



DIGITAL LEARN DIGITAL EARN

An E-Commerce Marketing Agency

ABOUT OUR COMPANY



Digital Business Academy India is your growth partner for all things Digital. Our team of experts has years of experience in Digital Marketing, Performance Marketing, and D2C & Ecommerce marketing. We are passionate about helping our clients succeed and we take pride in delivering high-quality work.

OUR MISSION

Unlocking Website as a sales channel for e-commerce sellers

- Professional E-Commerce website
- Digital marketing expertise
- Integrated Logistics and RTO reduction tools
- Integrated WhatsApp retargeting tools

Our Journey Till Date

200+
Registered
sellers → **50+**
successful
Brands



Why Website ?



Reach 80Cr+ active shoppers on Facebook / Instagram / Google / Youtube



Eliminate Competition -> Customer clicks Your Ad -> Lands on Your Website -> Buy Your product



Return Policies Controlled by You



No Need to reduce prices to get orders



Scalable

(Our largest clients spend Rs. 1.25L+ daily marketing, 20Cr+ yearly revenue)



Why DBAINDIA ?



Website Management



Digital Marketing Expert



Skyrocket Sales



Business on Automation



10x ROAS



Integrated Shipping Partner



Seller Journey



ONBOARDING
(10 Days)

KICKSTARTER
(1 MONTH)

