



MARKETING THAT MOVES **FAST,**
CONVERTS **FASTER**



India's Leading Performance Marketing And AI powered Agency

Our Impact In Action

60+

Clients
pan India

13+

Global Impact
Clients

15+

Years Of
Experience
with Startup
Agility

65cr

Overall Revenue
Generated

115K

Number of Leads
Generated

4x-10x

ROAS

We bridge the gap between vanity metrics and real business outcomes by combining legacy insights, AI-powered automation and a commitment to accountability

What Sets Us Apart?

Guaranteed Metrics

We commit to KPIs, not impressions



Legacy & Agility

Backed by 15 years of experience, we operate with the speed & agility of a startup



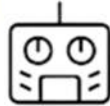
Transparency & Accountability

Real-time dashboards, honest KPIs



Proprietary Tech Stack

AI dashboards, predictive tools, automation bots



Holistic Funnel Thinking

Campaigns built from awareness to conversion





Our Vision

To become a global benchmark in performance marketing by combining legacy expertise, agile innovation & data-driven intelligence, transforming how brands grow, engage, and convert in the digital age.

Our Mission

To empower businesses with guaranteed, performance-driven marketing through innovative technologies, AI-powered tools, and full-funnel strategies, ensuring every digital touchpoint drives real, measurable value.



Why Make Us Your Growth Partner?

**100%
Transparency**

**Legacy-Driven
Innovation**

**Agility At
The Core**

**Client-Centric
Growth**

**Tech-Led
Excellence**

**Insight & Data
Driven Strategy**

What We Do Best

MARKETING

- ✓ SEO
- ✓ Social Media Management
- ✓ Influencer Marketing
- ✓ Digital PR
- ✓ Online Reputation Management
- ✓ Content Marketing
- ✓ WhatsApp Marketing
- ✓ Performance Marketing
- ✓ E-Commerce Marketing
- ✓ Generative Engine Optimisation

ADVERTISING

- ✓ Search PPC
- ✓ Display Advertising
- ✓ Facebook & Instagram Ads
- ✓ Shopping Ads
- ✓ Social Media Advertising
- ✓ Amazon Marketing
- ✓ Native Advertising

DESIGN & CONTENT

- ✓ UI/UX Design
- ✓ Product Design
- ✓ Brand Identity
- ✓ Communication Design
- ✓ Content & Copywriting

What We Do Best

STRATEGY & DATA

- ✓ Conversion Rate Optimisation
- ✓ Revenue Generation
- ✓ Lead Generation
- ✓ CMO Consultancy
- ✓ Landing Page Design
- ✓ Real Estate Lead Generation
- ✓ Research & Insights
- ✓ Strategy & Planning
- ✓ Analytics Configuration
- ✓ Google Tag Manager
- ✓ Data Strategy

TECH & DEVELOPMENT

- ✓ Website Development
- ✓ Custom Software
- ✓ E-Commerce Development
- ✓ WordPress Development
- ✓ Mobile App Development
- ✓ Linux Hosting
- ✓ Business Email
- ✓ CRM Services

CASE STUDIES

 DigiVeritaz



India's Leading Performance Marketing And AI powered Agency



CASE STUDY 01

LEGAL JUNCTION

Industry : Legal Services | Service : Performance Marketing – Google Ads & Meta Ads



THE CHALLENGE

Legal Junction needed a consistent, scalable flow of high-quality rent agreement inquiries in a highly competitive advertising landscape.

- High CPCs reducing budget efficiency
- Inconsistent lead quality impacting conversion
- Conversion tracking not fully optimized



OUR STRATEGY

Google Ads - High - Intent Lead Generation

- ✓ Structured high-intent keyword targeting
- ✓ Service-wise & location-based campaign segmentation
- ✓ Lead-focused, urgency-driven ad copies
- ✓ Conversion & call tracking integration
- ✓ Landing page optimization for higher conversion rates
- ✓ Negative keyword refinement to reduce wasted spend

