HolistiCA

Holistic Customer Analysis Platform

Start your 1st Party Data Now!

Maximize your LINE marketing potential with a holistic LINE CDP platform for customers experience management.

We know no one, without first party data

HolistiCA

Offer the right thing, serving the right group

Behaviour / Character	Action
Active Engager — Frequently click content	Send product content related to their interest
Member — Is a brand's member	Send special promotion for member
Recurring Customer — Frequently purchase	Send new product for Up Sell / Cross Sell
Promotion Seeker — Always seek for promotion	Send weekly or monthly update promotion

HolistiCA

Segmentation

Marketing Campaign

Demographic

Contact

Consumer Insight

Content engagement

Membership profile

Behaviour

...

Personalized Communication

CRM Management

Marketing Automation

HolistiCA

1st Party Data to Action

Enhance your performance with your owned customer data.

- Better **Communication**
- Integration of **CRM**
- Opportunity for **Commerce**

HolistiCA

The 7 Core Features
behind ACTION

Collect
Collect user generated-data through their engagement in the platform

Tracking

Survey

Tag Insight

Understand
Know user's behaviour and categorize your target segment in the platform

Segmentation

Impressive ACTION
Make a surprise to users and convert them to your valued customers

Rich Menu

Broadcast

Auto Respond

HolistiCA

The 7 Core Features behind ACTION

COLLECT

Tracking - Powerful links that tell the clicker and the clicked

- Can use as a link or attach with clickable element e.g. rich menu, rich message
- Can track who is clicked: MID
- Can track where is clicked: In/out of LINE Platform
- Can track what is clicked: Content name, Link, number of click
- UTM plug-in

Survey - question that integrate things all together

- Easy to setup & customizable e.g. skip to specific question, insert picture in choice
- Know the users with specific answer: MID
- Comes with PDPA plug-in

UNDERSTAND

Tag Insight - Categorize content with tags

- Give the content more dimension to look with tag

Segmentation - Leverage data and understand them in group

- Can segment with in-platform data and out-platform data
- Ready to action with broadcast and rich menu
- Segmentation are updated dynamically

ACTION

Auto Respond

- Let the machine do the frequently-chat reply

Broadcast

- Comes with in-app broadcast, no hassle
- All format of message are available e.g. rich message, card base, flex message etc.

Rich Menu

- Impress the users with personalize rich menu
- Know who interact with specific part of rich menu

