

AWWWT HENTIC DIGITAL AGENCY.

— Design. Develop. Market.



O U R P O S I T I O N

We don't sell *deliverables*.
We build the systems that
compound into growth.

A decade-old, full-stack digital agency out of Karachi — building brands, software, and demand engines for ambitious companies across Pakistan, the UK, the UAE, and Australia. No outsourcing. No filler. Just work that holds up.



Built quietly. Proven loudly.

10

YEARS

Operating since 2016 — through every platform shift the industry has thrown at us.

80

+ CLIENTS

From Fortune-listed enterprises to fast-moving D2C brands and startups.

04

COUNTRIES

Active engagements across Pakistan, the UK, UAE, and Australia.

100

% IN-HOUSE

Strategy, design, code, content. Zero outsourcing. One accountable team.



Three principles. Non-negotiable.

01

Outcomes over output.

Anyone can ship a deck of posts or a website. We're hired for what happens after — leads, rankings, revenue, retention. If it doesn't move a number, we don't ship it.

02

Senior people. On every account.

No junior account-juggling. The strategist who pitched the work is the strategist who delivers it. Our PM (and co-founder) sits on every active client engagement.

03

Built to compound.

Every asset we ship — a brand system, a CMS, a campaign framework — is designed to keep paying the client back long after the invoice is closed. Disposable work is a tax we don't charge.



Two divisions. One accountable team.

01 / BUILD

Software & Engineering

We build the digital products and platforms our clients run on — from custom web apps to native mobile, e-commerce, and ERP.

- Custom Web Apps
- Mobile (iOS / Android)
- E-commerce (Shopify, WordPress)
- Odoo ERP
- DevOps & Hosting

02 / GROW

Brand & Demand

We build the brands clients lead with, and the demand engines that fill their pipelines — strategy, creative, and paid media under one roof.

- Brand Identity & Strategy
- Performance Marketing (Meta / Google)
- Social Media & Content
- SEO & AI SEO
- PR & Advertorial



01

BUILD

Software & Engineering

Production-grade platforms — architected to scale, documented to hand off, and built by senior engineers who own the outcome end-to-end.



Custom Web Apps

PHP, Laravel, Node, React. Greenfield builds and legacy modernization.



Mobile Apps

Native iOS & Android. Payment, geo, WebRTC, push at scale.



E-commerce

Shopify, WooCommerce, custom stacks. Built for conversion, not just catalog.



Odoo ERP

Implementation, custom modules, finance/inventory/HR rollouts.



Architecture

Cloud, CI/CD, scalable database design. Built right, the first time.



Maintenance

Long-term retainers — security patches, performance, growth features.





Brand Identity

Naming, logo systems, brand guidelines. Built to scale across every touchpoint.



Performance Marketing

Meta & Google Ads. Managed by media buyers, not generalists.



SEO & AI SEO

Technical SEO, content strategy, and AI-assisted ranking systems.



Social Media

Strategy, content production, community. Local and global voice.



Content & PR

Editorial, advertorial placement, thought leadership writing.



Analytics

GA4, dashboards, attribution. Decisions backed by what the data actually says.

02

G R O W

Brand & Demand

Brand strategy, creative, and full-funnel paid media — built around what actually moves the business, not vanity metrics.



From kickoff to compounding outcomes.

Diagnose

We audit, we ask hard questions, and we leave with a written brief — not a generic discovery doc.

Architect

We map the system: brand, tech stack, channels, KPIs. You sign off on the plan before we touch a pixel.

Execute

Senior pods ship the work. Weekly check-ins, transparent timelines, no agency-speak status updates.

Compound

We measure what we shipped, double down on what works, and keep optimizing long after launch.



Pattern recognition across sectors.

A decade across sectors gives us shortcuts. We've already learned the lessons your industry teaches the hard way.



E-commerce & D2C

Lamica, EverClear, Number Three



Healthcare & Wellness

Jardin IV, Cleveland Clinic



Education

IBA, American Foundation School, IESS



Industrial & Energy

K-Electric, Ressichem, Shafi Gluco Chem



Retail & FMCG

Unilever, Dreams Store, Lux Decor



Travel & Hospitality

Magellan Travels, SK Tours, Exploria



Food & Beverage

Pizza Clan, Naanchi, Hunger Melts



Sports & Fitness

Zuba Sports, Muscle Solution, Fitness Depot



Real Estate

United Properties, Address, Taloo



TRUSTED BY

A decade of clients. A few you'll recognize.

