



COMPANY **PROFILE** 2022

Digital Marketing Agency and IT Solutions

 dgency.com

 [DgencyDigitalAgency](https://www.linkedin.com/company/DgencyDigitalAgency)

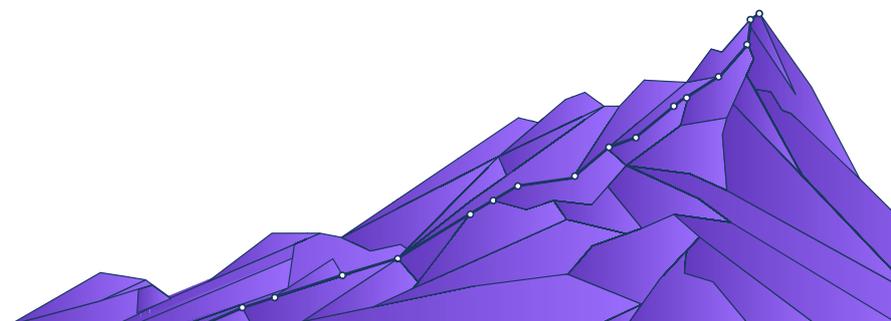
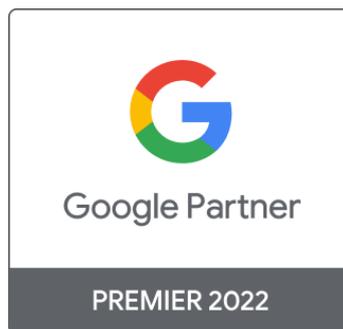
INTRODUCTION

Dgency is 100% strategic PPC management and IT solution agency providing innovative and profitable strategies from startups to medium-sized enterprises to multiple-location companies in Bangladesh and world-wide as well.

Technologies We Use For Your Business Success



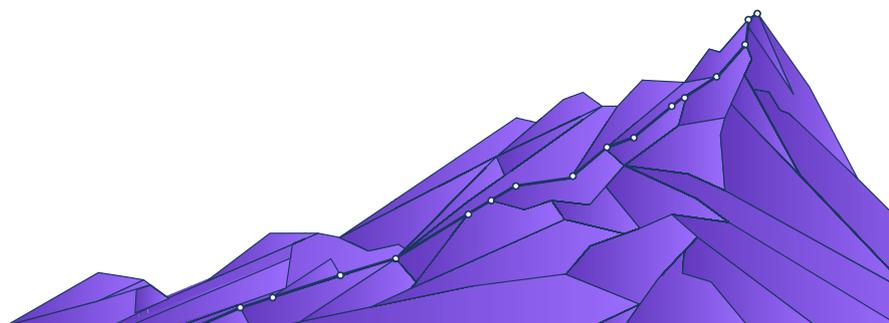
We're a Proud
Google Partner Marketing Agency.



WHO WE ARE

The company DGENCY was founded by H M Hamiduzjaman (Shawon Kayum) in 2016 with the help of his great brother-friend S M Monzurul Hasan Shemul, legendary pioneer in the PPC industry in Bangladesh. From 2016 to 2022 it's been a long journey with lots of ups and downs but never gave up.

We believe the values installed in our in-house team are what make our company more than just a marketing agency. Our values determine who we're and the way we work together with our clients. Managing someone else's marketing budget is an enormous responsibility. But our team efficiently gets the job done.



OUR MISSION & VISION

Respect For Our Clients

Managing someone else's marketing budget is an enormous responsibility. We manage your online marketing budget as if they were our own because after all, businesses don't pay our bills and businesses don't pay for our salaries... people do.

Respect For Each Other

Our Dgency team is a diverse group from different ethnic and religious backgrounds. We all think about things uniquely, and our life views vary across the full spectrum of faiths & principles. A healthy work environment begins with honor, and our culture is a covenant to everyone sharing that perspective.