Data First

Personalization

LINE Personalization
นำข้อมูล QA & Engagement ที่วิเคราะห์มา
ทำ personalization

Personalized Content
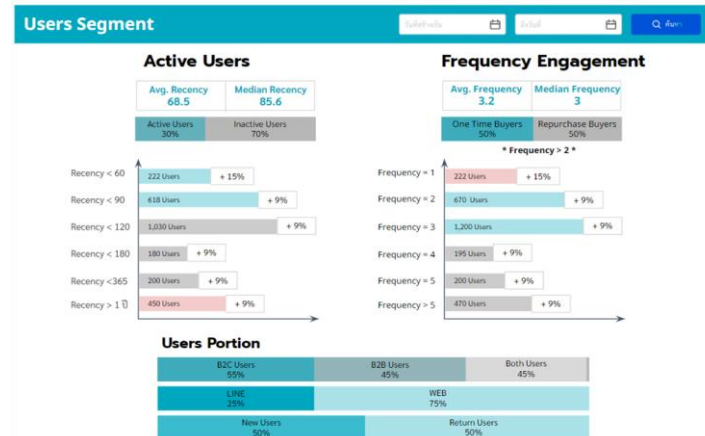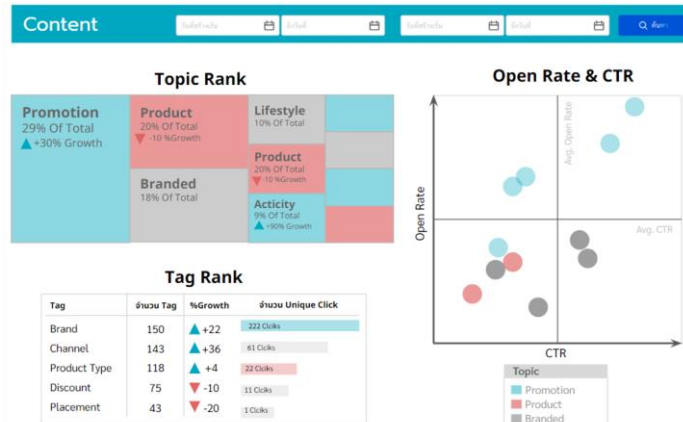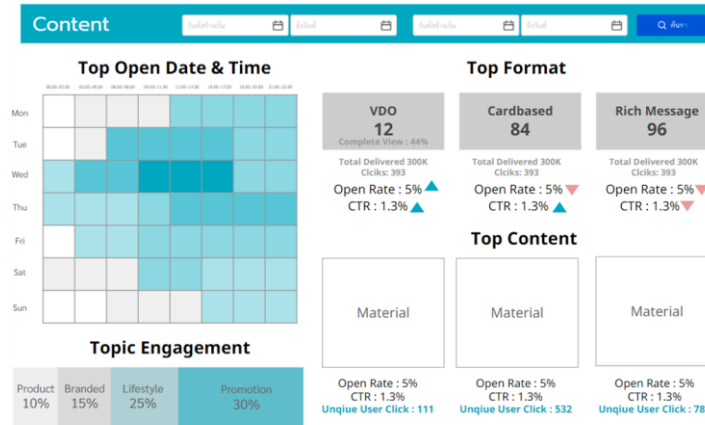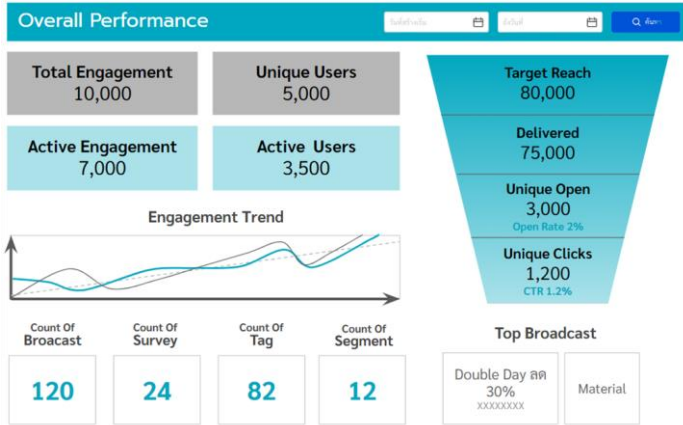Promotion
Package
...

Personalized Rich Menu
Campaign
Promotion
...

Monitoring Dashboard

HolistiCA

Overall Performance

Total Engagement	Unique Users
10,000	5,000

Active Engagement	Active Users
7,000	3,500

Engagement Trend

Count Of Broacast	Count Of Survey	Count Of Tag	Count Of Segment
120	24	82	12

Target Reach 80,000
Delivered 75,000
Unique Open 3,000 — Open Rate 2%
Unique Clicks 1,200 — CTR 1.2%

Top Broadcast
Double Day ลด 30% XXXXXXXX | Material

Content

Top Open Date & Time

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |

Topic Engagement

| Product 10% | Branded 15% | Lifestyle 25% | Promotion 30% |

Top Format

VDO 12 Complete View : 44%	Cardbased 84	Rich Message 96
Total Delivered 300K Clicks: 393	Total Delivered 300K Clicks: 393	Total Delivered 300K Clicks: 393
Open Rate : 5% ▲	Open Rate : 5% ▼	Open Rate : 5% ▼
CTR : 1.3% ▲	CTR : 1.3% ▲	CTR : 1.3% ▼

