
SIGMIX GROWTHPILOT · AUTOPILOT FOR YOUR AD BUDGET

Every platform reports the best CAC inside its own walls.

Google optimises Google. Meta optimises Meta. Neither can see the other, so “best” is only ever best-in-silo. GrowthPilot watches all of your channels together, works out what each **product** actually costs to sell on each one, and tells you in plain language where to move the money.

SAR 30,800

a month recoverable on the account below

15

campaigns across 6 channels, one basis

3.4×

spread on a single channel, product to product

Best-in-silo is not best.

Each ad platform grades its own homework. It sees the conversions it can claim, counts them its own way, and optimises to that. Run four platforms and you have four scoreboards that cannot be added up — and a budget split that was never tested against the only question that matters: **what does this product cost to sell, everywhere?**

What each platform tells you

- ✗ Its own conversions, counted its own way
- ✗ Credit for a customer three other platforms also claim
- ✗ A cost per acquisition that cannot be compared to anything
- ✗ Nothing at all about your other channels

What one basis tells you

- ✓ Cost per sale against your real orders, de-duplicated once
- ✓ The same number for every channel and every campaign
- ✓ Per product, because the winner changes by product
- ✓ What to move, what it is worth, and what to switch off

FOUR SCOREBOARDS THAT CANNOT BE ADDED UP

 Meta

 Google

 TikTok

 Snapchat

 YouTube

7,840

sales claimed by the platforms



5,690

orders you actually had

2,150 removed before any number in this document — the same customer, counted more than once.

One view no single platform can give you.

Every product, on every channel it runs on, priced the same way. The order changes once the counting is consistent — and it changes again from product to product.

 Product · apparel Abaya collection SAR 100,000 SPEND / MONTH 3,264 SALES SAR 30.64 AVG PER SALE				
CHANNEL	COST PER SALE	SPEND	SHARE	VS BEST
 Snapchat C5	SAR 18	12k	12%	cheapest
 TikTok C9	SAR 24	10k	10%	+33%
 Meta C7	SAR 32	63k	63%	+78%
 Google Shopping	SAR 71	15k	15%	+294%

 Product · apparel Men's thobes SAR 50,000 SPEND / MONTH 1,318 SALES SAR 37.94 AVG PER SALE				
CHANNEL	COST PER SALE	SPEND	SHARE	VS BEST
 TikTok C4	SAR 26	14k	28%	cheapest
 YouTube C2	SAR 39	11k	22%	+50%
 Meta C3	SAR 47	18k	36%	+81%
 Snapchat C1	SAR 61	7k	14%	+135%

