



MOWIN DIGITAL

#MarTech x Agency

1 WHO WE ARE

Mission

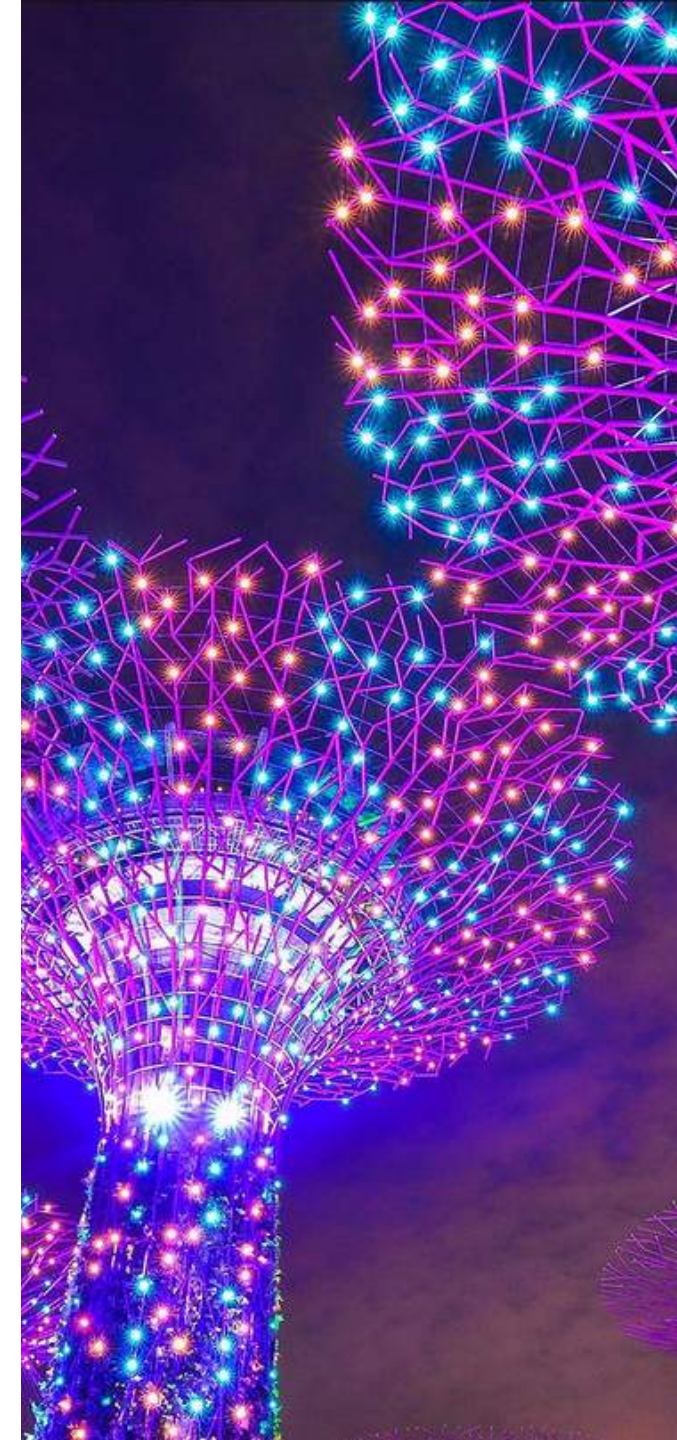
Team

2 WHAT WE DO

Marketing Agency

Marketing Technology (MarTech)

Our Work



A person's hand is pointing at a laptop screen displaying a bar chart. Another hand is shaking the laptop. The background is dark and blurry, suggesting a meeting or office setting.

OUR MISSION

**WE SEEK TO CROSS-POLLINATE THE BEST IDEAS AND LATEST
INNOVATIONS ACROSS**

MARKETING, TECHNOLOGY, AND MANAGEMENT.

WERE SILOS OF THE PAST.

BUT MORE IMPORTANTLY, WE STRIVE TO REVEAL THE BEAUTIFUL ENTANGLEMENTS BETWEEN THEM.

OUR TEAM

AND GUIDING LEADERSHIP



VICTOR
Founding Chairman



JOYCE
Finance
Legal



PATRICIA
Sales
Marketing



IANTON
Technology
Operations



DR. JOHNSON
Research
Development



CHARINA
Creative
Public Relations



**MARKETING
WITHOUT DATA IS
LIKE DRIVING WITH
YOUR EYES CLOSED.**

Dan Zarrella, Social Media Scientist

OUR SERVICES

1 ACCOUNT BASED MARKETING

From the strategy, to aligning accounts with sales & marketing, then evaluating the marketing technology stack to implementing and executing a successful ABM program.

2 SOCIAL MEDIA OR DIGITAL OR EVENTS? MARKETING OPERATIONS!

Digital & Social Marketing has become a necessity in supplementing one's campaigns. You can count on us to run the full spectrum - anything from events to email marketing, webinars, search marketing, and online advertising. We will support your team in the entire Asia Pacific region!

