

Digital Marketing Portfolio

Precision Marketing. Proven Growth

Who We Are

VentureXBD is a results-driven performance marketing agency. We specialize in high-volume lead generation and global ad strategy, helping businesses scale through data and precision targeting.

Why VentureXBD?

We don't just buy traffic; we deliver customers. From local jewelry brands in Bangladesh to international student recruitment for the UK, we build the bridge between your brand and your ideal audience.

Facebook ads result Highlights

Off/On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends
On	UK Home leads2 - faisal - Copy	Active		Lead (Form)	£10.00	Daily	£0.00			Ongoing
On	UK Bangladesh Leads Campaign	Active	(5) 5 recommendations	182 Leads (Form)	£1.02 Per lead (form)	£9.00 Daily	£185.58	259,524	133,254	Ongoing
On	UK Home Leads Campaign	Active		101 Leads (Form)	£2.45 Per lead (form)	£9.00 Daily	£247.62	15,181	8,035	Ongoing
Off	New Traffic campaign for hire video editor	Off		Landing page view	£3.00 Daily		£0.00			Ongoing
Off	hiring : graphic designer	Off		Messaging conversati...	£3.00 Daily		£0.00			Ongoing
Off	Hiring: Executive Consultant	Off		Landing page view	£5.00 Daily		£0.00			Ongoing
Off	UK Home whatsapp Campaign - faisal	Off		Messaging conversati...	£8.00 Daily		£0.00			Ongoing
Off	Hiring Campaign - Education Legacy - Aug 2...	Off		Messaging conversati...	£4.00 Daily		£0.00			Ongoing
Off	Post: ""	Off		Post engagement	£3.00 Daily		£0.00			1 Jul 2025
Off	Post: ""	Off		Link click	£5.00 Daily		£0.00			1 Jul 2025
Off	Post: "Only 7 Days to Go!"	Off		Link click	£5.00 Daily		£0.00			17 May 2025

Campaign 1: UK Bangladesh Leads

- **Target:** International students in Bangladesh seeking higher education in the UK.
- **Result:** **182 Leads** generated.
- **Efficiency:** Achieved a low cost of only **£1.02 per lead**.
- **Impact:** I reached over **133,000 potential students**, driving massive interest at a very high ROI.

Campaign 2: UK Home Leads

- **Target:** UK-based students looking for fully-funded degree programs.
- **Result:** **101 Leads** generated.
- **Efficiency:** Maintained a stable cost of **£2.45 per lead** in a highly competitive market.
- **Impact:** I focused on high-intent local targeting to find students eligible for full funding.

Summary for Clients: In total, I delivered **283 qualified leads**. Whether targeting international or local UK students, I know how to optimize ads to get the most leads for the lowest possible spend.

My Campaign Performance Highlights

Ad sets

Ads

1 Nov 2025 - 30

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓
UK Home leads2 - faisal - Copy	● Active	—	41 Leads (Form)	£3.73 Per lead (form)	£10.00 Daily	£152.88	14,411	8,462
UK Bangladesh Leads Campaign	● Active	5 recommendations	249 Leads (Form)	£0.98 Per lead (form)	£9.00 Daily	£243.22	361,764	195,558
UK Home Leads Campaign	● Active	—	95 Leads (Form)	£2.84 Per lead (form)	£9.00 Daily	£269.60	32,030	18,902
New Traffic campaign for hire video editor	● Off	—	— Landing page view	— Per landing page view	£3.00 Daily	£0.00	—	—
hiring : graphic designer	● Off	—	— Messaging conversati...	— Per messaging conver...	£3.00 Daily	£0.00	—	—
Hiring: Executive Consultant	● Off	—	— Landing page view	— Per landing page view	£5.00 Daily	£0.00	—	—
UK Home whatsapp Campaign - faisal	● Off	—	— Messaging conversati...	— Per messaging conver...	£8.00 Daily	£7.07	361	354
Hiring Campaign - Education Legacy - Aug 2...	● Off	—	— Messaging conversati...	— Per messaging conver...	£4.00 Daily	£0.00	—	—
Post: **	● Off	—	— Post engagement	— Per post engagement	£3.00 Daily	£0.00	—	—
Post: **	● Off	—	— Link click	— Per link click	£5.00 Daily	£0.00	—	—
Post: "Only 7 Days to Go!"	● Off	—	— Link click	— Per link click	£5.00 Daily	£0.00	—	—
Results from 55 campaigns ⓘ								

My Campaign Performance Highlights

1. UK Bangladesh Leads Campaign

- **Target:** Students in Bangladesh looking for higher education in the UK.
- **Result:** **249 Leads** generated.
- **Cost Efficiency:** I brought the cost down to just **£0.98 per lead**.
- **Impact:** I reached over **195,000 potential students**, showing my ability to scale results at an extremely low cost.

