



مدينة مصر
للحلول الرقمية

COMPANY PROFILE

General Manager Message

Welcome to Madinat Misr Digital Solutions.

At Madinat Misr Digital Solutions, we believe that technology is more than a business enabler — it is a powerful driver of innovation, growth, and exceptional customer experiences. Our vision is to leverage digital solutions to create smarter, more connected, and more efficient experiences across every touchpoint of our business.

We are committed to delivering innovative digital solutions that combine technology, creativity, and business expertise. By understanding our customers' needs and anticipating the challenges of a rapidly evolving digital landscape, we develop solutions that create tangible value and support sustainable growth.

Our approach is built on collaboration, agility, and continuous improvement. We bring together digital capabilities, data-driven insights, and emerging technologies to simplify processes, enhance operational efficiency, strengthen customer engagement, and unlock new opportunities.

At Madinat Misr Digital Solutions, our ambition is to become a trusted digital partner — empowering our people, our customers, and our business through technology. We look forward to continuing this journey of innovation and transforming ideas into meaningful digital experiences that shape the future.

Sincerely,

General Manager
Madinat Misr Digital Solutions

we | come

PROFILE CONTENTS

04 HISTORY AND STORY

05 VISION AND MISSION

06 CORE VALUES

07 QUEST STATEMENT

09 SERVICES

12 ORGANIZATION

13 CLIENTS

14 PROJECTS

19 STAY CONNECTED – FOLLOW US



OUR HISTORY AND STORY

2017

— The Beginning

Madinat Misr Digital Solutions was established with a clear vision to harness digital technology, creativity, and data to support businesses and deliver smarter customer experiences.

2026

— Growth & Transformation

Strengthened our digital infrastructure and introduced more advanced, data-driven solutions designed to improve efficiency, enhance engagement, and support business growth.

2021

— Building the Digital Future

Today, Madinat Misr Digital Solutions continues to evolve as a trusted digital partner, helping organizations transform ideas into impactful digital experiences and creating technology-driven solutions for the future.

SCAN TO SEE OUR CR



From 2017 to today, Madinat Misr Digital Solutions has evolved with one clear purpose: turning technology into meaningful business value.

What began as a focused digital venture has grown into a comprehensive digital solutions partner, combining creativity, technology, data, and strategic thinking to address the evolving needs of modern businesses.

Over the years, we have continuously expanded our capabilities across digital marketing, performance solutions, technology, customer experience, data analytics, and digital transformation.

Our approach is centered on understanding each business challenge and developing solutions that are practical, measurable, scalable, and designed for long-term impact.

We believe that successful digital transformation goes beyond adopting new technologies. It is about creating better experiences, improving efficiency, connecting with customers, and unlocking new opportunities for sustainable growth.

Today, Madinat Misr Digital Solutions continues to build on its experience while embracing emerging technologies and new ways of working — positioning the company to deliver innovative digital solutions that help businesses move forward with confidence.

From our beginnings in 2017 to the future ahead, our journey is defined by continuous innovation, measurable results, and a commitment to creating digital value.

OUR VISION AND MISSION



Our Vision

To become a leading digital solutions partner in Egypt and the MENA region, helping businesses transform their ideas into measurable digital growth through technology, creativity, and data-driven strategies.

We envision a future where businesses of every size can leverage digital technologies to build stronger brands, reach the right audiences, improve customer experiences, and achieve sustainable growth.

Our Mission

To deliver innovative, practical, and measurable digital solutions that create real business value.

Since 2017, Madinat Misr Digital Solutions has been helping businesses navigate the evolving digital landscape through integrated marketing, technology, and digital transformation services.

Our mission is to combine strategy, creativity, technology, and data to develop solutions that solve real business challenges and generate measurable results.

Madinat Misr Digital Solutions provides integrated digital services designed to help organizations build their brands, acquire customers, streamline operations, and grow in an increasingly connected world. From digital strategy and performance marketing to websites, CRM, automation, and data-driven solutions, we bring multiple digital capabilities together under one partner.



OUR SERVICES



DIGITAL MARKETING

We develop and manage data-driven digital marketing strategies designed to increase visibility, generate qualified leads, acquire customers, and maximize marketing ROI.

Our capabilities include:

Performance Marketing
Social Media Marketing
Search Engine Marketing
Search Engine Optimization
Lead Generation
Content Strategy
Campaign Management
Marketing Analytics & Reporting

DIGITAL TRANSFORMATION

We help businesses modernize their digital presence and processes by connecting technology, people, data, and customer experiences.

Our solutions include:

Digital Transformation Strategy
Business Process Digitization
CRM Solutions
Marketing Automation
Customer Journey Optimization
Digital Workflow Solutions
System Integration
Technology Consulting



WEB & DIGITAL EXPERIENCE

We create professional digital experiences that transform visitors into customers and provide businesses with a strong, credible online presence.

Our services include:

- Corporate Websites
- Landing Pages
- E-Commerce Solutions
- Web Applications
- UI/UX Design
- Website Development
- Website Optimization
- Conversion Rate Optimization



Our solutions cover:

- CRM Implementation
- Lead Management
- Sales Pipeline Management
- Customer Data Management
- Marketing Automation
- Lead Scoring
- Customer Segmentation
- Performance Dashboards



DATA & ANALYTICS

Turn data into decisions.

We help organizations transform raw business and marketing data into meaningful insights that support better decision-making.

Our capabilities include:

- Marketing Analytics
- Business Intelligence
- Performance Dashboards
- Campaign Reporting
- Customer Analytics
- KPI Tracking
- Data Visualization
- ROI & Performance Analysis

We believe every digital activity should be measurable. Our analytics solutions give management teams the visibility they need to understand performance, identify opportunities, and continuously improve results.

Madinat Misr Digital Solutions is a technology and digital growth partner established in 2017, helping businesses across Egypt and the MENA region turn digital opportunities into measurable business results.

DIGITAL BRANDING & CONTENT

A strong digital presence starts with a strong brand.

We develop digital identities and content strategies that help businesses communicate consistently and effectively across every customer touchpoint.

Our services include:

- Brand Strategy
- Visual Identity
- Social Media Content
- Creative Campaigns
- Corporate Presentations
- Digital Advertising Creatives
- Video & Visual Content
- Content Strategy

Lead Generation

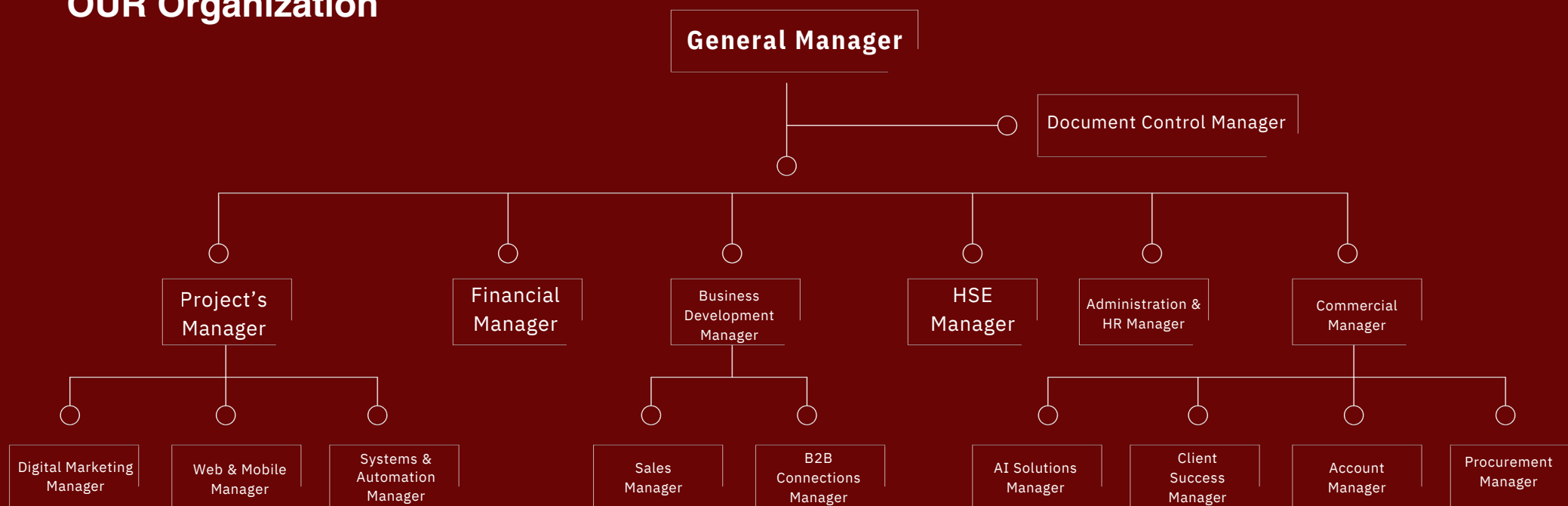
The AlmaGulf are specializing in the supply, installation and support of Data Networks, Wireless Networks, data centres and IP telephony. Also We offer CCTV, Access Control Systems and Fire Alarm Systems as well as Audio Visual Solutions.

