DIGITAL MARKETING
AGENCY

AS MARKETING AGENCY

META & GOOGLE ADS PORTFOLIO

🌍GLOBAL STRATEGY | REAL RESULTS | SCALABLE GROWTH

2025

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ABOUT US

AS Marketing Agency is a next-generation performance marketing company delivering high-impact results through Meta and Google advertising. With proven success in the UK, US, Europe, and Pakistan, we specialize in ROI-driven strategies, custom targeting, and full-funnel growth.

Our Core Expertise:

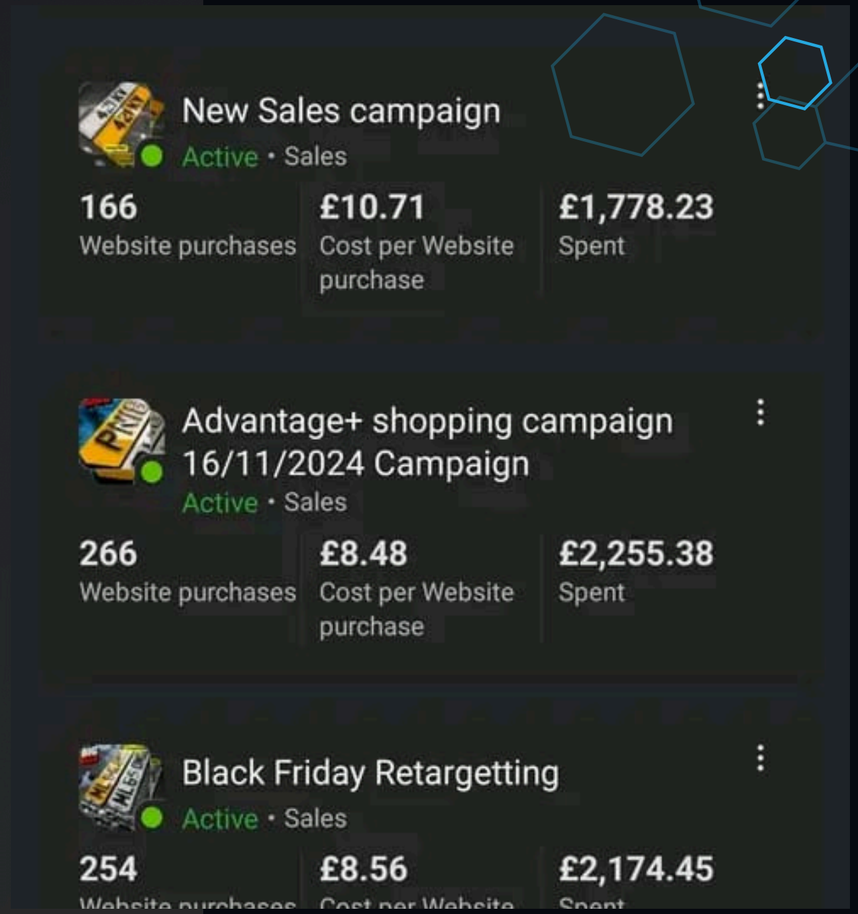
- Conversion-Centric Meta & Google Ads
- International Targeting with Real Results
- Advanced Funnels (Cold, Warm, Retargeting)
- Data-Driven Scaling & Smart Budget Allocation

Real campaigns. Real results. Real growth.

META ADS PORTFOLIO

UK E-commerce Campaign 1

- 🛒 266 Purchases
- 💷 Cost/Purchase: £8.48
- 💰 Total Spend: £2,255.38
- 🔁 Strategy: Cold, Retargeting, Lookalikes



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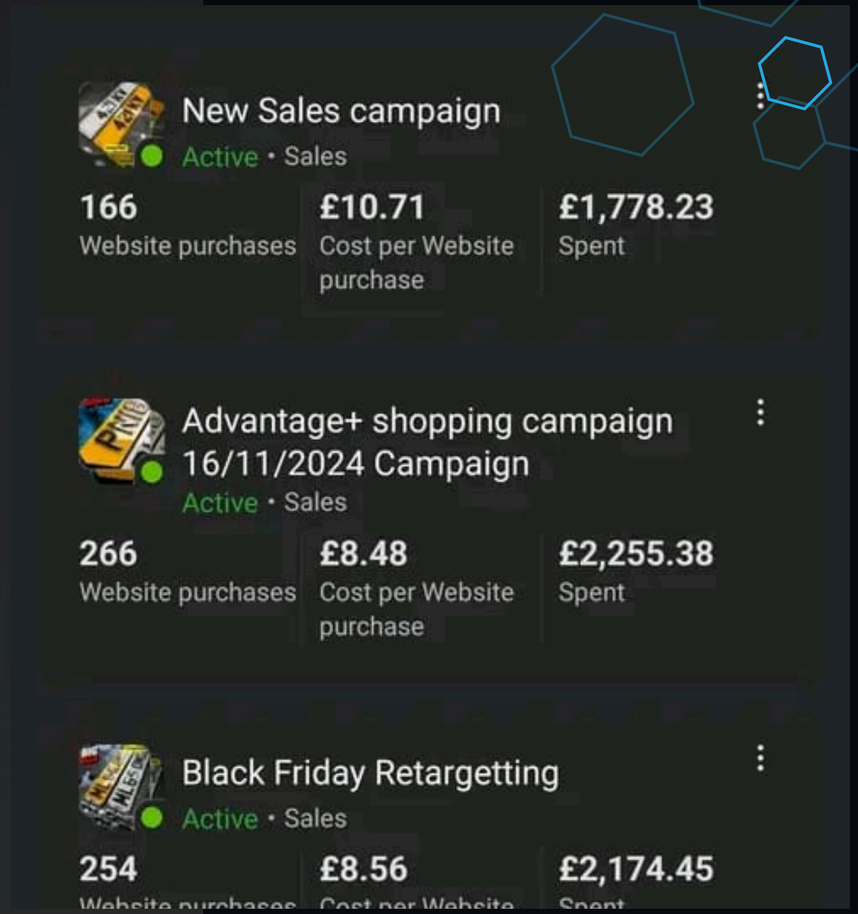
UK E-commerce Campaign 2

