

# 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 ecosystem 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 3<sup>rd</sup> 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- Traditional Ways do not only means old and out-of-date social medias.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 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.

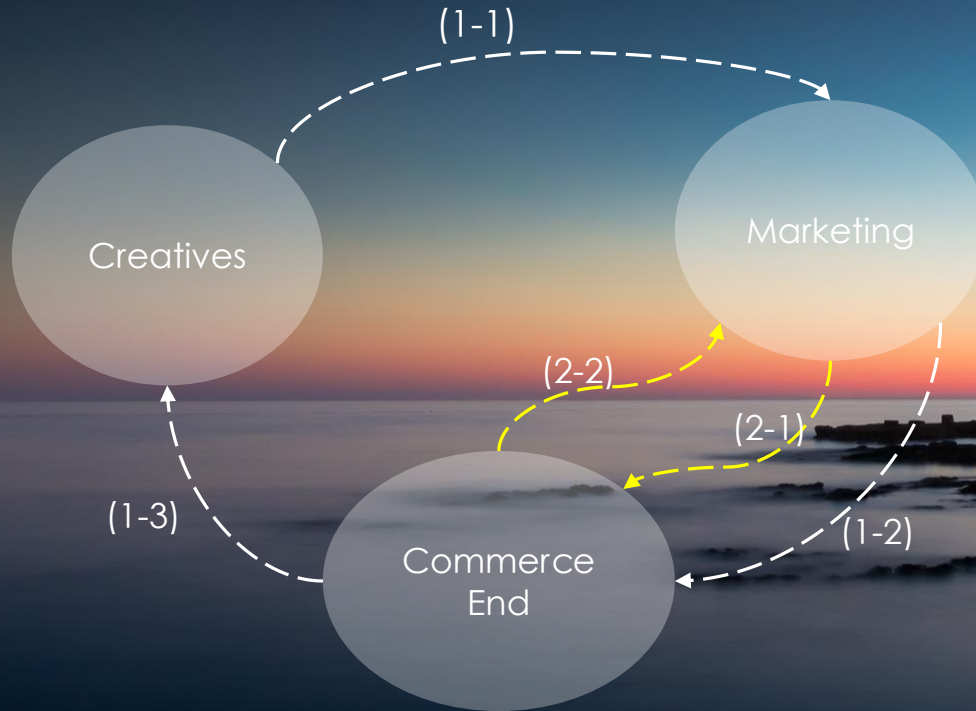


# 3

## Nowadays Trends

- Nowadays Marketers don't only care about sales data like CRM. They care more about how to use 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> 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

