

Keynote Presentation | [First-Party Data] Digital Transformation by Using 1st-Party Data to Uplift Your Customer Engagement



FRANCIS KWOK
Founder & Chairperson
Radica Systems



RADICA

MarTech Summit HK

Digital Transformation by Using 1st-Party Data to Uplift
Your Customer Engagement

Presented by Francis Kwok

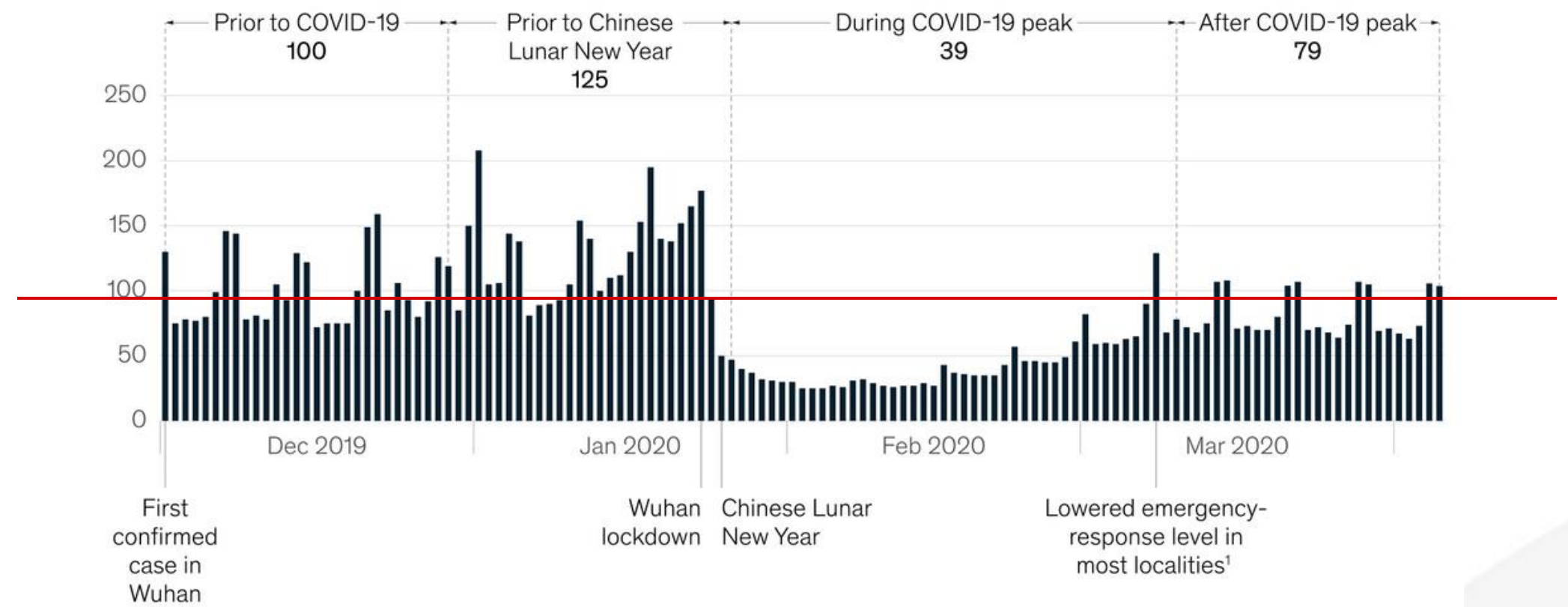


3 big challenges change the market:

1 Demand better digital experience after Covid-19

Based on data from countries already in the recovery phase, consumption patterns will be uneven and unlikely to return to pre-COVID-19 levels quickly.

Average daily China offline consumption, % (100% = daily average consumption in Dec 2019)



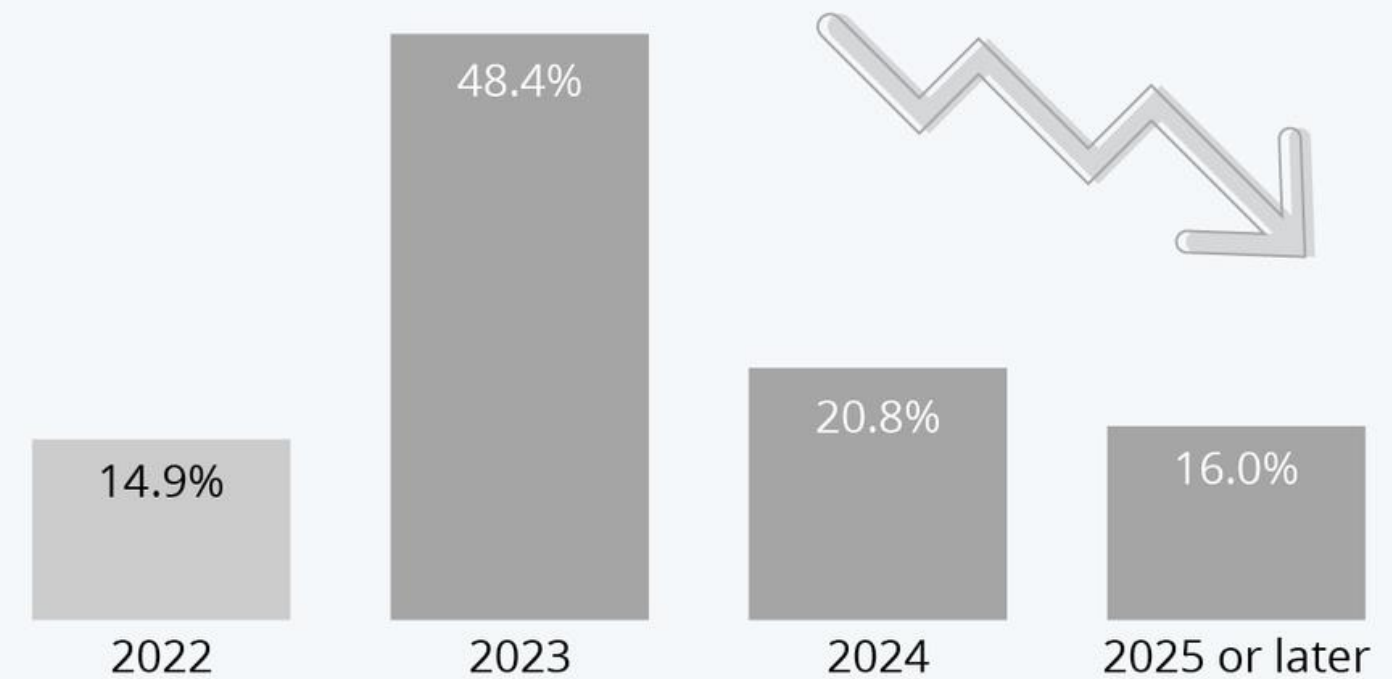
¹On Mar 8, 2020, 21 Chinese provinces (involving >70% of country's population) announced lowering of epidemic-response level.
Source: MIYA; McKinsey analysis

2

Decoupling of the World
create high chance of
global recession in 2023

Cloudy With a Chance of Recession

Expected timing of the next U.S. recession according to investors



Based on a survey of 525 investors, both retail and professional, fielded between March 29 and April 1, 2022.

