149	$0.26
	Goalngo | Appisntall | Morocco | 3Feb	451 Mobile App Installations	77,787	$37.51	96,745	1,180	$0.03	1.22%	451	$0.08
	Goalngo | AppRegestiration | 11Feb | Egypt | Manual | M...	124	91,543	$36.18	162,499	1,165	$0.03	0.72%	490	$0.07
	Results from 76 campaigns ⓘ Excludes deleted items	– Multiple conversions	8,381,278 Accounts Centre accounts	$12,574.83 Total Spent	39,961,436 Total	258,293 Total	$0.05 Per Action	0.65% Per Impressions	– Total	– Per Action

INDUSTRY

Air Carrier

Client Name

NleAir

Location

Worldwide

Off/On	Campaign	Results	Reach	Amount spent ↓	Impressions	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Purchases	Purchases conversion value
	Nile air | Conversion | Purchase | 28oct	5,987 [2] Website purchases	3,178,313	43,663.49ر.س	15,278,753	65,925	0.66ر.س	0.43%	5,987 [2]	7,193,770.62ر.س [2]
	Nile air | Conversion | CompleteRegisterations | 26oct	5,020 [2] Website completed registr...	2,005,650	14,070.23ر.س	8,525,627	46,072	0.31ر.س	0.54%	1,935 [2]	1,965,069.96ر.س [2]
	Nile air | Purchase | Egypt | Advantage+ | 1Jan	855 [2] Website purchases	1,173,794	8,799.60ر.س	4,942,398	22,998	0.38ر.س	0.47%	855 [2]	1,200,585.76ر.س [2]
	Nile air | Engagement | 22oct	1,221,249 Post engagements	2,699,074	6,061.38ر.س	6,035,969	4,508	1.34ر.س	0.07%	13 [2]	14,629.88ر.س [2]
	Nile air | Traffic | 23oct View Charts Edit Duplicate Unpin	17,906 Link Clicks	757,385	3,996.97ر.س	1,873,178	17,906	0.22ر.س	0.96%	37 [2]	33,602.84ر.س [2]
	Nile air | Conversion | Purchase | Egypt | 14Feb	481 [2] Website purchases	425,240	3,566.56ر.س	1,575,721	7,208	0.49ر.س	0.46%	481 [2]	597,437.94ر.س [2]
	Nile air | Engagement | 1Jan	251,772 Post engagements	892,726	3,387.93ر.س	1,848,229	11,172	0.30ر.س	0.60%	6 [2]	8,125.92ر.س [2]
	Nile air | Purchase | Saudi | Advantage+ | 21Jan	515 [2] Website purchases	182,301	3,047.86ر.س	564,139	2,781	1.10ر.س	0.49%	515 [2]	590,726.64ر.س [2]
	Nile air | Conversion | CheckOut | 24oct	11,895 [2] Website initiates checkout	736,098	2,746.57ر.س	2,047,971	16,550	0.17ر.س	0.81%	223 [2]	104,656.10ر.س [2]
	Nile air | Conversion | Purchase | Egypt | 21Apr	124 [2] Website purchases	155,450	1,226.91ر.س	557,368	3,326	0.37ر.س	0.60%	124 [2]	174,827.79ر.س [2]
	Nile air | PageLikes | 8Apr	9,434 Follows or likes	391,681	766.39ر.س	990,322	4,704	0.16ر.س	0.47%	21 [2]	19,001.08ر.س [2]
	NileAir | Conversion | Saudi | Adv+ | 21Apr	134 [2] Website purchases	21,531	372.51ر.س	71,133	308	1.21ر.س	0.43%	134 [2]	217,156.79ر.س [2]
	Nile air | Engagement | 23Apr	177,926 Post engagements	338,519	358.56ر.س	491,188	276	1.30ر.س	0.06%	2 [2]	3,410.71ر.س [2]
	Nile air | Purchase | UAE | Advantage+ | 21Jan Campaign	4 [2] Website purchases	12,630	162.95ر.س	22,360	214	0.76ر.س	0.96%	4 [2]	3,588.95ر.س [2]
	Nile air | Purchase | 1Jan	7 [2] Website purchases	13,712	72.49ر.س	15,381	90	0.81ر.س	0.59%	7 [2]	5,298.03ر.س [2]
	Nile air | Engagement | 8Apr	1,259 Post engagements	6,600	32.64ر.س	7,798	20	1.63ر.س	0.26%	–	0.00ر.س
	Nile air | Purchase | Egypt | Advantage+ | 3Apr	1 [2] Website purchase	2,683	10.21ر.س	3,294	33	0.31ر.س	1.00%	1 [2]	505.54ر.س [2]
	Engagement | 600 RAS | 3 Sept	125,273 Post engagements	3,540,713	8,744.28ر.س	16,846,678	54,235	0.16ر.س	0.32%	–	0.00ر.س
	[Traffic] [3.5K] [Sept.] [Website Teaser]	149,494	4,102,712	3,025.44ر.س	7,990,534	149,494	0.02ر.س	1.87%	20 [2]	0.00ر.س
	Results from 41 campaigns ⓘ	–	**20,810,343** Accounts Centre accounts	**122,385.65ر.س** Total Spent	**91,275,054** Total	**435,665** Total	**0.28ر.س** Per Action	**0.48%** Per Impressions	**10,411** [2] Total	**12,149,671.50ر.س** [2] Total

BINGE!

