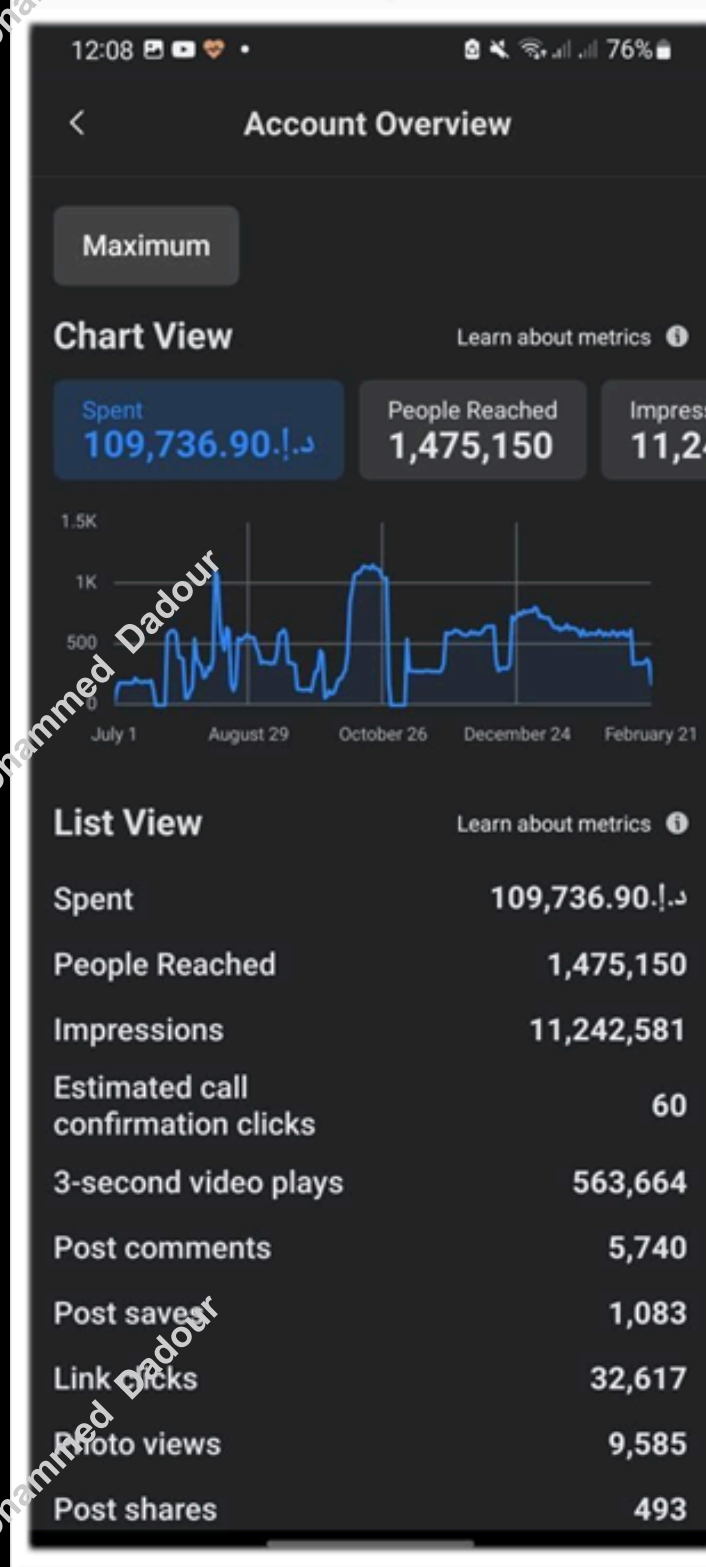


# My Work

Managed Meta Ads Account for a Top Language Academy in the UAE, Achieving Results with \$30,000 Spend Over 6 Months





