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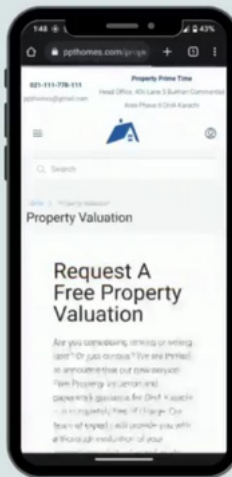


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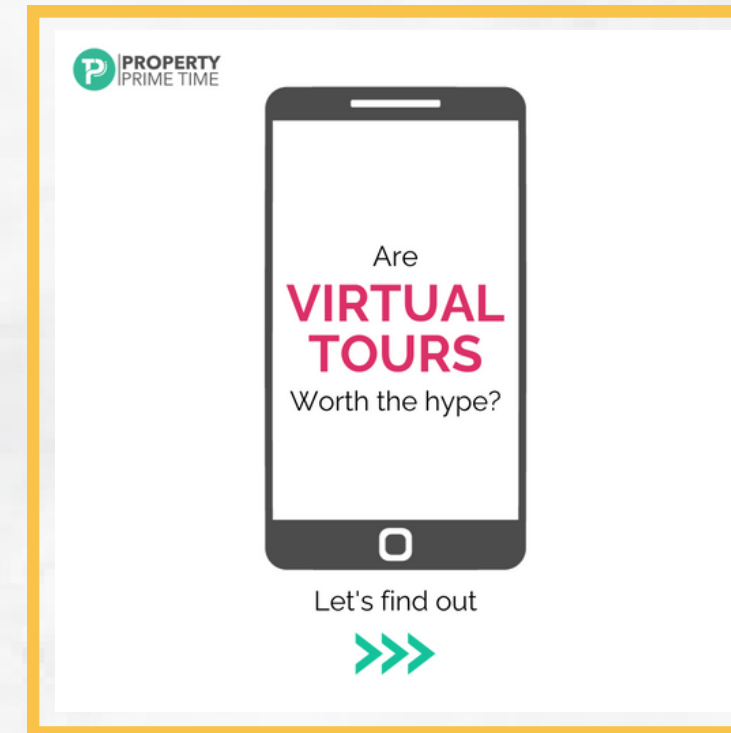
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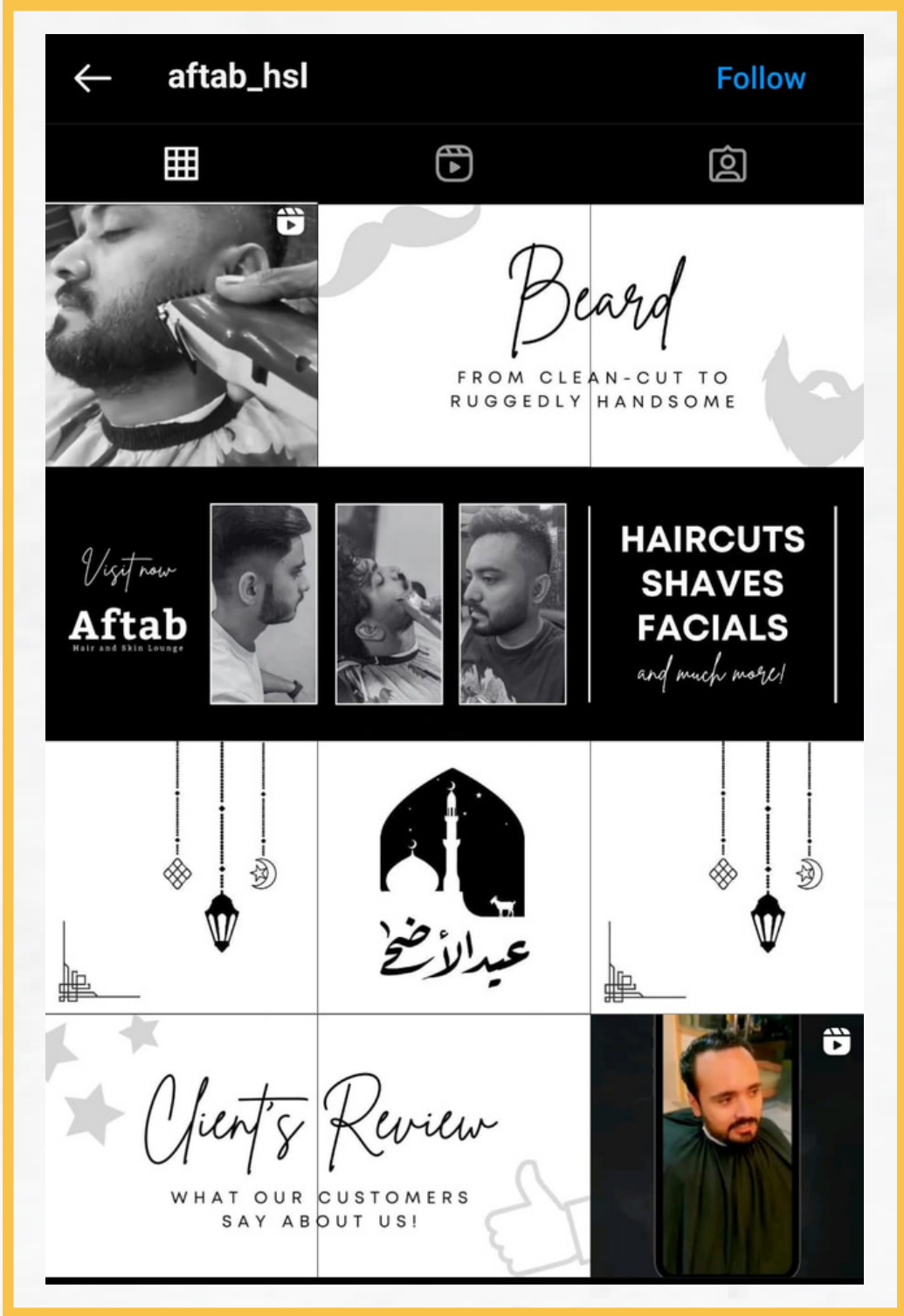
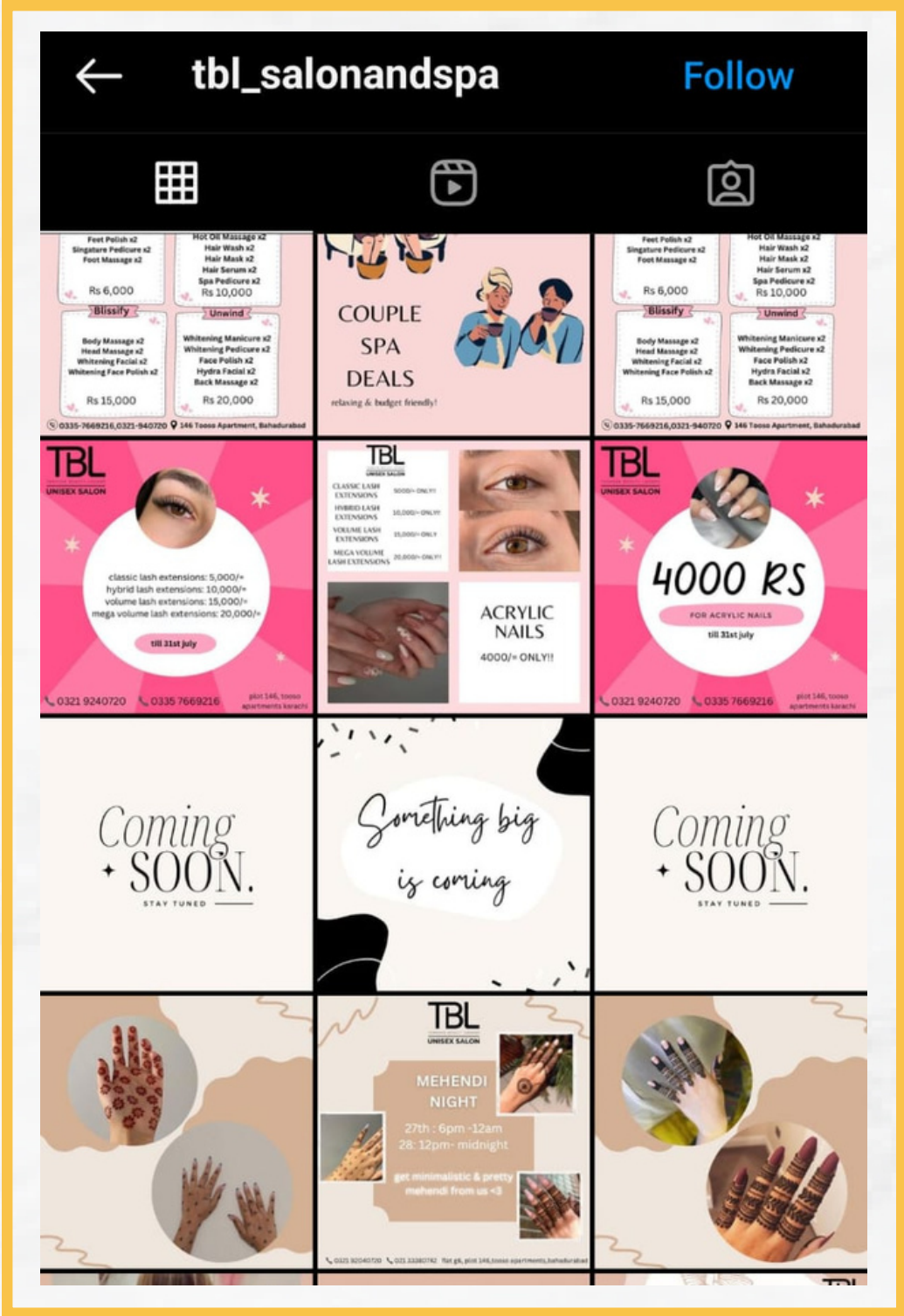
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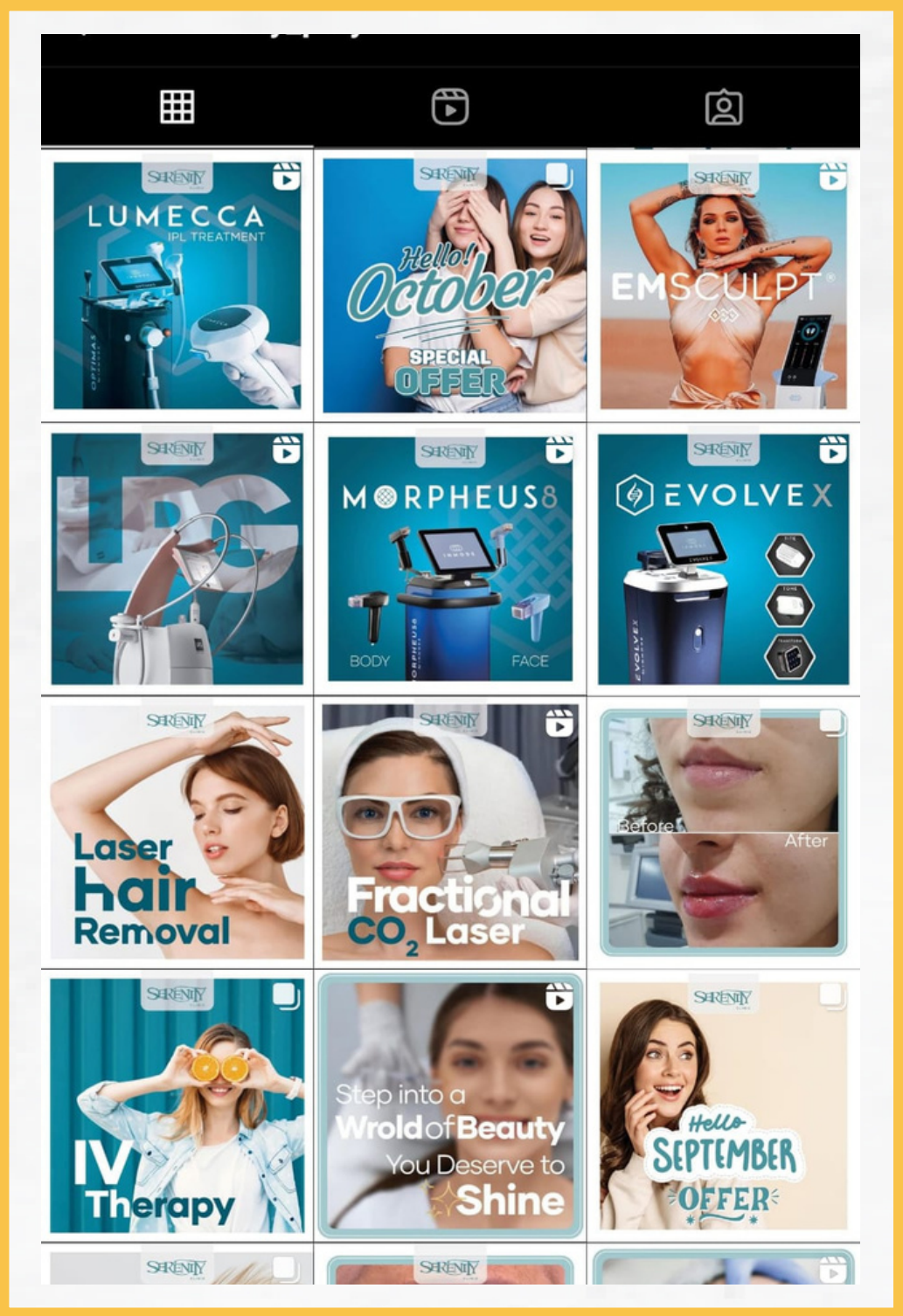
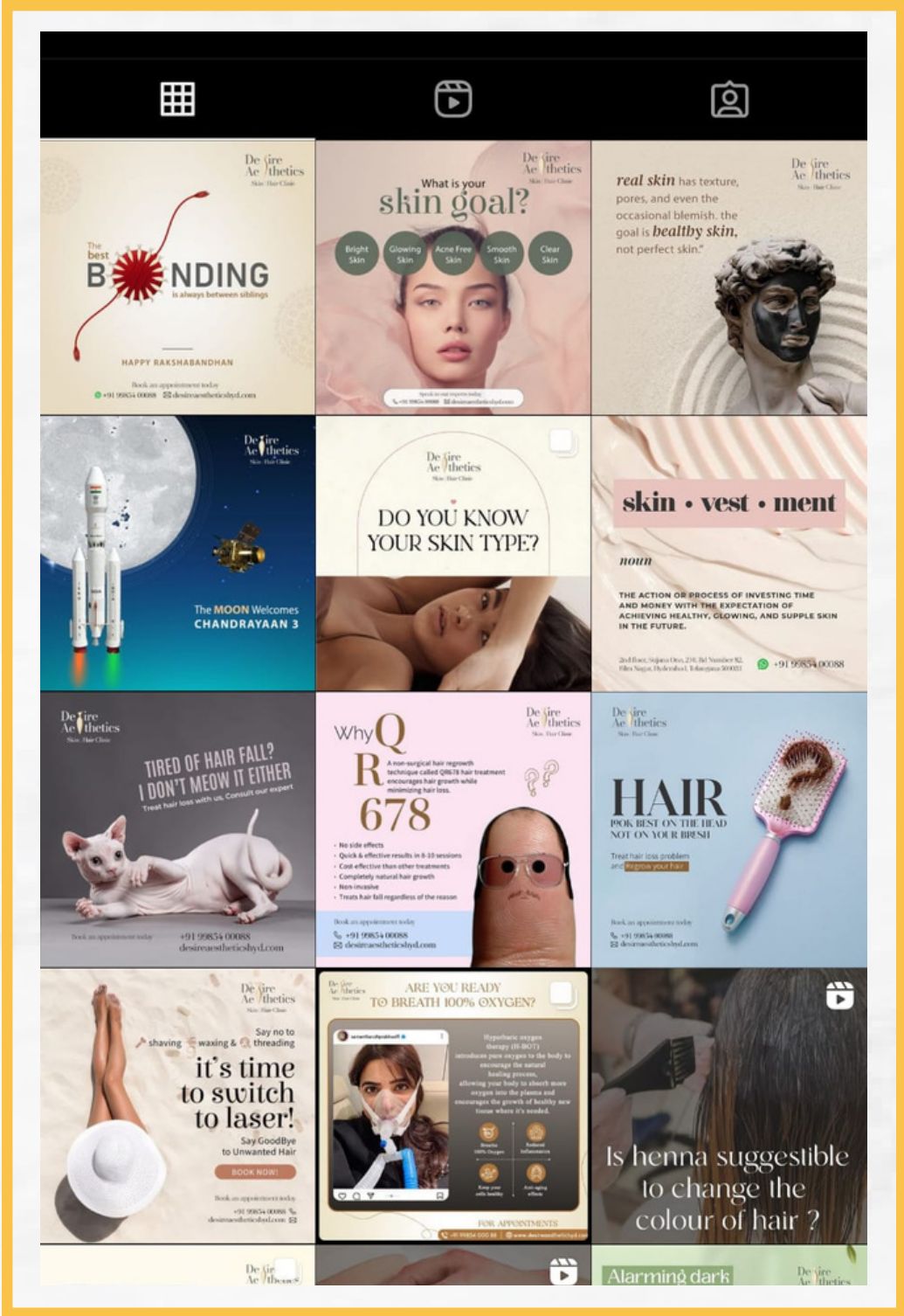
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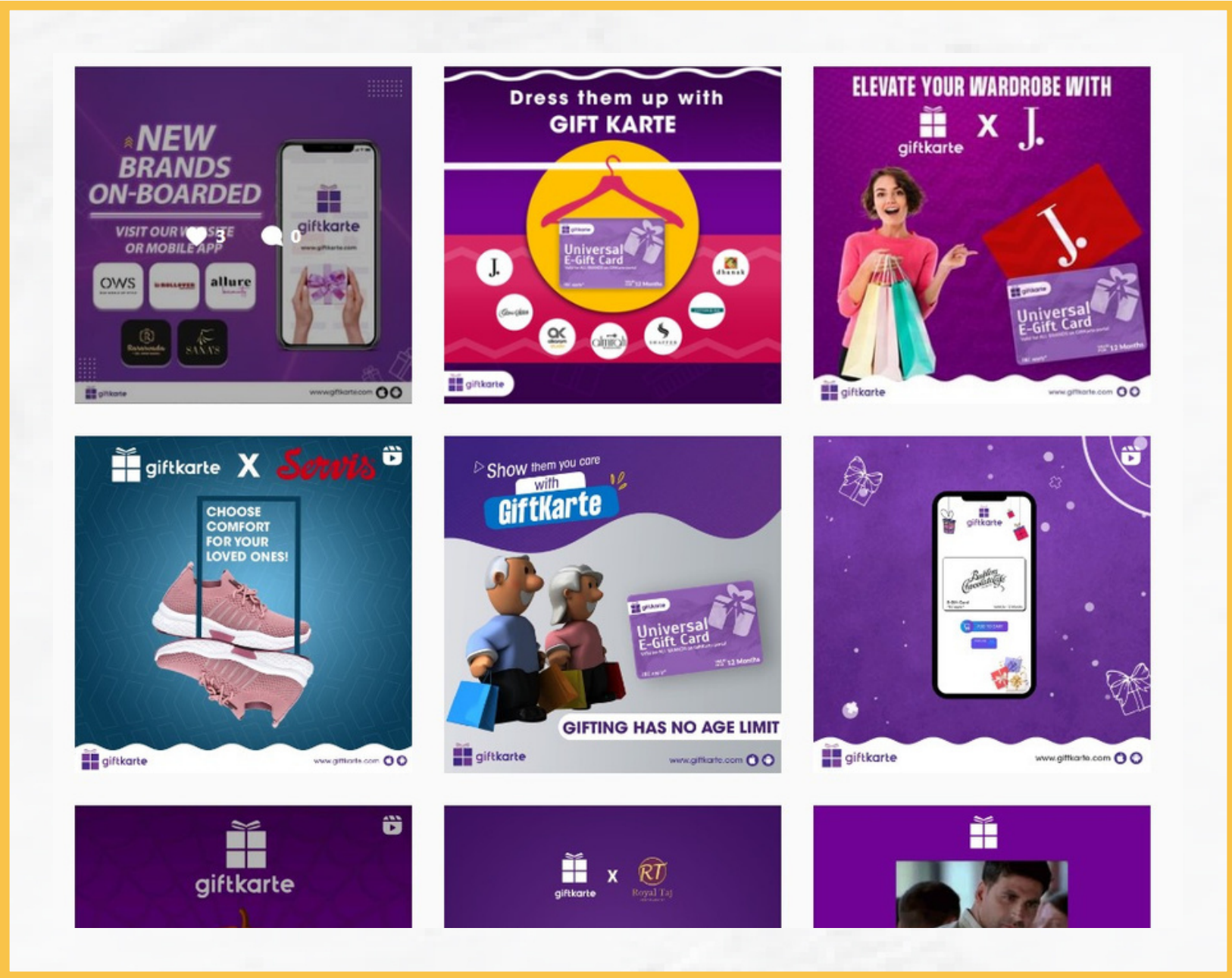
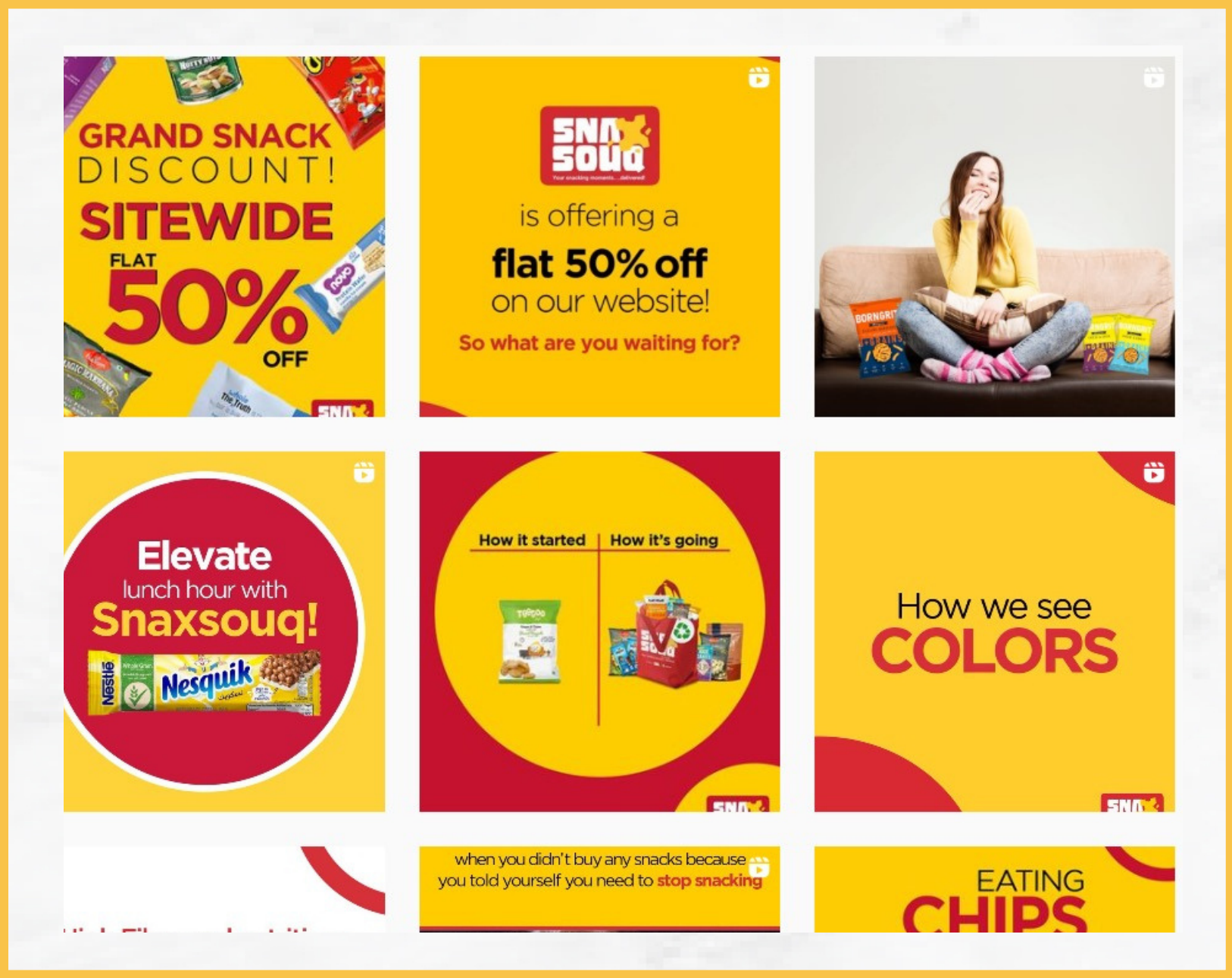
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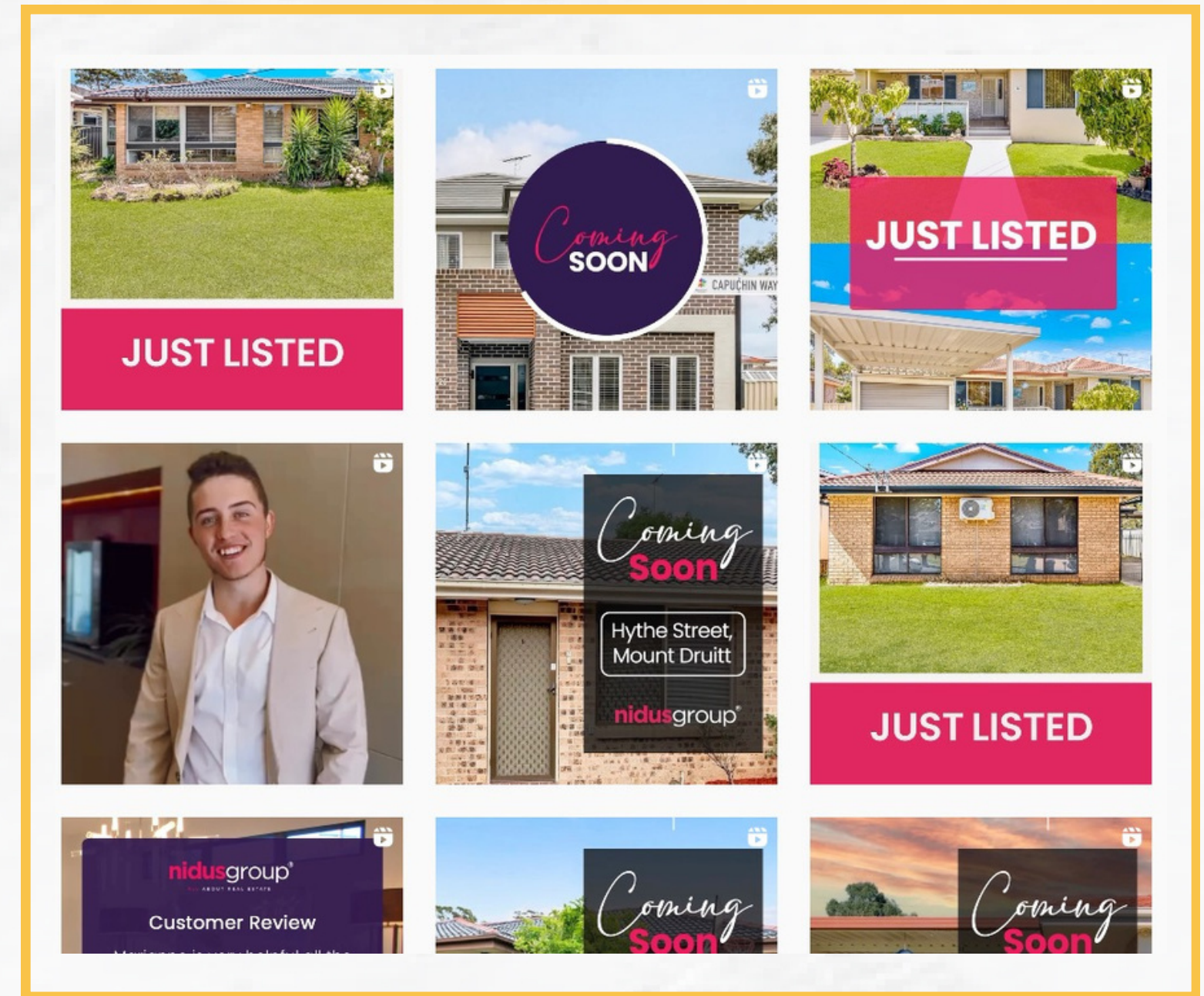
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Carry on the *Spirit Of Ramadan* rest of the year!

