

Powering Digital Transformation in China

MMA Webinar Series

May 21, 2020

In Partnership with:
iPinYou



POWERING DIGITAL TRANSFORMATION IN CHINA

MMA Webinar Series

May21 , 2020

In Partnership with:



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data







Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 SMoX Mobile ROI Research	 MATT MARKETING ATTRIBUTION THINK TANK Marketing Attribution Think Tank	 MOSTT MARKETING ORGANIZATION STRUCTURE THINK TANK To Rethink Mrktg Org	 SAVE Brand Safety Council Marketer Brand Safety Council
Industry Working Groups Driving the Future of Marketing & Mobile	Guidelines & Best Practices Viewability, Location, Native	MM25 Marketer Peer Group Tackling Core Issues for Marketers	Shared Knowledge of 800+ Members Entire Mobile Ecosystem Worldwide
SMARTIES Awarding Best in Class Mobile Campaigns	CEO & CMO Summit Annual Mobile Think Tank	1,000+ Mobile Case Studies Inspiring Creative Innovation	30+ MMA Events Spread across 20 Countries



MMA COVID-19 Marketer Support Hub

#WeAreInItTogether



Select region: **Global** | APAC | EMEA | LATAM | North America

RECENT UPDATES

Best Of COVID-19 Ads
10 hours 40 min ago

COVID-19 Emails: Key Considerations And Tips
10 hours 54 min ago

What The Coronavirus (COVID-19) Means For Marketers
10 hours 59 min ago

How to Adapt Your Marketing During the Coronavirus (COVID-19)
11 hours 2 min ago

Search...

TRACKING COVID-19 AND ITS IMPACT AROUND THE WORLD

HUMAN RESOURCES, BUSINESS TOOLS AND TIPS

MARKETING AND ADVERTISING TODAY! & IN THE FUTURE

BUILDING OUR MARKETING

CONSUMER TRENDS AND

LIGHT-HEARTED

<https://www.mmaglobal.com/marketersupporthub/weareinitttogether>



UPCOMING WEBINARS

- ≡ May 21 – MarTech: Powering Digital Transformation in China
- ≡ May 22 - **There Is No Playbook For This.....** Innovation & Collaboration
- ≡ May 26 – Facebook : Social Commerce: The Next Normal?
- ≡ May 27 - McKinsey : Covid19 Perspectives & implications for consumer & retail
- ≡
- ≡ May 28 - Swiggy & Zeotap Fireside chat: unpack customer intelligence
- ≡ May 29 - **There Is No Playbook For This.....** Creativity & Content
- ≡ June 5 - **There Is No Playbook For This.....** Digitisation & Consumption



Scan me

<https://www.mmaglobal.com/webinars>









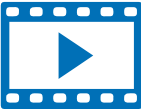





MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

 Currency Measurement	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



Enroll by emailing committees@mmaglobal.com



MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb





PRESENTER



Andy Ng
Managing Director
APAC of iPinYou



Tan Song
Director, Data Product
Solution, Account Growth
iPinYou



Prantik Mazumdar
Managing Partner
Happy Marketer




Chen Zhao
Business Director
LiveRamp China

MODERATOR/HOST



Rohit Dadwal
Managing Director
Mobile Marketing Association
APAC





Post Covid-19 MarTech Trends in China

Andy Ng
Managing Director
APAC of iPinYou



01

Consumer behavior
changes during and
after Covid-19

China's 1st & Largest AI-Driven MarTech Company



12 Years

Founded in 2008, artificial integrates technology with data and traffic

7 Offices

Headquartered in Beijing, with branches in Shanghai, Guangzhou, Hong Kong, Seattle Singapore and London

50%+ engineers

400+ core technical team members from the Chinese Academy of Sciences, Microsoft, Xiaomi and other top technology companies.

1000+ brands

Building Enterprise Data Management (DMP/CDP) and Ad Serving Intelligent Media Management System

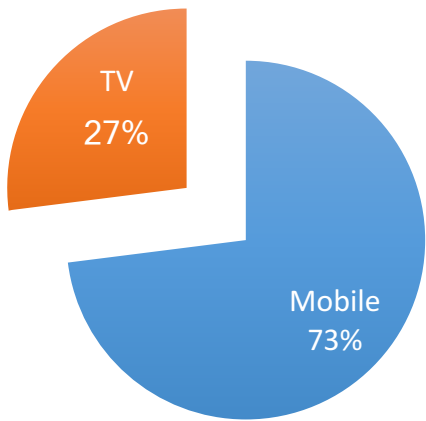
2PB

Daily processing data



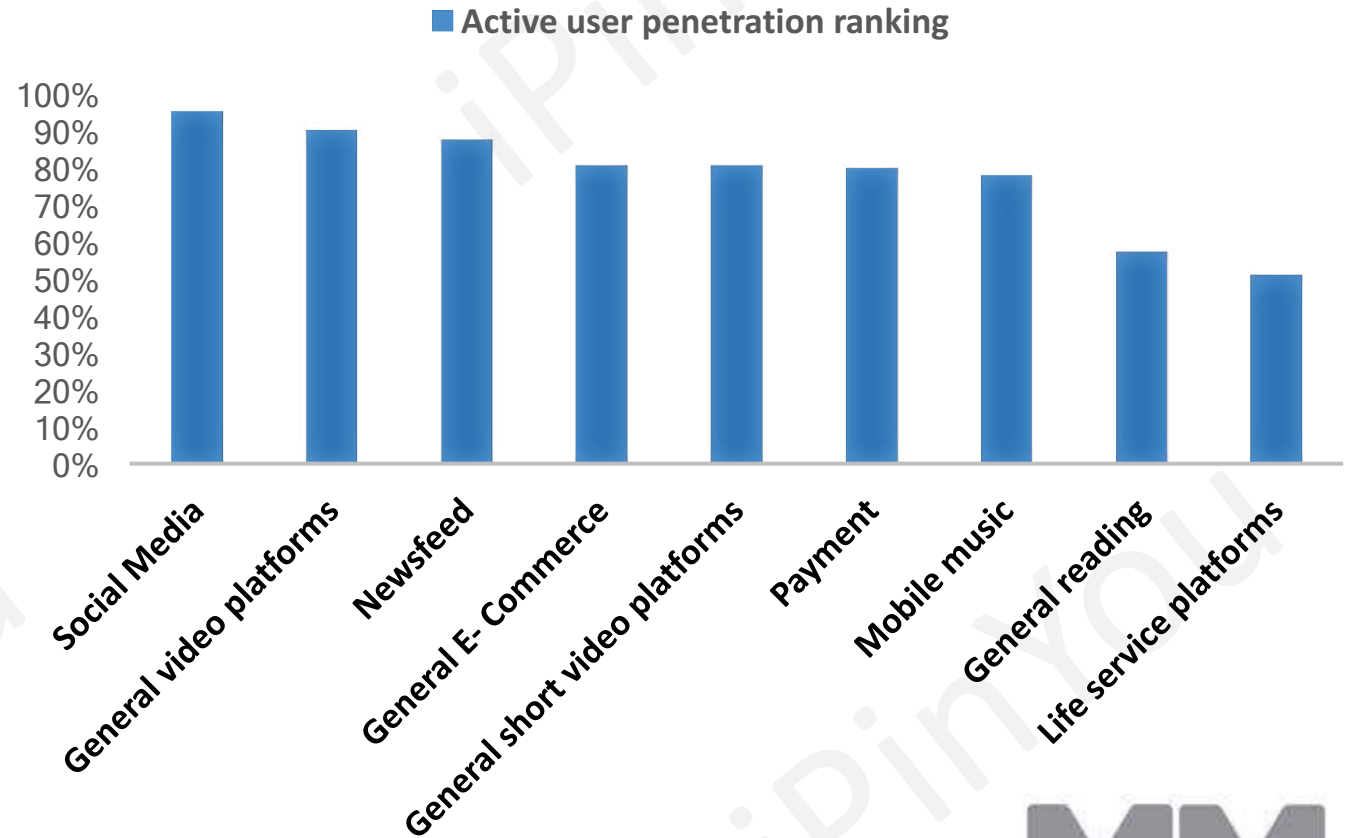
While consumers are confined to home, mobile devices remain their most-used devices

