





AI-first consumer intelligence

Have you ever spent on advertising?

YES

NEVER



Hong Kong: \$720 per capita

United States: \$664 per capita

United Kingdom : \$664 per capita

Singapore: \$214 per capita

...

China: \$65 per capita

”

**Hong-Kong ad spend
per capital is at **top 1**,
globally**

**Have you ever done market research to support
your ad placement?**

YES

NEVER





**Hong-Kong market research
spend as a percentage of ad
spend is **at the bottom 10**,
globally**

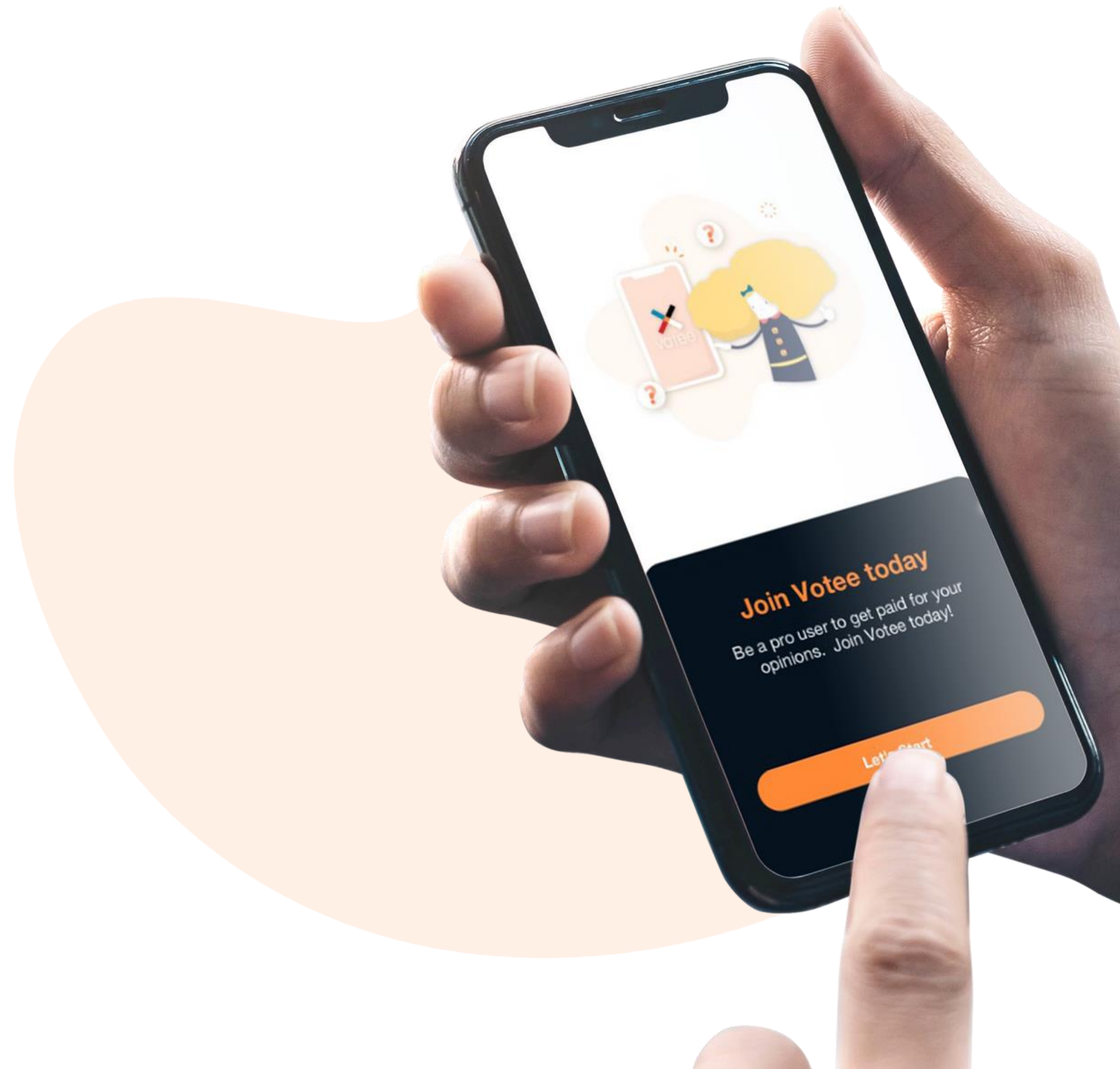
Source: Esomar Global Market Research 2020

