

CASE STUDY

Admixy — Forex Lead Generation

Where it all began — my very first job, at 19

Lead Generation • Forex Industry • GCC Market • 2019

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The Beginning

2019 — my very first job, learning what “lead generation” even meant

I joined Admixy at 19 with zero background in the field. I didn't know what lead generation was when I started — this is where I learned it, from the ground up, on live budgets with real money on the line.

Admixy's business model was straightforward but demanding: generate leads from people in the GCC interested in Forex trading, then sell those leads to European Forex brokerages looking to acquire new clients.

The Business Model

Source Forex-interested leads from the GCC market, qualify them, then resell each lead to European Forex companies — a pure lead-generation-and-resale model.

My Starting Point

No prior experience, no formal training in the field — just a willingness to study the mechanics of paid lead generation from scratch and get better through relentless iteration.

A Junior Trusted With Real Money

Managing a \$1,500/day average budget, barely into the field

Within a short time of joining, I was running campaigns with an average daily budget of \$1,500 — a serious number to hand to someone this new to the industry, let alone this young.

That trust wasn't given lightly — it was earned quickly, through consistent campaign stability and results, even while I was still learning the fundamentals of the field in real time.

\$1,500/day

Average daily campaign budget managed

19

My age at the time

Weeks, not years

How quickly campaign stability was proven

The Strategy — Quality vs. Quantity

Playing the tradeoff to win on lead quality, not just lead count

Forex lead generation isn't just about volume — a cheap lead that never converts is worthless to the buyer. I worked different targeting and filtering strategies to trade off raw lead count against lead quality, filtering out “trash leads” before they ever reached a client.

The result: high-quality, filtered leads at an average cost of \$5–\$7.50 each — sold onward to European Forex companies at \$15 per lead.

\$5 – \$7.50

Avg. cost per high-quality, filtered lead

\$15

Resale price per lead to European brokers

~2–3x

Approx. margin between cost and resale price

Figures reflect typical results from the strategies used — no ad account screenshots survive from this period (see note later in this deck).

From Junior to Second-in-Command

Promoted to Operations Manager at 19 — the youngest in an 8-person team

The results spoke for themselves. In a short span, I was promoted to Operations Manager — the second-in-command after the Owner — inside a company of 8 people whose ages ranged from 24 to 35.

I was easily the youngest person in the room, and the one entrusted with running the company's day-to-day operations alongside its Owner.

#2

Position in the company — reporting only to the Owner

8

Total people on the team

24 – 35

Age range of the team I was leading operations for, at 19

A Note on the Evidence

Why this case study has no screenshots — and why that's honestly part of the story

Unlike the other case studies in this portfolio, there are no ad account exports or screenshots preserved from Admixy. I was 19, in my very first job, and didn't yet know what a “portfolio” even was — the idea of documenting proof of work for later didn't occur to me until well after I'd left.

What survived instead is simpler and, in a way, more telling: a title, a level of trust, and a track record that speak for themselves without a single screenshot to back them up.

In every case study before this one in the deck, I made a point of showing the real screenshots, real numbers, and real exports behind the results — that standard matters to me. This one is the exception, and I'd rather say so plainly than fill the gap with anything invented.

What This Proved

The foundation everything else was built on

Fast, real learning

Went from zero knowledge of lead generation to running \$1,500/day campaigns within a short window of joining.

Earned trust, not given

Was handed serious budget responsibility as a complete junior, and grew that trust into the company's #2 role.

Quality-first thinking

Built a quality-vs-quantity filtering approach early on — the same instinct that shows up in every project since.

Comfort with responsibility

Ran day-to-day operations for a team nearly twice my age, at 19 — a foundation that shaped how I've led every team since.

Omar Elattar

Every case study since started with the lessons learned here.

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