

The Al-Powered Performance Marketing & Automation Agency

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

Our Partners





amazonads

Verified partner



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



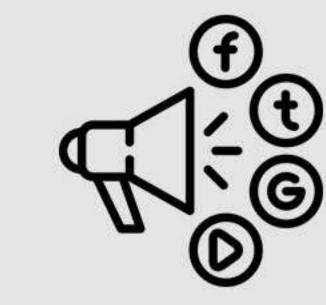
Search Engine Optimization

- -> 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

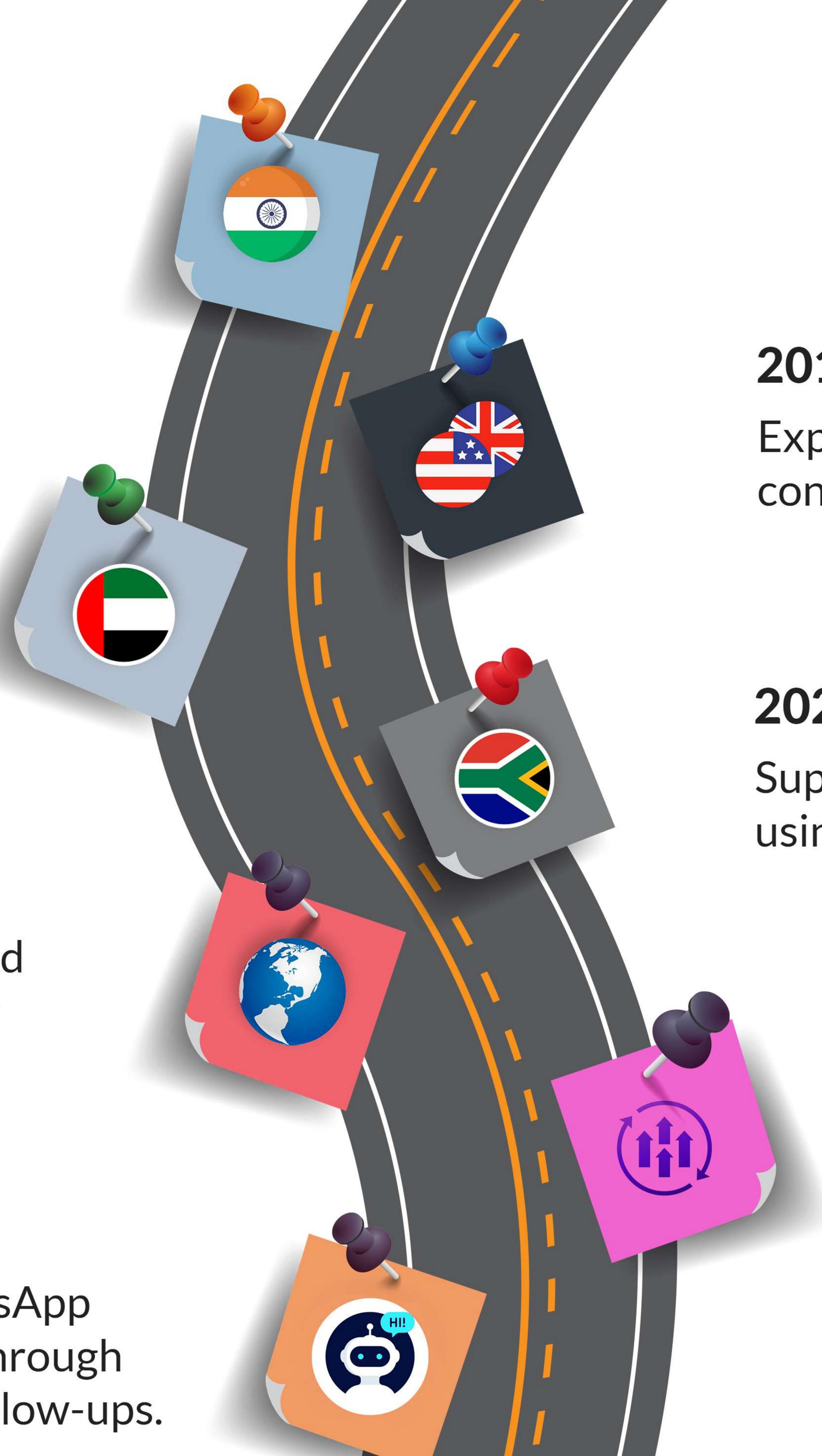
Scaled performance campaigns across the Middle East and launched new digital assets.

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









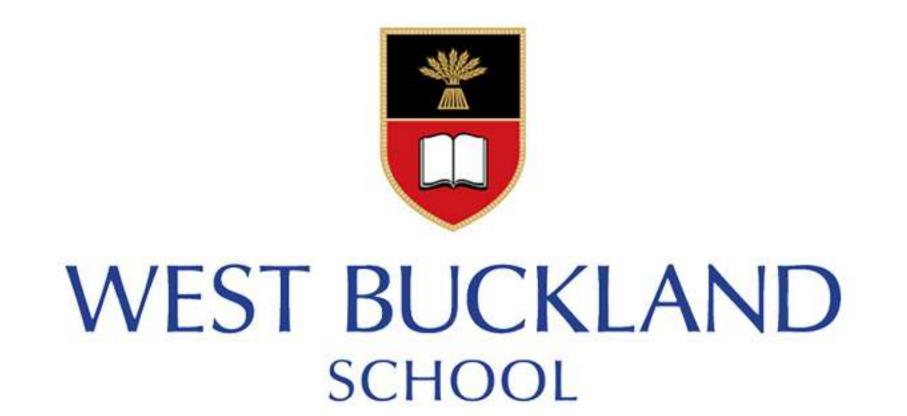












































Brands That Trust DNA Digital



Ecommerce Marketing























SUNSTAR

Brands That Trust DNA Digital



Social Media Marketing













































Branding & Creative





Be our next success story.