United States of America: 21.5%
United Kingdom: 20.7%
Singapore: 14.4%
...
Hong-Kong SAR: 2.6%
Honduras: 1.9%
Panama: 0.8%

Our Mission

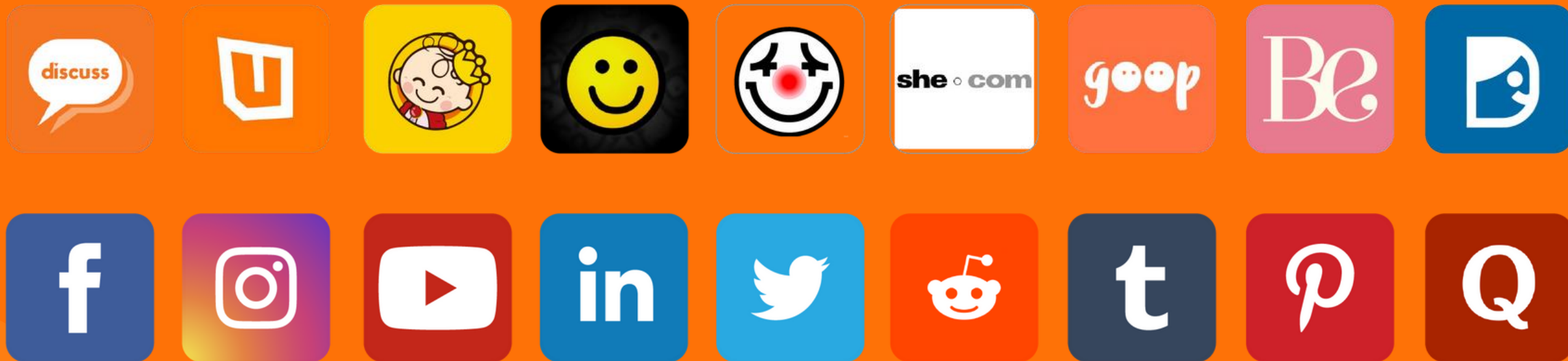
Is to bring brands and consumers closer together.
We believe that it starts with just a simple question and social listening to get a much better understanding of your audience.

Our consumer intelligence platform is made up of 4 products:
App, Plug-In, Social Listening, and Bespoke.





