



Arik Ahmed

PAID ACQUISITION

— Paid media

Campaign workbook



Google Ads



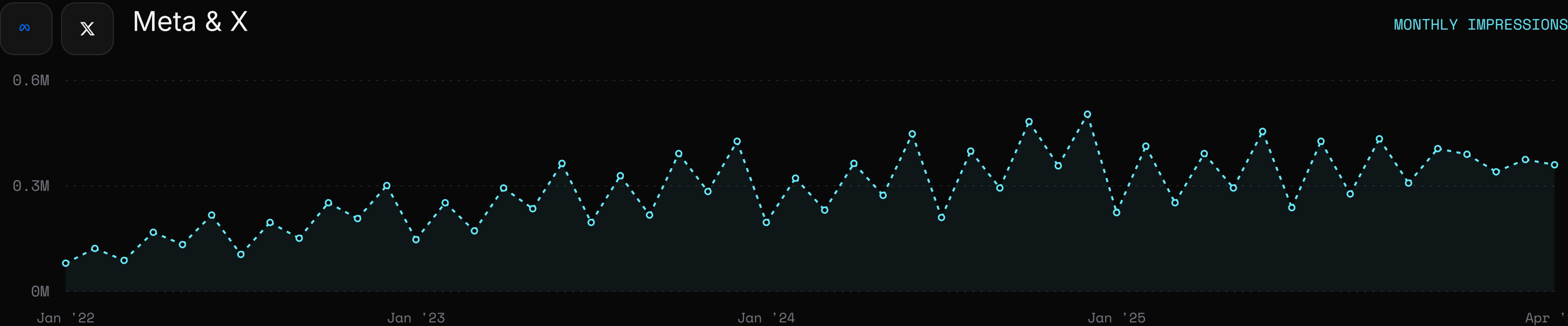
Meta



X Ads

Campaign performance

Search & paid social / January 2022 - April 2026





Account performance

Search and paid social

Google Ads

SMB / growth accounts

\$285K

Peak annual budget

1.7x

Est. ROAS

\$11.80

Average CPA

7.4%

Click-through rate

Meta & X

B2B SaaS / AI

\$185K

Peak annual budget

4.1M

Peak impressions

41K

Clicks

6.2%

Conversion rate



Google Search Console

B2B SaaS / Jan 1 - Mar 31, 2026

Google Search Console

Inspect any URL in

?

🔔

🌐

Overview

Insights

Performance

URL inspection

Indexing

Pages

Sitemaps

Removals

Experience

Core Web Vitals

HTTPS

Enhancements

Breadcrumbs

Performance on Search results

EXPORT

✓ Search type: Web

📅 Date: Jan 1 - Mar 31, 2026

+ Add filter

Last update: 3 hours ago

☑ Total clicks

18.7K

☑ Total impressions

486K

☐ Average CTR

3.85%

☐ Average position

11.8

📊

Line chart showing performance trends over time. The chart has two y-axes: the left axis represents clicks (0 to 420) and the right axis represents impressions (0 to 12K). The x-axis shows dates from 1/1/26 to 3/31/26. Two lines are plotted: a blue line for clicks and a purple line for impressions. Both lines show significant fluctuations, with a notable peak in late February/early March.

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries

↓ Clicks

Impressions

workflow automation software

3,926

72,318

ARIK AHMED / PAID MEDIA

ORGANIC SEARCH

04 / 12



Google Search Console

B2B SaaS / Jan 1 - Mar 31, 2026

Google Search Console

Inspect any URL in

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🏠 Overview

📊 Insights

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Performance on Search results

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✓ Total clicks

18.7K

✓ Total impressions

486K

✓ Average CTR

3.85%

✓ Average position

11.8

420

280

140

0

1/1/26

1/19/26

2/6/26

2/23/26

3/13/26

3/31/26

12K

8K

4K

0

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries	Clicks	Impressions	CTR	Position
workflow automation software	3,926	72,318	5.43%	7.3
team productivity tool	2,681	63,174	4.24%	9.6
automate team reporting	1,784	34,861	5.12%	6.2
project status dashboard	1,396	46,193	3.02%	12.4
operations workflow template	957	38,105	2.51%	14.1
collaborative task planner	813	22,490	3.61%	10.8