Source: Bloomberg MLIV Survey



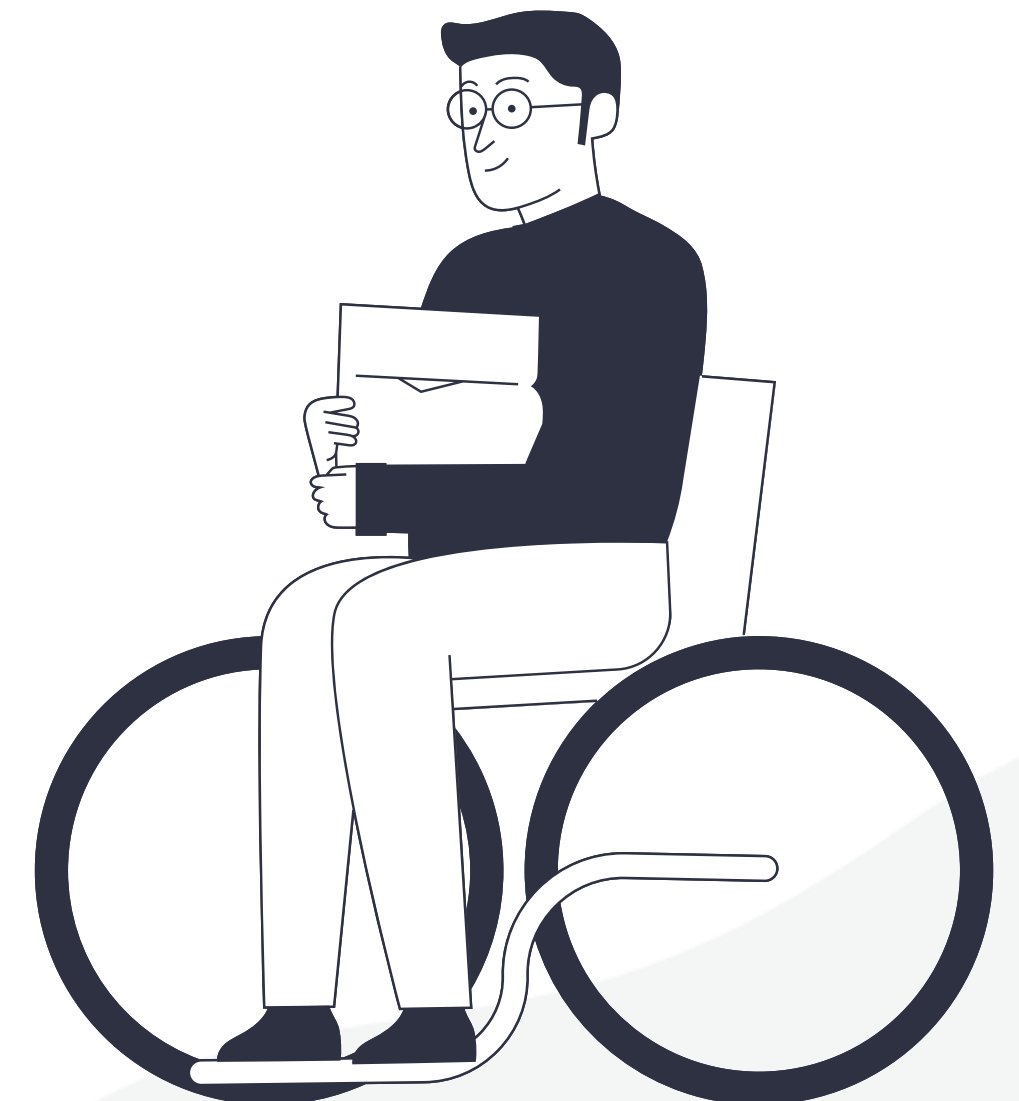
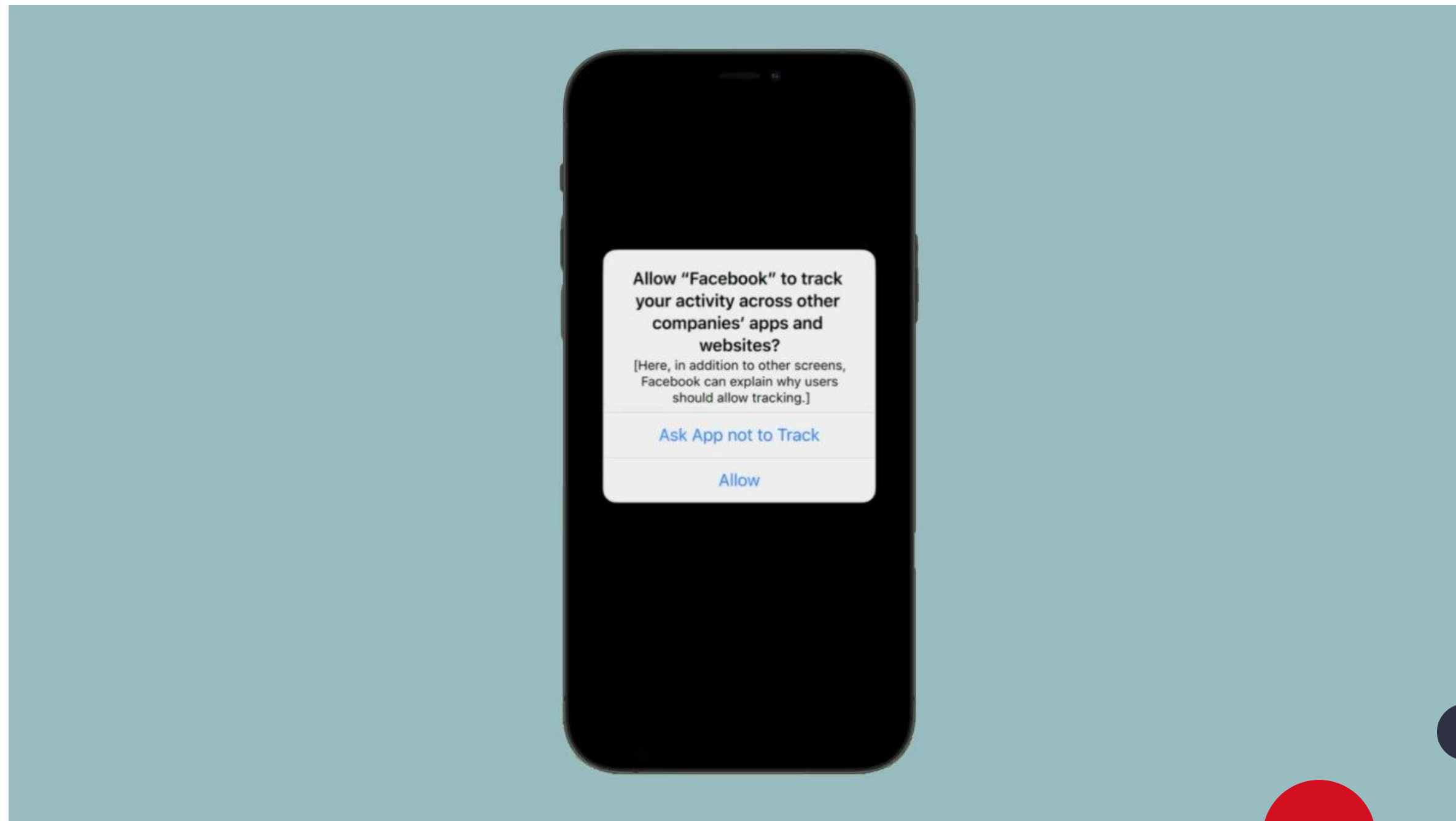
statista

