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SHAHROZ SIDDIQ
PPC SPECIALIST

PORTFOLIO

Google Ads | Google Analytics | Google Tag Manager | Google Shopping | Google Merchant Center | ROAS 3X - 10X

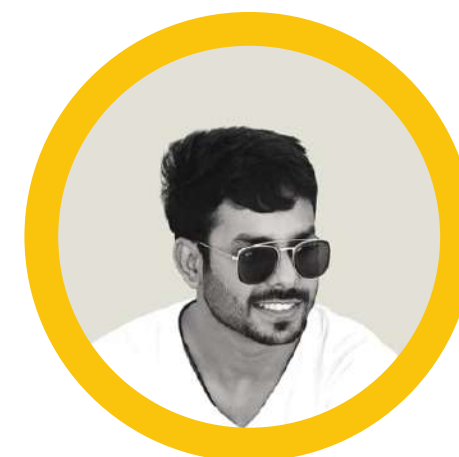


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All Time Dollars I manage for my Client

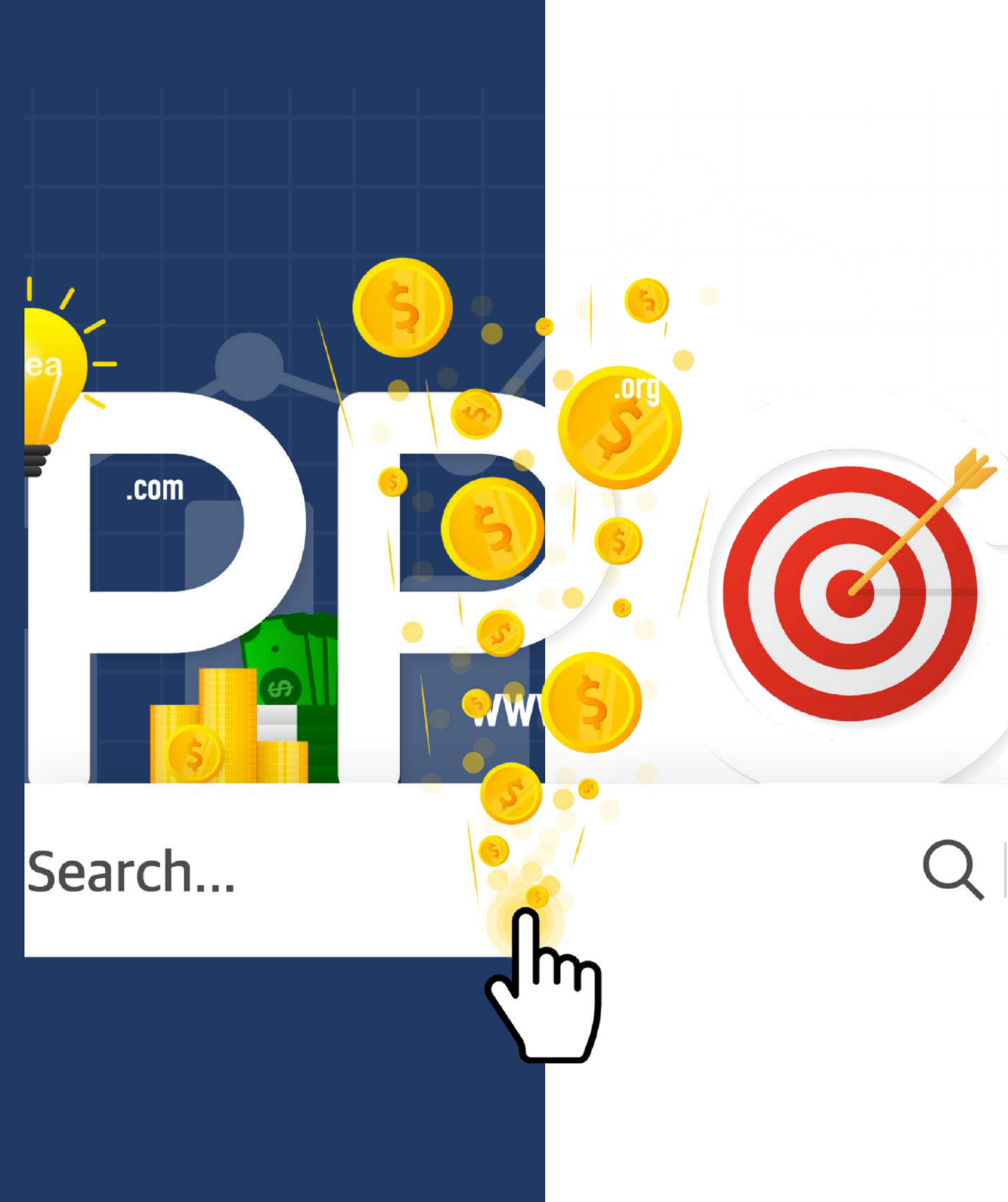
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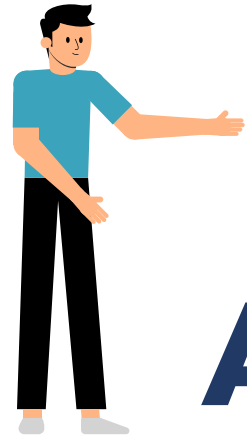


