

Portfolio

LOUAY BOUGHNIMI

PERFORMANCE MEDIA BUYER

About Me



→ PERFORMANCE MARKETING ENTHUSIAST WITH A STRONG INTEREST IN MEDIA BUYING, E-COMMERCE, AND BUSINESS GROWTH.

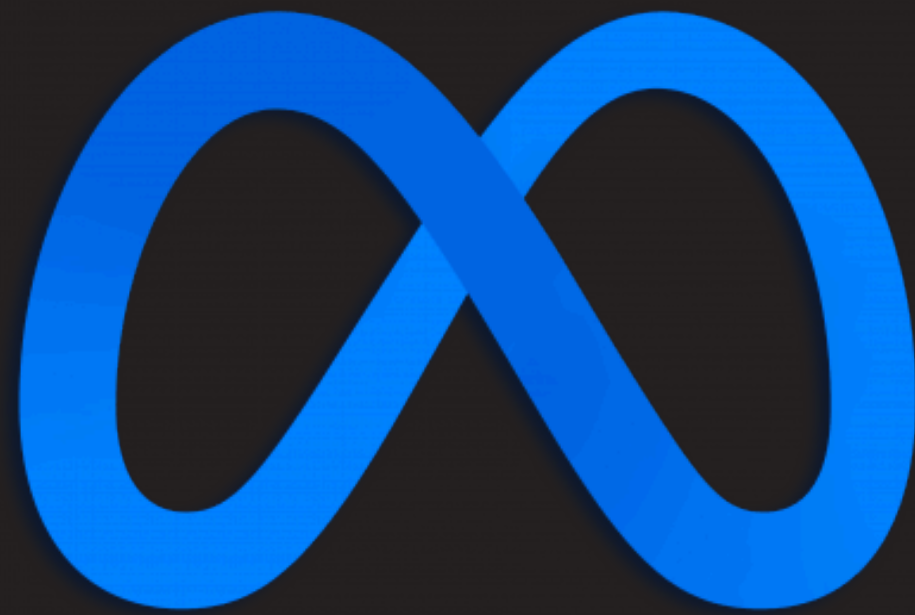
→ I BELIEVE SUCCESSFUL ADVERTISING STARTS WITH UNDERSTANDING THE BUSINESS, NOT JUST LAUNCHING CAMPAIGNS.

→ EXPERIENCED IN CONTENT STRATEGY, CREATIVE PLANNING, SHOPIFY STORE SETUP, AND META ADS.

→ ALWAYS LEARNING, TESTING, AND IMPROVING TO BUILD MARKETING SYSTEMS THAT DRIVE SUSTAINABLE GROWTH.

→ MY GOAL IS TO HELP BRANDS TURN ATTENTION INTO CUSTOMERS AND CUSTOMERS INTO LONG-TERM GROWTH.

EXPERIENCE WITH THESE TOOLS:





META ADS CASE STUDY | UZBEKISTAN MARKET

Campaigns											
Ad sets											
Ads											
Mar 12, 2026 - Mar 13, 2026											
Columns: KPIS											
Breakdown											
More											
ff / n	Campaign	Actions	conversion rate	Results	Cost per result	Amount spent	Reach	Im			
☒	Nouvelle campagne de Ventes		—	—	—	—	—	—			
☐	Test supp bebe // abo 15 dollar	—	—	—	—	\$0.00	—	—			
☐	TEST // TALKIE WALKIE // ABO 15 DOLLAR	—	—	—	—	\$0.00	—	—			
☐	validation testt 490000	—	—	—	—	\$0.00	—	—			
☐	seals lunch box	—	9.95%	21	\$1.25	\$26.25	6,936	—			

WITHIN 2 DAYS

→ SOM 13.23 M TOTAL SALES

→ 20 TOTAL ORDERS

→ 9.95 CONVERSION RATE



Commande #1008	il y a 7 min
UZS998,000.00, 2 articles de Releasit COD Form (via import) • zarvia.uzbek	
Commande #1007	il y a 1 h
UZS499,000.00, 1 article de Releasit COD Form (via import) • zarvia.uzbek	
Commande #1006	il y a 2 h
UZS499,000.00, 1 article de Releasit COD Form (via import) • zarvia.uzbek	
Commande #1005	12:05
UZS499,000.00, 1 article de Releasit COD Form (via import) • zarvia.uzbek	
Commande #1004	08:41
UZS499,000.00, 1 article de Releasit COD Form (via import) • zarvia.uzbek	
UZS998,000.00, 2 articles de Releasit COD Form (via import) • zarvia.uzbek	