Transparency

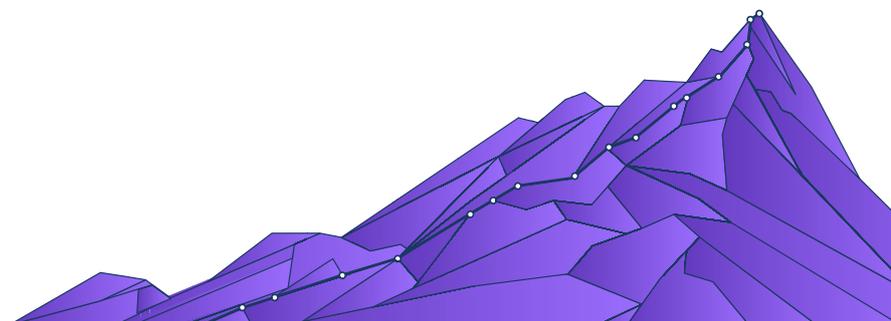
From Google Ads account access to daily reporting and billing, every dollar is accounted for, every optimization logged, and every data point shared. We own up to our mistakes and we make it very clear to our clients that they can ask us anything and get an honest response.

Collaboration

You know our business better than any marketing agency out there. Our experience working with thousand of clients has taught us that the more we collaborate and engage our clients in our strategic planning, the better the campaigns will perform ultimately.

Never Stop Learning

We work in an incredibly dynamic, ever-changing industry. That's why we put a great deal of time and effort to be on the forefront of new products, features and strategies that we can put to work to profit our clients.



SERVICES WE PROVIDE

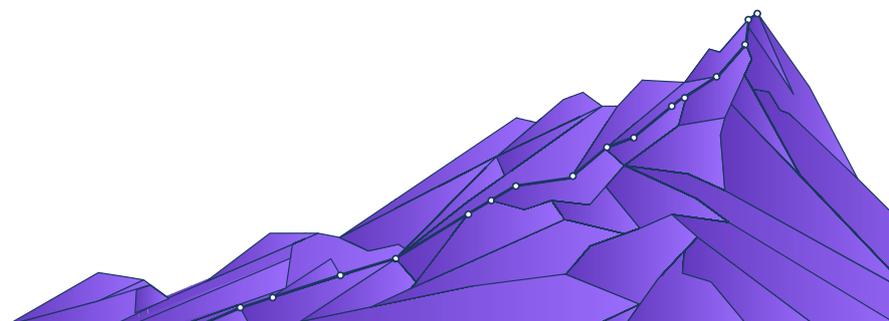
We take the time to learn the ins and outs of your business and competition. Our research data enables us to develop unique digital advertising strategies that will align with your business objectives. We're a digital marketing company that manages campaigns profitably for clients.

Digital Marketing

■ PPC Management

We specialize in managing Google Ads (formerly AdWords), Microsoft Advertising and Social Media campaigns and providing customers with measurable results. We're proud to work with over 150 businesses across the United States, Canada, United Kingdom, Australia, Thailand, Malaysia, Singapore and Bangladesh.

- Google Shopping Ads
- Google Ads Audit
- Google Display ads
- Remarketing Ads
- Content marketing
- Facebook Ads
- Instagram Ads
- SEO



IT Solutions

■ Website Tracking and Analytics

Only 11% of all customer-related advertising decisions are made based on website tracking data. Our clients take full advantage of Google Analytics, Tag Manager, and Data Studio to measure website tracking data to improve digital marketing campaign performance.

At Dgency, We help our clients to maximize their return on ad spend by flawless website tracking implementation and comprehensive reporting dashboard setup. We love making tracking perfect because it ensures our PPC campaigns are profitable through conversion data.

■ Website Design

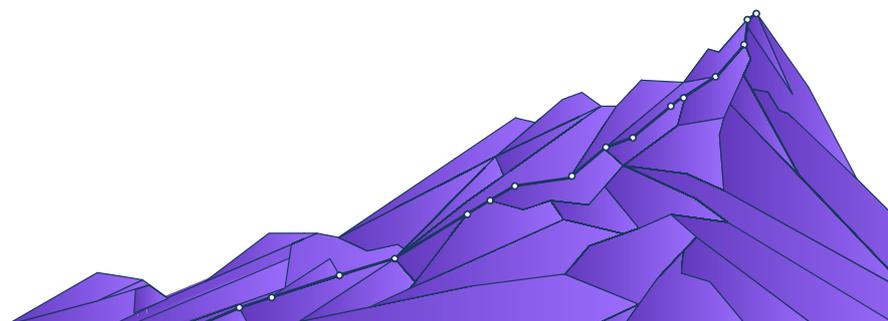
We design, build, and improve the entire website or required landing pages to make your digital advertising campaigns super profitable. Dgency make the best convertible website for client to make profit in a long run.

