

THE MOVEABLE MIDDLE CONSUMER

A Playbook for Uni-marketing Growth



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FOREWARD 1

Dear readers,

I am honored to write the foreword for the "The Moveable Middle - A Playbook for Uni-Marketing Growth" as the Managing Director of MMA Asia Pacific. In this era of ever-changing and challenging consumer behavior, the Chinese market has demonstrated its leadership and innovation.

As one of the world's largest consumer markets, China boasts a massive consumer base and a rapidly developing digital infrastructure. Chinese consumers have a strong appetite for fresh and innovative products and services, and their constantly evolving preferences and behaviors present both great opportunities and challenges for brands.

In the Chinese market, the importance of uni-marketing growth is becoming increasingly apparent. Brands need to deeply understand consumer needs and behaviors, as well as the characteristics of different channels and platforms, in order to achieve all-round growth through integration and collaboration. The leadership and innovation of the Chinese market demand constant innovation and breakthroughs from brands in order to meet the diverse needs of consumers.

The MMA China E-commerce Sales Committee, as the main contributor to this playbook, possesses a deep understanding of the characteristics and trends of the Chinese market. With their rich experience in CRM entrepreneurship, e-commerce operations, big data, intelligent technology, and uni-marketing, they provide unique insights and practical experience for brands. They closely monitor the changes and developments in the Chinese market, adopt a scientific and rigorous approach, utilize technology to empower marketing processes, and actively seize marketing opportunities.

As a sponsor, MMA has a profound observation of the leadership and innovation in the Chinese market. We recognize the immense potential and opportunities in the Chinese market, and therefore, through this close collaboration, we provide brands with professional knowledge and practical guidance on modern marketing. We believe that

through the innovation and application of modern marketing, brands can achieve comprehensive growth in the Chinese market.

I believe that this playbook will provide valuable guidance to readers, helping them achieve leadership and innovation in the Chinese market. I sincerely appreciate the efforts and contributions of Kayea Advertising and TalkingData to this playbook, as well as their support and cooperation with MMA.

Best wishes,

Rohit Dadwal
Managing Director, MMA Asia Pacific



FOREWARD 2

Dear readers,

It is an honor to write the foreword to the Uni-Marketing Growth Playbook. In the age of information overload, capturing and maintaining consumer attention and loyalty is a challenge for businesses. This playbook was created to solve this problem.

As the founder and CEO of TalkingData, I am well aware of the importance of big data and intelligent technology to the success of enterprises. Through years of practice, we have explored the development of big data enterprise service providers suitable for the Chinese market, and have made many transformation breakthroughs, successfully developing mobile internet data services into data intelligence services. All of this requires deep insight and understanding of consumer behavior.

Based on forward-looking insights and deep industry experience, 《the Moveable Middle Consumer: A Playbook for Uni-Marketing Growth》explores how to identify growth opportunities in an ever-changing market environment and build lasting relationships with consumers through innovative marketing strategies.

This playbook covers the basic concepts and principles of marketing, analyzes the dynamic changes in consumer behavior, and uses big data and intelligent technology to accurately locate target groups. At the same time, successful cases and enterprise best practices are introduced in detail for readers to learn from and apply to business.

We believe that this book will provide you with valuable knowledge and experience to help your business stand out. Whether you're an entrepreneur, marketer, or top executive, this book will inspire and guide you.

Thank you to everyone involved in the creation of this book. I hope this book provides a positive impact on your career and more success on your marketing path!

Here's to every reader gaining inspiration and motivation from《the Moveable Middle Consumer: A Playbook for Uni-Marketing Growth》on their path to achieving sustainable growth and development!



Leo Cui
TalkingData Founder and CEO

FOREWARD 3

Dear Readers,

In this era of change-filled consumer behavior, brands are facing unprecedented challenges to grow and operate. Consumer preferences and behaviors are constantly oscillating, requiring brands to constantly adjust their strategies to meet market demands. For Kayea Advertising, we are deeply aware of this challenge and take this opportunity to continuously explore new ideas for the growth of uni-marketing.

As a wholly-owned subsidiary of Shanghai Kaytune Industrial Co., Ltd., based on more than ten years of rich experience in CRM and e-commerce operations, we actively deploy Tmall, Taobao, Jingdong and other platforms. With natural e-commerce operation capabilities and the strength of uni-marketing, Kayea Advertising has won a number of awards in the industry in less than a year since its establishment, showing unique ideas and marketing capabilities.

In《the Moveable Middle Consumer: A Playbook for Uni-Marketing Growth》, we will share with you our industry insights and practical experience in uni-marketing growth.

In this playbook, we work with TalkingData, a market-leading data service provider, to discuss how to seize moveable middle consumers and how to use data empowerment to find new growth strategies. We'll cover the KAYEA Uni-Marketing Growth Model and 23 key questions on how to implement uni-marketing growth to help you stay ahead of the curve in a highly competitive market.

We firmly believe that this playbook will provide you with valuable guidance and practical cases to help you seize the moveable-middle-consumer and find your own path to stable growth in the era of intense market competition.

May this《the Moveable Middle Consumer: A Playbook for Uni-Marketing Growth》become your go-to toolkit in brand growth and operation, and bring greater success to your business.

Kevin Zhou
Kayea Advertising CEO



PREFACE



We are at a crossroads of complexity and opportunity. McKinsey's 2022 consumer survey shows that product functionality and quality have become the top considerations for purchase, followed by brand and price, showing that Chinese consumers are becoming more savvy.

At the same time, with the increase in touchpoints, the fragmentation of media, and the diversification of online and offline consumer decision-making paths, uni-marketing growth strategy is no longer just an option, but the only way for us to survive and succeed. In the midst of this transformation, we've created this Uni-Marketing Growth Playbook.

Hopefully, this Playbook will not just be an instructional book, but a source, a source that will make you feel a deep sense of empathy and understanding. Here, we not only share our knowledge and experience, but more importantly, we share our emotions and ideas.

We understand that every brand has its own unique story, and each marketing leader has their own challenges and triumphs. We don't just focus on the data and numbers, but also the people and stories behind them. This is our philosophy - refined operation, humanized connection.

We firmly believe that the essence of marketing is not just to promote and sell, but to understand and connect. Understanding our consumers, understanding their needs and expectations, and establishing a deep human connection with them requires solid use of the power of data to refine operations for brand users to promote short-term sales and long-term brand growth, which is the uni-marketing growth we pursue.

This Playbook is our commitment to this philosophy and our commitment to market leaders. We hope this playbook will be your partner along the way, providing you with the strategies, tools, and inspiration to help you better understand and connect with consumers on the path of uni-marketing growth for your brand.

Let's use the power of uni-marketing to make every consumer of the brand feel understood and valued, and jointly shape a more humane and insightful market. Uni-marketing growth starts with a human connection on your journey to success.



CON TENTS

01	Foreward 1		
02	Foreward 2		
03	Foreward 3		
04	Preface		
07	Chapter 1—The Key to Uni-Marketing Growth is "The Moveable Middle Consumer"		
07	1、Why do we need uni-marketing growth?	46	Chapter 3—Building a Benchmark for Uni-Marketing Growth
09	2、Why has the "Moveable Middle Consumer" become the key to uni-marketing growth?	46	1、Front-end Growth Strategy
12	3、How to position "Moveable Middle Consumer" to achieve uni-marketing? -- Five-step approach to uni-marketing growth	50	2、Back-end Growth Strategy
20	Chapter 2—23 Key Questions about Uni-Marketing Growth	54	3、End-to-End Growth Strategy
20	1、How to accurately meet consumer demand?	57	4、The Future of Uni-Marketing Growth
27	2、How to increase consumer's interest in my products?	59	Chapter 4—The Literacy of Uni-Marketing Growth
32	3、How to create a strategy for cultivating interest and building a brand community?	59	1、Digital marketing
36	4、How to empower channel purchases?	58	2、Uni-Marketing
39	5、How to deepen brand moats and strengthen the potential energy of brand audiences?	59	3、Growth model
		62	Editorial team
		66	Acknowledgements
		67	References
		68	Disclaimer

Chapter 1—The Key to Uni-Marketing Growth is "The Moveable Middle Consumer"

01 Why do we need uni-marketing growth?

In today's rapidly changing market environment, economic downturns have a significant impact on brands, which is an undeniable fact. To cope with this adversity, companies need to adopt targeted uni-marketing strategies to maintain their competitive advantage and enhance brand value.

Uni-marketing has become a key strategy for brand enterprises to succeed in the Chinese market during the current economic downturn. Taking the e-commerce company "Three Squirrels" with over 100 million fans across all platforms as an example, the company successfully implemented a uni-marketing strategic transformation in 2022 and achieved significant results. According to reports, in the first quarter of 2023, Three Squirrels achieved growth for two consecutive quarters, with profits reaching 192 million yuan, an increase of 18.73% year-on-year.

The goal of uni-marketing is not simply to increase sales, but to comprehensively enhance brand awareness, influence, customer satisfaction, and loyalty in the market. For companies operating in the Chinese market, the importance of uni-marketing is even more pronounced. The following four points specifically explain why uni-marketing is increasingly important for brand building in the Chinese market.

First, the Chinese market is huge and diverse. According to the 52nd "China Internet Development Situation Statistics Report", as of June 2023, the number of internet users in China reached 1.079 billion, with 99.8% of them using mobile phones to access the internet. This provides broad development space for uni-marketing. Taking Nayuki as an example, the brand has successfully occupied the Chinese tea market by conducting innovative marketing through social media, attracting a large number of young consumers. Starbucks, on the other hand, has maintained its position as the market leader in the Chinese market by accurately positioning and meeting consumers' personalized needs, with store numbers second only to the United States.

Second, Chinese consumers' purchasing behavior and consumption habits are undergoing profound changes. With the continuous changes in Chinese consumer demand,

brand competition is becoming increasingly fierce. According to McKinsey's research, even in an economic downturn, only one-fifth of Chinese consumers say they are turning to cheaper brands, while the number of consumers of high-end and luxury brands is still increasing.

Consumers are no longer just turning to cheaper brands, but are looking for ways to purchase goods at lower costs through different platforms, promotions, or adjusting the quantity or size of their purchases. Consumers are also no longer satisfied with single products or services, but are pursuing comprehensive and personalized consumption experiences.

Uni-marketing emphasizes achieving consistency and coherence in different sales and marketing channels, which can help brands establish and maintain relationships with consumers in a stable way in this changing environment. Take KFC as an example; with the popularization of mobile internet and the rapid iteration of marketing technology, KFC has successfully used digital and mobile marketing strategies to establish a close connection with Chinese consumers.

Third, in the fiercely competitive Chinese market, brands need to constantly innovate and iterate. Huawei faces intense competition from brands such as Apple and Xiaomi in the smartphone market, but with its advantages in technological innovation and product quality, Huawei has stabilized its market share and increased consumer loyalty. Uniqlo has consolidated its position in the fast fashion field in the Chinese market by quickly responding to consumer demand and rapidly updating its product lines.

Finally, the rise of consumer empowerment has led brands and consumers to enter into a phase of co-creation and bilateral relationships from traditional one-way communication.

Consumer empowerment is a trend that has emerged in recent years. The phenomenon of consumers and brands co-creating brands is becoming more and more common. According to Euromonitor's "Global Consumer Trends 2023" research, Chinese consumers are transitioning from passive

recipients to active participants in brand decision-making and management. Some of them are loyal brand users who participate in product iteration and brand activity co-creation, while the moveable middle group depends on the depth of their relationship with the brand and their interests.

For example, the brand "Perfect Diary" has quickly accumulated a large number of loyal fans among young consumers by inviting them to participate, share, and interact in social media marketing, and bonding deeply with users based on unique positioning and brand stories. It has also achieved a consistent brand experience across online and offline channels, while rapidly capturing an important share of the beauty market.

Uni-marketing is an effective strategy for brands to cope with the current economic downturn in the Chinese market. The importance of uni-marketing lies not only its ability to help brands maintain a leading position in a diverse and fiercely competitive market, but also in its ability to help brands continuously and effectively improve long-term marketing returns from a comprehensive user value perspective in the management of their relationship with consumers. This comprehensive growth strategy will help brands achieve long-term success in the Chinese market.

02 Why has the "Moveable Middle Consumer" become the key to uni-marketing growth?

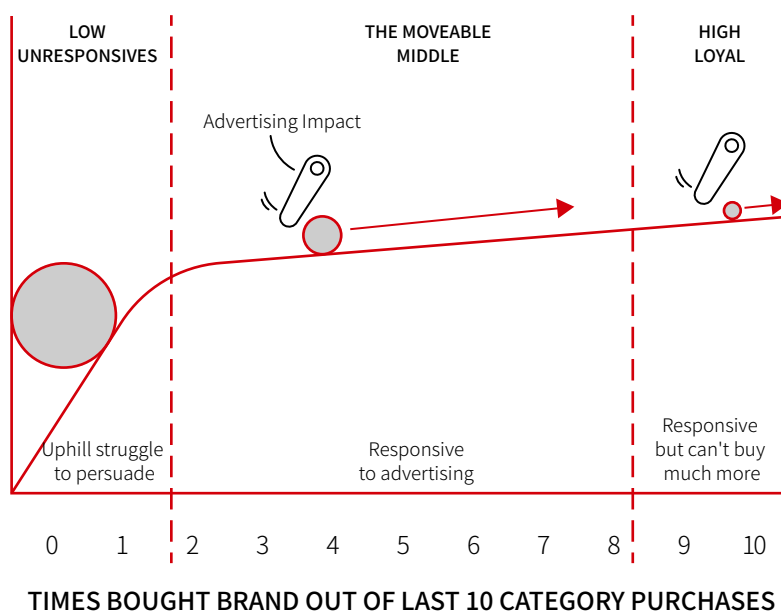
a. What is the Moveable Middle Consumer

The moveable middle consumer, also known as the "hesitant consumer" or the "fence-sitter," has awareness of a brand's products but is still considering whether to purchase them. They are not completely loyal to any one brand, nor do they completely reject a brand. Their purchasing decisions are mostly influenced by price, quality, marketing activities, and competition. In other words, they are consumers with low loyalty but who may be attracted by a brand and converted into loyal users. American marketing experts Joel Robinson and Michael Lieberman published an article in 2021 titled "Understand Your Brand's Movable Middle - a Key to Growth." They believe that the so-called "Movable Middle" refers to consumers who have a 20%-80% probability of purchasing your brand's products.

The article mentions that marketing to this group of consumers can yield a return on advertising spend (ROAS) that is five times higher than other category buyers. According to research by MMA and Neustar, allocating resources towards these consumers can increase ROAS by 50% and result in a 13% conversion of non-buyers.

In today's rapidly changing market environment, brand loyalty is decreasing, and consumers have an increasing demand for diversified choices. Faced with such market trends, the key to brand growth has shifted towards targeting these moveable middle consumers.

THE MOVABLE MIDDLE - APPLIED TO ESTABLISHED BRANDS -



b. The moveable middle consumer is the key to brand growth today

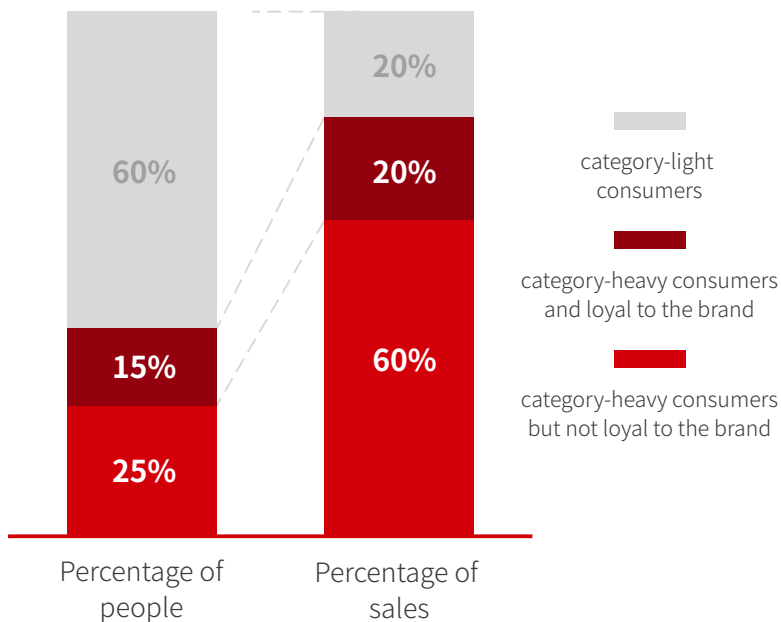
According to a 2021 study by Bain & Company, it was traditionally believed that most brand consumers were consumers loyal to the brand, and that the focus should be on these core brand fans to increase their consumption and achieve brand growth. However, in reality, category-heavy consumers who are not loyal to the brand are more important for brand growth.

The moveable middle consumers are at this critical point of indifference, and brands need to use effective marketing strategies such as quality improvement, price adjustment, and marketing activities to convert these consumers from consideration to actual purchase behavior.

For brands, moveable middle consumers are the key to market growth. In today's consumer environment, loyalty is generally low, and consumers place greater emphasis on

product performance, value, and the image and values conveyed by the brand.

