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| A person in a suit  Description automatically generated with low confidence Brief I have been working as a software development engineer and architect for nearly 8 years in the fields of digital marketing and enterprise digital transformation. I have at least 5 years of experience in project management and delivery, as well as technical team building. I have experience starting a technical team from 0 to 1.  I have done a great job in managing team relationships, including team emotions, expectations, teamwork, workflow, and more. I am also an excellent trouble shooter, skilled in problem analysis and idea development, with a "Can Do" attitude towards problem-solving. I am an excellent multi tasker.  I have over 6 years of experience in facing clients, including technical project consulting, serving as an expert and solution architect to liaise and collaborate with clients' IT, answering their concerns, and resolving their issues.  I am a passionate enthusiast in the fields of technology, data science, products, management, creativity, and digital marketing, and I am passionate about the research and application of technological innovation. Contact Phone:  +86 17721616896  Email  [servantdjrk@hotmail.com](mailto:servantdjrk@hotmail.com) Hobbies Touring  Food & Cooking  Ball Sports  Reading & Watching  Designing |  | DaviD Ding EducationNUIST（Double First-Class） ***Information and Computing Science( Math major)***  **2012.09 – 2016.07 Bachler of Science**   * **Merit Graduate：**I was awarded the title of Outstanding Graduate at the school level for my graduation project titled 'Improvement and Application of Dijksla Algorithm'. This graduation project improved the Dijksla shortest path algorithm, which is the optimal path algorithm for map navigation. Using PHP as the programming language for web application programming, I independently developed a web navigation application with a Baidu like map navigation function interface, achieving gradual display and positioning of navigation routes. The college teachers gave high praise and also planned to apply for a national patent for this design. * **Passed Cisco Certified Internet Expert - Routing&Switch (CCIE) certification as a network engineer 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 ExpErienceDentus · Merkle Inc.Senior Technical Lead 2016.01 – 2019.11  **Merkle Inc** is a **Dentus** subsidiary and a data network technology company. Merkle provides comprehensive ecological services through data and network technologies, including building business systems and data pools, maintaining data assets, business statistics, and online and/or offline retailer analysis to help them win in modern markets.  The team I work for serves numerous well-known retailers in industries such as consumer goods, luxury goods, cosmetics, insurance, food, automobiles, and medical beauty. We are committed to utilizing data tracking technology, data and business system solutions to meet customers' requirements in building modern commercial business systems, digital data tracking, user experience optimization, product promotion and application, in order to expand business opportunities, win high market awareness, high reputation, and high profits.  **Responsibilities & Achievements**：   * As a senior technical supervisor, lead 2 front-end and 2 back-end developers to participate in completing the entire lifecycle of various project development, including: * Conduct in-depth customer research in the early stage, write requirement documents that meet customer demands, and conduct feasibility evaluation of the overall project through requirement documents * Initiate a project, use swimlane diagrams to segment and plan the project, and use Jira's agile development project management tool to assign tasks to the project * Translate requirement documents into technical requirement documents for maintenance, collaborate with product managers to produce product prototype design drafts using prototype design tools such as AXure * Use MS Visio to build process diagrams and system physical communication architecture diagrams, and use database entity relationship building tools to design the overall data relationship structure. * Led team members to develop project content and overcome project difficulties * Cooperate with testing engineers to build scenario documents for unit testing, white box testing, and black box testing based on requirements documents, build semi-automatic or automatic testing in Jira, and output feedback reports to development engineers for bug fixing * Conduct integration testing, stress testing, and real production environment simulation testing in the later stages of the project, produce corresponding test reports, and conduct risk assessment and control of the overall system. * On site at the client side, train the client user audience on the use of the system, and guide the client's UAT * Participate in guiding team members to provide customer problem support in the later stage of project delivery. * Guide team members' career development direction and manage project lifecycle status * Develop and research new skills and trends in the field of data technology * Provide consulting services for potential clients on digital and network technology solutions, participate in the writing of technical solutions for client project bidding, answer customer needs, and lead various communication and training meetings with clients.  Impact Radius Inc.Technical Manager 2019.12 – 2022.06  **Impact radius Inc.** is a solution provider dedicated to building a partnership bridge between brands and media partners through the SaaS platform **Partnership Cloud** (formerly known as **Impact radius**) to promote performance marketing and help brands and media partners win business.  **Impact Greater China** just launched its business in China in 2019, signing hundreds of brands and many media partners in China, and providing traffic cooperation services for numerous Chinese brands' overseas e-commerce trade through **Partnership Cloud**.  **Responsibilities & Achievements:**   * As a technical manager, recruit, guide, and manage technical talents for the long-term development of the technical team and technical sales support team * Manage and develop a technical team to develop the PartnerShip Cloud China version. The team includes two algorithm engineers, three application support supervisors, one testing engineer, and one development team (one front-end, two back-end, and one product manager and artist). * Based on the growth model of traffic scale, personally design and build a highly available and scalable cloud device system architecture for PartnerShip Cloud. Conduct personal integration testing, stress testing, and real environment simulation testing of the project code to ensure that the production environment goes live without any errors. * Organize the development team to investigate the general needs of customers, develop the client panel system, media cooperation management system, and media placement API for the Partnership Cloud * Organize algorithm engineers and development teams to jointly develop intelligent reports and intelligent recommendation modules for PartnerShip Cloud, enabling brands and media partners to quickly make optimal choices, track collaboration progress and feedback, and generate evaluation and recommendation models for secondary selection. * Participate in requirement meetings for major clients, include feasible requirements in the agenda, review requirements, and submit them to the development team for project development. Participate in and guide application support engineers in pre-sales solution consulting activities, forming various common customer solutions, and providing reference for future customer inquiries by application support engineers. * Organize the application support team to cooperate with the customer success team and sales team to provide comprehensive services for new and old customers' account opening, function renewal, system integration, permission management, bug tracking, etc. * Provide feasible strategic plans and solutions for the business team in China from the perspective of technology and industry trends, and indirectly drive the sales performance of the entire China region by implementing the technical aspects of the solutions.  Simon Electric (China) Co., Ltd **Technical Manager IT & Finance**  2022.7 – Present  **Simon China** is a well-known brand supplier in Spain that produces switches and lighting fixtures, and is also a cutting-edge pioneer in this field.  I work in the IT department of Simon China, where I am responsible for the development and maintenance of IT and data solutions for the entire Simon Asia Pacific Group in collaboration with the department director. Based on UFIDA's u9 system, we have developed the MUSIC9 system (including M9 mobile application, U9 ERP system, S9 supplier system, I9 comprehensive office system, C9 distributor system) to deepen the automation, workflow, and electronic development and reform of various business scenarios at the company level, such as upstream and downstream supply chain, B2C e-commerce end, marketing, production line, sales business line, production and research line. Effectively improve the work efficiency of various departments.  **Responsibilities & Achievements**:   * Based on the architecture and code of the original system platform, led 5 full stack engineers and 2 application support engineers to develop, test, and deliver new requirements proposed by various business departments. And grasp whether the requirements comply with the system's process standards, code specifications, and permission specifications * Develop common basic functions for the platform for reuse in engineer business development * Guide and participate in the construction of processes that are suitable for process management and project testing management, guide application support engineers to establish a reasonable and orderly testing process and feedback mechanism to coordinate project progress between users and developers, thereby freeing development engineers from the confusion caused by the need to develop projects while also dealing with complex code support, And document management of changes to system functionality. * Optimize and organize complex business SQL to reduce server CPU real-time usage and optimize memory * Prepare an emergency plan and urgently activate the technical emergency plan before a major accident occurs in production to ensure the normal operation of production and life.  Skill **Data Solutions**   * Unified visitor identification (cookie&ID) and cross domain data connectivity * Multi domain data flow planning, integration, sorting, utilization, and circulation * Integration of data flow schemes of polymorphic e-commerce models such as Tiktok, WeChat, Xiaohongshu, and Weibo (Tiktok, WeChat Mini Program, Xiaohongshu )   **Project Management**   * Waterfall management model * Agile Agile Development&Continuous Integration&Continuous Delivery * Budget Management&Workload Planning&Risk Control Management   **Work 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   **Data Tracking& Data Analytics &Marketing Automation**   * **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 Radius:** Partnership Cloud, Activate (Influencer Marketing) * **DMP:** Adobe Audience Management, Google Audience Manager, Oracle Bluekai (Core Tag) * **CRM:** Saleforce * **Ecommerce Solution:** Shopify / Branch  Certifications **Adobe Analytics Solution Architect**  Certification Date: Apr 2017 – Present  **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&ProjectSSoFtWare System & Data Solution **Merkle Data Marketing Application System**  **During:**2016.07 – 2019.11  **Contents:** This project is a data marketing system developed by Merkle's team to better optimize business strategies and achieve higher visibility, user volume, and conversion rates for serving numerous well-known service brands and retailers. The aim is to better collect, integrate, analyze and model data, develop near real-time applications, and strengthen the display and application of customer acquisition and profit factors presented by past data in future online and offline business activities. The system includes functional modules such as data collection, data cleaning, data modeling, data analysis&BI report, application construction, etc.  **Tech Stack:**   * **Service Architecture**：Spring Cloud + Kafka +Redis + Hadoop生态（Hive+HBase）+ Oracle * **Programming Lang& Framework：**Java Spring + LayUI +Python + TensorFlow   **Focus & Obstacles:**   * **Permission Definition Management:** It is necessary to strictly define the table structure for corresponding companies, assets, personnel, asset user groups, positions, departments, roles, permissions, and menu items. The broad definition of relationship links between fields includes one-to-one, one-to-many, many-to-one, and many-to-many to adapt to complex logic that may change.   **Permission Setting Logic**:   1. The principle of relative independence of unified account entities under the company: that is, a person can join different companies at the same time, and can access and be allocated data assets of the current company under the current company account. 2. Join the user group of the fixed asset as a person 3. Directly controlling permission logic through role settings does not support direct control of permission logic by personnel, positions, or departments. 4. Personnel are directly linked to roles, and specific positions and departments are directly assigned basic roles when creating personnel. Subsequent role management is managed by department heads of each company. 5. The permissions are divided into two levels and multiple items. The first level is the menu (page), and the second level is the function point. Multiple items are set according to the different business modules and function points in each grid. 6. Support multiple roles for personnel. When obtaining permission items, the permission items for all roles of the current personnel are merged. When verifying permission items, check whether the corresponding menu or function node's permission items exist for all roles of the current personnel and are merged. If it exists, open permissions. If it does not exist, a warning will pop up! 7. Support personnel to join a certain user group, set corresponding roles for a certain user group, and bind permissions.  * **Data Collection and Storage**: Integrate data sources from multiple data platforms such as Adobe Analytics and Google Analytics, use Data Flow and Data Feed to achieve real-time and regular data feedback, use the Hadoop framework to store the data, and perform some preprocessing (such as regular aggregation) on the data. Arrange data dump tasks through Kafka message queues and dump them to Oracle for future reference. Connect internal and external ERP, CRM databases, and DMP data to achieve a data center. * **Data Cleaning:** Develop an online visual and parameterized data cleaning UI, integrating various data processing codes such as SQL, Python, Scala, etc., to facilitate data engineers' online data cleaning and dumping. * **Data Modeling:** Using TensorFlow modeling engine tools to integrate SDK and develop online modeling tools, it is convenient for data modelers to extract the above data for diversity modeling, output corresponding model results, and functionalize the model for application output in subsequent application interfaces, including BI and AI applications. * **Data Analysis&BI:** Using ECharts to develop custom dashboards, it is convenient for data analysts to form specific data reports as needed. The data source of the reports can be backup data in Oracle after the data collection stage, or it can be directly output from the data modeling module. * **Data Application API&SDK:** Develop data API interfaces that can be integrated into customer e-commerce systems and APPs. Typically, these data APIs are composed of data source extraction, throughput, and modeling output functions as the core. A client SDK will also be developed to facilitate client programming and processing of data output in the API.   **Comprehensive Office and Academic Affairs System**  **During:**2018.03 – 2019.11  **Contents:** The project aims to upgrade and build a modern digital educational management system for a chain of foreign language training institutions, including teacher office OA, educational management, human resource management, performance evaluation system, procurement system, park protection system, institutional portal website, online shopping mall, and integrate online and offline resources across the country to promote sales and product service growth.  **Tech Stack:**   * **Service Architecture:**Spring Cloud Micro Service, K8s HA、Separate Service Design, Nginx Load Blance, Redis real time cache, mysql * **Programming Lang&Framework:**Java Spring + LayUI   **Focus & Obstacles:**   * **Unified multi system user authentication and session asynchronous management:** Spring Security+JWT is used to solve the authentication consistency and effectiveness issues of single sign on for users in multiple systems, while local session asynchronous management is carried out in the Redis blocks corresponding to each service block. * **The instantaneous concurrency of the academic affairs system business is large**: using K8S's dynamic virtual services for multi opening management, using K8s Nginx network programming, when the single instance traffic exceeds the predetermined threshold, K8s will be awakened to schedule and add service instances. When there are multiple read and write tasks, enable Kafka's message subscription mechanism to perform asynchronous read and write queue sorting on the data, and then check the database and Redis for message feedback through active periodic polling. * **Permission definition management**: It is necessary to strictly define the table structure for personnel, positions, departments, roles, permissions, and menu items. The broad definition of relationship links between fields includes one-to-one, one-to-many, many-to-one, and many-to-many to adapt to complex logic that may change.   