

# Keynote Presentation | [Marketing Innovation] When ChatGPT Meets Marketing Cloud



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# When ChatGPT Meet Marketing Cloud

-Luci Zhang





## Asia-Pacific's 1<sup>st</sup> AI-Native Marketing Cloud Company



**2021 Year**

Headquartered in Singapore



**Series A**

17M USD



**150+ Staffs**

≥100 R&D



**300Million+**

Product service consumer





# Success Story

## Sportswear



## Foods



## Fashion

EICHI  
TOO



黑鯨  
HLA JEANS



## Supermarket



OVV  
Original Vogue & Value

Lingerie  
兰卓丽

Maniform  
曼妮芬

ENWEIS  
伊维斯

## Travel



## Beauty

法國貝德瑪  
BIODERMA  
LABORATOIRE DERMATOLOGIQUE

P&G

## Maternal



瓶  
yeeHOO

## FMCG



## Electronics

ASUS®

Microsoft

## Luxury

I Do

swatch

## Medical

Abbott 雅培

## Life

中信  
書店

海澜  
优选

## Mall

恒隆地產  
HANG LUNG PROPERTIES

利程坊  
EXP LOR IUM

## Culture





# High availability under large-scale promotional activities

## Pain Point :

- Members and orders are growing fast, and the system is under great pressure.

## Techsun Solution:

- Use cloud native architecture to cope with tens of millions of high concurrency shocks.
- Develop a diverse labeling program to segment the population.
- Carry out intelligent marketing according to the product preferences of members.

7x

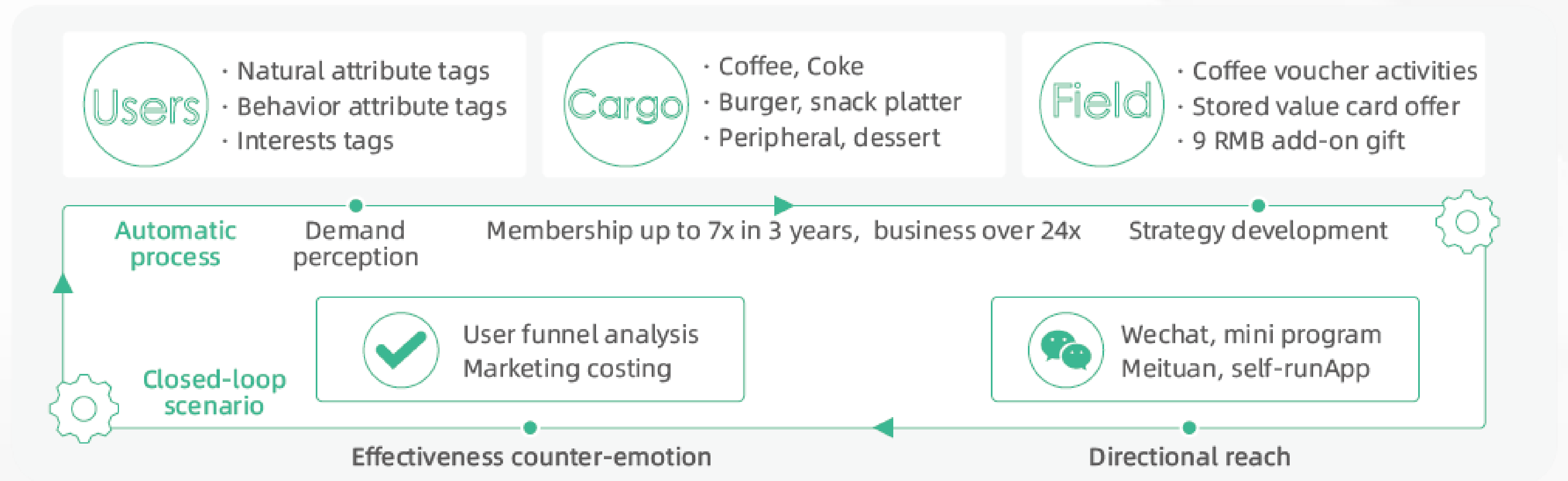
Membership growth

24x

Business growth

100%

System availability & stability





# Reduce data redundancy in the omni-channel era

## Pain Point :

- Huge number of dealers, hard to manage the channels in a unified way.
- Lack of insights, accurate data for targeting, high marketing costs with low ROI.

