ECOMMERCE GROWTH • PAID MEDIA • CRO

SUMAIRA RASHEED

Performance Marketing Strategist

Client-facing portfolio of selected Meta Ads and eCommerce performance work.

SELECTED PERFORMANCE PORTFOLIO

Growth backed by measurable results.

Campaign management focused on profitable acquisition, conversion efficiency and clear business outcomes - supported by real dashboard evidence.

733	22.09	PKR 13.3M
Website purchases	Purchase ROAS	Gross sales shown

Selected metrics from screenshots included in this portfolio; not a claim of typical future results.

ABOUT

Performance strategy built around business outcomes

Simple reporting, conversion-focused campaigns and disciplined budget management.

What I help clients achieve

- **Meta Ads Management**

  Campaign setup, testing, optimisation and scaling for eCommerce brands.

- **Performance Analysis**

  Clear tracking of purchases, ROAS, cost per result and revenue impact.

- **Conversion Focus**

  Connecting ad performance with landing-page, checkout and store conversion data.

- **Growth Decisions**

  Using real campaign signals to decide what to scale, pause or improve.

Portfolio highlights

15.08 ROAS on a documented campaign

10.59 ROAS on 102 purchases

2,042 Orders shown in store reporting

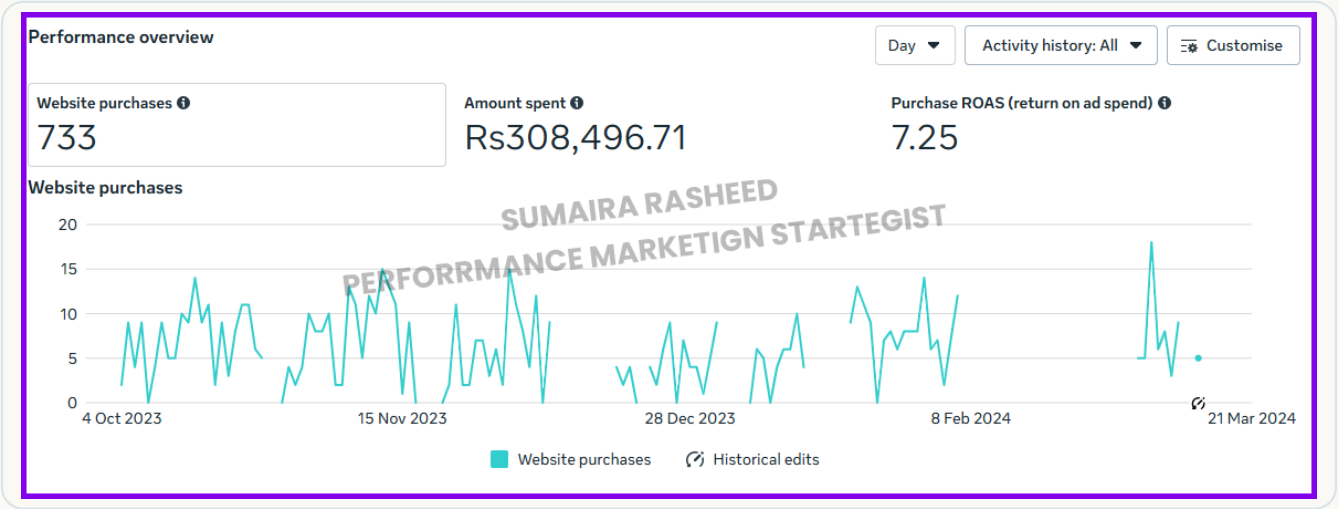
CONFIDENTIALITY & RESULTS NOTE

Client names and sensitive account details are blurred or omitted. Screenshots are presented as historical evidence only; results vary by offer, market, budget, tracking and execution.

SELECTED EVIDENCE

Campaign & store performance 01

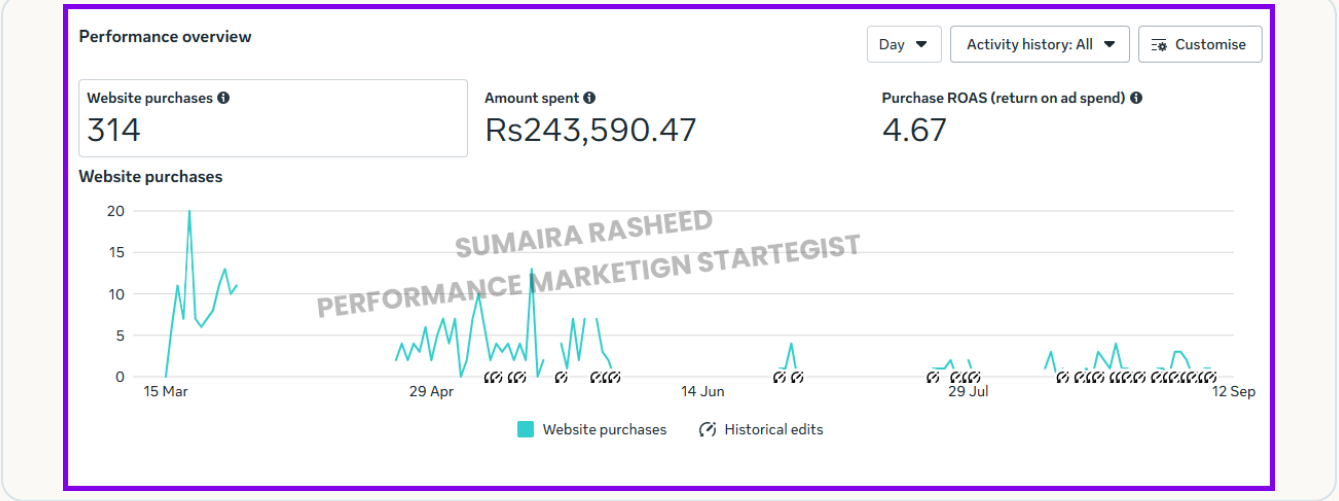
Real dashboard snapshots with concise context for client review.



