



Pixeldot

Digital Marketing
Portfolio

Services offered

1. Social Media Marketing (SMM)

- *Facebook, Instagram, LinkedIn, TikTok campaigns*
- *Content creation & post scheduling*
- *Audience growth & engagement strategies*

2. Search Engine Optimization (SEO)

- *Keyword research & competitive analysis*
- *On-page & technical optimization*
- *Backlink building & content strategy*
- *Local SEO for Google My Business*

3. Pay-Per-Click Advertising (PPC)

- *Google Ads & Display Network*
- *Facebook & Instagram Ads*
- *Retargeting & conversion tracking*
-

4. Content Marketing

- *Blog articles & website copywriting*
- *Infographics, e-books, and whitepapers*
- *Video scripts & creative storytelling*

5. Branding & Creative Design

- *Logo & brand identity design*
- *Social media templates*
- *Marketing collateral (flyers, brochures, presentations)*

7. Website Design & Development

- *Mobile-responsive websites*
- *Landing page design for campaigns*
- *E-commerce & portfolio sites*

What Makes Us Unique

1. Strategy-First Approach

We don't just run campaigns — we design strategies tailored to your business goals, audience, and market trends.

2. Data-Driven Decisions

Every move is backed by analytics, ensuring your budget is spent where it delivers the most impact.

3. Creative That Converts

Our designs don't just look good — they inspire action, build trust, and drive measurable results.

4. Full Transparency

From budgets to reports, you'll always know exactly how your campaigns are performing.

5. Cross-Industry Experience

We've worked with startups, established brands, and everything in between — adapting strategies that work across markets.

6. Dedicated Support

You're not just a client; you're a partner. Our team is always available to guide, adjust, and optimize.

Case study: Ecommerce lead generation via WhatsApp, Pakistan

Maximum: 5 Jun 2021 - 7 Mar 2024

Ad sets Ads

Rules View Setup Reports Export

Results	Cost per result	Result rate	CPM (cost per 1,000 impressions)	Amount spent	Budget	CTR (link click through rate)
9,559 [2] Messaging convers...	Rs10.75 [2] Per messaging con...	0.60% [2]	Rs64.19	Rs102,737.28	Rs500.00 Daily	
7,642 [2] Messaging convers...	Rs9.76 [2] Per messaging con...	0.48% [2]	Rs47.19	Rs74,561.72	Rs500.00 Daily	
5,024 [2] Messaging convers...	Rs14.85 [2] Per messaging con...	0.50% [2]	Rs74.20	Rs74,601.05	Rs1,000.00 Daily	
3,725 [2] Website purchases	Rs294.86 [2] Per purchase	0.05% [2]	Rs145.55	Rs1,098,352.46	Rs1,000.00 Daily	
2,251 [2] Messaging convers...	Rs7.73 [2] Per messaging con...	0.65% [2]	Rs50.30	Rs17,405.14	Rs500.00 Daily	
2,013 [2] Website purchases	Rs565.52 [2] Per purchase	0.04% [2]	Rs236.55	Rs1,138,383.65	Rs1,500.00 Daily	
1,568 [2] Messaging convers...	Rs23.71 [2] Per messaging con...	0.30% [2]	Rs71.46	Rs37,181.67	Rs1,000.00 Daily	
1,521 [2] Website purchases	Rs245.83 [2] Per purchase	0.07% [2]	Rs171.33	Rs373,908.69	Rs1,000.00 Daily	
1,319 [2]	Rs14.70 [2]	0.63% [2]	Rs92.23	Rs19,394.27	Rs1,000.00	
Multiple conversions	Multiple conversions	Average	Rs170.50 Per 1,000 Impressions	Rs5,261,981.09 Total Spent		Per Impr

