



DIGITAL MARKETING

SMART SPENDING to **EARN MORE MONEY**





9 million traffic/month



Technology Agency

Performance Agency

> 300 Customers Asian Market





OUR PORTFOLIO



ECOMMERCE:



RETAIL:



GAMES:



BANKING:



FINTECH:



EDUCATION:



AGENCY:





OUR PORTFOLIO



INSURANCE:



TA, OTA:



PHARMACY:



CLASSIFIED:



DELIVERY:



FITNESS & BEAUTY:



OTHER:



A top-down view of a workspace. On the left, a silver laptop is partially visible with its keyboard and trackpad. Next to it is a white flower. Below the flower are a pair of glasses. To the right of the laptop is a small stack of colorful sticky notes. Further right is a white cup of coffee with a dollop of cream on a white saucer. In the top right corner, a portion of a black camera is visible. The background is a plain, light-colored surface.

CHALLENGES & SOLUTION



SMALL SCALE



Small Budget

Limitation of Resources

Basic Manufacturing



How Marketing helps
the Businesses more
profitable?



SMALL SCALE



RESOURCES

Maximize human capital.



DEVELOPMENT

Invest to system, knowledges & human resources.



ALLOCATION

Allocate the most budget to content instead of budget for advertising.



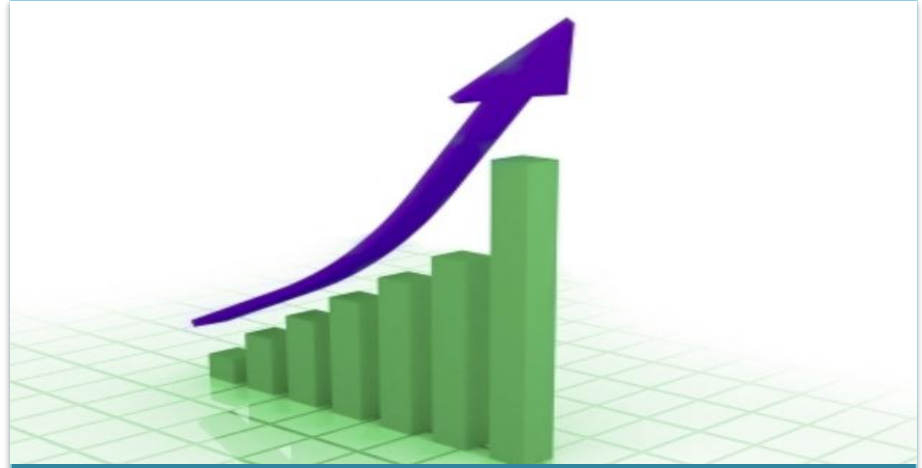
BIG SCALE



Extensive Budget

Short time

Right Target



How to get steady
investment growth?



BIG SCALE



TRANSFORMATION

Transfer Marketing model to Digital (if not have yet)



EXTENSION

Extend channels, target, look a like....



TRYING

Expand partners, coming up new Idea, using hands-on experiences.

A top-down view of a workspace. On the left, a silver laptop is partially visible, showing its keyboard and trackpad. To the right of the laptop is a white cup of coffee with a swirl of cream on a white saucer. Below the laptop, a pair of glasses with dark frames and thin temples lies on the surface. A small white flower with a dark center is also visible near the glasses. In the top right corner, a portion of a dark-colored device, possibly a camera or a small monitor, is visible. The background is a light, neutral color.

