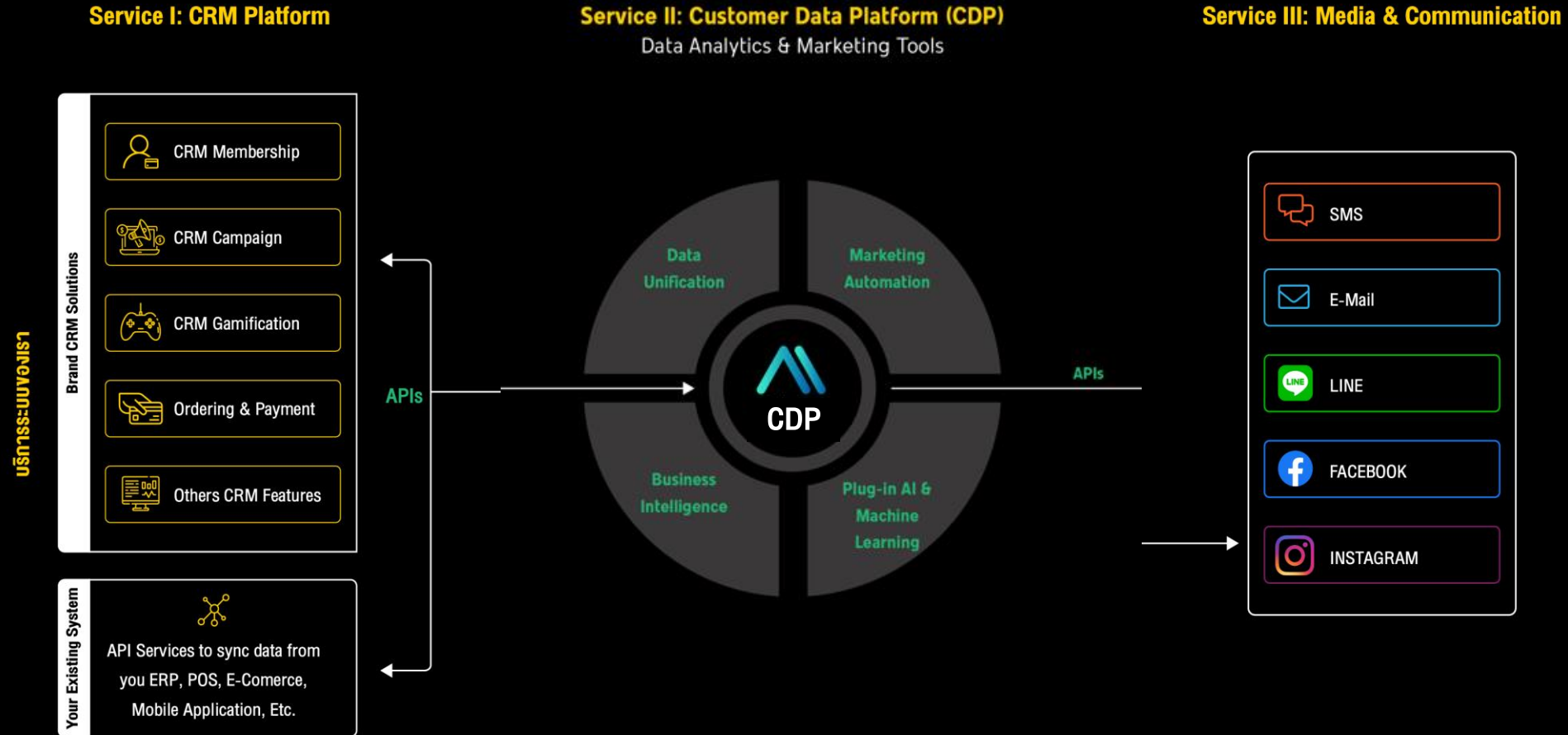


CRM Touchpoint | Customer Data Platform (CDP) | Media & Communication



# We Provide the Most Advanced CRM and CDP Platform



# Overall of Customer Data Platform (CDP)

# Solution Pillar II : Customer Data Platform (CDP)

## CDP is Becoming a Must-Have Technology for Companies to Compete

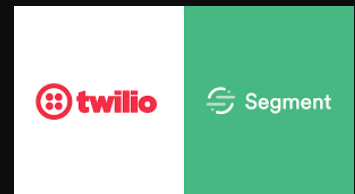
The Ecosystem is Constantly Evolving

It Has Already Happened in Europe and USA... Not Yet in SEA



**\$3.2B** USD

Acquisition in 2020



**\$600M** USD

Acquisition in 2018



**\$150M** USD

Funds Raised & Acquisition in 2020



