

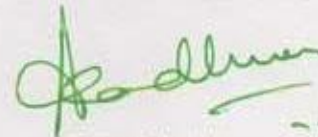


## DEPARTMENT OF MANAGEMENT & COMMERCE

### Certificate

This is to Certify that, **Ms. ANANYA JHA** bearing Reg. No **2016C26007** has successfully completed the Project entitled "**STUDY ON DIGITAL MARKETING STRATEGIES AND ITS EFFECTS ON CUSTOMER ENGAGEMENT AND CONVERSION**" at **DOGGILICIOUS** under the guidance of Dr. Aradhna Yadav, as the partial fulfillment of the requirements for the award of BBA under Bangalore University for the Academic year 2020-2023.

Dr. Aradhna Yadav  
Internal Guide

  
Principal