Meta Ads

- ✓ Lead form + WhatsApp campaigns
- ✓ Geo-targeted ads for relevant jurisdictions
- ✓ Retargeting website visitors & engaged audiences
- ✓ Consultation-focused creatives with trust signals



RESULTS

- ✓ Consistent inbound inquiries
- ✓ Reduced Cost Per Lead
- ✓ Improved consultation call quality

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PERFORMANCE METRICS

METRIC	VALUE
Monthly Ad Budget	₹30,000 + tax
Cost Per Lead (Before)	₹443
Cost Per Lead (After Optimization)	₹350
Conversion Rate	2% - 9%

CASE STUDY 02

ZEDEX MOBILITY

Industry : Automobile Mobility Solutions
Service : Lead Generation & Car Booking Campaigns – Meta + Google

BRANDS CATERED: TATA MOTORS, KIA, ŠKODA AUTO (SALES + SERVICE CENTRES)



THE CHALLENGE

- Generate consistent car bookings through digital platforms
- Reduce dependency on walk-ins
- Improve lead-to-quality-lead ratio
- Lower High Cost per Acquisition (CAC)
- Build a predictable monthly booking flow



OUR STRATEGY

Google Ads – Intent-Based Targeting

- ✓ High-intent keywords: "Tata car booking near me", "Kia test drive booking", "Skoda showroom near me"
- ✓ Brand + location-based keyword segmentation
- ✓ Call-only & lead form ads
- ✓ Conversion + booking tracking setup
- ✓ Negative keyword filtering to eliminate research traffic
- ✓ PMax campaigns to increase showroom footfall

Meta Ads – Creative Direction

- ✓ Offer-driven creatives (Festive offers, Exchange bonus, Zero down payment)
- ✓ Test drive CTA creatives & carousel model showcases
- ✓ Customer testimonial creatives for trust building
- ✓ Limited-time scarcity messaging during peak months

Audience Funnel : Awareness - Lead - Booking - Retargeting

- ✓ **COLD** : Automotive intenders, competitor interest targeting, geo-radius
- ✓ **WARM** : Website visitors (30/60/90d), video viewers 50%+
- ✓ **HOT** : Previous leads & WhatsApp enquiry retargeting



RESULTS

MONTH-ON-MONTH BOOKING GROWTH

PERIOD	BOOKINGS
Month 1	~38
Month 2	~52
Month 3	~67
Stabilized Monthly Average	81
Peak Festive Season	110–125



PERFORMANCE METRICS

REVENUE & ROAS

METRIC	VALUE
Avg. Revenue per Car (Blended)	₹6,50,000
Monthly Revenue (81 bookings)	₹5.26 Crore approx
Peak Season Revenue (120 bookings)	₹7.8+ Crore approx
ROAS – Average Month	130X
ROAS – Peak Season	200X
CAC Reduction	30%+

CASE STUDY 03

STEM RX

Industry : Regenerative Hospital

Services : Performance Marketing | Medical Camp Registrations | Branding
SMM | SEO | CRO for Website and Landing Page Creation

THE CHALLENGE

- Build trust in regenerative treatments (high-consideration medical segment)
- Increase medical camp registrations and hospital walk-ins
- Position doctors as credible authorities
- Educate patients about non-surgical regenerative alternatives

Healthcare marketing required trust-building + education, not just lead generation



OUR STRATEGY

1. PERFORMANCE MARKETING

- ✓ Awareness & education-based ad creatives for AVN, Osteoarthritis, Diabetes, Autism & 20+ conditions
- ✓ Doctor-led authority positioning & patient testimonial campaigns
- ✓ Camp registration funnel ads + geo-targeted hospital visit campaigns

2. SOCIAL MEDIA MANAGEMENT

- ✓ Educational content: regenerative therapy explainers, surgery vs regenerative comparisons, condition-based reels
- ✓ Doctor Q&A videos, myth vs fact posts, medical camp announcements
- ✓ Patient testimonials, treatment journey highlights, FAQs, polls & awareness quizzes

3. SEO STRATEGY

- ✓ Treatment-specific keyword targeting with medical schema markup
- ✓ Condition-focused blog articles for high-intent search queries
- ✓ Local SEO: Google Business Profile, location keywords, review strategy