SHAHROZ SIDDIQ

PPC Specialist | Google analytics | Google Tag Manager | Google Shopping | Merchant Center | Conversion Tracking Expert

As a PPC Specialist, With extensive experience in executing successful PPC campaigns, my expertise extends to keyword research, ad copy creation, landing page optimization, bid management, and performance tracking.





About

SHAHROZ

Hello,

My portfolio reflects a journey of unwavering dedication to excellence and a commitment to pushing the boundaries of creativity and innovation. With a track record of delivering impactful results, I am poised to bring fresh perspectives and transformative solutions to any project or endeavor. I invite you to explore my portfolio further to witness the depth and breadth of my skills, creativity, and passion. I am excited about the prospect of collaborating on future endeavors and look forward to the opportunity of contributing my expertise to drive success. Thank you for your time and consideration. Let's embark on a journey of achievement together.

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SHAHROZ SIDDIQ

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My Service?



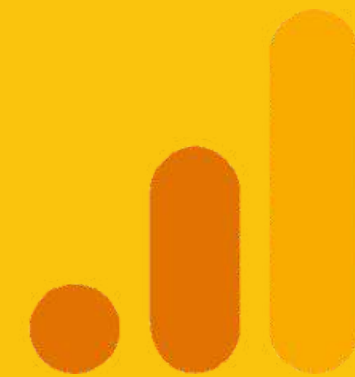
Google Ads



**Google Tag
Manager**



**Google
Merchant
Center**



**Google
Analytics 4**



All Time Dollars I manage for my Client

INCREASE ROI & ROAS - 3X - 10X

STRETEGY & RESULTS

In the first month, May, we achieved a Return on Ad Spend (ROAS) of 4. Then, in June, we nearly matched that with another ROAS of 4. However, after collecting data from our campaigns and making strategic adjustments, we were able to significantly improve our ROAS, reaching an impressive 7.5 in July. Finally, in August, we delivered exceptional results with a 10x ROAS for our client.



RS 5K

Daily Cost

"I keep aside 5,000 Rs as my main daily budget, and sometimes, I make changes to it while monitoring the results."

RS 130K

Conv.Value

I also track the main conversion value to monitor the Return on Ad Spend (ROAS) on a daily and monthly basis.



All Time Dollars I manage for my Client

Client # 1

In Client # 1, it appears that I am currently running campaigns for my client, and this is the work that I am sharing in my portfolio. This is the status from May to the current month. I created this account myself and set up conversion tracking using Google Tag Manager (GTM). Then, I linked it with Google Merchant Center (GMC) and have been running the account. It's showing an increase in Return on Ad Spend (ROAS) every month.

1st Month

In the first month May, I have created almost 3 campaigns, and implement Simple Maximize Conversion Strategy then achieved a Return on Ad Spend (ROAS) of 4.



