

ONE NAME ON THE ACCOUNT



BARAA ELMAGHRABY

Independent media strategist, Cairo. Paid social and search, planned before the work starts and reported against that plan.

PAID SOCIAL · SEARCH · CAIRO

**BA
MG**



One name on the account, and it is mine

I am Baraa Elmaghraby, an independent media strategist in Cairo. I plan, buy and report paid social and search for brands that sell online.

I run the whole job myself: audit, strategy, media plan, launch, optimisation and the monthly report. There is no account manager between you and the person spending your budget.

The plan is agreed in writing before I touch the account. Every figure I report is compared to something: the plan, last month or a benchmark. The weak results are in this deck too.

SPEND MANAGED · EGP

50M+

Paid social and search

CLIENTS

100+

49 of them in section 01

PLATFORMS

All

Meta, TikTok, Snap, LinkedIn, X

RESULTS OVERVIEW

Section 03

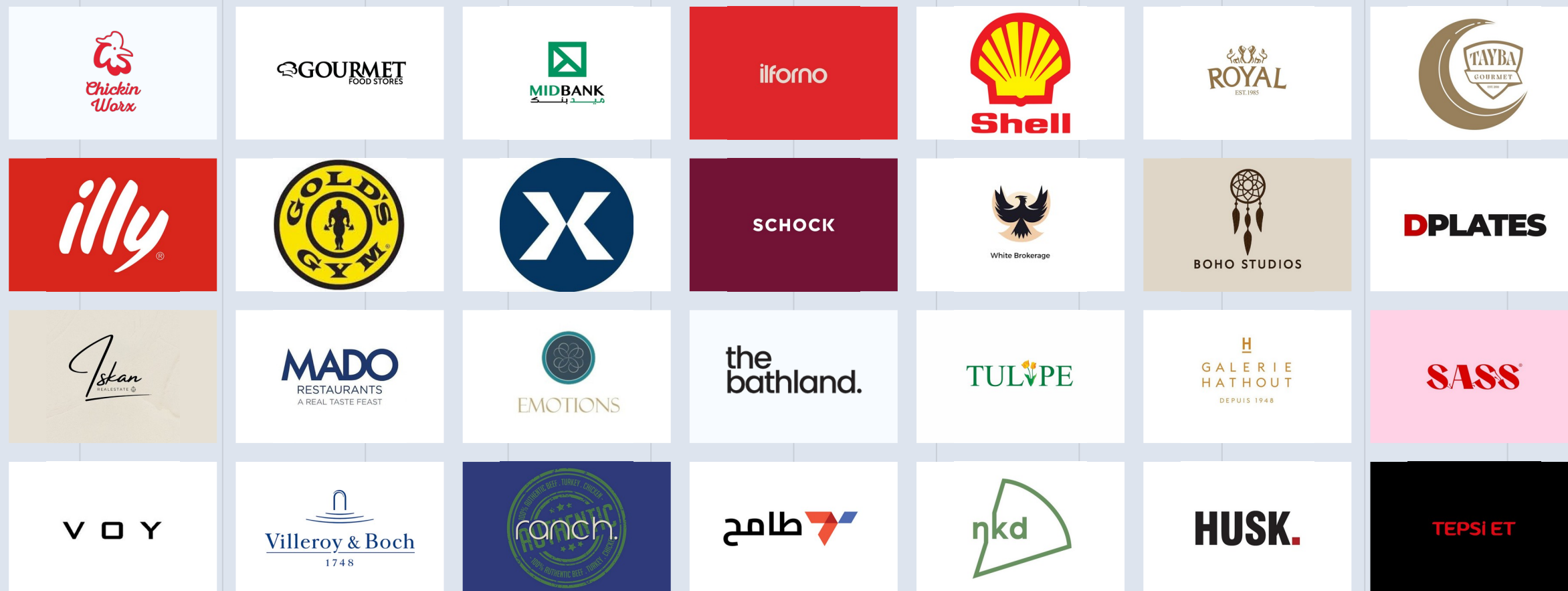
What you will see today

Brands I have worked with

Over 100 clients. 49 of them here, across food, fuel, banking, fashion, fitness, clinics and property.

