

HEAD-ONE-HUNDRED.



*introducing*

HEADLINER<sup>TM</sup>

*it's time for*

**#DATA**  
*magic*

*In this time of global challenge  
and the need for business transformation  
where consumers  
**LIVE IN ON-LINE**  
more than ever...*

*it's time to step up  
your*

**COMMERCE**

*With the Power of Online*





*it's time to step up  
your*

# COMMERCE

*With the Power of Online*

FACEBOOK

WEBSITE

LINE

IG

APP

Introducing the 4 ways to drive commerce.

1.

**E-COMMERCE**  
intelligence  
solution

2.

**Membership**  
to  
**COMMERCE**  
intelligence  
solution

3.

**Lead**  
to  
**COMMERCE**  
Intelligence  
solution

4.

**SOCIAL**  
to  
**COMMERCE**  
solution

SOLUTION IN ACTION

HEADLINER

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Headliner Solutions powered by Intelligence Customer Engagement Platform

# ACCELERATE COMMERCE WITH THE POWERED OF ONLINE



# E-COMMERCE intelligence solution

Capture e-commerce sales via intelligence customer engagement.  
Engage in social and own channel with personalize content.  
Powered by **moengage**

FACEBOOK

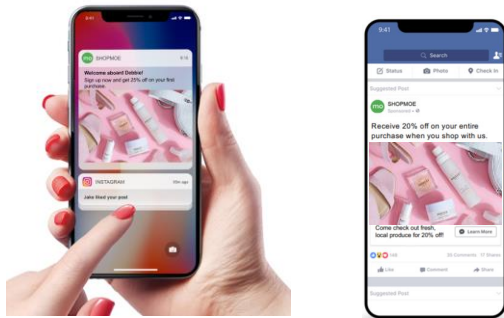
IG

LINE

WEBSITE/APP

## SOCIAL CHANNELS **FACEBOOK LINE IG**

Run social campaign



### Onboard:

Drive 1<sup>st</sup> purchase via segmented campaign in social channels.

Show relevant offer by user profile in website/ app

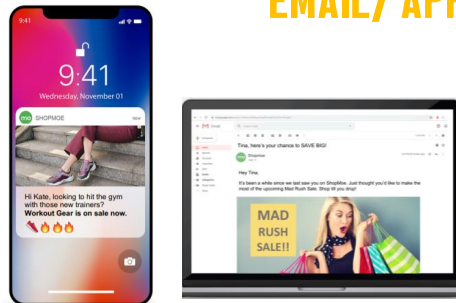
### Engage:

Drive conversion. Retarget personalized product recommend in social / own channels.



## OWN CHANNELS **NOTIFICATION EMAIL/ APP**

Personalize offer



### Retain:

Up-sale with loyal customers; VIP and active customer.

