



Company Overview

- **Name:** Canvas Digital
- **Established:** 2021
- **Headquarters:** 5th Floor, Lakson Square, Building 3, Sarwar Shaheed Road, Civil Lines, Karachi, Pakistan
- **Parent Company:** Sybrid Private Limited, a subsidiary of the Lakson Group
- **Website:** canvasdigital.net
- **Social Media:** [Instagram](#), [FacebookEtsy+3Sybrid+3Canvas Digital+3Facebook](#)

Canvas Digital is an end-to-end, cloud-based software company that provides robust, intuitive solutions to businesses of all sizes. As a creative technology lab, it delivers groundbreaking experiences in content writing, SEO optimization, website design and development, application optimization, Amazon marketing, digital marketing, branding, social media management, game art and development, and CRM. The company emphasizes customer satisfaction by offering superior service and 24/7 support to address inquiries and issues. By streamlining operational efficiency, Canvas Digital helps businesses increase traffic, visibility, and sales. Its experts assist innovative companies in growing stronger and faster through campaigns and transformation programs. [Sybrid+2Canvas Digital+2](#)



History & Evolution

- **2008:** Sybrid Private Limited was founded, marking the inception of the parent company.
- **2021:** Canvas Digital was launched as a business unit of Sybrid, focusing on digital marketing and technology solutions.
- **2021–2022:** Sybrid expanded its impact through the #SybridImpact program, opening centers in Hazara, Multan, and Sukkur, and onboarded ICE Animations as a subsidiary.
- **2023:** Sybrid opened its Australia office and won the P@SHA award for Best in Artificial Intelligence (AI) with AudioSense®.

- **2024:** Sybrid won three P@SHA Awards in Export Growth, Best in BPO, and Agricultural Technology Services, and was recognized as the Leading Brand in Technology Solutions at the Brand of the Year Awards 2024.
 - **2025:** Sybrid opened its Abbottabad office, marking a growth milestone.
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Services Offered

1. Digital Marketing & Branding

- **Search Engine Optimization (SEO):**
 - *On-Page SEO:* Optimizing website content and structure to improve search engine rankings.
 - *Off-Page SEO:* Building backlinks and enhancing domain authority.
 - *Technical SEO:* Improving website backend elements like site speed and mobile-friendliness.[Sybrid](#)
- **Social Media Marketing:**
 - *Content Marketing:* Creating and distributing valuable content to attract and engage the target audience.
 - *Influencer Marketing:* Partnering with influencers to promote products or services.
 - *Paid Advertising:* Running targeted ads on platforms like Facebook, Instagram, and LinkedIn.
- **Amazon Marketing:**
 - *Pay-Per-Click (PPC):* Managing ad campaigns to drive traffic to product listings.
 - *SEO:* Optimizing product listings to rank higher in Amazon search results.
 - *Sponsored Products:* Running ads to increase product visibility.[Sybrid](#)
- **Content Writing:**

- *Blog Posts*: Writing informative and engaging blog articles.
- *Web Pages*: Creating compelling content for website pages.
- *Whitepapers & E-books*: Developing in-depth resources to educate the audience.

2. Web & App Development

- **Website Development:**

- *Static Websites*: Basic websites with fixed content.
- *Dynamic Websites*: Interactive websites with content management systems.
- *E-commerce Platforms*: Developing online stores with payment gateway integration.[THE ORG](#)

- **Mobile App Development:**

- *iOS & Android Apps*: Creating applications for mobile platforms.
- *App Store Optimization (ASO)*: Enhancing app visibility in app stores.
- *User Experience (UX) Design*: Designing intuitive and user-friendly interfaces.

3. Game Art & Development

- **Game Art Design:**

- *2D & 3D Art*: Creating visual assets for games.
- *Animation*: Developing animations to enhance gameplay.
- *UI/UX Design*: Designing user interfaces and experiences for games.[Sybrid+1](#)

- **Game Development:**

- *Unreal Engine*: Developing games using Unreal Engine.
- *Unity 3D*: Creating games with Unity 3D.

- *HTML5 Games*: Developing browser-based games.
- *Metaverse & NFT Games*: Creating immersive and blockchain-based games. [Sybrid](#)

4. Customer Relationship Management (CRM)

- **CRM Solutions:**
 - *Operational CRM*: Managing customer interactions and data.
 - *Analytical CRM*: Analyzing customer data to improve business decisions.
 - *Collaborative CRM*: Enhancing communication and collaboration with customers.
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How Canvas Digital Supports Clients' Tech Needs

- **Customized Solutions**: Canvas Digital tailors its services to meet the unique needs of each client, ensuring effective and efficient solutions.
 - **End-to-End Services**: From strategy development to execution and monitoring, Canvas Digital offers comprehensive services that cover all aspects of digital marketing and technology solutions.
 - **Expert Team**: The company boasts a team of skilled professionals with expertise in various domains, ensuring high-quality service delivery.
 - **24/7 Support**: Canvas Digital provides round-the-clock support to address any client concerns or issues promptly.
 - **Data-Driven Approach**: Utilizing analytics and insights, Canvas Digital helps clients make informed decisions to optimize their digital presence and achieve business goals.
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Achievements & Recognition

- **Client Retention Rate:** 95%
 - **Number of Projects:** Over 1,000
 - **Employees:** 200+
 - **Awards:** Recognized with multiple P@SHA awards for excellence in various categories. [Sybrid](#)
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Contact Information

- **Email:** info@canvasdigital.net
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This document provides a comprehensive overview of Canvas Digital's services, history, and capabilities. It is designed to serve as a knowledge base for your RAG agent, enabling it to assist users effectively with information related to Canvas Digital.