Company Profile

2026

BrandZila

Performance, Growth & AI-Driven
Marketing Agency

brandziladigital.com

To become a trusted growth and AI-enabled marketing partner
for brands seeking scalable, measurable, and sustainable business growth.

VISION

To help brands grow by combining:

- Performance marketing
- Conversion-focused creative
- Data intelligence & AI automation
- Transparent reporting and accountability

MISSION

Brandzila is a performance-driven digital marketing and growth agency specializing in e-commerce scaling and B2B lead generation, enhanced by AI-powered marketing intelligence.

Founded in 2015, Brandzila partners with ambitious brands across UAE, GCC, USA, UK, and Canada, delivering measurable outcomes through paid media, data-led strategy, creative execution, marketplaces, and automation.

We don't operate as a traditional agency – we function as a growth partner, aligning marketing activity directly with revenue, pipeline, and scale.

OUR STORY

Our mission is simple:
Turn marketing investment into predictable growth.

OUR SERVICES

01
Performance Marketing

- Meta, Google, TikTok & LinkedIn Ads
- Full-funnel campaign strategy
- ROAS, CPA & revenue optimization
- Conversion & event tracking

02
E-Commerce Growth

- Shopping & catalog campaigns
- Social commerce & UGC-driven ads
- Product feed optimization
- Marketplace & aggregator management (Talabat, Noon, Careem)
- Checkout & conversion optimization

03
B2B Lead Generation

- Google & LinkedIn lead funnels
- Account-Based Marketing (ABM)
- High-intent keyword & audience targeting
- CRM, GA4 & pipeline tracking
- Sales-aligned reporting

04
Social Media & Content Production

- Monthly content strategy & calendars
- Performance-driven creatives
- Reels, short-form video & ads
- Professional photo & video shoots
- Page & community management

05
SEO, AEO & CRO

- Technical & content SEO
- AI-search & answer engine optimization
- Conversion rate optimization
- Analytics, dashboards & insights

AI & INTELLIGENCE SERVICES

01

AI-Driven Marketing & Automation

Brandzila integrates Artificial Intelligence into marketing execution to drive smarter decisions, faster optimization, and scalable growth.

02

AI-Powered Marketing Optimization

- Predictive audience segmentation
- AI-assisted bid & budget optimization
- Dynamic creative performance analysis
- Forecasting & trend prediction

03

AI Content & Creative Intelligence

- AI-assisted ad copy & content ideation
- Video script generation frameworks
- Personalization at scale while maintaining brand voice

04

Conversational AI & Automation

- AI chatbots for lead capture & support
- Automated pre-sales qualification
- Smart routing of high-intent leads

05

Custom AI Integrations

- AI workflows integrated with CRM & e-commerce platforms
- Custom automation for marketing operations
- API-based AI tools for scalability

06

Data Intelligence & Predictive Insights

- Customer behavior analysis
- Demand & sales forecasting
- Performance anomaly detection
- AI-enhanced reporting dashboards

AI at Brandzila is not experimental –
it is a growth accelerator.

TRUSTED BY 100+ BRANDS

Brandzila has partnered with **100+ brands** across diverse industries:

- E-commerce & Retail
- B2B & SaaS
- Furniture & Home
- Fashion & Lifestyle
- Skincare & Beauty
- Food & Restaurants

Our clients trust us for **execution, accountability, and results.**

- **Performance-First Mindset**
  We prioritize ROAS, CPA, pipeline, and conversion quality – not vanity metrics.

- **Creative + Performance + AI Under One Roof**
  Strategy, execution, automation, and optimization work together seamlessly.

- **AI-Enhanced Decision Making**
  Smarter targeting, faster optimization, and predictive insights.

- **Multi-Market Experience**
  Proven success across UAE, GCC, and international markets.

- **Transparent & Data-Driven**
  Clear KPIs, honest reporting, and continuous improvement.

WHY BRANDS CHOOSE US

PERFORMANCE HIGHLIGHTS

$70K+	$3.5M+	CAMPAIGNS
Monthly ad budgets managed	Sales pipeline generated	delivered across UAE, KSA, USA, UK & Canada
11X ROAS	40%+	CPA reduced by up to
achieved	MQL conversion rates	22%

CASE STUDY

SaaS Market Entry - Acrosoft.io (UAE Expansion)
Client Overview

Challenge:

- Zero local brand recognition
- Competitive SaaS market with established players
- Long B2B sales cycle
- Need for pipeline-driven growth (not just traffic)

Strategy Implemented

- Brandzila executed a full-funnel, AI-enhanced B2B acquisition strategy:
- Account-Based Marketing (ABM) for enterprise targeting
- LinkedIn + Google Search high-intent campaigns
- AI-powered audience segmentation
- Conversion-focused landing pages
- CRM & pipeline tracking integration
- Predictive budget allocation based on lead quality

RESULTS

25%
Market share captured in UAE

$1M+
Pipeline influenced

55%
YoY organic growth

Significant improvement in brand authority & search presence

Key Takeaway

We didn't just generate leads – we built a scalable revenue engine aligned with sales performance.

RESULTS

Upto 11x
ROAS achieved

$5M+
Combined sales pipeline

15-22%
CPA Reduced

Scalable growth across multiple international markets

Key Takeaway

Performance + Creative + AI working together under one growth framework creates predictable revenue.