Permission setting logic:   1. All permissions are directly controlled based on role settings, and direct control of permission logic by personnel, positions, and departments is not supported. 2. Personnel are directly linked to roles, and specific positions and departments are directly assigned basic roles when creating personnel. Subsequent role management is managed by department heads. 3. There are two levels and multiple levels of permissions, with the first level being the menu (page) and the second level being the function points. 4. Support multiple roles for personnel. When obtaining permission items, the permission items for all roles of the current personnel are merged. When verifying permission items, check whether the corresponding menu or function node's permission items exist for all roles of the current personnel and are merged. If it exists, open permissions. If it does not exist, a warning will pop up!  * **Visualization development of performance reports and intelligent evaluation algorithms:** collect, integrate, aggregate and calculate academic data from over a hundred institutions, and present it to headquarters institutions through BI. * **Portal, e-commerce drainage, customer acquisition, and profit conversion:** Use Adobe Analytics, Google Analytics data tracking tools and analysis tools to collect online and offline traffic, model user behavior analysis, and analyze conversion factors, thereby helping the headquarters formulate and optimize marketing strategies. Use A/B tools to optimize and test portals and e-commerce websites to enhance a better user experience.   **IKEA - Product Recommendation System**  **During:**2018.01-2019.06  **Contents:** The purpose of this project is to 1) model and analyze data sources captured through Adobe Analytics. Within a given time frame, potential consumption conversion intentions will be analyzed through user characteristic and behavioral data, and product recommendations will be fed back to page visitors in real-time, including recommendations for the products that users want to purchase, recommendations for products that users may be interested in, and peripheral recommendations for products that users are interested in, High value product recommendations for user history browsing, etc. 2) Provide a marketing personnel management interface to manually adjust recommended content.  **Tech Stack:**   * **Service Architecture:**Java Application HA Archtecture+ Redis Master-Slave + MySQL （2 Master+4 Slave）Cluster + Node Js Application + Docker + Nginx + Spark * **Programing Lang：**Java + py-spark + javascript   **Focus & Obstacles:**   * **Matching user profiles with product features:** Extract a certain number of visitors and their short-term behavioral preferences over a certain period of time, perform clustering analysis to determine the final group of similar features, and obtain an approximate matching combination with product features. Rank the feature approximation index from high to low, and then match it with the feature values in the product label library to obtain the final product association, The algorithm for fine-tuning the quantity and order finally provides feedback on the specific recommended product location on the next login page of the visitor within a certain period of time (such as a session or a day), timely reaching out to the visitor, thereby stimulating their purchase intention and facilitating transaction conversion.   **Partner Automated Marketing Platform**  **During:**2019.12 – 2022.07  **Contents:** This project is a secondary development of Saas in China by the Impact team to better select overseas media partners for serving numerous domestic and overseas brands and retailers, and to produce some features, functions, UI&UX that are suitable for local Chinese customers' usage habits. The platform is divided into brand merchant entrance, partner entrance, and impact administrator entrance.  **Tech Stack:**   * **Service Architecture:**Spring Cloud 、K8s、Hadoop Eco-system（Hive+HBase） * **Programming Lang&Framework:**Java Spring + Bootstrap + Angular.js   **Focus & Obstacles:**   * **Permission Definition Management:** Similar Data Marketing Application System * **Online cooperation signing process:** The brand selects the media partners they want to collaborate with through online screening, usually considering comprehensive factors such as cooperation rate, commission, traffic order conversion rate, and product track. The system aggregates and displays the data of these media partners through historical data aggregation for reference. After selecting the media cooperation intention, the brand sends a cooperation invitation to the media partner, and then the media responds by signing or rejecting the contract online, including the distribution method of commission. * **Cooperation data tracking API:** Media generates a redirect link to the customer's destination website or app through the Impact server, and places it on the media platform for traffic and order tracking. When the user reaches the customer's application and reaches a certain conversion event, record the customer's conversion event and specific conversion indicators (such as order number, order content, purchase time, purchase amount) * **Collaborative data aggregation processing:** By constraining a cycle (usually a month), orders or conversion events are aggregated, and effective orders or events are separated and identified. The commission amount is calculated, and then confirmed or questioned within 45 days of the order generation (default). If confirmed, the brand needs to make a payment to the Impact bank account, and the Impact distributes the commission to the media. * **Traffic restrictions:** In order to better adapt to the server traffic restrictions of the system's account level (including Base, Advanced, and Premium), there are usually corresponding restrictions for