


# AI Dev & Marketing Automation for Marketing Consultancy

## PROJECT DETAILS

 AI Consulting, AI Development

 Mar. 2025 - Jun. 2025

 \$10,000 to \$49,999



*"They delivered on time, held weekly check-ins, and ensured management was directly involved through monthly meetings."*

## PROJECT SUMMARY

DBot provided AI and marketing automation services for a marketing consultancy. The team implemented AI tools to help improve campaign performance and automate workflows.

## PROJECT FEEDBACK

DBot's work reduced reporting time by over 30%, streamlined analysis, and received positive feedback from end clients. The team was highly engaged, delivered on time, and held regular check-ins. DBot's management was involved in meetings, and the team understood the client's needs quickly.

## The Client

Please describe your company and position.

I am an executive at Virtus Asia

Describe what your company does in a single sentence.


We are a boutique marketing consultancy that helps brands accelerate growth through data-driven insights, innovative media solutions, and cross-market expertise.


## The Challenge

What specific goals or objectives did you hire DBot to accomplish?

- Marketing Automation
- Artificial Intelligence solutions
- Digital transformation

 Executive, Virtus Asia

 Advertising & marketing

 Hong Kong

### CLIENT RATING

4.5

Overall Score

Quality: 4.0

Schedule: 5.0

Cost: 4.0

Would Refer: 4.5

## The Approach

How did you find DBot?

Referral

Why did you select DBot over others?

- Pricing fit our budget
- Great culture fit
- Good value for cost
- Referred to me

How many teammates from DBot were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

The marketing industry is evolving at unprecedented speed. To keep pace, companies need partners who not only understand technology but also translate it into real business impact.

That is why we selected DBot Software to strengthen our marketing automation and accelerate our AI-driven innovation. From the start, they proved to be an exceptional partner - highly responsive, easy to collaborate with, and quick to understand our needs in depth.

DBot exceeded expectations: they executed faster than planned, provided regular check-ins, ensured direct access to management, and delivered without a single hiccup.

As a result, we now run cutting-edge AI tools that improve campaign performance, automate workflows, and allow us to deliver faster and more reliably to our clients. DBot doesn't just provide technology - they deliver solutions that move both our business and our clients' businesses forward. We will continue to work DBot in order to evolve with the demanding clients we have.



## The Outcome

### What were the measurable outcomes from the project that demonstrate progress or success?

We have reduced reporting time by more than 30%, streamlined our analysis to the point of needing one less headcount, and received positive feedback from three of our most demanding clients.

### Describe their project management. Did they deliver items on time? How did they respond to your needs?

The teams were highly engaged - even junior members contributed actively. They delivered on time, held weekly check-ins, and ensured management was directly involved through monthly meetings. Impressively, they were able to understand our needs after only a few working sessions.

### What was your primary form of communication with DBot?

Virtual Meeting

### What did you find most impressive or unique about this company?

It felt like true quality - excellent value for money, reliable delivery on time, and a rare combination of agility and consistency in a tech partner.

What mattered to me is access to the management to talk CEO to CEO and they were always reachable

### Are there any areas for improvement or something DBot could have done differently?





In the future we would like to see more structured knowledge sharing (playbooks, training sessions, or case libraries) would empower our teams to fully leverage the tools DBot can implement.

