



Performance Marketing Portfolio

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Performance Marketing Specialist | Digital Marketing | App Growth | Reporting & Analytics

Total Managed Spend

\$27.2K

Google Clicks

1.10M

Google Conversions

101.9K

Meta Engagements

2.96M

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Executive Summary for Decision-Makers

This portfolio explains hands-on experience, results, operating method, and optimization logic in a way marketers and non-marketers can understand.

Total Managed Spend	Google Clicks	Google Conversions	Meta Engagements	Avg. Cost / Conversion
\$27,230	1.10M	101.9K	2.96M	\$0.09

Portfolio value

- Proof of hands-on paid media execution across Meta and Google
- Clear view of app growth, traffic, engagement, and re-engagement
- Numbers connected to strategy, not screenshots only

Trust standard

- Platform-reported and export-based numbers
- Clear result definition by campaign objective
- Evidence screenshots from accounts and tools

Best use

- Job applications for digital/performance marketing roles
- Client-facing credibility for paid media services
- Interview storytelling: objective, action, result

Professional Profile

Focused on performance marketing, app growth, paid media, and executive reporting.

Who I am

- Performance marketer with hands-on digital campaign experience
- I manage campaigns from strategy to final reporting
- I focus on measurable outcomes: cost, clicks, conversions, engagement, installs

Current scope

- Marketing Team Leader at Zahraah
- Digital Marketing Officer at Artex
- Experience across e-commerce, apps, products, and seasonal promotions

How I work

- Diagnose objective and audience before launch
- Test creatives, audiences, and placements
- Optimize daily based on KPIs, not assumptions

What I Can Deliver

Structured digital marketing execution from planning to measurement and optimization.

Meta Ads

- Campaign architecture, audience structure, creative testing, budget pacing, and cost/result optimization

Google Ads & App Growth

- App campaigns, YouTube, Demand Gen, and CPI/CPA optimization

Analytics & Measurement

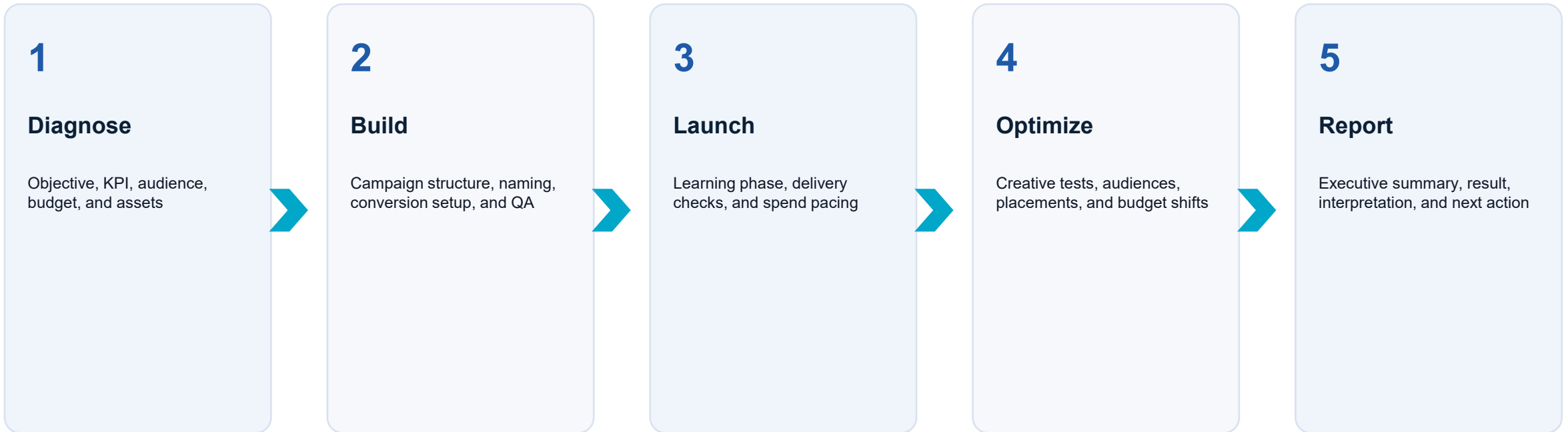
- GA4/Firebase where available, event QA, and funnel diagnostics

Executive Reporting

- Clear summaries, campaign case studies, proof screenshots, and actionable recommendations

My Campaign Operating System

A practical workflow connecting launch, optimization, and reporting.



