THE MARTECH SUMMIT 8 JULY 2025 HONG KONG

Opening Keynote

Unified Regional Journeys

Breaking Barriers, Building Brands: How Modern MarTech Drives Growth in Hong Kong

NEIL PATEL

Co-founder

NP Digital

NP digital | MAR TECH

Breaking Barriers,

Building Brands:

How Modern MarTech Drives Growth in Hong Kong

NP Digital | The Martech Summit Hong Kong 2025

Hi!
I'm Neil Patel.

Co-founder of NP Digital

NP digital

UBERSUGGEST

Answer The Public

There are over 8.3 million users in 200 countries using our tools.

- I've helped companies like Amazon, NBC, GM, HP and Viacom grow their revenue.
- I've driven over 800,000,000 "wallet-out, ready-to-buy" visitors to my clients' websites.
- I've also worked with Facebook, Microsoft, eBay, Yahoo, SalesForce and Intuit.
- I was recognized as a top 100 entrepreneur under the age of 30 by President Obama.
- I also helped Cheezburger Media reach 500 million page views a month.

We're NP digital A New Type of Marketing Company

MITSUBISHI MOTORS · hp · MARRIOTT · L'ORÉAL · LG · INTUIT · Levi's

Adobe · WesternUnion WU · SONY MUSIC · ESPN · NOVARTIS · PHILIPS · pwc

Over 50 awards

and nominations, including notable highlights such as:

CNN
1 Billion Pageviews

Adobe
648% Increase In Rankings

Google
Media Unification Strategy

Inc. 500 AMERICA'S FASTEST GROWING PRIVATE COMPANIES

AdAge Best Workplace

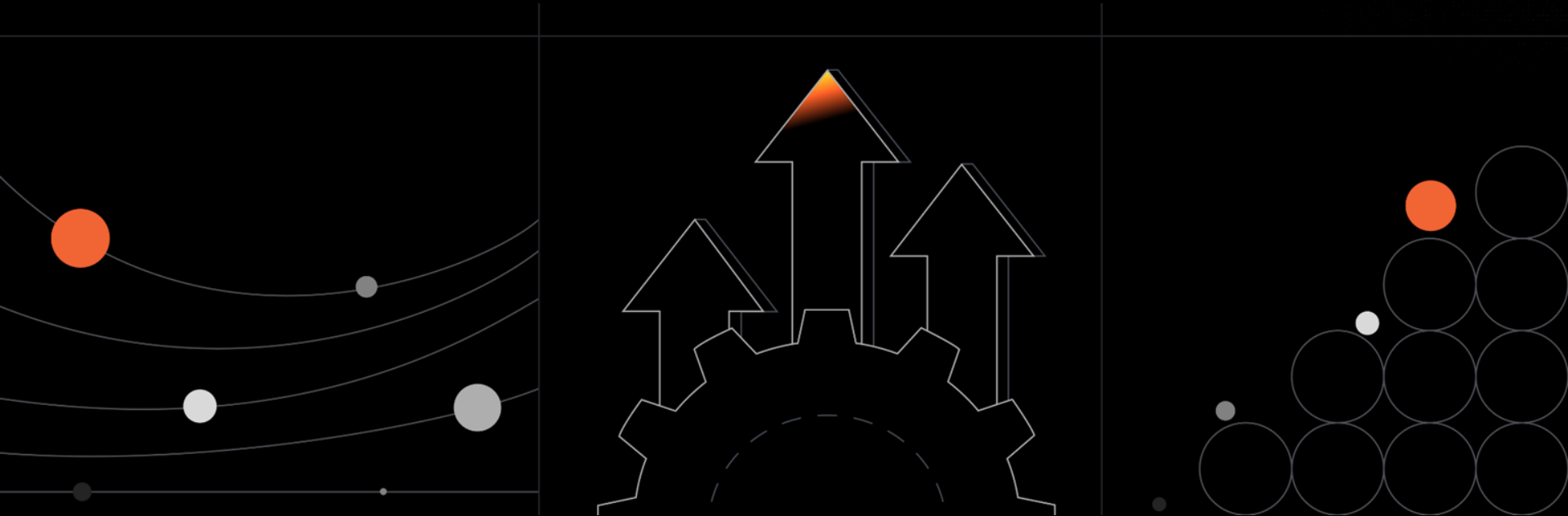
1,000+
Employees
with offices in 20 Countries

