



CASE STUDY

Simplified Convenience

How Marketing Elevated Gorex to the Top Choice for Automotive Services in Riyadh.

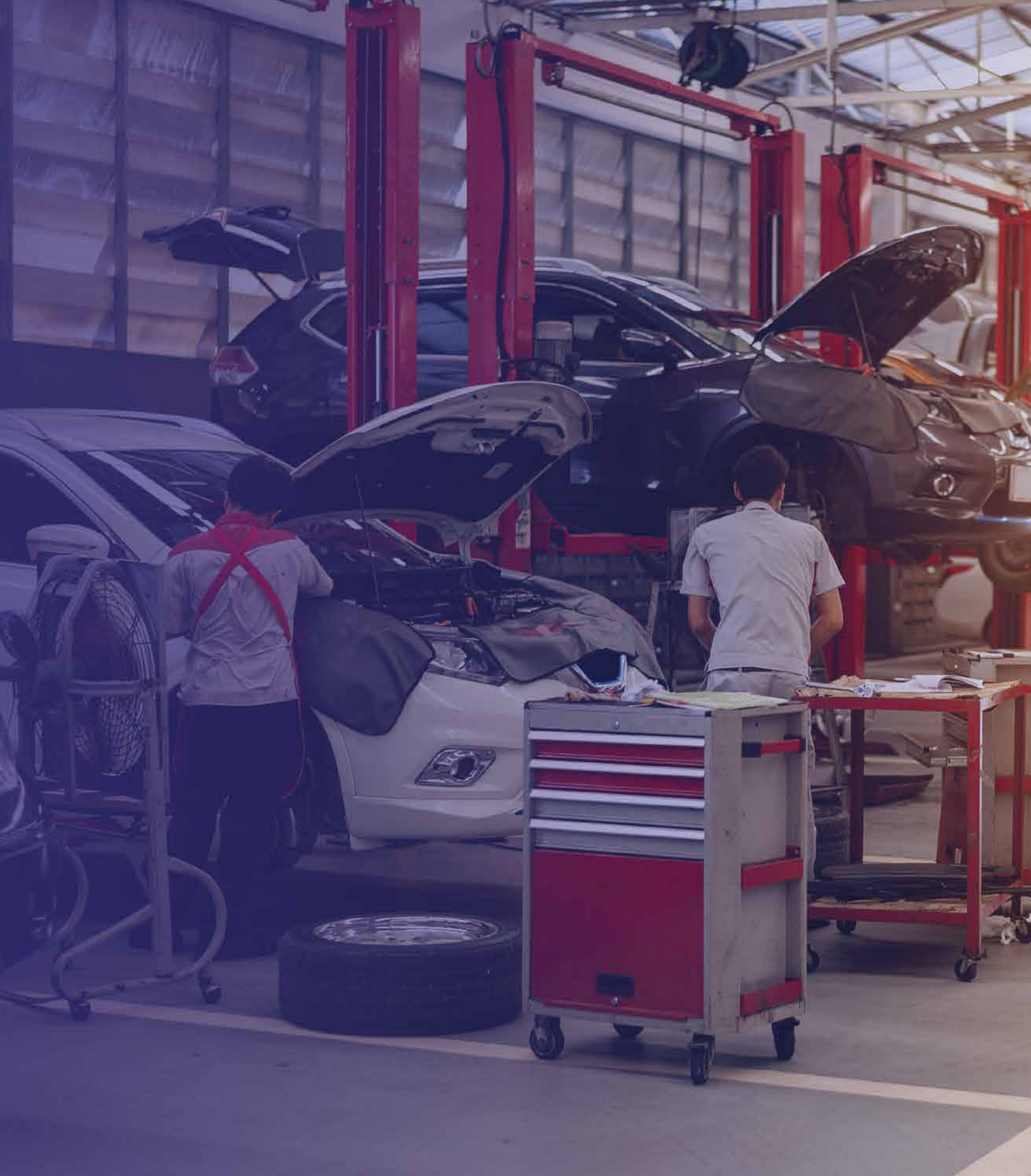
www.gorex.ai



| Case Study

Gorex, your one-stop shop for all automotive needs, connects you with trusted merchants offering a wide range of services, from tire replacement and tinting to car washing, repairs, and oil changes. With a user-friendly platform, booking your needed services is just a few clicks away.





