

**DOERS MEDIA (PVT) LTD. AND ITS
SUBSIDIARY, AAMIR AHMER AGENCY.**

MEDIA BUYING PORTFOLIO

GOOGLE ADS & META ADS

Case#1

Platform: Google Ads

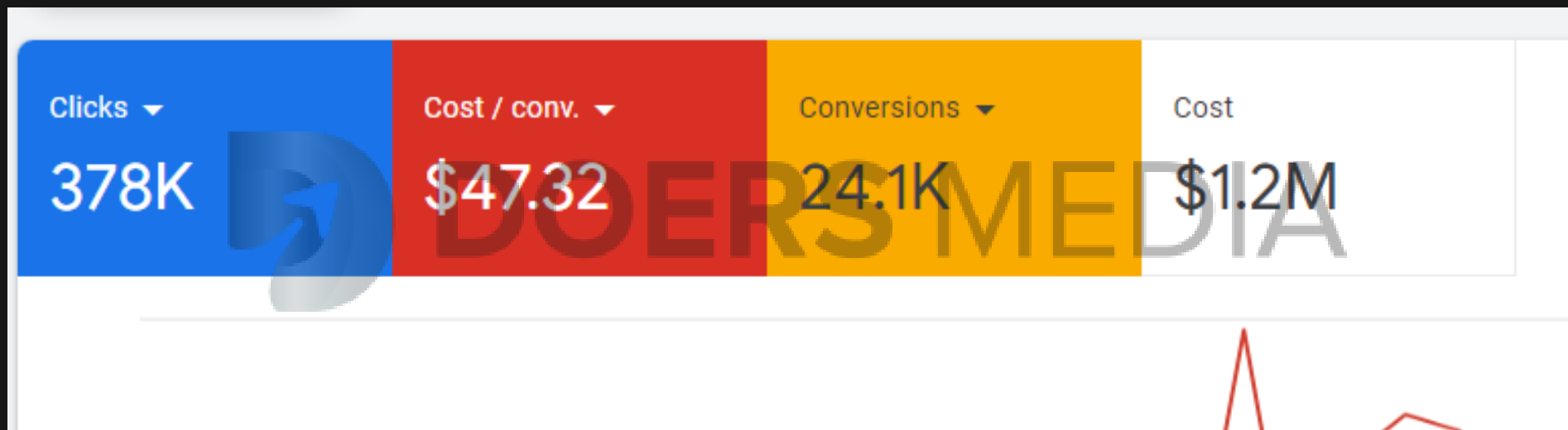
Ads Spent: \$1.2 Million Dollars

Conversions: 24 thousand

Return On Ads Spent (ROAS): 7x

Revenue Generated: \$8.4 Million Dollars

Country: United States



Case#2**Platform: Facebook Ads****Ads Spent: Rs. 725K****Conversions: 2K+****Return On Ads Spent (ROAS): 15x****Revenue Generated: Rs. 10.8 Million****Country: Pakistan**

Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
Lowest cost	Rs1,000.00 Daily	7-day click or ...	7 Website Purchases	13,239	15,471	Rs382.57 Per Purchase	Rs2,677.98
Lowest cost	Rs500.00 Daily	7-day click or ...	1,174 Website Purchases	265,457	860,500	Rs229.25 Per Purchase	Rs269,133.92
Lowest cost	Rs500.00 Daily	7-day click or ...	2 Website Purchases	12,285	19,231	Rs2,084.03 Per Purchase	Rs4,168.05
Lowest cost	Rs500.00 Daily	7-day click	1 Website Purchase	3,865	4,679	Rs1,891.72 Per Purchase	Rs1,891.72
Lowest cost	Rs500.00 Daily	7-day click	10 Website Purchases	11,688	19,295	Rs642.60 Per Purchase	Rs6,426.04
Lowest cost	Rs2,000.00 Daily	7-day click or ...	27 Website Purchases	29,184	39,770	Rs391.95 Per Purchase	Rs10,582.54
Lowest cost	Rs500.00 Daily	7-day click or ...	147 Website Purchases	170,845	320,778	Rs398.25 Per Purchase	Rs58,542.42
Lowest cost	Rs500.00 Daily	7-day click	2 Website Purchases	1,431	1,632	Rs362.81 Per Purchase	Rs725.61
Lowest cost	Rs1,000.00 Daily	7-day click or ...	78 Website Purchases	151,299	256,939	Rs484.75 Per Purchase	Rs37,810.85
Lowest cost	Rs2,000.00 Daily	7-day click or ...	39 Website Purchases	13,076	19,584	Rs179.30 Per Purchase	Rs6,992.68
Lowest cost	Rs500.00 Daily	7-day click or ...	294 Website Purchases	173,619	346,647	Rs374.32 Per Purchase	Rs110,049.71
Lowest cost	Rs1,000.00 Daily	7-day click or ...	149 Website Purchases	40,684	81,951	Rs251.00 Per Purchase	Rs37,399.47
		Multiple Attrib...	Multiple Conversions	745,458 People	2,651,795 Total	Multiple Conversions	Rs725,649.74 Total Spent

