VELURO

PRINT YOUR PERSONALITY

Print Your Personality: Revolutionizing Custom Apparel

Welcome to the future of fashion, where imagination meets reality. This presentation unveils a revolutionary apparel brand that empowers everyone to express individuality through personalized prints.

Empowering Self-Expression Through Print-on-Demand

Imagine clothing that reflects your unique style and personality. Our print-on-demand technology allows you to design and personalize your own apparel, from casual tees to statement jackets.

We empower you to express yourself creatively through fashion. Create clothing that tells your story, reflects your values, and makes you feel confident and unique.

The Problem We Aim to Solve: Lack of Personalized Fashion Options

Limited Choices

Finding clothing that truly reflects your individual style can be a challenge.

Mass Production

Mass-produced clothing often lacks the unique details and personalization that consumers crave.

Lack of Sustainability

Traditional fast fashion practices are often unsustainable and contribute to environmental issues.

BMC

Customer Segments

- Teenage boys and girls
- Young men and women
- Those who prefer casual and oversized clothing

Value Proposition

- T-shirts and hoodies printed with youthful and trendy designs that reflect customer's personalities.
- Tips and assistance on how to style outfits.

Channels

- Social media (Facebook -Instagram - Tik Tok)
- Calls by phone number

Customer Relationship

- Lifetime customers by offering quick response and loyalty program

Revenues streams

- Selling clothes online

Key Resources

- Social media accounting

Key Activities

- Adding trendy collection
- Social media marketing
- Build relationships with suppliers and printing workshops
- Manage shipping and delivery

Key Partner

- Manufacturing
- Printer workshop
- Shipping company
- Influencers

Cost structure

- Material and manufacturing
- Printing
- Shipping
- Ads

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PRINT YOUR PERSONALITY

SMART GOAL

1K

Followers “ Facebook”
in the next three months

1K

Followers “Instagram”
in the next three months

1K

Followers “ TikTok”
in the next three months

10

Partnerships

Collaborate with 10+ renowned artists and designers.

1K

Designs

Expand our catalog to 1000+ unique designs.

Our Vision: Democratizing Fashion

1

Empowerment

Giving everyone the power to create their own unique apparel designs.

2

Creativity

Enabling self-expression and showcasing individual style through personalized prints.

3

Accessibility

Making custom apparel affordable and accessible to a wider audience.

The Power of Customization: Benefits for Consumers

1 **Unique Style**

Express your individuality with clothing that is truly one-of-a-kind.

2 **Unlimited Options**

Design anything you can imagine, from bold patterns to meaningful quotes.

3 **High Quality**

Enjoy durable and well-made garments that will last longer.

4 **Ethical Production**

Support sustainable and responsible manufacturing practices.

Innovative Print-on-Demand Technology: How It Works

1. Create your unique design using our intuitive online platform by uploading the design on our Form.

2. Our state-of-the-art printers transfer your design onto high-quality fabric.

3. Your personalized garment is carefully sewn and packaged for delivery.

Curating a Diverse Catalog: Designs for All Tastes

Minimalist Style

Abstract Art

Your Mind

Sustainable and Ethical Practices

1

Eco-Friendly Materials

Utilizing sustainable materials such as organic cotton and recycled polyester to reduce environmental impact.

2

Ethical Production

Partnering with factories that prioritize fair labor practices and safe working conditions.

3

Waste Reduction

Implementing print-on-demand technology to minimize waste and promote responsible manufacturing.

TARGET PERSONAS

Buyer Persona Segmentation

1. **Demographics**
- Age: 18 - 32
- Gender: Men
- Location: Cairo – Giza – Alexandria – Tanta - Mansoura
- Education: University students – University students – Working professionals
- Occupation: All jobs that are suitable for casual wear

2. **Behaviors**
- Shopping preferences: Prefers online shopping over traditional stores
- Social media usage: Actively uses social media, especially Facebook, Instagram and TikTok.
- Buying habits: Looks for high-quality products with unique designs.
- Influencing factors: Pays attention to customer reviews and opinions before purchasing.

3. **Interests**
- Hobbies: Loves traveling and adventures. Enjoys photography and sharing daily moments.
- Lifestyle preferences: Prefers casual clothing that reflects his personality and offers comfort.
- Product/Service alignment: Interested in fashion and the latest trends in printing and apparel.

4. Goals and Challenges
- Goals: To purchase unique, high-quality clothing that expresses his personality.
To support local or emerging brands.
- Challenges: Difficulty finding a brand that combines attractive designs with high quality at reasonable prices.
Occasional lack of trust in the quality of online purchases.

5. Messaging
- Key marketing message: "Your clothes reflect who you are – get unique designs with quality you deserve."
- Value proposition: Feeling comfortable wearing what suits your personality.

6. Preferred Marketing Channels
- Social media platforms: Instagram (for showcasing visuals and designs).
TikTok (for highlighting lifestyle and adventures).
Targeted ads on Facebook.

Buyer Persona Segmentation

1. **Demographics**
- Age: 18 - 27
- Gender: Women
- Location: Cairo – Giza – Alexandria – Tanta - Mansoura
- Education: University students – University students – Working professionals
- Occupation: All jobs that are suitable for casual wear

2. **Behaviors**
- Shopping preferences: Prefers online shopping, especially from popular apps like Instagram or Shein.
- Social media usage: Relies on reviews and recommendations from influencers on social media.
- Buying habits: Leans towards purchasing clothes that combine style and comfort. Interested in discounts and promotional offers.

3. **Interests**
- Hobbies: Fashion and the latest clothing trends.
- Lifestyle preferences: Photography and sharing daily outfits on Instagram Story.
Traveling and exploring new places.
Watching styling and makeup tutorial videos.
Social activities like attending events or going to cafes with friends.

4. Goals and Challenges
- Goals: To look stylish and attractive in a way that matches her personality.
To find high-quality clothing at reasonable prices.
- Challenges: Finding clothes that match her unique and unconventional taste.
Trusting the quality of products sold online.

5. Messaging
- Key marketing message: "Showcase your beauty with trendy designs that reflect your personality."
"Comfort and elegance in every piece – made just for you!"
"Stand out with unique pieces that combine quality and fashion."

6. Preferred Marketing Channels
- Social media platforms:
* Instagram: For paid ads and showcasing photos and videos.
* TikTok: For quick videos about products and styling tips.
* Facebook: For exclusive and instant offers.