INDUSTRY

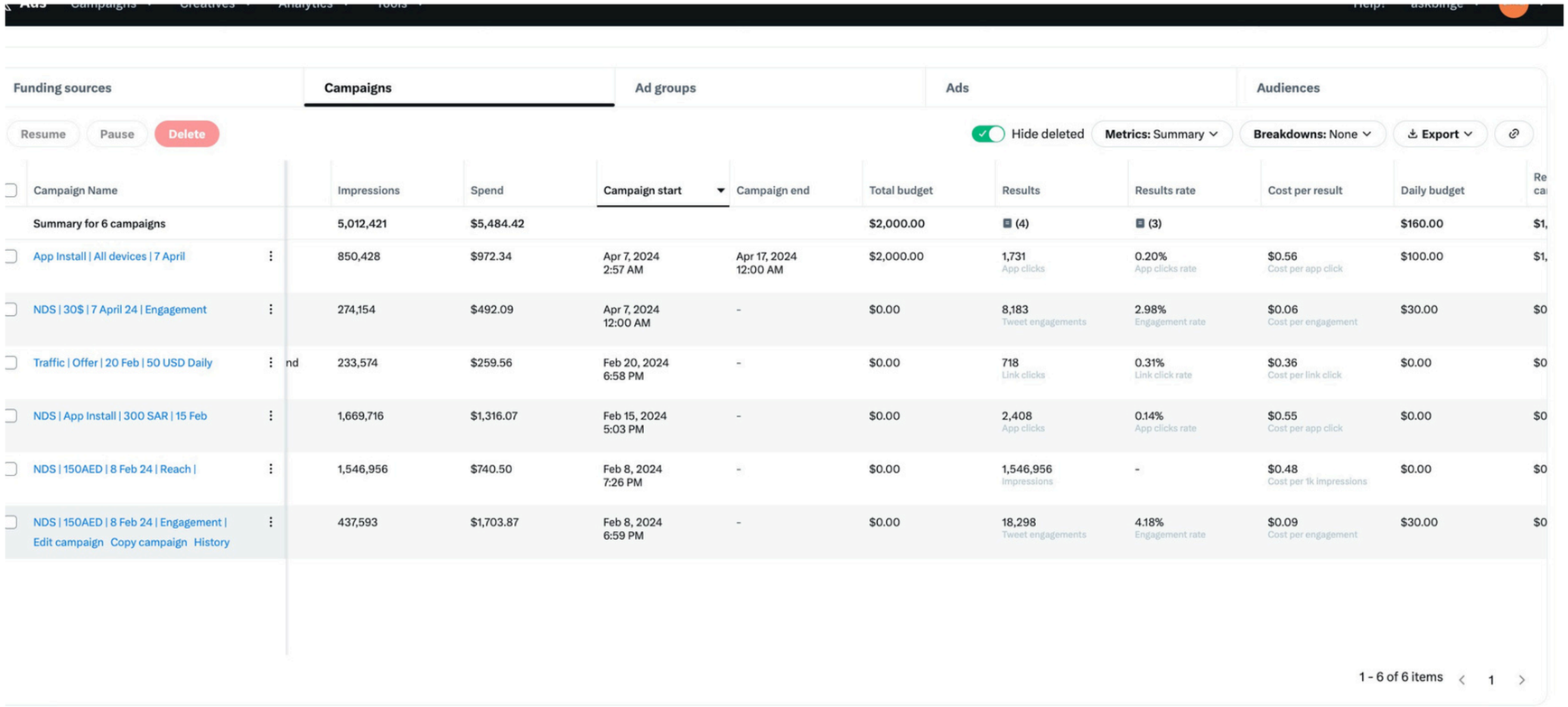
Food Delivery

Client Name

Binge

Location

KSA



INDUSTRY

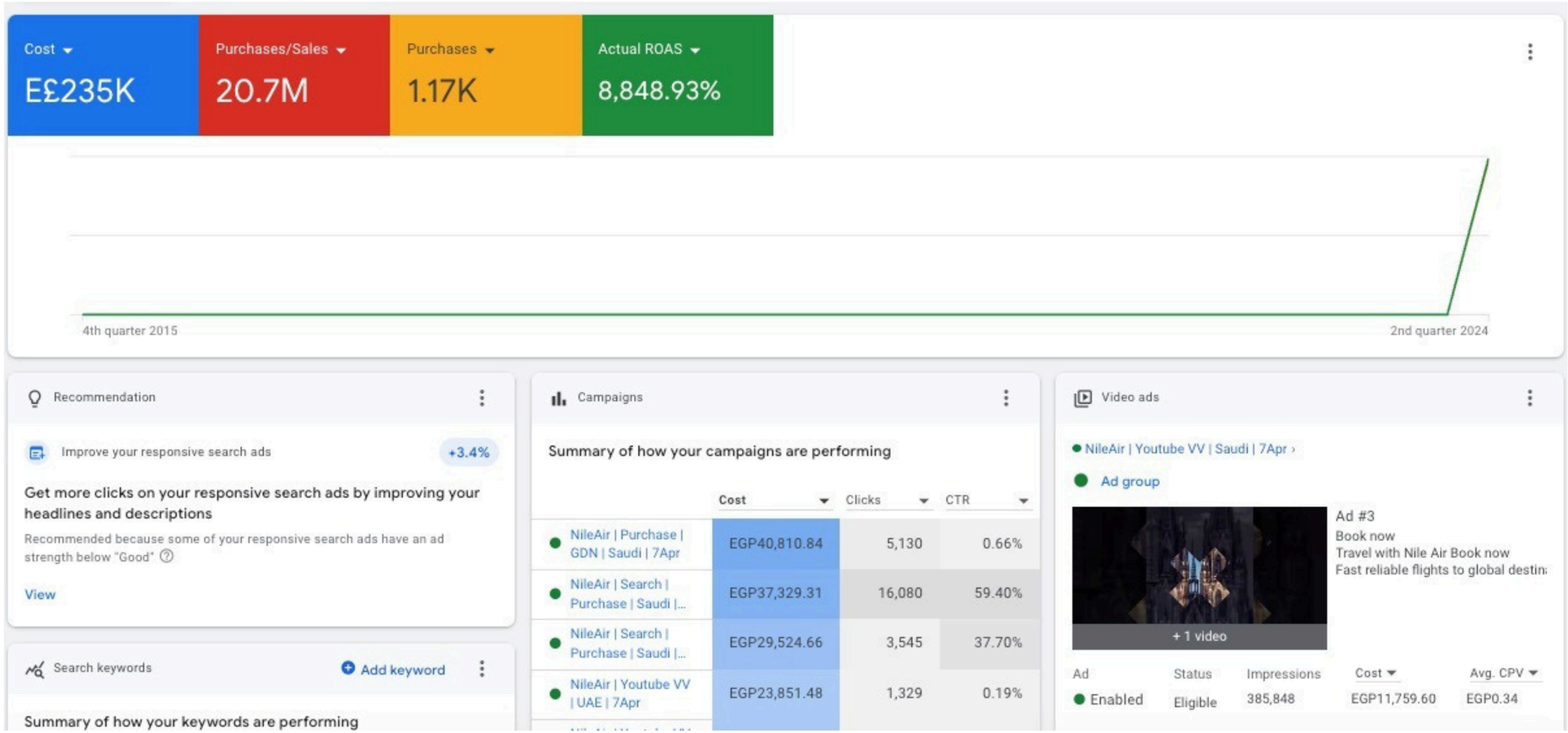
Air Carrier

Client Name

NleAir

Location

Worldwide



INDUSTRY

Air Carrier

Client Name

NleAir

Location

Worldwide

	Name		Status	Delivery status	Amount spent	Result	Cost per result	Paid impressions	Paid eCPM	Clicks	eCPC
☐	Nileair | Conversion | Purchase | UAE | 21Mar	☆ 1	ON	Delivering	US$236.39	24 Purchases	US$9.85 Cost per purchase	63,378	US$3.73	184	US$1.28
☐	Nileair | Conversion | PageView | UAE | 26Feb		ON	Delivering	US$398.14	3,008 Pages viewed	US$0.13 Cost per Page Viewed	136,471	US$2.92	1,233	US$0.32
☐	Nileair | Conversion | Purchase | SAU | 20Feb	☆ 1	ON	Delivering	US$911.52	174 Purchases	US$5.24 Cost per purchase	347,478	US$2.62	915	US$1.00
☐	Nileair | Conversion | PageView | SAU | 18Feb	☆ 1	ON	Delivering	US$1,041.04	23,648 Pages viewed	US$0.04 Cost per Page Viewed	725,364	US$1.44	3,455	US$0.30
