DAVID DING

BRIEF

Deep in area of Digital Marketing, Internet, Retailing Industry, I have been working as a coding developer for almost 8 years, as a delivery leader and a solution architect for at least 5 years, and as a team leader and project manager for at least 4 years with experience of from 0 to 1 tech team startup.

I do well in managing team relationship including teams' emotions, expectations, team work, etc. I am also an excellent troubleshooter who is good at issue analytics and idea making to solve the problems with a 'can-do' attitude and as a great multitasker.

I have 4 years + clients facing experience which is proven to be applicable at pitching tech project, contacting and cooperating with clients' IT as a expert and a solution architect, replying to clients concerns, solving clients' problems and comforting client in calm-down way.

I'm a crazy lover in areas of technology, data science, product, managing, creative and digital marketing. I'm mainly targeting at technology and tech team and with full passion doing tech innovation researching and application.

CONTACT

PHONE:
+86 17721616896

EMAIL:
servantdjrk@hotmail.com

EDUCATION

Nanjing University of Information and Science Technology
Information & Computing Science (Mathematic Major)
2012.09 – 2016.07   Bachelor's Degree of Science

- **Merit student** with a totally hands-on graduation design of a PHP Web-Based Navigation App using an enhanced Dijkstra Algorithm, of which enhancing the Dijkstra Algorithm is a highlighted point in this design.
- **Passed Cisco Certified Internet Expert – Routing &Switch (CCIE)** at school.
- **Math-based Course**: Mathematical Analysis, Advanced Algebra, Analytic Geometry, Probability Statistics, Discrete mathematics, Functions of Real Variable, Functions of Complex Variables, Ordinary Differential Equations, Partial Differential Equations
- **CS-Based Course:** MATLAB Programming, Numerical Calculation Method, Operations Research, Computer Network, C language, Java Language, JSP Web Page Programming, Compilation Principle, Algorithm and Data Structure, Database Application Technology, Software Test Principle, Operating System

WORK EXPERIENCE

Dentus · Merkle Inc Senior Technical Lead
2016.01 – 2019.11
Merkle Inc is a Dentus Company and is a Data-Driven Performance Martketing Company. Merkle provides full eco-service with data technology, including database operating, Business Statistics, Analytics for online and/or offline retailors to help them win in modern market.

The team where I worked is digital marketing and analytics. We served a lot famous retailors in industries including Consuming, Luxury, Accessory, Insurance, Food, Vehicles etc., We are dedicated to using tracking tech and data solution to meet clients' requirements of digital data tracking, UX experience optimization, product promotion application etc. to extend business chances and win high fame, high praise and high profit from market.

Responsibilities & Achievements:
- Worked as a self-starter software developer to create business value for team and clients
- Managed project members and project lifecycle
- Developed and researched on new capabilities and new trends related to data tech field.
- Provided consulting service on digital tech solutions and stay hands-on on architecture design and construction.
- Took client facing jobs including project pitching, integration, meeting collaboration.

Impact Radius Inc. Technical Solutions Manager
2019.12 – 2022.06
Impact Radius Inc. is a solution provider that is devoted to building up a partnership bridge between brands and media partner, with Partnership Cloud (Formerly known as Impact Radius), a SaaS Platform, to promote performance marketing and help brands and media partners win business.

Impact Greater China just started it business in China in 2019 and has been having booming increasing on sale and market share till now. It signed hundreds of brands and many media partners in china. And it is really growing faster than you could imagine.

Responsibilities & Achievements:
- Providing tech support and solutions on clients' demand over pre-sale phase.
- Leading Solution Architects and Onboarding Team, to support clients' integration tech, and collaborate with sale team and customer success team to get client's service process smooth.
- Leading Engineering & Product Team to develop new features of Partnership Cloud and any other existing Impact products for China market.
- Recruiting, mentoring and managing tech talents for tech team's long-term development.

Simon Electric (China) Co., Ltd   Senior Software Development Lead
2022.7 – Present

Simon is a manufacture company who produce switch and lamps and lanterns and is a famous Spanish brand and a forerunner in the area.

I am working in IT dept. which takes charge of the whole IT Solution of the company. We take the development of Inner Site i9c.simon.com.cn which contains extended functions development from U9 ERP System to serve other depts' producing work.

Responsibilities & Achievements:
- Work as a main developer and a lead with 3 members and take charge of Purchase Process Function Including Purchase Request, Request for Quotations, Compare Price, Stocking in and Stocking Out, Transportation.
- Take charge of SQL Query optimization, architecture optimization, process optimization, foundation code optimization.
- Take charge of collaborating with other depts about new IT development request, scheduling project plan, control project progress and risk management.

SKILLS

Tracking Tech & Analytics & Marketing Tools
- **Adobe Marketing Cloud:** Analytic, Target, Audience Management, Launch (DTM), Mobile Tracking
- **Google Analytics 360:** Analytics, Audience Manager, GTM, Google Optimize, Firebase for Mobile Tracking
- **A/B Test:** Optimizely, Adobe Target, Google Optimize,
- **Impact Cloud:** Partnership Cloud, Activate (Internet Pop Star Marketing)
- **DMP:** Adobe Audience Management, Google Audience Manager, Oracle Bluekai (Core Tag)
- **Commerce Solutions:** Shopify / Branch

Project Management
- Waterfall Management
- Agile Management & CI CD
- Budget Management & Pricing, Workload Calculation

Working Tactics
- Multiple Task
- Resource Allocation, Project Plan, Cross Team Collaboration
- Self-starter, Self-Disciplined

- Critical thinking & Comprehensive Thinking & Strategic Thinking, Think as a marketer, a brand owner, a team forerunner
- Presenter & Analytical Thinker & Story Teller.