Meta Ads Proof Pack

Zahraah and Artex campaigns: engagement, reach, traffic, and app growth.

Meta Performance Overview - Zahraah

Results are based on campaign exports and proof screenshots for June 2025 to March 2026.

Campaigns

139

Spend

\$15,464.97

Impressions

106.8M

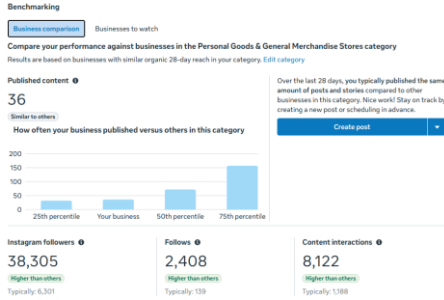
Meta Engagements

2.96M

Google Clicks

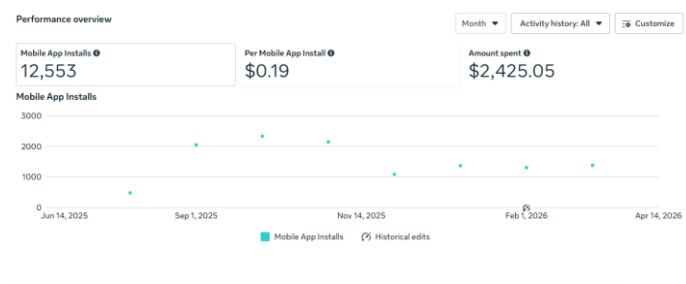
452K

All ads												Actions		Add delivery		Active ads		+ See more		Create a view		⚙	
Search to filter by: name, ID or metrics																							
Campaigns				Ad sets				Ads				1-200 of 343				Jun 14, 2025 - May 20, 2026							
+ Create		Duplicate		Edit		A/B test		More		Columns		Breakdown		⌵		⌵		⌵		⌵			
Off/On	ti	Campaign ti	Delivery	Actions	Results ti	Cost per result	ti	Budget ti	Amount spent	ti	Impressions ti	Reach ti	Ends ti										
☐	☒	Android comp-app event	Active	—	Multiple conversions	—	Using ad set bu...	Shared	\$87.45	250,547	111,749	Ongr											
☐	☒	Android comp-undertest	Active	3 recommendations	5,629 Mobile App Installs	\$0.06	Using ad set bu...	Shared	\$346.30	1,316,160	437,925	Ongr											
☐	☒	Smart Link - Traffic Test	Active	—	28,846 Landing Page Views	\$0.01	Using ad set bu...	Shared	\$223.38	876,704	390,578	Ongr											
☐	☒	iPhone - App Promotion - Scale	Active	1 recommendation	1,897 Mobile App Installs	\$0.18	Using ad set bu...	Shared	\$339.47	1,471,610	147,664	Ongr											
☐	☒	Android - App Promotion - Scale	Active	—	5,654 Mobile App Installs	\$0.06	Using ad set bu...	Shared	\$348.87	1,499,234	330,076	Ongr											
☐	☒	iphone comp-undertest	Active	1 recommendation	2,198 Mobile App Installs	\$0.16	Using ad set bu...	Shared	\$345.83	1,286,538	166,690	Ongr											
☐	☒	حملة الوي	Active	3 recommendations	1,544,559 Reach	\$0.13	\$2.00 Daily		\$203.69	8,987,846	1,544,559	Ongr											
☐	☒	تفاعل الزبائن	Active	1 recommendation	441,758 Post Engagements	\$0.0004	Using ad set bu...	Shared	\$178.97	1,520,651	566,397	Ongr											
☐	☒	حملة رفع سائجة صفحات الامنستا	Active	5 recommendations	39,041 Profile and Page visits	\$0.01	Using ad set bu...	Shared	\$390.23	1,934,989	591,646	Ongr											
☐	☒	حملة الترتيل - تجربة الجمهور	Active	—	98,929 Landing Page Views	\$0.01	Using ad set bu...	Not shared	\$612.18	2,269,245	671,098	Ongr											
☐	☒	حملة التفاعل الاحدرة	Active	4 recommendations	129,216 Post engagements	\$0.01	\$3.00 Daily		\$842.85	2,630,200	686,005	Ongr											
Results from 343 campaigns																							
Multiple conversions										—	Multiple conversions												
										\$22,634.42	166,102,594	6,178,291											
										Total spent	Total	Meta Accounts											

