

CASE STUDY

Scaling MENA Student Recruitment for a Turkish Higher-Education Agency

Google Ads • Meta Ads • CRM Deal-Level Tracking • 15+ MENA Markets

Client identity withheld under an active NDA. All figures, campaign screenshots, and CRM exports shown are real and unaltered; only the client's brand name has been removed or redacted.

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A note on confidentiality

This client remains an active account under a signed NDA. The company name, logos, and any identifying detail have been withheld or redacted from every screenshot in this deck — including the Google Ads and Meta Ads Manager exports. The performance numbers and screenshots themselves are entirely real and unaltered.

1

Industry

Higher education — MENA-to-Turkey study-abroad placement. The client helps high-school graduates across the Middle East & North Africa choose a Turkish university, apply for admission, and arrange travel & accommodation.

2

Platforms

Google Ads (Search) and Meta Ads Manager as the two paid-acquisition channels, both feeding a CRM where every lead is tracked through to a closed “deal” — not just counted as a click or a form-fill.

3

My Role

Sole media buyer across both platforms: campaign structure, budget allocation between channels, geo/language segmentation across 15+ markets, and monthly reporting against a hard cost-per-deal ceiling.

THE CHALLENGE

A hard, single number to hit — every month

The client didn't ask for “more leads.” They gave media buying a specific commercial target and a hard cost ceiling, then asked me to hit it consistently across two paid channels and 15+ geographies.

THE GOAL

Generate high-quality leads that let the sales team close at least 350 deals per month, at a maximum cost of 3,000 Turkish lira per deal.

Why this was hard

Two channels, two languages (Arabic/English), and 15+ MENA countries each with different intent, cost levels, and competition — with the only real success metric sitting three steps downstream of the ad click, inside the CRM.

What “success” actually meant

Not impressions, not clicks, not even leads — a sales team member manually reviewing every lead and marking it a “deal.” Every campaign decision had to trace back to that number, not to platform-reported conversions.

Four pillars, running in parallel

Two ad platforms, one shared discipline: every decision is judged by CRM deal outcomes, not by what the ad platform itself reports.

01

Deal-Level Tracking, Not Just Leads

Every lead from both platforms is pushed into a CRM and manually worked by sales — Lead → No Response → Contacted → Deal / Junk. Budget decisions are made on cost-per-deal, never on platform-reported conversions alone.

02

Bilingual, Geo-Segmented Campaigns

Dedicated Arabic and English ad sets across 15+ MENA markets — Saudi Arabia, Egypt, UAE, Gulf states, North Africa and more — each sized and bid independently based on its own lead quality.

03

Dual-Channel Diversification

Google Search and Meta run side-by-side as two independently benchmarked channels, so one platform's rising costs never become the account's single point of failure.

04

Continuous Monthly Reallocation

Every month's country- and channel-level deal data feeds directly into next month's budget split — shifting spend toward whichever combination is producing deals under the cost ceiling.

Month at a glance

Every figure below is pulled directly from the Google Ads, Meta Ads Manager, and CRM exports shown on the following slides — nothing summarized away.

Google Ads	498,229.33 Total spend (TL)	1,159 Platform conversions	429.88 TL Cost / conversion	
Google → CRM Deals	289 Deals closed	14% Lead → deal rate	1,723 TL Cost / deal	
Facebook Ads	200,783.47 Total spend (TL)	2,638 Platform conversions	76.11 TL Cost / conversion	
Facebook → CRM Deals	109 Deals closed	4.1% Lead → deal rate	1,842 TL Cost / deal	
June TOTAL	699,012.80 TL Total spend (TL)	\$30,391.80 Total spend (USD)	398 Total deals	1,756 TL Blended cost / deal

Search campaigns across 15+ markets

Google Search campaigns segmented by country and language (AR/EN), each running as its own campaign so budget and bids can move independently per market.

