foxa

COMPANY PROFILE 2026

Performance marketing that answers to your numbers.

Paid media, tracking, SEO and content for brands in Indonesia and the markets they sell to.



JAKARTA, INDONESIA FOXA-DIGITAL.COM SINCE 2018

ABOUT US

A performance team that sits next to your numbers.

FOXA Digital is a Jakarta-based digital marketing agency. Since 2018 we have run paid media, tracking, SEO and content for apps, consumer brands, hospitality and attractions.

We are small on purpose. The people who pitch your account are the people who run it, read the data every week and answer for the result.

FOXA IN BRIEF

2018	Founded in Jakarta
EN·ID	Working languages
5	Markets: ID, AU, SG, EU, UAE
8	Ad and commerce platforms run daily

01

Tracked before we spend

No budget goes live until every sale can be counted back to its source.

02

One team, every channel

Meta, Google, TikTok and marketplaces planned as one funnel, not five vendors.

03

Judged on business results

We report CAC, ROAS and leads, not impressions and likes.

WHAT WE DO

Six services. One accountable team.

01

Performance ads

Paid media planned against CAC and ROAS targets.

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

02

Tracking and data

Clean measurement from first click to sale.

GA4 · GTM · CAPI · AppsFlyer · SKAN

03

SEO and AI search

Rank on Google and get cited by AI assistants.

Technical SEO · Content · AEO

04

Social and content

Strategy, calendar and production for feeds that sell.

Instagram · TikTok · Creative

05

Websites

Fast, bilingual sites built to convert and tracked from day one.

Landing pages · Bilingual · CRO

06

Public relations

Launches, media coverage and KOL programs.

Media · KOL · Launch

HOW WE WORK

Six steps, every account.

01

WEEK 1

Audit

We read the account, the tracking and the funnel before touching budget.

AUDIT REPORT

02

WEEK 1-2

Track

Fix GA4, pixels, CAPI and MMP so every sale is counted.

TRACKING MAP

03

WEEK 2

Plan

Set CAC or ROAS targets and split budget by channel.

MEDIA PLAN

04

WEEK 3

Launch

Build campaigns, audiences and creative tests.

LIVE CAMPAIGNS

05

EVERY WEEK

Optimise

Weekly bid, budget and creative calls from the data.

WEEKLY LOG

06

EVERY MONTH

Report

One dashboard and a monthly review against target.

MONTHLY REVIEW

What you keep

Every step ends with a document you own: the audit, the tracking map, the media plan and a monthly review against target.

CLIENTS, A TO Z

Brands that trust us with their numbers.

Aidon	Alkemal Foods	Bali Bird Park	Balimoon	Bonvie	Bowlgogi	Celesta Nusa Penida	Chicken Pao	Collab Asia
Courts	Erigo	HappyFresh	Hurricane	Jotun	Lahab Chicken	Maya	Metaco	Minute Maid
Mizone	My Prime Aesthetic	Orang Tua Group	Pintarnya	RPX	Smart Buzzer	Swarna Spa	Zact	

CLIENT STORIES

The client, the work, then the numbers.

Eight accounts across apps, consumer brands, hospitality and attractions. Each story starts with who the client is and what we ran for them.

08



happyfresh

Grocery app · Indonesia · 2025-2026

THE CLIENT

Grocery delivery app in Indonesia. Fresh produce and daily needs, ordered in the app and sent to the door.

WHAT WE DID

Rebuilt iOS measurement (SKAN in AppsFlyer), moved bidding onto MMP data, then reset the channel mix around new-user CAC.

CHANNELS Meta · Google App Campaigns · Apple Search Ads · AppsFlyer

RESULTS

−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

Pintarnya

Job platform · Indonesia · 2026

THE CLIENT

Job platform for Indonesia's blue-collar workers: verified jobs, walk-in interviews and financial services. Backed by Peak XV, East Ventures and Square Peg.

WHAT WE DID

Made Branch the single source of truth for app registrations, then scaled acquisition on clean data.