PERSONA 1

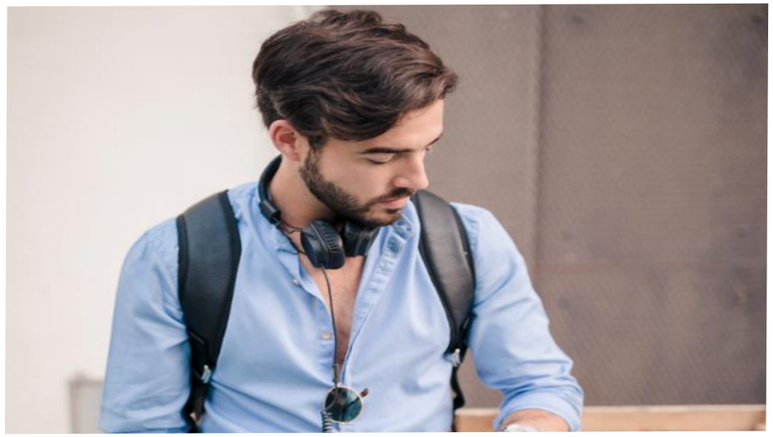
HAGER, STUDENT , 22 y.o

BACKGROUND	Needs	Hoops	Goals
- Senior university student studying business administration. - Lives in a suburban area. Doesn't work	- Trendy and affordable clothing suitable for university and social events. - Access to a wide range of styles and brands.	- Limited budget as a student. - Balancing style and affordability.	- Stay updated with the latest fashion trends. - Express personal style through clothing.

Preferred Platforms	Barriers	Marking
- Active on Instagram and TikTok for fashion inspiration. - Shops on popular e-commerce sites like Shein.	- Limited options for trying on clothes in-person when shopping online. - Difficulty in finding the perfect fit and size online.	- Prefers brands known for trendy and affordable clothing, such as Shein. - Engages with brands that share fashion tips and styling guides on social media.

PERSONA 2

EHAB, FRESH GRADUATED , 24 y.o



BACKGROUND	Needs	Hoops	Goals
- Recent university graduate. - Lives in Alexanderia. - Works in a digital marketing office job.	- Stylish clothes suitable for work and social events. - Reasonable prices with high quality. - Easy access to both global and local brands.	- Limited time for shopping due to work pressure. - Need for a variety of clothes to suit different occasions.	- Achieve a balance between modern looks and professionalism. - Save money by purchasing high-quality, long-lasting clothes. - Build confidence through appearance.

Preferred Platforms	Barriers	Marking
- Uses apps like Instagram and Pinterest for fashion ideas. - Shops online on platforms like Amazon.	- Lack of trust in product quality when buying online. - Needs to ensure the fit and size without trying on clothes in person.	- Prefers brands that combine quality with reasonable prices, like Zara and H&M. - Enjoys engaging with brands that offer fashion tips and special discounts on social media.

SWOT Analysis

Strengths:

- High quality
- Unique designs
- Customized printing as per customer requests

Opportunities:

- Collaborations with micro-influencers on Instagram and TikTok.
- Participation in local youth-focused pop-up events
- Exclusive offers through social media pages
- offers trendy and stylish fashion
- High engagement on social media compared to other brands

Weaknesses:

- High cost
- Limited physical presence (as a new online brand)
- Limited brand recognition initially

Threats:

- Potential logistical challenges in Egypt
- Presence of well-established competitors with long-standing market presence
- Economic fluctuations affecting consumer spending
- Potential supply chain disruptions

Testing Phase

total budget 5000 le

sales :3500 le

engagement :1500 le

1-awarenes or sales (It depends on the initial results)

1- Women;(4000 le)
- (18-34)2250 le
  Broad ,Casual(video) ,formal (photo),sports (collage)
- (35-50) 1750 le
  Broad ,Casual(photo) ,formal (album)
- 1000 le (custom ,lookalike audience , reviews' , offers ,...)

2- Men (1000 le)
(18-45) Broad ,Casual(album) ,formal (photo),sports (video), offers(reels)

Competitors Analysis

	MEN'S CLUB	Fekra Print	zaahe_eg
link of channel	https://www.facebook.com/mensclub.egypt.official?locale=ar_AR	https://www.facebook.com/fekraprintt?locale=ar_AR	https://www.facebook.com/profile.php?id=61552795546242&sk=about
linkes	facebook-instegram-website	facebook-instegram-website	facebook-instegram-website
followers	1.2 million likes and 1.3 million followers	202K likes • 202K followers	2.6K likes • 3.8K followers
reviews	positive	positive	positive
about	yes	yes	yes
posting regular or not	yes	no	yes
no. of postes/ mounth	50 pstes	only 2 posts	15 postes
paide/not	yes	no	yes
type of content	photos, videos, and posts related to men's fashion, including shirts, and jackets.	photos, videos, and posts related to men's and women fashion, including shirts, and hoodes.	photos, videos, and posts related to men's shirts, and hoodes.
tone of voice	semi-formal	formal	formal
call to action	website/call	whatsapp	whatsapp
comment replies	yes	yes	yes
designs	yes	yes	yes
keep identity	yes	no	yes
strengths	keeps posting regularly / responds to follower quickly	It provides a service and quality of printing that is not widespread.	keeps posting regularly Although the audience does not respond sometimes
weeknes	no	irregular in posting	no

تقرير تحليل المنافسين على فيسبوك

تحليل الزاهي

- ✅ نقاط القوة:
- معدل تفاعل مرتفع جدًا -
- محتوى منتظم -

- ❌ نقاط الضعف:
- حجم جمهور صغير -

تحليلFekra Print

✅ نقاط القوة:
- جودة الخدمة (الطباعة) -

- ❌ نقاط الضعف
- قلة النشر -
- عدم الحفاظ على الهوية البصرية -
- تفاعل ضعيف جدًا -

تحليلMEN'S CLUB

- ✅ نقاط القوة:
- نشاط منتظم -
- جمهور ضخم -
- سرعة الردود -

- ❌ نقاط الضعف:
- معدل تفاعل منخفض جدًا -

الاستنتاجات والتوصيات

- الزاهي يحتاج لزيادة المتابعين.
-MEN’S CLUB. يجب تحسين التفاعل مع الجمهور
-Fekra Print. تحتاج لخطة محتوى قوية وزيادة التفاعل

Activate Windows
Go to Settings to activate W

Competitors Analysis

Analysis of Facebook Profile: Profile Picture, Top Posts, Video/Photo Count, Channels

Omar print shop

2.8K likes • 2.9K followers

type of post with most comments :Pictures of products that are not familiar to the page (mobile covers-mags)

Video/Photo /reels :The same images used in the most interactive posts

pio : none

Profile Picture : logo only

Channels : facebook only

ElPharana Group For Advertising

5.6K likes • 5.9K followers

type of post with most comments :Picture of more than one product with the same color

Video/Photo /reels :Not interested

pio : Explains the type of services and product

Profile Picture : logo only

Channels : facebook only

نور الزهراء للملابس الجاهزه

4.7K friends

type of post with most comments :more than one product in one post

Video/Photo /reels :Explains the stages of printing

pio : Explains the type of services it provides

Profile Picture : photo only

Channels : facebook only

zaahe_eg

Zaahe

Design, buy or sell T-Shirts and hoodies on Zaahe.com
The only AI powered print on demand and drop shipping platform in MEA
Checkout @herb_wave

https://zaahe.com/

Tracked since Jan, 27 2025. Updated in 11 minutes.

Followers	Following	Posts
21,061	109	129

43.5%

InsTrack Score

Last 30 Days

Overview | Audit | Growth | Engagement | History | Posts

We just started tracking **@zaahe_eg**, so no historical data will be available prior to today! Please check back in a few days for more updated stats.