Rows per page: 10 1-6 of 6

Ecommerce / Jul 1 - Aug 31, 2025

06 / 12

X Ads

Subscription app / Apr 1 - May 15, 2024



X

Campaigns

Creatives

Analytics

Tools

Export data

Create campaign

All campaigns

All objectives

Apr 1 - May 15, 2024

Spend

\$7,936.48

Impressions

1,146,283

Results

12,487

Result rate

1.09%

Cost per result

\$0.64

520

347

173

0

4/1/24

4/8/24

4/16/24

4/23/24

4/30/24

5/8/24

5/15/24

Filter

Search campaigns

Columns: Default

Breakdown: None

Campaigns

Ad groups

Ads

☐ Campaign name	Status	Spend	Impressions	Results ↓	Result rate	Cost per result
☐ Interest / Creator tech	Completed	\$3,068.17	438,217	4,438	1.01%	\$0.69
☐ Interest / Productivity	Completed	\$2,250.33	307,691	3,227	1.05%	\$0.70
☐ Lookalike / Site visitors	Completed	\$1,497.72	216,483	2,714	1.25%	\$0.55
☐ Retargeting / Engaged	Completed	\$1,120.26	183,892	2,108	1.15%	\$0.53

— Parrot AI

AI and productivity creators



OUTREACH

Creators demonstrated useful tasks for audiences interested in AI and productivity.

01	Creator-fit outreach	Reached AI-tool and productivity creators whose audiences already engage with practical workflow content.
02	Show one useful task	Each demo showed how Parrot AI fit into a real workflow, making the product value clear before the link.
03	Link to the product	A direct product link carried viewers from the demonstrated use case to the destination.