Mobile devices remain the most-used devices



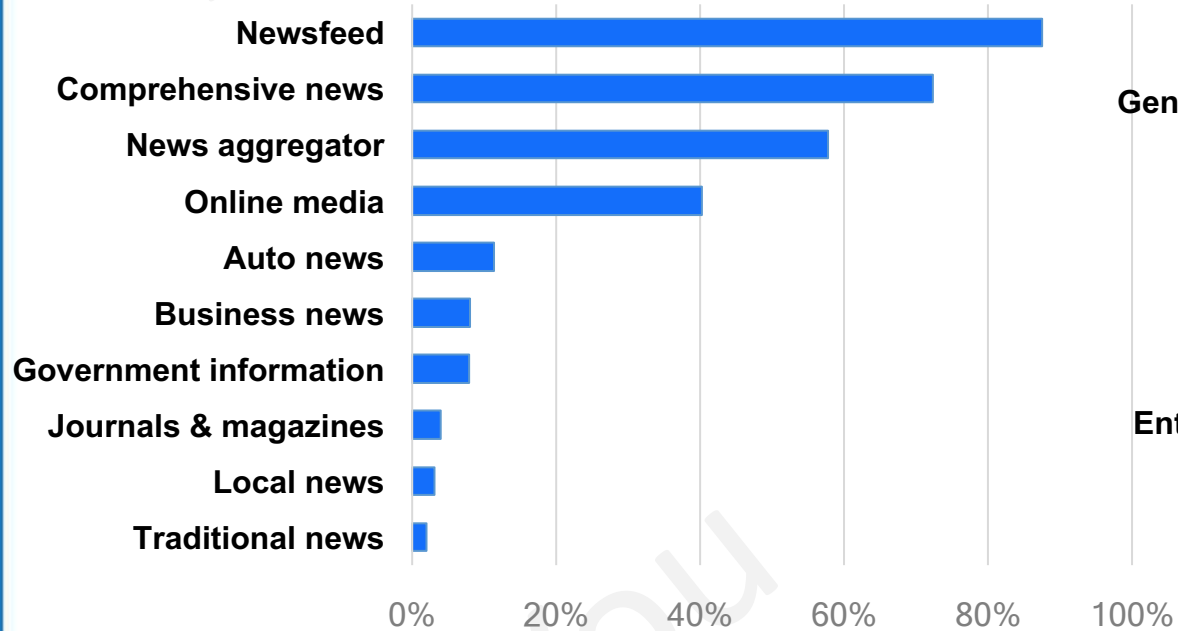
Source: iPinYou Operator Data

APP PREFERENCES BY CATEGORY

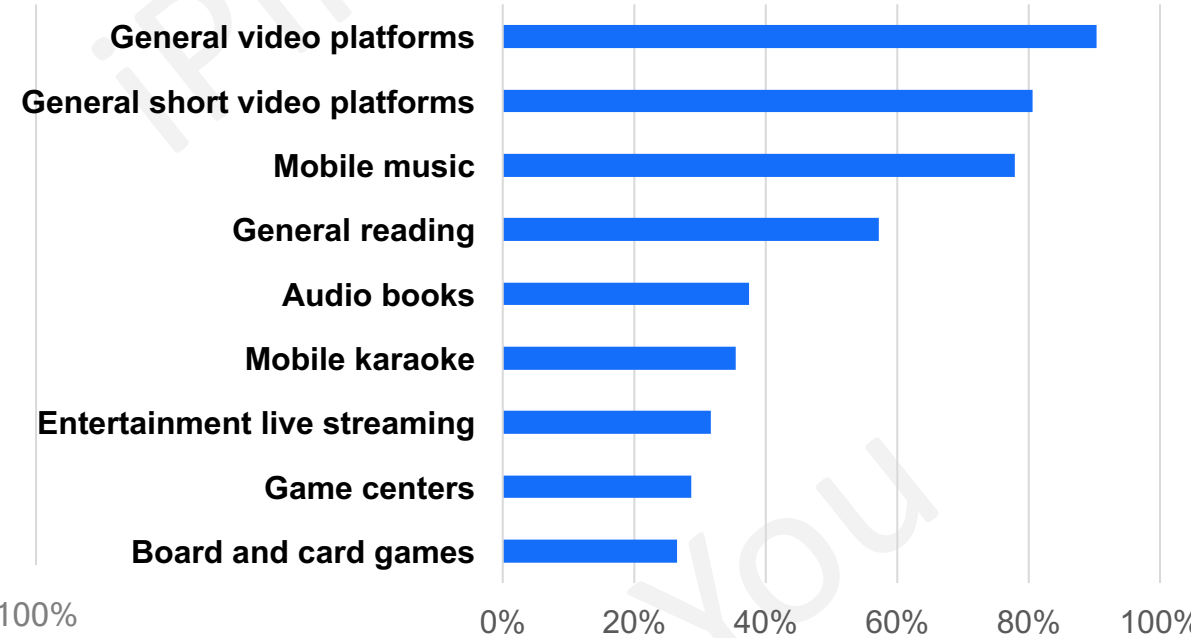


Rankings of news and entertainment apps

Active user penetration ranking of news apps



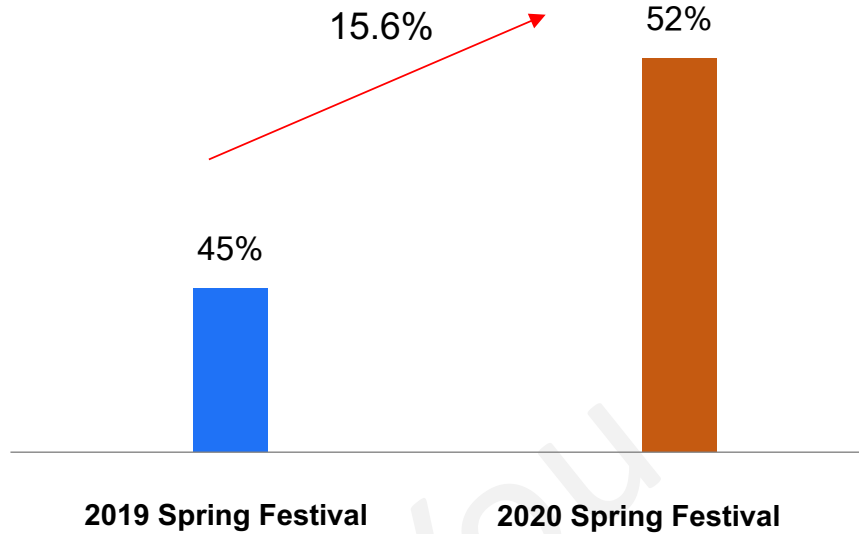
Active user penetration ranking of entertainment apps



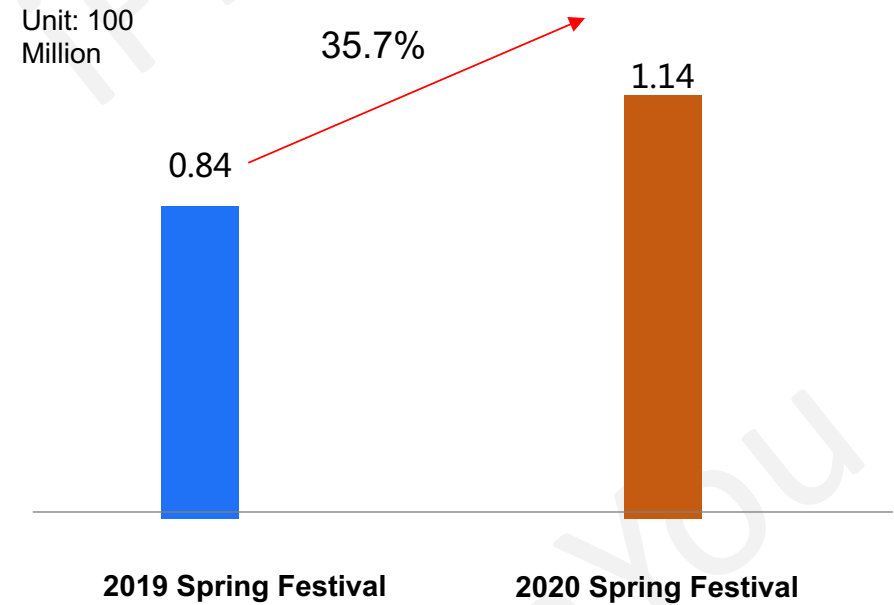
Source: iPinYou Operator Data

Rising of smart TVs

Percentage of daily households using television during the 2020 Spring Festival



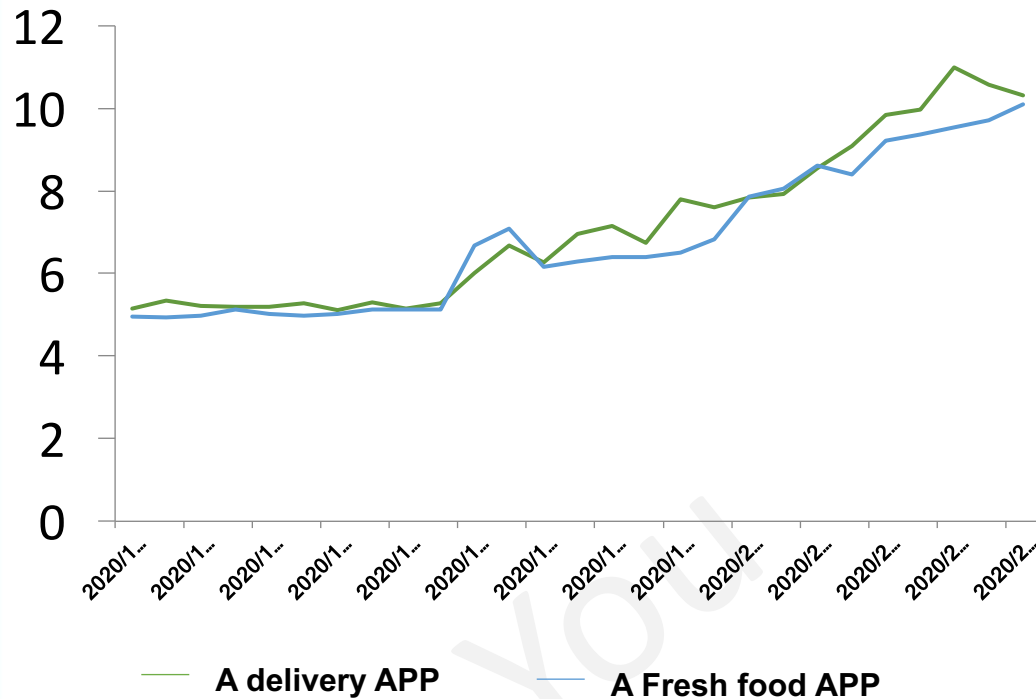
Number of daily households using television during the 2020 Spring Festival