4. CRO-OPTIMIZED LANDING PAGE

- ✓ Strong above-the-fold CTA, doctor credibility section, FAQ to reduce hesitation
- ✓ WhatsApp click-to-chat, short 3-field form, camp urgency countdown



PERFORMANCE METRICS

METRIC	VALUE
Monthly Budget	₹1,00,000
Cost Per Lead	₹142
OTP-Verified Lead Quality	90%
Organic Traffic Growth (4-6 months)	35-45%
Patient Bookings (avg. ₹4L ticket size)	5-10 per month

CASE STUDY 04

SHAPE U CLINIC

Industry : Aesthetic & Weight Loss Treatments (U-Lipolysis)
Services : Treatment Lead Generation | Clinic Footfall | SMM | Performance Marketing | Funnel Optimization



THE CHALLENGE

- Generate high-quality treatment consultations in a competitive aesthetic market
- Reduce unqualified leads & improve clinic visit ratio
- Build trust in non-surgical fat reduction
- Improve Customer Acquisition Cost (CAC)



OUR STRATEGY

META ADS – PRECISION TARGETING

- ✓ **Cold** : Weight loss, gym, slimming interests; age 25–45; 5–8 km clinic radius; income-based urban clusters
- ✓ **Warm** : Website visitors, Instagram engagers, video viewers 50%+
- ✓ **Hot** : WhatsApp enquiries, existing leads, previous consultation no-shows

LEAD QUALIFICATION SYSTEM

- ✓ 3-question qualifier embedded in lead forms
- ✓ Instant WhatsApp automation triggered on form submission
- ✓ Conversion API implementation for accurate tracking

CREATIVE STRATEGY

- ✓ Problem-solution ads, "Lost 7 cm in 1st session" hook creatives
- ✓ Doctor-led explanation videos, before/after funnel storytelling
- ✓ Scarcity offers (limited festive packages) & myth-busting educational content

SOCIAL MEDIA AS A TRUST ENGINE

- ✓ Educational content: How U-Lipolysis works, doctor authority posts
- ✓ Patient testimonials, FAQs, transformation journeys, offer announcements
- ✓ DM automation + WhatsApp integration + 1-hour comment response SLA



PERFORMANCE METRICS

METRIC	VALUE
Monthly Budget	₹6,50,000 + taxes
Treatment Leads Per Month	1,556
Cost Per Lead	₹450
Clinic Visits Generated	42
Appointment Conversion Rate	2.7%
Bookings	35
Revenue Per Campaign	₹10,50,000
ROAS	1.6X

CASE STUDY 05

GY3



Industry : E-Commerce | Services : Brand Awareness – Meta Campaigns



THE CHALLENGE

Building a strong, high-recall brand presence across India and Canada in the e-commerce space



OUR STRATEGY

- ✓ High recall-focused Meta campaigns
- ✓ Creative testing framework for performance optimization
- ✓ CTR, Hook Rate & Hold Rate optimization



PERFORMANCE METRICS

METRIC	VALUE
Ad Spend	₹1.5 Lakh
CPM	₹50
Target Markets	India & Canada



RESULTS

- ✓ Increased audience reach
- ✓ Stronger brand recall
- ✓ Cost-efficient CPM across markets
- ✓ Solid brand building foundation

CASE STUDY 06

SIWS – SCHOOL IN MUMBAI



Industry : K-12 Education
 Services : Social Media Management | PPC Ads for Admissions |
 KG - PG Education | Landing page creation



THE CHALLENGE

- Increase admission inquiries in a competitive Mumbai school market
- Build a strong digital presence among parents
- Improve engagement & brand perception
- Structure a predictable admission funnel



OUR STRATEGY

PPC – ADMISSIONS FUNNEL

- ✓ Parent-focused targeting (Age 28-45), 5-7 km radius from Wadala
- ✓ Grade-specific admission campaigns with lead form + landing page
- ✓ Admission deadline urgency creatives

