

DigimYZe

ADS

Portfolio

Since 2022



ONLINE ADVERTISING PORTFOLIO



02

You will

See something

Amazing today

CONTENT



03

HOW DOES IT WORK

04

GOOGLE ADS PHASES

05

SOCIAL MEDIA PHASES

06

GOOGLE ADS SERVICES
OVERVIEW

07

SOCIAL MEDIA SERVICES
OVERVIEW

08

CAMPAIGN HIGHLIGHTS

21

CONTACT

HOW DOES IT WORK?

People browse → Customers scroll feeds, search offers, or watch videos.

Platforms choose → Facebook, Instagram, LinkedIn
Google show ads that are relevant, targeted, and engaging.

We plan → Right audience, right time, right message.

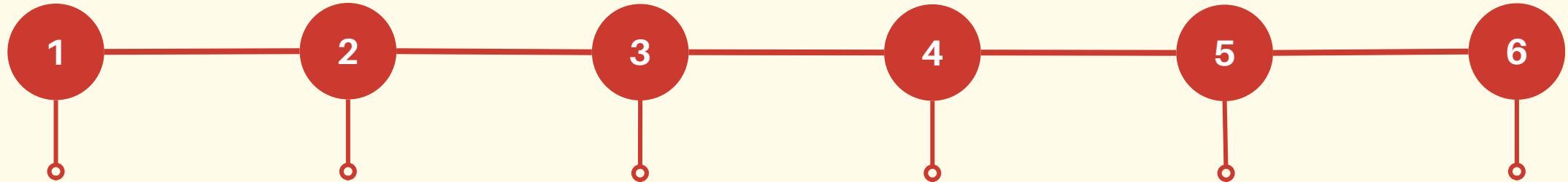
We create → Scroll-stopping creatives, engaging posts, and compelling offers.

We optimize → Real-time tracking, A/B testing, and budget shifts.

You win → More clicks, leads, bookings, and sales.



GOOGLE ADS PHASES



Research

Identify target audience, keywords, and competitors to build a strong advertising foundation.

Account Setup

Set up Google Ads, Google Analytics and Google Tag manager from scratch.

Campaign Build

Create ads, set targeting, choose bidding strategies, and define campaign objectives clearly.

Tracking

Implement conversion tracking and analytics to measure ad performance and customer interactions accurately.