Team & People
- Career Advisor
- Emotion and Feeling Mastery
- Work Enablement & Team Motivation & Idea Lighting
- Listener & Thinker & Communicator

Programming & Architecting
- **Java Spring Family**: Spring MVC Spring Boot, Spring Cloud, Spring Cloud, main class Middleware (Eureka, Gateway, Ribbon), Maven/Gradle,
- **Programming Language**: C#,Java, Python, JavaScript (Node.js),PHP, Swift, Objective-c, Scala
- **Template Engine**: Ejs, Free marker
- **Other Framework**: Express, Vue.js, Quasar (Based on Vue), Bootstrap, jQuery, CodeMirror, d3, Echarts, Razor Page
- **Database & Middleware & Web Service**: MySQL, Postgre SQL, Oracle DB, Kafka, Redis, Hadoop, HBase, Nginx, Tomcat, Docker
- **Flow Processing Engine**: Spark, Fllnk
- **Version Control:** Git, GitHub.com/Gitee.com, Gitlab,TFS
- **Testing Tool & Tracker:** JMeter Cluster, Postman, Python Automation, Swagger UI, (TDD)Jasmine, Jira, 禅道
- **Cloud Product**: Windows/Linux VM, Google Cloud, K8s, Huawei Cloud, Aliyun Cloud, Azure, AWS

Product & Prototype & UI UX Design
- Axure
- Microsoft Visio
- XMind
- Google Diagram

CERTIFICATIONS

Adobe Certified SiteCatalyst Processing Rules Test
Certification Date: Apr 2017 – Present
License: ADB402182

Google Analytics
Certification Date: Sep 2016 – Present

Cisco Certified Network Professional
Certification Date: Oct 2014 – Present

CCIE R&S
Certification Date: Mar 2015 – Mar 2017 License: #47820

CET-6: 533
CET-4: 574

ACCOUNTS & PROJECTS

SOFTWARE & SYSTEM & DATA APPLICATION

NBA Eco-System & Data Solution
Duration:2017.07-2019.07
Account: NBA China
Contents:
- NBA China has many applications/web like NBA official Site, Official Store, Official app, Official QMQ site, Mini Program

Store. They have large amount of fans data in these systems but with low effect they did not integrate data to make great use of these fans data to promote marketing and sales before.

- We design and develop a data solution to cover the requirement of make NBA apps and data form an effective eco-system and drive precise traffic, enhance users' stickiness and promote higher consumptions.

AIA Insurance Promotion Eco System & Data Solution
Duration: 2018.05-2019.05

Account: AIA China

Contents:

- AIA China has three site and one apps like AIA Official, AIA Online Store, AIA Member Club. Orders are often signed offiline and before that customer first touching AIA Insurance is at their Sites. Sometime the loss of users who have viewed official site. They want integrate user data with insurance feature and lock target users online.
- We design and develop a marketing platform to help markets and brokers precisely recognize target customer and promote online and offline sales.

Data Cloud – Recommendation Engine (Private Open-Source Project on gitee.com)
Duration :2020 - present
Contents

- Developing a big data cloud platform to meet growing requirements of real-time or low latency computing and optimized data insight and data application.

Design:

- This system designed have these features as below:
- Millisecond-level response
- Visit lifecycle based real-time computing
- High concurrency, high tolerance
- TB-level Data Storage
- Customized Online Modelling Engine Base on TensorFlow
- Real time computing allows some computing latency. But responding data to user should be fast as possible.
- Usually within 15s after a user action a time, a result should be calculated out and presented to user when a user does something next time.
- Large scalable, sub system separately and smoothly running
- Long term big data BI service

Module code has been uploaded to https://gitee.com/david-jackson-luther-king/data-cloud.

Code will be continuously iteratively developed soon.

Simon i9c System
Duration:2022.7- present
Account: Simon
Contents

- Redesign site theme and optimize home page layout of i9c.simon.com.cn
- Optimize purchase related functions and complete new development request.
- Lead team to optimize SQL Query, Server Architecture and old function codes.

MetLife – Insurance Broker Promotion System
Duration: 2019.08 – 2019.11
Account: MetLife
Contents:

- Designed and developed a near real-time update content traffic system to help marketers gain brokers and indirectly push selling insurance products.
- Managed project progress and reduce project risk.

IKEA – Product Recommendation System

Duration: 2018.06 – 2018.09
Account: IKEA
Contents:
- Designed and developed a daily rolling product recommendation with analyst and statisticians.
- Managed project progress and reduce project risk.

Merkle – Digital Marketing Data Solution Platform
Duration: 2017 - 2019
Account: Merkle
Contents:
- This is an inner productize platform and it is for long term under development. I was working as a core technician focus on data QA Semi-Automation, and data reports.

Mobile App Tracking
Duration: 2017
Account: Merkle
Contents:
- Developed Adobe Mobile Tracking and Google Firebase Mobile Tracking demo for pitch.

MARKETING ANALTYICS SOLUTIONS

Impact Base Projects:
Durations: 2021.05 – now
Accounts: Parzin, Minstinct, Bookey, Cowinaudio, Fansidea, Anycubic Banggood, Adidas
Contents:
- Help clients onboarding Impact Partnership Cloud integration successfully, mainly with website, mini program, Mobile App
- Make sure actions or orders attribution correct.
- Develop batch delivery platform to help client marketing deploy creative and tracking links.

Adobe Based Projects
Duration: 2016 - 2018
Account: Estee Lauder, NBA CN (Main Website & QMQ), LEVI's CN, FCA US, FCA APAC, AIA
Contents:
- Led and developed Adobe digital marketing solution including tagging audit, data QA, Solution Design, implementation, Testing (Manual & Automation), Maintenance, Cross domain data Integration, data application service.

Google Based Projects
Duration: 2016 - 2018
Account: Abbott, Wall Street English, Victory Secret, Arrow CN
Contents:
- Led and developed google digital marketing solution tagging audit, data QA, Solution Design, implementation, Testing (Manual & Automation), Maintenance, Cross domain data Integration, data application service.

DMP Based Project
Duration:2018
Account: Singapore Airline, Officeworks AU
Contents:
- Implemented Audience Managing Tool or A/B Test to site.
- Help analysts build up audience segment and give ads dispatching recommendations.

