

Our Digital Marketing Approach

We don't look at marketing as **just running advertising campaigns**. We look at the **complete brand ecosystem**.

Before launching ads, we understand the business, its customers, products/services, sales process and goals. Then we identify **which digital platforms the brand actually needs**, set them up properly, and create a strategy to turn those platforms into sources of **leads, sales and brand growth**.

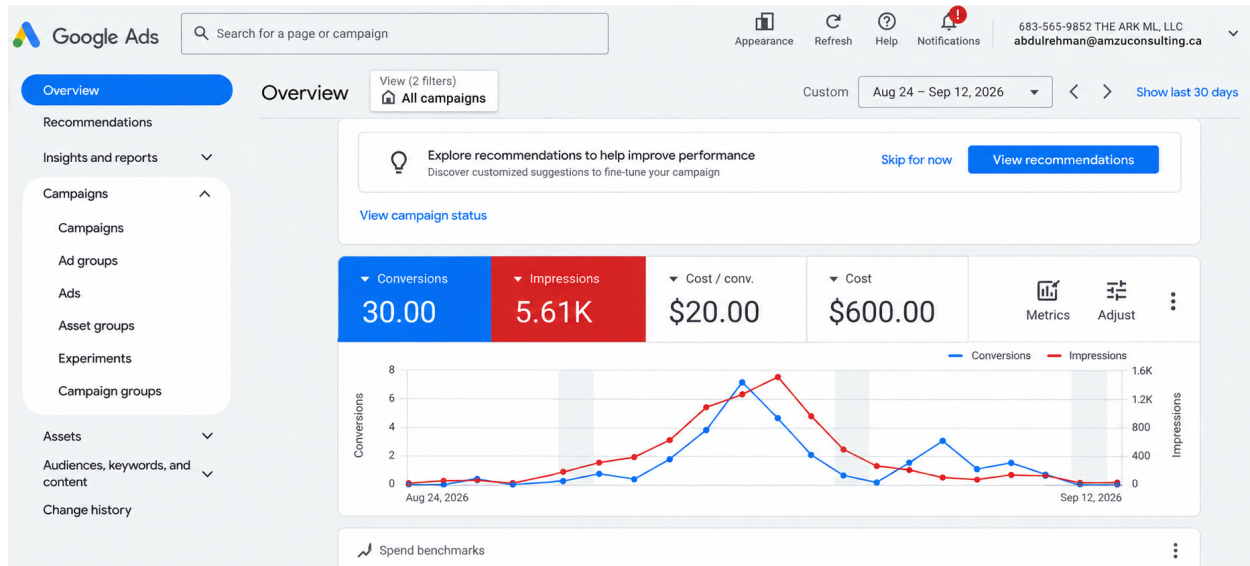
What We Help Businesses With

- **Google Business Profile** setup & optimization
- **Google Local Ads & Google Ads**
- **Facebook & Instagram Ads**
- **WhatsApp Ads & lead generation**
- **TikTok Ads**
- Facebook, Instagram, TikTok & YouTube **account/page creation and setup**
- Audience & **market research**
- Keyword research and targeting
- Website and landing-page improvement guidance
- **Content strategy and content creation guidance**
- Guidance on creating content that can support **sales and lead generation**
- Campaign management, testing and continuous optimization
- Connecting different platforms into a **complete marketing funnel**

Our Approach

Understand the Brand → Identify the Right Platforms → Build the Digital Presence → Create the Right Content → Run Targeted Campaigns → Generate Leads & Sales → Measure & Optimize

Our case studies below show how this approach has been applied across **e-commerce, local businesses, B2B, apps, retail and service-based businesses** in different markets.



Google Ads Case Study – Concrete Business, Florida

Client: Concrete Business – Florida, USA

Service: Google Ads & Digital Marketing

A new concrete business in Florida approached us to build its online presence and generate qualified leads through Google.

What We Did:

- Set up the required digital marketing accounts from scratch.
- Improved and optimized the client's website for better user experience and lead generation.
- Set up and optimized the **Google Business Profile**.
- Researched relevant, high-intent concrete service keywords.
- Created and managed targeted **Google Ads campaigns** focused on generating leads.
- Continuously monitored and optimized campaign performance.

