

DIGITAL 360°



ORACLE



Welcome to Digital AI 360, where we harness the power of artificial intelligence to redefine your business processes.



We offer cutting-edge CRM, Email Marketing, and Workflow Automation solutions to help your business thrive in the digital age.

About Company

Digital AI 360 is an innovative digital marketing agency that harnesses the power of Artificial Intelligence to deliver unparalleled results to our clients. Our company was founded on the principle of constant innovation, a trait that can be seen in everything we do. Our team is composed of talented professionals who are passionate about technology and marketing, and we are committed to helping businesses grow and reach their full potential in the digital age.



Who we are



2016

Your firm is founded



87

Employees



005

Office around the world



685+

Happy clients

Our Mission

At Digital AI 360, our mission is two-fold: delivering high-impact digital marketing solutions for unprecedented client growth and being the catalyst for AI adoption, reshaping the industry. We are dedicated to client success and making AI accessible and beneficial for all businesses.

Our Vision

Our vision is to empower businesses through advanced technology, helping them streamline their operations, engage with their customers effectively, and maximize their growth potential.

MILESTONE

2016

Established as a digital marketing agency, laying the foundation for future growth.

2019

Implemented advanced analytics and data-driven insights to optimize marketing campaigns.

2022

Founded Digital AI 360 with a vision to revolutionize digital marketing through AI.

2017

Secured partnerships with key industry players, enhancing our service offerings and expanding our client base.

2020

Successfully navigated the challenges posed by the COVID-19 pandemic, adapting our strategies to meet the changing landscape.

2023

Launched our proprietary AI platform that personalizes digital marketing strategies for businesses.

2018

Developed innovative digital marketing strategies that yielded significant ROI for our clients.

2021

Received industry recognition and awards for our innovative approach and outstanding results.

2024

Will Achieve a 100% client retention rate, reflecting our commitment to client satisfaction and results.

Our Clients & Success Stories



Digital AI 360 made us efficient and data-driven with its superior AI solutions!

3X

Increase in Lead Conversions



Bookworms United's social media marketing strategy resulted in a 40% increase in web traffic and a 25% sales boost.



Embracing the future is easy with Digital AI 360's insightful and automated AI tools

70%

Improvement in Campaign ROI



RetailRev personalized emails to customers, enhancing open rates by 35% and revenue from campaigns by 40%.



Digital AI 360's AI tech boosted our productivity and profitability to new heights!

50%

Reduction in Marketing Overhead



ARBOL



Digital AI 360's AI tech boosted our productivity and profitability to new heights!

Our India Clientele



65%

Increase in Customer Lifetime Value (CLTV)

95%

Accuracy in Sales Forecasting

85%

Increase in Customer Retention

100%

Boost in Email Open Rates

75%

Improvement in Customer Segmentation

Revolutionizing CRM, Email Marketing & Workflow Automation



CRM Solution



At Digital AI 360, we provide a comprehensive CRM solution designed to manage and analyze customer interactions and data throughout the customer lifecycle

- **Enhances Customer Retention**
- **Simplifies Sales Process**
- **Streamlines Communication**
- **Boosts Team Productivity**
- **Improves Business Analytics**
- **Assists Decision Making**
- **Increases Profit Margins**

Transform Your Business with Comprehensive CRM Solutions



Contact Management

Stay connected, build stronger relationships.



Sales Pipeline Management

Uncover opportunities, drive sales growth.



Lead Management

Capture leads, accelerate conversions



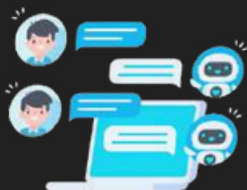
Quoting and Invoicing

Streamlined billing, improved accuracy.



Project Management

Coordinate tasks, achieve goals faster.



Support Ticketing System

Resolve issues, enhance customer satisfaction



Reporting and Analytics

Gain insights, make smarter decisions.



Integration and Customization

Seamless workflows, tailored solutions.

