



ACTURE MEDIA

Rise & Thrive

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Introducing

ACTURE MEDIA

A Global Growth Multiplier Agency that uses data-driven marketing strategies to help you build relevance and own your industry.

We focus on designing real connections between brands and their audience through cohesive & measurable brand experiences.

**What sets us
apart?**

Global Quality

Timely Delivery

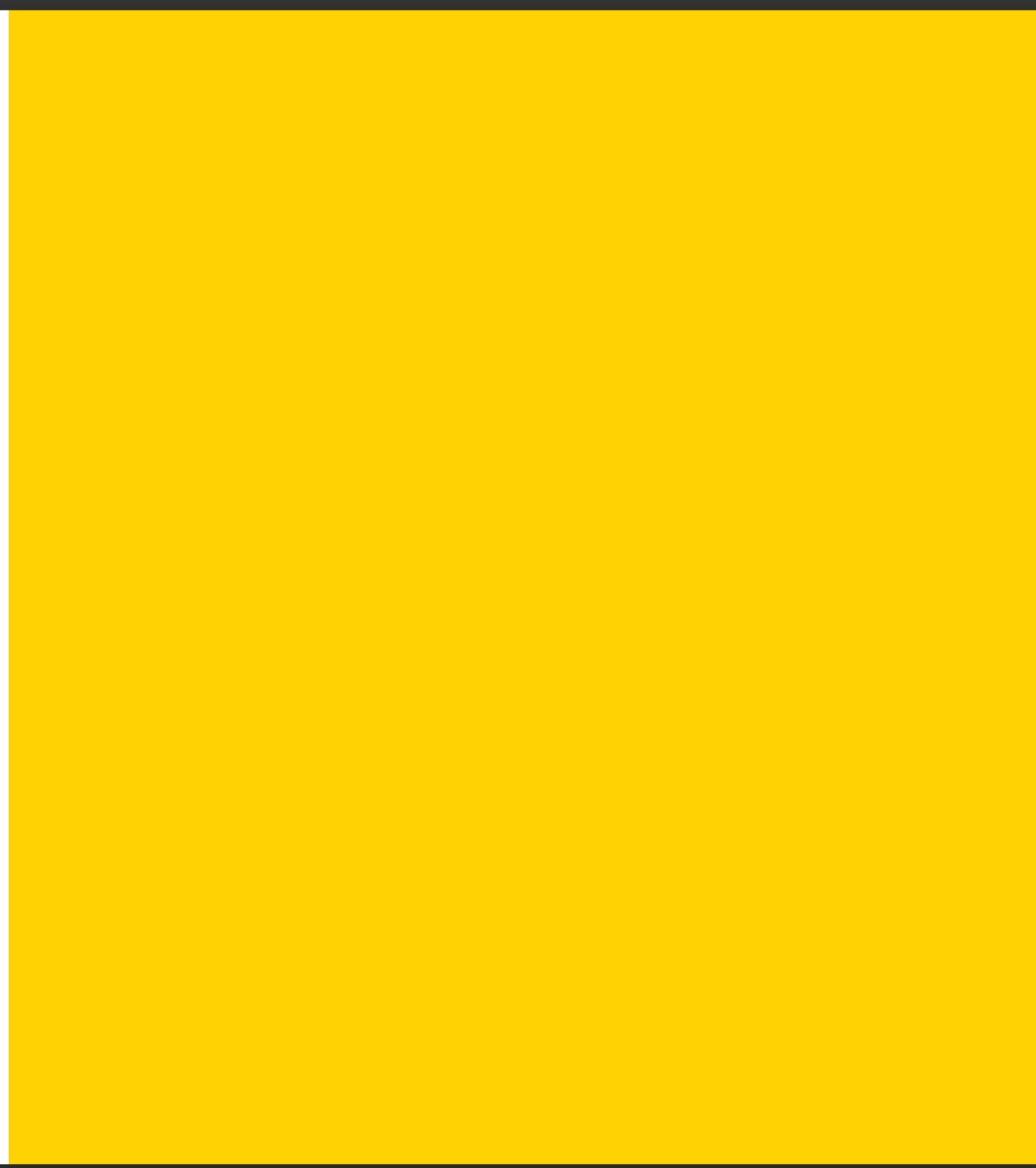
Digital Partnership

Competitive Pricing

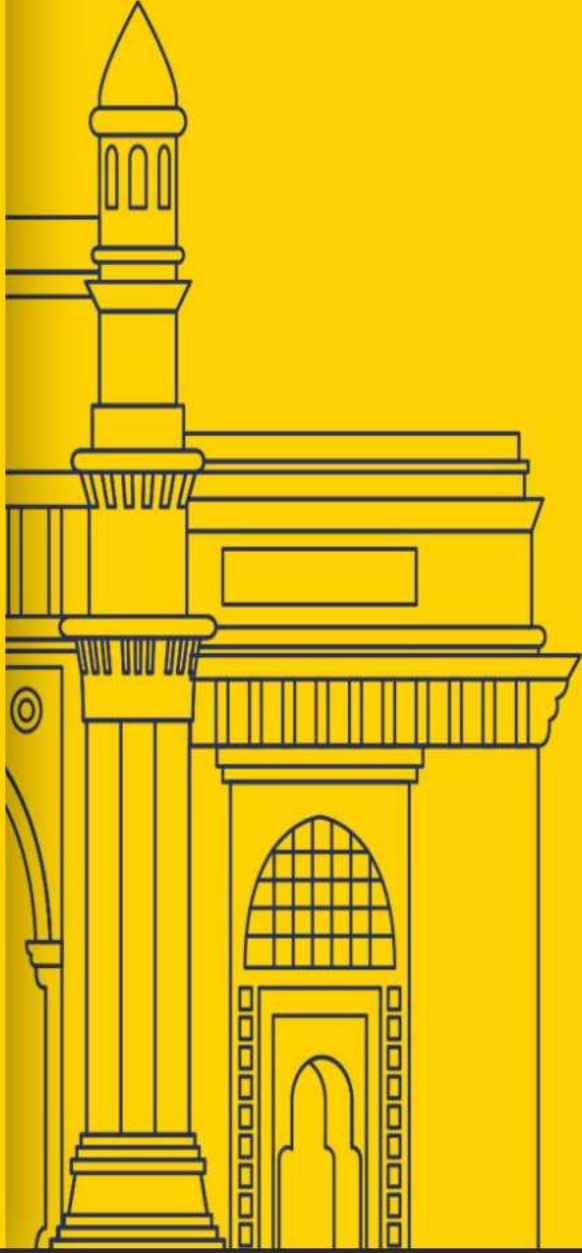
Our Core

We optimize for the long term
We do whatever it takes
We act as your partners

OUR OFFICES



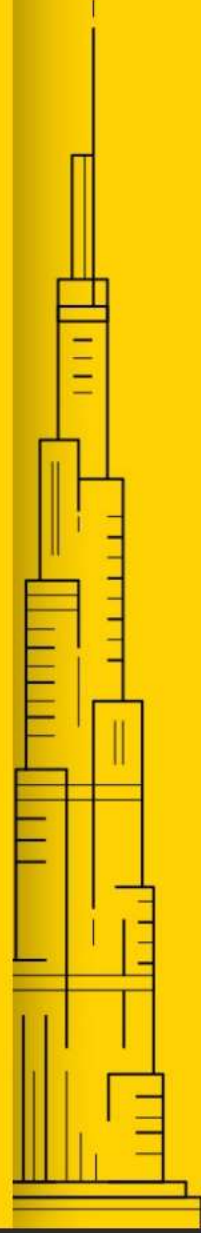
MUMBAI



DELHI



DUBAI



OUR LEADERS

Jay

Bhanushali

A smooth creative with specific attention to experience and design thinking.



Raj

Bhanushali

An analytical shark crafting media plans for some of the most forward thinking brands.



Jennifer

Mulchandani

An enterprising multi-hyphenate with over a decade of experience growing large-scale global organisations.