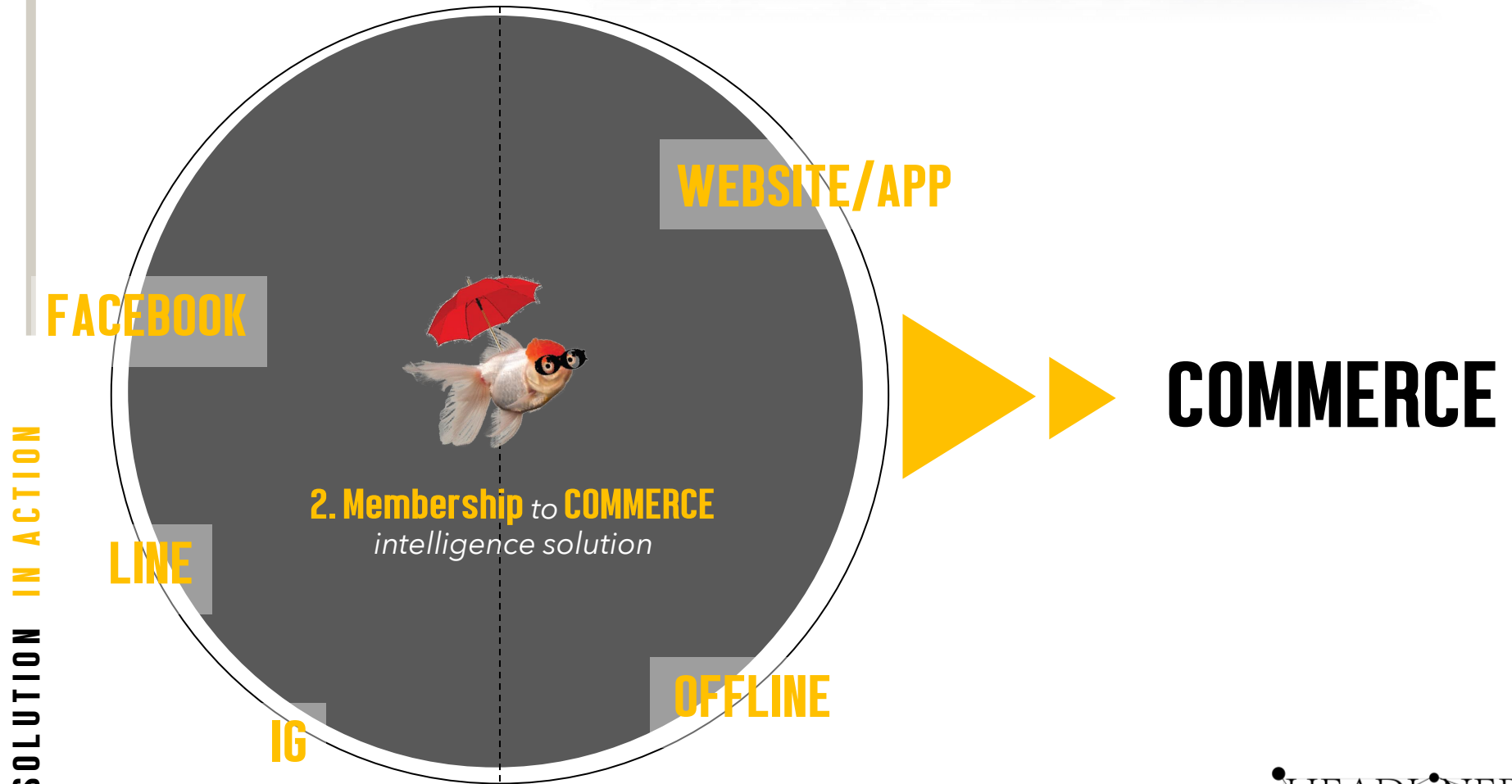
Automate trigger-based campaign.  
Geo-location.

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# ACCELERATE COMMERCE WITH THE POWERED OF ONLINE



# Membership to COMMERCE intelligence solution

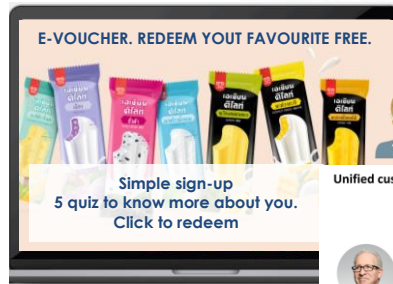
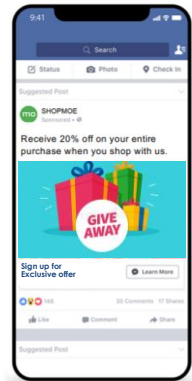
Convert membership to commerce. Increase membership base.  
Engage via personalized offer in social channels.  
Powered by moengage

FACEBOOK

IG

LINE

WEBSITE/APP



Unified customer profile

User Attributes	
<b>Demographic</b> Since 5 days ago Last seen on Feb 2, 2018 First seen on Feb 4, 2018	<b>Lifetime value</b> SGD 453 Avg. Value SGD 2,537.00 Transaction History (17) 67 Total Transactions <b>More about John</b> Items bought: LAST PRODUCT PURCHASED Last Product Purchased: Singaporean cuisine
<b>User credentials</b> john@shopmo.com EMAIL +1-23456789 MOBILE NUMBER	<b>John's devices</b> iPhone XS iPad 11 Safari on mobile Galaxy S Google Chrome on Windows <b>John's top activities</b> Package Viewed Package Purchased Referred