2. UK Home Leads Campaign (Consolidated)

- **Target:** UK-based students seeking fully-funded degree programs.
- **Result:** **136 Total Leads** (Combined from two active campaigns).
- **Cost Efficiency:** Maintained a balanced cost per lead (between **£2.84** and **£3.73**) in the competitive local UK market.
- **Impact:** I successfully identified and captured interest from local students looking for specific funding opportunities.

My Campaign Performance Highlights

Campaigns

Ad sets

Ads

1 Dec 2025 - 31 Dec 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Off/On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends
	UK Home leads2 - faisal - Copy	Active	—	70 Leads (Form)	£4.10 Per lead (form)	£10.00 Daily	£287.29	21,964	12,563	Ongoing
	UK Bangladesh Leads Campaign	Active	5 recommendations	280 Leads (Form)	£0.99 Per lead (form)	£9.00 Daily	£278.07	620,827	319,574	Ongoing
	UK Home Leads Campaign	Active	—	94 Leads (Form)	£2.97 Per lead (form)	£9.00 Daily	£279.40	42,210	21,725	Ongoing
	New Traffic campaign for hire video editor	Off	—	— Landing page view	— Per landing page view	£3.00 Daily	£0.00	—	—	Ongoing
	hiring : graphic designer	Off	—	— Messaging conversati...	— Per messaging conver...	£3.00 Daily	£0.00	—	—	Ongoing
	Hiring: Executive Consultant	Off	—	952 Landing page views	£0.01 Per landing page view	£5.00 Daily	£13.38	83,529	56,689	Ongoing
	UK Home whatsapp Campaign - faisal	Off	—	— Messaging conversati...	— Per messaging conver...	£8.00 Daily	£0.00	—	—	Ongoing
	Hiring Campaign - Education Legacy - Aug 2...	Off	—	— Messaging conversati...	— Per messaging conver...	£4.00 Daily	£0.00	—	—	Ongoing
	Post: **	Off	—	— Post engagement	— Per post engagement	£3.00 Daily	£0.00	—	—	1 Jul 2025
	Post: **	Off	—	— Link click	— Per link click	£5.00 Daily	£0.00	—	—	1 Jul 2025
	Post: "Only 7 Days to Go!"	Off	—	— Link click	— Per link click	£5.00 Daily	£0.00	—	—	17 May 2025

1. UK Bangladesh Leads Campaign

- **Target:** Students in Bangladesh seeking higher study opportunities in the UK.
- **Result:** **280 Leads** generated.
- **Efficiency:** I kept the cost exceptionally low at **£0.99 per lead**.
- **Impact:** I achieved a massive reach of over **319,000 people** and generated **620,000+ impressions**, creating huge brand awareness while driving conversions.

2. UK Home Leads Campaign (Consolidated)

- **Target:** UK-based students interested in fully-funded degree programs.
- **Result:** **164 Total Leads** (Combined from active campaigns).
- **Efficiency:** I managed a competitive cost per lead ranging from **£2.97 to £4.10**.
- **Impact:** I successfully navigated the high-competition UK market to find over 160 students eligible for funding.

Why you work with me : In this period, I successfully delivered **444 total leads**. My strategy focused on scaling the international audience to massive numbers while maintaining a steady flow of high-quality local UK leads. I proved I can manage large budgets and high-volume traffic effectively.

