



Adsota Credentials

Profile 2022

www.adsota.com

**WE “TAILOR” MARKETING SOLUTIONS
EXCLUSIVELY FOR EACH BRAND**

Full-service Marketing Agency

Adsota Agency is a comprehensive marketing solution provider with more than nine years of experience in consulting and implementing campaigns to help optimize performance and financial resources for businesses.

Inheriting a diverse marketing ecosystem from Adsota and Appota, Adsota Agency is the bridge between your brand and entertainment & technology platforms, with more than 60M+ users.



Adsota Ecosystem

1

Adservice

Full service Marketing Agency

2

Adsota Social Network

80+ million followers
on various social networks.

3



OTA Network

1000+ Livestreaming
Influencers from OTA Network

4



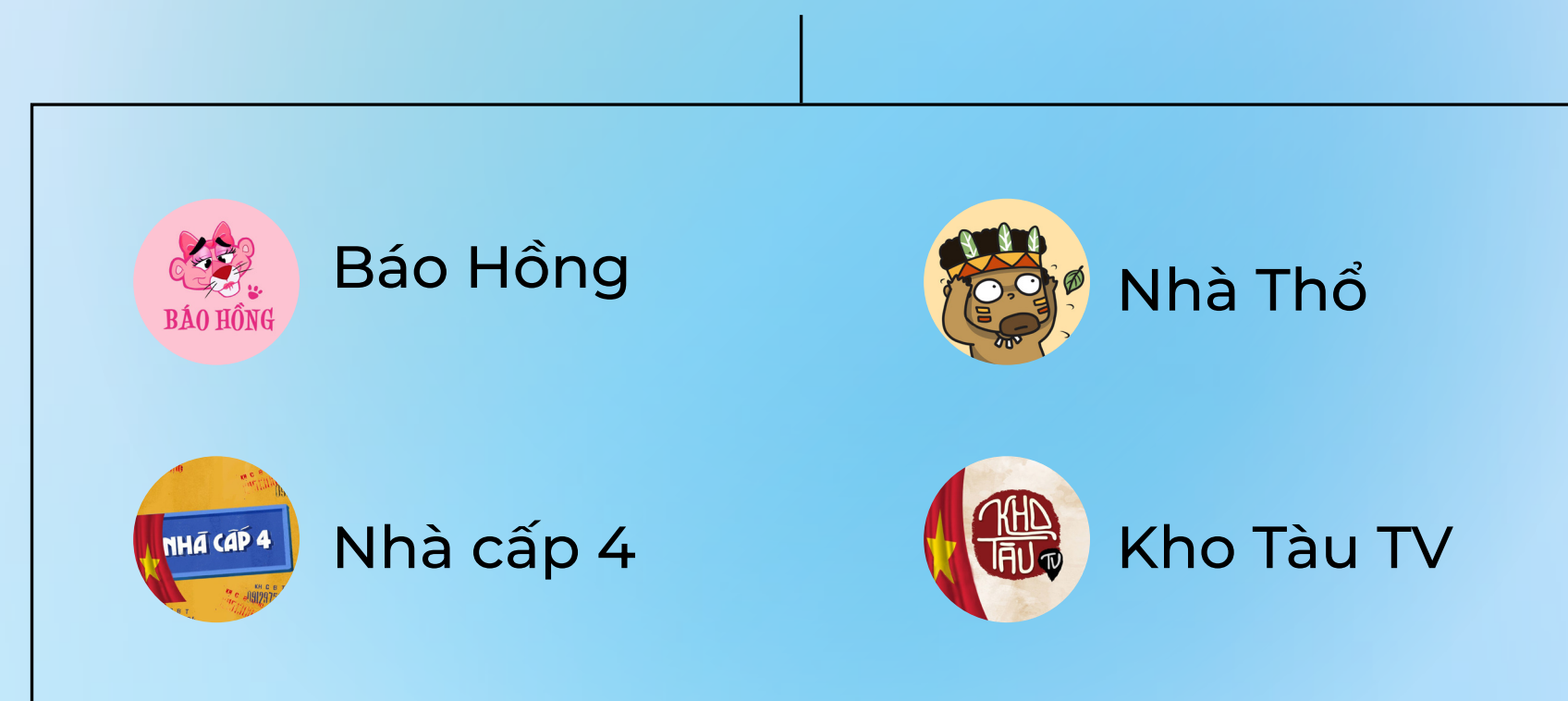
Gamehub

3.6+ MILLION monthly visitors on
GameHub VN - entertainment
channel exclusively for Gamers

Adsota Ecosystem



Adsota Social Network



Creative, Dedicated, Professional

Adsota Agency owns a huge youth user data platform, that helps businesses expand their potential customers' data, and optimizes advertising costs.

We accompany your brand every step of the way with the most relevant total marketing solutions.

Users' data up to

60

MILLION people.

