



PORTFOLIO

WWW.ADSROLE.COM

ADSROLE X APPSROLE X ASSISTROLE



Our Story

AdsRole began in 2017 with a simple belief that **great marketing should resonate, not just exist.**

In a world flooded with noise, we help brands cut through with clarity, creativity, and purpose.

From our roots in India to our work in the US, we've partnered with businesses that care about real connections, not just transactions.

Our Vision

To become the most trusted digital partner for businesses worldwide by transforming ideas into measurable results.

Our Mission

We fuse data, creativity, and relentless execution to build your brand's unfair advantage. No empty promises—just measurable conquests in your market.





OUR CEO

Anish Arora

The heart and spirit of AdsRole – a leader who transforms vision into action. His ability to shape ideas into real-world success has made AdsRole a brand built on creativity, consistency, and impact.

Why Choose Us

Performance

We track every click, every lead, and every dollar spent.

Global Experience

Served 5000+ clients across India, USA, UK, Canada, Australia & Middle East.

Creative Meets Data

Campaigns built with insight, not guesswork.

Backed by Advanced Security

AdsRole powers your digital presence in this fast-paced AI domination — and now, with AppsRole, we extend that strength to secure logins, cloud hosting, and identity-first platforms. Together, we deliver a seamless blend of performance and protection.





Core Services

1. Web Development



WordPress, Shopify, HTML5, PHP and more..



2. Search Engine Optimization (SEO)



AI Optimization

Technical SEO, On-page, Off-page

Keyword strategy and Competitor Analysis

Local SEO & Google My Business optimization



3. Pay-Per-Click (PPC) & Google Ads

Real-time bid and budget management

Retargeting and conversion campaigns

Google Search, Display, Shopping, and YouTube ads





4.

Meta Ads

Paid influencer collaboration



Social calendar, content creation & scheduling

Facebook, Instagram, LinkedIn, YouTube campaigns



5. Content Marketing & Copywriting

Content Audit

Blog strategy and execution

Email newsletters & lead nurture flows

Website copy, landing pages, ad creatives





6. Analytics & Conversion Optimization



GA4 implementation, Heatmaps, A/B testing

ROI dashboards and weekly performance reviews



7. Website Maintenance & Technical Support



Plugin & security updates

Speed optimization

Malware scanning & cleanup



KEY Highlights

1200+

Project Delivered

5000+

Active Clients

Award Winner

Google Ads Partner

Offices

Houston, United States & Noida, India

4.9★

Clutch and Google Reviews



Client Industries

- Real Estate
- Education
- Healthcare
- Finance
- Logistics
- E-Commerce
- Hospitality

Connected with **AppsRole**

AppsRole is now part of AdsRole Group, a leading technology company specializing in **secure identity management, user provisioning, and mobile-first application development.**

By combining our strengths, we deliver **end-to-end integrated solutions**—from **targeted digital marketing** to **secure, seamless access and user experience across platforms.**

This alignment empowers our clients to **accelerate digital transformation** with security, scalability, and innovation at the core.



ADSROLE X APPSROLE

From AdsRole to AppsRole

Adsrole laid the foundation of excellence in digital marketing and brand strategy.
To expand this legacy into futuristic tech and app development, Appsrole was launched as its sister company.

Together, they form a unified force to deliver comprehensive digital solutions.



Y, OUR SECURITY

YOUR IDENTITY, OUR SECURITY



A DIVISION OF ADSROLE
COMPANY PORTFOLIO

www.appsrole.com

Company Overview

AppsRole is a technology-first company dedicated to powering secure, modern, and scalable digital ecosystems. As the parent company of AdsRole, our mission is to deliver robust infrastructure, seamless identity management, and intelligent cloud provisioning for forward-thinking organizations.

We offer enterprise-grade solutions in **Identity & Access Management (IAM)**, **Web & Mobile App Development**, and **Workforce Digital Transformation**—making access smarter, safer, and more efficient.

With a global footprint and strong engineering backbone, AppsRole bridges the gap between **security, usability, and innovation**.

Our philosophy is simple—empower users without compromising protection.

Y, OUR SECURITY

YOUR IDENTITY, OUR SECURITY

Why Choose AppRole

“Your Identity, Our Security” isn’t just a tagline – it’s our commitment.