733 purchases | 7.25 ROAS

Meta campaign snapshot showing PKR 308,496.71 in spend generating 733 website purchases. A 7.25 purchase ROAS indicates strong revenue efficiency at meaningful volume.

EVIDENCE 01



314 purchases | 4.67 ROAS

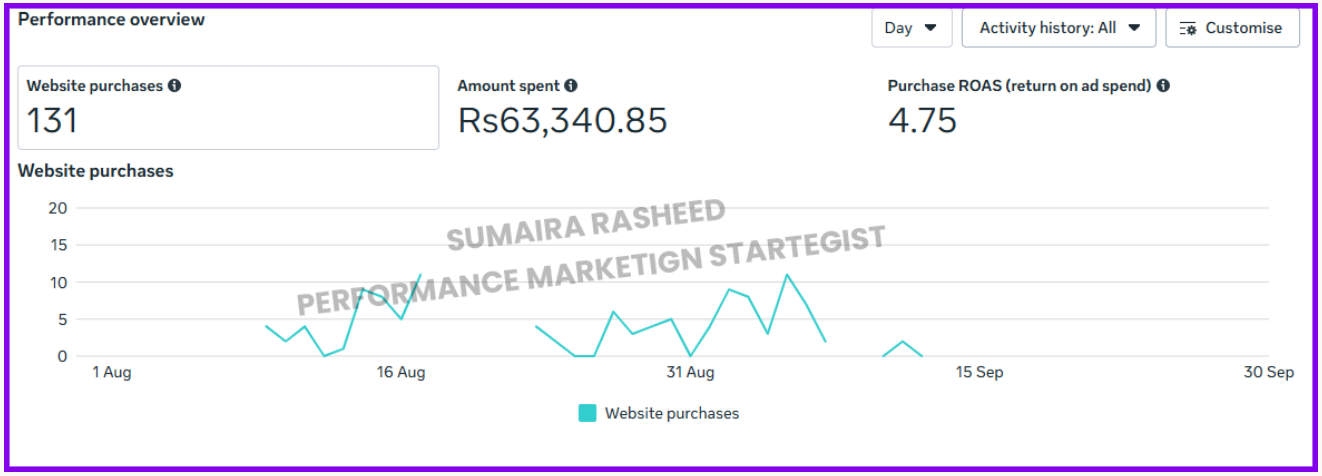
Campaign period generated 314 website purchases from PKR 243,590.47 in ad spend. The account maintained a 4.67 purchase ROAS while running across an extended date range.

EVIDENCE 02

SELECTED EVIDENCE

Campaign & store performance 02

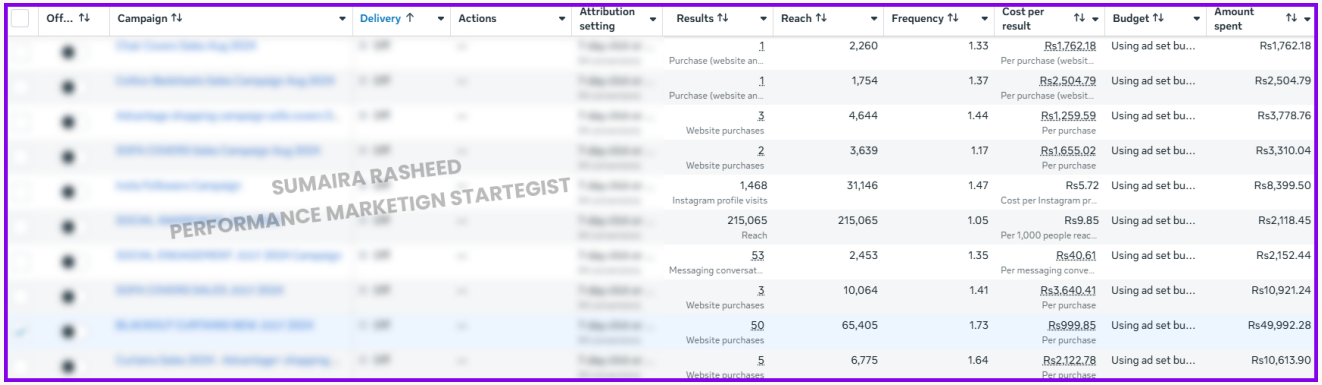
Real dashboard snapshots with concise context for client review.



131 purchases | 4.75 ROAS

A focused campaign period delivered 131 website purchases on PKR 63,340.85 spend. The 4.75 ROAS reflects efficient conversion performance on a moderate budget.

EVIDENCE 03



Campaign-level performance view

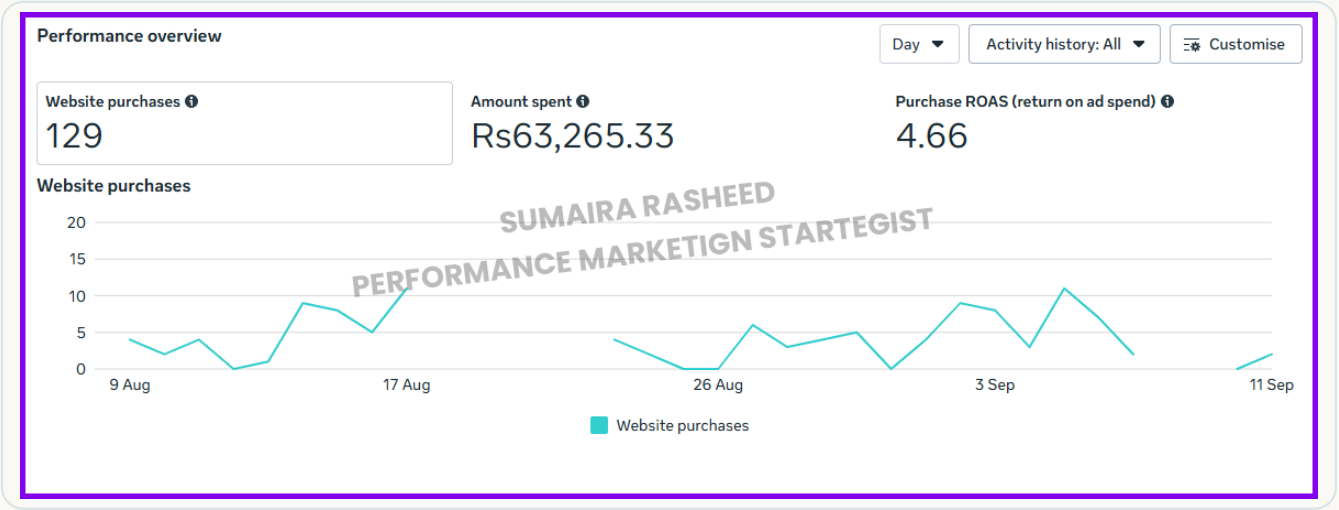
Ads Manager breakdown showing purchase, messaging and reach objectives across multiple campaigns. The view highlights cost-per-result control, including website purchases and messaging conversations.