Creative Services



Static Posts





Catalogue Images





A+ Content

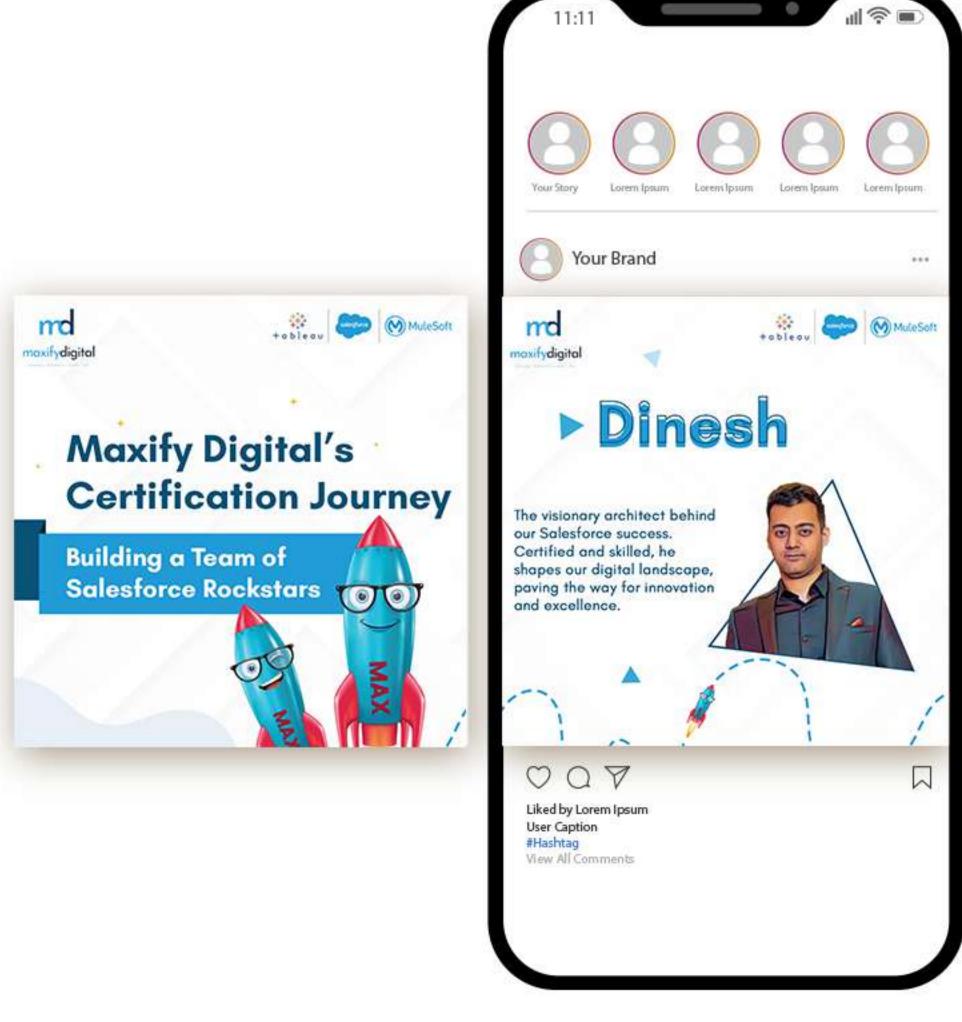








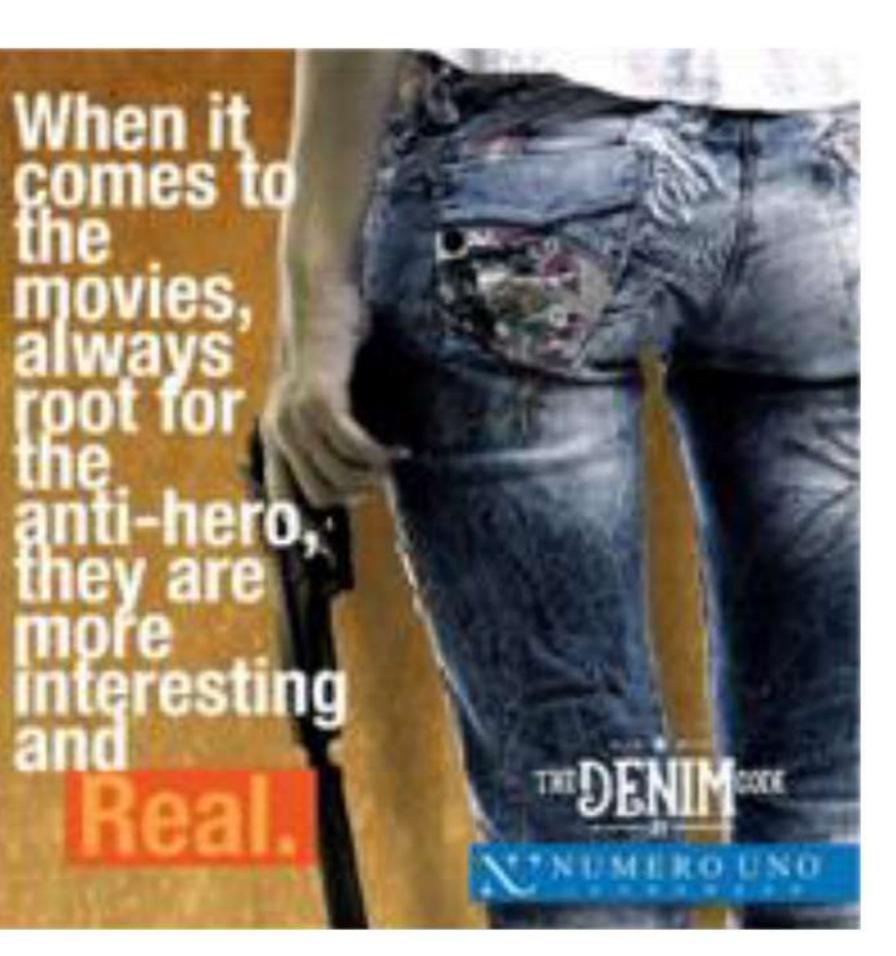
Carousel Post



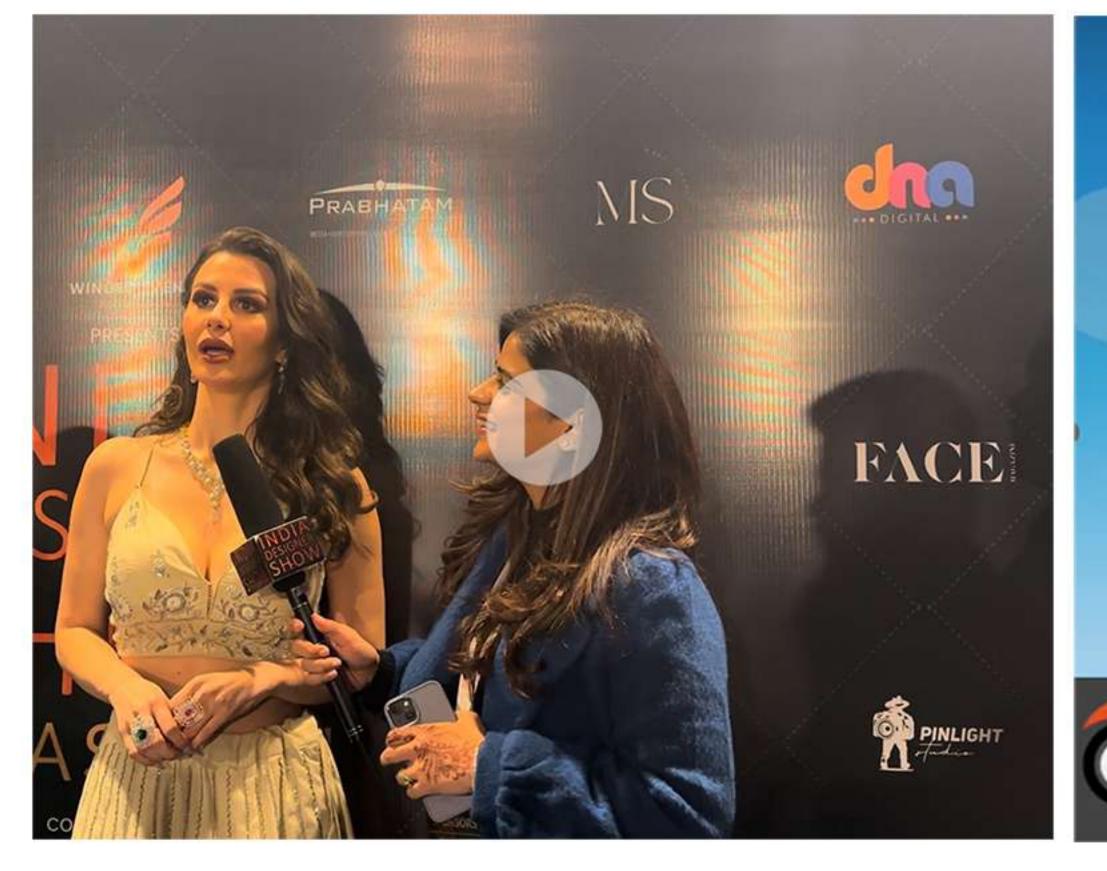


Best Performing Ads





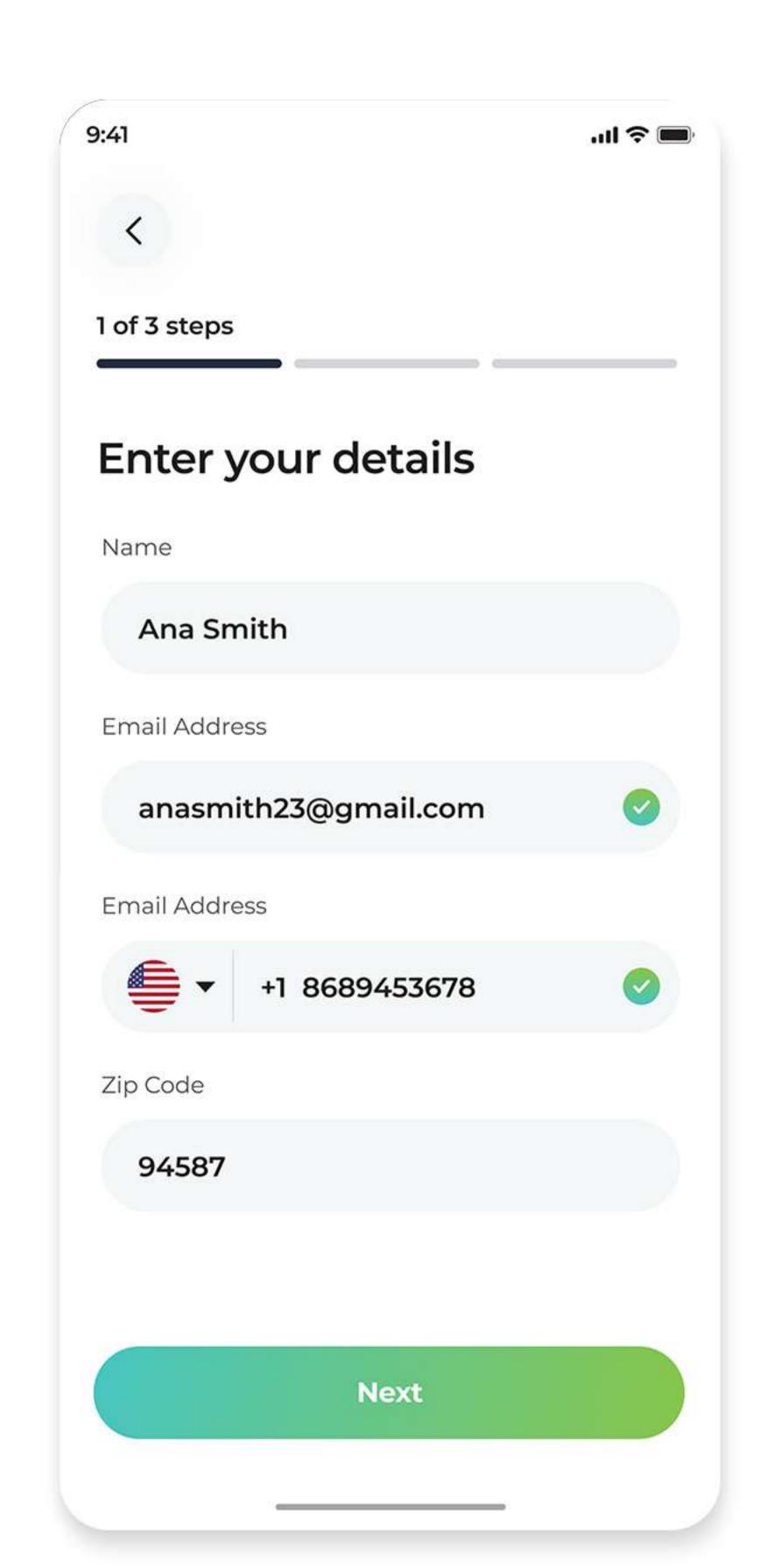
Viral Videos

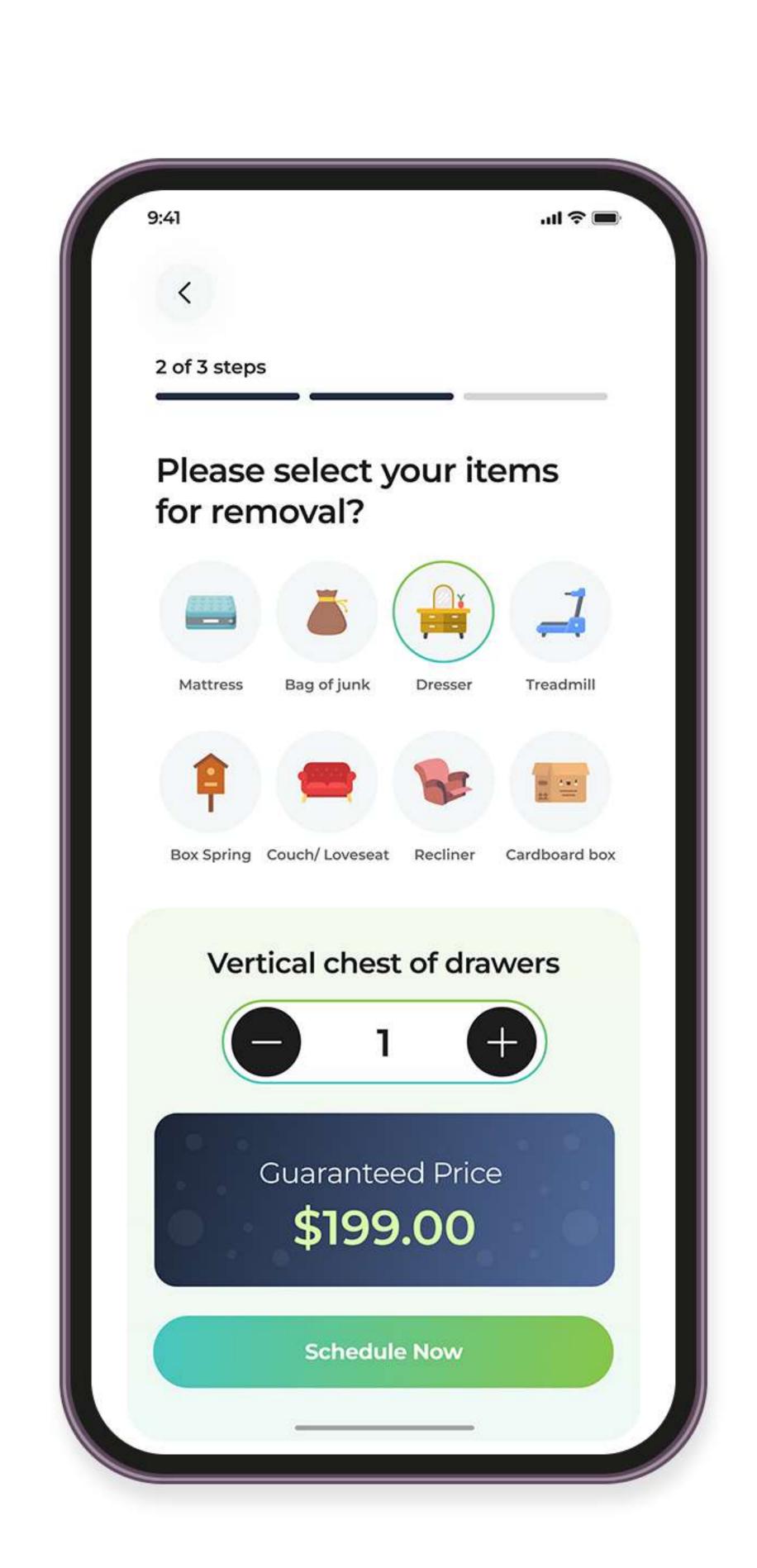


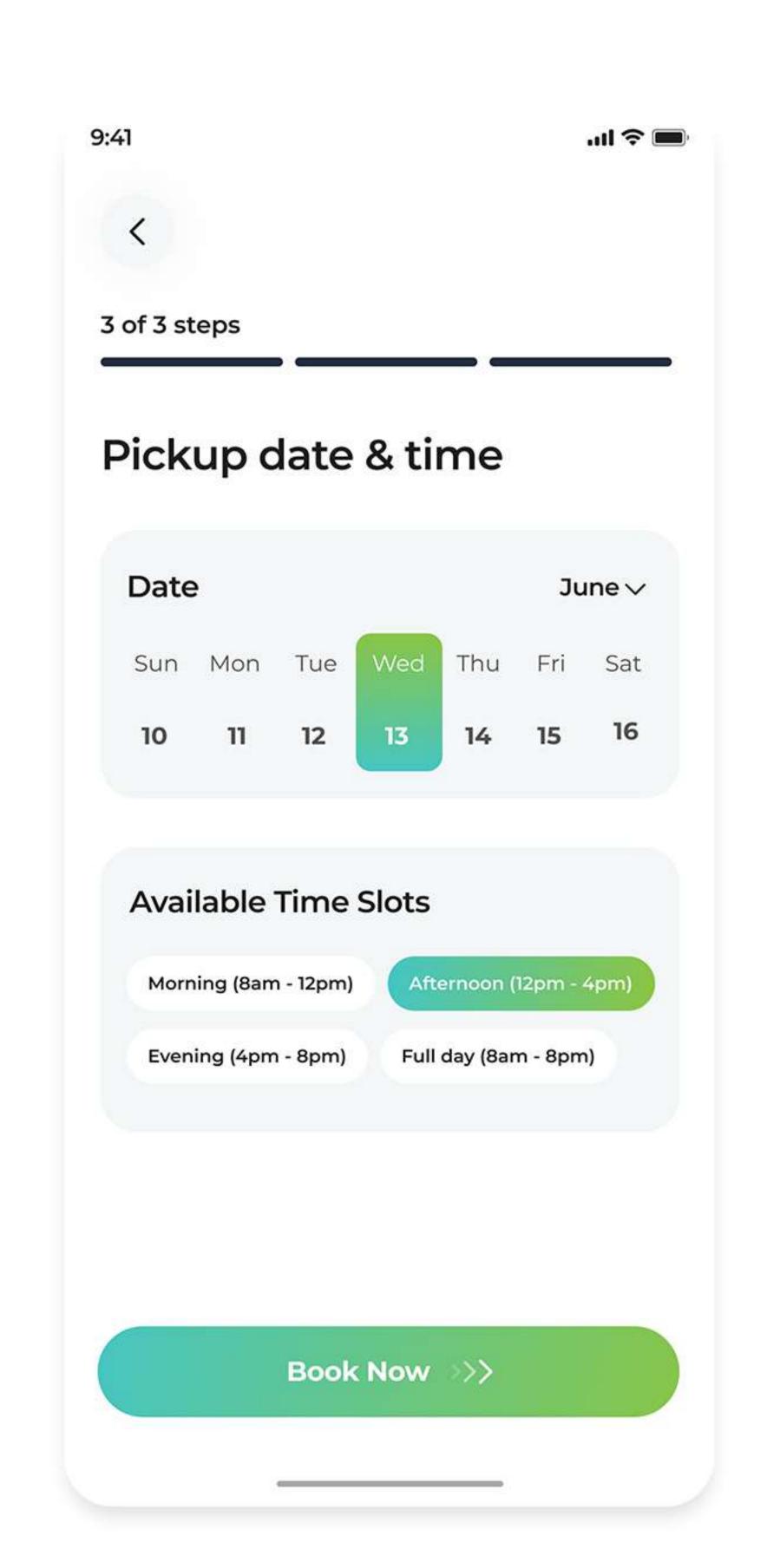


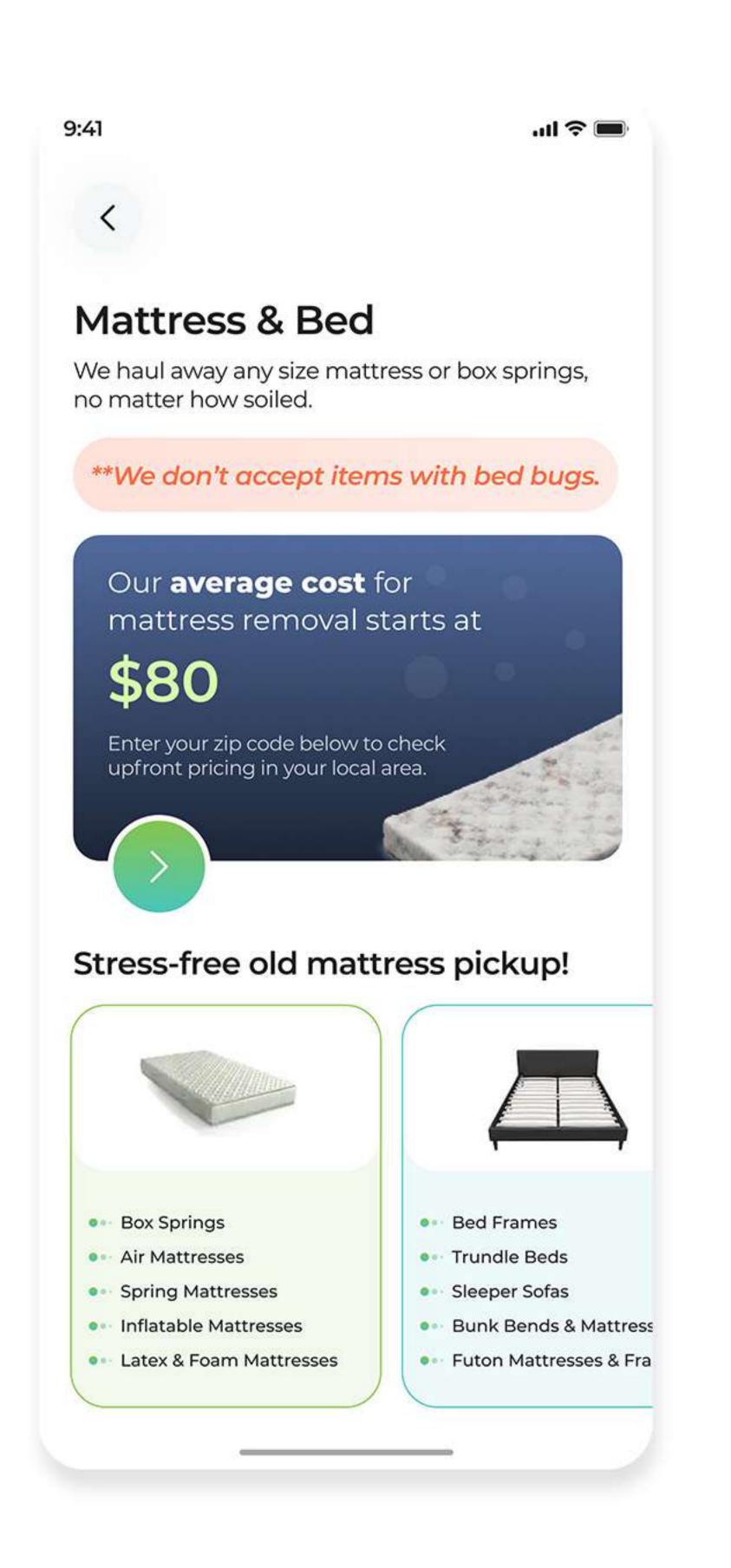
UI/UX Designs

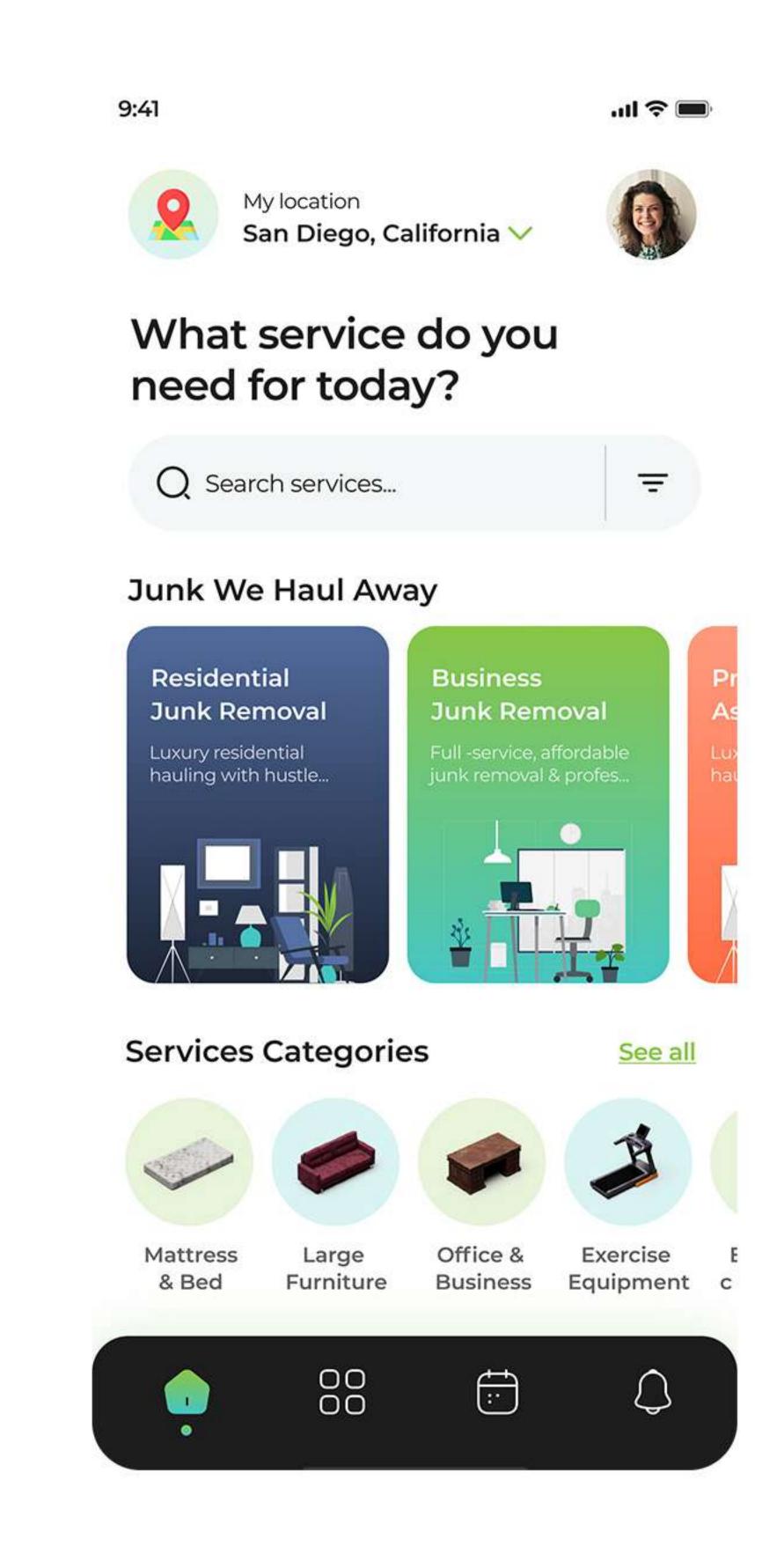








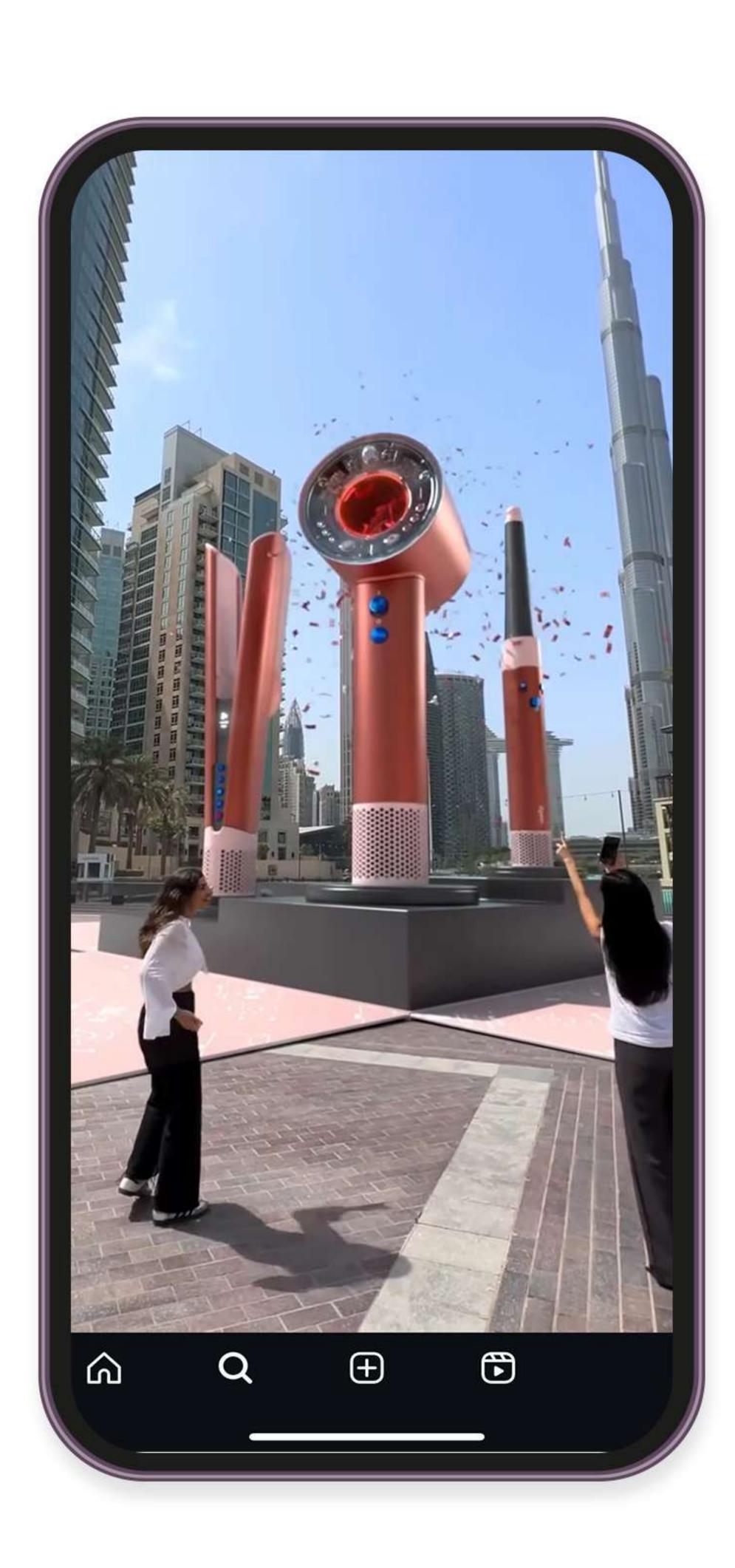




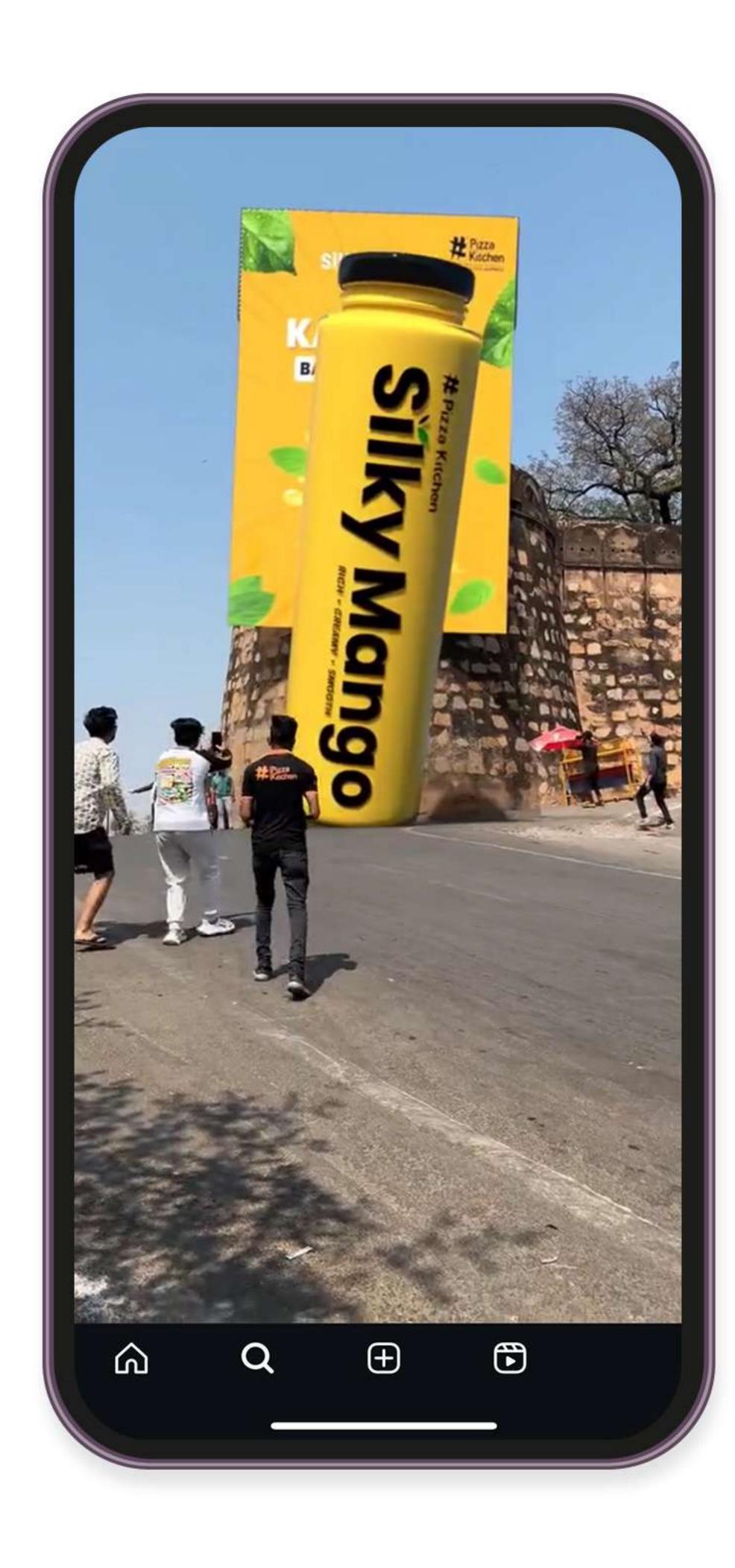
CGI Videos















Personal Branding on LinkedIn



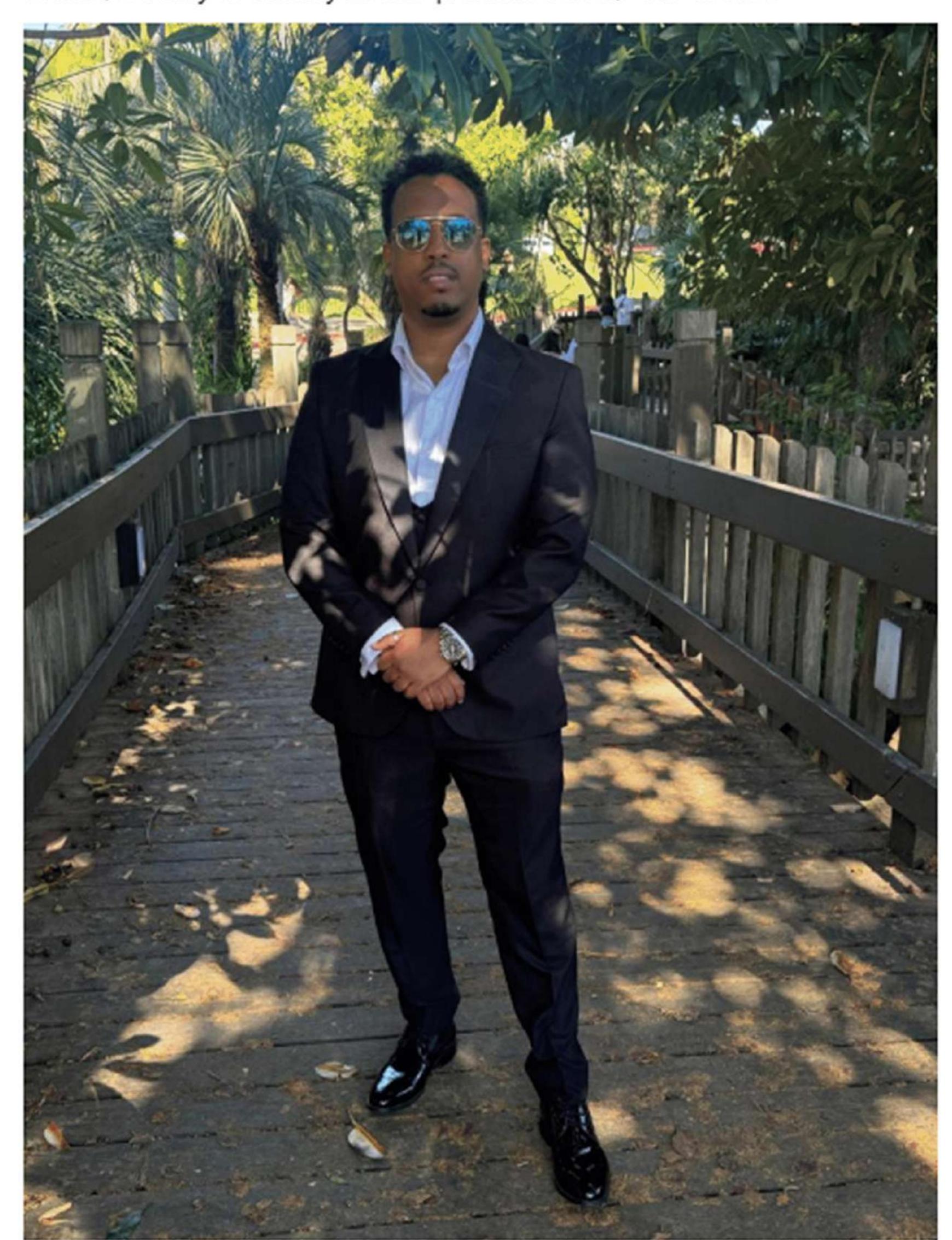