Cover Letter

Dear sir or madam from *Artefact*:

How are you?

I am David Ding, a guy with developing, consulting and leadership experience in *Digital Marketing* and *Martech*, located in Shanghai China. Nowadays, from my view, especially for the international brands in china, daily increasing marketing requirements push the Martech Industry to evolving urgently. When I touched your company site, it was really amazing that your team insights and ideas indeed surprise me a lot. And I'm sure that Artefact is the ideal company where I want to work, make some of my Ideas come true and help company achieve more market share if there is any chance. Except that, I am pretty interesting about the opportunity 'Consulting Director' that posted on https://www.zhipin.com/job_detail/83ffbb939fa092f51X1-2ti9F1NQ.html?ka=company_more_job_83ffbb939fa092f51X1-2ti9F1NQ.

I'd like to share my ideas globally in your company field so that I apply for this position through your global site.

I worked for *Dentus Merkle*-A Data Driven Precise Marketing Agency and *Impact Radius*-A Partnership Marketing Automation SaaS Provider (Affiliate Platform) for 7 years. And as below, I will pick up three ideas to share from my past experience and thinking.

Nowadays Marketing Nature

About Nowadays Marketing, I think a common thinking way is as below.
- **Choose Right Audience**
  - ✓ Model on user data including but not limited, CRM data, Web Analytics data, DMP data to figure out the right user segments, and tag, describe the feature or the user segments
- **Raise Right Campaigns**
  - ✓ Prepare special campaigns for the certain user segments and raise it
- **Find Right Touchpoints**
  - ✓ Find best channel practice, either inner or outer clients eco-system, to push the campaign to the certain user.
- **Achieve Predictable Goals**
  - ✓ Clients monitor the dashboard to check if achieve the predictable goals
- **Do Again Better with Optimized Cost**
  - ✓ After once of the cycle, clients gather more and more users' data and could do more precise decisions with modeling and analytics on updated data to get a higher ROI

AI-Driven Marketing Automation

Painful Points

Brands like *Estee Lauder*, *NBA China*, *AIA China* have diverse demands on data vision and marketing strategy. Some common demands are as below:

   (1). **Marketing Dashboard For Monitoring** – Generating daily, monthly, yearly report from dimensions of products, campaigns, sales, traffic with *CRM* and *Web Analytics* Data Source.

   (2). **BI Reporting for Optimizing Channel Marketing Strategy** – Digging Deeping in data with BI tool and Pivot Tables to have a well-telling story helping make channel strategy better.

   (3). **Data Application Back to Channel and Commerce Ends In Time** – Segmenting out right audience to push right campaigns, drive precise leads, activate consuming desire, keep loyalty and returning buyers.

   (4). **Integrated All Chains' Data in Clients' Business Eco-system** – data integration, modeling on and feedback with data from diverse sources including online, offline, multi clients' sites, and third party traffic suppliers to make comprehensive marketing strategies and apply them to next marketing in time and even directly **in an automated ways.**
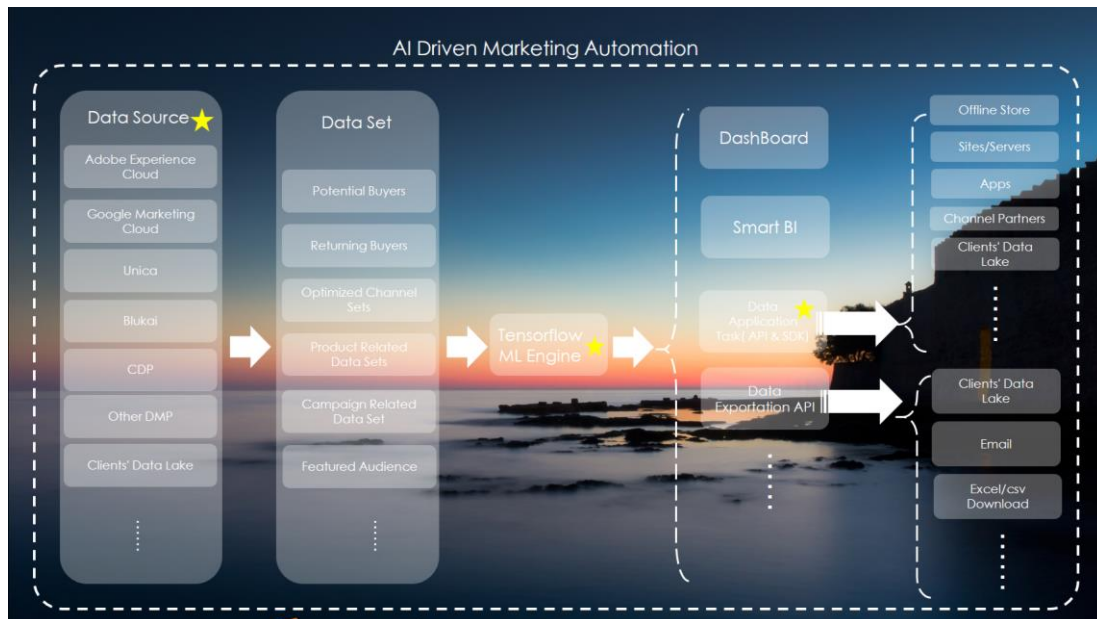
Solutions

For current marketing tools and agency that I have known, they can only handle the first two painful with existing main class tool and manual data processing reporting. They are not in a smart, semiautomatic or fully automatic ways to handle these points.

And for the last two points, brand owners themselves will struggle to construct *Data Lake (CDP)* and agencies just some partially applied data applications. It is tough for both, because *Data Lake* overtakes the human resource, assets, and funds to maintain and gain lower ROI. And I believe that in brand owners' team, there is few engineer that is so-called 'data scientist' and brand owners thus cannot understanding data than an AI&ML team. I think this is a huge advantage of *Artefact*. That means that I believe *Artefact* is the right team who could make the solution mentioned below come true.

