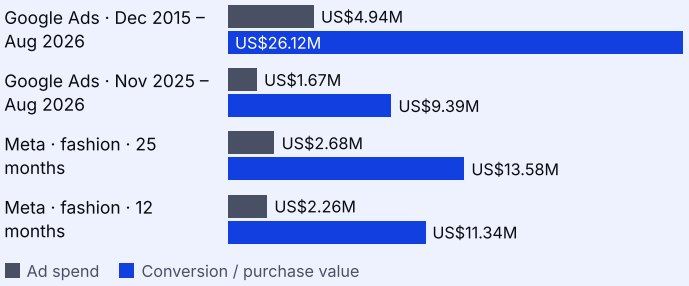
US$4.5M in paid media over the last 12 months, run with tools I built

Google US$1.90M + Meta US$2.56M + TikTok US$0.11M, read from the platforms on 17 Nov 2026 (Meta is a floor). I am a performance marketer with a developer's background (COBOL, now PHP/Laravel and JavaScript). I run paid media for e-commerce brands, lead-generation businesses and digital products, set up their tracking, and build the tools that run the work: a lifecycle CRM with AI-written emails, a measurement panel for online stores, and agent-run optimisation routines.

Verified spend vs. value returned (platform-reported)

US dollars. Bar length is to scale within this chart.



Sources: Google Ads manager account (standard columns), Meta Ads Manager, read 17 Nov 2026. Platform attribution, not incrementality. Google value stops at Aug 2026 (see Method).

US$5.17M
Google Ads spend under my manager account since Dec 2015, 35 accounts with delivery E1

US$3.29M
Meta spend in 25 months across 30 ad accounts with delivery (floor) E3, E4

US$152k
net revenue in the first 12 months of a digital product, from zero, 8,506 sales E15

168
Tag Manager containers across two logins, plus 84 GA4 accounts E5

6.5×
organic clicks for a wellness brand after an SEO + GEO blog program I ran E6–E8

822
commits in 3 months building Skarb, a lifecycle CRM now live with merchants E9–E12

Paid media at scale, across many accounts and channels

Everything below was read on 17 Nov 2026 straight from the ad platforms, with client names removed. Google Ads goes back to my first accounts in December 2015. Meta only lets reports go back about 25 months, so the Meta totals are a floor.

Google Ads · all time (Dec 2015 – Nov 2026)
US$5.17M
spend in 35 accounts with delivery (40 accounts, 8 managers). Through Aug 2026: US$26.1M conversion value on US$4.94M spend, ROAS 5.30.
E1

Google Ads · last 12 months
US$1.90M
spend. Nov 2025 – Aug 2026: US$9.39M conversion value on US$1.67M, ROAS 5.64.
E2

Meta Ads · all portfolios (floor)
US$2.56M
last 12 months (22 accounts with delivery); US$3.29M in 25 months (30 accounts). 69 ad accounts in 37 business portfolios.
E3, E4

TikTok Ads · lifetime
US$203k
7 ad accounts in 6 Business Centers; US$108k in the last 12 months, almost all in one fashion account.
E16

LinkedIn Ads · lifetime
US$8.6k
6 ad accounts, 38 campaigns: food & beverage, HR, IT and B2B consulting.
E17

Measured history, all channels
US$8.67M
Google since 2015 + Meta 25 months + TikTok + LinkedIn. Older Meta history exists but the platform no longer reports it.

Who the accounts belong to (anonymised)

Client type	Channel	Spend	Value / result	ROAS	Period
Fashion e-commerce	Meta	US$2.68M	US$13.58M	5.07	Oct 2024 – Nov 2026
Fashion e-commerce	Google	US$3.08M	US$16.98M	5.52	2019 – 2025
Fashion e-commerce	TikTok	US$199k	—	—	lifetime
Digital products (natural health)	Hotmart	—	US$167k net · 9,408 sales	—	Dec 2023 – Nov 2025
Accessories e-commerce	Google	US$79k	US$602k	7.63	all time
Furniture e-commerce	Google	US$59k	US$241k	4.07	all time
Baby products e-commerce	Google	US$14k	US$229k	16.67	all time
Tea & herbs e-commerce	Google	US$8k	US$51k	6.24	all time
Partner manager · 11 accounts · leads	Google	US$106k	47,996 leads	—	all time
Second agency manager · 6 accounts · leads	Google	US$58k	22,674 conv.	—	all time
Agency portfolio · 13 accounts with delivery	Meta	US$330k	—	—	Oct 2024 – Nov 2026
Client portfolios outside the agency · 16 accounts	Meta	US$276k	—	—	Oct 2024 – Nov 2026
B2B services · 6 accounts	LinkedIn	US$8.6k	—	—	lifetime