3 CONTENT & CREATIVE

Why fit in, when you can stand out? With eye-catching designs, rest assured that your messaging will be received. The design elements chosen will not only serve to represent your brand, they will also evoke emotions in the end user towards the campaign's call to action.



“WE SEE OUR CUSTOMERS AS INVITED GUESTS TO A PARTY, AND WE ARE THE HOSTS. IT’S OUR JOB EVERY DAY TO MAKE EVERY IMPORTANT ASPECT OF THE CUSTOMER EXPERIENCE A LITTLE BIT BETTER.”

JEFF BEZOS, AMAZON

MARKETING TECHNOLOGY X MARKETING OPERATIONS

- **REGIONAL SHARED SERVICES & PROJECT MANAGEMENT**

Management of team + resources across Asia Pacific

- **WORKFLOW MANAGEMENT + AUTOMATION**

Design and plan workflow across various stakeholders and optimise processes

- **DEMAND GENERATION, INBOUND + OUTBOUND MARKETING**

Inside Sales, Business Development Representation

- **TECHNOLOGY STACK CONSULTING**

Existing technology stack integration and recommendations for new tools

- **REGIONAL ANALYTICS + REPORT**

Weekly, Monthly, Quarterly review, optimisation and report

CASE STUDY - APAC MARKETING OPERATIONS SHARED SERVICE

Cloud Solutions, Forbes 2,000

Asia Pacific markets including ANZ, Greater China, Korea, ASEAN and India

Manage and integrate different martech integrations from global marketing and analytics platform with our platform as well as third party partners

APAC campaign execution and implementation

Consolidate analytics and reporting at Asia Pacific HQ working with sales, marketing and marketing operations

MARTECH STACK

CLIENT GLOBAL

CRM (Salesforce.com)

Marketing Automation (Marketo)

Social CRM, Social Selling

THIRD PARTY

Intent Data (MRP Prelytix)

Customer Service (Sprinklr)

CASE STUDY - OUTBOUND MARKETING, APAC

**LEADS GENERATED
INCREASED FROM
11 TO 500**

**CONVERSION RATE
DOUBLED FROM
0.20% TO 0.45%**

CYBERSECURITY SOLUTION, FORTUNE 500

MANAGE ASIA PACIFIC MARKETS INCLUDING LIKE ANZ, CHINA, THAILAND
AND VIETNAM

IDENTIFY WHICH STAGE OF THE BUYING JOURNEY PROSPECTS LIES AND
WORKED WITH BOTH SALES AND MARKETING TO IDENTIFY AND REVEAL
PROSPECTS' SPECIFIC PAIN POINTS

MESSAGING FOCUSED ON PAIN POINTS AND SOLVING CUSTOMERS
PROBLEMS, SHARING RELEVANT INDUSTRY/LOCAL CUSTOMER SUCCESS
STORIES

FOLLOW UP WITH PROGRAM OWNERS AND FIELD MARKETING,
CONSOLIDATE, ANALYSE AND OPTIMISE REPORTS AND PROCESSES

IMPROVEMENT
RELATIONSHIP

CLIENT

BUSINESS



PERSONALIZATION



STRATEGY



REVENUE

COMMUNICATION
CHANNEL

CUSTOMER

TARGETING



B2B

ACCOUNTS

PERSONALIZATION

SALES

WHAT IS ACCOUNT BASED MARKETING?

Debunking the myths



STRATEGY & TACTICS

- Building your ideal customer profile
- Using your customer profile to identify a list of target accounts
- Developing an effective engagement and outreach strategy for your targets



TECHNOLOGY STACK

- Identifying the best tools for your ABM program
- Configuring and implementing those tools based on your existing martech stack and evaluating innovative tools
- Train, knowledge base building and make full use of these tools



IMPLEMENT & EXECUTE!

- Develop the content strategy
- Create content personalised for your target audience
- Measure results and optimize your campaigns

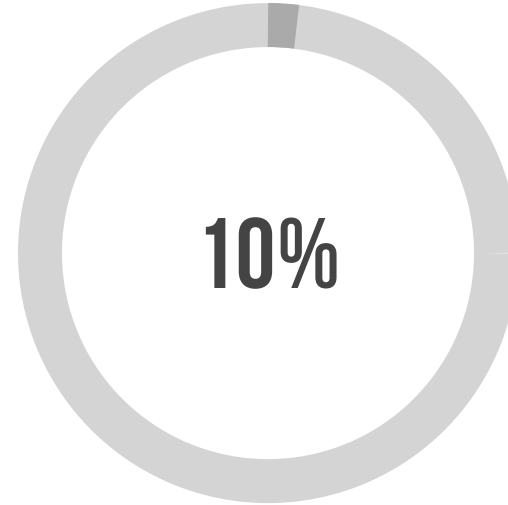
ENTERPRISE TECHNOLOGY CLIENT

Intent Data Platform Used: MRP Prelytix

CLIENT'S GO-TO-MARKET STRATEGY FOCUSES ON SPECIFIC INDUSTRIES, PROVIDING VERTICAL FUNCTIONALITY WITHOUT COSTLY, TIME-CONSUMING CUSTOMIZATION.



