MOBIO
CDP & CEM Platform

INTRODUCTION TO

MOBIO

CDP & CEM PLATFORM

Revolutionize Your Customer Experience with Data-Driven Strategy in the Digital Age

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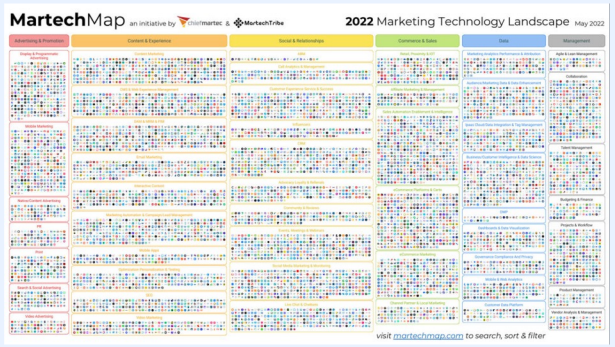
What is CDP? And why it matters?

CUSTOMER DATA PLATFORM INSTITUTE

CDP is packaged software, usually bought and controlled by business users, most often in marketing.

Source: CDPI

chiefmartec



Source: Chiefmartec

CDP

Customer Data Platform

Gartner

A CDP is a marketing technology that unifies a company's customer data from marketing and other channels to enable customer modeling and to optimize the timing and targeting of messages and offers.