OUR SKILLS

- Digital Strategy & Transformation
- Performance Marketing
- Lead Generation & Customer Acquisition
- Web & E-Commerce Development
- CRM & Marketing Automation
- Data Analytics & Business Intelligence
- Branding & Creative Services
- Social Media & Content
- UI/UX & Digital Experience
- Project & Account Management

OUR SERVICES

OUR Organization



OUR ORGANIZATION

At Madinat Misr Digital Solutions, we bring together a multidisciplinary team of marketing, technology, software, AI, and business development professionals dedicated to helping businesses grow, automate, and compete in the digital economy.

Our organization is structured around specialized departments that work together to deliver complete digital solutions — from strategy and customer acquisition to software development, automation, and AI-powered business solutions. Our team combines expertise in Digital Marketing, Web & Mobile Development, Systems & Automation, AI Solutions, Sales, B2B Business Development, Account Management, and Client Success to create integrated solutions tailored to each client's business objectives.

We believe that successful digital transformation requires more than individual services. It requires a connected ecosystem where strategy, technology, marketing, automation, and business development work together to generate measurable results.

At Madinat Misr, our goal is simple: to become a long-term digital partner for our clients — helping them acquire more customers, operate more efficiently, automate their processes, and build stronger digital businesses.



OUR CLIENTS



OUR CLIENTS



Our Partners



Tech Partners



OUR PROJECTS



B2B MATCHMAKING GLOBAL B2B EVENT ACQUISITION

Connecting buyers. Connecting sellers.
Creating business opportunities.



Medicalex Event 2017

Madinat Misr supported in marketing and acquisition activities, helping build awareness, attract relevant participants and support the successful delivery of the international matchmaking program.



BUILDING A CROSS-BORDER MEDICAL B2B NETWORK Abidjan, Côte d'Ivoire | 2017

B2B Matchmaking partnered with the Islamic Development Bank to facilitate business meetings between African companies and international suppliers across the medical sector. The mission brought together businesses operating in:

Medical Devices • Medical Equipment • Medical Tools • Medicines

Madinat Misr supported B2B Matchmaking's marketing and acquisition activities, helping build awareness, attract relevant participants and support the successful delivery of the international matchmaking program.

THE SCALE

19 African Countries

40 Exhibitors

35 International Buyers

800 B2B Meetings

\$80M Target Achieved

THE MARKETING CHALLENGE

The objective was to bring together the right businesses, not simply a large number of attendees. The campaign needed to support the attraction and engagement of companies across 19 African markets, creating the right environment for exhibitors and buyers to meet, connect and explore commercial opportunities.



MADINAT'S CONTRIBUTION

Audience & Market Research
Identifying relevant buyer and seller profiles across target markets.

Digital Marketing & Promotion
Building awareness and communicating the value of the matchmaking opportunity.

Participant Acquisition
Supporting the process of attracting relevant companies and decision-makers.

Event Communication
Keeping participants informed and engaged throughout the event journey.

Event & Media Support
Supporting the event experience and documenting the participation of buyers, sellers and business meetings.



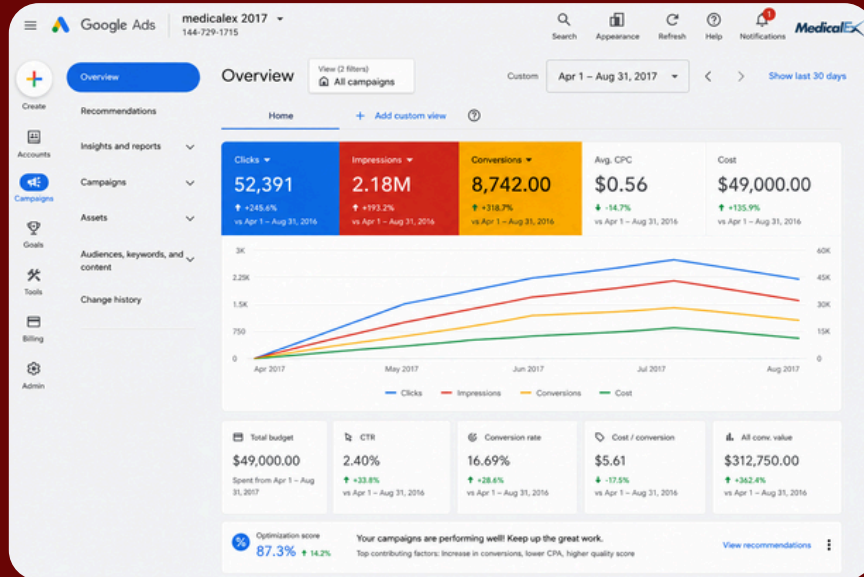
FROM MARKET REACH TO BUSINESS CONNECTIONS

Madinat's role was built around a simple objective:

GET THE RIGHT PEOPLE IN THE ROOM.

The result was an international B2B environment connecting 40 exhibitors with 35 buyers, resulting in 800 business meetings across the medical sector.

Campaigns Results



Ads Manager - Manage ads

adsmanger.facebook.com/adsmanger/manage/campaigns

MedicalEX

Search to filter by: name, ID or metrics

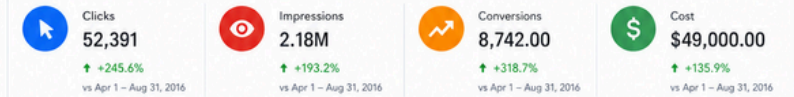
Columns Breakdown

Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost	Budget	Amount spent	Ends
On	1- Medical Buyers Lead Generation	Active	1,248 Leads	185,340	536,821	\$2.10 Per Lead	\$4,400.00 40%	\$4,382.17	Aug 31, 2017
On	2- Medical Buyers Website Views	Active	28,765 Landing Page Views	132,680	132,540	\$0.28 Per View	\$2,200.00 20%	\$2,184.73	Aug 31, 2017
On	3- Medical Exhibitors MENA Lead Generation	Active	854 Leads	98,750	224,310	\$2.32 Per Lead	\$2,200.00 20%	\$2,170.45	Aug 31, 2017
On	4- Medical Exhibitors MENA Website Booking	Active	312 Bookings	64,210	145,620	\$3.56 Per Booking	\$1,100.00 10%	\$1,086.33	Aug 31, 2017
On	5- Medicaalex Awareness Campaign	Active	— Reach	256,780	712,450	\$0.68 Per 1,000 People	\$1,100.00 10%	\$1,076.32	Aug 31, 2017
Results from 5 campaigns				— Multiple conversions	737,760 Total	1,931,741 Total	\$1.66 Per Action	\$11,000.00 Total	\$10,900.00 Total Spent

