



# MARTECH TRENDS TO WATCH OUT

Random and personal thoughts about marketing technology development

# MARTECH VS ADTECH

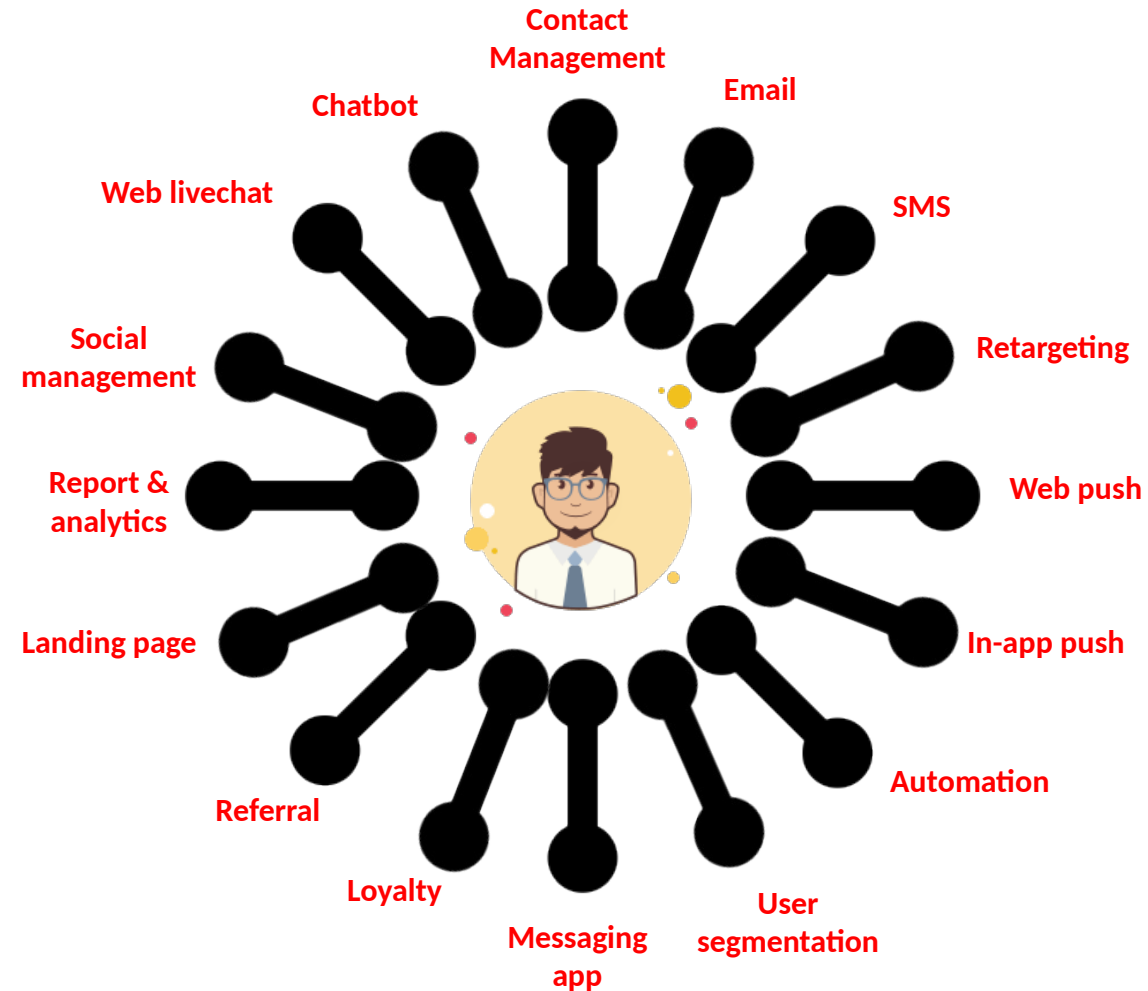
	ADTECH	MARTECH
Media	Paid media	Unpaid & owned channels
Target	One-to-many, unknown recipients	One-to-one, known recipients
Billing	Commission or fixed fee on top of CPM	SaaS, fixed price billed monthly
Goal	Prospecting new customers, increase branding	Improving the relationship, increasing lifetime value



