



DigiOptify

Web Design & Digital Marketing

Our Portfolio 2025

By DigiOptify

Project Objective : Web
Development & Digital Marketing
& E-commerce Solutions

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Grow Your Business



DigiOptify offers comprehensive solutions regarding **Web Development, Digital Marketing, Search Engine Optimization (SEO), E-commerce Solutions & Marketing, Shopify Website Development, Graphic Design and Corporate Website Development**

WHY CHOOSE US?

Digioptify provides excellent service in web development & designing and marketing of your website and e-commerce solutions. We offer the best solutions for your business and unbiased advice to grow exceptionally. We are investigating new technologies that enhance at different levels of success.

OUR GOALS

Our goal is to move your business to the top and surpass all competition. We believe in honesty and a kind heart for others. We will give you our best services and beneficial advice to promote your business. We will treat you with compassion and admiration.

About Us



Connecting the World with A World

HOW WE WORK

01



Receive **Brief** From Client

Brief

Research the Clients branding and past publication to ensure our work fits their business aesthetics



02

Research

03



Plan

Come up with a number of ideas and **Plan** them out.

Send it to client to sign off and suggest amendments



04

Concept

05



Presentation

Create design project based on research and sketches

Make any amendments suggested by client and repeat present stage until complete.



06

Revise & Deliver

OUR PROCESS

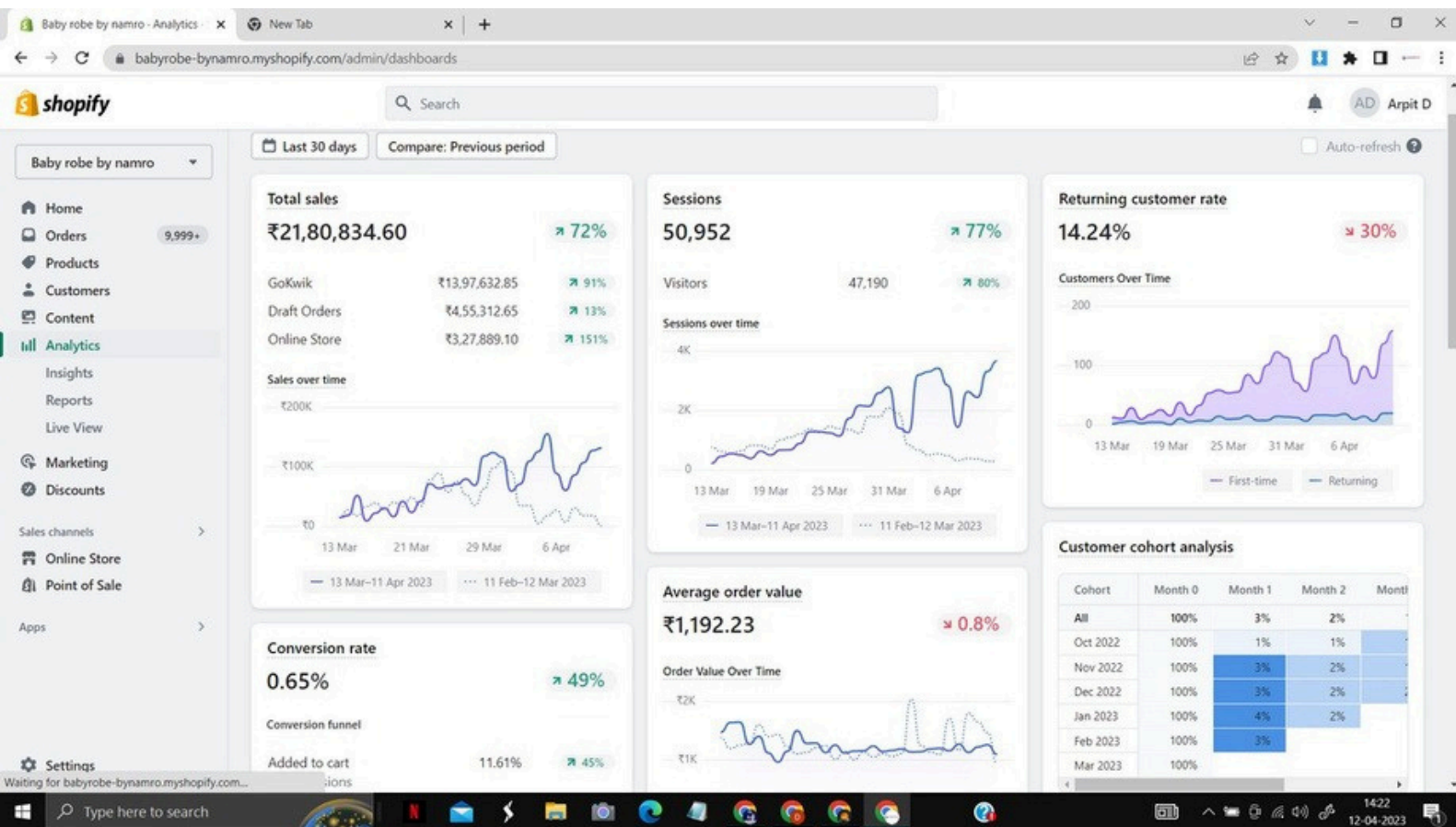
Connecting the World with A World

Facebook Paid Ads Strategy

Sr.No	Strategy & Plan
Audience Research	Start by identifying your target audience. Who are the people you want to target with your Facebook ads? Considering factors such as age, location, interests and purchasing behavior.
Competitor Research	A thorough research and analysis about the Competitors in the same niche regarding their creatives strategy & trendy products in the same niche.
Call to Action	A strong call-to-action is critical in any Facebook Ads Encourage your target audience to take action, whether it's to purchase a product, sign up for a newsletter, or follow your page.
Creative Strategy	Women are often visual learners, so it's essential to use eye-catching visuals in your Facebook ads. Use high-quality images or videos that showcase your products or services.
Testing & Optimization	We have to test different elements of your Facebook ads, such as the headline, images, and call-to-action. Use the data you gather to optimize your ads for better performance.
Running Retargeting Ads	Start Running Retargeting Ads for those people who are visiting our website and engaging and decision stage of the funnel for our products.
Running Brand Awareness & Traffic Ads	We aim at making a digital presence of the brand by continuously showcasing the brand so as to make a better picture of the brand.
Data Research & Analyse	Analysis all the Facebook Ads Manager Data and Website Data using Google Analytics Data and Heatmap tracking To start scaling all the Campaigns.

