Vpon

The New Path for Digital Marketing Strategy

Powering Data on Business Diversification for Mobile Commerce

Leveraging New Market Opportunities under Covid-19

1. **Accelerating App Usage**
2. M-Commerce is Turning into **Principal Sales Channel**
3. **Embracing Digital Transformation and Business Diversification**

Accelerating App Usage

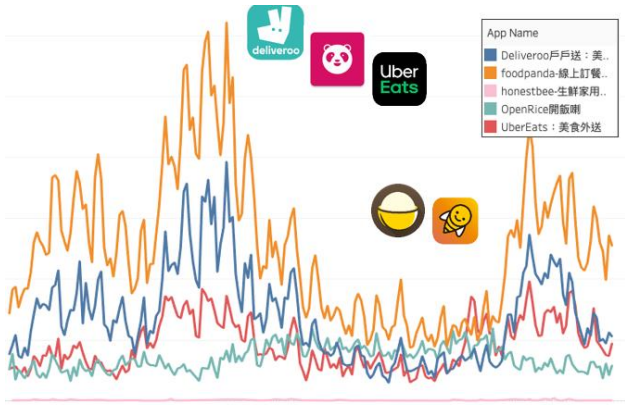
From Vpon Data to Observe App Download Growth after Covid-19

Finance App Download

Futu Securities, Money18 And AA Stock are Top 3

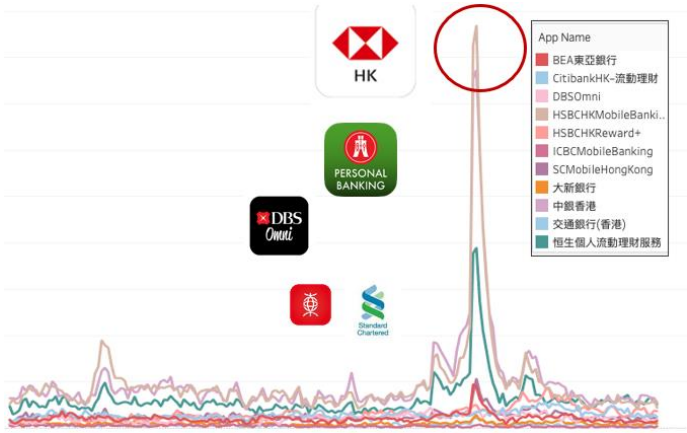
HK Delivery app –Audience Behavior Snapshot

Deliveroo and Foodpanda are the Top 2



Finance App Download

HSBC is the Market Leader



Vpon's own DMP data revealed that **the usage of App** rapidly increased after the pandemic.

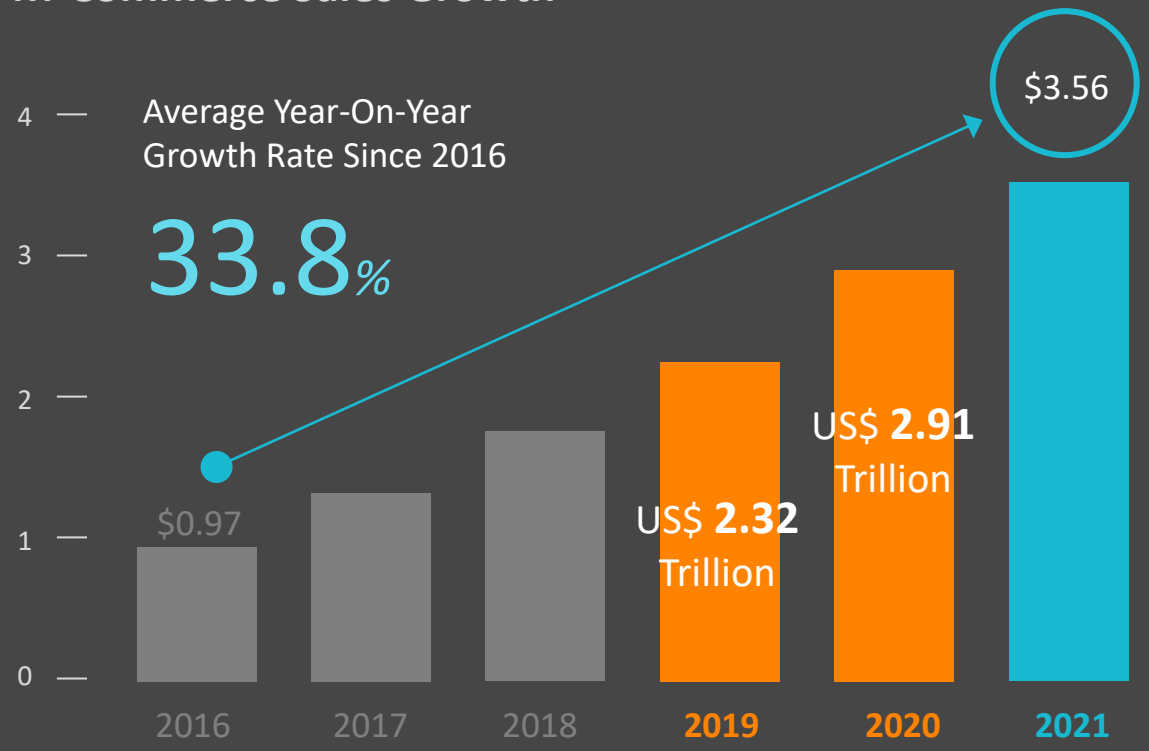
A change in people's lifestyle gives marketers more opportunities to
approach the right market by embracing mobile data.

