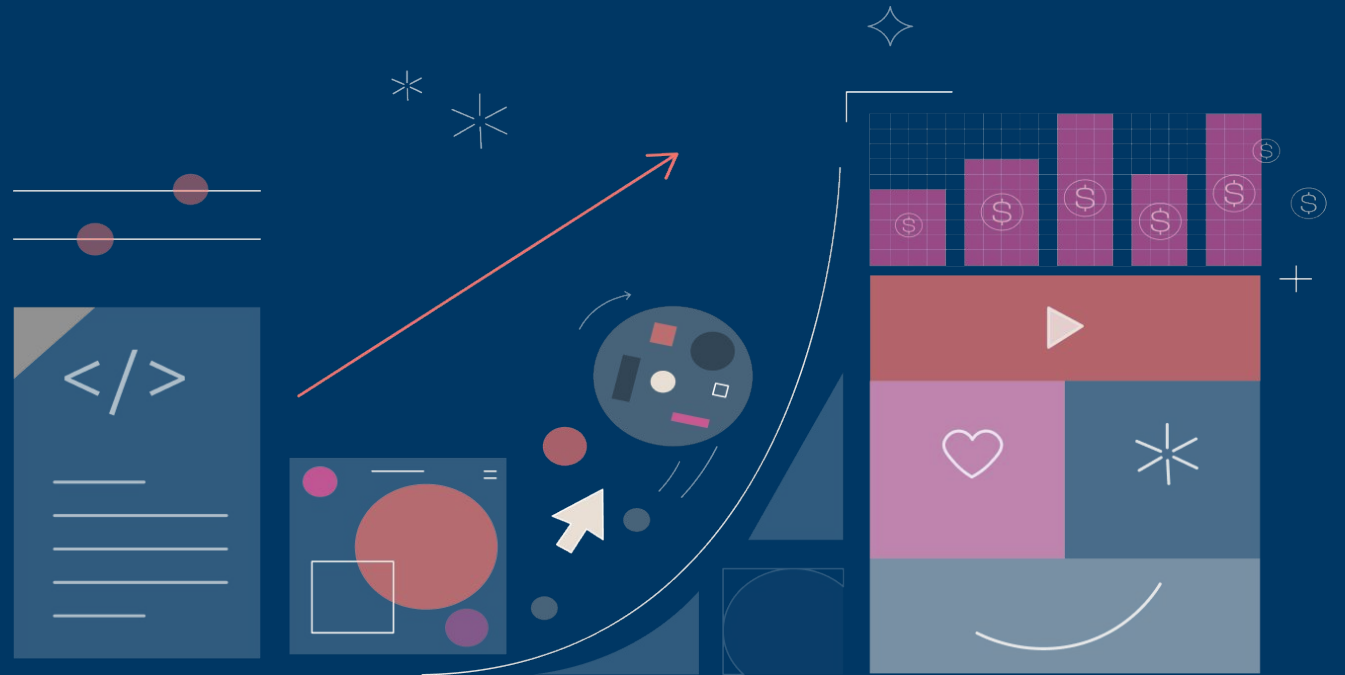


Accelerate Your
Digital Journey with

iffort

Your Technology
& Digital Marketing
Partner



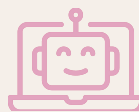


if fort

BUILD | GROW | ENGAGE



About **iffort**



Founded
in **2010**

Offices
in Delhi and
a presence in
Dubai and
Canada

40+
Innovators

100+
Product and
Web-app
development
Projects

10mn USD+
Performance
media budget
managed

200+
brands
served

100+
Integrated
digital
campaigns



Clients

EC-COUNCIL
UNIVERSITY
ACCREDITED. FLEXIBLE. ONLINE.



fit **on** click
fitness wellness sports

cyviz

AstraZeneca



Max Bupa
Health Insurance

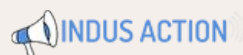
trav**HQ**



TAJ
SAFARIS

lonely planet

Radisson
NOIDA



Lilly



fitze
Rewarding your steps



MEDSTARS

CreditEnable

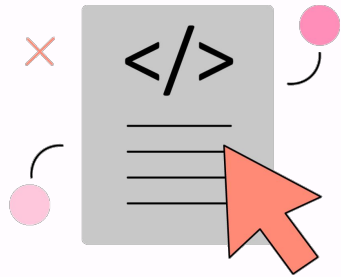
KOGO



HCL HCL HEALTHCARE

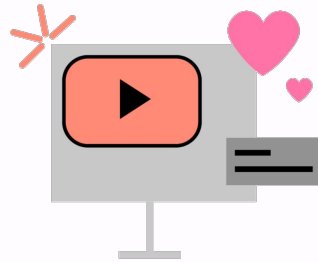
wellthy
THERAPEUTICS

Core Verticals



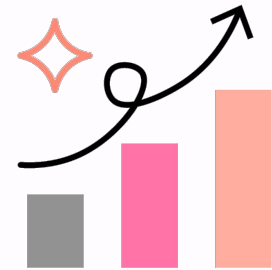
BUILD

We specialise in designing and developing websites & apps that create immersive & engaging digital experiences, using cutting-edge technology.



ENGAGE

Engage your audience like never before with our targeted content strategies, tailored to your brand's unique personality.



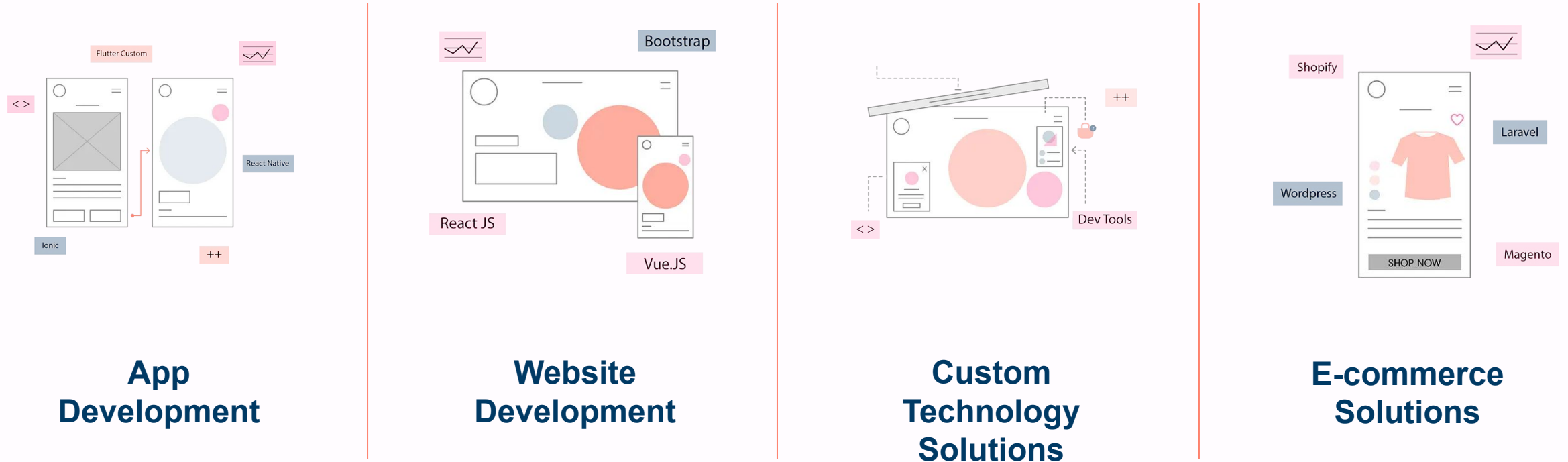
GROW

We use data-driven insights & proven techniques to deliver measurable ROI & help increase profitability through high-converting campaigns.

BUILD

Our software development approach prioritises agility, adaptability, and customer-centricity, following the globally accepted agile methodology.

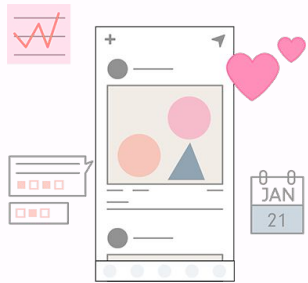
Key services



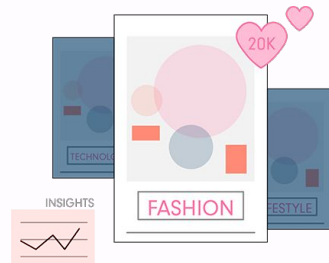
ENGAGE

Our multi-pronged approach fuels engagement across the digital world. We craft compelling brand stories that make your brand stand out, using targeted content strategies.

