# Egypt paid campaign readiness guide

A practical, interactive guide to planning, launching, and measuring paid campaigns in Egypt.




### A better way to measure advertising

A campaign is not successful because it gets clicks. It is successful when the right people take measurable actions that can become customers.

## Your campaign journey

**01 Prepare**
Audience, offer and budget

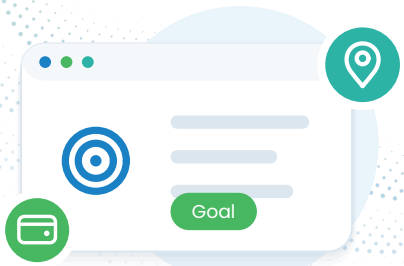
**02 Optimise**
Tracking, testing and learning

**03 Grow**
Lead quality, sales and scale

Interactive: tick the boxes, fill in the fields, click the buttons

# 1 Before you launch

Build the foundation before committing your advertising budget.




- [ ] **Choose one primary business outcome**
  Decide whether the campaign should generate qualified enquiries, booked appointments, purchases, or phone calls.

- [ ] **Describe the audience**
  Record location, language, needs, buying triggers, objections, and whether people search actively or discover products socially.

- [ ] **Check the Egyptian market context**
  Consider city and governorate coverage, Arabic and English search behaviour, seasonality, Ramadan, and relevant retail periods.

- [ ] **Review competitor activity**
  Compare offers, landing pages, proof points, calls to action, and visible ad messaging. Avoid unsupported claims.

- [ ] **Choose platforms by intent**
  Use Google Search for active demand; consider Meta or TikTok for discovery; use LinkedIn when professional targeting fits.

- [ ] **Set a realistic test budget**
  Estimate the meaningful visits or leads it may generate. Treat no generic daily amount as a universal market benchmark.

- [ ] **Prepare the landing page**
  Keep it relevant to the ad, mobile-friendly, clear about the offer, and easy to contact through the preferred channel.

## Platforms at a glance

choose by intent

| | | |
|---|---|---|
| **Google Search**<br>Active demand | **Meta or TikTok**<br>Discovery | **LinkedIn**<br>Professional targeting fits |

# 2 Set up measurement

Tracking should be tested before the first ad goes live.



- [ ] **Install and verify tracking**
  Check GA4 and relevant advertising conversion tags, while considering consent and privacy requirements.
- [ ] **Separate contact actions**
  Track form submissions, WhatsApp clicks, phone clicks, checkouts, and completed purchases as distinct actions.
- [ ] **Test conversions on mobile and desktop**
  Confirm events fire once and are not triggered by simple page views.
- [ ] **Use consistent UTM naming**
  Make sure reports identify source, medium, campaign, and creative.
- [ ] **Connect enquiries to outcomes**
  Record whether each lead was valid, contacted, qualified, converted, or lost.

### A useful distinction

A WhatsApp click or phone click is a contact action — not automatically a qualified lead or a sale. Connect campaign data with sales outcomes wherever possible.

## Track these as distinct actions

Form submissions | WhatsApp clicks | Phone clicks | Checkouts | Completed purchases

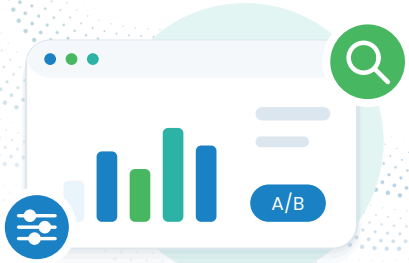
## From enquiry to outcome

record the status of every lead

Valid → Contacted → Qualified → Converted or Lost

# 3 During the campaign

Optimise for useful outcomes, not the easiest metric to improve.




- [ ] **Review search terms**
  Exclude irrelevant queries where appropriate and separate branded from non-branded search performance when useful.

- [ ] **Check campaign delivery**
  Review audience, placement, location, device, language, and creative performance. Look for patterns rather than reacting to one day's results.

- [ ] **Test one meaningful variable at a time**
  Try a different offer, headline, visual, audience, landing page, or call to action.

- [ ] **Refresh creative when needed**
  Watch for weakening performance or rising frequency, and keep the ad message consistent with the landing page.

- [ ] **Make contact easy**
  Support WhatsApp and phone enquiries, but distinguish a click from a qualified lead or sale.

- [ ] **Avoid changing everything at once**
  Changing budgets, bids, audiences, and creative together makes it harder to identify what caused a result.

## Quick campaign pulse-check

**Reach**
Are the right people seeing the ad?

→

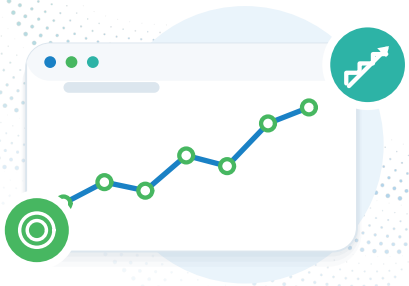
**Action**
Are visitors contacting or buying?

