

RADICA Unify Data Solution

Feature Highlights on
Marketing Automation Solution

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Start Now! >>>>>>



Radica Professional

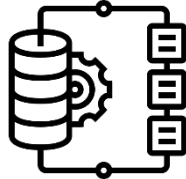
Marketing Automation Tools

Services



Experience

- 20+ CRM Specialists
- Ri+ multi channel blasting tool
- Hundreds of successful Marketing Automation campaigns delivered



Integrated Approach

- Strong in data integration & analysis
- Holistic automation solutions designed to supplement your in-house team



Consultation

- A professional team to address your pain point
- A delegate advisor to provide first-class consultation



Results Driven

- Proven track records to drive business growth
- Save cost & Improve Marketing efficiency

Radica Clients



Pain Point



- Difficult to do re-targeting
- Higher cost of activation and engagement
- Hard to find IT to generate the customer data



Solution Overview



9 in 1 Marketing Automation Tools

1. EDM
2. SMS
3. MMS
4. Whatsapp
5. Facebook
6. Instagram
7. Line
8. App Push
9. In-App Msg



SHOW CASES







Phase 1 - Well Structured Data

Consolidate our fans/followers, recruit from existing customers (e.g. those who book tours, travel packages in Asia, esp. those who join premium/foodie tours to Japan or any countries.), tag customers by 'interested countries', traveler type and shopper type.



Fans/ Followers



A well structured customer database will enable community leader to share most relevant information with them.

Build



Phase 1 - Well Structured Data



Objective



To improve membership data's quality and transfer Tour customer to MKT



Enrichment and strengthen customer loyalty through automating the just-in-time communications