1

Continue offering regular prayers

2

Continue reading Quran daily

3

Stick with good deeds

4

Don't stop doing charity

POST RAMADAN GOALS

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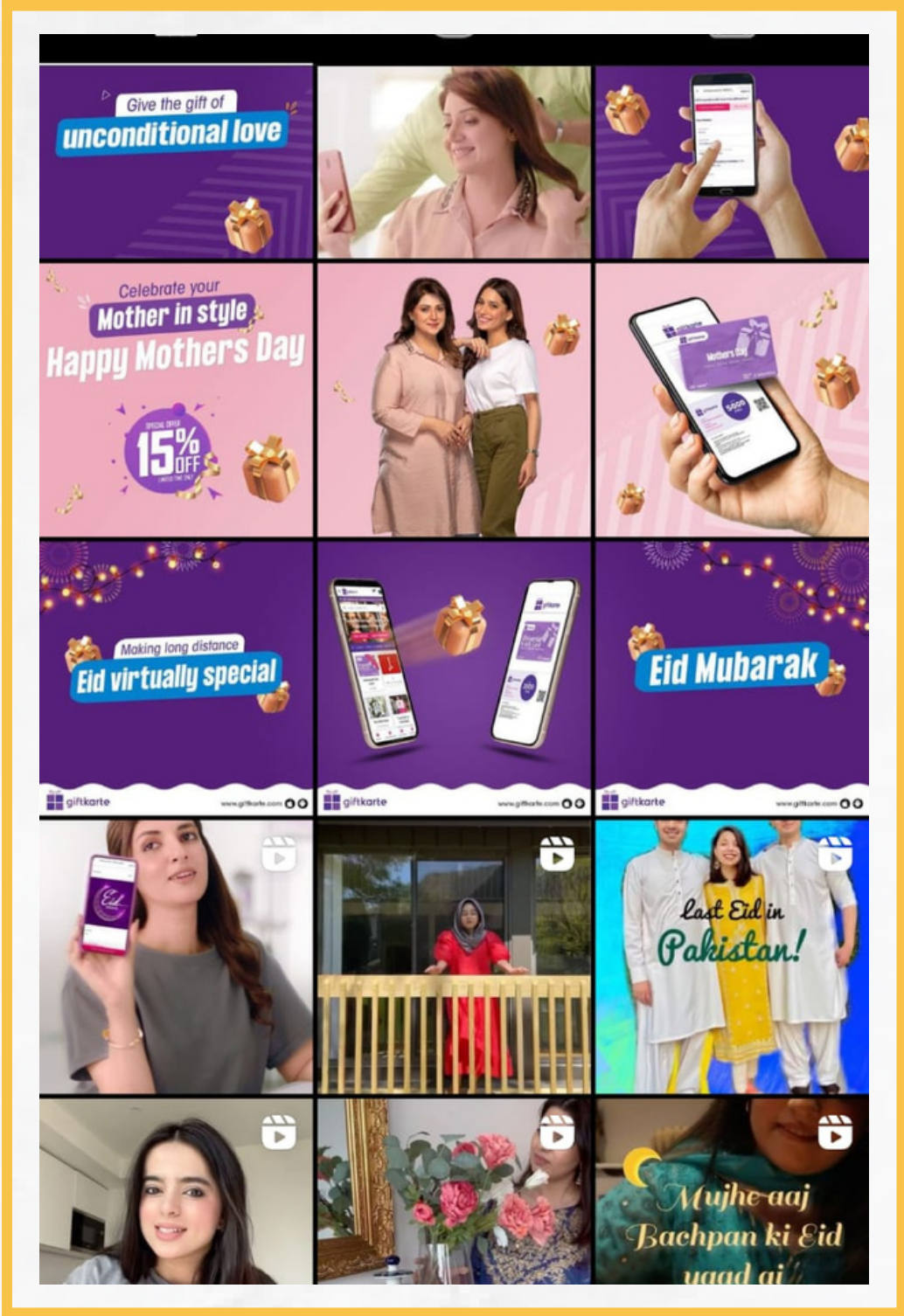
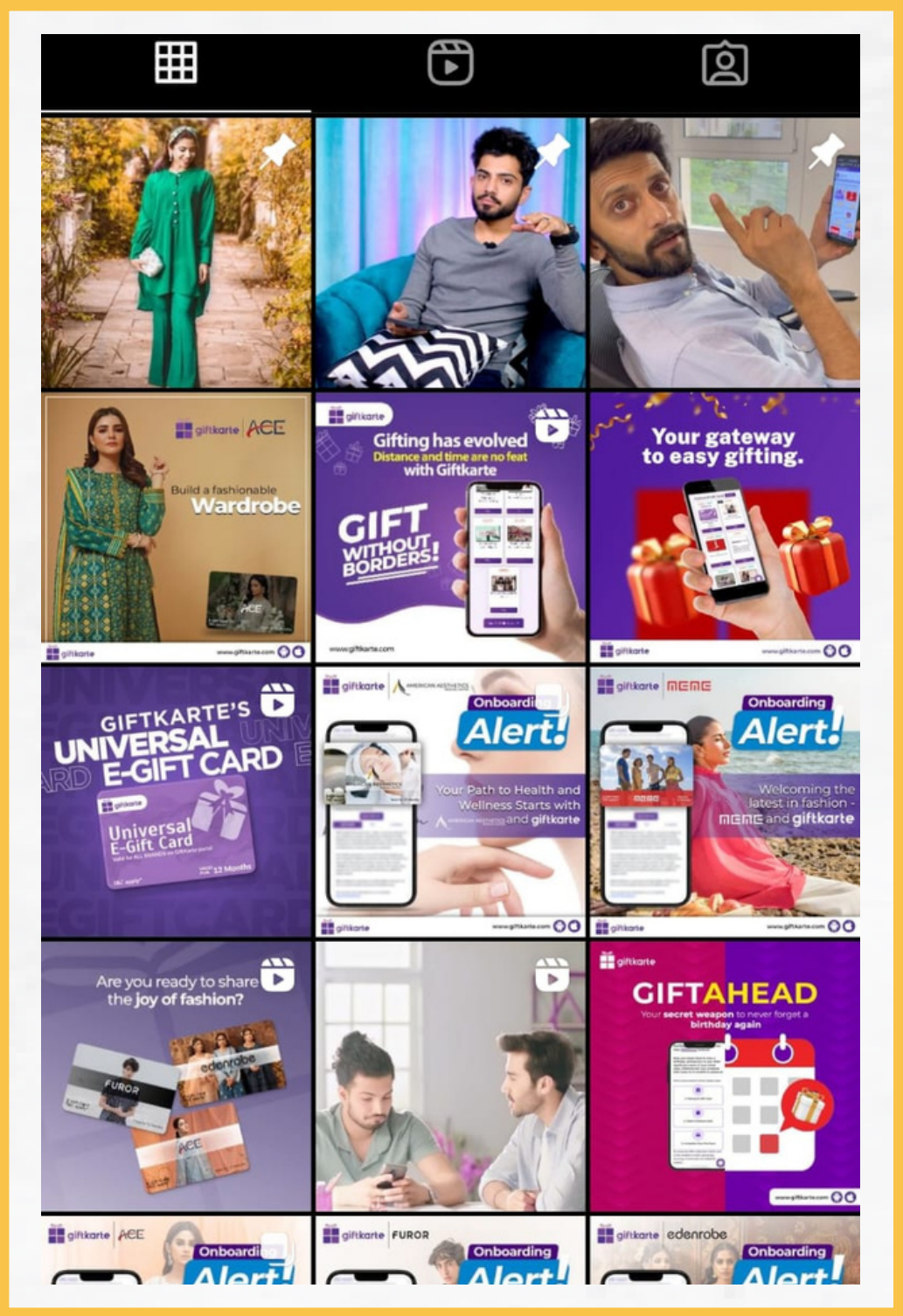
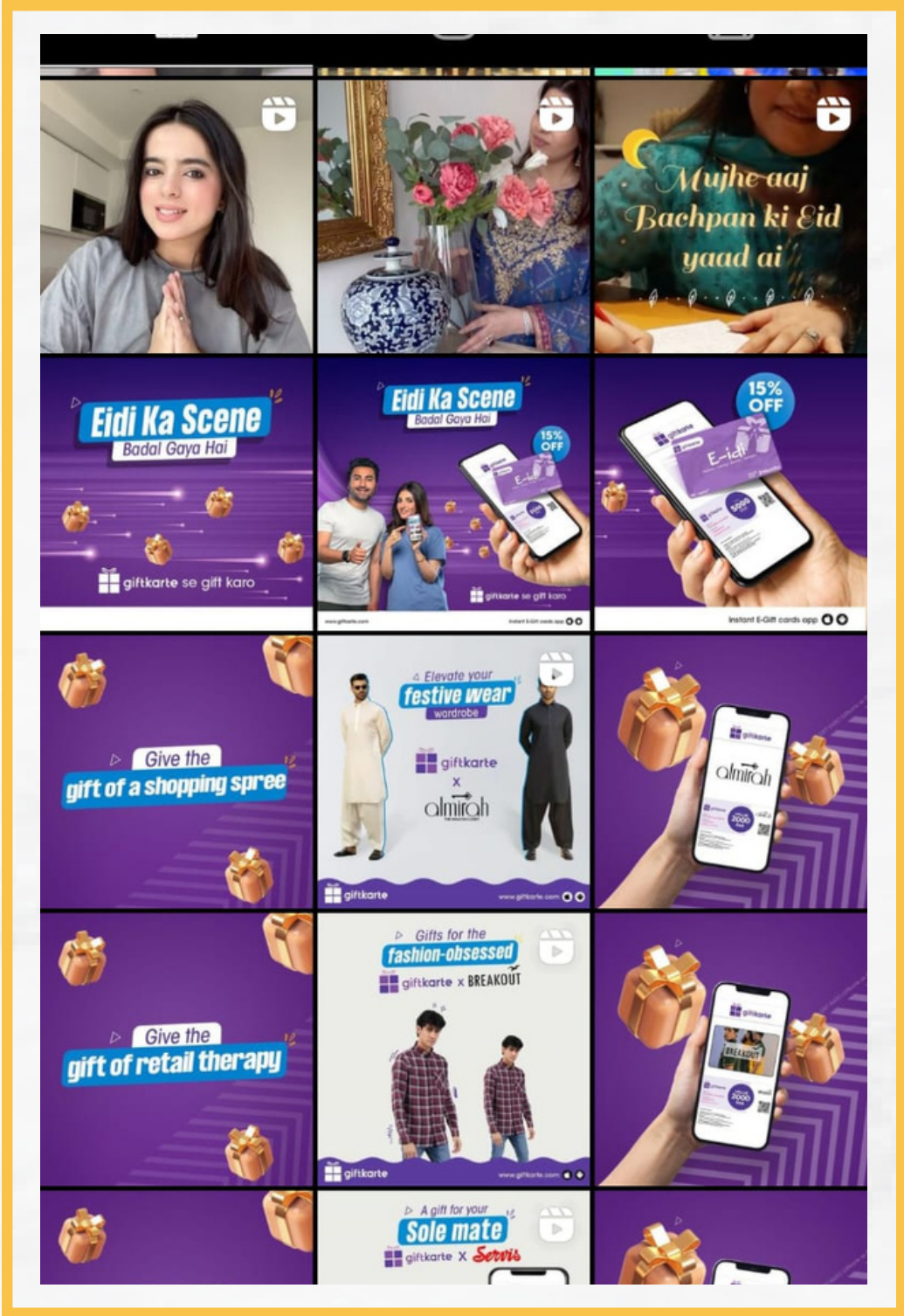
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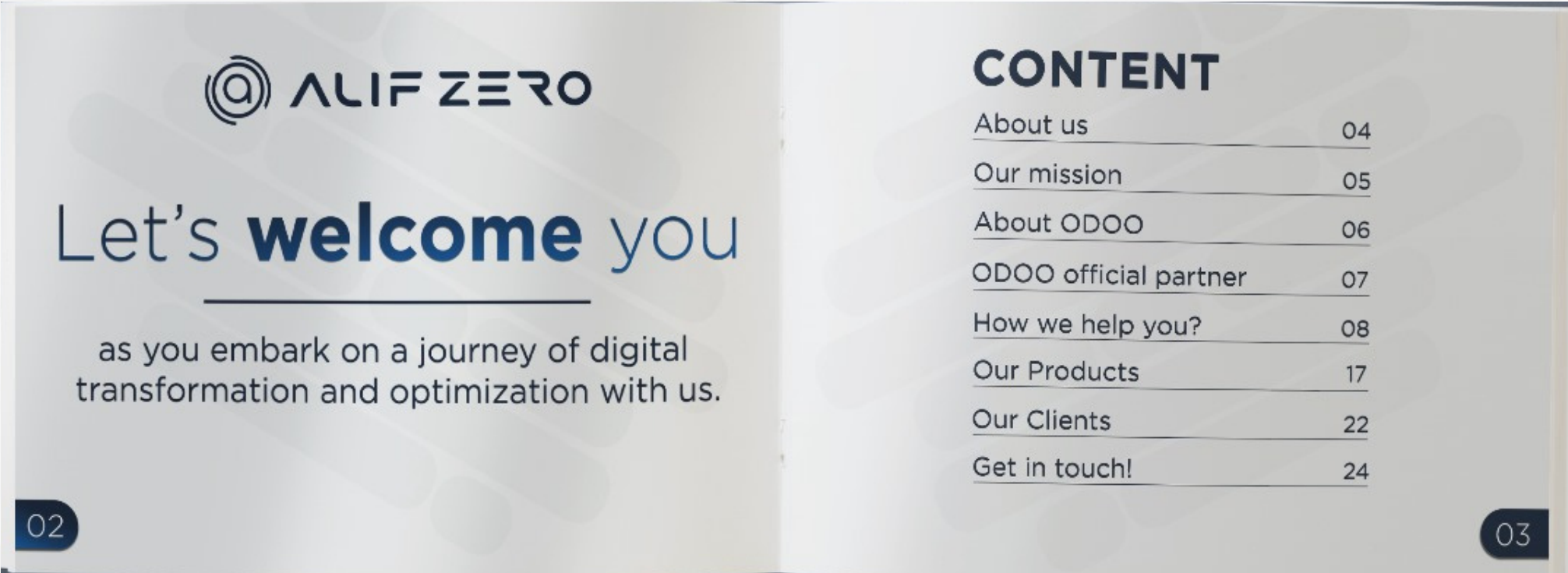


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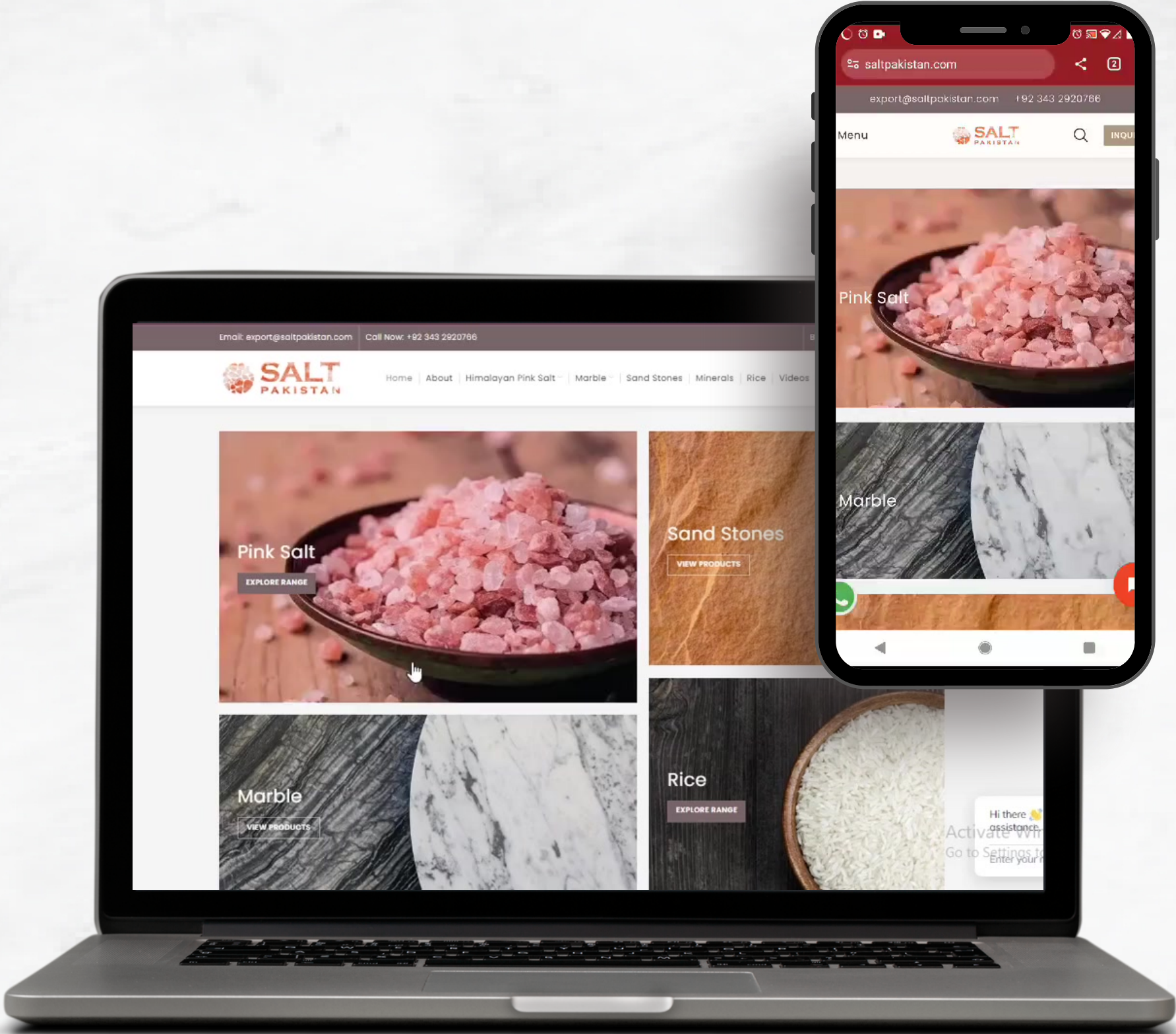


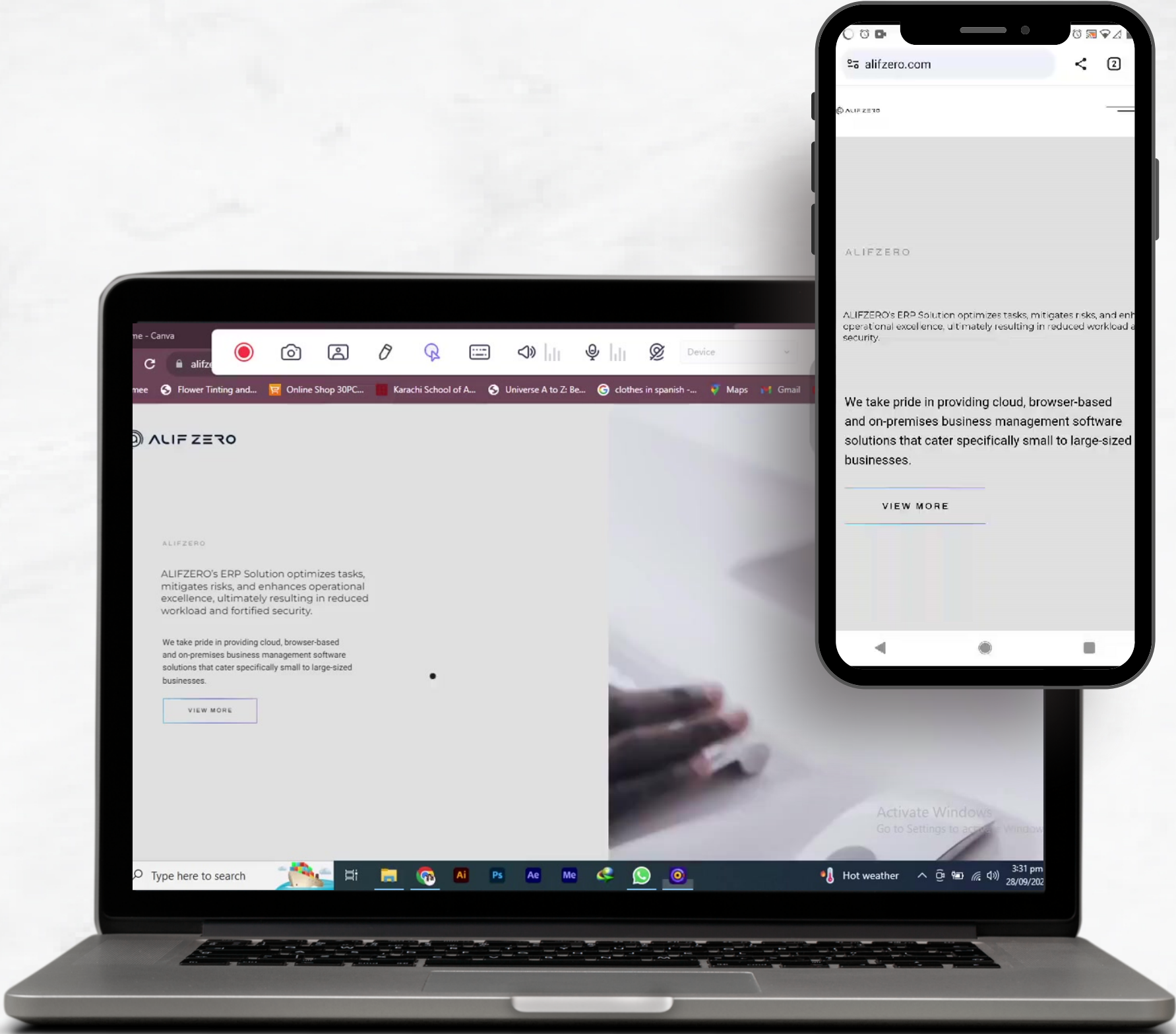
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WEBSITES

