



# COMPANY PROFILE

[www.cuematrix.com](http://www.cuematrix.com)



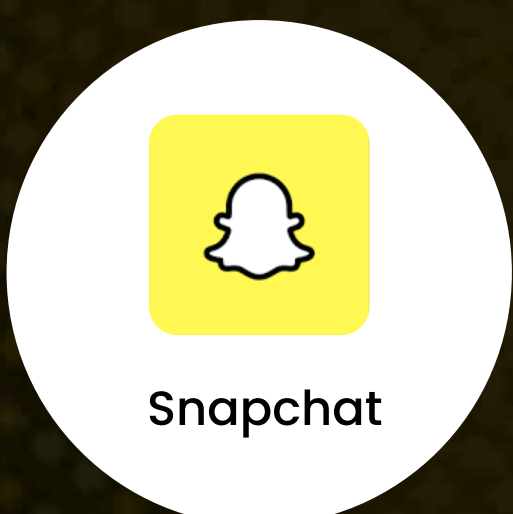
# INTRODUCTION

**Cuematrix Marketing Agency** is a results-driven Digital Marketing firm specializing in performance marketing, media buying, and innovative strategies.

Our experienced team harnesses cutting-edge tools and data-driven insights to amplify digital presence, optimize customer engagement, and drive sustainable growth for business.