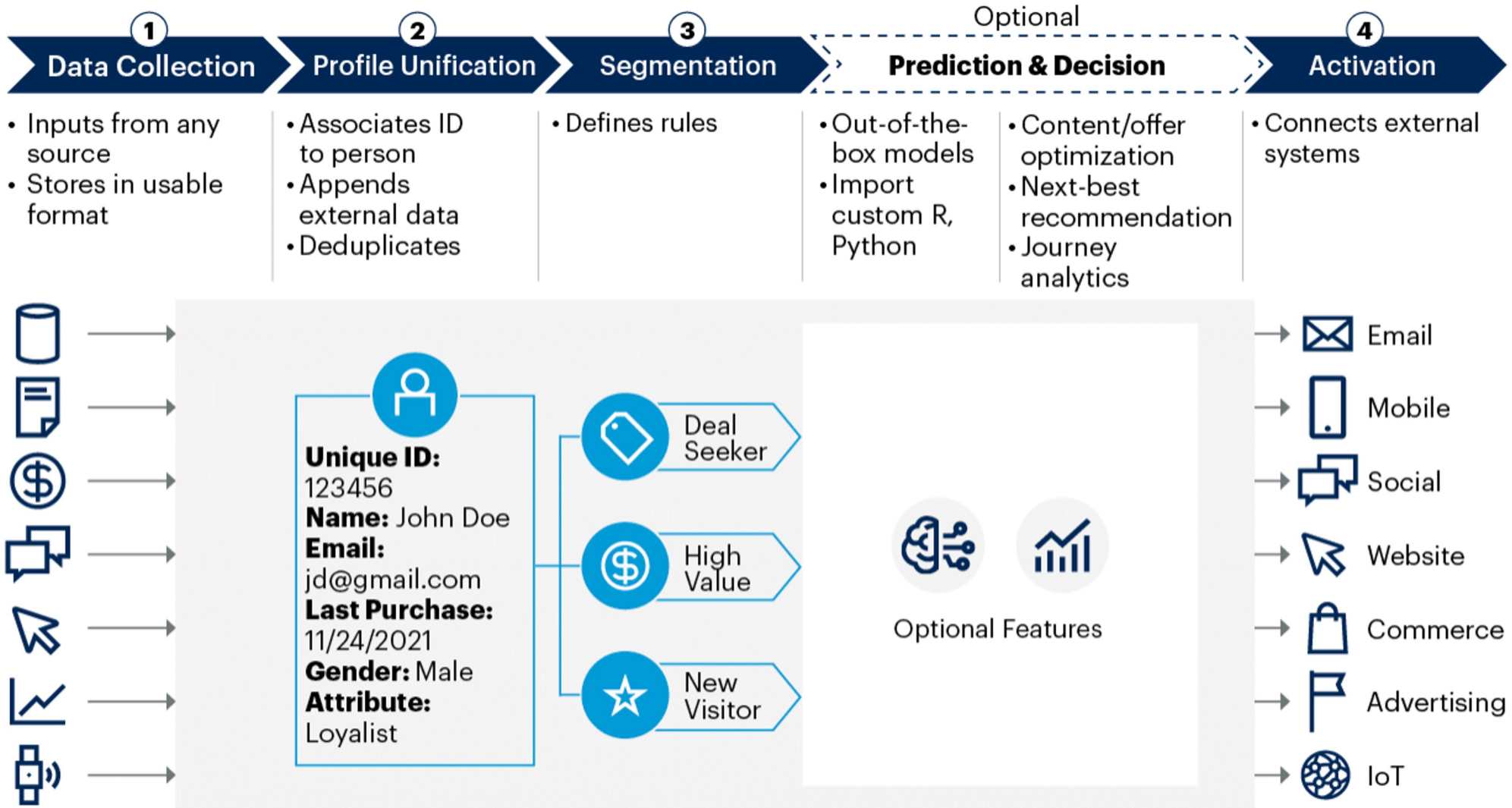
Source: Gartner

salesforce

A CDP is a piece of marketing technology with a handful of tools that make it easier for your digital-first marketing team to manage and pull insights from customer data.

Source: Salesforce

Features of a CDP according to Gartner



Source: Gartner
725524_C

WHY CDP?

Digital Transformation

Business Objectives

Data-driven Business/Marketing

- Data-driven decision making
- Data centralization
- Gain & use customer insights

Automation

- MKT-Sales-Service automated
- Better SLA
- Reduce human error

Better CX & Increase ROI, CR

- Frictionless customer experience
- Personalization & Real-time engagement

Sustainable Business & Long-term loyalty

- Increase CLV
- High customer retention
- Easy-to-adopt loyalty program

Business Challenges

Data silos	Fragment customer experience	Unmeasurable
Ads dependency	Low conversion rate	High acquisition cost

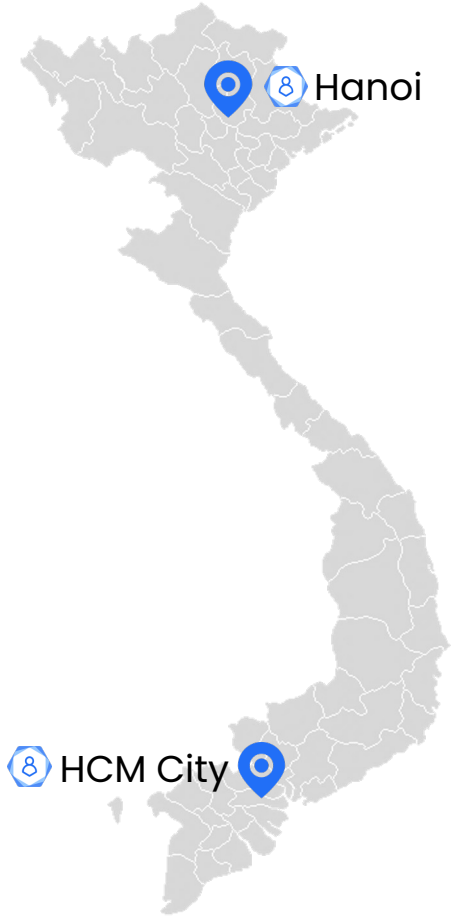
ABOUT MOBIO

All-in-one Platform for Business

50+
CUSTOMERS
ENTERPRISES & BIG CORP

6+
YEARS
OF EXPERIENCE

~100
PRODUCT DEVELOPERS &
SOFTWARE ENGINEERS



8 Banks & Fintech

MSB · HDBank · VIB · PVcomBank · SHB · EXIMBANK · BIDV · VNPAY QR Scan to Pay

40+ Other Industries

guardian · GALLE WATCH · PHONGVU.VN · VnShop · SAMSUNG · SAPPORO VIETNAM LTD. · SUNWORLD THE WORLD OF WOW · SUN HOSPITALITY GROUP · Takashimaya · IPP TRAVEL RETAIL · THE FIVE · hpt knowing IT

3 Corporations

VNLIFE · SUN GROUP · TC GROUP

McKinsey & Company

12/2022: Recognized as a "Promising Vendor" by McKinsey

CDP INSTITUTE · DeliveryCDP

12/2022: Categorized as a 'Delivery CDP' in CDPI's Vendor List

VIETNAM ICT EXCELLENCE · Sao Khue AWARD 2023 · VINASA

4/2023: Granted the 'Sao Khue Award' in the Digital Transformation Platform category

MartechMap by chiefmartec & MartechTribe

5/2023: Appear as the first Vietnamese CDP on the Global Martech Map

INTRODUCE MOBIO SOLUTION

Achieving Customer Excellence in the Digital Era

- Journey Builder / Marketing Automation
- Segmentation
- Email, Popup & Landing Page Builder
- Ads Audience Sync