Social Listening

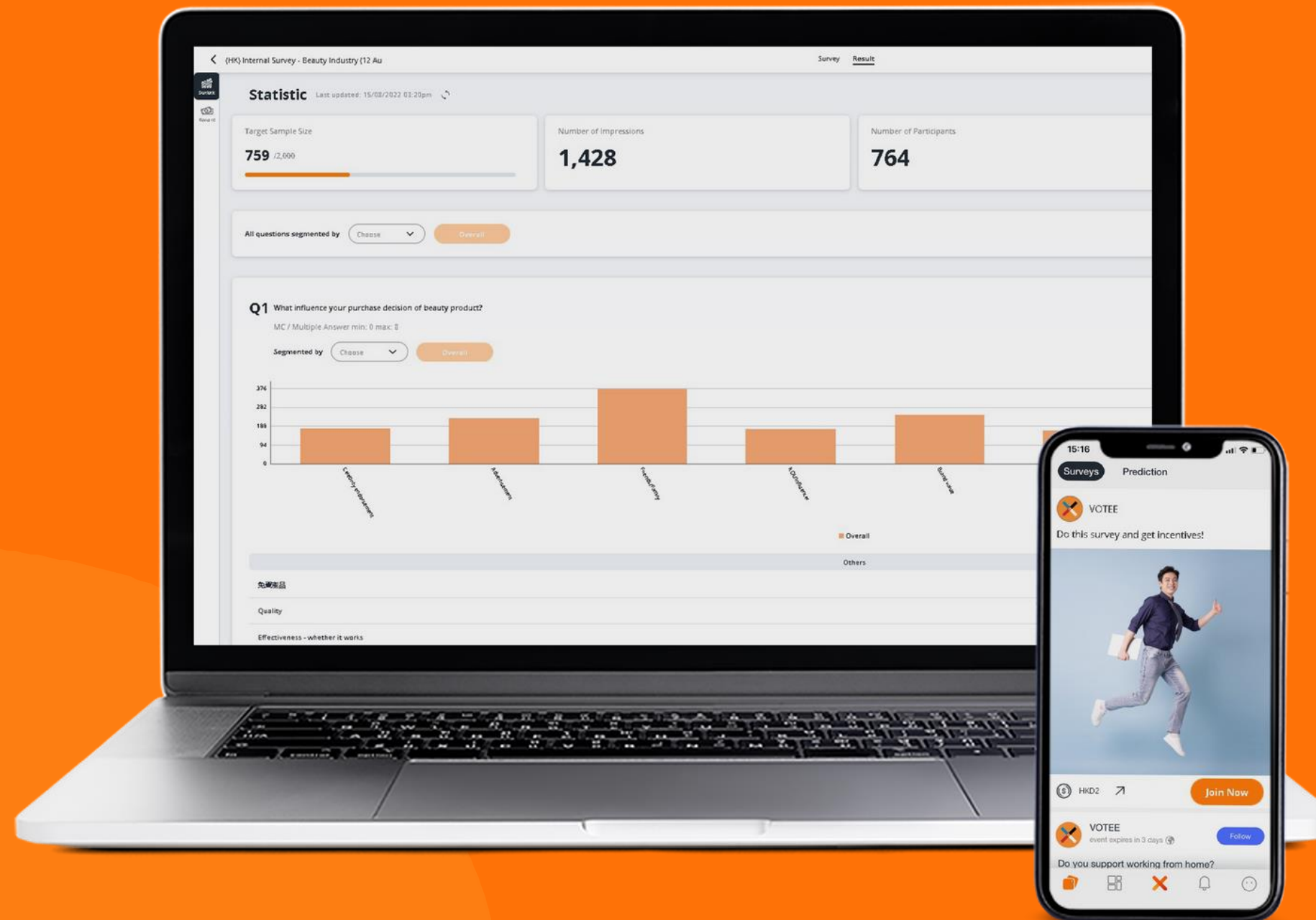


Know what people are talking about online





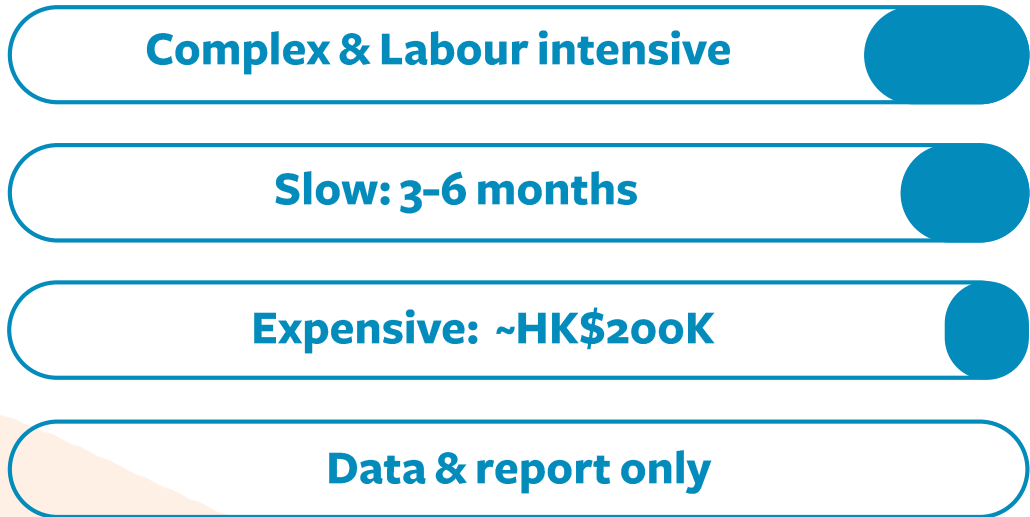
Market Research



Traditional market research solutions simply do not work.

And **only 1-2%** of companies actually use market research.

Traditional market research

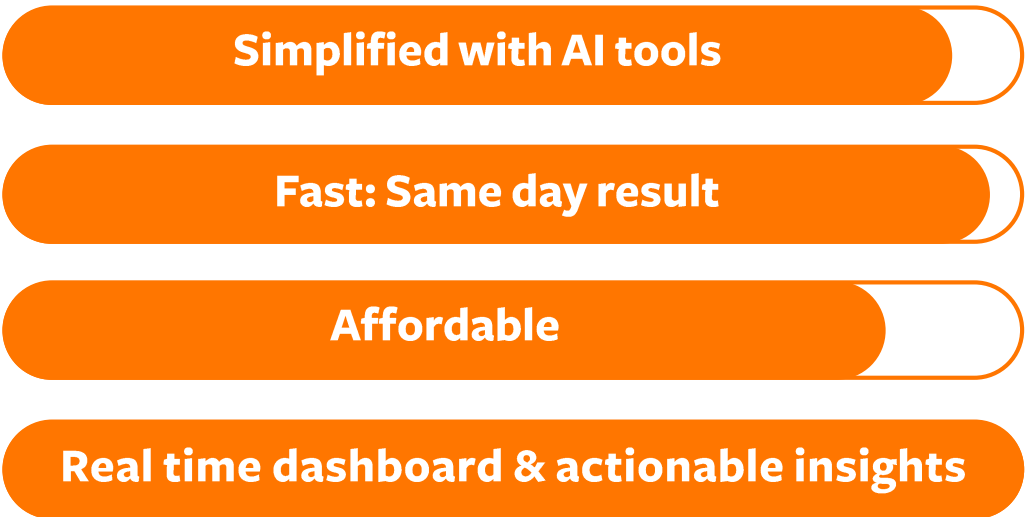


Procedure

Lead time

Cost

Sales conversion



Source: Internal Data

Quick survey solution just in time for post-campaign evaluation

Collected 300 responses within 2 days

回想起自2022年7月20日至9月21日，請問你有沒有見過或聽過肯德基KFC的意式香草狂熱呢？

有

沒有

請問你是否曾經見過或聽過以下的餐廳品牌呢？
(請選擇所有你知道的答案)

麥當勞 McDonald's

肯德基 KFC

必勝客 Pizza Hut

大家樂 Cafe de Coral

大快活 Fairwood

美心MX Maxim's MX

吉野家 Yoshinoya

請問你在哪裏見過或聽過有關肯德基KFC的意式香草狂熱呢？(請選擇所有適用答案)

