



**AKA Digital**  
*a Martech Agency*



Holding company

Local company

**aka**  
Singapore

Since 2016

**aka**

Myanmar

Digital Media Agency

Digital Media & Production  
DOOH, Taxi Ads  
Google, Facebook

2018

**lava**:digital media

Vietnam

Digital Media Agency

Global Partnership  
(Spotify, DailyMotion, TheParentInc)  
Programmatic platform  
OTT, cTV

Since 2012

**lava**  
Influencer Marketing

Vietnam

Influencer Marketing

Planning  
Content  
Performance

Since 2017

**aka**

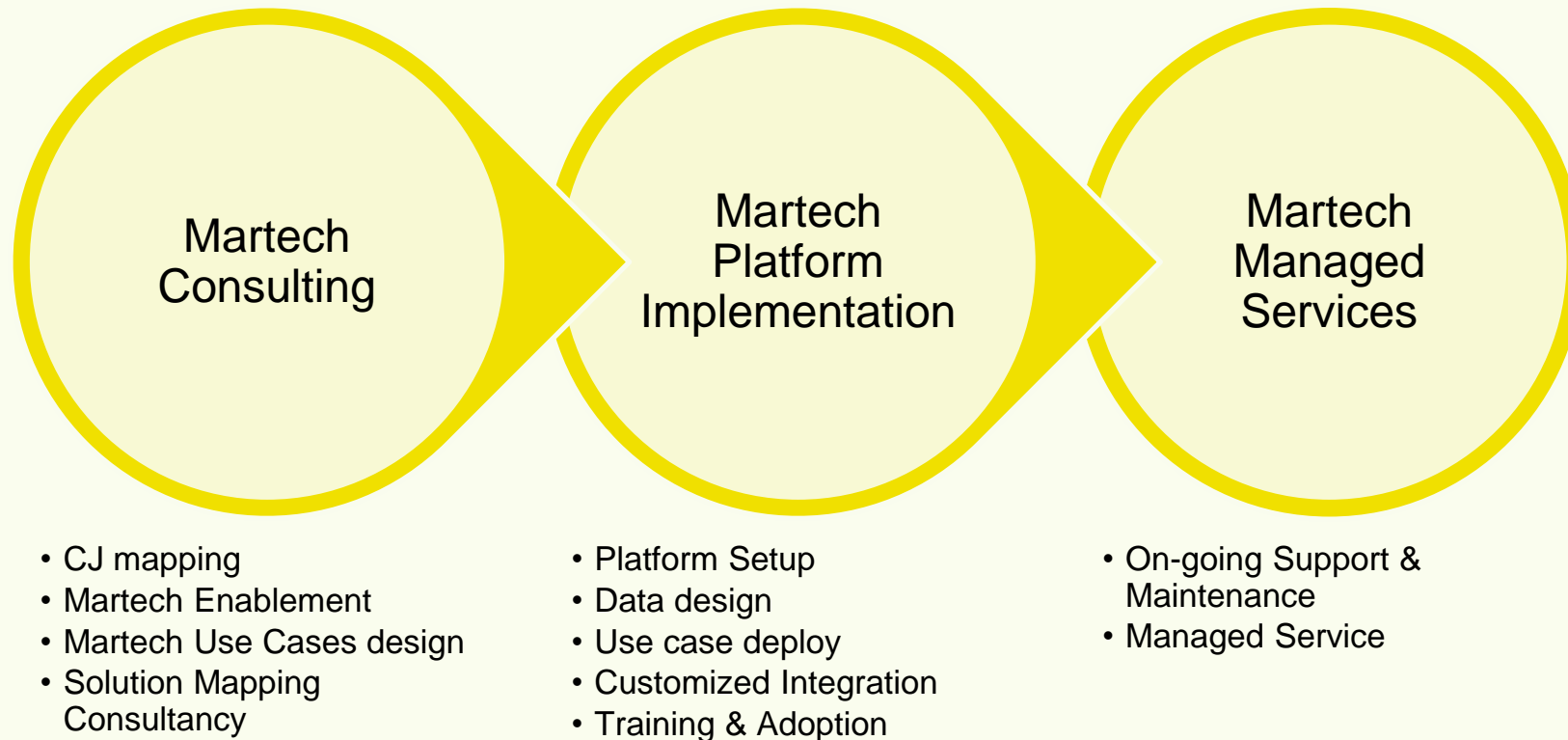
Vietnam

Martech Agency

Marketing Automation  
CDP  
Loyalty  
CRM Sales/Service  
Analytics

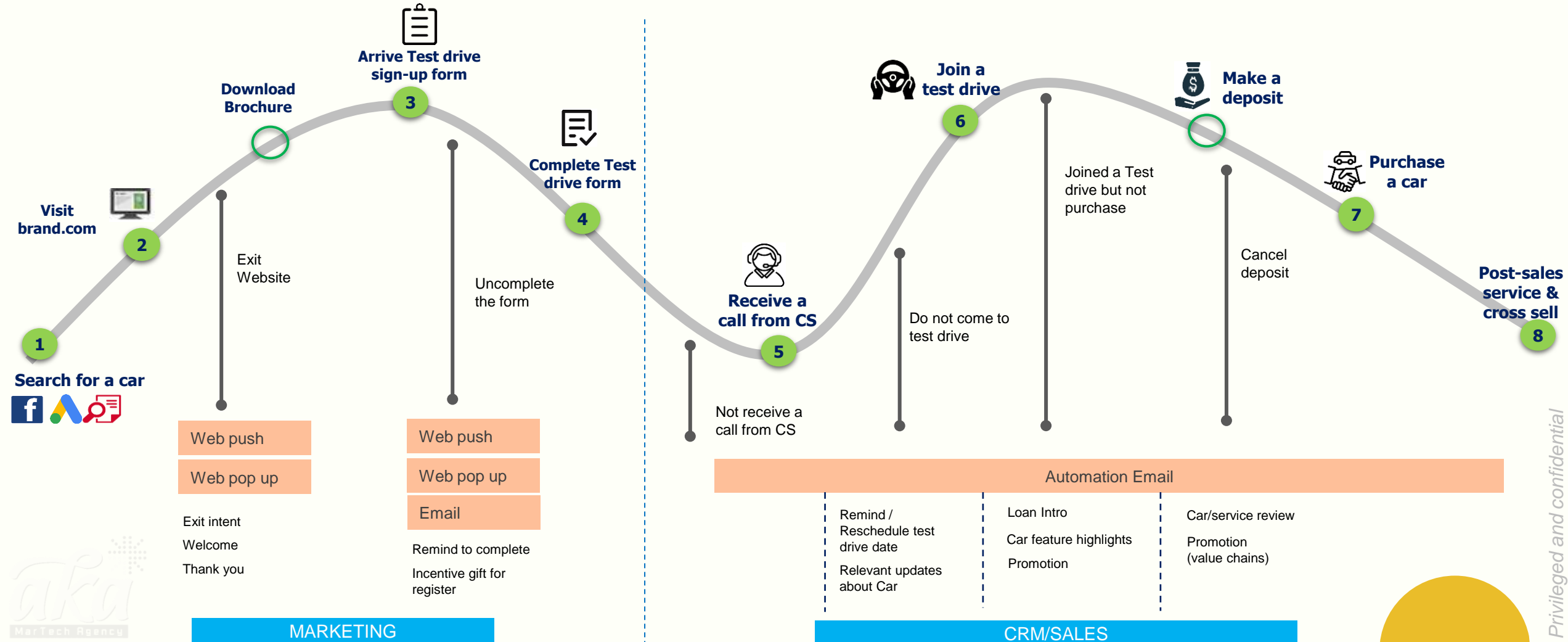
Since 2010

Operation  
HUB & Tech  
Support



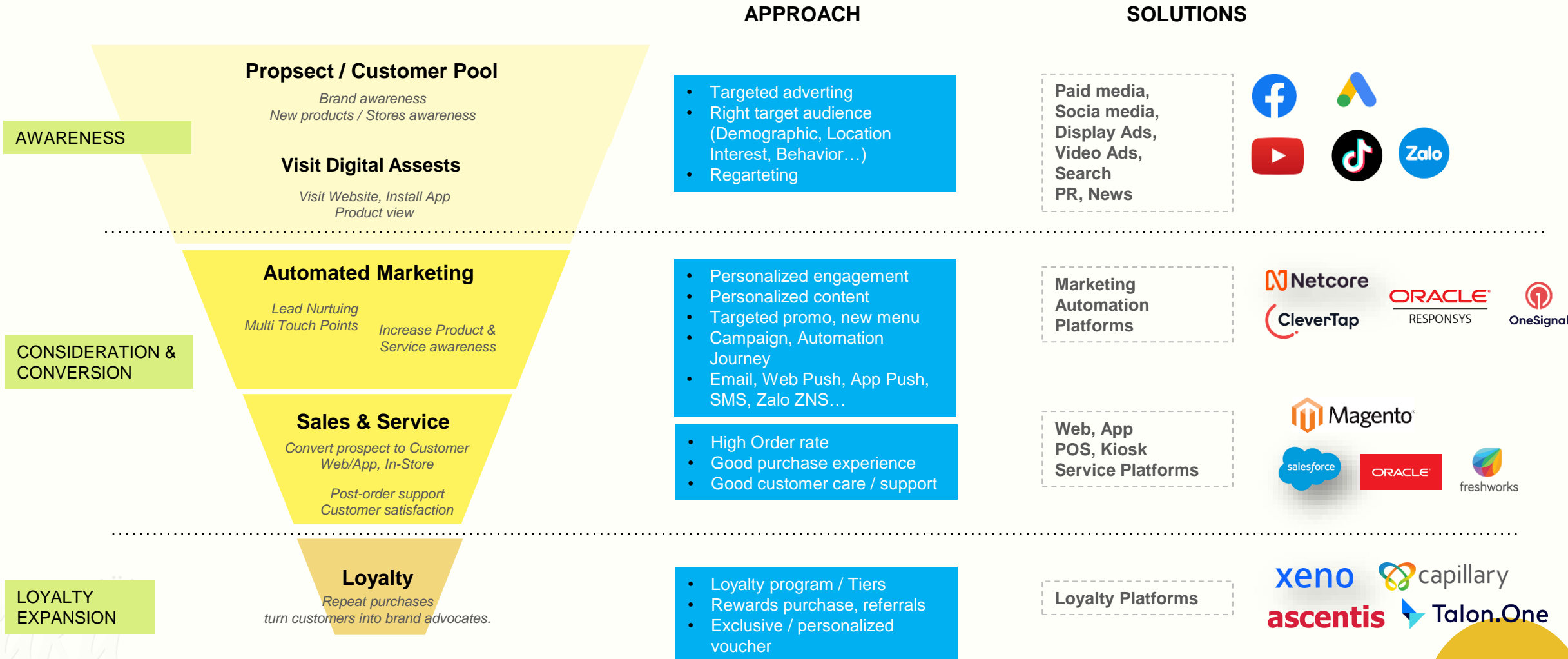
# Customer Journey design & use-case mapping