DEPLOYMENT & CONTROLER

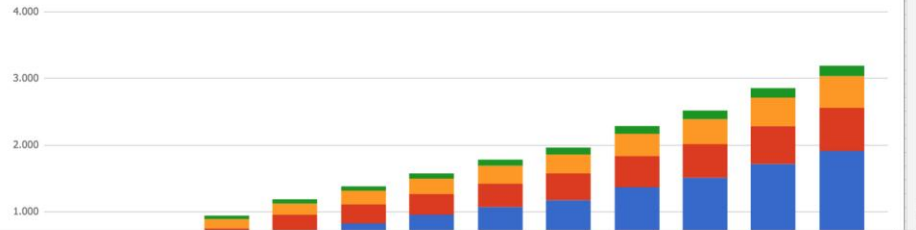
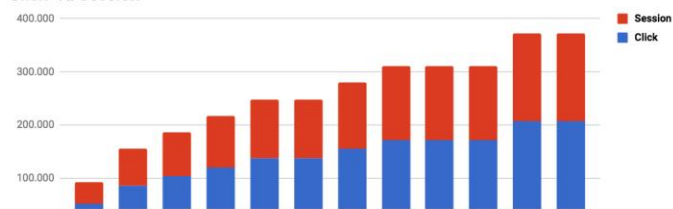


PLANNING



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
2	1. Target Audience																				
3	Customer			KPIs			Budget Table		Cost Ads		Agency Fee 20%		Final Payment:							AOV:	700.000 d
4	Age	N/A		Optimize Time:	15/ 01/2018 - 31/12/2018		1 - Google Ads		4795.000.000		159.000.000 d		954.000.000 d							Total Session:	1.728.000
5	Gender	Female		Type booking:	Management Fee		2 - Facebook Ads		41.120.000.000		224.000.000 d		1.344.000.000 d							Order:	20.755
6	Location	HCMC		Est. Impression	3.088.115.079		3 - Coc Coc Ads		41.650.000.000		330.000.000 d		1.980.000.000 d							CPO:	171.766 d
7	Status	N/A		Est. Unit:	1.728.000		Contractor Fee(1+2)*5%:		495.750.000		0 d		95.750.000 d							Cost Marketing:	3.565.000.000 d
8	Interest	Làm đẹp, chăm sóc da, trang điểm		Est. Session:	1.378.400		VAT 10%:		4366.075.000		71.300.000 d		437.375.000 d							Revenue:	14.528.408.300 d
9	Channel	Google, Facebook, Coc Coc		Est. CR%:	1,51%		Total (VAT included)		44.026.825.000		784.300.000 d		4.811.250.000 d							Cost in Revenue:	25%

Click và Session





CHECK LIST



PROCESS FLOW

WHO?

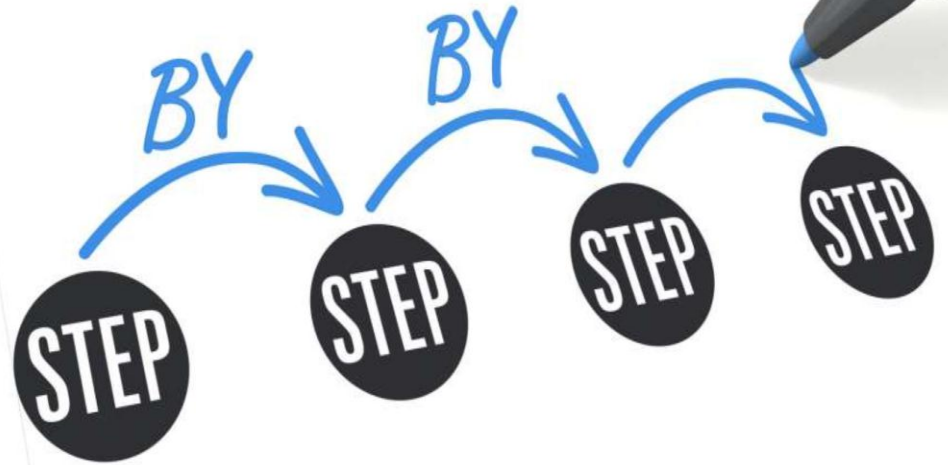
TIMELINE?

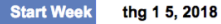
BEFORE?

DURING?

AFTER?

OTHERS?