GROWTH
PHASE

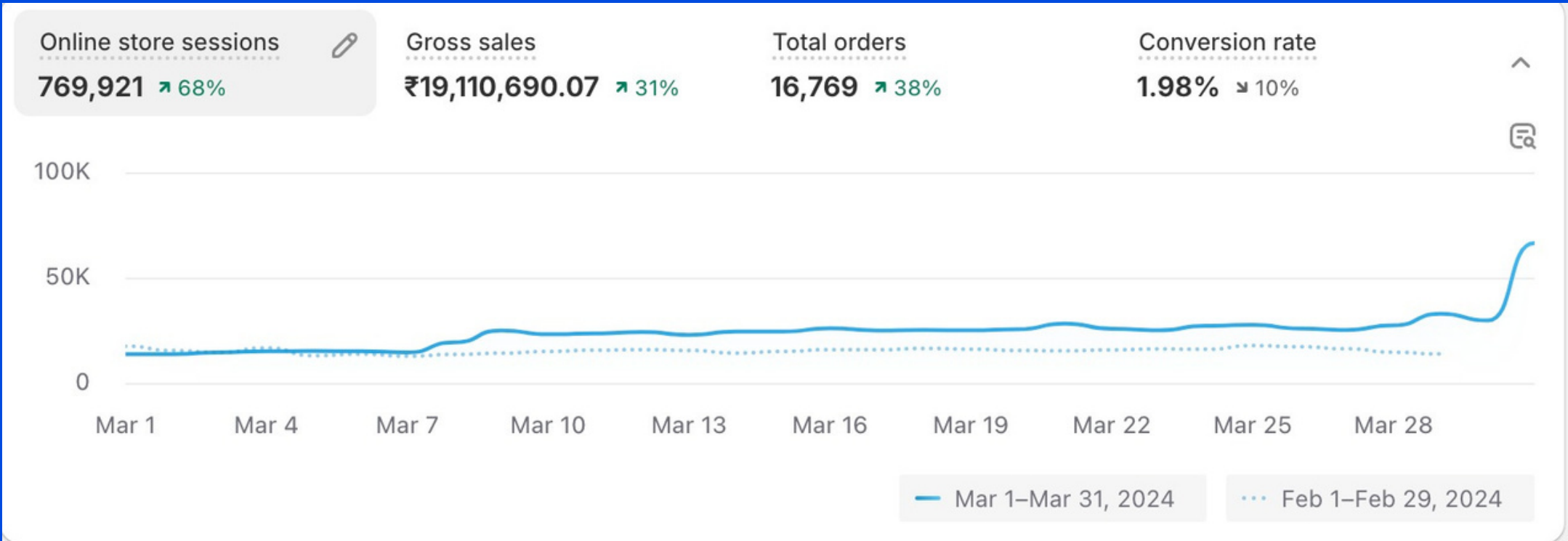


DBAINDIA Success Story

High Revenue

Low Ad Spend

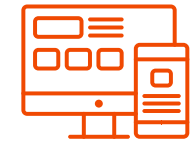
Best ROAS



***Actual dashboard screenshot of one of DBAINDIA clients (16,000+ orders -> 1.9Cr+ revenue in one month)**

Campaign	Sessions	Cost per result	Amount spent	Ends	Purchase ROAS (return on ad spend)
All Product Sales Campaign 13/1/24	3,930,984	₹188.00 [2] Per Purchase	₹669,481.03	Ongoing	6.58 [2]
Cotton Flex Sales Campaign	455,560	₹171.45 [2] Per Purchase	₹34,290.04	Ongoing	6.22 [2]
Himaliya Campaign	2,580,775	₹130.02 [2] Per Purchase	₹139,906.47	Ongoing	9.45 [2]
Style jaipur traffic web	160,276	₹0.62 Per Link Click	₹7,638.17	Ongoing	—
Results from 58 campaigns Excludes deleted items	33,007,121 Total	—	₹3,326,748.16 Total spent		5.50 Average

