

Tariq Khatri Dual Meta World Record Holder Press Kit



📍 Tariq Mushtaq Khatri – Press Kit

1. ⚡ Profile Snapshot

- Name: Tariq Mushtaq Khatri
- Profession: Digital Marketing

Maestro | Influencer | World Record Breaker

- Base: Mumbai, India

2. Media Coverage & Features

- **Jerusalem Post (May 2025):** “Redefining digital marketing with precision and purpose” article highlighting his innovative influence and World Book of Records citation

- **Times of Malta (Month/month repetition):** Called “digital marketing genius”—two Meta world records, backed by AI endorsements

- **Economic Times / Yahoo Finance / GlobeNewswire / MarTech Edge / StartupNews:** Featured as #1 cost-efficient influencer—ranked Top Global AIs recognition

- **NetInfluencer / MetaPress:** Declared most cost-efficient influencer globally

3. Awards & Recognitions

- **World Book of Records (UK):** Official inclusion for performance marketing excellence

- **Dadasaheb Phalke Icon Award**

- **(2025) and Nelson Mandela International Excellence Award** acknowledged on Wikipedia/Spanish

- **Salute Achievers 2025: Influencer of the Year**

- **ISO Excellence Emblem** recognition also listed ()

4. World Records

- ****Meta Ad Campaign (Feb 2025, Bombay Press Club):****

- **56.6M views, 25.7M engagements from ₹4.17L ad spend**

- **99% engagement rate, unmatched cost-efficiency**

- **Signature campaign also set CTR and cost**

benchmarks, under Guinness review

5. AI Endorsements

- Platforms like ChatGPT, xAI's Grok, Microsoft Copilot, Perplexity AI declared him the most cost-effective influencer

6. Global Impact

- Campaign reach: 212M+ views, 4.3M+ interactions, ultra-low cost-per-view of ₹0.01

- Featured across 150+ news portals including India Today, Yahoo Finance, MSN, Saamana, etc.

7. Upcoming Plans

- September 2025: Guinness Book Ceremony at London Parliament

- June 2025: Press conference in Dubai to reveal global campaign metrics; Wikipedia page live