My Campaign Performance Highlights (New Year Period)

Campaigns											
Ad sets			Ads			1 Jan 2026 - 12 Jan 2026					
+ Create			A/B test			Columns: Performance					
Duplicate			Edit			Breakdown					
Off/On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	
☐	UK Home leads2 - faisal - Copy	Active	—	34 Leads (Form)	£3.26 Per lead (form)	£10.00 Daily	£110.76	9,974	6,988	Ongoing	
☐	UK Bangladesh Leads Campaign	Active	(?) 5 recommendations	121 Leads (Form)	£0.82 Per lead (form)	£9.00 Daily	£99.12	220,733	131,478	Ongoing	
☐	UK Home Leads Campaign	Active	—	28 Leads (Form)	£3.61 Per lead (form)	£9.00 Daily	£101.01	11,908	8,307	Ongoing	
☐	New Traffic campaign for hire video editor	Off	—	940 Landing page views	£0.02 Per landing page view	£3.00 Daily	£16.72	152,462	104,413	Ongoing	
☐	hiring : graphic designer	Off	—	— Messaging conversati...	— Per messaging conver...	£3.00 Daily	£6.21	54,698	39,287	Ongoing	
☐	Hiring: Executive Consultant	Off	—	— Landing page view	— Per landing page view	£5.00 Daily	£0.00	—	—	Ongoing	
☐	UK Home whatsapp Campaign - faisal	Off	—	— Messaging conversati...	— Per messaging conver...	£8.00 Daily	£0.00	—	—	Ongoing	
☐	Hiring Campaign - Education Legacy - Aug 2...	Off	—	— Messaging conversati...	— Per messaging conver...	£4.00 Daily	£0.00	—	—	Ongoing	
☐	Post: **	Off	—	— Post engagement	— Per post engagement	£3.00 Daily	£0.00	—	—	1 Jul 2025	
☐	Post: **	Off	—	— Link click	— Per link click	£5.00 Daily	£0.00	—	—	1 Jul 2025	
☐	Post: "Only 7 Days to Go!"	Off	—	— Link click	— Per link click	£5.00 Daily	£0.00	—	—	17 May 2025	
Results from 55 campaigns											

1. UK Bangladesh Leads Campaign

- **Target:** Students in Bangladesh planning for higher studies in the UK.
- **Result:** **121 Leads** generated in just 12 days.
- **Efficiency:** I optimized the targeting to achieve a very low cost of **£0.82 per lead**.
- **Impact:** I reached over **131,000 potential students**, ensuring the year started with high-volume interest.

2. UK Home Leads Campaign (Consolidated)

- **Target:** UK-based students seeking fully-funded degree programs.
- **Result:** **62 Total Leads** (Combined results).
- **Efficiency:** I kept the cost per lead between **£3.26 and £3.61**, which is highly efficient for the competitive UK home market.
- **Impact:** I successfully captured local interest for funded education using precise demographic targeting.

Why you work with me : In less than two weeks, I delivered **183 qualified leads**. This shows my ability to hit the ground running and produce immediate results at a low cost, even during a competitive New Year period.

My Campaign Performance Highlights

Off... ↑↓	Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓	
☒	UK Home leads2 - faisal - Copy	● Active	🔍 1 4	110 Leads (Form)	£1.76 Per lead (form)	£5.00 Daily average	£193.50	37,177	15,545	
☒	UK Home Leads Campaign	● Active	🔍 5 recommendations	62 Leads (Form)	£3.04 Per lead (form)	£5.00 Daily average	£188.68	23,185	13,693	
☐	New Leads campaign 1	● Off	—	— Lead (Form)	— Per lead (form)	£10.00 Daily average	£0.00	—	—	
☐	New Traffic campaign for hire video editor	● Off	—	— Landing page view	— Per landing page view	£3.00 Daily average	£0.00	—	—	
☐	hiring : graphic designer	● Off	—	— Messaging conversati...	— Per messaging conver...	£3.00 Daily average	£0.00	—	—	
☐	Hiring: Executive Consultant	● Off	—	— Landing page view	— Per landing page view	£5.00 Daily average	£0.00	—	—	
☐	UK Home whatsapp Campaign - faisal	● Off	—	— Messaging conversati...	— Per messaging conver...	£8.00 Daily average	£0.00	—	—	
☐	UK Bangladesh Leads Campaign	● Off	—	24 Leads (Form)	£0.70 Per lead (form)	£3.00 Daily average	£16.73	85,002	53,937	
☐	Hiring Campaign - Education Legacy - Aug 2...	● Off	—	— Messaging conversati...	— Per messaging conver...	£4.00 Daily average	£0.00	—	—	
☐	Post: **	● Off	—	— Post engagement	— Per post engagement	£3.00 Daily average	£0.00	—	—	
☐	Post: **	● Off	—	— Link click	— Per link click	£5.00 Daily average	£0.00	—	—	
Results from 56 campaigns ⓘ										