- 🛒 254 Purchases
- 💶 Cost/Purchase: £8.54
- 💰 Spend: £2,174.45



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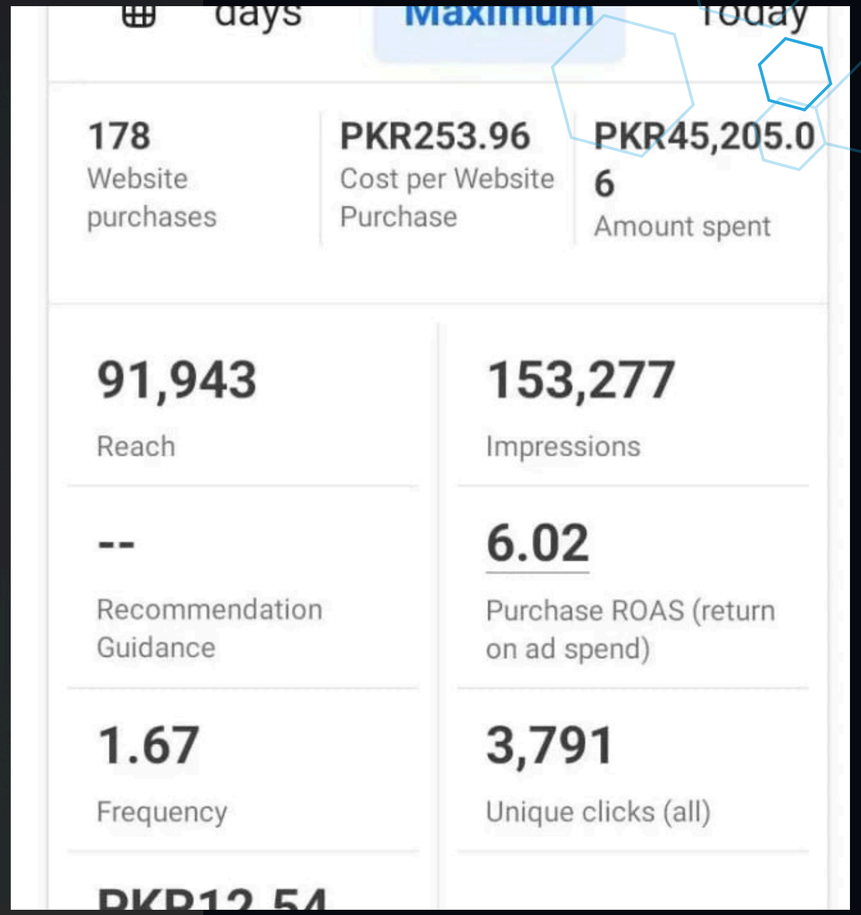
Pakistan Performance Campaign

- 🛒 178 Purchases
- 💸 Cost/Purchase: PKR 253.96
- 💰 Spend: PKR 45,205
- 📢 Reach: 91,943
- 📈 Impressions: 153,277
- 🧠 ROAS: 6.02
- 🖱️ CPC: PKR 12.54
- 🔁 Frequency: 1.67



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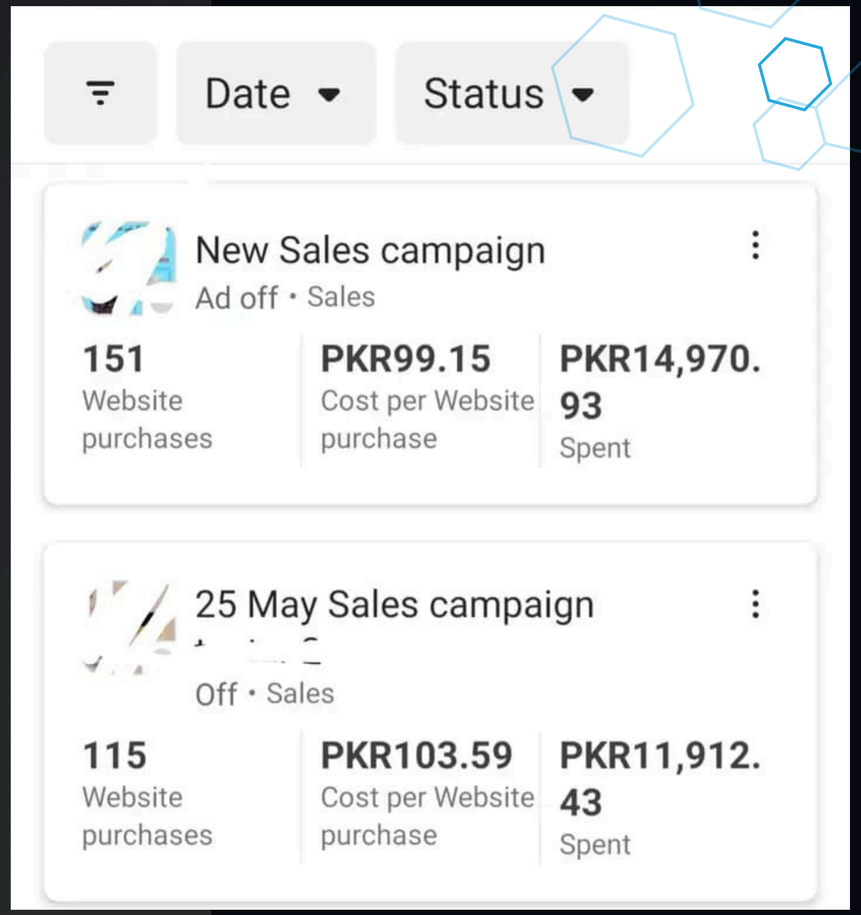
Budget Optimized Campaign

- 🛒 151 Purchases
- 💸 Cost/Purchase: PKR 99.15
- 💰 Spend: PKR 14,970



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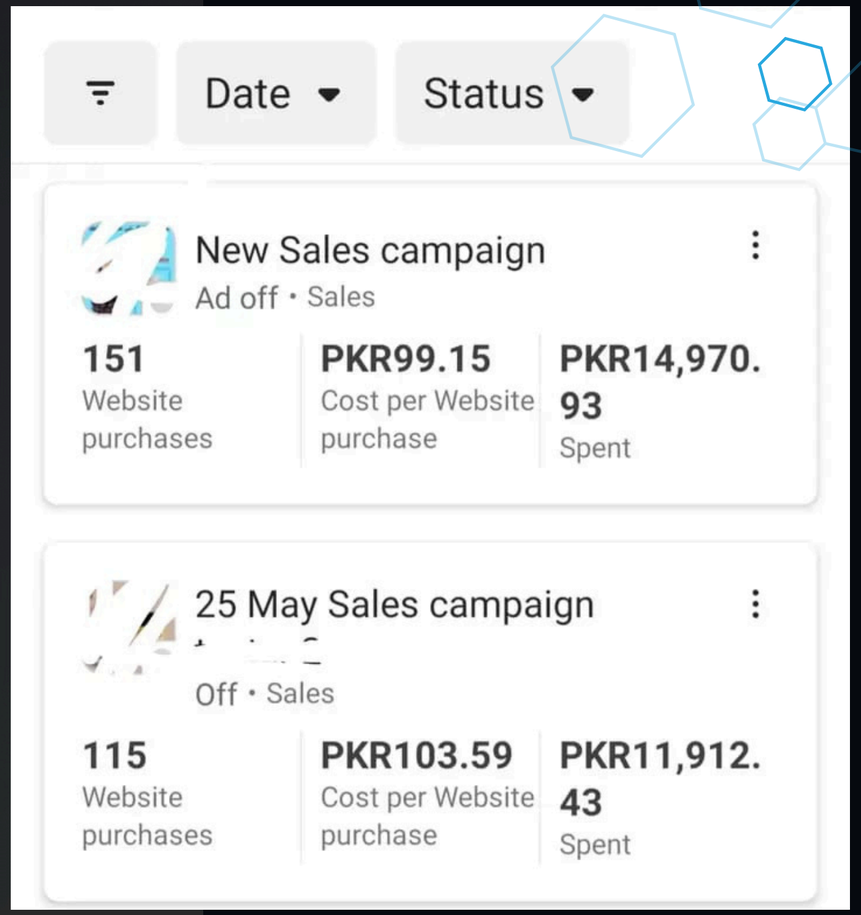
Efficient Funnel Campaign

