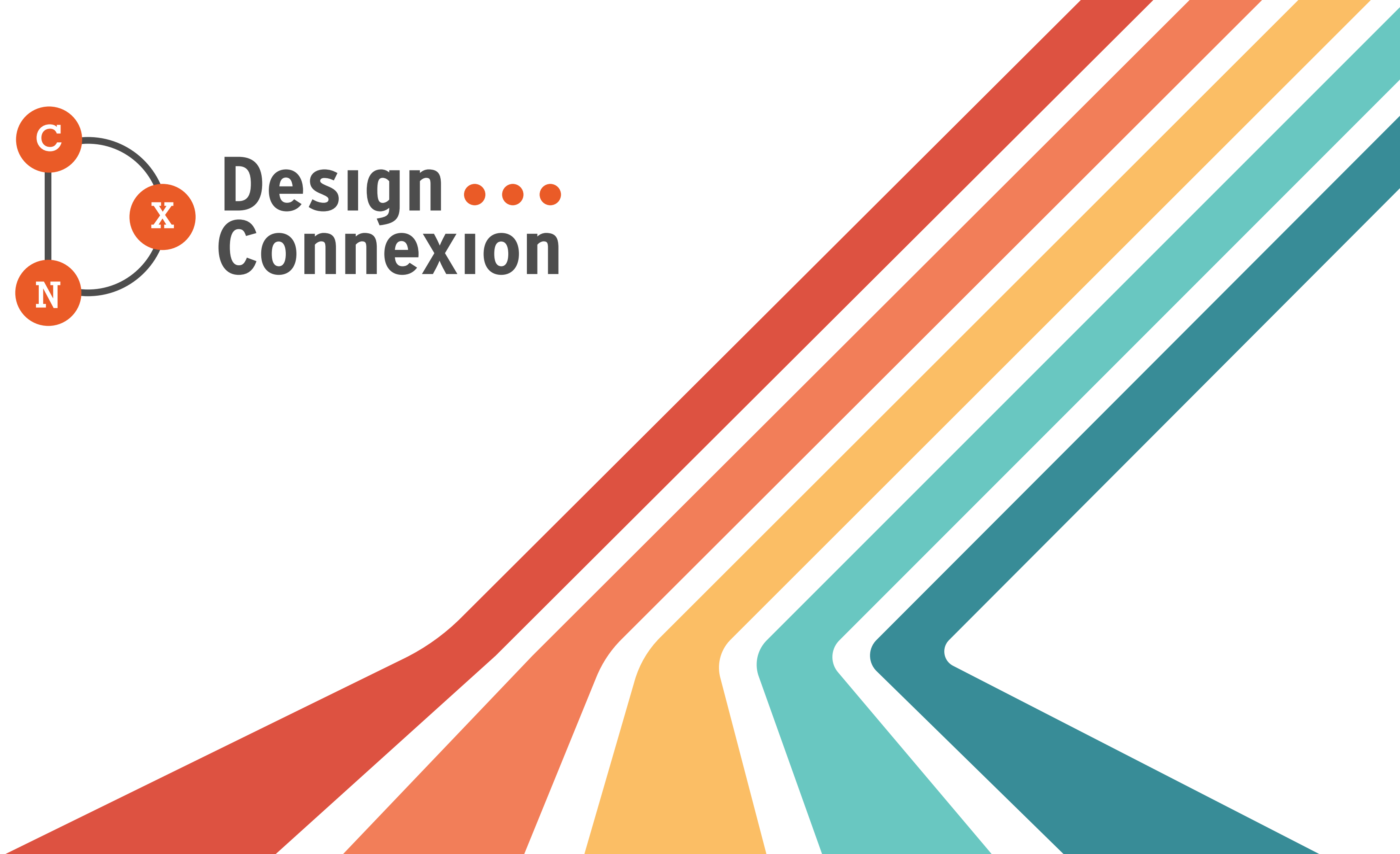


Design ... Connexion





A full-service advertising and marketing agency based in Dubai, UAE, with a legacy spanning over 20 years.

