

## 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.

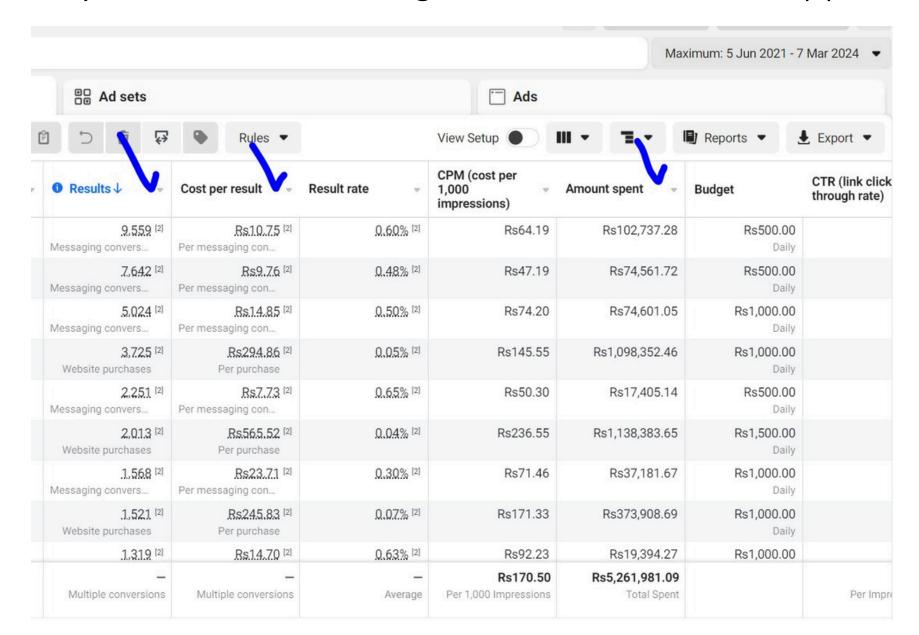
### 5. Cross-Industry Experience

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



## Case study: Ecommerce store website sales, Pakistan

1-200 of 416							
Rs415.74 <sup>[2</sup> Per purchase	5,965 [2] Website purchases	26,264,437	3,516,737	Rs2,479,885.78			
Rs241.31 <sup>[2</sup> Per purchase	.7,11.3 <sup>[2]</sup> Website purchases	13,019,401	2,365,933	Rs1,716,449.50			
Rs782.50 <sup>[2</sup> Per purchase	1,223 [2] Website purchases	4,812,433	930,774	Rs956,994.28			
Rs491.26 <sup>[2</sup> Per purchase	.1,645 <sup>[2]</sup> Website purchases	6,399,418	1,381,889	Rs808,119.33			
Rs508.39 <sup>[2</sup> Per purchase	.1,475 <sup>[2]</sup> Website purchases	8,802,899	2,013,173	Rs749,869.53			
Rs300.78 <sup>[2</sup> Per purchase	2,392 [2] Website purchases	4,903,101	1,108,957	Rs719,454.65			
Rs316.36 <sup>[2</sup> Per purchase	2,051 <sup>[2]</sup> Website purchases	5,706,859	857,681	Rs648,848.44			
Rs299.41 <sup>[2</sup> Per purchase	2,076 [2] Website purchases	4,588,181	1,189,090	Rs621,570.40			
Rs311.05 [2	1,699 [2]	4,464,333	1,133,558	Rs528,477.97			
Multiple conversions	Multiple conversions	<b>172,948,453</b> Total	8,136,205 Accounts Centre acco	Rs23,003,237.02 Total Spent			