Showing 5 of 5 campaigns

MEDICALEX 2017 CAMPAIGN PERFORMANCE RESULTS

Apr 1 – Aug 31, 2017

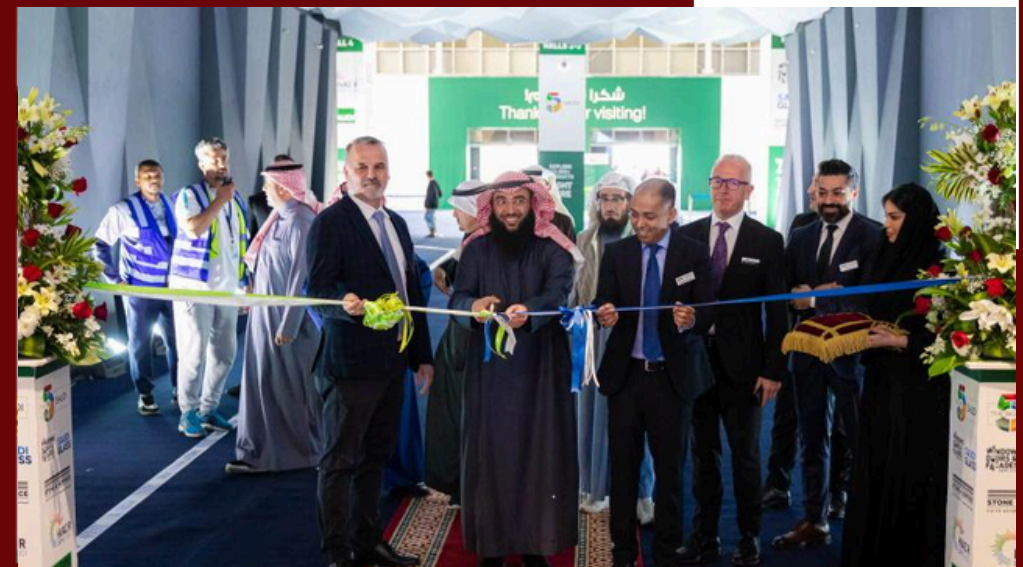


Campaign Performance Breakdown

Campaign	Clicks ↓	Impressions ↓	Conversions ↓	Avg. CPC ↓	Cost ↓	Conv. Value ↓
1 Medical Buyers Lead Generation	1,248	536,821	1,248.00	\$2.10	\$4,400.00	\$4,382.17
2 Medical Buyers Website Views	28,765	132,540	—	\$0.28	\$2,200.00	\$2,184.73
3 Medical Exhibitors MENA Lead Generation	854	224,310	854.00	\$2.32	\$2,200.00	\$2,170.45
4 Medical Exhibitors MENA Website Booking	312	145,620	312.00	\$3.56	\$1,100.00	\$1,086.33
5 Medicaalex Awareness Campaign	—	712,450	—	\$0.68	\$1,100.00	\$1,076.32
Total (5 Campaigns)	52,391	2,184,741	8,742.00	\$1.66 Per Action	\$11,000.00 Total	\$10,900.00 Total Value

OUR PROJECTS

Big 5 Construct Saudi 2023



COSTROL

Achivements

BUILDING A CROSS-BORDER MEDICAL B2B NETWORK

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Campaign Results

BIG 5 CONSTRUCTION CAMPAIGNS RESULTS COMPARISON

Performance Overview

**BIG 5 CONSTRUCTION
SAUDI ARABIA 2023**
Dec 5, 2022 – Feb 15, 2023

VS

MEDICALEX 2017
Apr 1 – Aug 31, 2017

Total Spend
\$514,490.00

Total Spend
\$49,000.00

PERFORMANCE OVERVIEW

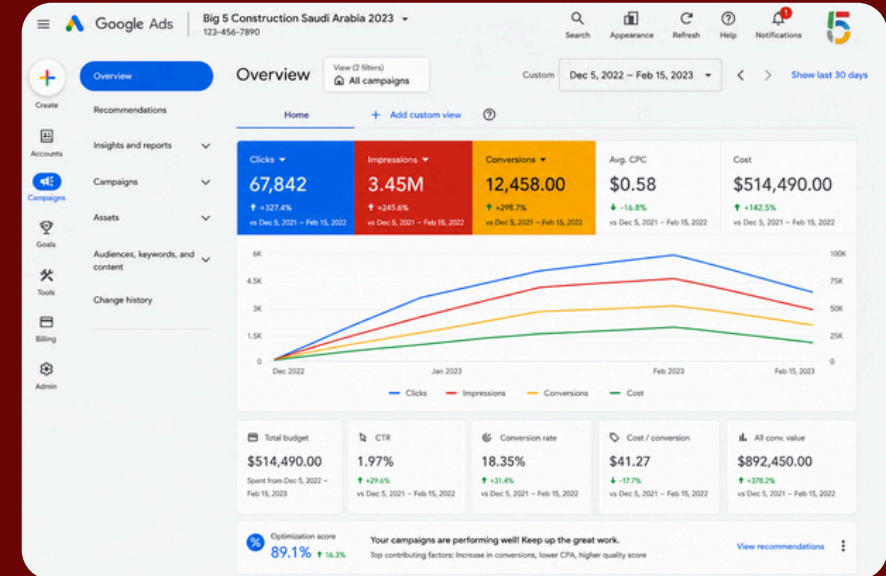
Big 5 Construction Saudi Arabia 2023	Metric	Medicalex 2017
67,842	Clicks	52,391
3.45M	Impressions	2.18M
12,458	Conversions	8,742
1.97%	CTR	2.40%
18.35%	Conversion Rate	16.69%
\$0.58	Avg. CPC	\$0.56
\$41.27	Cost / Conversion	\$5.61
\$892,450.00	All Conv. Value	\$312,750.00

CAMPAIGN SUMMARY

Big 5 Construction Saudi Arabia 2023	Medicalex 2017
5 Campaigns - Campaign Period: Dec 5, 2022 – Feb 15, 2023 - Total Spend: \$514,490.00	5 Campaigns - Campaign Period: Apr 1 – Aug 31, 2017 - Total Spend: \$49,000.00

KEY TAKEAWAYS

Big 5 Construction 2023 delivered **30% more conversions** with **10X higher budget** compared to Medicalex 2017.



Facebook Ads Manager - Manage ads

Big 5 Construction Saudi Arabia 2023
ID: 107459879375460

Opportunity score: 100

Updated just now

Review and publish

Search to filter by: name, ID or metrics

Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost	Budget	Amount spent	Ends
On	1- Big 5 Saudi Buyers form Lead Generation	Active	3,245 Leads	312,540	1,124,780	\$2.85 Per Lead	\$100,000.00 32.6%	\$100,022.45	Feb 15, 2023
On	2- Big 5 Saudi Exhibitor form Lead Generation	Active	1,872 Leads	198,720	745,630	\$3.21 Per Lead	\$75,000.00 24.4%	\$74,985.60	Feb 15, 2023
On	3- Mena Region Buyer Form Lead Generation	Active	2,104 Leads	256,300	968,450	\$2.98 Per Lead	\$70,000.00 22.8%	\$70,142.30	Feb 15, 2023
On	4- Mena Region Exhibitor Form Lead Generation	Active	1,356 Leads	164,250	612,340	\$3.37 Per Lead	\$40,000.00 13.0%	\$40,023.10	Feb 15, 2023
On	5- Big 5 Awareness Campaign 2023 Reach	Active	— Reach	587,650	2,125,780	\$0.63 Per 1,000 People	\$22,000.00 7.2%	\$21,826.55	Feb 15, 2023
Results from 5 campaigns				— Multiple conversions	1,519,460 People	\$2.10 Total	\$307,000.00 Total	\$307,000.00 Total Spent	

Showing 5 of 5 campaigns



NEBU GOLD V

Madinat Misr supported in marketing and acquisition activities, helping build awareness, attract relevant participants and support the successful delivery of the international matchmaking program between Buyers & Sellers.

OUR PROJECTS

NEBU GOLD V GLOBAL GOLD EVENT ACQUISITION

Nebu Expo for Gold & Jewelry (often referenced as NEBU) is Egypt and the region's premier international exhibition dedicated to the gold, jewelry, and precious metals industry.



OUR PROJECTS



Dafan Furniture

A Brand with 10 Branches & E-commerce

Categories: Chairs - Tables - Sofas

Lazy Chair - Hindi Furniture



Dafanfurniture.com

Dafan Furniture is a Saudi furniture brand specializing in high-quality home furniture and décor, combining elegant designs, functionality, and a touch of authentic style. The brand offers a wide range of products including dining tables, living room furniture, Arabic seating, TV units, chairs, consoles, Indian furniture, and decorative pieces. With multiple branches across Saudi Arabia and an online store, Dafan Furniture aims to provide customers with stylish, durable furniture and a convenient shopping experience.

Achivements

BUILDING A COMPLETE DIGITAL SALES ECOSYSTEM

Riyadh, Saudi Arabia | 2026

Dafan Furniture partnered with Madinat Misr Digital Solutions to manage and develop its online presence across multiple digital channels, transforming social media platforms and e-commerce into effective channels for customer engagement and lead generation.

THE CHALLENGE

The objective was to build a consistent digital presence for Dafan Furniture while turning social media attention into real business opportunities and potential customers.

