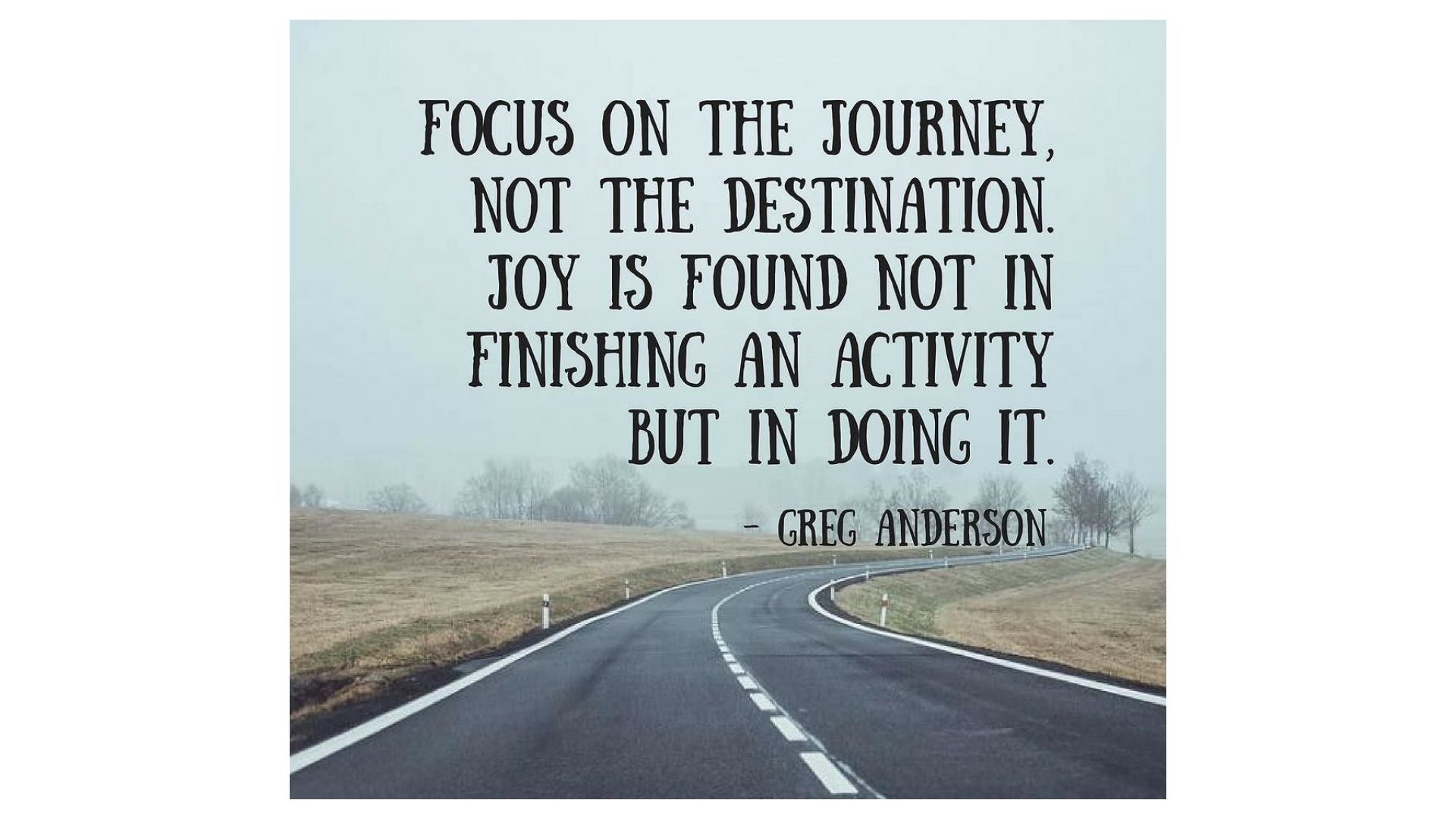




The product concepts of Leo CDP

Customer Data Platform for Smart Business

Invented by Nguyễn Tấn Triều (Thomas) at USPA Technology Company
Email: contact@uspa.tech
Facebook: facebook.com/tantrieuf31