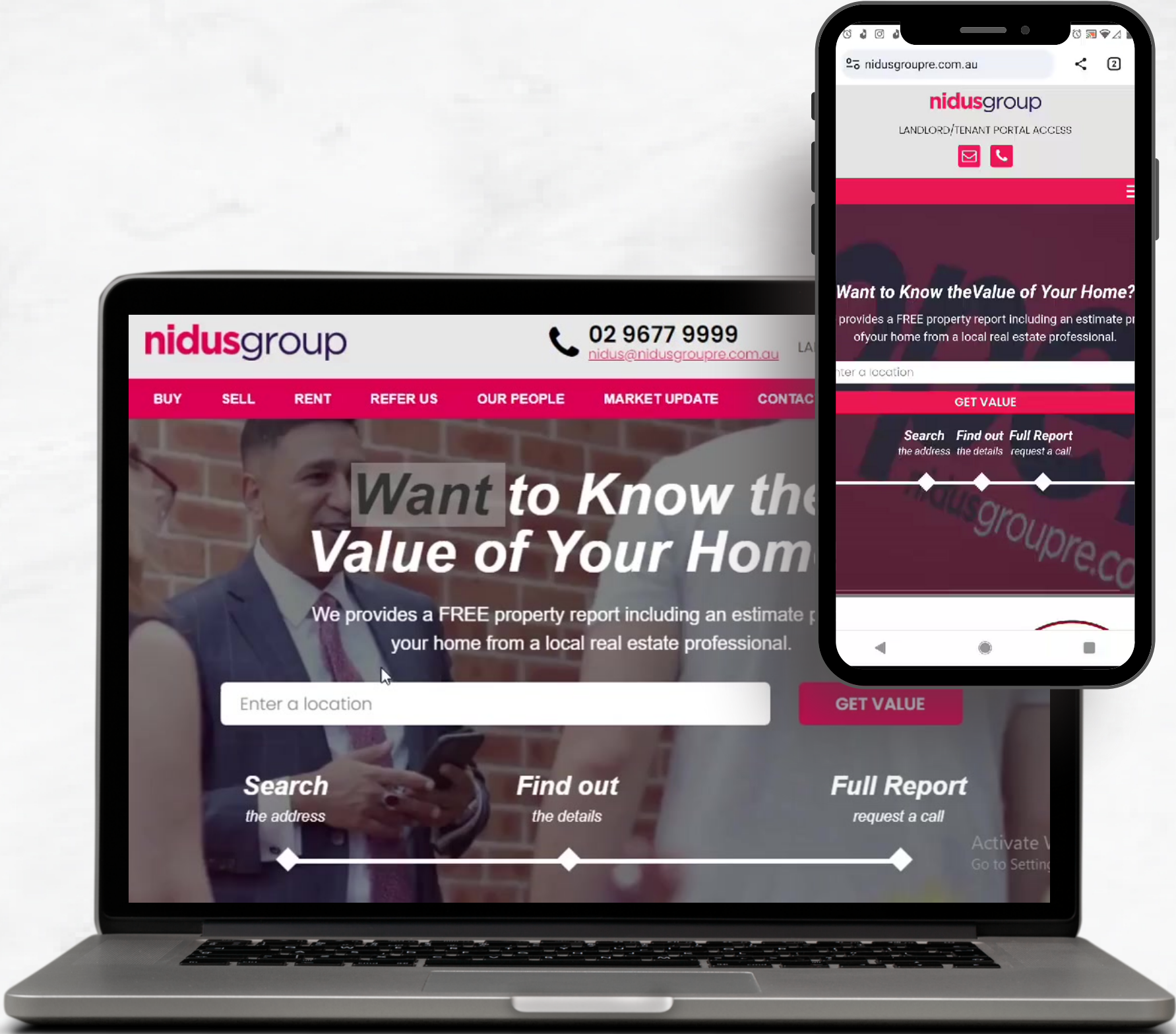
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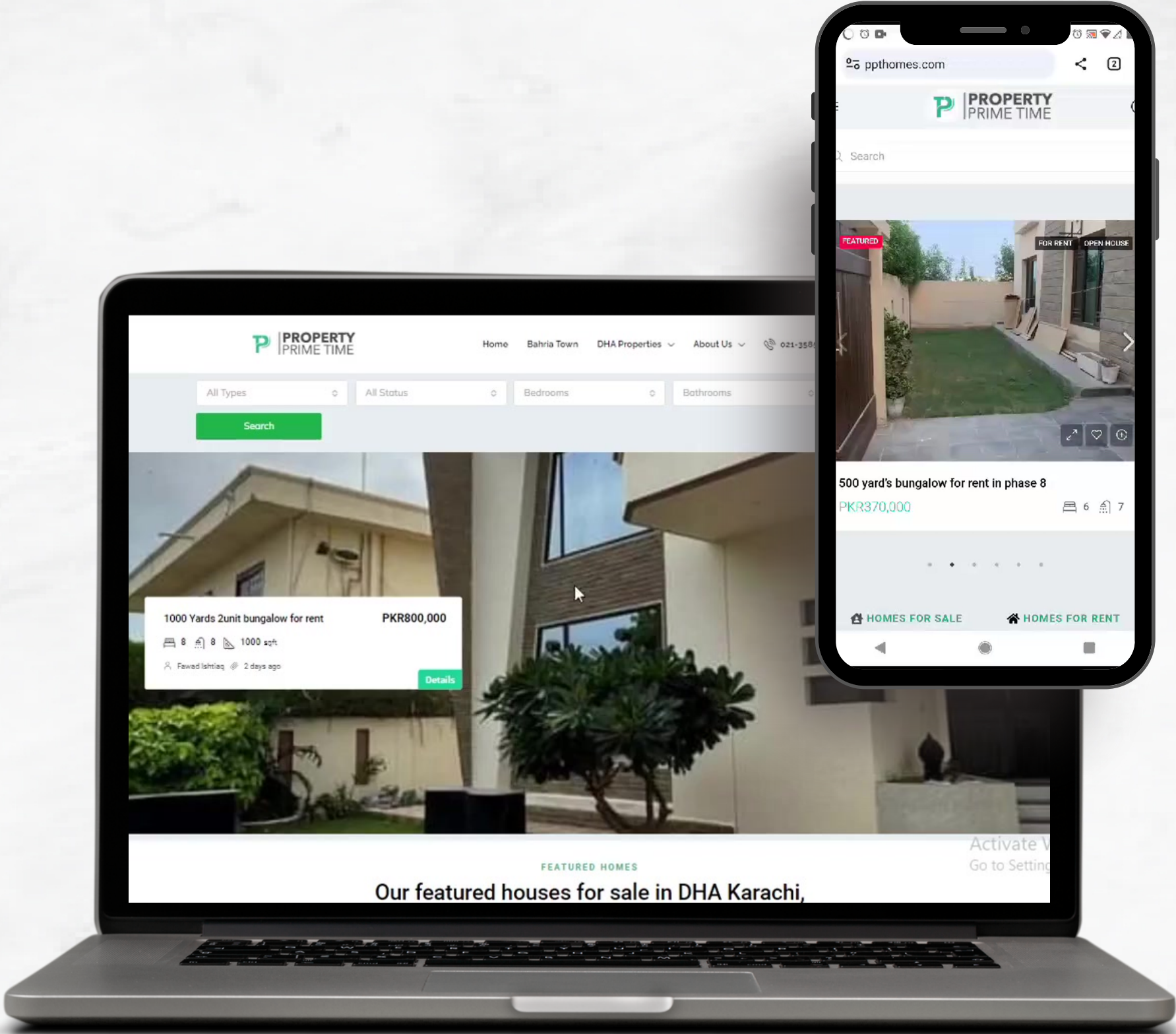














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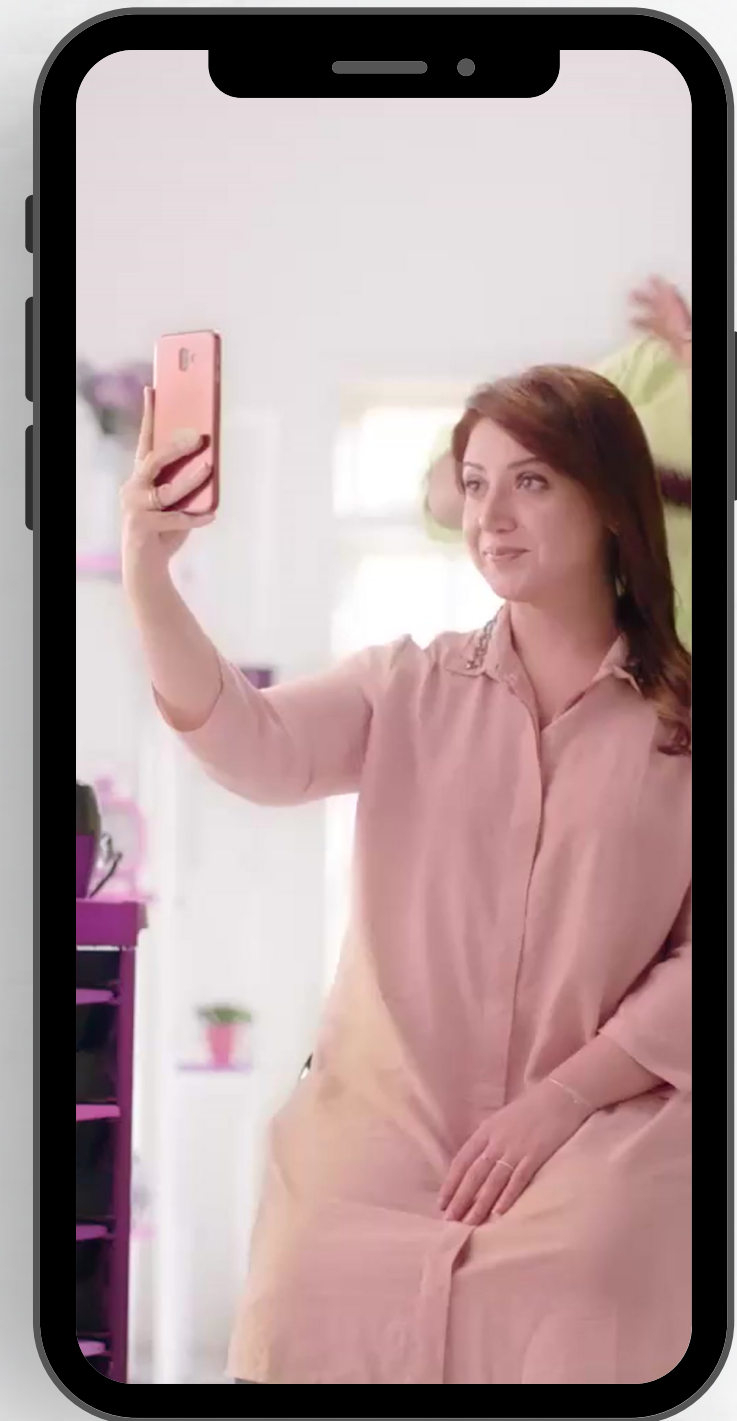
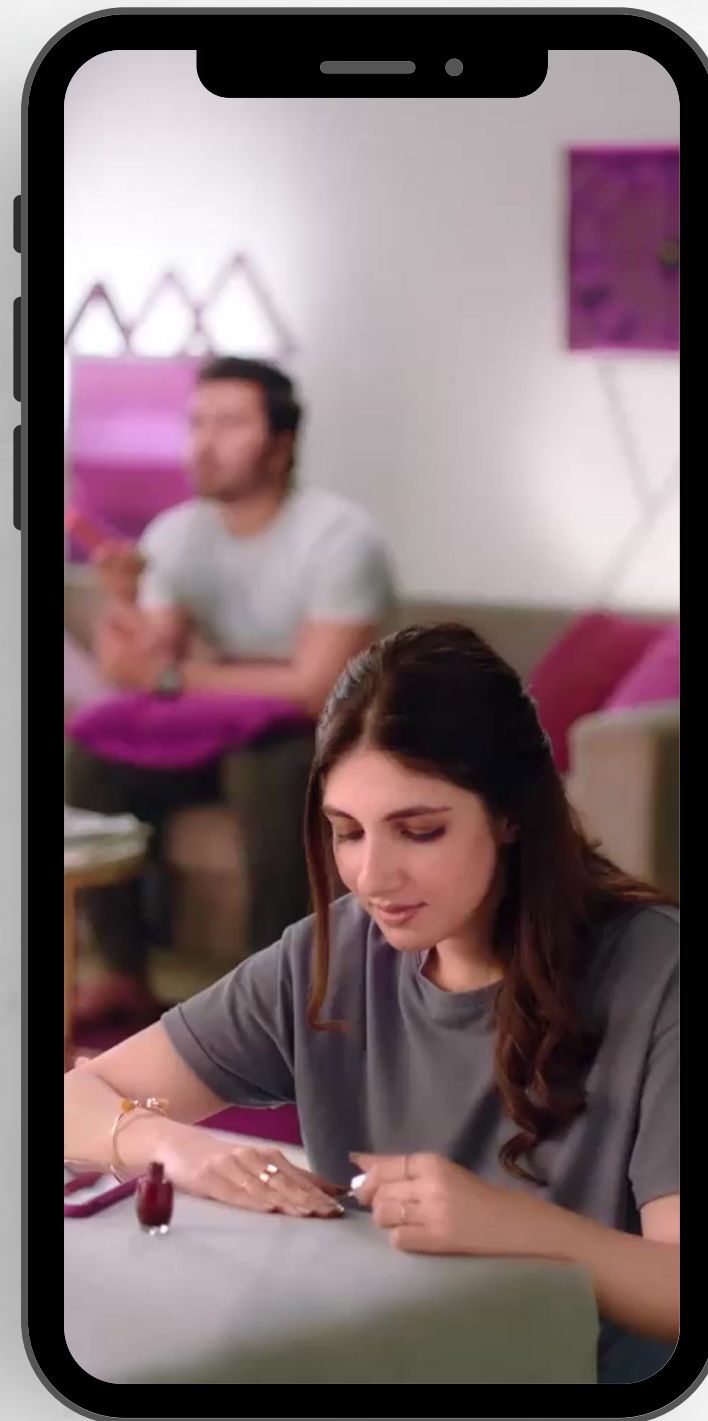
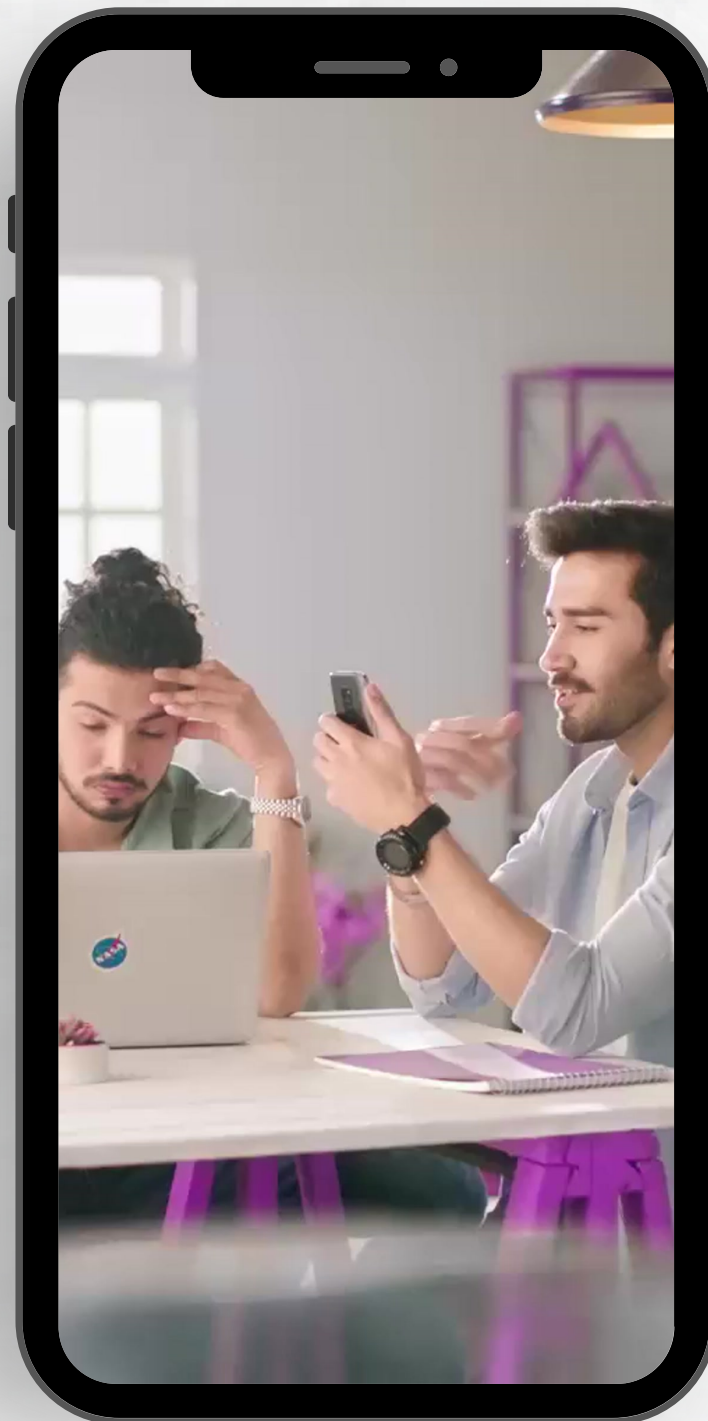