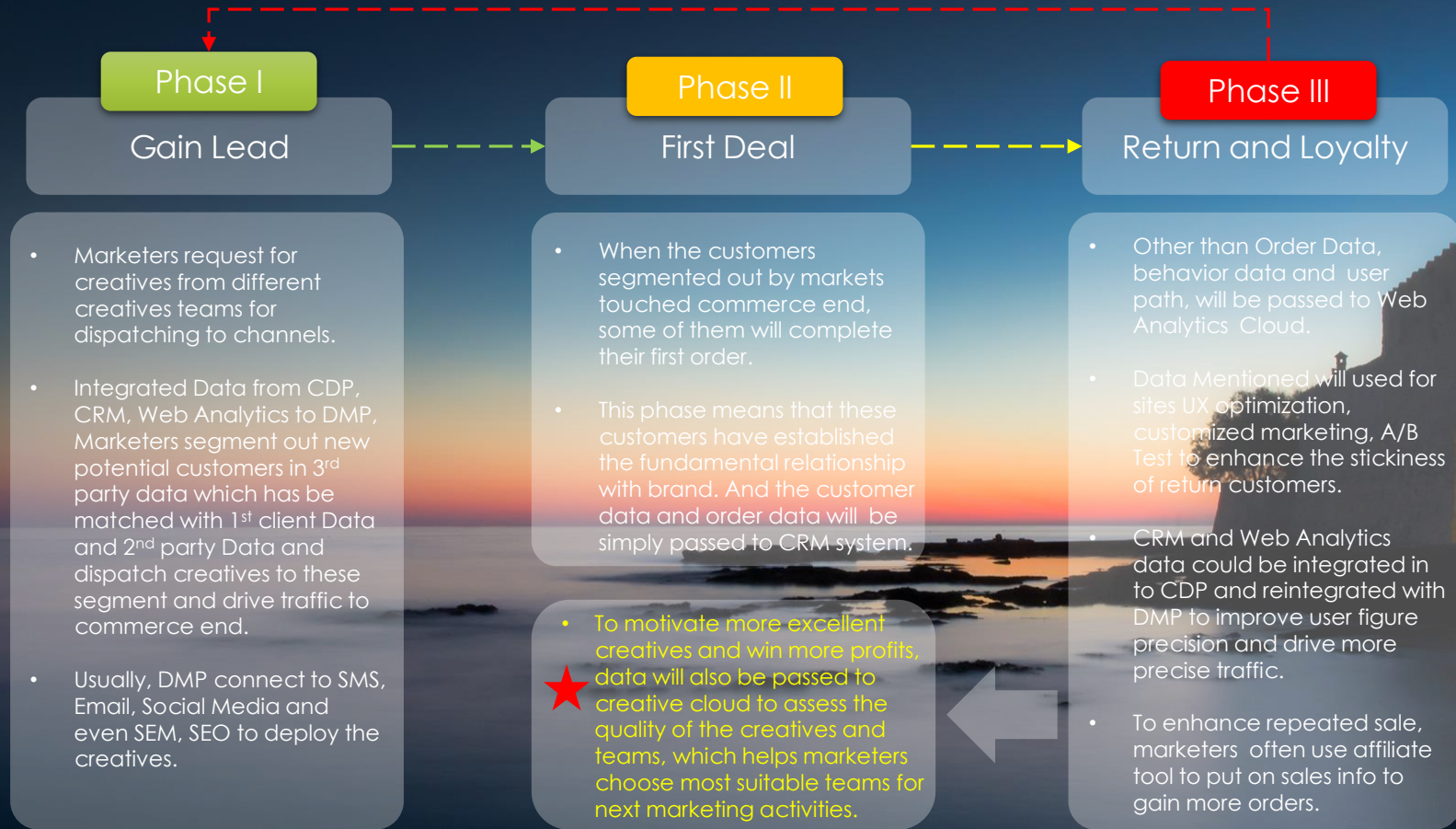


Despite of the concepts of Digital Marketing, Precision Marketing or Performance, we can not avoid caring about the importance of these two cycles left graph shows.

