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**2025**

**PROPOSED BY:**  
[advantedge-eg.com](http://advantedge-eg.com)  
Mansoura, Egypt



2025

**Client:** BaladyTex

**Industry:** Textile & Home Linen Manufacturing

**Facebook:** [BaladyTex Facebook](#)

**Website:** [www.baladytex.com](#)

## The Challenge

“Started over 10 years ago as a promising manufacturer with a clear ambition to lead the textile market.”

## The Strategy

- Conducted market research to define modern, trend-driven product designs
- Built a competitive brand identity around affordability, elegance, and local pride
- Developed a scalable marketing plan based on Meta Ads and regional reseller partnerships
- Focused on positioning the brand for **domestic dominance and export readiness**

## Our Role

- Full business & marketing consultation
- Meta Ads for awareness, engagement & traffic
- Creative strategy for showcasing collections
- Coordination with local agents & digital performance tracking

## Results

- 2.1M Reach – Top-performing awareness campaign at only 3.47 EGP CPM
- 33.6K New Followers at 0.89 EGP / follower
- 575 Qualified Leads for expansion with agents
- 2,969 Conversations at just 3.59 EGP / message
- Export operations now live
- Recognized as a trusted and growing name in the Egyptian textile market



2025

العميل: بلدي تكس  
القطاع: صناعة وتجارة المفروشات والنسيج  
فيسبوك: [Balady Tex Facebook](#)  
الموقع: [www.baladytex.com](#)

## التحدي

بلدي تكس بدأت من الصفر منذ أكثر من 10 سنوات، دون وجود رقمي أو علامة تجارية معروفة.

## الاستراتيجية

- تحليل السوق لبناء تصميمات عصرية ومطلوبة
- بناء هوية تجارية ترتكز على الجودة والسعر المناسب والانتماء المحلي
- خطة تسويق تعتمد على الإعلانات الرقمية والتوسيع من خلال شبكة من الوكالء
- تمهيد الطريق للتصدير عبر بناء علامة تجارية قوية داخل مصر أولاً

## دورنا

- استشارات تسويقية كاملة
- حملات Meta لإشهار العلامة التجارية وزيادة التفاعل
- خطة محتوى لعرض التصميمات بشكل جذاب
- متابعة الأداء وربط النتائج بتوسيع قاعدة العملاء من خلال الوكالء

## النتائج

- 2.1 مليون شخص تم الوصول إليهم بتكلفة منخفضة 3.47 جنيه لكل 1000 ظهور
- 33.6 ألف متابع جديد بتكلفة 0.89 جنيه للمتابع
- 575 عميلاً محتملاً للوكالء والتوسيع
- بدأ التصدير رسمياً
- البراند أصبح واحداً من أكثر العلامات طلباً في السوق المصري

2025

Results	Reach ↓	Impressions	Cost per result
2,104,873 Reach	2,104,873	4,578,192	3.47.م.ج Per 1,000 People Re...
1,548,159 Reach	1,548,159	1,720,355	2.26.م.ج Per 1,000 People Re...
41,600 Estimated Ad Recall Lift ...	972,481	1,665,038	0.09.م.ج Estimated Ad Recall ...
354,364 Post engagements	942,500	3,978,398	0.06.م.ج Post Engagement
942,468 Reach	942,468	1,416,413	2.69.م.ج Per 1,000 People Re...
698,758 Post engagements	880,560	1,830,585	0.02.م.ج Post Engagement
331,624 Post engagements	801,769	1,985,139	0.07.م.ج Post Engagement
789,040 Reach	789,040	2,843,358	6.25.م.ج Per 1,000 People Re...
778,587 Reach	778,587	869,303	2.25.م.ج Per 1,000 People Re...
612,783 Post engagements	757,278	1,635,322	0.03.م.ج Post Engagement
25,103 Follows or likes	701,677	1,620,809	1.17.م.ج Follows or likes
406,531 Post engagements	686,758	1,097,207	0.04.م.ج Post Engagement
587,873 Reach	587,873	781,880	2.74.م.ج Per 1,000 People Re...
189,963 Post engagements	573,835	1,427,508	0.15.م.ج Post Engagement
33,694 Follows or likes	498,436	1,343,424	0.89.م.ج Follow or like
491,352 Reach	491,352	579,162	1.02.م.ج Per 1,000 People Re...