**NEW ACTIVE ACCOUNTS
IDENTIFIED**



**INCREASE IN LEAD
CONVERSION**

“THE BUYER IS MORE SOPHISTICATED NOW, YOU NEED TO KNOW WHAT PROSPECTS ARE INTERESTED IN, WHERE THEY ARE IN THE BUYER JOURNEY, AND THEN CRAFT YOUR MESSAGE ACCORDINGLY. TODAY’S MARKET REQUIRES US TO BE MORE DELIBERATE ABOUT HOW WE DRIVE CUSTOMER ACQUISITION.”

TRADITIONAL MARKETING TOOLS WEREN’T WORKING

INDUSTRY FOCUSED ACCOUNT BASED CONTENT APPROACH

ABM Technology Stack includes Engagio integrated with Salesforce.com, LinkedIn Sales Navigator

Sales Training	Internal Materials	Prospect Facing Content
High level industry overview (jargon and other unique characteristics)	Recommended reads: relevant industry specific articles/news	Seven touch email templates
Reviewed customer reference stories	Quick reference cheat sheet of customer stories	Industry specific case study
Refreshed relevant products/features	Sample customer profiles (the rough version marketing produced in research phase)	Benefits Sheet Use Cases Guide
Identified key attributes of accounts and contacts		

OUR MARTECH PRODUCTS



INSERV

WeChat **sCRM**

Business Intelligence with Dashboard

WeChat Marketing Operations

WeChat Marketing Automation



ALEF

Conversational + Vernacular AI

Natural Language Simulation **NLS**

Automatic Speech Response **ASR**

Text To Speech **TTS**

Voice Marketing



GANDERS

Closed Loop Marketing **CLM**

Customer Experience Management **CXM**

eCommerce Demand Side Platform **DSP**

WHY INSERTV?

	WeChat MP	INSERTV
Mini App Statistic Analytics	X	✓
Content ROI Tracking	X	✓
QR code management tool /Follower Source Management	X	✓
Personalized WeChat Menu Settings	X	✓
Dynamic User Tagging & Content Tagging & Marketing Automation	X	✓
Exclusive Integration Solution for Youzan.com Orders API	X	✓

INSERTV supports and advocate a new workflow for Social Content Marketing and social Customer Relationship Management (sCRM)

INSERTV provides users full control over communication with their followers.

- Segment followers by dynamically shifting their groupings as their behavior changes; all in **real-time**.
- Allows users to make more than the **FOUR** monthly pushes allowed by WeChat by user segmentation.; the potential to design over a hundred pushes a month
- **Multi format content** pushes/content scheduling varies from text template messages all the way to videos and mini-programs.

FEATURES

1 **MARKETING AUTOMATION**

Automated dynamic segmentation, customer lifecycle management, personalized message based on triggers

2 **WECHAT INTEGRATION PARTNER**

Data integration with enterprise data pool & 3rd party eCommerce platforms

3 **SOCIAL LISTENING & TRIGGER MANAGEMENT**

Track individual customer social behavior social behavior tracking & setup automated triggers

4 **SOCIAL DEMAND GENERATION & COMMERCE**

Content Re-targeting & Mobile Commerce Lead Generation

5 **SOCIAL RETAIL MANAGEMENT**

Retail Social Customer Relationship Management (sCRM), Retail Loyalty Marketing

6 **SCRM CUSTOMIZED SERVICES**

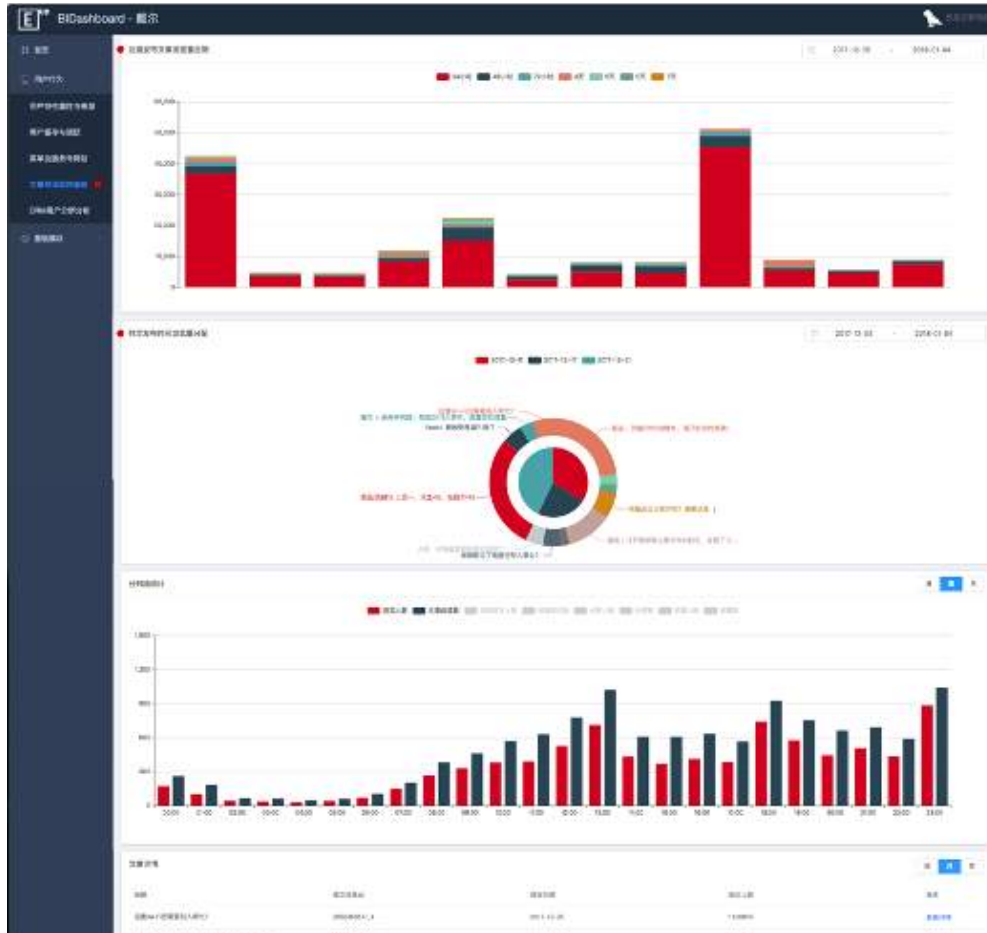
WeChat unified customer service and enterprise communications platform

