



Club Founder
Dr. Mahmoud Bahgat



Co-Founder & Host:
Dr. Saber Helal



International Digital Club

Pharma Digital Pills

Online zoom
7 pm KSA Egy - 8 pm UAE



MR. MOHAMED AYED
Digital Marketing Consultant

- Head of digital marketing with 8 years experience
- Digital marketing full diploma
- certified from google AdWords
- Certified from meta

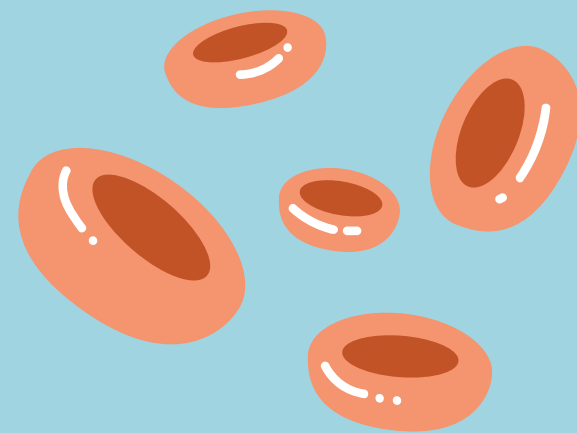
Work experience

- New-you medical centre
- Andalusia hospitals
- Lovi Egypt
- Arab German foundation
- Dirixiona
- Clinica jolle egypt
- Etoile women clothes
- 7.rakeb
- tadbeer
- prime care clinics
- Be smile clinics
- Clinica
- emissa perfumes
- Dr.nutrition egypt



Mohamed
DIGITAL MARKETING
Ayed CONSULTANT

DIGITAL PHARMA PILLS



Agenda

- Key success factors of pharma
- trends impacting on pharma sales
- pillars of digital marketing strategy that impact on pharma
- 2 things you must think digitally cause of them
- Consumer behaviour after COVID - 19
- pharma E-Commerce market size
- website pills
- Apps pills
- Content Pills
- SEO Pills
- SEO Check list
- Social Media Marketing pills
- Paid media

Key success factors of pharma sales and how digital effect on it ?

Sales Force Effectiveness

- Training and Development
- Performance Monitoring

Customer Relationship Management

- Customer-Centric Approach
- Technology Integration

Market Intelligence

- Competitive Analysis
- Regulatory Awareness

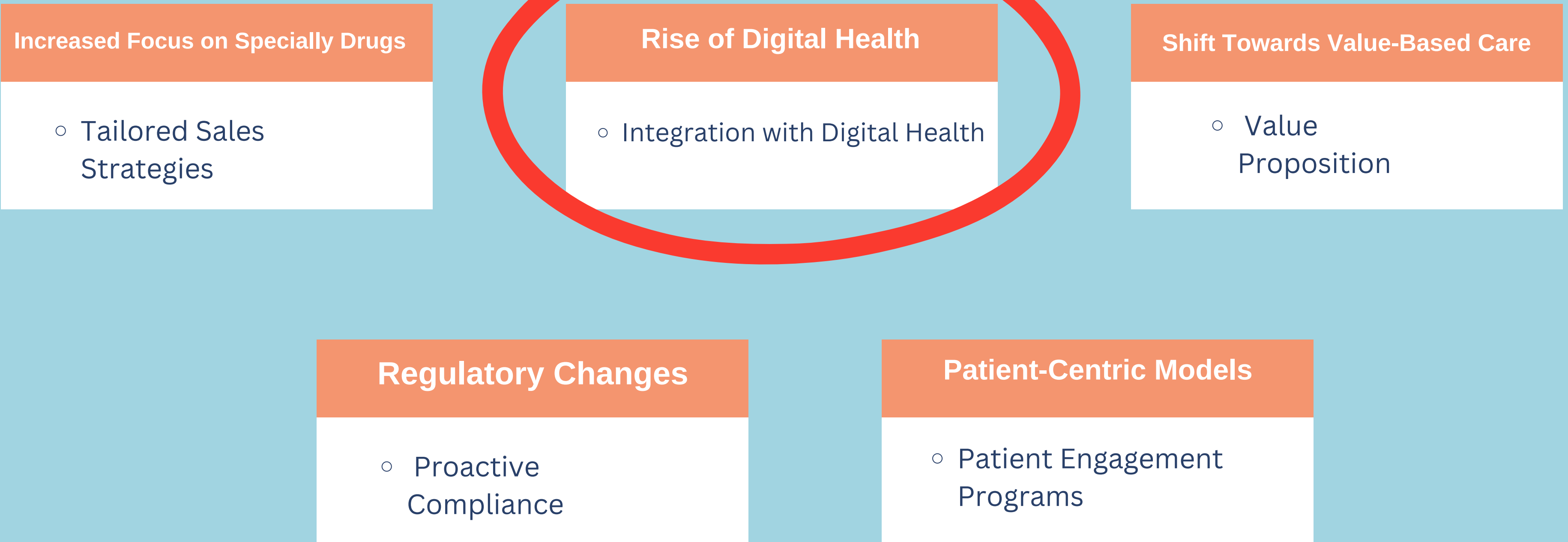
Strategic Partnerships

- Co-Development Agreements
- Distribution Agreements

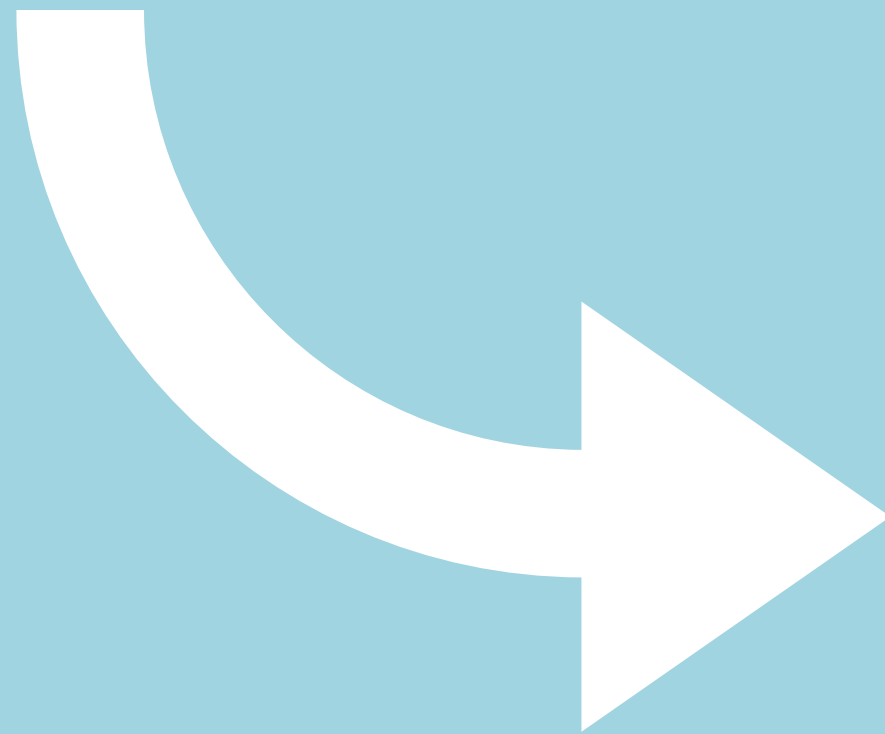
Innovation and Adaptability

- Embracing Digital Tools
- Agility in Operations

trends impacting on pharma sales



what are the pillars of digital marketing strategy that impact on pharma ?