Our Customers

E-Commerce



App/Gaming



F&B



travel/ hotel



Finance/ banking



Telecommunication



Education



Others

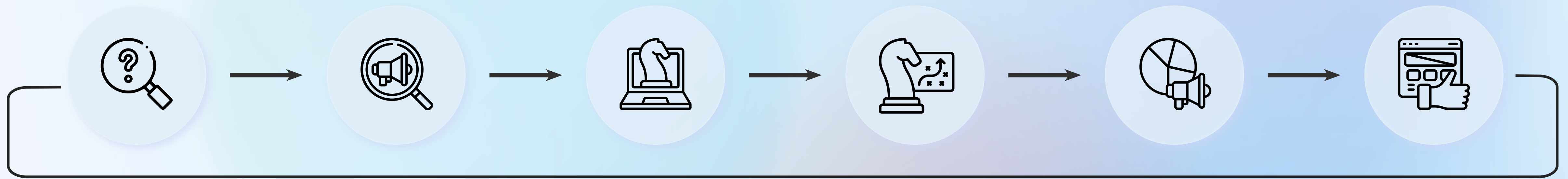


Our Approach

We receive problems, analyze them, and offer tailored solutions for each business to optimize costs and maximize campaign effectiveness.



Our Approach



STEP 1

Problem analysis & goal setting

STEP 2

Research current marketing activities of customers

STEP 3

Propose solutions to customers

STEP 4

Deploy solutions & maximize resources

STEP 5

Manage campaigns & update with customers regularly

STEP 6

Evaluate campaign effectiveness & Evaluate working experience between customers & Adsota

Our Difference



Holding more than 60 million pixels of young Southeast Asian users on digital platforms

- Deliver ads to the right target audience through the Lookalike data platform
- Cost optimization
- Expand brands' potential customers' file.



Gaming Influencer Network

- Adsota is the only partner of Facebook Gaming in Vietnam
- We manage 1000+ Gaming Creator



Experienced team in implementing IMC projects as well as fighting in many different fields and industries

- We have the experience and in-depth knowledge of many different industries
- We have dedication, support, companionship, and understanding



Appota Ecosystem

- Owning a lot of support software to help optimize conversions for customers
- Various forms of advertising
- Various user behavior files