3 Rise of Digital Privacy



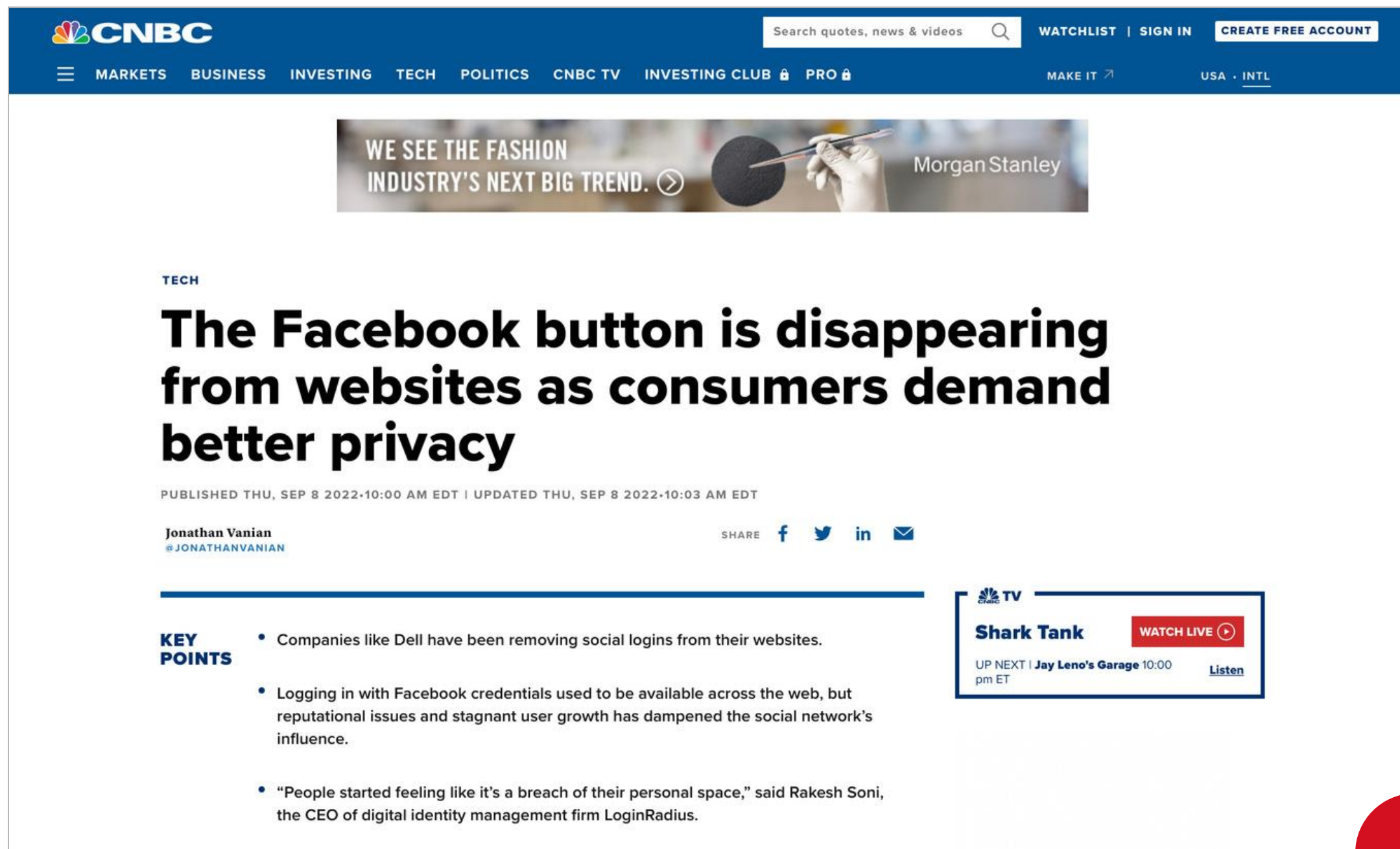
Pain Point

3rd-Party Data is dying

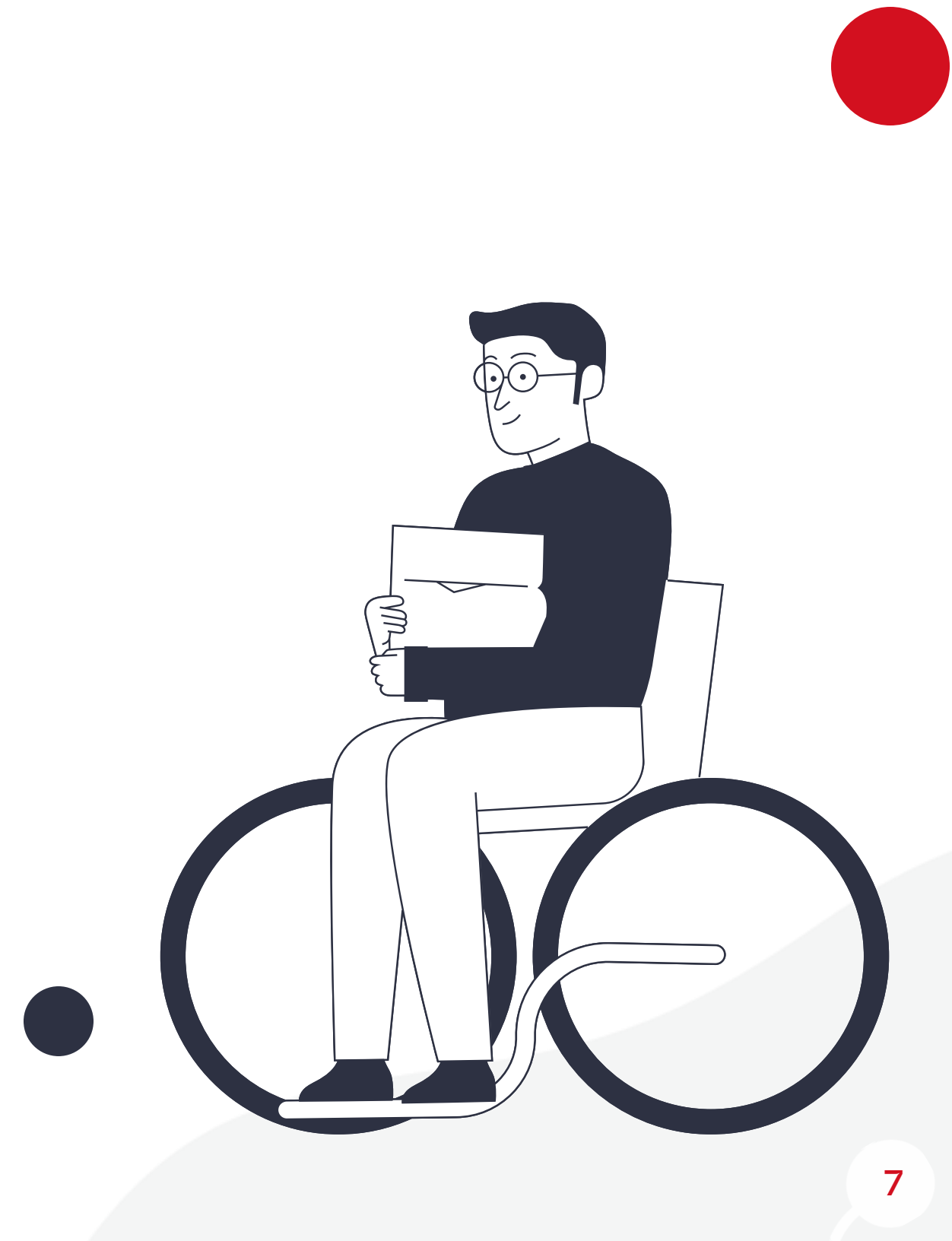


Pain Point

3rd-Party Data is dying



The screenshot shows a CNBC news article. At the top, there's a navigation bar with the CNBC logo, a search bar, and links for 'WATCHLIST', 'SIGN IN', and 'CREATE FREE ACCOUNT'. Below the navigation bar, there's a banner for Morgan Stanley with the text 'WE SEE THE FASHION INDUSTRY'S NEXT BIG TREND.' and an image of a hand holding a pencil. The main article is titled 'The Facebook button is disappearing from websites as consumers demand better privacy' and is categorized under 'TECH'. The author is Jonathan Vanian (@JONATHANVANIAN). Below the title, there are social media share icons for Facebook, Twitter, LinkedIn, and Email. A 'KEY POINTS' section lists three bullet points: 1. Companies like Dell have been removing social logins from their websites. 2. Logging in with Facebook credentials used to be available across the web, but reputational issues and stagnant user growth has dampened the social network's influence. 3. "People started feeling like it's a breach of their personal space," said Rakesh Soni, the CEO of digital identity management firm LoginRadius. To the right of the article, there's a promotional box for 'Shark Tank' with a 'WATCH LIVE' button and information about 'Jay Leno's Garage'.





- 1 More difficult to do re-targeting
- 2 Higher cost of activation and engagement

Value Proposition

Re-targeting & Engagement Platform using 1st Party Data and Blockchain Data

Workspace

Preview Save

Not Secure — view.e-news.chanel.com

If you are having difficulties viewing this e-mail, please [click here](#).

CHANEL

FINE JEWELLERY

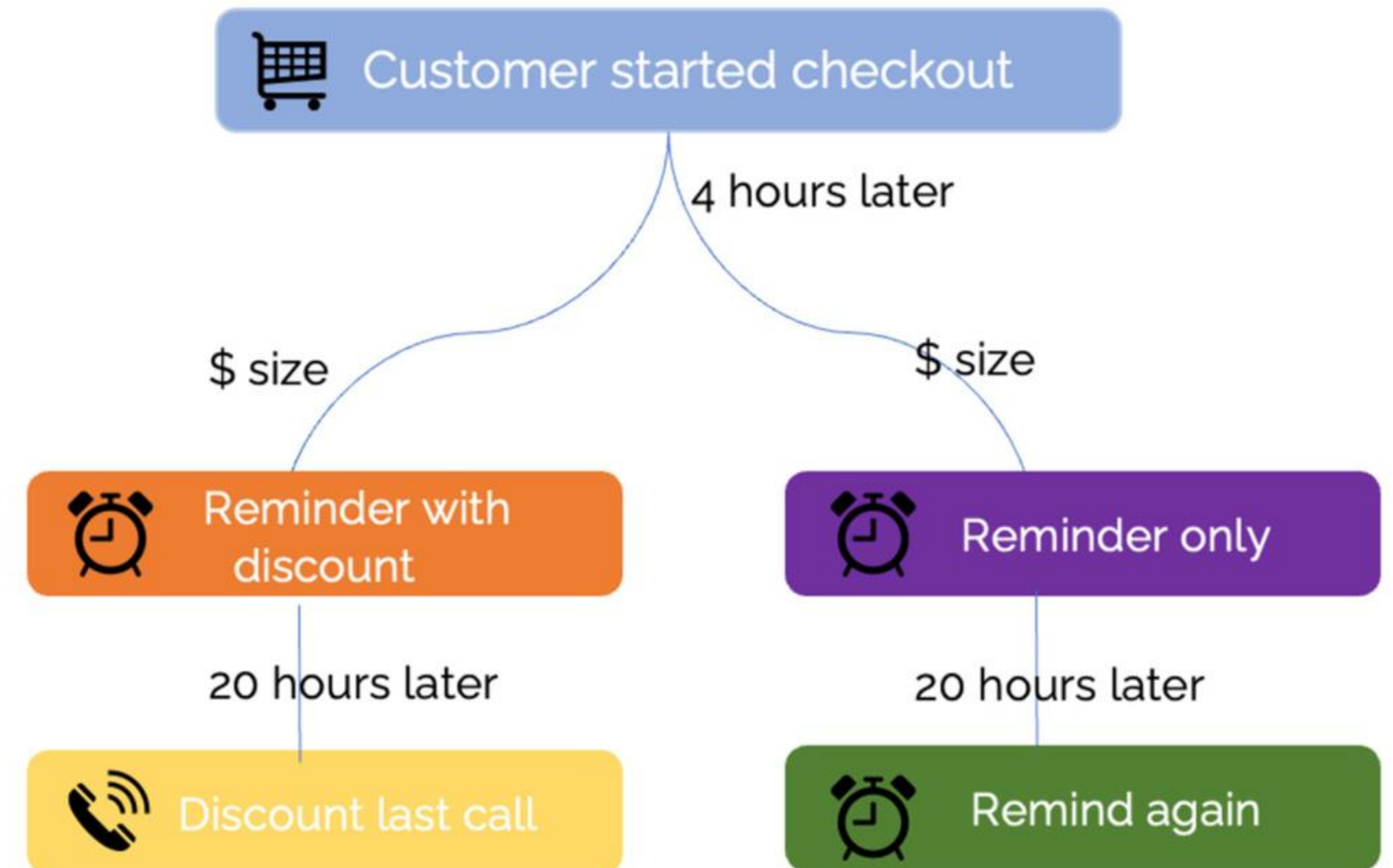
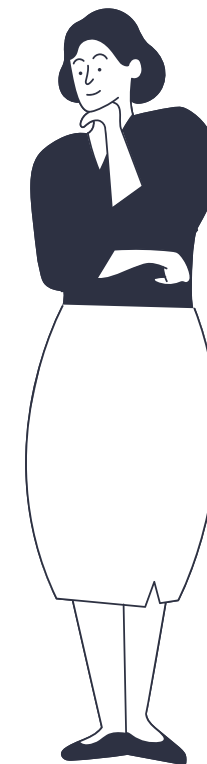
DECLARE YOUR LOVE WITH COCO CRUSH

Designed by the CHANEL Fine Jewellery Creation Studio at 18 Place Vendôme, each COCO CRUSH piece is hand-polished and set to perfectly reflect light. Choose a gift from rings, bracelets, necklaces and earrings in BEIGE GOLD, yellow gold or white gold, with or without diamonds.

