



Model Digital Marketing for Global Brands

— The Social Hub Experience



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Preamble

Does your business need a CEP?

Company CEP building self- assessment form has 3 answers to each question for you to choose from.

Question	Option A	Option B	Option C
The number of channels such as Tmall, Jingdong, TikTok, WeChat mini-programs, self-research system of your company	0-2 pcs	3-4 pcs	5 or more
Are the user accounts of different channels connected?	Complete account connected	Partial system account connected	Account cannot be connected
What data is currently available to your business?	Few or almost none	Company data such as transactions, orders, etc.	Company data, behavioral data, offline data, etc.
Do you have a membership management platform and team within your organization?	No	There is a team but no unified system platform	A unified, easy-to-use system Platform and professional operation team
Is the data system one of the company's key objectives?	No	Department-level objectives	Company-level goals with senior leadership drive
What is the current state of data application?	Only the R&D department is looking at it, the business department does not look at the data	Fragmented, single-point analysis that identifies problems in the business through the data, but cannot locate them	Ability to analyze data in a systematic manner and locate weaknesses in the business
Does your business reach users through marketing platforms and want to refine your operations to target different users?	Little to no user reach and no fine-grained operation plan	Reaching users occasionally, no refined operation plan for now	Reaching users frequently and wanting to refine operations
How much are companies investing in digitalization?	No budget or human resource input	Budget available and able to provide some human resource input	Adequate budget to provide a professional team

After the CEP is built, the scope of data empowerment	R&D / Data Department	R&D / Data Department, Product Department	All departments, including marketing
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Scale description.

Take A=0, B=1, C=2 and see how many points you get.

1. Total score is 0~5 points

It is recommended to improve the company's internal data awareness and data foundation capability as the primary goal.

2. Total score in 6~10 points

With the basic data capability, we can consider building CEP to improve the data system comprehensively, but there are still many problems that need to be remedied in the process, so be prepared.

3. Total score of 11 or above

Congratulations, our company already has a good data foundation and strong data needs. Believe that after building CEP, you can achieve a qualitative leap in enterprise digital capabilities.



Learn more



Cooperation details



Part I

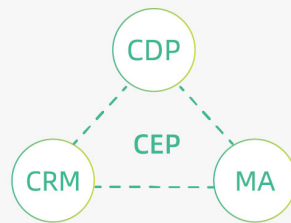
Foundations

In the new VUCA era, commercial companies are striving to improve their all-media and all-data capabilities to better connect and communicate with their customers. CEP is a capability that enables new consumer conversions and data through existing consumer behavior and data, and is a new grip for global brands throughout their marketing management process.

I What is CEP

Chapter I: Concept

CEP (Customer Engagement Platform) is based on CRM (Customer Relationship Management), CDP (Customer Data Platform) as the core, and combined with MA (Marketing Automation). It is a platform that helps brands connect with omnichannel consumer data to automate and integrate consumer management, insights and marketing. It helps brands better connect with consumers across the entire consumer engagement process.



The so-called CEP has three key points:

The first is **digital intelligence**, which forces brands to find new ways of communicating with consumers in the mobile Internet era of information overload and shifting discourse.

The second is **omnichannel**, collecting data for scenarios such as offline stores, online APPs, mini programs, e-commerce platforms, POS systems, etc.

The third is to **position the whole life cycle of the customer**, so that companies can differentiate their operations around the different phases of the consumer's life cycle.

After less than a decade of development, the concept of smart retailing has been deeply rooted in all industries. The Company IT departments have shifted from traditional e-technology builds to digital operations that really help companies reduce costs and improve efficiency. Explore new market opportunities, and transform themselves through digital operation (the future trend is to change the name to digital department or digital operation department) into the profit center of the company, even leading the business innovation and business model innovation of the company.

Unlike the traditional retail industry, where the relationship between customer and company ends at the same time when the transaction occurs, Under the smart retail model, companies emphasize the long-term operation of consumers. So, born from the soil of smart retail, the core purpose of the customer engagement platform is to retain,

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convert and repurchase in a time when there are many retail brands.

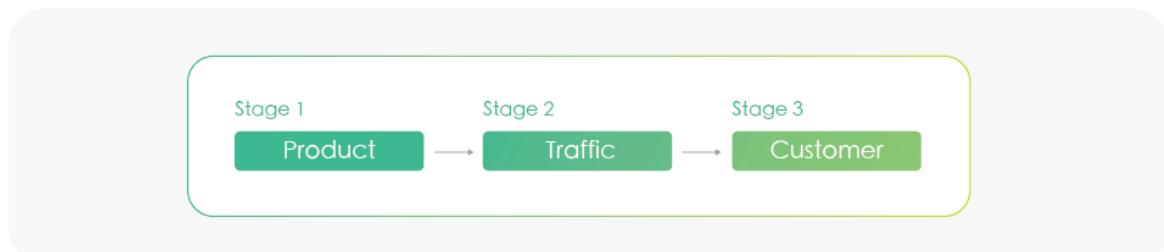
From front-end data capture to high-converting interactions, it is undeniable that omni-channel customer engagement is becoming one of the core tools to guide retail companies in refining their operations.

Nowadays, creating digital consumer interaction has become an industry consensus, and the digital transformation of traditional retail industry has entered deep water.

Throughout the history of retail industry, it has gone through three key phases:

In the first phase, the retailer is the king of products and the consumer is concerned with the quality of the product itself. In the second phase, in the development of the mobile Internet era, traffic was king and companies were looking for incremental space both online and offline. In the third phase, when the traffic dividend peaked, companies began to focus on user needs and established the thinking of "user is king".

In the migration from phase 2 to phase 3, retailers need to drive the online presence of employees, products, management, supply chain, and users. To a certain extent, this also places higher demands on the retailer's digitalization at the product and business levels, with the anchor metrics shifting to traffic, conversion rate, unit price, and repurchase rate from a human perspective.



In an era where Customer is king, the relationship between consumers and companies is no longer simply a "buy- sell" relationship; companies are seeking to connect with consumers in more dimensions than just providing goods and services, and to deliver more ideas and concepts to consumers. At the same time, through consumer feedback, companies are able to continuously iterate on their products and services, making consumers long-term customers and ultimately achieving long-term corporate development.

Under the demand of customer is king, a new consumer operation model is born, that is, customer-wide operation and interaction, which is essentially to empower business operations through data to reach and connect with the C- suite consumers through more diversified and diverse means, providing more informed decisions to sustain business growth.

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The essence is to empower business operations through data, to reach and connect with the C-side consumers by more diversified and diverse means, to provide more informed decisions, and to continuously increase the growth of the company.

Take Techsun Social Hub (Customer Engagement Platform) as an example, it was born from Microsoft D365 and focused on company membership management and operation in the early phase to help companies reach repurchase and conversion. With several upgrades on the technology side, Techsun Social Hub has gradually become capable of data asset precipitation, accurate marketing reach, cross-end social interaction and omni-channel membership management.

From the company side, for example, in the daily marketing scenario, companies must be clear about how to capture the “heart” of consumers in the massive market. Techsun Social Hub can provide diverse marketing solutions for different channels and scenarios in this segment.

For example, in June this year, an international burger giant launched a 618 membership campaign. Through our data center, we modeled and calculated the data of members with brand purchase behavior in the past year, selected consumers with high potential purchase intention in offline stores and online platforms, and selected other products strongly related to new products according to the characteristics of high potential market. The company also selects other products that are strongly related to the new products according to the characteristics of the high potential market, and at the same time, cooperates with promotional means such as coupons and coupons, and completes the accurate marketing of high potential users through channels such as SMS and WeChat official account, realizes “scenario-level deployment” of activities, and maximizes the value of products and solutions.

The research shows that 60% of company CIOs say their budgets for digital transformation will increase over the next 12 months, with larger, established companies planning to invest more in consumer operations interactions.



They understand that in a fast-moving Internet society, new media, channels and interactions are emerging all the time, which means that touchpoints between customers

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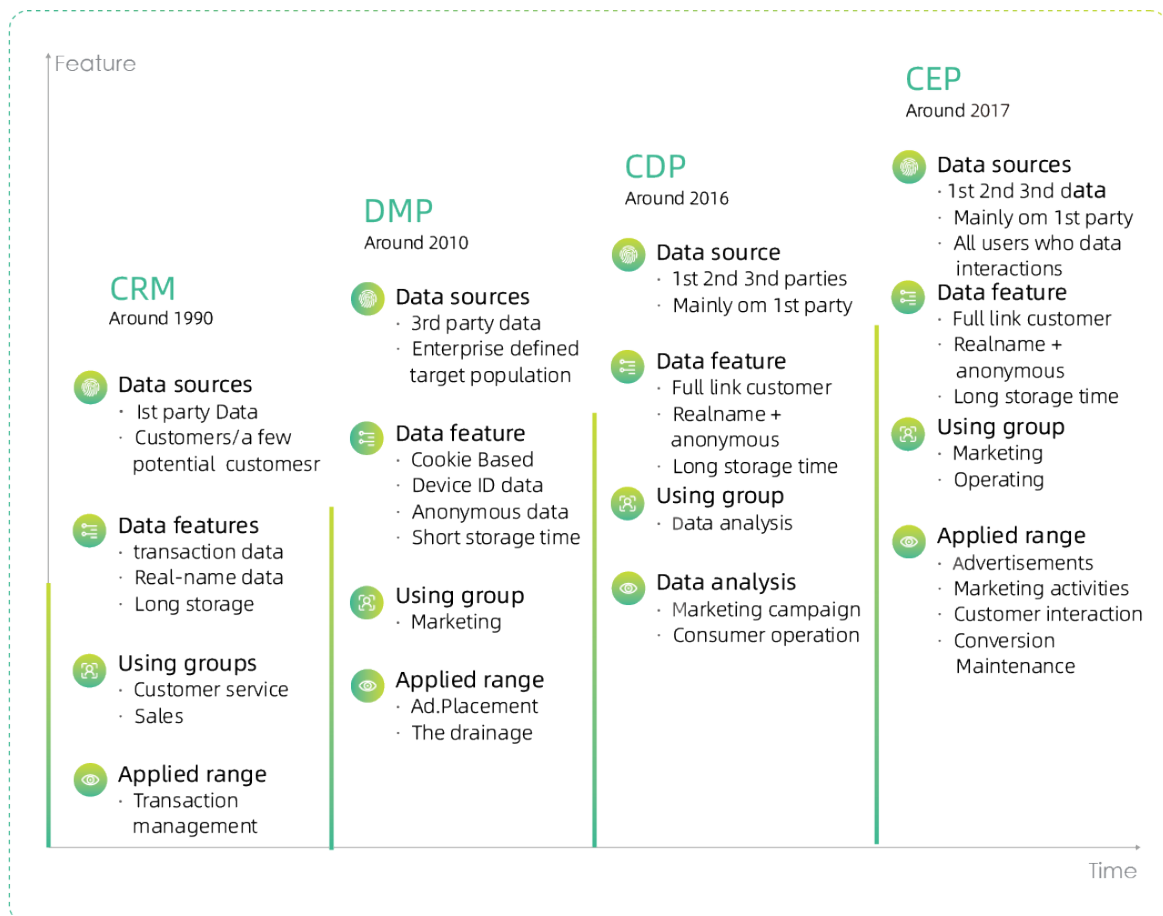
and brands can be created at any time, further increasing fragmentation.

The fragmentation has led to the replacement of orderliness with disorder in the customer's decision-making chain, and for retailers, the path to know the mindset of customers will become more and more tortuous. In a way, the “judging customer behavior through omni-channel data” is being upgraded, and anticipating customer decisions in advance is the key to the next round of competition. In other words, the company customer operation engagement Platform should be transformed from an analyst to a prognosticator, providing real-time insights into customer reactions, enabling brands to make quick reactions and decisions on company results, and directly applying the insights to strategy formulation to cope with the fiercely changing market environment.

Chapter II: Difference between CEP and CRM, DMP, CDP

As digitalization accelerates, the trend is to collect and leverage customer data that is scattered all over the place and bring it together on one platform for marketing.

Over the course of the past 20 years of historical evolution, marketers have gone through roughly four waves of change.



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The first wave, customer management represented by CRM; or SCRM with social media as the core;

The second wave, data management platform (DMP), ad placement data management.

The third wave, customer data management platform (CDP), focusing on omnichannel data penetration and insights.

The fourth wave, Customer Engagement Platform (CEP), focuses more on the interaction and emotional connection between companies and customers.

The boundaries and differences between the above systems and CEP are very confusing. In order to further understand the core of CEP, the following analysis will start from the differences between CEP and CRM, SCRM, DMP and CDP.

1. The difference between CRM and CDP

First of all, CRM is a product of the information technology phase of the company, CRM is called "Customer Relationship Management" (CRM), refers to the CRM system to manage the relationship between the company and its customers. **It uses data analysis about a company's customer history to improve business relationships with customers, with a particular focus on customer retention and ultimately sales growth.**

In different contexts, CRM may be a management term, a software system, or a department name. When CRM is mentioned from a product manager's perspective, it generally refers to a software system that has processes for membership level management, member loyalty management, automated analysis of sales, marketing, customer service, and applications. The goal is to reduce sales cycles and cost of sales, increase revenue, and find new markets and channels needed to expand business by improving customer value, satisfaction, profitability, and loyalty.

However, the CRM data is only similar to the following.

- * Data on demographic information such as name, age, address, and family members.
- * Data on orders such as items purchased, number of times, time and amount of purchase.
- * Data on promotions, use of discounts, etc..
- * Records of after-sales services, complaints, etc..
- * Who the sales are, communication records, etc.
- * Call Center records.