2025

Results	Reach ↓	Impressions	Cost per result
Reach	320,898	486,108	Per 1,000 People Re...
320,898 Reach	320,898	486,108	2.00.₪.₪ Per 1,000 People Re...
320,024 Reach	320,024	384,205	1.44.₪.₪ Per 1,000 People Re...
8,814 Follows or likes	287,066	653,776	1.34.₪.₪ Follows or likes
15,543 Follows or likes	281,882	596,898	0.75.₪.₪ Follow or like
72,617 Post engagements	277,893	1,002,328	0.09.₪.₪ Post Engagement
15,024 Follows or likes	267,312	560,223	0.55.₪.₪ Follow or like
253,368 Reach	253,368	374,473	4.33.₪.₪ Per 1,000 People Re...
239,666 Reach	239,666	370,642	4.58.₪.₪ Per 1,000 People Re...
13,877 Follows or likes	237,963	516,203	0.88.₪.₪ Follow or like
292 Event Responses	235,480	619,440	11.11.₪.₪ Event Responses
227,379 Reach	227,379	281,025	3.22.₪.₪ Per 1,000 People Re...
8,632 Instagram Profile Visits	224,125	1,582,065	2.37.₪.₪ Instagram Profile Vi...
221,487 Reach	221,487	223,781	1.35.₪.₪ Per 1,000 People Re...
210,082 Reach	210,082	222,644	1.43.₪.₪ Per 1,000 People Re...
575 On-Facebook Leads	196,578	536,765	38.86.₪.₪ On-Facebook Leads
56,514 Post engagements	178,263	1,546,962	0.18.₪.₪ Post Engagement



# 2025

On-Facebook Leads	150,370	350,700	On-Facebook Leads
56,514 Post engagements	178,263	1,546,962	0.18.م.ج Post Engagement
6,289 Follows or likes	177,111	295,994	1.13.م.ج Follows or likes
2,969 [2] Messaging conversations	175,468	528,994	3.59.م.ج [2] Messaging conversa...
13 Event Responses	173,459	287,795	48.47.م.ج Event Responses
9,342 Instagram Profile Visits	173,404	437,782	0.77.م.ج Instagram Profile Visit
135,121 Post engagements	168,378	210,895	0.01.م.ج Post Engagement
68,288 Post engagements	141,187	372,731	0.11.م.ج Post Engagement
72,169 2-Second Continuous Vi...	125,515	196,415	0.01.م.ج 2-Second Continuo...
11 Event Responses	116,603	203,779	31.06.م.ج Event Responses
111,046 Reach	111,046	116,634	2.08.م.ج Per 1,000 People Re...
14,622 Post engagements	104,967	167,116	0.20.م.ج Post Engagement
69,181 2-Second Continuous Vi...	99,394	144,016	0.02.م.ج 2-Second Continuo...
77,056 Reach	77,056	77,434	1.02.م.ج Per 1,000 People Re...
21,887 Post engagements	69,146	98,686	0.07.م.ج Post Engagement
2,108 Follows or likes	49,474	70,438	0.93.م.ج Follow or like
24,629 Post engagements	46,237	95,400	0.10.م.ج Post Engagement



2025

37 On-Facebook Leads	26,448	61,477	218.96.م.ج On-Facebook Leads
1,975 Follows or likes	24,671	41,965	0.68.م.ج Follow or like
2,335 Follows or likes	22,236	42,410	0.39.م.ج Follow or like
1,661 Follows or likes	21,296	37,546	0.65.م.ج Follow or like
2,149 Follows or likes	18,376	40,246	0.43.م.ج Follow or like
2,038 Follows or likes	16,643	34,587	0.45.م.ج Follow or like
1,712 Follows or likes	14,926	31,621	0.54.م.ج Follow or like
778 Follows or likes	13,609	18,424	0.60.م.ج Follow or like
2,113 Post engagements	12,365	15,378	0.13.م.ج Post Engagement
1,825 Follows or likes	12,305	26,448	0.50.م.ج Follow or like
1,116 Follows or likes	11,097	18,053	0.72.م.ج Follow or like
953 Follows or likes	10,245	16,881	0.71.م.ج Follow or like
818 Follows or likes	8,624	13,333	0.58.م.ج Follow or like
486 Instagram Profile Visits	8,426	10,987	0.63.م.ج Instagram Profile Visit
741 Follows or likes	7,465	11,632	0.51.م.ج Follow or like



2025

**Client:** Confidential

**Industry:** Online Retail (Multi-category)

**Market:** United Arab Emirates & Oman

## The Challenge

The brand had weak online presence and limited digital traction before we started. Despite a solid offline reputation, they were not generating significant results through online sales channels.