- 🛒 115 Purchases
- 💸 Cost/Purchase: PKR 103.59
- 💰 Spend: PKR 11,912.43



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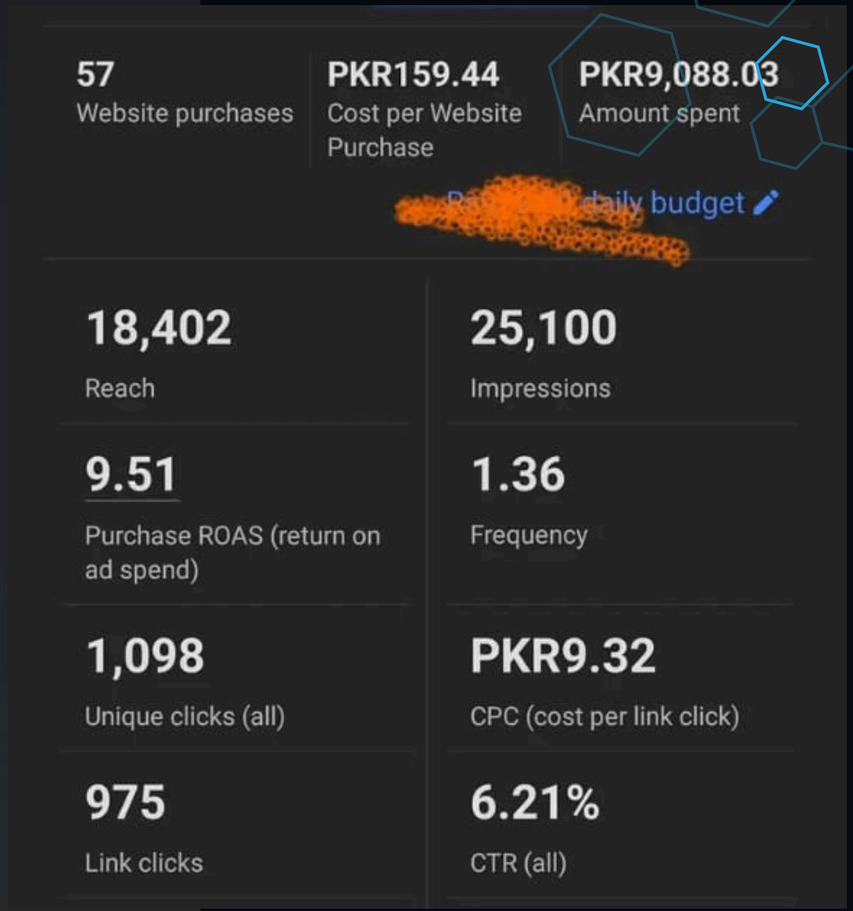
High-ROAS Campaign

- 🛒 57 Purchases
- 💸 Cost/Purchase: PKR 159.44
- 💰 Spend: PKR 9,088.03
- 📈 ROAS: 9.51 | CTR: 6.21%
- CPM: PKR 362.07
- 📣 Reach: 18,402 | Impressions: 25,100
- 🧺 Carts: 100 | 🛒 Checkouts: 135
- 🔗 Link Clicks: 975
- 👤 Unique Clicks: 1,098
- 🖱️ CPC: PKR 9.32
- 🔁 Frequency: 1.36



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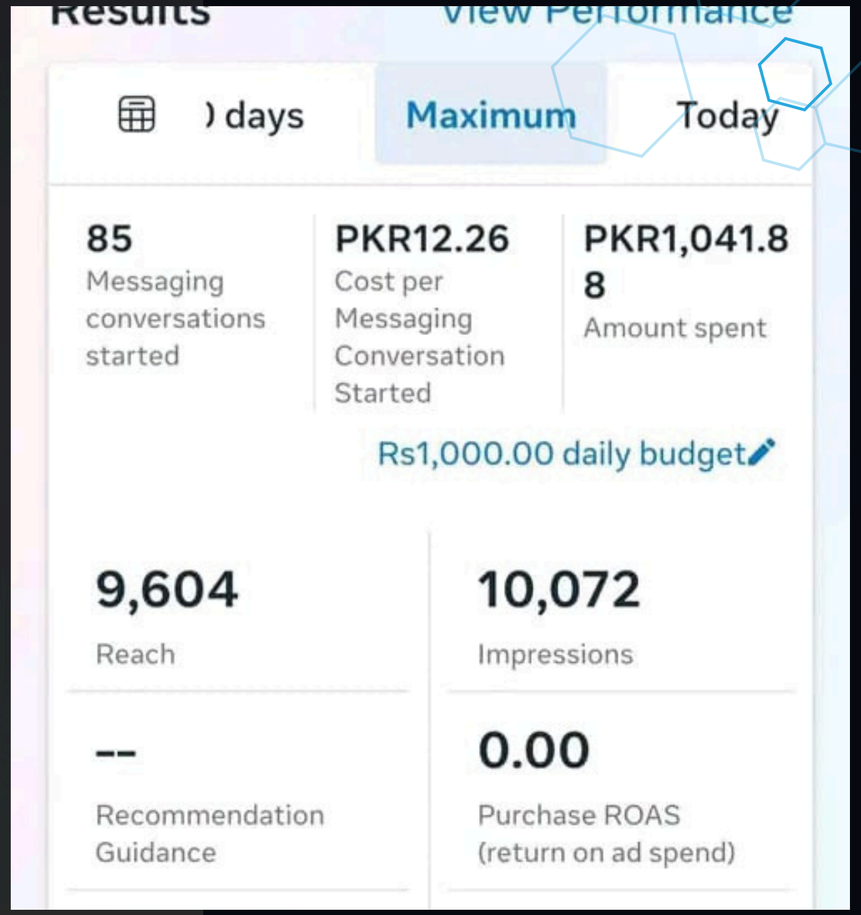
Global Messaging Campaign

- 💬 Conversations Started: 85
- 💸 Cost/Conversation: PKR 12.26
- 💰 Spend: PKR 1,041.80
- 📢 Reach: 9,604
- 📈 Impressions: 10,072
- 🖱️ CPC: PKR 5.03



