

# VENDOR BRIEFING – MARKETING MIX MODELING

Selecting the Right Partner for Our Marketing Analysis

# WHAT WE'LL COVER

1. Marketing Mix Modeling Objectives
2. Timeline
3. Vendor Selection Criteria
4. Q&A



Listed on the Main  
Market of Bursa Malaysia  
since 2001



Market capitalisation of  
RM8.01 billion as at  
31 December 2020



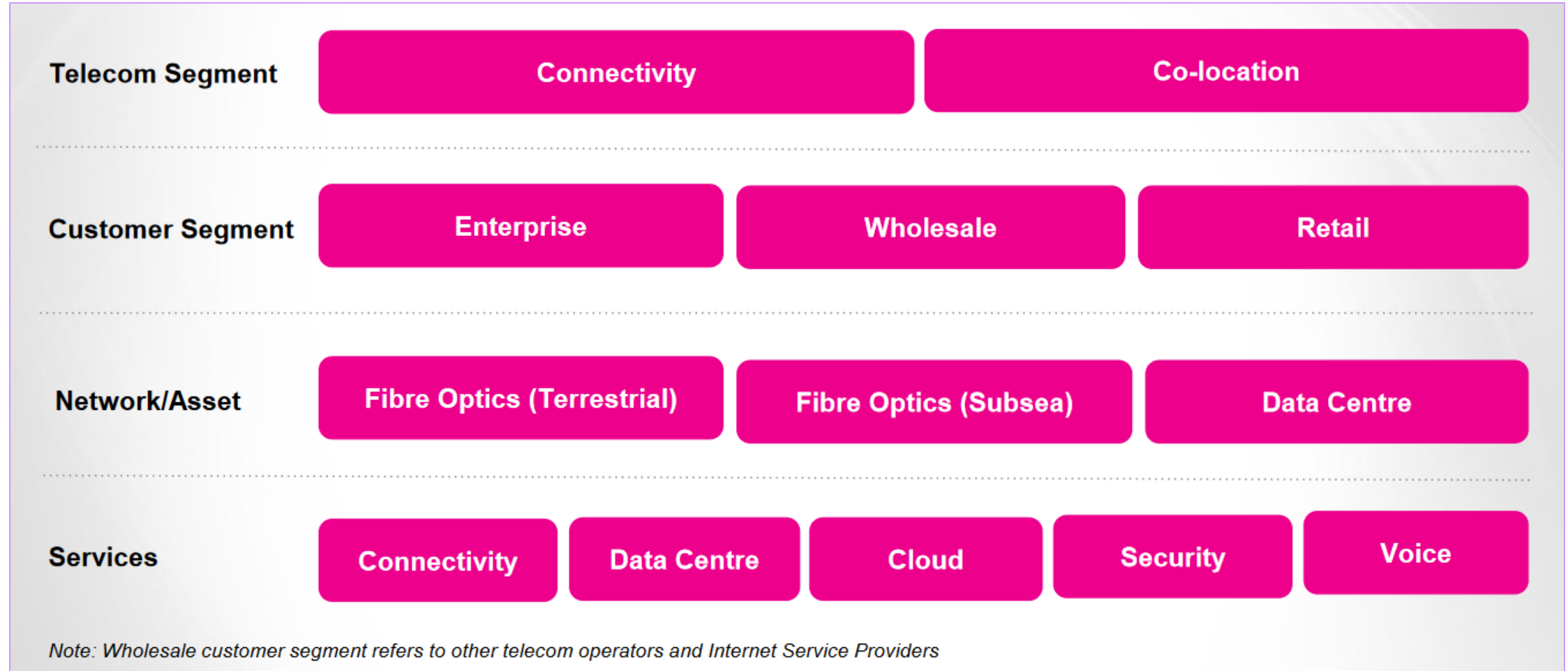
Telco provider with businesses spanning  
fixed line, global networks, cloud computing  
and data centres - focused on wholesale,  
enterprise and retail segments








Extended network coverage footprint to  
Thailand and Vietnam via investments in  
CMC Telecommunications, Symphony and  
KIRZ