OUR TEAM





**User Experience
Engineer**



**Full-Stack
Developer**



**Web Application
Developer**



**Social Media
Strategist**



**Online Community
Manager**



**Digital
Engagement
Specialist**



**Performance
Marketing
Specialists**



**SEO Lead
Analysts**



**Search Visibility
Specialists**



**Strategic
Partnerships
Managers**



**New Market
Expansion Leads**



**Content
Creation
Specialists**



**Creative Copy
Leads**



**Brand
Messaging
Writers**



**Account
Relationship
Managers**



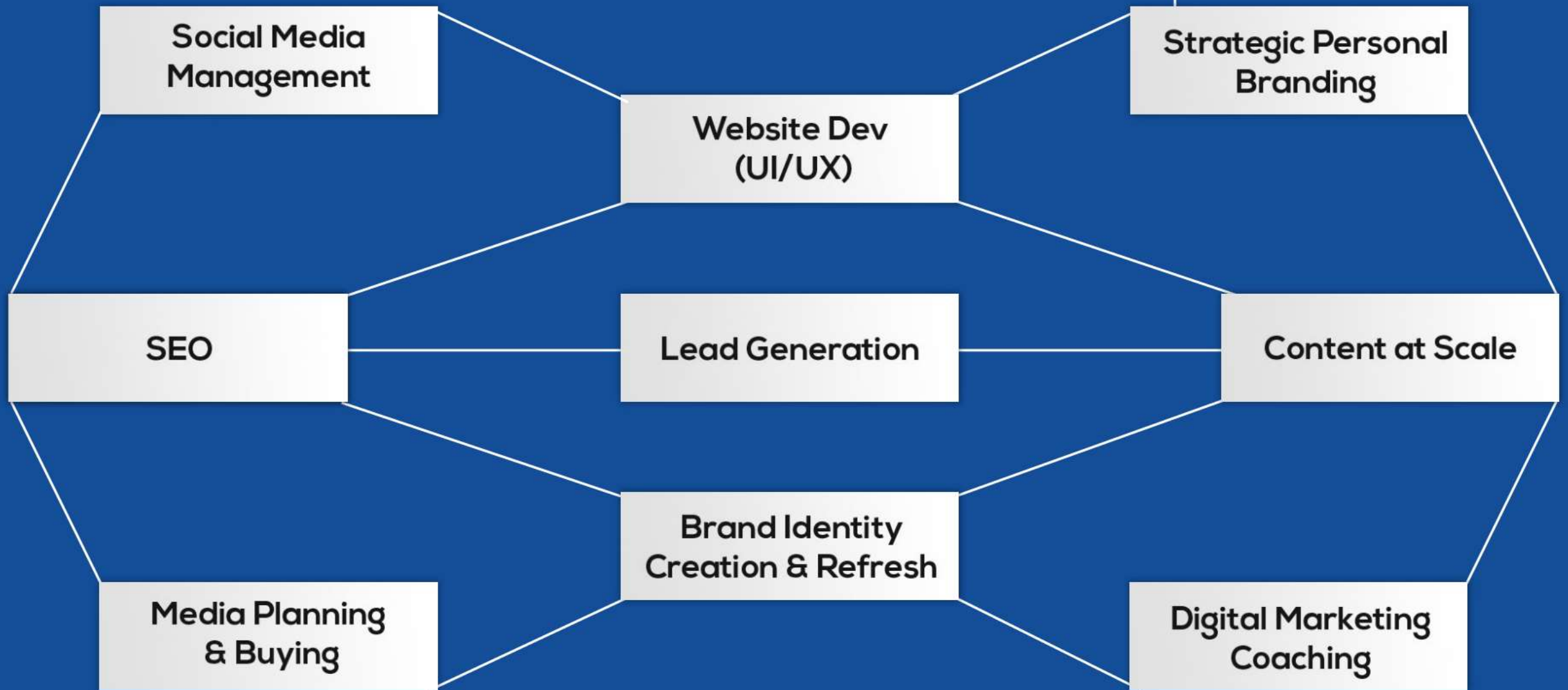
**Brand
Innovation
Consultants**



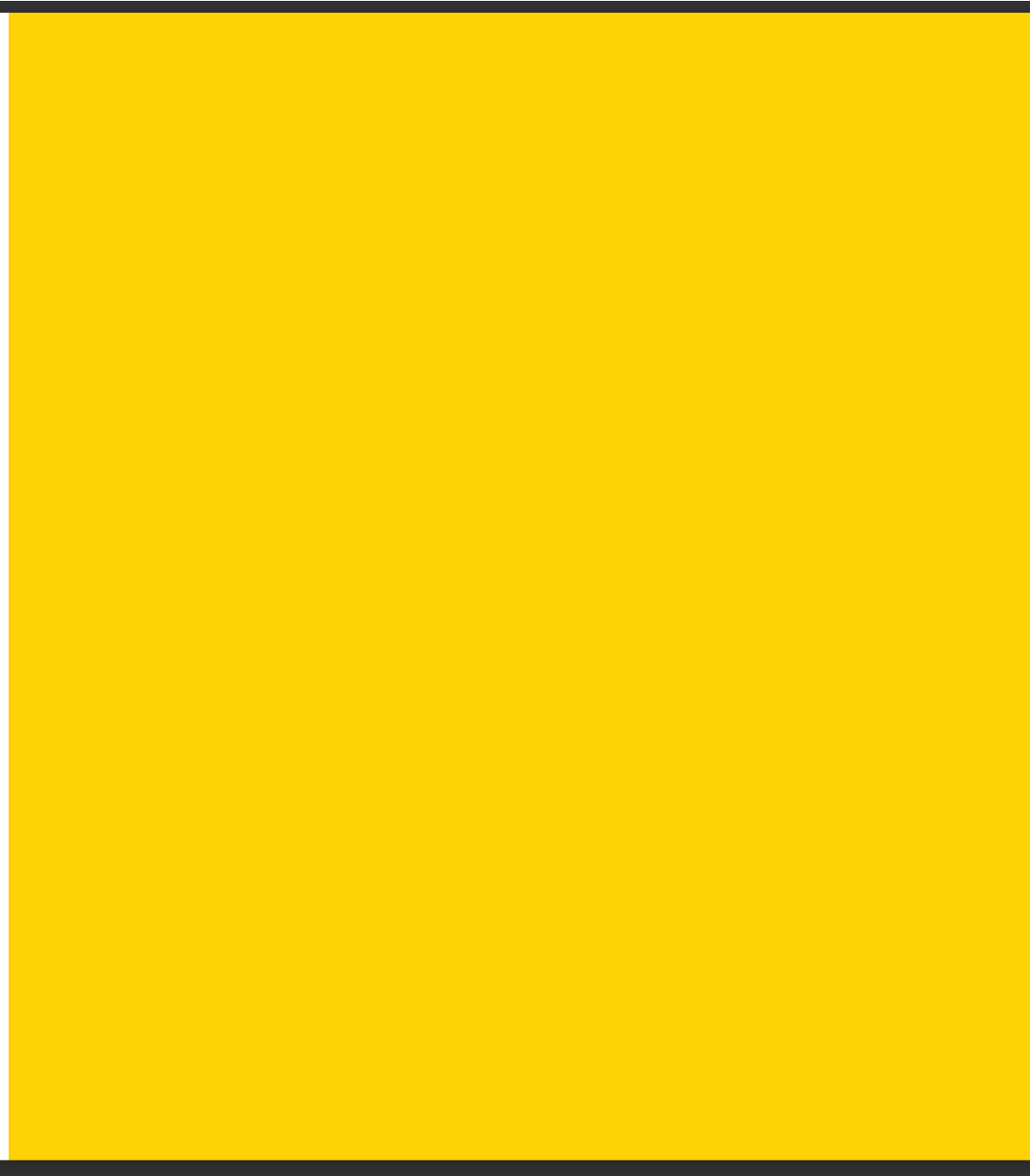
**Strategic Growth
Planners**

OUR EXPERTISE

**GROWTH
MARKETING**



OUR PROCESSES





DEFINE

Discover opportunities

DEVISE

Design integrated strategies

DEVELOP

Distinguish potential outcomes

DELIVER

Deploy plans to the fullest

DETERMINE

Decide impact and measure success

DOMINATE

You're welcome

OUR CLIENTS

Trusted by remarkable businesses who
we're currently growing or have invested in.

Beauty & Lifestyle



TRUEFIT & HILL
EST. 1805 • ST. JAMES'S • LONDON



Education



F&B



Tech Transformation



Travel



Jewellery



Real Estate



BEAUMONTÈ



Gaming & Entertainment



Hospitality



RAINFORREST & TALISMAN

Wellness



Car Rental



Logistics



Marketing Agency

GLASSBOX

NGO



Fitness



Fintech



GROWTH MARKETING



AUTORIDERS



India's leading B2B car rental company.

THE CHALLENGE

Faced hurdles in recruiting for specific locations and generating fresh leads.

ENTER ACTURE MEDIA

Tailored lead generation for stakeholders.
Built the personal brand of 5 stakeholders.
Enhanced user experience and brand representation on websites.
Weekly growth consultation sessions.
