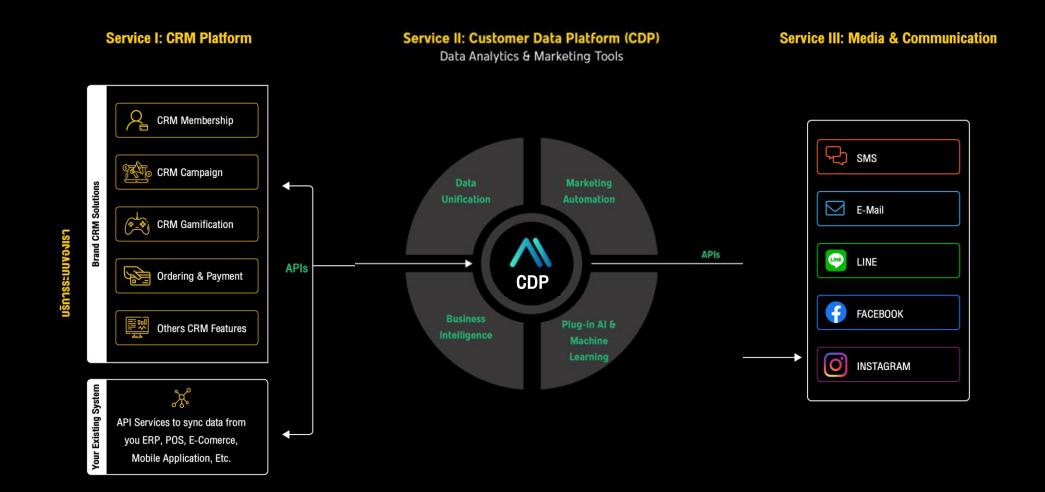
CRM Touchpoint | Customer Data Platform (CDP) | Media & Communication



We Provide the Most Advanced CRM and CDP Platform



Overall of Customer Data Platform (CDP)

CHOCOCRM Data Drive CREATIVE Touch

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

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.





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.

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Summary Dashboard

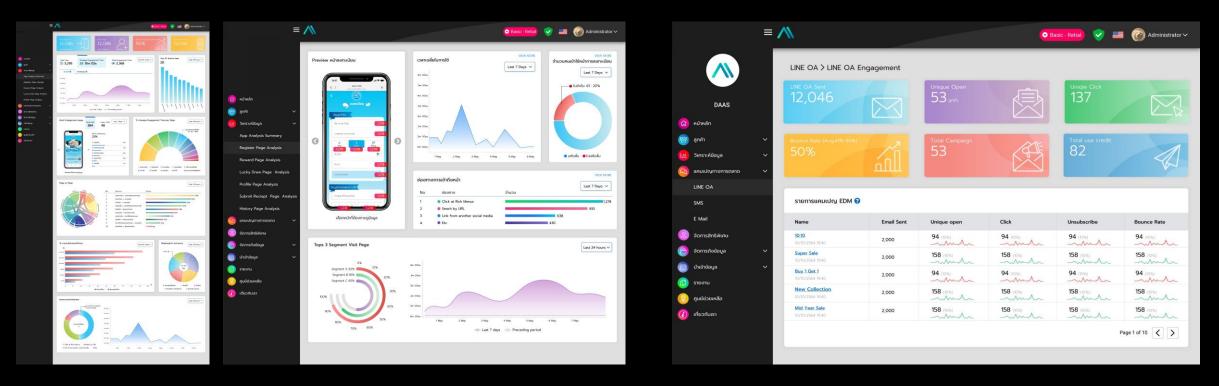
Customers' Segments

Individual Profile

Personalized Communication



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

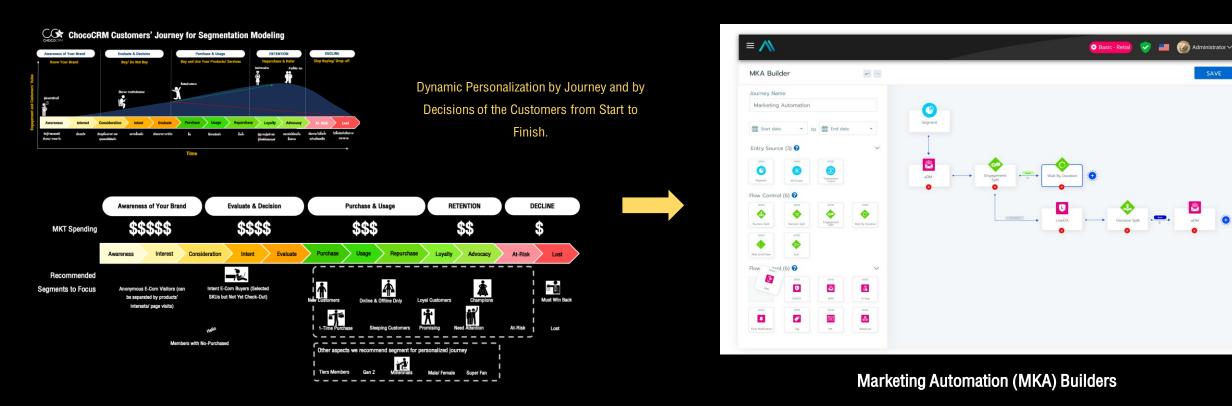


Web/ Mobile Customers' Behaviors Analytics

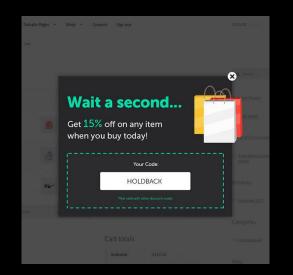
Campaign ROI Analytics



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







Personalized Interaction

Example: Motivate New Customers Give a FREE delivery voucher to new users when he/she visits your ecommerce website

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SMS, LINE OA, E-MAIL

Example: Cross-Sell/Upsell Send an email one day after purchase with cross-sell products.

Image: State of the state

Web & Mobile Push

Example: Cart Abandonment Push Send a push notification to people who add to cart and abandon it.

Comic Bento

Unsubscribe Successful

You have been removed from Comic Bento. If you have a moment, please let us know why you unsubscribed:

O I no longer want to receive these emails

I never signed up for this mailing list

O The emails are inappropriate

O The emails are spam and should be reported

Other (fill in reason below)

Submit

« return to our website

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

CONTACT US

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