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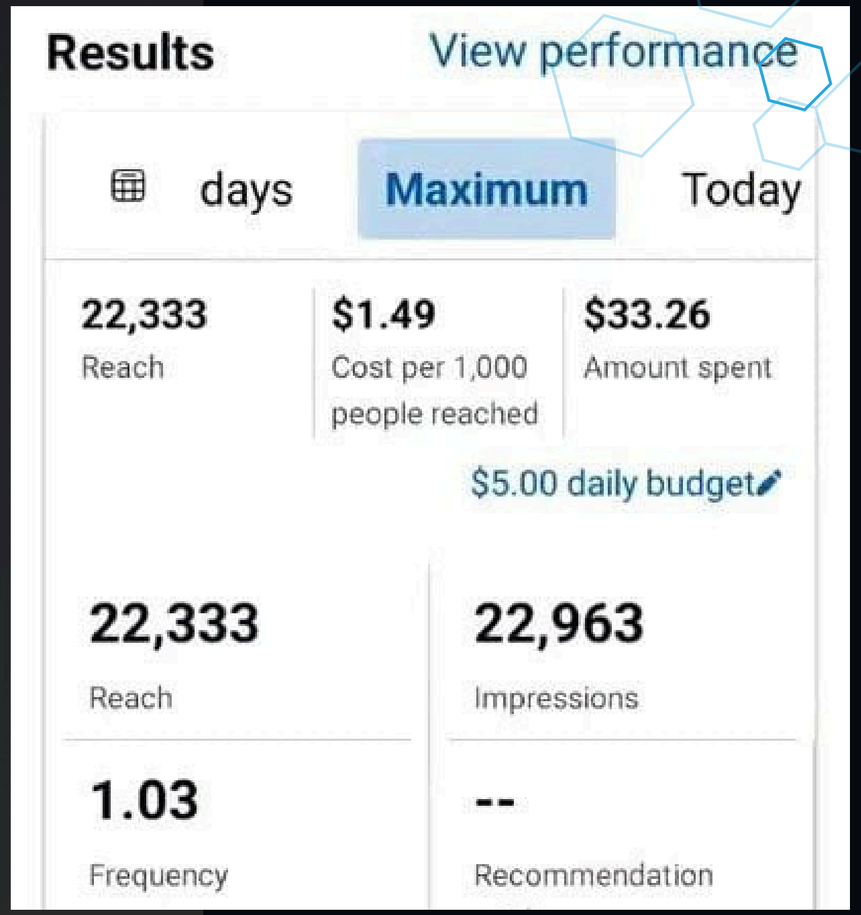
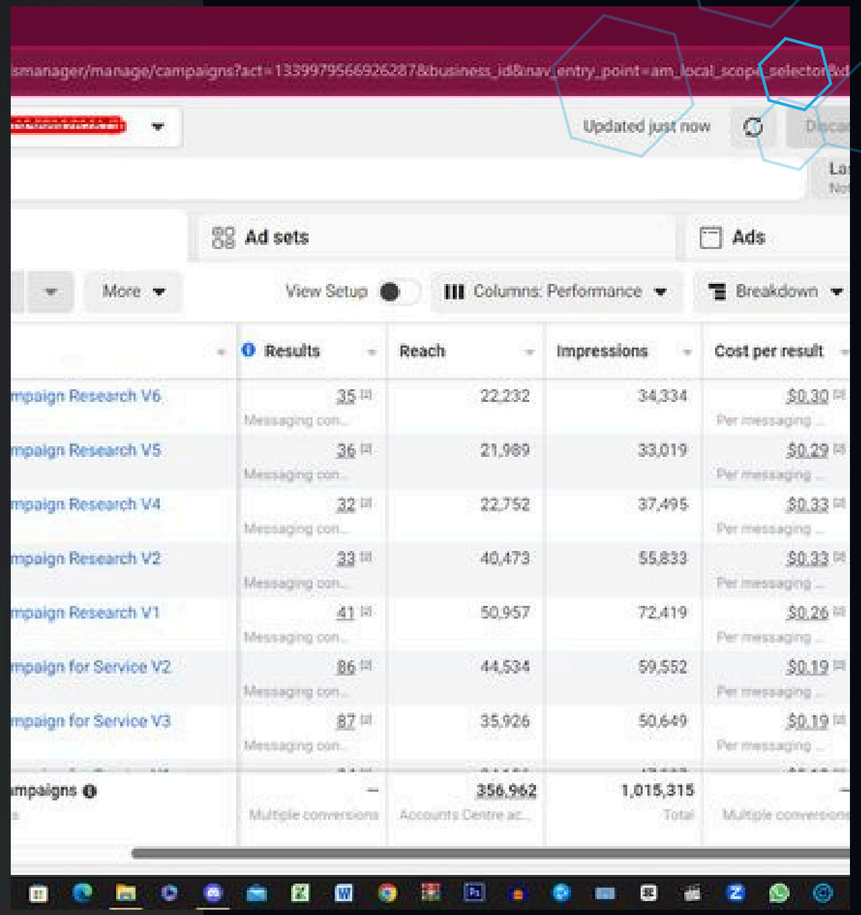
Awareness Reach Campaign

- 📢 Reach: 22,333
- 📈 Impressions: 22,963
- 💰 Spend: $33.26
- CPC: $2.77
- CPM: $1.49
- 🔁 Frequency: 1.03



International A/B Messaging

- Version v6: Reach: 22,232 | Impressions: 34,334 | $0.30/Result | $10.43
- Version v5: Reach: 21,989 | Impressions: 33,019 | $0.29/Result | $10.43
- Version v4: Reach: 22,752 | Impressions: 37,495 | $0.33/Result | $10.41
- Version v2: Reach: 40,473 | Impressions: 55,833 | $0.33/Result | $10.84
- Version v1: Reach: 50,957 | Impressions: 72,419 | $0.26/Result | $10.84
- Version v3: Reach: 35,926 | Impressions: 50,649 | $0.19/Result | $16.27
- Version v2 (alt): Reach: 44,534 | Impressions: 59,552 | $0.19/Result | $16.26



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🛠️ Meta Ads Services We Provide 📢

- Ads Strategy & Funnel Setup
- Campaign Creation & Optimization
- Ad Creative (Graphics + Video)
- Retargeting & Scaling Funnels
- Pixel, Events & Conversion API Setup
- Weekly Reports & ROAS Tracking
- Multilingual Audience Targeting
- International Market Scaling

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💼 WHY GOOGLE ADS?

At AS Marketing Agency, we run Google Ads campaigns built for scalable performance, high-quality traffic, and real revenue.