Case study: Ecommerce store website sales, Pakistan

Maximum: 8 Feb 2021 - 8 Mar 2024

Ads

1-200 of 416 View Setup Reports Export

Amount spent ↓	Reach	Impressions	Results	Cost per result
Rs2,479,885.78	3,516,737	26,264,437	5,965 [2] Website purchases	Rs415.74 [2] Per purchase
Rs1,716,449.50	2,365,933	13,019,401	7,113 [2] Website purchases	Rs241.31 [2] Per purchase
Rs956,994.28	930,774	4,812,433	1,223 [2] Website purchases	Rs782.50 [2] Per purchase
Rs808,119.33	1,381,889	6,399,418	1,645 [2] Website purchases	Rs491.26 [2] Per purchase
Rs749,869.53	2,013,173	8,802,899	1,475 [2] Website purchases	Rs508.39 [2] Per purchase
Rs719,454.65	1,108,957	4,903,101	2,392 [2] Website purchases	Rs300.78 [2] Per purchase
Rs648,848.44	857,681	5,706,859	2,051 [2] Website purchases	Rs316.36 [2] Per purchase
Rs621,570.40	1,189,090	4,588,181	2,076 [2] Website purchases	Rs299.41 [2] Per purchase
Rs528,477.97	1,133,558	4,464,333	1,699 [2] Website purchases	Rs311.05 [2] Per purchase
Rs23,003,237.02 Total Spent	8,136,205 Accounts Centre acco...	172,948,453 Total	— Multiple conversions	— Multiple conversions

Case study: Ecommerce store website sales, Pakistan

Maximum: 8 Feb 2021 - 8 Mar 2024

Ad sets Ads

Rules 1-200 of 575 View Setup

Reports Export

Amount spent ↓	Adds to cart	Checkouts initiated	Results	Result rate	Cost per result	Reach
Rs5,613,746.40	47,193 [2]	20,081 [2]	13,159 [2] Website purchases	0.04% [2]	Rs426.61 [2] Per purchase	2
Rs1,980,360.03	9,720 [2]	5,083 [2]	3,328 [2] Website purchases	0.02% [2]	Rs595.06 [2] Per purchase	3
Rs1,633,922.32	7,702 [2]	4,226 [2]	3,402 [2] Website purchases	0.04% [2]	Rs480.28 [2] Per purchase	1
Rs1,030,365.78	3,227 [2]	1,616 [2]	1,215 [2] Website purchases	0.01% [2]	Rs848.04 [2] Per purchase	1
Rs974,085.08	6,383 [2]	3,759 [2]	2,540 [2] Website purchases	0.05% [2]	Rs383.50 [2] Per purchase	1
Rs794,045.55	8,773 [2]	4,657 [2]	2,447 [2] Website purchases	0.03% [2]	Rs324.50 [2] Per purchase	1
Rs785,476.07	1,750 [2]	930 [2]	717 [2] Website purchases	0.02% [2]	Rs1,095.50 [2] Per purchase	
Rs762,219.47	3,767 [2]	2,046 [2]	1,822 [2] Website purchases	0.04% [2]	Rs418.34 [2] Per purchase	
Rs692,027.92	3,608 [2]	1,573 [2]	1,176 [2] Website purchases	0.02% [2]	Rs588.46 [2] Per purchase	
Rs30,205,727.82 Total Spent	— Total	— Total	— Multiple conversions	— Average	— Multiple conversions	8 Accounts Cen

Case study: Shopify ecommerce website, United Arab Emirates

Maximum: 4 Nov 2023 - 8 Mar 2024

Ads

Rules View Setup Reports Export

Results	Reach	Impressions	Cost per result	Amount spent
256 [2] Website purchases	119,591	428,799	10.13 [2] Per purchase	2,594.32
2,925 Follows or likes	48,686	223,683	0.78 Per follow or like	2,271.10
8 [2] Website purchases	13,715	23,949	28.47 [2] Per purchase	227.75
11 [2] Website purchases	9,421	16,967	20.07 [2] Per purchase	220.72
2 [2] Website purchases	5,205	8,587	70.51 [2] Per purchase	141.02
2 [2] Website purchases	5,843	9,988	51.79 [2] Per purchase	103.57
2 [2] Website purchases	4,388	5,431	29.23 [2] Per purchase	58.46
1 [2] Website purchase	2,339	3,272	53.14 [2] Per purchase	53.14
— Website purchase	2,171	2,847	— Per purchase	50.86
— Accounts Centre acco...	213,937	783,555	— Total	6,192.38 Total Spent

Case study: Shopify drop shipping store website, USA

Maximum: 9 Mar 2021 - 7 Mar 2024

Ad sets Ads

Preview Rules View Setup

Impressions	Reach	Amount spent	Purchases	Cost per result	Purchase ROAS (return on ad spend) ↓
594	570	\$14.96	3 [2]	\$4.99 [2] Per purchase	5.00 [2]
627	334	\$16.23	2 [2]	\$8.12 [2] Per purchase	4.61 [2]
2,550	2,440	\$52.96	3 [2]	\$17.65 [2] Per purchase	3.30 [2]
3,704	3,549	\$59.25	5 [2]	\$11.85 [2] Per purchase	2.53 [2]
400	397	\$10.52	1 [2]	\$10.52 [2] Per purchase	2.37 [2]
1,970	1,278	\$55.06	4 [2]	\$13.77 [2] Per purchase	2.22 [2]
381	372	\$11.41	1 [2]	\$11.41 [2] Per purchase	2.19 [2]
1,162	1,120	\$23.65	1 [2]	\$23.65 [2] Per purchase	2.11 [2]
1,188	1,167	\$23.73	2 [2]	\$11.87 [2]	2.10 [2]
343,605 Total	268,709 Accounts Centre acco...	\$6,386.43 Total Spent	— Total	— Per purchase	— Average

