



Ibrahim's Portfolio

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Projects

| ▼ Clicks | ▼ Conversions | ▼ Avg. CPC | ▼ Cost |
|----------|---------------|------------|---------|
| 1.61K | 527.00 | dh4.19 | dh6.75K |

Delivery Knights

I set up and ran Google Ads for a local delivery company in the UAE.

Here's what we achieved:

- ✓ 1,610 Clicks
- ✓ 527 Conversions
- ✓ 32.7% Conversion Rate
- ✓ AED 4.19 Avg. CPC
- ✓ AED 6,750 Ad Spend
- ✓ AED 12.80 Cost per Conversion

📈 With a 32.7% conversion rate, the campaign outperformed industry benchmarks and generated new customers at a cost-effective rate.

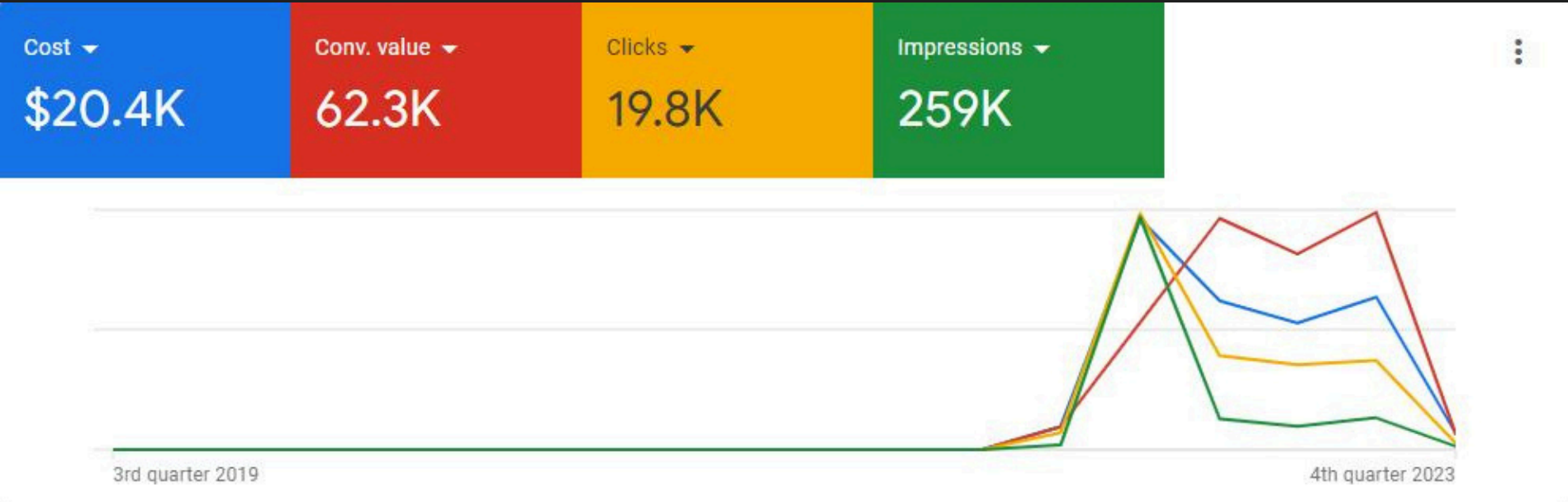
Projects



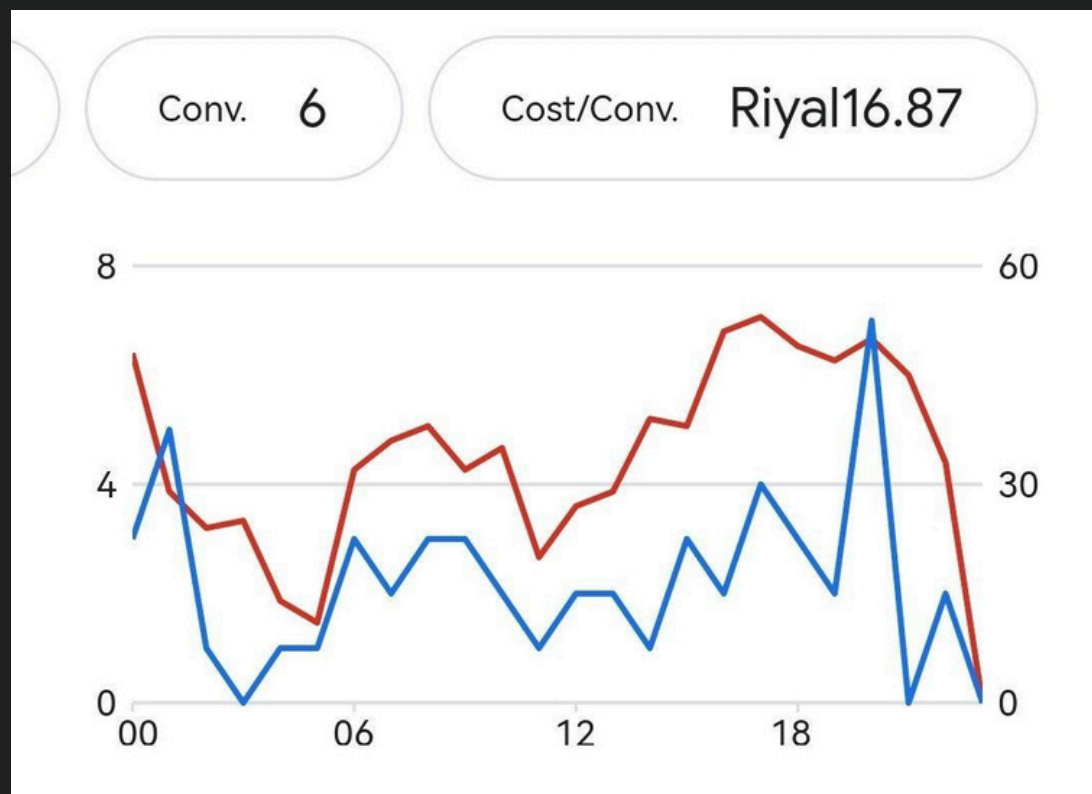
Ultimate Archery

Below are the results of running Google Ads for Ultimate Archery, an archery dodgeball business in the USA.

Cost: \$20,360.01
Revenue: \$62,265.47
Clicks: 19,782
Impressions: 258,590



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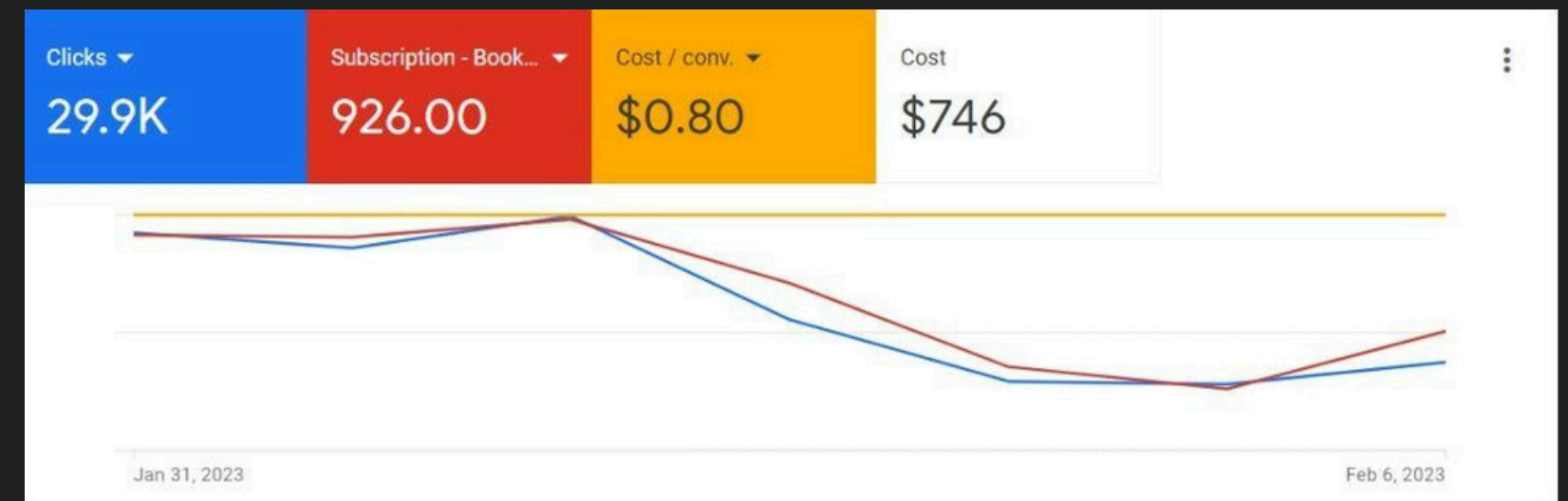


