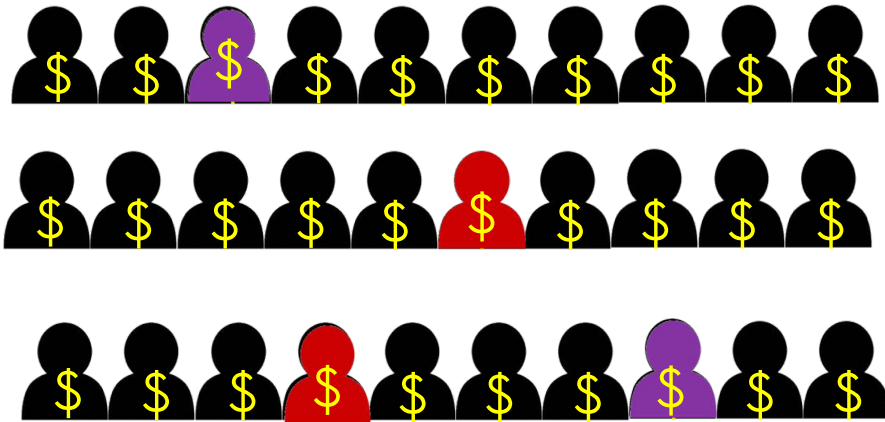


A blurred office scene featuring a large computer monitor on a desk. The monitor displays some indistinct white text on a dark background. In the background, there is a bookshelf with books and a potted plant. The overall image is out of focus, with a soft, bokeh-like effect.

E-marketing with AI (Programmatic Marketing)

RADICA

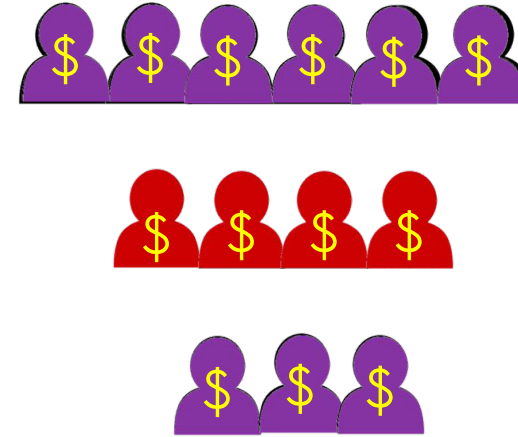
Traditional marketing



Buy in Bulk
Total: \$50

- ❌ Don't know who is potential customers
- ❌ Bulk advertising
- ❌ Can't track customer footprint

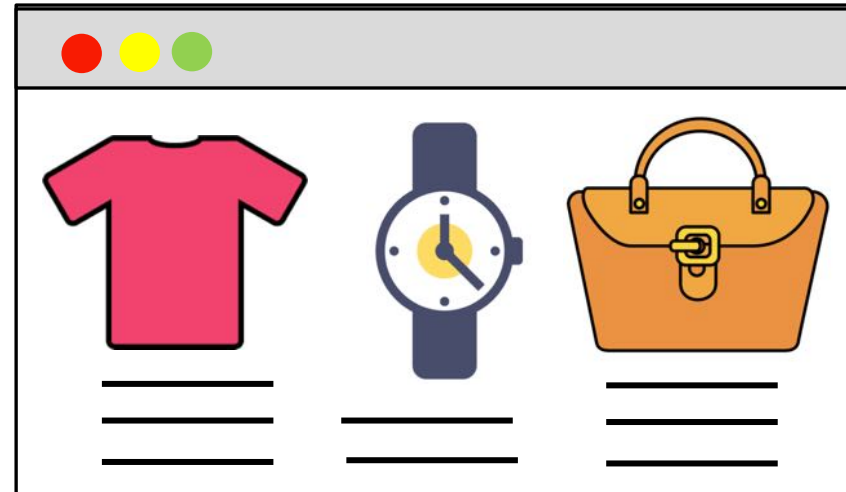
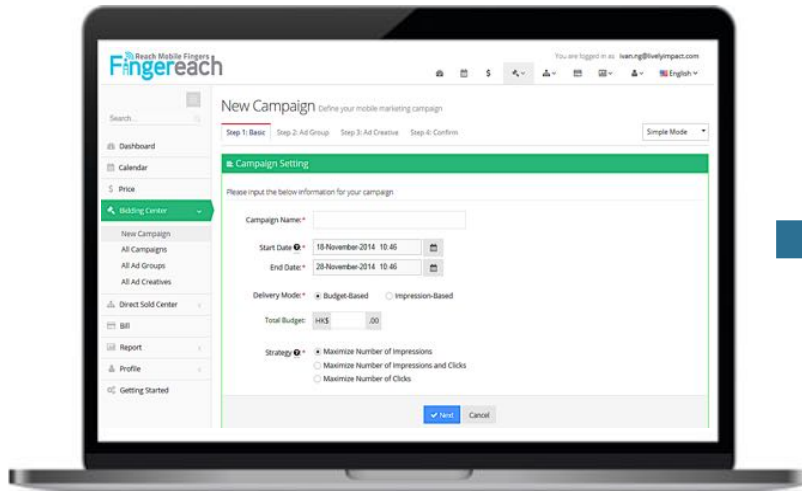
Programmatic



Buy in targeted
only
Total: \$20

- ✅ Target potential customers by using AI
- ✅ Saved Cost >60% to maximize ROI
- ✅ Cost per click / Cost per impression

3 EASY STEPS Launch Your Mobile Marketing Campaign



1. Setup
campaign
criteria in 3 steps

2. Describe your
products

3. Upload Ad
Creatives

Why Radica



Easy set up

It only takes 3 simple steps to create a marketing campaign.



One Platform

Connects to a number of high volume ad exchanges seamlessly.



Rich Landing

More ways for customers to reach you. e.g Map, phone call, app



Smart Algorithms

You do not need to view and tune the campaign from time to time manually.



Real Time Bidding

Buys only the needed impression and evaluates the quality of every ad slot to see.



Huge Inventory

Access more than 10 billion of ad slots each day worldwide.

Pricing

Package Included:	Lead Time / Duration	Price
Place ads in webs (over 4,000) and apps (over 1,000) - Customer can choose the webs / apps they want	1 month	HK\$50,000
Impressions (廣告曝光次數): 2,500,000-5,000,000		
CPM (每千次曝光價錢): \$10-20		
Estimated clicks/CPM (每千次曝光點擊): 2-4 - The result varies in different campaigns and the figures are stated for reference		
Estimated clicks (預計總點擊): 5,000-10,000 - The result varies in different campaigns and the figures are stated for reference		
Cross channel e-Marketing platform – 3 months <ul style="list-style-type: none"> • Save up to 5,000 contacts • Support Channel: eDM & SMS • Online form setup for acquisition • 35K eDM message quota • 20K SMS promotional channel message for HK, China & Macau 	2 weeks setup	HK\$50,000
Cross channels campaign journey setup x 1 <ul style="list-style-type: none"> • HTML template setup is included • Channel: eDM & SMS 	1.5 weeks setup	
Training & Nursing are included	-	
Total		HK\$100,000