60+
Enterprise
Clients & 1500 SMBs

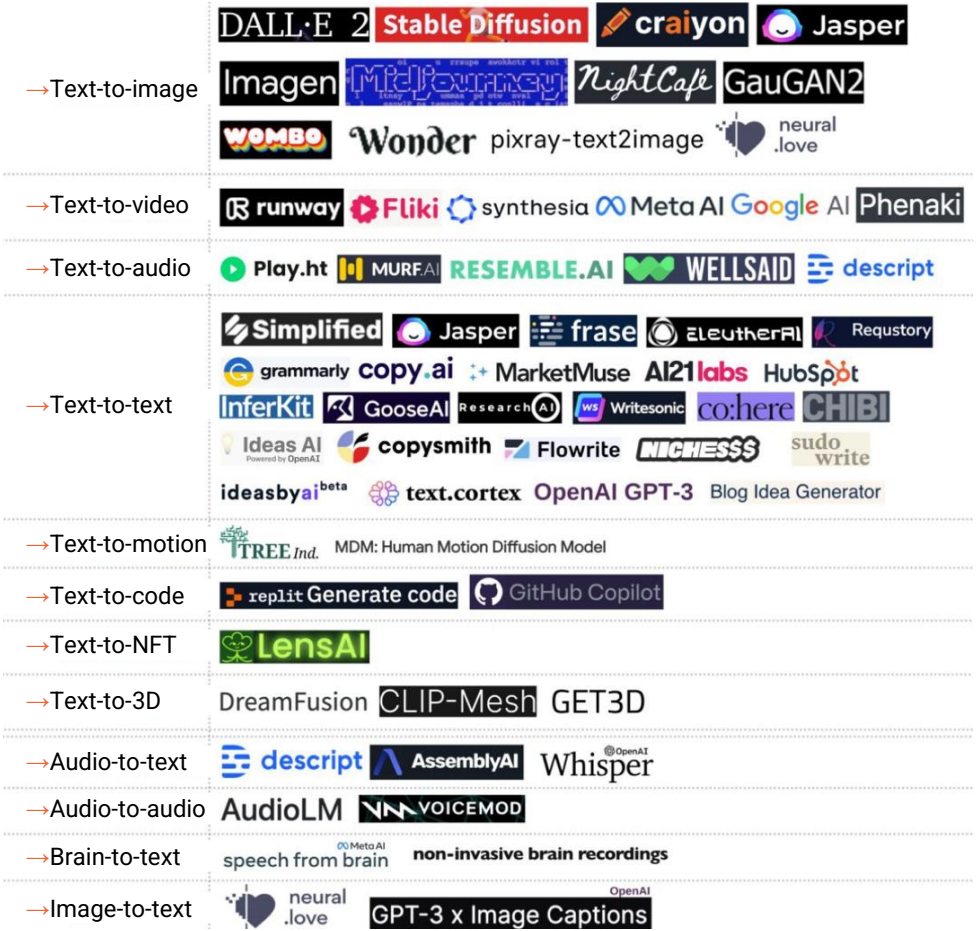
28
Countries
where our employees are located

50+
Awards
Industry Recognition and Nominations

The Case for Change: Why MarTech Needs an Upgrade in Hong Kong



“There are decades where nothing happens; and there are weeks where decades happen.”



