



The Mark Of Real Value

BUSINESS CASE

SUCCESS STORIES

Account Name: Million Frag

Q1 2025



Q2 2025



Campaign Objective: Conversion



Account Challenges:

- 1. Operating under a tight budget with modest revenue generation
- 2. Dependence on a narrow set of ad creatives, limiting campaign freshness and engagement.
- 3. Lack of access to specialized talent for producing high-impact videos and ad visuals

Strategy & Story

Amount Spent \$321.089	ROAS 5.18	Purchases 13.764	Purchases Value \$1.744.66 4.02
----------------------------------	---------------------	----------------------------	---

To maximize growth in Q2, Millionaire Fragrances implemented a bold scaling strategy, increasing media spend by approximately **374.4%** from **\$67,673.36** in Q1 to **\$321,089.69** in Q2.

The approach focused on amplifying high performing assets, refining audience targeting, and maintaining agility in optimization.

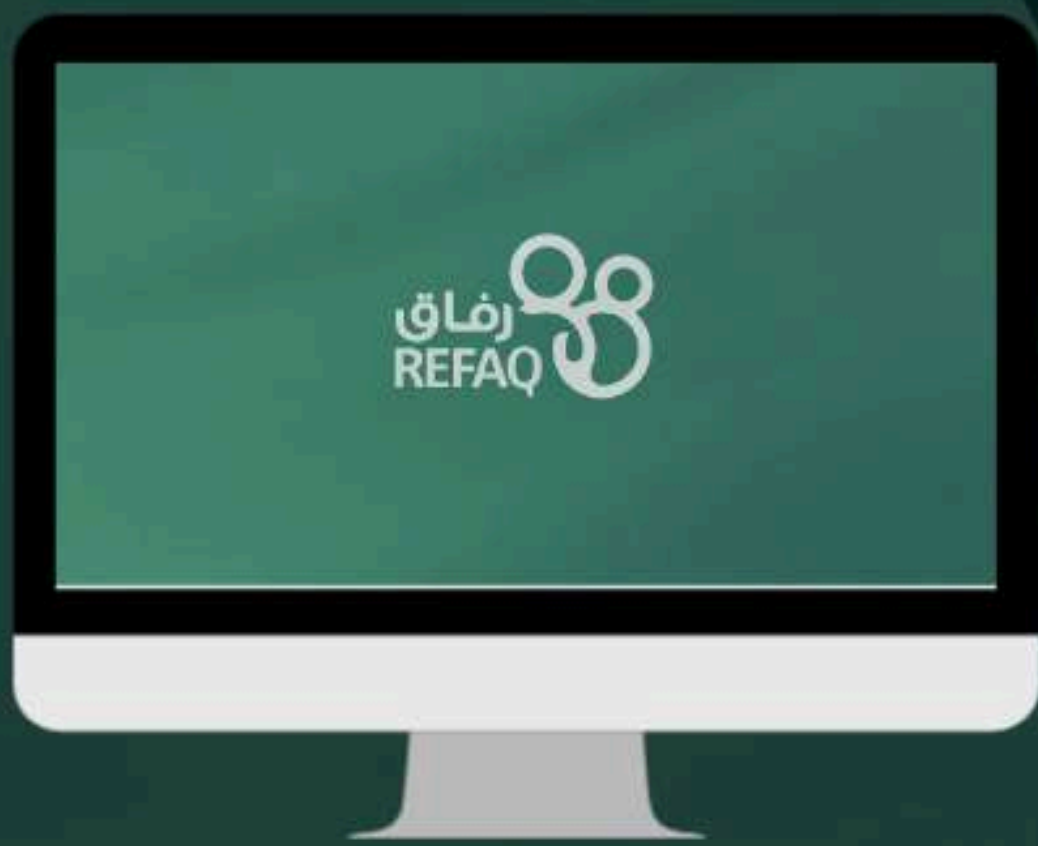
This aggressive investment paid off with a **ROAS** of **5.18x**, significantly outperforming the industry benchmark of **3.87x (+34%)**, Despite a **23%** higher **CPP (\$25.25 vs. \$20.50)**. These results highlight the success of prioritizing high value conversions over cost minimization alone, proving that calculated spend scaling, when paired with performance driven creative, can yield exceptional profitability.