--
Followers Growth Rate (90 Days)

--
Weekly Followers

0.17%
Engagement Rate

25
Average Likes

10
Average Comments

Help

Fekra Print

@fekraprintt

"فكرة للطباعة تعمل على تقديم خدمة صناعة الملابس وطباعتها بشكل مختلف وعصري"

Categories: Printing, Textiles, Fashion, Design, Manufacturing, Promotion, Sales, Service, Delivery, Customization, DTF

Language & Country: Turkish (Egypt)

Add to Dashboard

All data updated

Last update of analytics data 17 hours ago

AI Report | Universe | Rant

201,937	-	-	0%	0%	1.0%
Fans (Average)	Follower Growth (In %) (Average)	Posts per day (Average)	Post Interaction rate (Average)	Engagement (Average)	Page Performance Index (Average)

Reactions, Comments & Shares

1.0

0.8

0.6

0.4

0.2

MEN'S CLUB

@menasclub.egypt.official

"MEN'S CLUB .... The Everyday Style"

Categories: Fashion, Clothing, Winter, Style, Retail, Discount, Men, Shopping, Denim, Trends, Casual, Online, Brand, Collection, Promotion, Seasonal, Men's Club, MENZO, The Everyday Style

Language & Country: Turkish (Egypt)

This is a Global Page with 25 subpages: show all

Add to Dashboard

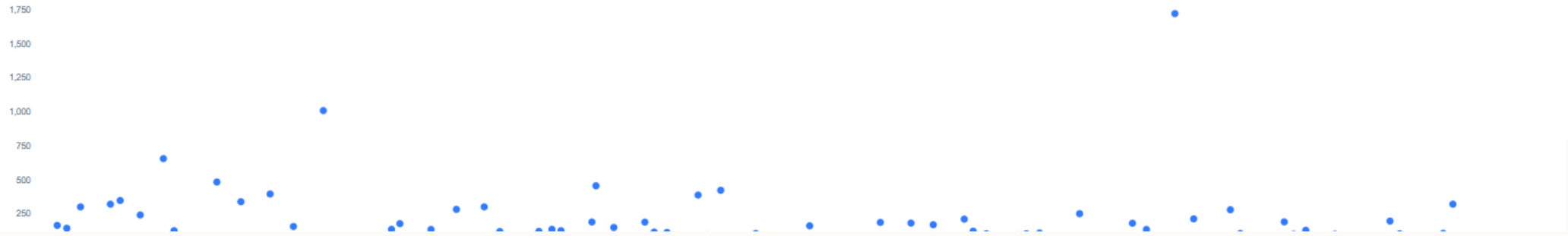
All data updated

Last update of analytics data 18 hours ago

AI Report | Universe | Rant

1,248,513	-	-	0.016%	0.045%	10.0%
Fans (Average)	Follower Growth (in %) (Average)	Posts per day (Average)	Post interaction rate (Average)	Engagement (Average)	Page Performance Index (Average)

Reactions, Comments & Shares



Veluro

Timeline

1 Month | 6 Month

By

Rania Eskander

Page Overview

Bird's-eye view of your page performance

Select Timeperiod Apr 01, 2025 - Apr 08, 2025

Select Timeperiod Mar 31, 2025 - Apr 06, 2025

Brand Activity	Reach	Engagement	Post Likes
10 ▲ 42.86 %	33261 ▲ 562.97 %	6019 ▲ 441.28 %	109 ▲ 445 %
7	5017	1112	20

Clicks	Video Views
0 ▲ 0 %	346 ▲ 276.09 %
0	92

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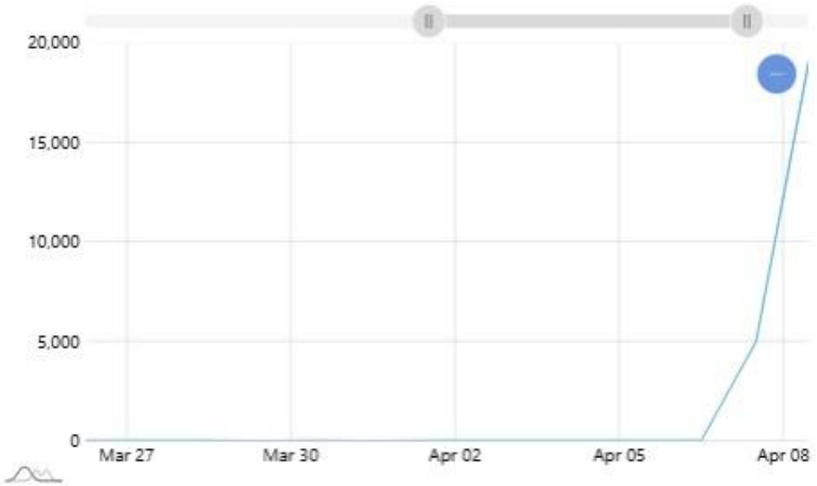
Daily Analysis

Daily Analysis of your Facebook page

Reach



Tuesday's Reach were 311.415% more than the average weekdays Reach.

Average days Reach:

4,757

Tuesday Reach:

19,571

Content Type Analysis

Bird's-eye view of your Content Type performance.

Marketing & Distribution: Reaching Our Audience

1

Digital Marketing

We leverage a multi-channel (Facebook – Instagram – TikTok)strategy to reach our target audience.

2

Social Media Engagement

We build a strong online presence through engaging content and community-building across various social media platforms.