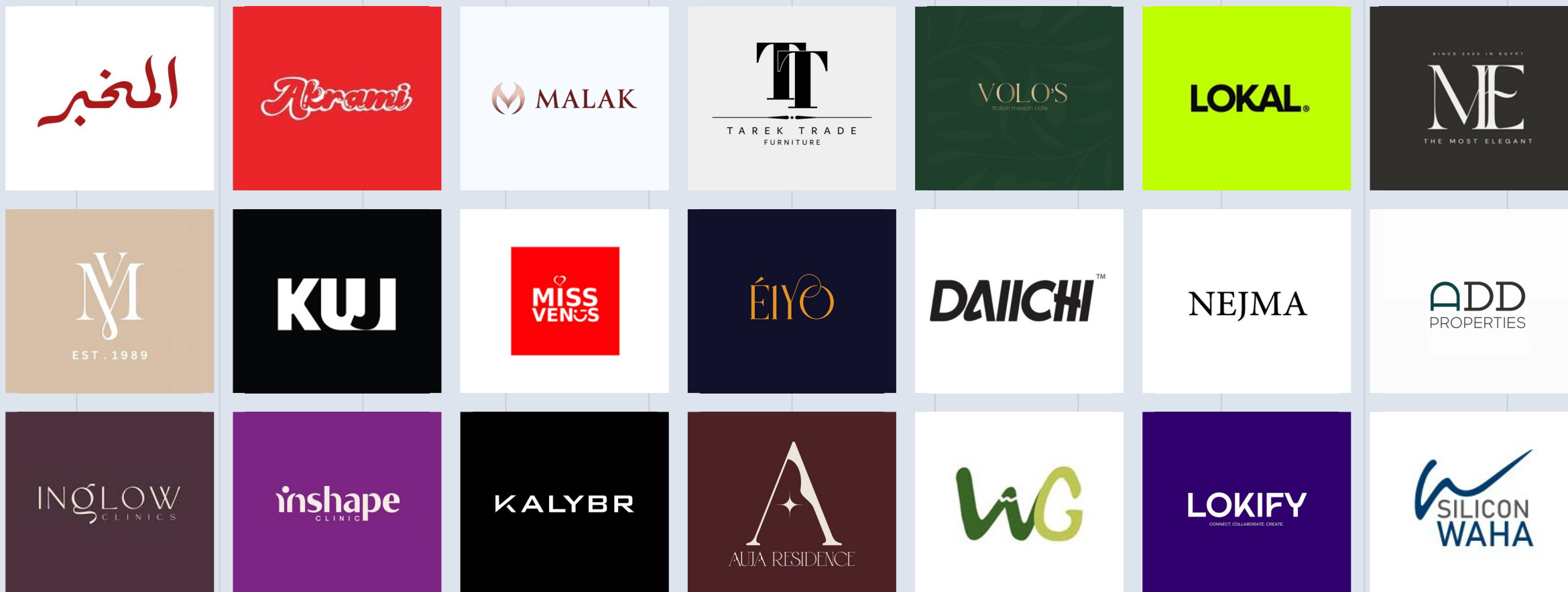


Over 100 clients; here are 49 of them





From fuel and banking to food and fashion



How I work

Three audiences, every major platform, and tracking that goes in before the first ad runs.

Three audiences from three signals

01 · PROSPECTING

Core audience

I use each platform's own targeting to reach new buyers by location, demographics and behaviour.

02 · WARM

Retargeting

With tracking in place, I build custom audiences from people who already took an action on the website.