Phase 2 – Behavior Tagging

RI+

Dashboard

Contact

Contact List

Periodic Import

Profile Summary BETA

Content

Journey

Integration

Administration

Nathan

Last Activity Time

2022-08-02 16:45

Last Update Time

2022-07-22 16:14

Key Detail

Email

nathan.jp@radicasys.com

Phone Number

+85295249944

CID

-

Profile Created

2022-07-22 16:14

Property

Last Name

-

Gender

-

Salutation

-

Birthday

-

Location

-

Contact Lists

internal_contact_list

LV_event_participant

LV_customer_master

Actions

Opened Email

RI+ Practical Exercise

2022-08-02 16:45

Opened Email

RI+ Practical Exercise

2022-08-02 11:51

Opened Email

RI+ Practical Exercise

2022-08-02 09:41

Opened Email

RI+ Practical Exercise

2022-08-02 09:33

Opened Email

RI+ Practical Exercise

2022-08-02 09:32

Opened Email

RI+ Practical Exercise

2022-08-02 09:31

Read WhatsApp

TDC demo

2022-07-22 16:26

Clicked WhatsApp

TDC demo

2022-07-22 16:26

Opened Email

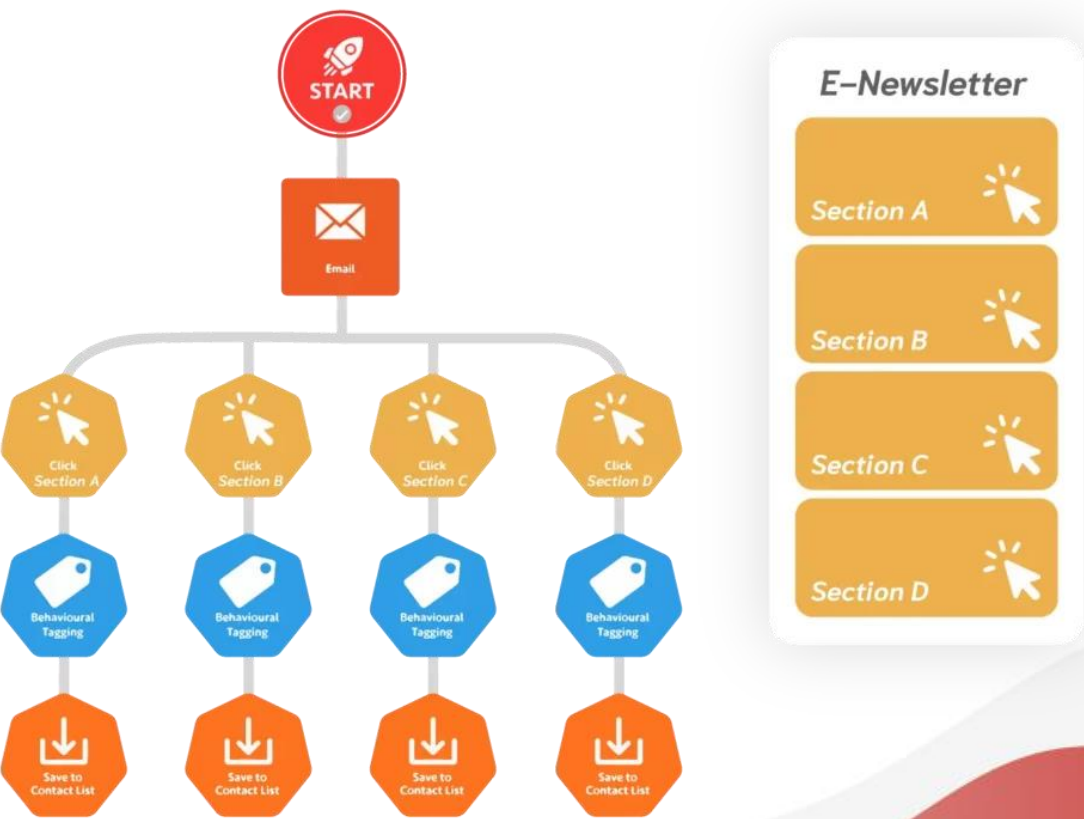
Version control

2022-07-22 16:25

Receive Email

Version control

2022-07-22 16:23



Phase 2 – Behavior Tacking

Data-Driven Targeting Data-Proven Results

Monitoring and measuring your campaign performance is essential to your business.

- Collect data and track the journey of every single email or message that you sent
- Provide a complete report including open rates, click rates, bounce rates etc.
- Allow you to do simple but precise campaign analysis for further planning



Behavior Tracking



Predictive analytics with machine learning

Channel Summary				
	Sent ⓘ	Delivered ⓘ	Unique Open ⓘ	Unique Click ⓘ
WhatsApp	872	780	559	0
All channel	872	780	559	0
	Delivery Rate ⓘ	Open Rate ⓘ	Click Through Rate ⓘ	Click to Open Rate ⓘ
WhatsApp	89.45%	71.67%	0.00%	0.00%
All channel	89.45%	71.67%	0.00%	0.00%

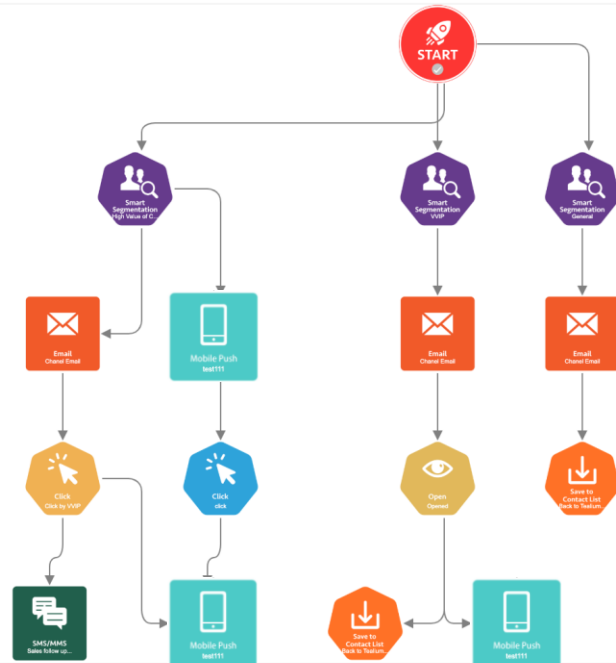
Sent History Summary	
Campaign Name	Total No. of Sent
cny sticker	665