Properties Layers Convert

- Email
- TikTok
- Line
- WhatsApp
- WeChat
- LinkedIn
- Facebook
- Instagram
- Twitter
- Discord
- SMS
- MSM

Convert



1 1st Party Data

✉ happyfrancis@gmail.com

📱 +852 972618__



RADICA
Marketing
KYC
Model

2 Social & Metaverse

📘 happyfrancis@hotmail.com

📷 fk_1234

🎵 happyfk129803

📺 happyfk_1234

📄 fk1234_happy

🌊 3as1d-kjasd-a232j-b3k12-83yoc

🚢 213ab-5e8aa-24sed-9344e-5102b

🦊 1ead5-428sd-212es-kadh-nsda5

3

Marketing Automation



Instagram

chanel



chanelofficial

Message



4,946 posts

52.5M followers

2 following

chanel.com/-SS23_RTW

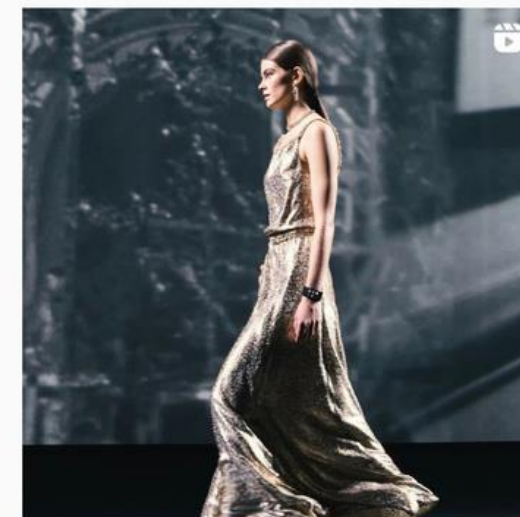
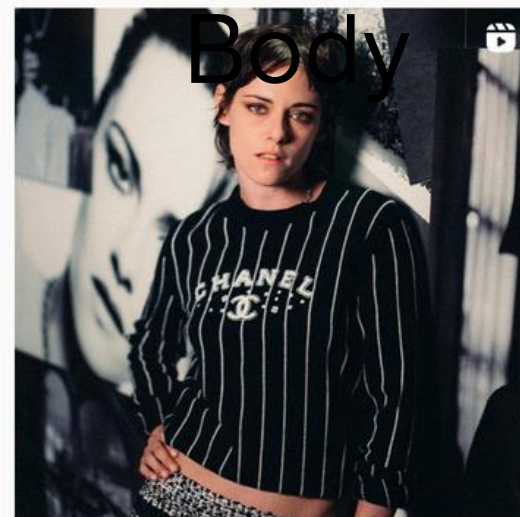
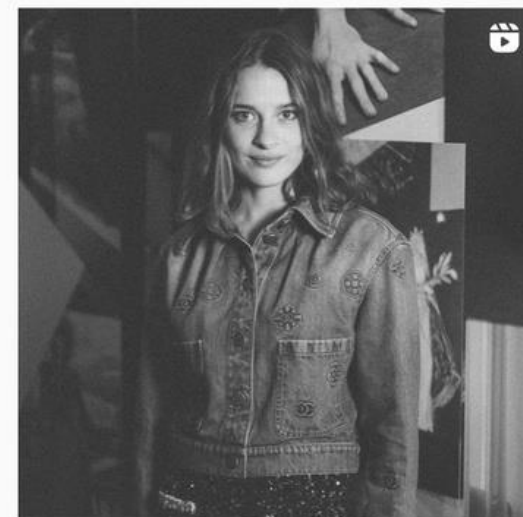
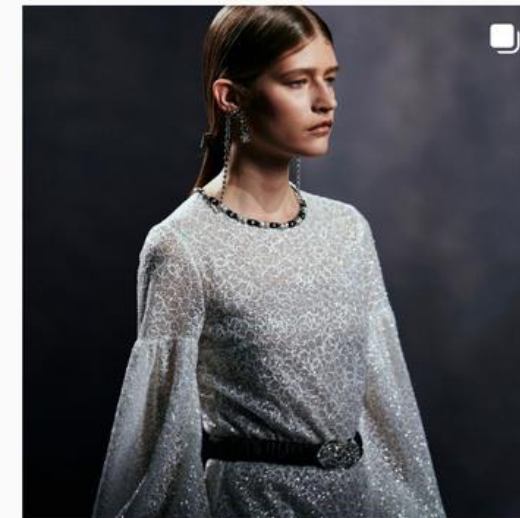
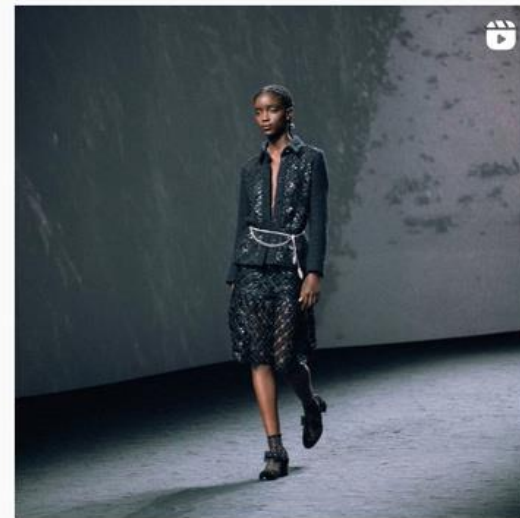
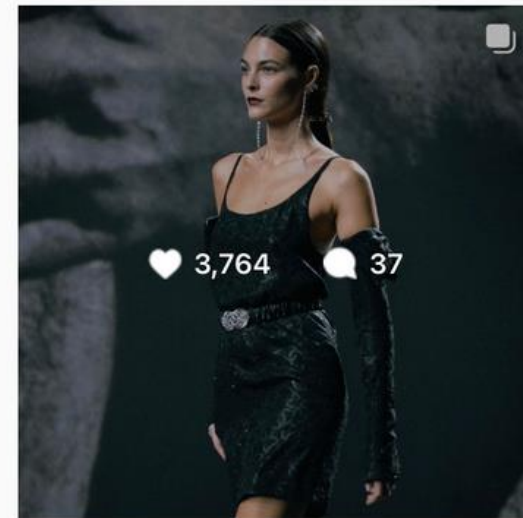
Followed by missracewong, interiorsaddict, __leelaichun + 110 more

POSTS

GUIDES

REELS

TAGGED



Why CHANEL uses 1st-Party Database ?



1. Who may like?

Emily Cheung

2. What journey to trigger?

Win-Back

3. When to talk?

3-5p.m.

4. What trigger reasons to buy?

Elements Mall

5. Where to trigger?



Benefits :

1 Save Cost

2 Efficiency

3 Better Customer Experience



”After using RADICA, I can improve **8 times ROI** by shopping cart abandoned journey in 1 month!“