# OFFICIAL PARTNERS

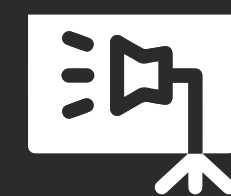


# SERVICES

DIGITAL  
MARKETING



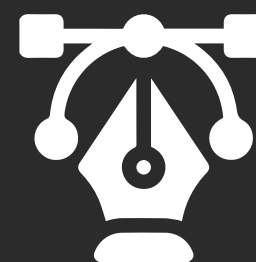
SEARCH ENGINE  
OPTIMIZATION



WEBSITE, APP &  
SOFTWARE  
DEVELOPMENT



GRAPHIC  
DESIGNING



PRODUCT  
PHOTOGRAPHY  
& VIDEOGRAPHY







# Product PHOTOGRAPHY & VIDEOGRAPHY





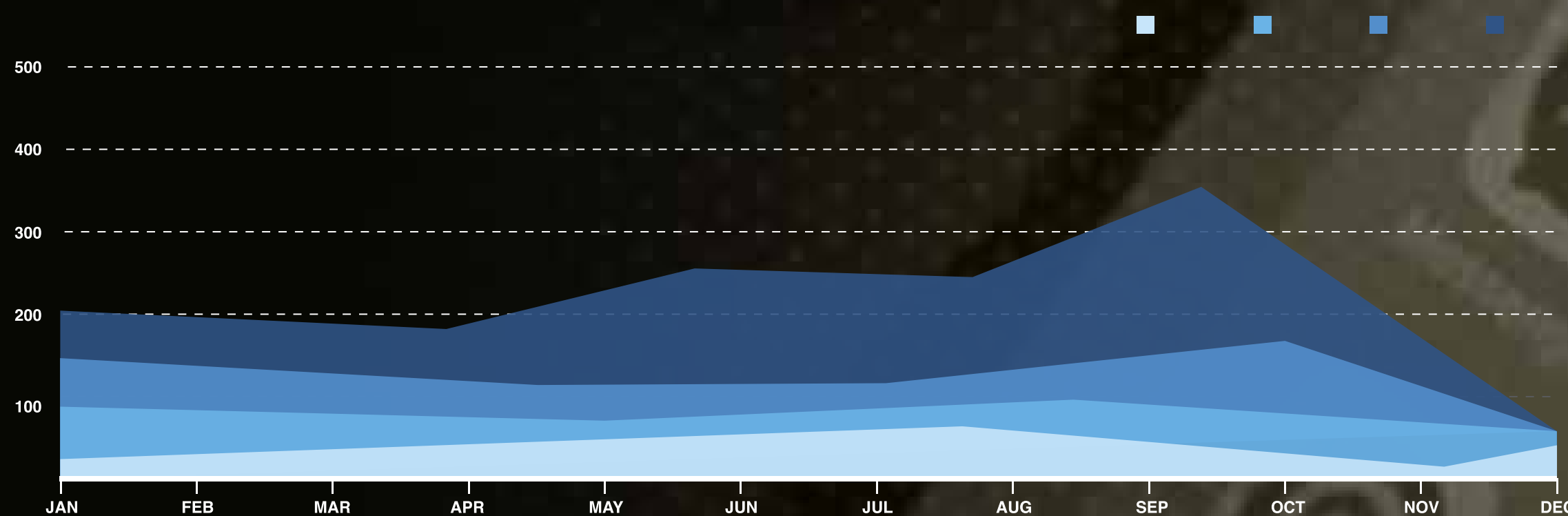
# WEBSITE DEVELOPMENT



# THE PYRAMID OF **BUSINESS SUCCESS!**



# Effective Social Media MARKETING CAN BOOST YOUR PRESENCE ON SOCIAL MEDIA





# Shopify ANALYTICS



| Budget              | Amount spent                  | Results                       | Purchase ROAS<br>(return on ad spend) | Website<br>purchase ROAS<br>(return on ad) |
|---------------------|-------------------------------|-------------------------------|---------------------------------------|--------------------------------------------|
| Using ad set bud... | Rs139,782.94                  | .90 [2]<br>Website purchases  | 3.05 [2]                              | 3.05 [2]                                   |
| Using ad set bud... | Rs124,211.80                  | .104 [2]<br>Website purchases | 5.65 [2]                              | 5.65 [2]                                   |
| Using ad set bud... | Rs62,094.48                   | .49 [2]<br>Website purchases  | 4.18 [2]                              | 4.18 [2]                                   |
| Using ad set bud... | Rs62,169.60                   | .112 [2]<br>Website purchases | 6.97 [2]                              | 6.97 [2]                                   |
| Using ad set bud... | Rs217,430.28                  | .175 [2]<br>Website purchases | 4.34 [2]                              | 4.34 [2]                                   |
| Using ad set bud... | Rs13,938.17                   | .14 [2]<br>Website purchases  | 4.97 [2]                              | 4.97 [2]                                   |
| Using ad set bud... | Rs155,238.43                  | .196 [2]<br>Website purchases | 6.88 [2]                              | 6.88 [2]                                   |
|                     | Rs1,654,180.95<br>Total spent | Multiple conversions          | 4.14<br>Average                       | 4.14<br>Average                            |

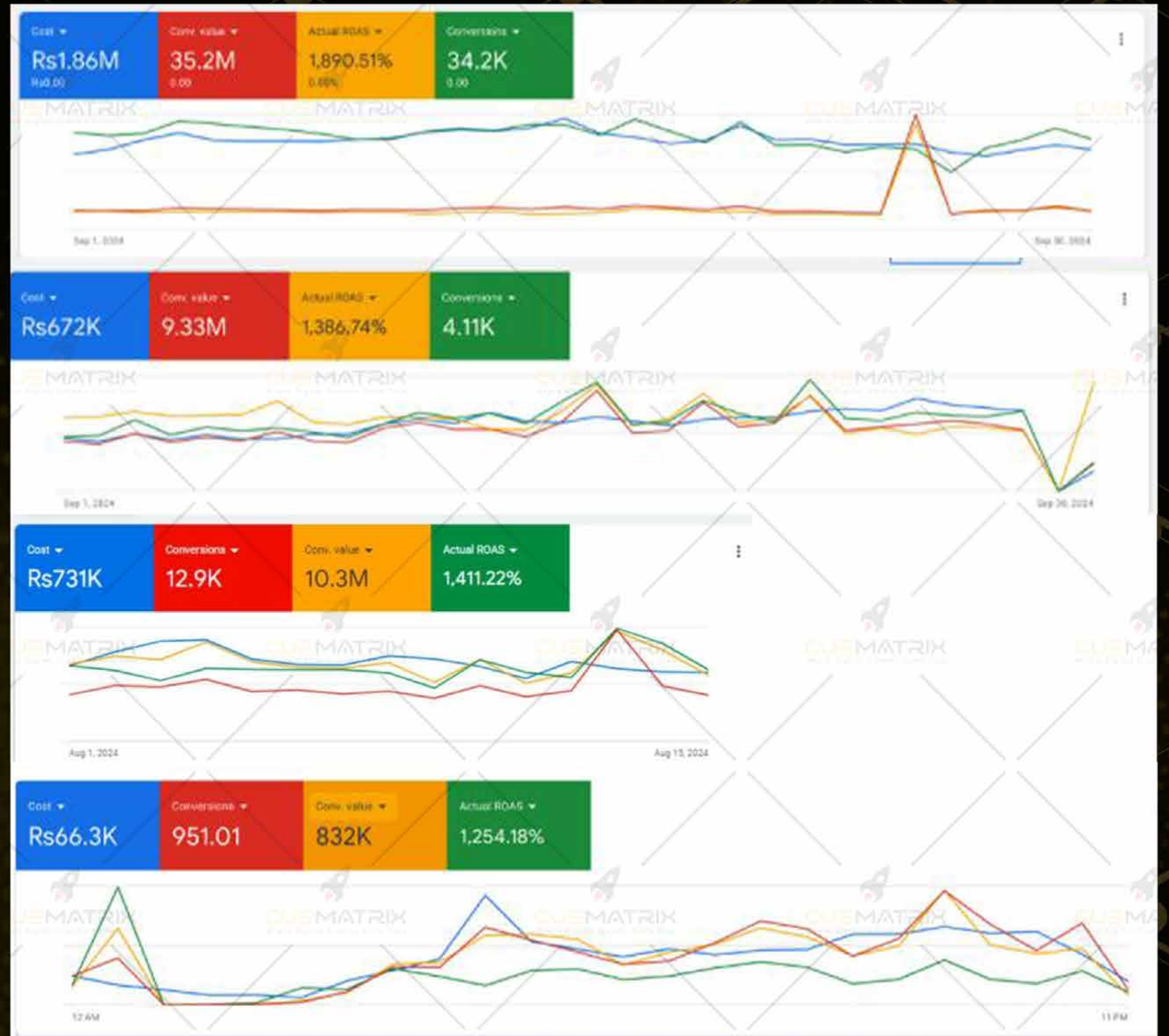
| Results                        | Reach                                | Impressions        | Cost per result              | Purchase ROAS<br>(return on ad spend) | Website<br>purchase ROAS<br>(return on ad) |
|--------------------------------|--------------------------------------|--------------------|------------------------------|---------------------------------------|--------------------------------------------|
| .60 [2]<br>Website purchases   | 14,402                               | 36,488             | Rs663.83 [2]<br>Per Purchase | 36.00 [2]                             | 36.00 [2]                                  |
| 1.99 [2]<br>Website purchases  | 88,480                               | 268,902            | Rs424.24 [2]<br>Per Purchase | 33.38 [2]                             | 33.38 [2]                                  |
| .43 [2]<br>Website purchases   | 6,342                                | 32,020             | Rs188.82 [2]<br>Per Purchase | 42.00 [2]                             | 42.00 [2]                                  |
| 2.798 [2]<br>Website purchases | 477,359                              | 2,913,959          | Rs330.73 [2]<br>Per Purchase | 28.17 [2]                             | 28.17 [2]                                  |
| 505 [2]<br>Website purchases   | 221,025                              | 1,379,538          | Rs337.29 [2]<br>Per Purchase | 26.73 [2]                             | 26.73 [2]                                  |
| —                              | —                                    | —                  | —                            | —                                     | —                                          |
| Multiple conversions           | 1,633,107<br>Accounts Center acco... | 9,704,084<br>Total | Multiple conversions         | 21.14<br>Average                      | 21.14<br>Average                           |

