

# The AI-Powered Performance Marketing & Automation Agency

We scale brands using a hybrid model of **paid ads**, **funnel intelligence**, and **AI-driven WhatsApp automation** that generates qualified leads, lowers acquisition costs, and increases conversions without increasing team size.

## Our Partners



# Our Services



## Website Development

- UI/UX Design
- Custom Web Apps
- WordPress/Shopify Builds
- Website Maintenance



## Performance Marketing

- Google & Meta Ads
- Display & Video Ads
- Retargeting Campaigns
- Analytics & Conversion Tracking



## Search Engine Optimization

- Keyword Research
- Technical SEO
- On-page/Off-page SEO
- Local SEO



## Ecommerce Marketing

- Amazon & Flipkart Ads
- Marketplace Optimization
- Catalog Management
- Promotions & Deals Strategy



## Social Media Marketing

- Instagram/Facebook Campaigns
- Influencer Collaboration
- Community Management
- Calendar Planning & Execution



## Content & Creative Services

- Copywriting
- Brand Videos
- Motion Graphics
- Product Photoshoots



## PR Services

- Press Releases
- Influencer Outreach
- Media Buying
- Reputation Management

## 2017 | India

Started in India, building data-led campaigns and a strong foundation in performance marketing.

## 2020–2021 | Dubai

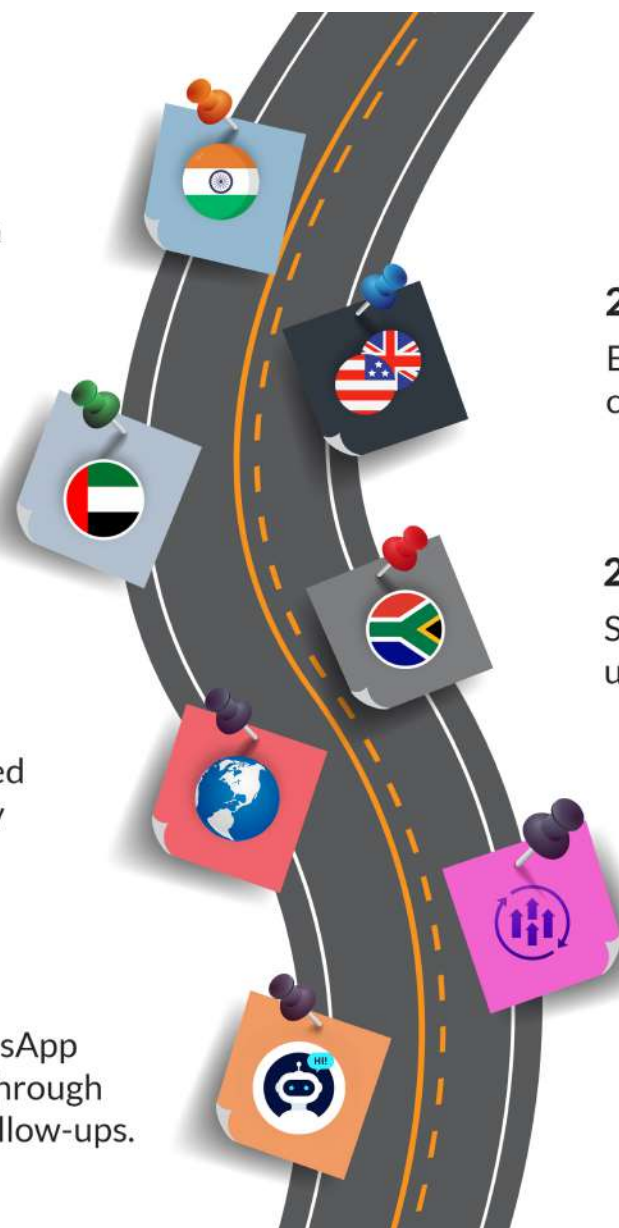
Scaled performance campaigns across the Middle East and launched new digital assets.

## 2024 | Going Global

Strengthened partnerships and proved our frameworks perform consistently across markets.

## 2026 | Launch of DigiMonk.ai

Introduced DigiMonk.ai, our AI WhatsApp sales agent that boosts conversions through smart qualification and automated follow-ups.



## 2018–2019 | USA & UK

Expanded into mature markets, improving conversions and optimising ad spends.

## 2022–2023 | South Africa

Supported brands with tailored strategies using global playbooks and regional insights.

## 2025 | New Industry Expansion

Expanded into healthcare, fashion, retail, and other high-growth sectors, delivering stronger conversions and measurable impact.

