قـــــوائم المنشـــآت
Business Directories

Your ad campaign report

Your business name here

Activity **Activity name** City **City name**

Package	Campaign period	Report date
7-day package	**1 – 7 Nov 2026**	**10 Nov 2026**

01 Your campaign at a glance

Your ad reached business owners in Activity name in City name, 10,000 times.

10,000
reaches
Of your package: 10,000 reaches

184
taps on the WhatsApp button
1.84% of reaches

61
conversations started on your WhatsApp
33.15% of taps became conversations

$6.39
Cost per conversation
$390 ÷ 61 conversations

02 Your investment and its return

$390	$6.39	$2.12
Amount you paid	**Cost per conversation**	**Cost per tap**
Paid once, for the whole package	Amount ÷ conversations	Amount ÷ taps

Work it out yourself

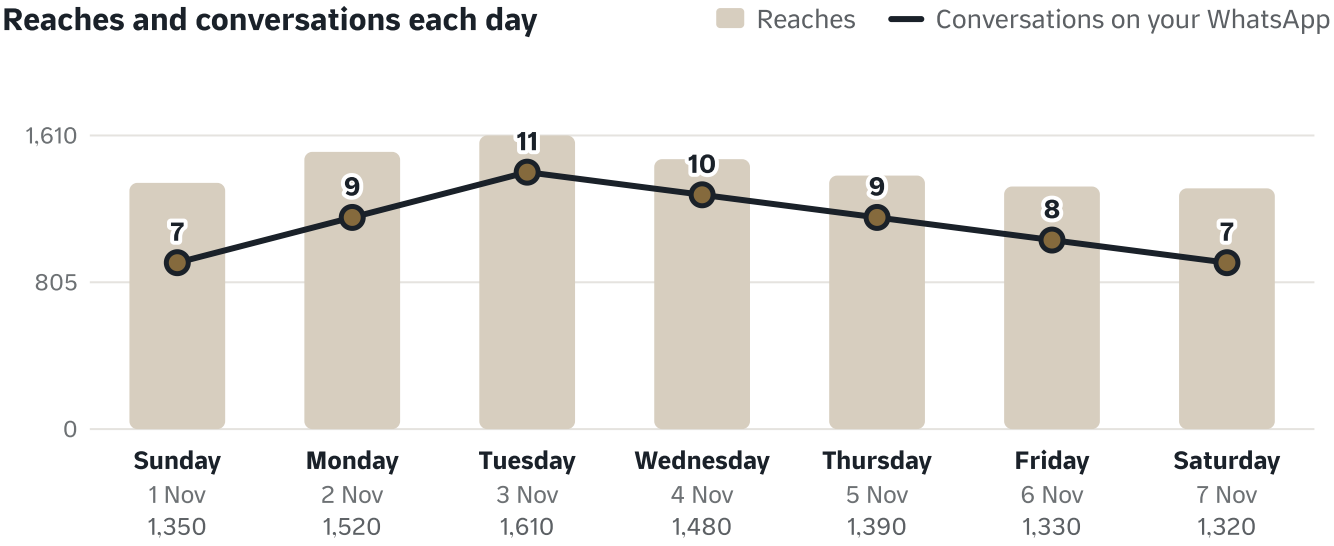
How many deals did you close, and what were they worth?

Number of deals	Total value	**Your return**

Your return = Value of deals ÷ amount you paid
These figures come from you. We don't calculate a return for you, and we don't promise a result.

03 The campaign day by day

Reaches and conversations each day



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Nov	2 Nov	3 Nov	4 Nov	5 Nov	6 Nov	7 Nov
1,350	1,520	1,610	1,480	1,390	1,330	1,320

Best day: Tuesday 3 Nov, with 11 conversations

04 The ad that ran

Ad image

Ad text

The ad text appears here, as it reached business owners.
One line with the offer, and one line inviting them to get in touch.