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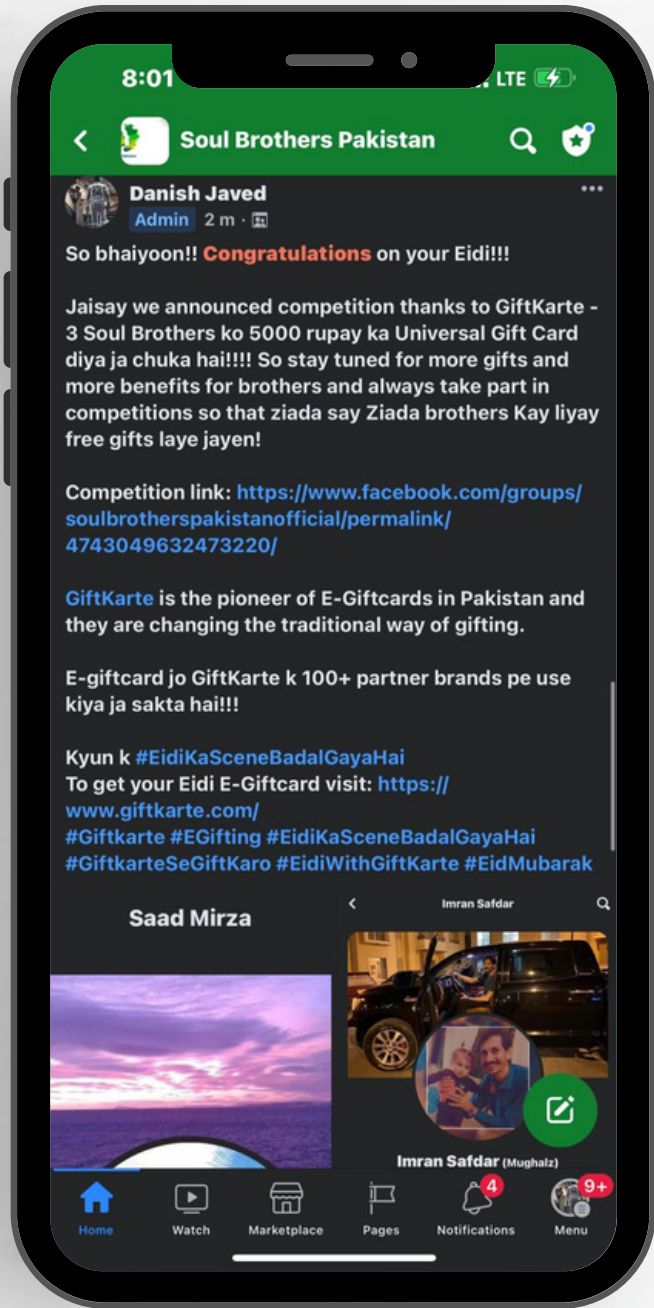
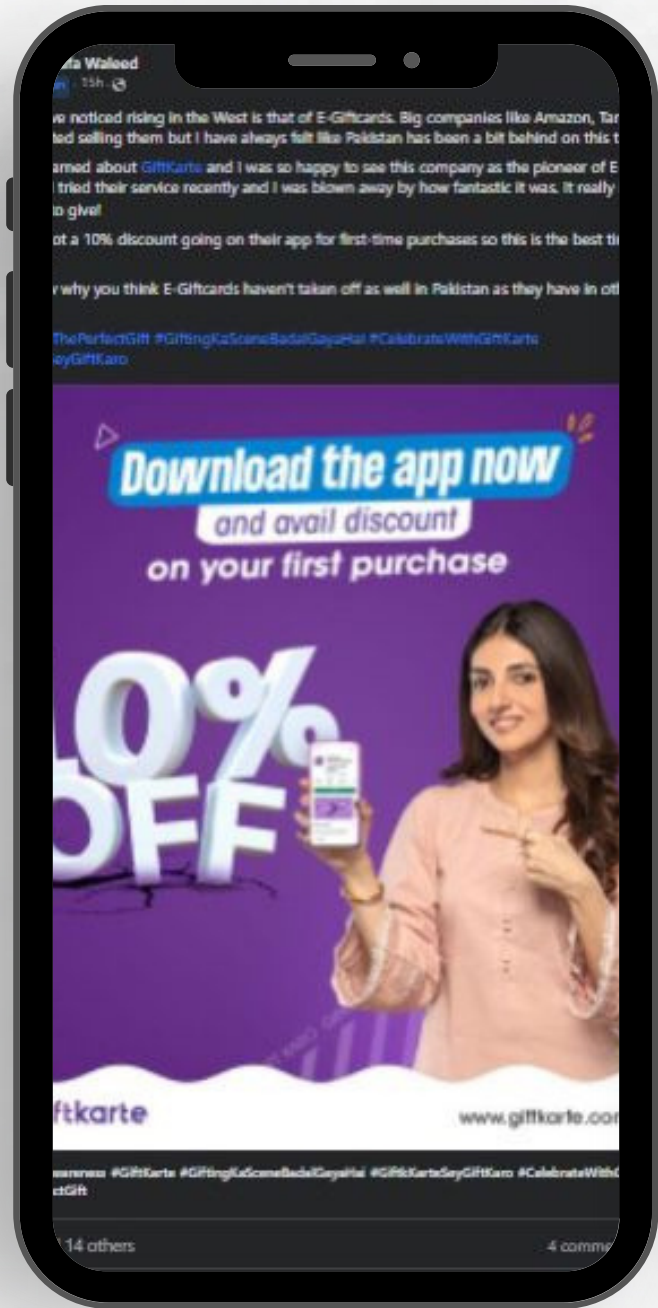
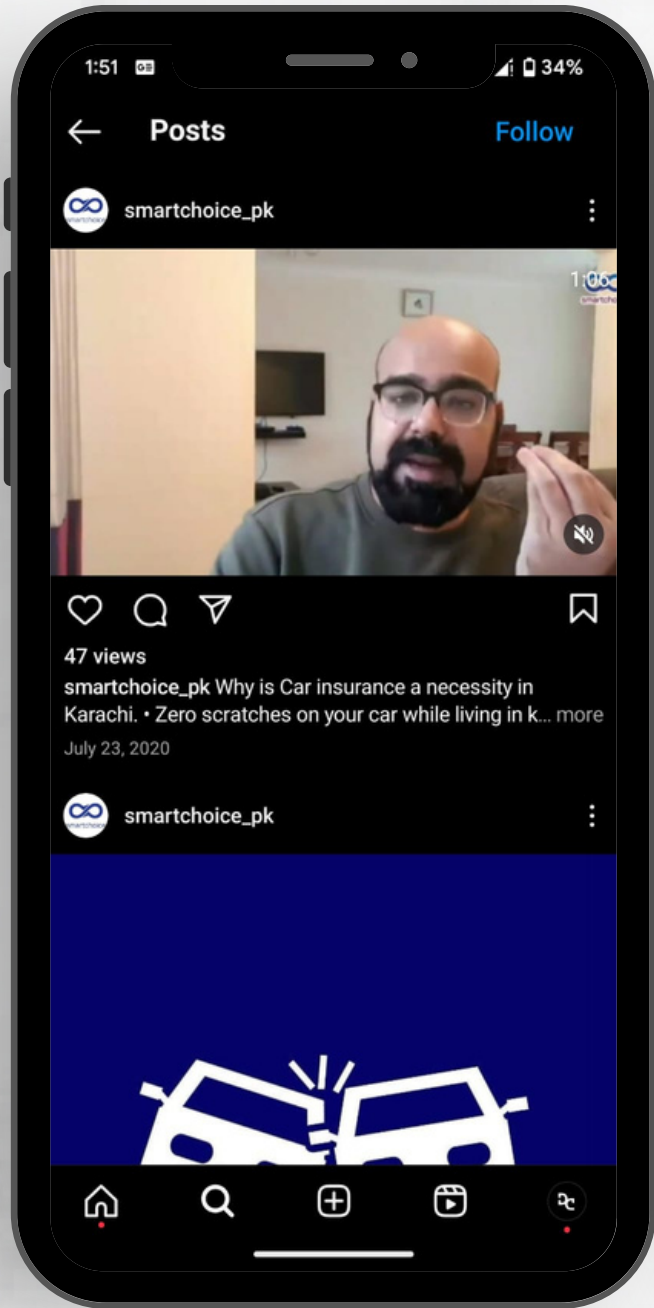
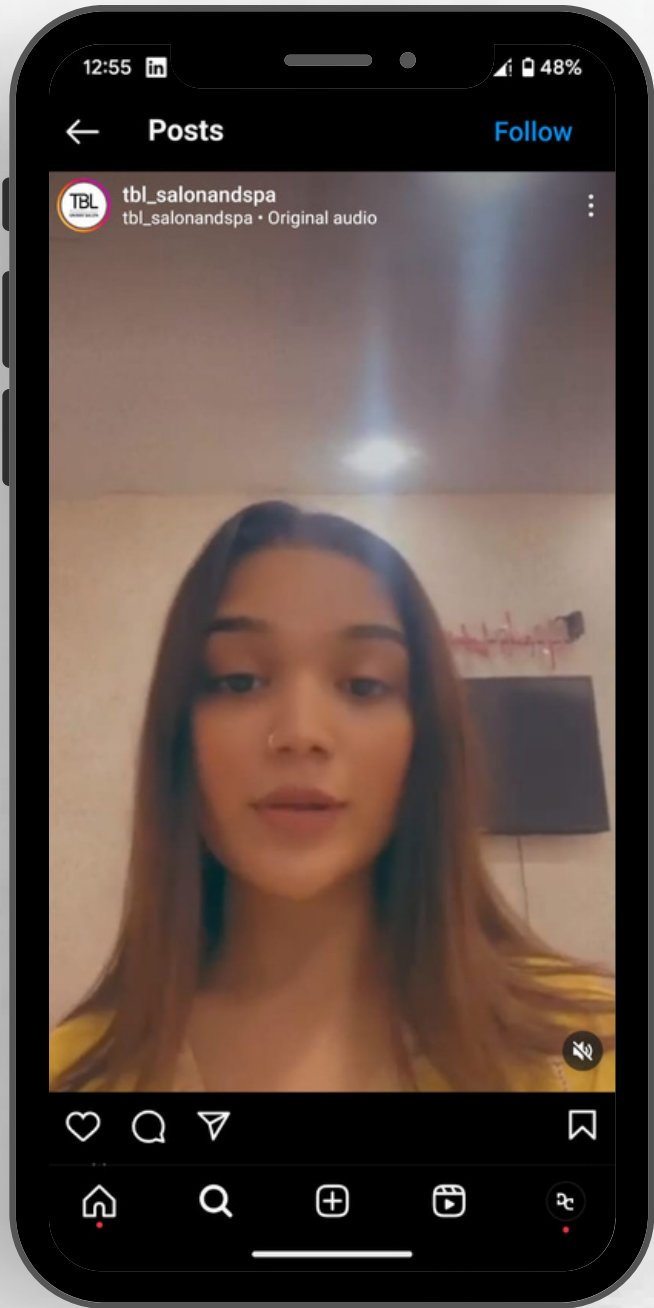
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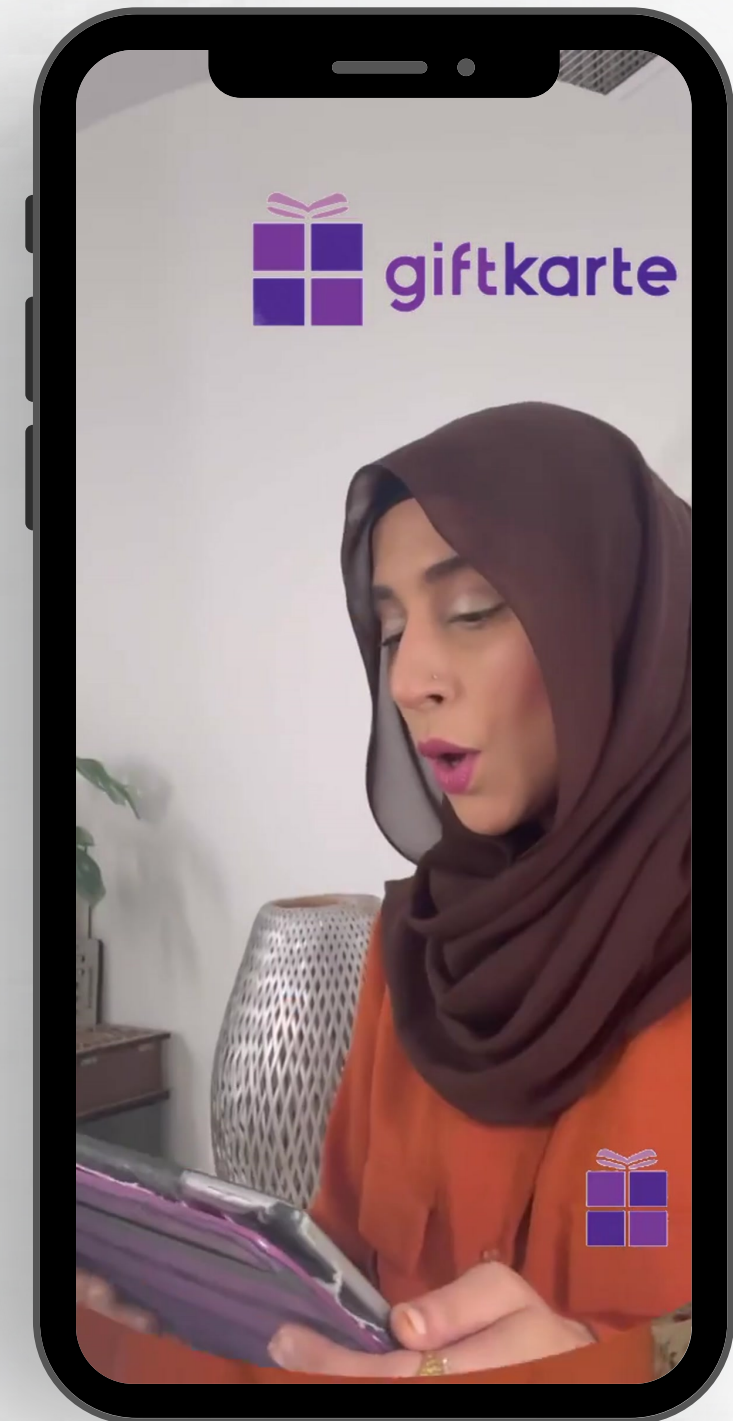
