



Luxury Shoes & Bags-Yat 250

Table Of Content

- 01 INTRODUCTION
- 02 PRODUCT ANALYSIS
- 03 RESOURCES ANALYSIS
- 04 SWOT ANALYSIS
- 05 PEST ANALYSIS
- 06 CUSTOMER ANALYSIS
- 07 COMPETITOR ANALYSIS
- 08 OBJECTIVES
- 09 STRATEGY
- 10 CONTROL

Introduction

ROXI is an online page specializing in high-quality shoes and bags.

We offer an exclusive collection from top manufacturers in the USA, Turkey, and Egypt.

We focus on delivering premium craftsmanship and modern designs that cater to fashion-conscious customers across Egypt.

With a diverse range of products, we aim to meet the style preferences of our clients while ensuring durability and comfort.

Our online platforms makes shopping convenient and accessible to people nationwide, ensuring a seamless shopping experience backed by reliable customer service and fast delivery.



Canvas Model



Business Model Canvas

Designed for:

Roxi

Designed by:

Roxi team

Date:

DD/MM/YYYY

Version:

X.Y

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
<p>Key Partners: Local manufacturers and suppliers (Egypt, Turkey, USA), local couriers, Facebook and Instagram for marketing and sales, payment partners (InstaPay, Vodafone Cash, Cash on Delivery). Key Resources: Product inventory, courier services, payment processing, and social media for customer engagement and sales. Key Activities: Manufacturing by suppliers, delivery by couriers, payment processing, and customer interaction/sales via Facebook and Instagram. Motivations for Partnerships: Cost optimization, risk reduction through reliable partners, and resource acquisition (customers via social media, logistics via couriers).</p>	<p>Key Activities: Sourcing quality bags and shoes, ensuring quality control, promoting via Facebook and Instagram, managing orders through DMs, handling local delivery, processing payments, engaging with customers, and generating revenue through sales and promotions.</p> <p>Key Resources: High-quality products, the Roxi brand, a team for suppliers and customer service, funds for inventory and ads, local couriers, and staff managing orders and payments via social media.</p>	<p>1. Value Delivered: Stylish, high-quality shoes and bags at affordable prices.</p> <p>2. Problem Solved: Access to durable, fashionable products without high costs.</p> <p>3. Product Bundles:</p> <ul style="list-style-type: none"> • Mid-Income: USA, Turkey, and Egypt products. • Low-Income: Affordable Egyptian-made items. <p>4. Customer Needs: Fashionable, affordable options with convenient online shopping.</p> <p>Key Characteristics:</p> <ul style="list-style-type: none"> • Design & Style: Trendy, modern products. • Price: Competitive for mid- and low-income. • Convenience: Easy online shopping and delivery. 	<p>1. Expected Relationship: Responsive support and engaging social media interaction.</p> <p>2. Established Relationship: Direct communication via Facebook and Instagram, with customer support and updates.</p> <p>3. Integration with Business Model: Social media boosts brand awareness and loyalty.</p> <p>4. Cost: Low-cost management through social media and occasional promotions.</p>	<p>1. Value Creation: We are creating value for women seeking stylish, affordable shoes and bags.</p> <p>2. Important Customers:</p> <ul style="list-style-type: none"> • Mid-Income Group: Looking for quality products from the USA and Turkey. • Low-Income Group: Seeking affordable options from Egypt. <p>3. Customer Base Type: Segmented market, focusing on mid and low-income groups.</p>
<p>Cost Structure: Key costs are product sourcing, local delivery, marketing on social media, and payment processing. Major expenses include inventory, courier services, and ads. Focus is on cost efficiency, using outsourcing and social platforms to reduce overhead.</p>	<p>Competitors:</p> <ol style="list-style-type: none"> 1. Hamdy Bags About: Based in Mansoura, Egypt, offering medium-quality bags at affordable prices. 2. Top Shoes About: Popular shoe retailer with a large following, offering a wide range of footwear. 3. ME Bags & Shoes About: Offers bags and shoes with a limited online presence and modest following. 	<p>Customer Willingness to Pay: Customers value stylish, durable bags and shoes, paying for both product and delivery via InstaPay, Vodafone Cash, or Cash on Delivery, with cash-on-delivery being preferred. Revenue Streams: Primarily from product sales at fixed prices, with increased revenue during promotions and sales events.</p>		

Product Analysis





Our Products





Beige/Black small purse

FEATURE	ADVANTAGE	BENEFITS
Compact Size	Lightweight and easy to carry.	Perfect for daily use, allowing you to carry essentials without the bulk.
Beige and Black Color	Neutral, versatile tone.	Matches with various outfits, adding elegance to both casual and formal looks.
Structured Form	Maintains its shape.	Keeps a neat, polished appearance throughout the day.
Secure clouser	Keeps belongings safe.	Peace of mind when commuting or running errands, knowing your items are secure.





Black back bag

FEATURE	ADVANTAGE	BENEFITS
Gold buckle	premium lock	Enhances sophistication while keeping the bag securely closed
Adjustable straps	Customizable fit	Provides comfort for long wear
Interior pockets	Organized space	Keeps belongings tidy and easily accessible
Black synthetic leather	Sleek and durable	Provides a luxurious look with long-lasting wear





Multicolor small purse

FEATURE	ADVANTAGE	BENEFITS
Compact Size	Lightweight and easy to carry	Perfect for daily use, allowing you to carry essentials without the bulk
Multicolor design	Versatile and playful	Easily matches a variety of outfits, offering a fun, fashionable accessory
Structured Form	Maintains its shape	Keeps a neat, polished appearance throughout the day
Water-resistant fabric	Protects against spills and rain	Keeps belongings safe and dry, even in unexpected weather.
Secure closure	Keeps belongings safe	Peace of mind when commuting or running errands, knowing your items are secure.





White sneakers

FEATURE	ADVANTAGE	BENEFITS	
White leather body	Clean and classic	Provides a versatile and timeless look that pairs with any outfit	
Gold/Silver/black accents	Luxurious touch	Elevates the sneaker's design, adding a premium feel and trendy flair	
Black detailing	Bold contrast	Enhances the overall aesthetic, making the sneaker more visually appealing	
Breathable inner lining	Keeps feet Comfortable	Ensures a fresh and comfortable experience throughout the day	
Slip-resistant sole	Added safety	Provides reliable grip, reducing the risk of slipping on various surfaces	

③

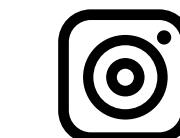
Resources Analysis





RESOURCES

LINKS



https://www.instagram.com/roxi_egyptstyle/



<https://www.facebook.com/roxiegypt>



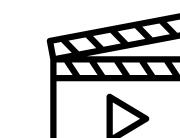
Ads Budget: 1000 EGP



Team members: Business Owner- Social Media Specialists - Media buyers



https://www.instagram.com/reel/CfdA2Z2lk0/?utm_source=ig_web_copy_link



https://www.instagram.com/reel/ChGgebojJG/?utm_source=ig_web_copy_link



Reviews



④

SWOT





1. Strengths:

- High-quality materials
- Competitive prices
- Lower prices than physical stores
- Positive customer feedback

2. Weaknesses:

- Low brand awareness due to inactivity
- Inactive social media presence
- Unclear return and exchange policies



3. Opportunities:

- Equipped with necessary tools
- Strong industry expertise
- Solid stock of products ready for sale

4. Threats:

- Long-time customers may lose trust due to changes in product quality.
- Efforts to explain changes may not prevent some customers from leaving.

⑤

Pest analysis





POLITICAL ANALYSIS

We source certain products from the USA and Turkey, and any geopolitical or trade disruptions between the countries may affect the availability of these items.

ECONOMIC ANALYSIS

Variations in currency exchange rates could result in price adjustments, potentially affecting the overall cost of our products.

SOCIAL ANALYSIS

There is also the possibility that consumers may become hesitant to purchase imported products if a brand involved in a boycott emerges.