498,229.33 TL

Total ad spend, June

1,159

Total conversions (platform-reported)

429.88 TL

Cost per conversion

Campaigns

Add filter

Search

Segment

Columns

Reports

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More

Custom

Jun 1 - 30, 2023

<

>

Show last 30 days

	Campaign	Budget	Status	Campaign type	Imp.	Avg. CPM	Clicks	Avg. CPC	CTR	Conversions	Cost / conv.	Conv. rate	Cost
	Total: Campaigns in your current view												
	Draft: A-Y special 26-6 Finish	TRY2,500.00/day	In progress	Search	1,126,666	TRY442.22	31,579	TRY15.78	2.90%	1,159.00	TRY429.88	3.67%	TRY498,229.33
	MB private universities	TRY3,800.00/day	Paused	Search	809,502	TRY43.31	7,685	TRY4.56	0.95%	34.32	TRY1,021.59	0.45%	TRY3,057.60
	new search campaign (omar)	TRY20,000.00/day	Eligible	Search	105,496	TRY1,991.74	12,185	TRY17.24	11.55%	671.83	TRY312.76	5.51%	TRY210,120.76
	مكتبات	TRY14,000.00/day	Paused	Search	76,971	TRY1,740.48	5,418	TRY24.73	7.04%	144.68	TRY925.93	2.67%	TRY133,966.61
		TRY2,500.00/day	Paused	Search	50,553	TRY147.45	1,885	TRY3.95	3.73%	47.00	TRY158.60	2.49%	TRY7,454.00
		TRY2,500.00/day	Paused	Search	45,838	TRY51.57	232	TRY19.19	0.51%	5.00	TRY472.73	2.16%	TRY2,363.65
	new search campaign (omar) gulf	TRY20,000.00/day	Eligible	Search	16,777	TRY4,172.79	1,851	TRY37.82	11.03%	137.23	TRY510.15	7.41%	TRY70,006.97
	universities - EN - TUR	TRY12,000.00/day	Eligible (Limit)	Search	4,726	TRY608.72	394	TRY7.30	8.34%	26.00	TRY110.65	6.60%	TRY2,876.82
	universities - AR - TUR	TRY6,000.00/day	Eligible	Search	3,868	TRY1,706.11	477	TRY13.83	12.33%	17.00	TRY388.19	3.56%	TRY6,599.23
		TRY710.00/day	Paused	Search	3,778	TRY830.23	377	TRY8.32	9.98%	36.00	TRY87.13	9.55%	TRY3,136.60
		TRY710.00/day	Paused	Search	2,744	TRY722.04	77	TRY25.73	2.81%	3.00	TRY660.43	3.90%	TRY1,981.28
	MB worldwide Arabic 01/05/2023	TRY5,500.00/day	Paused	Search	2,617	TRY5,848.71	564	TRY26.21	22.32%	6.00	TRY2,551.01	1.03%	TRY15,306.08
	universities - EN - world	TRY1,500.00/day	Paused	Search	2,249	TRY1,418.91	123	TRY25.94	5.47%	3.00	TRY1,063.71	2.44%	TRY2,191.13
	universities - AR - Gulf	TRY20,000.00/day	Eligible	Search	1,317	TRY4,526.26	253	TRY23.56	19.21%	22.94	TRY259.89	9.07%	TRY5,961.08
	Majors - Gulf	TRY5,000.00/day	Eligible	Search	230	TRY902.30	38	TRY5.46	16.52%	5.00	TRY41.51	13.16%	TRY207.53

From conversion to closed deal

Every Google lead is logged in the CRM by country and worked through Lead → No Response → Contacted → Deal / Junk. This is the number that actually mattered, not the platform's conversion count.

289 deals

Closed deals from Google leads

14%

Lead-to-deal conversion rate

1,723 TL

Cost per closed deal

	google 1--30- june	Lead	No Response	contacted	deal	junk
1	moroco	276	63	104	16	93
2	Iraq	131	24	54	8	45
3	Saudia Arabia	376	68	102	99	106
4	UAE	55	7	22	11	15
5	Qatar	30	5	9	8	8
6	Bahrain	25	5	4	3	13
7	Kuwait	53	10	14	5	24
8	Oman	38	7	14	2	15
9	Turkiey	257	24	99	32	102
0	Palestine	12	2	7	1	2
1	Israel	51	8	28	4	11
2	egypt	438	86	212	31	110
3	sudan	212	33	69	69	41
4	total	1954	342	738	289	585
5						
6						

Meta running in parallel, benchmarked independently

Meta campaigns mirror the same country/language segmentation as Google, letting cost-per-deal be compared apples-to-apples between the two channels every month.

