



# Executive Summary



## Vision in Action: Pioneering AI-Driven Digital Marketing

DigiDNA is more than just another digital marketing business; it is a forward-thinking company which incorporates AI to advance marketing techniques. DigiDNA has quickly risen through the ranks of the digital marketing category, distinguishing itself from its dedication to originality and results.

## A Journey to Digital Excellence!

The creator of DigiDNA, Shraddha Agrawal, has over 13 +years of corporate expertise in FinTech, Healthcare, Travel, and Cloud Computing. Her leadership has won her the title of "Influencer Women Leader in Marketing" and a profile on KaroStartup.

DigiDNA offers **AI-driven strategies to provide intelligent marketing solutions globally**, backed by a strong team that continually produces innovation and results. The company's objective is centered on growth, innovation, and practical digital transformation.

## SERVICES

For Digital Growth By DigiDNA With Powered AI



### Search Engine Optimization

Recognizing Goals and Achieving Organic Search Score



### Performance Marketing

Setting Goals and Achieving Performance Metrics



### Lead Generation

Targeted Strategies for Concrete Sales Targets



### Content Marketing

Content That Converts Business Presence



### Social Media Marketing

Building Brand Credibility and Trust



### Website Development

Performance Optimization for Smooth User Experience

**At DigiDNA, we don't just market—we build partnerships that thrive, driven by your success.**

# Success Stories:

## Results That Speak for Themselves!



### SEO Strategies for IT Company

Challenge: The company struggled with low online visibility, ranking poorly on SERPs, and needed to drive more inbound leads

#### Results (6 months):

- 2X surge in organic traffic.
- 1.5X increase in inbound leads.
- 90% of targeted keywords ranked in top positions, leading to a 60% growth in international traffic.
- 80% higher conversion rates, boosting ROI by 2.5X.



### Performance Marketing for Leading Enterprise

Challenge: Limited brand visibility and low engagement through digital campaigns.

#### Results (3 months):

- 64 Marketing Qualified Leads (MQL) generated with optimized ad spend.
- Achieved a CTR of 14.29%, increasing brand visibility and user engagement significantly.



### Email Marketing Strategies

Challenge: Faced limited audience engagement and low conversion rates. It lacked personalization.

#### Results (3 Months):

- Increased email open rates by 40% through personalized outreach.
- Achieved a 15% click-through rate for email campaigns.
- Effectively targeted key stakeholders like CEOs, VPs of Product, and Product Managers.
- Enhanced brand authority through strategic content marketing efforts.

## Industries Empowered by DigiDNA's Digital Expertise

- IT/Tech SaaS Marketing
- B2B Account Based Marketing
- BFSI Marketing
- Real Estate Marketing
- D2C Marketing

## Why DigiDNA? Smart AI, Bold Strategies, Real Results.

- AI-Powered Precision: Smarter strategies, faster results.
- Tailored Expertise: Custom solutions across key sectors.
- Proven Growth: Boosting traffic, ROI, and more—measurable impact.
- Innovative Leadership: 13+ years of marketing excellence driving success.

## Advance Your Digital Journey!



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