



Growth Partner for

India's Leading
E-Commerce
Brands

12 Cr+ Budget Handled | 40 Cr+ Revenue Generated | 50+ Experts

Creative | Media | Technology

Our Ventures

The Cogent®

Delivering dedicated digital marketing solutions across 50+ industries including OEM, Real Estate, Healthcare, Education, and more.

Successfully managing and growing the digital presence of 50+ active clients.

Expertise in result-oriented strategies, combining creativity with performance-driven execution.

COGENT VIDEO PRODUCTION

Full-fledged production services designed to tell compelling stories.

Expertise in:

- TVCs (Television Commercials)
- Documentaries
- Podcasts
- Short Films

Blending creativity and professionalism to deliver impactful visual content.

CURIOUS APES

Specialized in Direct-to-Consumer (D2C) digital marketing.

Partnering with 20+ D2C brands to scale their growth.

Providing end-to-end solutions: from UGC creation to e-commerce management, ensuring seamless digital brand building.

KABIL by The Cogent

100% Practical oriented course

Industry-oriented curriculum with practical, hands-on training





Numbers Don't Lie (Scaling Experts)

Touched
Bestever Daily
and Monthly
**Revenue in 3
Months**

(4300+ Orders)

The Jaipur Studio
Fashion and Lifestyle



Revenue up by
5X in 6 months
(6200+ Orders)

Ghumar Trend
Fashion and Lifestyle



Revenue up by
**2X in 2
months**

(3000+ Orders)

Shasak Clothing
Fashion and Lifestyle



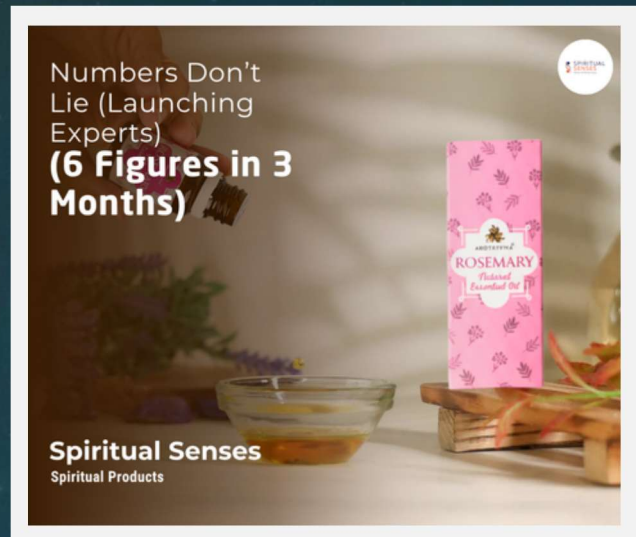
Revenue up by
**7X in 6
Months**

(10000+ Orders)

Khusbu Jewellers
Silver Jewellery



Numbers Don't Lie (Launching Experts)





Our Clients

Alvino


DIRUNO
FASHION

amodini
designer studio 

Aruwa
Fashion

WATDO
FASHION

 **ultimats**

 **stotodo**

AUTHENTICS

ll.
tone & tint

Tushti

UPPER & BOTTOM * UPPER & BOTTOM
UB


SANJAY
TEXTILE STORE

 **Katha**
Jaipur

 **THE**
JAIPUR
STUDIO


JKJ
JEWELLERS
Sulphurized Metal
Since 1800


SHASAK

गुलाबी
Trend

 **घुमर**
Trend

 **SPIRITUAL**
SENSES
House of Divine Aura

Direct From Artisan [®]
नित नया

Suti
HANDCRAFTED
FIT | STYLE | COMFORT

AQUA
ACE HA

 **Khushbu**
JEWELLERS

 **AMAYU**
awaken your senses



Paid Ads

Campaign Level									
TC ASC All Product Catalog Sep 15	WK - 2 Sep	WK - 3 Sep	WK - 4 Sep	WK - 5 Sep - WK 1 Oct	WK - 2 Oct	WK - 3 Oct	WK - 4 Oct	WK - 5 Oct - WK 1 Nov	
Amount Spent	109938	141007	148946	121861	168578	49002	59608	52507	
CPM	61	68	71	76	79	91	63	70	
CTR	2.6%	2.5%	2.7%	2.7%	2.9%	3.7%	2.7%	2.8%	
CPC	2.3	2.7	2.7	2.8	2.7	2.5	2.4	2.6	
Link Click	47296	52229	55498	43513	61684	19742	25045	20513	
ATC	5.1%	4.5%	3.8%	4.7%	4.7%	5.4%	3.7%	3.8%	
Results	440	518	363	422	640	139	179	157	
Purchase Conversion Value	752398	940949	658920	746508	1149160	252794	323656	271862	
ROAS	6.8	6.7	4.4	6.1	6.8	5.2	5.4	5.2	

1. Data Driven Approach

(Analyzing Metrics Like CPM, CTR, CPC, ATC%, ROAS for Daily Optimizations)