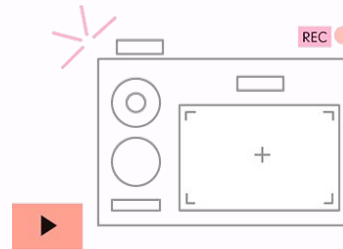
Key services



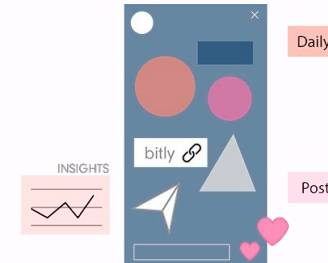
**Content
Strategy**



**Influencer
Marketing**



**Video
Production**



**Content
Distribution**



**Social Media
Marketing**

Content Formats we can create



Text

- Article (short & long)
- Ghost-written Article
- Listicle
- Blog
- Whitepaper
- Case Study
- Glossary
- SMS
- Webpage Copy



Design

- Infographic
- Mini-infographic
- Micrographic
- Data Visualization
- Report
- Illustration
- Photo-series
- Whitepaper
- Emailer



Video

- Dramatized
- Non-dramatized
- 2D Animation
- Motion Graphics
- Product Explainer
- GFX
- Case Study
- Whiteboard Animation



Interactive

- Quiz
- Poll
- Personality Test
- Micro-site



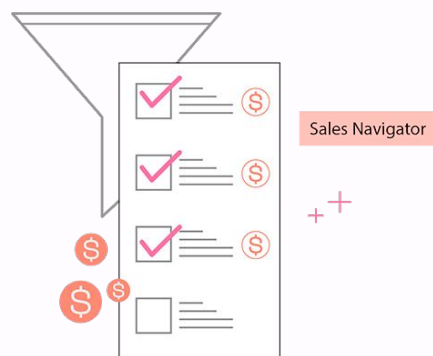
Seeding

- Publisher Platforms
- CDN
- Influencer
- Marketing Test
- Blogger

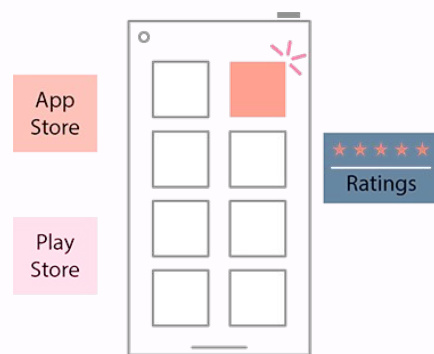
GROW

We collaborate with marketers to optimise their ROAS and ROI goals, enhancing lead acquisition workflows at all stages of the funnel.

Key services



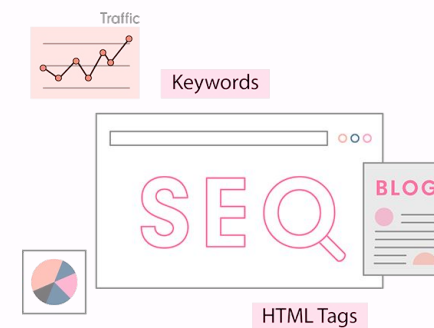
**Lead
Generation**



**App
Acquisition**



E-Commerce

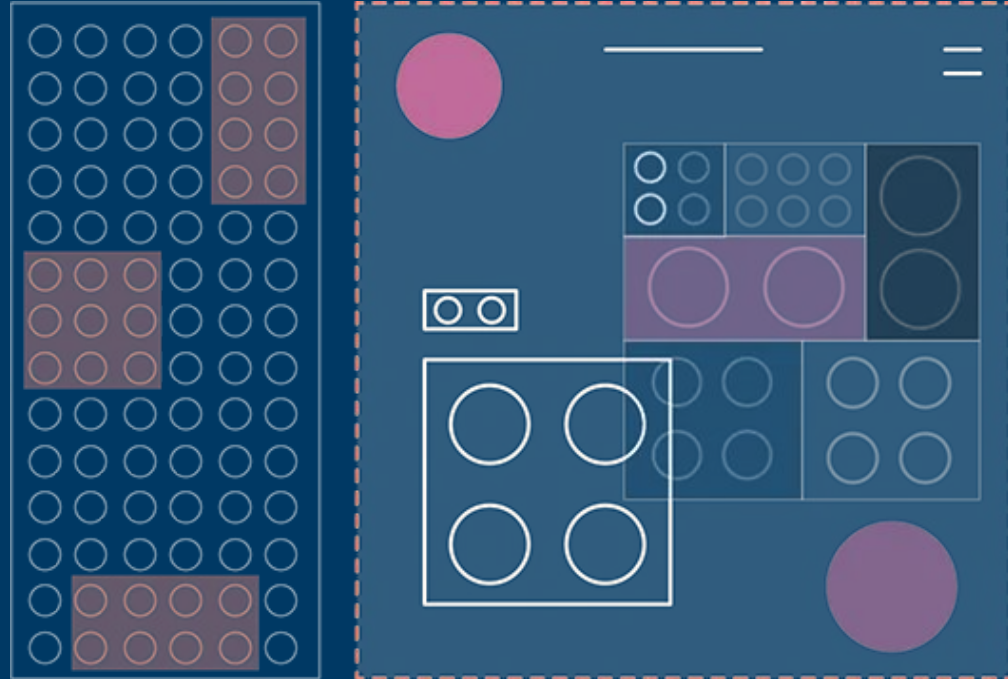


SEO



BUILD

CASE
STUDIES





Fitze



How Iffort Helped Create a Revolutionary App That Rewards
Users for Stepping Up



iffort

Fitze is a fitness rewards app in the United Arab Emirates, designed to help users incorporate wellness into their day-to-day life, while winning exciting rewards.



Conceptualized

We established the app's features and capabilities during the ideation phase, determined the target demographic and their demands, and created a user interface that offers a great user experience.



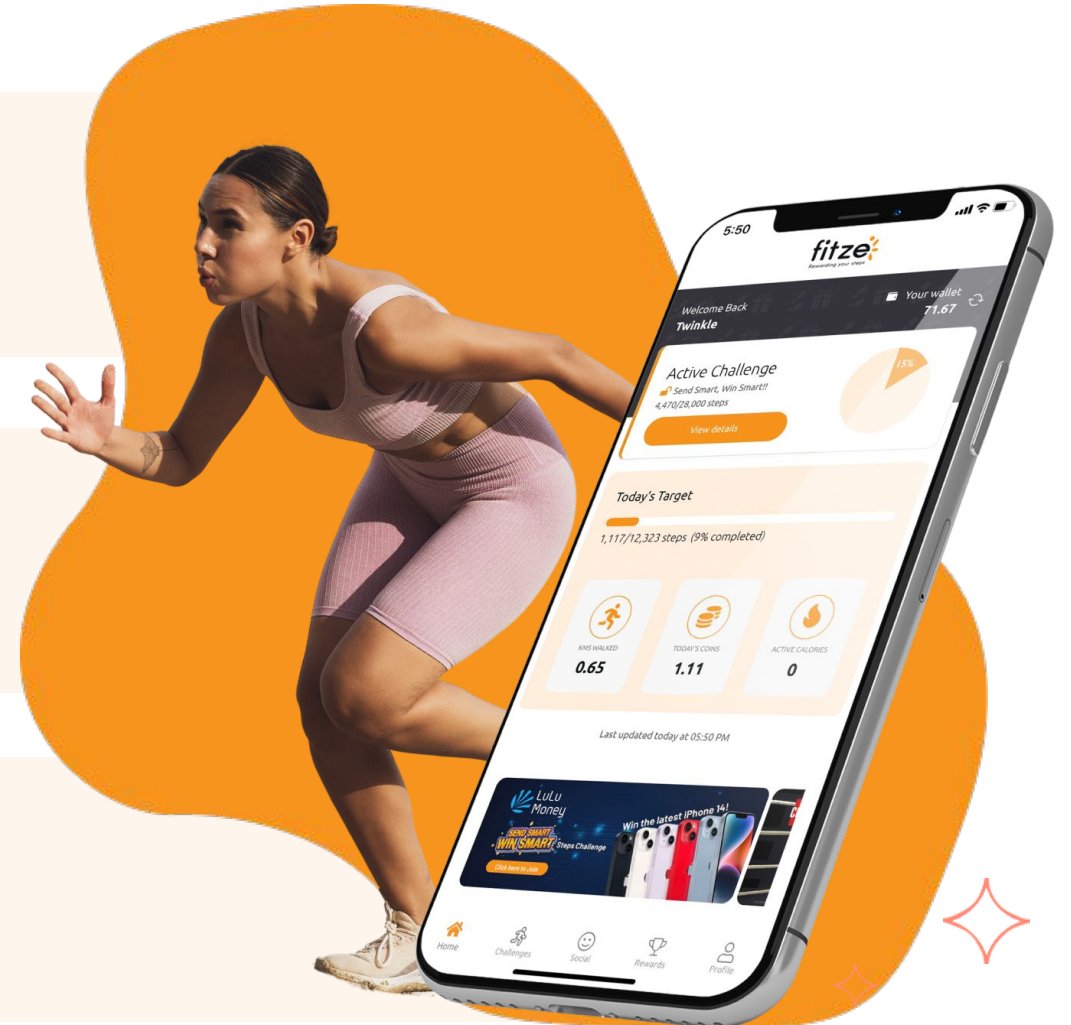
Developed

We developed the app with seamless functionality & advanced features, leveraging the latest mobile app technologies to create an engaging and responsive user interface. Front-end: **React Native** | Back-end: **Laravel**



Launched

We launched the fitness application across various platforms after thorough testing and refinement. The app store listing was optimised to improve search visibility and user downloads. We continue to optimize the app's performance.



How does the App work?