In addition to marketing strategies and product services, uni-marketing also requires brands to cover consumers' comprehensive online and offline needs and touchpoints through diversified marketing methods. Taking Nike's use of the O2O marketing model as an example, consumers can customize their favorite products online and then place orders, as well as try on and purchase them directly in physical stores through online platforms that provide product information, personalized services, and brand-initiated online and offline social activities, combining online and offline perfectly. This model not only enhances consumers' desire to purchase but also provides opportunities for brands to interact with a large number of consumers.



Source: Bain & Company

c. Uni-marketing growth is an efficient strategy for capturing the moveable middle consumers in the future

For any brand, consumer loyalty is very important. However, in today's market environment, consumer loyalty is no longer as stable as it used to be. Instead, a large number of consumers are in a "moveable" state, and their purchasing decisions can be influenced by various brand strategies. This provides a huge opportunity for brands: through carefully designed products and marketing strategies, brands can attract these moveable consumers and make them their loyal users, thereby driving brand growth.

The new generation of China consumers pays more attention to product strength and pragmatism, and is no longer as loyal to brands as they used to be. They choose products more shrewdly. At the same time, their interests are constantly changing, which also causes product and brand swings. With more transparent and open information channels, consumers form their own perceptions and methods, and output them back to the brand.

Uni-marketing growth achieves all-round and multi-angle marketing for the brand through diversified marketing methods, including various online and offline channels. For moveable middle consumers, uni-marketing growth strategies can better cover their needs and touchpoints, increase brand exposure and user stickiness, and increase their willingness to purchase and loyalty. Therefore, uni-marketing growth is an efficient strategy for capturing the moveable middle consumers in the future.

According to iResearch's survey data, more than 60% of consumers will search for brands before making a purchase, and more than 40% of consumers will learn about brands through social media. Therefore, in order to win these consumers, brands need to adopt uni-marketing growth strategies, increase brand exposure and user stickiness through diversified marketing methods and precise marketing strategies, and increase consumer willingness to purchase and loyalty.

03 How to position "Moveable Middle Consumers" to achieve uni-marketing? —Five-step approach to uni-marketing growth

a. The consumer mental path has changed

In the digital age, the consumer's purchasing decision path has evolved from a linear funnel-shaped path to a complex, multi-line and parallel path.

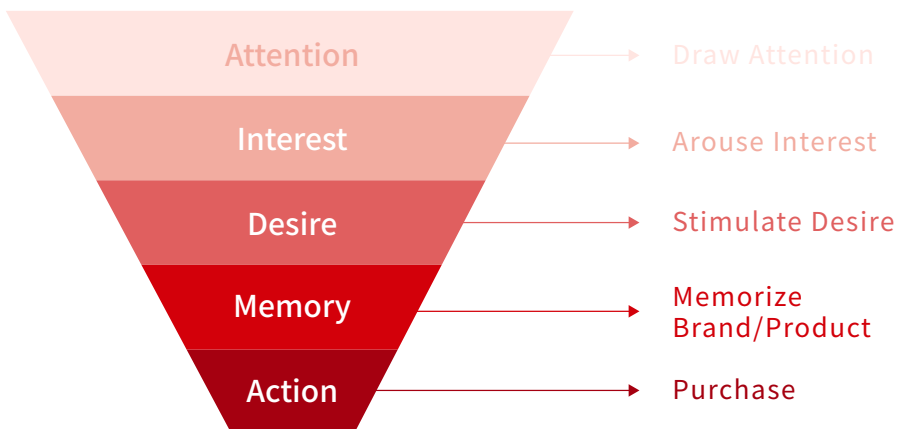
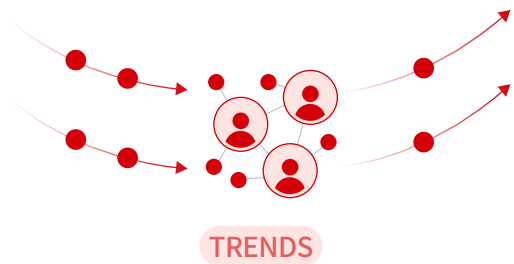
According to the white paper "Certainty: Brand Marketing in the Digital Age" jointly released by Kantar and Ocean Engine in 2023, there are currently more than 300 mainstream forms of touchpoints used by brand owners. Consumer purchase paths have shifted from the traditional linear AIDMA funnel path of "Attention, Interest, Desire, Memory, and Action" to a multi-line and parallel path where consumers can enter at any stage.

The focus of brand growth in the new era has shifted from building brand volume to managing the relationship between brands and consumers. From the relationship between brands and consumers at different levels, the segmentation structure of the population is associated with brand building, breaking away from the old matrix with market volume at the core, and measuring the results of each campaign and medium-to-long-term brand building from the perspective of promoting business growth. The focus is on brand image, brand user size, conversion efficiency, etc.

Complex paths & multiple touch points



Simplify to complex, scale operation



b. The key to uni-marketing growth lies in the refined operational management of brand users

Philip Kotler's 5A audience model is a widely used framework in brand marketing that divides consumers into five segments, from highly loyal advocates to completely untapped potential brand users.

The 5A audience model can help brands better understand the different stages that consumers go through in the purchasing process and adopt different marketing strategies for consumers at different stages, thereby achieving more refined operational management and promoting efficient uni-marketing growth.

Specifically, the 5A audience model includes the following five stages: Awareness, Appeal, Ask, Act, and Advocate. These five stages describe the process by which consumers go from first learning about a brand to becoming brand advocates.



Awareness

This is the first step in the audience model, where the brand attracts potential consumers' attention through advertising or other means, making them aware of the brand or product.



Appeal

The brand needs to demonstrate the attractiveness of its products or services, making consumers interested and generating the desire to purchase.



Ask

Consumers begin to conduct more in-depth research on the brand or product, ask for more information, and may begin to compare different options.



Act

Consumers decide to purchase the brand's products or services.



Advocate

After using the product or service, consumers become loyal to the brand and recommend it to others, becoming brand advocates.

The value of the 5A model in brand marketing is that it not only emphasizes the different stages of consumers in the purchasing process, helping brands better understand consumers at different stages and the marketing strategies needed for each stage, but also highlights the importance of consumers becoming brand advocates.

By understanding and applying the 5A model, brands can more accurately position consumers in the purchasing journey and develop more effective marketing strategies, implementing truly refined operational management of brand users.

c. K.A.Y.E.A, 5 steps to uni-marketing growth

In response to the characteristics of the moveable middle consumers, we have formulated the K.A.Y.E.A uni-marketing growth five-step model based on Kotler's 5A audience model and successful industry cases and experiences in the past five years.

It involves five stages and dimensions of **"Knowing - Arising - Yearning - Empowering - Advancing"**, assisting enterprises as a reference for consumers' full life cycle, pre/post purchase link, and omni channel.



Knowing—Knowing their needs (Accurately identifying needs)

"Knowing their needs" refers to the brand's in-depth understanding of consumers' needs and preferences so that they can accurately meet their expectations and needs. Brands need to obtain insights into consumer preferences, purchasing behavior, values, and lifestyles through data analysis to better understand and accurately reach their needs with highly relevant content in more appropriate scenarios.

The process of accurately identifying needs includes the following aspects:



Data Analysis

Brands can use big data and analysis tools to analyze consumer purchasing behavior and preferences. By mining and analyzing consumer data, brands can obtain valuable insights into consumer preferences, purchasing habits, and potential needs. This data can help brands better understand consumers and develop more accurate marketing strategies and product positioning.



Contextual Insight

Contextual insight obtains an understanding of consumer behavior and decision-making by observing and studying their behavior, attitudes, and needs in specific contexts. Contextual insight helps brands understand consumer behavior patterns, emotional states, and needs in specific environments, enabling them to design and provide products, services, and marketing strategies that match the context.



Content Marketing

Content marketing should be in line with the brand's core values and the interests and needs of the target audience to attract and maintain their attention. The key to content marketing is to create and disseminate valuable content. This content can take the form of articles, videos, images, social media posts, Weibo topics, challenge tasks, etc., aimed at providing information, solving problems, sharing insights, and inspiring the audience.

By accurately identifying needs, brands can better meet consumers' expectations and provide products and services that meet their needs. At the same time, it can also help brands maintain a competitive advantage in the market, seize market opportunities, and better adapt to and get in front of consumer changes.

Arising—Arising their interests(Enhancing product interest)

"Arising their interests" refers to using different strategies and methods to stimulate consumers' interest and attention in a product or service. This is a marketing technique aimed at attracting consumers' attention, arousing their interest, and ultimately encouraging them to take action, such as purchasing a product, learning more information, or interacting with the brand.

The following are some common strategies that can help enhance product interest:



Create a compelling story

Attract consumers' interest by telling an interesting and fascinating story. This can be about the creation process behind the product, the brand's mission and values, or a real story related to product use. Through emotional resonance and the power of storytelling, consumers are more likely to develop interest and emotional connections.



Provide personalized experiences

Understand consumers' needs and preferences and provide personalized experiences based on their individual differences. This can include recommending related products based on consumers' interests, providing customized services, or creating exclusive shopping experiences. Personalized experiences can enhance consumers' interest and engagement.



Create interactive activities

Attract consumers' interest by holding fun and interactive activities. These can be online or offline activities, including competitions, lucky draws, experiential events, etc. By participating in activities, consumers can gain a deeper understanding of the product and establish a positive relationship with the brand.



Use influencer and word-of-mouth marketing

Collaborate with influential people, such as opinion leaders or industry experts on social media, to enhance product interest. Through their recommendations and evaluations, consumers will trust and pay more attention to the product. In addition, encouraging consumers to share their purchasing experiences and opinions can increase product interest through word-of-mouth marketing.



Provide unique value and advantages

Attract consumers' interest by emphasizing the product's uniqueness, innovation, or differentiation from competitors. This can include highlighting the product's features, functions, quality, or sustainability. By demonstrating the product's value and advantages, consumers will be more motivated to learn about and purchase it.

The above strategies can help brands enhance product interest and attract consumers' attention. The key is to understand the needs and preferences of the target audience and design and implement corresponding marketing strategies based on their characteristics.

Yearning—Yearning for you(Cultivating brand communities)

When it comes to "Yearning for you", adding private domain elements can further enhance the connection and yearning between the brand and consumers. Private domain elements refer to the establishment of a private and unique brand community or club to establish deeper interaction and relationships with core consumers.

The following are some strategies for adding private domain elements:



Create a membership system

Establish a membership system to provide unique privileges and benefits to core consumers. This can include exclusive discounts, limited edition products, priority purchasing rights, exclusive events, or customized services. Through the membership system, brands can establish an intimate relationship with core consumers and stimulate their yearning for the brand.



Hold private events

Regularly hold private events and invite core consumers to participate. This can be a brand launch event, exclusive previews, closed event, or private party. By providing private events, brands can establish a closer relationship with core consumers and increase their yearning for the brand.



Create a brand community

Establish an exclusive brand community for core consumers to communicate, share, and interact. This can be an online community platform, private social media group, or member forum. By establishing a brand community, brands can strengthen interaction and connection with core consumers, and cultivate their yearning for the brand.



Personalized interaction and service

Meet the special needs and preferences of core consumers through personalized interaction and services. This can include providing customized advice, personalized shopping experiences, exclusive customer service, or private consultants. By providing personalized interaction and service, brands can enhance the relationship with core consumers and deepen their yearning for the brand.



Exclusive content and information

Provide exclusive content and information that is only shared with core consumers. This can be insider stories about products, industry insights, exclusive discounts, or pre-release information. By providing exclusive content and information, brands can increase the yearning and loyalty of core consumers for the brand.

By adding private domain elements, brands can further establish an intimate relationship and emotional connection with core consumers, increasing their yearning and loyalty for the brand. It is important to understand the needs and preferences of core consumers and design and implement corresponding private domain marketing strategies based on their characteristics and yearnings.

Empowering—Empowering channel buying(Omni-channel purchase)

In omni-channel marketing, the private domain is an important place for deep interaction between brands and consumers, especially for "indecisive consumers". Through the private domain, brands can further deepen their awareness and conversion, which is an important means to improve channel buying efficiency and deepen brand influence. In particular, when brands can conduct marketing from the perspective of consumer data, they can empower channel buying more efficiently:



Data analysis and personalized recommendations

Utilize consumer purchase behavior data and preference information for data analysis and personalized recommendations. By analyzing consumers' purchase history, browsing behavior, and interest preferences, their future needs can be predicted, and personalized product recommendations can be provided. Such personalized recommendations empower consumers with more choices and help them quickly find products that meet their needs.



Data-driven personalized promotions and discounts

Provide personalized promotions and discounts based on consumer purchase history and preferences. By analyzing consumer purchase patterns and preferences, customized discounts can be offered to stimulate their purchase interest and loyalty. This can be achieved through SMS notifications, message template push, subscription notifications, personalized coupons, or recommendation systems.



Real-time data monitoring and response

Establish a real-time data monitoring system to track consumer behavior and feedback on different channels. Through real-time monitoring of data, problems and bottlenecks in buying channels can be discovered and resolved in a timely manner. At the same time, based on consumer feedback and demands, buying channels can be adjusted and optimized promptly to provide a better buying experience.



A/B testing and data-driven decision-making

Use A/B testing to evaluate the effectiveness of different buying channels and strategies. By comparing conversion rates, sales, and other metrics across different channels, it can be determined which channels and strategies are more effective in empowering channel buying. Data-driven decision making helps brands optimize buying channels and provide better buying experiences and results.



User behavior analysis and purchase path optimization

Understand consumer behavior and decision-making paths during the purchase process through user behavior analysis. This can include consumer browsing, searching, and purchasing behavior on different channels. By analyzing this data, purchase paths can be optimized, simplifying the buying process, reducing barriers, and improving conversion rates.

Through data analysis and one-to-one consumer operations, brands can better understand consumer needs and behaviors, optimize buying channels, provide personalized buying experiences, and empower consumers to make more automated decisions during the purchase process. This helps improve conversion rates, increase consumer satisfaction, and build long-term consumer relationships.

Advancing—Advancing their value(Raising customer LTV)

Through the private domain and CRM methods, brands can gain a deeper understanding of users, provide personalized services and experiences, enhance user value and loyalty, and accelerate the brand's momentum. This helps establish a stable user base, increase user engagement and satisfaction, and achieve mutual development between individuals and brands.

To advance their value from the perspective of the private domain and CRM, the following measures can be taken:



Private domain integration strategy

Establish a private domain flow and integrate brand-owned private domain positions to form strategic flow management and marketing outreach strategies. For example, attract users through the brand's official website, social media accounts, and mini-program notification subscriptions. Through the integration strategy of private domain flow, user data and behavior can be better managed, and more personalized services and experiences can be provided to individual users.



Data analysis and insights

Through the private domain and CRM systems and data analysis tools, deeply analyze user data to understand their needs, preferences, and behavior patterns. Through data insights, users can be better understood, and more valuable products and services can be provided to them.



User participation and co-creation

The private domain and CRM provide opportunities for user participation and co-creation. Through social media, online communities, and other channels, brands can interact and participate with users, and listen to their needs. This user participation and co-creation model can increase user belonging and loyalty, and also provide opportunities for product innovation for the brand.



Personalized marketing and recommendations

Use CRM systems and user data for personalized marketing and recommendations. Based on users' purchase history, preferences, and behavior, provide them with customized recommendations and discounts to increase their willingness to purchase and loyalty.



Customer service and feedback

Establish a comprehensive customer service system to provide high-quality customer support and care. Encourage users to provide feedback and suggestions, listen to them, and make improvements in a timely manner. By actively responding to user feedback, continuously optimizing products and services, brands can improve user satisfaction and loyalty.

The private domain and CRM help establish a solid user relationship. Through integration strategies, personalized marketing, data insights, service feedback, and co-creation, brands can establish a relationship of mutual trust and interaction with users, enhance their loyalty and engagement, and bring long-term and stable momentum to the user base.

The oscillating nature of consumers entails that the entire KAYEA model does not simply progress in a linear way. In fact, many successful cases have shown that each stage has the opportunity to directly leap to other stages. When applying the model, companies need to consider more comprehensively the links between all the stages. This will be demonstrated in the following case studies in subsequent chapters.

Chapter 2 - 23 Key Questions about Uni-Marketing Growth

01 How to accurately meet consumer demand?

"You have purchased items on Tmall and are a regular user of our brand. When you appear again on a different O2O channel today, because I have no data on you, we have to ineffectively communicate with you as a new user. Therefore, for us, the uni-marketing we are looking at is consumer-based and is cross-platform and cross-channel." - PepsiCo, CDO.

In the era of uni-marketing, the digital transformation of brands is facing three major pain points: **high customer acquisition cost, difficult data accumulation, and high cost of integrating multi-channel data**. In order to accurately meet consumer demands, brands urgently need to seek breakthroughs in user traffic management. In the context of intelligent and compliant marketing scenarios, it is necessary to integrate funneling and accumulation, conversion and efficiency, and provide empowerment for brand data linkage and marketing automation. To address the pain points of end-to-end marketing, the "RISE closed-loop end-to-end marketing model" for brands can be used to break down the end-to-end journey into four application scenarios.