24x

Membership growth

21x

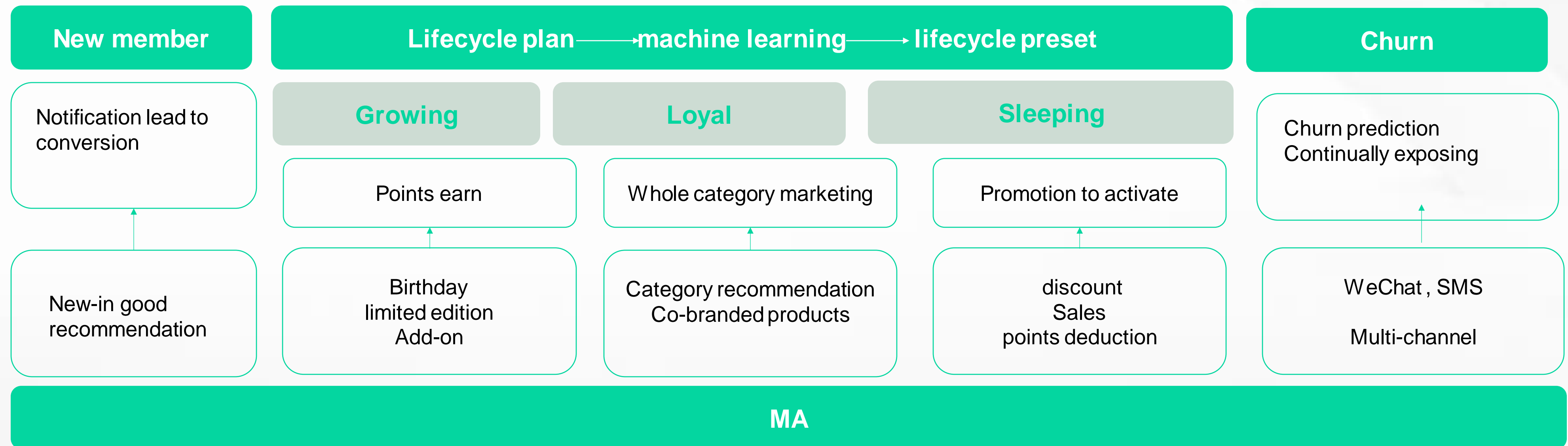
Orders growth

20

Channels connected

## Techsun Solution:

- A unified customer 360 and membership hub, connecting with e-commerce channels, brand site, mini program e-shop, etc.
- Powerful Marketing Automation, and significant improved repurchase rate.
- POS access in stores owned by adidas as well as by dealers and distributors.





# Leverage customer data for innovative marketing automation practice

## Pain Point :

- Lack of data and marketing automation capabilities in existing CRM landscape.

## Techsun Solution:

- Multi-brands unified loyalty program cover different regions and countries including Greater China, Japan and Korea.
- Global consumer data view with One ID, crossing channels like e-commerce and messaging platforms.
- Rebuilt digital marketing rules and programs with optimized budget and ROI.