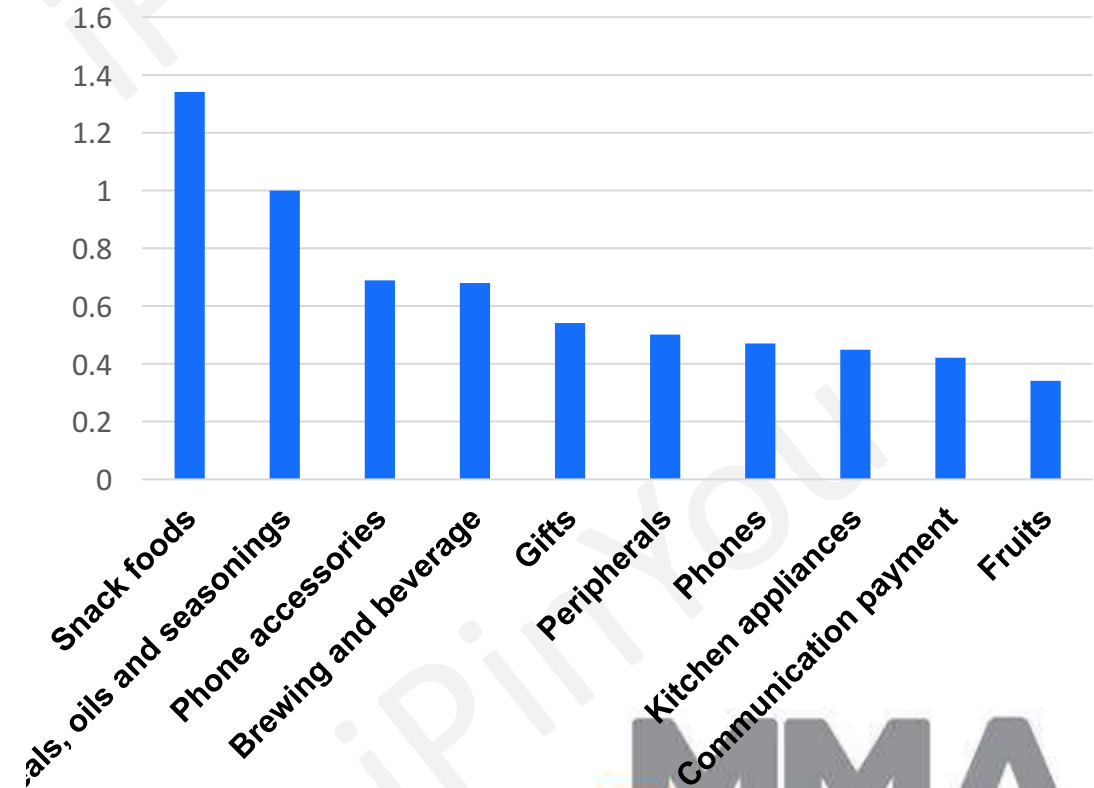
Source: iPinYou Data Partner, gz-data

E-commerce penetration further increases as more categories are offered online

Fresh food e-commerce gains traction

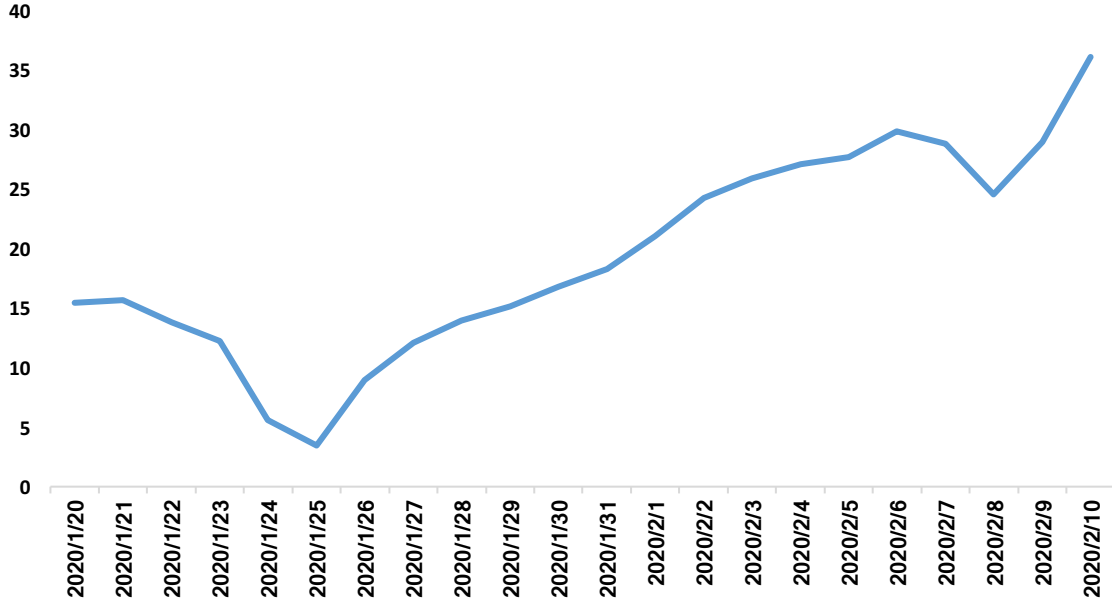


Consumption index of categories for last 30 days

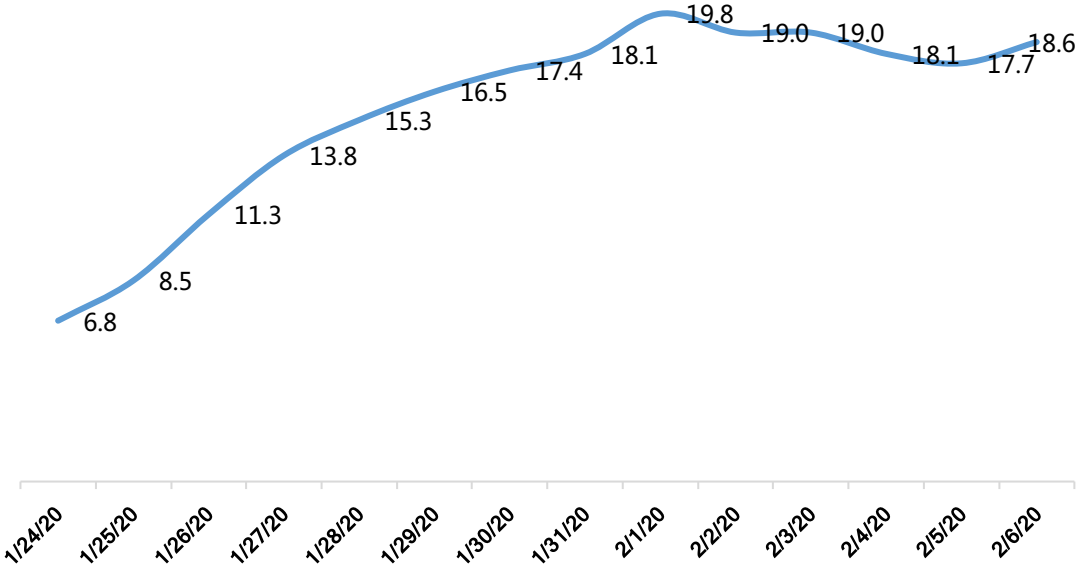


Almost all consumption scenarios go online

A K12 education APP



Daily new installations of Joy Mahjong

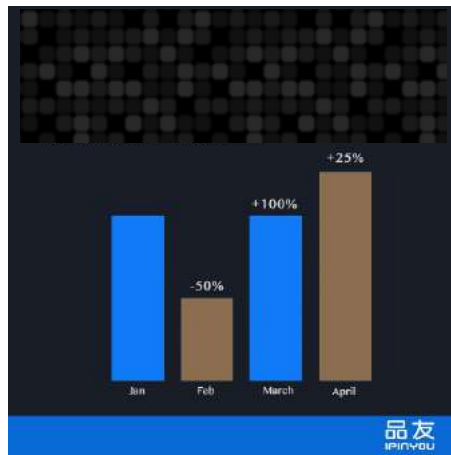


Source: iPinYou Data partner, MobTech

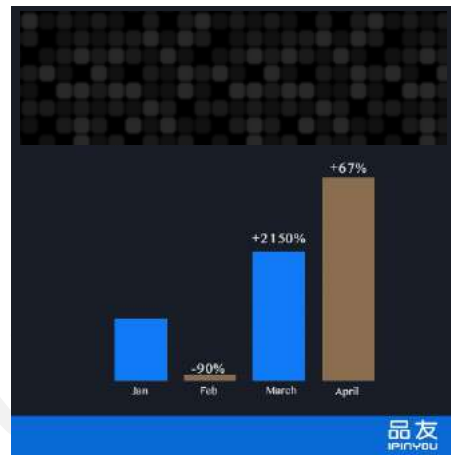


As the country recovers from COVID-19, consumer optimism has improved in China and ads campaigns are resuming