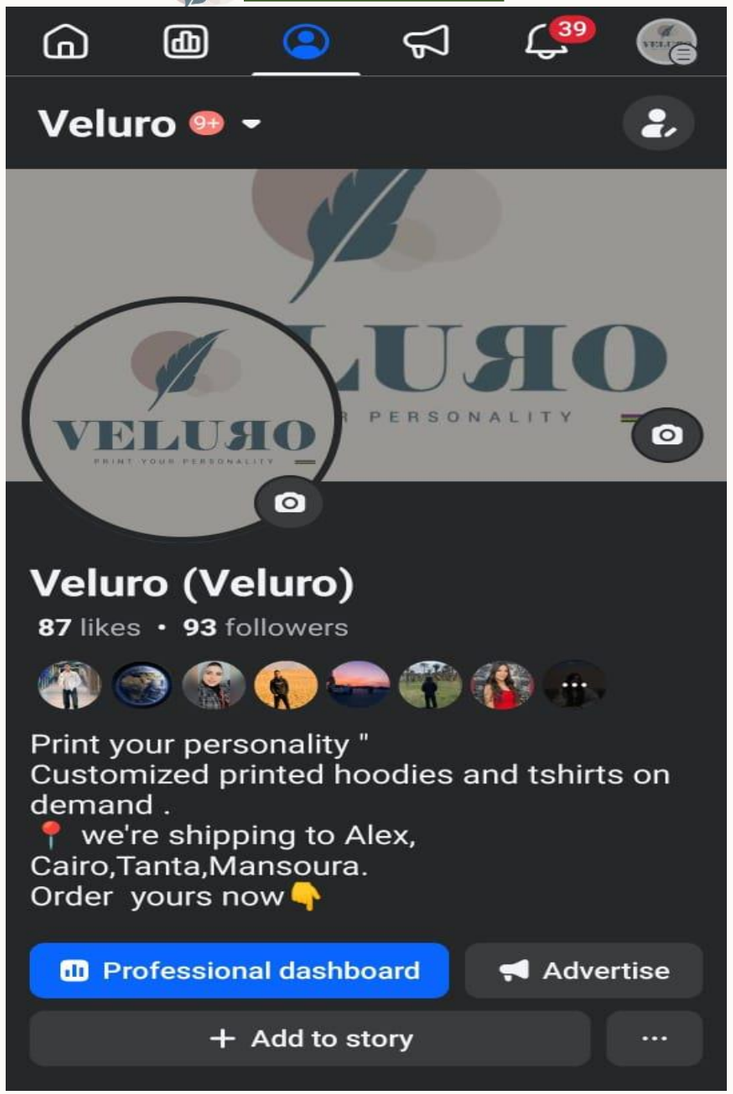
3

Partnerships & Collaborations

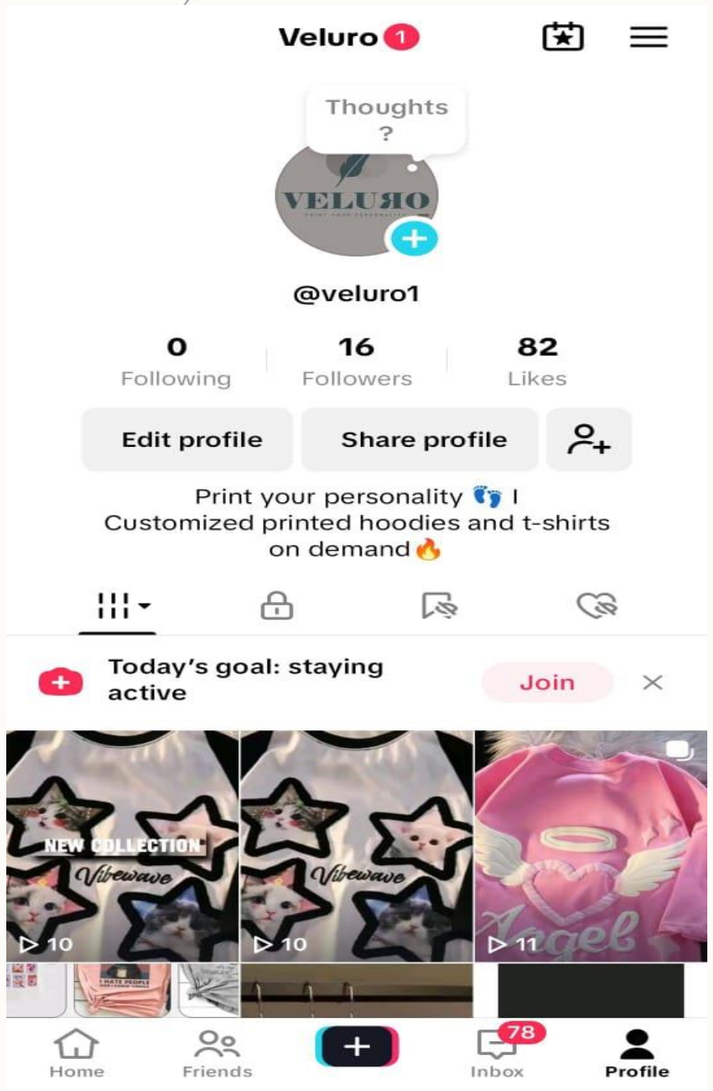
We collaborate with influencers and retailers to expand our reach and build brand awareness.