Case: fashion e-commerce, scaled on Google, Meta and TikTok at once

An apparel brand selling online. I run all three platforms from my manager accounts: Search, Performance Max and Demand Gen on Google; Advantage+ prospecting, retargeting and seasonal campaigns on Meta; Smart+ campaigns on TikTok. Every day an agent-run routine reads the accounts and applies negatives, bids and budgets within guardrails I set.

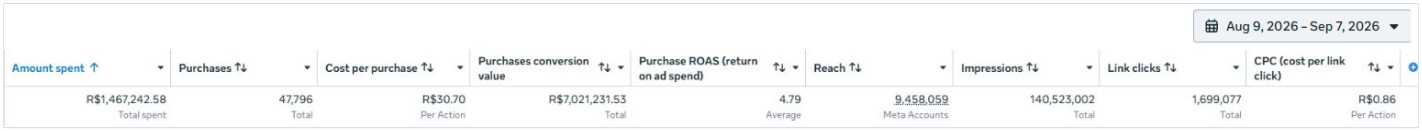
Meta Ads	Last 12 months	25 months
Spend	US$2.26M	US$2.68M
Purchase value (platform)	US$11.34M	US$13.58M
ROAS	5.01	5.07
Purchases	338,187	407,952
Cost per purchase	US$6.69	US$6.57

Same brand on Google and TikTok

Google Ads, 2019–2025	US$3.08M spend
Conversion value · ROAS	US$16.98M · 5.52
Google Ads, 2025 alone	US$1.40M · ROAS 5.34
TikTok, lifetime	US$199k spend
TikTok, last 12 months	US$108k spend
Meta impressions, 25 months	1.67B



E3 · Meta Ads Manager totals, Oct 2024 – Nov 2026, campaigns hidden: US$2.68M spend, 407,952 purchases, ROAS 5.07.



E3b · One 30-day window (9 Aug – 7 Sep 2026): US$284k spend, 47,796 purchases, ROAS 4.79.

Case: a digital product launched from zero

Two digital protocols in the natural-health niche, sold on Hotmart. Sales started from zero in December 2023, and I ran the launch and the growth.

Hotmart, approved + completed sales	First 12 months	All time
Period	Dec 2023 – Nov 2024	Dec 2023 – Nov 2025
Sales	8,506	9,408
Net revenue to the producer	US$152k	US$167k
Best month		month 2: 1,430 sales

How to read it

"Net revenue" is what Hotmart reports as the producer's net receipts, after platform fees and commissions; the price buyers paid was higher.

About 73% of the first year's revenue came in the first 6 months. The screenshot below is the totals card of the sales report; the buyer list was not captured.



E15 · Hotmart sales report, all time: 9,408 sales; net revenue shown in the platform's original currency.

Lead generation

Not every account is judged on ROAS. Law firms, clinics, schools, restaurants, retail franchises and B2B services buy leads, and I run them on cost per lead and lead quality.

Partner Google Ads manager · 11 accounts
47,996 leads
on US$106k of spend: retail, furniture and local services.