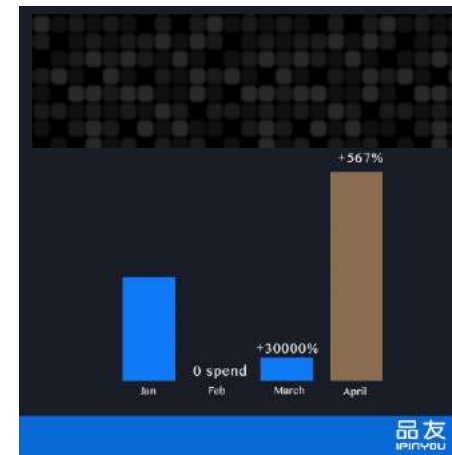
56% of Chinese respondents think the economy will rebound within 2-3 months and grow just as strong as or stronger than before COVID-19



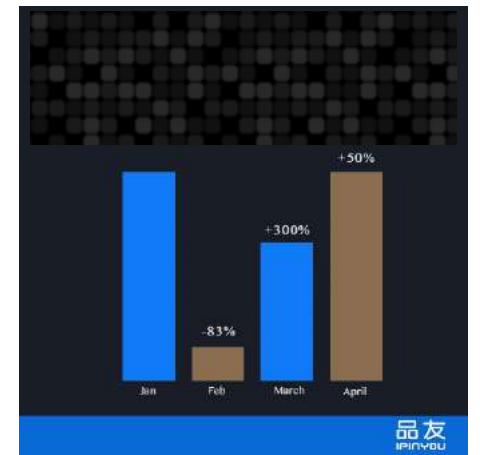
E-commerce



B2B



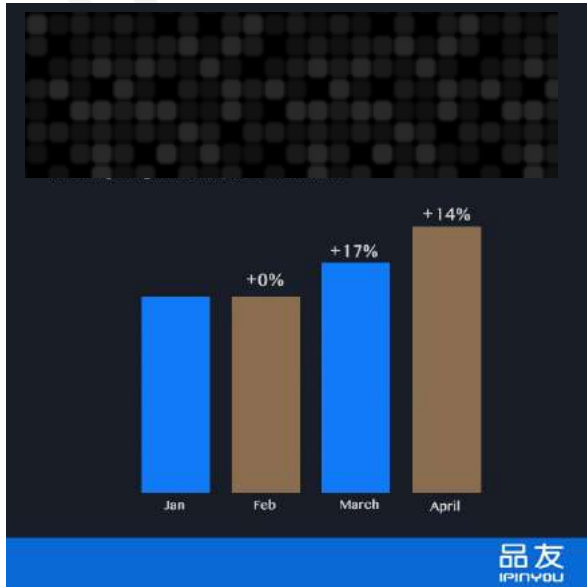
Wholesale



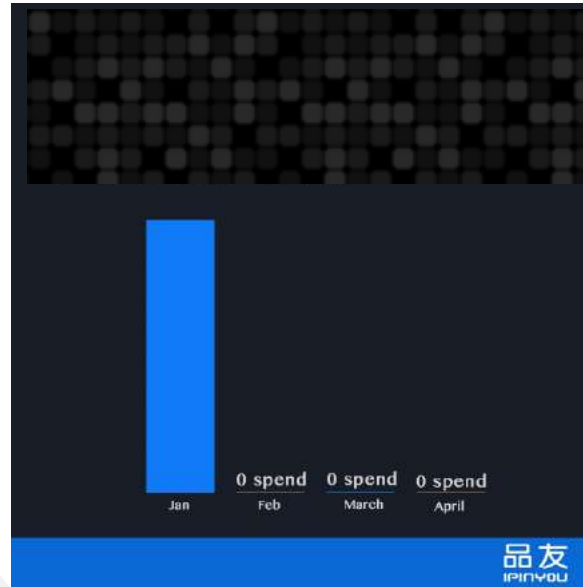
FMCG

Source: iPinYou

The luxury sector has been more recession-proof than most others, while tourism and hospitality remain stagnant



An online luxury fashion retail platform



A leading hotel company

Hermès Sells \$2.7 Million at Guangzhou Store in One Day (Mid-April)

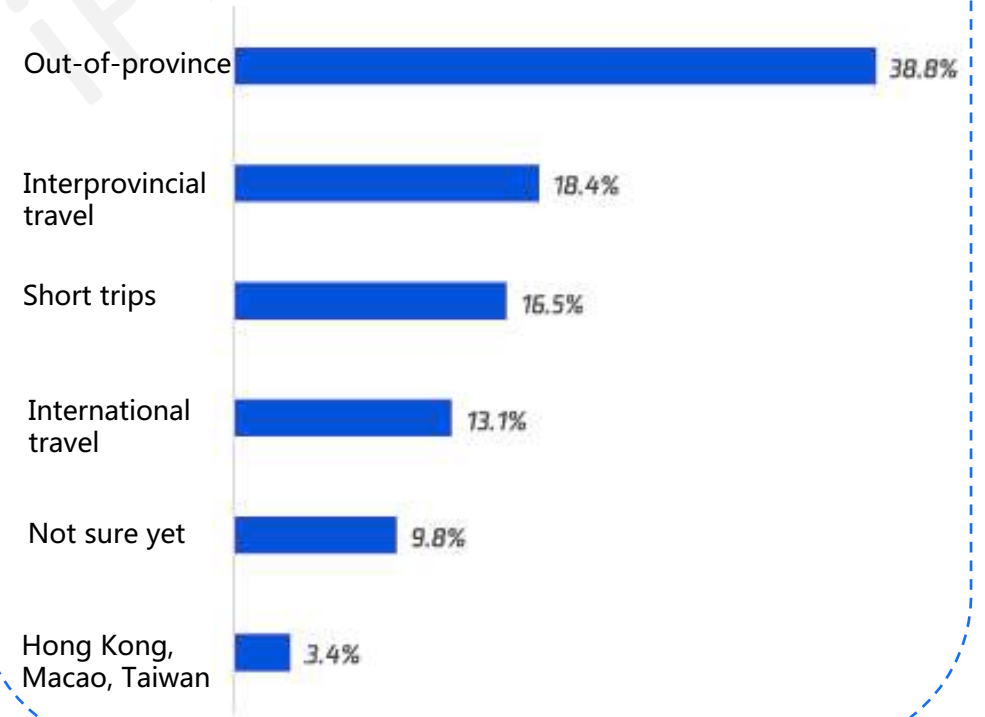


However, domestic travel is recovering due to eased travel restrictions on domestic travelers

Same flight, **300%** price up after Beijing authorities announced relaxing COVID-19 travel restrictions

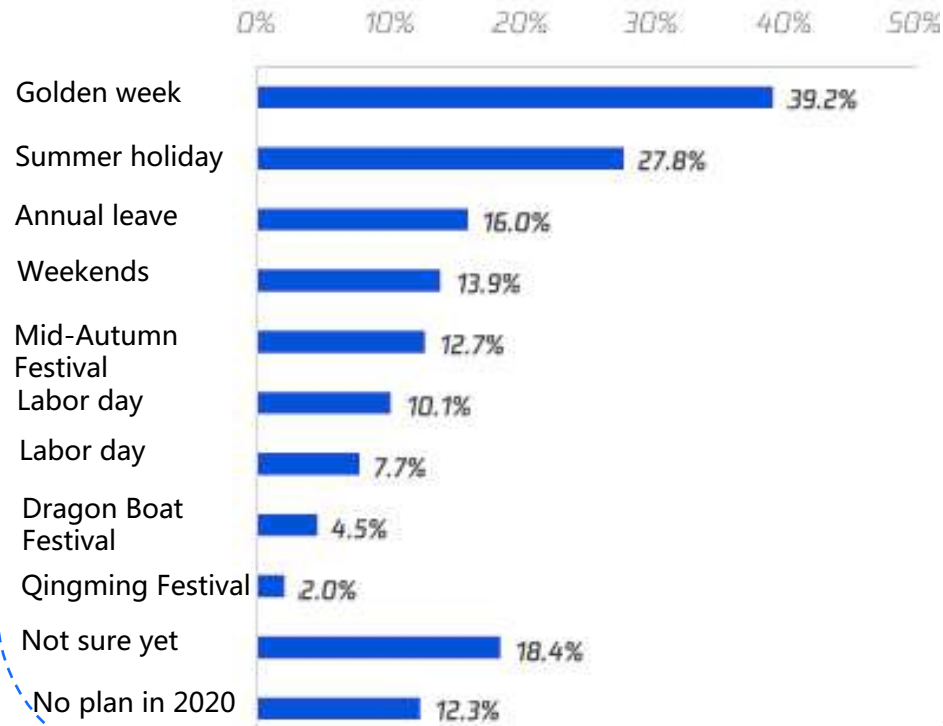


Tencent Survey: Which **type of travel** you prefer if you plan to increase travel budget in 2020



Golden week and summer holiday will see a boom

Tencent Survey: **When** do you plan to travel in 2020?



Tencent Survey: desirable **destinations** before and after covid-19

Before

U.S.A.
Japan
Thailand
South Korea
U.K.
France
Dubai
New Zealand
Germany
Singapore

After

Thailand
Russia
Japan
Switzerland
France
Iceland
Pakistan
Germany
South Korea
New Zealand



Chinese consumers have strongly shifted their purchasing to online channels and have been strong adopters of digital activities during this crisis.

- a. Chinese consumers increasingly believe that the **household income and spending** will increase in the coming weeks
- b. Spending expectations remain negative for most categories, **but personal and pet care, fitness, and gasoline** have rebounded
- c. Chinese consumers expect to increase their **online spending** for most categories
- d. Most Chinese consumers have picked **up new digital activities** or increased their usage since the start of COVID-19

Source: Survey: Chinese consumer sentiment during the coronavirus crisis, McKinsey & Company



02

**2020 Martech trends and
how brands should respond
to the new normality created
by the crisis**





Digital Transformation!

