

If you are not paying for the product,

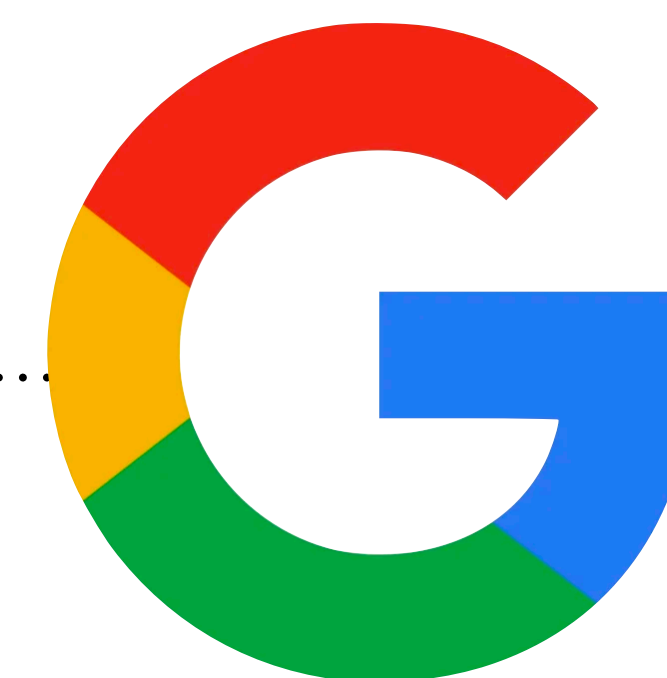
Then you are the product!



Bet on ppl's spare time
(Global)