■ UI/UX Design

Dgency has the best expertise on User Interface & User Experience platforms & tools for our clients. Design of a user interface and experience, designed for mobile devices, desktop screens, and more attracts traffic more than anything.

■ Landing page Design

User intent specific website / landing page design typically generates a 20-50% increase in conversion rate. For most online advertisers, intent specific landing pages are crucial to the success of their PPC campaigns.



TECH WE USE



Google Ads Editor

■ Google Ads Editor

Google Ads Editor makes the entire Google Ads experience more enjoyable and streamlined. The software provides marketers with a clean interface to successfully manage and edit ad campaigns while offline USA, Australia, Thailand, Malaysia, Singapore and Bangladesh.



Google Analytics

■ Google Analytics

Google Analytics is a massive piece of software that gives us additional insights into your PPC traffic, social campaigns, direct and organic traffic sources. We use Analytics to dive deeper into your data, looking for and analyzing statistical trends and behavioral patterns.



Google Tag Manager

■ Google Tag Manager

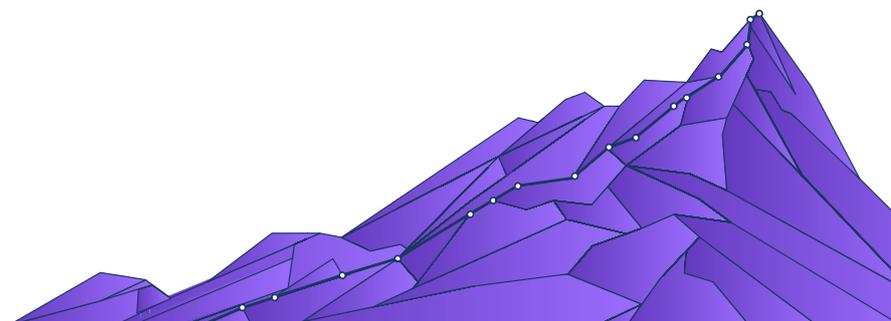
Google Tag Manager is a powerful tag management tool that lets us manage and optimize all the tags being deployed on your site. Tag Manager lets your site load faster, without interference, and it allows us to customize triggers in order to fire certain tags on certain pages.



Google Developers

■ Google Developer

The Google Developers API allows us to create and implement AdWords scripts that help us analyze data and maintain campaigns at scale. stack up against your top competitors in the AdWords auction.



TECH WE USE



■ Call Rail

For enterprise call tracking implementation, CallRail provides an excellent solution at an affordable price. From tracking calls down to the keyword in your AdWords account, to tracking calls from print ads, CallRail is a powerful tool.



■ Google Web Designer

Google Web Designer is an advanced web application that lets you design and build HTML5 ads, images, videos, and other web content using an integrated visual and code interface.



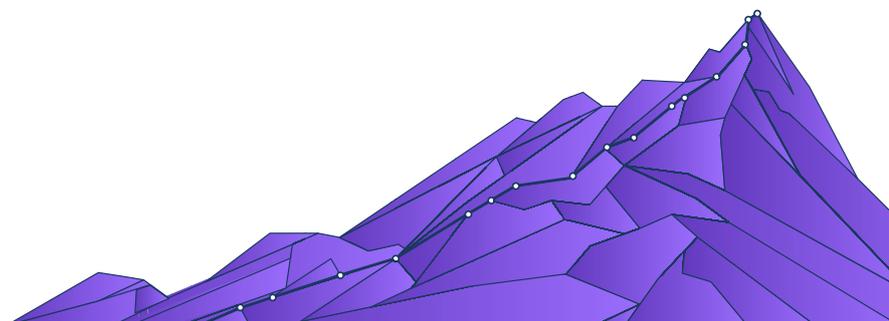
■ WordPress

WordPress is quite easy to use for beginners. It comes with a simple dashboard with different menu options listed in the sidebar. You can easily create posts and pages, customize your website design, add navigation menus, and more.



■ Figma

Figma is a powerful design tool that helps you to create anything: websites, applications, logos, and much more. By learning to use Figma, you'll take your first steps into User Interface Design and User Experience Design.



OUR TEAM

Meet our fully in-house team of professional Google Ads experts, Social Media Geniuses, Conversion Rate Optimizers, Copywriters, Web Developers, Market Researchers, UI and UX Designers, Creative Thinkers.