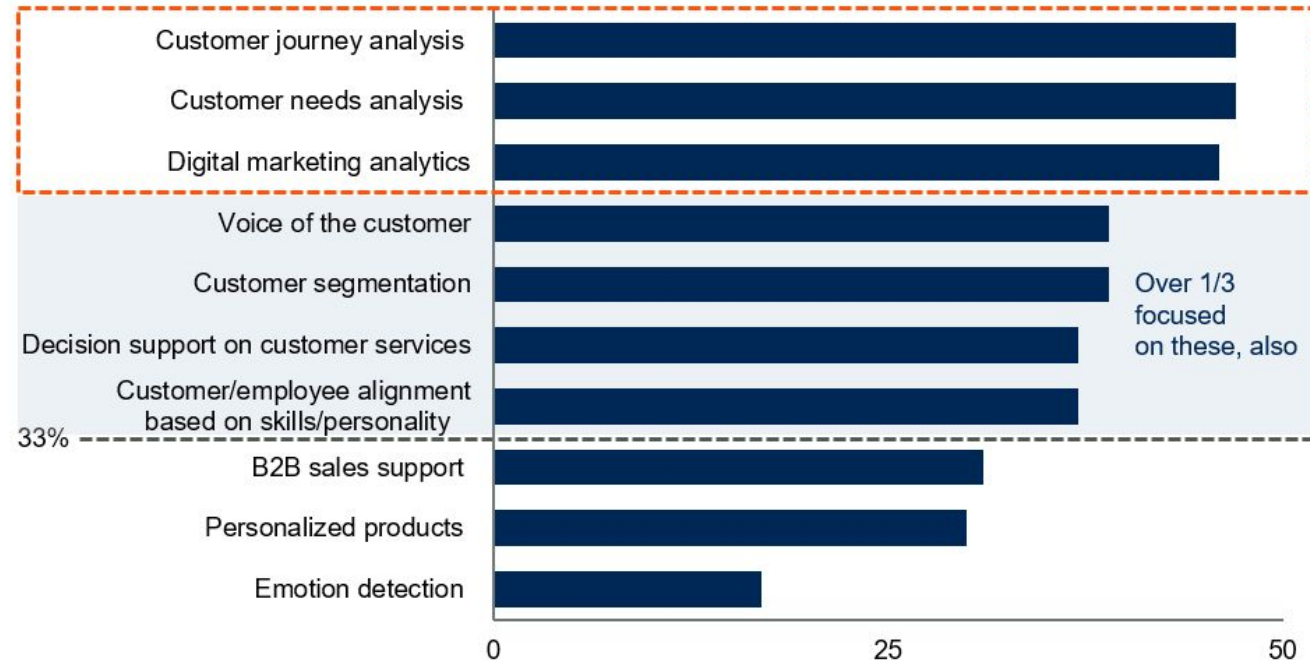
FOCUS ON THE JOURNEY,
NOT THE DESTINATION.
JOY IS FOUND NOT IN
FINISHING AN ACTIVITY
BUT IN DOING IT.

- GREG ANDERSON

Customer Journey Analysis, Customer Need Analysis & Digital Marketing Analytics are the top demands from business