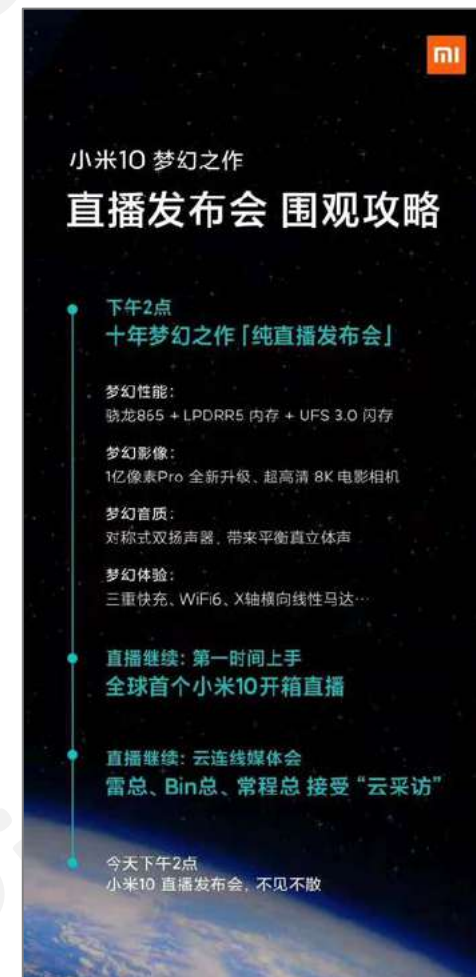
Digital Transformation!

Digital Transformation!

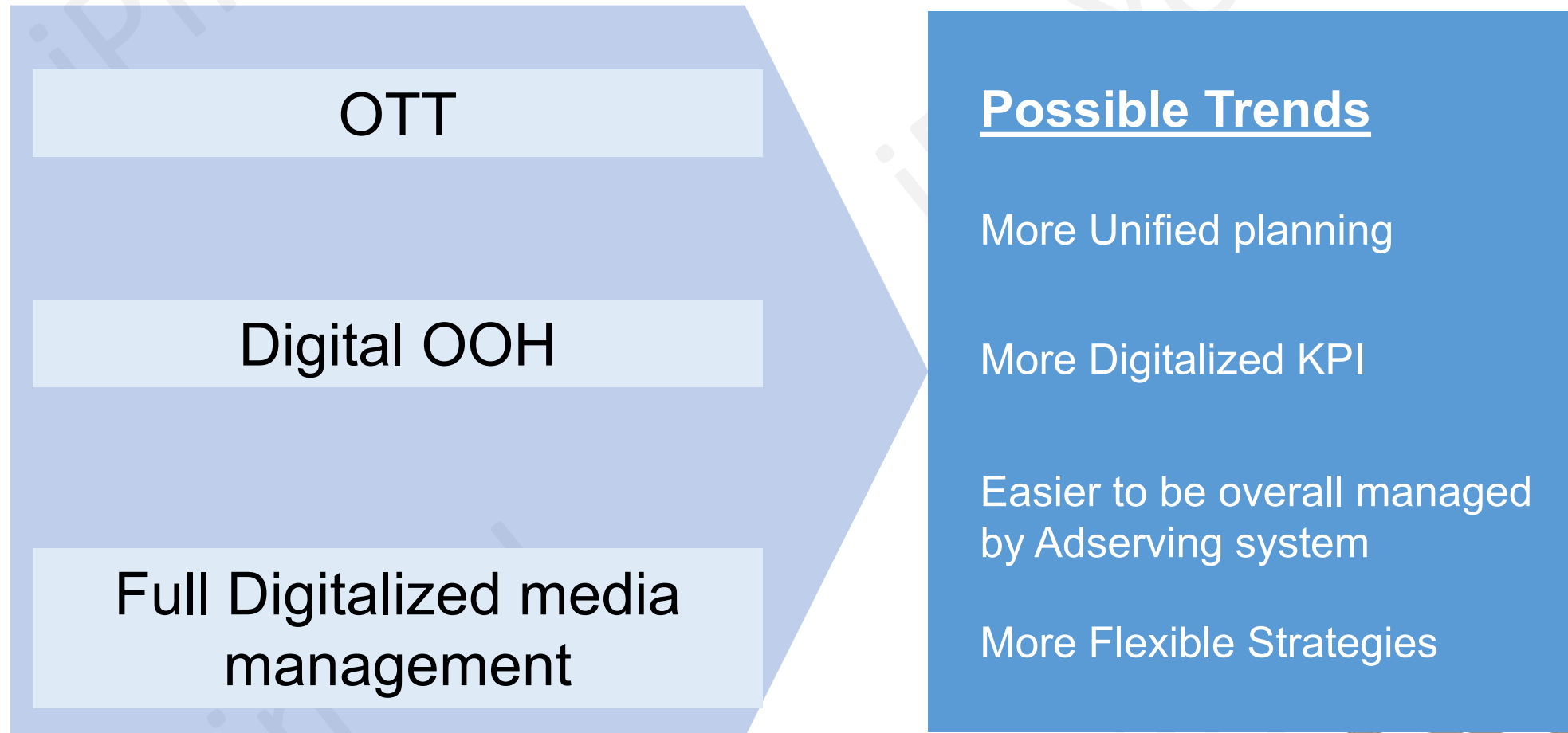
Trend 1 – As offline activities go online, consumer touchpoints digitalization will become a trend



抗击疫情 | 购车新体验——足不出户，线上购车



Trend 2 - All media touchpoints will be digitalized and put under unified management

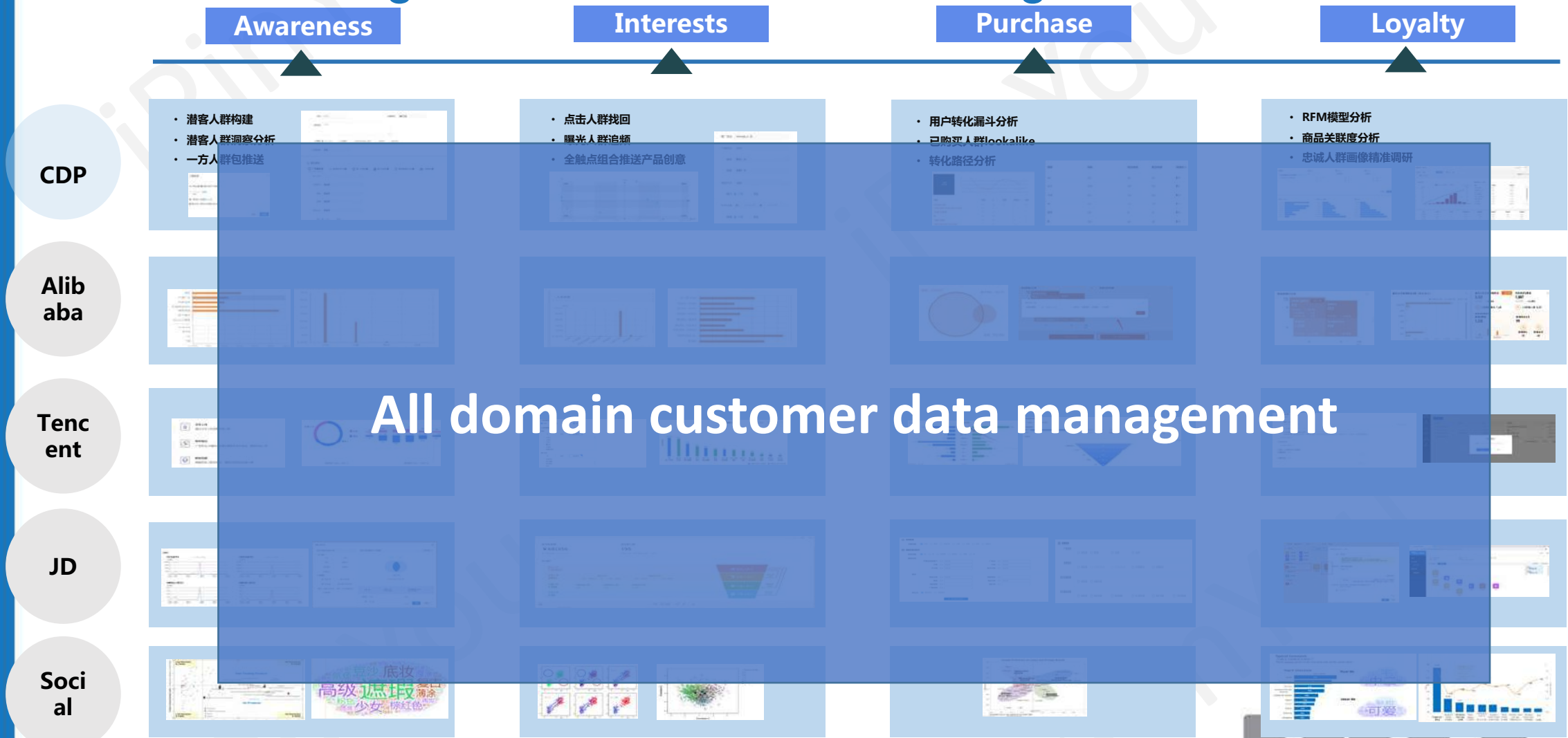


Trend 3 – E-commerce Needs to Know Their Users Outside Behaviour



Reach audience outside e-commerce platforms to strengthen new customer acquisition

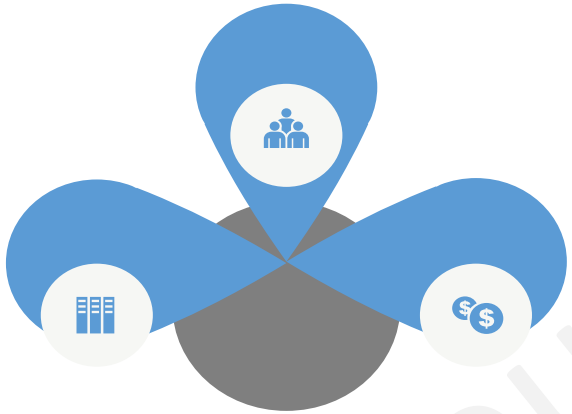
Trend 4 - Companies will build their own CDP/DMP and accelerate integrated customer data management.