| Results                      | Reach            | Impressions        | Amount spent                | Ends         | Purchase ROAS<br>(return on ad spend) | Website<br>purchase ROAS<br>(return on ad) |
|------------------------------|------------------|--------------------|-----------------------------|--------------|---------------------------------------|--------------------------------------------|
| 2,522<br>Post engagements    | 7,691            | 9,018              | Rs2,063.76                  | Sep 10, 2024 | —                                     | —                                          |
| .12 [2]<br>Website purchases | 16,794           | 26,712             | Rs17,911.68                 | Ongoing      | 8.82 [2]                              | 8.82 [2]                                   |
| .10 [2]<br>Website purchases | 15,631           | 27,204             | Rs18,092.03                 | Ongoing      | 7.32 [2]                              | 7.32 [2]                                   |
| .41 [2]<br>Website purchases | 44,315           | 101,592            | Rs48,692.64                 | Ongoing      | 11.48 [2]                             | 11.48 [2]                                  |
| .41 [2]<br>Website purchases | 34,061           | 67,397             | Rs48,396.45                 | Ongoing      | 20.22 [2]                             | 20.22 [2]                                  |
| 2,606<br>Link clicks         | 46,871           | 58,316             | Rs7,948.79                  | Ongoing      | —                                     | —                                          |
| 2,135<br>Link clicks         | 36,338           | 48,413             | Rs10,717.98                 | Ongoing      | —                                     | —                                          |
| .31 [2]<br>Website purchases | 54,829           | 88,522             | Rs28,927.15                 | Ongoing      | 12.52 [2]                             | 12.52 [2]                                  |
| —<br>Accounts Center acco... | 411,459<br>Total | 1,004,965<br>Total | Rs449,152.65<br>Total spent |              | 9.99<br>Average                       | 9.99<br>Average                            |

# Facebook ADS



# Google ADS



# Tiktok ADS

TikTok Ads Manager Dashboard

1 / 1 Your account balance is estimated to run out in 7 days. To prevent auction ads from pausing, add balance. [Add balance](#)