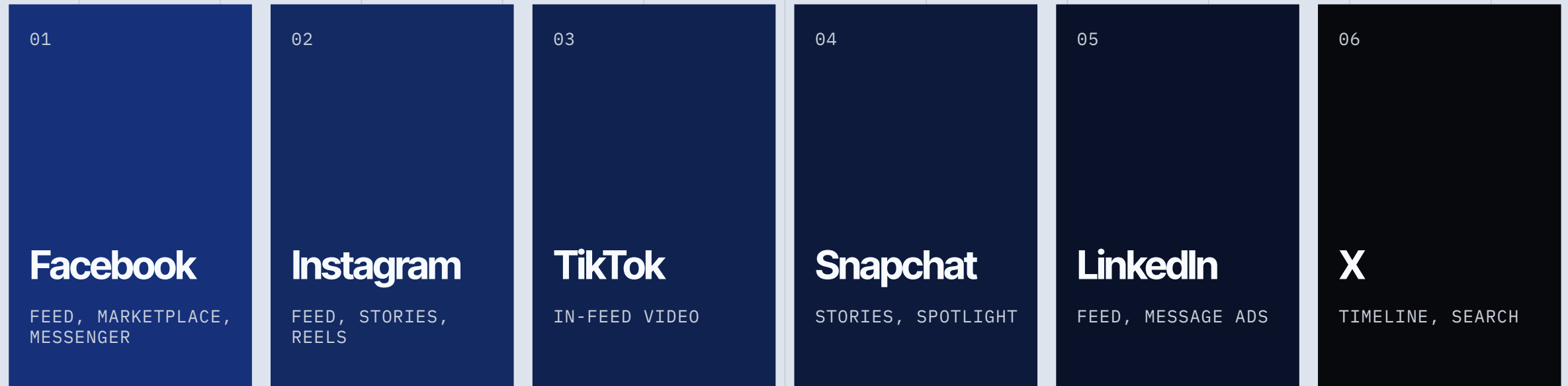
03 · MODELLED

Lookalike

I give the platforms the tracking data and the customer list, then target new people who behave like current buyers.



All platforms, bought from one plan



Budget moves between them on purchases, not on reach.



Tracking goes in before the first ad runs

01 · CONVERSIONS

Meta Pixel

I install the Pixel in the site header so campaigns record visits, carts and purchases, and optimise on real conversions.

02 · SITE DATA

Google Analytics

I add the Analytics tag to every page to measure sessions and behaviour independently of the ad platforms.

03 · DEPLOYMENT

Google Tag Manager

I deploy and manage the Pixel, Analytics and other tags through Tag Manager, without editing the site's code.

04 · BEHAVIOUR

Microsoft Clarity

Heatmaps, session recordings and segments. I use them to see where people stop before they buy.

Results

An overview of the results, read from the Meta Ads Manager totals rows.
The weak ones are included.

Every 1 EGP I spent returned 20.69

20.69

TOTAL ROAS · PURCHASE VALUE ÷ SPEND

4.05M EGP spent across every account in this deck returned
83.78M EGP in purchase value.

SPENT · EGP

4.05M

Every account in this deck, summed.

PURCHASE VALUE · EGP

83.78M

89,982 purchases at 45.00 EGP each.

WHAT I WOULD NOT REPEAT

2 of 9

Accounts 07 and 08 returned 4.74 and 5.63, under half
the total.

