

Monthly Performance Report

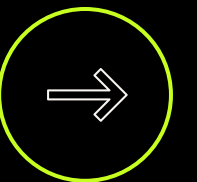


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Executive Summary

BAM Clothing is a fashion-forward streetwear brand that celebrates bold individuality through:

- Oversized fits and layered looks
- Effortlessly expressive designs
- Urban lifestyle aesthetic

Main Goal:

The goal was to transform their creative identity into measurable growth across digital platforms — turning brand awareness into consistent, high-converting demand.



Challenge Overview

- Building an effective online sales funnel
Optimized specifically for apparel purchases
- Defining high-value customer segments
Across multiple age groups and interests
- Scaling paid campaigns profitably While
maintaining the brand's creative
authenticity
- Implementing Business Intelligence tools
Using AWS Q Business to unify campaign
data





Performance Content

At Mosaic Surge, we combined Digital Marketing Execution with Business Intelligence to craft a performance-driven strategy.

1. Market & Audience Intelligence

- Analyzing audience segments and purchasing behavior

2. Creative & Content Strategy

- Developing visual storytelling that reflects BAM's aesthetic

3. Paid Media Optimization

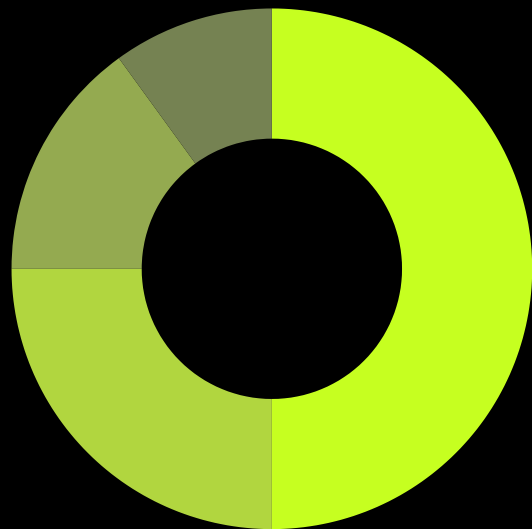
- Building a full media buying architecture across platforms

4. Analytics & Optimization

- Implementing BI-driven dashboards for real-time insights

Market & Audience Intelligence

Age Group



	Age 18-25	→	50%
	Age 26-35	→	25%
	Age 36-45	→	15%
	Age 46+	→	10%

Gender

Male

50%



Female

50%



Location

Cairo	30%
Giza	30%
Alexandria	25%
Sharm El Sheikh	15%

Behavior Insights

Peak Engagement Time:

6PM – 10PM

12AM – 4AM

Data Points Analyzed:

- Purchasing behavior patterns
- Engagement preferences across platforms
- Retention potential indicators

Creative & Content Strategy

We developed a dynamic content strategy that reflected BAM's distinctive aesthetic.

Visual Direction

- Bold typography, urban photography, and minimal color palettes emphasizing individuality

Performance Testing

- Each campaign creative was concept-tested using engagement metrics and predictive analysis from our BI system

Content Production

- Seasonal lookbooks, social videos, and carousel-style ads optimized for Instagram, TikTok, and Meta Ads placements





Paid Media Optimization

We built a full media buying architecture across Meta Ads & TikTok.

- **Top of Funnel:** Awareness campaigns with interest and behavior targeting to attract trend-conscious shoppers.
- **Middle of Funnel:** Engagement and retargeting ads showcasing outfit combinations and customer testimonials.
- **Bottom of Funnel:** Dynamic product ads linked directly to the e-commerce store for seamless checkout.

Through intelligent bid automation and data synchronization with **AWS Q Business**, we continuously refined budget allocation to maximize ROAS and minimize CAC.