★ Finan Nazazi ★ • 1st

I help small businesses maximise their Salesforce Marketing Cloud, b... Book an appointment

The Identity Shift of a Tech Leader

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

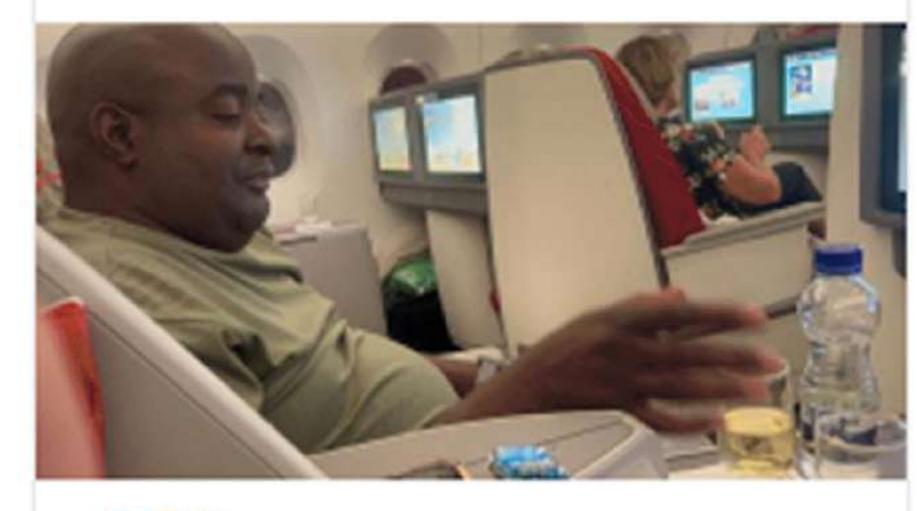


CC ★ Finan Nazazi ★ and 90 others

23 comments · 1 repost

Featured

My Biggest Mistake in Business Wow, what a year it's been! (And Why I'm Grateful for It) ...



€C 282 · 164 comments



CC 47 · 3 comments

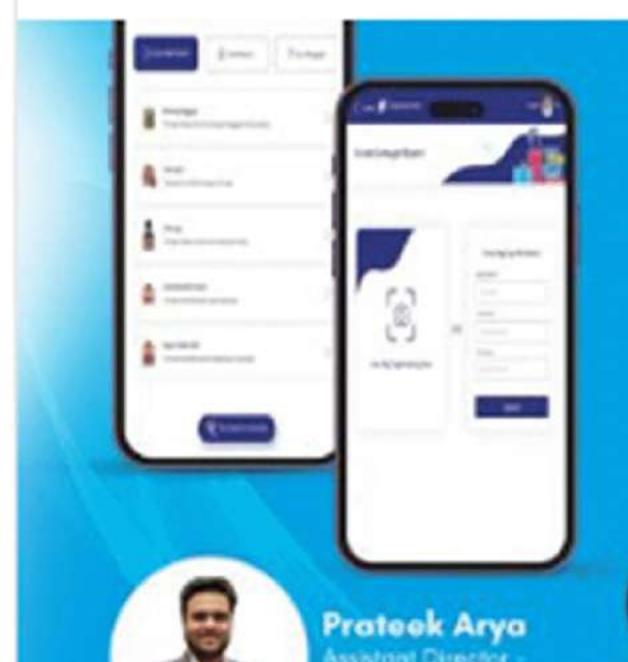
Post

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



۩ 95 · 5 comments

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



Baggage Solution (MaxBAG)

- Al-Pawered Baggage Matching PNR-Based Customer Portal for
- Baggage Tracking Integrated with Navitaire for faster case creation and resolution
- +35% Increase in CSAT

[™] 140 · 95 comments

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



FIAIL OAA FIIIIAO **EVERY TOUCHPOINT IN** AVIATION

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

ASSISTANT DIRECTOR & ASSOCIATE ENTERPRISE ARCHITECT

CCOmments



DC-Deepankur Chawla 8x Salesforce Evangelist and
Founder & CEO @Maxify Digital #1 Full Service Salesforce Managed ...
4mo • ⑤

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 Mc ...more





Excited to Take Flight at the #Aviation #Festival!