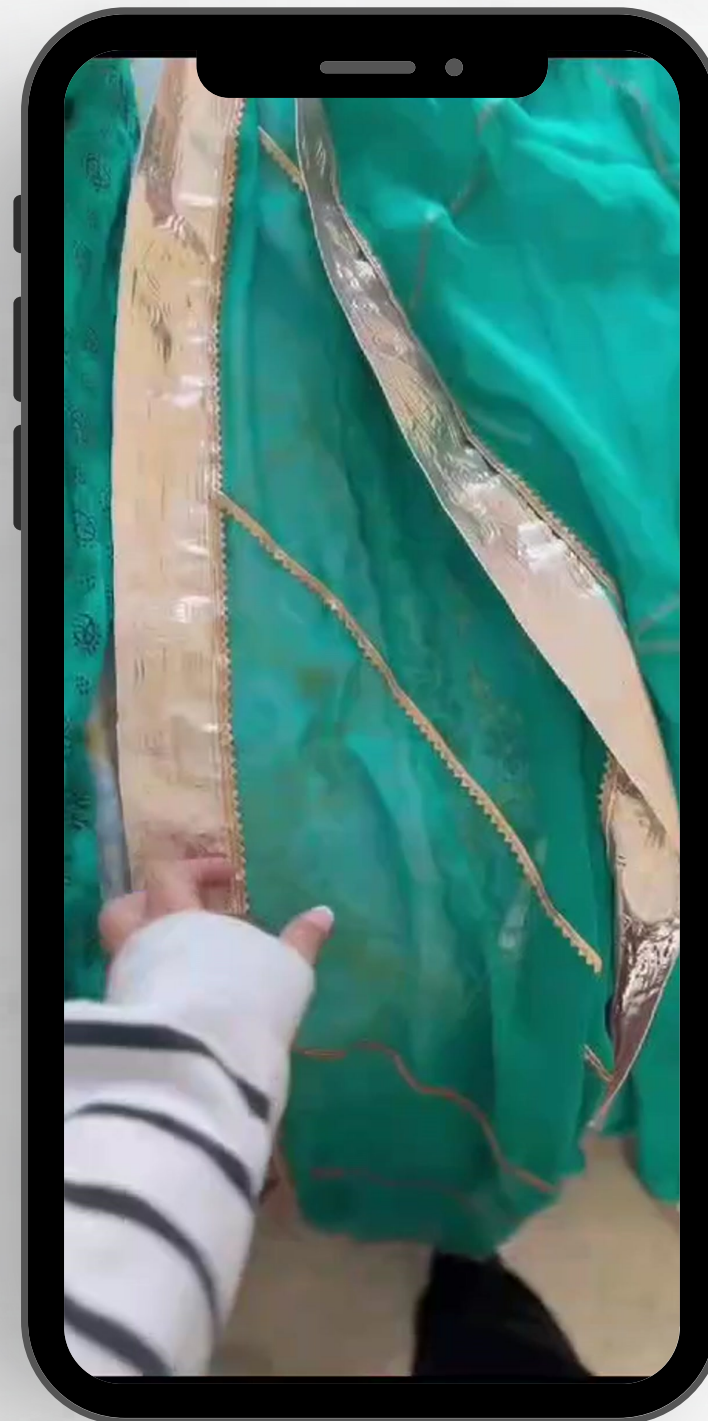
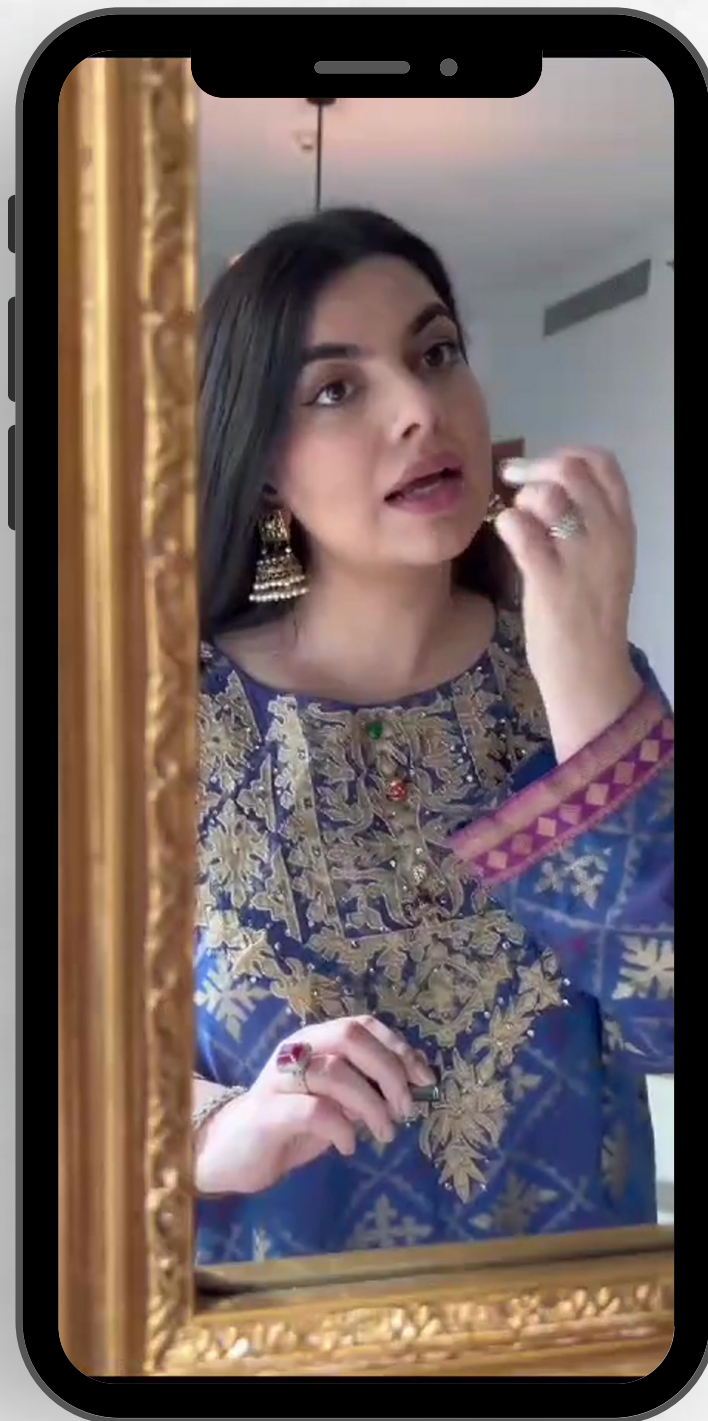
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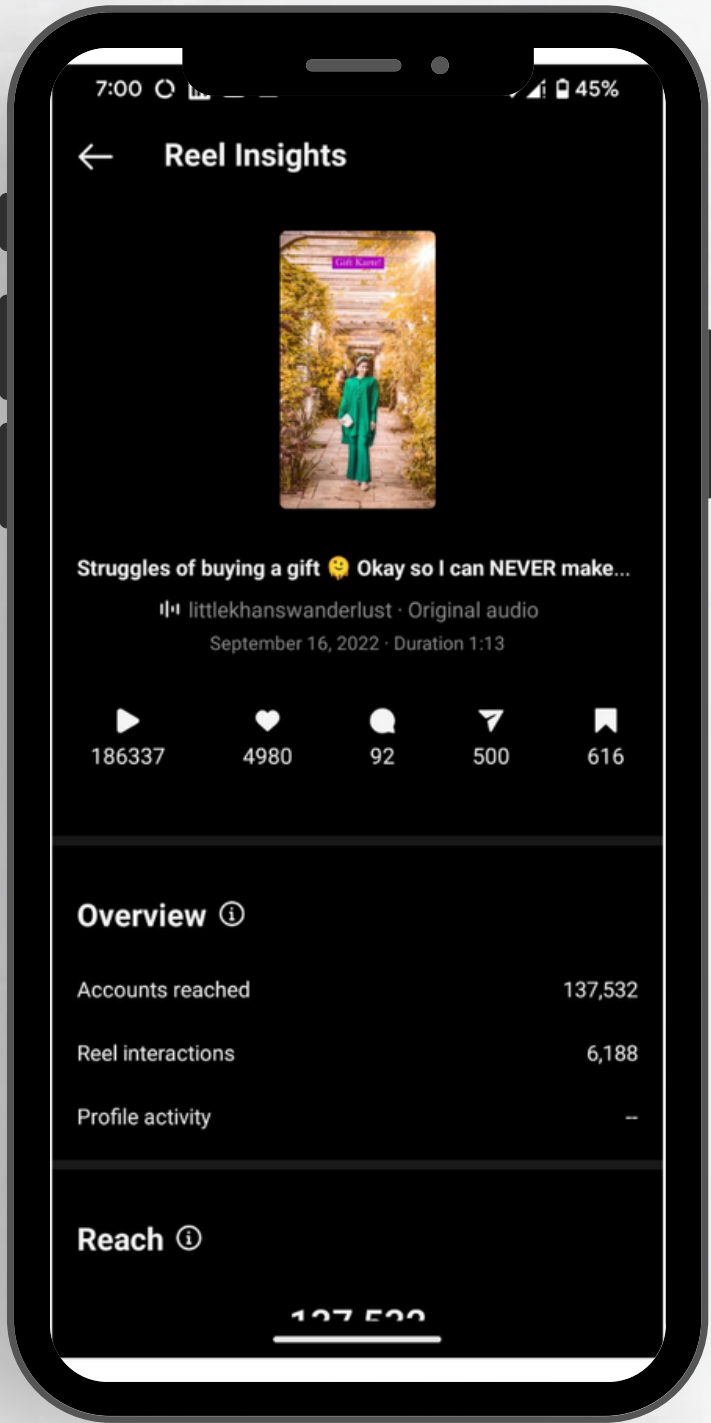
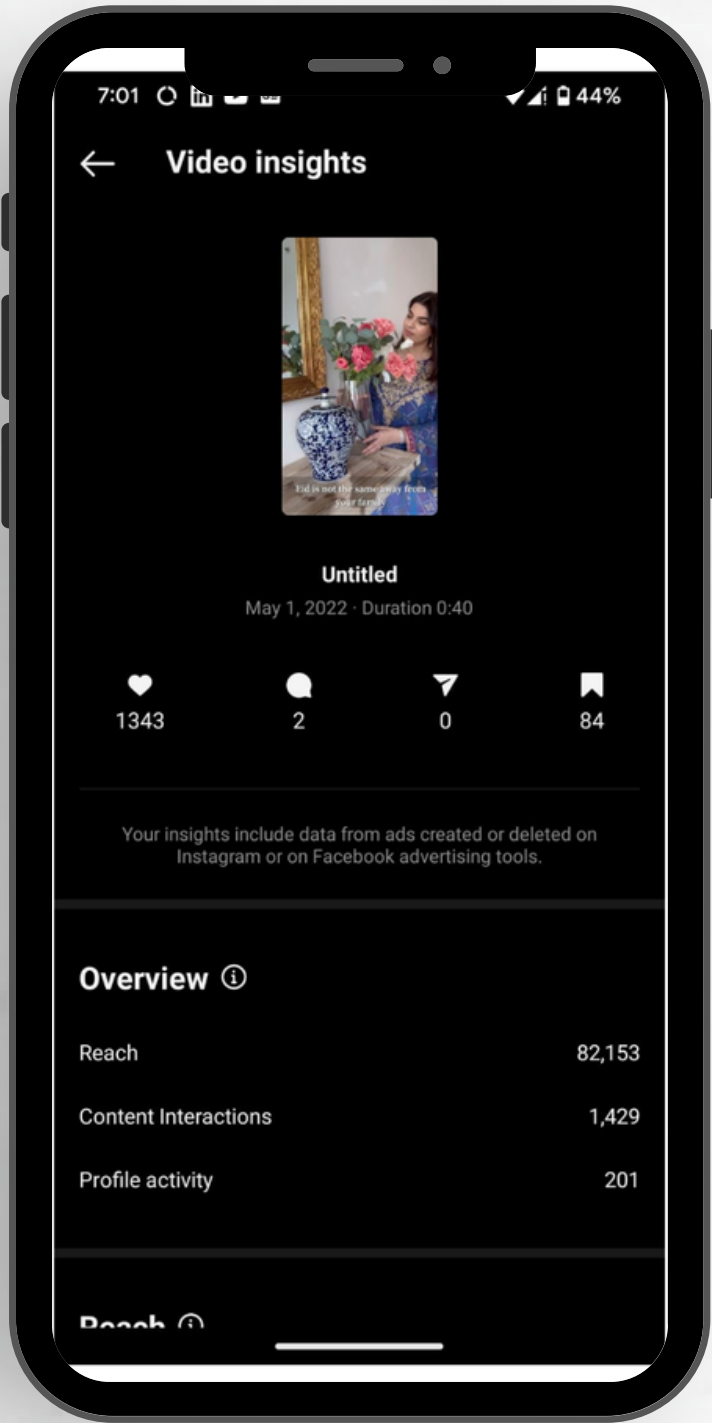
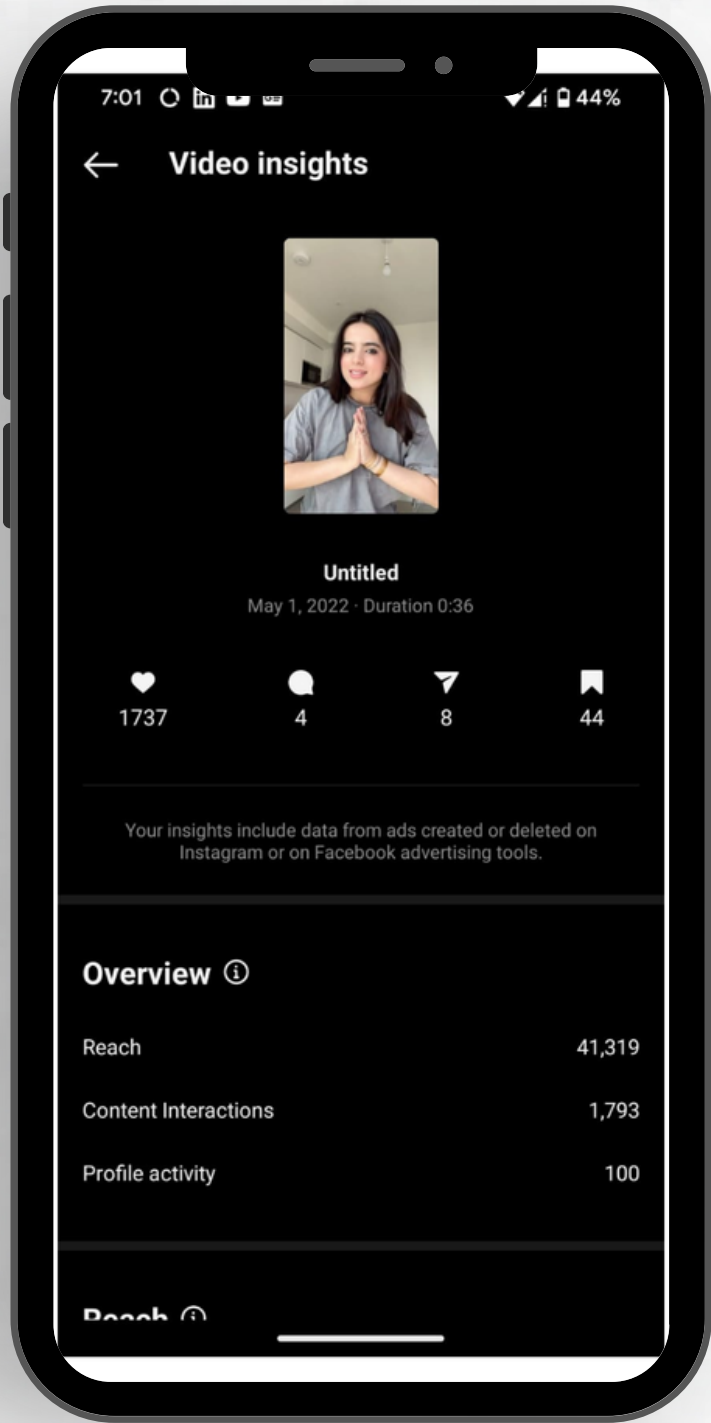
INFLUENCER PR SUCCESS STORIES

