



18-05-2020

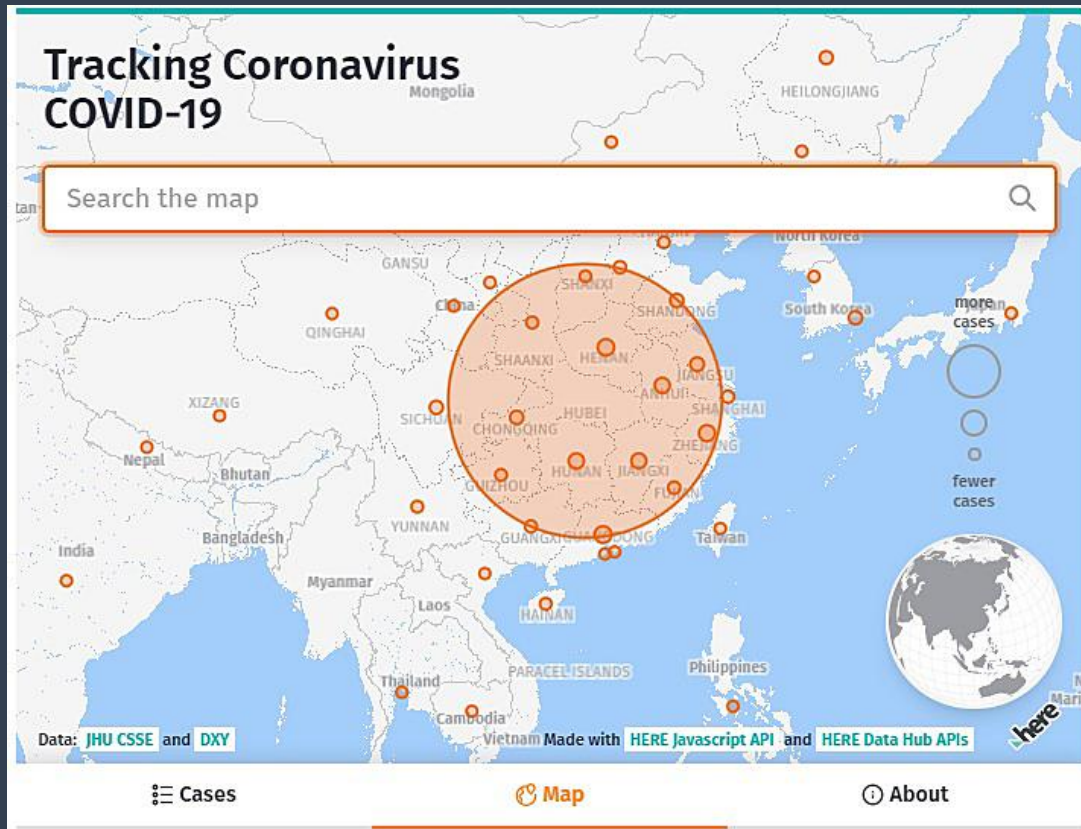
#DATA
magic

HEADLINER

HEAD - ONE - HUNDRED . BANGKOK .



DATA IN THE TIME OF COVID-19



DATA THAT SAVES LIVES

- At the heart of comprehending and forecast the impact.
- Near real-time global data helping healthcare workers, scientists and policy makers make better decisions with national and global impact.
- Our ability to contain and respond is dependent upon early detection and ***our ability to leverage as much data as possible.***



CASE-IN-POINT : TAIWAN

- **Integrating Data Bases** : the country has integrated its national health insurance database with its immigration and customs database.
- **Location Tracking** : This has aided Taiwan to implement self-isolation measures.
- **Detect & Control Critical Supplies** : Data-driven insights and technologies ensured availability of critical supplies.
- **Sharpen Communication** : The Use of AI, Data Analytics and Digital Communication for Accurate Public Information.

HOW TAIWAN USE DATA TO FIGHT THE BATTLE





DATA-DRIVEN BUSINESS

READY FOR THE WORLD
WITH COVID-19

DIGITAL COMMERCE SAVES THE DAY.

SOURCE : LAZADA

100+% E-commerce sales growth during lock down.

60+% Shoppers increase.

11Mins+ Time spent.

+26,000 New Sellers in one month.

A strong Data Ecosystem drives better insights + real-time transactions + inventory&supply chain.



DATA-DRIVEN BUSINESS

READY FOR THE WORLD
WITH COVID-19

EXPECT MAJOR SHIFTS ;

Marketing Budget Cuts :

All that they can do is use their budget in the smartest and most efficient manner to get the best ROI.