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







CC 179

138 comments

Personal Branding Metrics

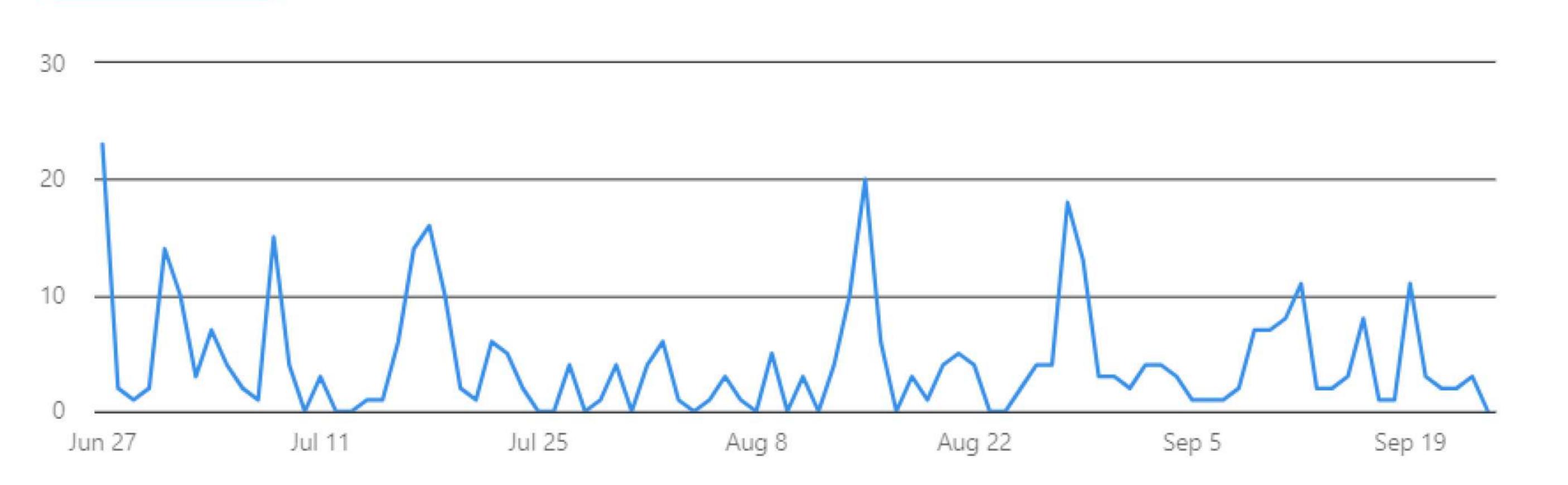


3,162 @

Total followers ▲ 13.5% Past 90 days

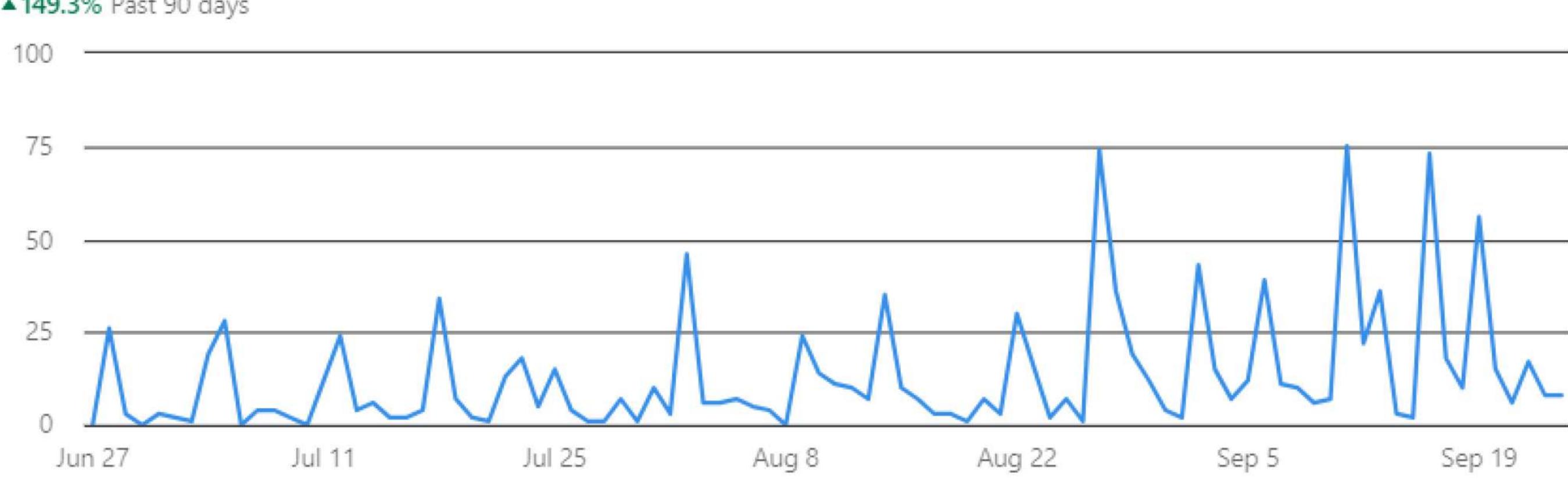
New followers @

Past 90 days



1,179

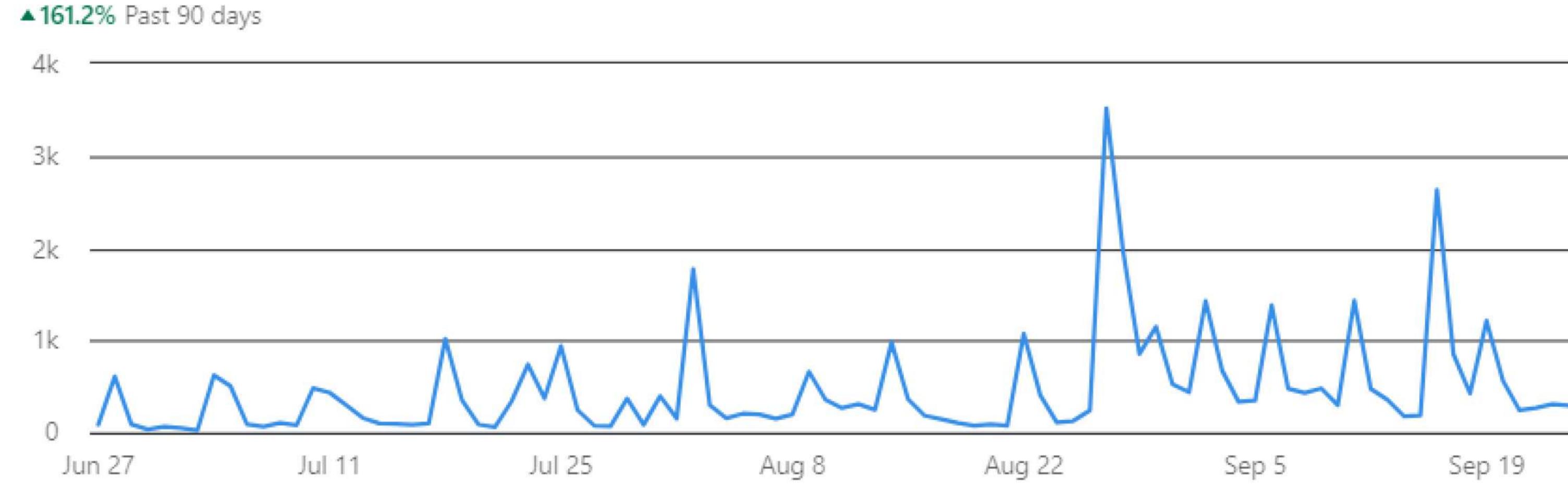
Engagements ▲ 149.3% Past 90 days



Content performance @

42,091

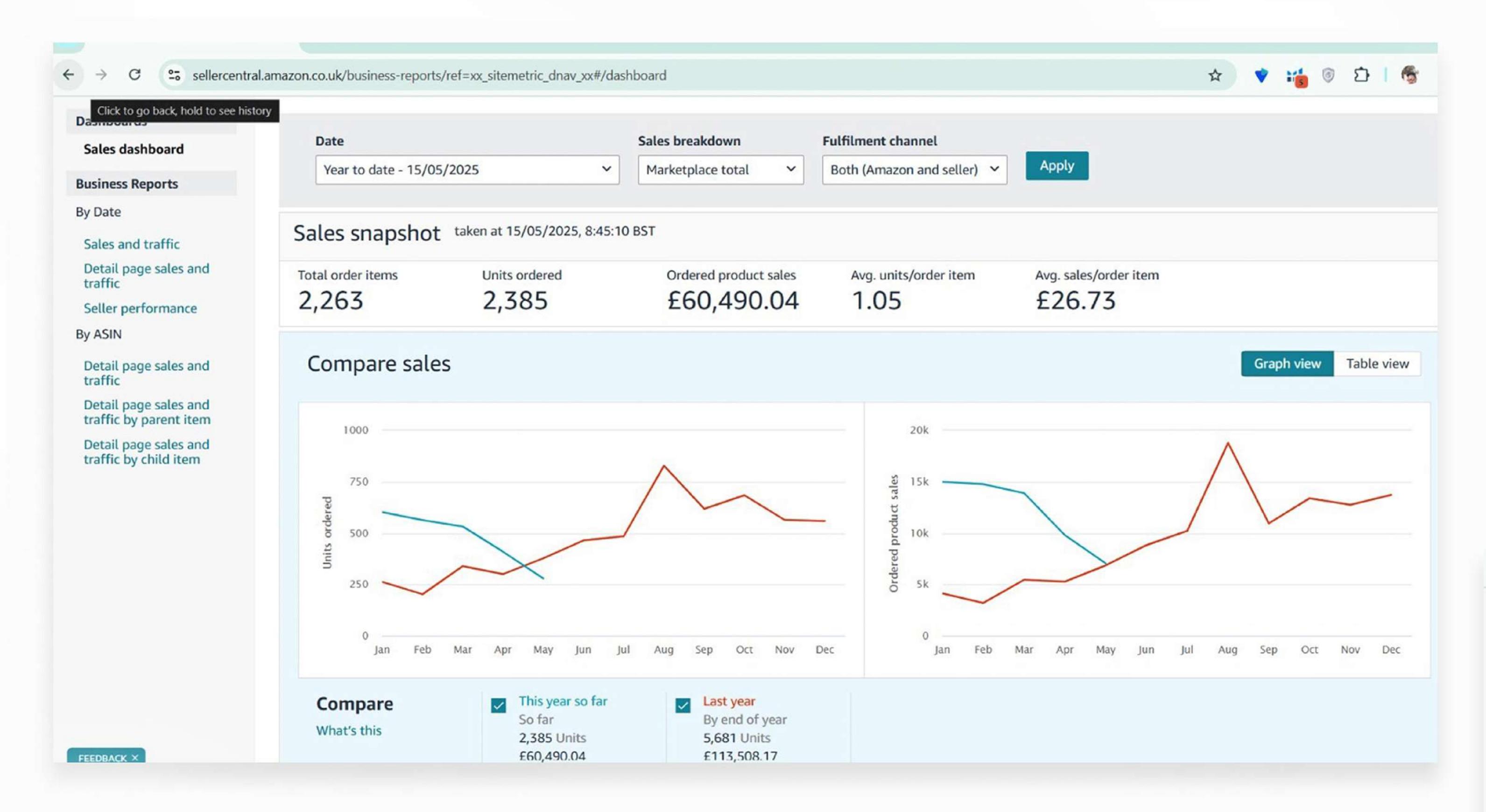
Impressions

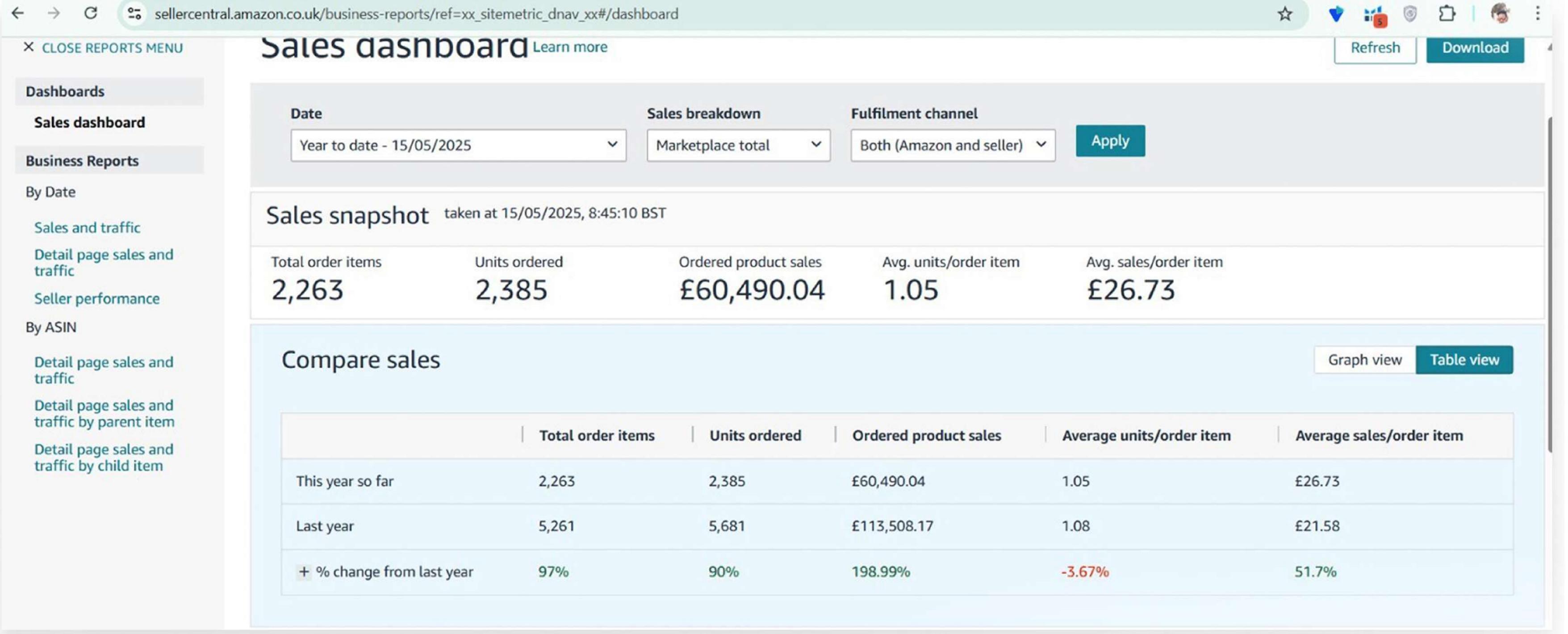




Our E-Commerce Success in Numbers

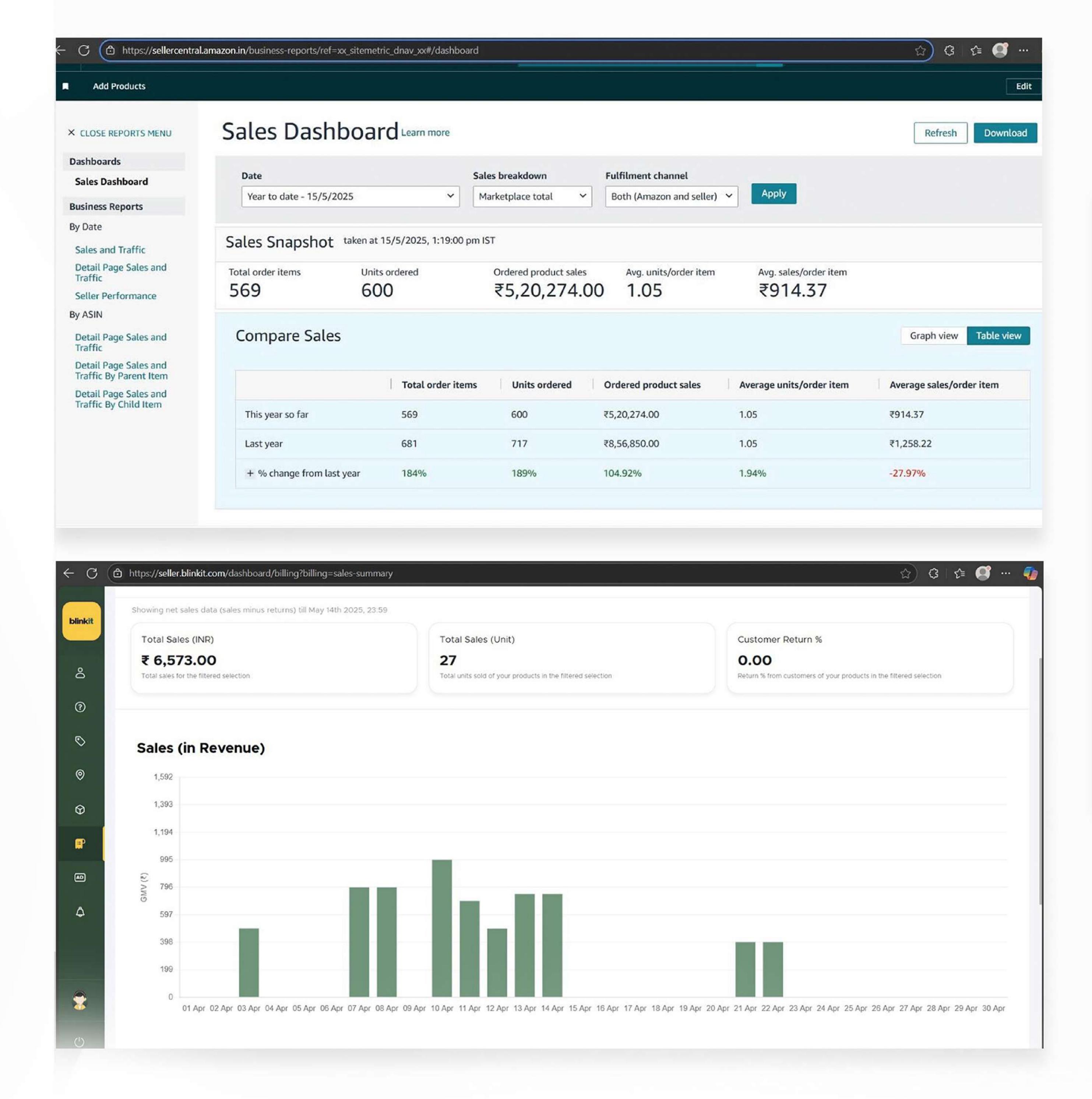


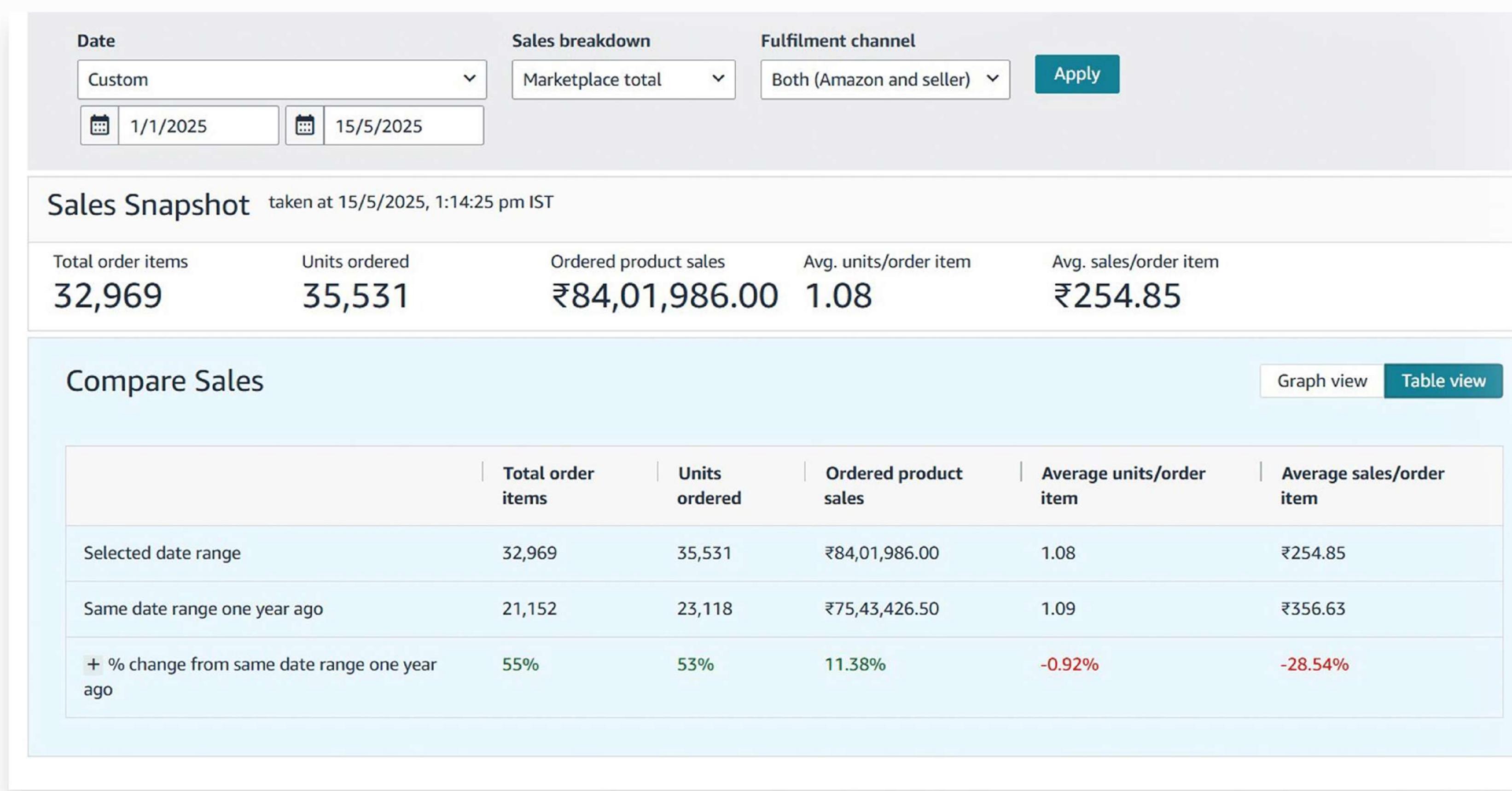












DIGIMONK.A



Building Al-powered marketing systems that convert.

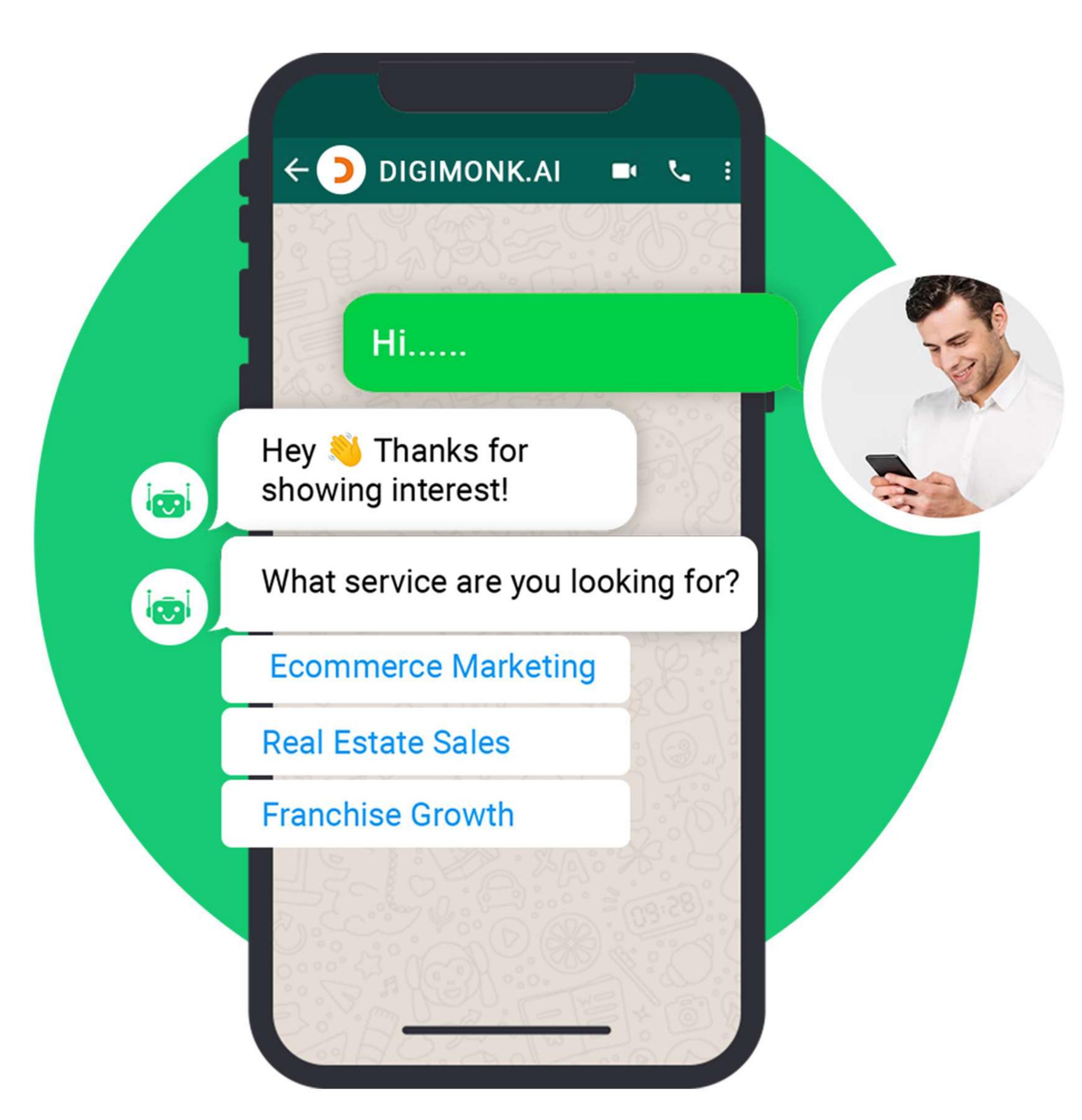
Digimonk.ai is our in-house, Al-driven WhatsApp Sales Agent designed to help businesses convert more leads without scaling manpower.

