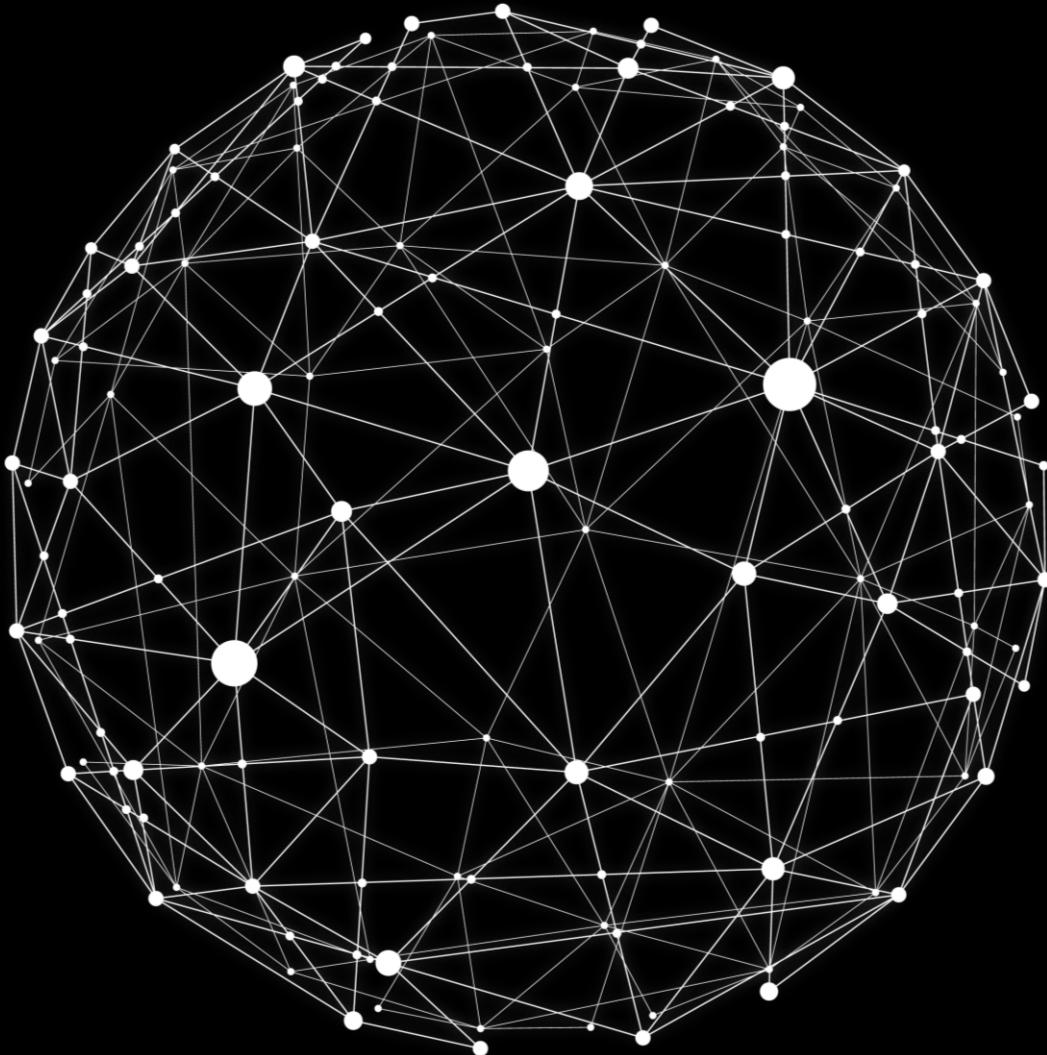


Unlock Your Business's Full Potential

Elevate, Engage, and Excel with
Our End-to-End Business Solutions

2024





WHO ARE WE

66

Transforming from Parabolic, established in 2018, to Pixel Mint marks our evolution in the digital realm. Billing entity remains Parabolic, ensuring continuity in seamless service delivery. **Welcome to the enhanced era of Pixel Mint!**

99



OUR MISSION

66

Our mission is to revolutionize ROI-Driven D2C Marketing. We offer performance-driven digital marketing strategies and comprehensive support, empowering businesses to achieve their goals. With a focus on innovation and results, we're dedicated to reshaping the landscape of demand generation for unparalleled success.

99



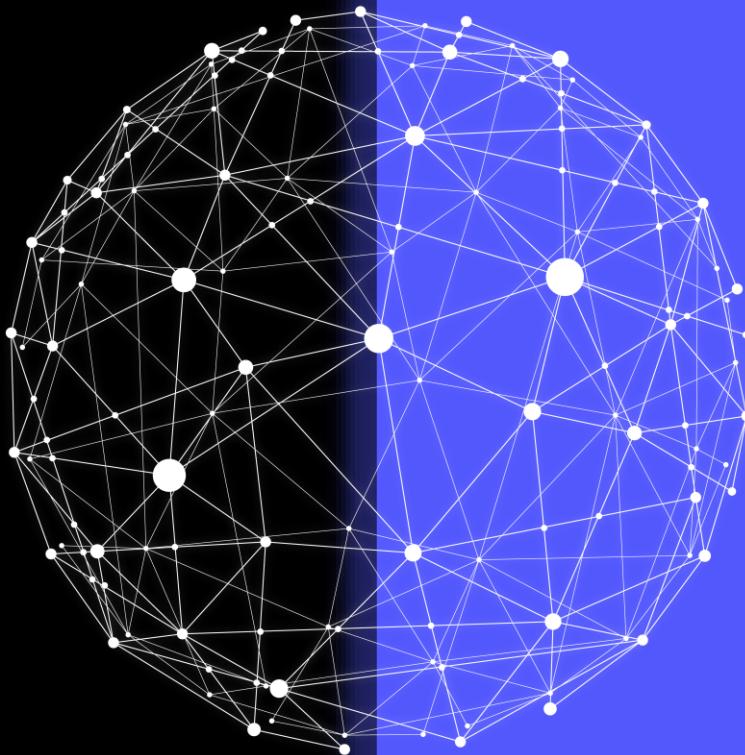
OUR GOAL

66

We strive to empower businesses with **End-to-end Solutions**, propelling them to excel in their respective industries and achieve outstanding ROI. Our commitment lies in providing comprehensive support for sustained growth and success.

99

CONTENT



- 01** | **What Sets Pixel Mint Apart**
- 02** | **Our Trifecta of Digital Mastery**
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Soaring Beyond Limits with Comprehensive Solutions
- 04** | **Performance Amplified:**
Performix's Impactful Approach to Programmatic, Performance and ROI
- 05** | **Programmatic Advertising:**
Pioneering the Future of Advertising
- 06** | **Performance Redefined:**
Unleashing Marketing Excellence The Collaborative Advantage
- 07** | **Brand tech:**
Your Gateway to Online Excellence