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As you can see, CRM is the data of customers (clients), and the data is mainly offline, lacking real-time data processing, so it is basically static data, which also determines the inability to form a fine user portrait and tagging segments. The core value of CEP is to improve the quality of data application and to export segmentation data to marketing automation tools and agencies.

CEP's data comes from all-time and all-domain media and transaction channels, and it starts to record the interaction data between customers and company from the time of anonymous visits. In contrast, the data touch points of CRM come from the records of the core consumption of customers, while CEP can be said to be an advanced version of CRM with omnichannel data collection, accurate user profiling and MA functions.

With the arrival of the mobile Internet, the development of socialized platforms such as Facebook and Twitter and e-commerce platforms such as Amazon and wish, CRM has spawned two new branches of application surface SCRM, ECRM.

CEP can connect directly and in real time with SCRM and ECRM to collect and unify data from each channel, eliminating data silos scattered in each system. After deep analysis and insight of consumer data in CEP, CEP can provide marketing strategy support for business personnel, and can specifically push a certain type of information to a certain user, which can feed business personnel's marketing in SCRM and ECRM.

2. The difference between CEP and DMP

The full name of DMP is Data Management Platform, and there are significant differences between the two in terms of touchpoints, data collected, and applications compared to CEP.

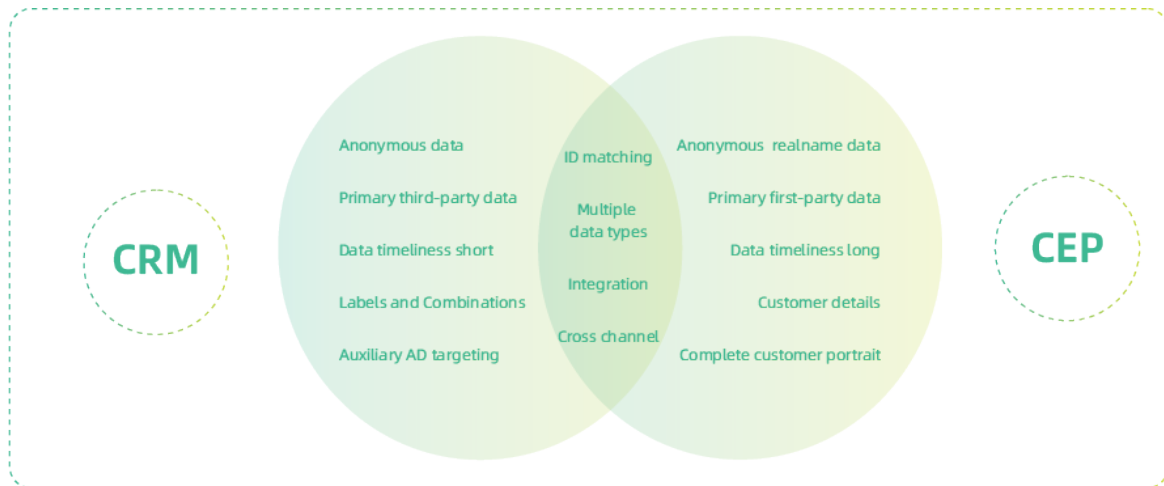
DMPs are designed to serve ads, especially retargeting ads through cookies, and most of the information is anonymous and expires when the cookie expires. CEP, on the other hand, mainly obtains data from transactional touchpoints, targeting people who have deeper interactions in the company's own touchpoints, and obtains data on consumer interaction behavior.

Since the purpose of CEP is to build lasting customer interactions, it stores data and maintains historical records that are used in conjunction with all customer data. Compared to DMP, CEP focuses on both anonymous and real customers, and provides more detailed and comprehensive customer information.

In terms of application, DMP is more inclined to provide data for all kinds of adver-

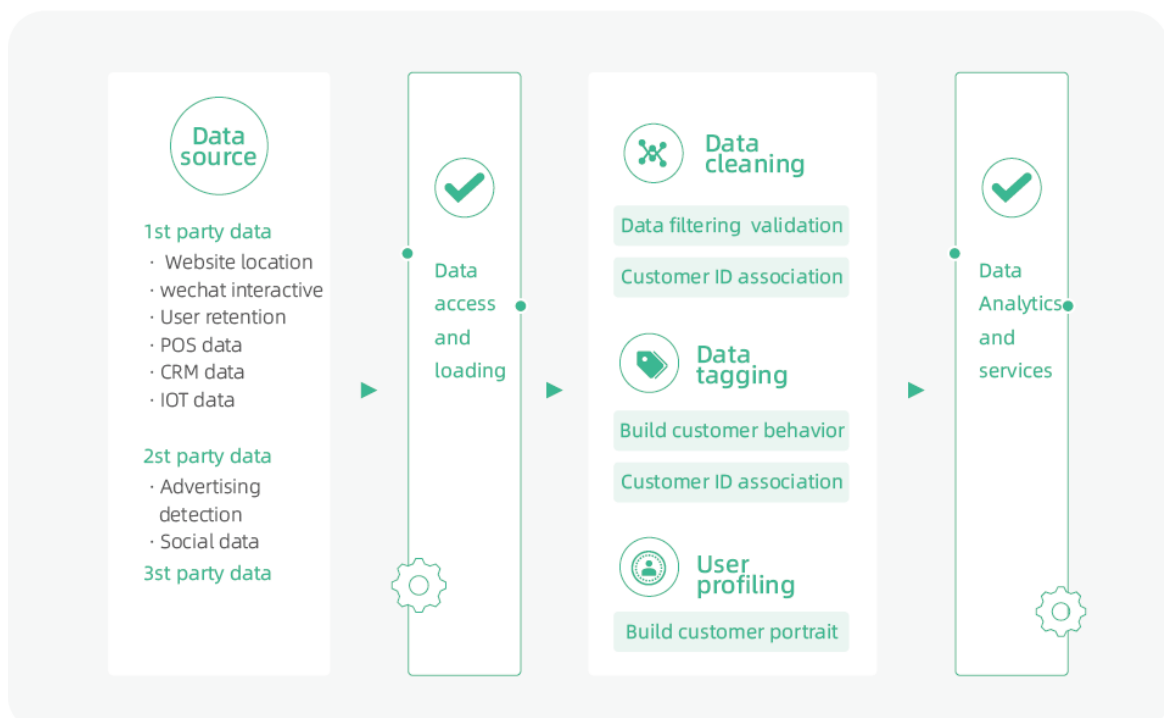
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tising, while CEP is more inclined to provide data for marketing automation, sales automation, service automation and other applications. Compared with the front-end of DMP, CEP is more focused on the collection, operation and integration of data assets in the back-end of the chain.



3. The difference between CEP and CDP

The full name of CDP is Customer Data Platform, which is easily confused with CEP. However, the CDPs on the market have been heavy on analytics and lack of business-side decoupling, or no BI capability, or no automated marketing capability, and need to interface with other systems to complete the integrated consumer management interaction.



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CDP can access the data of one, two and three parties through technical means, and then conduct sufficient customer analysis, construct models, optimize the timing and objects of communication, and help CRM and MA to activate customer data through a user-friendly interface.

CEP is a new generation customer interaction platform that combines the capabilities of CDP, CRM and MA. **With data as the core, technology as the bone, and insights as the guide, CEP is able to seize the opportunity of change before the trend comes with lower communication cost, higher decision-making efficiency, and a longer-term strategic vision. Technology is changing, the environment is changing, consumers are changing, but the only thing that remains the same is the essence of marketing-reading human nature.**

Only by reading human nature can we help brands and consumers establish a connection, and only by establishing an always human and warm connection can we move from limited growth to a long-lasting business.

Chapter III: Application scenarios of CEP

A survey of the world's top 100 CMOs released in 2020 by Campaign, the world's leading marketing media, shows that :

- 57% Focus on how brands are digitally transforming
- 22% Perceived a lack of data and analytical skills
- 13% believe that not enough is being done in terms of precision and personalized marketing.
- 10% believe that more could be done in marketing automation.
- 9% Hopefully, we can better understand the consumer lifecycle.

The value of CEP goes beyond the integration of user data to the creation of imaginative scenarios in marketing efforts.

For example, we can build a user purchase propensity model based on CEP to reach out to the stock of users; combine machine learning to mine user characteristics to find more potential customers; and launch through multiple platforms to let users see a complete marketing story. Without CEP, all these are unimaginable.

Of course, all these ways of playing are based on CEP and combined with data intelligence, which is a big challenge for most companies trying to build CEP for the first time. Based on Techsun's project service experience and the development status of

companies, the application scenarios of CEP at this phase are mainly divided into two aspects: internal and external.

1. CEP Inbound business scenarios

The internal business scenario of CEP is mainly the integration, processing, analysis and application of user data. Since CEP has strong business attributes, CEP also needs to meet the requirement of data visualization, excellent ease of use (for non-technical staff), and appropriate permission control (for data security).

2. CEP External business scenarios

The core difference between CEP and pure data platforms such as DMP and data warehouse lies in the external business scenario; CEP can help multiple business units under the marketing system to apply data and improve performance.

● **Customer acquisition ROI improvement:** user-centered business operation mode, never the user simply as traffic. In the “2021 China New Media Marketing Value Special Report” shows that more than 70% of users approve of new media platform marketing ads, and 43.5% of users accept short video ads. This shows that users do not resent marketing behavior. Rather, they resent marketing behaviors that cause “psychological resistance” among users. Therefore, the way to capture users’ minds should be more precise. Based on the tagging data provided by CEP, we can complete the closed-loop advertising by precisely targeting and monitoring audience acceptance, which can effectively improve the ROI of customer acquisition.

● **Consumer experience enhancement:** Take M, an international fast food brand served by Techsun, as an example, M’s online business is becoming an increasingly large part of the overall revenue. The online channel can be used to place orders, take out, redeem points, and other services, and consumer needs are very complex. It is necessary to integrate user journeys across channels, find key touchpoints and optimize the consumer experience to ultimately reshape the value of the channel. In this process, CEP can apply more dimensional and comprehensive customer data to business optimization, achieve comprehensive data monitoring and conversion analysis, drive product optimization, and improve consumer satisfaction.

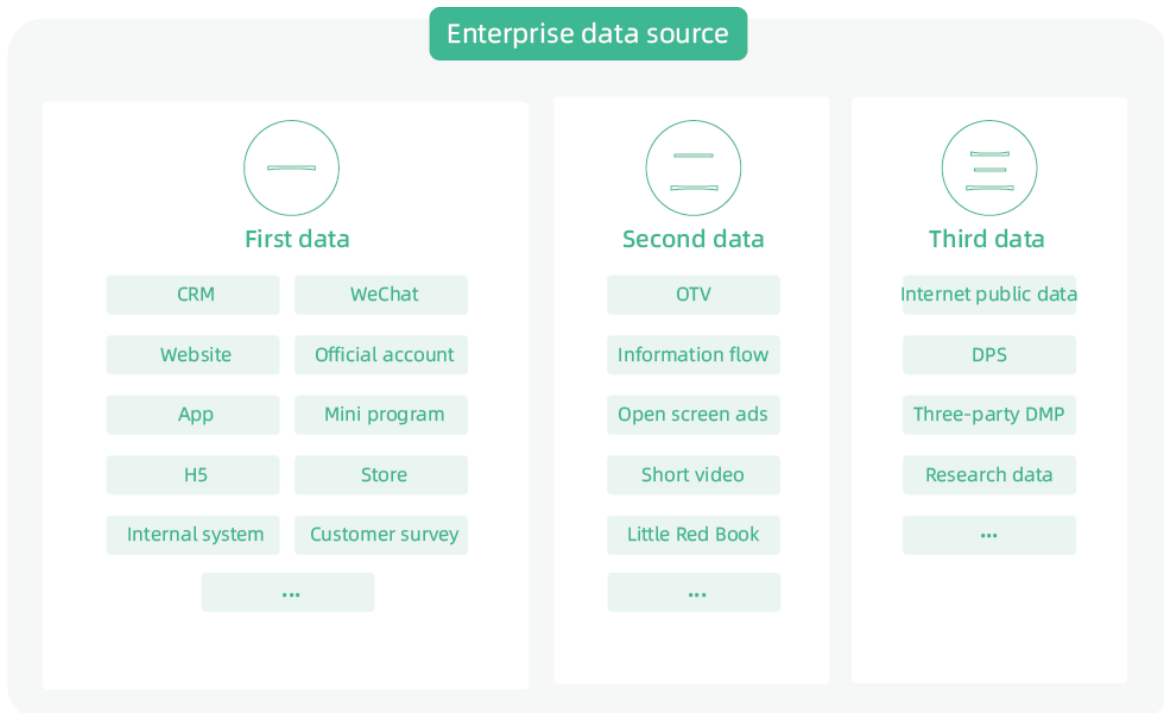
Techsun’s client, M, has increased its fan base by 10 million in two weeks through a membership campaign and increased the accuracy of screening high-value users to 99.9% through a predictive model. These are all benchmark cases of data-driven user refinement. The steps to achieve these cases are based on CEP to achieve segmentation and profiling, and to carry out intelligent marketing with thousands of people. ■

Why do companies select CEP?

Consumers live in an omni channel world. When consumers interact with a company, they want fast, personalized service, meaningful marketing, and smart, thoughtful recommendations. Traditional management systems, however, lack the insight and continuous linking capabilities to meet the long-term growth needs of companies. Deploying a customer engagement platform is on the agenda for companies, based on four factors.

More user contacts

CDP helps CRM and MA activate customer data through a user-friendly interface after it connects one, two, and three party data through technical means to fully analyze customers, build models, optimize the timing and object of communication.