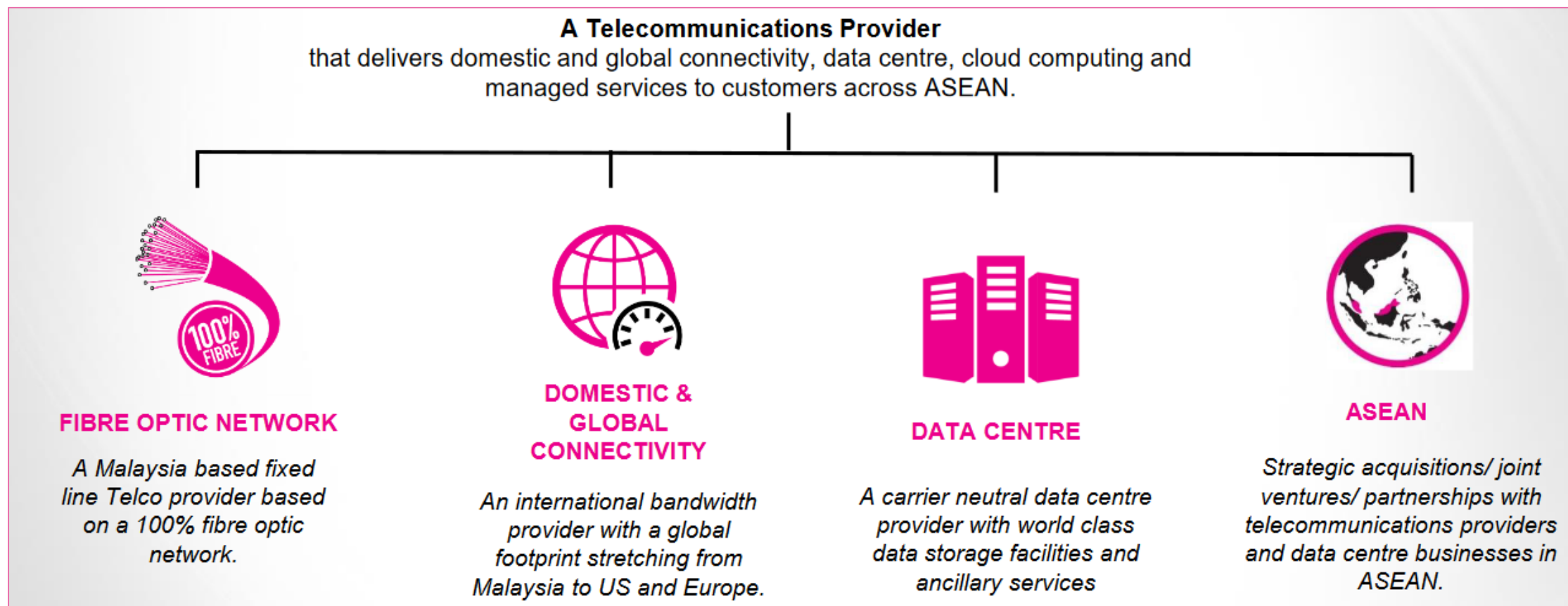


Owens two submarine cable landing stations in  
Malaysia and four international submarine cable  
systems connecting Malaysia to the United  
States and Europe via Africa



CONNECTIVITY	CLOUD	DATA CENTRE	SECURITY	VOICE
				
We provide a comprehensive suite of connectivity offerings ranging from Leased Line (point-to-point) connectivity, Branch Network connectivity, to Dedicated Internet.	Our TIME Cloud provides direct and secure connectivity to some of the biggest Cloud Service Providers (CSPs) in the world.	Comprehensive carrier-neutral data centre solutions including colocation, disaster recovery and other hosted services.	Provides network performance and security solutions for ironclad protection against external threats.	A full spectrum of voice offerings from fixed to mobile termination that caters to different market needs.

We only offer fixed plans / packages for our SME and Consumer segments. Our solutions for the rest of the segments are customised based on their needs (solutions based with no fixed pricing).