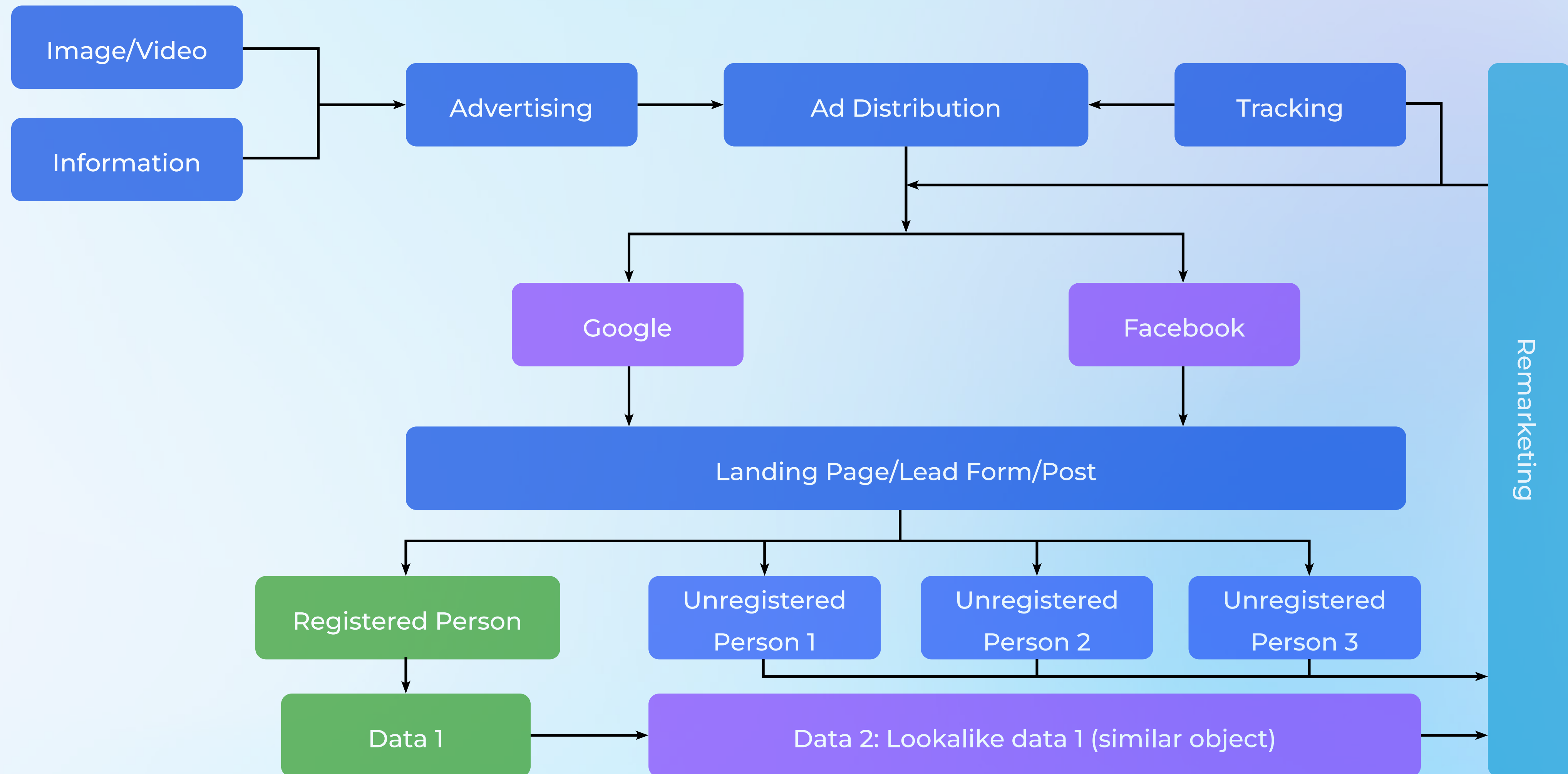
OUR SERVICES



Performance Marketing



Ad Optimization Process



Branding Strategy

Scope of Work

- Brand Strategy Consulting
- Brand Positioning
- Improve Customer Experience
- Market Research, Competitor Research
- Media Message Creation



KOLs/Hot Fanpage

USPs

- Wide Network of KOLs
- OTA Network
- Online community system that owns turns big track



Kho Tàu TV

- Entertainment Video warehouse, catching the biggest trend in the online community.
- The number of followers ranks TOP fanpage in Vietnam, suitable for increasing brand coverage especially with brands for female : Cosmetics, beauty, fashion, dining, travel...
- Popular age: **18 - 24**
- Geographical distribution: **Hanoi, Ho Chi Minh City.**
- Gender structure: **Female 67% , Male 33%**

4,700,000+
Follows

102,000,000+
Monthly views

29,000,000+
Reaches/Month

6,400,000+
Interactions/Month

Virtual Event

Webinar E-Sport USPs

- Studio, devices
- Producers

ĐƠN VỊ TỔ CHỨC

ADSOTA
Tailor - made For Your Brand

ĐỐI TÁC ĐỒNG HÀNH

ladipage

DGGNETWORK

MINESKI
GLOBAL

WEBINAR REPOTA 2022

GIẢI MÃ CÔNG THỨC TIẾP THỊ VƯỢT TRỘI CHO THƯƠNG HIỆU

và ra mắt báo cáo REPOTA 2022



Anh Nguyễn Đức Tình
Co-Founder Ladipage



Anh Nguyễn Đình Trường
CEO DGG Network



Anh Trần Minh Phăng
Country Manager
Mineski Global



Anh Trần Quốc Toàn
CEO Adsota

THỜI GIAN
Thứ Ba 14.06.2022 | 10:00 - 12:00

HÌNH THỨC
Zoom Webinar



ĐĂNG KÝ NGAY

Case Study

Our Project

PHENIKAA UNIVERSITY

General Information

Phenikaa University has raised their enrollment target from 3500 students in 2021 to 4500 students in 2022.

Challenge

- There are many competitors in the same segment such as FPT University, Dai Nam University
- The school has only been established for 3 years, so there are no graduates and the brand name is still new to the market

Our solution

- Raise brand awareness
- Implement IMC campaign to optimize the conversion from information Leads



Our Project

PHENIKAA UNIVERSITY

Idea

IMC “Experience Train” campaign

Main activities

- Advertising information Leads to enroll on multi-channels: Facebook, Google, Zalo, Coc Coc, Tiktok
- Partner with influential KOLs & Influencers with target audience
- Cooperate with Hot Channels that influence the target audience
- Apply software to optimize the ability to convert from Information Leads to students

Result

After 8 months implement, the campaign has achieved impressive results:

- More than 40,000 potential customers information collected
- More than 4,800 students enrolled, achieved 110% of the proposed plan
- The entry point of the school with the major has increased by 5 points compared to 2021
- Nearly 200 million impressions on digital platforms

200 MILLION+
Impressions

40.000+
Lead's Students
Information

4.800+
Student Admission

+5
Entry Points
for Majors

Our Project

UWE BRISTOL - PHENIKAA CAMPUS

General Information

- UWE Bristol university ranked 21/121 VQA and 401-500 worldwide
- The training program is 100% original by UWE Bristol UK but study in Vietnam

Challenge

- This is the first year that UWE University cooperates with Phenikaa University to enroll this affiliate program, so there are no students and brand names on the market yet.
- There are many competitors in the same segment that have a long-standing reputation in the market