電視

收音機

雜誌

報紙

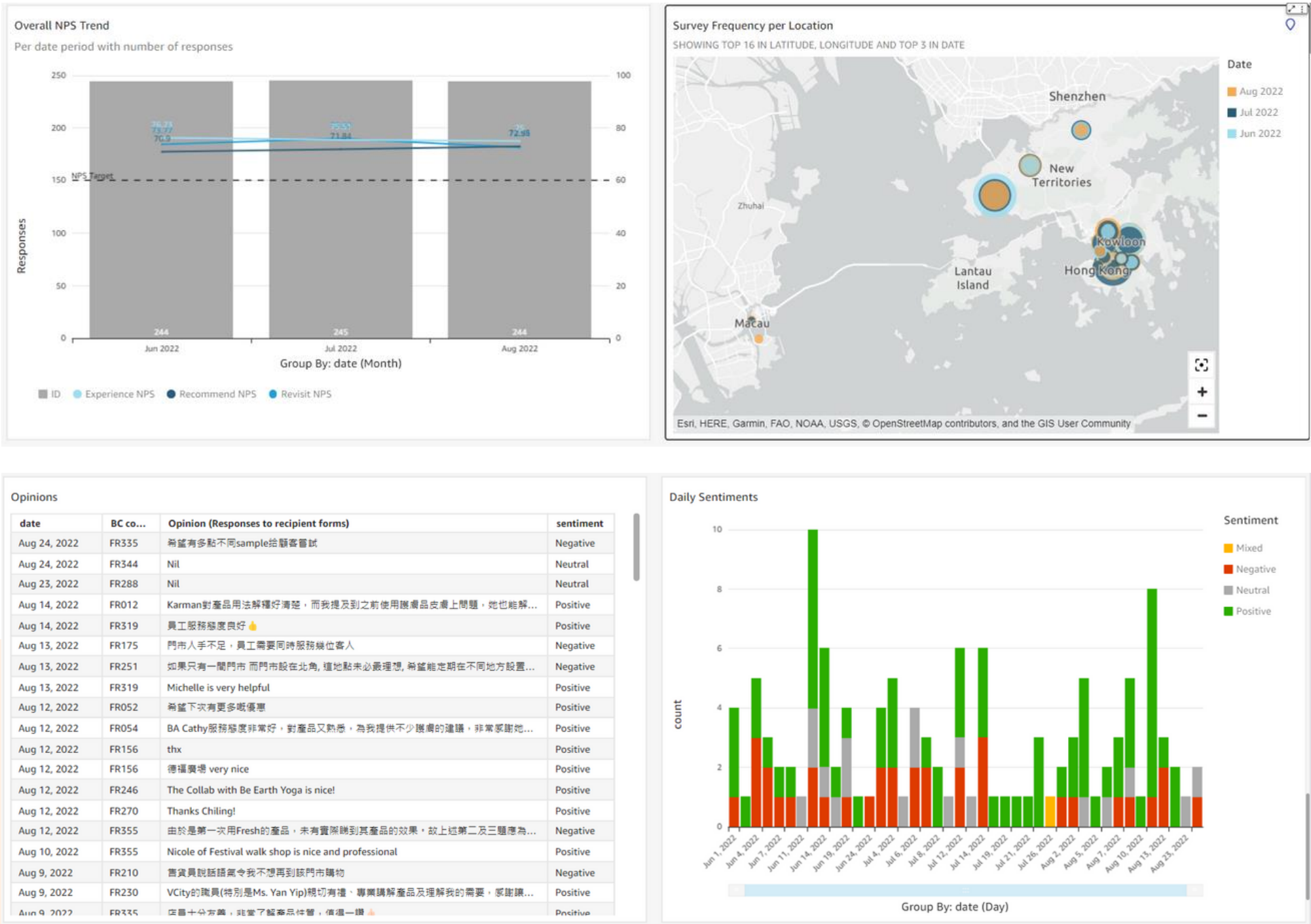
戶外廣告

郵寄宣傳單張

店內的宣傳品



Hassle-free NPS solutions for the win



Net Promoter Score (NPS)

Fresh collected data from customer regularly and their IT department will provide raw data. Their marketing department has to manually analysis the data and NPS by spreadsheet.