☐	Nile air | VV | 3Dec Create ad set · Edit · Clone · View insights · Copy ID		OFF	Not delivering Campaign is inactive	US$266.00	117,721 2-second video views	< US$0.01 eCPV	228,310	US$1.17	141	US$1.89
☐	Nile air | VV | 26oct		OFF	Not delivering Campaign is inactive	US$171.34	87,893 2-second video views	< US$0.01 eCPV	182,658	US$0.94	158	US$1.08
☐	Drive Traffic To Website		OFF	Not delivering Campaign is inactive	US$160.00	1,055 Clicks	US$0.15 eCPC	39,395	US$4.06	1,055	US$0.15
☐	[Awareness] [9Days] [200Sar]		OFF	Not delivering Campaign is inactive	US$53.00	59,038 Total Impressions	US$0.90 Total CPM	59,038	US$0.90	0	US$0.00
☐	[Traffic] [8days] [SAR200]		OFF	Not delivering Campaign is inactive	US$53.00	259 Clicks	US$0.20 eCPC	27,433	US$1.93	259	US$0.20
☐	[Awareness] [8days] [SAR200]		OFF	Not delivering Campaign is inactive	US$53.00	128,155 Total Impressions	US$0.41 Total CPM	128,155	US$0.41	0	US$0.00
	Deleted campaigns are excluded from totals.				US$3,343.42 Total	–	–	1,937,680 Total	US$1.73 Total avg.	7,400 Total	US$0.45 Total avg.

