Portfolio · updated September 2026

I turn analytics into acquisition.

I'm Prakhar Kirsali, a growth marketer and marketing analyst working across the GCC and India. I plan and buy paid media for B2B events, fintech, consumer tech and D2C brands, then set up the GA4, GTM and Firebase tracking that shows which of it paid off.

The accounts on this page add up to $508K of media[1], 887M impressions[2], 5.8M clicks[3] and 58K installs, registrations and leads[4], over more than 1,000 campaigns[5].

Email me LinkedIn ↗

Now
Adapts Media, GCC

Before
Performance marketing in India

Markets
Saudi Arabia, UAE, Bahrain, India

Looking for
Growth and performance marketing roles

Contents

Informa, *Saudi trade shows*	$143K on LinkedIn at 2.13% CTR
Fasset, *crypto investing app*	47,342 installs in 30 days
Ant Esports, ANT PC & SMC, *PC hardware*	4.32M Google Ads clicks
DeepCool, SMC & SKD University, *Meta*	516M impressions at ₹7.47 CPM
IKI-CHIC, *D2C fashion*	116 purchases, 35% hook rate
UITP Summit, *measurement*	564,959 events, $205K revenue
Also shipped, *MCC, programmatic, Power BI*	Three shorter projects

Selected work

GCC, at Adapts Media

Current role

Informa

Saudi Arabia · LinkedIn and Meta · 2021 to 2026

Filling Saudi trade shows with the right professional visitors.

Informa Connect runs exhibitions and summits in Saudi Arabia, including HRSE, SES and IAKND. The brief was to fill each one with qualified professional visitors, at a cost per lead the show could carry.

LinkedIn found the senior buyers. I ran 25 event campaigns there, with Sponsored InMail and lead campaigns measured by event-specific conversion

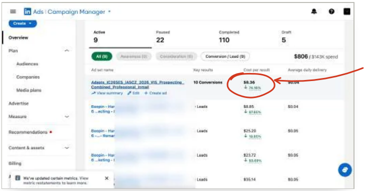
$143K
LinkedIn media across 25 campaigns

2.13%
Average CTR on 118,643 clicks. Industry range is 0.44–0.65%[6]

tags. Meta brought the volume, through registration campaigns optimised to each show's `visitor_registration` event.

−74%
Cost per lead on the SES 2026 InMail, now $8.36

8,779
Meta registrations from four campaigns, $4.28 each



Active	Paused	Completed	Draft
9	22	110	5

$806 / $143K spend

Ad set name	Key results	Cost per result	Average daily delivery
Adapts_IC26SES_IASCZ_2026_VIS_Prospecting_Combined_Professional_Inmail	10 Conversions	$8.36 ↓ 74.16%	$0.04
Boopin - Hur [redacted] 6 ...acting - I [redacted]	[redacted] Leads	$8.85 ↓ 97.65%	$0.04
Boopin - Hur [redacted] 6 -...- Remar [redacted]	[redacted] Leads	$25.20 ↓ 10.66%	$0.05
Boopin - Hur [redacted] 6 ...keting - I [redacted]	[redacted] Leads	$23.72 ↓ 53.69%	$0.05
[redacted]	[redacted] Leads	$35.14	$0.05

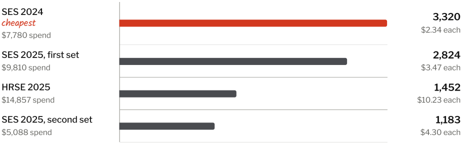
We've updated certain metrics. View metric restatements to learn more.

Cost per lead $8.36 on the SES 2026 InMail, down 74% on the period before

LinkedIn Campaign Manager, conversion and lead campaigns, compared with the previous period.

Meta registrations by campaign

Registrations, with spend and cost per registration



$4.28 per registration across the four campaigns ($37,535 spend). The conference account holds 520 campaigns, and its best cost per registration over the last 30 days was **$3.26**.