Case study: Lead generation for a gaming app, USA

Maximum: 11 Nov 2023 - 7 Mar 2024

Ad sets for 3 Campaigns Ads for 3 Campaigns

Preview Rules View Setup Reports Export

Amount spent	Results	Cost per result	Result rate	CTR (all)	CTR (link click-through rate)	Uniqui click-rate)
Rs171,321.45	475 [2] Messaging convers...	Rs360.68 [2] Per messaging con...	3.92% [2]	7.86%	3.45%	
Rs6,911.67	19 [2] Messaging convers...	Rs363.77 [2] Per messaging con...	5.26% [2]	10.53%	5.54%	
Rs2,385.77	3 [2] Messaging convers...	Rs795.26 [2] Per messaging con...	2.07% [2]	6.90%	3.45%	
Rs1,842.23	2 [2] Messaging convers...	Rs921.12 [2] Per messaging con...	1.74% [2]	3.48%	—	
Rs495.12	1 [2] Messaging convers...	Rs495.12 [2] Per messaging con...	3.23% [2]	19.35%	9.68%	
Rs1,564.70	4 [2] Messaging convers...	Rs391.18 [2] Per messaging con...	4.26% [2]	15.96%	5.32%	
Rs352.56	1 [2] Messaging convers...	Rs352.56 [2] Per messaging con...	5.88% [2]	5.88%	—	
Rs1,277.44	2 [2] Messaging convers...	Rs638.72 [2] Per messaging con...	2.82% [2]	5.63%	2.82%	
Rs42.71	1 [2]	Rs42.71 [2]	33.33% [2]	33.33%	—	
Rs187,878.62 Total Spent	509 [2] Messaging convers...	Rs369.11 [2] Per messaging con...	3.89% [2] Average	7.95% Per Impressions	3.49% Per Impressions	Per Ac

Case study: Lead generation for medical equipment, Pakistan

Maximum: 7 Feb 2021 - 7 Mar 2024

Ads

Rules View Setup Reports Export

Results	Reach	Impressions	Cost per result	Amount spent
381 [2] Messaging convers...	232,702	412,793	Rs155.44 [2] Per messaging con...	Rs59,220.85
329 [2] Messaging convers...	65,929	90,693	Rs24.82 [2] Per messaging con...	Rs8,166.30
167 [2] Messaging convers...	32,281	49,065	Rs48.26 [2] Per messaging con...	Rs8,059.71
126 [2] Messaging convers...	17,819	26,632	Rs12.12 [2] Per messaging con...	Rs1,526.98
112 [2] Messaging convers...	47,760	71,799	Rs71.60 [2] Per messaging con...	Rs8,019.53
78 [2] Messaging convers...	17,683	23,769	Rs21.62 [2] Per messaging con...	Rs1,686.23
77 [2] Website purchases	212,402	431,774	Rs955.26 [2] Per purchase	Rs73,554.82
72 [2] Messaging convers...	4,774	7,173	Rs16.67 [2] Per messaging con...	Rs1,200.00
64 [2] Messaging convers...	7,754	11,002	Rs25.91 [2] Per messaging con...	Rs1,657.95
Multiple conversions	885,087 Accounts Centre acco...	1,939,000 Total	Multiple conversions	Rs355,349.51 Total Spent

Case study: Lead generation for a men's custom suits store, US/UK/Canada

Maximum: 15 Sep 2022 - 7 Mar 2024

Ads

Rules

View Setup

Reports

Export

	Results	Reach	Impressions	Cost per result	Amount spent	Ends
1...	5 On-Facebook leads	1,902	1,913	Rs85.69 Per on-Facebook leads	Rs428.44	On
1...	68 On-Facebook leads	6,506	8,423	Rs145.52 Per on-Facebook leads	Rs9,895.69	On
...	73 On-Facebook leads	8,284 Accounts Centre acco...	10,336 Total	Rs141.43 Per on-Facebook leads	Rs10,324.13 Total Spent	

