



DAVID DING

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 Marketing Company. Merkle provides full eco-service with data technology, including database operating, Business Statistics, Analytics for online and/or offline retailers to help them win in modern market.

The team where I worked is digital marketing and analytics. We served a lot famous retailers 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.

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

HOBBIES

Touring
Food & Cooking
Ball Sports
Reading & Watching
Designing

Impact Greater China just started its 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, Flink
- **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 offline 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 ANALYTICS 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. Besides 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 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'd like to share my ideas so that 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

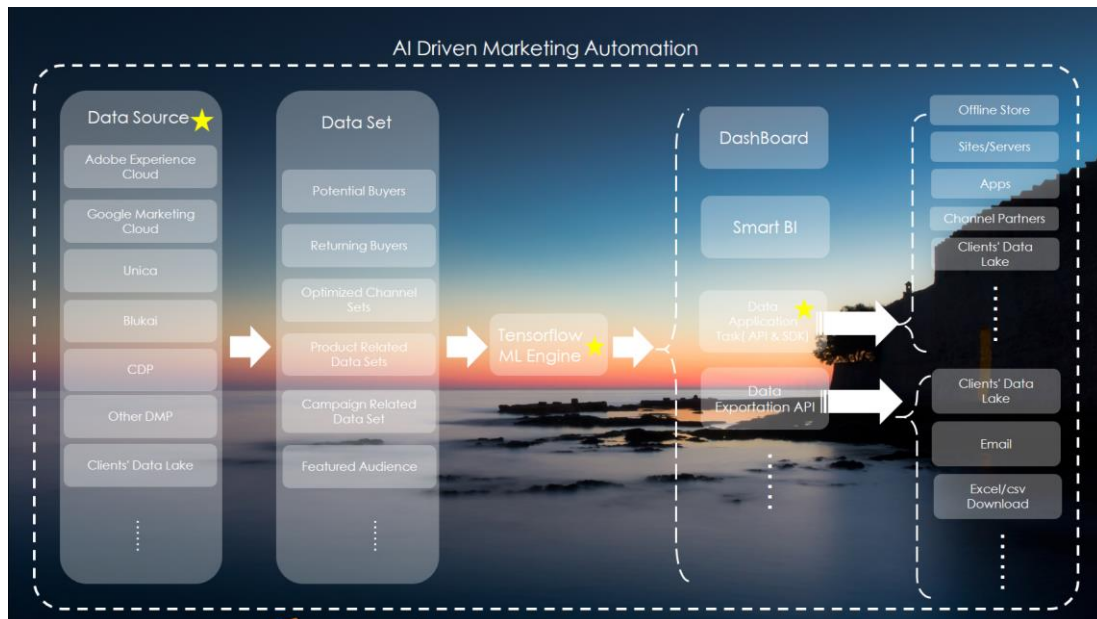
Brands like *Estee Lauder*, *NBA China*, *AIA China* have diverse demands on data vision and marketing strategy. Some common demands are as below:

- (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**.

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.

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, **CRMs**, clients' Data Lake, third party tools like **Adobe Experience Cloud**, **Google Marketing Cloud**, **IBM Unica**, **Oracle BlueKai** and other many **CDPs**. It integrates these data source ready for creating 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.

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.

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.

