

Paid ads

How they work, how we choose the objective, and how we set the budget without guessing.

This guide's term, from Qamoos Tasweeq

What does CTR mean?

Click-through rate
نسبة النقر

Out of 100 people who saw the ad,
how many tapped?

■ 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

An ad does not buy you customers. It buys you a chance.



An ad takes your message to more people. Whether they become customers depends on the message, the offer, and the reply.

■ Objectives

The first decision: what do we want from the ad?

01

Awareness and reach

We want many people to know us.
Good for openings and seasons.

02

Engagement

We want likes, saves, and shares.
Good for building trust and testing
content.

03

Traffic

We want people to visit the website or
a specific page.

04

Messages

We want people to message us on
WhatsApp or DM. Best for most local
businesses.

05

Leads

A form where people leave their name
and number.

06

Sales

Direct purchases from an online store
linked to the platform.

The platform delivers what you ask for: ask for views and you get views, not messages. So the objective comes first.

■ Inside ads manager

The first screen of every campaign: the objective

1 Choose the objective
For most local businesses we start with messages.

2 Define the audience
City, age, and interests.

3 Set budget and duration
A daily amount and enough days for the platform to learn.

The screenshot shows a web browser window with the URL 'ads.example.com'. The main heading is 'Choose your campaign objective'. There are six radio button options listed vertically: Awareness (The most people see your ad), Traffic (People visit your website), Engagement (Likes, comments, shares), Messages (People message you on WhatsApp), Leads (A form with name and number), and Sales (Purchases from your store). The 'Messages' option is selected, indicated by a purple border and a filled radio button. To the right of these options is a 'Campaign summary' box containing the following details: Objective: Messages, Location: Jeddah, Age: 22 to 45, Daily budget: SAR 50, and Duration: 7 days. At the bottom of this summary box is a blue 'Continue' button.

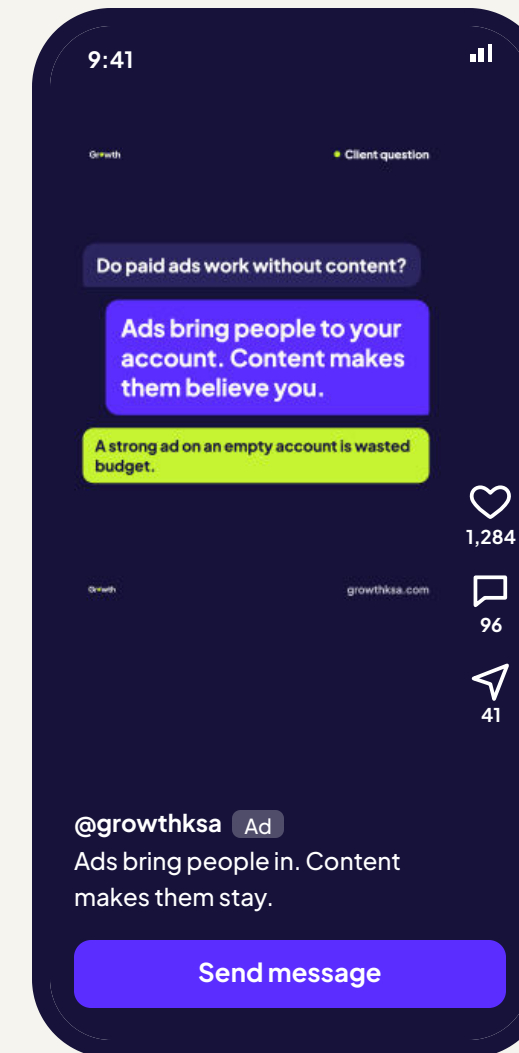
■ How the ad looks

How people see your ad



Instagram

The word "Sponsored" and a clear button to get in touch.



TikTok

An ad that looks like a normal video, with a button at the bottom.

Illustrative designs using Growth content.

■ Budget

How we calculate the budget instead of guessing

Results

How many messages or orders do we want this month?

×

Cost

What does one result cost? We learn it in the first test week.

=

Budget

The amount needed to reach the goal.

Illustrative example: if we want 100 messages a month, and the test week shows a message costs about SAR 15, we need about SAR 1,500. Numbers vary by business, city, and season.

■ The method

Test first, then scale

01**Test**

Several ads with the same budget for a week.

02**Evaluate**

Rank them by result and cost, not views alone.

03**Scale**

Most of the budget goes to the winning ad.

04**Retarget**

Continue with the people who engaged until they get in touch.

05**Measure**

Cost per message or order, and a decision for next month.

Retargeting has its own guide: "Retargeting and the four week campaign idea".

■ Common mistakes

Six mistakes that burn the budget

01

"Boost" with no objective

The easiest button, but it usually brings engagement with no result.

02

The wrong audience

Too broad and it gets lost, too narrow and it gets expensive.

03

Judging after one day

The platform needs days to learn, and early judgement wastes the test.

04

An ad with no offer

People need a clear reason to get in touch now.

05

A broken link

The ad leads to a closed page or a number nobody answers.

06

Changing everything at once

Then you never know what made the difference.

■ Good to know

About payment and ownership

01

Ad spend is separate

It is paid to the platform directly, apart from the management fee.

02

The ad account is yours

The card and the ad account belong to you, and we are added as managers.

03

VAT

Platforms add VAT on top of ad spend.

04

A report for every riyal

How much was spent, on which ad, and how many results it brought.

Three terms from this guide

What does **CTR** mean?

Click-through rate | نسبة النقر

The share of people who clicked the ad out of everyone who saw it.

In plain words: Out of 100 people who saw the ad, how many tapped?

What does **CPC** mean?

Cost per click | تكلفة النقرة

The average amount you pay for each click on the ad.

In plain words: What each tap on your ad cost you.

What does **CPM** mean?

Cost per thousand impressions | تكلفة الألف ظهور

What you pay for the ad to be shown a thousand times.

In plain words: The price of a thousand views of your ad.



Have another question?

We will explain it with numbers, in plain words.



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