| Challenges Faced by Gorex

Limited Brand Presence:

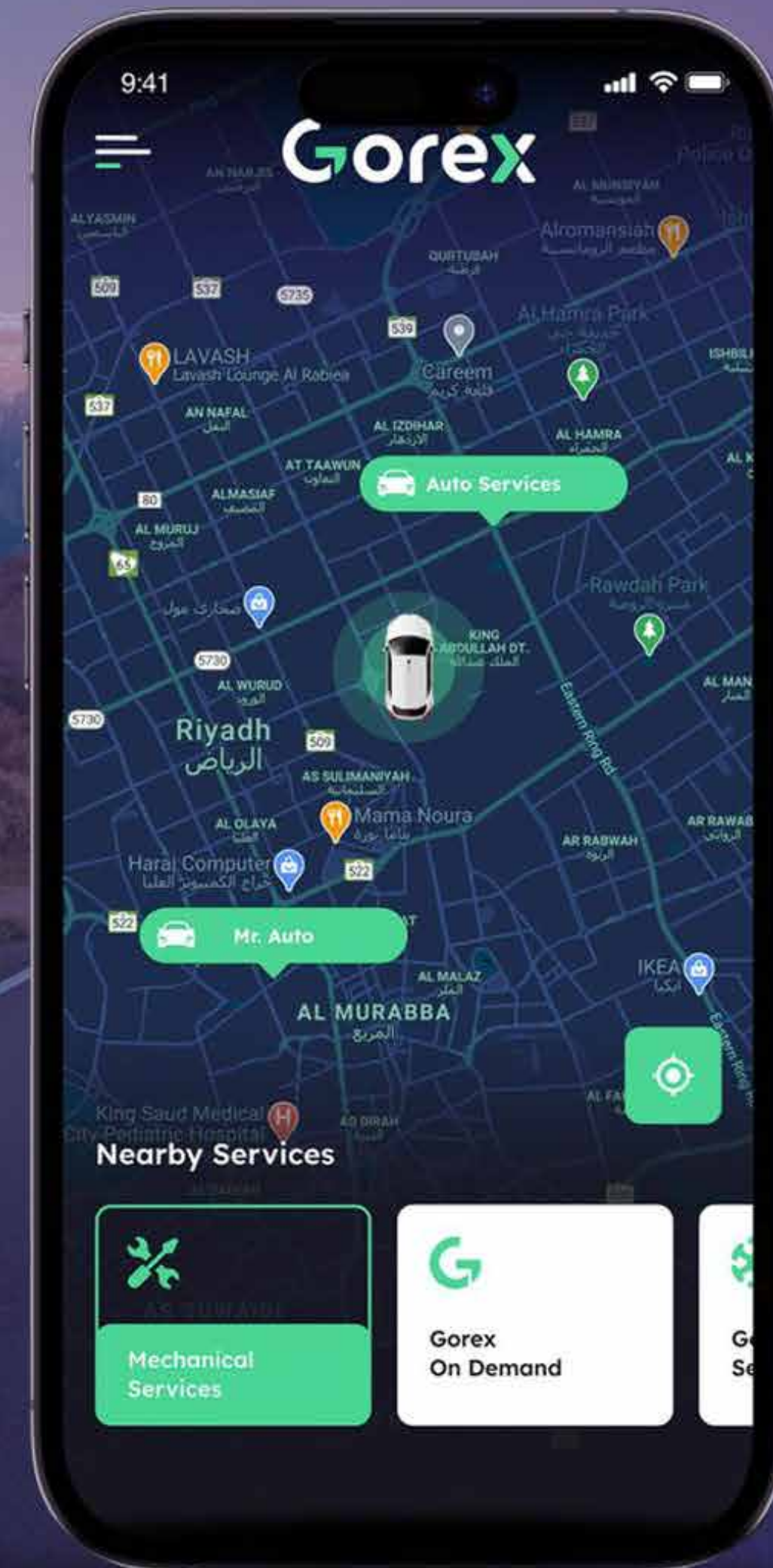
Gorex lacked a strong brand presence, making it challenging for potential customers to discover their platform and services.