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.

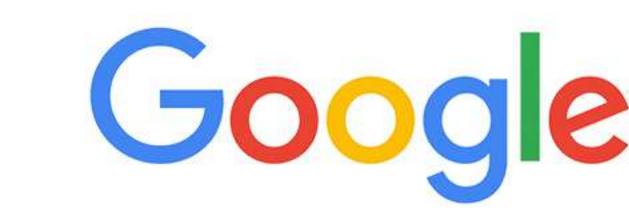
- 2–3x higher conversions
- 70% less telecaller dependency
- Zero missed leads



Supported Integrations













CASE STUDIES





- 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).







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 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

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

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 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



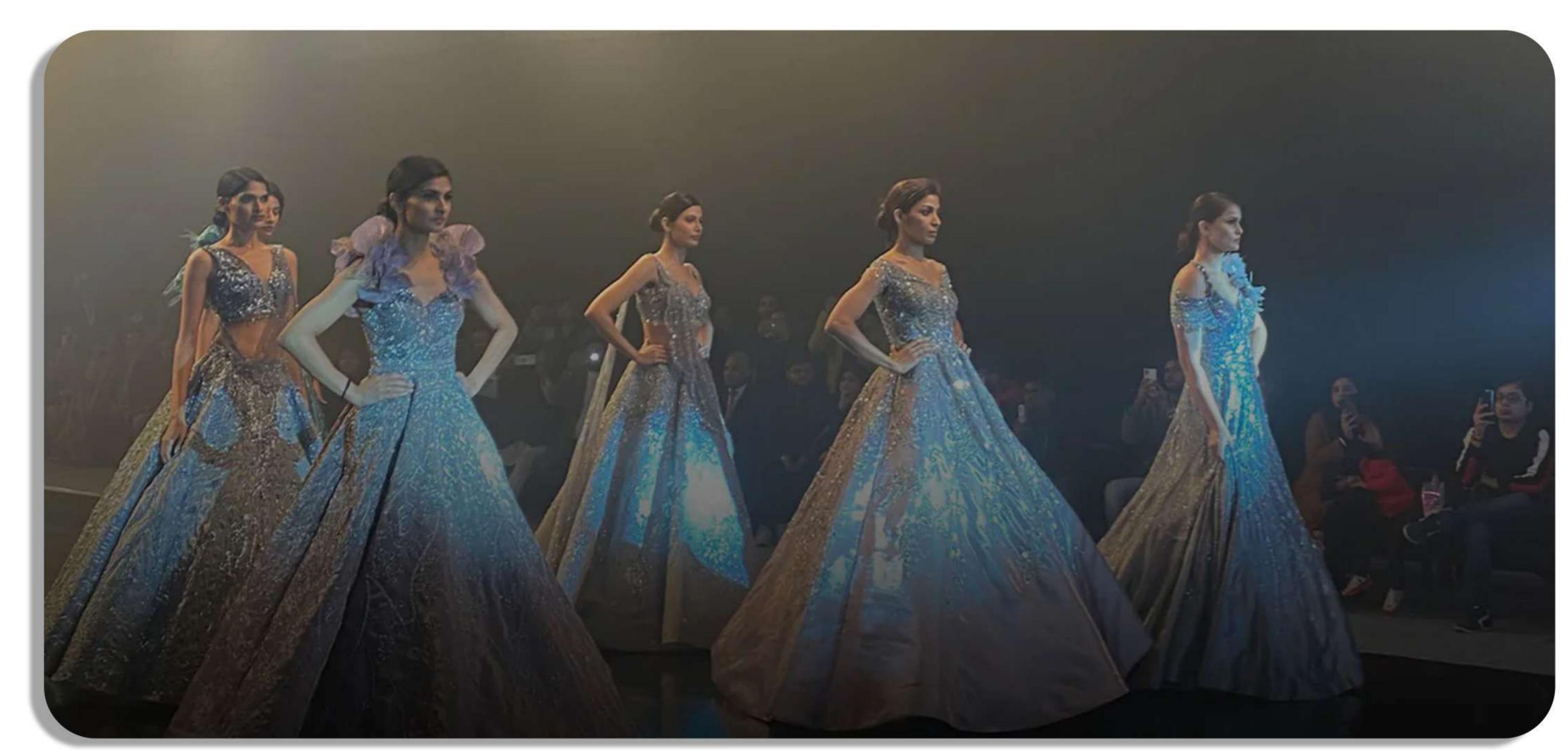
INDIA DESIGNER SHOW

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

(AD) Clicks on Ads: **122,000**

Page Visits: 10,000

இ் Leads Captured: 250

© Click-Through Rate (CTR): 1.5%

Performance Marketing



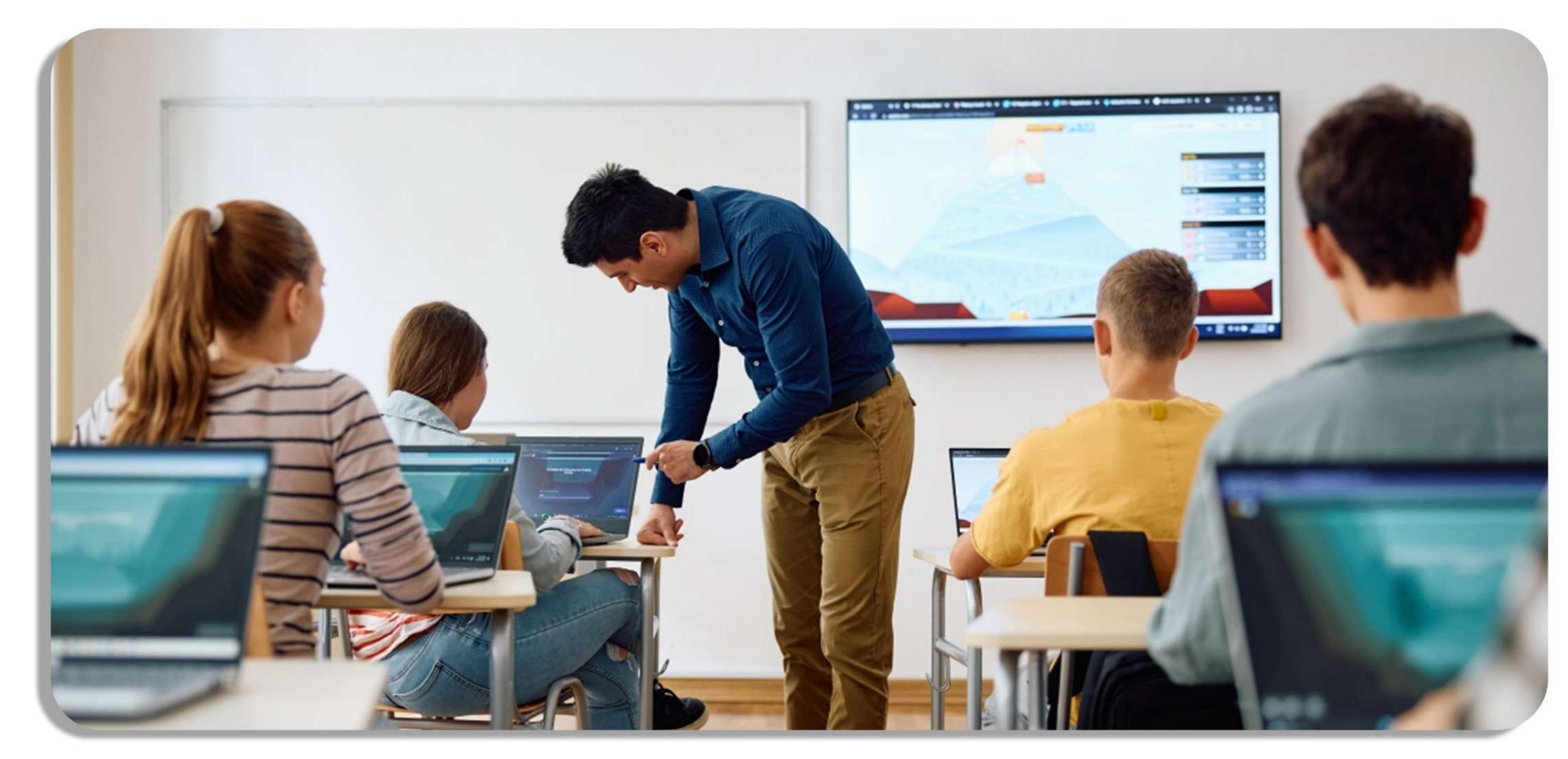


Objective:

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



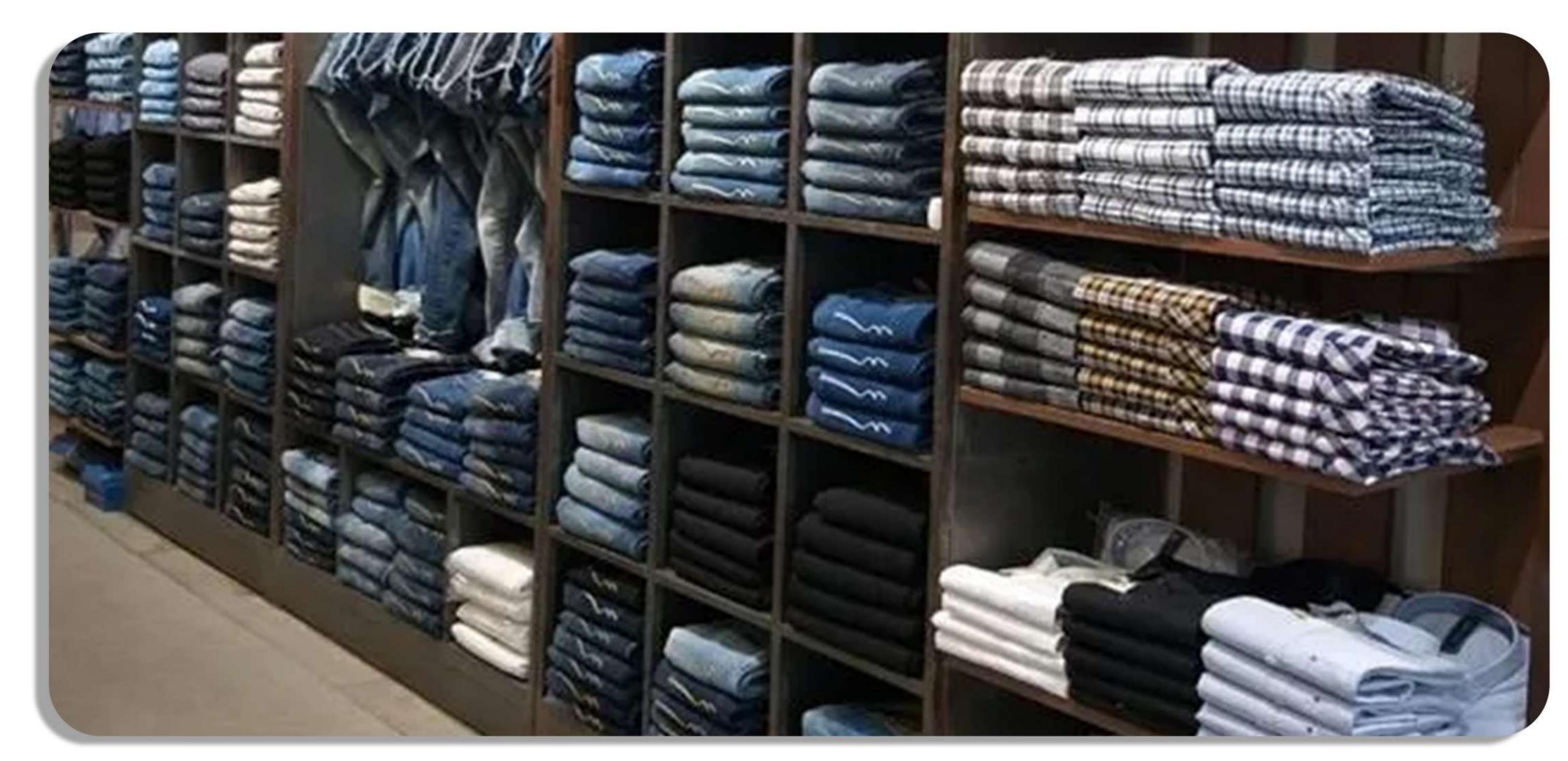
NUMERO UNO THE REAL DENIM

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.





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.

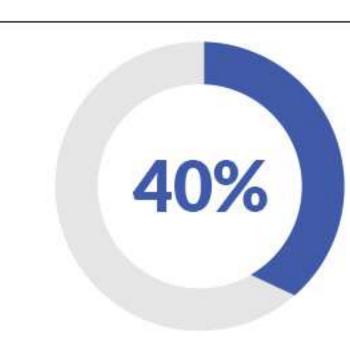
In FY 24-25:



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

Q	All ac	Actions Active ads Had delivery	+ See	more					Create	a view
Se	arch by name	ID or filters								
	Campaigns							⊞ Last mon	th: May 1, 2025 – Ma	y 31, 2025 🔻
+ 0	reate [Duplicate Edit A/B test	More •	•	III Columns: Pe	rformance •	■ Breakdown ■	■ Reports ▼	☑ Export ▼	Charts
	Off / On	Campaign	-	Attı setl	6 Results ▼	Reach	► Impressions ▼	Cost per result	Amount spent	Ends
			bud	7	1,220 Meta leads	365,689	1,386,767	₹979.55 Per Meta lead	₹1,195,050.86	Ongoing
			bud	7	620 Meta leads	76,137	7 209,912	₹227.61 Per Meta lead	₹141,118.89	Ongoin
			bud	7	538 Meta leads	67,887	7 168,950	₹257.62 Per Meta lead	₹138,597.04	Ongoin
			bud	7	± 1,362 Meta leads	272,822	1,321,453	₹100.54 Per Meta lead	₹136,946.79	Ongoin
			bud	7	403 Meta leads	52,183	146,497	₹328.30 Per Meta lead	₹132,306.30	Ongoin
			bud	7	292 Meta leads	38,228	99,562	₹432.33 Per Meta lead	₹126,241.65	Ongoin
			bud	7	145 Meta leads	27,554	56,396	₹779.85 Per Meta lead	₹113,078.54	Ongoin
			bud	7	176 Meta leads	34,374	79,990	₹639.87 Per Meta lead	₹112,616.76	Ongoin
		III View charts ✔ Edit (Duplicate	bud	7	233 Meta leads	60,478	130,489	₹475.71 Per Meta lead	₹110,840.13	Ongoin
			bud	7	502	63,385	194,392	₹212.75	₹106,798.45	Ongoin





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



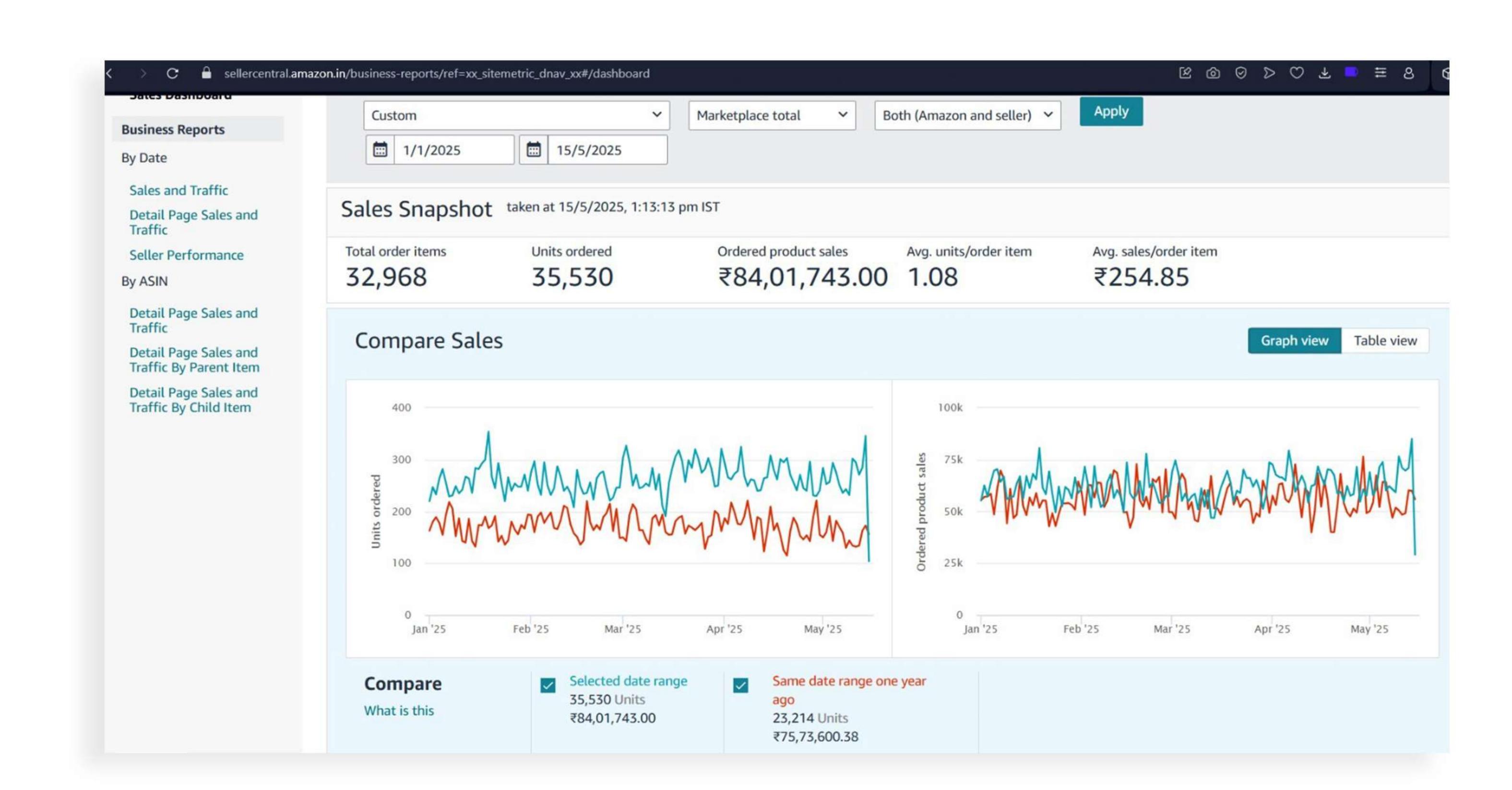
Delivered 10x returns on Amazon DSP campaigns



Ranked products on top search spots organically and via PPC



Doubled AOV for several D2C clients through bundled strategies

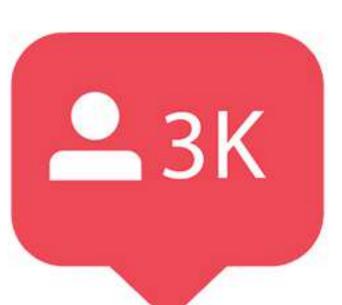






We help brands connect with the right audience by combining platform-specific strategy, content, and creativity — from reels to carousels to campaigns that go beyond vanity metrics.