Introduced training programs for teams.

THE RESULT

Closed 4 positions in 21 days with a pool of 78 prospects.
Generated 2300+ leads in 2 months. with 12% SQ Leads.
Secured 3 clients for a 2-year contract.
Achieved 135.5% follower growth and 23% ER on stakeholders' accounts.



 VICTRESS™
BEAUTY ACADEMY



A permanent makeup training academy with a presence in
cdi

THE CHALLENGE

Filling empty workshop batches in Mumbai and Delhi with a lengthy conversion process.

ENTER ACTURE MEDIA

A website revamp

Weekly growth consultation sessions with stakeholders

Coaching trainers on personal brand building

Performance marketing across Google and Meta

THE RESULT

Registrations: Already secured for the upcoming March launch.

Results: Increased registrations by 45% and reduced CPA by 28%.

Expansion: Launched in 4 new cities, with 3 new courses.





V-EXPLORE

Global luxury b2b travel agency



THE CHALLENGE

Navigating the shift from B2B to B2C without a solid foundation or awareness in the market

ENTER ACTURE MEDIA

Leveraged performance marketing on major platforms.
Established company branding on Instagram from launch.
Enhanced website user experience and visual appeal.
Dedicated weekly sessions for 2 hours with stakeholders.

THE RESULT

Achieved a 20% ROI.
Achieved significant improvements in search rankings and organic visibility.



FINTECH BRAND

an investment app based out of UAE
(on NDA cannot reveal the name)



THE CHALLENGE

Anticipating an upcoming app launch with a lack of strategic direction within the internal team.

ENTER ACTURE MEDIA

A focus on strategic digital storytelling
A launch plan including on-ground events, PR, digital announcements, and targeted campaigns.
Performance marketing across Google and Meta.