# Managed Meta Ads Account for a Top Programming Academy in Egypt, Driving Results with 243,000 EGP Spend in 3 Months

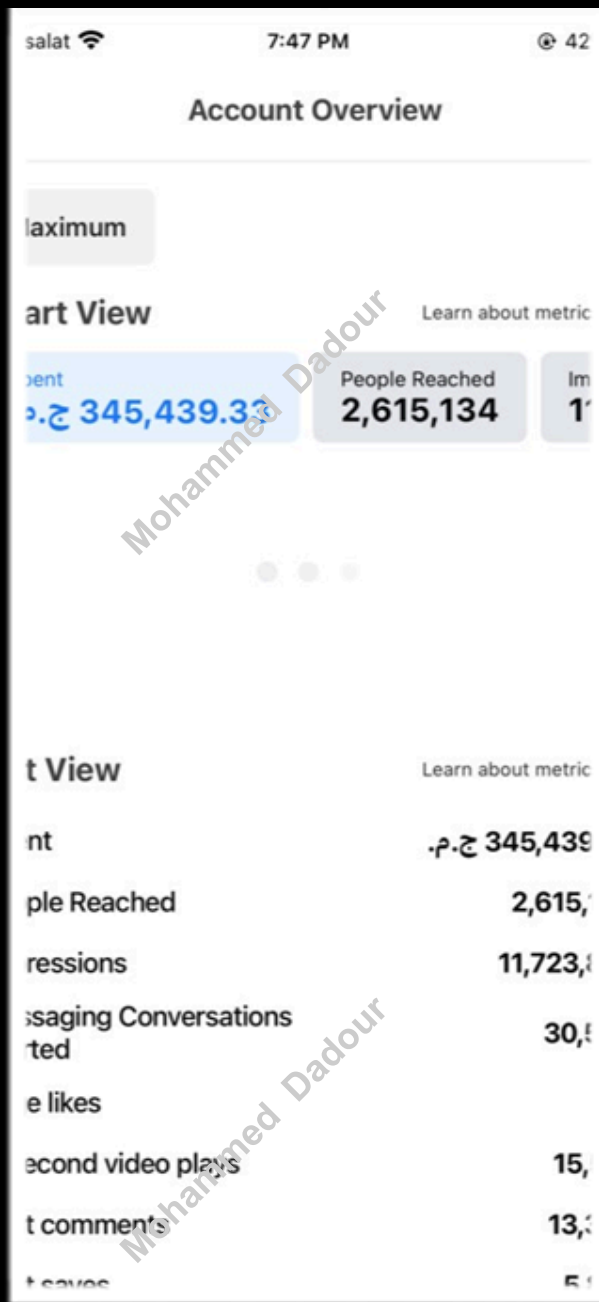
Search and filter Maximum: Jul 26, 2022 – Nov 1, 2022

**Campaigns** | Ad sets | Ads

[+ Create](#) | [Edit](#) | [More](#) | [View Setup](#) | Columns: Performance | Breakdown | Reports

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	LG   Scaling   CBO	1,582 Facebook Leads	1,442,375	3,656,897	32.54.٠٤٤ Per On-Facebook Le...	51,484.60.٠٤٤
<input checked="" type="checkbox"/>	LG   Testing   ABO	77 Facebook Leads	137,504	174,786	29.98.٠٤٤ Per On-Facebook Le...	2,308.48.٠٤٤
<input type="checkbox"/>	LG   ReTargeting   CBO	9 Facebook Leads	12,233	19,841	49.53.٠٤٤ Per On-Facebook Le...	445.80.٠٤٤
<input type="checkbox"/>	Post: "حاصل على جائزة School   مطابقة المبرمج ابد طالب"	136 Messaging Conversa...	28,256	55,697	7.35.٠٤٤ Per Messaging Conv...	1,000.00.٠٤٤
<input type="checkbox"/>	Engagement   Page Likes   ABO	1,022 Page Likes	47,249	69,414	0.61.٠٤٤ Per Page Like	622.66.٠٤٤
<input type="checkbox"/>	Engagement   Testing   ABO	855 ThruPlays	52,353	62,343	— Cost per ThruPlay	0.00.٠٤٤
<input type="checkbox"/>	Engagement   Scaling   ABO	— ThruPlay	—	—	— Cost per ThruPlay	0.00.٠٤٤
<input type="checkbox"/>	Back to school leads	471 Facebook Leads	398,530	748,281	30.62.٠٤٤ Per On-Facebook Le...	14,423.82.٠٤٤
<b>Results from 23 campaigns</b> <small>Excludes deleted items</small>		<b>Multiple conversions</b>	<b>2,812,158</b> <small>People</small>	<b>13,336,221</b> <small>Total</small>	<b>—</b> <small>Multiple conversions</small>	<b>242,952.98.٠٤٤</b> <small>Total Spent</small>