200,783.47 TL

Total ad spend, June

2,638

Total conversions (platform-reported)

76.11 TL

Cost per conversion

Impressions (Campaign) > 0

Search and filter

Save

Clear

Jun 1, 2023 - Jun 30, 2023

Campaigns

Ad sets

Ads

+ Create

⌵

Edit

A/B Test

📄

↶

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🔗

🔧

Rules

View Setup

Columns: simplified messages

Breakdown

Reports

	Off / On	Campaign	Reach	Cost per 1,000 Accounts Center...	Impressions	CPM (cost per 1,000 impressions)	Messaging Conversations Started	Cost per messaging conversations...	Amount spent	Starts	Ends	Date last edited
☐	☒	remarketing omar	109,975	TL107.35	710,587	TL16.61	574	TL20.57	TL11,806.10	May 10, 2023	Ongoing	Jun 19, 2023
☐	☒	حملة السعودية	377,514	TL102.04	1,062,714	TL36.25	572	TL67.35	TL38,523.11	May 23, 2023	Ongoing	Jun 18, 2023
☐	☒	all gulf	669,032	TL88.08	1,246,419	TL47.28	431	TL136.73	TL58,929.22	Jun 19, 2023	Ongoing	Jun 19, 2023
☐	☒	turkey	238,716	TL73.28	500,027	TL34.99	197	TL88.80	TL17,493.92	Jun 19, 2023	Ongoing	Jun 19, 2023
☐	☒	حملة الإمارات	127,224	TL134.35	303,509	TL56.32	197	TL86.77	TL17,093.11	May 23, 2023	Ongoing	Jun 18, 2023
☐	☒	حملة عمان	159,197	TL77.52	502,144	TL24.58	182	TL67.80	TL12,340.19	May 23, 2023	Ongoing	Jun 18, 2023
☐	☒	حملة قطر	87,568	TL166.90	310,297	TL47.10	105	TL139.19	TL14,615.12	May 23, 2023	Ongoing	Jun 18, 2023
☐	☐	حملة المغرب	52,095	TL14.83	71,581	TL10.80	103	TL7.50	TL772.75	May 23, 2023	Ongoing	Jun 2, 2023
☐	☐	حملة تركيا	127,232	TL58.99	255,052	TL29.43	94	TL79.85	TL7,505.46	May 23, 2023	Ongoing	Jun 10, 2023
☐	☐	حملة فلسطين	188,449	TL36.95	610,864	TL11.40	91	TL76.52	TL6,963.07	May 23, 2023	Ongoing	Jun 10, 2023
☐	☐	حملة اسرائيل	58,960	TL151.76	131,941	TL67.82	35	TL255.65	TL8,947.81	May 23, 2023	Ongoing	Jun 19, 2023
☐	☒	حملة البحرين	29,391	TL109.60	67,582	TL47.66	34	TL94.74	TL3,221.17	May 23, 2023	Ongoing	Jun 18, 2023
☐	☒	branding - video views 2	215,607	TL11.93	359,314	TL7.16	23	TL111.85	TL2,572.44	Feb 2, 2023	Ongoing	Feb 2, 2023
Results from 13 campaigns			2,271,978	TL88.37	6,132,031	TL32.74	2,638	TL76.11	TL200,783.47			
			Accounts Center ac...	Per 1,000 Accounts ...	Total	Per 1,000 Impressio...	Total	Per Action	Total Spent			

Meta's leads, held to the same bar

Facebook produces far more raw conversions than Google at a much lower cost each — but a materially lower lead-to-deal rate, which is exactly why deal-level tracking (not platform conversions) drives every budget call.