| Performance Marketing

App Downloads and User Acquisition:

Gorex needed a strategic approach to increase app downloads and acquire more users, both individuals and corporate clients, to drive growth and expand their customer base.





| Performance Marketing

Order Generation:

To thrive in the market, Gorex required a consistent flow of service orders to connect customers with trusted and professional merchants.



| Our Solutions

Comprehensive Marketing Campaigns

Quaid Ventures designed and executed a series of marketing campaigns to enhance Gorex's brand presence and awareness. Through various channels, we educated people about the platform, highlighting its user-friendly features and vast service offerings.



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تسجيل سهل وإستخدام اسهل



سجل حساب في قوريكس الآن

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| Our Solutions

App Promotion:

We focused on promoting the Gorex app to increase downloads and user engagement. By showcasing the platform's benefits and easy-to-use interface, we enticed users to explore and book services conveniently through the app.



| Performance Marketing

Strategic Budget Allocation:

With a budget of \$2800, Quaid Ventures implemented targeted performance marketing campaigns in Riyadh, reaching a massive audience of 500,000 people.





| Performance Marketing

App Installations:

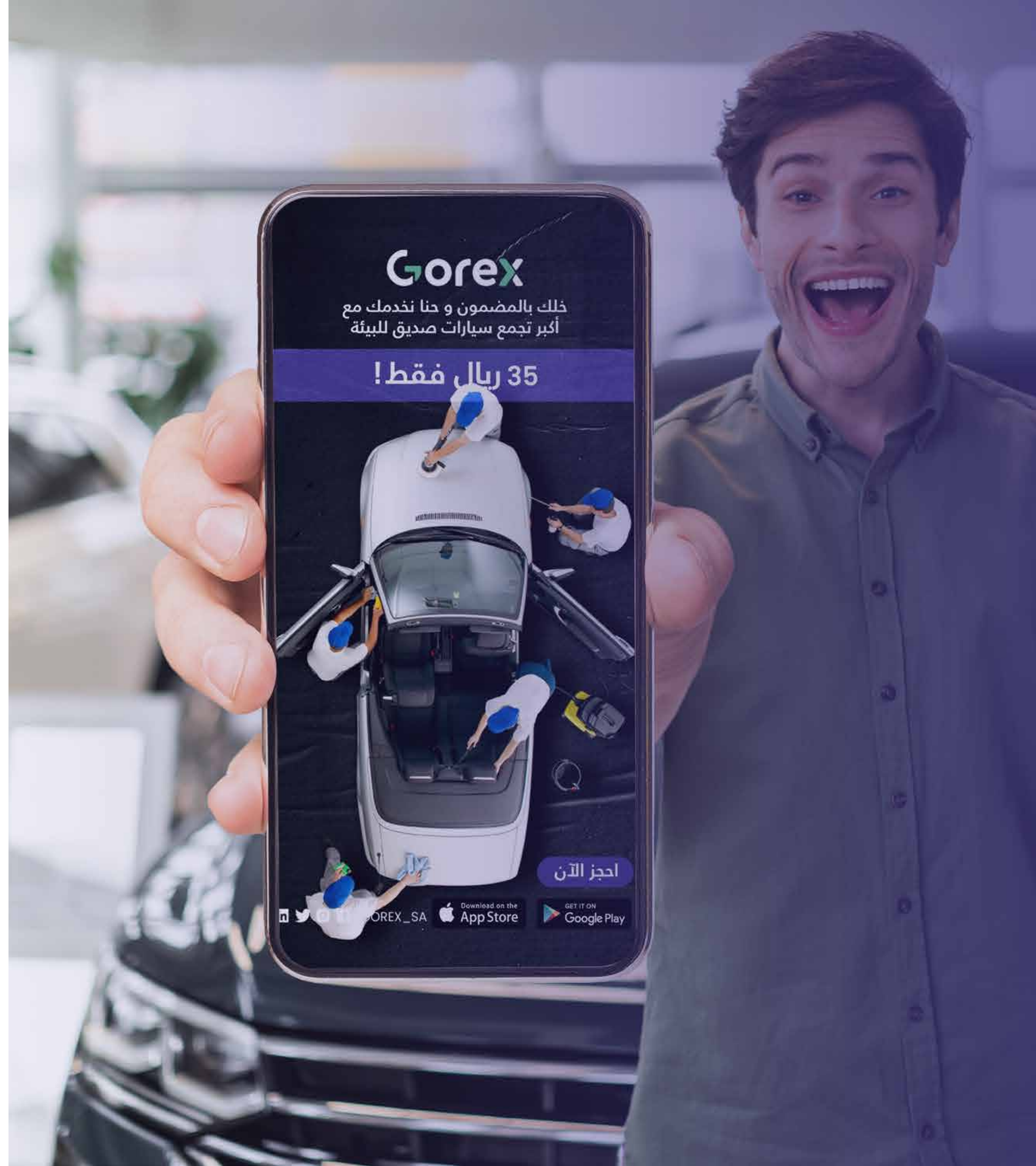
Leveraging effective advertising strategies, we achieved 1000 app installations, driving user adoption and expanding Gorex's customer base.



