

THE FUTURE OF
MARKETING, BUILT
BY DERNTech



INNOVATIVE

Derntech Solutions is a Results Driven Digital Agency. We Craft Data Led Strategies That Boost Brand Growth, Engagement, and Roi Across E-Commerce, B2B and Service Industries.



**MARKETING IS A SCIENCE
BUT, WE DEVELOP IT INTO ART**

WHAT WE OFFER

WEB
SOLUTIONS

SEARCH ENGINE
OPTIMIZATION

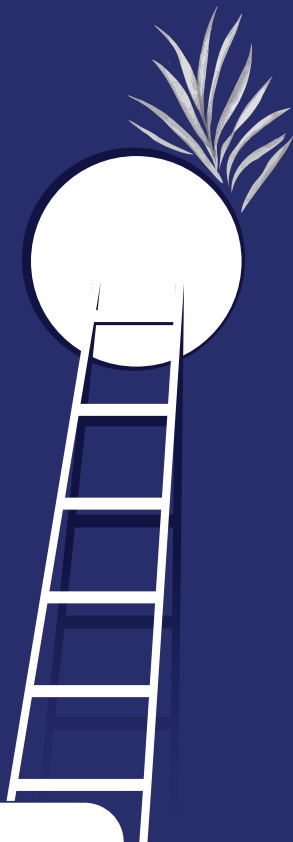
SOFTWARE &
APP DEVELOPMENT

SOCIAL MEDIA
MANAGEMENT

CREATIVE
SOLUTIONS

AUDIO & VIDEO
PRODUCTION

PERFORMANCE
MARKETING

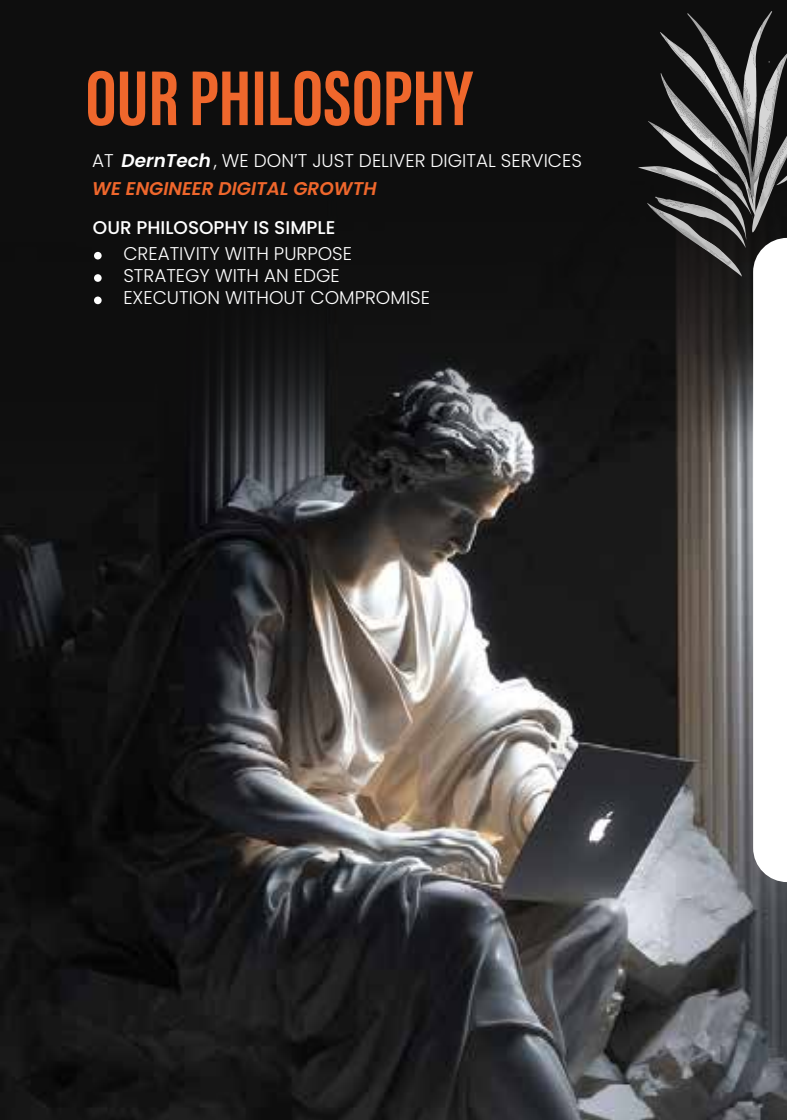


OUR PHILOSOPHY

AT *DernTech*, WE DON'T JUST DELIVER DIGITAL SERVICES
WE ENGINEER DIGITAL GROWTH

OUR PHILOSOPHY IS SIMPLE

- CREATIVITY WITH PURPOSE
- STRATEGY WITH AN EDGE
- EXECUTION WITHOUT COMPROMISE





OUR APPROACH

HERE'S A TURBO-CHARGED, NO-NONSENSE ROAD MAP TO ENGINEER
YOUR CLIENTS' DIGITAL GROWTH FAST, FEARLESS, AND FUTURE-PROOF

Deep Dive & Disrupt

Break assumptions. Rapid SEO, UX, and social scans to uncover hidden opportunities.

Blueprint & Blitz

Data-led strategy. Quickfire ideation to define bold, high-impact concepts.

Forge & Fine-Tune