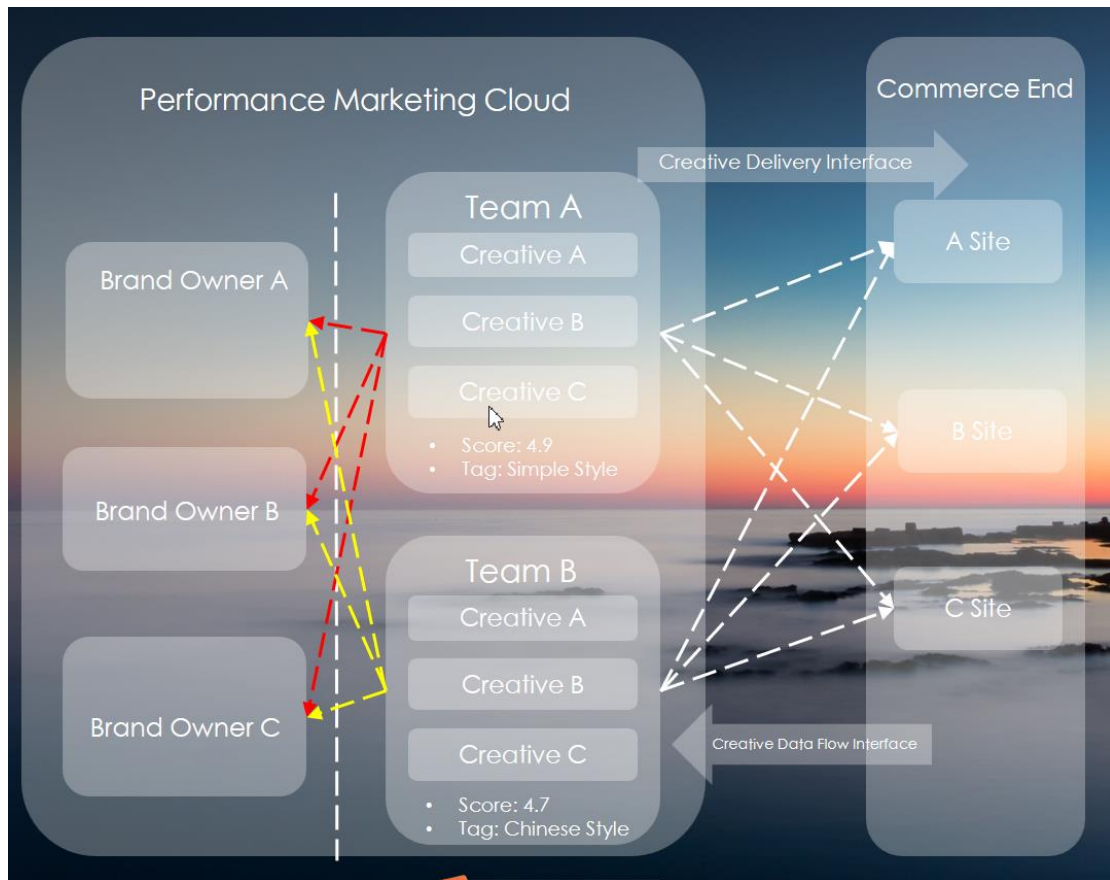
And then clients could:

- 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.

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.

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.



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.

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

Ideas Factory

David Ding



LET'S GO



CONTENTS




Performance
Marketing

How does
performance
Marketing look
like?