Off/On ↑↓	Campaign ↑↓	Results ↑↓	Audience segments	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	Frequency
<input checked="" type="checkbox"/>	TC ASC ABO Media (Updated) 07 Oct all Charts Edit Duplicate ...	170 Website purchases					
<input checked="" type="checkbox"/>	Cogent Custom Event CBO All Products ...	45 Website purchases	New audience ⓘ	₹1,469,783.79	₹211.59	292,534	2.93
<input checked="" type="checkbox"/>	(R) TC Andromeda ASC Sep 25	188 Website purchases	Engaged audience ⓘ	₹601,358.01	₹330.70	125,408	11.63
<input checked="" type="checkbox"/>	Cogent TOF ABO All Products Catalog ...	255 Website purchases	Existing customers ⓘ	₹441,500.68	₹503.11	50,806	55.68
<input checked="" type="checkbox"/>	(R) Cogent ASC Media BPA Aug 27	690 Website purchases	Unknown ⓘ	₹38,195.69	₹22.92	29,232	1.76
<input checked="" type="checkbox"/>	Cogent MOF All Products ABO Catalog ...	634 Website purchases	Total results 4/4 rows displayed	₹2,550,838.17 Total Spent	₹225.56 Per 1,000 Impressions	497,980 Total	3.34 Per Accounts Centre account

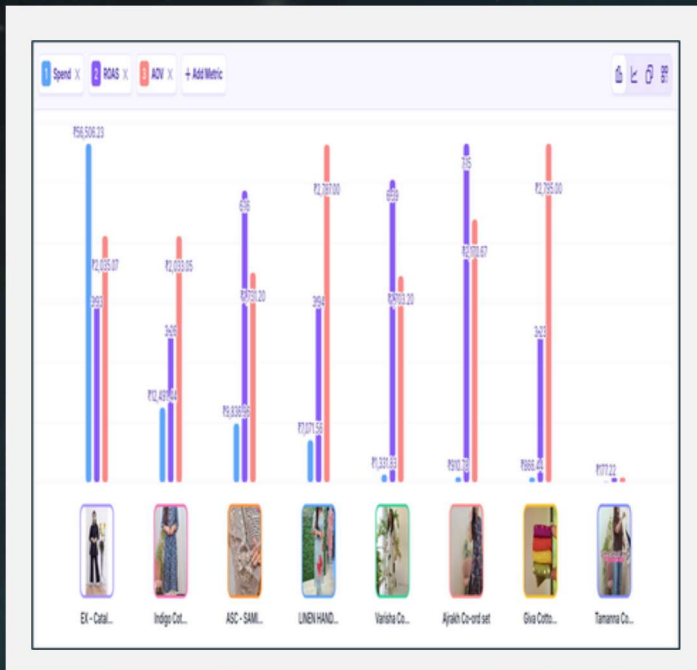
2. Proper Ad Structures

(Proper Ad Structure Based on Meta's recent Developments, With No Overlaps, and right Exclusions)



Media

(Creative is the new Targeting)



1. Ideation and Scripting

(We use a creative analytics tool to benchmark winning hooks and angles of world's best D2C brands. A team of content strategists to conceptualize winning ideas)

2. Work in Progress

(We have an in-house video production, top notch equipment to get the work done)



3. Our Work

(Here's the sample for some winning Ad Videos, Produced by Us)

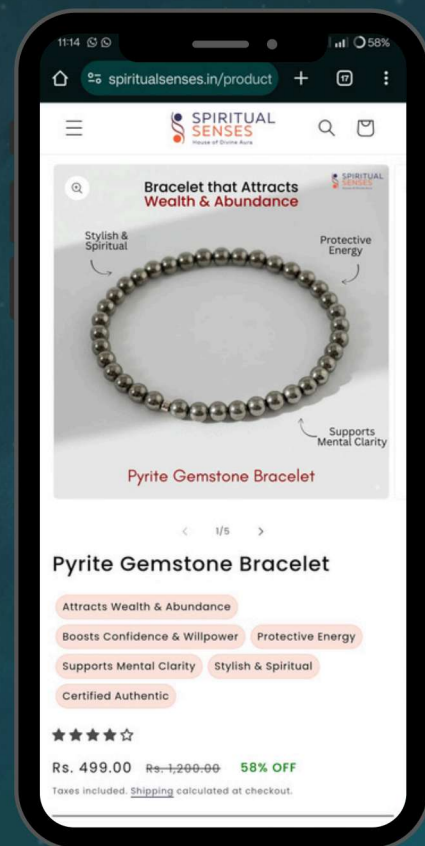
[Click Here](#)