# Managed Meta Ads Account for a Home Accessories & Decor E-Commerce Brand in Egypt, Driving Results with 345,000 EGP Spend Over 6 Months



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# Managed Meta Ads Account for a Men's Wear E-Commerce Brand in Egypt, Achieving Results with 330,000 EGP Spend in 5 Months

<input type="checkbox"/>	Off / On	Campaign	strategy	Budget	At settl	Results	Reach	Impressions	C	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Beauty&Co May Campaign	ighest volume	500.00.آ.آ Daily	7..	535 Messaging Conver...	116,303	222,804	8.. P..	4,780.53.آ.آ
<input type="checkbox"/>	<input type="checkbox"/>	Zoom   POLO T-shirts	ng ad set bid...	Using ad set bu...	7..	60 Messaging Conver...	3,718	4,475	1.. P..	92.05.آ.آ
<input type="checkbox"/>	<input type="checkbox"/>	Zoom   SweatPants	ng ad set bid...	Using ad set bu...	7..	- Messaging Conver...	-	-	- P..	-
<input type="checkbox"/>	<input type="checkbox"/>	Zoom   Summer Training Round	ng ad set bid...	Using ad set bu...	7..	- Messaging Conver...	-	-	- P..	-
<input type="checkbox"/>	<input type="checkbox"/>	Beauty&Co Eid	ighest volume	815.00.آ.آ Daily	7..	3,045 Messaging Conver...	510,209	1,109,891	7.. P..	23,857.85.آ.آ
<input type="checkbox"/>	<input type="checkbox"/>	Ozeir RAMADAN - 2	ighest volume	815.00.آ.آ Daily	7..	346 Messaging Conver...	41,170	63,981	6.. P..	2,161.80.آ.آ
<input type="checkbox"/>	<input type="checkbox"/>	Ozeir RAMADAN	ighest volume	950.00.آ.آ Daily	7..	860 Messaging Conver...	139,900	229,652	7.. P..	6,539.51.آ.آ
<input type="checkbox"/>	<input type="checkbox"/>	Ozeir MOTHERDAY	ighest volume	770.00.آ.آ Daily	7..	1,819 Messaging Conver...	228,346	573,266	1.. P..	27,295.72.آ.آ
		<b>Results from 24 campaigns</b> ⓘ Excludes deleted items			7...	28,823 Messaging Convers...	2,498,398 People	11,237,137 Total	1.. Pe..	329,550.65.آ.آ Total Spent

Met a Ad account for a Shipping Co. in Egypt with a total spent of 50,000LE within 3 months.



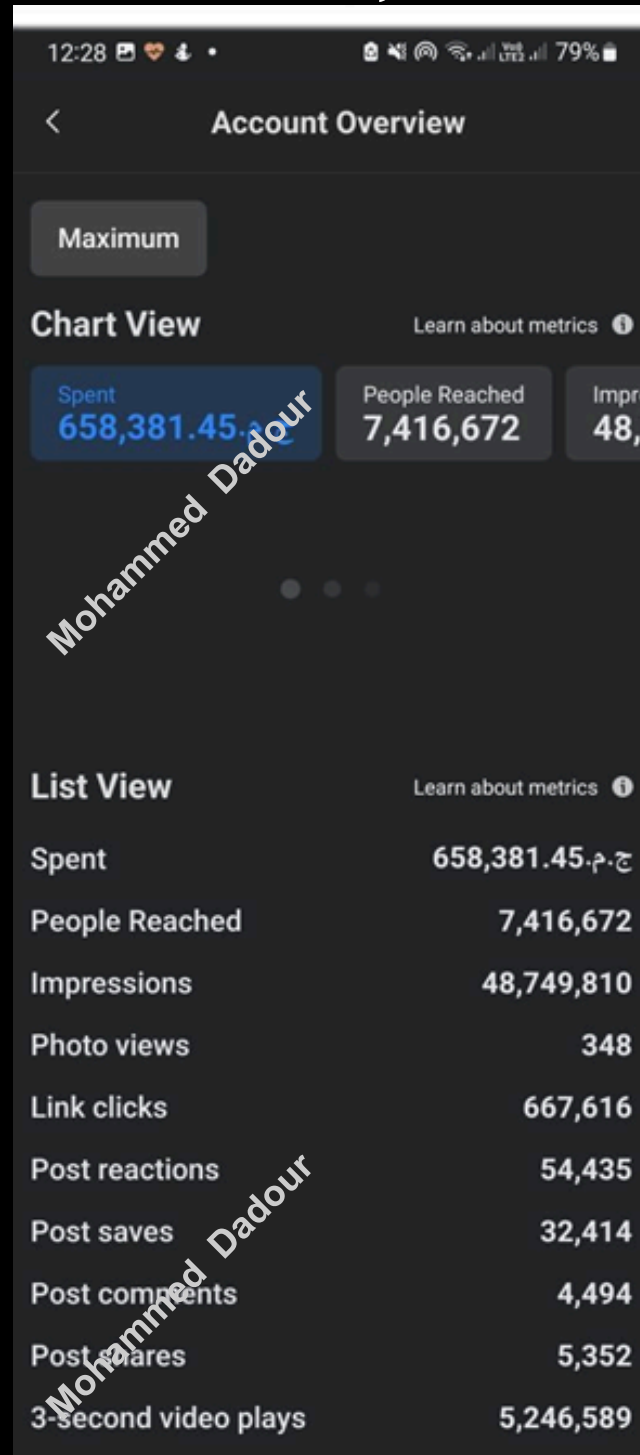
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Met a Ad account for a cosmetics & skin care e-commerce company in Egypt with a total spent of 658,500EGP within one year.