Customer Journey is always complicated and influenced by many touchpoints. Along the path, customers may **disengage** or **drop** at any point. Therefore, it's essential to implement **additional strategies** and **improve communication channels** to retain customers throughout their entire journey.



# Customer Journey & Platform/Channel Mapping (F&B)

Creating a customer journey map that integrates various martech (marketing technology) tools and channels can significantly enhance the customer experience at every stage of the journey. Below is a breakdown of how you can plan this journey using different platforms for each stage:



# CX Data Maturity

## Siloed / Departmental

### Customer data for transactional purposes

1<sup>st</sup> party customer data used in operations

Data usage focused on Marketing function



## Cross-channel

### Customer data enriched for utilization

More complete customer view with 2<sup>nd</sup> and 3<sup>rd</sup> party data incorporated

Better understanding of behaviors across channels



## Data-driven

### Automated and effective usage of customer data

Audience segmentation and targeting optimized

Customer data utilized in multiple company functions, more than just Marketing



## Intelligence-driven

### Data for customer lifetime value maximization and churn reduction

Connected intelligence leading to decisions and predictions based on full and accurate customer profiles

Customer data used by multiple systems within Marketing, Sales, Service, and Commerce

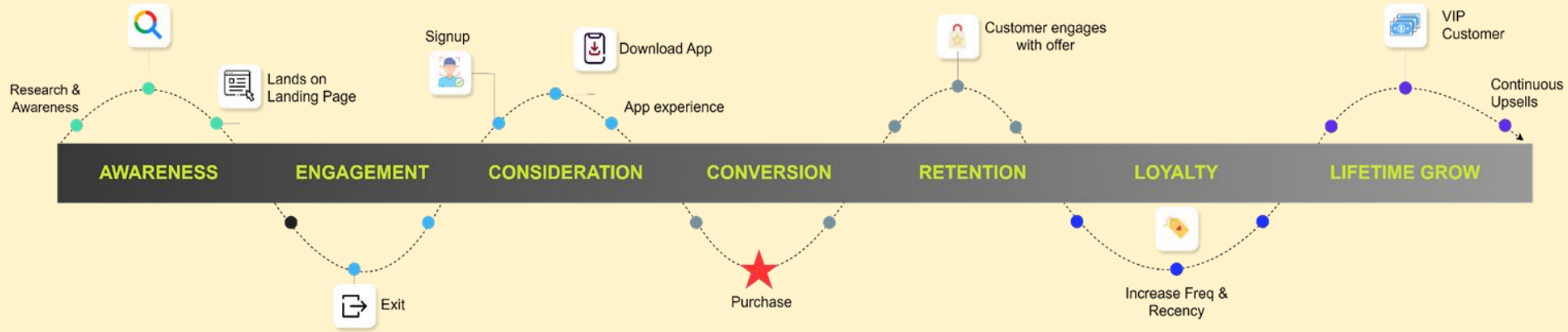


# Our CX Solution Partners



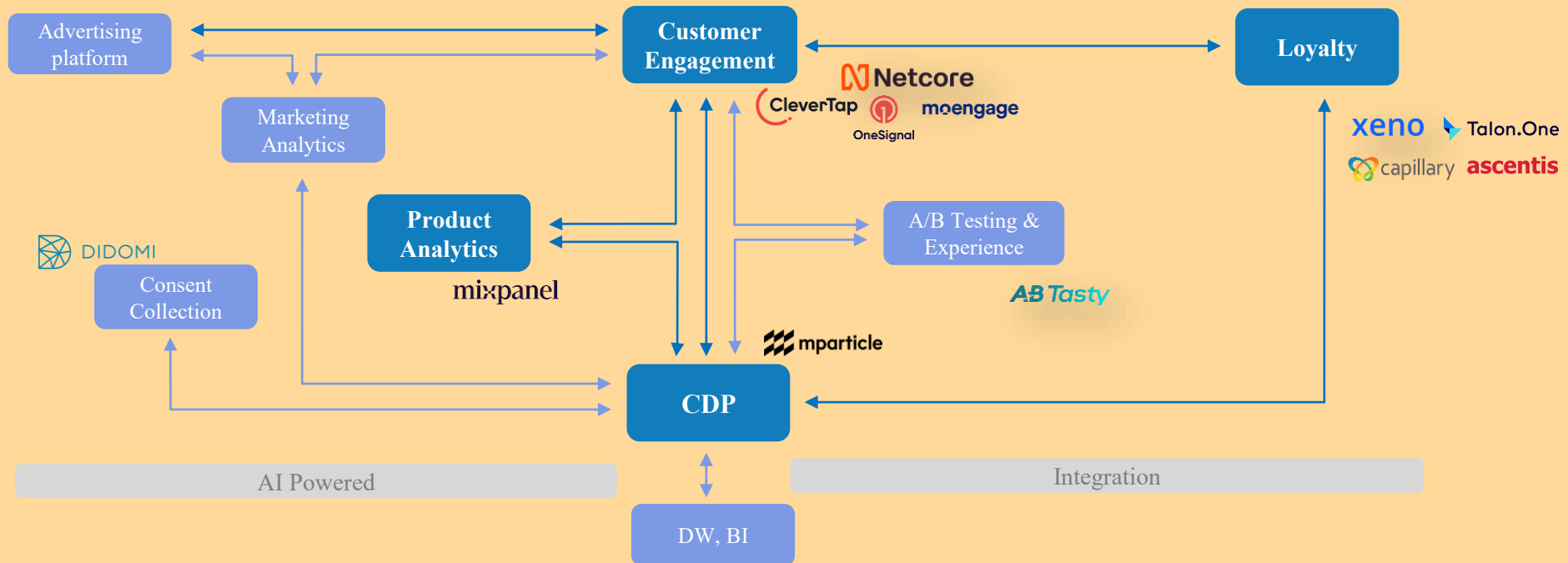
# AI-powered Best-of-Breed Data Ecosystem v.2024

Customer Life-cycle



Grow the Business

Martech Stacks



Transform Business

Improve Efficiency



# Our CX Clients



# Martech Projects implemented by AKA Digital

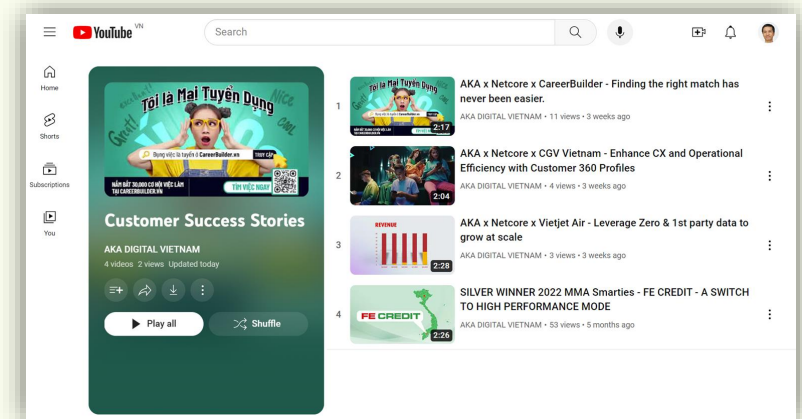
ORACLE



salesforce

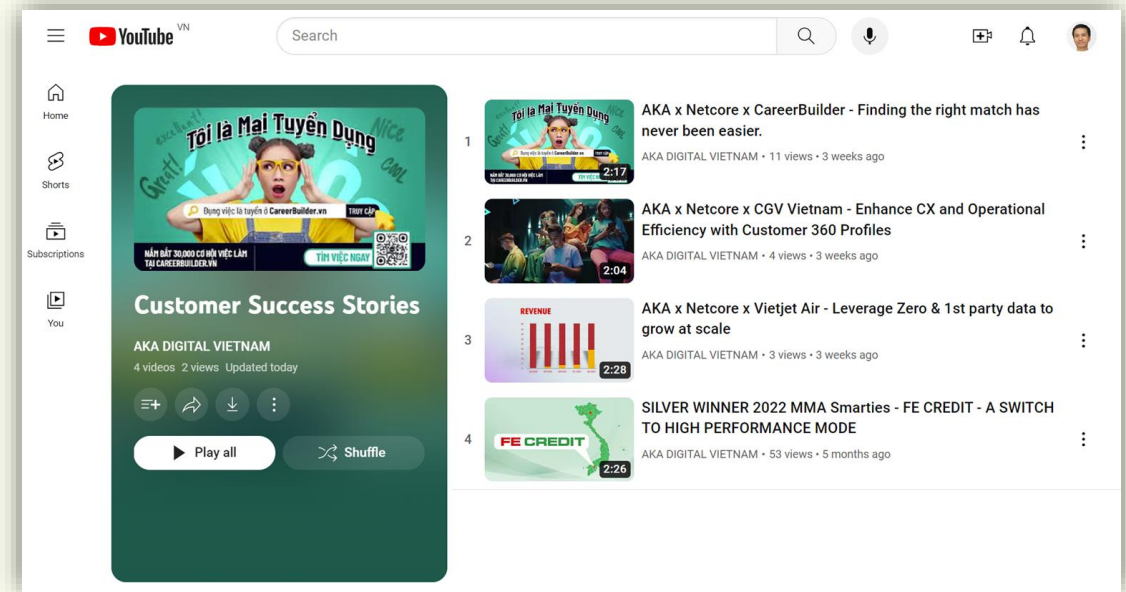


Netcore



View our success case studies at our [Youtube Channel](#)