SOCIAL CUSTOMER DATA PLATFORM



- **LIVE DASHBOARD + BENCHMARK COMPARISON**
- **VISUALIZED TAG MANAGEMENT SYSTEM**
- **CONTENT ROI TRACKING**
- **WECHAT, WEIBO, TOUTIAO, ZHIHU AND MANY...MORE!**

ANALYTICS DASHBOARD



- **ATTRIBUTION MANAGEMENT**
- **ATTRITION ANALYSIS**
- **USER SOCIAL BEHAVIOUR ANALYSIS**
- **COMPARE CONTENT ASSETS**

WECHAT AUDIENCE PERSONALISATION

MoWin Digital pioneered the first video personalisation on WeChat Content Management System!



Content ROI
Demand Gen by
Content URL seeding

Menu & text tracking
Data tracking for
individual OpenID

Campaign/H5/Mini
APP tracking
Data tracking for
individual OpenID

3rd party data sync up



Platform-as-a-Service (PaaS) - Data Tracking & Assigned Triggers

MARKETING AUTOMATION



ECOMMERCE DEMAND SIDE PLATFORM (DSP)

INSERV algorithms automatically identify and track potential customers by integrating the order data from 3rd party commerce site.





ALEF

Intelligent Life Begins

72.4% OF CONSUMERS SAID THEY WOULD BE MORE LIKELY TO BUY A PRODUCT WITH INFORMATION IN THEIR OWN LANGUAGE

CSA Research - Localization Matters, 2014

DID YOU KNOW THAT ONLY FOUR OF THE TOP 10 COUNTRIES WITH TOURISTS WHO TRAVEL ABROAD HAVE ENGLISH AS THEIR FIRST LANGUAGE?

*International Tourism Highlights, 2019 Edition
World Tourism Organization.*



AI WILL SURPASS HUMANS IN TRANSLATING LANGUAGES BY 2024.

*When Will AI Exceed Human Performance?
Evidence From AI Experts 2018 study by
researchers from the Future of Humanity
Institute at Oxford University and Yale*



CONVERSATIONS



AI



VERNACULAR*

*LANGUAGE OR DIALECT SPOKEN BY THE ORDINARY

PEOPLE IN A PARTICULAR COUNTRY OR REGION

LANGUAGE SUPPORT

Over 30 languages and dialects around the world including the following countries in Asia Pacific