Download the
free mobile
app



Connect with
your smart
device



Take a step &
earn coins



Redeem big
rewards for
every step



Features

Rewards: The feature inspires an active lifestyle and behaviour change by offering coins for every step taken. The coins can be redeemed for big rewards from exclusive brands in the UAE, making daily activity fun.

Challenge: The feature encourages users to push their limits. Big prizes certainly add to the joy of walking. Apart from challenges open to the public, the app also has corporate contests to promote wellness across an organisation

Social feed: We enabled social sharing in the app so that users could share their fitness related successes and goals. This not only encourages users to support and motivate each other but also gives them an interactive & personalised experience, enhancing their motivation and satisfaction.



And they are making headlines



Fitness Tech Startup of the Year
UAE Business Awards 2023



Consumer Tech Startup of the Year
Gulf Business 2023




Startup of the Year
World Corporate Summit 2023




Fitze is running successfully in the UAE


The app has crossed 65,000 satisfied users, and is counting. It has gained 50K downloads since its inception. We are proud to be a part of this project that incentivises residents to adopt a healthy lifestyle, in an environment where exercise has no room in their schedule.




75k +
Redemptions



50k
Registered users



60k
Total downloads






KOGO

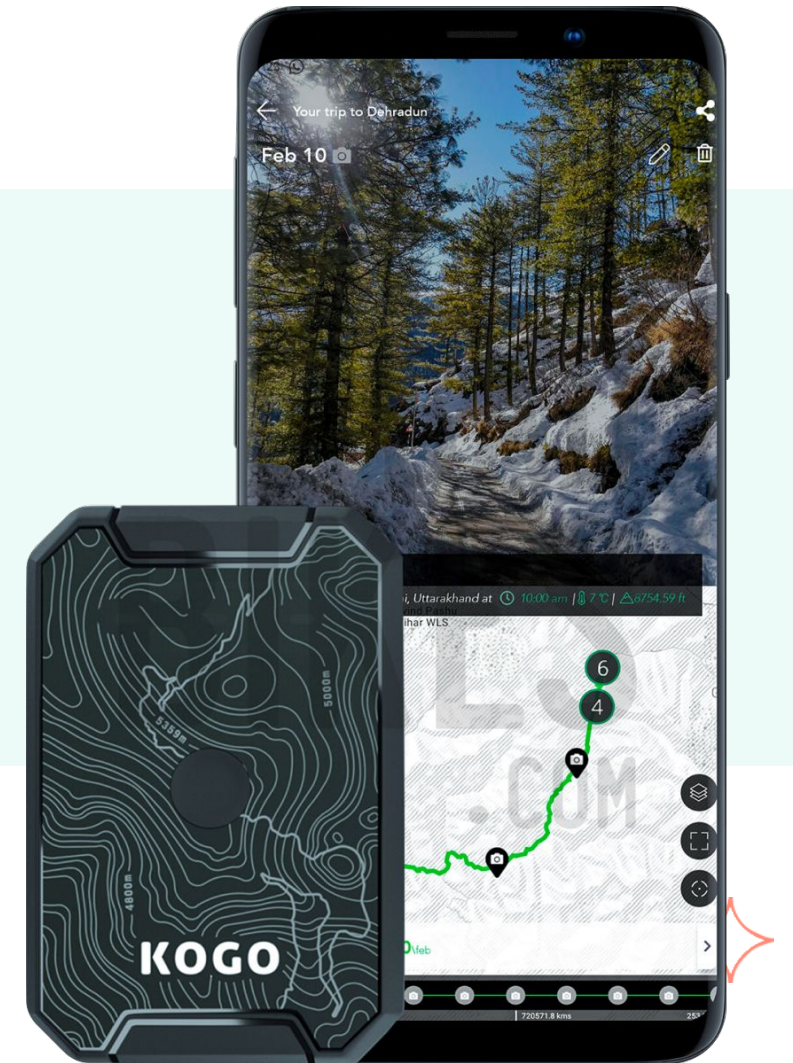
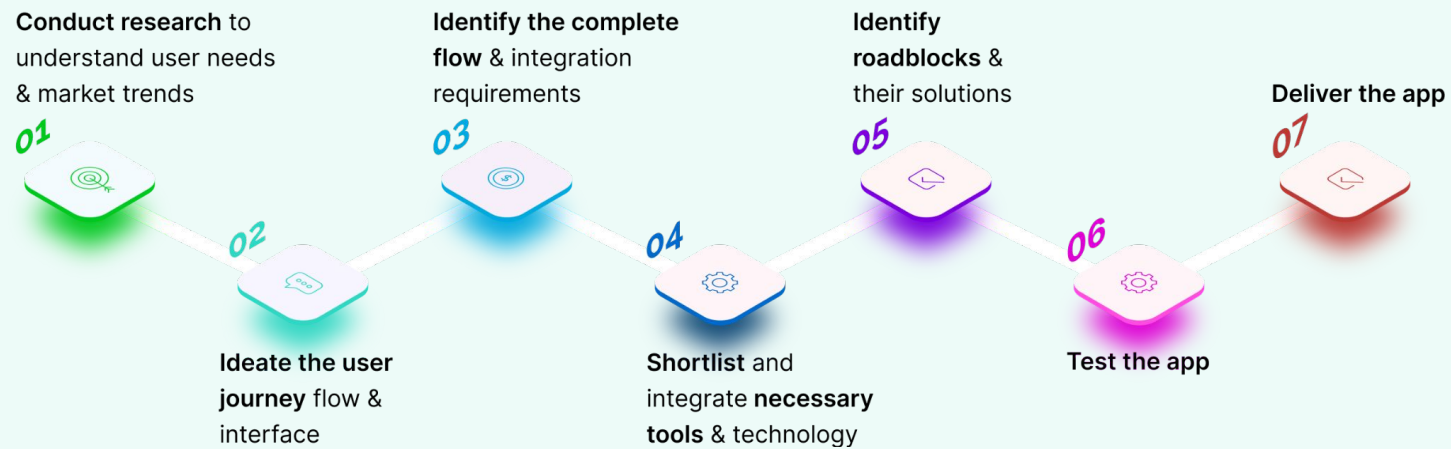


Unlocking the power of AI to tell your travel story in a
one-of-a-kind-app



iffort

KOGO is a GPS enabled device-cum app combo that automatically converts your trips into beautiful travel videos and rich stories.



How does the App work?

Attach and Start

Attach the Kogo bot to your vehicle and start a trip on the Kogo app by entering the destination and sharing preferences



Start the trip

The Kogo bot tracks the journey using dedicated GPS and sensors to map the route.



Record the journey

The Kogo app creates AI-enabled multimedia stories of your travels, including route, time, temperature, stops, and pictures/videos of your journey.



Share your story

The stories are then posted on the Kogo smartphone app for followers to see.



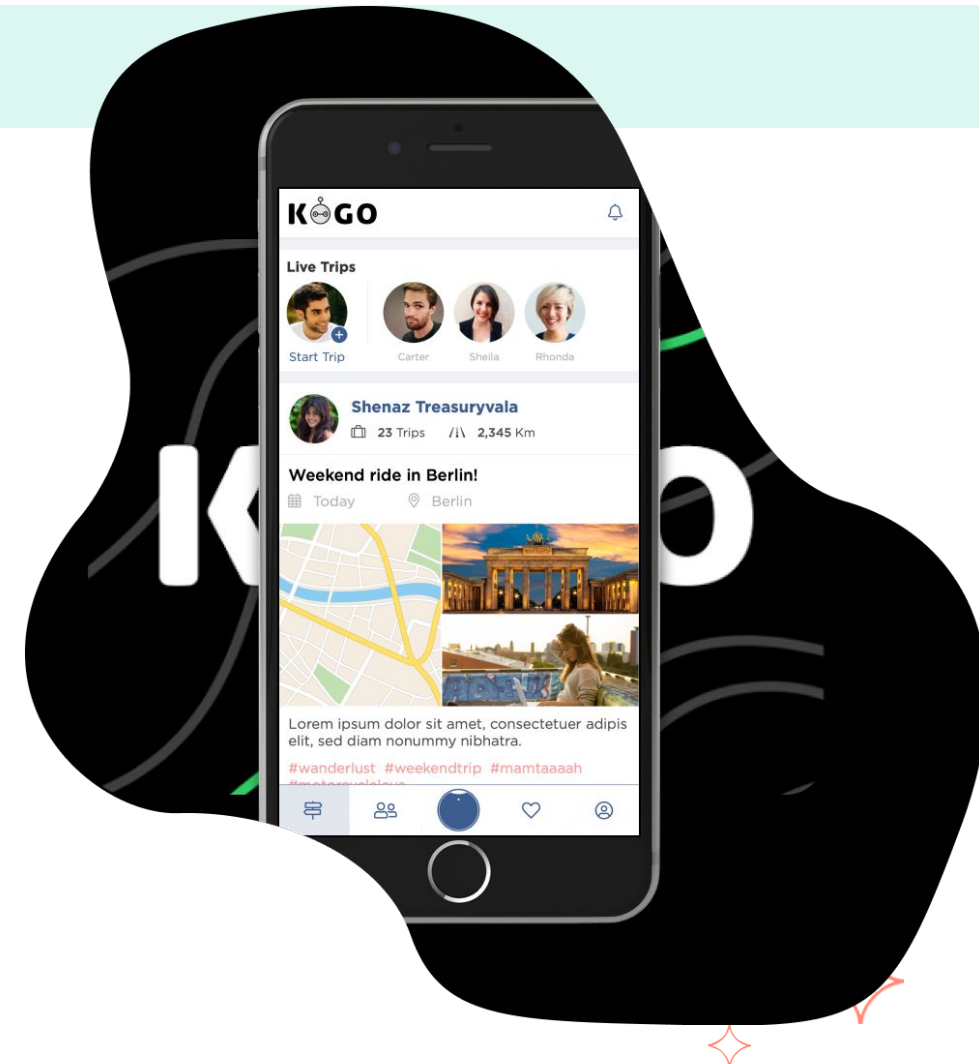
FEATURES

Versatile and Long-Lasting: The device can be mounted on a motorcycle, a car's dashboard, or placed inside a backpack. Besides, the battery lasts up to ten days on a single charge.