CHANNELS Meta · Google App Campaigns · Branch

RESULTS

3.6x registrations, before vs after

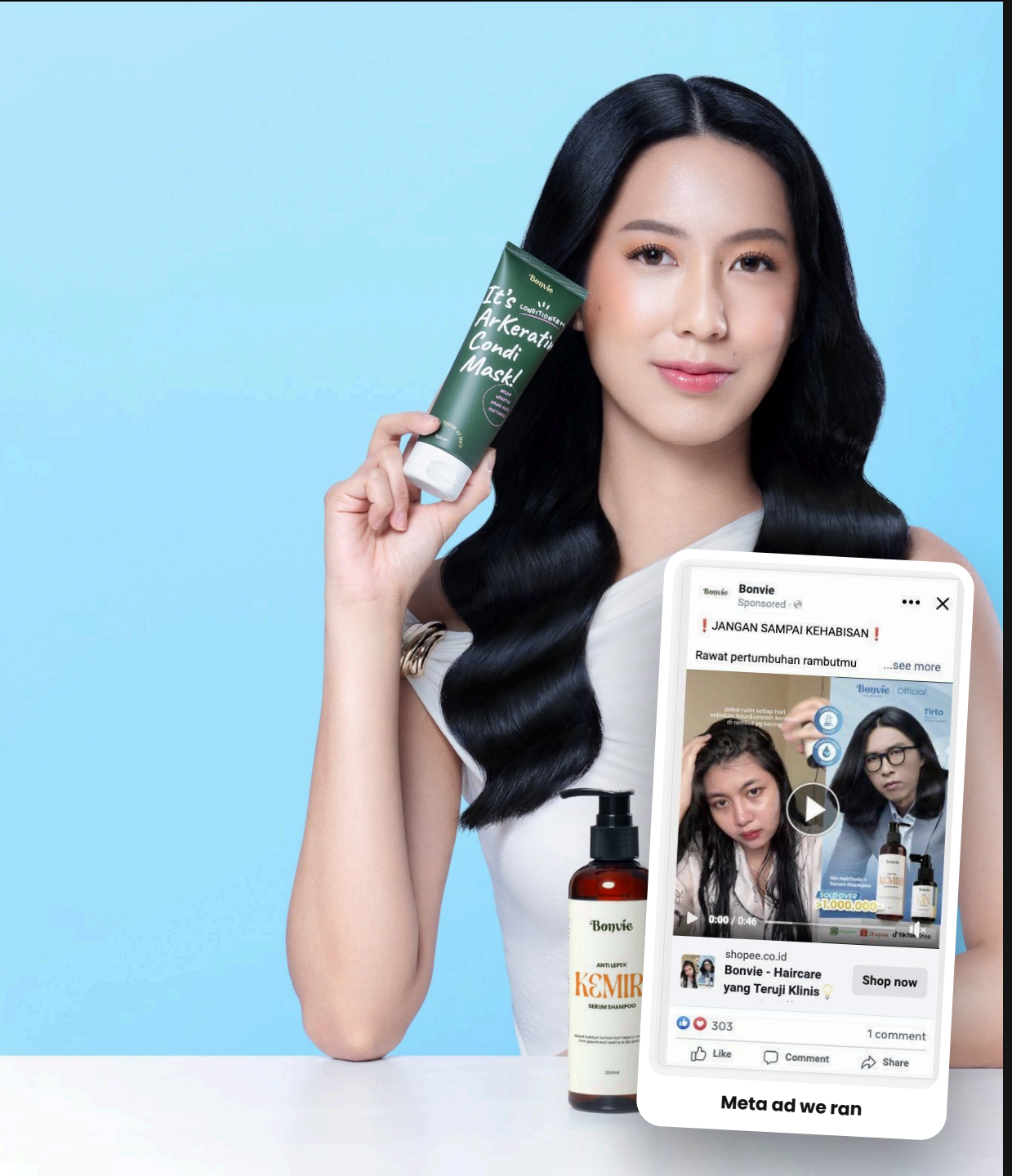
-68%
Meta cost per registration

-41%
blended cost per submission

99K+
registrations a month at target cost



Pintarnya Instagram creatives, @pintarnya.id



Bonvie

Haircare · Indonesia · 2024-now

THE CLIENT

Indonesian haircare brand built on kemiri (candlenut): shampoos, hair tonics and serums for hair fall and dandruff, plus a men's line.

