



ABOUT US



Welcome to **QPix Digitals**. The world of business is changing, and it became more challenging with great complexities. This is where we learn and find solutions for you and where you will be propelled to realize your aspirations. We are a company offering innovative online marketing solutions to all types and sizes of businesses in India and abroad. With many years of professional experience in the local and international markets, the management team of QPix brings in immense expertise to support its clients. We realize the important of being supportive and offer the right balance of business infrastructure, technology, and adaptation to the changes. Social/ digital media reach and penetration is increasing day by day at a massive pace resulting in a focus shift in the marketing approach around the world.

Many are already shifted to **digital platforms** and others are on its way to being “Digital”. We are keen in observing, learning, and implementing the AI algorithms for the benefit of our clients. Our industry knowledge and strong analytical abilities will help to accurately measure the right profitability, forecast market trends, identify revenue opportunities, and optimize cost to take right decisions and stay competitive. Our customer engagement strategies will help you build a loyal customer base online and improve your **ROI**.

DIGITAL TRANSFORMATION IN MARKETING



A **digital** transformation in marketing refers to the shift from digital complacency to the active pursuit of digital excellence through the proper usage and optimization of your digital channels. More specifically, this means refining your digital channels to gain deeper insights that inform your approach and improve the customer journey.

We, **QPix Digitals** help to Refining Your Digital Channels, the advanced insights that obtain from improved channel integrations will assist you in turning your strategy for success. We focus on following strategies for our client's Digital Transformation - Application Developments, Branding, Digital Marketing, Lead Generations and Connect Centers.

GROWTH MARKETING



Growth Marketing brought in a paradigm shift in the way marketers think about driving demand and creating successful customers, instead of focusing on top of the funnel. **Growth marketing** is not about fixating on one part of the marketing activity. It is about looking at your entire customer lifecycle and using those insights to create compounding returns that drive more engaged customers. We create custom made growth strategies for our client's businesses. Our strategies will help retain existing customers, acquire new **customers**, and increase ROI. Growth marketing is marketing 2.0. It takes the traditional marketing model and adds layers such as A/B testing, value-additive blog posts, data-driven email marketing campaigns, SEO optimization, creative ad copy, and technical analysis of every aspect of a user's experience. The insights gained from these strategies are quickly implemented to achieve robust and sustainable growth.

DIGITAL MARKETING



In today's market environment, **Digital Marketing** is ever evolving and constantly changing at a rapid pace. With the rapid growth of digital technology and acceptance of information technology in every space of a customer's life, marketing in this digital space has become crucial for all businesses, big or small. Reaching out to customers online can be rewarding (but also scary and difficult experience!!) With excellent ROI. This is where QPix comes in to save the day! We are experts in the marketing, especially in the **digital marketing** space. Our experience involves developing short- and long-term digital marketing strategies with a constructive road map for businesses.

BRANDING



Branding is a marketing practice that helps individuals to differentiate your business or products or service from others. Online branding, also known as internet branding. We help businesses to position themselves as a part of the online marketplace. This type of branding includes a company's website, social media platforms, blogs, and other online content.

QPix Digital's expertise in Product Branding and Personal branding, from defining your Brand Identity to create the final visual contents or strategies.

Content is the key factor in online branding, our dedicated creative team is experts in content and artwork creation. Our team of creative design and development professionals use their extensive experience to develop the most appealing graphics and visuals focused on your target audience using the most appropriate and attractive elements.



DIGITAL PR



Digital PR is a brand building exercise followed by brands to build their online presence engagement and brand building. As a Digital PR service providing agency, **QPix Digital**s network with journalists, bloggers and influencers and send online press releases to gain high-quality back links, social media mentions and improve their Search Engine Optimization (SEO). Traditional public relations professionals might not understand how these terms have anything to do with PR. **Digital PR** professionals live and breathe links and know these terms like the back of their hands. Such is the state of the public relations industry today. Our PR experts are excellent content writers and makers who will do their research come up with the required strategy for our client's business.

