



DENAVE RECOGNISED FOR BEST PAID CAMPAIGN AT DIGIES DIGITAL AWARDS 2021

India, January 11, 2022: Denave, a global technology-powered sales enablement enterprise has been recognised in the ‘Best Paid Campaign’ category at DIGIES. The awards are an initiative by afaqs!, and celebrate creative marketing communication initiatives by agencies, brands, production houses, design studios, creative studios, and content creators, from exceptional use of social media to integrating multiple platforms.

Every year the DIGIES jury, consisting of several stellar marketing experts, brand or agency representatives, and creative professionals recognise best brands demonstrating exemplary and creative works that act as a benchmark or standard. There are 42 different categories under this premier industry award that honour diverse and nuanced marketing excellence efforts. The jury scrolls through several nominations to recognise marketers' dedication, innovation, and passion on a global scale. This year, DIGIES focused on comprehensive, strategic approaches to marketing that allowed marketers to traverse far beyond communications alone. The prestigious awards reward excellence in the four most critical aspects: strategic planning, innovation, execution, and results.

Commenting on the win, Shubhra Sinha, Vice President, Marketing & Communication, Denave, said “The award reinforces our strong growth trajectory on the back of ingenious campaigns promoted on paid platforms and strong client acquisitions coupled with an ability to innovate and adapt to the challenges of 2021. It also recognises our creativity and execution of modern marketing campaigns while maximizing our lead generation efforts to acquire new client logos month-on-month. As the pandemic continues to challenge us, it inspires us to innovate and explore ways of leveraging digital platforms to unlock the next era of innovation and possibilities.”



DIGIES awarded Denave based on its ability to maximize ROI through innovative B2B marketing campaigns delivered through multiple digital platforms, thus validating effectiveness of inbound lead engine and building robust revenue pipeline for the business. Over the years, Denave has successfully established ROI-driven sales methodologies while exceeding client expectations across a wide range of services including Intelligent Data Services, Demand Generation (Digital Marketing, Field Sales & Marketing, and Telesales), Retail Solutions, Sales Training, and many more.

About Denave

Denave is a global sales enablement company focused on driving revenue growth for its customers through a wide range of service offerings. The company leverages latest technology trends and disruptive approach to create effective sales engines. Denave has built multi-industry expertise partnering with global businesses and takes a solution-conscious approach to deliver best practices in sales by leveraging people, processes, technology and innovation to drive revenue. Denave has reach across 5 continents, 50+ countries and 500+ cities globally. For more information, please visit www.denave.com

For further information, please

contact: Karan Bhutani,

General Manager - Marketing

Email: karan.bhutani@denave.com