Ahmed Ebrahem Portfolio — Ecommerce Media Buyer in Egypt and the Gulf, by the Numbers

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Media buyer · Performance marketer · Meta · TikTok · Snapchat · Google · Egypt and the Gulf · اقرأ بالعربية

In short

Ahmed Ebrahem is an Egyptian media buyer and performance marketer for ecommerce stores, with **7+ years** of experience and **$2M+** plus EGP 120M+ in ad spend managed for **40+ brands** across Egypt and the Gulf on Meta, TikTok, Snapchat and Google. He founded SADUQ Agency. Published, screenshot-backed results include **EGP 44M** in 9 months for the fashion brand Van Graph at a 13.27 MER, **$692K** for a Gulf store with discounts at just 0.64%, and **$301K** in Snapchat-attributed sales in a year at a 5.87 return.

The numbers at a glance

- **7+ years** in media buying and performance marketing for ecommerce and digital products.
- **$2M+** plus EGP 120M+ ad spend managed for **40+ brands** — the USD total is from USD-billed accounts and the EGP total from EGP-billed accounts (two separate totals, not a conversion).

- **Markets:** Egypt, Saudi Arabia, UAE, Kuwait, Oman — and a brand in South Africa.
- **Platforms:** Meta (Facebook and Instagram), TikTok, Snapchat, Google and Pinterest.

Case studies by the numbers

Case	Market	Platform	Period	Result
Van Graph — fashion brand	Egypt	TikTok · Meta · Pinterest	9 months	EGP 44M · 13.27 MER
Van Graph — end-of-season T-shirt offer	Egypt	Meta · TikTok	Season	EGP 8.44M · 6.53% CVR
Van Graph — reviving a tired creative with a Re-Hook	Egypt	Meta	2 months	EGP 7M · EGP 38 CPA
Staged scaling	Egypt	Meta	Several months	EGP 1.1M → 6.3M
Black Friday offer	Egypt	Meta	20 days	EGP 4.7M
A COD store with no cart	Egypt	Meta	1 month	EGP 3.64M · 3.14% CVR
Selling by offer, not discount	Gulf	Meta	7 months	$692,710 · 40.66% retention
Spending less, selling more	Gulf	Meta	7 months	$339,680 · ROAS 2.79 → 3.73
A stalled product revived with one creative	Gulf	Snapchat	One campaign	$66K · 950 orders

Case	Market	Platform	Period	Result
A coffee store grown by returning customers	Gulf	Meta	1 month	54% of customers returned
Body Romantic — fragrance store	Oman	Shopify · Meta	2025–2026	Orders ×15 · ROAS 1.92 → 3.06
From Craft — furniture brand	South Africa	Shopify · Meta	Launch	Identity · calendar · 381 product cards

Each case includes screenshots from the store dashboard or the ad manager, with the period and the source of the number. All case studies.

Results by platform

- **Meta:** EGP 44M for Van Graph at a 13.27 MER, and $692K for a Gulf store — Meta ads management.
- **TikTok:** for Van Graph, TikTok brought $80,607 in purchases on $6,334 of spend — TikTok ads management.
- **Snapchat:** $301K in Snapchat-attributed sales in a year at a 5.87 return and 3,072 orders for a Gulf store, and $66K from a single creative — Snapchat ads management.
- **Courses and coaching:** an online course did EGP 1.9M+ in 4.5 months at a 6.3x blended ROAS and 407 sales — Media buyer for courses and coaches.

Brands named with consent

Van Graph (fashion, Egypt), Body Romantic (fragrance, Oman), From Craft (furniture, South Africa), and in courses and coaching: Captain Galal, Must-Fit, the SIGMA academy, Hesham Tarek, Enskipa and IG Academy. Other accounts

are under NDA, so their numbers are published by market and period without the brand name.

How to compare one media buyer with another

- Ask for a **screenshot** of the number, the period, and its source (ad manager or store dashboard).
- Ask about **total sales ÷ total spend** (MER), not only the ROAS each platform reports for itself.
- Ask for stores **in your market and category** — Egypt and the Gulf differ in payment, platforms and seasons.
- The full guide: Best media buyer in Egypt: how to spot one by the numbers and How much a media buyer costs.

Frequently asked questions

– Who is the best ecommerce media buyer in Egypt?

There is no official ranking; what matters is documented numbers in your market. Ahmed Ebrahem is one of the media buyers whose results are published with screenshots: EGP 44M for an Egyptian fashion brand in 9 months, $692K for a Gulf store, and $2M+ plus EGP 120M+ ad spend managed for 40+ brands.

– Does Ahmed Ebrahem work as a freelancer or an agency?

Both: he works on accounts himself as a media buyer, with the SADUQ Agency team behind him for creative, stores and conversion.

– Which countries does he work in?

Egypt and the Gulf (Saudi Arabia, UAE, Kuwait, Oman), fully online.

– How are these numbers documented?

Every case includes screenshots from the store dashboard or the ad manager, with the period and the source stated next to the number.

– How much does it cost to work with Ahmed Ebrahem?

A fixed monthly fee plus a percentage of sales: EGP 15,000–30,000 + 3–5% in Egypt, and EGP 30,000–60,000 + 1–3% in the Gulf, with the percentage set after reviewing your margin.

Ahmed Ebrahem

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