



Elie Jamous Portfolio

**Digital Performance Marketing Expert**

**Google Ads & Meta Ads Specialist**

Driving measurable growth through high-performance Google Ads strategies.

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# About Me

I am a performance-driven Google Ads & Meta Ad Specialist with 5+ years of experience managing end-to-end paid media funnels across high-value industries including Real Estate, Fitness, Hospitality, Driving Schools, and Fashion.

My expertise lies in:

- Implementing data-driven Google Ads strategies
- Building full tracking systems (GA4, Tag Manager, Pixel, UTMs)
- Scaling high-intent lead generation campaigns
- Google Search, Display, YouTube & Performance Max
- Meta lead generation & conversion campaigns
- Funnel design, creative testing, landing page optimization

Certified by Google & KHDA Dubai, I combine analytical precision with strategic creativity to deliver measurable business growth.





# My Services



## ✓ Google Ads Management

- Search / Display / YouTube / Performance Max / Local campaigns

## ✓ Meta Ads Management

- Lead Generation / Sales / Retargeting / A/B testing

## ✓ Full-Funnel Strategy & Optimization

- Audience segmentation, conversion tracking, bidding strategies

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## ✓ Creative Strategy & Content Direction

- Ad copywriting, ad creatives, A/B testing frameworks

## ✓ Analytics & Reporting

- GA4, Google Tag Manager, Meta Pixel, performance dashboards

## ✓ Consulting & Monthly Strategy Planning

- Performance audits, market analysis, budget planning



# Core Goals

Driving qualified leads while maintaining strong CPA.

Improving ROAS using optimization, tracking & smart bidding.

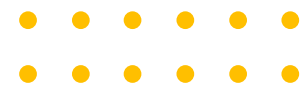
Expanding reach with targeted campaigns across Google & Meta.







# Core Competencies



## Optimization & A/B Testing

Improving ROAS, CTR, and lowering CPA through data-driven optimization.

## Paid Advertising

Google Ads, Meta Ads, YouTube Ads, PMax, Retargeting, Smart Bidding.

## Tracking & Analytics

GA4, Tag Manager, Conversion API, Pixel, UTM tracking.



# Analysis & Reporting



## Data-Driven Reporting & Insights

I provide clear, actionable performance reports including:

- Lead quality & cost analysis
- ROAS evaluation
- Audience performance breakdown
- Creative & keyword insights
- Budget recommendations
- Scaling roadmap for next month



These reports help businesses understand ROI and make smarter decisions.





# Some of Case Studies / Projects

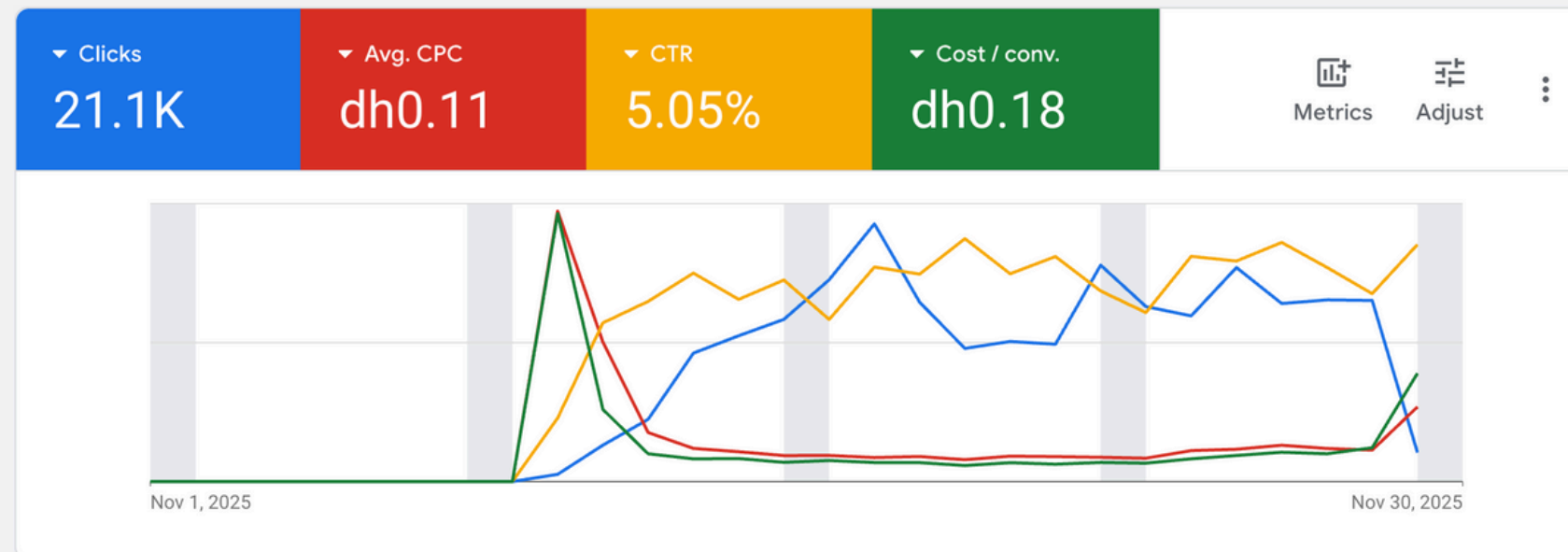
## Google Ads & Meta Ads Projects

- Fashion Industry
- Online Training Industry – (Multi-Region)
- Restaurant & Club Industry (New Business — No previous ads or brand awareness)
- Healthcare Industry
- Fitness
- Sport Acccademy
- Real Estate
- E-Commerce