Case#3

Platform: Google Ads

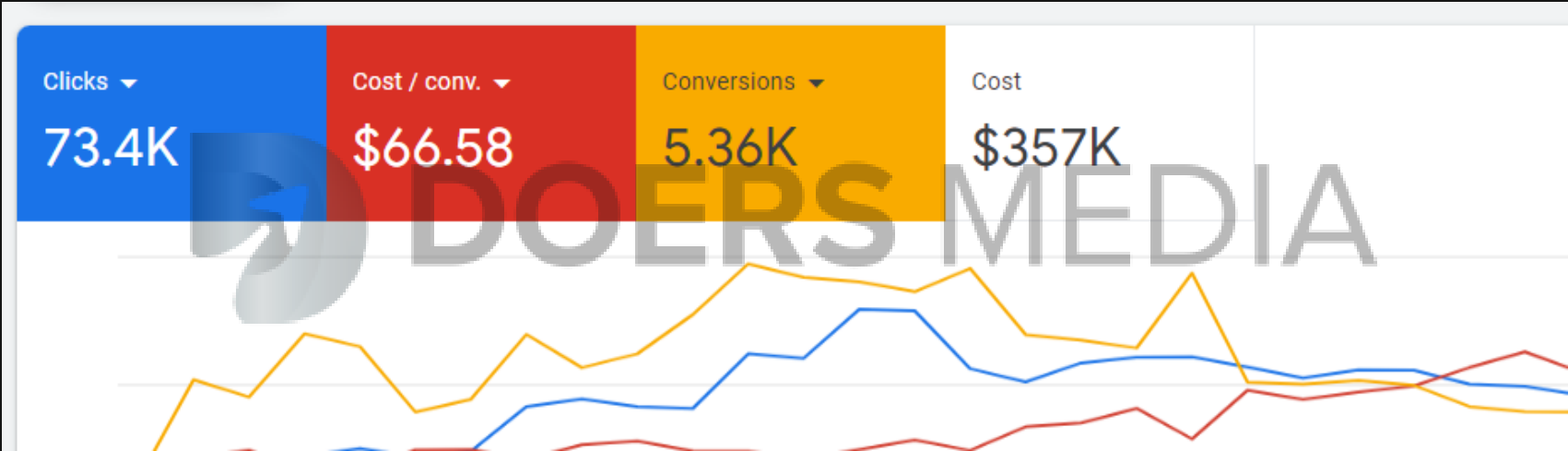
Ads Spent: \$357K

Conversions: 5.36K

Return On Ads Spent (ROAS): 4.5x

Revenue Generated: \$1.6 Million Dollars

Country: United States



Case#4**Platform: Facebook Ads****Ads Spent: Rs. 1.5 Million****Conversions: 44K****Return On Ads Spent (ROAS): 6.5x****Revenue Generated: Rs. 9.7 Million****Country: Pakistan**