Established in 2004, we evolved from print-driven roots into a comprehensive marketing provider, integrating digital, CPaaS communications and content development.





Our expertise spans across brand development, advertising campaigns, digital marketing, content creation, influencer marketing, and high-quality print production.

With a client-first mindset, regional insight, and a hands-on approach, Design Connexion LLC remains a trusted partner for brands looking to grow, engage, and stay ahead in an ever-changing market.



MISSION

We provide advertising solution with a *creative insight* along with *adaptability*, *transparency* and *compassion* we bring value to our client's business.



VISION

Be the top choice for brands globally catering to their *media*, *communications* and *MarTech* needs.



VALUES

Our core values are rooted in *creativity*, *integrity*, *innovation*, *collaboration*, and delivering impact-driven solutions that build lasting brand connections..

A company with its heart in the right place.



“Evolving After 20 Years: A Strategic Division of Growth”

To adapt to the evolving
business landscape and better
serve our clients, we have
structured our services into
two specialized verticals:



Connexion^{CPaaS}

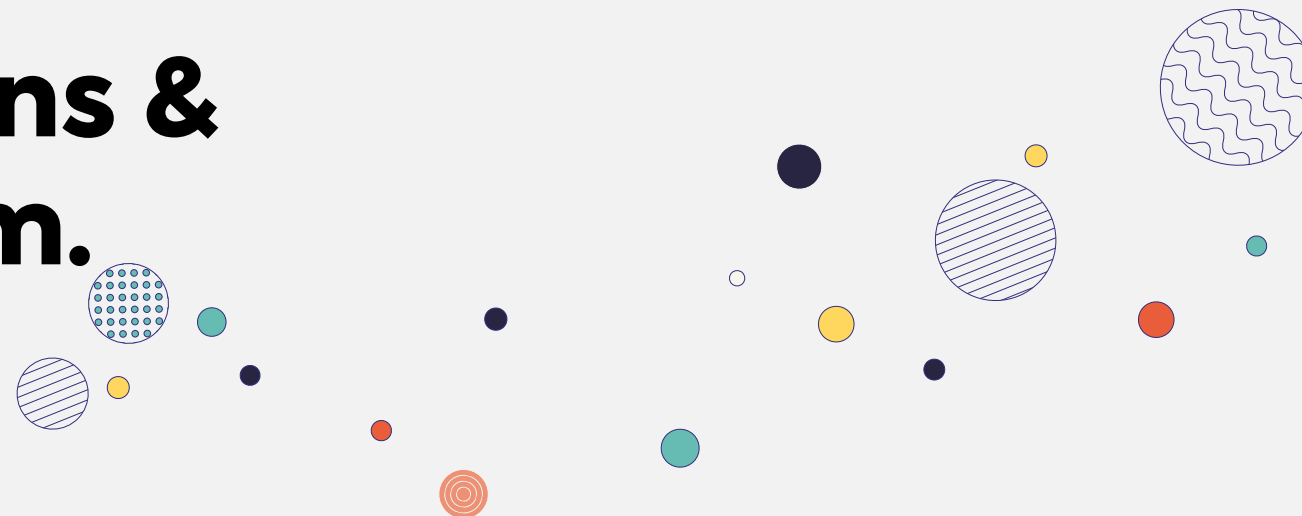


Connexion^{Studio}

Connexion^{CPaaS}



A Communications & Martech Platform.



Omnichannel Messaging

Seamlessly connect with customers via SMS, WhatsApp, Email, RCS

API-Driven Communication

Robust and secure APIs for easy integration into CRMs, ERPs, and custom applications.

Advanced Campaign Automation

Orchestrate personalized campaigns across channels using AI and behavioral data.

Customer Journey Mapping

Visualize and optimize user flows with real-time interaction tracking.

Data-Driven Personalization

Leverage customer insights to create tailored content, offers, and experiences.



At **Connexion**^{CPaaS} our SMS API is built to deliver enterprise-grade reliability, developer-friendly integration, and real-time communication at scale. Here's why brands trust us:

Secure & Authenticated – Compliant with data protection standards, ensuring message security end-to-end.