**H M Hamiduzjaman
(Shawon Kayum)**
Founder and CEO



Sanzida Afroz Tonni
Head of Operations and HR



Md Ziaul Haque
Lead Programmer



Shawon Khan
Executive Digital Marketer



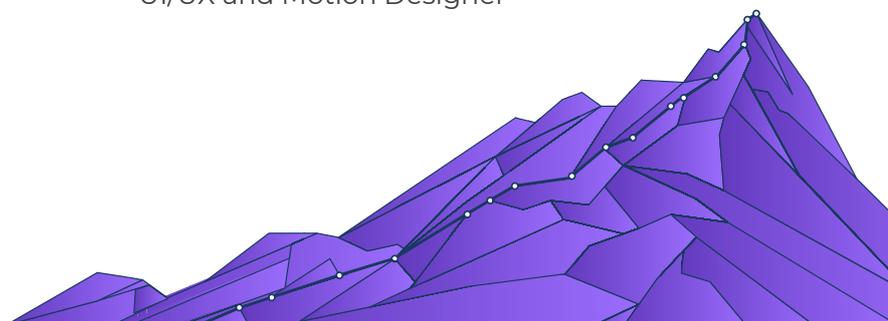
**Chowdhury Mobarrat
Haider Adnan**
Senior Digital Marketer



Prodip Kumar Sorkar
Web Developer

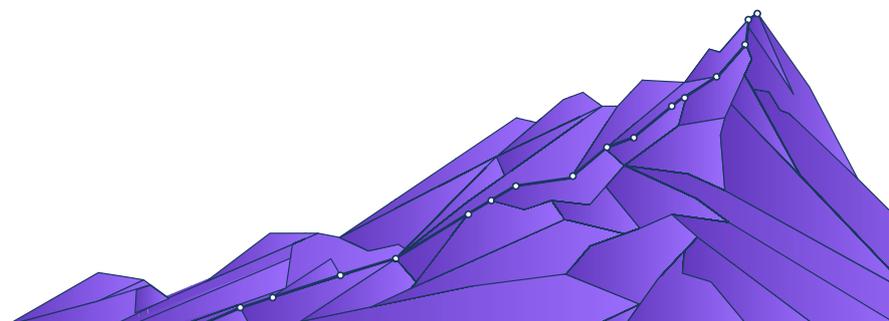
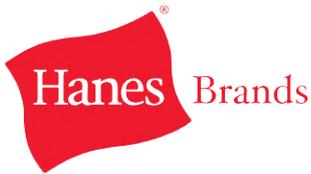


Sagor Hossain
UI/UX and Motion Designer



OUR VALUABLE CLIENT

High-impact Agency. Awesome Clients.
Both small and large companies have put their digital marketing budget in our hands. We spend those dollars very wisely.



CLIENT'S TESTIMONIALS

High-impact Agency. Awesome Clients.
Dgency team rocks, but you shouldn't take our word for it. Check out some of our client reviews below.



The Dgency team always comes with effective AdWords strategies for us. Their attention to detail is impressive, and their smooth communication with our team is highly appreciable. I would highly recommend working with Dgency.



Our Company has worked with many Agencies before, but none have stepped up like Dgency. They truly know their jobs and our practice areas very well. They are the Google genius when it comes to lead generation for our Company.



Dgency team works with great professionalism, and they consistently update our landing page so that we can convert more web traffic as customers. They helped us on conversion tracking and finding genuine leads.



Grand Leisure Travel

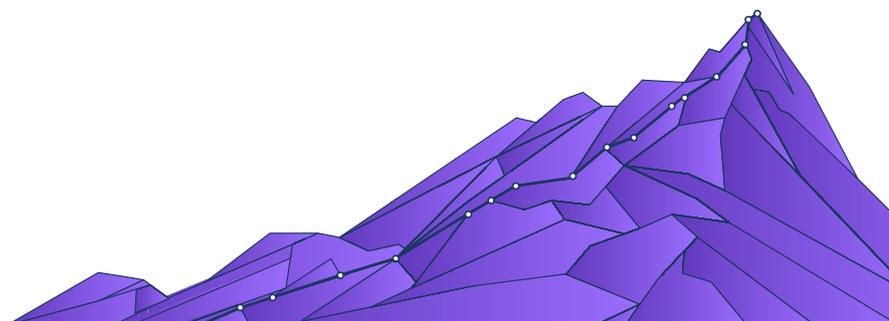
Everyone at Dgency is kind, courteous and highly professional. They always make sure they put your requirements first and really take the time to find out who you are and what your requirements are. I would highly recommend them to everyone!

