

# 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



# 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**



MMALL



taar



# WEB SOLUTIONS

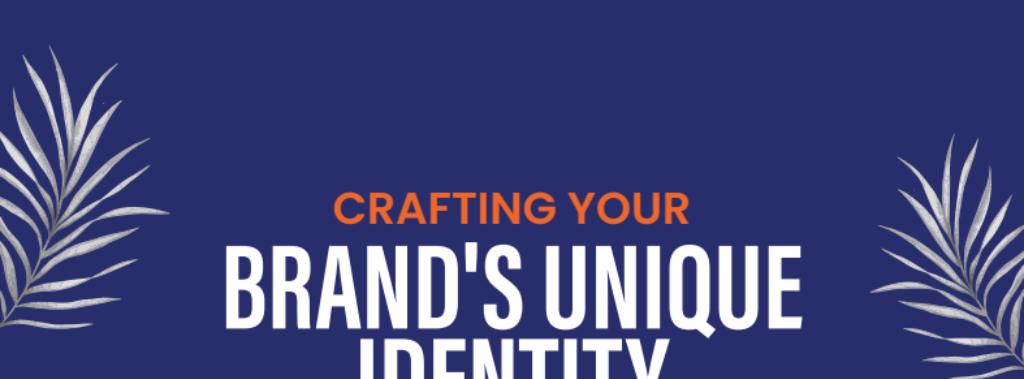


# CREATIVE SOLUTIONS



# 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.*

## 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.*

## 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.*

## 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

## CUSTOMER 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.**

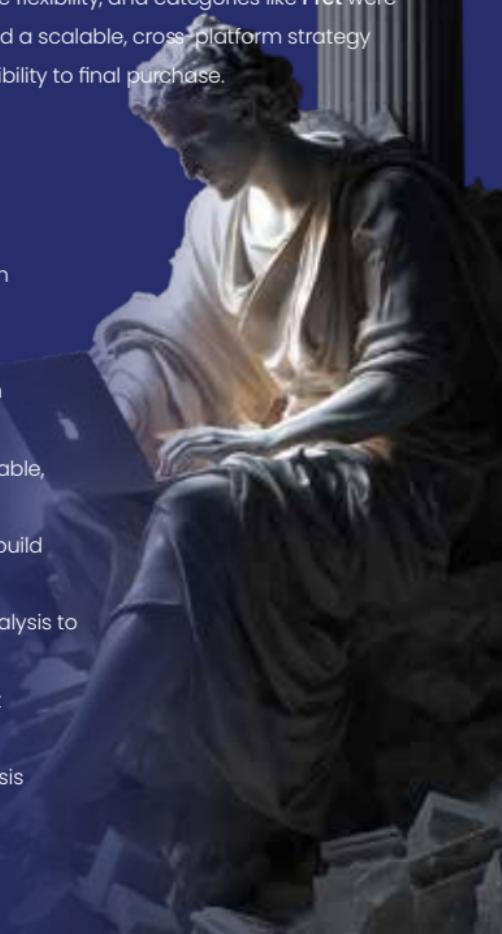
Heavy reliance on Meta limited performance flexibility, and categories like **Pret** were under-utilized. The challenge was clear; build a scalable, cross-platform strategy while tightening the funnel from product visibility to final purchase.

## 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





**MANĀ™**  
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

Manā'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

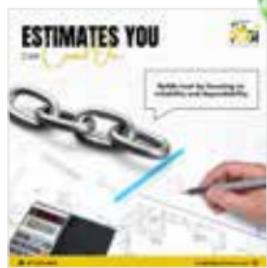
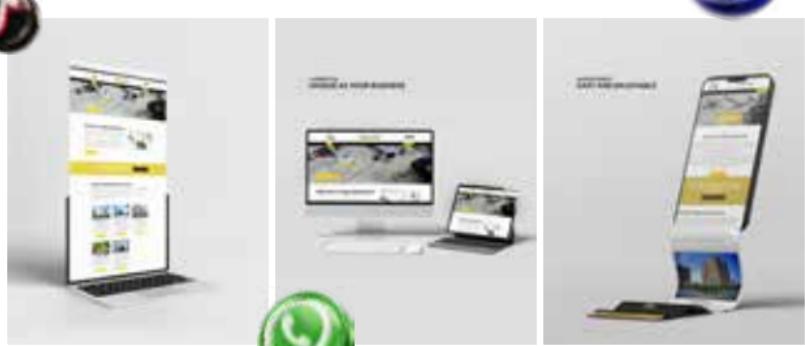
Content focused on storytelling and problem-solving—positioning the brand not just as a seller, but a style consultant and experience provider





