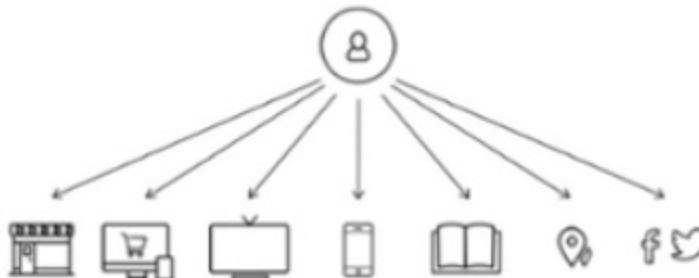


PROGRAMMATIC OMNICHANNEL

IN THE NEW DATA-DRIVEN AGE 2018-2020



"All about connected & small data:

- *BigData & Connected Data*
- *Audience & Customer Profile*
- *Digital Components*
- *Optimization & Insights*
- *Digital Experience*
- *Digital APIs*
- *Open Platform*
- ... to ***Data-driven Experiences!***

- Dr. Dinh Le Dat

"Get closer than ever to your customers.

So close, in fact, that you tell them what they need before they realized it themselves"

- Steve Jobs



“

Think about what marketing & sales teams and customers are connected and doing in terms of workflow, and use technology and data to make these processes more intelligent and efficient.

- Dr. Dinh Le Dat
Co-founder & CEO

#1, Hochiminh, Feb. 2017



“

#Sale, #Marketing, #Customer
Relationship Management
has now become
a “CEO” level strategic issue.

It no longer represents
simple “tactical” spending
on which channel to advertise on
and/or how to figure out ROI/ROAS.

- Dr. Dinh Le Dat
Co-founder & CEO

#2, Jakarta, Mar. 2017



“

The Future Of #Omnichannel Retail is #Programable and Media Buying Is #Programmatic

- Dr. Dinh Le Dat
Co-founder & CEO

#3, Jakarta, Mar. 2017

	Traditional mindset	Omnichannel mindset
Org structure	<ul style="list-style-type: none">• Channel-based structure• Siloed team functions	<ul style="list-style-type: none">• Customer journey and life cycle structure• Cross-functional teams
Creative approaches	<ul style="list-style-type: none">• Mass appeal messaging• Limited story telling	<ul style="list-style-type: none">• Personalized messaging• Sequential moment-based story telling
Media approaches	<ul style="list-style-type: none">• Mass media• Scaled reach at efficiency	<ul style="list-style-type: none">• Customer life cycle moments media• Quality touchpoints over quantity
Audience types	<ul style="list-style-type: none">• Personas• Panel and device identifiers	<ul style="list-style-type: none">• People• Authenticated Identifiers
Tech outlooks	<ul style="list-style-type: none">• Limited need• Executional	<ul style="list-style-type: none">• Dependent automation• Strategic
Measurement goals	<ul style="list-style-type: none">• Campaign results• Vanity metrics	<ul style="list-style-type: none">• Multitouch• Business outcomes

Source: Forrester 2016



“

Today's **Retail** Industry
= The Convergence of
#Physical and #Digital

- Dr. Dinh Le Dat
Co-founder & CEO

#4, HCMC, Apr. 2017



Source: Timetrade 2016



DIGITAL TRANSFORMATION

1. PROGRAMMATIC AD (#ADTECH)
2. DEMAND-SIDE PLATFORM (#DSP)
3. DATA MANAGEMENT PLATFORM (#DMP)
4. CUSTOMER DATA PLATFORM (#CDP)
5. MARKETING TECHNOLOGY (#MARTECH)
6. CUSTOMER LIFECYCLE
7. CUSTOMER MOMENT
8. OMNICHANNEL
9. DIGITAL TRANSFORMATION
10. CUSTOMER EXPERIENCE
11. DIGITAL MATURITY
12. DIGITAL BUSINESS
13. BIG DATA
14. ARTIFICIAL INTELLIGENCE (#AI)

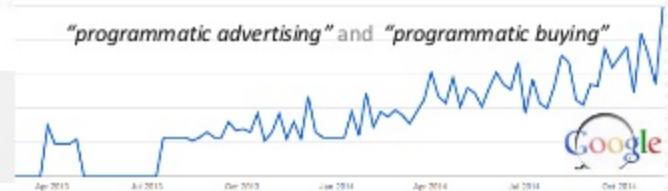
PROGRAMMATIC AD (#ADTECH)

Demand-side Platform, Data Management Platform, Ad Exchange, Supply-side Platform

WHAT IS 'PROGRAMMATIC'?

"The application of data, intelligence and technology in order to automate the ability to identify relevant consumers and deliver highly relevant messaging." – [CMO Council](#)

"programmatic advertising" and "programmatic buying"



SO IT'S AN APPLICATION? WHAT KIND OF APPLICATION?

"Automated buying, machine-based buying, programmatic buying. Call it what you may . . ." – [Google](#)

HOW ABOUT MORE SPECIFIC?

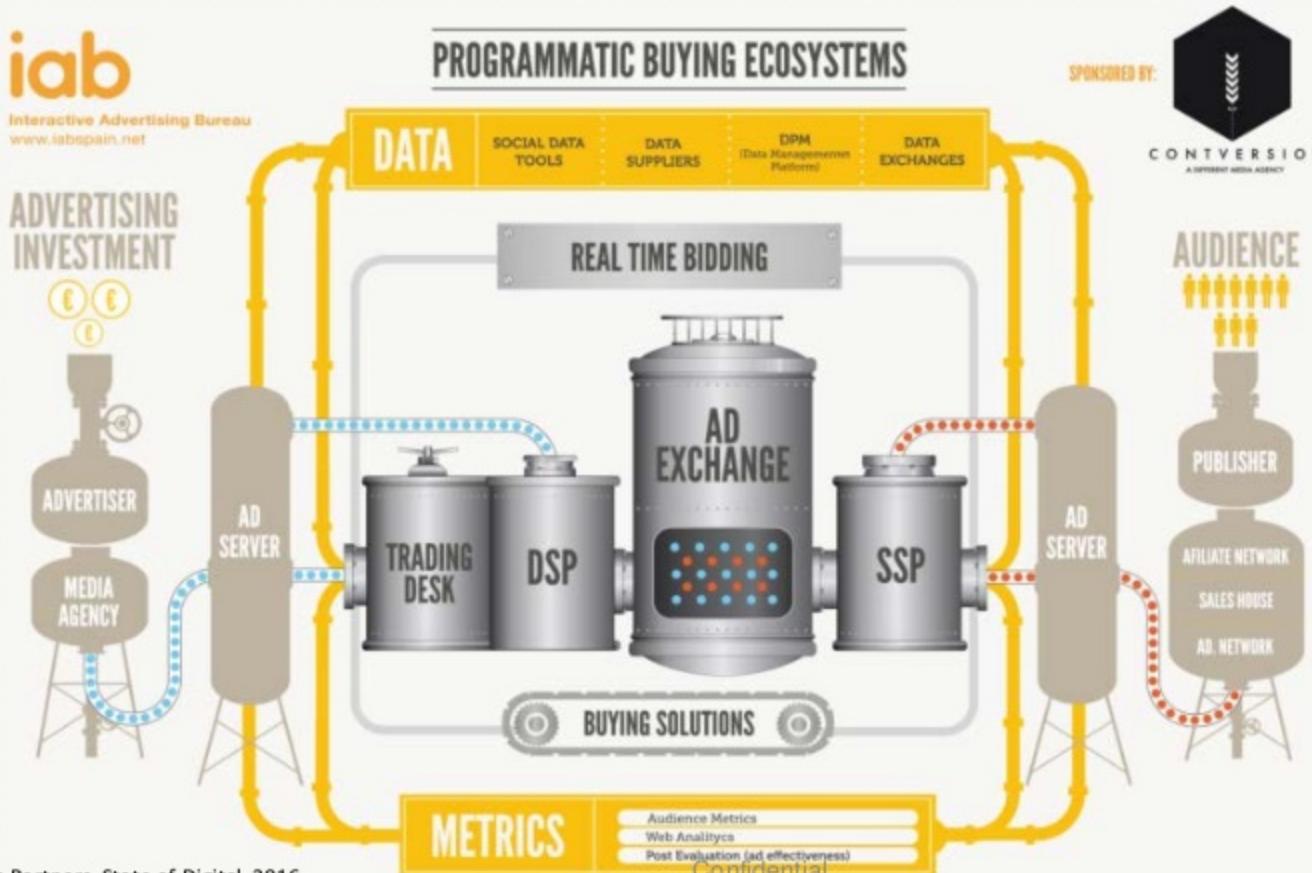
"Programmatic advertising is using data to make decisions about what ads to buy, and being able to do that in real time is an added benefit." – [DataXu](#)

WHAT ARE THE BENEFITS?

"The ad buying technique offers buyers and sellers a way to reduce transaction costs and allows marketers to use consumer data to better target their customers, which improves the efficiency of ad campaigns." – [Wall Street Journal \("CMO Today"\)](#)

PROGRAMMATIC AD (#ADTECH)

Demand-side Platform, Data Management Platform, Ad Exchange, Supply-side Platform



Programmatic media buying, marketing and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system.

DEMAND-SIDE PLATFORM (#DSP)

Multichannel Audience Buying

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

(Wikipedia)

The image displays the ANTs Programmatic ONE interface. At the top left is the logo 'ANTS PROGRAMMATIC ONE'. Below it are icons for Display, Search, Video, Email, Social, and Affiliate advertising. In the center is a large monitor showing a dashboard with graphs and data. A blue line graph is overlaid on the background, showing a general upward trend. To the right of the monitor, there are two large statistics: 'Reach >95% Internet Users in Vietnam' and 'Reach >80% Internet Users in the World'. Below these are sections for 'Vietnam Premium Audience Exchange' featuring logos for THATHIEN, VNEXPRESS, tuoi tre, 24h, and vietnam.net; 'Global Audience Exchange' featuring YAHOO!, AppNexus, Doubleclick Ad Exchange, Microsoft Advertising, rubicon, OpenX, BidSwitch, and AOL Advertising; 'Global Premium Media Publishers' featuring Viber, skype, LinkedIn, YouTube Advertising, and Outbrain; 'Global Demand Side Platform' featuring Doubleclick Bid Manager, rocketfuel, AOL PLATFORMS, theTradeDesk, DataXu, TURN, criteoL, and TubeMogul; and 'Global Data Management Platform and Verification' featuring LOTAME, KRUX, comSCORE, Integral Ad Science, MOAT, bluekai, eyeota, and 4C. On the far right, there are four vertical columns: 'ANTS AD EXCHANGE', 'VPAX PREMIUM PUBLISHERS', 'AD EXCHANGES', and 'SSPs'. At the bottom right is the 'ANTs PROGRAMMATIC AD' logo.

BUY EVERYTHING
IN DIGITAL WITH **PROGRAMMATIC**

ANTs PROGRAMMATIC ONE

Display Search

Video Email

Social Affiliate

>95%
Internet Users in Vietnam

>80%
Internet Users in the World

Vietnam Premium Audience Exchange

THATHIEN VNEXPRESS tuoi tre 24h vietnam.net + Top100 comScore

Global Audience Exchange

YAHOO! APPNEXUS Doubleclick Ad Exchange Microsoft Advertising rubicon OpenX BidSWITCH AOL Advertising

Global Premium Media Publishers

viber skype LinkedIn YouTube Advertising Outbrain

Global Demand Side Platform

Doubleclick Bid Manager rocketfuel AOL PLATFORMS YAHOO! theTradeDesk DataXu TURN criteoL TubeMogul

Global Data Management Platform and Verification

LOTAME KRUX comSCORE Integral Ad Science MOAT bluekai eyeota 4C

ANTS AD EXCHANGE

VPAX PREMIUM PUBLISHERS

AD EXCHANGES

SSPs

ADNETWORKS

PARTNER DATA & 3RD DMPs

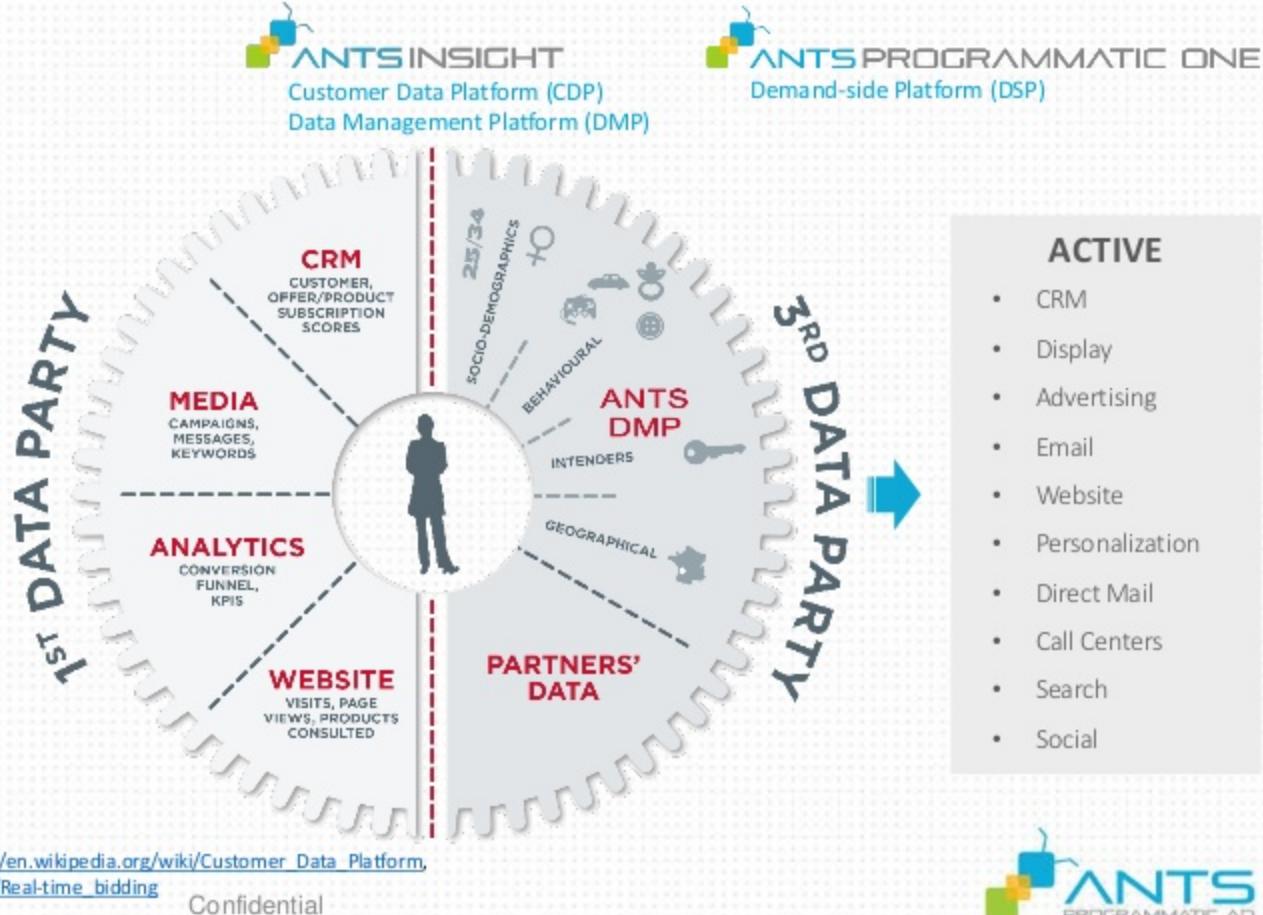
ANTs PROGRAMMATIC AD

DATA MANAGEMENT PLATFORM (#DMP)

Anonymous & Audience data

A Data Management Platform (DMP) is a system that allows the collection of **audience intelligence** by *advertisers* and ad *agencies*, thereby allowing *better ad targeting* in subsequent campaigns. (IAB)

- **Reach:** Measurement and Optimization
- **Tracking:** User behaviors
- **Mapping:** Audience data (unify and enrichment)
- **Segmentation:** Create users segment
- **Activate:** Reuse segment



CUSTOMER DATA PLATFORM (#CDP)

Anonymous merged with CRM and Customers 360



A **Customer Data Platform** implemented with a proper governance plan to support it could enable you to create a more complete picture of who your customers are by combining data about them. This would enable you to do a few great things right off the bat, including:

- **Statistically-driven segmentation.** Instead of letting pure strategy drive segment definitions, let your customer data show you how your customers break out organically using variations on cluster analysis.
- **Marketing placement strategy.** By knowing more about your customers, you can customize outbound messaging based on observed behavior. This capability is a core function of most out-of-box CDPs.
- **Aggregation of performance data for visualization.** Performance analytics can be pushed relatively easily from a CDP to a data visualization layer. This makes dashboarding using custom tools much more actionable.
- **Predictive modeling.** This is something that everyone thinks they should be doing, but are very likely not yet able to do it in a way that generates more than interesting statistics. A CDP could enable predictive modeling that generates actionable insights, which can then be used to drive and refine all of the other functions noted here.
- **Personalization.** The killer app of customer centricity, a CDP can be the central nexus of customer understanding and push all aspects of a customer-centric strategy. In short, the more data you have in one place, the more you know and can predict what experience will be most relevant to your customers.

Sources: ANTS, https://en.wikipedia.org/wiki/Personalized_marketing#DMP, https://en.wikipedia.org/wiki/Customer_Data_Platform,
https://en.wikipedia.org/wiki/Demand-side_platform, https://en.wikipedia.org/wiki/Real-time_bidding
<https://www.connectivedx.com>

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MARKETING TECHNOLOGY (#MARTECH)

Automation to Personalization to 1:1



Martech is the blending of marketing and technology. Virtually anyone involved with digital marketing is dealing with martech, since digital by its very nature is technologically-based. The term “martech” especially applies to major initiatives, efforts and tools that harness technology to achieve marketing goals and objectives.

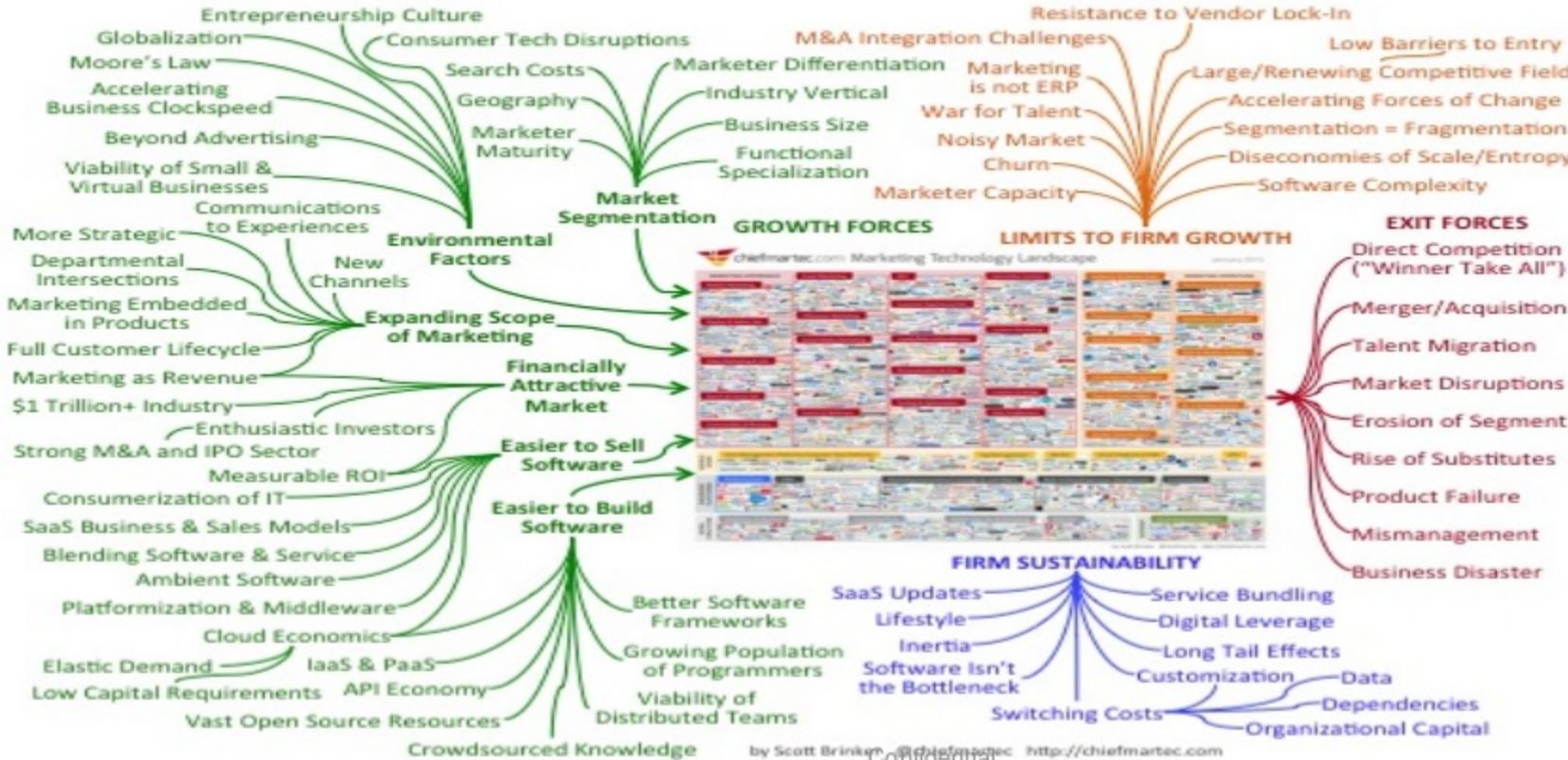


MARKETING TECHNOLOGY (#MARTECH)

Automation to Personalization to 1:1

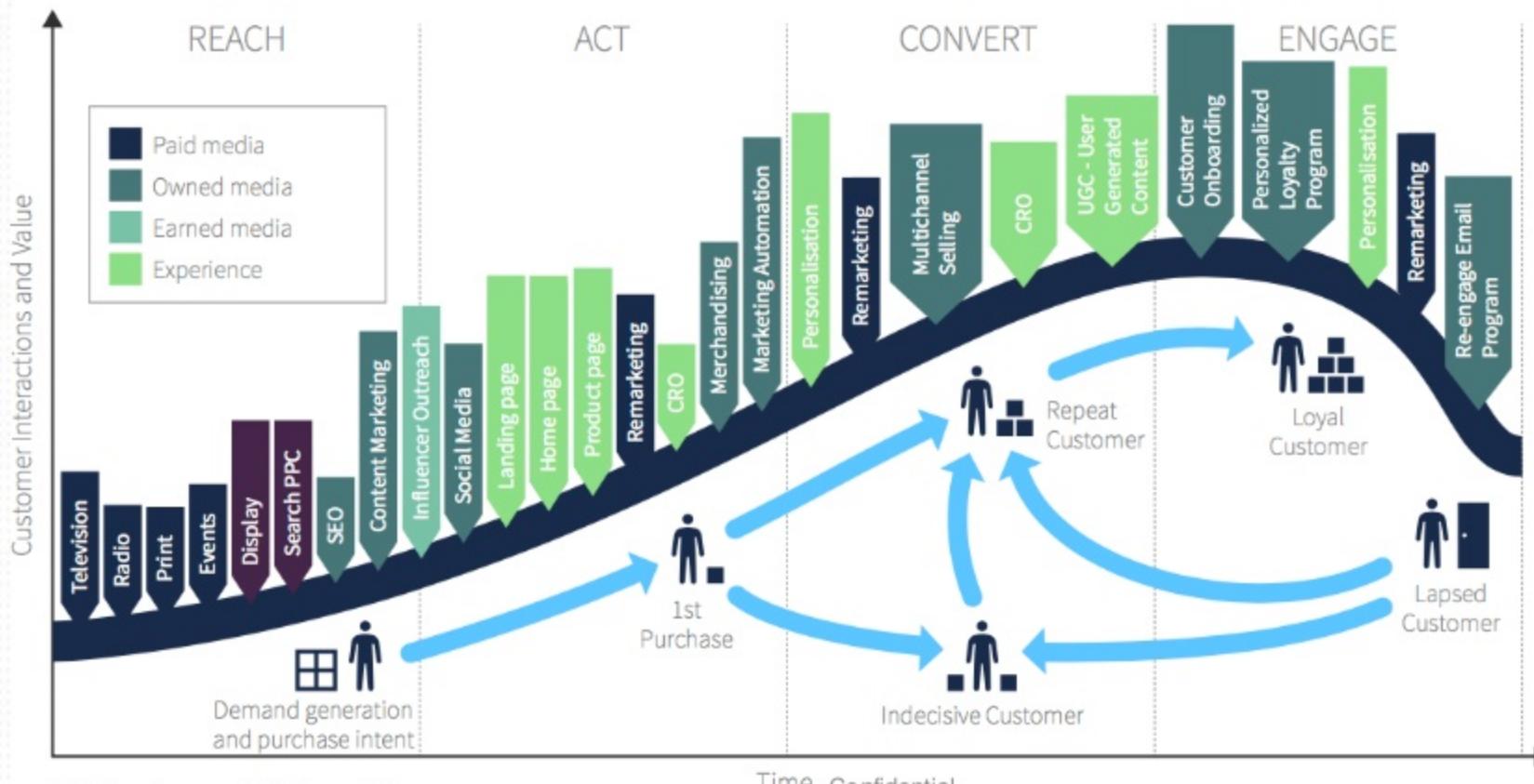
System Dynamics of the Marketing Technology Landscape

January 2015



CUSTOMER LIFECYCLE

Customer Journey



In customer relationship management (CRM), **customer life cycle** is a term used to describe the progression of steps a **customer** goes through when considering, purchasing, using, and maintaining loyalty to a product or service.

