

TABLE OF CONTENTS

Introduction	01
Business Model Canvas	04
Value proposition canvas	07
SWOT Analysis	08
PESTLE Analysis	13
Market Segmentation	17
Targeting Strategy	24
Buyer Personas	27
Digital Marketing Strategy	31
Campaign Management and results	40
Performance Measurement	43
Recommendations	49



A comprehensive digital marketing strategy for Foot Ease, a footwear brand offering comfortable and trendy shoes in the Egyptian market.

Foot Ease



Identifying the Product

- Foot Ease is a footwear brand offering comfortable and trendy shoes in the Egyptian market. We provide high-quality products at affordable prices through our supplier.

Unique Features



- Try-before-you-buy option



- 14-day exchange policy



- Fast delivery within 48 hours to Cairo and Giza



- 72-hour delivery to other governorates



- Website for easy shopping,, and customer service.
<https://footease.easy-orders.net/>

Business Model Canvas

Foot Ease

Yousef Omara

Key Partners

Vendoor (affiliate supplier)

Key Activities

Managing partnerships with Vendoor to obtain high-quality products

Digital marketing through social media, and paid advertising.

Managing customer relationships and providing excellent after-sales service.

Key Resources

The digital marketing team that manages social media ads, and the customer service team

Social media platforms like Facebook and, which are used to showcase and sell products.

Vendoor the affiliate company we work with to source products

Value Propositions

Trendy and comfortable shoes suitable for daily use

14-day exchange policy

Free size trial (Free Trial) allowing the customer to try the shoes before purchasing

Fast shipping within 48 hours (Cairo and Giza)

Customer Relationships

Social Engagement: Active interaction on social media, responding to customer comments and inquiries

Customer Support: Dedicated online customer service to handle inquiries and issues.

Channels

Social Media:, Facebook, and other platforms to promote products and engage with customers.

Our website

Customer Segments



Main customers are between 25 to 40 years, who are looking for footwear that provides comfort and stylish look

Cost Structure

Digital Marketing Expenses: Costs related to running advertising campaigns on social media platforms

Revenue Streams

Vendoor (Affiliate Company): The primary partner that supplies us with a variety of shoes without the need for internal manufacturing

Channel	Own business	Competitor 1	Competitor 2	Competitor 3
Facebook	footease	testa toro	activ	2mstore
Link of channel	https://www.facebook.com/profile.php?id=61564177761211&mibextid=LQQJ4d	https://www.facebook.com/TestaToro?mibextid=LQQJ4d	https://www.facebook.com/Activ?mibextid=LQQJ4d	https://www.facebook.com/profile.php?id=61551907768902&mibextid=LQQJ4d
Likes	10	347k	1.1m	27k
Followers	10	370k	1.1m	30k
Reviews	no reviews yet	comment reviews positive	all positive	3reviews 1 negative 2 positive
About	Enjoy Every Move	Testa Toro - تيستا تورو (LLC) للتجارة الألكترونية والإنتاج الرقمي (شركة ذات مسؤولية محدودة)	We are manufacturing in our factories, we choose the best materials and the best prices and specialize in the manufacture of shoes and sports apparel, but we are working to show the largest collection of shoes and sports apparel specialized in all our branches in Egypt, will soon open in new cities and outside Egypt.	ONLINE SHOPPING  احذيه رياضيه ميرور ، فيرست كوبي  shipping all over Egyp
Posting regular or not	yes	no	yes	yes
Posting frequency	2 times/week	2 to 3 times per month	2 times/week	2 times per day
Average likes / post	2	250	2k	50

VALUE PROPOSITION CANVAS

VALUE PROPOSITION



CUSTOMER SEGMENT



A hand holding a pen is positioned at the top of the frame, with the pen tip pointing towards the center. Below the hand, a document is visible with several horizontal green highlights. The background is dark and out of focus.

Foot Ease – SWOT Analysis

An analysis of Foot Ease's strengths, weaknesses, opportunities, and threats.

1. Strengths



HIGH-QUALITY PRODUCTS WITH
PREMIUM MATERIALS.



VARIETY OF PRODUCT TYPES,
CATERING TO DIFFERENT
CUSTOMER NEEDS.



• FLEXIBLE AND CUSTOMER-
FRIENDLY POLICIES (2-DAY
SHIPPING, 14-DAY RETURN
POLICY) .

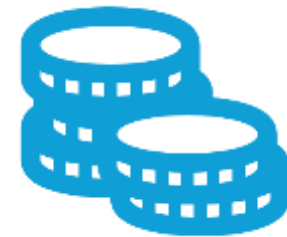
2. Weaknesses



FootEase, as a new brand in a highly competitive market, faces challenges due to low brand awareness, hindering its expansion and promotion.



Reliance on affiliate for product supply, which may limit control over stock or quality.



FootEase's limited budget hinders expansion and promotion compared to competitors.

3. Opportunities



Growth of e-commerce and online shopping in Egypt (2024-2029) of 12.46%,



Rising demand for comfortable, sustainable, and fashionable footwear.

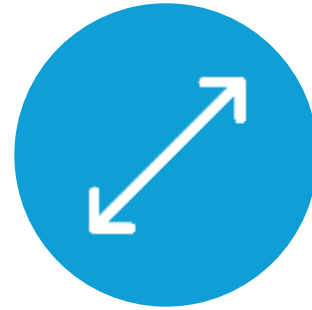
4. Threats



INTENSE COMPETITION
FROM ESTABLISHED SHOE
BRANDS.



ECONOMIC DOWNTURN COULD
REDUCE CONSUMER
SPENDING ON NON-
ESSENTIAL ITEMS.



CURRENCY DEVALUATION
AND INFLATION MAY RAISE
PRICES FOR FOOT EASE'S
PRODUCTS.



POTENTIAL DELAYS OR
ISSUES WITH AFFILIATE
SUPPLY OR SHIPPING.



Foot Ease - PESTLE Analysis

An overview of the Political, Economic, Social, Technological, Legal, and Environmental factors affecting Foot Ease.