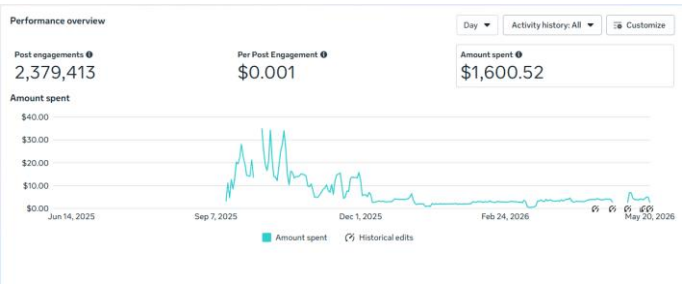


Top Campaigns by Outcome

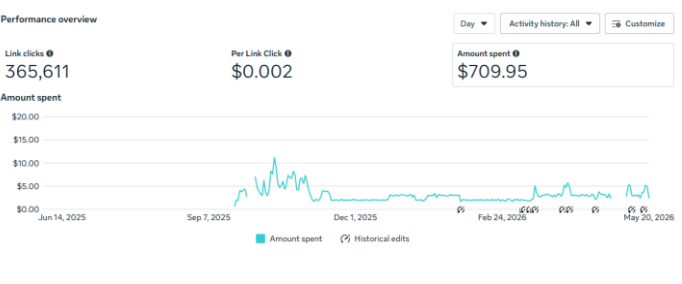
Proof screenshots were organized with clear titles so each result can be understood quickly.