Journey

[Home](#) / [Journey](#) / [Journey Detail](#) 

[Approve](#)
[Update](#)
[Duplicate](#)
[Delete](#)

Select an action to view the detail

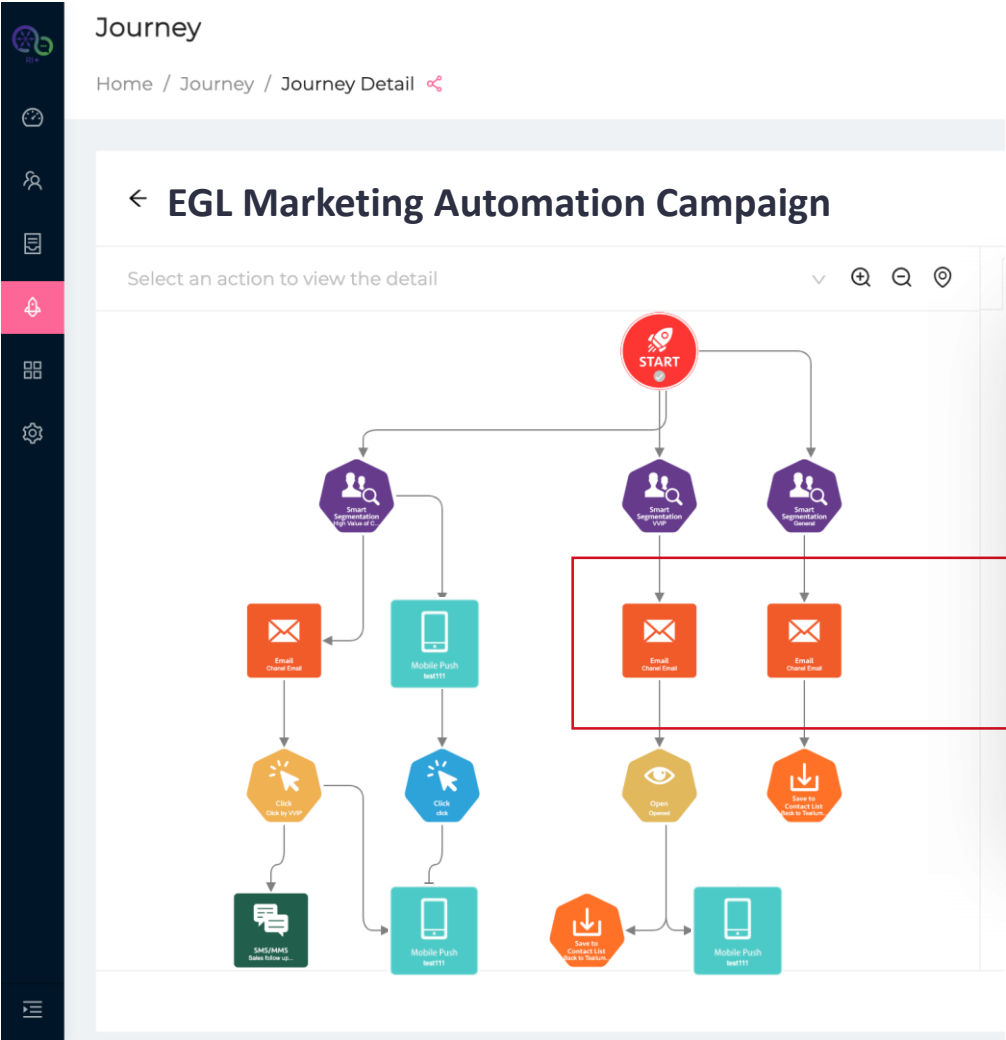


Information	Summary
Status	Draft
Journey Type	Test
Crontab	-
Schedule type	Once
Start at	2022-07-28 14:58:47
End at	-
Channels	   
Created by	internal.nathan.ip
Created at	2022-07-28 14:58:47
Modified by	internal.nathan.ip

Last Modified at 2022-08-09 23:39:18



Phase 3 – Customize Dynamic Content



Win Back

Hello **First Name** .