SOCIAL MEDIA MANAGEMENT

- ✓ Content : Academic achievements, student activities, infrastructure showcase
- ✓ Admission announcements, festival & value-based posts



SOCIAL MEDIA GROWTH METRICS

METRIC	RESULT
Profile Reach	10,000+
Engagement Rate Growth	+65%
Follower Growth	200+ per month
Average Reel Views	2,000-3,000 per reel
Post Engagement Increase	50%+



PERFORMANCE METRICS

METRIC	VALUE
Amount Spent	1 lac
Total Leads Generated	800
Admission Conversions	25
Cost Per Lead	₹135
Cost Per Admission	₹65000

CASE STUDY 07

RAWWOOD SHEED

Industry : Wooden Slabs & Timber Products

Services : Sales Campaigns | Lead Generation | WhatsApp Conversions



THE CHALLENGE

Wood slabs are a consideration-heavy purchase – targeting had to filter casual browsers from serious B2B buyers.

- Drive direct slab inquiries in a niche market
- Attract serious B2B buyers: interior designers, architects, contractors
- Generate retail interest for custom furniture
- Convert inquiries into measurable sales revenue



OUR STRATEGY

B2B TARGETING (PRIMARY REVENUE FOCUS)

- ✓ Interest: Interior design, architecture, furniture manufacturing, home renovation, modular kitchen, construction, real estate
- ✓ Behavioural: Business page admins, engaged shoppers, home improvement content engagers

RETAIL / HIGH-INCOME AUDIENCE

- ✓ Luxury home décor interests, custom furniture, high-value property buyers
- ✓ Urban Tier-1 cities, age 28–55

CREATIVE STRATEGY

- ✓ Raw live-edge slab closeups, before-after furniture transformations, workshop footage
- ✓ Messaging: "Premium Imported Slabs", "Direct Factory Pricing", "Bulk Orders Accepted"
- ✓ Carousel product catalogs, video walkthroughs, WhatsApp direct CTA ads

CRO LANDING PAGE

- ✓ Clear slab categories with size & thickness upfront, "Get Price on WhatsApp" CTA
- ✓ Trust signals, project gallery, quick response guarantee



PERFORMANCE METRICS

METRIC	VALUE
Monthly Budget	₹30,000 + taxes
Product Inquiries	600
Cost Per Inquiry	₹50
Sales Generated	₹95,000
ROAS	3X

CASE STUDY 08

MAYAPURI



Industry : Entertainment & Media Publishing
 Services : Social Media Strategy | Paid Ads | Lead Generation
 | SEO | Media Kit | Brand Positioning



THE CHALLENGE

A legacy print entertainment brand needed strong digital modernization and monetization.

- Revive and modernize the brand digitally
- Increase readership & digital subscriptions
- Generate advertiser & partnership inquiries
- Strengthen SEO visibility in Bollywood & entertainment queries



OUR STRATEGY

1. SOCIAL MEDIA – BRAND REVIVAL

- ✓ Content buckets: Bollywood news, celebrity throwbacks, trending gossip, magazine cover highlights, archive nostalgia, polls
- ✓ Instagram Reels for viral reach, Facebook for news-sharing, YouTube Shorts for entertainment clips
- ✓ Trending audio integration, hashtag stacking, meme-style engagement creatives

2. PAID ADS

- ✓ Reader growth: Bollywood/celebrity/OTT interest targeting, lookalike audiences, website traffic campaigns
- ✓ Lead generation for advertisers: media buyers, brand managers, marketing professionals
- ✓ Retargeting funnel: website visitors, engaged followers, video viewers 75%+

3. SEO STRATEGY

- ✓ Optimized celebrity-based keywords & "Latest Bollywood News" clusters
- ✓ Trending keyword-based daily articles, award season & film release SEO pushes
- ✓ Page speed optimization, internal linking, mobile-first indexing

4. MEDIA KIT DEVELOPMENT

Developed a professional advertiser-ready media kit including audience demographics, social reach stats, ad placement options, sponsored content packages & brand collaboration opportunities.