We protect what matters most: access, identity, and data.

- **Security-First DNA** – Identity-first approach across all solutions
- **Integrated Digital Stack** – IAM + App Development + Cloud + Monitoring
- **Faster Time-to-Value** – Rapid deployment, intuitive user experience
- **Future-Proof Access** – Biometrics, push notifications, passwordless flows
- **Global Capabilities** – Serving clients across India, US, UK, Middle East



Vision

To be the most trusted technology partner for organizations seeking secure, seamless, and smart digital transformation.

Mission

To empower enterprises through identity-first solutions, app modernization, and lifecycle automation –ensuring digital agility with uncompromising security.

Market Overview

\$12 Million

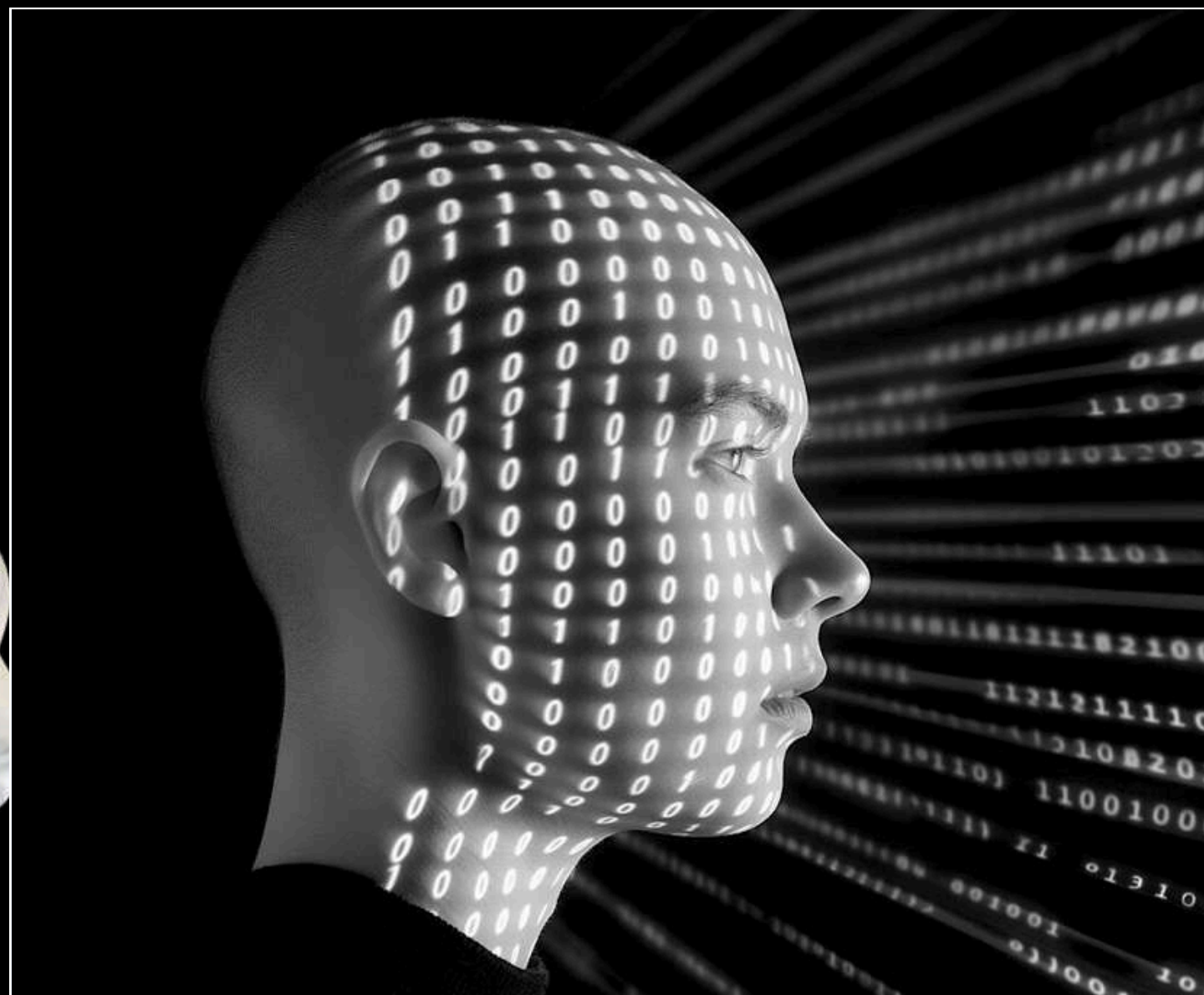
Revenue

5000+

Projects delivered

Core Services

1. Identity & Access Management (IAM)



Centralized access
control

Role-based
authentication

Enterprise-grade IAM
protocols (SAML,
OIDC)