The focus was on:

- Building a strong and consistent brand presence
- Managing multiple social media channels
- Creating engaging furniture-focused content
- Driving traffic to the online store
- Generating qualified leads
- Connecting social media activity with e-commerce

THE DIGITAL ECOSYSTEM

5 SOCIAL MEDIA CHANNELS

Facebook

Brand awareness & customer engagement

Instagram

Visual content & product showcasing

TikTok

Short-form video & audience growth

Snapchat

Reach & customer engagement

Salla Store

E-commerce & online sales



MADINAT'S CONTRIBUTION

Social Media Management

Managing Dafan's presence across Facebook, Instagram, TikTok and Snapchat.
Content Strategy

Developing content ideas and campaigns designed around products, brand positioning and customer interests.

Creative Production

Creating visual and video content suitable for each platform.

Community Management

Managing customer interactions, inquiries and engagement across social platforms.

Lead Generation

Turning digital engagement into potential customer inquiries and business leads.

E-Commerce Management

Supporting and managing the Dafan Salla Store as part of the digital sales ecosystem.

Performance Optimization

Monitoring digital performance and continuously improving content and campaigns based on audience response.



The challenge was not simply to post content.

It was to create a digital system where every platform had a role in the customer journey — from discovering Dafan Furniture for the first time, to engaging with the brand, visiting the online store, making an inquiry, and ultimately becoming a potential customer.

T

FROM DIGITAL PRESENCE TO DIGITAL BUSINESS.

Dafan Furniture's digital channels were positioned as an interconnected ecosystem designed to build the brand, engage customers, generate leads and support online sales.

الرياض

الحمراء.. شارع خالد ابن الوليد
الفيصلية ... شارع أسد السنة
أسواق بن دايل طريق الملك فهد
أسواق العويس العليا طريق الملك فهد

سكاكا

طريق الملك عبدالعزيز

خميس مشيط

طريق الملك خالد

جدة

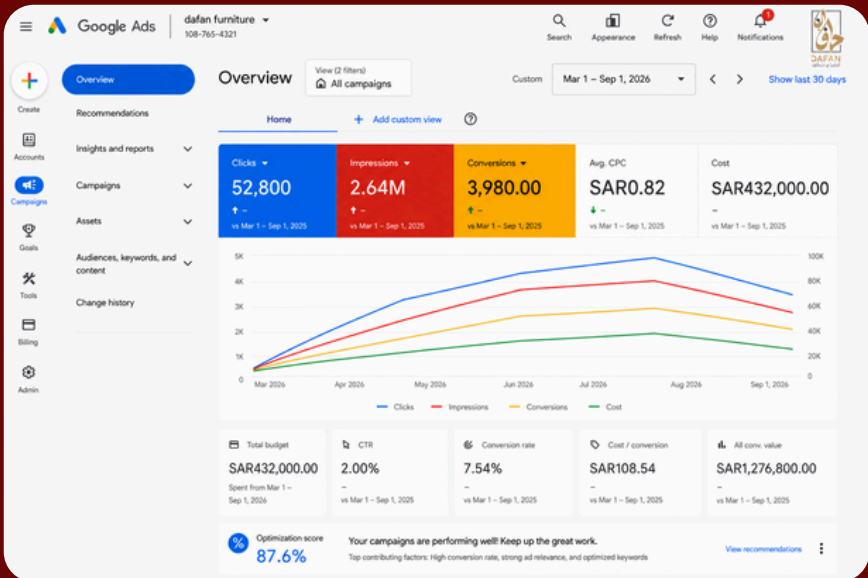
سوق عمرين التجاري

المدينة المنورة

طريق الأمير محمد بن سلمان
(طريق المطار سابقا)



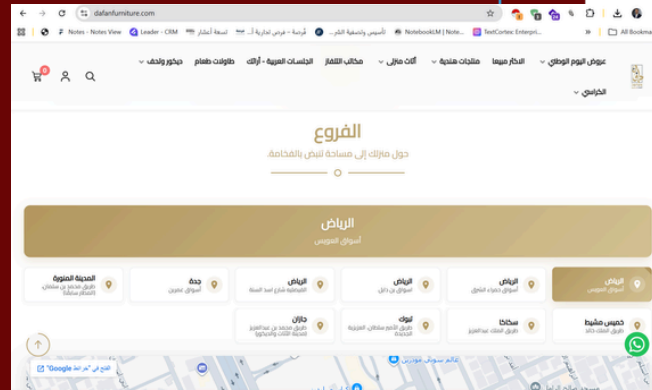
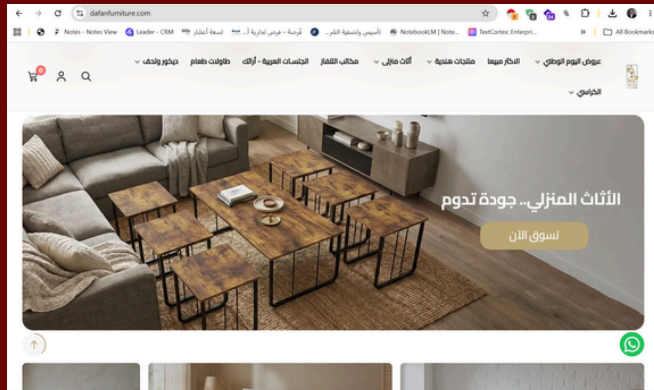
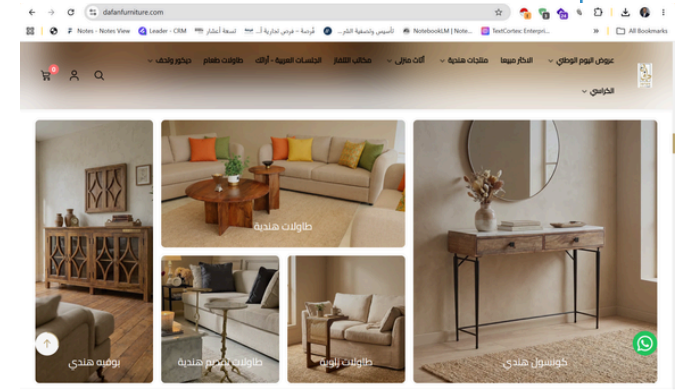
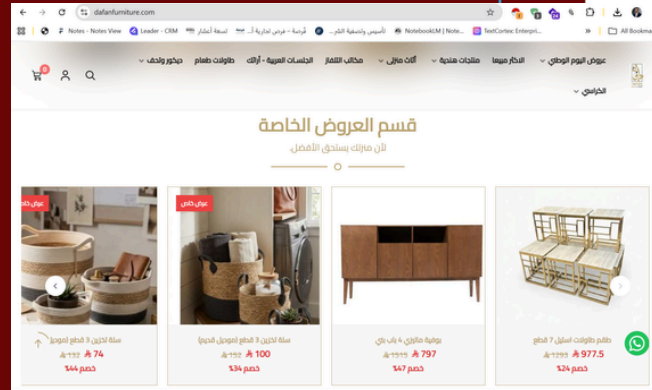
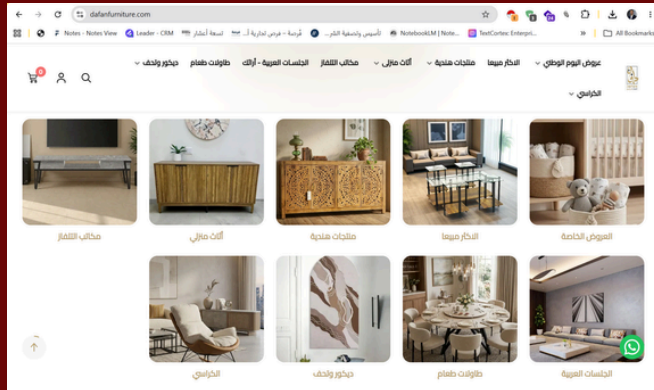
Campaign Results