Build fast, build smart. Conversion-optimized assets with SEO, speed, and security baked in.

Launch & Laser-Focus

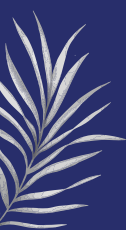
Omni-channel campaigns. Live dashboards + weekly wins/losses= full visibility.

Test & Turbo-Charge

Constant iteration. Test, tweak, and scale what works—drop what doesn't.

Scale & Shockwave

Growth plan. New markets, smarter channels, and quarterly strategy sprints.



DRIVING SCALABLE GROWTH

Precision Led Performance

\$406K+

in managed ad spend

\$9.9M+

in tracked revenue

19.45x

average ROAS
across campaigns

DIVERSE BRAND LEADERSHIP

Steering marketing for multiple brands across



E-commerce



B2B & B2C



Real Estate



Marketplaces



Skincare &
Makeup



Tech based &
SaaS products



Service
based



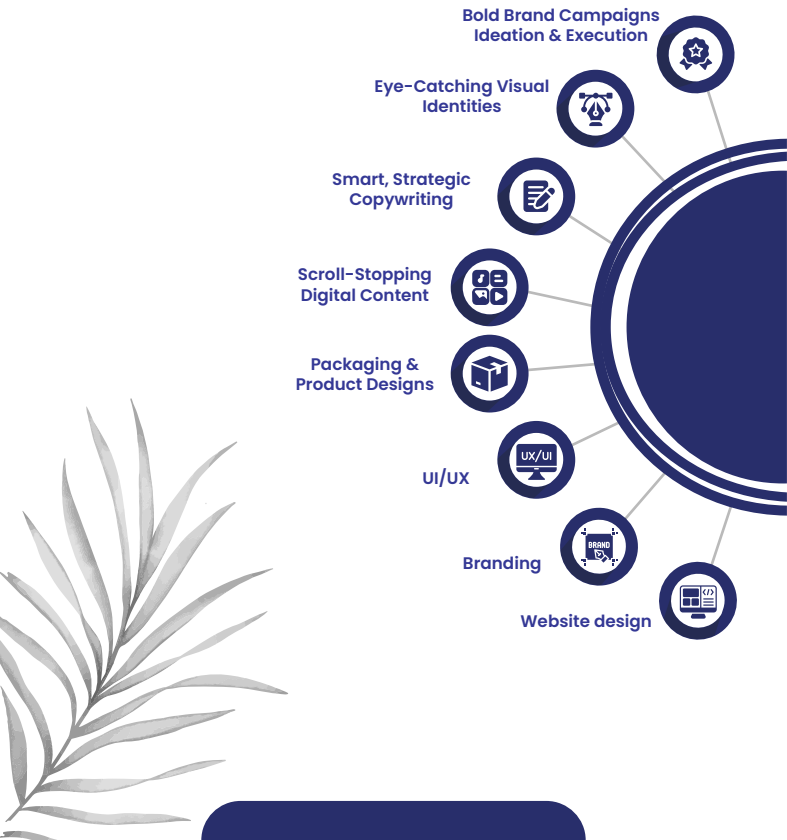
Brands
that believed in
OUR DIGITAL VISION



WEB SOLUTIONS



CREATIVE SOLUTIONS



AUDIO VISUAL PRODUCTION





CRAFTING YOUR BRAND'S UNIQUE IDENTITY

VISUAL IDENTITY SYSTEM

We don't just design logos; we create visual identities that connect. It's a complete system, defining your brand's graphic styles & ensuring a consistent, eye-catching presence.