# Brands That Trust DNA Digital

## Performance Marketing



# Brands That Trust DNA Digital

Ecommerce Marketing



# Brands That Trust DNA Digital

## Social Media Marketing



Ads that scale. Automation that sells



# Brands That Trust DNA Digital

Branding & Creative



**Be our next success story.**

# Creative Services



## Static Posts



## Catalogue Images



## A+ Content



## Carousel Post



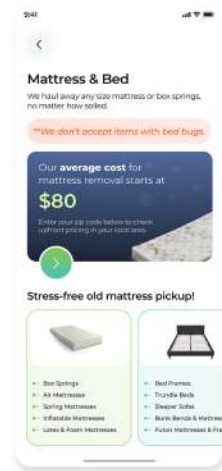
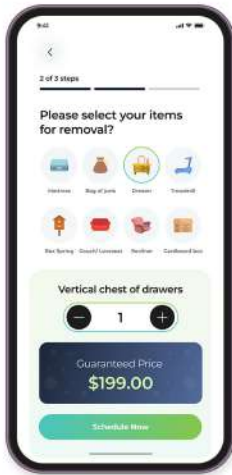
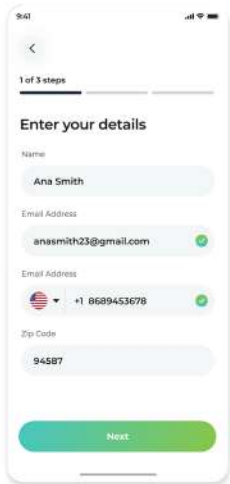
## Best Performing Ads



## Viral Videos



# UI/UX Designs



# CGI Videos



Ads that scale. Automation that sells



# Personal Branding on LinkedIn

★ **Finan Nazazi** ★ · 1st  
 I help small businesses maximise their Salesforce Marketing Cloud, b...  
[Book an appointment](#)  
 3w · 🌐

🔖 **The Identity Shift of a Tech Leader**

In tech, it's easy to identify as the "problem-solver," the ...more



👍👍👍 ★ Finan Nazazi ★ and 90 others · 23 comments · 1 repost

## Featured

Post

**My Biggest Mistake in Business (And Why I'm Grateful for It) ...**



👍👍👍 282 · 164 comments

Post

**Wow, what a year it's been!**



👍👍👍 47 · 3 comments

Post

**I recently had the incredible opportunity to be a panel memb...**



👍👍👍 95 · 5 comments

Post

📦 **Is baggage handling a constant pain point for your airline?...**



**Baggage Solution (MaxBAG)**

- AI-Powered Baggage Matching
- PIN-Based Customer Portal for Baggage Tracking
- Integrated with Revenue for faster issue creation and resolution

👍👍👍 140 · 95 comments

Post

✈️ **You're Invited to Experience the Future of Aviation Tech at Booth E23! ...**



**EXPERIENCE EVERY TOUCHPOINT IN AVIATION**

Airlines, airports, ground staff, lounges, MROs, and more—**CRM solutions tailored for all.**

Prateek Arora  
 ASSOCIATE DIRECTOR & ASSOCIATE ENTERPRISE ARCHITECT

👍👍👍 72 · 5 comments

DC-Deepankur Chawla 📍 Salesforce Evangelist and Founder & CEO @Mawly Digital #1 Full Service Salesforce Managed...  
 4mo · 🌐

As I sit in my Maryland Home, still buzzing from past Sunday's Morning electrifying event at Nassau Veterans Memorial Coliseum, Long Island, I can't help but reflect on the profound impact Prime Minister Narendra Mo...more



👍👍👍 60 · 1 repost

Rohit Gupta, PMP · 1st Business Leader | AI | Innovation | Digital Transformation | Enthusiast |  
 2w · 🌐

Excited to Take Flight at the #Aviation Festival!