Scalable & High-Performance – Integrated with multiple SMSCs and operators for global reach.

Reliable Delivery. Always – Live DLR (Delivery Report) tracking for transparency.

Easy Integration for Developers – Plug-and-play with CRMs, ERPs, websites, and mobile apps.

Analytics & Reporting – Export detailed delivery logs, timestamps, and status reports.

Global Reach and Support – 24/7 support team with expertise in telecom, APIs, and compliance.

"A Trusted API Platform for Seamless SMS Communication."



Our **Email Solutions** are built for speed, scalability, and deliverability—backed by *real-time insights*.

Speed, scalability, and deliverability backed by real-time insights



Reliable Deliverability

- Real-time routing through optimized SMTP relays
- Advanced domain authentication (SPF, DKIM, DMARC)
- Proactive bounce management and spam filtering safeguards



Transactional & Marketing Emails

- Instant delivery of OTPs, order confirmations, receipts, password resets
- Campaign tools for personalized newsletters, drip campaigns, and promotions



Developer-Friendly APIs

- Simple REST API and SMTP relay options
- Webhooks for delivery events, opens, clicks, on-complaints



Real-Time Analytics

- Track open rates, click rates, bounces, unsubscribes
- Exportable logs and campaign performance dashboards





Our platform offers the **most reliable and user-friendly** B2B2B solution for WhatsApp.

**With specialized support,
premium features and
continuous
updates, we give partners
the infrastructure they need
to focus
on their own unique
platform, while ensuring
customers leverage
WhatsApp's full potential
efficiently.**

Connexion^{CPaaS}

We offer below-market prices by having competitive costs

Simple to use integration with new features available in as little as 2 weeks

Support from our team and premium support offered by Meta through us and our partners

No need to worry about WhatsApp connection, you can focus on your product

Martech Solutions Powered by **Connexion**^{CPaaS} In Partnership with **HCL Unica +**

We understand that today's marketers need more than just tools — they need a connected, data-driven ecosystem that enables them to deliver personalized, measurable, and scalable campaigns across every touchpoint.

That's why we offer Martech solutions that combine strategic thinking, data science, and automation — powered by our strategic partnership with **HCL Software's Unica +**, a global leader in enterprise marketing automation.

As an official Martech partner of HCLSoftware in the Middle East, we bring enterprise-grade solutions to local and regional brands, helping them:

- Reduce campaign complexity
- Improve ROI through real-time insights
- Comply with privacy and data regulations
- Scale marketing with automation