1. Political Factors



GOVERNMENT STABILITY: EGYPT'S POLITICAL ENVIRONMENT IS RELATIVELY STABLE, BUT OCCASIONAL POLITICAL CHANGES OR ECONOMIC REFORMS MIGHT AFFECT BUSINESS OPERATIONS.



REGULATIONS ON E-COMMERCE: EGYPT HAS BEEN GRADUALLY IMPLEMENTING LAWS TO REGULATE ONLINE SHOPPING AND CONSUMER PROTECTION.



TRADE RELATIONS: EGYPT'S TRADE AGREEMENTS MAY INFLUENCE IMPORT COSTS IF YOUR AFFILIATE SOURCES SHOES INTERNATIONALLY.

2. Economic Factors



Currency Fluctuations: The Egyptian pound's fluctuation affects purchasing power and operational costs.



Inflation: High inflation rates in Egypt can reduce consumer spending power.

Consumer Purchasing Power: The economic situation may push consumers to prioritize lower-cost or essential goods.



3. Social Factors



Changing Consumer Preferences: Consumers in Egypt are leaning towards comfort and sustainability in footwear.



Youth Population: Egypt has a young population, making it a prime market for trendy footwear.



•Urbanization: Increased urbanization boosts demand for stylish and practical footwear.

4. Technological Factors



- E-commerce Growth: The rise of digital shopping benefits Foot Ease's business model.



- Payment Systems: Increased use of mobile payments and digital wallets makes transactions easier for customers.

5. Legal Factors



- Consumer Protection Laws: Egypt's e-commerce laws align with Foot Ease's 14-day return/exchange policy.



- Data Privacy: Foot Ease must ensure compliance with Egypt's data protection regulations.

6. Environmental Factors



Sustainability Trends:
Increasing demand for eco-
friendly products could give Foot
Ease a competitive edge.



- Shipping Impact: Two-day shipping may raise environmental concerns, but enhances customer satisfaction.



Foot Ease Market Segmentation

An analysis of the demographic, psychographic,
and geographic segmentation of the footwear
market.

1. Demographic Segmentation

Age

Generation (10-24): Represents 18.7% of the Egyptian footwear market, preferring sporty and trendy shoes.

Millennials (25-40): Make up 22.7% of the market, prioritizing comfort and quality in shoes for both work and social life.

Older Age Group (40+): 27.4% of the market, focusing on comfort and medical support for feet.

Gender

Women: Represent 49.4% of the Egyptian market, interested in fashionable, casual, and formal shoes.

2. Psychographic Segmentation



FITNESS ENTHUSIASTS AND
ATHLETES: LOOKING FOR
COMFORTABLE, HIGH-PERFORMANCE
SPORTS SHOES.



FASHION-CONSCIOUS CONSUMERS:
FOCUSING ON TRENDY SHOES THAT
REFLECT THEIR PERSONALITIES.



Price-conscious professionals:
looking for affordable, stylish
footwear that fits both their
work and personal life needs.


3. Geographic Segmentation



Urban residents: Majority of consumers in Egypt), looking for stylish and trendy products.



Major cities (Cairo and Alexandria): Majority of consumers for of total footwear sales in Egypt.

A hand in a dark suit sleeve is shown from the top right, holding a black chess king piece and moving it towards a yellow king piece in the center of the board. The chessboard is black and white checkered, and several other pieces are visible on the board. The background is a soft, out-of-focus grey.

Foot Ease – Targeting Strategy

A detailed look at the primary and secondary target segments, income-based, and lifestyle-based targeting for Foot Ease.

1. Primary Target Segment



MILLENNIALS (25-40): REPRESENT 22.7% OF THE MARKET AND ARE THE LARGEST SPENDING GROUP.



- THEY PREFER SHOES THAT COMBINE QUALITY AND COMFORT.



MARKETING CAMPAIGNS CAN TARGET THEM VIA FACEBOOK, WHERE THEY SPEND 3 HOURS DAILY (74% ARE ACTIVE USERS).

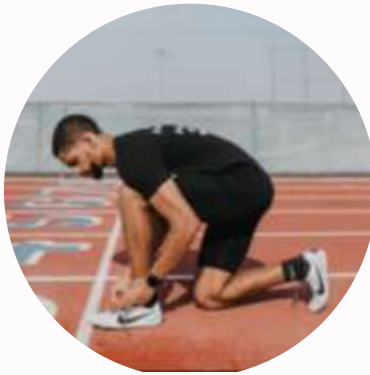
2. Secondary Target Segment



- Generation Z (10-24):
Makes up 18.7% of the
market, focused on
fashion and trends.



- Marketing strategies
should focus on TikTok
and Instagram, where
they follow trends.



Mazen Elsayed

Background & Demographics

Age **28**

Location **Cairo / Madinaty**

Gender **Male**

Education **Bachelor's Degree in Computer Science**

Profession **Web Developer**

Marital Status **Single**

Income **10000EGP**

Childern **0**

Psychographic Information

Goals/Aspirations

- To find shoes that provide all-day comfort and support, whether at work or during workouts
- To invest in durable, high-quality products
- Improving mental health
- Improving flexibility and endurance

Behavioral Information

- Buying Behavior: Shops online and prefers checking user reviews and ratings before making a purchase
- Leans towards shoes that offer comfort and high performance, especially sports and casual shoes

Challenges/Pain Points

- Finding shoes that balance quality and comfort at an affordable price
- Difficulty finding the right size.
- Keeping up with trendy products that match his professional and active lifestyle
- Difficulty finding high-quality shoes with a flexible exchange policy

Motivations

- Value for money: He seeks products that offer good quality without being overpriced.
- Quality and durability: He looks for long-lasting, high-quality shoes that can withstand hard work or sports.
- Ahmed needs shoes that provide comfort for long work hours and daily activities.

Influences

- User reviews and experiences: Ahmed relies on online reviews before making a purchase decision.
- Digital influencers and fashion experts: Influencers who recommend practical, high-quality products impact his choices.
- Friends and colleagues



Omar Ahmed

Background & Demographics

Age 18

Location **Giza**

Gender **Male**

Education **College student**

Profession **Student**

Marital Status **Single**

Income **mostly relies on family support or part-time income**

Children **0**

Psychographic Information

Goals/Aspirations

- To find stylish and trendy shoes that match his urban and casual outfits
- To find affordable footwear options
- To connect with other trendsetters and influencers by wearing shoes that are part of popular online communities and subcultures.