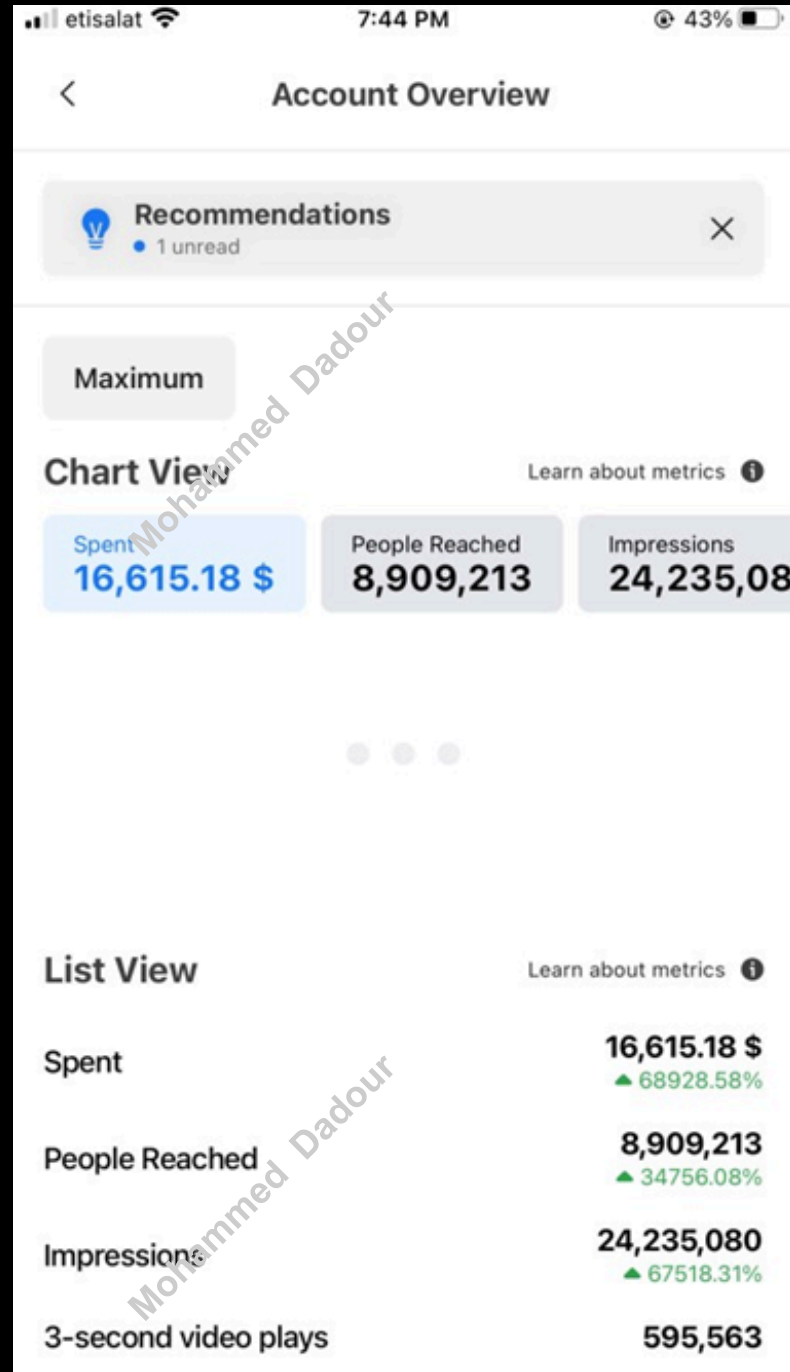
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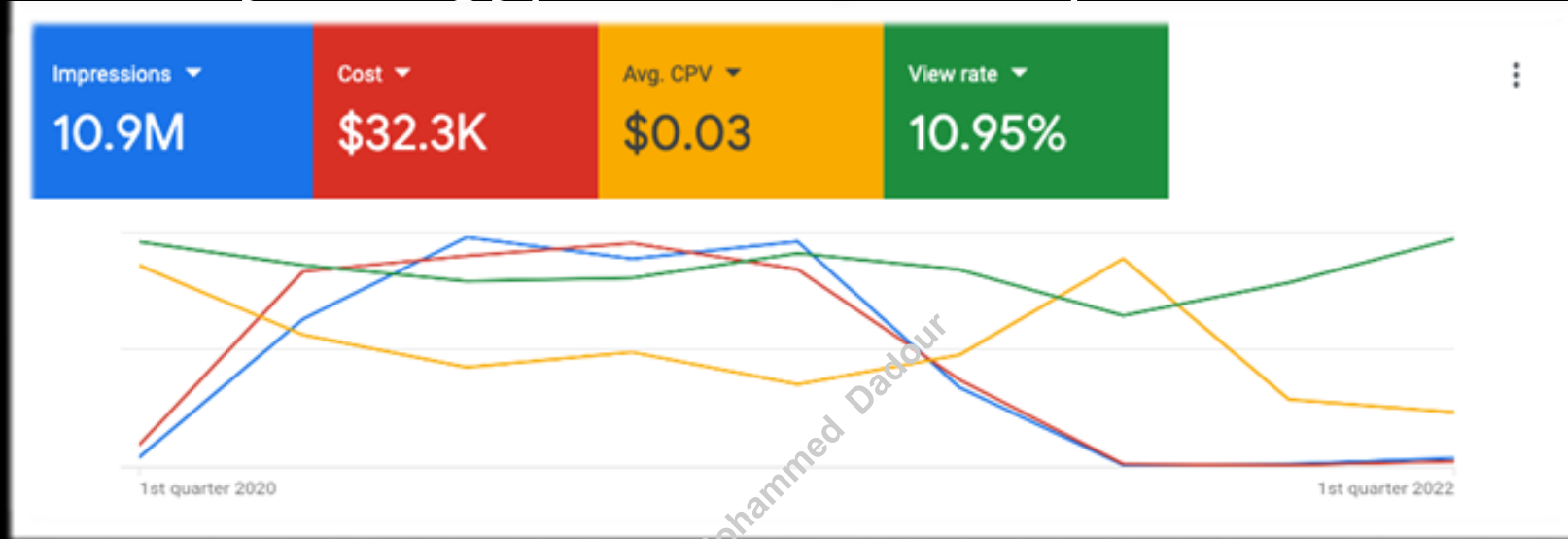
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Met a Ad account for an E-commerce co specialized in perfumes and accessories in Egypt with a total spent of 16,500\$ within four months.