## The Strategy

- Professional store structure and optimization
- Catalog Ads and Dynamic Product Campaigns
- Reach + Video Views campaigns for awareness
- Messaging campaigns to drive conversion
- Sharp retargeting strategy based on user behavior and cart data

## Our Role

- Full digital ad strategy & execution (Meta + Pixel setup)
- Campaign segmentation by product category and season
- Retargeting, ad creatives, and funnel refinement
- Weekly optimization and performance tracking

## Results

- 2,617 Conversations at just \$5.29/message
- 2,459 Conversations at \$2.46/message
- 718 Add-to-Cart actions at \$0.57
- 612 Add-to-Cart actions at \$0.73
- Became the leading online brand in their niche in UAE & Oman within 6 months



# 2025

**العميل: سري (لأسباب خاصة)**  
**القطاع: بيع بالتجزئة عبر الإنترن特**  
**الأسواق: الإمارات العربية المتحدة وسلطنة عمان**

## التحدي

قبل التعاون، لم تكن للعلامة التجارية أي قوّة حقيقية على الإنترن特. ورغم وجودها في السوق، إلا أن المبيعات الرقمية كانت ضعيفة للغاية

## الاستراتيجية

- تحسين كامل للمتجر الإلكتروني من حيث التصميم والتجربة
- حملات كتالوج ديناميكية للمنتجات
- حملات توعية بالفيديو والوصول
- حملات رسائل مباشرة لزيادة التحويلات
- إعادة استهداف دقيق مبني على سلوك الزائر وبيانات سلة الشراء

## دورنا

- إعداد كامل للحملات والإعلانات عبر Meta
- التقسيم حسب الفئة والمنتج والموسم
- إعادة استهداف احترافي ومحفوظ تسويفي متعدد
- مراجعة أسبوعية وتحسين مستمر للحملات

## النتائج

- 2,617 محادثة بتكلفة \$ 5.29 لمحادثة
- 2,459 محادثة بتكلفة \$ 2.46
- 718 إضافة لسلة الشراء بتكلفة \$ 0.57
- 612 إضافة لسلة الشراء بتكلفة \$ 0.73
- أصبحت العلامة التجارية الأولى أونلاين في مجالها خلال 6 شهور فقط

2025

Results	Reach	Impressions	Cost per result	Engagement rate ranking
2,617 [2] Messaging conversa...	707,197	4,333,331	\$5.29 [2] Messaging conversa...	—
848,308 ThruPlays	1,099,631	11,226,636	\$0.01 ThruPlay	—
2,459 [2] Messaging conversa...	537,115	2,383,781	\$2.46 [2] Messaging conversa...	—
3,093,837 Reach	3,093,837	25,361,690	\$1.47 Per 1,000 People Re...	—
1,102 [2] Messaging conversa...	381,645	1,290,991	\$3.31 [2] Messaging conversa...	—
612 [2] Website Adds To Cart	54,921	147,023	\$0.73 [2] Website Add To Cart	—
718 [2] Website Adds To Cart	74,669	147,411	\$0.57 [2] Website Add To Cart	—
74 [2] Messaging conversa...	44,214	96,087	\$4.80 [2] Messaging conversa...	—
83 [2] Messaging conversa...	47,112	89,118	\$4.20 [2] Messaging conversa...	—
2,186 Instagram Profile Visits	72,221	89,646	\$0.11 Instagram Profile Visit	—



2025

**Client:** Banotex

**Industry:** Towel & Home Linen Manufacturing / E-commerce

**Facebook:** [Banotex Egypt](#)

**Website:** [eg.banotex.com](#)

## The Challenge

While Banotex was already recognized as a strong textile manufacturer, the goal was to transform its e-commerce channel into a high-performing sales engine.

## The Strategy

- Leveraged a large product range for catalog campaigns
- Implemented Meta's Conversion API to improve tracking
- Built dynamic retargeting funnels based on user behavior
- Focused on ROAS and purchase-driven creatives

## Our Role

- Managed and optimized Meta campaigns
- Designed creatives for performance (static + carousel)
- Setup tracking infrastructure and sales attribution
- Weekly testing and reporting for continuous improvement

## Results

- 3,032 Website Purchases at 45.5 EGP
- 1,733 Website Purchases at 66.11 EGP
- 870 Website Purchases at 67.5 EGP
- 391 Website Purchases at 51.82 EGP
- Banotex positioned itself as a top-performing e-commerce brand in home textiles in Egypt



# 2025

العميل: بانوتكس  
القطاع: تصنيع الفوط والمفروشات / التجارة الالكترونية  
فيسبوك: Banotex Egypt  
الموقع: eg.banotex.com

## التحدي

رغم شهرة بانوتكس في السوق كمصنع قوي، كان الهدف هو تحويل المتجر الالكتروني إلى مصدر بيع فعال ومستمر.