CASE STUDY

E-Commerce & Performance Campaigns (Multi-Brand Scaling)
Client Overview

Multiple e-commerce brands across Fashion, Furniture, Skincare, and Retail sectors operating in UAE, KSA, USA, UK & Canada.

Challenge:

- Increasing ad costs
- Low ROAS on scaling
- Poor event tracking & pixel setup
- Inefficient creative testing structure

Strategy Implemented

1. Full-Funnel Paid Media Structure
2. AI-Enhanced Optimization
3. Conversion & Tracking Setup
4. Creative Scaling Framework

CASE STUDY

B2B / SaaS – Premier NX
Client Overview

Premier NX is a B2B SaaS and financial services brand targeting enterprise-level clients across global markets.

Challenge:

- Need for high-quality MQLs (not low-intent leads)
- Alignment between marketing and sales
- Scalable pipeline generation
- Multi-country targeting

Strategy Implemented

- High-Intent Lead Funnel
- Google Search (bottom-funnel keyword targeting)
- LinkedIn Sponsored Campaigns (CFO-level targeting)
- Webinar & gated asset funnels
- Account-Based Strategy
- Targeted outreach campaigns
- Lead scoring automation
- CRM integration with HubSpot
- AI & Data Intelligence
- Predictive lead scoring
- Funnel drop-off analysis
- Performance anomaly detection

RESULTS

300+
Qualified leads in 6 months

$3.5M
Sales pipeline generated

40%+
MQL conversion rate

Significant improvement in brand authority & search presence

Key Takeaway

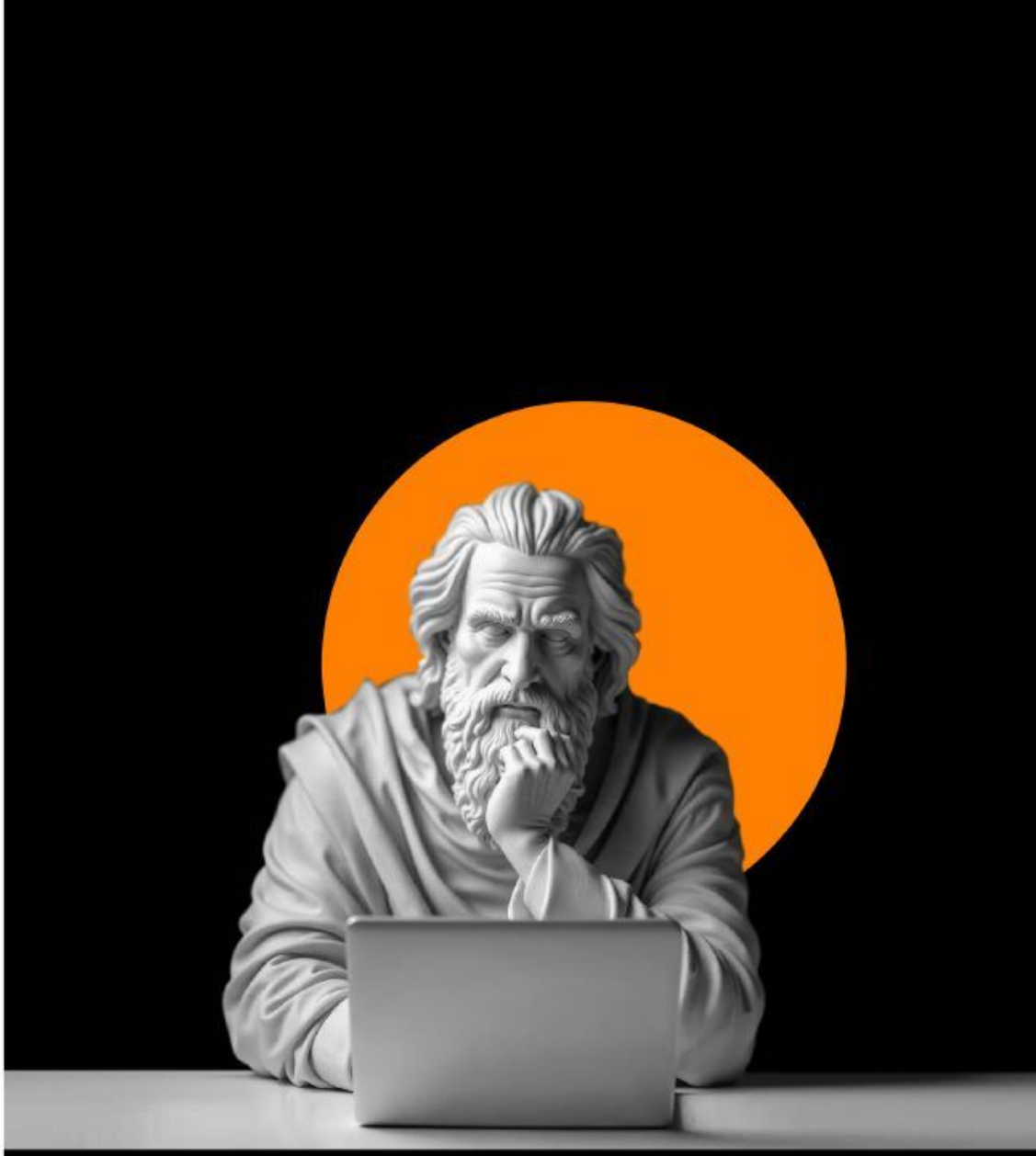
We aligned marketing directly with revenue outcomes, not vanity metrics.