The problem of data silos is prominent

According to public market statistics, enterprises need to use an average of 12 - 15 tools to support business work. The inequality of information between channels and departments greatly restricts the healthy development of companies.

The rise of the DTC marketing model

According to IDC's Global Future of Digital Innovation 2022 Predictions-China Insights, by 2023, traditional distribution models will be impacted, with 20 percent of

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companies in some industries using technology to reach customers directly to increase customer satisfaction and improve product development.

The DTC model, i.e. direct-to-consumer marketing model, requires companies to grasp more consumer data, especially user behavior data, and CEP can help companies expand their knowledge of consumers.

Change of system management subject

Enterprise management systems are transitioning from tool attributes to business attributes. The revolutionary significance of CEP is to move the customer system from IT to business.

The global novel coronavirus pandemic highlights the critical role of digital, whether it's supporting remote work or online collaboration through pinning or other collaboration platforms. Every company must move away from a linear view that puts the consumer at the end of the production line. Instead, they must see the consumer as the cause of all business activity and, as a result, put the consumer at the center of all activity. Companies need to develop the ability to engage with their consumers through a network of connected channels that they choose to use across their countless journeys, whether online, or in-store. It requires a holistic view to coordinate the most relevant responses, actions, content, or guidance at each step of their journey.

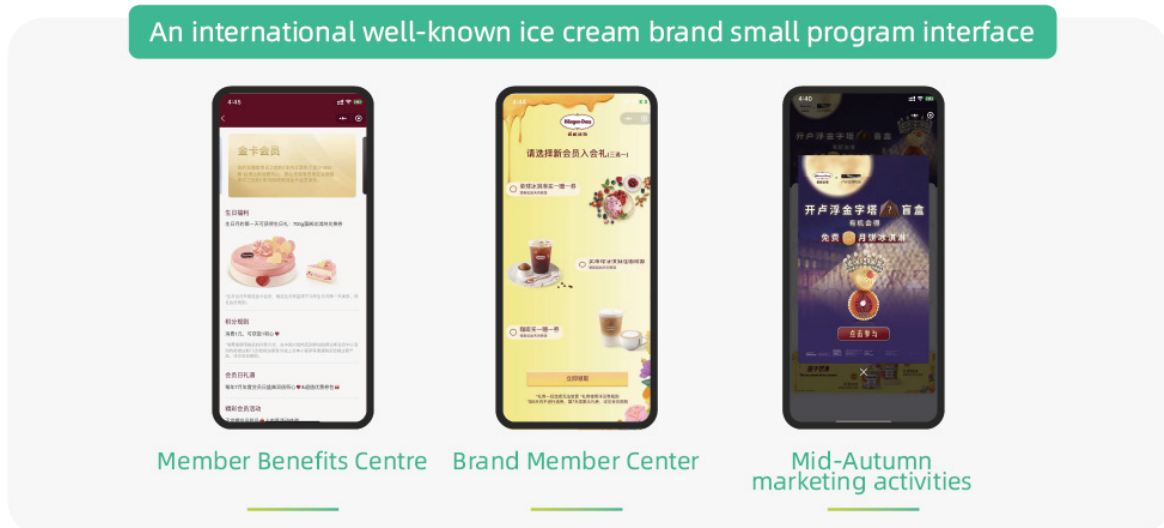
This also ensures that everyone in the business has a source of real consumer information, which enables a more personalized consumer experience and saves teams time switching between systems and software. ■

What are the core advantages of CEP

Chapter I: Omni-channel operation integration

To ensure a unified consumer experience across channels, CEP first needs to have the ability to quickly access data from all channels, including offline store POS/spotting machine SOKs, as well as online mainstream channels such as, brand apps, Amazon、Wish、ebay、lazada、Website and offline stores. For new channels, CEP can so quickly support access to ensure the timeliness and integrity of consumer data across all touchpoints.

In addition to connecting data across channels, CEP also supports links between channels and operation platforms, allowing data to be used more efficiently and empowering business. Take an ice cream brand served by Techsun as an example, the Techsun CEP system Social Hub helps it connect the membership data of 19 online and offline channels, including social media such as applet and official account, online channels such as Hungry and Tmall, and POS system of offline stores. The data flows directly to Techsun Social Hub's CDP module, and through the Union ID mapping capability, it performs ID Mapping and eventually generates a 360 portrait of consumers.



Based on this, the brand's business staff can use the operation and marketing tools provided by Techsun Social Hub to reach consumers in a personalized and continuous manner. Since all membership data is integrated and linked, members can earn points and collect vouchers through the same membership system, whether they spend in offline stores or place orders online, to achieve a unified consumption experience across channels.

Chapter II: Building Consumer ID Mapping

After collecting consumer data from all channels, CEP will also clean and analyze the data, and label consumers according to the labeling rules, including natural attributes, transaction behavior, activity behavior, product preferences, consumer preferences, etc., to establish a unified user portrait and display it visually.

The role of data is to tell customers about consumer information and behavior. After collecting omni-channel consumer behavior, the next step is to analyze the data, that is, to do the corresponding label analysis to form customer portraits. The brand will screen and divide these consumer data, select the target group for each activity, and push it to the CRM system for the configuration of the corresponding marketing activities.

Techsun can plan consumer labels based on the industry to which the brand belongs or the characteristics of the brand itself, and make corresponding groups. On the business side, design the label system, use the existing tool configuration rules, and directly configure the corresponding definitions of these labels on the interface based on the business language. For example, configure consumers with strong purchasing power, which can be quickly configured according to the number of transactions in a certain period of time.

At present, based on industry segmentation and brand characteristics, the label system design provided by Techsun includes:

- Population attributes: gender, age, occupation, marital status, education, address, family structure, personal hobbies.....
- Behavior label: visit media, visit frequency, visit duration, time period, browsing content, store frequency, activity type, activity frequency.....
- Value tags: customer status, membership level, life cycle, product ownership, social influence.....
- Consumption tendency: browsing goods, shopping cart, consumption channel, consumption ability, service requirements, frequent visits to stores, exclusive shopping guide, ownership of rights and interests, payment method, preferential sensitivity, recommended goods.....

According to the timeliness of data, labels can be divided into static labels and dynamic labels. Static tags are generally the basic information provided by users on their own initiative, which are usually used to describe inherent attributes, such as name, gender, date of birth, height, weight, etc., and will hardly change over time. Dynamic labels

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have a validity period and need to be updated dynamically to maintain the validity of the label, such as the number of purchases in the past 7 days, activity, etc.

According to the data extraction dimension, labels can be divided into the following types:

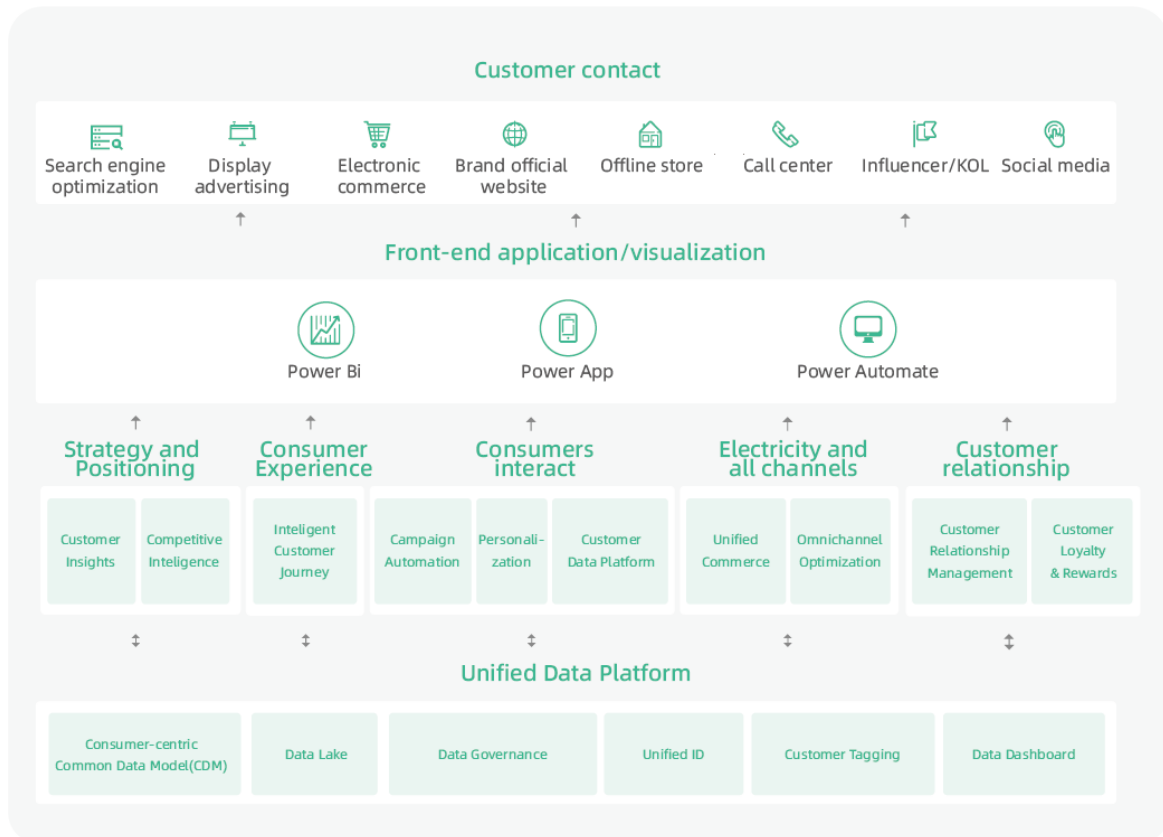
- **Fact labels.** This is the most basic and common label for user portraits, which is used to describe objective facts and is usually extracted from raw data. For example, the user's name, gender, membership level, number of purchases, purchase amount, etc.
- **Rule labels.** This kind of label is based on certain rules and has stronger business attributes, which generally requires business personnel to participate in the formulation. For example, payment preference and user activity need to be evaluated comprehensively according to actual business scenarios.
- **Predictive labels.** Based on the existing facts and rules, it is necessary to mine and train the data through the algorithm model to predict user behavior or preferences. For example, the historical shopping behavior of user A is similar to that of group A, and it is predicted that user A will also like other goods purchased by group A.

Label system construction, the most basic role is to form a more clear user portrait, business personnel can through the multiple combination of labels, according to the characteristics of different business target groups, do data analysis, accurate screening of users, based on customer portrait insight and behavior monitoring, comprehensive and timely insight into the marketing effect, and according to real-time data monitoring. Help market and operation personnel to improve their adaptability. Generally speaking, it is not easy to measure the effectiveness of marketing activities, but through customer behavior traceability, we can quantify the transformation of channels and marketing activities.

Social Hub, a typical clothing brand served by Techsun, **has strong data capabilities due to the integrated design of CRM and CDP**, which helps the brand collect member behavior data from various channels, conduct RFM and CLV analysis, and summarize the characteristic labels of high-value customers. Social Hub provides standard warehouse capabilities, which can cooperate with business departments to design rich KPI reporting systems for consumers and sales, and with BI tools to form a visual customer data analysis platform, which can gain insight into the characteristics, motivations and tendencies behind member behavior, and can trigger real-time behavior to business systems. Enforce established marketing rules. Real-time marketing brings real-time data analysis capabilities. Marketing managers can obtain the execution status of activities in real time, which is convenient to determine whether it is necessary to adjust

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the marketing activities in real time to achieve the goal according to the preset KPI indicators of each channel.



Chapter III: Consumer loyalty and lifecycle management

Consumer life cycle refers to the process of consumers from contacting products to leaving products, which usually includes five stages: cognition, consideration, purchase, retention and support. Managing the whole life cycle of consumers can provide insight into the dynamic characteristics of the relationship between brand enterprises and consumers, and invest different management strategies in different stages to meet the needs of consumers in different life cycle stages and enhance consumer satisfaction and loyalty.

Cognition: The first stage of the consumer life cycle is "cognition", that is, the initial impression of the brand's products and services. Cognitive information can come from multiple channels, such as brand advertising, official Weixin Weibo, social media grass planting, word-of-mouth recommendation from doctors or friends, and so on.

As the first stage of consumer life cycle, the importance of cognition is self-evident. Only when all consumers have established a preliminary understanding of the brand and understand the business of the brand, can they further interact with the brand in

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depth. Therefore, at this stage, brands should contact consumers through as many channels as possible, and set up corresponding marketing strategies according to their own business logic and budget.

Consideration: In the consideration stage, consumers have a preliminary understanding of the brand, and then they will begin to collect various information for comparison and weighing, including price, use effect, ease of use, etc., to evaluate whether the brand's products and services can meet their needs.

Consumers may get information through brand official website, flagship store, official Weixin Weibo, comment website, social media and other channels to decide whether to buy or not. At this stage, consumers may enter the sales channel from potential customers. For brands, the key at this stage is to establish personalized communication with consumers, build the content of each contact point, and make the transformation of consumers more smoothly.

Consumer information accessed through various channels can be collected and summarized through Social Hub, and ID Mapping can be carried out through Union ID, and finally 360 portraits of consumers can be generated. At the same time, the CRM module of Social Hub can help the brand track the interaction between consumers and brands, and cooperate with business departments to divide members into various stages of life cycle, so as to facilitate business personnel to choose the corresponding interaction mode according to the different stages of consumers.

Purchase: The purchase stage is the node where consumers change from potential customers to customers. After some comparison, evaluation and weighing, consumers decide to buy your products. Even at this stage, it does not mean that the purchase will be achieved. Brands need insight into consumer behavior in the purchasing process to identify and solve problems encountered by consumers in a timely manner.

