



EXTRAORDINARY

IT'S NORMAL TO BE ABNORMAL

Presentation Agenda

1. Why Choose us ?
2. Our Services
3. Our Portfolio
4. Contact us



Why Choose us?



We are a full-service digital agency **focused** on the customer. Your company has a unique narrative to tell, and if told correctly, it can **drive sales and customer loyalty**. We are masters in using cross-channel storytelling to **grow** companies.

Service

1. Marketing Plan
2. Social Media Management
3. Media Buying
4. Content Writing
5. Graphic Design
6. Printing
7. Motion Graphic
8. Branding
9. Photography
10. TV & Radio Campaign
11. Outdoor Campaign
12. Media Production
13. Website Creation
14. SEO

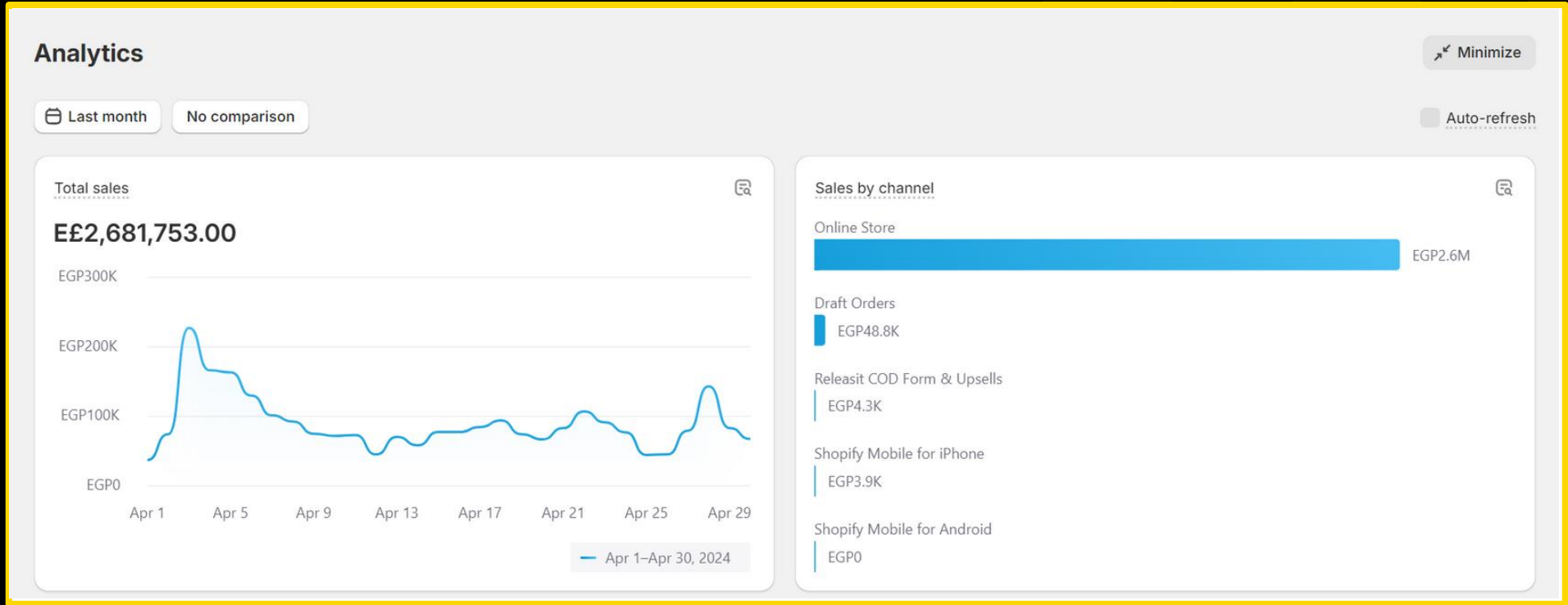


Social Media

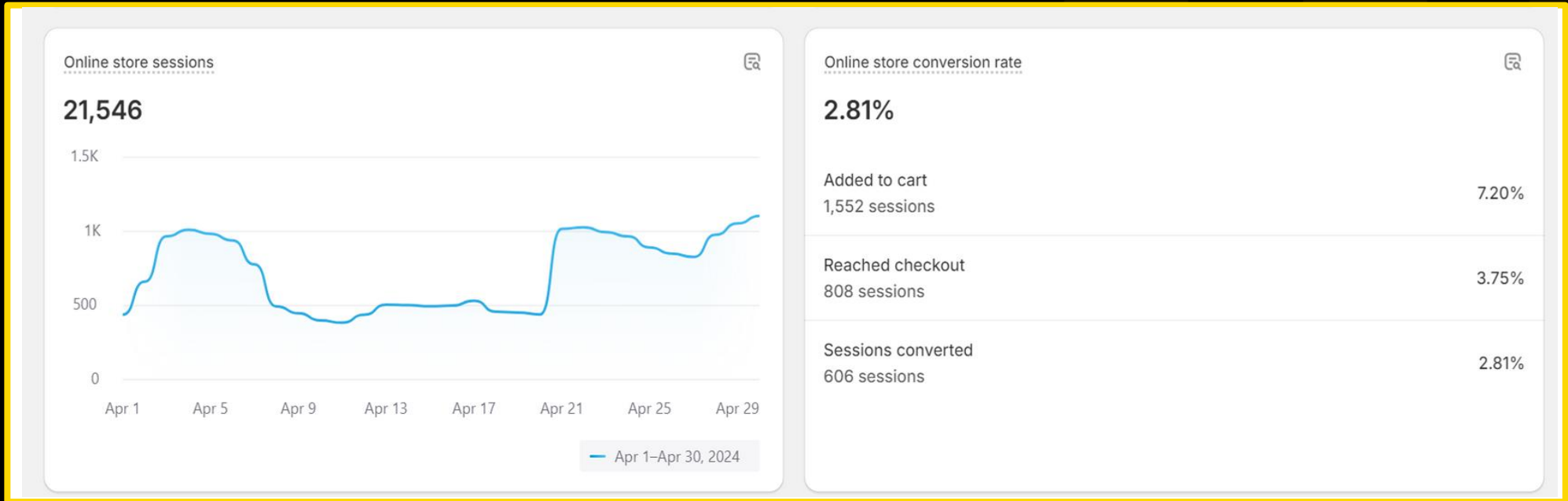
Social Media Campaign



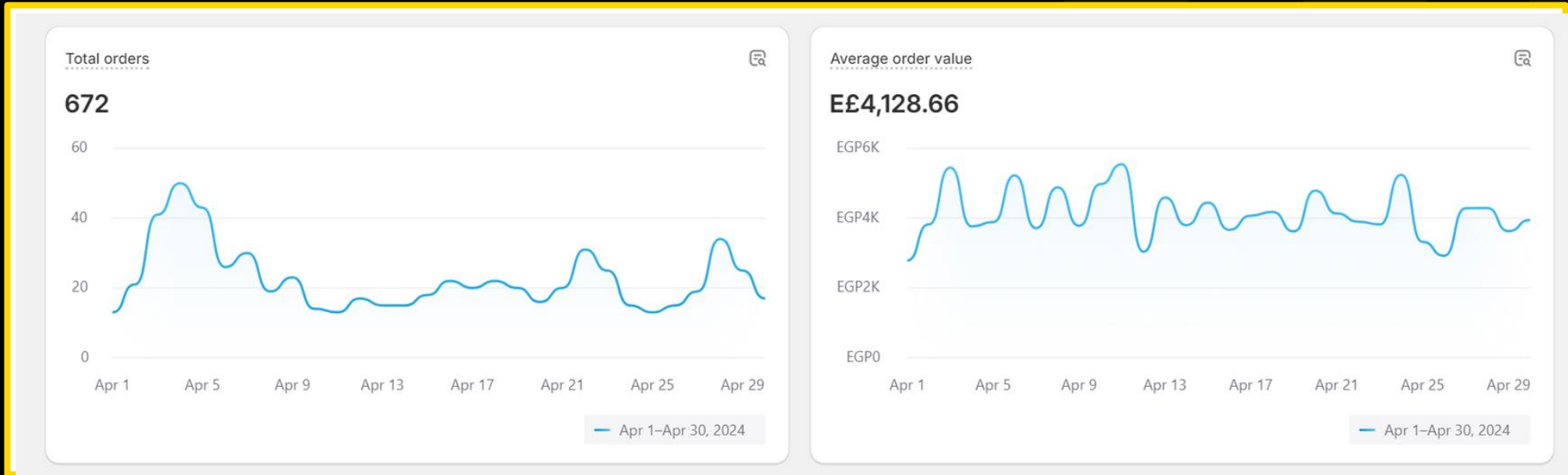
Social Media Ads



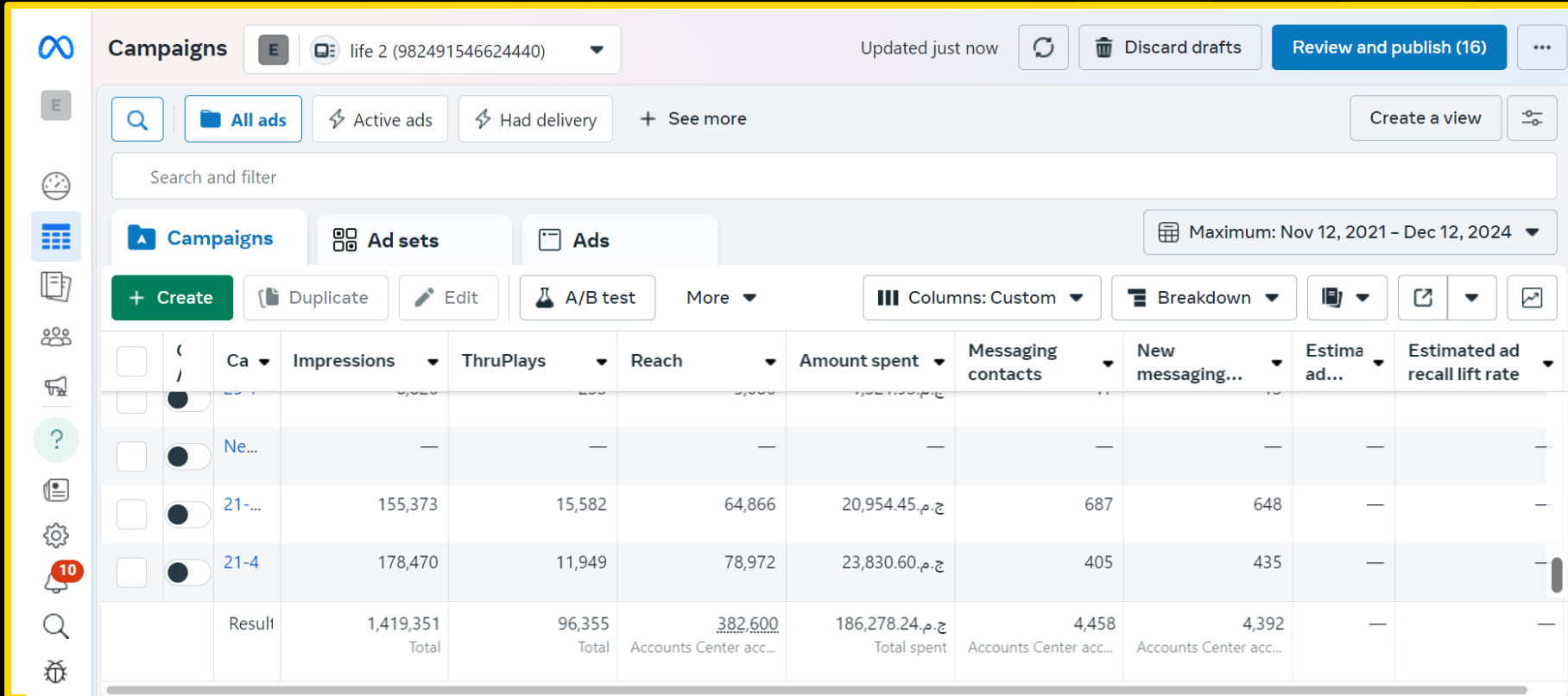
Social Media Ads



Social Media Ads