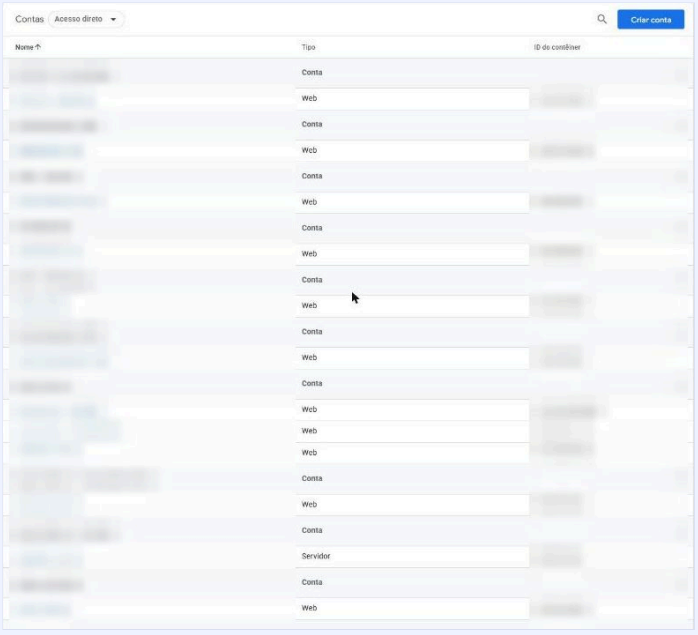
Second agency manager · 6 accounts
22,674 conv.
on US$58k: law firms, clinics, water filters, a packaging store.

Meta · franchise chain (2 portfolios)
US$200k
in 25 months across franchise and consumer accounts, plus clinics, a school and restaurants in other portfolios.

Tracking that the numbers can stand on

I set up and maintain the measurement layer myself: Google Tag Manager (web and server-side), GA4, Google Ads and Meta conversions, Consent Mode v2 for EU sites, and the store platforms' data layers.

- **168 GTM containers** across two logins (134 accounts listed, 14 containers shared by both), at least 15 of them server-side (sGTM). **84 GA4 accounts.**
- Recovered lost purchase tracking on wBuy (data layer + GTM) and on Shopify with server-side GTM, and built daily alerts for when it breaks again.
- Diagnosed GA4 "Unassigned" / payment-gateway self-referrals and fixed channel grouping in GA4 itself.
- Audited my own reporting: custom columns in the manager account inflated conversion value, so every number here uses standard columns; and a tracking change in the fashion account since Sep 2026 inflates conversions, so Google value is shown only through Aug 2026.



E5 · Tag Manager, all accounts in one login (names and IDs blurred).

SEO and GEO: a blog that search engines and AI answers both pick up

A premium tea and herbs brand I work with had almost no organic traffic. From June 2026 I ran a long-form blog program written for two readers: Google, and the AI answers that quote sources. That meant 142 articles of about 3,000 words, each built on the questions people

actually ask ("is it an infusion or a decoction?", "how long should it steep?"), with an answer first under every heading and an llms.txt at the site root.

Site clicks, Aug–Oct vs Mar–May 2026

793 → 5,150

6.5× clicks; impressions 277k → 2.07M (7.5×).

Blog share, last 16 months

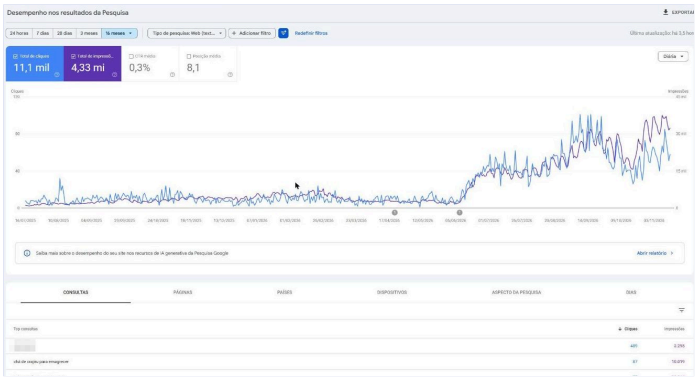
65%

of all organic clicks (7.27k of 11.1k), 75% of impressions.