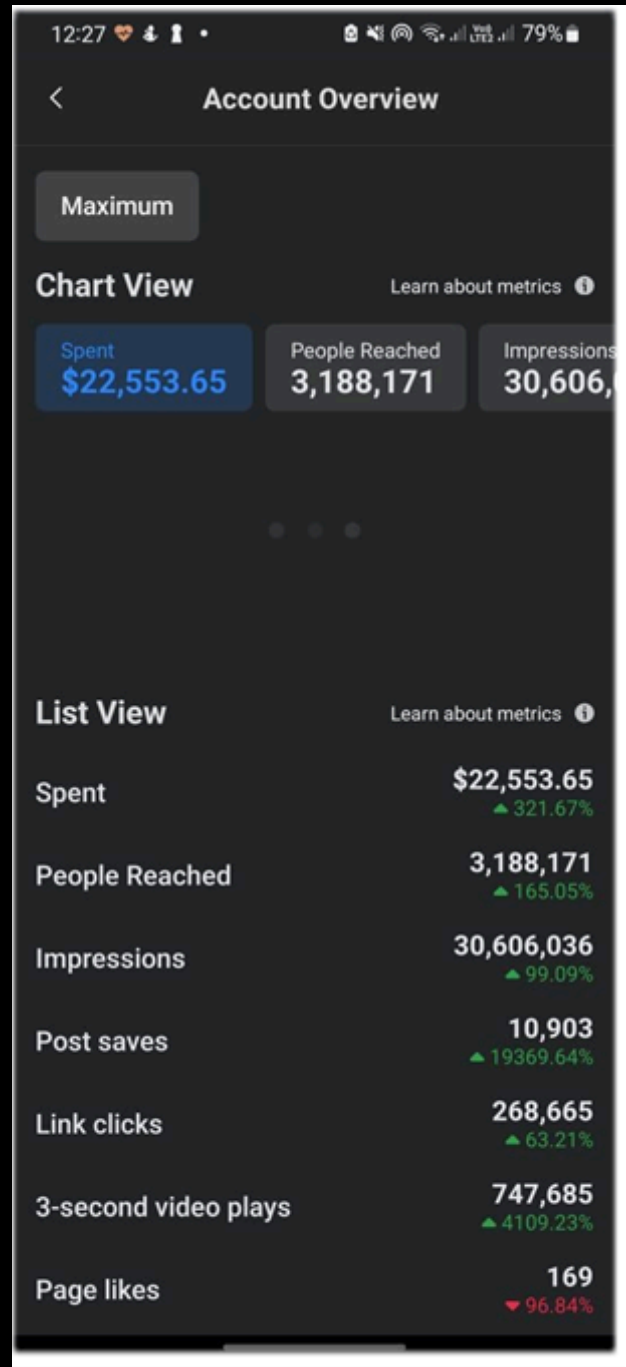
Google Ads ads account (video ads) for a big Engineering training academy in Egypt with a total spent of 32,500\$.