Law Firm

I managed to cut down the cost per lead for a law firm in Saudi Arabia by a remarkable 85% in less than two weeks, enabling them to generate 6.75 times more leads from the same budget.

More Details (Write-Up):

https://www.linkedin.com/posts/ibrahimmohamedmedia_hey-everybody-its-been-a-long-time-since-activity-7030710473234771968-Awzx?utm_source=share&utm_medium=member_desktop



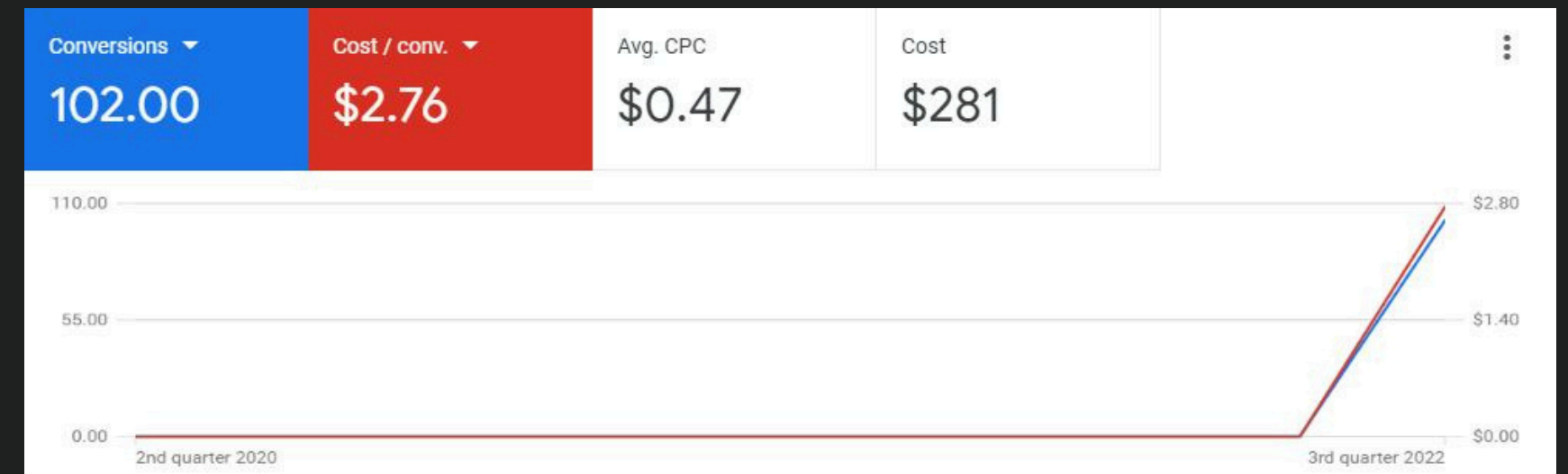
SaaS #1

In a campaign for a SaaS (Software-as-a-service) product operated by Zain (Internet Service Provider), I slashed the customer acquisition cost (CAC) by 60%, optimising their spending efficiency.

More Details (Write-Up):

https://www.linkedin.com/posts/ibrahimmohamedmedia_ppcchat-googleads-ppc-activity-7097577594681716736-JaAV/?utm_source=share&utm_medium=member_desktop

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SaaS #2 (BenchApp)

With BenchApp, a SaaS (Software-as-a-service) client, I was able to get them 102 new users for \$281 in ad spend.

More Details (Write-Up): https://www.reddit.com/r/PPC/comments/yfgphd/932029_roi_google_ads_campaign_how_i_made_my/

**More are available upon
request**

Thank You