Challenge

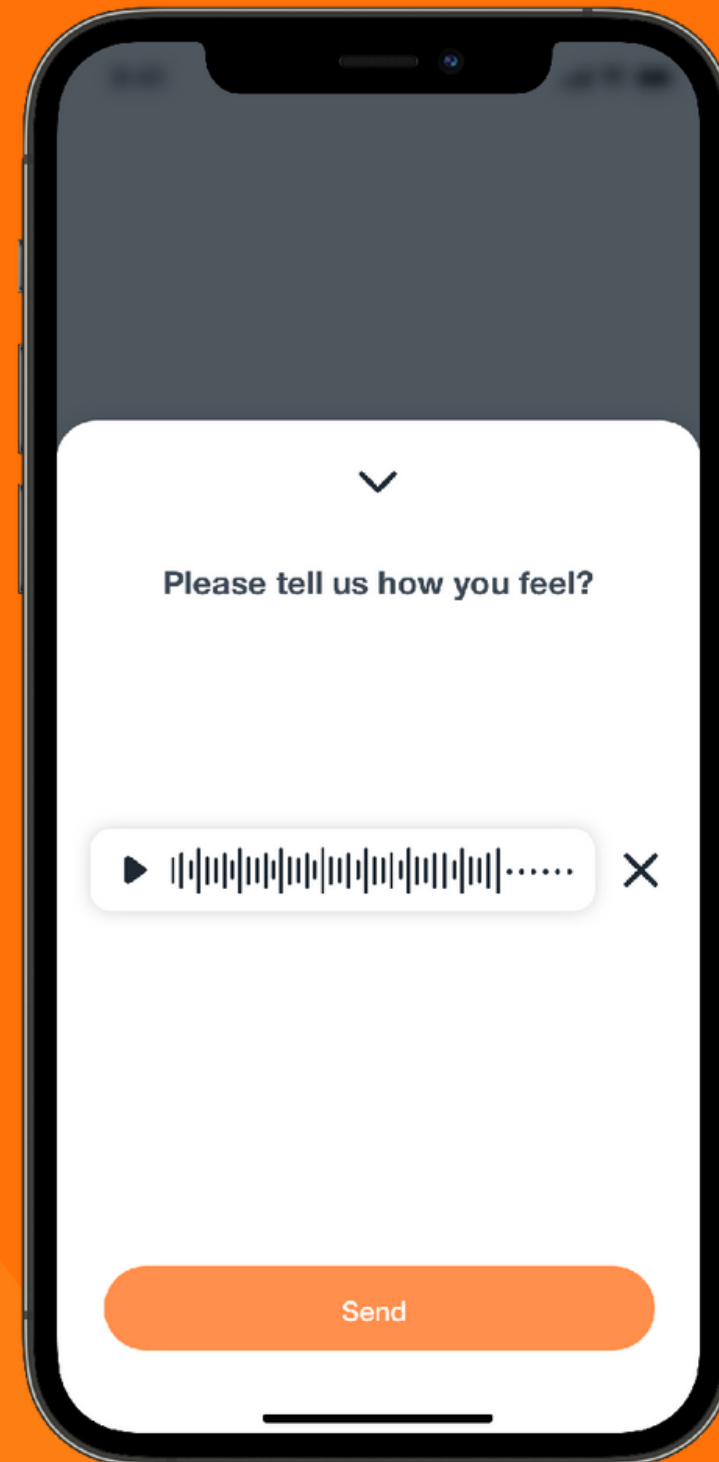
- Unable to visualize the result
- Need to create report manually
- No trend prediction
- Time-consuming

Deliverable

- Created customised dashboard within 1 week
- Filter by location, staff, territory etc
- NPS trend prediction
- System-generated report