Try now

SELL

Hello **First Name** .

Sign up today

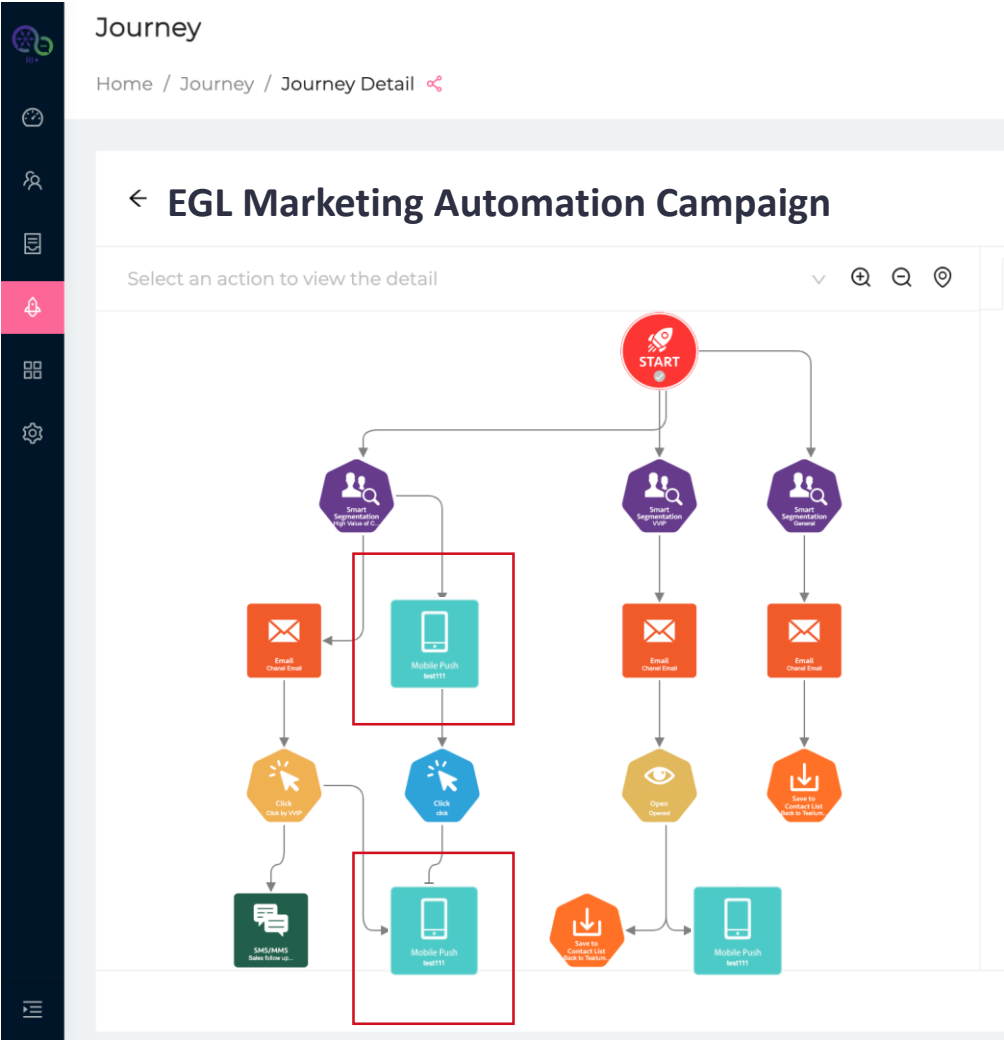
UPSELL

Hello **First Name** .