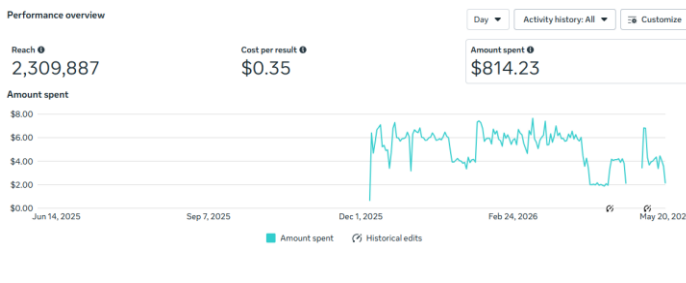
Android App Install Campaign



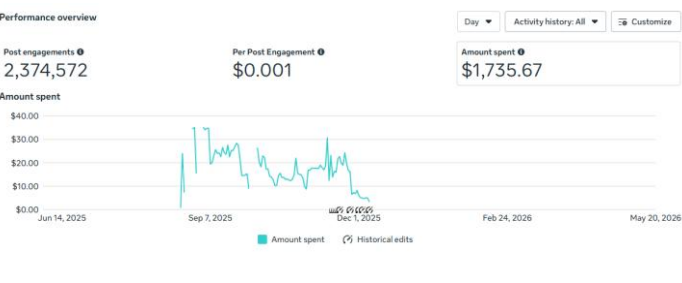
Reels Engagement Campaign



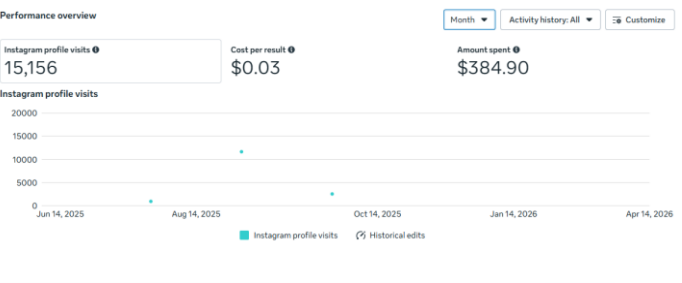
App Features Link Clicks



Daily Reach Campaign



Post Engagement Campaign



Instagram Profile Visits

Meta Case Study Snapshots

A concise view of results, spend, and campaign logic.

Engagement scale

- 2.37M post engagements
- \$1,735.67 spend
- \$0.001 cost per engagement
- Broad targeting with creative rotation

Reach scale

- 2.26M reach
- \$928.44 spend
- \$0.41 per 1,000 reached
- Reels-first creative approach

Traffic growth

- 161,207 link clicks
- \$305.97 spend
- \$0.002 cost per click
- 10.84% click-through rate

Creative Winners

Creative selection is based on outcomes: impressions, reach, engagement, clicks, or in-app actions — not design taste alone.



Creative method

- Direct and clear message
- Simple design that is easy to understand while scrolling
- Different angles tested by product and audience

Performance method

- Define the winner by the right KPI
- Pause or reduce weak assets
- Scale budget gradually on winning creatives

Artex - Product & Offer Campaigns

Seasonal campaigns, product promotion, and broad reach impact.



My role at Artex

- Converted management’s monthly discounts and product priorities into campaign plans and publishing schedules.
- Prepared design briefs for promotional posts, including product details, offer wording, timing, and required formats.
- Wrote Arabic post copy for offers, product campaigns, exhibitions, and seasonal promotions.
- Coordinated with designers and internal teams to ensure campaign materials were delivered and published on time.
- Supported paid promotion decisions by recommending boosted posts, campaign timing, audiences, and budget allocation.
- Followed customer inquiries and redirected service or product issues to the relevant internal groups.
- Prepared simple marketing activity reports despite limited internal reporting systems, focusing on published campaigns, customer response, and improvement notes.

Business value

- Strong fit for brands with many SKUs
- Broad reach and repeated product recall
- Repeatable playbook for launches and promotions

Google Ads + App Growth

App installs, Demand Gen, YouTube engagement, re-engagement, and analytics.

Google Ads Performance Overview - Zahraah

Google conversions are platform-defined actions, interpreted according to each campaign objective.

Campaigns

16

Spend

\$7,629.64

Google Clicks

983,369

Google Conversions

88,767

Avg. Cost / Conversion

\$0.09

Clicks

1.73M

Conversions

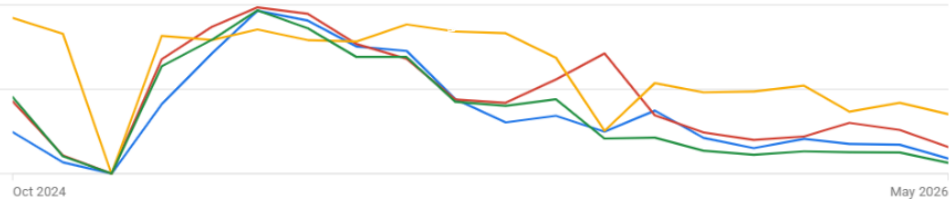
214K

Cost / conv.