I'm beyond thrilled to unveil our cutting-edge solutions designed to ...more



**THE NEXT ERA OF AVIATION INNOVATION**

Part of the **AVIATION FESTIVAL**

Asia Booth: E23

See how Salesforce is transforming the industry from the ground up

Rohit Gupta  
 VICE PRESIDENT - PRODUCTS & HEAD OF DEMARKETING

👍👍👍 179 · 138 comments

# Personal Branding Metrics

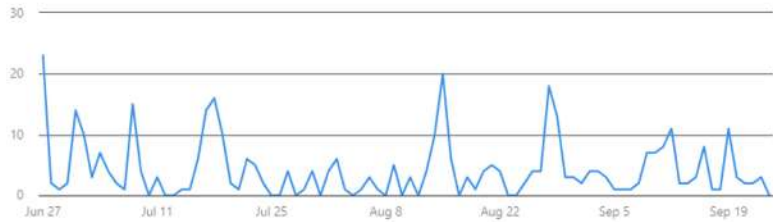


3,162

Total followers  
▲13.5% Past 90 days

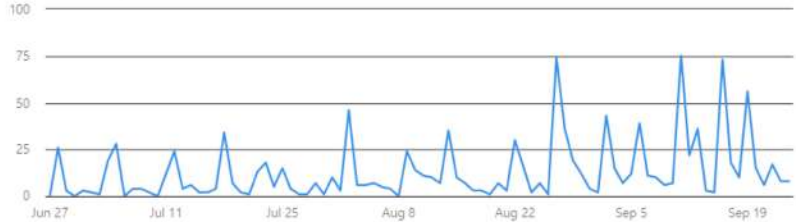
New followers

Past 90 days



1,179

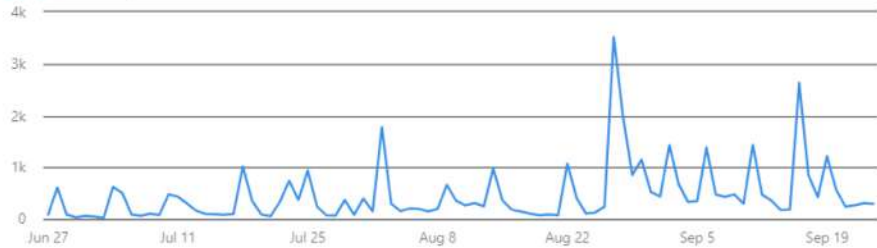
Engagements  
▲149.3% Past 90 days



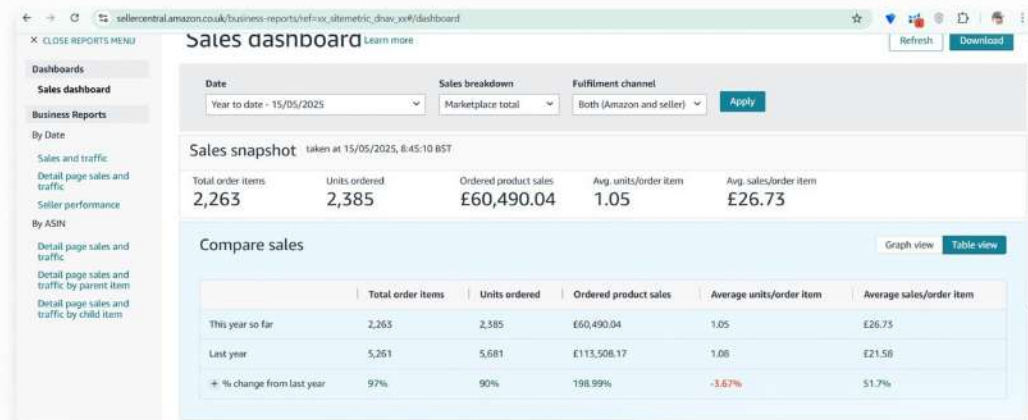
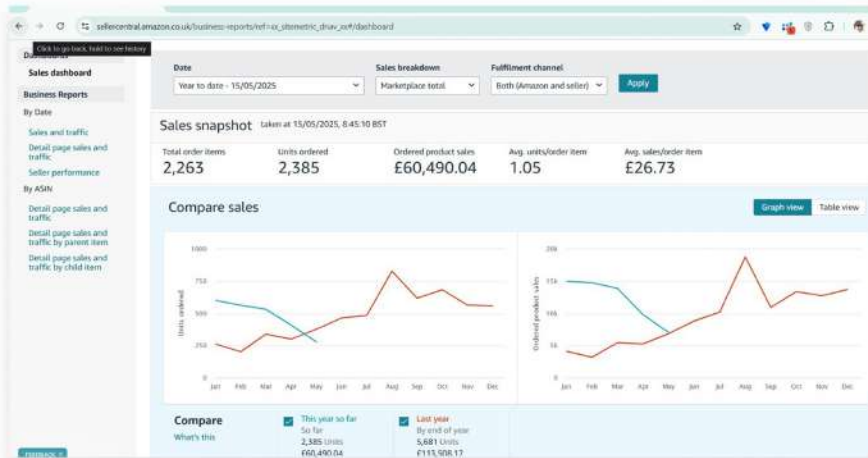
## Content performance