| Performance Marketing

Deals Promotion

We highlighted Gorex's attractive deals and promotions through our ads, enticing users to avail themselves of the platform's convenient and value-added services.



Results

Through our collaborative efforts and marketing strategies, Quaid Ventures transformed Gorex into the top choice for automotive services in Riyadh. By enhancing brand presence, increasing app downloads, and driving user acquisitions, we paved the way for Gorex's success in the competitive market.



103 App Installs Through Meta Ads Results

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

[+ Create](#) [Edit](#) [More](#) View Setup Columns: Performance Breakdown Reports

Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	DK - iOS - App Download Ad Set	— Mobile App Install	6	6	— Per Mobile App Ins...	\$0.00	Ong
<input type="checkbox"/>	DK - Android - App Download Ad Set	103 Mobile App Installations	76,082	136,220	\$1.71 Per Mobile App Ins...	\$176.23	Ong
Results from 2 ad sets		103 Mobile App Installations	76,082 Accounts Centre accou...	136,226 Total	\$1.71 Per Mobile App Install	\$176.23 Total Spent	

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

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Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	DK - In App Sales Ad Set - 10/07	—	—	—	—	—	Ong
<input type="checkbox"/>	DK - In App Sales Ad Set - 27/06	20 purchase	23,712	69,741	\$6.40 Per purchase	\$127.99	Ong
<input type="checkbox"/>	DK - Custom Aud - In App Sales Ad Set - 27/06	— purchase	4	20	— Per purchase	\$0.06	Ong
Results from 3 ad sets		20 purchase	23,712 Accounts Centre accou...	69,761 Total	\$6.40 Per purchase	\$128.05 Total Spent	

38,973 Traffic & Engagement , 785 Page Likes by Meta Ads Results

Campaigns		6 selected		Ad sets for 6 Campaigns		Ads for 6 Campaigns	
Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	DK - App Traffic Ad Set (04-05-23)						Ongoing
<input type="checkbox"/>	DK - Brand Awareness Ad Set (21/06)	23,062 ThruPlays	26,200	40,649	\$0.002 Cost per ThruPlay	\$47.15	Ongoing
<input type="checkbox"/>	DK - Instagram Ad Set (05-... <small>Unpublished edits</small>)	188 Link Clicks	19,371	33,396	\$0.29 Per link click	\$54.11	Ongoing
<input type="checkbox"/>	DK - iOS & Android App Do... <small>Unpublished edits</small>	5,490 Link Clicks	162,850	489,775	\$0.02 Per link click	\$121.21	Ongoing
<input type="checkbox"/>	DK - Web Traffic Ad Set (04-05-23)	2,309 Link Clicks	82,076	218,585	\$0.04 Per link click	\$84.08	Ongoing
<input type="checkbox"/>	DK - Post Engagement Campaign (04-05-23)	7,924 Post engagements	20,226	56,527	\$0.01 Per Post Engagem...	\$116.37	Ongoing
<input type="checkbox"/>	DK - Page Likes Ad Set (04-... <small>Unpublished edits</small>)	785 Page Likes	18,511	51,135	\$0.24 Per Page Like	\$185.58	Ongoing
Results from 7 ad sets		— Multiple conversions	305,692 Accounts Centre accou...	890,067 Total	— Multiple conversions	\$608.50 Total Spent	

