dna™ DIGITAL

A Performance-First
Digital Marketing Agency

For brands that demand more than impressions — we deliver impact.

Our Partners

Google Partner

shopify partners

amazon ads Verified partner

Meta Business Partner

Our Services

dna™ DIGITAL

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

We started here — building campaigns that delivered results and developing a strong foundation in data-led marketing.

2018–2019 | USA & UK

We expanded into mature markets, helping brands improve conversions, optimize ad spends, and grow consistently across digital channels.

2020–2021 | Dubai

We worked with businesses in the Middle East to scale performance campaigns, launch new digital assets, and improve ROI.

2022–2023 | South Africa

We supported brands with tailored performance strategies, combining global frameworks with regional market insights.

2024 - The year we went truly global

We delivered results, scaled campaigns, and built strong client partnerships across every market proving that our playbook performs worldwide.

2025 | The Growth Continues

Our campaigns are delivering bigger ROAS, stronger conversions, and measurable impact for clients worldwide. The journey is only getting stronger — are you ready to scale with us?

Brands That Trust DNA Digital

Performance Marketing

dna DIGITAL™

- actionCOACH® BUSINESS COACHING
- SALESGEEK
- MINDKIND BUSINESS COACHING — REAL BUSINESS. REAL SUCCESS.
- NIA NETWORK IN ACTION
- Educomp™ What Learning Can Be
- the Creation Station
- oneHE
- bt3
- ica International Curriculum Association
- WEST BUCKLAND SCHOOL
- SMARTY KIDS
- WATER TOWN SWIM SCHOOL
- We Skoolhouse
- dataworks Educational Research
- FRANCHISE INDIA KNOWLEDGE SERVICES
- INDIA™ DESIGNER SHOW
- expobazaar India. Curated.
- ETHIQUE ADVISORY — Empowering Leaders, Transforming Businesses
- FranGlobal® International Market-Entry Specialist
- RE/MAX®
- Tri State MOVING & STORAGE
- KOREAN AIR
- BRIAN TRACY SOLUTIONS

Brands That Trust DNA Digital

Ecommerce Marketing

Cetaphil

STIM® ORAL CARE

Skyntox

ZEROWATER

MICHELIN

CAMBRIDGE AUDIO

LABORATORIE BIOREVA™ DUBLIN

bionutrica®

KMS HAIR

Timberland

G·U·M®

SUNSTAR

Brands That Trust DNA Digital

Social Media Marketing

UNMUKT THE SENIOR HUB

Castrol

TOYOTA

vistara A TATA SIA JV Fly the new feeling

SpiceJet

KOREAN AIR

Imagine your Korea

ANALYTICS HIVE

gsk

Nuvaskin SKINCARE

md maxifydigital ENGAGE | INNOVATE | ADAPT | ROI

ALCIS

HUDSON CHOPSTICKS DELIVERING ASIAN GOODNESS

WRAP IT UP!

BIG WONG

DÖNER & GYROS quality ingredients, freshly prepared

Joy Bubble "There's joy in every cup."

Caffè RITAZZA

Carl's Jr.

MyMobiForce

Brands That Trust DNA Digital

Branding & Creative

NUMERO UNO
THE REAL DENIM
JEANSWEAR | FOOTWEAR | ACCESSORIES

StrinZo
Connecting Strings

Be our next success story.