Marketing Portfolio

1. Client Name : Namro : www.namro.co



Result in 30 Days

Last 30 Days Sales : 21,80,834/-

Facebook Ads Spend : 420,058/-

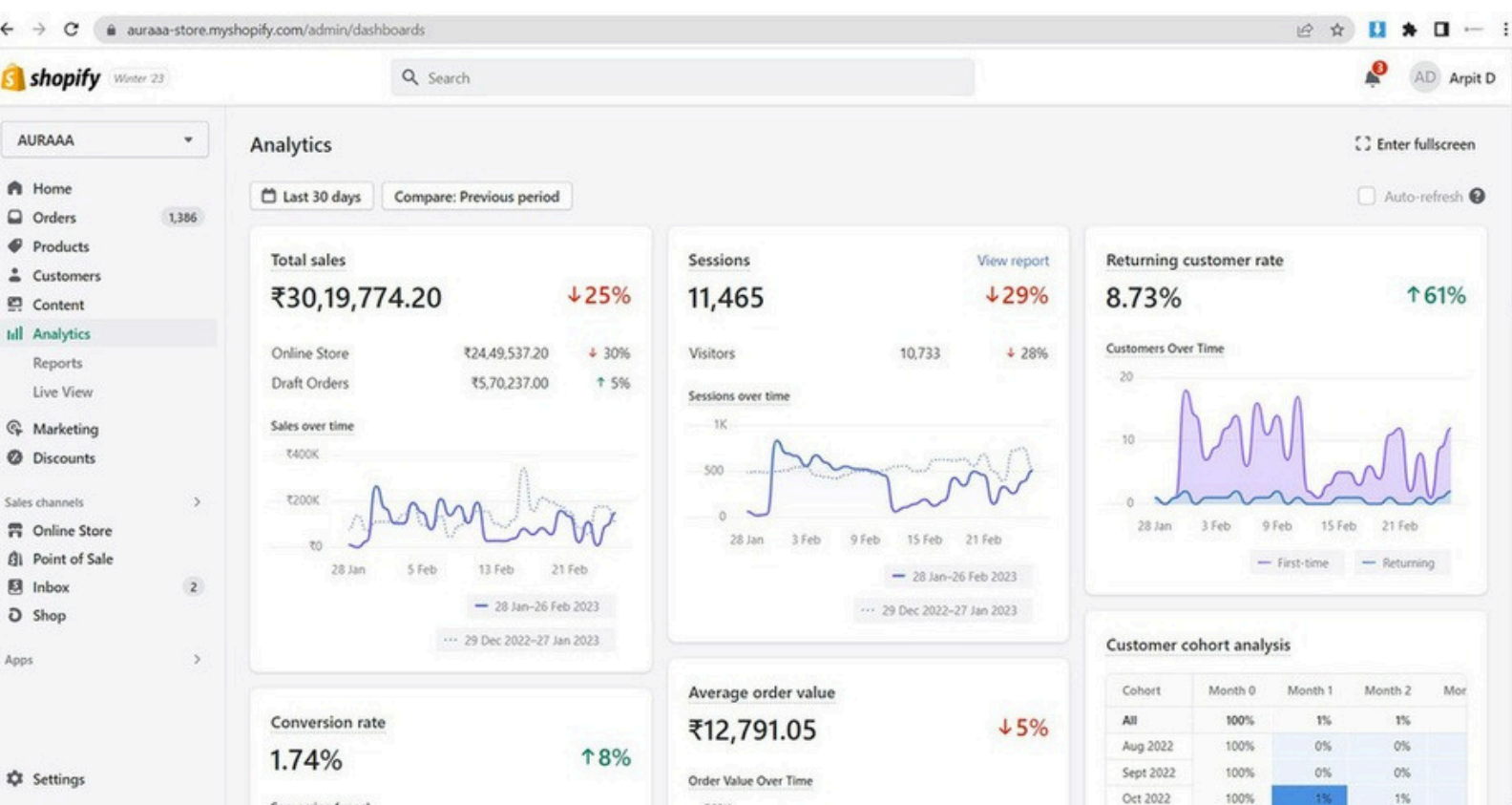
Return on Ads Spends : 5.19

Client's Break Even : 3.2

Overview

Being getting results, RTO was a big concern, to reduce the same we helped them with quality orders. Now, we are working with different audience type for their store as they deal in baby clothes and accessories.