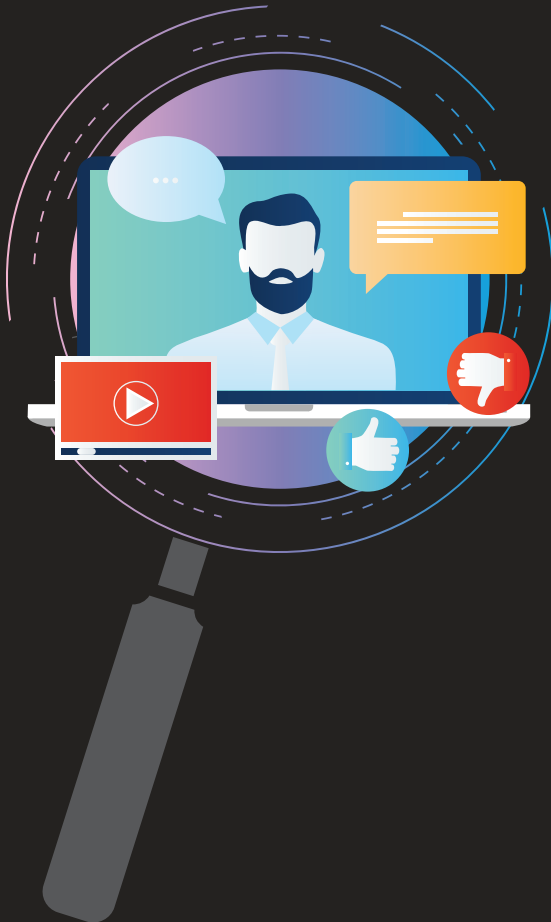
APPLICATIONS DEVELOPMENT



Smart phone penetration in the world currently at almost 42% and is ever growing. QPix can develop a user friendly, interactive mobile application that helps you sell. Evolving business challenges require technology solutions that are adaptive and scalable as your business. At **QPix** we specialize in delivering customized mobile applications development solutions that can automate your business process and provide a superior **ROI** to your technology investment.

Website development is more than just having a page or domain online and giving brief information about yourself. With the growing trend of googling and smartphones/tablets, it has become crucial for a website to be responsive and adapt to the various screens. Websites of today must be interactive, responsive, engaging, user-friendly with clear call-to-actions to promote conversions. You can get this and more with **QPix**, just ask for a consultation on how we can improve your existing website or build a brand new one for it.

PROGRAMMATIC ADVERTISING



It is the process of buying online ad space through automated auction process and delivering your ads to the most appropriate target audience. Let our team manage your Programmatic Campaigns to maximizing performance. Managing digital campaigns on programmatic platforms, deliver to right audiences, use of effective campaign optimization techniques!

We deliver programmatic campaigns from booking to campaign wrap-up, meeting your campaign objectives, maximizing performance, and delivering against KPIs. We offer expertise in programmatic marketing platforms such as DV360, Xandr, Ad Exchanges, LiveRail, Amazon DSP, VerizonMedia, OpenX and others.

AD OPERATIONS



with many years of experience in Ad Operations, we manage campaigns across display, search and social in a variety of ad formats and platforms.

01 Ad campaign trafficking

08 Campaign reporting and analysis

02 Campaign management and optimization

09 Monthly billing and revenue reports

03 programmatic buying, setup, and management

10 Ad server migration

04 Campaign review and creative testing

11 Ad exchange and RTB

05 Inventory management and forecasting

12 Campaign management and optimization

06 Quality assurance (QA)

13 Site tagging, support, and troubleshooting

07 Screenshots

14 Conversion/floodlight tagging

AD MONETIZATION



Ad monetization is that you can generate revenue through your website, app, or blog pages by featuring advertisements. Most websites deliver visitors the same experiences, ad placements, and monetization strategies, by adapting these attributes could result in much higher revenue.

QPix Digitals support online publishers to monetize their multi-channel digital products. We customize our ad optimization practices to your websites and users, the customization helps publishers/Apps to maximize revenue.

EVENTS AND MEDIA



In today's world end consumers has to face lot of advertisements on a day-to-day basis. In order to make a long-lasting impression, it makes sense to introduce your product or service in a much better way. Events and media help better positioning of the same. The self-directed buyer of today goes about making purchasing decisions at their own rate after careful consideration, so marketers must be ready to seize every opportunity to start a relationship, generate goodwill, and earn the trust of prospective buyers. COVID-19 scenario has massive influence on how you look at the business. The pandemic has brought in a complete shift in the way people look at things. Virtual events and webinars has taken priority during this period.

Event marketing describes the process of developing a themed exhibit, display, or presentation to promote a product, service, cause, or organization leveraging in-person engagement. Events can occur online or offline, and can be participated in, hosted, or sponsored as a form of engagement. Event marketing can benefit your business in a variety of ways. Aside from helping to build brand presence before, during, and after the event, you can generate leads, pipeline value, and new opportunities. In addition to leads, event marketing can help promote a specific product or feature and increase overall customer satisfaction, retention, and engagement. Planning events can also give your partners and sponsors a tactical and visible engagement point to enforce their own return on investment (ROI). To create a holistic event marketing program, be sure to include both offline and online events to reach as many potential customers as possible.



EVENTS AND MEDIA



- Online events

- Webinars

- Virtual events


- Live streaming events


- Physical events

- Conferences

- Seminars




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