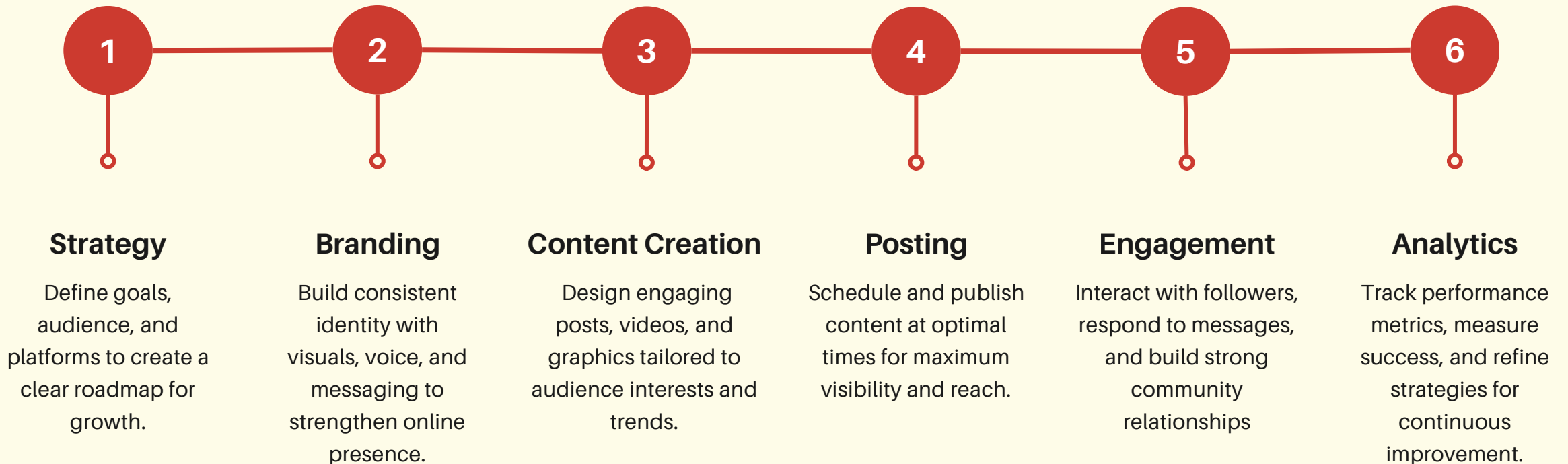
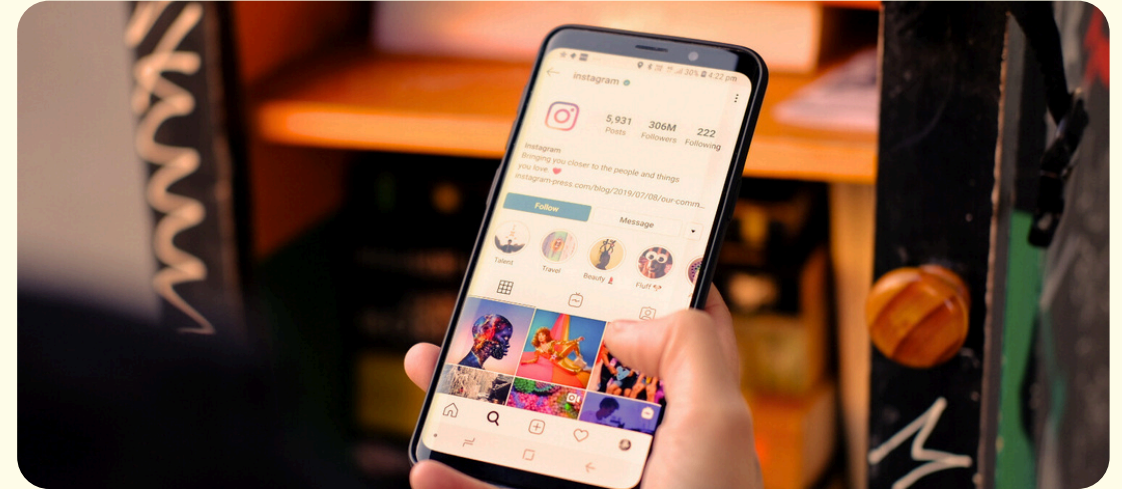
Optimization

Refine targeting, keywords, and creatives regularly to improve performance and maximize ROI.

Reporting

Generate insights with performance reports, analyzing data for future ad strategy improvements.

SOCIAL MEDIA PHASES



1

Search Ads

Target active users with keyword-based ads appearing directly on Google search results.

3

YouTube Ads

Showcase engaging video campaigns to capture attention and boost brand awareness.

5

Conversion Tracking

Measure leads, sales, and actions to evaluate ad performance accurately.

2

Display & Retargeting

Reach audiences with visual ads and re-engage past visitors for conversions.

4

Performance Max

Leverage Google's AI-driven campaigns to maximize reach across all ad channels.

6

Google Business Profile Ads

Promote your business locally with targeted ads on Google Maps.

GOOGLE ADS SERVICES OVERVIEW

It covers everything within Google Ads that helps your business reach, engage, and convert customers effectively.



1

Strategy & Planning

Build tailored social strategies aligned with brand goals and audience insights.

3

Creatives (Posts, Reels, Stories)

Design engaging visuals and videos that resonate with your audience.

5

Community Engagement

Interact with followers, respond promptly, and strengthen customer relationships.

2

Content Calendars

Plan, organize, and schedule posts for consistent and effective brand communication.

4

Paid Campaigns

Run targeted ads to increase reach, drive leads, and boost conversions.