# PORTFOLIO

Strategy Meets Stunning Design



ESTIMATES YOU

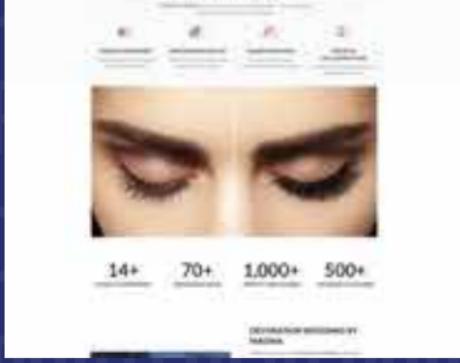
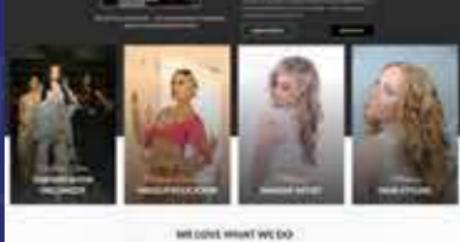
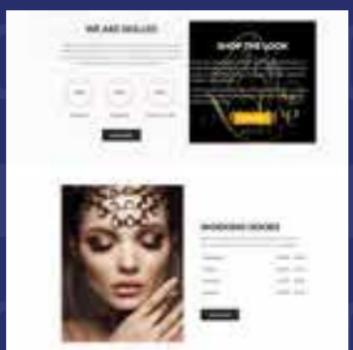
DIGI ESTIMATES  
STAND ABOVE THE COMPETITION: PRECISION BIDS FOR CONTRACTORS



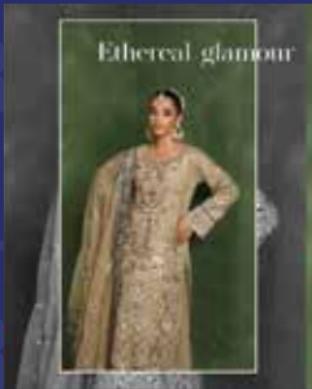
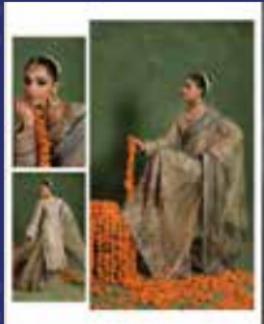
# SOCIAL MEDIA CREATIVES



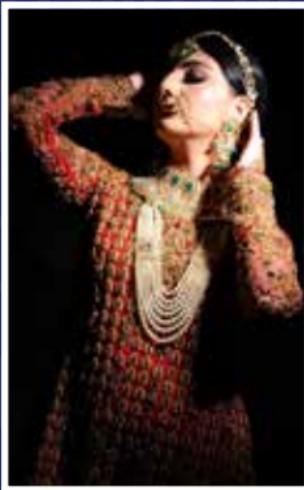
# CREATIVES HIGHLIGHTS



# 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 for 10-20 Million Sales.
- 3% of Sales for upto 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

<b>Rs. 100,000</b> (3 On-Page + 3 Off-Page Blog)	<b>Rs. 120,000</b> (4 On-Page + 4 Off-Page Blog)	<b>Rs. 160,000</b> (6 On-Page + 6 Off-Page Blog)
<b>Rs. 200,000</b> (8 On-Page + 8 Off-Page Blog)	<b>Rs. 240,000</b> (10 On-Page + 10 Off-Page Blog)	

## Website MAINTENANCE

### MONTHLY RETAINER

**Rs. 50,000**



## CONTACT US



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