Trend 5 – Individual Dynamic creative will be applied more

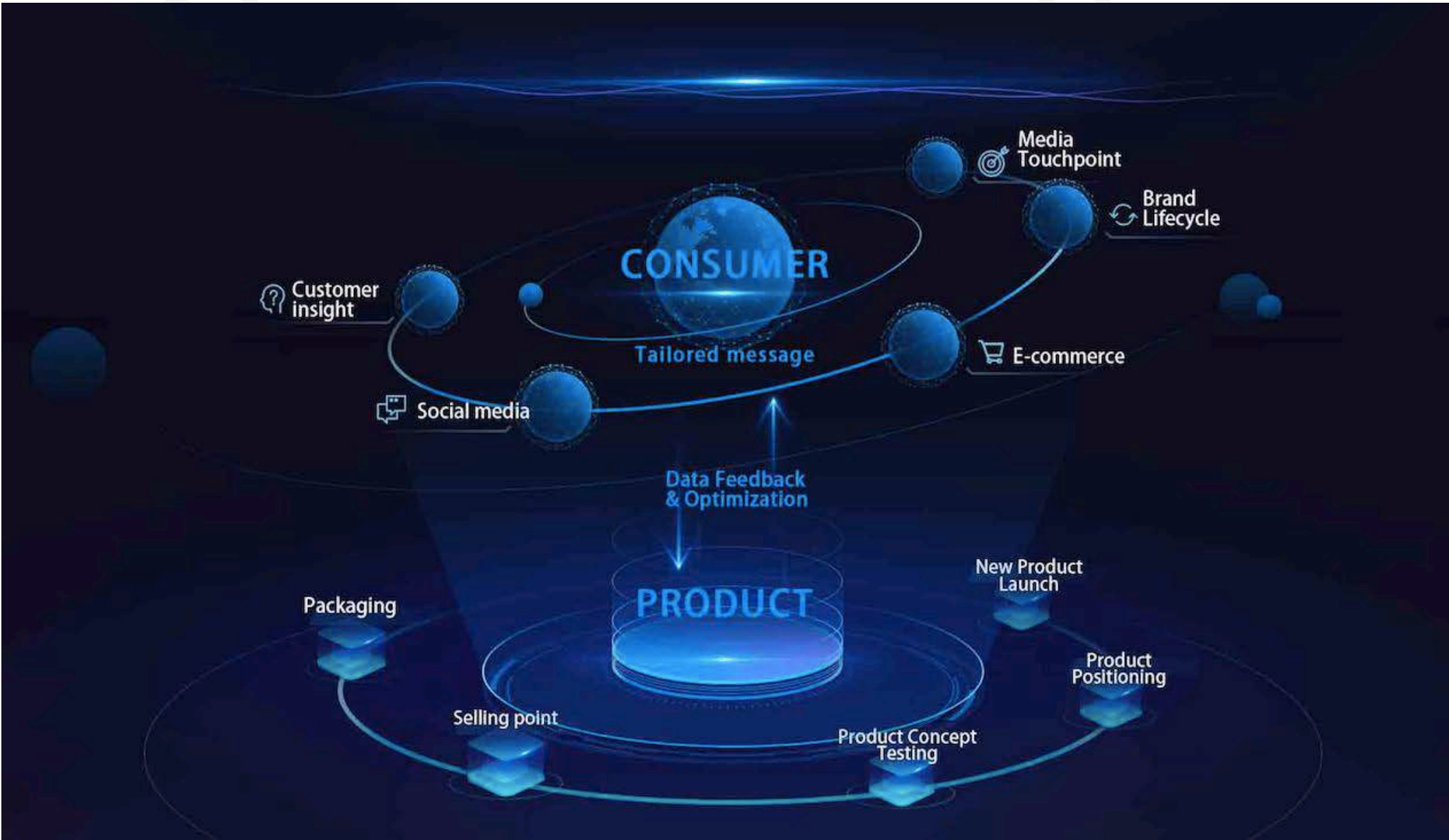


Trend 6 – Programmatic online survey will be the new norm

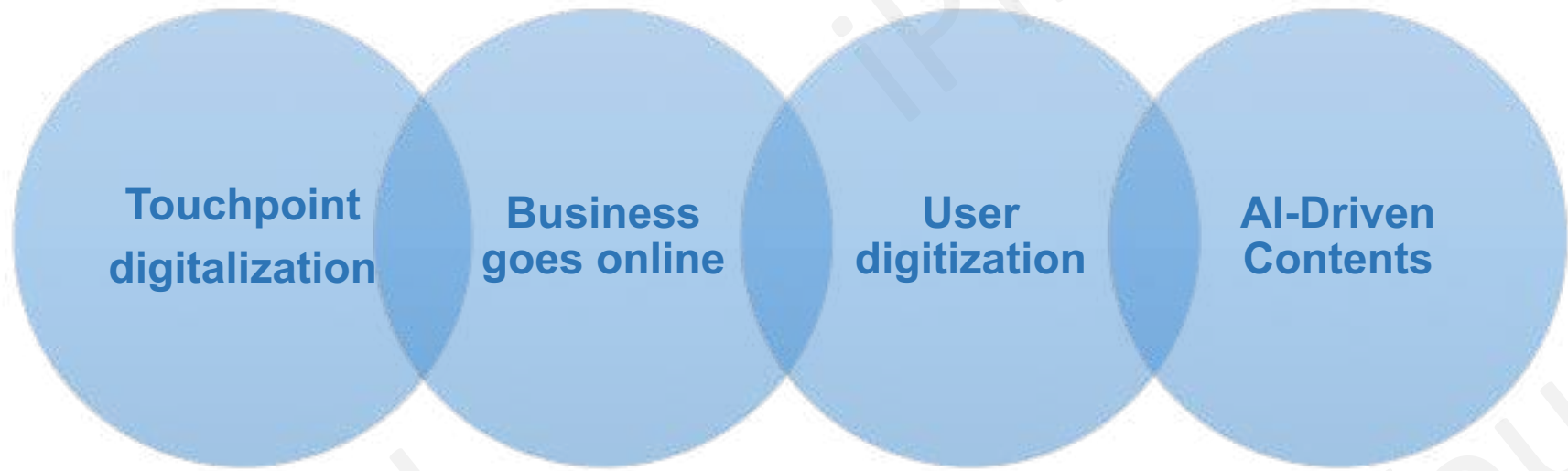


性别	喜欢什么口味	占比
男性	口味	48%
	口味	52%
女性	口味	50%
	口味	50%

Consumers Insights and Products Development are at the core of enterprise business growth engine



It's a crisis, but also an opportunity for digital transformation



The background is a high-angle, black and white photograph of a very crowded pedestrian street. The street is lined with shops and buildings. In the foreground, there are several ornate, tiered street lamps. A large blue semi-transparent overlay covers the left and center of the image, with a diagonal cutout on the right side. The text '03 Best practice - Philips' is overlaid on the blue area.

03 Best practice - Philips

婚纱摄影

博士口腔连锁
诊点

浦发银行
SPD BANK

24小时自助服务

深演 智能
DEEP
ZERO

品友
IPINYOU



工欲善其事，必先利其器
ONE PH Campaign Tracking Solution





AGENDA

- 01 Background
- 02 Challenges
- 03 MarTech Solution
- 04 Creativity
- 05 Business Result

BACKGROUND

Background

How to get effective feedback of end-to-end online/offline, inside/outside E-commerce sites marketing activities of multiple categories and products?

How to monitor campaign performance in real time?

For the purpose of improving its brand image and marketing efficiency, Philips decide to put all marketing activities under unified monitoring and management, with consistent marketing objectives, which is ONE PH Campaign (One Philips Campaign)

Business Goal

One PH Campaign Tracking system will help Philips to unified Monitoring campaign data in one place.