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18 - 31 May 2023

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Add filter

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	Budget	Bid strategy type	Status	Label	Campaign type	Clicks	Impr.	CTR	Avg. CPC	↓ Conv.	Cost / conv.	Cost	Conv. value / cost	Conv. value
k-	PKR500.00/day	t	Limited by	Shz	Shopping	113	3,032	3.73%	PKR52.96	1.35	PKR4,428.58	PKR5,985.00	6.09	36,473.54
3-	PKR2,200.00/day		Limited by	Shz	Shopping	76	5,340	1.42%	PKR38.14	1.32	PKR2,198.27	PKR2,899.00	15.36	44,515.45
t	PKR200.00/day		Eligible	Shz	Search	32	467	6.85%	PKR320.81	0.00	PKR0.00	PKR10,266.00	0.00	0.00
/23	PKR500.00/day		Limited by	Shz	Shopping	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00
tion	PKR500.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00
ip_Prod	PKR2,200.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00
#1	PKR800.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00
#2	PKR700.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00
Campaigns						221	8,839	2.50%	PKR86.65	2.67	PKR7,171.70	PKR19,150.00	4.23	80,988.99



All Time Dollars I manage for my Client

2nd Month



In June, we nearly matched that with another ROAS of 4. However, after collecting data from our campaigns and making strategic adjustments.



disabled Add filter

Custom 1 - 30 Jun 2023

Apply all View

Show last 30

contains any Shz Add filter

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	Budget	Bid strategy type	Status	Label	Campaign type	Clicks	Impr.	CTR	Avg. CPC	↓ Conv.	Cost / conv.	Cost	Conv. value / cost	Conv. value	
x	PKR2,200.00/day		Limited by	Shz	Performance Max	132	8,280	1.59%	PKR74.19	7.00	PKR1,399.00	PKR9,793.00	19.72	193,142.32	
	PKR500.00/day		Limited by	Shz	Shopping	596	28,073	2.12%	PKR96.16	5.65	PKR10,146.50	PKR57,313.00	3.74	214,132.79	
	PKR2,200.00/day		Limited by	Shz	Shopping	793	32,115	2.47%	PKR58.65	4.68	PKR9,935.84	PKR46,512.00	2.96	137,810.30	
	PKR500.00/day		Limited by	Shz	Shopping	858	30,936	2.77%	PKR64.10	4.00	PKR13,749.25	PKR54,997.00	2.78	153,011.26	
	PKR200.00/day		Eligible	Shz	Search	126	1,591	7.92%	PKR181.87	2.00	PKR11,457.50	PKR22,915.00	3.77	86,449.22	
	PKR500.00/day		Limited by	Shz	Performance Max	69	5,522	1.25%	PKR162.92	0.00	PKR0.00	PKR11,241.22	0.00	0.00	
	PKR800.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00	
	PKR700.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00	
campaigns						2,574	106,517	2.42%	PKR78.78	23.33	PKR8,691.52	PKR202,771.22	3.87	784,545.89	

3rd Month



After collecting data from our campaigns and making strategic adjustments, we were able to significantly improve our ROAS, reaching an impressive 7.5 in July.