Confidential, All Rights Reserved

Hong Kong: Digitally Mature, Growth Constrained

Source: **China Discovery**

- One of APAC's most digitally advanced markets

- **61%** of APAC marketers describe their tech stacks as limited or disorganized
  Source: Marketing-Interactive

- **51%** of marketing decisions are still based on gut instinct Source: Vancouver Web Summit 2025

Confidential, All Rights Reserved

Low MarTech Integration Limits Growth

72%

of marketers report integrating only half of their MarTech stack

Source: Martechvibe

52%

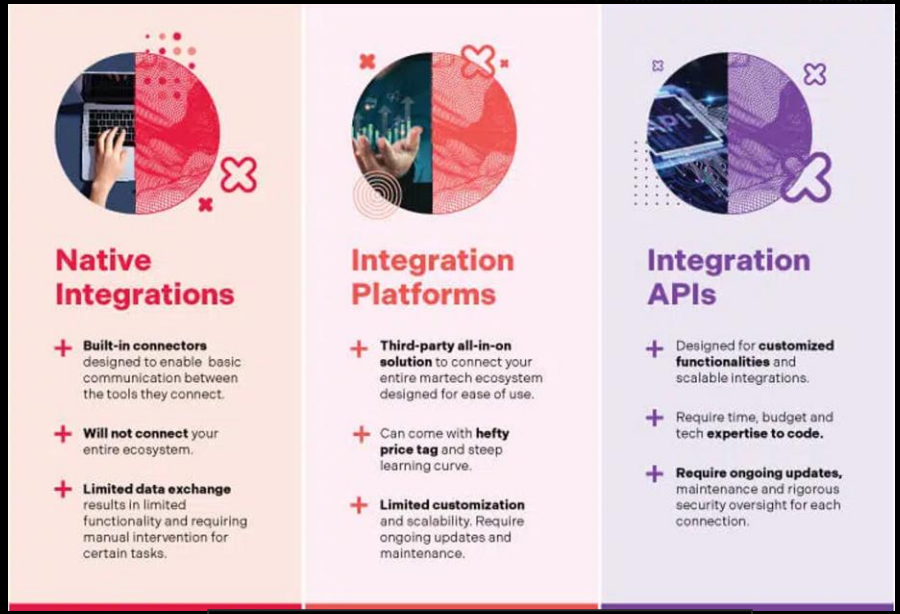
of digital marketers focus only on reach or frequency, not ROI

Source: Nielsen

Tech fragmentation

=

inefficiency, wasted spend



Source: **B2B Marketing Agency**

Confidential, All Rights Reserved

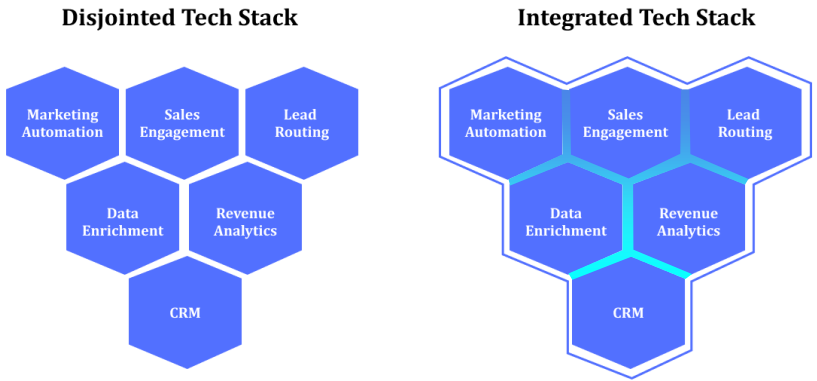
Fragmented Journeys Limit Brand Potential