2+

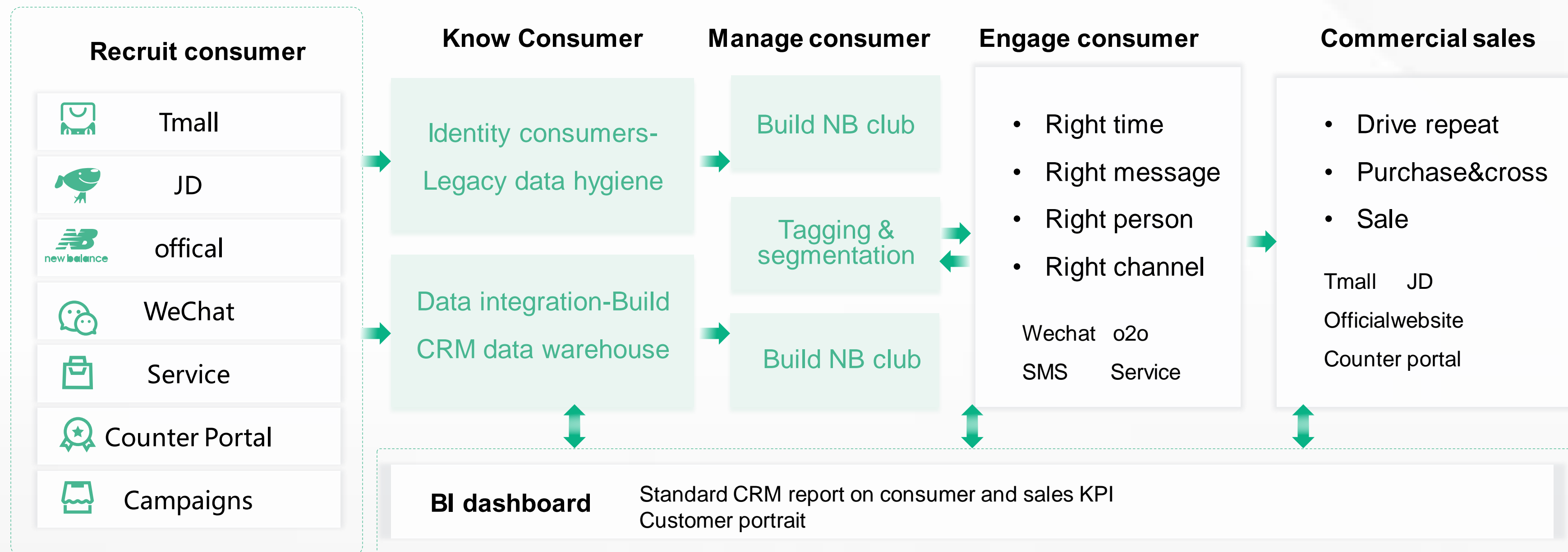
Brands

3+

Membership programs

20

Channels connected





# More awareness, more understanding, more engagement

## Pain Point :

- Lack of consumer profiles, unable to achieve refined operation.

## Techsun Solution:

- Use data and intelligent algorithms to build a 360-degree user profile.
- Aggregate enterprise data from multiple parties to establish a perfect user tagging system.
- Plan accurate marketing campaigns, trigger personalized content and promotions.