Google Ads account for an Hospital Group in UAE with total spent about 32,500\$.



Met a Ad account for a real estate broker in UAE with a total spent of 22,500\$ withi n one year.



Met a Ad account for an E-commerce co specialized in sports wear i n Egypt with a total spent of 245, 000EGP withi n six months.



# Skin Care Beauty Center Meta Campaign – Driving Engagement & Conversions | Egypt

Ad sets  Ads Maximum: Dec 5, 2021 - Jan 5, 2025

A/B test More Columns: Dash Breakdown Reports Export Charts

	Phase urn...	Purchases	In-app purchases	Website purchases	Offline purchases	Meta purchases	Cost per purchase	Purchases conversion...	In-app purchases...	Website purchases...
h 12/03/2024 ...	—	1,154	—	1,154	—	—	40.52	582,556.00	0.00	582,556.00
sign	—	3,928	—	3,928	—	—	53.04	2,067,246.81	0.00	2,067,246.81
	—	5,157	—	5,157	—	—	54.29	2,470,756.27	0.00	2,470,756.27
	—	6,700	—	6,700	—	—	83.88	4,174,694.73	0.00	4,174,694.73
	—	1,893	—	1,893	—	—	68.95	954,296.89	0.00	954,296.89
	—	8,150	—	8,150	—	—	56.57	3,483,210.13	0.00	3,483,210.13
	—	804	—	804	—	—	111.04	497,737.00	0.00	497,737.00
	—	5,987	—	5,987	—	—	75.21	3,879,439.44	0.00	3,879,439.44
sign	—	22,568	—	22,568	—	—	81.20	13,674,935.47	0.00	13,674,935.47
	—	56,339	—	56,339	—	—	72.08	31,693,912.73	0.00	31,693,912.73
	Average	Total	Total	Total	Total	Total	Per Action	Total	Total	Total