Send WhatsApp message

05 What we learned

1 **Best day: day 3**
Brought the most conversations of the campaign.

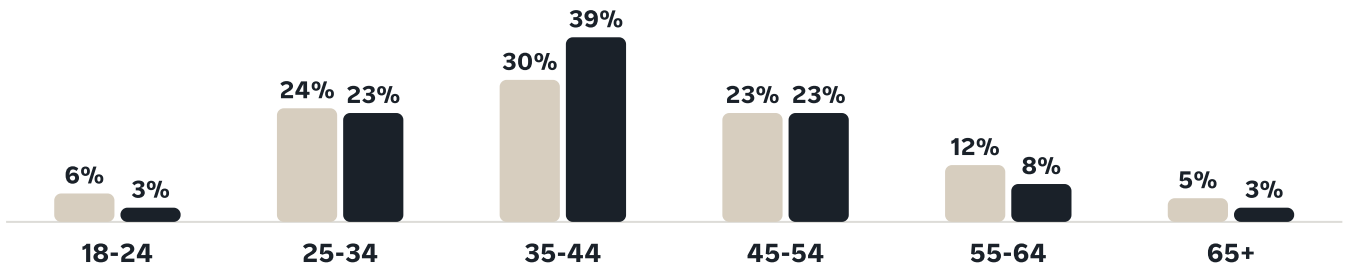
2 **When people responded**
Most conversations came at a particular time of day.

3 **The wording that worked**
The phrase that focused on the offer got more taps than the others.

4 **Replies from business owners**
The question you got most in conversations, and whether it was price or delivery.

06 Result details

Age groups



- **Most of those who messaged you are 35 to 44: 39% of conversations**

Gender

Reaches



Conversations



- Men **62% reaches · 64% conversations**
- Women **38% reaches · 36% conversations**

- **Men lead: 64% of conversations**

Device

Reaches



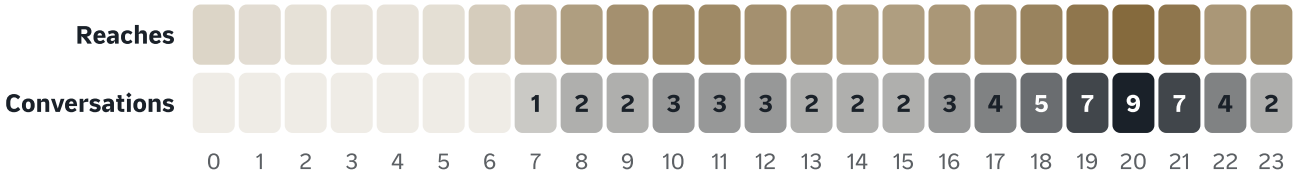
Conversations



- Phone **94% reaches · 95% conversations**
- Computer **6% reaches · 5% conversations**

- **Phones lead: 95% of conversations**

Hour of day (Riyadh time)



- **Best time: 7 to 10 pm, 38% of conversations**

Where your ad appeared

Reaches



Conversations



- Instagram · Feed **26% reaches · 25% conversations**
- Instagram · Stories **28% reaches · 31% conversations**
- Instagram · Reels **14% reaches · 15% conversations**
- Facebook · Feed **23% reaches · 23% conversations**
- Facebook · Stories **9% reaches · 7% conversations**

- **Instagram Stories brought the most conversations: 31%**

07 Our recommendations for your next campaign

1 City

Repeat the campaign in a second city near your market.

2 Offer

Put the offer in the first line, and give it an end date.

3 Timing

Start the campaign early in the week, before people get busy.

4 Package size

A bigger package gives more time to test more than one wording.

Suggested package for the next campaign

30-day package

30,000 reaches

$790 paid once

Ready for the next campaign?

Choose your package and we'll agree the start date with you. We write the ad, follow the results, and you get a report like this one.

Order your package → **business-directories.co/en/ads**

Contact us

business-directories.co/en/contact

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