INDUSTRY

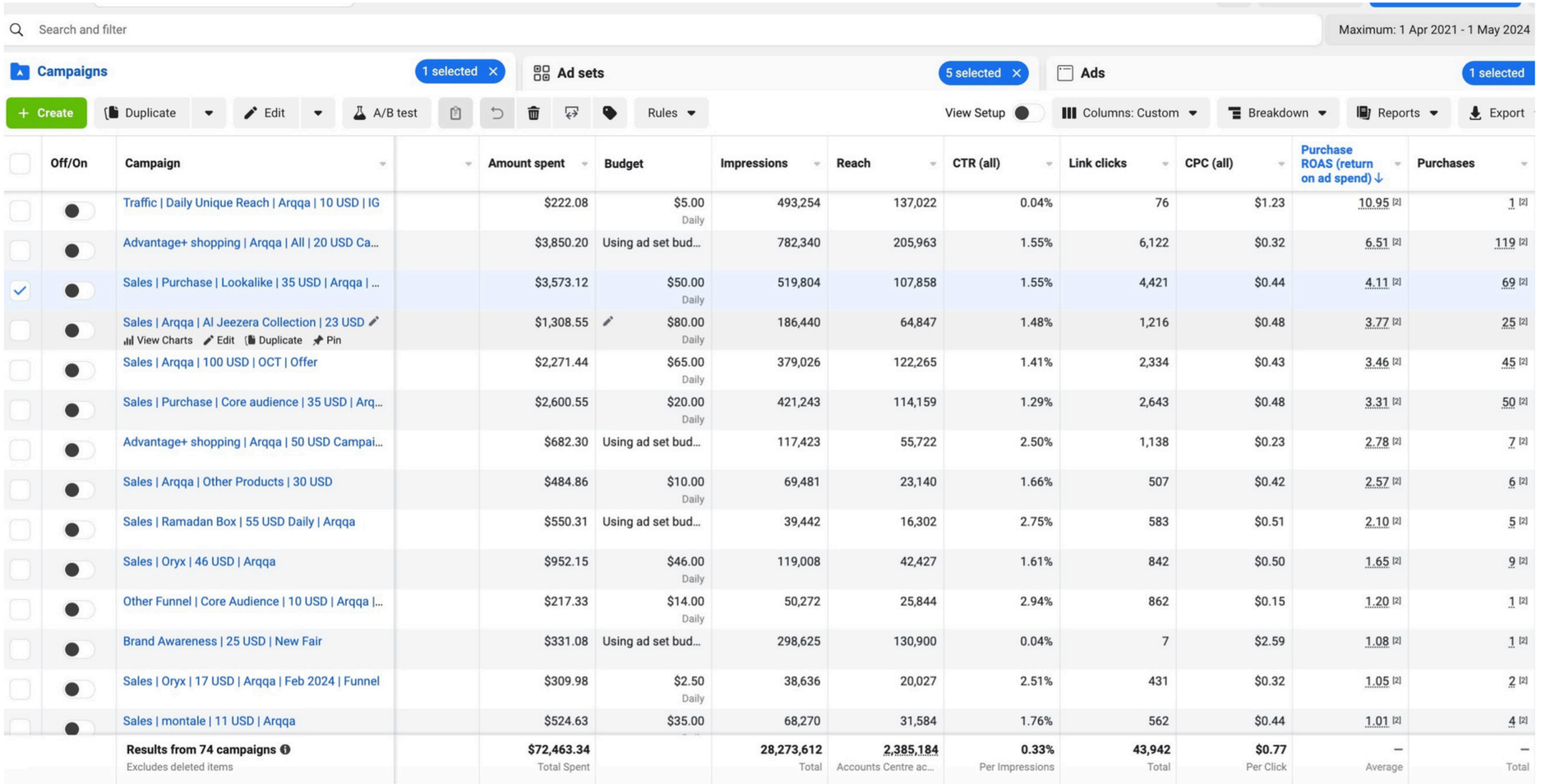
Ecommerce

Client Name

Aljazeera

Location

Kuwait



Off/On	Campaign		Amount spent	Budget	Impressions	Reach	CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad spend)	Purchases
	Traffic | Daily Unique Reach | Arqqa | 10 USD | IG		$222.08	$5.00 Daily	493,254	137,022	0.04%	76	$1.23	10.95 [2]	1 [2]
	Advantage+ shopping | Arqqa | All | 20 USD Ca...		$3,850.20	Using ad set bud...	782,340	205,963	1.55%	6,122	$0.32	6.51 [2]	119 [2]
✓	Sales | Purchase | Lookalike | 35 USD | Arqqa | ...		$3,573.12	$50.00 Daily	519,804	107,858	1.55%	4,421	$0.44	4.11 [2]	69 [2]
	Sales | Arqqa | Al Jeezera Collection | 23 USD View Charts Edit Duplicate Pin		$1,308.55	$80.00 Daily	186,440	64,847	1.48%	1,216	$0.48	3.77 [2]	25 [2]
	Sales | Arqqa | 100 USD | OCT | Offer		$2,271.44	$65.00 Daily	379,026	122,265	1.41%	2,334	$0.43	3.46 [2]	45 [2]
	Sales | Purchase | Core audience | 35 USD | Arq...		$2,600.55	$20.00 Daily	421,243	114,159	1.29%	2,643	$0.48	3.31 [2]	50 [2]
	Advantage+ shopping | Arqqa | 50 USD Campai...		$682.30	Using ad set bud...	117,423	55,722	2.50%	1,138	$0.23	2.78 [2]	7 [2]
	Sales | Arqqa | Other Products | 30 USD		$484.86	$10.00 Daily	69,481	23,140	1.66%	507	$0.42	2.57 [2]	6 [2]
	Sales | Ramadan Box | 55 USD Daily | Arqqa		$550.31	Using ad set bud...	39,442	16,302	2.75%	583	$0.51	2.10 [2]	5 [2]
	Sales | Oryx | 46 USD | Arqqa		$952.15	$46.00 Daily	119,008	42,427	1.61%	842	$0.50	1.65 [2]	9 [2]
	Other Funnel | Core Audience | 10 USD | Arqqa |...		$217.33	$14.00 Daily	50,272	25,844	2.94%	862	$0.15	1.20 [2]	1 [2]
	Brand Awareness | 25 USD | New Fair		$331.08	Using ad set bud...	298,625	130,900	0.04%	7	$2.59	1.08 [2]	1 [2]
	Sales | Oryx | 17 USD | Arqqa | Feb 2024 | Funnel		$309.98	$2.50 Daily	38,636	20,027	2.51%	431	$0.32	1.05 [2]	2 [2]
	Sales | montale | 11 USD | Arqqa		$524.63	$35.00	68,270	31,584	1.76%	562	$0.44	1.01 [2]	4 [2]
	Results from 74 campaigns ⓘ Excludes deleted items		**$72,463.34** Total Spent		**28,273,612** Total	**2,385,184** Accounts Centre ac...	**0.33%** Per Impressions	**43,942** Total	**$0.77** Per Click	– Average	– Total

INDUSTRY

Ecommerce

Client Name

Aljazeera

Location

KSA

Campaigns | Ad sets | Ads

+ Create | Edit | A/B test | Rules | View Setup | Columns: Custom | Breakdown | Reports | Export

Off/On	Campaign	Amount spent	Budget	Impressions	Reach	CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad spend)	Purchases
	Advantage+ | 25 USD | Arqqa Campaign	$4,080.72	Using ad set bud...	2,034,713	803,706	0.59%	6,117	$0.34	8.20 [2]	82 [2]
	Sales | 120 USD | 3 Dec | Arqqa | Lookalike	$3,299.71	$10.00 Daily	747,025	396,792	0.88%	3,306	$0.50	4.36 [2]	34 [2]
	Sales | 35 USD | 3 Dec | Arqqa | Core Audience	$1,552.18	$30.00 Daily	431,906	279,231	0.69%	1,489	$0.52	3.63 [2]	12 [2]
	Sales | 10 USD | 3 Dec | Arqqa | Add To Card	$654.20	$2.00 Daily	108,827	47,403	1.77%	912	$0.34	3.36 [2]	7 [2]
	Sales | 120 USD | 3 Dec | Arqqa | Lookalike – C...	$889.89	$90.00 Daily	139,273	89,175	0.71%	395	$0.90	1.89 [2]	3 [2]
	Sales | 10 USD | 3 Dec | Arqqa | initial Chckout	$775.06	$4.00 Daily	161,725	69,298	1.51%	1,203	$0.32	1.73 [2]	4 [2]
	Sales | 35 USD | 3 Dec | Arqqa | Core Audience ...	$494.32	$50.00 Daily	62,003	43,223	0.81%	187	$0.98	–	–
	Sales | 35 USD | 3 Dec | Arqqa | Core Audience ...	$0.00	Using ad set bud...	–	–	–	–	–	–	–
	Sales | 120 USD | 3 Dec | Arqqa | Lookalike #2	$0.00	$30.00 Daily	–	–	–	–	–	–	–
	Results from 9 campaigns	**$11,746.08** Total Spent		**3,685,472** Total	**1,349,082** Accounts Centre acco...	**0.74%** Per Impressions	**13,609** Total	**$0.43** Per Click	**5.00** [2] Average	**142** [2] Total