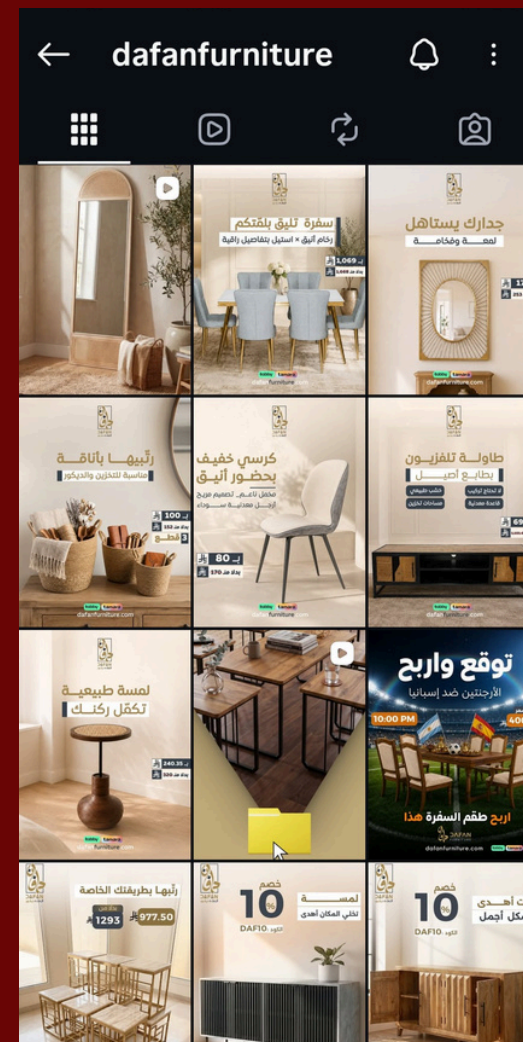
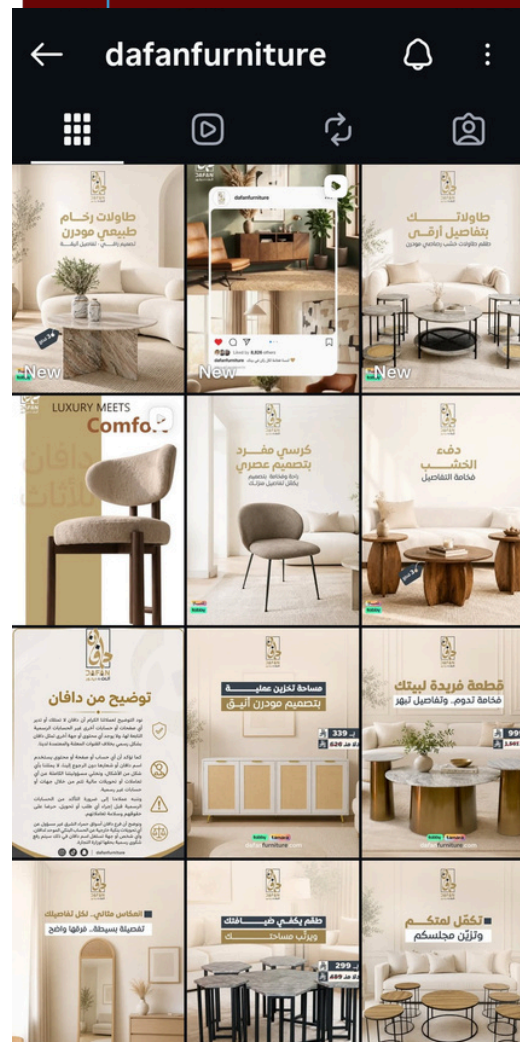
Ads Manager - Manage ads
dafan furniture ID: 108765432109876

Campaigns

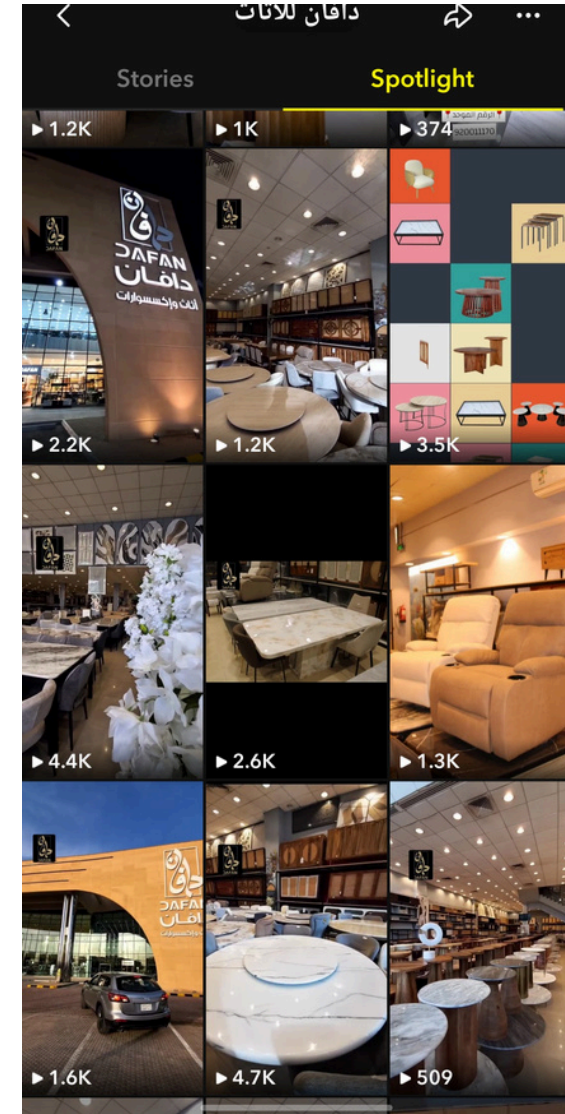
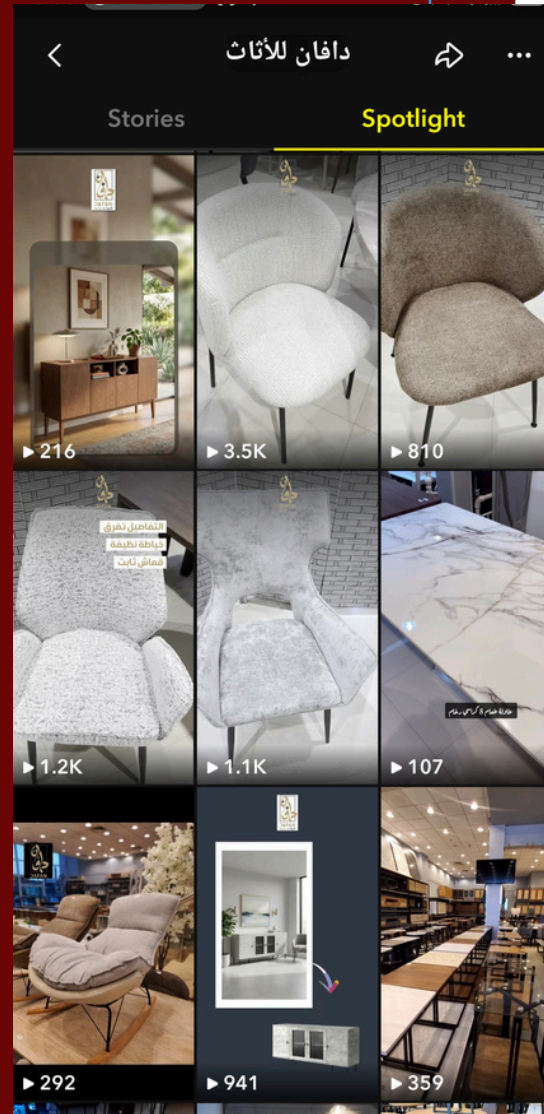
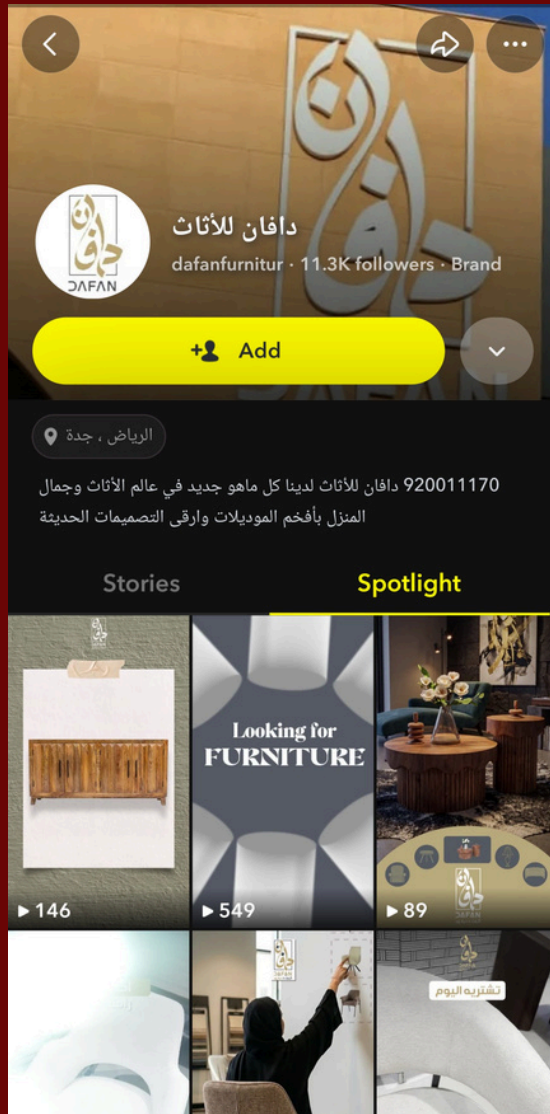
Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost	Budget	Amount spent	Ends
On	1- Riyadh - Sofa & Chairs Website Purchases	Active	215 Website Purchases	312,540	1,124,780	SAR 8.74 Per Purchase	SAR 54,000.00 16.7%	SAR 53,842.45	Sep 1, 2026
On	2- Dammam - Sofa & Chairs Website Purchases	Active	198 Website Purchases	298,710	1,045,320	SAR 9.82 Per Purchase	SAR 54,000.00 16.7%	SAR 53,654.20	Sep 1, 2026
On	3- Madinah - Sofa & Chairs Website Purchases	Active	187 Website Purchases	265,480	912,430	SAR 10.24 Per Purchase	SAR 54,000.00 16.7%	SAR 53,921.10	Sep 1, 2026
On	4- Jeddah - Lazy Chair & Hindi Website Purchases	Active	176 Website Purchases	245,670	832,140	SAR 11.36 Per Purchase	SAR 54,000.00 16.7%	SAR 53,776.60	Sep 1, 2026
On	5- Riyadh - Lazy Chair & Hindi Website Purchases	Active	168 Website Purchases	238,940	801,230	SAR 11.48 Per Purchase	SAR 54,000.00 16.7%	SAR 53,601.80	Sep 1, 2026
On	6- Dammam - Lazy Chair & Hindi Website Purchases	Active	158 Website Purchases	223,870	755,310	SAR 11.48 Per Purchase	SAR 54,000.00 16.7%	SAR 53,203.85	Sep 1, 2026
Results from 6 campaigns			1,102 Website Purchases	1,585,210 People	5,471,210 Total	SAR 10.57 Per Purchase	SAR 324,000.00 Total	SAR 321,999.60 Total Spent	



