



All great ideas begin as a

# DODDLE

and a little inspiration!



COMPANY PROFILE

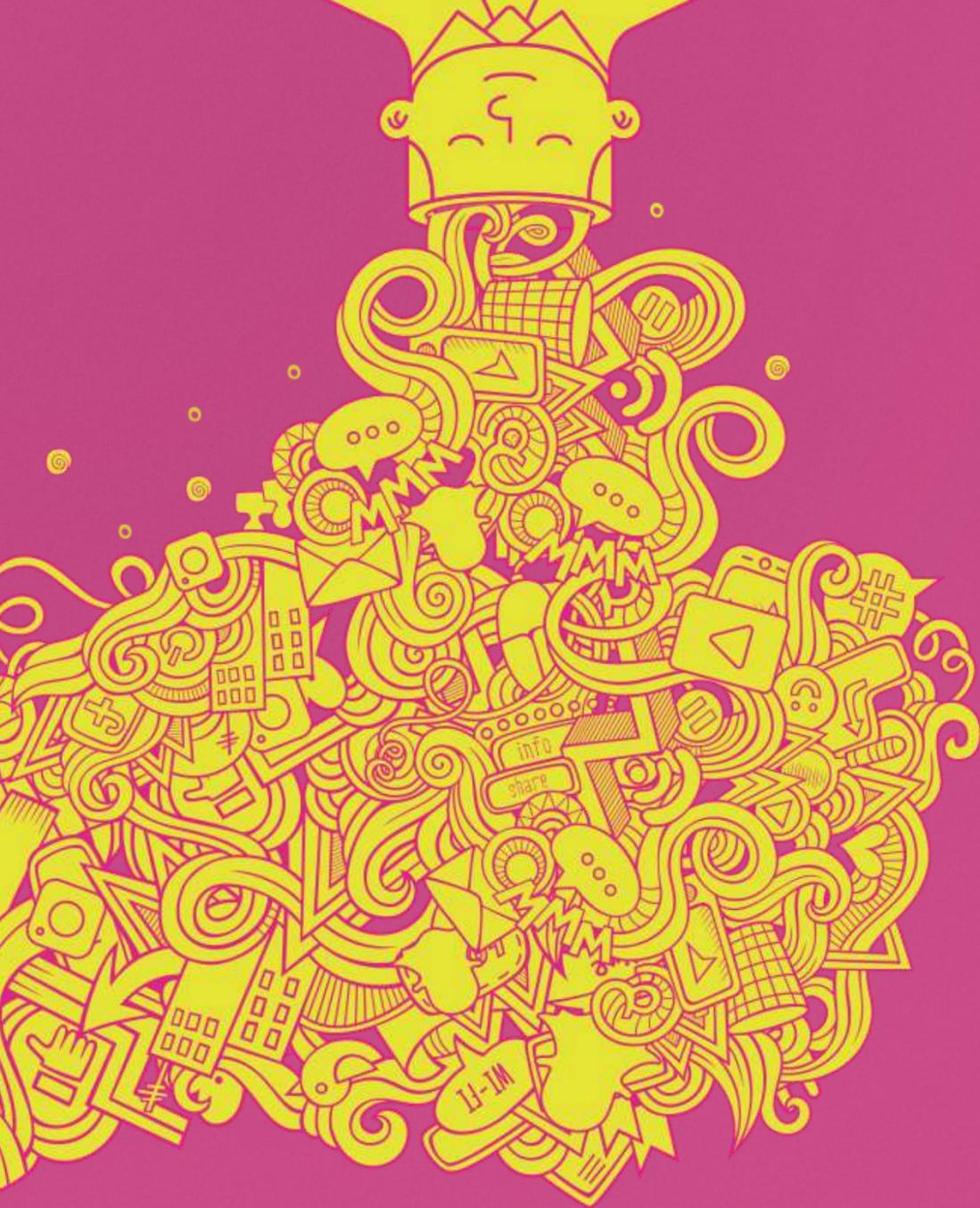


# ABOUT US

Doodle is a digital-first agency that does it all, from brand partnerships to tech solutions and end-to-end digital marketing.

Since 2009, we've been helping brands grow, scale, and connect with their audiences, while boosting visibility and revenue.

Whether it's a strategic partnership, a custom-built platform, or a multi-channel marketing ecosystem, we deliver value that moves businesses forward.