What Sets Pixel Mint Apart

Pixel Mint: Transforming B2C Demand Generation Since 2018



**Founded
2018**

Dynamic Performance
Marketing Agency



India, Singapore,
Mauritius & Sri Lanka
Presence



**Client-centric
Approach**

Our Strength



**We excel at
understanding**

your Target Audience
and Crafting Strategic,
Performance-Oriented
Campaigns



**Our
Goal?**

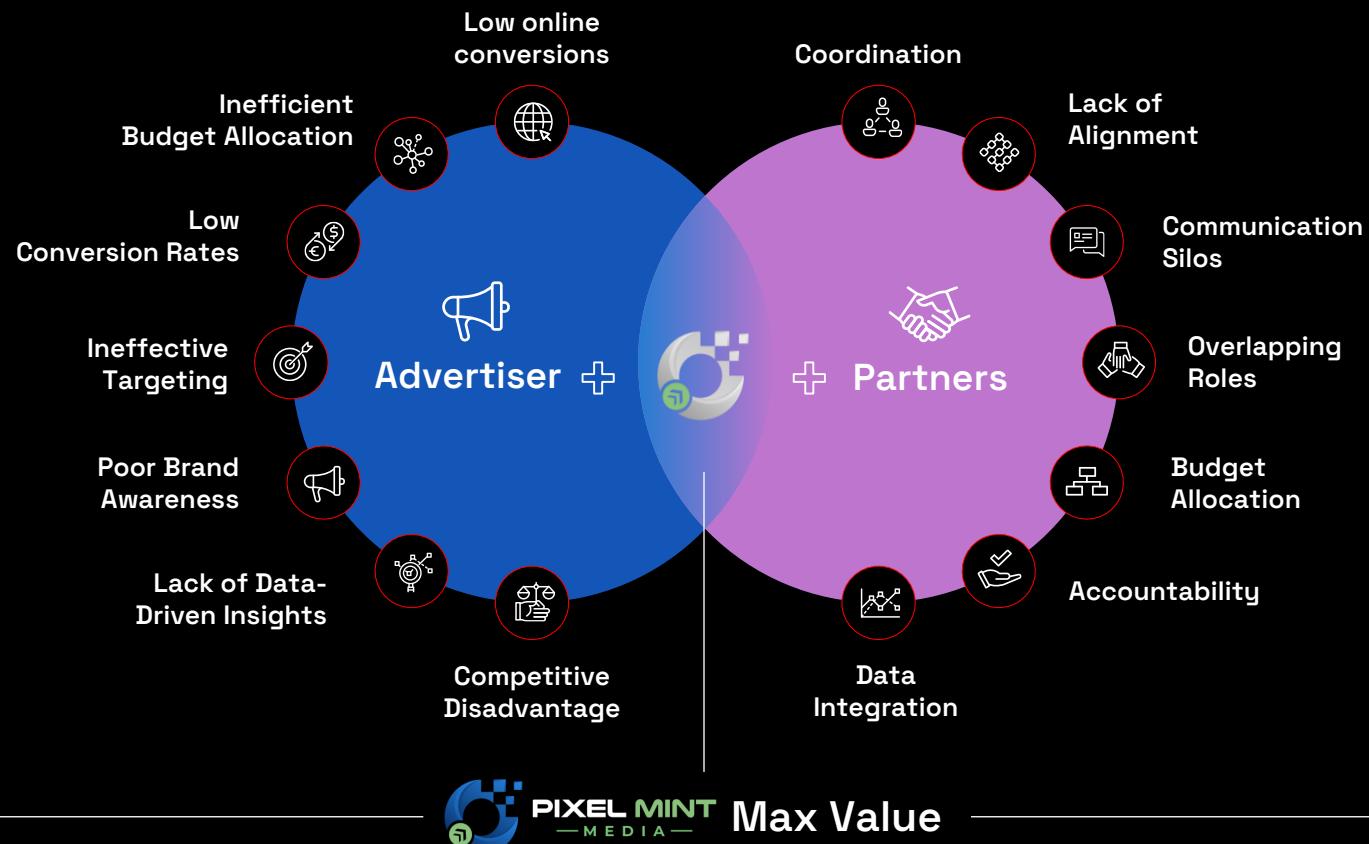
To bring you closer to
your Ultimate Business
opportunities



1,280+

Team members to
drive our success

Bridging the Gap for Maximum ROI



Seamless Integration



Cost Savings



Streamlined Communication



Holistic Strategy



Specialized Expertise



Efficiency and Productivity



Data-Driven Insights



Revenue Growth



Enhanced Customer Relationships



Impressive Milestones



Over
\$30M+

Media Spend



27,800+
Sales

Generated



6.71x
ROI

Remarkable
Achievement



1,280+
Professionals

Team



05
Countries

Established
Presence



Supporting
53+ Businesses

Clientele

Our Valued Clients

We are honored to have partnered with a diverse range of industry leaders, each contributing to our journey of success.

Here are some of our valued clients whose trust and collaboration have fueled our growth.



Clients we have marketed for



AUTOPORTAL



BAJAJ CAPITAL



dubai first
STAY AHEAD



equitymaster
The investor's best friend



ICICI Bank



JUNGLEE
R U M M Y

Jeep



LODHA
BUILDING A BETTER LIFE



Myntra

oppo

OYO

paisabazaar.com

PURAVANKARA®

Paytm

RENAULT

square yards

SHOPPERS STOP

Thyrocare
Tests you can trust

TEABOX

TATA 1mg

voot

zivame

NAMSHI

swiffix

CHRYSLER

SOUQ.com

DAMAC

DODGE

Select Property

wadi



البنك التجاري
COMMERCIAL BANK



Abu Dhabi duty free
السوق الحرة أبوظبي

Our Valued Clients

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Domestic clients we have marketed for



AUTOPORTAL



BAJAJ CAPITAL



equitymaster

The investor's best friend



PURAVANKARA®



SHOPPERS STOP



Tests you can trust



International clients we have marketed for



First Abu Dhabi Bank



البنك التجاري



Our Valued Clients

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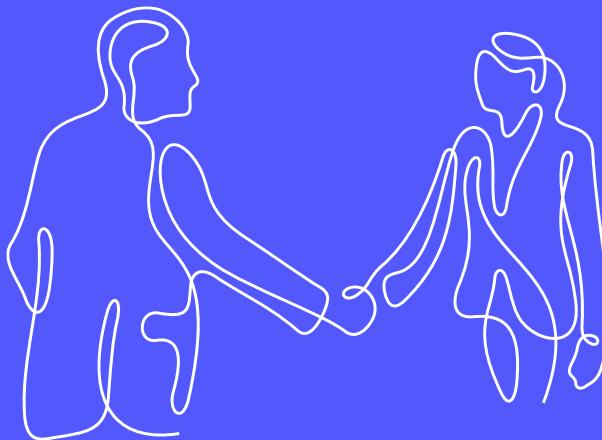
Domestic clients we have marketed for

	 The investor's best friend			
				 BUILDING A BETTER LIFE
 Tests you can trust				

Our Valued Clients

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Here are some of our valued clients whose trust and collaboration have fueled our growth.



International clients we have marketed for

نامشى
NAMSHI

dubai first
STAY AHEAD

swiffix

citi

بنك أبوظبي الأول
FAB
First Abu Dhabi Bank

البنك التجاري
COMMERCIAL BANK

DODGE //

DAMAC

CHRYSLER

Select Property

Abu Dhabi
duty free

wadi //

SOUQ.com

Our Trifecta of Digital Mastery

Our Customer-Centric Offerings

We're specialize in delivering results-driven digital marketing solutions. We pride ourselves on offering three core services that empower your brand in the digital landscape.



Pixel Mint's 360

Elevate Your Business with Holistic Solutions

Discover how our **Call Center Setup and CRM/Tech Integrations**, among other services, can drive industry-wide transformation.



Performix

Unleashing Growth and ROI with Precision Marketing Solutions

From Social to Native, Push, and Affiliate Marketing, we optimize each channel to maximize your brand's potential and drive exceptional returns on investment.



Performance Marketing



Programmatic Advertising



EcomPulse



WebWiz

Crafting Brands with Maximum Recall

Discover how our unique USPs, cutting-edge offerings, and expertise in SEO, ASO, Website Development, and App Development ensure brand consistency and remarkable success in the digital landscape.

Client-Centric Commitments/Benefits

Revenue Maximization:

Our holistic approach to business management opens doors to increased revenue potential.

Simplified Communication:

Dealing with a single provider streamlines communication and issue resolution.

Accelerated Business Growth:

Our comprehensive solutions drive overall brand and business growth.



Streamlined Services:

Advertisers enjoy a one-stop solution, reducing the complexity of multi-vendor engagements.

Focused Product Enhancement:

With Pixel Mint managing various tasks, advertisers can dedicate more resources to refining their products.

Pixel Mint's 360: Soaring Beyond Limits with Comprehensive Solutions

Comprehensive Offerings within Pixel Mint's 360

Within the domain of Pixel Mint's 360, we present a comprehensive suite of six invaluable services



Call Centre

Global Reach:
Operating in **5** countries with
900+ skilled Agents
proficient in **23+ Languages**.

Audience Engagement:
Enabling clients to connect
with their target audience
worldwide.

Tech + Ops

Proven Expertise:
Leveraging **13+ years** of
experience in Call Center
Setup.

