foxa

Performance marketing that answers to your numbers.

Company portfolio 2026



happyfresh · Pintarnya · Bonvie · CELESTA NUSA PENIDA BALI · SWARNA Day Spa · Bali Bird Park · balimoon · MY PRIME Aesthetic

−69% CAC

107x ROAS

RESULTS

Eight brands. Eight numbers we moved.

-69%
new-user CAC
happyfresh

107x
peak Shopee ROAS
Bonvie

3.6x
registrations
Pintarnya

224%
AU lead target
CELESTA
NUSA PENIDA BALI

3.7x
lead target
SWARNA Day Spa

-70%
cost per lead
MY PRIME Authentic

+56%
organic traffic
Bali Bird Park

1.79M
organic impressions
balimoon LIQUEURS



happyfresh

Grocery app · Indonesia · 2025-2026

-69%

new-user CAC in 3 months

17.8x
Google iOS ROAS

10.2x
Apple Search Ads ROAS, from 7.5x

+94%
new users, record month

Fixed iOS tracking (SKAN), moved bidding to AppsFlyer, rebuilt the channel mix.

Pintarnya

Job platform · Indonesia · 2026

3.6x

registrations

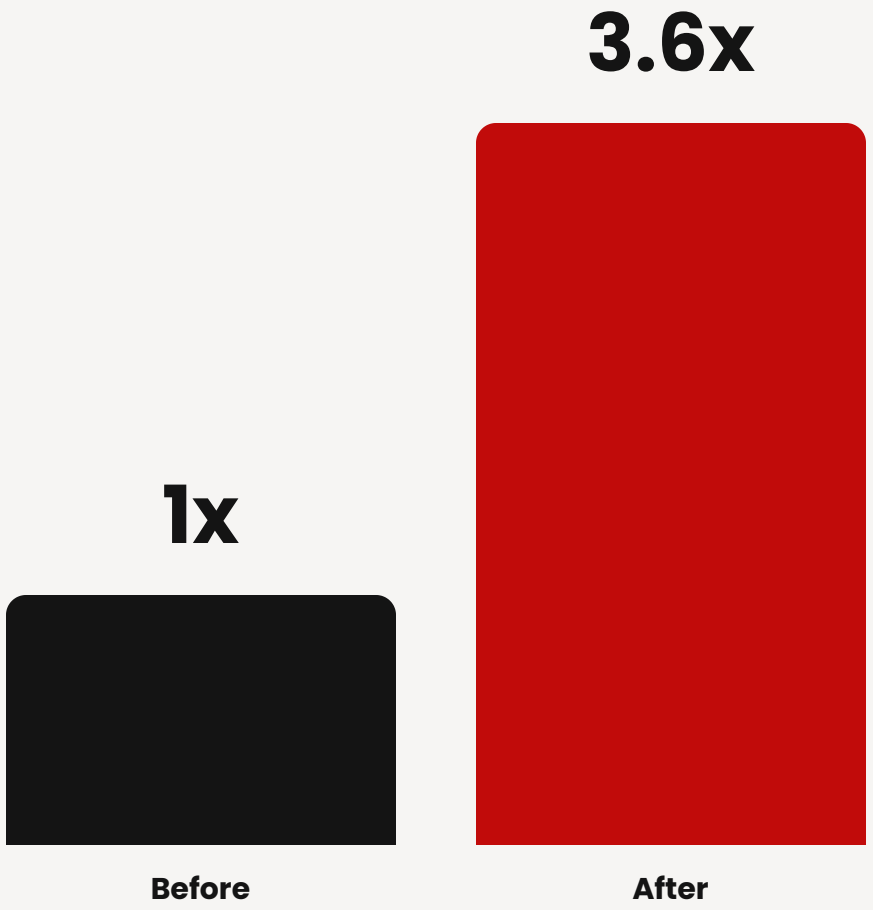
-68%
Meta cost per registration

-41%
blended cost per submission

99K+
registrations a month at target cost

Made Branch the single source of truth, then scaled Meta and Google on clean data.

REGISTRATIONS, INDEXED





Bonvie

Haircare · Indonesia · 2024-now

107x

peak Shopee ads ROAS

35x
Meta CPAS ROAS

5.7x
TikTok GMV Max orders in 6 months

3
marketplaces run as one funnel

Shopee, TikTok Shop and Meta CPAS managed as one funnel with shared creative.