AI Driven Marketing Automation

This platform idea to specially aim to solve the painful points and transform complex solutions in nowadays digital marketing area to a commonly-used and best practice with *Artefact*'s resources for long term.

Data Source

Same with most clients' *CDP* or *Data Lake*, It supports multi data sources for ingestion and integration with database query, API feeds, and file importation from client's database, *CRM*s, clients' Data Lake, third party tools like *Adobe Experience Cloud, Google Marketing Cloud, IBM Unica, Oracle BlueKai* and other many *CDP*s. It integrates these data source ready for creating dataset.

Dataset

In Dataset, data scientists create dataset and do data washing, integrate different source raw together and ready for machine learning.

For example, clients want to do near real time recommendation personally to promote second time sales on existing buyer. Data scientist need to integrate data from *Adobe Analytics* and clients *CRM* with *UUID*, or client contact info and create a data set for it. Data scientist also need a product data set from clients *CRM* and a campaign data set from client databases.

Next step for it, data scientist use these three data set to work out what products customers may need and like, and what products client promote first in clients campaign agenda in short time. Not only about this, client care more about how to apply this workout to online shops,

and the workout need to be consecutively updated and near real-time in an acceptable time period range. How to make it? I will describe it next sections.

Tensor Flow ML Engine

These part is for data scientist to work out what clients need. In last section, we talk about clients want to promote second time sales on existing customers. Then data scientist need to use *Adobe Analytics* data set to work out:

- *user path*
- *user behavior*
- *user's interest and buying desire score* from several dimensions like how long has a user been looking at a product detail or campaign page and how many valid interactions has a user done to the special page or product like add to cart, choose color and size, and even customization behavior.

Throughout these score topics to work out **best recommendation practices.** Data scientist could just do coding on platform pages without needs to operate tensor flow and database and save it as a model ready for next step.

Multiple Functions in Platform

With models being tested and saved, analysts could just use the models to build functions like **Dashboard**, **Smart BI Reporting**, **Data Application Task API, Data Exportation API and etc.**

With selected models that have been tested and saved by scientist, analyst could:

- Choose the recurring period of how long data source quoted in data set needs updating for each function,
- Set Smart BI Reporting to indicating marketing channel optimization, UX experience suggestions and etc.
- Create dynamic and parameterizable API for clients temporarily and periodically complex usages
- Create Exportation Task in API, SQL query, file download, and Email ways to touching clients' team.

And then clients could:

- Check the dashboard for daily sales team need and data QA.
- Take the suggestions from Smart BI
- Apply data application conveniently with API or SDK for a shorter lifecycle, to clients' sites, apps, and offline content displays, third party channels like WeChat, Tiktok, and public and private field traffic.
- Get data which modeled on this platform to do further analytics and application.

Extra Thinking

Actually, this platform could involve and integrate web analytics, CDP, DMP, and Clients Eco System together to form nowadays evolving marketing automation with core tech AI & ML. I believe it is indeed a frontier and bold idea for these days' Martech market. Slogan of the idea is "AI Marketing Everywhere". For clients, there is no need develop more data scientists and marketers could make it easily. For agency, it is a really competitive platform product which could be applied to most of the international brands data environment including retailing, luxury, healthy, insurance, banking, loaning, and etc.

Performance Marketing SaaS Integrating Both Creative and Marketing Tools.

Painful Points

Traditionally, Marketing tools and Creative are independently and separately used to push a campaigns. Therefore, so many dashboard tool and BI tool only do data analytics on user data and CRM data and none business with the quality of Creatives. Actually many brands own some external creative partner to generate creative for campaigns. Thus the quality of the creative and creative team's service could not be leveraged and scored directly in data vision with sales. This limits brands to choose more and better creative teams from external ways.

Solutions
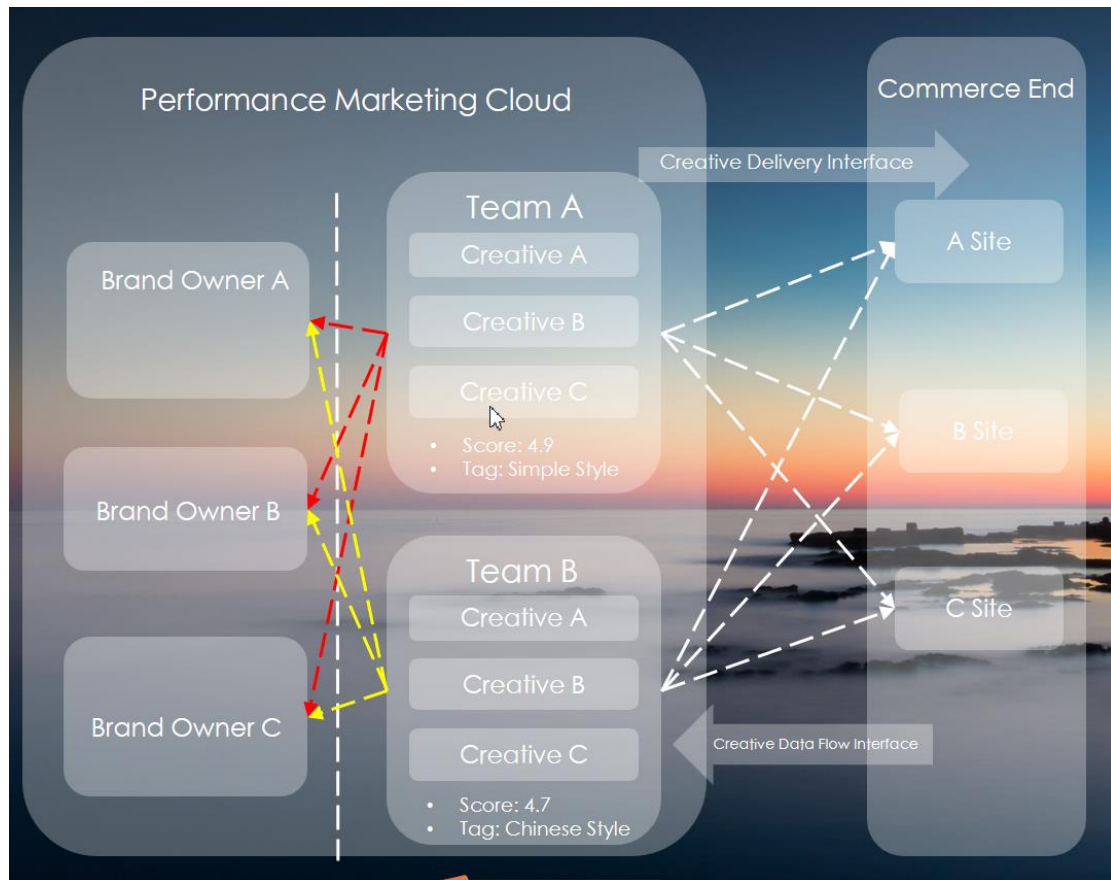
I believe **_Artefact_** has many creative team resources over around the globe and the idea may an aspect of **_Artefact_** development.