Results:

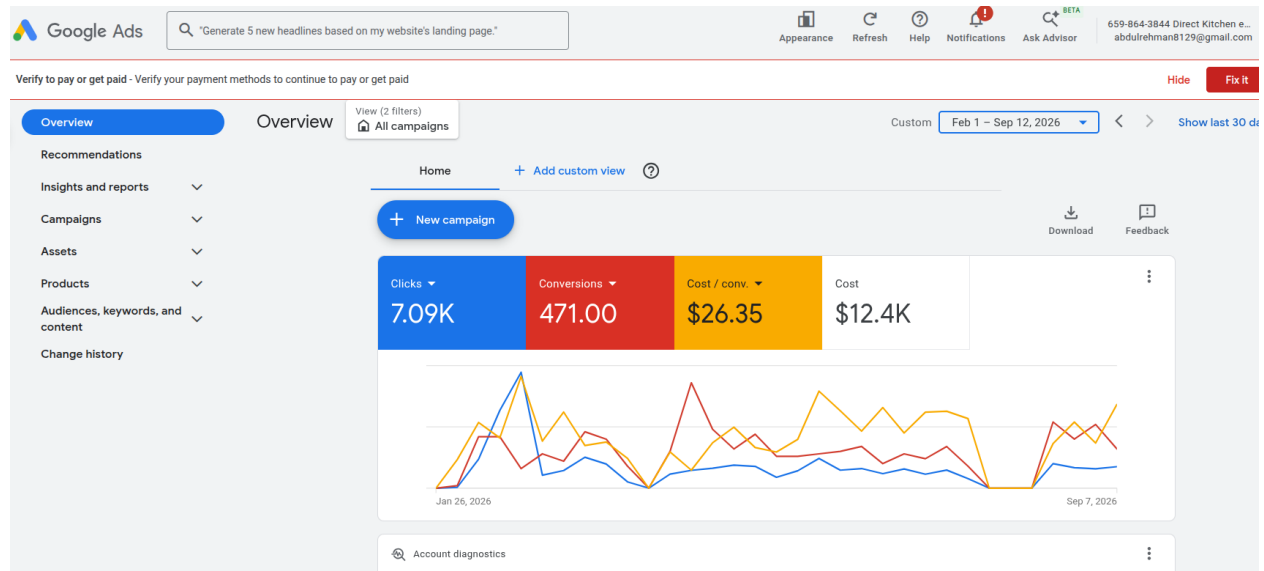
In just **Aug 24 – Sep 12, 2026**, the campaigns generated:

- **30 conversions**
- **5.61K impressions**
- **\$600 ad spend**
- **\$20 average cost per conversion**

Outcome:

We helped a newly established concrete business build its digital foundation and start

generating measurable leads through Google Ads, achieving an average **\$20 cost per conversion**.



Google Ads Case Study – Commercial Kitchen Equipment, Brooklyn & New York

Client: Commercial Kitchen Equipment Business – Brooklyn, New York

Target Audience: Restaurant owners, bars, cafés & food businesses

The client initially wanted us to run **Google Ads focused on online sales**. Since their products were high-value commercial kitchen equipment, we tested the sales approach and analyzed how potential customers were making purchase decisions.

We discovered that restaurant and business owners usually wanted to **discuss their requirements and research the right equipment before making a purchase**. Instead of directly buying online, they preferred to contact the business first.

Our Strategy

- Researched the target market and customer buying behavior.
- Initially tested **online sales-focused Google Ads**.
- Identified that high-ticket products required consultation before purchase.
- Shifted the campaign strategy from direct sales to **lead generation**.
- Targeted relevant commercial-intent searches from restaurants, bars, cafés and other food businesses.

- Optimized campaigns around **phone calls and qualified inquiries**.

Results

The new lead-generation strategy produced strong and consistent results, generating **150+ leads/calls per month**.

Key Google Ads results shown in the account:

- **471 conversions**
- **7.09K clicks**
- **\$12.4K total spend**
- **\$26.35 average cost per conversion**

Outcome

Rather than forcing customers to purchase expensive equipment online, we aligned the advertising strategy with the **actual customer buying journey**. This helped the business move from an online-sales approach to a scalable **lead-generation model**, consistently generating **150+ leads/calls every month**.