Disconnected tech stacks create **inconsistent** customer experiences

Siloed platforms slow action, block unified views

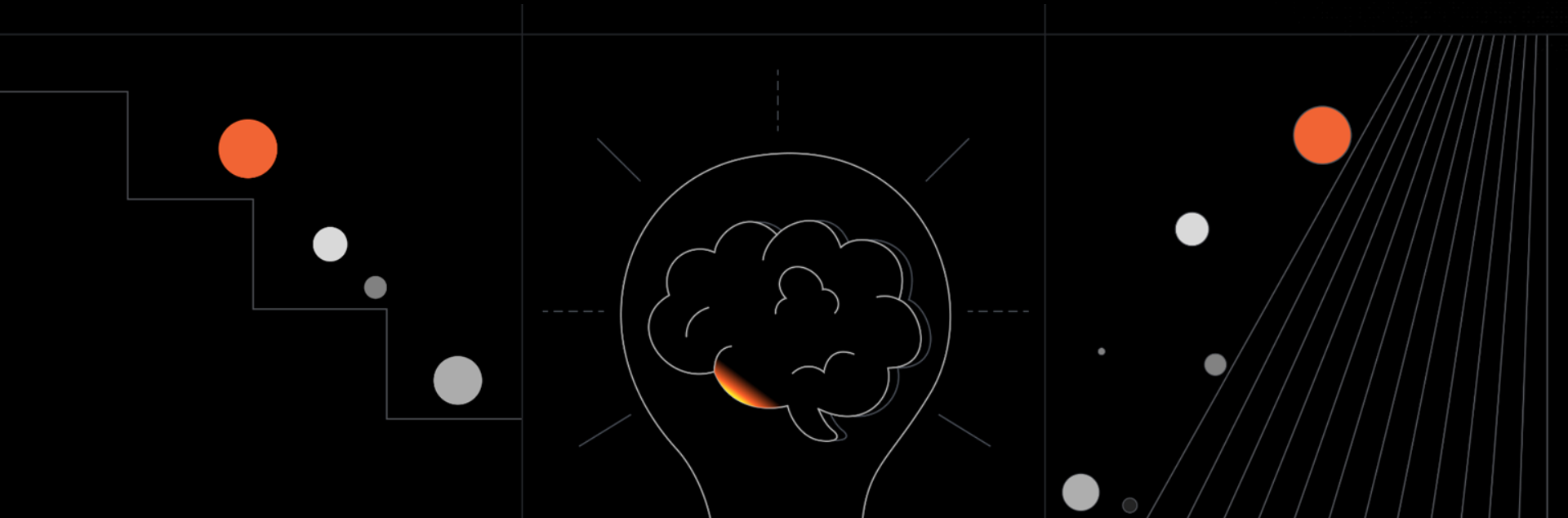
Brands struggle to personalize at scale

powerrouter



Confidential, All Rights Reserved

Cross-Border Integration: Rethinking Customer Experience Across Markets



Overcoming Regional Market Barriers

- Invisible barriers: cultural, language, compliance, operational
- MarTech connects platforms + data to deliver consistent localized engagement across markets
- Unified systems help brands align messaging and experience without friction

