



A Performance-First Digital Marketing Agency

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

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.



Who We Are



A performance-driven digital agency helping brands scale faster and smarter in the E- Commerce space.

Why Work With Us

- ▶ **Growth you can measure** – every campaign tied to sales, ROAS, and long-term brand value.
- ▶ **Smarter strategies** – combining SEO, A+ content, ads, and DSP into one growth engine.
- ▶ **Cost efficiency** – lower ad waste, higher returns.
- ▶ **Proven execution** – consistent results across categories and markets.



Our Focus

Turning product pages into profit centers and browsers into loyal buyers.

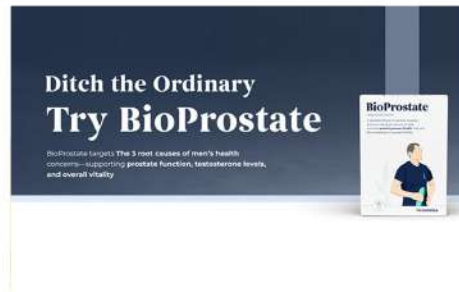


Brands We Served



bionutrica®

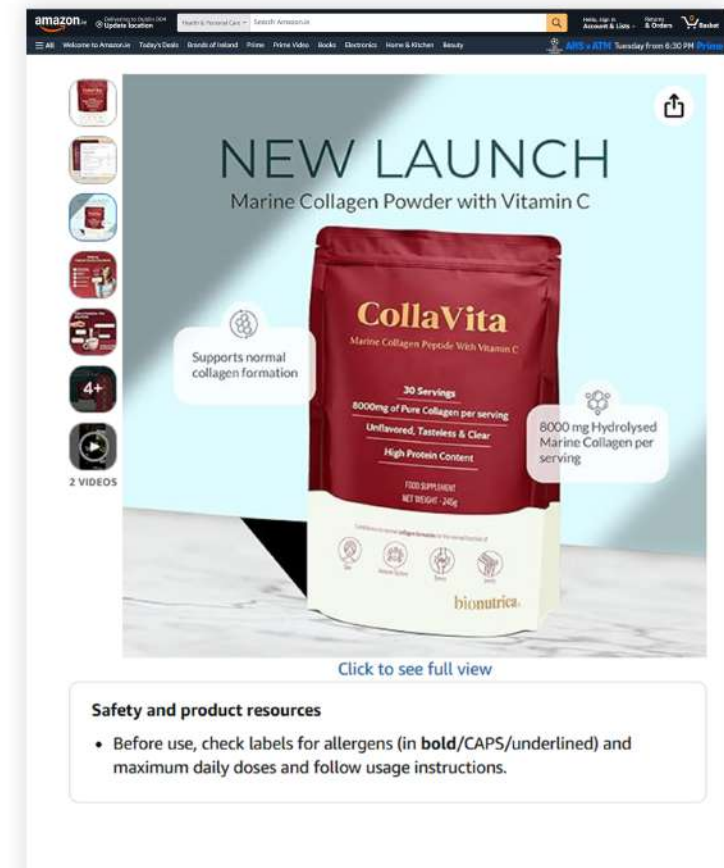
A+ Content



Amazon Catalogue Creatives



Marketplace-Ready Product Storytelling for Amazon UK



Catalogue



WHAT'S INSIDE ?

High strength Formula
(Up to 5X more effective than other brands)

Higher Bioavailability
(Max Absorption CoQ10 for better result)

Made & Certified for UK

BENEFITS OF COQ10 300MG

- Healthy Heart
- Supporting Energy Production
- High Absorption
- Powerful Potency
- Universal benefits for Men & Women

TRACEABLE & VERIFIED INGREDIENTS

- BETA SITOSTEROL (300MG)
- CRANBERRY (500MG)
- PUMPKIN SEEDS (500MG)
- MACA ROOT (500MG)
- NETTLE LEAVES (100MG)

HIGH QUALITY AND SAFETY

BIOPROSTATE TABLETS ARE:

- No Synthetic Colours
- Non-GMO Ingredients
- Free of Nano Particles
- Gluten & Lactose Free
- Gelatin Free Ingredients

BioCuria

120 capsules

bio-nutrica

Traceable and Verified Ingredients.