# Fashion Industry



## Performance Results

- Clicks: 21,100
- Avg. CPC: AED 0.11
- CTR: 5.05%
- Cost per Conversion: AED 0.18

## Key Achievements

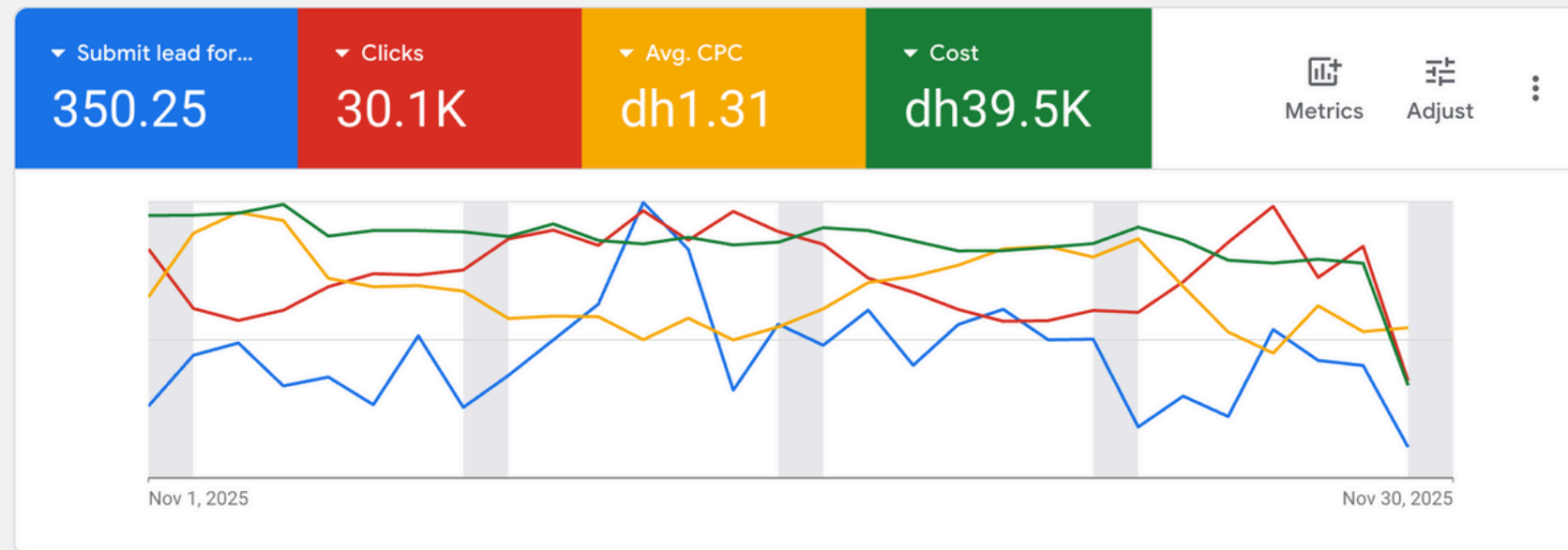
- Delivered 21K+ engaged clicks, driving strong visibility and audience interaction for fashion products.
- Achieved an exceptionally high CTR of 5.05%, proving the effectiveness of ad creatives, visual quality, and audience targeting.
- Maintained an ultra-low CPC of AED 0.11, far below industry benchmarks, maximizing traffic at minimal cost.
- Reduced cost per conversion to AED 0.18, indicating high relevancy and strong landing page/ad synergy.
- Scaled performance successfully throughout the month with consistent optimization of ad sets, creatives, and segmented audiences.

## Impact

This campaign generated exceptional engagement and conversions at extremely low cost, making it one of the most efficient and high-performing campaigns in the fashion vertical. It significantly improved brand reach while minimizing advertising spend.



# Online Training Industry – (Multi-Region)



## YouTube Lead Generation Campaign

- Regions: UAE, Europe, GCC & International Markets
- Leads Generated: 350+
- Clicks: 30,100
- Avg. CPC: AED 1.31
- Total Spend: AED 39,500

## Key Achievements

- Scaled a multi-country YouTube Video Action campaign to over 30K clicks, driving strong global visibility.
- Achieved a highly competitive CPC of AED 1.31 across mixed regions, outperforming typical benchmarks.
- Delivered 350+ lead form submissions across multiple international markets.
- Used layered targeting: in-market audiences, custom intent, remarketing, and multilingual creatives.
- Optimized delivery by analyzing country-level performance and reallocating budgets to high-performing GEOs.

## Impact

The campaign successfully generated global reach + high-intent engagement, boosting the client's acquisition funnel across multiple regions.