Frankie Lam
General Manager, Anlander



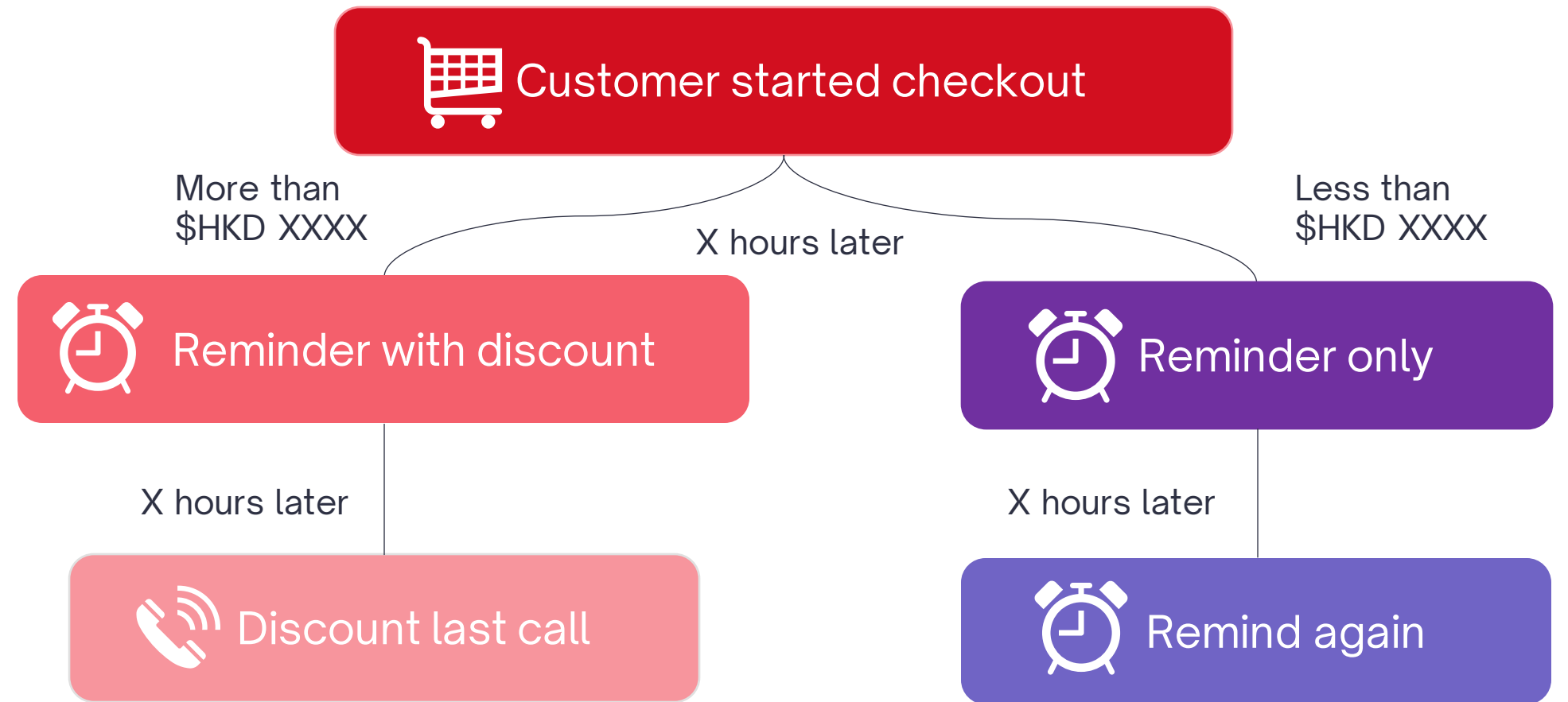
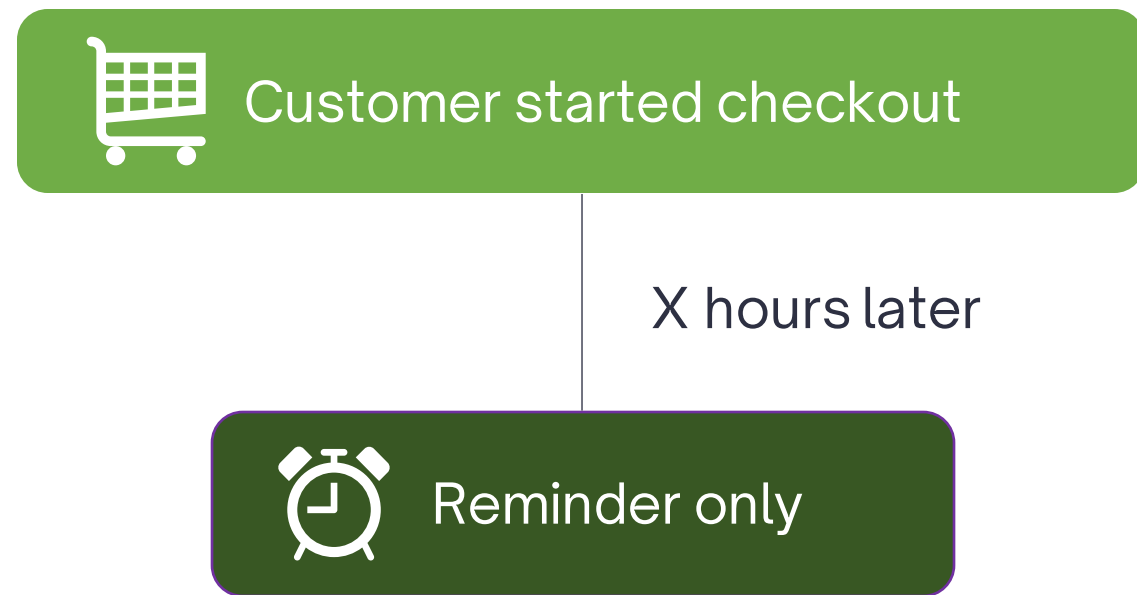


Shopify Abandoned Cart

vs.




Radica Abandoned Cart



Significant Performance Comparison

	Shopify	Radica	Benchmark
Open Rate	45%	56%	49.60%
Click Rate	9.40%	13.20%	7.30%
Recovery Rate	2.90%	6.03%	4.17%

Unfair Competitive Advantages

	RADICA	
1 Data for Machine Learning	10+ years	1-2 years presence in Asia
2 Industry Focus & Strong R&D Backup	3	all
3 High Reliability KYC Tracking	Yes	No
4 Asia Pacific Cross-channel Integration	12	3-5

Case Study 1: Commercial Banking

Automatically Improve New Customer Conversion

Relationship Manager

Davy



10-15 SME Customers per months

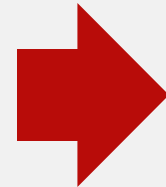
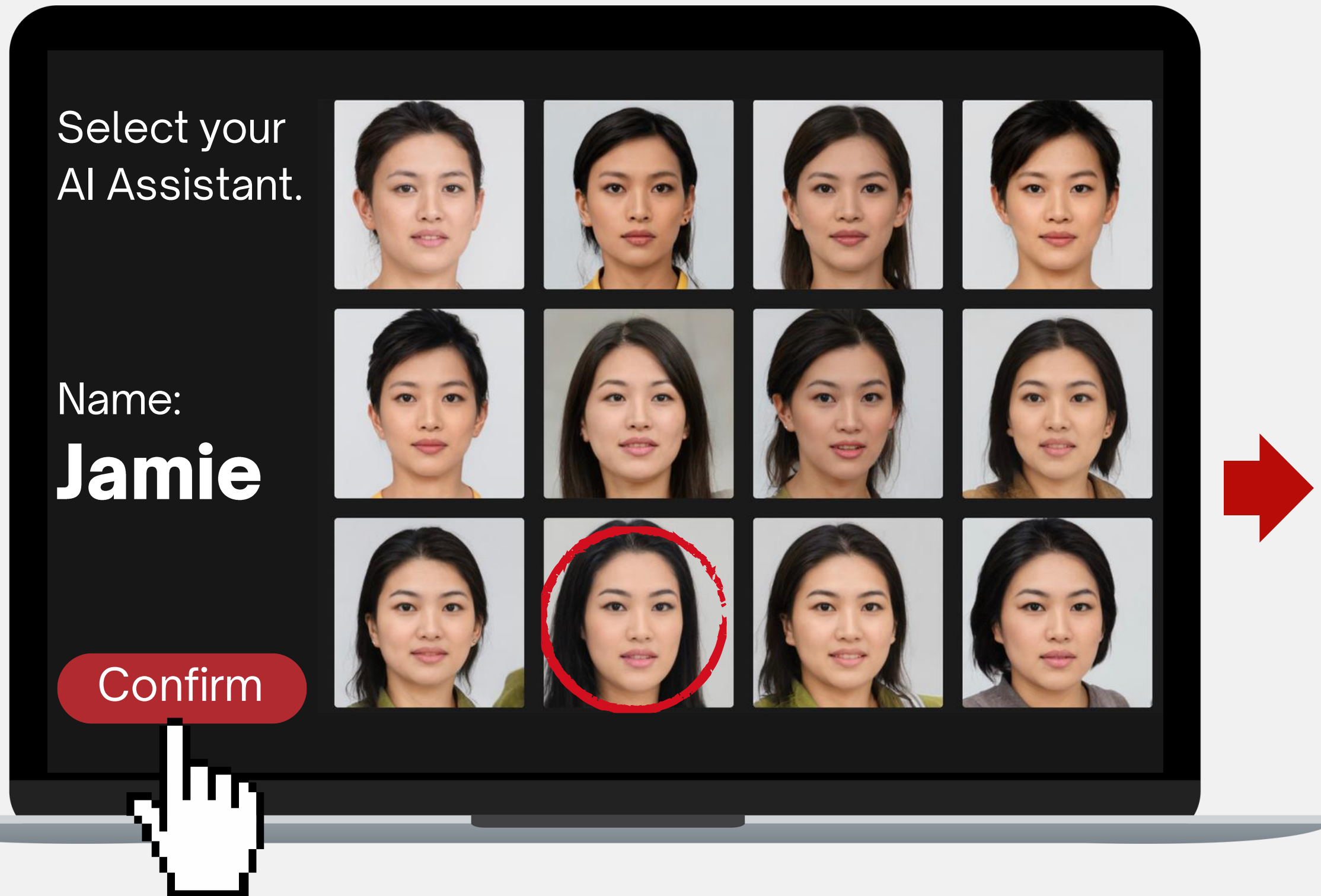
Case Study 1: Commercial Banking

Generate an AI assistant

Select your AI Assistant.