# Clothing Brand Meta Campaign – Driving Engagement & Sales | Egypt

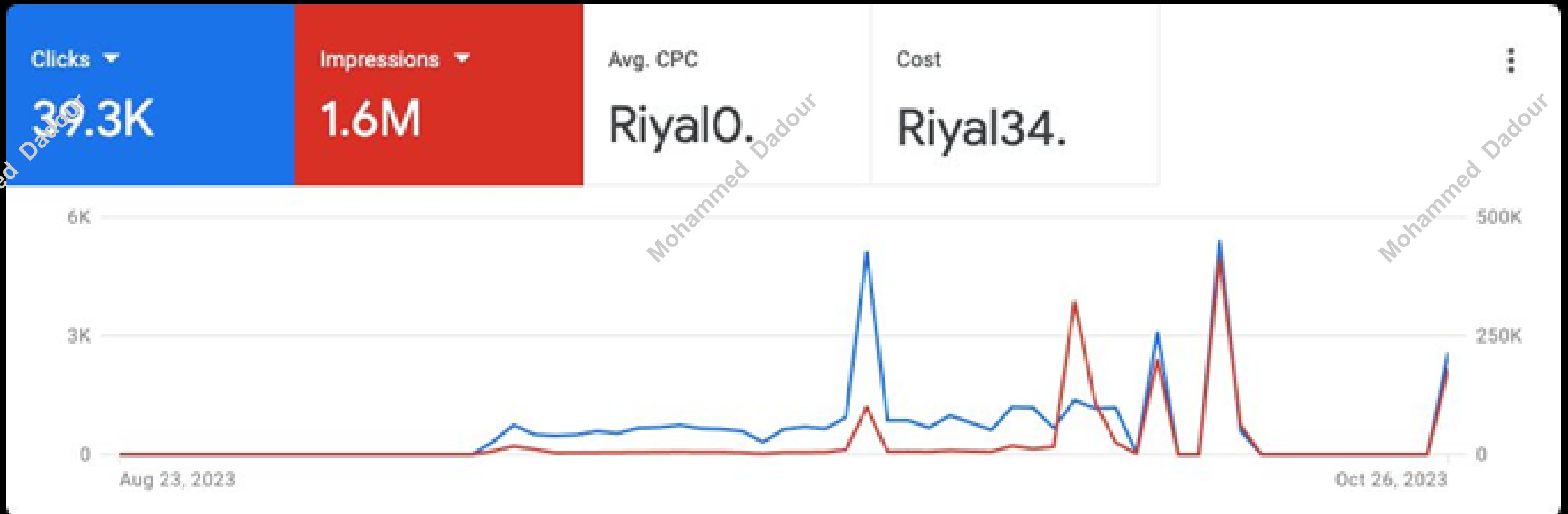
	Amount spent	Ends	Link clicks	Website purchases ↓	Meta purchases	Website purchases conversion value	Website purchase ROAS (return on...)
ing CBO – 10C	222,132.42 ₺	Ongoing	101,464	367	–	2,776,900.00 ₺	12.50
	224,441.87 ₺	Ongoing	95,053	325	–	2,417,742.00 ₺	10.77
0 – Interests Stacked	141,884.63 ₺	Ongoing	43,109	225	–	1,589,789.00 ₺	11.20
Signs ⓘ	588,458.92 ₺		239,626	–	–	0.00 ₺	–
	Total Spent		Total	Total	Total	Total	Average

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# Software House Google Ads Campaign – Lead Generation & Performance | Saudi Arabia



Premium Shoe Brand Snapchat Ads Campaign – Boosting Engagement & Sales

Amount Spent ▼  
**\$283,299.32**

Paid Impressions  
**84,262,574**

Clicks  
**729,869**

Click Rate  
**0.87%**

2 Second Video  
**10,581,95**



## Snapchat Ads Campaign for a Premium Furniture Brand – Saudi Arabia

Mar 28, 2022 - Nov 3, 2023 (GMT+3)