109 deals

Closed deals from Facebook leads

4.1%

Lead-to-deal conversion rate

1,842 TL

Cost per closed deal

	Lead	No Response	contacted	deal	junk
facebook 1--30- june					
moroco	278	99	82	8	89
Iraq	92	20	43	6	23
Saudia Arabia	820	341	161	33	285
UAE	127	29	10	3	85
Qatar	87	35	17	5	30
Bahrain	37	11	7	1	18
Kuwait	24	5	11	2	6
Oman	152	39	18	5	90
Turkiey	261	69	98	19	75
Palestine	19	4	10	0	5
Israel	122	37	54	4	27
egypt	105	32	42	10	21
sudan	67	18	25	13	11
total	2191	739	578	109	765

Both channels, one CRM, one number

Google and Facebook leads are worked through the exact same CRM pipeline, country by country, so the two channels are always judged on the same terms.

	google 1--30- june	Lead	No Response	contacted	deal	junk
1	moroco	276	63	104	16	93
2	Iraq	131	24	54	8	45
3	Saudia Arabia	376	68	102	99	106
4	UAE	55	7	22	11	15
5	Qatar	30	5	9	8	8
6	Bahrain	25	5	4	3	13
7	Kuwait	53	10	14	5	24
8	Oman	38	7	14	2	15
9	Turkief	257	24	99	32	102
0	Palestine	12	2	7	1	2
1	Israel	51	8	28	4	11
2	egypt	438	86	212	31	110
3	sudan	212	33	69	69	41
4	total	1954	342	738	289	585
5						
6						

Google — country breakdown

	facebook 1--30- june	Lead	No Response	contacted	deal	junk
1	moroco	278	99	82	8	89
2	Iraq	92	20	43	6	23
3	Saudia Arabia	820	341	161	33	285
4	UAE	127	29	10	3	85
5	Qatar	87	35	17	5	30
6	Bahrain	37	11	7	1	18
7	Kuwait	24	5	11	2	6
8	Oman	152	39	18	5	90
9	Turkief	261	69	98	19	75
0	Palestine	19	4	10	0	5
1	Israel	122	37	54	4	27
2	egypt	105	32	42	10	21
3	sudan	67	18	25	13	11
4	total	2191	739	578	109	765
5						
6						

Facebook — country breakdown

699,012.80 TL

Total spend

\$30,391.80

In USD

398

Total deals

1,756 TL

Blended cost / deal

Month at a glance

Every figure below is pulled directly from the Google Ads, Meta Ads Manager, and CRM exports shown on the following slides — nothing summarized away.

Google Ads	883,730.62 Total spend (TL)	2,325 Platform conversions	380.10 TL Cost / conversion	
Google → CRM Deals	632 Deals closed	16% Lead → deal rate	1,398 TL Cost / deal	
Facebook Ads	416,330.18 Total spend (TL)	3,430 Platform conversions	121.38 TL Cost / conversion	
Facebook → CRM Deals	157 Deals closed	5.3% Lead → deal rate	2,651.78 TL Cost / deal	
July TOTAL	1,300,060.80 TL Total spend (TL)	\$48,476.17 Total spend (USD)	789 Total deals	1,647 TL Blended cost / deal

Scaling Search spend on Google's efficiency

With June's cost-per-deal well under the ceiling, Google's budget was scaled up nearly 80% into July — the clearest sign the channel had room to grow.

883,730.62 TL

Total ad spend, July

2,325

Total conversions (platform-reported)

380.10 TL

Cost per conversion

Campaigns

Last monthJul 1 - 31, 2023Show last 30 days

Raise your budgets: Your ads stopped running on your busiest days. Fixing your limited budget can help.