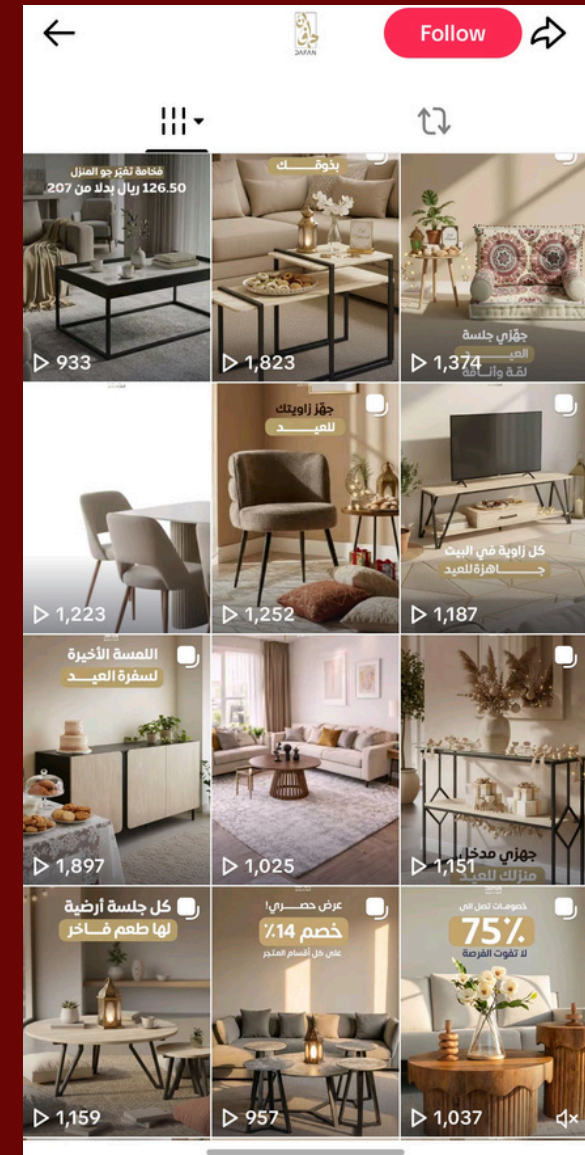
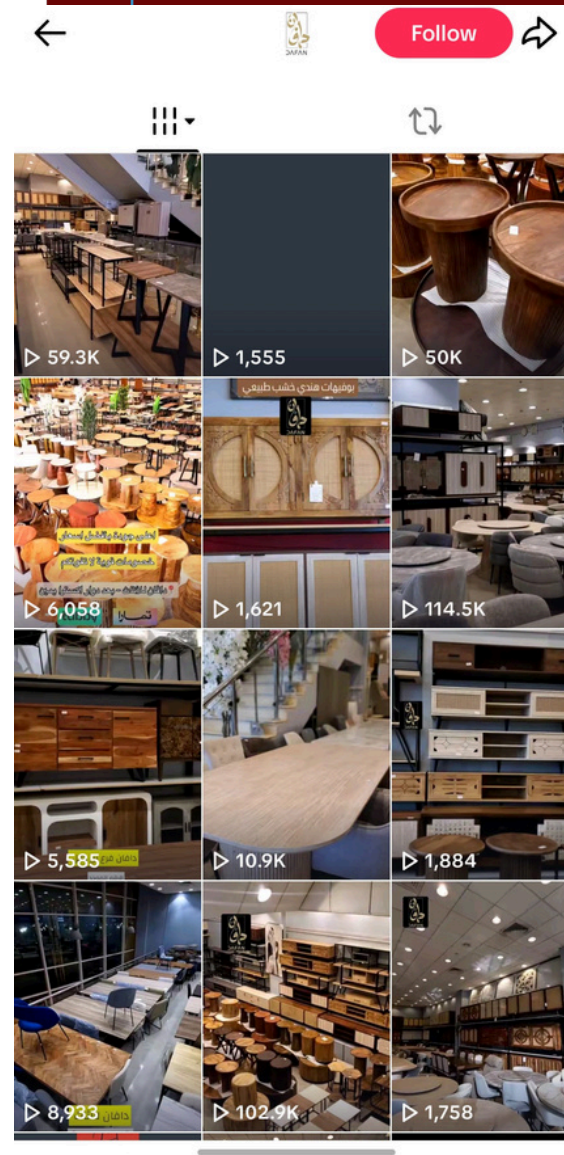
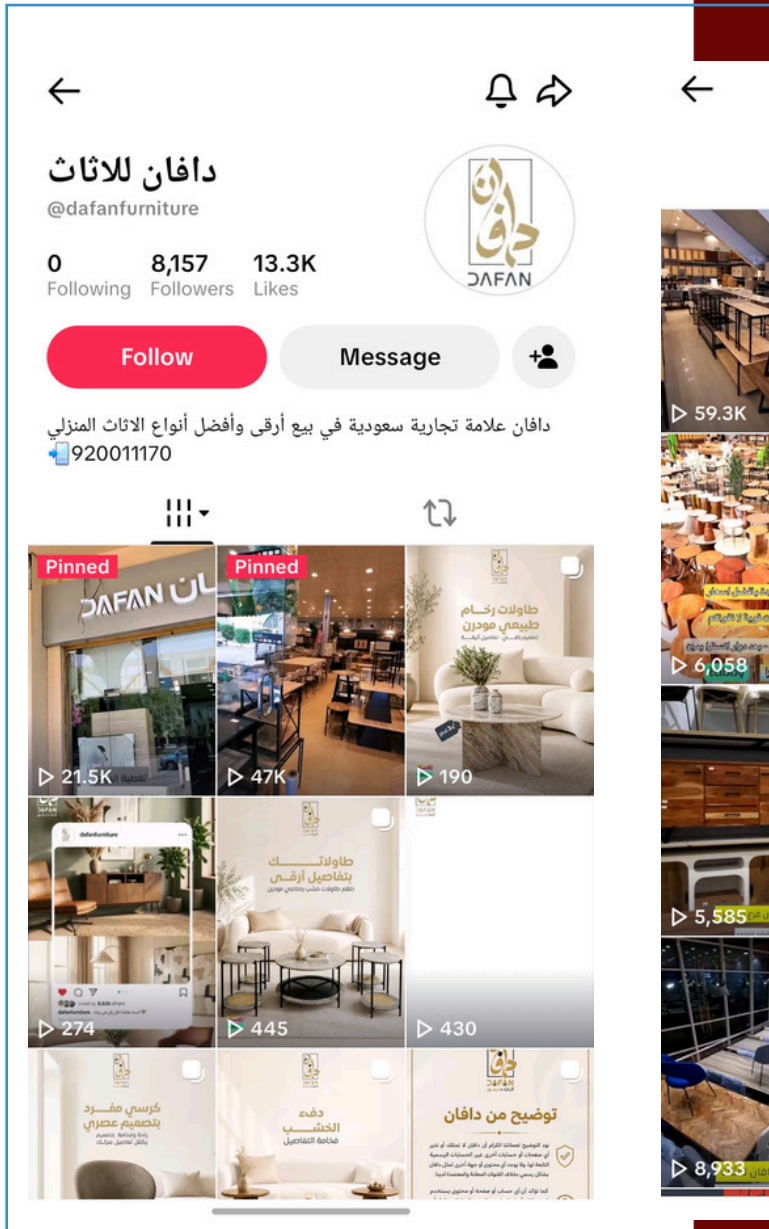
Socail Media