End-to-End Management:
Handling CRM, IT Services,
Administration, and HR
efficiently.

Compliance

Brand Integrity:
A dedicated **35-member** team
ensures brand consistency
and policy adherence.

Regulatory Compliance:
Ensuring adherence to all
regulations governing call
center operations.

Data Security

Confidentiality:
Implementing rigorous
measures such as encrypted
communication and strict
access controls.

Peace of Mind:
Regular audits uphold client
data security, providing
peace of mind.

Sales

Sales Powerhouse:
Utilizing **500+ Calling Agents**,
60+ Sales Heads, and
6+ Center Head Experts.

Revenue Generation:
Transforming traditional call
centers into profit centers
with a **13+** year sales track
record.

Retention

Customer Focus:
Prioritizing client needs and
delivering exceptional
service.

Lasting Satisfaction:
A dedicated team of **100**
Retention members and
10+ Heads ensures strong
customer relationships and
lasting satisfaction.



Stocks Emoji is India's
Premier Equity Advisory Firm

Ambition: Triple Business Growth without Expanding
Internal Teams Strategic Partnership: Stocks Emoji
Teams Up with Pixel Mint

SOLUTIONS



Performance-Based
Marketing Campaigns



Sales-Driven
Call Center Team



Data and Insights driven
marketing approach

RESULTS



Monthly Sales Surge
+30x Growth



Cost Efficiency
-50% Lower Customer
Acquisition Cost



Quality Lead Influx
+17K Monthly
Volume



Cost-Per-Lead Excellence
-50% Lower CPL Compared to
In-House FB and Google
Campaigns

Trade.com's Client Base and Revenue Boost with Pixel Mint's 360 Solutions



TRADE.COM
Multi Asset Brokerage

TRADE.COM
Multi Asset Brokerage

Trade.com is a part of Lead Capital Corp, Cyprus-Based Trading Broker

Objective: Launch Call Centers in India, Mauritius, and Sri Lanka

Challenge: Require Global Marketing Support and Quality Lead Generation

SOLUTIONS



Call Center Setup in Key Locations



Access to Pixel Mint's Network of **830+ Partners**



Quality Lead Generation for Global Reach

RESULTS



Client Acquisition Success
+15K New Clients



Impressive Conversion Rate
+4.5%



Robust Revenue Deposits
\$29.43 Million



Stellar ROAS
+6.71 Improvement

Elevate Performance with Performix:

Impactful Approach to Programmatic, Performance and ROI

Digital Marketing Excellence: Unlocking Results



Programmatic Advertising

Our expertise in data-driven marketing efficiently reaches audiences, maximizes ROI, and enhances brand presence. With performance focus, versatile ad formats, robust expertise, and brand protection, we deliver success.



Performance Marketing

We excel in boosting brand performance through strategic partner collaborations. Tailored programs enhance brand visibility while onboarding and coordinating multiple partners deliver effective results.



EcomPulse

Transforming D2C outcomes through advanced analytics. Certified in Google Tag Manager, Data Studio, and Analytics, we optimize sales efficiency and enhance retargeting strategies for businesses.



Google
Tag Manager



Google
Data Studio



Google
Analytics

Programmatic Advertising:

Pioneering the Future of Advertising

Unlocking Programmatic Power

Our Comprehensive Offerings

Our **programmatic expertise is a game-changer**, offering a robust suite of services to empower your digital campaigns.

Premium Exchange Access:
Enjoy exclusive access to premium inventory worldwide, ensuring your ads are placed on the most sought-after platforms.

Cross-Device Attribution:
We leverage cutting-edge cross-device attribution technology to track leads across all environments, providing invaluable insights.

Plug-and-Play DSPs:
Effortlessly plug into top Demand-Side Platforms (DSPs) for complete control over your targeting strategies through a single interface.

Performance-Centric Strategy:
Optimize campaigns meticulously to align with key performance indicators (KPIs), ensuring efficient resource allocation and maximum impact.

Powerful Programmatic Platform:
We provide access to a powerful programmatic platform, offering the latest tools for optimized ad campaigns.

Integration with Top DMPs:
Seamlessly integrate with leading Data Management Platforms (DMPs) to avoid audience duplication and enhance targeting precision.



Crafting Success with Expertise

Our Proven Approach to Digital Success

66

At Pixel Mint, we understand the **power of programmatic advertising**

99

and we're committed to delivering results that matter to our clients.



Precision Targeting

Our programmatic approach ensures your ads reach the right audience. We use **data-driven insights** to pinpoint potential customers with accuracy, maximizing your campaign's impact.



Optimized Spending

We're focused on delivering a higher return on investment (ROI). By continuously analyzing data and making real-time adjustments, we ensure that your budget is used efficiently to achieve your campaign objectives.



Customized Solutions

We tailor programmatic campaigns to suit your unique goals and objectives. No two campaigns are the same, as we understand that each client has distinct needs.



Real-Time Adaptability

Programmatic advertising allows us to make instant decisions based on real-time data. This means that your campaigns remain relevant, engaging, and responsive to market changes.



Transparency and Reporting

We believe in open communication. Our clients receive detailed reports that provide insight into campaign performance, ensuring full transparency in our processes.



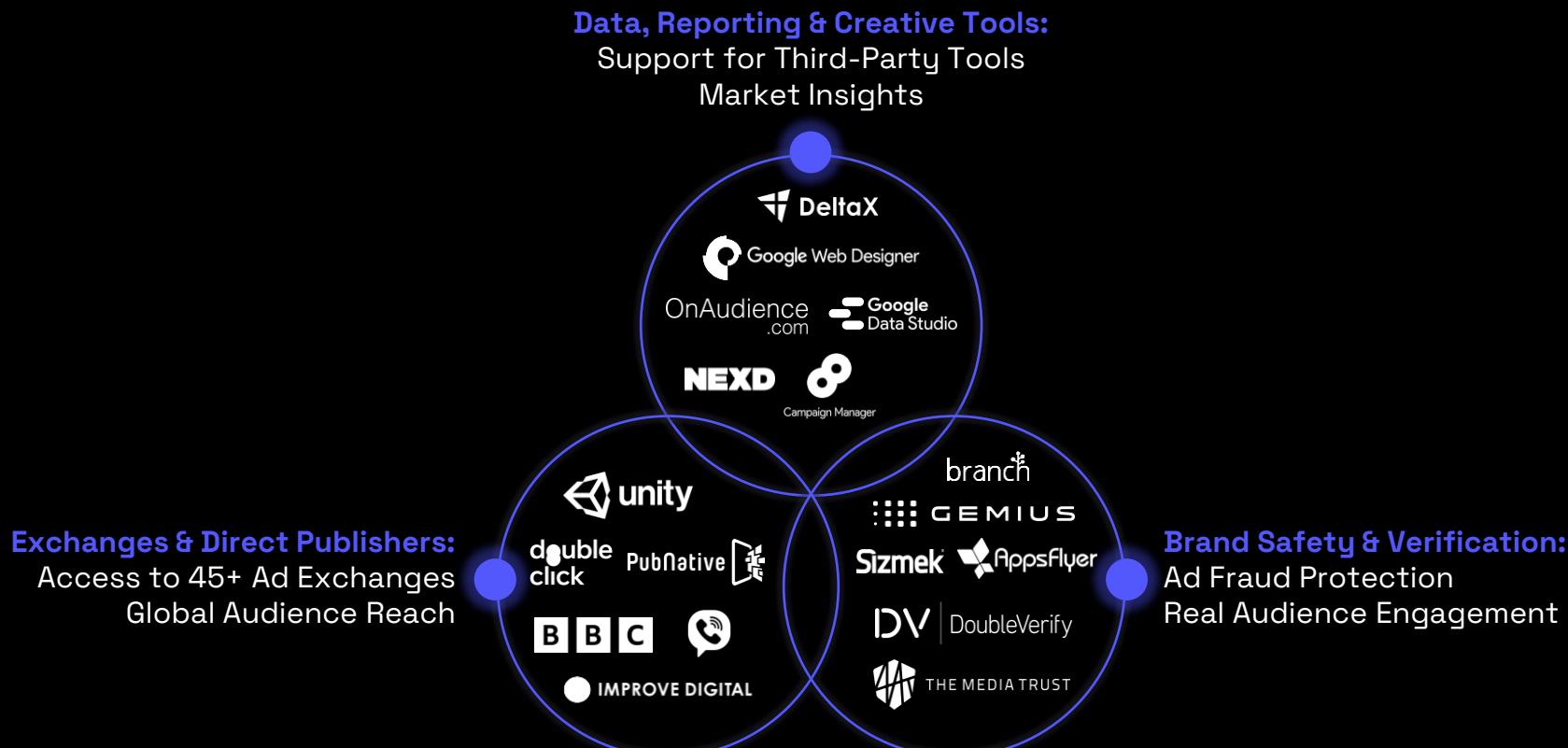
Increased Relevance

We believe in open communication. Our clients receive detailed reports that provide insight into campaign performance, ensuring full transparency in our processes.