1. Expand membership community – Track their insights.

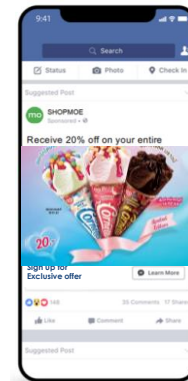
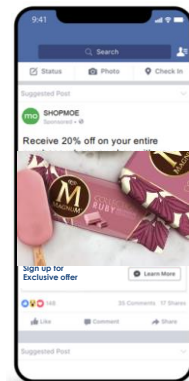
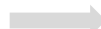
Convert free give away 100 points to any perks of your choice once signed up.

Expand membership base with profile insights.



Unified customer profile

User Attributes	
<b>Demographic</b> Since 5 days ago Last seen on Feb 2, 2018 First seen on Feb 4, 2018	<b>Lifetime value</b> SGD 453 Avg. Value SGD 2,537.00 Transaction History (17) 67 Total Transactions <b>More about John</b> Items bought: LAST PRODUCT PURCHASED Last Product Purchased: Singaporean cuisine
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2. Drive actionable segmented content to commerce.  
Connect online to offline.

Promotion campaign.  
New product launch.  
Limited flavor available.

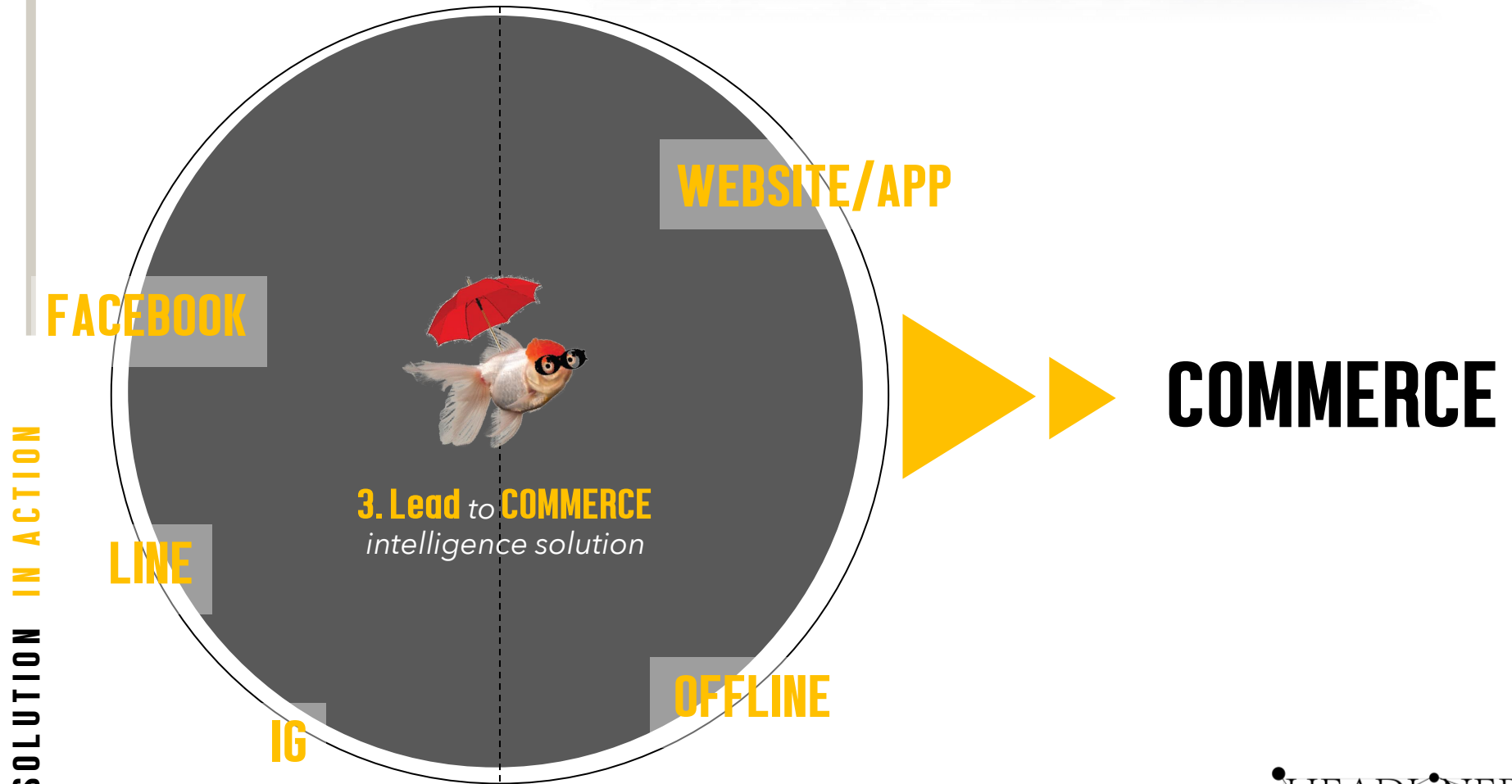
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SOLUTION IN ACTION