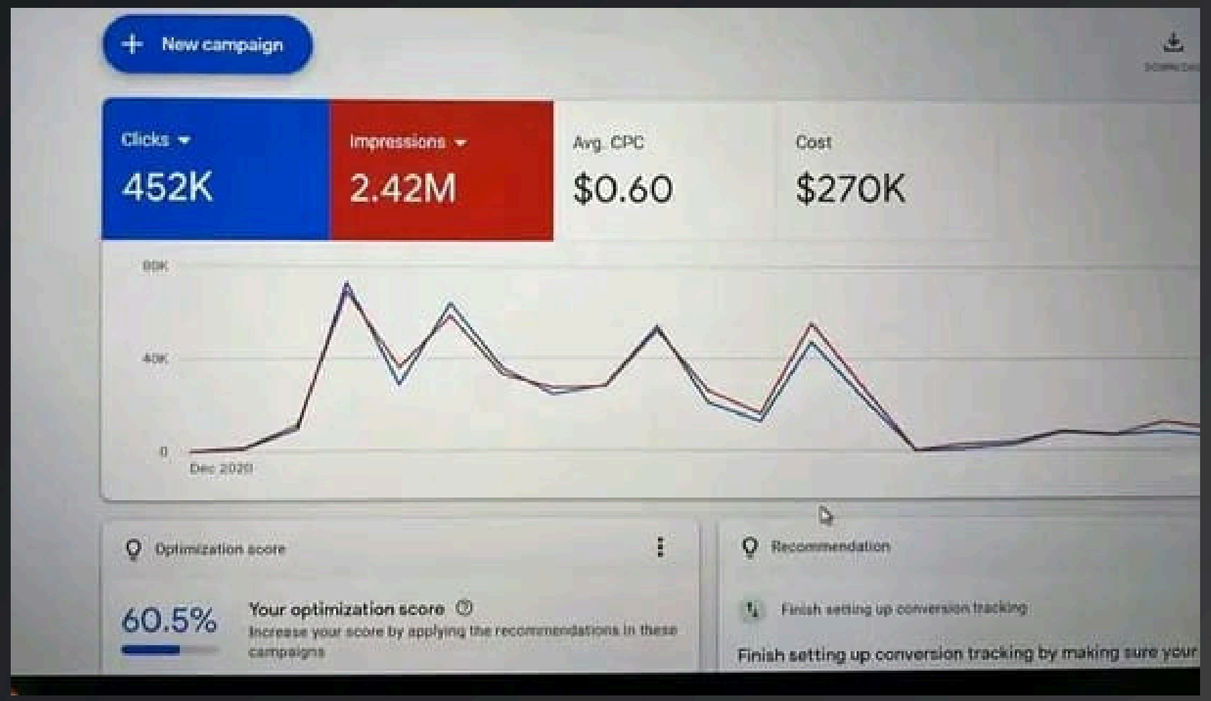
✅ Search
✅ Shopping
✅ Display
✅ International Markets

We manage campaigns like assets — built to grow over time.

GOOGLE ADS PORTFOLIO

Viral Display Campaign

- 🖱️ 452K Clicks
- 📈 2.42M Impressions
- 💰 Spend: $270
- Avg CPC: $0.60



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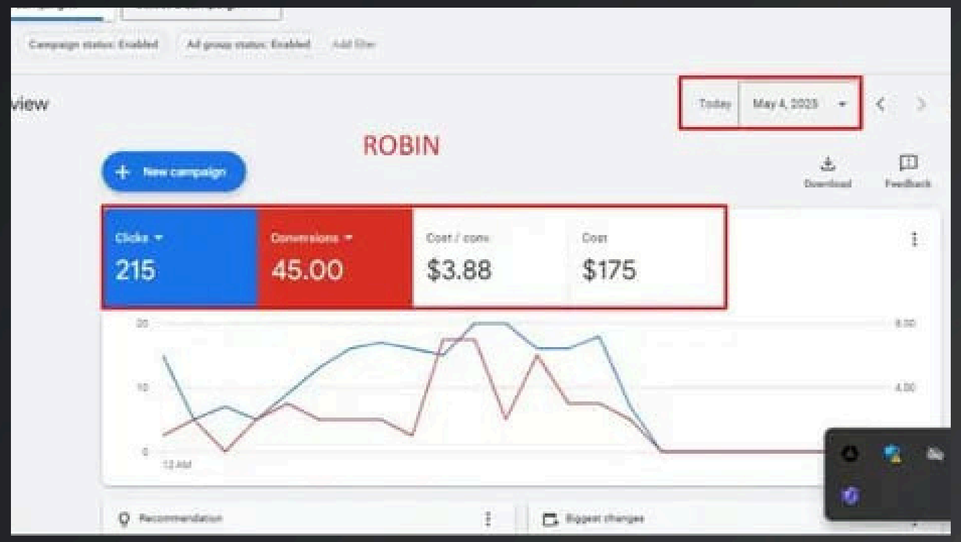
Direct Conversion Campaign

- 🖱️ 215 Clicks
- 🎯 45 Conversions
- 💰 Spend: $175
- Cost/Conversion: $3.88



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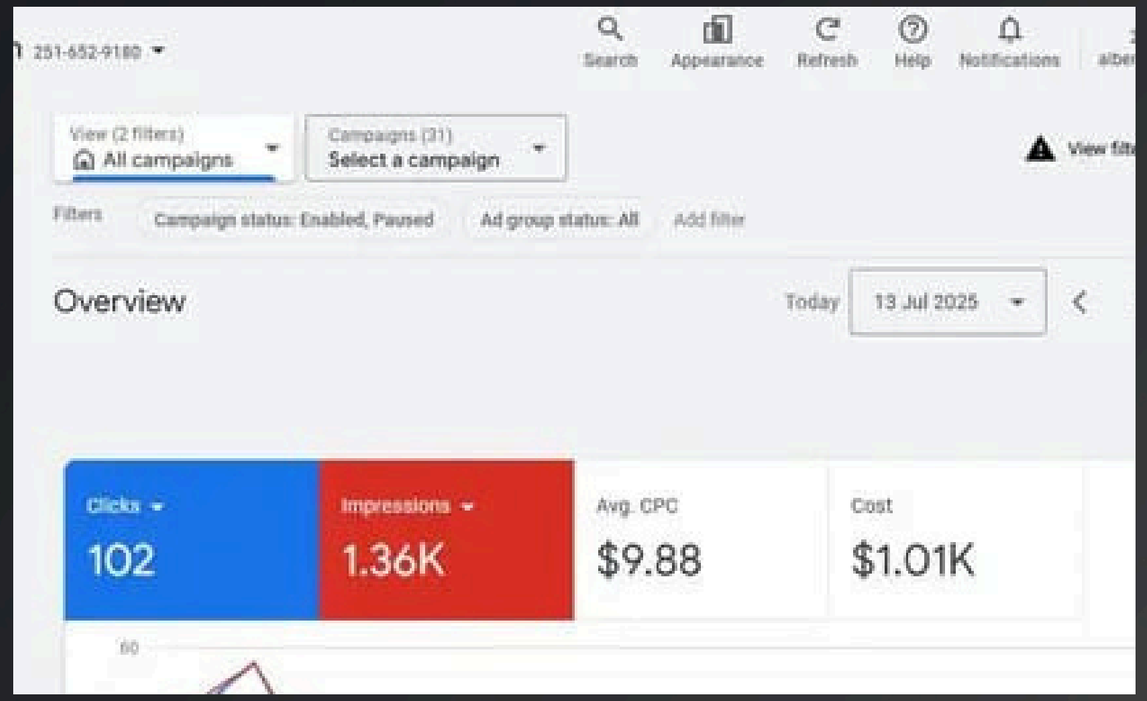
Niche High-Intent Traffic