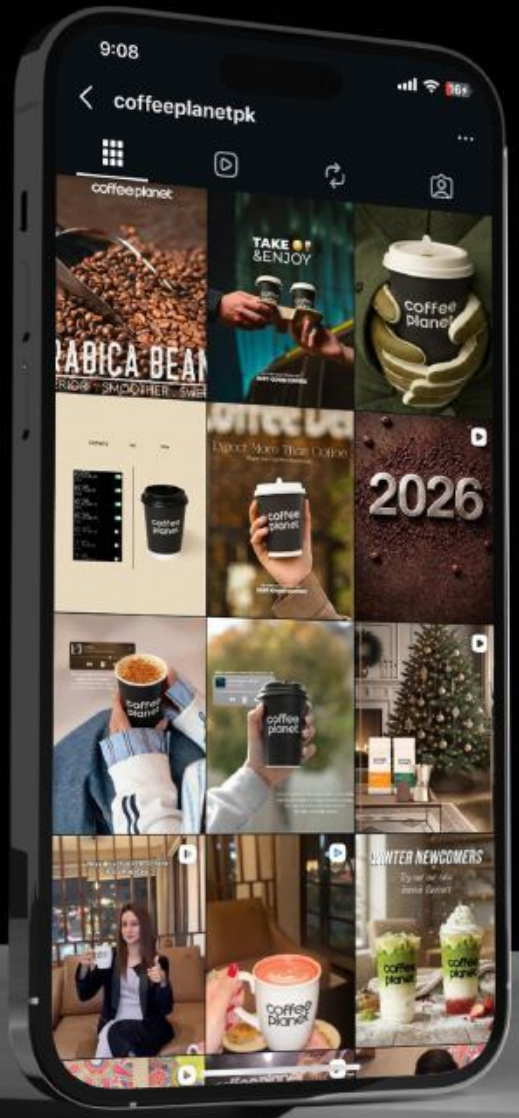
DESIGN & CREATIVE PORTFOLIO

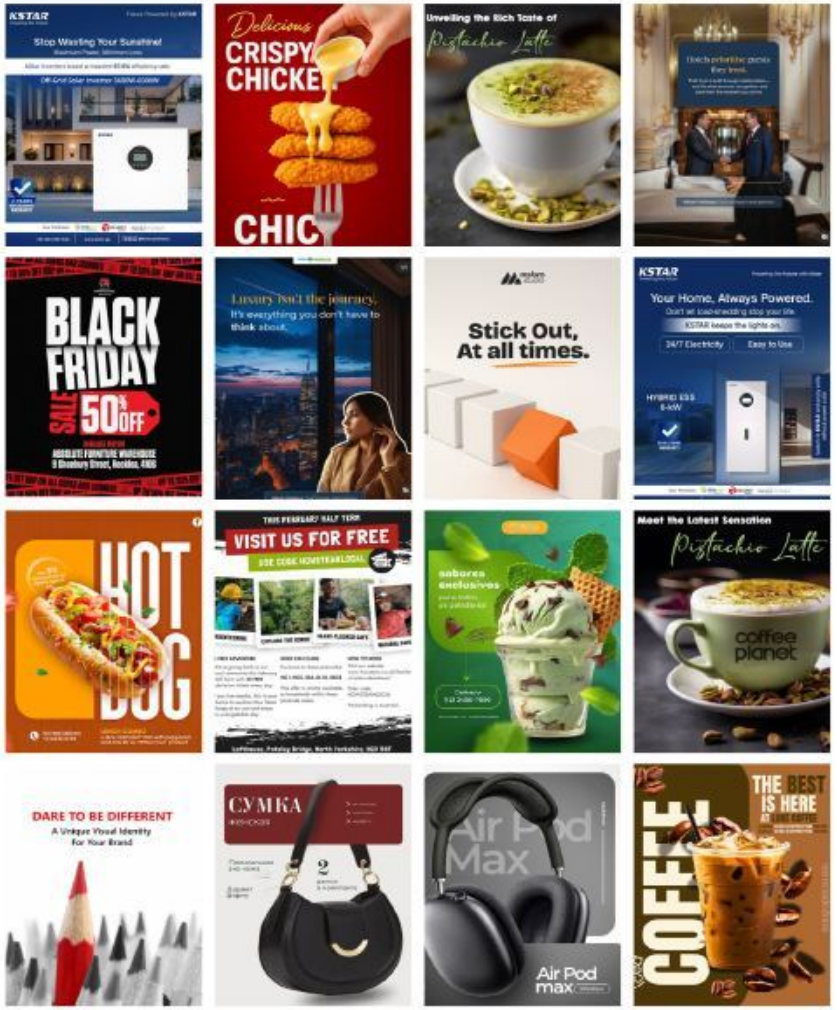
Our design portfolio includes:

- Performance ad creatives
- E-commerce product visuals
- Social media & short-form video
- Seasonal sales & campaign launches
- Corporate & B2B creatives