— Parrot AI

AI and productivity creators



REACH

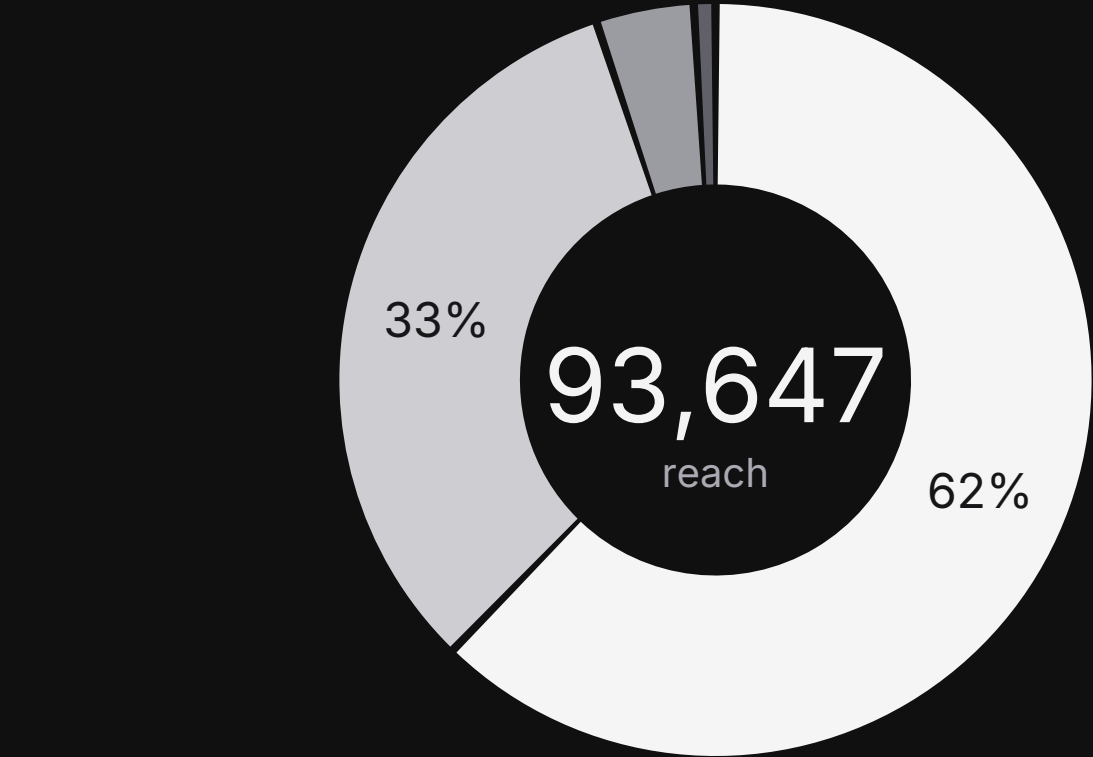
93,647

Demo views35,329

Product visits4,787

Trials started863

FURTHEST FUNNEL STEP REACHED



No demo view	58,318	/	62.3%
Demo only	30,542	/	32.6%
Product visit only	3,924	/	4.2%
Trial started	863	/	0.9%



— Interscope Records

Music and fan communities

OUTREACH

Creators shared the release with audiences already following the artist's genre.

- | | | |
|----|----------------------|---|
| 01 | Music-scene outreach | Targeted creators connected to the artist's genre and fan communities, prioritizing cultural fit. |
| 02 | Keep the post native | Creators introduced the music in their own voice, using fan perspective and release timing. |
| 03 | Link to the release | A clear listening link moved interested viewers from creator content to the release destination. |



Interscope Records

Music and fan communities

REACH

247,381

Video views

151,927

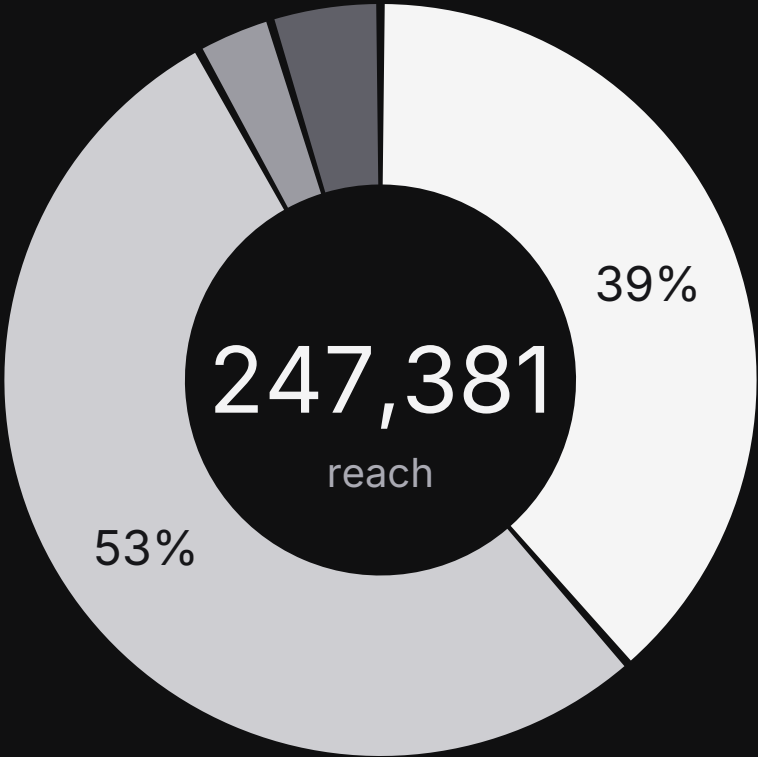
Release visits

19,843

Streams started

11,706

FURTHEST FUNNEL STEP REACHED



- No video view 95,454 / 38.6%
- Video only 132,084 / 53.4%
- Release visit only 8,137 / 3.3%
- Stream started 11,706 / 4.7%



— Account calculations

Period totals and derived measures

GOOGLE ADS / ACCOUNT PERFORMANCE

\$285K

Peak budget

1.7x

Estimated ROAS

~\$485K

Attributed revenue

META & X / ACCOUNT FIGURES

4.1M

Impressions

41K

Clicks

2,542

Conversions

1.0%

CTR

6.2%

Conversion rate

\$4.51

CPC

\$72.78

CPA