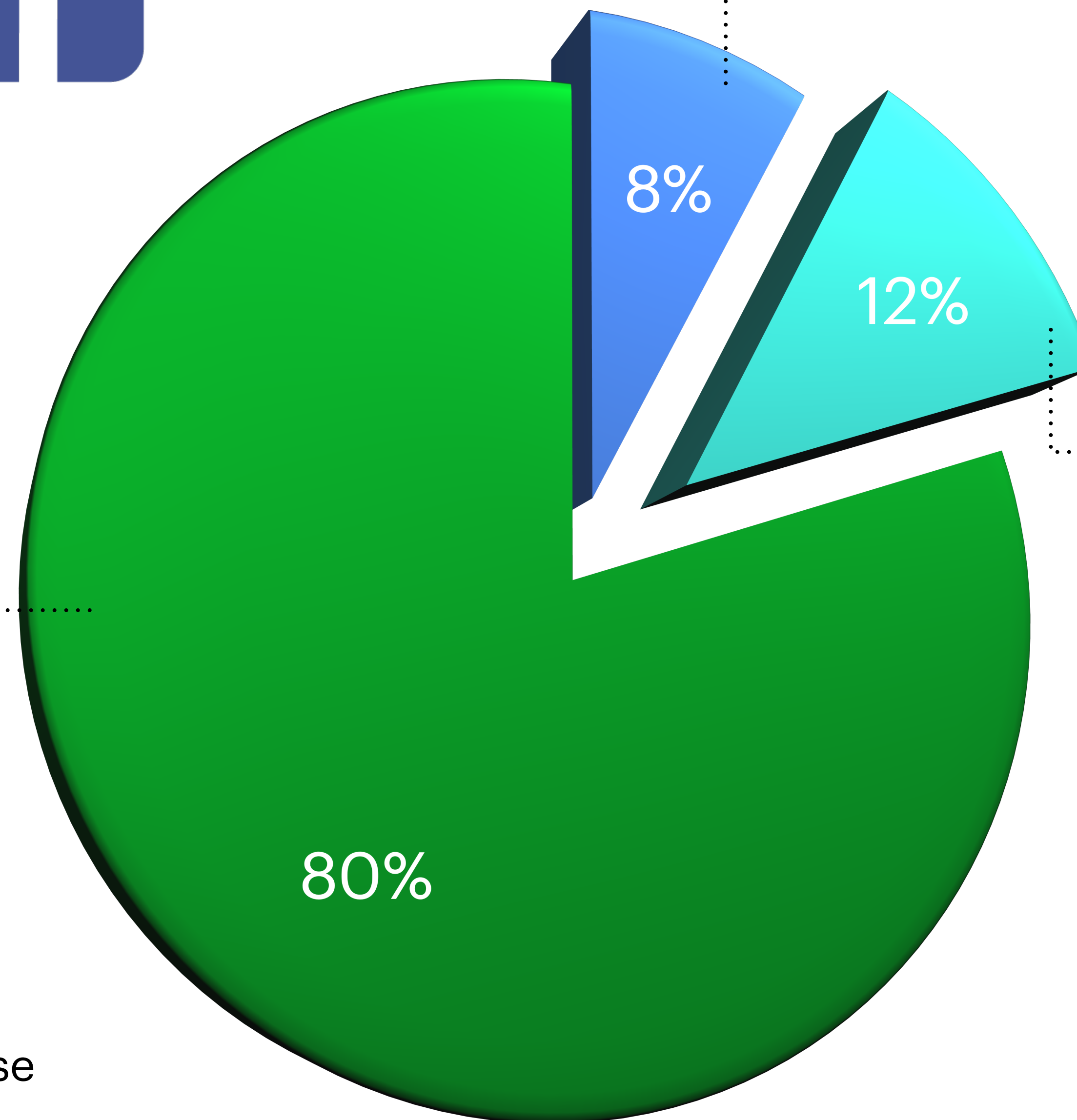
Bet on Words across the
globe

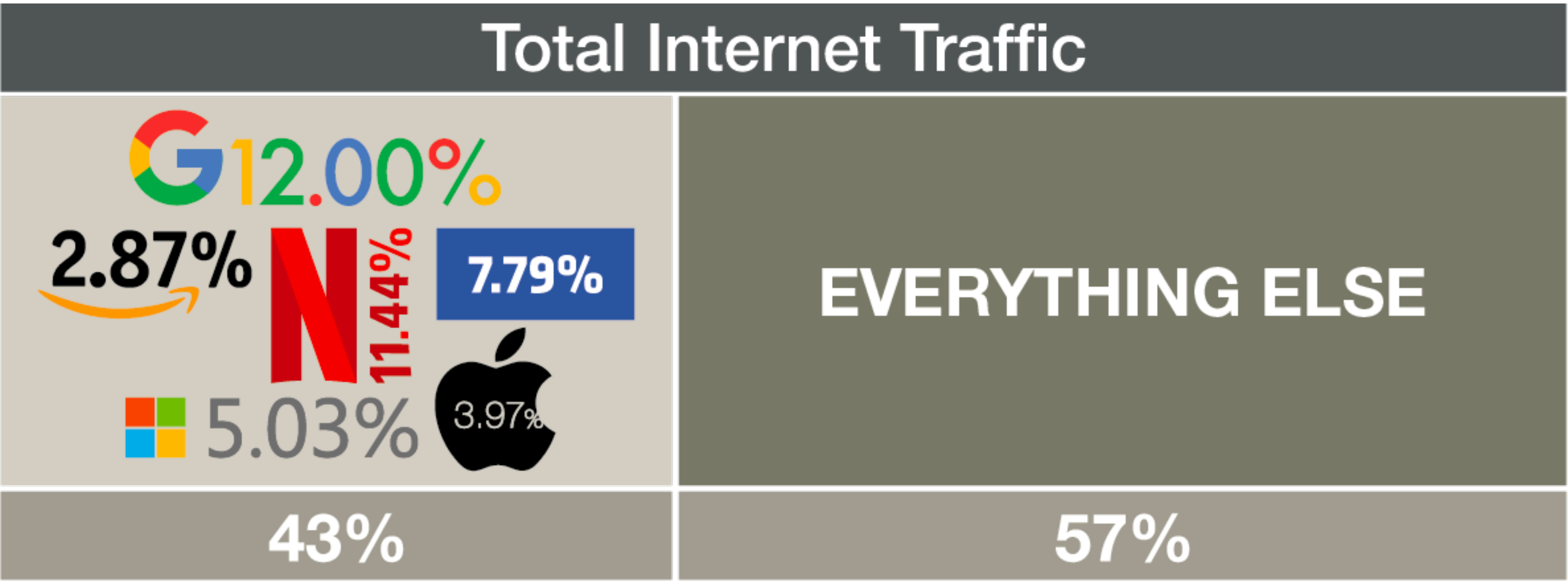


Everything Else

**of all world's
traffic**

- Facebook
- Google
