

Hello Everyone,

Pixeldot

Digital Marketing

Agency in Pakistan





About Us

With over 6+years of experience as a Digital Marketer we bring a unique blend of skills to the table. We Are Professional in creating engaging content and effective strategies to enhance brand visibility and engagement. Our commitment to helping businesses thrive in the digital Marketing drives us to deliver exceptional results. We are eager to leverage my expertise to assist businesses in reaching their digital marketing goals.

- **Social Media Management:** Expertise in managing social media platforms to enhance brand visibility and customer engagement.
- **Digital Strategy Development:** Proven ability to craft effective digital marketing strategies to drive growth and improve online presence.
- **SEO & SEM:** Knowledgeable in optimizing websites and managing search engine marketing campaigns for improved visibility and rankings. **Paid Advertising (PPC):** Experienced in running successful paid ad campaigns across platforms like Google, Facebook, and Instagram. **Analytics & Performance Tracking:** Competent in using data analytics to monitor campaign performance and adjust strategies for better results.



Core Skills

ISpecializeinlead generation through Facebook ads, utilizing data-driven strategies to attract high-quality leads. With a strong focus on digital strategy development and social media management, We Create targeted campaigns that boost brand visibility and drive business growth across multiple platforms.

Lead Generation



Digital Strategy Development



Social Media Management



Recent Project

Here are some of our recent projects, where we successfully managed lead generation through Facebook ads and executed effective social media strategies to enhance brand engagement and achieve measurable results.

Amount spent	Ends	Purchase ROAS (return on ad spend)
Rs242,908.78	1 Feb 2023	19.12 ⁽²⁾
Rs33,550.25	Ongoing	100.65 ⁽²⁾
Rs62,756.74	Ongoing	91.30 ⁽²⁾
Rs185,317.81	Ongoing	85.08 ⁽²⁾
Rs522,293.87	Ongoing	68.12 ⁽²⁾

CONVERSION CAMPAIGN

Results	Reach	Impressions	Cost per result	Amount spent
3,181 Post engagements	25,952	48,238	Rs1.26 Per post engagement	Rs4,000.00
500 On-Facebook leads	164,302	308,275	Rs59.55 Per on-Facebook leads	Rs29,774.37
367 On-Facebook leads	50,134	108,293	Rs62.27 Per on-Facebook leads	Rs22,854.91
231 On-Facebook leads	152,926	370,681	Rs337.54 Per on-Facebook leads	Rs77,971.97
114 On-Facebook leads	69,222	157,552	Rs305.04 Per on-Facebook leads	Rs34,774.77
113 On-Facebook leads	70,095	113,346	Rs166.43 Per on-Facebook leads	Rs18,806.71
79 On-Facebook leads	44,489	69,449	Rs215.50 Per on-Facebook leads	Rs17,024.78
51 ⁽²⁾ Messaging convers...	9,835	18,400	Rs98.04 ⁽²⁾ Per messaging conv...	Rs5,000.00
8 ⁽²⁾ Messaging convers...	5,085	8,431	Rs217.15 ⁽²⁾ Per messaging conv...	Rs1,737.19
— Accounts Centre acco...	428,000	1,208,360 Total	—	Rs213,999.85 Total Spent

LEAD GENERATION CAMPAIGN

Results	Reach	Impressions	Cost per result	Amount spent
22 ⁽²⁾ Website purchases	14,987	22,633	Rs367.62 ⁽²⁾ Per purchase	Rs8,087.74
17 ⁽²⁾ Website purchases	7,108	11,809	Rs308.93 ⁽²⁾ Per purchase	Rs5,251.75
11 ⁽²⁾ Website purchases	7,776	17,187	Rs732.88 ⁽²⁾ Per purchase	Rs8,061.72
11 ⁽²⁾ Website purchases	8,742	11,271	Rs306.90 ⁽²⁾ Per purchase	Rs3,375.85
9 ⁽²⁾ Website purchases	5,447	9,225	Rs351.77 ⁽²⁾ Per purchase	Rs3,165.94
9 ⁽²⁾ Website purchases	11,750	16,530	Rs543.99 ⁽²⁾ Per purchase	Rs4,895.91
4 ⁽²⁾ Website purchases	5,967	8,879	Rs778.96 ⁽²⁾ Per purchase	Rs3,115.84
4 ⁽²⁾ Website purchases	3,335	4,177	Rs608.28 ⁽²⁾ Per purchase	Rs2,433.10
2 ⁽²⁾ Website purchases	2,747	2,545	Rs132.88 ⁽²⁾ Per purchase	Rs1,298.63
100 Website purchases	60,257 Accounts Centre acco...	143,086 Total	Rs551.66 Per purchase	Rs55,166.07 Total Spent

CONVERSION CAMPAIGN



Brand Identity

SOCIAL MEDIA DESIGNS

We oversee the creative process for social media designs, guiding the graphics team to develop visually compelling content that aligns with brand goals. We ensure that each piece effectively supports our marketing strategies and engages the target audience.

Results ↓	Reach	Impressions	Cost per result	Amount spent
40 [2] Messaging convers...	1,438	1,698	Rs29.09 [2] Per messaging conv...	Rs1,163.61
32 [2] Messaging convers...	4,015	6,591	Rs259.56 [2] Per messaging conv...	Rs8,305.87
19 [2] Messaging convers...	1,625	2,056	Rs47.64 [2] Per messaging conv...	Rs905.07
11 On-Facebook leads	3,419	4,518	Rs116.35 Per on-Facebook leads	Rs1,279.87
9 [2] Messaging convers...	1,042	1,232	Rs207.95 [2] Per messaging conv...	Rs1,871.59
9 Link Clicks	668	694	Rs22.09 Per link click	Rs198.77
8 Follows or likes	59	59	Rs4.51 Per follow or like	Rs36.05
6 [2] Messaging convers...	583	839	Rs40.43 [2] Per messaging conv...	Rs242.59
3 [2]	369	456	Rs67.66 [2]	Rs202.99
— Multiple conversions	441,627 Accounts Centre acco...	586,581 Total	— Multiple conversions	Rs26,214.37 Total Spent

Our Greatest Project

FB ADS LEAD GENERATION CAMPAIGN

We have successfully executed a Facebook ads campaign that delivered outstanding results, driving targeted traffic and generating high-quality leads. By leveraging data-driven insights and optimizing ad performance, the campaign exceeded key objectives, enhancing brand visibility and achieving measurable growth.



Our Success Stories



Let's Work Together

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Get Started



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