- 🖱️ 102 Clicks
- 📈 1.36K Impressions
- 💰 Spend: $1,010
- Avg CPC: $9.88



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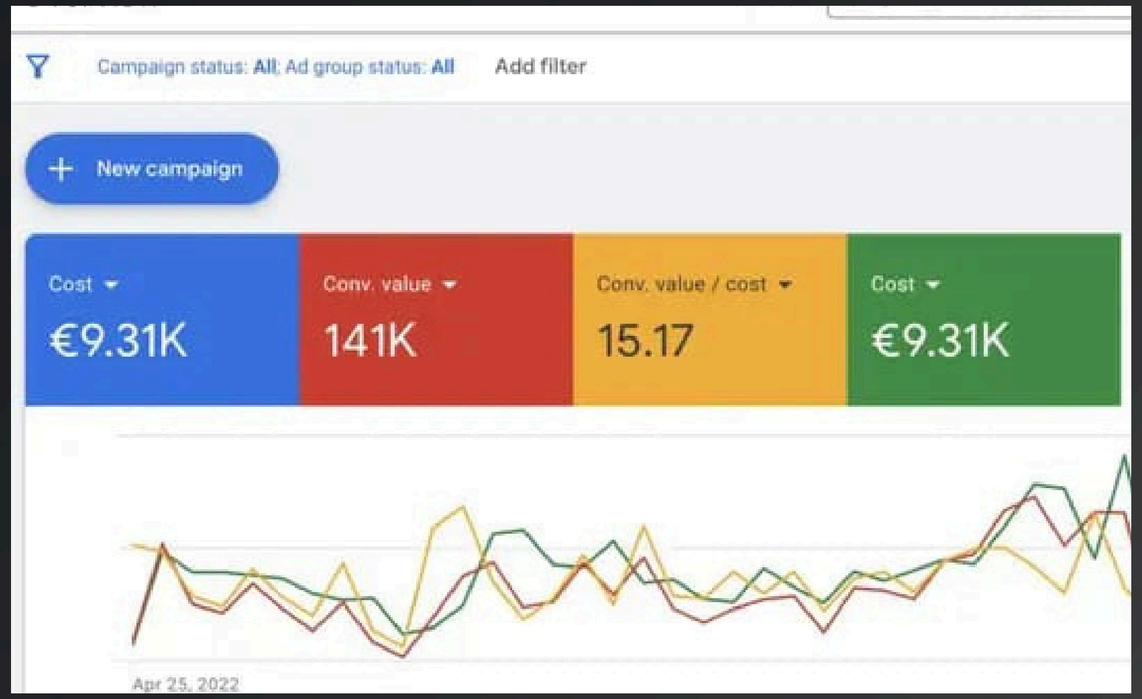
E-commerce EU Performance

- 💰 Spend: €9.31K
- Conversion Value: €141K
- 📊 ROAS: 15.17



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Phone Lead Gen Campaign

- 📞 63 Calls
- 🖱️ 945 Clicks
- 📈 22.2K Impressions
- 💸 Avg CPC: $1.51

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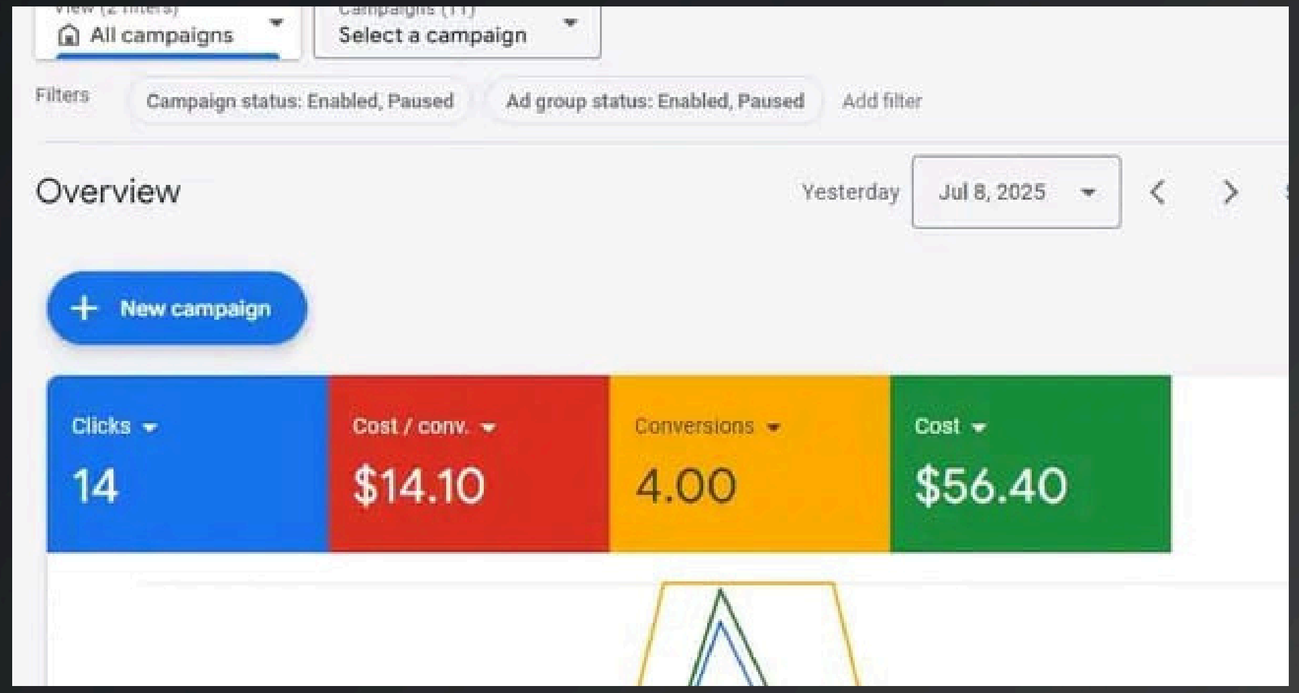
Precision Conversion Campaign

- 🖱️ 123 Clicks
- Conv. Rate: 22.76%
- 💰 Spend: £1.07K
- CPC: £8.23

Budget-Friendly Conversions

- Campaign A:
- 14 Clicks
- 4 Conversions
- $56.40
- $14.10/Conversion
- Campaign B:
- 1 Click
- 1 Conversion
- $3.31
- $3.31/Conversion