42,091

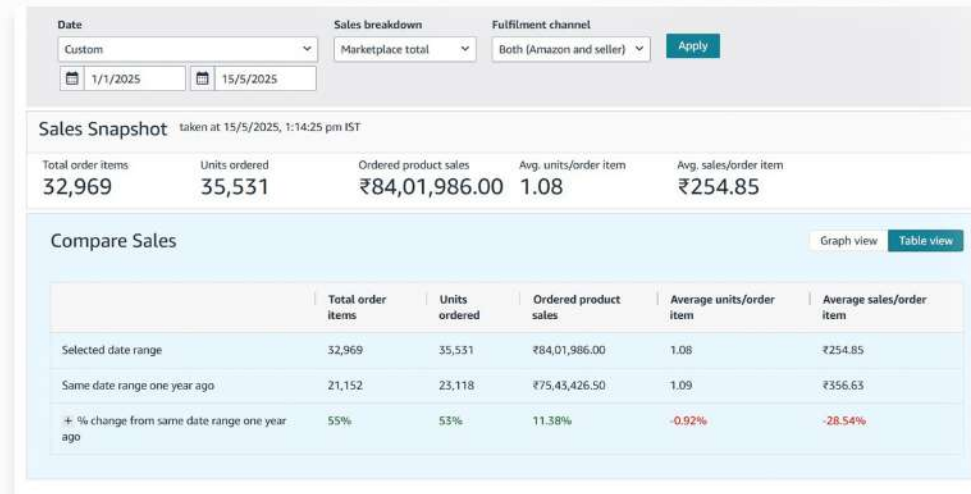
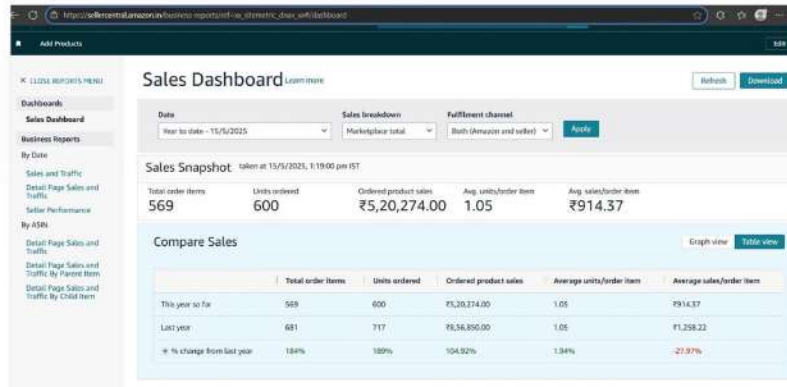
Impressions  
▲161.2% Past 90 days



# Our E-Commerce Success in Numbers



# Our E-Commerce Success in Numbers



# DIGIMONK.AI

Building AI-powered marketing systems that convert.



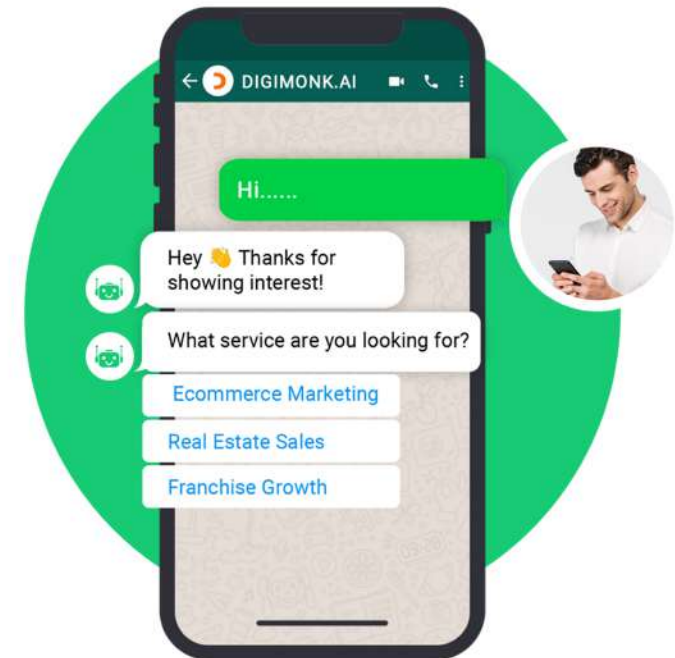
Digimonk.ai is our in-house, AI-driven WhatsApp Sales Agent designed to help businesses **convert more leads without scaling manpower.**

It automates:

- ▶ Instant lead qualification
- ▶ Smart, adaptive follow-ups
- ▶ Appointment booking
- ▶ CRM & workflow sync
- ▶ Lead nurturing 24/7

Trusted across franchises, real estate, coaching, B2B & D2C brands.