## Case study: Ecommerce store website sales, Pakistan

On Ad sets Ads							
Export •	Reports •	II - II - II	View Setup	0 of 575	Rules ▼ 1-20		
Reach	Cost per result	Result rate 🔻	Results	Checkouts initiated	Adds to cart +	amount spent ↓	
	Rs426.61 [2] Per purchase	0.04% [2]	13.159 [2] Website purchases	20,081 [2]	.47.193 [2]	Rs5,613,746.40	
	Rs595.06 <sup>[2]</sup> Per purchase	0.02% [2]	3,328 [2] Website purchases	5,083 [2]	9,720 [2]	Rs1,980,360.03	
	Rs480.28 [2] Per purchase	0.04% [2]	3,402 [2] Website purchases	4,226 [2]	7,702 [2]	Rs1,633,922.32	
	Rs848.04 [2] Per purchase	0.01% [2]	1,215 [2] Website purchases	.1,61.6 [2]	3,227 [2]	Rs1,030,365.78	
	Rs383.50 <sup>[2]</sup> Per purchase	0.05% [2]	2,540 [2] Website purchases	3,759 [2]	6,383 [2]	Rs974,085.08	
	Rs324.50 <sup>[2]</sup> Per purchase	0.03% [2]	2,447 [2] Website purchases	4,657 [2]	8,773 [2]	Rs794,045.55	
	Rs1.095.50 <sup>[2]</sup> Per purchase	0.02% [2]	7.17 [2] Website purchases	930 [2]	.1.7.50 [2]	Rs785,476.07	
	Rs418.34 <sup>[2]</sup> Per purchase	0.04% [2]	1,822 [2] Website purchases	2,046 [2]	3,767 [2]	Rs762,219.47	
	Rs588,46 [2]	0.02% [2]	1,176 [2]	1,573 [2]	3,608 [2]	Rs692,027.92	

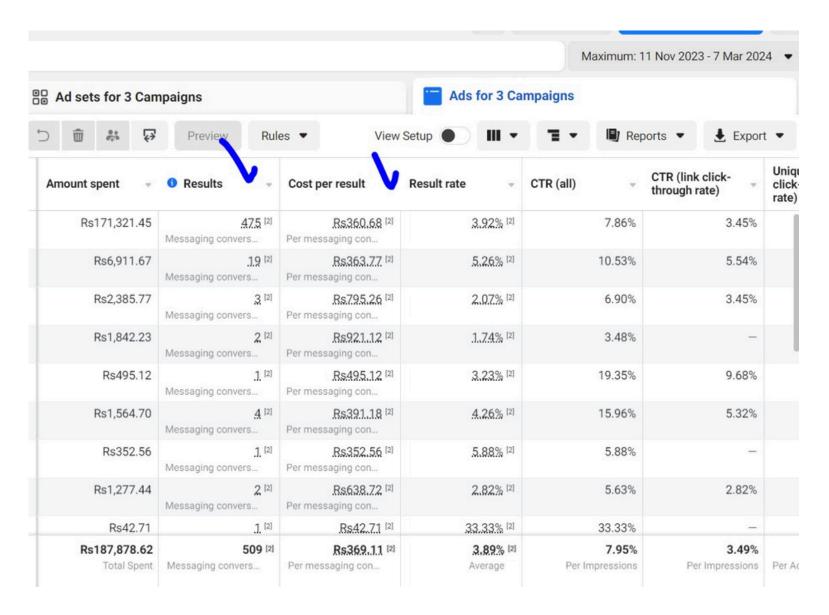
## Case study: Shopify ecommerce website, United Arab Emirates

		F	Ads					
Rules ▼ View Setup								
	1 Results	Reach	Impressions	Cost per result	Amount spent ↓			
	256 <sup>[2]</sup> Website purchases	119,591	428,799	10.13) 4 [2] Per purchase	د.إ2,594.32			
	2,925 Follows or likes	48,686	223,683	د.إ0.78 Per follow or like	د.إ2,271.10			
	& [2] Website purchases	13,715	23,949	28.47],2 [2] Per purchase	227.75,			
	.1.1 [2] Website purchases	9,421	16,967	20.07].4 <sup>[2]</sup> Per purchase	220.72]			
	2 [2] Website purchases	5,205	8,587	70.51] 4 [2] Per purchase	د.إ141.02			
	2 [2] Website purchases	5,843	9,988	51.79] 4. [2] Per purchase	د.[103.57			
	2 [2] Website purchases	4,388	5,431	29.23] <u>4. [2]</u> Per purchase	58.46].			
	.1. [2] Website purchase	2,339	3,272	53.14[.4 <sup>[2]</sup> Per purchase	53.14].			
	- Website purchase	2,171	2,847	Per purchase	50.86,			
	-	213,937 Accounts Centre acco	<b>783,555</b>	-	6,192.38) Total Spent			

