



Yousaf Ayyub

LEAD GENERATION STRATEGIST

I help service businesses generate qualified leads through Google & Meta Ads, and partner with marketing agencies as a white-label strategist executing campaigns behind their brand.

REAL RESULTS, DOCUMENTED

Every figure in this profile is backed by a live dashboard — see page 2, or the full portfolio at marketingwithyousaf.com

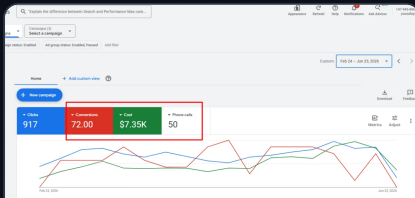
8	42+	10+	13x
COUNTRIES SERVED	ACCOUNTS MANAGED	INDUSTRIES	PEAK ROAS ACHIEVED

Figures reflect cumulative career totals and peak individual-account results. Full campaign-level context is on page 2 and at marketingwithyousaf.com.

— VERIFIED, NOT JUST CLAIMED

Real accounts. Real dashboards.

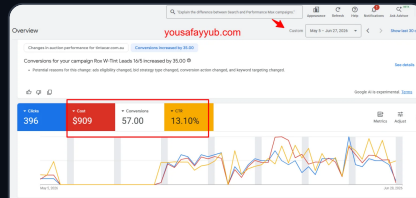
Every headline number in this profile traces back to a live Google or Meta Ads account — the same reporting clients see. Full portfolio with live screenshots: marketingwithyousaf.com/portfolio



GOOGLE ADS OVERVIEW

Access Law Group — Australia

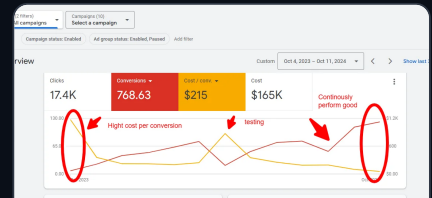
Campaign overview dashboard, B2B legal services account.



GOOGLE ADS OVERVIEW

Rox Auto — Australia

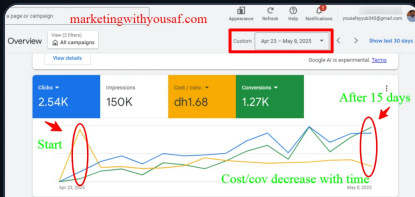
Automotive detailing & tinting account overview.



GOOGLE ADS OVERVIEW

TRT MD — Health & Wellness

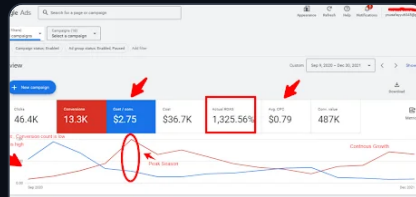
Local lead-generation account, medical vertical.



GOOGLE ADS OVERVIEW

ILOLI — 1,269 Conversions

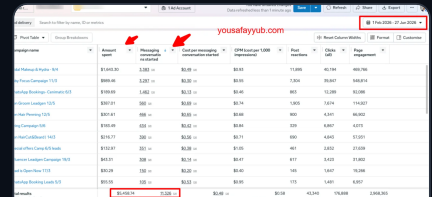
Restaurant account referenced on page 6.



CAMPAIGN OVERVIEW

Fashion E-commerce — 13x ROAS

Peak-month Performance Max overview.



ADS MANAGER REPORTING

Beauty Salon — Pakistan — 11,000+ Leads

Meta Ads reporting view for a Multan-based salon account.

Screenshots reflect account-specific reporting views, matched to the case studies on page 6. Full portfolio with more live screenshots: marketingwithyousaf.com/portfolio.

— WHO I AM

One system, applied to every account

I'm a performance marketing strategist running Google & Meta Ads for service businesses and e-commerce brands. Over the years I've managed accounts across ten-plus industries and eight countries — using the same repeatable process each time, so results don't depend on luck.

My Mission

To help service businesses turn ad spend into a predictable, measurable stream of qualified leads — and to give marketing agencies a reliable specialist for overflow or niche accounts.

How I Work

Discovery & audit, structured campaign design, tracking setup (GA4 / conversions), deployment, and transparent reporting. The full 6-step process is on page 4.

DD

Data-driven campaigns

Every decision backed by tracked performance data, not guesswork.

GL

Cross-border experience

Campaigns run across the UK, USA, Canada, Australia, UAE, Denmark, and Pakistan.

SN

Sensitive-niche experience

Funeral, legal, and medical accounts handled with the right tone.

WL

Collaborative & agency-ready

Backed by trusted specialist collaborators, brought in project-by-project.

24/7

Day to Day

Behind every number on this profile is ordinary, repeatable work — managing live campaigns, checking dashboards, and reporting to clients, day in and day out.

11,000+

Leads, single account

-60%

CPA reduction

7.3%

Sensitive-niche CVR

3+

Agencies partnered

— WHAT I DO

Two ways to work with me

Direct lead generation for service & e-commerce businesses, or white-label execution for agencies.

01

Google Ads Lead Gen

Search campaigns built for calls and form fills, with call tracking and conversion-ready landing pages.