Source: Vpon AppVois

M-Commerce is Turning into a Principal Sales Channel

Realizing the Full Potential of M-Commerce Market

M-Commerce Sales Growth



Sales in trillions U.S. dollars

The growth of mobile commerce is still expected to continue with mobile sales revenue expected to increase by **22.3%** to **3.46 trillion** in 2021.

The increase in mobile payment options is proved to be a huge boost for customer's **mobile experience**.

Opportunity to propel into a new digital age?

Embracing Digital Transformation and Business Diversification

Adapting Your Business to the "New Normal"

1. From Offline to Online

M-commerce market in Asia has expanded significantly during the first quarter of 2020 while Google searches for **"delivery"** options almost doubled.

2. Product Diversification

Given that product supply chain is interrupted under Covid-19, consumers change their preferred brand at a quicker pace.
4 out of 10 customers reported are eager to try new brands and services.

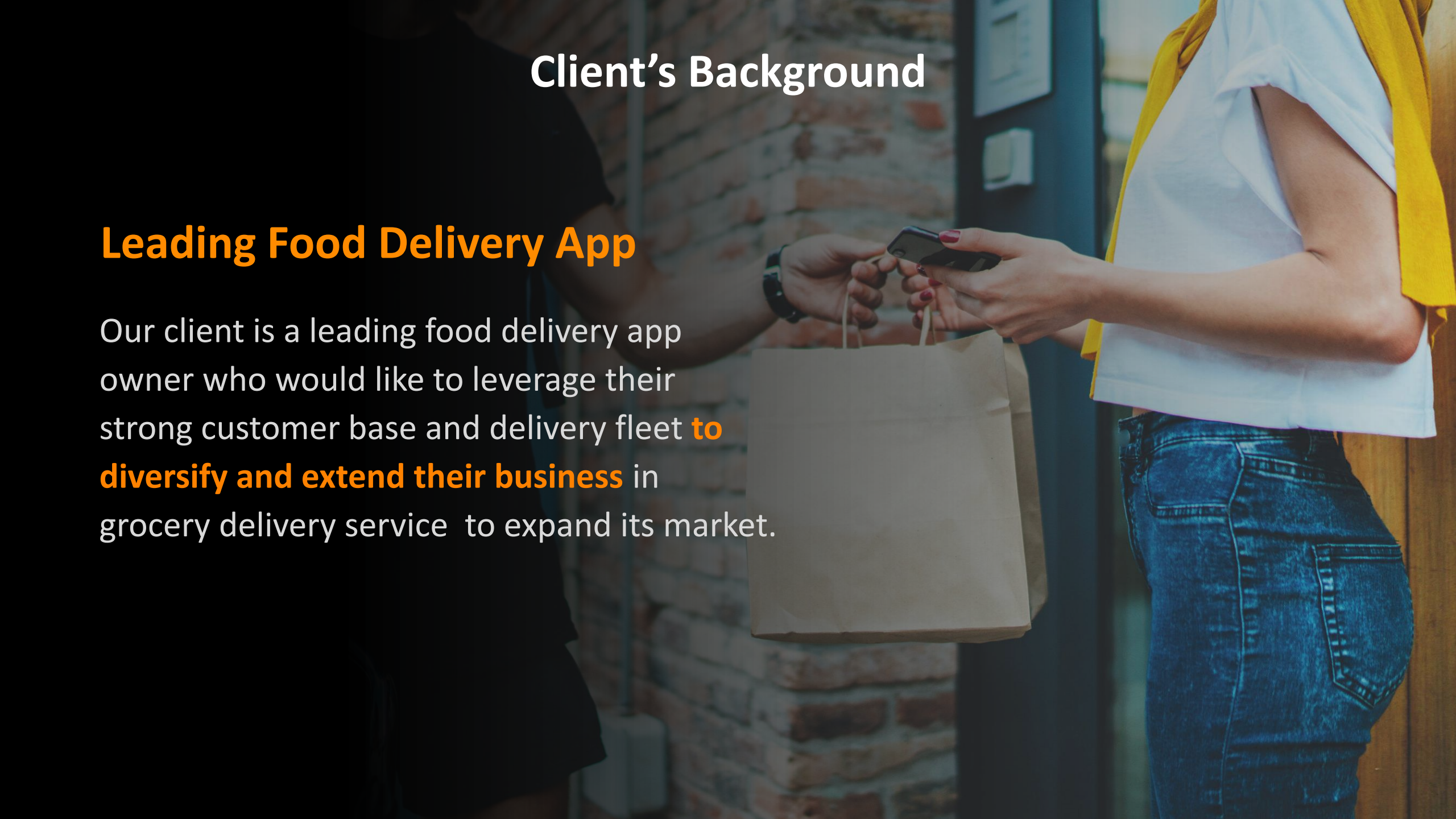
How can Vpon Help as a Data Partner?