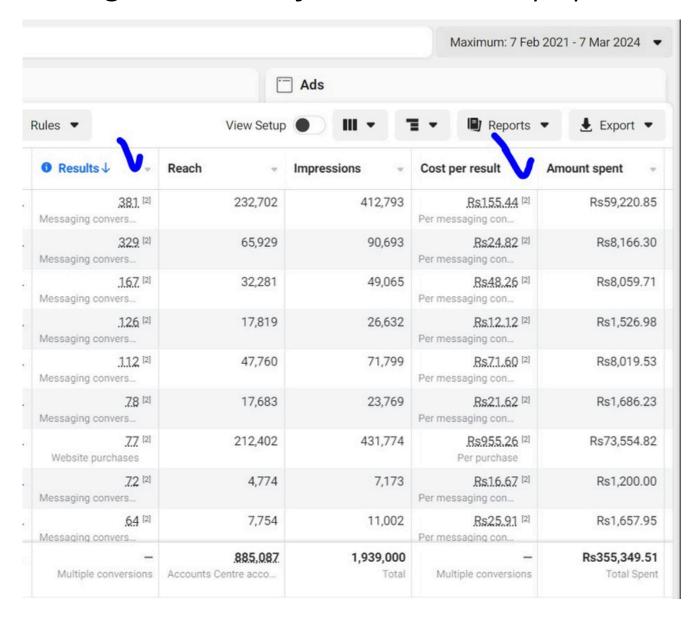
## Case study: Shopify drop shipping store website, USA

Ad sets			Ads			
Previ	ew Rules ▼		View Setup	T · III	• <b>•</b> •	•
Impressions	Reach	Amount spent	Purchases	Cost per result	Purchase ROAS (return on ad spend) ↓	0
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	4.6.1 [2]	
2,550	2,440	\$52.96	3 [2]	\$17.65 <sup>[2]</sup> 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 <sup>[2]</sup> 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 <sup>[2]</sup> 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]	\$1.1.87 [2]	2.10 [2]	
<b>343,605</b> Total	268,709 Accounts Centre acco	\$6,386.43 Total Spent	Total	Per purchase	Average	

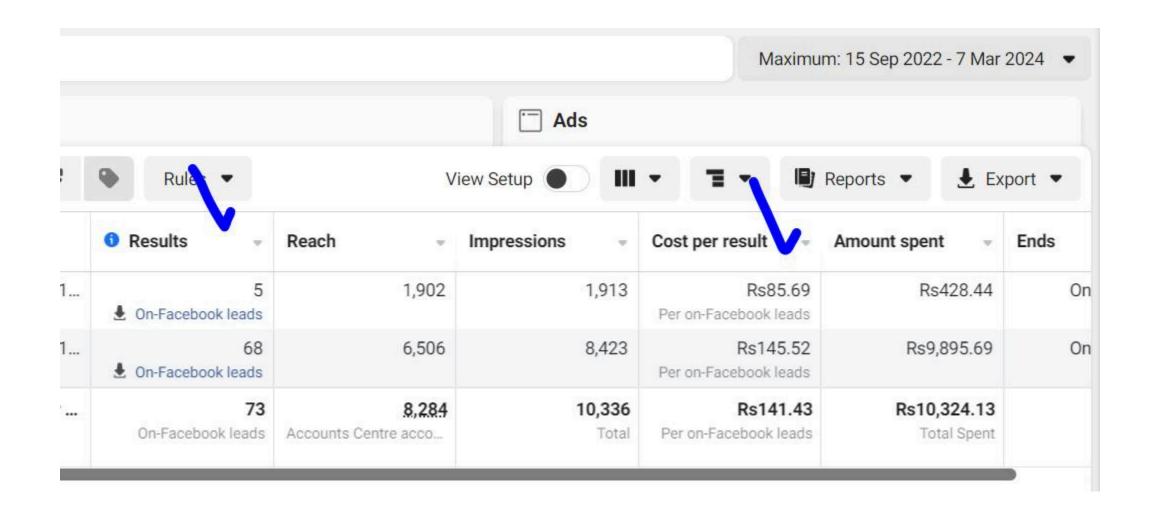
## Case study: Lead generation for a gaming app, USA