RISE empowers brand owners to solve the problem of short-term efficiency and conversion.



- Can I get to know my members at a more granular level?
- Are the target users seeing my ads?
- Public domain traffic assets cannot be stored securely and compliantly
- Where is my ad waste?
- Who is the ad for?
- Is the ad traffic real or unusual?
- Unable to optimize target audiences in a timely manner
- Which media or combination of media delivers best?
- Which channels should my advertising budget be allocated to?
- What other competitor ads have they seen?
- Leads can't be accurately acquired
- How will I optimize my next delivery plan?

"R" refers to audience strategy. When positioning a brand, product, or advertising, it is important to have precise audience portraits. In the past, many brand owners were confused as to why some data service providers did not achieve results and ROI did not improve even with the same digital capabilities. In fact, there are two key points here:

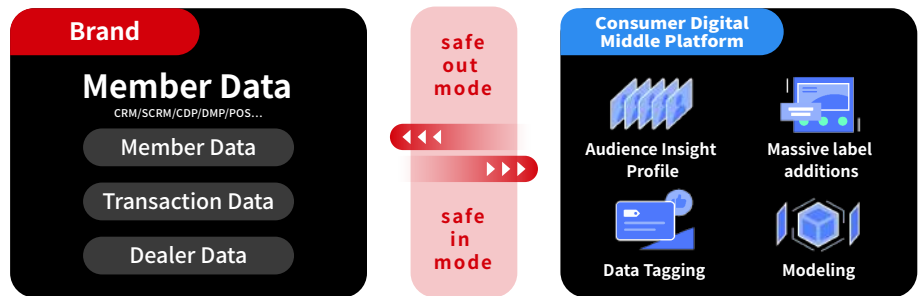
First, it is necessary to meet the compliance requirements of brand owners. It is a prerequisite to have compliant measures in place when providing data services and conducting data integration.

Second, audience insights: how to improve strategic direction? The key is to supplement multi-dimensional tags through third-party service providers based on the brand owner's membership data. The more comprehensive the tags, the more the algorithm model can predict member characteristics accurately, realize appropriate user segmentation, and achieve more accurate advertising delivery.

STRATEGY Audience Strategy

VS

Scenario 1 [Finding TA]



Regarding how to accurately identify and meet consumer demands, from the perspective of audience strategy, companies need to understand five key questions:

01. Where is my precise audience located?
02. How do I describe my "user profile"?
03. What are my audience tags?
04. How do I choose media channels and platforms with a limited budget?
05. Do we need to build our own CDP? How do we use it?



a. Where is my precise audience located? b. How do I describe my "user profile"?

Understanding the location of the precise audience is the first step in implementing uni-marketing growth. Only by delivering ads and marketing activities to potential customers who are interested in them can the conversion rate and return on investment be improved. To determine where the precise audience is located, the following aspects can be considered:

Market research: Conduct market research and analysis to understand the characteristics and preferences of the target audience for your product or service. Collect and analyze data through qualitative and quantitative research methods to better understand where the potential precise audience is located.

Audience profile: Create a detailed buyer or user profile, including their age, gender, location, occupation, interests, purchasing power, and other information. This can help you better understand where your precise audience is located.

Market analysis tools: Use market analysis tools such as social media insights and traffic analysis to obtain information about website visitors, including their location, behavioral characteristics, and interest preferences, in order to find where your precise audience is located.

Social media platforms: Through social media advertising and targeting functions, ads can be displayed only to the target audience that meets the conditions you set. Based on the characteristics of your product or service and the precise audience, choose the appropriate social media platform for your advertising to better reach your precise audience.

Partners or channel cooperation: Find partners or channels related to your product or service who may already have a group of potential precise audiences. By cooperating with them, you can leverage their channels and resources to recommend your product or service to that precise audience.

User profile refers to a detailed description of the target user through data analysis in uni-marketing, in order to better understand the user's characteristics, needs, and behavioral habits. It is a user category and attribute derived from statistics and data analysis. The description of the user profile usually includes the following aspects:

Basic information: including the user's gender, age, location, occupation, and other basic attributes.

Interests and hobbies: understanding the user's interests, preferences, lifestyle, etc., in order to push the appropriate content based on the user's interests and characteristics.

Purchase behavior: analyzing the user's purchasing preferences, frequency, channels, etc., in order to better grasp the user's consumption habits and needs.

Purchasing power: understanding the user's purchasing power, in order to carry out reasonable price positioning and product recommendations.

Social networks: analyzing the user's activity level, social circle, and influence on social media, in order to use social networks to disseminate product or brand information in uni-marketing.

c.What are my audience tags?

Audience tags are a tool used by brand owners to describe target customers. In uni-marketing, audience tags can be used to determine target audiences, develop marketing strategies and promotional activities, and help brand owners better interact with customers. These audience tags can be obtained through data analysis and market research, providing more accurate and personalized strategies and promotion plans for uni-marketing. Specific audience tags include:

Basic demographic attributes:gender, age, location, occupation, etc.

Consumer behavior characteristics:purchase frequency, purchase amount, purchasing preferences, etc.

Interests and hobbies:areas of interest, favorite brands or products, etc.

Social media behavior:participation level, number of fans, etc. on social media

Consumer touchpoint preferences:preference for offline or online shopping, etc.

Lifestyle:habits, values, family status, etc.

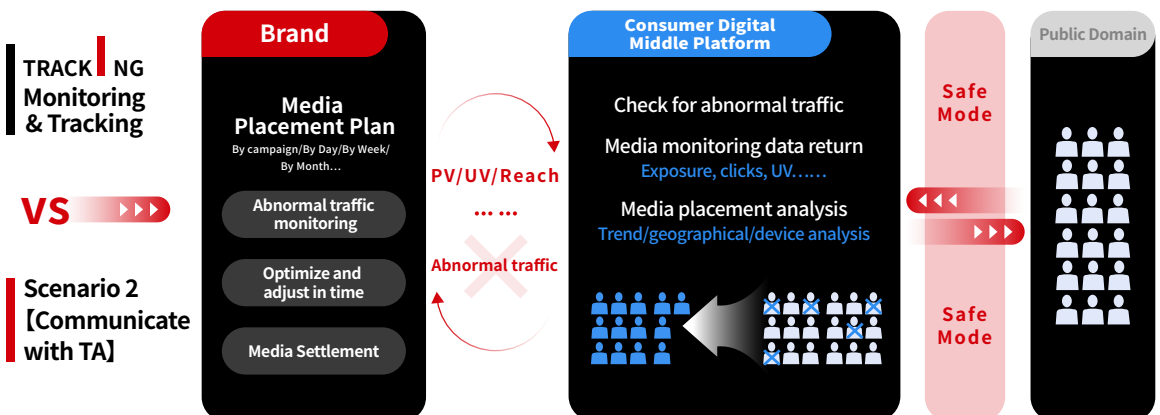
Consumer demand:demand and preferences for specific products or services.

In order to confirm the effectiveness of our strategies and promotion plans and make good use of advertising budgets, we need to consider the **"I" in the RISE model:** monitoring and tracking. This brings us back to the scenario of ad tracking data accumulation. There are three key points in data accumulation:

The first key point is how many target audiences have been reached. Many ad tracking services in the past used small sample sizes, but now it is important to seek data service providers with larger sample sizes.

The second key point is the investigation of invalid traffic. Advanced technology and the highest IP level are required to identify complex invalid traffic.

The third key point is that when advertising is placed on different media channels, there may be repeated placements. It is necessary to identify and remove duplicate placements in order to maximize output with minimal investment. This brings us to the next question: with limited budget, how do we choose media channels and platforms?



d. How do I choose media channels and platforms with a limited budget?

Choosing the right media channels and platforms is crucial when working with a limited budget.

First, it is necessary to choose media channels based on the characteristics and behavioral preferences of your precise target audience. Second, specific platforms should be selected based on budget and performance evaluation. When selecting platforms, factors such as audience coverage, ad delivery methods, and price can be considered, and the effectiveness of different channels can be tested and monitored, making adjustments and optimizations in a timely manner.

In uni-marketing, several key factors need to be considered when choosing media channels and platforms:

Target audience: First, it is important to identify the target audience, their characteristics, interests, and consumption habits. This will help determine which media channels and platforms are most suitable for effective communication with the target audience.

Media characteristics: Different media channels and platforms have their own characteristics and advantages. For example, TV advertising can cover a larger audience, while social media can achieve more precise delivery and stronger interactivity. Based on the characteristics and promotion needs of your product or service, choose the most suitable media channels and platforms.

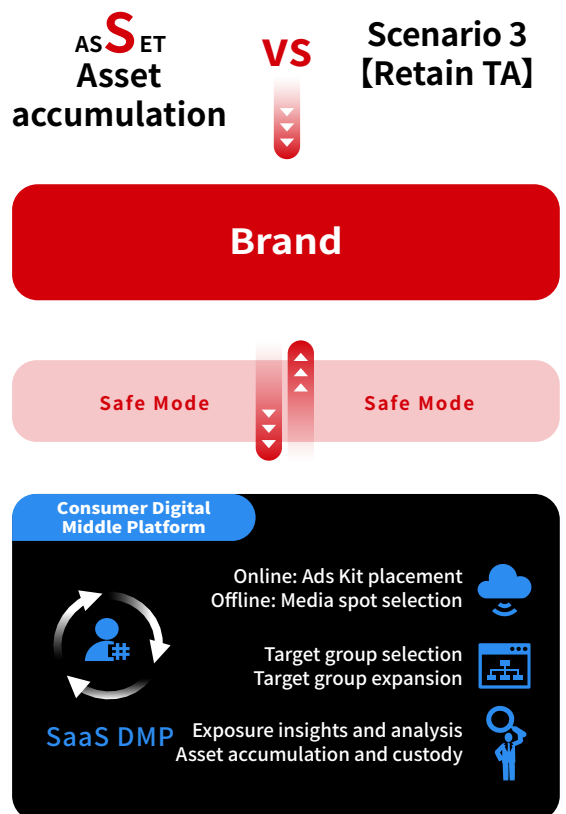
Performance evaluation: Consider previous promotion experience and case studies to understand how different media channels and platforms have performed in promoting similar products or services. Choosing channels and platforms that have been proven to be effective will improve promotion effectiveness and reduce the risk of budget waste.

Budget allocation: Determine your budget and allocate it to the appropriate media channels and platforms. Reasonable budget allocation can be made based on the delivery cost and expected effect of each channel and platform. A diversified strategy can be adopted to spread the budget across multiple channels and platforms to increase promotion coverage and effectiveness.

Data analysis: Collecting and analyzing data is essential during campaigns. By monitoring and analyzing the campaign's effects, understand the performance of each media channel and platform and adjust the marketing strategy in a timely manner to improve overall effectiveness.

In today's data-enabled intelligent marketing, marketing delivery is no longer just about one-time touchpoints and conversions. Enterprises are increasingly paying attention to the consumer data assets accumulated by the overall marketing activities. This brings us to the **"S" in the RISE model: asset accumulation**.

It is worth noting that the cost of managing first-party data through traditional CDPs or DMPs is relatively high. Enterprises can consider using a SaaS DMP to help brands complete online marketing delivery, offline marketing site selection, precise audience selection and expansion, reached audience insight analysis, and asset accumulation and hosting needs in a lower cost and lighter way.



e. Do we need to build our own CDP? How do we use it?

A CDP (Customer Data Platform) is a platform used to integrate and manage consumer data. Building your own CDP is very important for uni-marketing, as it can help enterprises collect, integrate, and analyze consumer data from different channels, in order to better understand consumer needs and behaviors. Through CDPs, brand owners can clean, integrate, analyze, and apply data to achieve personalized marketing content and precise delivery. To build your own CDP, the following aspects need to be considered:

Data collection and integration: For brand owners who collect customer data from multiple channels and systems (such as websites, social media, CRM, etc.) and want to manage and integrate this data in a unified way, building your own CDP is beneficial, as it allows for better understanding of customer behaviors and preferences.

Personalized marketing and service: Through CDPs, you can provide more personalized product recommendations, customized marketing activities, and enhanced customer service experiences by gaining deeper insight into customer needs. If your enterprise focuses on personalized marketing and improving customer satisfaction, building your own CDP can help you achieve these goals.

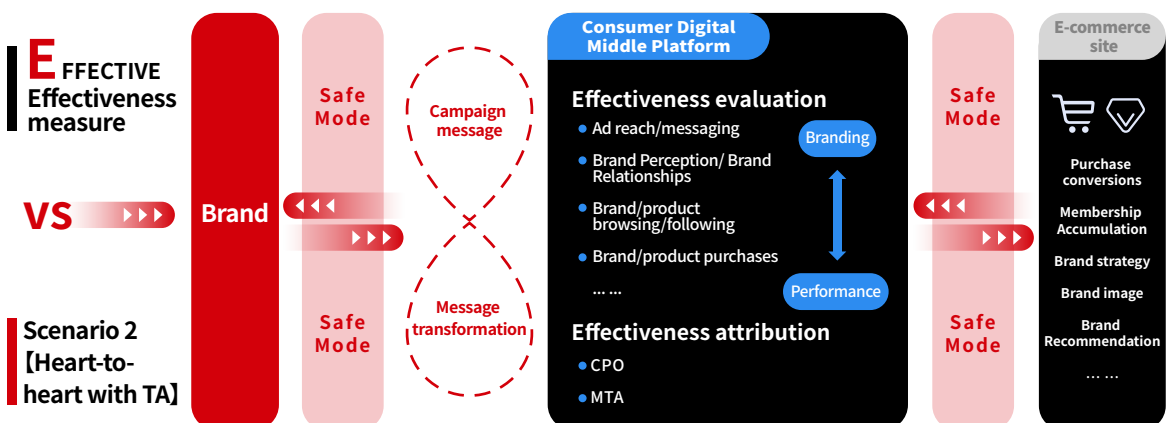
Data security and compliance: Building your own CDP can help you better control the security and compliance of customer data. You can customize data sharing policies, data encryption methods, access permissions, etc., to ensure the security and confidentiality of customer data.

In terms of the application of CDPs, one important consideration is how to use CDPs to verify the effectiveness of advertising. Specifically, how to measure and optimize it? This brings us to the last **"E" in the RISE model: efficiency measurement**. The following summarizes three methods:

First, from the brand perspective, look at whether there is a significant improvement in brand strength, brand awareness, and brand conversion after advertising. Traditional research methods cannot confirm whether the audience exposed to your online advertising is the right target audience, but now through advertising data analysis, it is possible to understand the reached audience and conduct surveys among this group to see if their awareness and conversion of the brand have improved after being exposed to the ads.

Second, attribution in end-to-end marketing, through the analysis of data before (advertising delivery) and after (sales orders), to understand the effect of ad clicks and conversions on each media channel.

Third, MTA (multi-touch attribution). If a brand owner places ads on 10 media channels, which one has the highest sales conversion rate? What kind of channel combination can maximize ROI with minimal investment? These can all be evaluated and help decision-making through MTA.



If you decide to build your own CDP, here are some common steps for implementing CDPs:

01. Determine needs and goals:

Clearly define the value you want to obtain from your CDP, and set clear goals for building and using the CDP.

02. Data collection and integration:

Collect customer data from different channels and systems, and integrate it into the CDP. This may require developing appropriate interfaces or using existing integration tools.

03. Data cleaning and processing:

Clean, correct, and standardize the collected data to ensure data accuracy and consistency.

04. Data analysis and insight:

Use the analysis functions provided by CDPs to gain a deeper understanding of customer behavior, preferences, and needs. Based on the analysis, more accurate marketing strategies and enhanced customer service can be developed.

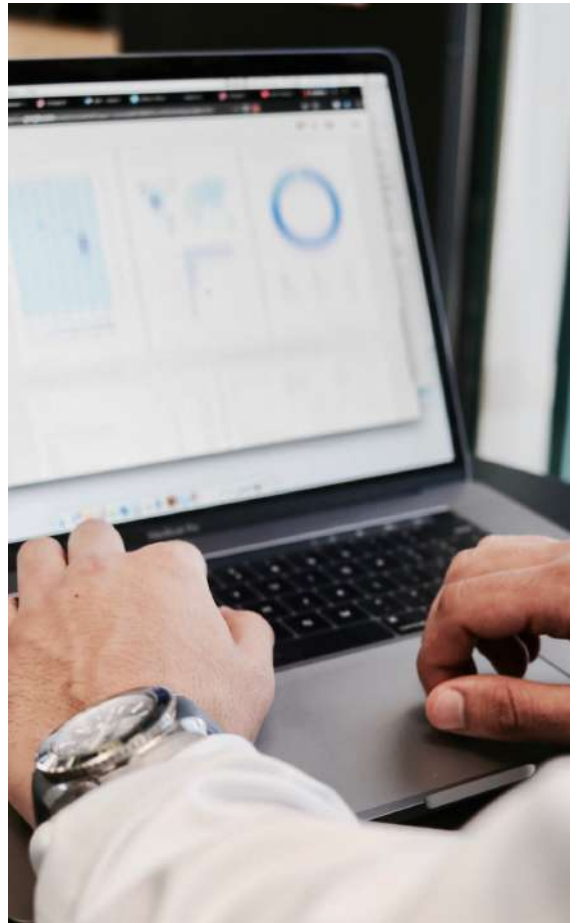
05. Personalized marketing and service:

Based on the insights obtained from the CDP, increase customer satisfaction and loyalty through targeted marketing activities, customized product recommendations, and personalized services.