EVIDENCE 04

SELECTED EVIDENCE

Campaign & store performance 03

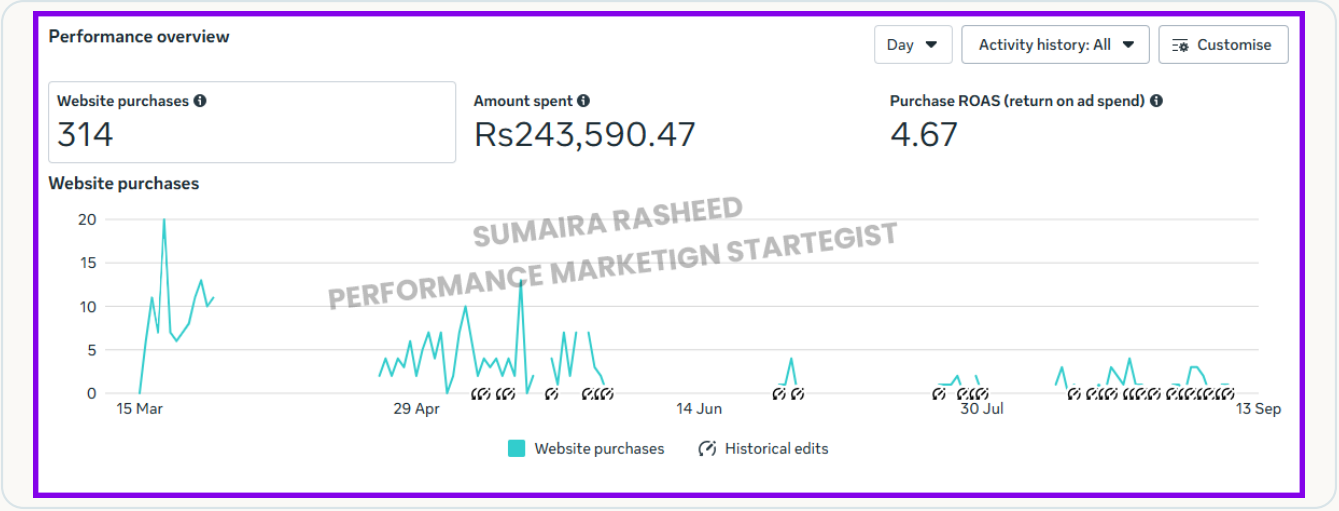
Real dashboard snapshots with concise context for client review.



129 purchases | 4.66 ROAS

This campaign period produced 129 website purchases from PKR 63,265.33 spend. Performance remained efficient at a 4.66 purchase ROAS across the reporting window.

EVIDENCE 05



314 purchases | 4.67 ROAS - alternate view

Additional reporting view of the same high-volume period, documenting 314 website purchases and PKR 243,590.47 spend. The 4.67 ROAS demonstrates sustained account-level profitability.

EVIDENCE 06

SELECTED EVIDENCE

Campaign & store performance 04

Real dashboard snapshots with concise context for client review.



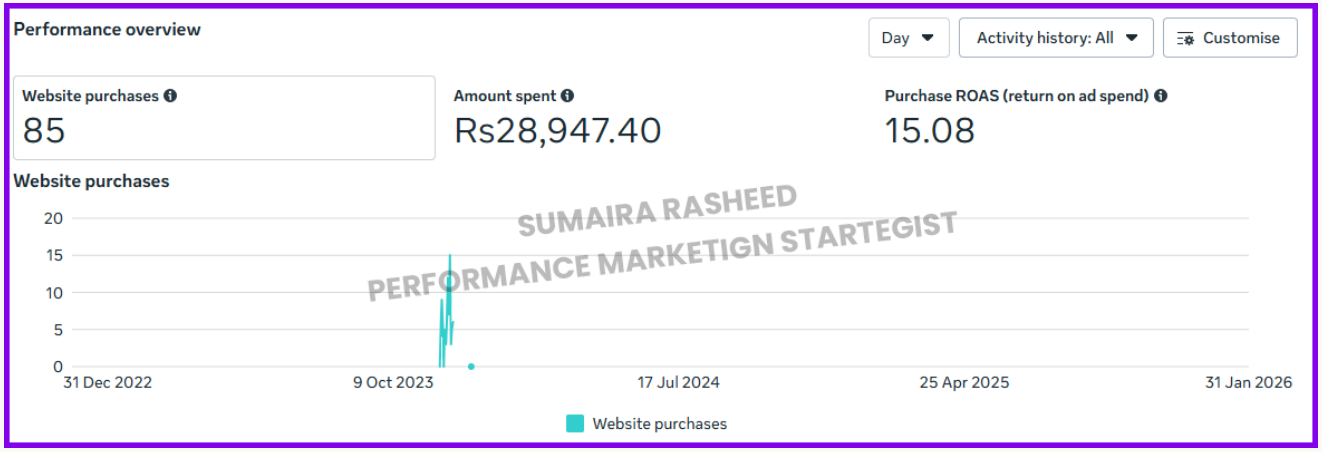
	Reach	Frequency	Cost per result	Amount spent	Link clicks	CTR (all)	Landing page views	Cost per landing pag...	Purchase ROAS (retu...
	25,676	2.07	Rs340.56 Per purchase	Rs28,947.40	3,538	8.90%	3,033	Rs9.54	15.08
	12,553	1.40	Rs1,077.48 Per purchase	Rs7,542.33	234	1.82%	171	Rs44.11	11.71
	49,515	2.02	Rs464.01 Per purchase	Rs47,329.24	6,490	8.62%	5,862	Rs8.07	10.59
	7,597	1.34	Rs323.50 Per purchase	Rs4,852.43	217	3.47%	178	Rs27.26	9.84
	10,330	1.14	Rs1,278.13 Per purchase	Rs5,112.51	233	2.56%	177	Rs28.88	7.87
	92,867	1.63	Rs285.70 Per purchase	Rs38,283.52	5,689	4.57%	4,575	Rs8.37	7.56
	261,741	2.80	Rs427.88 Per purchase	Rs314,488.91	25,477	4.69%	17,925	Rs17.54	7.15
	37,760	1.77	Rs381.65 Per purchase	Rs29,768.44	3,376	6.11%	2,870	Rs10.37	6.63
	15,374	1.20	Rs904.78 Per purchase	Rs4,523.92	222	1.71%	174	Rs26.00	6.60
	65,405	1.73	Rs999.85 Per purchase	Rs49,992.28	2,597	2.93%	2,088	Rs23.94	6.35