## الاستراتيجية

- تحليل السوق لبناء تصميمات عصرية ومطلوبة
- بناء هوية تجارية تركز على الجودة والسعر المناسب والانتماء المحلي
- خطة تسويق تعتمد على الإعلانات الرقمية والتوسيع من خلال شبكة من الوكالء
- تمهيد الطريق للتصدير عبر بناء علامة تجارية قوية داخل مصر أولاً

## دورنا

- إدارة الحملات وتحسين الأداء على Meta
- تصميم محتوى مرجي مؤثر (تصميمات ثابتة وكاروسيل)
- إعداد بنية التتبع وربط النتائج بالمبينات الفعلية
- مراجعة أسبوعية واختبارات لتحسين مستمر

## النتائج

- عملية شراء بتكلفة 45.5 جنيه للعملية
- عملية شراء بـ 66.11 جنيه
- 870 عملية شراء بـ 67.5 جنيه
- 391 عملية شراء بـ 51.82 جنيه
- أصبحت بانوتكس واحدة من أقوى العلامات التجارية في بيع المفروشات أونلاين في مصر

2025

Results	Reach	Impressions	Cost per result
3,032 [2] Website purchases	498,500	2,678,965	45.50.₪.ج [2] Website purchases
1,733 [2] Website purchases	373,967	1,450,817	66.11.₪.ج [2] Website purchases
15,372 [2] Messaging conversa...	350,635	1,245,316	4.09.₪.ج [2] Messaging conversa...
870 [2] Website purchases	180,842	631,864	67.50.₪.ج [2] Website purchases
6,567,487 Reach	6,567,487	21,486,685	5.86.₪.ج Per 1,000 People Re...
6,238,529 Reach	6,238,529	19,183,211	5.65.₪.ج Per 1,000 People Re...
4,284 [2] Messaging conversa...	139,883	382,380	8.14.₪.ج [2] Messaging conversa...
2,557 [2] Messaging conversa...	86,889	218,131	8.36.₪.ج [2] Messaging conversa...
391 [2] Website purchases	143,015	415,273	51.82.₪.ج [2] Website purchases
2,516 [2] Messaging conversa...	92,026	252,792	6.74.₪.ج [2] Messaging conversa...
31,376 Post engagements	393,261	847,622	0.45.₪.ج Post Engagement
1,961 [2]	117,357	312,416	3.85.₪.ج [2]



2025

**Client:** Ivan Illich Institute

**Industry:** Language & Training Center

**Location:** Dubai, UAE

**Platforms:** Instagram Ads – Google Ads

## The Challenge

The institute aimed to grow its student base across multiple training programs in a highly competitive education market, while maintaining cost-efficiency and high conversion rates.

## The Strategy

- Focused on Instagram Ads for brand visibility and engagement
- Used lead generation campaigns and messaging ads to capture interest
- Implemented Google Search campaigns for high-intent search queries
- Optimized conversion tracking and landing pages for better lead-to-enrollment flow

## Our Role

- Meta Ads (Leads + Messages) targeting local expats and residents
- Google Ads with keyword targeting for language & training courses
- Weekly analysis of CPL, CTR, and lead quality
- Coordination with client's sales team to enhance follow-up process

## Results

- 2,371 Facebook Leads at 43.18 AED per lead
- 1,348 Facebook Leads at 81.72 AED per lead
- 524 Conversations at 11.89 AED/message
- 355 Conversions via Google Ads at a CPC of 2.69 AED
- The institute achieved consistent growth in student enrollment



# 2025

العميل: معهد إيقان إيلتش  
القطاع: تدريب وتعليم لغات  
الموقع: دبي، الإمارات

المنصات المستخدمة: إعلانات إنستجرام - إعلانات جوجل

## التحدي

كان الهدف هو زيادة عدد المتدربين في ظل سوق تعليمي شديد التنافس، مع الحفاظ على تكلفة منخفضة لكل تسجيل وجودة عالية للعملاء المحتملين.

## الاستراتيجية

- التركيز على حملات إنستجرام لبناء الوعي والتفاعل
- حملات جمع بيانات العملاء (Leads) ورسائل مباشرة
- تنفيذ حملات جوجل للظهور عند البحث عن برامج تدريبية
- تحسين صفحات الهبوط وتتبع التدويلات

## دورنا

- تنفيذ حملات Meta تستهدف المغتربين والمقيمين
- إدارة حملات جوجل بكلمات مفتاحية مخصصة للدورات
- تحليل أسبوعي لتكلفة العميل ونسبة التدويل
- التنسيق مع فريق المبيعات لرفع معدلات التسجيل

## النتائج

- 2,371 عميل محتمل عبر فيسبوك بـ 43.18 درهم لكل عميل
- 1,348 عميل محتمل بـ 81.72 درهم
- 524 محادثة مباشرة بـ 11.89 درهم
- 355 تسجيلاً عبر جوجل بمتوسط تكلفة 2.69 درهم للنقرة
- نمو مستمر في عدد المسجلين وتحقيق أهداف المعهد السنوية