Behavioral Information

- Prefers shopping online, heavily influenced by social media (Instagram and TikTok).
- Often makes purchasing decisions based on influencer recommendations or social media trends.

Challenges/Pain Points

- Finding high-quality, trendy shoes that align with his budget and sustainability values
- Offering sneakers and casual shoes that are both stylish and eco-friendly, made from sustainable materials
- Offering sneakers and casual shoes that are both stylish and eco-friendly, made from sustainable materials

Motivations

- Social recognition: Omar looks for products that will get attention from his peers and social media followers
- As a student, he seeks affordable yet stylish shoes that don't compromise on quality.

Influences

- Social media influencers: Omar follows popular fashion and lifestyle influencers on platforms like Instagram and TikTok, like Ahmed Mustafa, Mahmoud Ali and Mo style whose recommendations play a big role in his purchasing decisions.



Sarah El-Banna

Background & Demographics

Age 26

Location Alexandria

Gender Female

Education Bachelor's Degree in Marketing

Profession Digital Marketing Specialist

Marital Status Married

Income 8000EGP

Children 0

Psychographic Information

Goals/Aspirations

- To find shoes that combine style and comfort for both work and social outings
- . To invest in high-quality footwear that supports long hours on her feet and complements her professional and casual wardrobe.

Behavioral Information

- Buying Behavior: Sarah shops online frequently and prefers brands that offer easy returns and flexible exchange policies. She spends time browsing through product reviews and tends to lean toward brands with a reputation for durability and comfort.
- Preferred Platforms: Instagram and Facebook for inspiration, and she uses online stores for purchasing.

Challenges/Pain Points

- Finding shoes that maintain comfort throughout long workdays, especially when switching from office to evening wear.
- Size inconsistencies between different brands, leading her to value the try-before-you-buy option.

Motivations

Motivations: Sarah values comfort without compromising on style. She is always looking for shoes that offer all-day comfort, from meetings to social gatherings. She prefers shoes that are fashionable yet practical for daily wear.

Influences

Influences: She follows fashion influencers on Instagram and TikTok, often relying on their reviews to discover new brands. She also looks for peer reviews and recommendations before making a purchase decision.

Main Goals of the Marketing Campaign

Increasing

Increasing Brand Awareness: Through social media marketing on Facebook , focusing on Millennials

Boosting

Boosting Sales: Direct Facebook advertising to highlight affordable prices and high-quality products.

Improving

Improving Customer Engagement: By posting interactive content, leveraging positive reviews, and personal stories.

Foot Ease – Digital Marketing Strategy

Overview of the digital marketing channels, Facebook paid ads, and future email marketing strategy.



1. Social Media Marketing (SMM)



- Facebook: Primary marketing platform targeting Millennials



- Content will focus on brand awareness, engagement, and showcasing products.



- Posts, images, and videos will drive customer interaction and visibility.

2. Facebook Paid Ads - Strategy



- Goal: Increase direct sales through targeted Facebook Ads.



- Target Audience: Focus on age and geographic and interest



- Ad Formats: Mix of image and video ads to boost engagement and sales.



- Catlog Ads: Showcase multiple products in a single ad for more variety.

Foot Ease SEO Strategy

An overview of the SEO strategy for Foot Ease, focusing on keyword analysis, content creation, meta descriptions, and headlines.

1. Keyword Analysis

- Selected relevant keywords to target:

Keyword
سكيتشر
كوئشي
سنيكر
كوئشي ابيض
كوئشي رجالي
كوئشي اسكيتشر
كوئشي اسود
كوئشي ابيض رجالي
كوئشي اديداس ابيض
كوئشي سكيتشرز رجالي
كوئشي رياضي رجالي
كوئشيات رجالي فيتنامي

2. Content Creation



Created detailed product descriptions that naturally incorporate keywords,



Meta Descriptions



Created engaging Meta Descriptions that include keywords to boost click-through rates



4. Headlines (H1 and H2)



Used relevant H1 and H2 headlines that contain keywords to further optimize pages.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Brand Introduction Introduce "Foot Ease" and its mission.			Product Photo Showcase a photo of classic shoes with a brief description.			
Short Video A short video showcasing our products.		Interactive Post Ask followers about their favorite shoe styles.				Promotional Post Announce a special offer or discount for a limited time.
	Product Photo Showcase new shoes with details about materials and design.					
				Success Story Post Share a satisfied customer's story about their purchase experience.		

Ad Copy

- بٲدور على ءزمة ءءمع بين الشياكة والراحة؟
الءل عندنا! ءزمة كلاسيك ءلد طبيعى بءصميم يناسب كل
المناسبات
نعل مطاطى مريء يءليك مرءاح طول اليوم
الشءن مءانى لءقرة مءدودة!
اطلبها ءالاً وءلى ءطوائك دايماً ءابئة!

NEW COLLECTION

CLASSIC SHOE



SHOP NOW

[HTTPS://FOOTEASE.EASY-ORDERS.NET/](https://footease.easy-orders.net/)

Ad Copy

و بتدور على حذاء كاجوال عملي وأنيق، جنبالك الحل!
حذاء جلد مطعم بشمواه بتصميم عصري يناسب كل
اللبسات.
خفيف ومرن عشان الراحة في كل خطوة. PVC نعل
مقاسات متاحة من 41 لـ 47 وبتلبس مضبوط.
الألوان: أبيض - أسود - هافان.
واحد، اثنين، اطلبه دلوقتي واستمتع بالراحة والشيكة في
خطوة واحدة.
الشحن مجاني لفترة محدودة!
تقدر تطلب دلوقتي من خلال موقعنا 📱

<https://footease.easy-orders.net/products/leather-suede-shoes>



Campaign Management



- Launching the campaign on Facebook .



- Continuously monitoring performance and making necessary adjustments to improve results.



- Engaging with the audience by responding to comments and messages and increasing interaction with content.