INDUSTRY

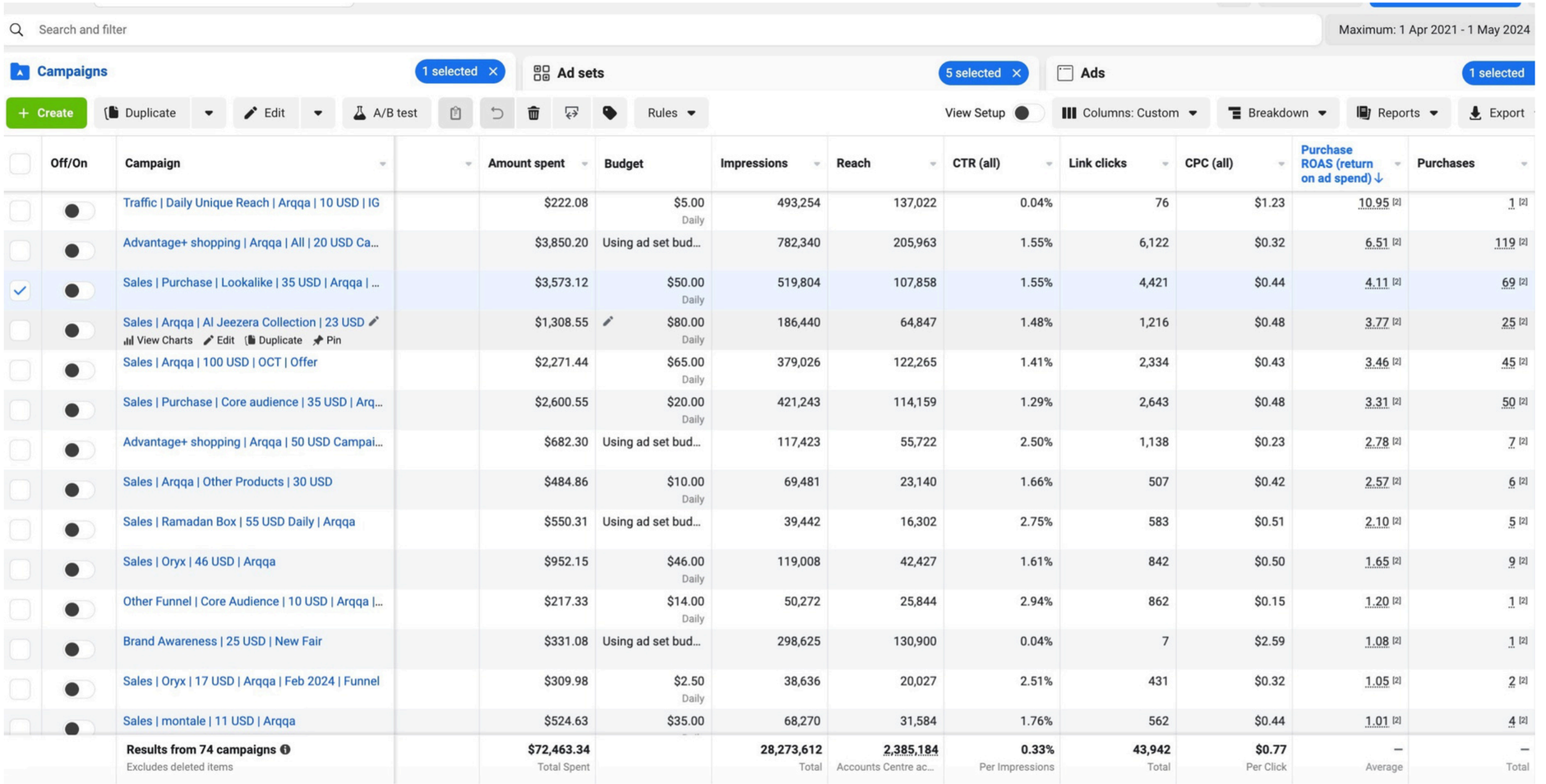
Ecommerce

Client Name

Aljazeera

Location

Kuwait



Off/On	Campaign		Amount spent	Budget	Impressions	Reach	CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad spend)	Purchases
	Traffic | Daily Unique Reach | Arqqa | 10 USD | IG		$222.08	$5.00 Daily	493,254	137,022	0.04%	76	$1.23	10.95 [2]	1 [2]
	Advantage+ shopping | Arqqa | All | 20 USD Ca...		$3,850.20	Using ad set bud...	782,340	205,963	1.55%	6,122	$0.32	6.51 [2]	119 [2]
✓	Sales | Purchase | Lookalike | 35 USD | Arqqa | ...		$3,573.12	$50.00 Daily	519,804	107,858	1.55%	4,421	$0.44	4.11 [2]	69 [2]
	Sales | Arqqa | Al Jeezera Collection | 23 USD View Charts Edit Duplicate Pin		$1,308.55	$80.00 Daily	186,440	64,847	1.48%	1,216	$0.48	3.77 [2]	25 [2]
	Sales | Arqqa | 100 USD | OCT | Offer		$2,271.44	$65.00 Daily	379,026	122,265	1.41%	2,334	$0.43	3.46 [2]	45 [2]
	Sales | Purchase | Core audience | 35 USD | Arq...		$2,600.55	$20.00 Daily	421,243	114,159	1.29%	2,643	$0.48	3.31 [2]	50 [2]
	Advantage+ shopping | Arqqa | 50 USD Campai...		$682.30	Using ad set bud...	117,423	55,722	2.50%	1,138	$0.23	2.78 [2]	7 [2]
	Sales | Arqqa | Other Products | 30 USD		$484.86	$10.00 Daily	69,481	23,140	1.66%	507	$0.42	2.57 [2]	6 [2]
	Sales | Ramadan Box | 55 USD Daily | Arqqa		$550.31	Using ad set bud...	39,442	16,302	2.75%	583	$0.51	2.10 [2]	5 [2]
	Sales | Oryx | 46 USD | Arqqa		$952.15	$46.00 Daily	119,008	42,427	1.61%	842	$0.50	1.65 [2]	9 [2]
	Other Funnel | Core Audience | 10 USD | Arqqa |...		$217.33	$14.00 Daily	50,272	25,844	2.94%	862	$0.15	1.20 [2]	1 [2]
	Brand Awareness | 25 USD | New Fair		$331.08	Using ad set bud...	298,625	130,900	0.04%	7	$2.59	1.08 [2]	1 [2]
	Sales | Oryx | 17 USD | Arqqa | Feb 2024 | Funnel		$309.98	$2.50 Daily	38,636	20,027	2.51%	431	$0.32	1.05 [2]	2 [2]
	Sales | montale | 11 USD | Arqqa		$524.63	$35.00	68,270	31,584	1.76%	562	$0.44	1.01 [2]	4 [2]
	Results from 74 campaigns ⓘ Excludes deleted items		**$72,463.34** Total Spent		**28,273,612** Total	**2,385,184** Accounts Centre ac...	**0.33%** Per Impressions	**43,942** Total	**$0.77** Per Click	– Average	– Total

