

# <a>khil



Google Ads   
Portfolio

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# Al Usood Cargo

**Location :** United Arab Emirates

**Industry :** Cargo and Logistics

**Duration :** 6 Months

**Website Type :** Landing Page with Lead Collection Form

Al Usood Cargo successfully leveraged Google Ads over a 6-month period to generate high-quality leads through a targeted digital marketing strategy. The website used for these campaigns was a landing page optimized with a lead form, focusing on the UAE market.

**Leads Generated:**  
**1,500+**

**Call Enquiries:**  
**500+**

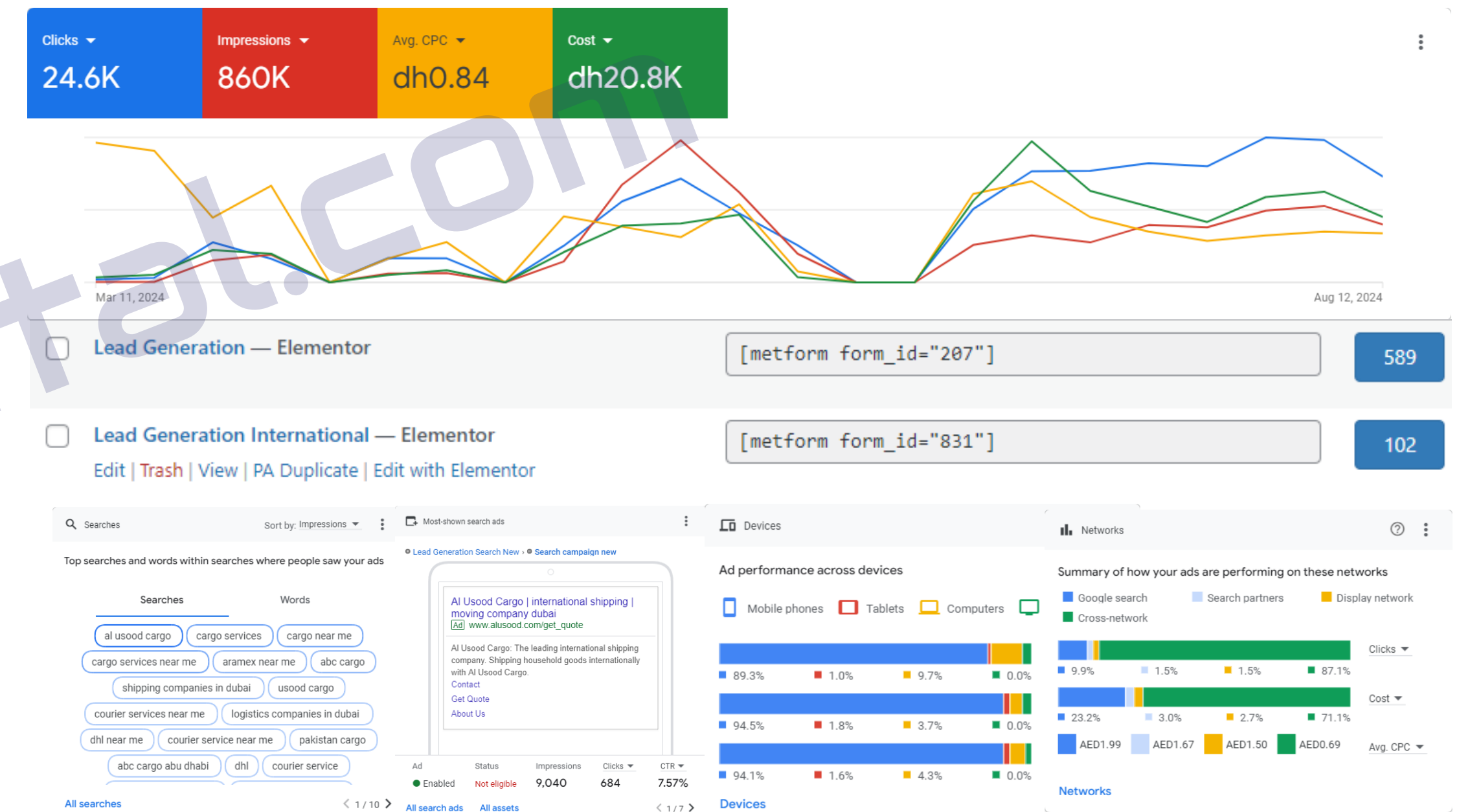
**Average CPC:**  
**0.84**  
AED

**Total Cost:**  
**20.8K**  
AED

**Campaign Types**

- Performance Max (PMax)
- Search
- Display

Clicks: **24.6K** Impressions: **860K** Conversion Rate: **86%**



# Face Off Gym

Location : United Arab Emirates

Industry : Fitness and Gym

Duration : 6 Months

Website Type : Online Membership Booking

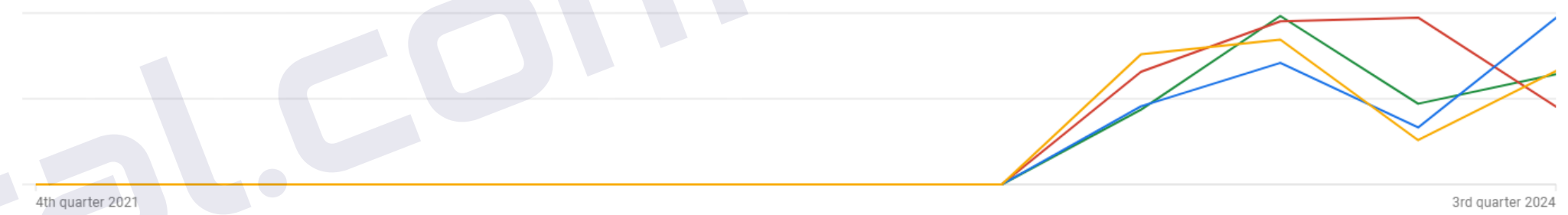
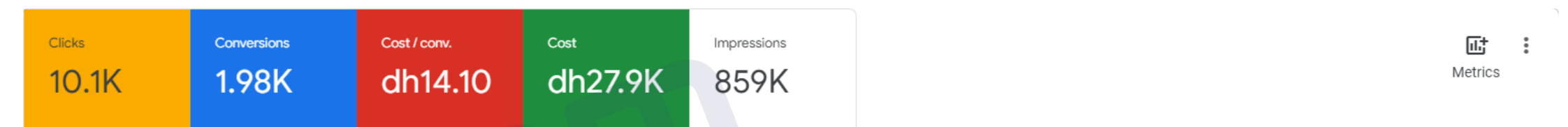
Face Off Gym implemented a strategic Google Ads campaign over a 6-month period, focusing on driving online membership bookings and generating phone call inquiries. The primary target location for these campaigns was the UAE.