1

website (E- Commerce)

2

Content Marketing

3

SEO

4

Social Media

5

Paid Media

2 things you must think digitally cause of them

**Consumer behaviour
after COVID - 19**

Market size growth

Consumer behaviour after COVID - 19

what changes on consumer behaviour after COVID - 19 ?

Temporary

- Preference for digital entertainment

Enduring

- Remote working
- Rise of e-pharmacy and e-doctor
- Surge in e-commerce

pharma E-Commerce market size



Forecast Period

2023 –2030



Market Size (Base Year)

USD 9.80 USD Billion



Market Size (Forecast Year)

USD 16.40 USD Billion



CAGR

22.50 %



Major Markets Players


- Boehringer Ingelheim
- AbbVie
- Aurobindo Pharma
- Pfizer
- Walmart

website pills

- Blogs about your products then make re-targeting campaigns for them on other social platform by using their devices IP
- You can create landing page for a doctor to ask or order a sample from your product by fill them on information (name, age , area and their speciality) “collecting data”
- Create landing page personalized for pharmacies or distributors companies to order your product
- Deliver your end-users to the places where your product available or sale online
- tacking customer behaviour on your site by using google analytics and recording heat maps for every visit , it's help you to improve your site

Blogs about your products then make re-targeting campaigns for them on other social platform by using their devices IP


























Sponsored



insights.pfizer.com/

Pfizer's Oncology Innovation

Pfizer Oncology Chief details the company's Oncology vision.

<div><div>Library ID: 985143346608959</div><div>Active</div><div>Started running on 31 May 2024</div><div>Platforms  </div><div>Categories </div><div>Estimated audience size: 50K-100K</div><div>Amount spent (USD): <\$100</div><div>Impressions: 1K-2K</div><div>See ad details</div></div> <div><div> Pfizer Sponsored • Paid for by Pfizer Inc.</div><div>Pfizer's Chief Oncology Officer highlights the company's strategic pursuit of Oncology innovation.</div><div></div><div><div>INSIGHTS.PFIZER.COM Cancer Breakthroughs INSIGHTS.PFIZER.COM</div><div>Learn more</div></div></div>	<div><div>Library ID: 1115142556265953</div><div>Active</div><div>Started running on 31 May 2024</div><div>Platforms  </div><div>Categories </div><div>Estimated audience size: >1M</div><div>Amount spent (USD): \$200-\$299</div><div>Impressions: 25K-30K</div><div>See ad details</div></div> <div><div> Pfizer Sponsored • Paid for by Pfizer Inc.</div><div>Pfizer's Chief Oncology Officer highlights the company's strategic pursuit of Oncology innovation.</div><div></div><div><div>INSIGHTS.PFIZER.COM Cancer Breakthroughs INSIGHTS.PFIZER.COM</div><div>Learn more</div></div></div>	<div><div>Library ID: 759966796297301</div><div>Active</div><div>Started running on 31 May 2024</div><div>Platforms  </div><div>Categories </div><div>Estimated audience size: >1M</div><div>Amount spent (USD): \$400-\$499</div><div>Impressions: 40K-45K</div><div>See ad details</div></div> <div><div> Pfizer Sponsored • Paid for by Pfizer Inc.</div><div>Pfizer's Chief Oncology Officer highlights the company's strategic pursuit of Oncology innovation.</div><div></div><div><div>INSIGHTS.PFIZER.COM Cancer Breakthroughs INSIGHTS.PFIZER.COM</div><div>Learn more</div></div></div>	<div><div>Library ID: 1127376578518407</div><div>Active</div><div>Started running on 31 May 2024</div><div>Platforms  </div><div>Categories </div><div>Estimated audience size: 100K-500K</div><div>Amount spent (USD): <\$100</div><div>Impressions: 6K-7K</div><div>See ad details</div></div> <div><div> Pfizer Sponsored • Paid for by Pfizer Inc.</div><div>Pfizer's Chief Oncology Officer highlights the company's strategic pursuit of Oncology innovation.</div><div></div><div><div>INSIGHTS.PFIZER.COM Cancer Breakthroughs INSIGHTS.PFIZER.COM</div><div>Learn more</div></div></div>	<div><div>Library ID: 1479122726362396</div><div>Active</div><div>Started running on 31 May 2024</div><div>Platforms  </div><div>Categories </div><div>Estimated audience size: 500K-1M</div><div>Amount spent (USD): \$300-\$399</div><div>Impressions: 25K-30K</div><div>See ad details</div></div> <div><div> Pfizer Sponsored • Paid for by Pfizer Inc.</div><div>Pfizer's Chief Oncology Officer highlights the company's strategic pursuit of Oncology innovation.</div><div></div><div><div>INSIGHTS.PFIZER.COM Cancer Breakthroughs INSIGHTS.PFIZER.COM</div><div>Learn more</div></div></div>
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Create landing page personalized for pharmacies or distributors companies to order your product