Save 20%



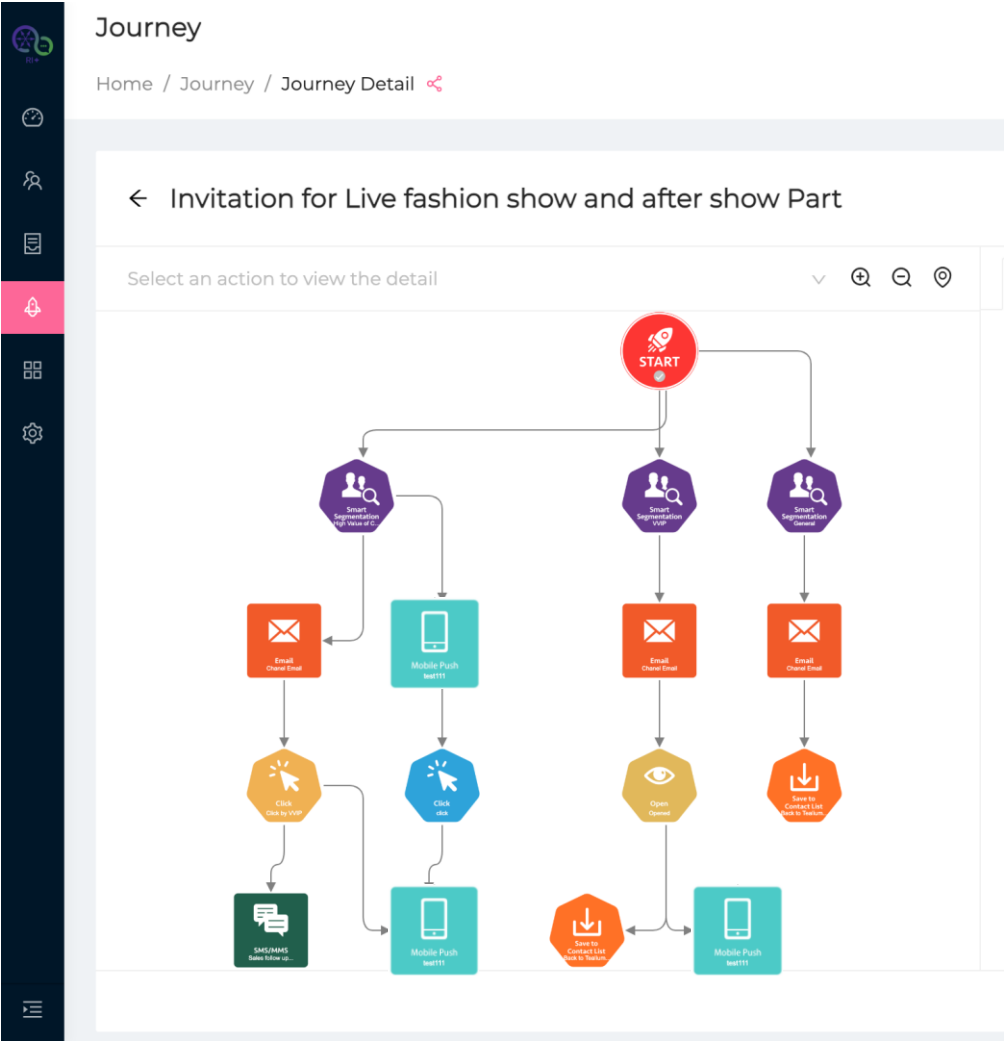
Phase 3 – Customize Dynamic Content



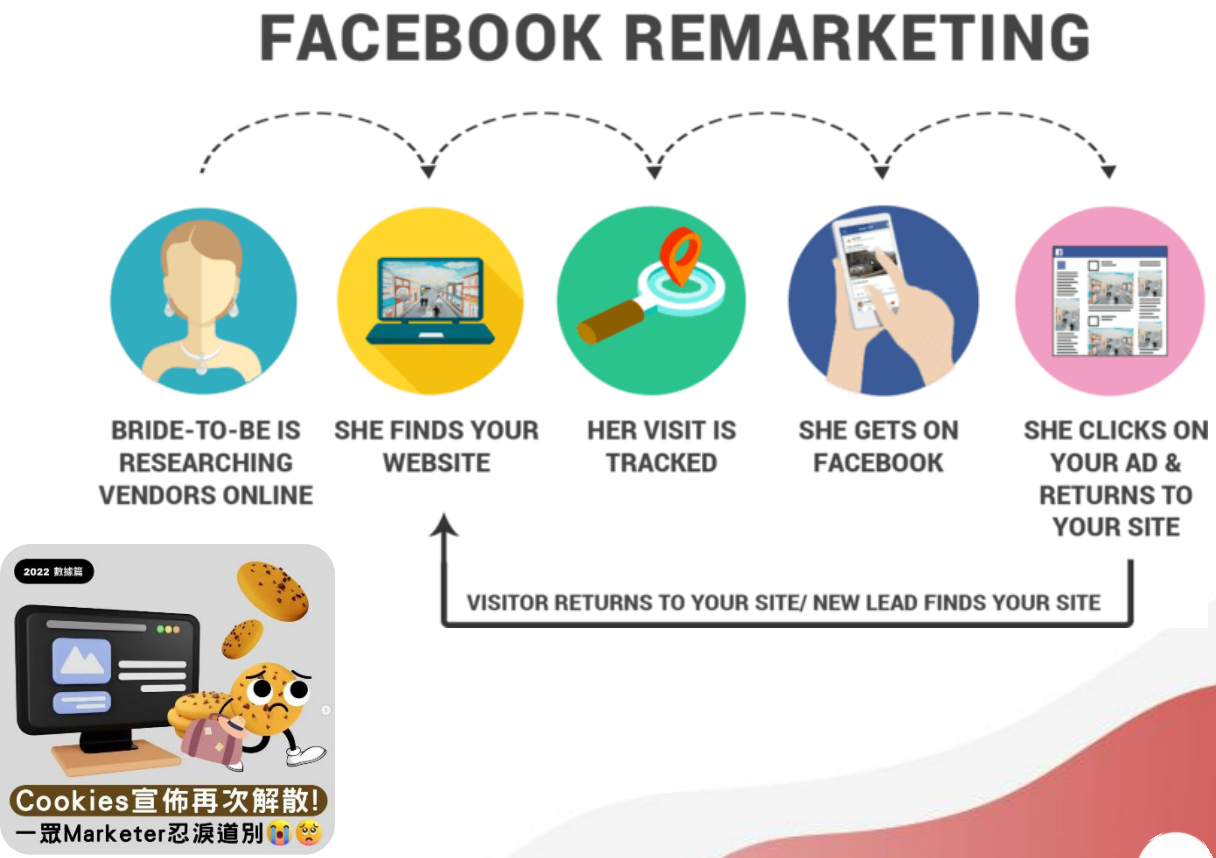
Inbound messaging management