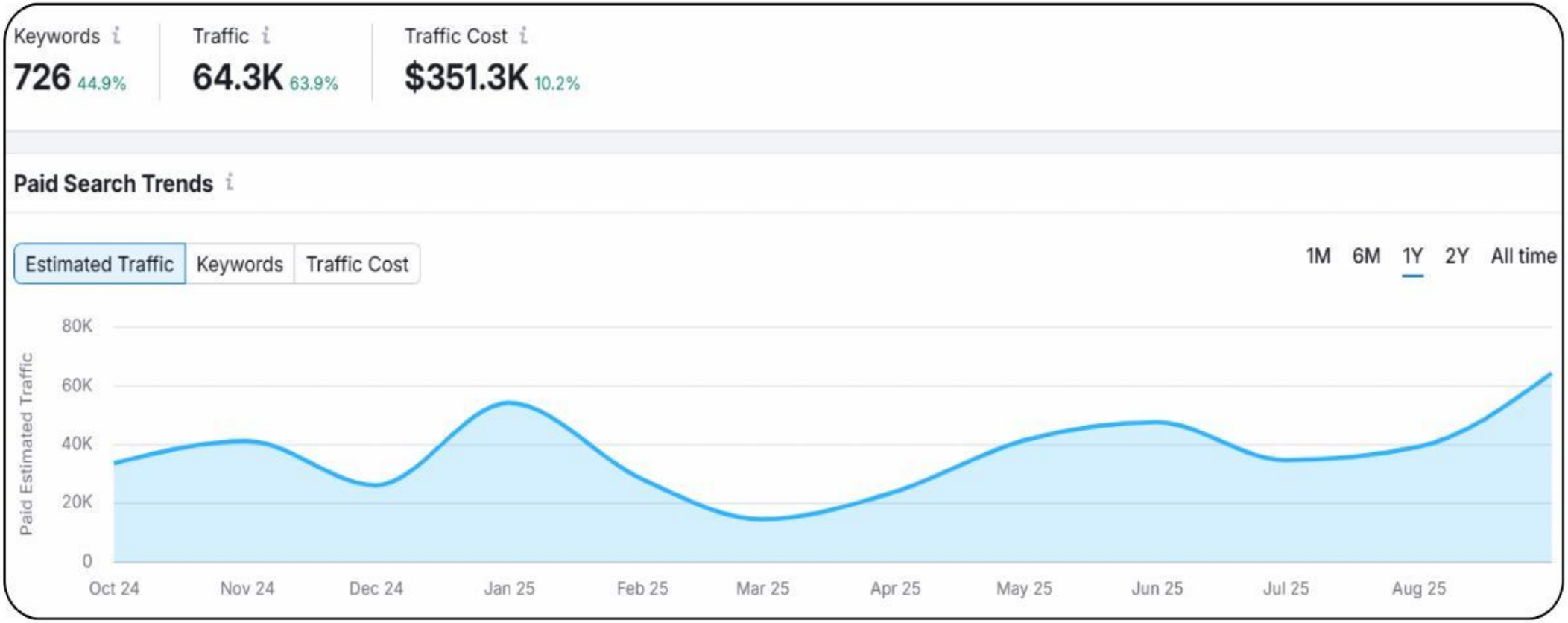
Every asset is designed with conversion and scalability in mind.




9:08
coffeeplanetpk
coffeeplanet
TAKE & ENJOY
2026
WINTER NEWCOMERS


KSTAR
Stop Wasting Your Sunshine!
Delicious
CRISPY
CHICKE
CHIC
Unveiling the Rich Taste of
Pistachio Latte
BLACK FRIDAY
SALE
50% OFF
Luxury Isn't the journey.
It's everything you don't have to think about.
Stick Out,
At all times.
KSTAR
Your Home, Always Powered.
HOT DOG
VISIT US FOR FREE
Meet the Latest Sensation
Pistachio Latte
coffee planet
DARE TO BE DIFFERENT
A Unique Visual Identity
For Your Brand
СУМКА
Air Pod
Max
THE BEST IS HERE
COFFEE

CREATIVEC SHOWCASE & CONTENT



Ad	Keyword	Pos.	Diff.	Block	Volume	CPC	URL	Traffic
ad	expense report template	1 → 1	0		2,900	9.59	[illegible]	136
ad	income and expense worksheet	1 → 1	0		1,300	8.16	[illegible]	61
ad	monthly expenses worksheet	1 → 1	0		880	6.99	[illegible]	41
ad	invoice generator free	9 → 9	0		6,600	8.30	[illegible]	19

Keywords	Traffic	Traffic Cost
715 50.5%	38.4K 4.1%	$344.2K 4.0%

Paid Search Trends

Estimated Traffic | Keywords | Traffic Cost

1M 6M 1Y 2Y All time

Ad status: All | Add filter | Search | Segment | Columns | Reports | Download | Expand | More

Ad	Status	Ad strength	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions
Event Fulfillment Service | Swag Kit Fulfillment Fast | Loyalty Mail Fulfillment +4 more premiernx.com/fulfillment/services Ship custom swag kits with style—on brand, on time, and always on point. Deliver tradeshow kits, gear, an... View assets details · Preview ads	Eligible	Good	Responsive search ad	700	17,413	4.02%	$3.62	$2532.66	$90.45	28.00
Total: Ads in your current view				700	17,413	4.02%	$3.62	$2532.66	$90.45	28.00

Ad status: Enabled, Paused | Add filter | Search | Segment | Columns

Ad	Status	Ad type	Impr.	Views	Avg. CPV	Cost
AI Webinar Ad #1 Learn more AI Promises Vs. Reality AI Promises vs. Reality: Ho... Discover key takeaways fro... View asset details	Eligible	Responsive video ad	109,140	12,824	$0.058	$750
Total: Ads in your current view			109,140	12,824	$0.058	$750
Total: Ad group			109,140	12,824	$0.058	$750