2. Client Name : Auraaa : www.auraaa.com



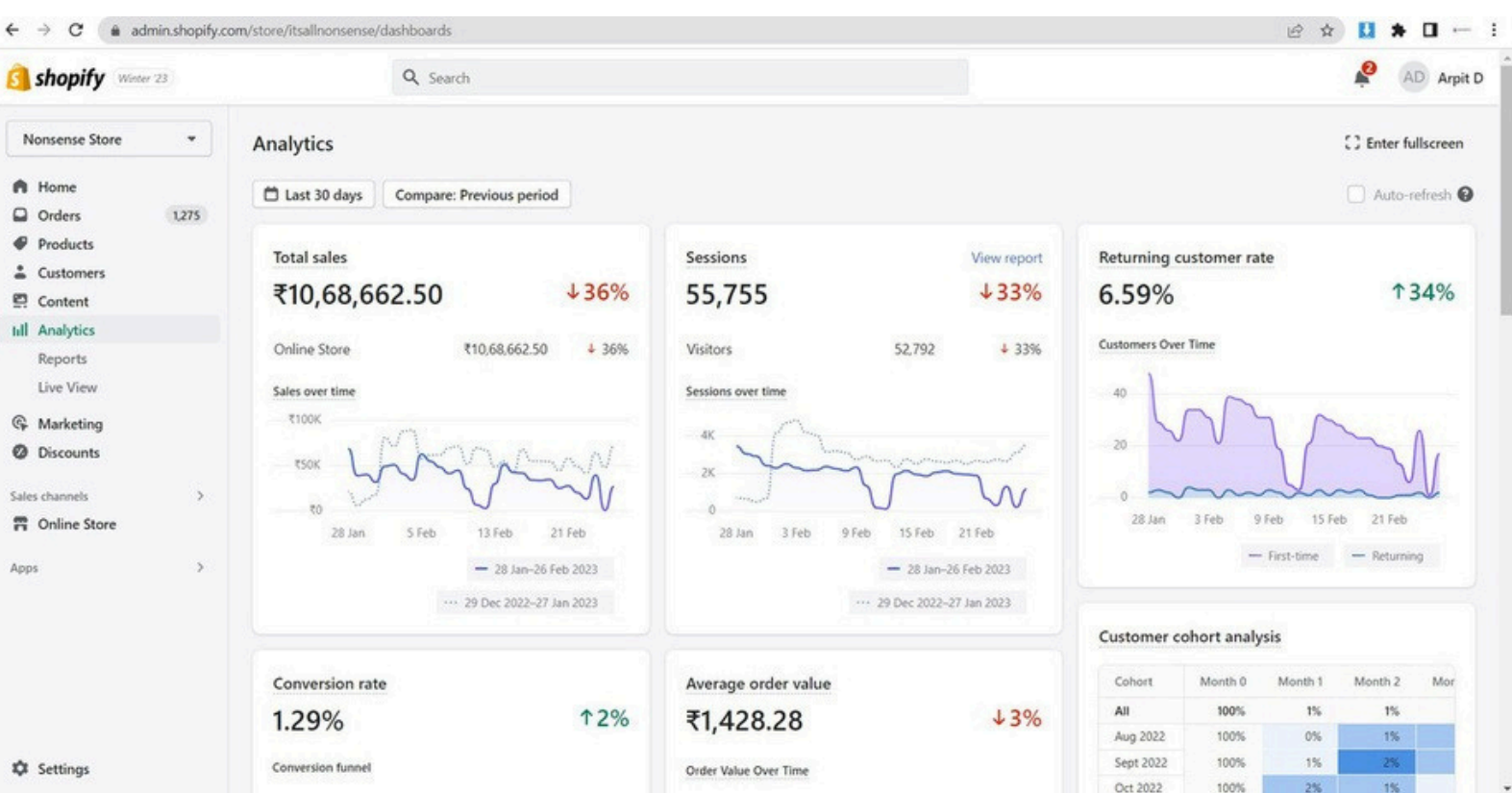
Result in 30 Days

Last 30 Days Sales : 30,19,774/- Facebook Ads Spend : 131,126/-
Return on Ads Spends : 230 Client's Break Even : 40

Overview

As the name, so the product, and the price. Being a high valued item, selling TVs via website was quite a challenge which led to providing the top services specially where their own service station lies, so as to build the trust and brand value and gradually making the business huge.

3. Client Name : Go Nonsense : www.gononsense.in



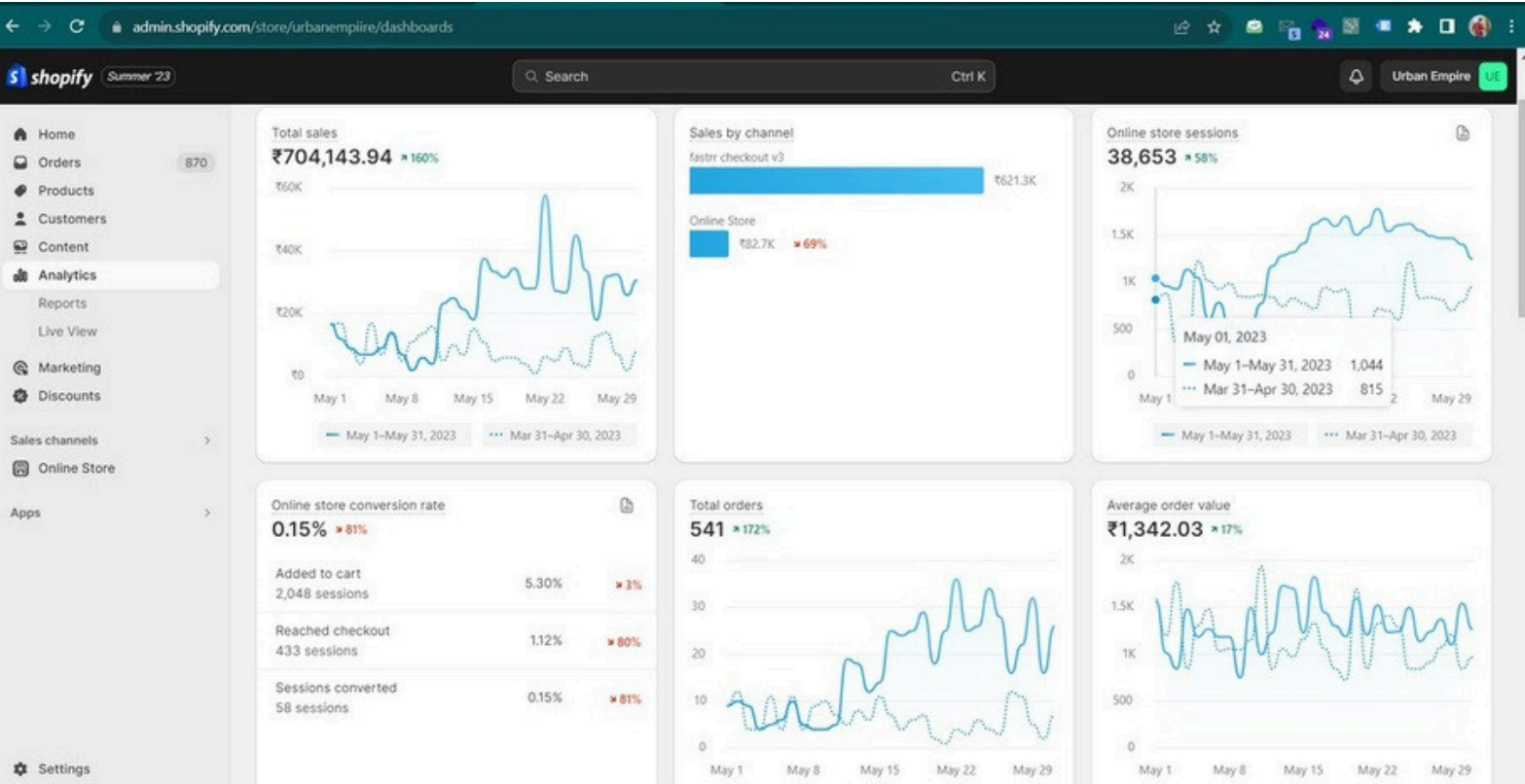
Result in 30 Days

Last 30 Days Sales : 10,68,662/- Facebook Ads Spend : 191,783/-
Return on Ads Spends : 5.57 Client's Break Even : 3.5

Overview

We lost our Sanity to grow Nonsense, what an irony right? A complete package of mad and rocking products to fit the audience where it belongs to and the journey was quite wholesome. Been 10+ months with them and still counting.

