



Our History

Founded in 2009, Analyzen is the 1st Digital Agency in Bangladesh.

Initially starting as a software firm, Analyzen is now the only agency capable of full technology and creative support.

Analyzen is also the first ever Digital Agency to go Global starting with Analyzen Singapore.

Passion Resilience Delivery Teamwork



Software, App & Web Development

26 Enterprise Solutions | 80+ Games | 130+ Websites | 500+ Web Apps





Distinct products for your specific needs

Web platform (website, microsite, SEO etc.)

iOS, Android and Windows applications

Other device specific products (HTML5 presentations, VR applications)

Campaign specific integrated services (LCSS, KASG, Volt, SoR)

Core Products
Custom Built

Cloud-based Automation & ERP Solutions

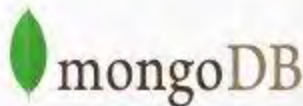
- App for data input from ground
 - Live tracking
- Web-based mobile responsive management panel
 - Cloud hosting of database
 - Data tracking and full customizable filtering
- Insight and trend analyses, Demand Prediction etc.
 - KPI measurements and Reporting

Core Products
**Cloud & ERP
Solutions**

Unlocking the power
of latest in Tech World



We use all the latest global
Platforms in order to ensure
portability to newer technologies
without a hassle



Technology
Platforms That We Use

Digital Marketing Strategies

2,100+ Campaigns



Content Development

10,000+ Designs



Audio Visual Production

200+ AVs



Data Analysis & Reporting

Custom Reporting & Analysis System





For any kind of Campaign, Analyzen follows this core model to create strategies and evaluate the outcomes.

To create the initial awareness, Analyzen uses various tools along with Search Engine Optimization. With the combinations of these tools like SEO, GDN, Analytics etc. Analyzen has developed custom Analytical Models for different brands to reach their goals which are getting used globally.

Acquisition Strategy



Custom Engagement AD / Category Lightbox



Home Page Take Over Ad



Interactive Movie Theater Ad

Digital Advertising Innovation

Analyzen made the first Custom Engagement Ad in Bangladesh for Samsung which was a massive hit. At the same time, we came up with the concept of Home Page Takeover Ad for the first time in Bangladesh for Vaseline. Not only that, Interactive Movie Theatre Ad during interval of the ShowTime of Avengers in Bangladesh got a whopping 92% audience engagement.



Innovative Smart Targeting

Analyzen has developed Smart Targeted advertisements to reach to the specific niche of consumers. Among the innovative approaches, Time Based Video Ads, Video Ad Push SMS, Interactive IVR and Device based Ads achieved the most success.



Time Based Video AD



Video AD Push through SMS



Interactive IVR Campaign



Device Targeted mobile AD



Campaign planning, management, analysis, tracking, other tools:

All available trainings for digital platform: Digital Marketing, Search, Content, Display, Mobile, Rich Media, Universal App, Facebook Insights, Google Analytics, Socialbaker, Brandwatch, Percolate, Sprinklr, Quintly etc.

Trainers: All relevant representatives of respective platforms can be invited as per requirement.

Access to International Talents
Capability
Development



ROI Report

Campaign Summary

Monthly Summary Report

Weekly Comparison Report

Daily Engagement Report

Analytics & Monitoring

In a
nutshell,
we are the
Digital
Maestros!

CMS Content Management System



Software



App



Web
Development



Social Media
Contents



AV



GIF Banners



Infographic



Campaign Key
Visual



HTML5 AD



Rich Media Ads



Custom Engagement Ads

CPM Content Provider Management



The Daily Star



bdnews24.com

Subsidiary Profile



Analyzen has direct ownership of its sister concern Analyzen Singapore Pte. Ltd based out of Singapore operating for clients in Singapore and Philippines. Expansion is expected in Malaysia, Cambodia, Myanmar. Another office is expected to open by end of March in Sri Lanka. Analyzen Bangladesh team has majority partnership in Analyzen Singapore. Basically Analyzen Singapore Pte. Ltd. (*Singapore Office: Suite: 25-09A, No. 10 Anson Road, International Plaza, Singapore 079903*) is a subsidiary operation of Analyzen Bangladesh Ltd.

#BestTeamintheWorld

Only Agency with a dedicated Software & Technology Team



Planning
05



Service
07



Creative
08



Analysis
03



Media
04



Monitor
19



Design
04



Development
07

Business: 46 Members

Tech: 11 Members





Ridwan Hafiz
(Co-Founder & The
People's Champ)
Managing Director

Total years of experience: 07 years

Years of experience in current position: 07 years

Other senior roles and years in that role:

Senior Executive, Corporate Sales, Qubee, 02 years

Business Analyst, Banglalion, 01 year



Sumit Saha
(Co-Founder & The
Rainmaker)
Director & CTO

Total years of experience: 07 years

Years of experience in current position: 07 years

Other senior roles and years in that role:

Chief Technology Officer (CTO), IOE Technology Ltd., 02 years

Sr. Software Engineer, Astha IT Research & Consultancy Ltd., 01 year

Software Engineer, Technology Today Group, 01 year



Key Profiles
#BestTeamintheWorld



Risalat Siddique
(Co-Investor & The Man of Steel)
Chairman

Total years of experience: 12 years

Years of experience in current position: 02 years

Other senior roles and years in that role:

Category Manager, Skin Care, Unilever Bangladesh Ltd., 02 years

Brand Manager (on Assignment), Unilever Asia Pte Ltd., Singapore, 01 year

Brand Manager, Multiple Skin and Oral Care Brands, Unilever Bangladesh Ltd., 03 years