PERFORMANCE METRICS

METRIC	VALUE
Monthly Ad Budget	₹50,000
Campaign Impressions	60 Lakh+
Website Traffic from Campaigns	1.5 Lakh
Cost Per Lead (Advertiser)	₹450



RESULTS

- ✓ Increased digital engagement & follower growth
- ✓ Higher website traffic from campaigns
- ✓ Improved advertiser inquiries
- ✓ Stronger entertainment brand positioning
- ✓ Audience growth engine established
- ✓ Structured advertiser funnel created

SOCIAL MEDIA

 Digi Veritaz



India's Leading Performance Marketing And AI powered Agency



shape_u_clinic

624 Posts

5,820 Followers

1,864 Following



SHAPE-U
OBESITY CLINIC

WHY BELLY FAT IS THE LAST TO GO?
(READ CAPTION TO KNOW)

ANDHERI, MULUND, MALAD, LOWER PAREL
www.shapeuclinic.in

SHAPE-U
OBESITY CLINIC

WHY **U-LIPOLYSIS** IS BETTER THAN **INJECTABLES**

VS

SWIPE >>

SHAPE-U
OBESITY CLINIC

Weight In Kgs : 72.2

Before

Weight In Kgs : 62

After

REAL RESULTS OF REAL PEOPLE

ANDHERI, MULUND, MALAD, LOWER PAREL
www.shapeuclinic.in

SHAPE-U
OBESITY CLINIC

DID YOU KNOW?

OBESITY increases the risk of cancer.

WEIGHTLOSS decreases the risk of cancer.

Contact : +91 8433824234

Dr. Mahesh Mandot
M.B.B.S | KEM Hospital
Obesity Consultant

ANDHERI, MULUND, MALAD, LOWER PAREL
www.shapeuclinic.in

SHAPE-U
OBESITY CLINIC

WHAT OUR DOCTORS CHECK
BEFORE **FAT LOSS TREATMENT**

- Medical History ✓
- Body Compositions Analysis ✓
- Fat Distribution ✓
- Blood Reports ✓
- 10+ Health Parameters ✓

BOOK A DOCTOR-LED BODY ASSESSMENT TODAY

ANDHERI, MULUND, MALAD, LOWER PAREL
www.shapeuclinic.in

SHAPE-U
OBESITY CLINIC

MANAGE WEIGHT WITH **U-LIPOLYSIS**

Manage Diabetes Weight
The Medical Way with U-Lipolysis



siwsschoolwadala

41 Posts

626 Followers

1 Following



Learning looks different at **SIWS**

Building Confident Learners From Day One

Swipe To Know More

Baccha hai tu mera...
Tera admission toh SIWS mein hi hoga 😎

Is your **child** **CONFIDENT** or **QUITE** in class?

6 REASONS TO CHOOSE SIWS

- 92 year Legacy
- Established ground rules
- Clean, safe & secure facilities
- A stimulating & well-defined curriculum
- Qualified & caring staff
- Play-Based Learning

PREESCHOOL ISN'T EARLY
It's Foundation...

5 MUST-DO ACTIVITIES
to boost your **CHILD'S BRAIN**



stemrxindia

561 Posts

6,861 Followers

8 Following



**WEIGHT CHANGES,
MOOD SWINGS,
LOW ENERGY...**

All at once?

SWIPE >

**HAPPY
GUDI PADWA**

19th MARCH '26

**YOUR BP
COULD
BE HIGH**

& you wouldn't feel it

SWIPE >

MYTH vs **FACT**

- Bladder leaks are a normal part of aging
- Only women experience bladder issues
- Urinary incontinence is treatable, not inevitable
- Neurogenic bladder affects men too, especially post-injury or neurological conditions