Our Robust Network and Security Measures

Strength in Numbers

66 **Discover our unparalleled strength and expansive network,** bolstered by cutting-edge security and comprehensive support. 99



Unlocking Performance Metrics

Illuminate Your Campaign Success with Programmatic

66

Discover the impact of **Programmatic Strategy**

99

through key metrics that showcase our extensive reach and analytical depth.



510M+

Profiled Users

Uncover insights into a vast audience base



100B+

Impressions

Achieve unparalleled visibility and engagement



100K+

Sites & Apps

Harness the power of a widespread digital footprint



100+

Data Stories

Gain valuable insights from comprehensive data analysis

Audience Precision Unveiled

A Comprehensive Audience Segmentation Approach

66 Explore our in-depth audience segmentation strategy 99
that ensures your campaigns are finely tuned to deliver the desired results.



Tomorrow War Movie Premiere in India



Dive into a compelling case study showcasing **Amazon Prime's resounding success** in generating awareness and consideration for the "Tomorrow War" movie premiere in India.



AMBITION:

Amazon Prime aimed to launch a rich media campaign for the premiere of "Tomorrow War" in India.

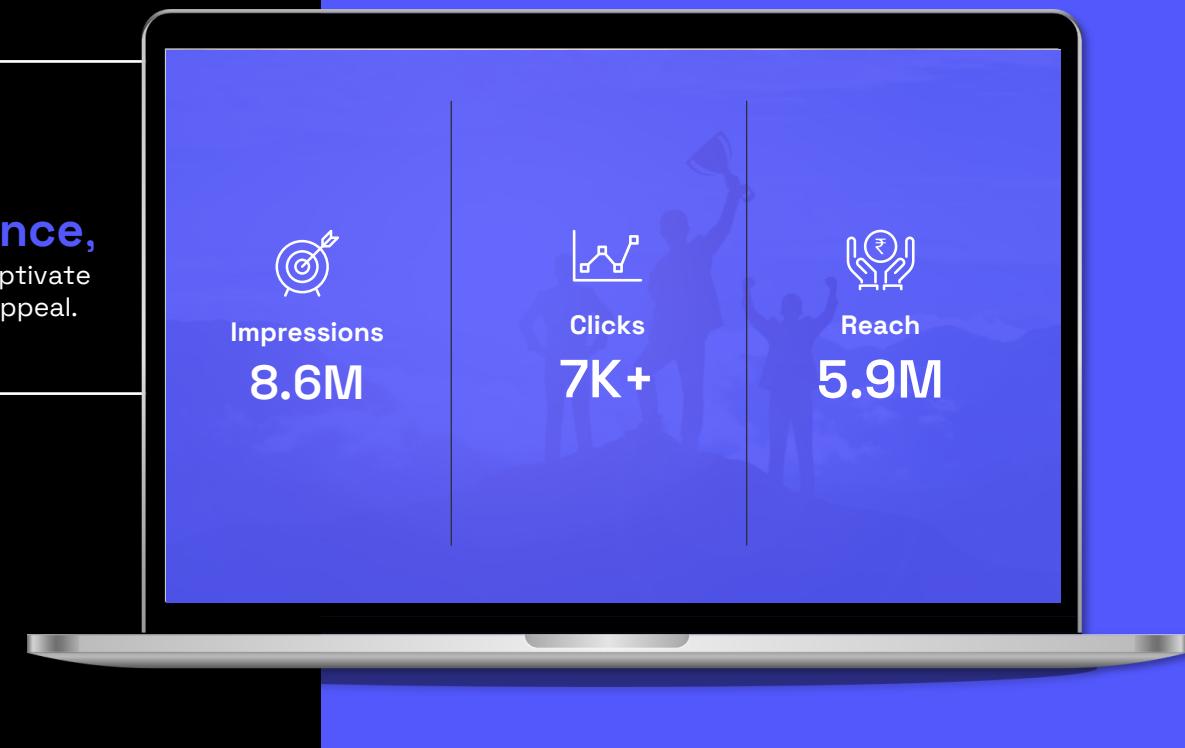
The primary goal was **to generate awareness and encourage viewers to consider Amazon Prime.**

SOLUTIONS



Targeting a millennial audience, the campaign leveraged rich media content to captivate the viewer's attention and highlight the movie's appeal.

RESULTS



Vaseline Dynamic Ads: Driving Unprecedented Engagement



Innovative Dynamic Campaign

66 Explore how our **dynamic ads, influenced by external factors** like weather, 99 led to unprecedented user engagement.

BACKGROUND:

Faced with the challenge of achieving a lower CPM than Google Display Network, our goal was to generate awareness about Vaseline through innovative solutions.

SOLUTIONS



Dynamic ads adjusting to weather conditions,

with three different ad formats, 11 backgrounds, and 8 messages, created a personalized and engaging experience, exceeding our CPM target.

RESULTS



Impressions

11M+



Reach

5M+



lower CPM
36%

surpassing the set target of \$0.47.

Performance Redefined: Unleashing Marketing Excellence The Collaborative Advantage

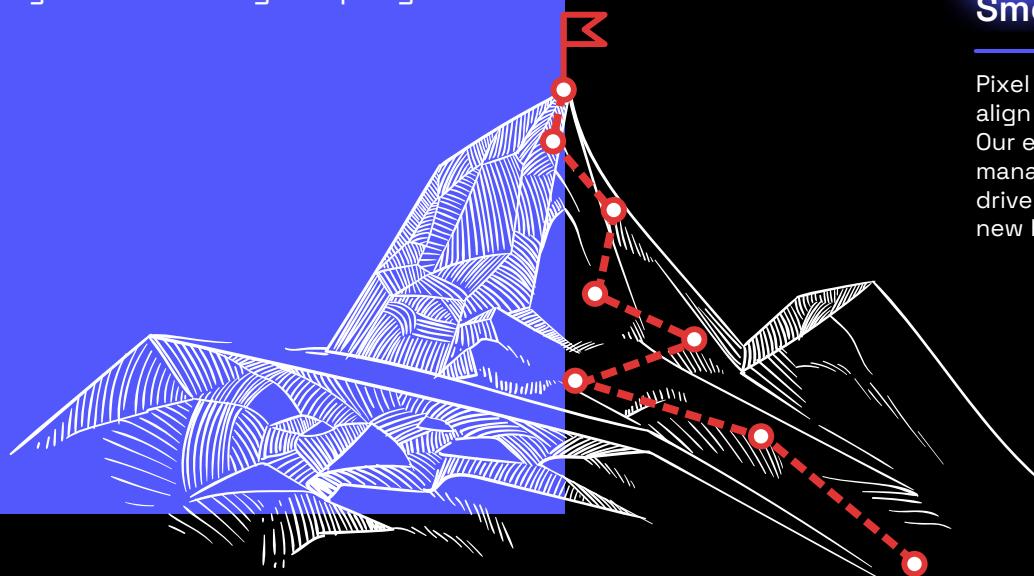
Strategic Performance Elevation

Choosing Pixel Mint for Unparalleled Brand Growth

66

Elevate your brand's performance with Pixel Mint's expertise in performance marketing.