### Case study: Lead generation for medical equipment, Pakistan



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



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

				Maximu	m: 17 Sep 2022 - 7 Mar 2024
00	Ad sets	Rules			
D   Image: Setup (a)   Image: Setup (b)   Image: Reports (c)   Image: Setup (c)					
*	Reach	Impressions	Amount spent	conversations started -	
	128,223	232,016	Rs37,403.39	,515 <sup>[2]</sup>	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	.1.4 [2]	Rs209.21 [2]
	17,140	18,903	Rs3,351.68	.1.3 [2]	Rs257.82 [2]
	1,000	1,205	Rs884.02	-	, –
	-	s—s	-	_	8-
	.150,624 Accounts Centre accounts	<b>259,861</b> Total	Rs52,370.29 Total Spent	<b>603</b> [2] Total	<b>Rs86.85</b> [2] Per Action

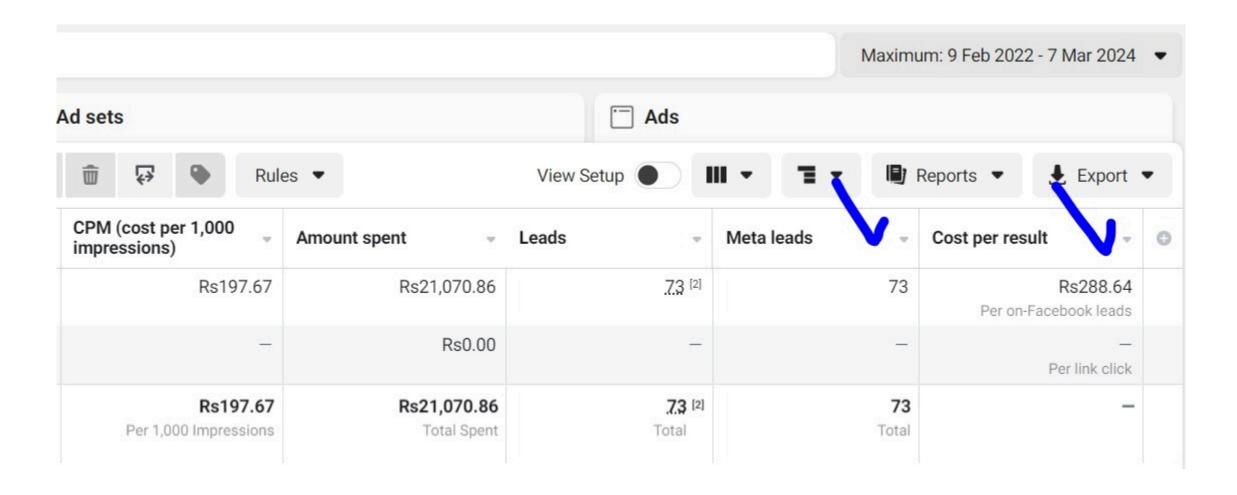
### Case study: Lead generation for a men's custom suits store, US/UK/Canada