2. Single Sign-On (SSO)



One-click access
across internal and
third-party apps

Integrated with
Microsoft 365, Google
Workspace, and more

3. Multi-Factor Authentication (MFA)

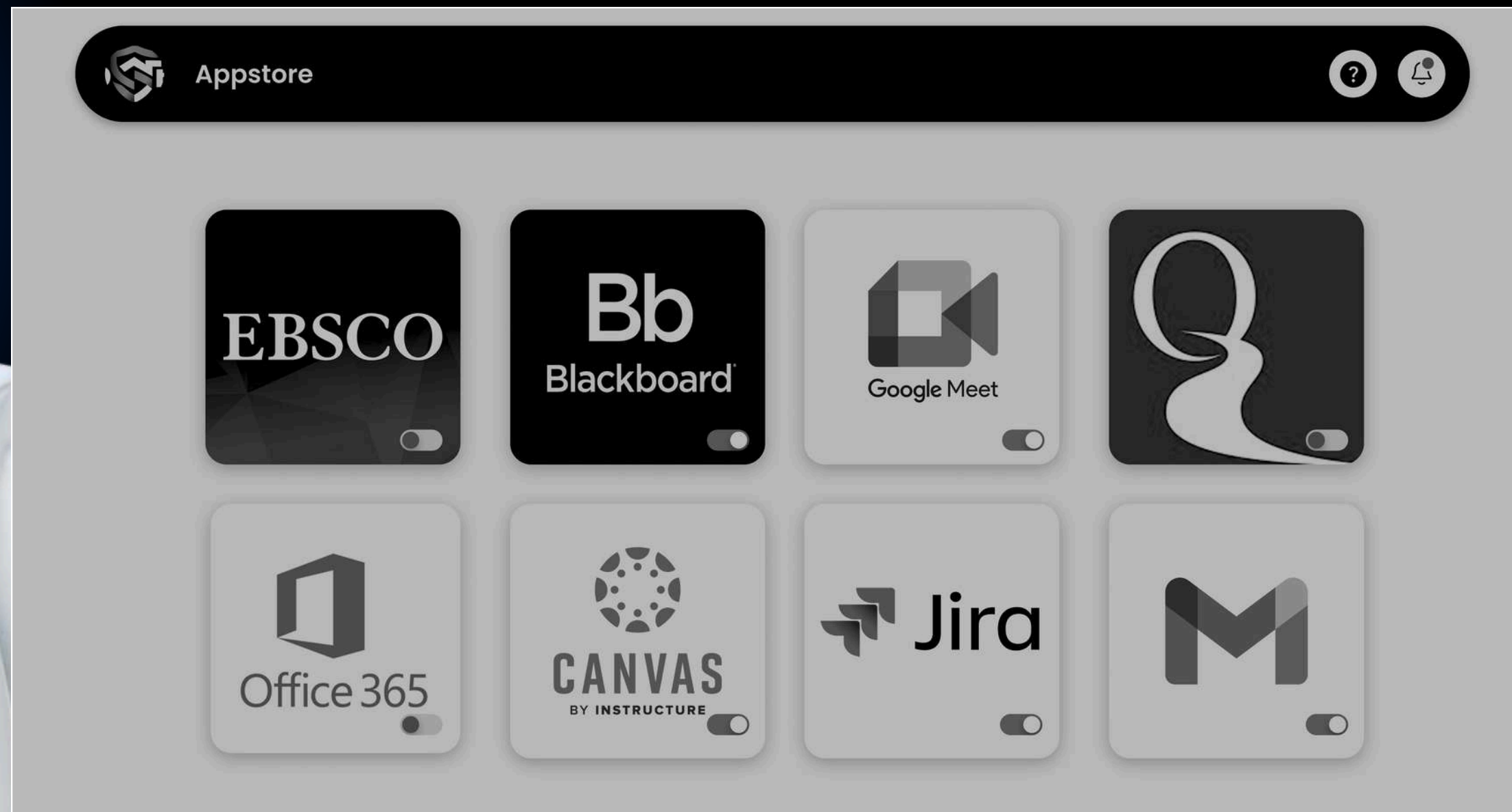


Face ID, Touch ID,
Mobile Push

Trust security
model

Time-based OTP,
Email & SMS
verification

4. Provisioning & Deprovisioning



Automated