Display Week: 1

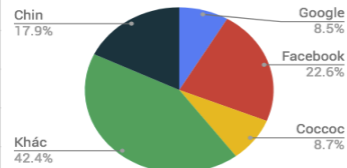
[illegible]



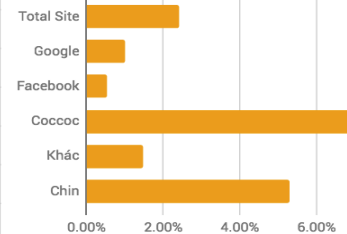
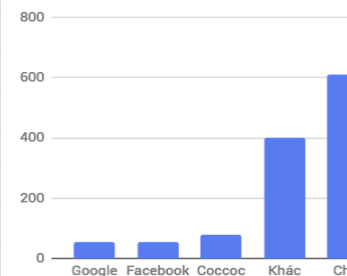
Báo Cáo Số Liệu Real Time

Last 30 day

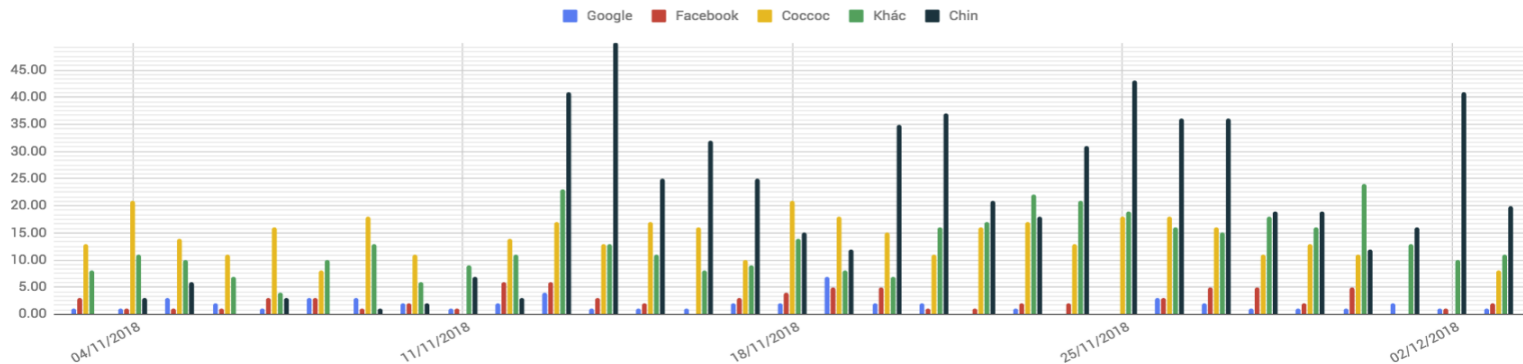
Traffic Per Channel



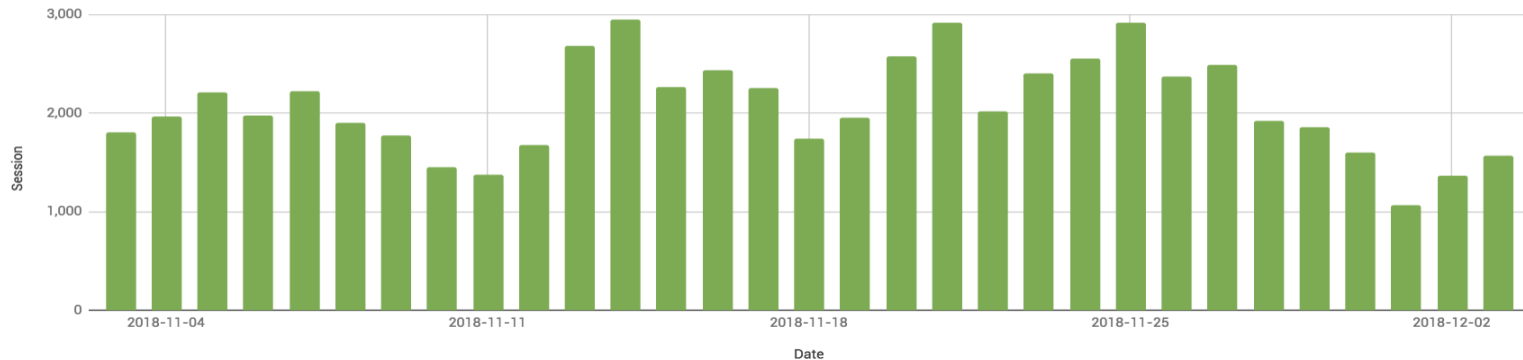
Conversion Per Channel



Conversion Per Channel



Session vs. Date (last 30 Day)





