



Strat8gy



Feel
the
Strategic
Difference



We fix strategic gaps for
companies that exist

Beyond Human Eyes

to improve
the human experience.



At Strat8gy, we specialize in crafting comprehensive & user-focused digital experiences for inspiring brands.

Our services encompass the entire process, from initial discovery and branding to design, launch, and post-launch optimization and testing.

Our dedicated team of researchers, strategists, designers, developers, and project managers collaborates seamlessly to overcome organizational barriers and translate research into impactful solutions.

By fearlessly challenging core assumptions, we shape products and services that tangibly enhance the lives of thousands every single day. ***Join us in reshaping digital experiences and making a real difference in the world!***

Micro-Focus

M
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Our Core Beliefs



We believe in seeing
the big picture
while also paying close attention to
the small details.

THIS HELPS US BUILD STRONG
PARTNERSHIPS AND ACHIEVE GREAT
RESULTS FOR OUR CLIENTS.



Strat8gy has been proudly serving companies with a combined valuation of over **50,000+ crores** for the past 5 years.

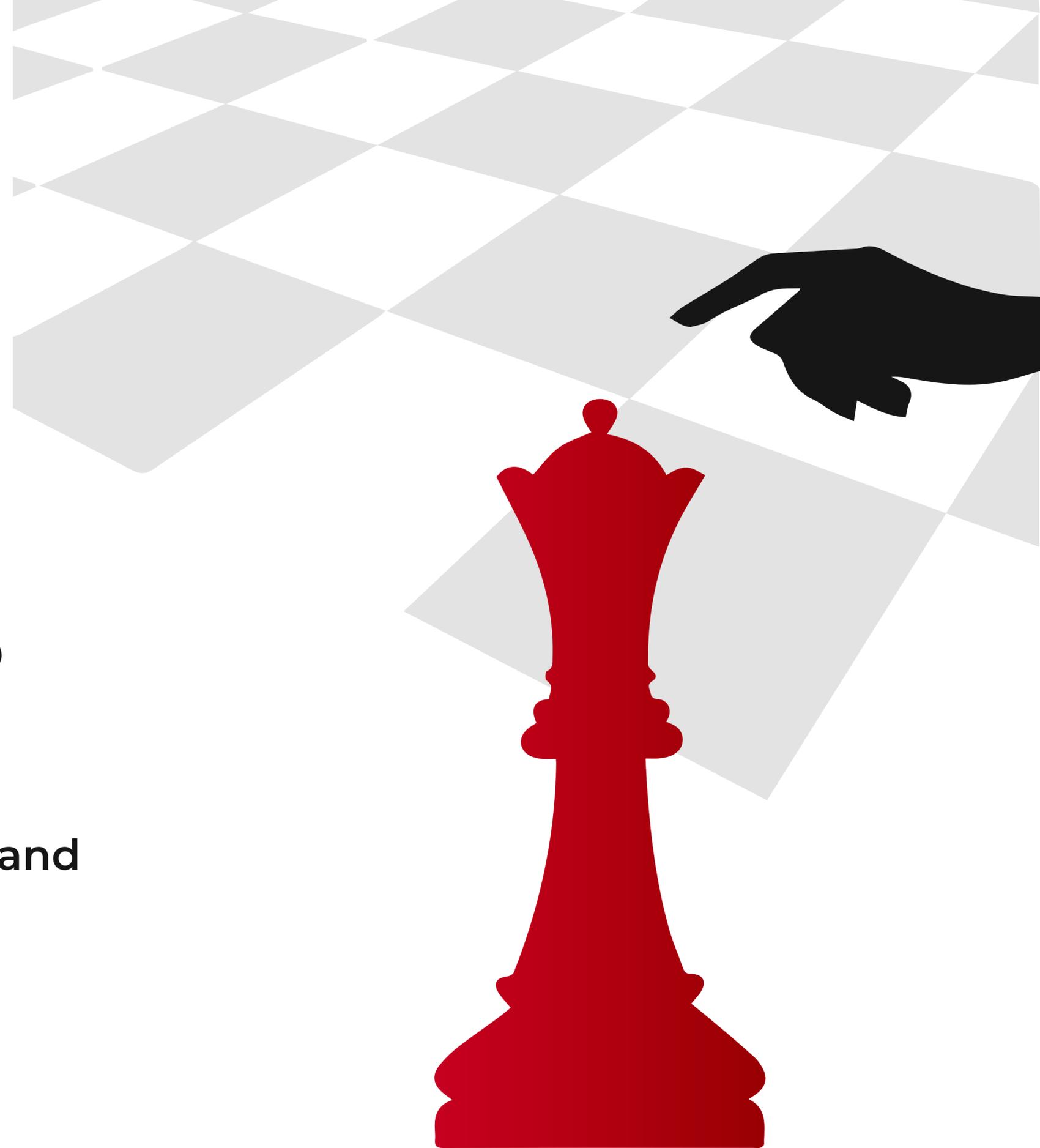
We've had the privilege of working with esteemed companies such as



