

AI Agency Brief

Sales & Market Footprint Growth

LUMU – Pakistan's premier market place

December 15, 2025

Background

We are an eCommerce-driven business operating in Pakistan, aiming to scale **sales, improve ROAS, and expand our digital market footprint**. Given the evolving buying behavior of Pakistani internet users, we are seeking an AI-powered marketing partner that can intelligently plan, execute, and optimize our digital advertising and customer acquisition efforts.

Objective

1. Boost online sales and conversion rates
2. Improve ad efficiency and ROI
3. Strengthen brand visibility across Pakistan
4. Leverage AI to predict, personalize, and automate marketing decisions

Core Requirements

AI-Powered Ad Campaign Optimization

AI-driven optimization of paid campaigns across:

- Meta (Facebook & Instagram)
- Google Display Network (GDN)

Dynamic budget allocation based on:

- Performance
- Time of day
- Day of week
- Conversion probability

Buying Behavior & Audience Intelligence

- Analyze **internet surfers' buying habits in Pakistan**, including:
 - Browsing patterns
 - Purchase intent signals
 - Device usage (Android-heavy, low bandwidth considerations)
 - AI-based audience segmentation (new users, repeat buyers, high-value users)

Automated Media Buying & Placements

Automated ad placements across:

- Relevant websites
- Apps
- YouTube & Display inventory
- Continuous learning to prioritize **high-converting placements** and suppress low-performing ones.

Creative Intelligence & Optimization

AI-led:

- Ad creative suggestions (visuals, formats, CTAs)
- Copy variants optimized for Pakistani audiences (language tone, cultural relevance)
- Auto A/B testing of:
 - Creatives
 - Headlines
 - Formats (carousel, video, static)

Geo & Locality-Based Targeting

- City-wise and area-wise targeting (Tier 1, Tier 2, Tier 3 cities)
- Locality-specific messaging based on:
 - Purchasing power
 - Cultural preferences
 - Delivery feasibility

Weather & Context-Based Advertising

AI-triggered ad adjustments based on:

- Weather conditions (heat, rain, winter)
- Seasonal needs (Ramadan, Eid, wedding season, monsoon)
- Product and creative alignment with real-time context.

Additional Measures the AI Agency to Include

Predictive Demand Forecasting

AI models to:

- Predict product demand
- Anticipate spikes during campaigns, festivals, and salary cycles
- Alignment of ad spend with inventory availability.

Conversion Rate Optimization (CRO) via AI

AI-driven analysis of:

- Landing pages
- Funnel drop-offs

Suggestions for:

- Page layout improvements
- CTA positioning
- Checkout optimization

AI-Powered Retargeting & Lifecycle Marketing

Smart retargeting based on:

- Cart abandonment
- Product views
- Previous purchases
- Lifecycle-based messaging (first-time buyers, loyal customers, dormant users)

Language & Cultural Adaptation

AI-supported localization:

- Urdu / Roman Urdu / English mix
- Regional phrasing & cultural sensitivities
- Adaptive tone for mass vs premium audiences.

Performance Dashboards & Insights

Real-time AI dashboards showing:

- Sales attribution
- ROAS
- Customer acquisition cost
- Actionable insights, not just reports.

Fraud, Wastage & Click Quality Control

AI detection of:

- Invalid clicks
- Bot traffic
- Low-quality impressions
- Spend optimization to reduce wastage

Expected Deliverables from the Agency

1. A detailed AI-driven marketing roadmap
2. Platform-wise execution strategy
3. Case studies or benchmarks (preferably in Pakistan / similar markets)
4. KPIs and success metrics
5. Clear AI vs human intervention model

Closing Note

We are not looking for conventional media buying. We seek an **AI-first growth partner** that understands **Pakistan's digital behavior, cultural nuances, and eCommerce challenges**, and can deliver **measurable, scalable results**.

LUMU Marketing division

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