# Clients selected AKA Digital for Martech On-going S&M Services



View our success case studies at our [Youtube Channel](#)

## Our Clients (cont.)

**Sacombank**

**SONY**

**Aj**  
AJINOMOTO.

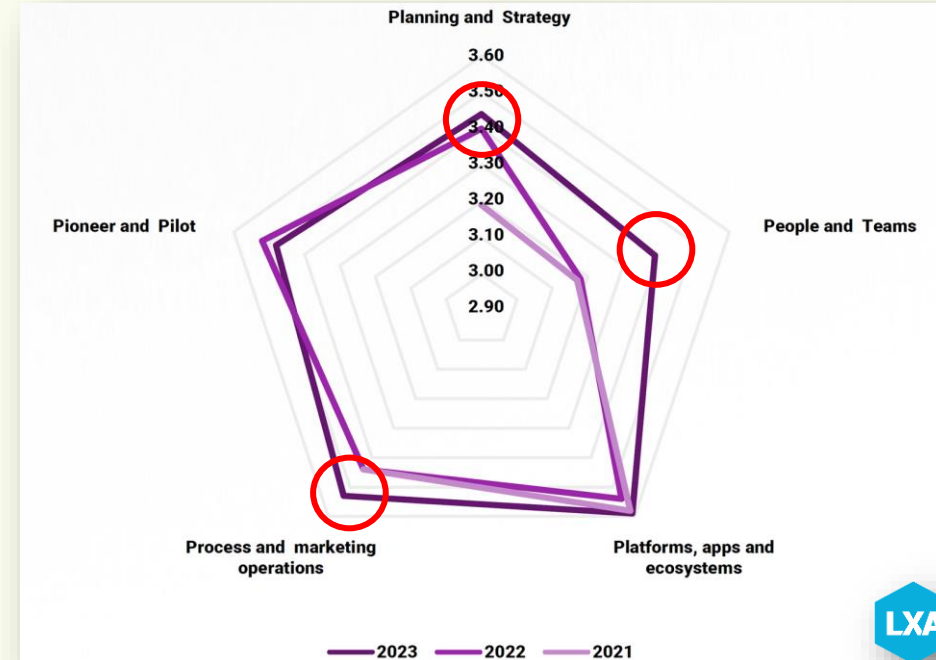
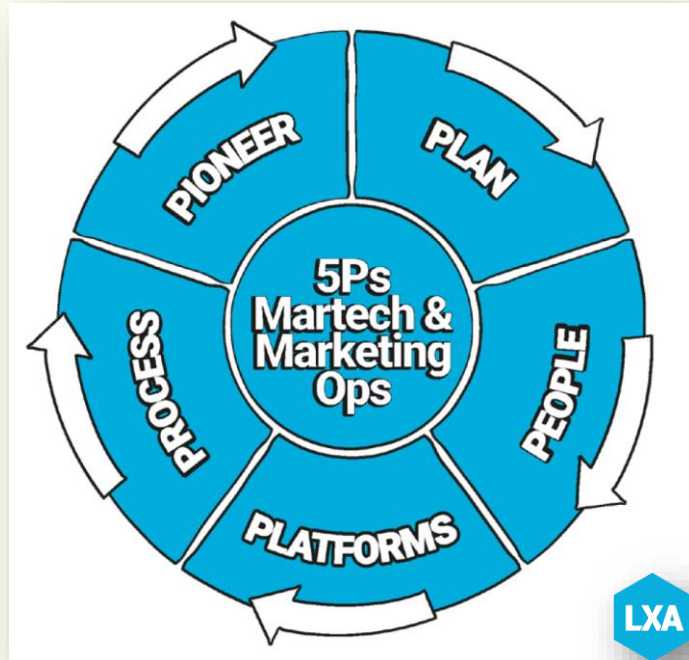
• **HAKUHODO** •

**Nutifood**

**@signify**

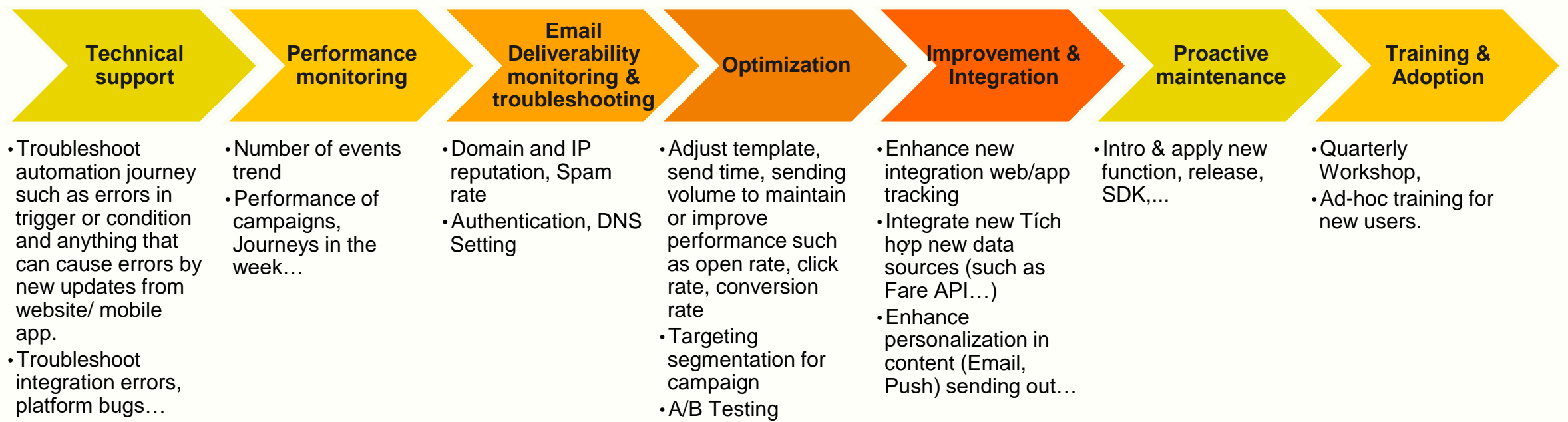
# Why AKA Digital?

## Martech Agency & The 5 Pillars of Martech



Digital Marketing Expertise + Platform Implementation & Integration + Martech Operation Service = Martech Agency

# On-going Support & Maintenance scope (example)



# Sample of Scaling Email Maturity

Need web tracking

## INCREASE CONVERSIONS

## INCREASE LTV AND SHOPPER EXPERIENCE

AUTOMATIONS

### Core Triggers

- Welcome
- Abandoned Browse
- Abandoned Search
- Uncomplete form

### Business Triggers

- Back in Stock
- Price Drops
- New Arrivals
- Low Inventory

### RFM Based Segments

- Repeat Buyers (Stars & Loyal)
- One-Time Buyers (Promising & Hesitant)

### RFM Based Segments

- Lapsed & Unengaged (Needs Attention, At Risk, Dormant)