Platforms

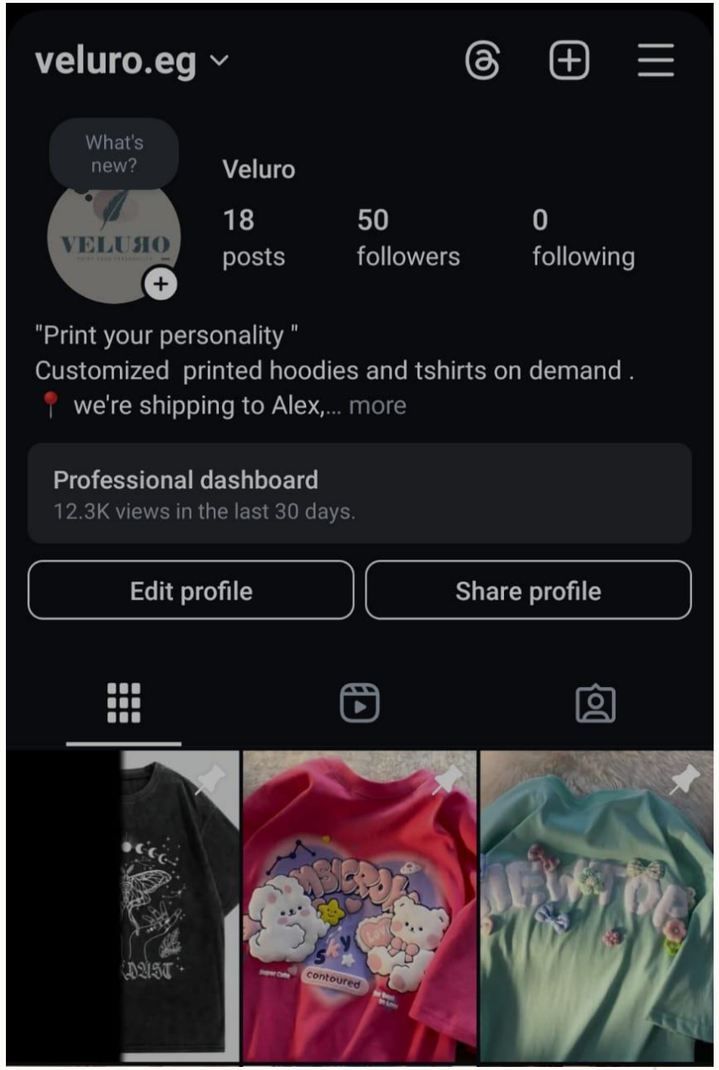
Facebook

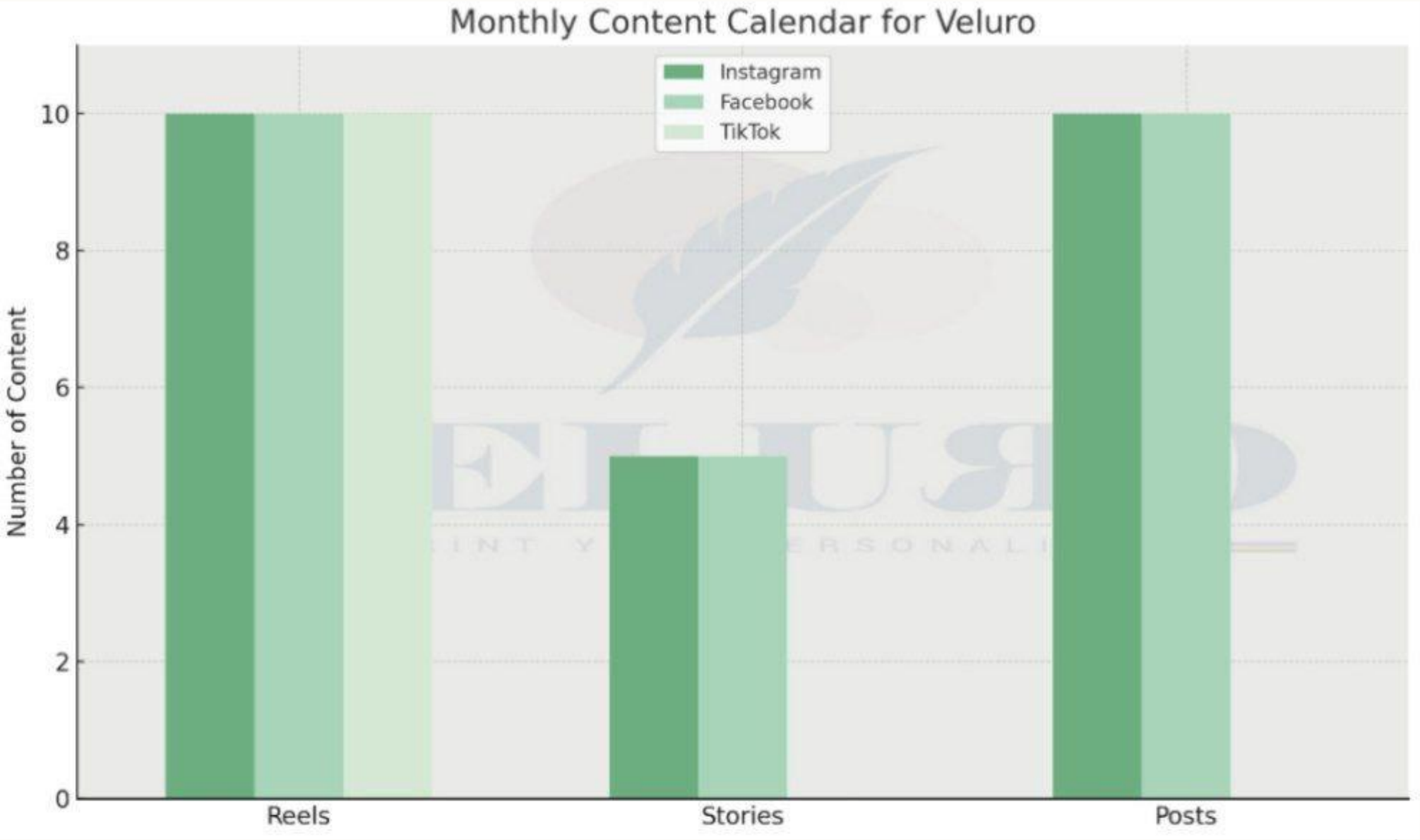


TikTok



Instagram




Monthly Content Calendar for Veluro
Instagram
Facebook
TikTok
Number of Content
0
2
4
6
8
10
Reels
Stories
Posts

direction	Platform	Content brief	Content type	tov	content
awarness	Fb Insta tiktok	Welcome post	reel	Preint your personality with velouro	Who said clothes don’t speak?
selling	Fb insta	صور لتيشيرتات مطبوعه او موديل لابس تيشيرت	collage	All eyes on you	Get ready to elevate your sammar wardrobe with our customized designed tshirts
engagement	Fb instaa	فيديو يشرح كيفية عمل اوردر	Video	فليرو يهمه راحتك	ازاي تعمل اوردر من الفورم بتاعنا
selling	Fb Insta tiktok	فيديو بيعرض تفاصيل التيشيرتات من قريب للطباعه والتقفيل والخامه مع موسيقي	reel	Choose your identity with veluro	Style starts with the details you choose
engagement	Fb insta	صوره لكولكشن رمضان بدون تفاصيل	pic	Preint your personality	تفتكروا مجهزين ايه لكولكشن رمضان شاركونا افكاركم في الكومنتات

direction	platforms	Content brief	Content type	tov	content
awarness	Fb Insta tiktook	فيديو بيعرض تيشيرتات الكولكشن الجديد	reel	Be different	Get ready to level up your style with our Ramadan collection
selling	Fb insta	صور الكولكشن	carousel		Shop Ramadan collection now
engagement	Fb insta	باك جراوند بتصميم رمضاني لكولكشن تيشيرتات رمضان	Story	فليرو معك في كل المناسبات	تفتكروا ايه ال item الجديد عندنا
selling	Fb Insta Tik tok	فيديو ثواني لتنسيقات الهودي	reel	New item	في هودي رمضان caftan Ramadan زي مافي عشان رمضان جاي في الشتا عملنالك هودي يدفيكي ويكمل اناقتك ماتيريال قطن 100% مش بتوبر تقفيل عالي الجوده تصميم انيق
selling	Fb insta	صوره اصحاب لابسين تيشيرتات من كولكشن رمضان مع باك جراوند لفايبس رمضان	pic	مع فليرو اللمه تحلي	عشان رمضان بيحب اللمه فليرو منساش صحاب عملنالك كود خصم ليك ولصحابك لما تشري او تطلب اوردر من عندنا

direction	platforms	Content brief	Content type	tov	content
engement	Fb+ insta	صوره لمجموعة لتيشيرتات مطبوعه	pic	Anime lovers	Calling all anime and pop lovers Express your fandom with our bold high quality printed tees Which ones your favorit? Drop it in the comments
selling	Fb + insta	كاروسيل لصور تيشيرتات مطبوعه	post	خليك مختلف مع veluro	نفسك في تيشيرت يعكس شخصيتك ويميزك؟ بنقدملك أفضل الخامات و اللى بتنعكس على شكل التيشيرت وبتخليه كده ❤ Premium. . وكمان الطباعة بأعلي جودة , يعني اغسله براحتك وهيفضل جديد . لو في بالك اي تصميم , ممكن تبعتلنا واحنا نعملهولك مخصوص . معاينة قبل الاستلام , عشان احنا واثقين من منتجاتنا مستني ايه؟ يلا الحق التيشيرت اللى يعجبك واستفيد بخصم 20% لمدة 3 أيام بس. . تقدر تطلب اوردر من خلال رسايل البيدج خليك مختلف مع veluro , خليك
engagment	Fb+ insta	Poll	story	تشويق	ياترا جاهزين لكولكشن العيد
awarness	Fb+ Insta+ tiktok	فيديو قصير لتيشيرتات متعلقه غير ظاهره	Video	Stay tuned	Stay tuned
awarnedd	Fb+ Insta+ tiktok	فيديو لموديلز لابسين تيشيرتات مطبوعه مع لوجو veluro	Video	Print your pirsonality	فيديو بيعرض منتجات