Our team of researchers, strategists, designers, and developers work collaboratively to create people-friendly experiences that propel businesses forward. With a strong global presence, our agency offers a valuable perspective, drawing on our experiences working with companies across various industries.

Proposition

We transform
**business intelligence into
strategic insights** that propel
your business forward, navigating the
maze where complexity meets clarity and
strategy takes flight.





Discover
Your
Strategic
Advantage

Your company has
untapped potential,
but it's hidden beneath
 layers of operational
complexities



Our 5-Step Strategic Deep Dive

By understanding your brand's DNA, we identify areas of strength and potential growth.

Brand Deconstruction



We conduct a thorough analysis of your industry, target audience, and competitive landscape. This deep dive allows us to identify market gaps, trends, & opportunities.

Market Immersion



By understanding their needs, desires, and pain points, we develop solutions that truly resonate.

Customer Centricity



Data-Driven Insights



We leverage search & social by reading through real time human interactions related to your industry to uncover hidden patterns and trends.

This blueprint outlines clear objectives, target audiences, messaging, and channels to achieve your business goals.

Strategic Synthesis



From this deep dive,

we craft a tailored strategic roadmap that empowers your brand to :

Optimize •

• Transform

Innovate •

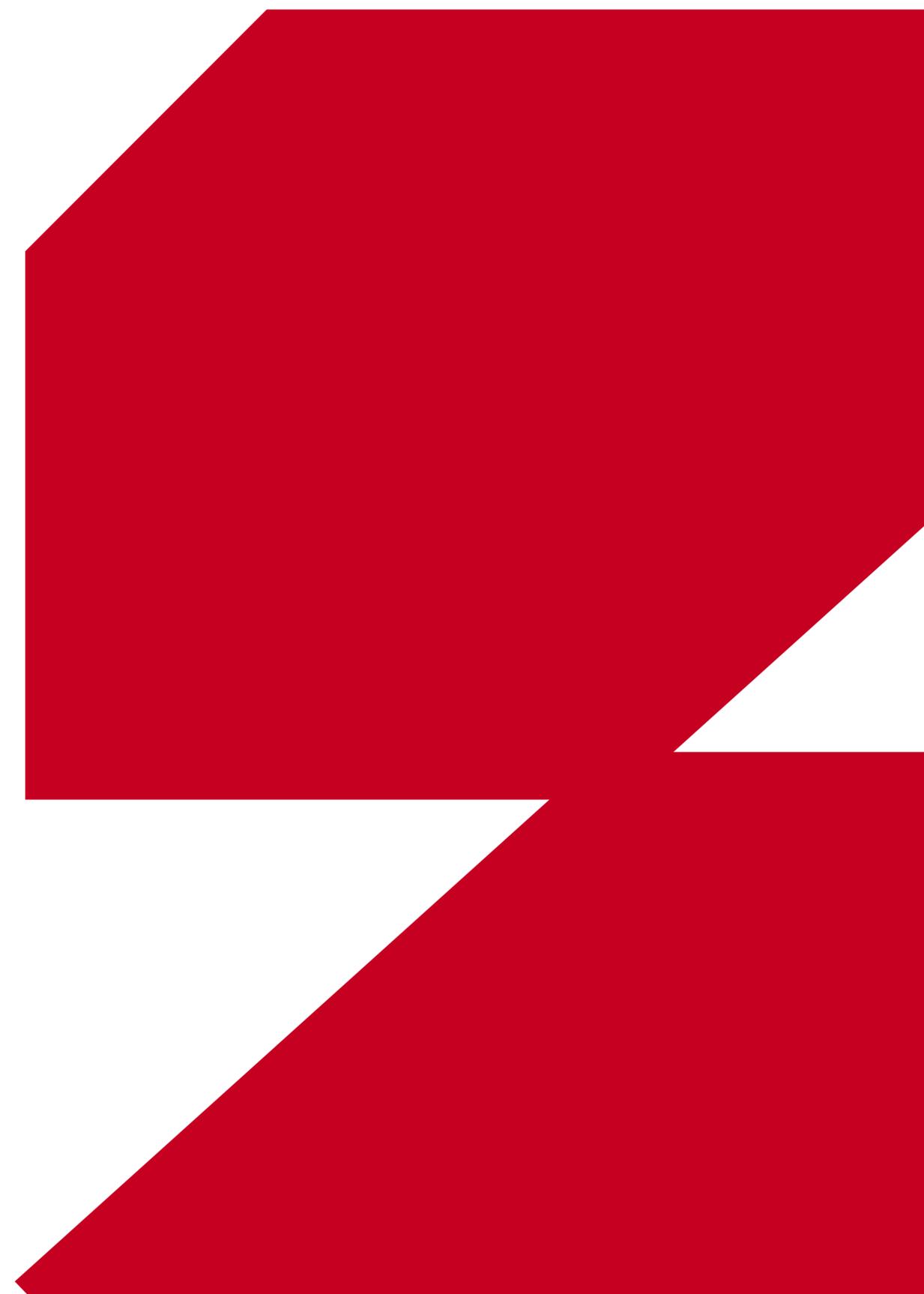
• Differentiate



Mission

In an era dominated by digital experiences, it's common for people to feel disconnected at times.

At Strat8gy, we prioritize making the digital world more human by placing a strong emphasis on the human connection and always keeping users at the focal point of our work.



Branding



- Findings and opportunities
- Brand strategy
- Identity development
- Digital and print collateral
- Brand guidelines

Discovery



- Competitive benchmarking
- Customer research and data analysis
- Stakeholder and user interviews
- User flows and customer journey
- Information architecture
- Wireframes and testing

Digital Experiences



- Performance Marketing
- Digital products
- Design systems
- Interactions and animations
- Illustrations and iconography

Engineering



- Front-end development
- Website development
- CMS implementation
- Quality assurance

Discover

INSIGHTS



Objective