Illustrated by Vpon’s Winning Collaboration with Hong Kong Leading M-Commerce Platform

Client’s Background

Leading Food Delivery App

Our client is a leading food delivery app owner who would like to leverage their strong customer base and delivery fleet **to diversify and extend their business** in grocery delivery service to expand its market.



Diversifying Services to Expand New Market

From Food Delivery to Grocery Delivery

Only Food Delivery Service

Current Business

Food delivery service is originally the major business of our clients. However, **relying on one or two major markets** will increase the vulnerability of the business, particularly in economic downturn.

Food Delivery & Grocery Delivery Service

Business Diversification

Realizing the needs of **on-demand FMCG** products increase, our client has diversified into delivering on-demand groceries, household and lifestyle essentials. New business opportunity offers an **alternative revenue stream and cashflow** during hard times.

Key Challenge of Implementing Diversification Strategy

Identify, Reach, Position

Identify

How to *identify* and understand your potential audience in the new market?

The existing target audience may no longer be applicable for new business development. Thus, new strategy needs to be formulated to understand the potential target audience.

Reach

How to *reach* your new target audience?

Leveraging the opportunity of digitalization is important to sustain the growth of new business. The question is, what platform and strategy should we adopt to reach those audiences instantaneously.

Position

How could the market know their diversified *positioning* & services?

Current business position may have already been deeply-rooted in customers' mind. Delivering new business positioning and services will need much stronger links and appropriate communication strategy.

Objective & Strategy

To increase **App Usage and App Download Rate** through Business Diversification

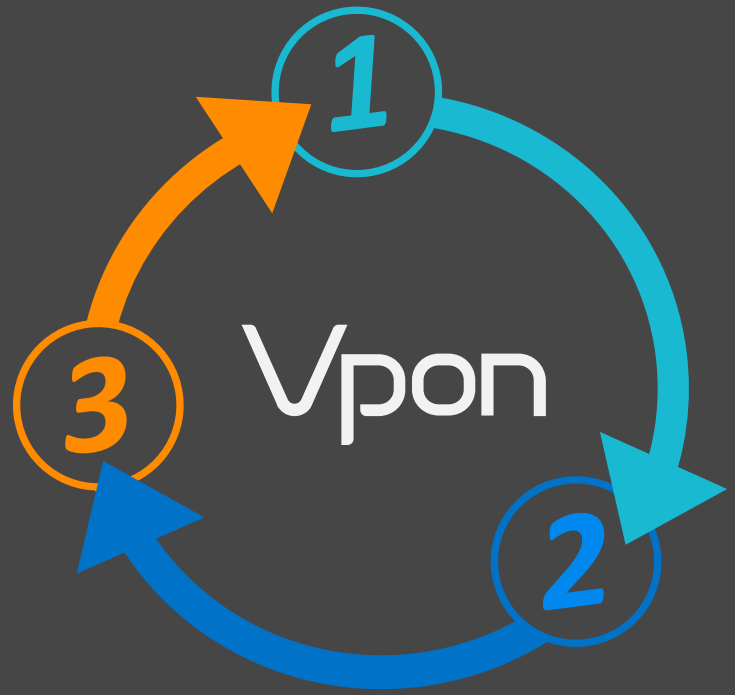
How to Bring in and Sustain New Business Model under Challenging Market Environment?