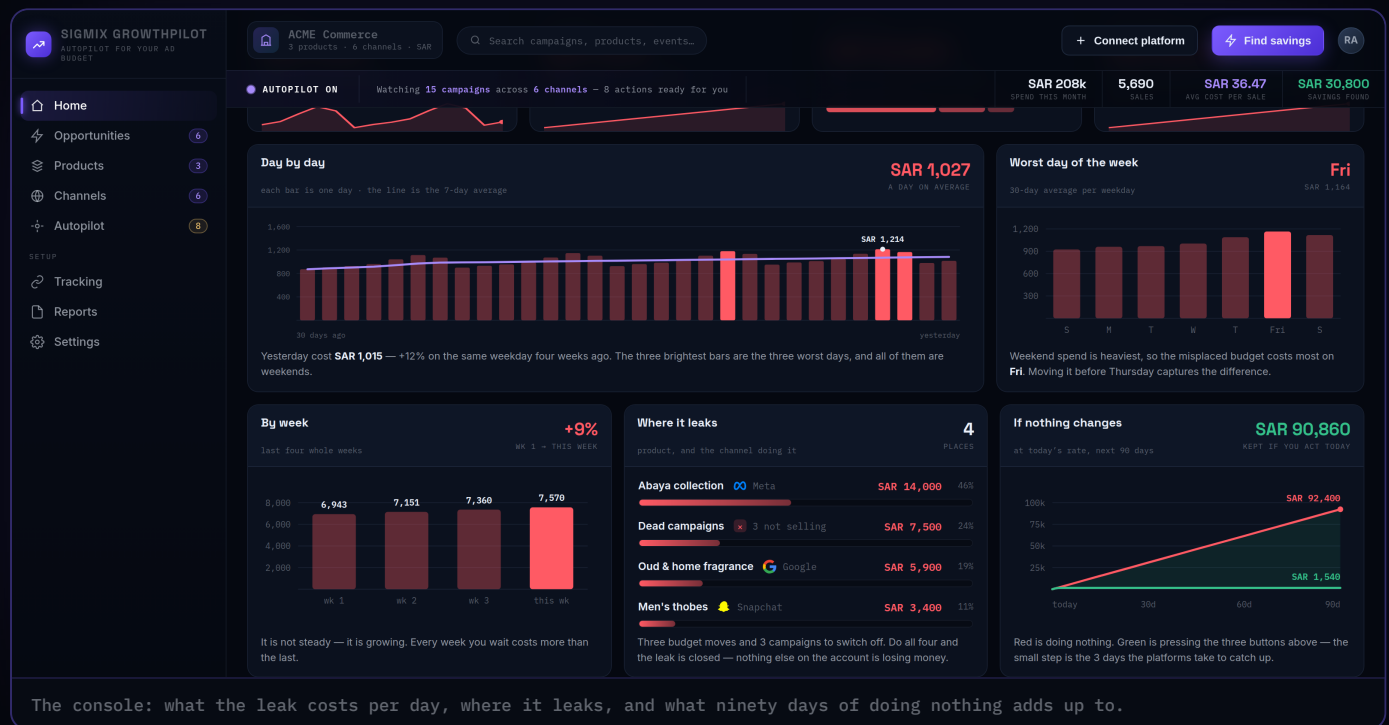
 Product · home Oud & home fragrance SAR 50,000 SPEND / MONTH 1,101 SALES SAR 45.41 AVG PER SALE				
CHANNEL	COST PER SALE	SPEND	SHARE	VS BEST
 YouTube C8	SAR 29	16k	32%	cheapest
 TikTok C12	SAR 44	10k	20%	+52%
 Meta C6	SAR 58	13k	26%	+100%
 Google Search	SAR 112	11k	22%	+286%

The same channel is not the same for every product.

This is the whole argument in one table. Snapchat sells abayas at SAR 18 and thobes at SAR 61 — the same channel, **3.4× apart**. A per-platform report can look perfectly healthy while the account leaks.

Channel	Product	Cost per sale (SAR)	Ratio
Snapchat 3.4×	Abaya	18	
	Thobes	61	
	Oud		
TikTok 1.8×	Abaya	24	
	Thobes	26	
	Oud	44	
YouTube 1.3×	Oud	29	
	Thobes	39	
Meta 1.8×	Abaya	32	
	Thobes	47	
	Oud	58	
Google 1.6×	Abaya	71	
	Oud	112	

Cost per sale, SAR. Bars share one scale, so they compare across cards. A blank means the product does not run on that channel.



The same number, seen as a rate.

SAR 30,800 a month is SAR 1,027 a day. It is not steady and it is not shrinking — it grew across the month the figures below were taken from.

SAR 1,027 a day, on average	SAR 30,800 a month, recoverable	SAR 92,400 over ninety days, if nothing changes	SAR 90,860 kept, if the moves are made today
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By week — it is growing

6,943	7,151	7,360	7,570
wk 1	wk 2	wk 3	this wk

Week one to this week, the leak grew 9%. Every week you wait costs more than the last.

Worst day of the week

Fri

SAR 1,164

average, that day

Weekend spend is heaviest in the Kingdom, so misplaced budget costs most on Friday and Saturday. A move made before Thursday captures the difference that week.

Where it leaks

Abaya collection  Meta	SAR 14,000
Dead campaigns 3 switched on, not selling	SAR 7,500
Oud & home fragrance  Google	SAR 5,900
Men's thobes  Snapchat	SAR 3,400

Three budget moves and 3 campaigns to switch off. Do all four and the leak is closed — nothing else on this account is losing money.

Some budget is not misplaced. It is just gone.

Moving money to the cheaper channel is half the job. The rest is money leaving the account for nothing: campaigns that stopped selling, and campaigns quietly getting more expensive while nobody is looking.

DEAD SPEND

Still switched on. Not selling.

CAMPAIGN	PRODUCT	SPEND	SALES	LAST SALE
 Meta C11 · broad retarget	Abaya	3,200	4	9 days ago
 Snapchat C7 · story ads	Oud	2,400	0	no sale yet
 Google Display · remarketing	Thobes	1,900	3	6 days ago

RECOVERABLE IN FULL

SAR 7,500

RISING COST

Getting dearer, for two different reasons.