Ads

All time | Sep 01, 2025 – Sep 29, 2025 | Show last 30 days

Ad status: Enabled, Paused | Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Ad		Ad strength	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversion:	Cost / conv.
AI Promises vs. Reality +3 images — AI Promises ... +4 more; Discover real-world AI ...; Avoid costly ... +4 more; View asset details	aused	Average	Responsive display ad	735	47,419	1.55%	$0.68	$500.00	1.90%	14.00	$35.71
Total: Ads in your current view				735	47,419	1.55%	$0.68	$500.00	1.90%	14.00	$35.71
Total: Ad group				735	47,419	1.55%	$0.68	$500.00	1.90%	14.00	$35.71

Clickthrough Digital Adwords Manager >
High Brockholme Barns 475-448-6895

Search | Appearance | Refresh | Help | Notifications

Create | Campaigns | Goals | Tools | Billing

Campaigns | Campaign: HBB > Search > North Targeted

Last 30 days | 2 Sept - 1 Oct 2025 | Show last 30 days

Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type	Conv. rate	Conversio	Cost / conv.
HBB > Search > North Targeted	859	8,811	9.75%	£0.81	£692.78	Maximise conversions (Target CPA)	3.36%	28.89	£23.98
Total: All enabled campaigns in your c...	859	8,811	9.75%	£0.81	£692.78		3.36%	28.89	£23.98
Total: Campaign	859	8,811	9.75%	£0.81	£692.78		3.36%	28.89	£23.98

Clickthrough Digital Adwords Manager >
Absolute Warehouse 864-905-3941

Search | Appearance | Refresh | Help | Notifications

Connect with Ritam, your Google Ads Expert Schedule now | Protect your account from unauthorised activity View

Create | Campaigns | Goals | Tools | Billing | Admin

Campaigns — View: All campaigns — Last 30 days 2 Sept - 1 Oct 2025 — Show last 30 days

Add filter | Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Optimisation score	Campaign type	Interactio	Interactio rat	Avg. cost	Cost	Impr.	Bid strategy type	Conv. ra
Competitors campaign - search	70.7%	Search	135 Clicks	3.00%	£1.51	£203.69	4,498	Maximise conversions (Target CPA)	9.63
Warehousing - LEEDS	69%	Search	81 Clicks	7.33%	£1.35	£109.04	1,105	Maximise conversions	9.88
Warehousing - WAKEFIELD	76.8%	Search	47 Clicks	6.84%	£1.43	£67.01	687	Maximise conversions	19.15
Search - All-encompassing (generic) - home URL LP	72.8%	Search	160 Clicks	3.01%	£2.01	£322.16	5,321	Maximise conversions	8.13
Transport partners - search	62.7%	Search	92 Clicks	3.25%	£2.03	£186.88	2,834	Maximise conversions	9.78
Container decanting - search	63.3%	Search	54 Clicks	4.24%	£3.05	£164.69	1,274	Maximise conversions	1.85

Clickthrough Digital Adwords Ma... >
How Stean Gorge 786-161-0393

Search | Appearance | Refresh | Help | Notifications

Check enhanced conversions View

Create
Campaigns
Goals
Tools
Billing
Admin

Campaigns | View (2 filters) All campaigns

Last 30 days | 2 Sept - 1 Oct 2025 | Show last 30 days

Add filter

Search | Segment | Columns | Reports | Download | Expand | More

Campaign	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Search lost IS (budget)	Bid strategy type	Conv. rate
Drafts in progress: 1									
Main Campaign - Outdoor Adventure	Search	1,158	5,976	19.38%	£0.40	£464.93	17.44%	Maximise conversions	2.50%
Holiday Lodges	Search	747	22,017	3.39%	£1.00	£745.54	13.85%	Maximise conversions	1.47%
Stag & Hen Weekends	Search	404	2,949	13.70%	£0.91	£367.37	10.80%	Maximise conversions	1.73%
Total: All enabled campaigns in your c...		2,309	30,942	7.46%	£0.68	£1,577.84	14.07%		2.04%
Total: Account		2,309	30,942	7.46%	£0.68	£1,577.84	14.07%		2.04%
Total: Search campaigns		2,309	30,942	7.46%	£0.68	£1,577.84	14.07%		2.04%

