

How we measure success

Reading the monthly report: what each number means, and which number matters most for your goal.

This guide's term, from Qamoos Tasweeq

What does **ROAS** mean?

Return on ad spend

العائد على الإنفاق الإعلاني

For every riyal you put into ads, how much came back?

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea

Every number in the report answers one question.



We do not collect numbers for decoration. We choose each one because it tells us something about your goal.

■ The numbers

What each number in the report means

Number	It answers	We pay attention when
Reach	How many people saw the content?	It drops for several weeks in a row
Impressions	How many times did the content appear?	It rises a lot with no new reach
Engagement rate	Did people care about what they saw?	It falls while reach grows
Saves and shares	Is the content worth coming back to?	It rises: we repeat that idea
Profile visits	Are people looking for you more?	It rises with no messages: we review the bio and offer
Link clicks	Did they take the next step?	It is low: the link or the call to action is unclear
Messages and orders	Did real contact happen?	This is the number closest to sales
Cost per result	How much did each message or order cost?	It rises: we change the ad or the audience

■ By goal

Which number matters most? It depends on your goal

Goal	Main number	Supporting numbers
Brand awareness	Reach	Video views, follower growth
Building trust	Saves and shares	Comments, profile visits
Website or store visits	Clicks and directions	Cost per click, Google profile visits
Leads	Messages	Cost per message, reply speed
Sales	Orders	Return on ad spend

We choose one or two main numbers with you and track them every month. Focusing on ten numbers means focusing on nothing.

■ The report

What your monthly report looks like

1 Summary

What happened this month in two lines.

2 Key numbers

Compared with last month, up or down.

3 The trend

A chart of the last six months showing the overall direction.

4 Best post

And why it worked, so we repeat the idea.

Figures in the example are illustrative.

Monthly report
October 2026

Growth

Summary

Messages rose after retargeting, and the best post was the client question about budget.

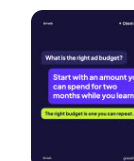
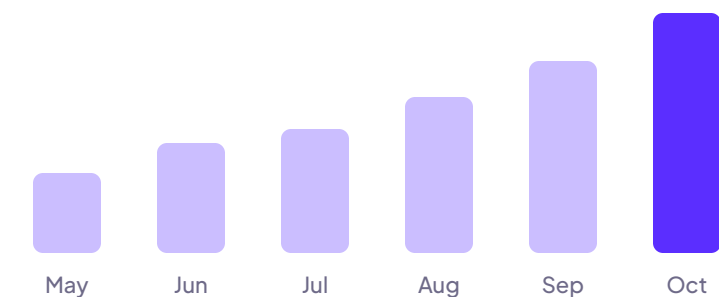
Reach
48,200
18% higher

Engagement
3,140
9% higher

Messages
86
24% higher

Cost per message
SAR 12
8% lower

Reach, last 6 months



Best post

What is the right ad budget?
Twice the saves and shares

■ Our monthly report

What you will find in the report

01

Summary in two lines

What happened this month, in simple words.

02

Numbers versus last month

Up or down, and why.

03

Best and weakest post

And the reason for each.

04

Ad results

Spend, results, and cost per result.

05

Messages and enquiries

How many, what kind, and from which platform.

06

What we will change

A clear decision for next month.

■ Reading it right

Four rules for reading numbers

01

Compare yourself with yourself

This month versus last month, not versus a competitor whose budget you do not know.

02

Look at the trend

One month can be affected by a season or a holiday. Three months show the picture.

03

Big is not always better

A million views with no messages is worth less than a thousand views that brought twenty messages.

04

Ask for the reason

Every number that rose or fell has a reason, and the report explains it.

Three terms from this guide

What does **ROAS** mean?

Return on ad spend | العائد على الإنفاق الإعلاني

The revenue the ads brought in divided by what you spent on them.

In plain words: For every riyal you put into ads, how much came back?

What does **CPL** mean?

Cost per lead | تكلفة العميل المحتمل

Ad spend divided by the number of leads.

In plain words: What each serious inquiry cost you.

What does **CAC** mean?

Customer acquisition cost | تكلفة اكتساب العميل

Total marketing spend divided by the number of new clients.

In plain words: What it cost to win one real client.



Have another question?

We will explain it with numbers, in plain words.



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