06. Ensure the security and compliance of your CDP:

Necessary measures must be taken to protect customer data and comply with relevant laws and regulations.

It is important to note that building and using CDPs is a complex process that requires comprehensive consideration of factors such as technology, personnel, and resources. Before deciding to build your own CDP, it is recommended to conduct a thorough evaluation of your needs and a feasibility analysis first to ensure that it meets your business needs and delivers the expected results.



02 How to increase consumers' interest in my products?

"With uni-marketing, I hope to start investigating the data before the product is produced, and understand trends, needs, pain points, and other information based on consumer feedback data, in order to create a good product that consumers want. Then, based on this product, form a marketing path, find out where my consumers are, develop specific marketing strategies, and finally conduct closed-loop marketing within my domain." — Head of Media, CHANDO, JALA Group.

In today's complex and ever-changing market environment, various product promotions, advertisements, and activities are increasingly more eye-catching, and consumers' choices are like a floating island, constantly swayed. How to make your product the ideal choice in the minds of consumers? This is an important issue that every business needs to face. How to win the favor of consumers amidst fierce market competition and find strategies to increase product interest? Through research, we have selected 5 frequent problems faced by brands for more in-depth analysis.



a. How to achieve personalized recommendations for each user?

To achieve personalized recommendations for each user, it is necessary to use personalized recommendation algorithms and big data analysis technology, comprehensively using techniques such as data collection, cleaning, processing, feature extraction, modeling, user profile construction, etc. to continuously optimize the recommendation system to meet the personalized needs of users.

Data collection: Collect users' personal information, search history, browsing behavior, purchasing habits, etc. User data can be obtained through user registration, questionnaire surveys, web analysis tools, etc.

Data cleaning and processing: Clean, declutter, and preprocess the collected data to ensure its accuracy and completeness.

Feature extraction and modeling: Convert users' various features into quantifiable indicators, such as interests, hobbies, regions, ages, etc., through feature extraction techniques. Then use machine learning algorithms to build personalized recommendation models and train them based on user features and behavior data.

User profile construction: Based on users' features and behavior data, construct a unique user profile for each user to describe their personality traits, preferences, and needs.

Recommendation algorithm selection: Based on user profiles and recommendation goals, select appropriate recommendation algorithms. Common recommendation algorithms include collaborative filtering, content filtering, hybrid recommendation, etc.

Real-time recommendation: Dynamically generate personalized recommendation results based on users' current behavior and environment. Real-time updates and adjustments to the recommendation results can be made based on users' real-time clicks, browsing, search behavior, etc.

Evaluation and optimization: Optimize the recommendation system through experiments and evaluation indicators. A/B testing and other methods can be used to compare the effectiveness of different recommendation algorithms and improve them based on user feedback.

b. How to find suitable marketing occasions?

Marketing occasions refer to the process in which the brand conveys corporate information, products or services to target users through specific methods and means in specific times, places, and situations. With today's almost limitless touchpoints, finding suitable marketing occasions can not only easily tap into consumer needs but also significantly improve the effectiveness of content delivery. The following are the six steps to determine marketing occasions:



01. Target market analysis

First, deeply understand your target market, including the characteristics, needs, and purchasing behavior of target customers. Through market research and data analysis, grasp the basic situation of the target market, including size, growth trends, competitive patterns, etc.



02. Competitor analysis

Study the marketing strategies and activities of competitors and understand their performance in different occasions. This can help you discover gaps and opportunities in the target market and avoid duplicate or inappropriate occasion selection.



03. Customer insight

Communicate deeply with potential customers to understand their real needs, pain points, and values. Through communication with customers, you can gain insights into them, and then determine which occasions can serve their sensitivities, triggering their interest and desire to purchase.



04. Innovative thinking

Based on target market analysis and customer insight, be innovative and think outside the box to find occasions that have not been fully leveraged in the market. This can help you find occasions with differentiated competitive advantages and provide more attractive and unique marketing activities.



05. Data driven decision-making

When choosing marketing occasions, it is essential to make decisions based on data. Based on market research, analysis, and experimental data, quantitatively evaluate the potential effects and returns of different occasions, and choose occasions with a higher input-output ratio for marketing activities.



06. Multi-channel integration

Integrate multiple marketing channels to carry out activities in a cross-channel manner, so that marketing messages can cover a wider audience. At the same time, optimize the content and dissemination methods according to the traits and audience characteristics of different channels, making them more in line with the needs and preferences of the target market.

c. Is the unique selling point of a product important?

The unique selling point (USP) of a product refers to the unique characteristics or advantages that a product or service has compared to its competitors, which can attract consumers' attention and stimulate their desire to purchase. In global marketing, companies face a wider market range and fiercer competition, so the unique selling point of a product becomes particularly important.

A good selling point can help a company stand out in the global market, establish a clearer brand image, and attract more consumers. An attractive and unique selling point can highlight the advantages of the product, meet consumer needs, and create differentiation with competitors. By accurately positioning and segmenting the market based on different cultural circles and consumer demands in different regions, companies can determine the selling points of their products more accurately and provide corresponding marketing strategies.

In addition, the selling point of a product can also promote word-of-mouth communication among consumers and build brand loyalty. If a product can bring consumers a unique experience or solve their problems, consumers are usually willing to share this positive experience and actively promote and recommend it to others. This word-of-mouth communication can effectively improve the company's visibility and reputation and bring more sales opportunities.

Therefore, in the growth of global marketing, the unique selling point of a product is very important. Companies should have a deep understanding of consumer needs and preferences in the target market, create unique selling points through innovation and differentiation, and gain a competitive advantage to achieve sales growth.



d. How to design promotions to increase product attention?

To increase product attention, the following eight types of promotional activities can be designed to attract consumers' attention and interest:

Discount Offers	Provide discounts, markdowns, or special promotions to attract consumers to purchase products at lower prices.
Bundling	Offer a variety of related product bundles to attract consumers to purchase packages and obtain more benefits.
Gift Promotions	Provide free gifts or gift-with-purchase activities to attract consumers to obtain additional value through their purchases.
Limited-Time Sales	Set time-limited promotional activities to create a sense of urgency and attract consumers to purchase quickly before missing out on the discount.
Points Incentives	Establish activities where purchasing products can accumulate points that can be redeemed for discounts or gifts, increasing consumers' desire to buy.
Social Media Interactions	Conduct interactive activities through social media platforms, such as sharing discount codes and participating in lucky draws, to increase brand exposure and user engagement.
Limited Edition Sales	Limit the quantity of products to increase their uniqueness and scarcity, triggering consumers' impulse to purchase.
Customer Rewards	Offer exclusive discounts to existing customers to increase their loyalty to the products and leverage word-of-mouth to drive attention from new customers.

In addition to the above promotional activities, the following points should also be noted:

- **Accurately identify the target customer groups**, understand their needs and preferences, and design corresponding promotional activities based on the characteristics of different groups.
- **Reasonable pricing, while meeting profitability**, provide competitive pricing strategies to attract consumers' attention to the product.
- **Maintain sustainability in you activities**, regularly or irregularly launch promotional activities to maintain consumers' continuous attention to the product.
- **Provide detailed promotional information**, including promotion time, promotion methods, discount range, etc., to ensure that consumers fully understand the details of the activity and increase their desire to purchase.
- **The marketing plan should highlight creativity**, attract consumers' interest through unique ideas and creativity, making promotional activities more unique and interesting.

Through reasonable design of promotional activities, it is possible to effectively increase the attention for products, attract more consumers to purchase and increase sales revenue.

e. What marketing methods can be used besides promotional activities?

In addition to promotional activities, there are ten common marketing methods to leverage as well. Brands can choose suitable methods for marketing promotion according to their actual situation and target audience.

Product Innovation:	By continuously improving product design, functionality, or performance, meeting consumer needs and keeping up with the trends, the competitiveness of the product is enhanced.
Brand Marketing	By establishing and maintaining a unique and attractive brand image, the awareness and reputation of products or services are improved. This can be achieved through advertising, public relations activities, sponsorship events, etc. to shape the brand image.
Channel Expansion:	Developing new sales channels, such as online retail platforms, distributor networks, partners, etc., to expand the coverage of product sales and increase sales opportunities.
Personalized Marketing:	Customizing products or services according to the needs and preferences of different consumers, providing a better user experience, and increasing customer loyalty.
Social Media Marketing:	Utilizing social media platforms to establish connections with target consumer groups, conducting brand promotion, interactive marketing, and content marketing to enhance brand exposure and influence.
Word-of-Mouth Marketing:	Through actively managing customer experiences and providing high-quality products and services, satisfied customers will spread positive word-of-mouth, creating a good buzz effect.
Event Marketing:	Utilizing various widely-discussed events or holidays that have topicality, combining them with product characteristics to launch relevant marketing activities, attracting consumer attention and desire to purchase.
Gift Giving:	By offering small gifts or freebies, adding value to the product, stimulating consumer purchasing desire, and improving customer satisfaction.
Content Marketing:	By publishing valuable content such as articles, videos, live broadcasts, etc., attracting the attention of target audiences, establishing a professional brand reputation, enhancing brand awareness and recognition.
Customer Relationship Management:	Establishing and maintaining good customer relationships by providing personalized post-purchase services, follow-ups, and customer activities, increasing customer stickiness and encouraging them to become long-term loyal consumers.

03 How to create a strategy to cultivate interests and build a brand community?

"In this era of information overload, word-of-mouth is becoming increasingly important. Consumers are more likely to trust recommendations from other consumers rather than advertising promotions; brands need to pay attention to the emergence of different interests, as it can have a significant conversion effect on sales."
— Johnson & Johnson, Digital & Data Intelligence Lead

a. How to effectively cultivate interest and build a brand community for 'the moveable middle consumers'?

The decision-making process of consumers is becoming increasingly complex and diverse, and cultivating interests and building brand communities are important means of connecting brands with consumers. By conducting in-depth analysis and understanding of "the moveable middle consumers", finding their interests, and refining the seeding strategy, we can further explore the potential value of interest groups.

a.1 Through insight into audience preferences, accurately control the content preferences of the target audience

[Insight Method]

Utilize advertising analysis tools, monitoring tools, brand-owned tools, etc. to conduct research on target consumers through various online and offline methods.

Offline research	Conduct user research through forms, interviews, or focus group discussions.
Social media analysis	Use social media analysis tools to understand the behavior of target audiences on social media, and find out the content they are interested in and actively interact with.
Ad behavior analysis	Use tools such as Google Analytics to analyze the pages that consumers often visit, the content they engage with for a long time, and the keywords they often search for.
Marketing science tools	Use the marketing science tools owned by platforms such as ByteDance, Tencent, Alibaba, etc. to analyze the content preferences of the target audience on various platforms, such as categories and keywords for search, browsing, and interaction.

[Insights]

Based on the analysis of target consumers' content preferences, harness their interests and apply it to brand community building in terms of touchpoint selection, category selection, and content creation to improve seeding efficiency.

Content Category Preference	High clicks, interactions, and completion rates for content categories to understand the type of content that interests them.
Keyword/ Topic Preference	High clicks, interactions, and completion rates for content keywords/topics to understand the brands, products, pain points, selling points, etc. that interest them.
Content Touchpoint Preference	Highly active touchpoint distribution to understand which channels they use for content consumption and seeding

a.2 Through meticulous operations, achieve personalized communication for different segments of the market.

【Elaborate Selection】

Content:In-depth analysis and review of the past content materials of our brand, extracting the outstanding creative elements from the materials, summarizing the top-performing content from the exposure and interaction dimensions, and reusing or guiding the subsequent content creation.

Key Opinion Leaders (KOLs):Examine the efficiency of KOLs in content marketing from both quantitative and qualitative perspectives, assessing metrics such as CPM, CPE, and engagement rate. Additionally, evaluate the degree of brand alignment by considering factors like fan demographics, target audience overlap, and tone. Carefully select potential KOLs within various community segments to distribute content effectively within the brand community.

【Precise Matching】

By analyzing the brand's most engaging content, we can align its key characteristics with consumers' specific interests. This allows us to use the most suitable KOLs/KOCs to communicate targeted content to the right audience. By selecting content that resonates more deeply with consumers, we aim to foster increased interaction and boost the impact of our content marketing strategy.

b. How to customize marketing content and activities to attract the moveable middle consumer in uni-marketing?

To attract the moveable middle consumer in uni-marketing, it is important to stay updated on hot topics across different content platforms, grasp popular marketing trends in a timely manner, draw inspiration from a vast pool of content, and analyze online buzz, dissemination trends, and user feedback. This will help in scientifically and flexibly formulating seeding strategies.

b.1 Insights into segmented demands: Understand popular seeding content that consumers currently favor and distill efficient seeding formulas.

【Category trends】

Select promising products for seeding. Segmented categories, product series, models, star products, etc.

【Efficacy occasions】

Dig deep into product features that consumers are interested in. Product efficacy, pain points, usage scenarios, etc.

【Content formats】

Choose effective formats to deliver seeding content. Unboxing, reviews, tutorials, showcases, etc.

b.2 Analysis of marketing hotspots: Align seeding content formats with diverse seeding occasions

【Marketing notes】

Leverage platform traffic to create a nationwide seeding effect. E-commerce shopping festivals like 618/Double 11, traditional holidays like Spring Festival/Mid-Autumn Festival, etc.

【Hot topics】

Ride marketing trends to boost brand content. Punk wellness, morning C, evening A, the first cup of milk tea in autumn, luxury camping, etc.

【Popular IPs】

Spark discussions and attract new customers more easily. Celebrity endorsements, film and TV shows, game characters, theme parks, etc.

c. How can brands achieve end-to-end growth through seeding within different communities?

Seeding within different communities empowers brands with a "better understanding of consumers" in marketing, providing consumers with attractive and persuasive marketing experiences. This helps strengthen the emotional connection between the brand and consumers, creating substantial digital marketing assets and contributing to long-term business growth.

c.1 Six steps for seeding within different communities

Helping brands achieve end-to-end growth through seeding within different communities is a systematic process that involves the following key steps:

1. Understanding the communities:

First, it is important to understand and study the communities in which the target consumers belong. Communities can be segmented based on interests, lifestyles, age, gender, occupation, etc. Understanding the characteristics and needs of these communities, including their topics of interest, points of interest, and behavioral patterns, can help brands better formulate marketing strategies.

2. Creating content that resonates:

After understanding the target communities, it is necessary to create content that resonates with them. By providing interesting, useful, and valuable content, brands can capture the attention of the target audience and build trust. This content can include product usage tips, industry trends, lifestyle advice, etc. By sharing valuable content, brands can establish a professional image among the target audience and increase their affinity towards the brand.

3. Utilizing appropriate communication channels:

Successful seeding within different communities requires the use of appropriate communication channels. Brands need to choose suitable social media platforms or other promotional channels based on the characteristics and preferences of the target communities. For example, platforms like Douyin, Weibo, Xiaohongshu, Bilibili, Zhihu, etc., can be chosen for communities primarily consisting of younger individuals.

4. Establishing a connection between the brand and consumers:

Build a connection between the brand and consumers through interaction. This can be done through comments, direct messages, likes, etc. Additionally, brands can enhance the effectiveness of seeding by incentivizing user participation; for example, implementing a user referral reward program to encourage users to share brand information with their friends and family. Contests, giveaways, and other interactive activities can also be organized to increase user engagement and encourage participation and sharing, thereby increasing brand exposure and awareness.

5. Collaborations and partnerships:

Establishing partnerships with other brands or influencers can expand the brand's influence and exposure. By collaborating with partners in related fields, brands can jointly carry out marketing activities and recommend each other's products, attracting a larger audience.

6. Data analysis and optimization:

Brands should closely monitor data analysis to understand the effectiveness of seeding strategies within different communities and make corresponding optimizations based on the data. Through continuous testing and optimization, brands can discover more effective methods of seeding within different communities, resulting in overall growth.

By following these steps, brands can achieve growth on an overall scale. It is important to note that successful seeding within different communities requires patience and investment, with brands continuously experimenting and improving in areas such as content creation, channel selection, and consumer interaction.

c.2 The value of seeding within different communities for end-to-end brand growth



1. The value of seeding within different communities for overall brand [audience] growth

Seeding within different communities refers to the accumulation of users who have interacted with the brand and have a high level of awareness and willingness to consume. For brands, seeding within different communities can efficiently accumulate a brand's fans, which can be further utilized through tactics such as advertising, brand livestreaming, content seeding, etc., becoming an important driver for end-to-end brand growth.