2024-05-02 ~ 2024-11-20 (UTC+05:00) Karachi Time

| On/Off                              | Name | Cost          | Conversions | Cost per conversion | CPC (destination) | CPM      | Impressions | C (destina |
|-------------------------------------|------|---------------|-------------|---------------------|-------------------|----------|-------------|------------|
| <input checked="" type="checkbox"/> |      | 2,537.02 USD  | 2,870       | 0.88 USD            | 0.02 USD          | 0.34 USD | 807,383     |            |
| <input checked="" type="checkbox"/> |      | 857.70 USD    | 986         | 0.86 USD            | 0.02 USD          | 0.28 USD | 3,195,191   |            |
| <input checked="" type="checkbox"/> |      | 597.90 USD    | 660         | 0.91 USD            | 0.02 USD          | 0.39 USD | 2,542,509   |            |
| <input checked="" type="checkbox"/> |      | 1,696.12 USD  | 1,537       | 1.10 USD            | 0.02 USD          | 0.26 USD | 6,217,229   |            |
| <input checked="" type="checkbox"/> |      | 2,126.32 USD  | 2,165       | 0.98 USD            | 0.02 USD          | 0.28 USD | 8,974,852   |            |
| Total of 37 campaigns               |      | 17,815.06 USD | 19,367      | 0.91 USD            | 0.02 USD          | 0.32 USD | 126,739,203 |            |



# SUCCESS STORY

**CU=MATRIX** achieved remarkable success by leveraging cutting-edge strategies, innovative solutions, & dedicated teamwork, resulting in exponential growth, delighted clients, & industry recognition.



**98%**  
Success Rate

**2021-2022**

**\$8M**  
Sales Generated

**300+**  
International Clients

**\$2M**  
Ad Spent

**30+**  
Local Clients



**97%**  
Success Rate

**2022-2023**

**\$23M**  
Sales Generated

**550+**  
International Clients

**\$8M**  
Ad Spent

**25+**  
Local Clients



**99%**  
Success Rate

**2023-2024**

**\$16M**  
Sales Generated

**260+**  
International Clients

**\$6.5M**  
Ad Spent

**35+**  
Local Clients



# Our Design **HIGHLIGHTS**

Take your business to the next  
level with amazing Graphic  
Designs



# SOCIAL MEDIA DESIGNS

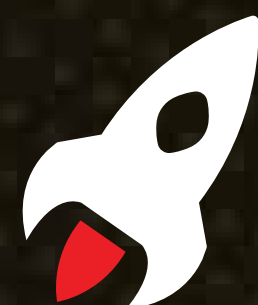


# PRINT MEDIA DESIGNS



# Our Photography **HIGHLIGHTS**

Take your business to the next  
level with Professional  
photography



# CREATIVE PHOTOGRAPHY

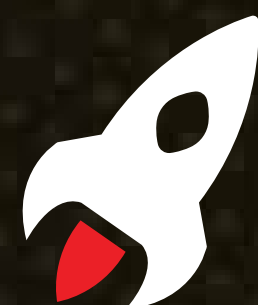


# PROFESSIONAL VIDEO EDITING & PHOTOGRAPHY



# Our Top **CLIENTS**

Meet the driving force behind our success: Esteemed clients shaping our journey with their valued partnerships.

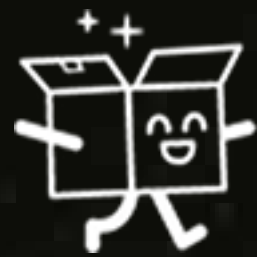


**LACES**  
*Handmade*

  
**CARLTON**  
MEN'S CLUB

**MAK**  
FASHION

**[R]**  
RAJPOOT SILVER COLLECTION

 **CartMe.pk**  
Experience the lifestyle

**Pell Wear**  
WE MAKE YOUR MOVE

SENSATION  **ACE**

  
**RING SHING**  
INTERNATIONAL

 **KANKOU**  
ELEGANCE

**DE ENRICH**

  
**FLOORMATS.PK**

**Creme**  
**21**

  
**ATTORNEY**

**Bagzup**

**REISS**

  
**MIGHTY**  
FURNITURES



 **CODE**  
DELIRIUM

  
**TONAL**

  
**FASTLANE**  
SPORTSWEAR

ICE CREAM BAR  
**CHIPPY'S**

CALIFORNIA & SAN JOSE  
**LIFEGUARD**

 **avant**  
garde

**GOLDEN**  
GOLDEN

**PALEOHACKS**

 **AYYAN**  
ASSOCIATES & BUILDERS

  
MOHAGHEGH GROUP

  
**PREMIUM EXOTIC**  
LEATHER

**AIRX**

**EAST**  
**CENTRE.**

  
**ACCU-MED**  
Express

 **TALK**  
PSYCHOLOGY  
Mental Health Matters

 **ملت ہسپتال**  
Millat Hospital



Boost your brand's  
**VISIBILITY & REVENUE**

Join us today and see the difference.

Onboarding in 3 Steps...



**Reach Out**

**Sign Contract**

**Get Started**





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