My largest budget held a 14.21 ROAS

SPENT · EGP

1.69M

75.42 EGP per purchase

PURCHASES

22,408

24.9% of all purchases here

PURCHASE VALUE · EGP

24.02M

1,072.00 EGP per order

ROAS

14.21

vs 20.69 total

14.21 ROAS at 75.42 EGP per purchase, on 41.7% of all the spend in this deck.

☒	Off / On ↑↓	▼ ults ↑↓ ▼	Reach ↑↓ ▼	Impressio... ↑↓ ▼	Link clicks ↑↓ ▼	CPC (all) ↑↓ ▼	Cost per result ↑↓ ▼	Amount spent ↑↓ ▼	Purchase ROAS... ↑↓ ▼	Purchases conversio... ↑↓ ▼
☒	☒	2... site purchases	309	148,049	917,994	3,633	5.97.Ⓜ.Ⓢ Per Purchase	133.07.Ⓜ.Ⓢ 41,118.32.Ⓜ.Ⓢ	5.61	230.613.20.Ⓜ.Ⓢ
☒	☒	2... site purchases	649	250,155	1,591,028	5,893	5.61.Ⓜ.Ⓢ Per Purchase	103.17.Ⓜ.Ⓢ 66,957.85.Ⓜ.Ⓢ	6.69	448.007.38.Ⓜ.Ⓢ
☒	☐	2... site purchases	2,491	592,689	4,405,175	21,100	5.24.Ⓜ.Ⓢ Per Purchase	91.35.Ⓜ.Ⓢ 227,553.52.Ⓜ.Ⓢ	11.78	2,680.000.30.Ⓜ.Ⓢ
☒	☐	2... site purchases	1,917	308,926	2,771,871	12,593	4.62.Ⓜ.Ⓢ Per Purchase	60.74.Ⓜ.Ⓢ 116,430.89.Ⓜ.Ⓢ	12.98	1,511.711.15.Ⓜ.Ⓢ
☒	☐	2... site purchases	16,985	1,447,921	27,939,691	137,620	3.87.Ⓜ.Ⓢ Per Purchase	72.20.Ⓜ.Ⓢ 1,226,340.48.Ⓜ.Ⓢ	15.59	19,123.813.89.Ⓜ.Ⓢ
☒	☒	2... site purchases	54	75,555	222,446	1,152	4.06.Ⓜ.Ⓢ Per Purchase	213.17.Ⓜ.Ⓢ 11,510.91.Ⓜ.Ⓢ	2.17	25,003.44.Ⓜ.Ⓢ
		Res Website purchases	22,408	1,652,722	37,848,205	181,993	4.15.Ⓜ.Ⓢ Per Click	75.42.Ⓜ.Ⓢ 1,689,911.97.Ⓜ.Ⓢ	14.21	24,021,369.86.Ⓜ.Ⓢ
			Meta Accounts	Total	Total			Total spent	Average	Total

An app account returned 92.88 ROAS

SPENT · EGP

137.93K

9.15 EGP per purchase

PURCHASES

15,072

16.8% of all purchases here

PURCHASE VALUE · EGP

12.81M

849.92 EGP per order

ROAS

92.88

vs 20.69 total

92.88 ROAS at 9.15 EGP per purchase, on 3.4% of all the spend in this deck. In-app purchase value, as Meta reports it.

C. ↑	Results ↓	Reach ↑↓	Impressi... ↑↓	Link click... ↓	CPC (cost... ↓	Cost per result ↑↓	Amount spent... ↓	Purchase ROAS... ↓	Purchases conversion... ↓
25...	4,557 In-app purch...	143,409	974,102	8,926	7.17.م.ج	14.05.م.ج Per in-app pur...	64,035.5...	59.87	3,833,560.36.م.ج
25...	3,172 In-app purch...	23,412	220,626	2,067	6.92.م.ج	4.51.م.ج Per in-app pur...	14,311.86...	188.76	2,701,478.26.م.ج
25...	2,998 In-app purch...	141,459	742,233	7,253	3.50.م.ج	8.46.م.ج Per in-app pur...	25,358.5...	100.61	2,551,337.14.م.ج
25...	2,437 In-app purch...	30,840	175,497	2,289	4.64.م.ج	4.36.م.ج Per in-app pur...	10,623.9...	204.08	2,168,133.03.م.ج
25...	1,255 In-app purch...	146,074	457,696	3,506	3.95.م.ج	11.04.م.ج Per in-app pur...	13,860.5...	73.08	1,012,935.68.م.ج
25...	594 In-app purch...	46,893	177,977	879	7.91.م.ج	11.71.م.ج	6,953.61....	69.69	484,617.00.م.ج
Resu	15,072 In-app purch...	357,724 Accounts ...	2,837,773 Total	25,289 Total	5.45.م.ج Per Action	9.15.م.ج Per in-app pur...	137,925.3... Total spent	92.88 Average	12,809,976.21.م.ج Total