Optimize marketing efforts to reduce costs and improve Return on Ad Spend (ROAS)

Plan of Action - Practices Implemented

Provided daily campaign statistics to keep FabIndia updated.
Facilitated regular updates to ensure alignment on marketing efforts.
Made quick adjustments based on ongoing campaign performance.



Results

Cost/Offline Purchase
Reduced by

-42.89%

CPM

-24.96%

ROAS

5X



Objective

Generate high-quality leads and enhance audience outreach for Godrej Interio -
Across South of India.

Plan of Action - Practices Implemented

Created and launched lead ads.
Filtered inquiries to ensure only genuinely interested customers were approached.
Followed up with leads through our call center.
Collaborated with the brand's team to convert potential buyers into customers.



Results

2800+

Leads Generated

400K

Audience Outreach

20X

Return On Ad Spend
(ROAS)



Campaign Details

Performance campaign for a plotted development in Mumbai 3.0 by a Category A developer.

Every 150 inbound social media leads from 10 EOI resulted in bookings from clients.

Each set of 150 leads resulted in 4 clients opting for the largest plot sizes with a ticket size of 1.75 crore, 6 clients opting for the second largest plot sizes with a ticket size of 1.25 crore, and 6 clients opting for the third largest plot sizes with a ticket size of 1 crore each.



Results

150+
Leads
Generated

10+
EOI's
(Expression of
Interest)

14.5 Crores
Total Booking Value



Hospitality **100** HOTELS

ITS CLOSE AS IT SEEMS

VISIT THE FERN RANTHAMBORE FOREST RESORT, SAWAI MADHOPUR TO WITNESS THE ROAR

THE FERN HOTELS & RESORTS
Leading environmentally responsible

WithResponsibility

MAKE THE

- SAFER
- SUSTAINABLE
- SENSIBLE

CHOICE

EVERY FINGERPRINT

TELLS A TALE OF OUR EXCELLENCE

ECOLIV

THESE BOTTLES WON'T FLOAT IN THE OCEANS!

- ONE BOTTLE
- HIGH PERFORMANCE CONCENTRATES
- LIFETIME USAGE

POCKET ROCKET

ECOLIV

IT'S GOING TO BE PLANET FRIENDLY

S park

CREATIVITY

NARSI

SAWDUST TO BRIQUETTES
OUR SUSTAINABLE COMMITMENT

100 HOTELS

DISCOVER YOUR *Beachside Sanctuary*

HospitalityWithResponsibility

reverb

YOUR FLYING CHECK LIST ISN'T COMPLETE WITHOUT US

READY TO EXPERIENCE THE WILD SIDE OF *Jadoba*

OPENING SOON

THE FERN HOTELS & RESORTS
Leading environmentally responsible

HospitalityWithResponsibility

WHAT OUR *Infinity Pool Experience* FEELS LIKE

COLLAGEN BOOST

THE NATURE STORY

ETHICAL LUXURY

CollagenBoost Face Serum

100% Vitamin C + Vitamin E + Ferulic Acid

30ml | 1.18 oz.