THE RESULT

Successfully introduced the app to the market.
45,000 subscriptions within the first month with 3x ROI



FURNITURE BRAND

A polish furniture brand based out of UAE
(on NDA cannot reveal the name)



THE CHALLENGE

Faced a lack of awareness in the competitive UAE market, which lead to a drop in sales

ENTER ACTURE MEDIA

Strategically executed performance marketing.
Established company presence on Instagram right from launch.
Improved user experience on the website.
Committed weekly sessions for 2 hours with stakeholders.

THE RESULT

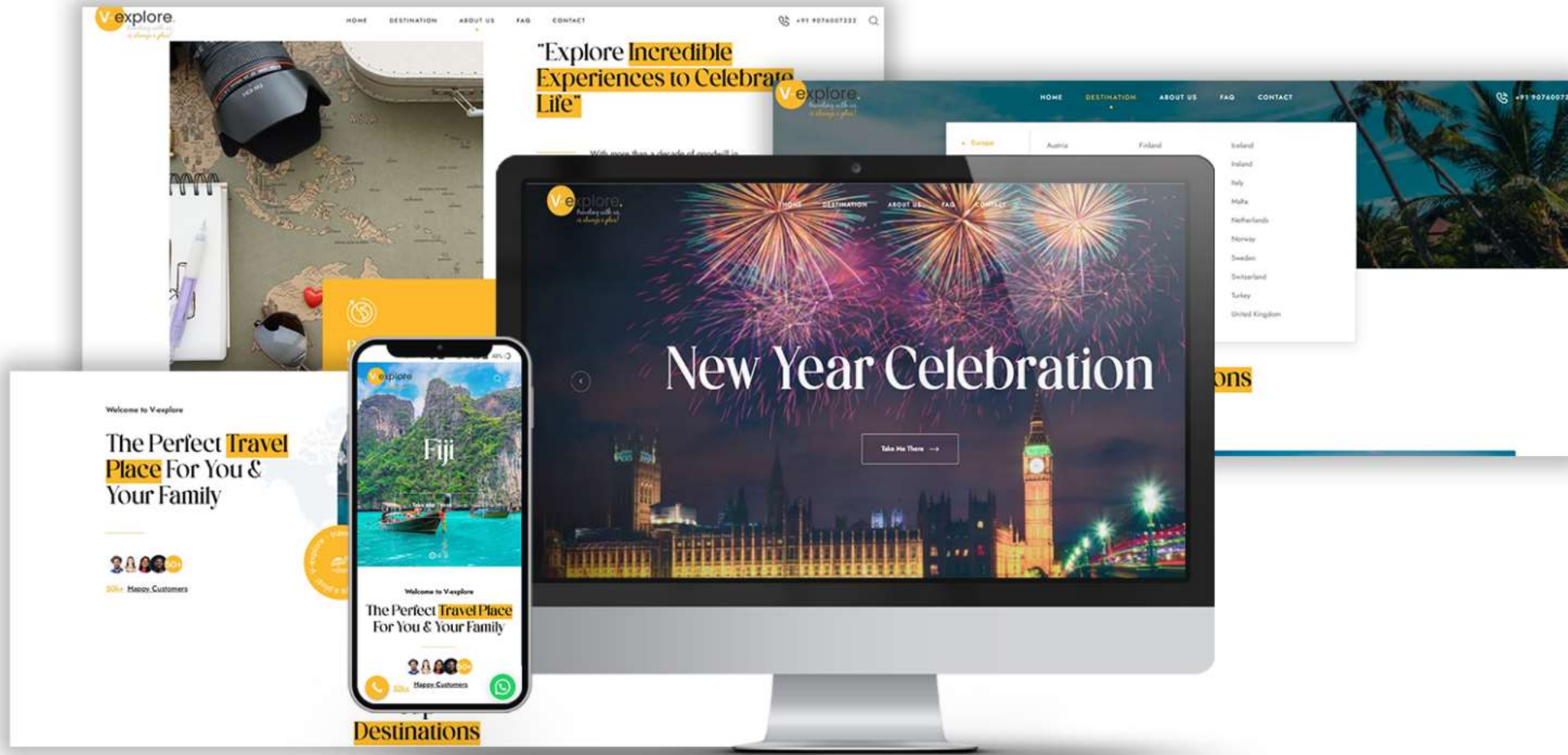
1500 to 2000 daily active traffic visiting the website along with a 3.5 ROI.