4. Client Name : Urban Empire : www.urbanempire.in



Result in 30 Days

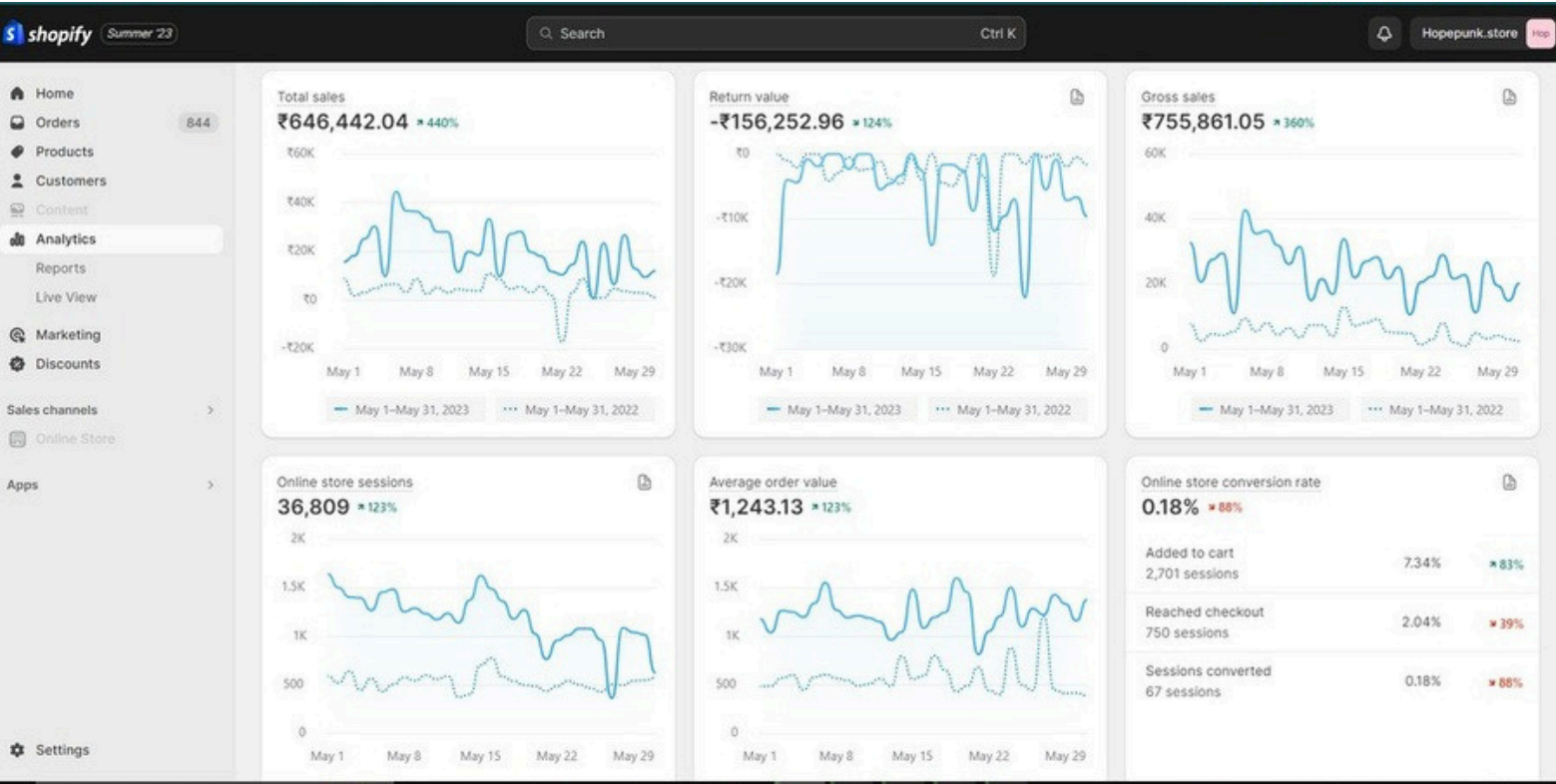
Last 30 Days Sales : 704,143/-
Return on Ads Spends : 8.22

Last FB Ads Spend : 85,643/-
Client's Break Even : 2.8

Overview

This Client sells the Oversized Tshirt through their website we are working for this client since past 6 months they mainly objective is to make their brand a top oversized tshirt brand in market. This client was facing huge RTO's and losses. Due to doorstep rejection, this brand was facing alot of shipping cost, so deciding upon shifting the store to prepaid was a big marketing challenge, and so far it has been a great journey.