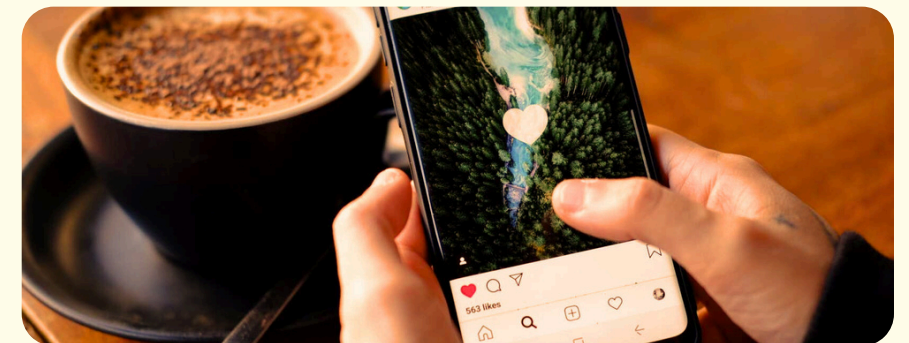
6

Influencer Tie-ups

Collaborate with creators to expand brand visibility and credibility.

SOCIAL MEDIA SERVICES OVERVIEW

It covers everything outside your website that builds brand presence, engages audiences, and drives growth.



Google Ads

Facebook Ads

CAMPAIGN HIGHLIGHTS

Next



ADS



REELS



SEARCH



SEARCH





Basha Foods International is a Calgary-based, family-founded specialty grocery brand celebrated for its 100% Halal offerings, fresh bakery, in-house meat plant, and beloved pita production. Once a niche local store with limited reach, it has since grown into a regional staple for multicultural communities across Canada.

CHALLENGE

- 1 No digital presence → No website, no SEO, no proper online visibility.
- 2 Weak creative output → Flyers, posters, and ads were poorly designed and failed to convert.
- 3 No consistent strategy → No weekly offers, seasonal campaigns, or clear marketing direction.
- 4 Low awareness → Despite strong product quality (own meat plant & pita production), the brand was barely known outside its immediate neighborhood.
- 5 Footfall struggles → Store traffic was inconsistent, with no digital funnel to drive in-store visits.

SOLUTIONS

- 1 Brand Overhaul → Redesigned flyers, posters, and digital creatives with clean, professional visuals that actually converted.
- 2 Digital Foundation → Built a website, optimized local SEO, and created a system for weekly offers and promotions.
- 3 Social Media Growth → Scaled presence across Facebook & Instagram with consistent campaigns, engaging designs, and community-first content.
- 4 Performance Marketing → Launched targeted ad campaigns that directly promoted weekly deals, seasonal specials, and in-house products like meat & pita bread.
- 5 Consistency: Basha lacked a consistent offer based strategy. We created the “Give something to get something” idea for Basha.

RESULTS ACHIEVED (2024-2025)



7.56M Views on Social Media

uge brand visibility; Basha went from being barely known to consistently in front of tens of thousands of eyes every week.

1.05M Reach (+5.2%)

More than a million unique people exposed to the brand, cementing presence in Calgary's grocery market.

97,818 Link Clicks (+12.2%)

Strong buyer intent — thousands actively clicking through to weekly deals, location info, or contact pages.

27,982 Content Interactions

Customers engaging with posts, sharing offers, and tagging friends → clear indicator of community buzz.

2,638,673 Ad Views (last 90 days)

Ads alone pushed visibility at scale, keeping Basha top of mind against competitors.

Monthly 204,025 Visits (+25.8%)

In-store visits tracked via campaigns, showing digital translated directly to footfall.

\$4M+ Annual Revenue

Proof that combined digital + in-store strategy scaled the business to multi-million revenue levels.

Basha's ROI is 2,122%

Every \$1 spent on ads returned about \$21 in revenue for Basha in the last 1 year.

Deep Take

Basha Foods grew from just 400 followers and no digital presence to over 14K followers with millions of views and consistent store lines during campaigns. Weekly offers, flash sales, and bold creatives turned social media into a revenue engine, supporting over \$4M in yearly sales. Today, Basha is a household name in Calgary's Middle Eastern community, with digital at the core of its growth.



ONLY HIGH QUALITY GRAPHICS

We make such graphics for Basha Foods on daily basis that has achieved it more than 4M in revenue in last 1 year.