1. UK Home Leads Campaign (Consolidated)

- **Target:** UK-based students looking for fully-funded degree programs.
- **Result:** 172 Total Leads generated.
- **Efficiency:** I achieved a very impressive cost of **£1.76 to £3.04 per lead**.
- **Impact:** By refining my targeting, I significantly lowered the cost per lead for the local UK market, making the budget work much harder.

2. UK Bangladesh Leads Campaign

- **Target:** Students in Bangladesh seeking higher education in the UK.
- **Result:** 24 Leads generated (during this specific period).
- **Efficiency:** I pushed the cost down to an incredible **£0.70 per lead**.
- **Impact:** I maintained high engagement with a reach of over **53,000 people**, ensuring a constant flow of international inquiries at a minimal spend.

Why you work with me: I delivered a total of **196 qualified leads**. This snapshot specifically proves my skill in **cost optimization**—bringing the UK Home lead cost down to under £2.00 is a major win that shows I can deliver premium results while saving the client money.

3 month 12 days performance report (TikTok Ads)

On/off	Name	Cost	CPC (destination)	CPM	Impressions	Clicks (destination)	CTR (destination)	Conversions	Cost per conversion
☐	You have 2 draft campaigns								
☐	Lead_generation_001	2,958.34 GBP	1.22 GBP	5.03 GBP	587,720	2,417	0.41%	479	6.18 GBP
☐	Lead generation 20250726101614	0.00 GBP	0.00 GBP	0.00 GBP	0	0	0.00%	0	0.00 GBP

3-Month Performance Report (TikTok Ads)

I managed this high-volume TikTok lead generation campaign over a period of 3 months and 12 days. Here are the long-term results I achieved:

- **Campaign Type:** TikTok Lead Generation.
- **Total Conversions:** 479 High-Intent Leads.
- **Total Impressions:** Over 587,000 views, creating massive brand visibility.
- **Ad Spend Managed:** £2,958.34.
- **Efficiency:** I maintained a stable and profitable cost per lead of £6.18, even while scaling the budget to nearly £3,000.

Why you work with me : This report proves my experience in managing **large-scale budgets** and **long-term campaigns**. It shows that I can maintain consistent lead quality and stable costs over several months, rather than just short bursts. It also demonstrates my expertise in using TikTok's unique algorithm to reach over half a million potential students/customers.

TikTok Ads Manager

DashboardCampaignsToolsAnalyticsGMV Max

Education Legacy LTD0726

+ Create

Search & filter (/) | Tips: Search by name, ID, settings, metrics, or other filters

2026-02-01 - 2026-03-06Custom table

	On/off	Name	Cost	CPC (destination)	CPM	Impressions	Clicks (destination)	CTR (destination)	Conversions	Cost per conversion
Ad group		You have 4 draft campaigns								
Ad		Lead campaign faissal 1	0.00 GBP	0.00 GBP	0.00 GBP	0	0	0.00%	0	0.00 GBP
		Lead_generation_001	723.66 GBP	1.21 GBP	9.47 GBP	76,387	600	0.79%	164	4.41 GBP
Management		Lead generation 20250726101614	0.00 GBP	0.00 GBP	0.00 GBP	0	0	0.00%	0	0.00 GBP
Split test										
Bulk export/import										
Automated rules										

TikTok Ads Performance Report (Feb – Mar)

In this campaign, I focused on high-speed lead acquisition and cost reduction. Here is what I achieved over 34 days:

- **Total Conversions: 164 High-Quality Leads.**
- **Cost Efficiency:** I brought the cost per conversion down to just **£4.41**.
- **Engagement:** I achieved a **CTR (Click-Through Rate) of 0.79%**, which is well above average for TikTok lead ads, showing that my creative content really resonated with the audience.
- **Total Reach:** My ads generated **76,387 impressions** and sent **600 interested clicks** to the destination.
- **Budget Managed: £723.66.**

Why you work with me: This snapshot proves I can optimize a campaign to be **30% more cost-effective** than previous benchmarks. It highlights my skill in creating TikTok content that stops the scroll, drives clicks, and converts interested viewers into qualified leads at a very competitive price.