# Why CDP is Essential?

**CDP Is No Longer Just Nice to Have**

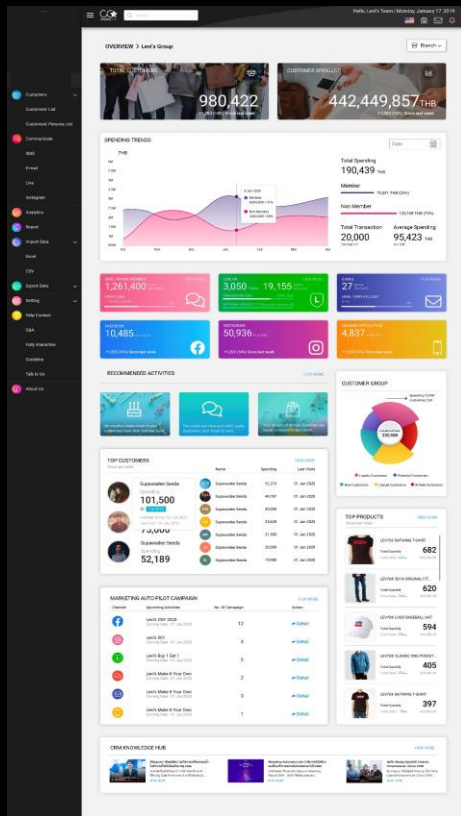
But it is a must-have technology for companies to compete.

The Marketing Data Ecosystem is Constantly Evolving

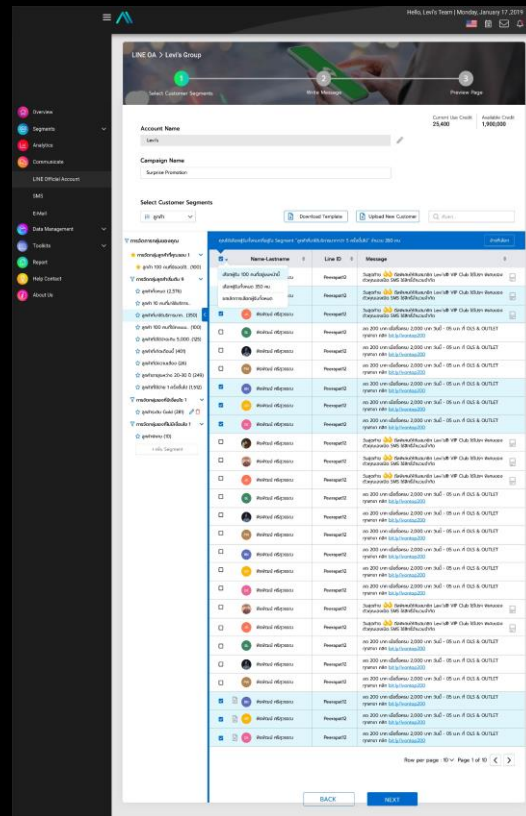


# Solution Pillar II: Customer Data Platform

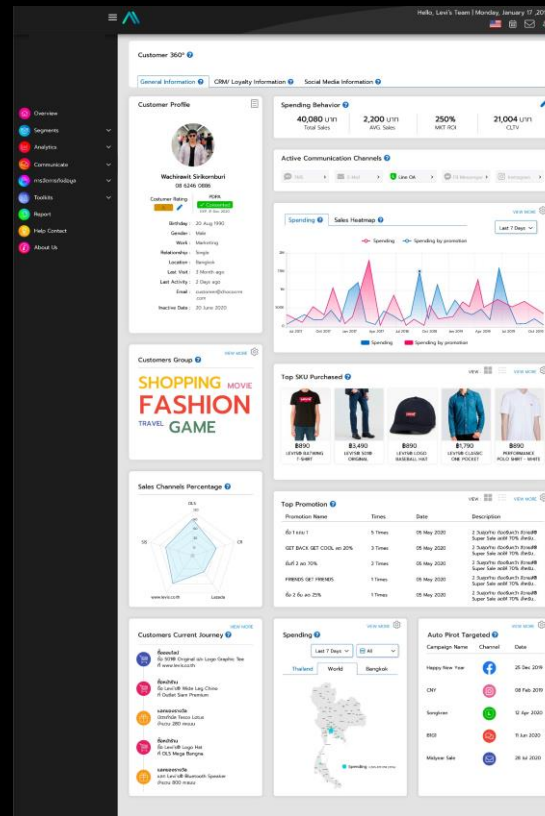
Our Customer Data Platform provides a single platform for clients' marketers/ executives to be able to understand overall business pictures, able to build their own customer data segments to targets, build customer 360-degree profiles and handles personalized marketing activities with PDPA compliances.