Facebook Ads Case Study – Binkamal E-commerce

Client: Binkamal – Online Store

Industry: E-commerce / Islamic Caps & Clothing

Market: Pakistan

Binkamal was facing stagnant sales and needed a more structured Facebook Ads strategy to increase online purchases.

What We Did

- Analyzed the existing campaign performance and customer behavior.
- Introduced **Advantage+ Shopping campaigns** for sales.
- Used **location and audience targeting** to reach relevant customers.
- Built separate **retargeting campaigns** for website visitors, Add-to-Cart users and previous purchasers.
- Tested different audiences, creatives and campaign structures.
- Continuously optimized budgets toward campaigns generating purchases.

Results

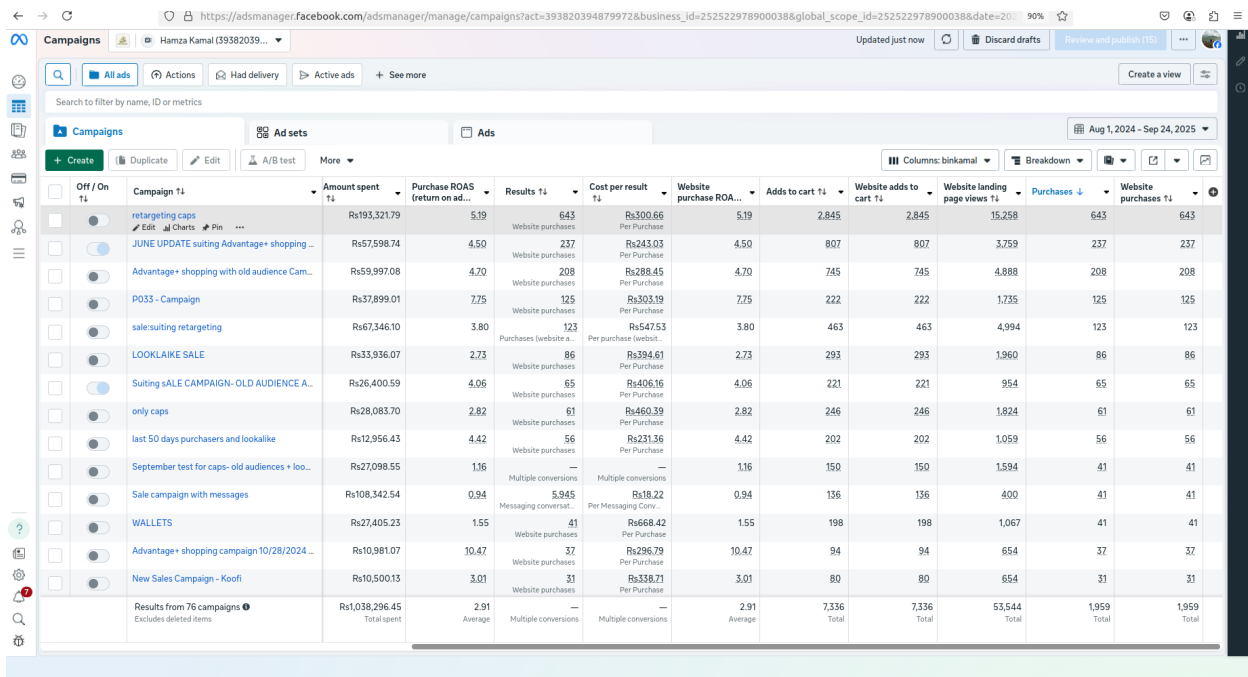
Across the campaigns shown in the account:

- 1,959 website purchases
- PKR 1.04M+ ad spend
- 2.91 average Purchase ROAS
- 7,336 Add-to-Carts
- 53,544 landing-page views

Some individual campaigns achieved significantly higher ROAS, including **4.50x**, **4.70x** and **10.47x**.

Outcome

By combining **prospecting**, **Advantage+ Shopping** and **structured retargeting**, we turned Facebook Ads into a consistent purchase-generation channel for Binkamal and scaled the account while maintaining measurable ROAS.



The screenshot displays the Facebook Ads Manager interface with a table of campaign performance data. The table includes columns for campaign status, name, amount spent, purchase ROAS, results, cost per result, website purchase ROAS, adds to cart, website adds to cart, website landing page views, purchases, and website purchases. The data is organized into rows for individual campaigns and a summary row for results from 76 campaigns.