www.stemrx.in

**LEAKING
URINE
ISN'T
ALWAYS
'JUST AGE'...**

It could be your body trying to tell you something more

SWIPE >

Not all heroes wear **STETHOSCOPIES**

**HAPPY
NURSE**
day

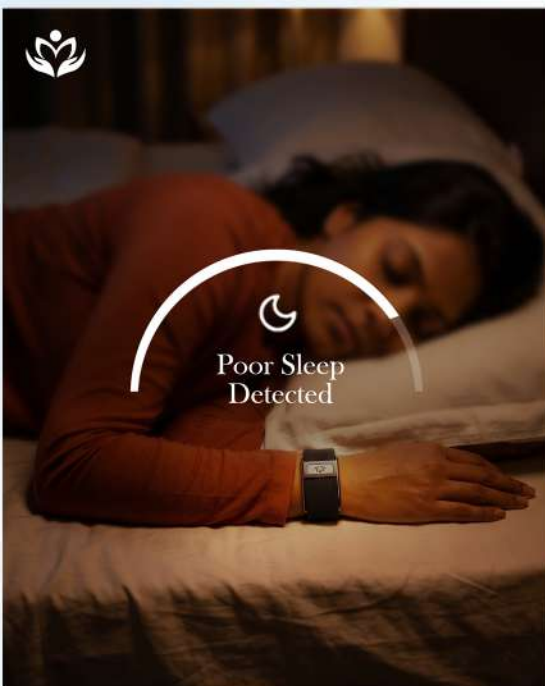
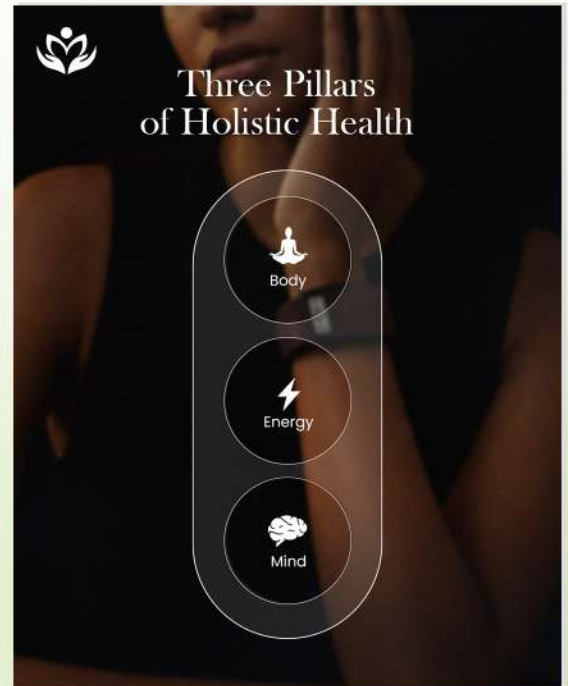
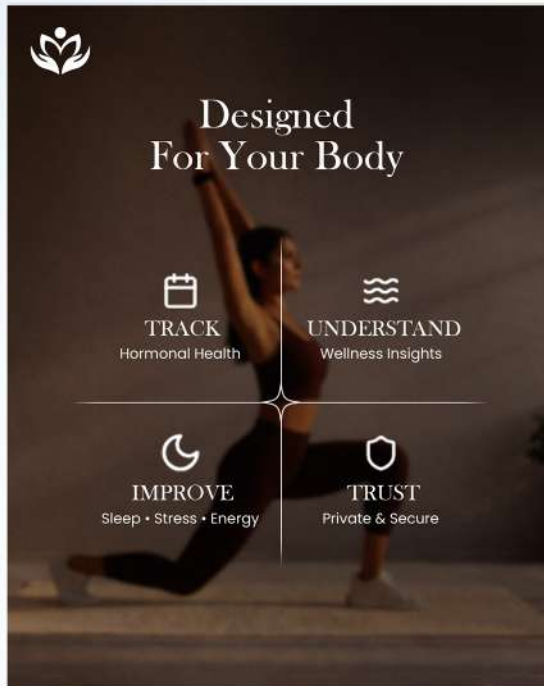


mai_wellbeing

5 Posts

32 Followers

3 Following



THANK YOU

Ready For What's Next? **Let's Talk**

 **+91 995665662 | +91 7021450830**

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 <https://www.instagram.com/digiveritaz/>

 <https://www.facebook.com/profile.php?id=61577041082724>