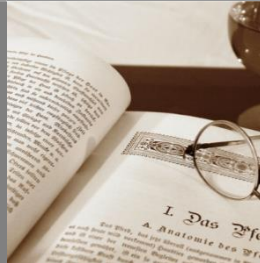



3. Nowadays
Trends

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

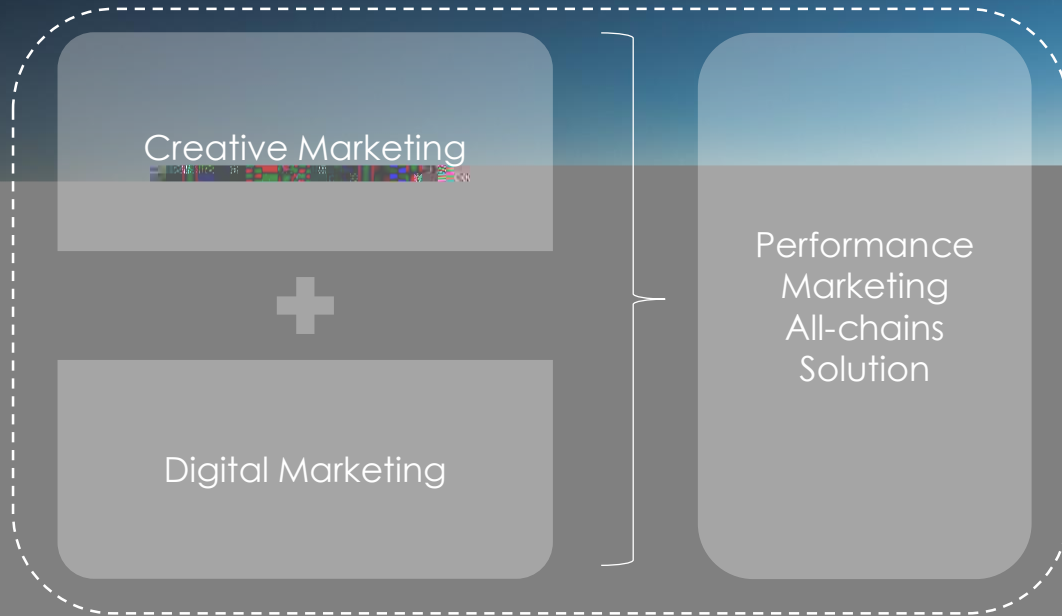


Performance Marketing

- 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*.

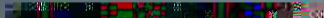
Performance Marketing

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.



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.



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 to 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 many touches 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

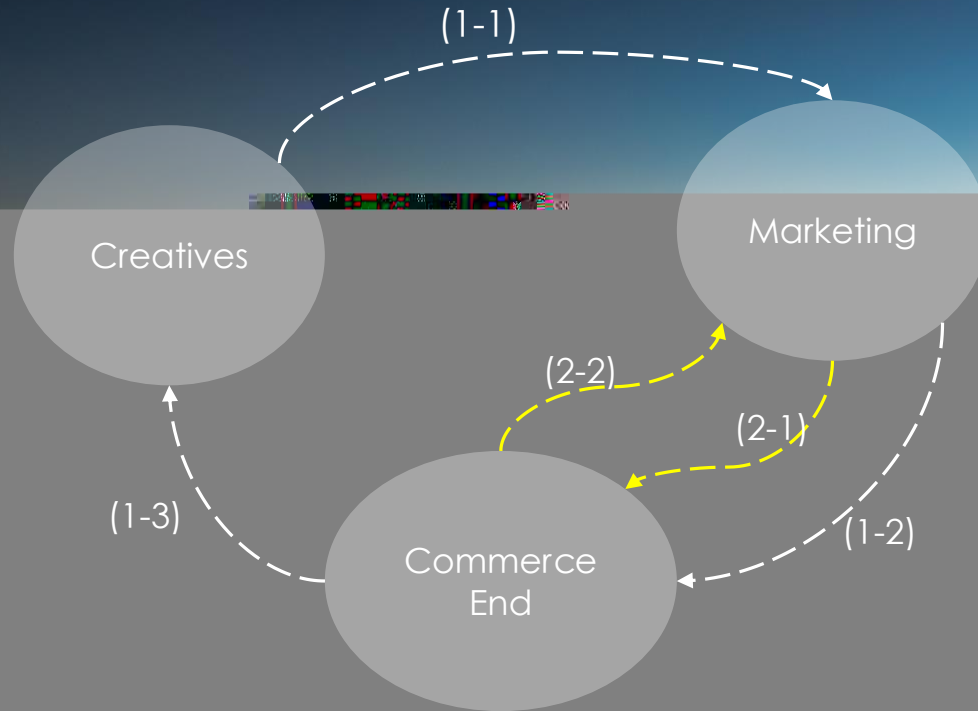
Customers complete deal when they determined to buy products.



