



— Est. 2018 —

PORTFOLIO

— Your Partner in Creating and Growing Brands —



HOW WE STARTED AND WHERE WE STAND NOW!

Established in 2018

Aerox Digital emerged from the collaborative efforts of three ambitious university friends with a shared passion for digital marketing. Started with a small office space, Aerox Digital has evolved into a prominent player in the digital marketing arena, boasting a dynamic team of over 30+ talented individuals.

Our Vision

Driven by a commitment to excellence and fueled by innovation, Aerox Digital has cultivated relationships with over 500+ satisfied clients across various industries. Our journey is defined by our dedication to delivering unparalleled results and crafting bespoke solutions tailored to meet the unique needs of each client.



Aerox Digital Private Limited
is **FULL SERVICE** agency with **MAJOR FOCUS ON**



Design &
Branding



Performance
Marketing



Web
Development



Social Media
Management



AI Agents &
Automation



SEO &
GEO



OUR KEY ACHIEVEMENTS

01

From a One-Room Startup to Industry Leader.

Founded in 2018 with just four passionate team members, our journey began with a simple vision — to empower businesses through creative and results-driven digital solutions. Over the years, we've grown into a thriving digital agency with a team of 30+ experts, offering comprehensive end-to-end e-commerce services. What started with a focus on social media and design has evolved into a full-scale operation supporting over 50 clients across Pakistan, the USA, UK, Canada, Dubai, Oman, and other international markets. Our diverse service portfolio now includes performance marketing, search engine & generative engine optimization branding, web and app development, content creation, and dedicated customer support. With a client-centric approach and a strong focus on innovation, we've become a trusted growth partner for brands looking to thrive in today's competitive digital landscape.

02

Building Iconic Brands from the Ground Up.

We've proudly partnered with e-commerce brands like Rollover Kids Company, Nappa Dori, Al-Bayara, Cocobee, Wolfi's, and many more — supporting them from initial ideas to successful, scalable businesses. With compelling branding, smart marketing strategies, and influencer collaborations, we've helped bring their visions to life. Many of these names now generate millions in monthly revenue and have become industry leaders. Their success continues to drive our passion for delivering meaningful results.



01

Transforming Traditional Businesses to Thrive Online.

Our journey goes beyond e-commerce. We have helped traditional businesses successfully transition into the digital world. From distinctive packaging designs to immersive video shoots, we transform offline brands into strong and recognizable online identities. This digital transformation has empowered businesses across industries such as healthcare, real estate, car rental, and packaging. Seeing these brands grow and thrive online remains one of our proudest achievements.

02

Collaborating with the Government for Social Impact.

Our work extends beyond the private sector. We collaborate with public and governmental institutions in Germany to deliver digital solutions that create meaningful impact for both departments and the communities they serve. One such project involved supporting a regional public authority with digital communication and online outreach for a citizen-focused initiative, including platform management and multimedia content production to ensure clear, accessible, and compliant messaging. Through strategic communication, technology-driven solutions, and user-focused digital experiences, we help public initiatives improve accessibility, awareness, and engagement. These collaborations reflect our ability to support government-led projects with professionalism and precision, transforming public services into effective and sustainable digital platforms.



WHAT WE DO...

Design

- Packaging and Label Design
- Business Cards and Stationery Design
- Print Collateral Design
- Profile/Catalogue Design
- Event Branding
- Website & App UI/UX Design
- Social Media Design
- Billboard & Outdoor Signage Design
- Brochure & Flyer Design
- Presentation Design
- Digital Ad & Banner Design
- Trade Show & Exhibition Design
- Corporate Branding & Material Design

Production

- Product Photography
- Corporate Video Event Coverage
- Model Shoots
- Concept-Based Shoots
- Documentaries
- Tutorials & Training Videos
- Animation Videos
- Explanatory Videos
- YouTube Channel Content
- Commercial & Ad Videos
- Time-lapse & Hyperlapse Videos
- Interactive Video Content Digital

Digital

- Digital Strategy & Planning
- Social Media Campaigns
- Performance Marketing
- Content Marketing
- PPC Campaigns
- Reporting & Forecasting
- Website Analytics
- Conversion Rate Optimization
- Paid Social Advertising
- Display Advertising
- Affiliate Marketing
- Marketing Automation

Development

- Development
- E-commerce Website Development
- Shopify Development
- Portfolio Website Development
- Custom Development
- WordPress Development
- API Integration
- Website Maintenance & Support
- UX/UI Development
- Payment Gateway Integration
- Website Optimization & Performance Tuning

Strategy and Planning

- Strategy and Planning
- Brand Naming & Tagline Creation
- Brand Vision, Mission & Values Identification
- Business Requirements & Planning
- Brand Strategy & Positioning
- Brand Idea & Persona Development
- Campaign Concepts & Strategy
- E-commerce Business Planning
- Storyboarding
- Market Research & Analysis
- Digital Marketing Strategy
- Content Strategy Development
- Influencer & Partnership Strategy



WORKED FOR

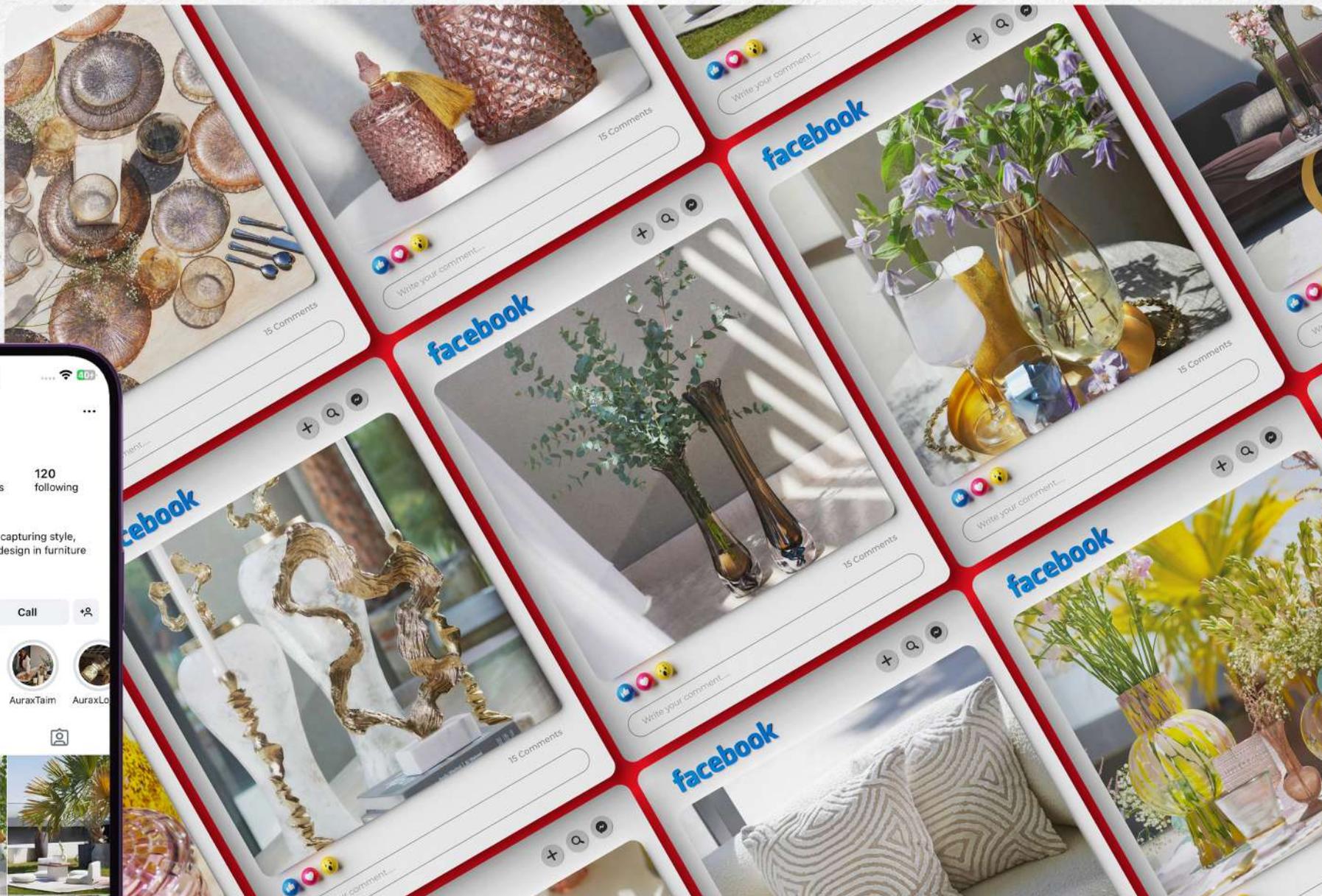
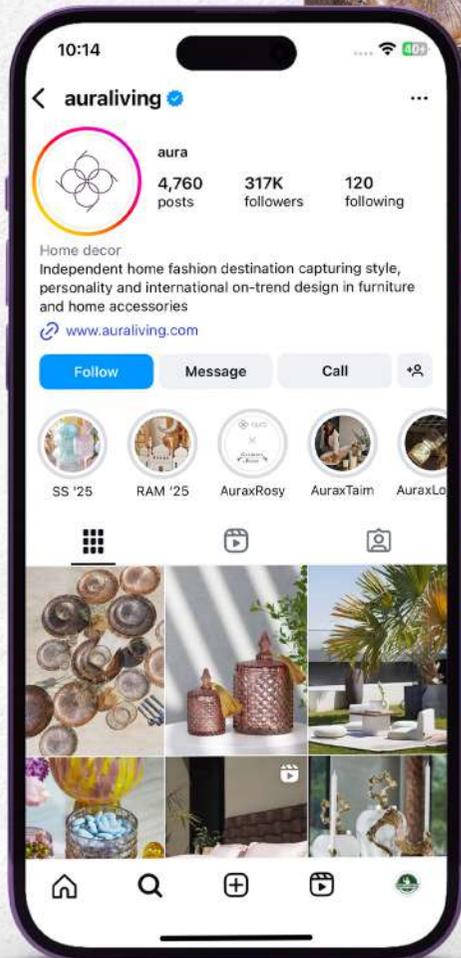


— Est. 2018 —

SOCIAL MEDIA

— Your Partner in Creating and Growing Brands —





@auraliving

— Est. 2018 —

BRANDING

— Your Partner in Creating and Growing Brands —





Wolfi's

Wolfi's is a modern and forward-thinking brand built on the idea of offering a fresh perspective—an alternative to the ordinary. Whether through innovative design, technology, or unique services, ALTERNATE stands for change, creativity, and challenging the norm. The brand reflects boldness and simplicity, with a strong visual identity that resonates with those who value smart, stylish, and meaningful choices.