HCL Customer Engagement Solution: Powering precision marketing

Customer Engagement
Resource Management

Precision Customer
Targeting

Real-Time
Customer Data

Goal Based
Journey Orchestration

Deep Behavioral
Insights

Event
Tracking

powered by
Plan

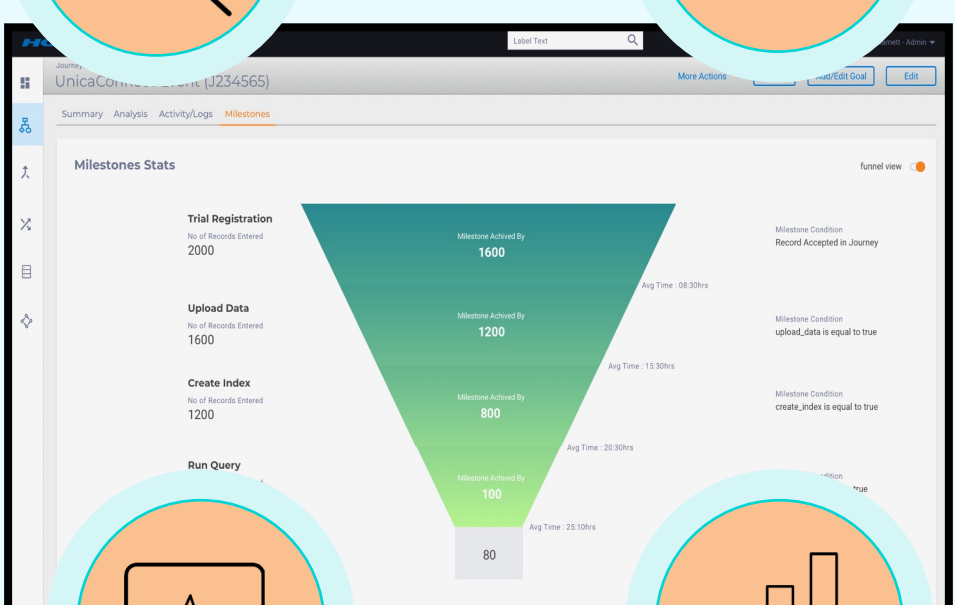
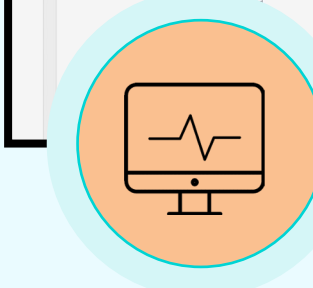
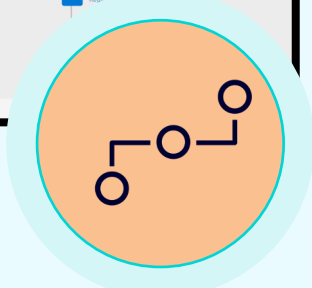
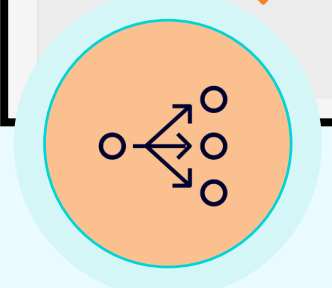
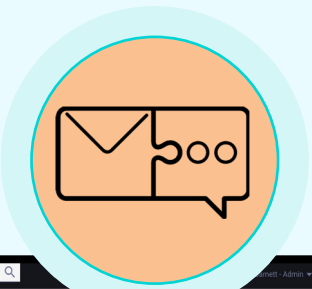
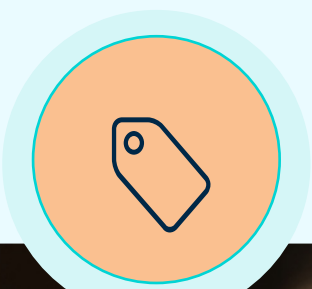
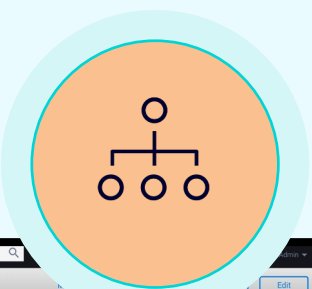
powered by
Campaign

powered by
CDP

powered by
Journey

powered by
Discover

powered by
Detect



AI/ML models
& Gen-AI
powered by
AION

Real-Time
Personalization
powered by
Interact

Digital
Communication
powered by
Deliver

3rd Party
Integrations
powered by
Link

Deployment
Monitoring
powered by
Director

On-Demand
Reporting
powered by
Insights



Key Highlights of Our CPaaS & MarTech Platform



Omnichannel Messaging

Seamlessly connect with customers via SMS, WhatsApp, Email, Voice, and Push Notifications.



API-Driven Communication

Robust and secure APIs for easy integration into CRMs, ERPs, and custom applications



Real-Time Delivery & Analytics

Track message delivery, open rates, and engagement in real time



2FA & Authentication

Enable secure logins and transactions with OTPs and two-factor authentication tools



Global Reach, Local Compliance

Deliver messages worldwide with full adherence to regional regulations (e.g., TRA, GDPR)