Phase 3 – Customize Dynamic Content



Optimize advertising cost in Facebook

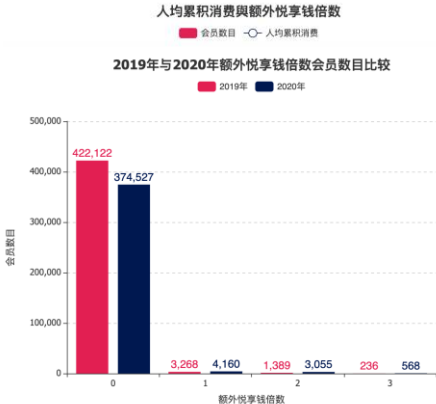
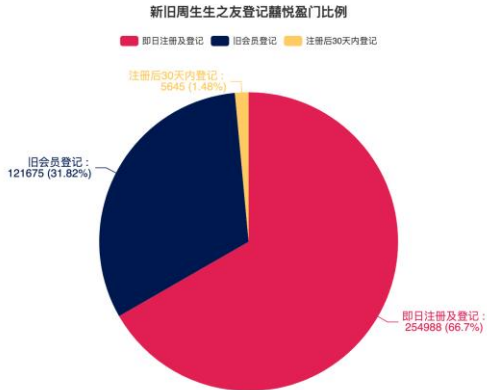