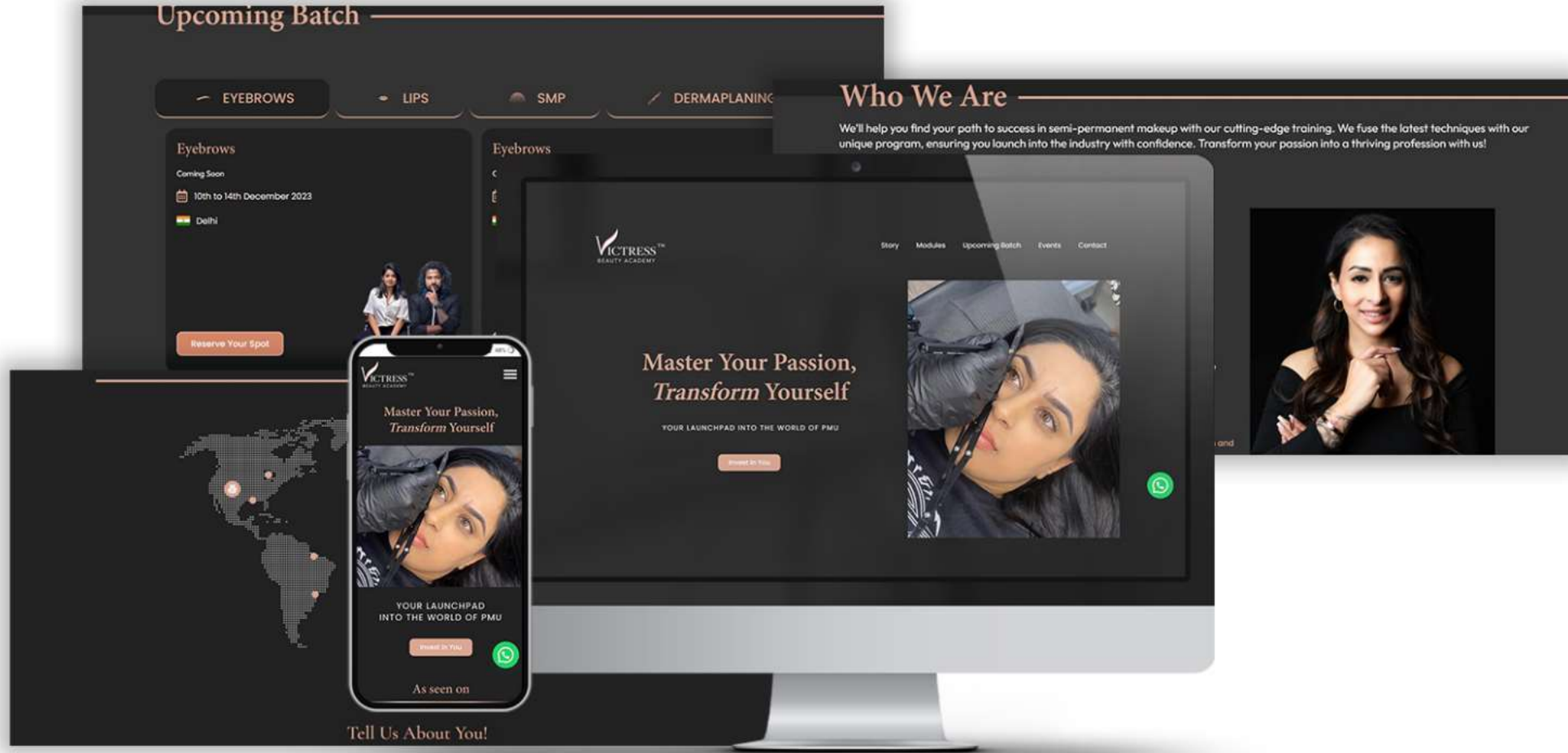
WEBSITE & UI/UX



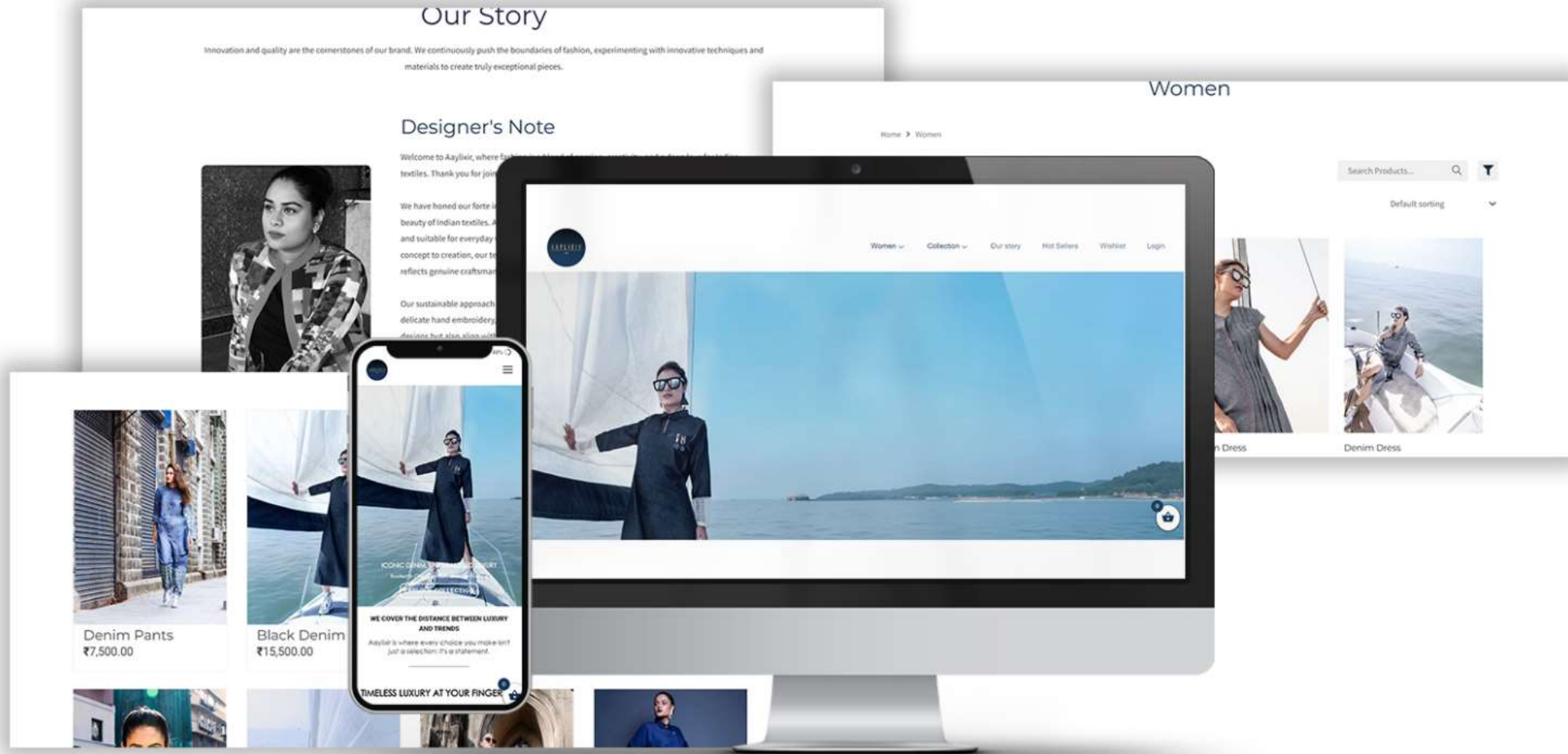
Achieved a 60% increase in leads and a 30% increase in organic traffic.



Increased organisation, boosting user engagement from 30 seconds to 80 seconds with a performance of 80+.