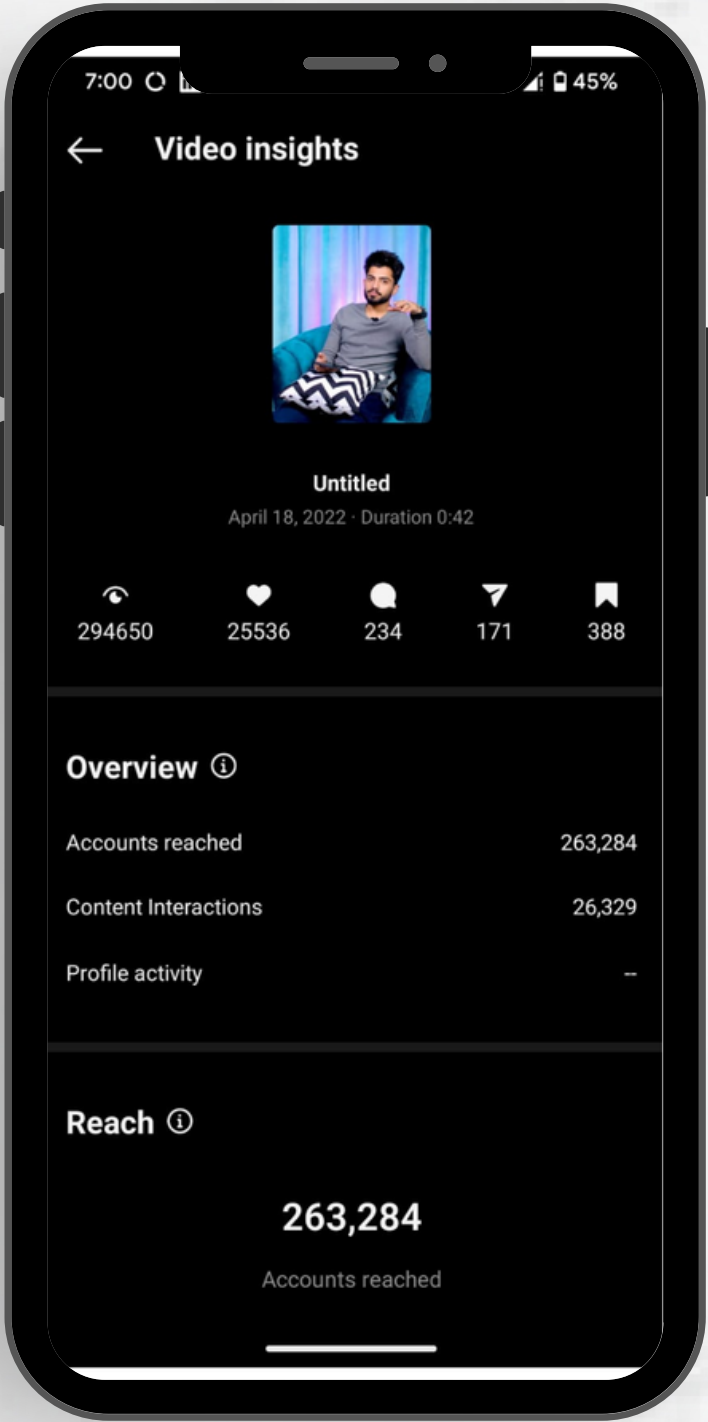
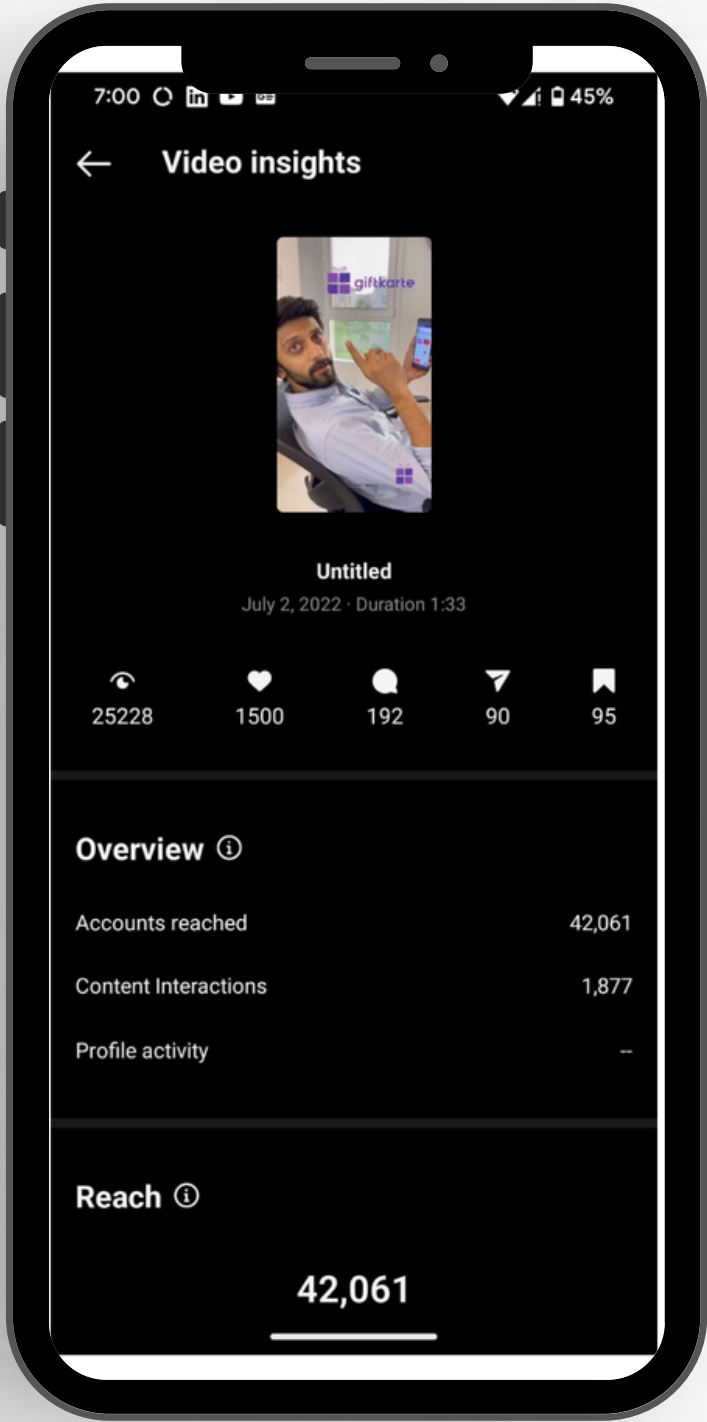
"TDC collaborates with 500+ PR experts, influencers, Top university student ambassador and bloggers in major cities, spanning both local and expat categories."