- Lions Mane Mushroom Extract (200mg) - Supports brain health, enhances memory and focus
- Chaga Mushroom Extract (200mg) - Supports Heart & Brain Function
- Reishi Mushroom Extract (200mg) - Enhances Relaxation & Sleep
- Shiitake Mushroom Extract (200mg) - Aids Digestion & Metabolism
- Strawberry Mushroom Extract (200mg) - Reduces Muscle Fatigue & Cramps

13 Ingredients

1 Tablets a day

Formulated by experts.

To help support people an active and healthy liver function.

Proudly brought to you by an Irish Company

Produced at GMP & FSC 22000 approved facility

Each batch tested at an Independent Lab.

Reviewed, & approved by HSE Ireland

Drop.Fizz.Drink

Drink Daily post any meal of the day

- Drop 1 tablet in 200ml water
- Let the tablet dissolve completely
- Drink daily post any meal of the day
- Natural Flavour

Your daily health dose with BioCZN

60 days supply

Easy to swallow

- 1 a day
- Fast Absorption
- Gentle on Stomach

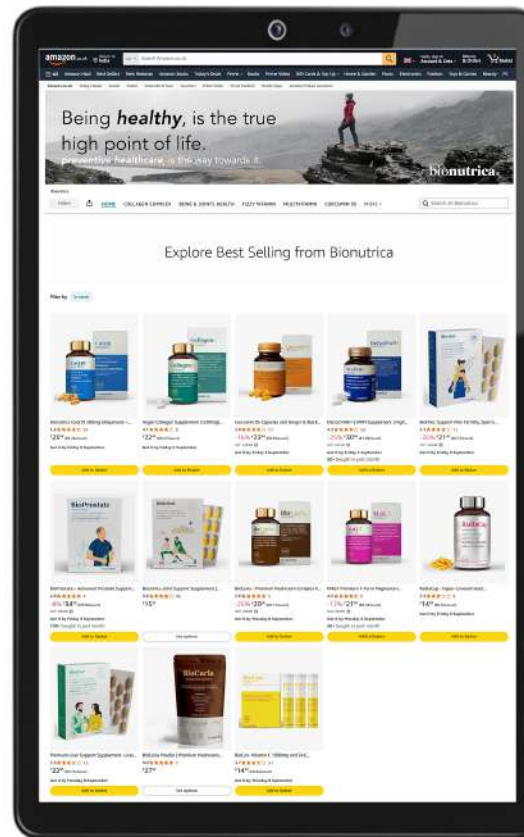
WHAT'S INSIDE ?

- Astaxanthin
- Alpha Lipoic Acid
- Hyper-concentrated Glutathione

BENEFITS OF RADIACAP

- Brighten and even out your skin tone
- Reduce the appearance of Fine lines & wrinkles
- Improve skin elasticity and firmness
- Protect against free Radical damage
- Promote collagen Production