⑥

Customer Analysis





people sometimes purchase on

- seasons and promotions back to school/university season
- holiday and holiday seasons such as Eid, New Year, and Mother's Day
- At normal times the purchase rate is lower but steady. customers often buy when needed



Who:

- Women aged 18-50
- Includes students, professionals, and homemakers

Where:

- City areas
- Shopping malls and local markets
- Online shopping sites

What:

- Shopping for shoes, bags, and clothing
- Browsing fashion content on social media
- Attending social events and gatherings
- Seeking recommendations from friends



Why:

- Want to stay stylish and follow trends
- Need affordable and practical items
- Prefer convenience in shopping

When:

- Shopping regularly throughout the week
- Increased activity during weekends and holidays
- Online shopping during sales events

7

Competitor Analysis



(1)



FACEBOOK/ INSTGRAM		HAMDY BAGS
LINK OF FACEBOOK		https://www.facebook.com/HamdyBags1960/
LINK OF INSTAGRAM		https://www.instagram.com/hamdybags.eg/?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==
FACEBOOK		Likes: 50k , Followers: 53k
INSTAGRAM		Followers: 5262
REVIEWS		No Online Reviews
ABOUT		Hamdy Bags, located in Mansoura, Egypt, offers a variety of medium-quality bags at affordable prices.

(1)



FACEBOOK	HAMDY BAGS
POSTING REGULAR OR NOT	Yes
NO. OF POSTS/WEEKS	7
AVERAGE LIKE/POST	15
AVERAGE COMMENTS/POST	10
AVERAGE SHARES / POST	1
ENGAGEMENT RATE	25 Per Post

(1)



FACEBOOK/ INSTGRAM	HAMDY BAGS
PAID POSTS OR NOT	No
TYPE OF CONTENT	Images
TONE OF VOICE	friendly and engaging
CALL TO ACTION	للطلبات فقط ارسل رساله على الصفحة تابعوا صفحتنا الجديده على انستجرام
COMMENTS REPLIES	Replies Private
DESIGN	Product-Centric Layout Branded Visuals
KEEP IDENTITY	Yes

(1)



FACEBOOK/ INSTGRAM

HAMDY BAGS

STORIES CONTENT

Picture Of Products

WHERE IN BUYER JOURNEY

On the Offline store

CONTACT THROUGH

Messanger / DMs

STRENGTH

Clear Call to Action
Regular Posting
Multiple Locations
Large Follower Base

WEAKNESS

Limited Content Variety
Repetitive Captions
Limited Product Range

(2)



FACEBOOK

LINK OF CHANNEL

TOP SHOES

[https://www.facebook.com/storetopshoes1?
mibextid=LQQJ4d](https://www.facebook.com/storetopshoes1?mibextid=LQQJ4d)

LIKES

817K

FOLLOWERS

839K

REVIEWS

الحقيقة اجمل من الصور والخامة اللهم بارك - الشوز
والشنطه اكتر من حلوين ومش اخر تعامل - الشوزات
تحفة واجمل من البراندات مليون مرة

ABOUT

نحن في - توب شوز - نعمل منذ يومنا الأول على
تقديم تجربة شراء فاخرة مرادفة للفخامة المطلقة
لنكون وجهتك النهاية للحصول على الأحذية
والحقائب الفاخرة وكان شعارنا الدائم عمالئنا
يستحقون الفضل

(2)



FACEBOOK	TOP SHOES
POSTING REGULAR OR NOT	Yes
NO. OF POSTS/WEEKS	23
AVERAGE LIKE/POST	229
AVERAGE COMMENTS/POST	58
AVERAGE SHARES / POST	1
ENGAGEMENT RATE	288

(2)



FACEBOOK	TOP SHOES
PAID POSTS OR NOT	paid posts
TYPE OF CONTENT	posts
TONE OF VOICE	Elegant and professional
CALL TO ACTION	NO call to action
COMMENTS REPLIES	" تم التواصل "
DESIGN	<ul style="list-style-type: none">• Clean and minimalistic layout
KEEP IDENTITY	Yes

(2)



FACEBOOK	TOP SHOES
STORIES CONTENT	No stories
WHERE IN BUYER JOURNEY	Customers can browse the collections on the page and Then visit the website to place an order
CONTACT THROUGH	Messanger
STRENGTH	Consistent brand identity and high-contrast images that effectively highlight details.
WEAKNESS	Focus on regular posts instead of diverse formats diminishes engagement, resulting in less appealing content.

(3)



FACEBOOK/INS TAGRAM

ME BAGS&SHOES

LINK OF FACEBOOK

[https://www.facebook.com/storetopshoes1?
mibextid=LQQJ4d](https://www.facebook.com/storetopshoes1?mibextid=LQQJ4d)

LINK OF INSTAGRAM

no instagram

LIKES

5.1k

FOLLOWERS

5.4k

REVIEWS

الخامة تحفه ماشاء الله اللهم بارك والله تسلم اديكم
حرفيا ومندوب التوصيل شخصية محترمة جدا

ABOUT

أقوى عروض الشنط والاحذية الحريمي بالعصافرة
M&E SHOP

(3)



FACEBOOK/INSTAGRAM

ME BAGS&SHOES

POSTING REGULAR OR NOT

no

NO. OF POSTS/WEEKS

3

AVERAGE LIKE/POST

25

AVERAGE COMMENTS/POST

20

AVERAGE SHARES / POST

7

ENGAGEMENT RATE

25%

(3)



FACEBOOK/ INSTAGRAM

ME BAGS&SHOES

PAID POSTS OR NOT

no

TYPE OF CONTENT

posts/videos

TONE OF VOICE

natural and friendly

CALL TO ACTION

visit us in our shop

COMMENTS REPLIES

"تم التواصل "

DESIGN

Clear and spectacular

KEEP IDENTITY

Yes

(3)



FACEBOOK/INSTAGRAM	ME BAGS&SHOES
STORIES CONTENT	No stories
WHERE IN BUYER JOURNEY	<ul style="list-style-type: none">customers check the products on the page so they can order online or go to the shop.
CONTACT THROUGH	whatsapp
STRENGTH	<ul style="list-style-type: none">they concentrate on the frugal products and they have a real place sell from it
WEAKNESS	<ul style="list-style-type: none">they dont have instagramthey dont post regular and there is no variety in content

⑧

objectives





SERVE
(ADD VALUE)

Objective: Improve customer satisfaction ratings by 15% within two months by providing timely responses and support through social media channels.

SIZZLE
(BRAND AWARENESS)

Objective: Enhance brand awareness and create a memorable brand experience.

SPEAK
(ENGAGE CUSTOMERS)

Objective: Build a community of loyal followers by increasing social media engagement by 20% within three months.



SELL **(GROW SALES)**

objective: increase online sales by 30%
orders after the Awareness stage next
three months

SAVE **(EFFICIENCY)**

Objective: Reduce marketing costs by 15% within five months through more efficient ad targeting and content strategies.

⑨

Strategy





Segmentation

Demographic

Based On Income:

► MID INCOME

► LOW INCOME



Targeting

► MID INCOME

Products: Shoes and bags from the USA, Turkey, and Egypt

► LOW INCOME

Products: Shoes and bags primarily from Egypt



Positioning

ROXI is a bags and footwear brand that offers stylish and affordable shoes and bags for individuals who seek fashion with practicality and affordable choices

because we source our products from high-quality manufacturers in the USA, Turkey, and Egypt, ensuring a balance of quality, comfort, and price.



Unique selling points

- HIGH QUALITY PRODUCTS
- STYLISH AND DURABLE
- VALUE FOR MONEY



Buyer Persona for Mid-Income Group



- **Name:** Sarah
- **Age:** 30
- **Location:** Cairo
- **Language:** Arabic, English
- **Gender:** Female
- **Social Status:** Single
- **Education:** Bachelor's in Marketing
- **Occupation:** Marketing Specialist
- **Income:** 10,000 EGP/month

Interests:

- Fashion
- social media
- travel

Obstacles:

- Limited shopping time
- online quality concerns

Motives to purchase products:

- Express personal style
- seek quality products

Online Behavior:

- Active on social media
- shops online
- reads reviews

Goals:

- Enhance style
- find fashionable items
- access diverse brands



Buyer Persona for Low-Income Group



- **Name:** Fatma
- **Age:** 25
- **Location:** Alexandria
- **Language:** Arabic, English
- **Gender:** Female
- **Social Status:** Married with one child
- **Education:** High school diploma
- **Occupation:** Sales Assistant
- **Income:** 5,000 EGP/month

Interests:

- Family activities
- Budget-friendly fashion
- Social media
- Cooking

Obstacles:

- Budget constraints
- limited transport

Motives to purchase products:

- Find stylish, affordable items
- support local brands

Online Behavior:

- Uses Facebook and Instagram
- shops for discounts
- seeks recommendations

Goals:

- Find durable products
- manage expenses

Tactics



Marketing mix



PRODUCT

- Shoes and bags from the USA, Turkey, and Egypt.
- Focus on style, comfort, and durability.