			- Ads					
•	1-200 of 355							
Er	Amount spent ↓ →	Cost per result	Impressions	Reach	Results			
1	Rs24,709.85	Rs411.83 <sup>[2]</sup> Per messaging con	13,066	8,193	60 [2] Messaging convers			
	Rs18,028.49	Rs286.17 [2] Per messaging con	15,218	7,790	.63 [2] Messaging convers			
	Rs8,153.83	Rs2,717.94 [2] Per messaging con	6,842	4,302	3 [2] Messaging convers			
	Rs5,540.56	Rs426.20 <sup>[2]</sup> Per messaging con	3,864	1,925	.1.3 [2] Messaging convers			
	Rs3,846.36	Rs256.42 [2] Per messaging con	3,126	2,186	1.5 [2] Messaging convers			
	Rs3,824.40	Rs254.96 <sup>[2]</sup> Per messaging con	1,661	1,226	.1.5 [2] Messaging convers			
	Rs3,024.14	Rs1.512.07 <sup>[2]</sup> Per messaging con	1,284	1,196	2 <sup>[2]</sup> Messaging convers			
	Rs2,499.76	Rs624.94 [2] Per messaging con	1,060	924	A [2] Messaging convers			
	Rs2,093.69	Rs697.90 [2] Per messaging con	1,214	1,075	3 [2] Messaging convers			
	Rs283,712.84 Total Spent	Multiple conversions	<b>419,966</b> Total	294,449 Accounts Centre acco	Multiple conversions			

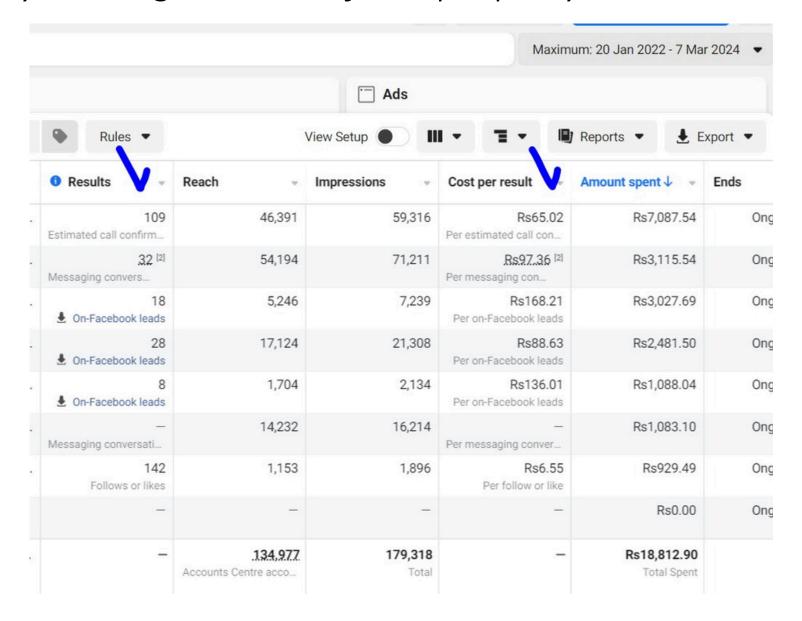
## Case study: Lead generation for a power washing service, USA

				Maximu	m: 2 Jan 2022 - 7 Mar 2024
Ad sets			Ads		
	Preview	Rules ▼	View Setup	III → T = 7 IB F	Reports • Export •
Reach	- Impress	sions	Amount spent	Messaging conversations started ↓	Cost per messaging conversations started
2,3	47	3,228	\$58.67	.5 [2]	\$1.1.73 [2]
2,1	29	2,586	\$40.48	A [2]	\$10.12 [2]
2	43	302	\$6.66	.1. [2]	\$6.66 [2]
7	80	951	\$14.61	.1. [2]	\$14.61. [2]
1	52	160	\$2.79	.1. [2]	\$2.79 [2]
	-	-	-	-	-
2	29	281	\$4.15	_	-
5	50	674	\$11.21	-	-
	-	-	-	-	-
Accounts Centre accou		<b>11,506</b> Total	\$195.54 Total Spent	.12 [2] Total	\$16,30 l2l Per Action