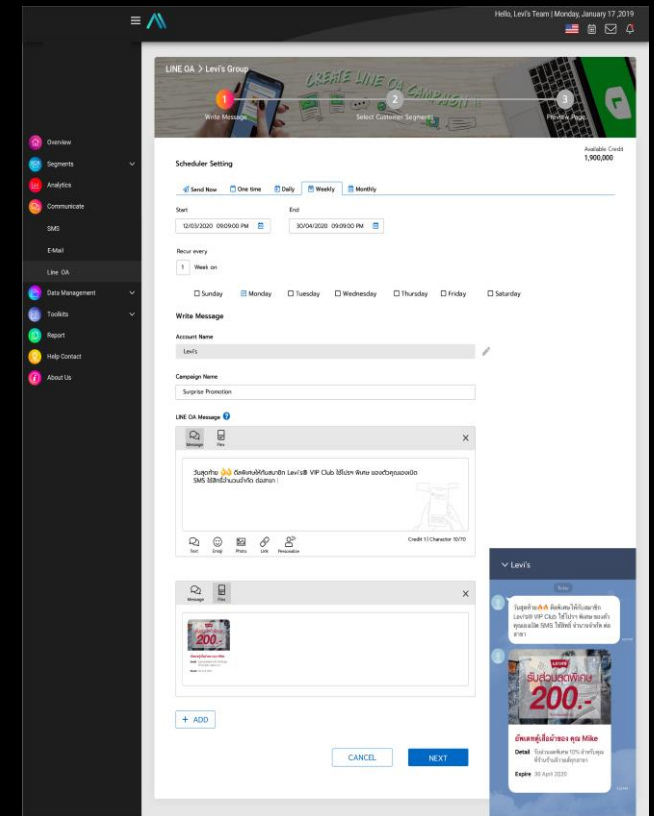
Summary Dashboard



Customers' Segments



Individual Profile

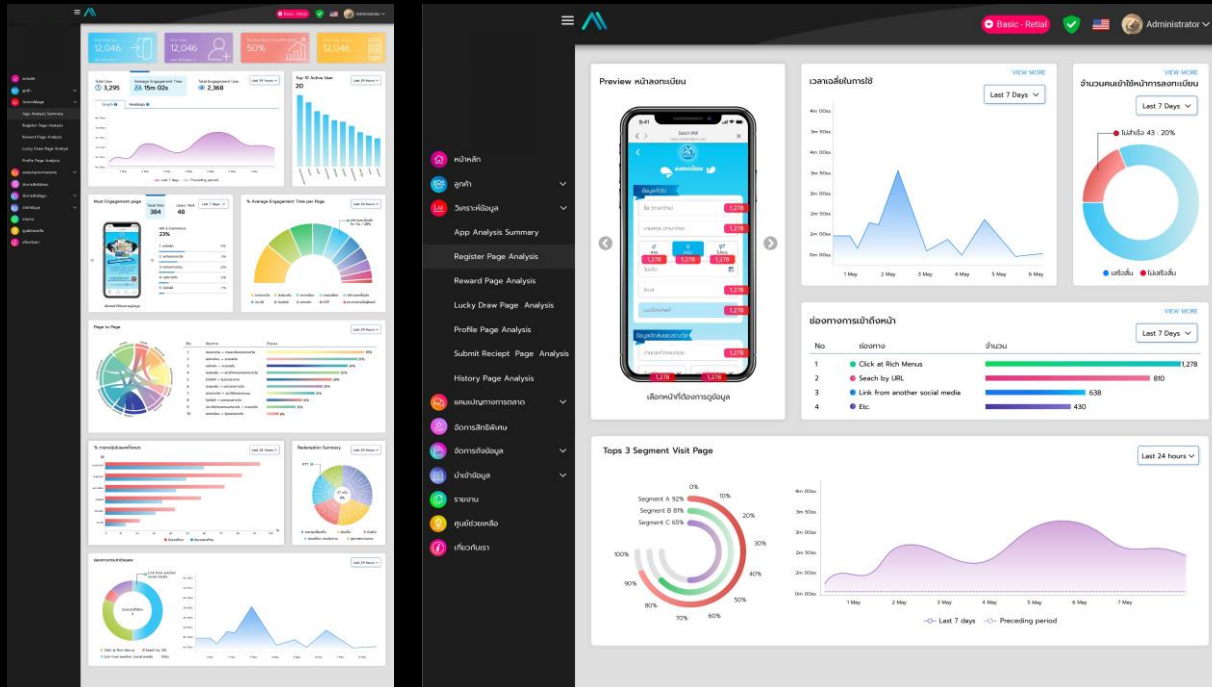


Personalized Communication

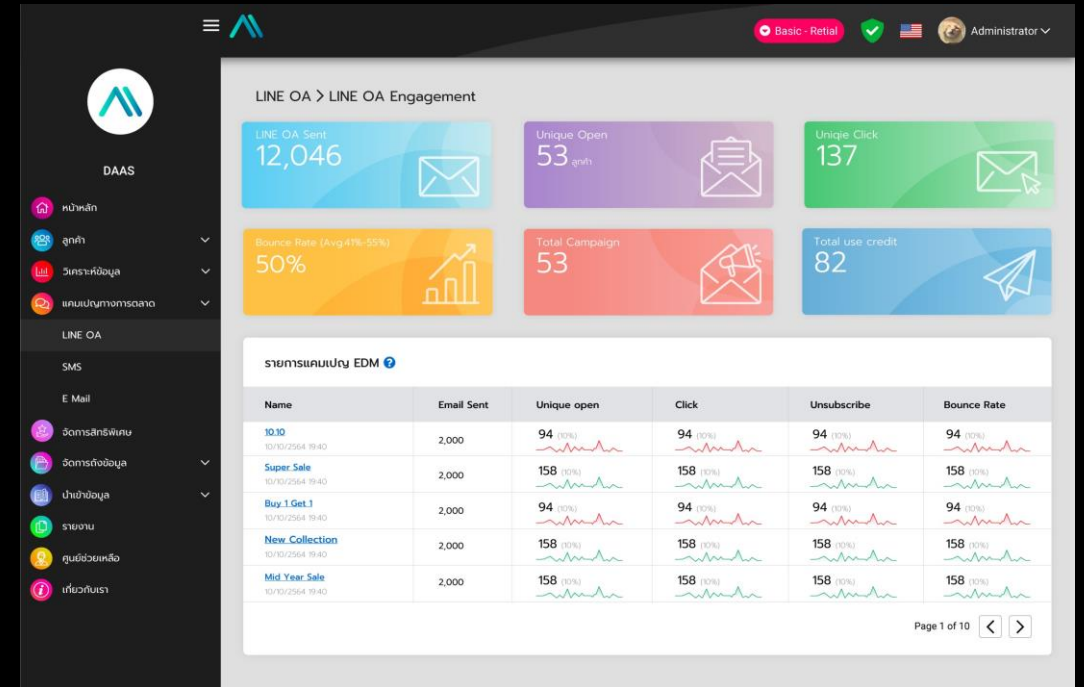


# Solution Pillar II: Customer Data Platform

The platform also provides an understanding of customers' behaviors in website/ mobile application/ web application for the brands to understand the customers' journey and customers' engagement in each channels. We also help answering the questions of all executives' questions of ROIs in all campaigns whether it be on SMS, LINE Official Accounts, E-Mail Direct Marketing and also connecting to Facebook and Instagram



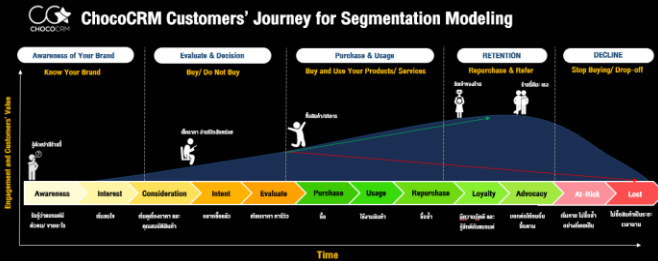
Web/ Mobile Customers' Behaviors Analytics