**33%**

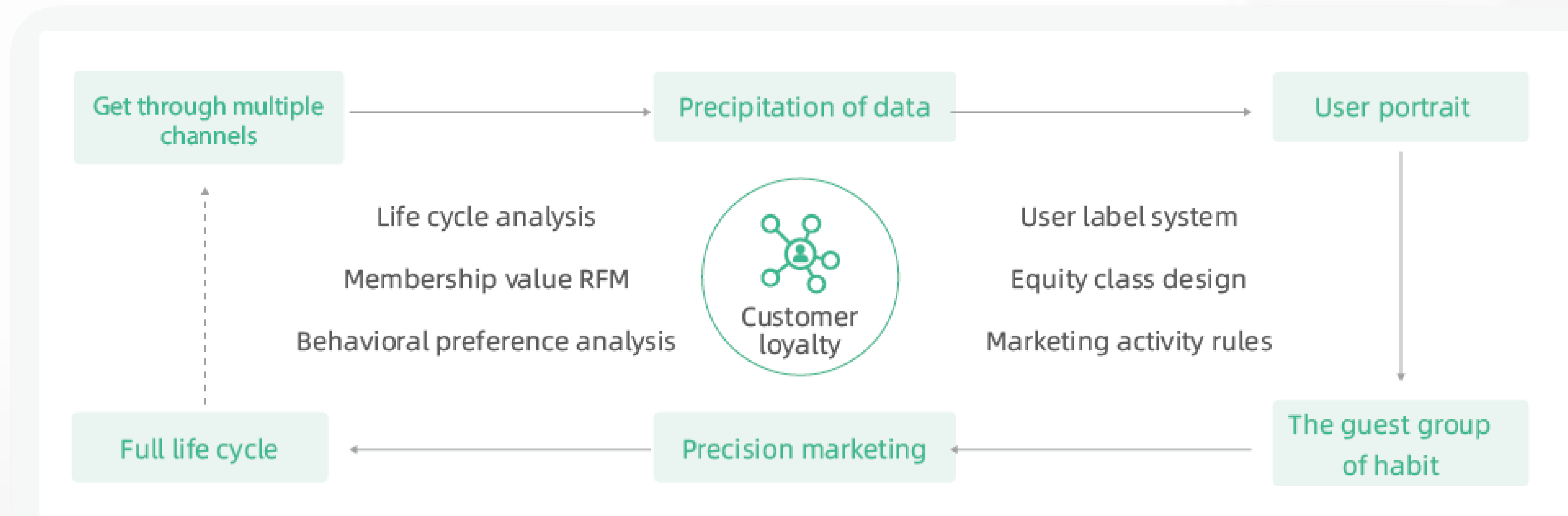
Improve customer satisfaction

**18%**

Re-purchase rate

**5 x**

Membership growth