(Salesforce)

ECOMMERCE CUSTOMER EXPERIENCE MAP

Customer Journey

Guiding Principles

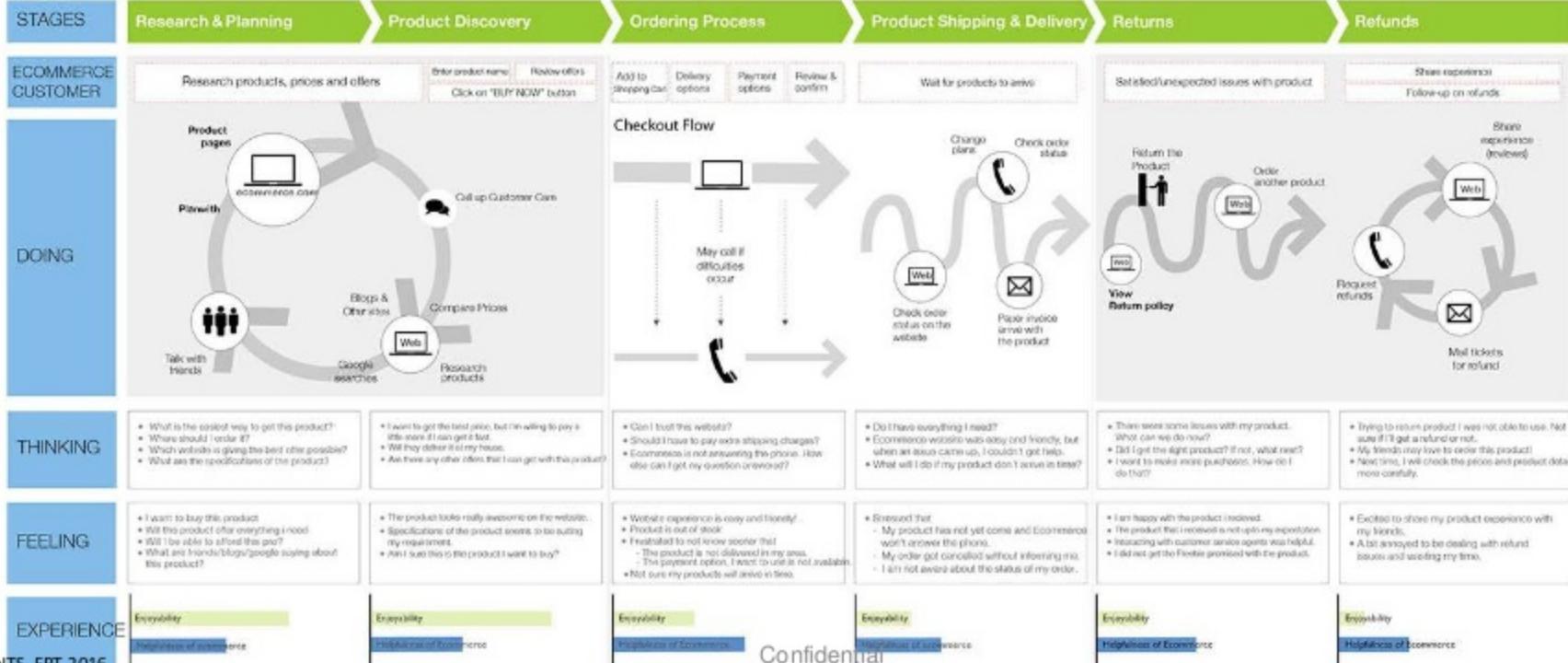
People choose online shopping because it is convenient, easy and comfortable

www.ecommerce.com is only one touch point of an online ecommerce customer experience

Customers are most apprehensive during this process

People appreciate an experience that is prompt, friendly & timely and then talk about it

Customer Journey



Sources: ANTS, FPT 2016

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CUSTOMER MOMENT & MICRO-MOMENT

... Right Time, Right Message, Right People, Right Device ☺

There are 4 game-changing moments that really matter



In these moments, consumers want what they want, when they want it—and they're drawn to brands that **deliver on their needs**.

Be there:

Anticipate the micro-moments for your target audience, and commit to being there to help when those moments occur.

Be useful:

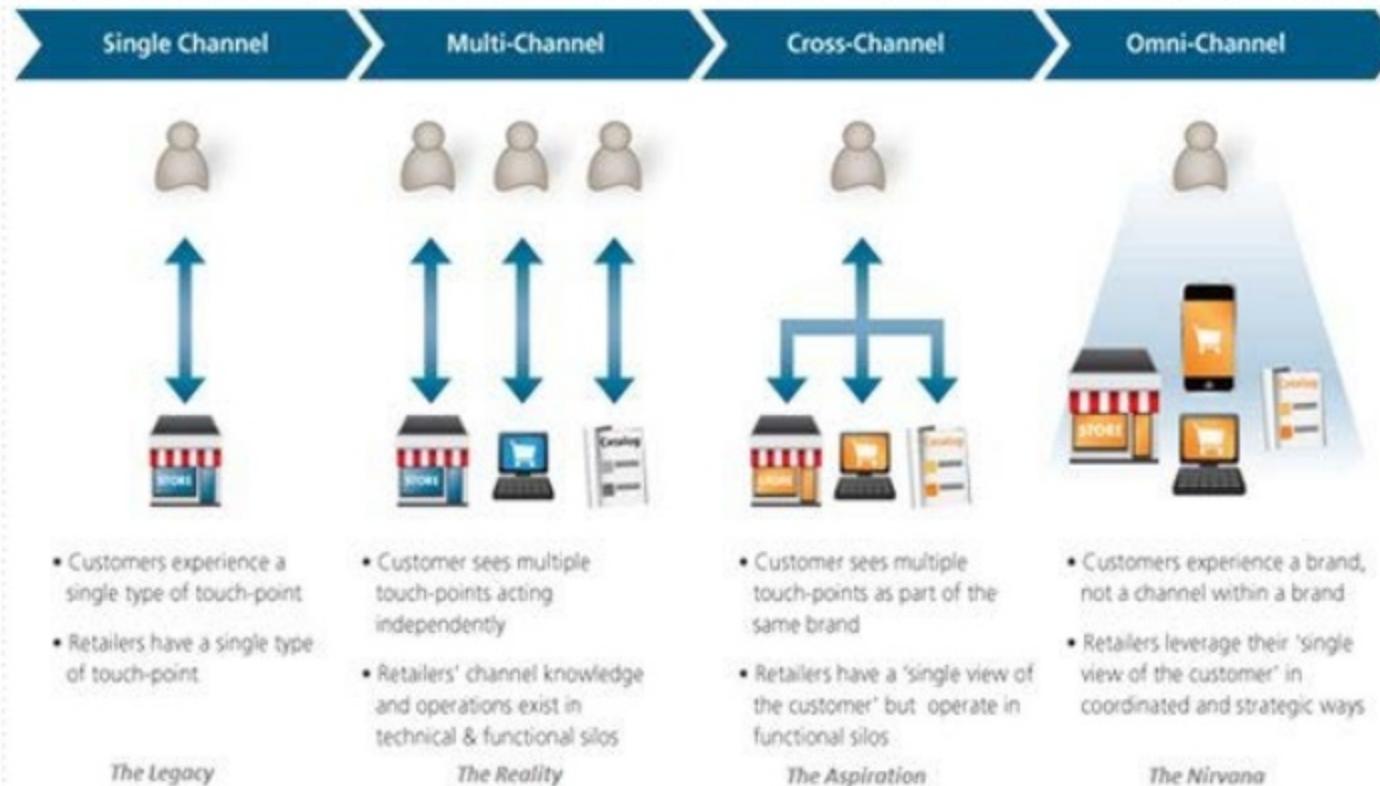
Provide a digital experience that's relevant to consumers' needs in the moment, and quickly connect people to the answers they're looking for.

Be accountable:

Create a seamless customer experience across all screens and channels, and measure the collective impact across them, too.

OMNICHANNEL

Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



Omnichannel is a cross-channel business model that companies use to improve their customer experience. The approach has applications in healthcare, government, financial services, retail and telecommunications industries, and includes channels such as physical locations, FAQ webpages, social media, live web chats, mobile applications and telephone communication.

Companies that use omnichannel contend that a customer values the ability to be in constant contact with a company through multiple avenues at the same time. (Wikipedia)

OMNICHANNEL

Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel

Using Metrics & Analytics

- Track across channels
- Identify under performing content – which may require rethinking or user experience changes
- Leverage content success (or content failure) for planning
- Cast a wide net, all metrics, not one to exclusion of the other

		CONTENT STRENGTHS BY CUSTOMER TOUCHPOINT									
		CUSTOMER TOUCHPOINT									
CONTENT TYPES		Desktop	E-mail	In-Store (Signage, etc.)	Packaging	Print Advertising	Event	Smartphone/ Tablet App	Smartphone/ Tablet Web	TV/Radio	SMS
Long Form Product		●	●	○	○	○	○	●	●	○	○
Long Form Editorial		●	○	○	○	○	○	●	●	○	○
Product Detail		●	○	○	○	○	○	●	●	○	○
Product Summary		●	●	●	●	●	●	●	●	●	●
Quick Editorial		●	●	○	●	●	●	●	●	●	●
Related Content		●	●	●	○	○	○	●	●	○	○
Short Communication		●	●	●	●	●	●	●	●	●	●
Forms		●	○	○	○	○	○	●	●	n/a	n/a
QR Codes		○	○	●	●	●	●	○	○	○	n/a
User Content		●	○	○	○	○	●	●	●	●	n/a
FUNCTIONS											
Click to Call		●	●	○	○	○	○	●	●	○	○
Click to Map		●	●	○	○	○	○	●	●	○	○
Social Sharing		●	●	○	●	○	●	●	●	○	●
Search - Advanced		●	n/a	n/a	n/a	n/a	n/a	●	○	n/a	n/a
Search - Simple		●	n/a	n/a	n/a	n/a	n/a	●	●	n/a	n/a
Cart		●	●	●	n/a	n/a	n/a	●	●	n/a	n/a
Strength Indicator											
Strong		●									
Moderate		○									
Weak		○									

OMNICHANNEL

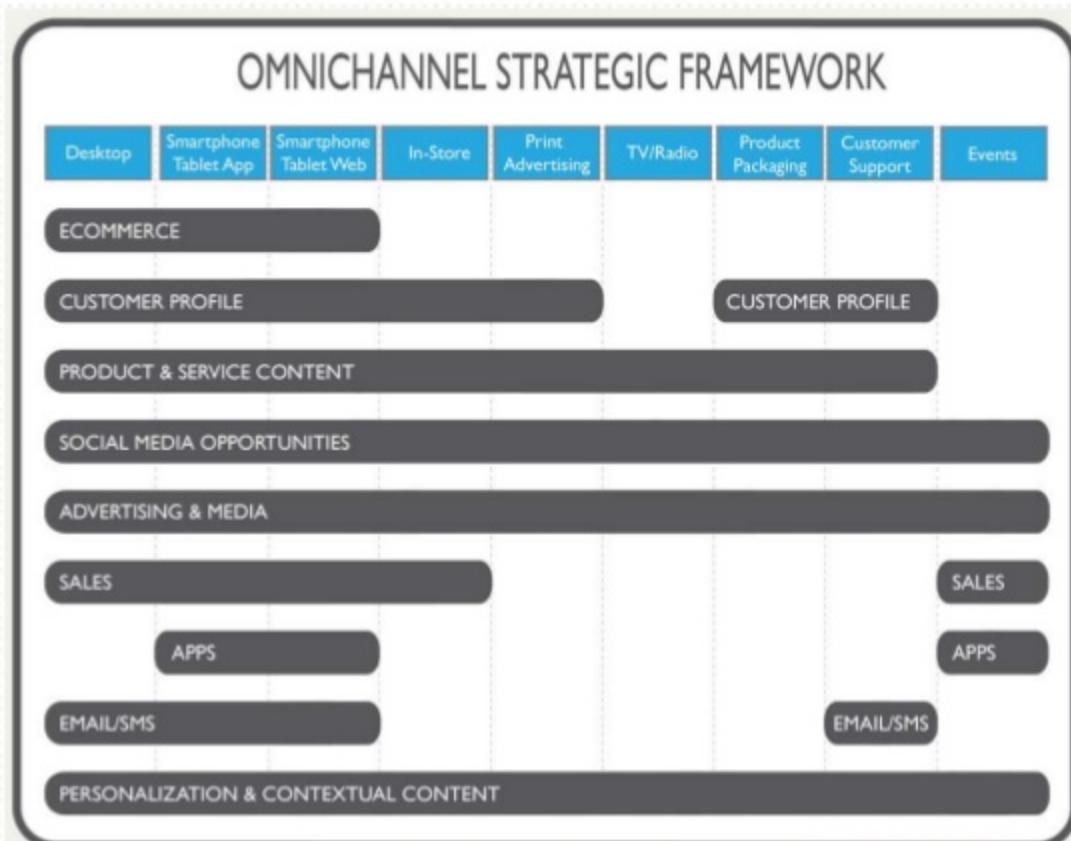
Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel

Figure 1. Multichannel Retailing Initiative Overview



Source: Gartner (June 2013)

Sources: ANTS, Gartner

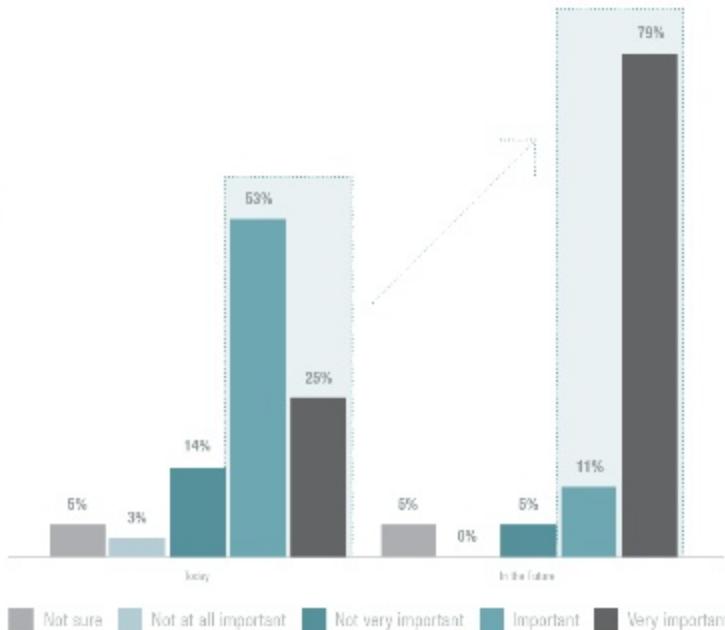


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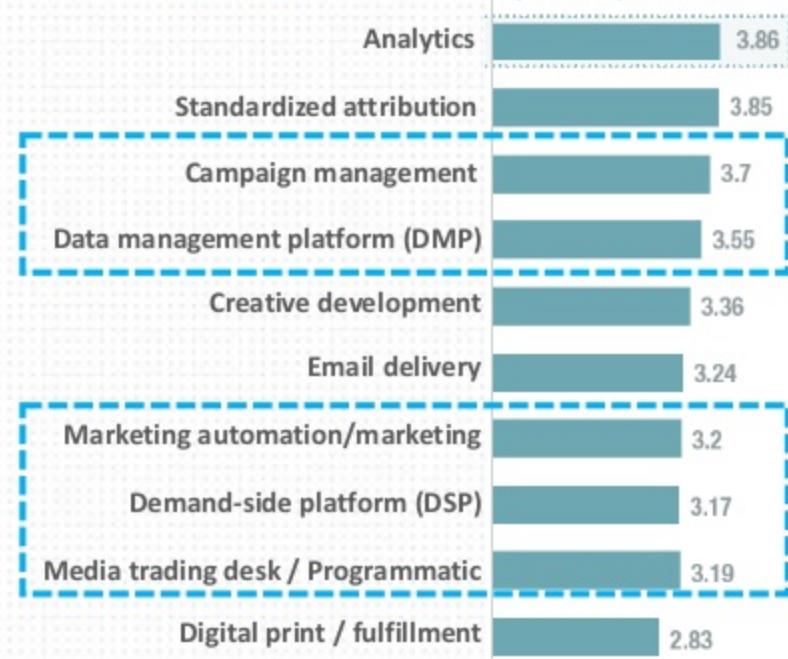
OMNICHANNEL

Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel

How important are **programmatic omnichannel** advertising formats (cross-platform, audience-driven, targeted impressions) as drivers of customer engagement, purchase activity and lifetime value?



To what extend are the following **tools / platform** important in supporting a fundamental omnichannel capability?

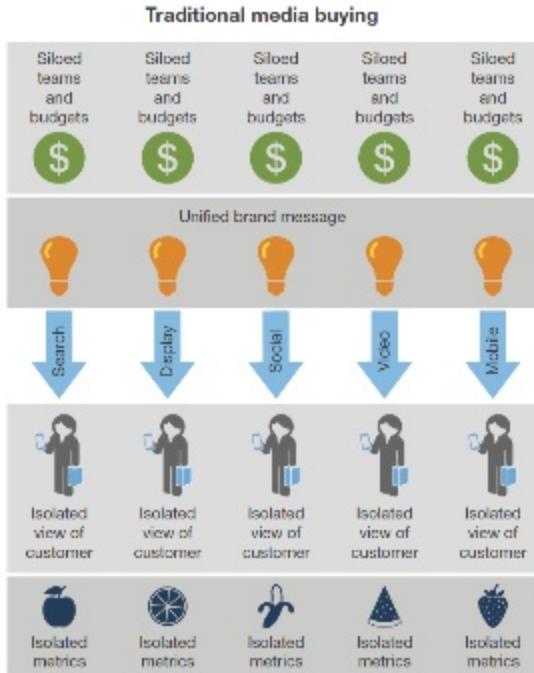


Scale of 1-4 with 4 being "critically important"

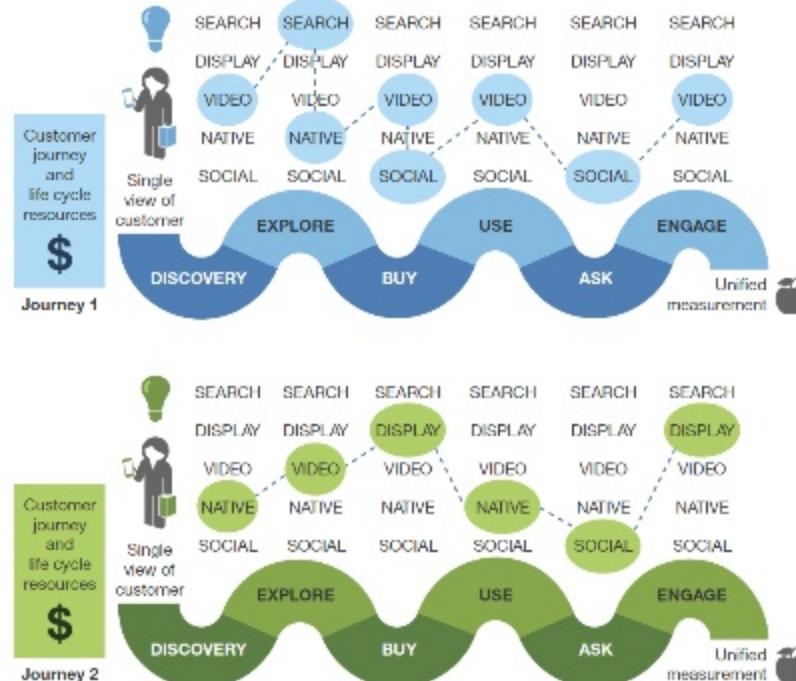
OMNICHANNEL

Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel

3-1 Traditional media buying is siloed in people, budgets, channels, and insight.



3-2 Omnichannel media buying aligns the customer journey with the customer life cycle

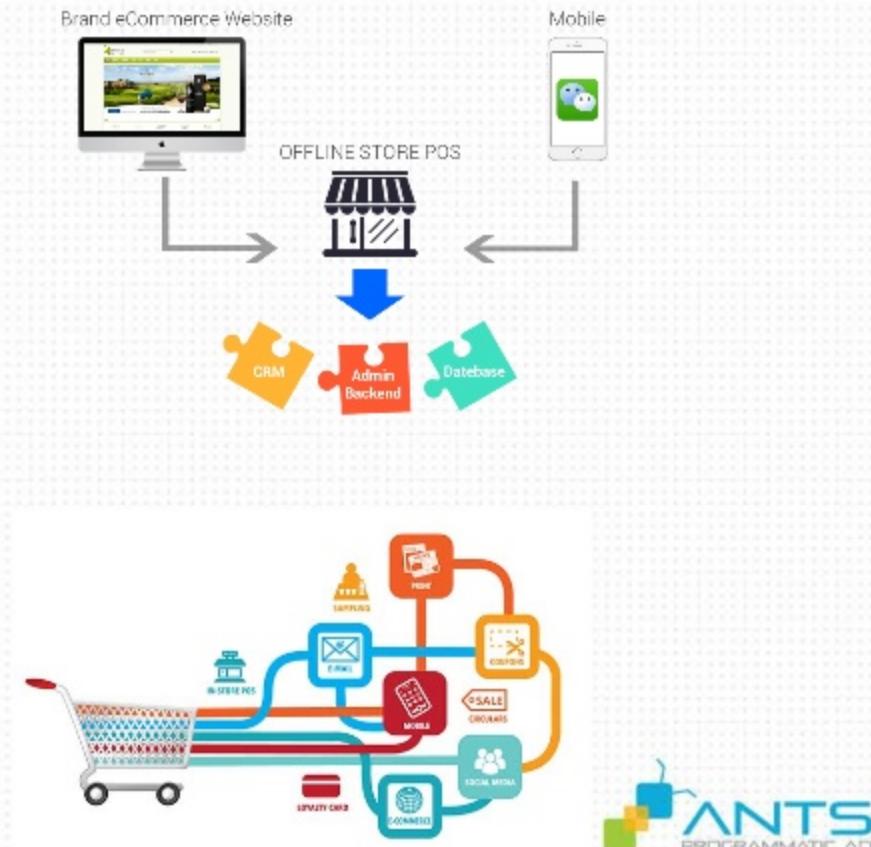


OMNICHANNEL

Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel

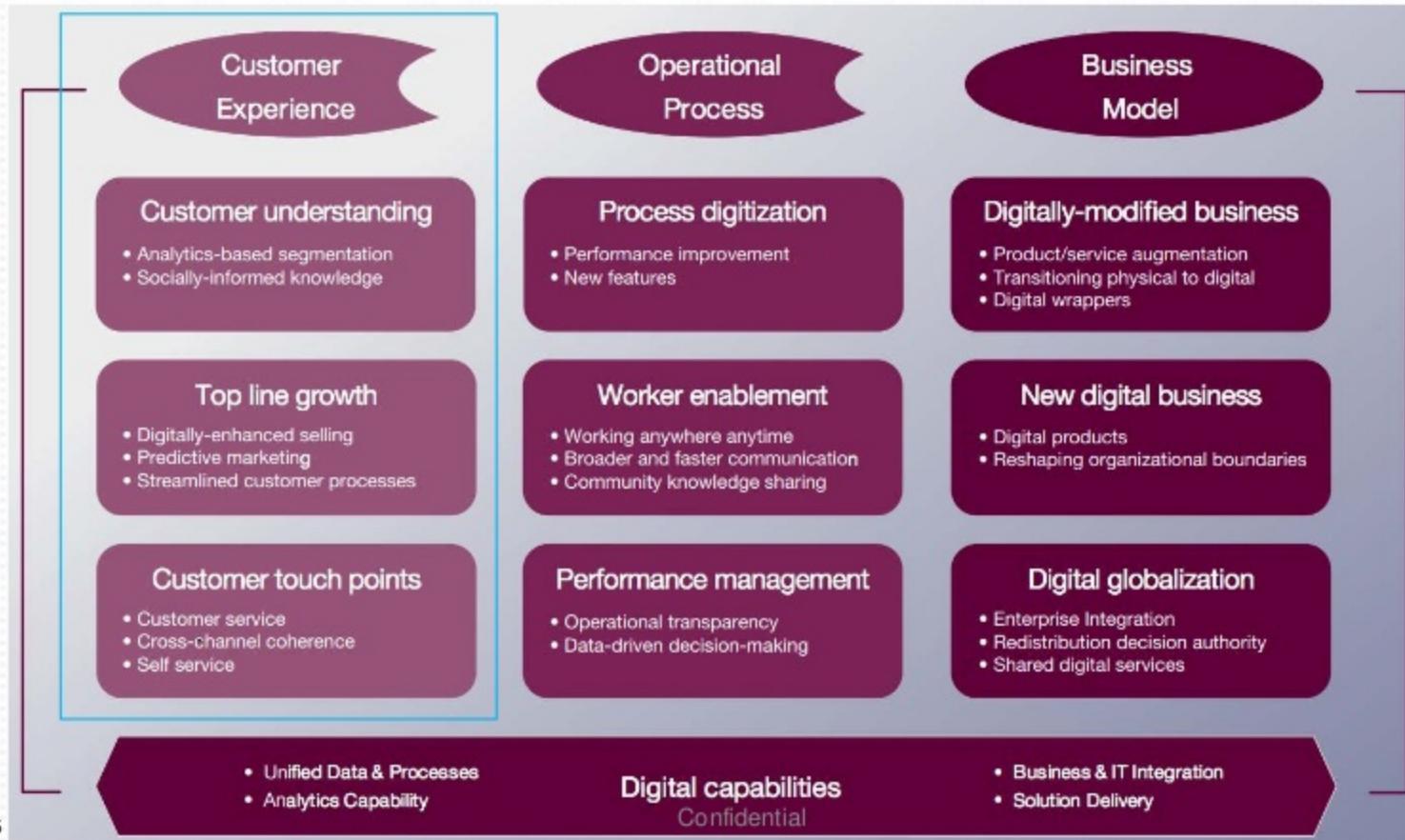
	OFF-LINE	ON-LINE	MOBILE
FOUNDATION	Identification of Need Search for solution	Identification of Need Search for solution	Identification of Need Search for solution
AWARENESS	Evaluate alternatives	Evaluate alternatives	Evaluate alternatives
CONSIDERATION	Visit the store Compare the offers Product details	Visit the website (/in-store touch points) Compare the offers Product details	Visit the app in-store or out-of-store Compare the offers Product details
PURCHASE	In-store purchase off-line	In-store purchase on-line Out-of-store purchase on-line	In-store mobile purchase Out-of-the-store mobile purchase
LOYALTY	Integrated fidelity points	On-line registration	App registration
ADVOCACY	Customized personal interaction	Social interaction	Social interaction
Time Spent	Up to 100%	Up to 100%	Up to 100%