SUMAIRA RASHEED
PERFORMANCE MARKETIGN STARTEGIST

High-ROAS campaign breakdown

Campaign-level report showing several strong purchase campaigns, including ROAS values above 10 and a top line at 15.08. It also documents link clicks, landing-page views and cost-per-purchase efficiency.

EVIDENCE 07



SUMAIRA RASHEED
PERFORMANCE MARKETIGN STARTEGIST

85 purchases | 15.08 ROAS

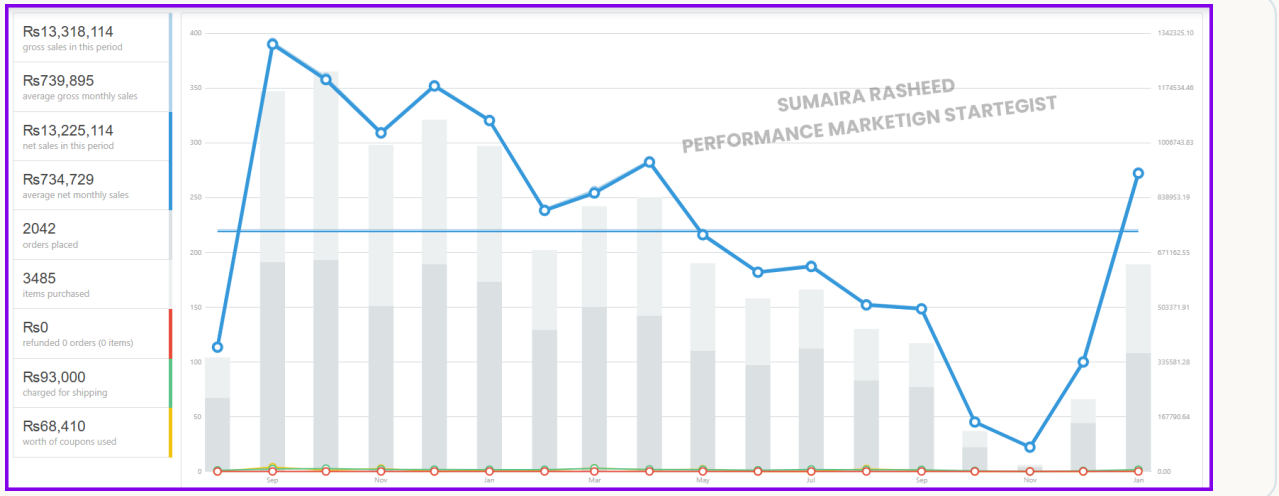
A standout campaign generated 85 website purchases from PKR 28,947.40 in spend. The 15.08 purchase ROAS demonstrates very strong revenue efficiency for this campaign segment.

EVIDENCE 08

SELECTED EVIDENCE

Campaign & store performance 05

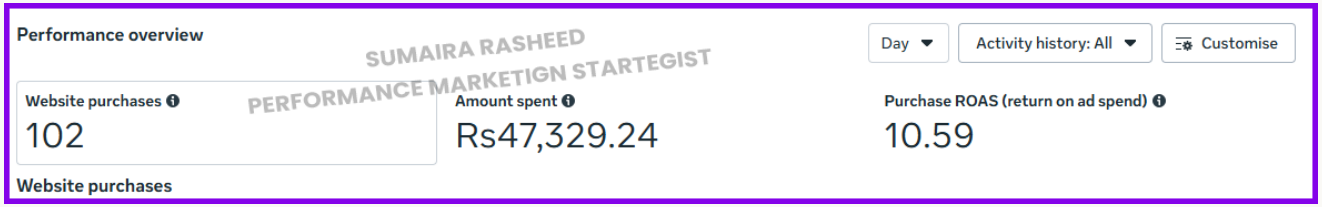
Real dashboard snapshots with concise context for client review.



PKR 13.3M gross sales | 2,042 orders

Store dashboard documents PKR 13,318,114 in gross sales and PKR 13,225,114 in net sales during the selected period. A total of 2,042 orders and 3,485 items purchased provide broader commercial context beyond ad metrics.