Case study: Lead generation for a men's custom suits store, US/UK/Canada

Maximum: 17 Sep 2022 - 7 Mar 2024

Ad sets Ads

Rules View Setup Reports Export

	Reach	Impressions	Amount spent	Messaging conversations started	Cost per messaging conversations started	
	128,223	232,016	Rs37,403.39	.515 [2]	Rs72.63 [2]	
	2,150	2,540	Rs4,635.05	.33 [2]	Rs140.46 [2]	
	2,748	3,009	Rs3,167.22	.28 [2]	Rs113.12 [2]	
	1,880	2,188	Rs2,928.93	.14 [2]	Rs209.21 [2]	
	17,140	18,903	Rs3,351.68	.13 [2]	Rs257.82 [2]	
	1,000	1,205	Rs884.02	—	—	
	—	—	—	—	—	
	150,624	259,861	Rs52,370.29	.603 [2]	Rs86.85 [2]	
	Accounts Centre accounts	Total	Total Spent	Total	Per Action	

Case study: Lead generation for a men's custom suits store, US/UK/Canada

Maximum: 7 Feb 2021 - 7 Mar 2024

Ads

1-200 of 355 View Setup Reports Export

Results	Reach	Impressions	Cost per result	Amount spent	End
60 [2] Messaging convers...	8,193	13,066	Rs411.83 [2] Per messaging con...	Rs24,709.85	
63 [2] Messaging convers...	7,790	15,218	Rs286.17 [2] Per messaging con...	Rs18,028.49	
3 [2] Messaging convers...	4,302	6,842	Rs2,717.94 [2] Per messaging con...	Rs8,153.83	
13 [2] Messaging convers...	1,925	3,864	Rs426.20 [2] Per messaging con...	Rs5,540.56	
15 [2] Messaging convers...	2,186	3,126	Rs256.42 [2] Per messaging con...	Rs3,846.36	
15 [2] Messaging convers...	1,226	1,661	Rs254.96 [2] Per messaging con...	Rs3,824.40	
2 [2] Messaging convers...	1,196	1,284	Rs1,512.07 [2] Per messaging con...	Rs3,024.14	
4 [2] Messaging convers...	924	1,060	Rs624.94 [2] Per messaging con...	Rs2,499.76	
3 [2] Messaging convers...	1,075	1,214	Rs697.90 [2] Per messaging con...	Rs2,093.69	
— Multiple conversions	294,449 Accounts Centre acco...	419,966 Total	— Multiple conversions	Rs283,712.84 Total Spent	

Case study: Lead generation for a power washing service, USA

Maximum: 2 Jan 2022 - 7 Mar 2024

Ad sets Ads

Preview Rules View Setup Reports Export

Reach	Impressions	Amount spent	Messaging conversations started	Cost per messaging conversations started
2,347	3,228	\$58.67	.5 [2]	\$11.73 [2]
2,129	2,586	\$40.48	.4 [2]	\$10.12 [2]
243	302	\$6.66	.1 [2]	\$6.66 [2]
780	951	\$14.61	.1 [2]	\$14.61 [2]
152	160	\$2.79	.1 [2]	\$2.79 [2]
—	—	—	—	—
229	281	\$4.15	—	—
550	674	\$11.21	—	—
—	—	—	—	—
7,016 Accounts Centre accounts	11,506 Total	\$195.54 Total Spent	.12 [2] Total	\$16.30 [2] Per Action

Case study: Lead generation for a property business, Turkey

Maximum: 9 Feb 2022 - 7 Mar 2024

Ad sets		Ads			
			Rules		
View Setup					
Reports		Export			
CPM (cost per 1,000 impressions)	Amount spent	Leads	Meta leads	Cost per result	
Rs197.67	Rs21,070.86	73 [2]	73	Rs288.64	Per on-Facebook leads
—	Rs0.00	—	—	—	Per link click
Rs197.67 Per 1,000 Impressions	Rs21,070.86 Total Spent	73 [2] Total	73 Total	—	