5. Client Name : Hopepunk : www.hopepunk.store



Result in 30 Days

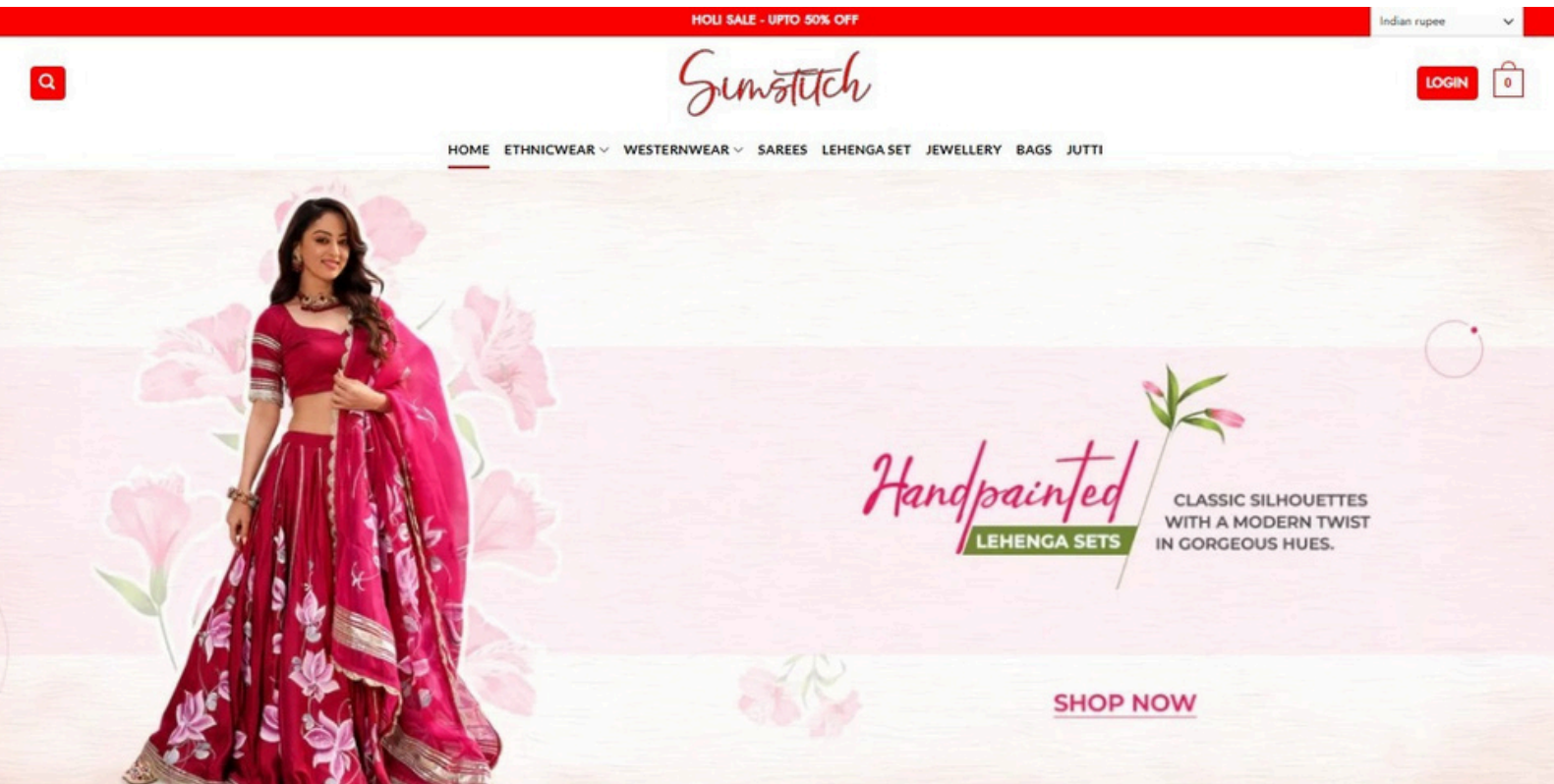
Last 30 Days Sales : 646,442 /-	Facebook Ads Spend :97,169/-
Return on Ads Spends : 6.6	Client's Break Even : 3.00

Overview

Being getting results, RTO was a big concern, to reduce the same we helped them with quality orders. Now, we are working with different audience type for their store as they deal in streetwear oversized Tshirts.

Website Success Stories: Brands That Trust Us

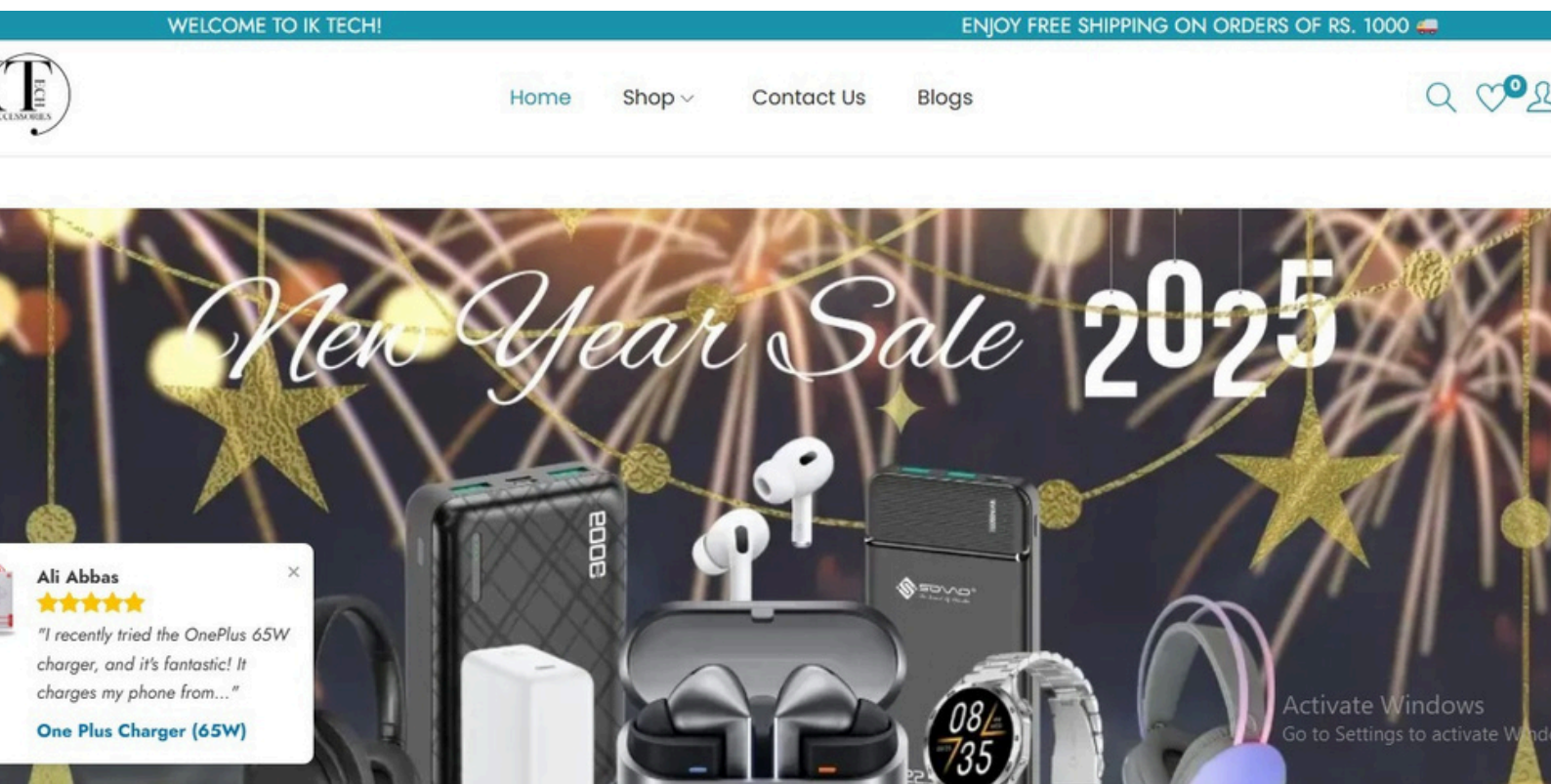
1. Client Name : simstitch : www.simstitch.com



Overview

Indian fashion blends tradition and modernity, with ethnic wear like sarees, lehengas, and salwar kameez showcasing intricate designs, while western wear offers casual and formal styles. Jewelry adds elegance, and juttis, traditional footwear, complement ethnic outfits, creating a fusion of cultural richness and contemporary appeal.