Amazon Storefront





LABORATORIE
BIOREVATM
— DUBLIN —

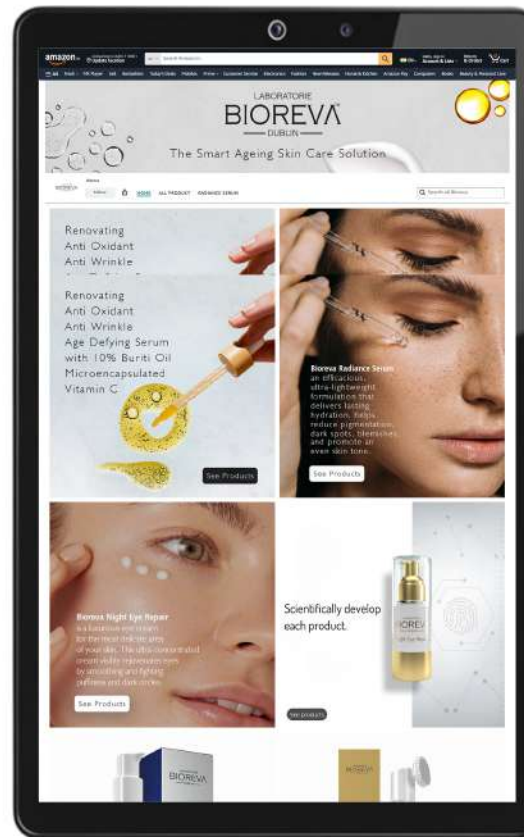
A+ Content



Catalogue



Amazon Storefront





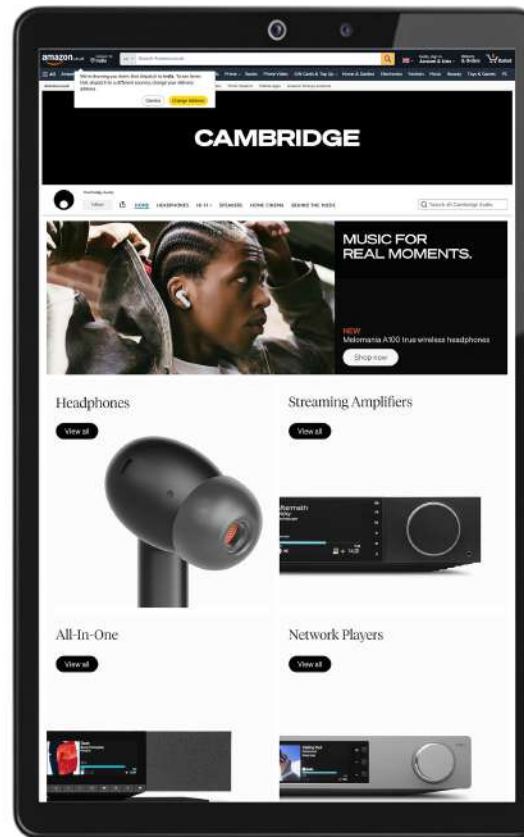
A+ Content



Catalogue



Amazon Storefront





A+ Content



Catalogue



DEFENDS AGAINST 5 SIGNS

- Dryness
- Irritation
- Roughness
- Tightness
- Weakened Skin Barrier

Fragrance-free, soap free & vegan

DERMATOLOGIST RECOMMENDED

GENTLY APPLY TO BABY'S FACE AND BODY

PACKED WITH NATURAL INGREDIENTS

- Aloe Vera
- Shea Butter
- Probiotic

RECOMMENDED BY PEDIATRICIANS

Clinically Proven

- Gentle
- Moisture Seal
- Skin Barrier
- Soothing
- Hypoallergenic

BABY PROTECTION FOLD 5

Brightening Ingredients

Science-Backed and Dermatologist Tested

- ADVANCED PEPTIDE
- BHA (SALICYLIC ACID)
- VITAMIN C

Protects Skin Day & Night

AM

Protects against pollution

+48%

PM

Prevents oxidative damage

+25%

Protects against blue light

+21%

LIGHTWEIGHT* HYDRATION FOR BOTH FACE AND BODY

SKIN RESTORATION IN 1 WEEK

WHAT'S OUT	48 HOURS HYDRATION
Paraben & Sulphate Free	
Fragrance Free	
Mineral Oil Free	
Allergen Free	
Won't Clog Pores	