Our solution

Implement IMC campaign - increase brand awareness and optimize conversion rate from Student Leads



Our Project

UWE BRISTOL - PHENIKAA CAMPUS

Idea

IMC “Transforming Future” campaign

Main activities

- Organize Webinars with the participation of Influencers in the field of education aimed at parents
- Organize online enrollment activities cooperate with Hot Channels that influence the target audience
- Implementing multi-channel advertising campaigns: Facebook, Google, Tiktok
- Apply software to optimize the ability to convert from Information Leads to students

Result

After 6 months of implementation, the campaign has attracted impressive results

- More than 5000 Leads of information collected
- More than 180 students enrolled
- Nearly 500,000 clicks to the Website
- Nearly 50 million impressions on Digital platforms

50 MILLION+
Impressions

5.000+
Lead's Students
Information

500.00+
Clicks to Website

180+
Students

Our Project

SAKURA MONTESSORI PRESCHOOL

General information

Deploying student enrollment campaign for Sakura Montessori preschool in the context of Covid 19

Challenge

- The school has implemented a lot of Marketing campaigns but the conversion rate to students is not good
- In the context of Covid 19, many kindergartens are still closed, so it is necessary to have a flexible marketing campaign according to each location.

Result

- 1500 Leads of information collected by parents
- Achieved 120% KPI on enrollment rate
- More than 3 million hits on Digital platform



1500+
Parent's Leads
Information

120%
KPI Exceeded

Our Project

MIKAZUKI

General Information

Mikazuki is a complex resort in Da Nang Bay, includes luxury villa, waterpark, Japanese thermae and restaurant.

Challenge

Being a new brand in Vietnam travel market, Mikazuki needs to build up image brand and have a place in competitive market.

Our solution

- Raise brand awareness
- Implement Performance Marketing campaign for each service in Mikazuki
- PR Booking



Our Project

MIKAZUKI

Idea

Campaign “Dream Family Trip”