Get Catchy Auto Generated Captions: Simply input your destination, & watch as the software automatically generates fun trip titles, descriptions, captions & hashtags for your social media posts.

Never Miss a Beat: Kogo adds social media posts about missed events on your trip, even if you didn't stop, by automatically creating posts with license-free event images.

Collaborate with Other Users: Invite other groups to collaborate on your trip, share your experiences and build a comprehensive travel log.



It's been talked about

Business
Standard

Useful companion for
travellers

Business Standard



'The software is what
makes the KOGO
magic come alive.'

Bigbadbikes.com

One of the leading road trip platforms powered by AI,

Kogo successfully launched a new generation travel currency. We loved working on the ever evolving app that empowers travel enthusiasts to connect and share their experiences.





ATS

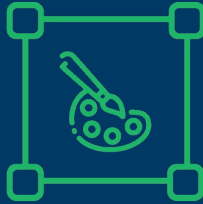


This is How a Website Revamp Transformed a 22-Year-Old
Real Estate Business

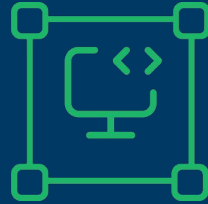
ifort

Since 1998, ATS Infrastructure Limited, an Indian real estate company, has built housing developments with unique craftsmanship. The company has delivered nearly **2.8 million square meters of residential space**, with a dedicated workforce, exceptional in-house construction, security facility, maintenance teams, and unrivaled brand equity.

OUR ROLE



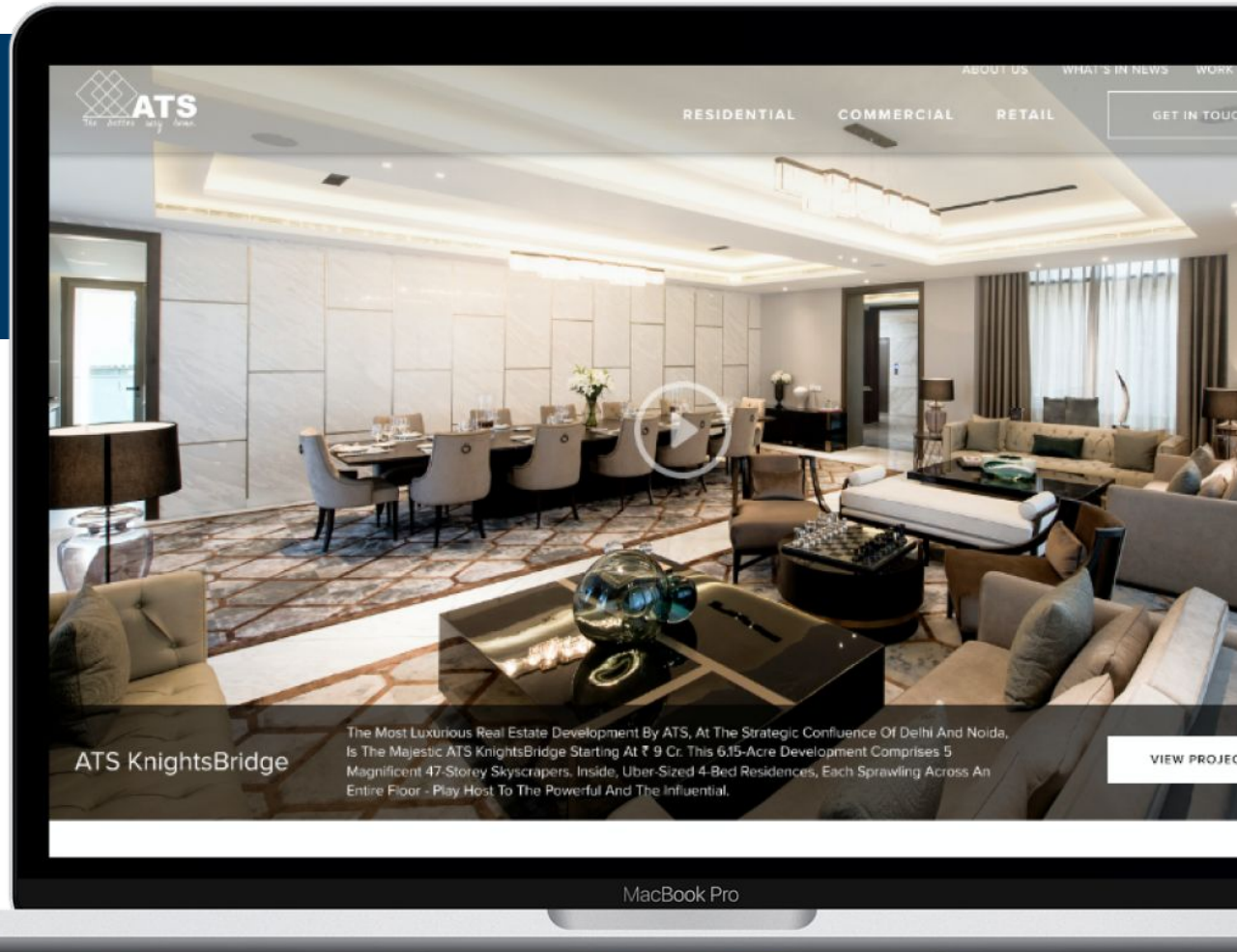
Design



Development

Modernising website design while maintaining internal software compatibility

For a real estate business that's more than two decades old, it was important to create a new website that balances aesthetics with functionality. Additionally, it was important to ensure compatibility with the company's internal software.



Goals

#1

Engage Visitors with Visually Stunning and Intuitive Design

#2

Simplify Website Management with a Reliable Backend Infrastructure

#3

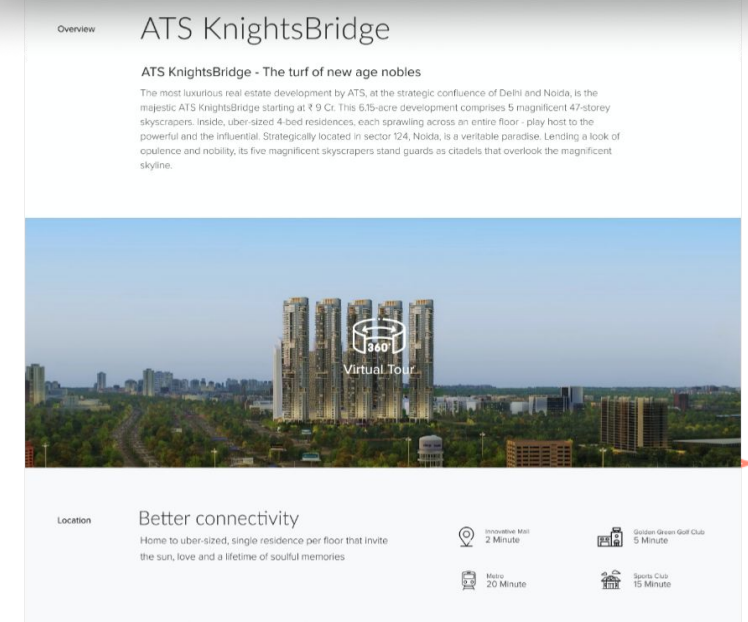
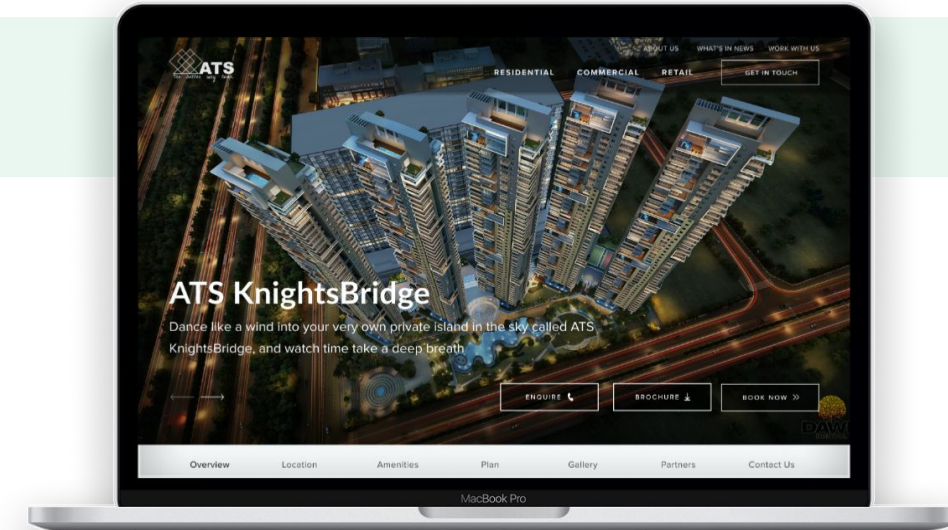
Deliver Seamless User Experience on Any Device

#4

Boost Productivity with Internal Software Integration

This is how Iffort created value

- Iffort used an agile approach to manage their project. The project had seven stages, and each stage had a specific deliverable that was used to track its success metric. The agile approach allowed Iffort to monitor progress at each stage.
- Additionally, the stages were mapped via a timeline tracked by a Gantt chart to ensure a timely delivery of the entire project
- Crucial requirement of backend feasibility for data management was developed with utmost precision.
- The testing phase included validation of website integration with organisation's internal softwares for proper data fetching.