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DIGITAL TRANSFORMATION

Customer Experiences

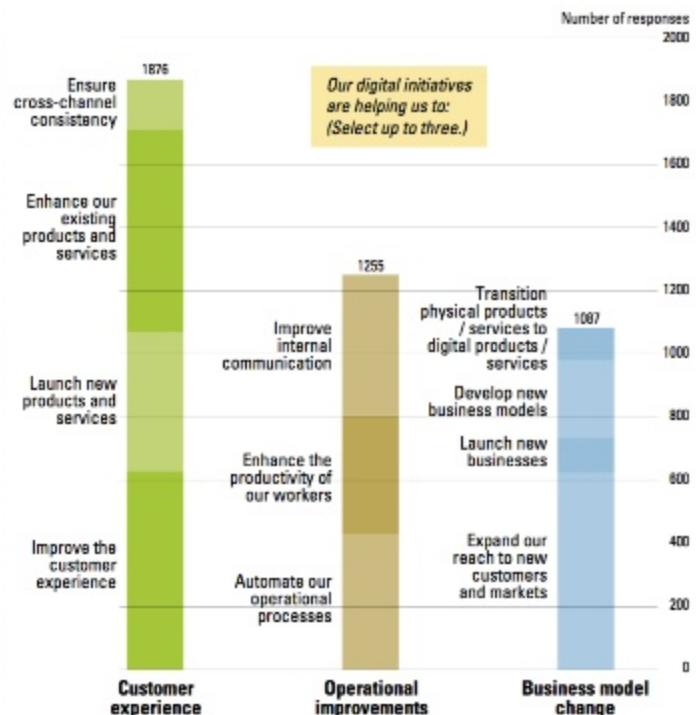


DIGITAL TRANSFORMATION

How does it help?

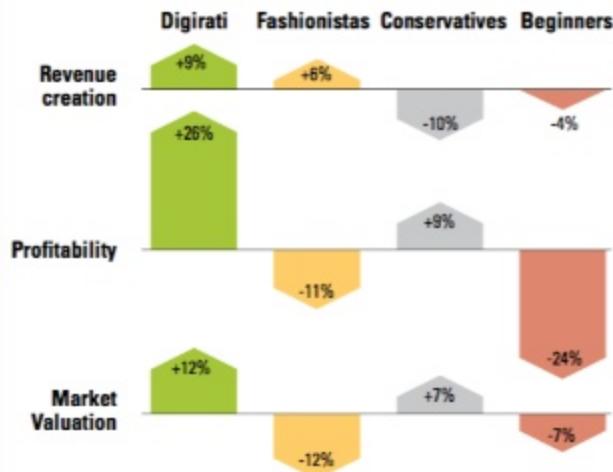
WHAT HAS DIGITAL DONE FOR US LATELY?

Companies are using technology to create real, transformative effects across customer experiences, internal operations and new business model.



DIGITAL CASH REGISTER

Digirati — the best companies at managing digital technology — get the best financial results.



SOURCE: MIT's Center for Digital Business and Capgemini report "The Digital Advantage: how digital leaders outperform their peers in every industry (<http://ebooks.capgemini-consulting.com/The-Digital-Advantage/index.html>)"

Case Study:

Top 1 F&B
Starbucks

DIGITAL TRANSFORMATION

Starbucks Digital Transformation

STARBUCKS COFFEE

30,000+ Stores
20B+ USD Rev.



DIGITAL TRANSFORMATION

Starbucks Digital Transformation

Starbucks Corporation (SBUX) ★ Watchlist

57.63 -0.98 (-1.67%) NASDAQ - As of 4:00PM EST

After Hours: 57.75 ↑ +0.12 (0.21%) 7:57PM EST

Beat the market

Get the app



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Sources: ANTS, FPT 2016

DIGITAL TRANSFORMATION

Starbucks Digital Transformation

30,000+ Stores
20B+ USD Rev.

Starbucks Digital Customer Experience Transformation

Start Starbucks Digital Ventures	myStarbucks App <ul style="list-style-type: none">- Locate Store- Learn about Coffee- Build their own drinks	Starbuck Free Wi-Fi	Card Mobile Apps	Mobile Payment <ul style="list-style-type: none">• Integration with Square,...• \$621 million sitting on the app• 146M interest, or 8% profits	Mobile Order & Pay <ul style="list-style-type: none">• Same store sales increased 9%• 10.4 Active Members• 20% all in-store transactions (4M/y)
Revamp My Starbucks Ideas		Starbuck Digital Network			

2008

2009

2010

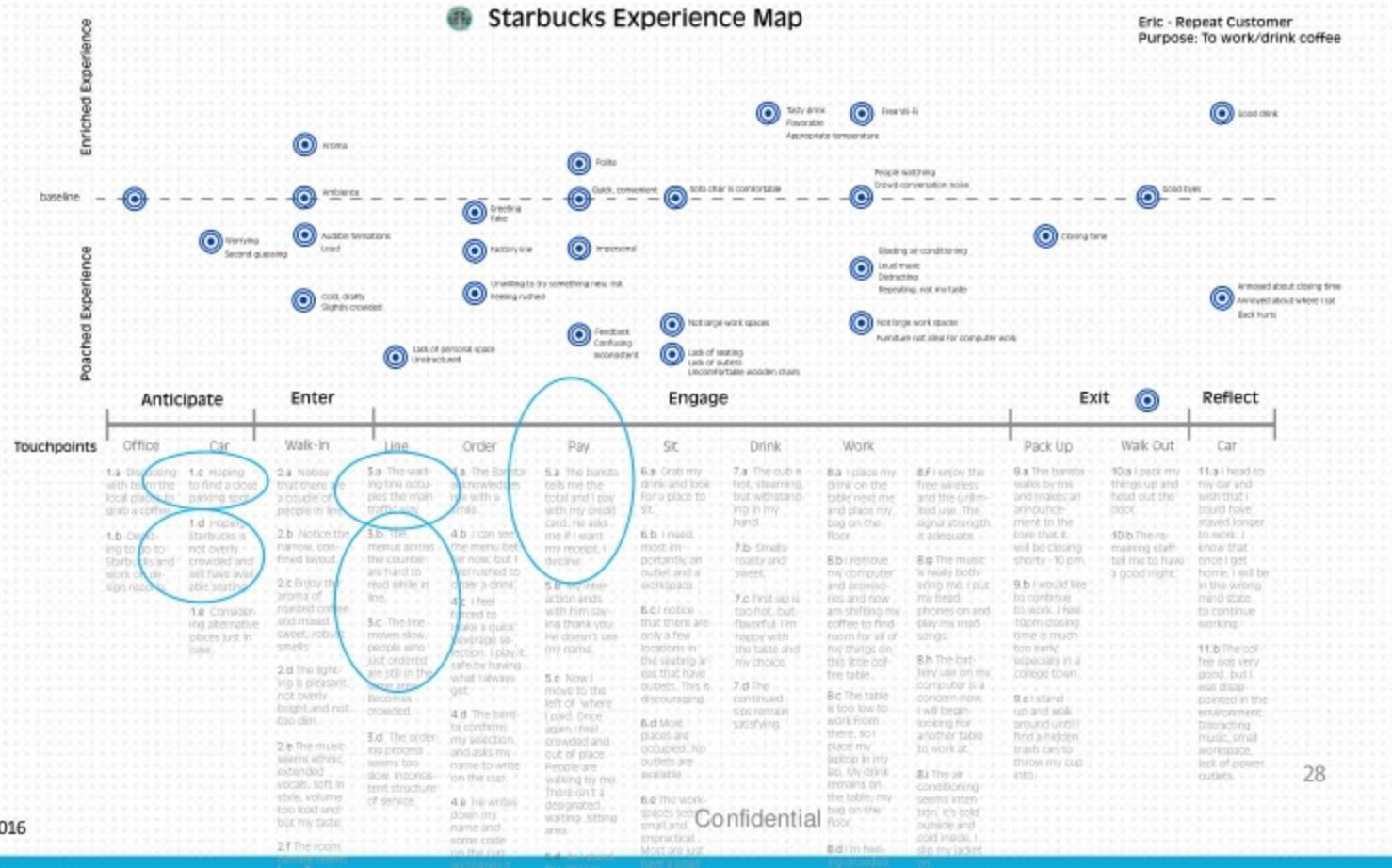
2011

2013

2015

DIGITAL TRANSFORMATION

Starbucks Digital Transformation



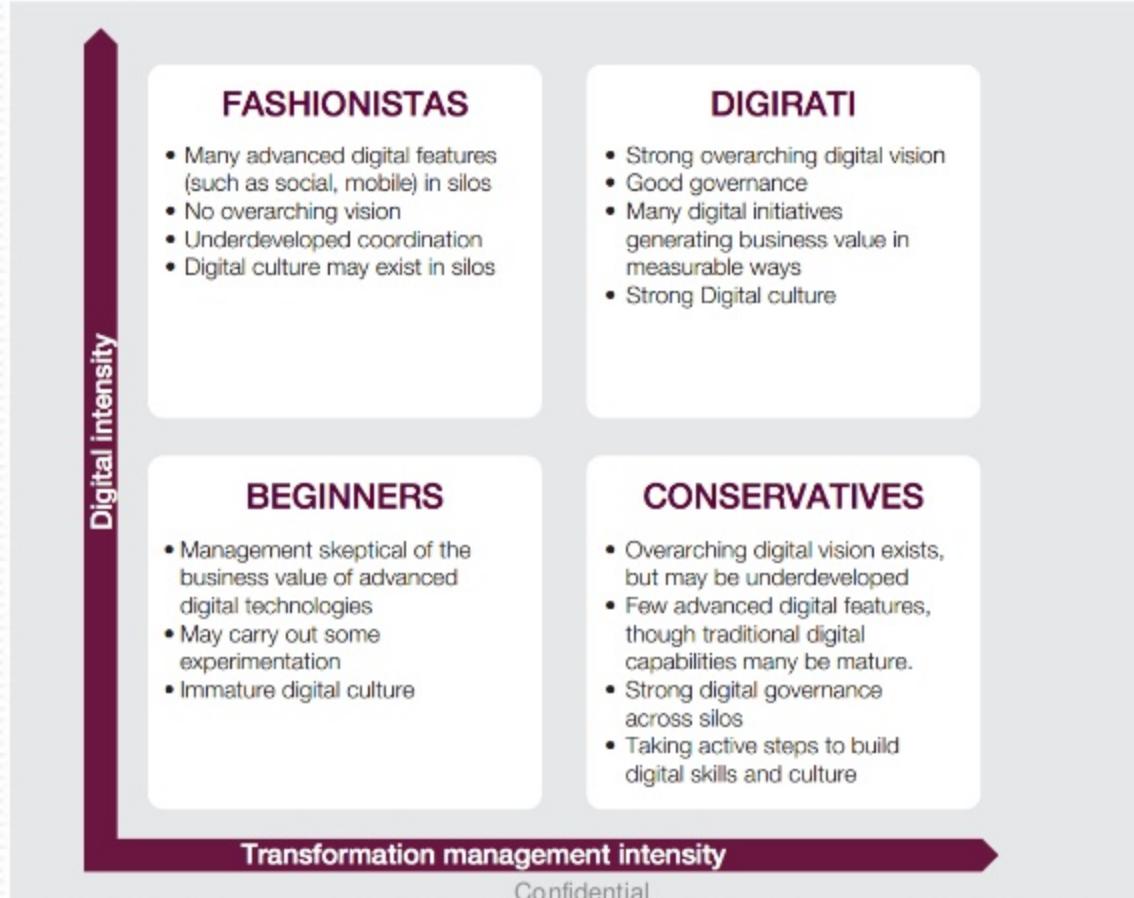
CUSTOMER EXPERIENCE

Personalization



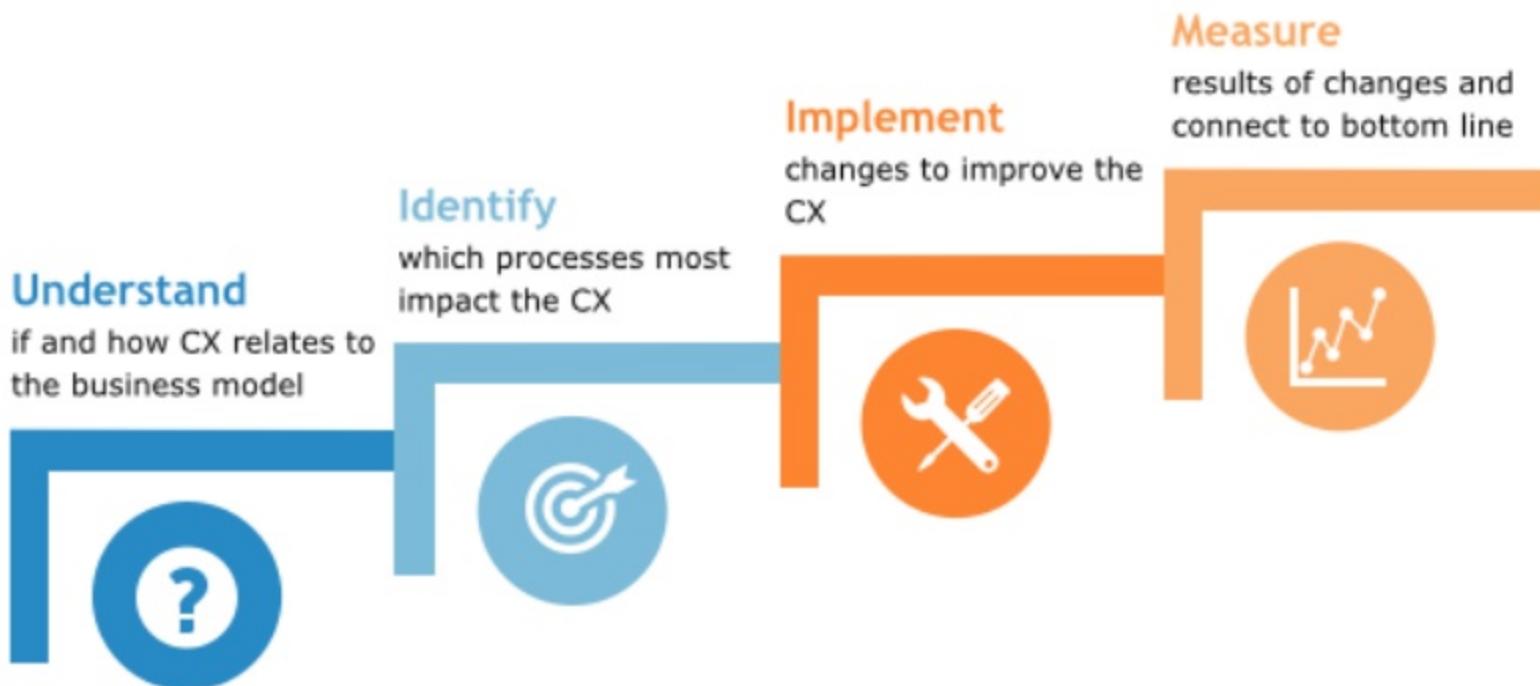
DIGITAL MATURITY

Personalization



DIGITAL MATURITY

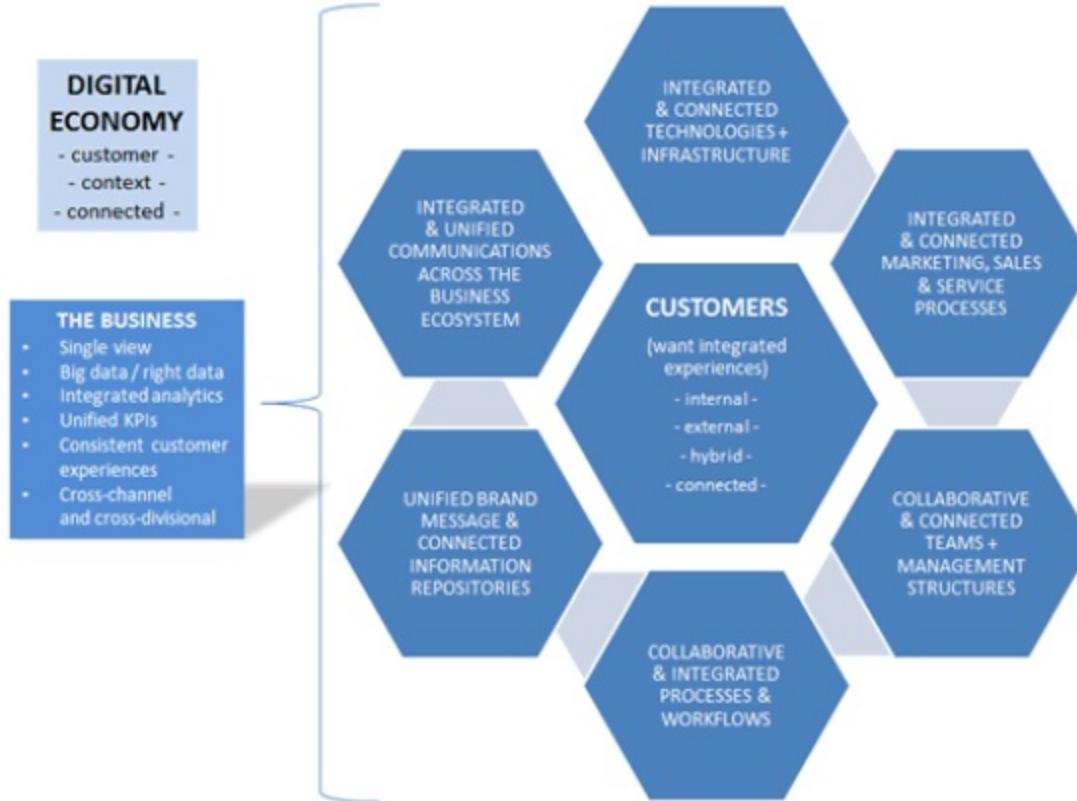
Personalization... Be Customer Centric, Start NOW!



DIGITAL BUSINESS

10,000+ Audience Segments

Gartner defines **digital business** as follows: "**Digital business** is the creation of new **business** designs by blurring the **digital** and physical worlds. ... **Digital business** promises to usher in an unprecedented convergence of people, **business**, and things that disrupts existing **business** models".



DIGITAL BUSINESS

10,000+ Audience Segments

Digital Vortex 2017: Industry Ranking

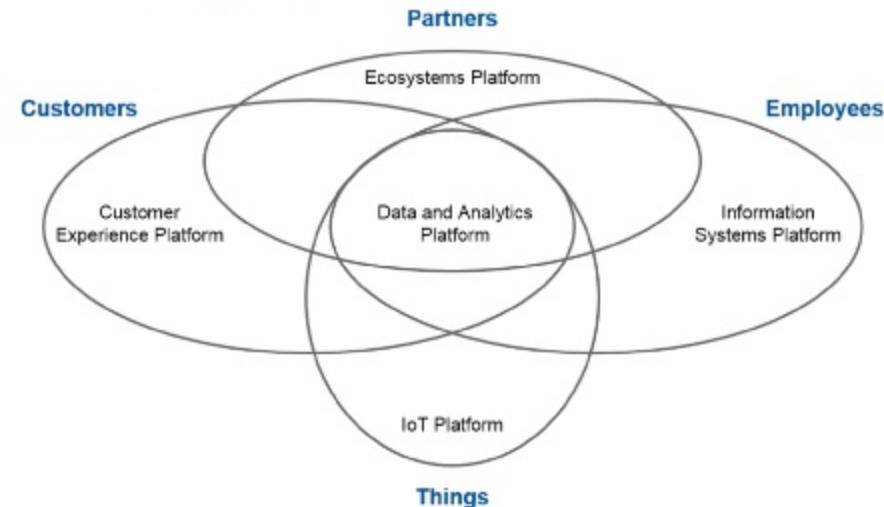


Source: Global Center for Digital Business Transformation, 2017
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DIGITAL BUSINESS

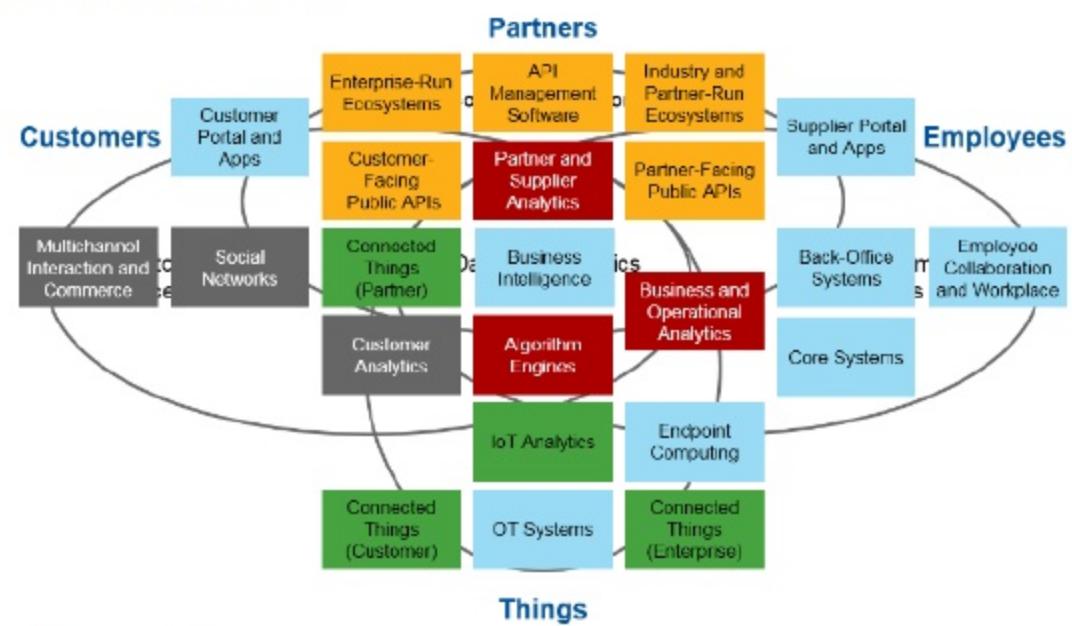
10,000+ Audience Segments

Figure 1. The Digital Business Technology Platform



iOT = Internet of Things
Source: Gartner (June 2016)

Figure 7. Digital Business Technology Platform



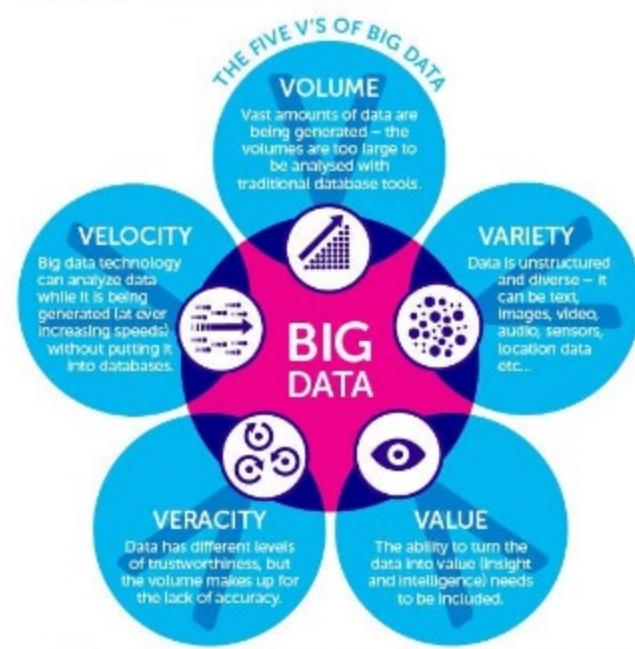
Source: Gartner (June 2016)

#BIGDATA

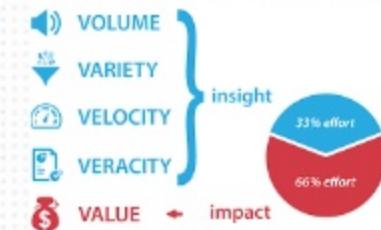
5Vs = Volume, Velocity, Variety, Veracity and Value



WHAT IS BIG DATA?