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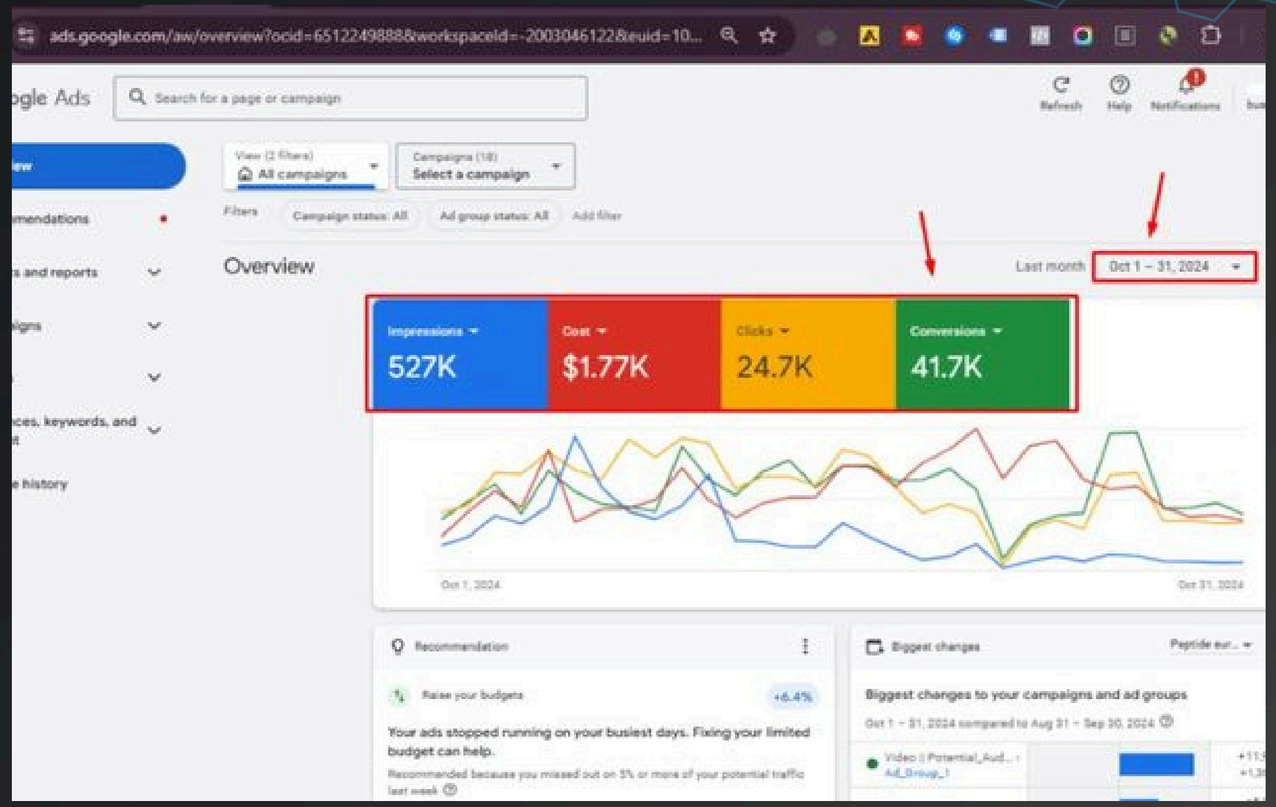
Remarketing Campaign

- 📈 Impressions: 527K
- 🖱️ Clicks: 24.7K
- 🎯 Conversions: 41.7K
- 💰 Spend: $1.77K



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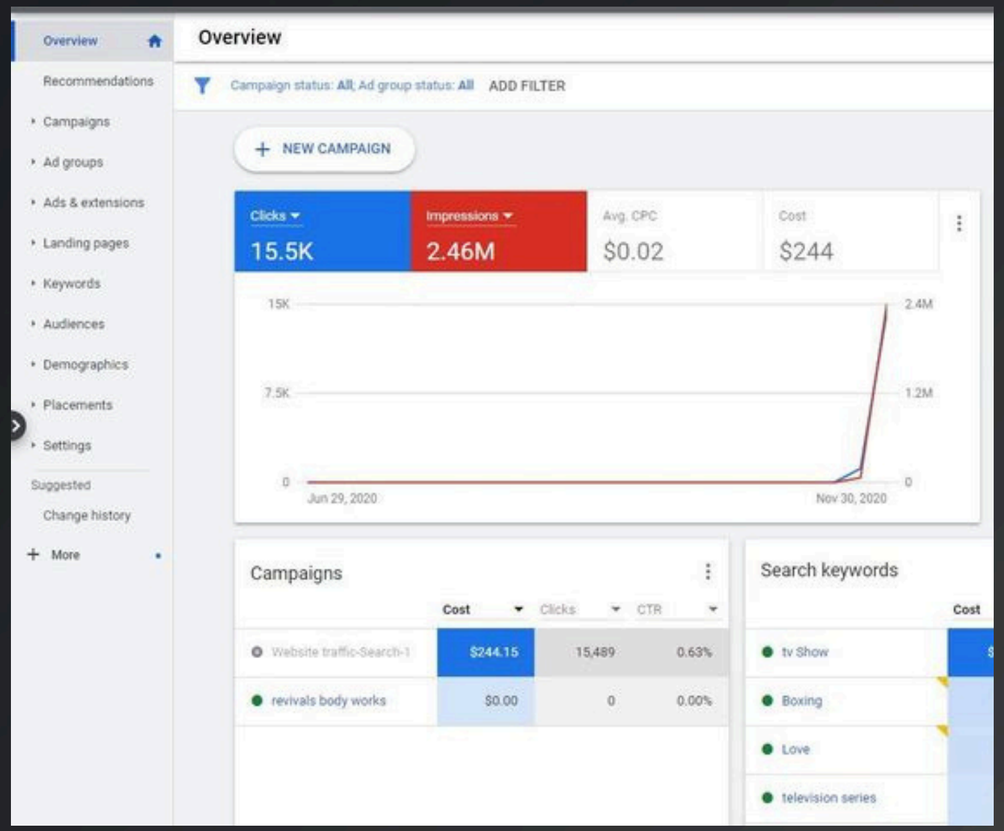
Brand Awareness Campaign