Creativity for Creation Award



Iffort won the the **Creativity for Creation Award for ATS** in the online market segment at the ACEF 11th Global Customer Engagement Forum & Awards.

Tools Used

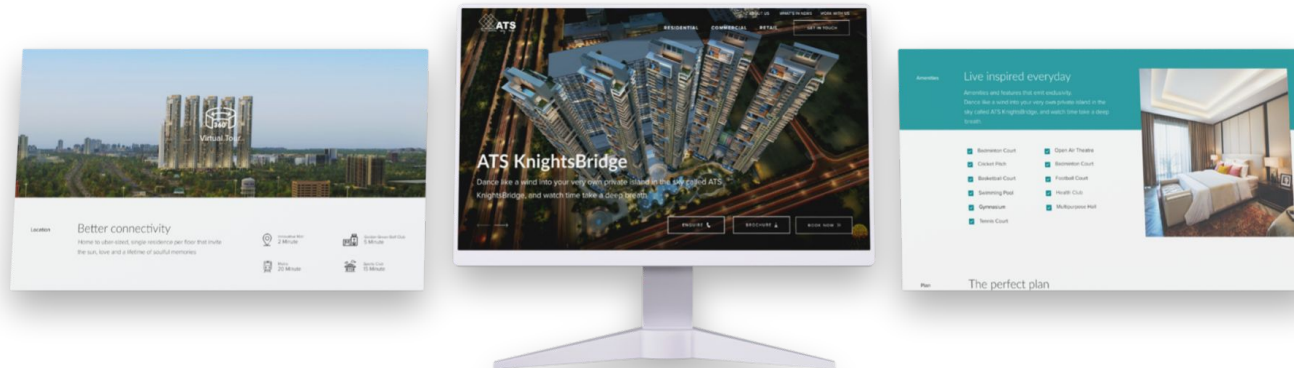


Front-end: Bootstrap,
HTML, JS, CSS

**Server side
Language:** PHP

Framework:
Wordpress


Database: MySQL



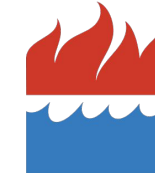


Harper Collins

How We Revamped HarperCollins India's Website into a
Reader's Paradise



ifort

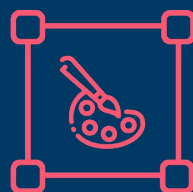


HarperCollins

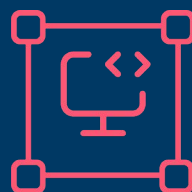
HarperCollins is the world's second-largest consumer book (English-language) publisher. The 200+ year-old company is headquartered in New York and has publishing operations in 17 countries. It is known to have more than 120 branded imprints worldwide. HarperCollins publishes around 10,000 new books annually in 16 languages, and boasts of a print and digital catalogue of more than 200,000 titles.

Nobel Prize, the Pulitzer Prize, the National Book Award, the Newbery and Caldecott Medals, and the Man Booker Prize.

OUR
ROLE



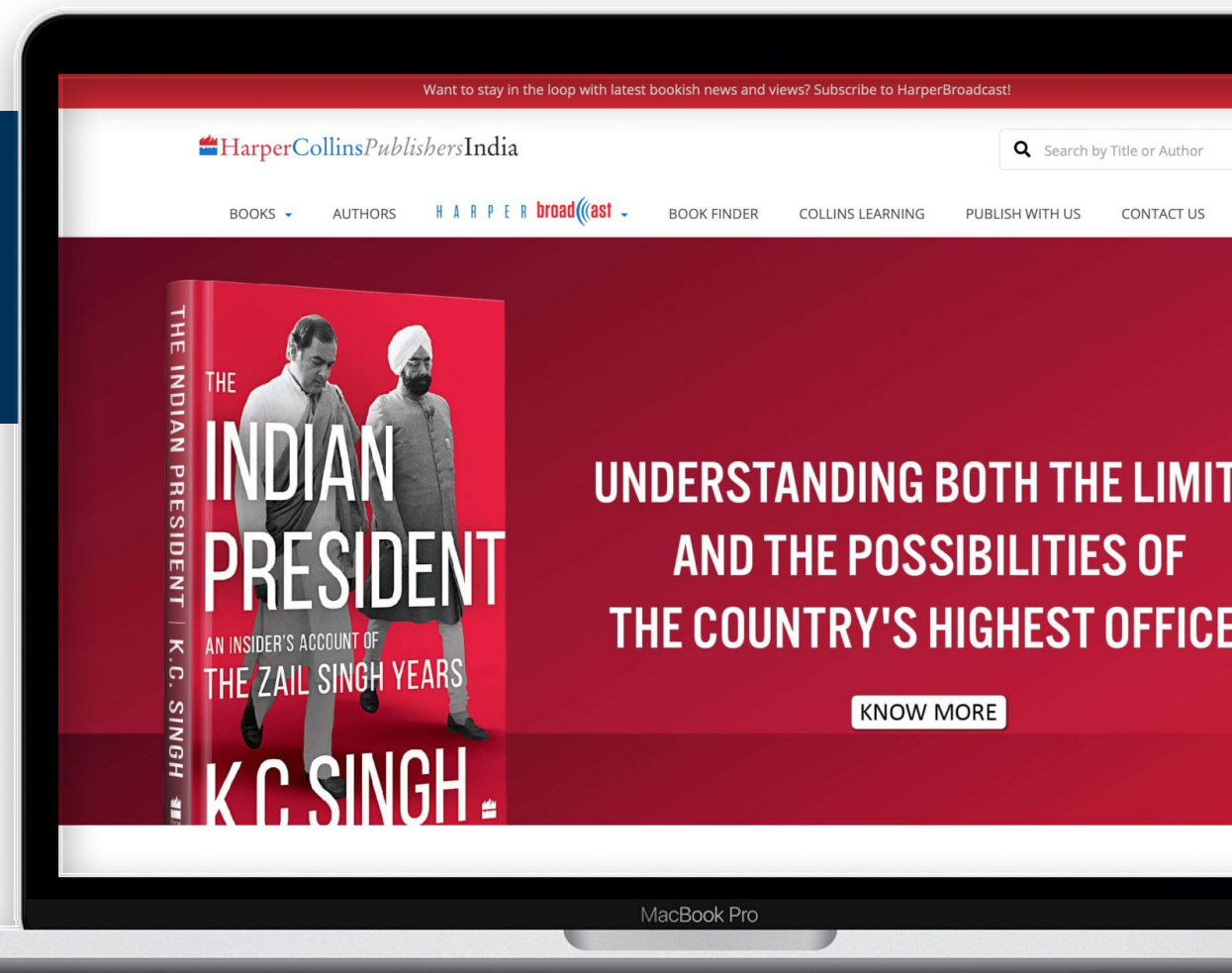
Design



Development

Finding Your Next Read Was Never This Easier

For a publisher that's among the top five, it's important that book lovers feel they were in for a treat while browsing its website. Imagine visiting the website and not being able to find the title you were looking for. Hence, to address the key issues, Iffort suggested a full redesign and development.