### Buyer

- Thank You
- Ratings & Reviews
- Cross-Sell

### Non-Buyer

- Product introduction
- Promotion
- New / Hot Collection

### Buyer

- Exclusive reward
- Exclusive offer
- Relevant collection / items

### Buyer / Non-Buyer

- Exclusive discount
- Brand awareness - Story telling
- Tips / Review sharing

PHASE 1

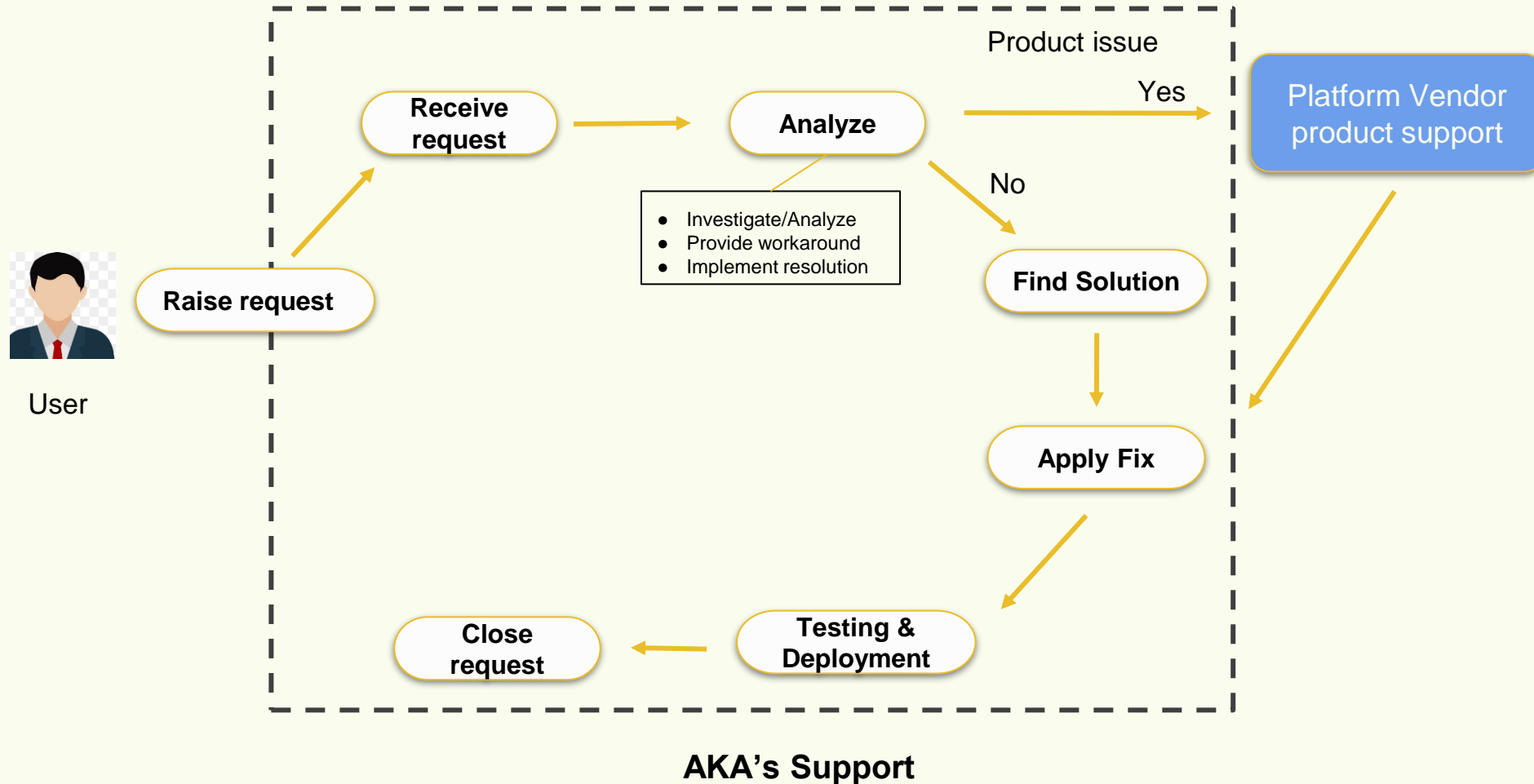
PHASE 2

PHASE 3

PHASE 4

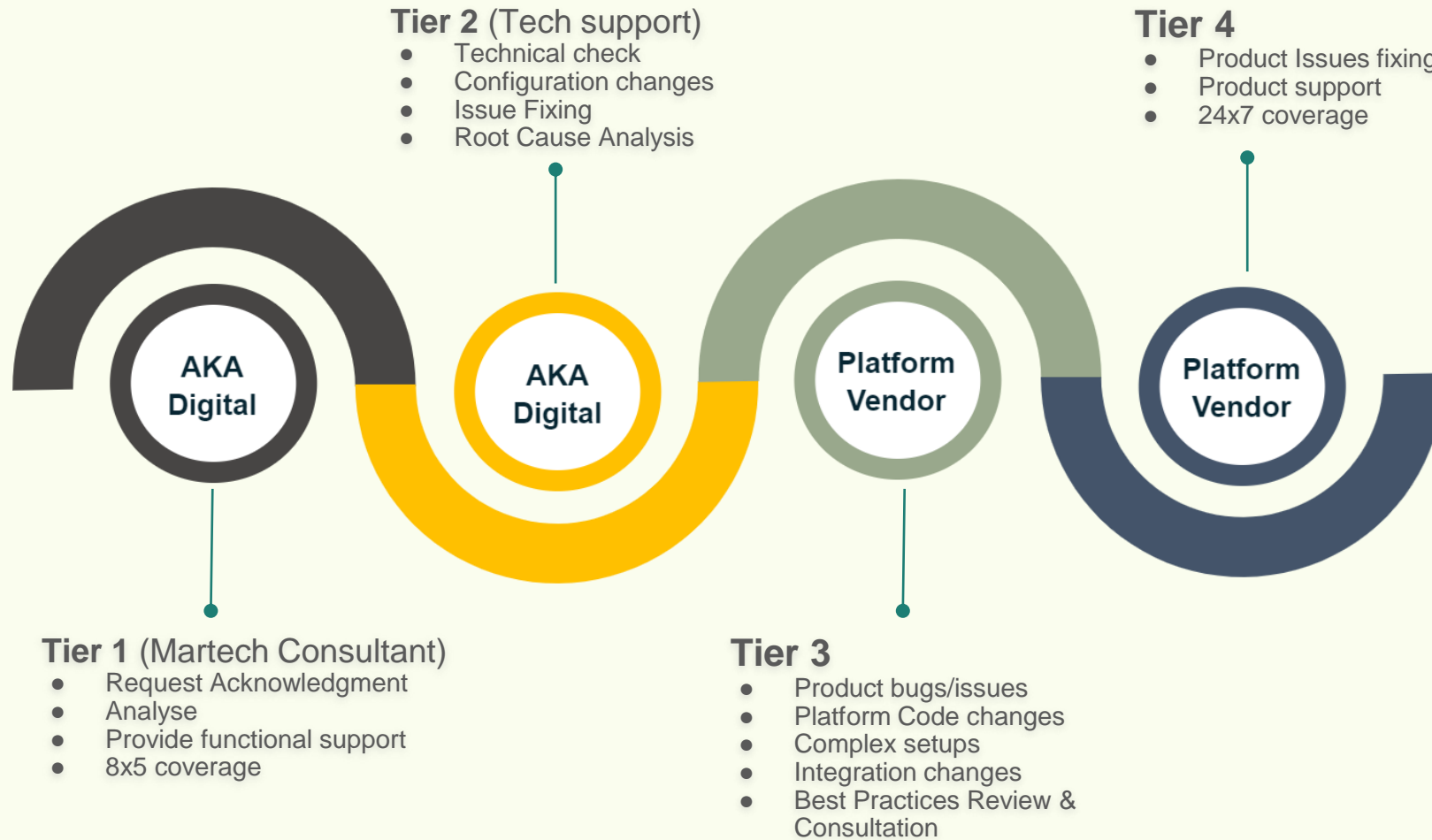
# Support Process (high-level)

We will provide comprehensive support services for MSB's day-to-day operations and meet MSB's expected service performance levels. The following diagram show our Support Process at a high level:





# Maintenance & Support framework



# Sample of Email warm-up, ramp-up plan

1st stage plan. - We need to target active only

## Template 1

- Day 1 : 500 emails
- Day 2 : 1k emails
- Day 3 : 2k emails
- Day 4 : 3k emails

## Template 2

- Day 5 : 5k emails
- Day 6 : 7k emails
- Day 7 : 10k emails
- Day 8 : 20k emails
- Day 9 : 30k emails

## Template 3

- Day 10 : 50k emails
- Day 11 : 70k emails
- Day 12 : 100k emails
- Day 13 : 150K emails
- Day 14 : 190k emails