Social Media Ads

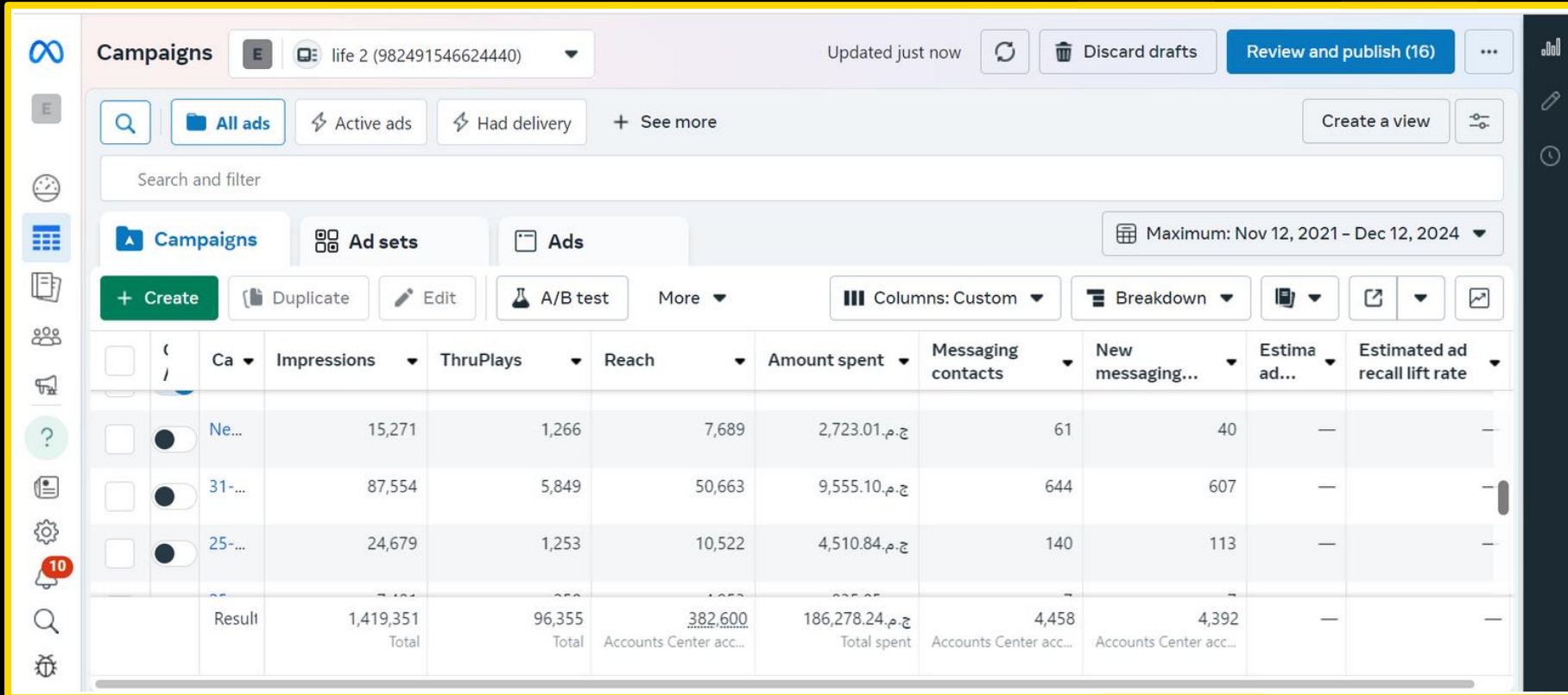


The screenshot displays the Meta Ads Manager interface for a campaign named "life 2 (982491546624440)". The interface includes a search bar, filter buttons for "All ads", "Active ads", and "Had delivery", and a "Create a view" button. The main table shows performance metrics for various ad sets, including Impressions, ThruPlays, Reach, Amount spent, Messaging contacts, and New messaging contacts. A summary row at the bottom provides totals for the campaign.

	Ca	Impressions	ThruPlays	Reach	Amount spent	Messaging contacts	New messaging...	Estima ad...	Estimated ad recall lift rate
	Ne...	—	—	—	—	—	—	—	—
	21-...	155,373	15,582	64,866	20,954.45.م.ج	687	648	—	—
	21-4	178,470	11,949	78,972	23,830.60.م.ج	405	435	—	—
	Result	1,419,351 Total	96,355 Total	382,600 Accounts Center acc...	186,278.24.م.ج Total spent	4,458 Accounts Center acc...	4,392 Accounts Center acc...	—	—