- Created a product catalog to showcase our wide range of products.

خايف تشتري أونلاين وتطلع الحاجة مش زي ما توقعيت؟
اطلب براحتك مع [FootEase]، الدفع عند الاستلام، ويمكن تشوف
المنتج قبل ما تستلمه!
✓ جودة مضمونة
✓ الدفع عند الاستلام
✓ معاينة المنتج قبل الاستلام
تقدر تطلب من خلال موقعنا 📍

<https://footease.easy-orders.net/collections/men-casual-shoes>



اطلب الآن



Foot Ease



🔥 الفرصة الأخيرة! خصومات تصل لـ 50% على كل الموديلات
الصيفية! متفوتش الفرصة! 🔥
ليه تشتري من Foot Ease؟
1- خامات عالية الجودة ومرونة في طلبات الاستبدال والاسترجاع.
2- دعم فني على مدار اليوم للإجابة على أي استفسار.
3- معاينة قبل الاستلام.
4- الدفع عند الاستلام.



اطلب الآن



Comment as Yousef Omara

Search and filter

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns: \$\$\$

Breakdown

Reports

Export

	Off / On	Campaign	Delivery	Budget	Amount spent	Results	Cost per result	Result rate	Purchases conversion value	In-app purchases conversion
	<input type="checkbox"/>	الكاجوال	Off	Using ad set bud...	780.70م.ج	14 Website purchases	55.76م.ج Per Purchase	0.13% ^[2]	3,378.00م.ج ^[2]	0.00م.ج
	<input type="checkbox"/>	View charts Edit Duplicate Compare ...								
		Results from 1 campaign ⓘ			780.70م.ج Total spent	14 Website purchases	55.76م.ج Per Purchase	0.13% ^[2] Average	3,378.00م.ج ^[2] Total	0.00م.ج Total

Search and filter

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns: \$\$\$

Breakdown

Reports

Export

Charts

	Off / On	Campaign	Website purchase ROAS (return on ad)	In-app purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)	CPM (cost per 1,000 impressions)	CTR (link click-through rate)	Content views	In-app content views	Website content views	Offline content views	Ad
	<input type="checkbox"/>	الكاجوال	4.33 ^[2]	—	0.21%	74.67م.ج	4.12%	443 ^[2]	—	443 ^[2]	—	
	<input type="checkbox"/>	View charts Edit Duplicate Compare ...										
		Results from 1 campaign ⓘ	4.33 ^[2] Average	— Average	0.21% Per Impressions	74.67م.ج Per 1,000 Impressions	4.12% Per Impressions	443 ^[2] Total	— Total	443 ^[2] Total	— Total	

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

A/B test

More

Columns: \$\$\$

Breakdown

Reports

Export

Charts

<input type="checkbox"/>	Off / On	Campaign	Offline content views	Adds to cart	In-app adds to cart	Website adds to cart	Offline adds to cart	Purchases	In-app purchases	Website purchases	Offline purchases	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	الكاجوال View charts Edit Duplicate Compare ...	—	15 ⁽²⁾	—	15 ⁽²⁾	—	14 ⁽²⁾	—	14 ⁽²⁾	—	
		Results from 1 campaign ⓘ	— Total	15 ⁽²⁾ Total	— Total	15 ⁽²⁾ Total	— Total	14 ⁽²⁾ Total	— Total	14 ⁽²⁾ Total	— Total	

Performance

Daily Cumulative ⓘ



Reach breakdown

Total
7,525 ↑ 752.4K%

From organic
61 ↑ 6.0K%

From ads
7,519 ↑ 100%

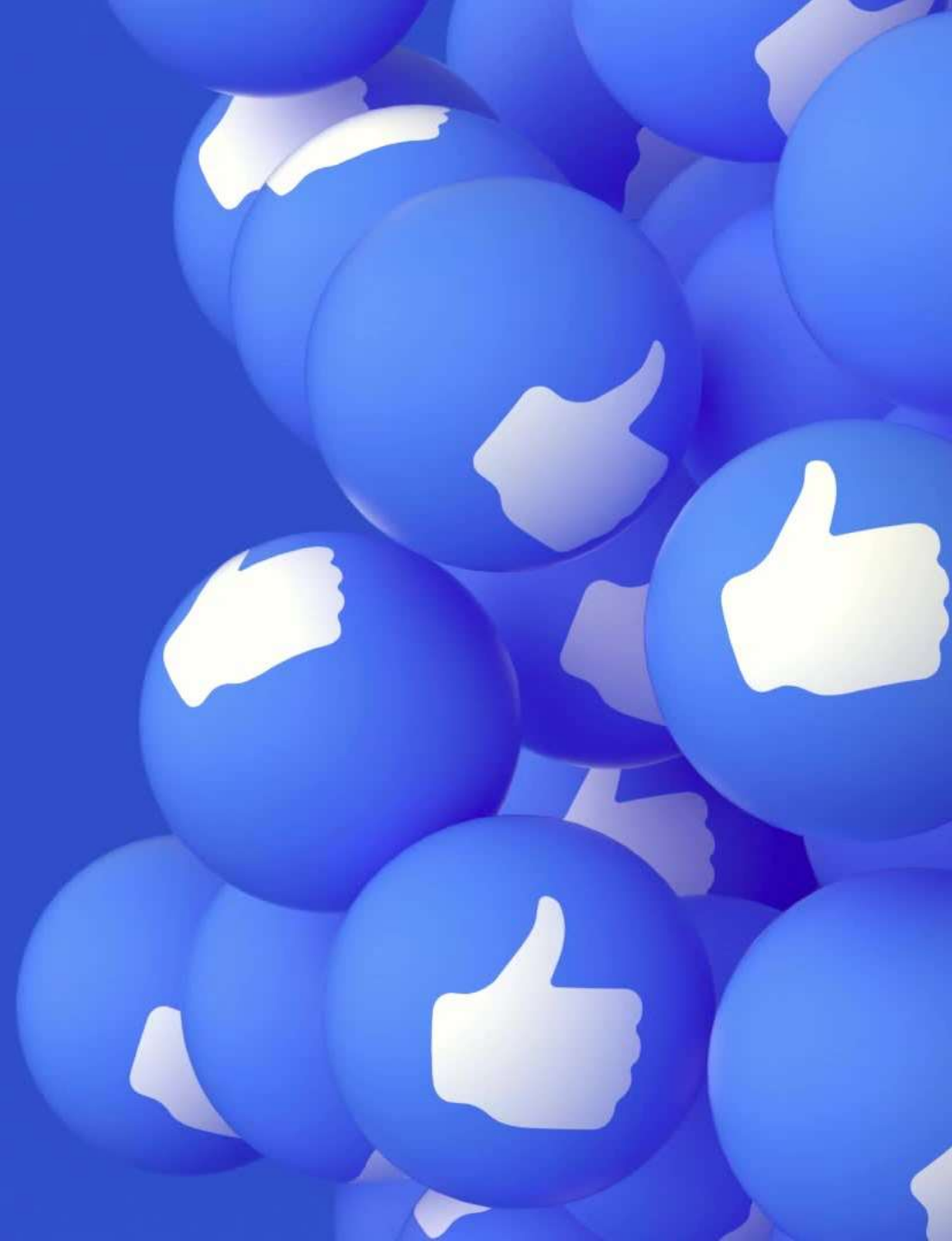
Campaign Performance: Before and After Adjustment