2025

Reach			Per 1,000 People Re...
14,518	56,630	109,376	0.15[↓] ThruPlay
ThruPlays			
7,208	7,208	7,208	2.61[↓] Per 1,000 People Re...
Reach			
4,268	137,037	623,378	0.05[↓] Link Click
Link clicks			
2,371	405,549	2,014,668	43.18[↓] On-Facebook Leads
On-Facebook Leads			
1,608	8,125	11,329	0.18[↓] Post Engagement
Post engagements			
1,348	483,152	1,929,170	81.72[↓] On-Facebook Leads
On-Facebook Leads			
708	8,671	13,975	0.24[↓] Post Engagement
Post engagements			
524 [2]	151,258	417,528	11.89[↓] [2] Messaging conversa...
Messaging conversations			
368	114,285	344,738	78.93[↓] On-Facebook Leads
On-Facebook Leads			
316	52,701	187,010	31.54[↓] On-Facebook Leads
On-Facebook Leads			
290 [2]	46,024	128,454	37.30[↓] [2] Messaging conversa...
Messaging conversations			
263	84,775	271,551	31.80[↓] On-Facebook Leads
On-Facebook Leads			





2025

**Client:** Confidential

**Industry:** Real Estate Development

**Locations:** New Administrative Capital – Delta – Cairo

**Platforms:** Meta Ads – Google Ads

## The Challenge

The developer aimed to attract serious buyers for multiple high-value real estate projects in different regions, including the competitive NAC market.

## The Strategy

- Designed custom lead generation campaigns for each project
- Used Meta lead forms + Google Search campaigns for buyer intent
- Implemented regional targeting with ad sets per location
- Retargeted warm audiences and optimized landing pages

## Our Role

- Meta ads setup and optimization
- Google Ads for search & branded keywords
- Performance reporting and lead tracking integration
- Weekly campaign optimization and A/B testing

## Results

- 695 Facebook Leads at 58.24 EGP/lead
- 518 Facebook Leads at 74.54 EGP/lead
- 103 Website Leads at 42.19 EGP/lead
- Over 1.5M Video Views (ThruPlays) at 0.04 EGP/view
- Generated consistent, cost-effective real estate leads from multiple governorates



# 2025

العميل: مطور عقاري  
القطاع: التطوير العقاري  
المناطق: العاصمة الإدارية الجديدة - الدلتا - القاهرة  
المنصات المستخدمة: Meta - Google

## التحدي

الهدف كان استهداف عملاء جادين لمشروعات عقارية مميزة في مناطق تنافسية، مع الحفاظ على تكلفة منخفضة لكل عميل محتمل.

## الاستراتيجية

- تنفيذ حملات Leads متخصصة لكل مشروع وموقع
- استخدام نماذج Google Meta للظهور في البحث
- تقسيم الجمهور حسب الموقع الجغرافي
- إعادة استهداف الزوار المهتمين وتحسين صفحات الهبوط

## دورنا

- إعداد الحملات وتحسينها على Meta
- حملات بحث Google بكلمات مفتاحية عقارية
- تقارير أداء أسبوعية وربط النتائج بالفريق البيعي
- تحسين مستمر للإعلانات وتصميم اختبارات A/B

## النتائج

- 695 عميل محتمل على فيسبوك بتكلفة 58.24 جنيه
- 518 عميل محتمل بـ 74.54 جنيه
- 103 عميل من موقع الويب بـ 42.19 جنيه
- أكثر من 1.5 مليون مشاهدة فيديو بـ 0.04 جنيه فقط للمشاهدة
- نجاح في جذب العملاء من محافظات متعددة وبتكلفة فعالة

2025

Results	Reach	Impressions	Cost per result
186 On-Facebook Leads	192,045	452,850	456.15.₪.ج On-Facebook Leads
1,565,892 ThruPlays	405,604	1,624,001	0.04.₪.ج ThruPlay
695 On-Facebook Leads	285,068	933,758	58.24.₪.ج On-Facebook Leads
518 On-Facebook Leads	340,407	1,116,166	74.54.₪.ج On-Facebook Leads
274,450 ThruPlays	125,563	292,080	0.04.₪.ج ThruPlay
92,921 ThruPlays	414,972	642,584	0.09.₪.ج ThruPlay
91 On-Facebook Leads	131,466	312,992	73.72.₪.ج On-Facebook Leads
72 On-Facebook Leads	110,516	223,829	69.33.₪.ج On-Facebook Leads
4,730 Estimated Ad Recall Lift ...	552,717	793,295	0.99.₪.ج Estimated Ad Recall ...
1,971,242 Reach	1,971,242	3,219,301	2.29.₪.ج Per 1,000 People Re...
4 On-Facebook Leads	8,684	12,488	1,087.83.₪.ج On-Facebook Leads
103 [2] Website Leads	17,841	26,258	42.19.₪.ج [2] Website Leads



2025

**Client:** Confidential (Top Real Estate Brokerage)

**Industry:** Real Estate Brokerage

**Location:** Egypt

**Platforms:** Google Ads – Meta Ads

## The Challenge

As one of the leading brokers in Egypt, the client needed digital campaigns that convert — with a focus on measurable results and high-quality leads for a variety of real estate projects.