WHAT WE DID

Ran Shopee, TikTok Shop and Meta CPAS as one funnel, with shared creative and one weekly read on ROAS.

CHANNELS Shopee Ads · TikTok GMV Max · Meta CPAS

RESULTS

107x peak Shopee ads ROAS

35x
Meta CPAS ROAS

5.7x
TikTok GMV Max orders in 6 months

3
channels run as one funnel

CELESTA

NUSA PENIDA BALI

Resort and real estate · Nusa Penida

THE CLIENT

Eco-luxury resort and villa development on the cliffs of Nusa Penida, Bali, selling to international buyers.

WHAT WE DID

Built lead forms that qualify investors before the sales call, and judged every campaign on qualified leads in the CRM.

CHANNELS Meta lead ads · AU, SG, EU, UAE · CRM



RESULTS

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



SWARNA
Day Spa

Spa · Bali · international guests

THE CLIENT

Spa and wellness brand in Bali, with locations in Jimbaran and Canggu, serving mostly international guests.

WHAT WE DID

Set up PMax and click-to-WhatsApp, then built SEO and answer-engine content so guests find the spa on Google and in AI assistants.

CHANNELS Google PMax · Meta click-to-WhatsApp · SEO and AEO

RESULTS

3.7x lead target, Google PMax

-59%
cost per lead vs target

2.7x
traffic from AI assistants

+39%
non-branded top-10 keywords

Bali Bird Park

Attraction · Bali · 2025

THE CLIENT

One of Bali's best-known family attractions: a bird and wildlife park in Gianyar.

WHAT WE DID

Consultant to the in-house team: website SEO, tracking fixes (checkout was being counted as Purchase) and campaign direction.

CHANNELS SEO · GA4 and GTM · Instagram

RESULTS

+56% organic website traffic

+73%
walk-in visitors during the program

+776%
Instagram reach during the program

1
checkout event fixed





balimoon LIQUEURS

Liqueurs and spirits · Bali

THE CLIENT

Bali-made liqueurs and spirits. A family business in Gianyar producing cocktail ingredients since 1989.

WHAT WE DID

Built and run the bilingual website, plus a steady engine of 20 SEO articles a month.

CHANNELS Website · SEO · Content

RESULTS

1.79M

organic impressions in 2025

20
SEO articles a month

18
page bilingual website

2
languages, EN and ID

Aesthetic clinic · Jakarta

THE CLIENT

Aesthetic clinic in South Jakarta offering skin and beauty treatments.

WHAT WE DID

Audited the ads account, rebuilt audiences and creative, and launched a landing page that qualifies leads on WhatsApp before booking.

CHANNELS **Meta** **Google** **WhatsApp** **Landing page**

RESULTS

−70%

cost per lead in 6 months

Oct → Apr
2025 to 2026

1
new landing page

WA
leads qualified before booking



CREATIVE AND WEB

Live sites we drive traffic to, today.

Every site is tracked from the first visit, so each ad, article and click is counted where the sale happens.