<b>100Mbps</b> <b>RM99*/month</b>	<b>500Mbps</b> <b>RM99* for first 6 months</b> <small>Standard Price: RM139*/month</small>	<b>1Gbps</b> <b>RM199*/month</b>	<b>2Gbps</b> <b>RM379*/month</b>
<b>Seamless Internet for Your Every Day</b> <ul style="list-style-type: none"><li>Do everything you love online with ease</li><li>Designed for small households with up to 5 devices</li></ul>	<b>High-Performance Streaming and Gaming</b> <ul style="list-style-type: none"><li>Stream, game, and share large files seamlessly</li><li>Ideal for medium-sized households with up to 10 devices</li></ul>	<b>Powerhouse Plan for the Connected Household</b> <ul style="list-style-type: none"><li>Run multiple high-bandwidth activities concurrently</li><li>Perfect for big families or digital natives with more than 10 devices</li></ul>	<b>Next-Level Internet for Digital Wizards</b> <ul style="list-style-type: none"><li>Unleash unrivaled speed and performance with unlimited fibre</li><li>Tailored for speed enthusiasts craving an upgraded experience</li></ul>
<b>SIGN UP NOW TO GET</b>	<b>SIGN UP NOW TO GET</b>	<b>SIGN UP NOW TO GET</b>	<b>SIGN UP NOW TO GET</b>
<b>First Month Free</b>	<b>ONLINE EXCLUSIVE First Month Free</b>	<b>ONLINE EXCLUSIVE First Month Free</b>	<b>ONLINE EXCLUSIVE First Month Free</b>
<b>Available add-ons</b> <ul style="list-style-type: none"><li>WiFi 6 mesh devices</li><li>More talk time with Lite/Max plans</li></ul>	<b>Available add-ons</b> <ul style="list-style-type: none"><li><b>Gig Speed Home (FTTR) NEW</b></li><li>WiFi 6 mesh devices</li><li>More talk time with Lite/Max plans</li></ul>	<b>Available add-ons</b> <ul style="list-style-type: none"><li><b>Gig Speed Home (FTTR) NEW</b></li><li>WiFi 6 mesh devices</li><li>More talk time with Lite/Max plans</li></ul>	<b>Available add-ons</b> <ul style="list-style-type: none"><li>WiFi 6 mesh devices</li><li>More talk time with Lite/Max plans</li></ul>
What's in this plan? ↓	What's in this plan? ↓	What's in this plan? ↓	What's in this plan? ↓
<b>SUBSCRIBE NOW</b>	<b>SUBSCRIBE NOW</b>	<b>SUBSCRIBE NOW</b>	<b>SUBSCRIBE NOW</b>

1.All promotions displayed are applicable to 24-month contract plans and available for a limited time only. Terms and conditions apply.

2.No contract subscribers are subject to a one-time charge: RM400 for the 100Mbps plan, RM650 for the 500Mbps plan and RM800 for the 1Gbps plan.

3.Read our Terms and Conditions in full [here](#).

\*Price(s) displayed are subject to 6% Service Tax where applicable.

# THE BRIEF

Time



### Business Objectives:

Increasing sales and market share

### Marketing strategy:

Fully optimize marketing channels to create leads and drive sign ups

### **Marketing objectives for the next 3 years:**

1. Run Effective Marketing Campaigns
2. Optimal Allocation of Marketing Budget
3. Scenario Planning, Forecasting and Testing

**Objective:**

Showcase the model MMM dashboard to demonstrate the following but not limited to:

**Activities:**

1. Descriptive model analysis (key drivers and analysis)
2. Prescriptive actions
3. Predictive results and impact
4. Budget allocation and recommendations
5. Ongoing optimization

**Objective:**

Establish a streamlined model for customer interaction throughout the Marketing Mix Modeling (MMM) process, defining touchpoints, frequency, and cadence.

**Activities:**

1. Identify key interaction touchpoints in the MMM journey.
2. Determine the frequency and cadence of customer engagements at each stage.
3. Define the nature of interactions to ensure effective collaboration.
4. Assess the pros and cons of managed service and self-service approaches.
5. Develop a comprehensive plan for implementing the chosen service model.
6. Communicate changes to stakeholders and initiate the transition process.
7. Identify key roles and responsibilities in the MMM process.
8. Assess whether resources will be internally managed or externally sourced.
9. Determine the optimal placement of resources to provide effective coverage.

# CRITERIA

Time

The MMM needs to be able to answer these questions

What percentage of total sales is driven by each marketing channel?

How does the sales contribution from each channel compare to its share of investment?

How do non-media factors contribute to sales?

What percentage of sales would be lost if all media investments were cancelled?

Does digital media drive offline sales?

What is the historic ROI for each media channel?

What is the marginal ROI for each media channel?

What is the recommended budget allocation for each channel

Which tactics (creative, targeting, ad formats) contribute most to my media profitability?