- **Before Adjustment:**

- Campaign on Facebook.
- Two ads.
- First ad: CPM 90.
- 1 order.

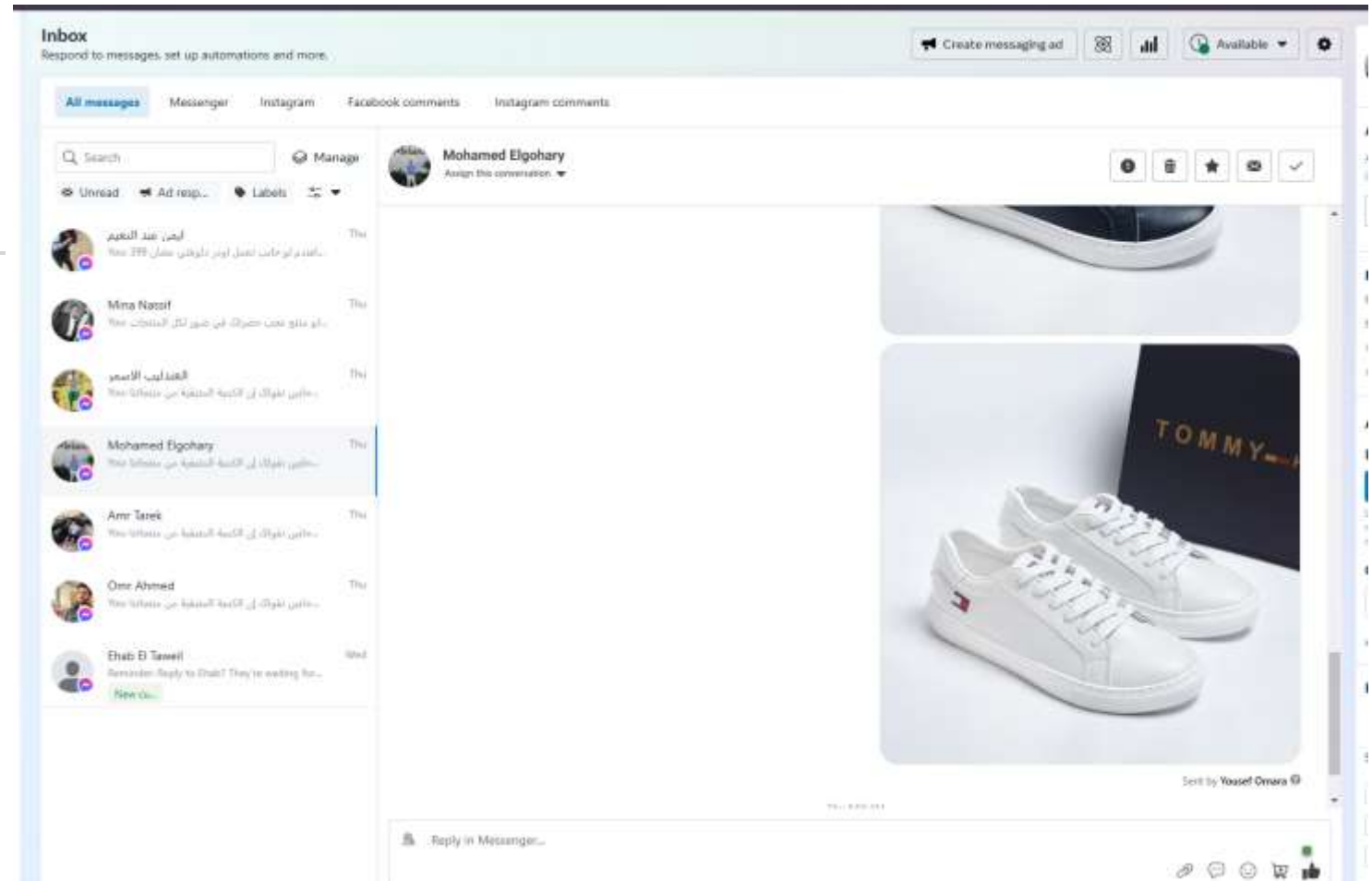
- **After Adjustment:**

- Adjusted daily budget and ad copy.
- CPM dropped to 74.
- 8 orders worth 3,378
- .



Audience Engagement

- Engaging with the audience.
- Responding to comments and messages.
- Increasing interaction with content.