#FamiltuTripMikazuki

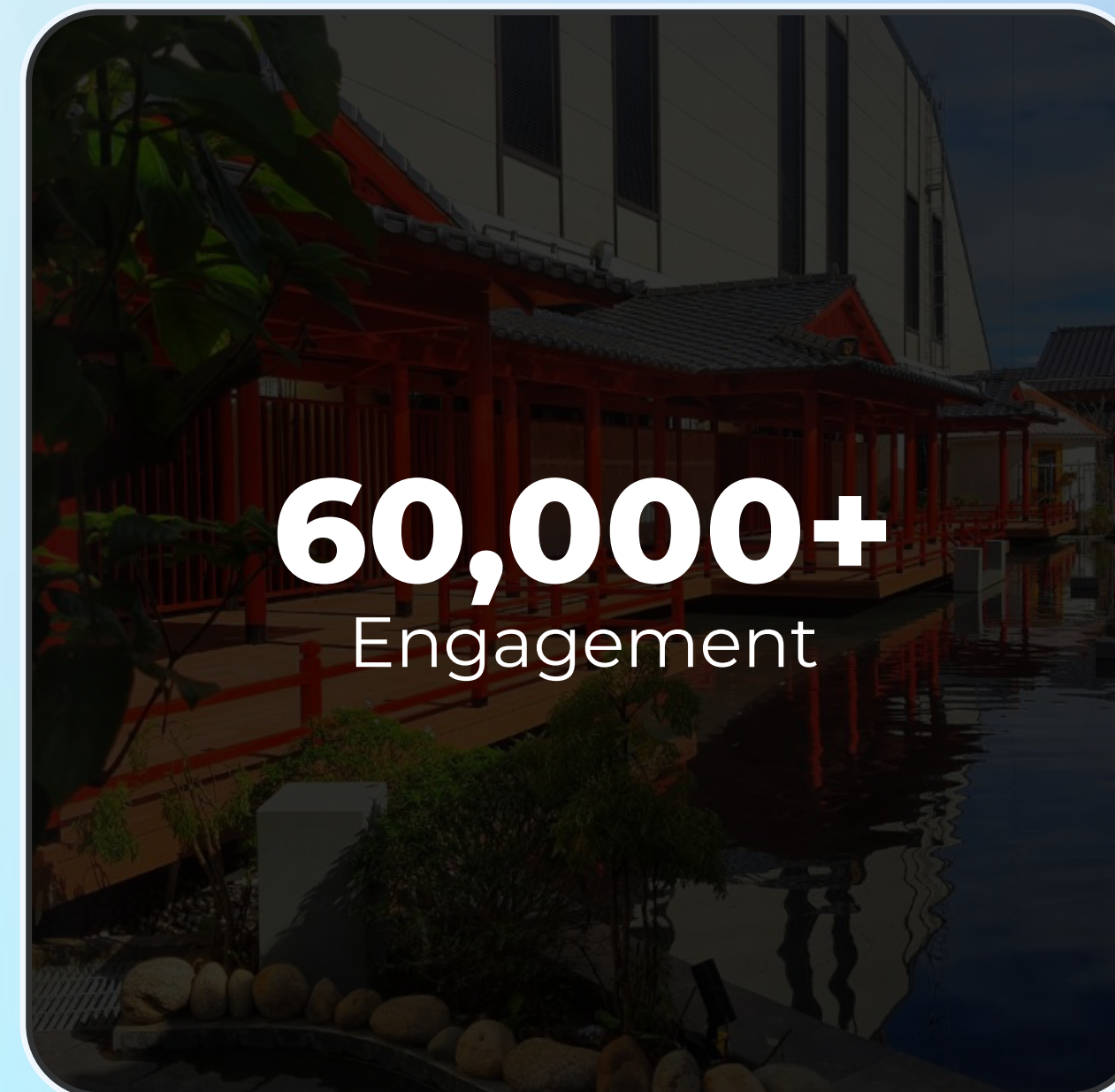
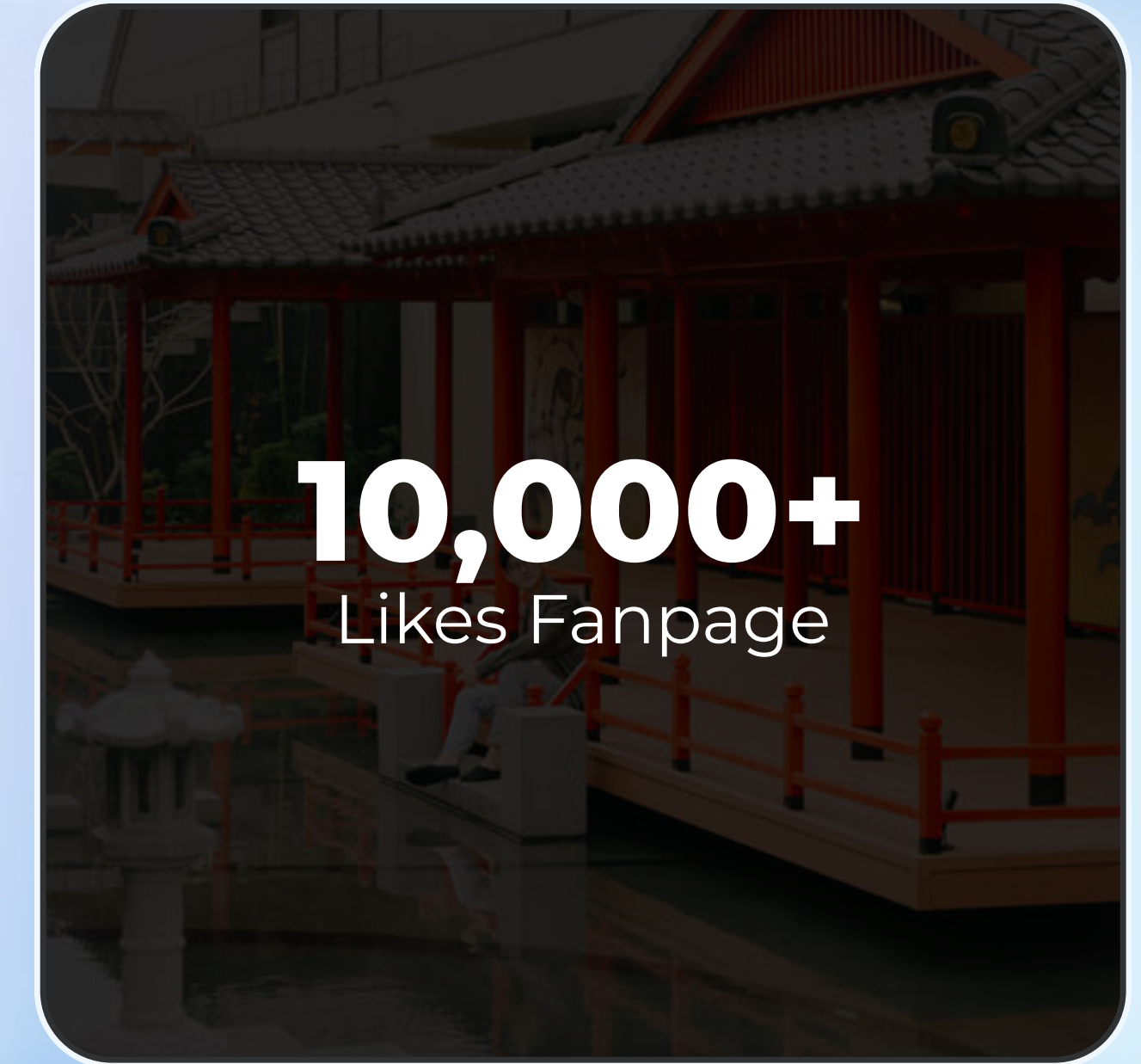
Main activities

- Organise a minigame sharing a family trip on social network.
- Cooperate with communication partners
- Cooperate with hot KOLs and fanpage on social network
- Write PR articles
- Advertise on Facebook and Google to share Mikazuki image.