One app account, nine months, 36.67 ROAS

SPENT · EGP

899.87K

25.56 EGP per purchase

PURCHASES

35,205

39.1% of all purchases here

PURCHASE VALUE · EGP

33.00M

937.32 EGP per order

ROAS

36.67

vs 20.69 total

Three campaigns took 61.3% of the spend and returned 18.27 to 19.37. The other six carried the account.

☐	O /.	↑↓	↑↓	▼	Results ↓	▼	Cost per result	↑↓	Reach ↑↓	▼	Imp... ↑↓	▼	Purchases ↑↓	▼	In-app purchases	↑↓	Purchase ROAS...	↑↓	Amount spent	↑↓
☐	☒	26...			9.380		15.03.م.ع		205,890		1,426,702		9.539		9,380		61.04		141,018.30.م.ع	
					In-app purchases		Per in-app purch...													
☐	☒	26...			4.823		6.44.م.ع		53,989		379,089		4.874		4,823		146.16		31,058.57.م.ع	
					In-app purchases		Per in-app purch...													
☐	☐	26...			4.045		52.24.م.ع		179,199		951,019		4.113		4,045		18.27		211,326.71.م.ع	
					In-app purchases		Per in-app purch...													
☐	☒	26...			3.864		46.19.م.ع		343,077		1,052,174		3.952		3,864		19.37		178,468.82.م.ع	
					In-app purchases		Per in-app purch...													
☐	☒	26...			3.601		20.93.م.ع		55,478		294,663		3.629		3,601		45.10		75,350.99.م.ع	
					In-app purchases		Per in-app purch...													
☐	☐	26...			2.922		55.53.م.ع		371,560		2,173,905		2.956		2,922		18.58		162,256.84.م.ع	
					In-app purchases		Per in-app purch...													
☐	☐	26...			2.270		7.81.م.ع		75,601		254,135		2.298		2,270		124.10		17,726.08.م.ع	
					In-app purchases		Per in-app purch...													
☐	☒	26...			2.246		12.55.م.ع		75,550		267,215		2.262		2,246		71.72		28,182.46.م.ع	
					In-app purchases		Per in-app purch...													
☐	☐	26...			1.216		6.61.م.ع		20,646		56,565		1.225		1,216		143.72		8,034.13.م.ع	
		Resul			35,205		25.56.م.ع		954,441		7,062,844		35,706		35,205		36.67		899,870.72.م.ع	
					In-app purchases		Per in-app purch...		Meta Accounts		Total		Total		Total		Average		Total spent	

April ran at 130.12, the highest here

SPENT · EGP

25.76K

7.39 EGP per purchase

PURCHASES

3,484

Inside the Jan-Sep total

PURCHASE VALUE · EGP

3.35M

962.10 EGP per order

ROAS

130.12

vs 36.67 Jan-Sep

Two campaigns in one month. In-app purchase value, as Meta reports it. Part of the nine-month view.