KEY MESSAGES & VOICE


We craft key messages that address your audience's needs and engage, inspire, and resonate with them.

PERSONALITY & PURPOSE

Every brand has a personality, a purpose that sets it apart. We help you discover and amplify these unique traits.

CENTRAL THEME & CULTURE

A strong brand is built around a central theme and a vibrant culture. We create a narrative that threads through your brand, unifying it with a compelling story.



SEARCH ENGINE OPTIMIZATION

Unlocking the power of SEO

STRATEGIC PROWESS

We don't just optimise your website; we craft a strategic road map tailored to your unique goals.

ADAPTING TO COMPLEXITY

In a field where complexity is the norm, we thrive. We're always at the forefront of industry trends, adapting our strategies to keep your brand on the cutting edge.

RANKING MASTERY

We're not just about traffic; we're about ranking. Our SEO strategies are designed to secure you a prominent position in search results, ensuring your brand's visibility.

CONTINUOUS GROWTH

The complexity of search engines doesn't intimidate us; it inspires us to innovate continuously. We don't rest until your brand achieves the top ranks and maintains them.

SOCIAL MEDIA MANAGEMENT

Social Content That Sparks Connections

NICHE BUILDING

We'll help you carve out a niche that's not just about your brand but also about your audience's passions and interests.

LEVERAGING YOUR BRAND

Instead of just promoting your products or services; we bring your brand to life by telling a compelling story that resonates with your target market.

TRANSLATING YOUR VISION

We understand that your brand is an extension of your vision. We ensure that every piece of content reflects your core values and goals.

CONNECTING WITH CONSUMERS

We're not just about followers; we're about fostering real connections with your consumers. It's about sparking conversations, eliciting emotions, and building trust.

PERFORMANCE MARKETING

Performance You Can Measure

IMPECCABLE RESEARCH

We delve deep into market trends, competitors, and customer behaviours, uncovering hidden gems of opportunity.

CUSTOMER INSIGHTS

Your customers aren't just data points; they're the heartbeat of your success. We turn insights into actions, forging meaningful connections.

ACCOMPLISHED MINDS

Our team isn't just experienced; they're visionaries in the world of performance marketing. They thrive on challenges and turn them into victories.

EXCEEDING OBJECTIVES

We don't stop at 'good enough'. We push boundaries and exceed campaign objectives, delivering unmatched results.

PERFORMANCE MARKETING

OMNI CHANNEL MARKETING

Our strategy encompasses omni channel marketing, ensuring we connect with our audience across various touch points, from multiple platforms email and push notifications.

This approach ensures a unified brand experience, enhancing your visibility, engagement, and conversions.

DATA DRIVEN APPROACH

We thrive on data. Through robust data analytics, we gain valuable insights into customer behaviours, preferences, and market trends. This data-driven strategy empowers us to make informed decisions, resulting in improved targeting, personalization, and a higher return on investment.

CONTENT JOURNEY

One size doesn't fit all. Our approach revolves around crafting customized content journeys. Each piece of content is tailored to meet the unique needs & pain points of different customer segments. This level of personalization is the key to boosting engagement, building trust, and driving conversions.



CONTENT PERSONALIZATION

Personalized content, powerful impact



FUNNEL STRUCTURE



AUDIENCE OVERVIEW

TOP FUNNEL

Interest based audience
Lookalike audience
Broad audience

MID TO BOTTOM

Social engagers
Website visitors
Past purchasers
Custom data

BOTTOM

Abandoned Cart
Abandoned Checkouts
Abandoned Views

CUSTOMR JOURNEY

TOP FUNNEL

Crafting a Comprehensive Content Journey
Enhanced Website Content
Connecting Content with Brand's Image

MID TO BOTTOM

Category-Specific Optimization
Enhanced Website Content
Boost Sales with Personalized
Recommendations

BOTTOM

Target Abandoned Carts &
Views with Dynamic
Catalogue Ads

CASE STUDIES

How insights fueled innovation & sparked measurable impact



STORIES OF SUCCESS, BACKED BY DATA

See how we drive digital excellence





SHAHNAZ ANIS

40%

reduction in sale
to spend ratio

28%

increment in
global sales

52%

increase in
revenue



Lower cost
per purchase



Boost in
store visits

YEAR 2025

Shahnaz Anis is now not only visible it's remembered.
And that's the power of performance with purpose.