Social Media Ads

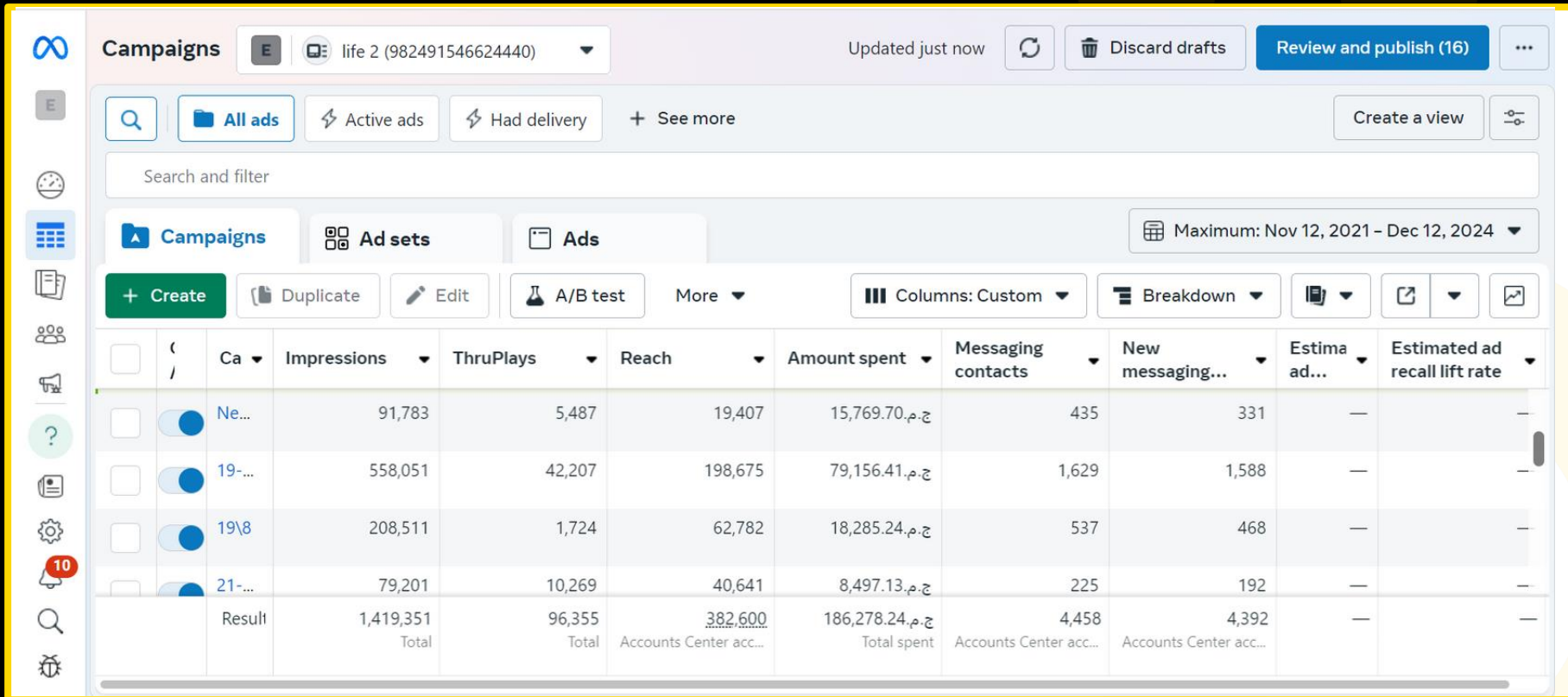


The screenshot displays the Meta Ads Manager interface for a campaign named "life 2 (982491546624440)". The interface includes a top navigation bar with "Updated just now", "Discard drafts", and "Review and publish (16)" buttons. Below this is a search and filter section with tabs for "All ads", "Active ads", and "Had delivery". The main content area shows a table of campaign performance metrics, with columns for "Impressions", "ThruPlays", "Reach", "Amount spent", "Messaging contacts", "New messaging...", "Estima ad...", and "Estimated ad recall lift rate". The table includes a "Result" row with a total of 1,419,351 impressions, 96,355 ThruPlays, 382,600 reach, 186,278.24 amount spent, 4,458 messaging contacts, and 4,392 new messaging.

	Ca	Impressions	ThruPlays	Reach	Amount spent	Messaging contacts	New messaging...	Estima ad...	Estimated ad recall lift rate
	Ne...	15,271	1,266	7,689	2,723.01.μ.ζ	61	40	—	—
	31-...	87,554	5,849	50,663	9,555.10.μ.ζ	644	607	—	—
	25-...	24,679	1,253	10,522	4,510.84.μ.ζ	140	113	—	—
	Result	1,419,351 Total	96,355 Total	382,600 Accounts Center acc...	186,278.24.μ.ζ Total spent	4,458 Accounts Center acc...	4,392 Accounts Center acc...	—	—



Social Media Ads

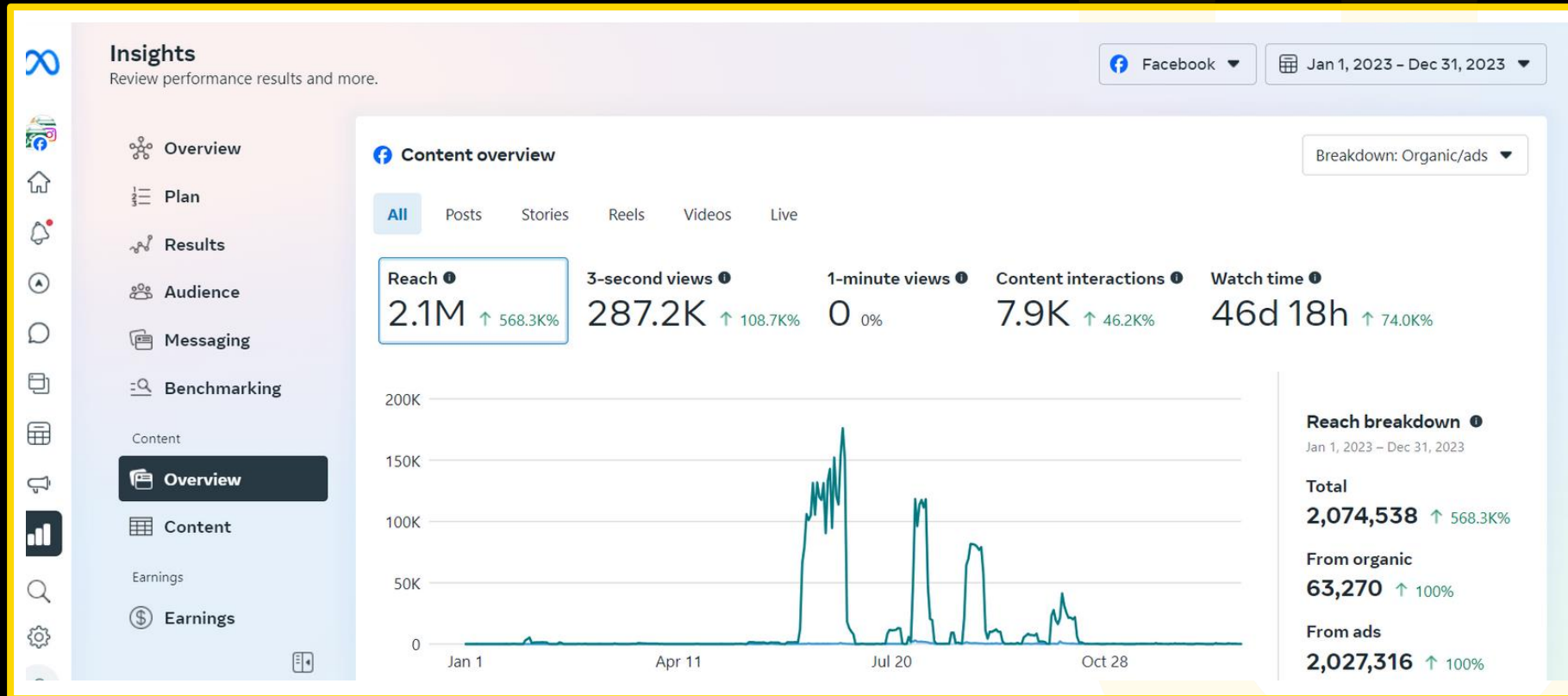


The screenshot displays the Meta Ads Manager interface for a campaign named "life 2 (982491546624440)". The interface includes a search bar, filter buttons for "All ads", "Active ads", and "Had delivery", and a date range selector set to "Maximum: Nov 12, 2021 - Dec 12, 2024". The main table shows performance metrics for four ad sets and a total result row.

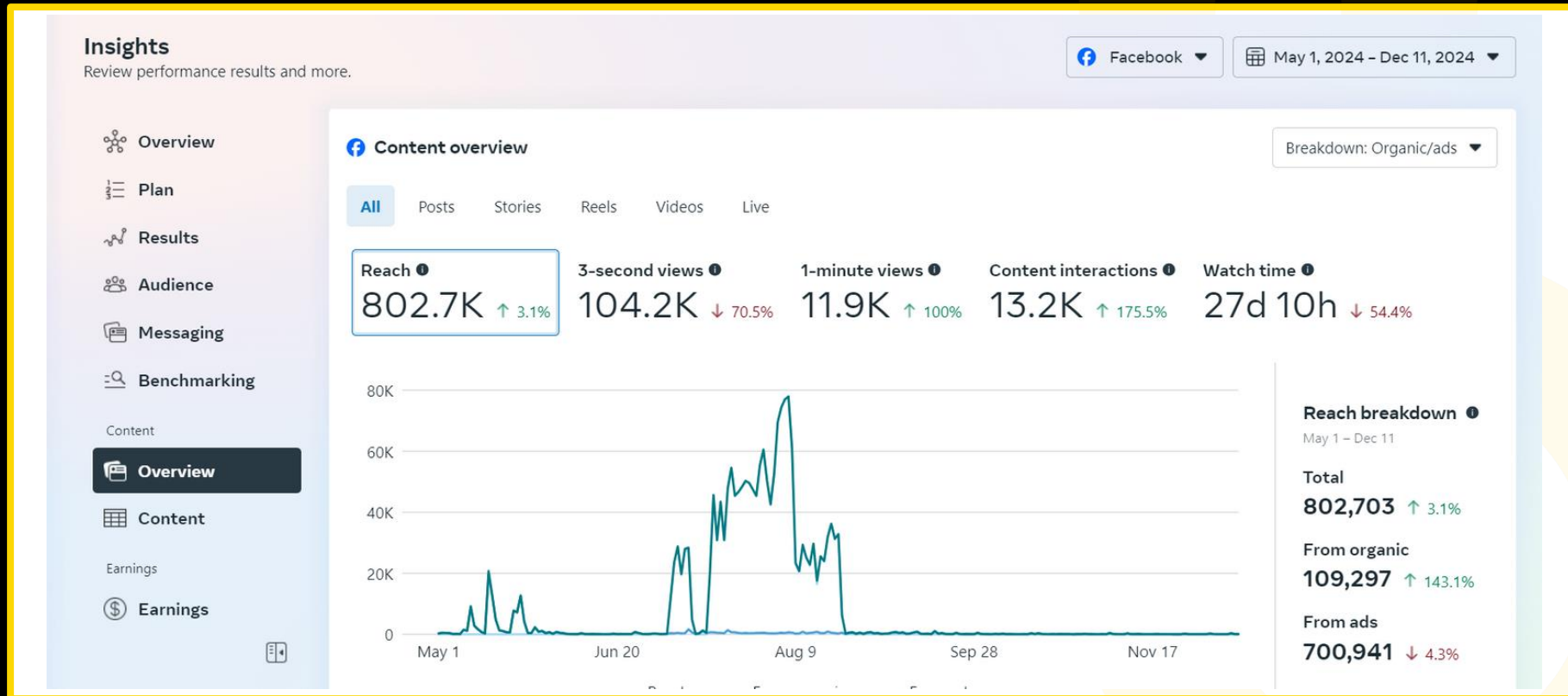
	Ca	Impressions	ThruPlays	Reach	Amount spent	Messaging contacts	New messaging...	Estima ad...	Estimated ad recall lift rate
	Ne...	91,783	5,487	19,407	15,769.70.م.ج	435	331	—	—
	19-...	558,051	42,207	198,675	79,156.41.م.ج	1,629	1,588	—	—
	19\8	208,511	1,724	62,782	18,285.24.م.ج	537	468	—	—
	21-...	79,201	10,269	40,641	8,497.13.م.ج	225	192	—	—
	Result	1,419,351 Total	96,355 Total	382,600 Accounts Center acc...	186,278.24.م.ج Total spent	4,458 Accounts Center acc...	4,392 Accounts Center acc...	—	—