Our strategic partner collaborations and tailored programs are the catalysts for boosting brand visibility and achieving unique goals.



Strategic Partner Collaborations

We go beyond traditional marketing by strategic partnerships that amplify your brand's performance. Collaborative initiatives ensure a unique approach to boosting visibility and achieving targeted goals.

Scalable and Smooth Management

Pixel Mint crafts scalable partner programs that align seamlessly with your business objectives. Our expertise lies in ensuring not just effective management but exceptional outcomes that drive your brand's visibility and promotion to new heights.

Tailored Programs for Your Goals

Experience marketing solutions tailored to meet your business objectives. Our partner programs are designed with your brand's uniqueness in mind, ensuring a customized strategy that resonates with your goals and identity.

Expert Coordination with Multiple Partners

What sets us apart is our proficiency in strategically onboarding and coordinating multiple partners. This dynamic approach ensures a comprehensive marketing strategy that maximizes your brand's visibility and promotional impact.

Driving Success with Data and Structure

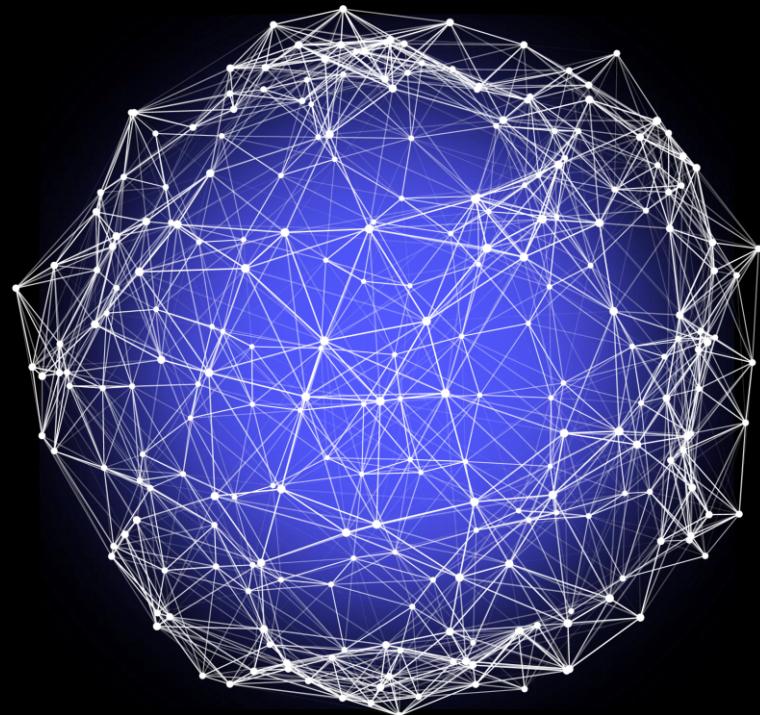
Our Methodical Approach to Peak Performance

66

From recruitment to optimization,

each step is meticulously crafted to ensure effective results and sustained excellence.

99



Recruitment: Building a Strong Foundation

Carefully selecting team members and partners based on data-driven criteria forms aligned with our approach. This ensures a foundation for sustained performance and success.



Policing: Enforcing Excellence

Vigilant monitoring and data-driven evaluations are key to maintaining consistent excellence. Our approach involves enforcing compliance and quality standards to uphold performance benchmarks.



Optimization: Achieving Peak Performance Efficiently

Continuously refining strategies and operations in real-time based on data analysis in ensuring efficiency and effectiveness.



Activation: Executing Well-Structured Plans

We implement well-structured plans and strategies, leveraging data driven insights for performance initiatives.



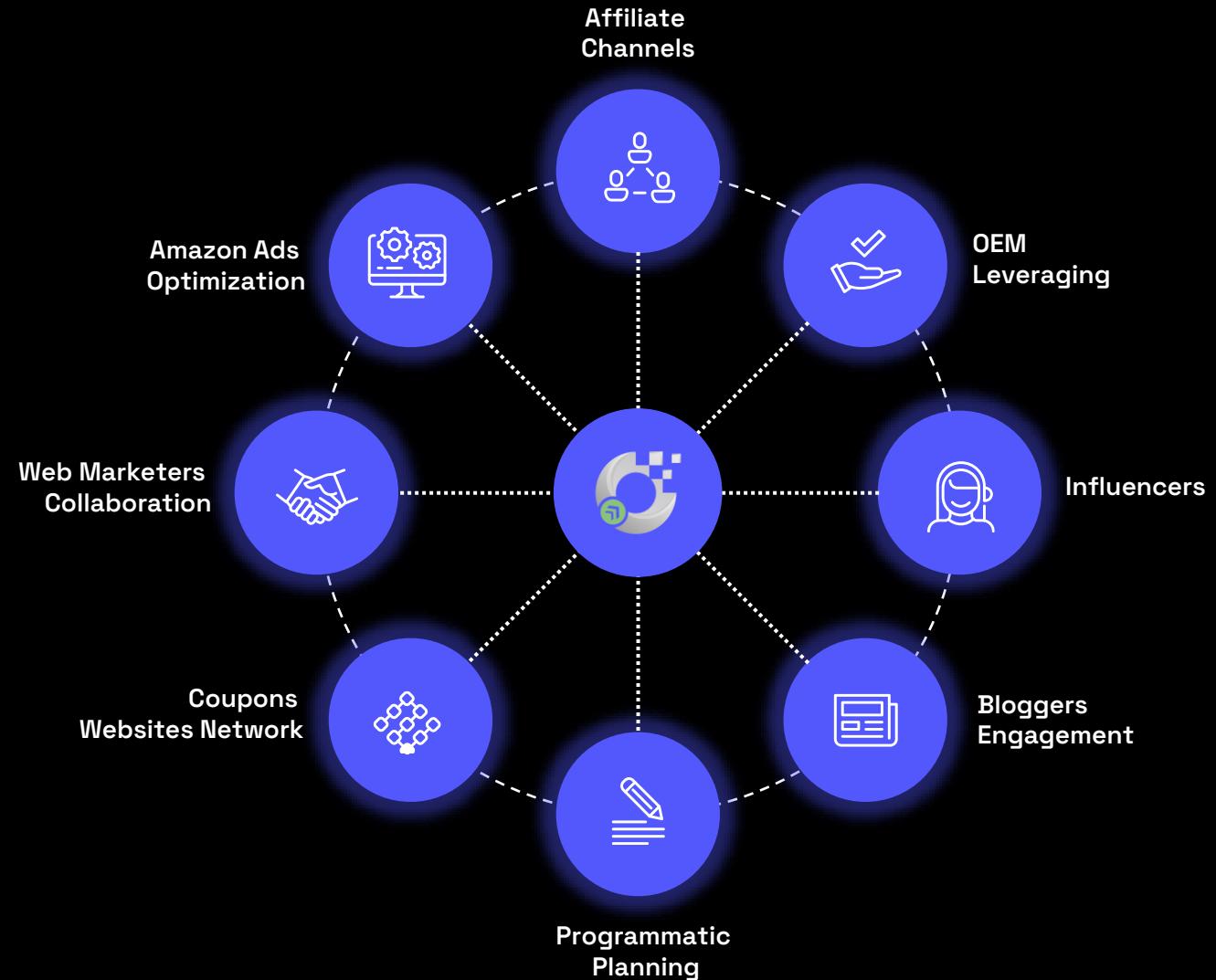
Communication: Aligning Teams for Success

We ensure teams and stakeholders are aligned through transparent communication, and collaboration for streamlined performance efforts.