- Everything else

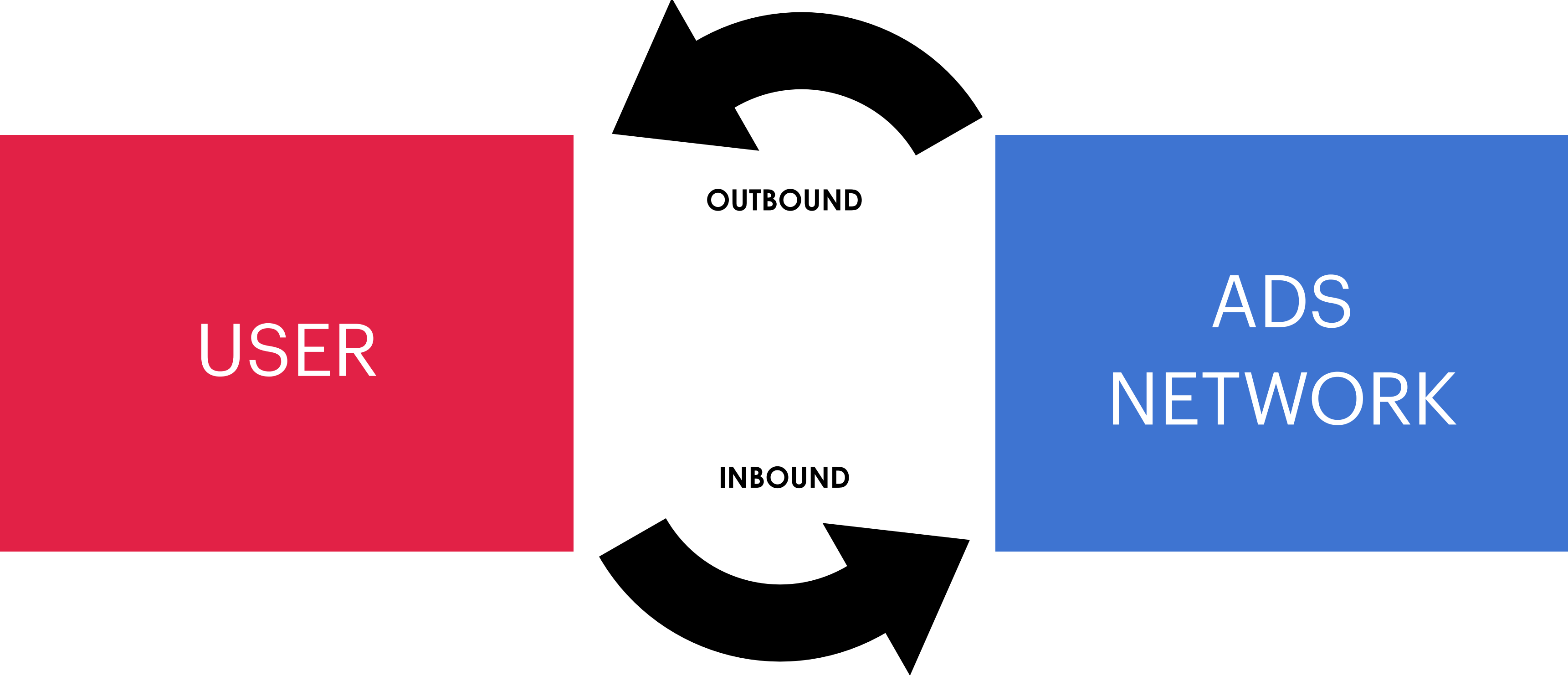




Internet Brand	Overall
Google	12.00%
NETFLIX	11.44%
facebook.	7.79%
Microsoft	5.03%
Apple	3.97%
amazon	2.87%