INDUSTRY

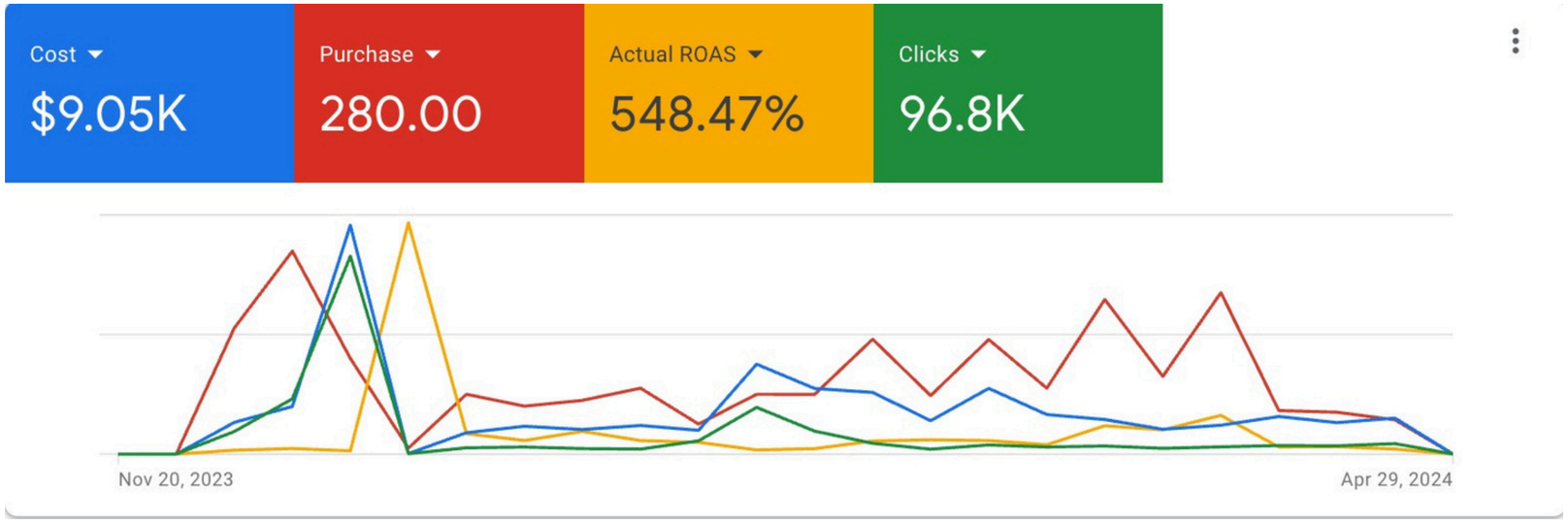
Ecommerce

Client Name

Aljazeera

Location

KSA



Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Campaign		Campaign type	Impr.	Cost	CTR	Clicks	Conv. value	Conv. value / cost	Conversions	Avg. CPC	Cost / conv.
Finish		Performance Max									
PMAx - Sales | 45 USD | Arqqa | with Feeds		Performance Max	2,398,323	$4,002.50	0.72%	17,262	31,277.54	7.81	155.86	$0.23	$25.68
Search | Arqqa | 35 USD | 2 Feb 2024		Search	63,327	$2,240.27	14.46%	9,155	14,543.58	6.49	65.14	$0.24	$34.39
PMAx - Sales | 35 USD | Arqqa | without Feed	ps limited by policy	Performance Max	2,277,263	$1,963.49	1.47%	33,559	3,650.33	1.86	58.00	$0.06	$33.85
Demand Gen | 10 USD | Arqqa | Buy 2 Get 1		Demand Gen	758,823	$256.48	2.51%	19,064	153.32	0.60	10,630.00	$0.01	$0.02
Campaign #1	imited by policy	Performance Max	0	$0.00	--	0	0.00	0.00	0.00	--	$0.00
video- Sales | 15 USD | Arqqa | Buy 2 Get 1		Video	205,667	$269.48	2.16%	4,447	0.00	0.00	14.00	$0.06	$19.25
Display | Arqqa | 30 USD		Display	81,682	$185.61	2.12%	1,728	0.00	0.00	16.00	$0.11	$11.60
Demand Gen | 10 USD | Arqqa | Buy 2 Get 1		Demand Gen	593,289	$129.98	1.95%	11,568	0.00	0.00	4,753.42	$0.01	$0.03
Total: Campaigns in your current view			6,378,374	$9,047.81	1.52%	96,783	49,624.78	5.48	15,692.42	$0.09	$0.58
Total: Account			6,378,374	$9,047.81	1.52%	96,783	49,624.78	5.48	15,692.42	$0.09	$0.58
Total: Search campaigns			63,327	$2,240.27	14.46%	9,155	14,543.58	6.49	65.14	$0.24	$34.39
Total: Display campaigns			81,682	$185.61	2.12%	1,728	0.00	0.00	16.00	$0.11	$11.60
Total: Video campaigns			205,667	$269.48	2.16%	4,447	0.00	0.00	14.00	$0.06	$19.25
Total: Demand Gen campaigns			1,352,112	$386.46	2.27%	30,632	153.32	0.40	15,383.42	$0.01	$0.03
Total: Performance Max campaigns			4,675,586	$5,965.99	1.09%	50,821	34,927.88	5.85	213.86	$0.12	$27.90