Goals

#1

Revamp the Site's Architecture & Navigation

#2

Enhance the Overall Look & Feel

#3

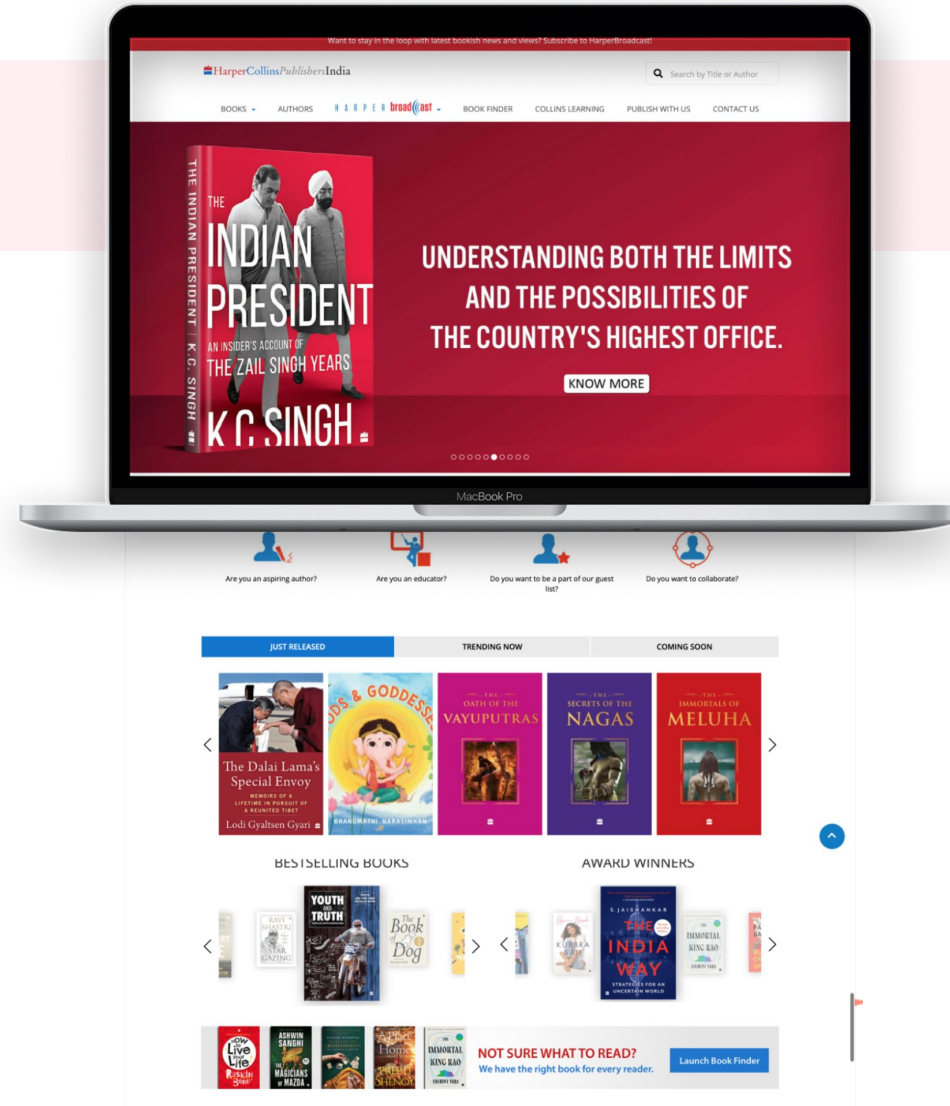
Simplify Discovery of New Titles

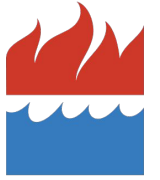
#4

Boost Search Engine Rankings

How Iffort brought life to the website

- After conducting rigorous brainstorming and extensive analysis of the website, we identified elements that required immediate attention, including page load speed & suggested a complete revamp from both design and development perspective.
- To enhance the overall aesthetics, we worked with their existing colour palette and incorporated white space and imagery. While keeping the existing information architecture, we created clear paths and concise copy to help book readers find what they were looking for.
- Iffort employed advanced technologies such as WordPress and PHP to build interactive features. The ease of use and visual appeal made the experience engaging for book lovers.

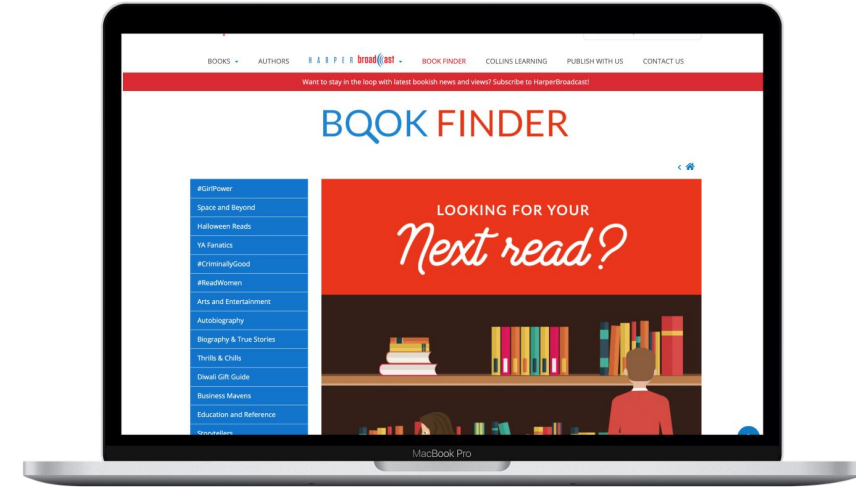




HarperCollins

How Iffort brought life to the website

- We created an interactive feature called the Book Finder which provides users with an efficient, user-friendly browsing, allowing them to find and purchase books easily. It proved to be a lifesaver for book lovers
- Along with the redesign of the website, the load time performance was improved and the site architecture was refined, making it more engaging.



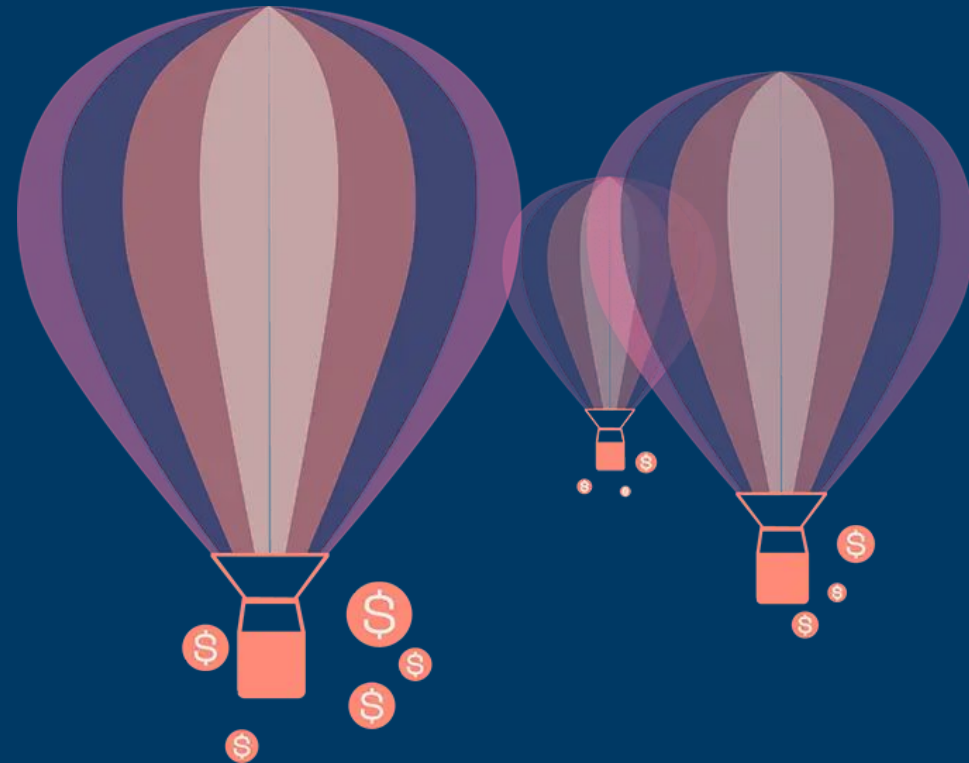
Best Use of Website in 2020



For all the efforts made, the HarperCollins website won the **ET Brand Equity Digiplus Award for the Best Use of Website in 2020**

✧
✧
GROW

**CASE
STUDIES**





Antara Senior Residence

That's how to overcome a taboo and also achieve 56x ROAS

iffort

Antara is more than a real estate brand as it focuses on senior care and holistic living. Their independent living residences in Dehradun and Noida are tailored to the needs of seniors, with an emphasis on safety, security, and well-being.

Objective

The main objective of the campaign was to drive purchase of the brand's senior living residences in Dehradun and Noida, despite the lockdown. **In addition, the campaign aimed to challenge negative stereotypes about eldercare and establish Antara as a reputable provider of senior care services.**

Challenges

#1

When the lockdown was imposed in mid-2021, Antara noticed a sudden drop in the search volume and the user interest. Staying indoors became critical for the well-being of the users and the overall performance of their ongoing campaign was affected.

#2

The sales team couldn't facilitate site visits to prospective clients. Even the competitors started bidding higher to acquire potential users.

Thus, the cost per click and cost per lead increased exponentially.



The razor sharp strategy that drove sales, despite the lockdown

- Iffort approached the challenge with a targeted strategy, using a variety of keyword types and built the audience through remarketing and custom lists.
- The advertisements were pushed on multiple platforms such as YouTube, Google, Facebook, and LinkedIn.
- In order to optimise the strategy, Iffort refined the audience based on hyper-local, income, and age parameters, and excluded audiences based on non-workable leads.
- We also optimised the bids based on user search behaviour, cost per lead, and click, and used contextual content to improve ad quality score.



Additionally, campaigns were segmented and funnelled to better understand user behaviour, filtering out uninterested users.