Our client has partnered with Vpon to **diversify its services and market positioning** through leveraging Vpon's data profession and capability.

How Can Vpon Help?

Leverage Vpon DMP on Precise Targeting

Embracing Vpon DMP data to learn users' behavior for personalized ads which are delivered to the right audience at the right time.



Sort out & Target Loyal Campaign Clickers

Picking out previous loyal campaign clickers and targeting with customized ads to drive conversion.

Exclusive Location-Based Solution

Users' digital footprint and behavioral data would be collected through Vpon DMP. Based on precise LBS targeting, we are able to reach potential target audience around Client's offline delivery spot.

How to Do

Defining Existing and Potential Target Audience

Existing TA

Retargeting

Retarget loyal campaign clickers from previous campaigns to promote new service

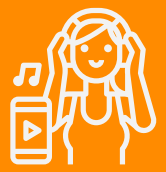
Loyal Campaign clickers

+

New Audience Group

Lifestyle Targeting

Targets audience group with behavior and profile that matches with potential targeting



Families & Office Workers

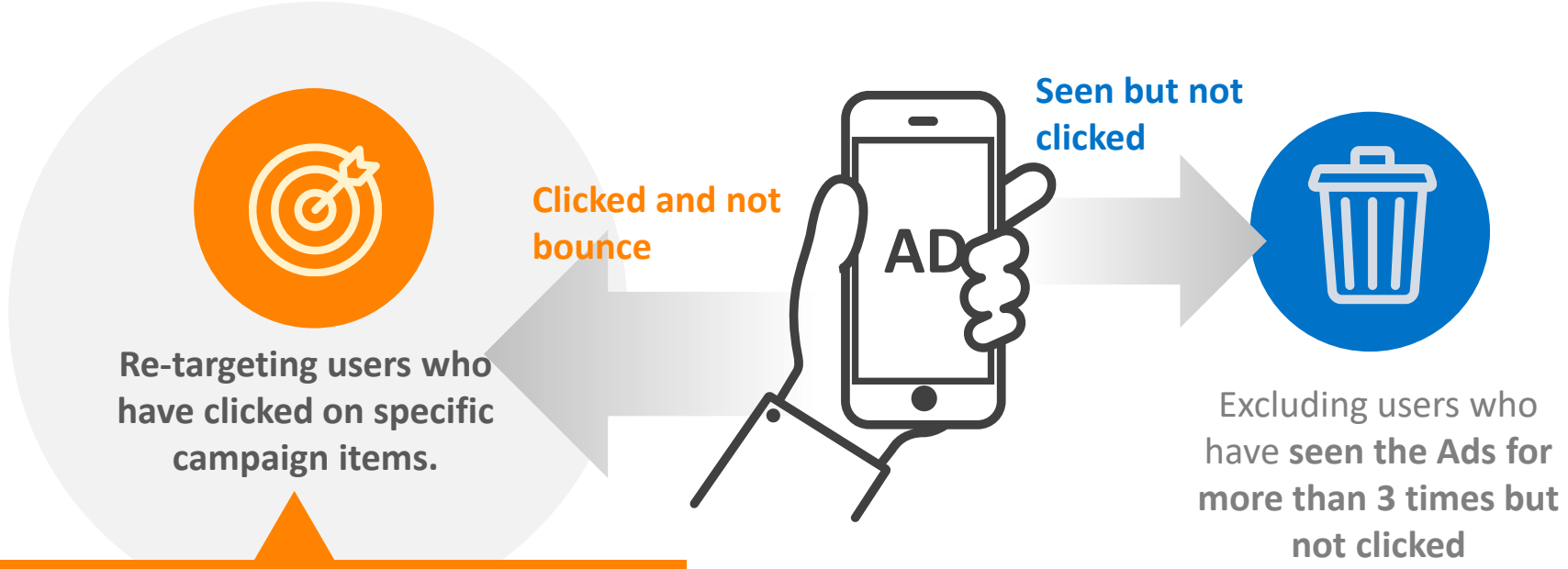
New Audience Group

App Interest Targeting

Targets users that have engaged with similar apps before

Users who have online shopping experience

1 Sorting out Previous Loyal Campaign Clickers



Loyal Campaign Clickers

Tracking previous users' intent and deliver dynamics ads for promotional purpose

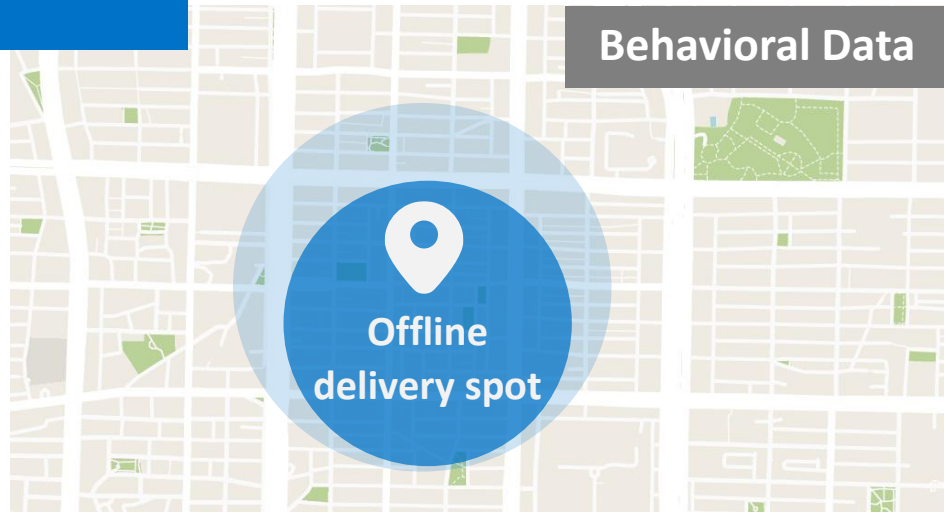
1 Targeting Loyal Campaign Clickers to Stimulate Interest

Converting product catalogue into visually appealing and personalized creatives

Personalized ads with images, product details and messages are specifically customized for users

2 Exclusive Location-Based Solution Targeting Potential TA

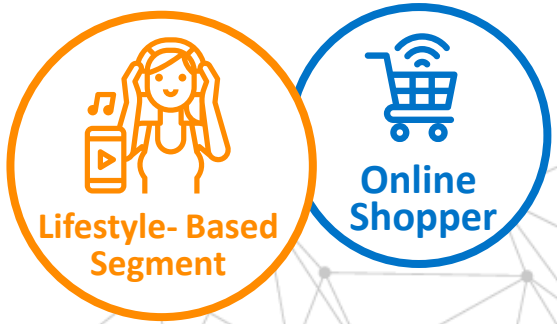
Step 1 Locking in Potential Audience via Exclusive LBS Technique



Locking in audiences who live near the pinpointed delivery spot. Leveraging Vpon's accurate location-based technique to collect potential TA's behavioral data and

Step 2 App Preference Detection to Unveil Audience's Interest

Collecting and analyzing users who have ever installed grocery-shopping or other m-commerce related apps.