traffic orders at each level, such as Advanced level with 50000 valid orders or conversion events per month. * **Analysis of order attribution:** Due to the possibility that the brand may not be able to use Impact (Affilate) as a marketing channel for order promotion. Before a single order is completed, users often confirm the final order through multiple marketing channels. Therefore, some brands need to identify which pre paid channels have already invested in marketing for this order, so they do not want to make secondary payments to partners in the Impact. (Of course, this behavior may have a certain negative impact on the brand's cooperative reputation.) We will distinguish whether these orders have attribution from other channels and set attribution rules for the brand to avoid the brand's secondary payment. * **Fraud traffic attack:** Through data screening technology, it is found whether there is any fraudulent behavior of cheating commissions in the order data of the brand. These usually occur in certain customers who only achieve download targets. Customers usually want to spend money to promote the brand, software, or product, but do not have any cash transactions. At this point, we need to identify such orders through IP, region, abnormal order data, etc., and determine them as invalid orders, as well as warn the media partners who brought these invalid orders.   **Simon MUSIC9 system**  **During:**2022.07 – Present  **Contents:** This system is a comprehensive office system independently developed by Simon China Information and Finance Center to quickly respond to various business departments. This system is an online office system that integrates the business processes and functions of various business departments such as procurement, research and development, production, warehousing, logistics, sales, e-commerce, personnel, finance, etc. MUSIC9 system+E9 system: M9 mobile application app, U9 UFIDA system, S9 supplier system, I9c system comprehensive office system, C9 dealer system, E9 Lanling workflow system.  **Tech Stack:**   * **Service Architecture:** IIS + Redis + SQL Server * **Programming Lang&Framework:**C# .net framework + RazorPage +MissUI.js   **Focus & Obstacles:**   * **The development literacy of the team is generally lower than that of industry professionals:** Simon China's independently built development platform lacks comprehensive programming thinking due to the low literacy of developers in various aspects, resulting in increased development difficulty, chaotic code logic, and a lack of forward-looking maintenance, resulting in huge maintenance costs. Frequent minor changes lead to errors in the entire business line, which hinders DevOps. Due to the overly personalized requirements of the business department, developers and previous management personnel did not consider the standardization and sustainability of the code, resulting in a large amount of code being modified in a patchy manner, with one move leading to the entire process, making it difficult to decouple and maintain the code. I led the team to conduct a limited reorganization of business code for each business department. * **Lack of project documentation:** The documentation is lacking in organization, and the management of related DevOps projects is chaotic. Over time, it often leads to developers not having a complete memory of the modules they have developed, resulting in the risk of secondary production accidents when maintaining code. I led the team to gradually establish a team document maintenance mechanism, but the system code is outdated and some business details cannot be sorted out, making it extremely difficult. * **Lack of proficiency in SQL writing by developers:** large-scale SQL is chaotic, making it difficult to determine efficiency. Users using this feature have a high concurrency, resulting in servers often getting stuck or even crashing. I lead the team to conduct regular SQL statement optimization. * **Rough sorting of various business modules:** In order to better maintain and develop the Simon office system, only the original business processes can be roughly sorted out, but it is not possible to sort out the maintenance details in historical maintenance. Therefore, it can only ensure that there are no issues with the general process of the module, and only when there are still bugs that need to be addressed in detail can they be resolved.  Data Marketing Analysis Solution **Project based on Impact Partner Marketing Automation Platform**  **During:** 2020.07 – 2022.07  **Accounts:** Parzin, Minstinct, Bookey, Cowinaudio, Fansidea, Anycubic Banggood, Adidas  **Content:**   * Guide the application support engineering to help customers successfully connect and launch their websites, apps, mini programs, and other applications with the impact partner marketing platform * Ensure that customer order tracking data is correct * Leading the team to develop feature application systems for specific large customers   **Projects based on Adobe Analytics or Google Analytics**  **During:** 2016 - 2018  **Accounts:** Estée Lauder, NBA China, Levi's China, FCA USA, FCA Asia Pacific, AIA, Metlife Insurance, Abbott, Wall Street English, Victoria's Secret, Arrow China  **Content:**   * Develop Adobe based data marketing solutions, including data label auditing, data QA, data solution design, project implementation, testing (manual&automatic) maintenance, cross domain data integration, data application, and other projects。   **Projects based on the DMP platform (IBM Unica, Oracle BlueKai, Adobe Audience Manager, Google Audience Management)**  **During:** 2016 - 2018  **Accounts:** Officework, SIA (Singapore Airlines), IKEA  **Contents:**   * Develop data labels and third-party channel data for brand owners based on customers' first party CRM system data and second party data platforms, set mining rules for crowd profiling, bind to specific advertising platforms, or selectively conduct A/B Test on landing pages to obtain new customers and facilitate process transformation. |