Management Trainee, Food and Oral Care Brands, Unilever Bangladesh Ltd., 02 years

Research Associate, Kranti Associates Ltd., 02 years



Delwar Hossain
(Co-Investor & Optimus Prime)
Director, Media Buying & Ad Publishing

Total years of experience: 21 years

Years of experience in current position: 6 Months

Other senior roles and years in that role:

Supply Chain Finance Director – Asia Africa; Unilever Asia, Singapore; 03 years

Finance Director Hair and Skin Asia & Africa, Unilever Asia, Singapore, 02 years

Finance Director – Unilever Iran, 03 years

Finance Controller – Unilever Bangladesh, 04 years

Key Profiles
#BestTeamintheWorld

We are the Guardian of this Galaxy





Best Use of
Social Media
in Marketing



Digital Marketer
of the Year



Smart
Storytellers

Achievements



Best Video
for Web



Best Social Media
Campaign



Best Video
for Web

Achievements



ShowReel



Apps & Software



veeva

Analyzen produces **HD quality interactive HTML5 content** for **Nestlé**, compatible with the new LUPA devices and certified by the global content management platform **Veeva**.



A person is holding a Samsung tablet. The screen shows a dashboard with several widgets. At the top left, there's a user profile icon and the text 'DASHBOARD'. Below that is a vertical sidebar with icons for 'Home', 'Management', 'Marketing', 'Mobile Intelligence', and 'Logout'. The main area has four large colored boxes: a green one with a storefront icon and '15 Visitor Today', a red one with a bar chart icon and '2 Today', a blue one with a location pin icon and '1 Today', and an orange one with a gear icon and '1 Today'. Below these is a 'TODAY'S JOURNEY PLAN' section with a map showing several location pins and details for 'Aid Mobile Shop' and 'The Mobile Shop'. To the right, there's a 'TODAY'S PROGRESS' section with a 'Retail Visit' progress bar at 100% and a 'Location Accuracy' indicator. The Samsung logo is visible at the bottom of the tablet. In the top right corner of the image, the 'SAMSUNG VMS' logo is overlaid.

SAMSUNG
VMS

Samsung deployed their **Visual Merchandizing Software (VMS)** changing the whole landscape of ground activation. **Analyzen** provided this solution by taking the whole operation to the cloud.

RASolar ERP is an assistant mobile application tool for **Rural Services Foundation (RSF)**, a sister concern of **Rahimafrooz**. The system covers the total sales, payment and after sales services.





PRISM is a sales tracking solution designed to track and manage activity across **10+ lac** outlets of **British American Tobacco, Bangladesh (BATB)**.



MARS Management Activities Reporting System



Sign In

Forgot Password? IT

Email Address

anilgus.shah123@unilever.com



Password

Passw0rd



Sign In

Developed by AnalyzeIT

**Unilever Management
Activation Reporting System
(MARS)** is an activity tracker, and
acts as the central hub for the
consumer details database.

Samsung Sell-Out Automation is an enterprise software developed for **Samsung Mobile Bangladesh**. The main purpose of this software is to track sell out of **Samsung** handsets from retails to customers.



SAMSUNG

Sell-out Automation





Samsung Mobile Bangladesh wanted to do something different for the Eid. Rather than a campaign with the people of Bangladesh, they took the chance to do the first Digital Campaign targeting the NRBs. The campaign turned to be a hit. With the **Digital AV getting 1.2M views reaching 4.2M people getting the Highest Share number in Bangladesh, 34.3K**. Once the initial hype of the campaign was over, we ran targeted Ads towards the NRB population where they could send a "Samsung Smartphone" gift to their loved ones with a individualized recording. Within first week of the campaign we received **11,000** smartphone orders which is almost a month's Smartphone sale for the top-end of Samsung phones.

AV link:

<https://web.facebook.com/samsungmobilebangladesh/videos/1619864821647938/1163819173645096/?type=1&theater>





SAMSUNG *Children's Day*

On this **Universal Children's Day**, Samsung decided to take an uncustomary approach to celebrate the day. So we solicited to do something that can actually matter to the children who always get overlooked. **The campaign AV got 3.9M reach, 13.5k Shares & 1M view.** The AV got featured in **Ads of the World.**

AV link:

<https://web.facebook.com/samsungmobilebangladesh/video/320458857980126/1241472165879796/?type=2&theater>

Lux Channel I Superstar, the biggest
beauty show goes bigger with digital!

Total Reach: 75M+

Total FB Reach: 51M+

Total EU: 5M+

Total Registration: 11K+

Total New Fans : 630K

Total Website Views: 170K

Promo AV link:

<https://www.youtube.com/watch?v=xtHfWk0w0p0>

LUX 


SUPER STAR

LUX



Closeup Kache Ashar Shahoshi Golpo took place during this year's Valentine's Day. We asked fans to send us a love story where two lovers had to cross barriers to be together. The best 3 stories were made into dramas which were telecasted on 14th Feb. The overall campaign saw an engagement of **5M people**

Campaign Summary link:

<https://drive.google.com/open?id=CB1ONwcvkAPlwRUkwSk53aDvVX3M>

closeup

আরশী
কছে আশার গল্প



Knorr, Lifebuoy, and Pepsodent together hosted **Spirit of Ramadan** campaign which arranged an Iftaar event with underprivileged children. People were asked to share their on Ramadan and were invited to the event as guests. The campaign had a social media reach of **5.2 million**.

Promo AV link:

<https://www.youtube.com/watch?v=931111111111>
/u/931111111111

Spirit of Ramadan

Thank You