Status: Enabled Add filter

Custom 1 - 31 Jul 2023

Show last 30

Apply all View

Label contains any Shz Add filter

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	Budget	Bid strategy type	Status	Label	Campaign type	Clicks	Impr.	CTR	Avg. CPC	↓ Conv.	Cost / conv.	Cost	Conv. value / cost	Conv. value	Se t
sd	PKR2,200.00/day		Limited by	Shz	Performance Max	1,655	94,205	1.76%	PKR33.36	23.36	PKR2,363.49	PKR55,213.65	8.91	492,008.63	
	PKR2,200.00/day		Limited by	Shz	Shopping	2,492	137,351	1.81%	PKR23.82	17.39	PKR3,413.96	PKR59,366.00	7.15	424,580.58	
	PKR800.00/day		Limited by	Shz	Performance Max	717	37,279	1.92%	PKR16.07	7.00	PKR1,645.86	PKR11,521.00	7.10	81,797.20	
	PKR500.00/day		Limited by	Shz	Shopping	284	15,713	1.81%	PKR69.34	3.00	PKR6,564.33	PKR19,693.00	6.13	120,705.47	
	PKR500.00/day		Limited by	Shz	Performance Max	307	17,043	1.80%	PKR46.84	3.00	PKR4,793.46	PKR14,380.37	10.15	146,010.03	
	PKR500.00/day		Limited by	Shz	Shopping	251	10,517	2.39%	PKR60.58	1.00	PKR15,205.00	PKR15,205.00	2.35	35,790.27	
	PKR200.00/day		Eligible	Shz	Search	3	25	12.00%	PKR151.00	0.00	PKR0.00	PKR453.00	0.00	0.00	<
	PKR700.00/day		Limited by	Shz	Performance Max	0	0	—	—	0.00	PKR0.00	PKR0.00	0.00	0.00	
red campaigns						5,709	312,133	1.83%	PKR30.80	54.75	PKR3,211.53	PKR175,832.01	7.40	1,300,892.18	<

4th Month



In the fourth month, I collected data from the past three months and then made changes to our bidding strategy. I also optimized our campaigns to achieve better results. By running Google Ads shopping campaigns and focusing on maximizing conversions for our products, we were able to achieve a 10x Return on Ad Spend (ROAS) on this month.



Search for a page or campaign

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2 new search trends [Learn more](#)

Group status: EnabledAdd filter

Custom1 - 31 Aug 2023

Apply allView

Label contains any ShzAdd filter

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Campaign	Budget	Bid strategy type	Status	Label	Campaign type	Clicks	Impr.	CTR	Avg. CPC	↓ Conv.	Cost / conv.	Cost	Conv. value / cost	Conv. value
Prod	PKR2,200.00/day		Limited by	Shz	Performance Max	2,050	113,119	1.81%	PKR32.90	38.65	PKR1,744.91	PKR67,436.10	10.10	680,827.83
-	PKR2,200.00/day		Limited by	Shz	Shopping	3,216	173,712	1.85%	PKR21.22	29.61	PKR2,305.20	PKR68,259.00	9.22	629,443.87
I	PKR800.00/day		Limited by	Shz	Performance Max	1,784	80,842	2.21%	PKR13.73	19.00	PKR1,288.81	PKR24,487.43	16.17	396,010.85
2	PKR700.00/day		Limited by	Shz	Performance Max	724	46,035	1.57%	PKR21.49	9.00	PKR1,728.86	PKR15,559.74	19.99	311,038.97
23	PKR500.00/day		Limited by	Shz	Shopping	977	67,112	1.46%	PKR15.96	4.00	PKR3,898.00	PKR15,592.00	4.98	77,619.18
-	PKR500.00/day		Limited by	Shz	Shopping	256	16,370	1.56%	PKR68.44	3.00	PKR5,840.00	PKR17,520.00	7.88	138,051.72
ion	PKR500.00/day		Limited by	Shz	Performance Max	238	16,209	1.47%	PKR62.89	1.00	PKR14,967.42	PKR14,967.42	1.30	19,423.24
	PKR200.00/day		Eligible	Shz	Search	0	17	0.00%	-	0.00	PKR0.00	PKR0.00	0.00	0.00
Total: Filtered campaigns						9,245	513,416	1.80%	PKR24.21	104.26	PKR2,146.80	PKR223,821.70	10.06	2,252,415.65



All Time Dollars I manage for my Client

Client # 2

In Client # 2, I had a client whose Google Ads account was suspended. I helped them unsuspend it, and then I linked it to Google Merchant Center (GMC). After that, I set up tracking using Google Tag Manager (GTM). In the following slide, I'm sharing screenshots with you, along with details of Google Ads spending and results.

1st Month

In the first month May, I have created almost 2 campaigns, and implement Simple Maximize Conversion Strategy then achieved a Return on Ad Spend (ROAS) of 3.