CS ★ TOP PICKS ★ TOP PICKS

3⁹⁹ EA
Regular Price: 7.99/EA
DOGS GURME CAY ASSORTED (200GM)

3 for \$5
Regular Price: \$1.99/EA
BERRYWORLD BLACKBERRIES (170GM)

69¢ EA
Regular Price: \$1.69/EA
BAYROUTHY MIX VEGETABLES (400GM)

7⁹⁹ EA
Regular Price: \$8.99/EA
JUMBO WATERMELON SEEDLESS

11⁹⁹ EA
Regular Price: \$14.99/EA
MECHAALANY TAHINI (907GM)

8⁹⁹ EA
Regular Price: \$9.99/EA
ZABIHA SAUSAGES (375GM) Reg. / Hot

9⁹⁹ LB
Regular Price: \$11.33/LB
HORSE HEAD CEYLON TEA

12⁹⁹ LB
Regular Price: \$16.95/LB
HAPPY FARMS DRINK

2025

BASHA FOODS INTERNATIONAL

STRAWBERRIES

100% FRESH

3 for \$5.00 OR \$9.99/Case (8ct)

WT: 1 LB/Box | 8 LB/Case

ONLY TILL JUNE 23, 2025
or while supplies last

Ads

PRICE FOCUS FLYER

The customers of Basha are very price centric. We recognised this as focal point of their behaviour and created such clean flyers.

4⁴⁹ EA
Regular Price: \$4.99/EA
YOYO WAFER MILK / HAZELNUT CHOCOLATE (300GM)

2⁰⁹ EA
Regular Price: \$2.29/EA
HAPPY SWING ROLLS VANILLA / HAZELNUT (150GM)

15⁹⁹ EA
Regular Price: \$19.99/EA
1121 XL BASMATI SELLA RICE (10LB)
DAYETNA
BASHA FOODS

3⁹⁹ EA
Regular Price: \$5.99/EA
BASHA PASTA ELBOW | PENNE (1200GM) FUSILLI (900GM)

2²⁹ EA
Regular Price: \$2.99/EA
CHELSEA DELIGHTS CRISPY (200GM) ORCHARD (180GM)

portfolio



The Canada Bus is a trusted intercity transportation service connecting major cities and towns across Canada with safe, affordable, and reliable travel options. Built on the idea that travel should be both convenient and comfortable.

CHALLENGE

- 1 Had a decent online presence but lacked professional structure.
- 2 Poor designs → posts didn't match brand value or inspire confidence.
- 3 Ads were only boosted posts, not full funnel campaigns → wasted spend.
- 4 No clear strategy or USP identified (price, comfort, convenience not highlighted).
- 5 Owner handled most of the work himself → inconsistent output and limited growth.

SOLUTIONS

- 1 Brand Refresh → Redesigned all creatives with consistent identity & stronger messaging.
- 2 Campaign Ads, Not Boosts → Built structured campaigns with clear targeting, budgets, and conversion goals.
- 3 USP Development → Positioned Canada Bus around safe, affordable, reliable intercity travel.
- 4 Reels & Short Videos → Created numerous engaging reels showcasing buses, routes, and travel experience.
- 5 Community Growth → Built steady presence with local and travel communities, highlighting student & family affordability.

RESULTS LAST 2 MONTHS



771K Reach

Nearly 3/4 of a million people saw the brand — strong awareness across Alberta & beyond.

3.08M Impressions

Each person saw the brand ~4 times → enough frequency for recall without over-saturation.

\$13.6K Ad Spend

Efficient CPM of ~\$4.42 → very cost-effective compared to travel industry benchmarks.

44K+ Link Clicks (FB)

High interest in booking routes — Facebook remains the biggest traffic driver.

12K Website Visits (FB)

Clicks are translating into meaningful web sessions, showing intent to book.

1,945+ Link Clicks (IG)

Instagram is becoming a growth channel, with +34% visits and better engagement quality.

3K+ Loyal Followers

Community building achieved; not just reach but a base of consistent, loyal online followers.