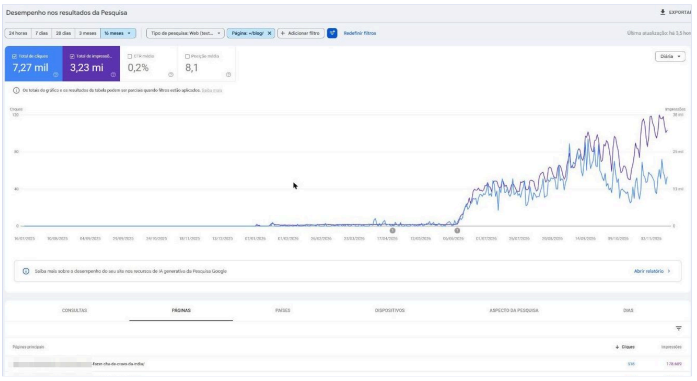
Google AI features (Search Console beta)

292k

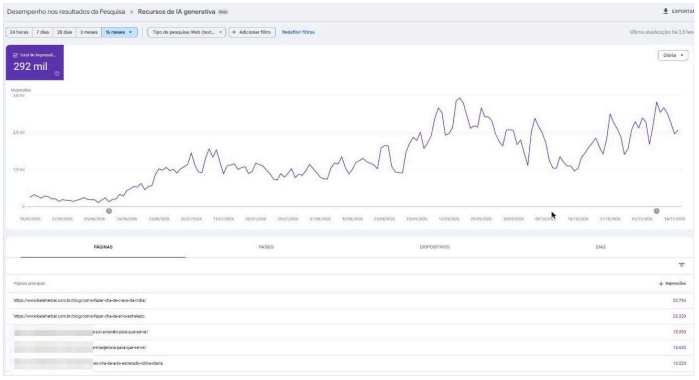
impressions in AI answers, from about 300 a day to about 3,000 a day. Every top page is a blog article.



E6 · Whole site, 16 months.



E7 · Blog pages only.



E8 · Generative-AI features report.

Revenue from the blog is not measured, so it is not claimed here.

Skarb: a lifecycle CRM where AI writes each email from the customer's purchase history

I designed and built Skarb, a multi-tenant SaaS for e-commerce that puts order tracking, CRM, email, WhatsApp and support in one place. The wellness brand I work with runs its whole post-purchase operation on it, and other merchants are live on it too.

How the automation works

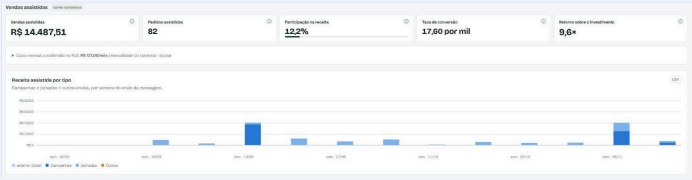
- Orders, customers and invoices flow in from the store platform and the ERP. 14 journeys fire on store events: payment, shipping, delivery, abandoned cart and win-back at 30, 60, 90 and 180 days.
- Each journey sends email first and escalates to WhatsApp only when the email is not opened. That saved 225 paid messages in 90 days.
- In post-delivery and win-back, AI writes each email for the individual customer from what they bought, when, and their order number. It recommends complements only from a closed list of the store's live catalog and never sees personal data.
- Skarb builds a ready-to-buy cart in the store with the original items (out-of-stock items left out). It is valid for 210 days, the same link is reused across the four win-backs, and it switches off when the customer buys.
- Safeguards: the AI only rewrites a marked area of a designed template, the engine re-inserts any action button it drops, fixed brand rules rank above every prompt, there are two AI providers with failover, and if the AI fails the base text goes out so a journey never stops.

Wellness brand, last 90 days	Result
Messages sent (email + WhatsApp)	16,933
Opened / read · clicked	28.4% · 3.5%
Attributed orders	82
Share of the store's paid revenue	12.2%
Return on tool + WhatsApp cost	9.6×
Abandoned-cart conversion	4.3% of sends
November so far: share of paid revenue	21.6%

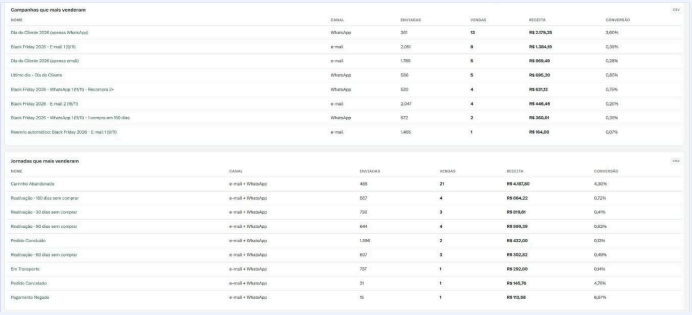
"Attributed" means a paid order within 7 days of a message. This is attribution, not incrementality.