Account Name: Refaq Charity



A Saudi-based nonprofit organization, Refaq Charity is dedicated to improving the lives of orphans in the Hail region. Since its founding in **2010**, the organization has focused on providing comprehensive educational, social, and vocational support to help orphans transition into independent, productive members of society. The ongoing challenge of fundraising to support its programs led the organization to explore innovative solutions to boost donations and engage new audiences especially during key fundraising periods like Ramadan.



134%

increase in purchases¹

30%

increase in return
on ad spend¹

34%

lower CPP¹

Beyond growth in performance metrics, Refaq also achieved a **34%** reduction in cost per purchase, making their campaigns significantly more cost efficient. Through precise targeting, data driven optimization, and enhanced conversion tracking, the charity was able to unlock stronger results during a critical fundraising window proving the value of a well executed, insight led Snapchat strategy.

By leveraging Snapchat's advanced advertising tools and integrating the **Conversions API (CAPI)**, Refaq Charity achieved remarkable improvements in their fundraising performance. Following the implementation, website purchases increased by **134%**, and return on ad spend rose by **30%**, clearly demonstrating the impact and scalability of Snapchat's strategic recommendations.

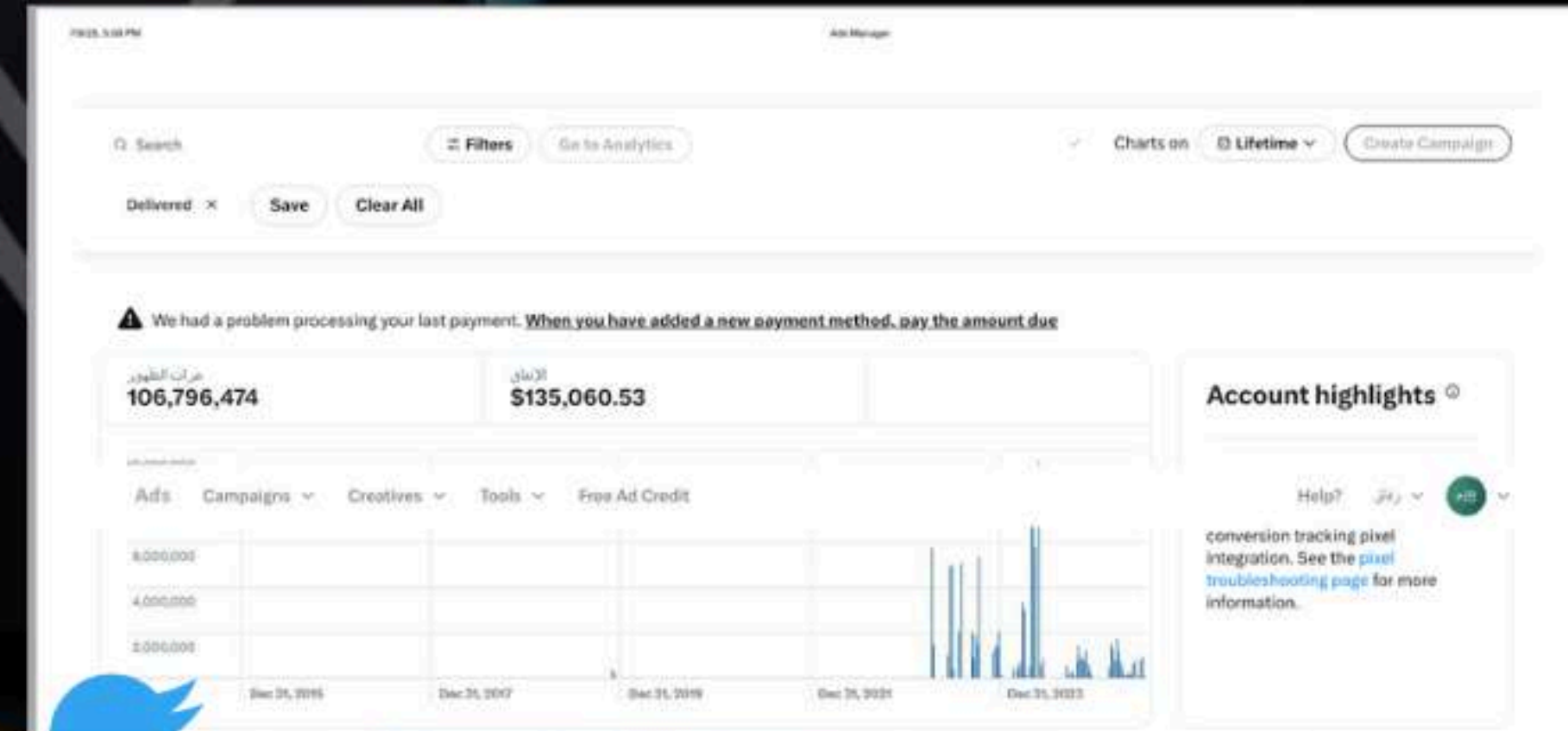
X (Twitter) Ads Expertise



We successfully leveraged X (formerly Twitter) Ads to drive impactful performance across awareness, engagement, and conversion campaigns. With a strong focus on real-time trends and audience intent, We built tailored strategies using keyword targeting, follower lookalikes, and conversation ads to reach the right users at the right moment.