- ✓ 2-3x higher conversions
- ✓ 70% less telecaller dependency
- ✓ Zero missed leads



Supported Integrations



# CASE STUDIES

## India Expansion Success Framework for Education Brands

DNA Digital partnered with leading International education brands to accelerate franchising growth, attract investors, and expand center networks across India.



Brands:



### Challenges We Solved

- ▶ Low visibility in a competitive education market
- ▶ Difficulty attracting qualified investors & franchise partners
- ▶ Need for scalable, structured expansion models

### Growth Strategy Implemented

- ▶ **1: Lead Generation Engine**  
Performance marketing, SEO, and targeted digital campaigns to attract franchise partners & students.
- ▶ **2: Investor & Franchise Engagement**  
Strategic webinars, conversion-focused pitch funnels, and outreach campaigns to build high-quality enquiry pipelines.
- ▶ **3: Expansion & Center Rollout Support**  
Market targeting, onboarding strategy, and launch support enabling faster operational setup.

### Combined Impact Across Brands

**4,250+** Leads Generated  
**1,150+** Investor Enquiries  
**185** Centers Opened  
**25%** Avg Annual Growth Rate

### Business Impact

- ✓ 3X ROI on franchising investments (within 18 months)
- ✓ 40% reduction in churn through quality lead targeting
- ✓ Strong foundation for scaling to 300+ centers by 2028

## Ecommerce Marketing

# STIM<sup>®</sup>

- ▶ **Established in 1965**, STIM is a trusted oral care leader with products recommended by dentists globally.
- ▶ **Goal:** Scale Amazon India sales and achieve a ROAS of 5 within six months.

### Strategy:

#### Organic Enhancements:

- ▶ **Revamped product listings and SEO with optimized keywords.**
- ▶ **Designed interactive A+ content and variation listings.**

#### Paid Ad Strategy:

- ▶ Restructured underperforming campaigns.
- ▶ Focused on high-potential keywords and efficient budgets.
- ▶ Creative ad copy aligned with optimized product pages.



### Challenges:

- ▶ Low organic visibility due to poor listings and SEO.
- ▶ High advertising cost (ACOS) with inefficient ad campaigns.
- ▶ Limited customer engagement through product pages and banners.

### Results:

(July'24 to June'25)

- **ROAS**  
3.8x → 11.4x  
3x growth in just 8 months
- **TACoS**  
15.3% → 8.8%  
43% more efficient
- **Sales**  
₹14.7L → ₹24.7L  
+68% revenue
- **Orders**  
4,819 → 10,092  
2x volume





### Objective:

Achieve the first-month ROAS target for ZeroWater, a high-end water filtering system, while outperforming competitors like BRITA on Amazon.

### Strategy:

- ▶ Retargeted high-intent users who visited ZeroWater or competitor pages.
- ▶ Used Amazon DSP for precise audience targeting and engagement.
- ▶ Positioned messaging to showcase ZeroWater's edge over BRITA.
- ▶ Optimized in real time using ROAS metrics, adjusting bids for performance.



### Results:

ZeroWater's Amazon DSP campaign delivered outstanding results:

- Achieved the first-month **ROAS target**, showcasing immediate success.
- Outperformed competitors, including **BRITA**, in conversion and customer acquisition.
- **Dynamic E-commerce** ad format proved highly engaging and effective.



### The Brand

Cambridge Audio, a British hi-fi pioneer since 1968, is known for iconic innovations like the P40 amplifier and DacMagic DAC. In 2019, they launched on Amazon UK to expand their direct-to-consumer presence, focusing on premium wireless headphones.a

### The Challenge

- ▶ Long purchase cycle for high-value products
- ▶ Amazon DSP undervalued due to low ROAS perception
- ▶ Risk of discontinuing DSP despite its hidden impact
- ▶ Needed proof of true full-funnel contribution

### Our Approach

- ▶ Full-funnel advertising mix: Amazon DSP + Sponsored Ads
- ▶ Leveraged Amazon Marketing Cloud (AMC) to track shopper journeys
- ▶ Analyzed ad overlap & conversion paths across Sponsored Products, Display, Brands, and DSP
- ▶ Proved DSP's role in initiating intent, driving branded searches, and influencing conversions
- ▶ Guided budget reallocation from saturated formats → DSP + Display



### Results:

- **81%** of sales influenced by DSP
- **60%** of DSP orders from new-to-brand customers
- **189%** higher purchase rate when DSP was in the mix
- **19%** uplift in overall sales
- **48%** increase in customer base
- **38,000** branded searches generated in 21 months



**MICHELIN**

## Michelin France Scales Efficiently with Amazon DSP

With a legacy of over a century, Michelin stands as a pioneer in mobility solutions and premium tire technology