English
Australian



Bahasa Melayu



Bengali



Nepali



Mandarin



Urdu



Cantonese



Russian



English
Hindi, Urdu



English
Singlish



Bahasa Indonesia



Mandarin
Taiwanese



Japanese



Thai

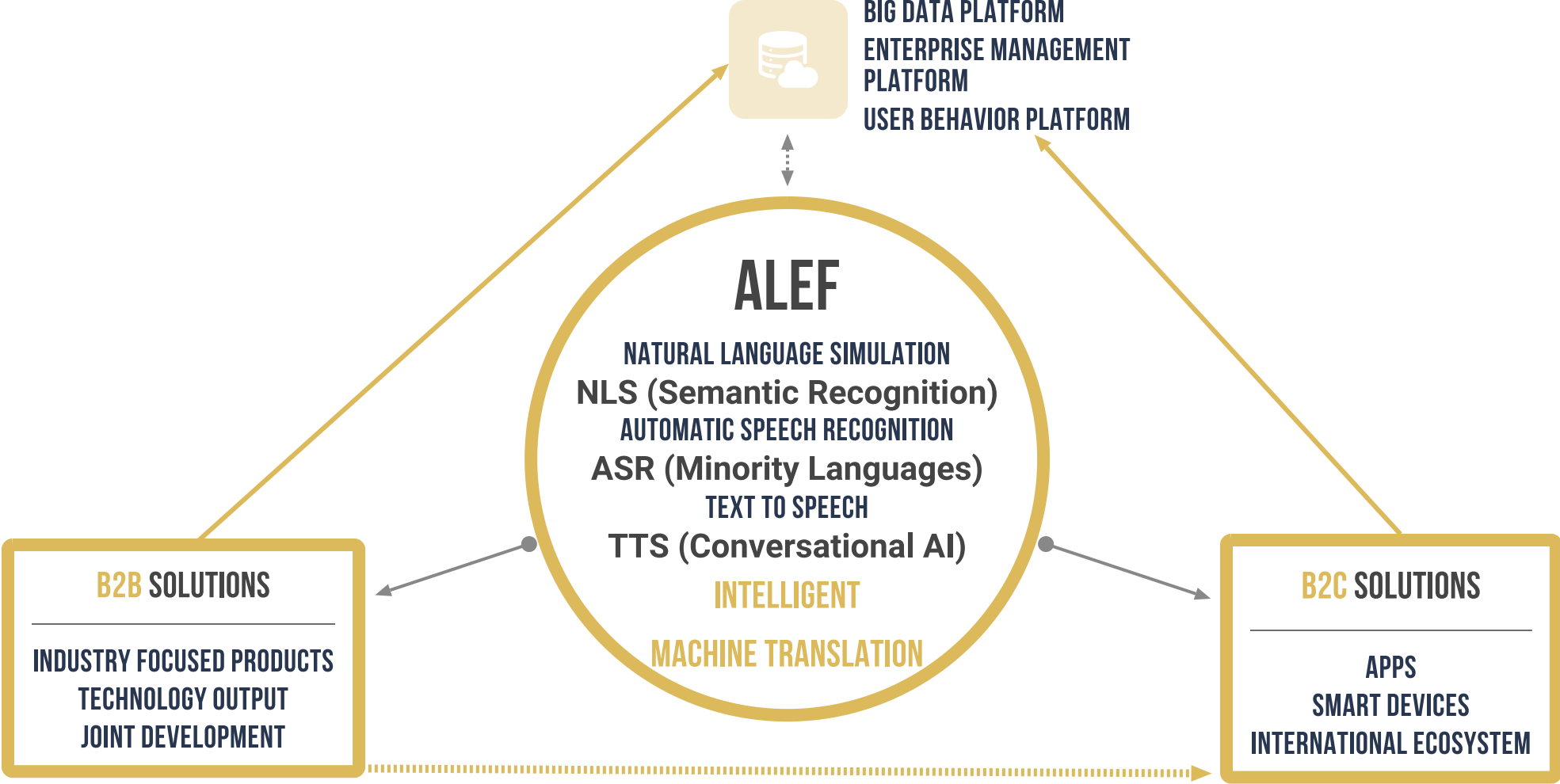


Korean



Vietnamese

CORE TECHNOLOGY



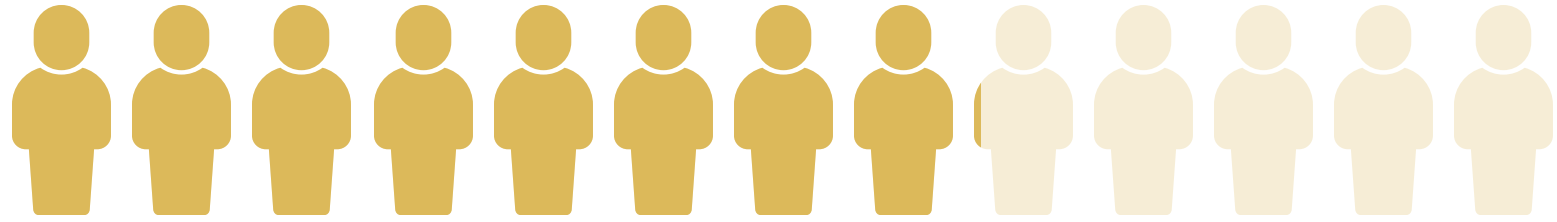
ERNIE WINS BERT

**BAIDU'S ERNIE BECAME THE
WORLD'S FIRST MODEL TO SCORE
OVER 90 ON GLUE.**

ERNIE originally based on a technique specifically for the Chinese language happens to make it better at understanding English.