Engineering

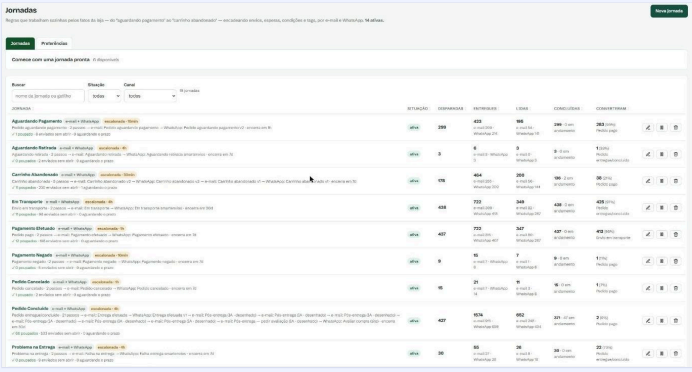
PHP 8.4 / Laravel 12, MySQL, Redis queues, 49 scheduled jobs, 159 migrations, about 207k lines of my own code. Fail-closed multi-tenant isolation. Adapters for 7 store platforms, 6 carriers, email (Amazon SES pool at 50,000 emails a day, Brevo, SendGrid), WhatsApp (YCloud) and AI (Anthropic, OpenAI).



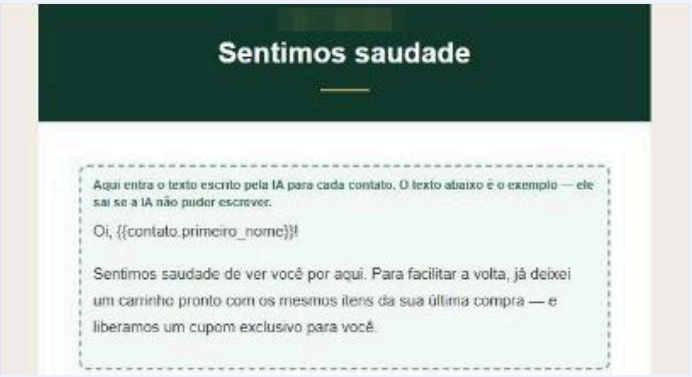
E9 · Results screen, 90 days.



E10 · Campaigns and journeys ranked by revenue.



E11 · The 14 active journeys.



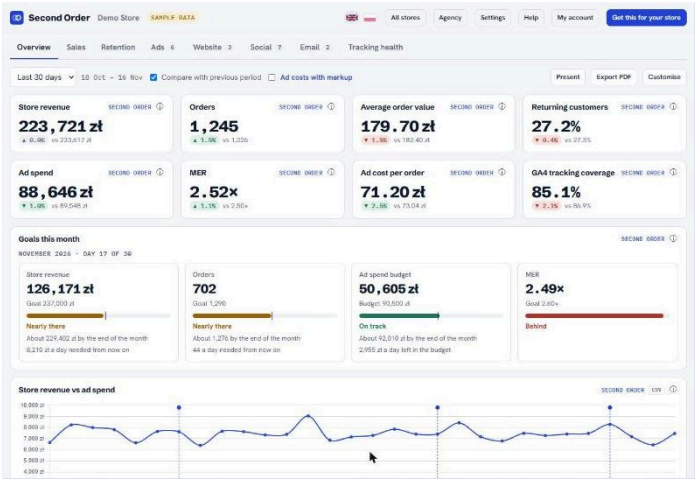
E12 · Win-back email: the dashed box is the part the AI rewrites.