● Active	Highest volume	Rs300.00 Daily	7-day click or ...	145,853 Reach	145,853	448,069	Rs101.09 Per 1,000 People Re...	Rs14,743.79
● Active	Highest volume	Rs300.00 Daily	7-day click or ...	619,021 Reach	619,021	1,837,346	Rs23.69 Per 1,000 People Re...	Rs14,661.62
● Active	Using ad set bid...	Using ad set bu...	7-day click or ...	707,441 Website Leads	81,800	153,384	Rs43.43 Per Lead	Rs30,705.51
● Active	Highest volume	Rs500.00 Daily	7-day click or ...	2,227 Website Leads	387,862	939,683	Rs40.58 Per Lead	Rs90,378.43
● Active	Highest volume	Rs300.00 Daily	7-day click or ...	1,131 Messaging conver...	79,460	324,390	Rs48.12 Per Messaging Co...	Rs54,422.87
● Active	Highest volume	Rs300.00 Daily	7-day click or ...	1,048 Messaging conver...	79,003	376,831	Rs54.74 Per Messaging Co...	Rs57,370.43
● Active	Highest volume	Rs1,000.00 Daily	7-day click or ...	1,393 AAA - Gulf	231,506	1,111,899	Rs139.97 Per AAA - Gulf	Rs194,972.39
● Active	Highest volume	Rs300.00 Daily	7-day click or ...	749 Messaging conver...	18,116	183,875	Rs92.27 Per Messaging Co...	Rs69,113.17
● Active	Highest volume	Rs300.00 Daily	7-day click or ...	2,383 Messaging conver...	105,497	538,706	Rs29.01 Per Messaging Co...	Rs69,121.22
● Active 1 recommendation	Highest volume	Rs500.00 Daily	7-day click or ...	2,657 Website Leads	206,572	1,581,794	Rs67.33 Per Lead	Rs178,903.85
● Active 🔥 High performing	Highest volume	Rs1,000.00 Daily	7-day click or ...	31,840 Website Leads	2,298,839	7,588,763	Rs18.10 Per Lead	Rs576,379.48
Off	Highest volume	Rs300.00 Daily	7-day click or ...	179 Page Likes	3,871	5,337	Rs4.12 Per Page Like	Rs738.08
Off	Using ad set bid...	Using ad set bu...	7-day click or ...	— Estimated Call Confir...	3,828	4,521	— Per Estimated Call C...	Rs791.96
			Multiple attrib...	— Multiple conversions	3,925,921 Accounts Center acco...	16,528,148 Total	— Multiple conversions	Rs1,526,859.72 Total Spent

Case#5

Platform: Google Ads

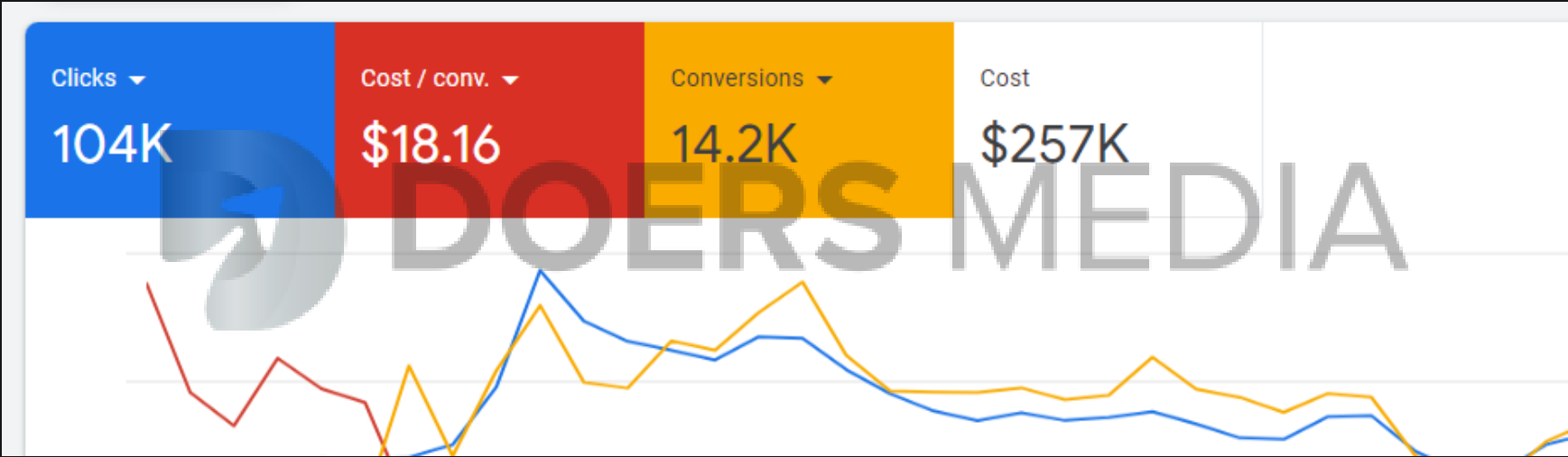
Ads Spent: \$257K

Conversions: 14.2K

Return On Ads Spent (ROAS): 5.3x

Revenue Generated: \$1.3 Million Dollars

Country: United States



**Case#6****Platform: Facebook Ads****Ads Spent: Rs. 309K****Conversions: 12.3K****Return On Ads Spent (ROAS): 9.8x****Revenue Generated: Rs. 3 Million****Country: Pakistan**

Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions
● Active	Lowest cost	Rs1,000.00 Daily	7-day click	16,124 Website Purchases	66,271	101,557
● Active	Lowest cost	Rs165.00 Daily	7-day click	4,719 Page Likes	53,174	125,656
● Active	Lowest cost	Rs2,000.00 Daily	7-day click	12,379 Messaging Conversa...	726,485	1,852,901

Case#7

Platform: Google Ads

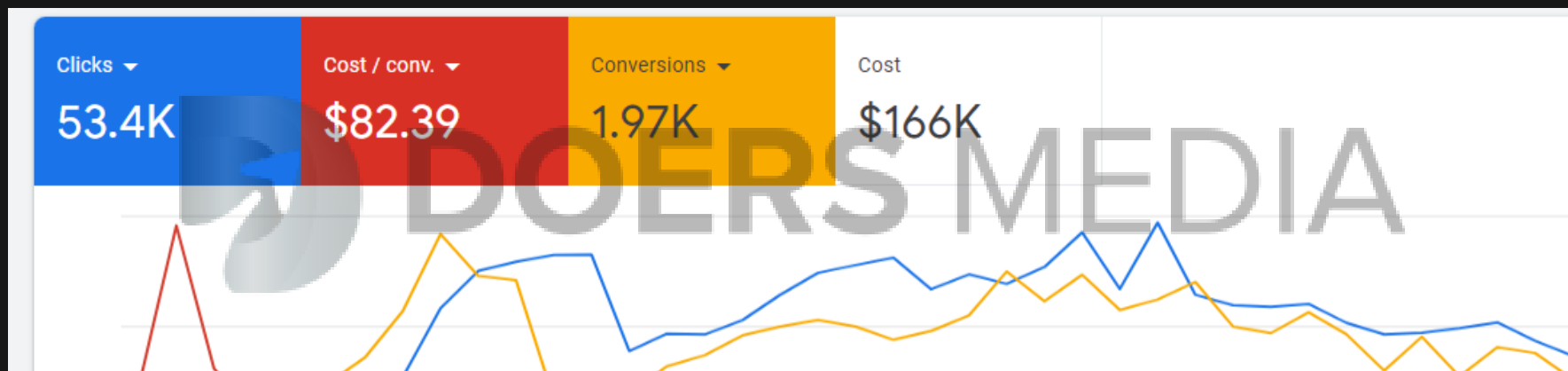
Ads Spent: \$166K

Conversions: 1.97K

Return On Ads Spent (ROAS): 3.7x

Revenue Generated: \$614K

Country: United States



**Platform: Facebook Ads****Ads Spent: Rs. 535K****Conversions: 2300****Return On Ads Spent (ROAS): 10.7x****Revenue Generated: Rs. 5.7 Million****Country: Pakistan**

Delivery ↑	Results	Cost per Result	Reach	Impressions	Amount Spent
● Active	81 [2] Website Purchases	Rs321.18 [2] Per Purchase	85,403	140,359	Rs26,015.26
● Active	52 [2] Website Purchases	Rs459.31 [2] Per Purchase	90,913	149,779	Rs23,884.26
● Active	889 [2] Website Purchases	Rs194.55 [2] Per Purchase	198,453	592,878	Rs172,957.68
● Active	260 [2] Website Purchases	Rs337.64 [2] Per Purchase	137,309	279,923	Rs87,786.74
Off	2 [2] Website Purchases	Rs362.81 [2] Per Purchase	1,431	1,632	Rs725.61
Off	39 [2] Website Purchases	Rs179.30 [2] Per Purchase	13,076	19,584	Rs6,992.68
Off	149 [2] Website Purchases	Rs251.00 [2] Per Purchase	40,684	81,951	Rs37,399.47
Off	473 [2] Landing Page Vie...	Rs33.39 [2] Per Landing Page ...	41,170	75,078	Rs15,791.98
Off	310 [2] Website Purchases	Rs315.31 [2] Per Purchase	115,626	286,694	Rs97,747.00
Off	34 [2] Website Purchases	Rs550.65 [2] Per Purchase	28,875	48,504	Rs18,722.03
Off	8,570 Page Likes	Rs3.14 Per Page Like	72,335	217,298	Rs26,867.63
Off	11 [2] Website Purchases	Rs1,829.10 [2] Per Purchase	22,583	37,744	Rs20,120.11
	—	—	551,360	1,931,424	Rs535,010.45