62%



UK respondents wished they were better at speaking other languages whilst travelling. *Hostelworld.com*

70%



Chinese tourists choose to travel in groups due to language barrier. *China-EU Tourism Big Data Report H1 2019*

57%

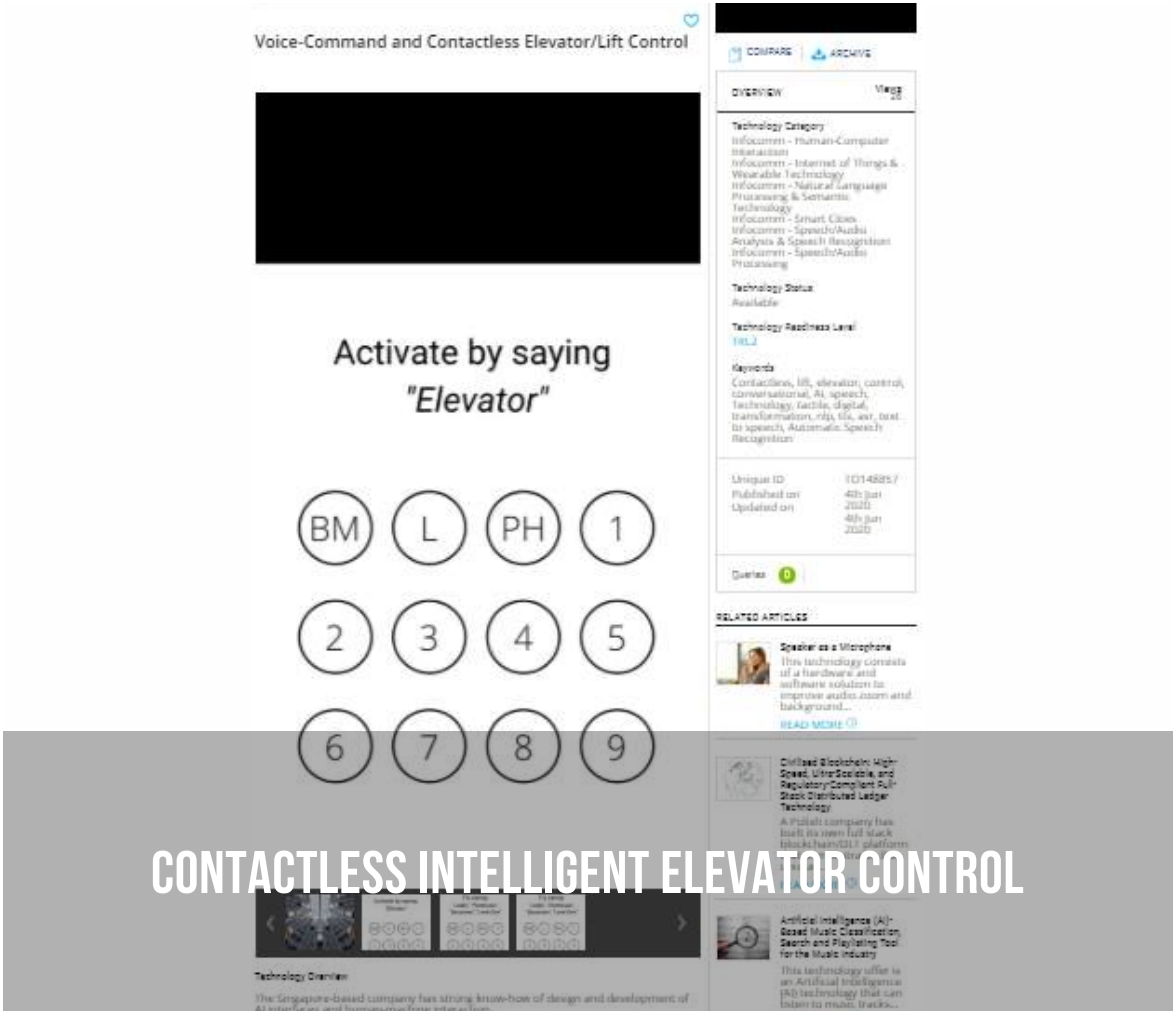


American consumers use voice assistants for travel planning. *Travelport*

**GARTNER PROJECTS THAT
IN 2020, CONVERSATIONAL
ARTIFICIAL INTELLIGENCE
WILL BE A USER EXPERIENCE
THAT WILL PROVIDE
SUPPORT TO MORE THAN
50% OF THE LARGE
CONSUMER-FACING FIRMS.**



APPLIED AI SOLUTIONS



COMPARING *BLEU SCORE

	F&B	Hotel	Airport	Retail	Chat
	0.8301	0.7684	0.7190	0.5883	0.4983
	0.7352	0.6642	0.6786	0.5222	0.5263
	0.6893	0.5985	0.7243	0.4735	0.4487
	0.6919	0.4472	0.6753	0.5926	0.548
	0.7933	0.7429	0.5642	0.3534	0.3983
	0.6267	0.5762	0.6345	0.3732	0.2759

*BiLingual Evaluation Understudy or BLEU is a popular metric used for machine translation evaluation



“AI CAN BE OUR FRIEND.”

BILL GATES

Why Community Management as a Service (CMSaaS)?



DEVELOP YOUR MOBILE APP AT 10% OF THE COST

Yes, we have simplified the ways of getting your community mobile app up and running. Just looking at 2 fees, customization fee and subscription fee.



YOUR TECHNOLOGY PARTNER

We would partner and work with you on research and development on new features to create more value for your business, community and members!