Driven by a passion for progress, ALTERNATE aims to connect with a new generation of consumers who are not afraid to question conventions. With a sleek aesthetic and a commitment to quality, the brand positions itself as a leader in delivering not just products or services—but experiences that inspire and make a difference.

Golden Yellow
#f26522

Light Gray
#dcdede

Charcoal Gray
#000000



WOLFI'S



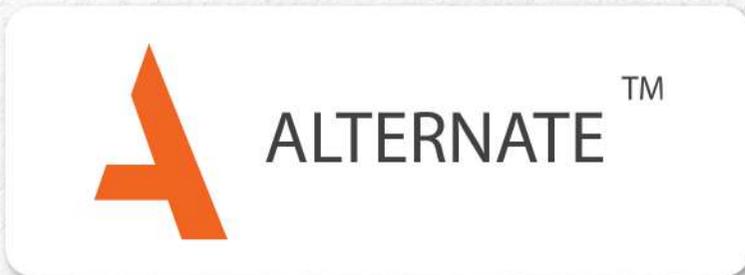


ALTERNATE™

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Bayara

Bayara is a modern and forward-thinking brand built on the idea of offering a fresh perspective—an alternative to the ordinary. Whether through innovative design, technology, or unique services, ALTERNATE stands for change, creativity, and challenging the norm. The brand reflects boldness and simplicity, with a strong visual identity that resonates with those who value smart, stylish, and meaningful choices.

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Crimson Red
#db1639

Lime Green
#8FC63E

Charcoal Gray
#f9f9f9



BAYARA®

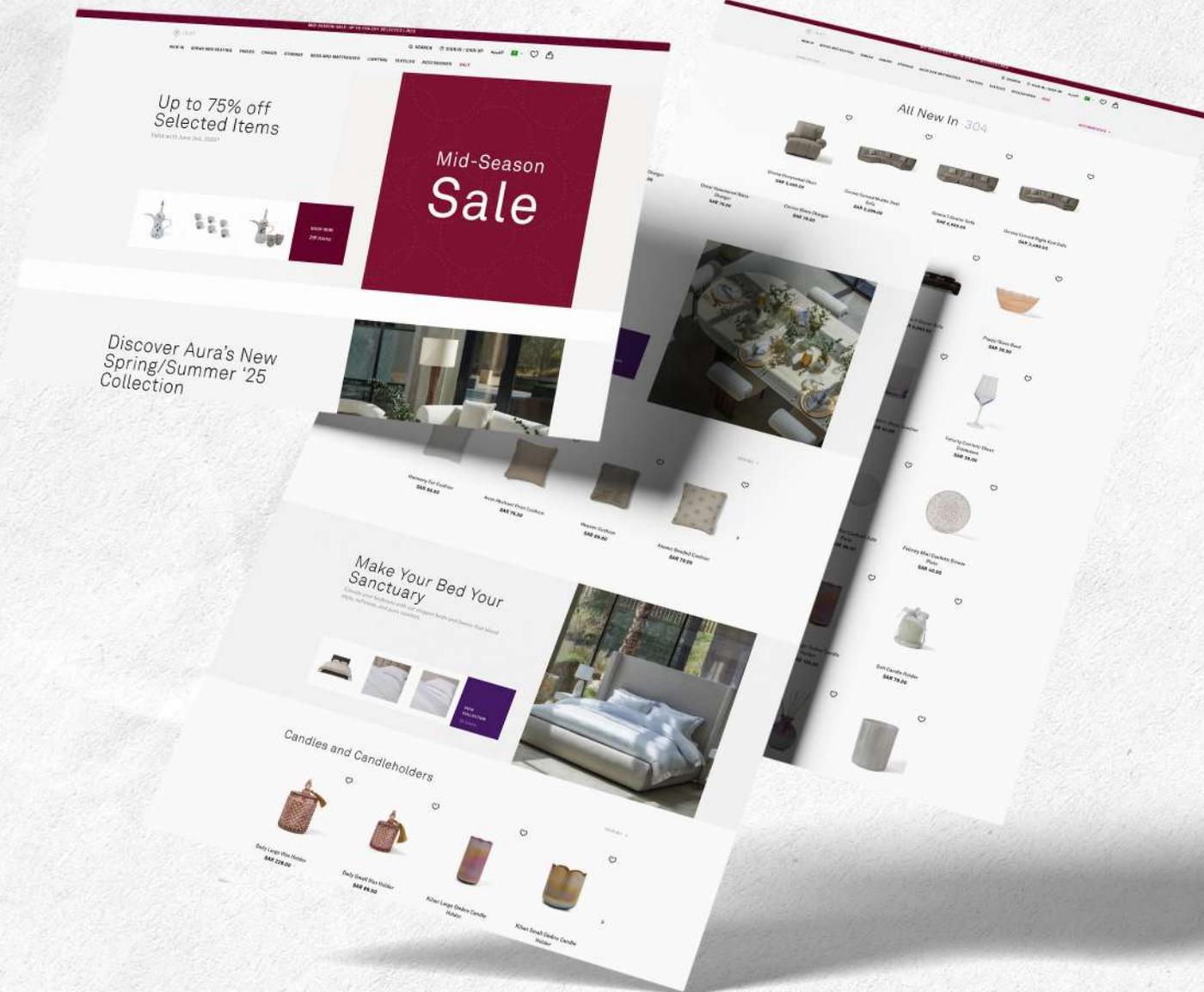


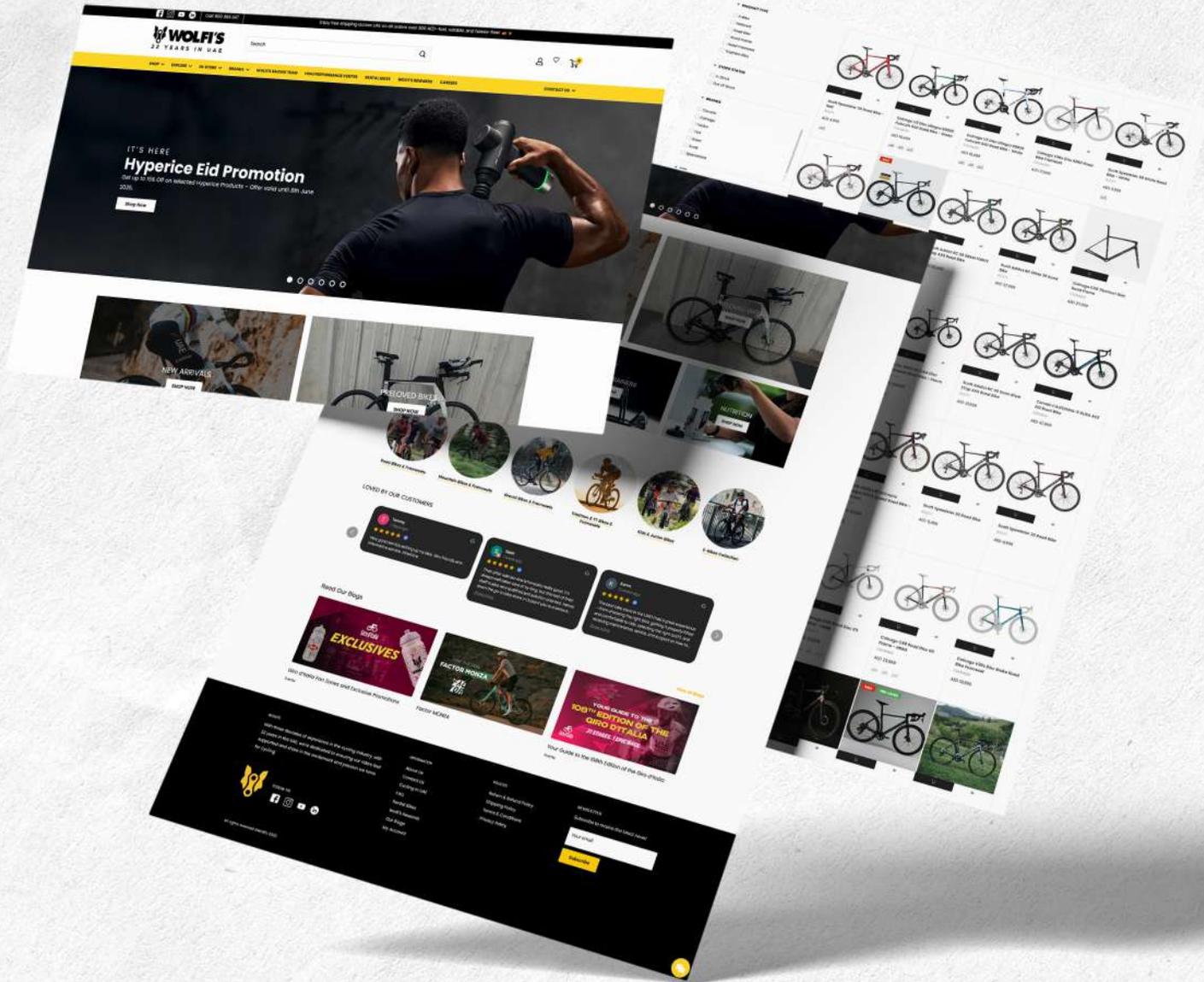
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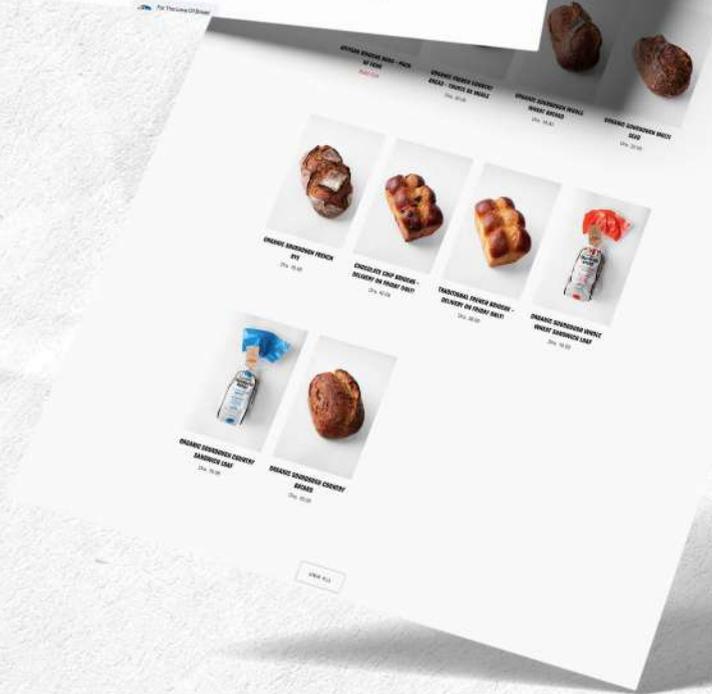
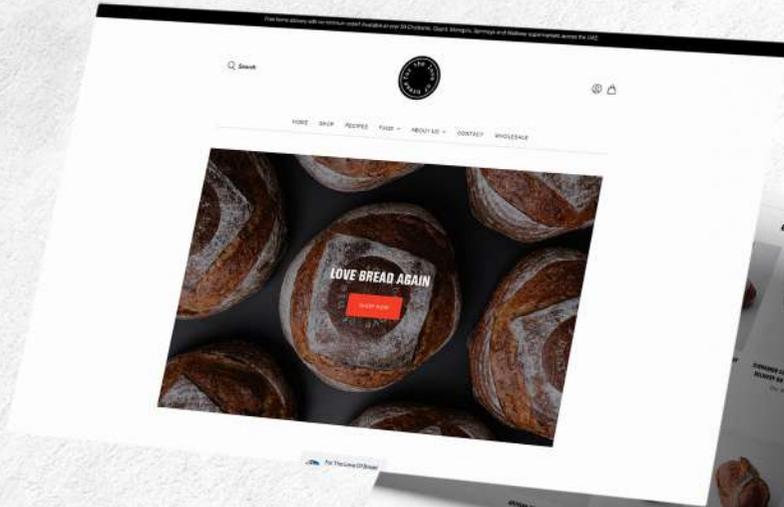
WEB BUILD