- 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

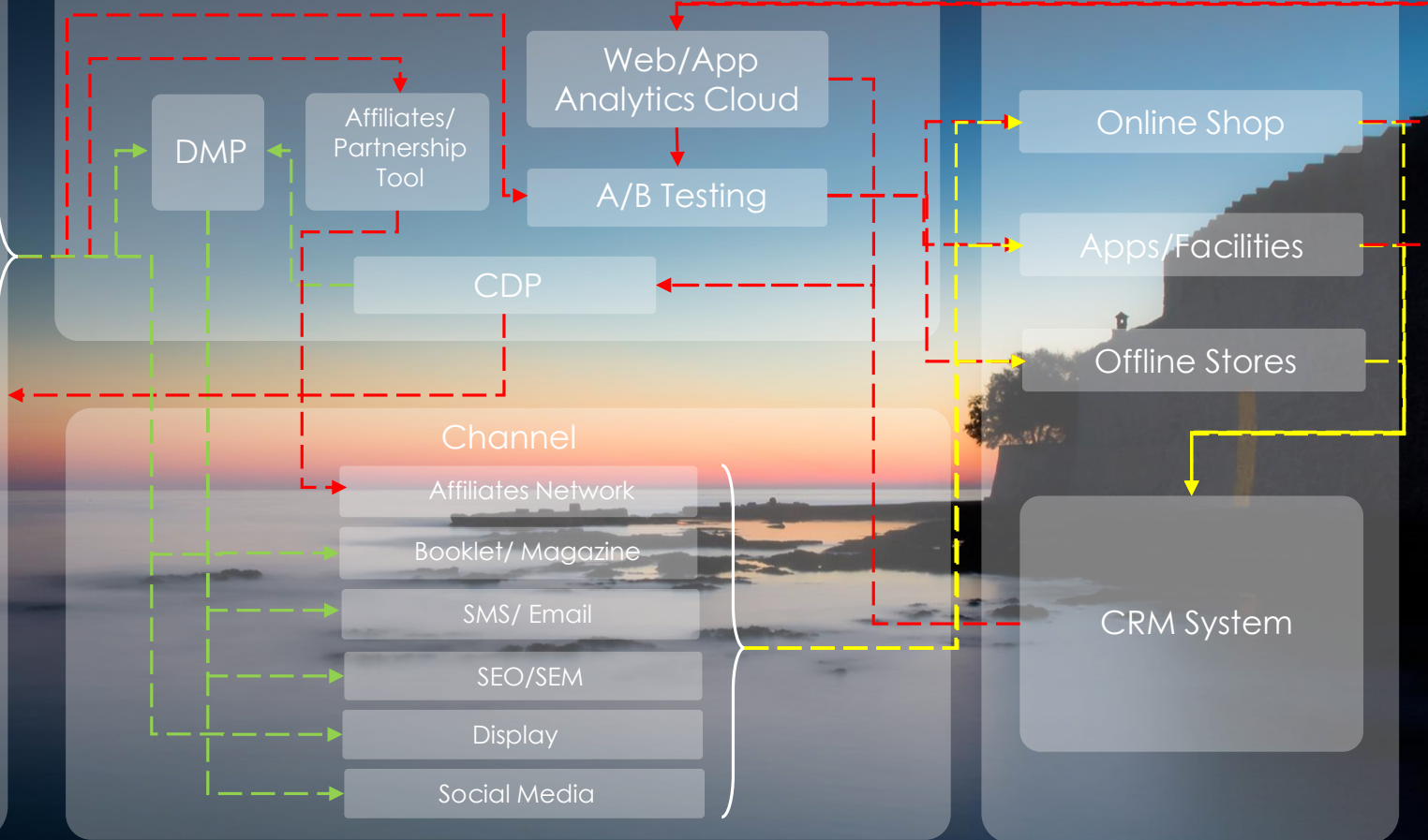
## Commerce Side

Online Shop

Apps/Facilities

Offline Stores

CRM System

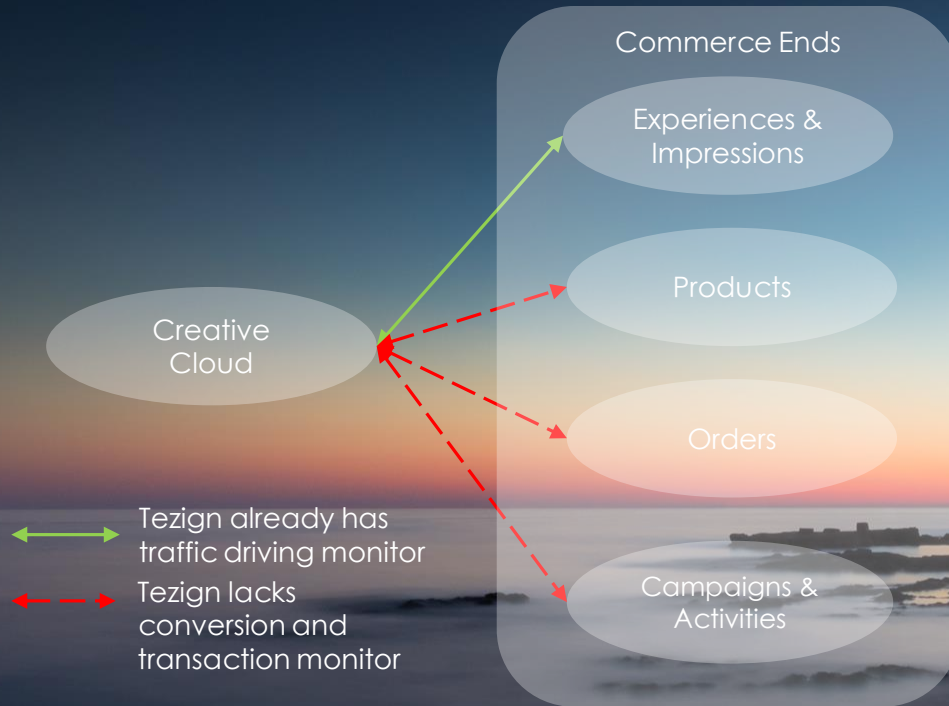