Expanding Horizons: Our Dynamic Partner Ecosystem

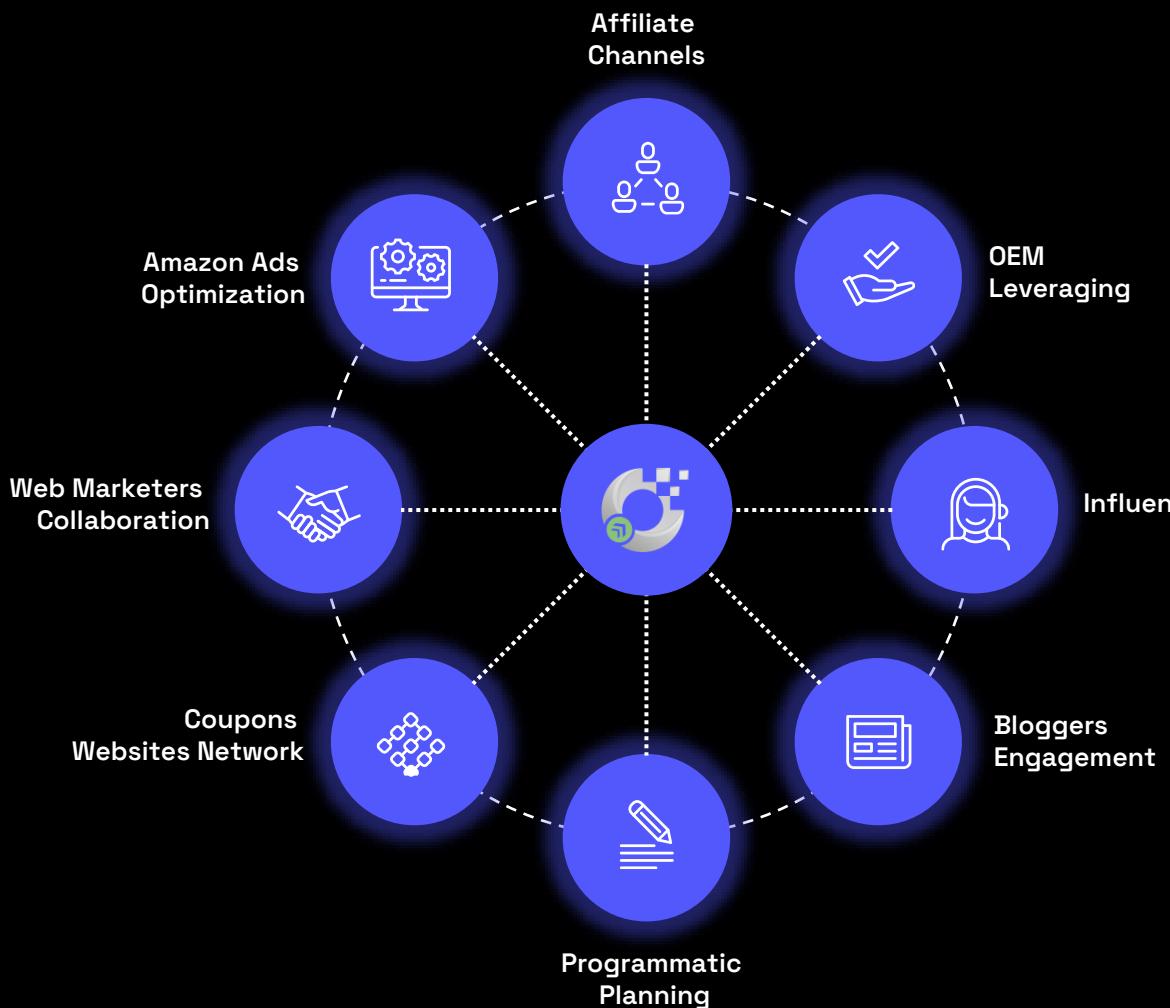
Driving Performance Through Diverse Collaboration

66 From affiliates to influencers,
programmatic planning and beyond,
our diverse partners amplify reach, enhance
visibility, and drive results across industries.



Expanding Horizons: Our Dynamic Partner Ecosystem

Driving Performance Through Diverse Collaboration



66 99
From affiliates to influencers,
programmatic planning and beyond,

our diverse partners amplify reach, enhance visibility, and drive results across industries.

Affiliate Channels

Boost your reach through our extensive partner network, driving traffic and sales. With 1920+ affiliates, 900 publishers, and 50+ partners spanning BFSI, food, travel, and fashion, our network is a powerhouse for amplifying brand impact.

OEM Leveraging

Access quality products and services through original equipment manufacturers, providing a reliable foundation for driving performance.

Influencers

Partner with influential voices across food, fashion, travel, and BFSI. Our network boasts 2140+ influencers ready to amplify your brand's message.

Programmatic Planning

Data-driven strategies with 45+ DMPs and programmatic partners. Benefit from integration with top DMPs, premium exchange access, and cross-device attribution for optimized advertising efforts.

Web Marketers Collaboration

Collaborate with expert web marketers to enhance your online presence and marketing strategies, ensuring a comprehensive approach to digital success.

Bloggers Engagement

Engage with content creators who skillfully showcase your products, leveraging them to drive engagement and sales.

Coupons Websites Network

Increase sales through promotions on popular coupon websites, tapping into a network of deal seekers.

Unlocking Success with Angel One

Leveraging Market Trends for Demat Account Growth



Explore how **Angel One** capitalized on the current upswing in the financial markets, presenting significant prospects for their Demat accounts offering.

SOLUTIONS



Approach: targeting individuals in India aged 25+ with an annual income of 5 lakhs or more.



Targeting: working population, particularly the young demographic aged 25 to 30, where Customer Lifetime Value (CLV) is maximum for SIP products.



Products: The core products in focus were Demat accounts.

RESULTS



Clicks

250K



Leads

35K



Conversions

10-15%

Breaking It Down: Bajaj Securities' Case Study on Demat and Trading Success

Strategies for Lead Generation, Account Openings, and Trading



Bajaj Securities strategically navigated the booming financial market to generate leads, open accounts, and boost trading activities

BACKGROUND:

Bajaj Securities, amid the current surge in the financial market, aimed to capitalize on promising opportunities within the demat account sector. The campaign focused on defining quality leads, specifically targeting individuals aged 25 to 60 across India's major cities.

SOLUTIONS —



Precise Targeting: Implemented targeted strategies for individuals aged 25 to 60, ensuring a focus on potential investors.



Lead Definition: Defined leads as those belonging to the "Email Verified & above" stages in BFSL System, ensuring a high-quality lead pool



Strategic Campaign Execution: Deployed effective campaigns to drive awareness, engagement, and conversion.



Traded Accounts: Achieved a 15 to 20% increase in traded accounts through strategic initiatives.

RESULTS



Leads

5,000+

Successfully garnered a substantial number of high-quality leads.



Accounts Opened

484

Translated leads into verified accounts, contributing to business growth.



Traded Accounts

15-20%

Achieved a significant increase in trading activity, reflecting campaign success.

Leads to Living: Crafting Success for Purva Tiara

A Journey from Leads to Homes in Bangalore's Premium Residences

PURAVANKARA®

How our strategic lead generation campaigns paved the way for Purva Tiara, redefining luxury homes in Bangalore. Dive into the journey of turning leads into dream residences.

SOLUTIONS —



Our approach involved targeted campaigns tailored for the specified demographic, employing data-driven strategies to maximize engagement. We implemented comprehensive lead generation tactics to ensure the delivery of high-quality leads for Purva Tiara's residential offerings.

BACKGROUND:

Purva Tiara, a premium residential project by Purvankara, aimed to enhance its lead generation efforts for luxury homes in Bangalore. With a focus on the 25 to 50 age group of Bangalore residents, the objective was to generate high-quality leads for potential homebuyers.

RESULTS



Achieved
5,000+
9.4% Conversion
Rate with
Prospective Buyers



Leads
1,237
Meeting Quality
Criteria



Generated
2,250
High-Quality
Leads

Driving AutoTech Success: Boosting Stock-Ins for Cars24

Driving Success Through Inspection Leads



Significantly increased inspection leads for Cars24, the forefront AutoTech innovator transforming the dynamics of buying, selling, and financing pre-owned cars.

SOLUTIONS

BACKGROUND:

Cars24, a prominent player in the automotive industry, sought to enhance their stock-ins by attracting more car owners to their platform. The objective was to increase the number of purchases, thereby solidifying their position as a leading name in the pre-owned car market.



Our targeted approach involved **precise age** and **location targeting** for car owners across India. By optimizing campaigns for the 18+ to 60 age group, we aimed to generate interest and increase the number of inspections.