From boosting brand visibility to driving qualified traffic and lead generation, We managed campaigns for sectors including education, retail, and public services consistently achieving high engagement rates and optimized cost per result.

اسم الحملة	الحالة	الهدف	مرات الظهور	العائد اليومي	معدل التحويل	التكلفة لكل نتيجة
الحملة 27	Paused	Website traffic and sales	300,228	\$0.00	\$348.20	\$1.60
الحملة 27	Paused	Website traffic and sales	507,303	\$0.00	\$1,177.14	\$5,425
Sales Omar 19/3 test 2	Paused	Website traffic and sales	210,452	\$0.00	\$574.36	\$930.0
Sales Omar 19/3	Paused	Website traffic and sales	358,685	\$0.00	\$827.74	\$1,520
Sales Omar 03/07	Paused	Website traffic and sales	1,574,718	\$0.00	\$1,563.58	\$3,000
omar 25/6	Paused	Website traffic and sales	1,432,111	\$0.00	\$2,251.27	\$3,000



performance dashboards



Off/On	Campaign	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
On	مبارك الله يوم	2 Recommendations	Using ad set bid...	Using ad set bid...	7-day click or...	5,620	215,210	308,811	\$0.10	\$541.19
On	مبارك الله يوم	1 Recommendation	Using ad set bid...	Using ad set bid...	7-day click or...	5,627	230,261	349,008	\$0.10	\$541.48
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	144	4,489	4,849	\$0.09	\$13.12
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	198	5,451	5,451	\$0.07	\$13.36
Off	مبارك الله يوم	---	Using ad set bid...	Using ad set bid...	7-day click or...	13,323	362,215	693,697	\$0.08	\$1,041.61
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	1,905	52,649	71,947	\$0.19	\$368.88
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	5,578	78,127	115,080	\$0.10	\$368.41
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	3,961	81,076	113,899	\$0.10	\$405.42
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	191	6,506	6,506	\$0.09	\$16.89
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	885	24,421	28,223	\$0.12	\$104.64
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	1,615	47,339	64,272	\$0.19	\$299.42
Results from 23 campaigns						64,896	307,632	2,847,447	\$0.10	\$6,077.87