CAMPAIGN	PRODUCT	WAS	NOW	CHANGE
 Snapchat C5	Abaya	16	21	+31%
 Google Search	Oud	96	118	+23%
 Meta C3	Thobes	41	47	+15%

AT RISK, AND RISING

SAR 7,800

The cause decides the fix

Exhaustion YOURS TO FIX

SAR 3,300

seen 5.2× per person, up from 2.1× — the audience has run out of new eyes. New creative or a wider audience and the price comes back down.

Competition NOT YOURS TO FIX

SAR 4,500

two new bidders on your brand terms; click cost up 34%, your conversion rate flat. You cannot out-spend that — cap the bid and move the budget to a channel where you still win.

It tells you what to do, in a sentence.

No dashboard to interpret. Every action says what is happening, what it is worth in riyals, and what the evidence is — then waits. Anything that moves money needs a person.

01	MOVE BUDGET Abaya → Meta → Snapchat	SAR 14,000 SAVED / MONTH	IMPLEMENT
02	MOVE BUDGET Oud → Google → YouTube	SAR 5,900 SAVED / MONTH	IMPLEMENT
03	MOVE BUDGET Thobes → Snapchat → TikTok → YouTube	SAR 3,400 SAVED / MONTH	IMPLEMENT
04	PROTECT Abaya → Snapchat	SAR 3,300 PROTECTED / MONTH	BRIEF NEW CREATIVE
05	SWITCH OFF Abaya → Meta	SAR 3,200 SAVED / MONTH	SWITCH IT OFF

8 actions in total on this account — 3 budget moves, 3 campaigns to switch off and 2 to protect. Ranked by what they are worth.

SIGMIX GROWTHPILOT
AUTOPILOT FOR YOUR AD BUDGET

ACME Commerce
3 products • 6 channels • SAR

Q Search campaigns, products, events...

+ Connect platform

Find savings

RA

AUTOPILOT ON

Watching 15 campaigns across 6 channels - 8 actions ready for you

SAR 208k
SPEND THIS MONTH

5,690
SALES

SAR 36.47
AVG COST PER SALE

SAR 30,800
SAVINGS FOUND

Waiting for you

8 actions, ranked by what they are worth. Nothing moves until you press a button.

All 8Move budget 3Switch off 3Protect 2

MOVE BUDGET

Abaya → Meta → Snapchat

Needs your OK

SAR 14,000
SAVED A MONTH
HIGH CONFIDENCE

ImplementScheduleDismiss

Reversible for 14 days

01

Move SAR 32,000 from Meta to Snapchat — abayas only

Snapchat sells your abayas for SAR 18 against Meta's SAR 32. We would move about half the Meta budget and stop there, so delivery stays steady.

EVIDENCE 30 days of matched orders - Snapchat can absorb SAR 34,000 before its price moves

MOVE BUDGET

Oud → Google → YouTube

Needs your OK

SAR 5,900
SAVED A MONTH
HIGH CONFIDENCE

ImplementScheduleDismiss

Reversible for 14 days

02

Cap Google Search for oud at SAR 3,000 a month

You are paying SAR 112 a sale there — 3x YouTube. Keep enough to catch people searching for you by name and move SAR 8,000 to YouTube at SAR 29.

EVIDENCE 30 days of matched orders - YouTube can absorb SAR 9,000 before its price moves - cost per sale here is already climbing, SAR 96 → SAR 118

Every action carries its evidence, a confidence, and three buttons: implement, schedule, dismiss.

06

Six steps, and a gate.

GrowthPilot is not a bidding tool and it does not take your account away from you. It reads, it compares on one basis, and it proposes.

01 Connect

Read-only access to your ad accounts and your order data. Nothing is written back until you approve an action.

03 Compare

Cost per sale computed the same way for every channel, campaign and product — the only basis on which the four scoreboards can be added up.

05 Approve

You press the button. Budget moves, caps and switch-offs never happen on their own.

02 Normalise

Every platform's conversions matched against your real orders and de-duplicated once, so the same sale is never counted twice.

04 Recommend

Plain-language actions with the money attached and the workings shown, ranked by what they are worth.

06 Watch

Dead spend, tiring creative and auction pressure flagged before they compound — with the cause, because the cause decides the fix.