Social Hub helps brands to get through and collect consumer behavior data from major channels such as Weixin, e-commerce and official websites, and restores the complete behavior path of consumers in various channels, such as browsing, clicking, purchasing, purchasing and collecting, so as to facilitate business personnel to analyze the purchasing decision-making process of consumers and gain insight into the possible loss of purchasing behavior. It also automates communication through the CRM function of Social Hub to reduce the obstacles in the purchasing process of consumers. The CDP module of Social Hub will also analyze the data of members who buy goods to help brands identify more similar target customers earlier and adjust their operational priorities.

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Retention: The retention stage is mainly to continue to deepen the relationship with consumers through continuous interaction after consumers purchase, so that consumers may buy your products again. Brands can interact with consumers who have purchased your products in a variety of ways. For example, regularly recommend relevant products they may be interested in, discount information, brand updates, etc., so that consumers can participate in your business and maintain appropriate interaction. Since consumers at this stage are already your customers, if the marketing strategy is used properly, the conversion rate of consumers will be higher than in the cognitive and consideration stage.

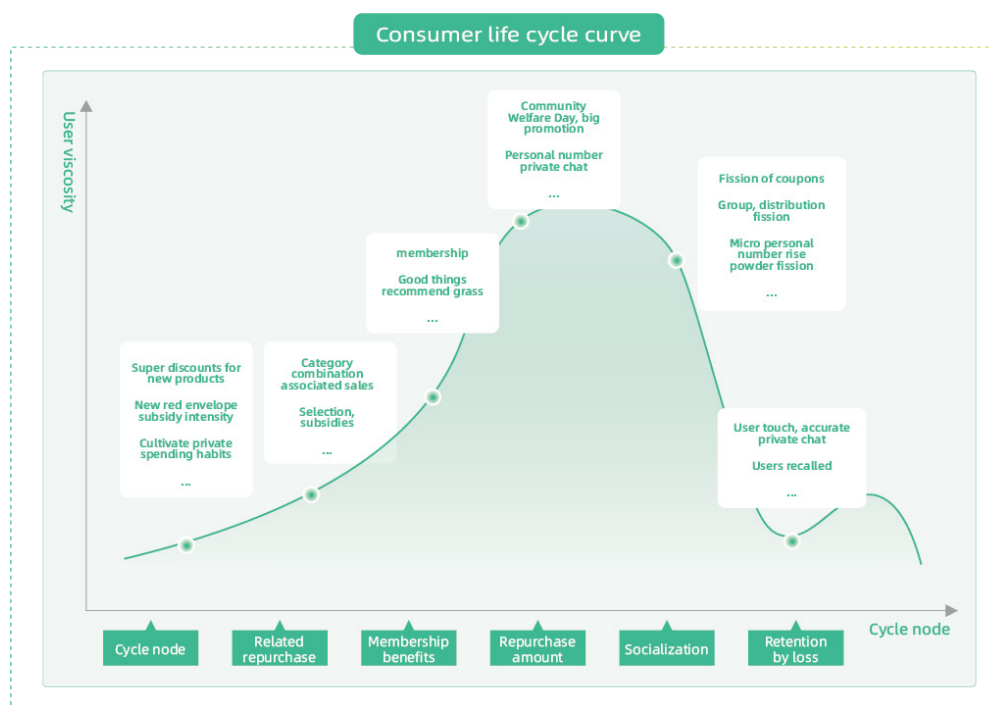
Through the CRM module of Social Hub, business personnel can create WeChat, SMS, email and other coupon information templates, circle the target population, and automatically push them to members. The activity data will immediately flow into the CDP module, which will analyze the activity effect in time and form an intuitive data report for business personnel to refer to, so as to adjust the marketing strategy in time and complete the preset KPI.

Support: The last stage is that consumers have become your loyal fans, not only buying by themselves, but also recommending your products to others through verbal recommendation, purchase evaluation, social media and other ways and channels, and becoming advocates of your brand. These highly loyal users can not only bring additional sales, but also help brands expand their consumer base.

After in-depth insight into consumers, CEP platform can help brand enterprises build consumer-centered loyalty configuration and life cycle management, and design specific processes and strategies around the needs of consumers at different stages. Taking Techsun's leading medical and health brand as an example, many of its medical devices for chronic diseases need to serve customers for life. Combining with the specific business scenarios of the brand, Social Hub helps to optimize the communication of its life cycle, covering the scenarios of potential customer automation communication, new customer automation communication, old customer automation repurchase communication and so on. Business personnel can create message templates in the background, pull the target population, and make personalized access to consumers at different stages according to preset rules. For example, for new customers, automatic access strategies such as sending welcome messages on the first day, sending messages on how to use them on the second day, and sending product guides on the third day are set up to maintain interaction with consumers, help new customers strengthen their understanding of the brand, effectively enhance retention and stimulate repurchase.

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For example, a famous outdoor clothing brand served by Techsun has built an integrated marketing system through Social Hub, creating an automated marketing closed-loop for activity design, execution and analysis. When launching a new marketing activity, business personnel can directly circle labels and customize rules, select the target members of the marketing activity, then reach the members through WeChat, SMS and other channels, and analyze the marketing effect in real time through A/B test, adjust the marketing strategy in time to complete the preset KPI; At the end of the activity, you can intuitively view the analysis results of new promotion and sales repurchase, and optimize the next round of marketing activities based on this. In this process, business personnel do not need to switch back and forth between different tools and systems when accessing different services. Social Hub opens up the whole process of CRM, CDP and MA-after CRM carries out real-time business processing, data flows into CDP in real time for calculation, real-time insight into the characteristics, motivation and tendency of consumers, and real-time feedback to the business system, business personnel can obtain the execution status of activities in real time, and timely optimize marketing through MA tools. New marketing activities and user data are sent back to CRM and CDP in real time to form closed-loop, which greatly improves the efficiency of interaction between brands and consumers.



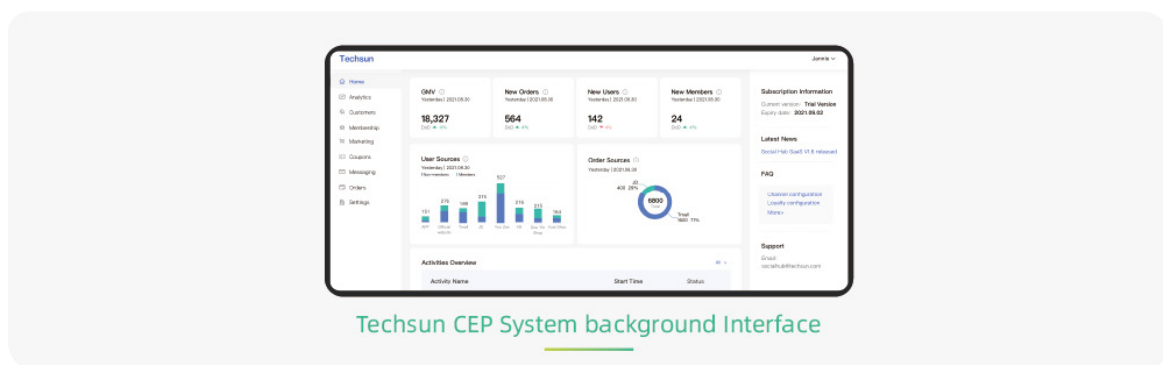
Chapter IV: Automated and integrated marketing management

An excellent CEP platform must realize automated and integrated marketing

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management, which means that every step of marketing activities takes place in the same interface, and business personnel do not need to switch back and forth between different systems. For example, consumer relationship management is in CRM system, but the traditional CRM data ability is weak, consumer data analysis, marketing activity effect analysis need to rely on CDP system, and the implementation of marketing strategy needs to rely on MA tools. If three independent systems are implemented within the enterprise and are not well integrated, it is not only complex to operate, but also difficult to maximize the value of data assets.

The advantage of CEP is that it adopts the integrated design of CRM, CDP and MA, which is easier to use and has stronger data capability. Business personnel can manage all marketing processes on the same system and screen, including consumer analysis, selection, implementation of marketing activities, real-time viewing of activity data, adjustment of marketing strategies, etc., to ensure that personalized information is provided to different consumers through the right channel at the right time.



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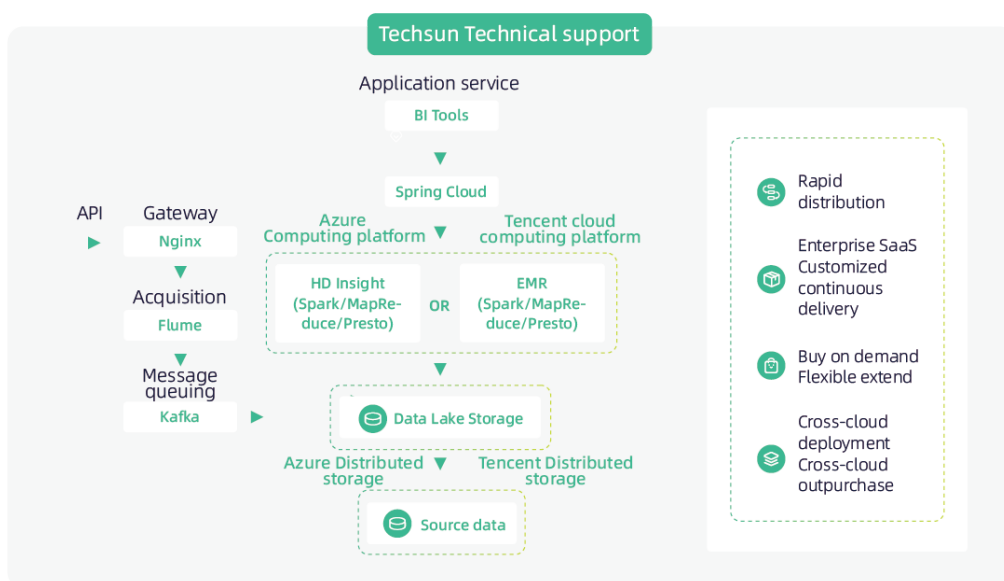
business personnel can obtain the execution status of activities in real time, and timely optimize marketing through MA tools. New marketing activities and user data are sent back to CRM and CDP in real time to form closed-loop, which greatly improves the efficiency of interaction between brands and consumers.

Chapter V: Based on cloud-native architecture, support multi-cloud heterogeneity

Under the traditional IT infrastructure architecture, the internal information systems of enterprises are scattered and "stovepiped", which makes it difficult to support the new business model driven by data. In addition, the traditional architecture has poor flexibility and scalability, which leads to the high cost of infrastructure management and upgrading, and limits the iteration and profit growth of enterprise digital business.

Shangyun has become a key means to achieve digital transformation, and multi-cloud has become an inevitable choice for brand enterprises to pursue a high degree of fit between business and cloud resources. In the process of CEP deployment, service providers also need to use the "cloud" capability to help enterprises complete the integration of business and data, achieve business transformation and improve competitiveness.

Taking Social Hub as an example, its concurrent TPS can reach 8000 based on the cloud original survival computing separation technology, and it supports horizontal expansion; in terms of compatibility, it supports cross-cloud multi-cloud heterogeneous and cross-cloud deployment; the product can process more than 10 million active transactions in a single day, which can meet the needs of brand globalization.



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The Martech space is inseparable from its advanced philosophy, which is summarized in the following core concepts.

1. Leveraging technologies such as containers and service grids to decouple software development and improve the flexibility and ease of maintenance of business development and deployment.
2. A multi-layered, rich open source software stack with K8 s at its core, supported by major vendors, with many options for users and avoiding vendor bindings.
3. A loosely coupled platform architecture with K8 s at its core , easy to extend and avoiding invasive customization, K8 s has been recognized as platform for platform.
4. This centralized orchestration provides unified and dynamic management and scheduling of applications and microservices, improving efficiency and resource utilization. Because of this, cloud-native can quickly break through the barriers of various cloud environments, enabling companies to react quickly to market changes, giving new cloud-native companies the power to continue to disrupt traditional companies.

Cloud native has different values for different user scenarios, specifically the following two points:

1. From an application developer's perspective, leveraging cloud-native technologies can help them reduce application development time and improve development efficiency and delivery quality.
2. From the companies side , cloud-native technologies can help reduce costs and increase efficiency by providing the elasticity and distributed nature of the cloud, with the flexibility to respond to change and elastic expansion. ■



Part II

Implementation

As the "wisdom brain" of the enterprise, during the implementation of CEP, the members participating in the project implementation need to fully communicate and understand each other. In addition to the marketing team, other users of the platform, IT management personnel, and all members of the entire enterprise or organization also need to participate in the project. To ensure that everyone can log in and apply normally after the deployment is completed, it is recommended that the main users of CEP conduct repeated login, use and other tests and experiences on the platform during the deployment, which is very important. Enterprises can also employ special personnel to manage and maintain the daily application of the platform.

I CEP selection of 7 standards and 4 principles

Companies interested in customer relationship management should evaluate the Customer Engagement Platform CEP on a number of criteria , including ease of setup and use , the ability to connect to other systems used by the company, such as CRM databases, and the amount of customization allowed when creating a personalized customer experience.

It is also important to choose a solution that is cost effective and can scale as your company grows. For many companies, this means a cloud-based software solution that can be managed off- site, has strong security protocols, and offers flexible functionality and pricing options.

The following are the 7 mandatory criteria for CEP selection.

Completeness of channel access

Customers shouldn't have to go through the trouble of dealing with your brand. A great customer engagement platform allows companies to meet customers where they are, such as e- commerce and social channels. When different tools are connected, teams can manage consumers more efficiently.

