

Report March, April & May 2022

Reported by: Abdalrahman Shams

8-12 Mar 2022

Total paid: **\$161.92** CPR **\$0.08**

Total Reach: **80,353** persons

Total Impressions: **143,316** Impressions

Post Engagements: **2,042** Engagements

Locations: **Egypt, Saudi Arabia, Qatar, Kuwait & United Emirates**

\$200.00 Lifetime	7-day click or ...	2,042 Post Engagements	80,353	143,316	\$0.08 Per Post Engagement	\$161.92	Mar 12, 2022
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Performance overview

Post Engagements ⓘ
2,042

Per Post Engagement ⓘ
\$0.08

Amount spent ⓘ
\$161.92

Post Engagements



Customize metrics



Master Group
Sponsored · 🌐

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خطوات فاصلة لتحقيق حلمك
انتظرونا في معرض عاصمة الامل بنسخته الثالثة للتعرف على اخر
تطورات مشاريعنا و خطط الدفع و العروض التي صممت من أجلك.
انضم اليها بفندق الدوسيت ابتداءً من ١٠ مارس الى ١٢ مارس
Master_Group #The_power_of_deep_roots#
#The_City_New_Capital #New_capital



31 Mar - 4 Apr 2022

Total paid: **\$122.77** CPM **\$2.61**

Total Reach: **63,728** persons

Total Impressions: **76,691** Impressions

Messaging Conversations: **47** Messages

Locations: **Egypt, Saudi Arabia, Qatar, Kuwait & United Emirates**

47	63,728	76,691	\$2.61	\$122.77	Apr 4, 2022
Messaging Conversa...			Per Messaging Conv...		

Performance overview

Customize metrics

Messaging Conversations Started ⓘ

47

Per Messaging Conversation Started ⓘ

\$2.61

Amount spent ⓘ

\$122.77

Messaging Conversations Started



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بإذن بالحجز قبل انتهاء العرض #الزيرى تحميل في؛ أبريل القادم
(load %0). يعني هتسلم شتتك بصافي المساحة
للمزيد من التفاصيل الرجاء الاتصال على 16929
The #offer of 0% load will be finished on 4 March

Master_Group#
The_power_of_deep_roots#
The_City_New_Capital#
RealEstate#



MESSANGER
بإذن بالحجز قبل انتهاء
العرض ب؛ أبريل

Send message

17 May 2022 To 21 May 2022

From my analysis that 40% Discount on cash attracts clients more than other offers

Total paid: **\$572.32** Means **33.55\$** Per lead = **10,458.16 EGP**

Total paid Leads: **17** Leads (15 Gulf, 2 EG)

Total Reach: **101,116** persons

Total Impressions: **154,897** Impressions

Link Clicks: **2,371** Clicks

Total Organic Leads: **9** Leads (6 Gulf, 3 EG)

Location: **Egypt, Saudi Arabia, Qatar & United Emirates**

Paid Campaign: -

May 2022 Second version	— On-Facebook Lead	151	272	— Per On-Facebook Le...	\$1.95
May 2022	17 On-Facebook Leads	101,091	154,805	\$33.56 Per On-Facebook Le...	\$570.55

Performance overview

[Customize metrics](#)