INDUSTRY

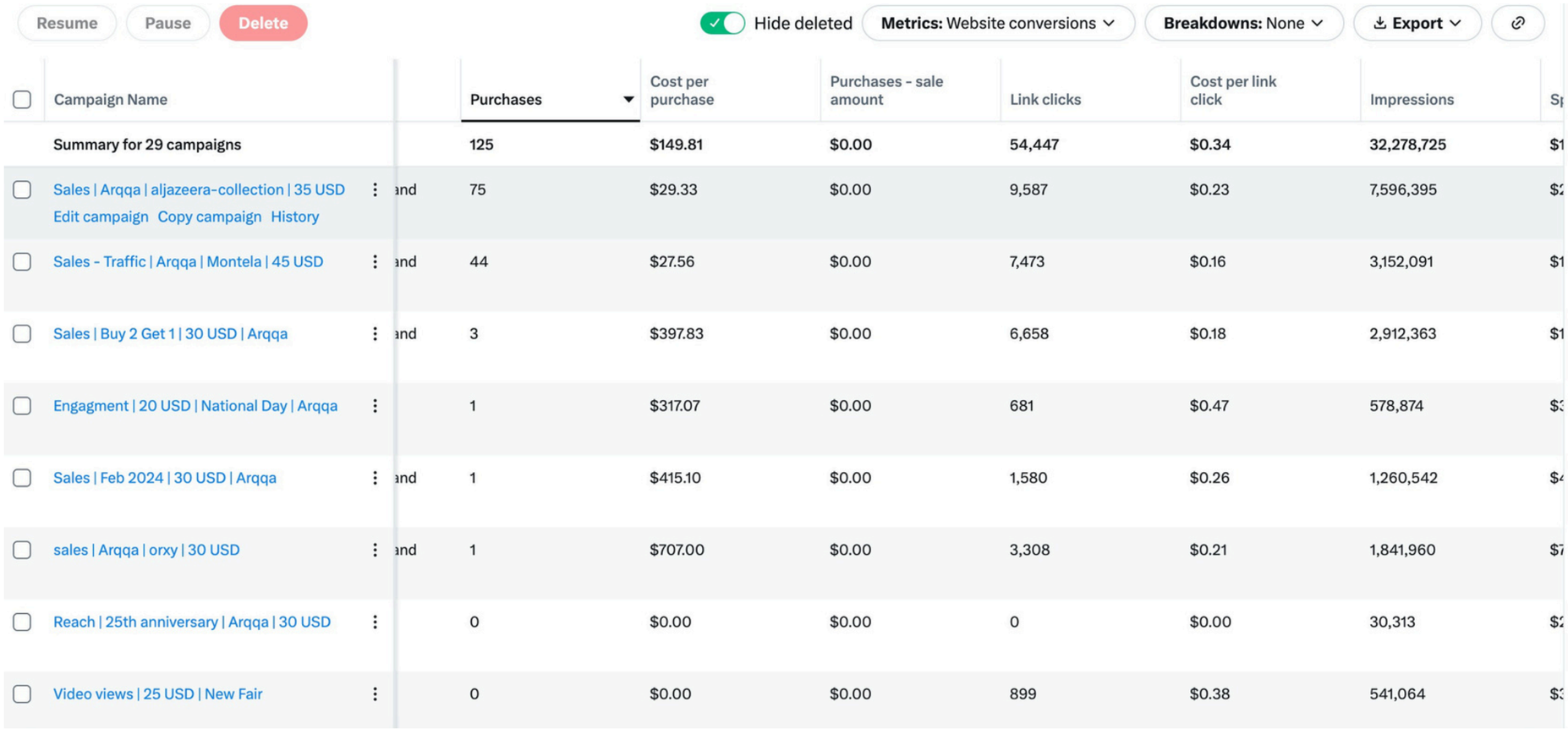
Ecommerce

Client Name

Aljazeera

Location

Kuwit



Resume | Pause | Delete | Hide deleted | Metrics: Website conversions | Breakdowns: None | Export

Campaign Name		Purchases	Cost per purchase	Purchases - sale amount	Link clicks	Cost per link click	Impressions	Sp
Summary for 29 campaigns		125	$149.81	$0.00	54,447	$0.34	32,278,725	$1
Sales | Arqqa | aljazeera-collection | 35 USD Edit campaign Copy campaign History	and	75	$29.33	$0.00	9,587	$0.23	7,596,395	$2
Sales - Traffic | Arqqa | Montela | 45 USD	and	44	$27.56	$0.00	7,473	$0.16	3,152,091	$1
Sales | Buy 2 Get 1 | 30 USD | Arqqa	and	3	$397.83	$0.00	6,658	$0.18	2,912,363	$1
Engagment | 20 USD | National Day | Arqqa		1	$317.07	$0.00	681	$0.47	578,874	$3
Sales | Feb 2024 | 30 USD | Arqqa	and	1	$415.10	$0.00	1,580	$0.26	1,260,542	$4
sales | Arqqa | orxy | 30 USD	and	1	$707.00	$0.00	3,308	$0.21	1,841,960	$7
Reach | 25th anniversary | Arqqa | 30 USD		0	$0.00	$0.00	0	$0.00	30,313	$2
Video views | 25 USD | New Fair		0	$0.00	$0.00	899	$0.38	541,064	$3