— Your Partnet in Creating and Growing Brands —





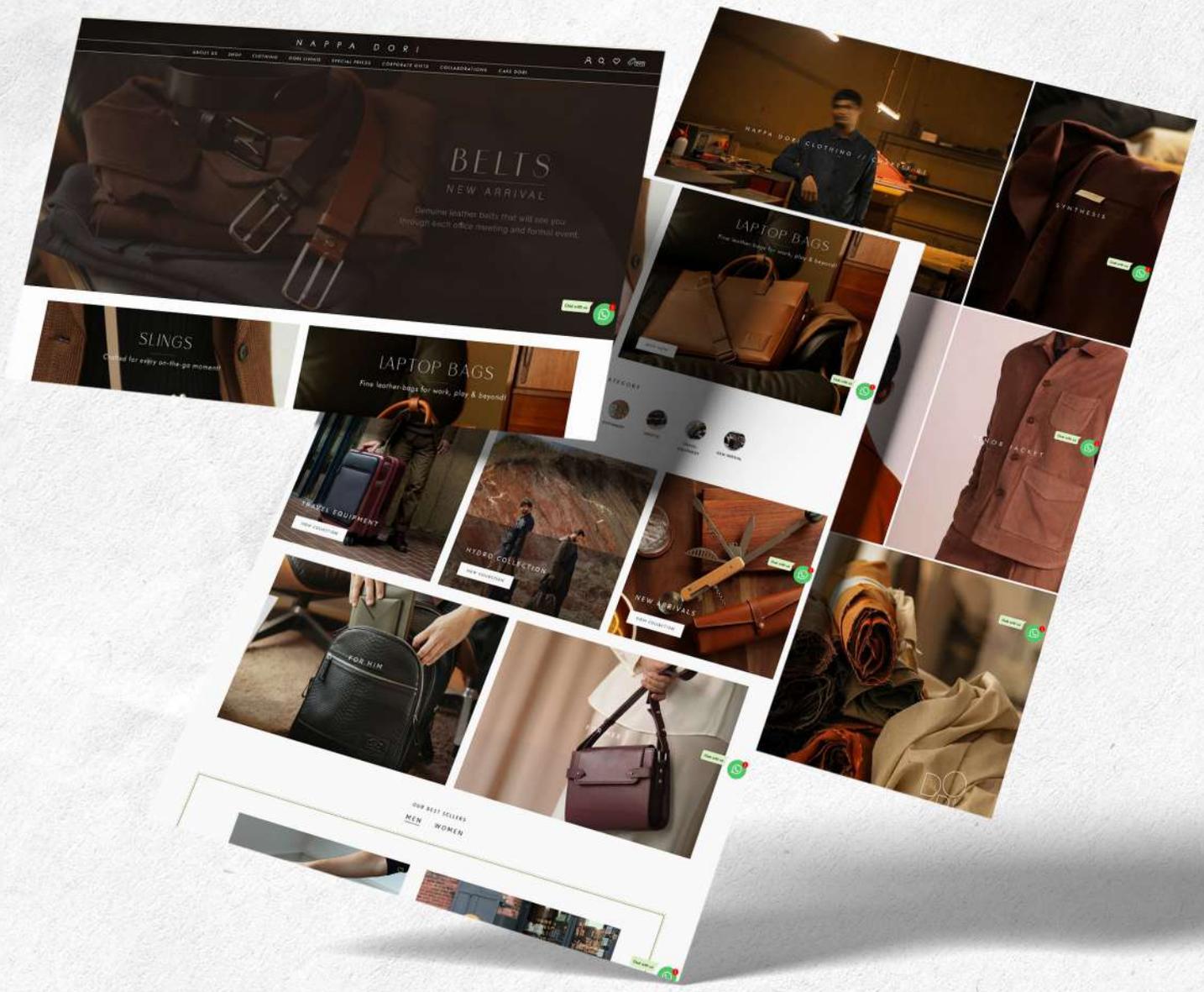








NAPPA DORI



— Est. 2023 —

AI AGENT SETUP & AUTOMATION

— Custom AI agents automating tasks, reducing manual work, improving efficiency —





WHATSAPP LEAD & BUSINESS SUPPORT AUTOMATION

Automated WhatsApp systems for lead capture, follow-ups, customer support, and instant responses—24/7 without human intervention.



BUSINESS INVOICE & ONBOARDING AUTOMATION

End-to-end automation for client onboarding, invoice generation, payment reminders, and document handling with zero friction.



CONTENT GENERATION & SOCIAL MEDIA DISTRIBUTION

AI-powered content creation for posts, captions, and marketing copy with automated publishing across social media platforms.



E-COMMERCE ORDER PROCESSING & SOCIAL AUTOMATION

Automated order updates, confirmations, abandoned cart messages, and social media integrations for seamless e-commerce operations.



ADVANCED AI AGENT WORKFLOW AUTOMATION

Complex multi-step AI workflows integrating CRM, APIs, databases, and third-party tools to fully automate business processes.



WHATSAPP LEAD QUALIFICATION AUTOMATION

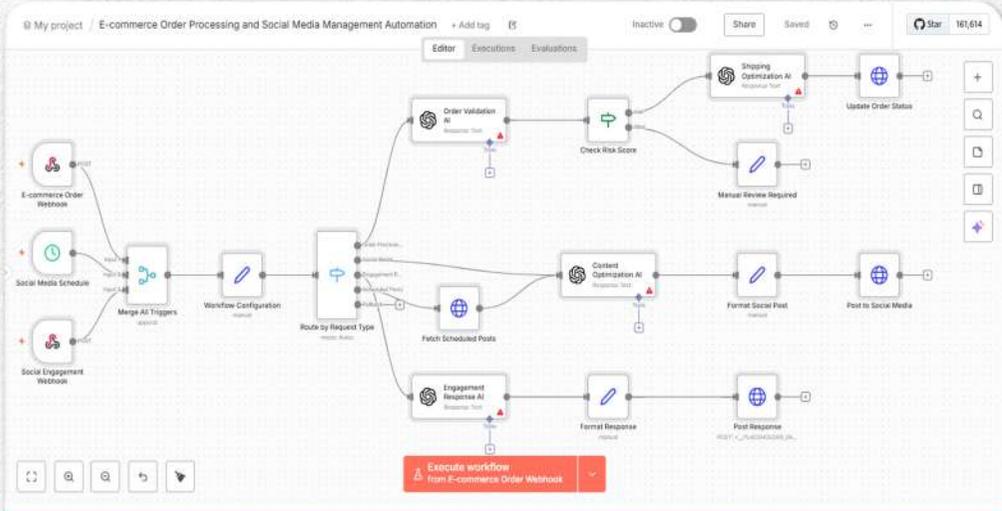
Smart AI agents that qualify leads, ask the right questions, segment users, and route high-intent leads to your sales team.

