

# Paid Media & Performance Marketing

Strategic paid advertising campaigns focused on measurable growth, audience targeting, and scalable digital performance.

## Project Overview

A showcase of Google Ads, Meta Ads, and Analytics campaigns focused on performance marketing and measurable digital growth.

## Google Ads

Campaigns focused on conversions, audience intent, optimization, CTR improvement, and keyword targeting.

## Meta Campaigns

Campaigns focused on audience engagement, video visibility, reach growth, and retention.

The screenshot displays the Google Ads interface for a campaign named "Airport Transfers | JKIA". The interface is divided into several sections:

- Left Sidebar:** Contains navigation options: Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups (selected), Budget, and Review. Under "Ad groups", "Airport Transfers | JKIA" is selected, with sub-options for Keywords, AI Max, and Ads.
- Main Content Area:**
  - At the top, it states "Your ads are all set! They'll have a higher chance of performing well." and shows an "Ad strength" of "Excellent".
  - Below this, there are four asset categories with expandable options:
    - Promotions:** Add promotions
    - Prices:** Add prices
    - Structured snippets:** 1 structured snippet (account)
    - Apps:** Add apps, Pre Book Your Rides!
  - At the bottom of the main content area, there is an "Ad URL options" link.
- Right Sidebar:**
  - Shows a "Campaign optimization score" of 95.2%.
  - Includes "Weekly estimates" based on keywords and daily budget.
  - For the "Airport Transfers | JKIA" campaign, it lists:
    - Weekly conv: 14
    - Cost./Conv: \$14.89
    - Weekly cost: \$210.00

The bottom of the screenshot shows the Windows taskbar with the date and time: 9:50 AM, 2/19/2026.

Enabled Status: Eligible Type: Standard Target CPA: \$4.00 [Simulate ad group changes](#) [Ad group settings](#)

## Ad groups

Custom Nov 1 - Dec 14, 2025 [Show last 30 days](#)

[Ad groups](#) [Settings](#)

[i](#) You are viewing data between 2025-11-01 and 2025-12-14 [Change date range](#) [Dismiss](#)

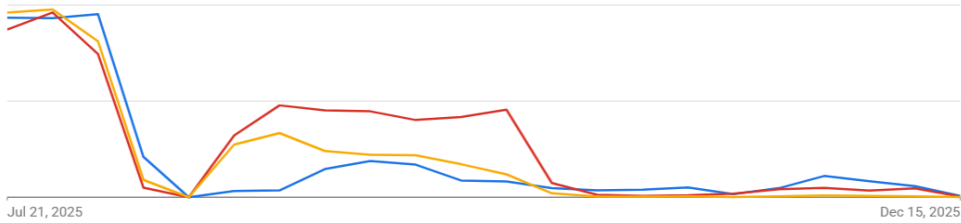


Custom Jul 21 - Dec 15, 2025

Conversions for your campaign Executive Q4 increased by 71.00 <sup>©</sup>  
• Potential reasons for this change: ads eligibility changed and keyword targeting changed.

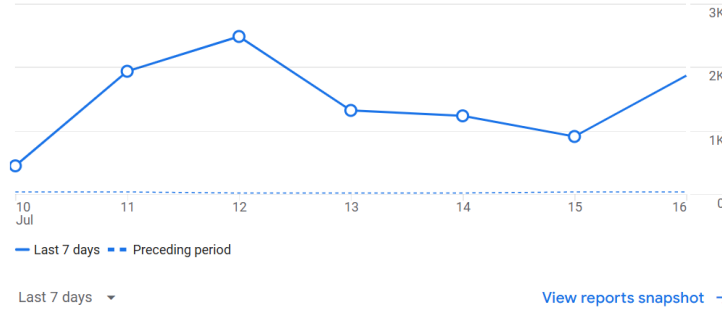
[View details](#)

Google AI is experimental. [Terms](#)



### Home

Active users **9.7K** ↑ 11,816.0%  
Event count **32K** ↑ 5,578.6%  
New users **9.6K** ↑ 12,866.2%  
Views **10K** ↑ 5,787.3%



#### ACTIVE USERS IN LAST 30 MINUTES

**16**

#### ACTIVE USERS PER MINUTE



COUNTRY ACTIVE USERS

Ethiopia	9
Rwanda	4
Nigeria	2
Kenya	1

[View realtime](#)

#### Published content

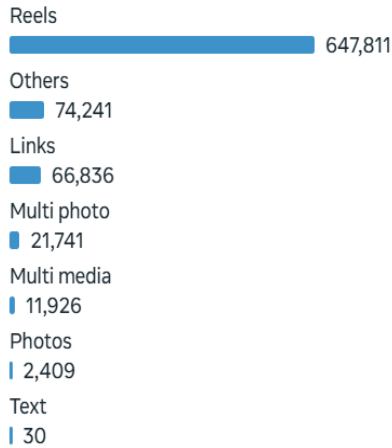
Based on up to 200 pieces of content

+1.4K% vs. Oct 19, 2025 - Nov 15, 2025



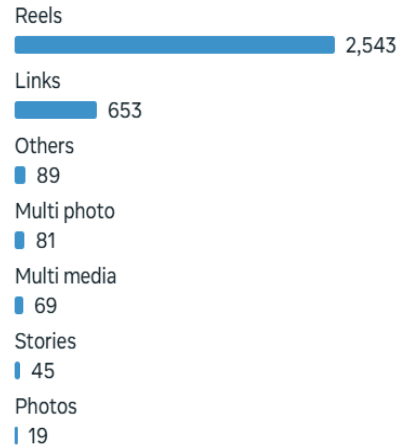
#### Views

+749.3% vs. Oct 19, 2025 - Nov 15, 2025



#### Content interactions

-20.1% vs. Oct 19, 2025 - Nov 15, 2025

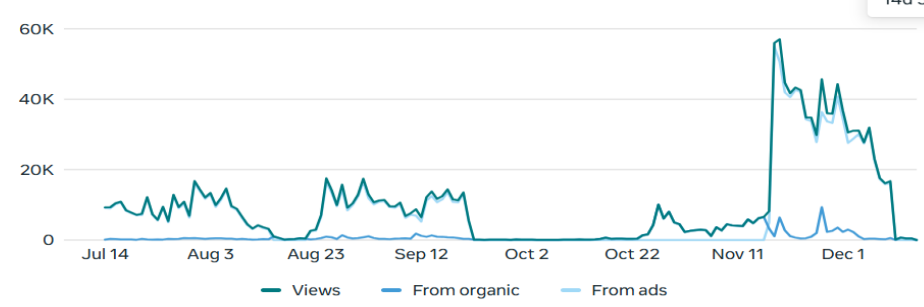


Turn on Facebook story insights See more

Content overview Breakdown: Organic/ads

All Posts Stories Reels Live

Views 1.5M ↑ 515.9% 3-second views 65.9K ↑ 3.8K% 1-minute views 19 ↓ 60.4% Content interactions 13.7K ↑ 1.1K% Watch time 14d 5h ↑ 3.8K%



Views breakdown Jul 14 - Dec 15 Total 1,549,251 ↑ 515.9% From organic 190,159 ↑ 185.2% From ads 1,359,092 ↑ 635.2%

Table with 3 columns: Metric, Performance, Impact. Rows include Impressions (1.59M+), Conversions (1,496+), CTR (10.92%), and Views (1.5M+).