☐	Off/On	Campaign	Delivery	Bid strate	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
☒	☒	Spoken	Active	Usin...	Using ...	7-day click or 1-day view	Multiple conversions	203,199	409,682	Multiple conversions	\$114.36	8 Mar 2025
☐	☒	general. Ramadan	Complete	Usin...	Using ...	7-day click or 1-day view	137 Post engagements	2,985	11,348	\$0.01 Per post engagement	\$2.04	3 Mar 2025
☐	☒	Faysal. spoken	Ad set of	Usin...	Using ...	7-day click or 1-day view	31 Messaging conversatio...	13,389	19,194	\$0.27 Per messaging conversa...	\$8.48	Ongoing
☐	☒	Faysal spoken 2	Ad set of	Usin...	Using ...	7-day click or 1-day view	56,549 Reach	56,549	58,968	\$0.08 Per 1,000 people reached	\$4.69	Ongoing
☐	☒	SSC- Reach/Engagement	Ad sets i	Usin...	Using ...	7-day click or 1-day view	Multiple conversions	27,397	63,521	Multiple conversions	\$12.73	8 Feb 2025
☐	☒	HSC- Reach/Engagement	Complete	Usin...	Using ...	7-day click or 1-day view	Multiple conversions	25,052	47,522	Multiple conversions	\$13.21	8 Feb 2025
☐	☐	IELTS-FAYSAL	Off	Usin...	Using ...	7-day click or 1-day view	49 Messaging conversatio...	23,991	30,824	\$0.25 Per messaging conversa...	\$12.39	7 Mar 2025 ⚠️ 1 day left
☐	☐	arif academy looking tutor campaign 1	Off	Usin...	Using ...	7-day click or 1-day view	47,887 Reach	47,887	47,990	\$0.04 Per 1,000 people reached	\$1.80	28 Feb 2025
☐	☐	Like Ad	Off	High...	\$2.00 Daily	7-day click or 1-day view	Follow or like	—	—	Per follow or like	\$0.00	29 Jan 2025
Results from 9 campaigns ⓘ Excludes deleted items						7-day click or 1-day view	Multiple conversions	389,390 Accounts Centre accounts	689,049 Total	Multiple conversions	\$169.70 Total Spent	

Arif Academy: IELTS & Spoken English Campaigns

I managed the digital growth for Arif Academy by running targeted lead generation and engagement campaigns. Here are the key highlights:

1. IELTS Enrollment Campaign

- **Target:** Students preparing for the IELTS exam.
- **Results:** **49 Messaging Conversations** (Direct inquiries).
- **Efficiency:** I achieved a very low cost of **\$0.25 per inquiry**.
- **Reach:** My ads reached nearly **24,000 potential students**, ensuring strong brand visibility in the test-prep market.

2. Spoken English Course Campaign

- **Target:** Learners looking to improve their natural English communication.
- **Results:** **31 Messaging Conversations** in the initial phase.
- **Efficiency:** Each high-intent inquiry cost only **\$0.27**.
- **Impact:** I successfully funneled interested learners directly into a conversation, making it easy for the academy to convert them into students.

3. General Awareness & Engagement (Ramadan Special)

- **Target:** Broad audience engagement during the festive period.
- **Results:** **137 Post Engagements** at a cost of just **\$0.01 per engagement**.
- **Impact:** This campaign was highly effective for brand building, keeping Arif Academy top-of-mind for thousands of people.

Why you work with me: For this project, I proved that I can generate **high-intent inquiries for less than \$0.30 each**. Whether it's specialized IELTS training or general Spoken English, I know how to find the right audience and get them to take action while keeping the advertising spend remarkably low.