— Est. 2023 —

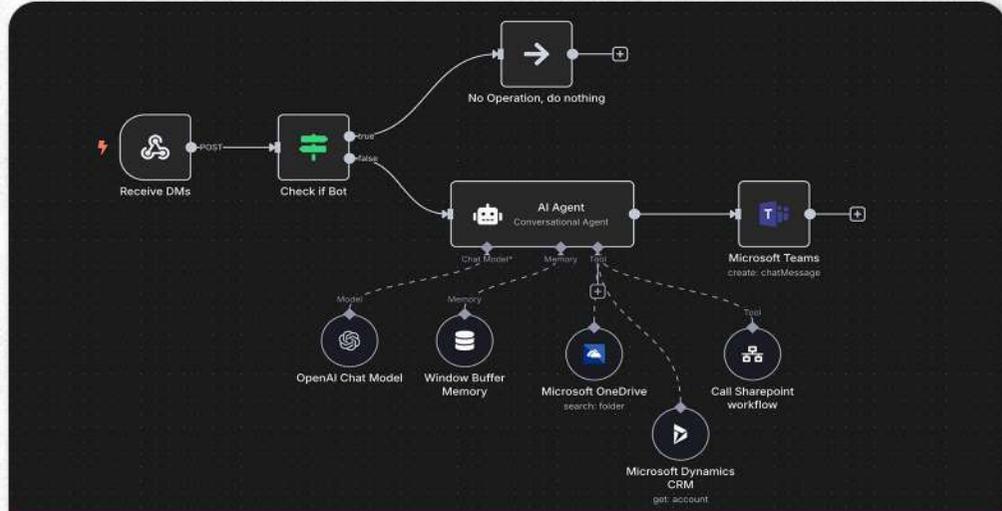
NEXT-GEN AI AUTOMATION PROJECTS

— Innovative AI solutions driving smarter workflows, automation, and business growth —

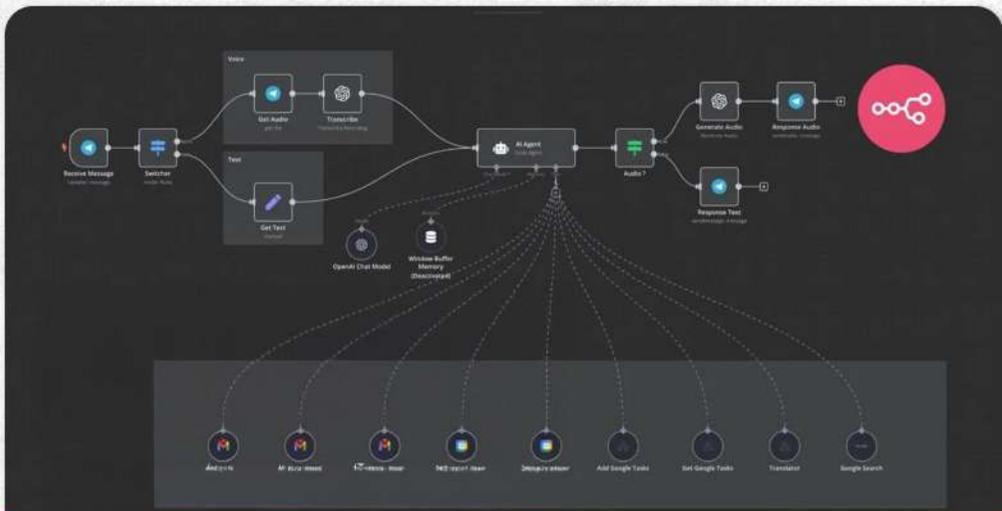




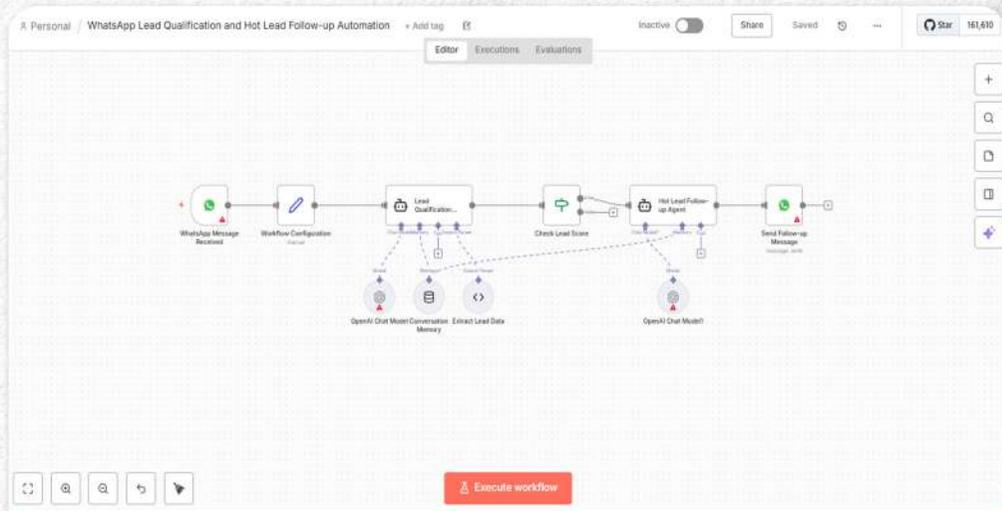
AUTOMATED E-COMMERCE ORDER PROCESSING & SOCIAL MEDIA AI SYSTEM



MULTI-AGENT AI WORKFLOW AUTOMATION WITH N8N & GPT



TELEGRAM AI AGENT WORKFLOW AUTOMATION



AUTOMATED WHATSAPP LEAD QUALIFICATION & HOT LEAD FOLLOW-UP

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PACKAGING

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— Est. 2018 —

PERFORMANCE MARKETING

— Your Partner in Creating and Growing Brands —



Campaign	All conv.	Interactions	CTR	Imp.	All conv. rate	Imp. (Top %)	Imp. (Abs. Top %)	Interaction rate	Results	Substrate	Maximize conversion (Target CPA)	Conversion	
UK to Legon	787.00	2,881 Clicks	25.54%	10,854	27.32%	96.82%	82.24%	28.54%	Submit lead forms (Website)	787.00	787.00	27.27%	787.00
London to aosta	243.00	1,034 Clicks	28.30%	3,591	23.50%	96.74%	40.89%	28.30%	Submit lead forms (Website)	243.00	243.00	23.50%	243.00
Total: All but removed campaigns in your...	1,030.00	2,915 Clicks	26.48%	14,781	26.21%	96.80%	41.87%	26.48%	Submit lead forms (Website)	1,030.00	1,030.00	26.21%	1,030.00
Total Account	1,030.00	4,063 Clicks	23.00%	14,370	23.30%	95.18%	39.99%	23.00%	Submit lead forms (Website)	1,030.00	1,030.00	25.33%	1,030.00



1,030.00

**Boosting UK Flight Ticket Sales
Surpassing 1K Conversions for a Soaring Success**

Off / On	Ad set	Purchase ROAS (return on ad spend)	Purchases	Cost per purchase	Adds to cart	Cost per add to cart	Messaging conversations started	Purchases conversion value
	Dec - Broad - 18-65 - ALL - Boots Carousel	18.20	18	164.83	21	41.29	13	53,727.00
	Dec - MFB - 18-65 - Winning Ads	2.93	2	319.66	60	37.29	12	17,738.10
	Dec - Broad - 18-65 - ALL - S39	29.84	18	143.97	69	37.56	11	77,321.10
	Dec - Broad - 18-65 - ALL - S38	21.58	18	156.19	72	38.55	2	60,917.10
	Dec - Broad - 18-65 - ALL - S37	10.19	20	202.79	147	27.82	12	41,240.30
	Dec - Broad - 18-65 - ALL - S36	13.65	26	211.10	90	60.98		
	15 Nov - Broad - 18-65 - ALL - S30	10.19	16	248.55	40	62.14		
	Ad set 10 - Broad - Women	13.65	16	211.10	60	216.48		
	Results from 138 ad sets	13.65	316	715.82	1,637	138.18	440	3,088,634.40
	Excludes deleted items							
	Average							
	Total							



13.65
Average

3,088,634.40
Total

**Egyptian Fashion Brand's Triumph
£3 Million Revenue and an Outstanding 13.65 ROAS**

Off/On	Ad	Cost per result	Amount spent	Adds to cart	Cost per add to cart	Adds of payment info	Purchases	Cost per purchase	Purchase ROAS (return on ad spend)	Purchases conversion value
	Instant shower	Rs746.29	Rs194,051.98	351	Rs553.24	400	260	Rs246.29	6.27	Rs1,113,021.00
	Faucet Tap	Rs692.53	Rs67,256.99	311	Rs216.57	153	124	Rs692.53	5.94	Rs1,526,262.00
	Portable Electric Heater	Rs654.08	Rs19,622.42	60	Rs327.01	30	30	Rs654.08	5.48	Rs106,664.00
	digital temp faucet	Rs1,857.88	Rs16,720.88	15	Rs1,111.73	12	9	Rs1,857.88	5.16	Rs8,829.00
	Hot Water Faucet	Rs844.74	Rs2,292.13	17	Rs134.84	17	11	Rs844.74	4.73	Rs43,089.00
	mix heaters	Rs51,989.30	Rs21,211.21	223	Rs95.12	91	81	Rs641.84	4.07	Rs211,348.00
	Water Tap	Rs7,228.65	Rs2,200.38	59	Rs373.23	100	29	Rs448.04	2.99	Rs279,306.00
	g lamp	Rs1,138.25	Rs4,944.80	53	Rs93.29	53	52	Rs1,138.25	3.29	Rs181,049.00
	Mesh Nebulizer	Rs1,285.23	Rs1,608.11	7	Rs231.16	9	9	Rs1,285.23	2.91	Rs33,751.00
	Grasshead	Rs1,104.85	Rs7,677.42	33	Rs232.65	21	21	Rs1,104.85	3.29	Rs43,089.00
	Boar electric heater	Rs1,079.36	Rs4,675.42	57	Rs83.92	54	54	Rs1,079.36	3.29	Rs43,089.00
	Air Fryer	Rs1,079.36	Rs4,675.42	57	Rs83.92	54	54	Rs1,079.36	3.29	Rs43,089.00
	Results from 19 ads	Rs115.02	Rs568,079.50	1,364	Rs416.64	950	697	Rs115.02	5.02	Rs2,851,587.00
	Total									