Website Development and Conversion Rate Optimization



Aqua Ace



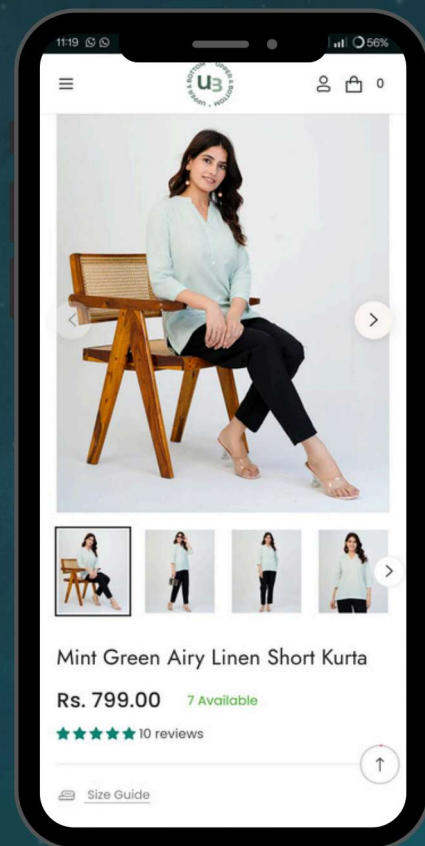
Spiritual Senses



Website Development and Conversion Rate Optimization



Tone & Tint



Upper & Bottom



**We are not an
Agency, We're
your Growth
Partner**



Particulars	Amount
AOV	1150
Discounts	50
GST	198
Net Revenue	902
COGS	288
Gross Margin	615
Gross Margin%	75%
Logistics and TC	110
Gross Margin 2	505
Gross Margin 2%	44%
ROAS	3
Ad Spent	383
CM	121

Overall CM	121
Fixed Cost	150000
# of Order to B.E.	1240
Sales to Break Even	1426000

1. Road Map to Profitability

We calculate Unit Economics of Brand (CM1, CM2) and Calculate Breakeven point and ROAS)

2. Supply Chain Management

We help you keep track of your inventory levels with proper dashboards

Title	Inventory Levels	Type
Cotton Lycra Plain Ankle Legging	Greater than 75%	Leggings
Comfort Fit Lycra Yoga Pants	Greater than 75%	Comfort Pant
Cotton Printed Sleeveless Straight Long Kurti	Greater than 75%	Long Kurti
Solid Rayon Palazzo Pants	Greater than 75%	Palazzo
Rayon Linen Long Kurti With Schiffli Embroidery	Less than 25%	long kurti
Cotton Linen Culottes	50%-75%	Culottes
Bandhej Printed A-Line Long Kurti	Greater than 75%	Long Kurti
Sleeveless A-line Cotton Kurti with Khadi Print	Greater than 75%	long kurti
Multi Colour Straight Long Kurti with Embroidery	Greater than 75%	Long Kurti
A-Line Cotton Kurti with Ajrakh Print	25%-50%	long kurti
Suti Women Rayon Floral Printed Long Kurti Embellished With Zari	Greater than 75%	long kurti
SUTI WOMEN PRINTED CO-ORD SET	Greater than 75%	2 PCS CO-ORD SET
Suti Women Cotton Printed Straight Kurti Detailed With Handwork	Greater than 75%	Short Kurti
Mul Cotton High-Low Printed Top	50%-75%	Tops
Floral Printed Rayon Kurta Set	Greater than 75%	2 Pcs Kurta Set
EMBROIDERED STRAIGHT LONG KURTI	Less than 25%	Long Kurti
LINEN BLEND PLACEMENT PRINT KURTA	Greater than 75%	Uncategorized
BANARSI CHANDERI EMBROIDERED PARTY WEAR 2PCS KURTA SET	Greater than 75%	2 Pcs Kurta Set
MIRROR EMBROIDERED A-LINE LONG KURTI WITH HANDWORK	Less than 25%	Long Kurti



States	Orders	Return %
MH	1273	15.0%
WB	1039	31.1%
KL	718	23.4%
KA	651	16.0%
UP	504	24.6%
AS	422	43.4%
TS	414	35.0%
GJ	385	17.9%
DL	330	18.5%
TN	328	15.2%
BR	312	39.4%
RJ	255	36.5%
MP	234	31.6%
Total	8109	26.2%

3. Data-Driven Insights to

Reduce RTO's and Improve
Profitability

4. Increasing AOV:

Data Driven Insights to create
offers and increase AOV

Month	4'2025	5'2025	6'2025	7'2025	8'2025	9'2025
# of Orders	14	83	75	138	457	319
1	11	56	56	95	342	227
>1	3	27	19	43	115	92
>1%	21%	33%	25%	31%	25%	29%

Month	4'2025	5'2025	6'2025	7'2025	8'2025	9'2025
# of Orders	14	83	75	138	457	319
Less than 1K	57%	67%	72%	56%	58%	57%
1K-1.5K	21%	16%	11%	14%	16%	10%
Greater than 1.5K	21%	17%	17%	30%	27%	33%



D2C Growth Summit





Our Core Services

- * Performance Marketing
- * Retention Marketing
- * Website Development
- * Conversion Rate Optimization
- * Social Media Management
- * Data Analytics
- * Brand Positioning
- * UGC Videos and Content Creation