Name: **Jamie**

Confirm



Jamie
last seen: today at 04:51

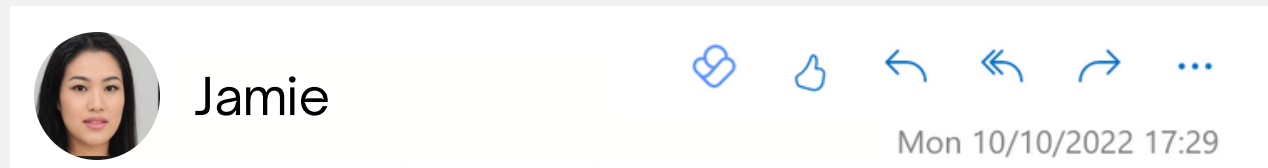
你好啊Tommy，介紹吓自己先，我係 Davy個助理 Jamie。以後有啲乜嘢可以搵我都得啊。 2:40 PM

你好呀 2:42 PM ✓



Case Study 1: Commercial Banking

Internal News : Monthly Report with Reminders



HSBD BANK News Updated



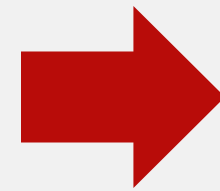
大灣區GBA新聞
廣州第三輪賣地成交479億
年內新高



日圓匯率
日首相未考慮縮短黑田任期
支持央行超寬鬆貨幣政策

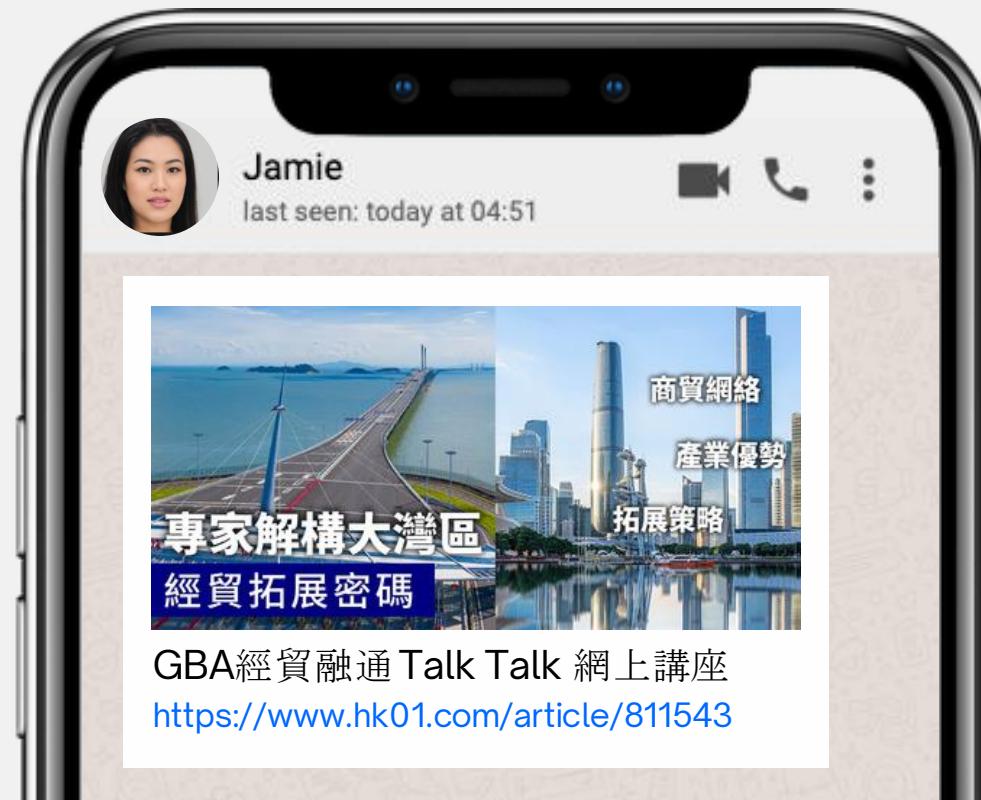


環球經濟
世貿預計2023年全球貿易增長大幅放緩至1%



Client A : like GBA article

Client B : like exchange rate article




Client A received
GBA article



Client B received
Exchange rate article

Case Study 1: Commercial Banking

Internal News : Monthly Report with Reminders

 Jamie Mon 10/10/2022 17:29

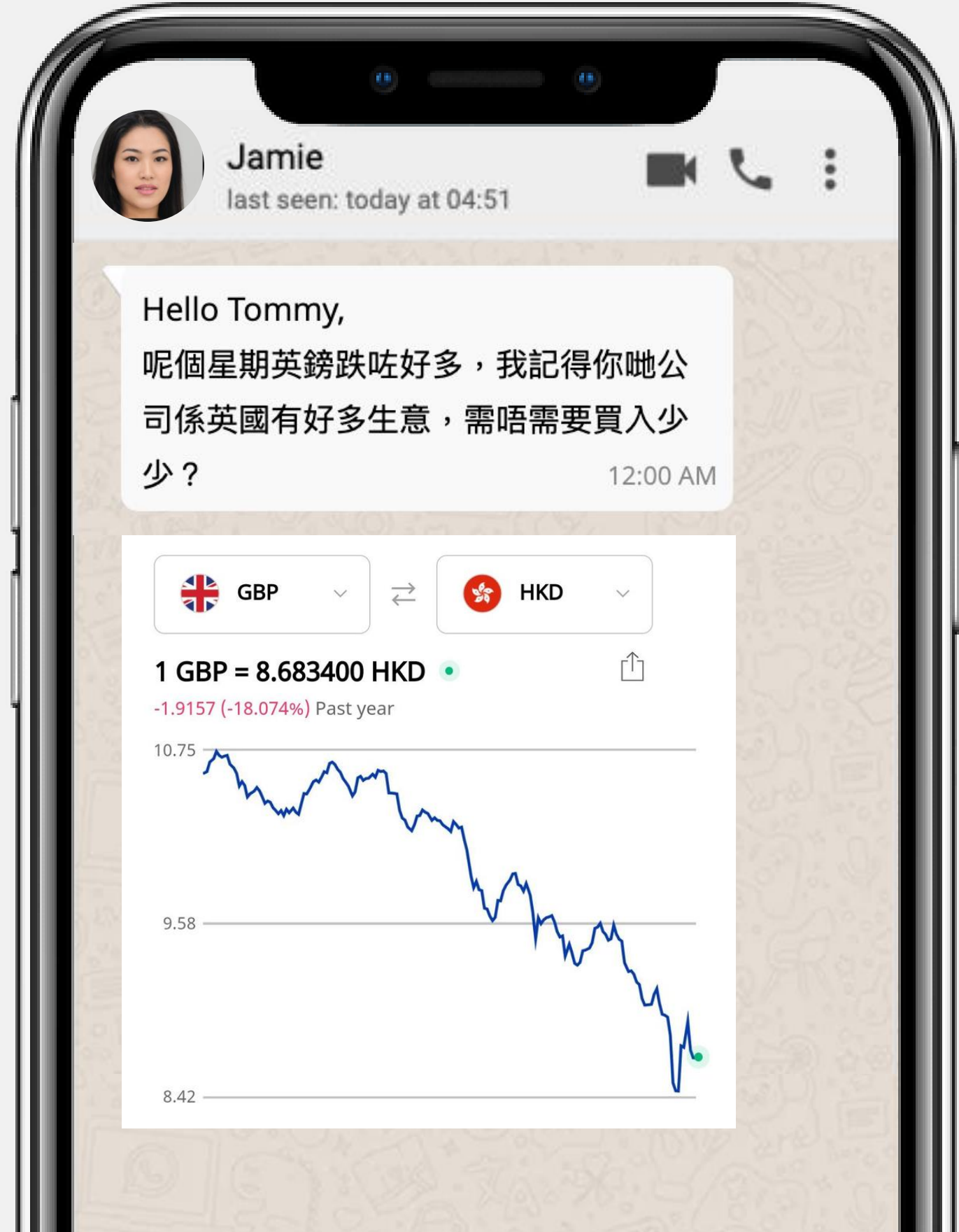
To: Davy

Monthly Report

Client A	Read 3 GBA article	Contact
Client B	Increase 12% revenue	Contact
Client C	Read 5 exchange rate	Contact
Client D	Increase 5% revenue	Contact

Case Study 1: Commercial Banking

Integrate with Market Data





BR



HKID



Yearly Performance



Case Study 2: Wine and Spirits Retailer

Automatic wine recommendation you can't resist

Watson's Wine



27 - 28 SEP at eStore only

Classic Brunello Producers!

The wines of **Brunello di Montalcino** are among your favourites and our top sellers. We are delighted here to feature two of the region's most iconic producers, and they are highly regarded by Robert Parker!

In his words, **IL Poggione** makes "some of the smoothest and most texturally enriched wines in the appellation," and he has described Poggio Antico as "one of Montalcino's most consistent producers. The wines are made in a rich, fruit-driven style". Now is a perfect time to indulge in these great labels.



IL POGGIONE
A benchmark Montalcino winery dating back to the late 1800s, known for its fine and traditionally made Brunellos.



RP 94+ **42% off**

IL POGGIONE
Brunello di Montalcino 2017 6-Pack

IL Poggione is a guiding light for classic Brunello di Montalcino, and the 2015 is a stand-out within the appellation. Dark and concentrated in appearance, with its bright black and purple fruit aromas, gentle spiciness, fine-grained tannins, and lively acidity, it is a delightful red for the summer months.

Stock up with this great value six-pack and make it your house wine, to serve to guests at home any time!