EVIDENCE 09



102 purchases | 10.59 ROAS

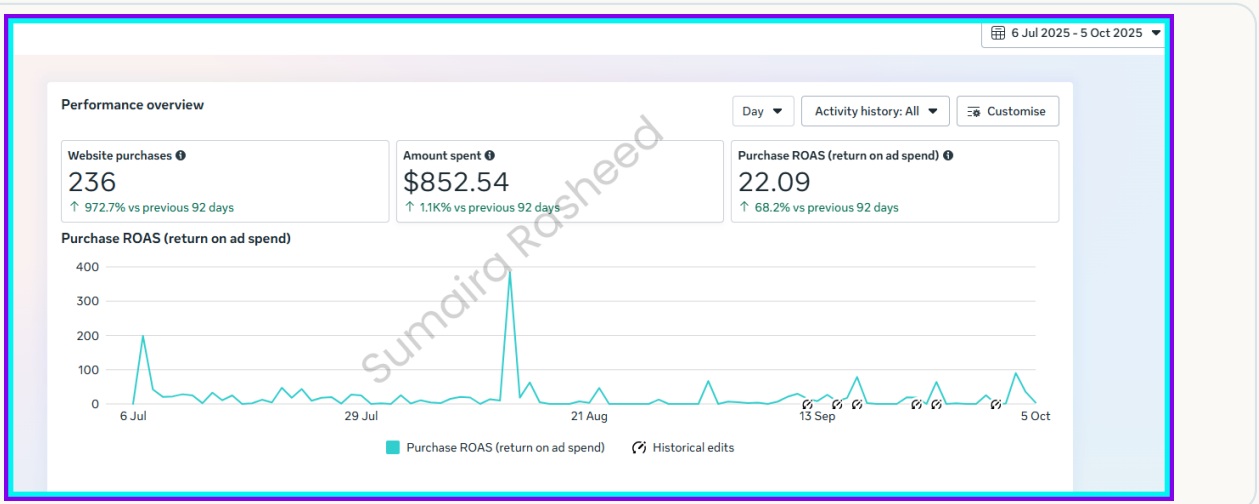
Campaign snapshot showing 102 website purchases from PKR 47,329.24 ad spend. The 10.59 purchase ROAS reflects strong conversion quality and efficient use of media budget.

EVIDENCE 10

SELECTED EVIDENCE

Campaign & store performance 06

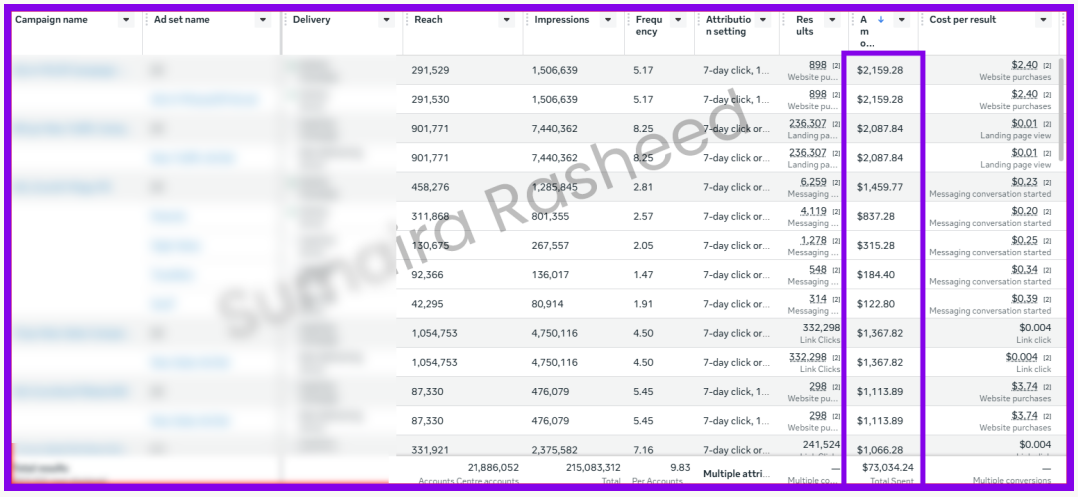
Real dashboard snapshots with concise context for client review.



236 purchases | 22.09 ROAS

Over the selected 92-day period, Meta Ads recorded 236 website purchases on $852.54 spend. Purchase ROAS reached 22.09, with the dashboard also showing a substantial improvement versus the previous period.

EVIDENCE 11



Multi-campaign account scale

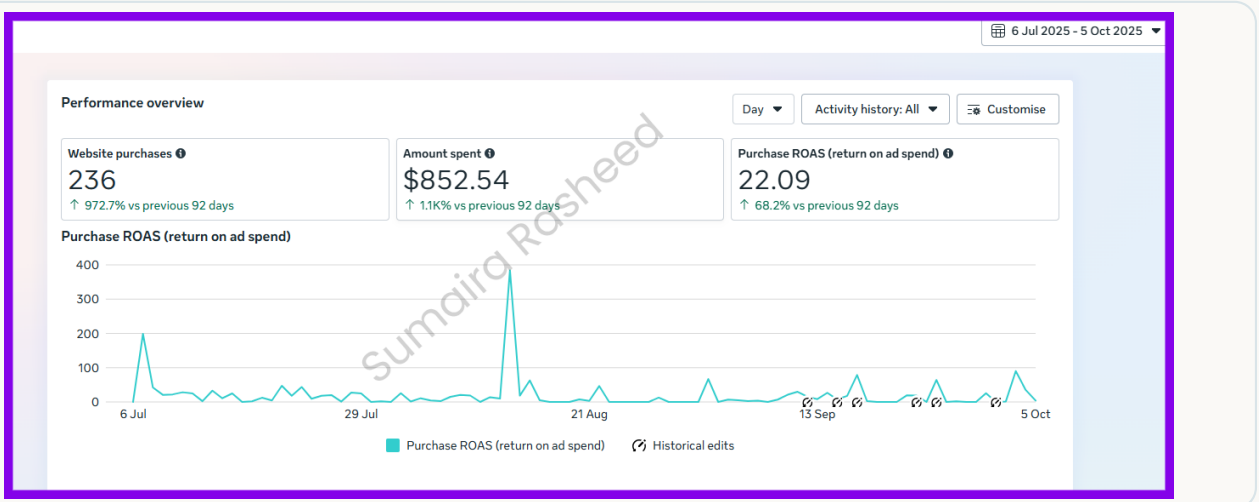
Ads Manager account view covering multiple objectives and campaigns, with $73,034.24 total spend shown. The report demonstrates experience managing purchase, traffic and messaging activity at larger account scale.