Customer Analytics Priorities for 2018

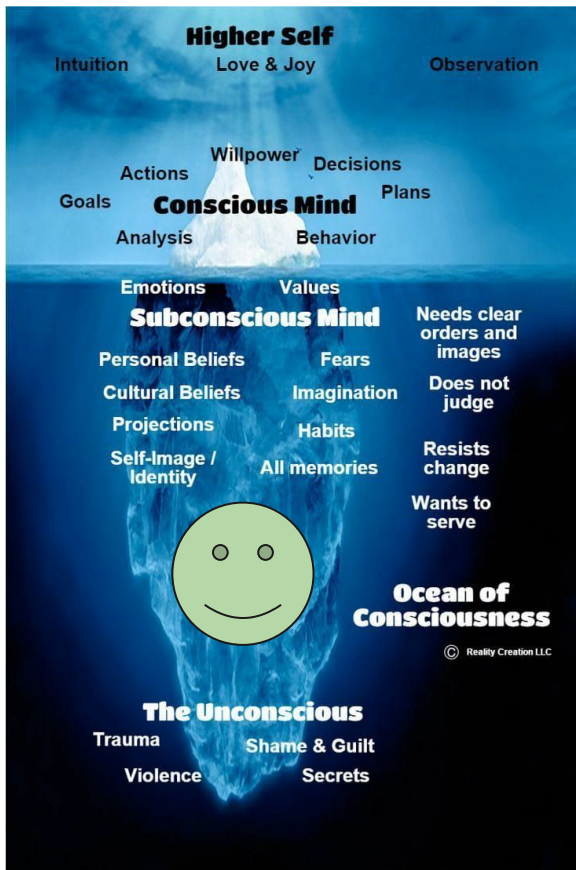
Percentage of Respondents



Source: Gartner Investment in customer analytics (Q04,Q05) exclude unsure, n=142

The purpose of Leo is optimizing

Customer Journey with personalized media content, persona model, Big Data, A.I

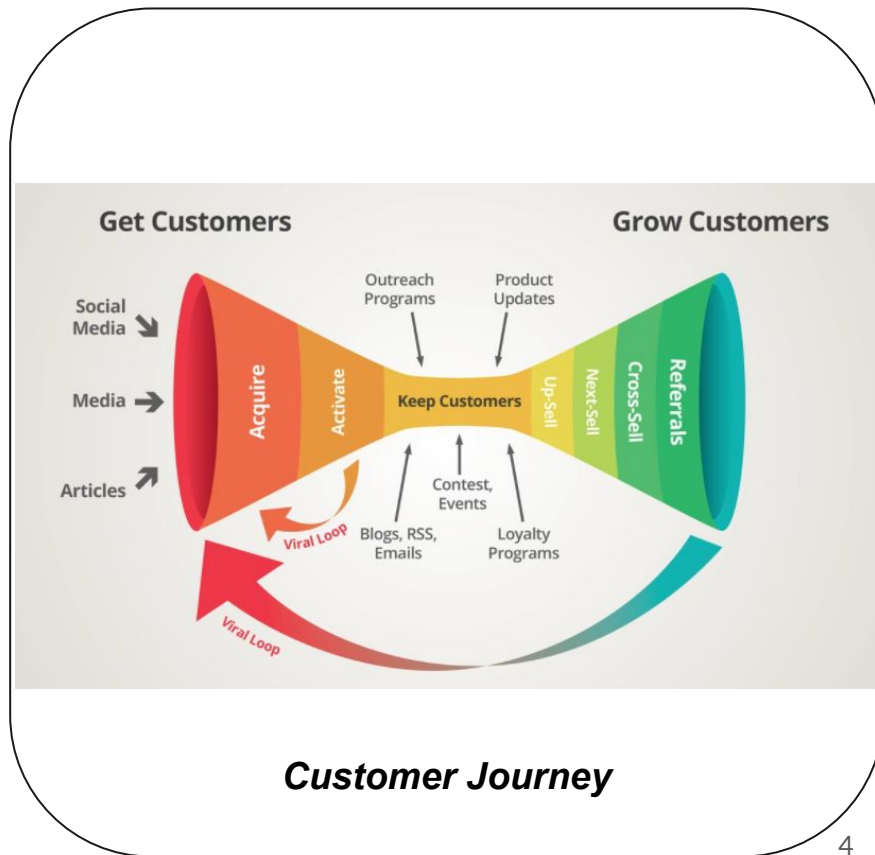


Digitalization

Action
(Feedback)

