

Data has become the fifth major factor of production in the new era.

GrowingIO 2020 Growth Conference

Build Digital Growth Leadership  
Direct to Consumer Direct to Growth

Data

In April 2020, the Central Committee of the Communist Party of China and the State Council issued the "Opinions on Building a More Perfect System and Mechanism for the Market-Based Allocation of Factors," designating data as a production factor alongside land, labor, capital, and technology.



The growth platform helps customers enhance their data-driven operations and management capabilities.

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Growth System

Acquisition Activation Retention Revenue Referral

Acquire

Activation

Retention

Monetization

Recommendation



Customer Experience

Brand Promotion  
Live Streaming Sales  
Search Marketing

Customer Activation  
User Care  
Enhance Experience

Enhance Loyalty  
Dormant Activation

Pricing Strategy  
ROI Evaluation  
Reward Loyalty

Private Domain Marketing  
Social Fission



Marketing Management

Manage Marketing Customer Lists: List Generation, Filtering, Merging, Deduplication, Distribution

Marketing Plan Development: Contact Time, Channels, Personnel Allocation, Content, Marketing Scripts, Evaluation Metrics, Marketing Budget, etc.

Post-Marketing Evaluation: Marketing List Recovery, Execution Rate Statistics, Success Rate Statistics, Model Accuracy Verification, etc.



Analysis Insights

Product Design

Online Behavior Analysis

Transaction Analysis

Customer Information Analysis

Interactive Experience

Behavior Pattern Discovery

Transaction Abnormality

Lifecycle Changes

Market Segmentation

Customer Segmentation

Customer Value System

Loyalty System



Data Management

Customer 360 View

Customer Data

Transaction History

Interaction Circles

Response History

Customer Behavior

Marketing History