Digital advertising Performance Optimization

Increase the marketing efficiency

Increase the brand awareness

PINPOINTS AND CHALLENGES

Pain points

Complex Data

8+ category, 1000+ product

18+ marketing data sources, various data format: EC data, Paid Media, Organic Data, Text Data, Image Data

Responsiveness Requirements

Data needs to be update frequently: By hour, By day, By Week

100 + dimension dashboard

Challenge

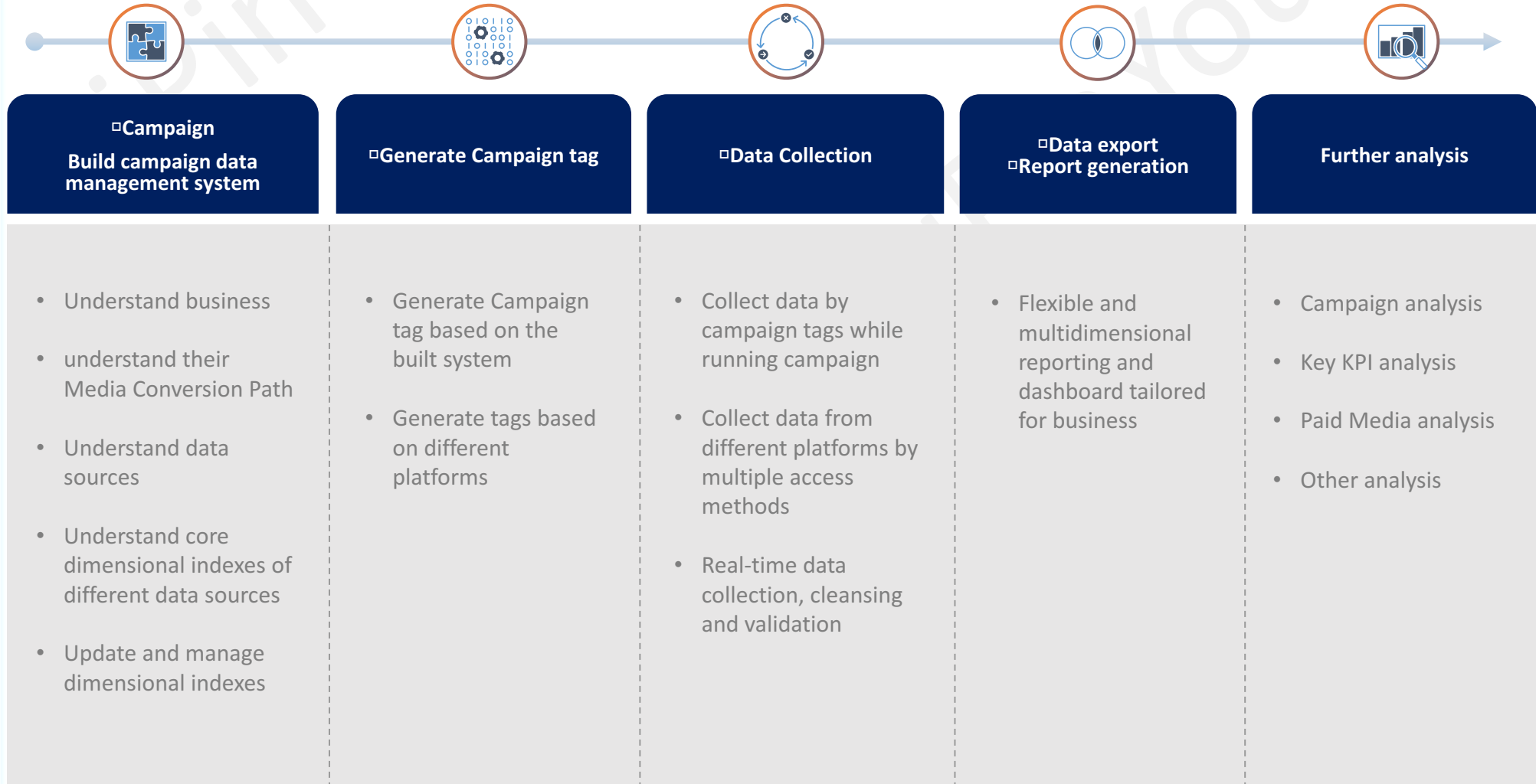
Product Capabilities

Data cleansing and data validation: can iPinYou's product help Philips' digital activation and optimization team to make marketing decisions based on data and insights upon "One PH"?

Service requirements

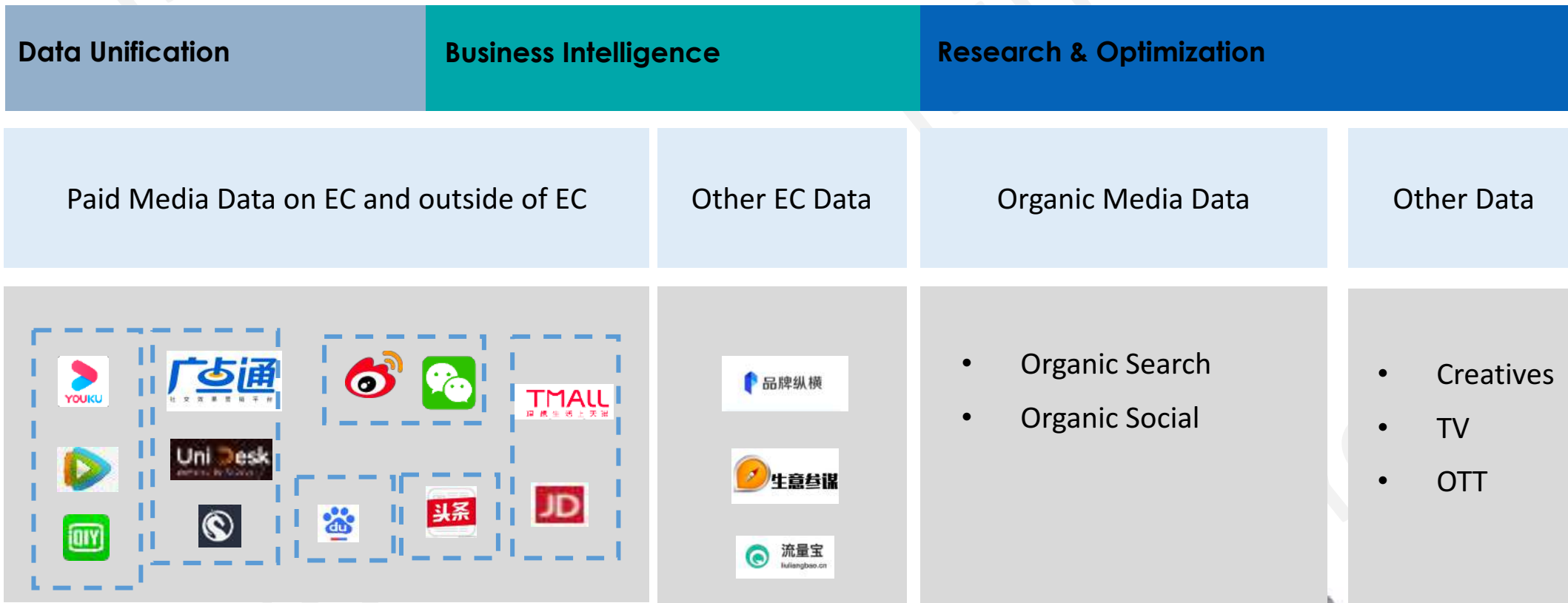
Can iPinYou team understand client's needs of a full stack marketing product?

MARTECH SOLUTION – SAAS EMPOWER THE DATA SOLUTION



CREATIVITY: MULTIPLE DATA SOURCES INGESTION WITH MULTIPLE METHODS

OHE PH Campaign Tracking integrate the data from multiple data sources in multiple methods



CREATIVITY: PRODUCT SUPPORT DAILY BUSINESS ACTIVITIES

1 Tracking Code Generation

Tracking code to link media performance out side of EC and EC

Name	Start date	End date
2025_TeamCampus_202501	2025-01-20	2025-01-20
2025_TeamCampus_202502	2025-01-20	2025-01-20
2025_TeamCampus_202503	2025-01-20	2025-01-20
2025_TeamCampus_202504	2025-01-20	2025-01-20
2025_TeamCampus_202505	2025-01-20	2025-01-20
2025_TeamCampus_202506	2025-01-20	2025-01-20
2025_TeamCampus_202507	2025-01-20	2025-01-20
2025_TeamCampus_202508	2025-01-20	2025-01-20
2025_TeamCampus_202509	2025-01-20	2025-01-20
2025_TeamCampus_202510	2025-01-20	2025-01-20
2025_TeamCampus_202511	2025-01-20	2025-01-20
2025_TeamCampus_202512	2025-01-20	2025-01-20

Product Demonstration

2 Data Collection Module

T+1 data collection, monitoring, processing and validation for 18+ data sources

Name	Update Frequency	Code type	Status	Close date
2025_TeamCampus_202501	1x	100	active	2025-01-20
2025_TeamCampus_202502	1x	100	active	2025-01-20
2025_TeamCampus_202503	1x	100	active	2025-01-20
2025_TeamCampus_202504	1x	100	active	2025-01-20
2025_TeamCampus_202505	1x	100	active	2025-01-20
2025_TeamCampus_202506	1x	100	active	2025-01-20
2025_TeamCampus_202507	1x	100	active	2025-01-20
2025_TeamCampus_202508	1x	100	active	2025-01-20
2025_TeamCampus_202509	1x	100	active	2025-01-20
2025_TeamCampus_202510	1x	100	active	2025-01-20
2025_TeamCampus_202511	1x	100	active	2025-01-20
2025_TeamCampus_202512	1x	100	active	2025-01-20

Product Demonstration

3 Report Export Module

T+1 data/report export with 100+ dimension and measurements for almost real time campaign optimization

Name	Code type	Update type	Status
2025_TeamCampus_202501	100	100	active
2025_TeamCampus_202502	100	100	active
2025_TeamCampus_202503	100	100	active
2025_TeamCampus_202504	100	100	active
2025_TeamCampus_202505	100	100	active
2025_TeamCampus_202506	100	100	active
2025_TeamCampus_202507	100	100	active
2025_TeamCampus_202508	100	100	active
2025_TeamCampus_202509	100	100	active
2025_TeamCampus_202510	100	100	active
2025_TeamCampus_202511	100	100	active
2025_TeamCampus_202512	100	100	active

Product Demonstration

CREATIVITY: CONFIGURABLE REPORTING/BI MODULE

- Impression Delivery Needed
- Click Delivery %
- Impression Distribution %
- Share of Spent %
- Budget Spent
- Average Saving
- EC Performance







Dummy Data & Product
Demonstration

CREATIVITY: COMBINING TEAM TO SUPPORT CAMPAIGN OPTIMIZATION

Build a combined operation team- “ONE PH Team”. Philip’s digital activation and optimization team, iPinYou data product team and media agency operation team worked together to ensure data accuracy and timeliness of the deliverables. Which truly help making marketing decisions.