Result

After 6 month, campaign successfully got impressive numbers:

- Over 650.000 impressions
- Over 10.000 likes on Fanpage
- Over 60.000 engagements
- Over 40.000 clicks to Website



Our Project

LG

General Information

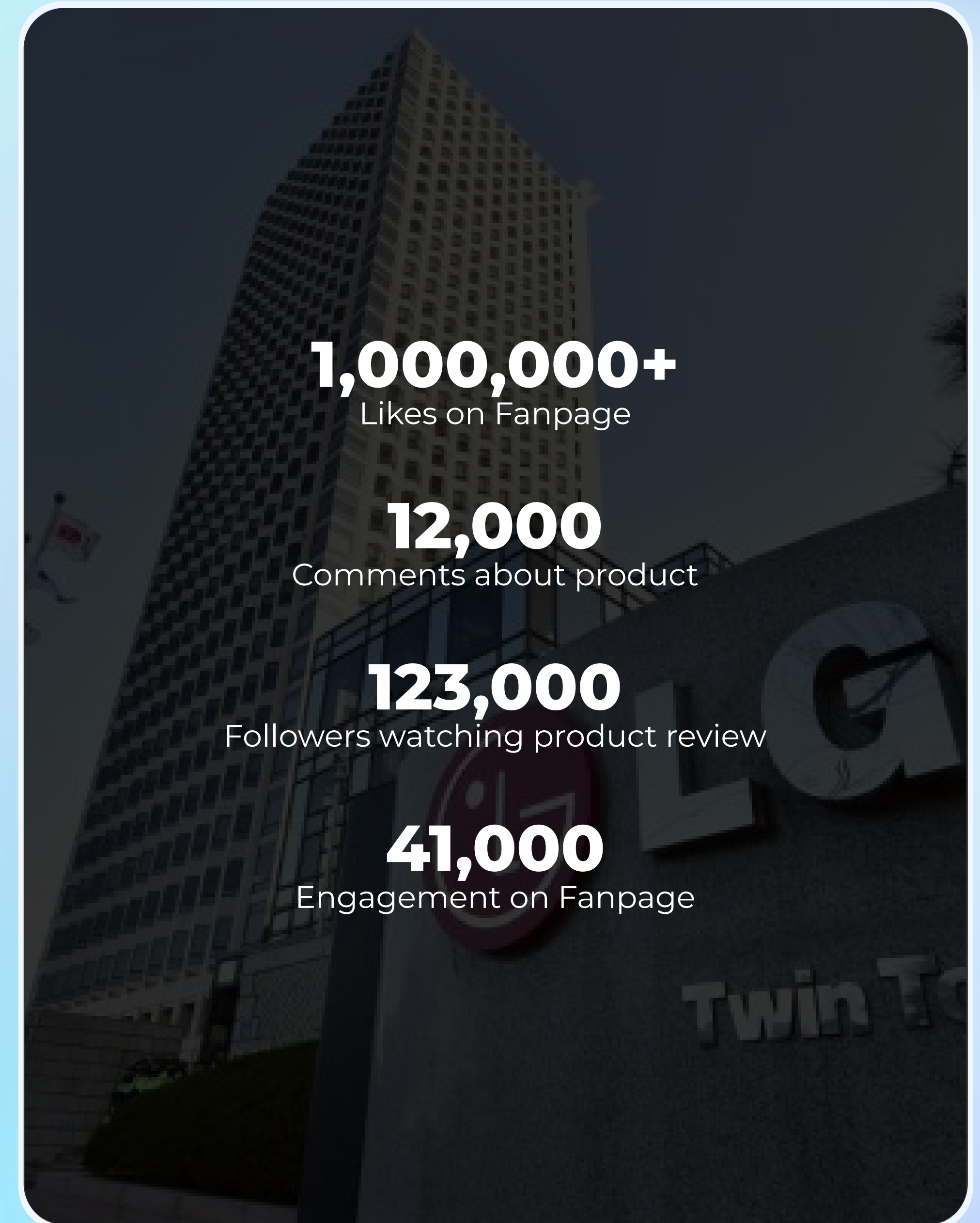
LG Electronics, Inc (LG) is a leading technology company in the world. It produces electronics appliance, communication mobile devices, household appliances. When a lot of customers were interested in designing smart workplace at home, LG introduced to customer computer screen LG UHD/QHD 27QN600. Facing multiple screen choices in the market, objectives off this campaign was to highlight color display ability and safety to customer's eyes.