direction	platforms	Content brief	Content type	tov	content
selling	Fb + insta	كاروسيل	photos	Don’t miss the chance	Choose from the new collection and stand out! You can order your favorite design or pick from our exclusive designs. Order now—don’t miss the chance! ⍰ ⍰"
selling	Fb+ Insta+ tiktok	فيديو لتيشيرتات مطبوعه مع لوجو veluro	Video	Print your personality	vedio
engagment	Fb+ Insta+ tiktok	Short vedio	story	How to pribt and modify any t shirt	vedio
selling	Fb+ insta	pic	post	Be diffrent	كل الهوديز اللي في السوق شكلها متكرر وخامتها عادية؟ بتدور على حاجة مختلفة، لكن مش لاقي تصميم يميزك؟ الحق العرض مع فيلور و هتلاقي هوديز بخامات ممتازة وتصاميم فريدة مش هتشوفها في أي حتة! ستايل مختلف وخامة مريحة احنا بنصمم هوديز تناسب ذوقك وتخليك مميز. متوفر بألوان متنوعة وتصميمات حصرية مش هتلاقيها عند حد تانى مع فيلورو انت دايما مختلف ...
Selling Paid ad	Fb+ insta	كاروسيل	post	Be diffrent	⍰ ⍰العيد خلص... بس الشياكه لسه مخلصتش مش مجرد تيشيرتات، ده ستايل .Veluro من Dكوليكشن تيشيرتات الفوم 3 بتحسيه قبل ما تلبسيه. ديزاينات بارزة وناعمة، خامة قطن مع كتان معالج، خفيفة، أنيقة، ومش شفافة. ⍰ نعومة بتبان، راحة بتتحس ⍰ بس مش عادي simple ستايل ⍰ خامة خفيفة، مفيهاش كرمشة ولا انكماش ⍰ الشحن لأي مكان في مصر ، وكمان فيه معاينة عند الاستلام مش محتاجة تفكري كتير ، الحاجة الحلوة بتتكلم عن نفسها الحقي ابعتلنا مسدج

direction	platforms	Content brief	Content type	tov	content
selling	Fb+ Insta+ tiktok	فيديو بيعرض صور تيشيرت باللون الاسود والاسود المحجر	Video	Be uniqe	"مش بنمشي ع الموضة.. إحنا الموضة بتمشي علينا" لو التيشرت عندك مجرد لبس مش ليك veluro ف عملنالك كوليكشن تيشيرتات باللون الاسود والاسود المحجر مختلفة عن اي حد الحق اطلب تيشيرتك دلوقتي – وخلي الشارع يعرف إنك وصلت
selling	Fb+ Insta+ tiktok	فيديو بيعرض كوليكشن تيشيرتات مطبوعه	Video	Be diffrent	و بتدور على التيشيرت اللي يعبر عن شخصيتك ويكمل ستايلك، براند فيلورو جابتلك تشكيلة التيشيرتات التريندي اللي تناسب كل الأذواق! اختار اللي يعجبك من التصميمات المختلفة اللي هتخطف الأنظار وتخليك دايمًا مميز. استعد لتجربة الموضة بطريقة جديدة مع فيلورو! "
selling	Fb+ insta	كاروسيل لكوليكشن جديد	post	Be uniqe	خاص بيكي signature مش مجرد تيشيرت ده الكوليكشن اللي فات كان بداية... والنهاردة جينالكم بكوليكشن جديد أقوى! ديزينات هتخلي الكل يتكلم عنك، مش هتلاقيها في أي مكان تاني ماتيريال قطن مع كتان معالج، خفيفة، مش بتكرمش ولا بتكش حافظي على راحتك وأناقتك في كل وقت ابعتلنا مسج بمقاسك وخدي شحن مجاني لمدة 48 ساعة الحاجة الحلوة مبتستناش
selling	Fb+ insta	ستوري لصور الكوليكشن الجديد	story	Be uniqe	فيديو ستوري

Top Posts

Top performing posts of your page

1 April 3, 2025

العيد خلص... بس الشياكه لسه مخلصتش 😉✨
مش مجرد Veluro. من Dكوليكشن تيشيرتات الفوم 3
تيشيرتات، ده ستايل بتحسيه قبل ما تلبسيه. ديزاينات
...بارزة وناعمة، خامة قطن مع كتان معالج، خفيفة،
Read More

Reactions	Comments
97	153
Shares	**Engagement**
0	250

2 April 7, 2025

خاص بيكي signature مش مجرد تيشيرت ده
الكوليكشن اللي فات كان بداية... والنهاردة جينالكم
بكوليكشن جديد أقوى! ديزينات هتخلي الكل
...بتكلم عنك، مش هتلاقيها في أي مكان تاني
Read More

Reactions	Comments
34	17
Shares	**Engagement**
0	51

3 March 15, 2025

نفسك في تيشيرت يعكس شخصيتك ويميزك؟
بنقدملك أفضل الخامات و اللى بتنعكس على
كده . Premium شكل التيشيرت وبتخليه
...وكمان الطباعة بأعلي جودة , يعني اغسله براحتك
Read More