Case study: Lead generation for a property business, Pakistan

Maximum: 20 Jan 2022 - 7 Mar 2024

Ads

Rules View Setup Reports Export

Results	Reach	Impressions	Cost per result	Amount spent	Ends
109 Estimated call confirm...	46,391	59,316	Rs65.02 Per estimated call con...	Rs7,087.54	Ong
32 [2] Messaging convers...	54,194	71,211	Rs97.36 [2] Per messaging con...	Rs3,115.54	Ong
18 On-Facebook leads	5,246	7,239	Rs168.21 Per on-Facebook leads	Rs3,027.69	Ong
28 On-Facebook leads	17,124	21,308	Rs88.63 Per on-Facebook leads	Rs2,481.50	Ong
8 On-Facebook leads	1,704	2,134	Rs136.01 Per on-Facebook leads	Rs1,088.04	Ong
— Messaging conversati...	14,232	16,214	— Per messaging conver...	Rs1,083.10	Ong
142 Follows or likes	1,153	1,896	Rs6.55 Per follow or like	Rs929.49	Ong
—	—	—	—	Rs0.00	Ong
— Accounts Centre acco...	134,977	179,318	— Total	Rs18,812.90 Total Spent	

Case study: Lead generation for a software business, Pakistan

Maximum: 23 Jul 2023 - 7 Mar 2024 ▼

Ad sets Ads

Rules ▼ View Setup ☐   Reports ▼ Export ▼

	 Results 	Reach	Frequency	Cost per result 	Budget	Amount spent	En
1...	51 [2] Messaging convers...	6,812	1.67	Rs98.39 [2] Per messaging con...	Rs1,000.00 Daily	Rs5,018.04	
...	51 [2] Messaging convers...	6,812 Accounts Centre acco...	1.67 Per Accounts Centre a...	Rs98.39 [2] Per messaging con...		Rs5,018.04 Total Spent	

Case study: Lead generation online Quran Academy

All ads Had delivery Active ads + Maximum: 10 Jul 2021 - 10 Aug 2024										
Campaigns				Ad sets			Ads			
+ Create ▼ Edit A/B test Rules View Setup Columns: Analysis ▼ ▼ ▼ ▼ ▼										
☐	Off/On	Campaign	Budget	Amount spent	Results	Cost per result	Bid strategy	Att set	CPC (cost per link click)	CTR (link click-through rate)
☐	☒	USA only - 1	Rs3,000.00 Daily	Rs850,120.84	581 [2] Messaging conveyance	Rs1,463.20 [2] Per messaging conveyance	Highest volume	7...	Rs485.23	
☐	☒	USA only - 2 - W	Rs1,415.00 Daily	Rs476,657.90	350 [2] Messaging conveyance	Rs1,361.88 [2] Per messaging conveyance	Highest volume	7...	Rs395.24	
☐	☒	Gulf 1	Rs750.00 Daily	Rs438,843.50	1,746 [2] Messaging conveyance	Rs251.34 [2] Per messaging conveyance	Highest volume	7...	Rs25.87	
☐	☒	Gulf 2	Rs755.00 Daily	Rs372,971.97	1,521 [2] Messaging conveyance	Rs245.21 [2] Per messaging conveyance	Highest volume	7...	Rs32.75	
☐	☒	USA+ Australia - FB	Rs1,000.00 Daily	Rs352,349.06	215 [2] Messaging conveyance	Rs1,638.83 [2] Per messaging conveyance	Highest volume	7...	Rs444.32	
☐	☒	Canada - 4	Rs2,000.00 Daily	Rs249,725.67	355 [2] Messaging conveyance	Rs703.45 [2] Per messaging conveyance	Highest volume	7...	Rs82.69	
☐	☒	USA And Canada	Rs2,200.00 Daily	Rs190,959.71	154 [2] Messaging conveyance	Rs1,240.00 [2] Per messaging conveyance	Highest volume	7...	Rs159.00	
☐	☒	saudia Engagement ...	Rs2,200.00 Daily	Rs144,038.33	1,022 [2] Messaging conveyance	Rs140.94 [2] Per messaging conveyance	Highest volume	7...	Rs7.36	
Results from 175 campaigns				Rs4,644,219.52	605 [2]	Rs1,400.00 [2]	Highest volume	7...	Rs13.00	
Excludes deleted items				Total Spent	Multiple conversions	Multiple conversions			Per Action	Per Impre

"Let's Turn Ideas Into Impact"

If you've made it this far, you've seen how we transform concepts into visuals that connect, inspire, and sell. Our portfolio is just a glimpse — the real magic happens when your brand's vision meets my creative process.

Whether you need a brand identity that sticks, social media creatives that convert, or print & packaging that makes customers stop and stare

We are ready to bring your ideas to life.

Ready to start?

Contact us or drop us an email. Let's Design something unforgettable.

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Thank you