THE CHALLENGES

In 2024, The sale-to-spend ratio was increasing, and store footfall was steadily declining. International visibility was minimal, and while the product quality spoke volumes, the brand lacked awareness and audience trust both locally and globally.

OUR STRATEGY

- Utilized in-store video content featuring designer-owner insights to boost engagement & footfall
 - Rolled out influencer PR videos to build trust and validation
 - Activated local & international content and exhibitions for across borders reach
 - Ran personalized bridal/formal campaigns to capture high-intent leads
 - Refined audience targeting by interest & engagement for efficient spend
 - Used data to identify trending products and pushed them strategically in ads
- 



KURTA CORNER
GIVING STYLE TO TRADITION



+240%

International Growth

+279%

Increase in Orders

+66%

Boost in
Conversion Rate

+218%

Sales Growth Overall



SCALING TRADITION WITH STRATEGY

From local potential to global presence,
Kurta Corner is now positioned to lead, not follow.



THE CHALLENGES

In Year 2024 Kurta Corner came to us facing challenges typical of a growing local brand. While ad spend was increasing, sales were flat. Global orders were minimal, and major product categories lacked visibility. The website wasn't converting, and brand trust had yet to be earned, especially in international markets.

OUR STRATEGY

- Expanded content mix to include UGC, reviews, testimonials & in-house lifestyle videos
- Enabled WhatsApp for groomwear, driving high-intent lead conversions
- Used validation-focused content to build international trust
- Activated under-utilized categories to enhance product visibility & sales
- Optimized website journey — revamped category & product pages for better conversion
- Leveraged data to identify & promote high-potential products across platforms
- Delivered platform-wide brand enablement for sustainable growth





+119%

Sales Growth

+80%

International Growth

+109%

Increase in Orders

+125%

Growth in Pakistan

4.12%

Ad Spend Ratio



TURNING PRECISION INTO PERFORMANCE

Iznik now operates with balance, reach, and performance—scaling smarter, not just louder.



THE CHALLENGES

In Year 2024 Iznik aimed to scale—but not at the cost of efficiency.

The brand needed to **control the sale-to-spend ratio**, **expand across borders**, and **reduce rising return rates**.

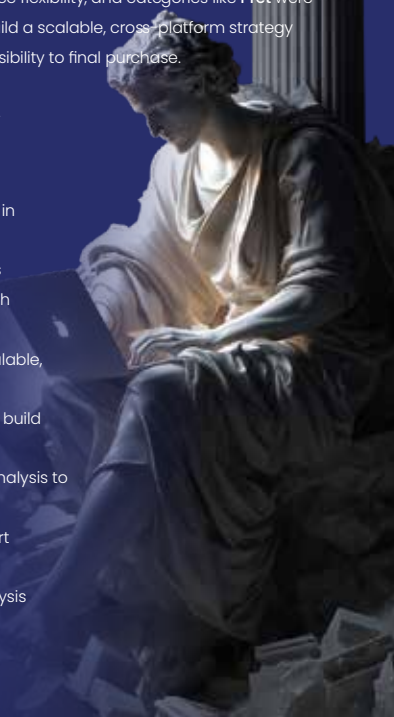
Heavy reliance on Meta limited performance flexibility, and categories like **Pret** were under-utilized. The challenge was clear; build a scalable, cross-platform strategy while tightening the funnel from product visibility to final purchase.

OUR STRATEGY

We led a holistic transformation, grounded in strategy, supported by data.

Launched omnichannel campaigns across Meta, Google, TikTok, email & push each with tailored strategies

- Built custom international funnels for scalable, personalized user journeys
- Used localized, culture-driven content to build trust across markets
- Helped brand conduct an operational analysis to reduce return rate from 25% to 14%
- Enabled all product categories to support complete funnel journeys
- Scaled Pret category through trend analysis and UGC-driven content





