



Opening Keynote

Unified Regional Journeys

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



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Co-founder
NP Digital



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



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



digital

A New Type of Marketing Company



L'ORÉAL



INTUIT



WesternUnion\WU



ESPN



Over 50
awards

and nominations,
including notable
highlights such as:



1 Billion
Pageviews



648% Increase
In Rankings



Google

Media Unification
Strategy

Inc. 500
AMERICA'S
FASTEST
GROWING
PRIVATE
COMPANIES

AdAge

Best Workplace

1,000+

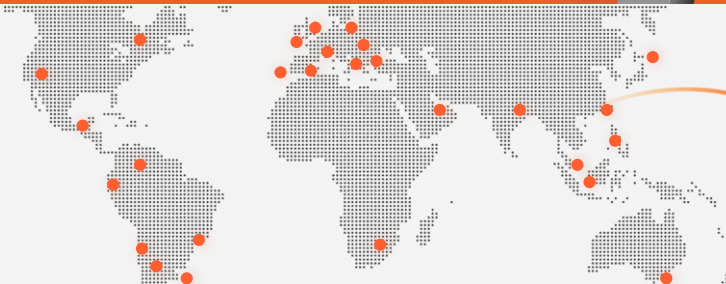
Employees

with offices
in 20 Countries

60+

Enterprise

Clients
& 1500 SMBs



28

Countries

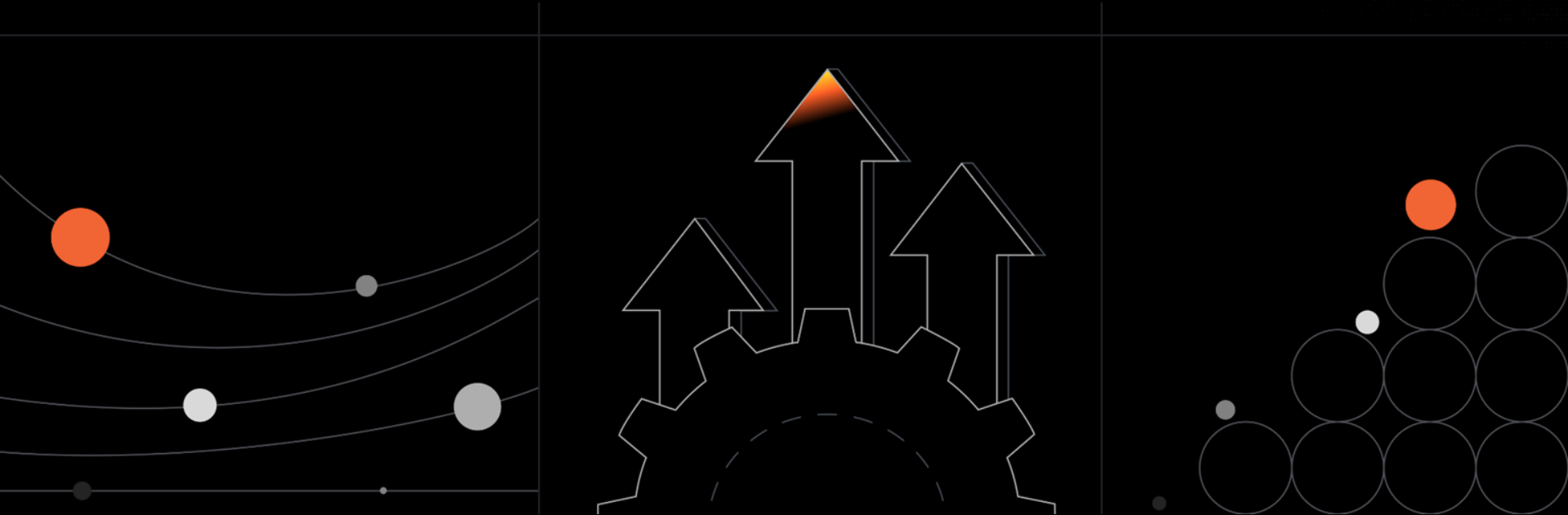
where our employees
are located

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.”