Our solution

- Cooperate with KOLs to push impression and engagement with customer throughout livestream, product review video
- Cooperate with hot fanpage on social media network to make review post, review video
- Build up content strategy on hot fanpage and technologic group, design group.. to make customer believe in product

Result

- Engage with 1M customers while livestreaming
- Over 12.000 comments on product's content



Our Project

TECHCOMBANK

General Information

Techcombank is one of the biggest joint stock commercial bank in Vietnam. In 2020, Techcombank launched service called Business One to support business in financial activities. Being a safe, convenient and cost beneficial solution, Techcombank wanted to spread this service to other company.

Our solution

- Organise event
- Content Marketing
- Performance Marketing

Result

- Engage with 1M customers while livestreaming
- Over 12.000 comments on product's content
- Over 123.000 followers watching product review
- 41.000 engagement on fanpages



Our Project

TECHCOMBANK

Main activities

Implement marketing activities on multi digital channels, especially Facebook to engage with target customer. Organise Webinar: “Business breakthroughs in times of digital transformation”, then livestream on Fanpage Techcombank. Optimize advertisement to push engagement and conversion rate.

Result

Campaign successfully got impressive numbers:

- Over 4M impressions
- Over 500.000 engagements
- Over 100.000 livestream viewers
- Over 200.000 website viewers

WEBINAR

Phát triển xuất khẩu cùng thương mại điện tử xuyên biên giới

Thứ Ba, 13/04/2021
15:00 - 16:30

Ông Nguyễn Hữu Tín
Giám đốc Trung tâm xúc tiến Thương mại & Đầu tư TP.HCM

Ông Trần Thanh Tùng
Giám đốc Phân khúc KH MM và USME Techcombank

Ông Trần Xuân Thủy
Giám đốc KV phía Nam Amazon Global Selling VN

Bà Tạ Thị Mỹ Tho
Quản lý kinh doanh công ty GCAP VN

amazon global selling

VƯỢT TRỘI MỖI NGÀY

TECHCOMBANK

WEBINAR

Phát triển xuất khẩu cùng thương mại điện tử xuyên biên giới

MINI GAME

Trả lời đúng > Trúng quà hay

Thứ Ba, 13/04/2021
15:00 - 16:30

amazon global selling

VƯỢT TRỘI MỖI NGÀY

TECHCOMBANK

WEBINAR

Phát triển xuất khẩu cùng thương mại điện tử xuyên biên giới

Thứ Ba, 13/04/2021
15:00 - 16:30

amazon global selling

VƯỢT TRỘI MỖI NGÀY

TECHCOMBANK

Our Project

TPBANK

General Information

In October 2018, TPBank released the Savy mobile application - a universal saving app with rewarding interest rates that enables users to save more effectively.

Challenge

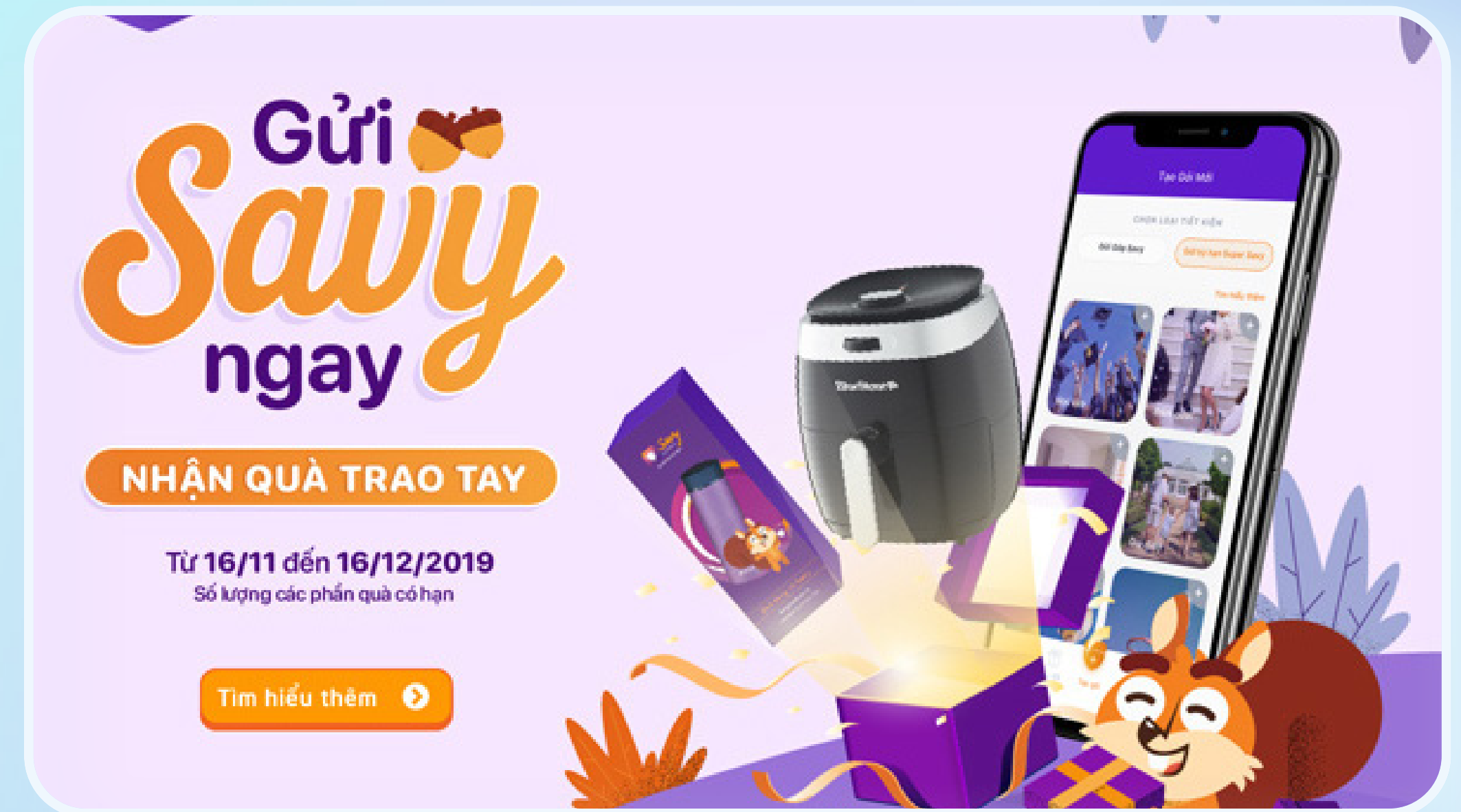
Launched at a time when few financial services were available on the market, the goal of the Savy app was to attract, establish consumer trust and enhance its brand image.