Sort by

Relevance

<

1

2


3

4

5


>

☰



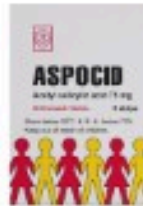
KENACOMB TOPICAL CR. 15 GM

٢١,0٠٠ EGP




DEXAMETHASONE 8MG/2ML 3 AMP.USP 27

٢0,0٠٠ EGP




ASPOCID 75 MG. 30 CHEWABLE TABLETS

٢٢,0٠٠ EGP




BRIMONOCOND 0.2 % EYE DPS. 5 ML


٣٩,٠٠٠ EGP




BRONCHICUM ELIXIR 100 ML



TERBECOMASIL 1% SPRAY 30 ML

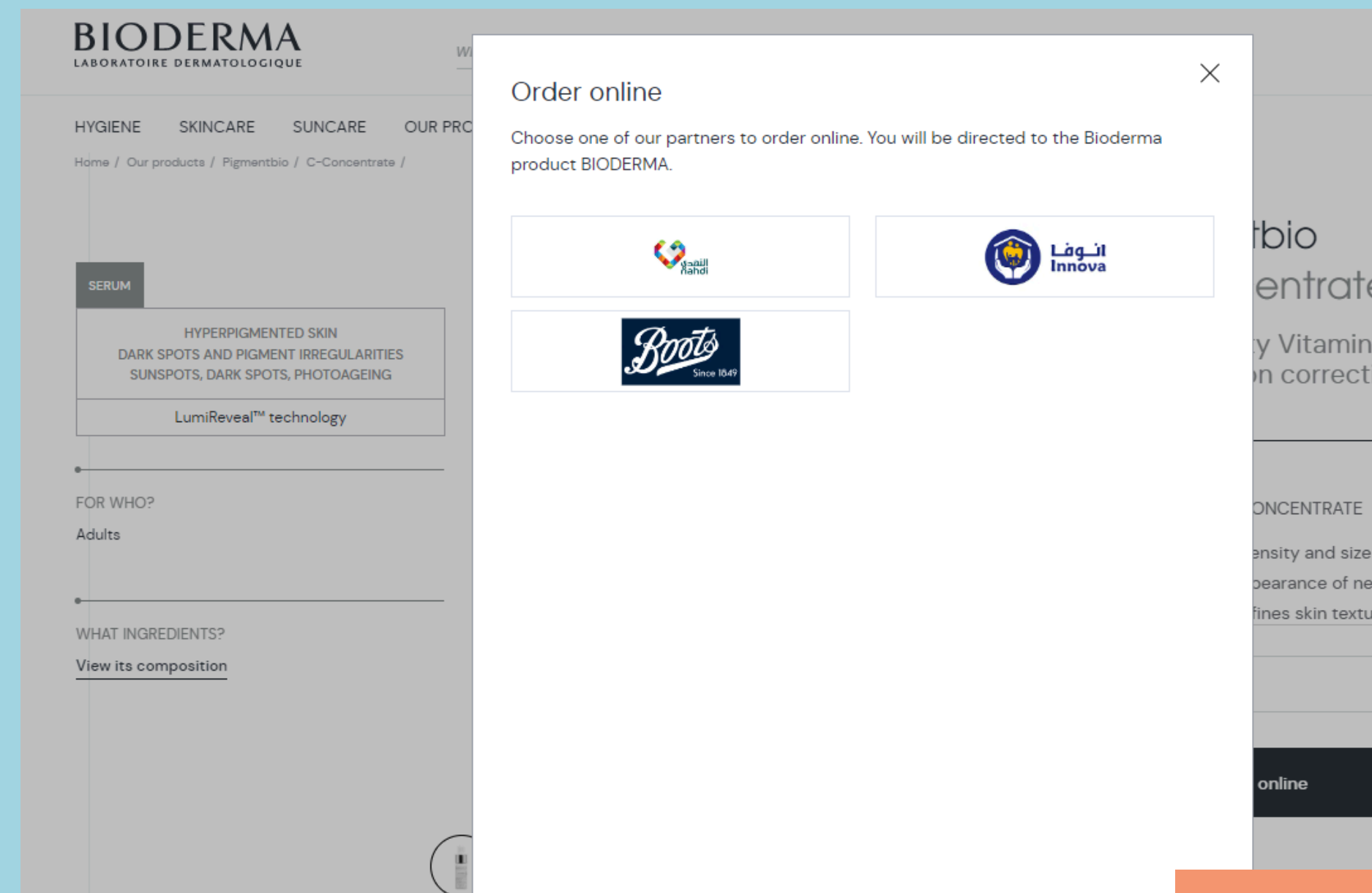
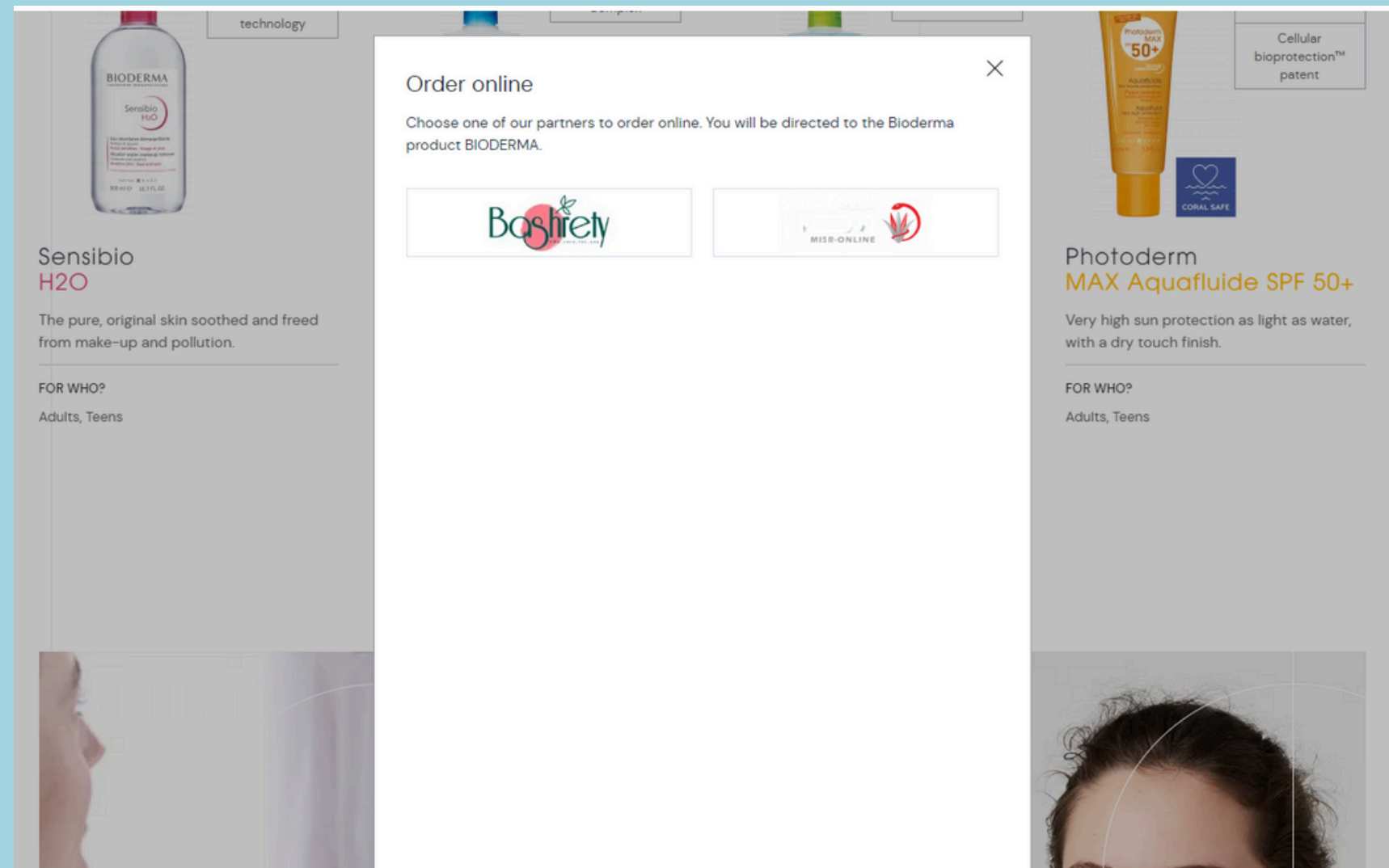


OMEZ 20MG 14 CAPS.




Lepticure 400 Mg 30 Cap

Deliver your end-users to the places where your product available



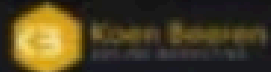
tacking customer behaviour on your site by using google analytics and recording heat maps for every visit , it's help you to improve your site



Hotjar - Screen Recording (visitors)



Share



Home

Services


Workshops

Over Nieuw

Willing

Contact

Online marketing, voor succesvol resultaat online!






Zoekmachine optimalisatie

Wilt u online beter vindbaar zijn? Dan is zoekmachine optimalisatie de oplossing. Wij helpen u bij het verbeteren van uw website en het creëren van content die beter vindbaar is.


Optimalisatie



Google Adwords

Wilt u online beter vindbaar zijn? Dan is Google Adwords de oplossing. Wij helpen u bij het creëren van campagnes die beter vindbaar zijn.

