foxa

Company profile 2026

Performance marketing that answers to your numbers.

Paid media, tracking, SEO and content for brands in Indonesia and the markets they sell to.

foxa-digital.com

Jakarta, Indonesia Since 2018



A performance team that sits next to your numbers.

FOXA Digital is a Jakarta-based digital marketing agency. Since 2018 we have run paid media, tracking, SEO and content for apps, consumer brands, hospitality and attractions.

We are small on purpose. The people who pitch your account are the people who run it, read the data every week and answer for the result.

Results clients hired us for

107x peak Shopee ads ROAS, Bonvie

−69% new-user CAC in 3 months, HappyFresh

224% of the Australian lead target, Celesta

3.7x lead target on Google PMax, Swarna Spa

01

Tracked before we spend

No budget goes live until every sale can be counted back to its source.

02

One team, every channel

Meta, Google, TikTok and marketplaces planned as one funnel, not five vendors.

03

Judged on business results

We report CAC, ROAS and leads, not impressions and likes.

What we do

Six services. One accountable team.

01

Performance ads

Paid media against CAC and ROAS.

Meta · Google · TikTok · Apple Search Ads · Shopee · TikTok Shop

02

Tracking and data

Every sale counted, click to cart.

GA4 · GTM · CAPI · AppsFlyer · SKAN

03

SEO and AI search

Rank on Google, cited by AI.

Technical SEO · Content · AEO

04

Social and content

Feeds and creative that sell.

Instagram · TikTok · Creative

05

Websites

Fast bilingual sites, tracked day one.

Landing pages · Bilingual · CRO

06

Public relations

Launches, media and KOL programs.

Media · KOL · Launch

How we work

Six steps, every account.

01 Week 1

Audit

Account, tracking and funnel read.

Audit report

02 Week 1-2

Track

GA4, pixels, CAPI, MMP fixed.

Tracking map

03 Week 2

Plan

Targets set, budget split.

Media plan

04 Week 3

Launch

Campaigns and creative tests live.

Live campaigns

05 Every week

Optimise

Weekly calls from the data.

Weekly log

06 Every month

Report

Monthly review against target.

Monthly review

What you keep A document you own at every step.

Clients, A to Z

Brands that trust us with their numbers.

Aidon

Alkemal Foods

Bali Bird Park

Balimoon

Batavia Whisky

Bonvie

Bowlgogi

Celesta Nusa Penida

Chicken Pao

Collab Asia

Erigo

HappyFresh

Hurricane

Iceland Vodka

Lahab Chicken

Maya

Metaco

Minute Maid

Mizone

My Prime Aesthetic

Pintarnya

RPX

Smart Buzzer

Swarna Spa

Client stories

Every partnership starts with their numbers.

We open each account with a tracking audit, agree with the client on the one number that runs their business, then work the channels against it every week. These are the stories of how that played out.

01

Audit the tracking

So every sale is counted before we spend.

02

Agree on one number

CAC, ROAS or qualified leads, set with the client.

03

Run it every week

Same team plans, buys, fixes and reports.



Bonvie

Haircare, Indonesia, 2024-now

The client

Indonesian haircare brand built on kemiri (candlenut): shampoos, hair tonics and serums for hair fall and dandruff, plus a men's line.

What we did

Ran Shopee, TikTok Shop and Meta CPAS as one funnel, with shared creative and one weekly read on ROAS.

Channels Shopee Ads · TikTok GMV Max · Meta CPAS

Results

107x peak Shopee ads ROAS

35x
Meta CPAS ROAS

5.7x
TikTok GMV Max orders in 6 months

3
channels run as one funnel

CELESTA

NUSA PENIDA BALI

Resort and real estate, Nusa Penida

The client

Eco-luxury resort and villa development on the cliffs of Nusa Penida, Bali, selling to international buyers.

What we did

Built lead forms that qualify investors before the sales call, and judged every campaign on qualified leads in the CRM.

Channels Meta lead ads | AU, SG, EU, UAE | CRM



Results

224%

of the Australian lead target

169%
of the Singapore lead target

-37%
cost per qualified EU lead vs AU

4
markets: AU, SG, EU, UAE









Pintarnya Instagram creatives, @pintarnya.id

Pintarnya

Job platform, Indonesia, 2026

The client

Job platform for Indonesia's blue-collar workers: verified jobs, walk-in interviews and financial services. Backed by Peak XV, East Ventures and Square Peg.

What we did

Made Branch the single source of truth for app registrations, then scaled acquisition on clean data.