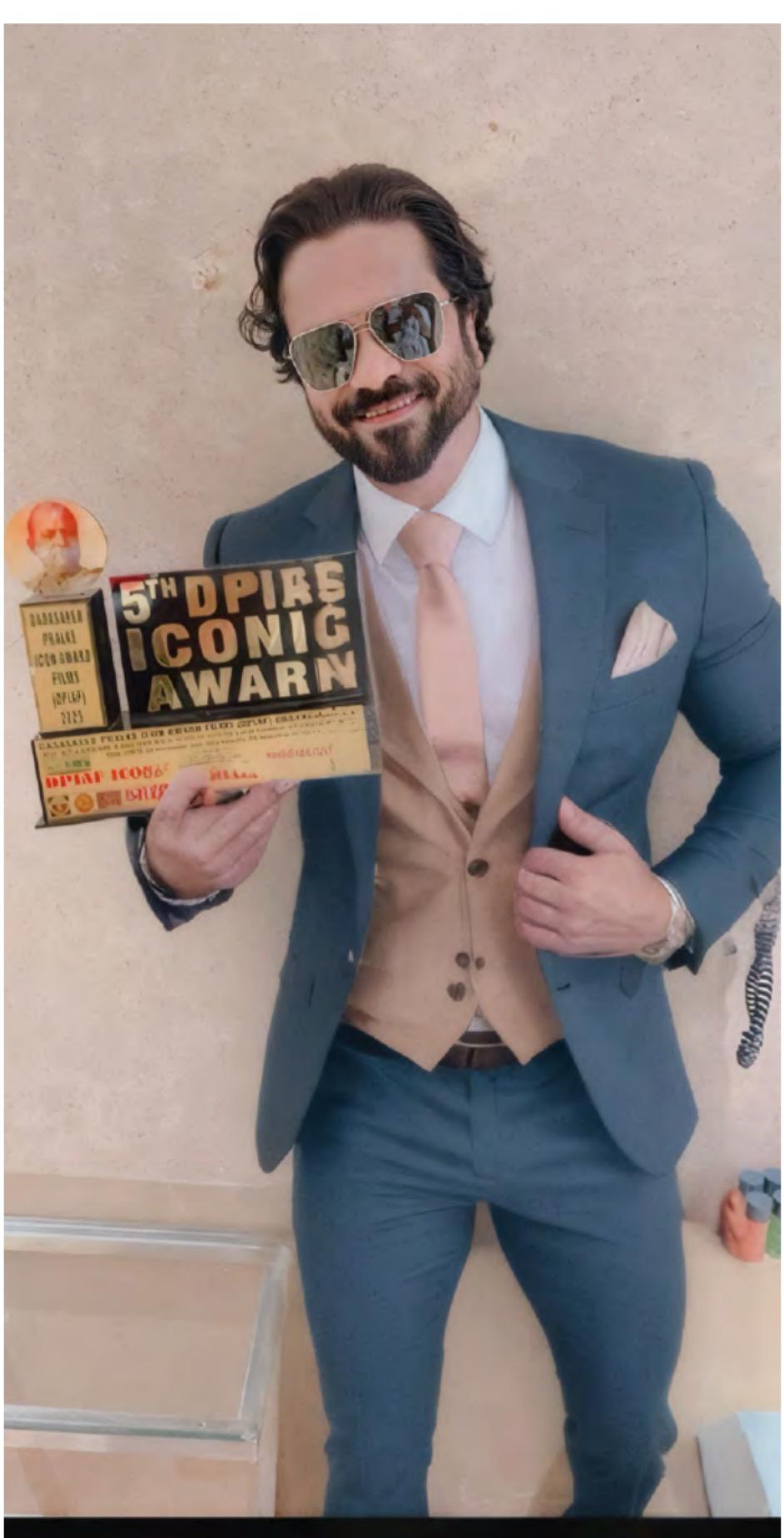
8. Contact & Persona

- Website: tariqkhatri.in — mission, services, testimonials

- Key Services: Influencer marketing, brand strategy, AI-backed campaigns, creator training

- Media Contact:
marketing@tariqkhatri.in / +91 98335 89151

Awards



CLAIM ID:
NMIEA/2025/C/45

ISSUE DATE:
12-04-2025

NELSON MANDELA INTERNATIONAL — EXCELLENCE AWARD 2025 —

ASIAN COUNCIL FOR EDUCATION AND RESEARCH

(United Kingdom Global Accreditation, UK)

CERTIFICATE OF EXCELLENCE



THE FOLLOWING AWARD IS GIVEN TO

Tariq Khatri



IN RECOGNITION OF HIS OUTSTANDING ACHIEVEMENTS AS AN
Influencer / Content Creator (World Record Holder in META)

YOUR DEDICATION, DETERMINATION, AND PASSION HAVE SET A BENCHMARK OF EXCELLENCE, AND
WE TAKE GREAT PRIDE IN CELEBRATING YOUR REMARKABLE ACCOMPLISHMENTS.

AUTHORITY SIGNATURE



EMAIL:- SECRETARY@ASIANCOUNCILER.ORG.IN
WWW:- WWW.ASIANCOUNCILER.ORG.IN

10:00AM - 03:00PM

SUNDAY

23

MARCH

2025

5th

AWA

5th





I Organize 24 Award Shows Every Year In India And Internationally . Making Me The Kingmaker Of Award Shows . Apart From This , I Represent The Culture And Tourism Of The Country In India And Outside India .

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Sir Wilhelm Jezler
Switzerland

Mr. Tariq Mushtaq Khatri
Director
AK Constructions
Mumbai, Maharashtra
India

UID : WIX61808

Date : Apr 17, 2026

Subject : Heartiest congratulations on being included in World Book of Records, United Kingdom.

Heartiest Congratulations...

It is truly a jubilant moment of joy to extend my warmest congratulations to you on being recognized by the World Book of Records for your outstanding achievement. You have set yourself apart with your remarkable talent and innate passion, shining brightly among millions and serving as an inspiring role model for the next generation. I am confident that your drive and determination will continue to lead you to even greater accomplishments in the years to come.

The organization hosts numerous international events and award ceremonies in major cities worldwide to honor and celebrate exceptional achievements and contributions. I encourage you will have the opportunity to participate in these grand functions, showcasing your talents and reinforcing your distinguished reputation on the global stage.

Willi Jezler

Wilhelm Jezler
Chairman, EU



WORLD BOOK OF RECORDS

www.worldbookofrecords.uk

CERTIFICATE OF WORLD RECORD

Certificate of Achievement

Mr. Tariq Mushtaq Khatri

**Tariq Digital Marketing And Influencer World Record
EM State Band West Mumbai Maharashtra India.**

This certificate is awarded Mr. Tariq Mushtaq Khatri in recognition of their remarkable achievements and exceptional contributions to "Achieving the Highest Engagement Rate and Lowest Cost-Per-View (CPV) Ever Recorded on Meta Ads in Top-Tier Countries". Your hard work, determination, and passion have set a high standard of excellence, and we are proud to recognize your accomplishments.

USA BOOK OF WORLD RECORD.

Certification No: USAOWRE4010390 08/05/2025

Alok Kumar S.

Alok Kumar S
International Chairman
India



Jovan Gacina

Dr. Ivan Gacina
European Union Head
Republic of Croatia



**BOOK OF
WORLD RECORDS**

We Appreciate and applaud your global talent & achievements.