# Restaurant & Club Industry (New Business — No previous ads or brand awareness)



## Google Performance Max (Local Actions)

- Clicks: 5,320
- Business Profile Directions: 27
- Avg. CPC: AED 0.30
- Total Spend: AED 1,590

## Key Achievements

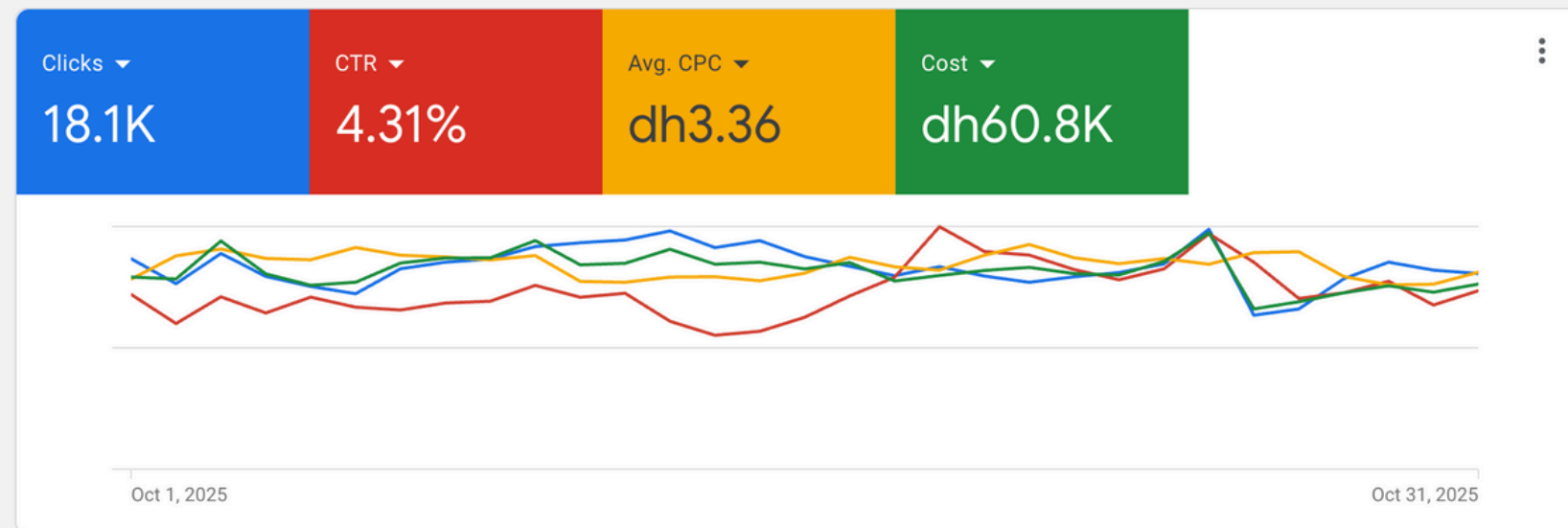
- Successfully launched a brand-new nightclub with zero previous digital presence, generating 5.3K targeted clicks from high-intent local audiences in the first month.
- Achieved an exceptionally low CPC (AED 0.30) — especially strong for nightlife and entertainment in Dubai.
- Drove 27 direction requests, proving immediate real-world footfall interest despite being a new venue.
- Optimized Performance Max for “Local Actions” to reach users actively searching for “clubs near me,” “nightlife Dubai,” and location-based nightlife queries.
- Built first-party audience signals and created the initial remarketing pool for ongoing growth.
- Strengthened the club’s Google Business Profile visibility with increased clicks, map views, and navigation actions.

## Impact

This campaign successfully launched the nightclub into the local market, driving early foot traffic, building initial brand recognition, and creating the foundation for ongoing growth, all with a highly efficient budget.



# Healthcare Industry



## Performance Results – High-Engagement Campaign

- Clicks: 18,100
- CTR: 4.31%
- Avg. CPC: AED 3.36
- Total Spend: AED 60,800

## Key Achievements

- Delivered 18K+ high-quality clicks, ensuring strong traffic volume and consistent audience engagement.
- Achieved a CTR of 4.31%, significantly above UAE benchmarks, demonstrating highly effective ad relevancy and keyword targeting.
- Maintained an efficient CPC of AED 3.36, lower than market averages for competitive industries.
- Ensured daily performance stability through bid adjustments, ad rotation testing, and search term optimization.

## Impact

This campaign successfully combined high engagement with cost efficiency, strengthening top-of-funnel growth and maximizing reach at an optimal cost.



# Healthcare Industry



## Performance Results – High-CTR Conversion Campaign

- Clicks: 6,700
- CTR: 4.36%
- Cost per Conversion: AED 1.32
- Total Spend: AED 15,200

## Key Achievements

- Achieved a high CTR of 4.36%, outperforming UAE market benchmarks and demonstrating excellent ad relevance and keyword alignment.
- Drove conversions at an exceptionally low cost of AED 1.32, significantly below industry averages.
- Maintained stable daily performance through continuous optimization of bids, search terms, and targeting.
- Balanced high engagement with efficient budget usage, delivering strong ROI for mid-funnel and bottom-funnel users.