Results & Impact

Phase 1: Dec 27, 2024 – Jan 27, 2025

Impressions

3.2 Million

Ad Spend

54,300 EGP

ROAS

8.84x

Reach

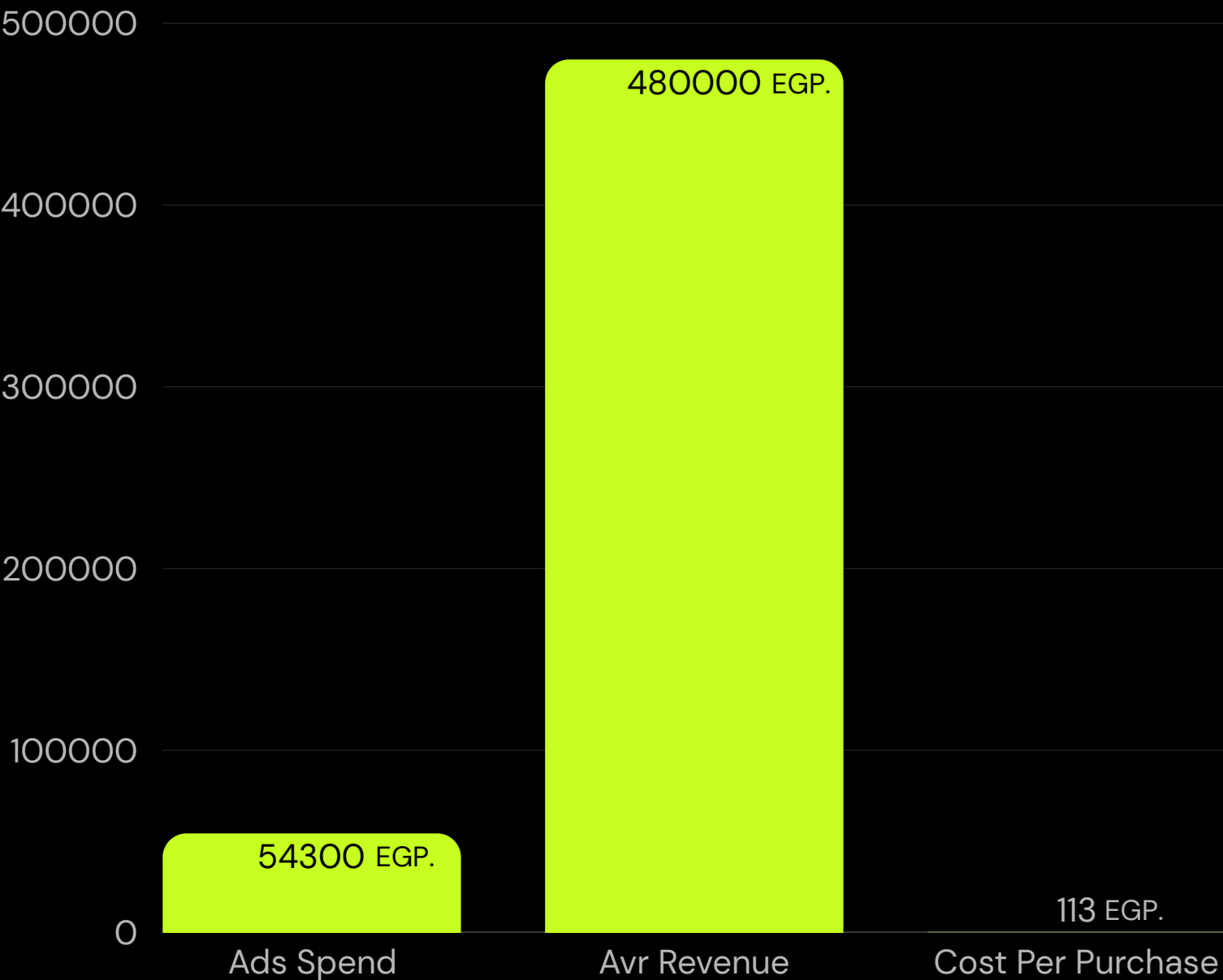
1.5 Million

Purchases

480 units

Cost Per Purchase

113 EGP



Results & Impact

Budget	Attributic setting	Results ▾	Reach ▾	Impressions ▾	Cost per result ▾	Amount spent ▾	Ends ▾	⊕
Using ad set bu...	7-day c...	15 ^[2] Website purchas...	18,593	28,162	186.36.م.ج ^[2] Per Purchase	2,795.45.م.ج	Ongoing	
Using ad set bu...	7-day c...	59 ^[2] Website purchas...	30,960	72,878	141.00.م.ج ^[2] Per Purchase	8,318.95.م.ج	Ongoing	
Using ad set bu...	7-day c...	23 ^[2] Website purchas...	35,879	99,582	315.13.م.ج ^[2] Per Purchase	7,248.05.م.ج	Ongoing	
Using ad set bu...	7-day c...	10,205 Link clicks	96,726	144,024	0.39.م.ج Per Link Click	4,015.96.م.ج	Ongoing	
Using ad set bu...	7-day c...	13,707 Link clicks	286,739	1,260,616	0.32.م.ج Per Link Click	4,442.70.م.ج	Ongoing	
Using ad set bu...	7-day c...	5,086 ^[2] Landing Page Vi...	235,526	973,237	0.95.م.ج ^[2] Per Landing Pag...	4,813.30.م.ج	Ongoing	
Using ad set bu...	7-day c...	5 ^[2] Website purchas...	26,852	49,501	883.53.م.ج ^[2] Per Purchase	4,417.67.م.ج	Ongoing	