Lead Generation & Engagement: Spoken English & Kids' Courses

☐	Off/On	Ad set	Delivery ↑	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Score
☐	☒	Spoken.Message - ...	● Active	Highest volume Conversations	\$20.00 Lifetime		7-day click or 1-day view	6 Messaging convers...	3,981	5,187	\$0.53 Per messaging con...	\$3.20	8 Mar 2025 ▲ 2 days left	41 5 c
☐	☒	spoken parents/kid...	● Active	Highest volume Conversations	\$10.00 Lifetime	4 Mar 2025, 10:35 Yesterday	7-day click or 1-day view	10 Messaging convers...	7,103	9,561	\$0.56 Per messaging con...	\$5.58	6 Mar 2025 ▲ 1 day left	21 5 c
☐	☒	spoken parents/kid...	● Active	Highest volume Conversations	\$20.00 Lifetime	4 Mar 2025, 10:34 Yesterday	7-day click or 1-day view	32 Messaging convers...	16,821	27,443	\$0.47 Per messaging con...	\$14.95	7 Mar 2025 ▲ 2 days left	27 9 c
☐	☒	post engagement	● Active	Highest volume ThruPlay	\$12.00 Lifetime	4 Mar 2025, 10:31 Yesterday	7-day click or 1-day view	5,809 ThruPlays	53,697	88,304	\$0.002 Cost per ThruPlay	\$10.71	5 Mar 2025 ▲ Ends today	12 22
☐	☒	Spoken.Message - ...	● Completed	Highest volume Conversations	\$90.00 Lifetime	3 Mar 2025, 11:00 2 days ago	7-day click or 1-day view	587 Messaging convers...	118,895	268,516	\$0.13 Per messaging con...	\$74.54	2 Mar 2025	20 42
☐	☒	spoken parents/kids	● Off	Highest volume Conversations	\$12.00 Lifetime		7-day click or 1-day view	3 Messaging convers...	7,070	8,092	\$1.24 Per messaging con...	\$3.72	28 Feb 2025	25 4 c
☐	☒	Spoken.Web Views ...	▲ Ad errors	Highest volume Landing page views	\$1.00 Daily	20 Feb 2025, 22:55 13 days ago	7-day click or 1-day view	— Landing page view	—	—	— Per landing page view	\$0.00	21 Feb 2025	18 4 c
☐	☒	Test.Look a like - Re...	● Completed	Highest volume Conversations	\$5.00 Lifetime		7-day click or 1-day view	— Messaging conversa...	—	—	— Per messaging conv...	\$0.00	29 Jan 2025	28 2 c
☐	☒	Retarget. Message -	● Completed	Highest volume Conversations	\$5.00 Lifetime		7-day click or 1-day view	— Messaging conversa...	—	—	— Per messaging conv...	\$0.00	29 Jan 2025	28 2 c
☐	☒	Message	● Completed	Highest volume Conversations	\$4.00 Lifetime		7-day click or 1-day view	— Messaging conversa...	—	—	— Per messaging conv...	\$0.00	20 Jan 2025	18 2 c
☐	☒	spoken views	● Completed	Highest volume ThruPlay	\$2.00 Lifetime	20 Feb 2025, 22:55 13 days ago	7-day click or 1-day view	1,436 ThruPlays	2,549	2,579	\$0.001 Cost per ThruPlay	\$1.66	11 Feb 2025	18 25
		Results from 11 ad set Excludes deleted items				—	7-day click or 1-day view	— Multiple conversions	203,201 Accounts Centre acc...	409,685 Total	— Multiple conversions	\$114.36 Total Spent		

I managed several ad sets to find the best way to connect students and parents with these educational programs. Here is what I achieved:

1. High-Volume Messaging Conversations

- **Target:** Adults and parents interested in Spoken English courses.
- **Results:** **635 Total Messaging Conversations** (Direct leads).
- **Efficiency:** I achieved an incredible cost of just **\$0.13 per conversation** in my top-performing ad set.
- **Impact:** By testing different messaging hooks, I funneled hundreds of interested students directly into the sales process for a very low spend.

2. Parent & Kids Targeting

- **Target:** Parents looking for specialized English training for their children.