Off / On	Campaign	Amount spent	Purchase ROAS	Results	Cost per result	Website purchase ROAS	Adds to cart	Website adds to cart	Website landing page views	Purchases	Website purchases
On	retargeting caps	Rs193,321.79	5.19	643 Website purchases	Rs300.66 Per Purchase	5.19	2,845	2,845	15,258	643	643
On	JUNE UPDATE suiting Advantage+ shopping ...	Rs57,598.74	4.50	237 Website purchases	Rs243.03 Per Purchase	4.50	807	807	3,759	237	237
On	Advantage+ shopping with old audience Cam...	Rs59,997.08	4.70	208 Website purchases	Rs288.45 Per Purchase	4.70	745	745	4,888	208	208
On	P033 - Campaign	Rs37,899.01	7.75	125 Website purchases	Rs303.19 Per Purchase	7.75	222	222	1,735	125	125
On	sale:suiting retargeting	Rs67,346.10	3.80	123 Purchases (website a...	Rs547.53 Per purchase (website...	3.80	463	463	4,994	123	123
On	LOOKLAKE SALE	Rs33,936.07	2.73	86 Website purchases	Rs394.61 Per Purchase	2.73	293	293	1,960	86	86
On	Suiting sALE CAMPAIGN- OLD AUDIENCE A...	Rs26,400.59	4.06	65 Website purchases	Rs406.16 Per Purchase	4.06	221	221	954	65	65
On	only caps	Rs28,083.70	2.82	61 Website purchases	Rs460.39 Per Purchase	2.82	246	246	1,824	61	61
On	last 50 days purchasers and lookalike	Rs12,956.43	4.42	56 Website purchases	Rs231.36 Per Purchase	4.42	202	202	1,059	56	56
On	September test for caps- old audiences + loo...	Rs27,098.55	1.16	Multiple conversions	Multiple conversions	1.16	150	150	1,594	41	41
On	Sale campaign with messages	Rs108,342.54	0.94	5,945 Messaging conversat...	Rs18.22 Per Messaging Conv...	0.94	136	136	400	41	41
On	WALLETS	Rs27,405.23	1.55	41 Website purchases	Rs668.42 Per Purchase	1.55	198	198	1,067	41	41
On	Advantage+ shopping campaign 10/28/2024 ...	Rs10,981.07	10.47	37 Website purchases	Rs296.79 Per Purchase	10.47	94	94	654	37	37
On	New Sales Campaign - Koofi	Rs10,500.13	3.01	31 Website purchases	Rs338.71 Per Purchase	3.01	80	80	654	31	31
	Results from 76 campaigns	Rs1,038,296.45	2.91	Multiple conversions	Multiple conversions	2.91	7,336	7,336	53,544	1,959	1,959
	Excludes deleted items	Total spent	Average	Multiple conversions	Multiple conversions	Average	Total	Total	Total	Total	Total

Multi-Platform Digital Campaign Case Study – Cocobee Sargodha

Client: Cocobee Kids Clothing
Industry: Kids Apparel / Retail
Market: Sargodha, Pakistan

Cocobee was a new kids clothing brand launching its physical store in Sargodha. The goal was to create strong online visibility, generate excitement before launch, and drive customers to the store.

What We Did

- Set up and optimized the brand's **Facebook, Instagram, TikTok, YouTube and Google Business Profile**.
- Created a complete **pre-launch content and advertising strategy**.
- Produced promotional content including product visuals, fashion content, testimonials, countdowns and launch-day creatives.
- Used **Facebook & Instagram Ads** to build awareness and reach potential local customers.
- Promoted the launch across multiple platforms to create maximum visibility around the opening.
- Optimized Google Business Profile to improve local discoverability.

Results

The launch campaign generated strong awareness and engagement:

- **3M+ PKR in launch-weekend sales**
- **1.15M+ combined social media views**
- **3M+ total campaign reach/exposure**
- Strong engagement across Facebook, Instagram, TikTok and YouTube
- Increased local awareness for the new Cocobee store

Outcome

By combining **social media, paid advertising, video content and Google Business Profile optimization**, we created a multi-platform launch campaign that generated significant local awareness and helped drive **3M+ PKR in sales during the launch weekend**.