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REMARKABLE RESULTS

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F A C E B O O K A D S

Pivot Table ▼		Group Breakdowns				Res
Account name ▼	Reach ▼	Impressions ▼	Frequency ▼	Amount spent ↓ ▼	Attribution setting ▼	
TDC_GiftKarte	1,631,928	5,218,674	3.20	Rs346,037.71	7-day click or 1-day view	
Total results 1/1 row displayed	1,631,928 People	5,218,674 Total	3.20 Per Person	Rs346,037.71 Total Spent	7-day click or 1-day view	

F A C E B O O K A D S

Pivot Table

Group Breakdowns

Reset

Account name	Reach	Impressions	Frequency	Amount spent	Attribution setting
TDC_GiftKarte	1,735,427	7,784,232	4.49	Rs839,748.88	7-day click or 1-day view
Total results 1/1 row displayed	1,735,427 People	7,784,232 Total	4.49 Per Person	Rs839,748.88 Total Spent	7-day click or 1-day view

F A C E B O O K A D S

Q Had delivery X Search and filter

Clear Last year: 1 Jan 2022-31 Dec 2022

Pivot Table

Group Breakdowns

4 Reset Column Widths

Customise

Campaign name	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Frequency
Reach Pak DVC - Apr'22	136,065 Reach	136,065	802,200	Rs1,350.76 Reach				Rs183,791.70	5.90
Leads Aug'22	99 On-Facebook leads	36,497	59,937	Rs184.49 On-Facebook leads				Rs18,264.09	1.64
Reach Pak DVC - Jun'22	1,214,717 Reach	1,214,717	3,845,392	Rs120.05 Reach				Rs145,831.66	3.17
Reach Pak DVC - Jul'22	1,125,377 Reach	1,125,377	4,251,489	Rs79.97 Reach				Rs90,000.00	3.78
Reach GiftKarte Aug'22	460,667 Reach	460,667	469,666	Rs26.01 Reach				Rs11,980.16	1.02
Reach Front end GiftKarte ...	54,684 Reach	54,684	54,684	Rs15.40 Reach				Rs842.16	1.00
Reach Ginsoy July'22	256,187 Reach	256,187	339,446	Rs13.66 Reach				Rs3,500.00	1.32
Valentine - Feb'22 - Custo...	6,816 Link Clicks	142,016	319,521	Rs5.13 Link Clicks				Rs35,000.00	2.25
Gift Karte Enagement A...	1,308 Post engagements	22,185	36,378	Rs4.59 Post engagements				Rs5,999.46	1.64
Valentine - Feb'22 - Interes...	8,908 Link Clicks	184,257	338,269	Rs3.93 Link Clicks				Rs35,000.00	1.84
Engagement Jan'21	2,445 Post engagements	24,912	30,850	Rs2.22 Post engagements				Rs5,438.18	1.24
Awareness Khi - Mar'22 - ...	74,500 Estimated ad recall lift (people)	660,482	3,068,683	Rs1.89 Estimated ad recall lift (people)				Rs140,447.40	4.65
	39,000			Rs1.40					
Total results 34/34 rows displayed		4,803,693 Accounts Centre accounts	26,895,136 Total	—				Rs2,620,629.71 Total Spent	5 Per Accounts Centre acco

Customise pivot table

Q Search

Breakdo... Metrics

Popular breakdowns

☒ Campaign name

☐ Ad set name

☐ Ad name

☐ Page name

☐ Ad creative

☐ Age

☐ Gender

☐ Country

☐ Region

☐ Platform

☐ Placement

☐ Objective

☐ Day

☐ Month

Custom breakdowns

+ Create

Level

F A C E B O O K A D S

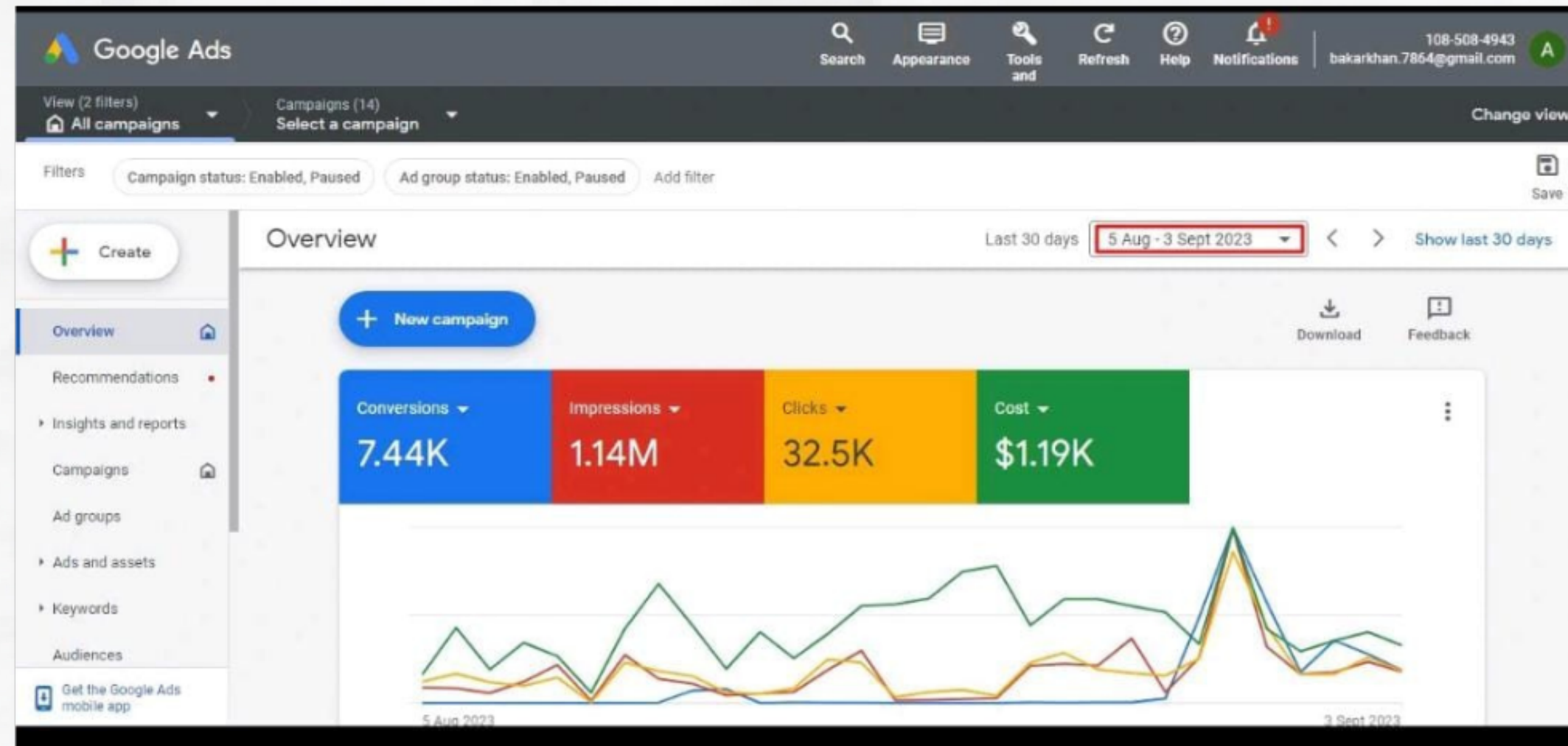
26	3,894	4,840	\$9.23
On-Facebook Leads			Per On-Facebook Le...
41	5,528	6,536	\$5.42
On-Facebook Leads			Per On-Facebook Le...
29	5,921	7,070	\$8.07
On-Facebook Leads			Per On-Facebook Le...
98	17,179	23,275	\$9.01
On-Facebook Leads			Per On-Facebook Le...
91	16,234	21,282	\$9.34
On-Facebook Leads			Per On-Facebook Le...
37	1,763	3,487	\$2.88
On-Facebook Leads			Per On-Facebook Le...
105	10,774	21,130	\$5.53
On-Facebook Leads			Per On-Facebook Le...
44	4,424	7,070	\$3.49
On-Facebook Leads			Per On-Facebook Le...
60	16,240	24,505	\$3.52
On-Facebook Leads			Per On-Facebook Le...