Top Clients Using Our CRM

Empowering Businesses Globally



Sunrise Resorts and Cruises

Industry: Leisure and Hospitality
Location: Egypt
Employees: 4,000
Revenue: \$400.0 million



Kurlon

Industry: Consumer Packaged Goods
Location: India
Employees: 1,100
Revenue: \$131.0 million



Belzona Polymerics Limited

Industry: Manufacturing
Location: United States
Employees: 500
Revenue: \$60.0 million



Chesley Brown International

Industry: Professional Services
Location: United States
Employees: 150
Revenue: \$35.0 million



Farma-Tek

Industry: Life Sciences
Location: Turkey
Employees: 100
Revenue: \$15.0 million



SPA GREEN

Industry: Product Development
Location: India
Employees: 300
Revenue: \$45.0 million

Impacts of Lacking a CRM System



Customer Satisfaction Deterioration

50-60%

Absence of CRM can lead to a reduction in customer



Missed Revenue Opportunities

25-35%

The absence of predictive analytics could cause a potential revenue loss



Productivity Deficit

20-35%

The lack of a centralized system can trigger a productivity drop



In a world driven by customer experience, CRM isn't an option, but a necessity. Transform relationships into revenue and customer satisfaction into brand loyalty.

Transforming Business Performance

Key Metrics of Implementing CRM Success

2X

**Increase in Lead
Conversion Rate**

Lead conversion is a key metric in CRM, indicating how well your sales process is turning potential customers (leads) into actual customers. A 2X increase would represent a substantial improvement.

50%

**Decrease in Sales
Cycle Length**

The sales cycle length is the average amount of time it takes for a lead to become a customer. Decreasing this time can increase your business's efficiency and profitability.

40%

**Increase in Customer
Retention Rate**

This is a measure of how well your business retains its customers over a certain period. An increase in this rate means that fewer customers are churning, which can significantly impact your bottom line.

2X

**Increase in Revenue
Per Customer**

This metric indicates how much revenue, on average, each customer generates for your business. An increase in this number means that your business is getting more value from each customer, which could be due to upselling, cross-selling, or simply providing better value that customers are willing to pay for.

30%

**Decrease in Customer
Acquisition Cost**

This is the average cost of acquiring a new customer. A decrease in this number indicates that your business's marketing and sales efforts are becoming more efficient.

95%

**Increase in Customer
Satisfaction Score**

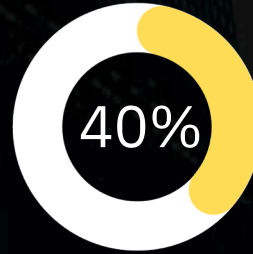
This is a measure of how satisfied your customers are with your product or service. A higher score generally leads to higher customer retention and more positive word-of-mouth, both of which can benefit your business.

CASE STUDIES

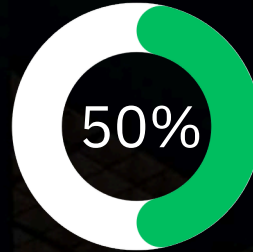
ELEVATING CUSTOMER EXPERIENCE WITH CRM FOR SUNRISE RESORTS AND CRUISES

Sunrise Resorts and Cruises grappled with fragmented customer data, impacting guest experiences. A personalized CRM system improved data organization, enhanced guest engagement, and boosted bookings.

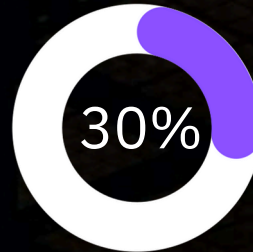
Sunrise Resorts implemented a CRM, improving guest engagement and boosting bookings.



Guest Engagement Surge
Implementation of CRM increased guest engagement by 40%, driving higher customer satisfaction.



Data Organization
The CRM system improved data organization by 50%, leading to more effective marketing.



Booking Boom
Better customer engagement and targeted marketing led to a 30% increase in bookings.

Email Marketing



Leverage our sophisticated email marketing tools to reach your customers in a personalized and engaging manner.

- **Targets Specific Audience**
- **Reduces Marketing Costs**
- **Enhances Brand Awareness**
- **Encourages Customer Engagement**
- **Increases Sales Conversions**
- **Provides Measurable Metrics**
- **Allows Personalized Messaging**

Unleash Email Marketing Power



Building Relationships

Personalize. Engage. Earn Trust.



Brand Awareness

Stay Top-of-Mind, Always.



Customer Retention

Retain with Exclusive Rewards.



Direct Sales

Compel Action, Boost Sales.



Lead Nurturing

Nurture Leads, Secure Sales.



Content Promotion

Boost Traffic, Drive Engagement.



Product Promotion

Announce. Excite. Sell.



Analytics and Feedback

Learn. Adapt. Improve.