Comprehensiveness of product functions

In the market, CDP CRM and MA are often separated into isolated products resulting in brands using different service providers and systems for each module. When operation and marketing personnel use them, they have to switch between different systems, which not only makes data The information is incomplete but also makes operation more difficult.

Stability of product technology

It adopts a mature and stable technical architecture with a fine-grained monitoring system and pressure testing mechanism to ensure stability and to do rapid iterative development according to changing business needs.

Convenience of product operation

It should meet the universal interactive interface and rich functions to meet the business operation habits and usage scenarios . No matter where the business is located, it is ready to use and easy to operate without waiting for the IT team to cooperate and set up.

Product safety compliance

CEP products not only involve the collection of data at the front end, but al so ensure

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the privacy and security of data assets. Therefore, the product should comply with the requirements of the Information Security Law and have the ability to manage by authority and encryption processing.

Implementation capabilities of service providers

Brand owners should consider the successful cases of service providers and analyze whether the implementation and operation and maintenance capabilities of their teams meet their needs. Fully weigh its implementation process, team configuration and after-sales operation and other comprehensive capabilities.

Global deployment capabilities

More and more Chinese brands are globalizing, so when purchasing systems, brands should also consider the service provider's overseas service capabilities and understand whether they have overseas deployment and practical experience, so that they can be fully prepared for going abroad.

A qualified CEP should meet the following 4 major principles.

Customer Perspective Principle

With unified data, CEP can link together multiple identifiers belonging to a single person. It can tell you whether multiple site visits are coming from one consumer or multiple. So if the Web side gets the email address and cookie ID, and the call center gets the same email and phone number, CEP will recognize that all of these identifiers belong to the same person.

Data unification principle

CEP has the ability to quickly connect to various data sources inside and outside the company, including advertising, CRM, customer service system, website, WeChat, app, big data analysis and BI, etc. Only when the data flows, CEP can generate more value.

Integration and openness principle

CEP can apply data to every marketing channel, not just advertising, but also call centers, WeChat, SMS, etc. A true CEP can be seamlessly integrated with existing tools such as OMS, POS or third-party data integration tools. And it can structure inputs from these systems while pushing outputs to them. In this way, CEP supports marketers' needs for strategy management, market analysis and business intelligence.

Business orientation principle

The CEP should be extremely easy to use, with the business team working directly on the CEP rather than relying on the data department. ■

I Process Management for Deploying CEP

There are many obvious competence to building a CEP, but the cost to deploy and implement a CEP is very high. Can CEP solve the operational problems that companies face? How to control the steps of CEP deployment and implementation? Based on Techsun's CEP service experience, we have summarized the best practices of CEP build process to help you have a basic understanding of CEP build.

Chapter I: Needs identification

To start a CEP project, the first step is to identify whether the organization needs CEP, and this is what we need to do in the requirements identification phase - to collect and integrate the requirements for CEP across the organization. These requirements can be product functional requirements, business process requirements, data management requirements, or data analysis requirements. Through the requirements gathering and summarization, the need to build the CEP is demonstrated. CEP is not a one-size-fits-all solution, so it is important to identify whether the needs and goals of the organization can be achieved through CEP.

Chapter II: Feasibility study

Assuming that the need for a CEP is established in the requirements identification phase, the next step is to demonstrate the feasibility of building a CEP. In the feasibility study phase, the main task of the company is to clarify the basis for the entire project, the need for construction and the boundaries of the competence of construction . To look at this i ssue , we need to return to the overall situation of the enterpri se' s own information system, integrate the main problems that exist, and put together the over-all business needs framework, so as to determine the feasibility of building CEP.

Chapter III: Project planning

The main task of this phase is to define the project management plan for the whole CEP construction project, including the overall project implementation plan, cost implementation plan, personnel implementation plan, risk implementation plan, and stakeholder management plan. The significance of the project planning phase is to define the charter of the project implementation, the tasks and the people responsible for the project implementation. It is the coordination and consensus between the company, Techsun, and third parties in terms of resources, work, and personnel.

Chapter IV: System deployment

The main task of the system deployment phase is to install and deploy the CEP platform software according to the business plan, which can also be divided into several parts: requirement research, resource preparation, software deployment and system testing.

The information to be collected during the deployment phase includes business planning requirements (number of applications accessed, business volume, usage, etc.), server hardware conditions (CPU, storage type, server type), and server software conditions. (operating systems, databases, kernels, partitions and mounts) , network conditions (IP, domain names, load balancing, ports, subnets and subnet bandwidth, access policies), and even security requirements (security compliance requirements, security scanning mechanisms, penetration testing requirements).

Business planning requirements are the most important information in the whole research process. Companies must clearly plan the types and numbers of applications that need to be accessed by CEP, and have an estimate of the business volume at several key points in time, such as 1 month, 6 months, and 12 months after CEP goes live. The DAU performance and data volume performance in different phases will directly affect the quantity estimation and topology design of the system in the hardware resource preparation phase.

Typically, for business clusters with millions of DAUs, it typically takes only a few hours to fully deploy and test the functionality with an automated deployment script.

Chapter V: system integration

Nowadays, companies do not lack data, but the ability to integrate, process and analyze data . CEP is the answer to this need.

To do a good job of data integration and ensure data quality, in order to provide clean and usable data for marketing work. The main task of the system integration phase is to interface with the various data sources planned within the project scope , and to complete the connection between CEP and various system applications, or the integration of data interfaces of third-party data platforms.

Techsun's system integration has three broad categories: SDK integration, API interface and Web Service interface. SDK integration is the integration capability

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provided by the standard product, mainly through APP SDK, JS SDK, JAVA SDK to collect user data on the client and server side. It can also be used in operational scenarios through the corresponding SDK forThe system integration phase, whether it is the integration of SDKs or third-party systems, must be built on the technical solution of the system integration to ensure a consensus on the technical solution and technology stack during the system integration process on the one hand, and to confirm the data transmission content, transmission standards and verification standards on the other.

Chapter VI: Application burial point

The main task of the application burial phase is to add buried code to the system for each application that has integrated the SDK, based on the data burial solution produced in the solution phase and in accordance with the requirements of the developer manual.

Chapter IX: Data validation

There are two types of data validation: client-side data validation and server-side data validation.

Data validation is generally performed only for server-side data . The server-side data is the data that has clear data details or logs in the database of both parties. Generally, the quantity and quality of the original buried data are verified first; secondly , the statistical caliber of the indicators is verified; and finally, the data details of the specific indicators are verified. The nomenclature definition of the metrics and the uniformity of the statistical caliber of the metrics are the basis of data validation.

The general reasons for not performing checksumming of client data are.

1. Only Techsun's SDK records logs for client-side data, and customer applications generally do not have corresponding logs or records for comparison.
2. The data on the client side is affected by various factors such as the application code itself, network conditions, transmission path, etc. There are more delays, packet loss or even loss of numbers, and the Gap range of data quality is difficult to define.

Data validation is often a lengthy process, requiring multiple batches of iterations or iterations of multiple versions of the product, and typically takes a month or more to

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carry out.

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Chapter X: Delivery phase

Delivery here is not overall project delivery, but delivery of what was committed to during the solution phase.

1. Metrics delivery: visual kanban building, visual kanban insight analysis, visual kanban explanation.
2. Tag Delivery: Tag creation and explanation of tag rules, usually combined with metrics delivery.
3. Operational delivery: The creation of operational scenarios and, depending on the agreement of the sales contract, the evaluation report of the operational effect may be delivered.

Chapter XI: User training

The delivery of the functional level is only half of the delivery. Excellent tools need professional operation to produce value. In the user training phase, Techsun will conduct multiple rounds of training for company customers according to the project, and the standard training sessions are product-based training and operation and maintenance training.

Product training is mainly for the basic usage of the deployed platform, usually for business personnel. Operation and maintenance training is mainly for operation and maintenance operations and problem handling. Generally speaking, basic service start/ stop and inspection are the standard training contents, while server problems that frequently occur during project implementation are also summarized as special training contents. For the more hands-on customers, the underlying data structure is usually explained and trained.

Chapter XII: Delivery acceptance

Once the project has been delivered and trained, the project enters the delivery and acceptance phase. Acceptance of project completion is performed in accordance with the project plan. This is a process that all project participants must go through to reflect on and summarize their experiences and lessons learned during the project progress, usually by organizing a project wrap-up meeting or project review meeting. ■



Part III

Applications

Three tools, seven applications. CEP is a digital tool to help enterprises achieve "aggregate marketing", through customer data collection, access, analysis and activation, based on AI and machine learning algorithm model, it is used in personalized marketing, refined customer operation, sleeping customer awakening, cross-selling, customer experience enhancement, intelligent analysis and other scenarios. Help a number of global brands to achieve marketing results, revenue and profit growth.

Chapter I: Case study of a global fast food brand

1. Project Background

The brand is a large multinational restaurant chain in the world, with about 30000 branches in the world. Among them, there are more than 4000 restaurants in mainland China, serving more than 1 billion customers every year.

Beginning in 2015, the brand regards "transforming digitalization and personalization" as an important strategy to re-establish the brand's attractiveness among young people and boost its performance. By 2016, mobile payment and official digital channels have been promoted in restaurants, and customers can enjoy products and services whenever, wherever and in whatever way.



2. Core Pain Points

- * With the booming of online and offline digital channels, the original CRM system is under increasing pressure.
- *The frequent introduction of flexible and diverse marketing methods requires a wealth of marketing scenarios and strong technical support to ensure the smooth operation of each marketing campaign.
- * The rapid growth in membership and orders has placed higher demands on the system's carrying capacity and computing power.

3. Solutions

3.1 Real-time data capabilities combined with operational capabilities

Social Hub adopts the integrated design of CRM, CDP and MA, so it has strong data capability, can collect member behavior data from various channels, and label members more abundantly according to label rules, including member's natural attributes, transaction behavior, activity behavior, product preferences, consumption preferences, etc. It is convenient to select people with high precision and provide users with person-

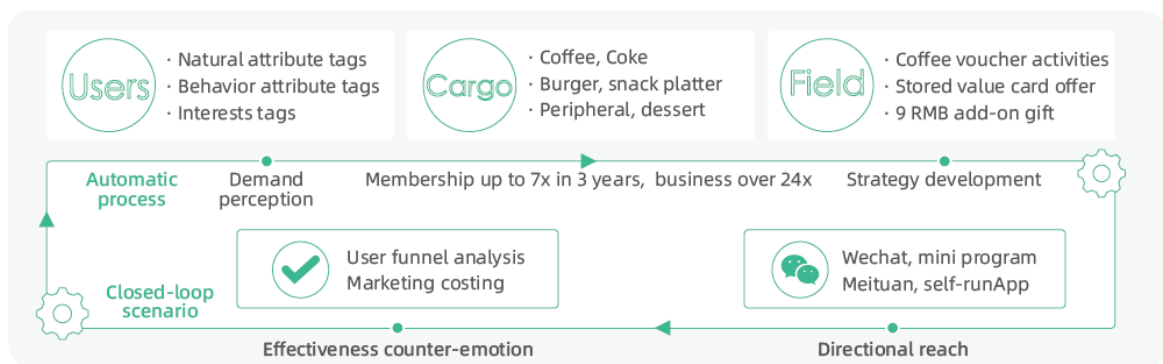
PART 03 Applications

alized service experience. Techsun Social Hub provides standard data warehouse capabilities, and relies on this capability to provide rich analysis reports, and can also be combined with BI tools to form a customer data analysis platform.

The integrated design of Social Hub enables real-time data calculation in addition to real-time business processing after data comes in from the front-end channel. Real-time data computing capability realizes real-time labeling capability, which can gain insight into the underlying characteristics, motivations and tendencies when member behavior occurs, and can give the triggered behavior to the business system in real time to implement the established marketing rules. Real-time marketing brings real-time data analysis capabilities, and marketing managers can obtain the execution status of activities in real time, and determine whether the marketing activities need to be adjusted to achieve the goal.

3.2 Cloud-native technology supports high availability, resilience and performance of the system

In some major festivals or new products on the market, the brand will launch some large promotional activities, business concurrency is very large, and the computing requirements of the system are very high. For example, the brand's 88 Membership Festival in 2020 had a maximum daily transaction volume of more than 10 million transactions, which was a quarter of the highest single-day transaction volume of Meituan in that year. Meituan had 6.8 million active businesses and more than 4.7 million riders in that year, while the brand had less than 4000 stores and 300000 employees in that year, but the traffic reached the level of some Internet companies, and the computing requirements behind the system were very high.



Social Hub is based on cloud native technology, which can fully combine the powerful computing power of public cloud to meet the needs of brands. For regular activities such as the 88 Member Festival, the Social Hub system will conduct a complete full-link stress test in advance to increase computing resources in advance. However, some

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sudden event marketing can not be previewed in advance, which requires high system flexibility and requires rapid increase of computing resources in a very short time to meet the peak traffic. Social Hub supports second-level flexible capacity expansion and pay-as-you-go, helping the brand survive every big and small marketing campaign smoothly. When serving this brand, Social Hub is based on the high availability of the cloud, and achieves the promise of 99.99% high availability.

3.3 Rich marketing scenario support

One of the successful elements of the brand's membership operation is very creative marketing activities, flexible and changeable card and coupon rules, which put forward high requirements for the marketing configuration ability of the background system.