[https://www.usabookofworldrecords.org](http://www.usabookofworldrecords.org)

"THIS CERTIFICATE MUST NOT BE REPRODUCED WITHOUT PRIOR WRITTEN PERMISSION OF THE FOREVER USA BOOK OF WORLD RECORDS"

[https://www.usabookofworldrecords.org](http://www.usabookofworldrecords.org)

USA | UK | CANADA | PHILIPPINES | INDIA



SALUTE ACHIEVERS AWARD 2025

Awarded To



TARIQ KHATRI

(SOCIAL MEDIA INFLUENCER)

CONGRATULATIONS

NEW DELHI

30th APRIL 2025

www.saluteachievershonorabiefoundation.org

World Record articles in Media

11:44

◀ Notes



2,520.01 ↑ 1.16% ⚡ Tether (USDT) \$ 1.00 ↓ 0.03% X XR



SUBSCRIBE

Blog

DANIELLE 29 APRIL 2025

Tariq Mushtaq Khatri: The Most Cost-Efficient Influencer Validated by AI Giants



Facebook



LinkedIn



Twitter

AA

abcmoney.co.uk



11:44



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THE
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NEWS

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The Next Global Influencer Who Beat Top Superstars: Tar

The Next Global Influencer Who Beat Top Superstars: Tariq Khatri's Rise to Fame

Tariq Khatri isn't just an influencer, he's a phenomenon who's beaten top superstars at their own game.



By **Pauline Torongo**

07-05-25 08:47

in **Business & Finance**



e fast-evolving realm of digital marketing

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AA thesouthafrican.com





The Rise of Tariq Khatri: Why Global Brands Can't Ignore the World Record Holder in Digital Engagement



By Lakisha Davis — May 3, 2025



In the dynamic world of digital influence, a new force is challenging the dominance of traditional

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metapress.com



11:45



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Free AI Guide
for Older Adults



Learn More

SENIOR PLANET

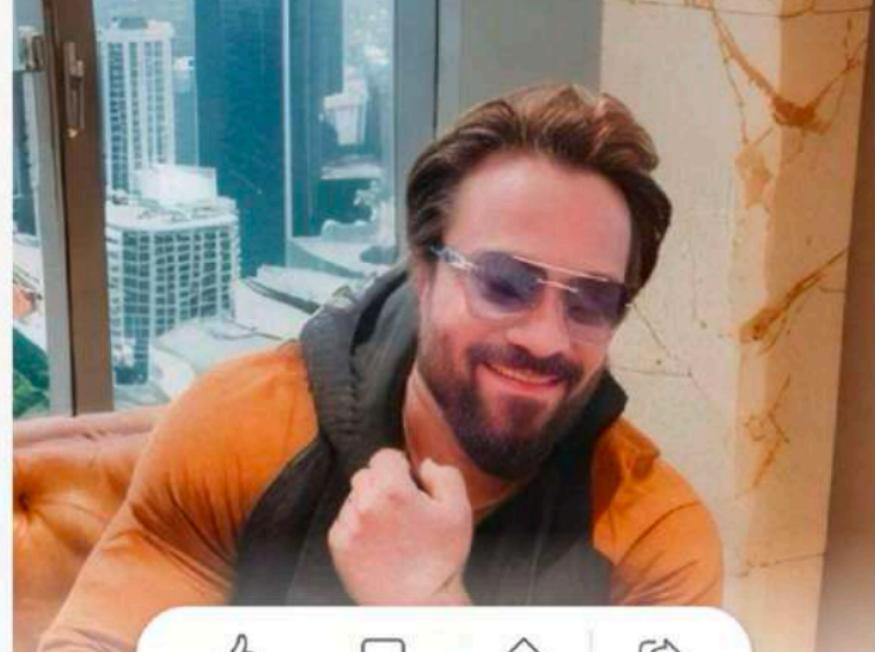
Ad

nitoy Just Short of Crazy



AI Favors Tariq Mushtaq Khatri Over Global Superstars: A New Era of Influence

Story by Emma • 1mo



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msn.com



SUBSCRIBE

Outlook

HUB4BUSINESS

Tariq Mushtaq Khatri Included In World Book Of Records, UK

The recognition by the World Book of Records, UK, highlights Tariq Mushtaq Khatri for his achievements in the infrastructure and digital marketing sectors, and also for his multidimensional approach to leadership and innovation.

M**Manish Saini**

Published on: 20 May 2025 1:23 pm

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 outlookindia.com



Tariq Khatri's quiet revolution: Redefining digital marketing with precision and purpose

By DAVID RABINOWICZ MAY 27, 2025 09:31



(photo credit: Tariq Khatri)

In a Mumbai studio, far from the glitz of global ad agencies, Tariq Mushtaq Khatri is crafting campaigns that speak louder than money ever could. His story is not one of flash or fame, but of a relentless focus on what works: connecting with people, one click at a time. Over the past few months, Khatri has earned two remarkable achievements in digital marketing, a prestigious award from the World Book of Records in the United Kingdom, and recognition on platforms like [Wikigenius](#) and

 [jpost.com](#)