Bilkul. Is case study ko **sales revenue + campaign restructuring** ko main achievement bana kar update karna better hoga:

Facebook Ads Case Study – E-commerce ROAS & Campaign Structure Optimization, Bulgaria

Client: Bulgarian E-commerce Shoe Brand

Industry: E-commerce / Footwear

Market: Bulgaria

Duration: May–June 2024

The client had **80+ fragmented Facebook campaigns**, making the account difficult to manage and causing unnecessary campaign learning resets and inefficient budget distribution.

The objective was to restructure the account, improve campaign efficiency, and increase sales **without significantly increasing the advertising budget**.

Strategy & Execution

- Consolidated **80+ fragmented campaigns** into a structured funnel.
- Created clear campaign structures for **prospecting, Lookalikes, retargeting and high-intent audiences**.
- Refined audience segmentation based on customer behavior.
- Used website visitors, engagement data and previous customers for retargeting.
- Consolidated budgets into campaigns with stronger purchase signals.
- Continuously monitored campaign performance and shifted budget toward better-performing structures.
- Focused on **campaign structure and account management rather than simply increasing ad spend**.

Results

Before restructuring – May 2024

- **Ad Spend:** ~\$7,000
- **Sales Revenue:** ~\$34,000
- **ROAS:** ~4.86x

After restructuring – June 2024

- **Ad Spend:** ~\$7,000
- **Sales Revenue:** ~\$45,000
- **ROAS:** ~6.43x

This means that with approximately the **same \$7K monthly ad spend**, sales increased from **\$34K → \$45K**, generating approximately **\$11K additional revenue**.

Outcome

Through **campaign structural management, funnel consolidation and better audience segmentation**, we increased monthly sales by approximately **32%** while keeping the advertising spend around the same level.

\$7K Ad Spend → \$34K Sales



Campaign restructuring



\$7K Ad Spend → \$45K Sales

The project demonstrates how **better campaign architecture and disciplined budget management can improve e-commerce performance without simply increasing the advertising budget.**

Campaign delivery is Active and 5 more

Impressions (Campaign) > 0

Search and filter

Clear

May 4, 2024 – May 13, 2024

Campaigns

Ad sets

Ads

4 May to 13 May

+ Create

Edit

More

View setup

	Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	☐	чисти сетове без нищо 13/5	— Website Purchase	4	4	— Per Purchase	\$0.00	
	☐	LUKALITE-1-2-3 nico 13/5/2024	2 ^[d] Website purchases	10,126	10,510	\$17.47 ^[d] Per Purchase	\$34.94	
	☐	collection ad test	7 ^[d] Website purchases	10,119	13,603	\$11.25 ^[d] Per Purchase	\$78.77	Jun
	☐	only video ad - sales 11/5/2024	— Website Purchase	900	933	— Per Purchase	\$3.61	May
	☐	only video ad 11/5	99 ^[d] Website Views Cont...	2,251	2,340	\$0.06 ^[d] Per View Content	\$5.90	May
	☐	New Sales campaign by A.rehman 11/5/2024	1 ^[d] Website Purchase	4,592	4,898	\$16.20 ^[d] Per Purchase	\$16.20	May
Results from 28 campaigns ⓘ			373 — Multiple conversions	347,382	1,051,429 Total	— Multiple conversions	\$2,239.77 Total spent	

comparison

Campaign delivery is Active and 5 more

Impressions (Campaign) > 0

Search and filter

Clear

Jun 4, 2024 – Jun 13, 2024

Campaigns

Ad sets

Ads

4 to 13 June

Create

▼

Edit

▼

More

▼

View setup

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Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
☒	Retarget last 30 days audiences	Website Purchase	—	—	—	—	—
☒	Remaining audiences test	8 Website purchases	12,548	18,228	\$6.24	\$49.73	1 June - 13 June
☒	New video test	11 Website purchases	10,207	13,752	\$4.82	\$52.95	1 June - 13 June
☒	test 1 june-ALL LOOKALIKES - Copy	57 Website purchases	52,498	93,254	\$4.70	\$267.69	1 June - 13 June
☒	test 2 june - all events (fb and website) - Copy	80 Website purchases	63,081	107,386	\$3.67	\$293.81	1 June - 13 June
☒	Csv files audience and lookalike only men	23 Website purchases	20,698	48,877	\$5.89	\$135.32	1 June - 13 June
Results from 29 campaigns		643 Website purchases	318,738	1,137,043	\$4.50	\$2,891.49	Total spent

Facebook Ads Case Study – Cell Smash, London

Client: Cell Smash – Phone Repair Shop

Industry: Local B2C / Phone Repair

Market: London, UK

Cell Smash had little to no established digital presence and needed a way to reach customers within its local service area. The objective was to build awareness and generate **high-quality local leads** through Facebook Ads.