Big data definition: The exact definition of big data is contested, but the "5 V's" is one of several definitions used by IBM.



ARTIFICIAL INTELLIGENCE (#AI)

10,000+ Audience Segments

100 STARTUPS USING ARTIFICIAL INTELLIGENCE TO TRANSFORM INDUSTRIES

CONVERSATIONAL AI/ BOTS



VISION



AUTO



ROBOTICS



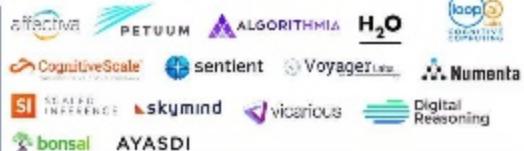
CYBERSECURITY



BUSINESS INTELLIGENCE & ANALYTICS



CORE AI



AD, SALES, CRM



HEALTHCARE



FINTECH & INSURANCE

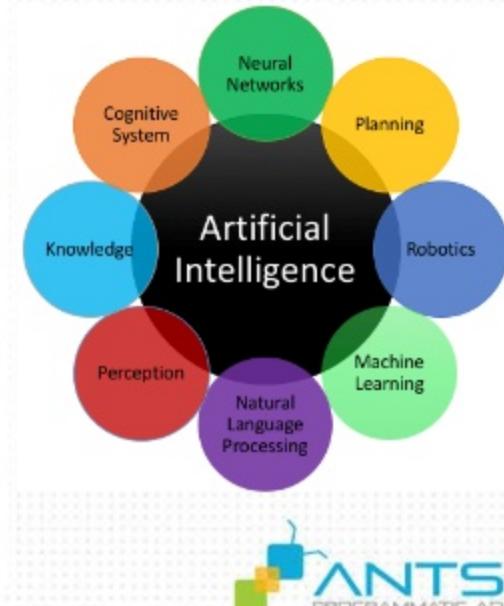


OTHER



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Artificial intelligence (#AI) is intelligence displayed by machines, in contrast with the natural intelligence displayed by humans and other animals. (Wikipedia)



ARTIFICIAL INTELLIGENCE (#AI)

Our Expertise

Natural Language Processing



- News Monitoring System
- IT Support Chatbot
- Digital Advisor
- Sentiment Analysis
- Voice Control System

User Behavior Prediction



Computer Vision & Pattern Recognition



- Objects Detection
- License Plate Recognition
- Driver Monitoring
- People Counting
- Available Parking Lots

Business Analytics



- SmartRouter
- ANTS

LEARNING TRACKS



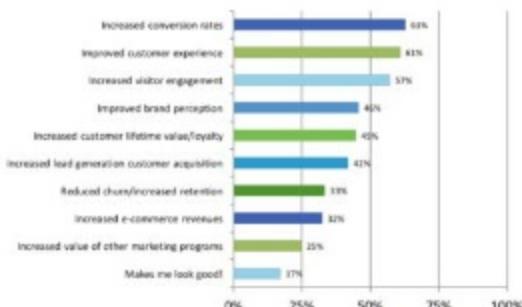
CORPORATE TRAINING



ANTS LAB



What are the main benefits you see from website/in-app personalization for your organization? - Top 10



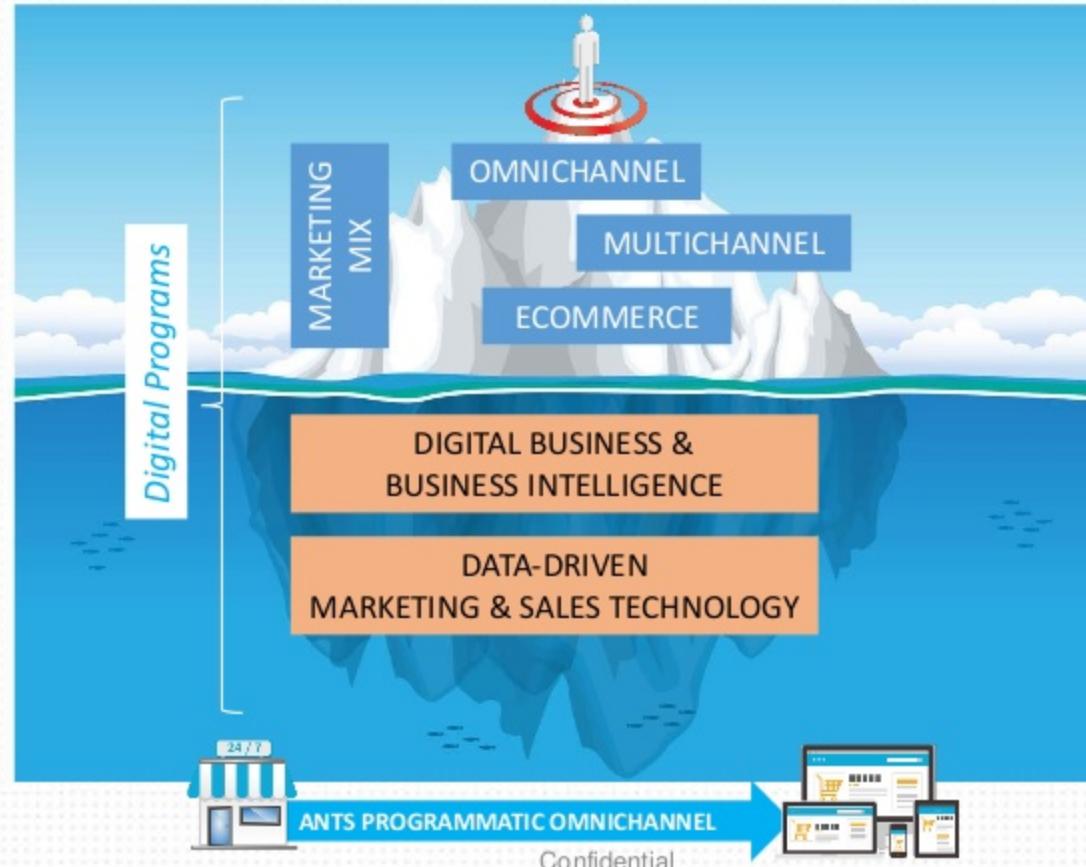


ANTS PROGRAMMATIC OMNICHANNEL

1. BIG DATA & CONNECTED DATA
2. AUDIENCE & 360 CUSTOMER PROFILE
3. DIGITAL COMPONENTS
4. OPTIMIZATION & INSIGHTS
5. DIGITAL EXPERIENCE
6. DIGITAL API
7. OPEN PLATFORM

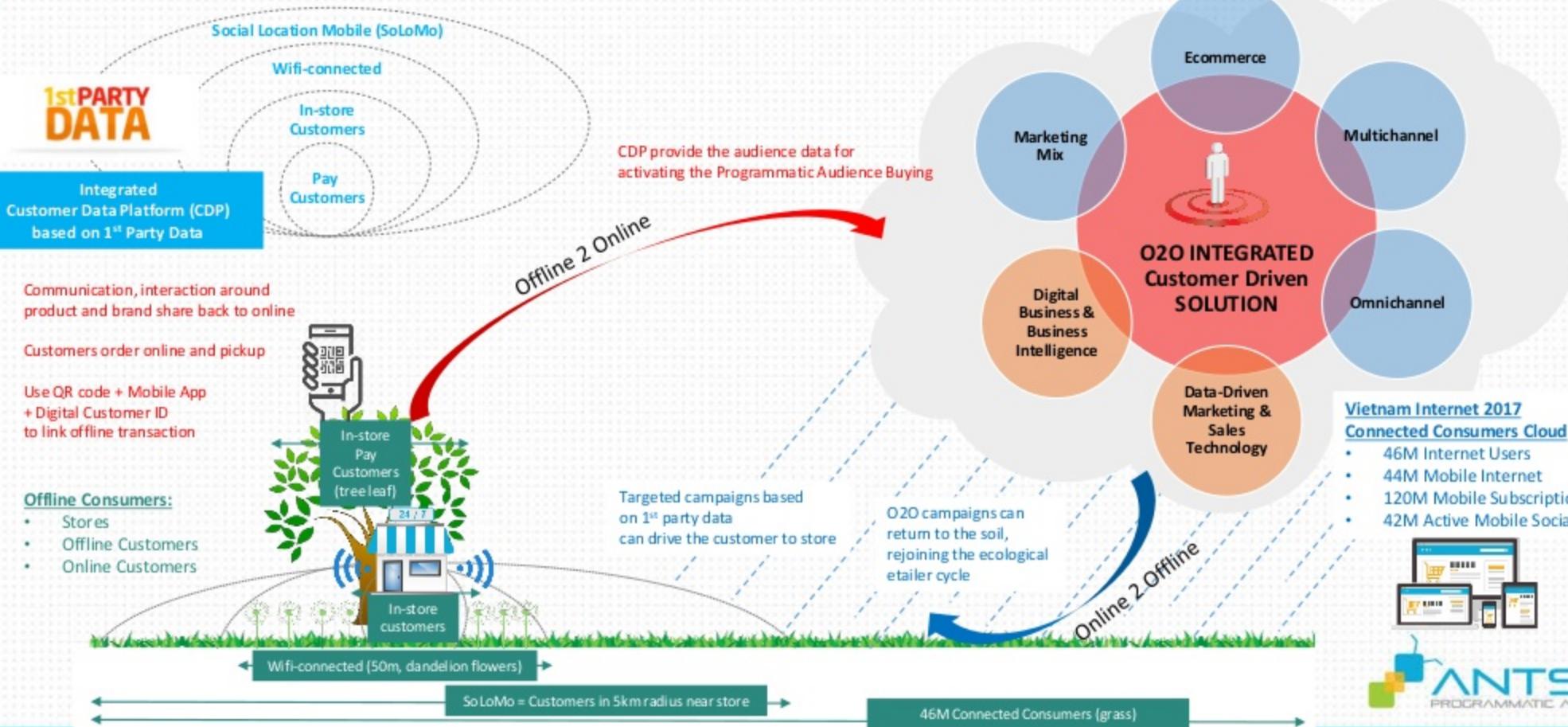
OMNICHANNEL STREATEGY

7 Core Digital Programs | Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



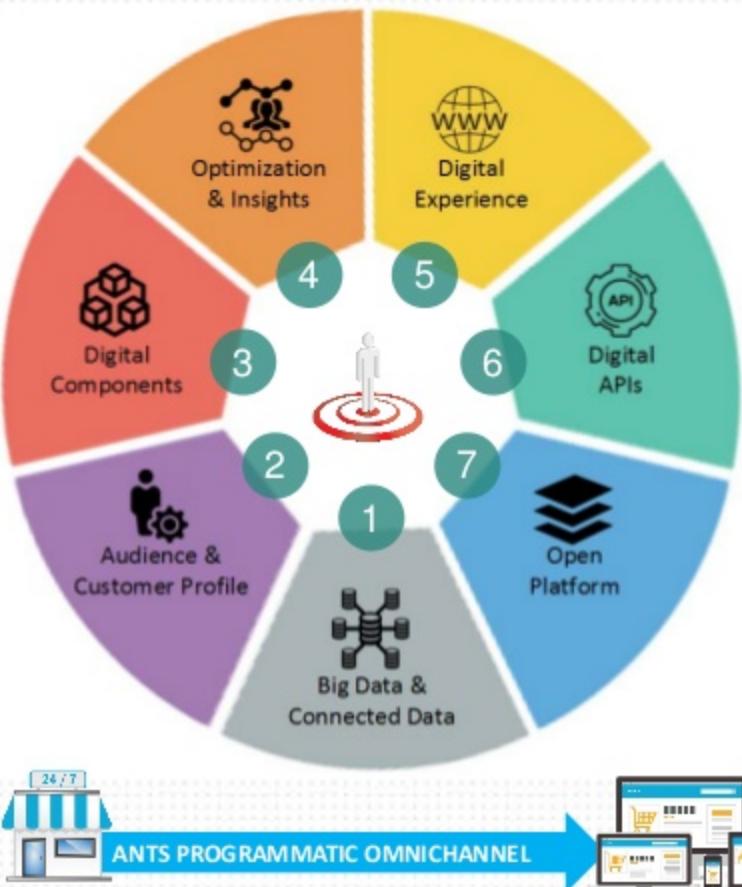
OMNICHANNEL STREATEGY

7 Core Digital Programs | Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



OMNICHANNEL INTEGRATED CUSTOMER DRIVEN SOLUTION

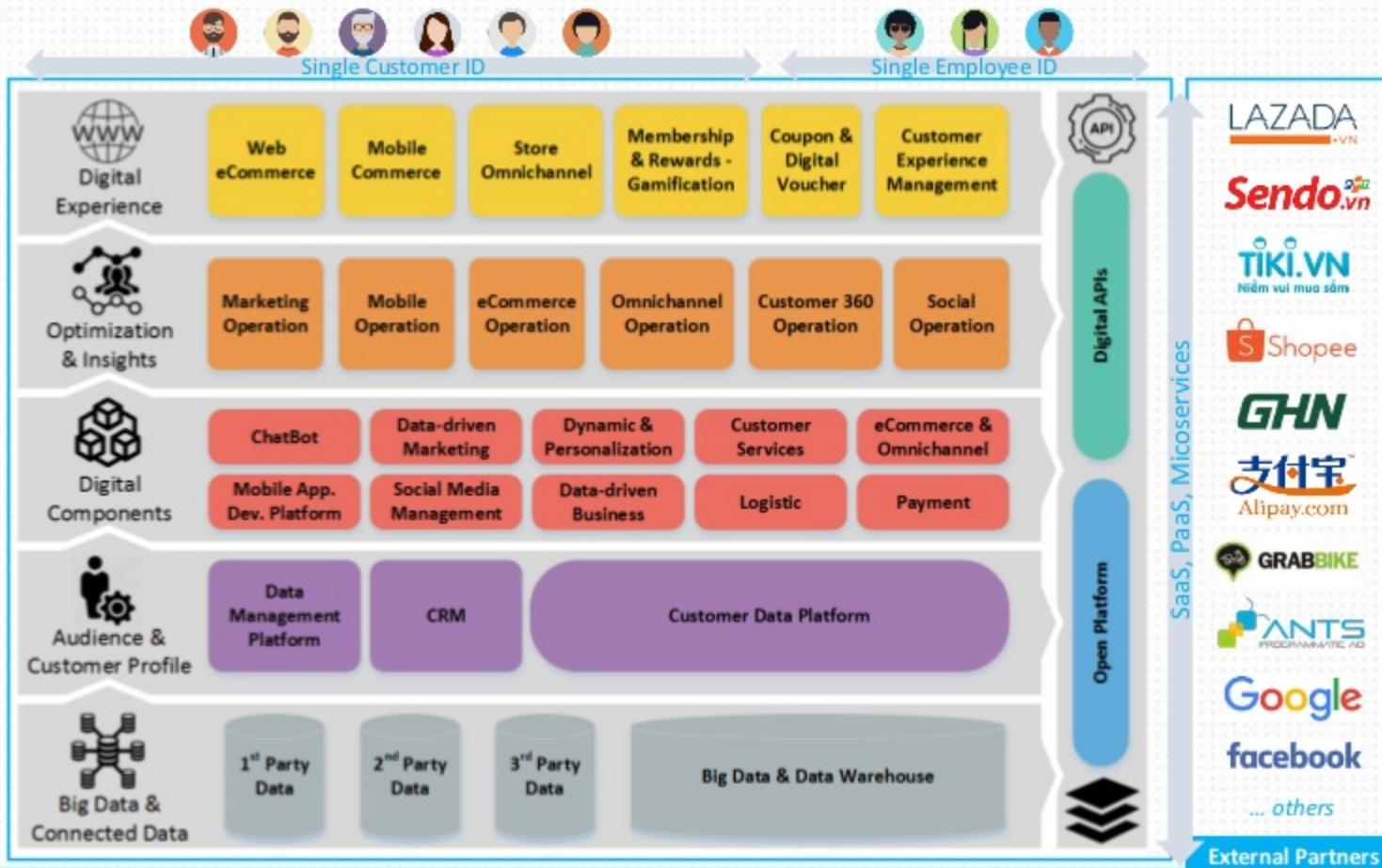
7 Core Digital Programs | Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



1. Contains information management and analytical capabilities. Data management programs and analytical applications fuel data-driven decision making, and algorithms automate discovery and action.
2. Personalized marketing technology for data collection, data classification, data analysis, data transfer, and data scalability that creates a persistent, unified customer and combined to create a single customer view.
3. Supports the back office and operations such as ERP and core systems for digital experiences.
4. Supports the business operations, reporting, dashboards and online analytical processing (OLAP) analysis of all business process and core system data.
5. Contains the main customer-facing elements such as customer and citizen portals, multichannel commerce and customer apps.
6. API management, control and security are main elements.
7. Supports the creation of, and connection to, external ecosystems, 3PL, payments, marketplaces, and communities.

OMNICHANNEL INTEGRATED CUSTOMER DRIVEN SOLUTION

7 Core Digital Programs | Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



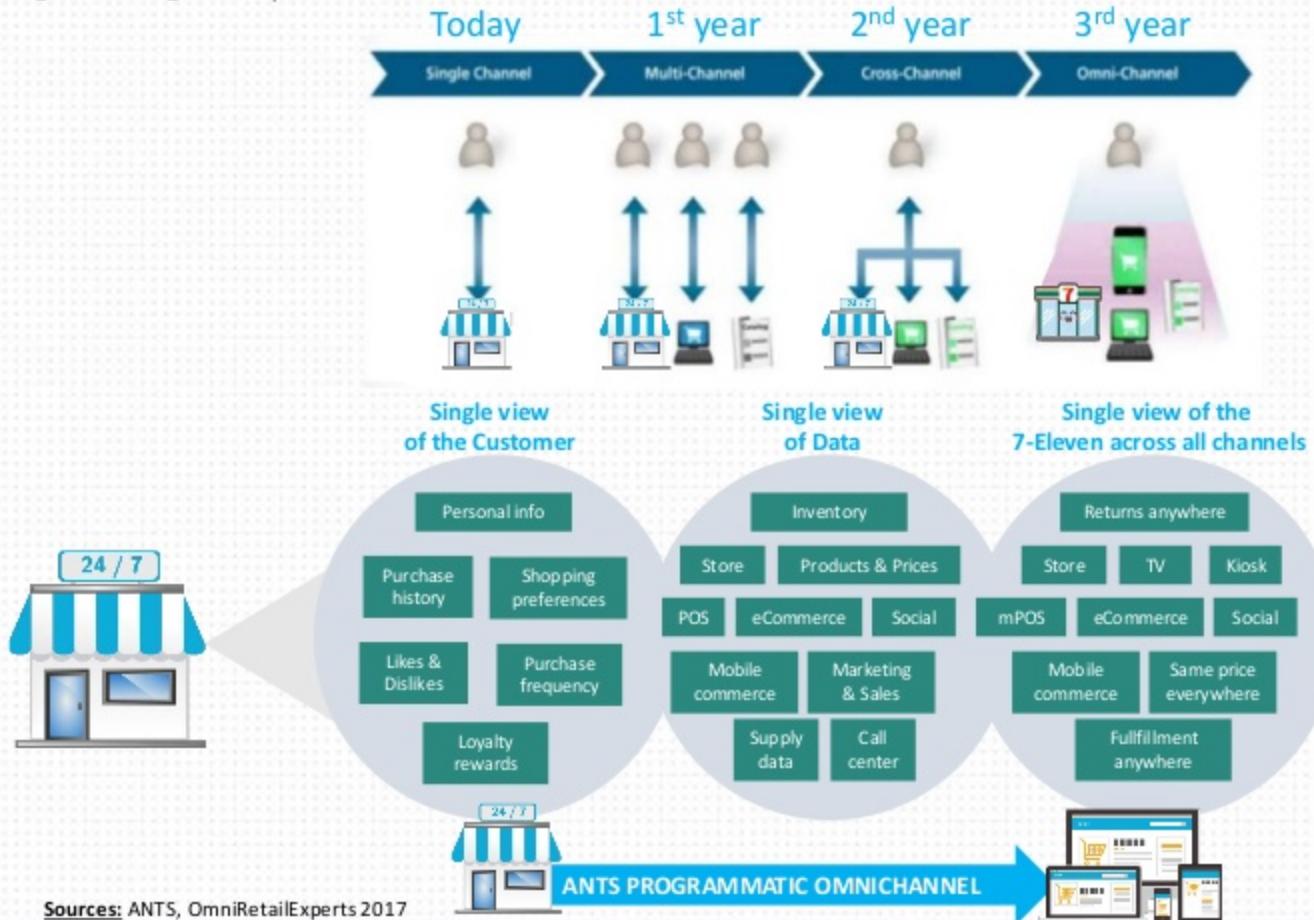
ANTS PROGRAMMATIC OMNICHANNEL

- 7 Digital Programs
- 31 Digital Modules



OMNICHANNEL INTEGRATED CUSTOMER DRIVEN SOLUTION

7 Core Digital Programs | Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



Sources: ANTS, OmniRetailExperts 2017

OMNICHANNEL INTEGRATED CUSTOMER DRIVEN SOLUTION

7 Core Digital Programs | Store > Ecommerce > Multichannel > Cross-Channel > Omnichannel



groupm

Lazada

FPT

FPT
Shop

FPT
Telecom

FPT
University

FPT
Trading

Zing

dentsu

Chợ Tốt.vn
Chợ của người Việt

NHÓM MUA.COM

ASUS

SAMSUNG



ANTS Customers:

- Ecommerce
- Retail
- Real Estate
- Beauty & Spa
- Automotive
- Education
- Banking