This Performance Marketing SaaS is aim to track the data performance including impressions, products, campaigns, orders of every session creative being placed.

Below is the user case of the solution.
1. Brand Owner publish a creative request.
2. Brand Owner filter out several creatives team with AI Engine and launch a sealed **bid** invitation to wait for creatives team giving design **sample, pricing, estimated deadline** and etc.
3. After creatives teams accept bid invitation and complete replying, brand owner **contract** with the best team according to bid info they gives and even the history performance and assessment before.
4. After contract signed, creative team complete production and upload workouts to cloud.
5. If brand owner want to dispatch creatives to channels, he or she could get down a creative file and **tracking links** which is led to destination sites and put these file and

links combined together to channels.

6. We **track** the touching data including **who touches the ads**, **the ads creative team**, **the order info** and then process the data to assess the creative team performance in current creative request for the reference in next contract or new brand owner to check and tag the Creative team for easy search.

7. The platform will take the funds from brand owner temporary and pay to the creative teams after the contract closed .We **get percentage up** for the platform service **from the request contract** between creative team and brand owner.

Extra Thinking

The idea is formed by me when I met a Chinese creative company *Liquid* which is now focusing on creative marketing. After it, I find another Chinese company *Tezign* having already given the similar solution I mentioned above. I find this is a brand new area not just about data marketing.

From my opinion, data itself is not the value. But data reflect and create value through modeling on many areas of human society information system including vision, creative. Hearing, smelling, touching. So I think the solution is an era new start try for combining data and creative.

Talk about Me

Here is the familiar fields of mine, only limited to technical and conceptional part and with hand-on development experience:

- **Web Analytics** (user path, user behavior, click heatmap, user profile)
- **Channel Management and Directional drainage** (including inner site and external channel)
- **Data BI Reporting, Data Audit & QA**
- **Affiliate Marketing Automation**(Impact Radius)
- **Data integration and Application** including but not limited, recommendation engine through Data Lake Solution(CDP)
- **MiniProgram, Website, App Development**
- **Java Spring Cloud Project Architecting**
- **Team Management and Agile Project Management**

My Advantages:

- A quite strong technical background consultant and team leader with thinking from both client needs and tech implementation sides.

- Client facing experience with many famous international brand owner like Estee Lauder,

NBA and clear knowing and conclusion of clients' painful points and prospective transformation framework in digital marketing development.

- Owning technical development capabilities and technical project management and ability to gives comprehensive and integrated insights and ideas, in order to promote product development team to create a better products and platform in the industry.

- Owning the all chain thinking of the industry, and provide the solutions which is closer to clients' current and potential needs.

I'd like to say that I prefer this **_Consulting Director_** position, because I have own many client's and marketing industry experience more than a technical developer. I like product design and solution consulting more. In the future, if there is a chance to collaborate with or lead product and engineer team to provide clients with better product and service, I'd like to take. For now I show great interest in this **_Consulting Director_** position.

Last but not least, my resume and my idea deck have been attached together for review. I'd like to hear your team and your Shanghai team soon.

Sincerely,
David

CONTENTS

Performance Marketing

How does performance Marketing look like?

3.Nowadays Trends

Modern Marketing
Eco-system
Data Integration
Precise Audience
Feedback Application
Real-time Recommend
Performance Oriented

2.Traditional Ways

Traditional Marketing
Separate system
No Data Integration
No assessment
No feedback
No improvement
No Stickiness

Be A Performance Marketing
All-Chain Solution Provider

4.Future Opportunities

Performance Marketing

- Performance Marketing should including *Creative Marketing* and *Digital Marketing*.

- Everything changes beautifully when these two area be encountered into each other. It is really so-called *Performance Marketing*.

Performance Marketing

Many Creative companies are standing at **Creative Marketing and a little part of Digital Marketing** and they are longing to dig deeper into **Digital Marketing** and Integrate both two areas and make higher wins.

Creative Marketing

+

Digital Marketing

Performance
Marketing
All-chains
Solution

Performance Marketing is a frontier, vague and huge conception.
- It mainly describes a new era marketing methodology and eco-system which integrates data bilaterally within marketing and sales cycle, making customers gain good shopping UX and clients own better and more efficient marketing experience to promote sales.
- It involves more and more 3rd partners like social media, influencers, and even creative designers and provides chances to cooperate together and win higher.

2

Traditional Ways

- Traditional Ways do not only means old and out-of-date social medias. More Importantly, it including old marketing operating ways like non-selection audience, non assessment shopping behavior, non feedback creatives.

- In Traditional Ways, marketers seldom know how data reflects on these important marketing parts and then have no idea how customers feedback during the whole marketing cycle and if the marketing cost is valued. Marketers often pay more and win low.

Channel

Channel are various, including:
- Newspaper, Booklet
- SMS, Email
- Display, SEO, SEM, Affiliate
- Office-line Activities

Marketers often make unreasonable marketing budgets with no reference and subjectively.