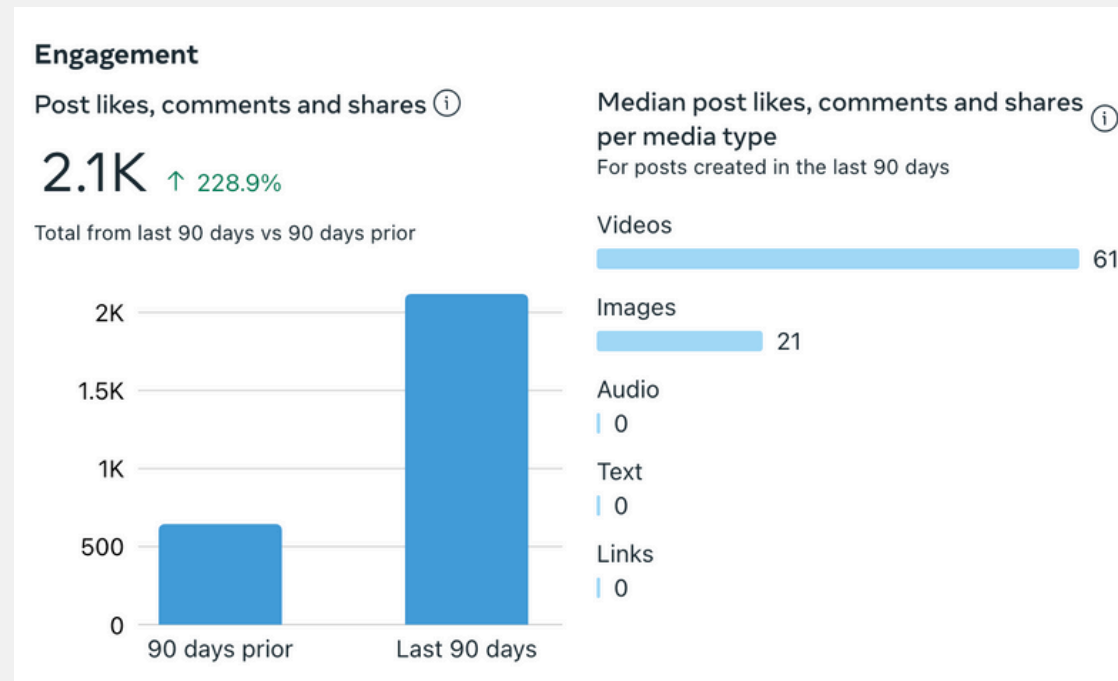
## Impact

This campaign delivered a high volume of qualified traffic and ultra-low-cost conversions, positioning it as one of the most cost-efficient campaigns in the client's account.





# E-Commerce Industry



## Organic Social Growth (90-Day Performance)

### Engagement Growth

- 2,100+ total engagements (↑ 228.9% vs previous 90 days)
- Includes likes, comments, shares across all content formats.

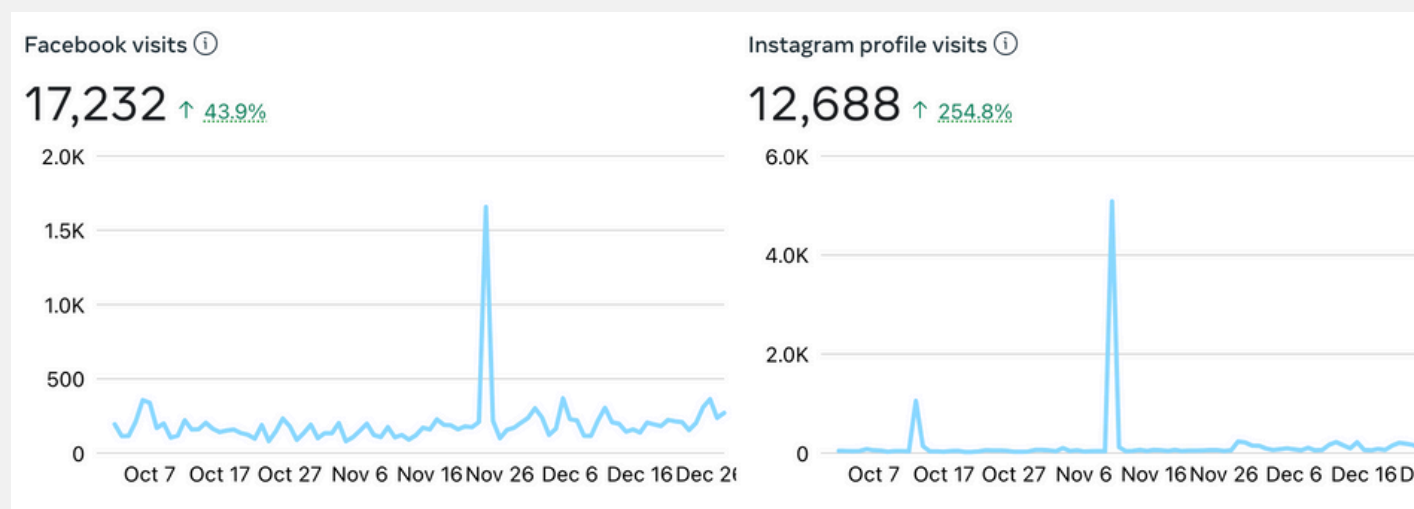
### Content Performance

- Median Engagement per Post:
  - Videos: 61
  - Images: 21
- Significant growth achieved by shifting to more video-based product showcases, UGC-style posts, and storytelling.

### Profile Traffic

- Facebook Profile Visits: 17,232 (↑ 43.9%)
- Instagram Profile Visits: 12,688 (↑ 254.8%)

Indicates increased customer interest and strong top-of-funnel activity.



# E-Commerce Industry

## Key Achievements

- Scaled engagement by 228% through a data-driven content strategy tailored to e-commerce audiences.
- Increased traffic to social storefronts (Facebook & Instagram) with over 29K+ combined profile visits, boosting product discovery and warm audience size.
- Optimized posting schedule, creative style, and messaging to maximize interactions and save posts.
- Leveraged high-performing video formats to improve content reach and user retention.
- Strengthened organic presence, supporting lower paid ad costs and improved retargeting efficiency.