Leads & Cost-Per-Lead (CPL)

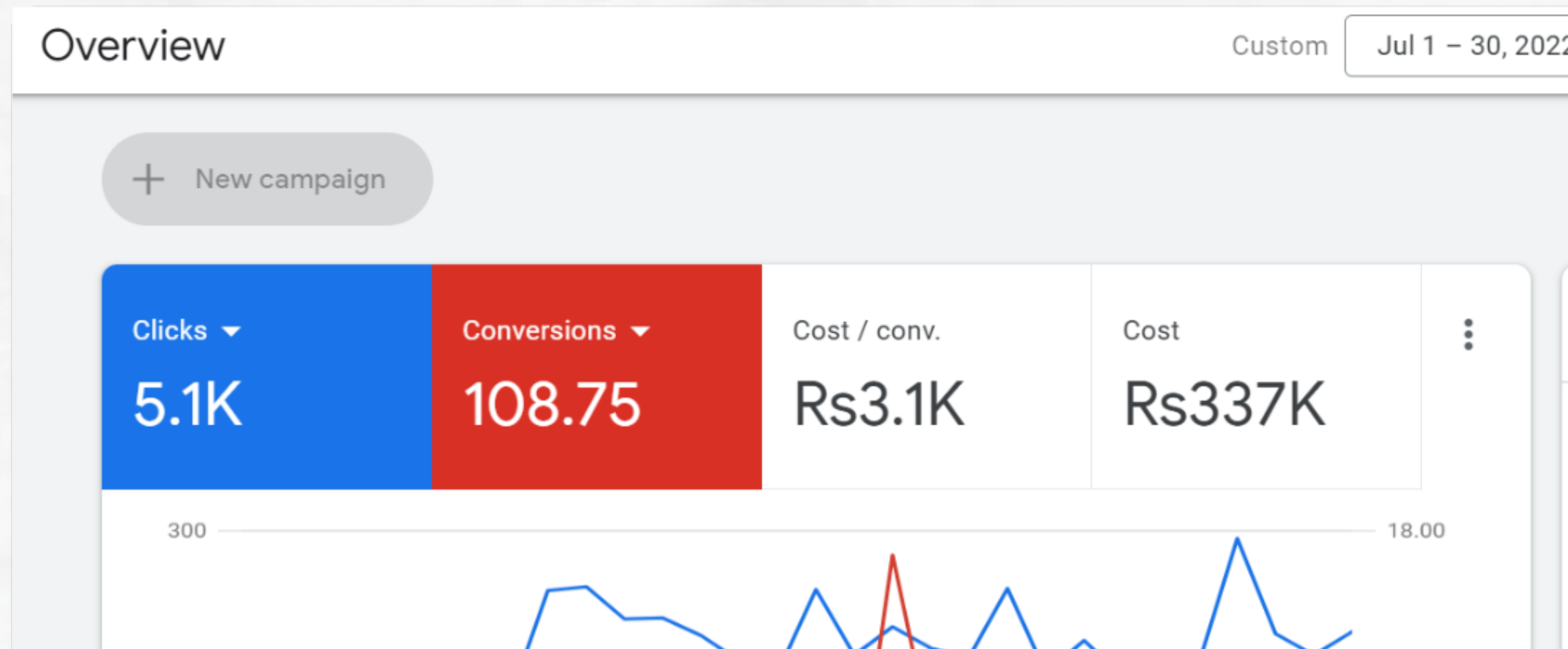
Ad sets	Updated just now	Discard Drafts	Review and Publish
Search and filter			Maximum: 4 Nov 2022-11 Nov 2
Campaigns	Ad sets	Ads	
Create	Results	Reach	Impressions
Off/On	Ad set	Website purchases	Cost per result
UK Newcastle Football 45+	6	11,576	\$16.37
UK Newcastle Football 31-45	7	12,146	\$13.81
UK Newcastle Prem & Football	19	22,158	\$7.92
UK Newcastle Prem 18-30	51	41,902	\$6.13
UK Male Alan Shearer	25	29,091	\$8.13
UK Male 18-65 Newcastle	10	20,721	\$14.87
UK Male 18-30 Newcastle	16	20,565	\$10.26
UK Newcastle Football 18-30	5	11,248	\$15.52
UK Male 45+ Newcastle	6	12,972	\$21.97
UK Male 31-45 Newcastle	4	14,764	\$32.37
Results from 10 ad sets	148	143,008	\$10.22

Campaigns	Ad Sets	Ads
Test	Columns: Sinex Media	Breakdown
Purchases	Cost per Content View	Cost per Add to Cart
11	\$0.19	\$0.77
57	\$0.23	\$0.94
28	\$0.17	\$0.69
8	\$0.47	\$1.74
122	\$0.27	\$0.89
505	\$0.19	\$0.66
62	\$0.13	\$0.38
28	\$0.25	\$0.74
23	\$0.17	\$0.48
73	\$0.21	\$0.64
22	\$0.74	\$2.08
331	\$0.25	\$0.82
85	\$0.20	\$0.60
1,451	\$0.23	\$0.75

G O O G L E A D S



G O O G L E A D S



G O O G L E A D S

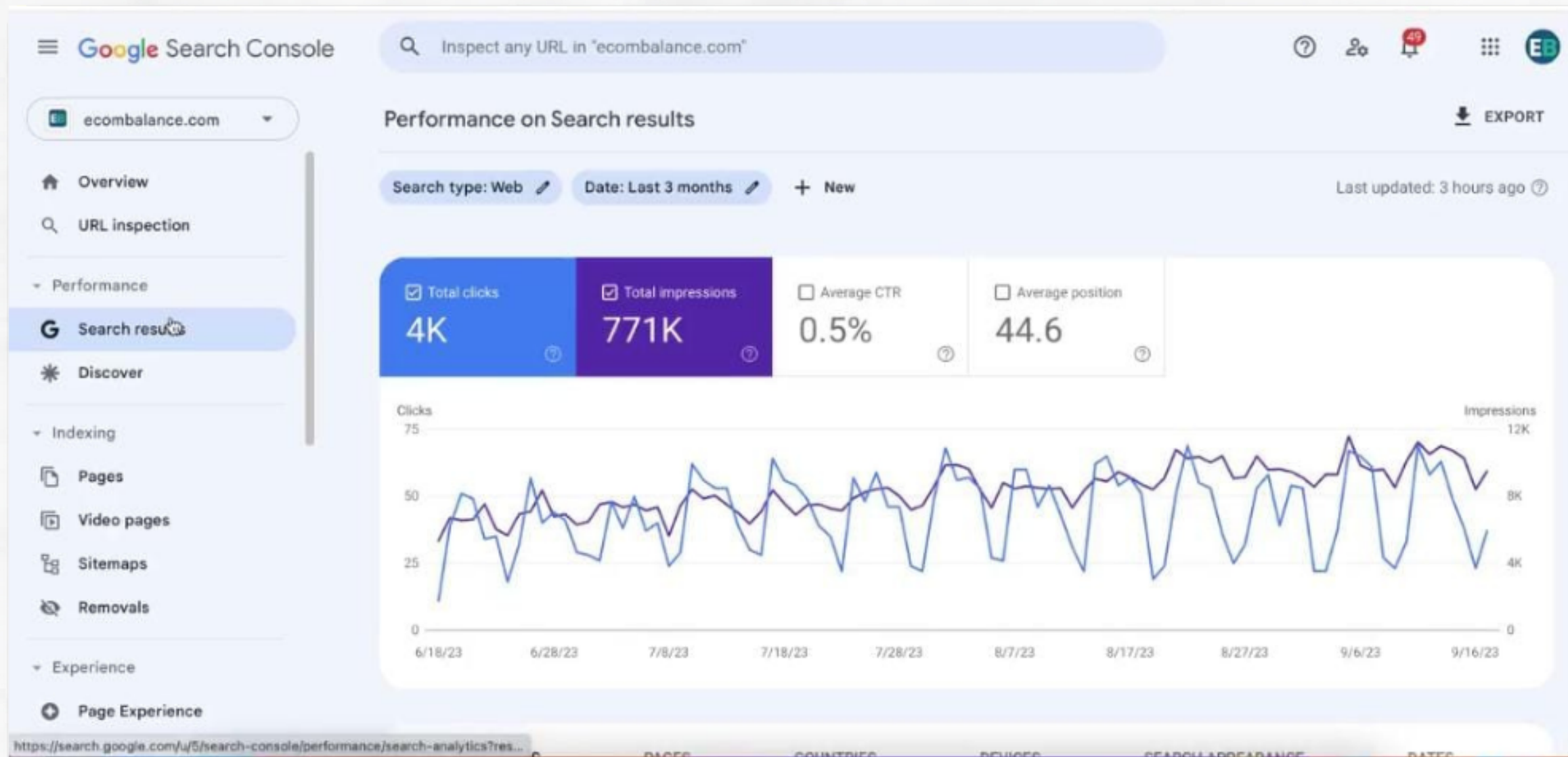
Bid strategy type	Landing page exp.	Ad relevance	↓ Quality Score	Conv. rate	Conv. value	Conv. value / cost	Conversion:	Cost / conv.
				57.50%	4,001,860.65	10.52	263,713.60	PKR23.08
Maximize conversions	Above average	Above average	10/10	12.04%	6,091.38	4.70	21.56	PKR60.17
Maximize conversions	Above average	Above average	10/10	7.84%	72,486.99	1.26	252.12	PKR227.94
Maximize conversions	Above average	Above average	10/10	8.99%	27,960.05	2.87	97.36	PKR100.23
Maximize conversions	Above average	Above average	10/10	11.51%	192,055.91	7.26	669.22	PKR39.53
Maximize conversions	Above average	Above average	10/10	10.20%	6,396.90	3.03	22.24	PKR94.91
Maximize conversions	Above average	Above average	10/10	8.54%	17,130.48	4.99	59.70	PKR57.54

G O O G L E A D S

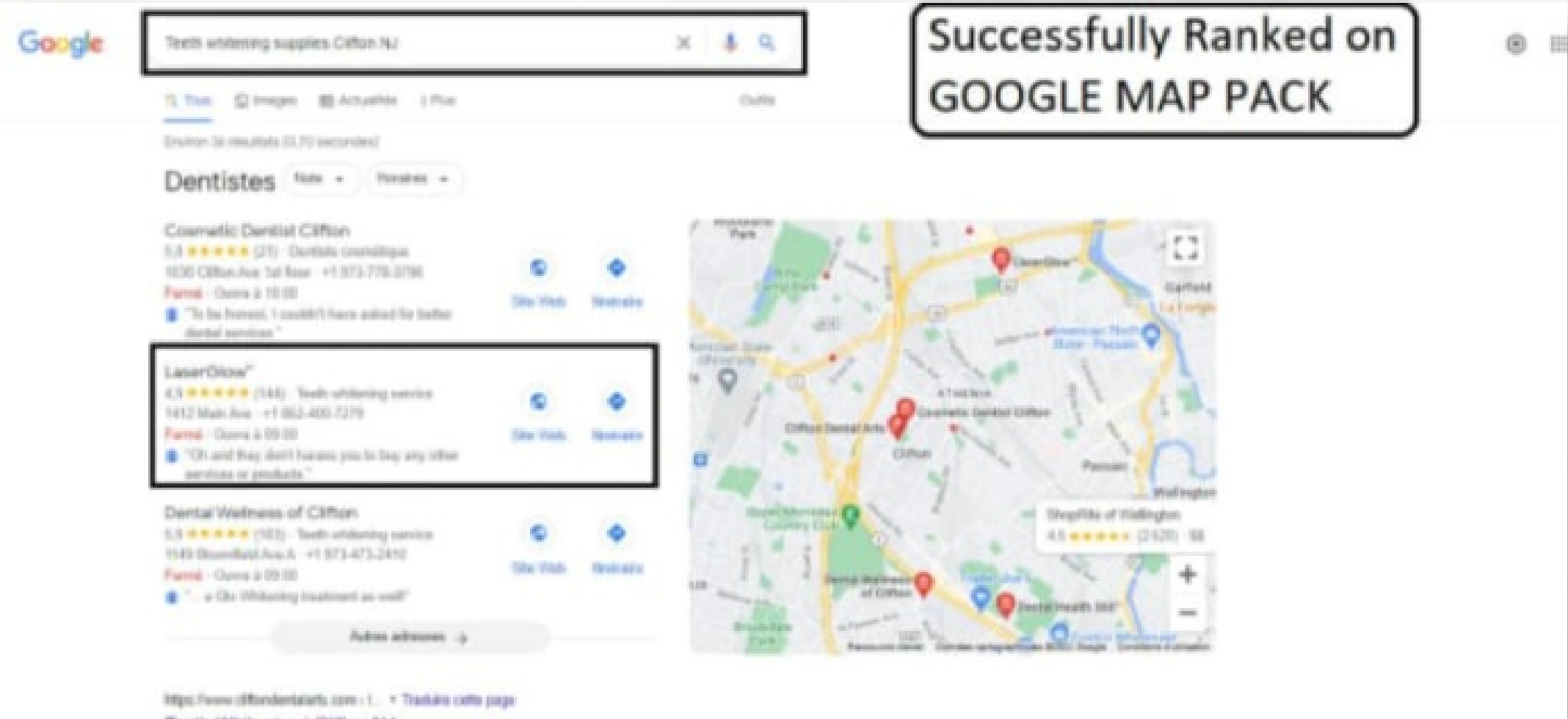
Total cost ⌵	App Install ⌵	Cost per App L... ⌵	App Install (SK... ⌵	Cost per App L... ⌵	Cost per 1,000... ⌵
202.98 CAD	83	2.45 CAD	0	0.00 CAD	5.72 CAD
355.09 CAD	0	0.00 CAD	297	1.20 CAD	5.29 CAD
347.32 CAD	0	0.00 CAD	239	1.45 CAD	4.99 CAD
450.11 CAD	183	2.46 CAD	0	0.00 CAD	8.51 CAD
8,295.27 CAD	0	0.00 CAD	6,850	1.21 CAD	20.67 CAD
5,332.60 CAD	3,302	1.61 CAD	0	0.00 CAD	23.41 CAD
458.44 CAD	104	4.41 CAD	0	0.00 CAD	12.80 CAD
56.00 CAD	0	0.00 CAD	45	1.24 CAD	8.01 CAD
557.48 CAD	366	1.52 CAD	0	0.00 CAD	16.77 CAD
16,166.77 CAD	4,038	4.00 CAD	7,500	2.16 CAD	24.22 CAD

Total cost ⌵	Total Complete Payment ⌵	Complete Payment ROAS ⌵	Value per Co... ⌵	Cost per Com... ⌵	Total Comple
77.55 USD	29	3.71	9.91 USD	2.67 USD	2875
172.82 USD	62	4.24	11.82 USD	2.79 USD	732.8
20.35 USD	4	2.01	10.20 USD	5.09 USD	40.8
6.41 USD	0	0.00	0.00 USD	0.00 USD	0.00
62.03 USD	20	22.23	68.93 USD	3.10 USD	1,378.6
70.09 USD	18	3.25	12.66 USD	3.89 USD	2279
39.95 USD	0	0.00	0.00 USD	0.00 USD	0.00
89.95 USD	25	3.19	11.50 USD	3.60 USD	2873
1,542.16 USD	530	5.01	14.58 USD	2.91 USD	7,727.2

SEO



S E O



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TESTIMONIALS

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I understand the importance of having a strong online presence to drive leads and build a reputable brand.

That's why I decided to hire a digital marketing agency to help me with my lead generation and brand building efforts.

After careful research and consideration,
I chose The Deft Crew Digital Marketing Agency,
and I must say, they have exceeded my expectations
in every way.

CEO

Occasions-Event Planner

Aleem Zaidi



I worked with Majid for quite some time and every time I have an interaction with him, all I can think of is "this guy is a machine".

His ability to ask the right questions at the right time is second to none. Through his questions, he quickly understands what a companies needs are and he decisively turns the conversation into an opportunity. Majid generated so many different opportunities for me that I have never seen before.

More important, Majid has heart of gold and his desire to help people is what I love the most about him. I consider him a true friend, a professional and someone I hope I get the chance to work with him again very soon.

VP. Growth
Rob Quillen
Instant Financial



What impressed me most about Majid was his positive attitude and willingness to take on any challenge. He always had a smile on his face, even when the going got tough, and he was never afraid to roll up his sleeves and get to work.

Steven Smith
Business Director
Bishop Fox



Majid was a great addition to our team. He is a fast learner and always went above and beyond to bring value to the team. Majid would be an asset to any organization.

Tami Kilpatrick
Senior Vice President
Payactiv



I want to extend my heartfelt appreciation to
The Deft Crew for your unwavering loyalty and
dedication to our company. Your commitment and hard work
have been instrumental in our ongoing success.

With deepest appreciation,

Muhammad Osama
Managing Director
Property Prime Time



We have been working with this company from last 1 year and we are quite satisfied with their work, they have increased our online presence in different social media platforms. I will highly recommend them if someone is looking for competitive social media marketing company.

Babar Hussain
Operation Manager
Salt Pakistan



After experimenting with several marketing agencies, I am thoroughly impressed by The Deft Crew. Their approach and expertise clearly distinguish them from the competition. They consistently deliver tangible results and go above and beyond to achieve our objectives. Collaborating with The Deft Crew has been a game-changer for our business. They took charge by constructing Google Ads campaigns from scratch, seamlessly implemented Analytics and Google Tag Manager, and their keyword research was genuinely exceptional. Their step-by-step guidance, including screen sharing, has made the process remarkably transparent and efficient.

Samir Sayyed
CEO, Founder
FBA Start

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