EVIDENCE 12

SELECTED EVIDENCE

Campaign & store performance 07

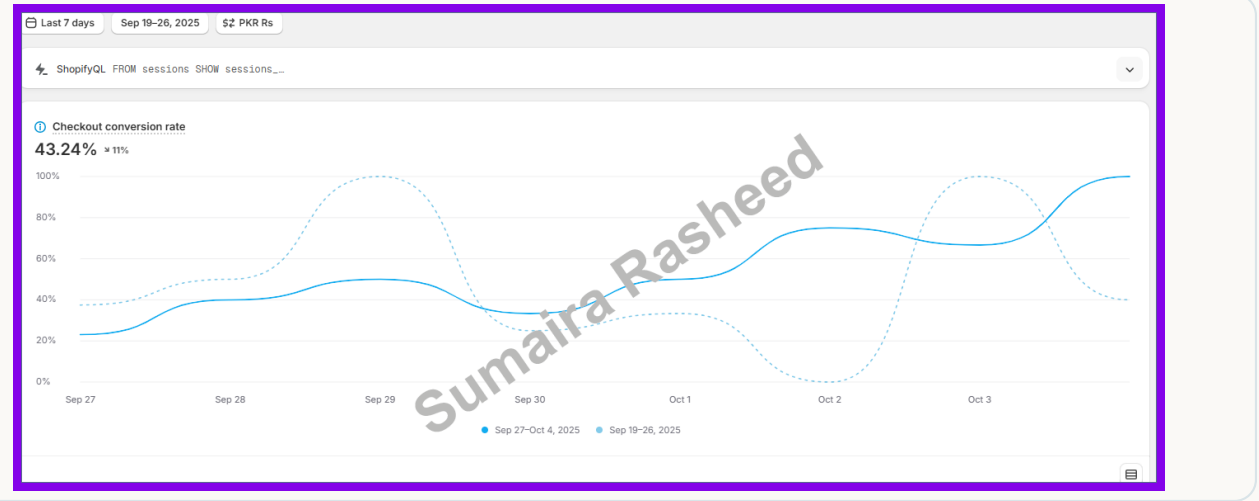
Real dashboard snapshots with concise context for client review.



236 purchases | growth-period view

A second performance view documents the same 236-purchase period with $852.54 spend and 22.09 ROAS. It provides visual evidence of the daily ROAS pattern and account changes during the reporting window.

EVIDENCE 13



43.24% checkout conversion rate

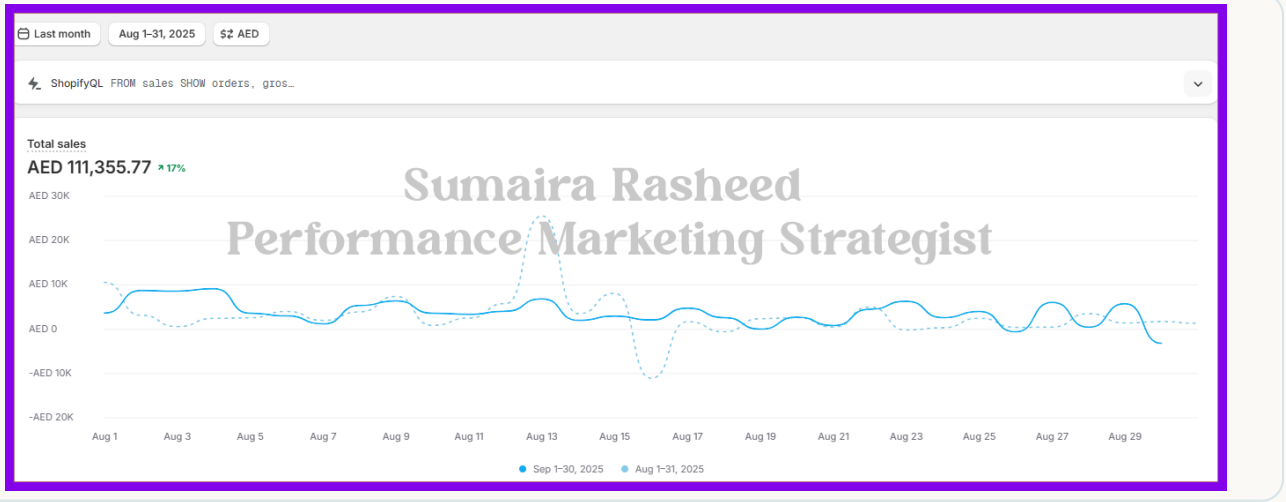
Shopify analytics shows a 43.24% checkout conversion rate for the selected week. The trend line compares performance with the prior period and demonstrates attention to post-click conversion, not only ad delivery.

