



City Innovates CLIENTS



IMPROVED OPERATIONAL EFFICIENCY

Created a responsive website with features like automation of logistics & communication, Bi-directional inventory syncing, elegant & efficient UI/UX.

RESULTS:

- 50% increase in online customer.
- 30% less time in inventory management



CONNECTING INDIVIDUALS

Clean to Green is an e-commerce platform which is focused to reduce the e-waste. We have developed a social portal that connects people interested in clean environment.

RESULTS:

- Enhanced UI/UX
- Allows people to create, share and engage with events and Communicate with the clean to green community.

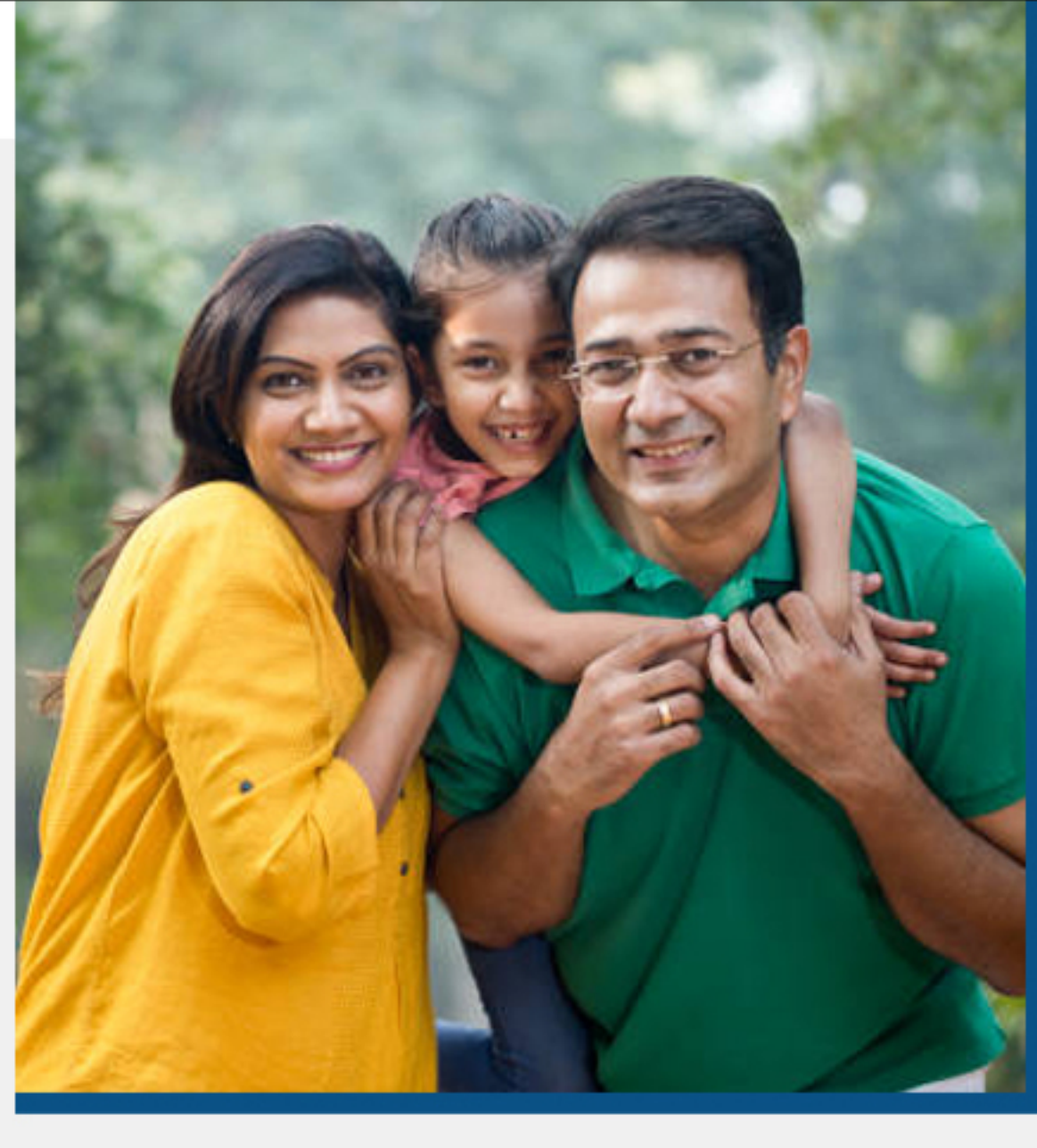


POSITIONS THEM AS LEADERS IN THEIR FIELD

We ran a social media campaign applying the insight that how bright a home can be with family living together but also by conservation of power, we told emotional and relatable stories around the globe.

RESULTS:

- 50% increase in online customer.
- 30% less time in inventory management



CREATED A BOND BETWEEN FAMILIES AND ACTION TESA

We positioned them at the forefront in their field of business. We ran a social media campaign applying the insight that home is not limited to people living in it, but are held in a bond in a family environment. We told emotional and relatable stories around this bond.

RESULTS:

- Responsive website & strong online presence
- Social media campaign on Facebook and Instagram, prompting customer centric content.
- Using only in-store & digital communication, Optimized return on investment by 15%



IMPROVED CONTENT AND A BETTER USER EXPERIENCE

To grab the attention of the audience and convert business by simplifying website content, increased average time on the website by lowering Bounce rate to 40%.

RESULTS:

- Structured code on the website for mobile devices and improve loading time.
- Optimize the website's content for search engines and examine the user experience to enhance time spent on the website.



1ST RANK ON GOOGLE SERP

MAGES had no search engine presence. It was essential to strategize in such a way that it quickly gets indexed on the relevant keywords. Once indexed, the next challenge was to work on myriad digital solutions to get the competitive keywords on the first page. Not just that, the challenge was to bring a stream of people to their website to generate potential leads.

RESULTS:

- 152 Keywords ranked on first page in the span of 2 years
- 30% increase in new user session



A SIGNIFICANT SPIKE IN STUDENT ENROLLMENTS

We developed a straightforward yet professional strategy for the brand that served as the foundation for the new collaterals and website. We then created a stunning presentation that presented digital Solutions as market leaders while emphasizing the quality of their work. The next phase was to optimize the page title and meta tags and enhance existing content to improve SEO performance. Then, was to get top-quality content and videos and ensure submissions on the most sought-after websites.

RESULTS:

- Effective Branding and Simple, Intuitive Design
- Robust yet simplified website and increased conversion rate by 5%