500,000 Brand Awareness Ads Results

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

[+ Create](#) [Edit](#) [More](#) View Setup Columns: Performance Breakdown Reports

<input type="checkbox"/>	Off/On	Ad set	Attr sett	Results	Reach	Impressions	Cost per result	Amount spent	Er
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DK - Brand Awareness Campaign (04-05-23)	7...	498,576 Reach	498,576	775,845	\$0.15 Per 1,000 people r...	\$77.15	
		Results from 1 ad set	7...	498,576 Reach	498,576 Accounts Centre accou...	775,845 Total	\$0.15 Per 1,000 people rea...	\$77.15 Total Spent	

TikTok Sales Conversions Ads Results



Trends



Cost ▾

169.03 SAR

Impressions ▾

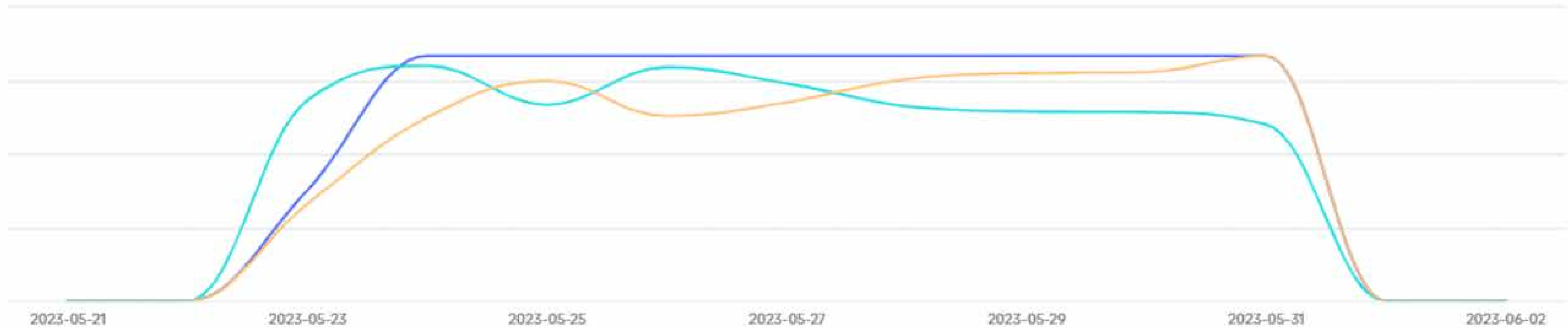
2,494

CPM ▾

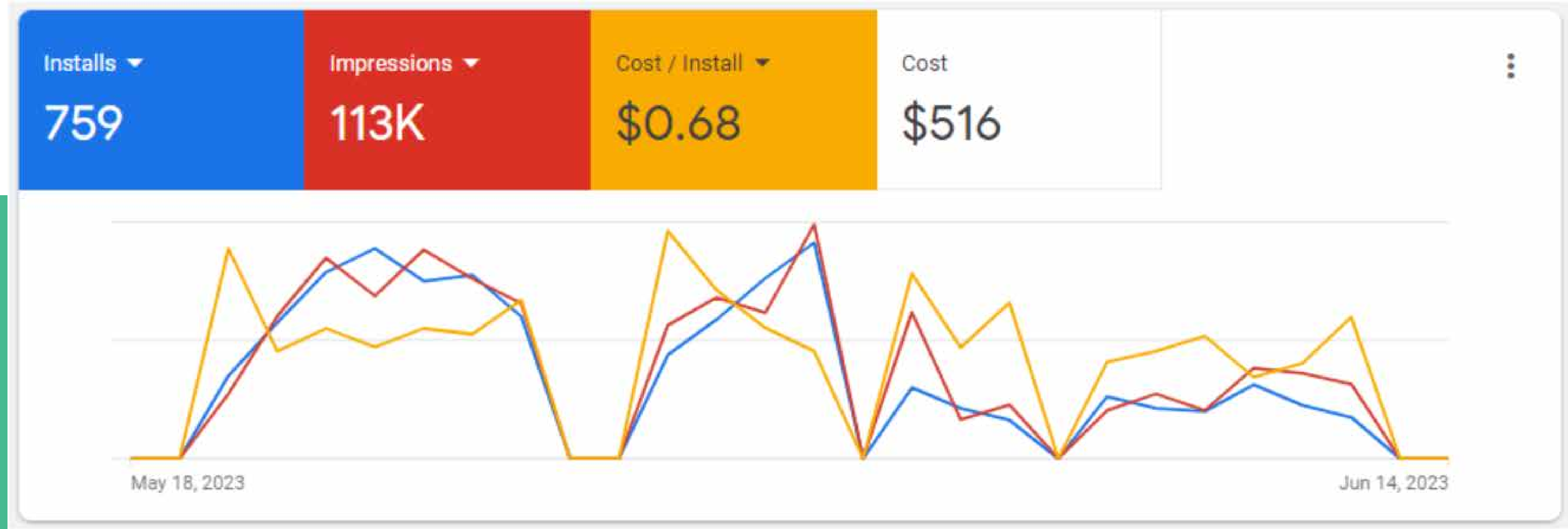
67.71 SAR

Conversions ▾

57



1142 App Installs Through Google Ads Results



Installs ▾

383

Impressions ▾

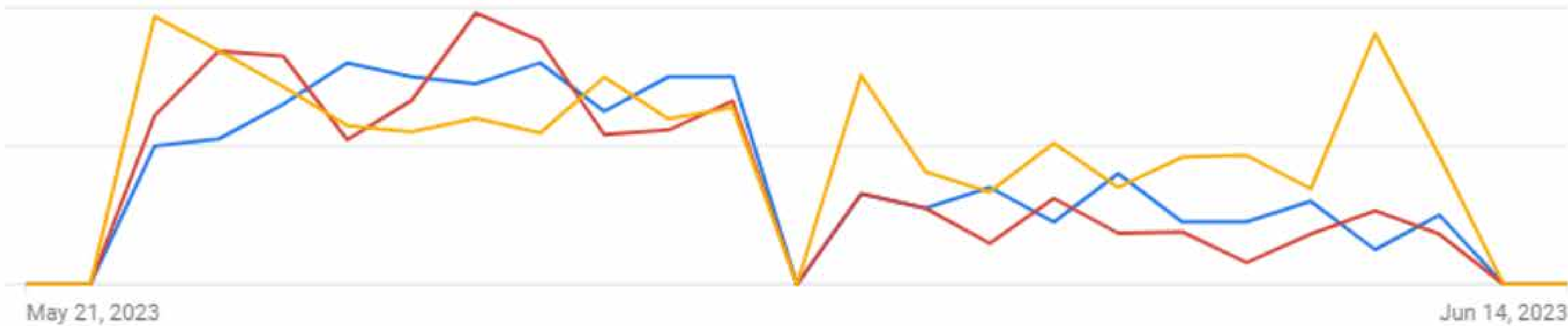
46.1K

Cost / Install ▾

\$0.67

Cost






\$255



170 Link Clicks Through Google Ads Results



33,000 Impressions by LinkedIn Ads Results

	Campaign Group Name 	Spent 	Impressions 	Clicks 	Average CTR 	Bid 	Average CPM
<input type="checkbox"/>	2 campaign groups	\$103.85	32,943	131	0.4%	-	\$3.15
<input type="checkbox"/>	DK - Brand Awareness Campaign ID: 636532933	\$103.85	32,943	131	0.4%	-	\$3.15