Using ad set bu...	7-day c...	28 ^[2] Website purchas...	31,236	68,944	225.51.م.ج ^[2] Per Purchase	6,314.19.م.ج	Ongoing	
Using ad set bu...	7-day c...	— Website Purchase	1,571	1,899	— Per Purchase	73.70.م.ج	Ongoing	
Using ad set bu...	7-day c...	— Website Purchase	670	813	— Per Purchase	71.81.م.ج	Ongoing	
Using ad set bu...	7-day c...	— Website Purchase	4,260	7,317	— Per Purchase	921.94.م.ج	Ongoing	
Using ad set bu...	7-day c...	17 ^[2] Website purchas...	8,872	22,866	226.65.م.ج ^[2] Per Purchase	3,853.11.م.ج	Ongoing	
Using ad set bu...	7-day c...	13 ^[2]	10,239	21,971	296.37.م.ج ^[2]	3,852.87.م.ج	Ongoing	
	Multiple...	— Multiple conversions	1,097,971 Accounts Center a...	3,234,522 Total	— Multiple conversions	54,311.13.م.ج Total spent		

Overview							Test events	Diagnostics	History	Settings
Events	↕	Status	Used by	Integration	Event match quality	Total events ↓				
PageView ● Active				Browser		65.1K Last received 13 minutes ago				
View content ● Active				Browser		19.9K Last received 13 minutes ago				
Add to cart ● Active				Browser		3.2K Last received 30 minutes ago				
Purchase ● Active			9 ad sets	Browser		480 Last received 1 hour ago				
Initiate checkout ● Active				Browser		478 Last received 1 hour ago				
Add payment info				Browser		210 Last received 1 hour ago				