~~\$2,988~~ **\$1,710 (\$285/Btl*)**

[BUY NOW](#)

IL POGGIONE
Brunello di Montalcino Riserva Vigna Paganelli 2015

RP 97 **41% off**

Flagship
Only made in extraordinary vintages

* Comes from the oldest vines in the estate, planted in 1934, they are over 80 years old now.
* "...benefits from a warm and sun-soaked microclimate that is shielded from cold winter winds, taste the good health of the grapes thanks to those very direct aromas of black cherry, plum, tar, campfire ash and chalky mineral." - RP


~~\$798~~ **\$468**

[BUY NOW](#)

MY WINE MAN
ESTABLISHED 2009

Hi All,

Today we are offering out some home favourites that are aged beautifully and ready to drink now. These are the last stocks of these wines anywhere on earth so once there gone.....get in quick !




2014 Teusner The Riebke Shiraz

Was \$218 now \$169 / bottle

From the sixth-generation Riebke growers, deeply coloured and unashamedly full-bodied, gritty tannins standing guard over wild blackberry fruit. A degree of patience is absolutely essential, but will be rewarded thanks to the overall balance of the wine.

Drink by: 2034

[Order Now](#)



2014 Teusner Bilmore Shiraz
James Halliday 96

Was \$249 now \$188 / bottle


James Halliday's Review: Good colour; a rich, fruit-slapping mouthful that draws you swiftly back for a second mouthful, and in no time the bottle is empty, especially if you have shared it with another. The finish is remarkable, light and almost airy, yet with a savoury note that serves to highlight the fruit.

Drink by: 2039.

LA C'A'B'ANE

Beaujolais Nouveau 2022
LAST DAYS PRE-ORDER SALE

It's that time of the year again, when your favourite early-harvested Gamay is getting bottled and ready to come to Hong Kong soon. This year, we will bring our usual pillar winemakers **Jean Foillard & Jean-Claude Lapalu**, together with **Karim Vionnet**, one of our favourite addition of the past years.




This offer is valid until Monday 10th of October.

Enjoy all of our Beaujolais Nouveau 2022 at a special price:
box of 6 at 10% OFF, box of 12 at 15% OFF. This is a PRE-ORDER, the official worldwide release date is Thursday 17th of November 2022.

[Shop here](#)

Awesome Oz wine tasting - Thursday 13.10



Stripped-down approach to viniculture with as little intervention as possible: taste the natural wine wave of South Australia.

A decade ago, in the heart of the Adelaide Hills, in Basket Range, a gang of mavericks was on a mission to make delicious wines in the simplest possible way. The purpose was to energise the public and offer an alternative to what the group deemed over-industrialised wines.

Come taste a great selection from the epicentre of the Australian natural winemaking scene.

[Join us!](#)

Case Study 2: Wine and Spirits Retailer



**A Customer purchased
5 bottles of wine**



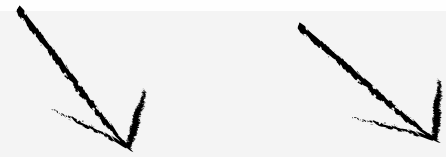
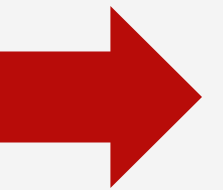
*Common
Points*



**From
Pomerol**



Average \$36,000



Merlot



2016

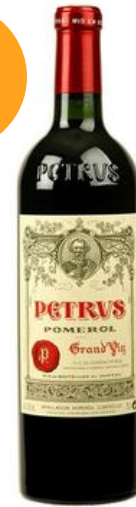


James Suckling

Whatson Wine

Dear Davy,
This bottle you can't resist!

RP
98



CHATEAU PÉTRUS POMEROL 2016

Pomerol | Merlot

Cheapest price in HK
\$36,899

Buy Now

Stock:10

Price from others shop

Wine 18	\$40,899
Grandy	\$38,599
Watsons	\$39,228

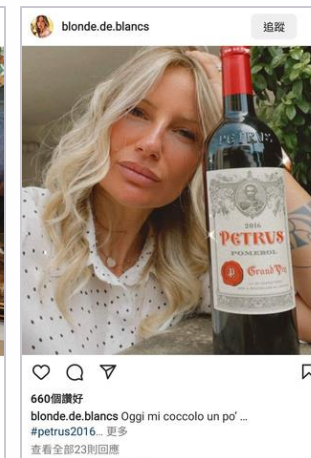
Reviewed by



James Suckling

This is very fleshy and deep with so much texture and richness...

Who also love #PÉTRUS2016?



Buy Now

RP Score

Favorite Region

Competitors Data

Personalize Email

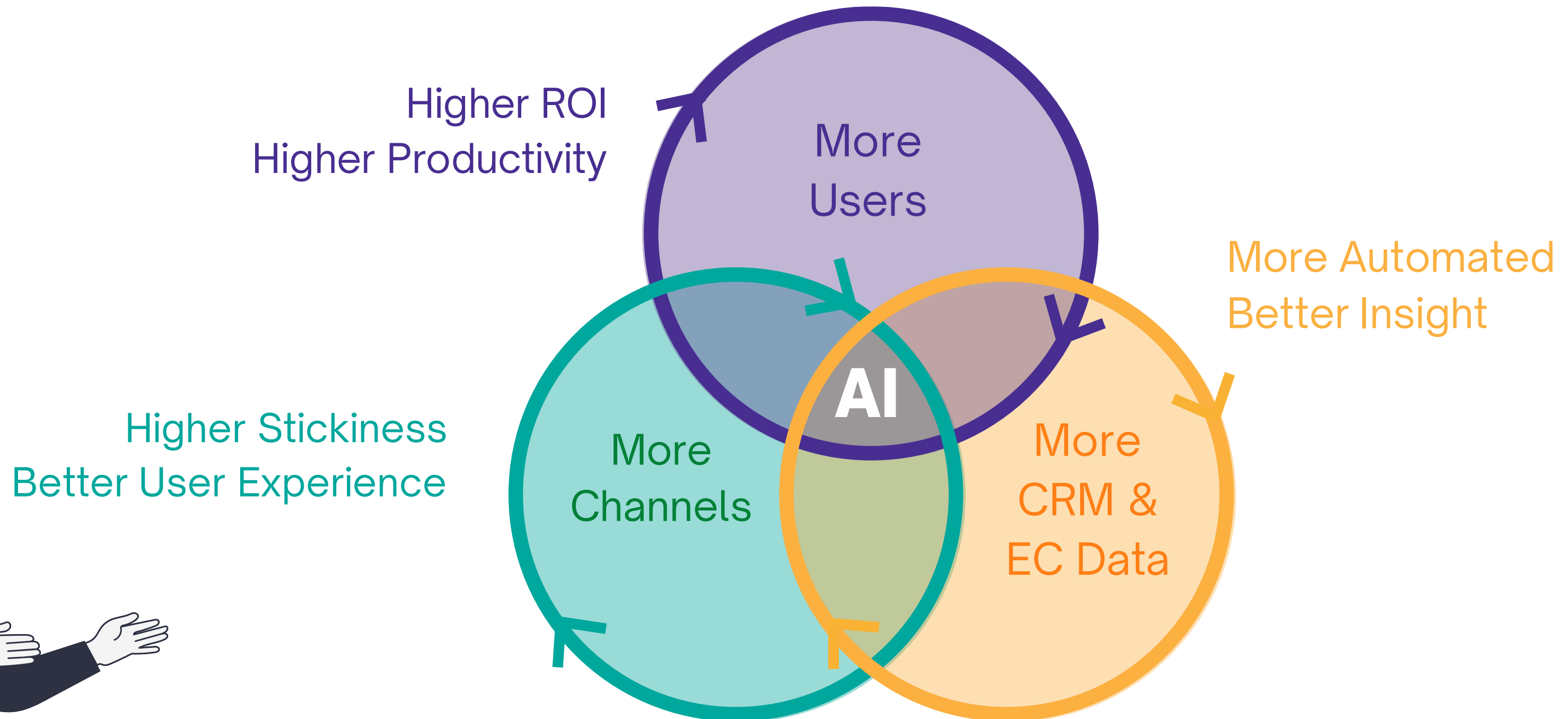
Favorite Grapes

Inventory

Favorite Critics Data

KOL Reviews

Our data, scale, brand network resulting in a flywheel effect with higher **user stickiness**, more **useful** marketing campaign, & **better customer experience**.