VNEXPRESS
TIN KHÔNG VIỆT NAM



CLIMAX

first.com

eSendo

VIETTEL
Store

THACO
TRƯỜNG HẢI AUTO

HONDA
The Power of Dreams

NOVA
LAND

TOPICA
TOPICAEAST ASIA

THÀNH NIÊN
Tin tức và giải trí hàng đầu Việt Nam

moore®
Creating community value

Nguyenkim

SẢN GIAO DỊCH BĐS
NAM LONG

CEN GROUP
the real property

Land24.vn
Nơi mua bán nhà tốt nhất

vietnam.net

emerald

TIKI.VN
Niềm vui mua sắm

ADORA
SKINCARE & LUXURY SPA

VIB
Ngân hàng Quốc Tế

FE CREDIT
VAY TIỀU DỤNG TÍN CHẤP

VINHOMES

KOMPAS.com

lava
Digital

adayroi.com

ZALORA

THÀNH PHỐ VIỆT
ĐÔNG Á

THÀNH PHỐ VIỆT
KANGNAM

SHISEIDO

KIENA
CÔNG TY CỔ PHẦN

Tribunnews

ureka
MEDIA

LAZADA
.CO.ID

tokopedia

JD.com

MATAHARI
Mall

Capitaland

LIPUTAN 6

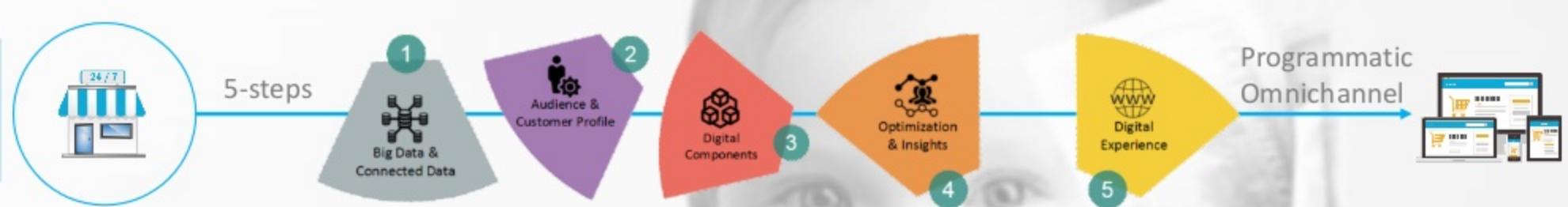
DatVietVAC

1000+ Publishers

50+ Agencies

500+ Advertisers





OMNICHANNEL & AUTOMATION DIGITAL MARKETING-SALES

1. BIG DATA & CONNECTED DATA
2. AUDIENCE & 360 CUSTOMER PROFILE
3. DATA-DRIVEN PERFORMANCE MARKETING
4. AUTOMATION MARKETING
5. CHATBOT & ASSISTANCE
6. ECOMMERCE RECOMMENDATION
7. OMNICHANNEL CONTACT CENTER & CS

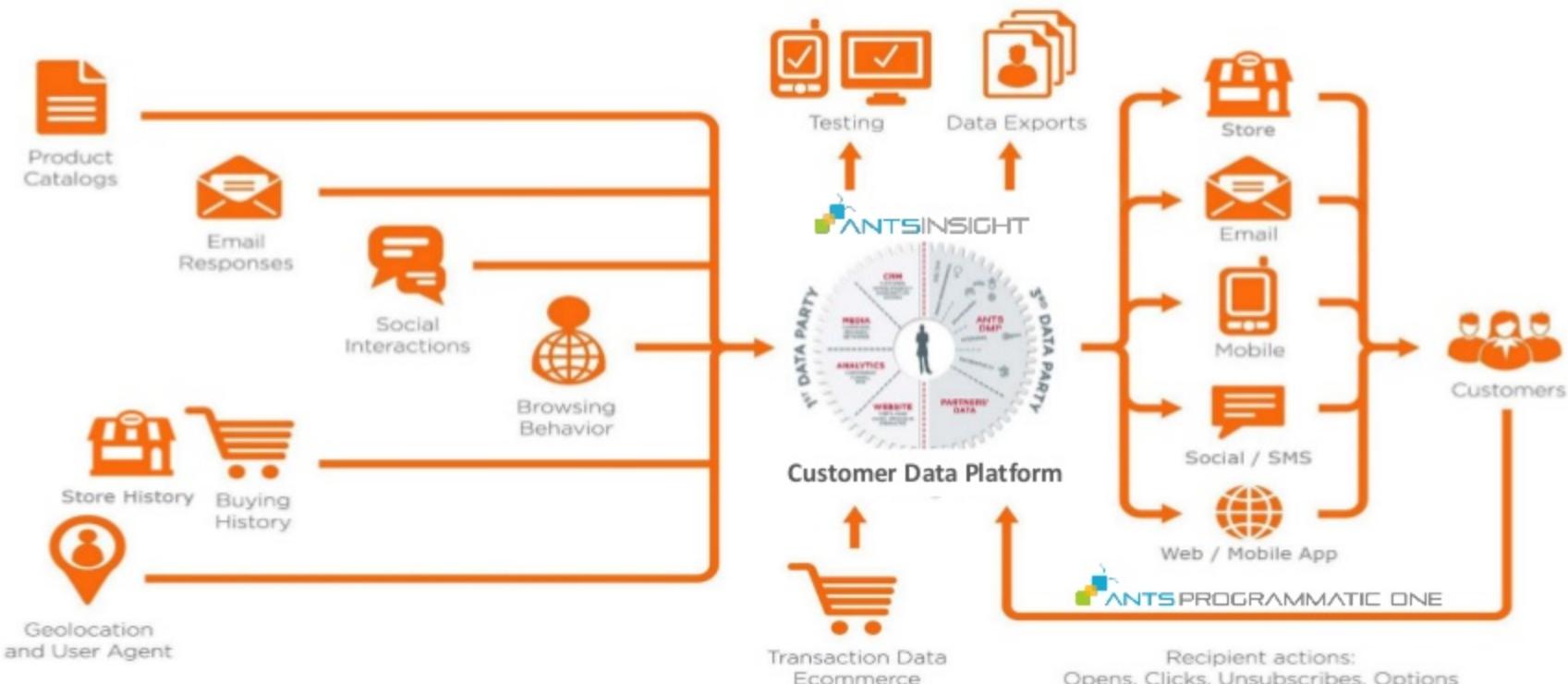
1. BIG DATA & CONNECTED DATA

- Data Warehouse to Data Lake to Big Data
- Marketing & Sales & Customer 360 & CS & Social Data
- Business Data to Digital Business
- Automation to Personalization

CUSTOMER DATA PLATFORM

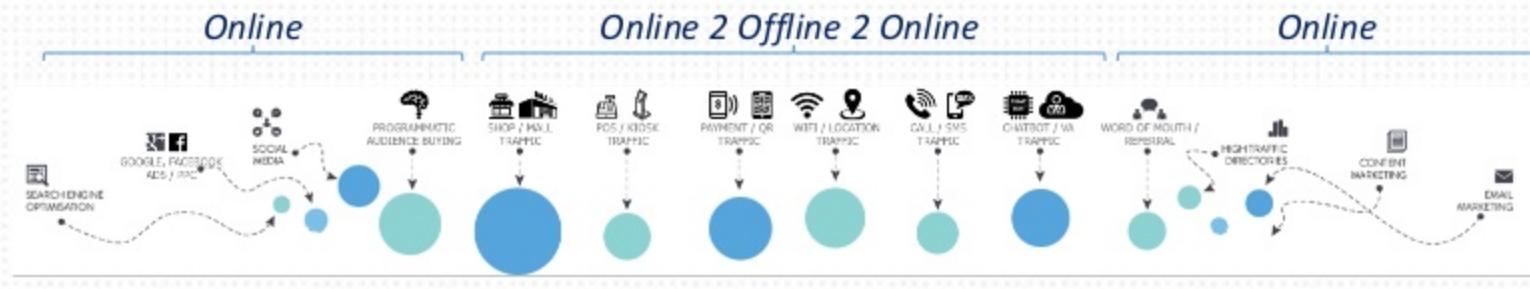
Marketing Automation, AdOps, Programmatic

10,000+ Stores
1B+ USD Rev.



CUSTOMER DATA PLATFORM

Data Management Platform + CRM



Customer Touch Points

- In-store Points / QR
- QR Bills/Transaction (POS)
- Wifi-touchpoints
- Call center
- CRM
- Digital Voucher



- Website & Mobile Web/App
- SMS/Email/Webpush/AppPush
- Social Official Account (FanPage)
- ChatBot (Facebook msg, Line)
- Marketing
- Ecommerce



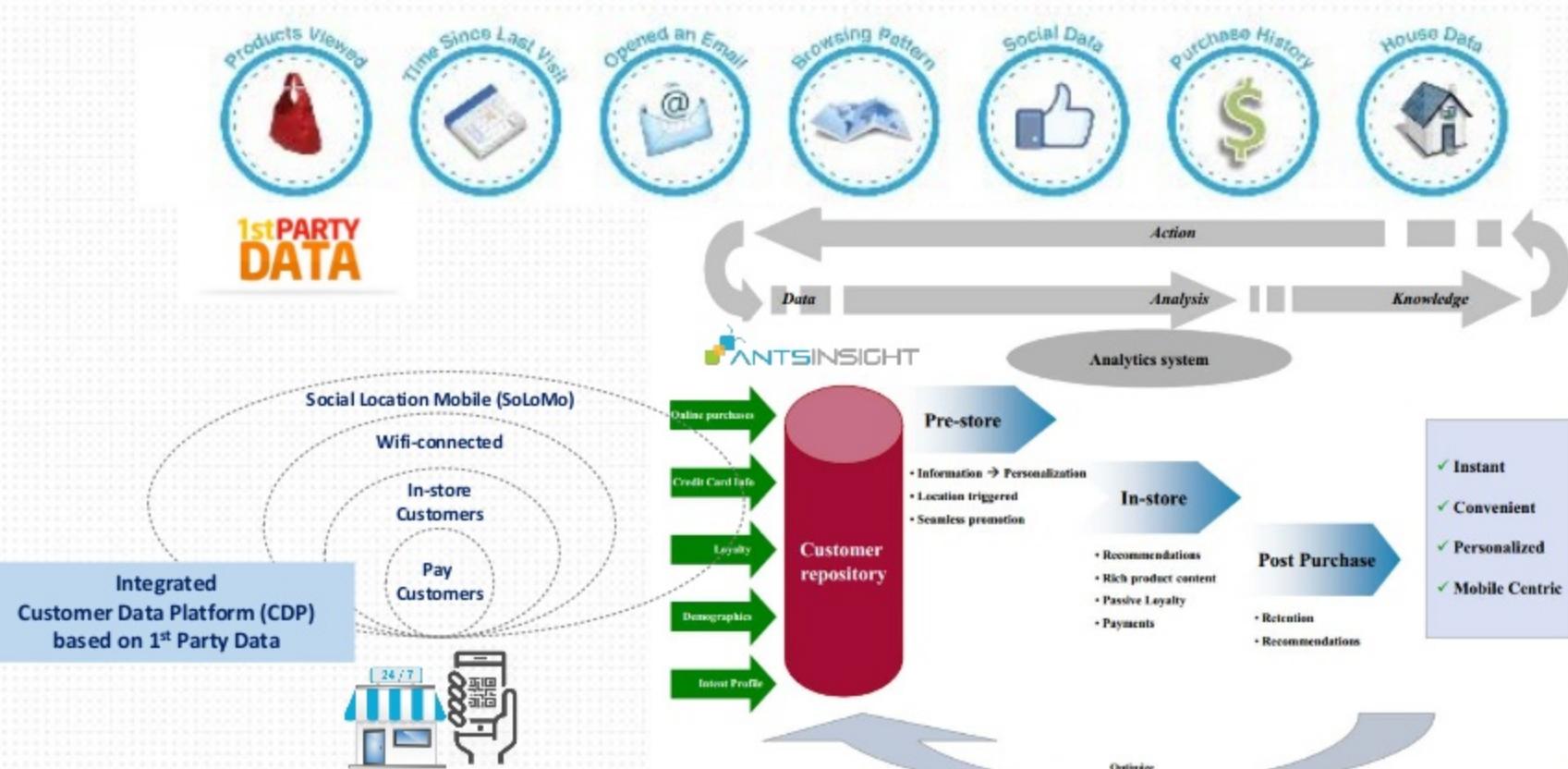
- Mobile Number
- Email
- Social ID
- Device ID

Confidential

Sources: FPT, ANTS, https://en.wikipedia.org/wiki/Personalized_marketing#DMP,
https://en.wikipedia.org/wiki/Customer_Data_Platform, https://en.wikipedia.org/wiki/Demand-side_platform, https://en.wikipedia.org/wiki/Real-time_bidding

CUSTOMER DATA PLATFORM

Data Management Platform + CRM



2. AUDIENCE & 360 CUSTOMER PROFILE

- Data Management Platform
- Data Customer Platform
- Marketing & Sales & Customer 360 & CS & Social Data
- ERFM Matrix & Business Data to Business Insight

360 CUSTOMER VIEWS

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores
500M USD Rev.



ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

400+ Stores
500M USD Rev.

ERFM Metrics:



ENGAGEMENT

The time on site,
time on product



RECENCY

The *freshness* of
customer activity.

e.g. time since last
activity



FREQUENCY

The *frequency* of
customer
transactions.

e.g. the total
number of recorded
transactions



MONETARY

The *willingness* to
spend.

e.g. the total
transaction value

ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

400+ Stores

USD Rev.

RFM Segmentation can be applied to **activity-related data** that has **measurable value** and is **repeatable**



E-COMMERCE

Orders, visits



SOCIAL MEDIA

Sharing, liking,
engagement



GAMING

In-app purchases,
levels played



DISCUSSION BOARDS

Posting, up-votes



LEAD MANAGEMENT

Engagement, value

You can use **more than one RFM segmentation**



Purchase history
Website visits
Social engagement

ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

400+ Stores
500M USD Rev.

... by splitting values into bins.



ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

400+ Stores
500M USD Rev.

CUSTOMER IDs = (A, B, C, ...)

Also, use *Recency* for campaigning

X/UP-SELL, PROMOTIONAL

ACTIVE

RETENTION CAMPAIGN

AT RISK

REACTIVATION CAMPAIGN

CHURNED

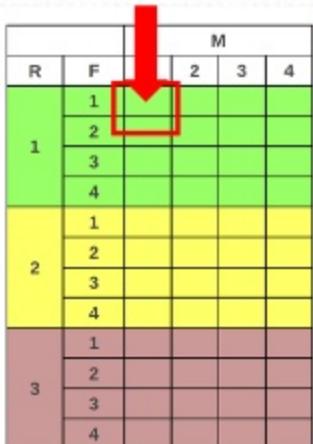
		M			
R	F	1	2	3	4
1	1				
	2				
	3				
	4				
2	1				
	2				
	3				
	4				
3	1				
	2				
	3				
	4				

Confidential

ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

CUSTOMER IDs = (A, B, C, ...)

Also, use *Recency* for campaigning



The dashboard displays RFM Segmentation results and campaign activation options:

RFM Segmentation: RFM behavior user

RECENCY	FREQUENCY	MONETARY		
		Low	Medium	High
Low	Low	25.7% (↑25.7%)	247 (+247)	247 (+247)
		Non Customer	248 (+248)	247 (+247)
	Medium	25.7%	243 (+243)	243 (+243)
		Potential Customer	243 (+243)	19 (+19)
High	Low	6.1% (↑6.1%)	42 (+42)	42 (+42)
		Loyal Customer	512 (+512)	42 (+42)
	Medium	23.8% (↑23.8%)	387 (+387)	387 (+387)
		New Customer	349 (+349)	387 (+387)
High	Low	2.4% (↑2.4%)	18 (+18)	18 (+18)
		Potential Customer	785 (+785)	18 (+18)
	Medium	4.2% (↑4.2%)	36 (+36)	36 (+36)
		Loyal Customer	405 (+405)	405 (+405)
Low	Low	5.2% (↑5.2%)	492 (+492)	492 (+492)
		New Customer	571 (+571)	492 (+492)
	Medium	2.7% (↑2.7%)	221 (+221)	221 (+221)
		Potential Customer	3699 (+3699)	221 (+221)
High	2.7% (↑2.7%)	51 (+51)	51 (+51)	
	Loyal Customer	3869 (+3869)	51 (+51)	

ERFM SEGMENTATION / SKUs >>> ACTIVATE

ANTS PROGRAMMATIC ONE

The diagram shows various activation channels:

- Store
- Email
- Mobile
- Social / SMS
- Web / Mobile App

These channels point to a group of **Customers**.

ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

400+ Stores

500M USD Rev.

Dashboard > User Identity

RFM Audience

RFM: RFM behavior user
Decile segment: Best Customers

View history 51 (9)
24 33
Show list users
Create campaign View history

Recommend Products

Product	Price	Description
OPPO F3	\$ 6,990,000	Samsung Galaxy J3 Pro
Samsung Galaxy S2 Edge	\$ 15,990,000	Samsung Galaxy S2 Edge
OPPO F1s	\$ 6,990,000	Samsung Galaxy A5 (2017)
Samsung Galaxy A5 (2017)	\$ 7,990,000	iPhone 6s 64GB

Platform

Platform	Share
Desktop	9.81%
Mobile	0.00%
Tablet	0.00%
Question	90.19%

Product

#	Product Name	Cart	Purchase	Revenue
1	Macbook Pro 13 inch Touch Bar 256GB (2017)	2	0	0.00

Confidential

ANTS PROGRAMMATIC ONE

ENGAGEMENT + RECENCY + FREQUENCY + MONETARY (ERFM) ANALYTICS FOR RETAIL

400+ Stores

500M USD Rev.

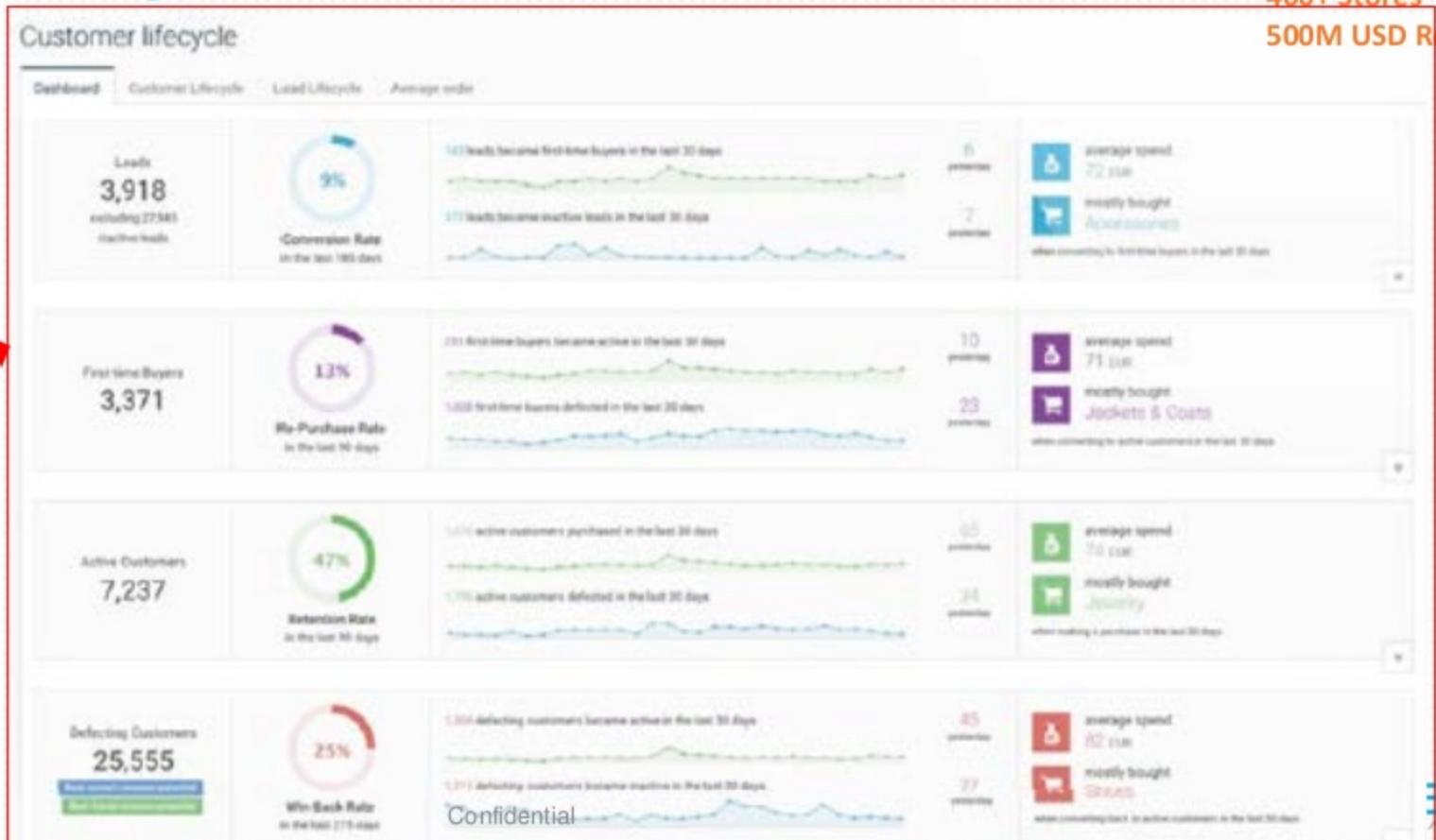
ERFM SEGMENTATION / Customer LTV

51 (19%)

24 33

Best Customers

- [View history](#)
- [Show list users](#)
- [Create campaign](#)
- [View history](#)



020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

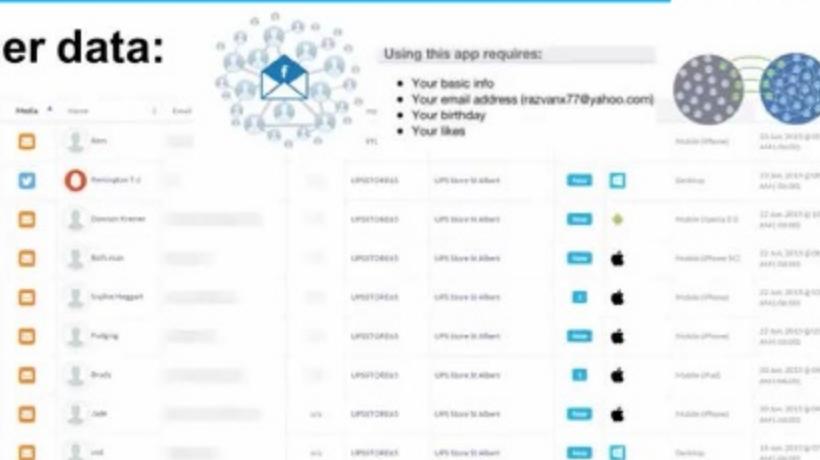
400+ Stores

500M USD Rev.

GROW YOUR MARKETING DATABASE

Capture valuable customer data:

- Real name
- Personal email address
- Gender
- Birthday
- Social patterns



The screenshot shows a marketing database interface with a header "Using this app requires:" followed by a list of permissions: "Your basic info", "Your email address (razvanya77@yahoo.com)", "Your birthday", and "Your likes". Below this, there is a circular icon with a mail icon and a list of users. The main area displays a grid of user profiles with columns for "Name", "Email", and "Device". Each row contains a user's name, their personal email address, and the device they used to capture the data. The data is presented in a clean, organized table format.

Name	Email	Device
Am	razvanya77@yahoo.com	Desktop
Pennington T-J	razvanya77@yahoo.com	Mobile (iPhone) 3G
Dominic Kremer	razvanya77@yahoo.com	Mobile (iPhone) 3G
Bethany	razvanya77@yahoo.com	Mobile (iPhone) 3G
Sophie Heggart	razvanya77@yahoo.com	Mobile (iPhone) 3G
Purding	razvanya77@yahoo.com	Mobile (iPhone) 3G
Brandy	razvanya77@yahoo.com	Mobile (iPhone) 3G
Jade	razvanya77@yahoo.com	Mobile (iPhone) 3G
Ind	razvanya77@yahoo.com	Mobile (iPhone) 3G

New and returning visitors will be automatically added to your email marketing database directly from Facebook.

Plus... the ability to generate thousands of likes in MINUTES!

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores
500M USD Rev.

Digital CRM with Multi-dimensions data view

The screenshot displays a digital CRM interface with the following features and annotations:

- Header:** ANTS INSIGHT, HOME, AUDIENCE SEGMENT, CRM (highlighted in red), ADMIN, English, Help Center.
- Sub-Header:** List customers, Primary Dimension: Customer, Source, Campaign, Contact.
- Table Headers:** ID, Fullname, Sources, Campaign, Content, Email, Phone, Date register, Assistance, Status.
- Annotations:**
 - Customer Name (LEAD):** A red box highlights the first row of leads.
 - Multi UTM Tracking & Performance:** A red box highlights the 'Sources' column.
 - New Leads (email):** A red box highlights the 'Email' column.
 - New Leads (phone):** A red box highlights the 'Phone' column.
 - CRM Data:** A red box highlights the 'Assistance' and 'Status' columns.
 - WON - SALE data connected with processing the lead !!!** A red box highlights the status of the first lead.
 - Gender (validated):** A red box highlights the gender dropdown in the assistance column.
 - Address (validated):** A red box highlights the address dropdown in the assistance column.
 - Department (assigned):** A red box highlights the department dropdown in the assistance column.

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.

Mapping Lead Data with Social Data (Facebook Profiles)

Uyen Duong

Timeline About Friends 72 Mutual Photos More Search this profile

About

To see what she shares with friends, send her a friend request.

