

IF YOU NEVER TRY, YOU' NEVER KNOW.

# MAGAZINE

The one who falls and gets up is stronger than the one who never tried. Do not fear failure but rather fear not trying." - Roy T. Bennett

THE INDEPENDENT AND  
GOAL ACHIEVER

**KEEP GOING**

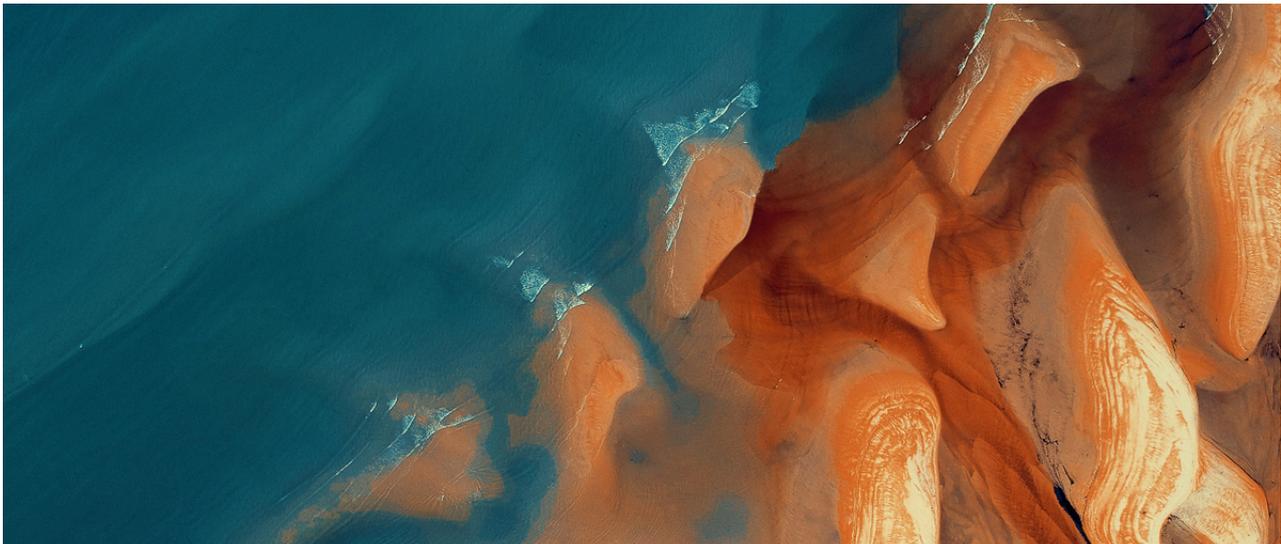
"When the going gets tough, put one foot in front of the other and just keep going. Don't give up."

— Roy T. Bennett,

2024 | & 5,08



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### THE WALL STREET JOURNAL PARTNERSHIP

I managed to have partnership with the biggest media in US to increase our visibility and engagement as well as conversion.

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## PAGE 3

### SMA/SMO META BUSINESS SUITE ADS

I launched a summer campaign with a low budget to be cost efficient. The goal of this campaign is to increase engagement and visibility as well as conversion.

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## PAGE 2

### GOOGLE ADS SEA / GOOGLE BUSINESS

I managed 3 campaigns via Paid Search Ads to improve our ranking performance, client engagement and conversion.

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## PAGE 4

### PTAA TOURISM MALAYSIA EVENT

I managed a huge 3 days event for PTAA to increase the tourists in Malaysia. I also managed all the partnerships with travel agency, airlines, and media.

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**THE WALL STREET JOURNAL.**

**PARTNERSHIP**

**01**

**The Web Banner Campaign**



**TRAVEL INTENT  
BUSINESS CONTENT**

**CAMPAIGN**



**92,169**

**IMPRESSIONS**

**MY GOAL IS TO INCREASE OUR VISIBILITY TO  
NEWYORK SINCE 80% OF OUR CLIENTS IS BASED FROM UNITED  
STATES.**

**▶ 0.29%  
CTR**

**WSJ DIGITAL  
BRAND  
FLIGHT  
CAMPAIGN**

# GOOGLE ADS SEA / GOOGLE BUSINESS CAMPAIGNS

## PERFORMANCE REPORT MARCH 2024

**+200%**  
**CALLS**

THE FEBRUARY REPORT WAS ONLY -80%  
CONVERSION CALLS.



**+48%**  
**REQUEST  
ITINERARY**

FROM THE MONTH OF FEBRUARY  
THE PERCENTAGE OF OUR WEBSITE VISIT IS -31%.

**+38%**  
**WEBSITE VISITS  
FROM PROFILE**

FROM THE MONTH OF FEBRUARY THE PERCENTAGE  
OF OUR WEBSITE VISIT IS -7%.