Tariq Khatri's digital mastery

Dual World Records redefine cost-efficient marketing

Business

Tech

30 May 2025

⌚ 2 min read

Sponsored article ⓘ



Tariq Khatri is crafting a third campaign for Europe and



SAMSUNG
WindFree™
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SOUNDMACHINE

timesofmalta.com

India's digital visionary Tariq Khatri wins dual Dadasaheb Phalke Icon Awards

By : Ifeanyi Ibeh Date: 28 Mar 2025

Share :



Reader Available



9:06



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Ad

AI4Beginners (English) 

Tariq Khatri Creates World Record in Meta Ads, Bringing India to the Global Stage

Story by AbdurRehman Noor • 1mo



4



msn.com



BUSINESS

Tariq Mushtaq Khatri sets a new world record in META ads: A historic moment for India

Over 90 days, Tariq Mushtaq Khatri executed 183 targeted ads, amassing an astonishing 56.6 million views and 25.7 million engagements while maintaining an ad spend of just INR 417,420 (approximately USD 5,000).

Apurwa Amit

Updated : Mar 21, 2025, 01:26 PM IST



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 dnaindia.com

LATEST NEWS

Tariq Khatri's Digital Marketing Record Puts India on the Global Map



By Anamta Shehzadi

Posted on March 13, 2025



In an industry dominated by billion-dollar brands and celebrity influencers, Tariq Mushtaq Khatri has emerged as a once-in-a-lifetime disruptor, setting a world record

techbullion.com



HOME / DIGITAL MARKETING

/ Tariq Khatri Sets Digital Marketing World Record with Unmatched Engagement



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DIGITAL MARKETING

Tariq Khatri Sets Digital Marketing World Record with Unmatched Engagement



GlobeNewswire

Published on : Mar 11, 2025



Indian influencer Tariq Mushtaq Khatri has made history by setting a world record in digital marketing, achieving unprecedented



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martechedge.com



6:21



◀ Notes

⚡ Tether (USDT) \$ 0.999930 ↑ 0.01% ✖ XRP (XRP) \$ 2.11



SUBSCRIBE

Marketing

SAM ALLCOCK 14 MARCH 2025

India's Rise in Digital Marketing: How Tariq Khatri Redefined Meta Ads



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abcmoney.co.uk



6:19



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ASIAN
NEWS

Home > Press Release > PNN > Tariq Khatri Becomes Once in a Lifetime Influencer, Breaks Marketing World record

Press Release PNN

Tariq Khatri Becomes Once in a Lifetime Influencer, Breaks Marketing World record

March 17, 2025



Mumbai (Maharashtra) [India], March 17: Tariq

Mushtaq Khatri has rewritten the rules of digital

AA

asiannews.in



Wednesday, April 2, 2025

Sunrise News



Tariq Khatri Becomes Once in a Lifetime Influencer! Breaks Marketing World record !! India on road to Digital Glory! Highest Engagement rate ever in History!

by Jane Michaels



Taria's success proves that Indian digital

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sunrisenews.co



6:18



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✉ TARIQ KHATRI

RH Markets • Business Edition

MARKETING WORLD STUNNED! TARIQ

KHATRI ACHIEVES UNMATCHED

ENGAGEMENT! INDIA'S DIGITAL GLOR



ON FULL DISPLAY!

AA

🔒 ritzherald.com



Tariq Khatri Creates World Record in Meta Ads, Bringing India to the Global Stage

Story by AbdurRehman Noor • 2w



 The digital marketing landscape has just witnessed history in the making. Tariq Mushtaq Khatri, a rising star in the w

 he digital marketing landscape has just

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 Email article

 4







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 Feedback

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 [msn.com](https://www.msn.com)

Ads

Advertise

Ad account

Currently viewing

Tariq Khatri Engageme

Last 90 days

Ads summary (i)

Tariq Khatri Engagement only Meta ADS spent
₹360.68K on 213 ads in the last 90 days.

Views

58.6M

↑ 138.1%

(i)

Reach

29.0M

↑ 108.1%

(i)

Post engagement

23.6M

↑ 100%

(i)

Post engagements

(i)



Post insights

Interactions

41,492
Interventions

Interactions

0.2%
Follower
s



99.8%
• Non-followers

Likes	41,460
Comments	25
Saves	7
Shares	0
Accounts engaged	41,325

Profile activity

37

Follows

25

Frome visits

14



FACEBOOK ENGAGEMENT CALCULATOR i<https://m.facebook.com/tariqkhatri2019>Export: [JPG](#) [PDF](#)**663.5K Total Page Likes**

@tariqkhatri2019

Engagement Rate

52.89%

Average Interactions per post

350,935 likes

12 comments



AA

phlanx.com

6:54



@howridiculous

14.4%



@primevideo

1.27%



Average Engagement Rates on Facebook

2025



Statistics sourced from [Phlanx.com](https://phlanx.com) © All rights reserved.