## Before Email Warm-up

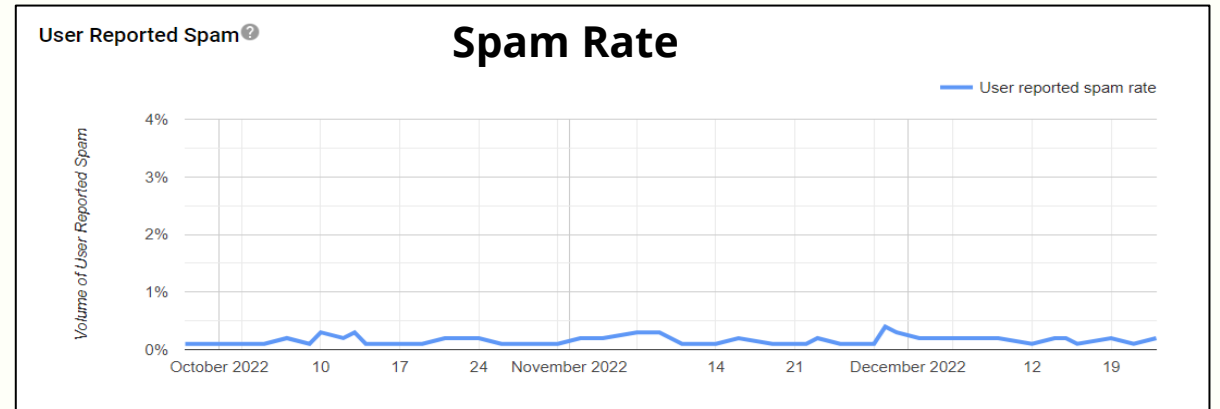
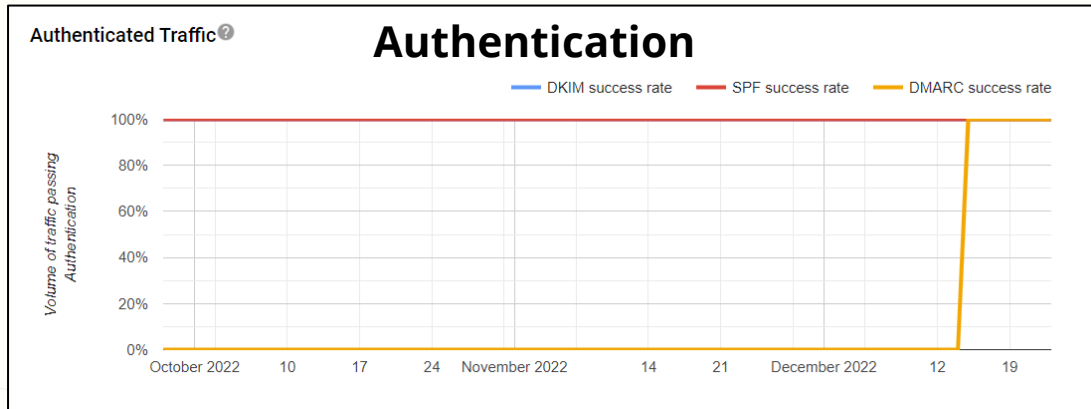
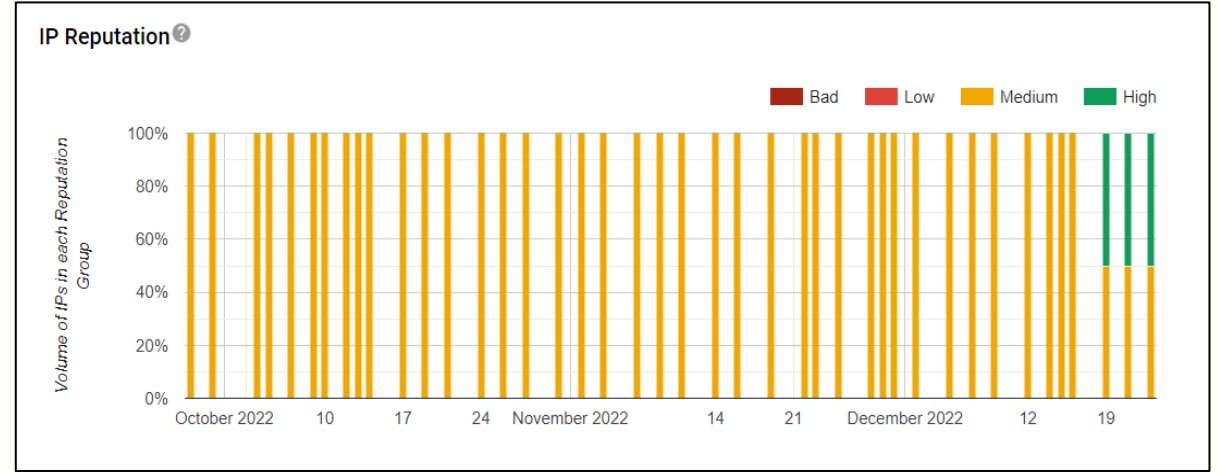
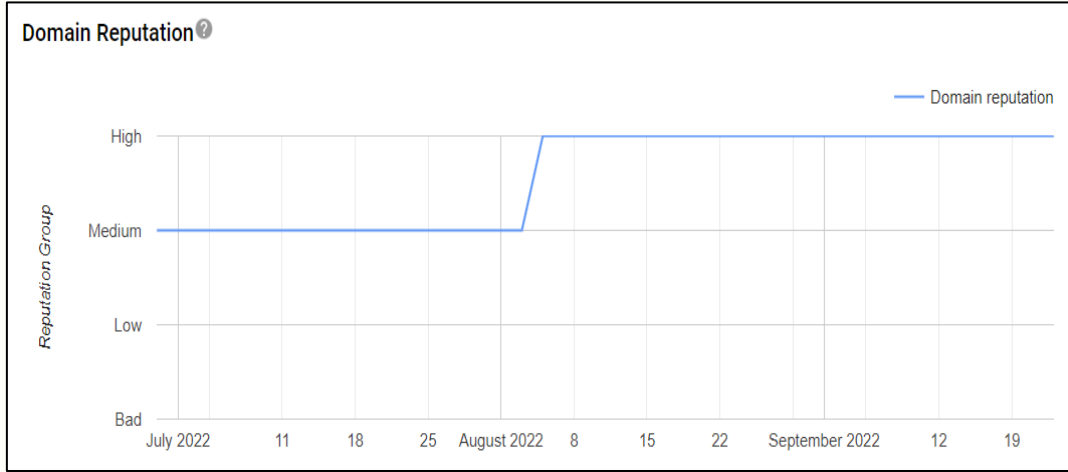
Create email content and send a request to the support team to check if the email content meets the requirements when Warm Up or not  
After the support team has checked and the email has met the requirements, you can send the campaign email according to the Warm Up plan

## After Warm-up Process

Before running any Campaign Email, you must check the Email content to see if it meets the requirements, in case of encountering spam Email issues, you can send a request to the AKA for assistance  
AKA team will check the Email content and let you know the result if anything needs to be adjusted  
You can increase the number of recipients gradually and above the maximum level of the Warm Up plan later

# Monitoring via Google Postmaster tool

Monitoring Email IP & Domain Reputation to keep good Inbox Rate and low Spam Rate



Record DMARC to prevent email phishing

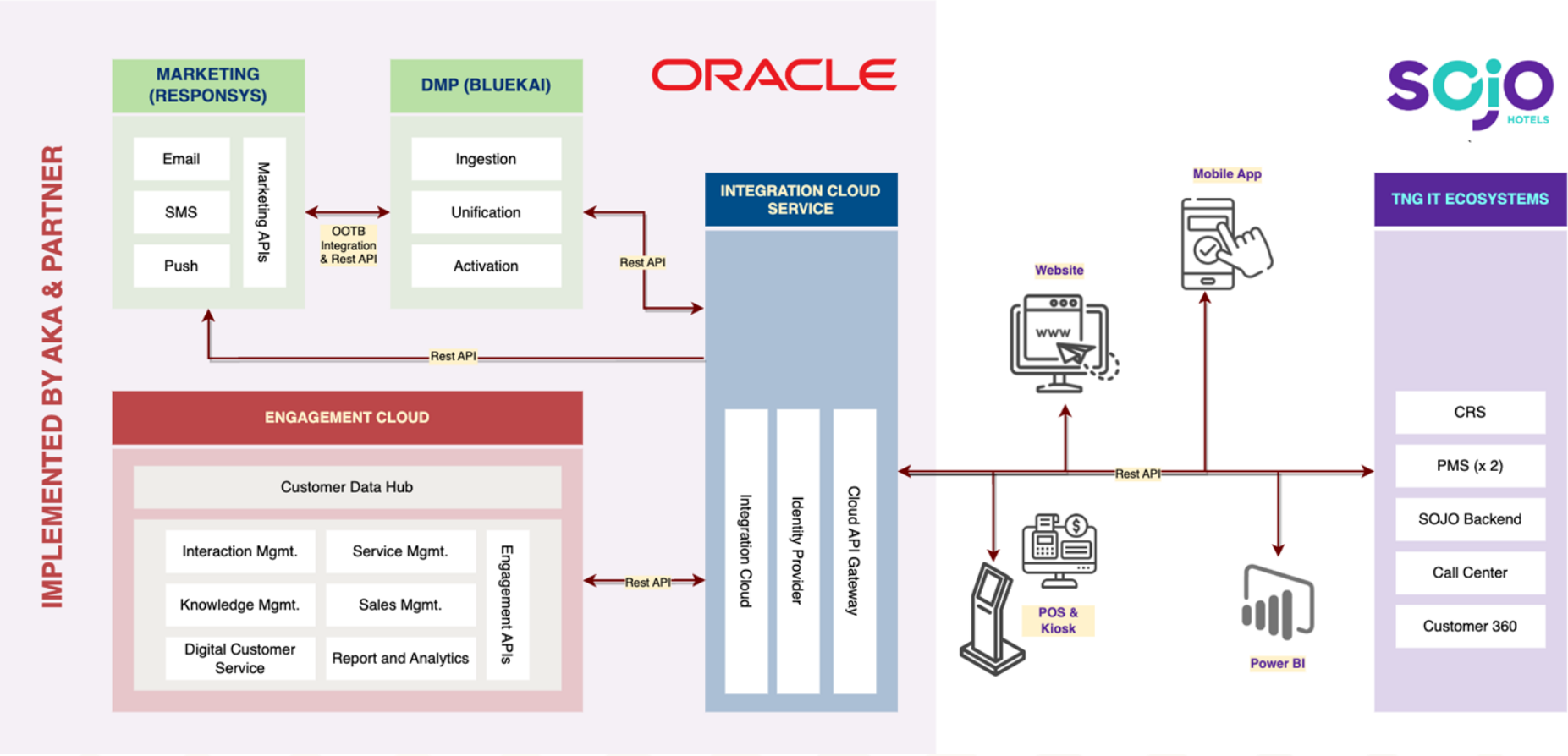
Spam Rate monitoring, should not be higher than 0.5%