INDUSTRY

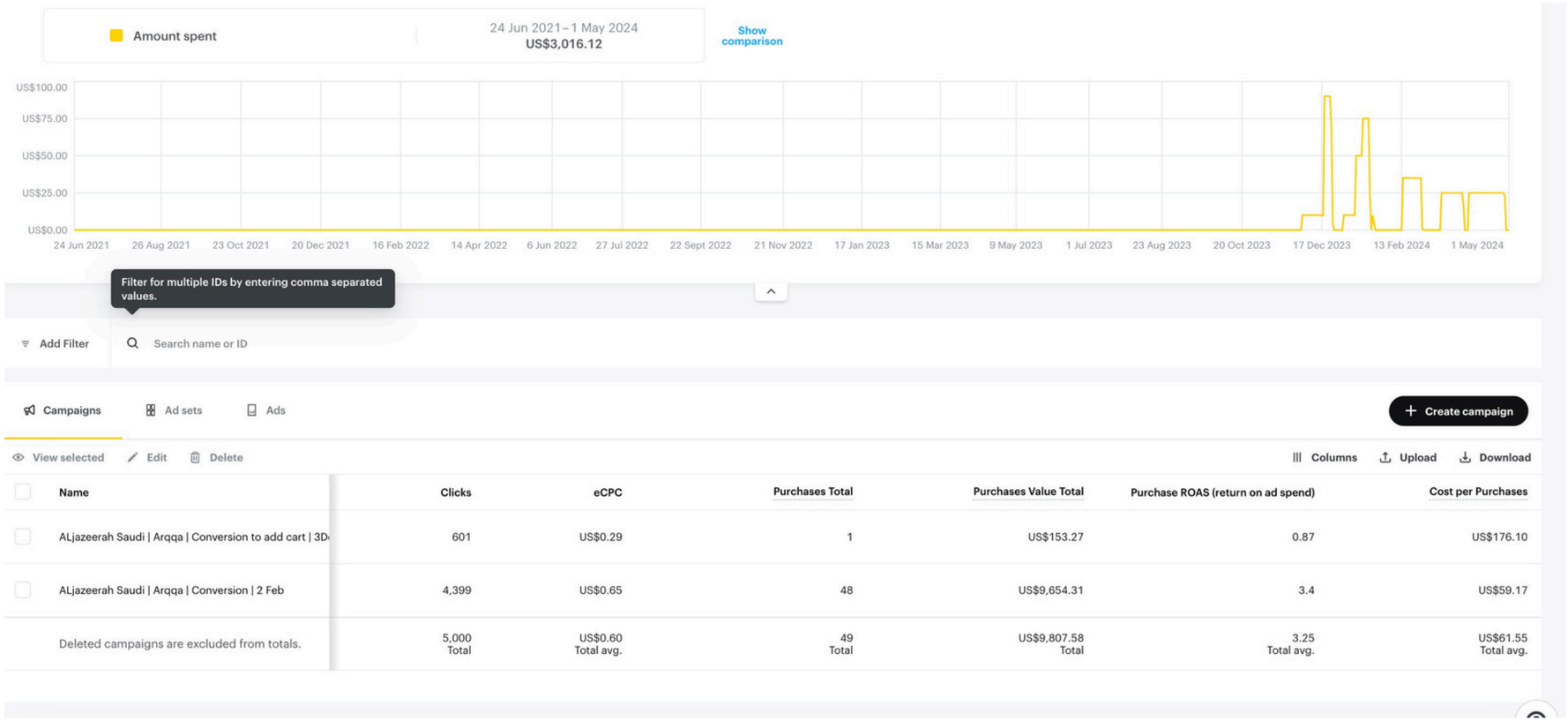
Ecommerce

Client Name

Aljazeera

Location

KSA



May 2021 - Jan 2023

Overview

Geidea is a Saudi Fin tech specialized in Payment Solutions offers a wide range of product and solutions.

Our Main target in Geidea is Merchants, Start ups and online stores.

The Main obstacles we face

1-Existence of well established companies like Fawry. Fawry is one of the top Fintechs in the region, they won the Unicorn award.
2-The name of brand was unfamiliar to Egyptians' ear. 3-Internal Problems about the availability of products and Marketing Budget.

What did we achieve

1-Build a community around the brand and big network of merchants
2-Increase the number of POS delivered to Merchants
3-Upselling by encourage customers to upgrade their pos to have bill payments

- More than 50K Lead
- More than 300M Impression

May 2021 - Jan 2023

Overview

Transactions

282,000

Design + Content

336

Leads Generated / Month

10K-15K

Impressions

300 Million

Interactions

50 Million

أمان

Nov 2021 - Jan 2023

Overview

AMAN, is a business line of Raya Holding, an Egyptian FINTECH Company aims at providing better life for Egyptians through comfortable, easy and available financial processes based on deep understanding of their needs and quick response to market needs, which leads to a full coverage and providing of financial services that they need.

Nov 2021

Aman initially had their application focused around e-payment.

The e-commerce vertical existed but not as an integral part of the application but rather an external link outside the application.

Feb 2022

Tracking Setup pointed out that the e-commerce demand was higher than expected on the mobile application.

Sharing the justified insights with AMAN management that the e-commerce section needed to be an integral part of the application.

Accordingly AMAN conducted a study that pointed out the their is a bigger potential in the app e-commerce than the website.

Nov 2021 - Jan 2023

Overview

April 2022

AMAN launched the full e-commerce mobile application as an essential part of the super application.

The tracking framework suggested was fully implemented.

Additionally, we worked closely with AMAN management to make tailored offerings for the e-commerce mobile application.

Jan 2023 - From Zero to 15M:

Total Sales value 15,000,000 EGP.

More than 55,000 transactions.

Cost per purchase and average number of customers on the app is now competing well with other channels.

The potential for growth and scaling according to data analysis encouraged man board to invest more in the current year.

Methodology

Applying the terms of creative performance marketing on a the highest standards, allowed us to reach the right mix, from art direction to content to budget stand points.

We accommodated AMAN's vision and objectives on the performance setup by applying different campaign architectures.

Kenz'up

User Acquisitions
Downloads
1.6 Million

Scan Success
2.9 Million

Registrations
565K

Before 2021

Kenz'up

User Acquisitions
Downloads
5.05 Million +

Scan Success
11.8 Million +

Registrations
1.8 Million +

2021-2023

Jan 2022 - November 2022

Overview

MasheedGate.com is an online marketplace offering building solutions to clients through a range of high-quality products and building materials.

Jan 2022 - Client Onboarding

Average total sales per month 40,000 SAR.
Weak Brand Positioning.
Doubts about scaling on both sides (on-ground and online).
Operations was exclusive to Dammam only.
Only 50 Products were available.
Unstructured tracking framework.
Unstructured Campaign Architecture.

Jan 2022 - November 2022

Overview

Jan 2023 - Growth & Scalability

Average total sales per month **300,000** SAR.
High Brand Positioning.
Operations now expanded to additional **6** cities.
More than **3,000** Products are available.
Structured tracking framework that enabled better strategic decision making such as geographical and categorical expansion.

Methodology

Our belief in data-driven marketing and performance marketing lead us to hammer on gathering previous data and structure it directing towards identifying key challenges and consequently tackle them.

Applying tracking framework and proper setup for conversion on different platforms allow us to identify winner mix.
Piloting on different campaign structures, that enables us to reach the optimum campaign structure that impact the direct conversions by **600x**.
Piloting different creatives throughout different channels and types of media.

THANKS