Creative Services

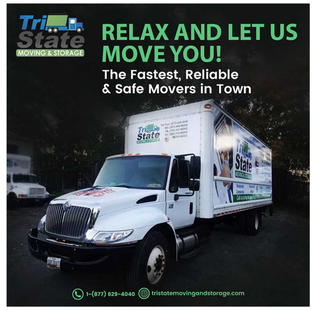
Static Posts

Catalogue Images

A+ Content

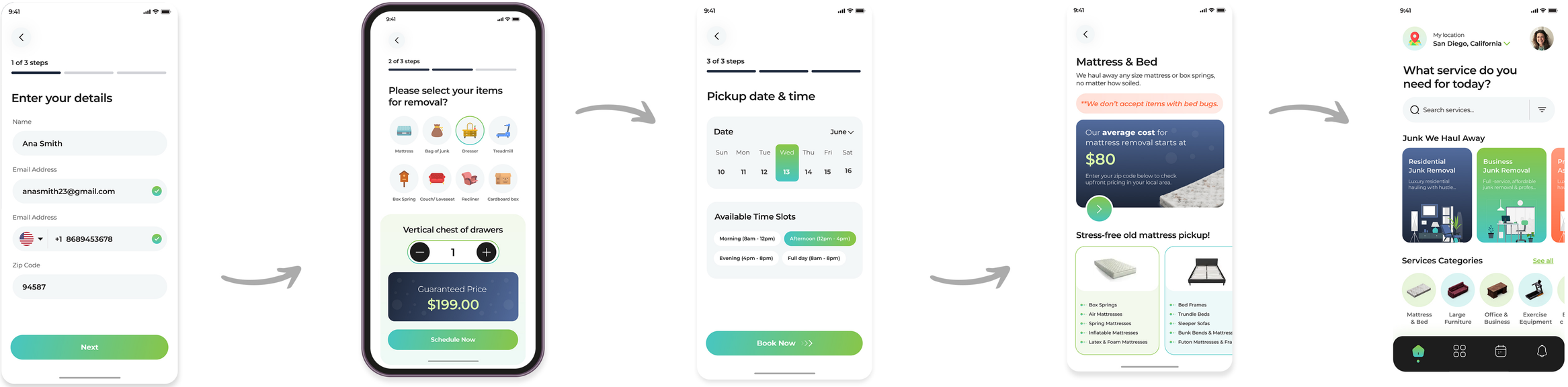
Carousel Post

Best Performing Ads



Viral Videos

UI/UX Designs



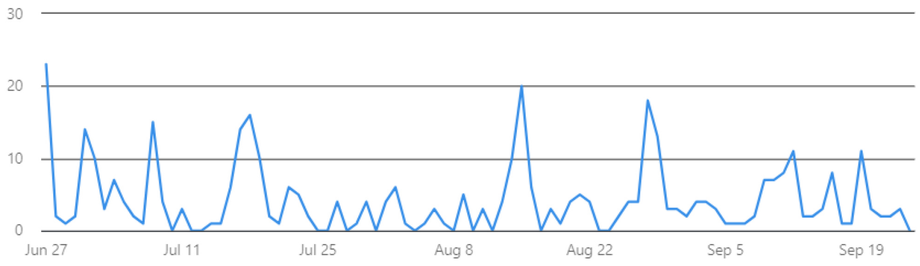
CGI Videos

Personal Branding Metrics

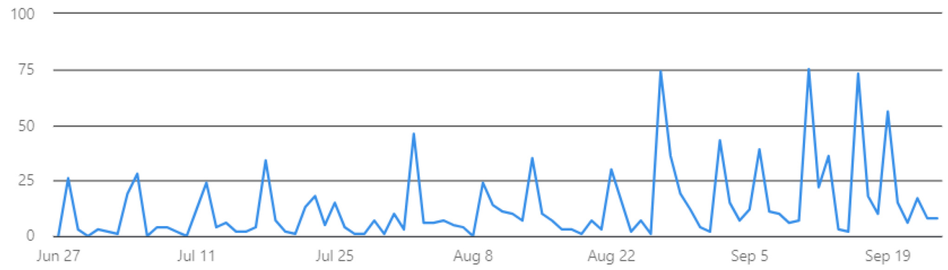
3,162
Total followers
▲13.5% Past 90 days

New followers

Past 90 days

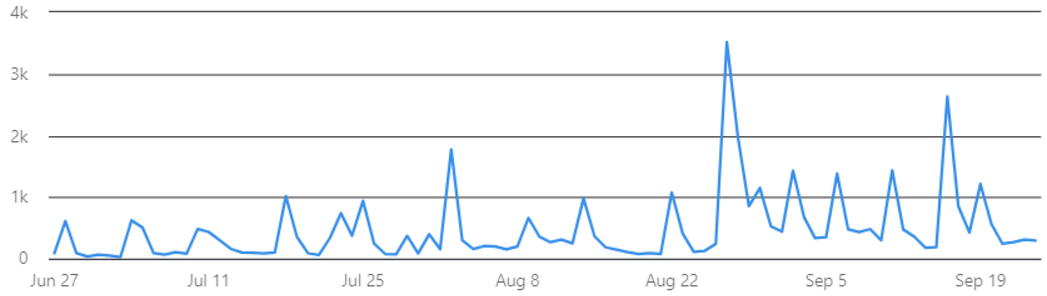


1,179
Engagements
▲149.3% Past 90 days



Content performance

42,091
Impressions
▲161.2% Past 90 days



CASE STUDIES

Ecommerce Marketing

STIM®

- **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–Dec 2024)

- **ROAS:** From **2.92 to 5.08**, surpassing the target.
- **Sales Growth: ₹14.7L to ₹20L** with reduced ad spend.
- **TACOS Improvement:** From **15.32% to 8.79%**, highlighting organic sales growth.
- Order Volume: **+25% (4,819 to 6,035)**.

Ecommerce Marketing

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.