\$0.08

Cost

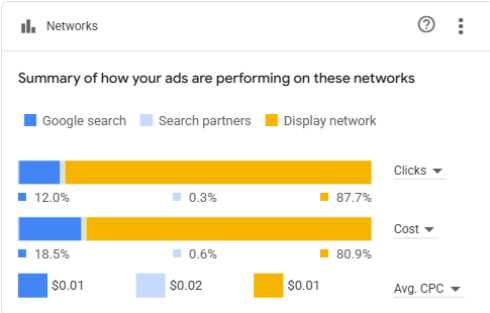
\$16.7K



Campaigns

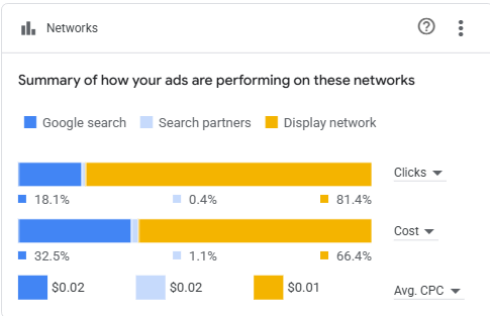
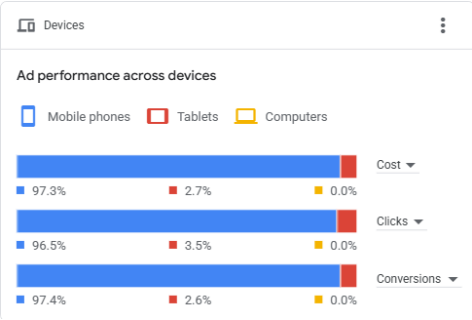
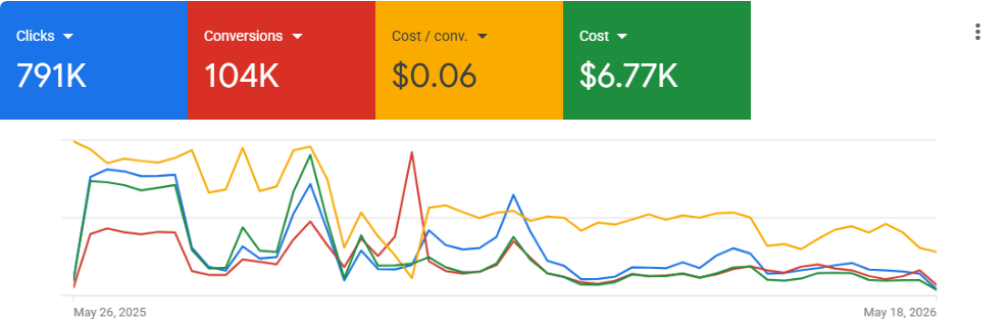
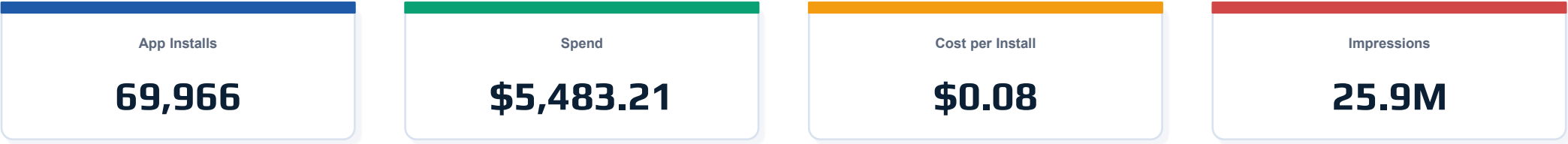
Summary of how your campaigns are performing

	Cost	Conversions	Cost / conv.
حملة تنزيل التطبيق	\$16,620.82	205,982.00	\$0.08
Re-engage all users	\$65.81	8,445.00	\$0.01
All campaigns			



Efficient App Install Acquisition

App user acquisition with efficient install economics.



Strategy

- App campaign structure, automated placements, creative refresh, and install-focused optimization.

Insight

- High install volume with low CPI indicates scalable app acquisition economics.