And from advertising to deal ,they have no approaches to assess the performance of the channels and the creatives and not know how to improve the creatives and adjust channel strategies.

Online shops

Offline stores

Sites

Sites can be online shop and offline stores.

Without data-driven strategies, marketers don't know how optimize the layout and creative designs.

These elements are impactful visually on customers' shopping UX which is as important as the products themselves.

Most time, Customers come into site with manys touchs on different creatives. Marketers could not work out the channel attributions which could help adjust marketing strategies.

Advertising
Marketers Dispatch creatives to Channels to attract traffic to online and offline sites.

Touching
Customers touch the sites from creatives dispatched in channels

Viewing
Customers show interest in the brand and products

Dealing
Customers complete deal when they determined to buy products.

Nowadays Trends

3

- Nowadays Marketer don't only care about sales data like CRM. They care more about how to use $1^{st}, 2^{nd}, 3^{rd}$ data help choose selected audiences and dispatch creative, and care about the relationship between Sales and Site UX, Channel Strategies, Audience, and even Creatives to motivate a smart marketing with data-driven tech.
- Therefore, more marketing tools are made for marketers like, Web Analytics Tool for Site UX, DMP for new leads, CDP for repeated marketing and sales.
- But there is a lack of a tool or a solution which make creatives design bound with sales performance and in return help markets choose suitable creative team for next marketing activities.

Performance Marketing Lifecycle

(1-1)

Creatives

Marketing

(2-2)

(2-1)

(1-3)

Commerce End

(1-2)
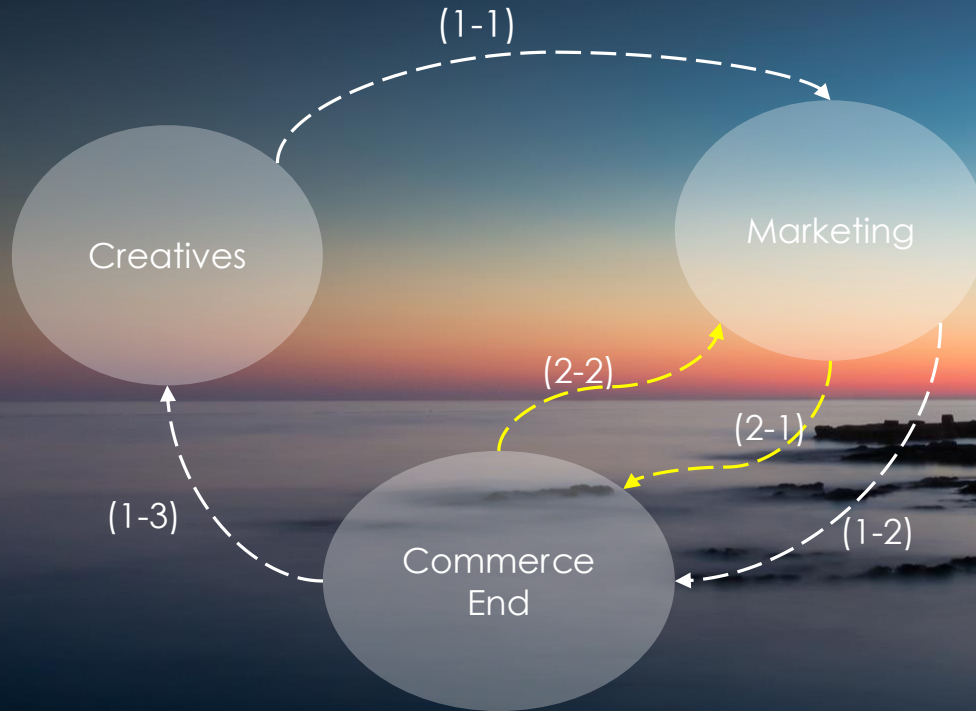
Despite of the concepts of Digital Marketing, Precision Marketing or Performance, we can not avoid caring about the importance of these two cycles left graph shows.

- Cycle 1 (1-1,1-2,1-3) shows that creatives play a very important role in drive traffic which is determined by creatives' qualities. It in return assesses the creative teams with data performance from commerce end.

- Cycle 2(2-1,2-2) shows that marketing strategies affect the sales performance as well. It assesses the channel strategies which marketers set. And data passed in Marketing Tool can also help improve site layout and UX in return.

Marketing Cycle Data Flow Phase

Phase I
Gain Lead

- Marketers request for creatives from different creatives teams for dispatching to channels.

- Integrated Data from CDP, CRM, Web Analytics to DMP, Marketers segment out new potential customers in 3rd party data which has be matched with 1st client Data and 2nd party Data and dispatch creatives to these segment and drive traffic to commerce end.

- Usually, DMP connect to SMS, Email, Social Media and even SEM, SEO to deploy the creatives.

Phase II
First Deal

- When the customers segmented out by markets touched commerce end, some of them will complete their first order.

- This phase means that these customers have established the fundamental relationship with brand. And the customer data and order data will be simply passed to CRM system.

- To motivate more excellent creatives and win more profits, data will also be passed to creative cloud to assess the quality of the creatives and teams, which helps marketers choose most suitable teams for next marketing activities.

Phase III
Return and Loyalty

- Other than Order Data, behavior data and user path, will be passed to Web Analytics Cloud.

- Data Mentioned will used for sites UX optimization, customized marketing, A/B Test to enhance the stickiness of return customers.

- CRM and Web Analytics data could be integrated in to CDP and reintegrated with DMP to improve user figure precision and drive more precise traffic.

- To enhance repeated sale, marketers often use affiliate tool to put on sales info to gain more orders.

