Digital Innovation and Dev partners for global brands

We are committed to help our clients achieve growth by enhancing their organic presence, developing user-friendly digital products, creating exceptional e-commerce experiences, and adopting an insights-based strategy for brand design.

We strive to empower our clients to shape their own future.

We help our clients invent their future through carefully crafted services

Digital Innovation

We work with organizations to uncover opportunities for disruptive, digital product innovation through a structured and rapid development to quickly ship products into the market.

- Search Engine Optimization

- Performance Marketing

- Content Marketing and optimization

- Product road mapping

- Social Media Marketing

- Digital Transformation

- Data visualization

- devOps

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We help our clients invent their future through carefully crafted services

Digital

- Branding
- Search Engine Optimisation
- Performance Marketing
- Social Media Marketing
- Content Marketing

Web and Mobile

- Custom/off-the-shelf CMS solutions
- Websites
- Web applications
- iOS Development
- Android Development

eCommerce

- Custom eCommerce solutions
- Payment gateway implementation
- Headless eCommerce
- Product catalogues

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Over the past 15 years, we have developed cross-category expertise. With an immensely capable team, we have created digital solutions in the following verticals

BFSI	eCommerce	Consultancy	Travel & Hospitality
Manipal Cigna Health Insurance	BIBA	PeopleStrong	Hertz
MaxBupa	Ancestry	Randstad	Dollar
Tata Capital	Converstory	Hurix digital	Thrifty
IndusInd Bank	Isharya	AgreeYa	Ebookers
Marcellus	BlueStone	Tiller Tech	Expedia
	Ambaree		LastMinute
	Darling pets		MakeMyTrip
	Andamen		ITC Hotels
			Fortune Hotels

Consultancy, Ed-tech, Healthcare, Lifestyles, FMCG, Software, Real Estate and more ...

Hertz

Thrifty
CAR RENTAL ®

ONE
AUTHENTIC PROPERTIES

fourfive
GAME CHANGING WELLNESS

Henkel

ebookers.com

peoplestrong

tiller

BRITISH
FACE CLINIC

SME
FINANCIAL
Trusting in each other

LAWSON ROBB

Harvard
Business
Review

Fit2Trip

international rail

CONDÉ NAST
/Technology

FLY

Project Snapshots

Creating ROI-led digital marketing strategies that work

Winning customers for the world's oldest car rental service using local SEO

60%
increase in revenue from local listings

40%
increase in website visits

Local presence of Hertz was inadequate in terms of ranking and accuracy of information on local platforms. We used our engineering prowess to develop a system that kept all the listings in sync with the business data. Further, using an effective SEO and content strategy, we were able to attract more customers through local, and ultimately helped Hertz increase store visits and revenue.

Local SEO, Custom Development, Content Strategy

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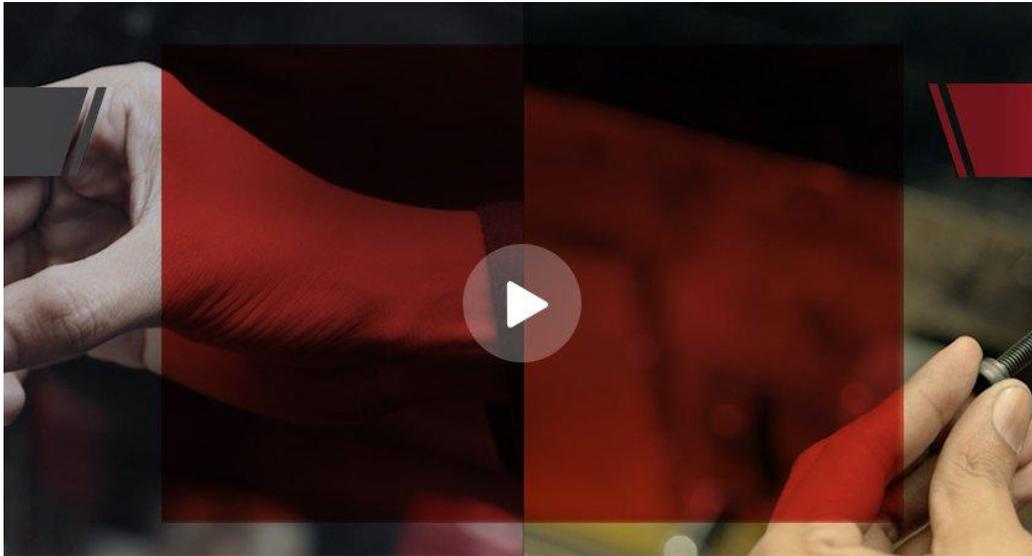
Revolutionizing customer engagement through content transformation

