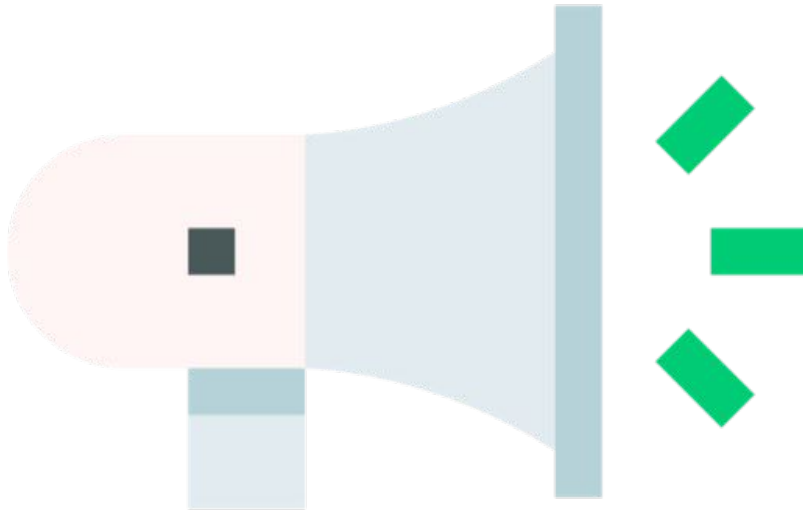


Automated E-Marketing in Cross Channels

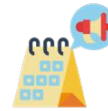
RADICA

Let's Advocate Your Business



When Channel First Come Up to the Market

Advertising Campaign with 3rd Party Media



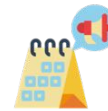
Result



✗ Never know their reaction

✗ Never know their preference

2nd campaign Advertising Campaign



Result



✗ Never know their pain-point

✗ Never know who they are...



