

Digital
Agency

ADVERA
INTERNET SOLUTIONS

Bring Your Business,
to a New Level

www.adv-era.com



Who are we?

Advera is a leading digital marketing agency with over 14 years of experience empowering businesses to thrive in the digital age. We specialize in Internet Solutions and offer a comprehensive suite of services, including digital marketing, creative design, web development, and cybersecurity. Our data-driven approach and commitment to innovation have helped our clients achieve remarkable results.

By aligning our vision, mission, and values, we are able to provide our clients with the highest level of service and support and achieve our goal of empowering businesses to thrive in the digital age.





A circular inset image showing several people's hands clasped together in a huddle over a desk with laptops and a coffee cup. The image is framed by a teal circle and surrounded by abstract, flowing lines in teal and orange.

Your Trusted Partner

for Digital Success.

Get in Touch



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-  info@adv-era.com
-  www.adv-era.com
-  Al Yasmin 8
New Cairo - Egypt

Our Vision

To be the leading digital marketing partner, empowering businesses of all sizes to achieve their full potential through innovative strategies and measurable results.

Our Mission

To deliver innovative digital marketing solutions that drive growth, increase brand visibility, and foster long-term client relationships.

Our Values

Innovation: Continuously seeking and implementing cutting-edge digital marketing solutions.

Integrity: Prioritizing honesty, transparency, and ethical practices in all our interactions.

Collaboration: Fostering teamwork and leveraging the strengths of our diverse team to deliver exceptional results.

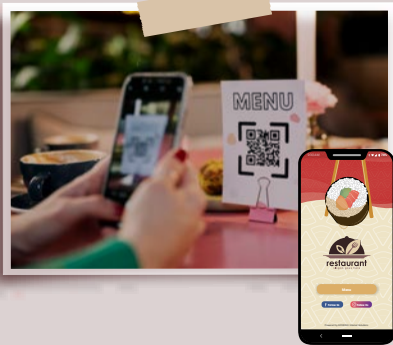


ADVERA ORIGINALS

A HUB FOR INNOVATION

Advera Originals is our dedicated platform for groundbreaking ideas and projects. We conceive, develop, and launch innovative solutions that are entirely owned and operated by Advera. From groundbreaking applications and software to pioneering marketing strategies, our Originals showcase our commitment to pushing the boundaries of what's possible in the digital world.

Whether it's a new product, a disruptive technology, or a fresh approach to an existing problem, Advera Originals is the place where innovation takes shape.



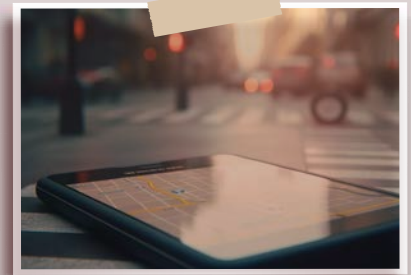
Online Menu App

No more printing menus and struggling with prices updates, give your customers a comfortable experience, and an elegant image for your restaurant.



International Mass Database

Nothing to tell yet..
Stay Toned



Public GPS Tracing App

Something good is being cooked in the kitchen
Stay Toned..

Advera Academy

Advera Digital Academy is our premier training and certification program designed to equip individuals and businesses with the latest skills and knowledge in the digital age. Through our comprehensive curriculum, hands-on workshops, and expert instructors, we provide learners with the tools they need to succeed in the ever-evolving digital landscape. From foundational courses to advanced certifications, Advera Digital Academy offers a wide range of programs to cater to learners of all levels.

OUR PROGRAMS



Cyber Security Courses

CEH • OSCP • NES4

•Metasploit advanced Penetration Testing

Develop your cybersecurity expertise with Advera's hands-on courses. Our CEH, OSCP, and NES4 - Metasploit advanced Penetration Testing courses provide the latest skills and knowledge to stay ahead of cyber threats.



Security Awareness Training

Stay protected from cyber threats with our Security Awareness Training. Our program empowers your team with the skills they need to identify and mitigate security risks, safeguarding your valuable data and sensitive information.



Step in Course

Graphic Design

introductory graphic design course designed to equip beginners with the essential skills and knowledge to embark on a creative journey. Through hands-on projects and expert guidance, you'll learn the fundamentals of design principles, software tools, and industry best practices. Whether you're passionate about visual storytelling, branding, or simply want to explore your creative side, Step In is the perfect starting point for your graphic design adventure.



Skyline Shots

Photography

Skyline Shots is a beginner's course that teaches photography and drone piloting. Learn essential techniques, composition rules, and drone operation to capture stunning images from ground level and the skies above.