Headliner Solutions powered by Intelligence Customer Engagement Platform

# ACCELERATE COMMERCE WITH THE POWERED OF ONLINE





# Lead to COMMERCE intelligence solution

Capture lead from social.

Engage via segmented campaign to drive commerce in social channel.

Powered by moengage

FACEBOOK

IG

LINE

WEBSITE/APP



Unified customer profile

User Attributes

<p><b>Demographic</b></p> <p>Since 5 days ago</p> <p>Age: 45</p> <p>Age: 45</p> <p>SGD: 2,537.00</p> <p>Transaction History (TV)</p> <p>67</p> <p>Total Transactions</p> <p>Last seen on Feb 2, 2018</p>	<p><b>Lifetime value</b></p> <p>SGD: 453</p> <p>Age: 45</p> <p>SGD: 2,537.00</p> <p>Transaction History (TV)</p> <p>67</p> <p>Total Transactions</p> <p>Last seen on Feb 2, 2018</p>	<p><b>User credentials</b></p> <p>john@igads.com</p> <p>EMAIL</p> <p>+1-23456789</p> <p>MOBILE NUMBER</p>	<p><b>John's devices</b></p> <ul style="list-style-type: none"> <li>iPhone XS</li> <li>iPad 11</li> <li>Safari on mobile</li> <li>Galaxy S</li> <li>Google Chrome on Windows</li> </ul>
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**More about John**

John Doe  
Premium Customer

View history  
Last product viewed  
View orders  
Last product purchased

Learn more  
Last product purchased  
View orders  
Last product purchased

**John's top activities**

- Package Viewed
- Package Purchased
- Recharged

1. Generate lead from social. Collect profiles in segmented.

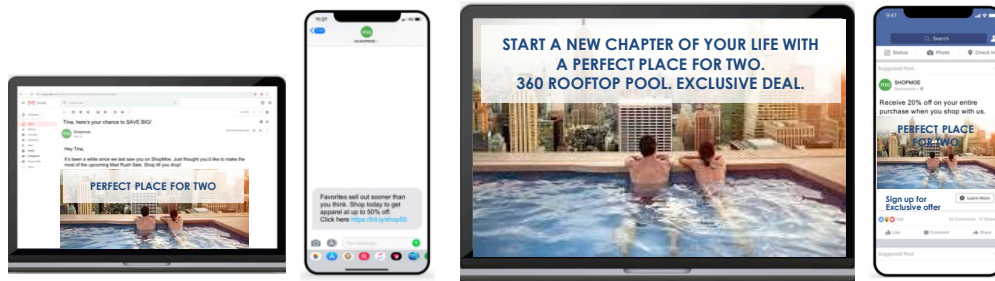
*Know their insights:  
prefer location, budget, lifestyle, room style.*

2. Drive commerce via targeted offer.  
Cheaper to engage via your own channel.

*Send targeted campaign  
and offer exclusive promotion.*

3. Capture Cross-selling/  
Up-selling opportunity.  
Save 35% marketing budget.

*Send home fix solution package,  
friend referral discount campaign.*



SOLUTION IN ACTION

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## OUR EXCLUSIVE PACKAGE SOLUTION

### 1. INTELLIGENCE PLATFORM only

- Intelligence customer engagement platform subscription (MoEngage):

### 2. SUCCESS MANAGER with Intelligence platform

- Intelligence customer engagement platform subscription (MoEngage):
- Bi-Weekly recommendation on
  - Campaign with best practice case.
  - Segmentation
  - Customer journey flow.
  - Work with brand to identify Issue and Opportunity.