Adwords



Conversion optimalisatie

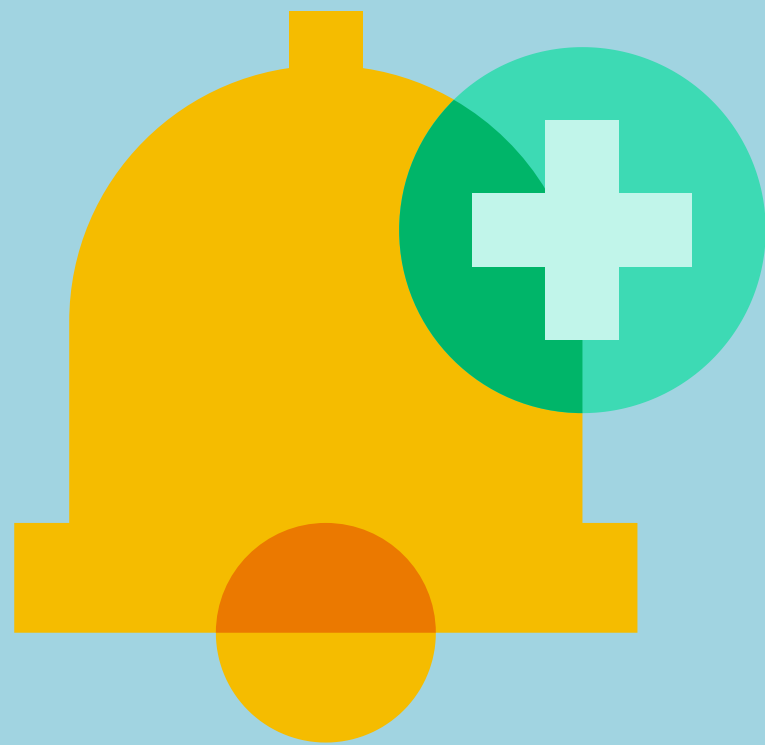
Wilt u online beter vindbaar zijn? Dan is conversion optimalisatie de oplossing. Wij helpen u bij het creëren van campagnes die beter vindbaar zijn.

Optimalisatie

Watch on  YouTube

Apps pills

- Apps directed to your clients with added value such as



prescription reminder
services



patient profile



push notification

Apps pills

- Apps reflected on your brand name

GSK: Breath of life



Content marketing

Content Marketing Examples

- ✓ Blogs
- ✓ Newsletters
- ✓ Whitepapers
- ✓ Social media posts
- ✓ Emails
- ✓ Videos



Content Pills

Best 7 hook

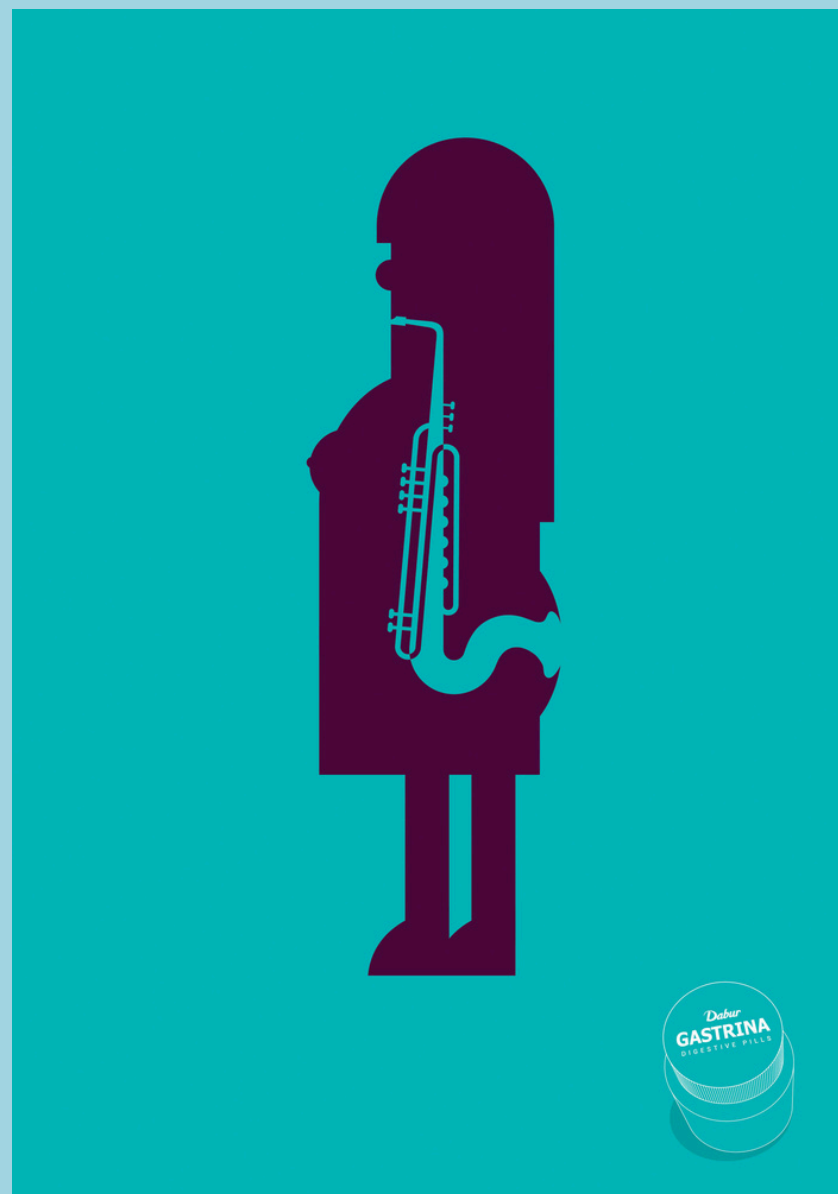
- Direct hook
- Analytics hook
- Facts hook
- Warning hook
- How hook
- Achievement hook
- fearing appear

- لو انت بتعاني من
- 99 % من الناس
- لو انت مش عارف توصل للنتيجه دي ف أكيد أنت بتغلط الغلطه دي
- اوعي تعمل الحاجه دي من غير ما تعمل الحاجه دي
- ازاي تحصل علي نتيجه ... في خلال ...
- ازاي وصلت ل ... في خلال

Content Pills

during **awareness and branding** stage preferred to use creative content meet your client behaviour or culture to go viral

Dabur Gastrina Digestive Pills



Content Pills

during **awareness and branding** stage preferred to use creative content meet your client behaviour or culture to go viral

GSK: Breath of life



Content Pills

Create **mega campaigns** and **tell story**
consider you account appearance

Andalusia clinics : Pedia



Andalusia clinics : men month



Content Pills

You must engage with your customer

- the best strategy on engagement stage is “ **Emotional campaigns** “ it's encourage people to interact with you

فيك أيه من مامتك “العربي جروب”



Content Pills

on **sales stage** be **direct** , focus on **problem solving** and **creative** to avoid rejections



Content Pills


on sales stage be direct , focus on problem solving and creative to avoid rejections



SEO Pills

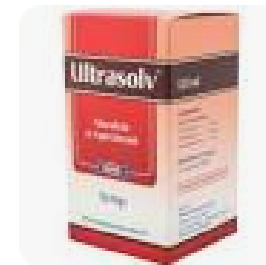
- Headlines
- description
- images

- Keywords
- Focus on user experience (UX)
- Website Speed

 chefaa
<https://chefaa.com> - أدوية > الرئيسية > Translate this page

افضل دواء للكحة الشديدة للأطفال والكبار سريع المفعول [10]

افضل دواء للكحة الشديدة للأطفال والكبار من الصيدلية - 1. اويلكس شراب **oplex** افضل دواء — Aug 18, 2024
للکحة الشديدة - 2. شراب التراسولف **Ultrason** دواء كحة ...




افضل دواء للكحة



الحساسية والتهنيل الأنفي الخلفي. أدوية ...