EVIDENCE 14

SELECTED EVIDENCE

Campaign & store performance 08

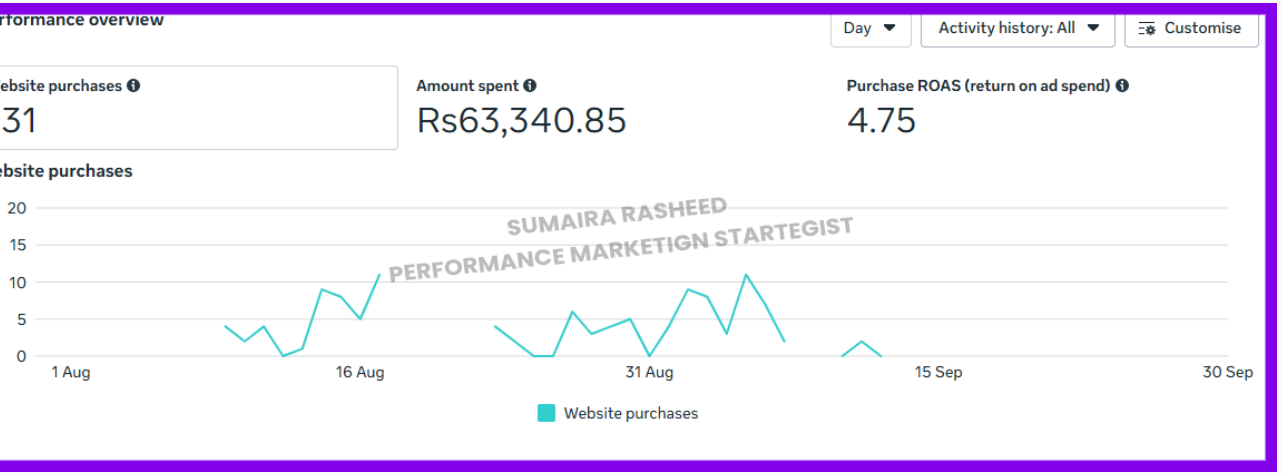
Real dashboard snapshots with concise context for client review.



AED 111,355.77 monthly sales

Shopify sales dashboard records AED 111,355.77 in total sales for the selected month, up 17%. This connects paid acquisition work with store-level revenue outcomes.

EVIDENCE 15



131 purchases | 4.75 ROAS - alternate view

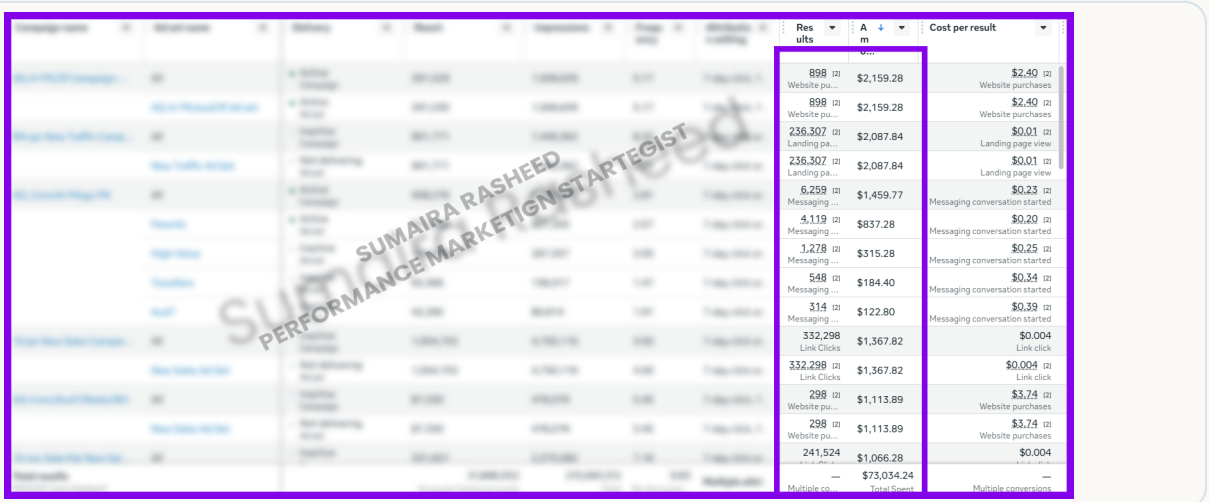
Additional campaign view confirming 131 website purchases on PKR 63,340.85 spend. The 4.75 ROAS remained efficient across the active days shown in the reporting period.

EVIDENCE 16

SELECTED EVIDENCE

Campaign & store performance 09

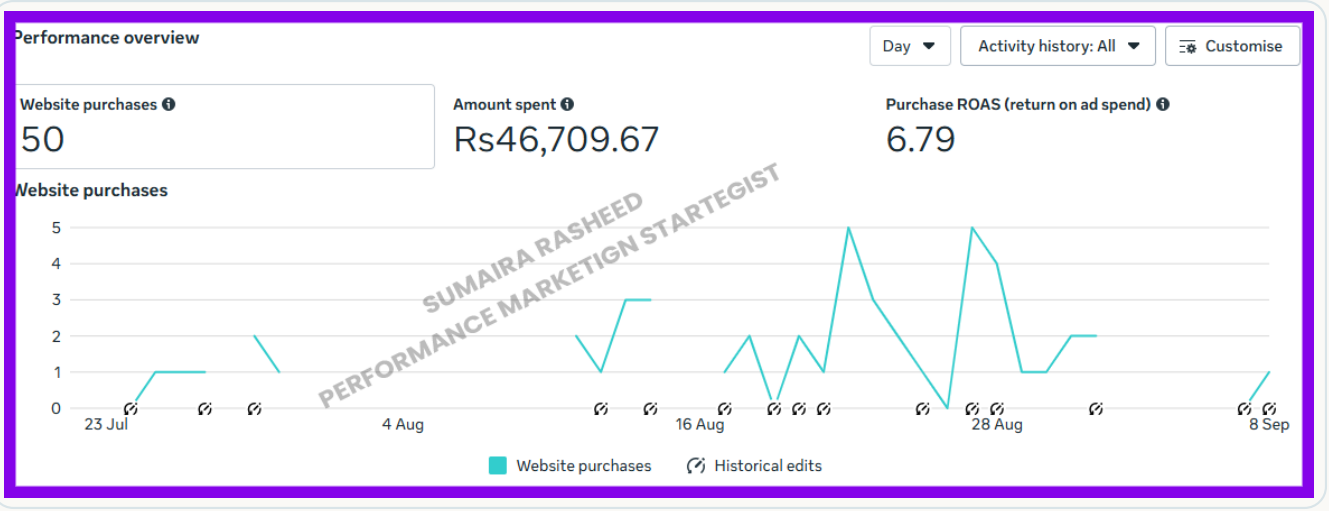
Real dashboard snapshots with concise context for client review.