2. Client Name : iktech : www.iktech.com.pk



Overview

The proposed website for technical gadgets will feature a responsive, user-friendly design optimized for all devices. It will include detailed product listings, secure shopping features, and payment options. The site will also focus on SEO, content management, and security, ensuring safe transactions and easy product updates. Additional features include customer support tools like live chat, reviews, and analytics for tracking site performance. Built with modern technologies, the website will be scalable, offering a seamless shopping experience while boosting sales and customer engagement.

Connecting the World with A World

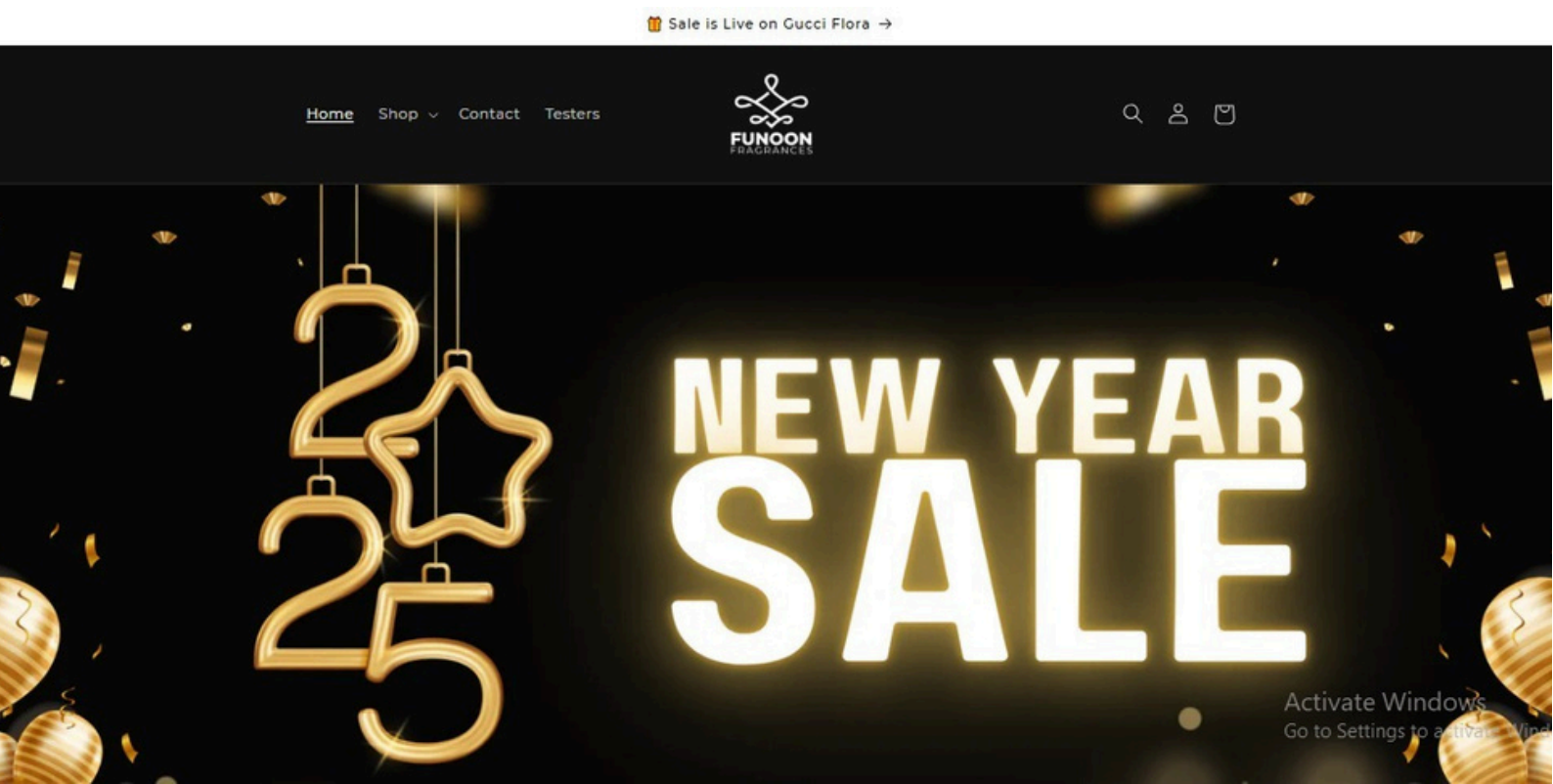
3. Client Name : kayashreeayurveda : www.kayashreeayurveda.com



Overview

The proposed website for an Ayurvedic products business will offer a comprehensive platform for customers to explore and purchase natural, herbal-based remedies and wellness products. The site will emphasize the purity, authenticity, and health benefits of Ayurvedic practices.