Conversions: **1.98K**    Memberships: **900+**    calls: **500+**

Cost/Conversion: **14.10** AED    Total Cost: **27.9K** AED

Campaign Types  
Smart  
Search

Clicks: **10.1K**    Impressions: **859K**    Conversion Rate: **80%**



Searches    Sort by: Impressions

Keywords    Add keyword

Devices

Top searches and words within searches where people saw your ads

Searches	Words
gym near me	gym
gyms near me	gym in dubai
gym dubai	gyms in dubai
wellfit gym	warehouse gym dubai
gym nation	dubai gym
best gym in dubai	warehouse gym
	callisthenics dubai
	gym in al barsha
	gymnation motor city
	faceoff gym
	gym in tecom
	red gym
	gym in barsha heights
	gym al barsha

Summary of how your keywords are performing

Keyword	Cost	Clicks	CTR
gym fitness	AED7,530.28	2,092	8.14%
fitness gym	AED4,727.97	1,114	8.68%
best gym	AED2,673.15	665	8.64%
personal trainers	AED1,173.37	381	8.25%
gym classes	AED1,123.24	274	7.21%

Ad performance across devices

Device	Cost	Clicks	Conversions
Mobile phones	78.4%	81.3%	80.5%
Tablets	1.4%	3.9%	1.7%
Computers	20.2%	14.7%	17.9%

# RAC Gamers

Location : United Arab Emirates  
 Industry : Custom Gaming PCs  
 Duration : 6 Months  
 Website Type : Shopify E-Commerce