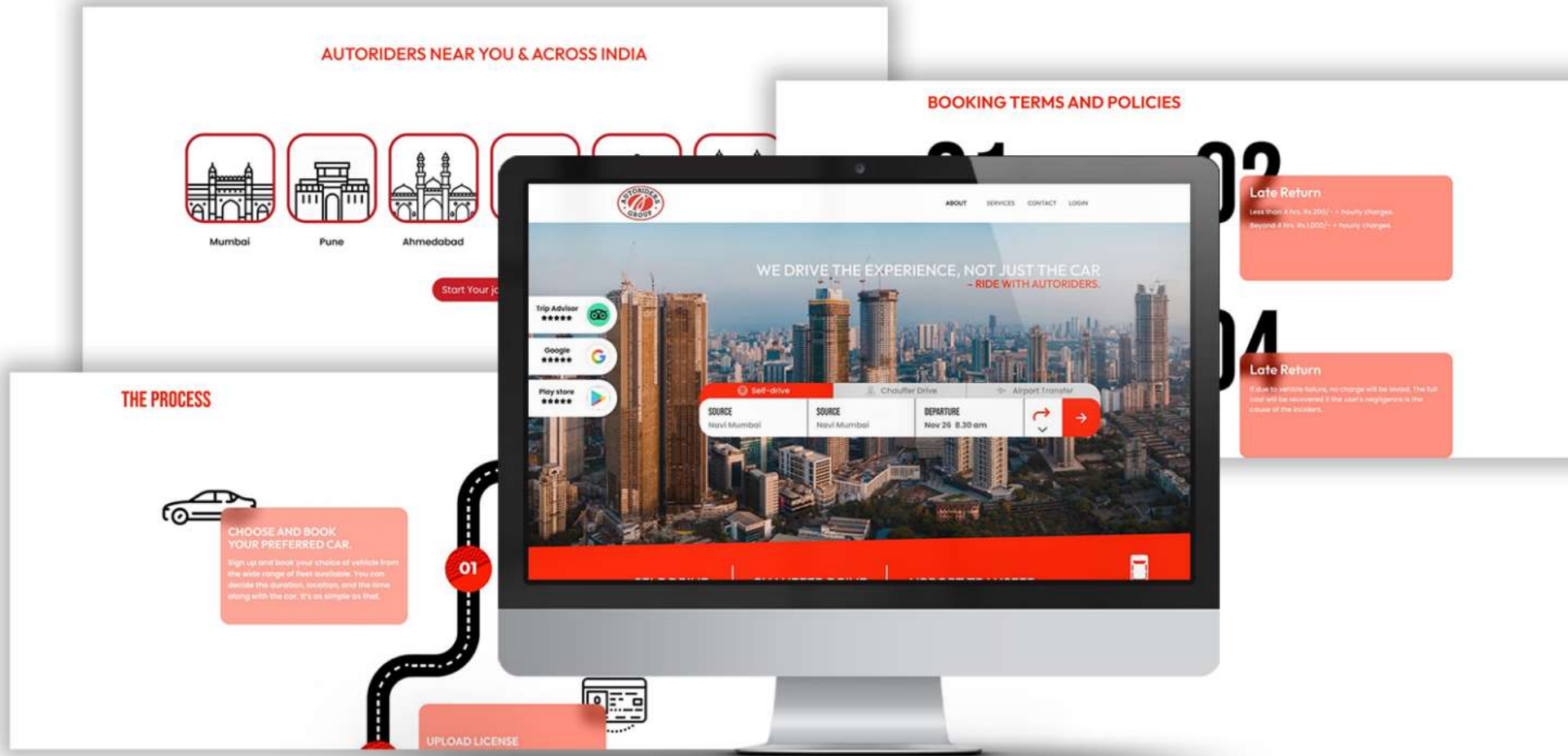
Brought an international flair into the website, broadening its global appeal with a performance of 90+.



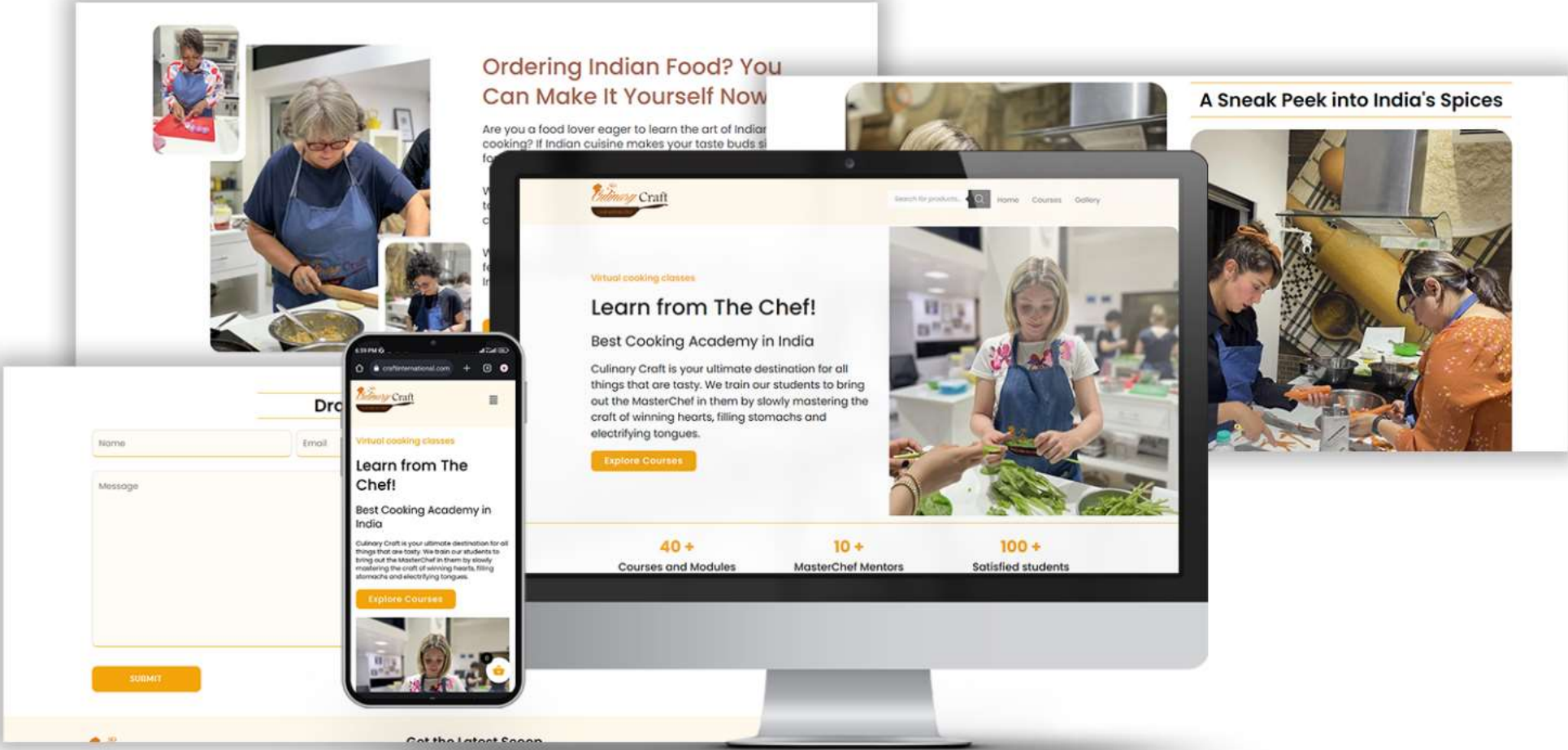
Caused a 30% surge in website purchases and created a better online presence.