+0.7%ViewApply1 / 2

+

Y

Add filter

☐	Campaign	Budget	Status	Campaign type	Imp.	Avg. CPM	Clicks	Avg. CPC	CTR	Conversions	Cost / conv.	Conv. rate	Cost
Total: Campaigns in your current view													
☒	Draft: A-Y special 26-6 Finish	TRY2,500.00/day	In progress	Search	366,154	TRY2,413.55	41,670	TRY21.21	11.38%	2,325.00	TRY380.10	5.58%	TRY883,730.62
☐	universities - EN - TUR	TRY12,000.00/day	Eligible (Limit)	Search	151,303	TRY1,182.88	15,496	TRY11.55	10.24%	788.33	TRY227.03	5.09%	TRY178,972.65
☐	new search campaign (omar)	TRY20,000.00/day	Eligible	Search	67,979	TRY3,767.27	9,813	TRY26.10	14.44%	645.87	TRY396.51	6.58%	TRY256,095.38
☐	universities - AR - TUR	TRY6,000.00/day	Eligible	Search	58,113	TRY2,484.61	7,590	TRY19.02	13.06%	300.99	TRY479.70	3.97%	TRY144,387.88
☐	new search campaign (omar) gulf	TRY20,000.00/day	Eligible	Search	45,771	TRY4,612.32	4,541	TRY46.49	9.92%	386.14	TRY546.72	8.50%	TRY211,110.64
☐	TO	TRY710.00/day	Paused	Search	12,443	TRY310.53	170	TRY22.73	1.37%	6.17	TRY626.59	3.63%	TRY3,863.96
☐	universities - AR - Gulf	TRY20,000.00/day	Eligible	Search	11,132	TRY3,794.74	1,519	TRY27.81	13.65%	72.86	TRY579.76	4.80%	TRY42,243.06
☐	universities - EN - world	TRY1,500.00/day	Paused	Search	7,949	TRY384.66	818	TRY5.68	10.29%	55.00	TRY84.50	6.72%	TRY4,647.46
☐	new search campaign (omar) isr	TRY2,000.00/day	Eligible	Search	4,357	TRY2,990.25	660	TRY19.74	15.15%	42.13	TRY309.22	6.38%	TRY13,028.52
☐	Majors - Gulf	TRY5,000.00/day	Eligible	Search	4,251	TRY5,846.29	631	TRY39.39	14.84%	17.99	TRY1,381.20	2.85%	TRY24,852.60
☐	universities - EN - isr	TRY3,000.00/day	Eligible	Search	1,558	TRY1,168.57	113	TRY16.11	7.25%	3.00	TRY606.88	2.65%	TRY1,820.63
☐	universities - AR - isr	TRY3,000.00/day	Eligible	Search	1,298	TRY2,086.17	319	TRY8.49	24.58%	6.50	TRY416.59	2.04%	TRY2,707.85

More spend, better deal rate

Scaling Google budget didn't dilute lead quality — the lead-to-deal rate actually improved from June, while deal volume more than doubled.

632 deals

Closed deals from Google leads

16%

Lead-to-deal conversion rate

1,398 TL

Cost per closed deal

1--31 july google	Lead	No Response	contacted	deal	junk
Moroco	314	85	149	19	61
Iraq	201	44	86	7	64
Saudia Arabia	576	117	199	139	121
UAE	102	15	35	36	116
Qatar	55	8	14	15	18
Bahrain	20	2	4	3	11
Kuwait	103	17	34	16	36
Oman	62	10	22	12	18
Turkies	335	81	130	35	89
Palestine	75	15	28	8	24
Israel	176	31	81	24	40
jordan	43	9	21	2	11
egypt	297	70	139	31	57
sudan	304	43	83	122	56
yemen	90	22	47	4	17
tunisia	61	11	26	7	17
ALGERIA	102	27	45	7	23
pakistan	354	49	79	28	198
other	615	114	191	117	93
total	3885	770	1413	632	1070

Meta scaled alongside Google, not instead of it

Facebook spend more than doubled from June, keeping the two-channel structure intact rather than concentrating all growth into a single platform.

416,330.18 TL

Total ad spend, July

3,430

Total conversions (platform-reported)