In FY 24-25:



Grew brand followings by over 35,000+ net new followers



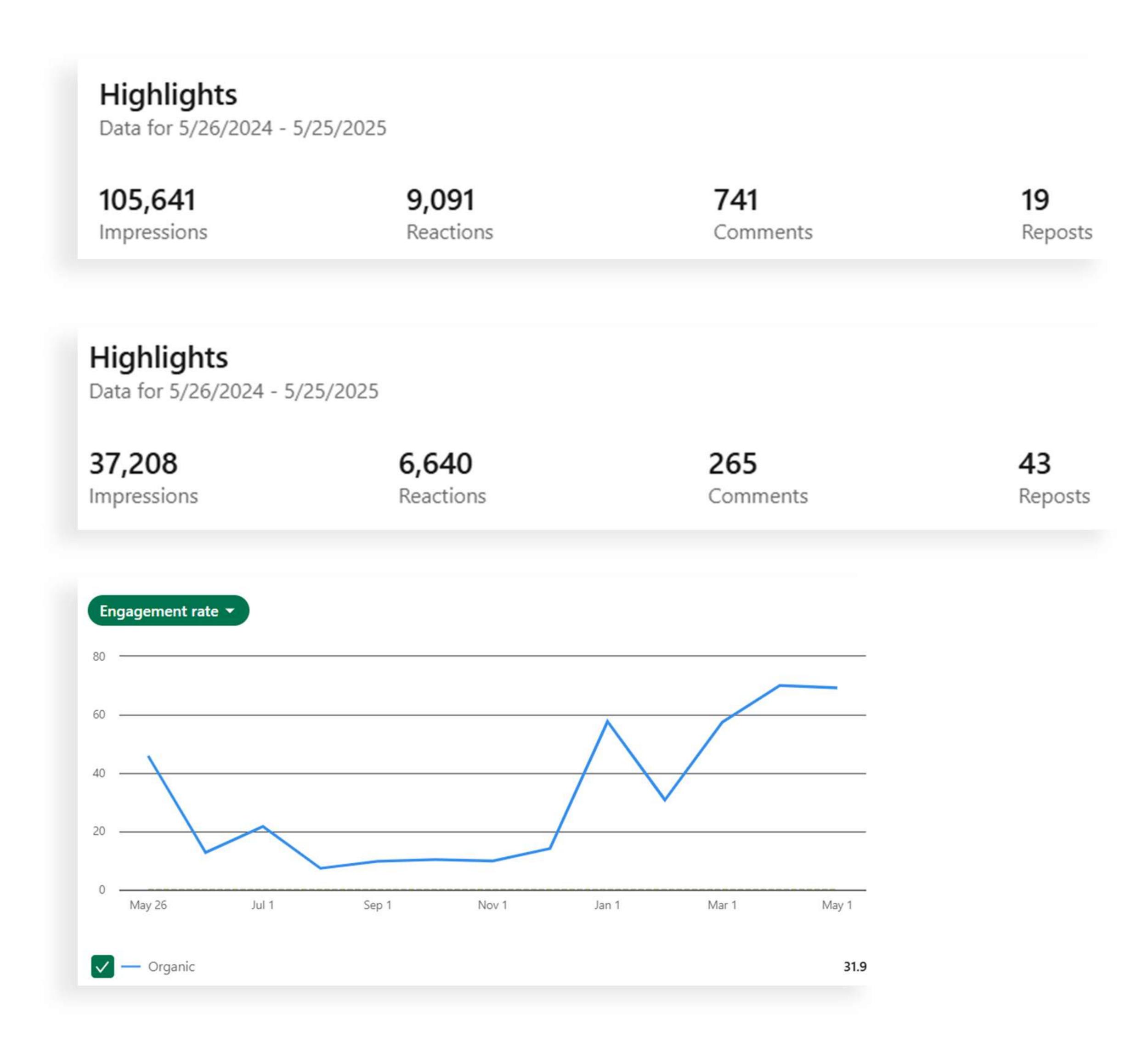
Achieved 2x-5x engagement rate improvements



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

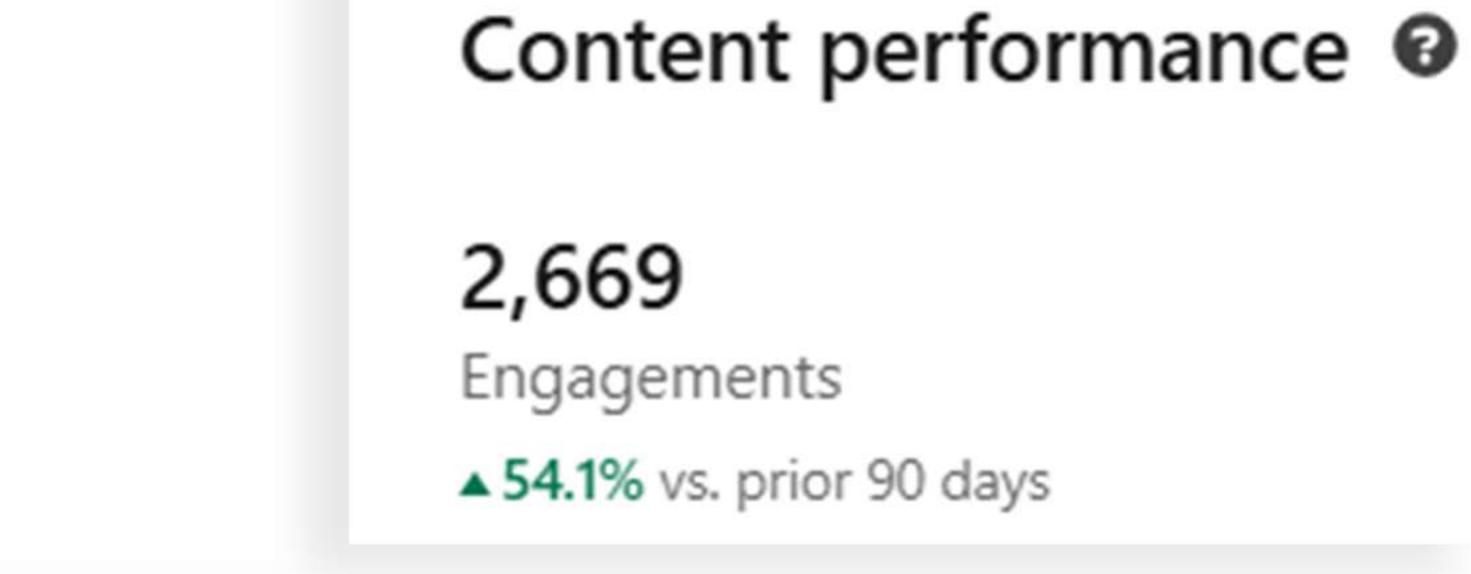


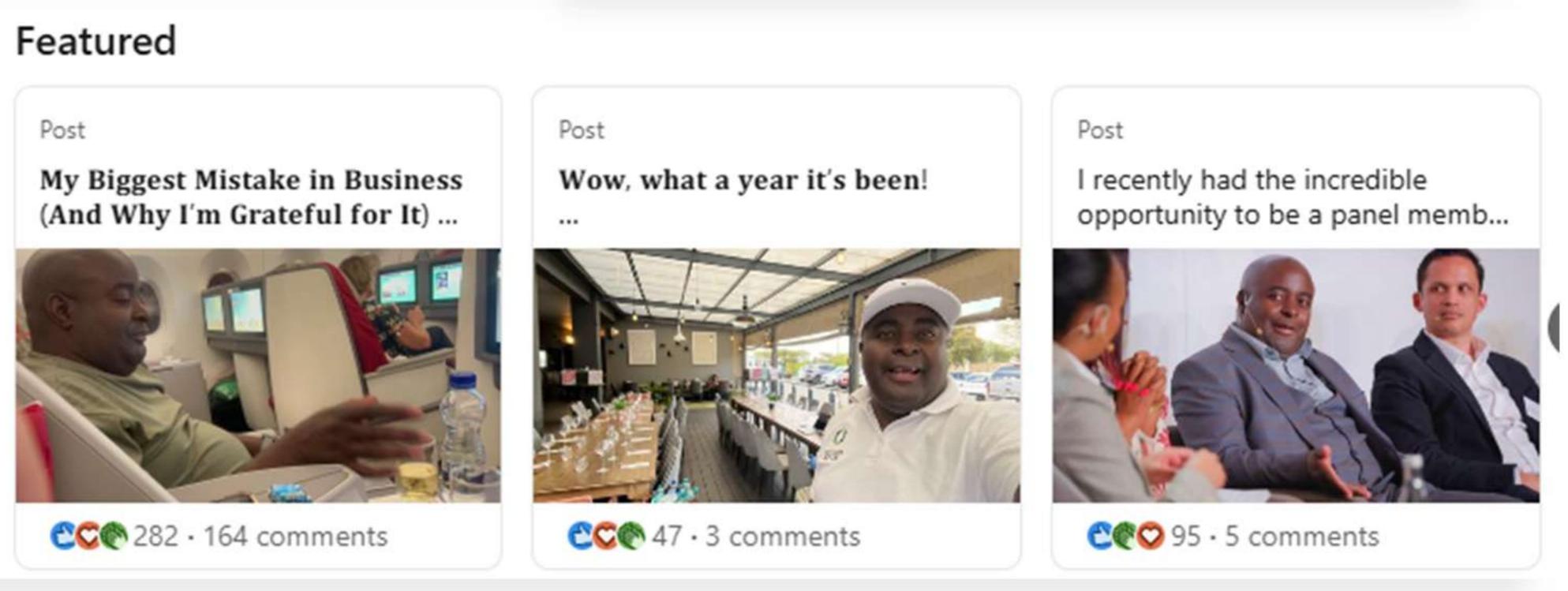
Sparked partnerships, PR invites, and pipeline growth — organically



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

25,732 Impressions • 8.8% vs. prior 90 days





You have finally found the right marketing agency



Let Us Do the Rest Now!



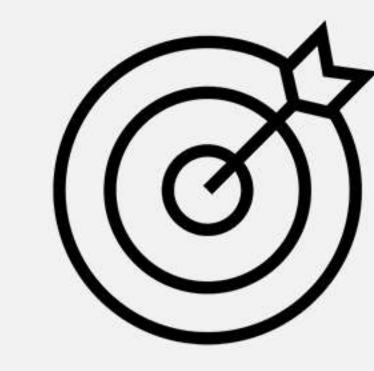
Wishing For 10x ROI?

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



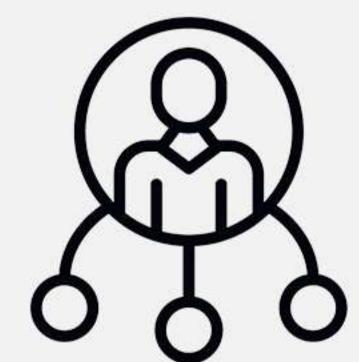
Tired of Boring and Stale Content?

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.





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



Founder & CEO, DNA Digital

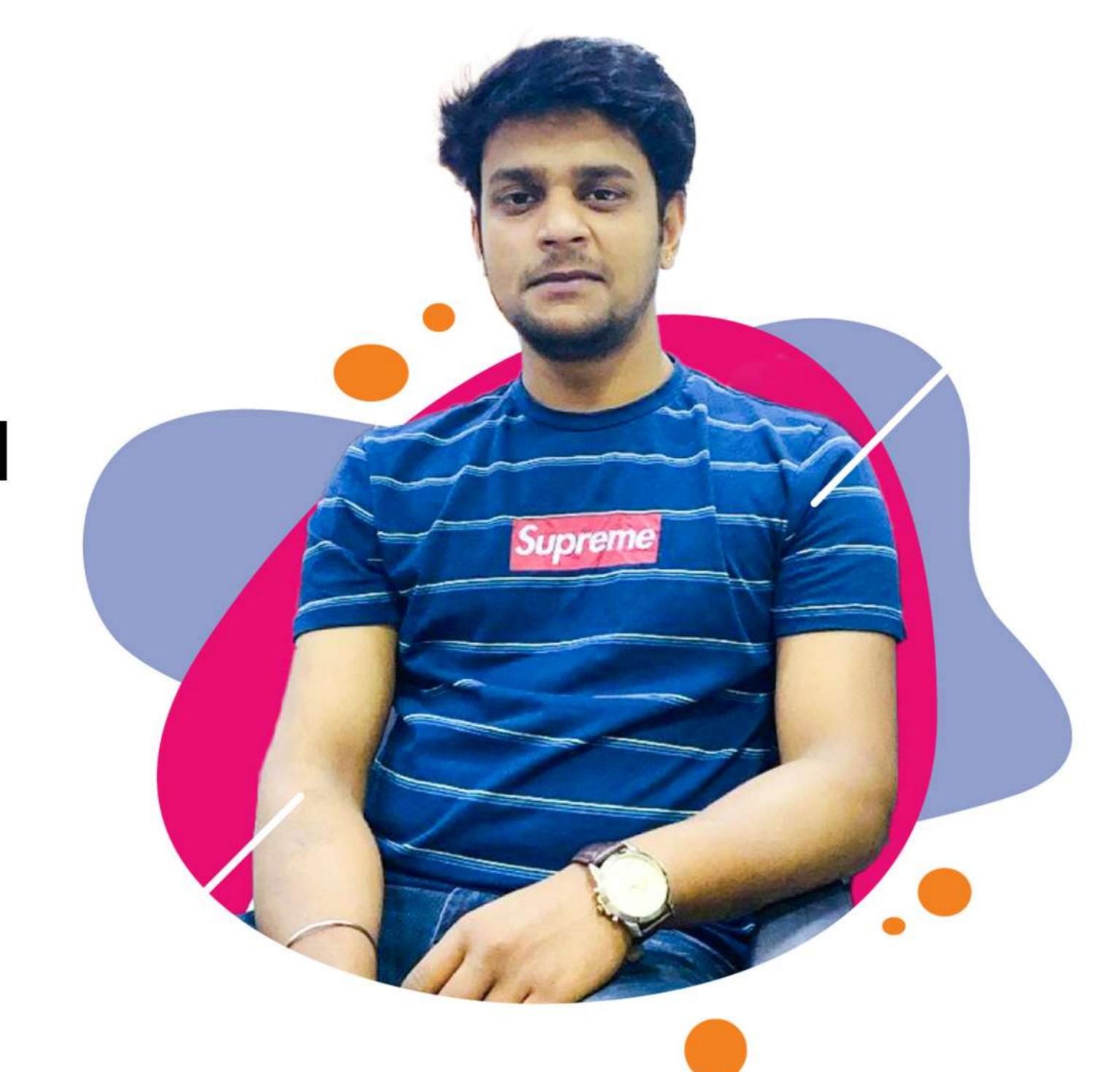


Sheena Rawal

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





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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?

ell. 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



MAY 26, 2023



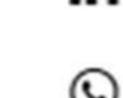
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NA Digital Factory has announced its expansion in Business Bay, Dubai. This marks another territory for DNA with its operational presence in the US, UK, and India already. This strategic move aims to bring the agency's expertise and innovative solutions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

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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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