# Success stories - SOJO Hotels



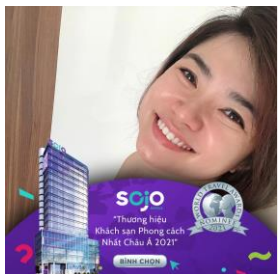
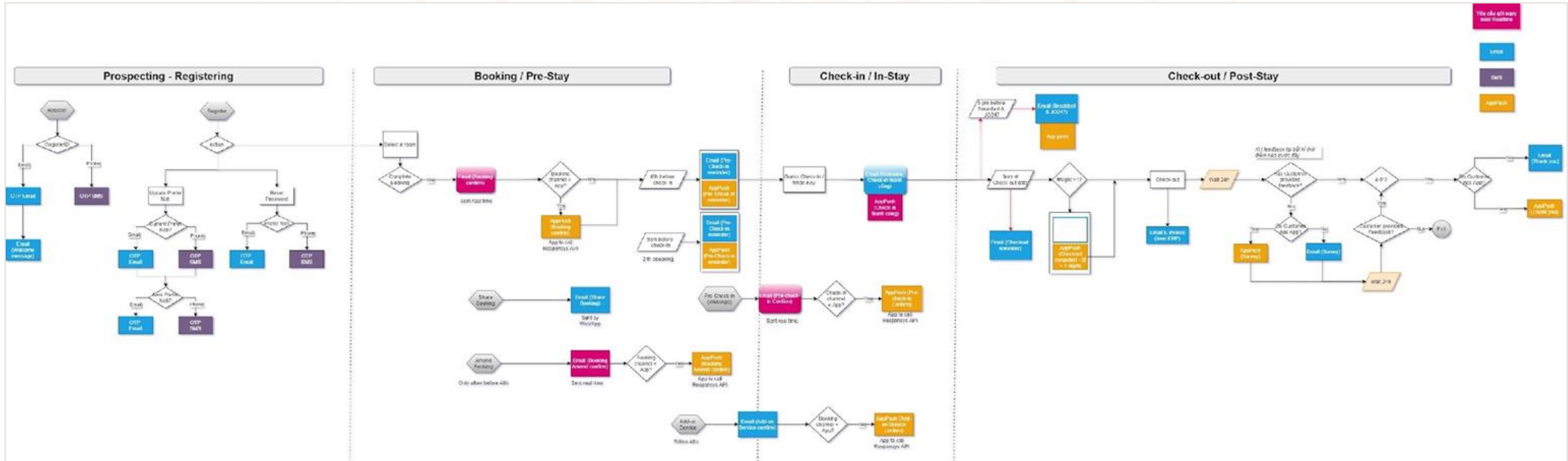
100% automation for end-to-end digital B2C customer journey with Marketing Automation, DMP, Sales and Services CRM



# Success stories - SOJO Hotels



100% automation for end-to-end digital B2C customer journey with Marketing Automation, DMP, Sales and Services CRM



**Ms. Hana Nguyen**  
CMO SOJO Hotels chain - TNG Holdings

*"It has been our pleasure to have Aka Digital team as our martech partner in deploying the customer experience full stack (DMP, Marketing Automation and Sales & Service CRM) for our SOJO Hotels Chain. Your CX expertise and commitment to the project has been key drivers for our project's success. Looking forward to extending our project to you in the phase 2."*

# FEC – A Switch to High Performance Mode in Digital Era



## Challenges

**Data siloed**

**Fragmented communication**

- Hard to set right messages
- Via several channels

**Broken customer experience**

- Incoherence
- Generic messages

## Objective

**Unify over 15 million user profiles**

**deliver over 6 millions personalized offers**

**engage with 3 million active customers**

**Onboard 350,000 new profiles**

## Outcome

**More than 15 millions profiles** have been unified with over **200 data points each.**

**6 millions profiles** have been proceeded monthly.

**6 CHANNELS**

- Email
- Online Lead
- SMS
- Mobile App
- CMR
- Web

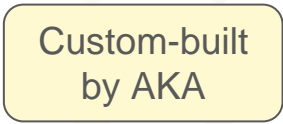
**59,000 new customers monthly** via digital platforms

**18% monthly online engagement**

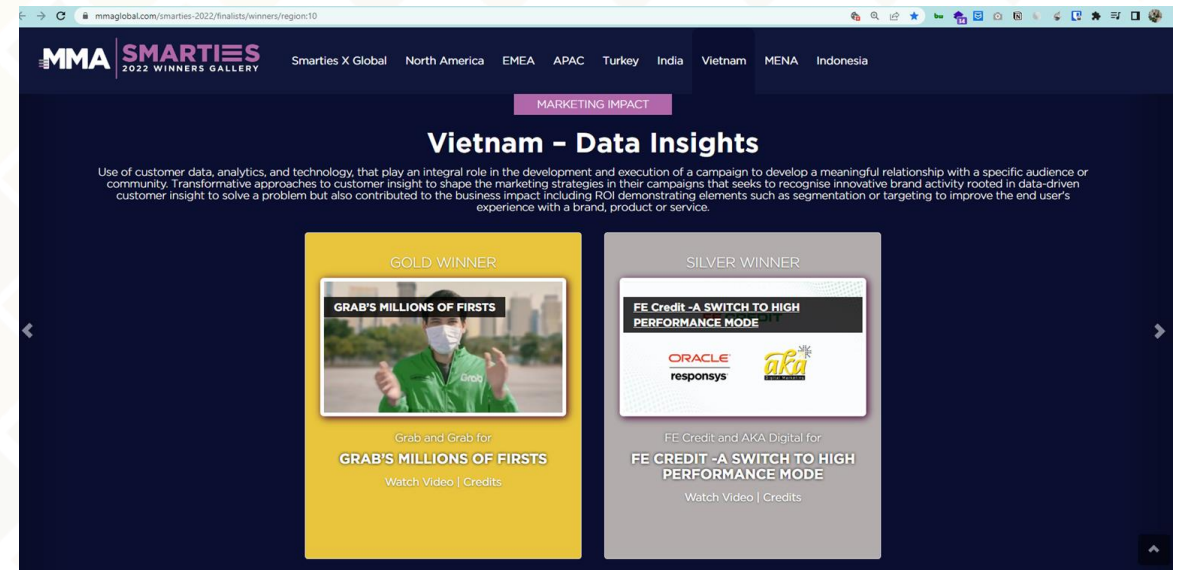
**32 million VND** Average loan amount per customer.

**65,000 qualified leads**  
**8,500 disbursement approved**

# Success stories



<https://youtu.be/fOAbuDELHpY>



## SILVER WINNER 2022 MMA Smarties - FE CREDIT - A SWITCH TO HIGH PERFORMANCE MODE

<https://www.mmaglobal.com/smarties-2022/finalists/winners/region:10>

# Success stories – Sendo B2C Market Place

## Sendo®

Sendo, a leading Vietnamese e-commerce retailer, increases web and mobile app transactions by over **51%** with Marketing Automation platform

**51%** ↑

Online transactions across website and mobile app

**21%** ↑

Number of app launches via app push notifications

**2X**

Delivery speed of time-sensitive app push notification campaigns

## Netcore

### Strategy & Solution

- **Trigger real-time, contextual web messages with personalized links:** Based on unique customer activities on website that helped deliver seamless e-shopping experiences
- **Increase app push notification delivery rates with Smart Push:** Helped engage customers with time-sensitive offers and deals, driving higher conversions
- **Automate cross-device journeys across the customer lifecycle:** Helped drive greater conversions while reducing in-house time and manpower investment



**Mr. Duc Pham**

Buyer Engagement Director - Sendo.vn

*“The Platform has helped us increase our app engagement by 21% and overall online transactions by 51%. AKA team has always ensured excellent service levels and has consulted us to leverage the best solution for all our business needs.”*



# Success stories – Fahasa Bookstore



**20X** ROI achieved through the Marketing Automation suite.

**85%** Web Message contribution to Fahasa’s revenue through successful campaigns on Exit Intent Pop-ups and Flash Sales.

Smart Segmentation

Customer Lifecycle-based  
Marketing Automation

Time-sensitive  
Engagement Strategies

Multi-channel Engagement



**Mr. Think Nguyen**  
Former Head of Growth Marketing  
Fahasa

*"We would like to thank Aka Digital team (Lava Digital Group) for your dedicated effort on driving the success of marketing automation project. Team has demonstrated not only its tech expertise but also marketing experience to maximize the platform capabilities at Fahasa. We highly recommend Aka Digital for martech execution."*

## vietjet Air.com

### About

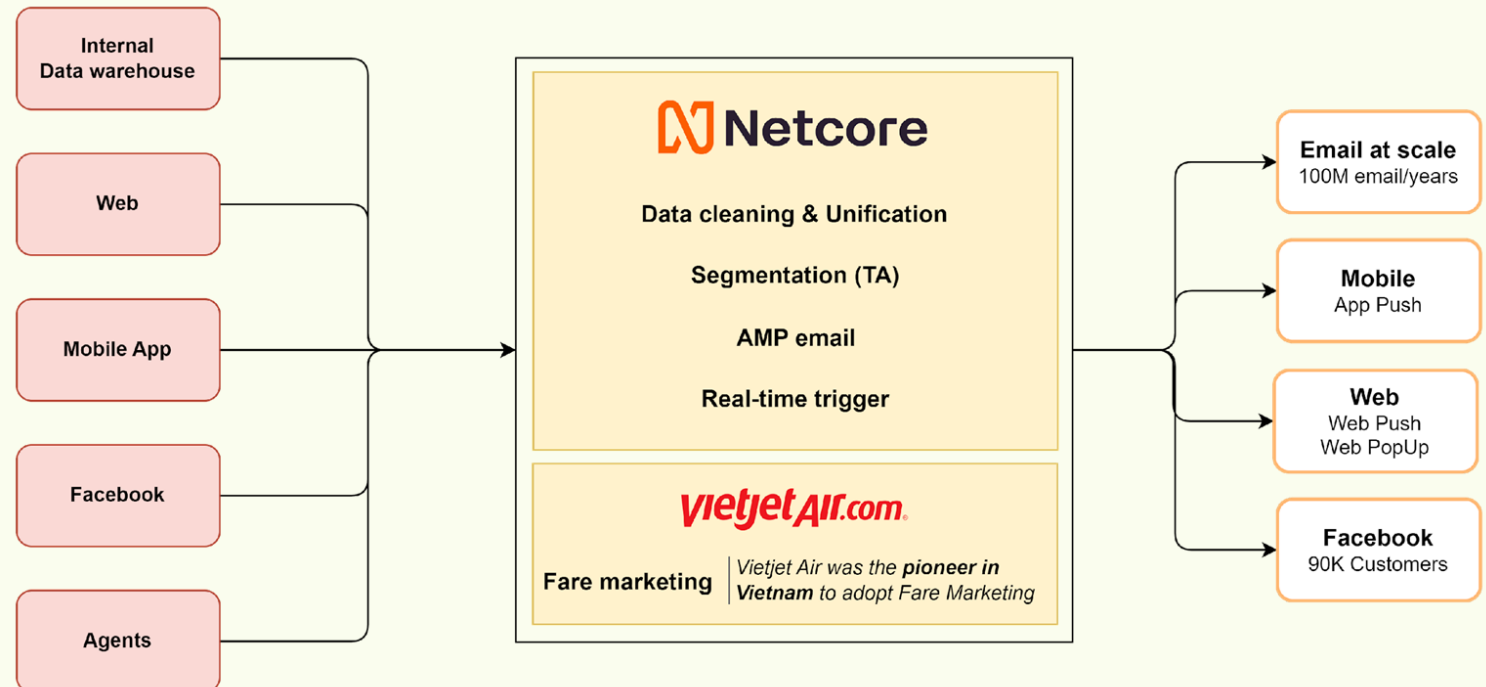
VietJet Air is a Vietnamese low-cost airline, the first privately-owned airline to be established in Vietnam