# WHAT WE DOO

## LOYALTY SOLUTIONS



- Brand Partnerships
- Content Management
- Merchant Training & Support
- Omnichannel Campaigns

## PERFORMANCE MARKETING



- Lead Acquisition
- Growth Marketing
- SEO & SEM
- Social Media Strategy

## TECHNOLOGY



- Website & App Development
- White-Label Solutions

## BRANDING & DESIGN



- Brand Identity Design
- Brand Typography
- Creative Assets



# OUR CLIENTS



01

MULTI-SECTOR, MULTI-MARKET PORTFOLIO

02

RECOGNIZED FOR LOYALTY & BRAND PARTNERSHIP EXPERTISE

03

CHANNEL PARTNER FOR e&, SMILES, SWYP AND GOCHAT PROGRAMS

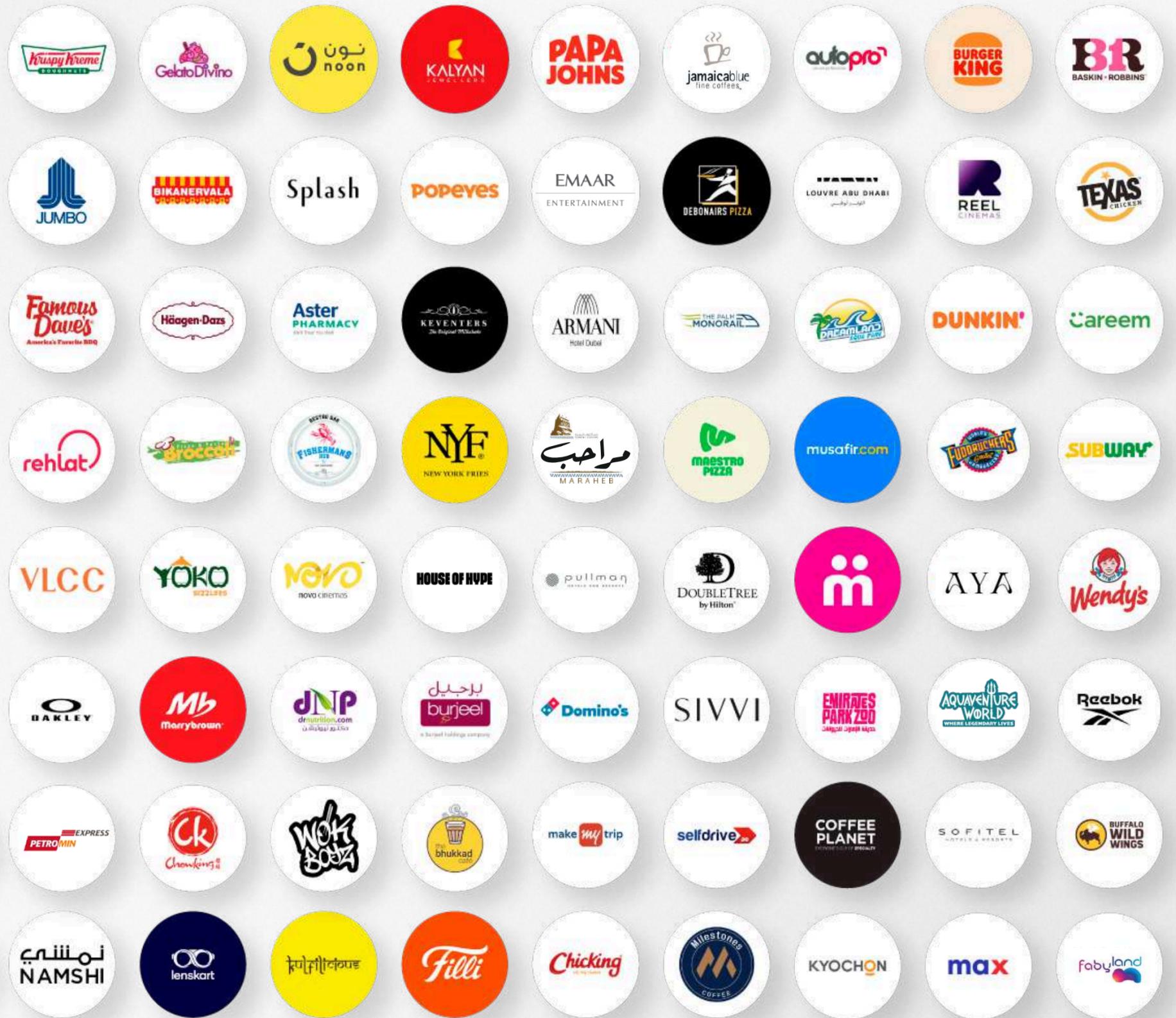
# OUR GLOBAL NETWORK OF ASSOCIATES

DODLE



# OUR NETWORK OF BRAND PARTNERS

2000+ PARTNERS & 5000+ OUTLETS ACROSS THE UAE



# SUCCESS STORIES





WINNER  
Best Discount  
Programme in Dubai

# smiles

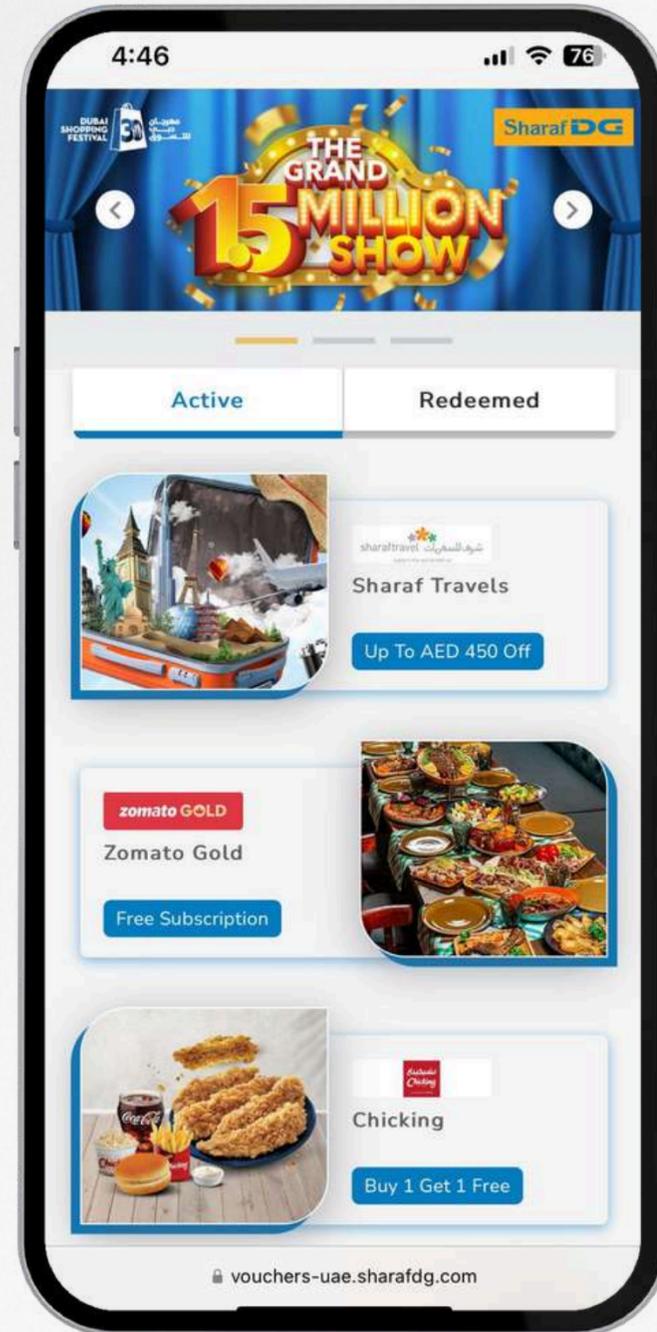
Smiles by Etisalat (e&) is an award-winning loyalty program, serving over **6Mn members** in the UAE.

Since 2014, we have been powering the Smiles deals vertical by curating high-value lifestyle offers across **2,000+ brand partners** in dining, shopping, entertainment, wellness, & more across the UAE.





Sharaf DG, UAE's leading electronics retailer with **5Mn customers**, partners with Doodle to enhance seasonal campaigns through curated lifestyle deals, seamlessly managed through our proprietary CMS platform.



Centrepoint, in an omnichannel retailer with over **10Mn shoppers**, partners with Doodle to curate exclusive lifestyle deals across GCC, rewarding loyal customers and enriching their shopping experience.



**Ajman Nuventures Centre Free Zone (ANCFZ)** is a digitally driven business hub built to support entrepreneurs, freelancers, and SMEs with fast, scalable, and simplified company setup in the UAE.

Doodle built ANCFZ's digital presence with a custom website and CRM integration, enabling real-time lead capture and partner registration.

**600K+**

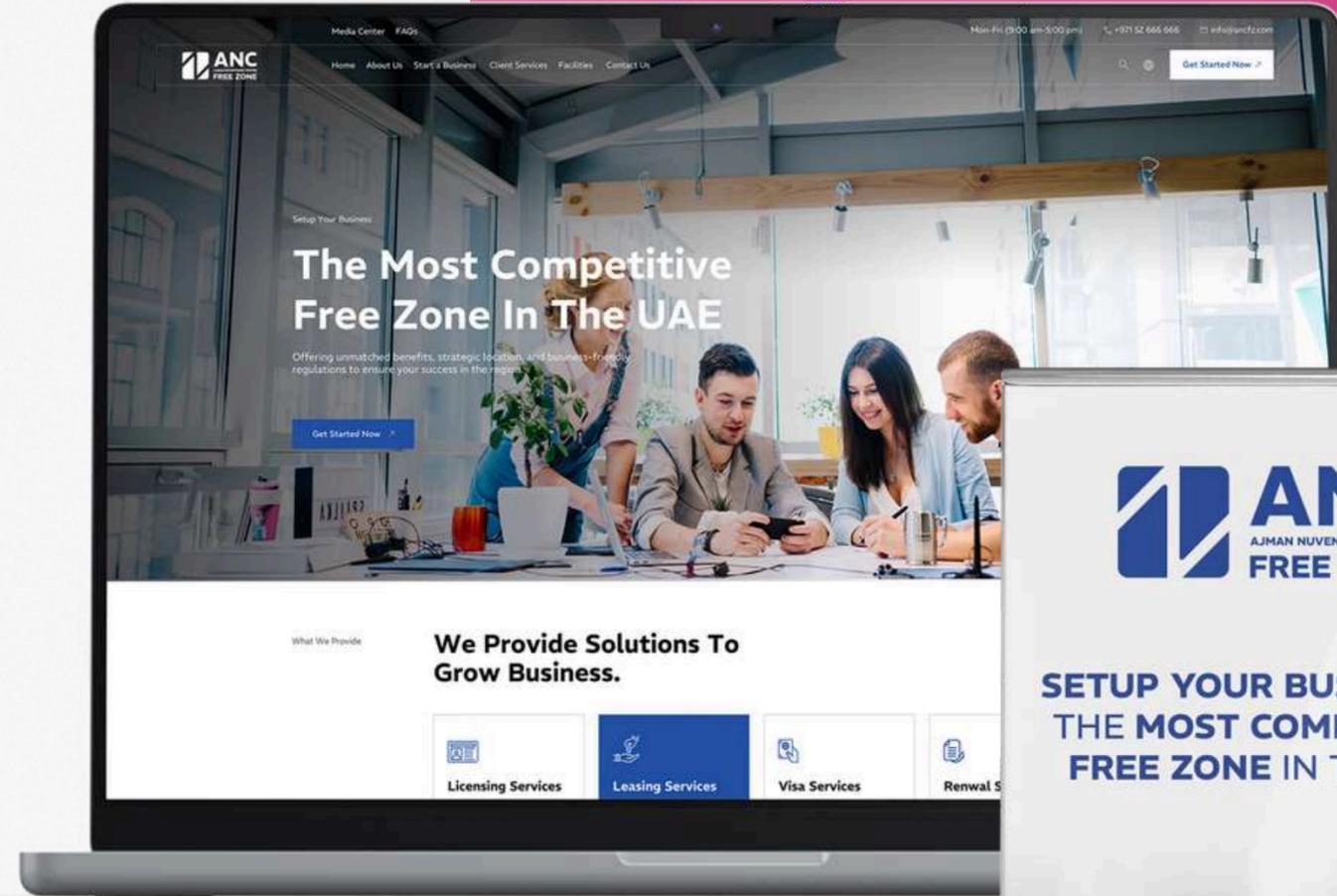
Cross-Platform Views

**4500+**

Leads Generated

**4000+**

Businesses Opened





# roam PASS

*GREAT DEALS WHEREVER YOU GO*

**Roam Pass** is a user-friendly B2B digital pass that unlocks a world of exclusive dining, shopping, wellness, and local experiences - offering unbeatable value for Tourists.

With over 18 million visitors arriving annually, Roam Pass is the must-have travel companion, helping partners unlock added value while travelers unlock exclusive offers.

## CURRENT PARTNERSHIPS