## The Strategy

- Google Ads with high-performing keyword sets
- Conversion-focused ad copy and extensions
- Meta campaigns for lead generation & retargeting
- Continuous testing of creative, placement & messaging

## Our Role

- Full campaign setup and performance optimization
- Budget management with weekly ROI tracking
- Integration with CRM for lead qualification
- Detailed reporting to align with sales performance

## Results

- 13.3K Clicks via Google at 7.09 EGP CPC
- Total Spend: 94.2K EGP
- CTR: 6.18% (well above industry benchmark)
- Consistent lead flow and improved sales conversion for real estate listings



# 2025

## العميل: وسيط عقاري كبير القطاع: الوساطة العقارية الموقع: مصر المنصات المستخدمة: إعلانات جوجل - إعلانات ميتا

### التحدي

كونه أحد أكبر الوسطاء العقاريين في السوق المصري، كان الهدف تحقيق نتائج حقيقة من خلال الإعلانات الرقمية، مع التركيز على جودة العملاء المحتملين وتغطية مشاريع متعددة.

### الاستراتيجية

- حملات جوجل بكلمات مفتاحية دقيقة ومؤثرة
- نصوص إعلانية مخصصة لزيادة نسب التدويل
- حملات Meta لتوسيع العملاء وإعادة الاستهداف
- اختبارات مستمرة للمحتوى والموقع والرسائل

### دورنا

- إعداد كامل للحملات وتحسين الأداء
- إدارة الميزانية وتتبع العائد على الاستثمار أسبوعياً
- ربط الحملات بأنظمة إدارة العملاء (CRM)
- تقارير تحليلية شاملة لربط النتائج بالمبادرات

### النتائج

- 13.3 ألف نقرة من جوجل بمتوسط 7.09 جنيه للنقرة
- إجمالي الإنفاق: 94.2 ألف جنيه
- نسبة النقر (CTR): 6.18% (أعلى من المعدلات المعتادة)
- تدفق مستمر للعملاء وتحسين في معدلات إغلاق الصفقات



2025





2025

# Other Long-Term Partnerships & Ongoing Clients

- At AdvantEdge, our commitment to results and strategic creativity isn't limited to a few case studies — we've also supported a wide network of factories, malls, and regional businesses over the years.
- These clients have trusted us for long-term content creation, ad campaign management, and business development planning — all with the same dedication, structure, and performance mindset that defines our core success stories.





2025

# Textile & Home Linen Factories

## Sigma – Textile Manufacturing

- **Industry:** Home Linen
- **The Challenge:** Needed ongoing creative support to remain competitive in a crowded market.
- **The Strategy:** We focused on consistent visual branding and seasonal content campaigns to align with product releases and national promotions.
- **Our Role:** Long-term content creation, product-focused campaigns, and Meta Ads planning.
- **Platforms Used:** Meta (Facebook & Instagram)

## Falcon – Towel Manufacturing

- **Industry:** Towels
- **The Challenge:** Build a stronger online presence and capitalize on product variety.
- **The Strategy:** Emphasized product diversity with rotating catalogs and used performance-focused Meta ads to promote high-demand towel collections.
- **Our Role:** Visual branding, retargeting, and creative campaigns.
- **Platforms Used:** Meta (Facebook & Instagram)

## El Tag – Textile & Towels

- **Industry:** Home Textiles
- **The Challenge:** Support local distribution with a modernized visual presence.
- **The Strategy:** Built a clean brand identity through bold visuals and storytelling that highlighted quality and local production pride.
- **Our Role:** Content creation, catalog setup, and ad strategy.
- **Platforms Used:** Meta (Facebook & Instagram)



2025

# Textile & Home Linen Factories

## El Talawy – Linen & Blanket Production

- **Industry:** Home Linen
- **The Challenge:** Increase customer engagement on social media.
- **The Strategy:** Created product-based reels, carousel content, and limited-offer campaigns tailored to each season and holiday.
- **Our Role:** Motion graphics, creative promotions, and retargeting.
- **Platforms Used:** Meta (Facebook & Instagram)

## Lotus Home – Home Textile

- **Industry:** Home Textiles
- **The Challenge:** Strengthen brand visibility and support seasonal sales.
- **The Strategy:** Weekly ad schedule based on new arrivals and home styling trends; integrated lead form ads for wholesale partnerships.
- **Our Role:** Content calendar, audience targeting, and media buying.
- **Platforms Used:** Meta (Facebook & Instagram)

## Al Masreya for Textiles

- **Industry:** Fabric & Towels
- **The Challenge:** Compete on quality and local production.
- **The Strategy:** Combined product quality messaging with social proof and regional targeting to highlight craftsmanship.
- **Our Role:** Visual strategy, awareness campaigns, and creative testing.
- **Platforms Used:** Meta (Facebook & Instagram)