Top Clients Using Our Email Marketing

Empowering Businesses Globally



Arkadin SAS

Industry: Telecommunications
Location: Norway
Employees: 500-1000
Revenue: \$f100M-1000M



Acrelec SAS

Industry: Technology
Location: France
Employees: 500-1000
Revenue: \$100M-f100M



Lorven Technologies

Industry: IT Services
Location: USA
Employees: 50-f100
Revenue: \$10M-50M



TerraCycle Inc.

Industry: Recycling & Waste Management
Location: USA
Employees: 500-1000
Revenue: \$50M-100M



Tata CliQ

Industry: Retail
Location: India
Employees: f1,000
Revenue: \$f150.0 million



Craftsvilla Handicrafts Pvt Ltd

Industry: Retail
Location: India
Employees: 50
Revenue: \$7.0 million

Issues Arising Without Email Marketing



Diminished Customer Interaction

30-35%

The lack of email marketing strategies could lead to decrease in customer



Decline in Marketing ROI

25-35%

Without leveraging data-driven insights, there could be decline in marketing ROI



Reduced Customer Loyalty

15-30%

An absence of email marketing can cause a decline in customer retention rates



Harness the power of email marketing. Engage, inspire, and retain. Your customers are just one well-crafted message away from a lasting relationship.

Transforming Business Performance

Key Metrics of Email Marketing Success

3X

**Increase in
Open Rate**

Open rate is the percentage of email recipients who open an email you've sent. A 100% increase in open rate would mean that twice as many recipients are opening your emails, indicating greater engagement.

75%

**Increase in Click-
Through Rate (CTR)**

CTR is the percentage of email recipients who click on a link within your email. A higher CTR typically indicates that your content is engaging and relevant to your audience.

50%

**Reduction in Bounce
Rate**

Bounce rate refers to the percentage of your total emails sent that could not be delivered to the recipient's inbox. A lower bounce rate signifies better list quality and deliverability.

30%

**Increase in
Conversion Rate**

Conversion rate is the percentage of email recipients who complete a desired action such as making a purchase, signing up for a service, or filling out a form. An increase in conversion rate means that more of your email recipients are taking the action you want them to take.

60%

**Decrease in
Unsubscribe Rate**

The unsubscribe rate is the percentage of your email recipients who unsubscribe from your mailing list after receiving an email. A lower unsubscribe rate indicates that your audience finds your content valuable and wants to continue receiving it.

100%

**Increase in Email
Sharing/Forwarding Rate**

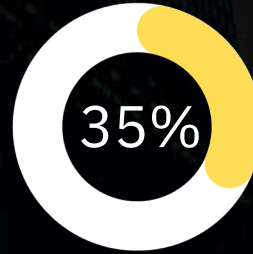
This is the percentage of email recipients who either share your email content on social media or forward it to a friend. An increase in this rate can help you reach new potential customers and grow your email list.

CASE STUDIES

DRIVING CLIENT CONVERSION WITH EMAIL MARKETING FOR ARKADIN SAS

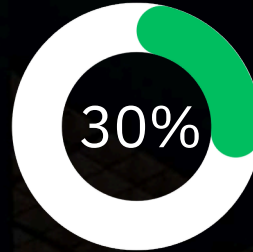
Arkadin SAS, a telecommunication company, had low client conversion rates. An optimized email marketing campaign raised awareness, improved lead conversion, and increased client retention rates.

Arkadin SAS raised conversion and retention rates through a well-structured email marketing campaign.



Lead Conversion

Targeted email marketing resulted in a 35% increase in lead conversion.



Brand Awareness

The campaign enhanced brand visibility, increasing website traffic by 30%.



Client Retention

Thanks to personalized follow-ups, the client retention rate increased by 20%.

Workflow Automation



Our workflow automation solution transforms your business operations by automating repetitive tasks.

With this, you can:

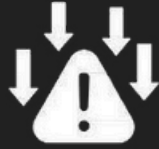
- **Reduces Manual Errors**
- **Increases Operational Efficiency**
- **Boosts Productivity Levels**
- **Ensures Process Consistency**
- **Saves Time Resources**
- **Enhances Customer Service**
- **Facilitates Scalability Capabilities**

Automate Your Workflow Using Automation



Increased Efficiency

Personalize. Engage. Earn Trust.



Reduced Errors

Stay Top-of-Mind, Always.



Faster Response Times

Retain with Exclusive Rewards.



Cost Savings

Compel Action, Boost Sales.



Improved Customer Satisfaction

Nurture Leads, Secure Sales.



Data Insights

Measure performance, optimize processes.



Scalability

Adaptable systems, business growth.