Source: Meta Ads Manager, campaign lifetime, USD.

Fasset

UAE and Bahrain · Meta · Jun 15 to Jul 14, 2026

Installs for a crypto investing app, at under a dollar each.

Fasset is a crypto investing app in the UAE and Bahrain. I owned app-install growth: influencer and prospecting install campaigns, plus a deeper-funnel campaign that optimised for people adding payment details.

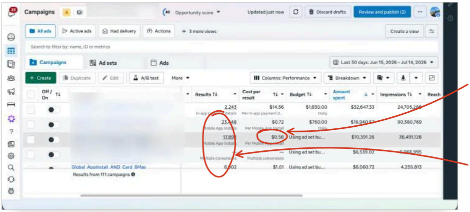
In the 30 days on the screen below, three install campaigns brought in 47,342 installs. The cheapest ran at $0.58 an install. The payment-details campaign added 2,243 people with payment details, at $14.56 each.

47,342
App installs in 30 days

$0.58
Best cost per install. The MENAT finance-app average is $0.76[6]

163M
Impressions, top five campaigns

2,243
Payment details added, $14.56 each



Off / On		Results	Cost per result	Budget	Amount spent	Impressions	Reach
●	[redacted]	2,243 In-app [illegible] details	$14.56 Per in-app payment d...	$1,650.00 Daily	$32,647.33	24,705,285	
●	[redacted]	23,348 Mobile App Installs	$0.72 Per Mobile App Install	$750.00 Daily	$16,940.5[illegible]	90,360,769	
●	[redacted]	17,892 Mobile App Install	$0.58 Per Mobile App Install	Using ad set bu...	$10,391.26	38,491,128	
●	[redacted]	— Multiple conversions	— Multiple conversions	Using ad set bu...	$6,539.02	5,066,995	
●	Global_Appinstall_AND_Card_6May	6,102	$1.01	Using ad set bu...	$6,060.72	4,255,813	
	Results from 111 campaigns						

$0.58 per install. The MENAT average for finance apps is $0.76

47,342 installs in 30 days from these three campaigns

Meta Ads Manager, Fasset, last 30 days (Jun 15 to Jul 14, 2026). Campaign names are blurred.

India

Consumer tech, education and fashion

Ant Esports, ANT PC & SMC

India · Google Ads · account totals to Jan 2025

Search, Shopping and Performance Max for gaming PCs and components.

ANT PC builds gaming PCs and workstations. Ant Esports and SMC International sell components. I built and ran their Google Ads: brand and competitor search, launch pushes for AMD, Intel, NVIDIA and INNO3D product lines, and Shopping, Display, YouTube, Performance Max, App and Demand Gen campaigns.

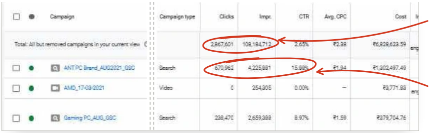
Across two accounts that came to 247 campaigns and 4.32M clicks. Brand search did the heavy lifting, with 670,962 clicks at a 15.88% click-through rate and ₹1.94 a click.

4.32M
Clicks on ₹9.21M of spend

189.9M
Impressions across two accounts

15.88%
CTR on ANT PC brand search

13,191
App campaign conversions at ₹8.63



☐	●	Campaign	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Ir
		Total: All but removed campaigns in your current view		2,867,601	108,194,712	2.65%	₹2.38	₹6,828,623.59	eng
☐	●	ANT PC Brand_AUG2021_GSC	Search	670,962	4,225,881	15.88%	₹1.94	₹1,302,497.49	
☐	●	AMD_17-03-2021	Video	0	254,305	0.00%	–	₹3,771.83	eng
☐	●	Gaming PC_AUG_GSC	Search	238,470	2,659,388	8.97%	₹1.59	₹379,704.76	