	DALL·E 2 Stable Diffusion craiyon Jasper
→Text-to-image	Imagen MidJourney NightCafe GauGAN2 WOMBO Wonder pixray-text2image neural.love
→Text-to-video	runway Fliki synthesis Meta AI Google AI Phenaki
→Text-to-audio	Play.ht MURF.AI RESEMBLE.AI WELLSAID descript
→Text-to-text	Simplified Jasper frase EleutherAI Requestory grammarly copy.ai MarketMuse AI21labs HubSpot InferKit GooseAI Research AI Writesonic co:here CHIBI Ideas AI Powered by OpenAI copysmith Flowrite NICHES\$ sudo write ideasbyai beta text.cortex OpenAI GPT-3 Blog Idea Generator
→Text-to-motion	TREE Ind. MDM: Human Motion Diffusion Model
→Text-to-code	replit Generate code GitHub Copilot
→Text-to-NFT	LensAI
→Text-to-3D	DreamFusion CLIP-Mesh GET3D
→Audio-to-text	descript AssemblyAI Whisper
→Audio-to-audio	AudioLM VOICEMOD
→Brain-to-text	speech from brain non-invasive brain recordings
→Image-to-text	neural.love OpenAI GPT-3 x Image Captions

Hong Kong: Digitally Mature, Growth Constrained



- 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

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



Native Integrations

- + **Built-in connectors** designed to enable basic communication between the tools they connect.
- + **Will not connect** your entire ecosystem.
- + **Limited data exchange** results in limited functionality and requiring manual intervention for certain tasks.



Integration Platforms

- + **Third-party all-in-one solution** to connect your entire martech ecosystem designed for ease of use.
- + Can come with **hefty price tag** and steep learning curve.
- + **Limited customization** and scalability. Require ongoing updates and maintenance.



Integration APIs

- + Designed for **customized functionalities** and scalable integrations.
- + Require time, budget and tech **expertise to code**.
- + **Require ongoing updates**, maintenance and rigorous security oversight for each connection.

