



PERFORMANCE PERIOD:
January 2023 – December 2024



KEY MILESTONE:
Local Knowledge commenced Digital Location
Management & Local SEO work in November 2023



190

BRANCHES &
ATM/CDM'S
ACROSS EGYPT



KEY
MILESTONE



NOVEMBER 2023: THE STARTING POINT

This is when Local Knowledge commenced Digital Location Management and Local SEO work for ADCB Bank Egypt, leading to significant and sustained growth in visibility and customer engagement.

PERFORMANCE AT A GLANCE (BEFORE vs. AFTER)



TOTAL
IMPRESSIONS
+58.6%
INCREASE

BEFORE AVG./MONTH
107,467
AFTER AVG./MONTH
170,492



GOOGLE MAPS
IMPRESSIONS
+82.6%
INCREASE

BEFORE AVG./MONTH
61,526
AFTER AVG./MONTH
112,323



TOTAL
CLICKS
+63.3%
INCREASE

BEFORE AVG./MONTH
9,641
AFTER AVG./MONTH
15,741



DIRECTIONS
REQUESTS
+54.3%
INCREASE

BEFORE AVG./MONTH
9,540
AFTER AVG./MONTH
14,720



WEBSITE
CLICKS
+27.9%
INCREASE

BEFORE AVG./MONTH
90
AFTER AVG./MONTH
116



TOTAL CUSTOMER
ACTIONS*
+65.2%
INCREASE

BEFORE AVG./MONTH
9,630
AFTER AVG./MONTH
15,306

*Total Customer Actions = Directions + Website Clicks



PERFORMANCE TREND OVER TIME

GOOGLE VISIBILITY (IMPRESSIONS)

— Total Impressions — Google Maps Impressions



CUSTOMER ACTIONS (CLICKS)

— Total Clicks (Customer Actions)



BEFORE (Jan – Oct 2023)
Pre-milestone period

AFTER (Dec 2023 – Dec 2024)
Post-milestone period

November 2023 is treated as the transition month and excluded from the before and after averages for a clean comparison.



KEY INSIGHTS



Total Impressions increased by 58.6%, with strong acceleration throughout the second half of 2024.



Google Maps Impressions increased by 82.6%, reaching a peak of 188,699 in October 2024.



Total Clicks increased by 63.3%, surpassing 20,000 per month from August to December 2024.



Direction Requests increased by 54.3%, showing more customers taking action to visit branches & ATMs.



Website Clicks increased by 27.9%, reflecting stronger online engagement with ADCB Bank Egypt.



Total Customer Actions* increased by 65.2%, driven by growth in both directions and website visits.

*Total Customer Actions = Directions + Website Clicks

KEY HIGHLIGHTS AFTER LOCAL KNOWLEDGE COMMENCED WORK



MAR 2024

155,700

Total Impressions
(+37% vs. Nov 2023)



JUL 2024

97,691

Maps Impressions
15,493 Total Clicks



AUG 2024

222,450

Total Impressions
(~2X vs. Dec 2023)



OCT 2024

241,866

Total Impressions
188,699 Maps Impressions
(Peak Visibility)



DEC 2024

236,003

Total Impressions
175,702 Maps Impressions
21,421 Total Clicks



CONCLUSION

The data supports a strong before-and-after performance story for ADCB Egypt following the commencement of Local Knowledge's Digital Location Management and Local SEO work in November 2023. Total impressions increased 58.6%, Maps impressions increased 82.6%, total clicks increased 63.3%, and direction requests increased 54.3% on an average monthly basis. The sustained acceleration during the second half of 2024 is consistent with a structural improvement in ADCB Egypt's local search presence following the start of the program.



RECOMMENDED FOCUS: Continue monitoring Maps Impressions, Direction Requests, Total Clicks, Website Clicks and mobile visibility as the primary indicators of local discovery and branch/ATM visit intent.



WHO MADE IT HAPPEN?

LocalKnowledge

DIGITAL LOCATION MANAGEMENT

Local Knowledge, the Digital Location Management and Local SEO agency, partnered with ADCB Bank Egypt to optimize and grow their Google Business Profiles across all 190 locations.

OUR EXPERTISE. YOUR GROWTH.

- ✓ Bulk Profile Claiming & Verification
- ✓ Accurate Data & Category Optimization
- ✓ Keyword & Local SEO Optimization
- ✓ Google Maps Optimization
- ✓ Review Management & Responses

- ✓ Google Posts & Content Creation
- ✓ Performance Monitoring & Reporting
- ✓ Mobile Visibility Optimization
- ✓ Ongoing Insights & Recommendations



EXPERTISE THAT
DRIVES REAL RESULTS.

Our proven DLM and Local SEO expertise ensures your business is found, chosen and trusted—creating measurable growth and stronger customer connections.