Data Analysis and Performance Measurement

- **Content Views:** 433
- **Click-Through Rate (CTR):** 4.12%
- **Return on Ad Spend (ROAS):** 4.33
- **Conversion Rate:** 0.13%
- **Purchases Conversion Value:** 3378



Reports snapshot

Realtime overview

Realtime pages

Business objectives

Leads

Overview

Audiences

User acquisition

Traffic acquisition

Landing page

User acquisition cohorts

Sales

Traffic

Overview

Demographic details

Pages and screens

User engagement & retention

Overview

Events

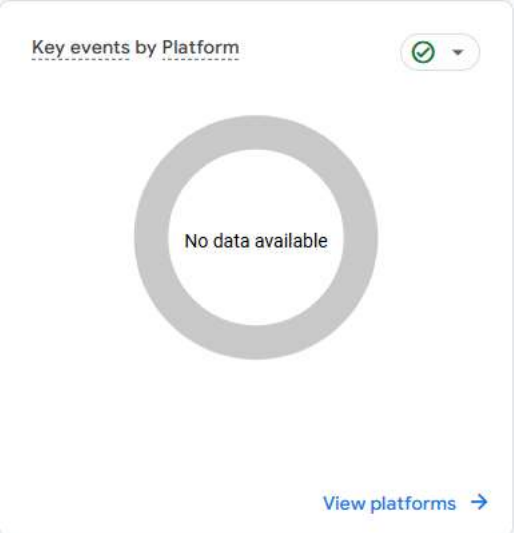
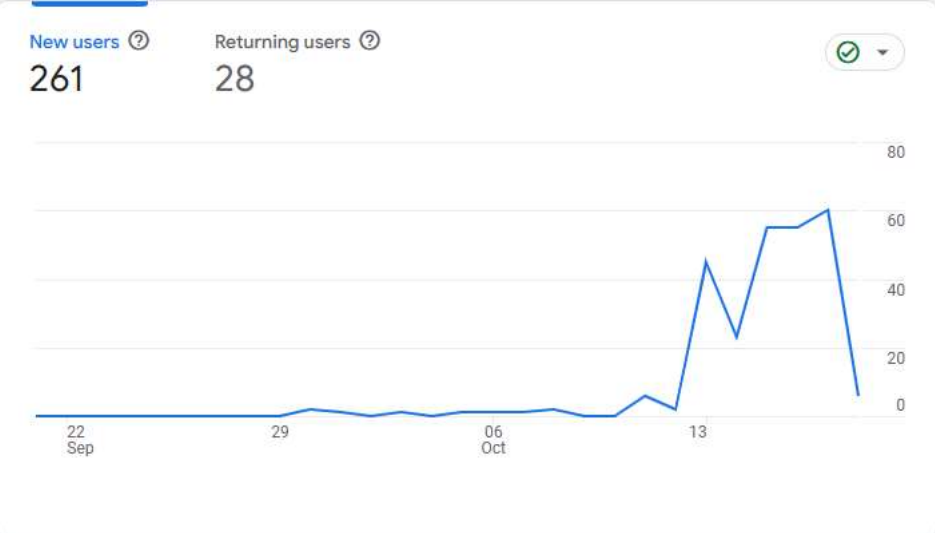
Pages and screens

User

User attributes

Tech

Library

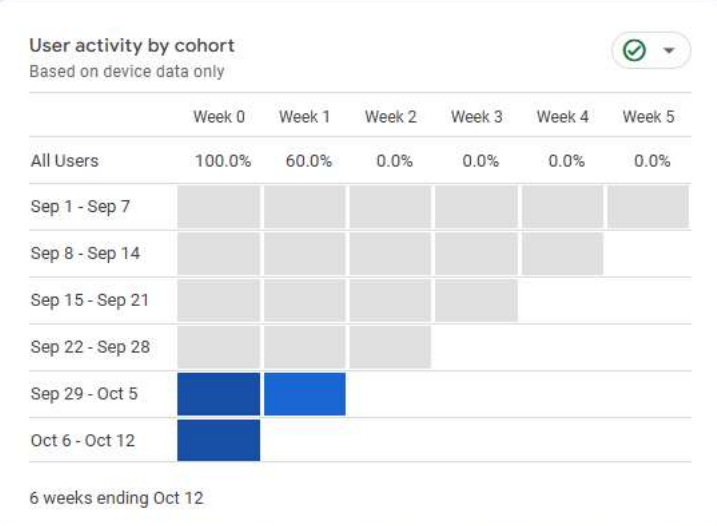


New users by First user primary channel group

FIRST USER PRIMARY CHA...	NEW USERS
Organic Social	241
Direct	14
Paid Search	3
Referral	3

View user acquisition →

HOW WELL DO YOU RETAIN YOUR USERS?



Active users by Audience name

AUDIENCE NAME	ACTIVE USERS
All Users	261
Untitled audience	60

View audiences →

Active users by City





CITY	ACTIVE USERS
Cairo	50
New Cairo City	36
Alexandria	24
Giza	16
6th of October City	10
Tanta	9
Banha	8

View cities →

Sessions by Session manual so...

SESSION MANUAL ...	SESSIONS
m.facebook.com	255
business.facebook.c...	25
l.facebook.com	11
adsmanager.faceboo...	10
facebook.com	10
chatgpt.com	1
statics.teams.cdn.o...	1

View Manual campaigns →

-  Reports snapshot
-  Realtime overview
-  Realtime pages
-  Business objectives
- Leads

Overview

Audiences

User acquisition

Traffic acquisition

Landing page

User acquisition cohorts
- Sales

Traffic

Overview

Demographic details

Pages and screens
- User engagement & retention

Overview

Events

Pages and screens
- User

User attributes

Tech

Library

A

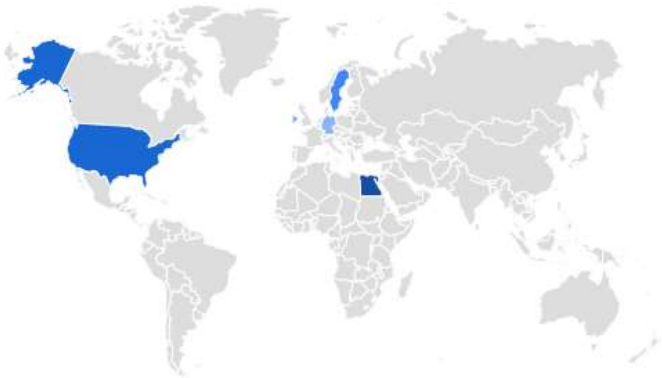
+

Traffic overview

Last 28 days Sep 21 - Oct 18, 2024

Active users by Country



COUNTRY	ACTIVE USERS
Egypt	243
United States	9
Sweden	3
Germany	1
Ireland	1

[View countries](#)