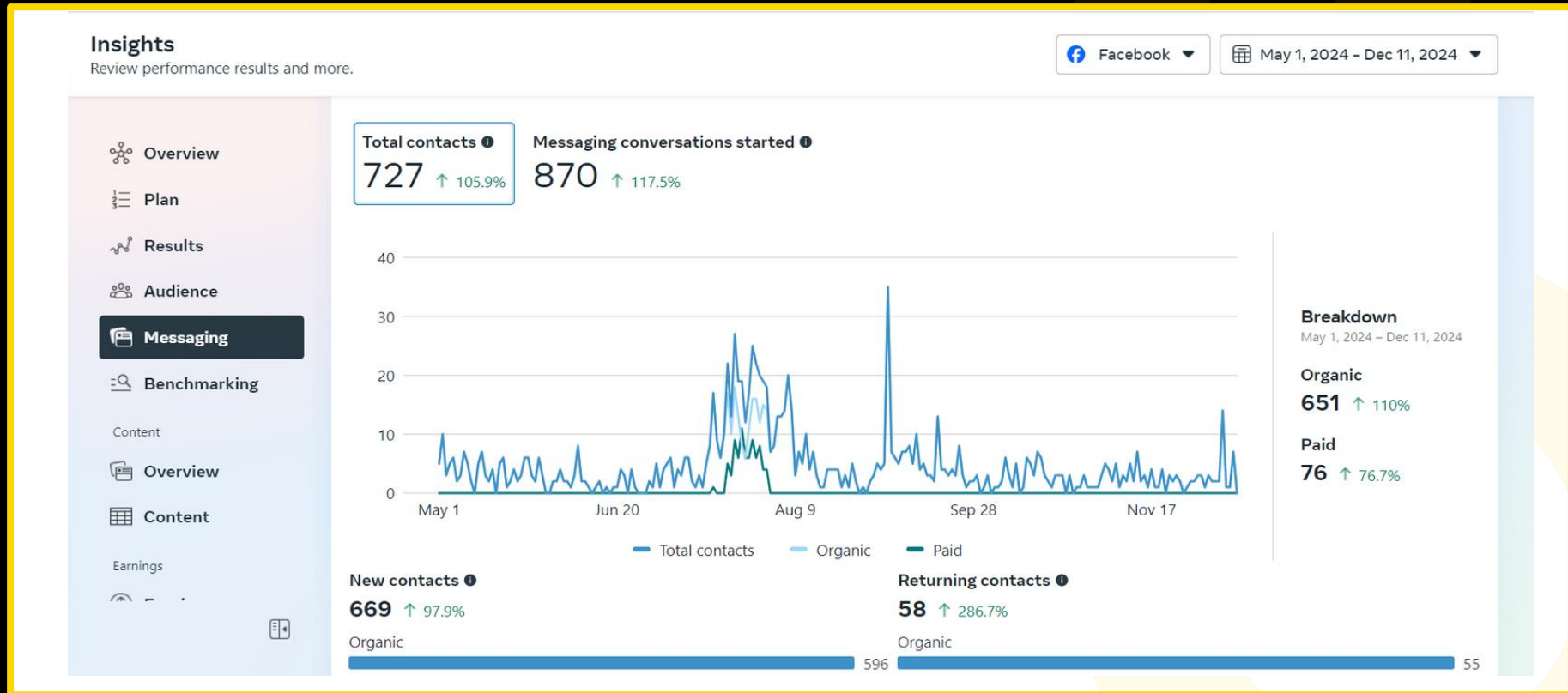
Social Media Ads



Social Media Ads



Social Media Ads



Social Media Ads



Meta

Social Media Ads

Plays and minutes viewed

Plays ⓘ

853,829

Higher than typical

Average minutes viewed ⓘ

0:08

Typical

Watch time ⓘ

117,539

Higher than typical

Interactions ⓘ

Interactions ⓘ

4,058

Higher than typical

3,455 from ads

Reactions ⓘ

2,337

Higher than typical

2,337 from ads

Comments ⓘ

1,073

Higher than typical

566 from ads

Shares ⓘ

228

Higher than typical

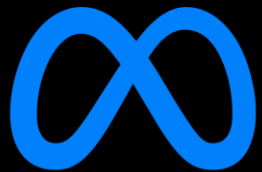
222 from ads

Saves ⓘ

420

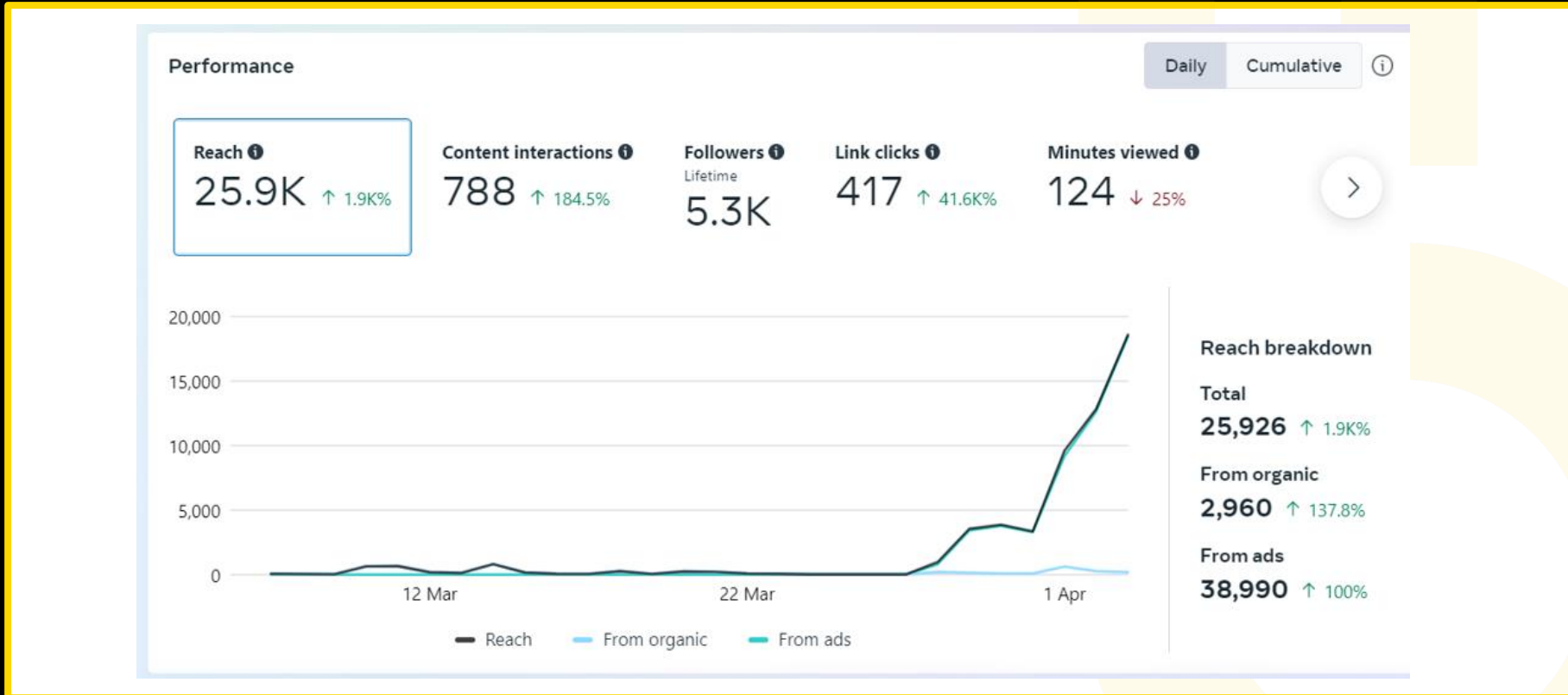
Higher than typical

330 from ads



Meta

Social Media Ads




Social Media Ads

The screenshot displays three campaign cards for the 'le mans group' account, which has no active campaigns. Each card shows the campaign name, status, and key performance indicators (KPIs) in Egyptian Pounds (EGP).