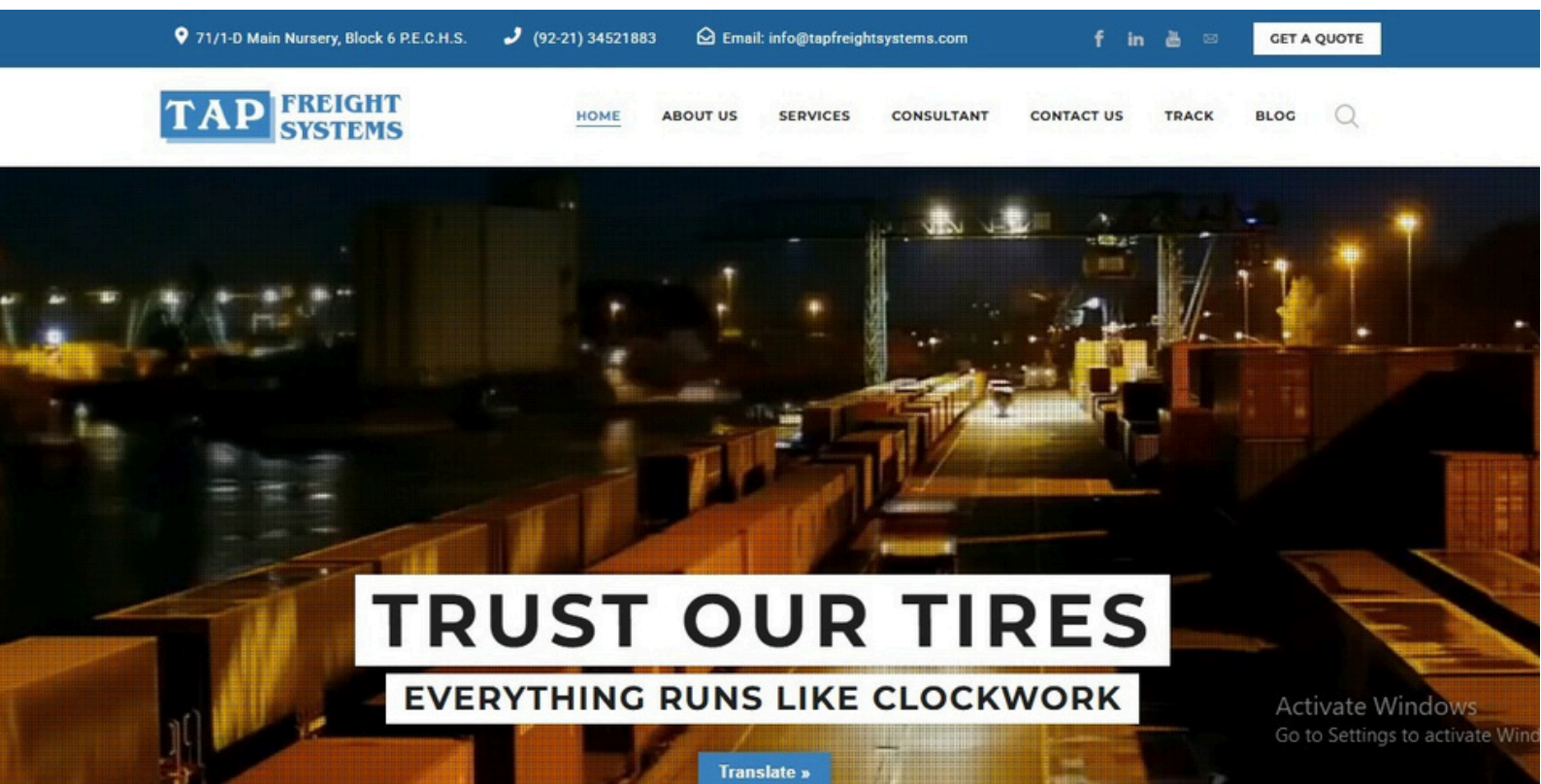
4. Client Name : **buyfunoon** : www.buyfunoon.com



Overview

A perfume brand focuses on creating distinctive fragrances that capture unique scents, emotions, and identities. These brands offer a range of perfumes, from fresh and floral to deep and woody notes, catering to various tastes and occasions. They often emphasize quality ingredients, innovative formulations, and luxurious packaging.

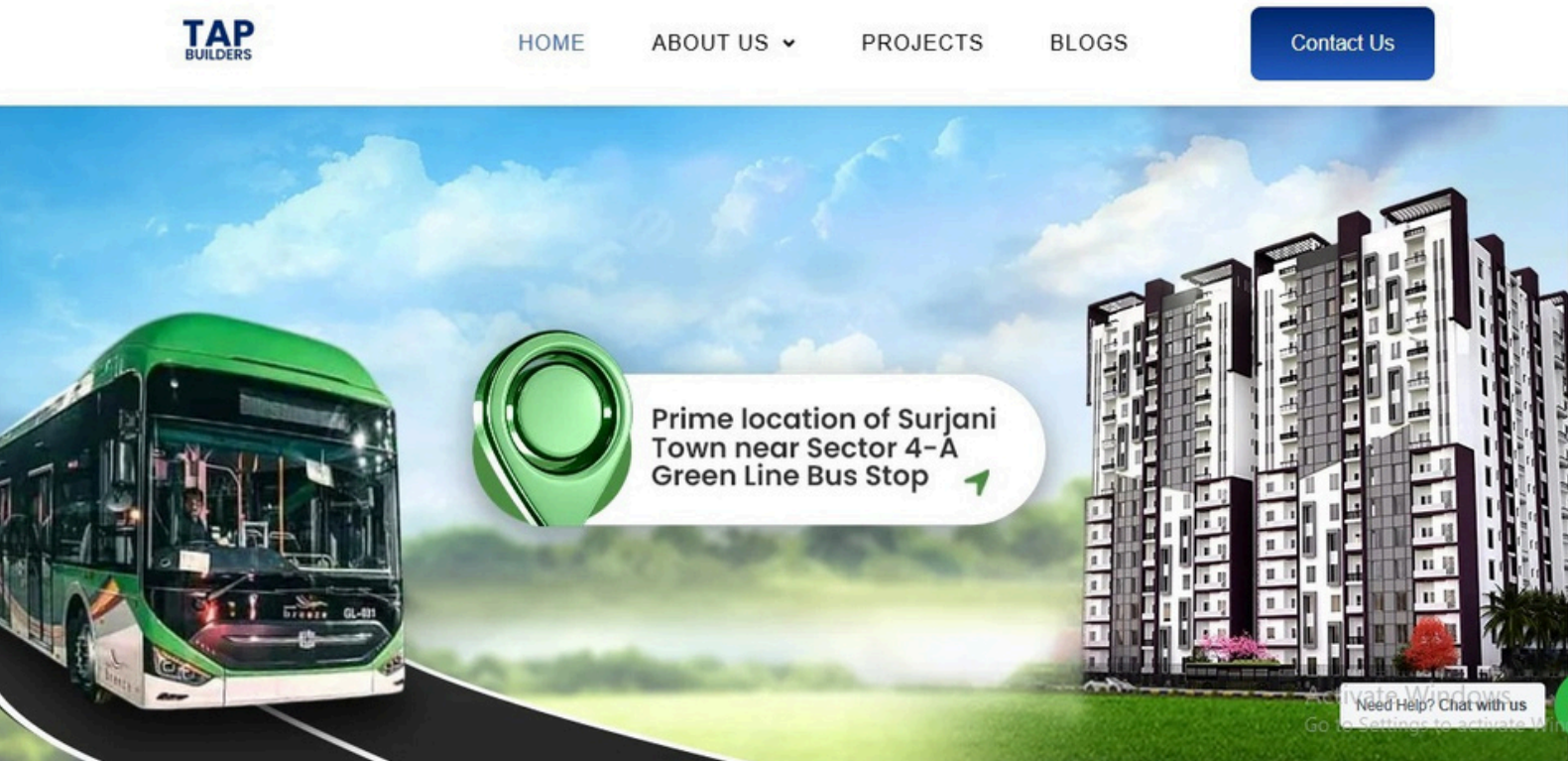
5. Client Name : tapfreightsystems : www.tapfreightsystems.com