https://www.tryloctite.in/

1400+
new sign-ups every month

120%
increase in brochure/product info downloads

50%
increase in meeting localization requirements

Henkel wanted to re-use its vast content pool to reach out to its target audience through new-age media. To help Henkel, Envigo devised a B2B lead generation & content strategy. Further, to facilitate a successful implementation, we developed bite-sized content using 3D modelling and video editing.

Content Strategy, Content Transformation

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Maximising user engagement for a global HR firm

7x

increase in organic impressions

110%

improvement in Social Media engagement

#1

trending hashtags in India

Randstad aimed to promote its annual awards event through social media. we built an integrated social strategy on LinkedIn, Twitter and Facebook by targeting influencers, speakers and panellists.

Social Media Marketing, Influencer Marketing, Content Strategy

randstad

https://www.randstad.in/

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BIBA

Creating an online presence for one of India's oldest fashion brands

~200%

continued growth in organic traffic

140%

increase in online transactions

BIBA's team members were looking for a digital partner that could help them migrate from a homegrown platform to a world-class e-commerce platform. Envigo helped them create and execute the migration plan and developed a sound strategy to grow online transactions.

Performance Marketing, Search Engine Optimization, Marketing Automation

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Fuelling e-commerce growth for India's leading fashion brand

AND

https://www.andindia.com/

104%

growth in conversion rate

41%

reduction in cost-per-click

229%

growth in ROAS

To fuel e-commerce growth, AND wanted to increase their Return On Ad Spend (ROAS). Envigo played a key role in helping them achieve this by using intelligent bidding tools. Our sharp strategy was further enhanced by a strong media buying team and streamlined processes.

Performance Marketing, Web Analytics

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ITC HOTELS
RESPONSIBLE LUXURY

https://www.itchotels.in

Redefining luxury launches with strategic digital integration

302%
increase in brand searches

400K+
increase in website visitors

ITC hotels, a luxury hotel chain, launched ITC Kohenur in Hyderabad. Located in the heart of Hyderabad's business district, ITC Kohenur aims to attract professionals and leisure travelers alike. Envigo created a highly targeted launch campaign on various paid platforms such as YouTube, TripAdvisor, and used influencer marketing to create the buzz.

Performance Marketing, Web Analytics, Media Buying

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Winning customers for India's largest learning platform

2X
growth in total traffic within the first 4 months

85%
increase in revenue

Unacademy was looking for a digital partner to scale their organic traffic and grow number of leads through search. Envigo enabled Unacademy in generating remarkable results quickly, helping them in a substantial revenue growth.

SEO, Content

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Website content creation for Extramarks

https://www.extramarks.com/

150+
articles produced per month

1000+
Topics

3
Lakhs words per month

Extramarks aimed at publishing high quality content for their website for K-12 students and JEE, NEET aspirants. Envigo's inhouse team developed the content strategy, brought together teams of freelancers and content agencies, and created content around CBSE and NCERT topics.