Why Build Community?

MWD-CMAAS



ENGAGE & BUILD NEW AUDIENCES

A more cost-effective way to attract new audiences & generate quality leads



CREATE OPPORTUNITIES

Your own platform to create opportunities to Upsell, Cross-Sell and Re-Sell.



FEEDBACK, INFO & IDEAS

A space for you to gather info, feedback and ideas from your audiences.



GROW AMBASSADORS

Grow your ambassadors, a powerful sales channel that all businesses dreamt of.

We strongly believe it is extremely important for businesses to build and grow their community in today's saturated and noisy space, to achieve high level of competitiveness in their industry and great brand awareness in the market.

A man with a beard and glasses is looking at a smartphone. The image is partially obscured by a white circular graphic element on the left side of the slide.

COMPLETE COMMUNITY MOBILE APP

ALL IN ONE. HIGHLY CUSTOMIZABLE. REDUCED SET UP FEE.

ULTIMATE OUTCOMES

 01
QUANTITY OF
QUALITY LEADS

 02
MARKETING
COST

 03
QUALITY OF
PRODUCT &
SERVICES

 04
SALES REVENUE
THROUGH NEW CLIENTS
& EXISTING CLIENTS

Customize the mobile application to match your community



deployment

Availability

 iOS  Android



customized

Sign Up Mode

You hold full control over how users join and login to your community.



customized

User Profile

Your community is unique, which means your users' profiles are unique too.



customized

Access Rights

Empowers you to manage the entire user experience with different user tiers.



all in one

Features

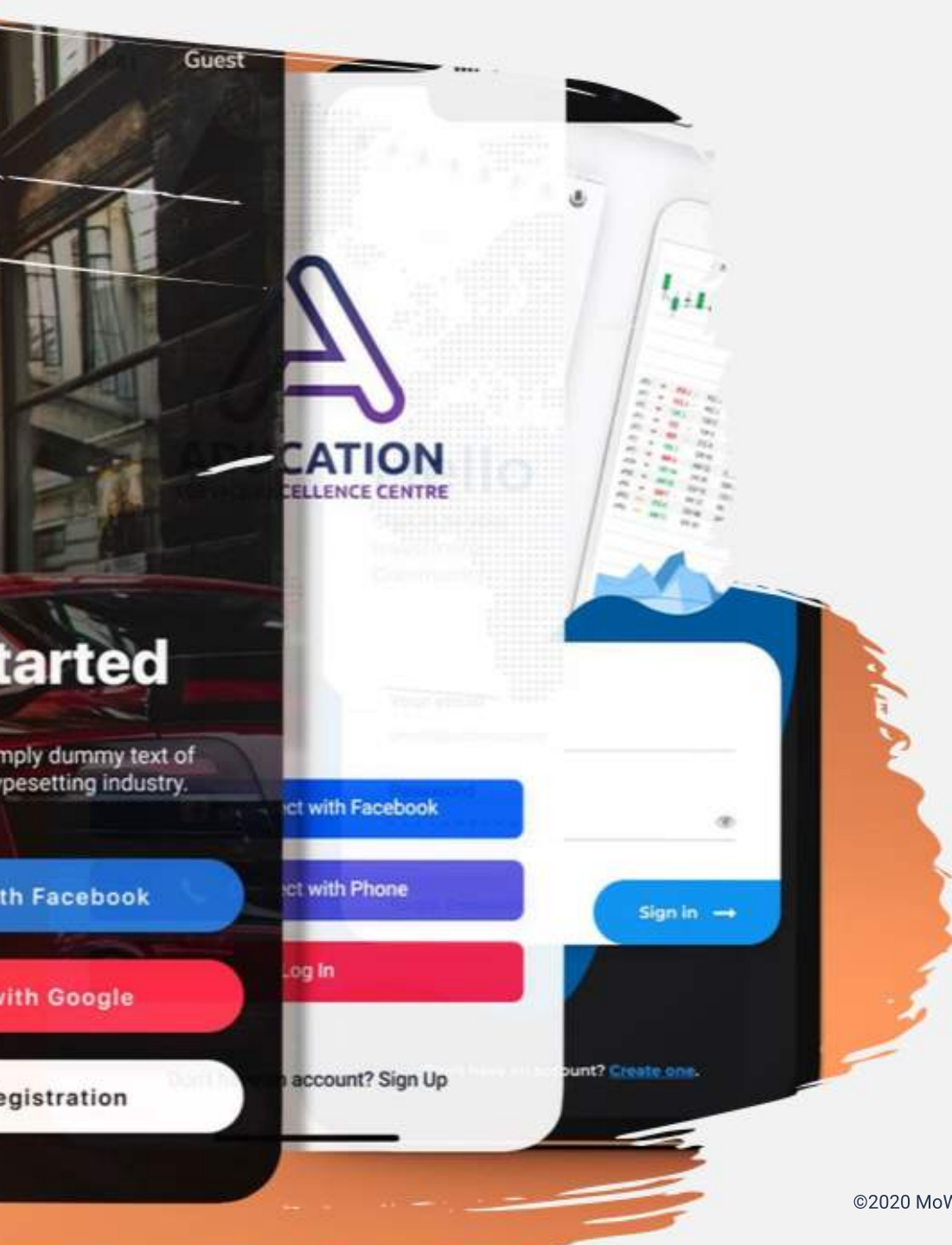
MoWin CMaaS is fully modular, offers a wide set of features adapted to different types and sizes of community.



customized

Branding

Change colors. Swap out images. Simplify user-engagement through a white-label mobile app.