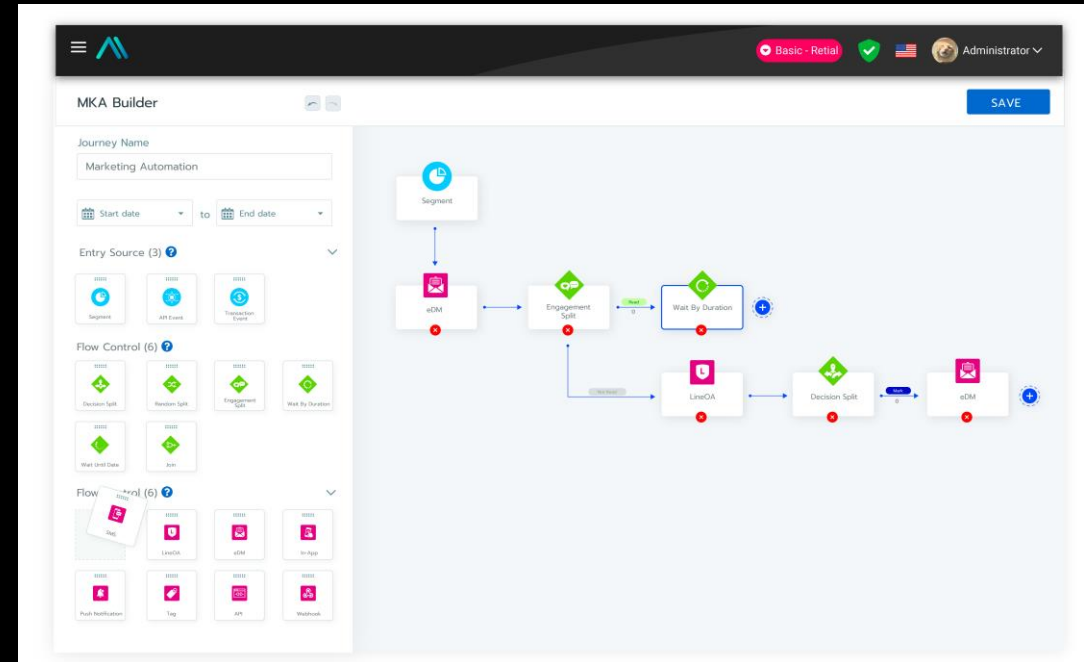
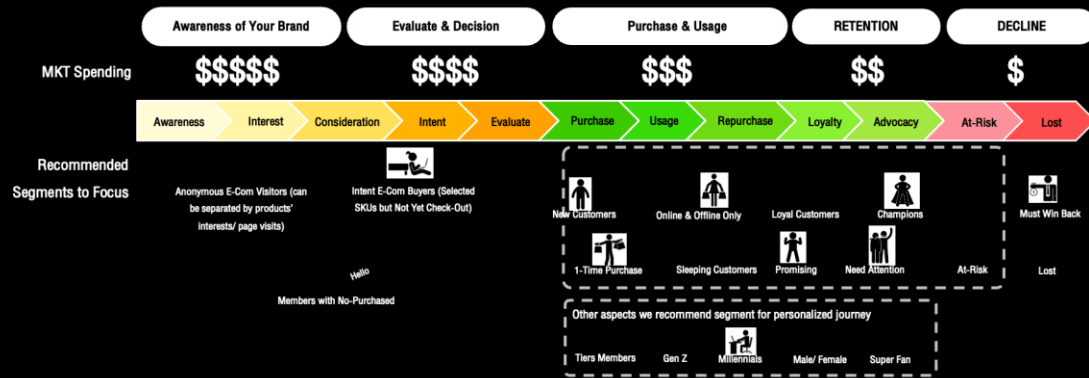
Campaign ROI Analytics

# Solution Pillar II: Customer Data Platform

The most advanced and highlighted feature is the Marketing Automation Builders (MKA Builders) which would help transform all manual marketing activities into personalized and automated since the customers in the stage of anonymous to new customers to champions. All journey could be tailored by customers' demographics, purchasing patterns, likes/ dislikes, as well as all of their online behaviors



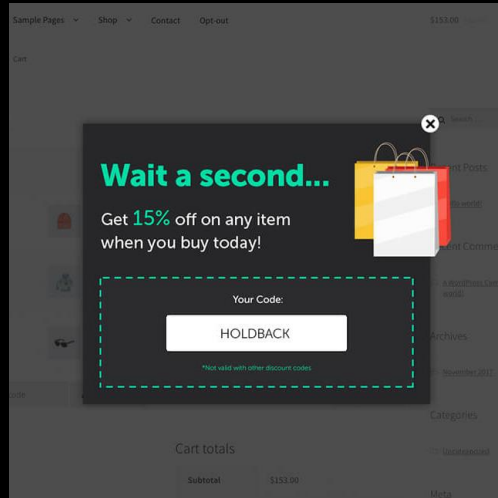
Dynamic Personalization by Journey and by Decisions of the Customers from Start to Finish.