Source: **HKTDC Research**

Confidential, All Rights Reserved

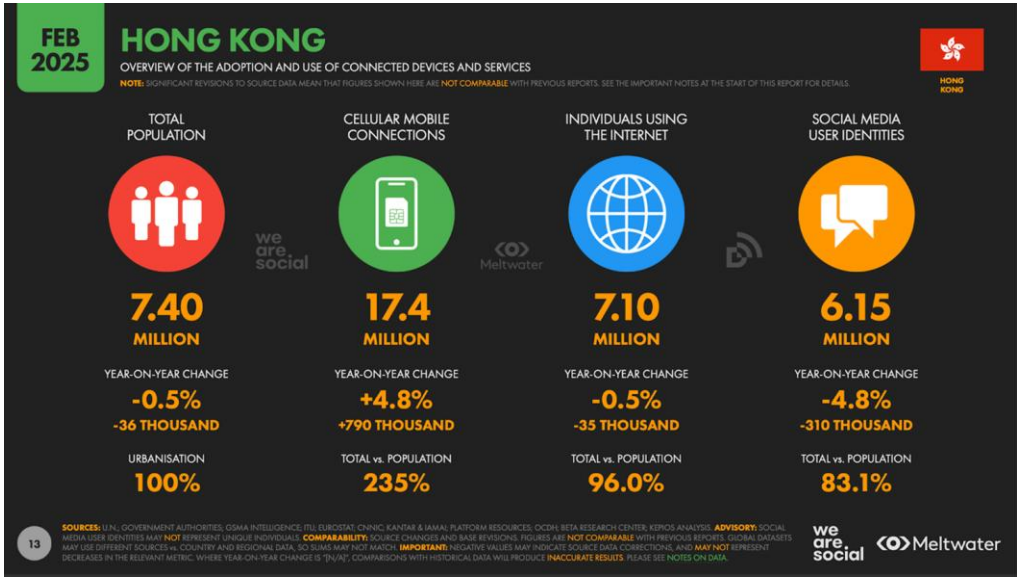
What Customers Expect

Customers want seamless experiences across platforms, devices, locations

38% reduce spending after bad CX; 15% stop doing business entirely

Source: Qualtrics 2025 Consumer Trends Report

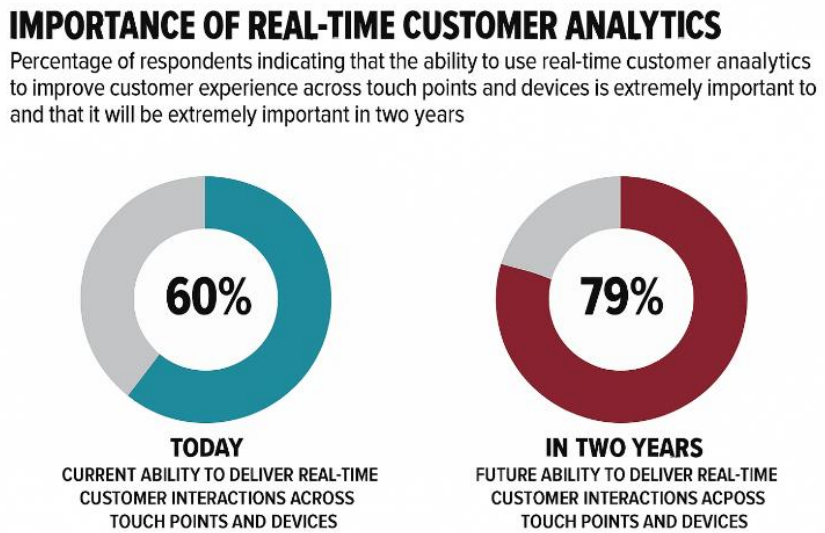
96% of about 7.4 million residents use the internet; there are 235% mobile subscriptions relative to population