RESULTS



Achieved
21,504
sessions



conversion rate
12%
translating into
successful stock-ins



Generated
1,500
inspection leads

Berger Paints: Crafting Success with Strategic Lead Generation

Strategies and Results for Berger's Express Painting Service Journey



Tailored lead generation approach for Berger Paints' Express Painting service garnered remarkable results, providing a roadmap for sustained growth and impactful conversions.

SOLUTIONS —



Our approach involved targeted lead generation campaigns designed to resonate with the **specific demographics of Berger Paints' audience**. We employed a mix of digital strategies to optimize reach and engagement.

BACKGROUND:

Berger Paints sought a dynamic strategy to attract qualified leads for their Express Painting service. The goal was to engage a wide audience, primarily in India, aged 18 and above, with an income group of 2.5 lac and above.

RESULTS



Conversion
Rate

20%



Leads
Delivered

22,000



Qualified
Leads

4,400

Leads

Leads

Boosting App Downloads and Engagement on Playerzpot

Maximizing Registrations, Amplifying Engagement: Our Playerzpot Story



Our innovative approach captivated users, driving significant app registrations and amplifying active engagement on Playerzpot, a leading gaming platform.

SOLUTIONS —



Our strategy focused on **targeted campaigns, enticing features, and user-friendly experiences**. Leveraging data-driven insights, we optimized registration processes and introduced incentives to boost First-Time Deposits (FTDs).

BACKGROUND:

Playerzpot, a dynamic gaming platform, sought to enhance user acquisition and participation. The challenge was to encourage app downloads, registrations, and sustained engagement, particularly among the target audience of males aged 25 and above using Android 5+.

RESULTS



Registrations
984



200
First-Time
Deposits (FTDs)



7%
Impressive Return
on Investment (ROI)

Captivating the UAE: The Jeep Automobile Success Story

Elevating Brand Awareness and Engagement



Jeep



Delve into our journey with **Jeep Automobile**, where we captivated the audience's attention and heightened brand awareness.

SOLUTIONS



Approach: target males aged 25-45 in the UAE with a specific interest in automobiles and competition.



Targeting: We honed in on a demographic that resonated with Jeep's brand, focusing on potential enthusiasts in the region.

RESULTS



Leads
350+



Interested Leads
75%+

EcomPulse:

Your Gateway to Online Excellence



D2C Excellence: Journeying with Pixel Mint 360

Navigating Success with Insightful D2C Strategies

66

We not only provide strategic execution but
deliver real insights, precise measurements, winning matrices and a clear end goal.

99



STRATEGIC EXECUTION:

Implementation of D2C data-driven strategies for your website/app, Google Ads, FB & Insta Ads, SEO, and YouTube.

WINNING MATRICES:

Focus on collecting valuable first-party data, utilizing reliable data and insights to scale up D2C marketing efforts.

REAL INSIGHT:

Tracking user journeys, platform attribution, and providing alerts based on data evidence for genuine insights.

END GOAL:

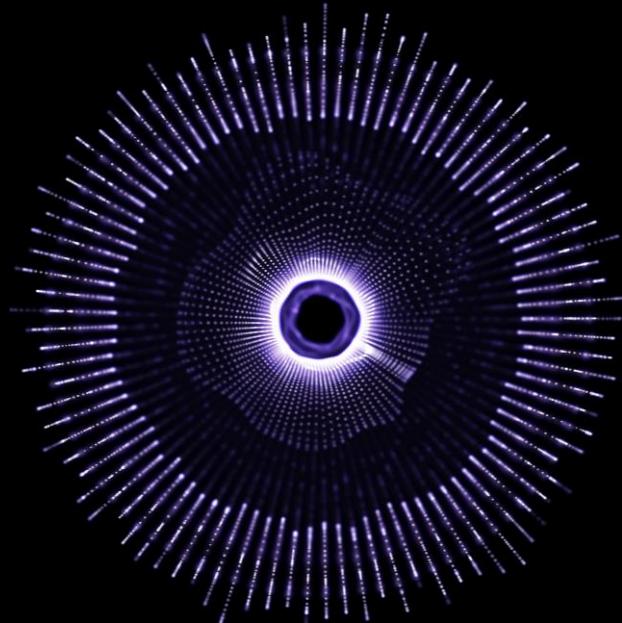
Consistently enhancing D2C sales and increasing the return on investment (ROI) for your marketing efforts.

GET MEASURED:

Precise measurement of conversions, sales ROI, and user engagement, offering valuable insights for informed decisions

Data-Driven D2C Excellence with Pixel Mint 360

Drive Actionable Decisions with our Expertise



66

From digital analytics to seamless tag management,
we empower brands to make informed decisions and achieve positive outcomes. Our services, backed by data insights, drive actionable decisions and ensure positive outcomes for your brand.

99



DIGITAL ANALYTICS

Analysing online data to facilitate informed and strategic business decisions.



A/B & MULTIVARIATE TESTING

Focus on collecting valuable first-party data, utilizing reliable data and insights to scale up D2C marketing efforts.



GOOGLE TAG MANAGER

Streamlining website tag management and tracking, no technical skills required.



FUNNEL OPTIMIZATION

Streamlining the user journey to boost conversions and sales.



APP ANALYTICS

Precise measurement of conversions, sales ROI, and user engagement, offering valuable insights for informed decisions



CUSTOMER JOURNEY OPTIMIZATION

Elevating the overall customer experience as they engage with your brand online

Revolutionizing Checkout Experience: Fugazee's Success Story

Driving Results with a Strategic Approach



Fugazee, a trailblazer in Indian streetwear, achieved remarkable success by partnering with us. Witness a **2X reduction in checkout abandonment rates**

BACKGROUND:

Fugazee, known for its unique streetwear, aspired to reshape India's street fashion digitally. With an unconventional approach, they sought to maximize digital marketing ROI while minimizing abandonment in the user journey.

SOLUTIONS



Enhanced E-commerce Funnel: Optimized with multiple segments and meticulous data analysis across channels and user touchpoints



Streamlined Checkout Options: Recognized and addressed user overwhelm by reducing the number of checkout options

RESULTS



**Reduction
2X
in Checkout
Abandonment Rates**



**Abandonment Rate
32%**

Revolutionizing Checkout Experience: Fugazee's Success Story

Navigating Success with a Tailored Approach to Lead Conversions



Tanziif, a leader in cleaning solutions, achieved success with a 2X increase in lead conversions and a remarkable jump from a 25% to a stellar **50% conversion rate**

SOLUTIONS



Streamlined Lead Form:
Recommendations for lead form modifications, reducing unnecessary fields



User Form Enhancement:
Addressed user difficulties in inputting phone numbers, prompting user form improvements.



Bounce Rate Analysis:
Thorough evaluation of bounce rates using Google Analytics, pinpointing reasons for drop-offs with segments, events, behaviour, and offline data.

RESULTS



Lead Conversion
2X



Conversion Rate
50%

Expense on Demand's 3X Conversion Leap

A Strategic Approach to 3X Lead Conversions and Beyond



Discover how Expense on Demand (EOD) achieved remarkable success with a **3X increase in lead conversions and a stellar 2.91% conversion success rate.**

SOLUTIONS



User Engagement Analysis:
Meticulous analysis of user engagement across major landing pages.



Integration of Data: Seamless integration of data from Google Analytics and AdWords to understand drop-offs.



Enhanced User Journey:
Creation of dedicated landing pages for paid campaigns, featuring clear calls to action and user-friendly forms.

RESULTS



Lead Conversion Surge
3X



Conversion Success Rate
2.91%

WebWiz:

Your Gateway to Online Excellence

Elevate Your Digital Presence with Pixel Mint Brand Tech

Comprehensive Solutions for Unmatched Online Success

Pixel Mint Brand Tech stands as your gateway to building a robust digital presence.