2. The value of seeding within different communities for overall brand [content] growth

High-quality content creation is the core element of efficient seeding. Seeding within different communities can continuously enhance the volume and quality of a brand's content, which can then be utilized in influencer marketing, content marketing, etc. By converting seeding experiences into the brand's own content asset toolbox through methodology accumulation.



3. The value of seeding within different communities for overall brand [business] growth

The value of seeding within different communities is increasingly recognized by more brands and industries. It influences both mental and behavioral aspects, making the value of content marketing clearly visible. Through the accumulation of intangible assets such as word-of-mouth and emotional connections, it can be transformed into tangible assets such as an increased customer base and product sales, driving the development of the brand's fan economy.

04 How to empower channel purchases?

"Uni-marketing values the synergy between channels, designs communication pathways centered around consumer experience, empowers with data, and strategically designs content and coordinates media placements. Building the capability for uni-marketing empowerment and flexible optimization is a continuous effort and direction for us." — Media & Digital Marketing Manager for Personal Care Category at Unilever.

As consumer purchasing power and choice increases, the market is shifting from supplier-driven to consumer-driven. Brands realize that to remain relevant in a fiercely competitive market, they must deeply understand consumer needs and meet their expectations.

In the current economic downturn, compared to the past approach of broad advertising to empower sales channels, companies are now considering strategic approaches to **leverage low budgets for high conversions, utilizing private domain operations for conversions, and increasing repeat purchases through end-to-end channel empowerment**. These three aspects serve as the starting point to achieve business growth goals. We will explain each aspect from different perspectives.

1. How to achieve high conversions with a low budget?

The key to achieving high conversions with a low budget lies in understanding the needs and behaviors of the target audience. By employing creative marketing strategies and effectively utilizing resources, brands can provide attractive and differentiated value that sparks purchase interest and guides conversions. Such marketing approaches can achieve higher conversion rates within a limited budget. Here are some methods and recommendations:

Define the target audience: Understand and clearly define the key characteristics of people who are most likely to be interested in your product or service, including their age, gender, interests, geographic location, etc. This will help you better target and optimize your advertising strategies.

Utilize social media: Social media platforms are cost-effective marketing tools. Create compelling content, engage with your audience, and increase brand awareness and user engagement. Utilize social media advertising tools to target specific audience segments and improve conversion rates.

Employ search engine optimization (SEO): Optimize your website content to meet search engine requirements and improve search rankings. Select relevant keywords and add high-quality content to attract traffic and increase conversion rates.

Collaborate with partners: Collaborate with other businesses or brands in related fields to jointly promote products or services. Through joint marketing activities, you can share resources and audiences, reducing advertising costs.

Create unique selling points: Identify unique selling points that differentiate your product or service from competitors. Emphasize these unique value propositions to attract potential customers and increase conversion rates.

Optimize website and marketing strategies: Regularly monitor and analyze website data to understand user behavior and conversion rates. Based on data insights, optimize your website and marketing strategies to improve conversion rates and return on investment.

Focus on user experience: Ensure that your website is easy to navigate, loads quickly, and provides clear information and purchase channels. A good user experience can increase trust in your product or service and, in turn, improve conversion rates.

2. How can long-term strategists leverage private domains for conversions?

The key to leveraging private domains for conversions is to establish and maintain a deep connection with the target audience. This can be achieved by providing valuable content, encouraging interactive participation, offering personalized recommendations, and fostering trust to facilitate purchase behavior. Here are specific methods and key points:

Build user profiles: Understand the characteristics, needs, and purchasing behaviors of the target audience and translate them into specific user profiles. Analyzing user profiles allows for a better understanding of target audience preferences and psychological needs, enabling targeted private domain operations.

Provide valuable content: Through private domain operations, brand can offer high-quality and valuable content to the target audience, such as sharing professional knowledge, interpreting industry trends, and providing product usage tutorials. This attracts the attention of the target audience, establishes trust, and enhances brand image.

Interactivity and participation: Interaction and participation with the target audience are crucial in private domain operations. Maintain communication and interaction with the target audience through platforms such as communities, WeChat official accounts, and short videos. Respond to their questions, provide assistance and support. This interaction enhances user stickiness, cultivates loyalty, and ultimately drives purchase behavior.

Personalized recommendations and customized services: Provide personalized recommendations and customized services based on the interests and needs of the target audience. Use data analysis and machine learning algorithms to understand target audience preferences and accurately recommend relevant products or services, thereby improving conversion rates.

Foster trust and a sense of security: Building trust with the target audience is essential. In private domain operations, prioritize protecting user privacy, ensuring data security, and providing authentic and reliable information and products. Responding actively to user feedback, offering comprehensive after-sales services, and reducing purchase risks increase user trust in the brand.

In summary, long-term strategists leverage private domain operations to build user profiles, provide valuable content, encourage interaction and participation, offer personalized and customized recommendations and services, and establish trust with the target audience. This creates a unique and stable fan ecosystem, achieving a win-win situation for brand value and sales.

3. How to increase customers' repeat purchase rate?

Increasing the repeat purchase rate requires building good customer relationships, providing high-quality products and services, designing attractive promotional activities, utilizing data analysis and smart technologies, and continuously improving and innovating. These strategies can help businesses enhance customer loyalty and repeat purchase rates, achieving sustainable sales growth. Here are several strategies to increase repeat purchase rates in uni-marketing:

Build good customer relationships: Establish good interaction and communication with customers, understand their needs and feedback, and respond promptly to their questions and suggestions. Through personalized services and customized promotional activities, increase customer brand loyalty and encourage repeat purchase behavior.

Provide high-quality products and services: Ensure that products and services meet or exceed customer expectations. By satisfying customer needs, enhancing trust and loyalty towards the brand, brands can increase repeat purchase rates.

Design attractive promotional activities: Design personalized promotional activities based on customer purchasing patterns and preferences, such as offering coupons, discounts, loyalty point systems tailored to different consumers. Additionally, consider implementing time-limited promotions, buy-one-get-one-free offers, and other marketing strategies to stimulate repeat purchases.

Utilize data and smart technologies: Utilize data analysis tools and smart technologies to delve into customer behavior and purchasing patterns. Identify potential high-value customer segments and provide personalized recommendations and marketing. With precise targeting and personalized marketing, brands can improve customer repurchase rates.

Continuous improvement and innovation: Continuously improve products and services to meet the needs and expectations of different customer segments. Also, pay attention to market trends and competitor dynamics, and adjust marketing strategies and methods promptly to maintain competitiveness and increase repurchase rates.

05 How to deepen brand moats and strengthen the potential value of brand audiences?

"Uni-marketing should be considered in different stages. In the first stage, the focus is on customer acquisition and Gross Merchandise Volume (GMV), with a single metric as the main indicator. Subsequently, the dimensions, depth, and breadth of metrics should be gradually enriched, including brand awareness, customer loyalty, and influence on consumer decision-making. The ultimate goal is to enhance brand power and market share."

— Snow Beer, Head of Digital Marketing.

To stand out in today's fiercely competitive market and attract more consumers to choose and support your brand, it is crucial for companies to deepen brand barriers and accelerate brand momentum.

By establishing strong customer relationships and providing unique products or services, companies can increase consumer loyalty, improve market share, and sales. Additionally, through effective private domain operations strategies, companies can further strengthen brand barriers and enhance brand momentum, increasing the brand's pricing power in the market. By focusing on consumer community operations, user engagement, and viral strategies, companies can maintain a stable market position and revenue. Here are seven key considerations for brands to strengthen their brand momentum and achieve sustainable growth:

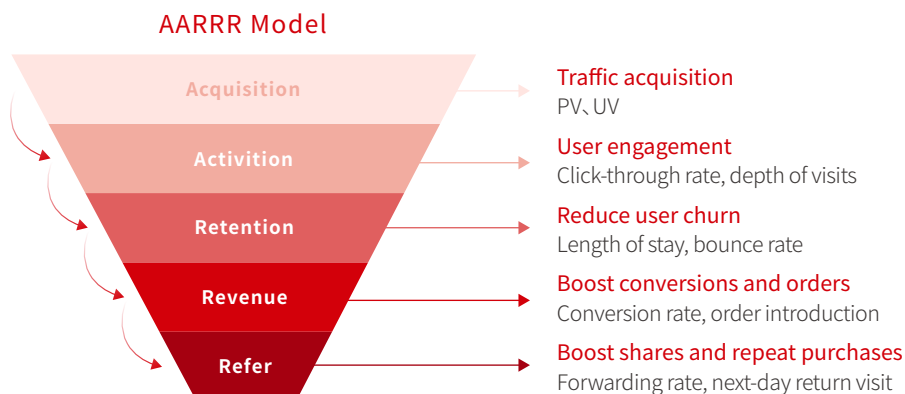
a. How to Build Consumer Loyalty and Increase Brand Influence?

In the realm of uni-marketing, the private domain is a crucial place for deep interactions between brands and consumers, serving as an essential means to build consumer loyalty and increase brand influence. This is especially important when it comes to the fickleness of the moveable middle consumer. How to further deepen their brand awareness and drive conversion through the private domain becomes particularly vital.

Generally speaking, for marketing in the private domain, it is necessary to construct two important positions to better engage consumers, namely the building and operation of community groups and the use of an overall CRM system.

In terms of community building and operation, it is an effective method for in-depth communication. Communities and groups not only allow for more frequent and deeper interactions between brands and consumers but also enable exchanges among consumers themselves, fostering a community culture and set of values. Even if the moveable middle consumer has low brand loyalty, the bonds between people can effectively enhance the final conversion rate.

When establishing and analyzing a good community strategy, we often utilize the AARRR marketing model. The five stages of this model are: Acquisition, Activation, Retention, Revenue, and Referral. The construction and operation of community groups mainly play roles in the "Retention" and "Referral" stages. By providing activities and valuable content, we can improve the retention rate of consumers. At the same time, through consumer sharing and referrals, more new users can be attracted.



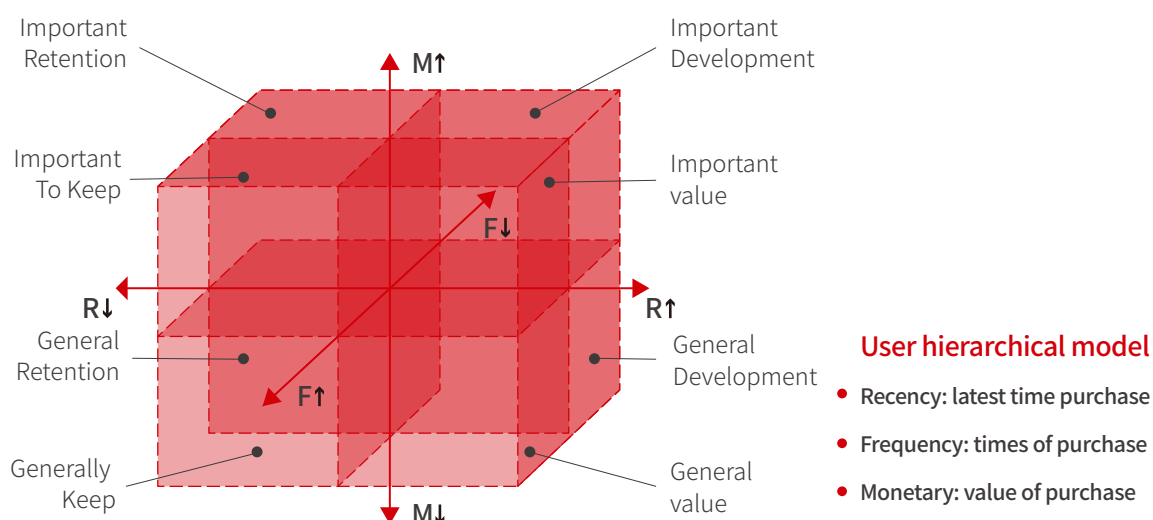
The CRM (Customer Relationship Management) system can help brands collect and manage consumer data for precise marketing activities. By gathering consumer data, such as purchase history, preferences, and feedback, it becomes possible to understand the needs and behaviors of consumers.

Based on the collected data, personalized marketing activities can be carried out, such as sending personalized emails, text messages, or community messages, offering personalized product recommendations, and conducting personalized promotional activities.

Ultimately, tracking consumer behavior, such as their responses to marketing activities and their purchasing actions, allows for the adjustment of marketing strategies. This is especially true for the moveable middle consumer, where the timeliness of data capture and response determines the effectiveness of conversion and the scale of the audience.

In terms of CRM, knowing how to skillfully use the RFM model is the foundation of every successful CRM strategy. This model assesses consumer value and loyalty based on the consumer's most recent purchase time (Recency), purchase frequency (Frequency), and purchase amount (Monetary). Through the CRM system, a brand can obtain these data points and carry out precise marketing activities based on them.

RFM Model



Index	Explanation	Notes
R(Recency)	The interval between the client's last trade	The smaller the R, the closer the customer is to a transaction
F(Frequency)	The number of transactions made by the client in the most recent period	The higher the F, the more frequent the customer trades
M (Monetary)	The amount of money that the customer has traded in the most recent period	The larger the M, the higher the customer value

b. What are the key approaches in running a brand's consumer community?

Given that the moveable middle consumer is more volatile compared to loyal brand users, it's important to pay more attention to detail in the operation of community groups. Generally, we need to focus on the following key points:

b.1 Create Shared Experiences

Shared experiences can help consumers gain a deeper understanding of the brand and products, and also increase their engagement and sense of belonging. Shared experiences can be achieved through both online and offline activities, such as:

Online campaigns: For example, themed discussions, live sharing sessions, product usage tutorials, etc., which give consumers the opportunity to learn about the brand and products in an interactive environment.

Offline events: Such as user experience days, product launches, or brand-related thematic events. Although organizing offline events may require more resources, they can provide a more direct and in-depth user experience.



b.2 Establish a Benefits Mechanism

A benefits mechanism can motivate consumers to participate more actively in community activities and develop a deeper identification with the brand. Specific means and tools might include:

Reward system: For consumers who are active in the community and provide valuable contributions, rewards such as points, coupons, or special services and experiences can be given.

Growth system: Set up a membership system with different tiers, where the membership tier can be determined by factors such as the consumer's degree of participation in the community and purchasing behavior. Members of different tiers can enjoy different benefits.

b.3 Utilize Data-Driven Decision Making

To improve the effectiveness of community marketing, you need to use data to drive your decisions. This includes analyzing consumer behavior, feedback, and needs in order to better meet their requirements and increase their satisfaction.

These standard practices are all based on a core principle: user-centricity. In community operations, it's essential to truly understand and meet the diverse needs of different users in order to successfully attract and retain them, thereby achieving marketing objectives.

C. What are the differences in consumer strategies between emerging and established brands?

Different brand stages require adjustments in consumer marketing strategies.

Established brands typically have more resources and capabilities, such as a large user base, rich data, more funds, and manpower. Therefore, they can adopt more complex and targeted marketing strategies.

The main goals of emerging brands are usually to increase brand awareness and attract new users, while established brands may focus more on maintaining user loyalty and increasing the lifetime value of users. Consequently, the challenges they face and the strategies they need to adopt may differ.



C.1 Marketing Focus for Emerging Brands

1. Establishing Brand Awareness: Increase brand exposure and attract more users through various methods, such as content marketing, social media marketing, and event marketing.

2. Attracting New Users: Attract new users to join the community by offering valuable products and services and an excellent user experience.

For example, Luckin Coffee, as an emerging coffee brand, focused its community marketing strategy on raising brand awareness and attracting new users.

They conducted extensive brand communication and promotion through social media platforms like Weibo, WeChat official accounts, and Douyin (TikTok). At the same time, in the early stages of marketing, they emphasized "buy one get one free" promotions in their community and further guided users to download the Luckin Coffee app and try their coffee.

This strategy not only enhanced the loyalty of existing users but also attracted a large number of the moveable middle consumers.

C.2 Marketing Focus for Established Brands

1. Maintaining User Loyalty: Maintain user loyalty by providing ongoing value, excellent customer service, and personalized experiences.

2. Increasing User Lifetime Value: Increase the lifetime value of users by deeply exploring user needs and offering value-added services and products.

For example, Huawei's main strategy in community marketing is to provide high-quality content and excellent customer service.

They post product information, technical articles, and industry news on social media platforms like Weibo and WeChat to attract user attention and encourage sharing. At the same time, they answer user questions and provide technical support through community platforms, enhancing user satisfaction and loyalty.

This lighter approach is particularly attractive and easily meets the needs of the moveable middle consumers.

The process of consumer operations is a continuous cycle that requires ongoing learning, testing, and optimization. Only by doing so can we more effectively attract and retain the moveable middle consumers.

d. How to effectively increase the activity level of moveable middle consumers?

To enhance user activity within the private domain, it is crucial to fully understand the various functions and tools available, especially those centered around WeChat, including WeChat Official Accounts, WeChat Mini Programs, WeChat Groups, and WeChat Video Accounts.

By properly understanding and utilizing the strengths of different platforms and tools, we can achieve more with less effort. We can define the different platforms as follows:

WeChat Official Accounts: These are important platforms for interacting with users. You can attract user attention and participation by publishing valuable content such as product information, industry news, and practical tips. Additionally, you can conduct marketing activities through official accounts, such as promotions and giveaways, to encourage user participation.