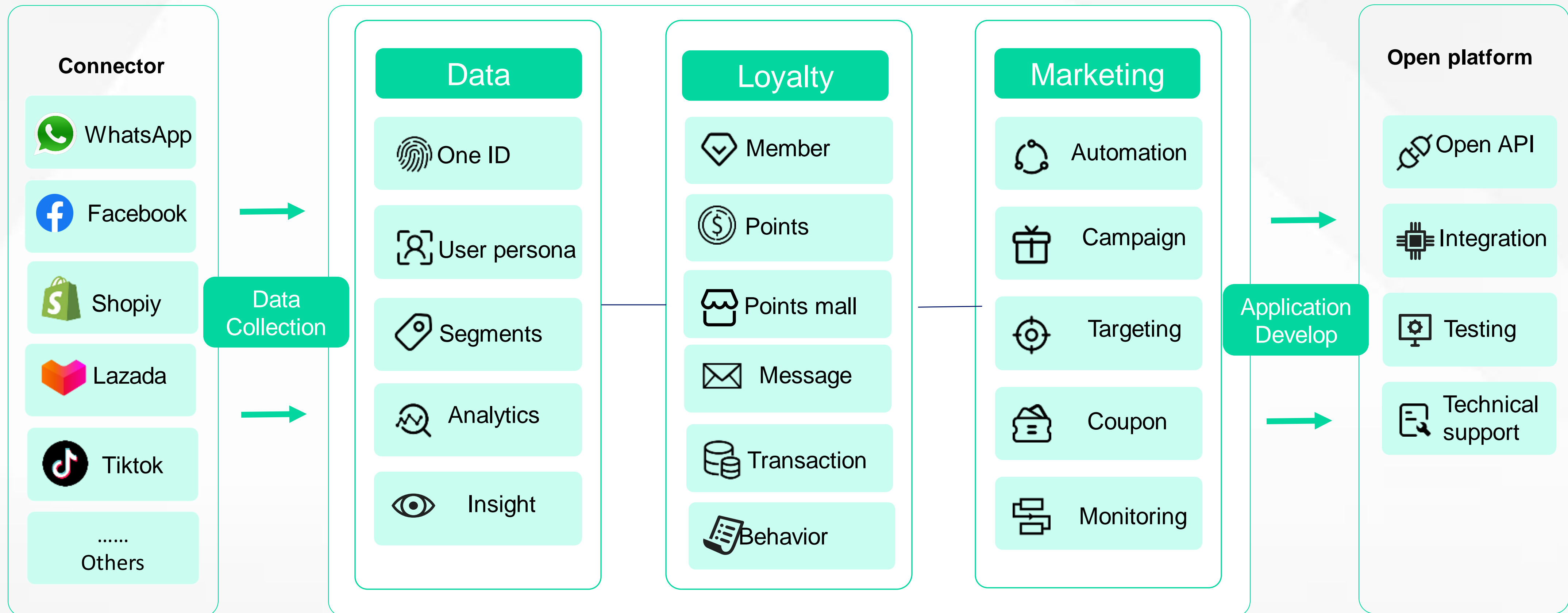






# Product Architecture

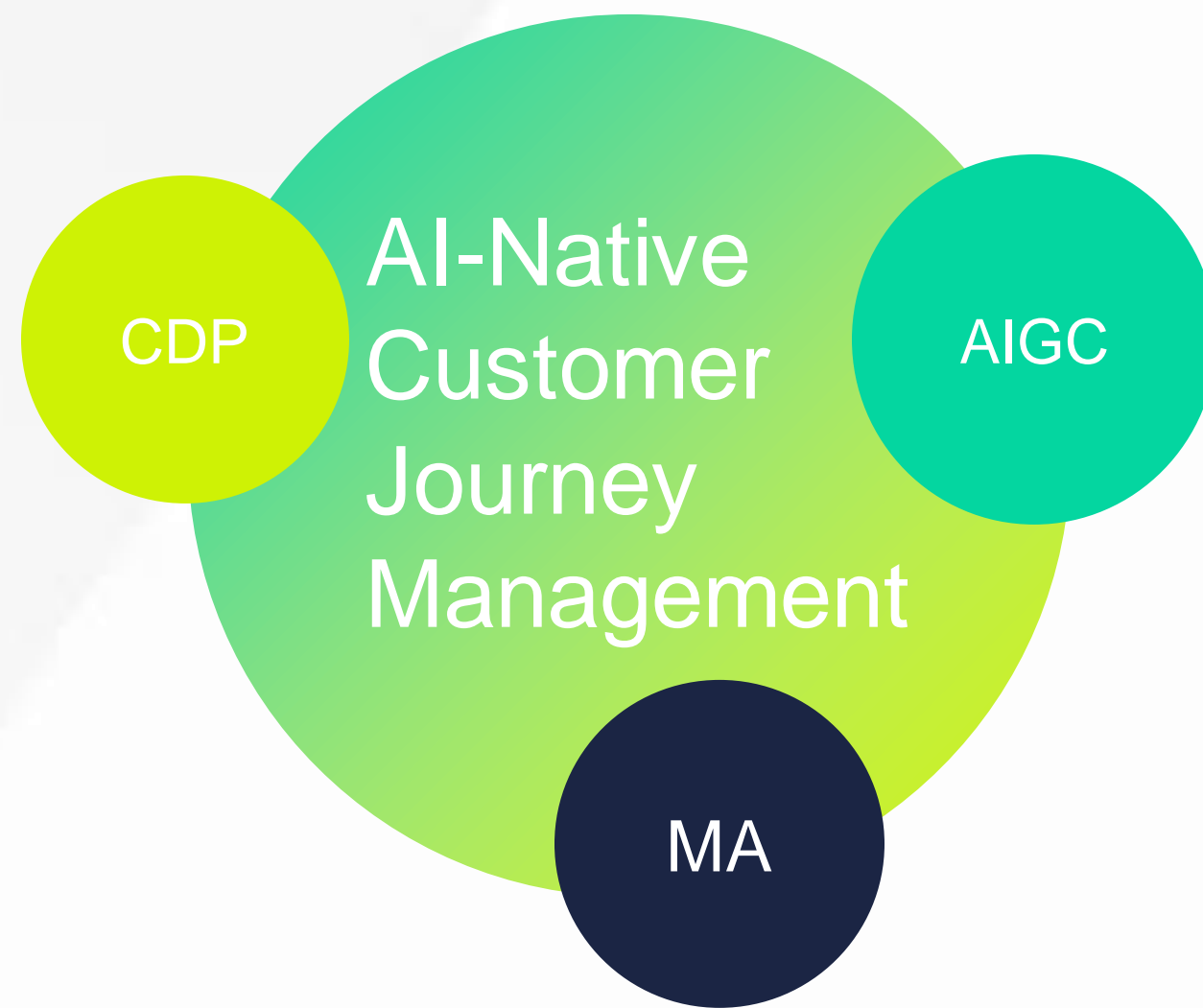
## Social Hub.AI : AI-Native Marketing Cloud