**+15%**  
**VIEW THE PAGE**

FROM THE MONTH OF FEBRUARY THE PERCENTAGE  
OF OUR WEBSITE VISIT IS -10%.

**+59%**  
**SEARCHES**

FROM THE MONTH OF FEBRUARY THE PERCENTAGE  
OF OUR WEBSITE VISIT IS -14%.

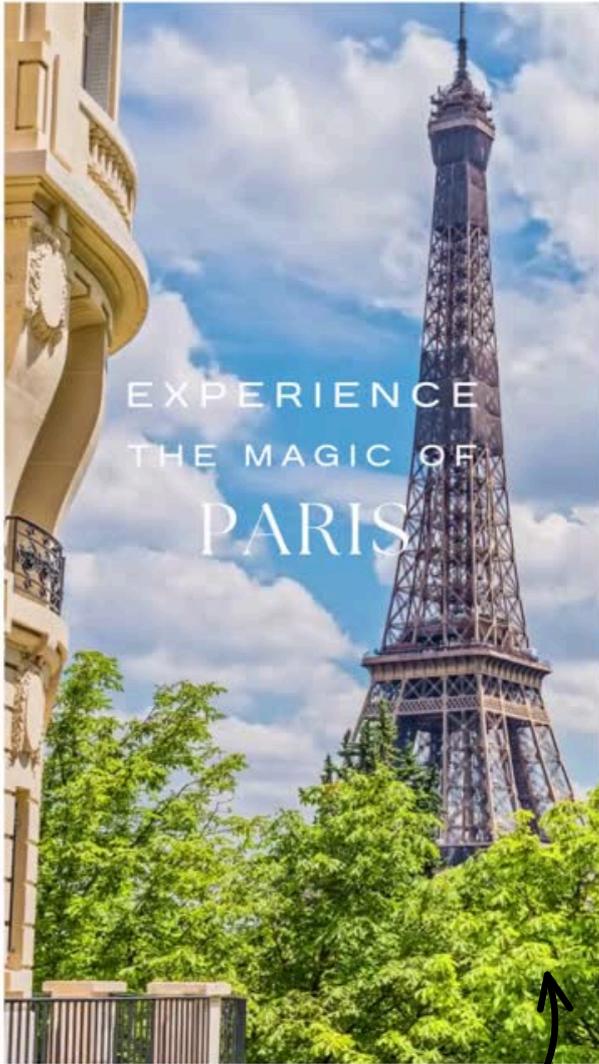
TO IMPROVE OUR NEXT MONTH PERFORMANCE. I FOCUSED  
ON EXCLUDING THE NEGATIVE KEYWORDS, I ALSO  
WORKED ON THE PART OF AUDIENCE SEGMENTATION TO  
TARGET THE RIGHT CLIENTS. I SET NEW STRATEGIES TO  
MAINTAIN THIS GOOD PERFORMANCE.

02

# 03

## META BUSINESS SUITE ADS

# SUMMER CAMPAIGN



## CAMPAIGN REACH PAID COVERAGE

NOTE : PAID COVERAGE: REFERS TO THE POTENTIAL UNIQUE AUDIENCE FOR YOUR CONTENT, I.E., THE NUMBER OF PEOPLE WHO COULD HAVE SEEN YOUR AD. IT'S A MEASURE OF YOUR AD'S REACH.

▼  
**2 027**

▼

## **3.K** PAID IMPRESSIONS

NOTE : IMPRESSIONS: MEASURE THE ACTUAL NUMBER OF TIMES YOUR AD IS DISPLAYED TO USERS, INCLUDING MULTIPLE VIEWS FROM INDIVIDUAL USERS. IMPRESSIONS ARE CALCULATED BY TRACKING THE TOTAL NUMBER OF TIMES YOUR AD IS DISPLAYED ACROSS A PLATFORM..

**THIS REACH IS ONLY 1 WEEK,  
SINCE I LAUNCHED THE CAMPAIGN.**

**Click the video**

THE SUMMER CAMPAIGN RUN FOR ALMOST 2 WEEKS AND GOT A POTENTIAL LEADS WITH THE LOW COST. THE TARGET AUDIENCE WAS THE TOURIST IN PARIS AND UNITED STATES (THE PERSON THAT WHO ARE PLANNING TO COME IN PARIS DURING SUMMER).

# 27TH PTAA EXPO TRAVEL TOUR EVENT : TOURISM MALAYSIA

The 27th PTAA Travel Tour Expo is an exciting event that showcases the best in travel and tourism. Tourism Malaysia is proud to participate, highlighting the diverse and rich experiences Malaysia offers to travelers. From its vibrant cities to serene natural landscapes, Malaysia invites attendees to discover its unique blend of culture, adventure, and hospitality at this premier event.



**Click the video**





## **Create Your Own Opportunities**

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**“It’s through curiosity and looking at opportunities in new ways that we’ve always mapped our path.”**

**-Anonymous**