Advanced Campaign Automation

Orchestrate personalized campaigns across channels using AI and behavioral data



Customer Journey Mapping

Visualize and optimize user flows with real-time interaction tracking



Data-Driven Personalization

Leverage customer insights to create tailored content, offers, and experiences



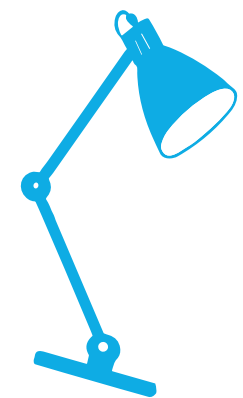
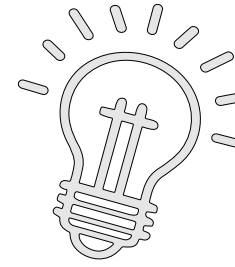
Segmentation & Targeting

Smart audience segmentation based on behavior, location, and preferences

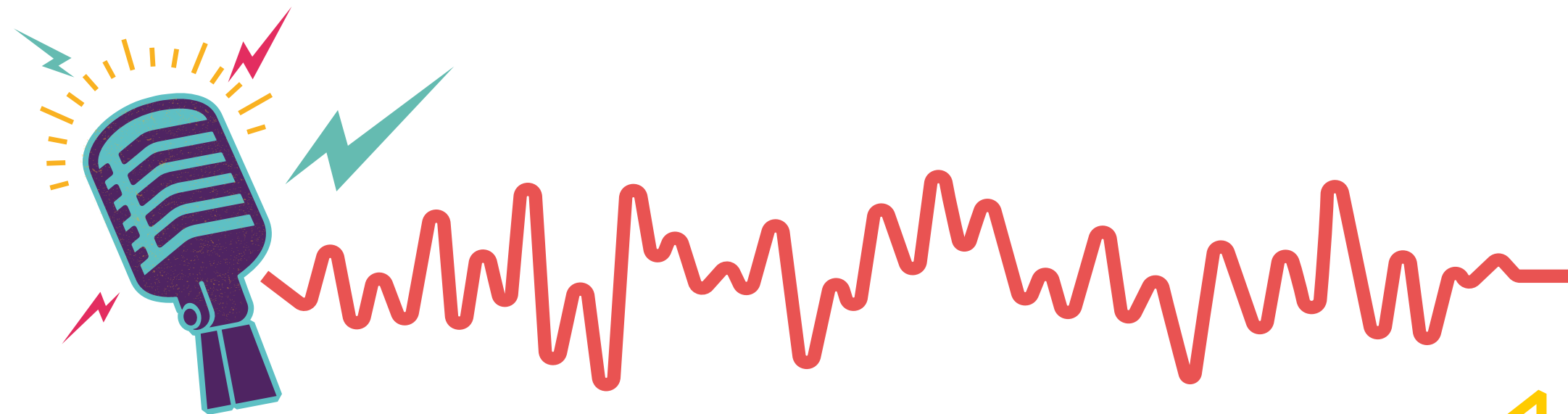


A/B Testing & Optimization

Continuously test and improve performance across campaigns and touchpoints



Connexion^{Studio}



The Creative Arm of Design Connexion LLC

With over **20 years of experience** in BTL, we've learnt that the true power of content lies in the details – the right prop, the perfect setup, and that one moment that brings a brand to life.

We've spent years behind the scenes, shaping narratives, **crafting campaigns**, and understanding what really makes people feel, pause, and connect.



At **Connexion**^{Studio} we build content that cuts through the noise. We work with creators, platforms, brands, and nonprofits to craft audio-visual experiences with heart, purpose, and precision.



Podcast Production

From scripting to launch, we produce podcasts that sound sharp and stay with.

- Concept development
- Scriptwriting and showflow
- Studio and remote recording
- Sound design, music, and mixing
- Distribution and launch planning



Creative & Consulting

Where concepts take shape and content finds clarity.

- Idea development and creative direction
- Brand storytelling and partnerships
- IP creation and production management



Film & Video Production

We bring ideas to life, frame by frame.

- Pre-production: scripting, casting, planning
- Direction and cinematography
- Studio and on-location shoots
- Post-production; editing, colour, VFX
- Animation and motion graphics



Original Content Creation

We develop shows, digital series, and branded formats that break through scroll.

