

[Front Cover]

HEAD

IMPACT™ B2B Growth Engine Programme

SUBHEAD

Win predictable pipeline growth in SEA without ballooning ad budgets

[Page 2/3]

HEAD

Why B2B Marketers Trust Us

INTRO

As The Results-Driven B2B Digital Agency, Construct Digital helps APAC B2B technology marketers hit aggressive pipeline targets without ballooning ad spend. Since 2010, our IMPACT™ system has transformed complex, multi-market campaigns into predictable revenue. Like you, we believe success is measured in indisputable numbers.

- S\$200M pipeline / 1,500,000 leads delivered for SAP, CommScope & other tech giants
- SAP: 3,702 net-new names at 10× lower CPL and a SaaS blitz that hit 13 million impressions, 73,000 clicks at S\$0.47 CPC, fueling a 1,300% spike in trials
- CommScope RUCKUS Cloud: 27,548 new users & 39,609 microsite visits in under 3 months
- IMPACT™ average: -22% CPL , +28% pipeline in the first 90 days across roll-outs
- 45+ awards & elite partnerships: HubSpot Growth Impact, Salesforce Marketing Cloud & HubSpot Partner since 2015
- 50-strong APAC team: strategy, creative & media; 100+ digital platforms built with AI-powered personalisation

HEAD

Why SEA Pipelines Bleed Budget

COPY

CPLs are up 38%, pipeline targets are up 30%, and every quarter the board still asks, “Where’s the revenue?” Marketing heads in SEA are juggling 6-10 decision-makers

across four countries and three languages—yet budgets keep soaring with little to show for it.

SUBHEAD

Soaring CPL, Flat Pipeline

COPY

Digital ad costs in SEA have jumped 38 %, while sales targets climb. Spray-and-pray campaigns burn SGD fast, but pipeline barely moves.

SUBHEAD

Message Lost in Translation

COPY

One campaign, five languages, six-plus buyer roles—generic copy misses the mark. When the right person can't see themselves in the ad, engagement collapses.

SUBHEAD

Channel Chaos & Blind Spots

COPY

42% of APAC B2B marketers run 4+ platforms per campaign, yet only 19% tailor creative per channel. The result? Fragmented journeys, siloed data, and a revenue black box.

CALLOUT

Miss the number, lose credibility—and budget. 74% of APAC Marketing leaders admit proving marketing's impact on revenue is their #1 headache. Careers stall when the board can't see ROI.

- +38% CPL
- 6-10 stakeholders per deal
- 81% of marketers expect budget hikes yet still struggle to prove ROI

[Page 4/5]

HEAD

From Cost Centre to Growth Engine

INTRO

Marketing leaders in SEA don't just want leads — they want proven impact. We help you flip the narrative with pipeline-backed performance in 90 days.

SUBHEAD

Shrink CPL, Grow Pipeline

COPY

Our clients regularly slash cost-per-lead by up to 30%, while increasing qualified pipeline by 28% in the first 90 days. We reverse the usual trade-off — spend less, land more.

SUBHEAD

Persona-Level Resonance

COPY

Forget the spray-and-pray campaigns. Our AI-informed creative and channel strategy deliver 3× higher engagement by aligning copy and content to language, role, and buying stage.

SUBHEAD

Faster Campaigns. Smarter Optimisation.

COPY

Launch in weeks, not quarters. Our agile sprint model gets campaigns live fast—then improves performance weekly through test-and-learn loops. No more “set-and-forget” waste.

CALLOUT

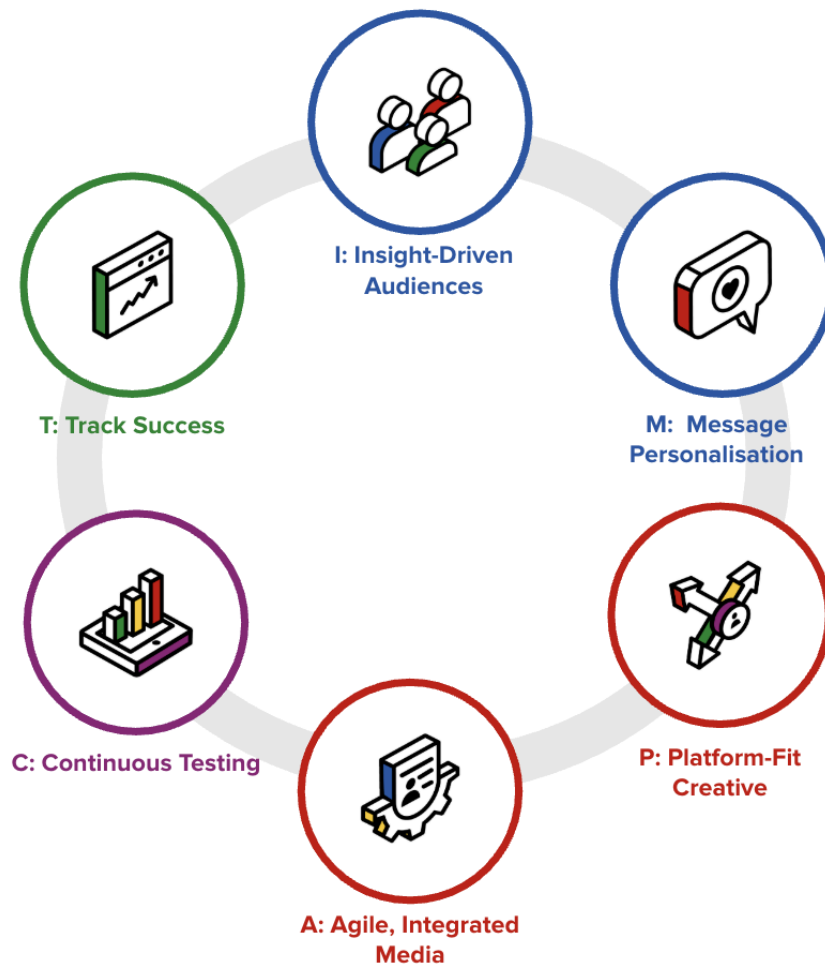
3,702 net-new names. 10× lower CPL. S\$1k → S\$108. All in 90 days for SAP SEA. Want that kind of result? Book your strategy call today.