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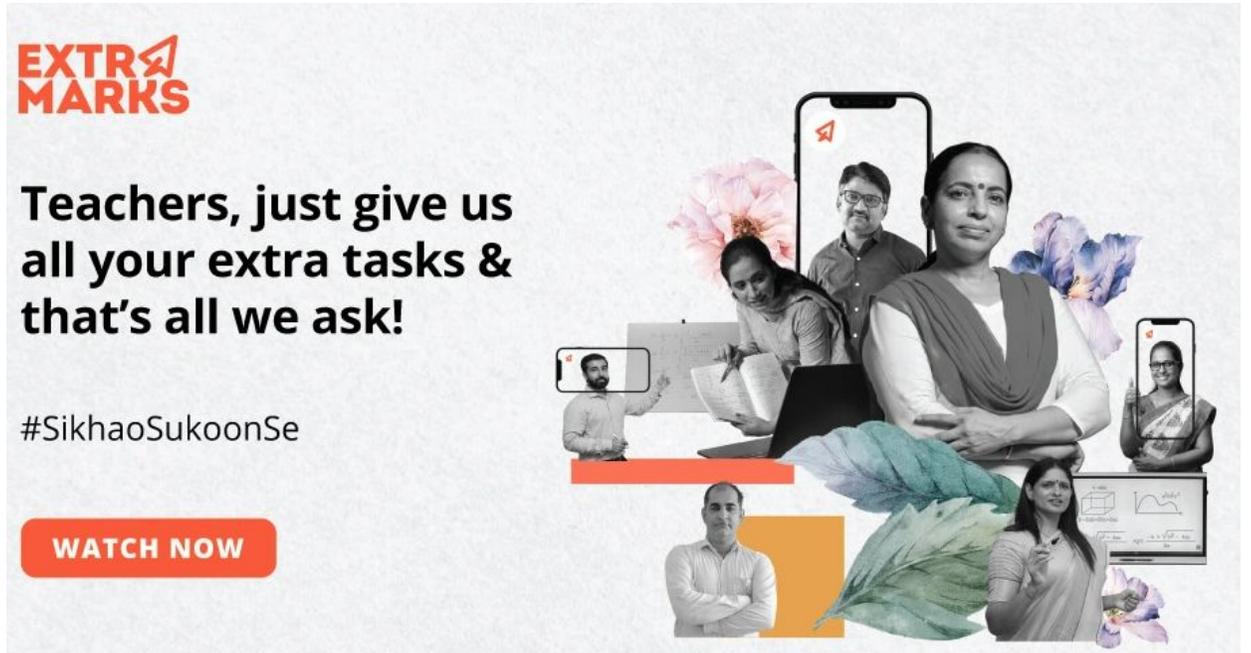
https://www.manipalcigna.com/

Delivering a steep growth in conversions by leveraging SEO & Analytics

20%

increase in conversion rate

43%

increase in avg. order value

140%

growth in pageviews

Cigna TTK wanted to increase their website organic traffic mainly through product pages. Envigo created a suitable content strategy to impact every stage of their buyer's journey.

SEO, Content Strategy, Web Analytics

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Launching of HBR Ascend in India

29K+

Facebook likes

1.1K+

followers on Twitter

1.3K+

followers on LinkedIn

To help HBR prepare for a successful launch of HBR Ascend, we prepared an integrated launch campaign. This ensured HBR Ascend's simultaneous launch on LinkedIn, Twitter and Facebook.

Harvard Business Review

https://hbr.org/

Social Media Marketing, Influencer Marketing, Content Strategy

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make*my*trip https://www.makemytrip.com/
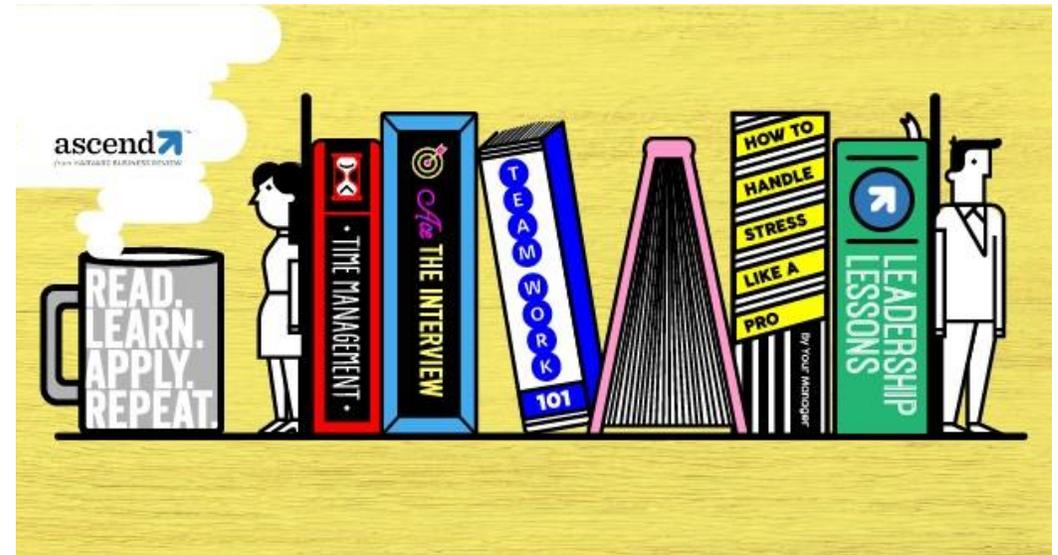
Helping MakeMyTrip generate engagement

10K+	**100K+**	**1.3K+**
active users	tweets per day	entries per day

MakeMyTrip wanted to garner engagement during the IPL season. And so, we conceptualized a Twitter application, which captured tweets tagged with a pre-defined hashtag and awarded runs to the Twitter user. Everyday, the highest scorer would get a prize.