WeChat Mini Programs: These are powerful tools that can provide various services to users, such as shopping, booking, and consultation. You can increase user satisfaction and activity by offering convenient services through mini-programs. You can also conduct marketing activities, such as points redemption and limited-time discounts, to motivate user participation.

WeChat Groups: These are conducive to building communities and enhancing the sense of belonging among users. You can manage users through WeChat groups by posting notices and answering questions. You can also conduct marketing activities within the group, such as in-group raffles and sharing, to encourage user participation.

WeChat Channels Accounts: These have strong social attributes that allow ordinary users to record and share their lives and discover more video content that interests them. Brands can increase interaction and communication with users by publishing high-quality video content or valuable live broadcasts, and through comments and likes. The sharing of content through WeChat groups and Moments can attract more users to the brand's WeChat Official Accounts and Mini Programs, improving brand stickiness and conversion.

It is important to note that the roles of various platforms and tools are complementary and should be used in a well-coordinated manner.

To enhance the activity level of moveable middle consumers, we should build our operational foundation from three perspectives: interaction, content marketing, and personalization.

In terms of interaction, various interactive activities, such as lucky draws, Q&A, and challenge tasks, are effective ways to increase consumer activity.

Regarding content marketing, valuable content, such as product information, industry news, and practical tips, are more likely to attract consumer attention.

In terms of personalization, personalized recommendations and discounts can meet consumers' needs and increase their satisfaction and activity levels.



e. Do emerging and established brands need different user activity strategies?

Different strategic approaches are required for different stages of brand development. Emerging brands need to utilize various platforms and tools to promote their brand, increasing brand awareness and recognition. In contrast, established brands should focus more on reinforcing their brand image and values to enhance customer loyalty.

Additionally, emerging brands may rely more on social media platforms, such as WeChat groups and Weibo, for user management. On the other hand, mature brands might have more comprehensive user management systems, such as membership systems and CRM systems.

Furthermore, emerging brands may adopt more aggressive marketing strategies, such as extensive promotions and giveaways, to attract consumer purchases. Mature brands may employ more conservative marketing strategies, such as point redemption and member discounts, to maintain customer loyalty.

The management of marketing activities is also a continuous optimization process that requires regular collection of feedback, data analysis, and strategy refinement to achieve the best marketing results.

Of course, in the management of activity levels, the "old brings new" method is significantly effective in attracting "the moveable middle consumers."

The key to this strategy is to leverage existing loyal customers to attract and influence potential new consumers. To achieve this multiplier effect, we generally recommend three effective methods: referral rewards, trial experiences, and shared discounts.

- Referral rewards involve giving existing customers some incentives to encourage them to recommend your brand to their friends and family. These incentives can be coupons, points, gifts, etc. This method can expand your brand's influence through consumers' social networks.
- Trial experiences offer some trial products or services for existing customers to share with their friends and family. This approach allows new consumers to directly experience your products or services, influencing their purchasing decisions.
- More and more brands are also trying shared discounts, such as "invite a friend to buy together and enjoy discounts" promotions. This approach encourages consumers and their friends to purchase your products or services together, increasing the number of new consumers.

f. How to design user multipliers? What are the key points?

In the process of designing user multiplier strategies, we need to focus on strengthening user guidance. Brands need to attract and guide users through various activities and offers, including existing users recommending new users, social media sharing, coupons, etc.

Moreover, it is best to connect this to the construction of communities and social groups mentioned above. Having an active user community, including on social media platforms, forums, WeChat groups, etc., allows the brand to communicate directly with users, understand user needs, and improve user satisfaction and loyalty. Finally, it is also necessary to pay extra attention to personalized user experiences, including personalized products and services, personalized recommendations and offers, etc. The trigger mechanisms and timing for different groups are different.

At the same time, when considering the method of choice, we need to balance brand awareness and user trust. Emerging brands often need to spend more effort to increase brand awareness, including co-branding, social media promotion, etc. In contrast, established brands can use their existing brand awareness to focus more on user satisfaction and loyalty. Established brands often have higher user trust, which can be enhanced further with quality products and services. Meanwhile, emerging brands need to gradually build user trust through transparent information disclosure, quality customer service, and good product quality.

Lastly, in terms of the focus of these user multiplier strategies, the focus of emerging brands is to increase brand awareness and establish user trust. This can be achieved through social media promotion, co-branding, quality products and services, and a good user experience. For established brands, the operational focus is to maintain user satisfaction and increase user loyalty. This requires quality products and services, personalized user experiences, active user communities, and precise user guidance.

Understand your target users, know their needs and behaviors, and provide products and services that meet their needs. Whether it is products, services, or operational strategies, continuous testing and optimization are needed; adaptability to the market environment and changing user needs, as well as collaboration across various departments including product, marketing, customer service, and technology, are essential elements for successful operation.

g. How to measure if my brand's private domain operation is successful?

A successful brand private domain operation needs to be measured across multiple dimensions. As the final stop in the consumer experience chain, more and more business-related metrics are being assessed by different brands. The common metrics we need to evaluate and measure mainly include the following:

User Growth: If you see significant user growth, such as a growth rate that meets your set target (e.g., 10%, 20%, or higher), or the number of new users exceeds your expectations, then it can be considered successful.

Sales Volume: If there is a significant increase in sales volume, such as an increase of 10%, 20%, or more, then the campaign can be considered successful. The specific numbers depend on your business scale and growth targets.

User Engagement: If user engagement significantly improves, such as click-through rates, share rates, comment numbers, and other metrics, then the campaign can be considered successful.

Customer Satisfaction: If most users give positive feedback about the campaign and satisfaction survey results are good, then the campaign can be considered successful.

Brand Awareness and Favorability: If brand awareness and favorability significantly improve, such as survey results showing more people recognize and like your brand, then the campaign can be considered successful.

In addition to the above metrics, as operations deepen, more metrics are being considered, such as:

Customer Acquisition Cost (CAC): This is the cost required to acquire each new customer, including marketing expenses, sales expenses, etc. If the CAC is too high, it may mean that your marketing strategy is not effective enough.

Customer Lifetime Value (CLV): This is the total revenue a customer brings to you over their entire lifecycle. If CLV is much higher than CAC, then your marketing strategy is likely effective.

Conversion Rate: This is the percentage of users who actually make a purchase out of those who participate in the campaign. A high conversion rate usually indicates that the campaign is both attractive and persuasive.

Repeat Purchase Rate: This is the proportion of users who buy products or services again, an important indicator of user loyalty and satisfaction.

Marketing ROI: This is the ratio between your marketing investment and the revenue generated by marketing activities, which can help you understand the economic efficiency of your marketing campaign.

Social Media Metrics: Such as the number of followers, likes, shares, comments, etc., these can help you understand your brand's influence on social media.

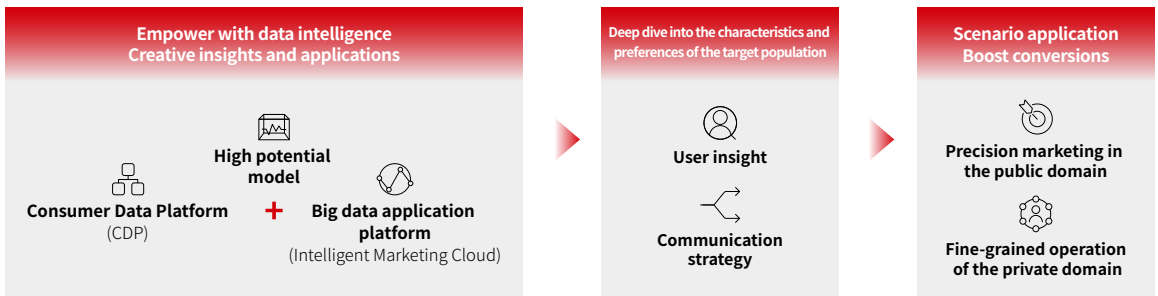
These metrics can help you evaluate the effectiveness of marketing campaigns more comprehensively. Of course, the metrics that need focus may differ for different brands and market environments, and we can measure our final marketing results based on specific circumstances.

Chapter 3 - Building a Benchmark for Uni-Marketing Growth

01 Front-end Growth Strategy

As the strategic partner for digital consumer operations of brand owners, our challenges include how to help brands uncover more target audiences and improve new customer conversion rates; how to achieve precise outreach through multi-channel marketing, enhancing the accuracy of content delivery; and how to conduct refined segmentation operations for members in the private domain to boost online and offline sales. These are the issues we aim to address one by one.

- **Core Strategy:** By integrating data intelligence with creative strategies, we aim to deeply mine the characteristics and preferences of the target audience, engage in precise uni-marketing in the public domain, and conduct refined operations in the private domain to improve outreach efficiency and sales conversion.



Communication Strategy and Implementation

1. Data-Driven Marketing Strategy:

Precisely mine the target audience in both public and private domains through data, and conduct targeted outreach and conversion.

2. Uni-Marketing Precision:

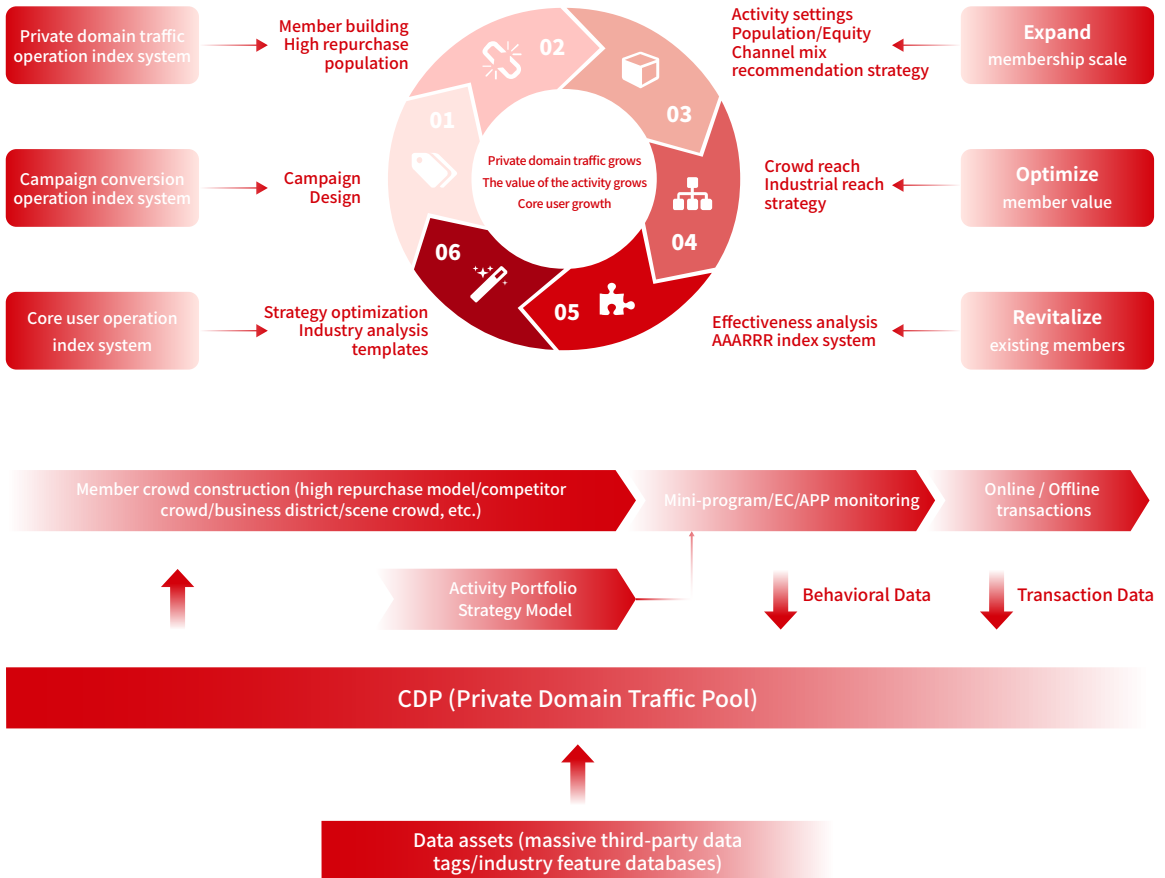
By using tags to identify the general population in the category, high-potential models to find more prospective audiences, and third-party tags to construct the category-specific APP audience, we aim to reach the brand's desired demographic who are either unaware, aware without purchase, or have purchased within the category. This approach is designed to precisely attract new customers and convert them for the brand's e-commerce store and mini-program mall.



3. Private Domain Segmentation Operations:

Utilize tags and models for audience segmentation, and overlay third-party tags to match differentiated content.

Precise outreach is conducted through member public accounts and WeCom, aiming to unearth more high-value members.



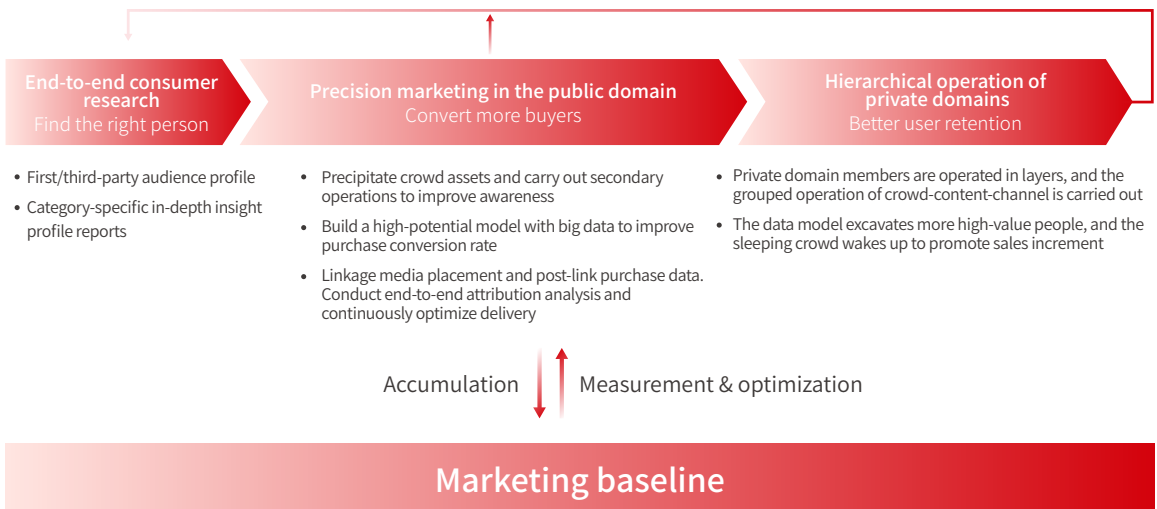
Project Impact

1. The solution supports membership operations successfully for a single membership base of **210 million**.
2. A single campaign contributed to a GMV of over **8 million**, with an ROI of **270**.
3. Three trial operational campaigns contributed revenue up to **170 million**, with a VIP member increment of **60,000**.

Conclusion: Truly Data-Driven Intelligent Marketing

By collecting, analyzing, and utilizing vast amounts of data, marketing decisions and activities are guided in an objective and scientific manner. Based on a deep understanding of the target audience's behavior, preferences, and needs, personalized marketing is achieved through data mining, predictive modeling, personalized recommendations, and other technological means. This leads to personalized marketing, precise targeting, and optimized advertising effectiveness, ultimately enhancing marketing outcomes and returns. Additionally, data-driven intelligent marketing provides real-time feedback on the effectiveness of marketing activities, making corresponding adjustments and optimizations to further boost business growth.

How digital operations can help growth



Brand Consumer Digital Operations Platform (CDP)

+

Data capabilities for digital operations partners

(Third-party DMP/Ad Monitoring/Private Domain Behavior Monitoring/id-mapping/
Third-Party Labeling/High Potential Model/Attribution Report)

02 Back-end Growth Strategy

Communication Implementation Background and Objectives

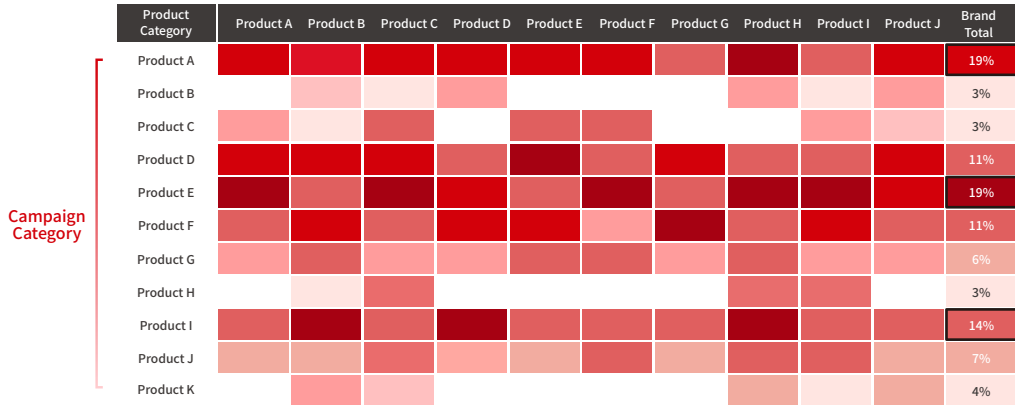
- The brand owner is a leading global fast fashion apparel brand, with over 900 direct stores in China, covering more than 200 cities.
- The brand embraced e-commerce platforms as early as 2009 and began to lay out its digital marketing strategy in 2014. Starting with a "consumer-centric" approach, it has built an integrated online and offline experience centered around the customer.
- Since focusing on its own official website in 2018, the brand has provided consumers with better and more diverse retail service experiences through digitalization and has comprehensively empowered the entire growth of the back-end supply chain with data and technology.