Source: **Digital 2025 Report**

Confidential, All Rights Reserved

Regional Friction: Real Challenges

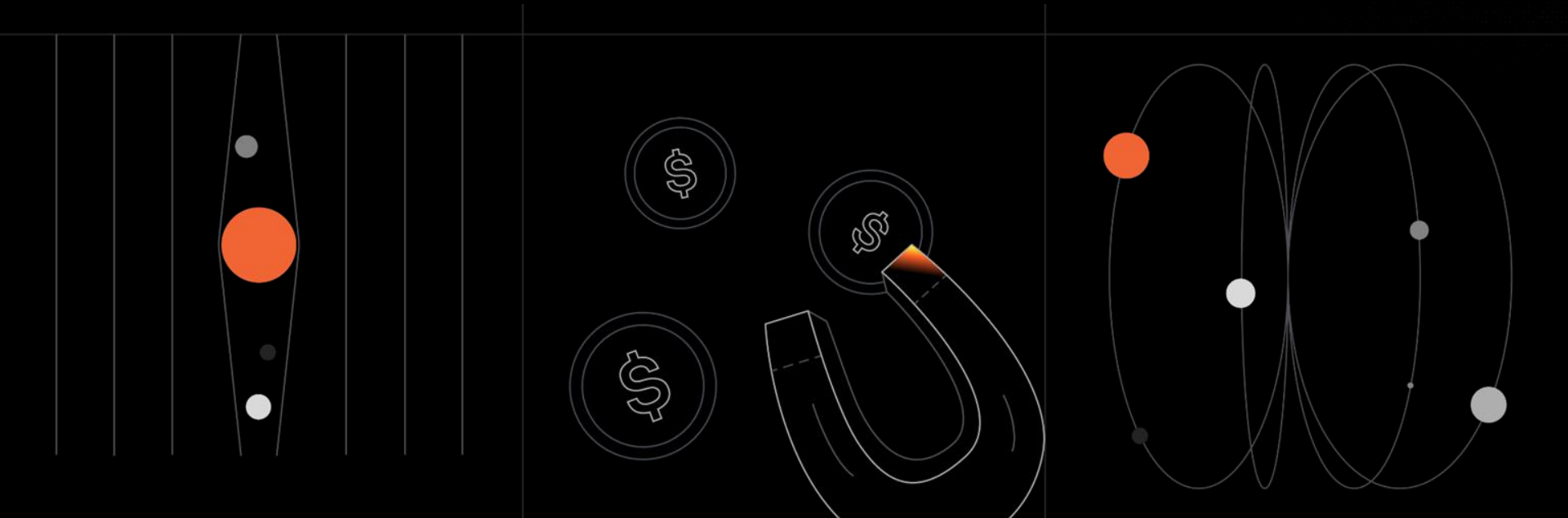


Source: **Forbes**

- Inconsistent messaging across Cantonese, Mandarin, and English creates a disjointed customer experience
- Under-used CRM systems limit personalization and relevance at key moments
- Lack of real-time customer insights

Confidential, All Rights Reserved

MarTech as a Revenue Multiplier: From Automation to Intelligence



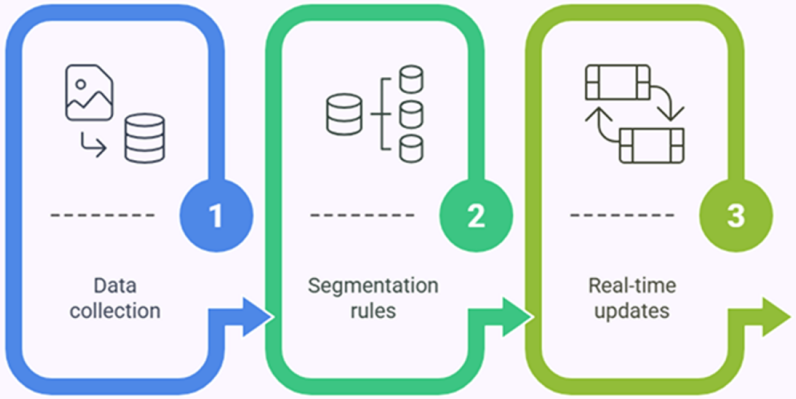
MarTech Bridges Data, People, and Performance

- Modern MarTech unifies disconnected platforms
- Breaks silos between teams, systems, channels
- Empowers personalization at scale without extra headcount

Source: **AI GPT Journal**

Confidential, All Rights Reserved

Automation Meets AI:
The Future of MarTech



Source: **Usermaven**

- Predictive analytics anticipates customer needs
- Dynamic segmentation delivers relevance at scale
- Real-time data pipelines enable rapid adjustments

- **73%** of marketers report that AI plays a key role in creating personalized customer experiences (SurveyMonkey)

Confidential, All Rights Reserved

Nike Hong Kong

Challenge:

Optimizing their marketing budget, identifying targeted audiences

Solution:

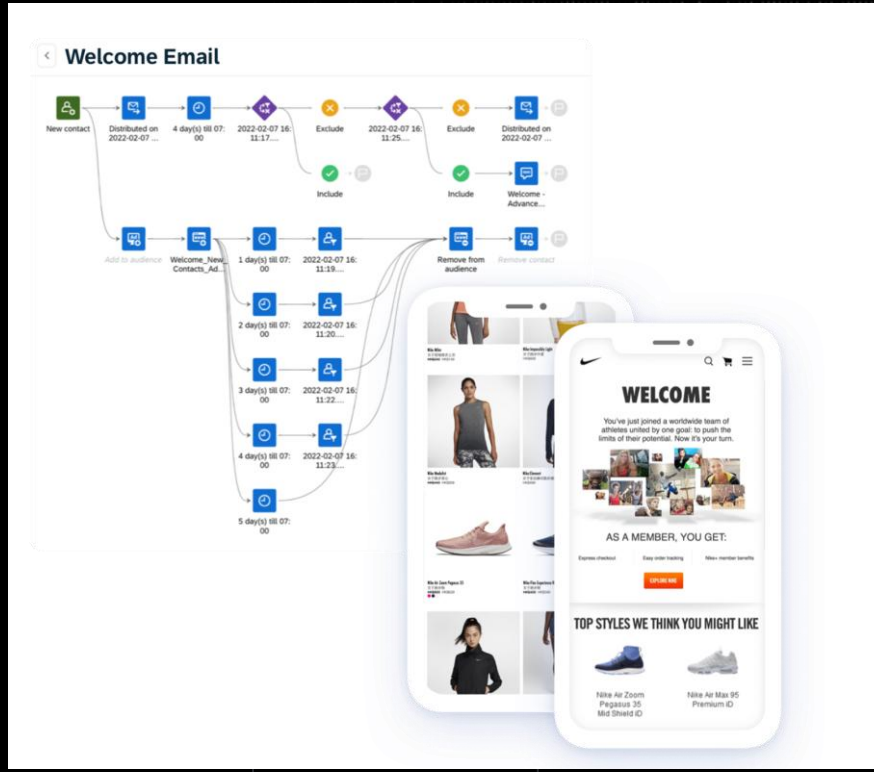
Adopted SAP Emarsys to deliver automated, personalized lifecycle campaigns using Smart Insight and Predict

Results:

110% increase in automation -driven revenue

28% increase in average order value

32.5% increase in site visits over 12 months



Source: **Emarsys**

Confidential, All Rights Reserved

Cathay Pacific

Source: **Aviation News**

Challenge: Delivering connected, personalized customer experiences across any channel

Solution: Adopted Salesforce Marketing Cloud to unify customer data and automated personalized journeys

Results:

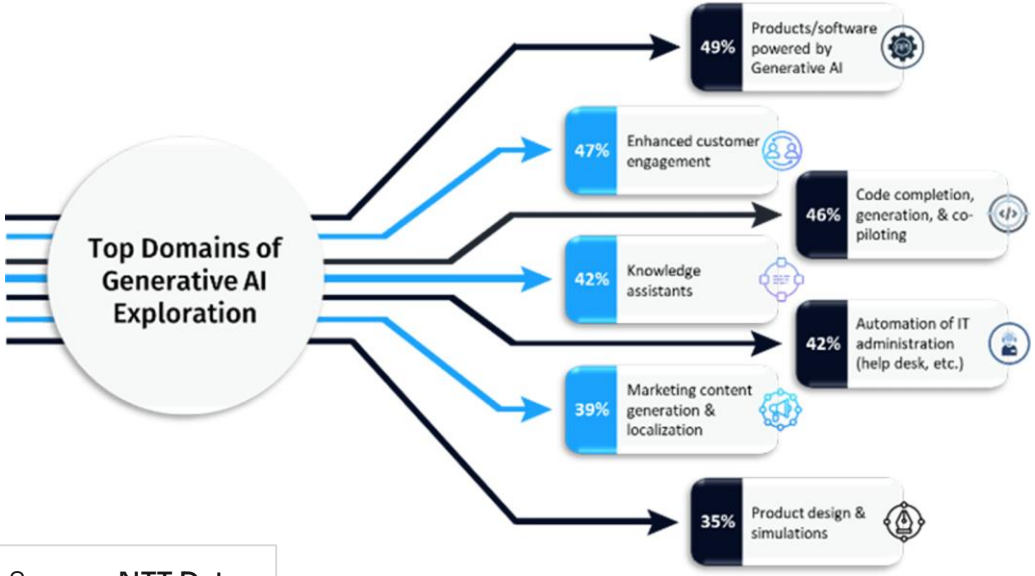
- Built 360-degree profiles to deliver consistent experiences across touchpoints
- Enabled omnichannel personalization
- Reduced time-to-launch for campaigns