PRICE

- Mid-range for USA and Turkey.
- Affordable for Egyptian-made products.

PLACE

- Sales through Facebook and Instagram all over Egypt

PROMOTION

- Facebook and Instagram Ads.
- Run giveaways and contests to engage the audience.



CHANNELS USED:	<ul style="list-style-type: none">• Facebook and Instagram for engagement and sales.
TONE OF VOICE:	<ul style="list-style-type: none">• Friendly And Engaging
TYPE OF CONTENT:	<ul style="list-style-type: none">• Product photos and videos.• Customer testimonials.• Style tips and fashion advice.• Promotions and offers.
FREQUENCY:	<ul style="list-style-type: none">• Facebook: 4 posts per week.• Instagram: 4 posts per week.
TIME OF POSTING:	<ul style="list-style-type: none">• Focus on night and weekends.• Experiment with different times to find the best.

Actions





ITEM	WHO	START DATE	DEADLINE	STATUS	HOW MANY	COST	OBJECTIVE
CONTENT	AYA ENGY	30/9	4/10	FINISHED	4 POSTS / WEEK	0	BRAND AWARENESS ENGAGEMENT GROW FOLLOWER PROMOTIONS
SCHEDULE CONTENT	MENNA	4/10	9/10	FINISHED	4 POST / WEEK	0	BRAND AWARENESS ENGAGEMENT
ADS	REEM	5/10	10/10	FINISHED	1 / WEEK	1000	SALES
DESIGNS	AYA ENGY	30/9	4/10	FINISHED	5 DESIGNS / WEEK	0	BRAND AWARENESS ENGAGEMENT GROW FOLLOWER PROMOTIONS
VIDEOS	REEM JAMAL	30/9	4/10	FINISHED	2 VIDEOS/ WEEK	0	BRAND AWARENESS PROMOTIONS

Control



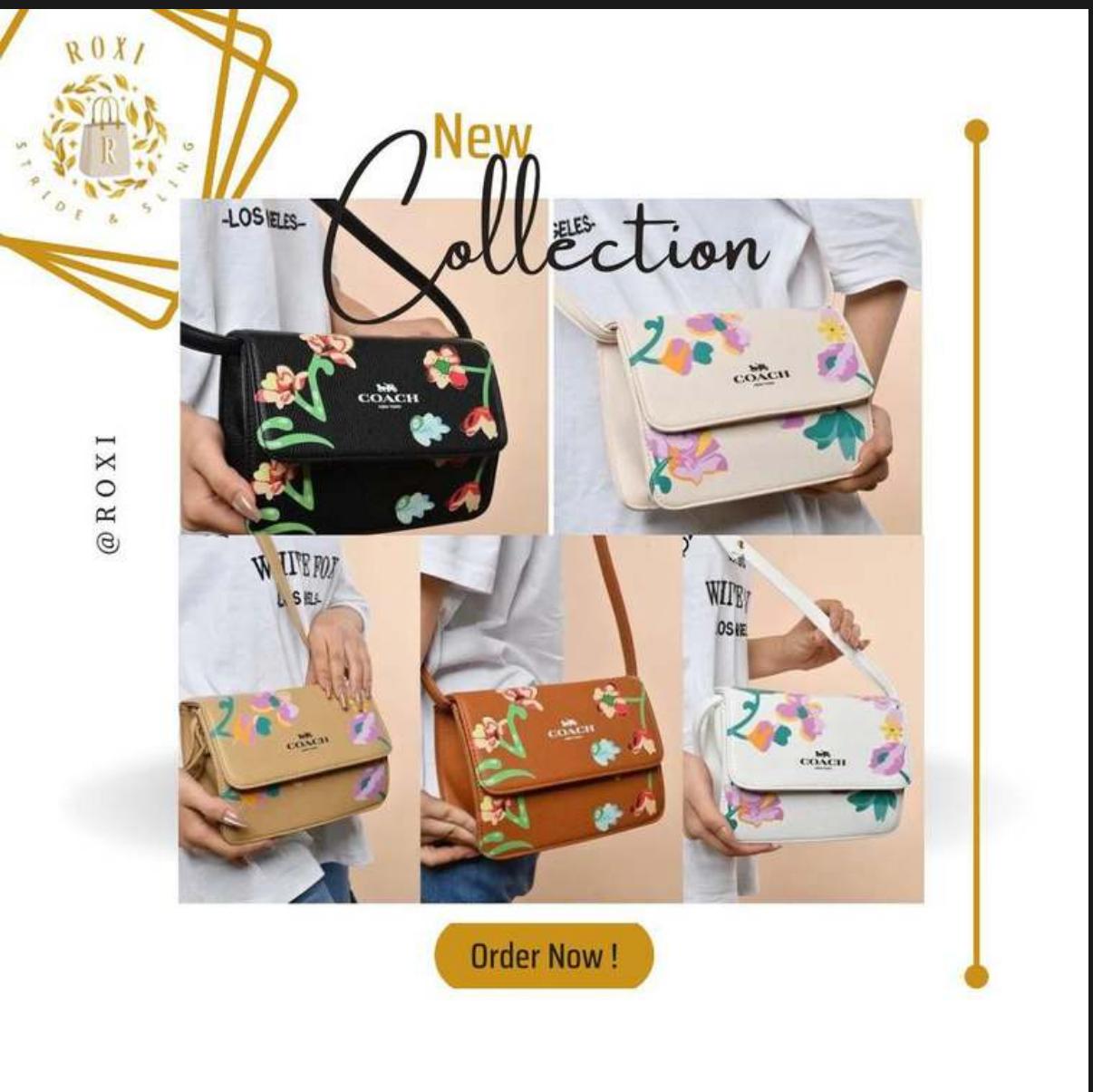


KPIs	<ul style="list-style-type: none">posts: impression, reach, likes, comments, shares, saves, frequency, CTRvideos, reels and stories: likes, comments, shares, saves, frequency, views, unique viewers, video completion rate, average watch time, drop off rate, retention rate
Measurement Tools	<ul style="list-style-type: none">Facebook Ads Manager and Instagram Insights: To monitor ad performance, including CTR and engagement metrics.
Review Timing	<ul style="list-style-type: none">Weekly Reviews: Monitor progress in posts, videos, reels, and story .Monthly Reviews: Assess improvements in conversion rates and overall sales.
Contingency Plan	<ul style="list-style-type: none">If the conversion rate doesn't improve after three months, we will consider revisiting the posts and content and user journeyIf the CPA is too high, we will review and optimize the ad targeting strategies or explore alternative advertising platforms.

Content



Awareness





ROXI
SAYFOL & VINTAGE

GORGEOUS
SHOES

SHOP NOW

@ROXI

A collage of white Adidas sneakers with gold stripes and accents, surrounded by decorative gold leaf illustrations.