3 Leveraging Vpon's DMP to Expand Audience Pool

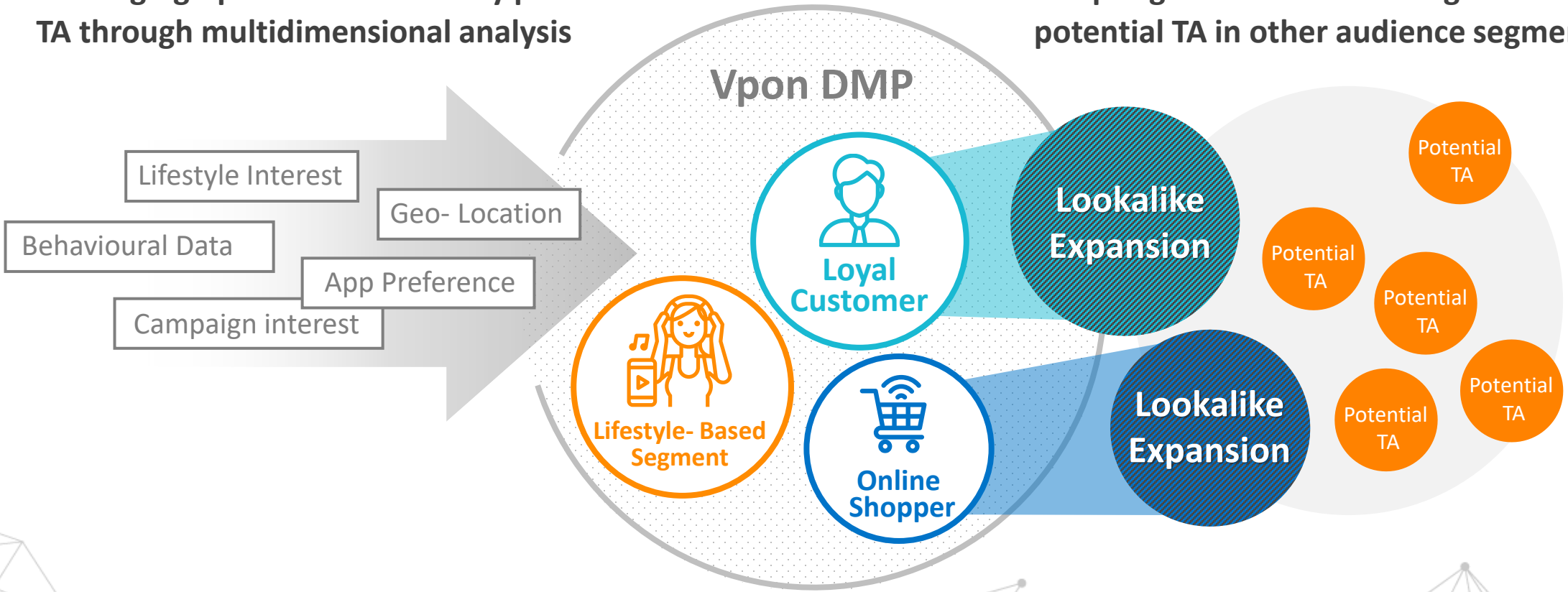
Lookalike Modeling to Increase Awareness on Client's New Service Line

Step 1

Leveraging Vpon DMP to identify potential TA through multidimensional analysis

Step 2

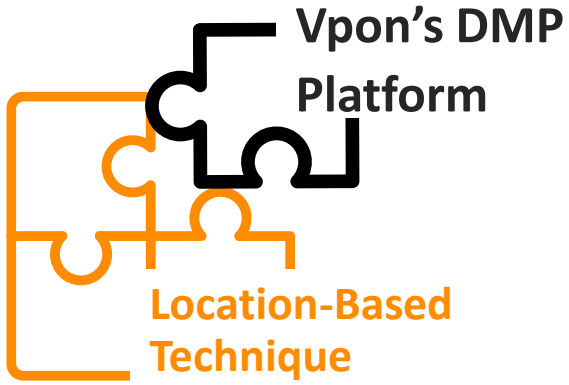
Adopting Lookalike Modelling to identify more potential TA in other audience segments



3 Maximizing Data Value

Data Application in Achieving Cost-Effective Ad Delivery

Step 3



By collecting user behavioral data and tracing the digital footprint, we can create user profile and get insights into users' interest and demographics. Personalized ad messages could be delivered to specific segments accordingly.

Resident in District A

Grocery supplies for sudden family's needs at nighttime

Personalized Ads

Office Worker in District B

Goods support sudden office's needs during office hour

Personalized Ads

With right message to maximize the BIGGEST data value

3 Maximizing Data Value

Flexible Data Application and Sustainable Data Cycle to Create More Business Opportunities

More Opportunities

Vpon Data Power

Leveraging Vpon's data capability and profession to support diversification strategy

Proper Targeting Tool

Adopting Vpon's DMP tool to expand the audience pool

Client's Outstanding Service

Our client's exclusive delivery service with a variety of products

Right Message & Right Targeting

Serving different ads to different audiences

Key Takeaways

Diversification is an opportunity under pandemic crisis

Leveraging data insights to diversify business could provide an alternative revenue stream to maintain the business in the short term and establish fundamental strategic change in the medium term.

Diversified communication plan

Promoting your business on multiple channels and tailoring specific message for each potential TA are the key points to reach your customers.

Planning for the next stage

Leveraging data in the long term

Data is not a one-off resource, with data-driven approach, client is able to have a more comprehensive customer profile that is extensively applicable in other business campaigns.

Data synergy effect

Data is accumulated from time to time, the snowballing effect of data has a massive business value that allows client to achieve exclusive and diverse objective in future business.

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