121.38 TL

Cost per conversion

Impressions (Campaign) > 0												
Search and filter												
Save Clear Last month: Jul 1, 2023 - Jul 31, 2023												
Note: Does not include today's data												
Campaigns												
Ad sets												
Ads												
+ Create (Edit A/B Test Rules View Setup Columns: simplified messages Breakdown Reports												
Off / On	Campaign	Reach	Cost per 1,000 Accounts Center...	Impressions	CPM (cost per 1,000 impressions)	Messaging Conversations Started	Cost per messaging conversations...	Amount spent	Starts	Ends	Date last edited	
	all gulf	1,148,416	TL127.01	2,734,696	TL53.34	970	TL150.38	TL145,864.39	Jun 19, 2023	Ongoing	Jun 19, 2023	
	turkey	325,184	TL135.09	1,071,252	TL41.01	437	TL100.53	TL43,929.66	Jun 19, 2023	Ongoing	Jun 19, 2023	
	حملة السعودية	220,929	TL171.28	504,381	TL75.02	403	TL93.90	TL37,839.86	May 23, 2023	Ongoing	Jun 18, 2023	
	remarketing omar	48,512	TL89.96	188,892	TL23.10	349	TL12.50	TL4,364.22	May 10, 2023	Ongoing	Jun 19, 2023	
	التيرومات الجديدة - الخليج	415,870	TL184.12	993,298	TL77.09	323	TL237.06	TL76,571.60	Jul 5, 2023	Ongoing	Jul 26, 2023	
	التيرومات الجديدة - تركيا	262,720	TL146.17	710,749	TL54.03	306	TL125.50	TL38,402.04	Jul 5, 2023	Ongoing	Jul 5, 2023	
	حملة الاراضي الفلسطينية	89,856	TL107.09	311,655	TL30.87	185	TL52.01	TL9,622.33	Jul 22, 2023	Ongoing	Jul 22, 2023	
	حملة الإمارات	78,896	TL202.78	182,304	TL87.76	158	TL101.25	TL15,998.20	May 23, 2023	Ongoing	Jun 18, 2023	
	حملة عمان	102,656	TL113.22	281,759	TL41.25	123	TL94.49	TL11,622.87	May 23, 2023	Ongoing	Jun 18, 2023	
	حملة قطر	78,079	TL243.04	291,507	TL65.10	88	TL215.64	TL18,976.59	May 23, 2023	Ongoing	Jun 18, 2023	
	حملة البحرين	40,000	TL218.86	125,145	TL69.95	49	TL178.66	TL8,754.30	May 23, 2023	Ongoing	Jun 18, 2023	
	branding - video views 2	304,896	TL9.06	486,317	TL5.68	24	TL81.27	TL2,763.28	Feb 2, 2023	Ongoing	Feb 2, 2023	
	new plan - saudia	33,285	TL48.70	49,923	TL32.47	5	TL324.17	TL1,620.84	Jul 30, 2023	Ongoing	Jul 30, 2023	
Results from 13 campaigns		2,748,418	TL151.48	7,931,878	TL52.49	3,430	TL121.38	TL416,330.18				
		Accounts Center ac...	Per 1,000 Accounts ...	Total	Per 1,000 Impressio...	Total	Per Action	Total Spent				

Facebook's deal rate held, cost per deal rose — and stayed on budget

Facebook's cost per deal climbed to 2,651.78 TL as spend scaled — still comfortably inside the 3,000 TL ceiling, and exactly the kind of signal that shapes next month's channel split.

157 deals

Closed deals from Facebook leads

5.3%

Lead-to-deal conversion rate

2,651.78 TL

Cost per closed deal

1--31 july facebook	Lead	No Response	contacted	deal	junk
Moroco	64	28	21	1	14
Iraq	50	22	17	2	9
Saudia Arabia	1053	465	237	48	303
UAE	141	50	35	11	45
Qatar	81	32	20	6	23
Bahrain	43	10	11	3	19
Kuwait	56	21	16	7	12
Oman	214	87	51	5	71
Turkey	473	170	170	27	106
Palestine	33	10	14	5	4
jordan	21	9	5	0	7
egypt	116	40	61	2	13
Israel	136	39	63	3	31
sudan	98	25	41	17	15
yemen	86	29	30	4	23
tunisia	18	8	5	1	4
ALGERIA	24	10	7	4	3
pakistan	67	8	1	4	54
other	162	59	35	7	62
total	2936	1122	840	157	818

Both channels, one CRM, one number

Google and Facebook leads are worked through the exact same CRM pipeline, country by country, so the two channels are always judged on the same terms.

1-31 july google	Lead	No Response	contacted	deal	junk
Moroco	314	85	149	19	61
Iraq	201	44	86	7	64
Saudia Arabia	576	117	199	139	121
UAE	102	15	35	36	116
Qatar	55	8	14	15	18
Bahrain	20	2	4	3	11
Kuwait	103	17	34	16	36
Oman	62	10	22	12	18
Turkey	335	81	130	35	89
Palestine	75	15	28	8	24
Israel	176	31	81	24	40
jordan	43	9	21	2	11
egypt	297	70	139	31	57
sudan	304	43	83	122	56
yemen	90	22	47	4	17
tunisia	61	11	26	7	17
ALGERIA	102	27	45	7	23
pakistan	354	49	79	28	198
other	615	114	191	117	93
total	3885	770	1413	632	1070