Market Trend

Marketing Automation is still underutilized & siloed



Areas in Which Marketers Worldwide Currently Utilize or Plan to Implement Marketing Automation, July 2021

% of respondents

	Currently utilize	Plan to implement
Email marketing	65%	40%
Social media management	47%	39%
Landing pages	30%	26%
Paid ads	28%	32%
Campaign tracking	25%	23%
Content management	23%	22%
SEO efforts	18%	18%
Account-based marketing	18%	21%
SMS marketing	17%	18%
Lead scoring	17%	18%
Workflows/automation visualization	16%	19%
Sales funnel communication	14%	17%
Push notifications	13%	16%
Live chat	13%	21%
Dynamic web forms	12%	14%

Source: Ascend2, "The State of Marketing Automation," Aug 3, 2021

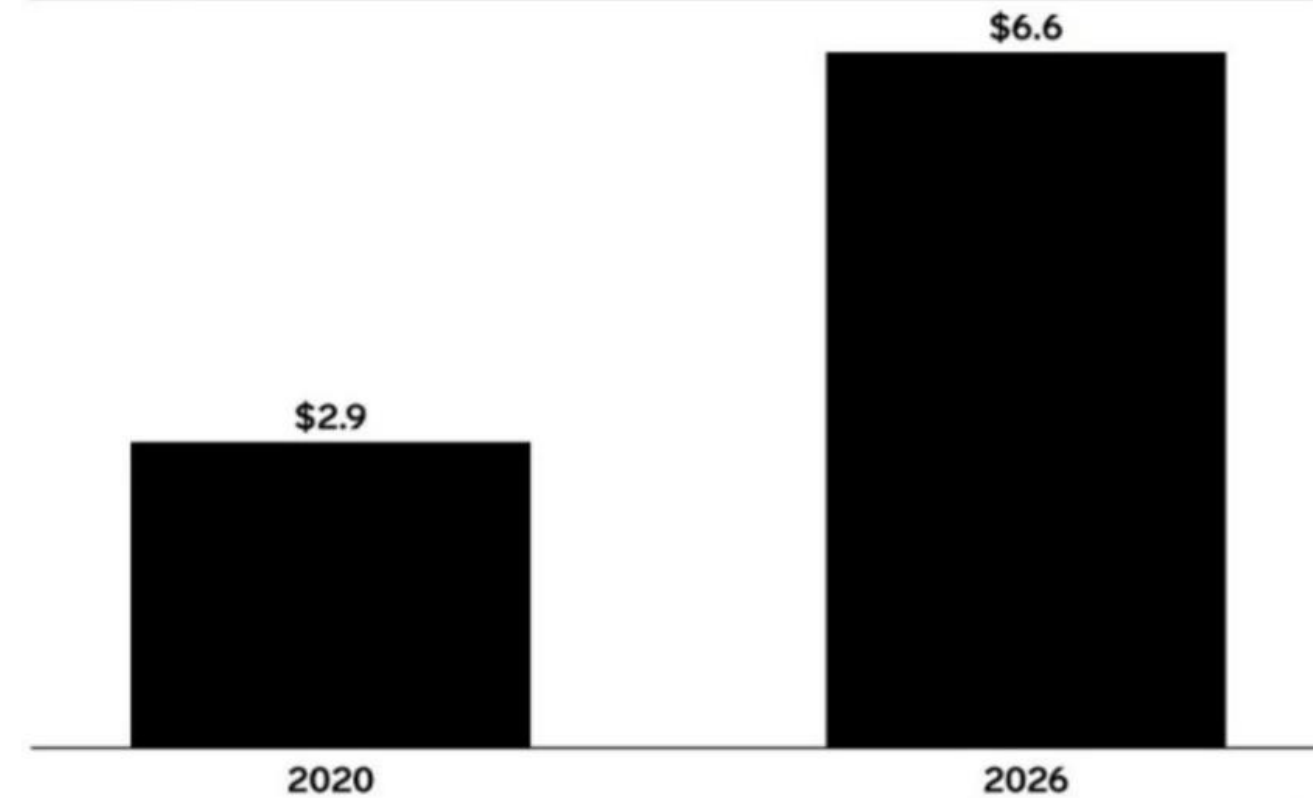
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eMarketer | InsiderIntelligence.com

Source: eMarketer, October 2021

Marketing automation investment continues to rise

Marketing Automation Solution Revenues Worldwide, 2020 & 2026
billions



Source: Frost & Sullivan, "COVID-19 Geopolitical Chaos Highlights the Importance of Marketing Automation Solutions (MAS)" as cited in press release, Feb 1, 2021

264294

eMarketer | InsiderIntelligence.com

Action

Consider to buy ➡ Buy Now

Buy to
understand
your brand
more ➡ Buy and
refer more

Numbers We can help to increase...

- 1 Purchase Conversion Rate
- 2 New Product Purchase Rate
- 3 Daily Active Rate
- 4 Lifetime Value

RADICA

Our Background

Found in **HKUST**.

Market leader in re-targeting and engagement platform using first party data. We are delivering **billions quality messages** a month in Hong Kong, China and Asia.

FANCL

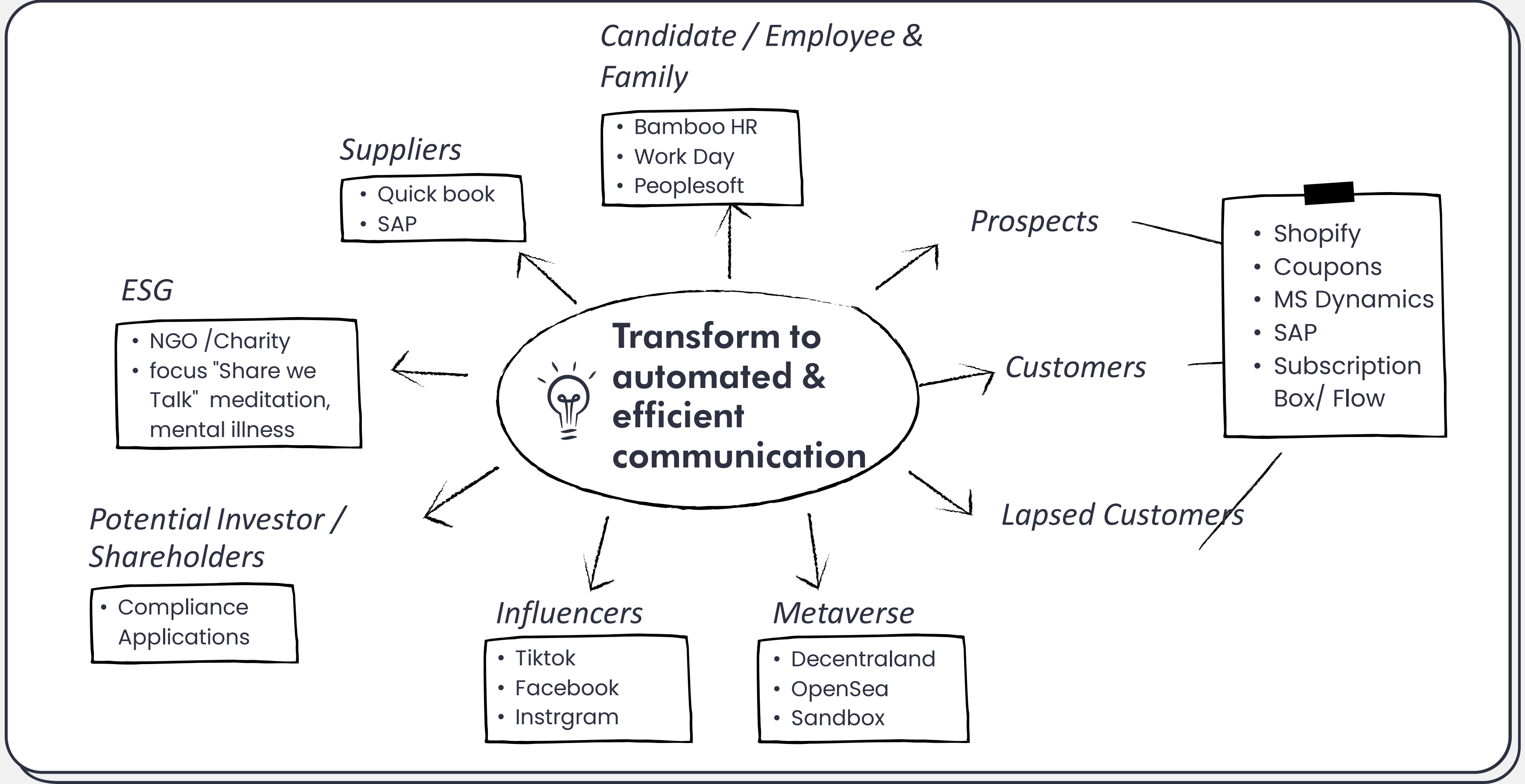


Awards

- Marketing Magazine (Mob-Ex & Asia e-Commerce Awards)
 - Best User Experience - Gold Award
 - Best e-Commerce – Retail - Silver Award
 - Best e-Commerce Innovation - Silver Award
 - Mob-Ex 17. Best Use of Interactive Media – Silver Award
- Marketing Magazine (The Loyalty & Engagement Awards)
 - Best Partnership Loyalty Campaign - Silver Award
 - Best Use of Experiential Marketing - Bronze Award
- Innovative Mobile e-Services Awards 2002 by HP Mobile e-Services Bazaar Asia Pacific
- Hong Kong Outstanding Software Applications Competition by HP
- Best New OPN Partner by Oracle PartnerNetwork
- 中國AD100年度網絡廣告百人風雲會
- ROI Festival Digital Award (Category: Email Marketing Technology Platform)
- AdWorld Award Top Tech 最佳技術大獎
- Direct Marketing Agency of the Year (Local Hero Finalist)
- Loyalty Marketing & CRM Agency of the Year (Local Hero Finalist)



We solve even higher-level problem: 360° Stakeholder Communications



RADICA

Thank you

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www.radicasy.com

Email

Marketing_hk@radicasy.com

Phone

31887418



Q & A Session

Marketing Automation Challenge

How well you know about Marketing Automation?
Answer 3 Questions to
win an Air Ticket to Japan! ✈️

Scan Now!