★ Tezign could dig deep into and focus on

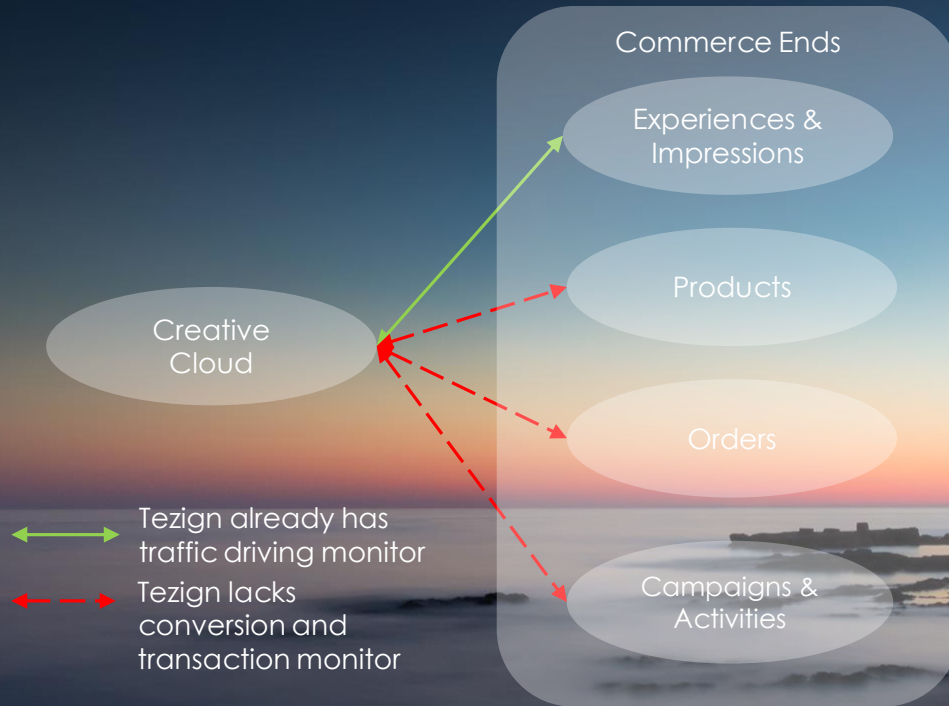Marketing Cycle Data Flow Chart
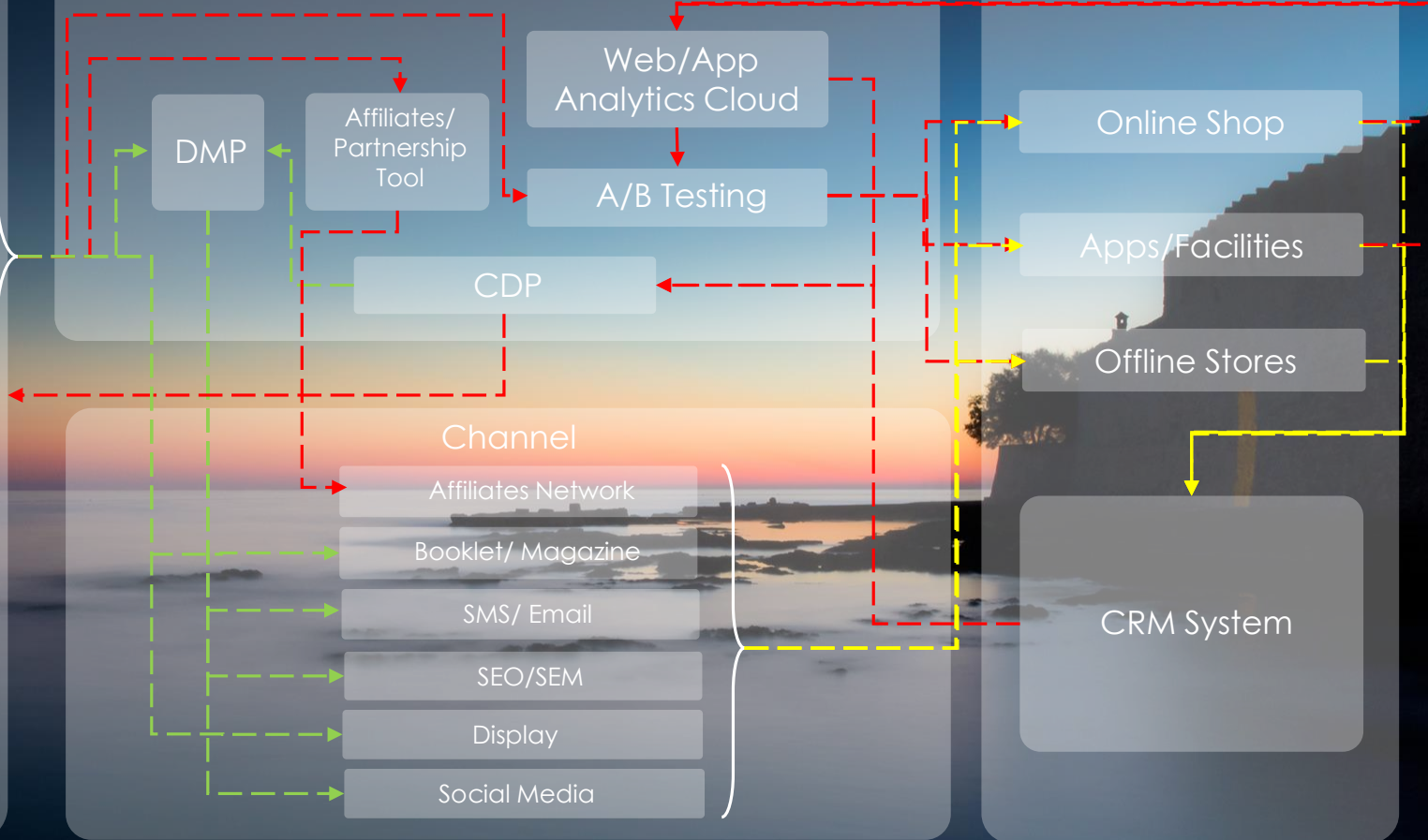
Future Opportunities

- Whether a creative choose to stay in Creative area or dig deeper into a performance marketing and Whether a data marketing company choose to stay in Data Area or dig deeper into a performance marketing, it will probably determine the scale, the type, and the profit level of the company.