Custom App Development, Social Media Marketing

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IndusInd Bank   https://www.indusind.com/
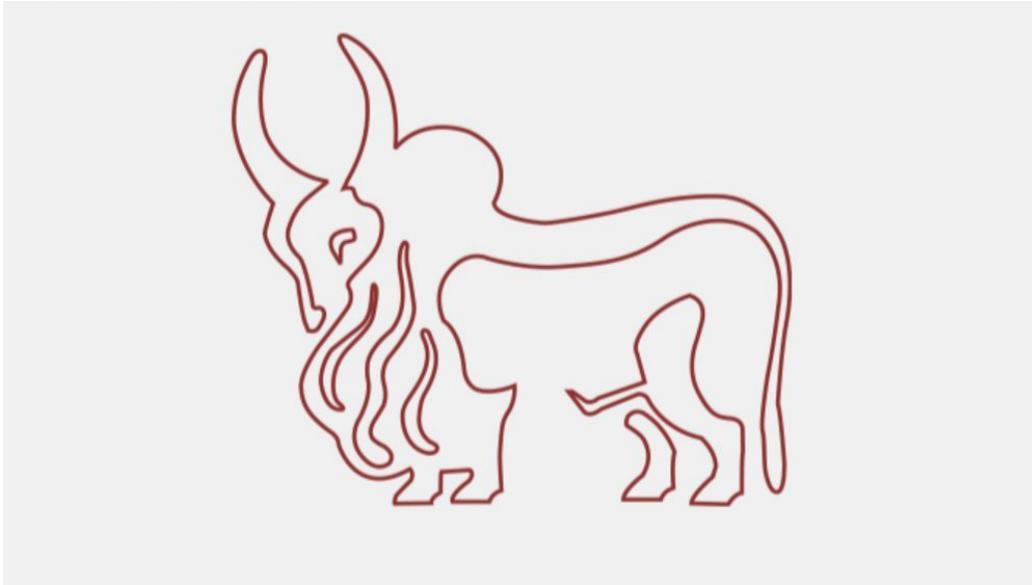
Leveraging Google search for generating high quality leads

51%

growth in new users

346%

growth in organic leads

20%

decrease in organic bounce rate

IndusInd Bank aspired to increase the number of leads generated through local search. To meet this goal, Envigo worked towards increasing the organic traffic and improving the traffic quality, thereby increasing the number of leads generated for various products.

Search Engine Optimization, Web Analytics

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Improving search rankings for a global healthcare market research agency

https://www.researchpartnership.com/

46%
increase in Domain authority

50%
increase in YoY SEO visits

Research partnership, world's largest independent healthcare market research and consulting company wanted assistance in ranking their website on pharma research keywords, Envigo generated notable results by- Improving SEO friendliness by adding new page types, and features to their Umbraco platform, and by increasing keyword relevance across website and engaging in website partnership program to increase link popularity on relevant keywords.

SEO

envigo

LAWSON ROBB

https://www.lawsonrobb.com/

Enhancing CX and search rankings for a renowned designer firm

48%

Increased in Domain authority

37%

increase in page speed

Lawson robb wanted to improve the customer experience and SEO performance of their website, Envigo generated remarkable results by improving page speed and page templates and by listing the website in local directories.

Customer experience (CX) and SEO

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Hindustan Syringe & Medical Devices Ltd. - Social Media Marketing

180%

Increase in
the followers

68%

Increase in
engagement
on LinkedIn

172%

Increase in
the videos
views

The social strategy seamlessly weaved promotion of cutting-edge medical equipment with engaging educational content. In a crisp, captivating manner.Simplifying complex medical innovations into bite-sized, easy-to-grasp nuggets.

HMD

What Is Chronic Obstructive Pulmonary Disease (COPD)?

Chronic Obstructive Pulmonary Disease (COPD) is a common lung condition causing inflamed airways, damaged air sacs, and difficulty breathing.