Saved Views ▼

Amount Spent ▼  
**\$394,424.79**

Paid Impressions  
**174,108,414**

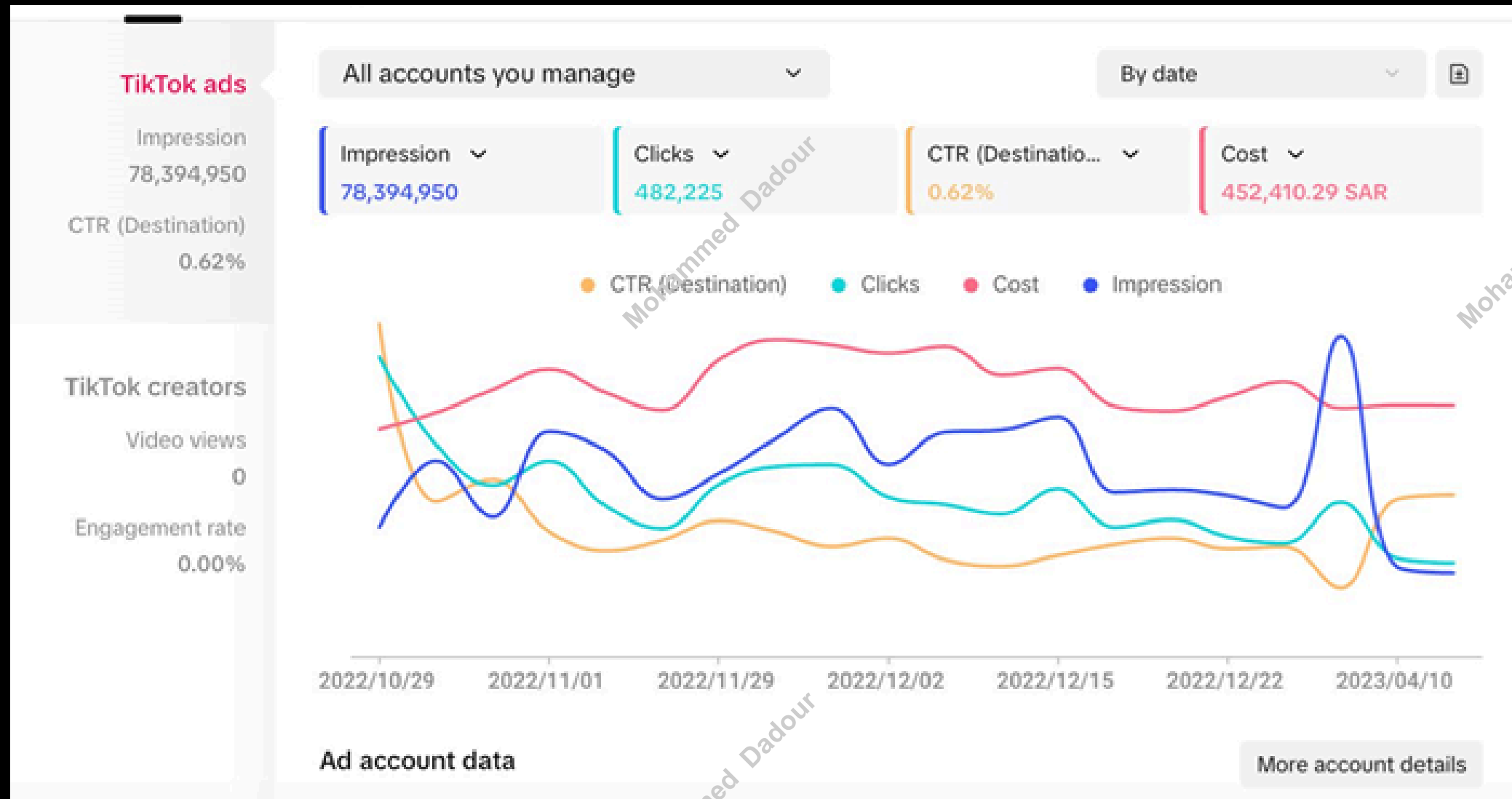
Clicks  
**2,477,466**

Click Rate  
**1.42%**

2 Second Video  
**4,911,95**



# TikTok Ads Campaign for a Luxury Real Estate Developer – Lead Generation & Engagement in Saudi Arabia



# Digital Marketing Agency Google Ads Campaign – Driving Performance & Results in Saudi Arabia



**MD**

**MOHAMED DADOUR**  
Marketing & Advertising