SnapChat



Socail Media



Spending Meta Ad Accounts: +1.2M\$

Al yabania realestate
8 active campaigns
7
+

Date
Status

Total amount spent
11,435,739 EGP

Spending limit

Opportunity score
90 points
8 recommendations

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment ⓘ

Al yabania realestate

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days)

AL YABANIA LEADS CAMPAIGN
EGP182.45 Cost per Lead (Form) **+28.9%**

See all cost alerts

Vero Clothes
8 active campaigns
7
+

Date
Status

Total amount spent
663,027 EGP

Spending limit

Opportunity score
90 points
8 recommendations

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment ⓘ

Vero Clothes

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days)

VERO LEADS CAMPAIGN
EGP55.28 Cost per Lead (Form) **+32.7%**

See all cost alerts

Solaris for Solar
8 active campaigns
7
+

Date
Status

Total amount spent
719,440 EGP

Spending limit

Opportunity score
90 points
8 recommendations

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment ⓘ

Solaris for Solar

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days)

SOLARIS LEADS CAMPAIGN
EGP68.35 Cost per Lead (Form) **+27.4%**

See all cost alerts

8 active campaigns

7
+

≡
Date ▾
Status ▾

Total amount spent

Spending limit >

1,302,098 EGP

Opportunity score >

90 points

8 recommendations •

+1 point
New
⋮

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment ⓘ

tima home

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days) ⋮

TIMA LEADS CAMPAIGN

EGP101.47 Cost per Lead (Form)

+26.8% >

See all cost alerts >

7

8 active campaigns

7
+

≡
Date ▾
Status ▾

Total amount spent

Spending limit >

480,331 SAR

Opportunity score >

90 points

8 recommendations •

+1 point
New
⋮

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment ⓘ

Raqmyat

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days) ⋮

RAQMYAT LEADS CAMPAIGN

SAR48.21 Cost per Lead (Form)

+29.8% >

See all cost alerts >

7

8 active campaigns

7
+

≡
Date ▾
Status ▾

Total amount spent

Spending limit >

805,037 SAR

Opportunity score >

90 points

8 recommendations •

+1 point
New
⋮

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment ⓘ

unique doors

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days) ⋮

UNIQUE DOORS LEADS CAMPAIGN

SAR67.42 Cost per Lead (Form)

+27.6% >

See all cost alerts >

7

Glowy Skin

Date
Status

Total amount spent
872,540 EGP

Spending limit

Opportunity score
90 points
8 recommendations

New

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment

Glowy Skin

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days)

GLOWY SKIN LEADS CAMPAIGN
+24.5%

EGP94.36 Cost per Lead (Form)

See all cost alerts

Big 5 Construction

Date
Status

Total amount spent
650,908 SAR

Spending limit

Opportunity score
90 points
8 recommendations

New

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment

Big 5 Construction

To apply, go to Ads Manager on your computer.

Cost per result alerts (last seven days)

BIG 5 CONSTRUCTION LEADS
+28.7%

SAR62.73 Cost per Lead (Form)

See all cost alerts

Dafan Furniture

Date
Status

Total amount spent
1,500,590 SAR

Spending limit

Opportunity score
90 points
8 recommendations

New

You could get 8% lower cost per result by optimising your Reels format

Potential outcome: **8% lower cost per result**

Based on our experiment

Dafan Furniture

To apply, go to Ads Manager on your computer.

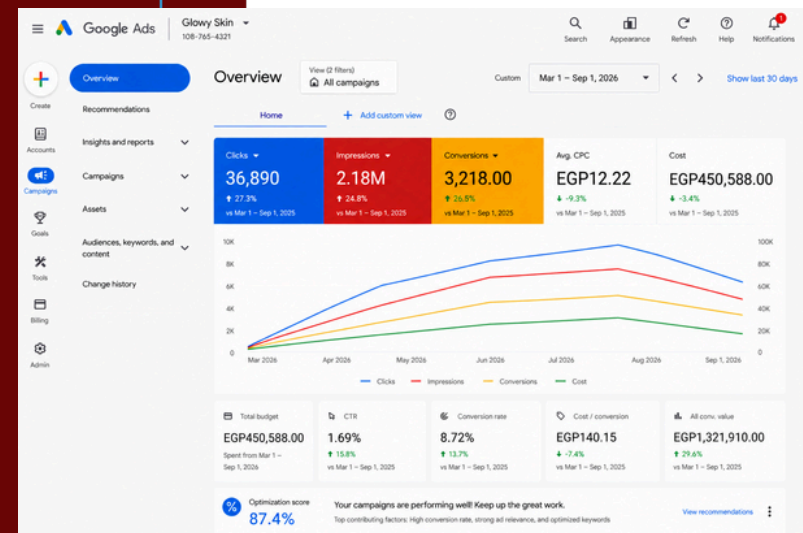
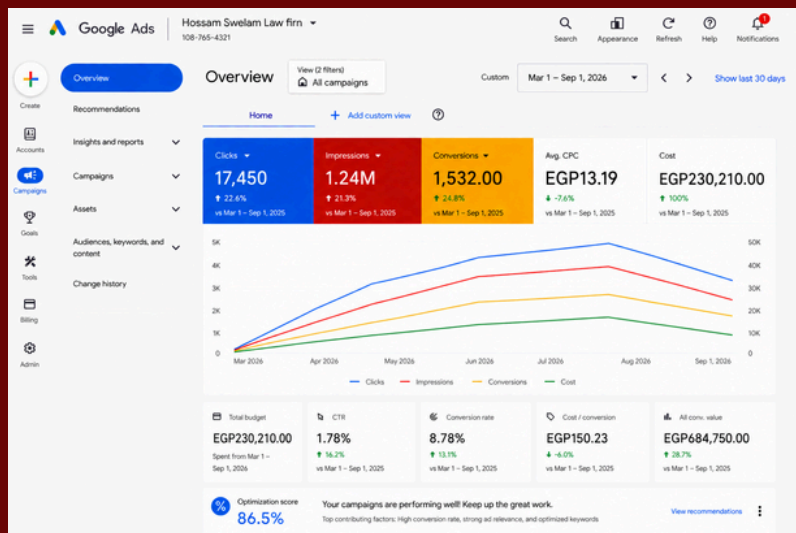
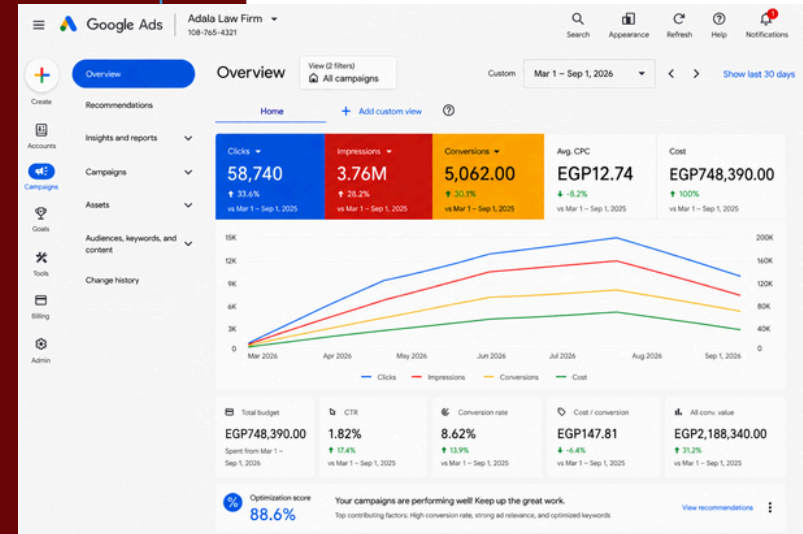
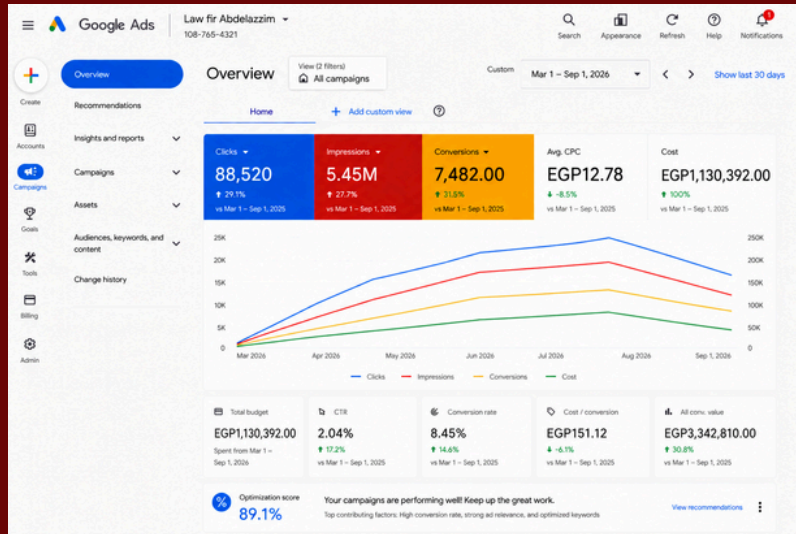
Cost per result alerts (last seven days)