Dashboard – ROI/ Benchmarks

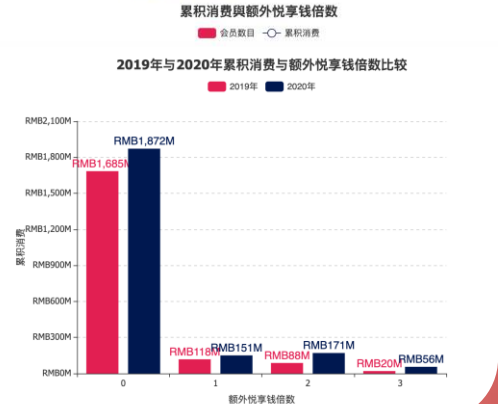
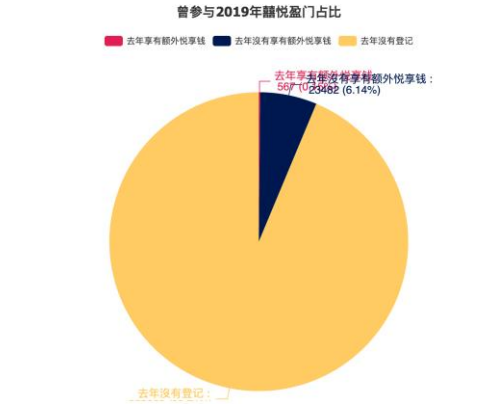
Industry Average Benchmarks

	Open Rates	Click-Through Rate (CTR)	Click-to-open Rate (CTOR)	Unsubscribe Rate	Bounce Rate
Advertising and Marketing Agencies	19.30%	2.60%	13.30%	0.20%	1.10%
Agriculture, Forestry, Fishing & Hunting	20.50%	3.50%	17.10%	0.20%	0.50%
Automotive and Aerospace	12.60%	1.20%	9.80%	0.20%	0.80%
Construction, Contracting, and Manufacturing	22.40%	3.20%	14.00%	0.30%	2.20%
Consumer Packaged Goods	14.50%	1.60%	10.90%	0.10%	0.40%
Education	23.40%	3.00%	12.70%	0.20%	1.10%
Engineering, Architecture and Design	20.40%	3.00%	14.80%	0.20%	1.10%
Financial Services	20.20%	2.50%	12.40%	0.20%	1.20%
Food and Beverage	13.00%	1.20%	8.90%	0.10%	0.30%
Government	30.50%	4.10%	13.40%	0.20%	1.30%
Healthcare Services	19.70%	2.70%	13.70%	0.20%	1.00%
IT / Tech / Software Services	17.60%	2.50%	14.30%	0.20%	0.90%
Logistics and Wholesale	18.90%	2.20%	11.70%	0.30%	1.20%
Media, Entertainment, and Publishing	18.10%	3.10%	16.90%	0.10%	0.40%
Nonprofit	25.20%	2.60%	10.30%	0.20%	1.00%
Other	19.10%	2.40%	12.40%	0.20%	1.10%
Professional Services	18.00%	1.80%	9.90%	0.20%	0.80%
Real Estate, Design and Construction Activities	19.90%	3.60%	17.70%	0.20%	1.40%
Retail	13.90%	2.10%	15.20%	0.10%	0.40%
Travel, Hospitality, and Leisure	15.70%	1.60%	10.20%	0.10%	0.50%
Unknown	17.50%	2.70%	15.00%	0.20%	1.10%
Average	17.80%	2.60%	14.30%	0.10%	0.70%

中国大陆禧悦盈门登记会员表现



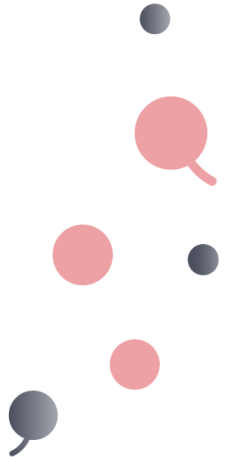
开始日期	结束日期
06 March 2020	04 November 2020



Good news!

Campaign respondents bought from Market

- 13.3% of total respondents
- Average 6.7 order per respondent
- Total sales: HK\$2.4 million
- 19.6% with 10+ order
- 25% bought once only





Q & A Session



Cloud Partner :