Campaign Name	Status	Leads / Conversations	Cost per Unit	Total Spent
arabic 7-7	Off	932 On-Facebook Leads	EGP8.07 Cost per On-Facebook Lead	EGP7,521.9 Spent
E Class 200 Sedan	Off	106 On-Facebook Leads	EGP141.51 Cost per On-Facebook Lead	EGP15,000.00 Spent
E-200 Model 2024 leads 10-10	Off	383 On-Facebook Leads	EGP88.43 Cost per On-Facebook Lead	EGP33,868.38 Spent
E-200 Model 2024 10-10	Off	456 Messaging conversations started	EGP34.21 Cost per Messaging Conversation Started	EGP15,597.83 Spent
GLC Coupe 2024 Leads campaign	Off	433 On-Facebook Leads	EGP95.26 Cost per On-Facebook Lead	EGP41,246.31 Spent
GLC Coupe Engagement campaign 3-10	Off	1,591 Messaging conversations started	EGP10.20 Cost per Messaging Conversation Started	EGP16,231.31 Spent




Social Media Ads

• Off  11-12


195 Website purchases	\$3.59 Cost per Website Purchase	\$699.41 Spent
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• Off  eng 15-11


118,843 Post engagements	\$0.00016 Cost per Post Engagement	\$18.88 Spent
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• Off  engagement 15-11


1,927 Messaging conversations started	\$0.0460 Cost per Messaging Conversation Started	\$88.70 Spent
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• Off  12-11


154 Website purchases	\$4.23 Cost per Website Purchase	\$650.66 Spent
---------------------------------	--	--------------------------

• Off  eng 2 11- 15


114,733 Post engagements	\$0.00016 Cost per Post Engagement	\$18.90 Spent
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• Off  18 th July




1,301 Messaging conversations started	\$0.30 Cost per Messaging Conversation Started	\$387.19 Spent
---	--	--------------------------

• Off  10- 31




141 Website purchases	EGP152.09 Cost per Website Purchase	EGP21,444.06 Spent
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• Off  Advantage+ shopping campaign 09/21/2023 Campaign

1,207 Website purchases	EGP136.28 Cost per Website Purchase	EGP164,495.69 Spent
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• Off **ADRIAN EGP**   

3 active campaigns

 Date  Status 



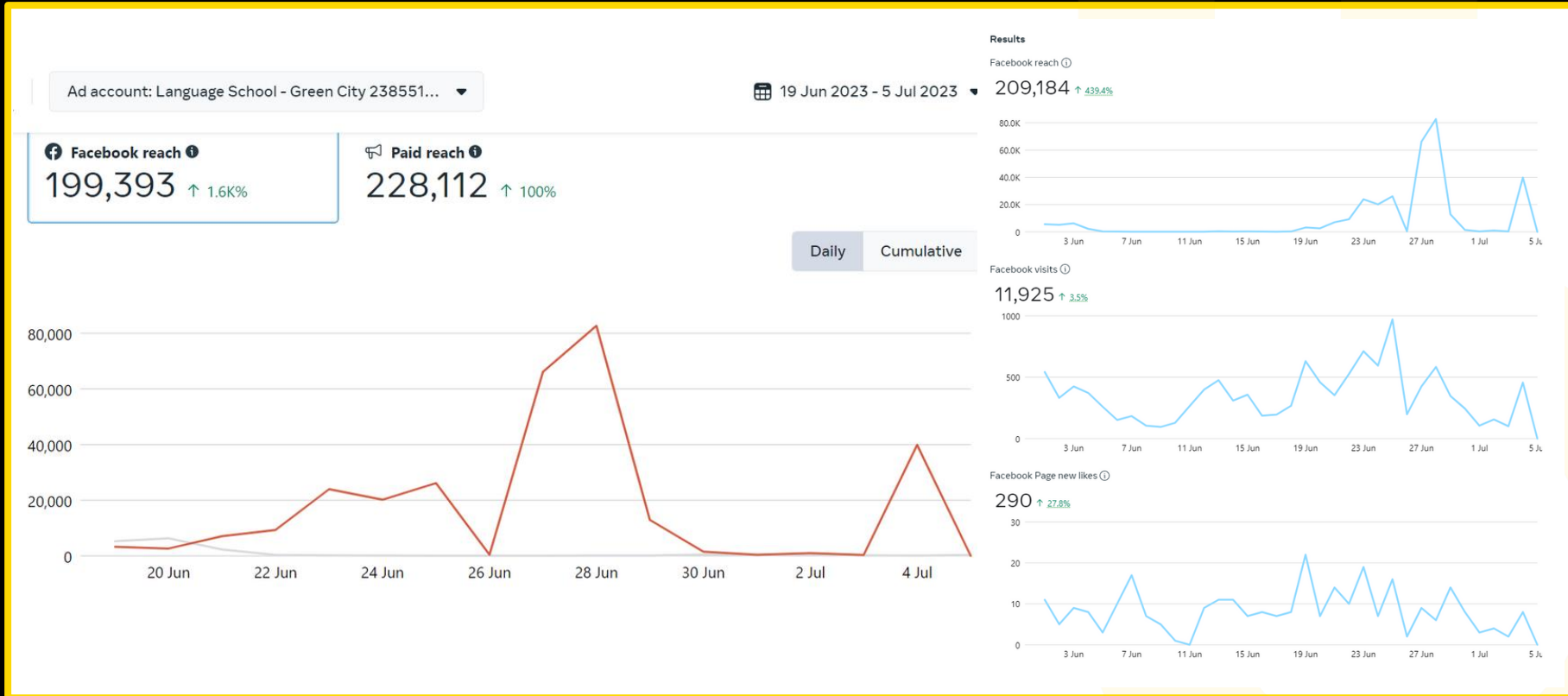
Social Media Ads

DR. Ashraf Soli... No active campaigns	DR. Ashraf Soli... No active campaigns	DR. Ashraf Soli... No active campaigns
Date	Date	Date
Status	Status	Status
<p>Completed</p> <p>Post: "ليه الصبر على النتيجة مهم لمرضى القرنية..."</p> <p>111 Messaging conversations started</p> <p>EGP40.54 Cost per Messaging Conversation Started</p> <p>EGP4,500.0 Spent</p>	<p>Completed</p> <p>Post: "عايز تعمل تصحيح ابصار؟ سألت عن الليزك..."</p> <p>162 Messaging conversations started</p> <p>EGP18.52 Cost per Messaging Conversation Started</p> <p>EGP3,000.0 Spent</p>	<p>Completed</p> <p>تجميل الجفون قطر 8-12</p> <p>46 Messaging conversations started</p> <p>EGP32.61 Cost per Messaging Conversation Started</p> <p>EGP1,500.0 Spent</p>
<p>Completed</p> <p>ليزك تصحيح الابصار 1-3</p> <p>292 Messaging conversations started</p> <p>EGP17.12 Cost per Messaging Conversation Started</p> <p>EGP5,000.0 Spent</p>	<p>Completed</p> <p>زورونا في مصر (السعودية و العراق) 25-12</p> <p>49 Messaging conversations started</p> <p>EGP102.04 Cost per Messaging Conversation Started</p> <p>EGP5,000.0 Spent</p>	<p>Completed</p> <p>زراعة القرنية (خارج مصر) 25-10</p> <p>301 Messaging conversations started</p> <p>EGP6.64 Cost per Messaging Conversation Started</p> <p>EGP2,000.0 Spent</p>
<p>Completed</p> <p>[26/01/2023] Promoting DR. Ashraf Soliman</p> <p>1,186 Follows or likes</p> <p>EGP1.68 Cost per Follow or like</p> <p>EGP1,994.9 Spent</p>	<p>Completed</p> <p>زراعة العدسات قطر 8-12</p> <p>160 Messaging conversations started</p> <p>EGP56.25 Cost per Messaging Conversation Started</p> <p>EGP9,000.0 Spent</p>	<p>Completed</p> <p>زراعة القرنية 25-10</p> <p>164 Messaging conversations started</p> <p>EGP12.20 Cost per Messaging Conversation Started</p> <p>EGP2,000.0 Spent</p>