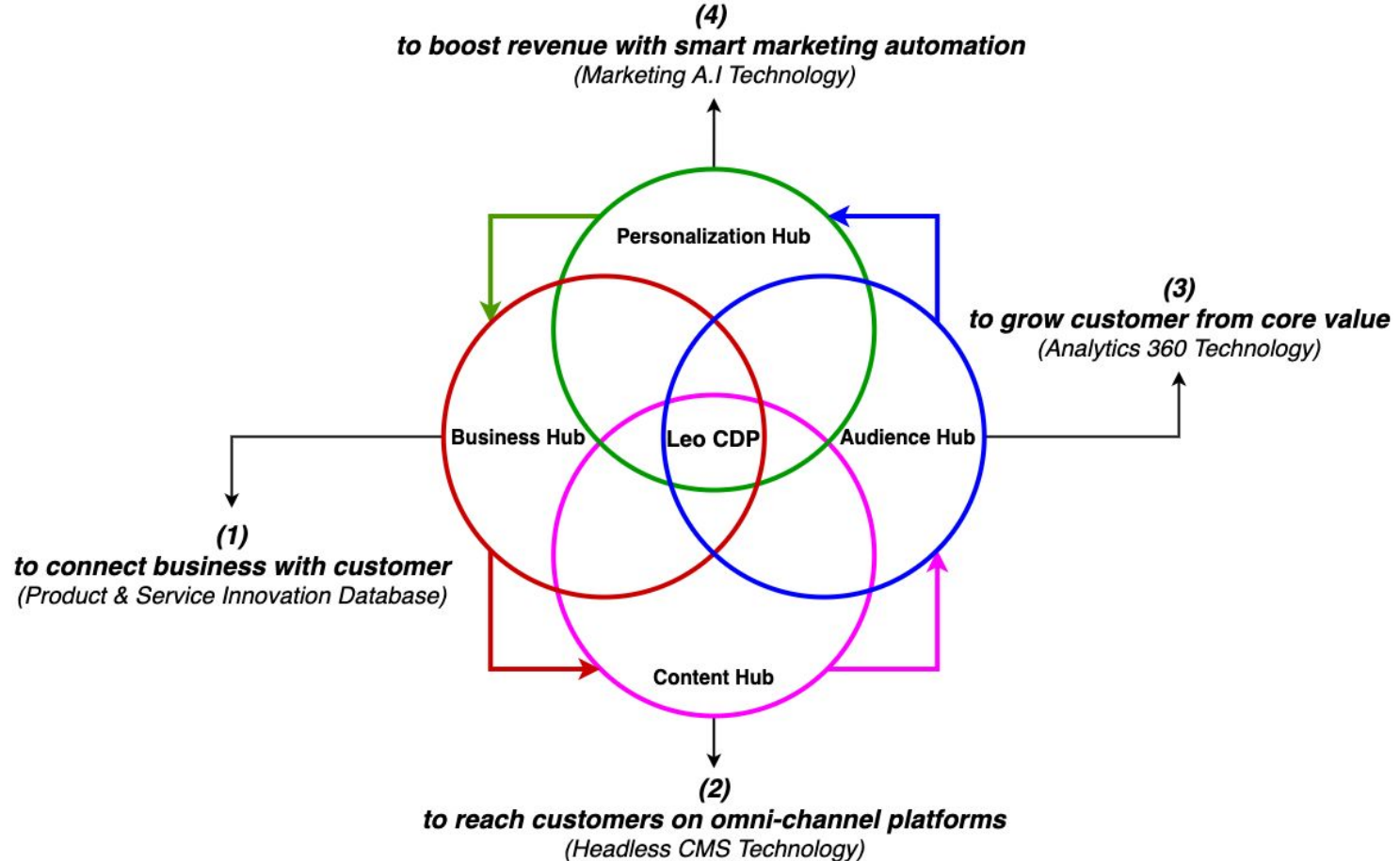
Customer Experience
with Journey Map

Information
(Content)