4

For example, Create Team *Tezign*

Commerce Ends

Creative Cloud

- Experiences & Impressions
- Products
- Orders
- Campaigns & Activities

Tezign already has traffic driving monitor

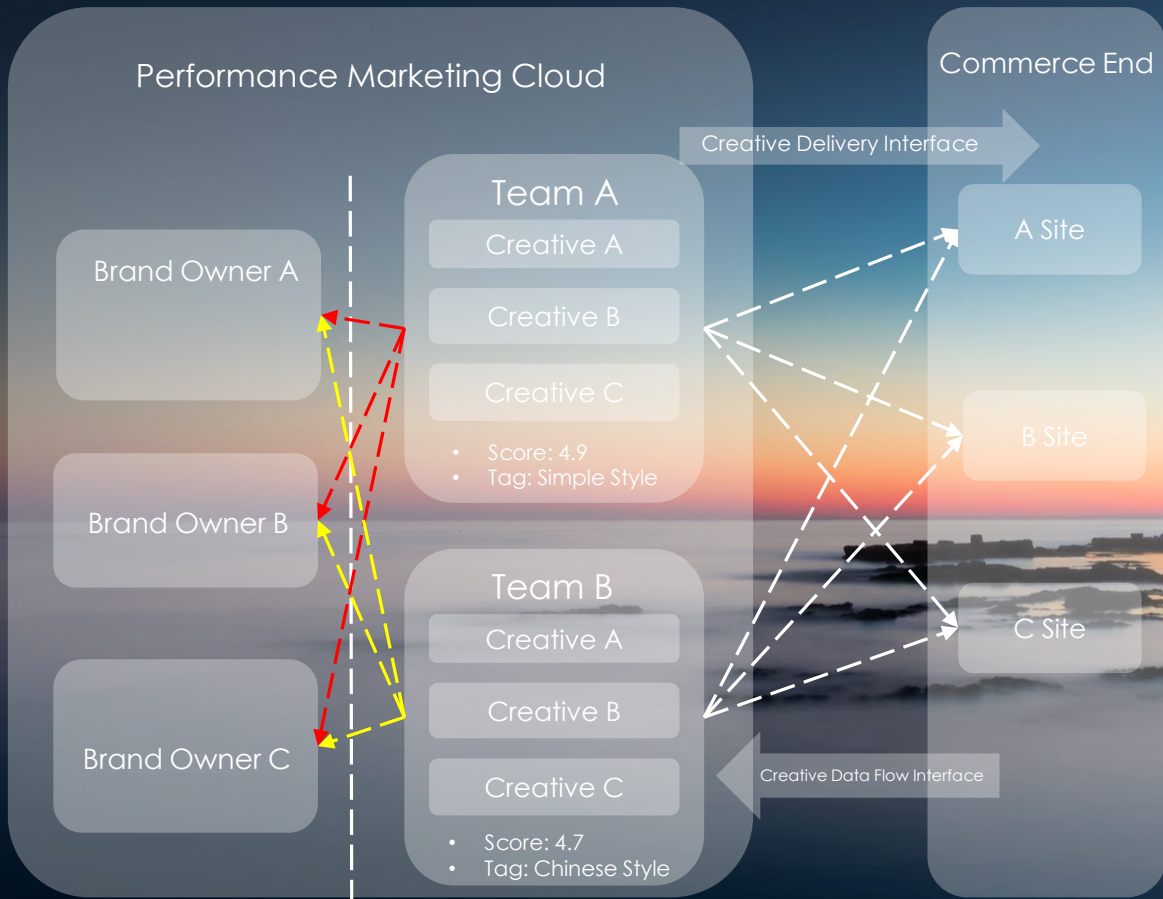Tezign lacks conversion and transaction monitor

A Performance Marketing All-Chain Solution Provider

- Be a Tech Product Co and not just an agency.

- Cooperate and contract with more outer creative team and make brand owner have more choices. Tezign could have percentage up for every contract between brand owners and creative team.

- Assess the creative teams to enhance the experience of brand owners and keep a stable membership with brand owners. Tezign could gain stable revenue due to the membership.

- Potential to be a leader in both Creative Advertising and Performance Marketing areas and gain more chances to organize industry activities.

As above, Tezign may be a forerunner in connecting creative with experiences & impressions digitally. And this is indeed a little part in DAM. more international cos care about how much value creatives have created in brand popularity, product awareness, sales performance, and campaign performance. I believe that after joining Tezign all these visions could be precisely developed to meet modern customers' requirements and evolve DAM solutions development.

Be a Performance Marketing Automation SaaS Provider

Performance Marketing Cloud

Brand Owner A

Brand Owner B

Brand Owner C

Team A
- Creative A
- Creative B
- Creative C
  - Score: 4.9
  - Tag: Simple Style

Team B
- Creative A
- Creative B
- Creative C
  - Score: 4.7
  - Tag: Chinese Style

Creative Delivery Interface

Creative Data Flow Interface

Commerce End

A Site

B Site

C Site

1. Brand Owner publish a creative request.

2. Brand Owner filter out several creatives team with AI Engine and launch a sealed bid invitation to wait for creatives team giving design sample, pricing, estimated deadline and etc.

3. After creatives teams accept bid invitation and complete replying, brand owner contract with the best team according to bid info they gives and even the history performance and assessment before.

4. After contract signed, creative team complete production and upload workouts to cloud.

5. If brand owner want to dispatch creatives to channels, he or she could get down a creative file and tracking links which is led to destination sites and put these file and links combined together to channels.

6. We track the touching data including who touches the ads, the ads creative team, the order info and then process the data to assess the creative team performance in current creative request for the reference in next contract or new brand owner to check and tag the Creative team for easy search.

7. The platform will take the funds from brand owner temporary and pay to the creative teams after the contract closed .We get percentage up for the platform service from the request contract between creative team and brand owner.