Channels Meta · Google App Campaigns · Branch

Results

3.6x registrations, before vs after

-68%
Meta cost per registration

-41%
blended cost per submission

99K+
registrations a month at target cost

balimoon

Liqueurs and spirits, Bali

The client

Bali-made liqueurs and spirits. A family business in Gianyar producing cocktail ingredients since 1989.

What we did

Built and run the bilingual website, plus a steady engine of 20 SEO articles a month.

Channels Website · SEO · Content

Results

1.79M **organic impressions in 2025**

20
SEO articles a month

18
page bilingual website

2
languages, EN and ID





happyfresh

Grocery app, Indonesia, 2025-2026

The client

Grocery delivery app in Indonesia. Fresh produce and daily needs, ordered in the app and sent to the door.

What we did

Rebuilt iOS measurement (SKAN in AppsFlyer), moved bidding onto MMP data, then reset the channel mix around new-user CAC.

Channels Meta · Google App Campaigns · Apple Search Ads · AppsFlyer

Results

−69%

new-user CAC in 3 months

17.8x
Google iOS ROAS

10.2x
Apple Search Ads ROAS, from 7.5x

+94%
new users, record month

SWARNA Day Spa

Spa, Bali, international guests

The client

Spa and wellness brand in Bali, with locations in Jimbaran and Canggu, serving mostly international guests.

What we did

Set up PMax and click-to-WhatsApp, then built SEO and answer-engine content so guests find the spa on Google and in AI assistants.

Channels Google PMax | Meta click-to-WhatsApp | SEO and AEO

Results

3.7x lead target, Google PMax

-59%
cost per lead vs target

2.7x
traffic from AI assistants

+39%
non-branded top-10 keywords





Bali Bird Park

Attraction, Bali, 2025

The client

One of Bali's best-known family attractions: a bird and wildlife park in Gianyar.

What we did

Consultant to the in-house team: website SEO, tracking fixes (checkout was being counted as Purchase) and campaign direction.

Channels SEO | GA4 and GTM | Instagram

Results

+56% organic website traffic

+73%
walk-in visitors during the program

+776%
Instagram reach during the program

1
checkout event fixed

Aesthetic clinic, Jakarta

The client

Aesthetic clinic in South Jakarta offering skin and beauty treatments.

What we did

Audited the ads account, rebuilt audiences and creative, and launched a landing page that qualifies leads on WhatsApp before booking.

Channels Meta · Google · WhatsApp · Landing page

Results

−70%

cost per WhatsApp lead, Oct to Apr

2.1x
WhatsApp leads a month, Nov to Apr

131%
of the April lead target

−82%
cost per Instagram profile visit



Creative and web

Live sites we drive traffic to, today.

Every site is tracked from the first visit, so each ad, article and click is counted where the sale happens.

+56% organic traffic, balibirdpark.com

+39% non-branded top-10 keywords, swarnaspa.com

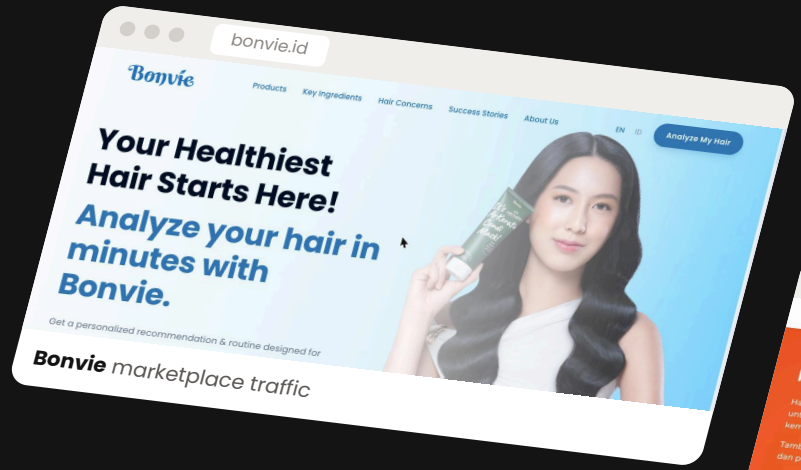
18 page bilingual site built for Balimoon