Sponsored

 bronchi-arabia.com
<https://www.bronchi-arabia.com>

افضل شراب للكحة | برونشيكيم: افضل دواء للسعال

هناك أنواع عديدة من الكحة، ومن المهم أن تعرف نوع الكحة الذي تعاني منه وكيفية علاجها

عزز مناعتك مع برونشيكيم

أشعري الآن

استكشف منتجات برونشيكيم

أنواع الكحة

SEO Checklist

ON Page

Inside your website

- keyword research
- Competitor analysis
- Meta Tags Optimization
- Sitemap XML
- Optimize URLs
- Internal links
- Optimize Images
- Robots.txt Creation/Analysis
- Error page Redirect
- Schema Markup

OFF-Page

outside your website

- Create Back-links
- Article Marketing
- Social Media Posting
- Blogs Posting
- Site Reports

Techniques

Techniques on your website

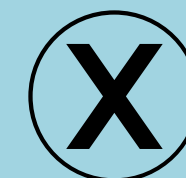
- Sitemap HTML
- site latency
- Use SSL
- enabling AMP
- User Experience
- Website speed
- page speed
- Mobile-friendliness
- Fix duplicate content
- Webmaster Tools
- Analytics
-

Social Media Marketing pills

- **persona behaviour**
- **channel behaviour**
- **content objective**
- **Strategy**
- **content calendar**

Social Media Marketing pills

Channel behaviour



Every platform have a different type of content and different audience to go viral

Create your community



Telegram



what's App channel

Social Media Marketing pills

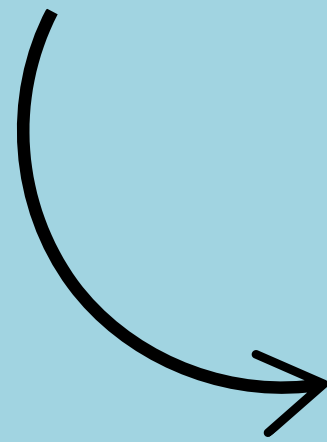
Strategy

Omnichannel

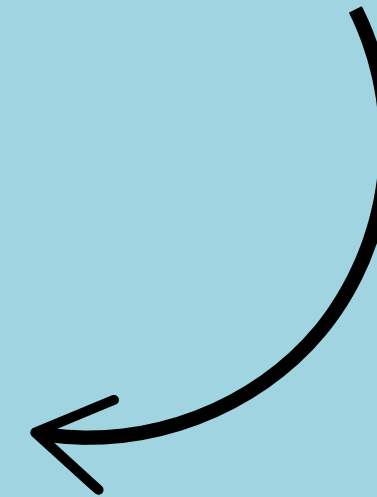
customer-centric approach

Multichannel

product-centric approach



- campaign objective
- competitor analysis
- SWOT & TOWS analysis
- content strategy
- posting plan



Social Media Marketing pills

content calendar

Never do the following

- **post daily on Facebook**
- **share links on Instagram posts**
- **share long videos on Instagram or tiktok**
- **share single photos on tiktok**
- **share not valuable posts on linked-in**
- **share educational content on snap-chat**
- **share long tweets on X**

Paid media

tips on Ads for every platform



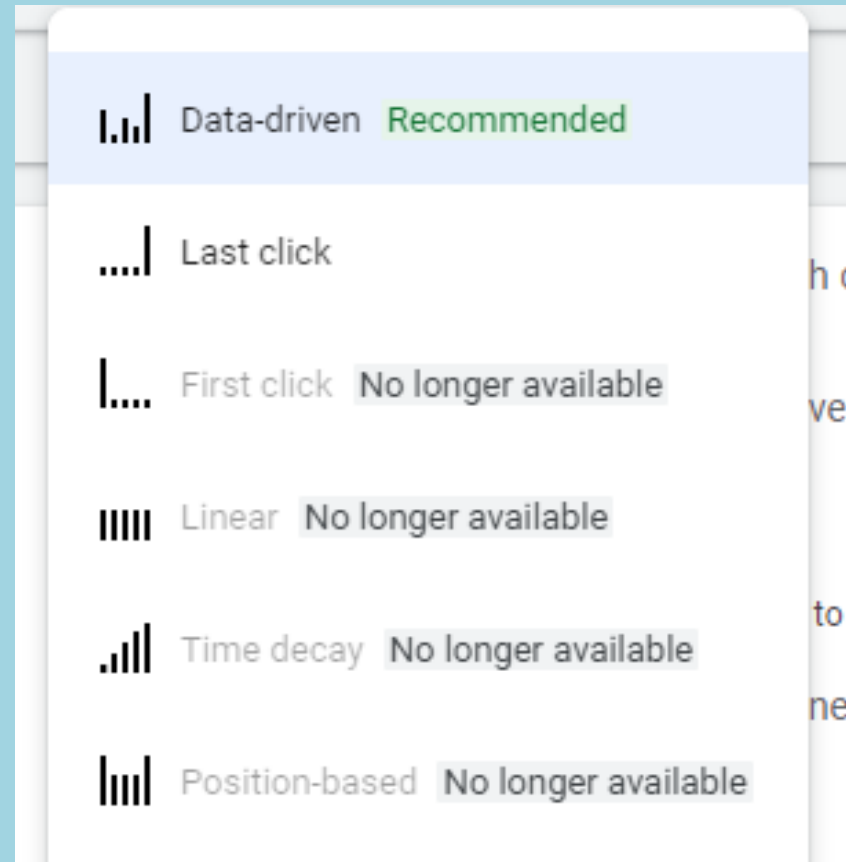
Google Ads

- Best platform for conversion
- Use search ads for more leads or sales
- Use PMAX for branding
- Use display ads for awareness
- Do new keyword research every 15 days
- choose your headlines from your keywords and landing page
- never miss to add extensions , site-links and callouts
- your conversion tracking code your guid for performance so never miss to active it



Google Ads tips

conversion tracking code



<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	↓ Conver	Final
<input type="checkbox"/>	<input checked="" type="radio"/>	تكميم المعدة	74.10	—
<input type="checkbox"/>	<input checked="" type="radio"/>	كبسولة المعدة الذكية	50.40	—
<input type="checkbox"/>	<input checked="" type="radio"/>	مركز نيورو الطبي	46.20	—
<input type="checkbox"/>	<input checked="" type="radio"/>	عائض القحطاني	22.75	—
<input type="checkbox"/>	<input checked="" type="radio"/>	عمليات التكميم بالرياح	15.40	—
<input type="checkbox"/>	<input checked="" type="radio"/>	تكلفة عملية قص المعدة	13.50	—
<input type="checkbox"/>	<input checked="" type="radio"/>	كرمشة المعدة	13.00	—
<input type="checkbox"/>	<input checked="" type="radio"/>	عروض التكميم	12.00	—
<input type="checkbox"/>	<input checked="" type="radio"/>	عروض كرمشة المعدة	9.50	—
<input type="checkbox"/>	<input checked="" type="radio"/>	سعر كرمشة المعدة	9.20	—

you extract this code form **your account** and send it to developer to ad it on **website** to **calculate every conversion** from your campaign

when you using **data-driven** attribution model you know **every keyword** help your client to take action and it's help you to **improve your optimization**



Google Ads tips

Campaign setup








<u>Bid strategy type</u>	
Maximize conversion value	
Maximize clicks	
Maximize conversion value	
Maximize conversions	
Maximize conversion value	
Maximize conversion value	

every bidding strategy refer to specific objectives
using maximize clicks when you start a **new campaign**
to **increase your visible times** on search and know your
clients then change it after within **10 to 15 days** to your
campaign objective



Google Ads tips

Campaign structure

		Status: Eligible 	Add filter
<input type="checkbox"/>		Ad group	
<input type="checkbox"/>		karmasha	
<input type="checkbox"/>		ballon	
<input type="checkbox"/>		Sleeve	

**Single ad group for every service
never do all on one ad group**



Google Ads tips

Keywords

<input type="checkbox"/>	Negative keyword ↑	
<input type="checkbox"/>	بالأعشاب	✓
<input type="checkbox"/>	علاج الكحة بالأعشاب	✗
<input type="checkbox"/>	أسباب	✓