Top Content

Material	Material	Material
Open Rate : 5% CTR : 1.3% Unqiue User Click : 111	Open Rate : 5% CTR : 1.3% Unqiue User Click : 532	Open Rate : 5% CTR : 1.3% Unqiue User Click : 789

Content

Topic Rank

Promotion 29% Of Total ▲ +30% Growth
Product 20% Of Total ▼ -10 %Growth
Lifestyle 10% Of Total
Product 20% Of Total ▼ -10 %Growth
Branded 18% Of Total
Acticity 9% Of Total ▲ +90% Growth

Tag Rank

Tag	จำนวน Tag	%Growth	จำนวน Unique Click
Brand	150	▲ +22	222 Cliciks
Channel	143	▲ +36	61 Cliciks
Product Type	118	▲ +4	22 Cliciks
Discount	75	▼ -10	11 Cliciks
Placement	43	▼ -20	1 Cliciks

Open Rate & CTR

Avg. Open Rate / Open Rate / Avg. CTR / CTR

Topic
- Promotion
- Product
- Branded

Users Segment

Active Users

Avg. Recency 68.5	Median Recency 85.6
Active Users 30%	Inactive Users 70%

Recency < 60	222 Users + 15%
Recency < 90	618 Users + 9%
Recency < 120	1,030 Users + 9%
Recency < 180	180 Users + 9%
Recency <365	200 Users + 9%
Recency > 1 ปี	450 Users + 9%

Frequency Engagement

Avg. Frequency 3.2	Median Frequency 3
One Time Buyers 50%	Repurchase Buyers 50%

* Frequency > 2 *

Frequency = 1	222 Users + 15%
Frequency = 2	670 Users + 9%
Frequency = 3	1,200 Users + 9%
Frequency = 4	195 Users + 9%
Frequency > 5	200 Users + 9%
Frequency > 5	470 Users + 9%

Users Portion

B2C Users 55%	B2B Users 45%	Both Users 45%
LINE 25%	WEB 75%	
New Users 50%	Return Users 50%	

Data First

Expert by your side

HolistiCA

	LINE Specialist	Customer Experience Management	Actionable
Current Situation	Zero stage of LINE OA Management & Data Collection (never own LINE / don't have team in-charge)	Early Stage of Data Collection & Data analysis (never get insight from data)	Full stage of data implementation with early stage of action (never leverage data into action)

Service for solution	**LINE OA Set up**
	● LINE Setup (open LINE OA, profile setup, and welcome message)
	● Platform setup (HolistiCA)
	LINE OA Management
	● LINE Broadcast & Voom Broadcast
	  ○ Content planning
	  ○ LINE broadcast setup
	  ○ Voom broadcast setup
	● LINE Survey planning & setup
	● Rich menu planning & setup
	● Content Production (Artwork & Copy)
		Data Analysis and Recommendation
		● Overview Performance
		● Content Analysis
		● Survey Analysis
		● Customer Segmentation
		● LINE Strategic Consulting
			Actionable Solution
			● LINE Campaign Planning
			  ○ Recruitment Campaign
			  ○ Member Retention
			  ○ CRM
			  ○ Personalized Campaign/ Promotion
			  ○ Etc.
			● Communication Campaign
			  ○ Data-driven Campaign
			  ○ Contextual Campaign
			● Creative Production (Key Visual, VDO)
			● Business Opportunity Ideas

Contact us

Data First

HolistiCA

Start with the tool, Empower with the team

Connect and Own your Customer data **in 1 Day**

5,000 THB / Month
(1 Year Contract)

+ **Monitoring Dashboard**
+ **Online Training**
+ **1 Summary Report**

*Target Reached not over 50,000 members
**Platform Set up excluded

Data First

Rate Card

Target Reached	Monthly	Yearly	Month by Year
<50,000	5,000	55,000	4,600
50,001-200,000	15,000	165,000	14,000
200,001 - 300,000	17,000	187,000	16,000
300,001 - 500,000	23,000	253,000	22,000
500,0001 - 700,000	26,000	286,000	24,000
700,001 - 1,000,000	29,000	319,000	27,000
1,000,001 - 2,000,000	35,000	385,000	33,000