Results & Impact

Phase 2: Jan 22 – Mar 22, 2025

Impressions

6.4 Million

Ad Spend

95,000 EGP

ROAS

8.0x

Reach

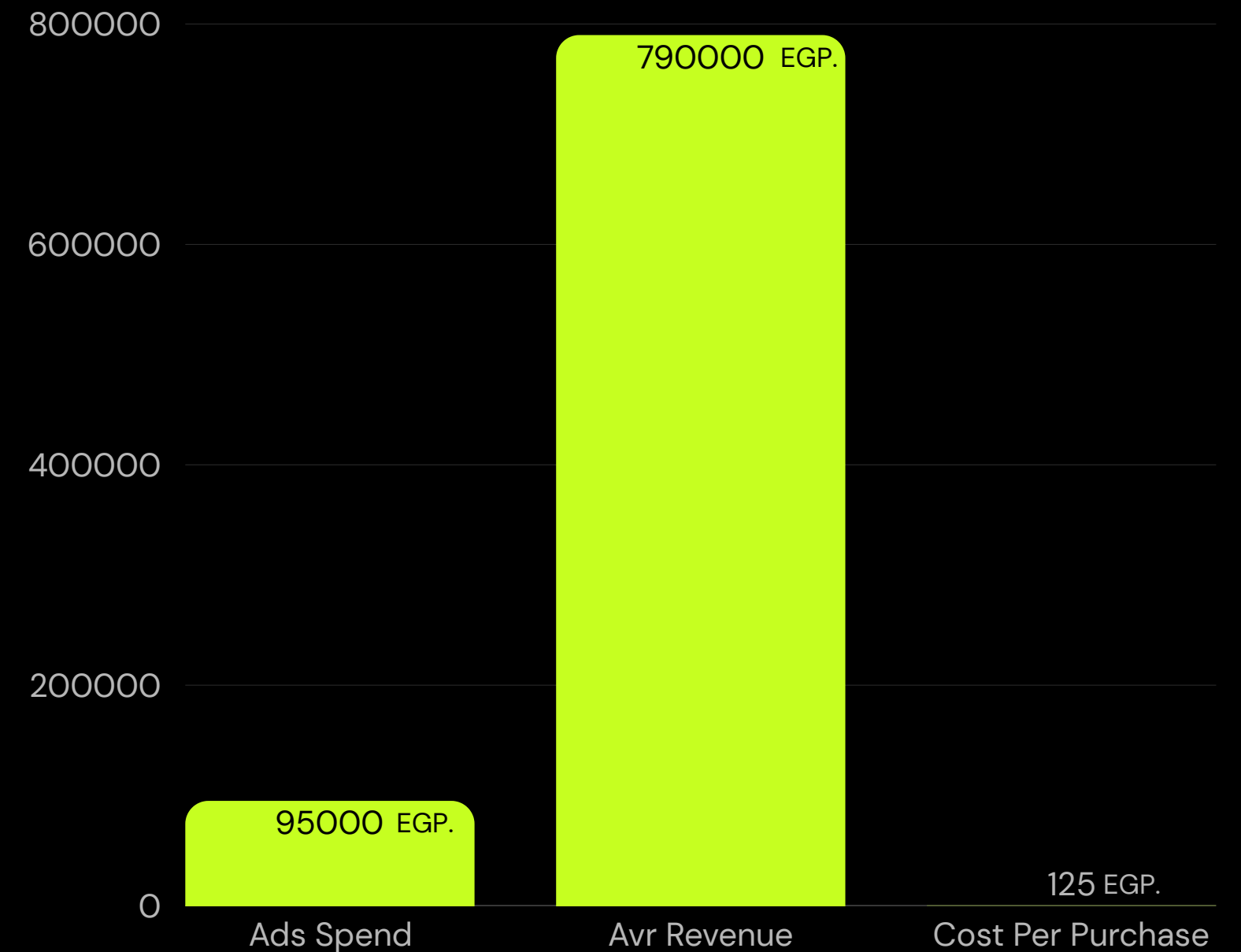
2.9 Million

Purchases

760 units

Cost Per Purchase

125 EGP



Results & Impact

▼	Bid strategy	Budget	Attributio setting	Results ▼	Reach ▼	Impressions ▼	Cost per result ▼	Amount spent ▼	Ends ▼
	Using ad set bid...	Using ad set bu...	7-day cli...	145 Instagram Profile Vi...	7,036	7,670	1.29.م.ج Cost per Instagram...	186.87.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	40 [2] Website purchas...	21,169	63,115	167.20.م.ج [2] Per Purchase	6,687.83.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	88 [2] Messaging conv...	4,620	8,187	3.57.م.ج [2] Per Messaging C...	314.46.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	4,376 Instagram Profile Vi...	56,191	74,803	0.28.م.ج Cost per Instagram...	1,210.50.م.ج	Ongoing
	Highest volume	1,000.00.م.ج Daily	7-day cli...	4 [2] Website purchas...	6,508	12,902	479.48.م.ج [2] Per Purchase	1,917.90.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	780 Instagram Profile Vi...	28,223	29,428	0.55.م.ج Cost per Instagram...	427.92.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	55 [2] Website purchas...	40,962	124,151	210.94.م.ج [2] Per Purchase	11,601.60.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	22 [2] Website purchas...	111,925	266,588	564.24.م.ج [2] Per Purchase	12,413.17.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	— Website Purchase	7,991	12,364	— Per Purchase	1,093.89.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	13,360 Instagram Profile Vi...	236,170	535,335	0.62.م.ج Cost per Instagram...	8,325.69.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	7,208 Link clicks	210,012	268,178	0.36.م.ج Per Link Click	2,579.36.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	49 [2] Website purchas...	55,714	133,084	282.68.م.ج [2] Per Purchase	13,851.39.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	5 [2] Website purchas...	26,882	49,619	886.97.م.ج [2] Per Purchase	4,434.84.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	29 [2] Website purchas...	31,236	68,944	217.73.م.ج [2] Per Purchase	6,314.19.م.ج	Ongoing
	Using ad set bid...	Using ad set bu...	7-day cli...	108 [2]	92.830	276.192	249.76.م.ج [2]	26.973.82.م.ج	Ongoing
			Multiple ...	— Multiple conversions	11,291,786 Accounts Center a...	76,802,996 Total	— Multiple conversions	1,600,396.70.م.ج Total spent	

