

Corporate Facts

Founded

2003, Australia

Locations

Sydney, Australia
Melbourne, Australia
Auckland, New Zealand
Bangkok, Thailand
Nanjing, China
Hong Kong
Singapore

Website

www.digitalalchemy.asia

Management Team

Regan Yan

Managing Director

Julian Lee

Technical Director

Gurpreet Singh

Finance Director

Kitty Shui

Business Development Manager

Aviva Levine

Legal Counsel

Ryan McHutchon

Talent and Team Development
Manager

Contact Us

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Overview

Digital Alchemy Limited (DA) is Asia Pacific's leading Database Marketing Services Provider. DA helps organisations to create a positive customer experience and achieve customer centric marketing by utilising technological solutions to optimise the use of customer data. This proven transformation process results from the integration of DA's expertise in the development of innovative customer strategies, analytics, campaign automation, database design and development, and blends these capabilities with the business specific knowledge of the clients.

Established in 2003 and operating in Sydney, Melbourne, Auckland, Bangkok, Hong Kong, Nanjing, and Singapore, Digital Alchemy has been contributing to the success of an expanding breadth of clients including leading companies in financial services, telecommunications, motoring services, media and other industry sectors. DA's team of professionals are dedicated to working with clients to improve their marketing efficiency and to capture latent customer value.

Services & Innovation



Customer Strategy

DA's Customer Lifecycle Management (CLM) methodology focuses on handling and fulfilling every customer interaction across all touch points.



Multichannel Data Integration

DA specialises in integrating data from multiple channels to ensure that every customer interaction is monitored, collected and analysed.



Marketing Campaign Automation

Marketing automation changes the way you approach customer targeting, how you initiate customer conversations and adjust campaign specifications as well as the volume and frequency.



Marketing Optimisation

Optimisation is a marketing decisioning process. It determines which customers should get which offer through which channel and ensures that the offer selected for any customers makes the most of the contact opportunity, while simultaneously adhering to the organisation's business constraints.



Customer Analytics

DA's specialisation is in high volume transactional analysis. Our predictive models can identify complex patterns within the transactional streams and create customer profiles.



Collage (Divergent Creative Solution)

DA's Collage solution helps to determine and initiate relevant creative strategies to suit each stage of the customer lifecycle and then guides appropriate implementation through the multiple communication channels.



MessageStream™

MessageStream™ is designed to streamline the creation and production of marketing communication. Through a single interface you can easily create direct mail, email, individualised landing pages, mobile messages and call center scripts.