In the past practice, Social Hub has proved that it has a high degree of support for all activities of the brand, and all kinds of ways of playing that the brand has come up with can be implemented. Business personnel can create various types of loyalty programs in the Social Hub system to support the creation of different types of membership programs, including paid membership, family membership and other special models. Business personnel can also create a variety of flexible card and coupon rules in Social Hub to meet the marketing support of card and coupon. At the same time, you can create personalized marketing activity rules and personalized message templates in Social Hub to achieve personalized marketing landing.

3.4 Omni-channel access capability

The brand's investment in digital channels is often one step ahead of others. In order to ensure the unified consumption experience of members in all channels and provide more personalized services, Social Hub has opened up 17 channel data, including offline store POS machine/point machine SOK, as well as online order applet, App, Tmall, Alipay, Meituan, hungry, tremolo shop and other channels. For new channels, Techsun system can quickly support access, and after collecting, cleaning and connecting these data, it can establish a unified user portrait, restore the user's complete shopping journey, and display it visually.

4. Enterprise income

*Membership growth of more than 7 times and business growth of more than 2.4 times in three years

*Reduce rental labor costs and improve operational and marketing efficiency

Chapter II: Case study of a global fashion and sports brand

1. Project Background

The company is a sports brand giant with a history of 100 years, the largest sporting goods manufacturer in Europe and the second largest sports brand company in the world. The brand is famous for its high-quality sportswear and footwear, and has a high reputation and market share in the world.

With the development of mobile Internet technology, online channels have become an important source of business for the company, hoping to use digital technology to better insight, reach and serve young consumers.



2. Core Pain Points

- * There are many distributors, and it is difficult to manage channel data in a unified way
- * The existing system lacks in-depth insight into customers and fails to accurately identify customer value, resulting in high marketing costs.

3. Solutions

3.1 Promoting “transformation DTC” from the strategic level of the company

In 2021, the brand raised “transformation DTC” to the company’s strategic level, announced that “DTC strategy” is the top priority in the next five years, and predicted that by 2025, DTC business will contribute about 50% of the group’s turnover, leading more than 80% of revenue growth.

3.2 Build strong relationships with members

Since its establishment in 1949, the brand has always attached great importance to the relationship with members, mainly through various management methods such as points and grades, to continuously increase the stickiness with members and promote multiple consumption.

the brand's membership registration process, points rules, etc. Are very simple, con-

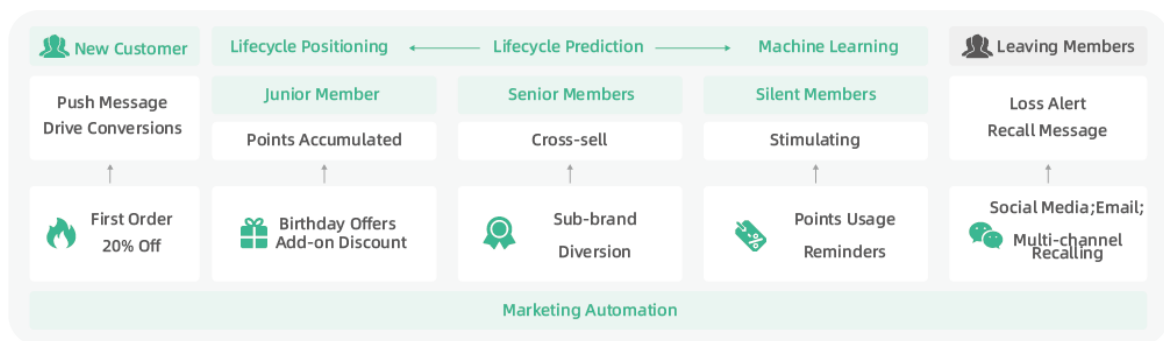
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sumers can simply authorize to join, every consumption of 1 yuan to get 1 points, evaluation of the list to get 50 points, points accumulated to a certain amount, you can exchange coupons, different membership levels will also reward different coupons, membership gifts, etc., not too many routines. Members can easily and practically obtain membership benefits.

At the same time, the brand's membership operation focuses more and more on "user experience", creating a variety of membership activities, exclusive products and services, providing members with unique experience.

3.3 Actively use digital technology to enhance member experience

In 2014, the brand introduced Techsun as its CEP solution service provider to help it build a CEP platform Social Hub integrating CRM, CDP and MA for membership management, insight and automated marketing, and replicated the solution to Hong Kong and Taiwan in 2019.



Social Hub helps the brand enhance its member experience in the following ways:

3.3.1 Quickly access to all channels to achieve the collaboration of membership business across the platform.

Techsun customized a set of standard API interfaces for the brand and provided them to different third-party platforms and distributors, which greatly shortened the on-line time, reduced the cost of manpower and operation and maintenance, and quickly helped the brand to get through all channel member data, including distributor POS system, self-operated POS system, and brand self-operated online channel. Such as official website, small program, APP, order system, third party e-commerce system, such as Tik Tok, Pinduoduo, Tmall, Alipay, Jingdong, Xiaohongshu, public comment and so on.

3.3.2 Provide complete functions integrating CRM, CDP and MA.

According to the pain points in the actual business process, Social Hub provides the in-

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egrated design of CRM, CDP and MA for the brand. After collecting member data from various channels, CRM can carry out real-time business processing, CDP can carry out real-time data calculation, carry out in-depth insight into consumers and business, and give the triggered behavior to MA system in real time to implement the established marketing rules. In terms of business insight, Social Hub can help marketing managers get the execution status of activities in real time and determine whether marketing activities need to be adjusted to achieve their goals through visual reports provided by digital warehouses and real-time data analysis capabilities brought by real-time marketing.

3.3.3 The product has high maturity and supports rich marketing scenarios.

Social Hub has many years of experience in serving big brands, and its products are highly mature. It can provide rich rule configuration to meet the differentiated business scenarios of different customers.

The business personnel of the brand can create various loyalty plans and membership plans in the system, and can also flexibly create various types of points and coupon rules, such as upgrade coupons, birthday coupons, full discount coupons, new product experience coupons, etc., to meet various types of coupon marketing support. At the same time, MA can create personalized marketing rules, message templates, etc. To achieve personalized membership marketing.

Techsun also helps the brand define the key indicators of each marketing campaign, cooperate with business personnel to measure the final effect, and adjust the marketing strategy according to real-time business analysis to complete the KPI of each campaign.

3.3.4 Continuously optimize and upgrade the system architecture to ensure high availability, high performance and high flexibility of the system.

Based on the cloud native architecture, Social Hub supports second-level flexible expansion and billing, can handle the concurrent demand of 8000 TPS, handle millions of new members in a single day, handle tens of millions of transactions in a single day, and manage more than 200 million members of a single brand, which can ensure that the brand can pass every member activity smoothly. Adapt to the rapidly growing business needs of its members.

4. Enterprise income

* Membership grew 64 times and orders 11 times

* Customer experience and satisfaction are greatly improved

Chapter III: The world's largest clothing brand CEP case unraveling

1. Project Background

Founded in 1899, with a market capitalization of \$13.8 billion (2019), the brand is one of the largest listed apparel companies in the world, with most of its brands leading the global market in more than 150 countries.

The company has a series of international brand products: denim casual wear, underwear, work wear, knitwear, children's wear, backpacks and swimwear, etc. There are many brands under the company, and the original CRM lacks data capabilities and marketing automation capabilities.



2. Core Pain Points

* With numerous online and offline channels, it is difficult to exchange and integrate consumer data, and the original CRM lacks data capability.

* There are many brands under the company, and the original CRM lacks data ability and marketing automation ability, so it is necessary to improve the management and marketing ability of omni-channel members.

3. Solutions

3.1 Digital upgrade

Expand data and technical talents, upgrade the digitalization of core business processes, and vigorously promote the digitalization of product development, manufacturing, sales, membership management and marketing processes, so as to further provide better consumer experience through data-driven and support new business models such as DTC.

3.2 Get through the whole platform and build a unified membership system

Unified collection, cleaning, access, the establishment of a unified user portrait, restore

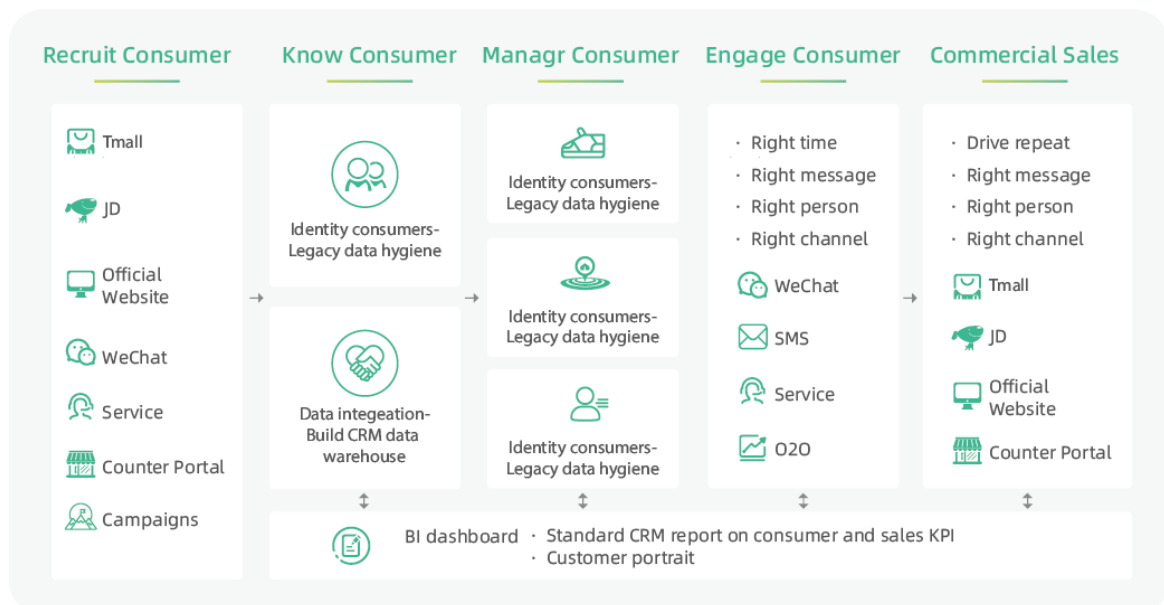
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the user's complete shopping journey. At the same time, the label portrait system of the brand is precipitated, including the natural attributes of members, trading behavior, activity behavior, product preferences, consumer preferences, etc., which facilitates the selection of people with high precision and provides users with personalized service experience.

On the basis of opening up various channels, through digital technology to pull through the membership system of various platforms, build a unified membership loyalty program, through data analysis and big data from a deeper insight into consumers, to ensure multi-channel, unified and unique consumer experience.

3.3 Automated marketing based on member data

Based on the 360-degree portrait of members, in-depth insight into the characteristics of members, through user insight to establish subdivided marketing groups, according to user behavior and enterprise marketing objectives, make automated marketing decisions. At the same time, based on the massive consumption data generated by member transactions and marketing activities, it further helps the brand to have a deeper insight into consumers, feed back the next marketing strategy, and form an automated



3.4 Establish a full-brand and full-channel CEP system

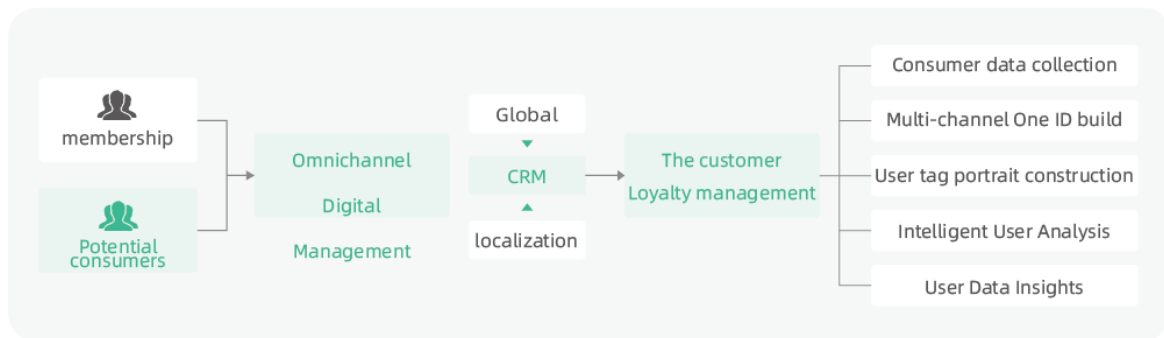
The all-channel CEP system is deployed in mainland China, Hong Kong and Taiwan to help the group achieve membership of all brands and channels in Greater China.

3.5 Establish a rights and interests system covering the whole life cycle of members.

Including points, card and coupon rule group and grade rule group, unified

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management of member points changes in various channels, as well as member membership, upgrade, downgrade, etc., to facilitate the brand according to member points change records and grade change records, to facilitate business personnel to develop rich and flexible member rights and interests, to achieve thousands of high-precision segmentation of the crowd automation marketing. Based on membership data, RFM and CLV analysis are carried out to summarize the characteristic labels of high-value customers, which helps different sub-brands to accurately select high-value marketing groups of different categories.



4. Enterprise income

- * Realize omni-channel member management and marketing in Mainland China, Hong Kong and Taiwan.
- * Marketing efficiency has greatly improved and business is growing rapidly.

Chapter IV: Global ice cream brand CEP case dismantling

1. Project Background

The company is a popular ice cream brand in the world. Since it was founded in New York in 1921, it has experienced over 100 years of changes in the business world and people's consumption preferences in different times, and it still has a strong appeal in the young market and holds a leading position in the ice cream industry.

With the advent of the mobile Internet era, the rise of the new generation of consumer groups, changes in consumption behavior, and the emergence of new sharp tea drinks and ice cream brands, the brand was once faced with the risk of losing market share.