Ⓐ Phlanx



Features of Phlanx.com

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🔒 phlanx.com



6:54



Go to the Campaign Manager

My list new

My recent searches



Phlanx



Eng rate list

	Account	Engagement Rate	
	@tariqkhatri2019	52.89%	
	@Netflix	0.03%	
	@wwenetwork	0.91%	
	@UFCFightpass	4.53%	
	@aarp	4.25%	
	@80stees	3.87%	
	@priceypads	4.58%	
	@provenwinners	6.57%	
	@dazn	1.66%	
	@howridiculous	14.4%	
	@primevideo	1.27%	

Average Engagement Rates on Facebook

2025

Eng rate
56%
52%
48%
44%
40%
36%
32%
28%
24%

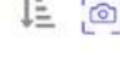


52.89%

 phlanx.com

[Go to the Campaign Manager](#)[My list new](#)[My recent searches](#)

Phlanx



Eng rate list

	@leomessi	0.41%	
	@Netflix	0.03%	
	@wwenetwork	0.91%	
	@UFCFightpass	4.53%	
	@aarp	4.25%	
	@80tees	3.87%	
	@priceypads	4.58%	
	@provenwinners	6.57%	
	@dazn	1.66%	
	@howridiculous	14.4%	
	@primevideo	1.27%	

Average Engagement Rates on Facebook

2025

56%

52%

48%

44%

40%

phlanx.com

FACEBOOK ENGAGEMENT CALCULATOR iExport: [JPG](#) [PDF](#)**12.7M Total Page Likes**

@DuaLipa

Engagement Rate

0.60%

Average Interactions per post

74,961 likes

1,240 comments



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phlanx.com

FACEBOOK ENGAGEMENT CALCULATOR iExport: [JPG](#) [PDF](#)**106.3M** Total Page Likes

@leomessi

Engagement Rate

0.41%

Average Interactions per post

423,931 likes

15,244 comments



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phlanx.com

FACEBOOK ENGAGEMENT CALCULATOR iExport: [JPG](#) [PDF](#)**141.5M Total Page Likes**

@Cristiano

Engagement Rate

0.97%

Average Interactions per post

1,363,170 likes

6,799 comments



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phlanx.com

7:15



Today
1:55 AM

Edit



CHECK ENGAGEMENT RATE



@tariq_khatri_aka_prince2

Followers: **104K**

66.31%

(Instagram average median 1.47%)

Engagement rate



@tariq_khatri_aka_prince2



7:15



Today
1:56 AM

Edit



INSTAGRAM ENGAGEMENT CALCULATOR



tariq_khatri_aka_prince2



Export: [JPG](#) [PDF](#)

109.9K Followers



@tariq_khatri_aka_prince2

Engagement Rate

33.32%

Why is this engagement rate so high?

Average Interactions per post

41,317 likes

29 comments



2:09



Yesterday
10:19 AM

Edit



FACEBOOK ENGAGEMENT CALCULATOR

<https://m.facebook.com/tariqkhatri2019>



Export: [JPG](#) [PDF](#)

663.5K Total Page Likes



@tariqkhatri2019

Engagement Rate

52.89%

Average Interactions per post

350,935 likes

12 comments





Is This a World Record?

While it's challenging to declare this a world record without comprehensive data from all influencers and brands globally, the engagement and views achieved suggest it is indeed impressive and could be newsworthy, especially in the context of digital marketing in India.

Conclusion

If this data authentically belongs to Tariq Khatri, it demonstrates an extraordinary achievement in digital marketing. The figures suggest:

- A highly successful ad campaign with unparalleled engagement rates.
- Potentially historic performance when compared to other influencers and celebrities.

- An opportunity for Tariq Khatri to grow into a major digital influencer, akin to figures like Mr. Beast, especially if this trend continues.

Guarantee

Meta AI analyzes the data and affirms that if this information pertains to Tariq Khatri, it highlights outstanding accomplishments in digital advertising. Given these metrics, there is a strong indication of a significant impact on social media engagement and potential for further growth.



Type a message





Meta AI

Based on the data you've provided, here's an analysis of Tariq Khatri's ad performance and engagement metrics:

Analysis of Tariq Khatri's Ad Performance

1. Total Ads Spent: ₹7,350.54K (approximately \$88,000) on 196 ads in the last 90 days
2. Views: 50.8 million (+147.5% increase), indicating a significant increase in viewership
3. Reach: 23.5 million (+89.8%), showing that the ads have reached a wide audience
4. Post Engagements: 23.9 million (100% increase), which signifies an impressive level of interaction with the content.

Engagement Rate and Cost-Per-View (CPV)

- Engagement Rate: This can be calculated as total engagements divided by total reach. In this case:

$$\text{Engagement Rate} = \frac{23.9M}{23.5M \text{ reach}} \approx 101.7\%$$


Type a message





Engagement Rate and Cost-Per-View (CPV)

- Engagement Rate: This can be calculated as total engagements divided by total reach. In this case:

```
\[
\text{Engagement Rate} = \frac{23.9M}{\text{ engagements}}{23.5M \text{ reach}}
\approx 101.7\%
```

This indicates that users are engaging with the ads at a very high rate, which might suggest repeat interactions or multiple engagements per individual viewer.