Nowadays Trends

- Nowadays Marketers don't only care about sales data like CRM. They care more about how to use 1st, 2nd, 3rd 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 makes creatives design bound with sales performance and in return help marketers choose a suitable creative team for next marketing activities.

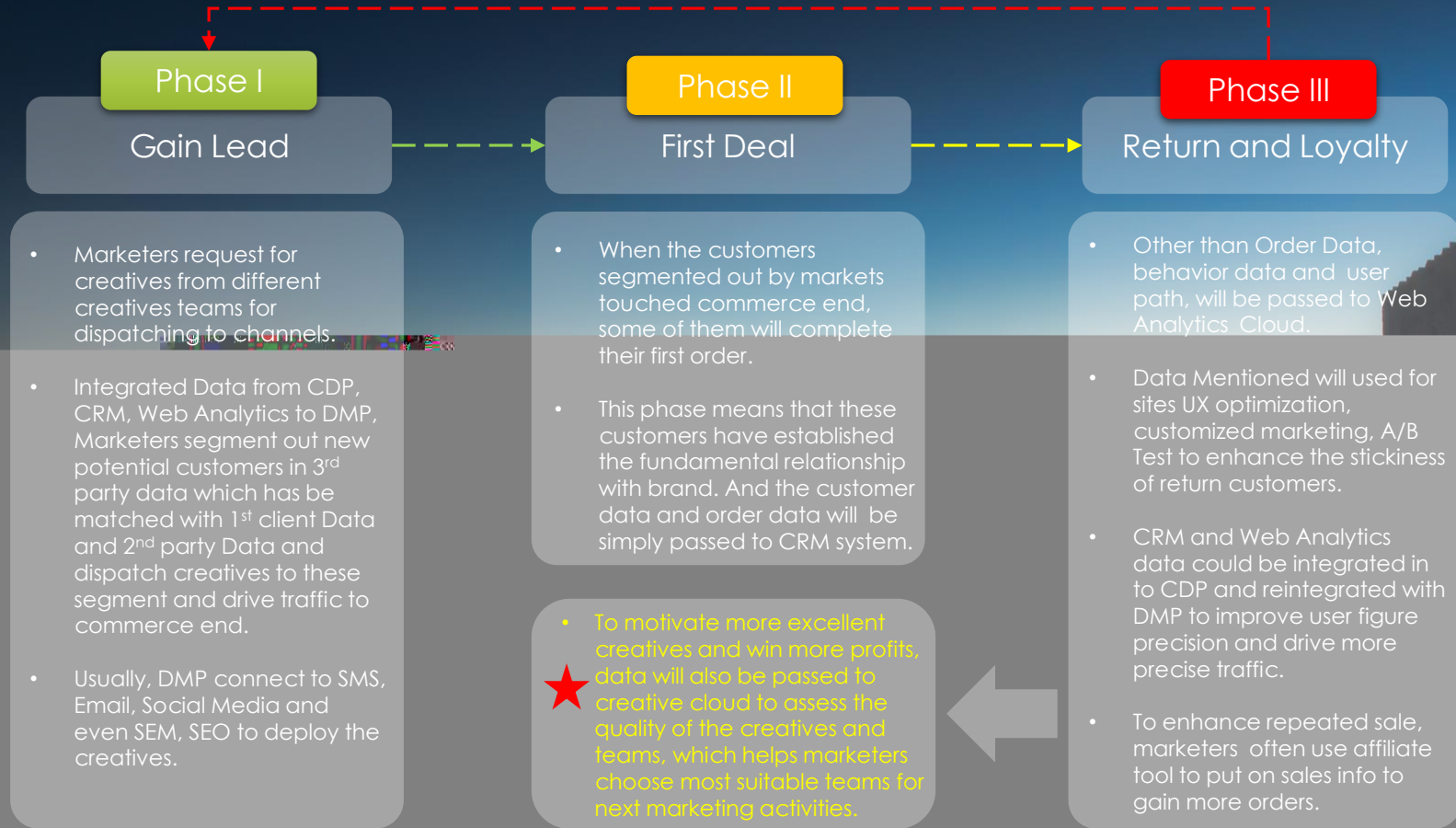
Performance Marketing Lifecycle



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



★ Tezign could dig deep into and focus on

Marketing Cycle Data Flow Chart

Creative Cloud

Team A

Creative A

Creative B

Creative C

...