## Impact

This organic growth initiative significantly improved the brand's visibility, engagement, and customer acquisition funnel, resulting in a larger and more active audience for future paid campaigns and conversions.



# E-Commerce Industry

Meta Ads Case Study – (Daily Home decor & Christmas Season)

Campaigns						
This month: 11						
Columns: Performance Breakdown						
Off/On	Campaign	Delivery	Actions	Results	Cost per result	
↑↓	↑↓	↑	↓	↑↓	↑↓	↑↓
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sales Christmas - November 2025	● Active	🔗 2 recommendations	4 Messaging conversat...	22.73	Per messaging conve...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Sales - November 2025	● Active	🔗 1 recommendation	195 Messaging conversat...	4.41	Per messaging conve...
<input type="checkbox"/>	<input type="checkbox"/> Video Views - Christmas	● Off	—	654 ThruPlays	0.11	Cost per ThruPlay
<input type="checkbox"/>	<input type="checkbox"/> Engagement Christmas - November 2025	● Off	—	54 Messaging conversat...	9.14	Per messaging conve...

## Sales Campaign – November 2025

- 195 messaging conversations
- Cost per conversation: AED 4.41
- Reached high-intent audiences with optimized sales creatives and retargeting layers.

## Sales – Christmas Campaign

- 4 conversations during the early launch phase
- CPC: AED 22.73 (expected increase due to seasonal competition)

## Video Views – Christmas

- 654 ThruPlays
- Cost per ThruPlay: AED 0.11
- Strengthened top-of-funnel awareness to support remarketing campaigns.

## Engagement Campaign – Christmas

- 54 messaging conversations
- Cost per conversation: AED 9.14



# E-Commerce Industry

Meta Ads Case Study – (Daily Home decor & Christmas Season)

Campaigns						
Ad sets						
Ads						
This month: 11						
+ Create Duplicate Edit A/B test More Columns: Performance Breakdown						
Off/On	Campaign	Delivery	Actions	Results	Cost per result	
↑↓	↑↓	↑		↑↓	↑↓	↑↓
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## Key Achievements

- Built a complete full-funnel structure (video → engagement → sales) to support conversion campaigns.
- Achieved an exceptionally low AED 4.41 CPL for the main sales campaign.
- Generated over 650+ video views at highly competitive cost to warm audiences for remarketing.
- Used seasonal trend analysis to produce Christmas-specific creatives that improved engagement.
- Implemented audience segmentation (ATC audience, website visitors, Christmas interest segments).

## Impact

This combined strategy successfully grew product visibility, generated 195+ conversations, and achieved strong results during a highly competitive seasonal period, supporting e-commerce sales growth across November and December.





# Creative Direction & Graphic Design

Selected examples of ad creatives and social media posts created to support paid campaigns, improve CTR, and elevate brand identity.





# Social Media Management

Strategic Social Media Management

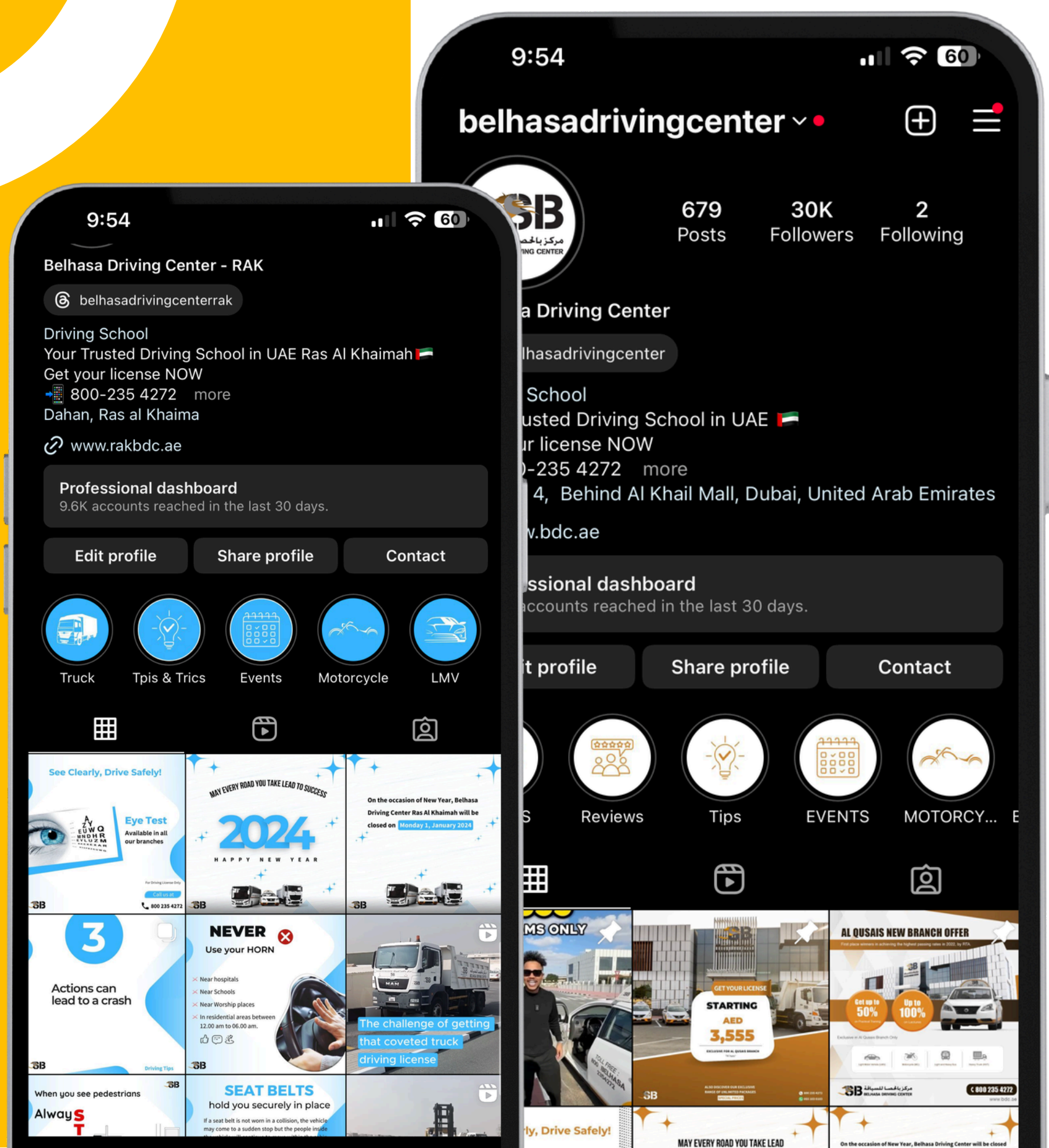
- Monthly content calendars
- Reels & creative concepts
- Instagram funnel support for ads
- Engagement & growth strategies