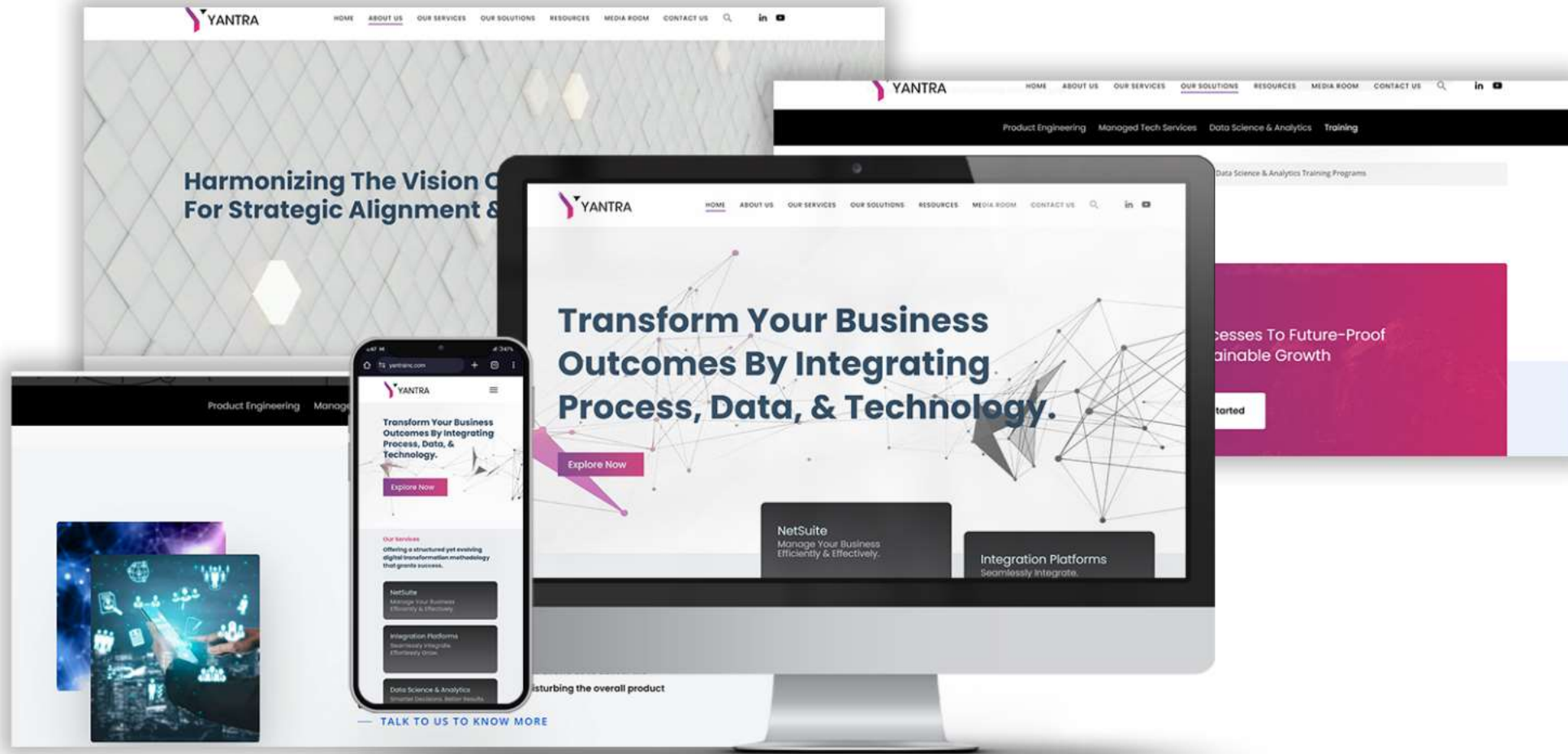
Work in progress, with a focus on improving the UI to align with the revised brand manual created for the brand.



Recreated the back-end solution, along with an overall upgrade in the user experience, to showcase the new version of the brand.



Boosted user engagement from 30 seconds to 80 seconds with a performance of 80+.



Strategically optimised for SEO, bringing ranking from 87 to 09 within 30 days.

PAID MEDIA



THE CHALLENGE

KFC approached us for a Creative strategic Campaign to increase awareness and walk-in for their Brand.

ENTER ACTURE MEDIA

The basic idea was to increase the Website Traffic & Footfalls, Through Social Media and Media Strategies.

The campaign was in communication on Tuesday to be ready for the discount and on Wednesday, the communication was direct to buy now and visit now.

THE RESULT

As Ran on Wednesday and Thursday on Different social media Platforms, there was a increase in 10% sales overall in India.





THE CHALLENGE

Codashop wanted to increase the gaming purchase in India for PUBG, being an aggregator.

ENTER ACTURE MEDIA

The basic idea was to increase the Performance and get a Good ROAS through Social Media Platforms & Other Websites.

THE RESULT

We used a niche category approach for the campaign , by running ads on gaming category websites and Apps & reached to the right audience to achieve the ROAS of more than 7 & reduce the cost per buying by 15 %.



Gush

THE CHALLENGE

Gush Beauty is a clean beauty brand. It aimed to increase product sales among its clientele.

ENTER ACTURE MEDIA

The brand already made investments in paid media services and was constantly looking at prospecting users giving higher CPA. We retargeted the purchasers by upselling and cross-selling and tried to create multiple lookalikes of the regular

THE RESULT

An increase in ROAS by 45% within a period of 6 months.





THE CHALLENGE

Audible Suno an Amazon Company Approached us to increase Awareness for their brand through social media.

ENTER ACTURE MEDIA

The basic idea was to have the Brand Awareness and Reach to the maximum audience as they collaborated with TVF.