For us, the idea always comes first – format follows.

PODCAST

Proudly presenting the first show from Connexion Studio.

A fresh voice dedicated to the advertising & marketing industry!

From bold campaigns to Martech insights, we're diving deep into the stories, trends, and people shaping the future of marketing.

Lights. Camera. Connexion.



Experts in Mall Window Branding

High-Impact Window Graphics

From seasonal campaigns to store launches, we transform retail facades into captivating visual stories.



Retail & Pop-Up Store Visuals

Specialized in in-mall activations, branding materials, including floor stickers, window decals, and promotional displays.



Large Format Printing

We deliver high-resolution, wide-format prints for banners, hoardings, wall wraps, and window films



Materials, Finishing & Installation

Eco-friendly options with non-PVC vinyl, UV printing, and easy-to-remove adhesives. Our team manages site surveys, mall permissions, and night installations with mall management guidelines.



Crafting Impactful Brand Experiences



Retail Launch Events

1

Store decor, celebrity hosting, branded giveaways

Corporate & Brand Activations

2

Bespoke experiences — from product unveilings to press launches

Mall Activations & Roadshows

3

In mall-kiosks, pop-up shops, and experiential booths

Exhibitions & Trade Shows

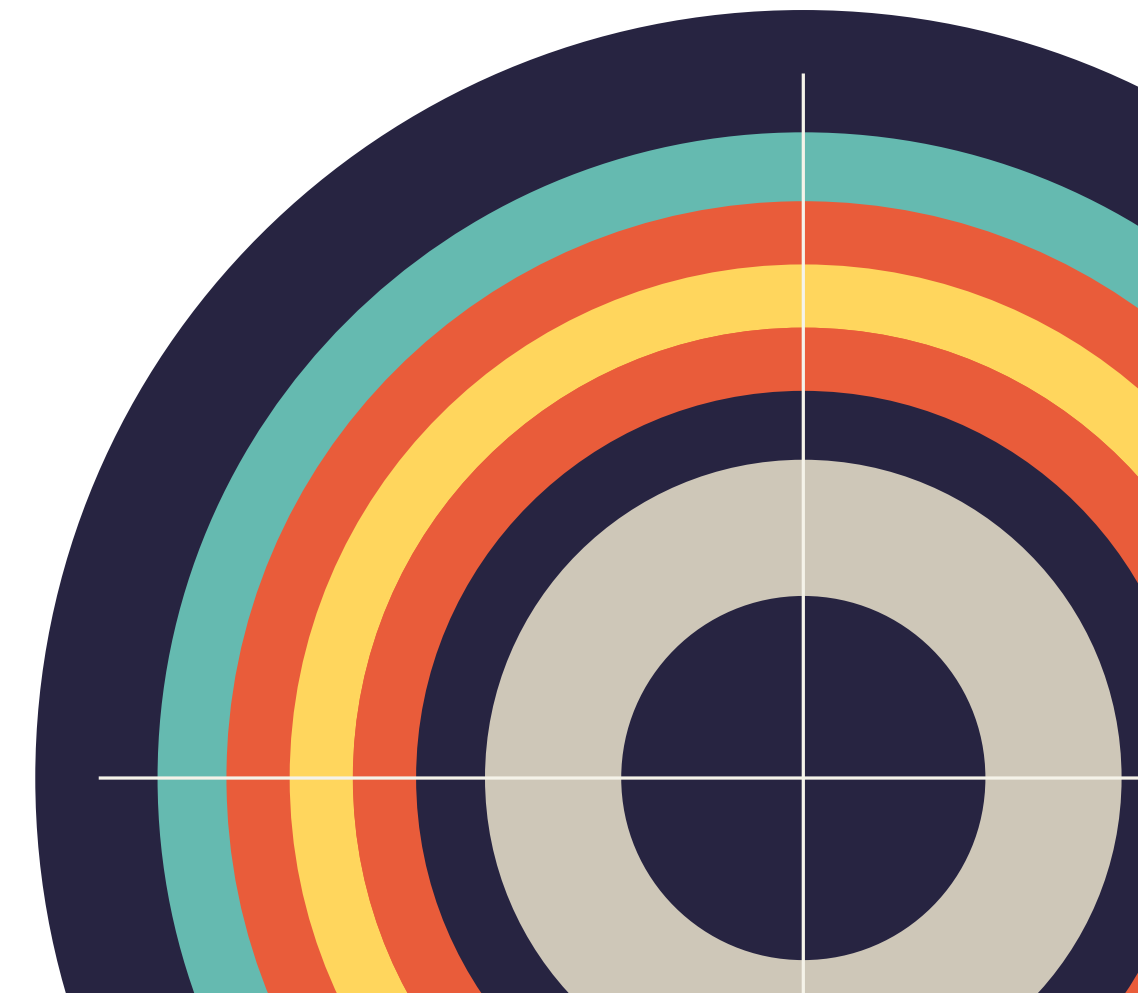
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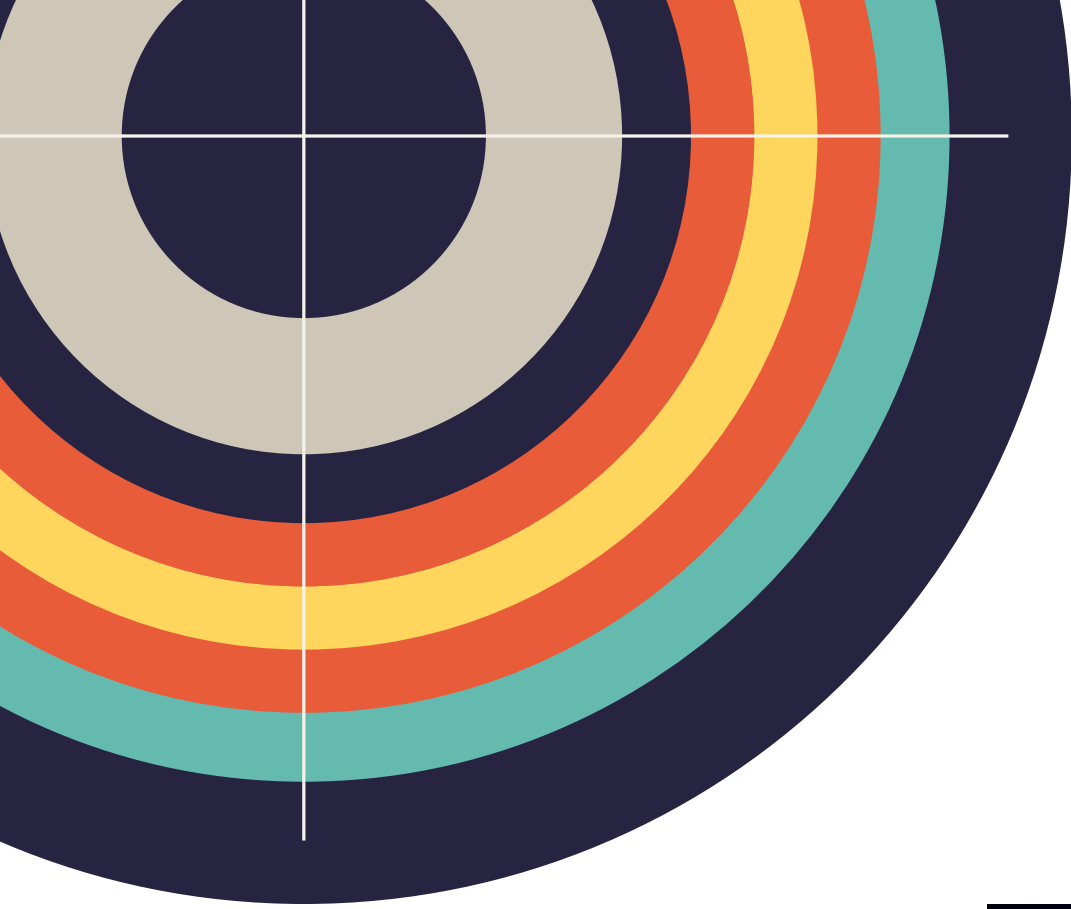
Booth design and build to print collaterals and digital integration