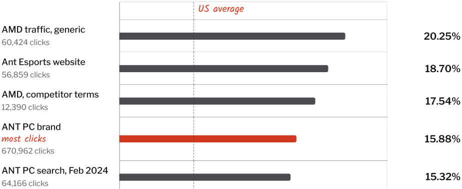
157 campaigns: 2.87M clicks, 108M impressions

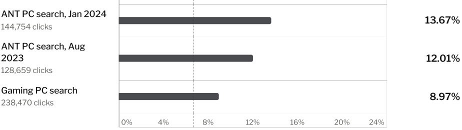
Brand search: 670,962 clicks at 15.88% CTR, 2.4× the US average

Google Ads, ANT PC account, all time. Budget and status columns are cut out.

Search click-through rate, core campaigns

Clicks under each name. Dashed line: US search average, 6.64%[6]





The Shopping campaign served **47.8M** impressions at ₹0.67 a click, and the brand campaign took **859** calls through call extensions.

Source: Google Ads, all time, INR.

DeepCool, SMC & SKD University

India · Meta · Dec 2021 to Jan 2025

Meta across the funnel, from ₹0.03 engagements to ₹19.86 leads.

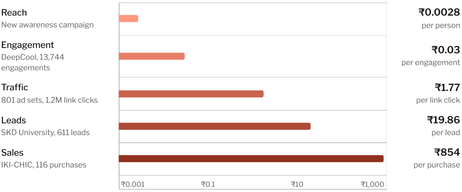
For PC-component brands, mostly DeepCool, I ran always-on engagement and launch awareness. For SMC International and SKD University I ran lead-form campaigns, and for IKI-CHIC, sales campaigns. In all, more than 2,000 ad sets over four ad accounts.

The chart below shows what one result cost at each stage. It uses a log scale because the costs span more than five orders of magnitude.

516M	Impressions over four ad accounts
₹7.47	CPM on the largest account, 284M impressions
1,977	Leads from four lead-form campaigns
6.87M	People reached at ₹2.75 per 1,000

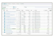
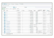
What each step of the funnel cost

INR per result, log scale. Darker bars sit deeper in the funnel.



Each gridline is ten times the one before. Reach is ₹2.75 per 1,000 people, shown here per person. The other lead campaigns ran at ₹62.91 (SMC, 922 leads) and ₹167.60 (SKD PhD, 353 leads).

Source: Meta Ads Manager, campaign results, INR.

IKI-CHIC

India · Meta · campaign ended Jan 2025

Selling a winter collection with influencer video.

IKI-CHIC is a D2C fashion label. I ran its sales campaigns on Instagram and Facebook, with carousel and influencer video creative across Feed and Stories.

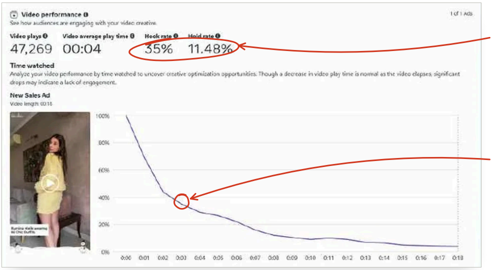
The campaign sold 116 pieces at ₹854 each, on ₹99K of spend. For the video I judged the creative on Meta's retention data rather than on views: 35% of people were still watching at three seconds, and the hold rate was 11.48%.

116	Purchases, website and in-app
₹854	Per purchase on ₹99K of spend
47,269	

Influencer video plays

35%

Hook rate, with an 11.48% hold rate



Video performance

See how audiences are engaging with your video creative.

1 of 1 Ads

Video plays	Video average play time	Hook rate	Hold rate
47,269	00:04	35%	11.48%

Time watched

Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

New Sales Ad

Video length: 00:18

35% hook rate and 11.48% hold rate

65% stop watching before 0:03, so the opening second carries the ad

Meta Ads Manager, video performance for the IKI-CHIC influencer ad (18 seconds).

Measurement

Behind every channel above

UITP Summit

Global event · GA4, GTM and Firebase · Jan 1 to Jul 15, 2026

Tracking that shows which spend turned into registrations.