Second Order: the store's real orders next to what each ad platform claims

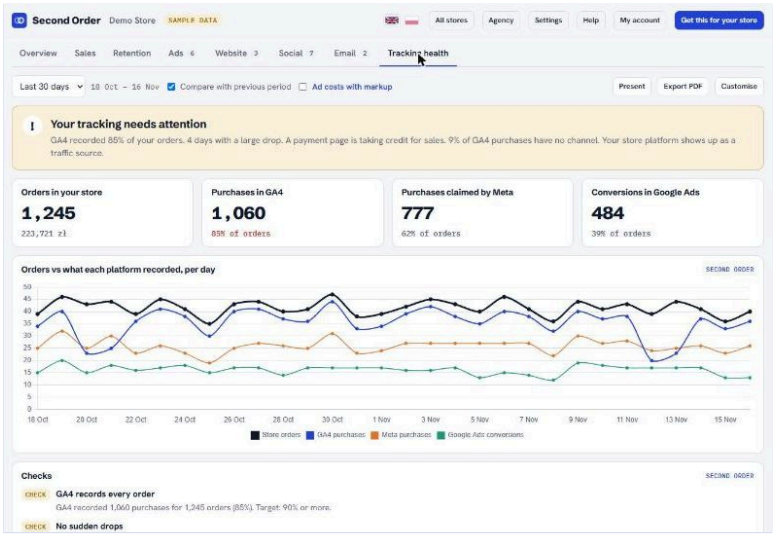
A SaaS panel I designed and built for online stores in Poland. Meta and Google both take credit for the same order, and GA4 quietly loses sales to consent banners and payment redirects. Second Order starts from the store's real orders and puts every platform's claim beside them.

- It shows real ad cost per order, MER, how much the platforms over-claim, GA4 coverage day by day, monthly goals with budget pacing, and a retention lift measured against a holdout group.
- Every morning it compares yesterday's orders with GA4 and emails an alert when tracking breaks, MER drops or spend runs over budget.
- 29 read-only integrations: Shopify, WooCommerce, IdoSell, Shoper, PrestaShop, BaseLinker, 8 ad platforms (including ChatGPT Ads), GA4, Search Console, social profiles and email tools.
- Agency mode, PDF reports in Polish and English, and fully automated sales: a Stripe subscription, a 14-day trial and Polish VAT invoices through Fakturownia / KSeF.
- It runs on Cloudflare Pages + Workers with KV and AES-GCM encrypted credentials, plus a separate cron worker. About 38k lines of code and 21 automated test suites.

Live demo with sample data: panel.secondorder.eu/demo



E13 · Overview (public demo, fictional store).



E14 · Tracking health: store orders vs GA4, Meta and Google, with automated checks.

Other things I have built and run

Client dashboards

At Tags & Pixel, where I work as a digital business strategist: a PHP portal per client with its own login. A server-side proxy calls the Reportei API, so the token never reaches the browser, and every client sees the same 7 shared report pages versioned on GitHub (overview, sales and products, Meta, Google, GA4, SEO, audience).

Instant-payment store for digital products

A storefront on Cloudflare Workers + D1 + KV with automatic instant payments through a Mercado Pago webhook, PDF delivery by the Gmail API, offers, a customer area and an Instagram/Facebook DM bot built to replace ManyChat.

Mobile idle games

Second Order Games, a TypeScript + Vite + Capacitor monorepo with a shared idle engine, AdMob with GDPR consent and RevenueCat, for Google Play and the App Store.

AI video clone

A HeyGen digital-twin pipeline run through MCP for Instagram videos in Portuguese, English and Polish.

Store operations

A wBuy domain and email migration to Cloudflare + Zoho, Customer Match uploads with hashing, Merchant Center promotions, and Black Friday launches across site, email and ads.

Code footprint

7 private repositories. Skarb alone has 822 commits from 19 Aug to 16 Nov 2026, 1,202 files and about 207k lines.