FAST-ABSORBING FORMULA FOR DEHYDRATED, SENSITIVE SKIN

WHAT'S OUT

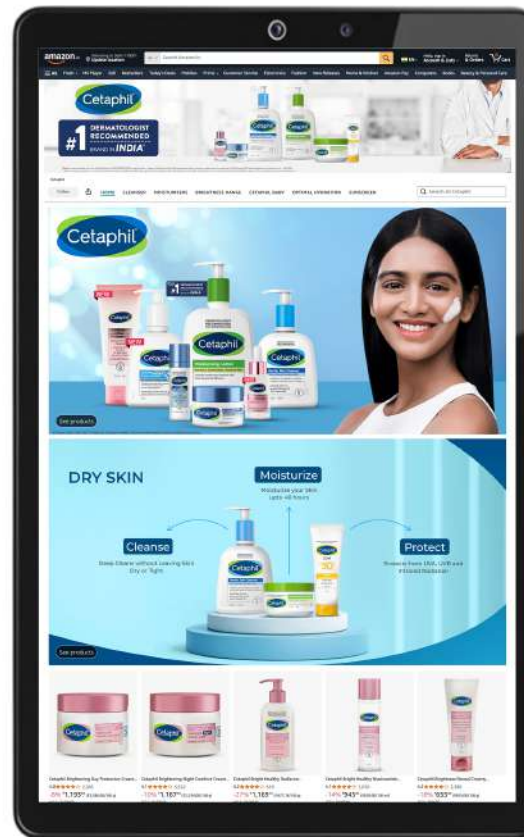
- Paraben Free
- Hypoallergenic
- Non Irritating
- Non Comedogenic

DERMATOLOGICALLY TESTED*

UNLOCK YOUR SKIN'S POTENTIAL WITH THE OPTIMAL HYDRATION REGIME

- CLEANSE**
Remove dirt & other impurities
- MOISTURIZE**
Enhanced elevation of moisture
- MOISTURIZE**
Hydrate and protect the skin
- PROTECT**
Prevent sun damage and premature aging

Amazon Storefront



STIM[®]
ORAL CARE

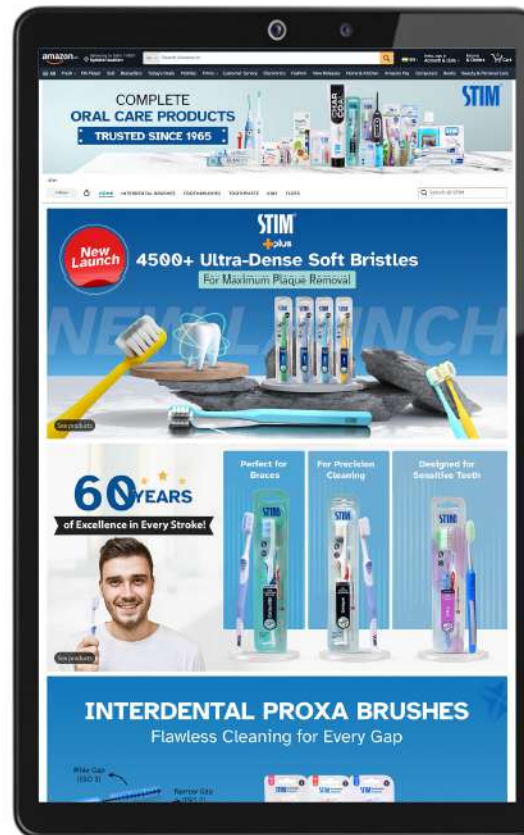
A+ Content



Catalogue



Amazon Storefront



ZERO  **WATER.**

A+ Content



Culligan ZERO WATER	5 STAGE	ORDINARY 2 STAGE
TDS REMOVED	99%	50%
REDUCES LEAD	✓	✗
REDUCES PFOA & PFOS	✓	✗
REDUCES CHROMIUM	✓	✗
ESTIMATED TDS RESULTS	000	153



Catalogue



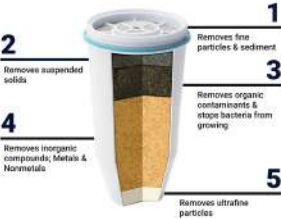
10 Cup / 2.3 Liter Capacity Pitcher



PRODUCT DIMENSIONS	11.63 in W x 11 in H 29.5 cm W x 27.94 cm H
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5-STAGE FILTRATION