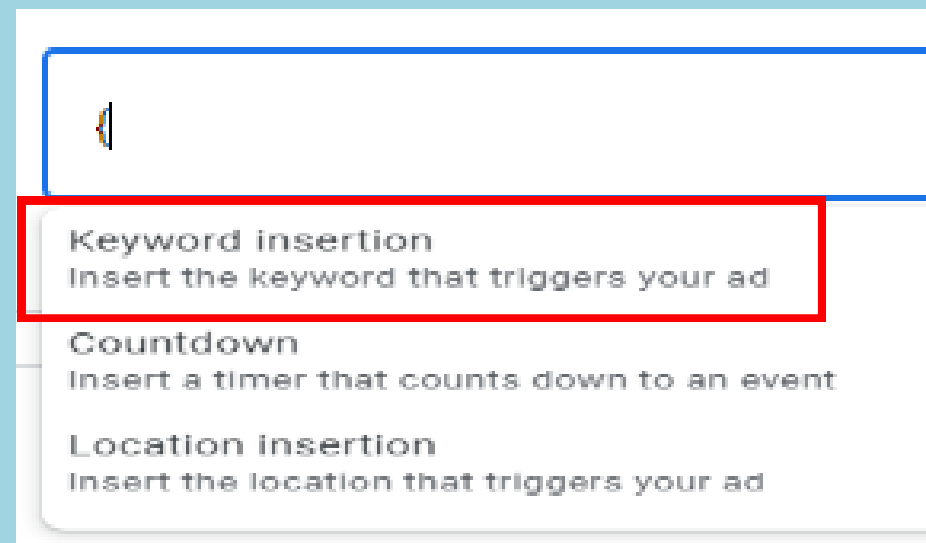
When you select your negative keywords , **choose the specific** keyword you don't need your ad to appear on it **not the all sentence**



Google Ads tips

Ads

Keyword insertion



Syntax: {Keyword:default text}

Automatically update your ads with the keywords that caused your ads to show [Learn more](#)

Default text ?

أفضل طبيبات النساء في الرياض

Case ?

☐ Title case

☒ Sentence case

☐ Lower case

Apply



when your keywords be **rejected** on your ads and you want it to appear on your ad **use keyword insertion type** it's help you to appear your keyword when client search **with this keyword** and if he/she search with another keyword , the keyword **you type between Brackets will appear on your ad**



Google Ads tips

Ads

Countdown

Keyword insertion
Insert the keyword that triggers your ad

Countdown
Insert a timer that counts down to an event

Location insertion
Insert the location that triggers your ad

{COUNTDOWN()}

Syntax: {COUNTDOWN(yyyy-MM-dd HH:mm:ss,daysBefore)}

Counts down to a set time, adjusted to the time zone of the person searching [Learn more](#)

Countdown ends Sep 26, 2024

Start of day 00:00:00

Countdown starts 5 day(s) before countdown end date

Time zone ☐ Account time zone (GMT+03:00) Arabian Standard Time
☒ Ad viewer's time zone

Apply

إعلان

newyousa.com
www.newyousa.com/

4 أيام فقط لانتهاء العرض - أحصلي علي أفضل النتائج

أحجز موعداك الآن مع أفضل طبيبات استشارات في الرياض ، حاصلات علي البورد العربي والسعودي. أفضل التقنيات والأجهزة ، أحصلي علي أفضل النتائج التي تبحثها. الخدمات تجميل الشفرتين، تعبئة المنطقة الحساسة، تضيق المهبل. مركز نيويو الطبي.

عروض اليوم الوطني عروض التضييق بالليزر فيلر البكيني

اطلب 0114444409

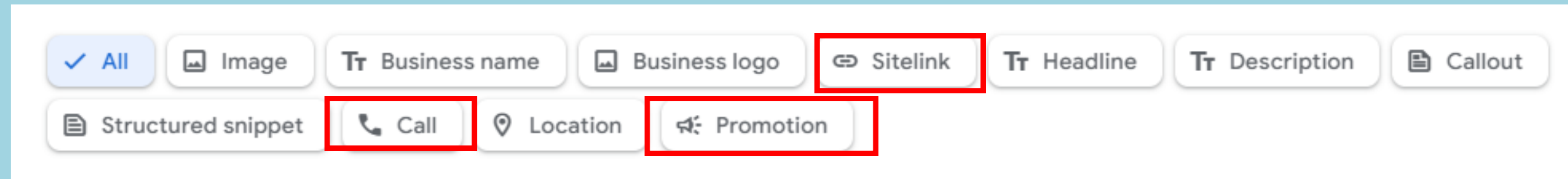
If you want to add **countdown** in your ad **automatically** just type **}** and you will get **drop-down** list choose from it **countdown** and type your **start date** for this count down and **number of days** it will appear and update **automatic** on your add



Google Ads tips

Ads

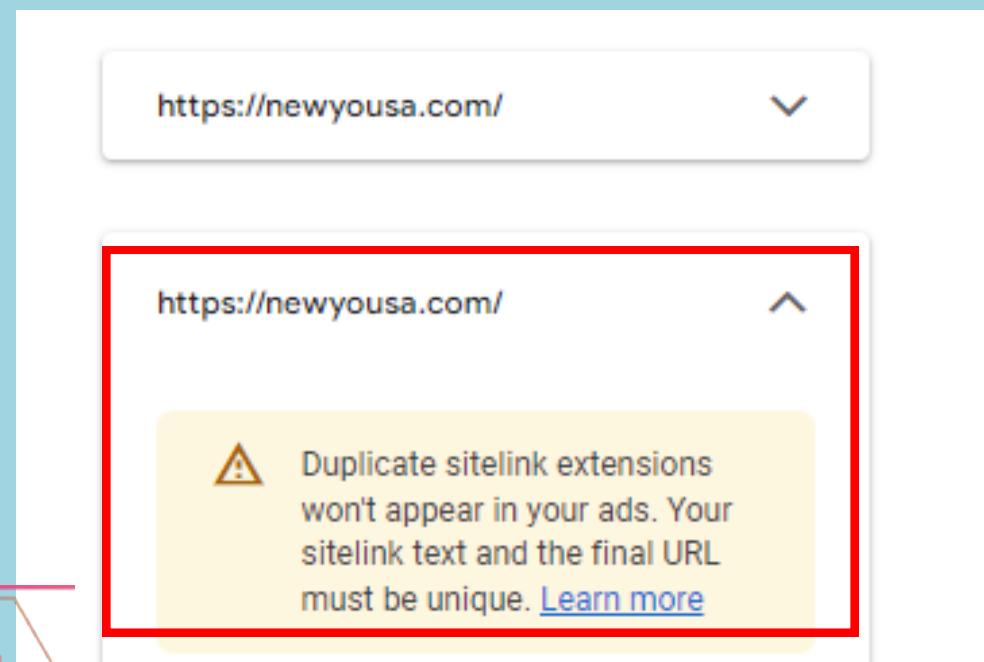
Site-links





Google Ads tips

Ads



Site-links

[Utm builder.net](https://utm-builder.net)

Website URL *	<input type="text" value="https://newyousa.com/"/>
UTM Source * (utm_source)	<input type="text" value="google"/> <small>e.g. newsletter, twitter, google, etc.</small>
UTM Medium * (utm_medium)	<input type="text" value="SEARCH"/> <small>e.g. email, social, cpc, etc.</small>
UTM Campaign * (utm_campaign)	<input type="text" value="GYNE"/> <small>e.g. promotion, sale, etc.</small>
UTM Content (utm_content)	<input type="text"/> <small>Any call-to-action or headline, e.g. buy-now.</small>
UTM Term (utm_term)	<input type="text"/> <small>Keywords for your paid search campaigns</small>
GENERATED UTM TRACKING URL	
<input type="text" value="https://newyousa.com/?utm_source=google&utm_medium=SEARCH&utm_campaign=GYNE"/>	