Festive & Seasonal Decors

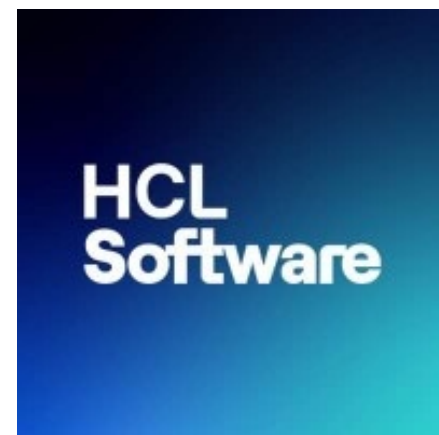
5

Mall-wide festive installations, interactive displays, and themed visual merchandising

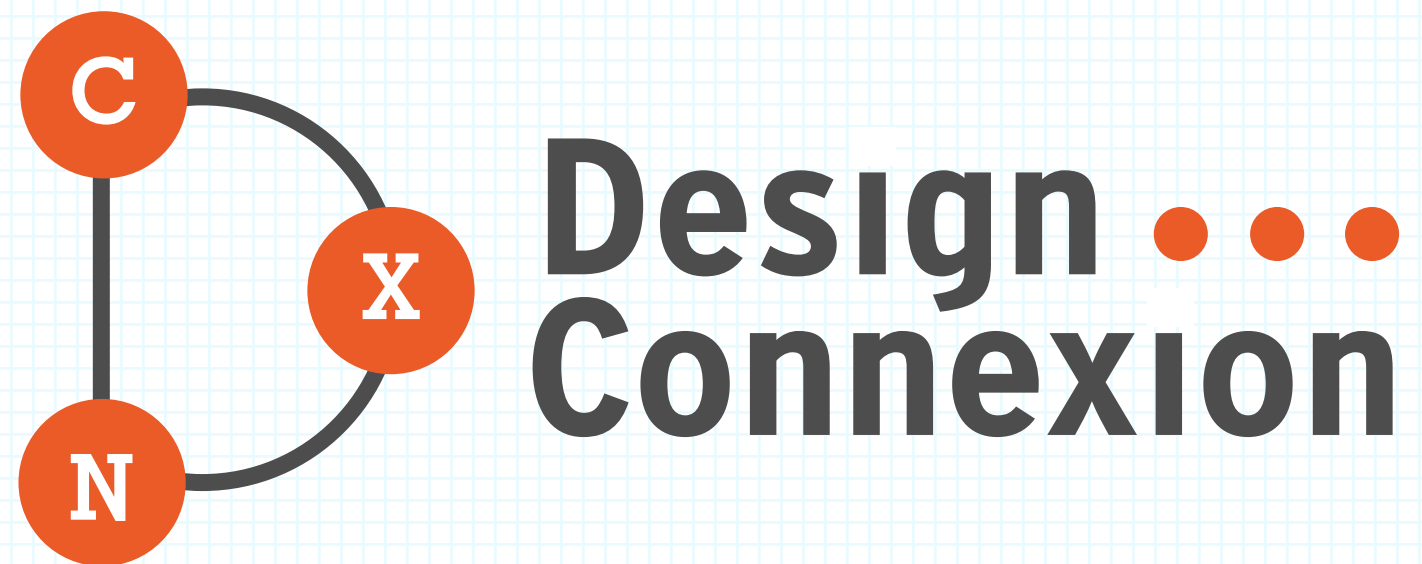




Strategic Partnerships



“In today’s dynamic business environment, strategic partnerships are more than just collaborations — they are powerful catalysts for growth, innovation, and sustainability”



BRINGING
BINARY TO BRANDING



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