Swipe Left →

Banxe– Social Media Marketing

1000+

Reach per month

200+

Profile visits

8.98%

Engagement rate

Casting aside the long–form explainer videos, We urged Banxe to pilot a novel approach: 3D animated posts that artfully portrays their expertise into compelling and engaging narratives. This fresh creative direction struck a resonant chord with their audience.For a diverse and more engaging set of posts that keeps the followers hooked to the page, We suggest a series of memes that infuses modern–day humour with renaissance paintings.

Project Snapshots

Delivering elegant, user–focussed and streamlined Web products that work

Hertz

Hertz, is an American car rental company based in Estero, Florida. The company operates its namesake Hertz brand, along with the brands Dollar Rent A Car, Firefly Car Rental and Thrifty Car Rental.

Partner Since: 2010

Deliverables: Enterprise-grade CMS

Development time: 3 Months

Features:

- Multi-tenancy
- Multi-currency
- Role-based access control
- CDN Implementation
- Multi-product Booking Engine Implementation
- Serves 21 Markets in 16 languages
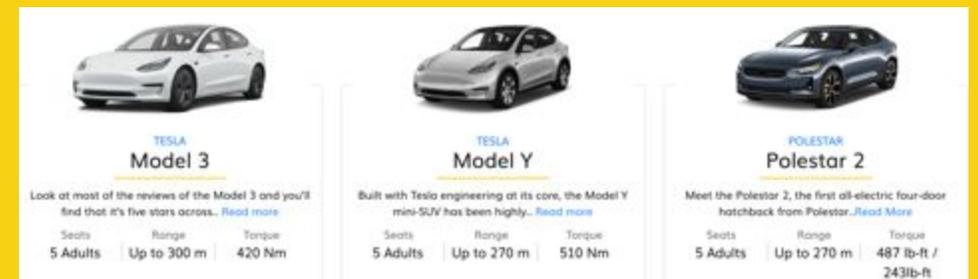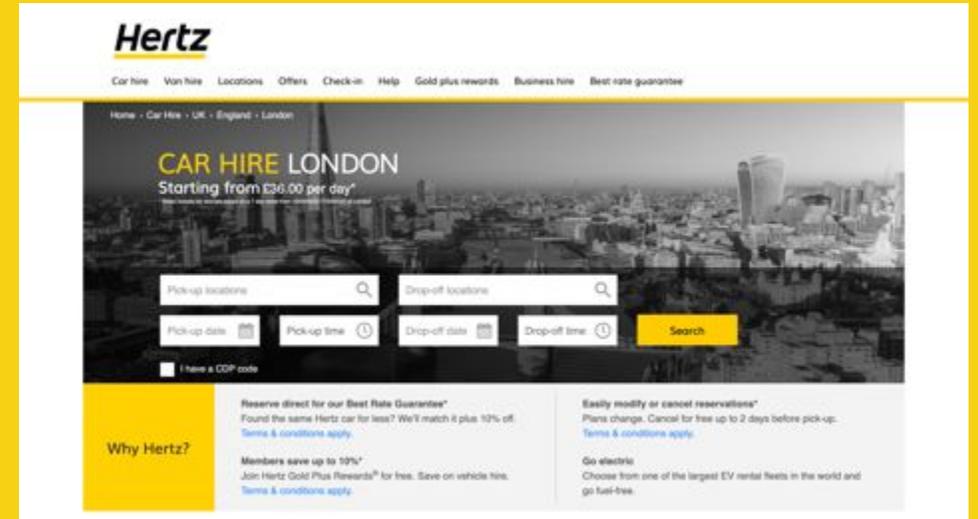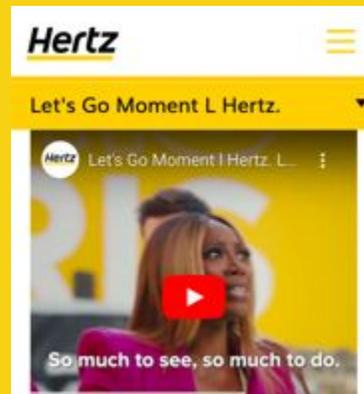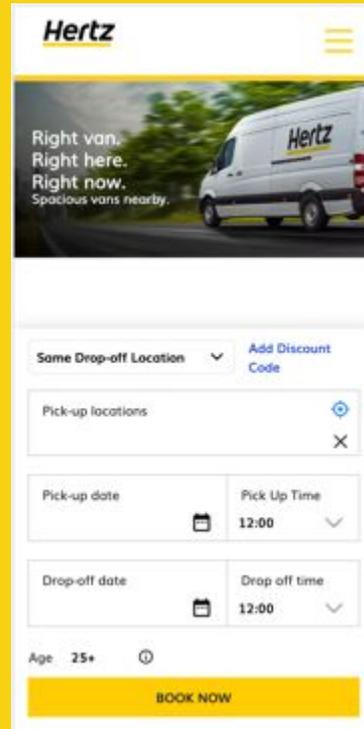
Henkel, is a German multinational chemical and consumer goods company headquartered in Düsseldorf, Germany.