Outcome

Total Sales Through Digital

27.9 Cr

Digital ROI

56 x

Customer engagement/turnout/footfall

Leads captured (Antara Dehradun Residences)

2,518

Leads captured (Antara Noida Residences)

3,567



Norton

Increased the ROAS by 142% on Amazon ads

iffort

Established in 1990, Norton is a leading global computer security firm that offers a range of antivirus and security software for PC, Mac, and mobile devices.

Objective

Although Norton's digital channels, including the brand's native website, contributed significantly to the brand's online sales, **the brand wanted to scale it by leveraging Amazon's massive customer base in India. Building brand awareness was the second main objective.**

Challenges

- #1** Standing out in the Amazon ecosystem as there were several brands that had similar portfolios and price points.
- #2** The easy availability of free products in the antivirus category
- #3** Higher pricing for its entry-level antivirus compared to competitor



Our approach:

- Iffort analysed historical data to determine patterns and sweet spots for each campaign type and product, and used tools such as Amazon Pi and Jungle Scout to conduct competitor research and determine advertising Share of Voice, sales, and top category keywords.
- Iffort also performed extensive keyword research for each product SKU, considering user behaviour and patterns from historical data.
- The selected keywords were placed into broad and phrase match campaigns with low bids, while profitable keywords from past data were put in a separate exact match campaign with high bidding in order to increase ad frequency.



Outcome

Decrease in CPC by

36%

for sponsored product ads

Increase in ROAs on Amazon by

142%

Increase in CTR by for sponsored
product ads


74%





MedStars

Increased Medstars' patient bookings to 400% through SEO



iffort

Medstars is a digital health platform which enables patients in the UK to **search for, compare, and book doctor consultations**.

Objective

Apart from increasing bookings on the platforms, the objective was to amplify brand awareness.

Challenges

#1

The healthcare industry holds strict laws around consent and patient information.

#2

Team Iffort spent substantial time to understand the limitations and create a solution to overcome the identified challenges.



Our approach:

- Every business needs to be Google search-friendly, and Medstars was no different. Since a majority of patients use Google to find a credible health practitioner, a scalable SEO strategy was the perfect opportunity for Medstars to reach out to their potential customers.
- The implementation of the same included optimising keywords related to their specialties, linking to other pages on their website, and engaging in activities that increase the number of external links to their website, also known as backlinks.



Outcome

Increase in Blog Traffic by
900%

Increase in Patient Booking by
400%

Increase in Total Users by
300%

Pages moved to top on SERPs

100 +





Vested Finance

Reduced Customer Acquisition Cost by 177%

iffort

Vested Finance is an SEC registered investment advisor enabling sustainable wealth creation by simplifying US investing for Indians. Their mission is to **allow everyone to invest in their favourite global brands in an affordable and hassle-free manner.**

Objective

The main objective was to increase the app installations and get quality investors.

Challenges

- #1** Crowded market
- #2** Negative sentiment towards the global stock market
- #3** Attracting quality investors
- #4** Limited control over automated app campaigns



Our approach:

- Iffort's approach involved optimising for customer acquisition by targeting prospects at a lower cost and using remarketing campaigns to drive in-app actions.
- To overcome the limited customisation options available on universal app campaigns, Iffort utilised multiple customer data touchpoints, such as custom and lookalike audiences, to run acquisition campaigns on Facebook.
- To ensure that spending was focused on high quality customers, Iffort tracked targeted in-app actions and conducted regular A/B tests to find the best fit at each stage of the funnel.



Outcome

Completion rate of the targeted in-app actions

30%

Reduction in customer acquisition cost

177%





Cyviz

Unlocking growth for a global technology provider in conference rooms & control rooms solutions



iffort

Established in 1992, Cyviz is a global technology provider for comprehensive conference rooms, control rooms and experience centres. **The company serves global enterprises and governments with the highest requirements for usability, security and quality, that engages people, encourages collaboration, and accelerates decision-making.**

Objective

The main objective was to increase lead conversion, build conversion pipelines, improve conversion rates in different regions, and establish and develop new markets.

Challenges

#1

There were multiple challenges, including a limited audience pool, a premium-priced service, the need to optimise the landing page for different geographical locations, a high cost per conversion, and a long lead conversion cycle.

#2

The goal was to effectively market the premium-priced service to a relevant audience despite variations in preferences across different regions.



Our approach:

- Iffort's strategy involved targeting a specific, relevant audience through the use of Google search ads and targeting keywords with high relevancy and low search volume.
- We structured the campaign around keywords related to Cyviz's control room and meeting room solutions, as well as targeting competitors' customers through the creation of a custom audience.
- The collaboration expanded to North America and Europe markets after the success of the campaign in the APAC and ME regions..



Outcome

Increased CTRs

50%

Increased ROAs

30 x

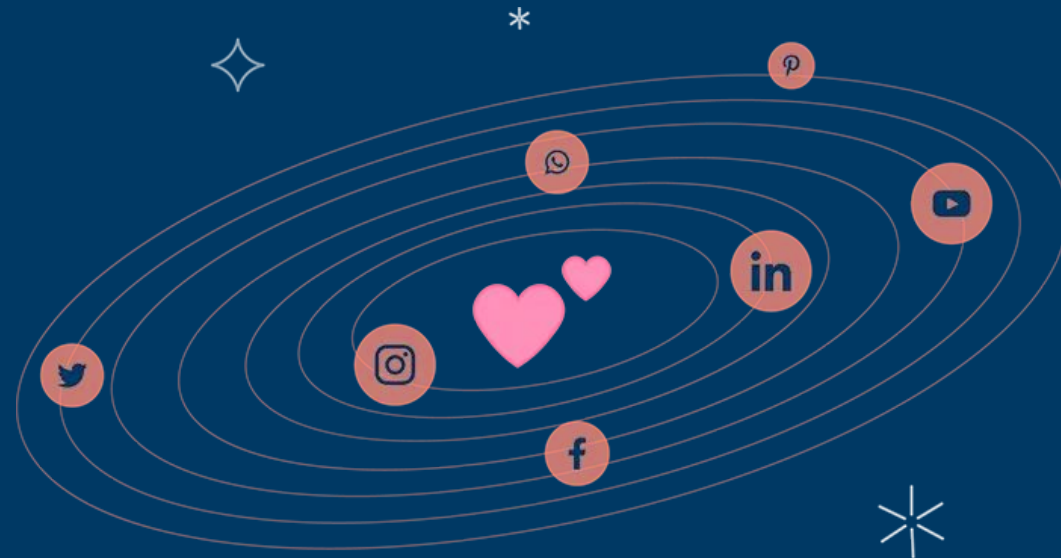
Reduced average CPL

30%



ENGAGE

CASE
STUDIES





Niva Bupa

Unlocking the power of storytelling to drive engagement

iffort

Founded in 2008, Niva Bupa Health Insurance Company Limited is an Indian health insurance company headquartered in New Delhi, India. It started as a joint venture between Max India Limited and Bupa, the UK-based international healthcare group.

Objective

Most people believe that if they are young and healthy, they don't need health insurance. In addition, there are many more **common misconceptions about health insurance in India and the objective of this campaign was to break prevalent myths and educate the masses.**

Challenges

#1

Every year, there are hundreds of cases of insurance fraud costing thousands of dollars to both buyers and sellers of insurance. In such a scenario, both parties find it difficult to trust each other.

#2

Apart from the trust deficit, the second main challenge was low consumer engagement within the health insurance category.



Our approach:

- Iffort decided to talk to the consumer in a fun manner rather than bore them with hard facts without any context.
- We drove fan engagement with stories of two animated characters who are stark opposite personalities.
- So, while Mythya loved to spread rumours regarding health insurance, fans of the brand learnt about the facts of the matter from Satya.
- They were brought to life with a series of content buckets, including, a comic strip story, called *Satya Mythya ki Pathshala* and a Bollywood-style trailer and snakes and ladders game.



Outcome

6k+

Likes

700+

Shares

1k+

Comments

Media Mention

social
samosa





Borges India

When a rice & walnut drink launch saw a 112% uptick in mentions

iffort



A brand with more than 120 years of expertise & presence in over 100 countries, Borges is known for its range of Mediterranean healthy food products. After establishing its supremacy in Olive Oils & Pastas, Borges has constantly been looking at differentiated offerings, including Apple Cider Vinegars, Vegan Nut Drinks, Single Variety Olive Oils & many more.

Objective

To introduce and launch the first-of-its-kind rice and walnut drink, Borges Natura, in India and drive word of mouth.

Challenges

#1

In a country that is known to be the largest milk producer and largest consumer of milk & milk products, the main challenge was launching Borges Natura in a new category.