Compliance

Consistent operations, regulatory adherence.

Challenges Without Workflow Automation



Productivity Decline
20-30%

Manual processes could diminish productivity



Error Margin
15-25%

Manual operations may result in an efficiency loss



Performance Downfall
30-40%

The absence of automation may lead to a performance reduction



Empower your business with workflow automation. Reduce errors, improve efficiency, and let technology do the heavy lifting. Invest time in creativity, not monotony.

Transforming Business Performance

Key Metrics of Workflow Automation Success

2X Increase in Process Efficiency

Workflow automation can streamline business processes, significantly reducing the time spent on repetitive tasks and improving overall efficiency.

70% Reduction in Human Error

By automating tasks, the risk of human error, such as data entry errors, can be significantly reduced.

80% Faster Response to Market Changes

Automated workflows can quickly adapt to new business strategies or market changes, leading to a quicker response time and staying ahead of competition.

50% Decrease in Operational Costs

Workflow automation can lead to a significant reduction in operational costs by streamlining processes and reducing the need for manual intervention.

90% Increase in Customer Satisfaction

Workflow automation can improve customer service by ensuring faster, more accurate response times and personalized interactions.

3X Increase in Task Completion Rate

By automating routine tasks, more tasks can be completed in less time, leading to improved productivity and efficiency.

The Risk of Being Left Behind: Embracing CRM, Workflow Automation, Email Marketing, and SEO



Decreased Efficiency

Manual tasks and errors hinder productivity.



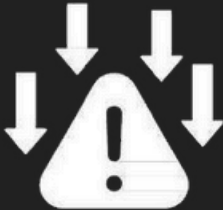
Missed Opportunities

Lack of email marketing and SEO limits growth.



Poor Customer Service

Without CRM, customer satisfaction drops.



Reduced Competitiveness

Not using digital tools gives competitors the edge.



Limited Business Insight

Without analytics, decision-making suffers.



Difficulty in Scaling

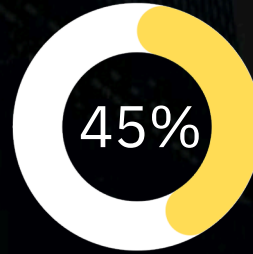
Growth struggles without scalable solutions.

CASE STUDIES

REVOLUTIONIZING OPERATIONS WITH WORKFLOW AUTOMATION FOR TERRACYCLE

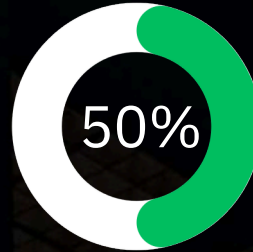
TerraCycle, a recycling company, struggled with inefficient manual operations. The adoption of a workflow automation solution streamlined processes, increased waste processing speed, and drove growth.

TerraCycle streamlined operations and drove growth with a workflow automation solution.



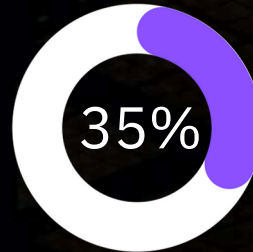
Process Streamlining

Workflow automation boosted process efficiency by 45%, reducing manual labor.



Waste Processing Speed

The automation improved waste processing speed by 50%, enabling quicker turnarounds.



Business Growth

Efficiency gains allowed TerraCycle to increase service coverage by 35% without compromising quality.

Our Other Top Marketing Solutions

Streamlining Your Business's Success



SEO Services

Increase website visibility and rankings for better online presence.



Content Marketing

Create and distribute valuable content to attract and retain customers.



Social Media Marketing

Engage with your audience on popular social media platforms.



E-commerce Solutions

Streamline online sales processes for business growth.



Customer Segmentation

Streamline online sales processes for business growth.



Web Design and Development

Build attractive and user-friendly websites to leave a lasting impression.



Brand Strategy Consulting

Develop a strong and consistent brand identity for long-term success.



Lead Generation

Adaptable systems, business growth.



Online Reputation Management

Consistent operations, regulatory adherence.