Results and cost-per-result detail

Detailed Ads Manager table showing purchase, messaging, landing-page and link-click outcomes across campaigns. The view documents cost-per-result management alongside reach and delivery metrics.

EVIDENCE 17



50 purchases | 6.79 ROAS

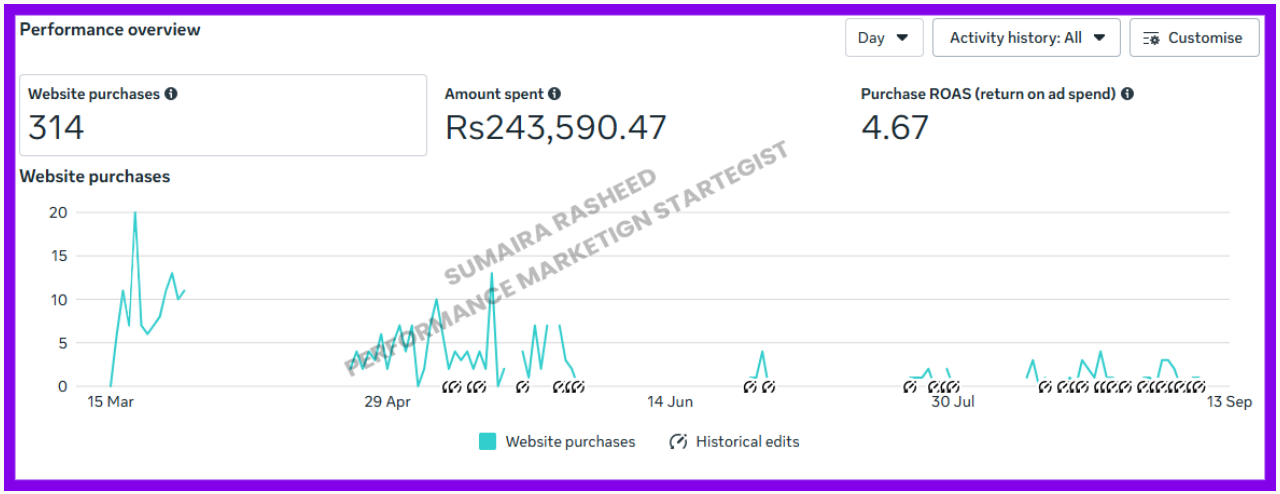
A smaller campaign segment generated 50 website purchases from PKR 46,709.67 spend. The 6.79 purchase ROAS indicates solid profitability even at a lower conversion volume.

EVIDENCE 18

SELECTED EVIDENCE

Campaign & store performance 10

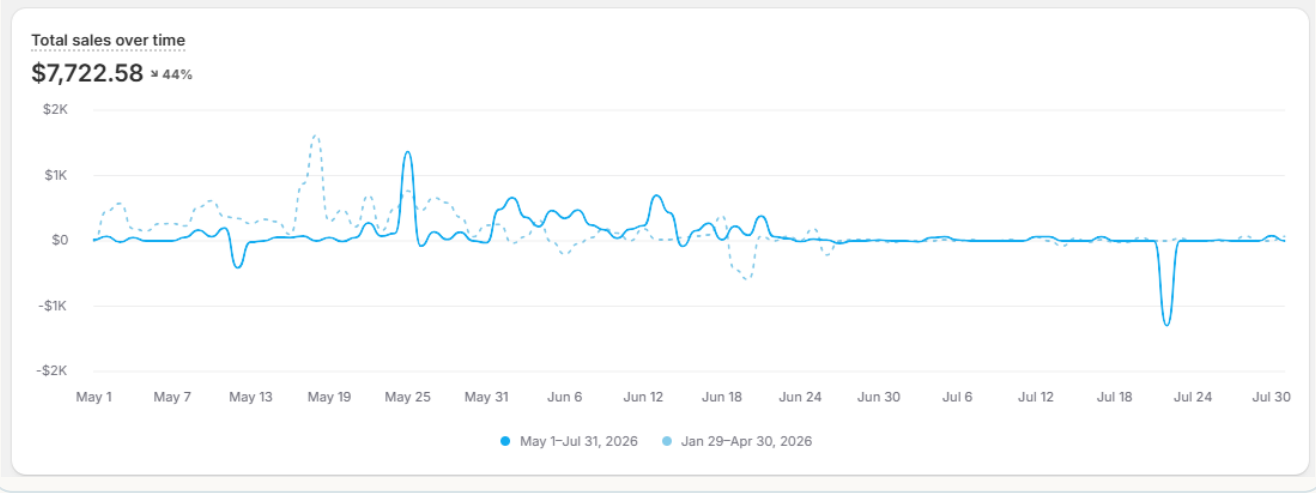
Real dashboard snapshots with concise context for client review.



314 purchases | historical activity view

Historical activity view of the 314-purchase campaign period, showing PKR 243,590.47 spend and 4.67 ROAS. The timeline also reflects campaign edits and ongoing account optimisation.

EVIDENCE 19



$7,722.58 sales period

Store analytics view showing $7,722.58 in total sales across the selected comparison period. This screenshot adds store-side revenue context and illustrates tracking of business performance over time.

EVIDENCE 20

WORK WITH SUMAIRA RASHEED

Performance marketing with commercial focus.

I help eCommerce businesses use paid media more effectively - with attention to revenue, conversion rate, cost efficiency and sustainable scaling.

CORE ENGAGEMENTS

Meta Ads strategy & management • Campaign optimisation • eCommerce growth analysis • CRO-focused performance review

Sumaira Rasheed

Performance Marketing Strategist

Portfolio prepared for prospective clients