Off/On	Campaign	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
On	مبارك الله يوم	2 Recommendations	Using ad set bid...	Using ad set bid...	7-day click or...	5,620	215,210	308,811	\$0.10	\$541.19
On	مبارك الله يوم	1 Recommendation	Using ad set bid...	Using ad set bid...	7-day click or...	5,627	230,261	349,008	\$0.10	\$541.48
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	144	4,489	4,849	\$0.09	\$13.12
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	198	5,451	5,451	\$0.07	\$13.36
Off	مبارك الله يوم	---	Using ad set bid...	Using ad set bid...	7-day click or...	13,323	362,215	693,697	\$0.08	\$1,041.61
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	1,905	52,649	71,947	\$0.19	\$368.88
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	5,578	78,127	115,080	\$0.10	\$368.41
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	3,961	81,076	113,899	\$0.10	\$405.42
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	191	6,506	6,506	\$0.09	\$16.89
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	885	24,421	28,223	\$0.12	\$104.64
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	1,615	47,339	64,272	\$0.19	\$299.42
Results from 23 campaigns						64,896	307,632	2,847,447	\$0.10	\$6,077.87

The visuals below highlight real performance dashboards, emphasizing our ability to scale accounts effectively while maintaining strong efficiency.

Off/On	Campaign	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
On	مبارك الله يوم	2 Recommendations	Using ad set bid...	Using ad set bid...	7-day click or...	5,620	215,210	308,811	\$0.10	\$541.19
On	مبارك الله يوم	1 Recommendation	Using ad set bid...	Using ad set bid...	7-day click or...	5,627	230,261	349,008	\$0.10	\$541.48
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	144	4,489	4,849	\$0.09	\$13.12
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	198	5,451	5,451	\$0.07	\$13.36
Off	مبارك الله يوم	---	Using ad set bid...	Using ad set bid...	7-day click or...	13,323	362,215	693,697	\$0.08	\$1,041.61
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	1,905	52,649	71,947	\$0.19	\$368.88
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	5,578	78,127	115,080	\$0.10	\$368.41
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	3,961	81,076	113,899	\$0.10	\$405.42
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	191	6,506	6,506	\$0.09	\$16.89
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	885	24,421	28,223	\$0.12	\$104.64
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	1,615	47,339	64,272	\$0.19	\$299.42
Results from 23 campaigns						64,896	307,632	2,847,447	\$0.10	\$6,077.87

Off/On	Campaign	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
On	مبارك الله يوم	2 Recommendations	Using ad set bid...	Using ad set bid...	7-day click or...	5,620	215,210	308,811	\$0.10	\$541.19
On	مبارك الله يوم	1 Recommendation	Using ad set bid...	Using ad set bid...	7-day click or...	5,627	230,261	349,008	\$0.10	\$541.48
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	144	4,489	4,849	\$0.09	\$13.12
Off	مبارك الله يوم	---	Highest volume	\$0.00	7-day click or...	198	5,451	5,451	\$0.07	\$13.36
Off	مبارك الله يوم	---	Using ad set bid...	Using ad set bid...	7-day click or...	13,323	362,215	693,697	\$0.08	\$1,041.61
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	1,905	52,649	71,947	\$0.19	\$368.88
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	5,578	78,127	115,080	\$0.10	\$368.41
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	3,961	81,076	113,899	\$0.10	\$405.42
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	191	6,506	6,506	\$0.09	\$16.89
Off	مبارك الله يوم	---	Highest volume	\$15.00	7-day click or...	885	24,421	28,223	\$0.12	\$104.64
Off	مبارك الله يوم	---	Highest volume	\$10.00	7-day click or...	1,615	47,339	64,272	\$0.19	\$299.42
Results from 23 campaigns						64,896	307,632	2,847,447	\$0.10	\$6,077.87