Professional E-Commerce Website



Eye Catching Website Design



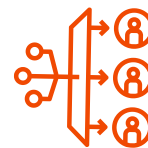
Create Sales Funnel



Enhance Repeat Orders



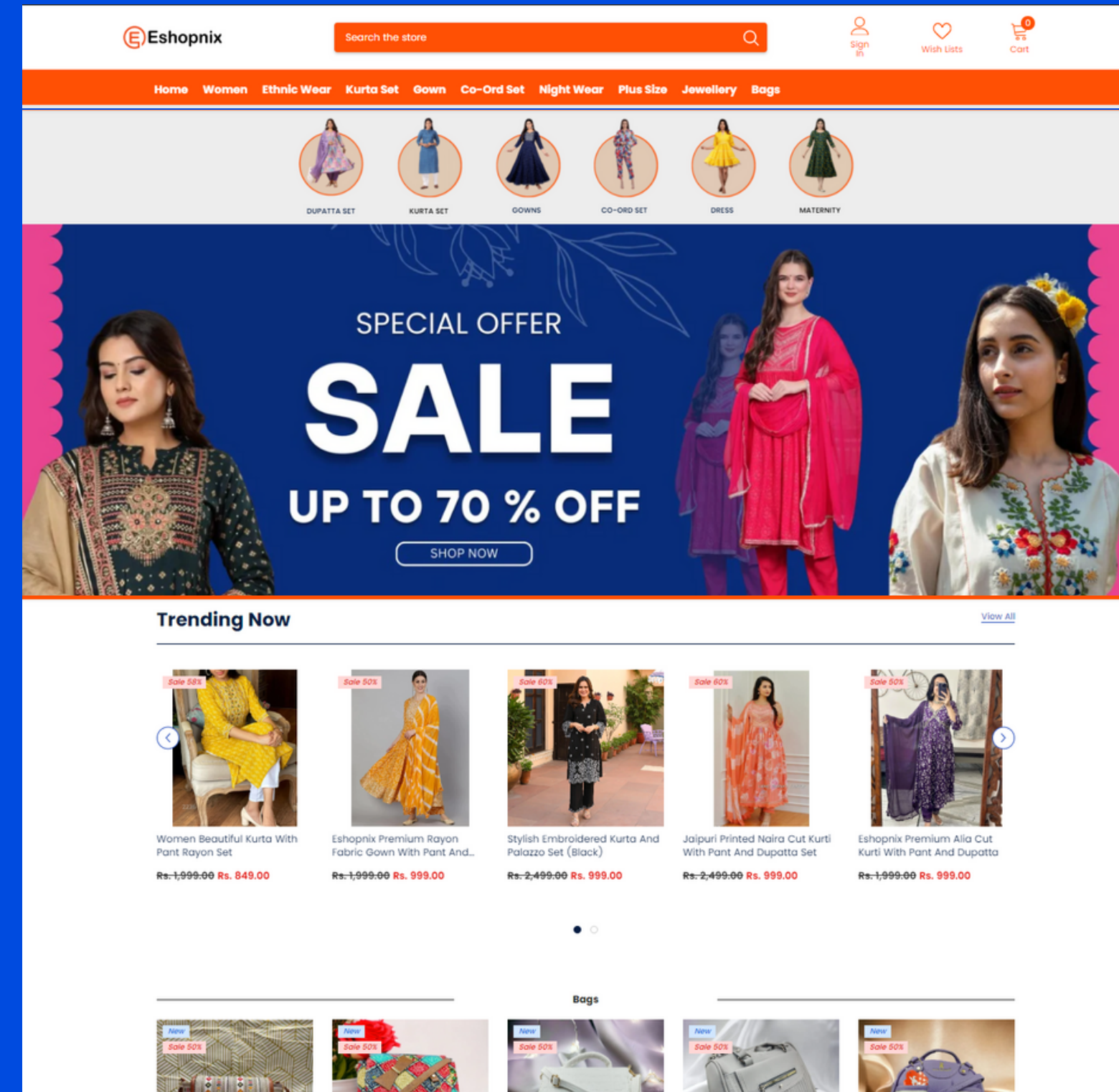
High Conversion Rate



Optimized Customers Data



Checkout Solution



How do we help achieve Profitability