CELESTA

NUSA PENIDA BALI

Resort and real estate · Nusa Penida

224%

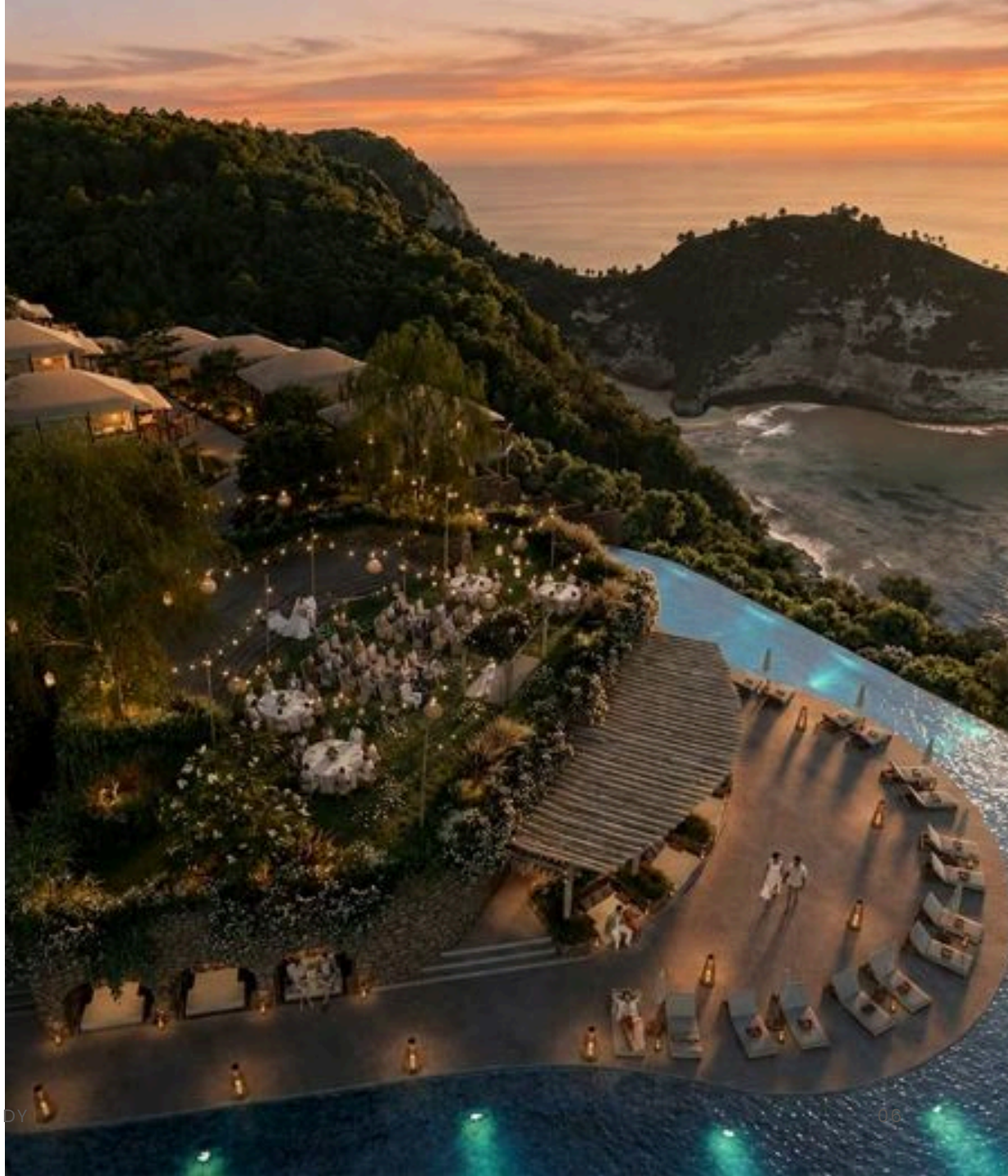
of the Australian lead target

169%
of the Singapore lead target

-37%
cost per qualified EU lead vs AU

4
markets: AU, SG, EU, UAE

Lead forms that qualify investors before the sales call, judged in CRM.





SWARNA
Day Spa

Spa · Bali · international guests

3.7x

lead target, Google PMax

-59%
cost per lead vs target

2.7x
traffic from AI assistants

+39%
non-branded top-10 keywords

PMax with click-to-WhatsApp, plus SEO and answer-engine content.

Bali Bird Park

Attraction · Bali · 2025

+56%

organic website traffic

+73%
walk-in visitors during the program

+776%
Instagram reach during the program

1
checkout event fixed (was counted as Purchase)

Website SEO and tracking fixes, as consultant to the in-house team.





balimoon LIQUEURS

Liqueurs and spirits · Bali

1.79M

organic impressions in 2025

20	18	2
SEO articles a month	page bilingual website	languages, EN and ID

A bilingual site and a steady content engine for Bali-made liqueurs.

Aesthetic clinic · Jakarta

-70%

cost per lead in 6 months

Oct → Apr 2025 to 2026

1 new landing page

WA leads qualified before booking

Ads audit, new audiences and creative, and a landing page built to book visits.



CREATIVE AND WEB

Websites and campaigns, built to convert.



Mizone



Yamaha Customaxi

Hurricane · 10K+ clicks

Zact

From FMCG launches to esports.













CLIENTS, A TO Z

27 brands since 2018.

Aidon	Alkemal Foods	Bali Bird Park	Balimoon	Bonvie	Bowlgogi	Celesta Nusa Penida	Chicken Pao	Coca-Cola Minute Maid Pulpy
Collab Asia	Courts	Erigo	HappyFresh	Hurricane	Jotun	Lahab Chicken	Maya	Metaco
Mizone	MPI	OT	Pintarnya	RPX	Smart Buzzer	Swarna Spa	Yamaha Customaxi	Zact

Six services. One accountable team.

01

Performance ads

Meta, Google, TikTok, Apple Search Ads, Shopee, TikTok Shop

02

Tracking

GA4, GTM, CAPI, AppsFlyer, Branch, SKAN

03

SEO and AI search

Technical SEO, content, answer engines

04

Social and content

Strategy to production

05

Websites

Fast, bilingual, tracked from day one

06

Public relations

Launches and coverage

foxa

Tell us the number you want to move.

hello@foxa-digital.com · foxa-digital.com

-69%