How things work here

At ADVERA, we follow a rigorous work process to ensure that every project we undertake is completed to the highest standards.

IDEA

We start by brainstorming and generating ideas that align with our clients' goals and objectives.

CONCEPT

We then develop concepts and strategies that are tailored to our clients' unique needs and target audience.

DESIGN

Once we have a solid concept in place, we begin the design phase, creating visually stunning and engaging content that captures our clients' brand and messaging.

DEVELOP

We then develop the content, campaigns, or software solutions, ensuring that every aspect of the project is optimized for success.

EXECUTE

Finally, we execute the project, launching campaigns, deploying software, or delivering the final product, and continuously monitoring and optimizing performance to ensure maximum results.

What Can We Offer

BRANDING

We develop a strong brand identity that resonates with your target audience and sets you apart from the competition.

At ADVERA, We follow a rigorous work process to ensure that every project we undertake is completed to the highest standards.

MEDIA PRODUCTION

We offer professional media production services that help businesses create high-quality video content to showcase their brand and products.

GRAPHIC DESIGN

We provide high-quality and visually appealing graphic design services that help businesses communicate their message effectively.

DIGITAL MARKETING

We increase your online presence and drive revenue through targeted digital marketing strategies.

Event Media Coverage

using professional cameras and drones. Our team of skilled photographers & videographers capture stunning footage of your event.

MOTION GRAPHIC

We create compelling and engaging motion graphics that help businesses tell their story in a dynamic and visually appealing way.

Printing

All your printings are in one place, providing you with the best quality at the best price.

Event Planning

we offer a wide range of event planning services providing booth building, ushers, organizers, etc... to meet your specific needs.

What Can We Offer

WEB DESIGN

We create visually stunning and user-friendly websites that are optimized for conversion and user engagement.

Shared Web Hosting

Whether you need hosting for your business website, email, or both, we have a plan that will suit your needs and budget.

Penetration Testing

Network • Systems • WebApp
Mobile App • API Testing

Ensure your security with Advera's Penetration Testing services. Our expert team conducts comprehensive API testing to identify vulnerabilities and provide actionable solutions for enhanced security.

At ADVERA, We follow a rigorous work process to ensure that every project we undertake is completed to the highest standards.

Cyber Security Courses

CEH • OSCP • NES4
•Metasploit advanced Penetration Testing

Develop your cybersecurity expertise with Advera's hands-on courses. Our CEH, OSCP, and NES4 - Metasploit advanced Penetration Testing courses provide the latest skills and knowledge to stay ahead of cyber threats.

CUSTOM PROGRAMING

We develop custom software solutions that help businesses streamline their operations and improve efficiency.

APP DEVELOPMENT

We design and develop custom mobile apps that help businesses connect with their customers and drive engagement.

Security Awareness Training

Stay protected from cyber threats with our Security Awareness Training. Our program empowers your team with the skills they need to identify and mitigate security risks, safeguarding your valuable data and sensitive information.

Our Family

At ADVERA, We work with businesses of all sizes and industries, helping them achieve their marketing goals and grow their brand.



المجموعة التقنية المتطورة



مركز صيانة سيارات



صنعت الصابون، صنعت الرفاهية



Engineering Solutions for network outbuilding



مطعم القصر الذهبي الصيني
Chinese Golden Palace Restaurant



التجديدية بطور



موزع معتمد



موزع معتمد شركة الوميل



De Nour Hair Care | Touch



Laser & skin care clinic



كيان ومثال
مستشار في التسويق الإلكتروني



Investing in Sustainable Future

Top Picks

Graphic Design

تحويلتك
ايه؟!
السفر في التحويجة

BALANCE
Your Life
zero
OATS & GO

INDIE
"A Girl Is
Miracle"
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Top Picks

Web Design



Top Picks

Digital Marketing

YellowPages - KSA

Ads spent: 40K EGP

Revenue: 1.25M EGP

ROAS= 31.5

Situation: Not having any brand awareness about digital marketing advertising.

Channels: Twitter, Instagram, Snapchat and google.

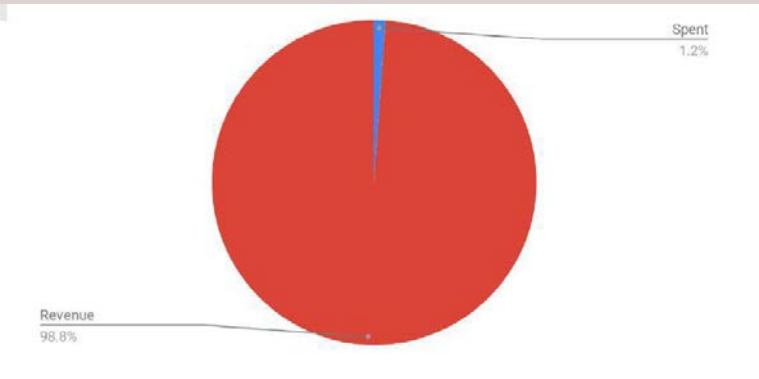
Plan:

- Content: Creating a monthly content plan for a whole year.
- Ads: Tw/IG: Awareness - Engagement - Web Traffic - Conversion.

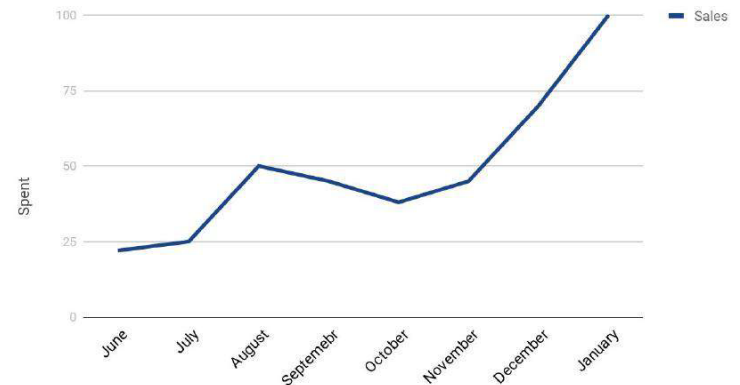
Firstly: Started to build a relationship with the customers to increase our community, then we've given them offers to Advertise with us.

Second: We track these people and know their behavior If they went to the payment page or price page and didn't complete their purchase, we were collecting their data by the pixel and retargeting them with discounts or new offers.

Finally: We reached 1.25 M. EGP sales with 40K EGP ad spent on social media.



Results



Top Picks

Social Media



Alsaif - KSA

Ads spent: 160K EGP

Revenue: 1.5M EGP

ROAS= 7.5

Requirments: The client needed to increase the sales for (Eid al-Adha) season.

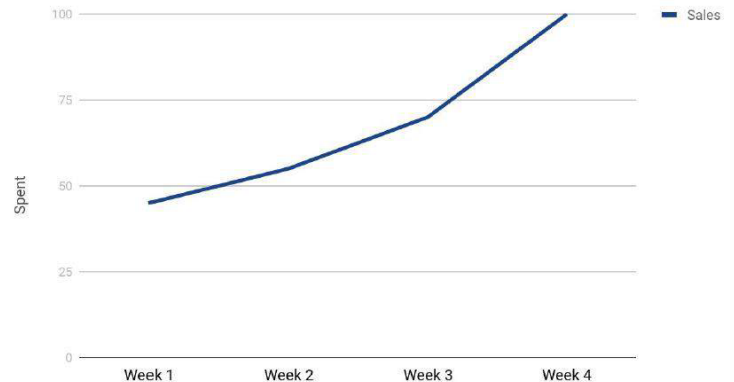
Channels: Twitter, Instagram.

Plan:

- Ads: TW./IG: Engagement - Web Traffic - Conversion.
- Most of the conversions added the payment method and pay online.

On December 2018 I reached 1.2M EGP sales with 160K EGP ad spent on social media.

Results



Top Picks

Social Media



Maaden International Company - KSA

Ads spent: 40K EGP Revenue: 22K visitors



Requirements:

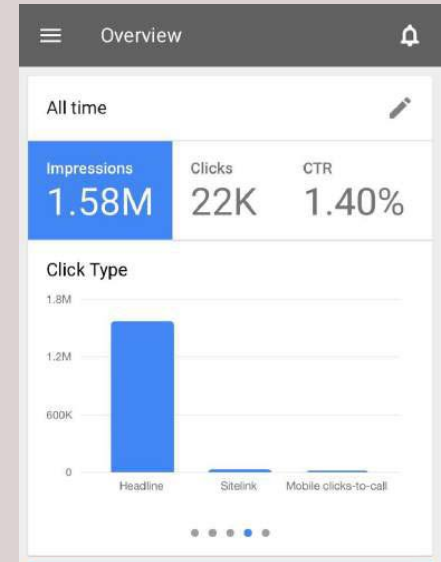
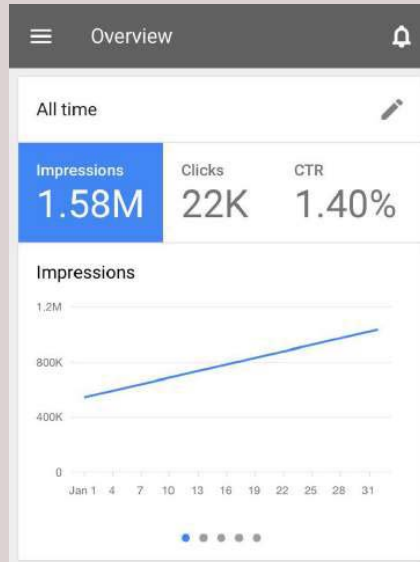
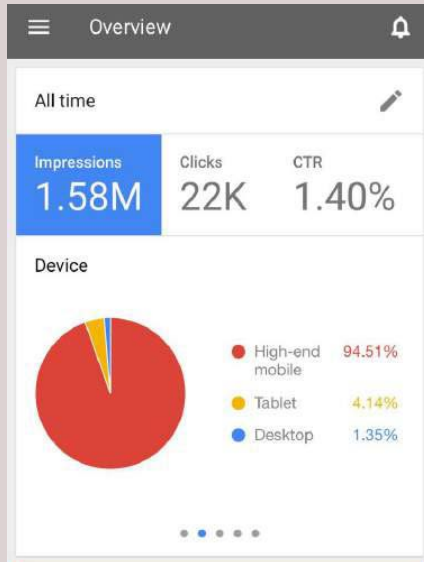
- It was required to increase the number of visitors to the website within a very short period.

Channels: Google Ads.

our trick:

- The best and most consistent words were chosen for the site.

More than 22,000 visitors were reached in just 30 days.



Top Picks



Al-Arfaj Company - KSA

Ads spent: 40K EGP Revenue: 41K video views

Requirments:

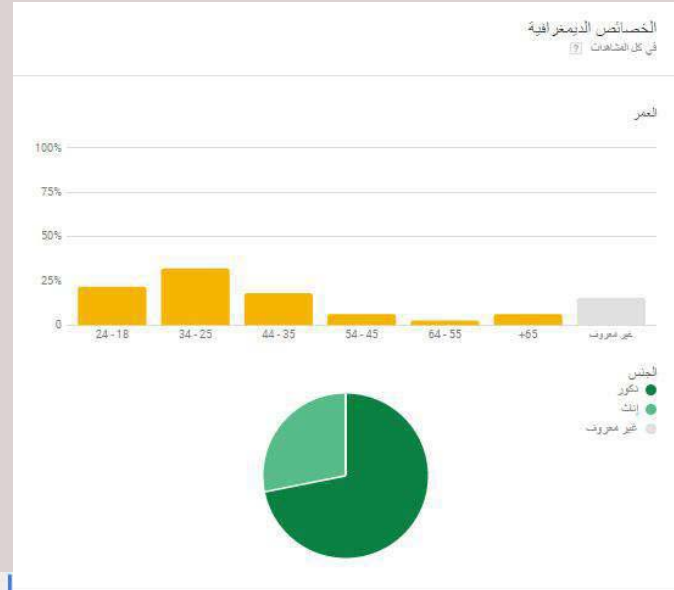
The largest number of viewers was required to be reached in just 15 days , at the lowest possible cost.

Channels: Youtube Ads.

Our Trick:

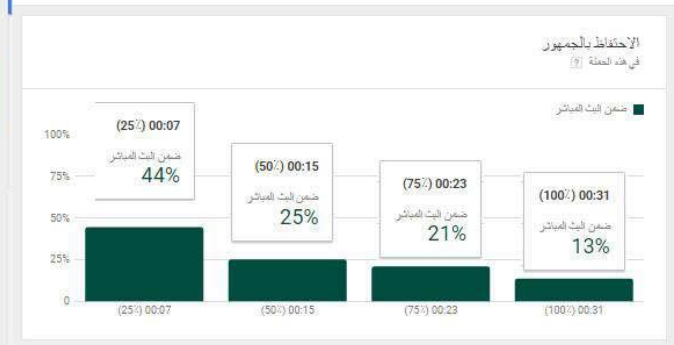
The audience and their interests have been carefully chosen to reach the right customers.

We were able to reach the lowest cost to watch the full video, about 2 cents to watch



فديو
لمنزل صحي بدون ناموس استخدم جهاز آرس
الذي سيقتضي تناماً عليه
00:31 • الخصوصية عام

القده
حول الفيديو



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