What We Did

- Started with **local awareness campaigns** to introduce the business to nearby customers.
- Used real business visuals and customer-focused creatives to build trust.
- Implemented precise **geo-targeting around the service area**.
- Tested different lead-generation campaigns, audiences and creatives.
- Used Facebook **Advantage+ Lead campaigns** to scale the best-performing setup.
- Continuously optimized campaigns based on lead cost and engagement.

Results

The campaigns generated:

- **60+ leads**
- Approximately **£4.07 average cost per lead**
- **212K+ people reached**
- **358K+ impressions**
- **47K+ page engagements**

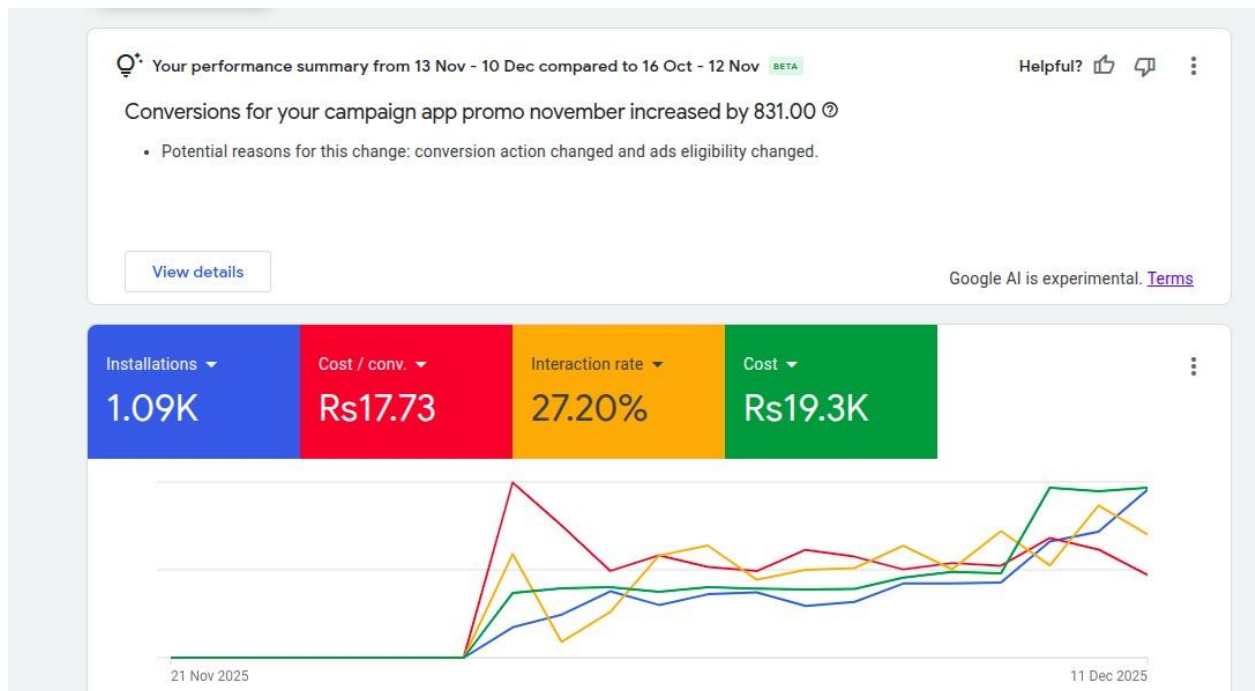
Individual campaigns also generated **50 leads at £4.07 CPL** and **78 leads at £4.22 CPL**.

Outcome

Starting from almost zero online presence, we built a **local Facebook lead-generation funnel** for Cell Smash and generated **60+ leads at approximately £4.07 per lead**.

The case demonstrates how **local geo-targeting, creative testing, awareness campaigns and Advantage+ lead campaigns** can be combined to build a scalable lead-generation system for a local service business.