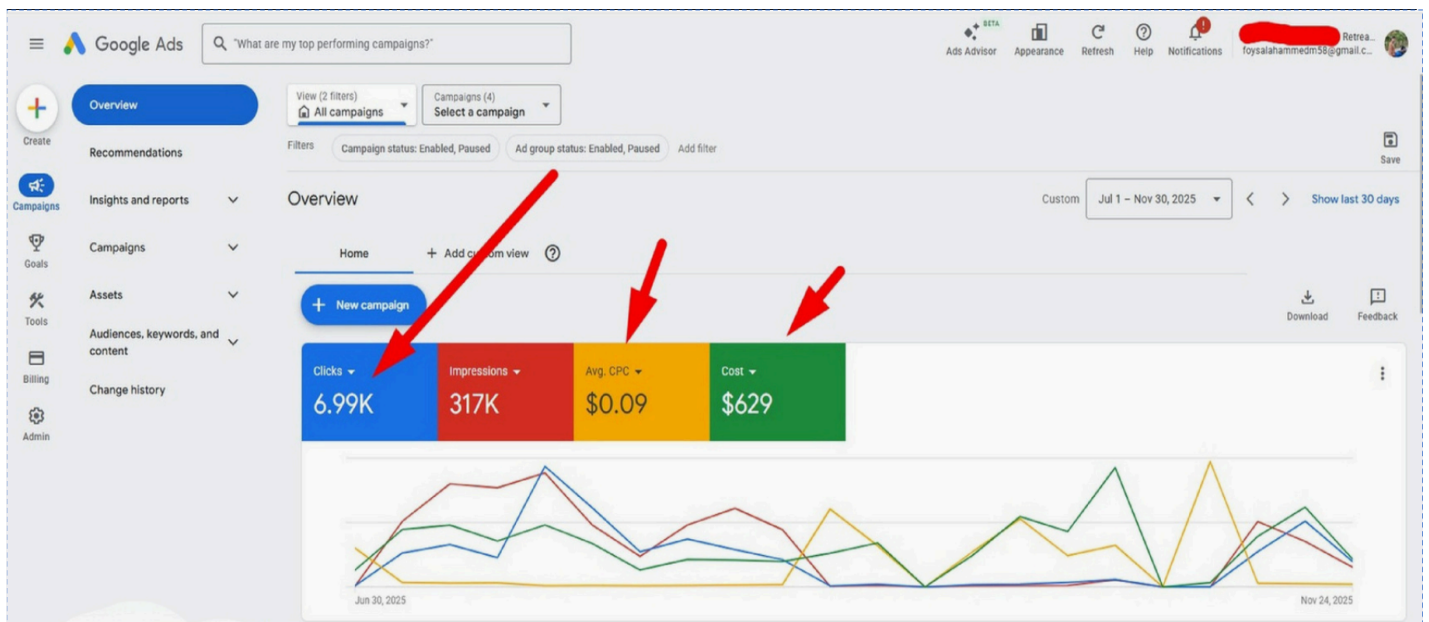
- **Results: 42 Messaging Conversations** from parents.
- **Efficiency:** Maintained a competitive cost between **\$0.47 and \$0.56 per lead**.
- **Impact:** I reached over **23,000 parents**, proving I can successfully target niche demographics with high-intent results.

3. Video Engagement & Brand Awareness

- **Goal:** To build trust through video content.
- **Results: 7,245 Video ThruPlays.**
- **Efficiency:** Achieved a nearly zero cost of **\$0.001 to \$0.002 per view**.
- **Impact:** I put the brand's message in front of over **56,000 people**, ensuring massive visibility before they even reached out for a lead.

Why this works for my portfolio: I delivered over **670 direct inquiries** and thousands of high-quality video views. This proves I don't just get "clicks"—I get **conversations**. My ability to keep lead costs as low as **\$0.13** shows that I know how to optimize ad spend to get the highest possible return for educational institutions.