ACTIVATION CDP

- Sales Management / CRM
- Social & Chat
- Ticket Management
- Task Management
- Workflow
- CMS

OPERATION CDP

- RFM Analysis
- Data Studio
- Predictive Analysis

ANALYTICS CDP

- Inbound marketing (Social, Email, SMS)
- Outbound marketing (Ads)

- Inbound call
- Outbound call

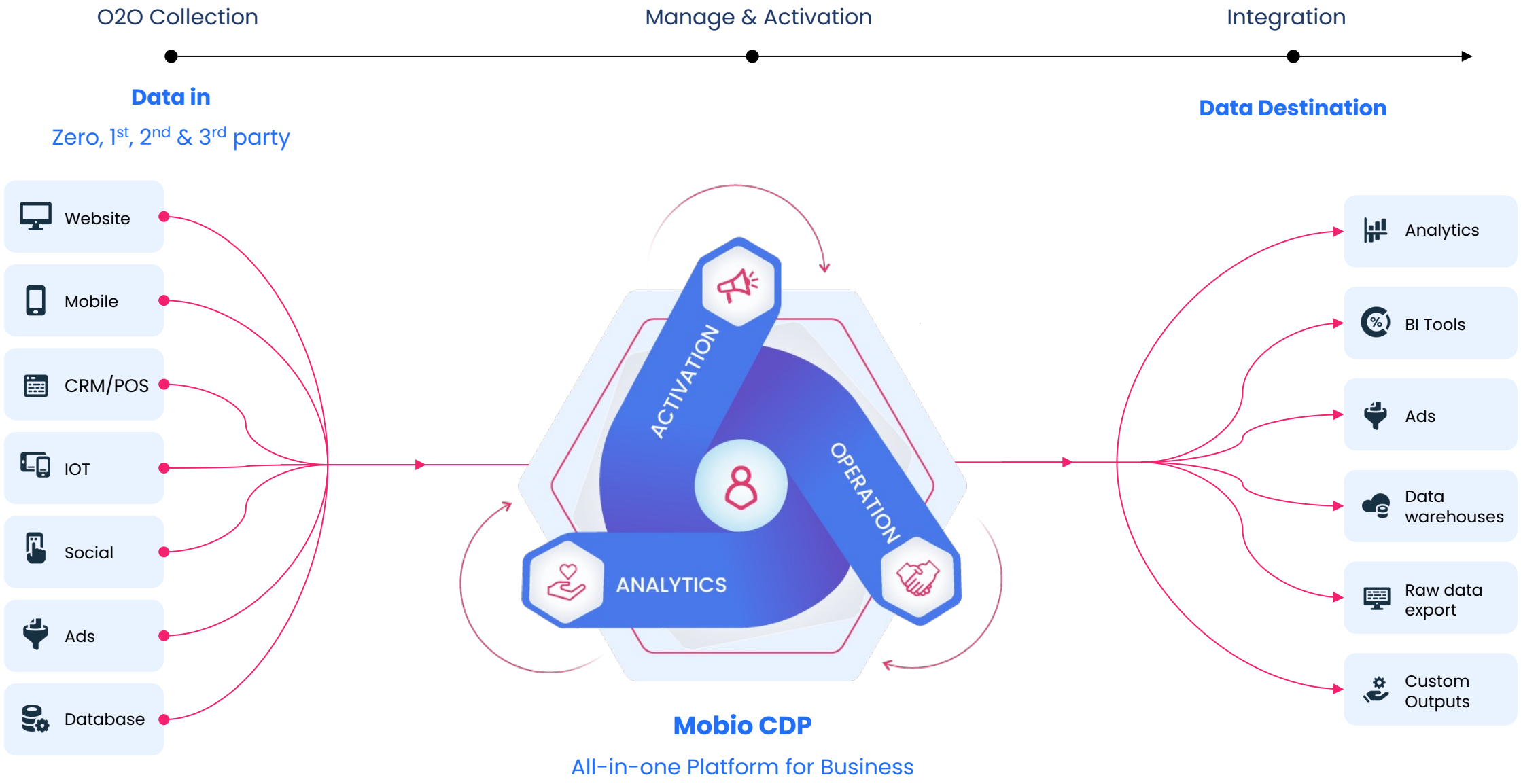
- Live chat data
- Behavior data

- Update data
- Behavior data

- Transaction
- Wifi
- Camera
- IOT Sensors

- E-commerce / Booking
- Loyalty

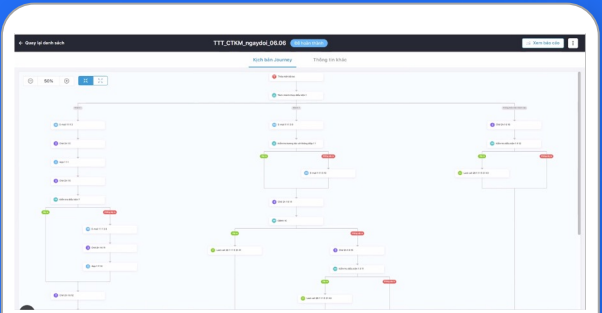
How **data** processes in **MOBIO CDP**



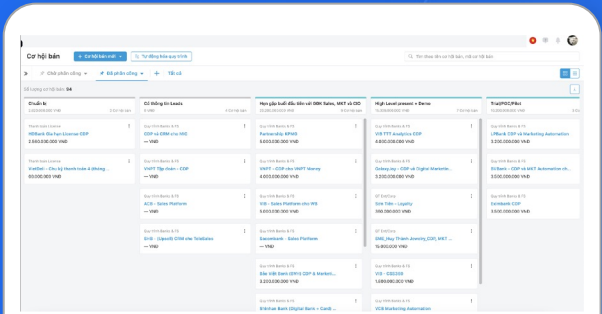
NEW FEATURE RELEASES

Analytics CDP

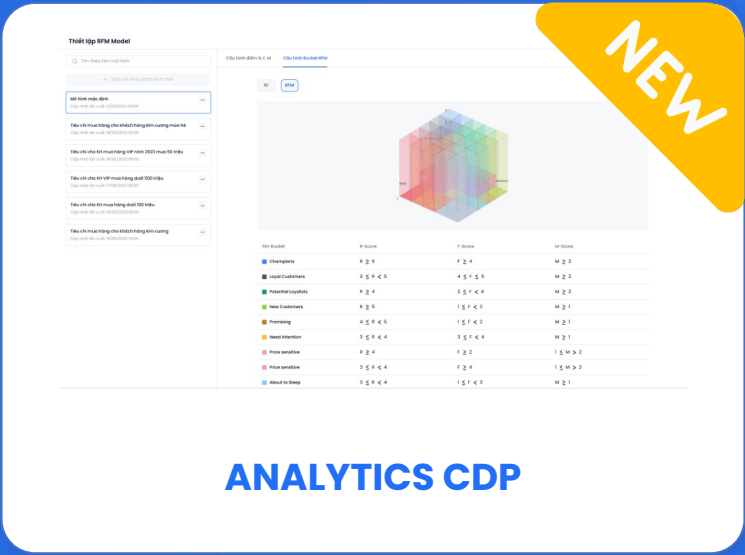
Unlocking the full power of data in business



ACTIVATION CDP



OPERATION CDP



ANALYTICS CDP

2018

2021

2023

MOBIO PLATFORM

List of main features

Awareness → Consideration → Acquisition → Retention → Loyalty

Outbound Ads & Promotion

ACTIVATION CDP

For Marketing Team