5.02
Average

Rs2,851,587.00
Total

**Exploding Monthly Revenue to 2.8M
Boosting ROAS from 2.1 to a Stellar 5.2**

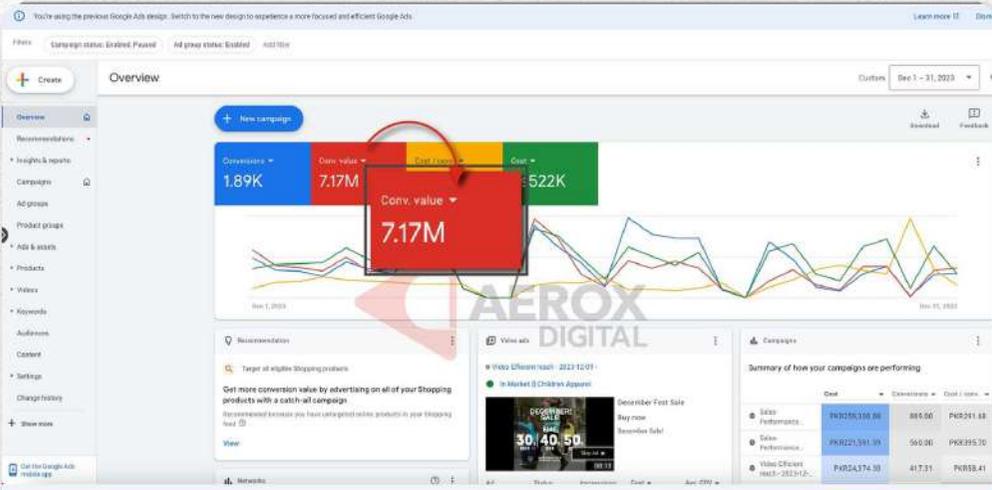
Off/On	Ad	Cost per result	Amount spent	Adds to cart	Cost per add to cart	Purchases	Cost per purchase	Purchase ROAS (return on ad spend)	Purchases conversion value	Website purchase conversion value
	Pillows	330	Rs23,488	50	Rs469.76	50	Rs469.76	3.59	Rs738,232.00	Rs738,232.00
	Catalog	318	Rs21,900	36	Rs608.33	36	Rs608.33	4.11	Rs420,987.00	Rs420,987.00
	Catalog 7-11	282	Rs22,112	21	Rs1,052.95	21	Rs1,052.95	4.86	Rs997,352.00	Rs997,352.00
	Comfort Series	170	Rs223.96	12	Rs18,663.33	12	Rs1,555.27	5.55	Rs211,287.00	Rs211,287.00
	Mattresses - Copy	172	Rs182,060	7	Rs26,008.57	7	Rs26,008.57	3.39	Rs106,285.00	Rs106,285.00
	Bedding Items - Copy	53	Rs459.02	6	Rs76,503.33	6	Rs76,503.33	1.60	Rs38,993.00	Rs38,993.00
	Mattresses - Copy	76	Rs137.68	92	Rs1,496.41	92	Rs1,496.41	4.65	Rs2,754,607.00	Rs2,754,607.00
	Bed Frame	63	Rs424.67	88	Rs4,812.50	88	Rs4,812.50	3.39	Rs106,285.00	Rs106,285.00
	Memory Foam	88	Rs283.63	92	Rs3,081.30	92	Rs3,081.30	3.39	Rs106,285.00	Rs106,285.00
	Results from 23 ads	1,729	Rs242,988	164	Rs1,481.63	164	Rs1,481.63	4.65	Rs2,754,607.00	Rs2,754,607.00
	Total									



4.65
Average

Rs2,754,607.00
Total

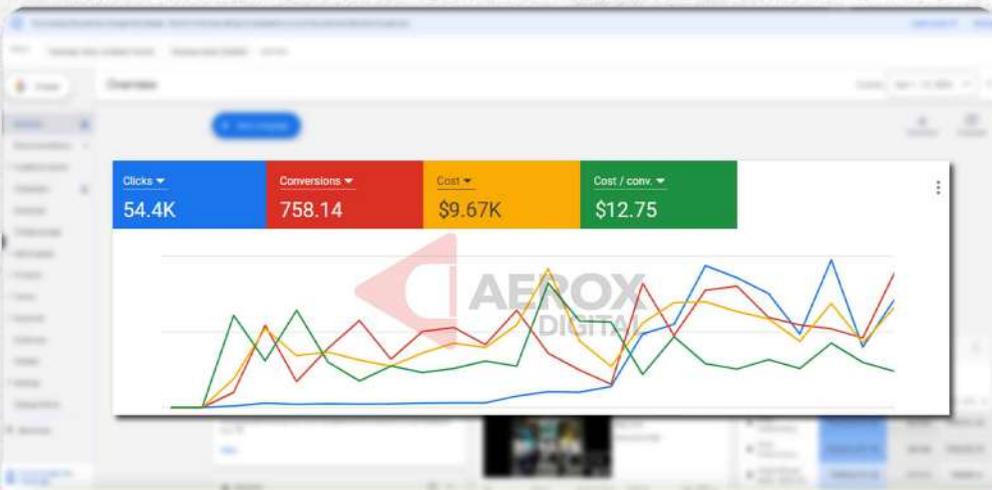
**Tripling Monthly Revenue to P2.7 Million for Philippine Bedding Brand
With a ROAS Leap to 4.65**



Generated RS 7.17 Million Revenue for Kids Clothing Brand with an Exceptional 14.5 ROAS

Avg. CPC	Unique users	Engagemen	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost	↓ Conver.	Cost / conv.
AED0.77	—	290,718			62,243.08	1.59	639.75	AED61.23
AED0.99	—	10,660	Maximise conversion value (Target ROAS)		62,243.08	1.66	360.16	AED54.13
AED1.88	—	0	Maximise conversion value (Target ROAS)	13.77%	25,296.19	7.82	236.82	AED13.66
AED5.15	—	0	Maximise conversion value (Target ROAS)	5.47%	1,308.43	1.29	10.77	AED94.15
AED0.96	—	0	Target ROAS	1.30%	821.52	1.11	10.05	AED73.46
AED0.40	1,064,659	166,529	Maximise conversions	0.01%	911.07	0.11	9.46	AED897.63

Successful Google Ads Campaign: UAE's Top Dry Fruit Brand Nets 62k AED in Conversions with Over 5x ROAS



Boosted Clothing Store Sales by 55% with Google Campaign Optimization, While Only Increasing Ad Spend by 12%

Off/On	Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad spend)	Purchases conversion value	Purchases
	Detail	R\$7,000.00	3,681	1,024,369	2,777,019	R\$1,99.79	R\$270,199.99	13.69	R\$3,698,623.08	3,691
	Engaged shoppers	R\$1,000.00	551	495,981	907,055	R\$1,81.08	R\$88,706.76	13.37	R\$1,186,621.09	551
	AD-ID Conversion Ad Set	R\$1,000.00	96	161,601	261,966	R\$230.96	R\$19,830.66	16.09	R\$198,998.08	96
	New Engagement ad set	R\$1,000.00	5,828	568,018	1,702,277	R\$169.82	R\$98,403.89	6.18	R\$2,369.00	5
	New Engagement Ad set with recommended va...	R\$800.00	1,386	22,720	42,652	R\$579.45	R\$79,572.00	11.06	R\$5,097,202.00	1,14
	Instagram Post		794	16,448	22,806	R\$279.45	R\$22,000.00	11.06	R\$5,097,202.00	1,14
	Results from 6 ad sets		3,219,226	1,633,979	5,379,979	R\$217.82	R\$402,663.84	11.06	R\$5,097,202.00	3,242

Boosting Food E-Commerce Brand 5X Monthly Orders and 3X ROAS

Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Link Clicks	CTR (Link Click - Through)	Purchase ROAS (Return on Ad Spend)	Purchases	Purchases Conversion Value	Cost per Purchase
MBH Cold Traffic RPT1 (17112)	Linking ad set ...	730 Link Clicks	7,850	10,987	\$0.18 Per Link Click	730	6.62%	—	—	\$0.00	—
MBH Cold Traffic RPT2 (17111)	Linking ad set ...	69 Landing Page...	3,365	3,830	\$0.61 Per Landing Pa...	69	2.28%	—	—	\$0.00	—
MBH Cold Traffic (260318)	Linking ad set ...	266 Views Content	10,088	20,380	\$0.38 Per View Content	198	0.97%	—	—	\$0.00	—
MBH Warm Catalog Sales (955918)	Linking ad set ...	257 Views Content	3,612	8,000	\$0.39 Per View Content	73	0.89%	—	—	\$0.00	—
MBH Warm Traffic RPT1 (17112)	Linking ad set ...	74 Link Clicks	2,811	9,782	\$1.01 Per Link Click	74	0.78%	6.45	4	\$632.28	\$18.74
MBH Warm Traffic RPT2 (17111)	Linking ad set ...	40 Landing Page...	5,302	30,686	\$7.50 Per Landing Pa...	194	0.53%	1.13	4	\$338.20	\$74.69
MBH Cold Sales Hero Hair (250318)	Linking ad set ...	9,208 Purchases	11,418	—	— Per Purchase	52	0.46%	—	—	\$0.00	—
MBH Mother's Day (COL2)	Linking ad set ...	40 Views Content	8,942	12,584	\$1.25 Per View Content	43	0.34%	—	—	\$0.00	—
MBH Ongoing Conversion Promotion Hdp News longtail...	\$50.20 Daily	400 Purchases	111,992	440,895	\$11.10 Per Purchase	1,476	0.33%	8.04	496	\$50,095.18	\$11.10
MBH Retargeting - Sales (18112)	Linking ad set ...	100 Purchases	7,038	191,358	\$18.71 Per Purchase	607	0.32%	8.84	195	\$18,876.90	\$18.71
Results from 12 campaigns		181,398 Total	794,828 Total	—	3,509 Total	9,476 Total	0.47%	7.18 Total	927 Total	\$67,927.66 Total	\$14.34 Total