You and Uyen have 72 mutual friends

Add Friend

Overview

Former Tổng giám đốc at Citi Express

Former CEO at Citi Express

October 12

Went to Manchester Memorial High School

Lives in Ho Chi Minh City, Vietnam

From Quang Nam, Quang Nam-Da Nang, Vietnam

Married

ANTS INSIGHT

HOME AUDIENCE SEGMENT CRM ADMIN

Customer Profile

Dương Uyễn

LEAD Customer 360

Traffic

Device Using : 1

100.00%

1

Uyen Duong

Timeline About Friends Photos More Search this profile

Add Friend

Intro

Uyen Duong added a new photo.

Thái M. V. Điều

Photos

Status Supporter Description Actions

16:53: Chia sẻ

Pageviews Users

In-market

Notes Page & Pin

Confidential

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.

Mapping Lead Data with Social Data (Facebook Profiles)

#	field	value
1	1 profile_link	https://www.facebook.com/52702058
2	2 phone	0978374107
3	3 name	Lạc Mát Tình Yêu
4	4 middle_name	
5	5 first_name	Lạc Mát
6	6 last_name	Tình Yêu
7	7 gender	female
8	8 birthday	
9	9 hometown.name	Quy Nhơn, Bình Định, Vietnam
10	10 location.name	Hanoi, Vietnam
11	11 website	
12	12 bio	Cuộc đời với tôi đơn giản là luôn cố gắng dù thế nào thì vẫn luôn mỉm cười :) Thuyền đèn đầu cầu át sẽ thắng!!!
13	13 quotes	
14	14 email	
15	15 religion	
16	16 locale	VN_VN
17	17 relationship_status	Single
18	18 education	
19	19 work	
20	20 language	
21	21 significant_other.name	
22	22 family	
23	23 devices	
24	24 basic_info	
25	25 close_friends	
26	26 active_follower	
27	27 feed	
28	28 groups	
29	29 likes	
30	30 locations	
31	31 photos	
32	32 videos	
33	33 subsonbedto	
34	34 events	
35	35	
36	36	



020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.



020-1: SCAN QR CODE TO GET SURPRISING DISCOUNT

Mechanism:

- Every phone collection will have the QR code (randomly).
- User visit offline store, can scan to get the hidden discount number (20%, 30%, 90%) behind the QR code on the shoes, after receive randomly discount voucher online, user can visit website to buy products with discount price.

Requirement:

- QR Code list
- Promotion products list

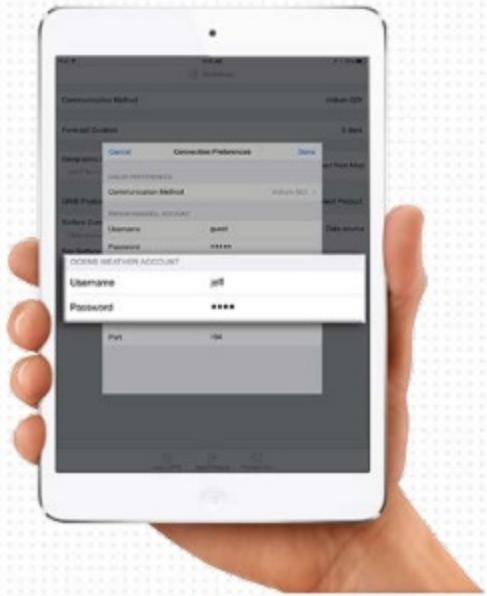
→ Recommended, since easy to apply and interesting way as a game for customer to hunt prize.

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.



O2O-2: WIFI IN STORE integrated with DMP & CDP (CRM)

Mechanism:

- Apply for the shopper/consultant who go with our customers.
- User visit store and wait for their friend to try products will need to submit their email to get access store wifi.

Requirement:

- Wifi set up
- DMP set up



Login with Facebook



Sign in with Google+

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.



020-3: SHORT SURVEY

Mechanism:

- We make a short survey (around 5 questions) to get visitors information (email, evaluation about service...)

Requirement:

- Survey question list
- Person to do the survey.

→ Recommended since easy to apply and also can get the feedback from customers.



Login with Facebook



Sign in with Google+

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.



020-4: POSM

Mechanism:

- Standee to introduce online promotion (register via email to get discount voucher...)

Requirement:

- POSM production

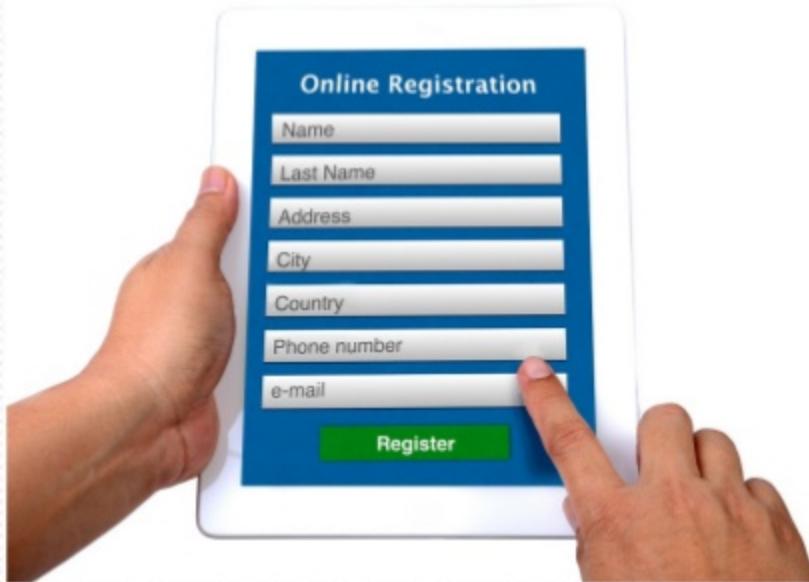
→ Must have, to build awareness for website.

020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.



020-5: IPAD FOR SALE MAN

Mechanism:

- Sale man to help customer leave email to get discount online.

Requirement:

- Ipad/tablet
- Dedicated sale man to follow project



Login with Facebook



Sign in with Google+

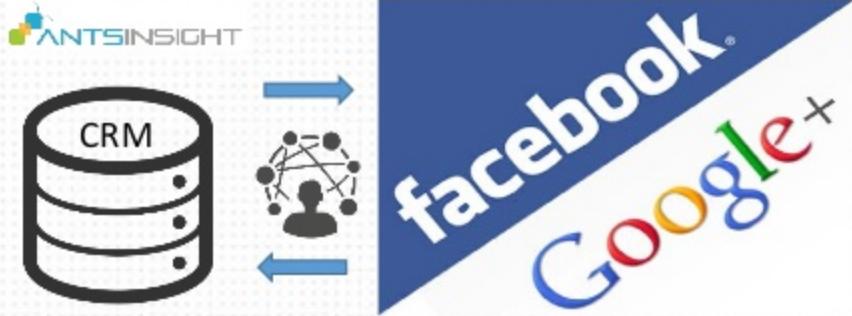
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020 CUSTOMER DATA MAPPING

O2O + CRM + Customer Data Platform + Programmatic

400+ Stores

500M USD Rev.



020-6: USE GOOGLE and FACEBOOK DMPs

Mechanism:

- Leverage CRM data + Customer Data Platform to synchronize with Google's DMP and Facebook's DMP for mapping the email + phone via campaigns.

Requirement:

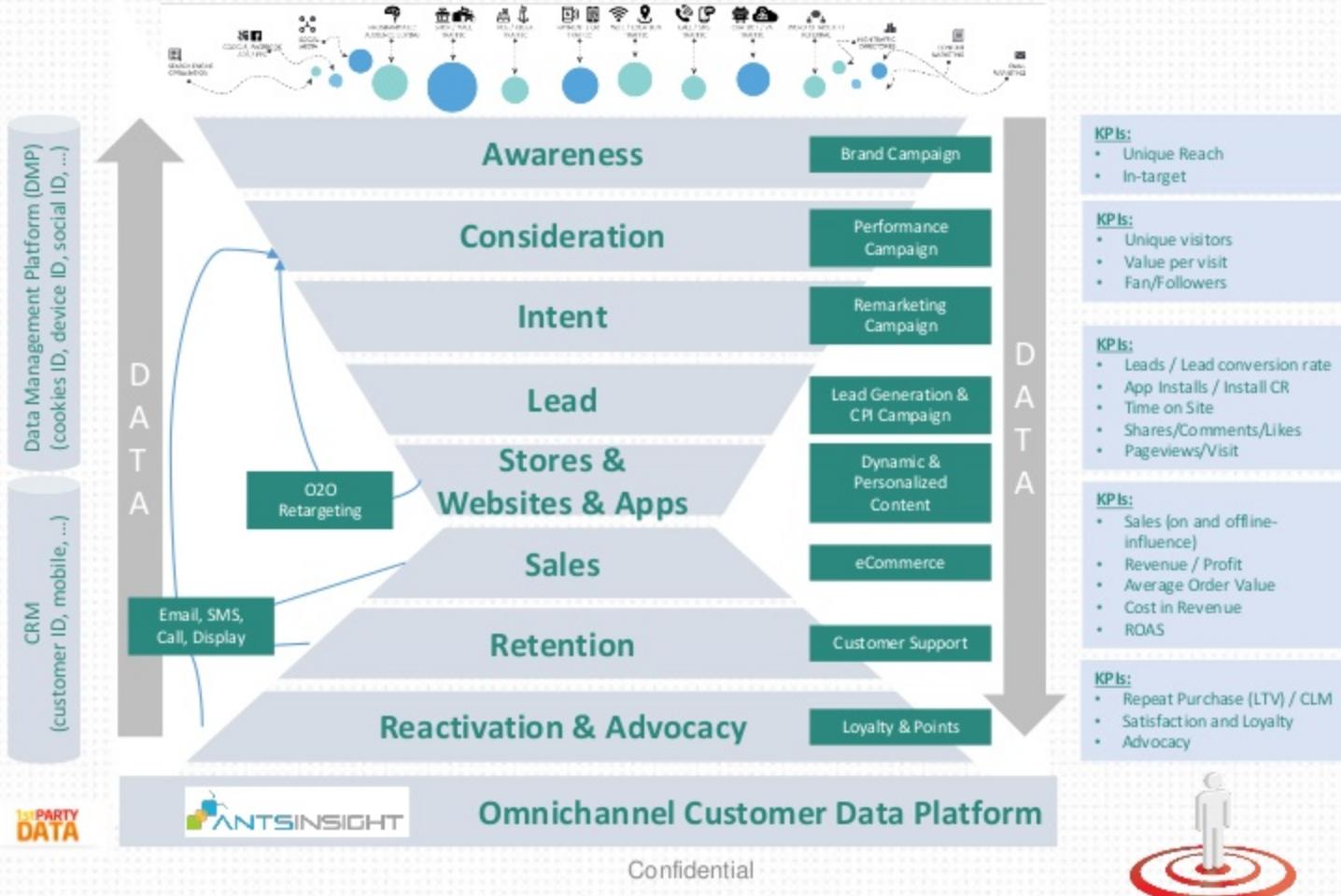
- Customer Data Platform
- Programmatic DSP

3. DATA-DRIVEN PERFORMANCE MARKETING

- Data Management Platform
- Customer Data Platform
- Demand-side Platform
- Online 2 Offline

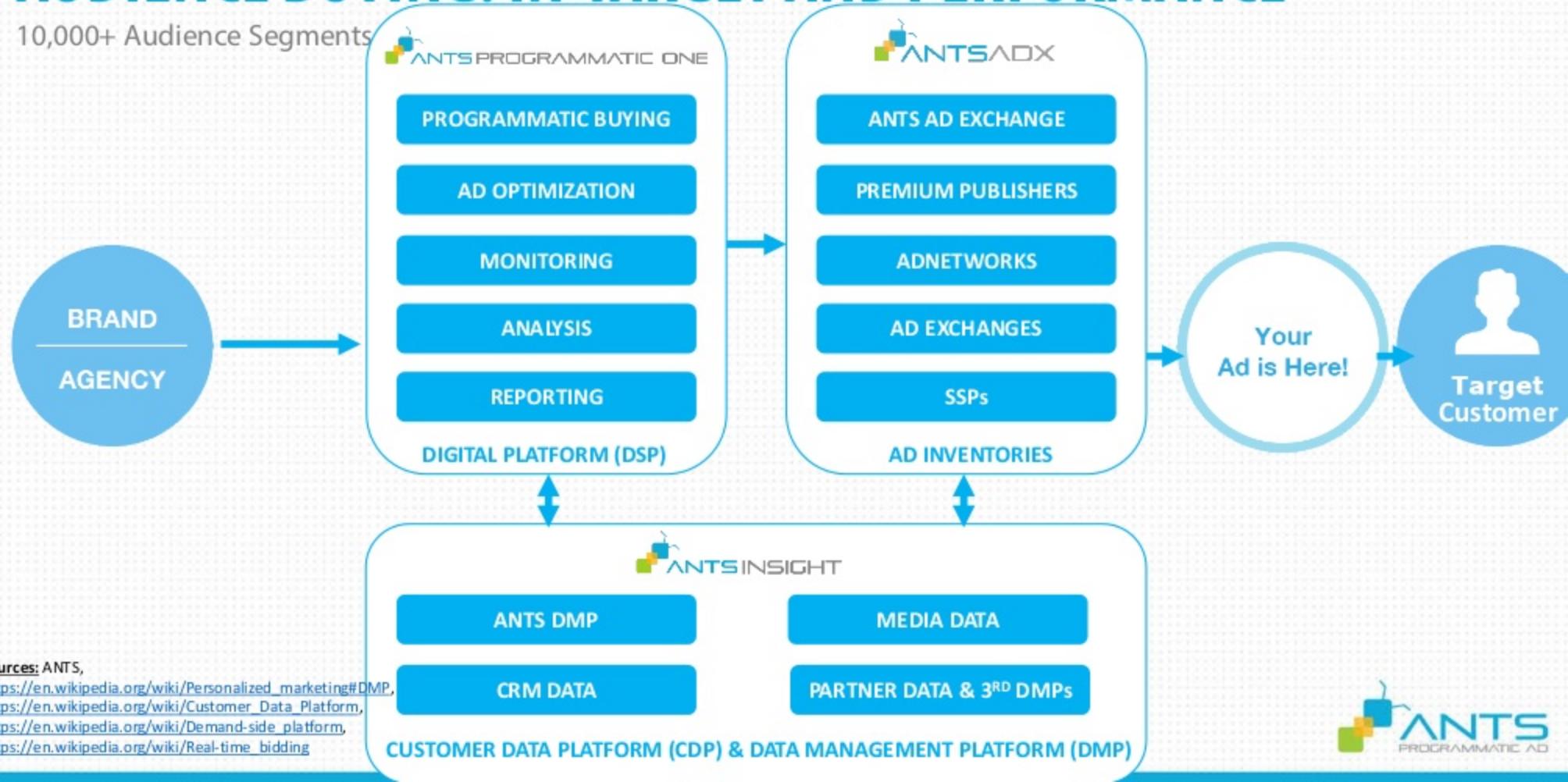


OMNICHANNEL + CUSTOMER DATA PLATFORM



AUDIENCE BUYING: IN-TARGET AND PERFORMANCE

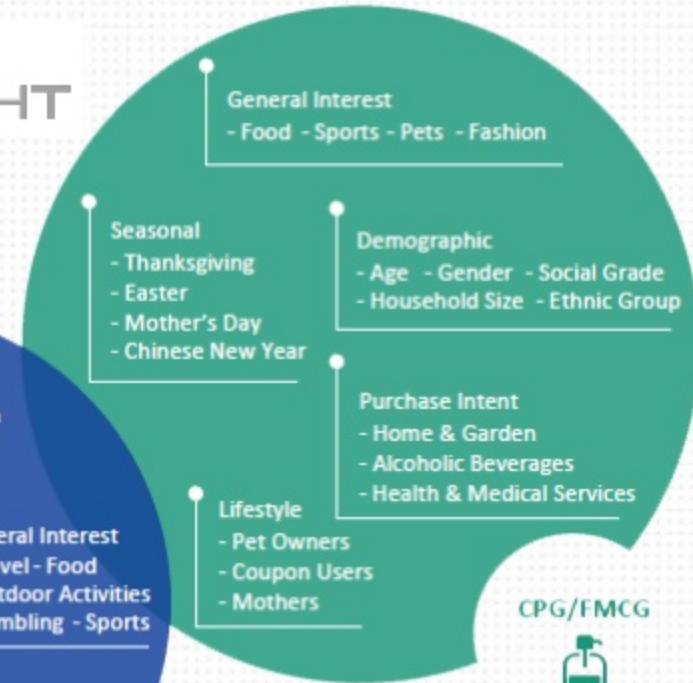
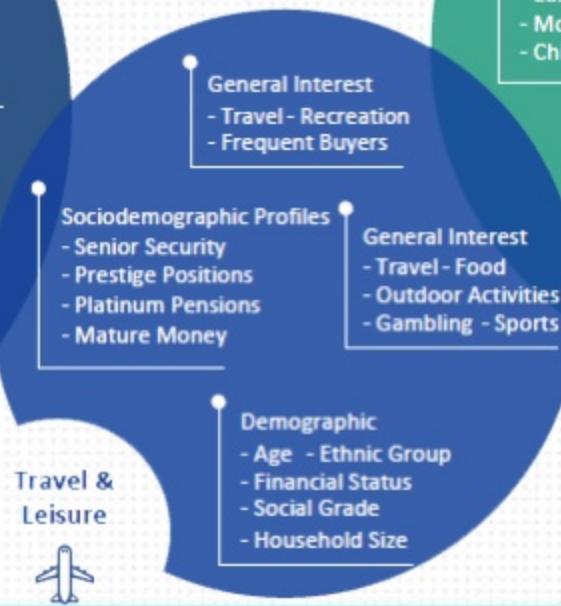
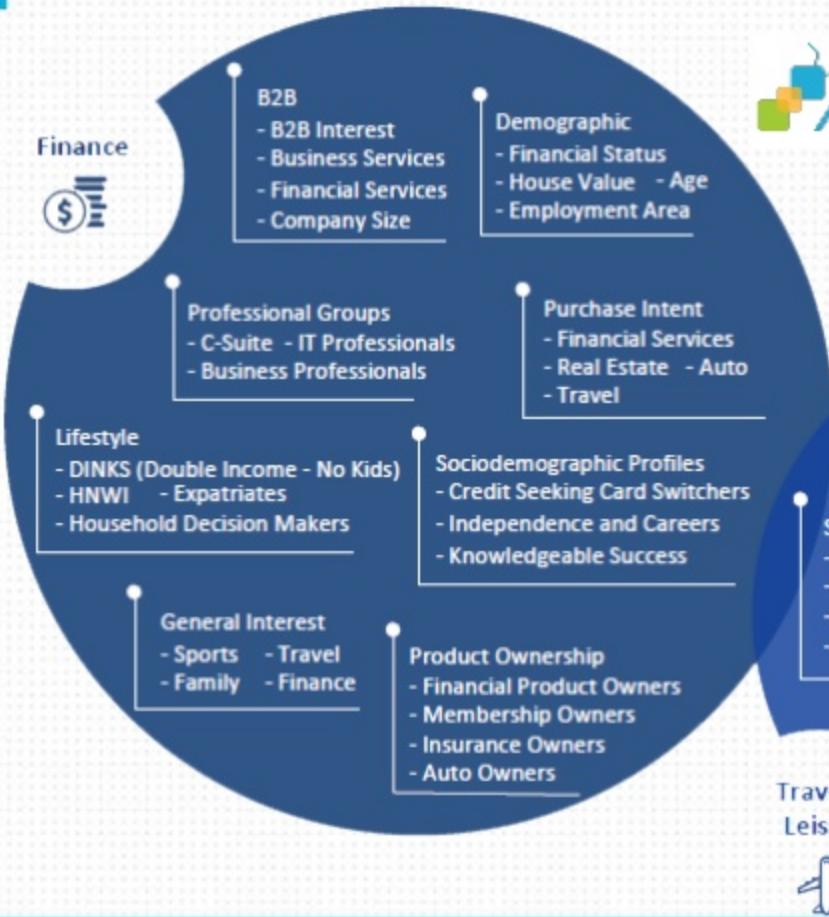
10,000+ Audience Segments



Sources: ANTS,
https://en.wikipedia.org/wiki/Personalized_marketing#DMP,
https://en.wikipedia.org/wiki/Customer_Data_Platform,
https://en.wikipedia.org/wiki/Demand-side_platform,
https://en.wikipedia.org/wiki/Real-time_bidding