- 🖱️ 15.5K Clicks
- 📈 2.46M Impressions
- 💸 Avg CPC: $0.02



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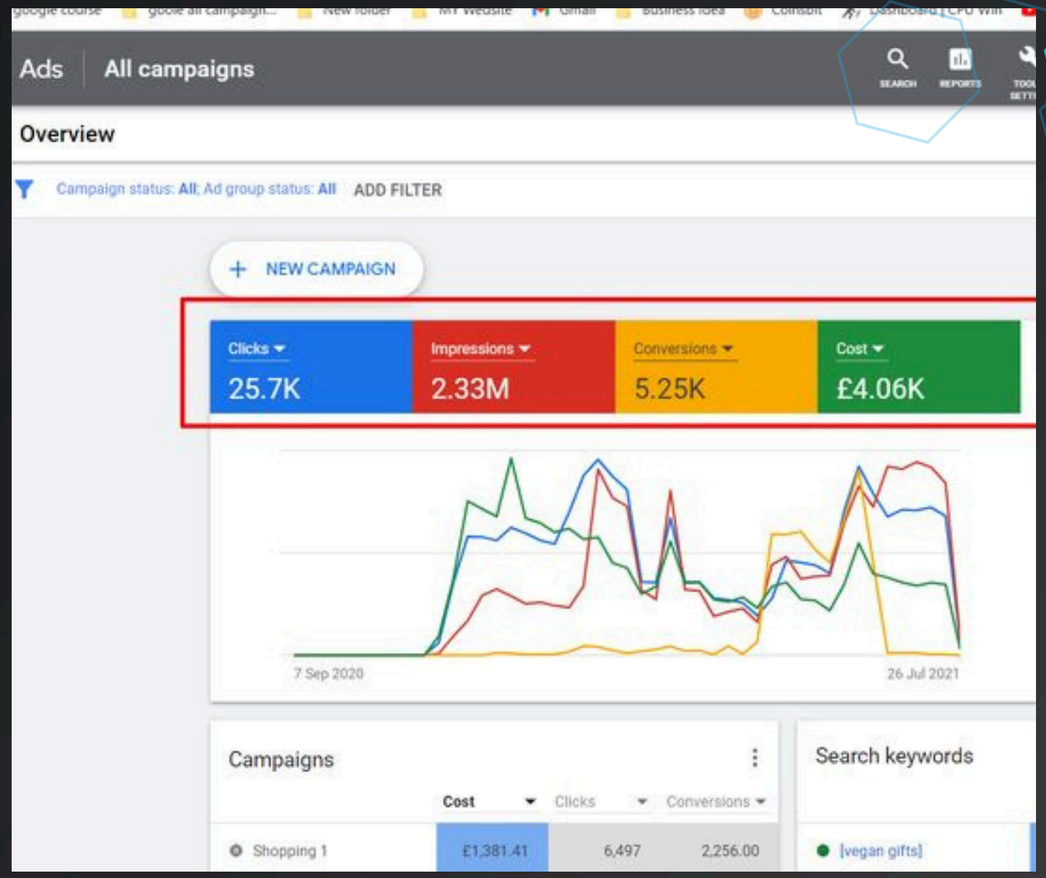
UK Market Lead Gen

- 🖱️ 25.7K Clicks
- 📈 2.33M Impressions
- 🎯 5.25K Conversions
- 💰 Spend: £4.06K



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🛠️ Google Ads Services

- Search, Display & Shopping Ads
- Global Market Strategy (GBP, USD, Euro)
- Campaign Structure & Funnel Design
- Conversion Tracking & Analytics
- Smart Bidding & ROAS Optimization
- Retargeting Campaigns
- Local & International Ad Scaling
- Performance Dashboards (Optional)

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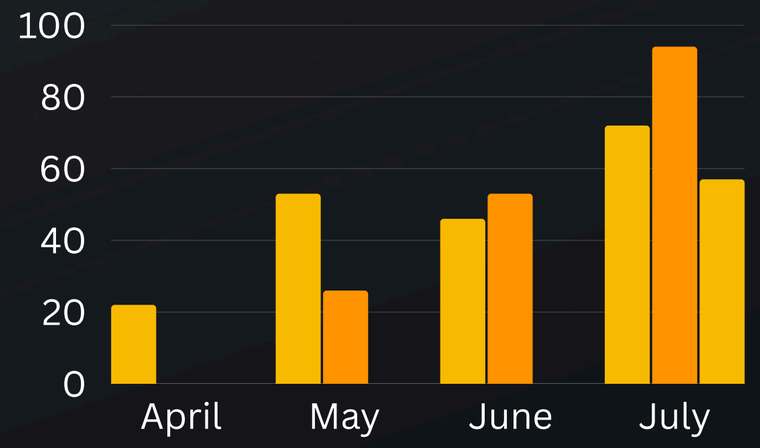
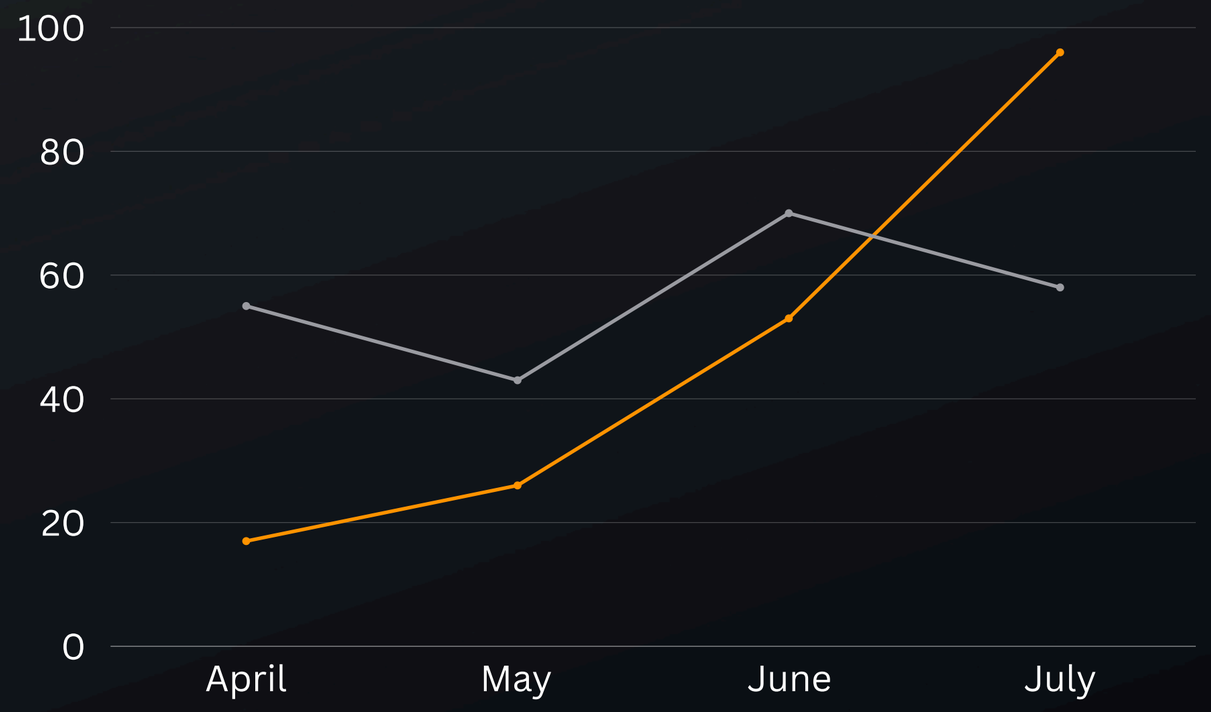
SALES GRAPH

Ultra-low cost per acquisition with precision targeting.





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THANK YOU

LET'S SCALE YOUR BRAND – TOGETHER

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