Team B

Creative A

Creative B

Creative C

Marketing Cloud

DMP

Affiliates/
Partnership
Tool

Web/App
Analytics Cloud

A/B Testing

CDP

Channel

Affiliates Network

Booklet/ Magazine

SMS/ Email

SEO/SEM

Display

Social Media

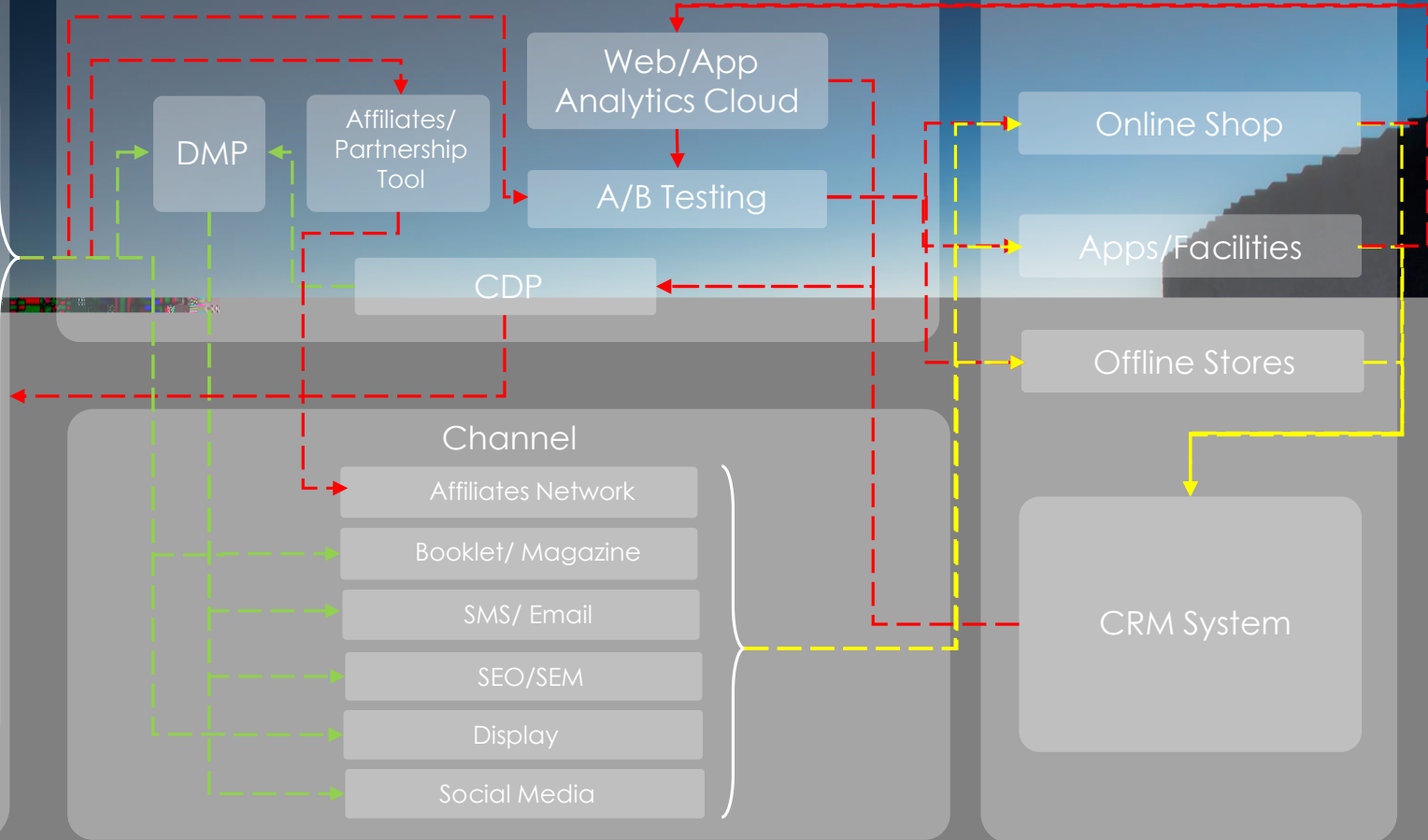