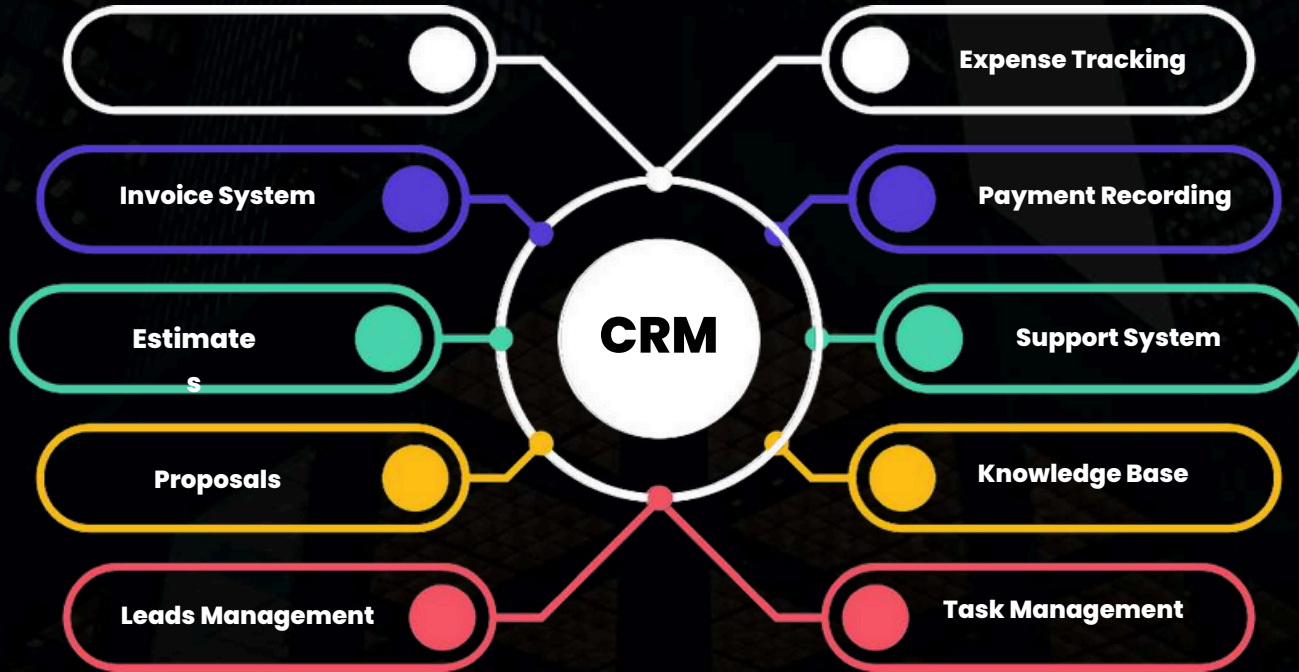


Digital Advertising

Consistent operations, regulatory adherence.