Ads Preview

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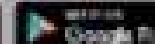
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Ads Preview




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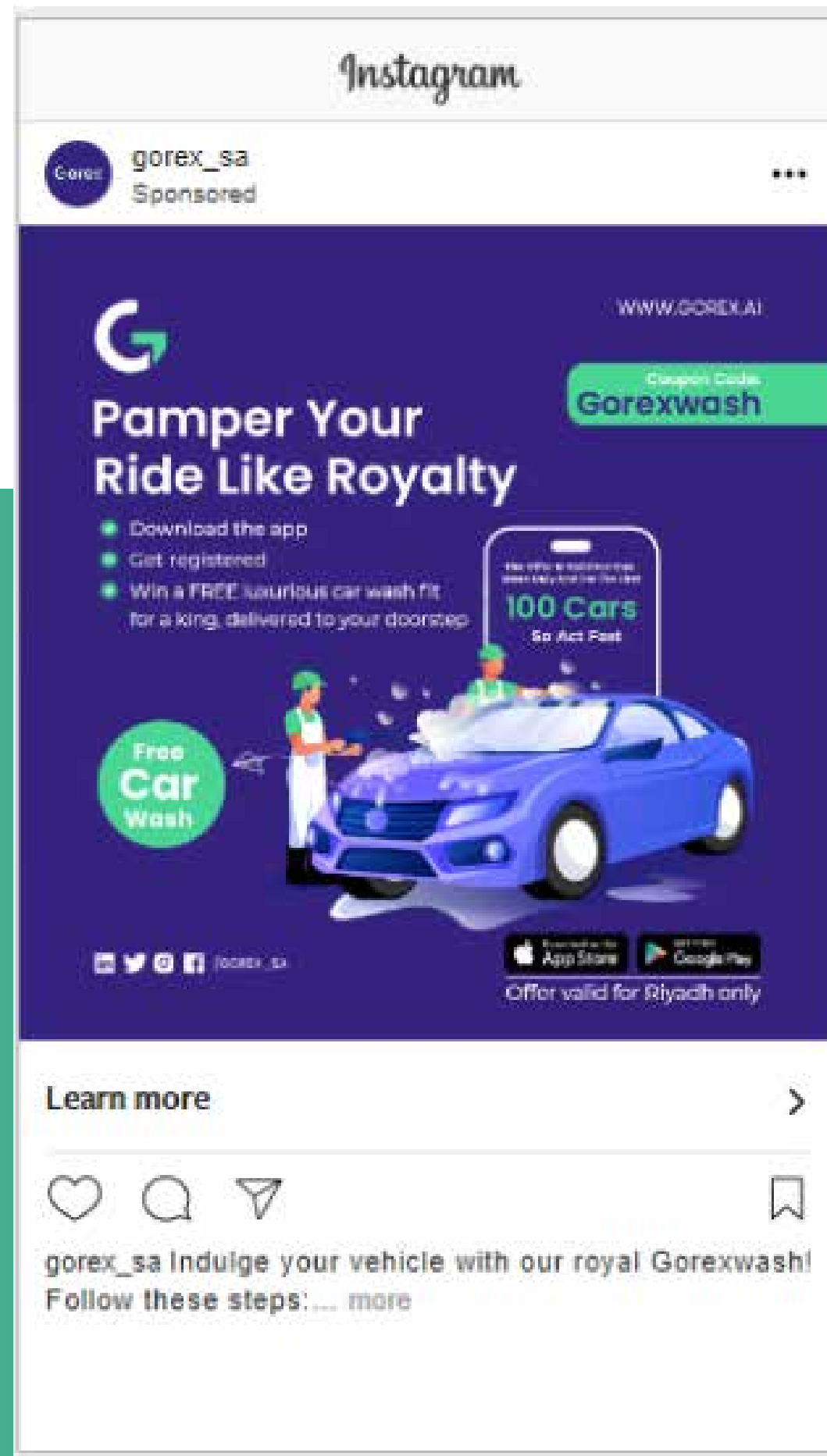
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