world's traffic





TARGETING

PERSONA

INTEREST

BEHAVIOR

CONSUMPTION

ENGAGEMENT

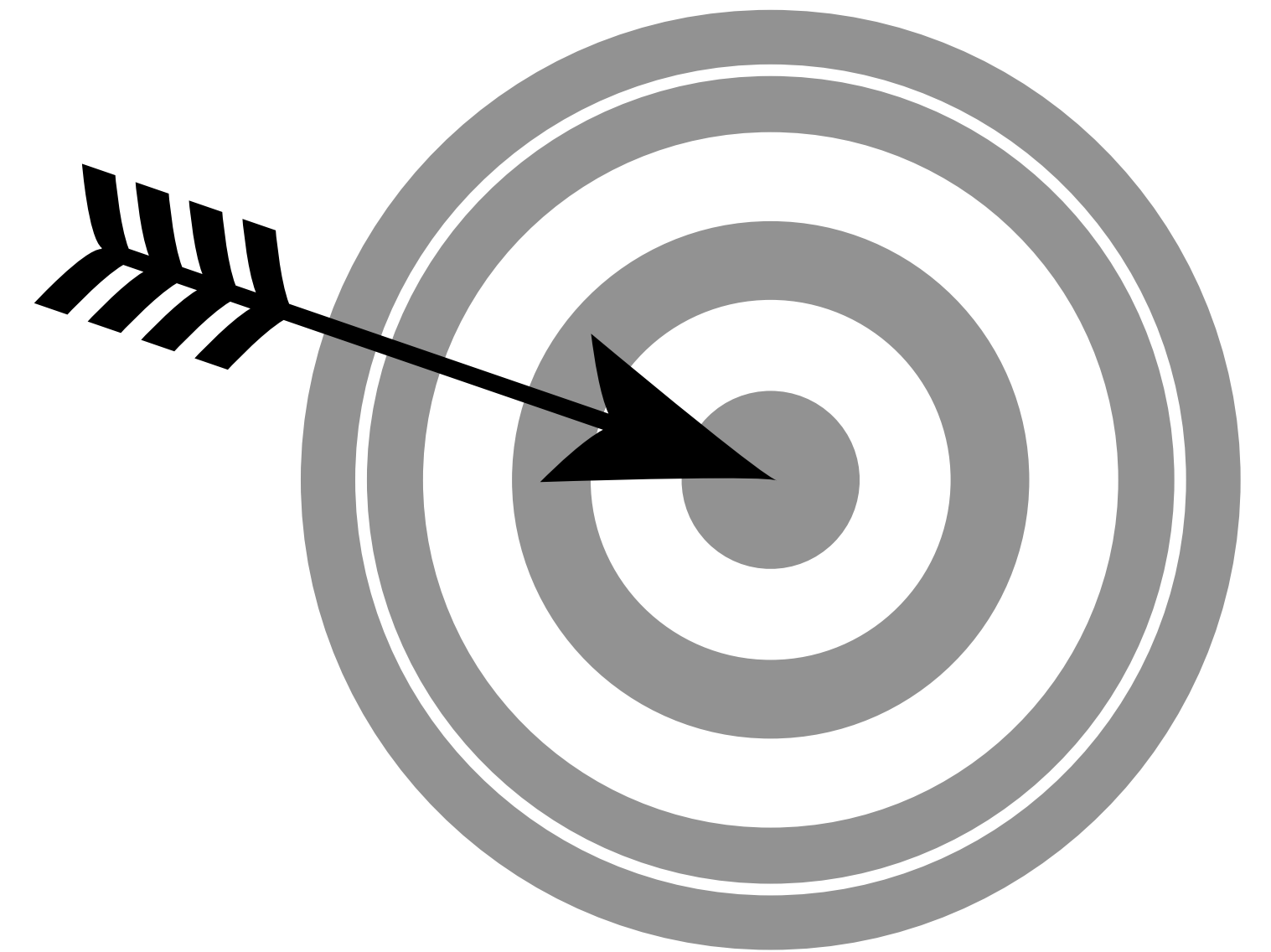
VIDEO

LEADS

INTENT

OUTSIDE PLATFORM

?!!