Ecommerce Marketing

CAMBRIDGE AUDIO

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

Ecommerce Marketing

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

Educomp™
What Learning Can Be

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:

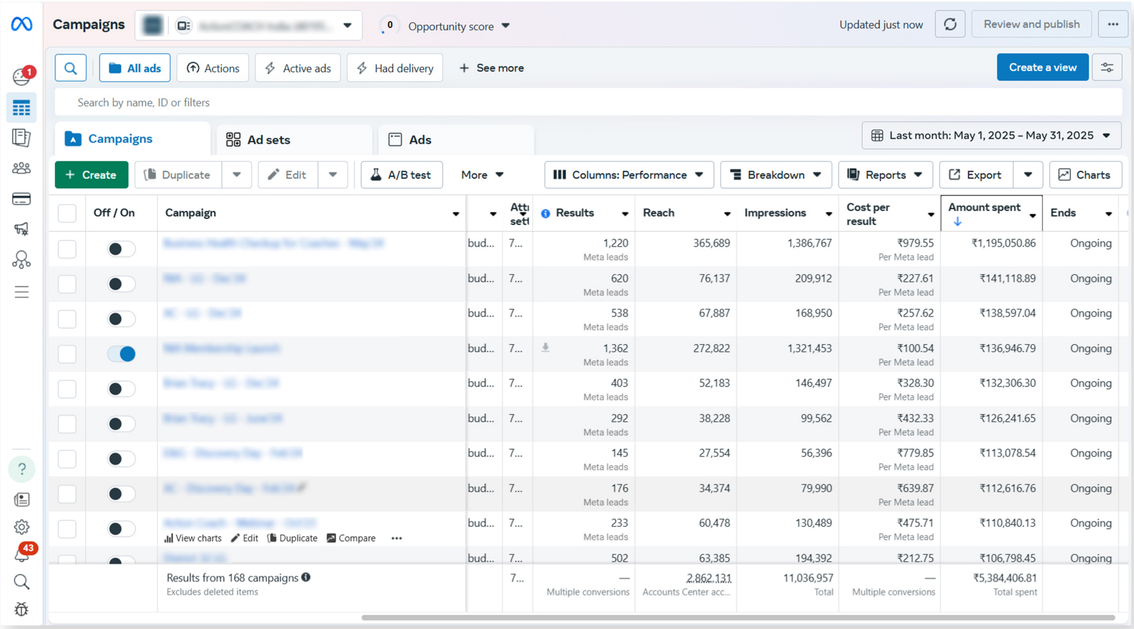
- **30%** increase in social media engagement.
- **25%** boost in website traffic.
- **15%** improvement in brand perception and recall.

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.

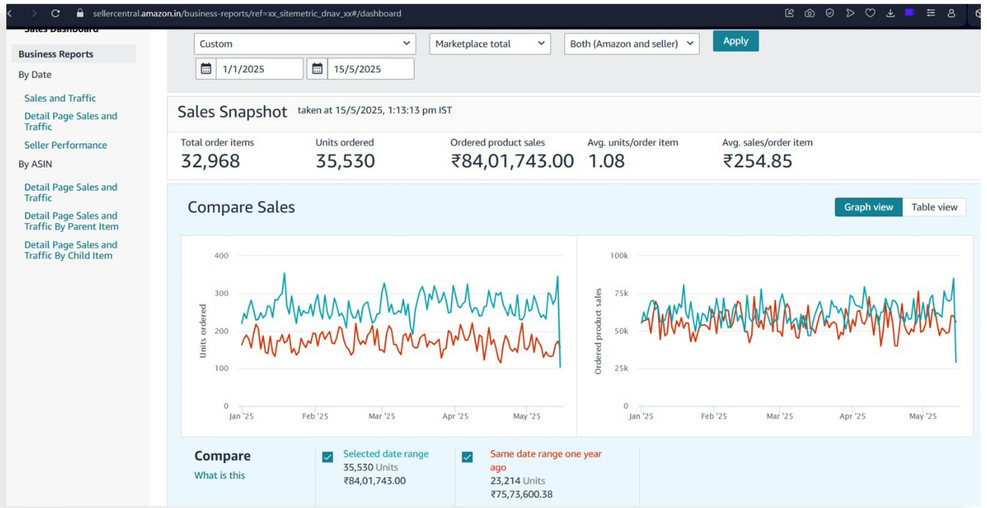
In FY 24-25:

- 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



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 24-25:

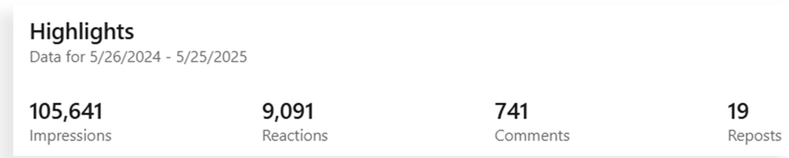
- Sold **1 Lakh+ products** across marketplaces
- Delivered **10x returns on Amazon DSP campaigns**
- Ranked products on top search spots organically and via PPC
- Doubled AOV for several D2C clients through bundled strategies

