



Intelligent trading, future retail.



1. DeepInsight Company Introduction

July 2017
Company founded
Provides professional data
analysis services

May 2023
Jointly launched DeepInsight
Cloud Services with Microsoft

July 2023
Collaborated with SpringTrees
MarTech to launch a new
customer lead generation
service.



Team



Founder/Chief Data Officer
李浩德/Peter Li

25 years of experience in retail data analysis
Former CRM team leader at 104 Corporation, Yung
Ching Rehouse Co. and Shin Kong Mitsukoshi



Chief Executive Officer
李伯彥/Bill Lee

25 years of market development
experience Microsoft technology expert



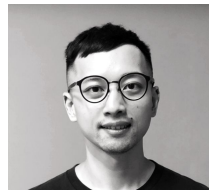
Product Director
楊仲倩/Chien Yang
20 years of product
development experience
Cloud service design
expertise



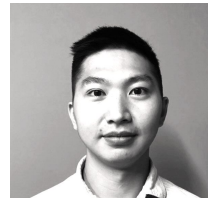
Operations Director
Jeff Hsu
15 years of data analysis
experience
Specializes in customer
relations and operations
management



Senior Analysis Manager
方嘉伶 Luna
10 years of retail data
analysis experience
Expertise in commercial
issues and data analysis.



RD Manager
徐珩晉 Isaiah
Specialized in algorithm
development
Expert in cloud service
architecture design.



Data Engineer
徐金劭 Jin
Focuses on backend
program development
Specializes in data
management.

DeepInsight's service case references



Event Purchase
Rate Increase of
1.4 to 5 times



Event Purchase
Rate Increase of
1.5 to 2.2 times



Longest Product
Lifecycle



Highest Number of
Members

2. DeepInsight Service Introduction

[Video Link](#)



智能交易、未來零售



DeepInsight Client List

OMO Channels



Cosmetics and
Pharmaceuticals
Channels



Largest Toy
Retailer in Taiwan



Largest Sports
Retailer in Taiwan



Telecommunication
s Channels

Brand Clients



Food Brand

E-commerce



Women's Fashion
E-commerce



Titansoft

Membership Platform



SpringTrees MarTech

Precision Member Growth



Food Brand



Shopping Mall

Brand

博聯生技股份有限公司



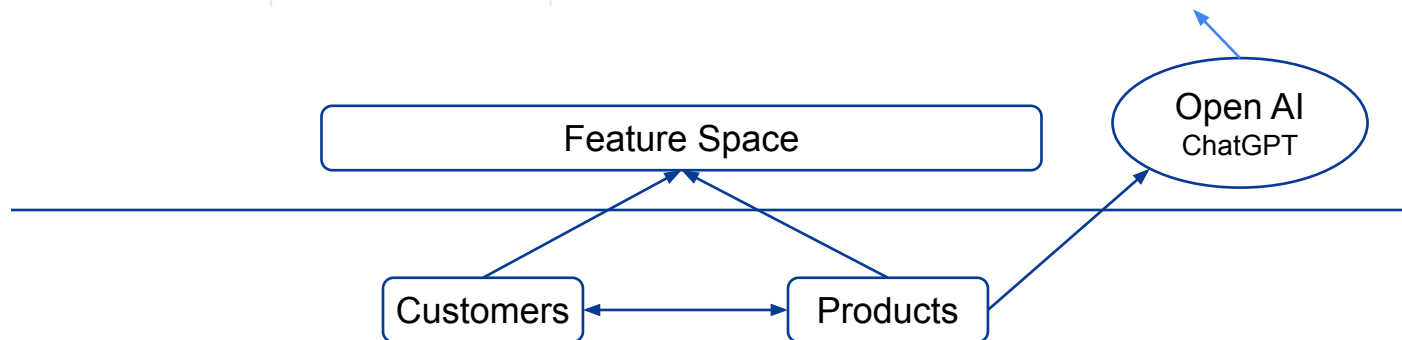
Success Case

Evidence: A well-known cosmetics and pharmaceuticals store in the market
On **2023/04/14**, 19,896 personalized campaign text messages were sent using DeepInsight (to maintain a comparable baseline). Compared to manual selection of 20,000 text messages sent in January (1/14), February (2/14), and March (3/14) of the same year:

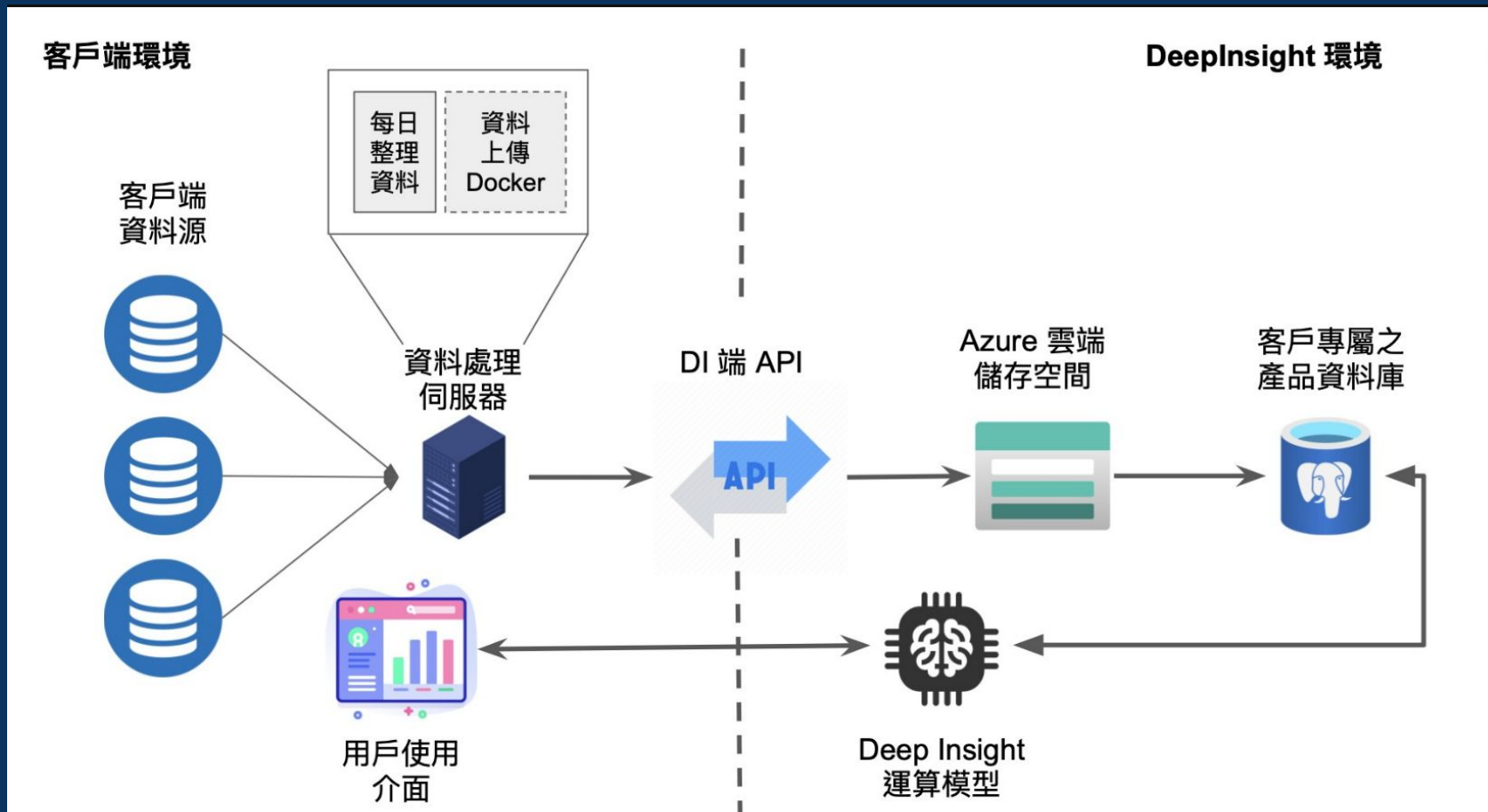
1. Conversion Rate (Final Conversion Rate): Precise marketing conversion rate significantly increased by **454%** (0.07% ➔ 0.41%)
2. Average Order Value: Increased by **73%** (NT\$722 ➔ NT\$1274)
3. Total Sales for the Period: Increased by **91%** (NT\$1.13 million ➔ NT\$2.16 million)

Personalized Message Case

MEMBER_ID	Proutc	Preference Features	個人化簡訊文案
201607xxxxxx	優清明日葉芝麻膠囊	抗氧化, 女性, 銀髮...	優清明日葉芝麻膠囊, 針對 氧化 問題, 有效保養 女性 健康。 https://bmai.cc/4vq2rj
201802xxxxxx	優清明日葉芝麻膠囊	抗氧化, 美容, 女性...	優清明日葉芝麻膠囊, 摒棄 自由基 , 呵護 青春 。 https://bmai.cc/4vq2rj
202201xxxxxx	全日營養膠原蛋白	美容, 年輕, 壯年...	全日營養膠原蛋白, 保持 年輕美貌 , 呈現自信風采。 https://bmai.cc/4vnqdy
201205xxxxxx	全日營養膠原蛋白	美肌, 膠原蛋白, 壯年..	全日營養 膠原蛋白 , 為你的 肌膚 注入全方位營養。 https://bmai.cc/4vnqdy
201712xxxxxx	日方保力糖衣錠	注重健康, 男性, 壯年.	日方保力糖衣錠, 改善 成熟男性 問題, 健康保健 產品首選。 https://bmai.cc/4urkqq
201910xxxxxx	日方保力糖衣錠	青年, 操作簡單...	日方保力糖衣錠, 輕鬆攜帶 方便 服用。 https://bmai.cc/4urkqq
202001xxxxxx	優清DHA精華魚油膠囊	青年, 成長發育...	優清DHA精華魚油膠囊, 提昇腦部功能 。 https://bmai.cc/4uw4qu
201804xxxxxx	優清DHA精華魚油膠囊	注重健康, 關節, 銀髮..	優清DHA精華魚油膠囊, 輕鬆擺脫 關節不適 。 https://bmai.cc/4uw4qu



3. 導入方法



4. AutoPilot Consulting Services Introduction

[Video Link](#)



AutoPilot Consulting Service



5. Precise Customer Leading Service

[Video Link](#)

Strategic Client Acquisition

AI-Driven Services
through Transactional Insights