No...	Campagne	Résultats	Coût par résultat	Montant dépensé	Couverture	Impressions	CPM (Coût pour...)	hook ra
☐	Test supp bebe // abo 15 dollar	1	8,53 \$	8,53 \$	1294	1576	5,41 \$	
☐	TEST // TALKIE WALKIE // ABO 15 DOLLAR	3	6,94 \$	20,81 \$	4267	5746	3,62 \$	
☐	validation testt 490000	4	2,53 \$	10,10 \$	2098	2536	3,98 \$	
☐	seals lunch box	29	2,60 \$	75,46 \$	15901	23185	3,25 \$	





META ADS CASE STUDY | TUNISIAN MARKET

All channels	Sessions	Total sales	Orders	Conversion rate
Apr 1-8, 2026	2,195 +1K%	TND 4,857	93	0%

Apr 1, 2026 - Apr 8, 2026										
Campaigns										
+ Create Duplicate Edit Analyze A/B test More Columns: Copy of Performance Breakdown										
	Off / On	Campaign	Delivery	Actions	conversion rate	Results	Cost per result	Budget	Amount spent	
						Website Purchase	Per Purchase			
		comp prosp/29-4-2026	Off	—	—	Website Purchase	Per Purchase	—	Using ad set bu...	
		4-28-2026/prospection/abo/40\$/gardenia	Off	—	—	Website Purchase	Per Purchase	—	Using ad set bu...	
		Scaling comp	Off	—	—	Website Purchase	Per Purchase	—	Using ad set bu...	
		4-17-2026/prospection/abo/20\$/IDposte/gardie...	Off	—	—	Website Purchase	Per Purchase	—	Using ad set bu...	
		1st Testing Gardenia	Off	—	4.18%	87 Website purchases	\$0.98 Per Purchase	Using ad set bu...		

WITHIN 7 DAYS

→ TND 4.857K TOTAL SALES

→ 93 TOTAL ORDERS

→ 2.195K TOTAL WEBSITE
SESSIONS

→ 4.18 CONVERSION RATE





META ADS CASE STUDY | TUNISIAN MARKET

All channels	Sessions	Total sales	Orders	Conversion rate
Apr 17-20, 2026	2,334 +29.1K%	TND 3,606	84	0%

Campaigns

Ad sets

Ads

Apr 17, 2026 – Apr 20, 2026

+ Create

Duplicate

Edit

Analyze

A/B test

More

Columns: Copy of Performance

Breakdown

	Off / On	Campaign	Delivery	Actions	conversion rate	Results	Cost per result	Budget	Amount spent
						Website Purchase	Per Purchase		
		comp prosp/29-4-2026	Off	—	—	—	—	Using ad set bu...	
						Website Purchase	Per Purchase		
		4-28-2026/prospection/abo/40\$/gardenia	Off	—	—	—	—	Using ad set bu...	
						Website Purchase	Per Purchase		
		Scaling comp	Off	—	—	—	—	Using ad set bu...	
						Website Purchase	Per Purchase		
		4-17-2026/prospection/abo/20\$/IDposte/gardie...	Off	—	3.28%	81	\$0.97	Using ad set bu...	
						Website purchases	Per Purchase		