Partner Since: 2015

Deliverables: 2D/3D Animated Videos, Graphic

Design, Infographics, Digitization

CLUB ITC
ENRICHING REWARDING EXPERIENCES
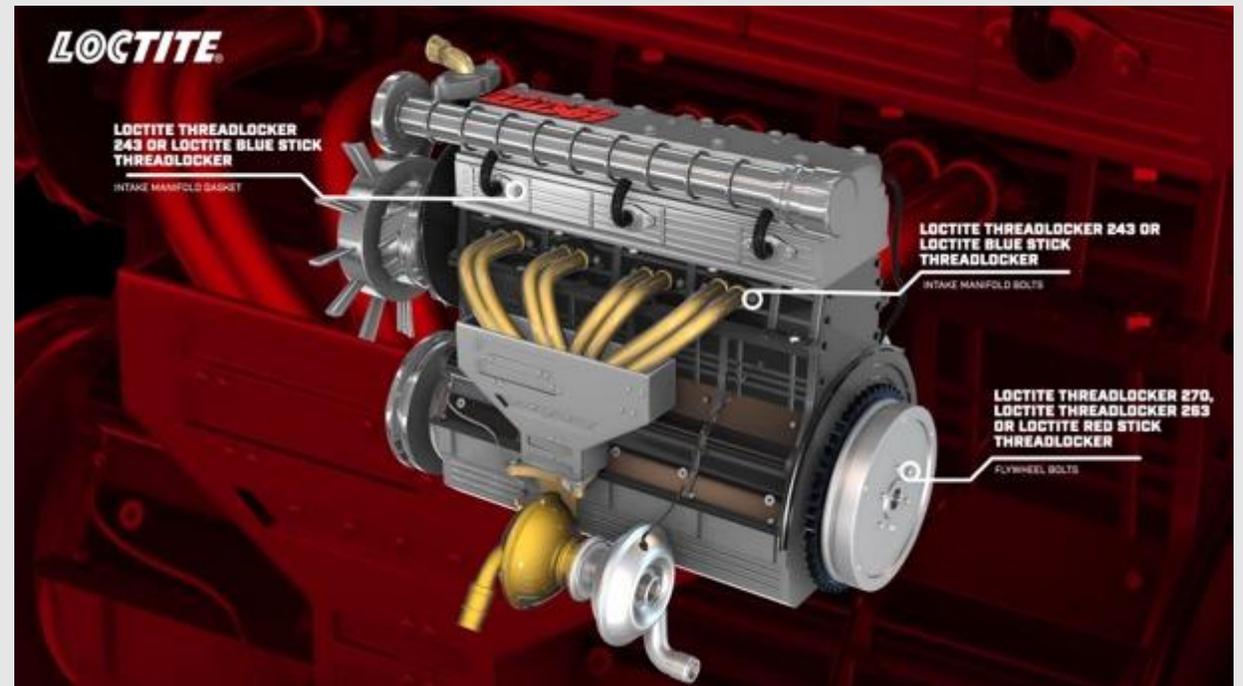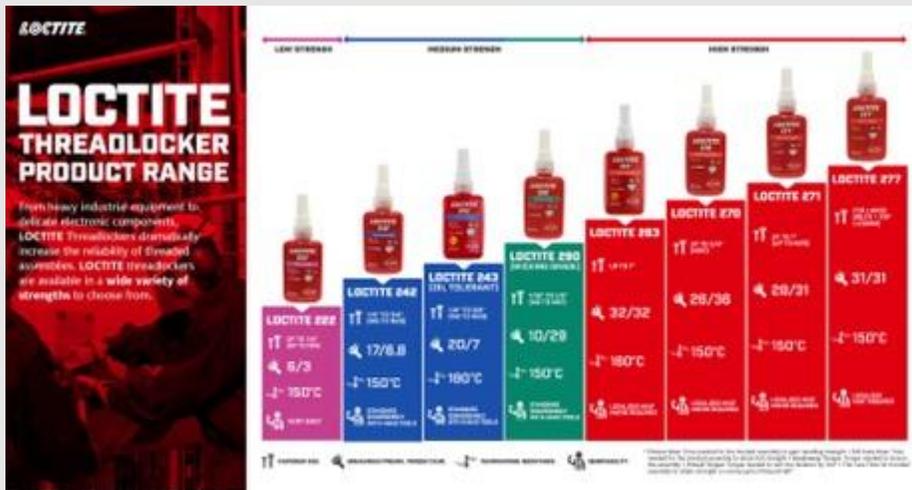
ClubITC is the membership program of ITC Group. It is a common program for ITC Hotels, Storii, Mementos, WelcomHotel, Welcome Heritage and other brands.