Core Strategy

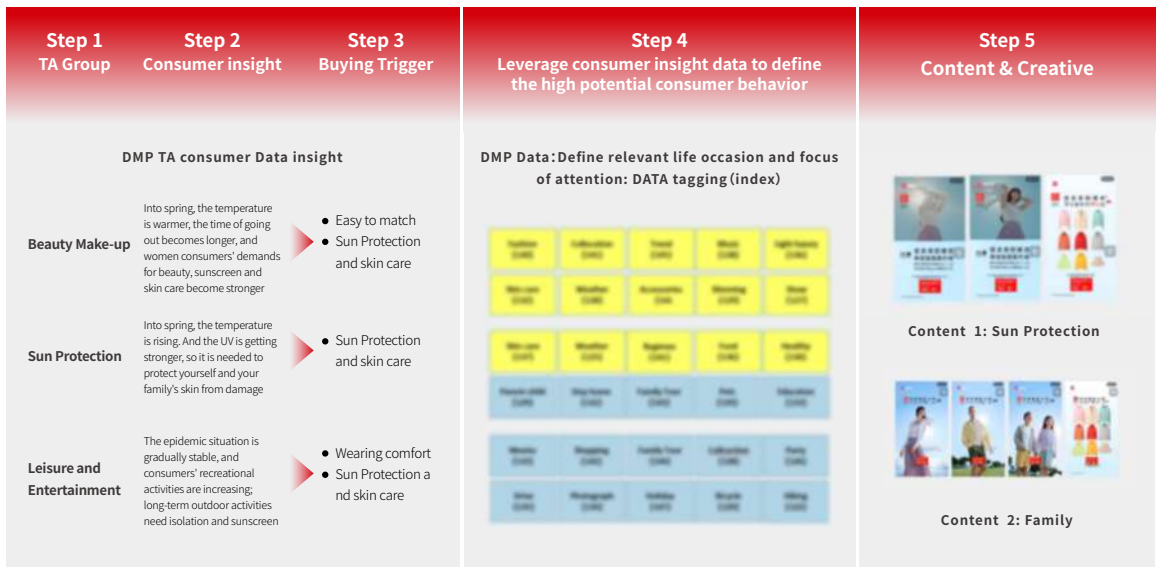
- The key to unlocking refined communication and operations in the back-end supply chain is to study the connections between consumers and products, as well as between different products, by combining first-party data with second and third-party data. Only by thoroughly understanding the relationship between one's own products and consumers can the conversion effectiveness of the back-end supply chain be maximized.

Season Halo Matrix



(The illustration shows the halo effect of how the launch of a particular product impacts the sales of other products through first-party data analysis, which can maximize the optimization of product combinations during consumer communication.)

- By further analyzing first-party consumer profiles, we aim to find the product entry points and communication matrices for different consumers, identifying the most impactful moments and offers that influence consumers. This allows for precise engagement with consumers and effectively drives conversions.



Core Strategy Implementation

By deeply understanding the characteristics of its products and the habits of its consumers, as well as recognizing the needs of consumers in different scenarios, the brand iteratively adapts its strategy and tactics in response to different stages of digitalization processes and market consumer changes.

● Back-End Growth and Conversion 1.0

Although Alibaba's ecosystem drives significant sales volume, it presents challenges as the go-to choice for consumers during shopping festivals, sometimes becoming a barrier to brands looking to enhance consumer experiences and accumulate assets.

If a brand relies solely on Alibaba to drive its Singles' Day (Double 11) sales, it cannot stand out, nor can it achieve sales targets in offline stores and on its own official platforms. Strategically, the brand decides to use big data to analyze consumer behavior in e-commerce: First, the brand further identifies the most popular products planned for purchase by consumers (those added to shopping carts but not yet bought). Then, the brand customizes promotional messages and pushes them to the target consumer group through a more appropriate communication matrix with better timing, including LBS (Location-Based Services) pushes and personalized content, to maximize the increase in consumer purchase intent. Finally, consumers are directed to offline stores to complete their purchases.

The results were remarkable, with traffic directed to offline stores during Singles' Day being ten times that of the previous year. The number of orders in offline stores on a single day exceeded online orders by 34%, and the cost of acquiring an offline consumer was 100 times cheaper than online.

Moreover, the brand achieves double digit gains in annual sales and consumer satisfaction by further refining its own official website and offline store services each year during Singles' Day (such as online purchase with offline pickup to shorten delivery times).

● Back-End Growth and Conversion 2.0 – Cultural Crossover, AI Empowerment

For the 2021 New Year, the brand aimed to build its "Art & Science" cultural and creative domain to meet customers' expectations for the new year and encourage young Chinese consumers to pursue original culture. At the same time, it aimed to boost product sales during the Spring Festival and establish a stronger brand affinity with young consumers to recruit more new members.

Ultimately, during the 2021 Spring Festival, the brand launched a series of limited-edition products inspired by classic art from the Louvre. Utilizing this concept, the brand collaborated with the large Chinese music platform QQ Music to create an original music experience for young Chinese consumers — the Art-Inspired Original Music Contest.

The brand leveraged QQ's AI algorithm to match product commonalities with the audience, precisely communicating with target audiences (TAs) of different music styles to enhance brand awareness. Through a series of customized content conversions, a strong association was established between music, products, and consumers.

Thanks to this unique collaboration, the brand found a new way to communicate with young Chinese consumers. The limited edition product line sold 875,000 units within just four weeks of launch, achieving a 175% year-over-year sales increase and realizing an exceptionally high investment return ratio of 1:90. The brand issued 540,000 coupons and recruited over 71,000 new members to support future sales, achieving a 120% completion rate compared to collaborations with other platforms during the same period.

- **Back-End Growth and Conversion 3.0 – Integration of Physical and Virtual Realms**

As the digitalization of the market progresses, the brand further perfects the implementation of a personalized digital ecosystem. For example, through livestreaming, the brand guides sales for products of interest to specific customers and deploys a large amount of UGC (User-Generated Content) to direct traffic based on what consumers like and dislike.

On the brand's WeChat mini-program, personalized content is further enriched. For instance, the StyleHint feature offers inspiration for clothing and integrates information, social networking, and one-stop omnichannel e-commerce services. The brand invites loyal users to upload their favorite outfits, then studies consumer interest in specific clothing and combinations based on the uploaded content. It collects KOC (Key Opinion Consumer) content and then feeds the best content back into social communities to influence potential users. Additionally, the brand launched a digital personalized recommendation service—"Guess You Like"—which provides consumers with clothing recommendations for different occasions based on their shopping preferences and browsing habits, solving the problem of consumers not knowing how to match outfits.

In the fall and winter of 2022, the brand's digital stored-value card service was launched. Consumers can send blessings in the form of electronic gift cards, allowing friends and family to purchase their favorite clothing through the brand's platform, conveying their sentiments and gifting with care. By integrating UGC, social e-commerce, and proprietary brand content across both physical and online channels, the brand has significantly enhanced its back-end growth.

Note: The above cases have won multiple MMA awards, including:

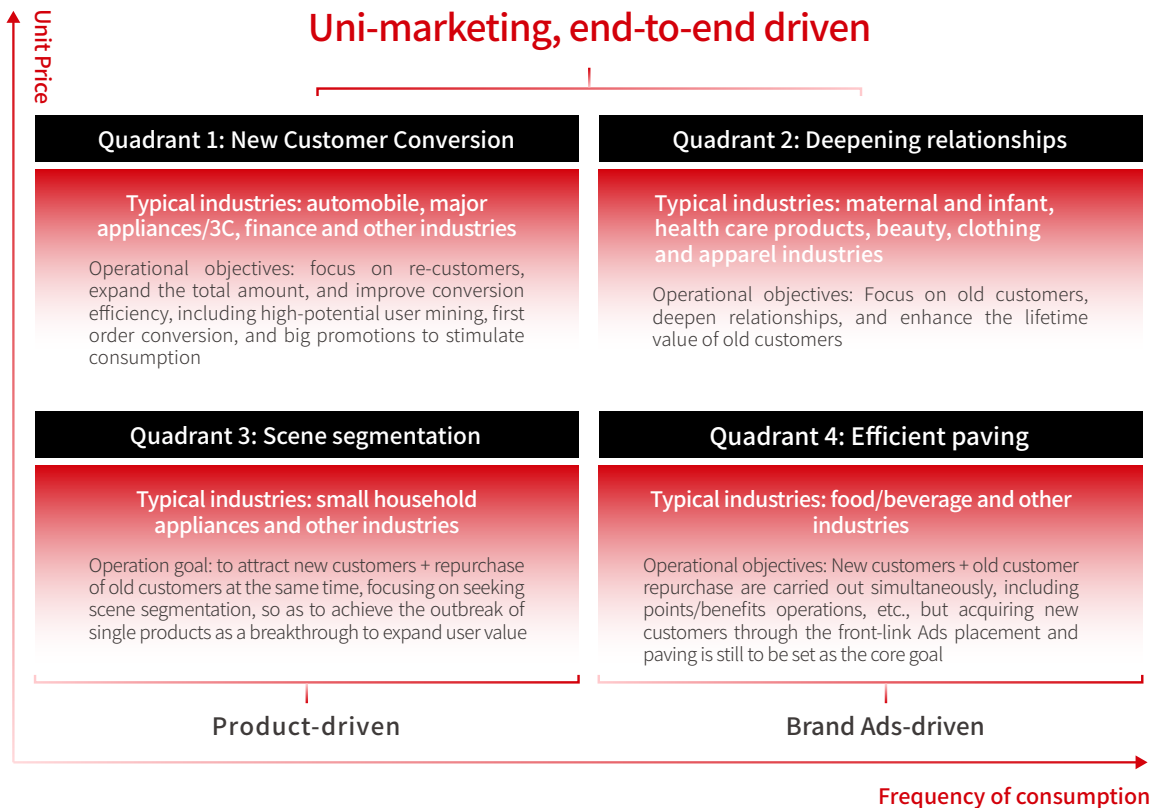
2018-2021 MMA Smarties China Gold, Silver, and Bronze Awards

2018-2020 MMA Smarties APAC Gold and Silver Awards

2018-2019 MMA Smarties Global Silver and Bronze Awards

03 End-to-end Growth Strategy

Due to the unique characteristics of different industries, such as variations in average order value and consumption frequency, there are distinct operational directions for each. Accordingly, there are also differences in the core elements and breakthrough focuses of uni-marketing, as illustrated in the diagram below:



In the diagram, Quadrants One and Two place more emphasis on uni-marketing and operations after integrating the front and back end links. Therefore, this section selects brands within these quadrants that represent their respective industries, and case analyses are conducted around their industry characteristics and important scenarios.

Communication Implementation Background and Objectives

- The brand is one of the world's famous cosmetics manufacturers, primarily engaged in the production and sales of cosmetics, hair dyeing tools, skincare products, and makeup. For traditional enterprises, transforming into a "consumer-centric" approach through digital means is the future of marketing. The brand has already made strides in three areas: e-commerce, technology, and marketing, establishing a relatively comprehensive system for uni-marketing, traffic acquisition, and member management.
- The current objective is to utilize uni-marketing to further expand the scale of the moveable middle consumer base and to continuously drive member conversion and value realization through the design of a member points and benefits system.

Uni-Marketing Strategy

- Uni-Marketing Traffic Acquisition to Expand the Reachable User Base
 1. Combine brand philosophy with trending topics, using public domain momentum and traffic to enhance brand recognition, including the conveyance of environmental concepts and the establishment of women's values.
 2. Utilize mini-programs and e-commerce live streaming, and leverage the brand's two IP characters to create interactive personas, providing users with beauty consultancy and other informational services, directing traffic to communities.
- Centered on the Member Growth System, Guide Users to make Repeat Purchases and Refer New Members with Points and Benefits to Support Brand Growth
 1. Build a member growth system with tailored service experiences, point redemption, gift exchanges, and other value-add activities to attract users to participate in referral rewards and offline store/counter experiences, continuously driving member conversion and achieving growth through existing members referring new ones.
 2. Focus on communities as the core battleground for member operations, using discounts and benefits as a breakthrough point for user retention, and from there, select and incubate quality KOCs (Key Opinion Consumers).

Data Intelligence Technology Empowerment

- Establish a Data Management Platform to Empower Digital Marketing
 1. Integrate multi-channel data through the construction of a data management platform, including e-commerce data, online advertising data, and in-store sales data, to build a solid member asset base.
 2. Based on data insights to drive marketing strategy upgrades, use AI, BI, and other technologies to promote overall data-driven operations, supporting platform customer segmentation, operational guidance, and marketing content creation. For example, during the marketing process, an automated marketing engine collects and evaluates user feedback, influencing the next round of ad placements.
- Application of Intelligent Marketing Tools: Enhancing Uni-Marketing Interaction Capabilities
 1. Mini-program stores + WeCom + communities, building the brand's primary private domain: for instance, WeCom is an important carrier for the digitalization of brand offline interactions, and through the private domain operation management platform, digital empowerment of sales guides is achieved, upgrading the user experience.



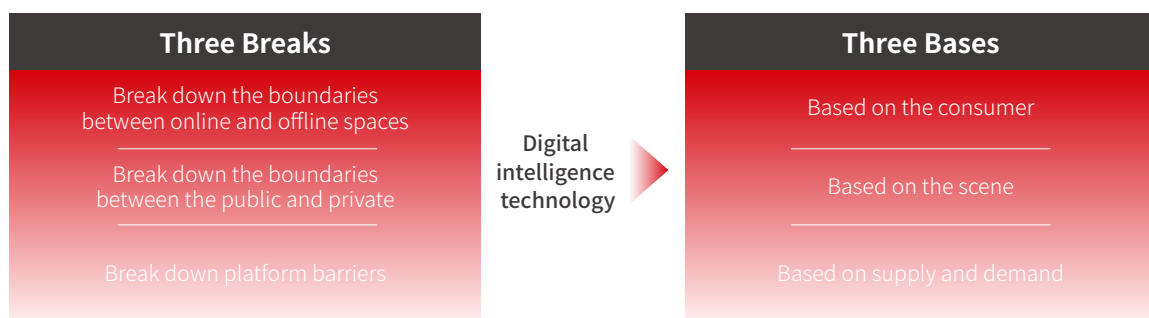
Outcomes

- The brand became the top beauty brand during the Double Eleven (Singles' Day) shopping festival of that year.
- On the live streaming channel, the brand accumulated a total of 180,000 hours of live streaming throughout the year.
- Across platforms and brands, continuous seamless connections and interactions with consumers were achieved. Through WeCom + communities, users were directed and retained from e-commerce, social media, and live streaming, continuously enhancing growth potential.

Case Summary

The brand leveraged data intelligence technology to achieve "three breakthroughs" and "three establishments," coordinating multiple resources to maximize the effectiveness of each touchpoint.

Meanwhile, by centering on the user, it achieved collaborative breakthroughs at various stages, ensuring a positive experience throughout the customer journey.



04 The Future of Uni-Marketing Growth

In the economic downturn period, uni-marketing growth strategy provides enterprises with a direction of effective "marketing-sales" integration. Via deeply understanding the needs of target consumers, formulating precise marketing strategies, and combining resource integration and precise positioning of advertising, brands can achieve uni-marketing growth, enhance brand loyalty, and increase market share.

We believe that holistic growth of uni-marketing is still in its infancy and has great potential in the future. We expect it to continue to develop in the following areas:



Data-driven personalization:

Uni-Marketing Growth will increasingly rely on data-driven insights to provide personalized marketing experiences for each consumer. Using the large amount of consumer data accumulated through private-domain operations, brands will be able to leverage advanced analytics and AI technologies to understand consumer preferences, behaviors, and purchasing patterns. This will enable brands to tailor marketing strategies and information to each consumer's individual needs, in order to more deeply resonate with them.



Integration of online and offline channels:

Uni-Marketing Growth will place more emphasis on the integration of online and offline channels to deliver unified and consistent brand content. Brands can use mobile applications, social platforms, QR codes, VR, AR, and even MR technologies to bridge the gap between online and offline touchpoints. This integration will enable brands to create a more consistent brand image throughout the entire purchase journey for consumers, from awareness and consideration to purchase, post-buy interaction, and consumer recommendation.



Social e-commerce and live streaming:

Social e-commerce and live streaming have become very popular in today's market. By continuing to leverage these trends, brands can choose to collaborate with KOLs and live streaming platforms to showcase their brand products, provide real-time demonstrations, and directly interact with consumers. This interactive and immersive experience will drive consumer engagement, increase conversion rates, and create a sense of community around the brand.