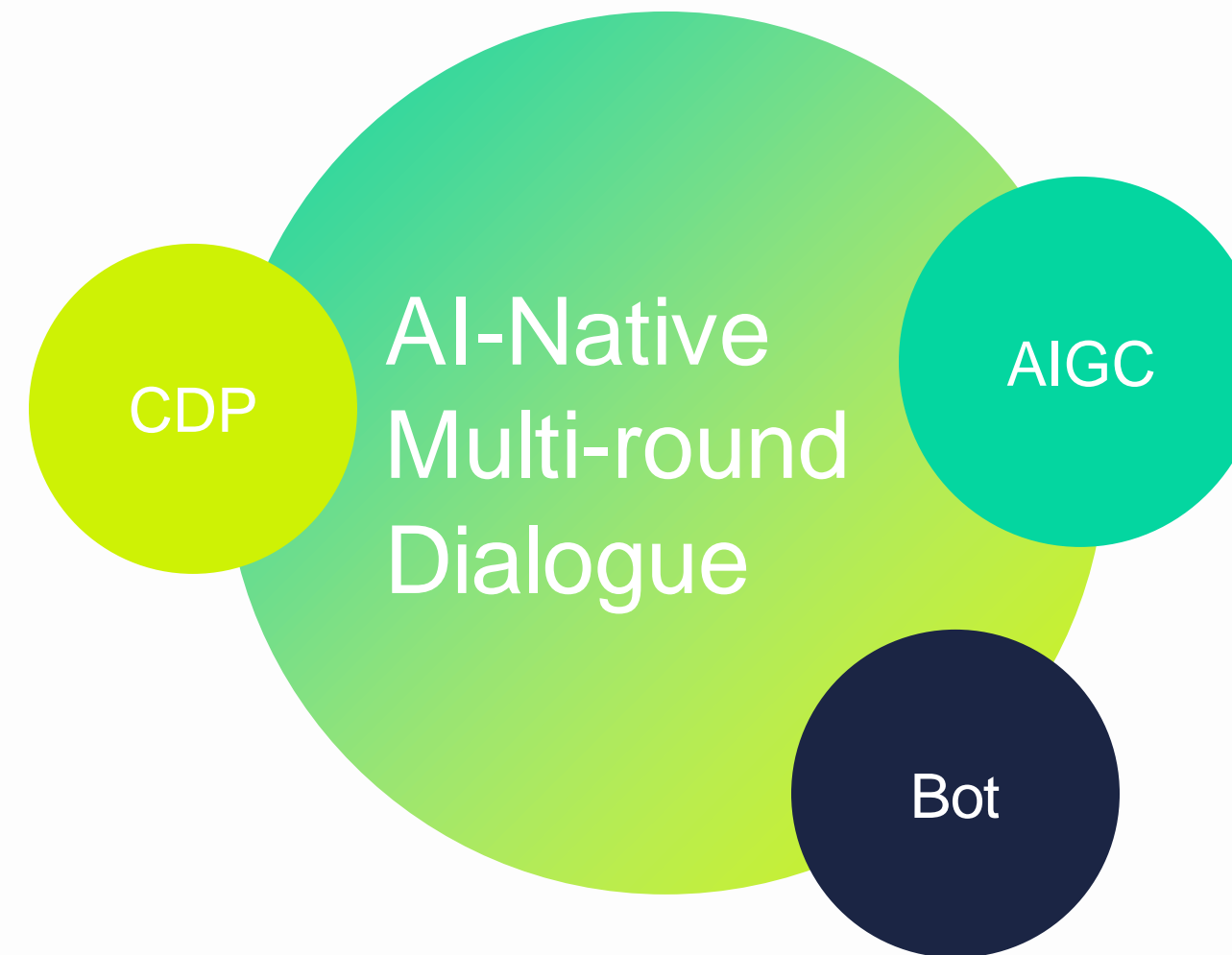


# AI-Native Marketing Cloud

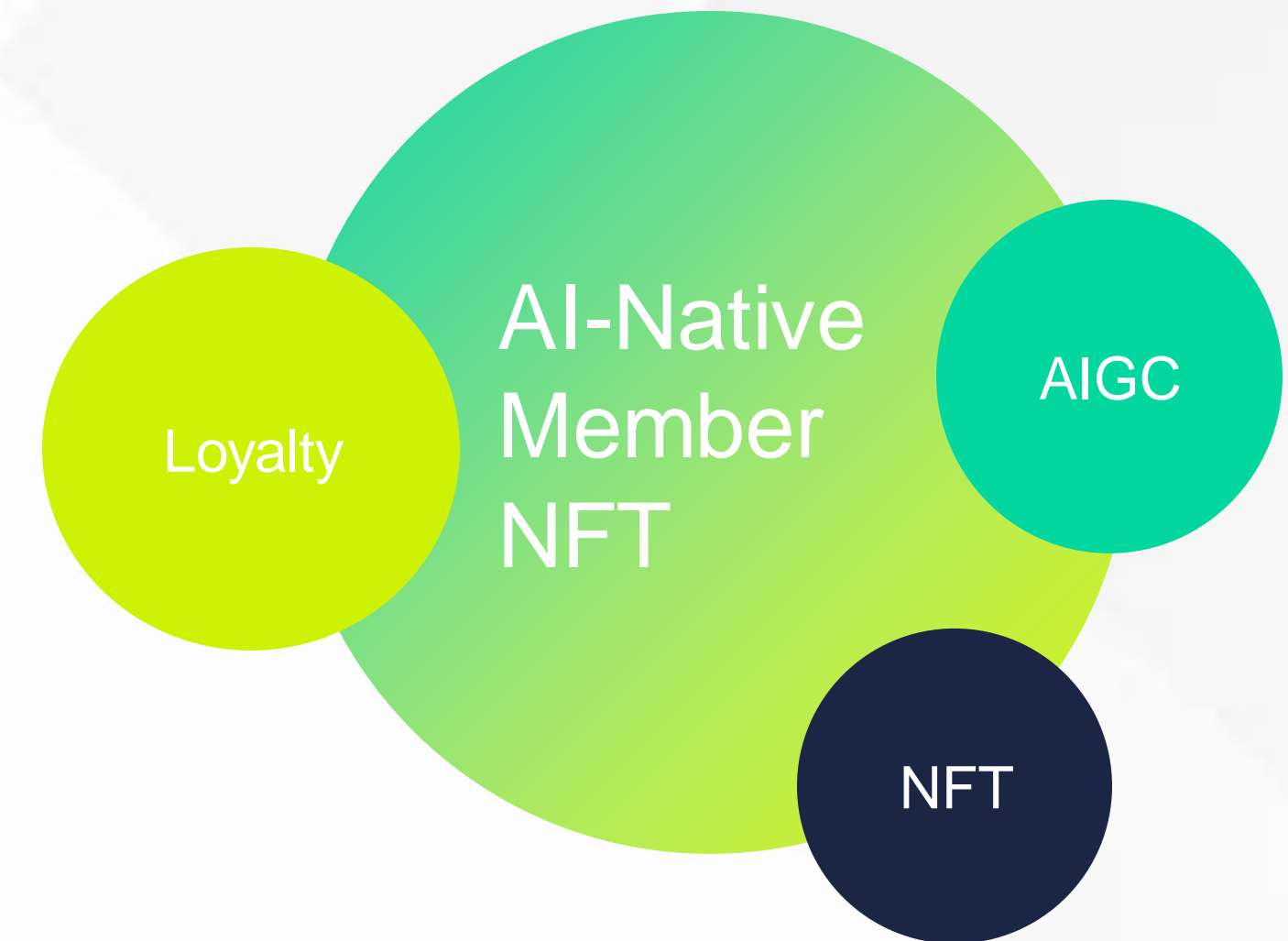
Service Scenario



Interactive Data Insight



Fully personalized content



Multi-round intelligent communication

AI call in customer journey





Learn More & Ask Demo



Google information form



WhatsApp for consulting

Please scan the code  
We will contact you

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