MANA™

HAND BLENDED COSMETICS

Feb '24 vs Jan '24

+28%

Sales Growth

+28%

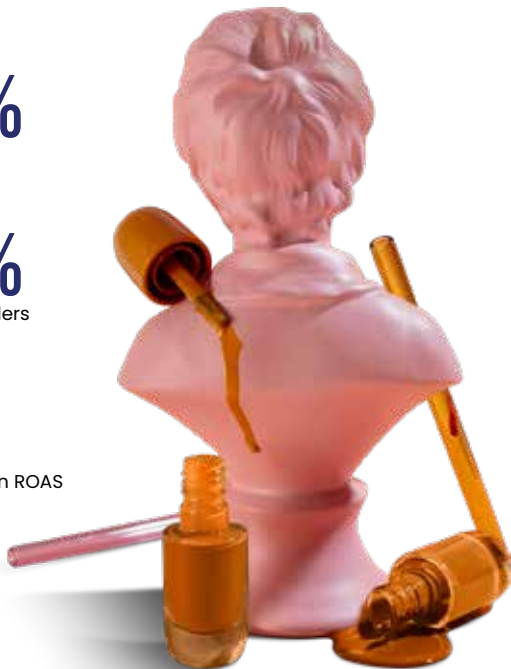
Increase in Orders

49%

Improvement in ROAS

33%

Reduction in
Cost per Result



MARKETING THAT TRANSLATES TO GROWTH

Mana's growth in a historically quiet month is proof that with the right mix of content, targeting, and strategy any cycle can be converted into opportunity.



THE CHALLENGES

In early 2024, Mana needed to overcome stagnant growth and improve return on spend—particularly in February, a typically slow-performing month for skincare and wellness brands. The brand was relying heavily on existing customers, with limited visibility on emerging products and a static content approach that lacked relevance and conversion power. The mission: drive new customer acquisition, unlock untapped product potential, and scale growth.

OUR STRATEGY

As brand consultants and performance marketers, we restructured Mana's approach from funnel to foundation:

- Rebalanced media budget from retargeting to top-of-funnel prospecting
- Shifted content strategy from static to video-driven, including product demos, UGC, influencer clips, and FAQ-based storytelling
- Tailored creatives to address consumer pain points and product USPs
- Improved website experience and user journey with CRO recommendations
- Enabled email marketing & push notifications for lifecycle engagement





48%

increase in sales
(MoM)

2X

improvement in ROAS

216%

overall growth rate



optimized
ad spend



Reduced
ad spend

LUXURY & FORMAL FASHION

By blending direct communication with high-conversion performance funnels, we helped Vardah Alam turn luxury interest into real business results.





THE CHALLENGES

Vardah Alam, a premium fashion label, faced two key hurdles:

- Low order volume for formal and luxury wear
- Limited appointments for bookings and personalized consultations

OUR STRATEGY

We crafted a dual-funnel performance plan aimed at boosting conversions and deepening customer engagement:

- WhatsApp Campaign
- Lead Generation Campaign
- Creative Approach

Content focused on storytelling and problem-solving—positioning the brand not just as a seller, but a style consultant and experience provider



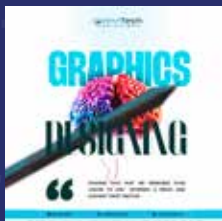


PORTFOLIO

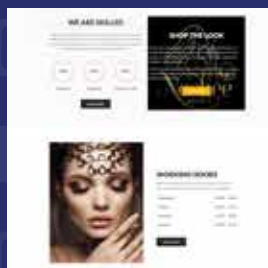
Strategy Meets Stunning Design



SOCIAL MEDIA CREATIVES



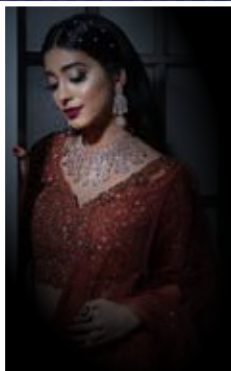
CREATIVES HIGHLIGHTS



CREATIVES ADS



FASHION SHOOT



PRODUCT PHOTOGRAPHY



FINANCIALS & SCOPE

Performance MARKETING

*INCLUDES ALL DIGITAL PLATFORMS

MONTHLY RETAINER

- Rs. 100,000 (Minimum Retainer) or percentage of Sales (Whichever is higher) or Ad Spent Model.

AD SPENT MODEL

- 20% of Adspent for Rs. 0.5-01 Million
- 15% of Adspent for Rs.01 Million and above

SALES MODEL

- 2.5% of Sales fir 10-20 Million Sakes.
- 3% of Sales for uptop Rs. 10 Million Sales.
- 2% of Sales for sales 50 million and above.
- 2.25% of Sales for 20-50 Million Sales.

Social Media MANAGEMENT

MONTHLY RETAINER

Rs. 100,000

FINANCIALS & SCOPE

Search Engine OPTIMIZATION

MONTHLY RETAINER



Website MAINTENANCE

MONTHLY RETAINER





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