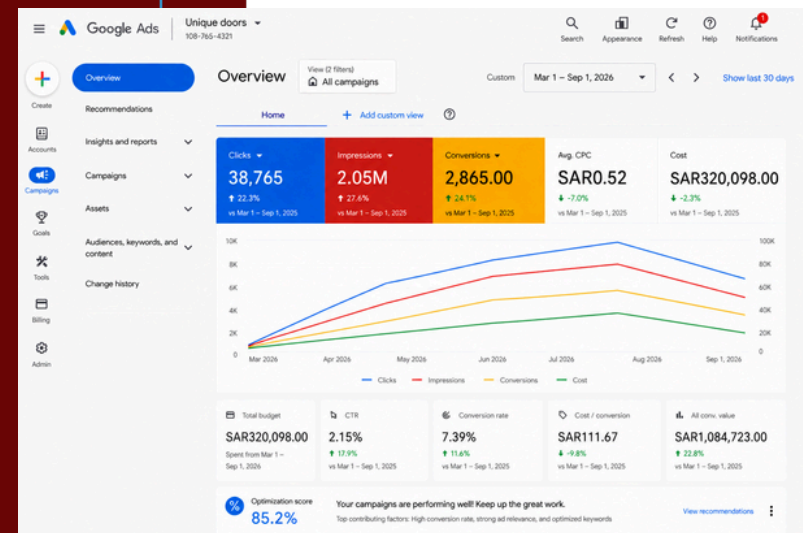
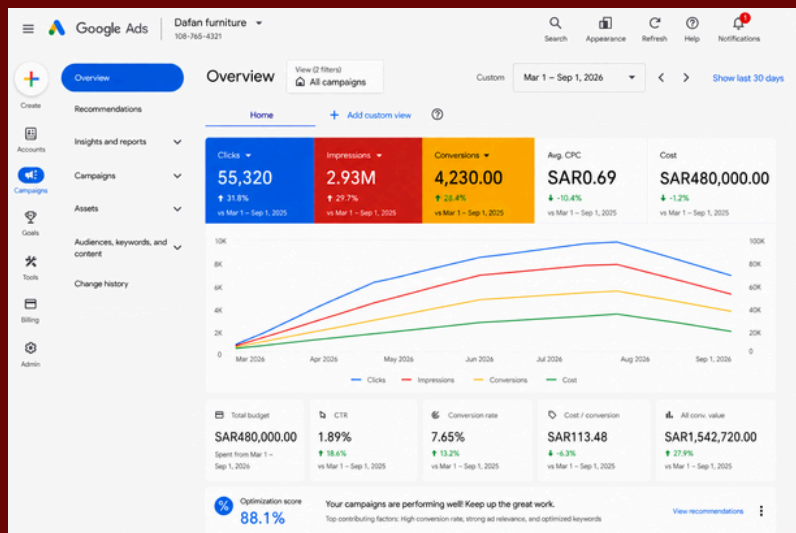
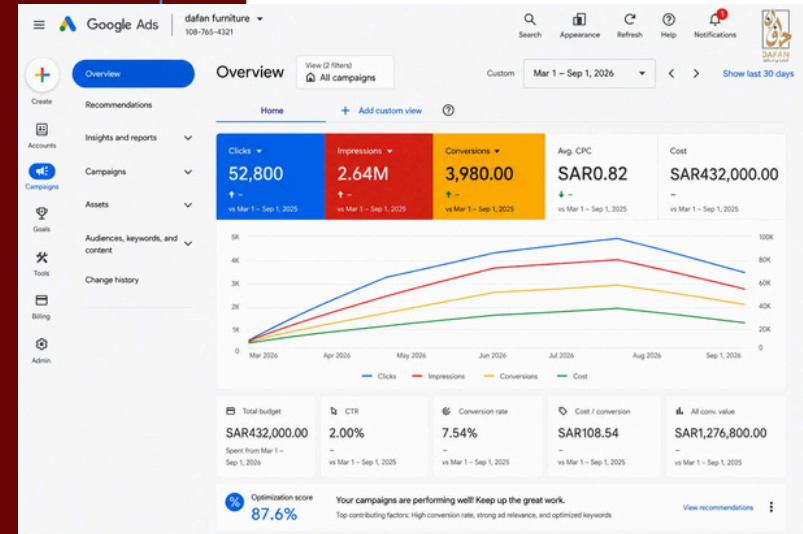
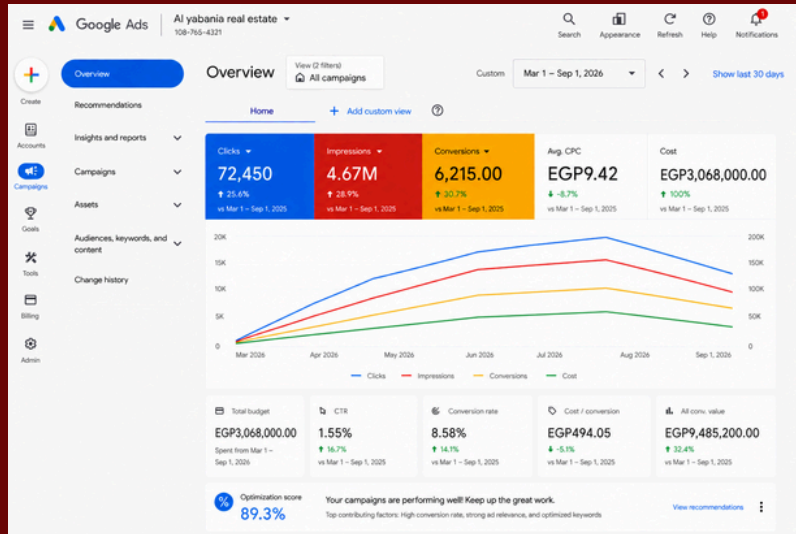
DAFAN LEADS CAMPAIGN
+31.4%

SAR74.18 Cost per Lead (Form)

See all cost alerts

Spending Google Ads Accounts: +860K\$







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