- Journey Builder
- Personalization
- Segmentation
- Email Marketing
- Popup/Banner
- Landing Page
- A/B Testing
- Audience Sync

OPERATION CDP

For Sales Team

- Oppty Management
- Oppty Routing
- Sales Pipeline
- Oppty Automation
- KPI
- Product Library

For Service Team

- Social Management
- Chat
- Ticket Management
- Ticket Routing
- Call Center
- Survey

For Collaboration

- Task Management
- Workflow Management

ANALYTICS CDP

For Digital & Data Team

- RFM Analysis
- CLV (Coming soon)
- Prospensity Model (Coming soon)
- Next Best Offering (Coming soon)
- Data Studio for BI & Deep Report (Coming soon)

CDP BASED SERVICES

- Profile Unification
- Data Deduplication
- RBAC - ABAC
- Data Compliance

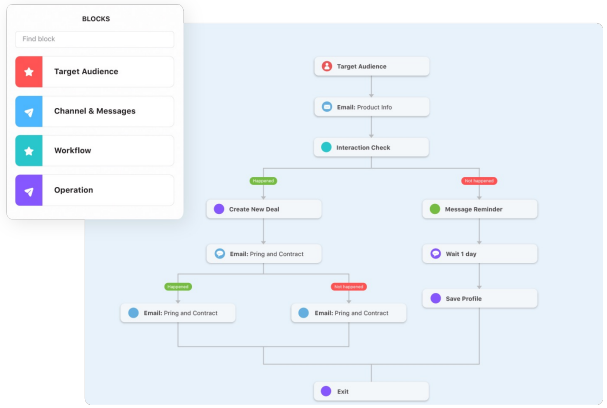
Activation CDP | Improve your customer experience

ALL-IN-ONE PLATFORM

For Marketing Team

Activation CDP helps you to create an end-to-end customer experience and boost customer retention effectively.