# Driving School

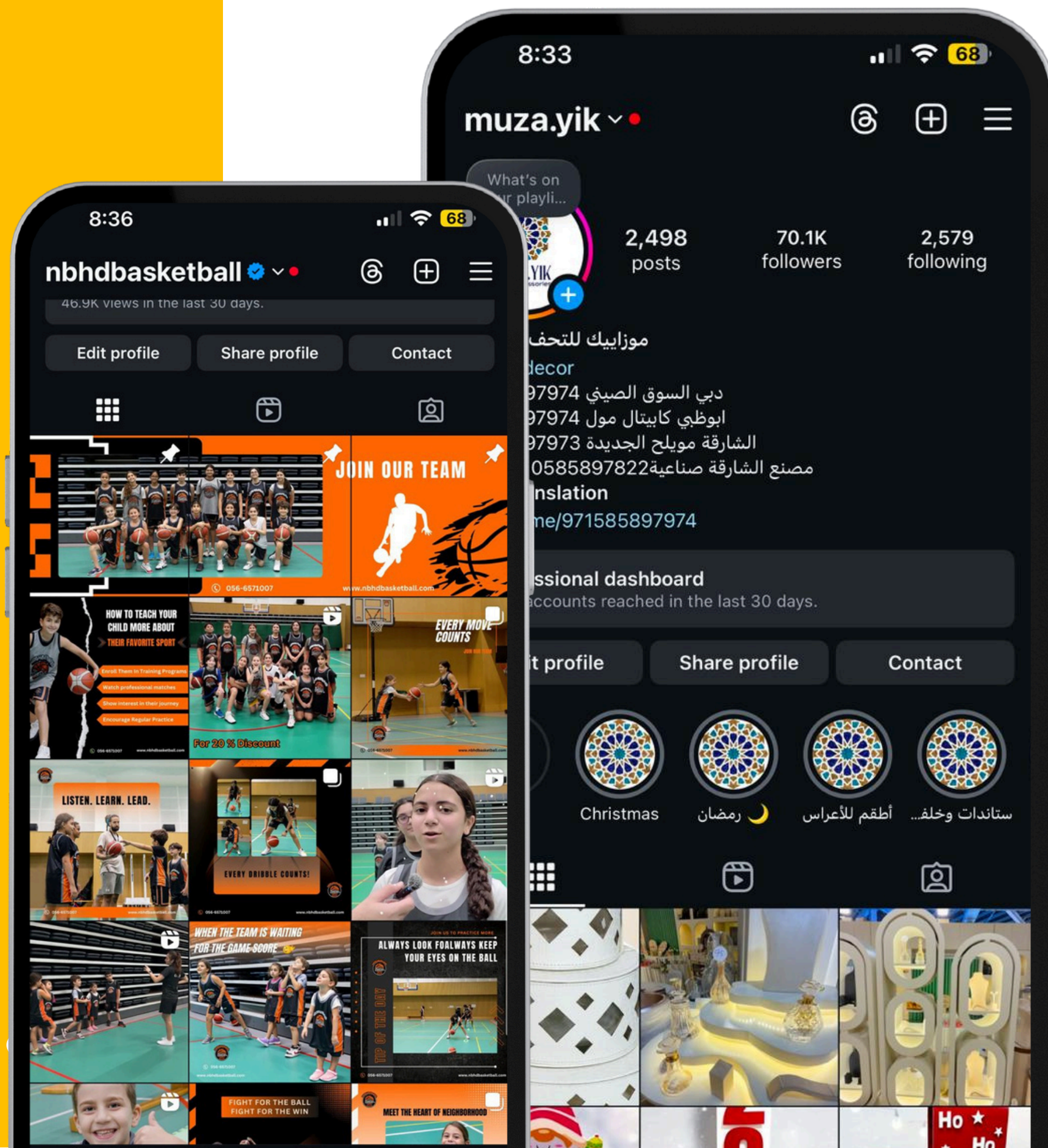






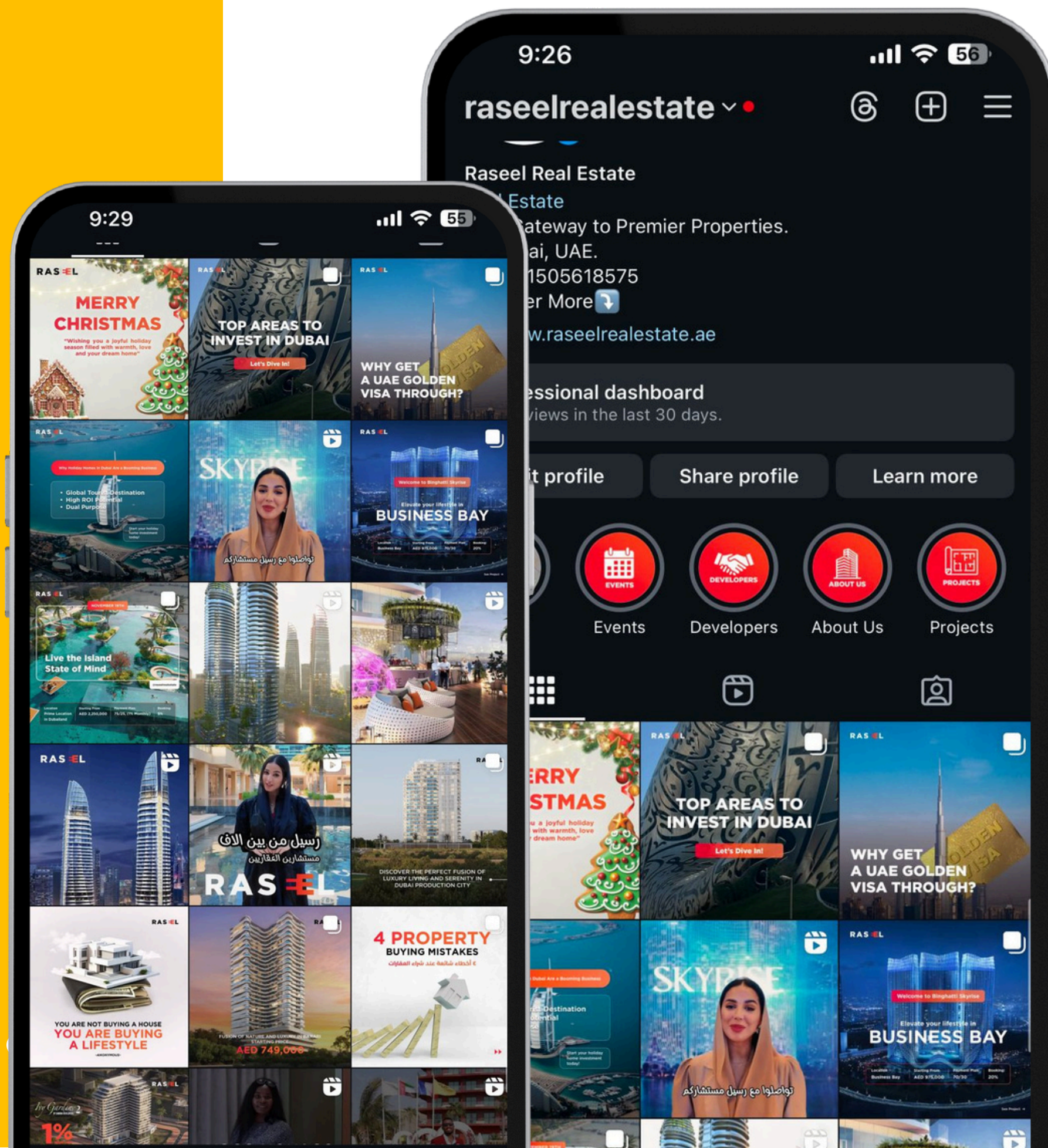
# Fitness





# Basketball School





# Real estate

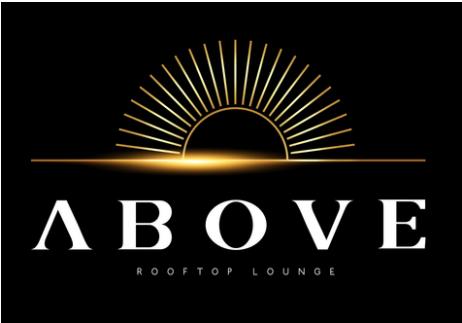


# Clients I've Managed

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