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Apr 1, 2026 – Apr 30, 2026

+ Create

Duplicate

Edit

A/B test

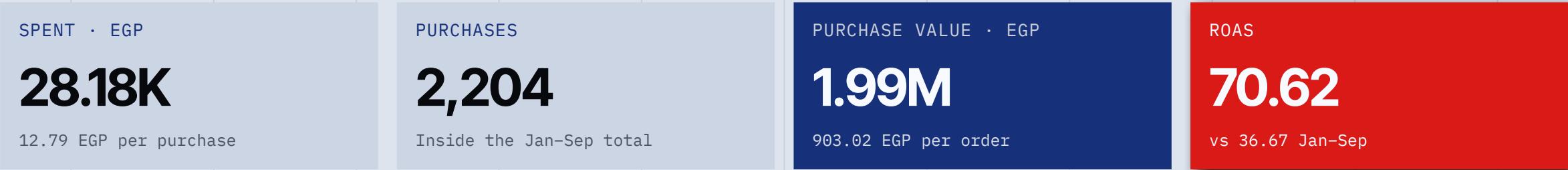
More

Columns

Breakdown

	Off / On	Campaign	Results	Reach	Impre...	Link clicks	CPC (all)	Am... spent	Cost per result	Purc... ROA...	Purch... conver...
		2604 - April 26 - App Conversions	2,270 In-app purchases	75,601	254,135	2,436	3.09.م.ج	17,726.08...	7.81.م.ج Per in-app purch...	124.10	2,199,816.5...
		2604 - April 26 - App Conversion...	1,214 In-app purchases	20,646	56,565	417	9.62.م.ج	8,034.13.م.ج	6.62.م.ج Per in-app purch...	143.40	1,152,129.58...

May alone ran at 70.62 ROAS



One campaign over one month. In-app purchase value, as Meta reports it. Part of the nine-month view.

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Last 30 days: May 2, 2026 – May 31, 2026

+ Create

Duplicate

Edit

A/B test

More

Columns

Breakdown

☐	Off / On	Campaign	Results	Reach	Impre...	Link clicks	CPC (all)	Am... spent	Cost per result	Purc... ROA...	Purch... conver...
☒		2605 - May 26 - App Conversions	2,204 In-app purchases	75,550	267,215	1,513	13.92.م.ع	28,182...	12.79.م.ع Per in-app purch...	70.62	1,990,261.12...

September alone ran at 47.16 ROAS

SPENT · EGP

75.35K

20.00 EGP per purchase

PURCHASES

3,767

Inside the Jan-Sep total

PURCHASE VALUE · EGP

3.55M

943.34 EGP per order

ROAS

47.16

vs 36.67 Jan-Sep

One live campaign. 166 purchases landed on the August campaign at no new spend. Part of the nine-month view.

Campaigns											
Ad sets											
Ads											
Sep 1, 2026 – Sep 30, 2026											
+ Create Duplicate Edit A/B test More Columns Breakdown Grouping											
	O /.	Campaign ↑↓	Results ↓	Cost per result ↑↓	Reach ↑↓	Imp... ↑↓	Purchases ↑↓	In-app purchases ↑↓	Purchase ROAS... ↑↓	Amount spent ↑↓	Post engagem..
	☐	2609 - Sep 26 - App Conve...	3,601 In-app purchases	20.93,م.ع Per in-app purch...	55,478	294,663	3,629	3,601	45.10	75,350.99,م.ع	
	☐	2608 - Aug 26 - App Conve...	166 In-app purchases	— Per in-app purch...	—	—	167	166	—	0.00,م.ع	
Results from 2 campaigns ⓘ			3,767 In-app purchases	20.00,م.ع Per in-app purch...	55,478 Meta Accounts	294,663 Total	3,796 Total	3,767 Total	47.16 Average	75,350.99,م.ع Total spent	

2,213 purchases at 54.09 EGP each

SPENT · EGP

119.70K

54.09 EGP per purchase

PURCHASES

2,213

2.5% of all purchases here

PURCHASE VALUE · EGP

1.51M

680.72 EGP per order

ROAS

12.59

vs 20.69 total

12.59 ROAS at 54.09 EGP per purchase, on 3.0% of all the spend in this deck.

+ Create More											
☐	Off / On ↑↓		Reach ↑↓	Impressions ↑↓	Link clicks ↑↓	CPC (all) ↑↓	Cost per result ↑↓	Amount spent ↑↓	Purchase ROAS... ↑↓	Purchases conversion value ↑↓	
☐		2...	409,892	2,717,740	13,792	4.18.م.ج	54.09.م.ج Per Purchase	119,700.98.م.ج	12.59	1,506,441.56.م.ج	