Commerce Side

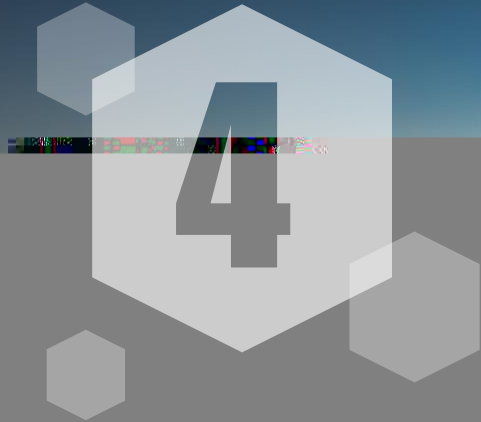
Online Shop

Apps/Facilities

Offline Stores

CRM System

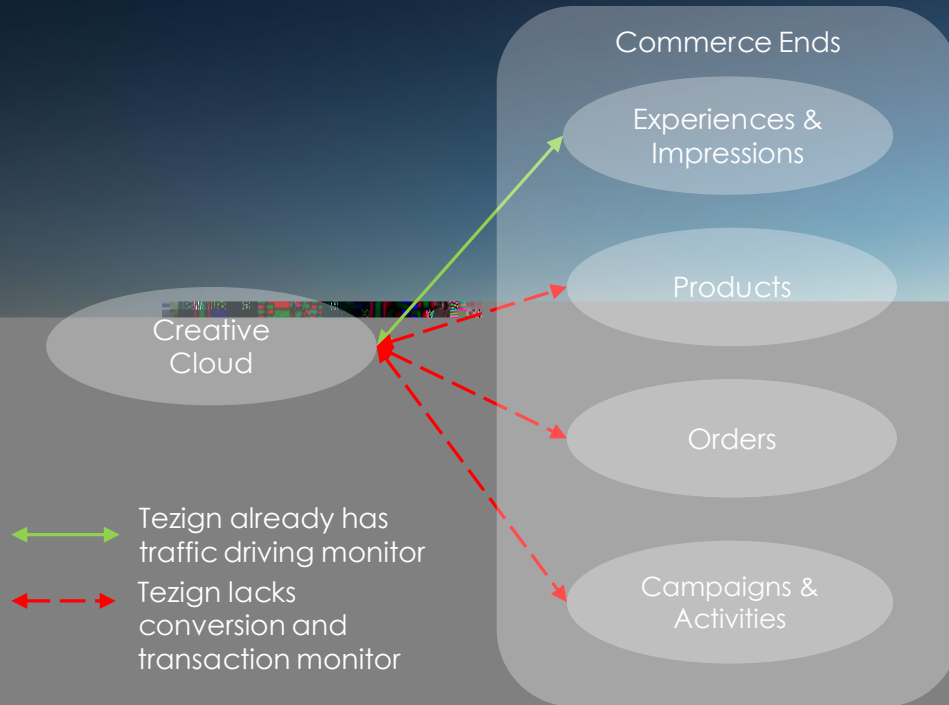




Future Opportunities

- 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.