In order to cope with market challenges, in 2020, the brand began to layout digital transformation, from supply chain to finance, business links, and even to the store, to introduce digital transformation, hoping to upgrade from the traditional industry leader to the omni-channel No.1 brand. Techsun's CEP program is an important part of this transformation strategy, helping the brand engage and market more efficiently.



2. Core Pain Points

- * Traditional CRM cannot meet the needs of digital business development
- * There are so many online and offline channels that unified management and marketing of members cannot be carried out

3. Solutions

From supply chain to finance, business links, and even to stores, digitalization has been introduced, hoping to upgrade from a traditional industry leader to a full-channel No.1 brand through digital transformation.

3.1 All-round attempt to be younger

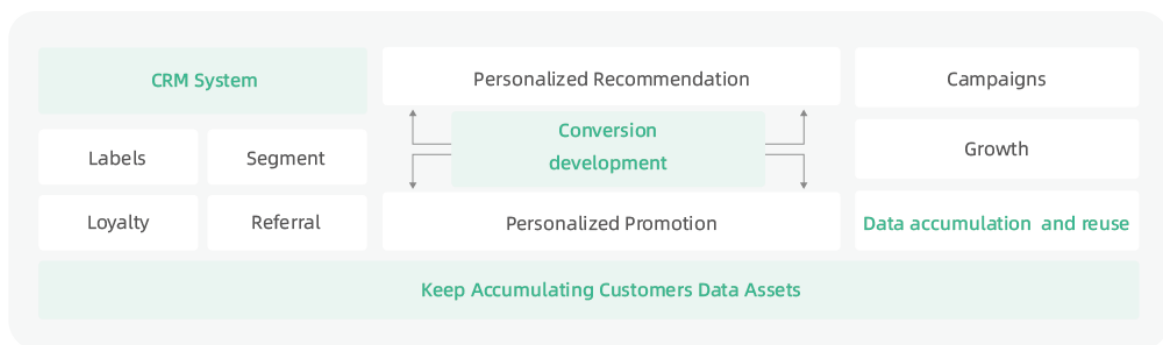
In recent years, the brand has made a series of younger attempts, for example, in the

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research and development of new products, it has successively launched seasonal limited products such as cherry blossoms, jasmine flowers, caramel and cheese; in the decoration of stores, it has begun to adopt more lively colors; in advertising, it has replaced advertising slogans and spokespersons that are more in line with the psychology of the younger generation; In terms of brand decision-making, we have joined forces with other fashion brands in cross-border marketing to launch joint ice cream, ice cream blind boxes, and so on.

3.2 Get through the whole brand membership system

Social Hub mainly integrates three parts of the brand's data. First, customer information and transaction information on social media such as Wechat applets and public numbers. Second, the user contact data of IQIYI, hungry, Tianmao and other online platforms, including customer data, transaction data, behavior data and so on. Third, customer information and transaction information of POS system in offline stores. Through the standard linker, Techsun collects the data of 19 channels online and offline of the brand, cleans and analyses them, and then through Union ID, carries out ID Mapping between the ciphertext membership information of each channel and the existing information, finally generates 360 consumer portraits, reconstructs a unified membership management system, and achieves the goal. Maximize the utilization and accuracy of consumer information.



3.3 Customer-centric, to achieve thousands of faces of personalized marketing

Based on the in-depth insight into the business of this brand, Techsun further helped it to develop a set of unified brand membership plan, according to the different consumption amount of members, divided into 4 membership levels: ordinary member, silver card member, gold card member, platinum card member. For different levels of members, the elaboration of thousands of thousands of marketing strategies.

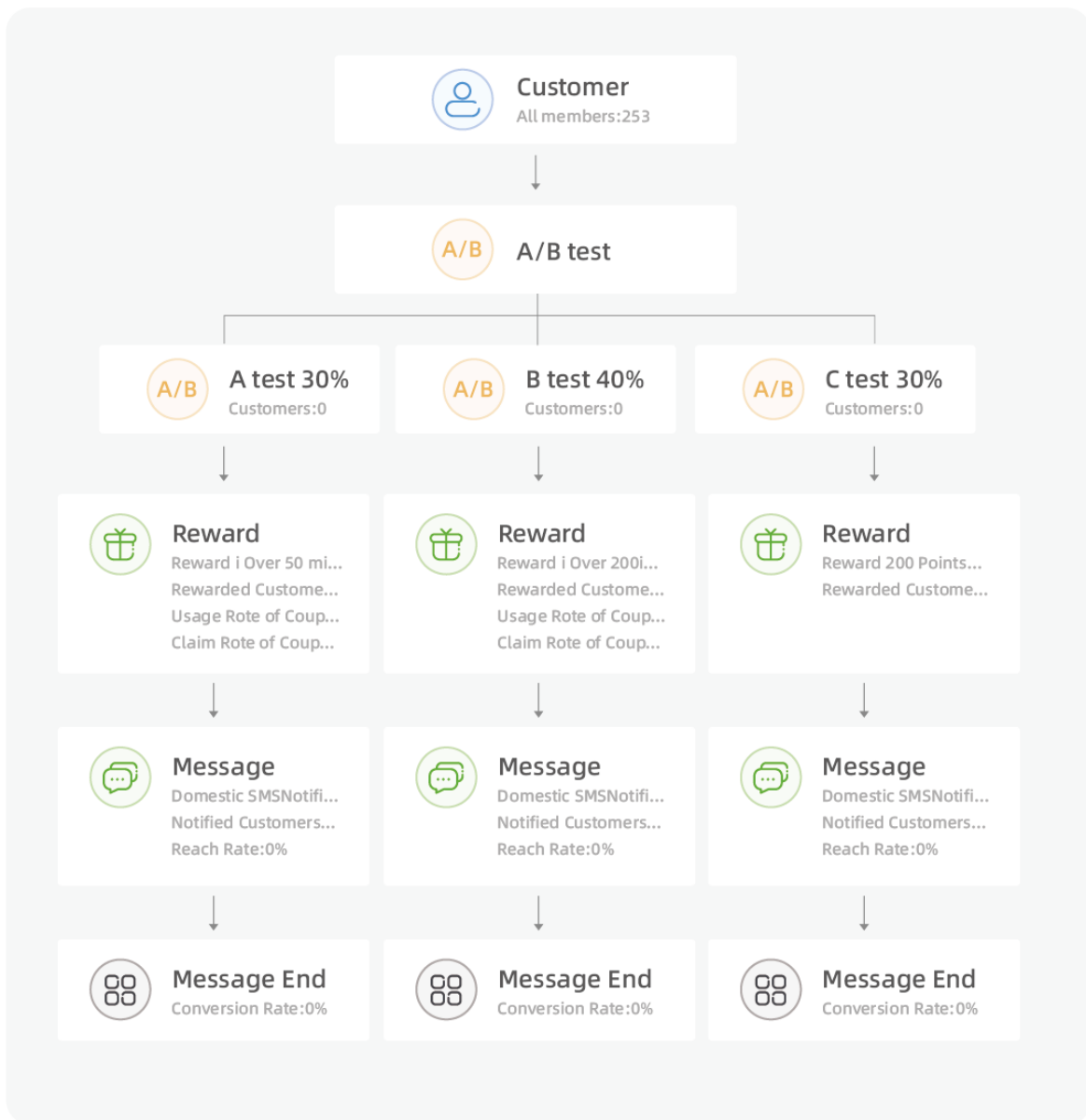
This not only optimizes the rights and interests of members, but also makes it convenient for the brand to reach consumers in combination with diversified marketing scenarios. At the same time, based on consumers' previous consumption behaviors, the

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brand can issue potentially more interesting consumption coupons to consumers for their independent choice. From the perspective of consumer experience, unified rules of member brands can also satisfy consumers' consistent shopping experience at any time and through any channel.

3.4 Manage the whole marketing process with activity as granularity

Based on the tagged, informationized and visualized attributes of consumer data in the Social Hub system, the brand can accurately predict consumer behavior and demand, and form a closed loop in the whole process from marketing campaign design, campaign execution and campaign analysis to implement personalized marketing with thousands of faces.



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For example, when a business person launches a new marketing campaign, he or she can select the target members of the campaign by circling labels and customizing rules. During the implementation period, the marketing information can be sent through wechat, SMS and other channels, and the marketing effect can be analyzed in real time according to A/B test, and the marketing strategy can be adjusted in time. After the activity, we can visually view the analysis results of new promotion, sales repurchase and so on, and optimize the next round of marketing activities based on this.

4. Enterprise income

- * Achieved 70% membership growth within 3 months after launch
- * Member repurchase rate increased by 60%



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"Every misfortune is a blessing, every blessing is a curse." Although the COVID-19 epidemic has brought considerable trouble to brands, the "organic in danger" has also promoted the digital transformation of the industry. Many brand giants speed up their transformation with the help of digital strategies, from supply chain to finance, business links, and even stores, to introduce digital, so as to better fit into consumers' life patterns and consumption habits. In its latest Pulse survey, PWC found that 60% of executives surveyed ranked digital transformation as their most critical growth driver in 2022.

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In today's digitally connected world, every part of business revolves around new expectations, competitors, channels and opportunities. A large number of innovations in technology have made it necessary for organizations to adapt to the changing environment in order to maintain their position in this highly competitive market.

Over the past few years, the world has seen the emergence of a new breed of digital companies with a growing range of businesses. **Companies that deliver digital products or services quickly, as well as those that collect data from market interactions and use insights to quickly optimize the value chain, are gaining more competitive advantage.** But those that are not yet involved need to embrace the digital world by embarking on the path of digital transformation. Digital transformation is the integration of digital technology into all areas of business, redefining the way business operates and provides value to customers.

Digital transformation is a concept at the strategic level of enterprises. Its essence is to cut into the business flow of enterprises through digital technology and mathematical algorithms, forming an intelligent closed-loop, making the whole process of enterprise operation measurable, traceable, predictable and inheritable, and reconstructing the core competitiveness of quality, efficiency and cost. Enterprise digitalization is divided into three parts: internal operation management digitalization, external business model digitalization and industry platform ecological digitalization. Correspondingly, at the level of technology and business integration, it is necessary to realize the internal vertical integration, external horizontal integration and ecological end-to-end integration of the system. Its essence is to resolve the uncertainty of complex systems, optimize the allocation of resources and support the new economic form of high-quality economic development by automating the flow of data.

Today, virtually every CIO is actively engaged in digital transformation activities, leveraging a combination of cutting-edge technologies to improve and optimize business operations and identify and realize new business model opportunities. However, as the technology landscape changes, when it comes to the scope of digital transformation, some questions are raised, such as what will the future look like? What are its immediate and long-term commercial benefits?

Here, some of the most important digital transformation trends are summarized:

Chapter I: Brand Organization Evolution: from CIO to CDO

The Chief Information Officer (CIO) is one of the most senior executive positions in an enterprise, usually a senior executive who is responsible for the planning and integration of Information systems and Information resources within the enterprise.

In the digital age, the role of CIO has changed again. Today's digital transformation covers more than just information construction, from internal capacity building to the connection of customers and the external environment, becoming an increasingly complex system. In other words, the task of digital transformation is far from what the CIO and his information technology department can accomplish. Some professionals believe that digital leadership is a team sport, which needs to mobilize all the resources of the company. If the company sets up CDO, it will have more advantages than CIO in terms of resource coordination.

CDO stands for Chief Data Office. According to Gartner, Cdos are senior managers responsible for enterprise-wide data and information strategy, governance, control, policy development, and effective utilization. Data management is always an important position in the enterprise. But IT wasn't until the rise of IT systems in the second half of the 20th century that the volume of data grew exponentially, and the task of analyzing and monetizing data became increasingly important. After the strengthening of data compliance supervision, data compliance also became one of the important work of CDO.

CDO have the highest responsibility for the strategic use of data in the enterprise, driving the enterprise to perform tasks more effectively, increase productivity, better collaborate with customers, employees, and other stakeholders, improve existing revenue streams and create new ones, and develop new business opportunities.

In today's business environment, CDO roles can include data science, analytics, business processes, marketing planning, product development, supply chain, and customer interaction due to pressures including digital transformation, advanced technologies, and the ability to gain valuable insights and monetize data gathered from multiple sources.

But at the end of the day, an important function of CDO is to help companies understand big data as a business asset that can be used strategically to discover new revenue opportunities and reduce operating costs. CDO will perform tasks by using a variety of tools and technologies, including artificial intelligence, machine learning, cloud, Internet of Things, advanced analytics, and business intelligence software. An important task of CDO is to build teams of data professionals who understand the

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culture, goals, and industry in which they operate and can apply data analytics to solve problems, challenges, risks, and opportunities.

CDO also work closely with CMO to use data to improve customer interaction, support customer experience, and ultimately drive sales. In addition, the CDO is responsible for establishing and maintaining the enterprise's data governance policies and processes to ensure data quality and management, tasks that require collaboration with the CFO and even the CEO. The CDO will also work closely with senior executives and colleagues responsible for data, such as the chief Information Security officer (CISO), who will be responsible for ensuring data security within the enterprise; Or work with legal, compliance and risk leaders to ensure that the organization's data management is in compliance with existing laws and regulations.

Chapter II: Combinable business gradually matures

According to MuleSoft, the 2020s will be a time of seamless digital experiences. To achieve this goal, organizations need to carefully consider how to improve agility, which will usher in a new era of event-driven architecture and composable business in 2022.

According to MuleSoft, the always-on digital economy puts enormous pressure on organizations to get things right for end users. According to PWC, a third of consumers would ditch their favourite brand after a bad experience.