On-Facebook Leads ⓘ

17

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Per On-Facebook Leads

\$33.55

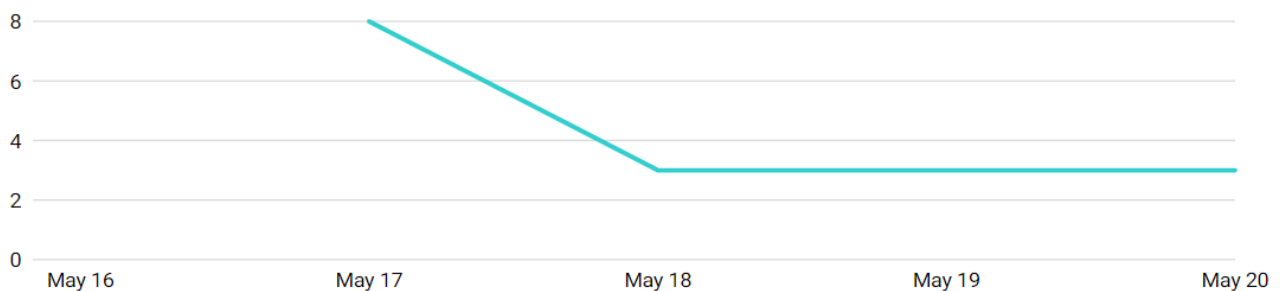
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Amount spent ⓘ

\$570.37

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On-Facebook Leads



Performance overview

[Customize metrics](#)

On-Facebook Leads ⓘ

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Per On-Facebook Leads

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Amount spent ⓘ

\$1.95

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On-Facebook Leads

Organic Campaign: -



Master Group
Real Estate Developer

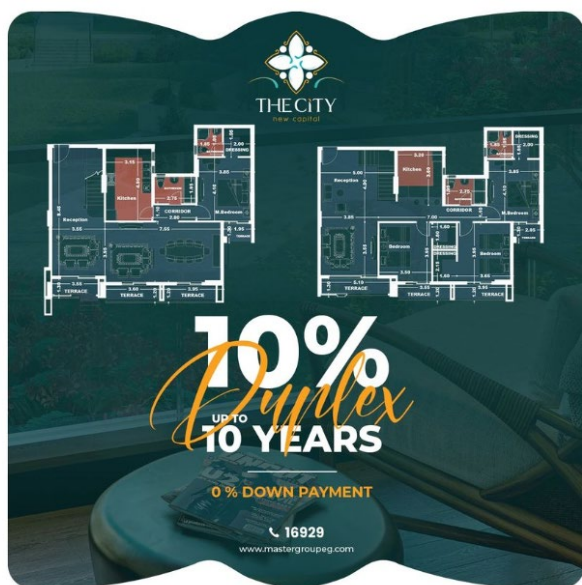
Send message

Master Group
Published by Shams Eldin · May 17 at 10:21 AM · 🌐

أقوي عرض شهر مايو بالعاصمة الإدارية الجديدة
إمتلك شقتك ب خصم 40 % لفته محدوده بكمبوند The City بالR7
لمزيد من المعلومات أضغط على Send message او اتصل على 16929

#Master_Group... See more

2,648 People reached	217 Engagements	↑ +1.5x higher Distribution score	Boost post
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Master Group
Real Estate Developer

Send message

Master Group
Published by Shams Eldin · May 17 at 10:20 AM · 🌐

أقوي عرض شهر مايو بالعاصمة الإدارية الجديدة
إمتلك شقتك بمقدم 0% و خصم 10 % بأنظمة سداد تصل ل10 سنوات بأقل دفعات سنوية
بكمبوند The City بالR7
لمزيد من المعلومات أضغط على Send message او اتصل على 16929

#Master_Group... See more

1,251 People reached	35 Engagements	↓ -1.4x lower Distribution score	Boost post
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Gulf Area: -

Performance overview

Customize metrics

On-Facebook Leads ⓘ

13

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Per On-Facebook Leads

\$30.52

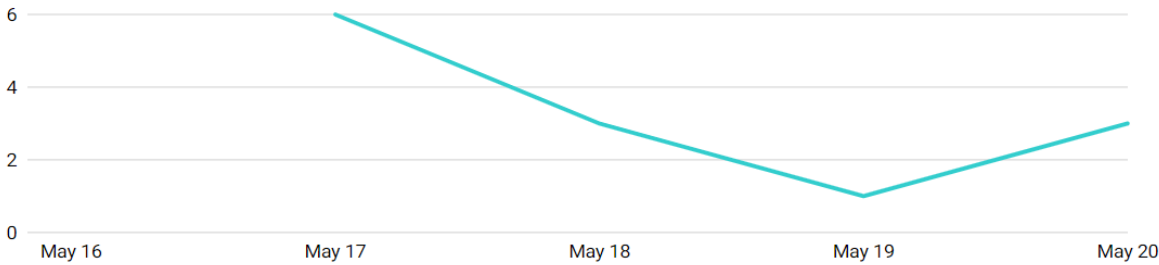
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Amount spent ⓘ