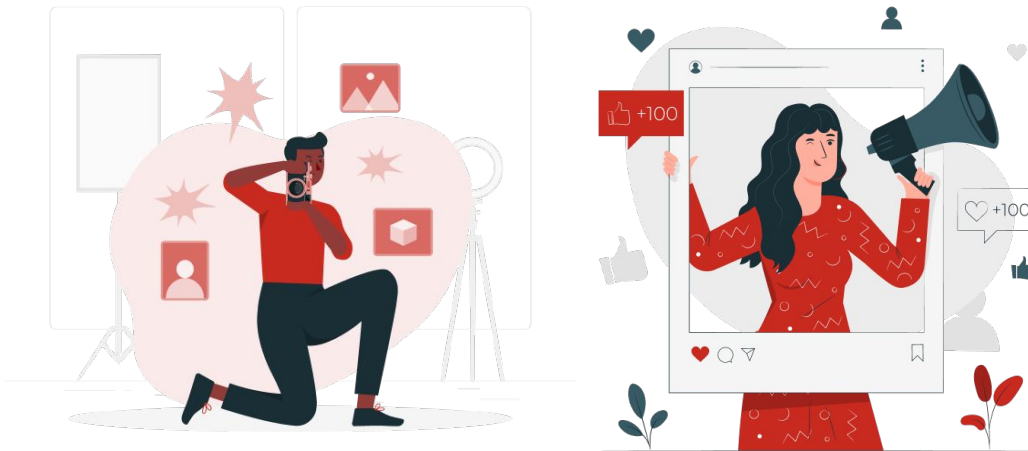
#2

A price sensitive market was the second roadblock to a successful launch.



Our approach:

- The product was marketed through a vegan outreach activity on Instagram, helping the brand reach out organically to the vegan community in India.
- Additionally, Iffort did an in-house photo shoot and created a series of compelling images to ensure a necessary pull during the campaign.
- The agency contacted well-known vegan influencers in the market and gifted them the drink as a small token of appreciation and also to help them in their well-being journey.



Impact

Increase in fan base

32%

Increase in mentions

112%

Increase in impressions

16%

Increase in engagement

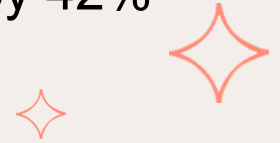
17%





Lilly India

This is how we helped Lilly India increase their followers by 42%



iffort

Since its inception in 1993, Lilly India, the Indian subsidiary of Eli Lilly and Company, has been developing & marketing pharmaceutical products. The company unites caring with discovery to create medicines that **make life better for people across the world.**

Objective

To mobilise Lilly India's employees effectively and leverage the workforce's social network, and build brand credibility.

Challenges

#1

Pharmaceutical industry is an extremely regulated sector with strict norms & policies on social media.

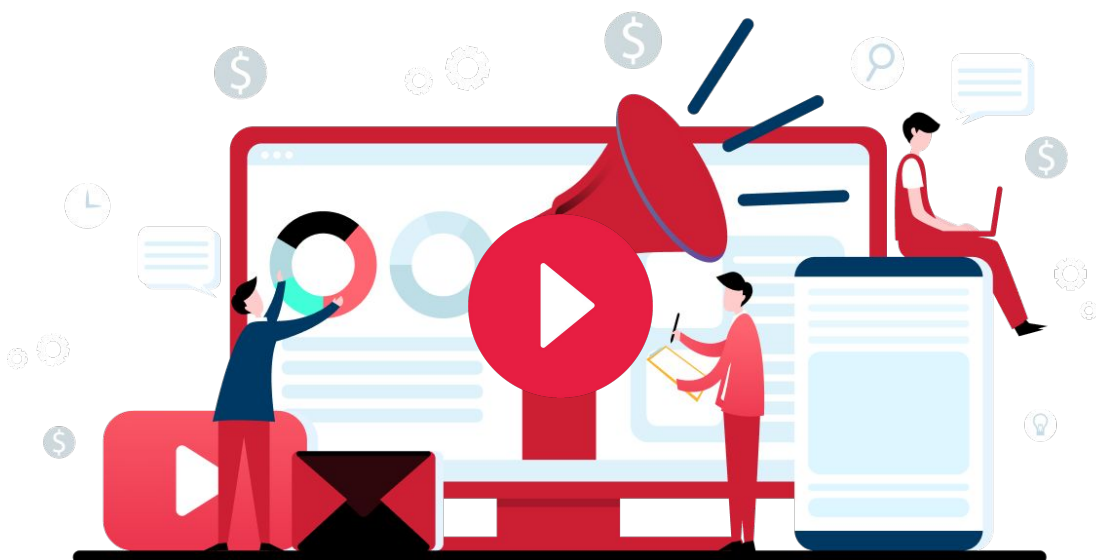
#2

With a distributed workforce across India, Lilly India faced a significant challenge to mobilise its employees leveraging LinkedIn as a platform.



Our approach:

- Iffort designed a campaign on World Book Day in which the top leadership of the company nominated their colleagues to share their favourite book recommendations on the social media platform.
- The workforce participated enthusiastically in this campaign, garnering a 42% increase in the followers of the company.



Impact

76k
Cumulative views

52
Entries

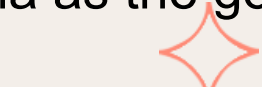
42%
Increase in followers
of the brand





Lonely Planet

See, Do, Eat & Shop: 4 activities that positioned Lonely Planet India as the go to travel website



iffort

Lonely Planet India is the Indian edition of the one of the **world's biggest travel guide book publishers.**

Objective

Apart from creating a brand recall for Lonely Planet India, the aim was to increase traffic on their website and engagement on social media.

Challenges

#1

Although the Indian website of Lonely Planet had enough traffic, it was mostly from the dominant metro cities.

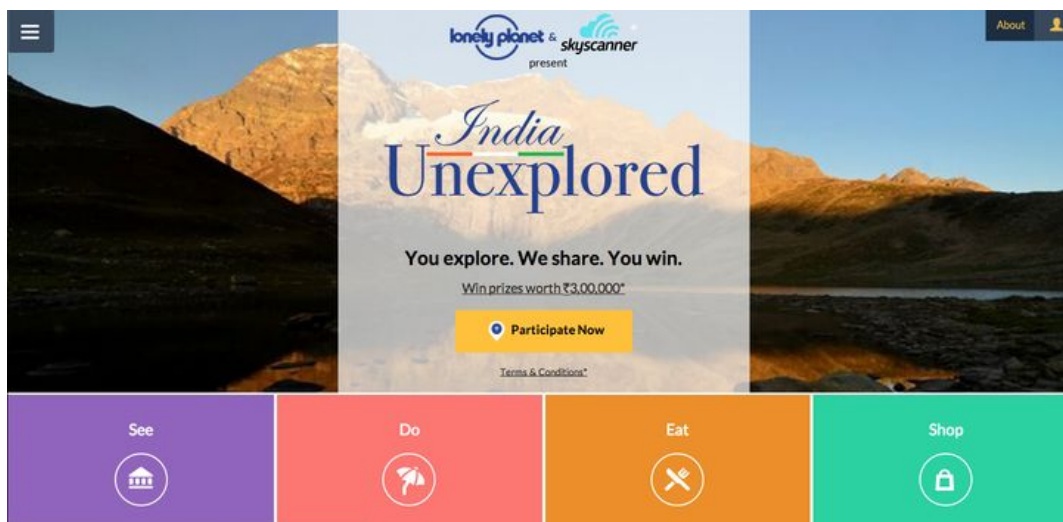
#2

The challenge was to not just drive a pan India audience to the website but also get them curious enough to engage on social media accounts of the website.



Our approach:

- Iffort created a user generated repository of 'less travelled' destinations in India across four categories, i.e., *See, Do, Eat and Shop*.
- The digital platform enabled travel enthusiasts to not only share unusual destinations that they “saw” but also share useful information about what to eat, do and shop in a specific place.
- The entries submitted were reviewed and approved by an expert jury from the brand. The most voted and viewed entries were rewarded with exciting gifts, including holiday packages, travel gear and merchandise from partners.
- The message of the campaign, India Unexplored was amplified with micro campaigns, PR coverage, travel creator partnerships and more.



Impact



3,138

Entries

1,700

Discoveries

8,659

Votes

2,51,103

Page Views

89,841

Visits

22M+

Impressions

New fans

 1,000

 1,178

 6,658





Taj Safari

More than 100% increase in engagement rate on Facebook and Twitter

iffort

Part of Taj Hotels and Resorts, Taj Safaris is a luxury jungle resort situated in Madhya Pradesh and Nepal, **providing an experience of the unparalleled beauty of nature and wildlife.**

Objective

To create an organic buzz, build awareness and increase engagement through content.

Challenges

- #1 Despite attracting thousands of visitors each day, the resort had a underutilised content repository,
- #2 Many of these visitors had stories to share but these were not utilised to engage its audience.



Our approach:

- Iffort had multiple discussions with the team and even visited one of the properties to gain clarity about the user’s experience and expectations.
- We further dedicated an in-house team to collect all data and stories from the naturalists and wildlife enthusiasts on a WhatsApp group.
- The brand was able to use the group to collate a variety of enthralling narrative, including stories about ghost trees and a speaking bug, for social media.



Impact

67.9%

Increase in engagement rate on Instagram

45.22%

Increase in impressions on Instagram

118.8%

Increase in engagement rate on Facebook

634%

Increase in impressions on Facebook

150%

Increase in engagement rate on Twitter

178%

Increase in impressions on Instagram

Let's team up!

The next successful case study could be yours.

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