1,853 purchases at 58.86 EGP each

SPENT · EGP

109.06K

58.86 EGP per purchase

PURCHASES

1,853

2.1% of all purchases here

PURCHASE VALUE · EGP

1.19M

642.81 EGP per order

ROAS

10.92

vs 20.69 total

10.92 ROAS at 58.86 EGP per purchase, on 2.7% of all the spend in this deck.

+ Create More										
☒	Off / On	Results	Reach	Impressio...	Link clicks	CPC (all)	Cost per result	Amount spent	Purchase ROAS...	Purchases conversio...
☒		2...	1,853	371,858	2,869,017	11,526	4.13,م.ج	58.86,م.ج	109,060.93,م.ج	10.92
		Website purchases						Per Purchase		

Three of five campaigns carried 13.08

SPENT · EGP

676.81K

69.52 EGP per purchase

PURCHASES

9,736

10.8% of all purchases here

PURCHASE VALUE · EGP

8.85M

909.31 EGP per order

ROAS

13.08

vs 20.69 total

Two of the five campaigns returned 1.77 and 2.37. I would not repeat them. The other three ran at 11.39 to 14.85.

C... ↑↓	Results ↓	Reach ↑↓	Impressi... ↑↓	Link clicks... ↑↓	CPC (cost... ↑↓	Cost per result ↑↓	Amount spent ↑↓	Purchase ROAS...	Purchases conversion...
25...	6,516 Website purcha...	839,391	11,122,271	62,691	7.13.م.ج	68.59.م.ج Per Purchase	446,959.13....	13.62	6,088,253.07.م.ج
25...	1,794 Website purcha...	225,671	2,376,902	10,858	8.86.م.ج	53.61.م.ج Per Purchase	96,172.99.م.ج	14.85	1,427,830.24.م.ج
25...	1,347 Website purcha...	394,608	2,597,326	12,507	9.09.م.ج	84.37.م.ج Per Purchase	113,648.56....	11.39	1,294,742.43.م.ج
25... ↓ ***	22 Website purcha...	68,988	154,456	666	12.79.م.ج	38.73.م.ج Per Purchase	8,520.84.م.ج	1.77	15,039.52.م.ج
25...	57 Website purcha...	75,555	222,446	1,152	9.99.م.ج	201.95.م.ج Per Purchase	11,510.91.م.ج	2.37	27,223.94.م.ج
Result	9,736 Website purcha...	965,621 Accounts C...	16,473,401 Total	87,874 Total	7.70.م.ج Per Action	69.52.م.ج Per Purchase	676,812.43.... Total spent	13.08 Average	8,853,089.20.م.ج Total

The lowest ROAS in this deck: 4.74

SPENT · EGP

302.21K

133.48 EGP per purchase

PURCHASES

2,264

2.5% of all purchases here

PURCHASE VALUE · EGP

1.43M

633.28 EGP per order

ROAS

4.74

vs 20.69 total

Six campaigns ran from 3.29 to 7.17. None reached the total of 20.69.