Overview

A freight system manages the transportation of goods through various modes like road, rail, air, and sea, ensuring efficient and cost-effective delivery. It involves coordination of shipping, warehousing, and distribution, playing a crucial role in global trade and business operations.

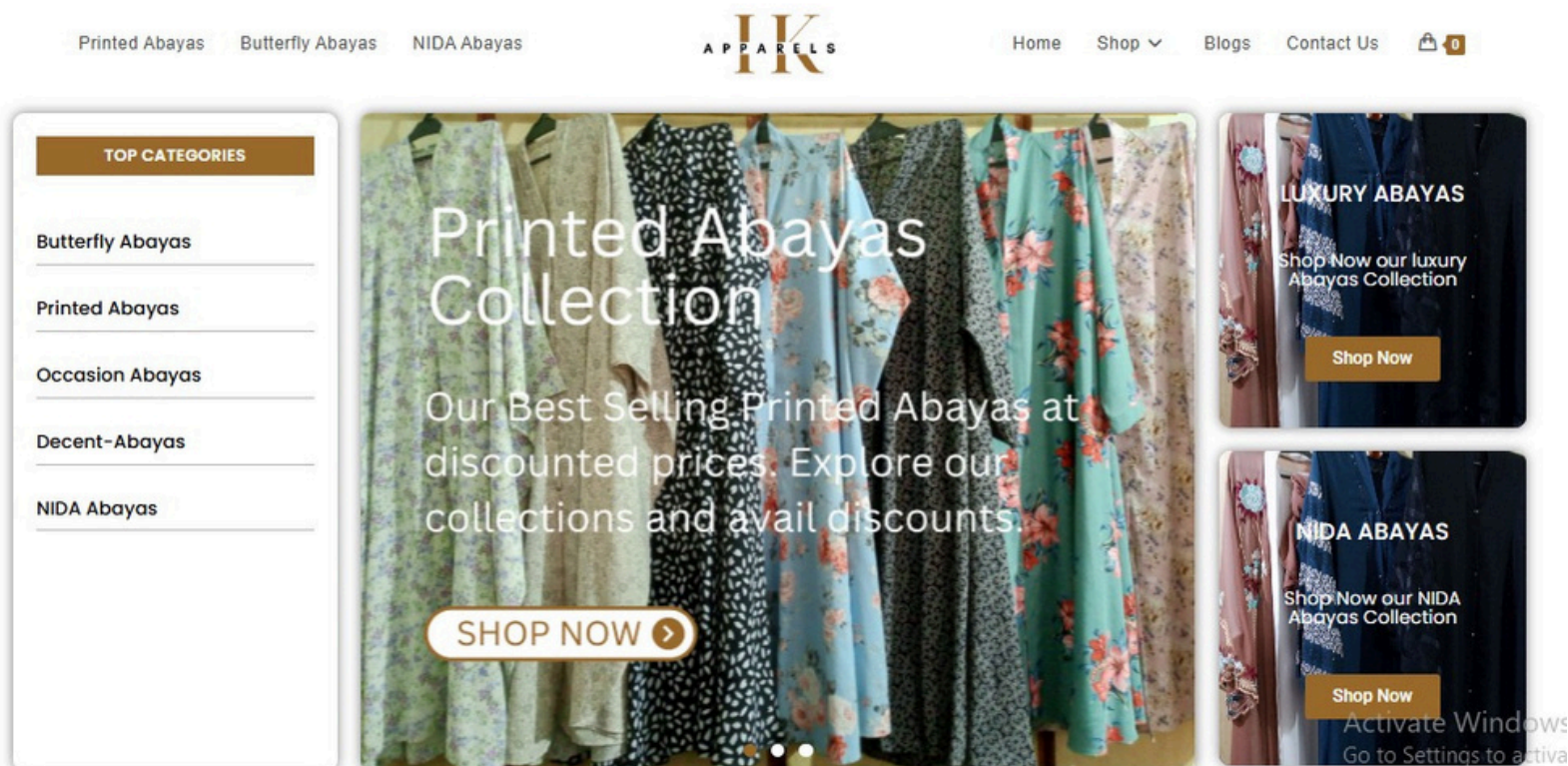
6. Client Name : Tapbuilders : www.tapbuilders.pk



Overview

A builder's website should include an introduction to services, a portfolio of past work, client testimonials, and a clear contact page with a quote request form. It should highlight the company's experience, offer detailed service descriptions, and provide additional content like an FAQ, blog, and certifications to build trust and credibility.

7. Client Name : ikapparels : www.ikapparels.com



Overview

The Butterfly Abayas website should showcase collections of printed, occasion, and decent abayas, each with elegant visuals and detailed descriptions. It should offer easy navigation, size guides, customer reviews, and a seamless shopping experience. Additional features like a blog or style guide would enhance engagement by providing fashion tips and trends.



WE TURN
YOUR
IDEA
INTO
REALITY

The illustration shows four stylized people interacting with a large yellow lightbulb and the word 'IDEA'. One person is holding the lightbulb, another is jumping towards it, and two others are sitting on the ground, one holding a red apple. The word 'IDEA' is in large green letters. The background is white with various icons like a brain, smiley face, lightbulb, gear, cloud, and diamond.



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