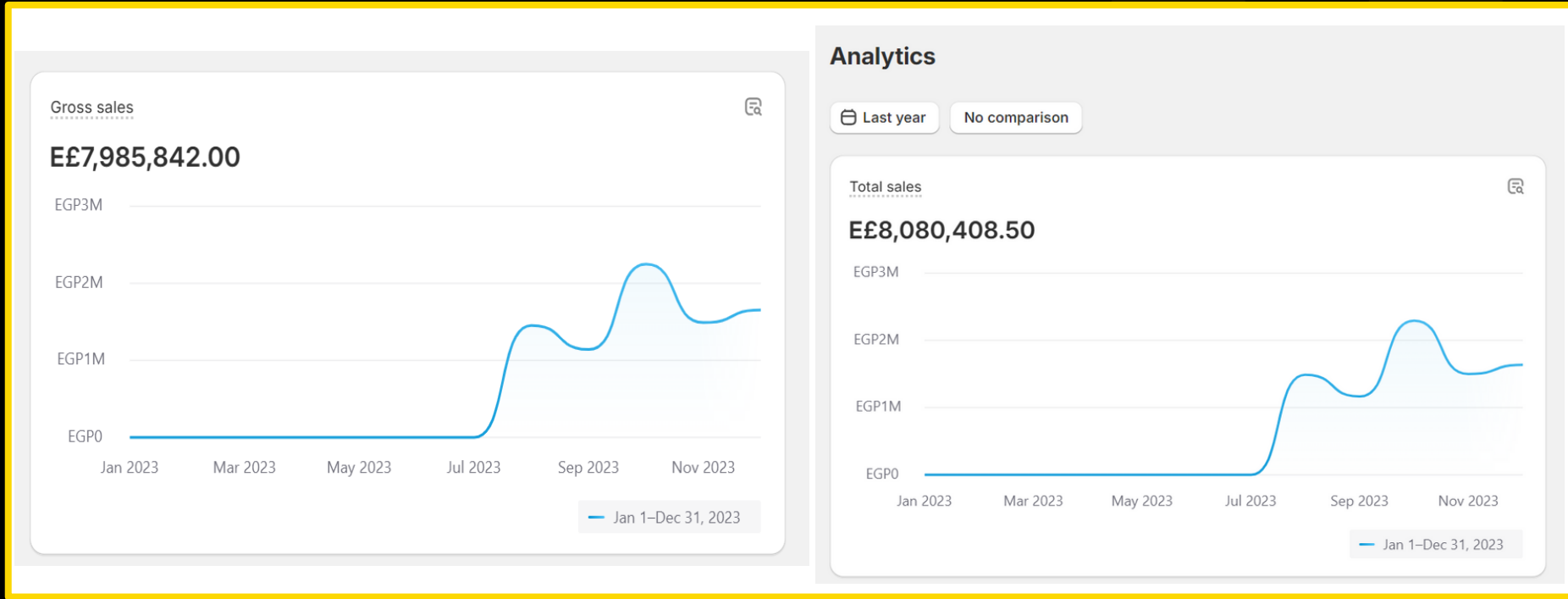


Meta

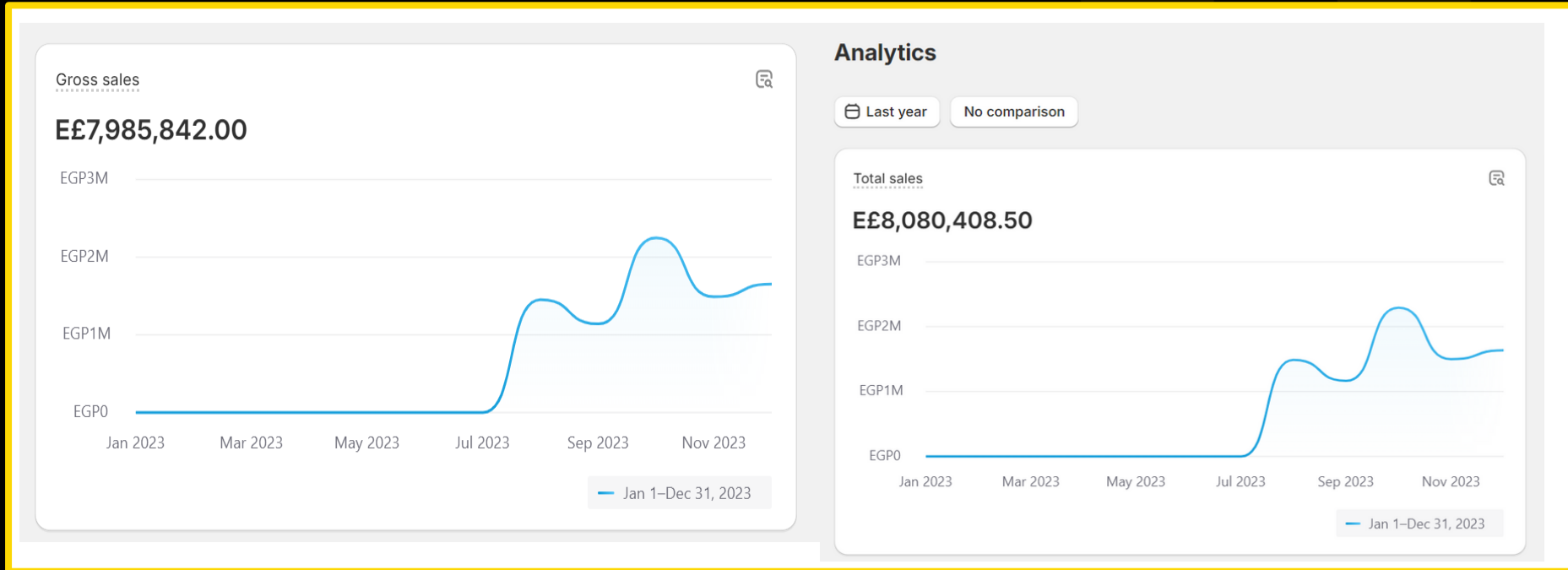
Social Media Ads



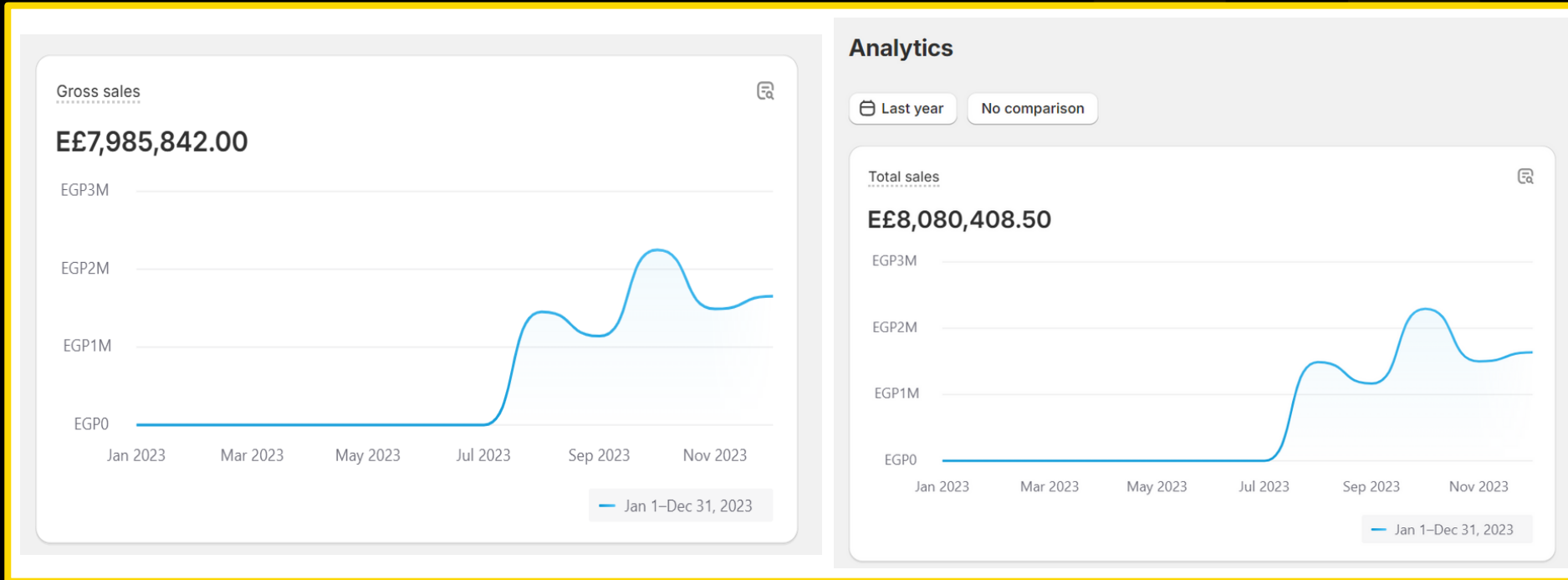
Social Media Ads



Social Media Ads




Social Media Ads




Social Media Ads

Account error

 Mercedes GLC Rolfhartge 11-12 leads

144 On-Facebook Leads	EGP158.14 Cost per On-Facebook Lead	EGP22,771.92 Spent
---------------------------------	---	------------------------------

Account error


 From the manufacture to your doorstep 10-30

2,325 Post engagements	EGP0.43 Cost per Post Engagement	EGP1,000.00 Spent
----------------------------------	--	-----------------------------



Social Media Ads

● Completed ⋮


 مياہ بيضاء 10-19 مصر

297 Messaging conversations started	EGP20.48 Cost per Messaging Conversation Started	EGP6,082.1 6 Spent
---	---	--





Meta

Social Media Ads


 زراعة القرنية 10-25


164 Messaging conversations started	EGP12.20 Cost per Messaging Conversation Started	EGP2,000.0 0 Spent
---	--	--

Completed 

 تثبيت القرنية المخروطية 10-23

218 Messaging conversations started	EGP9.17 Cost per Messaging Conversation Started	EGP2,000.0 0 Spent
---	---	--

Completed 

 كونترا فيجن ليست 10-16


145 Messaging conversations started	EGP12.00 Cost per Messaging Conversation Started	EGP1,740.0 0 Spent
---	--	--



Meta

Social Media Ads

● Active ⋮


 New Engagement campaign

1,455 Messaging conversations started	EGP11.71 Cost per Messaging Conversation Started	EGP17,032. 35 Spent
---	---	---




Social Media Ads

Account error

 Mercedes CLA 2023 messages 11-20

269 Messaging conversations started	EGP33.37 Cost per Messaging Conversation Started	EGP8,976.1 0 Spent
---	--	--

Account error

 Leads cla 20-11

47 On-Facebook Leads	EGP110.37 Cost per On-Facebook Lead	EGP5,187.6 1 Spent
--------------------------------	---	--

Social Media Ads

Account error



e 200 album eng 15-11

547

Messaging
conversations
started

EGP9.85

Cost per
Messaging
Conversation
Started

EGP5,387.3

8
Spent

Account error



Mercedes GLC ROLFHARTGE 2024 eng

418

Messaging
conversations
started

EGP44.64

Cost per
Messaging
Conversation
Started

EGP18,658.