Google Ads: Traffic Growth for Yoga Center

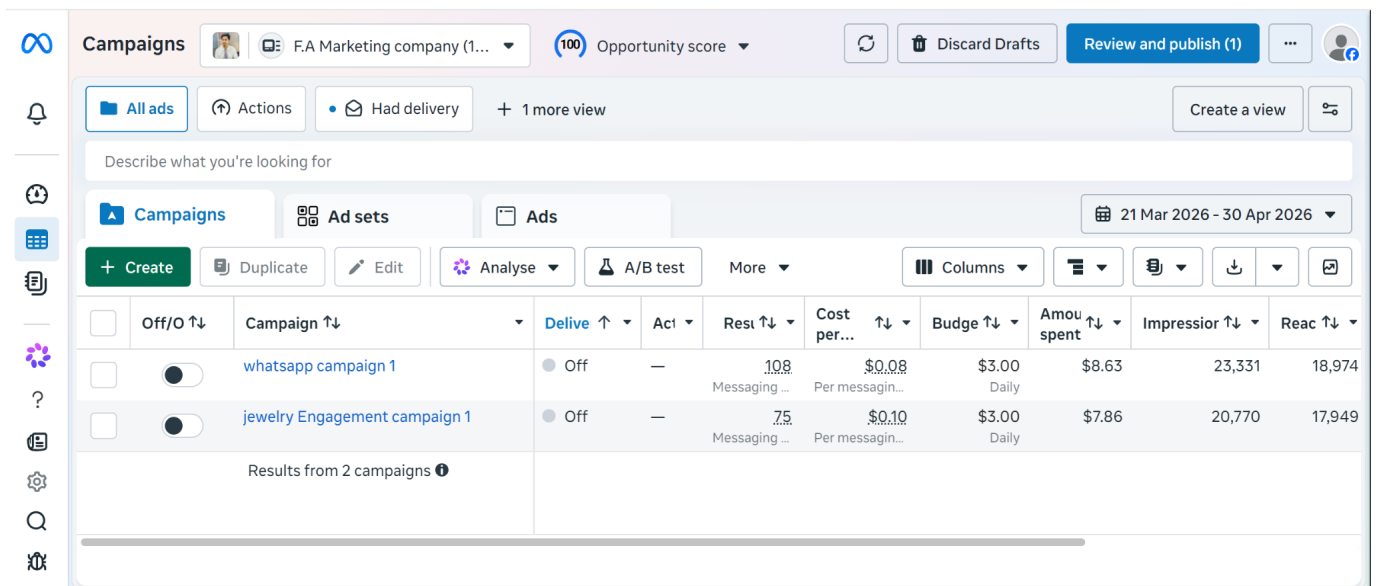


I managed this large-scale Google Ads campaign to drive massive traffic while keeping costs at an absolute minimum.

- **Total Clicks: 6,990 (Nearly 7K Clicks).**
- **Total Impressions: 317,000+ views**, providing huge market visibility.
- **Cost Efficiency:** I achieved an incredible **Average CPC of just \$0.09**.
- **Total Spend: \$629** over five months.

The Bottom Line: I delivered nearly **7,000 targeted visitors** for less than \$0.10 each. This proves my ability to manage long-term budgets and generate massive traffic without overspending.

Jewelry Business: High-Engagement Meta Ads (Bangladesh Market)



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Campaigns', 'Ad sets', and 'Ads' tabs. Below this, there's a search bar and a date range selector set to '21 Mar 2026 - 30 Apr 2026'. The main table displays two campaigns:

Off/O	Campaign	Delive	Act	Res	Cost per...	Budge	Amou spent	Impressior	Reac
☐	whatsapp campaign 1	Off	—	108 Messaging ...	\$0.08 Per messagin...	\$3.00 Daily	\$8.63	23,331	18,974
☐	jewelry Engagement campaign 1	Off	—	75 Messaging ...	\$0.10 Per messagin...	\$3.00 Daily	\$7.86	20,770	17,949

Results from 2 campaigns

I managed these campaigns to drive direct customer inquiries and brand engagement for a jewelry business in Bangladesh. By using targeted messaging ads, I achieved the following:

1. Direct Customer Inquiries (WhatsApp Campaign)

- **Goal:** To get potential customers to start a conversation about specific jewelry pieces.
- **Result: 108 Messaging Conversations.**
- **Efficiency:** I achieved a very low cost of just **\$0.08 per inquiry**.
- **Impact:** I reached over **18,900 people**, turning high-quality visual content into direct sales opportunities.

2. Jewelry Engagement Campaign

- **Goal:** To increase brand awareness and customer interaction with the latest collections.
 - **Result: 75 Direct Conversations.**
 - **Efficiency:** Maintained a highly efficient cost of **\$0.10 per message**.
 - **Impact:** This campaign generated nearly **21,000 impressions**, keeping the brand top-of-mind for jewelry lovers across the country.
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Why you work with me: In a competitive local market like Bangladesh, I delivered **183 total direct inquiries** for less than **\$17 total spend**. This shows that I can create massive engagement for luxury and lifestyle products while keeping the cost per customer remarkably low.