mailchimp



# ONE PLATFORM TO RULE THEM ALL

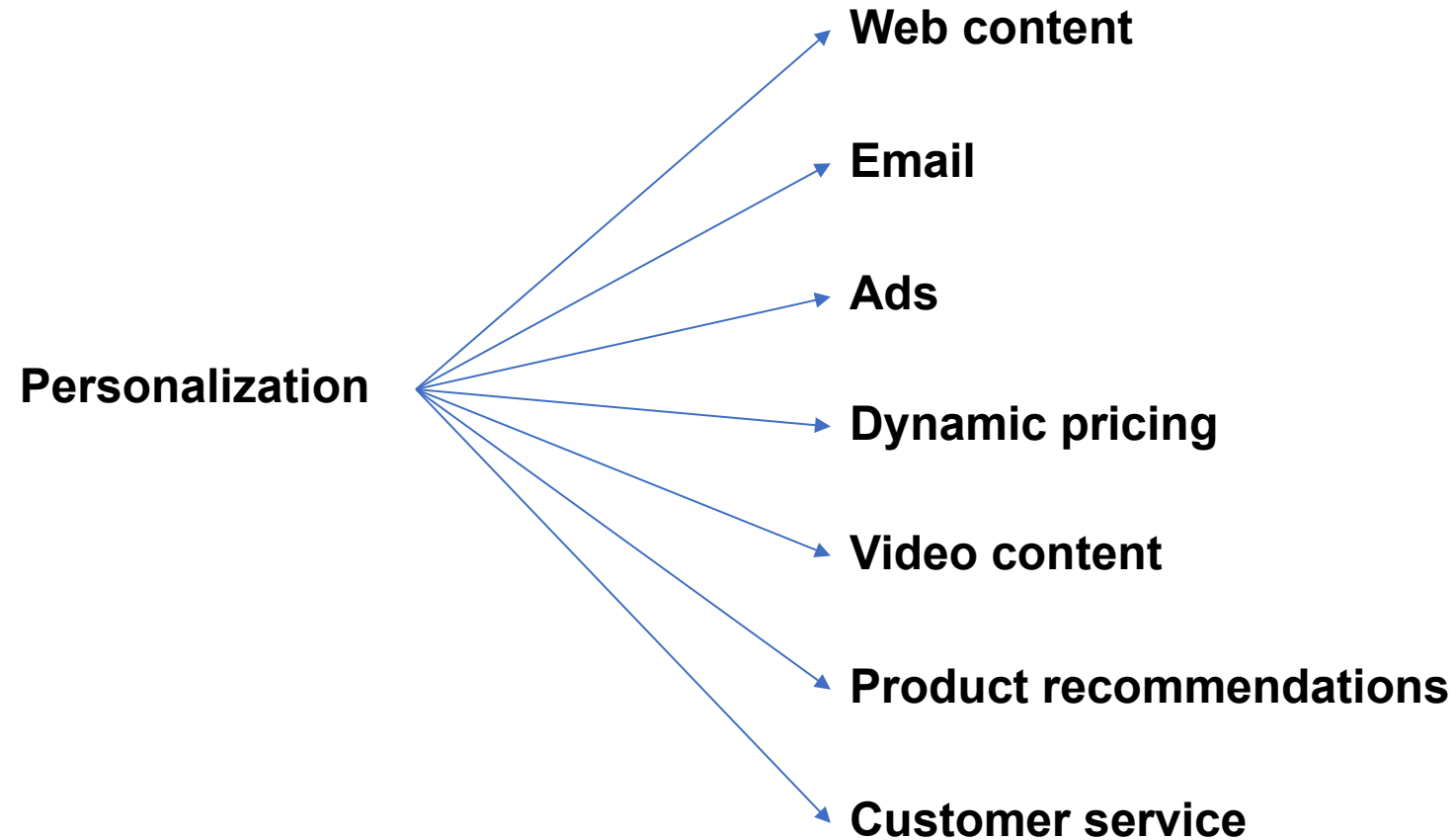


# PRIVACY & DATA PROTECTION

## Bigger