Paid media can only optimise towards the conversions it can see. For the UITP Summit I built the Google Tag Manager plan into GA4, with events such as `form_submit`, `call_click`, `whatsapp_lead` and `catalogue_download`. I also set up event and acquisition reporting, and instrumented the app in Firebase.

So far this year the property has recorded 564,959 events from 37,921 users, and $205,207 in revenue. Paid search, cross-network and paid social brought in 54% of those users.

564,959

Events, Jan 1 to Jul 15, 2026

37,921

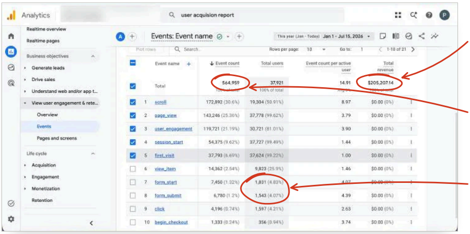
Users

$205K

Revenue tracked ($205,207)

84%

Form completion rate, 1,543 of 1,831



		Event name	Event count	Total users	Event count per active user	Total revenue
☑		Total	564,959	37,921 100% of total	14.91	$205,207.14
☑	1	scroll	172,892 (30.6%)	19,304 (50.91%)	8.97	$0.00 (0%)
☑	2	page_view	143,246 (25.36%)	37,778 (99.62%)	3.79	$0.00 (0%)
☑	3	user_engagement	119,721 (21.19%)	30,721 (81.01%)	3.90	$0.00 (0%)
☑	4	session_start	54,375 (9.62%)	37,727 (99.49%)	1.44	$0.00 (0%)
☑	5	first_visit	37,793 (6.69%)	37,624 (99.22%)	1.00	$0.00 (0%)
☐	6	view_item	14,362 (2.54%)	9,823 (25.9%)	1.46	$0.00 (0%)
☐	7	form_start	7,450 (1.32%)	1,831 (4.83%)	4.07	$0.00 (0%)
☐	8	form_submit	6,780 (1.2%)	1,543 (4.07%)	4.39	$0.00 (0%)
☐	9	click	4,196 (0.74%)	1,597 (4.21%)	2.63	$0.00 (0%)
☐	10	begin_checkout	1,333 (0.24%)	356 (0.94%)	3.74	$0.00 (0%)

$205K in revenue tracked

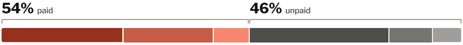
564,959 events so far this year

1,831 people started a form and 1,543 sent it: 84%

GA4, events report, Jan 1 to Jul 15, 2026. Property name is blurred.

Where users came from

First-user channel group, share of 37,921 users

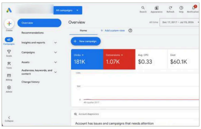


Paid, 53.9%		Unpaid, 46.1%	
🟥 Paid search	26.7%	■ Direct	30.6%
🟥 Cross-network	19.6%	■ Organic search	9.4%
🟥 Paid social	7.6%	■ Referral, email, other	6.2%

Source: GA4, user acquisition report, Jan 1 to Jul 15, 2026.

Also shipped

GCC, MENA and analysis

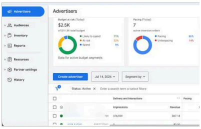


The Gen X Media

GCC · Google Ads manager account

A multi-account MCC for events, healthcare and B2B clients, from search build-out to conversion tracking.

181K clicks · 1.07K conversions · $0.33 a click · $60.1K spend



Programmatic

MENA · DV360, LoopMe DSP, TikTok, Reddit

Display, video and app campaigns beyond the core channels, with daily pacing checks, plus tests on TikTok and Reddit.

7 insertion orders · 86% pacing on track · $11.5K budget

Super Store dashboard

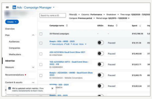
Analysis · Power BI and DAX

Sales, profit and delivery modelled by segment, region and category, with year-on-year trends and a profit map.