Key Activities

- Researched and analyzed customer insights.
- Built content and optimized ads to expand the reach of Savy's images and messages.

Result

- App ranked Top 13 days after its introduction
- App held Top 2 position for two consecutive months
- Over 300,000 users have downloaded the App



Our Project

VNPT PAY

General Information

VNPT Pay is an electronic payment product of VNPT-Media Corporation. VNPT Pay allows customers to make online transactions and businesses to complete commercial transactions quickly and conveniently.

Challenge

As the competition in the e-wallet market increases, the most significant difficulty lies in attracting new users and retaining them.

Key Activities

- Created creative videos and content strategies on social media channels
- Leveraged cross-platform advertising to attract users

Results

- Over 8 million reach
- Over 1 million interactions
- Over 100,000 App downloads
- Over 100,000 viral video shares
- Over 26,000 website visits



Our Project

ACHECKIN

General Information

ACheckin is an intelligent attendance tracking solution designed for small and medium-sized businesses that need to manage employees' data and other resources, assets, and equipment.

The Creative Idea

Through this campaign, ACheckin's image would be built as a solution that helped businesses connect and inspire employees during work from home.

Challenge

The outbreak of the COVID-19 epidemic had increased businesses' interest in intelligent business solutions. However, the rise of remote working has prevented ACheckin from reaching businesses directly.



Our Project

ACHECKIN

Key Activities

- Built content strategy on AChekin's website & social media channels
- Optimized advertising & PR
- Organized an “Empowering employees during COVID-19” Webinar to increase brand awareness and introduce
- AChekin solutions
- Collaborated with KOLs who were leading experts in business management, communication & human resources

Results

- After implementing the strategies above, AChekin has gained:
- Over 48,000 reach Over 3,800 interactions
- Over 16,000 Webinar viewers News coverage in more than 22 newspapers
- Over 295 businesses registered to receive product information



Our Project

SENDO

General Information

Sendo is a shopping application developed by FPT Online Services Joint Stock Company (FPT Online) to help connect consumers and sellers across Vietnam. Thanks to a different development model, Sendo became one of the two e-commerce platforms with enormous traffic in Vietnam in 2019. In August 2019, Sendo launched the SenLive feature, which helped facilitate more interaction between sellers and users on the platform.

Challenge

Amidst the COVID-19 outbreak, Sendo wanted to increase young consumers' awareness of SenLive while simultaneously increasing the number of SenLive visitors.

The Creative Idea

“Sieu Sale nua gia - Streamer tranh ba” campaign.



Our Project

SENDO

Key Activities

- Collaborated with prominent streamers such as Ngan Assassin, Nam Blue, Misthy to produce content
- Built a community of young consumers on Sendo
- Leveraged advertising channels and collected user information

Results

The “Sieu Sale nua gia - Streamer tranh ba” campaign has achieved:

- Over 10,000,000 impressions
- Over 800,000 views
- Over 20,000 shares



Contact us



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