# Future Opportunities

- 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*



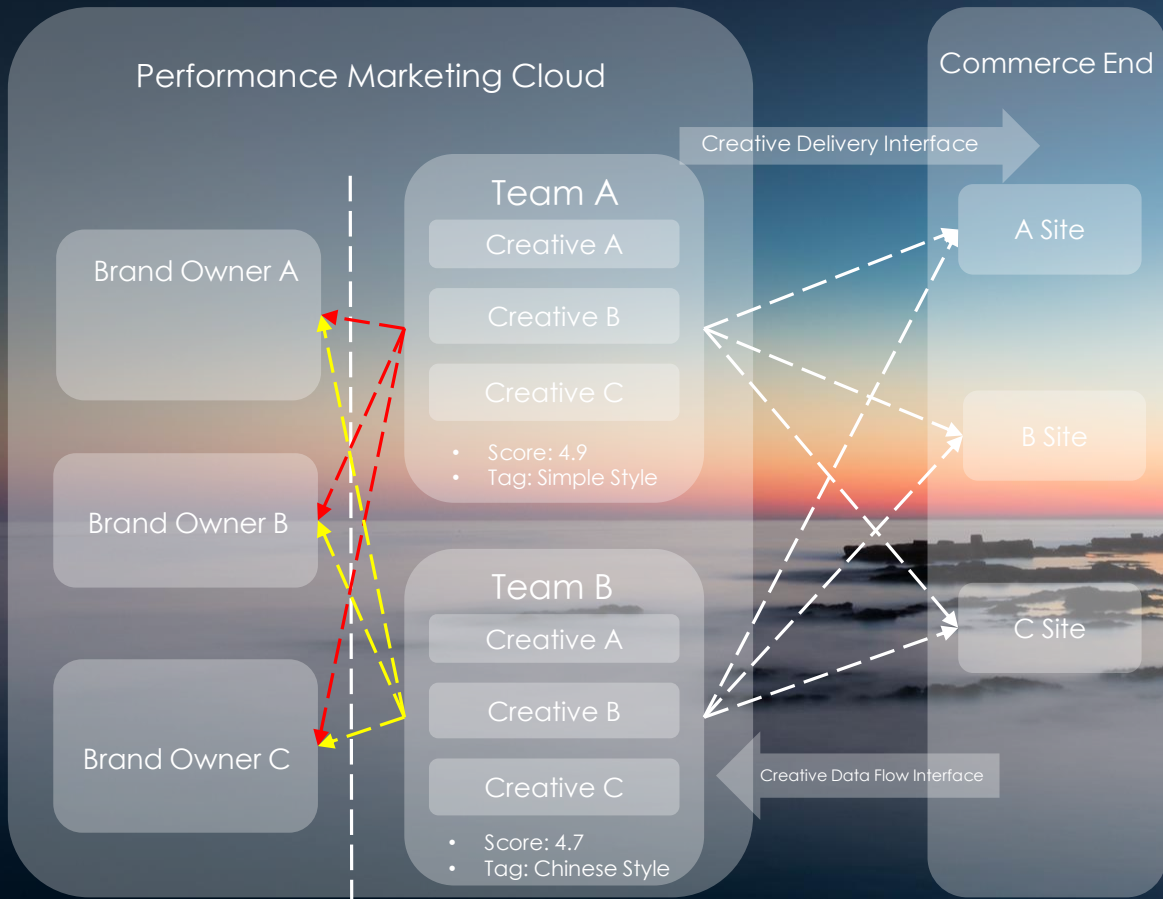
## A Performance Marketing All-Chain Solution Provider

- 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





# Ideas Factory

# THANK YOU



David Ding