Campaign Name	Starts	Ends	Amount Spent	Purchases	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)
- Conversion Ads (Sunday)	Jun 18, 2017	Jun 18, 2017	\$1,050.00 of \$1,050.00	125	\$20,531.91	19.55
- Conversion Ads (Saturday)	Jun 17, 2017	Jun 17, 2017	\$5,807.97 of \$7,600.00	576	\$106,888.04	18.40
- Awareness / Reach Ads (Tuesday - Frid...	Jun 13, 2017	Jun 16, 2017	\$900.00 of \$900.00	84	\$14,203.09	15.76
- Video Ads (Tuesday - Friday)	Jun 10, 2017	Jun 16, 2017	\$1,700.00 of \$1,700.00	66	\$12,550.45	7.38
- Teaser Video Ads - V1	Jun 7, 2017	Jun 11, 2017	\$524.04 of \$700.00	21	\$3,608.94	6.89
- Video Ads (Saturday)	Jun 17, 2017	Jun 17, 2017	\$995.98 of \$996.00	26	\$3,490.77	3.50
- Teaser Video Ads - V2	Jun 10, 2017	Jun 12, 2017	\$1,150.00 of \$1,150.00	22	\$3,883.03	3.38
- Local Awareness Ads	Jun 10, 2017	Jun 18, 2017	\$107.33 of \$2,000.00	1	\$182.17	1.70
- Video Ads (Sunday)	Jun 18, 2017	Jun 18, 2017	\$0.00 of \$500.00	—	\$0.00	—
Results from 9 campaigns			\$12,235.32 Total Spent	920 Total	\$165,338.41 Total	13.51 Average

Analytics

Month to date Compare to: 1 Apr-1 May 2025

Gross sales
Rs 30,359,413 +27%

Returning customer rate
41.98% +4%

Orders fulfilled
6,772 +27%

Orders
6,820 +32%

Total sales over time
Rs 26,791,064.50 +27%

Total sales breakdown

- Gross sales: Rs 30,359,413.00 +27%
- Discounts: -Rs 9,849.00 +25%
- Returns: -Rs 4,236,481.50 +21%
- Net sales: Rs 26,713,082.50 +27%
- Shipping charges: Rs 677,982.00 +42%
- Return fees: Rs 0.00
- Taxes: Rs 0.00
- Total sales: Rs 26,791,064.50 +27%**

Total sales by sales channel

Rs 26.8M +27%

- Online Store: Rs 26.5M +27%
- Video - Mobile...: Rs 215.9K +18%
- Draft Orders: Rs 65.9K +34%

Average order value over time
Rs 4,427.52 +4%

Total sales by product

- Green Check Embroidered Cotton Set - Rakover - Girls Dress: Rs 262,183.00 +1,465%
- Rs 23,200.00
- Pink Pinks Embroidered Cotton Dress - Rakover - Girls Dress: Rs 250,083.20 +53%
- Rs 167,457.00

Ad sets for 1 Campaign

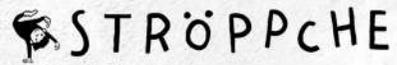
Amount spent	Budget	Purchases conversion value	Cost per purchase	Purchases	Purchase ROAS (return on ad spend)
₹3,377.64	₹800.00 Daily	₹48,436.96	₹187.65	18	14.34
₹3,865.82	₹900.00 Daily	₹31,299.82	₹193.29	20	8.10
₹1,412.92	₹800.00 Daily	₹2,299.00	₹1,412.92	1	1.63
₹808.12	₹500.00 Daily	₹0.00	—	—	—
₹302.62	₹400.00 Daily	₹0.00	—	—	—
₹608.70	₹800.00 Daily	₹0.00	—	—	—
₹10,375.82 Total Spent		₹82,035.78 Total	₹266.05 Per Action	39 Total	7.91 Average

— Est. 2018 —

SUCCESS STORIES

— Your Partner in Creating and Growing Brands —





In November 2023, we partnered with StroepPcHe, a German ecommerce brand specializing in kids' toys and books, to elevate their organic presence. Facing intense competition and low search visibility, StroepPcHe aimed to drive more qualified traffic and boost online sales through a robust SEO strategy. Our goal: transform their limited online reach into sustainable organic growth and establish StroepPcHe as a trusted name in the German toys market.

CHALLENGES

Before partnering with us, StroepPcHe faced low organic visibility with under 1K monthly visitors, weak keyword rankings, and multiple technical SEO issues. Limited backlinks and domain authority made it difficult to compete in the crowded toys and books niche. The brand needed a solid SEO foundation to attract qualified traffic and boost sales.

OUR APPROACH

We conducted a comprehensive SEO audit, keyword research, and competitor analysis to uncover growth opportunities. Our strategy combined on-page, off-page, and technical SEO — optimizing content, fixing technical issues, and building niche-relevant backlinks to boost authority. Using tools like Ahrefs, Screaming Frog, and GA4, we continuously refined performance, driving steady gains in visibility and organic traffic.

Founded (Start of 2023) Industry (Toys Retail)
Market (German & Europe) Monthly Organic Traffic (45,000+)



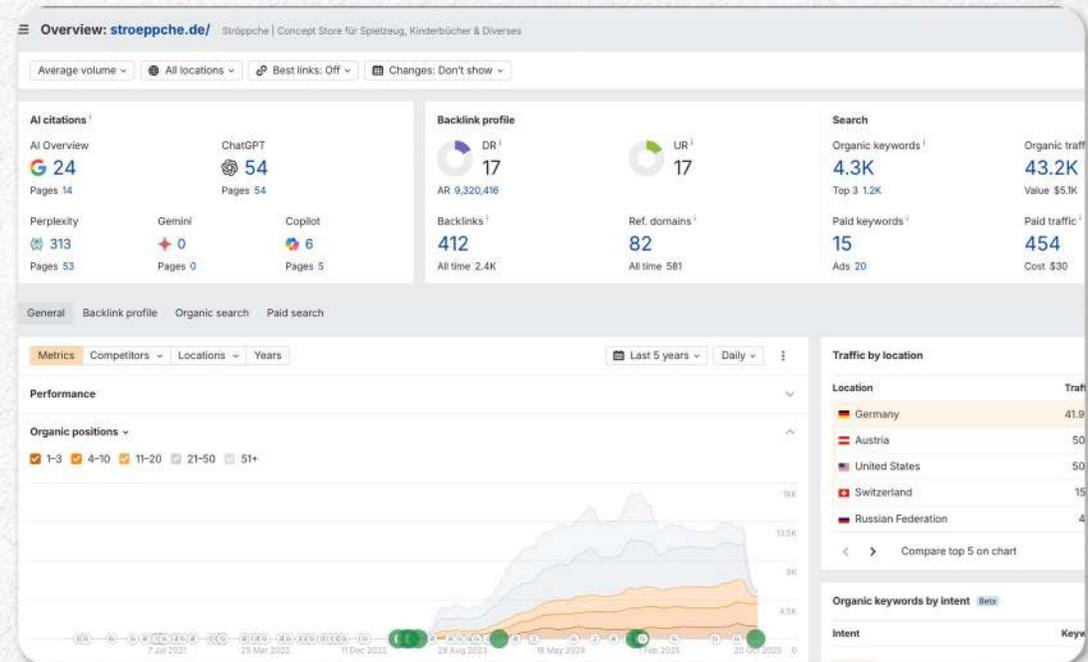
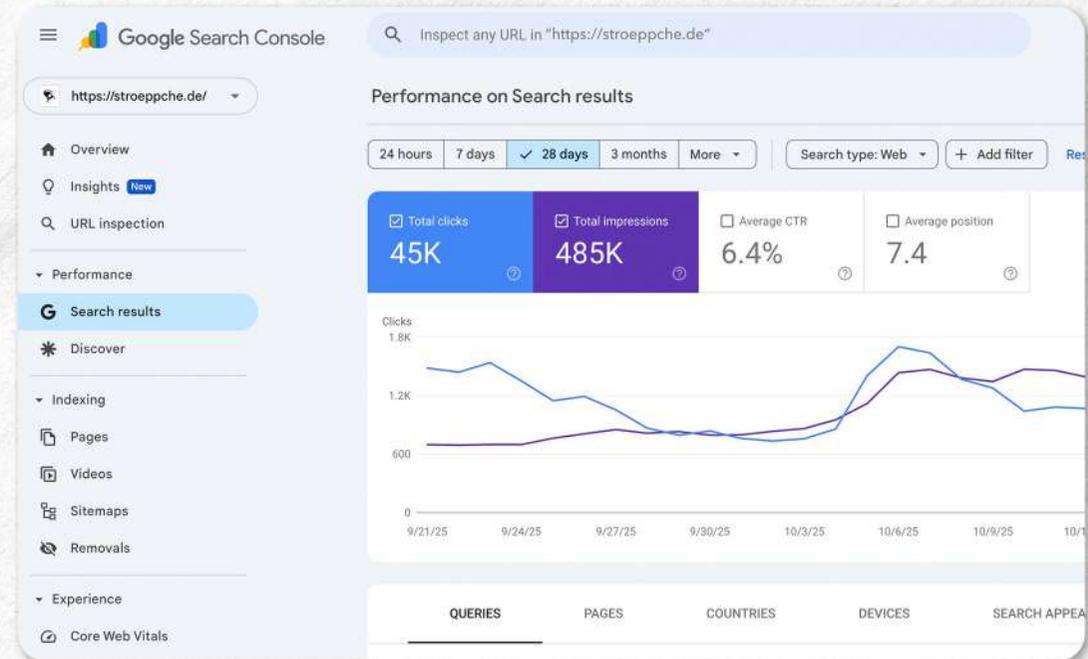
SERVICES PROVIDED:

- **SEO Strategy & Roadmap**
- **Keyword Research & Content Optimization**
- **Technical SEO Fixes & Site Audit**
- **Link Building & Digital PR**
- **Content Marketing / Blog Strategy**
- **Analytics & Reporting**

RESULTS:

- * **Organic traffic grew from <1K to 45K/month in 2 years**
- * **50+ Top 3 and 70+ Top 5 Google rankings**
- * **Domain Rating jumped from 2 to 17 via quality backlinks**
- * **Stronger visibility in German ecommerce**
- * **Consistent growth driving sales & brand trust**
- * **Data-led SEO made Strooppche a known kids' toys & books brand**

Founded (Start of 2023) Industry (Toys Retail)
Market (German & Europe) Monthly Organic Traffic (45,000+)





In this project, we built a centralized WhatsApp communication system for a growing business, combining AI-powered automation with manual human support. The solution streamlined customer communication, reduced response time, and enabled smooth handovers between AI and human agents using Twilio, n8n, and an AI chatbot while keeping full operator control.