onboarding/offboarding

Secure access
lifecycle
management

Integration with HRMS
& directory systems

5. Password Manager & Vault

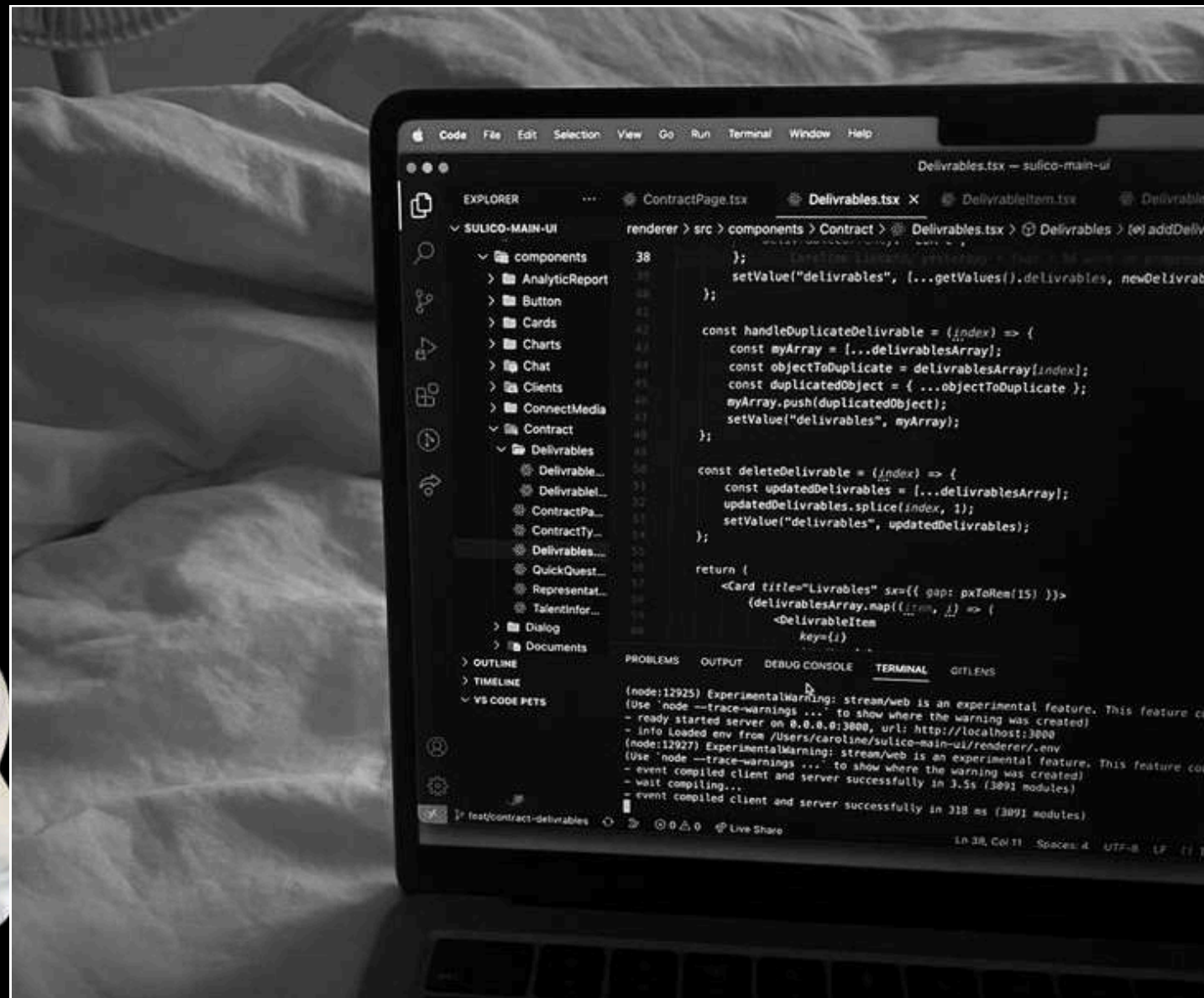


Encrypted credential
storage

Role-restricted
sharing

Self-service password
reset

6. Web & Mobile Application Development

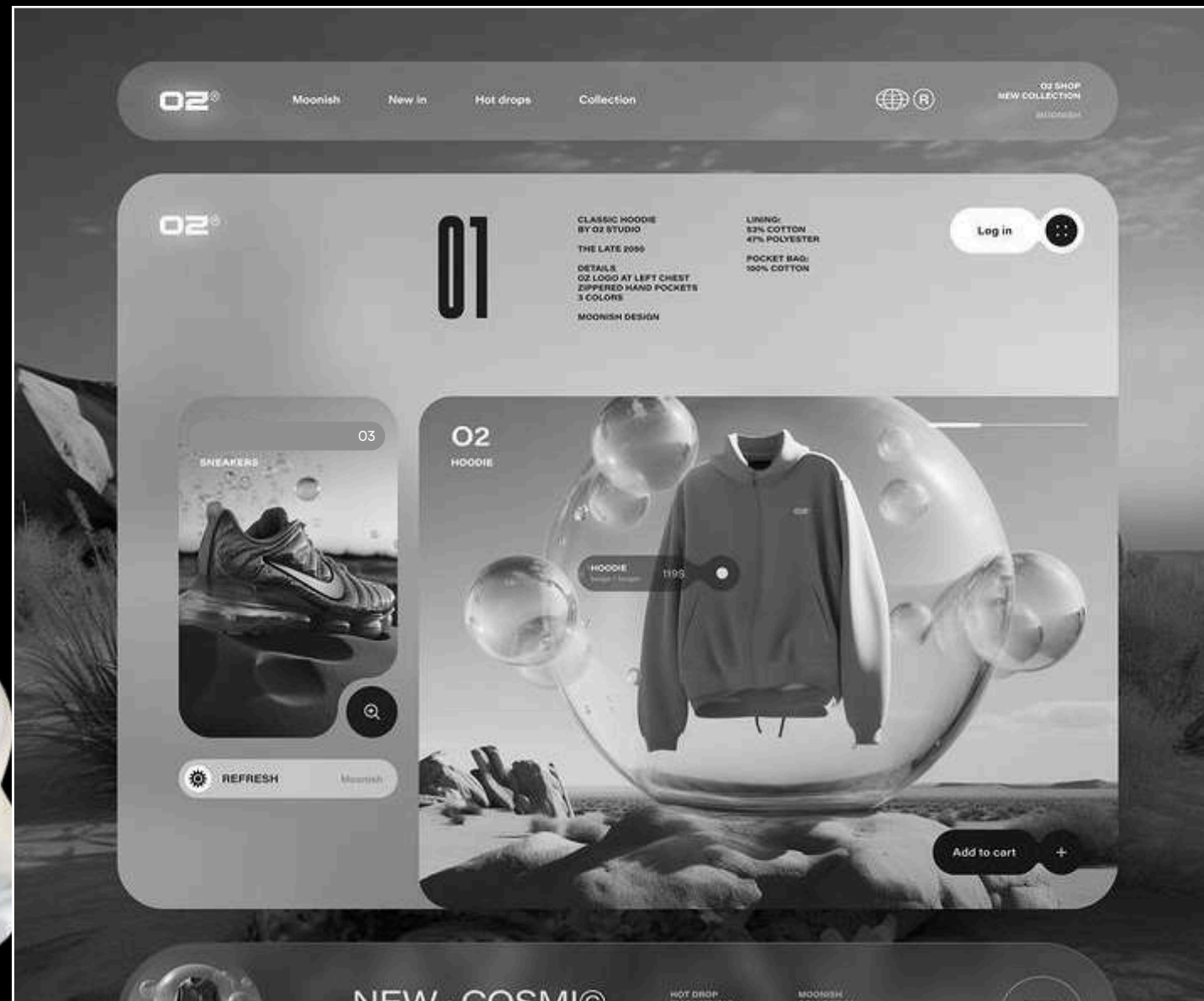


Scalable full-stack
web apps

Android & iOS
mobile apps

Secure coding, API-
first architecture

7. Web Modernization & Migration



Legacy system
modernization

Cloud migration
(AWS, Azure, GCP)

UX & UI redesign for
speed and
accessibility

8. Security Analytics & Compliance



Audit trails, access logs

Real-time alerts & usage patterns

GDPR, HIPAA, SOC2 aligned reporting

9.