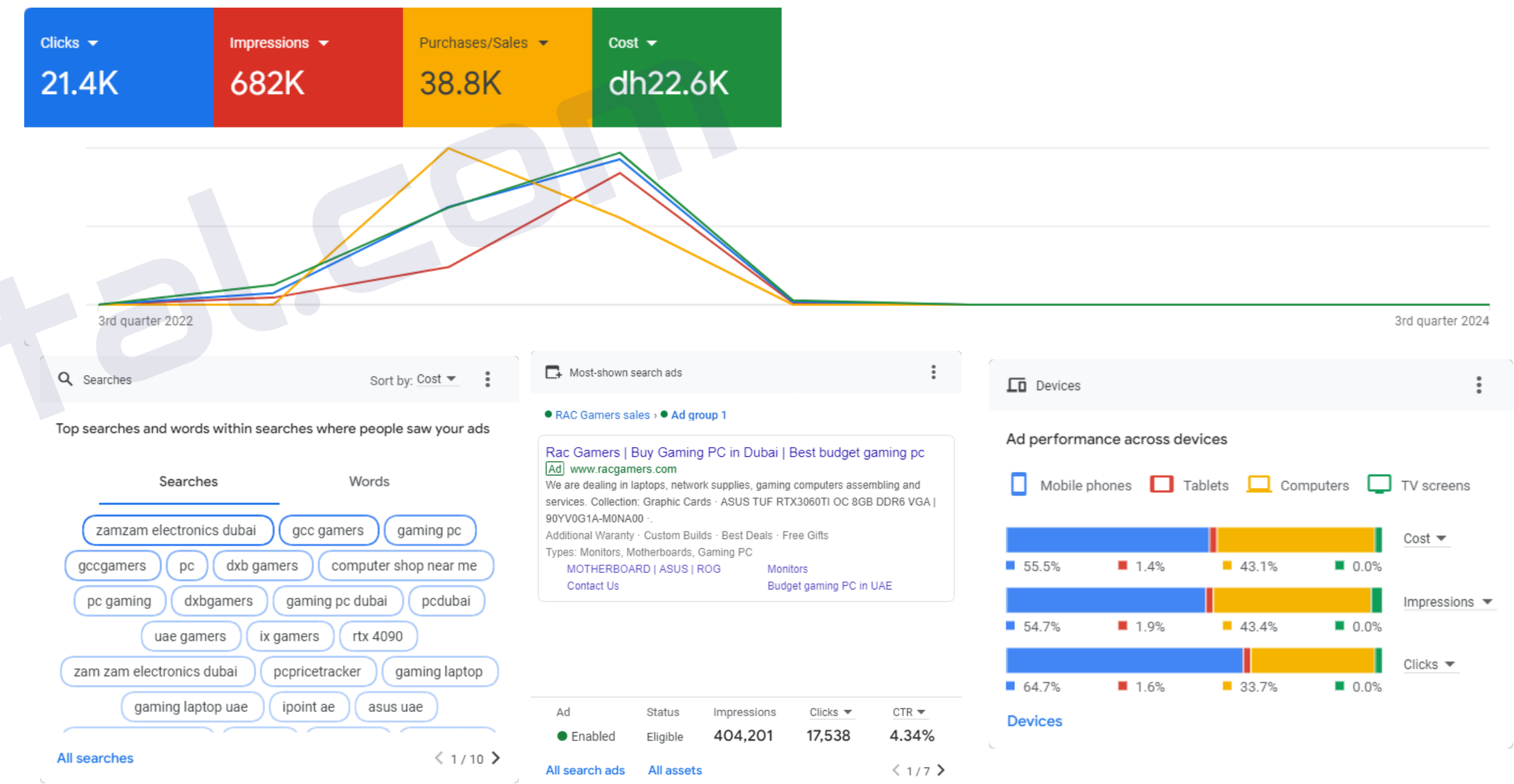
RAC Gamers, a custom gaming PC provider in the UAE, executed a Google Ads campaign focused on driving high-quality leads and traffic over a year-long period. The goal was to generate conversions while maximizing engagement in the highly competitive gaming industry.

Avg CPC: **1.06** AED  
 Total Sales: **199**  
 CTR: **3.13%**

Sales/Purchase: **38.8K** AED  
 Total Cost: **22.6K** AED

Campaign Types  
 Smart  
 Search

Clicks: **21.4K** Impressions: **682K** ROAS: **171.60%**



# Zam Zam Mandi

Location : United Arab Emirates  
 Industry : F&B (Mandi Restaurant)  
 Duration : 3 Months  
 Website Type : Static Website

For Zamzam Mandi, we implemented a robust Google Ads strategy across multiple platforms to drive call orders, WhatsApp inquiries, and conversions through Talabat and Noon. This 3-month campaign in the UAE effectively utilized Smart and Search Ads to maximize customer reach.

Call Orders: **3000+**  
 WhatsApp Orders: **900+**  
 Average CPC: **0.70** AED

Talabat/Noon: **2500+** AED  
 Total Cost: **2.35K** AED

Campaign Types: Smart, Search, Display  
 3rd Party Platforms: Talabat, Noon

Clicks: **3.34K** Impressions: **69.9K** Conversion Rate: **80%**