02

Meta Ads Lead Gen

Facebook & Instagram funnels — cold audience testing, retargeting, lead-form optimization.

03

White-Label Partner

Strategist or execution arm for agencies — reporting under your brand, on your timelines.

04

Audits & CRO

Account audits, GA4 & tracking setup, conversion-rate optimization.

05

E-commerce Growth

Shopping, Performance Max, and remarketing to scale stores profitably.

06

Reporting

Transparent, structured reporting so you know what's working and where to move budget.

— HOW I WORK — THE 6-D PROCESS

01

Discover

Understand the business goals & current presence.

02

Define

Set measurable goals, KPIs, and a roadmap.

03

Design

Build targeting & ad copy around precision.

04

Develop

Integrate GA4 / GTM & conversion tracking.

05

Deploy

Launch & monitor for optimal delivery.

06

Deliver

Transparent reporting & continuous scaling.

— INDUSTRY EXPERTISE

Diverse experience, organized into real expertise

Every industry has its own compliance rules, sales cycle, and buyer psychology — led by my top three focus niches.

HW SPECIALTY Health & Wellness TRT MD · Action TRT · Alcheme Health — USA	BP SPECIALTY Beauty & Personal Care Noor Kada Salon — Multan, Pakistan	AU SPECIALTY Automotive Rox Autos — Australia · Servo Motor Oil — Pakistan	FC SPECIALTY Funeral & Cremation Shropshire, Gtr. Manchester & Conwy Cremation — UK
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— ADDITIONAL EXPERIENCE

RE Real Estate & Property 72 Park & Faena Residences — USA · Arqen — UAE	HL Home & Local Services HMD Towing — Canada · Pro-San, Parker — USA · Vic Bin Hire — Australia
EC E-commerce & Retail Pro Hair Ties, Imperial Jewelry — USA · Decentday — Pakistan	HF Hospitality & F&B ILOLI Dubai · Moon Bakers — Pakistan
B2 B2B & Professional Services IT-Nation — Denmark · Access Law Group — Australia · Arj Auditing — UAE	

— FEATURED CASE STUDIES

Results across lead generation & e-commerce

A sample of outcomes across managed accounts, matched to the dashboard references on page 2.

7.3%

LANDING PAGE CONV. RATE

Funeral Home — UK

Sensitive-niche campaign management, fixing failing ads into a consistent lead source.

13x

PEAK-MONTH ROAS

Fashion E-commerce — USA

Scaled via Performance Max and Shopping feed optimization.

-60%

CPA REDUCTION

Emergency Towing — Canada

Cleaned junk search terms, optimized mobile-first pages to a stable \$20 CPA.

kr11.61

COST / PURCHASE

B2B IT Hardware — Denmark

Scaled Search for a high-ticket B2B IT reseller with low-CPA conversions.

1,269

CONVERSIONS

Restaurant — Dubai

Built on a strong Google Business Profile to over a thousand conversions.

11,000+

LEADS GENERATED

Beauty Salon — Pakistan

Zero to a profitable, consistently lead-generating local salon business via Google Ads.

Figures shown are account- and period-specific, not portfolio averages. See page 2 for source dashboards.

— FOR MARKETING AGENCIES

A strategist you can plug in, quietly

A second pair of expert hands on Google or Meta Ads — executing under your brand, not mine.

01

Your Brand, Always

Reports & calls carry your agency's name.

02

Fast Onboarding

Account-ready within days.

03

Flexible Scope

Full management or a narrow specialty.

04

Transparent Reporting

Same rigor as my own client accounts.

— RECENT AGENCY-SIDE WORK

Amazon PPC service provider — lead filtering	High-CPC B2B
Meta Ads retention marketing for e-commerce brands	CPL \$35
Negative-keyword lists + GTM lead qualification	B2B services
Agencies partnered to date	3+

— GLOBAL REACH

8

COUNTRIES SERVED

42+

ACCOUNTS MANAGED

10+

INDUSTRIES

3+

AGENCY PARTNERSHIPS

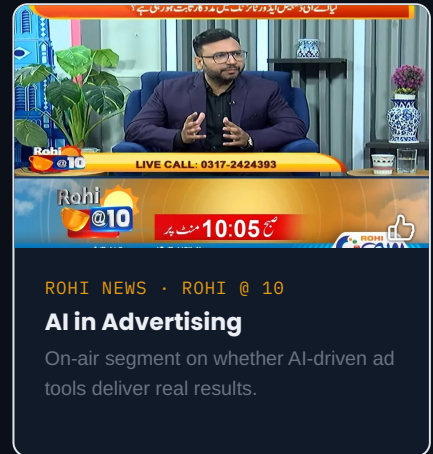
"Yousaf's Google Ads expertise brought us a surge in new clients within weeks. His strategy is smart, effective, and delivers real results. Highly recommended!"

Ketty Weliams
Founder, TrendyKart.com

— ALSO IN THE MEDIA

National TV appearances

Invited by NNews HD and Rohi News to speak on digital marketing & AI advertising.



— LET'S TALK

Ready to turn your ad budget into qualified leads?

Whether you're a service business or an agency looking for a white-label partner — let's talk about your account. Full portfolio & live case studies at marketingwithyousaf.com.

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PORTFOLIO
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