HEAD

IMPACT™ B2B Growth Engine

INTRO

Six proven moves to cut CPL and build predictable pipeline in SEA. IMPACT™ blends persona insight, channel-fit creative and rapid optimisation so every campaign gets smarter—and cheaper—week after week.



I Insight-Driven Audiences:
Map buying groups, not job titles, to reach all decision-makers

M Message Personalisation:
Role-, pain-, and stage-specific copy that 3X engagement

P Platform-Fit Creative:
Platform-native, persona-led creative for each channel and funnel stage

A Agile, Integrated Media:
Launch brand + demand together to slash CPL up to 40%

- C** Continuous Testing:
Rapid, data-driven testing loops for maximum performance.
- T** Track Success:
Sync MA↔CRM↔BI so CFO, Sales & Marketing trust the numbers

This isn't just theory. Over 15 years, we've delivered S\$100M+ in pipeline and over 1 million leads for brands like SAP and CommScope.

[Page 6/7]

HEAD

How We Deliver Results in Just 13 Weeks

INTRO

A fixed-price, one-quarter engagement that launches in 4 weeks or less, then uses rapid test-learn loops to cut CPL and grow the pipeline before the quarter is out.

DIAGRAM



HEAD

Here's What B2B Leaders Say

INTRO

Hear from marketing leaders who turned complex SEA campaigns into a predictable pipeline with Construct Digital. These are real partnerships built on trust, speed, and results.

SUBHEAD

Always rising up to the challenge

COPY

"You guys have been my 'secret' partners in crime. I want to thank you for the help and support, understanding, and camaraderie you've shown me and the APAC CommScope marketing team. I enjoyed working with the Construct team very much, always rising up to the challenge, and many times exceeding my expectations. So, good on the team!"

Lina Wong

APAC Marketing Leader, Enterprise Marketing, CommScope

SUBHEAD

Timely technical and strategic counsel

COPY

"It has been a great pleasure working with Charanjit and his team at Construct Digital on our recent digital project for 11 of our Asia Pacific markets. Construct Digital has consistently provided good and timely technical and strategic counsel regarding our project's needs over the past 10 months and continues to do so."

Charlotte Teo

Marketing Manager, Asia Pacific

Tupperware Brands Asia Pacific

SUBHEAD

A great partner in your brand building journey

COPY

“My sincere gratitude goes to the dedicated Construct Digital team who developed our Eton Solutions product and International HQ launch campaign. From strategic communications to design and content execution, the entire Construct team gave valuable strategic input and worked tirelessly and meticulously to deliver all the campaign elements within an accelerated timeframe.”

Tracie Soh

VP Marketing & Client Engagement, Eton Solutions

[Page 8/9]

HEAD

Customer Success Stories

SUBHEAD

10× More Net-New Leads at 10% of Previous CPL

LOGO

SAP SEA

COPY

SITUATION:

SAP SEA was paying ~\$1,000 per lead for generic display campaigns across the region, generating less than 30 low-quality names per month. The funnel stalled, with marketing unable to prove impact or justify continued spend.

INSIGHT:

We discovered SAP’s best buyers weren’t just SME Owners, but two specific personas: second-generation owners modernising family businesses, and founders stuck in day-to-day operations unable to grow. Messaging had to hit these real pain points.

STRATEGY:

Shifting from one-size-fits-all display ads to persona-driven, full-funnel campaigns on new channels. Convincing stakeholders to test platforms like Meta in B2B — a big mindset change at the time.

OUTCOME:

In one year, we delivered 3,702 net-new qualified names at ~\$108 CPL — a 10× improvement over the previous \$1,000 CPL. Extended reach across SEA markets with a creative and channel strategy that resonated deeply with the target personas.