### Our Approach

- ▶ Activated **Amazon DSP** to expand beyond Sponsored Ads
- ▶ Focused on audience **targeting + remarketing** to capture intent
- ▶ Weekly monitoring & optimization to maintain profitability
- ▶ Balanced budget allocation to achieve sustainable scale

### Results

- ▶ **Total Cost: €7,088.66**
- ▶ **Total Sales: €44.2K**
- ▶ **ROAS: 6.24** (exceptionally strong return)

### Key Impact

- Proved DSP as a **high-ROI growth driver** in France
- Delivered **6x+ return on spend**, validating DSP as a long-term strategy
- Strengthened Michelin's premium positioning with efficient, targeted sales growth

## Social Media Marketing

# INDIA™ DESIGNER SHOW

### Client's Goal:

Maximize ticket sales, attract audience, scout models, and boost event visibility for IDS S4 through Instagram promotion.

### Strategy:

- ▶ Leveraged celebrity reels and posts, collaborated with influencers for wider reach.
- ▶ Created visually striking content with persuasive captions for audience bookings.
- ▶ Deployed interactive quizzes and polls on Instagram stories to encourage audience participation.
- ▶ Conducted live sessions during media announcements and auditions, offering behind-the-scenes content.



### Results:

The IDS S4 Instagram campaign exceeded expectations:

- Achieved an impressive **111%** Instagram growth.
- **Boosted ticket** sales significantly.
- **Successfully recruited** models through live auditions.
- Elevated event visibility and awareness, establishing **IDS S4** as a must-attend fashion spectacle.

## Social Media Marketing

# KOREAN AIR

### Objective:

Enhance brand awareness, capture leads, and boost social media engagement for Korean Air through a targeted Facebook advertising campaign.

### Strategy:

- ▶ Assessed brand gaps and growth opportunities.
- ▶ Developed a creative campaign to drive engagement.
- ▶ Used Facebook Ads for precise targeting and lead capture.
- ▶ Executed a diverse targeting strategy across demographics.
- ▶ Tracked performance metrics to optimize awareness and engagement.



### Results:

The Korean Air Facebook advertising campaign delivered impressive results:

- 👁 Impressions: **8.2 million**
- 👆 Clicks on Ads: **122,000**
- 📄 Page Visits: **10,000**
- 👤 Leads Captured: **250**
- 👉 Click-Through Rate (CTR): **1.5%**

## Performance Marketing



### Objective:

Generate high-quality, verified leads of school owners, principals, and directors interested in adopting Educomp's cutting-edge digital education tool.

### Strategy:

- ▶ Used programmatic tools to track user journeys and engagement.
- ▶ Created tailored messaging to highlight Educomp's key benefits.
- ▶ Optimized the funnel for high-intent form submissions
- ▶ Ran lead-gen campaigns on Facebook and partnered with relevant publishers.



### Results:

The Educomp lead generation campaign surpassed expectations:

- Exceeded the lead generation target by **25%**.
- Successfully garnered approximately **160** verified leads within one month.
- Achieved a cost-effective result, with each lead costing **INR 660**.

## Branding & Awareness

NUMERO UNO  
THE REAL DENIM

### Objective:

To reinvigorate the Numero Uno brand through a compelling video campaign that not only captures the essence of the brand but also ensures a lasting impact on the audience, fostering brand recall and loyalty.

### Strategy:

- ▶ **Brand Audit & Insight:** Assessed brand strengths and market gaps using consumer insights.
- ▶ **Creative Direction:** Co-developed a fresh brand identity through a compelling visual storyboard.
- ▶ **Narrative Building:** Crafted an engaging story with impactful visuals to boost recall.
- ▶ **Multichannel Rollout:** Deployed the campaign across social, email, and digital media for maximum reach.



### Results:

Numero Uno's digital rebranding campaign exceeded expectations:

- **30%** increase in social media engagement.
- **25%** boost in website traffic.
- **15%** improvement in brand perception and recall.

# LinkedIn Profile Management



We manage and grow leadership profiles that attract business, build trust, and drive conversations. Our personal branding engine is built for founders, experts, and senior leaders looking to own their space on LinkedIn.

## In FY 25-26



Managed **10+ CXO profiles** across industries

**5x**

Boosted profile visibility by **5x** through positioning & consistency



Sparked partnerships, PR invites, and pipeline growth – organically



Delivered over **20,000 inbound B2B leads** via thought-leadership content

25,732  
Impressions

▲ 8.8% vs. prior 90 days

Content performance ⓘ

2,669  
Engagements

▲ 54.1% vs. prior 90 days

Featured



# Performance Marketing



Performance marketing is the core of ROI-driven brand building. We help businesses convert ad budgets into real revenue through full-funnel digital campaigns – across Google, Meta, Amazon, and more.