Google — country breakdown

1-31 july facebook	Lead	No Response	contacted	deal	junk
Moroco	64	28	21	1	14
Iraq	50	22	17	2	9
Saudia Arabia	1053	465	237	48	303
UAE	141	50	35	11	45
Qatar	81	32	20	6	23
Bahrain	43	10	11	3	19
Kuwait	56	21	16	7	12
Oman	214	87	51	5	71
Turkey	473	170	170	27	106
Palestine	33	10	14	5	4
jordan	21	9	5	0	7
egypt	116	40	61	2	13
Israel	136	39	63	3	31
sudan	98	25	41	17	15
yemen	86	29	30	4	23
tunisia	18	8	5	1	4
ALGERIA	24	10	7	4	3
pakistan	67	8	1	4	54
other	162	59	35	7	62
total	2936	1122	840	157	818

Facebook — country breakdown

1,300,060.80 TL

Total spend

\$48,476.17

In USD

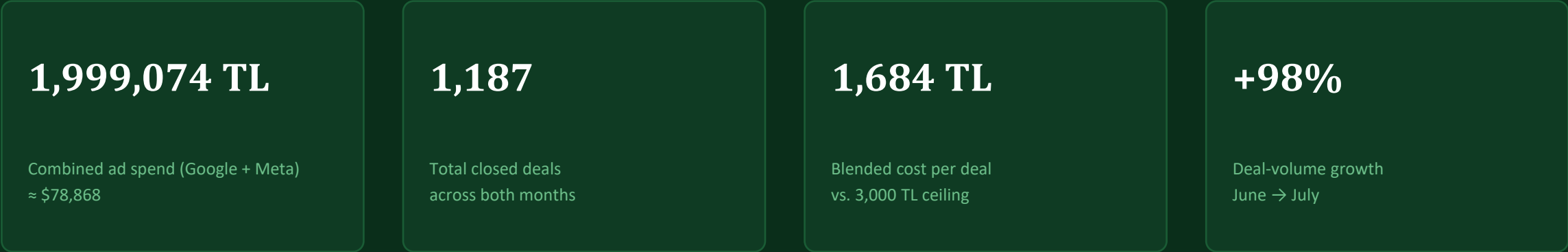
789

Total deals

1,647 TL

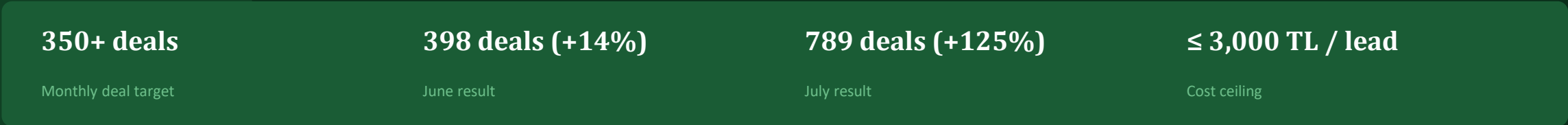
Blended cost / deal

Two months, both channels, one CRM



Why this matters more than the topline number

Spend nearly doubled from June to July (+86%) and deal volume nearly doubled with it (+98%) — but the blended cost per deal didn't rise, it fell slightly, from 1,756 TL to 1,647 TL. Both months landed more than double the 350-deal monthly target, at roughly half the 3,000 TL cost ceiling. Scaling budget didn't dilute performance — it improved it.



Media buying accountable past the ad account

CRM-first accountability

Ran every channel decision off closed-deal data from the CRM, not platform-reported conversions — the only number the business actually cared about.

Two-channel, bilingual execution at scale

Managed Google Search and Meta in parallel across 15+ Arabic- and English-speaking markets, each segmented and bid independently.

Scaling without breaking efficiency

Took spend from ~700K TL to ~1.3M TL month-over-month while cost per deal held — and improved — instead of decaying under scale.

Channel-level diagnostic discipline

Read the gap between Google's higher lead-to-deal rate and Facebook's higher raw volume, and used it to guide monthly budget splits.

Omar Elattar

Turn your ad budget from a weak-return expense into a profit-driving investment.

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