Dozens of Reels Produced

Reels outperformed static posts → proving video-first content is what drives engagement in travel.

Deep Take

The Canada Bus built national visibility in a brutally competitive market, reaching 770K+ people with over 3M ad impressions for just CA\$13.6K spend. Social campaigns drove 46K+ clicks and a +798% surge in Instagram followers, proving ads + content worked together. Despite fake reviews and competitor pressure, the brand now dominates awareness across routes, with digital as its strongest growth channel.



TRAVEL INSPIRATION POST

A design that pairs scenic Alberta imagery with overlaid content about destinations—blending imagery and typography to invoke adventure and calm.



2025



creative

CHARTER SERVICE HIGHLIGHT

Focused on presenting one key service at a time through clean layouts, large icons, and minimal supporting text.



portfolio



Pizzorama is a newly renovated pizza brand that relaunched with a fresh look, improved location, and ambitious goals. The client was extremely tech-savvy, detail-oriented, and hard to impress—but through our graphics, reels, and targeted content, the brand has seen a massive rise in footfall and a strong digital presence.

CHALLENGE

- 1 No structured brand identity despite renovation and new location meant finding new loyal customers
- 2 Needed fresh content strategy to match the modernized space.
- 3 Tough competition in Calgary's pizza space—customers chase quick deals and trending brands.
- 4 Client had high expectations and deep technical knowledge, making execution scrutiny very high.

SOLUTIONS

- 1 Built a consistent content strategy with high-quality graphics and reels that showcased both product and brand vibe.
- 2 Focused on location-based targeting to bring immediate footfall after relocation.
- 3 Designed seasonal and offer-based campaigns to boost engagement and urgency.
- 4 Maintained constant performance reporting to align with client's tech-savvy nature and keep transparency high.

RESULTS ACHIEVED - 30 DAYS



Reach: 292.7K (↑ 3,700%)

Indicates explosive visibility, showing content is getting picked up by Instagram's algorithm.

Followers: 2,598 (↑ 65.4% in 90 days)

Reflects strong community growth, with audience converting from casual viewers to loyal followers.

Interactions: 10.1K (↑ 100%)

Shows high engagement; people aren't just watching but actively liking, sharing, and commenting.

Top Posts: 138K, 50K, 47.2K, 30.4K views

Indicates that creative reels are viral-level hits, pushing organic growth and brand awareness.

Reach: 200.6K (↑ 4,266%)

Reach increased 88% came from non-followers, meaning campaigns are attracting new eyes.

Followers: 2603 total (↑ 95.1% in 90 days)

Early-stage growth, with scope to leverage Facebook more for community building.

Pizzorama's ROI is 467%

Pizzorama has received an encouraging ROI in just 4 months of work.

Deep Take

Pizzorama relaunched after renovation with our graphics and reels driving explosive traction — reaching 292K+ people and growing followers by 65% in 90 days. Viral posts crossing 138K views turned digital buzz into real store footfall. From a skeptical, tech-savvy client to a now loyal partner, Pizzorama has become a rising local pizza brand powered by social media.



FLAVOR STORY DESIGN

A creative treatment pairing close-up food photography with minimal text overlays—designed to visually communicate taste and texture without clutter.



2025



creative

COMBO DEAL LAYOUT

A structured post concept that emphasizes bundled offers with clear pricing—designed to keep the food imagery as the central focus while ensuring details remain legible.



portfolio



Toscana Italian Grill is a family owned restaurant proudly serving authentic Italian Food since 2011 in Calgary Canada. They have 3 restaurants in the city and have a popularity among a good loyal number of customers.

CHALLENGE

- 1 Previous ad manager wasted budget with no results, creating distrust.
- 2 Campaigns had been flagged multiple times by Google, damaging credibility.
- 3 Ads never converted in the past, leaving no hope of ROI. They had never worked well for Toscana leaving a bad impression in the mind of the client.
- 4 The brand needed a fresh start on Google — a new strategy that could rebuild trust and actually deliver.
- 5 With new Restaurant opening in Downtown and pressure mounting - failure was NOT an option.