BRANDING

Your colours, your branding

Your brand is an essential part of your community.

Change colors. Swap out images. Simplify user-engagement through a white-label mobile app.

With MoWin CMaaS, you can customize the look & feel of your community's online presence.

Stephen
Good Afternoon!



Mike
2 hours ago

#zumba #fitness

Finally! Our new series of zumba is ready for sign-up!
Meet our trainer from New Zealand, Alicia Zackman and she will bring you to the new level of Zumba!



Like



Comment



Share

Newsfeed

Increase user engagement, drive retention, and boost customer lifetime value.



Creating and sharing content between the users



Post pinning option is another tool for the admins



Members share opportunities or list their projects



Control all content published by your members



Groups



Partnerships

192 Members

Open Group



Retails & Logistics

112 Members

Closed Group



Business Networking

132 Members

Open Group



The Main Committee

123 Members

Open Group



Funding for SMEs

512 Members

Open Group



SME Owners

235 Members

Open Group



Groups

Create flourishing communities within your broader community with MoWin CMaaS's advanced management of Groups



Powerful targeting audiences



Let your members find and engage with other like-minded people in the community



Add specific members of your community to lead, manage, or moderate the groups you create



Create groups to match your particular organizational model (clubs, chapters, industry groups, ...)



Marketplace

Easily generate and collect online revenues from your members



Manage listing and collect payment online



Grant specific members to list their opportunities or items



Control the listed items on your marketplace



Customize the payment arrangement

STRATEGIC PARTNERS



BRANDS WE WORKED WITH



CUSTOMER TESTIMONIAL VIDEO

Akamai



PROJECT SCOPE

To produce a customer testimonial video featuring one of Akamai's biggest clients.

OUTCOME

We produced 3 videos with 3 different cuts and timings from the same cache of footage taken. This provided Akamai with the opportunity to choose which cut would best suit their needs at any point of time, and which cut of the video to showcase.

INFLUENCER MARKETING - DELL X KRIS WU



Kris's Secret talk with fans
-Contextual interactions based on CAS's keywords storage

Over 140K daily wechat message interactions



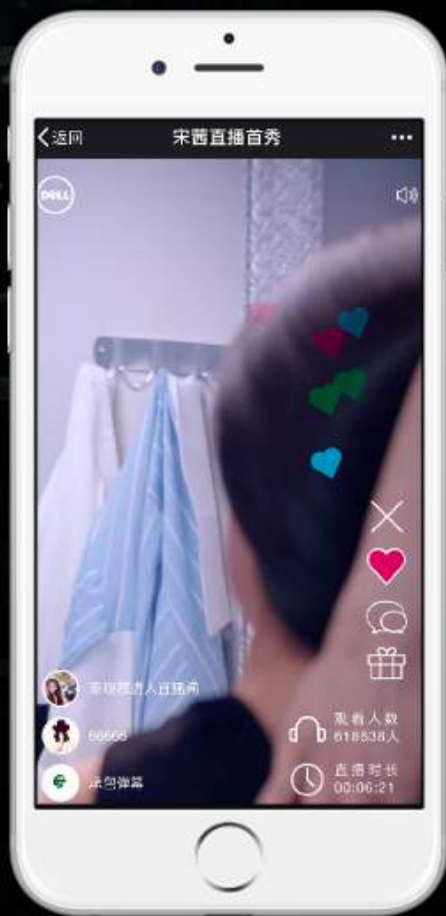
PROJECT SCOPE

1. To develop and execute an engaging concept for the OpenGov Gamification Table that ties in to Veeam's objective of taking delegates through a journey of Cloud Adoption
2. To provide support for their exhibition booth.

OUTCOME

Our client managed to conduct meaningful discussions and received positive feedback from their participants, making for a memorable and fulfilling event.

JD 618 - ONLINE SHOPPING FESTIVAL



LOYALTY MARKETING AMAZON KINDLE

Kindle Make Reading Fun Quiz!

Share the mechanism (to stimulate the participants to get help via friend's cycle, call the partners to join)

Travel passport (Gamified reward for youth to share with friends)



UV: 24,125

PV: 70,820

Participants: 17,586

Net Fans Growth : 4,384



You've heard from us.

NOW WE WANT TO TALK WITH YOU.

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Singapore 179094

[mowin.digital](https://www.mowin.digital)

[LinkedIn](#)

[Twitter](#)

[Facebook](#)



**“TECHNOLOGY MUST BECOME
PART OF MARKETING’S DNA”**

Scott Brinker, chiefmartec.com