Learn more | See pricing



HIGHLIGHT FEATURES

What can I do with Activation CDP?

- Omnichannel Journey
- Customer Segmentation
- Hyper-personalization
- Landing Page Builder
- Email Builder
- Pop-up Builder
- Ads Audience Sync
- A/B Testing
- Marketing Dashboard

WHY ACTIVATION CDP?

Deliver personalization CX at scale

Implementing personalization via marketing automation enhances both customer satisfaction and business outcomes. Evaluating marketing effectiveness allows for tracking success metrics and linking revenue directly to marketing efforts.

Automation | Personalization | Measurable

Boost brand reach & conversion rate

Reach ▲	Registration ▲	OR, CTR, CTOR ▲	CR ▲
Interaction, engagement ▲	CAC ▼	CPL ▼	CPM ▼

Trusted by

MSB, HDBank, VIB, SHB, guardian, VnShop, GALLE WATCH, PHONGVU.VN

Operation CDP | Maximize sales effiency & manage customer relationship

MINIMAL CRM

For Sales & Service Team

Operation CDP enables and accelerates sales team's performance through a range of different sales technology. Assist business connect and interact with customers in real-time, focus on retaining customers and expanding purchasing lifecycle.

Learn more | See pricing

HIGHLIGHT FEATURES

What can I do with Operation CDP?

- Oppty Mngt & Oppty Routing
- Oppty Automation
- Sales Pipeline
- KPI Management
- Online & Social
- Chat
- Ticket Mngt & Ticket Routing
- Call Center
- Task Management
- Workflow Management

WHY OPERATION CDP?

Streamline operation process

Achieving customer success requires time and empathy with an effective workflow. Our solution follows these customer service essentials that help build long-lasting customer relationships.

Automation | Timeliness | Evaluation

Utilize customer satisfaction & retention

Sales volume ▲	Lead conversion rate ▲	Revenue per rep ▲	
Lead time ▼	Close time ▼	Contract renewal ▲	CPL ▼
ART, FRT ▼	Ticket time resolved ▼	Loyalty engagement ▲	

Trusted by

MSB, HDBank, PVcomBank, SHB, EXIMBANK, GALLE WATCH, PHONGVU.VN, SUNWORLD THE WORLD OF WOW, SUN HOSPITALITY GROUP, Takashimaya

NEW FEATURE RELEASE

Analytics CDP

Unlocking the full power of data in business

Marketing Team — 2018

Operation Team — 2021

Data Team — 2023

DATA ANALYTICS TOOL

For Digital & Data Team

Revolutionize your decision-making process with our suite of data-driven features. From comprehensive data management to powerful analytics, you can harness the full potential of your business's data.

Contact for pricing

WHY ANALYTICS CDP?

Turn your vision of a data-driven business into reality

Gain a competitive edge with our analytics customer data tool, offering enhanced personalization, targeted marketing, predictive insights, and streamlined operations for optimized customer relationships and business success.

Click to see more

Make better decisions with data

CAC ▼	CLTV ▲	Churn rate ▼	Retention rate ▲	
AOV ▲	NPS ▲	CSAT ▲	CR ▲	ROI ▲

Customer Use Case | **RETAIL**

guardian

How Guardian enhanced their loyalty program with high-quality customer data

x7
Redemption Rate
Compared to before MBO

20%
Avg. Click rate
per online campaign

1.5M
Hoicam Members
⇑ 15% to last year

2.5M
Identified Profiles
⇑ 56% to last year

[Explore this case]

Last update: Oct 2023

Customer Use Case | **BANK**

MSB

How MSB boosted their sales conversion rate by *3 times* using martech & streamlined data

x3
Sales conversion rate

6.6M
Identified profiles collected

15.3M
Messages sent per month

*Martech (Mobio) helps banks streamline processes, reduce operational costs, enhance work efficiency, and provide a better service experience for customers. Recently, this technology has **tripled sales performance** and reduced calls to customers who do not have immediate needs.*
[Explore this case]

Mr. Hoang Huu Huy

Director of Digital Product Development, Digital Transformation Department at MSB

Last update: Oct 2023

ABOUT MOBIO

MOBIO is a leading Customer Data Platform (CDP) and Customer Experience Management (CEM) platform offering comprehensive technology solutions for data management and operational excellence in Marketing, Sales, and Service, designed specifically for mid-sized and large enterprises. Our Solution has garnered positive feedback from esteemed clients, including corporations, banks, and retail chains.

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