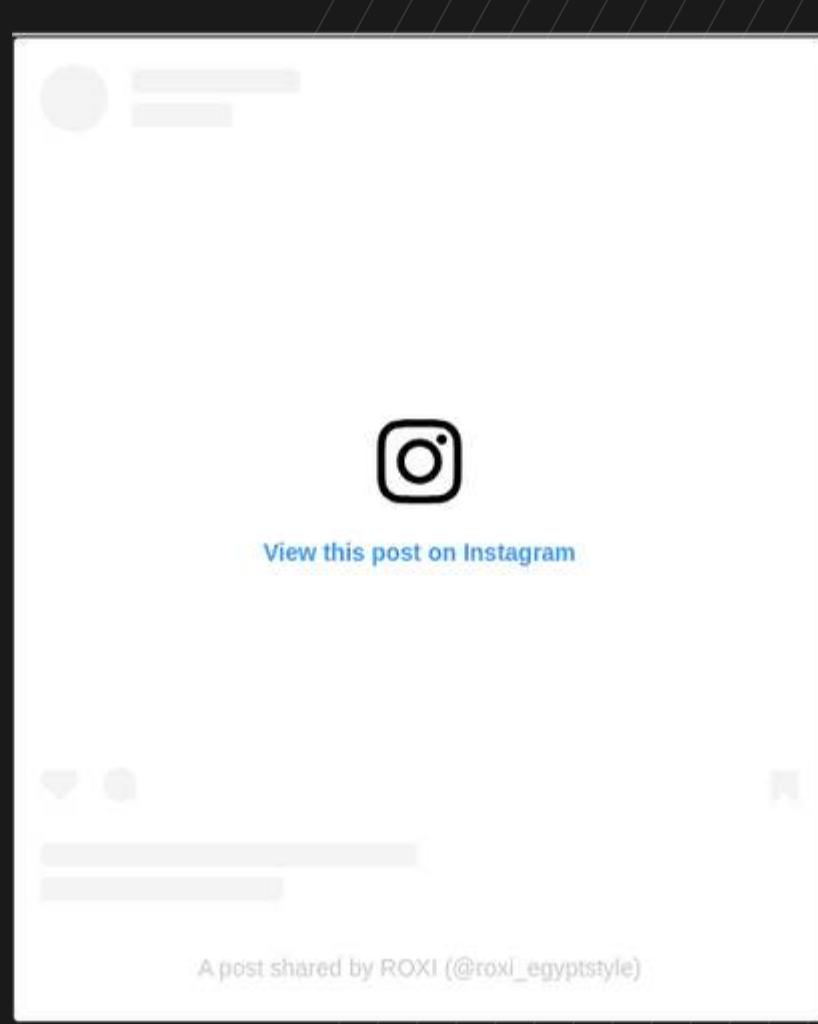
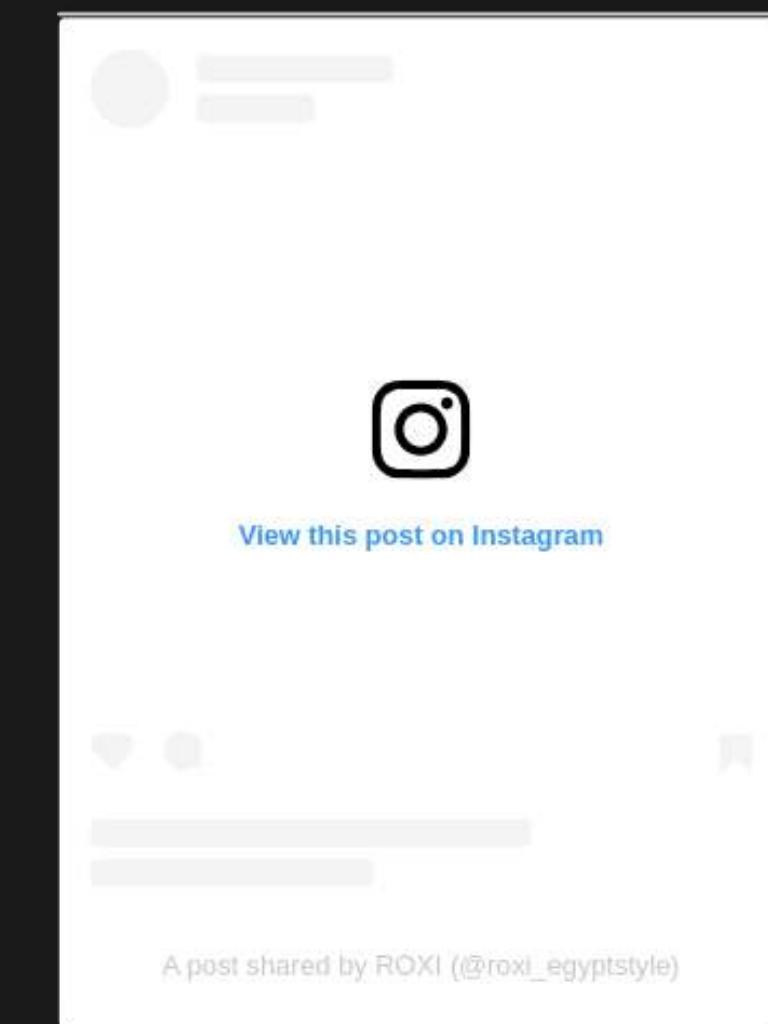
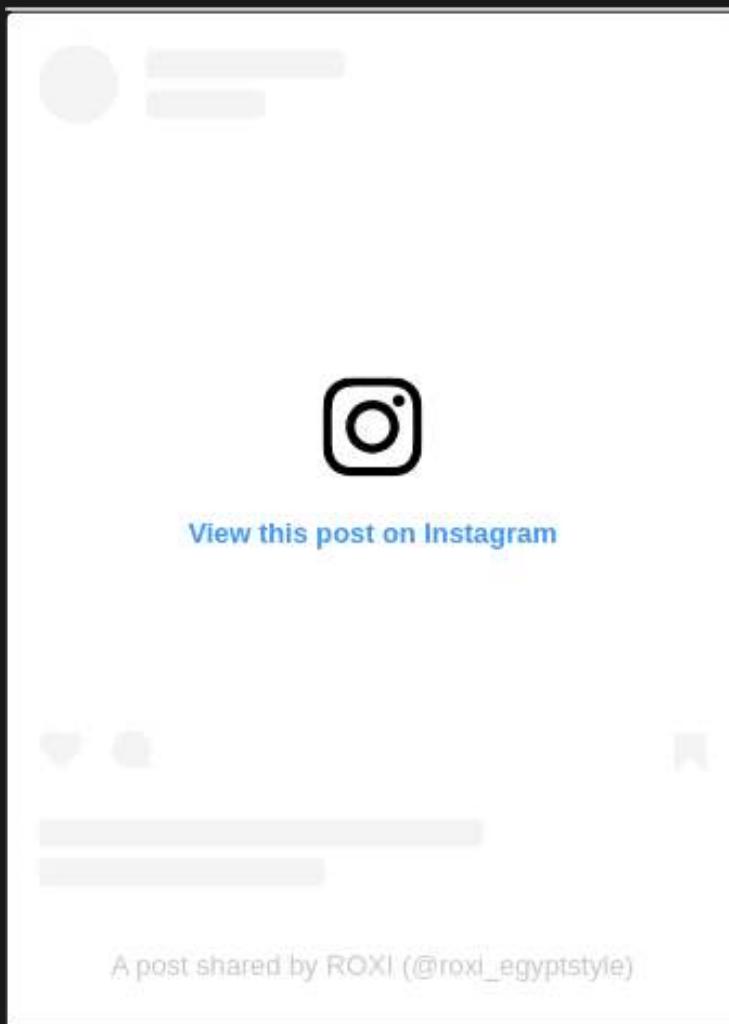
Educational