How I work: AI agents with guardrails, not chat

- **Scheduled optimisation agents.** A daily Google Ads routine for the fashion account and a weekly one for the wellness brand apply negatives, bids and budgets within limits I set (for example, a target ROAS floor and step-wise budget changes). Meta changes go to me for approval.
- **Connected data.** The agents read the accounts directly through connectors (Solomon, Reportei, Bling ERP, BigQuery, the Google and Meta ad UIs) instead of from pasted exports.
- **67 written runbooks (skills).** These cover PMax audits, ROAS-decline diagnosis, profit-based scaling with break-even ROAS and CAC, tracking repair, seasonal launches and app-store submissions, so every routine runs the same way each time.
- **Claude Code with subagents** for software, with a reviewer agent that checks every plan and every finished stage.

Background

Before paid media I spent over ten years in software and banking technology (IBM, Itaú-Unibanco, NTT DATA, Accenture Poland), from COBOL development to leading delivery teams. I live in Warsaw and work in English and Portuguese.

Stack: tools, tracking, measurement and automation

What I use day to day, grouped by job. Everything here appears somewhere in the work above.

Paid media

Buying and optimising across channels

- Google Ads: Search, Shopping, Performance Max, Demand Gen / YouTube, Display
- Google Merchant Center and product feeds
- Meta Ads: Advantage+, Cost Cap, catalog and click-to-WhatsApp ads
- TikTok Ads (Smart+)
- LinkedIn Ads
- Microsoft Advertising
- Pinterest Ads
- Criteo
- X Ads
- ChatGPT Ads

Tracking and tagging

Getting every conversion recorded correctly

- Google Tag Manager (web)
- Server-side GTM (sGTM, Stape)
- Consent Mode v2 and EU cookie banners
- Meta Pixel and Conversions API (CAPI)
- Google Ads conversion tracking
- Customer Match (hashed lists)
- Store data layers (Shopify, wBuy, WooCommerce)
- UTMs and channel grouping

Measurement and analytics

Knowing what actually worked

- GA4 and custom channel groups
- Google Search Console (incl. AI features)
- Looker Studio
- BigQuery
- Store orders vs platform claims (Second Order)
- MER, break-even ROAS and max CAC models
- Holdout tests and retention lift
- Reportei and Solomon dashboards

Automation and AI

Agents and scripts that do the routine work

- Claude and Claude Code (with subagents)
- Anthropic API and OpenAI API
- MCP connectors to ad platforms and data
- Scheduled optimisation agents with guardrails
- 67 written runbooks (skills)
- Make
- Playwright
- REST and ad-platform APIs
- HeyGen video automation

CRM, email and messaging

Lifecycle journeys after the click

- Skarb (lifecycle CRM I built)
- Amazon SES
- Brevo
- SendGrid
- YCloud WhatsApp API
- Abandoned cart, post-purchase and win-back journeys
- AI-written emails from purchase history

E-commerce and business systems

Where the orders and products live

- Shopify
- WooCommerce
- Nuvemshop
- Yampi
- Wix
- wBuy
- IdoSell, Shoper, PrestaShop, BaseLinker
- Bling ERP
- Hotmart
- Mercado Livre and Shopee

Engineering and infrastructure

How my own tools are built and run

- PHP 8.4 and Laravel 12
- MySQL 8.4 and Redis queues
- JavaScript and TypeScript
- Vite, esbuild and Capacitor
- Cloudflare Pages, Workers, D1 and KV
- Ubuntu 24.04, nginx, Supervisor and Ploi
- GitHub
- Backblaze B2

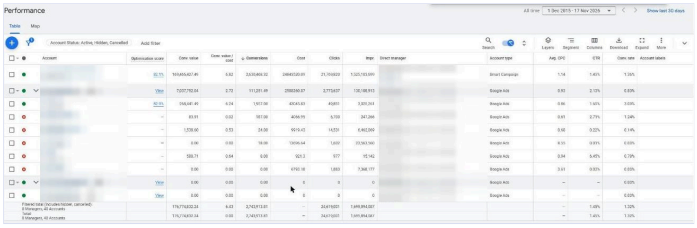
Payments and billing

Selling software and digital products

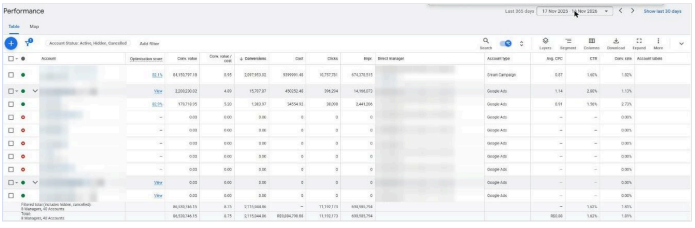
- Stripe subscriptions and Checkout
- Fakturownia and KSeF (Polish VAT invoices)
- Asaas
- Mercado Pago
- RevenueCat and AdMob