## In FY 25-26



Managed **₹40 Cr+** in ad budgets



Delivered **10x ROAS** across key clients



Reduced CAC by up to **40%**



Enabled over **5,000+ conversions** monthly for multiple D2C and B2B brands

Off / On	Campaign	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
	Business Health Insurance (No. Leads) - Meta Ad	bud... 7...	1,220 Meta leads	365,680	1,386,767	₹979.55 Per Meta lead	₹1,195,050.86	Ongoing
	Meta Ad - Health	bud... 7...	620 Meta leads	76,137	209,912	₹227.61 Per Meta lead	₹141,118.89	Ongoing
	Meta Ad - Health	bud... 7...	538 Meta leads	67,867	168,950	₹257.62 Per Meta lead	₹138,597.04	Ongoing
	Health Insurance (No. Leads) - Meta Ad	bud... 7...	1,362 Meta leads	272,822	1,321,453	₹100.54 Per Meta lead	₹136,946.79	Ongoing
	Meta Ad - Health	bud... 7...	403 Meta leads	52,183	146,497	₹328.30 Per Meta lead	₹132,306.30	Ongoing
	Meta Ad - Health	bud... 7...	292 Meta leads	38,228	99,562	₹432.33 Per Meta lead	₹126,241.65	Ongoing
	Meta Ad - Health	bud... 7...	145 Meta leads	27,554	56,396	₹779.85 Per Meta lead	₹113,078.54	Ongoing
	Meta Ad - Health	bud... 7...	176 Meta leads	34,374	79,990	₹659.87 Per Meta lead	₹112,616.76	Ongoing
	Meta Ad - Health	bud... 7...	233 Meta leads	60,478	130,489	₹475.71 Per Meta lead	₹110,840.13	Ongoing
	Meta Ad - Health	bud... 7...	502 Meta leads	63,385	194,392	₹232.75 Per Meta lead	₹106,798.45	Ongoing
Results from 168 campaigns Excludes deleted items			Multiple conversions	2,862,131	11,036,957	---	₹5,394,406.91	---

# E-Commerce Marketing



From listing optimization to retention funnels, our e-commerce strategy helps brands grow visibility, improve discoverability, and increase sales on platforms like Amazon, Flipkart, and their own stores.

## In FY 25-26



Sold **1 Lakh+ products** across marketplaces



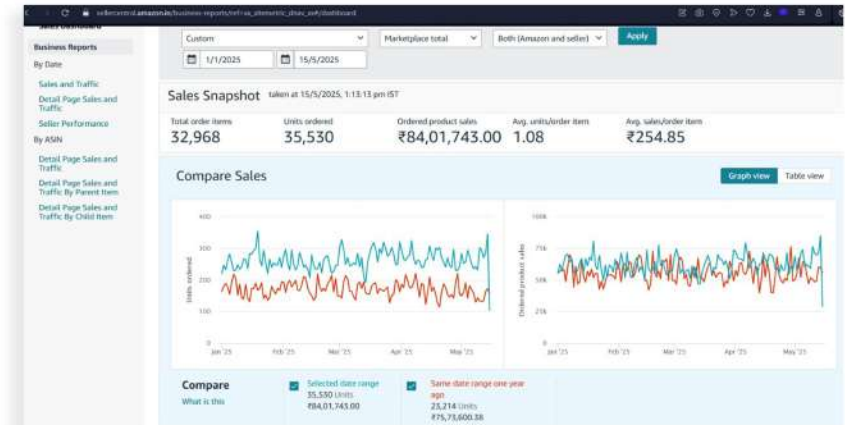
Delivered **10x returns on Amazon DSP campaigns**



Ranked products on top search spots organically and via PPC



Doubled AOV for several D2C clients through bundled strategies





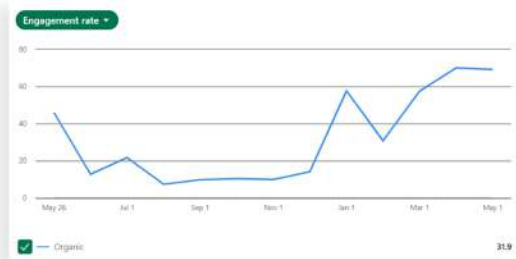
# Social Media Marketing



We help brands connect with the right audience by combining platform-specific strategy, content, and creativity – from reels to carousels to campaigns that go beyond vanity metrics.