SOCIAL MEDIA CAMPAIGNS - LINKED IN

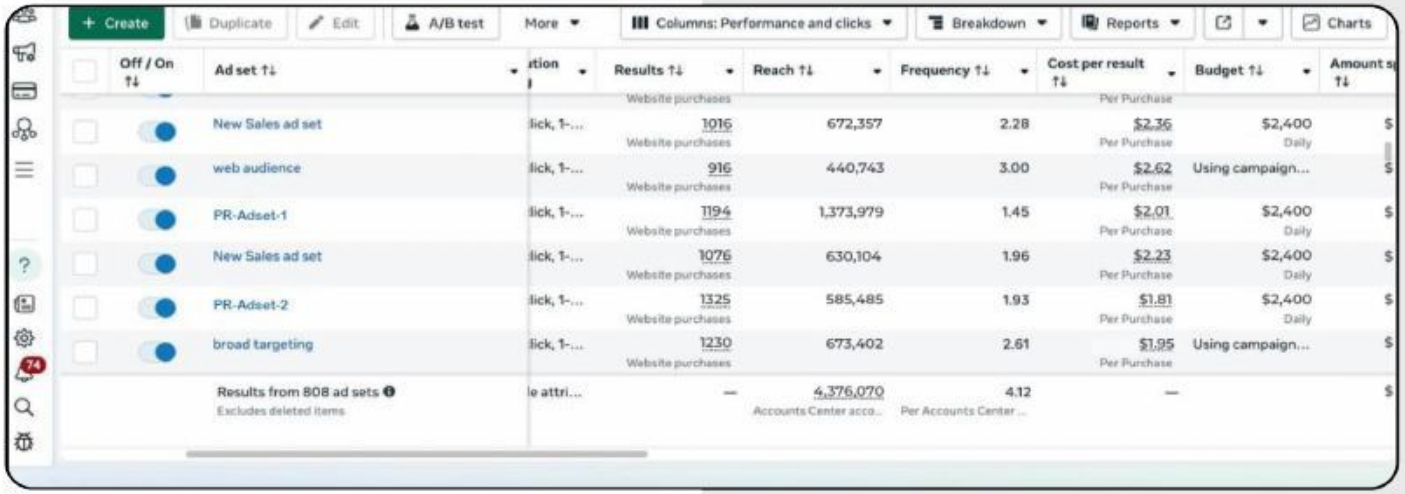
Ad name	Spent	Key results	Cost per result	Impressions	Clicks	Average CTR
3 ads	**$4,528.25**	**86 Leads**	**$146.30**	**16,748**	**61**	**0.36%**
Premier NX - LinkedIn Campaign4.pdf ID: 699812104 · Document ad	$869.74	21 *Leads*	$41.42	3,022	12	0.4%
Premier NX - LinkedIn Campaign4.pdf Name: Your patients deserve focus — not paperwork. ID: 714163523 · Document ad	$286.38	6 *Leads*	$47.73	973	7	0.72%
Premier NX - LinkedIn Campaign4.pdf ID: 719806973 · Document ad	$3,372.13	59 *Leads*	$57.15	12,753	42	0.33%

Search by name or ID

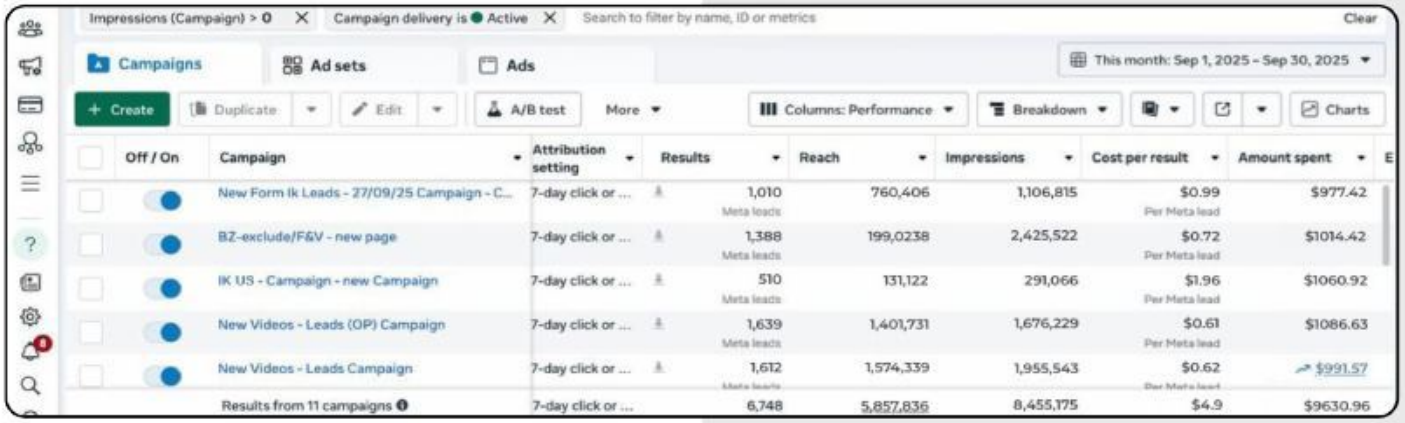
Filters(1) · Columns: Sponsored messaging · Breakdown: Conversions · Time range: 1/09/2025 - 9/29/2025 · Compare

Ad name		Spent	Key results	Cost per result	Sends	Opens	Sponsored messaging clicks	Button clicks	Banner clicks	Link clicks	Open rate
3 ads		$1,000.00	-	-	3,262	1,774	57	29	0	28	54.38%
Luncheon Invitation – Top outsourcing hub for US Businesses Name: NY Event Message Ad (Sam BDE) ID: 745283343 · Message Ad	No image	$318.43	-	-	1,046	567	17	6	0	11	54.21%
Discover What's Next in Outsourcing — You're Invited Name: NY Event Message Ad (Amber BDE) ID: 745534533 · Message Ad	No image	$346.49	-	-	1,129	603	19	18	0	1	53.41%
Invitation – Exclusive BPO Event in NYC Name: NY Event Message Ad (Leah BDE) ID: 745561743 · Message Ad	No image	$335.09	-	-	1,087	604	21	5	0	16	55.57%