One of the most effective ways for organizations to drive agility and meet these rapidly growing expectations is by becoming a composable business built on reusable apis. These apis can be used to transform an organization's digital capabilities and data into a series of interchangeable building blocks that employees can reuse in other ways to build their own solutions.

The future of digital commerce is a good example of a connected and composable model. Gartner defines it as "composable enterprise" and uses composable commerce as an expression of this idea applied to shopping infrastructure. According to Gartner, composable business means creating an organization of interchangeable building blocks.

The idea of composable business is based on four basic principles:

- Faster discovery speed
- Greater agility through modularity

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- Lead better by coordinating
- Elasticity passes autonomy

Reusable API are a great way to do this, which is why 96% of global organizations are already using public or private API. The study identifies important concepts and differences from API, focusing on event-driven API and event-driven architectures. The study concluded that event-driven architectures are more flexible and extensible than RESTful architectures, supporting the fluid, real-time interactions that consumers now expect.

- 80% of organizations recognize the need to give business users access to data and integration to increase productivity, provide a connected experience, and drive innovation.
- 36% of organizations say they have a proven way to make it easy for non-IT users to integrate applications and data sources through apis.
- 44% of organizations said they are developing plans to enable non-it users to consolidate applications and data sources through APIs.

According to Gartner, the three components of a composable business are:

- Combine thoughts that keep you from losing your creativity. Anything goes. Combining the principles of modularity, autonomy, orchestration, and discovery with composable thinking can guide you to conceptualize what to compose and when.
- Compositional business architecture ensures that the organization is flexible and resilient. It's about structure and purpose. These are structured functionalities -- providing you with mechanisms to use in your business architecture.
- Composable technologies are tools of today and the future. They are the parts, the ties that connect them. These four principles are product design goals that drive technical features that support the concept of composability.

Among the combinable practices, China does well in "adaptive strategy", 47% of enterprises respond to the change of strategy with the change of external environment, and does poorly in "high trust culture".

In terms of composable business architecture, China integrates business process design and technology design at the same time, but lacks in the integration of multi-skill teams.

In terms of composable technologies, firstly, China uses some agile methodologies suitable for digitalization, such as DevOps; Secondly, enterprises rapidly increase

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and decrease applications through the platform; Finally, use technical tools to help collaboration.

For example, Social Hub contains many channel connectors, and uses API calls to realize the standardized connection of a large number of third-party platforms, thus realizing the membership, integral and message communication of Tencent system, Ali system and Xinmeida system. At the same time, in the overseas version, it provides the membership access function of Lazada, Shopify, Facebook and other platforms. Customers can easily call these APIs for combination and independent personalized function development, and get a more personalized experience than local deployment.

Chapter III: Safety compliance becomes inevitable

Security concerns have been an obstacle to digital initiatives. About 87 percent of IT and business leaders claim security considerations are slowing the pace of innovation, while 73 percent say specific security and governance issues have increased as their systems become more integrated. Gartner predicts that by 2022, Application Programming Interface (API) attacks will be the most common attack medium leading to data breaches in enterprise Web applications.

According to Forrester, 21% of security decision makers plan to prioritize building security into their development process. As the age of business technologists gathers pace, many more will follow in the coming years.

Techsun is committed to providing safe and reliable data services for enterprises, with “information system security Level protection Level 3 certification”, data security and compliance design can meet the business needs of the world’s Top brands.

Techsun CEP products are designed for safety compliance including:

- **Multilevel Data Rights Management:** Techsun products have a multilevel data rights management module to separate different levels of data operations (view, modify, delete, export, etc.), and differentiate PII data involving consumer data more deeply.
- **Key Information Encryption:** Techsun implements hierarchical management based on data sensitivity and more PII encryption based on different roles. The personal information provided by the Personal Information Protection Regulations also provides data encryption on the storage layer. Quickly respond to the desensitization and anonymization of consumers’ private data by third-party open platforms and e-commerce platforms;
- **Integrate the Enterprise internal authentication system:** Techsun supports and

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integrates the enterprise internal authentication system. After logging in to the enterprise internal user system, you can directly log in to the Techsun system to implement AAD (SSO).

- **Enterprise Operation Capabilities:** Techsun is equipped with high-performance real-time computing, high availability and service level assurance, professional technical support and service teams, and a highly resilient architecture to support large amounts of data.

Finally, Techsun can also help brands to do a good job of data security control and access control. Techsun's cooperative customers have strong requirements for data security, and do not accept that in the pure SaaS scenario, member data is completely placed on the supplier's platform, and the data management authority is not in the hands of customers. Techsun therefore adopts the private deployment mode of public cloud, and the administrator account is managed by the customer.

At present, in mainland China, Techsun has selected Microsoft's cloud service to store data and privatized the public cloud. The cooperative Microsoft Azure is located in the Eastern region. In Hong Kong and Taiwan market, due to the local policy requirements, which have high requirements on data security and data departure, Techsun has opened a separate account in Singapore, and the whole system is built on Azure cloud in Singapore. In this way, data compliance is achieved in Hong Kong and Taiwan, and the normal operation of the business can be supported.

Chapter IV: Brand in China: Localization Route of Marketing Technology

In a sense, international brands entering China are the "teachers" of local brands in the field of digital marketing. A large number of digital marketing cases created by these brands and the 4A companies that accompany them into China have become learning models for later comers. However, in the field of marketing technology, many Martech companies entering China have appeared the phenomenon of "acclimation with the soil". According to Forrester's research, overseas marketing technology vendors have the following problems:

- **Insufficient emphasis on the Chinese market:** From data management platforms (DMP) to marketing performance measurement to enterprise marketing software suites, many global marketing technology (Martech) and advertising technology (Adtech) vendors, including Adobe, Oracle and Salesforce, have limited business and market presence in

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China.

- Rarely adapt their solutions to local market needs: Many overseas marketing technology tools are designed around computer-based marketing campaigns, with a strong focus on website and email marketing. However, in China, a market dominated by wechat and e-commerce marketing, such marketing technology tools are not applicable. Most of the localization efforts made by overseas marketing technology vendors are too small, and initiatives such as the integration of wechat public accounts are far from enough.
- Won't work on localization challenges: The Great Firewall and localization of data undermine the performance of overseas vendors. While a few companies, like Apple, store data locally, few marketing technology vendors will follow suit.
- Haven't adjusted culturally: The Chinese market is growing rapidly, but global manufacturers aren't used to responding quickly. Marketing professionals demand agility and flexibility, and many expect customized solutions. However, overseas vendors rarely offer customized or on-demand features.

A growing number of global brands in China are slowly switching from contracted marketing technology vendors at their headquarters to local ones. The important reason for this phenomenon is that there are significant differences in Martech ecology between China and the United States. Different from China, the industrial Internet and consumer Internet in the United States almost go hand in hand, so Martech products like marketing technology stack are not unfamiliar to American brands. Brands often choose solutions from different companies and then have their IT departments organize and manage them so that they all serve the same purpose. But in China, companies still prefer a one-stop solution.

In China, where consumers are more digital than in the U.S., it's time for online channels to be king. China's concentration on social media is also higher than that of the United States. So that it is difficult for brands to bypass wechat, Tmall these online channels to do digital marketing. Brands entering China should also learn how to "localize" by increasing investment in mini programs such as TikTok, RED and WeChat in 2022, and consider using more niche e-commerce platforms. ■

I About Techsun



Techsun is a high-tech enterprise providing a new generation of customer interaction platform for retail brands, headquartered in Shenzhen, with operation service centers in Shanghai, Beijing, Hong Kong, Singapore and other places. Techsun's main customers are global Top retail brands, China's cutting-edge D2C brands, China's cross-border e-commerce sellers, and local retail brands in the Asia-Pacific region, with benchmarking cases in footwear, catering, mother and child, food, clocks and watches, cultural tourism and other industries. It has served McDonald's, Haagen-Dazs, Adidas, VF Group, Asus, Swatch, Hailan House and other well-known brands, helping brand customers connect more than 400 million members, with an annual membership increment of nearly 100 billion GMV. At the same time, Techsun attaches great importance to data security, and its products follow the provisions of GDPR.

With years of practical experience and expertise in the retail industry, as well as robust retail technology and service capabilities, Techsun has won the favor of leading venture capital institutions and a large number of industry awards and professional certifications. Over the years, it has won 2 ISO quality management system certifications, 24 technical software patents and 20 industry awards, and has received hundreds of millions of yuan of investment from Junlian Capital, Yunqi Capital and Youzan in 2021.

1. The development course

From 2006 to 2016, Techsun had a 10-year CRM partnership with Microsoft.

In 2017, the membership management system based on loyalty computing engine went online.

In 2018, the CEP combining CRM and CDP was officially released.

From 2017 to 2021, Techsun served McDonald's China and accompanied its membership growth from 5 million to 200 million.

In 2018, Techsun began serving Adidas.

In 2019, CEP added MA management system, and the products started the global layout, and the versions in Hong Kong and Taiwan were launched.

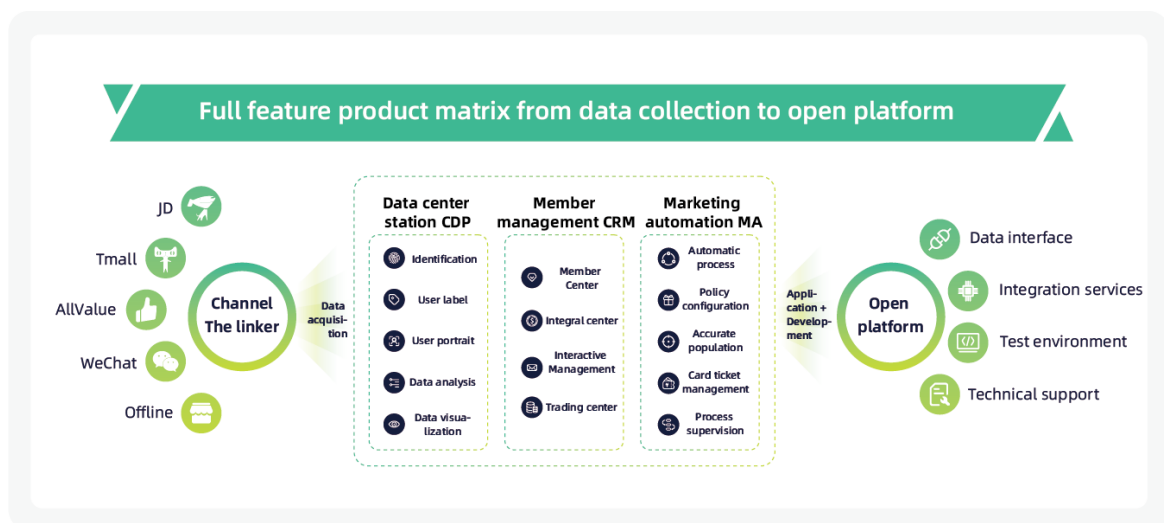
In 2020, CEP was launched in Haagen-Dazs Asia Pacific market, and in The same year began serving VF Group (which owns The North Face, Vans and many other sub-brands).

In 2021, MA continued to improve its machine learning capabilities to continue to serve Top multinational enterprises, adding offices in Taiwan, Hong Kong, and Singapore.

In 2022, it became ASUS CEP service provider and completed the micro-service upgrade of Adidas CEP system.

2. Product service

Techsun Social Hub is a Customer Engagement Platform (CEP) that provides retail brands with omni-channel data collection and data application. The product consists of five components: standard linker, data center, member management Platform, marketing automation Platform, and open Platform.



2.1 Standard linker

Provide many standard connectors, quickly integrate different e-commerce and social

platform channels in China and even the world, such as offline POS system, payment platform, as well as Taobao, Tmall, Jingdong, Shopee, Shopify, Lazada and other domestic and foreign mainstream e-commerce channels, the brand only needs a one-time login authorization to continuously and automatically obtain multi-channel data.

2.2 Data center

Techsun data Center has complete enterprise data asset management capabilities, including data collection, cleaning, modeling, model output, etc. It improves data quality by establishing standards and specifications, and brings into play the value of data.

Techsun data center is built based on cloud native technology, using cloud vendors' data storage services, data technology services and other operating environments, which can greatly reduce the difficulty of deployment, reduce operating costs, and have the advantages of high availability, high flexibility and high security.

2.3 Member management platform

It provides brands with tools such as omni-channel member unified management, points allocation, loyalty allocation, etc., to help brands build a digital membership system, as well as multi-channel unified member experience ability.

2.4 Marketing automation platform

By providing visual process canvas marketing components, brands can quickly build consumer marketing journey in a short time by dragging and dropping, and realize more intelligent automated marketing.

2.5 Open platforms

Provide rich system API interface and SDK, developers can quickly connect Techsun system and relevant third-party systems, greatly shorten the system docking cycle.

3. Team to introduce

Bill Huang, founder and CEO of Techsun, has 15 years of experience in the retail industry. He has served in McDonald's, Adidas, Haagen-Dazs and other international retail giants for many years, and has won the title of Microsoft's most valuable expert.

The core members of the company come from Tencent, Ali, Huawei, Microsoft, Lenovo, Oracle, Baidu, Dell, etc., and R&D personnel account for more than 85%.

4. To serve our customers

With its sophisticated technology architecture and globalization strategy, Techsun has been favored by leading brands including McDonald's, Adidas, Haagen-Dazs, VF Group

(which owns famous outdoor sports brands such as The North Face, Vans, etc.), Swatch, Abbott, Asus and Aiyingdao. ■



With innovative technology
Help brands connect with
consumers around the world



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