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134-533-5
ahehroz

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1 - 31 Aug 2023

Show last 30 days

ing your limited budget can help. ⓘ

+8.8%

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Status	Campaign type	Bid strategy type	Label	↓ Cli	Impr.	Avg. CPC	Conv. rate	Conversio	Cost / conv.	Cost	Conv. value / cost	Conv. value	Search top IS	S
Limited by	Shopping		S...	3,486	176,155	PKR34.10	0.83%	29.00	PKR4,099.17	PKR118,876.00	4.64	551,169.39	—	5
Limited by	Shopping		S...	1,366	94,236	PKR33.38	0.66%	9.00	PKR5,066.67	PKR45,600.00	1.41	64,375.01	—	4
Limited by	Performance Max		S...	592	36,767	PKR55.35	0.34%	2.00	PKR16,383.00	PKR32,766.00	0.85	27,935.71	—	
Eligible	Search		S...	143	8,979	PKR103.17	1.40%	2.00	PKR7,376.50	PKR14,753.00	0.00	1.00	< 10%	8
Limited by	Shopping		S...	0	0	—	0.00%	0.00	PKR0.00	PKR0.00	0.00	0.00	—	
				5,587	316,137	PKR37.94	0.75%	42.00	PKR5,047.50	PKR211,995.00	3.04	643,481.11	< 10%	5

2nd Month



The client's Google Ads account has been running smoothly so far, and now I have plan to further optimize it after collecting data from the campaigns.



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shehro

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Change view



Save

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1 - 21 Sept 2023

Show last 30 days

your limited budget can help. ?

+8.8%

View

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Search



Segment



Columns



Reports



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Status	Campaign type	Bid strategy type	Label	↓ Cli	Impr.	Avg. CPC	Conv. rate	Conversio	Cost / conv.	Cost	Conv. value / cost	Conv. value	Search top IS	S
Limited by	Shopping			1,220	71,696	PKR49.33	0.98%	12.00	PKR5,015.50	PKR60,186.00	6.14	369,586.81	—	0
Limited by	Shopping			1,028	55,242	PKR31.81	1.25%	12.84	PKR2,545.94	PKR32,701.00	11.74	384,045.11	—	0
Limited by	Performance Max			443	38,688	PKR24.07	1.81%	8.00	PKR1,332.75	PKR10,662.00	22.62	241,148.87	—	
Limited by	Shopping	d)		232	7,641	PKR32.98	1.29%	3.00	PKR2,550.33	PKR7,651.00	12.39	94,822.09	—	
Eligible	Search			104	3,117	PKR105.88	3.03%	3.16	PKR3,489.61	PKR11,012.00	8.44	92,908.14	< 10%	73
				3,027	176,384	PKR40.37	1.29%	39.00	PKR3,133.64	PKR122,212.00	9.68	1,182,511.02	< 10%	15

CLIENT # 2

UNSUSPEND GOOGLE ADS ACCOUNT

ads-support@google.com

Fri, 11 Aug, 19:17 ☆

Dear Mian, Thank you for contacting the Google Ads Support team. We have received your request to review Google Ads account [REDACTED] 893. Currently, our special

ads-support@google.com

to me ▾

Mon, 14 Aug, 18:03 ☆ ↶ ⋮

Google

Hi,

We have some good news for you!

Our team has reviewed your account based on your detailed appeal and we're happy to let you know that it has been reactivated.

You can now use it to advertise again. Thank you for waiting while we reviewed your appeal and we're sorry if this caused you any disruption.

If some of your ads seem to not be running, try using [Ad Preview and Diagnosis tool](#) to help diagnose why. Remember that some of your ads may still be disapproved if they do not follow our [Terms and Conditions](#) and [Advertising policies](#).

Feel free to contact us through our support centre [here](#) if you have any further questions.