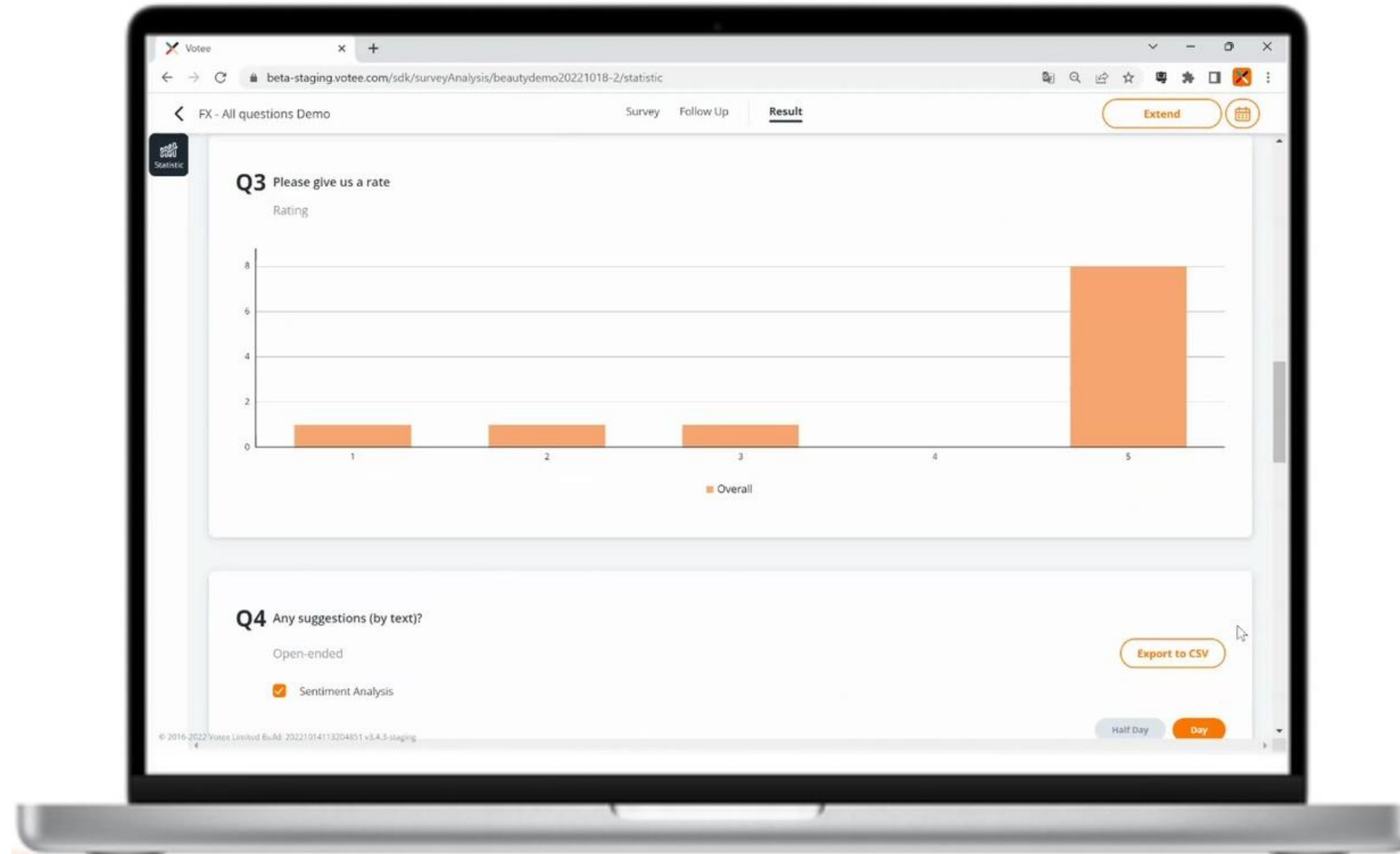
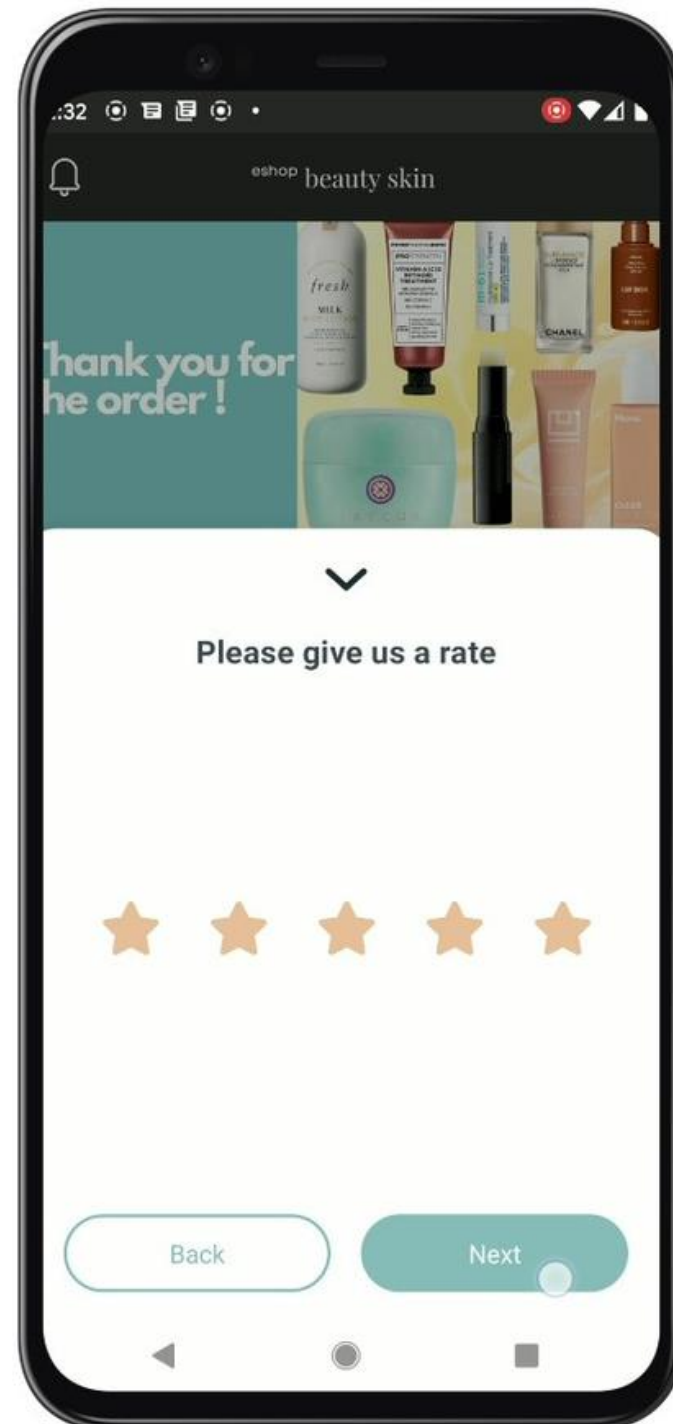