### Challenges

- Data is **siloed**
- Data is not **qualified**
- **Slow deployment** because all processes have to go thru IT team
- Cannot leverage **Zero-party data and First-party data**

### Approach

- Combining **Automation Marketing** solutions and **Fare Marketing** of VJA → **send personalized flight routes** to customer by **AMP Email**
- Tracking customer behaviors → trigger to **send personalized and real time email**



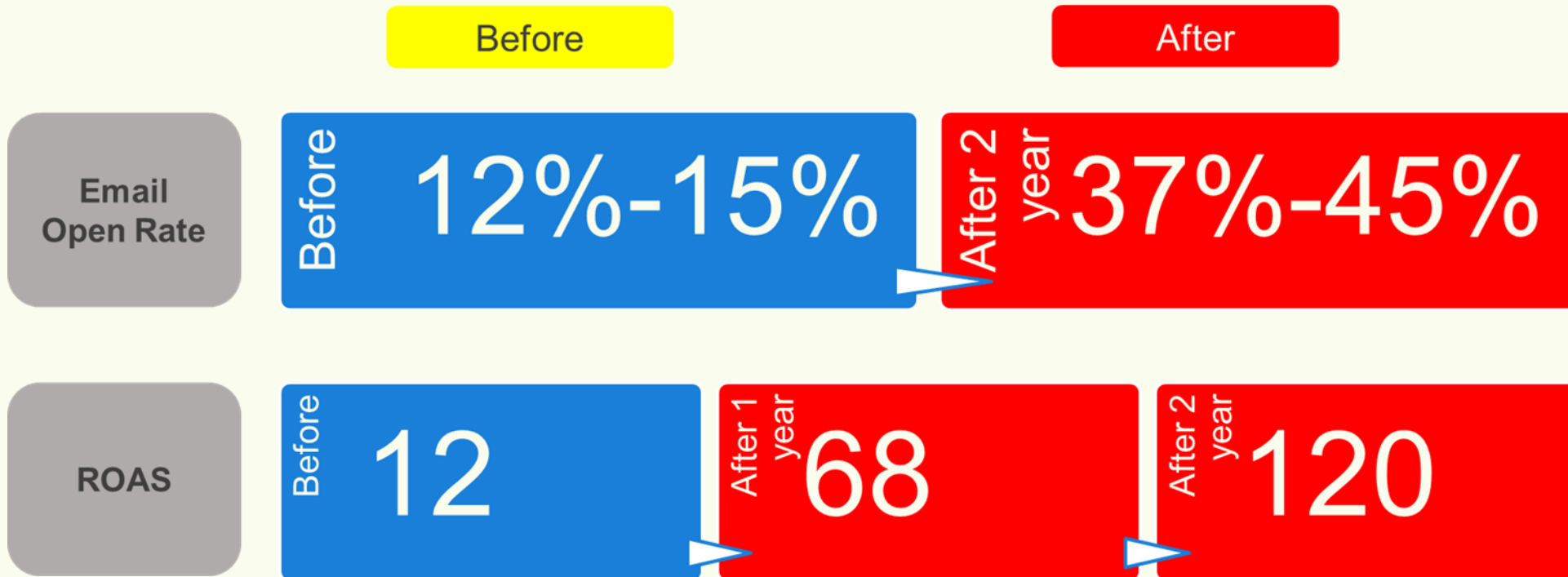
# Success stories - Vietjet Air

**vietjet** *Air.com*



Our scopes:

Marketing Automation platform implementation, Campaign execution, Journey design and optimization, on-going support & enhance integrations (new data sources, new channels)



Email - Web Push - App Push



# Success Stories – CGV

*Enhance CX and Operational Efficiency with Customer 360 Profiles*



## About

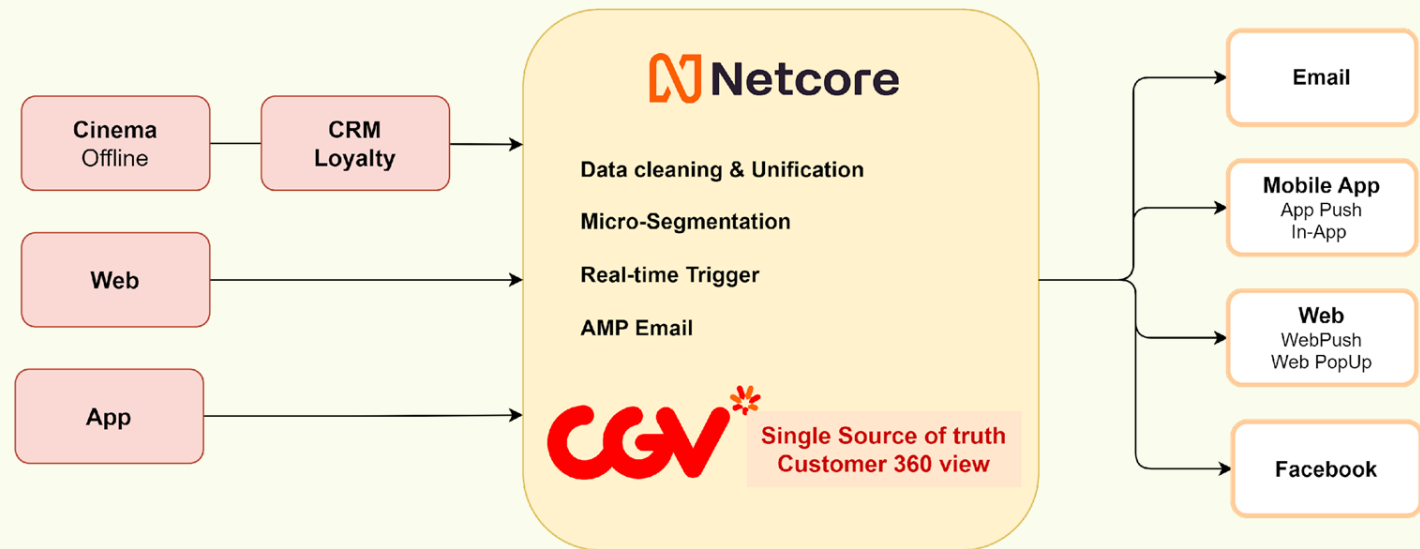
CJ CGV is the largest multiplex cinema chain in Vietnam

## Challenges

- Data is **siload**
- Data is not **qualified**
- **Slow deployment** because all processes have to go thru IT team
- Challenges in **GenZ** approaching (GenZ segment increases 10% YoY)

## Approach

- **Automation Marketing** which supports create micro-segmentation by diversified criteria → send **personalized offers** to customer by **AMP Email, App push** and **Web push**
- Tracking customer behaviors → trigger to **send personalized and real time messages**





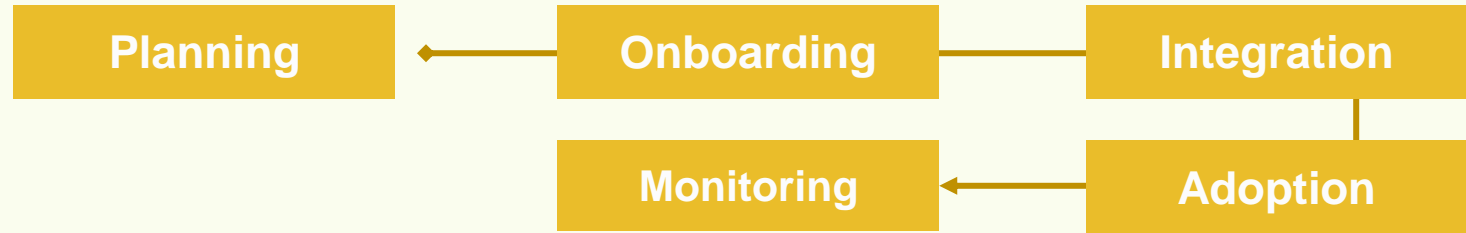
# Success Stories – CGV

*Enhance CX and Operational Efficiency with Customer 360 Profiles*



## Our's Scopes

- Platform consultant
- Implementation and onboarding Netcore MA platform
- Integrate CGV's Web, Mobile App, Setup Email.
- Martech Operation services
  - Monitoring
  - Business & Technical support
  - CSM & Quarterly report
  - HTML template (Email AMP, Push)