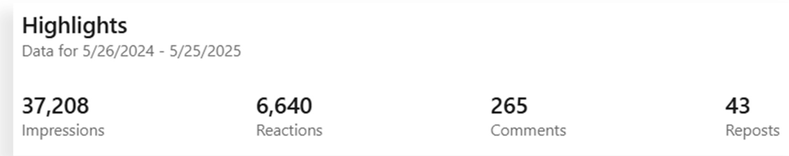
Social Media Marketing

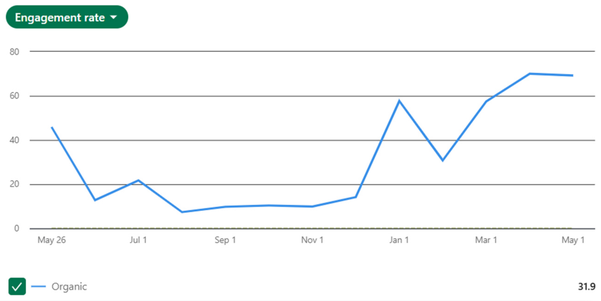
We help brands connect with the right audience by combining platform-specific strategy, content, and creativity — from reels to carousels to campaigns that go beyond vanity metrics.

In FY 24-25:

- 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





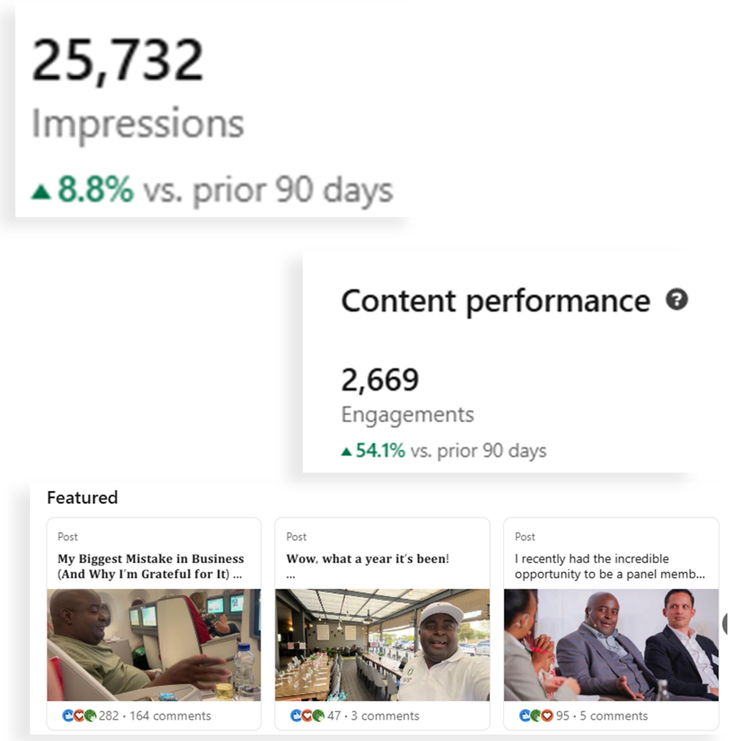


LinkedIn Profile Management

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 24-25:

- 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



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

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.

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.

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.

Satyam Garg, ActionCoach India

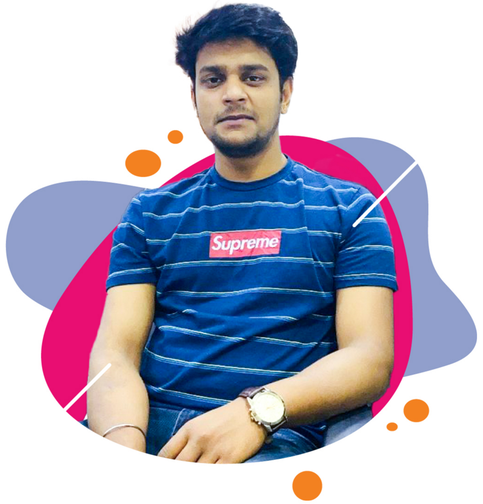
Thanks to DNA's expertise in paid marketing and organic posting, our business coaching firm has experienced a remarkable boost in visibility and engagement. Their strategic approach is a game-changer – highly recommended!

Core Team

DJ
Founder & CEO, DNA Digital

Sheena Rawal
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

"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

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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www.dnafactory.digital