SOCIAL MEDIA CAMPAIGNS - META

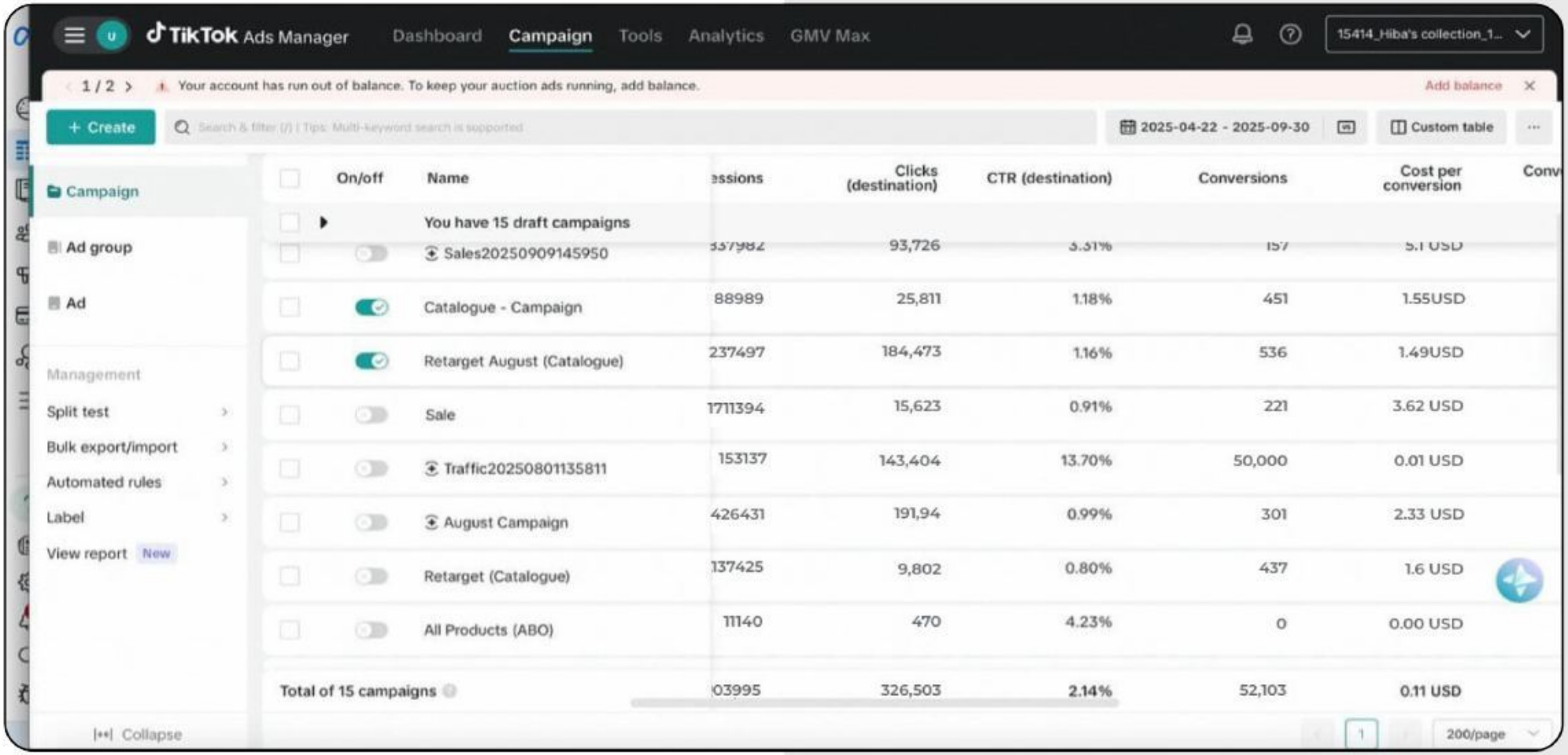


Off / On	Ad set	Results	Reach	Frequency	Cost per result	Budget	Amount s
	New Sales ad set	1016 Website purchases	672,357	2.28	$2.36 Per Purchase	$2,400 Daily	$
	web audience	916 Website purchases	440,743	3.00	$2.62 Per Purchase	Using campaign...	$
	PR-Adset-1	1194 Website purchases	1,373,979	1.45	$2.01 Per Purchase	$2,400 Daily	$
	New Sales ad set	1076 Website purchases	630,104	1.96	$2.23 Per Purchase	$2,400 Daily	$
	PR-Adset-2	1325 Website purchases	585,485	1.93	$1.81 Per Purchase	$2,400 Daily	$
	broad targeting	1230 Website purchases	673,402	2.61	$1.95 Per Purchase	Using campaign...	$
	Results from 808 ad sets Excludes deleted items	—	4,376,070 Accounts Center acco...	4.12 Per Accounts Center ...	—		$



Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
	New Form Ik Leads - 27/09/25 Campaign - C...	7-day click or ...	1,010 Meta leads	760,406	1,106,815	$0.99 Per Meta lead	$977.42
	BZ-exclude/F&V - new page	7-day click or ...	1,388 Meta leads	199,0238	2,425,522	$0.72 Per Meta lead	$1014.42
	IK US - Campaign - new Campaign	7-day click or ...	510 Meta leads	131,122	291,066	$1.96 Per Meta lead	$1060.92
	New Videos - Leads (OP) Campaign	7-day click or ...	1,639 Meta leads	1,401,731	1,676,229	$0.61 Per Meta lead	$1086.63
	New Videos - Leads Campaign	7-day click or ...	1,612	1,574,339	1,955,543	$0.62	$991.57
	Results from 11 campaigns	7-day click or ...	6,748	5,857,836	8,455,175	$4.9	$9630.96