Reactions	Comments
23	5
Shares	**Engagement**
0	28

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PRINT YOUR PERSONALITY

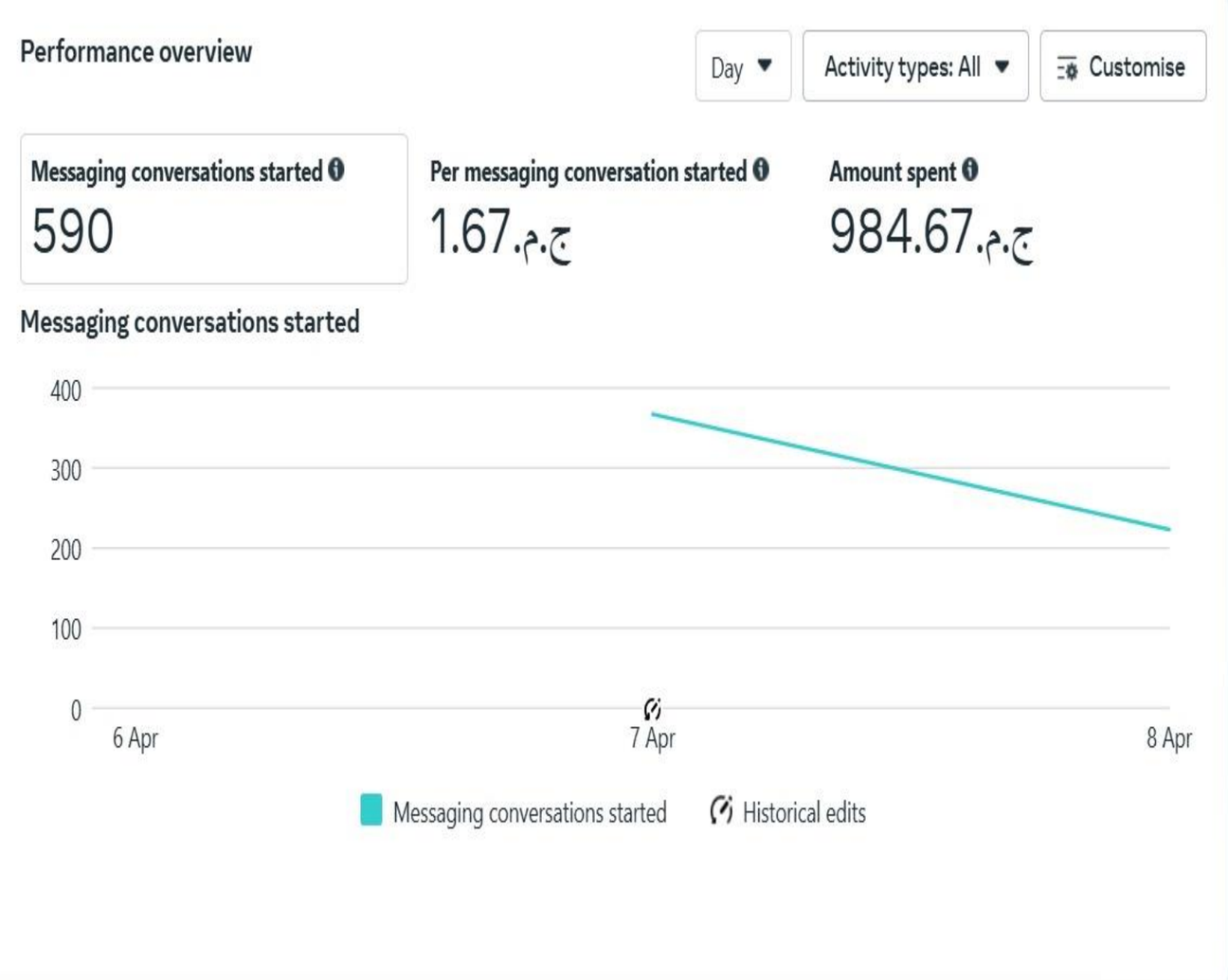
Campaigns and Targeting

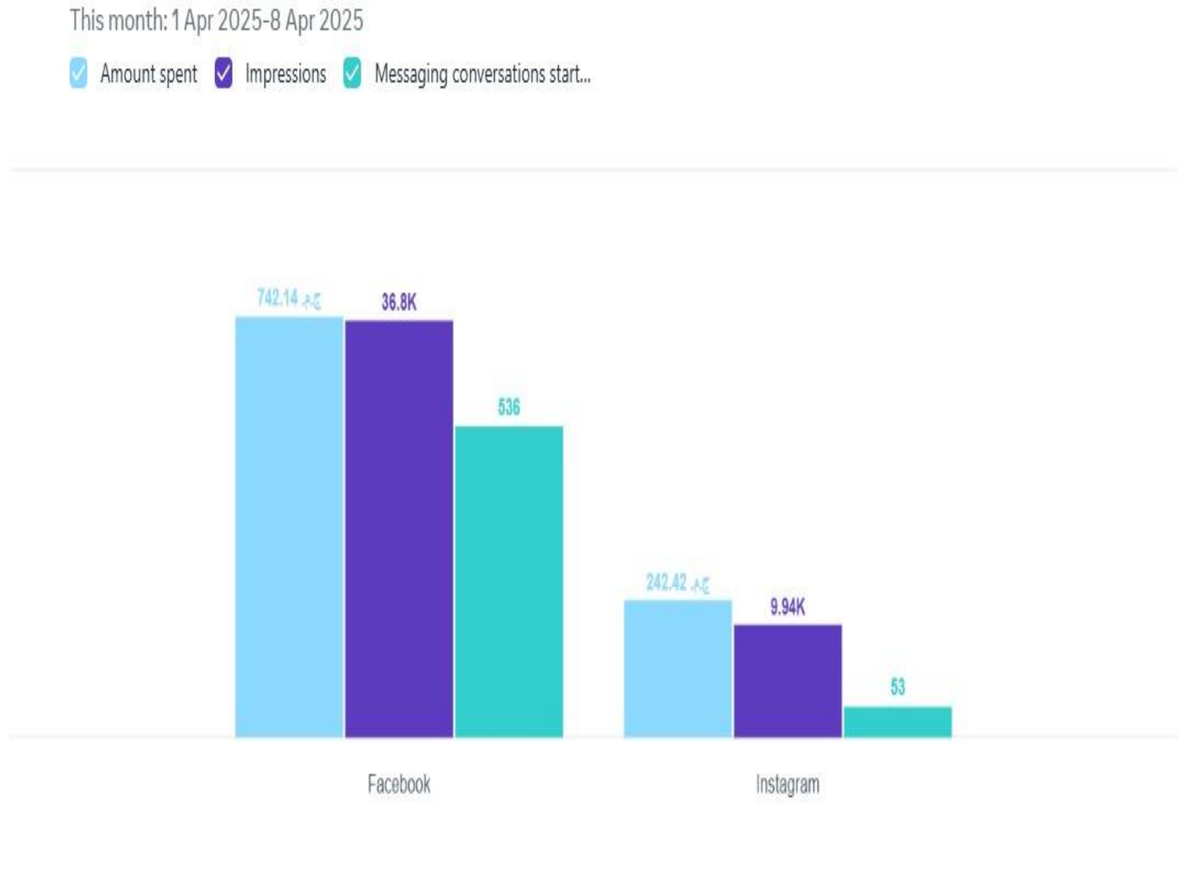
Channel	Country	Language	Targeting (Demographics, Interest, Affinity, In-market, Keywords)	Placements	Ad Format	Objective	Budget
Facebook	Egypt	Arabic	18 - 27, Male, Single, Men Clothing, Online Shopping	Feeds	Text + Album	Post Engagement, Messages	300 LE
Facebook	Egypt	Arabic	18 - 27, Female, Single, Women Clothing, Online Shopping	Feeds	Text + Album	Post Engagement, Messages	450 LE
Instagram	Egypt	Arabic	18 - 27, Female, Single, Women Clothing, Online Shopping	All	Text + Album	Post Engagement, Messages	250 LE

Budget

Channels	Cost ($)	Allocation (%)	Planned purshases
Facebook	700 LE	70%	12
Instagram	300 LE	30%	5
Total	1000 LE		
VAT	14%		
Total Payable	1140LE		

Ads Results

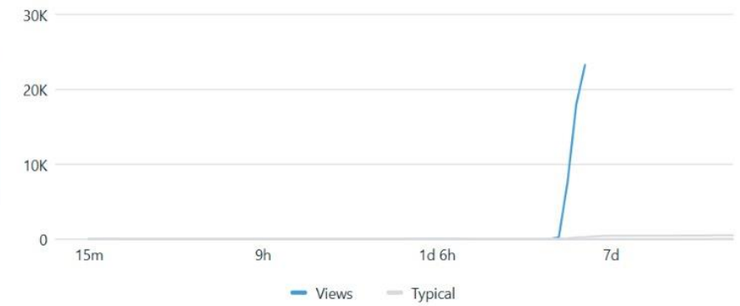

Performance overview
Day
Activity types: All
Customise
Messaging conversations started
590
Per messaging conversation started
1.67.ج.م
Amount spent
984.67.ج.م
Messaging conversations started
400
300
200
100
0
6 Apr
7 Apr
8 Apr
Messaging conversations started
Historical edits