### 3. GROWTH MANAGER With Intelligence platform

- Intelligence customer engagement platform subscription (MoEngage):
- Weekly recommendation on
  - Campaign with best practice case.
  - Segmentation
  - Customer journey flow.
  - Work with brand to identify Issue and Opportunity.
- Manage platform with client approval flow set-up. Copy writing, creative content is included (starting. 2 per wk).

**Better Intelligence  
Stronger Contents  
Optimized Performances**

*introducing*  
Our exclusive package

**2 MTH FREE TRIAL**

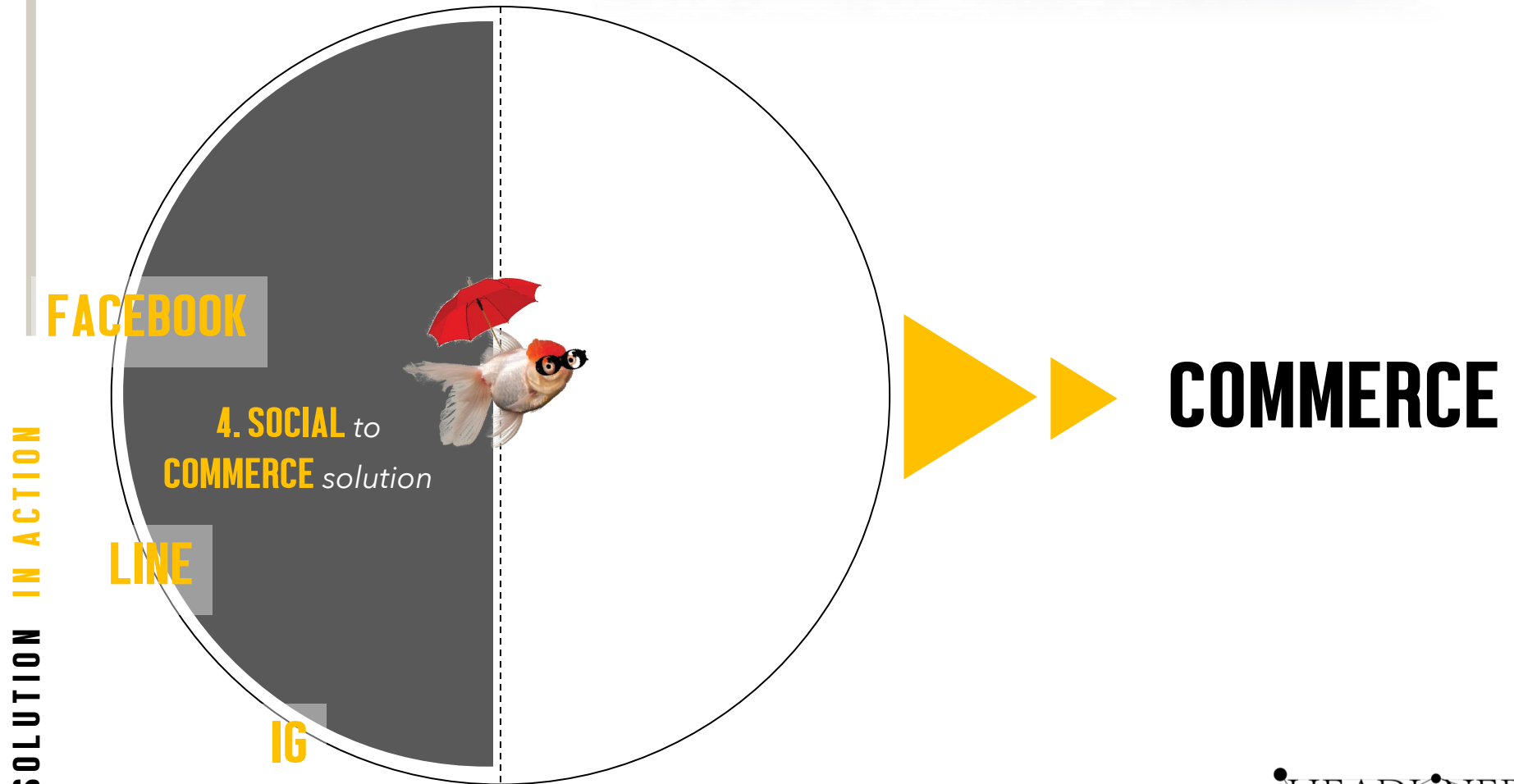
Valid for client who reach us back  
*within 48 hours.*