2025

# Textile & Home Linen Factories

## Stars Towels – Towel Manufacturer

- **Industry:** Towels
- **The Challenge:** Scale digital presence to support B2C and B2B.
- **The Strategy:** Built two ad funnels (retail & wholesale) and used product benefit creatives for each audience.
- **Our Role:** Campaign structure, conversion-focused content.
- **Platforms Used:** Meta (Facebook & Instagram)

## Senior Slim – Textile Products

- **Industry:** Home Linen
- **The Challenge:** Build a consistent, stylish brand identity.
- **The Strategy:** Developed a design-based identity with weekly product-focused campaigns and storytelling visuals.
- **Our Role:** Branding design, ad campaign management.
- **Platforms Used:** Meta (Facebook & Instagram)

## El Hassan & El Hussein Towels

- **Industry:** Towels
- **The Challenge:** Differentiate through design and trust.
- **The Strategy:** Used authentic content from the factory and product use cases to increase relatability and loyalty.
- **Our Role:** Creative production, ad targeting.
- **Platforms Used:** Meta (Facebook & Instagram)



2025

# Textile & Home Linen Factories

## Tulip – Home Linen

- **Industry:** Home Textiles
- **The Challenge:** Launch products online with strong ROAS.
- **The Strategy:** Focused on purchase objective campaigns and aggressive retargeting to increase conversion.
- **Our Role:** Media buying, offer-based visuals.
- **Platforms Used:** Meta (Facebook & Instagram)

## Salma – Home Textile Brand

- **Industry:** Textile
- **The Challenge:** Maintain online consistency & sales rhythm.
- **The Strategy:** Tied content to customer usage moments (e.g., sleep comfort, kids' rooms) and used animated stories.
- **Our Role:** Visual storytelling and consistent paid promotion.
- **Platforms Used:** Meta (Facebook & Instagram)

## Gloria Lawendy

- **Industry:** Towels
- **The Challenge:** Connect with wholesale and B2B buyers digitally.
- **The Strategy:** Focused on business audiences with testimonial ads and region-specific targeting.
- **Our Role:** Lead gen creatives, cold audience expansion.
- **Platforms Used:** Meta (Facebook & Instagram)



2025



# Furniture & Lifestyle Malls

## Reda ElKelany Mall

- **Industry:** Furniture & Home Decor
- **The Challenge:** Drive foot traffic and awareness in a highly competitive furniture retail space.
- **The Strategy:** Focused on branding and awareness campaigns, using storytelling visuals and customer offers tied to seasons and events.
- **Our Role:** Content creation, media planning, and video content review.
- **Platforms Used:** Meta (Facebook & Instagram)

## Elasbany Mall

- **Industry:** Furniture Retail
- **The Challenge:** Increase visibility and highlight multi-brand offerings.
- **The Strategy:** Carousel ads showcasing brands inside the mall, paired with engagement-focused content.
- **Our Role:** Visual content, campaign rollout, and traffic targeting.
- **Platforms Used:** Meta (Facebook & Instagram)

## Amigo & Eldahan Mall

- **Industry:** Furniture Retail
- **The Challenge:** Position the mall as a one-stop destination for affordable luxury.
- **The Strategy:** Built brand trust through video reviews, influencer collaborations, and featured product ads.
- **Our Role:** Campaigns, video selection consulting, and ad creative planning.
- **Platforms Used:** Meta (Facebook & Instagram)



2025

# Textile & Home Linen Factories

## Istanbul Mall

- **Industry:** Furniture & Accessories
- **The Challenge:** Promote seasonal sales and new arrivals.
- **The Strategy:** Reels for store walkthroughs and dynamic catalog ads targeting engaged audiences.
- **Our Role:** Content scheduling, reel support, and offer promotion.
- **Platforms Used:** Meta (Facebook & Instagram)

## El Sherbiny Mall

- **Industry:** Furniture
- **The Challenge:** Differentiate from local competition and attract new visitors.
- **The Strategy:** Focused on exclusivity and bundle promotions across channels.
- **Our Role:** Strategy, performance ads, and creative design.
- **Platforms Used:** Meta (Facebook & Instagram)

## Dahab Model Mall

- **Industry:** Furniture Showroom
- **The Challenge:** Build brand awareness for a newly launched showroom.
- **The Strategy:** Mixed reach + message campaigns with localized targeting and video highlights.
- **Our Role:** Branding launch, ad management, content flow.
- **Platforms Used:** Meta (Facebook & Instagram)



2025

# Textile & Home Linen Factories

## Makawy Kingdom Mall

- **Industry:** Furniture
- **The Challenge:** Maintain customer engagement post-opening.
- **The Strategy:** Used remarketing campaigns and festive offer posts to maintain buzz.
- **Our Role:** Weekly promotions, content templates, media execution.
- **Platforms Used:** Meta (Facebook & Instagram)

