NEXA Marks 21 Years of Digital Growth and Global Expansion



Dubai, United Arab Emirates Aug 13, 2026 (Issuewire.com**)** - Dubai-founded digital growth agency reflects on more than two decades of helping businesses adapt, grow, and compete in a changing digital world.

Dubai, United Arab Emirates, NEXA, a digital growth agency founded in Dubai in 2005, has marked its 21st anniversary, celebrating more than two decades of helping businesses navigate the changing digital landscape.

Since its early days as a web development company, NEXA has grown into an international digital growth agency supporting organisations across marketing, technology, customer experience, CRM, website development, alongside AI strategy, implementation, and product development through NEXA AI Lab.

The milestone, reached in June 2026, reflects not only the agency's growth but also the dramatic changes the digital world has undergone over the past 21 years.

Search, social media, mobile technology, marketing automation, CRM platforms, data, and, more recently, artificial intelligence have all changed the way businesses connect with customers. Throughout that evolution, NEXA has continued to adapt its services and capabilities around one central goal: helping businesses use digital channels and technology to achieve measurable growth.

Today, NEXA operates across the UAE, Saudi Arabia, the United Kingdom, the United States, and Australia, giving the agency an international footprint while keeping Dubai at the heart of its story. Its 93% client retention rate reflects the strength of its partnerships and commitment to delivering long-term, measurable value.

"Reaching 21 years is an important milestone for NEXA, but what stands out most is how much the digital landscape has changed during that time," said Amit Vyas, CEO of NEXA. "When we started in 2005, digital transformation meant something very different. Our focus has always been on understanding what is coming next and turning those developments into practical opportunities for our clients."

From Web Development to Integrated Digital Growth

NEXA began in Dubai with website development at the core of its business.

As digital channels became more important to how companies attract, engage, and retain customers, the agency expanded its capabilities across digital strategy, search engine optimisation, social media, content, lead generation, CRM, and marketing technology.

That evolution has allowed NEXA to support businesses across more of the customer journey, bringing together areas that were once treated separately.

Instead of looking at websites, marketing, technology, and sales in isolation, the agency works with clients to connect these disciplines around wider business goals.

This integrated approach has become increasingly important as customer journeys have grown more complex and businesses have needed their marketing and technology systems to work more closely together.

Artificial intelligence is now becoming part of that next phase. Through NEXA AI Lab, the agency develops and delivers practical AI products, tools, and solutions that support marketing, customer experience, operations, and business decision-making.

Rather than treating AI as a replacement for established digital disciplines, NEXA focuses on where the technology can add real value and strengthen existing strategies.

Growing From Dubai to International Markets

NEXA's 21-year journey has also been shaped by its expansion beyond the UAE.

From its headquarters in Dubai, the agency has grown its presence across Saudi Arabia, the United Kingdom, the United States, and Australia, allowing its teams to support clients across different markets, industries, and time zones.

That international growth has given NEXA access to a wider range of perspectives while allowing the agency to combine local market understanding with broader digital experience.

Dubai, however, remains central to the company's identity. Since NEXA was founded in 2005, the city has grown into a major international centre for business, entrepreneurship, technology and innovation. NEXA's own growth has developed alongside that transformation.

"Dubai gave NEXA the environment to think internationally from the beginning," Vyas added. "Twenty-one years later, our team and our clients operate across different markets, but our ambition remains the same: to keep evolving, challenge how digital growth is approached, and help businesses prepare for what comes next."

Looking Beyond 21 Years

As NEXA enters its next chapter, the agency continues to invest in the areas where marketing, technology, data, and artificial intelligence increasingly overlap.

Businesses today are managing customer journeys that span websites, search engines, social platforms, CRM systems, automation tools, and AI-powered experiences. As those touchpoints become more connected, the lines between marketing, sales, customer service, and technology continue to narrow.

For NEXA, the opportunity is to help organisations make sense of that complexity and turn it into more connected, practical, and measurable growth strategies.

The agency's 21st anniversary is therefore more than a reflection on how long the business has been operating. It represents 21 years of adapting to change, building new capabilities, and helping businesses respond to the opportunities created by digital transformation.

As the next phase of digital growth continues to evolve, NEXA remains focused on the principle that has shaped the agency since its early years: anticipating change and helping clients turn it into meaningful business value.

About NEXA

NEXA is an integrated digital growth agency founded in Dubai in 2005. The agency provides digital strategy, website design and development, search engine optimisation, social media, content, lead generation, CRM and marketing technology services, alongside emerging AI solutions through NEXA AI Lab.

With more than 250 in-house specialists and operations across 16 countries. NEXA works with organisations across multiple industries and markets to develop digital strategies focused on measurable business growth.

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