\$396.82

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On-Facebook Leads



Performance overview

Customize metrics

On-Facebook Leads ⓘ

2

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Per On-Facebook Leads

\$34.56

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
Amount spent ⓘ

\$69.12

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On-Facebook Leads



Ad	Results	Reach	Impressions	Cost per result
 AD 10% SA	3 On-Facebook Leads	24,232	33,956	\$38.81 Per On-Facebook Le...
 AD Duplex SA	6 On-Facebook Leads	27,264	33,467	\$22.63 Per On-Facebook Le...
 AD 40% SA	3 On-Facebook Leads	30,704	41,239	\$48.07 Per On-Facebook Le...
 AD Duplex Gulf	— On-Facebook Lead	7,202	7,793	— Per On-Facebook Le...
 AD 40% Gulf	1 On-Facebook Lead	4,930	5,429	\$18.18 Per On-Facebook Le...
 AD 10% Gulf	1 On-Facebook Lead	4,649	5,065	\$22.36 Per On-Facebook Le...
Results from 6 ads ⓘ	15 On-Facebook Leads	82,786 People	126,975 Total	\$31.06 Per On-Facebook Leads

Egypt Area: -

Performance overview

Customize metrics

On-Facebook Leads ⓘ

2

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Per On-Facebook Leads

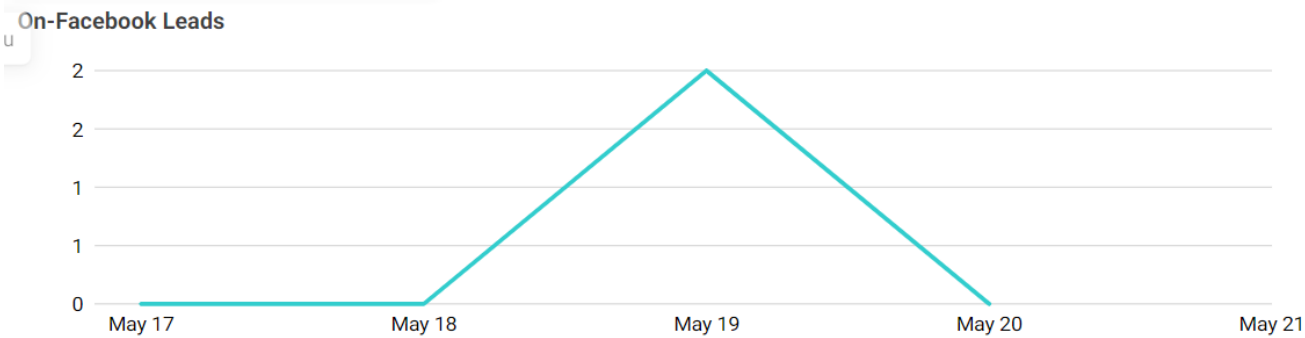
\$52.22




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Amount spent ⓘ

\$104.43

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Ad	Results	Reach	Impressions	Cost per result
 AD 40% EG	2 On-Facebook Leads	18,036	25,197	\$43.44 Per On-Facebook Le...
 AD 10% EG	— On-Facebook Lead	154	170	— Per On-Facebook Le...
 AD Duplex EG	— On-Facebook Lead	2,246	2,442	— Per On-Facebook Le...
Results from 3 ads ⓘ	2 On-Facebook Leads	19,917 People	27,820 Total	\$52.22 Per On-Facebook Leads