CHALLENGES

Before implementation, the client faced major technical and operational challenges, including an incomplete WhatsApp Business setup, poor integration between Meta Business, Twilio, and the WhatsApp sender, and an unstable two-way messaging flow. There was no operator interface or fallback between AI and human support, leading to delayed responses, fragmented communication, and limited control over customer interactions.

OUR APPROACH

We started by fully auditing the client's WhatsApp and Twilio environment to identify configuration gaps. The solution focused on building a stable, end-to-end messaging pipeline with flexibility for both automation and manual handling.



SERVICES PROVIDED:

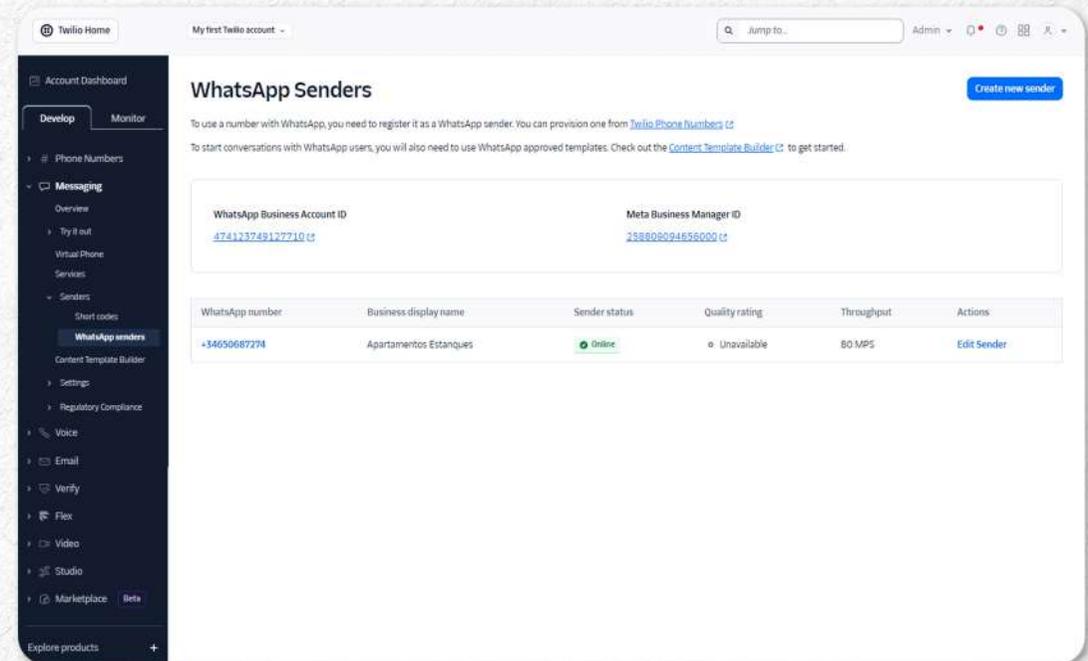
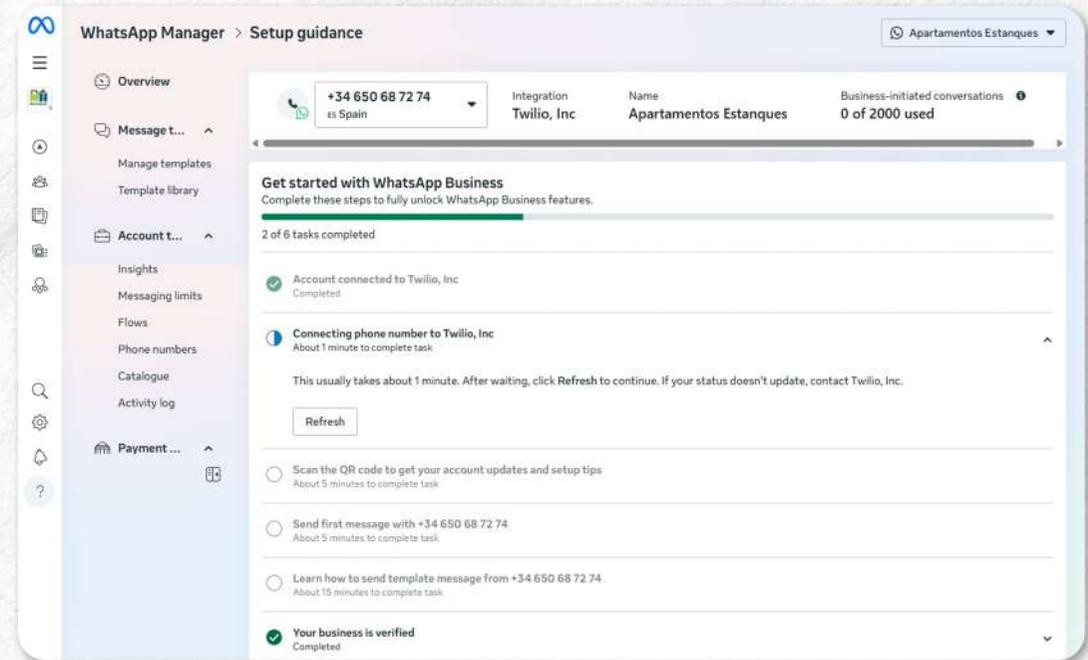
- *WhatsApp Business Platform Configuration*
- *Twilio WhatsApp & Conversations API Integration*
- *n8n Workflow Automation*
- *AI Chatbot Message Generation*
- *Conversation Routing & Fallback Logic*
- *Manual Operator Dashboard Setup*
- *Real-Time Message Handling & Monitoring*

RESULTS:

- *Fully functional end-to-end WhatsApp automation system*
- *Stable 2-way messaging via Twilio*
- *Faster response times with AI assistance*
- *Seamless switch between chatbot and human agents*
- *Centralized conversation management in one dashboard*
- *Improved workflow efficiency and operator control*



Industry: Customer Communication & Automation
Market: Global Delivery: Complete WhatsApp Automation + Manual Control System





In 2019, we partnered with **Wolfi's**, a beloved cycling brand in the UAE, to support their digital transformation. With rising customer expectations and regional growth plans, they needed more than offline success. We set out to mirror their trusted in-store experience online revamping ecommerce, storytelling, and community strategies to help **Wolfi's** thrive as a regional digital cycling powerhouse.

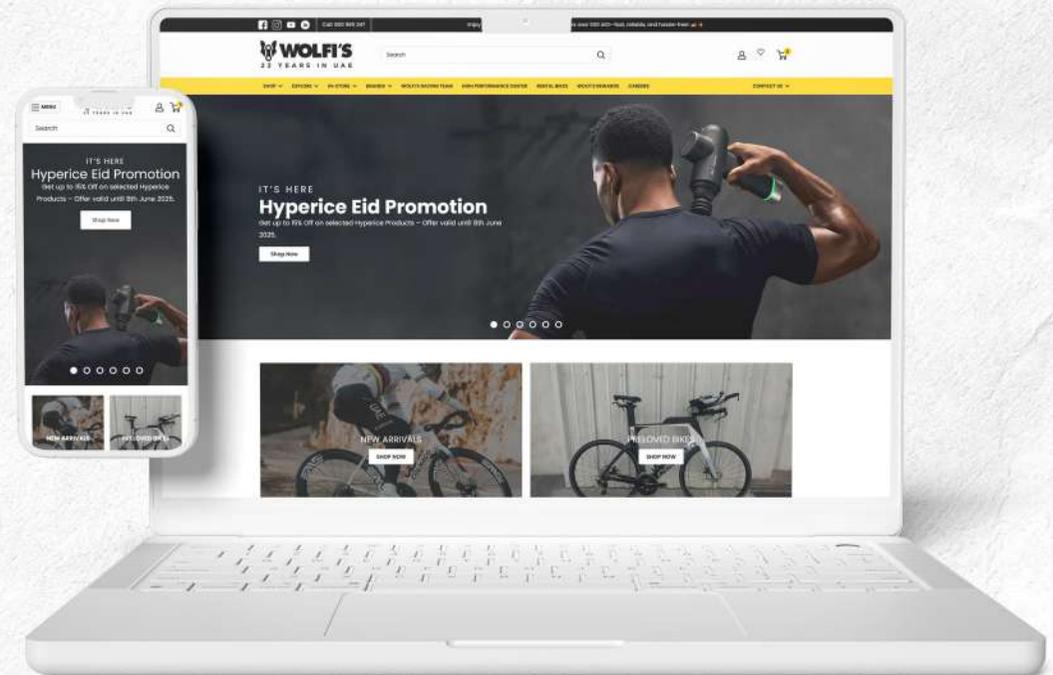
CHALLENGES

Niche cycling audience and limited digital brand storytelling
Outdated online infrastructure for ecommerce and content
Need for consistent digital communication with a growing regional audience
Desire to maintain personal service feel in a scalable digital ecosystem

OUR APPROACH

We took a holistic view of Wolfi's customer journey and developed a tailored digital strategy that redefined their online identity while preserving the brand's core values. By revamping the ecommerce site, launching digital campaigns, managing social media and email marketing, and activating influencer partnerships, we helped build a loyal online cycling community and strengthen Wolfi's position in the Middle East.