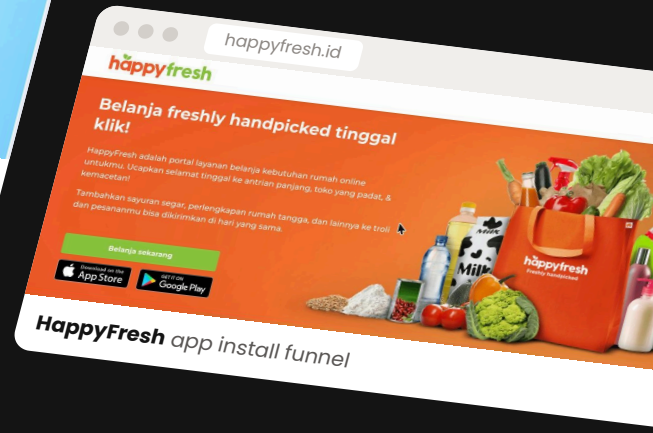
Swarna Spa SEO, PMax landing



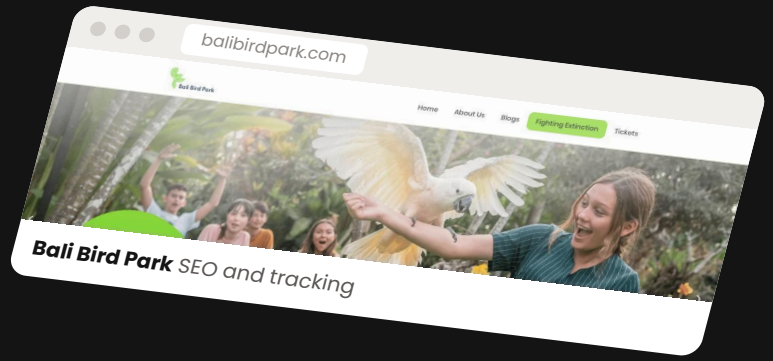
Celesta lead-gen site



Bonvie marketplace traffic



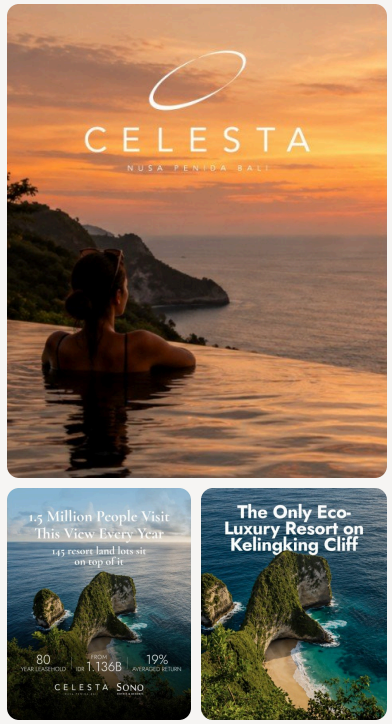
HappyFresh app install funnel



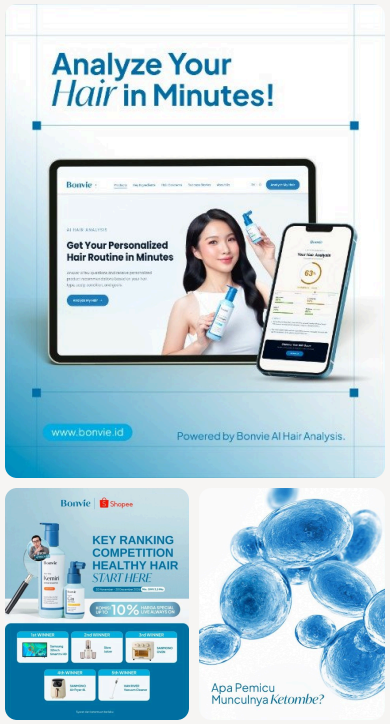
Bali Bird Park SEO and tracking

Content we make for their feeds.

@celestabali
Social and paid creative



@bonvie.id
Meta CPAS and Shopee



@swarnaspaandwellness
Click-to-WhatsApp ads



@happyfresh_id
App install ads



@balimoon.official
Website, SEO, content



Four ways to work with us.

One-off

Audit

Ads, tracking and funnel, read end to end.

- Account and tracking audit
- Fix list ranked by impact
- Walkthrough with your team

Monthly

Performance retainer

Paid media run against your CAC or ROAS.

- Media plan and budget split
- Weekly optimisation
- Monthly review against target

Fixed scope

Build project

Sites, tracking and SEO, built and handed over.

- Website or landing page
- GA4, GTM, CAPI, MMP setup
- SEO and content program

For agencies

White label

Performance accounts run under your brand.

- Your brand on every report
- Senior media buyers
- Clear monthly handover

Next steps

From first call to first report.

01

Intro call

30 minutes on goals and numbers.

02

Account audit

Ads, tracking and funnel reviewed.

03

Proposal

Targets, channels, timeline, scope.

04

Kick-off

Tracking fixed, campaigns live.

What we need from you

- Read access to ads and analytics
- Your current targets
- One owner of the numbers

What you get first

- Where your spend goes today
- A fix list ranked by impact

foxa

Tell us the number you want to move.

hello@foxa-digital.com
foxa-digital.com

Start with an account and tracking review.