AI and Automation



Rapid prototyping and code generation to reduce time-to-market.

Automated bug detection, self-healing tests, and AI-driven code reviews.

Using LLMs for cleaner, more secure, and highly efficient codebases.

10. OTT Platform Development



Seamless apps for
Mobile, Web, Smart
TVs, and Casting

Low-latency, 4K
support, and adaptive
bitrate playback.

AI-driven
recommendation
engines and user
profiles.

11. Cryptographic Wallet and Ecosystem



Seamless
management of
Bitcoin, Ethereum, and
Altcoins in one place.

DeFi & DApp
Integration

NFT Ecosystem

12. Augmented Reality and Virtual Reality



Virtual Training
Simulations

Remote Assistance
(AR)

Gamified Experiences

13. 3D Game Design and Development



Unity & Unreal
Development

Multiplayer
Infrastructure

Fluid controls and
realistic physics
simulations for
engaging gameplay.

14. Cloud Computing & Infrastructure

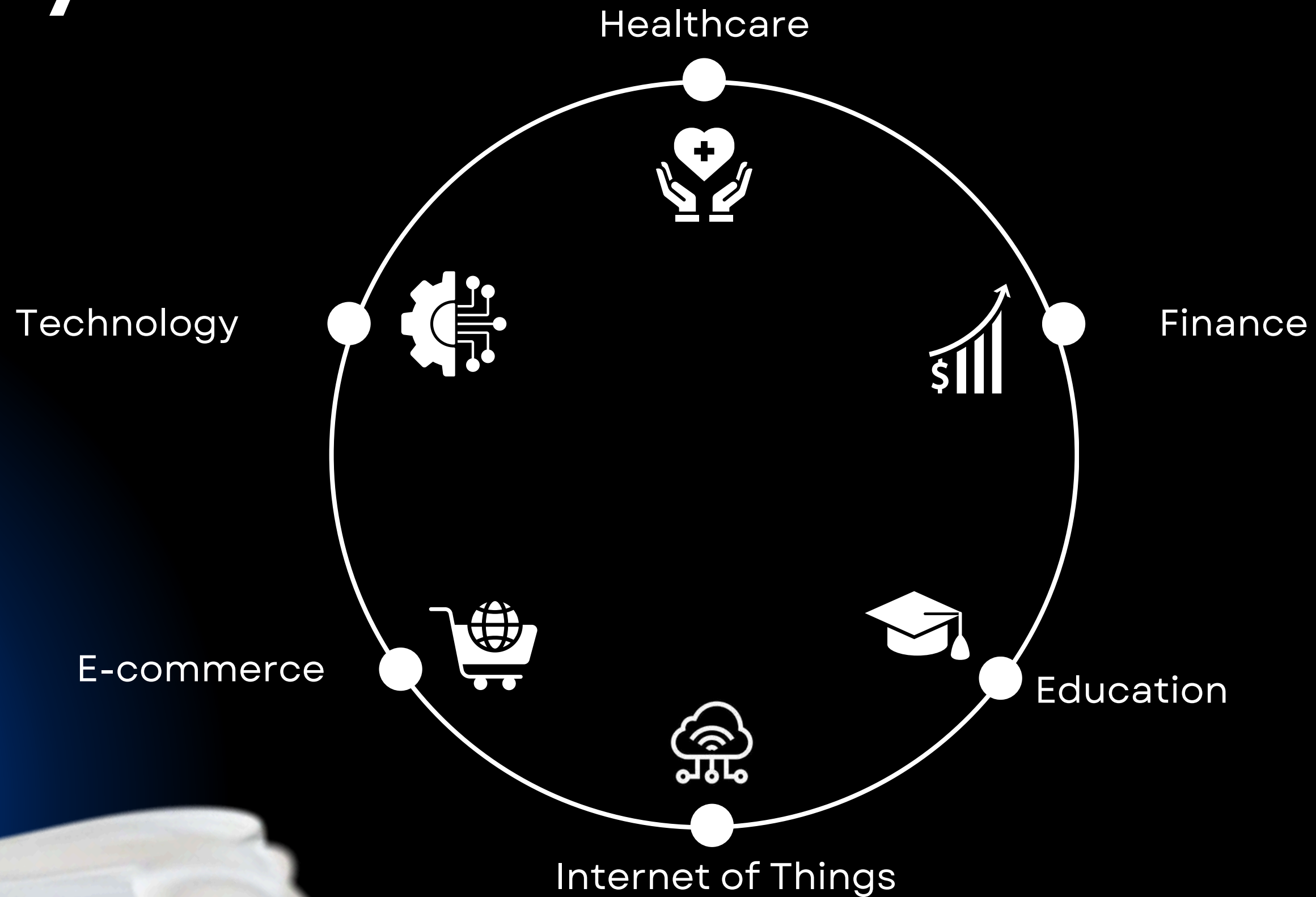


Cloud-Native
Development

DevOps & CI/CD

Container
Orchestration

Industry Use Cases



We build software that empowers organizations to effectively integrate their data, decisions, and operations.

Strategic Advantage

At AppsRole, we don't just secure systems—we redefine how trust works in digital environments. From biometrics to provisioning, we deliver **end-to-end secure access** with zero compromise.

Subsidiary Integration

AppsRole is the sister company of AdsRole, one of India's top-performing digital marketing companies. Together, they form a powerful group capable of delivering:

SEO, PPC, Websites,
Brand & Growth Strategy
(AdsRole)

Backed by secure identity,
SSO and access
management (AppsRole)

Clients benefit from a unified experience – stunning digital presence secured by intelligent access controls.



Empowering businesses of all sizes to scale efficiently by providing dedicated, vetted virtual employees who handle essential tasks—so companies can focus on their core growth and innovation.

Empower Your Business with a Dedicated Virtual Employee

www.adsrole.com

www.assistrole.com

AdsRole × AssistRole

PRESENTS

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Mission