Active users by City

CITY	ACTIVE USERS
Cairo	50
New Cairo City	36
Alexandria	24
Giza	16
6th of October City	10
Tanta	9
Banha	8

[View cities](#)

Average engagement time per active user

1m 08s

Engaged sessions per active us

1.1



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	1.8K
session_start	382
scroll	330
first_visit	261
user_engagement	253
form_start	5
click	2

[View events](#)

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
FootEase	1.1K
سنيكر Tommy	148
FootEase الرئيسية	89
سنيكر أديداس	55
كوتشي Nike 1	43
كوتشي جلد مطعم شمواد	42
خدمة كلاسليك جلد طيني يقرى	31

[View pages and screens](#)

Business objectives

Leads

Overview

Audiences

User acquisition

Traffic acquisition

Landing page

User acquisition cohorts

Sales

Traffic

Overview

Demographic details

Pages and screens

User engagement & retention

Overview

Events

Pages and screens

User

User attributes

Overview

Demographic details

Audiences

Tech

Library

A

+

User attributes overview

Last 28 days

Sep 21 - Oct 18, 2024

Active users by Country



COUNTRY	ACTIVE USERS
Egypt	243
United States	9
Sweden	3
Germany	1
Ireland	1

View countries

ACTIVE USERS IN LAST 30 MINUTES

1

ACTIVE USERS PER MINUTE

TOP COUNTRIES	ACTIVE USERS
Egypt	1

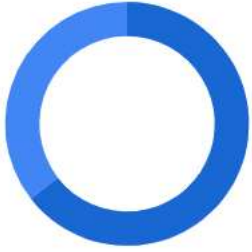
View realtime

Active users by City

CITY	ACTIVE USERS
Cairo	50
New Cairo City	36
Alexandria	24
Giza	16
6th of October City	10
Tanta	9
Banha	8

View cities

Active users by Gender



MALE

64.5%

FEMALE

35.5%

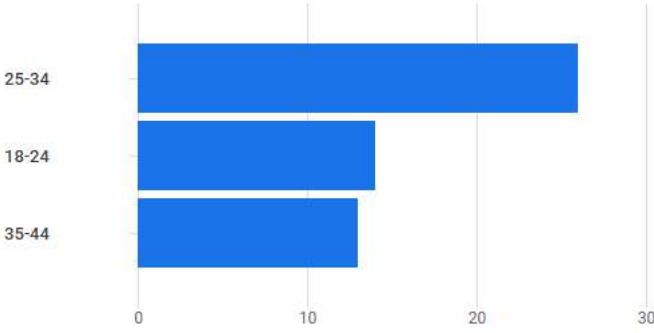
View genders

Active users by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid News Readers	12
Shoppers/Shopping Enthusiasts	10