98% Natural

EXPERIENCE THE GOLD STANDARD OF VITAMIN C.

NARSI

A SMILE THAT'S AS STRONG AS THE LOG HE CARRIES

Own a piece of nature

Essential

JAMBALAO OIL

100% Natural

create

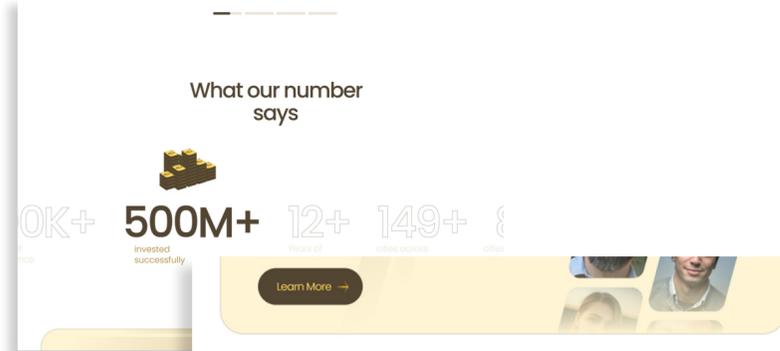
IMPACTFUL EXPERIENCE

What our number says

OK+ 500M+ 12+ 149+ 8

Invested successfully

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Meet → Suresh Sadagopan Managing Director, ladder7

LADDER7

FINANCES HAS NEVER BEEN THIS INTERESTING.

Engage With a New Generation

Read More →



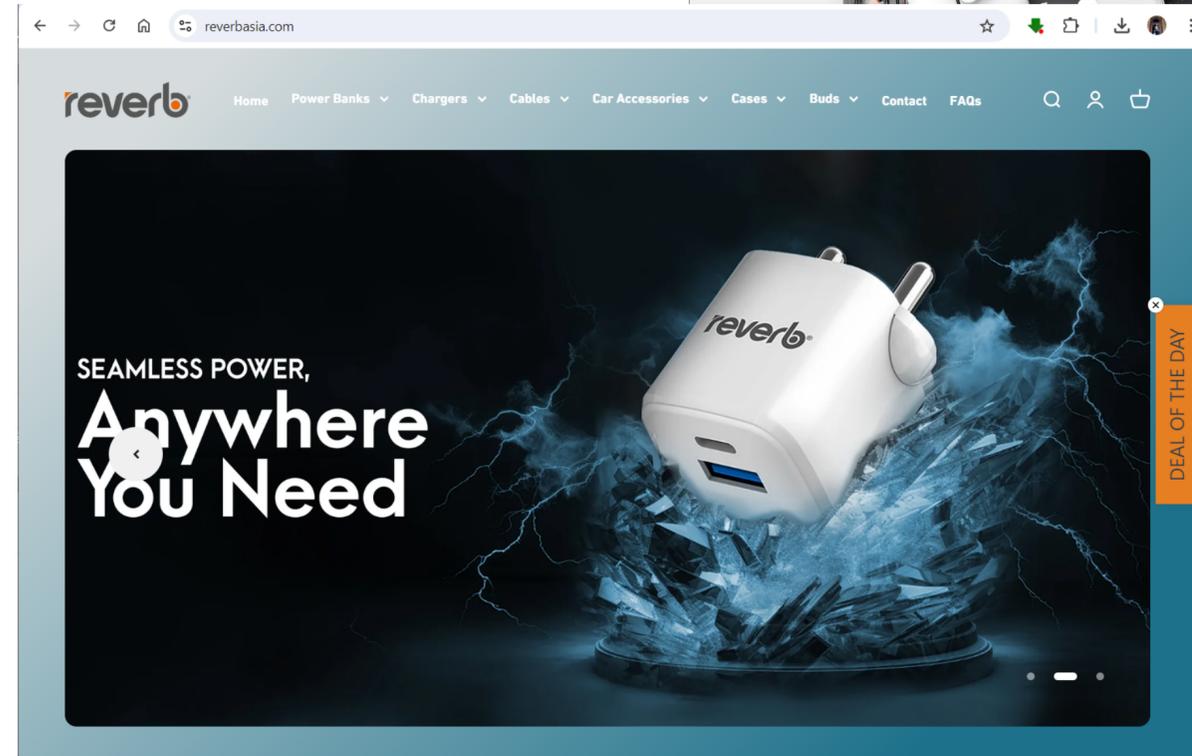
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Home Power Banks Chargers Cables Car Accessories Cases Buds Contact FAQs