Marketing Automation (MKA) Builders



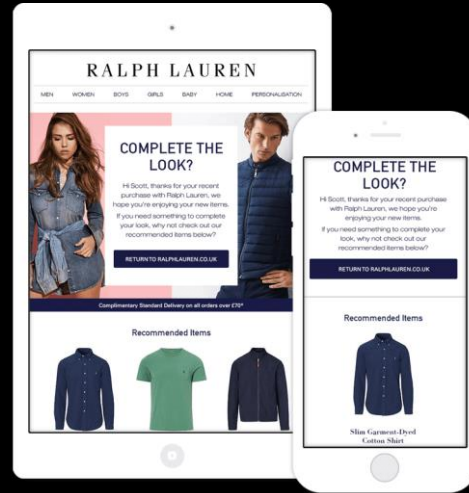
# Solution Pillar II: Customer Data Platform



## Personalized Interaction

### Example: Motivate New Customers

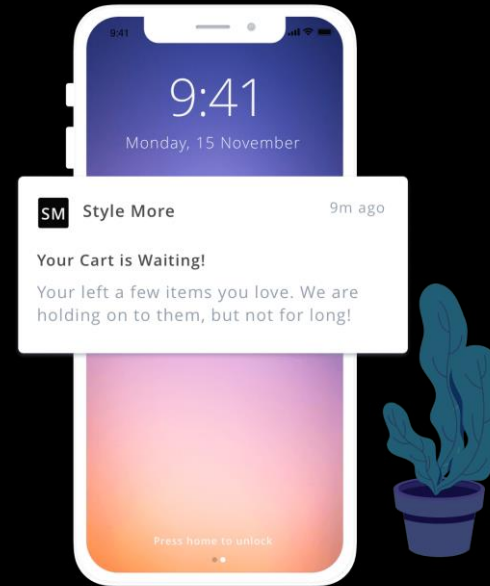
Give a FREE delivery voucher to new users when he/she visits your e-commerce website



## SMS, LINE OA, E-MAIL

### Example: Cross-Sell/ Upsell

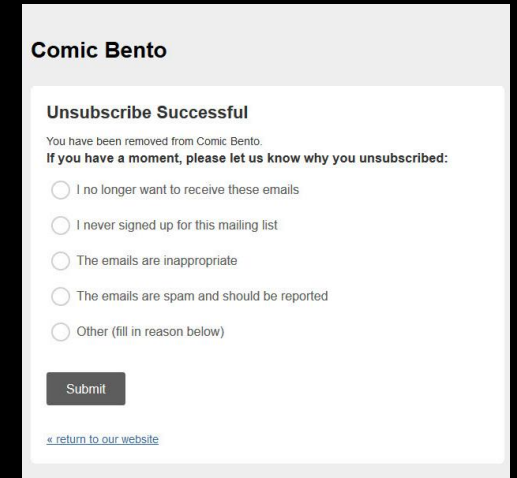
Send an email one day after purchase with cross-sell products.



## Web & Mobile Push

### Example: Cart Abandonment Push

Send a push notification to people who add to cart and abandon it.



## Forms/ Surveys

### Example: Find Out Subscription Reasons

Displayed right after people unsubscribe from your emails. Find out why and improve your email marketing.

# Key Benefits of the CDP for Your Company

## Chief Executive / Business Owner

### Increase sales by analyzing the acquired data

Increase sales from current customers and present products or new services (Cross-Sales) that meet customer needs.

### Spend the marketing budget to meet the target audience

Set budget proportions to meet more target groups with the availability to offer products or promotions that match the behavior of interested customers.

### Increase decision-making capacity

Access real-time business insights and brand customer data, enabling faster and more efficient business decisions by using the information that is available currently.



## Marketing

### Meet all marketing needs with one platform

Compile customer data from all sales channels or even across multiple channels into a single platform without wasting time on data management and managing marketing effectively.

### Understand the current customers' needs and reach to the new customers

Quick access to customer insights and get to know the main revenue-generating customers which can market to specific groups of customers through different strategies along to build relationships with existing customers and find new customer groups

### Personalized Marketing

Communicate with your customers as if talking in a One-On-One way through marketing automation, especially individual communication through various channels such as via LINE or SMS, etc.





# THANK YOU

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