Founded (End of 2002) Industry (Cycling / Sports Retail)
Market (UAE & Middle East) Customer Retention Rate (60%+)



SERVICES PROVIDED:

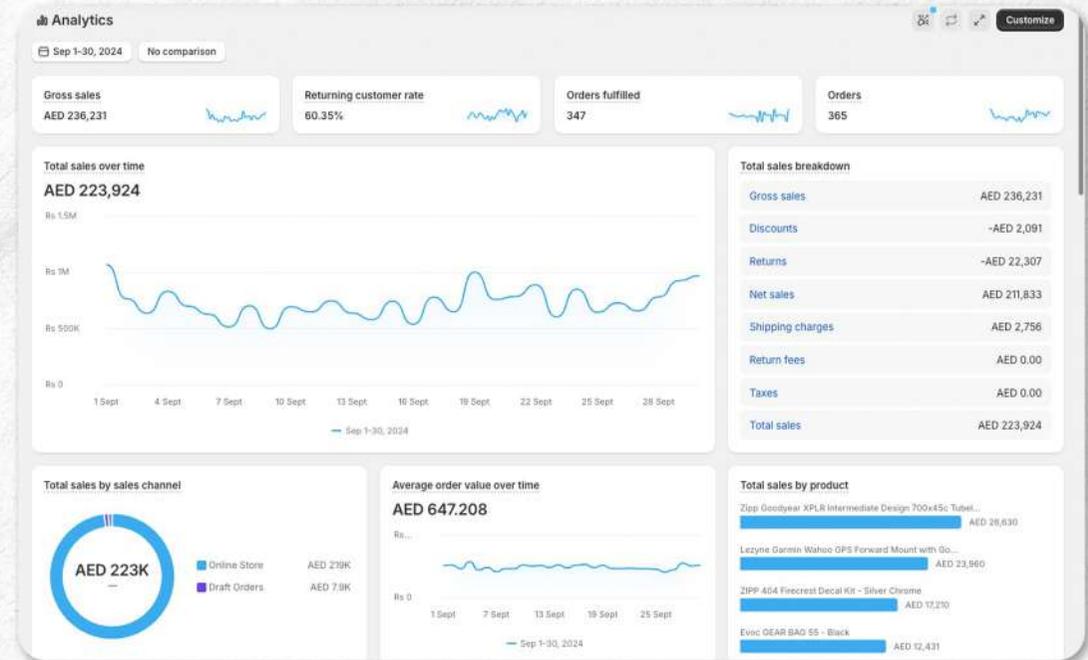
- Digital Brand Strategy & Positioning
- Website Revamp & Ecommerce Development
- Performance Marketing (Google, Meta, etc.)
- Influencer & Ambassador Campaigns
- Content Creation (Product Shoots, Stories, Video)
- Social Media Management
- Email Marketing & CRM Automation
- Analytics & Conversion Optimization

RESULTS:

- Achieved 8X ROAS on paid media campaigns
- Seamless ecommerce experience with increased conversions
- Elevated digital storytelling leading to stronger brand loyalty
- 140+ staff supported with streamlined digital workflows
- Helped Wolfi's become the top cycling brand in the region — both online and offline
- Created a thriving online cycling community across the Middle East



**Founded (End of 2002) Industry (Cycling / Sports Retail)
Market (UAE & Middle East) Customer Retention Rate (60%+)**



Wolfi Ad Account (111844... | Opportunity score: 90 | Updated 25 minutes ago | Review and publish

Had delivery | Active ads | Actions | See more | Create a view

Selected | Ad sets for 1 Campaign | Ads for 1 Campaign | 1-200 of 951 | 1 Sep 2024 - 30 Sep 2024

Campaign	Amount spent	Budget	Purchases conversion value	Purchases	Cost per purchase	Purchase ROAS (return...)
dvantage+ Summer Volume 2 28/06/2024...	AED1,455.34	Using ad s...	AED11,701	23	Rs567.38	8.04
Conversion LAL 1% Full Price Conversion Va...	AED98.68	Using ad s...	AED673	4	Rs927.75	6.82
Conversion - Re-marketing	AED1,129.52	Using ad s...	AED7,613	12	Rs755.89	6.74
Conversion LAL 2% Conversion Value	AED2,017.53	Using ad s...	AED13,578	27	Rs810.56	6.73
Conversion Web Audience Conversion Value	AED1,755	Using ad s...	AED17,901	39	Rs918.62	10.2
e-Fall 24' Conversion Adventure Interest ...	AED7,454.57	Using ad s...	AED43,982	74	Rs1,179.23	5.9
Conversion SM Audience Conversion Value ...	AED742.32	Using ad s...	AED5,419	17	Rs1,327.35	7.3
oad Sales	AED7,745.86	Using ad s...	AED67,389	174	Rs2,097.70	8.7



N A P P A D O R I

Nappa Dori, one of India's leading contemporary design brands, partnered with us in 2022 following the launch of their flagship store in the UAE. Known for its fusion of timeless craftsmanship and modern minimalism, the brand was ready to make a powerful digital footprint in the international lifestyle market. Together, we crafted a refined digital strategy to match their premium identity and global aspirations.

CHALLENGES

Entering a new market with an established luxury identity posed the challenge of balancing brand authenticity with local consumer expectations. Nappa Dori needed a tailored digital approach to introduce its heritage-inspired collections to the UAE audience without diluting its premium positioning. Communicating the essence of artisanal craftsmanship through digital mediums, while ensuring consistency across global locations, required a highly curated content and performance strategy.

OUR APPROACH

We designed a premium digital marketing roadmap that reflected Nappa Dori's unique blend of Indian craftsmanship and global design sensibilities. Through visual storytelling, geo-targeted ads, and a selective influencer campaign, we ensured the brand voice remained consistent yet regionally relevant. Our strategy emphasized brand experience—integrating the Café Dori lifestyle into content and promotions—to emotionally engage both new and returning customers.

Founded (2009) Industry (Lifestyle & Design Retail) Market (UAE & Global) Customer Retention Rate (50%+)



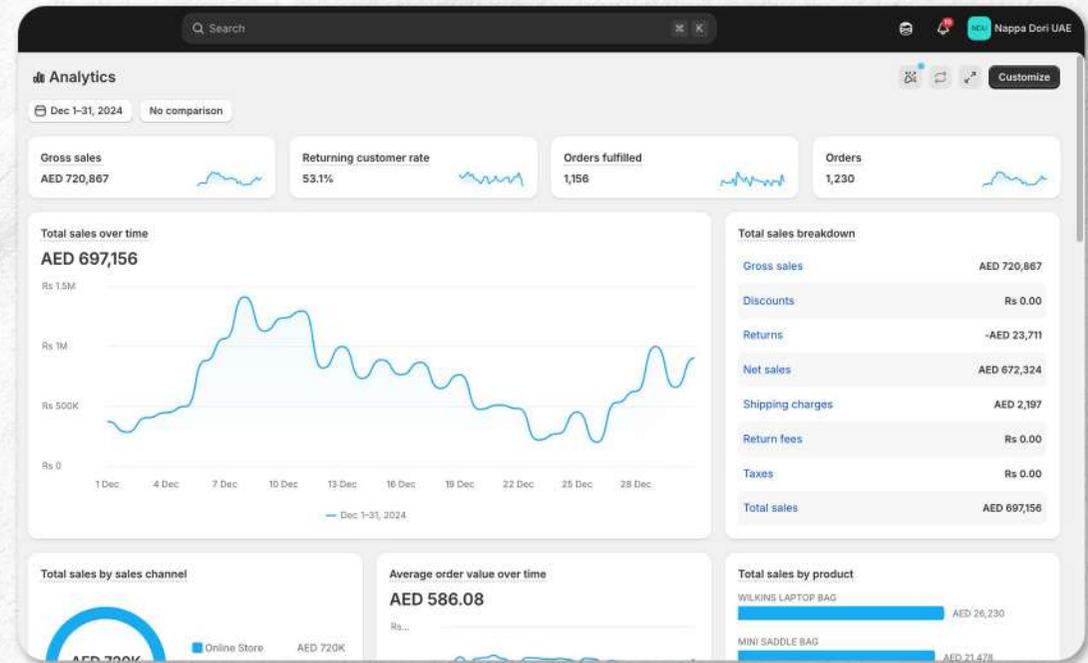
SERVICES PROVIDED:

- Digital Marketing Strategy
- Localized Influencer Campaigns
- Performance Marketing
- Visual Content Creation & Curation

RESULTS:

- Achieved a 10X ROAS in UAE within 6 months
- Enhanced brand awareness across GCC region
- Doubled in-store footfall and online engagement

Founded (2009) Industry (Lifestyle & Design Retail) Market
(UAE & Global) Customer Retention Rate (50%+)



Campaigns | Nappa Dori 2nd Ad Account | 76 Opportunity score | Updated 41 minutes ago | Review and publish

Search by name, ID or metrics

1-200 of 960 | 1 Dec 2024 - 31 Dec 2024

Off/On	Campaign	Amount spent	Budget	Purchases conversion value	Purchases	Cost per purchase	Purchase ROAS (retur...)
●	Adv+ Feb 2025 Campaign	AED8,923	Using ad s...	AED139,198	287	AED31	15.6
●	MOF - Mid Season Sale	AED5,493	Using ad s...	AED43,559	196	AED28	7.93
●	Conversion - Winter-24 - Full Price Funnel	AED7,653	Using ad s...	AED66,658	136	AED56	8.71
●	Conversion - Re-marketing	AED8,637	Using ad s...	AED88,961	221	AED39	10.3
●	BOF - Mid Season Sale 40 & 50	AED9,738	Using ad s...	AED92,024	237	AED41	9.45
●	Conversion - Re-marketing Hybrid	AED7,043	Using ad s...	AED79,591	190	AED37	11.3
●	Conversion LAL 1% Full Price Conversion Va...	AED3,304	Using ad s...	AED31,746	100	AED33	9.62
●	Traffic - Birthday Bash	AED5,837	Using ad s...	AED72,389	201	AED29	12.4
Results from 960 campaigns		AED55,144		AED623,156	1096	AED36.5	11.3
		Total Spent		Total	Total	Per Action	Average

— Est. 2018 —

LET'S WORK TOGETHER

— Swing by the office anytime and grab a coffee! —