THE RESULT

We used an 360 degree approach for the campaign, by running ads on FB, adwords and through programmatic as well and reached around 12.5 Mn audience across the platforms & 10% increase in app downloads.



THOUGHT LEADERSHIP

SIEMENS

BUILDING THE PROFILE OF THE GLOBAL C- Suite level management for brand

THE CHALLENGE

There was an urgent need to create a unified approach towards representing the senior Management of Siemens within globally set boundaries and a focus on collaborations. (On LinkedIn only)

ENTER ACTURE MEDIA

Creating specific content that had a mix of professional background coupled with minimal personal outlooks integrated within the specific positioning for each profile .

THE RESULT

An increase in follower growth across linkedin between 29% - 72% for the profiles with an engagement rate spike of 12%-18%1 from an erstwhile 1.3% as well as one large LinkedIn initiated collaboration that resulted in the production of the worlds largest product for the industrial metaverse.





ATRINA

Repositioning Company Leaders to be Industry pioneers

THE CHALLENGE

The CEO of a growing Technology Transformation Organisation was looking to build his engagement across LinkedIn while being positioned as a thought leader across his industry.

ENTER ACTURE MEDIA

Repositioned him as the benevolent tech leader who had a strategic yet personal POV across industry news. We not only drafted specific calendars but also began an organic outreach funnel that we would love to explain in person.

THE RESULT

An increase in follower growth across linkedin of 35% in just the first 3 months with an increased engagement rate of 12% Additionally, in the process of signing on a new client through the organic outreach funnel created and executed.





Niche Profiling for THE GLOBAL CEO & STAKEHOLDERS

THE CHALLENGE

There was a lack of representation among the senior leadership of Yantra - a global business and tech consulting company. No unified voice and no clear association with the company.

ENTER ACTURE MEDIA

We carved out very niche profiling positions for each stakeholder as well as curated content specific to them as per their tonality and in context to the current trends.

THE RESULT

An increase in 'very hot' leads by 4% in just 3 months funnelled through organic linkedIn outreach strategies.



LEAD GENERATION



THE CHALLENGE

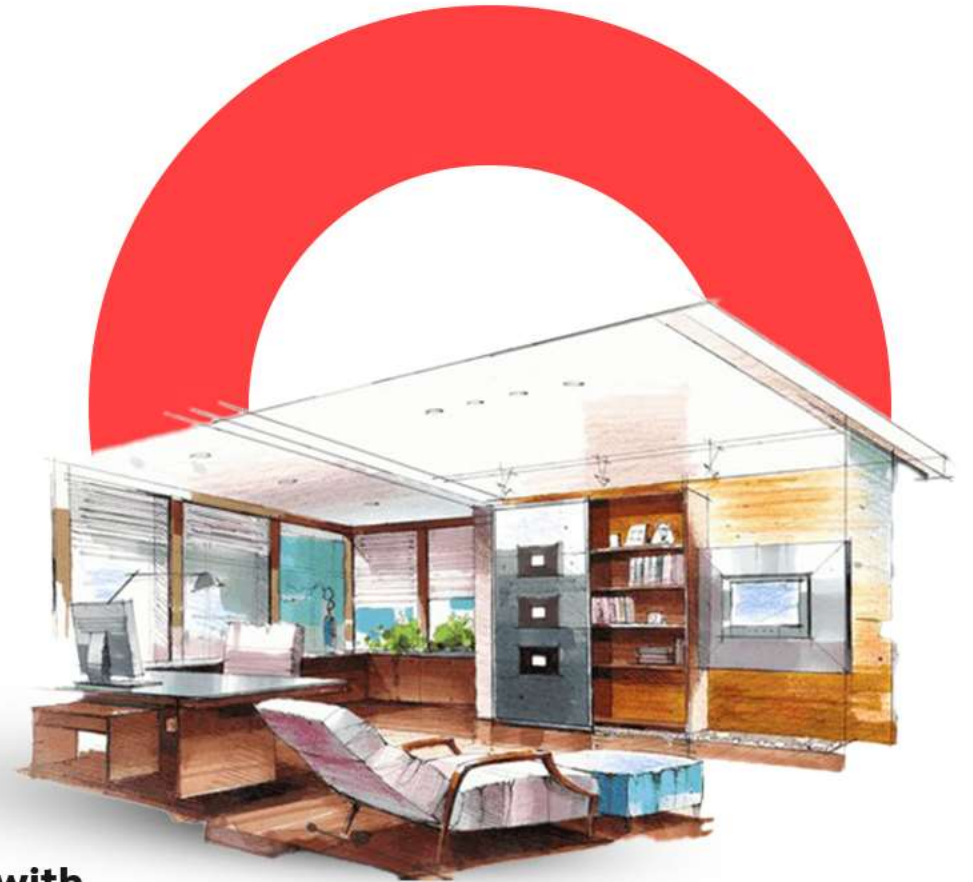
Midas DeZign Studio needed to increase brand visibility, attract quality leads, and achieve a satisfactory ROI from their marketing efforts.

ENTER ACTURE MEDIA

We devised a comprehensive digital marketing strategy utilizing Google Ads, SEO, and Facebook Ads to enhance their online presence.

THE RESULT

Midas DeZign Studio achieved an impressive 10X ROI in just 3 months, with increased leads and improved brand visibility.





THE CHALLENGE

Victress Beauty Academy needed to generate qualified leads and improve their ROI from marketing efforts, aiming to increase brand visibility and attract potential students.

ENTER ACTURE MEDIA

Acture Media developed a comprehensive marketing strategy, utilizing Google and Facebook ads, to effectively reach the target audience and drive lead generation for Victress Beauty Academy.

THE RESULT

Achieved a 6X ROI for Victress Beauty Academy, with a significant increase in qualified leads and student enrollments, enhanced brand visibility, and higher engagement with potential students.





THE CHALLENGE

Autoriders International struggled to generate qualified leads and achieve a satisfactory ROI from their marketing efforts, resulting in stagnant business growth.

ENTER ACTURE MEDIA

Acture Media devised a comprehensive marketing strategy leveraging LinkedIn and targeted email campaigns to effectively reach Autoriders International's ideal audience.

THE RESULT

3X ROI achieved, increased qualified leads, improved sales, revenue growth, and enhanced brand awareness for Autoriders International.



LET'S CHAT

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 [Acture Media](https://www.linkedin.com/company/acture-media)