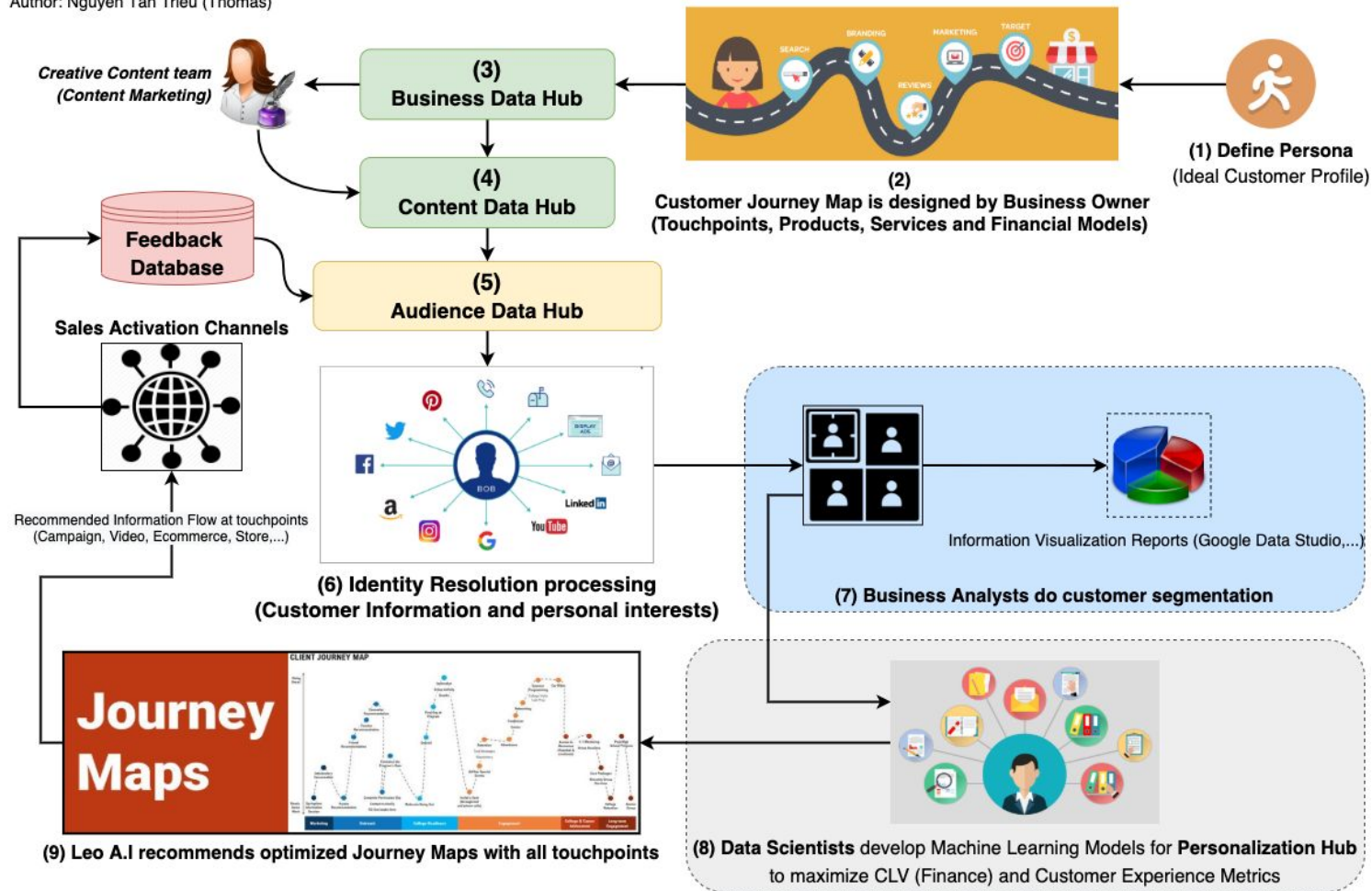
The philosophy of Leo CDP

(Customer Data Platform for Smart Business)