Our mission is to help businesses scale smarter by providing skilled, reliable, and dedicated virtual employees who seamlessly integrate into their operations. We aim to simplify remote hiring, reduce overhead costs, and empower organizations to focus on what matters most — growth, innovation, and success.

Vision

Our vision is to become the world's most trusted platform for virtual staffing — a place where global talent meets opportunity. We aspire to redefine the future of work by building a borderless workforce that helps businesses thrive and professionals grow without limits.



AssistRole **Services Pack**



Full-Time Virtual Assistant (160hrs)

Past-Time Virtual Assistant (80hrs)

Services Offered



1. Administrative Support



Email Management

Calendar Management

Data Entry

Document Preparation

Customer Support

2. Personal Assistance

Travel Planning

Event Planning

Personal Scheduling

Task Management

Gift and Holiday



3. Virtual Receptionist Services

Call Handling



Appointment Setting

Live Chat Support

4. Technical Assistance

A black and white photograph of a person's hands writing in a spiral notebook with a pen. A laptop is open to the right, and a cup of coffee with a lid is in the foreground. The background is a dark, geometric pattern.

Website Management

CRM Management

Data Analysis

IT Support

E-commerce Support

5. Customer Relationship Management

Client Communication



Loyalty Programs

Survey Management

6. Creative Services

Graphic Design

Content Creation

Social Media

Management

Video Editing



7. Project Management

Project Coordination

Budget Tracking

Team Collaboration

Documentation



8. Specialized Services

Real Estate Support

Legal Assistance

Bookkeeping

Medical Transcription

Market Research

Accounting

9. Sales Support



Lead Generation

Proposal Writing

Sales Reporting

Cold Calling/Emailing

10. Human Resources Support

Recruitment

Employee Records

Assistance

Management

Onboarding Support

HR Policy

Development

Industries we serve!

- Real Estate
- Legal Services
- Healthcare
- Finance & Accounting
- Entrepreneurs and Startups
- E-Commerce

Company Locations

Global Headquarter

USA

📍 700 Smith St #61070, Houston, TX 77002, United States

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THANKYOU



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