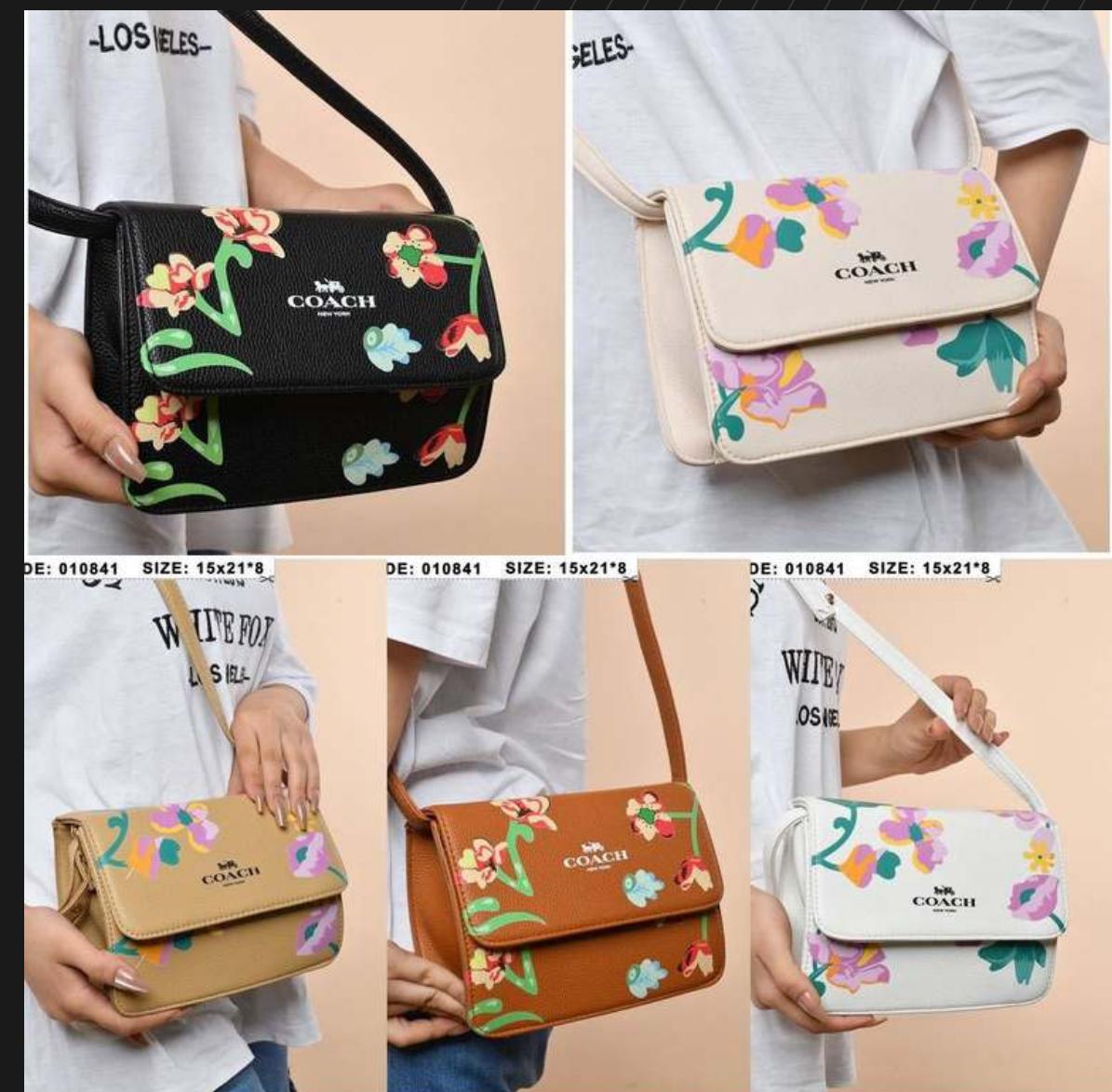
engagement



engagement



SALES



roxi_egyptstyle

Edit profile

View archive

Ad tools



79 posts

333 followers

167 following

ROXI

◆ Luxury shoes & bags

Men & Women

Dm 🔴 place your order 🔴

📍 EGYPT EG

🔗 www.facebook.com/groups/1032275747715789 ✓

1.2K accounts reached in the last 30 days. [View insights](#)



Feedback 🤝



Bags 🔥



NEW OFFER 🔥



NEW ORDER



⭐



🔥



June 🎉

POSTS

REELS

SAVED

TAGGED



NEW COLLECTION



▶ 24



▶ 1,239



▶ 19

content calendar

Platform	Marketing Goal	Type	Target Persona	Design	Creating & Planning	Publish Date	Publish Time	Status
Awareness : 35% Sales : 45% Entertainment : 10% Educational : 10%								
					Roxi's Story	7/10/2024	2:00 PM	Published
	Awareness	post	Sara/Fatma		روسي	7/10/2024	2:00 PM	Published
	Awareness	post	Sara/Fatma		روسي على الشفاه والجورب في نفس الوقت، يعطي مكانة ملائمة في بروكين.	7/10/2024	2:00 PM	Published
	Awareness	post	Sara/Fatma		روسي على الشفاه والجورب في نفس الوقت، يعطي مكانة ملائمة في بروكين.	7/10/2024	2:00 PM	Published
	Awareness	post	Sara/Fatma		روسي على الشفاه والجورب في نفس الوقت، يعطي مكانة ملائمة في بروكين.	7/10/2024	2:00 PM	Published
facebook/instagram	Awareness	post	Sara/Fatma		روسي على الشفاه والجورب في نفس الوقت، يعطي مكانة ملائمة في بروكين.	7/10/2024	2:10 PM	Published

Activate Windows	sales	story	Sara		روسي	9/10/2024	1:00 AM	Published
Activate Windows	Awareness	video	Sara/Fatma		روسي	11/10/2024	9:00 PM	Published
Activate Windows	sales	story	Sara		روسي	12/10/2024	2:00 PM	Published
Activate Windows	sales	post	Fatma		روسي	14/10/2024	10:00 AM	Published
Activate Windows	Instagram	Entertainment	story		روسي	15/10/2024	11:00 AM	Published

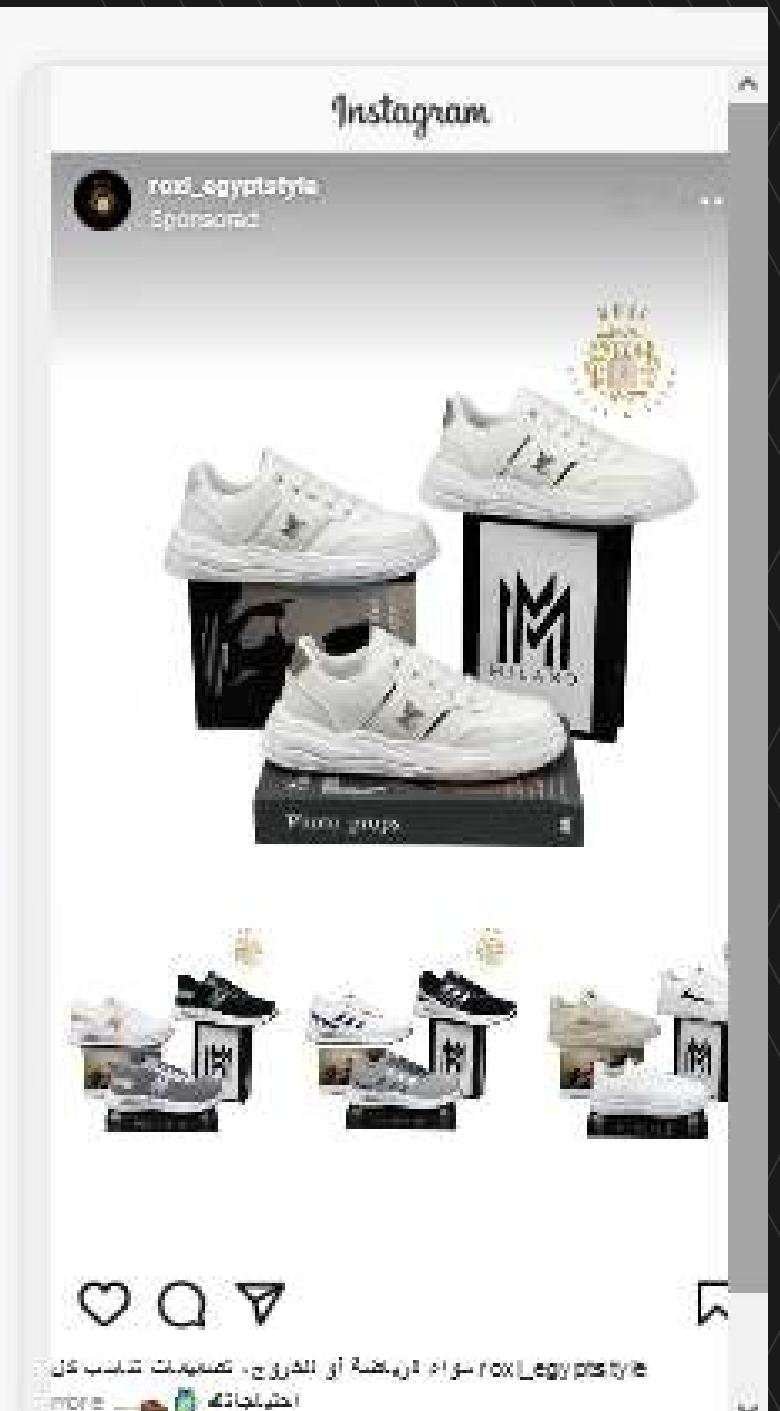
Activate Windows	sales	story	Fatma		روسي	16/10/2024	8:00 PM	Published
Activate Windows	sales	Video/story	Fatma		روسي	17/10/2024	10:00 PM	Published
facebook/instagram	sales	story	Sara		روسي	19/10/2024	10:00 AM	Scheduled
Activate Windows	sales	post	Sara/Fatma		روسي	20/10/2024	11:00 AM	Scheduled
Activate Windows	Instagram	Entertainment	story		روسي	21/10/2024	1:00 PM	Scheduled
Activate Windows	educational	post	Sara/Fatma		روسي	22/10/2024	9:00 PM	Scheduled