90
Spent

Account error



From the manufacture to your
doorstep 10-30

2,325

Post
engagements

EGP0.43

Cost per Post
Engagement

EGP1,000.0

0
Spent

Account error



Mercedes GLC Rolfhartge 11-12 leads

144

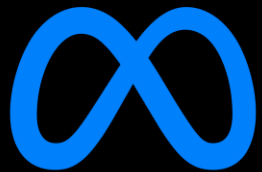
On-Facebook
Leads

EGP158.14

Cost per On-
Facebook Lead



EGP22,771.

92
Spent



Meta

Social Media Ads

● Account error			● Account error		
	E-200 Model 2024 leads 10-10			E-200 Model 2024 10-10	
383	EGP88.43	EGP33,868	456	EGP34.21	EGP15,597.
On-Facebook Leads	Cost per On-Facebook Lead	.38 Spent	Messaging conversations started	Cost per Messaging Conversation Started	83 Spent



Social Media Ads

849

Messaging
conversations
started

\$0.57

Cost per
Messaging
Conversation
Started

\$486.26

Spent

538

Messaging
conversations
started

\$6.92

Cost per
Messaging
Conversation
Started

\$3,721.22

Spent

10,789

Messaging
conversations
started

\$0.15

Cost per
Messaging
Conversation
Started

\$1,570.11

Spent



Meta

Social Media Ads

1,246

Messaging
conversations
started

\$0.33

Cost per
Messaging
Conversation
Started

\$413.32

Spent

5,178

Messaging
conversations
started

\$0.22

Cost per
Messaging
Conversation
Started

\$1,133.90

Spent

1,648

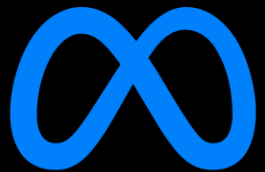
Messaging
conversations
started

\$0.28

Cost per
Messaging
Conversation
Started

\$453.59

Spent



Meta

Social Media Ads

1,301

Messaging
conversations
started

\$0.30

Cost per
Messaging
Conversation
Started

\$387.19

Spent



New Sales Campaign

2,325

Messaging
conversations
started

\$0.23

Cost per
Messaging
Conversation
Started

\$544.14

Spent

374

Messaging
conversations
started

\$6.19

Cost per
Messaging
Conversation
Started

\$2,313.93

Spent



Meta

Social Media Ads

1,539

Post
engagements

\$0.51

Cost per Post
Engagement

\$780.15

Spent

1,539

Post
engagements

\$0.51

Cost per Post
Engagement

\$780.15

Spent

114,733

Post
engagements

\$0.00016

Cost per Post
Engagement

\$18.90

Spent



Meta

Social Media Ads

197,599

Reach

\$1.24

Cost per 1,000
People Reached

\$245.88

Spent

3,610

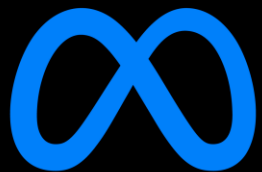
Estimated Ad
Recall Lift
(People)

\$0.0876

Cost per
Estimated Ad
Recall Lift
(People)

\$316.27

Spent



Meta

Social Media Ads

1,079

ThruPlays

\$0.0377

Cost per ThruPlay

\$40.66

Spent

195

Website
purchases

\$3.59

Cost per Website
Purchase

\$699.41

Spent



Meta

SEM Ads Results

Most-shown search ads

SEM | 2023 search only > Ad group 1

١٥ سنة في استيراد السيارات | أضمن منصة استيراد في مصر | Le Mans Group
Ad www.le-mans.net

ليمانز جروب 15 سنة خبره في سوق استيراد السيارات الأوروبية، كلنا على 17112 واحجز عربيتك. ليمانز شركة ألمانية مصرية بخبره أكثر من ١٥ سنة في استيراد السيارات.

Ad	Status	Impressions	Clicks	CTR
● Enabled	Eligible	734,485	24,774	3.37%

All search ads All assets > 1 / 3 <



Google Ads

SEM Ads Results



SEM Ads Results

Search-8 #2 > المجموعة الإعلانية رقم 1

4-27 > دكتور أحمد حسن سليمان > Ad group 1

Ad	Status	Impressions	Clicks	CTR
أحسن دكتور عيون في مصر قرنية علاج القرنية المخروطية تكلفة عملية المياه البيضاء	Not eligible	1,415,040	56,160	3.97%

Ad	Status	Impressions	Clicks	CTR
د. أحمد سليمان - أشعة تداخلية احجز الآن علاج الغدة الدرقية	Eligible	43,826	1,732	3.95%