## Royal House Mall

- **Industry:** Furniture & Home Stores
- **The Challenge:** Boost event-driven promotions and attract new tenants.
- **The Strategy:** Targeted video ad campaigns + catalog promotion and influencer reposting.
- **Our Role:** Visual support and performance strategy.
- **Platforms Used:** Meta (Facebook & Instagram)

## El Gawahra Mall

- **Industry:** Furniture & Decor
- **The Challenge:** Present the mall as an upscale lifestyle destination.
- **The Strategy:** Rebranded content visuals and ran awareness + engagement Meta ads for foot traffic.
- **Our Role:** Strategic branding, ad design, and messaging.
- **Platforms Used:** Meta (Facebook & Instagram)



# Textile & Home Linen Factories

2025

## Slim Mall

- **Industry:** Furniture
- **The Challenge:** Increase discoverability and engagement on social media.
- **The Strategy:** Worked on campaign templates, animated carousels, and highlighted top brands inside the mall.
- **Our Role:** Content flow, promotions, and media activation.
- **Platforms Used:** Meta (Facebook & Instagram)



2025



# Cosmetics & Beauty Brands

## New Glow

- **Industry:** Cosmetics & Skincare
- **The Challenge:** Increase brand loyalty and convert social media presence into consistent sales.
- **The Strategy:** Retargeting-focused Meta ads
- **Our Role:** content direction, and customer conversion optimization.
- **Platforms Used:** Meta (Facebook & Instagram)

## Aphrodite – Beauty Brand

- **Industry:** Beauty & Personal Care
- **The Challenge:** Launch new product collections while building a memorable brand presence.
- **The Strategy:** Seasonal campaigns, visual storytelling with models, and conversion-based creatives.
- **Our Role:** Full campaign planning, design, and Meta management.
- **Platforms Used:** Meta (Facebook & Instagram)

## Vibes Clinic – Dermatology & Aesthetic Center

- **Industry:** Health & Beauty Clinics
- **The Challenge:** Promote aesthetic services in a competitive local market.
- **The Strategy:** Message-based campaigns, video content direction, and service-based lead magnets.
- **Our Role:** Content creation, Meta Ads, audience targeting.
- **Platforms Used:** Meta (Facebook & Instagram)



# Cosmetics & Beauty Brands

2025

## Eureka – Cosmetics Brand

- **Industry:** Beauty & Cosmetics
- **The Challenge:** Build a distinctive visual identity and generate high engagement across new and existing products.
- **The Strategy:** Focused on showcasing key SKUs through motion visuals and influencer reshares.
- **Our Role:** Creative direction, product promotion, Meta campaign management.
- **Platforms Used:** Meta (Facebook & Instagram)

## Lujain – Online Cosmetics Store (UAE)

- **Industry:** Beauty Retail
- **The Challenge:** Launch the brand into the UAE market with high-converting product campaigns.
- **The Strategy:** Setup of product catalogs, audience segmentation, and conversion campaigns optimized for beauty consumers.
- **Our Role:** Store optimization, Meta ads, product storytelling.
- **Platforms Used:** Meta (Facebook & Instagram)

## Vibes Clinic – Dermatology & Aesthetic Center

- **Industry:** Health & Beauty Clinics
- **The Challenge:** Promote aesthetic services in a competitive local market.
- **The Strategy:** Message-based campaigns, video content direction, and service-based lead magnets.
- **Our Role:** Content creation, Meta Ads, audience targeting.
- **Platforms Used:** Meta (Facebook & Instagram)



2025

# Real Estate Developers

## Tahawor Real Estate

- **Industry:** Real Estate
- **The Challenge:** Reach qualified real estate buyers in a highly competitive market.
- **The Strategy:** Google Ads for high-intent search terms + Meta lead generation and WhatsApp-based follow-up.
- **Our Role:** Google & Meta media buying, creative assets,
- **Platforms Used:** Google Ads, Meta (Facebook & Instagram)

## Awadallah Developments

- **Industry:** Real Estate Development
- **The Challenge:** Reach qualified real estate buyers in a highly competitive market.
- **The Strategy:** Region-specific ad sets, local landing pages, and offline activation planning.
- **Our Role:** Full ad funnel management across markets.
- **Platforms Used:** Meta (Facebook & Instagram)



# Retail & E-Commerce Stores

2025

## Multi-Category Retail Stores (KSA & Oman)

- **Industry:** E-Commerce / Lifestyle Retail
- **The Challenge:** Enter the digital market with no prior Meta presence and build regional dominance.
- **The Strategy:** Built end-to-end e-commerce funnel including catalog ads, video campaigns, and messaging for support.
- **Our Role:** Ads setup, product segmentation, and landing page alignment.
- **Platforms Used:** Meta (Facebook & Instagram)-google



2025

# Let's Talk About Your Business



Ready to grow?

- Book a free strategy call now
- Download the full program portfolio (PDF)

contact us

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