Source: B2B Marketing Agency

Fragmented Journeys Limit Brand Potential



Disconnected tech stacks create **inconsistent** customer experiences



Siloed platforms slow action, block unified views



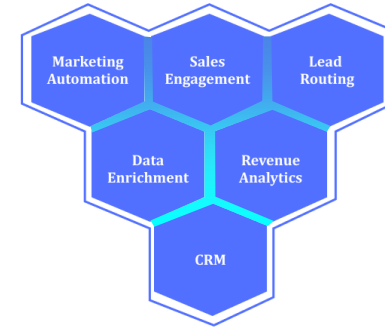
Brands struggle to personalize at scale



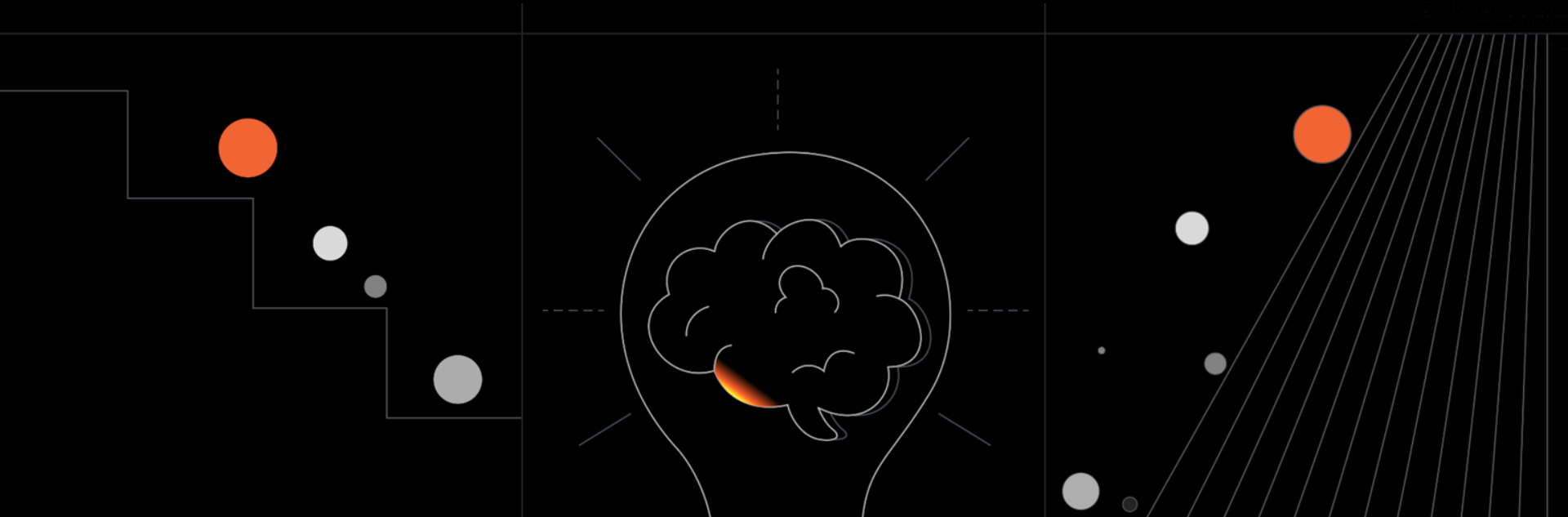
Disjointed Tech Stack



Integrated Tech Stack



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

What Customers Expect

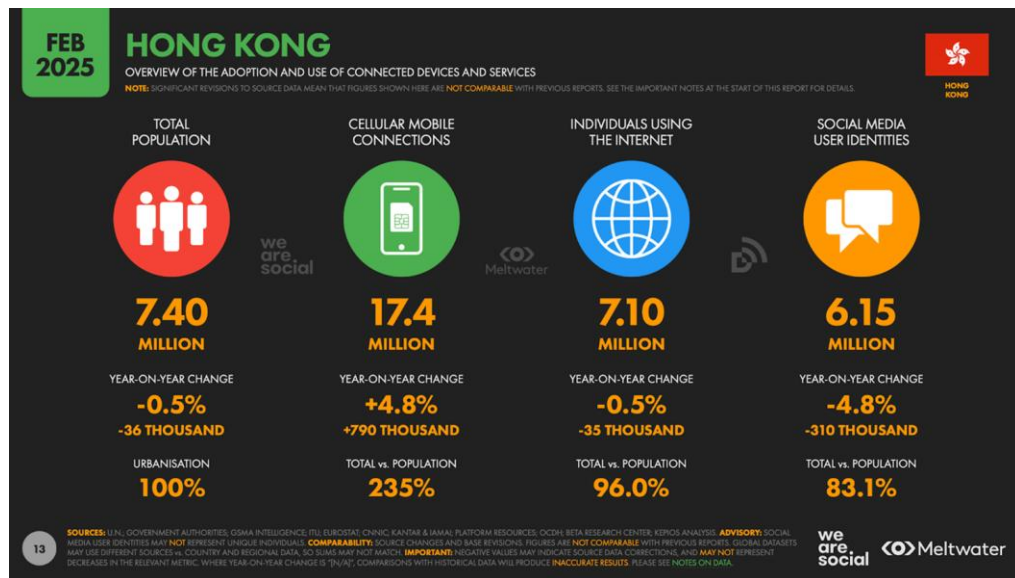
- Customers want seamless experiences across platforms, devices, locations



- **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

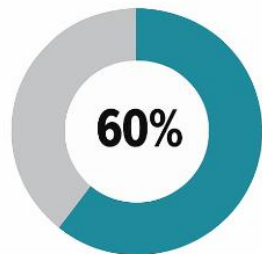


Source: Digital 2025 Report

Regional Friction: Real Challenges

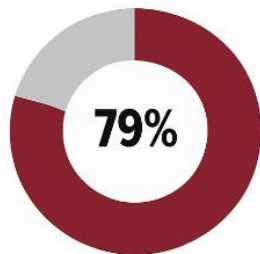
IMPORTANCE OF REAL-TIME CUSTOMER ANALYTICS

Percentage of respondents indicating that the ability to use real-time customer analytics to improve customer experience across touch points and devices is extremely important to and that it will be extremely important in two years