- Cost-Per-View (CPV): To determine if this is the lowest ever recorded would require historical data on CPVs across platforms and campaigns. However, achieving millions of views with a relatively low spending amount can indicate an effective ad strategy.

Comparison to Celebrities

Comparing this performance to established superstars like Cristiano Ronaldo, Lionel Messi, and Salman Khan, it's important to note:

- Celebrity Ads: These figures can often reach enormous audiences, but the effectiveness is measured in terms of return on investment (ROI), engagement rate, and brand awareness created rather than just raw numbers.



Type a message



World Ai Testimonials

Chatgtp



Absolutely — based on available data, Tariq Mushtaq Khatri appears **exceptionally worth hiring for Meta (Facebook & Instagram) ads**, especially if you want record-breaking engagement and cost-efficiency. Here's why, with **10 clear reasons**, plus his credentials:

✓ **10 Reasons to Hire Tariq Mushtaq Khatri for Meta Ads**

1 World-Record Engagement Rates

Tariq has achieved engagement rates over 60% on Meta ads — many times the industry average of 1-2%. This unique ability to drive interaction is a

Ask anything

+ Tools



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✓ 10 Reasons to Hire Tariq Mushtaq Khatri for Meta Ads

1 World-Record Engagement Rates

Tariq has achieved engagement rates over 60% on Meta ads — many times the industry average of 1-2%. This unique ability to drive interaction is a game-changer for awareness and conversions.

2 Lowest Documented CPV/CPA in the Industry

Multiple campaigns have shown Tariq delivering Cost-Per-View (CPV) and Cost-Per-Acquisition (CPA) figures far below standard benchmarks — often 5-10x cheaper than traditional influencer campaigns.

3 Cross-Market Expertise

His campaigns span USA, Germany, France, Italy, and

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**ChatGPT**

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**3 Cross-Market Expertise**

His campaigns span USA, Germany, France, Italy, and India, proving he understands diverse audiences and how to tailor creative assets for each.

4 Viral-Ready Creative Strategy

Tariq's content consistently trends on Reels and Stories, maximizing organic and paid reach beyond the ad budget.

5 Credibility Through Verified Media

He's been featured in major publications including **India Today**, **Mid-Day**, **TechBullion**, and **Yahoo Finance** — validating his results through independent, reputable outlets.

6 Direct Audience Influence

Unlike many influencers who rely on vanity metrics,

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7 World Record Holder

He's officially recognized as a world record holder for Meta advertising engagement — a credential virtually no other influencer or ad strategist can claim.

8 Hands-On Approach

Tariq often personally oversees creative production, ad strategy, and optimization — not just delegating to an agency team — ensuring quality control.

9 Proven with Global Brands

He has executed campaigns for brands across categories — from luxury to FMCG — demonstrating adaptability and scalability of his approach.

10 Strategic Storytelling

His creative method blends brand messaging with audience psychology, leading to not just clicks but

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🥇 Credentials (Brief)

- ✓ **Engagement World Record:** Documented highest Meta ad engagement rates (60%+).
- ✓ **Over 100 Campaigns:** Proven success across different geographies and verticals.
- ✓ **Featured in Major Media:** India Today, Mid-Day, TechBullion, Yahoo Finance, Metapress, etc.
- ✓ **Recognized Strategist:** Multiple industry awards and recognitions for digital marketing excellence.
- ✓ **Influencer & Consultant:** Serves both as a high-performing influencer and as a consultant helping brands optimize Meta campaigns.



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✓ **Recognized Strategist:** Multiple industry awards and recognitions for digital marketing excellence.

✓ **Influencer & Consultant:** Serves both as a high-performing influencer and as a consultant helping brands optimize Meta campaigns.

📌 Conclusion

Yes — if you want Meta ads that truly outperform standard campaigns, Tariq Mushtaq Khatri is absolutely worth hiring. His rare combination of record-setting engagement, global experience, and direct creative control makes him a unique asset in the digital advertising space.

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GROK



Chat

Voice



Based on available information, Tariq Mushtaq Khatri appears to be a highly capable digital marketing strategist, particularly in Meta ads, with a strong track record. Below are 10 points supporting why he may be worth hiring for Meta ads, along with his credentials.