## In FY 25-26

-  Grew brand followings by over **35,000+ net new followers**
-  Achieved **2x-5x engagement rate improvements**
-  Scaled **150+ content calendars** with high-performing assets
-  Drove traffic uplift of **50%+** from social to key landing pages



You have finally found the right marketing agency



## Let Us Do the Rest Now!



### Wishing For 10x ROI?

We don't just promise growth – we deliver it.



### Tired of Boring and Stale Content?

Not here. Only fresh, original ideas.



### Failed Executions Hurting your Campaigns?

We execute with precision, start to finish.



### Tired of following up on Deliverables?

Our managers stay two steps ahead.



### Copy- Paste Strategies Resulting in Zero Growth?

We build custom growth plans – no shortcuts.



### Empty Promise Hurting your Bank?

We earn trust with real results, not excuses.



Words of wisdom from

# Brands Around The World



## **Viren Khuller, Director- STIM**

*Working with DNA Digital on STIM was a very positive experience. The team was proactive, responsive, and genuinely invested in the brand's growth. They helped us scale performance significantly, improving ROAS to 8 within the first 3 months and further elevating it to 11.4 over the following 8 months. DNA also supported the brand with strong digital execution and consistent follow-through. It was a pleasure working with a team that combined strategy with action.*



## **Satyam Garg, ActionCoach India**

*Thanks to DNA's expertise in paid marketing and organic posting, our business coaching firm has experienced a remarkable boost in visibility and engagement. Their strategic approach is a game-changer – highly recommended!*



## **Justice Chikomba, Analytics Hive**

*DNA Digital both designed and executed a programme that catapulted visibility of the Analytics Hive brand to levels that we never imagined previously. Furthermore, we started getting higher quality in-bound leads which enriched our opportunity pipeline immensely.*



## **Jérôme de Guigné, e-Comas, Germany**

*DJ with the DNA crew is a great reactive friendly and efficient team. The team is very complete with many different types of knowledge and competencies - offering a very "sharp" swiss knife of digital media practices. We would certainly recommend DJ to anyone looking for a performing team.*



## **Anders Hjorth, e-Comas, Germany**

*Over two years, DJ mastered Amazon DSP, Google Ads, Meta Ads, Google Shopping, and Bing campaigns, consistently delivering outstanding performance for E-Comas. A true Digital Markets Arts expert and a pleasure to work with.*



## **Bibin, India Designer Show**

*Kudos to DNA team for outstanding social media management! Their strategic approach elevated our brand image, and the seamless collaboration with DNA professionalism is truly appreciated.*

# Core Team



**DJ**  
Founder & CEO, DNA Digital



**Katherine Klein**  
Director - New Business  
Development



**Sheena Rawal**  
Associate Director - Marketing &  
Communications



**Shubham Pangwal**  
Group Head - Creative



**Sukhdeep Singh**  
Associate Creative Director



# From the CEO's Desk



**Today, just being online isn't enough. Brands need marketing that performs – creative that converts, and strategy that scales.**

**At DNA Digital, we exist to bridge that gap. We help brands move from noise to growth with campaigns rooted in data, built with intent, and driven by outcomes.**

**Whether you're launching or scaling, we bring the clarity, creativity, and accountability your brand deserves. Not just more reach, but real results.**

**Let's build marketing that works harder.**



**DJ**

Founder & CEO, DNA Digital

# DNA Digital in News



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“A perfect balance between working smart and working hard and a proven asset to every organization he worked for, [Dheeraj Chawla](#), Co-Founder of [DNA Digital](#) took some time out and answered a few of our questions.

You have worked and did some award-winning work for some of the largest brands in India, both on client side and agency side. And, now you have become an entrepreneur – how is that working out for you?

Well, Working with bigger brands on client side & heading a few agencies definitely gives you the experience but the real exposure comes in when businesses are built from the scratch, re-inventing the engine and considering all the aspects of business putting all the prime functions coming together, getting matured with business processes & target market to make a successful story. So far, it's a challenge to drive a startup though but the fun part is to experience this journey. With all the hard struggles, every smaller milestone win gives

News

## DNA Digital Factory expands Operations to Dubai

BY EDITORIAL DESK  
MAY 26, 2023



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DNA Digital Factory has announced its expansion in Business Bay, Dubai. This marks another territory for DNA with its operational presence in the US, UK, and India already. This strategic move aims to bring the agency's expertise and innovative solutions to local businesses seeking to thrive in the digital landscape.

With a deep understanding of the dynamic digital marketing landscape, DNA Digital Factory has established itself as a trusted partner for businesses around the world. Their team of experienced professionals possesses a wealth of knowledge in digital marketing strategies, including search engine optimization (SEO), pay-per-click (PPC)



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