Activate Windows	educational	post	Sara/Fatma		روسي	22/10/2024	9:00 PM	Scheduled
Activate Windows	Awareness	video	Sara		روسي	24/10/2024	10:00 AM	Scheduled
Activate Windows	sales	post	Sara		روسي	26/10/2024	1:00 PM	Scheduled
Activate Windows	facebook/instagram	sales	story		روسي	27/10/2024	3:00 PM	Scheduled
Activate Windows	Product awareness	video	Sara		روسي	28/10/2024	10:00 PM	Scheduled
Activate Windows	educational	post	Sara/Fatma		روسي	30/10/2024	8:00 PM	Scheduled

ADS analysis

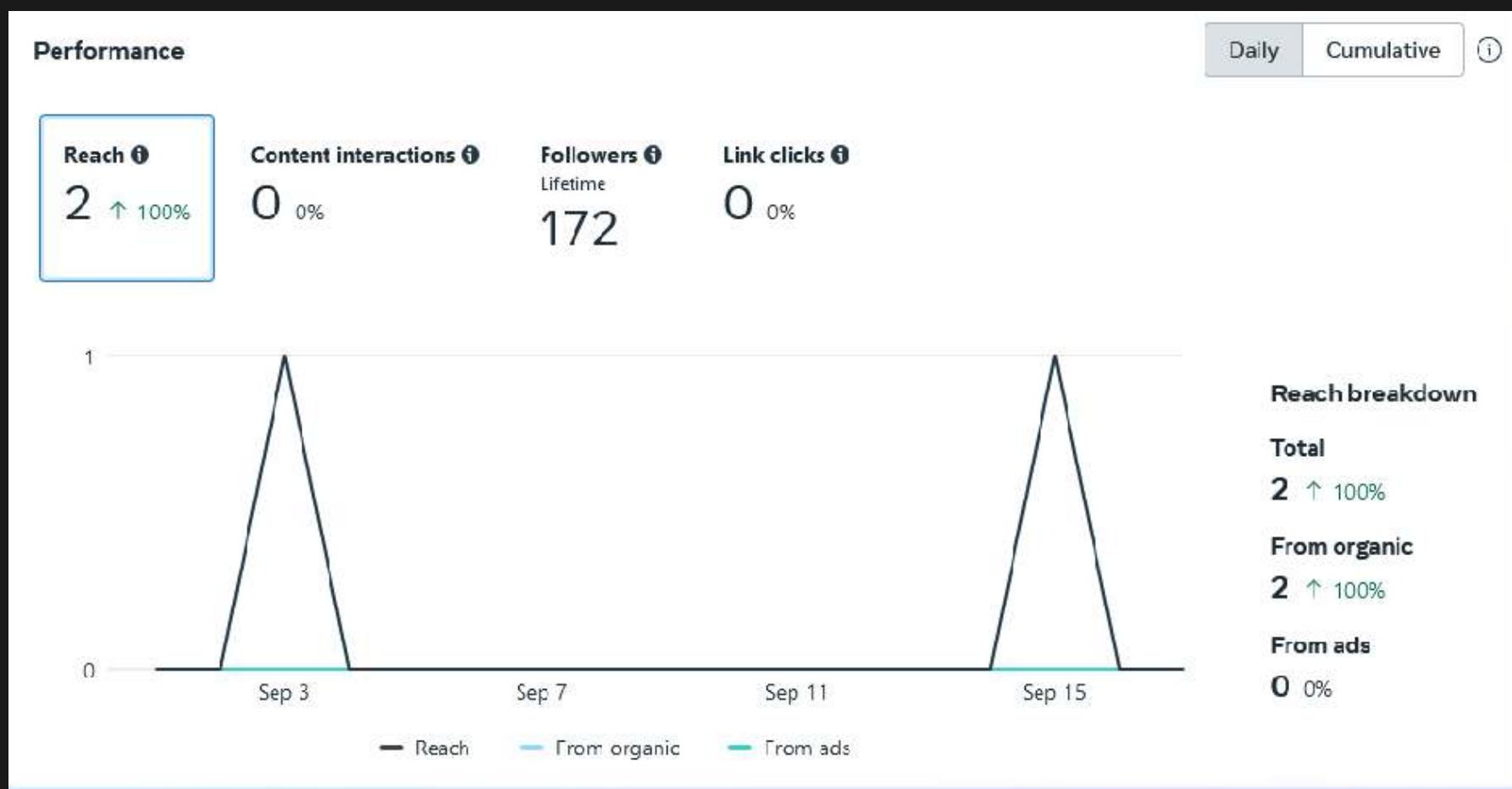


facebook and instagram ads

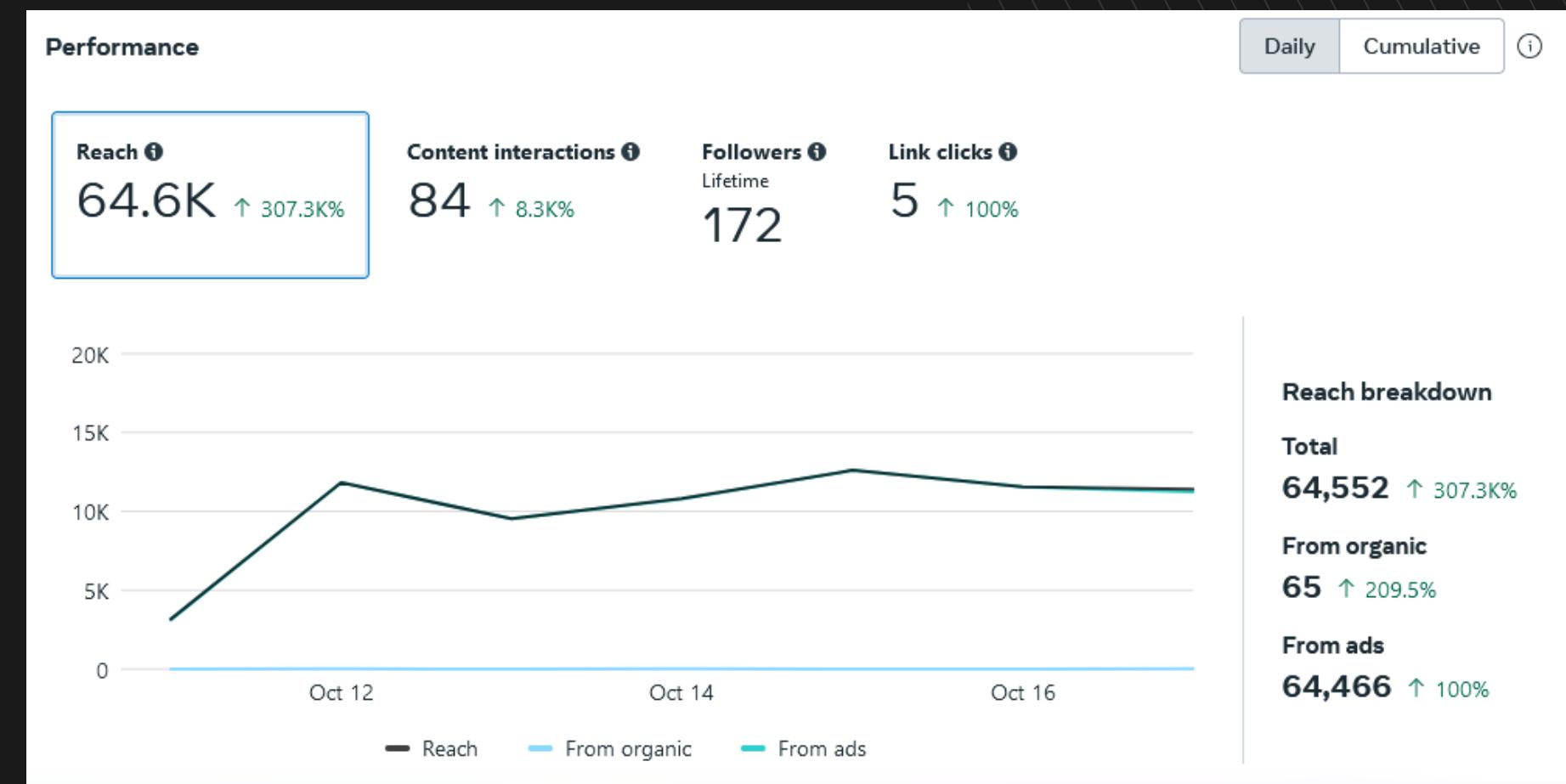


performance

reach before campaign



reach after campaign



performance

Your last week in review

Take a moment to review activity and insights for ROXI from Oct 12 - Oct 18.