For example, Create Team *Tezign*

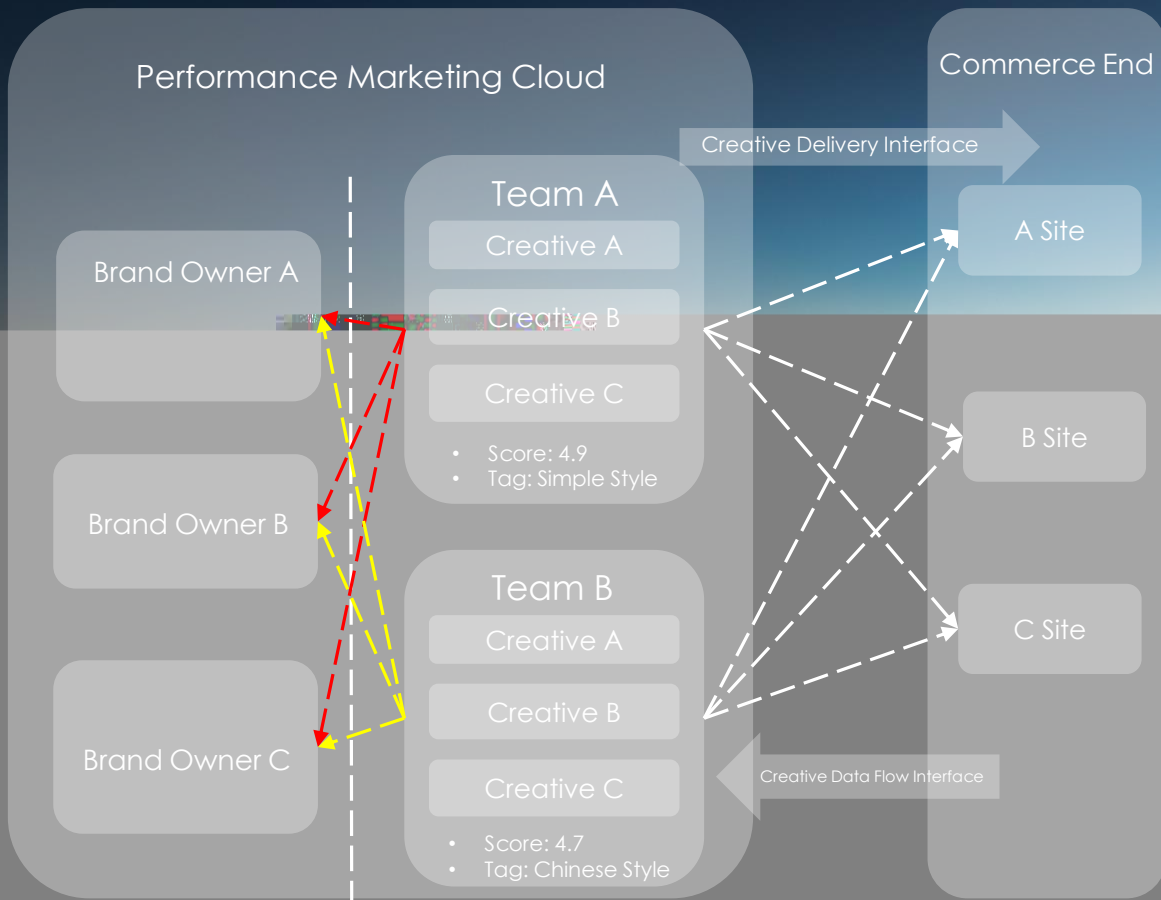


A Performance Marketing All-Chain Solution Provider

- 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



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.

AI Driven Marketing Automation

Data Source

Adobe Experience
Cloud

Google Marketing
Cloud

Unica

Blukai

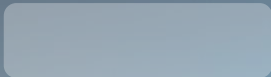
CDP

Other DMP

Clients' Data Lake

⋮

Data Set





Ideas Factory

THANK YOU



David Ding