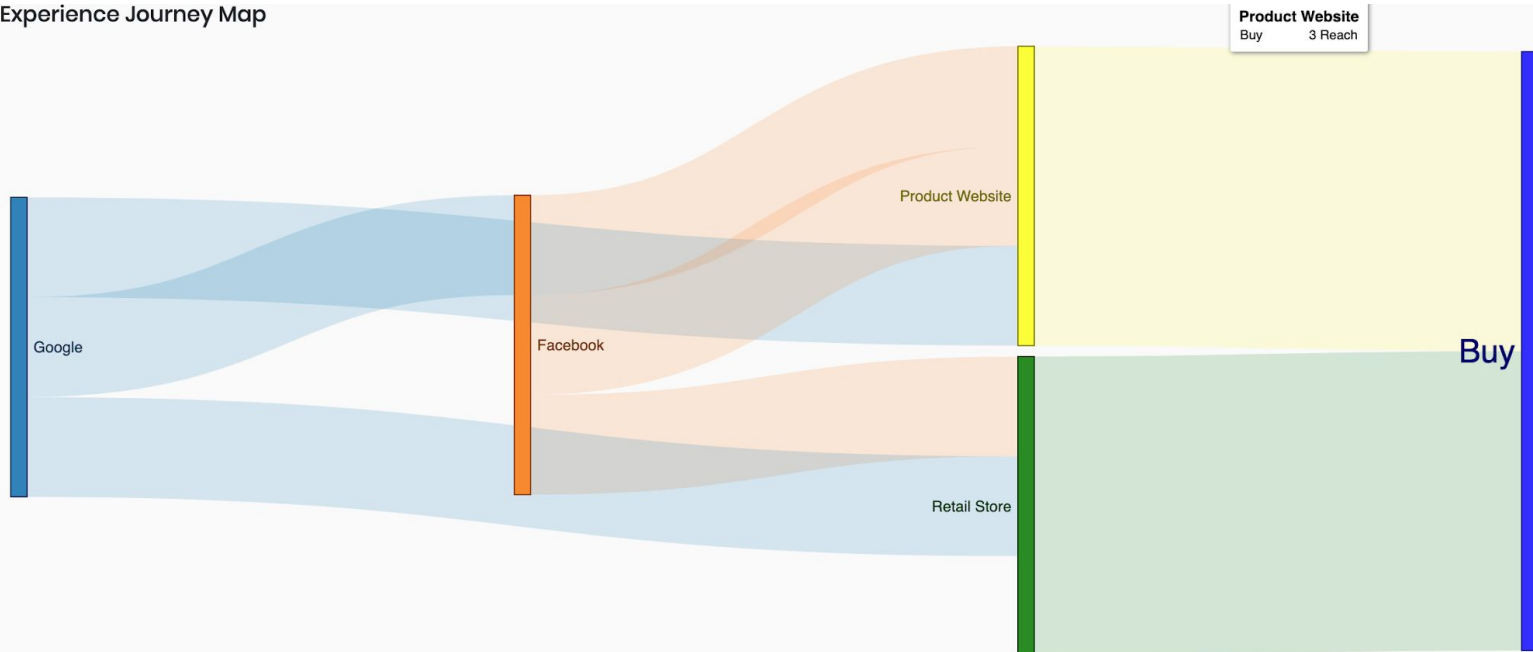


The main workflow of Leo CDP

How to implement USPA framework in practice



Experience Journey Map



Our solutions and business oppotunities

- 1 organizational tips and multi-functional products
- 2 affordable
- 3 stylish furniture for beautiful home
- 4 entertaining and taking care of family
- 5 organic foods, sustainable fish

Business oppotunities

- 1 Smart table
- 2 Chair
- 3 Sofa

Business Hub

Sales Dashboard

Product Catalog

Service Catalog

Business Hub API

Content Hub

Content Dashboard

Content Hub API

Website Contents

Audience Hub

Audience Dashboard

Journey Maps

Audience Profiles

Segments

Custom Reporting

Audience Hub API

Personalization Hub

Data Observer

Persona Models

Web Widgets

Smart Recommender API

System Management

Sales Analytics Dashboard

Audience Statistics

33,801 profiles

63 segments

1,489 customers

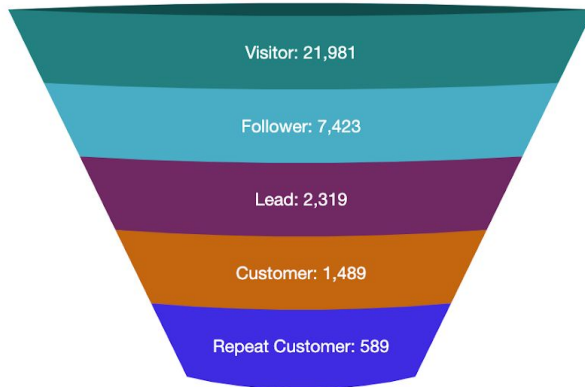
Event Statistics

61,656 content views

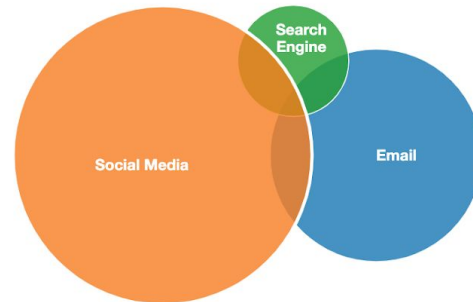
8,152 product views

996 purchases

Profile Conversion Funnel



Audience Media Sources



Sales channel's performance from purchasing data

