Accelerate Your Digital Journey with iffort

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

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

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

App Development
Website Development
Custom Technology Solutions
E-commerce Solutions
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

<table>
<thead>
<tr>
<th>Text</th>
<th>Design</th>
<th>Video</th>
<th>Interactive</th>
<th>Seeding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article (short &amp; long)</td>
<td>Infographic</td>
<td>Dramatized</td>
<td>Quiz</td>
<td>Publisher Platforms</td>
</tr>
<tr>
<td>Ghost-written Article</td>
<td>Mini-infographic</td>
<td>Non-dramatized</td>
<td>Poll</td>
<td>CDN</td>
</tr>
<tr>
<td>Listicle</td>
<td>Micrographic</td>
<td>2D Animation</td>
<td>Personality Test</td>
<td>Influencer</td>
</tr>
<tr>
<td>Blog</td>
<td>Data Visualization</td>
<td>Motion Graphics</td>
<td>Micro-site</td>
<td>Marketing Test</td>
</tr>
<tr>
<td>Whitepaper</td>
<td>Report</td>
<td>Product Explainer</td>
<td>Case Study</td>
<td>Blogger</td>
</tr>
<tr>
<td>Case Study</td>
<td>Illustration</td>
<td>GFX</td>
<td>Whiteboard Animation</td>
<td></td>
</tr>
<tr>
<td>Glossary</td>
<td>Photo-series</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMS</td>
<td>Whitepaper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webpage Copy</td>
<td>Emailer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
Fitze

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

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

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

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

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

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.
Iffort won 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
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.

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

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.
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
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

<table>
<thead>
<tr>
<th>Total Sales Through Digital</th>
<th>Digital ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.9 Cr</td>
<td>56 x</td>
</tr>
</tbody>
</table>

Customer engagement/turnout/footfall

Leads captured (Antara Dehradun Residences) | Leads captured (Antara Noida Residences)
2,518                                      | 3,567
Norton

Increased the ROAS by 142% on Amazon ads
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%** for sponsored product ads
- **Increase in CTR by 74%** for sponsored product ads
MedStars

Increased Medstars’ patient bookings to 400% through SEO
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%  
100+ Pages moved to top on SERPs
Vested Finance

Reduced Customer Acquisition Cost by 177%
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
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
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.
Borges India

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

- Ifort 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  52  42%
Cumulative views  Entries  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
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

<table>
<thead>
<tr>
<th>Entries</th>
<th>Discoveries</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,138</td>
<td>1,700</td>
<td>8,659</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Visits</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,51,103</td>
<td>89,841</td>
<td>22M+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
</tr>
<tr>
<td>1,178</td>
</tr>
<tr>
<td>6,658</td>
</tr>
</tbody>
</table>
Taj Safari
More than 100% increase in engagement rate on Facebook and Twitter
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 an underutilised content repository.

#2 Many of these visitors had stories to share but these were not utilised to engage its audience.
Our approach:

- Effort 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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in engagement rate on Instagram</td>
<td>67.9%</td>
</tr>
<tr>
<td>Increase in impressions on Instagram</td>
<td>45.22%</td>
</tr>
<tr>
<td>Increase in engagement rate on Facebook</td>
<td>118.8%</td>
</tr>
<tr>
<td>Increase in impressions on Facebook</td>
<td>634%</td>
</tr>
<tr>
<td>Increase in engagement rate on Twitter</td>
<td>150%</td>
</tr>
<tr>
<td>Increase in impressions on Instagram</td>
<td>178%</td>
</tr>
</tbody>
</table>
Let's team up!

The next successful case study could be yours.