META ADS CASE STUDY | HONDURAS MARKET







META ADS CASE STUDY | TUNISIAN MARKET

All channels

May 13–16, 2026

Sessions

2,480 +1.1K%

Total sales

TND 3,349 +1.4K%

Orders

71 +1.3K%

Conversion rate

0%

Campaigns

Ad sets

Ads

May 13, 2026 – May 16, 2026

+ Create

Duplicate

Edit

Analyze

A/B test

More

Columns: Copy of Performance

Breakdown

☐	Off / On	Campaign	conversion rate	Results	Cost per result	Budget	Amount spent	Impressions	
☐	☒	WARD FINAL ENHANCED / 20/05/2026 / ABO	—	—	—	Using ad set bu...	\$0.00	—	
				Website Purchase	Per Purchase				
☐	☒	WARD FINAL / 17-05-2026 / ABO	—	—	—	Using ad set bu...	\$0.00	—	
				Website Purchase	Per Purchase				
☐	☒	Nouvelle/5-13-2026/cbo/4adset/	2.93%	.66	\$2.50	Using ad set bu...	\$164.74	65,133	
				Website purchases	Per Purchase				
☐	☒	seals/5-12-2026/20\$ بذور	1.00%	3	\$4.65	Using ad set bu...	\$13.94	6,486	
				Website purchases	Per Purchase				

WITHIN 3 DAYS

- TND 3.349K TOTAL SALES
- 71 TOTAL ORDERS
- 2.480K TOTAL WEBSITE SESSIONS
- 2.93% CONVERSION RATE





META ADS CASE STUDY | TUNISIAN MARKET

All channels
May 16–19, 2026

Sessions
2,797 ▲ +27%

Total sales
TND 4,156 ▲ +35%

Orders
94 ▲ +45%

Conversion rate
0%

Campaigns

Ad sets

Ads

May 16, 2026 – May 19, 2026

+ Create

Duplicate

Edit

Analyze

A/B test

More

Columns: Copy of Performance

Breakdown

☐	Off / On	Campaign	conversion rate	Results	Cost per result	Budget	Amount spent	Impressions
☐	☒	WARD FINAL ENHANCED / 20/05/2026 / ABO	—	—	—	Using ad set bu...	\$0.00	—
☐	☒	WARD FINAL / 17-05-2026 / ABO	3.27%	87	\$1.71	Using ad set bu...	\$148.94	71,685
☐	☒	Nouvelle/5-13-2026/cbo/4adset/	1.86%	6	\$6.26	Using ad set bu...	\$37.55	14,206



META ADS CASE STUDY | TUNISIAN MARKET

All channels	Sessions	Total sales	Orders	Conversion rate
May 20–27, 2026	1,994 -60%	TND 3,414 -53%	64 -60%	0%

Search to filter by: name, ID or metrics

Campaigns

Ad sets

Ads

May 20, 2026 – May 27, 2026

+ Create

Duplicate

Edit

Analyze

A/B test

More

Columns: Copy of Performance

Breakdown

☐	Off / On	Campaign	conversion rate	Results	Cost per result	Budget	Amount spent	Impressions	R
☐	☒	WARD FINAL ENHANCED / 20/05/2026 /ABO	3.94%	59 Website purchases	\$1.35 Per Purchase	Using ad set bu...	\$79.54	47,752	

WITHIN 7 DAYS

- TND 3.4K TOTAL SALES
- 64 TOTAL ORDERS
- 1.994K TOTAL WEBSITE SESSIONS
- 3.94% CONVERSION RATE

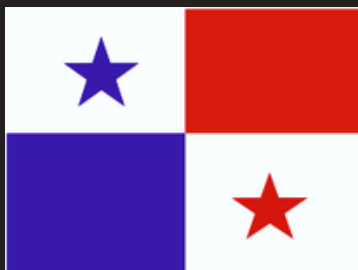




META ADS CASE STUDY | LATINO MARKET

Search to filter by: name, ID or metrics									
Campaigns 1 selected		Ad sets for 1 Campaign		Ads 1 selected		Jan 1, 2025 – Jun 30, 2025			
+ Create		Edit		A/B test	More	Columns: Performance	Breakdown		
	Off / On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	
☐	☐	test : tared al fe2ran	Account disabled	—	4 Website purchases	\$3.24 Per Purchase	Using ad set bu...	\$12.9	
☐	☐	test 9fefel 15\$	Account disabled	—	2 Website purchases	\$5.85 Per Purchase	Using ad set bu...	\$11.7	
☒	☐	test: epong ;3adset :20	Account disabled	—	2 Website purchases	\$10.05 Per Purchase	Using ad set bu...	\$20.1	
☐	☐	test /chekelkl/20	Account disabled	—	2 Website purchases	\$7.79 Per Purchase	Using ad set bu...	\$15.5	
☐	☐	test/bracelet/40\$	Off	—	4 Website purchases	\$4.63 Per Purchase	Using ad set bu...	\$18.5	
Results from 6 campaigns									

Activer Windows





Activer Windows

Accédez aux paramètres pour activer Windows.