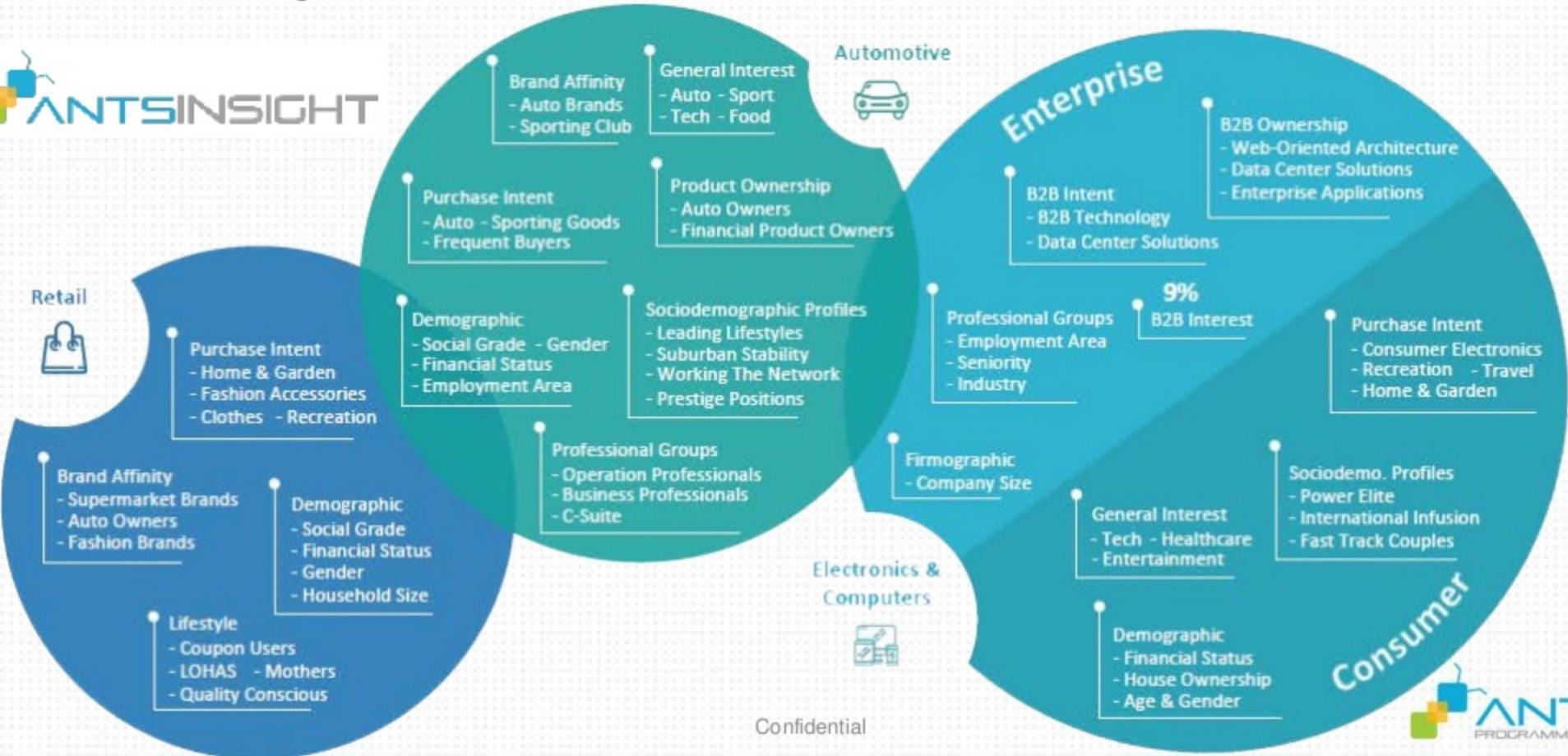
RIGHT AUDIENCE : IN-TARGET AND PERFORMANCE

10,000+ Audience Segments in DMP



RIGHT AUDIENCE : IN-TARGET AND PERFORMANCE

10,000+ Audience Segments in DMP



Confidential

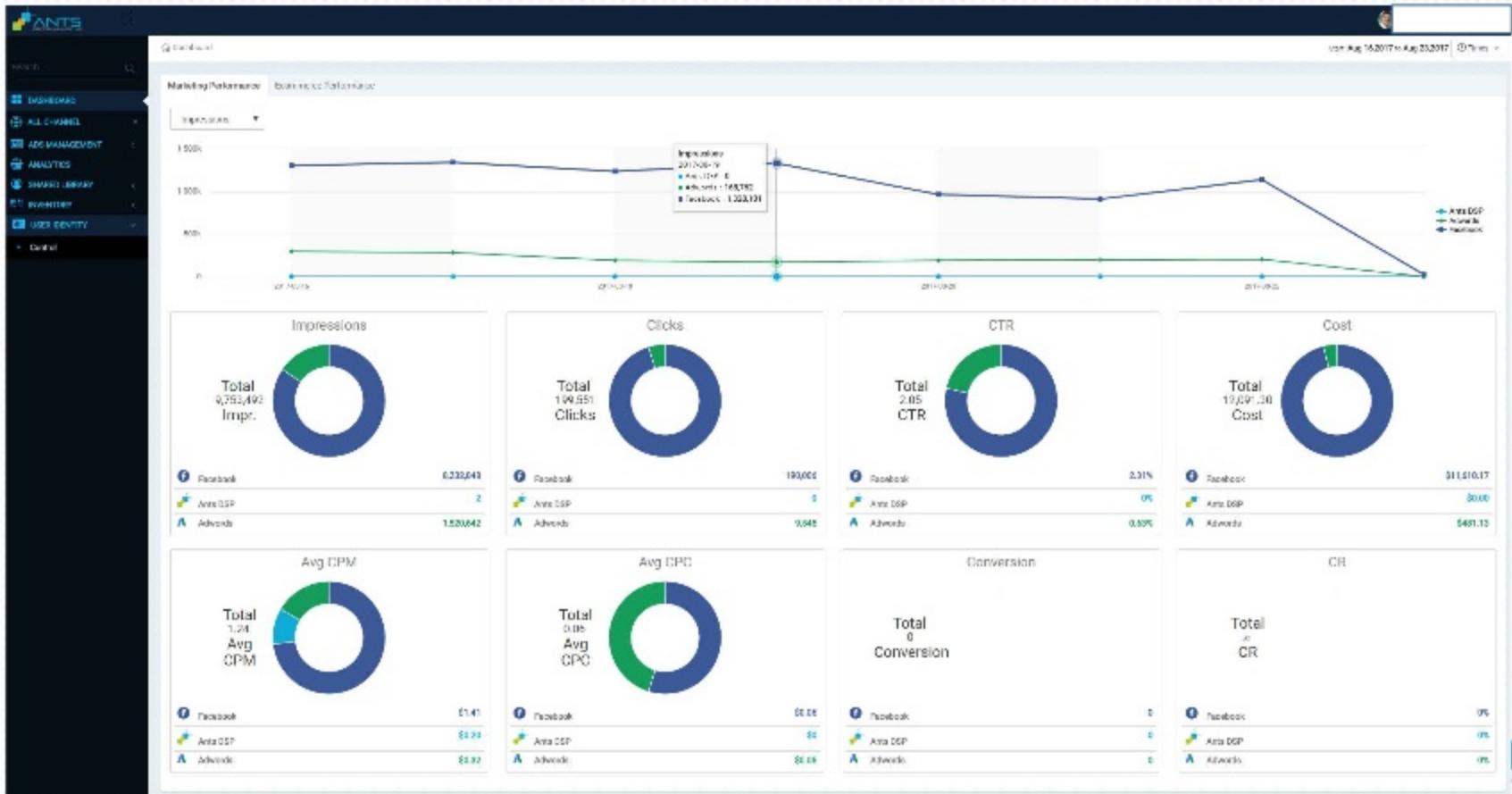


MULTICHANNEL ADS: IN-TARGET AND PERFORMANCE

10,000+ Audience Segments

ANTS PROGRAMMATIC ONE

GIẢI PHÁP QUẢNG CÁO ONLINE TỰ ĐỘNG ĐA KÊNH



MULTICHANNEL ADS: IN-TARGET AND PERFORMANCE

10,000+ Audience Segments

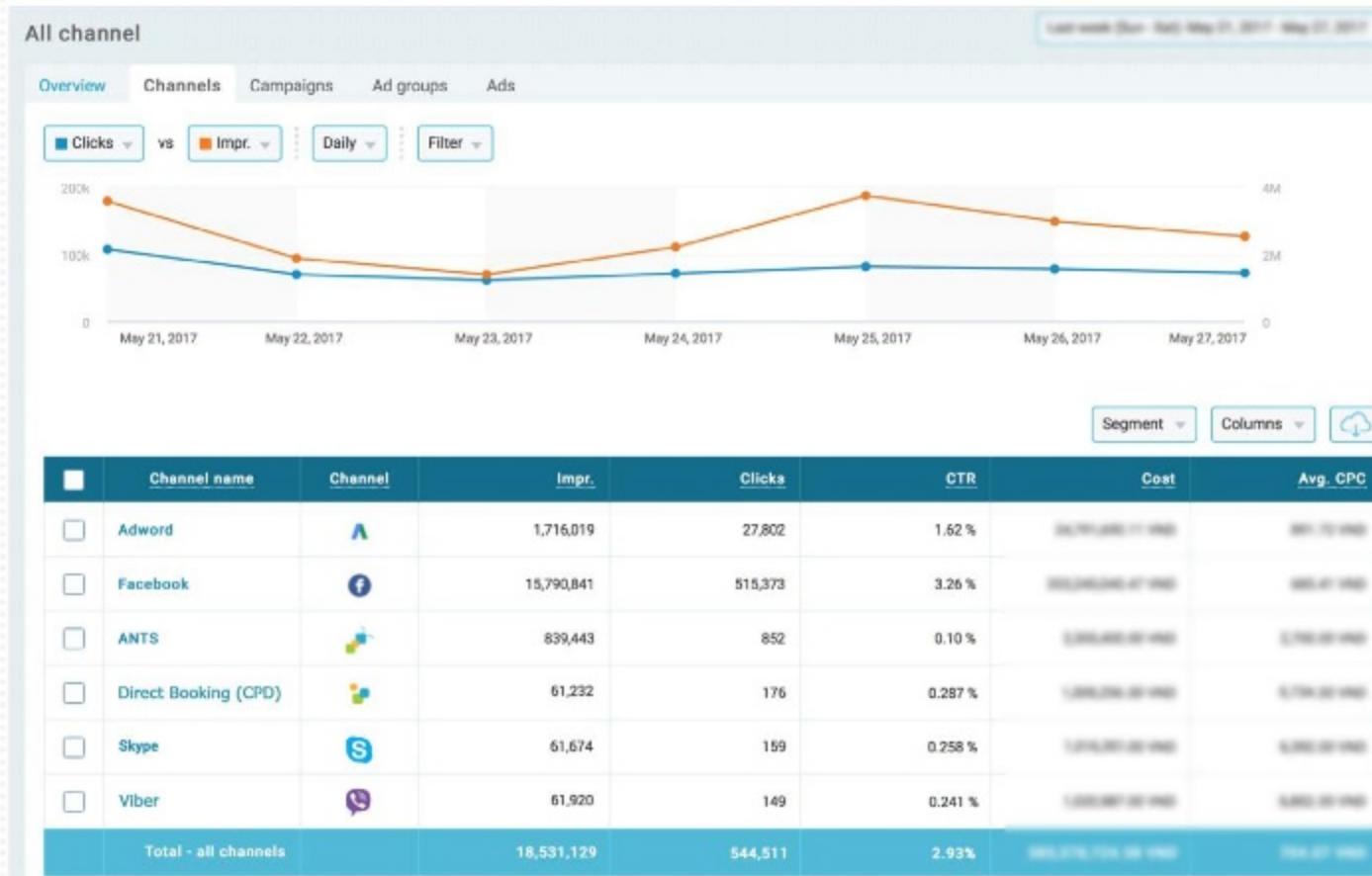
The screenshot displays the ANTS Adex platform interface. At the top, there are tabs for Operations, Optimization, and Reports. The main area shows a line chart for Clicks vs. Impressions over a daily period from July 14 to July 20, 2017. Below the chart is a table of Line Items, each with a status (Eligible or Paused), budget, and click-through rate (CTR) information. To the right, a sidebar lists All accounts, including Support, ABX | PMX Team, AMO | Lê Thị Bích Ngà, ANTS - Trịnh Tiến, Le Duy Phuong, ABIX | AppNexus Prebid, ABIX | Criteo RTB, ABIX | NativeAds RTB, ABS | TMV Medias, ANTS - Nguyễn Lương Nghĩa, and APM | Minshore. The bottom right corner features the ANTS logo.

Line item name	Status	Budget	Clicks	Impressions	CTR	Cost	Labels
TAPPX Pilot MobileWeb	Eligible	200,000 ₫	0	0	0 %	0 ₫	0 ₫
Foreign_AlDev	Eligible	10,000,000 ₫	0	0	0 %	0 ₫	0 ₫
kienthuc.net.vn_Private_Foreign_AlDev	Eligible	2,000,000 ₫	0	513,931	0 %	0 ₫	240,338 ₫
DataWiz Banner Display	Paused	240,000 ₫	0	1	0 %	0 ₫	0 ₫
AN Prebid Testing	Paused	500,000 ₫	0	0	0 %	0 ₫	0 ₫
EPOM Mobile Traffic	Paused	300,000 ₫	0	22,987	0 %	0 ₫	71,505 ₫
BidSwitch RTB Testing	Paused	210,000 ₫	0	0	0 %	0 ₫	0 ₫
AN News	Eligible	10,000,000 ₫	0	106,771	0 %	0 ₫	70,594 ₫

Confidential

MULTICHANNEL ADS: IN-TARGET AND PERFORMANCE

10,000+ Audience Segments



NEED		SHOP		BUY		USE		ADVOCATE		
Decide Aweise	Identify	Select	Negotiate	Purchase	Anticipate	Initiate	Learn	Troubleshoot	Evangelize	Network
Online Ads	Place Company X products in ads with highly targeted media.	Ad targeting based on user interests and behaviors.	Advertising based on user interests and behaviors.	Sell products and services to users.	Recognizing user needs and addressing them.	Ad targeting based on user interests and behaviors.	Provide updates on product features, benefits, and availability.	Address user feedback and issues.	Advertise user success stories.	Advertise marketing partner networks.
Website	Provide information about Company X's products and services, including descriptions and applications.	Provide user information, such as pricing, product descriptions, and user reviews.	Provide user information, such as pricing, product descriptions, and user reviews.	Help users find products and services by integrating a product search system.	Provide user information, such as pricing, product descriptions, and user reviews.	Provide user information, such as pricing, product descriptions, and user reviews.	Provide user information, such as pricing, product descriptions, and user reviews.	Provide user information, such as pricing, product descriptions, and user reviews.	Provide highly targeted customer service.	Provide user information, such as pricing, product descriptions, and user reviews.
Company Email/ Newsletter (Internal)	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.	Notify employees, including contractors, about Company X products.
User Groups	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.	Create a dedicated "User Group" page on Company X's website to showcase user reviews and success stories.
Websites	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.	Showcase Company X's products and services on Company X's website.
Email Direct Mail	Type-specific direct mail marketing and promotional buying list.	Deliver customer-specific direct mail marketing.	Follow up with small batch, one-off promotions, discounts, and early access offers, and build a mailing list for future marketing campaigns based on previous purchases.	Follow up with small batch, one-off promotions, discounts, and early access offers, and build a mailing list for future marketing campaigns based on previous purchases.	Follow up with small batch, one-off promotions, discounts, and early access offers, and build a mailing list for future marketing campaigns based on previous purchases.	Follow up with small batch, one-off promotions, discounts, and early access offers, and build a mailing list for future marketing campaigns based on previous purchases.	Follow up with small batch, one-off promotions, discounts, and early access offers, and build a mailing list for future marketing campaigns based on previous purchases.	Follow up with small batch, one-off promotions, discounts, and early access offers, and build a mailing list for future marketing campaigns based on previous purchases.	Send out quarterly small batch promotional messages, such as birthday offers, to keep customers engaged and maintain their participation in the program.	Send out quarterly small batch promotional messages, such as birthday offers, to keep customers engaged and maintain their participation in the program.
Chat	—	Offer users personalized recommendations based on their purchase history and usage patterns.	Provide efficient troubleshooting and user support.	Answer user questions.	Offer user friendly support options.	Offer user friendly support options.				
Bulletin Board/ Survey	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.	Survey to provide customer satisfaction scores and other metrics to track performance.
Packaging/ Shipments	—	—	—	—	—	—	—	—	Ship packages, use social sharing links, and encourage users to leave reviews.	Ship packages, use social sharing links, and encourage users to leave reviews.
Partners/ Systems Integrations	Integrate Company X with other channels, such as e-commerce sites and influencers, to share their offerings with their respective audiences.	Integrate Company X with other channels, such as e-commerce sites and influencers, to share their offerings with their respective audiences.	—	—	Create a dedicated "Partner" group on Company X's website.	—	—	Encourage partners to join Company X's network.	Encourage partners to join Company X's network.	Encourage partners to join Company X's network.
Text Messaging/ SMS	—	—	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"	Text message notifications containing news about new products or services, such as "Check out our new product X!"
Influencer Outreach (Social Media/ Blogs)	Tag influencers by sharing Company X's products and services through social media and blogs.	Show company products and services through social media and blogs.	Deliver company products and services through social media and blogs.	Show company products and services through social media and blogs.	—	—	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.
Social Media	Show company products and services through social media and blogs.	Show company products and services through social media and blogs.	Deliver company products and services through social media and blogs.	—	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.	Share a "Share a review" link on social media to encourage users to share their reviews.

4. AUTOMATION MARKETING

- Customer Data Platform
- CRM
- Demand-side Platform
- Automation to Personalization

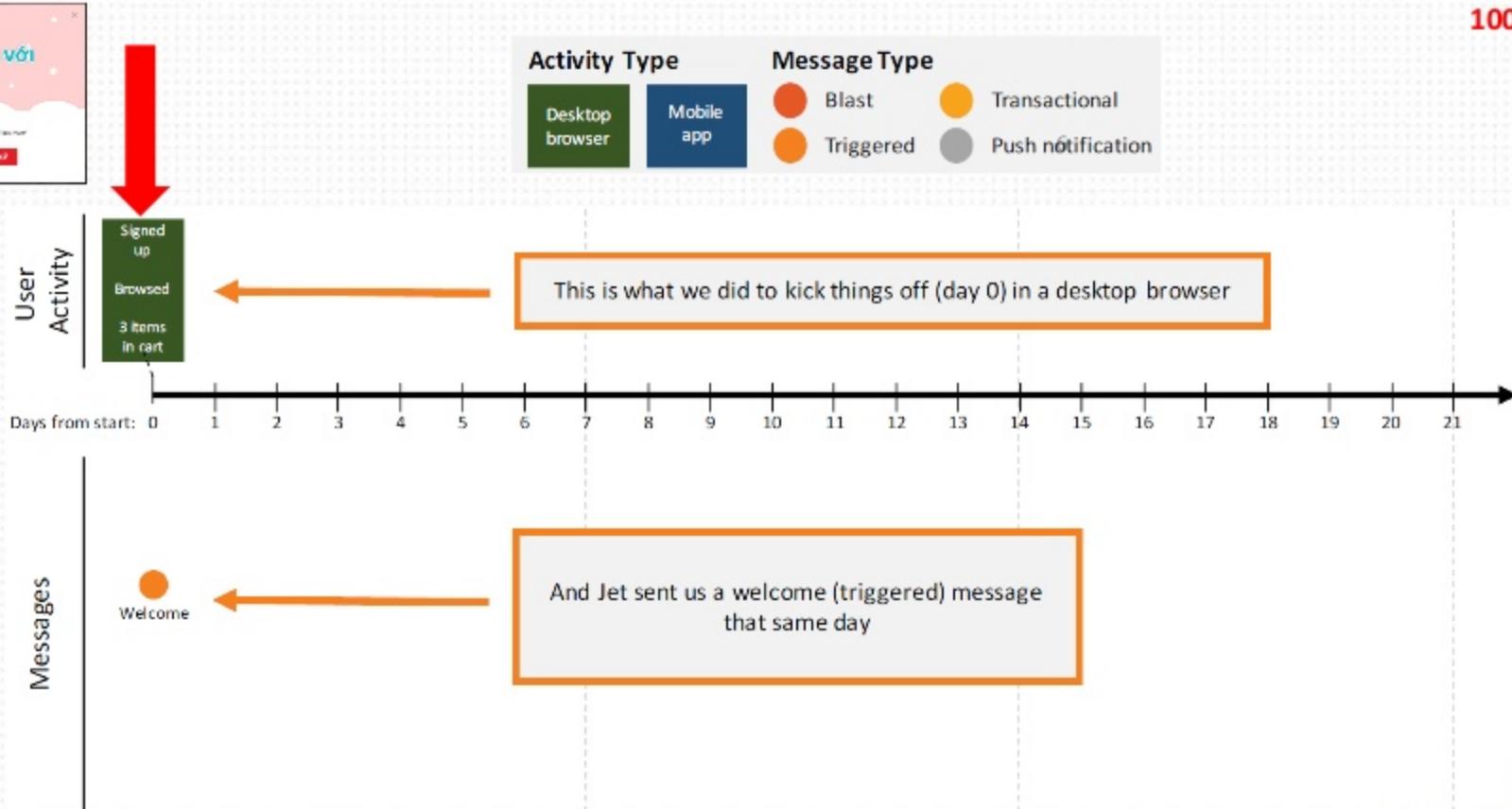
AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns

Case Study:
Top 1 Retail
in Vietnam

100+ Stores

100M USD Rev.



AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns



A screenshot of a software interface, likely a POS system. It shows a shopping cart with items: "Xe đạp 2 chiều Kettai Karoto Rose" and "Xe đạp 3 chiều Kettai Karoto Rose". The total amount is listed as "TỔNG TIỀN: 8.724.000 ₫". There are buttons for "TÌM TỐC HÀNG HÓA" and "Thanh toán". On the right side, there is a sidebar with various options and a QR code.

Fast forward to day 21...

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Case Study:
Top 1 Retail
in Vietnam

100+ Stores

100M USD Rev.

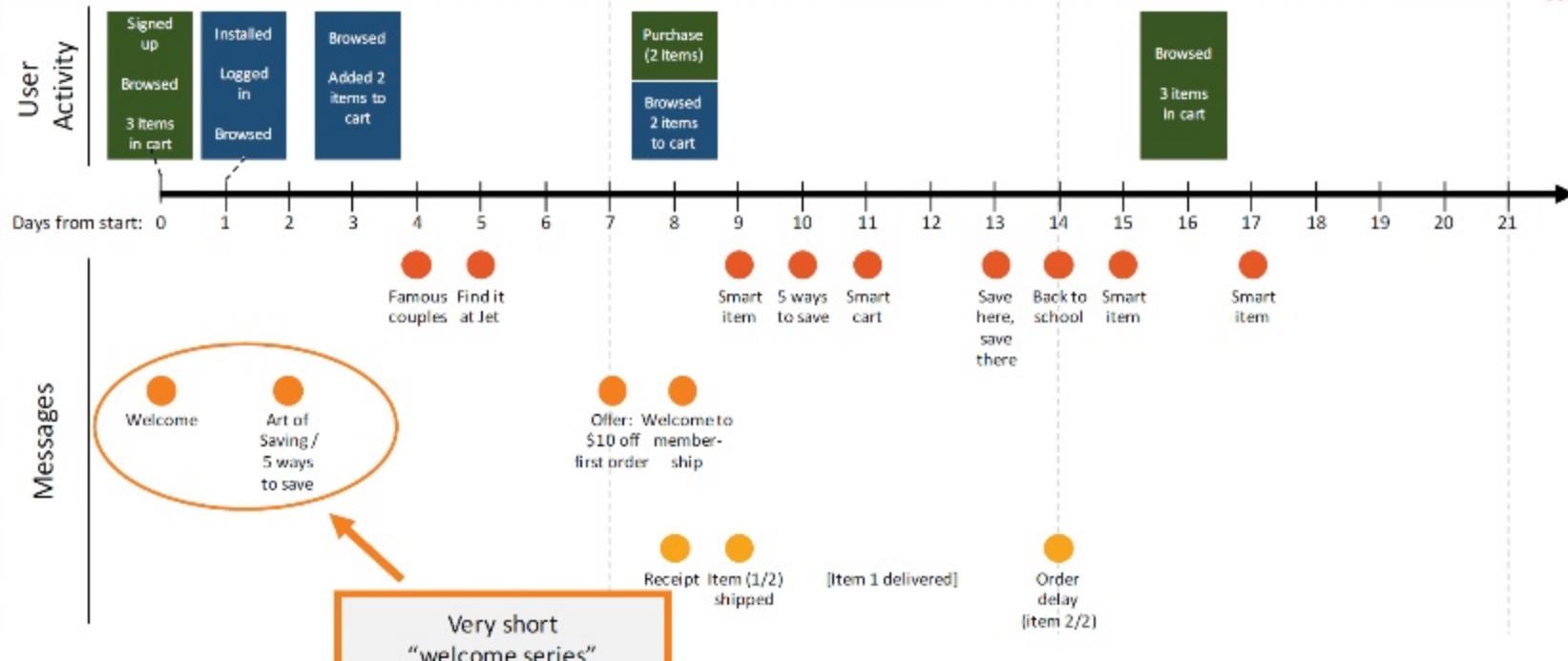
AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns

100+ Stores

100M USD Rev.

User Engagement Timeline



GIẢI PHÁP QUẢN LÝ & PHÂN TÍCH DỮ LIỆU KH

Activity Type

Desktop browser

Mobile app

Message Type

Blast
Triggered

Transactional
Push notification



AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns

User Engagement Timeline



AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns



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Case Study:
Top 1 Retail
in Vietnam

100+ Stores
100M USD Rev.

COMMUNICATION



Triggered messages are implemented when a customer completes a particular action (e.g. subscribes to a newsletter, abandons a shopping cart, makes a purchase). These communications are designed to encourage an individual user's activity over time.



Blast messages cast a wide net to large segments of customers in order to advertise new products, inform them of sales and lead them down the funnel. Dynamic content allows promotions to be personalized to a user's preferences for better engagement.

CHANNEL & TRIGGERS



Email continues to achieve the **highest ROI of all marketing channels**. Interactive emails are on the rise, incorporating GIFs, animations and checklists to drive users from inbox to checkout.



SMS is more direct than other channels with a **read rate of up to 97 percent**. It can be an effective method for sending transactional messages, such as confirming appointments, requesting feedback or verifying user identity.



Push notifications are becoming an increasingly popular channel, especially when communicating with younger, mobile-savvy customers. Personalizing push notifications can **increase open rates by 800 percent!**



In-app notifications are essential to marketers with **dedicated mobile apps**. These messages can be customized with images and buttons to direct users to a single or multiple locations of the app for increased ROI.



AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

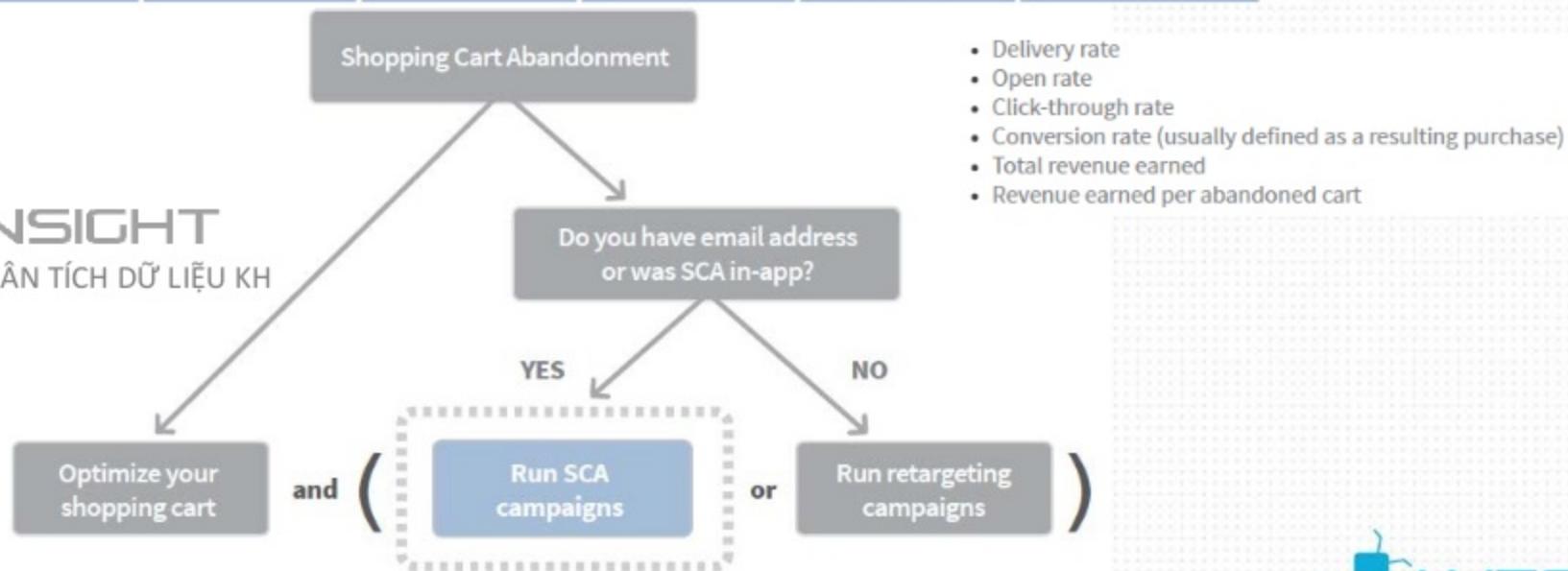
1,000+ Automation Campaigns

Case Study:
Top 1 Retail
in Vietnam

100+ Stores
100M USD Rev.