SEAMLESS POWER, Anywhere You Need

reverb

DEAL OF THE DAY

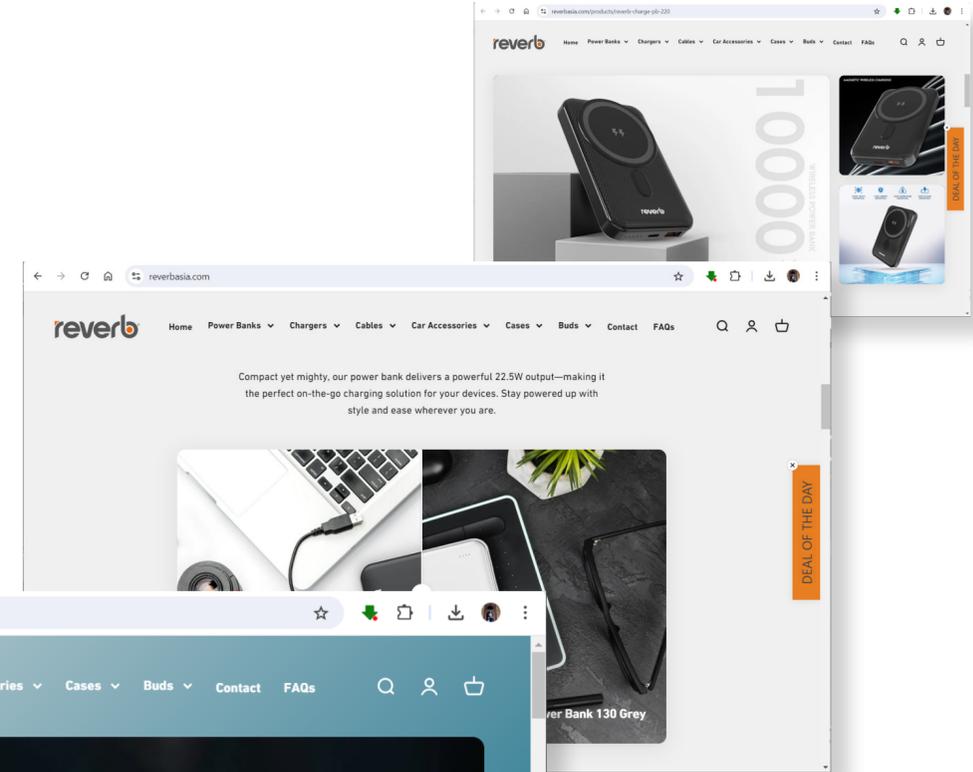


reverb

Home Power Banks Chargers Cables Car Accessories Cases Buds Contact FAQs

Compact yet mighty, our power bank delivers a powerful 22.5W output—making it the perfect on-the-go charging solution for your devices. Stay powered up with style and ease wherever you are.

DEAL OF THE DAY



To Change Consumer Behaviour



The Foundational Trio

for building a sustainable growth strategy
that delivers results.