Removes up to 99.6% of Total Dissolved Solids

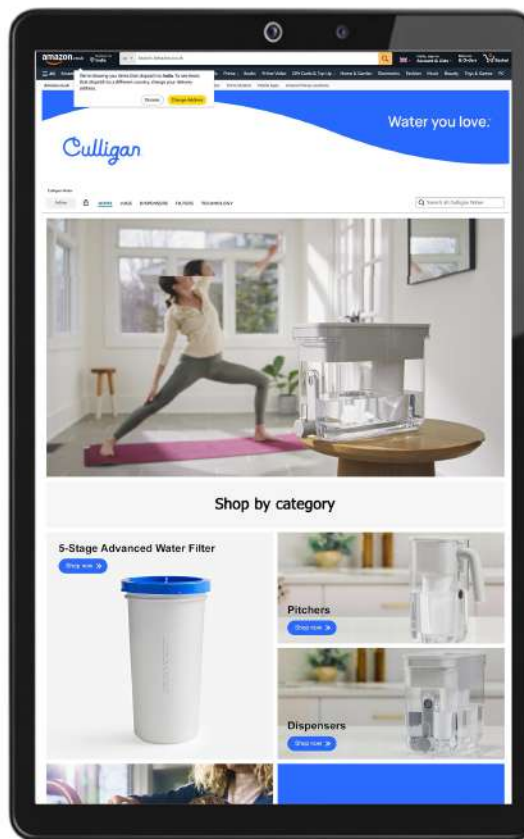


IAPMO CERTIFIED

- ✓ Up to 99% of Lead
- ✓ Up to 99% of Chromium
- ✓ Up to 94% of PFOA / PFOS
- ✓ Up to 92% of Mercury