GIẢI PHÁP QUẢN LÝ & PHÂN TÍCH DỮ LIỆU KH



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AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns



Shop Now

Sữa NAN Nga số 1 - 400g
(10-6..)
210.000đ

Sữa Pedialyte BA hương
sô cô la...
590.000đ

Sữa HIPP Combiotic
Organic số 4...
544.000đ



Potential opportunity:

Replace some items with
my abandoned cart or
things I've shown
interest in (walnuts?).

Conversion might increase
for both promoted and
abandoned items!

Snack on this:
Get today's Smart Cart

Double up. Save up to 38% when you get two of each of these. Adding an extra for later gets you even more savings.

Start
building your
Smart Cart



có quà



GIÁ TỐT
Habenico Ultra Smoothie Snack Sandwich Cookies Chocoelate, 15.35 Oz



GIÁ TỐT
Stretch Island All-Natural Fruit Strips - Strawberry 0.5 Oz Strips, 8 Count



có quà



-20%



-20%

Shop more

Case Study:
Top 1 Retail
in Vietnam

100+ Stores

100M USD Rev.

TS
MATIC AD

AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

1,000+ Automation Campaigns

The image displays three side-by-side screenshots of mobile messaging interfaces, likely from an iPhone, illustrating various types of automation campaigns:

- Left Screenshot:** A transactional SMS from "Adore Me" confirming an order has shipped. The message reads: "Your Adore Me order has shipped! Download the app to track it and much more: <http://adore.me/apps>". It also includes a "Reply STOP to stop receiving SMS" instruction.
- Middle Screenshot:** A promotional push notification from "ADORE ME" for a VIP showroom. It encourages users to purchase two items to get a free set and provides a code: "SETSTHETRENDS". It ends with the message "Shop it out, girl!".
- Right Screenshot:** A welcome SMS from "Nadine West" to "Alyssa". The message is cut off in translation, showing only the beginning: "Alyssa! You're a Nadine West'er! Lookout for amazing fun, awesome offers! We'll also notify you when your shipment ships :) Type stop to not receive info". Below this, there is a separate message from Nadine West to Alyssa containing a tracking link and a Facebook URL.

Case Study:
Top 1 Retail
in Vietnam

100+ Stores

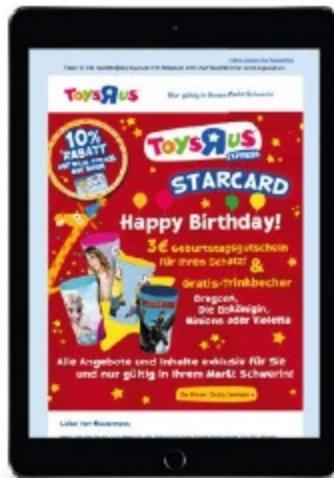
100M USD Rev.

AUTOMATION MARKETING – EMAIL & SMS & TELESALES REMINDER & AUTO CAMPAIGNS

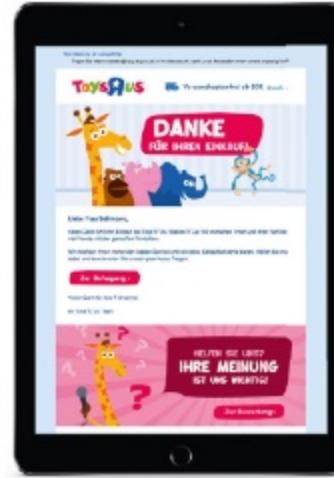
1,000+ Automation Campaigns



Customers receive a welcome email with a printable incentive voucher when they sign up for a loyalty card in-store. This email bridges the gap between the online and in-store experience.



Loyalty card holders receive a discount incentive on special occasions like birthdays and anniversaries.



Customers who purchased online, or used their loyalty card in-store, were sent a post-purchase "Thank You" email. Paired with a survey asking for feedback on their experience, this shifted online communication from being purely transactional into a relationship building channel.

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Case Study:
Top 1 Retail
in Vietnam

100+ Stores

100M USD Rev.



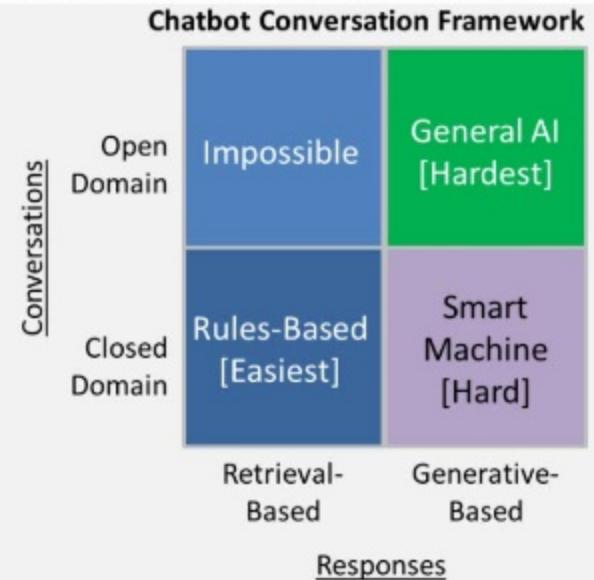


5. CHATBOT & VIRTUAL ASSISTANCE

- Facebook Messenger 24/7
- Virtual Assistance
- Artificial Intelligence
- Automation to Personalization

CHATBOT – PERSONALIZED BY DMP & CDP

5,000+ Difference Sceneries and BOT's with Natural Languages Understanding





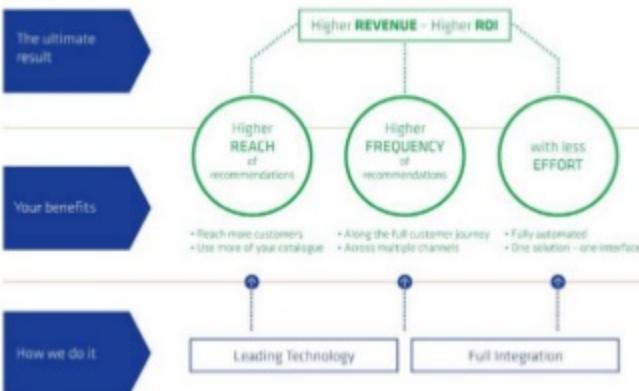
RECOMMENDATION

6. ECOMMERCE & RECOMMENDATION

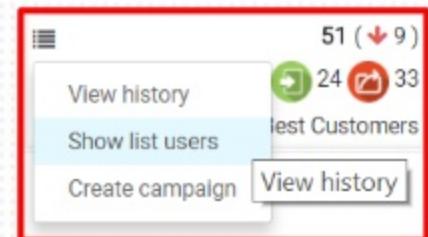
- Website Recommendation
- Email Recommendation
- Personalization
- Custo

ECOMMERCE RECOMMENDATION

10,000+ ERFM Segments leveraging data from CDP & DMP



ERFM SEGMENTATION / SKUs Recommendation



Recommend Products

Sữa Nan Nga số 1 - 400g
31 - 6...
210.000đ



Sữa Pedialac B& hương
sô côla...
590.000đ



Sữa Hipp Organic số 4 -
405.000đ



Sữa Meiji số 9 820g (1 - 3
tuổi)
405.000đ



Bánh ăn dặm Wakodo phô
mai qua AD13...
69.000đ



Sữa S-26 Gold số 4 - 900g
Trên 2...
390.000đ



Mì gói số 4 Hipp...
116.000đ



Ramen - Túi gói Glico Korea
100g...
295.000đ



Ramen - Túi gói Nissin...
100g - 44...
242.000đ

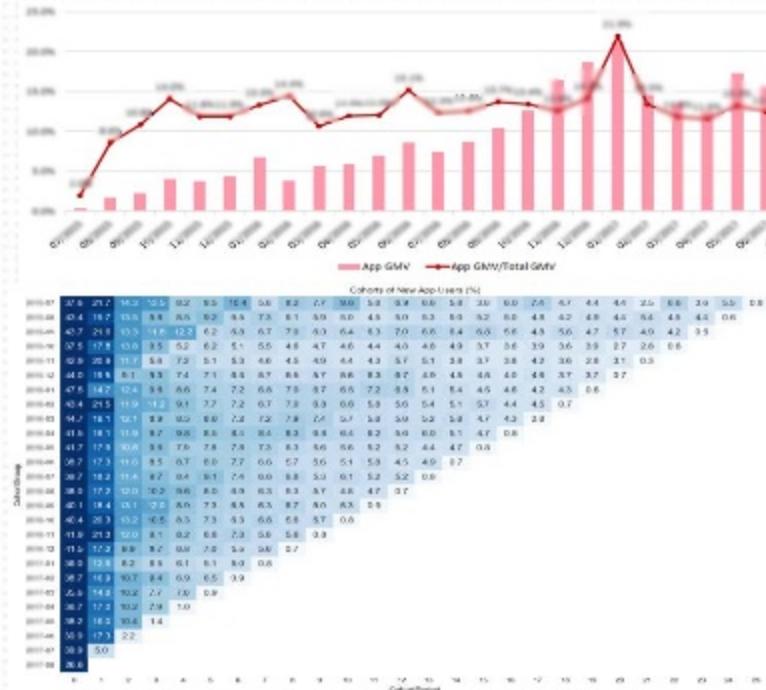


Bé Béo's 116



MOBILE ECOMMERCE RECOMMENDATION

10,000+ ERFM Segments leveraging data from CDP & DMP



100000+ Merchants
5M SKUs



7. OMNICHANNEL CC & CS

- Online 2 Offline Mapping
- Call Center to Multi Social-Media Communication
- Recommendation
- Automation to Personalization

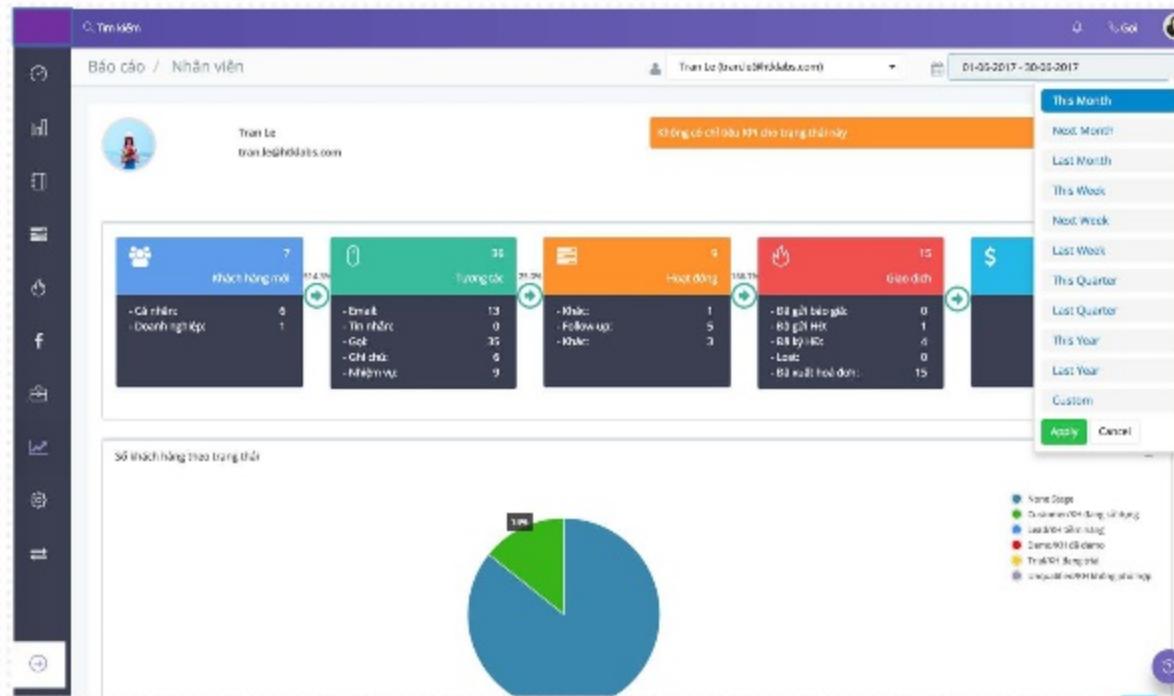
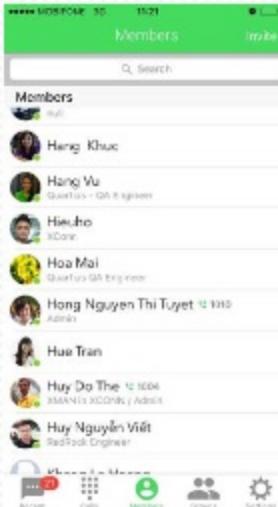
OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

100+ Stores

100M USD Rev.



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OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

100+ Stores

100M USD Rev.

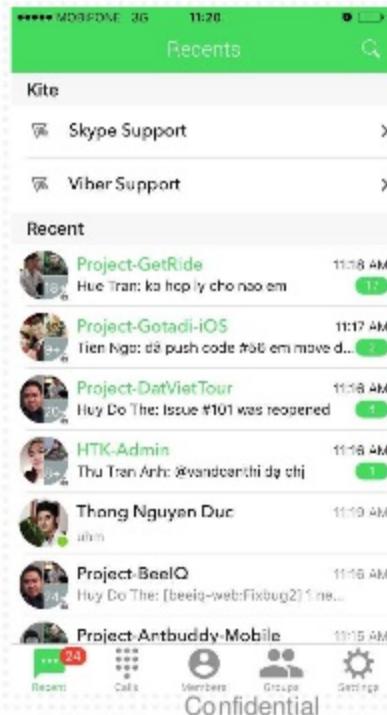
- Call from personal cellphone using company number
- Directory: name with extension integrated with DMP and CDP + CRM
- Chat and Share files
- Economy battery with waiting call via push notification
- Chat directly with Customer from mobile app to web, skype, viber, facebook
- iOS and Android



OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP



OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

100+ Stores

100M USD Rev.

The screenshot displays a software interface for managing customer interactions. At the top, there is a header bar with a search field containing '20' and a date range '01/01/2023 - 31/01/2023'. Below the header, the word 'Khách hàng' (Customer) is displayed. A list of customers is shown, with the first two entries being 'TRƯỜNG QUANG ANH' and 'TRỊNH NGỌC DIỆP'. Each customer entry includes a small profile icon, a name, a phone number starting with '09031*****', and a blue button labeled 'Xem Gọi' (Call). To the right of the customer list, there is a section titled 'Trạng thái' (Status) with several status indicators, each with a blue 'Xem mới' (View new) button and a checkbox labeled 'Khảo sát' (Survey). On the far left, there is a sidebar for 'TRƯỜNG QUANG ANH' containing fields for 'Điện thoại' (Phone), 'Tên' (Name), 'Số CMND' (ID Card Number), 'Mật khẩu' (Password), 'Địa chỉ' (Address), and 'Ghi chú' (Notes). The notes field contains the text: '148 MÙNG NĂM THÁNG PHỐ QUẬN 5 TP HỒ CHÍ MINH'. Below the notes is a rich text editor with a toolbar and a 'Thêm ghi chú' (Add note) button. At the bottom of the sidebar, there is a red button labeled 'Hủy' (Cancel) and a green button labeled 'Lưu' (Save).



OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

Jump

Thanh Duyên

Jun 23, 2017

Thanh Duyên 13:37
Xin chào

An Ha 13:37
Xin chào

AntBuddy xin chào, mình có thể giúp gì cho bạn?

Thanh Duyên 13:38
Mình muốn hỏi thêm dịch vụ

Hey, 0905040256 is calling

BeelQ CRM

Contact Details

Firstname: An
Lastname: Ha
Passport Number:
Date of Birth:
Account Name:
Phone: 0905040256
This phone coincides with contacts: Võ Thị Mỹ Linh
Email: an.ha@htklabs.com
Address: 57 Tôn Thất B滾, Da Nang, Vietnam
Responsible Staff: An Ha

Notes (75) Tasks (1)
Opportunities (1)

Choose Files Add Note

Enter your note...

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Type / for quick reply

Help

OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

100+ Stores

100M USD Rev.

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

Kite Call	Kite Chat	Webhook	Thống Kê	Thư viện câu trả lời	Tags	Lịch Sử Kite Chat

#	Khách hàng	Câu hỏi	Trạng thái	Nhân viên hỗ trợ	Tag	Thời gian
0	phuong 0903442143 daophuongquynh@yahoo.com Ho Chi Minh City,VN	áds Xem thêm	Đã được hỗ trợ			06-22-2017 22:23
0	Khaki from Thanh Pho Ha Noi Thanh Pho Ha Noi,VN	hi Xem thêm	Đã được hỗ trợ			06-22-2017 18:23
0	dádsad phuong.vu@htklabs.com Ho Chi Minh City.VN	dasa Xem thêm	Chưa được hỗ trợ			06-22-2017 18:13
0	Light_grey from Ho Chi Minh City Ho Chi Minh City,VN	CZCZX Xem thêm	Chưa được hỗ trợ			06-22-2017 18:12
0	dsa Ho Chi Minh City.VN	éadsa Xem thêm	Đã được hỗ trợ			06-22-2017 18:12
0	Thanh Nguyen thanh.nguyen1@student.passerellesnumeriques.org Da Nang City.VN	hh Xem thêm	Đã được hỗ trợ			06-22-2017 15:05



OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

Kite Call Kite Chat Webhook **Thống Kê** Thư viện câu trả lời Tags Lịch Sử Kite Chat

Dòng thời gian

Tuần này

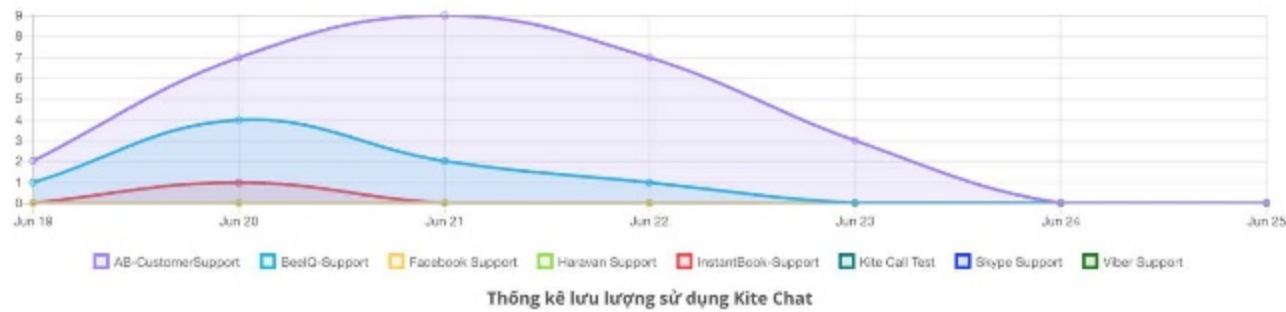
Nhóm

Tất cả các nhóm

Lọc theo

Lượt sử dụng

Cập nhật dữ liệu



AB-CustomerSupport BeelQ-Support Facebook Support Haravan Support InstantBook-Support
Kite Call Test Skype Support Viber Support

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#	Nhóm	Tần suất
1	AB-CustomerSupport	28
2	BeelQ-Supoort	8
3	Facebook Support	0
4	Haravan Support	0
5	InstantBook-Support	1
6	Kite Call Test	0
7	Skype Support	0

OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

Tickets / Add

Title	<input type="text"/>		
Summary	<input type="text"/> Rich Text Editor toolbar		
Status	New	Priority	Medium
Contact Name	<input type="text" value="Choose a contact..."/>	SLA Name	<input type="text"/>
Assigned To	<input type="text" value="Select or search name..."/>	Group	<input type="text" value="Choose groups"/>
Opportunity	<input type="text" value="Choose a opportunity..."/>	Channel	<input type="text"/>
Resolution Type	<input type="text"/>		
Resolution	<input type="text"/> Rich Text Editor toolbar		

Hide menu

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OMNICHANNEL CONTACT CENTER & CS

O2O + CRM + Customer Data Platform + Programmatic

MULTICHANNEL CONTACT CENTER & CS integrated with DMP and CDP

Lịch sử cuộc gọi

Hôm nay Tuần này Tháng này Tùy chỉnh

Tìm kiếm...

Hiển thị cuộc gọi từ 06/12/2017 đến 06/15/2017 [Tải về](#)

Ngày/Giờ GMT+07:00	Người gọi	Người nhận	Thời lượng	Nguyên nhân kết thúc	Actions
06/14/17 18:43:48	0983727696 0983727696	84877799028	0:30	normal_clearing	Chi tiết
06/14/17 18:43:13	1006 1006	0983727696 983727696	0:23	normal_clearing	Chi tiết
06/14/17 18:38:56	1000 Loi Ngo	1005	0:05	normal_clearing	Chi tiết
06/14/17 18:38:40	1000 Loi Ngo	2000	0:01	normal_clearing	Chi tiết
06/14/17 18:36:54	1000 Loi Ngo	2233	0:01	normal_clearing	Chi tiết
06/13/17 18:04:52	1006 1006	0873000056	0:02	call_rejected	Chi tiết
06/13/17 15:46:09	1000 Loi Ngo	1006	0:12	normal_clearing	Chi tiết

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KEY TAKEAWAYS

1 PROGRAMMATIC AD

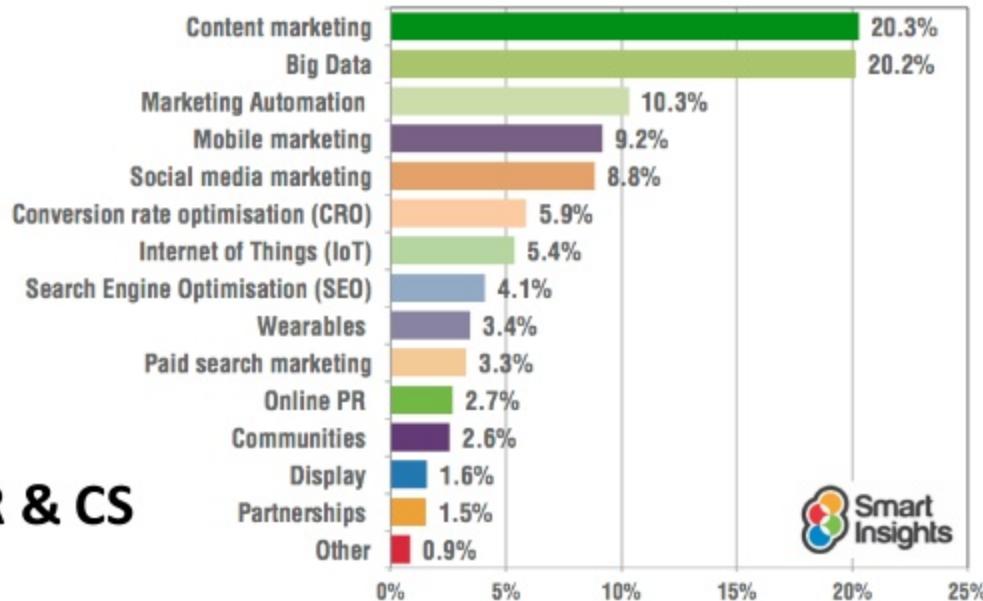
2 DATA MANAGEMENT PLATFORM

3 CUSTOMER DATA PLATFORM

4 OMNICHANNEL CONTACT CENTER & CS

5 E-RFM MATRIX ANALYTIC

Top-rated digital marketing techniques 2017



ANTS TEAM

Did you know?

- Ants are capable of carrying objects 100x their own body weight - [High Scalability](#)
- Ants are animal has the highest Brain-to-body mass ratio 1:7 – [Intellectual](#)
- Ants are power animal symbol of team work, well-organized, hard-working and patience - [Teamwork](#)
- Ants may be smallish in nature, but never underrate their speed – [Fast](#)
- Ants are spend time chomping it big food into smaller pieces to make it easier for individual ants to carry, or work together to carry it whole. – [Big Data VS Small Data = “Value”](#)



ANTS's vision is to unleash the [full economic potential of digital business](#).



THANKS FOR WATCHING

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