C..	Resu...	Reach	Impres...	Link clicks	CPC (cost p...	Cost per result	Amount spent	Purchase ROAS...	Purchases conversion...
25...	646 Website pu...	432,560	2,422,961	17,580	7.27.م.ج	197.76.م.ج Per Purcha...	127,750.26...	3.29	419,731.86.م.ج
25...	617 Website pu...	173,875	1,280,703	12,988	5.05.م.ج	106.23.م.ج Per Purcha...	65,543.41.م.ج	6.35	415,913.00.م.ج
25...	472 Website pu...	191,099	1,069,599	11,747	5.04.م.ج	125.49.م.ج Per Purcha...	59,230.19.م.ج	4.78	282,914.17.م.ج
25...	344 Website pu...	143,122	707,103	6,097	5.14.م.ج	91.16.م.ج Per Purcha...	31,358.96.م.ج	6.85	214,846.00.م.ج
251...	69 Website pu...	53,228	144,447	1,771	4.84.م.ج	124.22.م.ج Per Purcha...	8,570.86.م.ج	4.48	38,380.00.م.ج
25...	50 Website pu...	68,756	123,311	1,475	2.03.م.ج	60.00.م.ج Per Purcha...	2,999.86.م.ج	7.17	21,508.00.م.ج
Resul	2,264 Website pu...	632,890 Accounts Ce...	5,896,327 Total	53,113 Total	5.69.م.ج Per Action	133.48.م.ج Per Purcha...	302,205.83.... Total spent	4.74 Average	1,433,753.03.م.ج Total

789 purchases at 82.80 EGP each

SPENT · EGP

65.33K

82.80 EGP per purchase

PURCHASES

789

0.9% of all purchases here

PURCHASE VALUE · EGP

367.57K

465.87 EGP per order

ROAS

5.63

vs 20.69 total

5.63 ROAS at 82.80 EGP per purchase, on 1.6% of all the spend in this deck.

(	R..	Reach	Impr...	Link click...	CPC (cost...	Cost per result	Amount spent	Purchase ROAS...	Purchases conversio...
	↓	↑↓	↑↓			↑↓	↑↓		
2...	92	129,743	192,395	1,852	3.36.م.ج	67.62.م.ج	6,220.98.م.ج	6.91	42,974.00.م.ج
	Websti...					Per Purchase			
2...	78	84,152	148,564	1,171	3.50.م.ج	52.52.م.ج	4,096.30....	10.22	41,872.50.م.ج
	Websti...					Per Purchase			
2...	74	75,693	161,035	2,467	2.77.م.ج	92.22.م.ج	6,824.16.م.ج	4.46	30,454.00.م.ج
	Websti...					Per Purchase			
2...	74	40,430	75,822	961	2.75.م.ج	35.66.م.ج	2,638.85.م.ج	10.39	27,408.50.م.ج
	Websti...					Per Purchase			
2...	74	102,280	142,098	1,224	3.33.م.ج	55.14.م.ج	4,080.59....	8.54	34,848.36.م.ج
	Websti...					Per Purchase			
2...	59	76,063	120,102	1,196	3.53.م.ج	71.65.م.ج	4,227.26.م.ج	7.02	29,673.00.م.ج
	Websti...					Per Purchase			
Res ..	789	473,942	1,553,124	17,277	3.78.م.ج	82.80.م.ج	65,333.04...	5.63	367,573.75.م.ج
	Websti...	Accounts ...	Total	Total	Per Action	Per Purchase	Total spent	Average	Total

442 purchases in 30 days, 12.22 ROAS

SPENT · EGP

48.73K

110.25 EGP per purchase

PURCHASES

442

0.5% of all purchases here

PURCHASE VALUE · EGP

595.53K

1,347.35 EGP per order

ROAS

12.22

vs 20.69 total

12.22 ROAS at 110.25 EGP per purchase, on 1.2% of all the spend in this deck.

Campaigns

Ad sets

Ads

Last 30 days: Oct 7, 2025 – Nov 5, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Custom

Breakdown

Reports

Export

Charts

	Off / On	Ca...	Results	Reach	Impressions	Link clicks	CPC (cost per link...	Cost per result	Amount spent	Purchase ROAS...	Purchases conversion...			Post engagement...
	Off / On	2510 ...	442	72,565	339,860	11,792	4.13.م.ج	110.25.م.ج	48,729.71.م.ج	12.22	595,528.80.م.ج	O...	4...	13,620
	Website pur...							Per Purchase						

Thank you

If the numbers in this deck are the kind you want reported to you, write to me. I will start with an audit and a plan you agree in writing.

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