Campaigns													
Search to filter by name, ID or metrics													
Maximum: Aug 24, 2022 - Sep 24, 2025													
Columns: Cell Smash by Arehman Breakdown													
Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Views	Clicks (all)	CPM (cost per 1,000...	Page engagement	Unique 2-second...	3-sec plays	
	august leads Campaign - Copy	16 Meta leads	5,939	6,460	£3.66 Per Meta lead	£58.54	6,887	146	£9.06	1,652	—	—	
	duplicate august leads Campaign	50 Meta leads	16,433	20,105	£4.07 Per Meta lead	£203.53	21,932	481	£10.12	5,462	—	—	
	august leads Campaign	78 Meta leads	24,350	31,063	£4.22 Per Meta lead	£329.44	34,261	702	£10.61	8,749	—	—	
	awarness on sales Video	15,842 Reach	15,842	16,172	£0.94 Per 1,000 People Rea...	£14.91	11,654	11	£0.92	1,937	—	—	
	Sales-skygarden-1 mile	Website Completed R...	12,950	17,687	£0.37 Per Complete Registr...	£142.24	18,726	274	£8.04	3,861	—	—	
	[07/26/2025] Promoting Cellsmash	40 Follows or likes	1,202	1,842	£0.37 Per Follow or like	£14.76	1,847	80	£8.01	72	—	—	
	Traffic to website	19 Landing Page Views	2,247	3,206	£0.79 Per Landing Page Vie...	£15.00	3,639	74	£4.68	563	—	—	
	NEW LEADS WITH NEW IMAGES	Meta leads	2,075	2,818	£13.10 Per Meta lead	£13.10	2,838	14	£4.65	11	—	—	
	Test - leads on instant form Campaign	2 Meta leads	2,835	3,390	£16.14 Per Meta lead	£32.28	3,797	37	£9.52	810	—	—	
	Leads Ad: Cell-smash Offering high quality M...	1 Meta leads	883	1,241	£14.80 Per Meta lead	£14.80	1,254	24	£11.93	28	—	—	
	Page likes Ad: Trusted by Millions - C...	24 Follows or likes	1,013	1,361	£0.61 Per Follow or like	£14.72	1,361	38	£10.82	30	—	—	
	leads on instant form Campaign	3 Meta leads	4,371	5,848	£17.49 Per Meta lead	£52.48	6,418	57	£8.97	1,412	—	—	
	Tourist awarness	10,883 Reach	10,883	11,682	£1.59 Per 1,000 People Rea...	£17.29	11,853	11	£1.48	1,330	—	—	
	Send message with sales	Messaging Conversat...	3,969	7,493	£42.58 Per Messaging Convers...	£42.58	8,042	165	£5.68	1,380	—	—	
	Results from 19 campaigns	Multiple conversions	212,337	358,445	Multiple conversions	£1,617.20	354,849	3,316	£4.51	47,814	—	—	Total



Google Ads Case Study – PakRice Market App, Pakistan

Client: PakRice Market App

Industry: Agriculture / App-Based Marketplace

Market: Pakistan

PakRice Market is a specialized marketplace connecting **rice farmers, brokers, rice mills and agricultural traders**. The main objective of the campaign was very clear: **generate 1,000+ app downloads in the shortest possible time while keeping the cost per installation as low as possible.**

What We Did

- Set up a **Google App Campaign focused on installations**.
- Identified relevant audience segments including farmers, brokers, rice mills and agricultural traders.
- Used interest-based and profession-based targeting signals.
- Targeted major rice-producing regions across Pakistan.
- Tested different ad variations to identify stronger-performing messages.
- Continuously monitored conversion tracking and campaign performance.
- Optimized the campaign toward **higher installation volume at a lower CPI.**

Results

In the campaign period shown:

- **1,090+ app installations**
- **Rs. 19,300 total ad spend**
- **Rs. 17.73 average cost per installation**
- **27.20% interaction rate**

Outcome

The campaign successfully achieved the core objective of **crossing 1,000 app downloads while maintaining a low acquisition cost.**

Target: 1,000+ downloads

Achieved: 1,090+ downloads

Average CPI: Rs. 17.73

This case demonstrates our ability to use **Google App Campaigns, audience segmentation and continuous optimization** to acquire users quickly for a niche marketplace while keeping acquisition costs controlled.