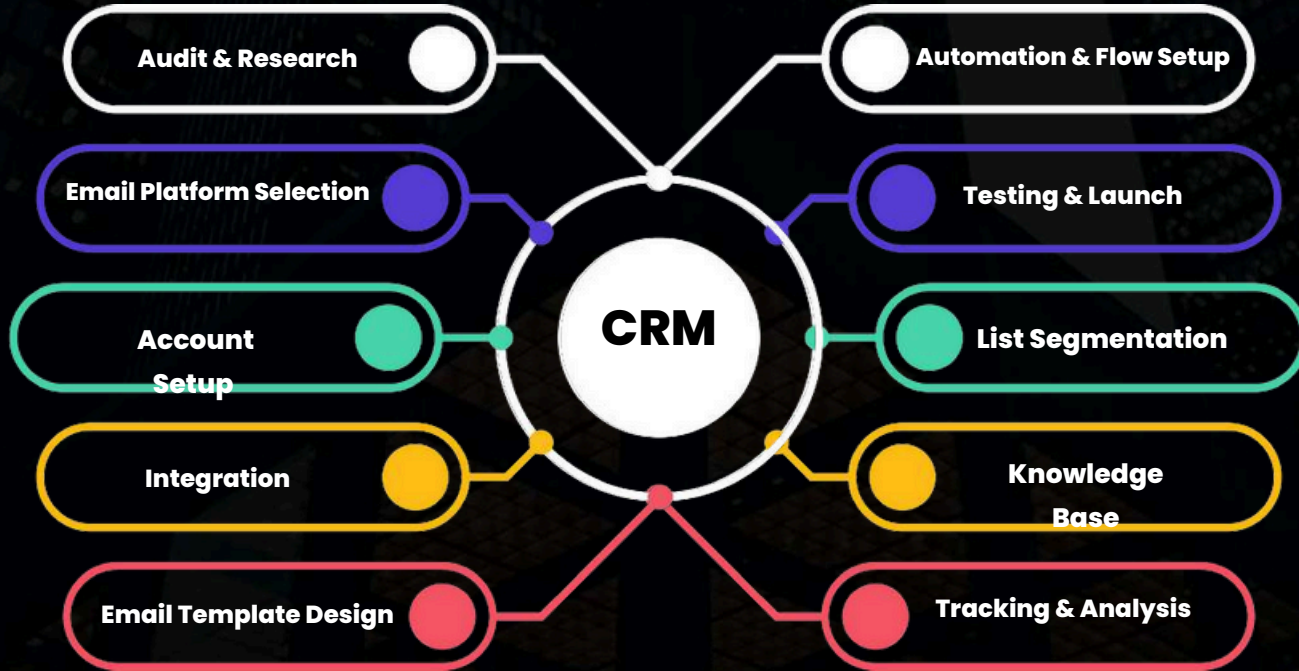
CRM DELIVERABLES

Project Management



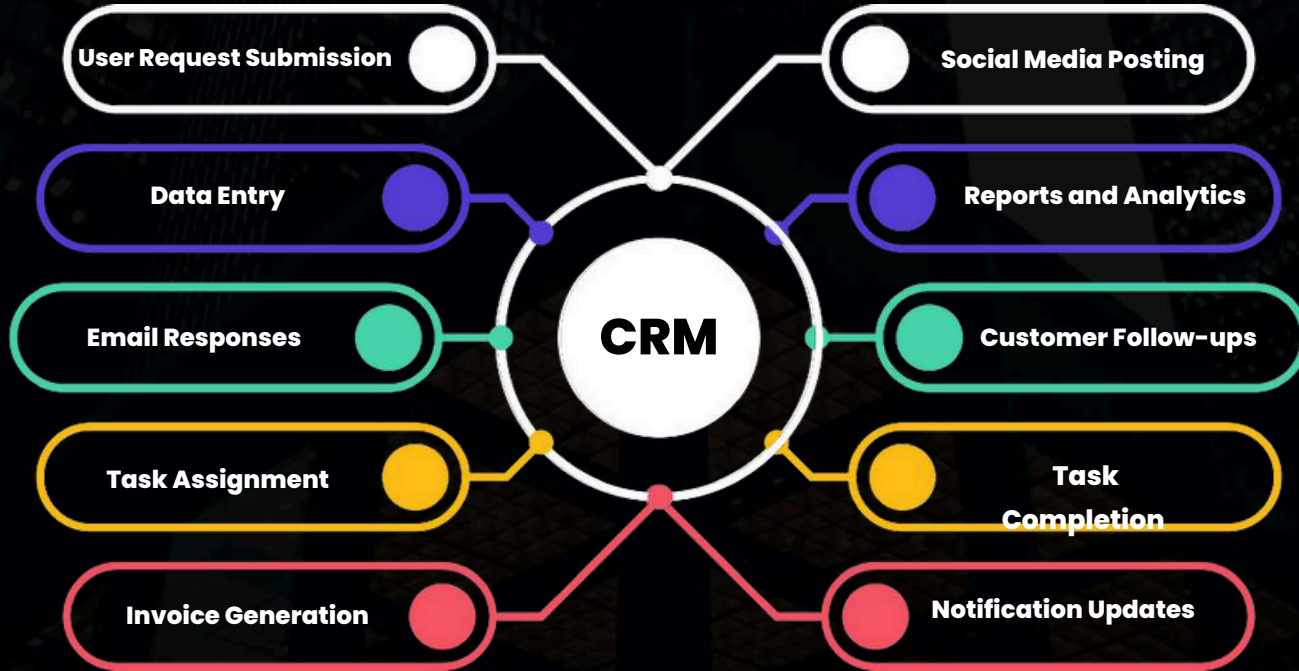
Our support extends beyond setup we provide training and ongoing maintenance for CRM, ensuring seamless operations for your business.

EMAIL MARKETING DELIVERABLES



Our support extends beyond setup
we provide training and ongoing maintenance for CRM, ensuring seamless operations for your business.

WORKFLOW AUTOMATION DELIVERABLES



Digital AI 360's workflow automation setup streamlines tasks, eliminates manual errors, and frees up time for creative problem-solving. For support and queries, please reach out to our dedicated customer service team.



DIGITAL 360°

**Unlock the power of digital
innovation with our comprehensive
suite of solutions, your one-stop
destination for all your digital needs.**

DIGITAL 360°



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Get in touch