In collaboration with Baclinc, a leading digital marketing agency with over 5 years of industry expertise, our customised solutions ensure your brand establishes a powerful online footprint



Web Development

Crafting user-friendly, responsive websites that align with evolving digital trends



SEO Complexity

Navigating the complexities of search engine optimization for enhanced visibility



Social Media Management

Managing social media platforms effectively for user engagement and brand impact

Our Web Development Capabilities

Crafting Dynamic Experiences Across Platforms



Explore the depth and breadth of our development capabilities,



from web and UI/UX design to comprehensive product development.

with us innovation meets functionality, propelling your digital presence to new heights.



WEB DEVELOPMENT

- Front - End Development
- Back - End Development
- Full Stack Development
- Mobile Development
- CMS Based development



UI/UX DESIGN

- Wireframing & Prototyping
- High Fidelity Design
- User Interface Design
- Responsive Design
- Mobile Application Design
- Animations & Motion Design



PRODUCT DEVELOPMENT

- Project Planning
- MVP Development
- Project Documentation
- Risk Assessment
- Project Monitoring & Tracking
- Custom Builds

Navigating Excellence: Our Web Development Process

Crafting Seamless Solutions Through Strategic Steps



Where every step is a **strategic move toward crafting solutions**



that align with your goals and deliver a delightful user experience.



Research

Gather insights about your product and goals, conducting thorough research in your industry and among competitors. This foundational step ensures a deep understanding of your project's landscape.



Prototype

Transform research findings into actionable solutions. Our prototyping phase is where ideas take shape, ensuring that the proposed solution is not only goal-oriented but also efficient for your users.



Design

Merge form and function seamlessly to create an experience that resonates with your users. Ensuring that every aspect contributes to a delightful and intuitive user experience.



Build

Execute the development phase with precision, following the outlined plan to guarantee that no detail is overlooked. We actively monitor the development process to ensure that every element aligns with your goals and user expectations.

Tools and stacks

Some of the technologies that enable us to craft beautiful experiences



Strategic SEO Excellence: A Fundamental Approach

Framing Technically Sound Websites for Peak Visibility



We prioritize building fundamentally and technically correct websites.



From keyword research to ensuring a strong website foundation and high-quality backlinks, we put together strategies for top-tier search engine results.



Fundamentally Correct Websites



Keyword Research



Technically Sound Websites



Backlink Building

Our SEO journey begins with building websites that are not just visually appealing but fundamentally correct. This ensures a solid foundation for all SEO efforts, setting the stage for optimal visibility.

In a 15-day process, we collaborate with you to identify the best keywords for your brand, laying the groundwork for impactful SEO campaigns.

We ensure your website is optimized, free of issues, and ready to outperform the competition, earning Google's recognition and rewards.

Our approach involves building high-quality backlinks, ensuring your website receives recommendations from reputable sources across the internet.

Ariana.in's Journey to 2X Revenue in 6 Months

Ranking High-Volume Keywords Under Top 10



ARIANA®

66 Ariana.in, a leading home product manufacturing brand, achieved a remarkable **2X revenue growth within just 6 months** by strategically ranking **high-volume keywords under the top 10** 99

CHALLENGE:

Rank for generic keywords like 'Readymade Curtains' and 'Custom-made Curtains.'

SOLUTIONS

- Assisted in a smooth migration and redesign, retaining old permalink structure and rankings.
- Created landing pages for individual category pages.
- Cleaned up the website and resolved all technical errors.
- Added a blog section and regularly updated relevant content.
- On-Page and Technical SEO strategies.
- Acquired consistent high-quality backlinks.

RESULTS



Achieved a
2X
revenue increase
within 6 months



Successfully ranked for challenging keywords like '**Custom-made Curtains**' under the top 5.

Gynoveda's 10-Month SEO Success Story

SEO Strategies for FemTech



66

Combining technology and Ayurveda to address menstrual problems impacting **800 million women globally**. Uncover the strategic SEO services that fueled Gynoveda's success in just 10 months

99

BACKGROUND:

Gynoveda, the first-of-its-kind FemTech startup in India, is dedicated to leveraging technology and Ayurveda to address menstrual problems affecting women worldwide. With a diverse range of products catering to various menstrual and health issues, Gynoveda aimed to enhance its online presence and reach a broader audience.

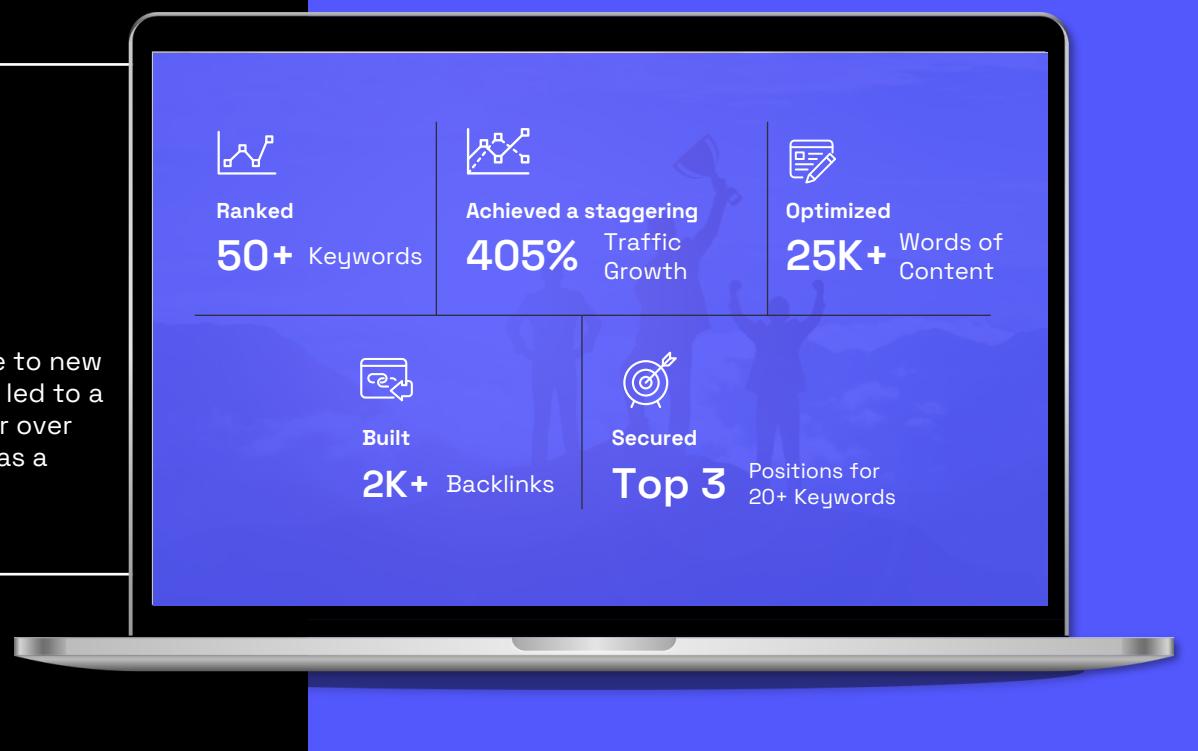
SOLUTIONS



Leveraging Technical SEO, On-Page SEO, Backlink Building & Content Optimization

services, we propelled Gynoveda's digital presence to new heights. The strategic execution of these services led to a remarkable 405% growth in traffic, top rankings for over 50 keywords, and the establishment of Gynoveda as a prominent player in the FemTech landscape.

RESULTS



Strategic SEO Accelerates Tchyon's Financial Journey

Charting a Course to SEO Excellence in Financial Management

66 Tchyon, an innovative investment management company, achieved remarkable growth in just 6 months through strategic SEO initiatives.ca



BACKGROUND:

Tchyon, a prominent player in the Indian investment management sector, sought to enhance its digital footprint. With a focus on mutual funds, alternative investment funds, and portfolio management services, Tchyon aimed to rank higher in search engine results, attract more traffic, and establish itself as a trusted financial advisor.

SOLUTIONS



Over the course of 6 months, **our team implemented a holistic SEO strategy for Tchyon.**

Technical SEO enhancements optimized the website's structure, On-Page SEO strategies refined content for both users and search engines, Backlink Building elevated Tchyon's authority in the financial domain, and Content Optimization involved refining over 3,000 words to align with user intent and SEO best practices.

RESULTS



Thank you.

www.pixelmintmedia.com