RUBY.

They are definitely "on the ball" and they certainly know what they are doing for our business growth. I highly recommend Dgency.



Great return on paid search marketing. Friendly, professional, prompt, efficient, and effective PPC management service.



CLIENTS CASE STUDY

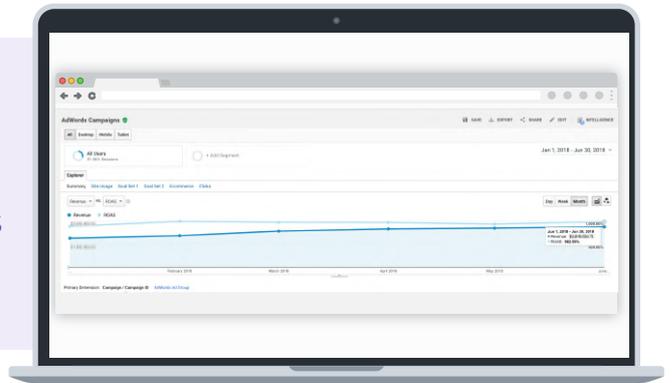
FASHIONPHILE

Fashionphile is the leading and most trusted source in the secondary market for luxury, vintage, rare, and limited edition handbags. After working with Dgency, Fashionphile has seen a noticeable uptick in their transactions while also seeing a decrease in their Cost-Per-Acquisition (CPA). They've not only seen improvements across the board

in terms of PPC metrics, sales, and actual revenue, but their ROAS (the actual return on their ad spend) has improved by 28% — building more and more confidence in their digital campaigns.

How We Did It

- Restructured Shopping Campaigns
- Built RLSA Campaigns For Search
- Built SKAGs For Best-Selling Brands
- Restructured Display Remarketing

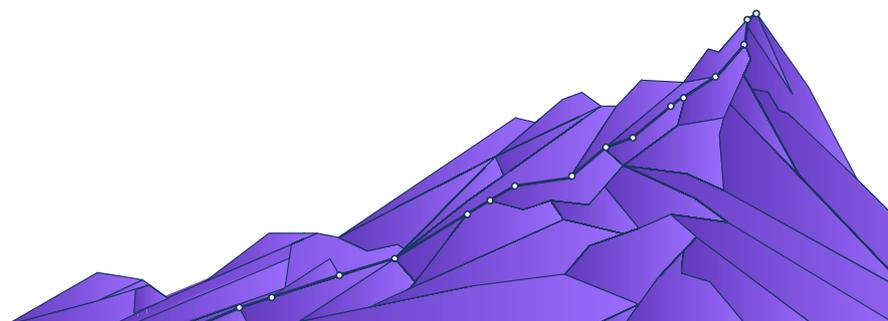


↑ 28%
Increase in ROAS

↑ 36%
Increase in Transactions

↑ 54%
Increase in Revenue

↑ 64%
Increase in Sales Leads



CLIENTS CASE STUDY

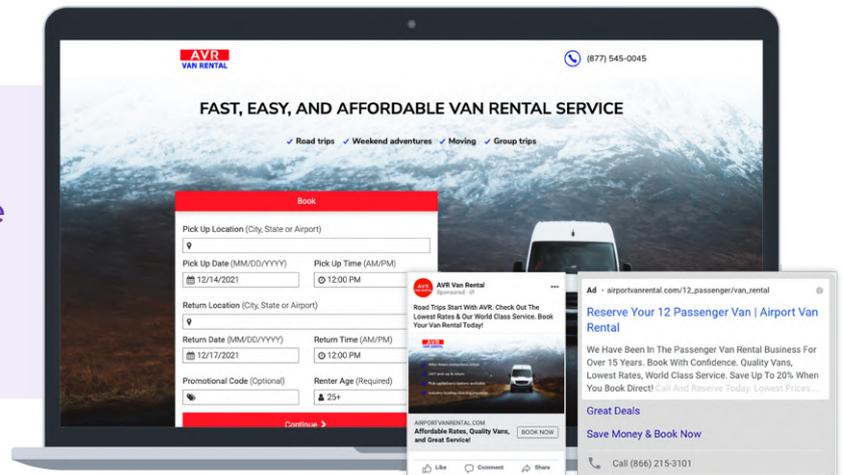
AVR
VAN RENTAL

Airport Van Rental has been the industry leader in van rentals for the past 20 years. Being the first van rental company in metropolitan cities such as Los Angeles, San Francisco, San Jose, Oakland, and Las Vegas, Airport Van Rental provides specialized and personal services that no other car rental company can match to date.