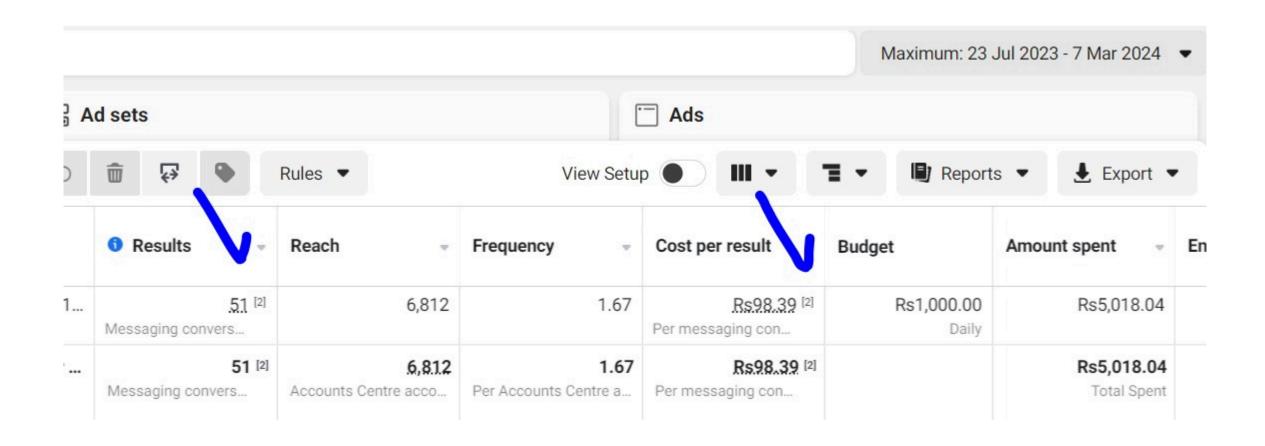
## Case study: Lead generation for a property business, Turkey



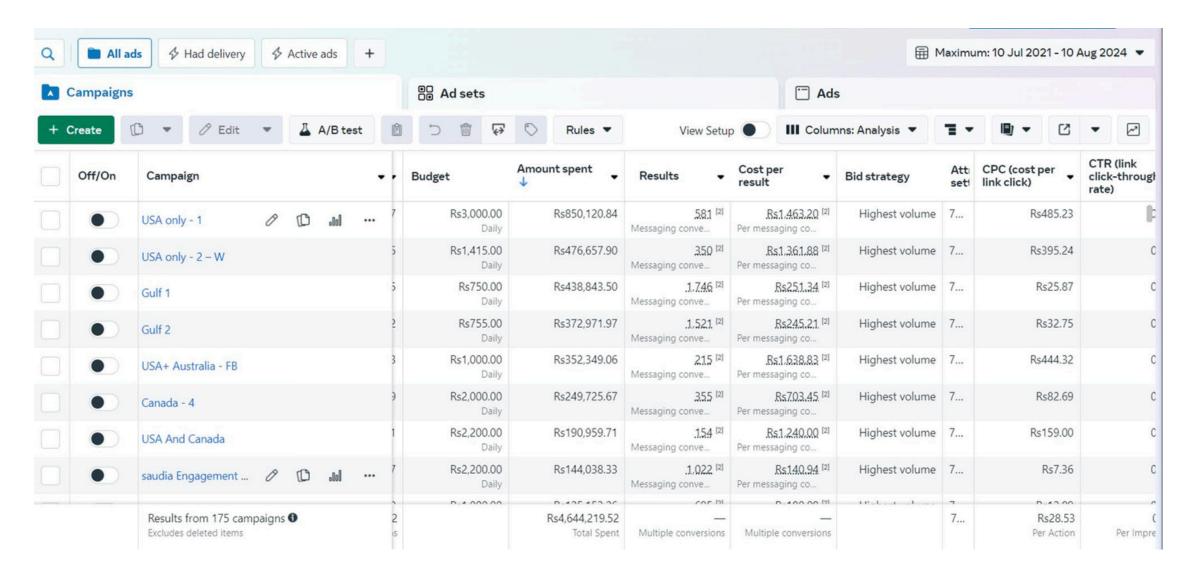
### Case study: Lead generation for a property business, Pakistan



## Case study: Lead generation for a software business, Pakistan



## Case study: Lead generation online Quran Academy



## "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.

+92 302 000 4560

info@pixeldot.org

# Thank you