Changing customer behaviour :

Their shopping patterns, spending power, product preferences – have shifted, and will continue to change for some time. Prepare to redefine all personas post Covid-19.



DATA-DRIVEN BUSINESS

READY FOR THE WORLD
WITH COVID-19

WHAT WILL REMAIN UNCHANGED ;

Demand for quality customer experience :

After the lockdown, when the customers will again have a set of choices, they will choose the ones who offer the best customer experience.

Demand for personalised experiences :

Customers will always pick the one that gives them the most special treatment.



HERE ARE SOME NEW NORMALS TO PREPARE FOR

MORE FOCUS ON
HEALTH RATHER
THAN WEALTH.

HEALTH

MORE #WFH LESS OFFICE
FAMILY TAKES CENTERSTAGE.
MORE TIME, LESS COMMUTE.

HOME AS HUB

LONGING FOR HUMAN
TOUCH AND CONNECTIONS.

HUMAN TOUCH

MORE DOMESTIC
CONSUMPTION. MORE
CONVENIENCE.

HERE AND NOW

COMMUNITY SUPPORT. HELP WHERE YOU CAN.
WE CAN'T SURVIVE ALONE.

HELP

HYGIENE

KEEP THE DISTANCE. KEEP SAFE &
SANITIZED. CONTACTLESS CONSUMPTIONS.

HEAL THE WORLD

A GREENER WORLD.
CLEANER AIR.

HYPER DIGITAL

VIRTUAL WORLD.
LIFE ONLINE.

HOLD HANDS

MORE SEAMLESS
COLLABORATIONS.

HEAD OVER HEELS

PREPARE FOR LIFE TO BE TURNED
UPSIDE DOWN. SHORT-TERM PLANNING.



DATA-DRIVEN BUSINESS 10 WAYS TO RESTART

READY FOR THE WORLD
WITH COVID-19

1. Restart slow & easy

A retailer ---
The Worst is over!

As we overcome the challenges together, it's just a matter of time we'll be servicing you in full swing. Meanwhile, Stay safe!

2. Share Covid-19 Stories

A restaurant chain ---
Glad we could help.

During lock down, we delivered 50,000 meals to medical workers at the frontline. Glad to have contributed.

3. Show you care

A bank ---
We've got you covered.

Sailing through turbulent financial times, we can help you prepare for the unexpected ahead.



DATA-DRIVEN BUSINESS 10 WAYS TO RESTART

READY FOR THE WORLD
WITH COVID-19

4. Send reminders

A membership platform ---
Time for an upgrade.

*Your membership will be
expiring on xxxx, renew
now for upgrade perks.*

5. Address all pending matters

A commerce platform---
We're on it.

*Your order no. xxxx is being
processed and we'll get back
as soon as we can. Thank you
for your understanding.*

6. Get feedback

An online class ---

Did you enjoy that?

*Hope you enjoyed our class.
How would you rate the
experience?*



DATA-DRIVEN BUSINESS

10 WAYS TO RESTART

READY FOR THE WORLD
WITH COVID-19

7. Engage new comers

A retailer ---

Nice to meet you :)

We met during tough times, but now things are looking up.. Here's a little gift to brighten your day!

8. Pick up where you left off

An airline ---

Killer deals!

*Hi we're back and fully operational.
Check out our deals to Tokyo.*



DATA-DRIVEN BUSINESS

10 WAYS TO RESTART

READY FOR THE WORLD
WITH COVID-19

9. Tap into current needs

A beauty & wellness store ---

Heading back to work?

Check out our quick hair & skin fix deals.

10. Trigger beyond essentials

A cosmetic store ---

Limited Edition Killer Combos

New in stock X Kylie Jenner creations.

Go on, give yourself a treat.



DATA-DRIVEN BUSINESS

READY FOR THE WORLD
WITH COVID-19

In crisis mode, you need

THE POWER TO MAKE BETTER DECISIONS

Accuracy with Speed.



DATA-DRIVEN BUSINESS

READY FOR THE WORLD
WITH COVID-19

In crisis mode, you need

QUALITY DATA OVER QUANTITY

The right data to support to right priorities.



DATA-DRIVEN BUSINESS

READY FOR THE WORLD
WITH COVID-19

In crisis mode, you need

REDEFINE YOUR DATA GOALS

From standard performance & sales, need to expand efforts to cope with drastic changes.



HEADLINER

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moengage

DATA AS A **VACCINE** **READY FOR THE WORLD WITH COVID-19**

#DATA
magic

HEAD-ONE-HUNDRED.BANGKOK.