Case#9

Platform: Google Ads

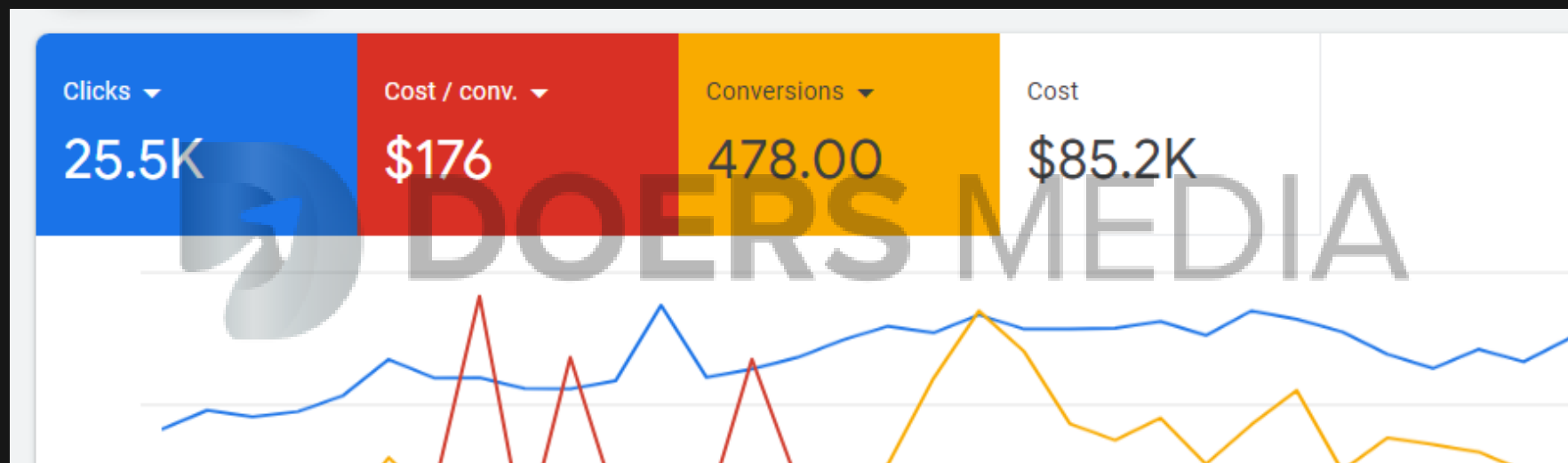
Ads Spent: \$85.2K

Conversions: 478

Return On Ads Spent (ROAS): 3.3x

Revenue Generated: \$281K

Country: United States



**Case#10****Platform: Facebook Ads****Ads Spent: Rs. 95K****Conversions: 5977****Return On Ads Spent (ROAS): 6.4x****Revenue Generated: Rs. 608K****Country: Pakistan**

Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
● Active	Lowest cost	Rs300.00 Daily	7-day click	— Messaging Conversa...	—	—	— Per Messaging Conv...	Rs0.00
● Active	Lowest cost	Rs250.00 Daily	7-day click	2,799 Page Likes	34,988	72,444	Rs3.94 Per Page Like	Rs11,035.15
● Active	Lowest cost	Rs3,800.00 Daily	7-day click	5,625 Messaging Conversa...	402,862	799,676	Rs14.03 Per Messaging Conv...	Rs78,914.88
Off	Lowest cost	Rs165.00 Daily	7-day click	31 Messaging Conversa...	3,616	4,452	Rs21.08 Per Messaging Conv...	Rs653.62
Off	Lowest cost	Rs165.00 Daily	7-day click	90 Messaging Conversa...	9,754	12,178	Rs16.03 Per Messaging Conv...	Rs1,443.02
Off	Lowest cost	Rs500.00 Daily	7-day click	2 Messaging Conversa...	414	418	Rs28.28 Per Messaging Conv...	Rs56.56
Off	Lowest cost	Rs200.00 Daily	7-day click	23 Messaging Conversa...	3,487	3,781	Rs20.95 Per Messaging Conv...	Rs481.86
Off	Lowest cost	Rs200.00 Daily	7-day click	206 Messaging Conversa...	15,166	25,924	Rs14.73 Per Messaging Conv...	Rs3,033.94
			7-day click	—	431,785 People	918,873 Total	—	Rs95,619.03 Total Spent

Case#11**Platform: Google Ads****Ads Spent: Rs. 889K****Conversions: 35.9K****Return On Ads Spent (ROAS): 12x****Revenue Generated: Rs. 10.6 Million****Country: Pakistan**