SEM Ads Results



Social Media Design

Social Media Design



Social Media Design



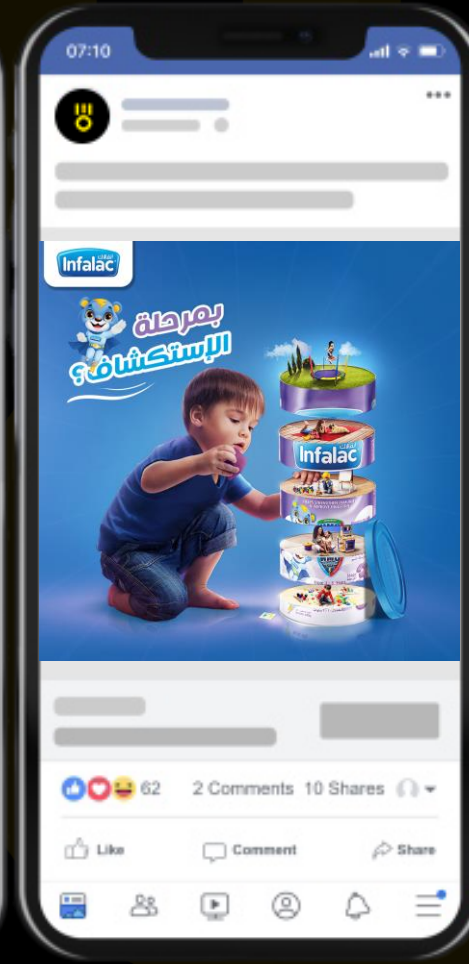
Social Media Design



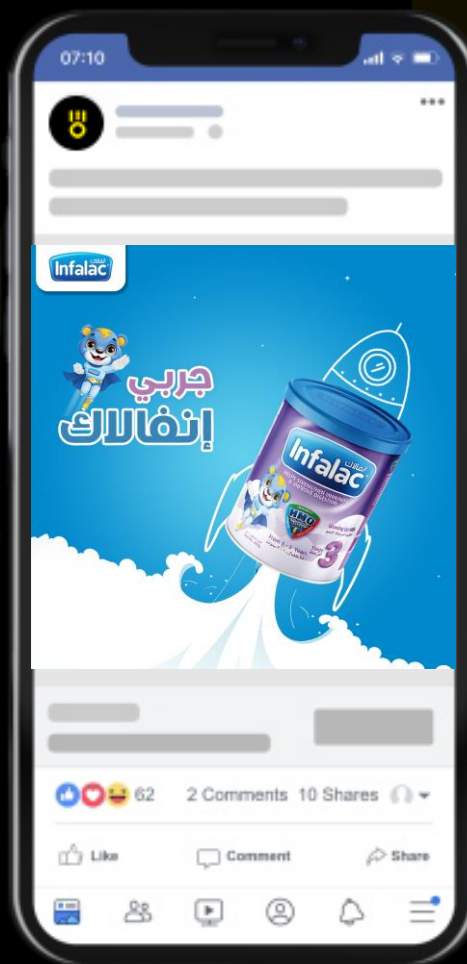
Social Media Design



Social Media Design



Social Media Design



Social Media Design



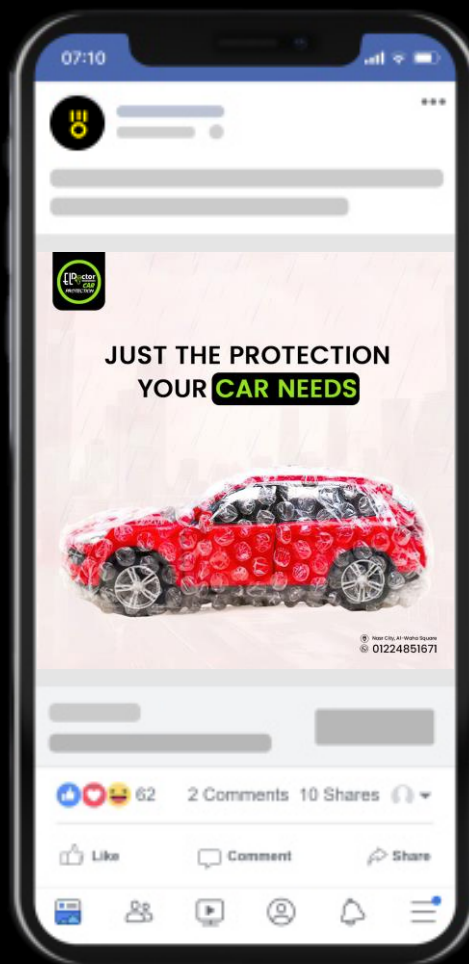
Social Media Design



Social Media Design



Social Media Design



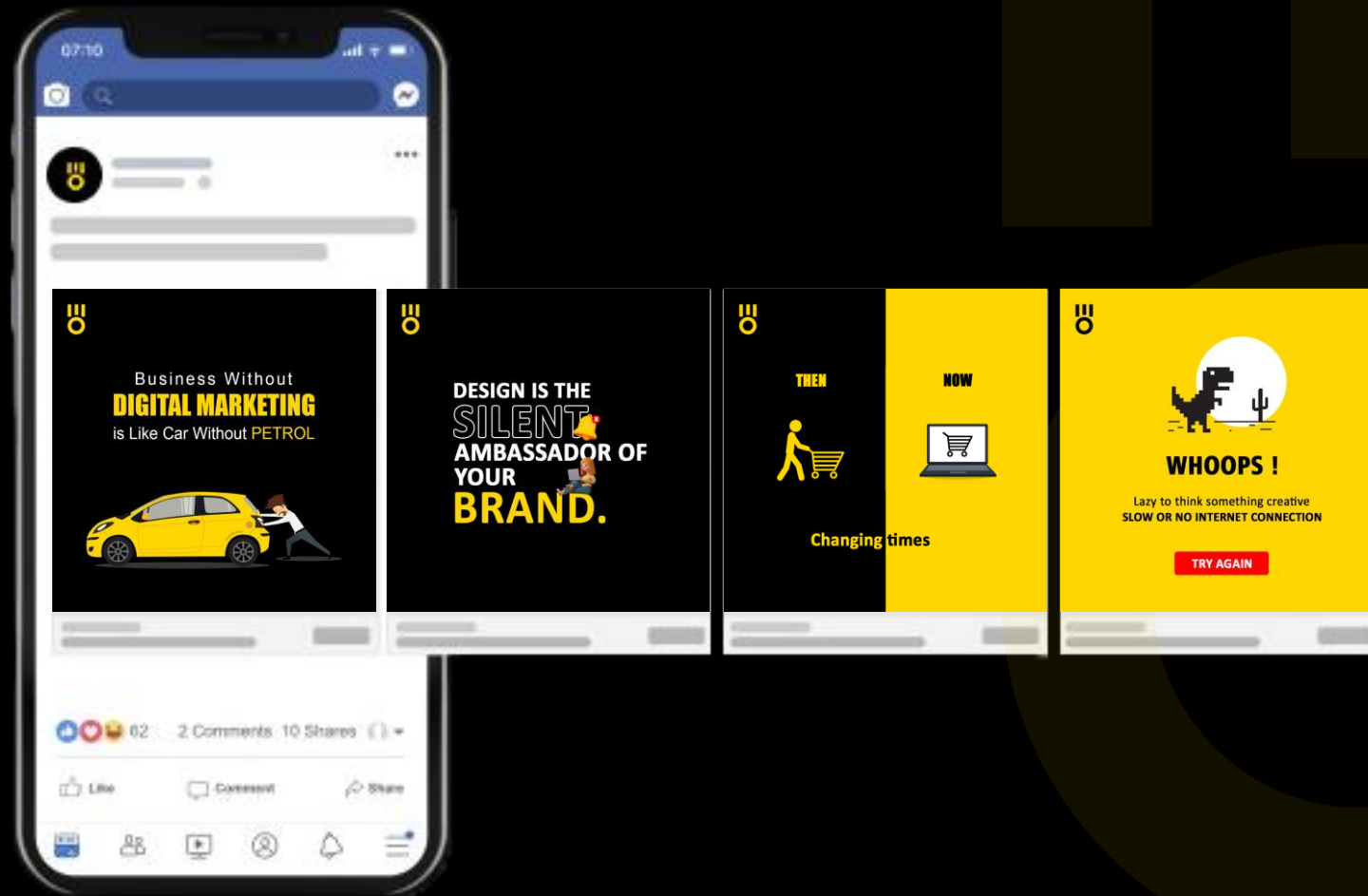
Social Media Design



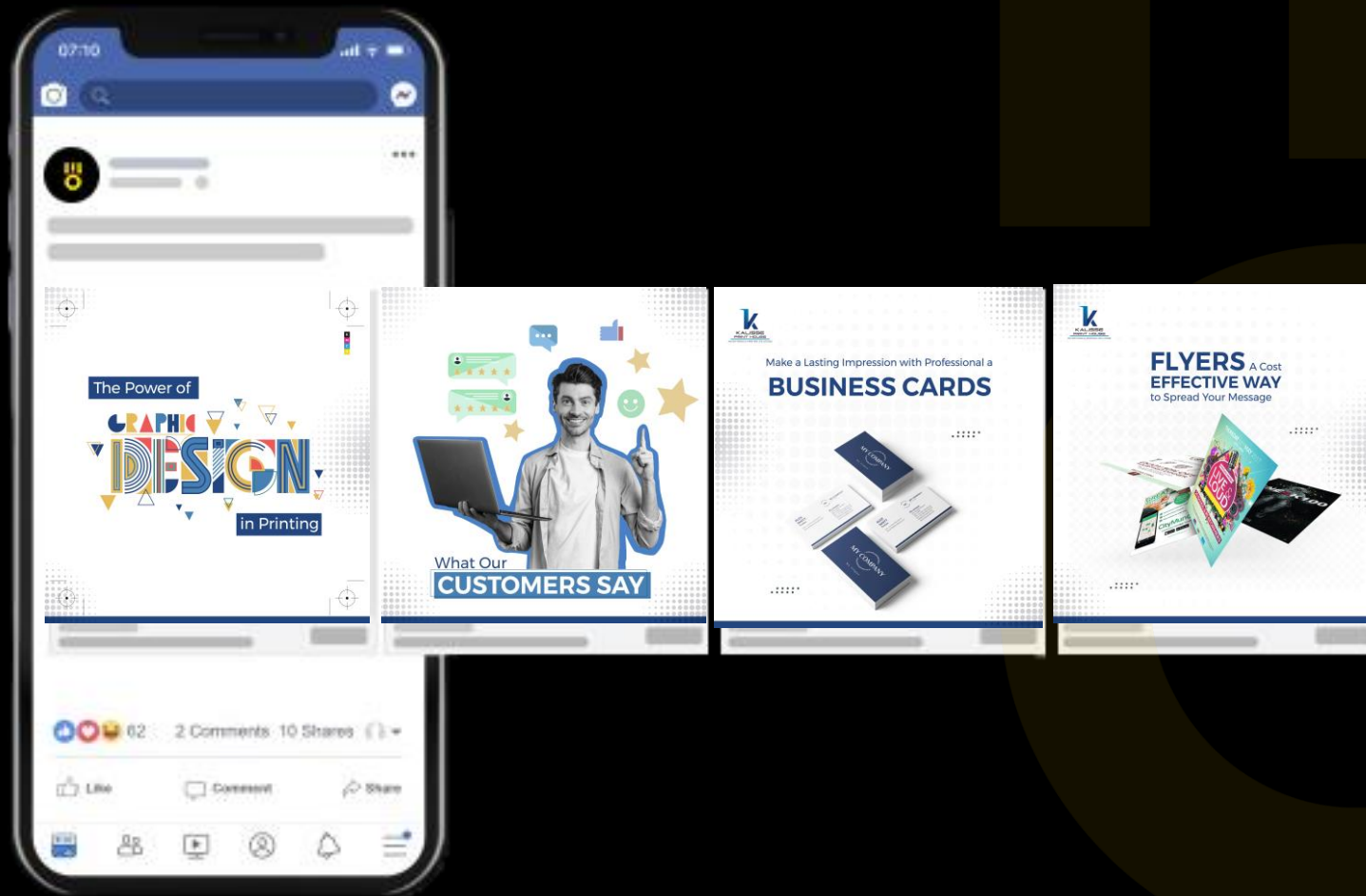
Social Media Design



Social Media Design



Social Media Design



Contact us

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info@extraordinaryagency.com

www.extraordinary-agency.com



Thank
You



EXTRAORDINARY
IT'S NORMAL TO BE ABNORMAL