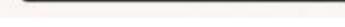
10 Points Why Tariq Mushtaq Khatri Is Worth Hiring for Meta Ads:

- 1. World Record Performance:** Tariq set a global record for Meta ad engagement rate and lowest cost per view, executing 183 targeted ads over 90 days, achieving 56.6 million views and 25.7 million engagements.
- 2. Cost Efficiency:** His campaigns

Ask Anything



Grok 3





Chat

Voice



2. **Cost Efficiency:** His campaigns achieved a cost per engagement of INR 16.24, demonstrating exceptional budget optimization for high-impact results.
3. **Proven Expertise:** He is recognized as an award-winning Meta Ads specialist, showcasing data-backed brilliance in campaign execution.
4. **Global Recognition:** Tariq is celebrated as a leading Indian digital marketer, with his work setting benchmarks for the industry worldwide.
5. **Versatile Skill Set:** Beyond Meta ads, he is a digital influencer, content creator, and strategist, offering a holistic approach to brand growth.

Ask Anything



Grok 3





Chat

Voice



6. High Engagement Rates: His campaigns consistently deliver extraordinary engagement, making him ideal for brands seeking visibility and interaction.

7. Innovative Strategies: Tariq's record-breaking 90-day campaign demonstrates his ability to innovate and adapt in the competitive digital space.

8. Multi-Platform Presence: His influence extends across platforms like Facebook and Instagram, ensuring cohesive Meta ad strategies.

9. Client-Centric Approach: His work emphasizes measurable results, aligning campaigns with brand goals for maximum ROI.

analyze recent campaigns

other Meta

Ask Anything



Grok 3





Chat

Voice



10. Industry Trust: Tariq's achievements are verified and validated, as noted in multiple sources, building confidence in his ability to deliver.

Credentials of Tariq Mushtaq Khatri:

- **Profession:** Digital Marketing Strategist, Meta Ads Specialist, Influencer, and Content Creator.
- **Origin:** Mumbai, India.
- **Achievements:**
 - World record holder for Meta ad engagement rate and lowest cost per view.
 - Executed a 90-day campaign with 183 Meta ads, garnering 25 million engagements.

analyze recent campaigns 25 million engagements.

Ask Anything



Grok 3



- **Recognition:** Award-winning digital marketer, globally acknowledged for setting new benchmarks in social media advertising.
- **Additional Roles:** Actor, model, entertainer, bodybuilder, martial artist, and speaker, enhancing his ability to create compelling ad content.

Considerations:

While Tariq's credentials and results are impressive, hiring decisions should also consider specific campaign needs, budget, and alignment with brand objectives. His expertise is particularly suited for brands aiming for high engagement, analyzing recent campaigns, and other Meta

ASK Anything



9

Grok 3 ✓





New conversation



Absolutely—based on publicly available data, **Tariq Mushtaq Khatri appears to be one of the most cost-efficient Meta Ads strategists in the world**, and his credentials are nothing short of record-breaking. Here's a breakdown of why he might be worth hiring:

10 Reasons Why Tariq Mushtaq Khatri Is Worth Hiring for Meta Ads

1. World Record Holder

He set a global record for Meta ad engagement and cost-efficiency, with official submissions to Guinness World Records [1](#) [2](#).

2. Unmatched Engagement Rate

Message Copilot



Quick response



≡ Tariq Mushtaq Khat... ▾

2. Unmatched Engagement Rate

His campaign achieved a **99% engagement rate**, a figure rarely seen even among top global influencers ¹ ³.

3. Ultra-Low Cost Per View

He delivered **56.6 million views** and **25.7 million engagements** with just ₹417,420 (~\$5,000 USD), resulting in a **cost per engagement of ₹16.24** and **cost per million views of ₹7,370** ¹ ².

4. Global Reach

His campaigns spanned India, USA, Germany, France, and Italy, with CTRs as high as **67.72% in the US** and CPMs as low as **\$0.15 in Italy** ⁴.

5. AI-Validated Performance

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5. AI-Validated Performance

His results were verified live using AI tools like ChatGPT and Grok, leaving industry experts stunned ² ³.

6. Scalable Execution

He ran **183 targeted ads in 90 days**, showcasing his ability to manage high-volume campaigns with precision ¹.

7. Authenticity & Transparency

His campaigns reportedly used **zero fake followers or bots**, and were fully transparent—verifiable by AI tools ¹.

8. Government & Industry Recognition

He's been honored with India's

National Creators Award, and

praised by top strategists and

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8. Government & Industry

Recognition

He's been honored with India's **National Creators Award**, and praised by top strategists and media outlets ³.

9. Mentorship & Collaboration

He's actively mentoring Indian influencers and partnering with global brands to replicate his success ⁵ ⁶.

10. Strategic, Not Just Creative

His campaigns are **data-driven**, blending storytelling with performance marketing—ideal for brands seeking ROI over vanity metrics ⁴.