$470.6K sales · $90.5K profit · 4-day average delivery

The screens

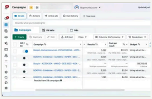
33 screens from the ad and analytics accounts behind the numbers above. Browser bars, account names and IDs are cropped out, and every figure is as the platform reported it.



LinkedIn Ads

Saudi event campaigns, Campaign Manager

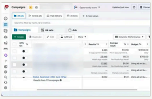
$143,196 spent · 5.57M impressions



Meta Ads

Visitor registrations by campaign

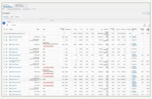
3,320 registrations at $2.34



Meta Ads

App install campaigns, last 30 days

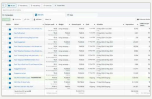
47,342 installs · best CPI $0.58



Google Ads

ANT PC search campaigns

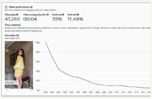
Brand search: 670,962 clicks at 15.88% CTR



Meta Ads

801 ad sets: DeepCool, SMC, SKD

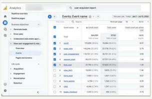
284M impressions at ₹7.47 CPM



Meta Ads

Influencer video retention

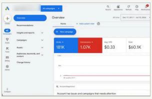
47,269 plays · 35% hook rate · 11.48% hold rate



GA4

Events report, UITP Summit property

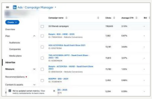
564,959 events · $205,207 revenue

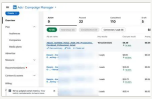


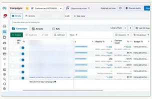
Google Ads

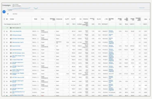
The Gen X Media account overview

181K clicks · 1.07K conversions · $0.33 CPC







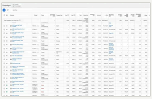


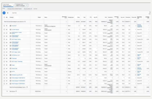
LinkedIn Ads
Clicks and CTR by show
118,643 clicks · 2.13% average CTR

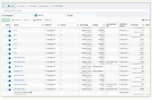
LinkedIn Ads
Lead campaigns vs previous period
$8.36 per result, down 74.16%

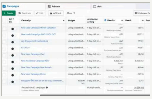
Meta Ads
Conference account, 520 campaigns
$3.26 best cost per registration, last 30 days

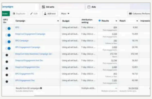
Google Ads
Ant Esports and SMC campaigns by spend
81.7M impressions · 124K conversions


Google Ads
Search, Display, Shopping and PMax mix
1.46M clicks at ₹1.64 average CPC


Google Ads
ANT PC account, 157 campaigns
108.2M impressions · 2.87M clicks


Meta Ads
1,004 ad sets, traffic and leads
184M impressions · 86M reach


Meta Ads
Awareness and sales campaigns
6.87M reached at ₹2.75 per 1,000


Meta Ads
DeepCool and XPG engagement
13,744 engagements at ₹0.03

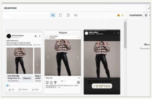
Meta Ads
SKD University lead generation
611 leads at ₹19.86

Meta Ads
SKD University PhD leads
353 leads at ₹167.60

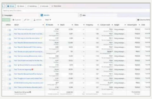
Meta Ads
SMC International lead generation
922 leads at ₹62.91

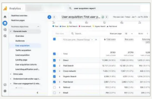
Meta Ads
SMC lead generation, May 2024
91 leads at ₹149.12

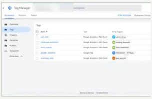
Performance overview
116
₹854.12
Meta Ads
IKI-CHIC sales campaign
116 purchases at ₹854.12



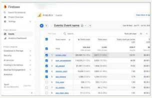
Meta Ads
Carousel across Feed, Instagram and Stories
Winter collection creative