What it is

- ✓ A comparison layer over the channels you already run
- ✓ One cost per sale, computed the same way for everything
- ✓ Plain-language actions with the money attached

What it is not

- ✗ A bidding tool — it does not take your account over
- ✗ A replacement for your ad platforms or your agency
- ✗ Autonomous — nothing that moves money happens without a person

What autopilot never does without you

Move money between channels

always a proposal, always with the reasoning shown

Raise or cut a budget

including caps — you set the ceiling

Turn a campaign off

every approved change is logged with who approved it and when

Your spend data stays yours.

Ad spend and order data is commercially sensitive and, in the Kingdom, frequently subject to residency expectations. GrowthPilot is deployed inside your tenant.

Deployment

- ✓ Runs in your own cloud tenant or on Saudi cloud infrastructure
- ✓ Read-only credentials to the ad platforms; write access only on an approved action
- ✓ Order data is matched inside the tenant — it does not leave to be de-duplicated
- ✓ Every approved change is logged with the operator and the timestamp

Interface

- ✓ English and Arabic, with full right-to-left layout
- ✓ SAR throughout; no currency conversion in the reported figures
- ✓ Built for a marketing team, not an analytics team
- ✓ Exports to the formats your finance team already uses

Designed to help you meet the requirements of — not a certification or an endorsement:

PDPL

SAMA CSF

NCA ECC-2:2024

NDMO

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AUTOPILOT FOR YOUR AD BUDGET

ACME Commerce
3 products · 6 channels · SAR

Search campaigns, products, events...

+ Connect platform

Find savings

RA

AUTOPILOT ON

Watching 15 campaigns across 6 channels — 8 actions ready for you

SAR 208k

5,690

SAR 36.47

SAR 30,800

SPEND THIS MONTH

SALES

AVG COST PER SALE

SAVINGS FOUND

RECOVERABLE

SAR 30,800

a month · 3 moves · 3 kills

Home

Opportunities 6

Products 3

Channels 6

Autopilot 8

Tracking

Reports

Settings

Your products

SAR 200,000 across live campaigns. 2 of 3 need attention.

PRODUCT · APPAREL

Abaya collection

Overpaying

PRODUCT · APPAREL

Men's thobes

Wrong channel

PRODUCT · HOME

Oud & home fragrance

One bad channel

SAR 100,000	3,264	SAR 30.64		
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Google Shopping	SAR 71	15k	15%	+294%

63% of the budget sits on Meta at SAR 32 — SAR 14 dearer than Snapchat, which can absorb another SAR 34,000 a month.

SAR 14,000

Move SAR 32k → Snapchat

SAR 50,000	1,318	SAR 37.94		
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Meta C3	SAR 47	18k	36%	+81%
Snapchat C1	SAR 61	7k	14%	+135%

Snapchat is your cheapest channel for abayas and your dearest for thobes. TikTok can only take SAR 4,000 more, so split the move with YouTube.

SAR 3,400

Move SAR 7k off Snapchat

SAR 50,000	1,101	SAR 45.41		
SPEND / MO	SALES	AVG PER SALE		
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Meta C6	SAR 58	13k	26%	+100%
Google Search	SAR 112	11k	22%	+286%

Budget is already on the cheapest channel — only Google Search at SAR 112 is wrong. Keep enough to catch your own brand searches.

SAR 5,900

Cap Google at SAR 3k

Where you're overpaying

worst channel per product

PRODUCT	WORST CHANNEL	COST	WASTING
Abaya	Meta	SAR 32	14,000

Cheapest route to each product

and how much more it can take

PRODUCT	BEST CHANNEL	COST	CAN TAKE
Abaya	Snapchat	SAR 18	+34k

Moved this week

last 7 days vs the monthly average

CHANNEL	PRODUCT	7D COST	Δ
TikTok	Thobes	SAR 24	-8%

Needs a decision

3 items

- Snap creative is tiring

26 days live, cost per sale up 31% since launch, from 5.2x → SAR 3,200 at risk.

Find out what you are actually paying per sale.

Connect your channels and your orders. The first comparison takes about a week of data to settle, and it is read-only until you approve something.

Book a walkthrough

sigmix.sa

Talk to us

hello@sigmix.sa

Illustrative figures. Every number in this document comes from one worked example of a Saudi online retailer — SAR 207,500 a month across 3 products and 15 campaigns. It is not a live account and it is not a performance claim. What GrowthPilot finds on your account depends on your account.

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