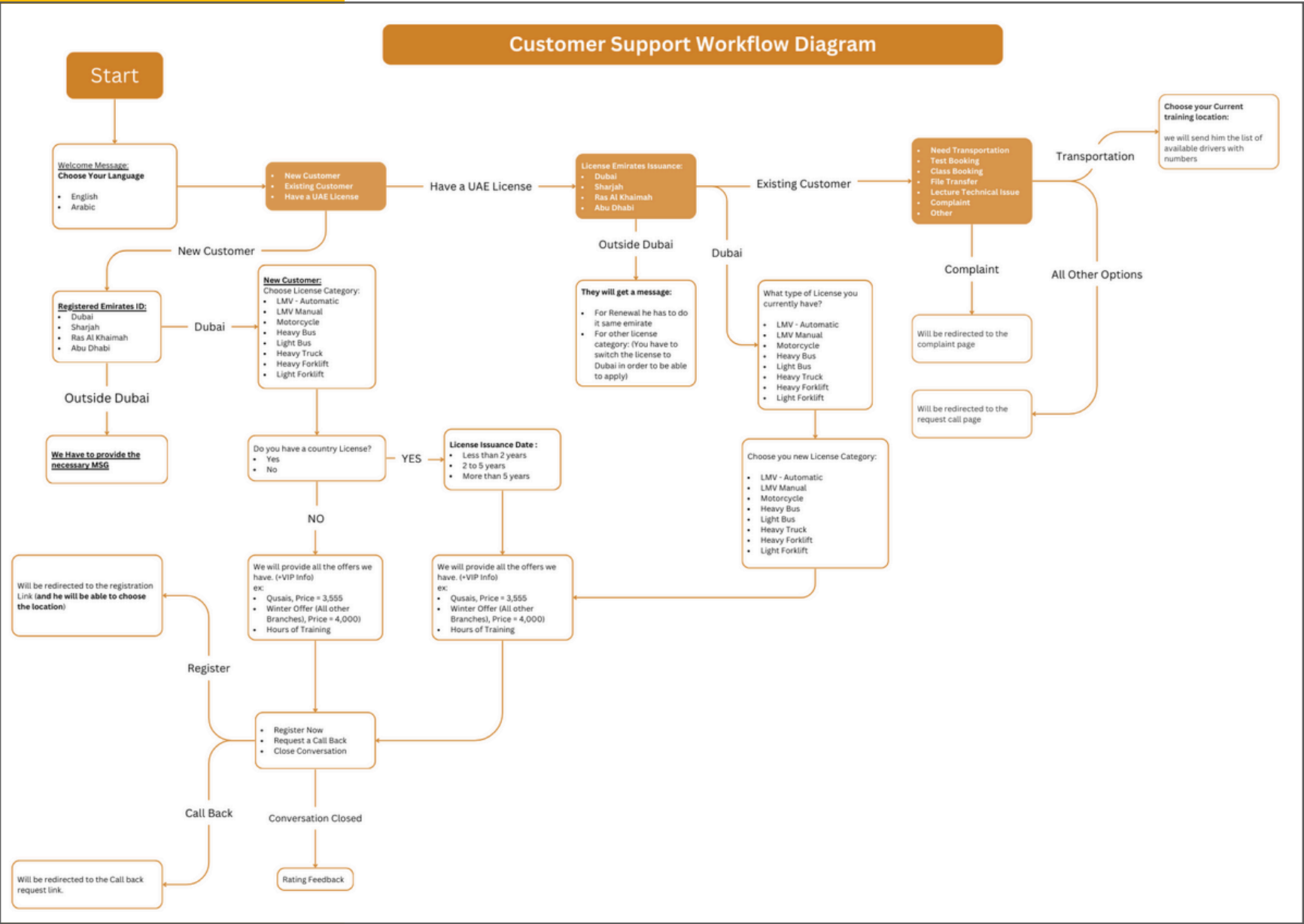



# Clients I've Managed





# Chatbot Study and Implementation

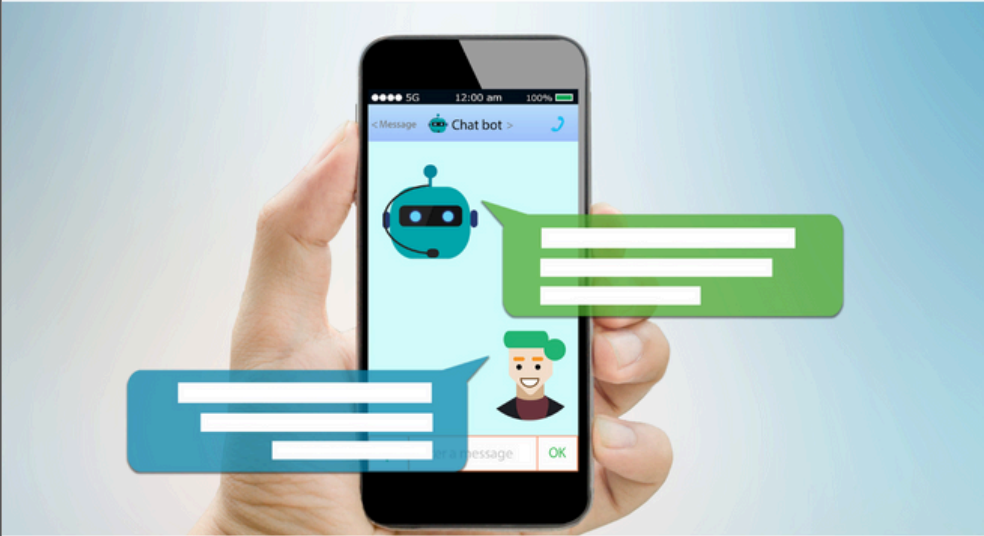




مركز بالحصا للسياسة  
BELHASA DRIVING CENTER

JANUARY 2024

## Proposal for Chatbot AI Implementation



Presented To  
BDC Management

Presented By  
Elie Jamous

# Contact Me

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## **Thank You for reviewing my portfolio**

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Available for ongoing management, consulting, and project-based work.