Software Development Kit



VOTEE Software Development Kit

Enables you to easily integrate a polling and voting tool **within your branded app** to gather feedback





Pricing



VOTEE Service Pricing

(Special offer for AWS Retail & eCommerce Solution Day's participant)

Survey

- ✓ 300 panels
- ✓ up to 20 survey questions/survey
- ✓ 1 region
- ✓ Real time dashboard
- ✓ Coupon distribution

\$13,800

per survey

Social Listening

- ✓ 5 topics
- ✓ 20 keywords/ topic
- ✓ Real time dashboard
- ✓ Insights report

\$5,000

per month



VOTEE SDK Monthly Plans & Pricing

(Special offer for AWS Retail & eCommerce Solution Day's participant)

Basic	Business	Enterprise
<ul style="list-style-type: none">✓ API Kit✓ 1 account✓ 1 survey✓ 2 questions/survey✓ 10 responses✓ Real-time dashboard✗ Coupon distribution	<ul style="list-style-type: none">✓ API Kit✓ 2 account✓ Unlimited survey✓ 4 questions/survey✓ 500 responses✓ Real-time dashboard✓ Coupon distribution	<ul style="list-style-type: none">✓ API Kit✓ 5 accounts✓ Unlimited survey✓ 5 questions/survey✓ 3,000 responses✓ Real-time dashboard✓ Coupon distribution
FREE	\$3,000	\$15,000