Your activity

You published 10 pieces of content this past week.

 2 Facebook posts

 3 Facebook stories

 2 Instagram posts

 3 Instagram stories

 0 Ads

Your goals

Set your business goals, track progress and find tips on how to achieve them. [Get started](#)

Your results

See your Facebook and Instagram reach from last week.

Total last week

76.0K

 Facebook reach 

Total last week

822

 Instagram reach 

Your messaging activity

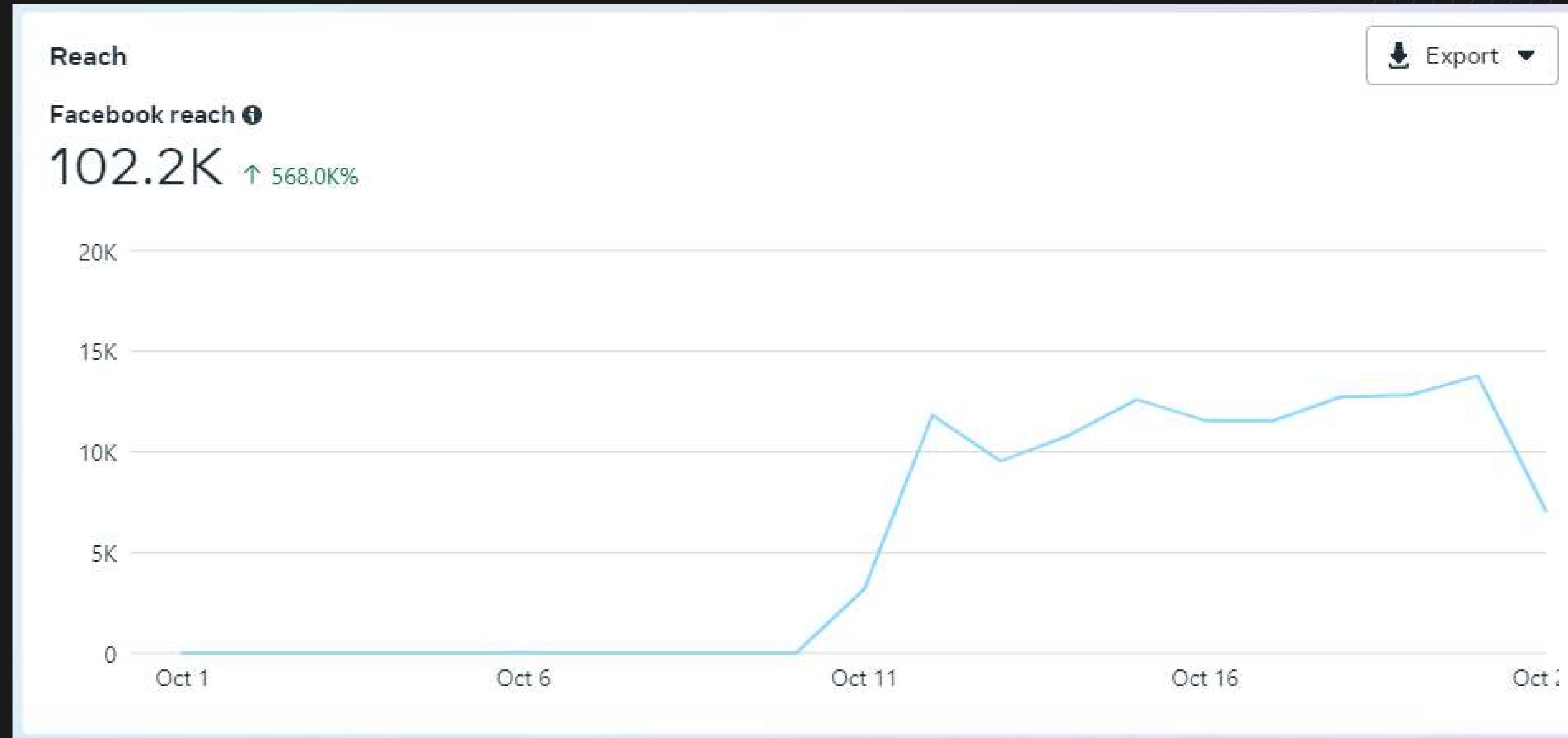
Track your progress toward your business messaging goals.

Total last week

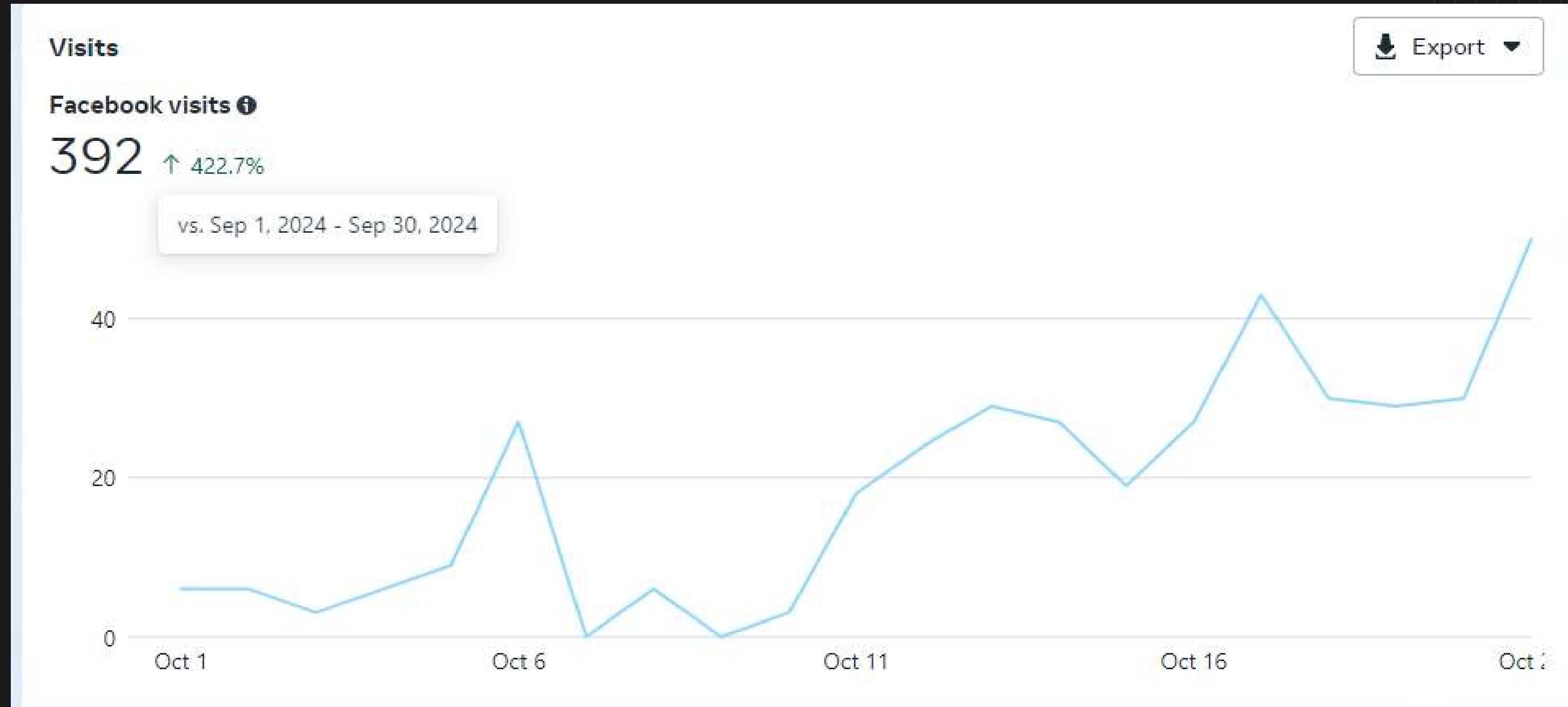
3

 New contacts 

performance



performance



performance



performance

Messaging

Messaging
conversations started

6 ↑ 100%

ⓘ New contacts ⓘ

6 ↑ 100%

+ رسائل علي الواتساب

campaign result

Ad sets roxi ad account (56520518...) Updated just now Review and publish

All ads Active ads Had delivery More views This month: Oct 1, 2024 – Oct 21, 2024

Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts

✓	Off / On	Ad set	Delivery ↑	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule
✓	<input checked="" type="checkbox"/>	New Engagement Ad Set View charts Edit Duplicate ...	Active 1 recommendation	Highest volume Post Engagement	100.00.₪ Daily		7-day click or 1...	50,291 Post engagements	101,463	120,660	0.01.₪ Per Post Engagement	698.65.₪ Total spent	Ongoing	Oct 11, 2024 – Ong...
		Results from 1 ad set ⓘ					7-day click or ...	50,291 Post engagements	101,463 Accounts Center acco...	120,660 Total	0.01.₪ Per Post Engagement	698.65.₪ Total spent		

Ad sets roxi ad account (56520518...) Updated just now Review and publish

All ads Active ads Had delivery More views This month: Oct 1, 2024 – Oct 21, 2024

Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit A/B test More Columns: Engagement Breakdown Reports Export Charts

✓	Off / On	Ad set	Delivery ↑	Page engagement	Post reactions	Post comments	Post saves	Post shares	Link clicks	Follows or likes	CPC (cost per link click)
✓	<input checked="" type="checkbox"/>	New Engagement Ad Set View charts Edit Duplicate ...	Active 1 recommendation	50,293	110	27	—	1	5	2	139.73.₪ Per Action
		Results from 1 ad set ⓘ		50,293 Total	110 Total	27 Total	— Total	1 Total	5 Total	2 Total	139.73.₪ Per Action

campaign result

The screenshot shows a digital marketing dashboard for a Facebook ad account named "roxi ad account (56520518...)".

Key interface elements include:

- Top Bar:** Shows "Updated just now" and "Review and publish" buttons.
- Filter Bar:** Includes filters for "All ads", "Active ads", "Had delivery", and "More views".
- Date Range:** Set to "This month: Oct 1, 2024 – Oct 21, 2024".
- Search and Filter:** A search bar and a dropdown menu for filtering campaigns.
- Main Navigation:** Tabs for "Campaigns" (selected), "Ad sets", and "Ads for 1 Ad set".
- Action Buttons:** "+ Create", "Duplicate", "Edit", "A/B test", and "More".
- Table Headers:** Delivery ↑, Page engagement, Post reactions, Post comments, Post saves, Post shares, Link clicks, Follows or likes, CPC (cost per link click).
- Table Data:** One row for an ad titled "bags" with the following metrics:
 - Delivery: Active (1 recommendation)
 - Page engagement: 50,341
 - Post reactions: 110
 - Post comments: 27
 - Post saves: 1
 - Post shares: 5
 - Link clicks: 2
 - Follows or likes: 139.82
 - CPC: 139.82

WINNER CREATIVE & PRODUCT
شنة كروس تومي

Ads roxi ad account (56520518...) Updated just now Review and publish ...

All ads Active ads Had delivery More views This month: Oct 1, 2024 – Oct 21, 2024

Campaigns Ad sets Ads for 1 Ad set 1 selected

+ Create Duplicate Edit A/B test More Columns: Engagement Breakdown: 1 Selected Reports Export Charts

Off / On	Ad	Delivery ↑	Page engagement	Post reactions	Post comments	Post saves	Post shares	Link clicks	Follows or likes	CPC (cost per link click)
<input type="checkbox"/>	bags Facebook profile feed In-app	Active 1 recommendation	50,341	110	27	—	1	5	2	139.82. ^a €
	Facebook	Facebook profile feed In-app	22	—	—	—	—	—	—	—
	Facebook	Facebook Reels In-app	16,291	39	3	—	—	—	—	—
	Facebook	Facebook Stories In-app	4,132	8	—	—	—	—	—	—
	Facebook	Facebook Feed Desktop	27	—	—	—	—	—	—	—
	Facebook	Facebook Feed In-app	23,519	55	22	—	—	—	2	—
	Facebook	In-stream video Desktop	47	—	—	—	—	—	—	—
	Facebook	In-stream video In-app	3,266	3	—	—	—	—	—	—
	Facebook	Marketplace Desktop	56	—	—	—	—	—	—	—
	Facebook	Marketplace In-app	1,061	—	—	—	—	3	—	5.60. ^a €
	Facebook	Search results Desktop	6	—	—	—	—	—	—	—
	Facebook	Search results In-app	1,042	—	—	—	—	2	—	6.87. ^a €
	Facebook	Feed: video feeds Desktop	1	—	—	—	—	—	—	—
	Facebook	Feed: video feeds In-app	560	3	—	—	—	—	—	—
	Instagram	Feed Desktop	8	—	—	—	—	—	—	—
	Instagram	Feed In-app	146	—	2	—	1	—	—	—
	Instagram	Feed Mobile web	6	—	—	—	—	—	—	—
Results from 4 ads <small>1 active</small>			50,343 Total	110 Total	27 Total	— Total	1 Total	5 Total	2 Total	139.82. ^a € Per Action

FACEBOOK IS BETTER THAN INSTAGRAM
CAN SCALE BY ONE CAMPAIGN

Ads | roxi ad account (56520518... | Updated just now | Review and publish

All ads | Active ads | Had delivery | More views | This month: Oct 1, 2024 – Oct 21, 2024

Campaigns | Ad sets | 1 selected | Ads for 1 Ad set | Columns: Engagement | Breakdown: 1 Selected | Reports | Export | Charts

+ Create | Duplicate | Edit | A/B test | More

	Off / On	Ad	Delivery ↑	Page engagement	Post reactions	Post comments	Post saves	Post shares	Link clicks	Follows or likes	CPC (cost per link click)
		bags	Active 1 recommendation	50,341	110	27	—	1	5	2	139.82.ج
		Unknown		122	—	—	—	—	—	—	—
		Dakahlia Governorate		4,187	14	1	—	—	—	—	—
		Red Sea Governorate		327	2	—	—	—	—	—	—
		Beheira Governorate		2,144	6	—	—	—	—	—	—
		Faiyum Governorate		979	2	—	—	—	—	—	—
		Gharbia Governorate		3,068	8	2	—	—	—	—	—
		Alexandria Governorate		5,132	10	4	—	1	2	1	35.69.ج
		Ismailia Governorate		837	3	—	—	—	—	—	—
		Giza Governorate		1,871	4	1	—	—	1	—	26.57.ج
		Monufia Governorate		1,747	3	1	—	—	—	—	—
		Minya Governorate		2,870	3	4	—	—	—	—	—
		Cairo Governorate		7,544	20	10	—	—	1	—	105.98.ج
		Qalyubia Governorate		2,140	8	2	—	—	—	—	—
		New Valley Governorate		140	—	—	—	—	—	—	—
		Al Sharqia Governorate		3,292	6	—	—	—	—	1	—
		Suez Governorate		593	1	—	—	—	—	—	—
		Aswan Governorate		1,040	4	—	—	—	—	—	—
		Results from 4 ads ⓘ		50,343 Total	110 Total	27 Total	— Total	1 Total	5 Total	2 Total	139.85.ج Per Action

الدقهلية و اسكندرية

Campaigns Ad sets Ads

+ Create Duplicate Edit A/B test Preview More

	Off / On	Ad	Delivery ↑	Page engagement	Post reactions	Post comments	Post
		bags	Active 1 recommendation	50,391	111	27	
		Conversion device: Android Smartphone		46,771	102	24	
		Conversion device: iPhone		2,102	4	1	
		Conversion device: Android Tablet		1,170	5	2	
		Conversion device: iPad		191	—	—	
		Conversion device: Desktop		144	—	—	
		Conversion device: Other		13	—	—	

ANDROID

Recomendation



Recomendation

- Diversify our educational content: Post tips on how to choose the perfect shoe or bag for every occasion. Develop content that showcases the benefits of products, such as their durability, quality, and suitability for a variety of tastes.
- Develop social media stories: Publish stories and customer experiences with the products, with short videos showing how bags and shoes are used in daily life.
- Invest in influencer marketing: Collaborate with fashion and style influencers on Instagram and TikTok to increase brand awareness.
- Focus on customer reviews: Encourage customers to leave reviews on social media platforms. Use positive reviews in promotional campaigns to show past customer satisfaction.
- Develop a customer loyalty system: Create a loyalty program for customers that enables them to collect points for purchases and exchange them for discounts or free products. This type of system enhances the return of customers permanently and increases their attachment to the brand.
- Involve customers in product development: Create customer surveys to get their opinions on new designs or suggested colors.





THANK YOU