**Marketing
Module**



**Retention & Growth
Module**



**Profitability
Module**

Marketing Module

ROI Trend



5x

End of Month 1



1- 10cr

End of Month 2

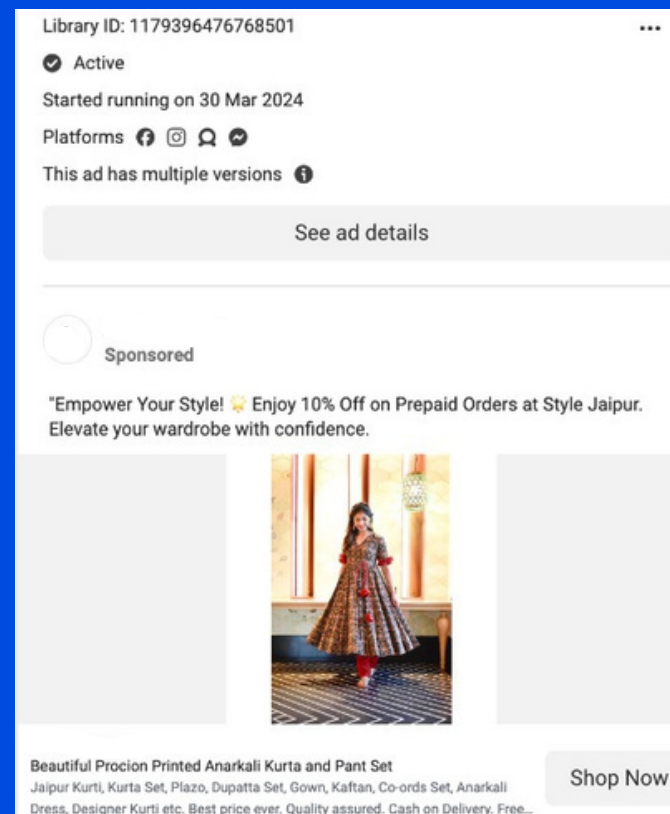
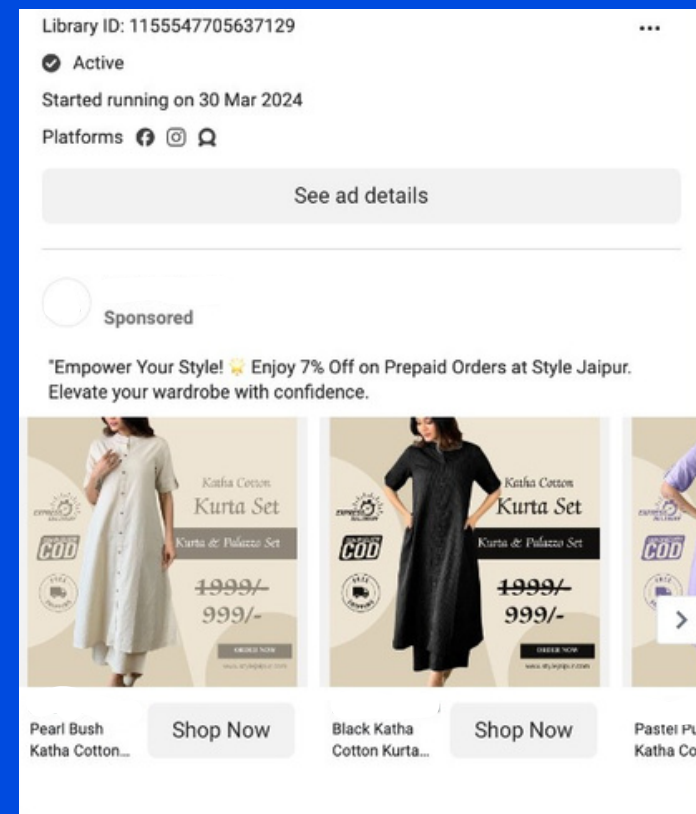
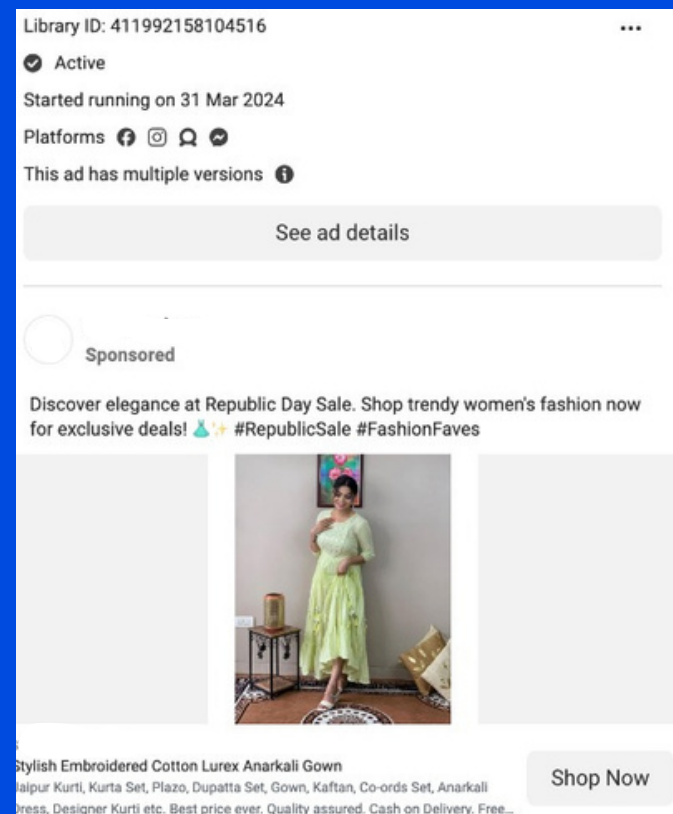