Example: Survey Activity

HolistiCA

Customer Data Management
: LINE Strategy

Experience Design

Lucky Draw

e-Commerce

CRM

Data for better marketing

Data

Marketing Activation
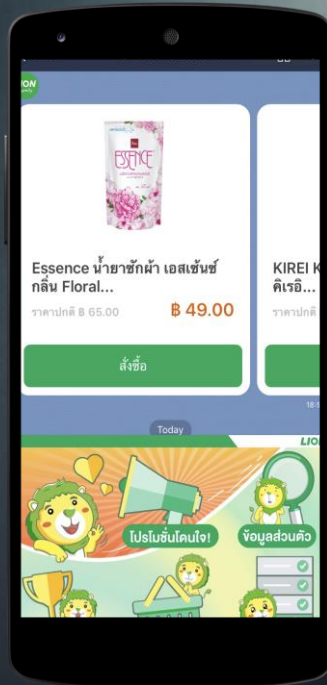
HolistiCA

Holistic Customer Analysis

LINE customer data platform is utilized for collecting, analyzing, and managing data from Line official accounts.

Data First

Membership Program

494 members

✨

50-60% ของสมาชิก
เกิดการซื้อสินค้าครั้งแรกหลังจากสมัคร
สมาชิกเพื่อรับของ premium

SPARKLE YOUR LIFE
EST 2020
HOPSTER™

Hopster เครื่องดื่ม Hop Soda ช่วยทำให้รีแลกซ์

Data First

Content Analysis

Serve your consumer with their favourite type of content
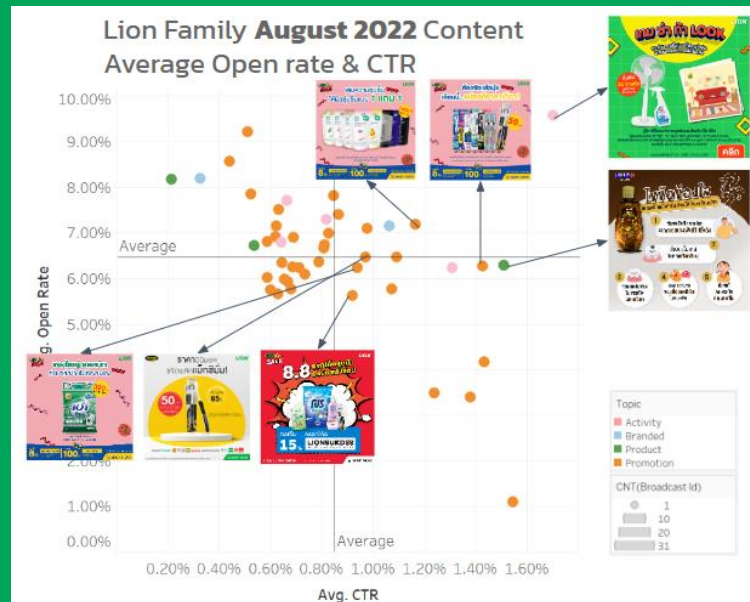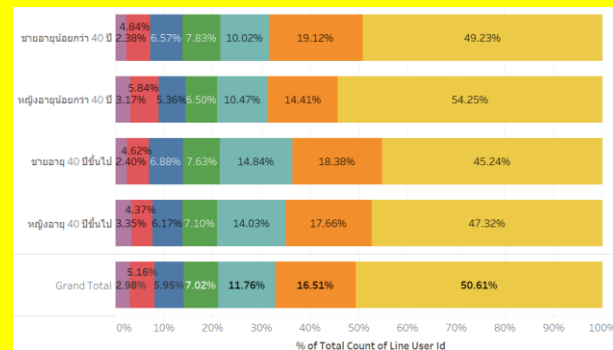
Thank You

Data First Co.,Ltd.

Contact Person : Apinya S.

Email : apinya@datafirst.co.th

Phone : 094-962-3946