Problem

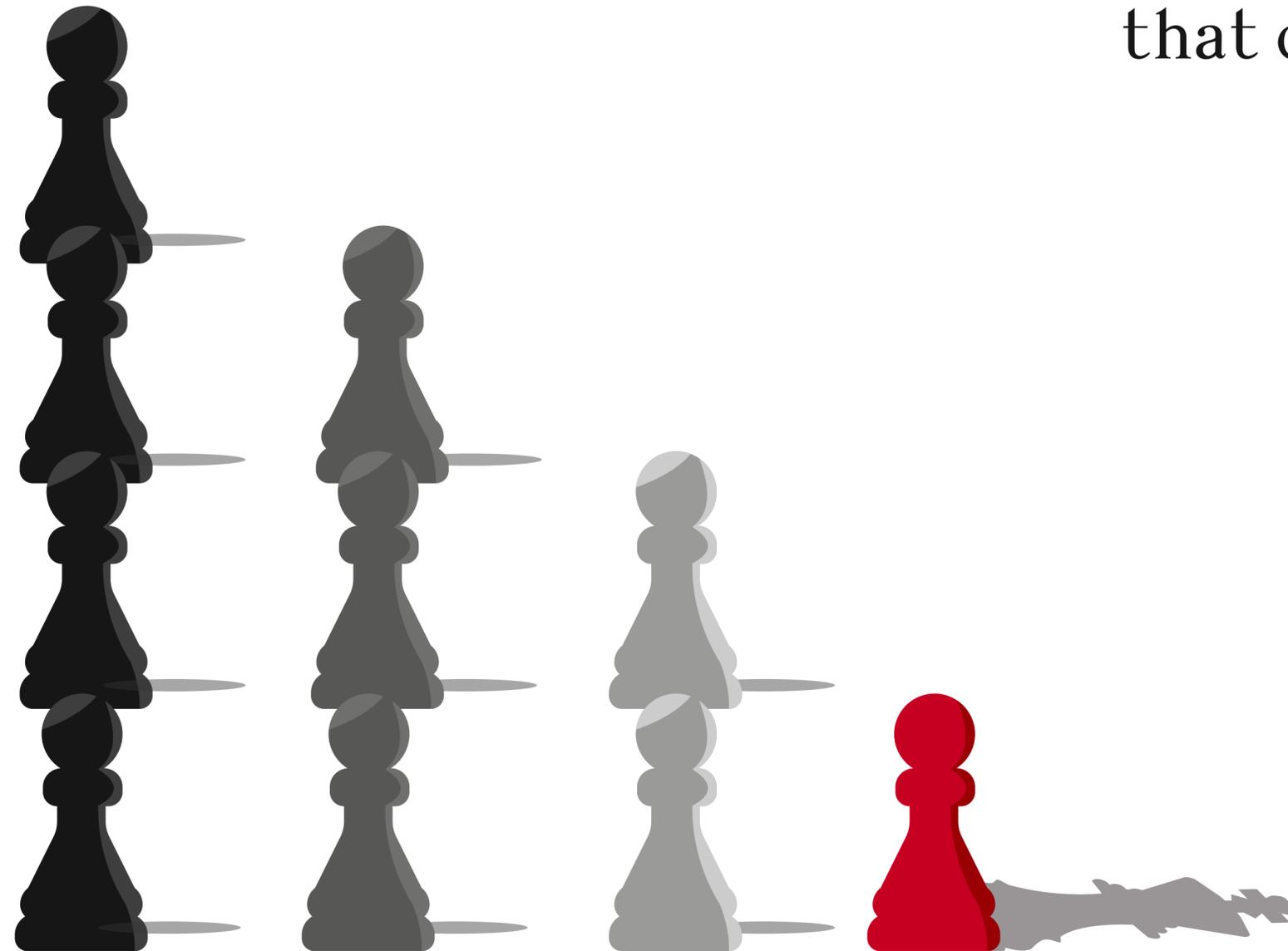
The Human problem behind
the business problem

Insight

An unspoken human truth
that sheds new light on the
problem

Advantage

What makes your thing
unique and motivating in
people's minds



Strategy!

A new way of seeing your thing
based on all of that

How do we deliver

Global Perspective

Our team comprises members and collaborators from diverse locations such as the United Kingdom, Dubai, & All parts of India offering a valuable global perspective on our work.

Research-Based Approach

We conduct both quantitative and qualitative research to uncover essential insights, define user flows, optimize customer acquisition, and inform our design process.

Regular Communication

Clients can expect to maintain constant communication with their dedicated team, including weekly calls to review progress and receive updates.

Dedicated Teams

We maintain small and focused teams dedicated to each project. Throughout the project lifecycle, you will have a single point of contact to guide you through the process.

Collaborative Effort

Achieving the best results is a collaborative effort that demands focus from both sides. We expect clients to designate a point person or a small team to actively engage with the project.

Well-Defined Client Fit

With our specialized services, we possess a deep understanding of where, how, and with whom we can deliver the best results.

Niche Focus

Strat8gy specializes in working with SMEs, corporations, and funded startups in the Education, FMCG, Hospitality, Real Estate, Healthcare, Manufacturing, and communication sectors.

Challenging Assumptions

As a research-based agency, we are not afraid to challenge underlying assumptions behind a product, website, or brand to ensure the best possible outcome.



5 Years, 4 Countries.

Word-of-mouth Fuelled Our Expansion To A Global Footprint.

Beyond Marketing.

The Purpose-Driven Partnership Advantage



LET'S
CONNECT

www.strat8gy.co

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