Off / On	Campaign	Amount spent	Budget	Impressions	CPM (cost per 1,000...)	Reach	Frequency	CTR (all)	Link clicks	CPC (all)
●	New Today (omat)	1,333.32 ر.س	100.00 ر.س	29,780	45.15 ر.س	18,306	1.82	0.55%	113	8.34 ر.س
●	New Sales Campaign - omar test - new 36 - Cit...	932.48 ر.س	Using ad set bud...	4,316	66.42 ر.س	3,607	1.14	1.02%	31	6.69 ر.س
●	27 رمضان	622.80 ر.س	Using ad set bud...	9,524	65.25 ر.س	7,065	1.32	0.99%	82	8.34 ر.س
●	New Sales Campaign - omar test - new 36	3,448.17 ر.س	Using ad set bud...	88,656	49.50 ر.س	38,121	1.81	0.67%	318	7.38 ر.س
●	New Sales Campaign - omar test	3,311.56 ر.س	Using ad set bud...	66,770	81.59 ر.س	29,683	1.81	0.68%	251	9.33 ر.س
●	New Sales Campaign	2,281.29 ر.س	Using ad set bud...	35,520	64.25 ر.س	22,025	1.61	0.80%	196	8.03 ر.س
●	new 5/5	1,308.16 ر.س	Using ad set bud...	33,620	38.91 ر.س	12,930	2.60	1.20%	211	3.22 ر.س
●	New Sales Campaign	1,080.35 ر.س	Using ad set bud...	15,951	67.73 ر.س	10,804	1.46	0.29%	87	7.81 ر.س
●	ad1	197.72 ر.س	Using ad set bud...	4,885	40.47 ر.س	3,313	1.47	1.00%	25	4.04 ر.س
●	Sales 1 - Advantage+ shopping campaign - Co...	1,575.83 ر.س	Using ad set bud...	72,871	21.62 ر.س	23,005	3.17	0.71%	190	3.07 ر.س
●	Sales 1	211.09 ر.س	50.00 ر.س	24,899	8.48 ر.س	12,369	3.01	0.54%	81	1.58 ر.س
Results from 17 campaigns		31,048.99 ر.س		1,819,583	19.26 ر.س	714,758	2.55	0.61%	8,594	3.05 ر.س

Our approach combines advanced campaign structures (CBO/ABO), audience segmentation, and performance-focused bidding strategies, like Target ROAS and Highest Volume. We've executed full-funnel strategies from awareness to conversions with standout outcomes including: 13xt ROAS, over 1,000 purchases in a single campaign, and lead costs as low as 2 SAR.

The visuals below highlight real performance dashboards from our managed campaigns, emphasizing our ability to scale accounts effectively while maintaining strong efficiency.

As experts with hands-on experience across the MENA market, we've managed and optimized over \$250K in Meta Ads spend in 2025 delivering tangible results across industries such as fashion, automotive, education, healthcare, and non-profits.

Off / On	Campaign	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
●	حسنة لاند روفر	13 recommendations	Using ad set bid...	Using ad set bud...	7-day click or...	8,528	215,210	308,811	\$0.10	\$841.19
●	حسنة لاند روفر	13 recommendations	Using ad set bid...	Using ad set bud...	7-day click or...	8,437	230,261	349,008	\$0.10	\$841.48
●	مستور Instagram - اطلب مشاركتك من أمريكا الآن		Highest volume	\$60.00	7-day click or...	146	4,469	4,849	\$0.09	\$13.12
●	مستور Instagram - لتدوهم امرتك لاسكندة العظيمة		Highest volume	\$60.00	7-day click or...	198	5,451	5,451	\$0.07	\$13.96
●	car.com		Using ad set bid...	Using ad set bud...	7-day click or...	13,329	352,215	693,697	\$0.08	\$1,041.61
●	مستور Instagram		Highest volume	\$15.00	7-day click or...	1,905	52,649	71,947	\$0.19	\$368.88
●	Instagram Post		Highest volume	\$15.00	7-day click or...	3,578	74,127	115,080	\$0.10	\$368.41
●	Instagram Post		Highest volume	\$50.00	7-day click or...	3,961	81,076	113,899	\$0.10	\$405.42
●	Instagram Post		Highest volume	\$50.00	7-day click or...	191	6,596	6,596	\$0.09	\$16.89
●	Instagram Post		Highest volume	\$15.00	7-day click or...	885	34,421	28,223	\$0.12	\$104.64
●	مستور Instagram - اطلب مشاركتك من أمريكا الآن		Highest volume	\$15.00	7-day click or...	1,615	47,359	64,372	\$0.19	\$299.42
Results from 23 campaigns						84,898	937,637	2,847,447	\$0.10	\$8,077.87



The Mark Of Real Value

LET'S CREATE **INCLUSIVE**
PRODUCTIVITY **SPACES**
THAT DRIVE SOCIAL IMPACT
AND PROFITABILITY.