Airport Van Rental chose to hire the experts at Dgency for PPC guidance to minimize AVR's CPA while still increasing their conversions. Airport Van Rental admired the scientific approach Dgency took in their campaigns to help them achieve consistent results.

How We Did It

- Smart Bidding Strategies
- A/B Testing Landing Page
- Ad Schedule
- Converting Ad Copy

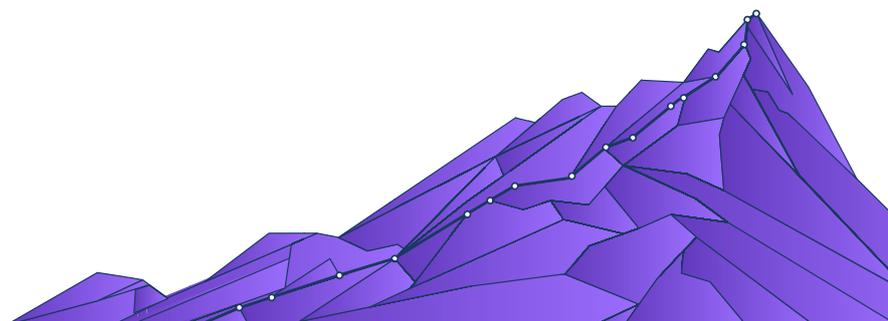


↑ 17%
Increase in Conversion Rate

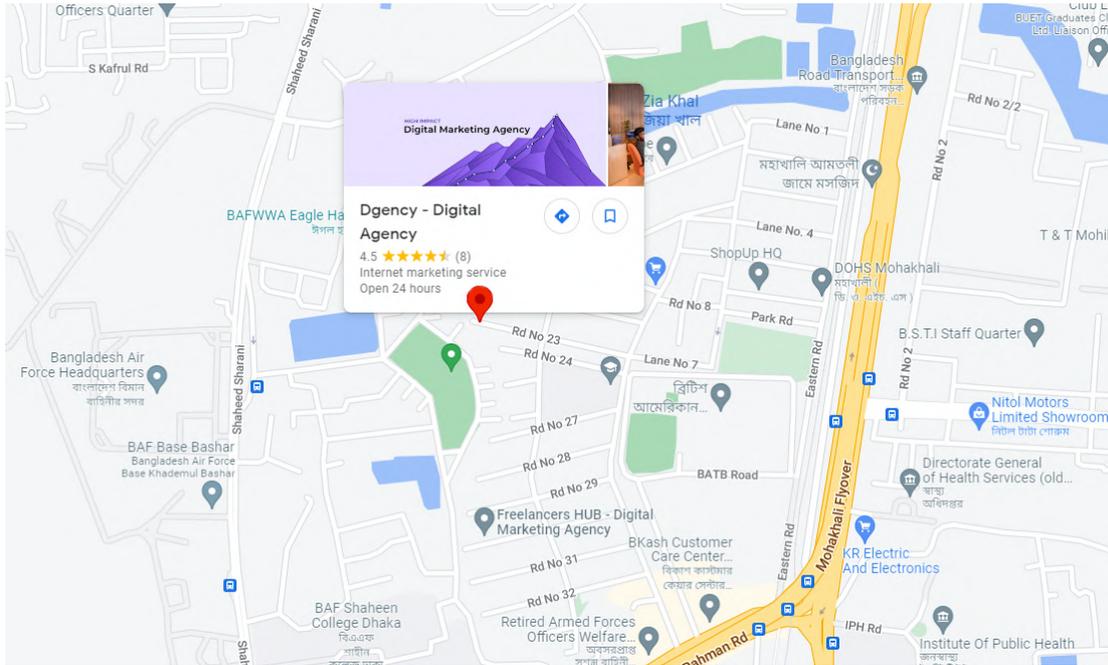
↑ 22%
Increase in Revenue

↑ 30%
Increase in ROAS

↑ 54%
Increase in CTR



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