→

**Quality**
Are enquiries turning into customers?

# 4 After the campaign

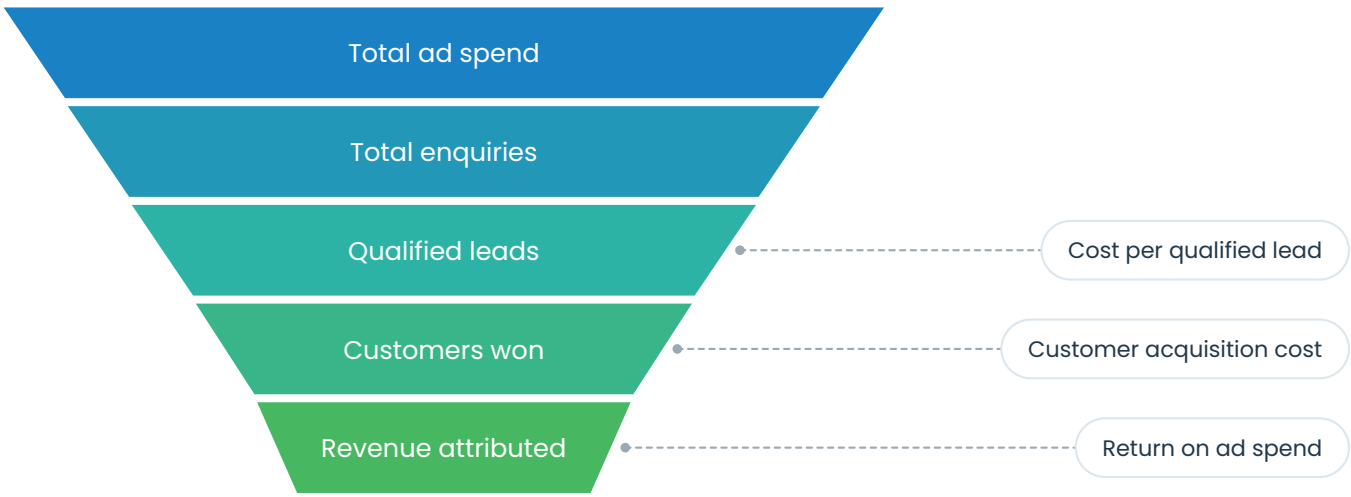
Use a full-funnel view to decide what to keep, change, or stop.



- [ ] **Compare spend with business outcomes**
  Review qualified leads, sales, revenue, and gross margin where available.
- [ ] **Calculate meaningful costs**
  Track cost per qualified lead and customer acquisition cost; compare return on ad spend only when revenue tracking is reliable.
- [ ] **Review lead quality with sales**
  Record common objections and feed reliable offline outcomes back into ad platforms when supported.
- [ ] **Document what worked**
  Note performance by audience, search intent, offer, creative, location, and landing page.
- [ ] **Scale gradually**
  Increase investment after results are repeatable, while keeping a test budget for new audiences and creative.

## The performance funnel

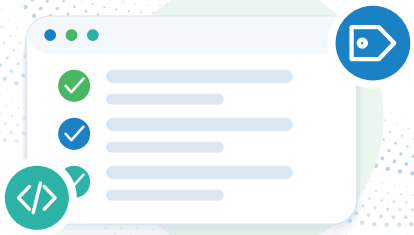
from spend to return




ⓘ Compare return on ad spend only when revenue tracking is reliable.

# Your campaign review

Use this page at the end of each reporting period to turn campaign data into the next practical decision.



## Weekly review dashboard

Ask yourself

### Are we reaching the right people?

Check these signals

- Search terms
- Locations
- Audience fit
- Language
- Placements

Ask yourself

### Are people taking action?

Check these signals

- Landing-page conversion rate
- Calls
- Forms
- WhatsApp actions
- Purchases

Ask yourself

### Are the leads valuable?

Check these signals

- Valid enquiries
- Qualification rate
- Sales outcomes
- Revenue

Ask yourself

### What should change next?

One prioritised test, its hypothesis, owner, and review date

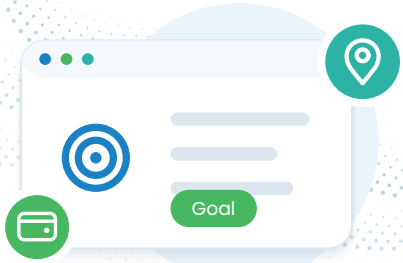
One prioritised test

Hypothesis

Owner

Review date

# Your campaign scorecard




Fill in the figures after each reporting period. Compare like-for-like dates and attribution windows.

**Reporting period** _____ to _____

## Total ad spend
Your result

## Qualified leads
Your result

## Total enquiries
Your result

## Customers won
Your result

## Cost per qualified lead
Your result

## Customer acquisition cost
Your result

## Revenue attributed
Your result

## Return on ad spend
Your result

Compare like-for-like dates and attribution windows each time you update the scorecard.

# Explore more with Dot IT

Continue learning with these related Dot IT resources. Select a button to open the relevant guide.

**Performance marketing →**

https://dotit.org/performance-marketing/

**Campaign metrics & KPIs →**

https://dotit.org/digital-advertising-performance-metrics-kpis/

**A/B testing in advertising →**

https://dotit.org/a-b-ad-testing/

**Effective ad design →**

https://dotit.org/elements-of-effective-digital-ads-design/

**Ramadan marketing tips →**

https://dotit.org/top-ramadan-marketing-tips-to-boost-sales-for-smes/

## A final thought from Dot IT

Better advertising starts with better decisions. Set a clear goal, measure the actions that matter, learn from lead quality, and scale only what proves its value.

This guide is a practical planning aid, not a promise of results or a fixed budget recommendation. Costs and performance vary by industry, competition, targeting, offer, creative, landing page, and measurement quality.