ADDITIONAL META ADS CASE STUDIES – TUNISIAN MARKET

Ensembles de publicités		Publicités		30 derniers jours : 8 mar 2026 – 6 avr 2026	
Dupliquer	Modifier	Analyser	Test A/B	Plus	Colonnes : kpis simple laste update 7/0...
Campagne	Montant dépensé	Résultats	CPM (Coût pour...	CTR (tous)	CTR (taux de clics sur le...
traffic SUR PAGE // 3€ // VD UNBOXING	12,29 €	1.201 Visites du profil et de l...	0,25 €	2,96%	2,00%
camp abo 12€ // 2 new vd + ancien vd +carroussel	72,87 €	404 Conversations par m...	0,74 €	5,20%	2,62%
camp vente Abo 15€ // 2 VD + CARROUSSEL	104,31 €	645 Conversations par m...	0,67 €	5,28%	2,73%
CAMP // VENTE MSG // ABO 12€	67,29 €	1.066 Conversations par m...	0,58 €	2,54%	1,04%
CBO / INTERACTION / 10 DOLLAR	0,00 €	7 Conversations par m...	—	—	—

Ensembles de publicités		Publicités		30 derniers jours : 6 juin 2026 – 5 juil 2026	
+ Créer	Dupliquer	Modifier	Analyser	Test A/B	Plus
No...	Campagne	Résultats	Couverture	Répétition	Coût par résultat
	awarness // 4\$ // 2vd - 2 aff	273 716 Couverture	273 716	1,56	0,07 \$ Pour 1 000 personnes...
	Interactions // cbo 18\$ avec adset spending limit / ...	405 Conversations par m...	49 820	2,11	0,21 \$ Par conversation par ...
	Nouvelle campagne de Interactions	—	—	—	— Utilisation du bu...
	AWARNESS CAMP // 3 AFF // 5D	212 856 Couverture	212 856	1,74	0,08 \$ Pour 1 000 personnes...
	camp view profile // insta // 5 d	2.014 Visites du profil Insta...	53 179	1,38	0,01 \$ Coût par visite du prof...

Résultats	Coût par résultat	Budget	Montant dépensé	Impressions
195	1,70 \$	Utilisation du bu...	332,00 \$	536 217
Achats sur le site web	Par achat			
126	2,02 \$	Utilisation du bu...	254,89 \$	385 340
Achats sur le site web	Par achat			
115	1,99 \$	Utilisation du bu...	228,30 \$	475 465
Achats sur le site web	Par achat			
68	1,92 \$	Utilisation du bu...	130,48 \$	182 955
Achats sur le site web	Par achat			
47	1,62 \$	Utilisation du bu...	76,20 \$	123 382
Achats sur le site web	Par achat			
42	1,63 \$	Utilisation du bu...	68,65 \$	69 105
Achats sur le site web	Par achat			
26	1,52 \$	Utilisation du bu...	39,61 \$	34 334
Achats sur le site web	Par achat			
17	1,78 \$	Utilisation du bu...	30,26 \$	35 024
Achats sur le site web	Par achat			
18	1,67 \$	Utilisation du bu...	30,02 \$	43 830
Achats sur le site web	Par achat			
10	2,93 \$	Utilisation du bu...	29,33 \$	47 505
Achats sur le site web	Par achat			
13	1,60 \$	Utilisation du bu...	20,79 \$	23 410
Achats sur le site web	Par achat			
9	2,07 \$	Utilisation du bu...	18,59 \$	15 226
Achats sur le site web	Par achat			
13	1,42 \$	Utilisation du bu...	18,46 \$	16 509
Achats sur le site web	Par achat			
7	2,55 \$	Utilisation du bu...	17,84 \$	9 940
Achats sur le site web	Par achat			

All channels

Jul 15–28, 2026

Sessions
5,106 +9.5K%

Total sales
TND 9,288

Orders
104

Conversion rate
0%

THANK YOU

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