Source: **Salesforce**

Confidential, All Rights Reserved

Generative AI Powers Localized Campaigns

- Generates localized content in Cantonese, Mandarin, English
- Ensures compliance + cultural fit without slowing production
- Accelerates go-to-market for regional campaigns



Source: **NTT Data**

Confidential, All Rights Reserved

The ROI of Modern MarTech

Source: **Martech Zone**

Up to
30%
efficiency gains through data-driven performance marketing (McKinsey)

CMOs using
70%+
of their MarTech stack report ~20% better marketing ROI (Gartner)

Organizations earn
$5.44
for every $1 spent on marketing automations (Cropink)

Confidential, All Rights Reserved

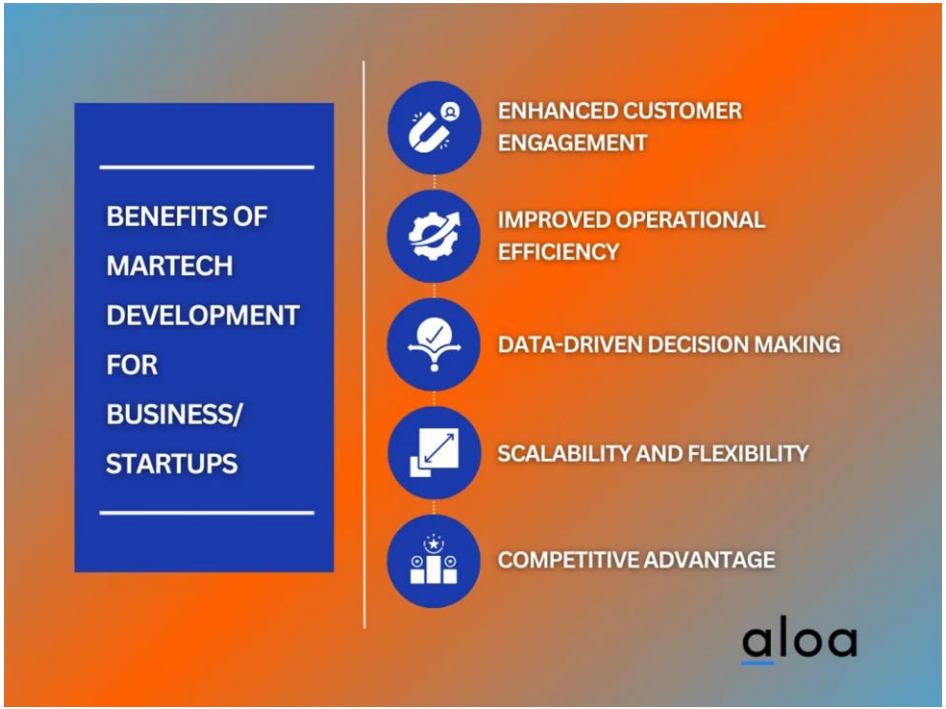
Build Your Growth Framework

1. Audit your current stack + journeys

2. Integrate tools to remove silos + enable data flow

3. Automate where it delivers clear ROI

4. Continuously **optimize** based on performance



Confidential, All Rights Reserved

Confidential, All Rights Reserved

Download Deck

Thank You