You think it's a sign?

Think again!

سوقا Souq.com
Sponsored

أكبر ابتسامة للعام. خصم حتى 70% بالإضافة الى خصومات اضافية رائعة في تخفيضات الجمعة البيضاء من 24 الى 30 نوفمبر 🥳🔥🥳
قلابة هوائية ديجيتال من بلاك اند ديكر 4 لتر مع ماكينة صنع السندويتشات! بشريحتين.. فقط بـ 3,499 جنيه
<https://souq.link/2V0lwaF> -- شوف واشتري من هنا
جمعتنا بيضا #تخفيضات_الجمعة_البيضاء

سوقا
إحدى شركات Amazon

**تخفيضات
الجمعة
البيضاء**
نوفمبر 24 - 30



3,999 جنيه 3,499 جنيه
+ صانعة ساندوتش هدية

BLACK+DECKER

HOW WE DO IT?

Events
tracking

+

Power of
Remarketing

=

THE GOLDMINE OF
DIGITAL MARKETING

DPA

REMARKETING

EXTRAPOLATED AUDIENCE



A PEAK

BEHIND

THE

SCENE

WHAT YOU DONT SEE



Facebook Pixel

Pixel ID: 284342475053577 [click to copy](#)

▶  PixelInitialized

▶  AddToCart



1. Google Ads Remarketing Tag
855277042











2. Google Analytics
UA-31806200-1








3. Google Tag Manager
GTM-N2RCPF







WHAT'S INSIDE?

<input type="checkbox"/> Name ↑	Type	Firing Triggers
<input type="checkbox"/> AmgadFaceBookPixel	Custom HTML	 All Pages
<input type="checkbox"/> ATC FB FM GTM	Custom HTML	 ATC FM
<input type="checkbox"/> ATC FB MK GTM	Custom HTML	 clicks add to cart
<input type="checkbox"/> ATC Google Ads Conversion Tracking	Google Ads Conversion Tracking	 clicks add to cart
<input type="checkbox"/> ATC google conversion-ahmed	Google Ads Conversion Tracking	 clicks add to cart
<input type="checkbox"/> ATC-ahmed	Google Ads Conversion Tracking	 clicks add to cart
<input type="checkbox"/> Conversion Linker RR	Conversion Linker	 Page View
<input type="checkbox"/> Conversion Linker sk	Conversion Linker	 Page View

WHAT'S INSIDE?

<input type="checkbox"/> Name ↑	Type	Firing Triggers
<input type="checkbox"/> AW - Conversions - Leads	Google Ads Conversion Tracking	 Conversion -Sunny Winter - Thank you
<input type="checkbox"/> AW-Conversion Linker	Conversion Linker	 All Pages
<input type="checkbox"/> Facebook Pixel ID 1661996004065696	Custom HTML	 All Pages
<input type="checkbox"/> GA	Google Analytics: Universal Analytics	 All Pages
<input type="checkbox"/> initiate booking	Custom HTML	 Book Now Clicked - initiate booking

WHAT'S INSIDE?

<input type="checkbox"/> Name ↑	Type	Firing Triggers
<input type="checkbox"/> Conversion Linker	Conversion Linker	 All Pages
<input type="checkbox"/> Facebook Pixel ID 273220170782693	Custom HTML	 All Pages
<input type="checkbox"/> Google Ads Conversion Tracking Form Submit	Google Ads Conversion Tracking	 Form Submission
<input type="checkbox"/> Google Analytics GA4 Configuration	Google Analytics: GA4 Configuration	 All Pages

WHAT'S INSIDE?

Tag Configuration



Tag Type



Google Ads Conversion Tracking
Google Ads

Conversion ID 

725213095

Conversion Label 

YMGrCL7y4tcBEKe_59kC

Conversion Value

add to cart

Triggering

Firing Triggers



clicks add to cart
All Elements

The next ad you see is not a
sign it's probably an avid
marketer messing around on
the other side of your screen

Thank you!