DETAILED REALTIME REPORT



REALTIME REPORT

Last Run On 19/10/2018 21:48:10		126.122	3.348	1.896.586.796 đ	2,65%
<i>ga:interestInMarketCategory</i>	<i>ga:campaign</i>	SUM của <i>ga:sessions</i>	SUM của <i>ga:transactions</i>	SUM của <i>ga:transactionRevenue</i>	CR%
+ Tổng số Computers & Peripherals/Computers/Laptops & Notebooks		504	21	2.352.220 đ	4,17%
+ Tổng số Computers & Peripherals/Computers/Tablets & Ultraportable Devices		502	21	12.789.120 đ	4,18%
+ Tổng số Computers & Peripherals/Printers, Scanners & Faxes		208	16	1.287.173 đ	7,69%
+ Tổng số Consumer Electronics/Audio/Stereo Systems		99	7	289.000 đ	7,07%
+ Tổng số Consumer Electronics/Cameras		73	6	222.740 đ	8,22%
+ Tổng số Consumer Electronics/Game Consoles		286	15	1.610.173 đ	5,24%
- Consumer Electronics/Mobile Phones	[chin]_00000_none_newpro	240	13	2.364.806 đ	5,42%
	[chin]_00000_none_newpro	518	10	1.096.100 đ	1,93%
	[chin]_00000_none_newpro	145	7	797.000 đ	4,83%
	[chin]_00000_none_newpro	277	7	508.400 đ	2,53%
	[chin]_00000_none_newpro	199	7	328.000 đ	3,52%
	[chin]_00000_none_newpro	213	9	1.202.420 đ	4,23%
	[chin]_00000_none_newpro	1.348	27	8.086.865 đ	2,00%
	[chin]_00000_none_newpro	515	7	6.088.000 đ	1,36%
	[chin]_00000_none_newpro	257	7	6.289.000 đ	2,72%
	[chin]_00000_none_newpro	2.434	17	33.830.680 đ	0,70%
	[chin]_0900000000_PO990	404	11	2.102.475 đ	2,72%
	[chin]_0900000000_PO990	315	7	898.000 đ	2,22%
	[chin]_200_SI343ELAGEJZ	1.339	28	4.136.140 đ	2,09%
	[chin]_300_GO169ELAWJ1	226	7	383.185 đ	3,10%
	[chin]_300_GO169ELAWJ1	553	8	766.420 đ	1,45%
	[chin]_500_SK580FAAD6W	209	11	1.995.300 đ	5,26%
	[chin]_700_TH232TBAU119	192	7	1.151.100 đ	3,65%
Tổng số Consumer Electronics/Mobile Phones		9.384	190	72.023.891 đ	2,02%
+ Tổng số Dating Services		1.272	26	2.430.700 đ	2,04%
+ Tổng số Education/Foreign Language Study		2.352	60	25.037.904 đ	2,55%
+ Tổng số Education/Post-Secondary Education		10.782	188	49.536.902 đ	1,74%
+ Tổng số Education/Primary & Secondary Schools (K-12)		1.889	53	7.080.642 đ	2,81%
+ Tổng số Education/Study Abroad Programs		643	24	2.523.073 đ	3,73%



WHAT WE CAN DO?



Understand where you are and what you expect.



Guarantee to analyze and optimize the campaign **real-time**.



Define clear KPIs as well as in reporting system.



Come up new **ideas** during deployment process.



Make yourself **believe** in what you are doing.



Follow the campaign and always be active to optimize the ads.

Case Study



Shopee

MODEL: Paid Media
Affiliate

RESULTS: >3.000
Orders/Day



MODEL: Paid Media
CPI

RESULTS: >15%
Deposit Rate



MODEL: Paid Media
Affiliate

RESULTS: >1.500
Orders/Day



Thank you!