Responsibility, Bigger Repercussions



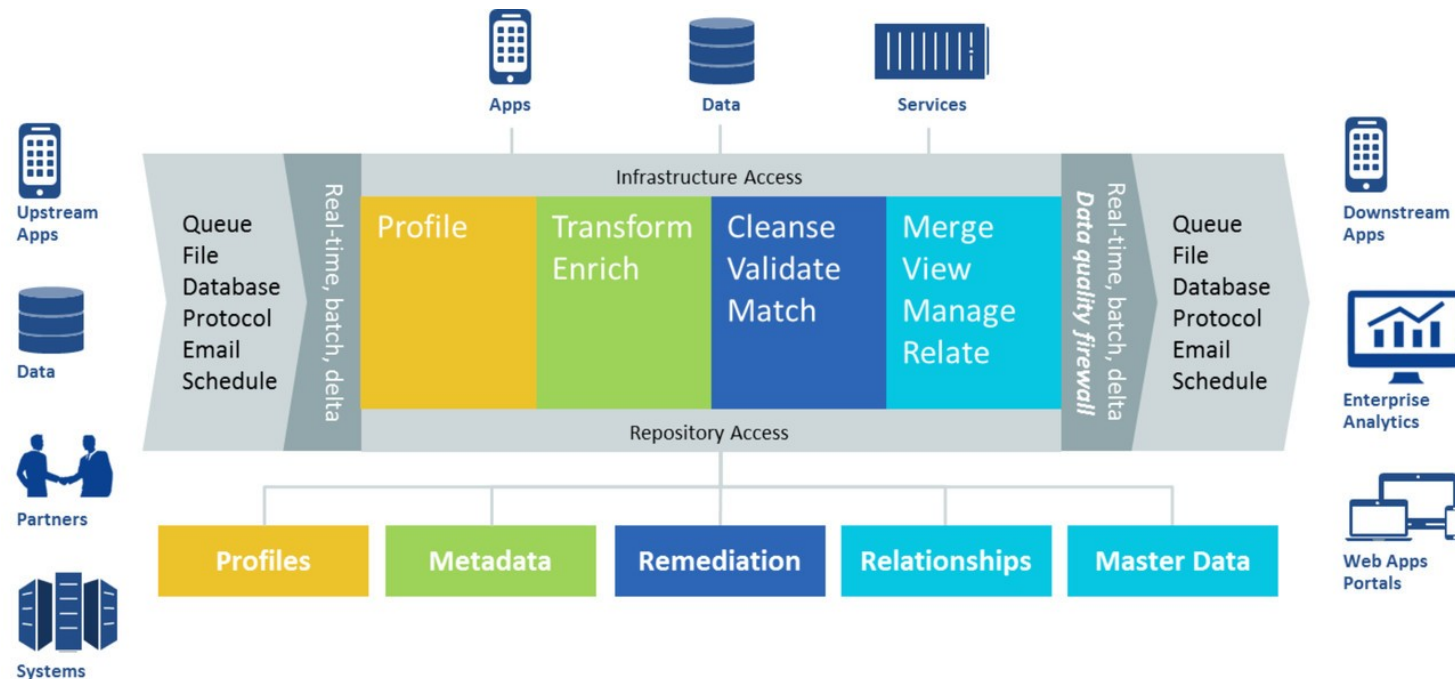
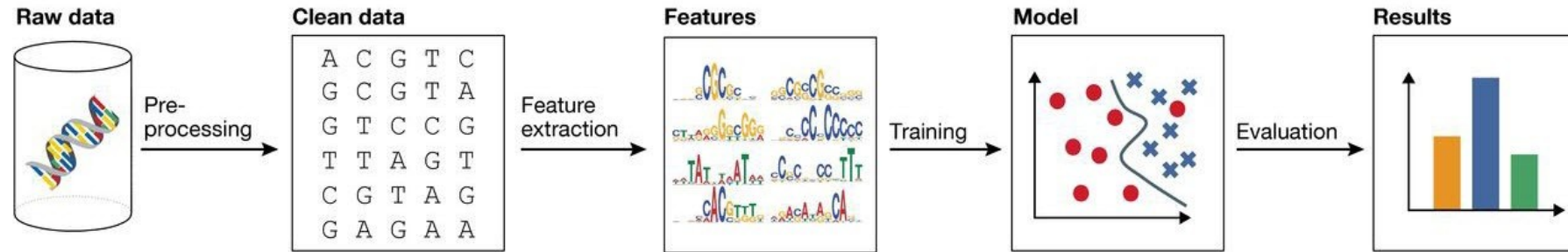
# PERSONALIZATION