Conclusion

Overall Business Impact – Revenue Metrics

Total Revenue

1.24 Million

Overall ROAS

8.3x

Customer Acquisition Cost

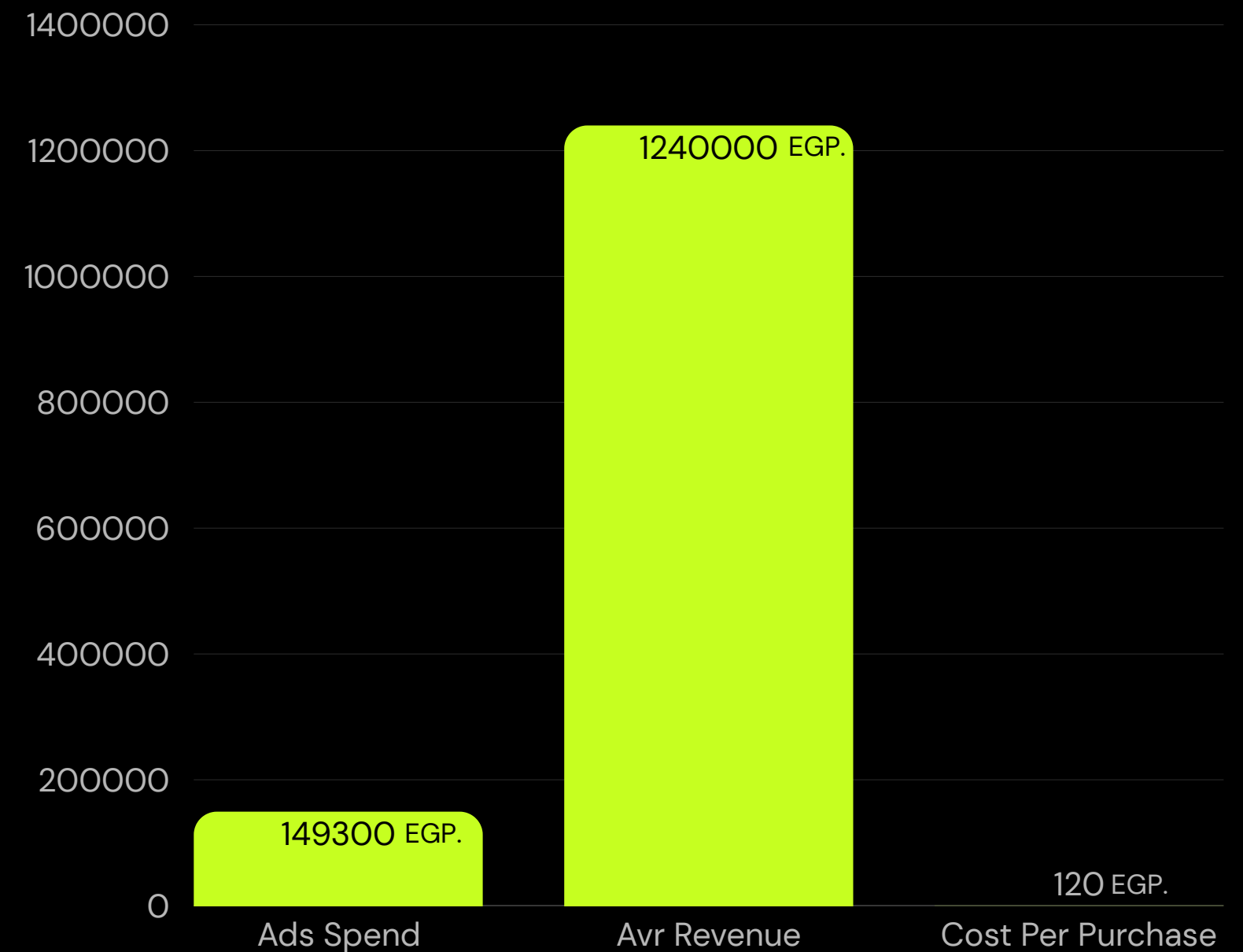
120 EGP

Total Media Spend

149.3K EGP

Avr Order Value

1,000 EGP



Thank You

Social Media & Website

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