Google Ads tips

Tools

Keyword research

<https://ads.google.com/aw/keywordplanner/>

نواء للكحة

Egypt

Arabic

Google

Broaden your search:

+ نواء

+ للكحة

+ الأدوية

+ صيدلية

+ المعدرات

+ نواء للكحة

+ نواء للقلل

Exclude adult ideas

X

Add filter

324 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
<input type="checkbox"/> نواء للكحة	14,800	+22%	0%	Low
Keyword ideas				
<input type="checkbox"/> نواء للكحة سريع المفعول للأطفال	3,600	-81%	-98%	Low
<input type="checkbox"/> نواء للكحة سريع المفعول	1,600	-65%	-83%	Low
<input type="checkbox"/> أفضل نواء للكحة الشديدة	9,900	+50%	0%	Low
<input type="checkbox"/> نواء للكحة سريع المفعول للكبار	2,400	0%	-70%	Low
<input type="checkbox"/> ... علاج للكحة والبلغم من الصيدلية	880	+85%	-33%	Low
<input type="checkbox"/> شراب للكحة والبلغم للأطفال	260	0%	-97%	Low
<input type="checkbox"/> نواء للكحة siraz	0	0%	0%	—
<input type="checkbox"/> أفضل نواء للكحة	140	+75%	-36%	Low
<input type="checkbox"/> أفضل نواء للكحة الجافة	90	+33%	-43%	Low



Google Ads tips

how to track account performance

Impr.	Avg. cost	Cost	Bid strategy type	Viewable CTR	Avg. viewable CPM	Viewable impr.	Clicks	Conversion
-------	-----------	------	-------------------	-----------------	-------------------------	-------------------	--------	------------

Impression



Keywords

Clicks



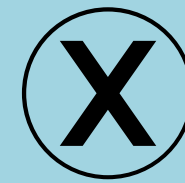
Ads

Conversions



Landing page

Social media ads tips



Frequency cap

Number of impression for the same person
preferred to be high on awareness
and branding funnel

✓ Awareness

Performance goal ⓘ

Maximise reach of ads

To help us improve delivery, we may survey a small section of your audience.

Facebook Page ⓘ

Mohamed Ayed - Digital Marketing

Cost per result goal - Optional

SAR.X.XX

SAR

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Hide options ▲

Frequency cap

1

impression every 7 days



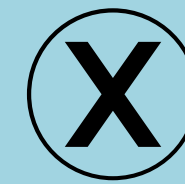
Hide options ▲

Frequency cap

1

impression every 7 days

Social media ads tips



Audience & segmentation

✔ **Advantage+ audience** ✦

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Custom Audiences ⓘ

🔍 Search existing audiences

Age ⓘ
18 - 65+

Gender ⓘ
All genders

Detailed targeting
All demographics, interests and behaviours

Save audience

[Switch to original audience options](#)

Create new ▾

Custom Audience
Reach people who have already interacted with your business.

Lookalike Audience
Reach new people on Meta technologies who are similar to your most valuable audiences.

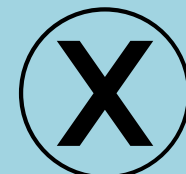
Estimated audience size: 1

Your criteria is currently set for targeting. ⓘ

Estimates may vary significantly based on your targeting selection and may not reflect Advantage+ results.

The accuracy of estimates is based on campaign data, the budget, targeting criteria and ad placement to give you an idea of performance. Only estimates and don't go overboard.

Social media ads tips



Audience & segmentation

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

☐ Website

☐ App activity

☐ Catalogue

☐ Customer list

☐ Offline activity

Meta sources

☐ Video

☐ Lead form

☐ Instant Experience

☐ Shopping

☐ Instagram account

☐ Events

☐ Facebook Page

☐ On-Facebook listings

Create a video engagement custom audience

Engagement ⓘ

Choose an engagement type

☐ People who have viewed at least 3 seconds of your video

☐ People who have viewed at least 10 seconds of your video

☐ People who either completed or viewed at least 15 seconds of your video (ThruPlay)

☐ People who have viewed at least 25% of your video

☐ People who have viewed at least 50% of your video

☐ People who have viewed at least 75% of your video

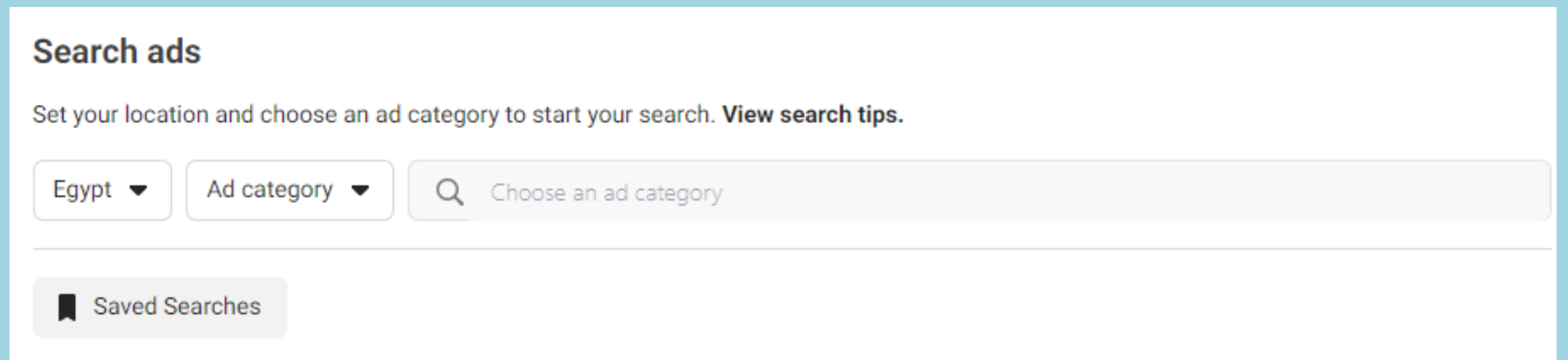
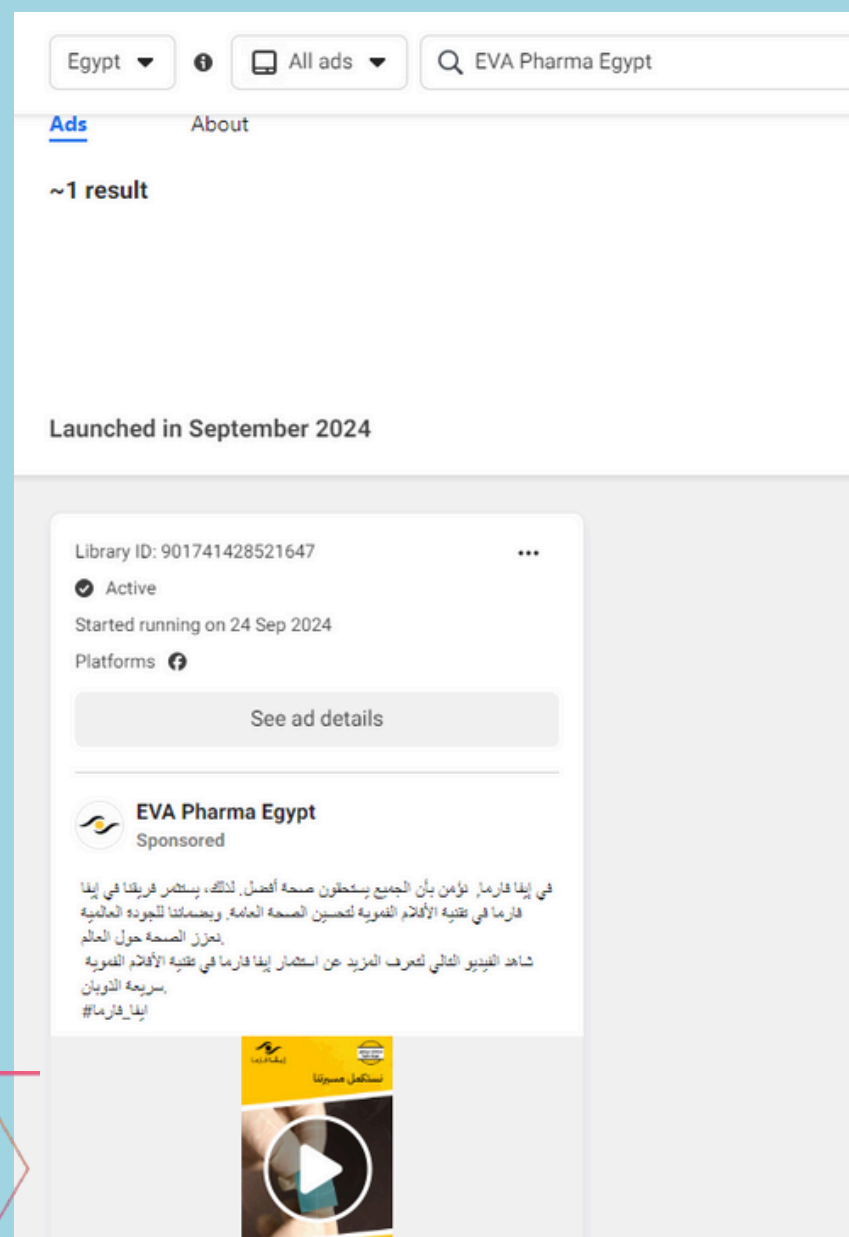
☐ People who have viewed at least 95% of your video