SUBHEAD

Persona-Led Campaign Drives 27k New Users & 12 % Landing-Page Conversion

LOGO

CommScope Ruckus

COPY

SITUATION:

RUCKUS Cloud's APAC team needed to stand out in a crowded enterprise-networking market. Previous product-led ads weren't cutting through, and differentiation was slipping.

INSIGHT:

Our research revealed three distinct decision-making personas—Business Owners, Network Admins and Tech Managers—each with unique pain points (inefficient management, poor visibility, troubleshooting headaches).

STRATEGY:

Shift from generic B2B messaging to a B2Human story that speaks to people, not prospects, then deploy it across a full-funnel mix (Display, Search, LinkedIn, Meta) and an immersive, animated microsite—all within one regional budget.

OUTCOME:

In a 3-month campaign, a visually striking parallax microsite attracted 39,609 visits and 27,548 new users, with an impressive 12% landing-page conversion rate, significantly outperforming the typical B2B benchmark of 2-3%. The campaign's persona-led creative was recognised as "global best practice" and subsequently implemented across North America and EMEA.

[Page 10/11]

HEAD

IMPACT™ B2B Growth Engine Features & Benefits

INTRO

Here's exactly what you get with your quarterly engagement—and why it matters to your pipeline, budget and board.

WHAT YOU GET	VALUE TO YOUR BUSINESS
Dedicated Growth Pod One team (Strategist, Creative Lead, Media Specialist) that works in sync	S\$15,000–S\$20,000/month
Persona & Buying-Group Mapping Targets the entire decision committee, not just job titles	S\$8,000–S\$12,000 per persona project
Hero Creative Kit (Platform-Fit Assets) Ready-to-run ads tailored for each channel	S\$5,000–S\$15,000 per campaign phase
Full-Funnel Integrated Media Buying Single budget, single funnel, reducing CPL by up to 40%	20% of spend, plus set-up costs
30-min Weekly War Room Fast, data-driven optimisation cycles mean issues are fixed in days	S\$5,000/month for ongoing review
Live KPI / ROI Dashboard Everyone sees the same real-time numbers	S\$15,000–S\$30,000
Variant Sprints & A/B Testing 4-day creative and bid experiments continuously improve conversion	S\$5,000–S\$10,000/month
New-Channel Pilots (TikTok, Quora, CTV) Discover cheaper attention pockets before your competitors	S\$5,000–S\$15,000 per channel test
Quarterly Growth Roadmap & Forecast Enter each quarter with a clear plan and realistic budget forecast	S\$8,000–S\$12,000 per workshop

WHAT YOU GET	VALUE TO YOUR BUSINESS
Dedicated Growth Pod One team (Strategist, Creative Lead, Media Specialist) that works in sync. No hand-offs or lost context. Speeds decisions, keeps strategy consistent.	S\$15,000–S\$20,000/month in separate hires or agency retainers
Persona & Buying-Group Mapping Targets the entire decision committee, not just job titles. Cuts waste and lifts engagement up to 3×.	Separate strategy consultancy: S\$8,000–S\$12,000 per persona project
Hero Creative Kit (Platform-Fit Assets) Ready-to-run ads tailored for each channel. Launch in weeks, not quarters. No generic one-size-fits-all creative.	Freelance creative + production costs: S\$5,000–S\$15,000 per campaign phase
Full-Funnel Integrated Media Buying Single budget, single funnel. Brand and demand work together, reducing CPL by up to 40% and boosting pipeline.	Media agency fees: 20% of spend, plus set-up costs
30-min Weekly War Room Fast, data-driven optimisation cycles mean issues are fixed in days—not left to burn your budget for weeks.	Typical consultancy retainer: S\$5,000/month for ongoing review
Live KPI / ROI Dashboard Everyone sees the same real-time numbers. Protect your budget with hard ROI proof.	Custom BI dashboards + integration: S\$15,000–S\$30,000
Variant Sprints & A/B Testing 4-day creative and bid experiments continuously improve conversion. No "set-and-forget" waste.	In-house creative + media test costs: S\$5,000–S\$10,000/month

New-Channel Pilots (TikTok, Quora, CTV) Future-proofs your mix. Discover cheaper attention pockets before your competitors do.	Research + creative production: S\$5,000–S\$15,000 per channel test
Quarterly Growth Roadmap & Forecast Enter each quarter with a clear plan and realistic budget forecast. Keeps leadership aligned and confident.	Typical agency planning workshop: S\$8,000–S\$12,000

[Back Cover]

HEAD

Book Your Strategy Call Today

COPY

Schedule a 30-minute session with our Strategist to see how the IMPACT™ B2B Growth Engine can deliver real pipeline growth in SEA for your business. Get the clarity, creative, and channels you need to stop burning budget and start hitting pipeline targets—in 90 days, not 9 months.

- We'll understand your goals and markets
- We'll share a tailored funnel and pricing plan
- You pick the Engine that fits to get started
- Limited quarterly slots available

Quarter-based commitment. Cancel any time before launch. Transparent pricing with no surprises.

Email info@construct.sg

Visit www.constructdigital.com