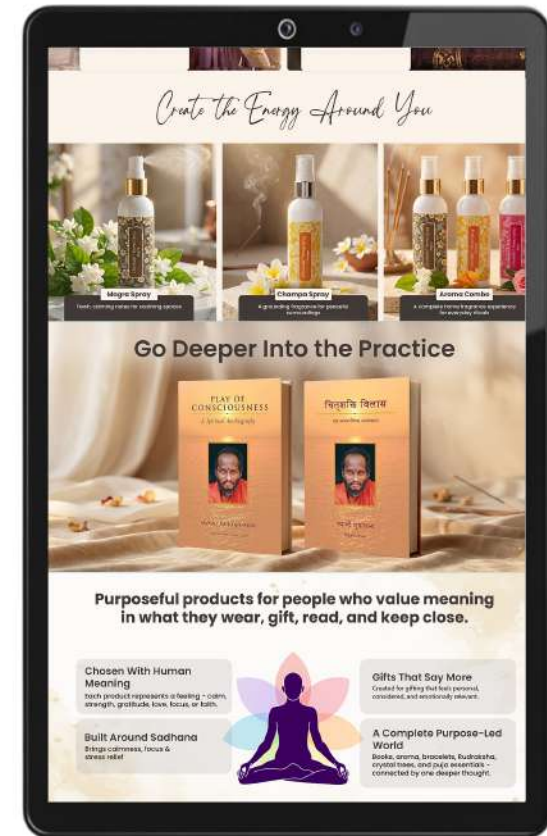
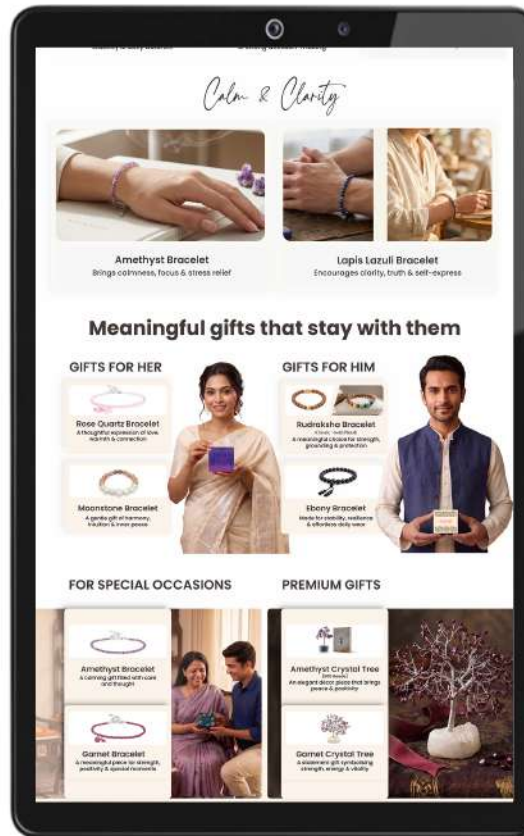
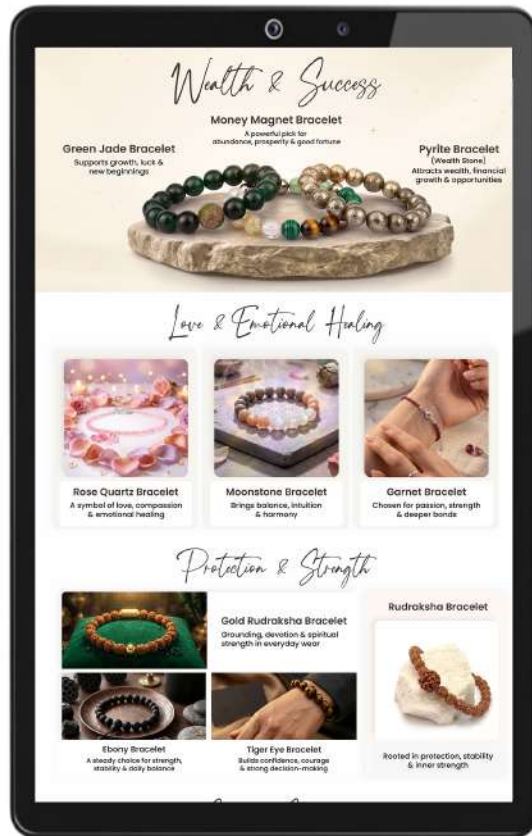
Amazon Storefront





CHITSHAKTI®

Amazon Storefront



CASE STUDIES

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



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'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 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

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



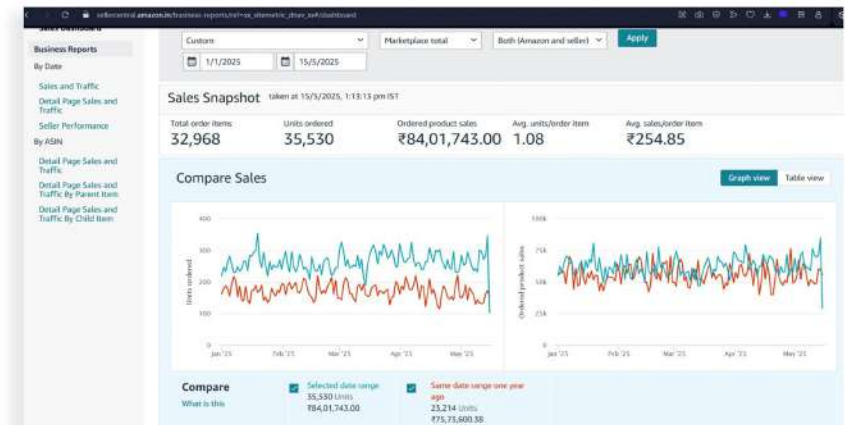
Delivered **10x returns** on **Amazon DSP** campaigns



Ranked products on top search spots organically and via PPC



Doubled AOV for several D2C clients through bundled strategies



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



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amazonads.co.in