*it's time for some*

**#DATA**  
*magic*

Headliner Solutions

# ACCELERATE COMMERCE WITH THE POWERED OF ONLINE



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# SOCIAL to COMMERCE solution

Capture sales opportunity.  
Elevate your online presence from engagement to commerce.

FACEBOOK

IG

LINE

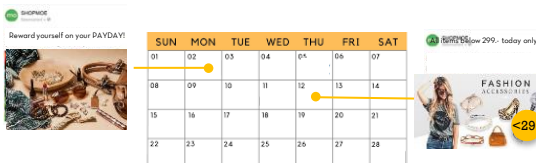
1.

Revamp your social presences.

## SOCIAL COMMERCE ECO-SYSTEM SET UP



## DIGITAL PLAYBOOK



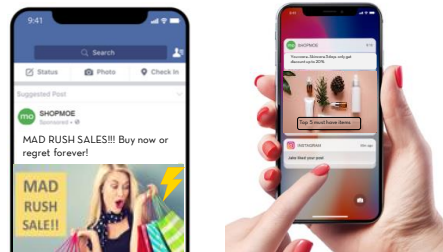
2.

Drive content to commerce.

## LIVE STREAMING



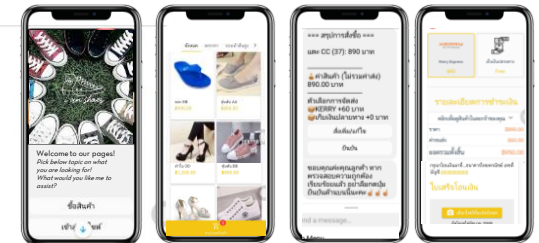
## CAMPAIGN & FLASH SALE PLANNING



3.

Accelerate with automation tools.

## CHATBOT & SOCIAL COMMERCE PLUG-IN



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to  
**COMMERCE**  
solution

SOLUTION IN ACTION

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*Not ready for an intelligence tool*  
*Meet our solutions we are also famous for*

## MAIN SOLUTION

คิดให้



1. Digital playbook  
for 6 months use

2. Quick Campaign  
Launch

3. O2O commerce kickoff

4. Data magic partner

+

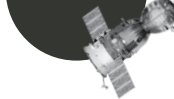
## COMPLETE PACK

ผลิตให้



Creative Content Production subscription

ดูแลให้



Platform management

ซื้อสื่อ  
ให้



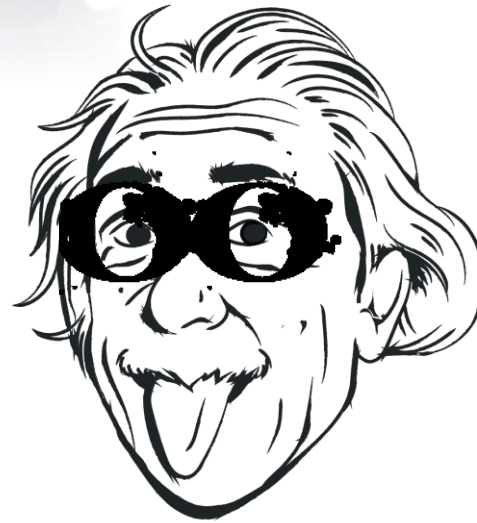
Media booster

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*net@head100company.com*

**#INSPIRON**  
HEAD-ONE-HUNDRED. BANGKOK.