UNILEVER

K-ELECTRIC

IBA

AIRLIFT

RESSICHEM

SURREY AIR

MAGELLAN TRAVELS

DRIVER MEDICAL

MUSCLE SOLUTION

ORI-TECH

FIBONACCI

LUX DECOR

RTS PAKISTAN

FITNESS DEPOT

REALTIME AR

HR BUILDERS

SAYA CORP

CLEVELAND CLINIC

PURCHASE WORLD

ZUBA SPORTS

— and 60+ more across Pakistan, the UK, the UAE & Australia.



Surrey Air

HVAC & Air Conditioning Services — Australia



Google Search Ads · Budget A\$125/day · Campaign: AC Repair | Target CPA bidding · Oct 2025–Jan 2026

What we did: High-intent keyword focus · Conversion-optimised bidding · Budget shifted to winning terms · Continuous monitoring & scaling



Ressichem

Construction Chemicals Manufacturer — Pakistan

+47%

Sessions MoM

4,673 → 6,877

+41%

Active Users MoM

3,330 → 4,700

#25 → #2

Seepage Solutions in Pakistan

One month

#1

Keywords held

Tile Bond, Saim on Walls, Color Crete Plaster

RANKING WINS — APRIL 2026

Seepage Solutions in Pakistan

Solution to Rising Dampness

Color Crete Plaster

Tile Bond

#25 → #2

#2 → #1

#3 → #1

#1 → #1

SERVICES DELIVERED

→ SEO Strategy & Execution

→ Content & Blog Publishing

→ Technical SEO Audit

→ Website Maintenance

→ AI Search Visibility (ChatGPT, Gemini)





The service provided by team Expando is just what we demand for the execution of our work. They are quick at understanding the details of any task we provide them with — given that the tasks are actually quite difficult to be picked up in one go. We are definitely satisfied with their efforts.

ZIA SAEED

Founder, Fibonacci Agency





We are very much satisfied with the dedication of the team in fulfilling the tasks given to them from our side. The speed and accuracy is incredible. We have never had an experience with such a motivated and capable group of qualified people. Our team would highly recommend Expando to anyone who's looking for a reliable service.



KHITAB

Founder, Carsea



Three reasons clients stay for years.

10+

Y E A R S

We've already seen it.

A decade across e-commerce, healthcare, education, energy, and SaaS means we don't learn on your account. We bring shortcuts the next agency would charge you to discover.

100%

I N - H O U S E

No outsourcing. Ever.

Strategy, design, code, content, and media buying all sit under one roof in Karachi. No quality drift, no time-zone roulette, no 'we'll get back to you' from a mystery freelancer.

1:1

P M A C C E S S

Senior eyes on every account.

Our co-founder runs project management directly. Your account isn't passed down a junior chain — the same senior team that pitched the work delivers the work.



B U I L T I N K A R A C H I . T R U S T E D G L O B A L L Y .

Local craft. International standards.

Our team is in one place. Our work is everywhere our clients need us to be.

HEADQUARTERS

Karachi, Pakistan.

One full team. Designers, developers, strategists, media buyers, content producers — all senior, all permanent, all under one roof.

ACTIVE MARKETS

PAKISTAN

Local roots. Deep operator network.

UK

Tech, e-commerce, professional services.

UAE

Premium brands & retail.

AUSTRALIA

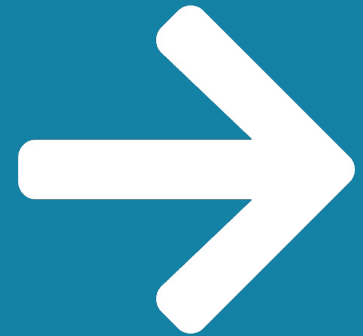
SaaS, wellness, hospitality — Surrey Air.



THE BEST TIME TO GO DIGITAL

WAS A DECADE AGO.

The second best time is now.





LET'S BUILD SOMETHING THAT COMPOUNDS.

Let's talk.

Tell us what you're building. We'll tell you, honestly, whether we're the right team for it — and what we'd do first.



EMAIL

info@expando.com.pk



WEB

expando.com.pk



BASED IN

Karachi, Pakistan