Exhibits: the screenshots behind the numbers

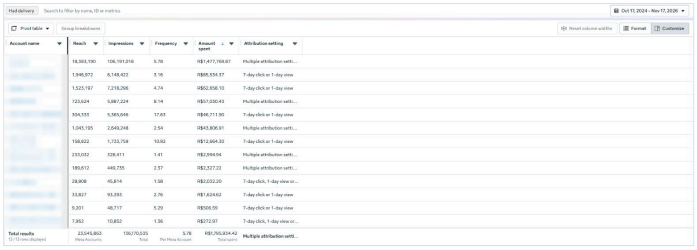
Client names, account IDs and campaign names are blurred or cropped. Screenshots show each platform in the account's original currency; the text converts to US dollars. Exhibits E3, E5–E15 appear in the sections above.



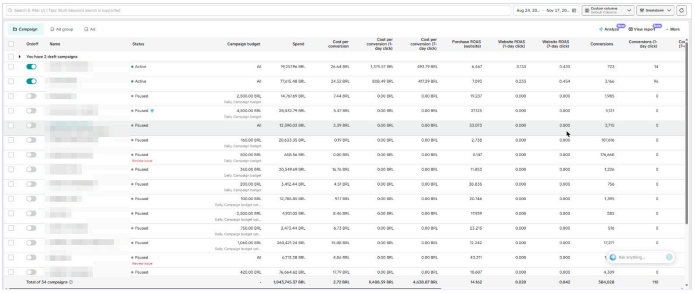
E1 · Google Ads manager account, all time, standard columns.



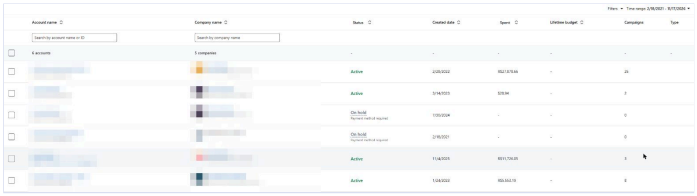
E2 · Google Ads manager account, last 365 days.



E4 · Meta, agency business portfolio (31 ad accounts), Oct 2024 – Nov 2026.



E16 · TikTok Ads Manager, fashion account, lifetime (campaign names blurred).



E17 · LinkedIn Campaign Manager, 6 ad accounts, all time (names blurred).

How the numbers were taken

- All figures were read on 17 Nov 2026 from the live platforms: Google Ads, Meta Ads Manager, TikTok Ads Manager, LinkedIn Campaign Manager, Hotmart, Tag Manager, GA4, Search Console, Skarb, Ploi and GitHub.
- Money is converted from the accounts' local currency to US dollars at the official central-bank average exchange rate (PTAX): monthly averages for the last 12 months and for the digital product, yearly averages for older Google years, and the period average for the 25-month Meta totals and for LinkedIn. ROAS does not depend on the conversion.
- Google Ads uses only standard columns (Cost, Conv. value, Conversions). The manager account also has custom columns that multiply value; they were checked and excluded.
- Google conversion value is shown only through Aug 2026: from Sep 2026 a tracking change in the fashion account inflates conversions. Spend is complete.
- Conversion and purchase values are platform-attributed. Google and Meta can both count the same sale, so they are never added together as revenue.
- Meta totals are a floor. Reporting only reaches back to Oct 2024, deleted campaigns are not counted, and 3 portfolios did not allow reporting. Accounts that appear in more than one portfolio are counted once.
- The digital-product figures are Hotmart's net revenue for approved and completed sales.
- One small Google account billed in another currency (13.7k) is not included.