BUSINESS RESULT OVERVIEW

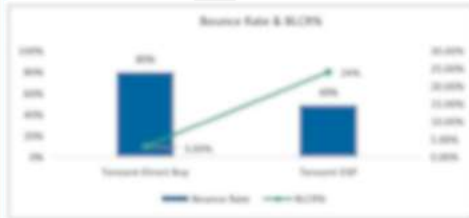
Data Unification	Business Intelligence	Research & Optimization	
Data product innovation One PH Tracking System	Data unification 18+ data sources	Singles' day data analysis Daily report	Deep analyzation & marketing optimization Impact 5%+ media spend
			

BUSINESS RESULT : DATA DRIVEN INSIGHTS

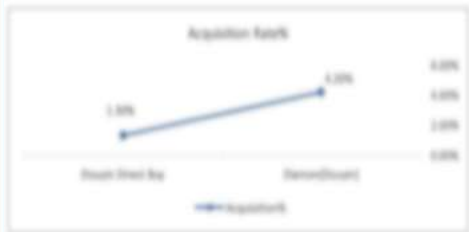
□ **Data**

□ **Driven**

□ **Insights**



Shift Tencent OVC inventory from direct buy to DSP platform will result in 20% higher lead conversion rate.

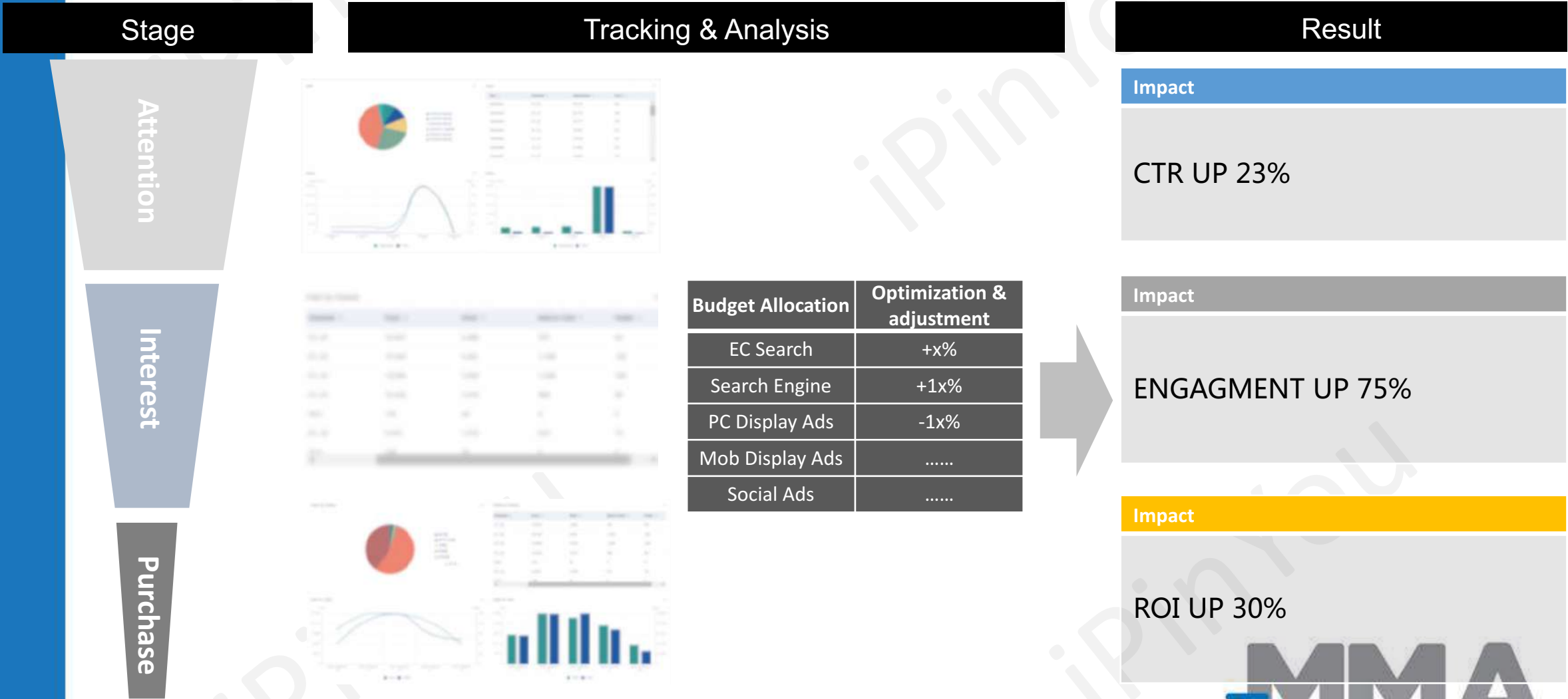


Using Tmall Diamond to place ads outside EC proved to be an effective way to replace Unidesk as Explore phase platform



Shift more budget to paid search resulted in higher ROAS

BUSINESS RESULT : DATA SUPPORT CAMPAIGN TRACKING AND ANALYSIS



Stage

Tracking & Analysis

Result

Attention

Interest

Purchase

Impact

CTR UP 23%

Impact

ENGAGEMENT UP 75%

Impact

ROI UP 30%

Budget Allocation	Optimization & adjustment
EC Search	+x%
Search Engine	+1x%
PC Display Ads	-1x%
Mob Display Ads
Social Ads



CLIENT COMMENTS

- To Product

Sr. Activation Manager

Our One PH product built by iPinYou totally met our business needs, now we are using this product everyday



Kay

Sr. Activation Manager

Business Marketing Director

iPinYou is our close partner. They helped us save a great amount of time for processing and analyzing data, so that we have more time to focus on generating insights



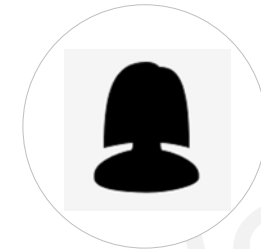
Stephen

Business Marketing Director

- To Service

Digital Marketing Manager

iPinYou's team can meet our needs for product efficiently. Both Philips's team and our media agency team had great support from them.



Elaine

Digital Marketing Manager

A black and white photograph of a very busy city street, likely in China, with a large crowd of people walking. The image is overlaid with a semi-transparent blue filter. A large white text overlay is centered on the left side of the image. On the right side, there is a large blue triangular graphic element pointing towards the center. In the background, various signs and buildings are visible, including a sign for '浦发银行' (SPD Bank) and '24小时自助银行' (24-hour self-service bank).

Thank you

Contact us,
international@ipinyou.com

Panel Discussion



Prantik Mazumdar
Managing Partner
Happy Marketer



Andy Ng
Managing Director
APAC of iPinYou



Chen Zhao
Business Director
LiveRamp China



Panel Discussion

Q1. How brands should respond to the new normality created by the crisis and get prepared for revenge spending to ensure continuous growth for business?



Panel Discussion

Q2. Brands always find it challenging to unify their online and offline data, do you think more brands will invest and build their own DMP/CDP and what is the challenge?

Panel Discussion

Q3. Building a DMP require extensive different data sources integration. But as you know, data partners in China are very protective of their own data. Hence, how to leverage usable and sensitive data in China to build their own DMP?

- For LiveRamp



Panel Discussion

Q4. What are the three key success components for companies implementing Digital Transformation?



Panel Discussion

Q5. Can you share one successful digital transformation case where their business growth is accelerated and what difficulties they are facing along the way?

– For Happy Marketer



Panel Discussion

Q6. What are the future technologies that will drive Digital Transformation?



Panel Discussion

Q7. Lastly, what are the few main key considerations to help to choose the right and reliable DMP vendors?



Q & A



UPCOMING WEBINARS

- ≡ May 21 – MarTech: Powering Digital Transformation in China
- ≡ May 22 - **There Is No Playbook For This.....** Innovation & Collaboration
- ≡ May 26 – Facebook : Social Commerce: The Next Normal?
- ≡ May 27 - McKinsey : Covid19 Perspectives & implications for consumer & retail
- ≡
- ≡ May 28 - Swiggy & Zeotap Fireside chat: unpack customer intelligence
- ≡ May 29 - **There Is No Playbook For This.....** Creativity & Content
- ≡ June 5 - **There Is No Playbook For This.....** Digitisation & Consumption



<https://www.mmaglobal.com/webinars>



THANK YOU

How to Build a Winning Case Study
for MMA SMARTIES Awards

MMA Webinar Series

May 12, 2020

In Partnership with:

