



340%

AVG. ROAS DELIVERED
ALL PERFORMANCE
CAMPAIGNS

120+

CLIENTS WORLDWIDE
BRANDS WITH THE BIGGEST
AMBITIONS

\$18M

REVENUE GENERATED
FOR CLIENTS ACROSS MENA &
BEYOND

15+

COUNTRIES ACTIVE
GLOBAL REACH. LOCAL
INTELLIGENCE.

KOONAF AGENCY · EXECUTIVE GROWTH EDITION 2026 · DUBAI, UAE

WE DO THINGS.

We solve big marketing problems with **strategy and creative that make a big impact.** We work with brands that have the biggest ambitions — and measure everything against one standard: did it grow the business?

koonafa.com



01

WE BUILD BRANDS THAT MOVE MARKETS.

Naming, positioning, visual identity, and messaging that makes your brand impossible to ignore — and hard to forget.

02

WE CREATE CAMPAIGNS THAT CHANGE MINDS.

Google, Meta, LinkedIn, TikTok — data-driven, ROI-obsessed, and relentlessly optimised to convert at scale.

03

WE DELIVER GROWTH THAT MOVES THE NEEDLE.

Every brief we take is measured against one standard: did it grow the business?



TOP 10 INDEPENDENT AGENCY
MENA Region — 2026



340% ROAS — TECHVENTURES MENA
Q2 Performance Campaign Case Study

4.9

CLIENT RATING — 120+ BRANDS
15 Countries · \$18M Revenue Generated

KOONAF A GROWTH STACK

08 SERVICES — FULL FUNNEL

01

CONTENT CREATION

High-fidelity brand storytelling. Photography, Reels, TikToks, Motion Graphics — every asset engineered to stop the scroll.

- PHOTOGRAPHY
- REELS
- TIKTOK
- GRAPHICS

02

PERFORMANCE MARKETING

Meta, Google, LinkedIn, TikTok Ads — precision-targeted, data-driven, ROI-obsessed campaigns built to convert at scale.

- META
- GOOGLE
- LINKEDIN
- TIKTOK
- SNAP

03

SOCIAL MANAGEMENT

Full-service community management, 24/7 brand reputation monitoring and real-time engagement across all platforms.

- COMMUNITY
- MODERATION
- ENGAGEMENT

04

INFLUENCER MARKETING

Micro to mega-celebrity. Full-cycle vetting, contracts, creative direction, and post-campaign ROI reporting.

- MICRO
- MACRO
- KOL
- MEGA

05

WHATSAPP MARKETING

Official API pipelines with 90%+ open rates. The most personal channel in the GCC — executed professionally at scale.

- OFFICIAL API
- BROADCAST
- AUTOMATION

06

WEB & E-COMMERCE

Conversion-focused websites and custom storefronts. Fast, SEO-ready, and built to close the gap between discovery and purchase.

- FRAMER
- WEBFLOW
- SHOPIFY

07

HASHTAG STUDIO

08

SEO & STRATEGY

Data-driven trend intelligence. Your brand is always inside the right conversations — never a hashtag wasted.

TREND MINING

SOCIAL LISTENING

Technical SEO, QBRs, and long-term brand roadmaps. We translate numbers into decisions that actually grow the business.

SEO

ANALYTICS

DASHBOARDS

THE KOONAFI PACKAGES.

Choose your tier. Every package includes a complimentary onboarding audit — no additional charge — from day one.

TIER 01

THE STARTUP PACKAGE

IGNITE

Visibility & Brand Foundation

AED
4,999

PER MONTH

- Content Creation — 8 Posts/month
- Social Media Management
- Hashtag Studio Access
- Monthly Analytics Report
- Community Moderation
- Brand Voice Alignment Guide

⚡ Content Bolt-on: Add 4 Pro Reels for AED 2,500

GET STARTED →

★ MOST POPULAR

THE SCALE-UP PACKAGE

HUMANIZED

Revenue & Lead Engine

AED
15,000

PER MONTH + SUCCESS FEE

- Everything in Ignite, plus:
- Paid Social Campaign Management
- WhatsApp Marketing — 5,000 Messages
- Influencer Management & Strategy (Talent Fee Extra)
- Quarterly Strategy Workshop
- GCC-Localized Content Pillars
- Creative A/B Testing Framework
- Bi-weekly Performance Reviews

BOOK A DISCOVERY CALL →

TIER 03


THE ENTERPRISE PACKAGE

LEGACY

Market Dominance & Brand Authority

AED
40K+

PER MONTH — CUSTOM QUOTE

- Full-Funnel Digital Management
- E-Commerce Dev & Maintenance
- Macro Influencer Strategy
- Daily Reels & TikTok Production
- Real-Time Custom Dashboards
- Dedicated Account Director
- Priority 24/7 Response SLA
- WhatsApp Broadcast + Automation
-  **KSA Market Entry Strategy — Vision 2030 Compliance + Dialect Localisation**

REQUEST CUSTOM QUOTE →

ADD-ON NOTE — Performance Ads Management: AED 5,000/mo + % of media spend. E-Commerce Development from AED 30,000 (custom). Influencer Campaigns from AED 4,000 + Talent Cost. All packages include a complimentary onboarding audit.

READY TO START?

**WHATSAPP US FOR A FREE STRATEGY
SESSION.**

**+91 917 271
2982**

koonafa.com · Available 9AM-9PM
GST

GREAT MARKETING IS ACCOUNTABLE. OURS PROVES IT.

The agencies winning in 2026 are built on commercial outcomes — not follower counts. Every brief we take, every campaign we launch, is measured against one standard: **did it grow the business?**

SERVICE	KOONAFI 2026 RATE	ADVANTAGE
Social Media Management	AED 5,500 / month	BILINGUAL GCC
Performance Ads Management	AED 5,000 + % of Spend	ROI-LINKED
E-Commerce Development	From AED 30,000	FULL-FUNNEL
Influencer Campaign (Managed)	AED 4,000 + Talent Cost	END-TO-END
WhatsApp Marketing (Official API)	Included in Humanized+	90%+ OPEN RATE

STRATEGIC POSITION

SWOT — KOONAFI AGENCY 2026

WE HIRE BIG TALENT. WE CHASE BIG RESULTS.

STRENGTHS

WHAT WE OWN.

- Bilingual mastery — deep GCC cultural fluency and Arabic sentiment localisation
- Human-First philosophy beyond corporate aesthetics — real conversations
- Integrated Tech: SMM meets Web Dev for seamless, compounding funnels
- Boutique quality with enterprise-grade accountability and reporting

WEAKNESSES

WHAT WE WATCH.

- Selective client intake — we limit volume to protect delivery quality
- Premium positioning — not the budget option in the market
- Phased onboarding required for very large enterprise accounts

OPPORTUNITIES

WHERE WE MOVE.

- UAE D2C e-commerce explosion — brands scaling at record pace
- Dubai as gateway to the AED 2 trillion Saudi market
- Phygital demand: trade shows bridging to digital funnels

THREATS

WHAT WE BEAT.

- Global network agencies (WPP, Publicis, IPG) expanding UAE offices
- Constant algorithm shifts requiring rapid creative pivoting

WE WORK WITH BRANDS THAT HAVE THE BIGGEST AMBITIONS.

THE KSA BRIDGE — DUBAI → RIYADH

THE AED 2 TRILLION GATEWAY.

Koonafa bridges Dubai brands into Saudi Arabia with **Vision 2030 compliant** strategies — aligned with cultural values, ministry guidelines, and national transformation priorities. No costly missteps. No generic GCC playbooks.

DIALECT-SPECIFIC LOCALISATION

NAJDI & HEJAZI. SPEAKING THE RIGHT ARABIC.

Riyadh speaks **Najdi**. Jeddah speaks **Hejazi**. Our bilingual strategists create dialect-specific campaigns for each region — culturally calibrated, not just translated. Brands that localise at dialect level convert at 3x the market average.

STEP 01 — LOCAL FLAVOR

LOCALIZE THE SENTIMENT, NOT THE LANGUAGE.

Separate content pillars engineered for UAE Expats, Western Professionals, and UAE Nationals — each culturally calibrated. We localize the soul of your brand, not just the words.

STEP 02 — TRUST ANCHORS

STRATEGIC INFLUENCER TRUST ARCHITECTURE.

We create credibility signals from voices your target audience already follows — accelerating new-to-market brand adoption across the GCC at record speed with full ROI accountability.

STEP 03 — PHYGITAL BRIDGE · LEAD VELOCITY

FROM GITEX TO WHATSAPP IN 45 SECONDS.

QR codes at GITEX, Cityscape & major Dubai activations trigger an AI-powered WhatsApp response within **45 seconds** — capturing qualified leads at peak intent and entering them into a personalised nurture sequence before they leave the hall.

KOONAFIFA

 +91 917 271 2982

[KOONAFIFA.COM](https://koonafa.com) →

WHATSAPP DIRECT

+91 917 271 2982

Available 9AM-9PM GST

WEBSITE

koonafa.com

Full Portfolio Online

HEADQUARTERED

Dubai, UAE

Serving GCC & Beyond

MARKETS SERVED

GCC · MENA · KSA

Bilingual EN · AR Delivery