Google Case Study Snapshots

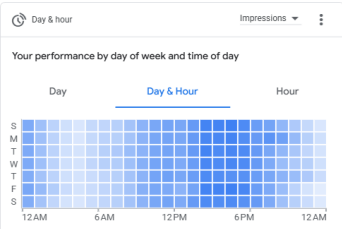
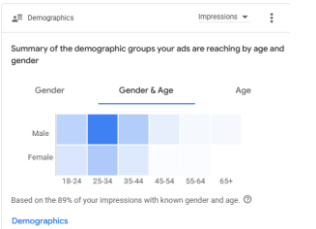
Demand Gen and re-engagement as examples of cost-efficient optimization.

YouTube / Demand Gen

- 10,482 conversions
- \$169.04 spend
- \$0.02 cost per conversion
- 40,589 clicks

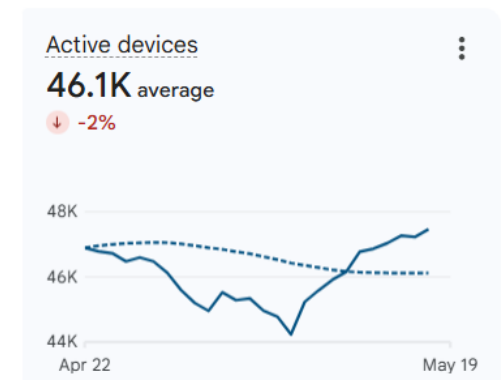
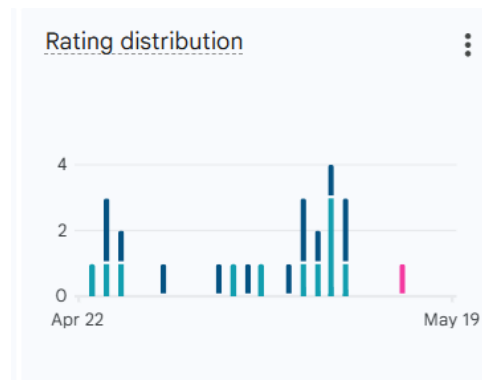
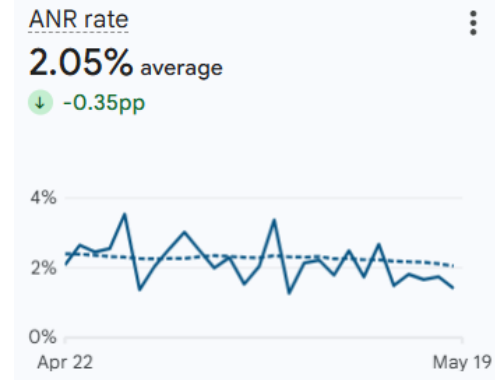
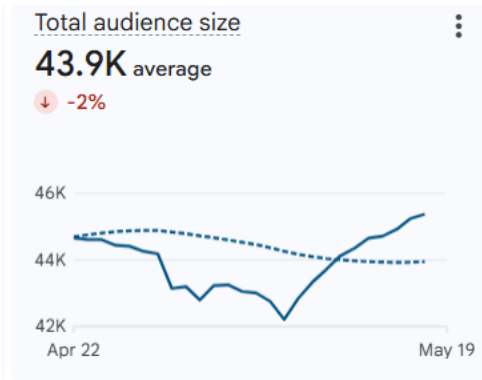
App Re-engagement

- 8,172 in-app actions
- \$65.81 spend
- \$0.01 cost per action
- 83,694 impressions



From Paid Media to App Behavior

Digital marketing becomes stronger when ad metrics are connected to in-app user behavior.



Measurement

- User acquisition, engagement, purchases, retention, and app quality

Decision value

- Campaign decisions become stronger when ad results are combined with app analytics

Reporting System

Good reporting turns numbers into clear decisions.

Executive Snapshot

- Spend, outcomes, efficiency, wins, and issues in one clear page

Case Study

- Objective, strategy, execution, KPIs, insights, and the next action

Evidence Pack

- Screenshots, exported tables, date range, and source clarity for every number

Actionable Recommendation

- Scale, pause, refresh creative, segment audience, or retarget

Ready to Build Measurable Growth

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Numbers are platform-reported and export-based from the supplied proof pack unless stated otherwise.