**8M**

Online profiles

**38%**

Online transaction

**300%**

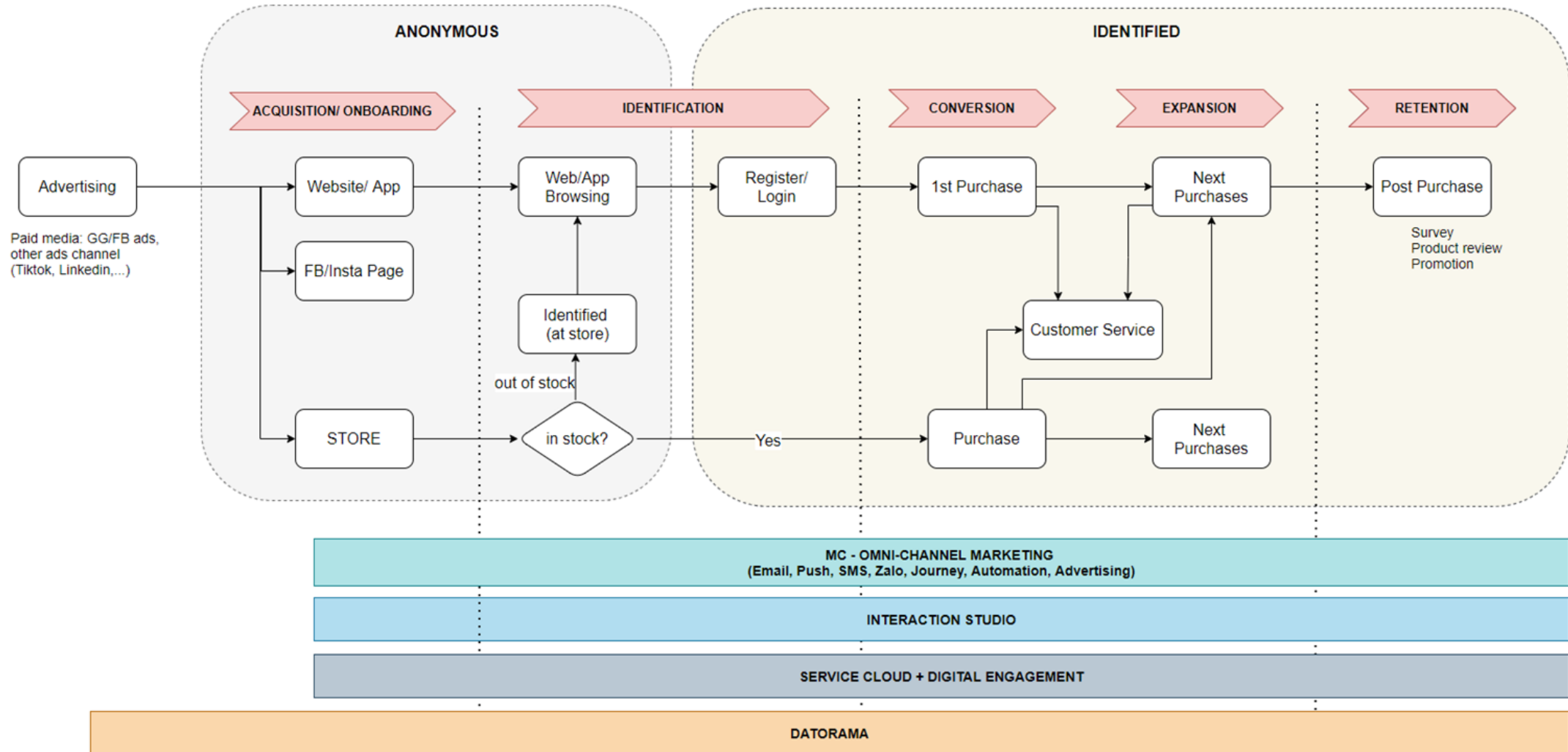
New online member

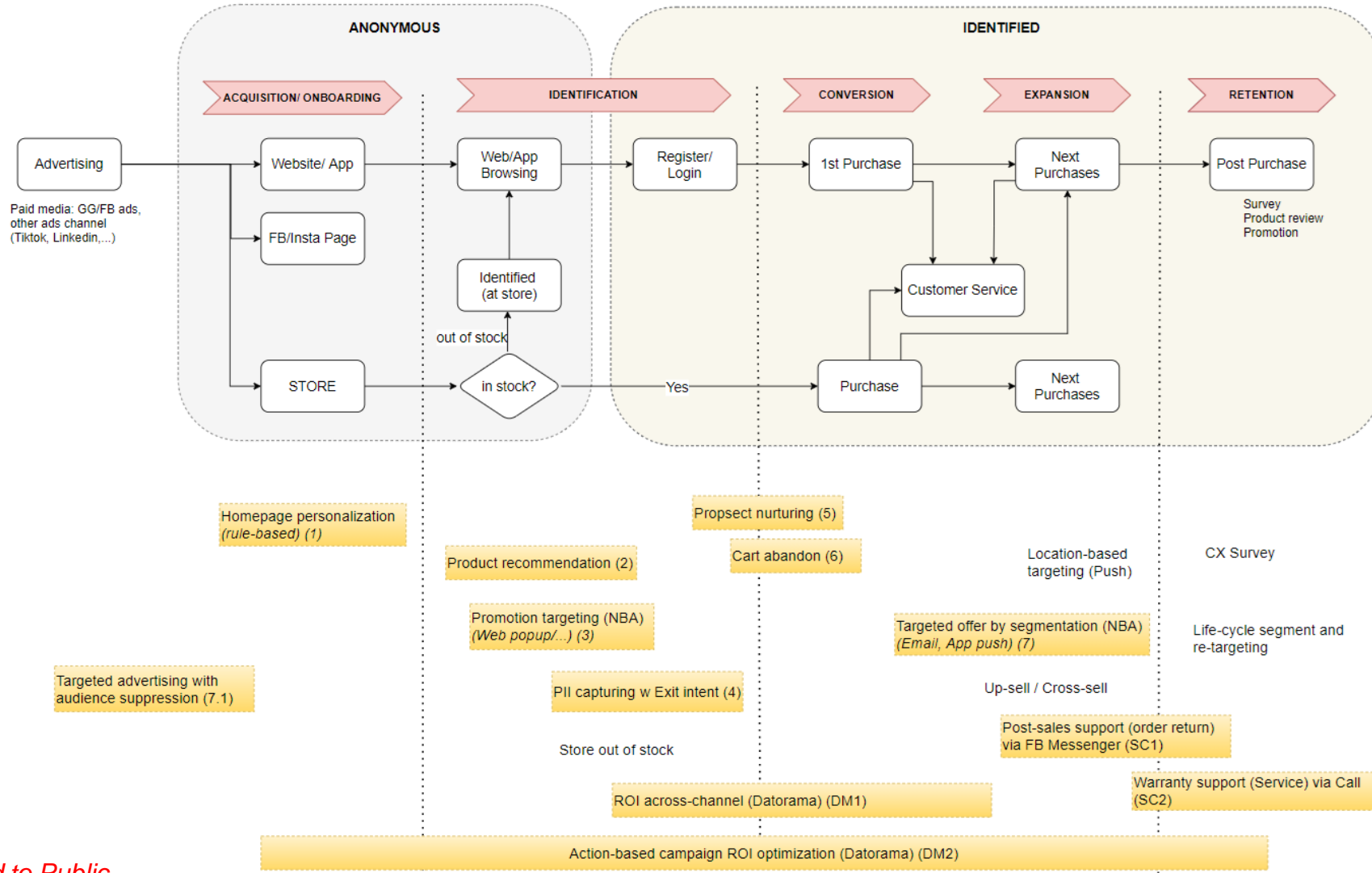


*This combination is a significant breakthrough! Our customer engagement has skyrocketed. While NETCORE increased the online transactions from 26% to 38% and added 300% more new member accounts since its implementation.*

**Ms. Mai Dong**, Marketing Manager @CJ Vietnam

|                   | eKYC         |                    | LOGIN        |                              | DEPOSIT      |                              | ACTIVE       |
|-------------------|--------------|--------------------|--------------|------------------------------|--------------|------------------------------|--------------|
|                   | Completed    | Next Step not done | Completed    | Next Step not done           | Completed    | Next Step not done           | Completed    |
| Push Notification |              | T+2: Reminder 1    |              | T+3: Reminder 2              |              | T+1: Actual offer            | T+0: Welcome |
|                   |              | T+3: Reminder 2    |              | T+4: Reminder 3              |              | T+3: Actual offer            |              |
|                   |              | T+4: Reminder 3    |              |                              |              | T+5: Actual offer            |              |
| Email             | T+0: Welcome |                    | T+0: Welcome | T+2: Reminder 1              | T+0: Welcome | T+5: Actual offer            | T+0: Welcome |
|                   |              |                    |              |                              |              | T+7: Actual offer            |              |
|                   |              |                    |              |                              |              | T+9: Actual offer            |              |
| SMS               |              | T+5: Reminder 4    |              | T+5: Reminder 4              |              | T+7: Actual offer            |              |
|                   |              |                    |              |                              |              | T+9: Actual offer            |              |
| In-App PopUp      |              |                    |              | Offer Popup every login time |              | Offer Popup every login time |              |
| TeleSales         |              | T+7: Call Customer |              | T+7: Call Customer           |              | T+30: Call Customer          |              |









# Thank you

Long Nguyen | CEO  
(+84) 903 045 373  
[long.nguyen@akadigital.net](mailto:long.nguyen@akadigital.net)  
[www.akadigital.net](http://www.akadigital.net)