View interests

Active users by Age



View age ranges

Home

Analytics

Business objectives

Leads

Sales

Traffic

User engagement & retention

User

User attributes

Tech

Library

Reports snapshot

Realtime overview

Realtime pages

Business objectives

Leads

Sales

Traffic

User engagement & retention

User

User attributes

Tech

Library

Overview

Audiences

User acquisition

Traffic acquisition

Landing page

User acquisition cohorts

Overview

Demographic details

Pages and screens

Overview

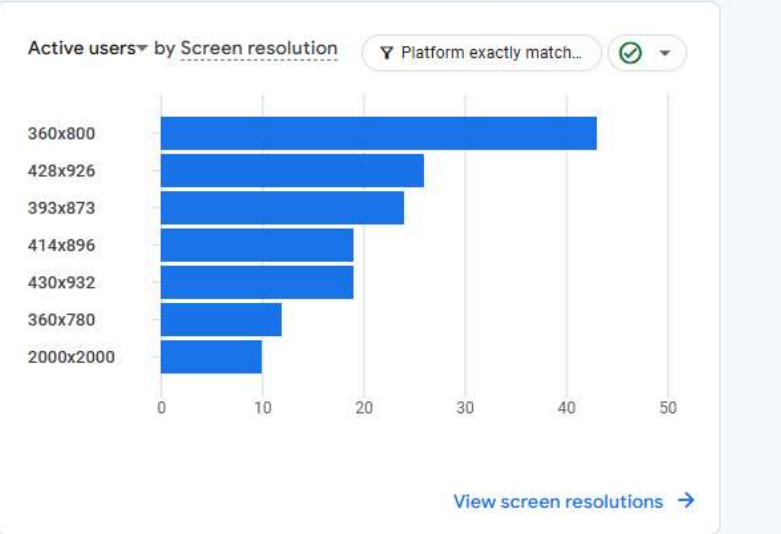
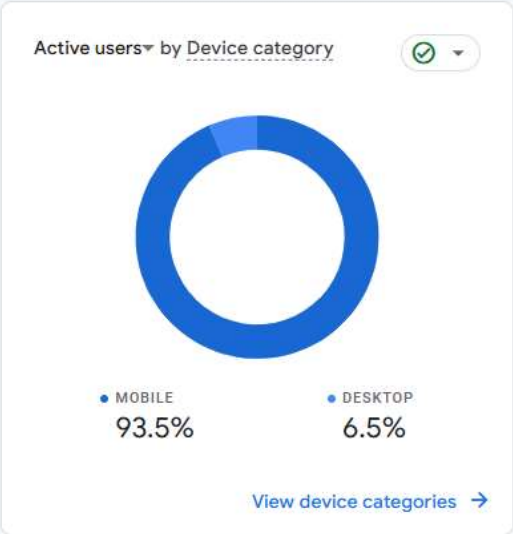
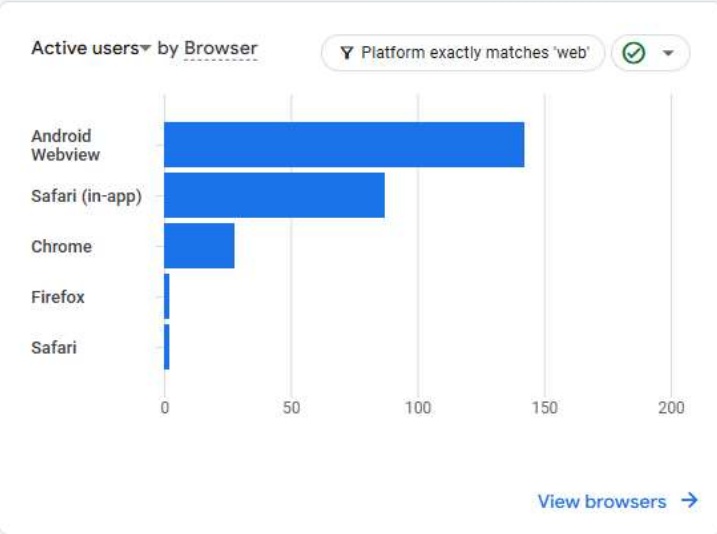
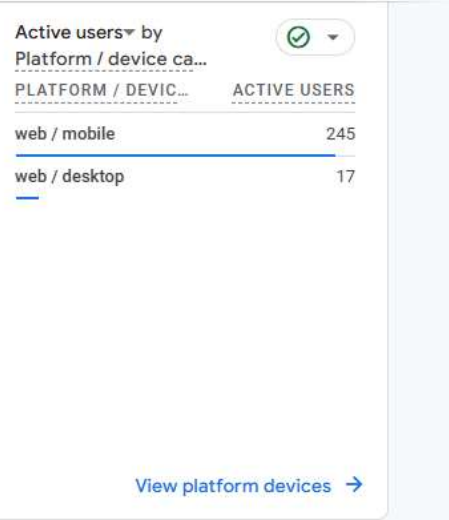
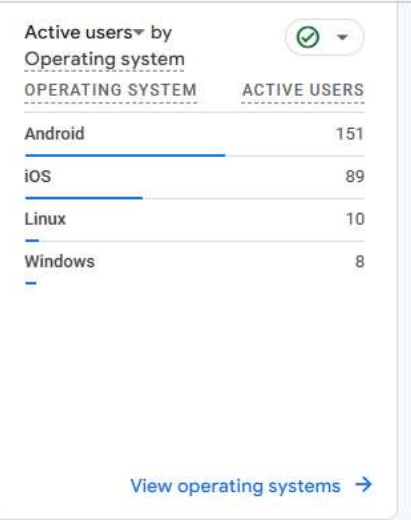
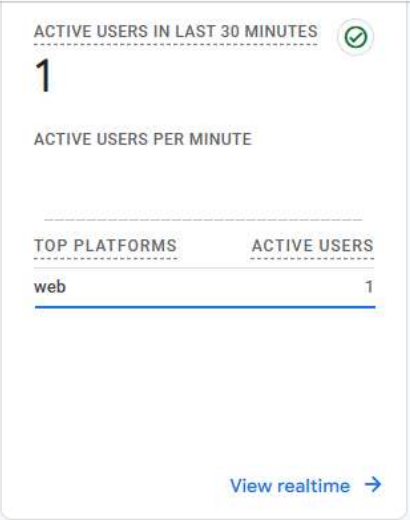
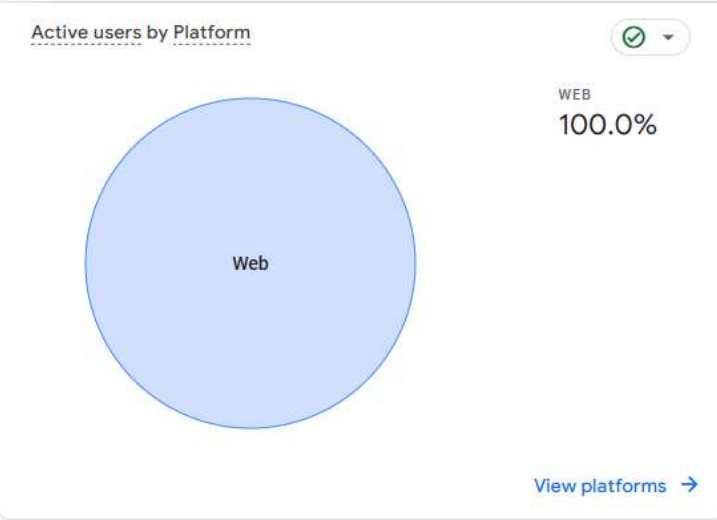
Tech details

A

+

Tech overview

Last 28 days Sep 21 - Oct 18, 2024



"We will be working on TikTok in the upcoming quarter to target Generation Z."

Recommendations and Improvement



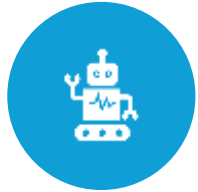
We will launch a remarketing campaign to target users who viewed the content and added items to their cart.



Users spend 1 minute and 8 seconds on my website, showing low engagement. I'll improve site speed and content to increase their stay.



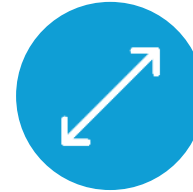
A/B Testing: We'll experiment with different ads, testing variations in text, images, and colors to find the best combination for converting traffic into sales.



Mobile Experience Optimization: With 94% of users accessing the site via mobile, we'll focus on improving navigation and loading times for a smoother mobile experience.



Cross-Selling and Testimonials: We'll apply cross-selling techniques and include client testimonials to build trust and encourage users to complete their purchases.



Gradual Ad Budget Increase: After optimizing conversion rates and engagement, we'll gradually raise the ad budget to expand reach and capitalize on improved performance.



New Ad Designs: We'll use high-quality product images tailored to the target audience. Incorporating special offers and video ads can enhance engagement and capture more attention.



"We will be working on TikTok in the upcoming quarter to target Generation Z."

3. Email Marketing (For Future Use)



- Building an Email List: Collect emails through the website and social media.



- Automation: Follow-up emails after purchase to encourage repeat sales.



- Regular Promotions: Send discounts and new product collections.



- Segmentation: Personalized messages based on customer interests and behavior.