When We Have More Channels Nowadays

Advertising Campaign with 3rd Party Media



Result



Engagement Rate



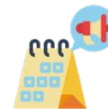
Increase 40%

Cost Saving



Saved Cost 50%

Own Media + 3rd Party Media



Result



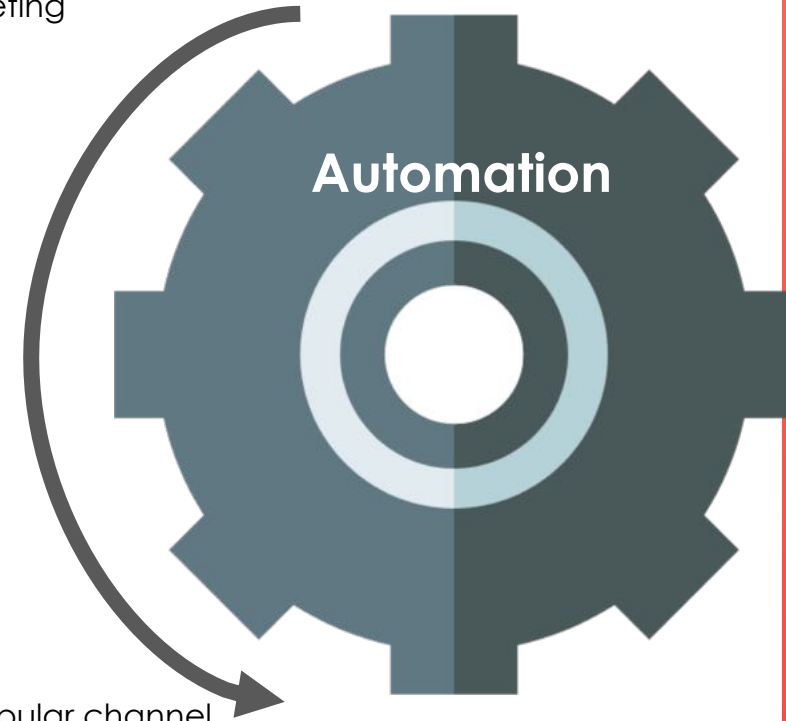
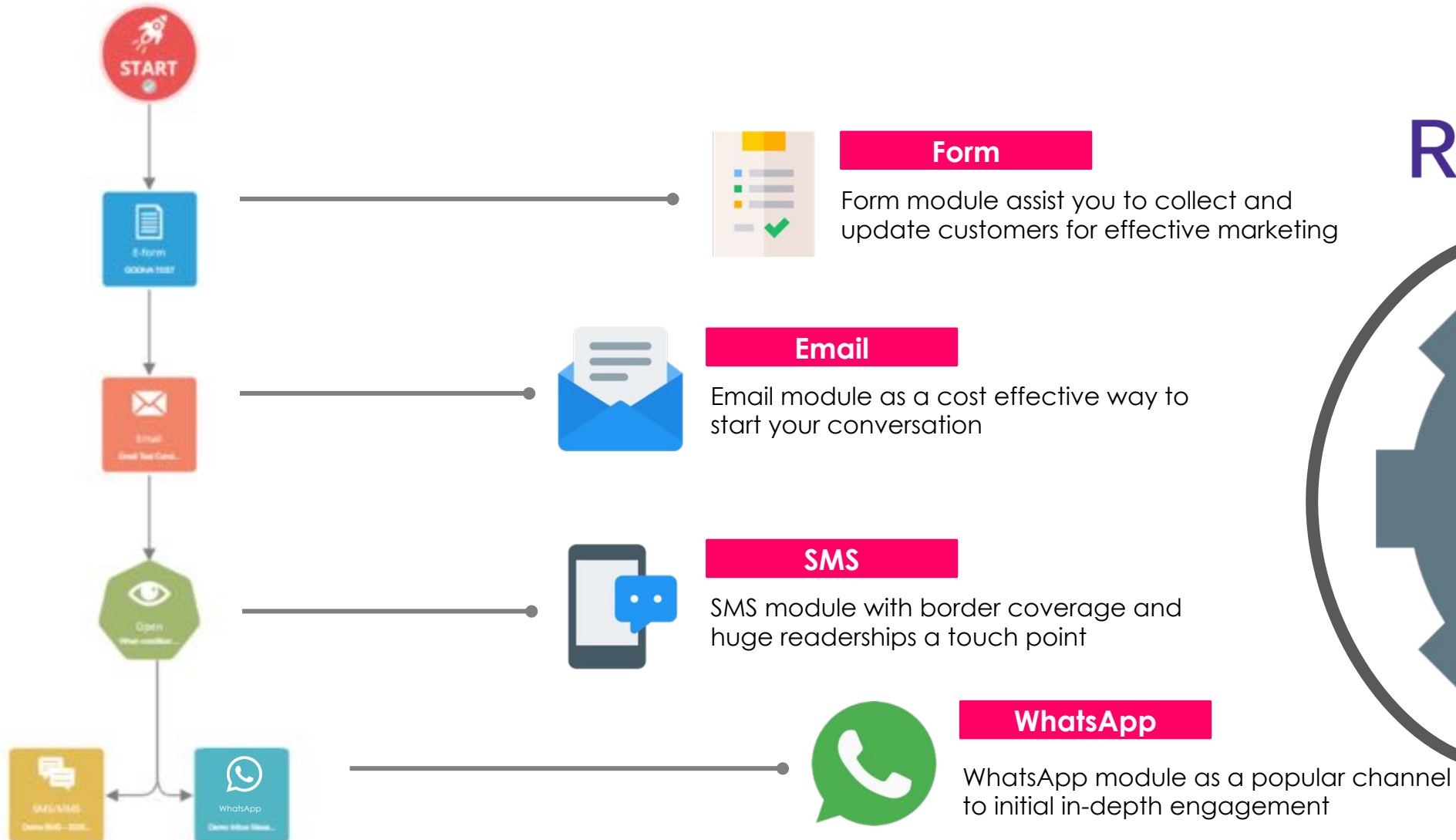
✓ Buildup your database of user profile

✓ Automate campaigns to different segment with dynamic requirement

Cross Channels with CRM Driven Design Thinking



RI + Channels



Why Radica



Regional support

**Local marketing
domain knowledge
across AP**

**Over 19 years of
data-driven project
experiences, leading client
to complete projects with
high ROI**



Professionalism



Efficiency

**Quick respond rate
with solutions**

Pricing

Package Included:	Lead Time / Duration	Price
Cross channel e-Marketing platform - 3 months <ul style="list-style-type: none">• Save up to 5,000 contacts• Support Channel: eDM, SMS & WhatsApp• Online form setup for acquisition• 120K eDM message quota• 50K SMS promotional channel message for HK, China & Macau	2 weeks setup	HK\$100,000
WhatsApp Business <ul style="list-style-type: none">• Account setup• Hosting x 12 months with 1 agent• 25K template message included• 180K customer support message included	4 weeks setup	
Cross channels campaign journey setup x 1 <ul style="list-style-type: none">• HTML template setup is included• Channel: eDM, SMS & WhatsApp	1.5 week setup	
Training & Nursing are included	-	