+56% organic traffic, balibirdpark.com

+39% non-branded top-10 keywords, swarnaspa.com

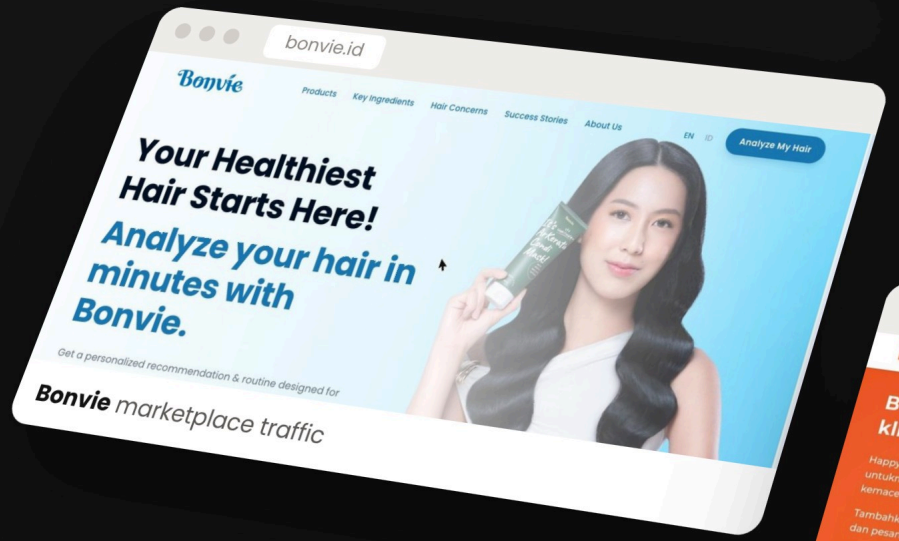
18 page bilingual site built for Balimoon



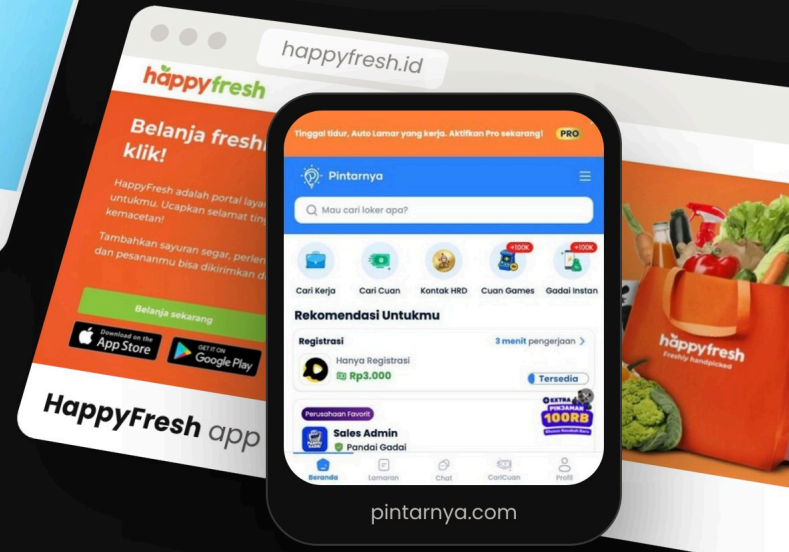
Swarna Spa SEO, PMax landing



Celesta lead-gen site

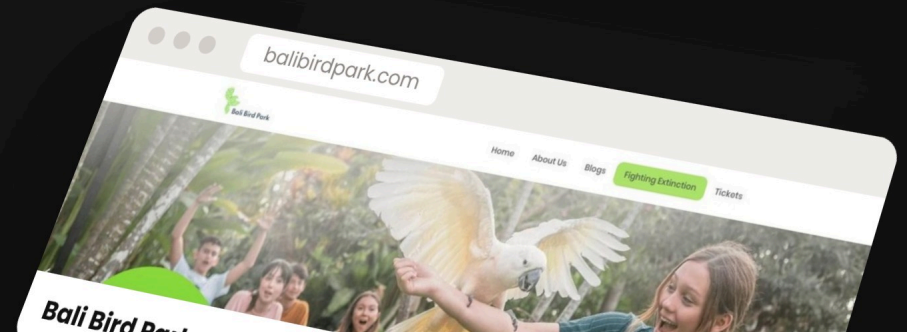


Bonvie marketplace traffic



HappyFresh app

pintarnya.com



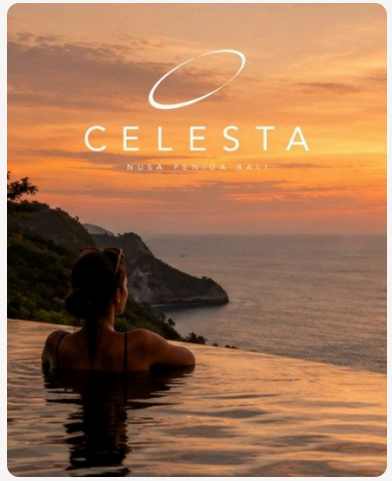
Bali Bird Park

foxa

Content we make for their feeds.