SOLUTIONS

- 1 Built a new ad account structure with proper compliance to avoid future flags.
- 2 Combined SEO + Ads for maximum impact, ensuring ads were backed by organic credibility.
- 3 Focused on targeted campaigns (private dining, date night specials, lunch express) instead of generic ads.
- 4 Optimized budgets, keywords, and ad placements to guarantee conversions at the lowest possible cost.
- 5 We took time to understand the Calgary market and exactly how restaurants use google to their benefit. Market research was key.

RESULTS LAST 4 MONTHS



Performance Overview

2.57M Impressions | 31.5K Clicks
6,440 Conversions | CA\$8.71K Spend

Indicates massive visibility and consistent customer actions at an efficient spend.

Cost Efficiency

Avg CPC: CA\$0.28 |
Cost/Conversion: CA\$1.35

Shows extremely low costs — acquiring new bookings for less than a cup of coffee.

Campaign Highlights

Business Profile: 2,116 conversions @ CA\$1.02
Date Night: 988 conversions @ CA\$0.94
Private Events: 1,235 conversions @ CA\$2.07

Indicates themed and occasion-based campaigns deliver the best ROI compared to generic ads.

Deep Take

Toscana's Google Ads went from flagged, wasted spend to one of its biggest growth engines.

Campaigns delivered 6,400+ conversions at \$1.35 each with a strong 20% conversion rate. Event-driven ads like Date Night and Private Dining proved especially profitable. With 90% of bookings on mobile, ads tapped directly into "near me" dining searches. The SEO + Ads combo built a full funnel — awareness through Display, intent through Search, and trust through SEO — turning ads into a high-ROI channel.

CVR: 20.4%

(6,440 conversions ÷ 31,500 clicks)

Indicates 1 in 5 people who clicked actually booked or enquired — very high for restaurant industry standards.

Network Split

Google Display: 66% of clicks → awareness
Google Search: 31% of clicks → high-intent

Indicates Display nurtures awareness while Search converts ready-to-book customers.

Return on Ad Spend (ROAS)

Est. Booking Value: CA\$450K+ from CA\$8.7K spend (assumes avg. booking = CA\$70)

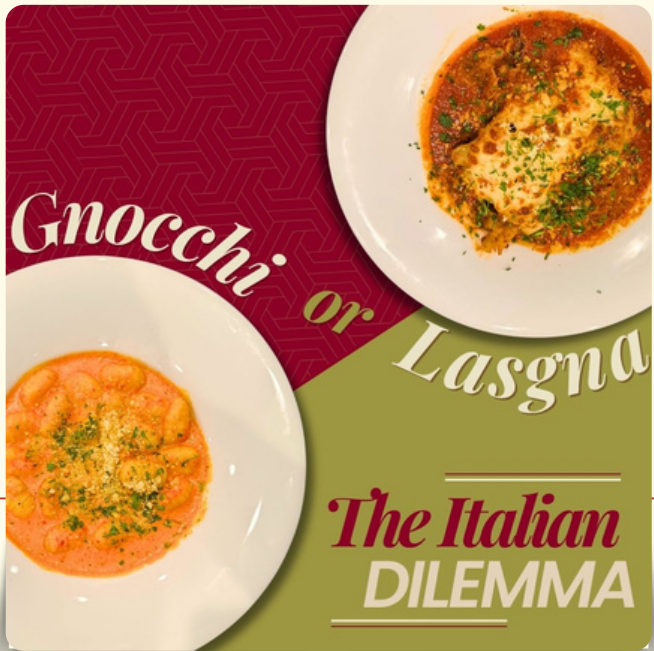
Indicates ~52× ROAS — proving campaigns directly drive significant revenue. Google has had a complete result turn around with Toscana when used right.

SEASONAL SPECIAL

A flexible creative style for seasonal menus or offers, designed to feel fresh while staying consistent with brand identity.



2025



creative

PRODUCT FOCUS POST

A visual format that places the dish at the center while supporting it with minimal typography for a clean, modern look.



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create

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We help businesses across industries rank, grow, and win online. Ready to see what DigimYZe can do for you?

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