10 - 15x

End of Month 3



- Targeted carousel led Conversion Campaigns to give maximum ROI.
- Google Smarts shopping and SEO integrated, to ensure prime listing and optimized bidding.
- Repeat Purchase campaigns from Month 5, to drive customers back to website.
- New Arrivals / Special Discounts through your Verified Whatsapp Business API.
- Product led Video campaigns on Instagram and YouTube, to ensure Hero Products get maximum conversions.



Logistics

We Work with Market Leading Logistic Partners



- One Stop Shipping Solution
- 30+ Courier Option
- High Delivery Rate
- RTO Reduction Tool
- Lowest Shipping Price
- Dedicated Manager
- Order Confirmation, Cancel and Notification Tool
- Abandoned Cart Recovery Tool

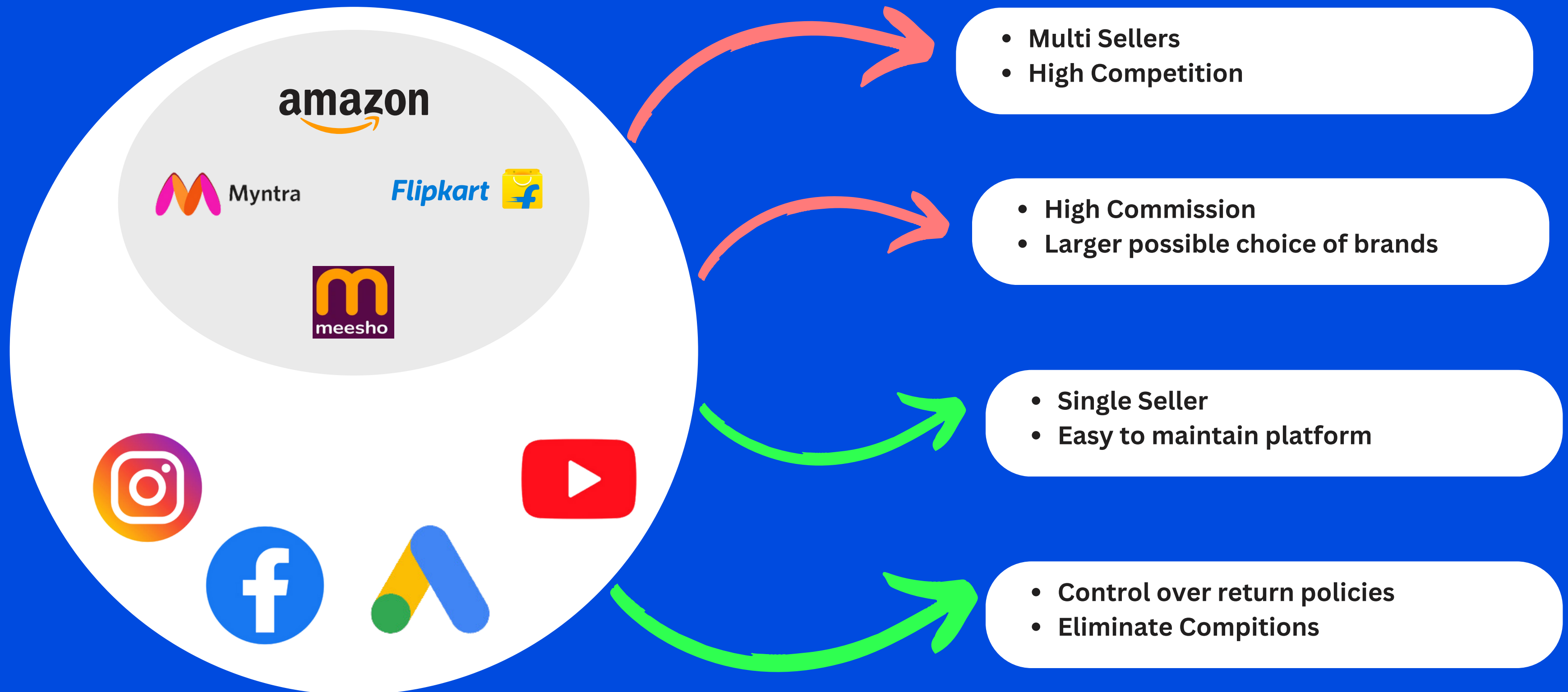
Couriers	Mode	Min. Weight	Zone A	Zone B	Zone C
			Within City Forward RTO	Within State Forward RTO	Metro to Metro Forward RTO
Delhivery Surface (Additional 0.5Kg)		0.5 kg	₹33.8 NA	₹37.9 NA	₹52.4 NA
Xpressbees Surface		0.5 kg	₹35.3 ₹35.3	₹37.9 ₹37.9	₹41.6 ₹41.6
Xpressbees Surface (Additional 0.5Kg)		0.5 kg	₹31.4 NA	₹36.7 NA	₹38.6 NA
Ekart Logistics Surface		0.5 kg	₹32.2 ₹29.0	₹37.8 ₹34.1	₹43.2 ₹38.9
Ekart Logistics Surface (Additional 0.5Kg)		0.5 kg	₹32.2 NA	₹33.5 NA	₹43.2 NA
Blue Dart Surface		0.5 kg	₹44.7 ₹44.7	₹45.9 ₹45.9	₹47.1 ₹47.1
Blue Dart Surface (Additional 0.5Kg)		0.5 kg	₹43.4 NA	₹44.7 NA	₹45.3 NA
Shadowfax Surface		0.5 kg	₹29.7 ₹23.7	₹30.9 ₹24.7	₹35.9 ₹28.7
Shadowfax Surface (Additional 0.5Kg)		0.5 kg	₹24.9 NA	₹25.9 NA	₹30.9 NA
Amazon Prepaid Surface 500g		0.5 kg	₹38.0 ₹38.0	₹45.0 ₹45.0	₹54.0 ₹54.0
Amazon Cod Surface 500gm		0.5 kg	₹38.0 ₹38.0	₹45.0 ₹45.0	₹54.0 ₹54.0
Bluedart Brands 500 G Surface		0.5 kg	₹40.0 ₹40.0	₹40.0 ₹40.0	₹40.0 ₹40.0



Brands Working with Us



How we are different from marketplace



WHAT TO EXPECT FOR THE FIRST 8 WEEKS

8 WEEKS PLAN

Orders totally depends on Average Order Value.
Marketing Spends per order will increase as AOV
Increases