Thanks,

NB: If you need to reference this support ticket in the future, the ID number is 0-5053000034360

⋮

CLIENT RESULTS

Screenshot of GMC

Shehrozsididiq@gmail.com

All Time Dollars I manage for my Client

Best Value On My Services

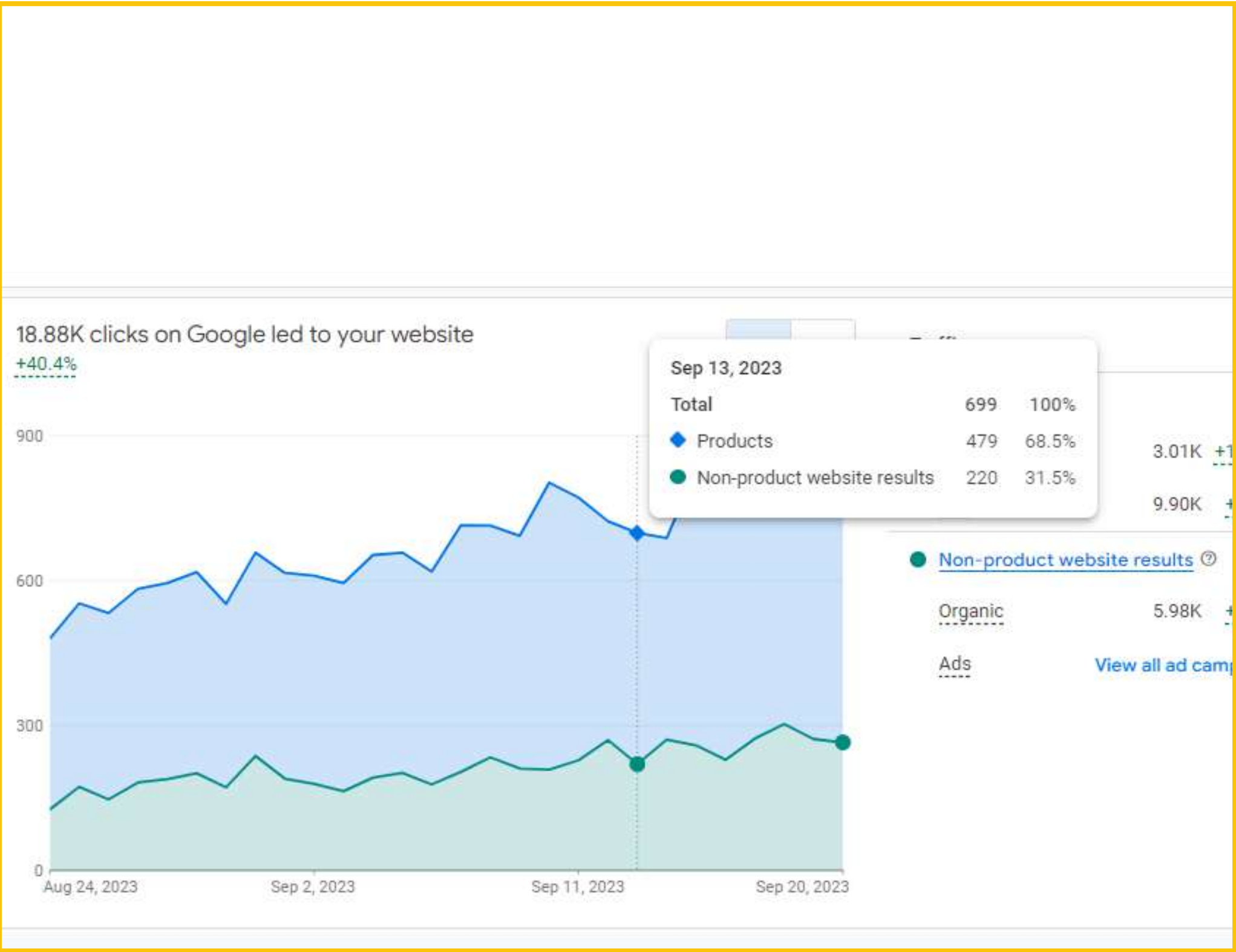
Client Satisfaction

I strive to satisfy my clients to the fullest extent possible, catering to their specific needs and objectives. When it comes to increasing business sales, I focus on boosting conversions and enhancing ROI (Return on Investment) and ROAS (Return on Ad Spend) through my advertising strategies, primarily using Google Ads.

ROAS

Every Month
15+

Conducting a thorough audit of the entire account is crucial to improve ROAS (Return on Ad Spend).





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SHAHROZ SIDDIQ

THANK
YOU

SEE YOU IN THE FUTURE