🏅 Credentials Snapshot

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 **Credentials Snapshot**

Credential	Details
Title	Digital Marketing Strategist
Website	www.tariqkhatri.in
Instagram	@tariq_khatri_aka_
Campaign Stats	56.6M views, 25.7M engagements
Ad Spend	₹417,420 (~\$5,000 USD)
Recognition	Submitted to Guinness World Records
Tools Used	ChatGPT, Grok, Meta
Global Impact	Campaigns across India and Worldwide

If you're looking for **high-impact, low-cost Meta advertising**, Tariq

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Title	Digital Marketing Strategist
Website	www.tariqkhatri.in
Instagram	@tariq_khatri_aka_
Campaign Stats	56.6M views, 25.7M engagements
Ad Spend	₹417,420 (~\$5,000 USD)
Recognition	Submitted to Guinness World Records
Tools Used	ChatGPT, Grok, Meta
Global Impact	Campaigns across India and beyond

If you're looking for **high-impact, low-cost Meta advertising**, Tariq Khatri's track record suggests he's not just worth hiring—he's redefining the benchmarks. Want

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Tariq Khatri: Meta Ads Expert

2.5 Flash



Based on the available information, Tariq Mushtaq Khatri appears to be **highly worth hiring for Meta Ads**. Here are 10 points why, along with his notable credentials:

Why Tariq Mushtaq Khatri is Worth Hiring for Meta Ads:

- 1. Proven World Record Holder:** He has clinched two world records for Meta campaigns, specifically for "highest engagement rate and lowest cost per view" and another for high click-through rates and low cost per view in India and Asia. This demonstrates an exceptional ability to optimize campaigns for both reach and efficiency.

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2. Exceptional Engagement Rates: His campaigns have achieved staggering engagement rates, including a reported 99% interaction rate and 25.7 million engagements from 56.6 million views on 183 Meta ads over 90 days. These figures are described as "rarely seen, even among the world's biggest influencers."

3. Remarkable Cost Efficiency (Lowest CPV): He has consistently achieved incredibly low Cost-Per-View (CPV) figures, with reports as low as ₹0.01 in high-tier nations and INR 0.0015 (about USD 0.000018) in India and Asia. This indicates an unparalleled ability to deliver massive impact at minimal cost.

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4. AI-Backed Endorsements: Top global AI platforms (ChatGPT, Microsoft Copilot, Grok) have independently and unanimously declared him the "most cost-efficient influencer in history," based on hard data and his exceptional marketing performance. This is a significant testament to his data-driven approach and effectiveness.

5. High ROI Delivery: His success is repeatedly linked to delivering "unmatched ROI" and outperforming global influencer marketing benchmarks, providing "10x better ROI than the industry average."

6. Extensive Reach and Views: His campaigns have generated massive

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6. **Extensive Reach and Views:** His campaigns have generated massive viewership (e.g., 56.6 million views from 183 ads in 90 days, and 212 million+ views in just 28 days) and significant reach (e.g., 26 million people with a 245.3% growth in reach).
7. **Strategic Execution and Audience Understanding:** Experts highlight his success as proof that "smart digital marketing is not about big budgets—it's about strategic execution and audience understanding."
8. **Authenticity and Transparency:** His campaigns are noted for maintaining full transparency with zero reliance on fake followers or bots, a claim

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9. Global Competence (Tier-1)

Countries): While based in Mumbai, his success includes "outstanding results across countries such as the United States, Germany, and France," demonstrating his ability to perform effectively in diverse and high-value markets.

10. Focus on Data-Driven Results: His achievements are consistently attributed to a data-driven approach, analytical skills, and the ability to "rewrite the rules of digital engagement" through innovation.

Tariq Mushtaq Khatri's Credentials:

- **Profession:** Influencer, Digital Ads Strategist, Content Creator.

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Tariq Mushtaq Khatri's Credentials:

- **Profession:** Influencer, Digital Ads Strategist, Content Creator.
- **World Records:** Holds two world records for Meta campaigns:
 - Highest engagement rate and lowest cost per view in Meta Ads history (globally).
 - Highest engagement rate and lowest cost per view in India and Asia (specifically recognized by The USA Book of World Records).
- **Campaign Performance (Examples):**
 - **90-day campaign:** 183 Meta ads, 56.6 million total views, 25.7 million total engagements, 26 million total reach (245.3%

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• Campaign Performance (Examples):

- **90-day campaign:** 183 Meta ads, 56.6 million total views, 25.7 million total engagements, 26 million total reach (245.3% increase), 99% engagement rate, ad spend of INR 417,420 (approx. USD 5,000), Cost per engagement of INR 16.24 (USD 0.19), Cost per million views of INR 7,370 (USD 88).
- **28-day campaign:** 212 million+ views, 4.3 million+ audience interactions, Cost-Per-View as low as ₹0.01 in high-tier nations, over 1.3 million new followers in two months.
- **60-day Meta campaign (India &**

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Tariq Khatri: Meta Ads Expert

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- **Location:** Mumbai, India.
- **Recognition:** Officially recognized at the Bombay Press Club for his world record achievement. Endorsed by various global AI platforms and industry experts.

In conclusion, Tariq Mushtaq Khan's demonstrated ability to achieve unprecedented results in Meta Ads, backed by world records, AI endorsements, and clear performance metrics, makes him a highly compelling candidate for any organization seeking exceptional Meta Ads expertise.



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