Online-to-offline experience:

Brands have begun to focus on creating seamless online-offline experiences, enabling consumers to smoothly transition from online interactions to offline purchases. Using location-based services, mobile payments, and personalized promotions, consumers are guided to physical stores, enhancing the overall customer experience. This integration will enable brands to leverage the convenience of online channels while also leveraging the unique localized advantages of offline retail.



Emphasis on brand mission and values:

Chinese consumers are increasingly concerned about the social and environmental impact of brands. Uni-Marketing Growth will not only promote sales or increase the number of members and fans, but will also emphasize the communication of brand mission, values, and sustainable development. Brands that can authentically demonstrate their commitment to social responsibility and sustainable development will be able to establish stronger connections with consumers and drive loyalty effectively.

Overall, when implementing a Uni-Marketing Growth plan, companies still need to focus on **positioning target consumers, determining marketing strategies, resource integration, advertising strategies, agency service providers, and continuous evaluation and adjustment of marketing management** under the five trends mentioned above. Only in this way can we achieve the strategic goal of holistic growth and stand out in this fiercely competitive market:



Positioning target consumers:

In-depth understanding of target consumers, mastering their needs and consumption habits, providing the basis for formulating precise marketing strategies.



Determine marketing strategies:

According to the characteristics and needs of target consumers, develop diversified marketing strategies including content marketing, social media marketing, search engine optimization, etc., to fully cover consumer needs.



Resource integration:

Make full use of internal and external resources, including products, services, technology, media, etc., to provide strong support for the implementation of marketing strategies.



Advertising strategy:

Combine target consumer groups and marketing strategies to develop appropriate advertising strategies to achieve precise targeting and efficient conversion.



Agency service provider:

Provides professional agency services, including brand building, content creation, social media operations, etc., to maintain brand image and reputation.



Continuous evaluation and adjustment:

Through continuous monitoring and analysis of marketing activities, timely adjustments to strategies and delivery directions are made to ensure optimal results.

The future market environment is full of challenges, but as long as enterprises master the strategic thinking and practical operation skills of uni-marketing growth, they will be able to cope with various market changes, achieve sustained growth and successful transformation. Let us work together to promote brand progress on the road to uni-marketing growth and create a better future.

Chapter 4 – The Literacy of Uni-Marketing Growth

01 Digital marketing

1. [Paid Media]

- I. IMP: Impression, refers to the number of times the ad itself is effectively displayed.
- II. CLICK: Clicks, which refers to the number of clicks after an ad is effectively displayed.
- III. CTR: Click Through Rate, which is calculated by dividing the number of clicks by the number of impressions.
- IV. CPM: Cost Per Mille, also known as Cost Per Thousands Impression.
- V. CPC: Cost Per Click.
- VI. CPD: Cost Per Display.
- VII. CPA: Cost Per Action.
- VIII. SOV: Share of Voice.
- IX. SOS: Share of Spending.

2. [Social Media]

- I. KOL: Key Opinion Leader.
- II. KOC: Key Opinion Consumer.
- III. BGC: Brand Generated Content.
- IV. PGC: Professional Generated Content.
- V. UGC: User Generated Content.
- VI. MCN: Multi-Channel Network, refers to any entity or organization that collaborates with content creators or directly produces various unique content. MCNs provide services such as content planning, production, promotion, fan management, and signing contracts for internet celebrities and self-media. They also execute business and marketing functions on the platforms where the content is published. However, MCNs are not owned by platform owners or directly affiliated with the channels themselves.
- VII. IP: Intellectual Property, refers to the legal rights associated with creations of the mind, such as literary, artistic, and creative works. In the internet industry, IP has been extended to encompass all famous cultural and creative works (literature, film, animation, games, etc.). It further extends to refer to content that can attract traffic and be distributed on multiple platforms based on its own appeal. Therefore, IP can also be seen as a product that can generate traffic effects. MCN: Multi-Channel Network.

3. [Search Engine]

- I. SEM: Search Engine Management.
- II. SEO: Search Engine Optimization.

02 Uni-Marketing

- I.** A/B Testing: A method of testing where two versions of a marketing campaign are compared to determine which version is more effective.
- II.** CTA: Call To Action, a prompt in a marketing campaign that guides users to take a specific action, such as clicking a link or filling out a form.
- III.** H5: Short for HTML5. Similar to Flash (used for animations and interactive interfaces), but with better compatibility, scalability, stability, and security. H5 has almost completely replaced Flash on mobile devices.
- IV.** IP Address: Internet Protocol address. It is a unique address assigned to each host connected to the internet. It was previously used to identify different user behaviors belonging to the same person but is now impractical.
- V.** LBS: Location Based Service, a service that utilizes location information to provide personalized services or content.
- VI.** UI: User Interface, the area where users interact with electronic devices and content. A good UI should be intuitive and user-friendly.
- VII.** UX: User Experience, how users interact with a website or application (where they click, which pages they visit, etc.). UX aims to improve conversion rates through testing page layouts, CTAs, colors, content, etc.
- VIII.** CDP: Customer Data Platform, a platform that collects, manages, and analyzes online and offline user data. It can also integrate data with demand-side platforms (DSPs), ad exchanges (ADX), etc., allowing advertisers to use user data for advertising planning and targeting.
- IX.** DMP: Data Management Platform, a centralized platform that collects, manages, and analyzes user data. It can also integrate with DSPs, ADX, etc., enabling advertisers to make decisions on advertising campaigns, targeting, and more.
- X.** CRM System: Customer Relationship Management system, a system used to manage and analyze customer interactions and relationships.
- XI.** SCRM: Social Customer Relationship Management, a customer relationship management system that is based on social media platforms.
- XII.** CAC: Customer Acquisition Cost, the cost associated with acquiring a new customer.
- XIII.** CLV: Customer Lifetime Value, a widely used concept in marketing and customer relationship management. It refers to the total revenue or profit generated by a customer throughout their entire relationship with a company.

03 Growth Model

- I. AARRR: AARRR, also known as the Pirate Model, stands for Acquisition, Activation, Retention, Revenue, and Referral. These five words represent the five important stages in the user lifecycle. This model is widely used in internet products, and each stage has corresponding metrics. It is an important model for evaluating and optimizing consumer-oriented (toC) products.
- II. AIPL: AIPL stands for Awareness, Interest, Purchase, and Loyalty. For e-commerce platform merchants, it represents the process of users going from being aware of your brand to showing interest, making a purchase, and becoming loyal customers.
- III. DEEPLINK: DEEPLINK is a new evaluation system proposed by Alibaba to enhance the marketing value of customer groups based on the AIPL methodology. Compared to the front link of AI audience, the PL audience belongs to the back link and private domain operation, corresponding to LINK (Universal, Initial purchase, Repeat Purchase, and Favorite). The eight letters in the DEEPLINK model stand for Discover (establishing initial awareness), Engage (creating interest/demand), Enthuse (generating interest and interaction), Perform (joining the membership system/pre-sales stage), Universal (total number of universal consumer groups), Initial (first purchase behavior), Numerous (repeat purchase), Keen (multiple conversion behaviors).
- IV. O-5A: The O-5A model proposed by Ocean Engine is based on Kotler's 5A marketing model. It divides users into O (Opportunity audience) and A1 (Awareness), A2 (Attract), A3 (Ask), A4 (Act), and A5 (Advocate) five levels. The O-5A model focuses on six links: user acquisition, user retention, continuous engagement, conversion, direct conversion, and fan conversion, to improve brand effectiveness and incremental growth.
- V. RARRA: The RARRA model is an optimization of the AARRR model by Thomas Petit and Gabor Papp. RARRA stands for Retention, Activation, Referral, Revenue, and Acquisition. The RARRA model is more suitable for the current environment of user conversion, as it places user retention as the core of user growth. It is more suitable for the characteristics of the current internet industry, where the traffic dividend is declining and the focus is on existing users.

Editorial team



Murphy Ho

Head of Private Domain Growth Strategy,
Kayea Advertising

Murphy has over 20 years of cross-industry experience in technology, marketing, and consulting, serving domestic and global clients. He is a long-time judge for marketing awards and the author of the "IoT Marketing Trends White Paper 2020" published by JD Digital Technology. He has worked for Kantar China, JD Industrial Products, JD Digital Technology, WPP Group's Kinetic Advertising, and groupm knowledge, as well as Qualcomm.

He is dedicated to helping clients strengthen their brand growth capabilities, build O2O omnichannel marketing, and leverage new technologies from a business innovation perspective to create outstanding brands and drive growth in the digital era. He has provided professional services to well-known brands in industries such as food and beverage, internet, automotive, technology, retail, catering, and luxury. He is also a PMI certified PMP, ICF international certified PCC coach, and holds a Doctor of Business Administration from the EU business school of Switzerland.

Based on his experience in brand marketing, strategic consulting, and digital platform development, Murphy integrates consumer data, tagging, and marketing operations from brand own data, combining "people, products, and places" data to empower business improvement and brand growth.



Rose

Vice President, TalkingData

Rose is the leader of Business Applications Research, responsible for digital marketing solutions and end-to-end data services, advertising monitoring, and related data product strategic layout, in charge of managing and maintaining the ecosystem of media partners, insights, and connecting the best communication channels between consumers and brand owners.

She provides innovative solutions, drives the development and iteration of scenario-based marketing products, and empowers brand owners to optimize and enhance their digital marketing effectiveness.

Rose has many years of experience in third-party data companies, market research, and media research. Prior to joining TalkingData, she served as the Head of Business for Nielsen Media in China, General Manager of Nielsen NetRatings AIS Division, and General Manager of Kuaijuece in the national region.

She is proficient in data application in various stages of full-media advertising and dedicated to helping businesses in various industries, media owners, and large advertising agencies achieve precise targeting and measurement. With deep expertise in consumer research, brand research, product research, media audience research, media competition, advertising, and marketing, Rose has profound insights into the development of the media industry and consumer behavior trends.

In addition to her role at TalkingData, she also holds several other positions and has received numerous awards and recognitions, including:

- Vice Chairman of the MMA China E-commerce Sales Committee
- Director of the China Digital Business and Marketing Research Institute (with a team of 50 members)
- Expert judge for various international digital marketing awards, including China Effie Awards, IAI International Advertising Awards, Tiger Roar Awards, MMA, DMAA, Golden Mouse Awards, Golden Wutong Awards, and more.



Colin Xu

CMO, Kayea Advertising

Colin has over 19 years of experience in the marketing and media industry. He has previously worked at Carat Media under Dentsu Group, ZenithOptimedia under Publicis Group, and Mindshare under WPP Group. Colin has served various important clients in the industry, including Sony, Mobil, Yum, SAP, Golden Partner, Lufthansa, CASTROL, MSD, IKEA, PepsiCo, Master Kong Beverages, UNIQLO, and Unicharm, etc.

He is highly regarded for his professional abilities. His expertise in Uni-Marketing planning and execution, as well as his business acumen from a media perspective, have helped clients achieve digital, programmatic, and social transformations, as well as sustained online and offline business growth.

Since joining Kayea in 2022, Colin has been dedicated to assisting clients in integrating public and private domain marketing and digital transformation business. Through the "Data Creation and Investment" integrated marketing model, he aims to achieve "brand and performance integration" for existing clients, comprehensively enhancing the effectiveness and planning capabilities of public and private domain marketing from an investment return perspective.

Over the past few years, Colin has continuously assisted his clients in winning various domestic and international marketing industry awards, including but not limited to:

- Festival of Media APAC/Global 2018-2019
- MMA Smarties China/APAC/Global 2018-2022



Ivan Ma

Head of Data & Media Activation,
Kayea Advertising

Ivan has nearly 10 years of experience in digital marketing and media. Prior to joining Kayea, he worked at Hyatt Hotels Group and GroupM China's Programmatic Department, where he gained rich industry experience in precision media placement, data insights, and digital strategy. He has served top brands such as Yum China, LVMH, Nike, Dyson, Wyeth, Shanghai Jahwa, Shell, and PepsiCo.

Since joining Kayea in 2022, Ivan has been dedicated to the synergy and integration of data analysis insights and marketing investment strategies. He not only continues to deepen his expertise in data capabilities from platforms such as Alibaba's Data Bank, JD's Data Square, ByteDance's Quantum Cloud, and Tencent's RACE, but also combines analysis insights with marketing strategies and media placement to enhance brand marketing efficiency and performance in an integrated manner.

Over the past few years, Ivan and his team have received several personal and team awards, including:

- 2017 ROI Festival - Silver Award in the Programmatic category
- 2018 Campaign Asia - Specialized Agency of the Year
- 2019 Forbes 30 Under 30 - Marketing Category

Acknowledgements

Dear readers,

On the occasion of the publication of "The Moveable Middle Consumer: A Playbook of Uni-Marketing Growth," we, as representatives of the editorial team, would like to express our sincere gratitude and appreciation to you.

First and foremost, we would like to extend our heartfelt thanks to the MMA China E-commerce Sales Committee, the main initiator and authoring body of this playbook. With their wealth of experience and deep insights, they have provided unique insights and practical experiences for this playbook. Their expertise and profound understanding of the Chinese market have allowed this playbook to truly reflect the characteristics and trends of the Chinese marketing landscape.

We would also like to give special thanks to the team at Kayea Advertising and TalkingData for their tremendous support and contributions during the compilation of this playbook. Their professionals have provided reliable information and practical guidance through rigorous research and data analysis. Without their dedication and collaboration, this playbook would not have been able to explore the importance and methods of Uni-Marketing Growth so comprehensively and in-depth.

Furthermore, we would like to express our gratitude to the brand owners who participated in interviews during the writing process of this playbook, including PepsiCo, JALA Group, Unilever, CR Snow Breweries, and Johnson & Johnson Consumer Products, among others (in no particular order). Their generous sharing of their experiences and insights in Uni-Marketing Growth has added practical value and depth to this playbook. Their involvement has made this playbook more diverse, allowing for a discussion of the practical applications of Uni-Marketing Growth from different brand perspectives.

Lastly, we would like to thank MMA for their strong support and collaboration. As a sponsor, MMA has profound observation of the leading and cutting-edge nature of the Chinese market and has provided professional knowledge and practical guidance on modern marketing both domestically and internationally through its global network. Their support has added significant strength to the quality and impact of this playbook.

Most importantly, we want to express our gratitude to you, dear readers. Your support and attention are the driving force and encouragement for our continuous progress. We hope that this playbook can provide you with valuable information and practical guidance to help you achieve Uni-Marketing Growth in the Chinese market.

Once again, thank you for your support and cooperation!

Sincerely,

The Editorial Team

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Comprised of over 800-member companies globally and 15 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, martech and media companies working collaboratively to architect the future of marketing, while relentlessly delivering growth today.

Led by CMOs, the MMA helps marketers lead the imperative for marketing change – in ways that enable future breakthroughs while optimizing current activities. The MMA is committed to science and questioning and believes that creating marketing impact is steeped in constructively challenging the status quo encouraging business leaders to aggressively adopt proven, peer-driven and scientific best practices, without compromise.

The MMA invests millions of dollars in rigorous research to enable marketers with unassailable truth and actionable tools. By enlightening, empowering and enabling marketers, the MMA shapes future success, while also propelling business growth.



MMA

KAYEA

Kayea Advertising is a wholly-owned subsidiary of Kaytune Co., Ltd. It has the ability to act as an agent in five dimensions: marketing integration, data insight, scenario-based creativity, cutting-edge strategy, and automation and efficiency improvement.

As a product committed to breaking away from the traditional marketing model and continuous innovation in the digital era, Kayea Advertising combines Kaytune with rich experience in post-marketing links to meet the market's higher demands for uni-marketing, consumer operation and private domain, and achieve higher ROI for brands.

Since its establishment, Kaytune and Kayea complement each other and have begun to show results. In terms of digital investment, the qualification certification of ecological partners, the injection of innovative resources, and the empowerment benchmark case that blossomed on the whole platform won the M Awards, and several blockbuster awards will be announced soon.

In addition, the industry-leading local life business, the new concept of the metaverse, cross-brand uni-market cooperation, private domain transformation and construction and other marketing projects have corresponding layouts. Kaytune and Kayea in the field of uni-marketing and private domain deep cultivation of each other, share value, and assist brands to achieve with each other.



KAYTUNE

TalkingData

TalkingData is a leading data intelligence unicorn company in China and the largest third-party data intelligence service platform in China's consumer sector.

Founded in 2011 with the mission of "data changes corporate decision-making and data improves human life", the company has always focused on using data and intelligent algorithm capabilities to deeply serve business scenarios in various industrial fields, help clients gain insight into user and consumer needs, improve the quality of marketing and business decision-making, and achieve sustainable digital business growth.

By continuously creating measurable business value for our clients, TalkingData is deeply recognized and trusted by leading customers in various fields. After more than 12 years of accumulation and development, its clients and business partners cover more than 2,000 enterprises in various fields such as consumption, pan-Internet, finance, government and enterprise, and is one of the most experienced practitioners in China in applying data elements and intelligent algorithms to empower and drive the digital transformation and upgrading of the real economy.



TalkingData

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