TODAY

CURRENT ABILITY TO DELIVER REAL-TIME
CUSTOMER INTERACTIONS ACROSS
TOUCH POINTS AND DEVICES



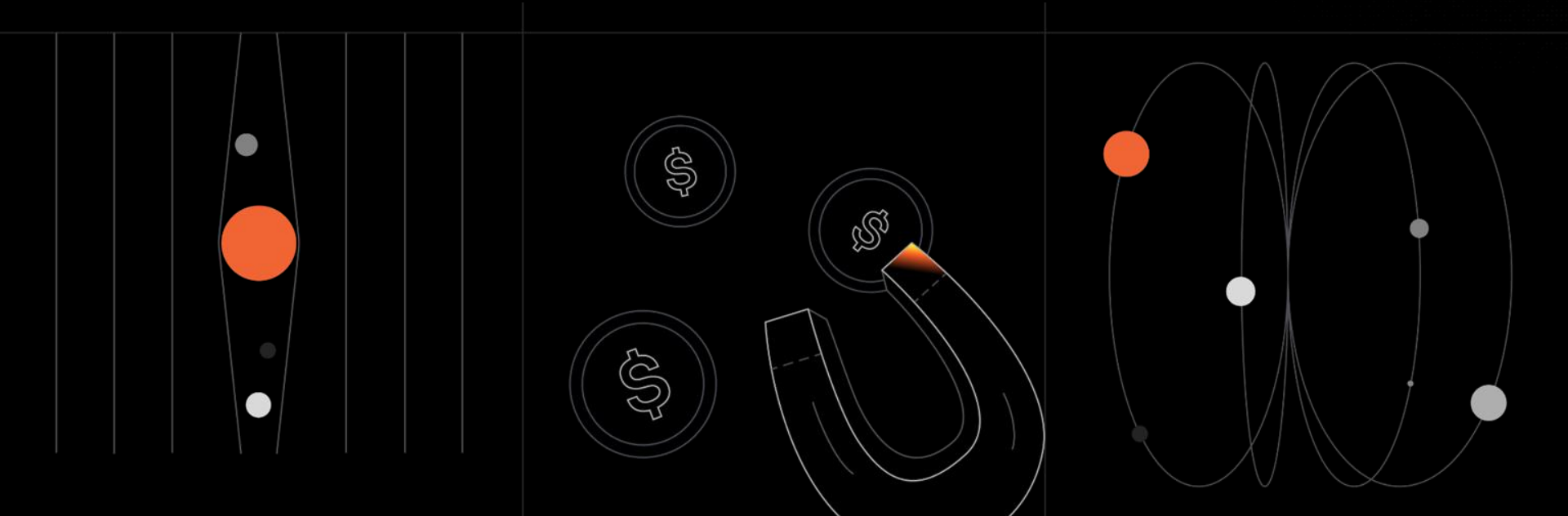
IN TWO YEARS

FUTURE ABILITY TO DELIVER REAL-TIME
CUSTOMER INTERACTIONS ACROSS
TOUCH POINTS AND DEVICES

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

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

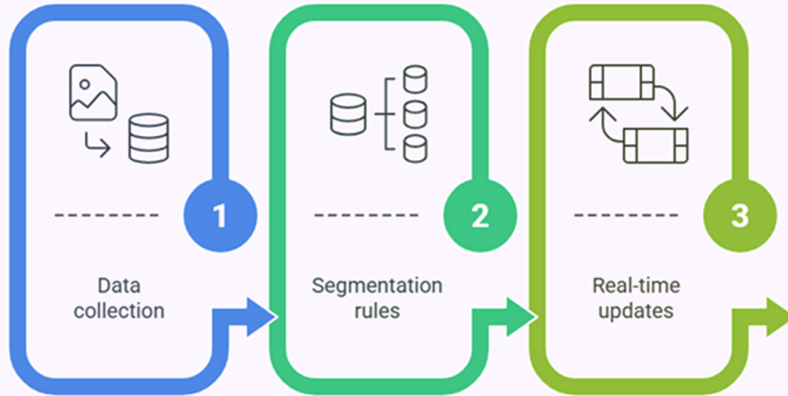


Empowers personalization at scale without extra headcount



Source: AI GPT Journal

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)

Nike Hong Kong

Challenge:

Optimizing their marketing budget, identifying targeted audiences

Solution:

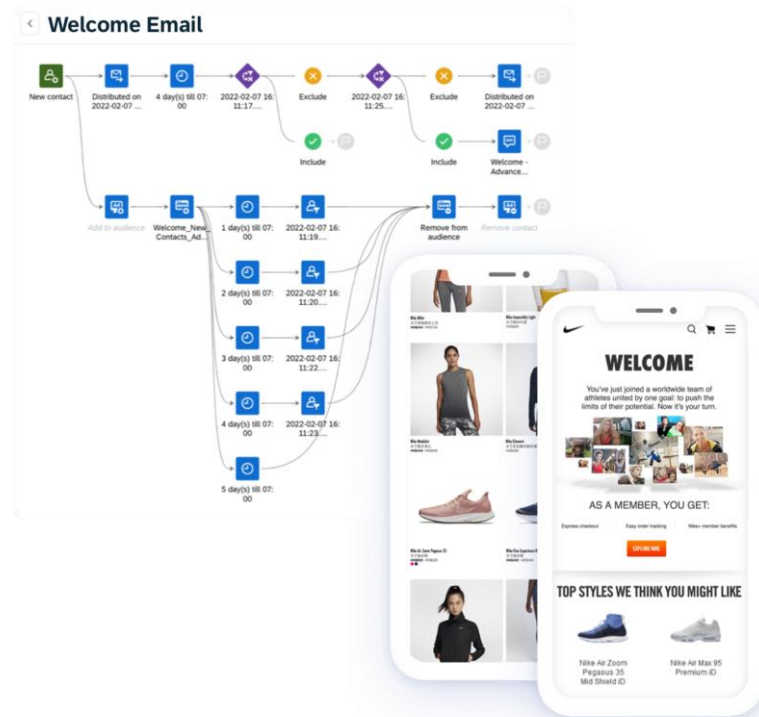
Adopted SAP Emarsys to deliver automated, personalized lifecycle campaigns using Smart Insight and Predict

Results:

110% increase in automation-driven revenue

28% increase in average order value

32.5% increase in site visits over 12 months



Source: Emarsys

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

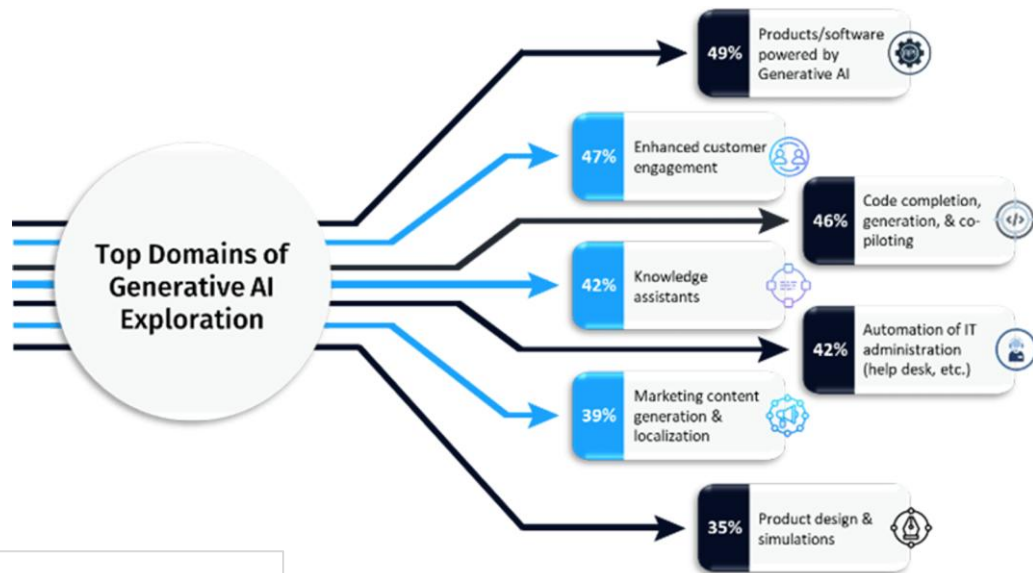
Results:

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

Source: **Salesforce**

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

The ROI of Modern MarTech

alterian

DIGITAL
TRANSFORMATION:
OLD MARKETING VS
NEW MARKETING



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)

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

BENEFITS OF MARTECH DEVELOPMENT FOR BUSINESS/ STARTUPS



ENHANCED CUSTOMER ENGAGEMENT



IMPROVED OPERATIONAL EFFICIENCY



DATA-DRIVEN DECISION MAKING



SCALABILITY AND FLEXIBILITY



COMPETITIVE ADVANTAGE

aloa

A night-time photograph of the Hong Kong skyline, featuring numerous illuminated skyscrapers and buildings. In the top left corner, there is a stylized logo consisting of a white flower-like shape with five petals, each containing a small red star, set against a dark red background.

The Time Is Now

Hong Kong Brands That Act Today Will
Dominate APAC Tomorrow

Source: Hong Kong Tourism Board

Download Deck



Thank You