This month: 1 Apr 2025-8 Apr 2025
Amount spent
Impressions
Messaging conversations start...
742.14 ج.م
36.8K
536
242.42 ج.م
9.94K
53
Facebook
Instagram

Overview

Views	Reach	Interactions	Link clicks
25,954	18,241	361	777

Views
25,954



From followers 1%
From non-followers 99%
From ads 97%
From organic 3%

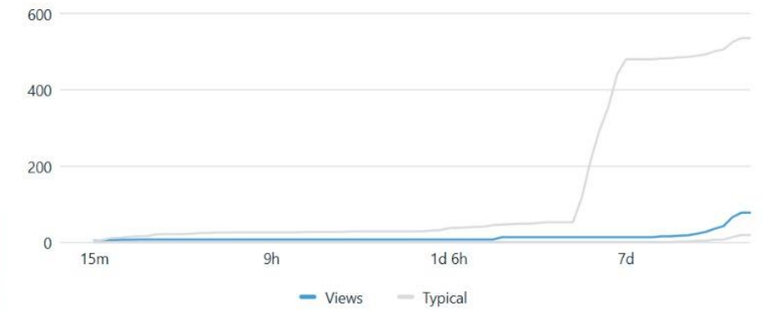
Feed preview

Veluro
Published by Esraa Mohamed
· 5d ·
See more ... العيد خلص... بس الشياكه لسه مخلصتش ✨😉

Overview

Views	Reach	Interactions	Link clicks
11,869	7,292	27	51

Views
11,869



From followers 1%
From non-followers 99%
From ads 97%
From organic 3%

Feed preview

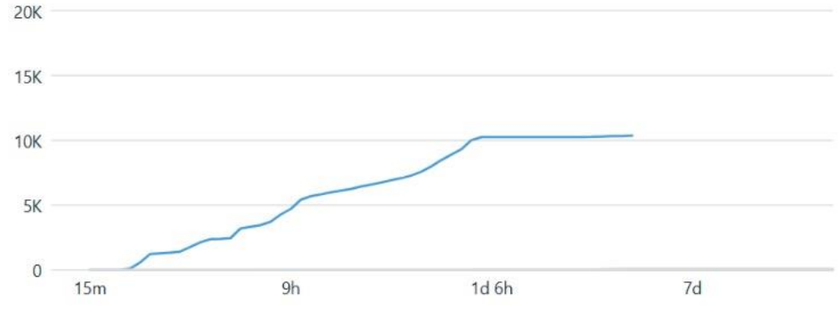
Veluro
Published by Esraa Mohamed
· 15 March at 17:56 ·
See more ... نفسك في تيشيرت يعكس شخصيتك ويميزك؟

Veluro
Clothing (brand)
Send message
Boost

Overview

Views	Reach	Interactions
10,370	7,926	143

Views
10,370



From followers 1%
From non-followers 99%
From ads
From organic

Feed preview

Instagram
veluro.eg

✨😉 العيد خلص... بس الشياكه لسه مخلصتش veluro.eg
more ...

View Post on Instagram

Title		Reach	Likes and reactions	Comments	Shares
Your video Story · Veluro	Boost	--	108	--	0
الشياكه لسه مخلصتش 😉✨ كوليكشن تيشيرتات القوم 3... Photo · Veluro	Boost	18.2K	95	209	0
الشياكه لسه مخلصتش 😉✨ كوليكشن تيشيرتات القوم 3... Photo · veluro.eg	Boost	7.9K	89	24	8
... الحاجة الحلوة مبتستناش signature مش مجرد تيشيرت ده Photo · Veluro	Boost	126	34	21	0

Performance

11 March 2025 - 7 April 2025

Customise view: Business

Views

Views
39.1K ↑ 100%

From followers 4% ↑ 100%

From non-followers 96% ↑ 100%

Reach

Facebook reach
22.9K ↑ 100%

From followers 74 —

From non-followers 22,870 —

Net interactions

Content interactions
654 ↑ 100%

From followers 325 —

From non-followers 329 —

Follows

Follows
77 ↑ 100%

Unfollows 0 0%

Net follows 77 ↑ 100%

لدهه

متاح معاينة يافندم قبل الاستلام
ولو مش حابة تستلمي بترجعي
الاوردر مع المندوب بدون اي رسوم
شحن

Unread messages

عايزة دول

1:11 AM

Sagda

MON AT 11:58 PM

You are responding to a user comment to a post on your Page. View comment.

السعر 400
المقاسات
medium
large
XL
2xl
3xl
عرض شحن مجاني لمده48 لأي محافظه
متاح معاينه عند الاستلام واسترجاع بدون
مصاريف شحن

1:11 AM

ممكن اطلب ٣ تيشرتات

توصيل اسكندرية بكام

شحن مجاني لمدة 48 ساعه لأي محافظه
متاح معاينه عند الاستلام واسترجاع بدون
مصاريف شحن

Message

4:52 PM

Malak

Waiting for network

بكام لو سمحت

السعر 400

عرض لمده 48 ساعه شحن مجاني لأي
محافظه

متاح معاينه عند الاستلام واسترجاع بدون
مصاريف شحن

Malak replied to you

متاح معاينه عند الاستلام واسترجاع بدون
مصاريف شحن

بكام اللي توصيل

عرض لمده 48 ساعه شحن مجاني لأي
محافظه

Malak replied to you

عرض لمده 48 ساعه شحن مجاني لأي
محافظه

ماشي رقم فين

حضرتك بتطلبي من هنا

حضرتك عايزه كام واحد وانهي شكل

Message

4:08 PM

Rewan

Rewan Mohamed

View profile

10:03 AM

You are responding to a user comment to a post on your Page. View comment.

صباح الخير
سعر اي قطعة ٤٠٠ جنيه
2xlلحد m ومتاح مقاسات من اول

3:34 PM

صباح النور
طيب سعر توصيل الاسكندرية ايه كام وومكن
يوثل خلال قد ايه

عرض شحن مجاني لمده48 لأي محافظه
متاح معاينه عند الاستلام واسترجاع بدون
مصاريف شحن

4:09 PM

عايزة اعمل اوردر لاسكندرية اول تيشرت
ابيض

Message

Marketing Performance Summary

Impressions	45,000
Total Orders	22
Delivered Orders	19
Total Items Sold	27
Total Revenue	10,800 EGP
Total COGS	5,400 EGP
Shipping (Success + Failed Orders)	1350 EGP
Shipping to Delivery Company	100 EGP
ROAS	10.8
ROI	38%
CPM	22.22 EGP
CPA (per order)	45.45 EGP
Effective CPA	52.63 EGP
Total Cost	7,850 EGP
Net Profit	2,950 EGP

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Thank You

Prepared by: Veluro Team