Troubleshooting Every Week by a Marketing Expert



Our Associate Partners

Platform Partners



Logistic Partners



Payment Partners



Marketing Partners



Checkout Partners



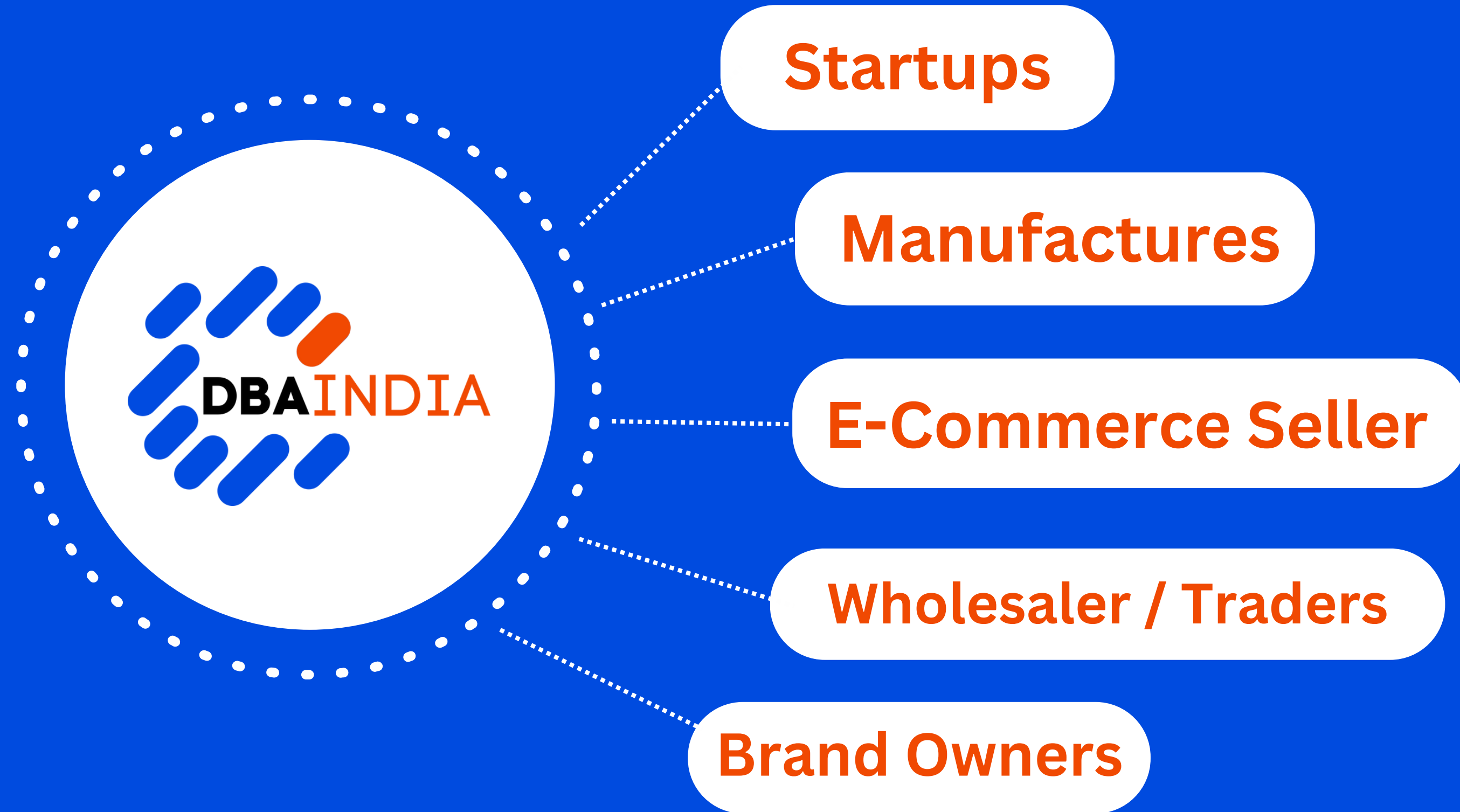
Return Manage Partners

PRAGMA.

EcoReturns™



Our Services is Beneficial For





LET'S GROW TOGETHER



9636300220



dbaindiaagency@gmail.com



www.digitalbusinessacademyindia.com

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