Partner Since: 2011

Deliverables: Web Design & Development

Development time: 2 Months

Features:

– Oracle Siebel Integration

– Reward points redemption

– Partner brand integration

– .NET Framework

Le Marche

THE GOOD FOOD STORY.

Le Marche is part of DS Group. It is a complete food store. It has a wide range of products ranging from the basic, everyday groceries, wide range of fresh and marinated meats, poultry and seafood among other products.

Partnered In: 2016

Deliverables: iOS and Android App

Development time: 3 Months

Features:

- Grocery Delivery
- REST API
- Automated Delivery partner assignment
- GeoLocal Store selection
- Offers and discount modules
- Payment Gateway Integration
- POS Integration

Unacademy is India's largest online learning platform. It is the second largest ed-tech platform and became a unicorn in 2020. Unacademy has 30 million students on its platform with 350,000 being paid subscribers taught by 18,000 educators.

Partner Since: 2020

Deliverables: Web Design and Development

Development time: 2 Months

Features:

– WordPress website for its Marketing Content

– Fully integrated with core platform

– CDN based deployment

– Built-in SEO Features

WeMa Life is Lavanya's online ecosystem that not only addresses the care, health and wellbeing needs of customers, but also the needs of service providers and local government.
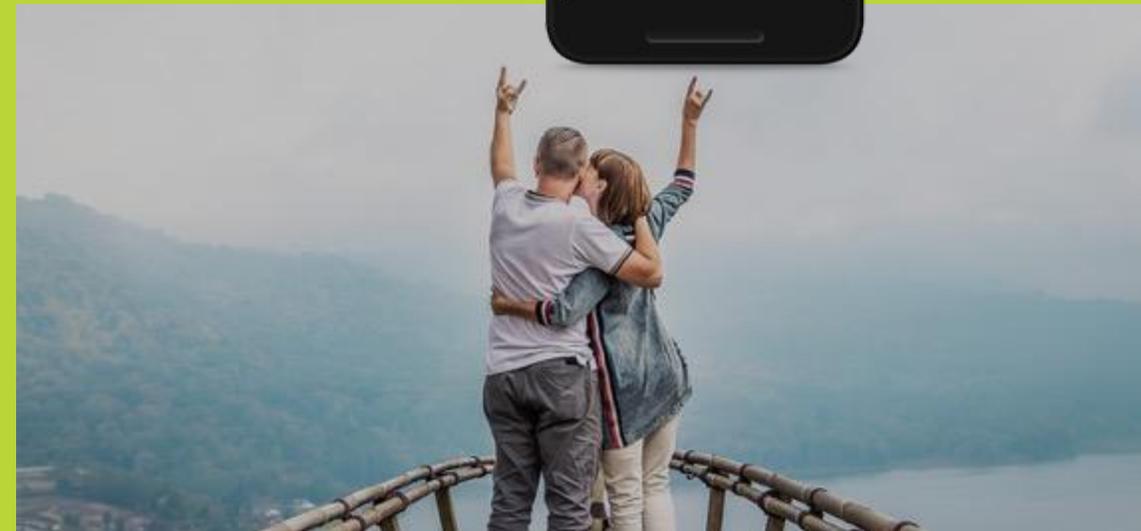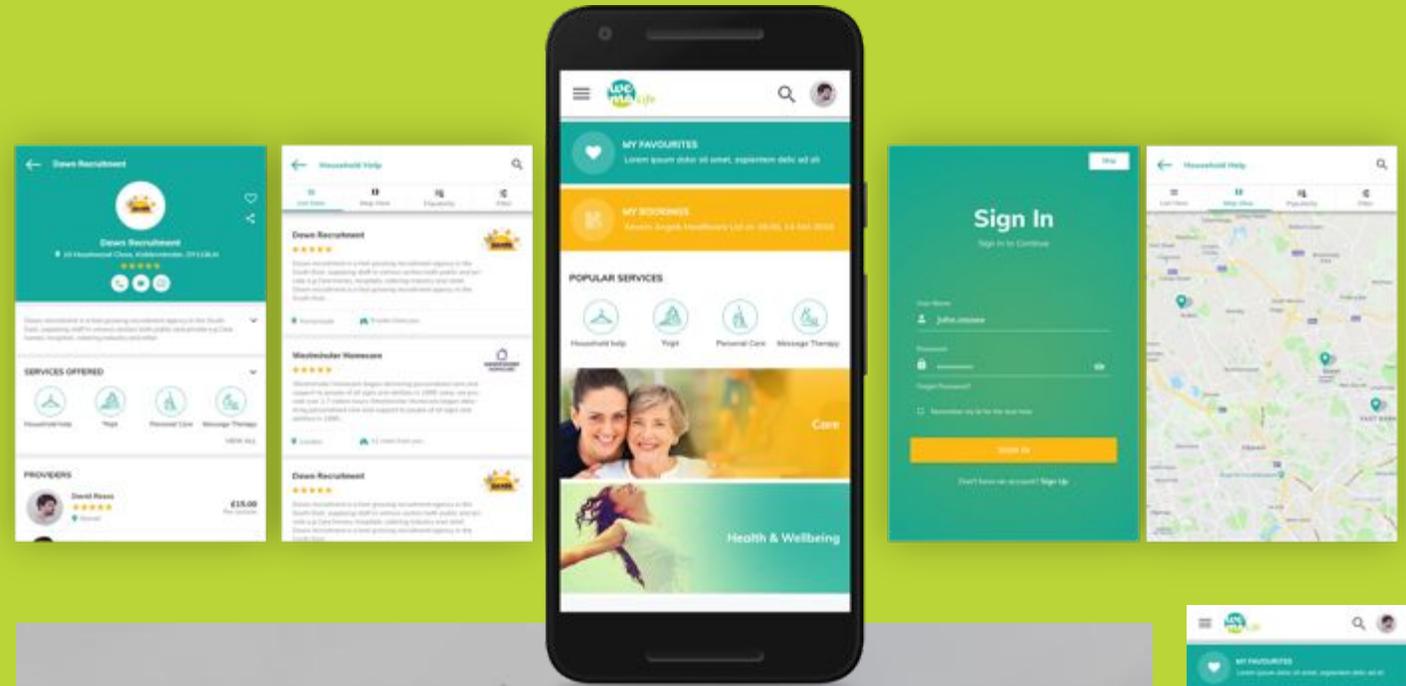
Partnered In: 2018

Deliverables: UX/UI Design

Development time: 2 Months

Deliverables:

– User Journey review

– UX scoring

– User flow mapping

– UX Development

– Mobile app UI Design

SANDHAR

Leading automotive components and systems suppliers, engaged in the manufacturing of a diverse range of products.

Partnered Since: 2016

Deliverables: Website development and maintenance with UI/UX improvement and Content

Challenges
- Enhance online customer experience
- Increase online visibility of Sandhar Products
- Develop websites from scratch

Solutions
- Designed and Developed responsive website
-
- Developed SEO-friendly content
- Blogs articles
- Infographics

Why Us

Small team, big ambitions, bigger results

ROI-led Approach

Result focus, delivering growth while making good business sense

Arbitrage Opportunity

Cost effective solutions across continents

Fast

Adaptation to trends, new tools and technologies

Experience

Enables us to solve problems quick and create long term marketing strategy

Product-ised

Service delivery backed by custom products

Global Exposure

which keeps us ahead of the curve in Digital Marketing practices

Tell us about your project and goals.

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