Meta Ads
IKI-CHIC account, 242 ad sets
23.9M impressions

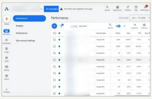

GA4
User acquisition by channel
37,921 users · 54% from paid channels



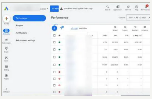
Tag Manager
GA4 event tags
form_submit · call_click · whatsapp_lead



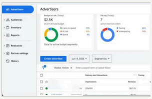
Firebase
App event analytics
screen_view, ad_reward, session_start



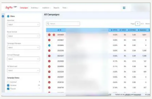
Google Ads
MCC sub-account performance
Multi-account view



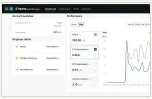
Google Ads
Cross-account performance, 2026
Jan 1 to Jul 15, 2026



DV360
Advertisers, budget and pacing
7 insertion orders · 86% pacing



LoopMe DSP
DSP campaign list
Display and video campaigns



TikTok Ads
Ads Manager dashboard
Spend, CTR and CPC trend

Super Store Sales Dashboard
470.59K
4K
90.46K
4
Power BI
Super Store sales dashboard
$470.59K sales · $90.46K profit

About

I sit where marketing strategy meets the data that proves it works.

At Adapts Media I run paid media for events, fintech and B2B clients across the GCC. Most weeks that means planning and optimising campaigns on LinkedIn, Meta and Google, with TikTok, Reddit, DV360 and LoopMe where they fit, and then checking in GA4, GTM and Firebase that the conversions are real.

Before that I ran performance marketing in India for PC hardware brands, a distributor, a university and a fashion label: 247 Google Ads campaigns and more than 2,000 Meta ad sets.

I use SQL and Python for analysis and Power BI for reporting, and I'm a Certified ScrumMaster. Earlier wins include 30% more organic traffic from SEO and content, and 25% more qualified leads from funnel work and A/B testing.

Paid media

LinkedIn Ads, Meta Ads, Google Ads (Search, Shopping, Display, YouTube, Performance Max, App), TikTok Ads, Reddit Ads

Programmatic

Display & Video 360, LoopMe DSP

Measurement

GA4, Google Tag Manager, Firebase, platform conversion tracking

Analysis

SQL, Python, Power BI with DAX

Methods

A/B testing, funnel analysis and CRO, SEO and content

Certified

Certified ScrumMaster (CSM®)

Notes

1 **Media, $508K.** LinkedIn $143,196. Informa on Meta: five campaigns, $46,291, plus $6,410 in the conference account's six largest campaigns over 30 days. Fasset, five campaigns over 30 days, $72,579. The Gen X Media $60.1K. Google Ads India ₹9.21M. Meta India ₹5.76M. Rupees converted at ₹83.5 to the dollar.

2 **Impressions, 887M.** Meta India 515.6M, Google Ads India 189.9M, Fasset 162.9M, Informa on Meta 12.5M, LinkedIn 5.6M, DV360 0.4M.

3 **Clicks, 5.8M.** Google Ads India 4.32M, Meta India link clicks 1.20M (largest account only), The Gen X Media 181K, LinkedIn 118.6K.

4 **Installs, registrations and leads, 58K.** Fasset installs 47,342, Informa registrations 8,779, India lead-form leads 1,977.

5 **Campaigns, 1,000+.** Informa on Meta 520 + 58, Google Ads India 247 (157 + 90), Fasset 111, Meta India 82, LinkedIn 25.

6 **Benchmarks.** LinkedIn Sponsored Content CTR 0.44–0.65% (The B2B House, 2025). Finance-app cost per install in the Middle East, North Africa and Turkey $0.76 (Adjust, 2025). US Google search CTR 6.64% (LocaliQ, 2026).

Hiring for growth or performance marketing? Write to me.

prakhar@liveleadslane.com

LinkedIn ↗

I also take on independent paid media and measurement projects through LiveLeadsLane.

© 2026 Prakhar Kirsali

Figures as reported by each ad platform. Updated September 2026.