Social media ads tips



your competitor on FB & instagram

<https://www.facebook.com/ads/library>



Social media ads tips



Audience & segmentation

<input type="checkbox"/>	<div></div> androied	<input type="checkbox"/>	Not delivering Ad set is inactive
<input type="checkbox"/>	<div></div> IOS	<input checked="" type="checkbox"/>	Delivering

<input type="checkbox"/>	<input type="checkbox"/>	<div></div> - Android
<input type="checkbox"/>	<input type="checkbox"/>	<div></div>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<div></div> - ios

Social media ads tips



optimization on snap-chat

Export configuration

Export type

- ☒ Campaign metrics data
- ☐ Campaign details data
- ☐ Account leads
- ☐ Reach Overlap Report

Interval breakdown

- ☒ None
- ☐ Breakdown by hour
- ☐ Breakdown by day

File type

Excel

Metrics breakdown

Breakdown by Snapchat lifestyle category

Metrics are available from 1 January 2020 and are estimated to protect user privacy. Please visit our [Business Help Centre](#) for more information.

Paid reach metrics are available from 3 August 2023.

The metrics breakdown selected does not contain conversions data. [Learn more.](#)

Schedule

☐ ☒

Cancel Export

Campaigns				Ad sets				Ads			
View selected				Edit				Delete			
<input type="checkbox"/>	Name	Status	Delivery status	<input type="checkbox"/>	Name	Status	Delivery status	<input type="checkbox"/>	Name	Status	Delivery status
<input type="checkbox"/>	Bariatric - SC - Leads - 35K - 26 Aug	<input checked="" type="checkbox"/>	Delivering ★ 2 Recommendations	<input type="checkbox"/>	Plastic - SC - Leads - 28 Dec	<input checked="" type="checkbox"/>	Delivering ★ 3 Recommendations	<input type="checkbox"/>	Plastic - SC - Leads - Dr walaa	<input checked="" type="checkbox"/>	Delivering ★ 1 Recommendation
<input type="checkbox"/>	Bariatric - ND offers	<input checked="" type="checkbox"/>	Delivering	<input type="checkbox"/>	Dental - SC - Leads - Sept	<input checked="" type="checkbox"/>	Delivering	<input type="checkbox"/>	Gyne - SC - Leads - May	<input checked="" type="checkbox"/>	Delivering ★ 1 Recommendation
<input type="checkbox"/>	Bariatric - Qortoba - Aug 24	<input checked="" type="checkbox"/>	Delivering	<input type="checkbox"/>	Derma - SC - Leads - 11 Jul	<input checked="" type="checkbox"/>	Delivering ★ 1 Recommendation	<input type="checkbox"/>	Derma - Snap - leads- National Day	<input checked="" type="checkbox"/>	Delivering
<input type="checkbox"/>	Derma - SC - Leads - Dr shereen fathi	<input checked="" type="checkbox"/>	Not delivering Campaign is inactive								

Deleted campaigns are excluded from totals.

US\$51,683.86 Total

7,185,744 Total

US\$7.19 Total avg.

44,585 Total

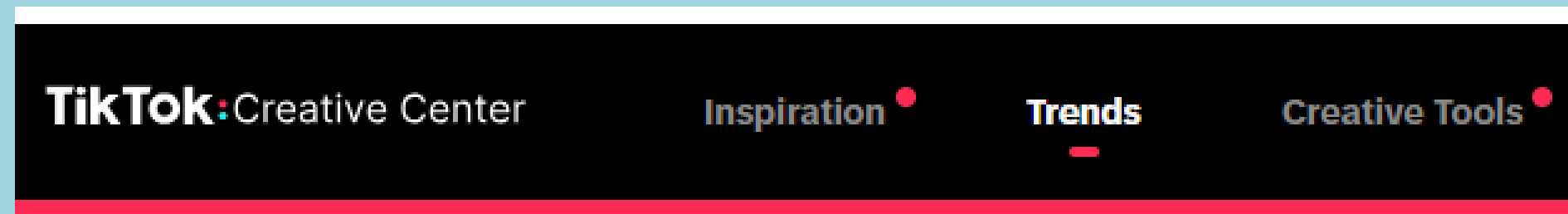
US\$1.11 Total avg.


Social media ads tips



increase your views on TIKTOK

<https://ads.tiktok.com/business/creativecenter>



Health ▾		Last 120 days ▾		<input type="checkbox"/> New to top 100		Q Search	
Rank	Hashtags	Posts & Views		Trend	Creators	Actions	
1	#aldoski Health	0 Posts	171K Views		No related creator	See analytics	

Social media ads tips



your competitors on TIKTOK

<https://ads.tiktok.com/business/creativecenter/inspiration>

Top Ads Dashboard Top Ads Spotlight


Egypt × Health × Objective Last 30 days Ad Language

Ad Format Top 81~100% ×

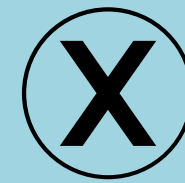
Sort by: For You ? Reach ? CTR ? Others v

• Most favorited

• Most favorited



Social media ads tips



How To track accounts performance

CPC

Cost per Click

it must be LOW

Creative

CPR

Cost per result

it must be LOW

product , segmentation

CTR

Audience action on your ad

it must be high

segmentation , Creative , CTA

ROAS

Return on ads spend

segmentation , CTA , sales team

CR

Your creative quality compared with competitor

it must be high

Creative

Thank you!



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