# MARTECH + ADTECH

	ADTECH	MARTECH	COMBINED
<b>Data</b>	<ul style="list-style-type: none"><li>• External data pools</li><li>• Aggregated data</li><li>• Thing data</li></ul>	<ul style="list-style-type: none"><li>• Identifiable individuals</li><li>• Advanced association</li></ul>	<ul style="list-style-type: none"><li>• External pools of aggregated data tied to individuals &amp; things</li></ul>
<b>Decision</b>	<ul style="list-style-type: none"><li>• Real time bidding</li><li>• Advanced attribution</li></ul>	<ul style="list-style-type: none"><li>• Journey tracking</li><li>• Behavior-based recommendations</li></ul>	<ul style="list-style-type: none"><li>• AI-based bidding, message selection and content generation</li></ul>
<b>Delivery</b>	<ul style="list-style-type: none"><li>• Personalized messages in owned media</li></ul>	<ul style="list-style-type: none"><li>• Targeted messages in paid media</li></ul>	<ul style="list-style-type: none"><li>• Personalized messages across all media</li></ul>

# DATA MANAGEMENT

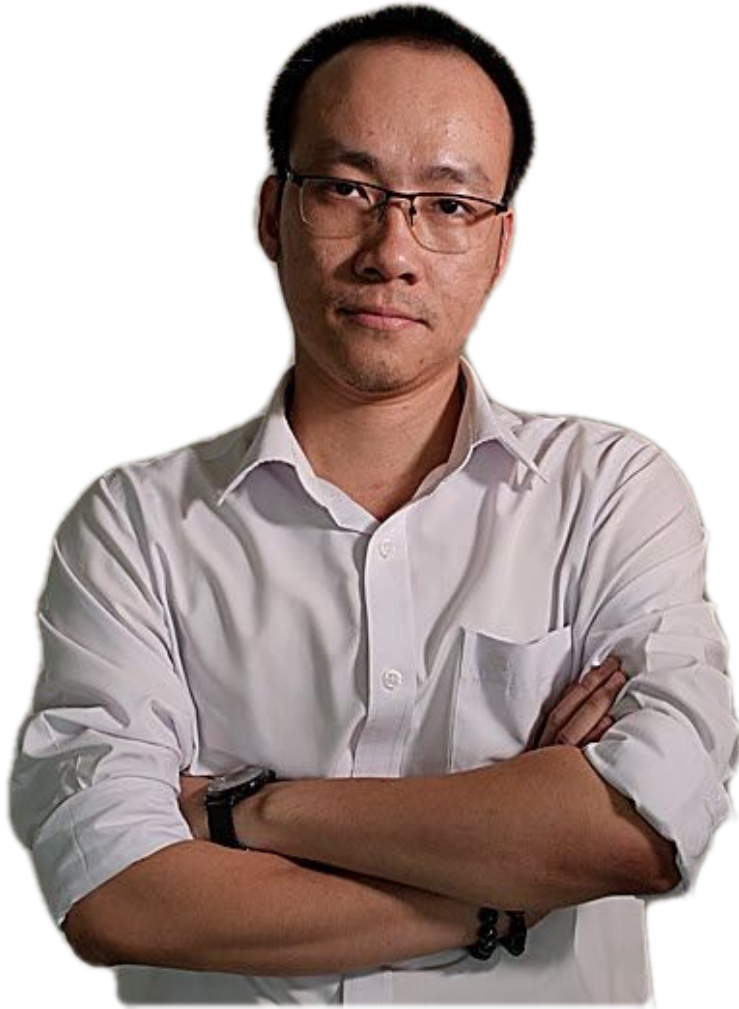


# SPEAKER PROFILE

**BUI QUANG TINH TU**

ASIA CMO @RINGIER AG

Ex-CMO @GO-VIET



“DIGITAL MARKETING IS SIMPLY JUST MARKETING IN A DIGITAL WORLD!”

## WORKING EXPERIENCES

**10 YRS**

Marketing, general management, go-to market strategy, consultation & business development



Technology, platform, e-commerce, marketplace, transportation, real estate, education, etc.

**BRAND**

- Marry Network
- GO-VIET
- MuaBanNhaDat
- Wall Street English
- Lazada Vietnam