SOCIAL MEDIA CAMPAIGNS - TIKTOK



GOOGLE PERFORMANCE MAX

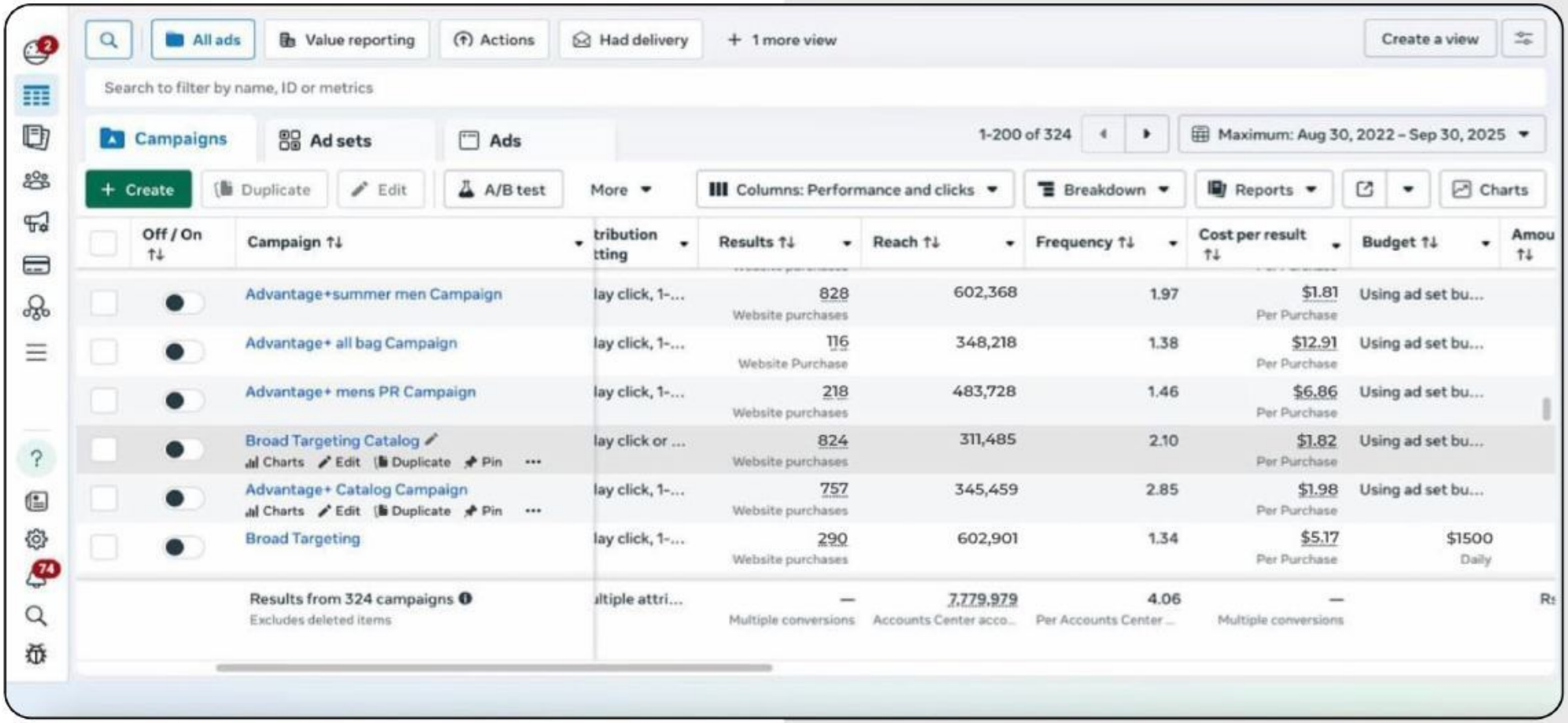
Asset groups

Summary | Table | All time | Sep 01, 2025 – Sep 29, 2025 | Show last 30 days

Asset group status: All but removed | Add filter | Segment | Columns | Download | Expand

Asset Group	Audience signal	Search themes	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
ICP: Fintech+ Healthcare affinity FTO	Interests and detailed demographics, and 1 more	No search themes provided. Working to find you the best performing search themes for your goal.	1,716	176,907	0.97%	$0.67	$1150.00	0.82%	14.00	$82.14
Competition	Interests and detailed demographics	No search themes provided. Working to find you the best performing search themes for your goal.	3,111	55,116	5.64%	$0.57	$1763.26	0.41%	17.00	$103.72
Total: Asset groups			4,827	232,023	3.79%	$0.95	$2913.26	1.02%	31.00	$183.86
Total: Campaign			4,827	232,023	3.79%	$0.95	$2913.26	1.02%	31.00	$183.86

META ADVANTAGE



OUR CLIENTS

PHARMAVITE	Gateway Group	ahead.	Apollo
HowStean GORGE	Business Point International	bluebird care	KSTAR Distributor
ABSOLUTE HOLIDAYS	ABSOLUTE warehouse services	Azeemi technologies	ONLY LANYARDS
coffee planet	DANONE	Windshield Hub Instant Auto Glass Quotes	
YORKSHIRE HAND MADE PIES	COPERNICUS A TRADITION OF EXCELLENCE	Napolina	

CONTACT US

Let's Build Your Growth Engine

+971563524282

sales@brandziladigital.com

G1 Alexandra House, 96 Ilford Lane, Ilford, IG1 2LD, **United Kingdom**

1st floor Rb3 Awami complex new garden town **Lahore, Pakistan**

UAE Enterprises Building, Airport Road, Al Garhoud, **Dubai**