@celestabali

Social and paid creative

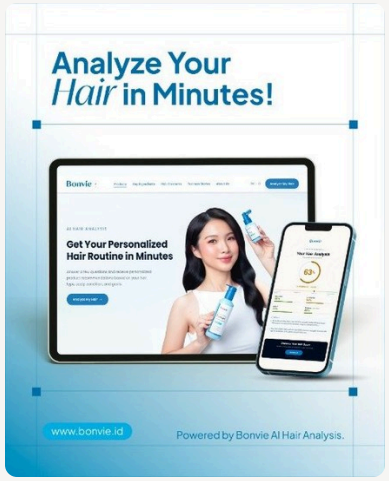




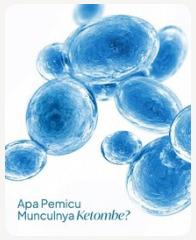


@bonvie.id

Meta CPAS and Shopee







@swarnaspaandwellness

Click-to-WhatsApp ads







@happyfresh_id

App install ads







@balimoon.official

Website, SEO, content







COVERAGE

Eight accounts. One team across every channel.

The channels we run for each client in this deck. No hand-offs between vendors: the same team plans the media, fixes the tracking and writes the report.

	META	GOOGLE	TIKTOK	APPLE SEARCH ADS	SHOPEE	TRACKING	SEO	SOCIAL AND CONTENT	WEBSITE	WHATSAPP AND CRM
happyfresh	●	●	○	●	○	●	○	○	○	○
Pintarnya	●	●	○	○	○	●	○	○	○	○
Bonvie	●	○	●	○	●	○	○	○	○	○
CELESTA NUSA PENIDA BALI	●	○	○	○	○	○	○	○	○	●
SWARNA Day Spa	●	●	○	○	○	○	●	○	○	●
Bali Bird Park	○	○	○	○	○	●	●	●	○	○
balimoon LIQUEURS	○	○	○	○	○	○	●	●	●	○
	●	●	○	○	○	○	○	○	●	●
ACCOUNTS	**6**	**4**	**1**	**1**	**1**	**3**	**3**	**2**	**2**	**3**

Four ways to work with us.

ONE-OFF

Audit

A full read of your ads accounts, tracking and funnel, with a prioritised fix list.

- Account and tracking audit
- Fix list ranked by impact
- Walkthrough with your team

MONTHLY

Performance retainer

We run paid media end to end against an agreed CAC or ROAS target.

- Media plan and budget split
- Weekly optimisation
- Monthly review against target

FIXED SCOPE

Build project

Websites, landing pages, tracking setups and SEO programs, delivered and handed over.

- Website or landing page
- GA4, GTM, CAPI, MMP setup
- SEO and content program

FOR AGENCIES

White label

We run performance accounts quietly behind your agency brand.

- Your brand on every report
- Senior media buyers
- Clear monthly handover

NEXT STEPS

From first call to first report.

01

Intro call

30 minutes on your goals, your numbers and what has been tried so far.

02

Account audit

We get read access and review the ads accounts, tracking and funnel.

03

Proposal

A plan with targets, channels, timeline and scope, built on what the audit found.

04

Kick-off

Tracking fixes first, then campaigns live and the first weekly report.

What we need from you

Read access to your ads accounts and analytics, your current targets, and one person on your side who owns the numbers.

What you get first

An honest read of where the money goes today, before you commit to anything bigger.

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Tell us the number you want to move.

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

Start with an account and tracking review.