What are the direct and indirect effects of media channels?

How does my media drive both short and long-term sales?

How do media channels compare in their ability to drive sales and brand outcomes?

How do I balance my media mix to drive both short and long-term sales?

What are the synergies between media channels?

**The following KPIs are (planned to be) included in our MMM?**

Online sales

Offline sales

Total sales

Online action (leads, subscriptions,  
contracts, orders, etc.)

Offline actions

Total actions

Visit to site

Share of Search

Google query volume

Purchase intent

Brand consideration

Brand preference/liking

Brand awareness

## What we expect from you

Marginal ROIs (return on the next \$1 invested).

Response curves

Hypotheses as to which factors influenced media ROIs.

Budget optimisation scenarios.

Recommended actions outside of the media budgets.

ROIs by channel.

ROIs by ad format.

ROIs by creative.

ROIs by targeting.

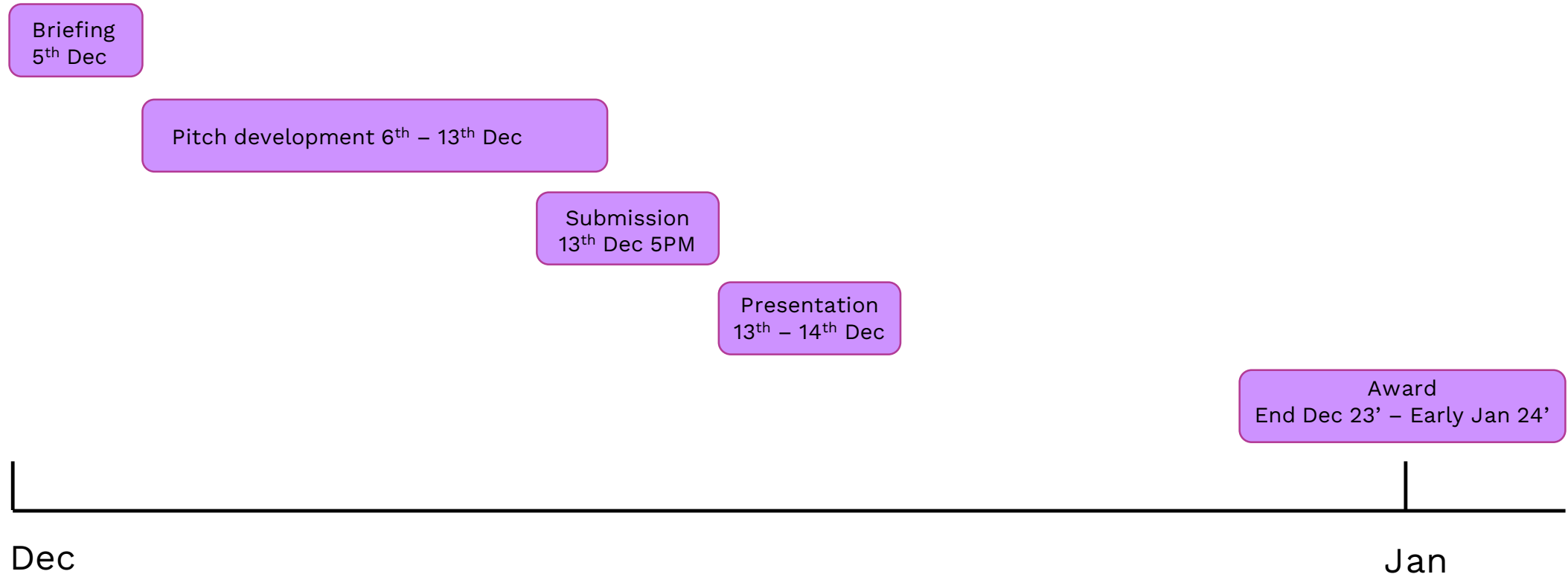
ROI by bidding strategy or buy model, e.g. CPM, CPV, CPA (if applicable).

Clear and informative charts and data visualisations.

Explanation of the model results and consultation

# TIMELINE

Time





**Expertise and Track  
Record**

**30%**

Methodology and  
approach

**30%**

Technology and  
Analytical  
Capabilities

**25%**

Customization and  
Collaboration

**15%**

Technical proposal weightage – 70%

Commercial proposal weightage – 30%

**AND THAT'S TIME**

**time**<sup>TM</sup>