

INTRODUCTION TO

MOBIO

CDP & CEM PLATFORM

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



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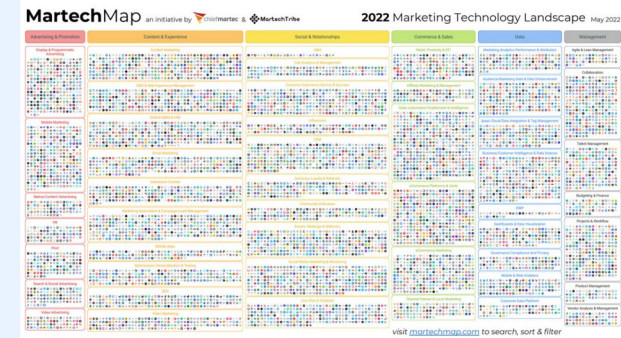
MOBIO

What is CDP? And why it matters?



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

Source: [CDPI](#)



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.

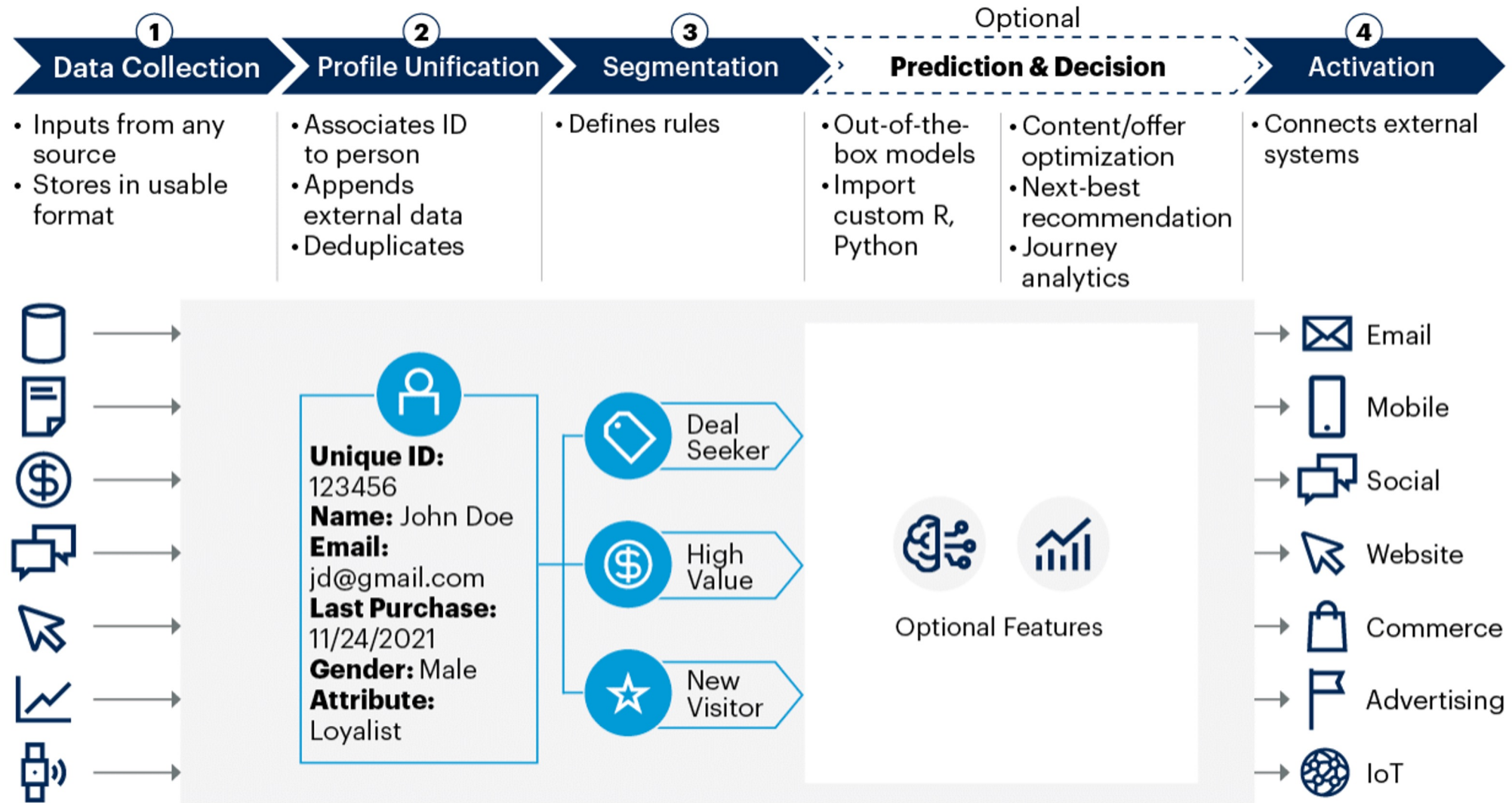
Source: [Gartner](#)



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](#)

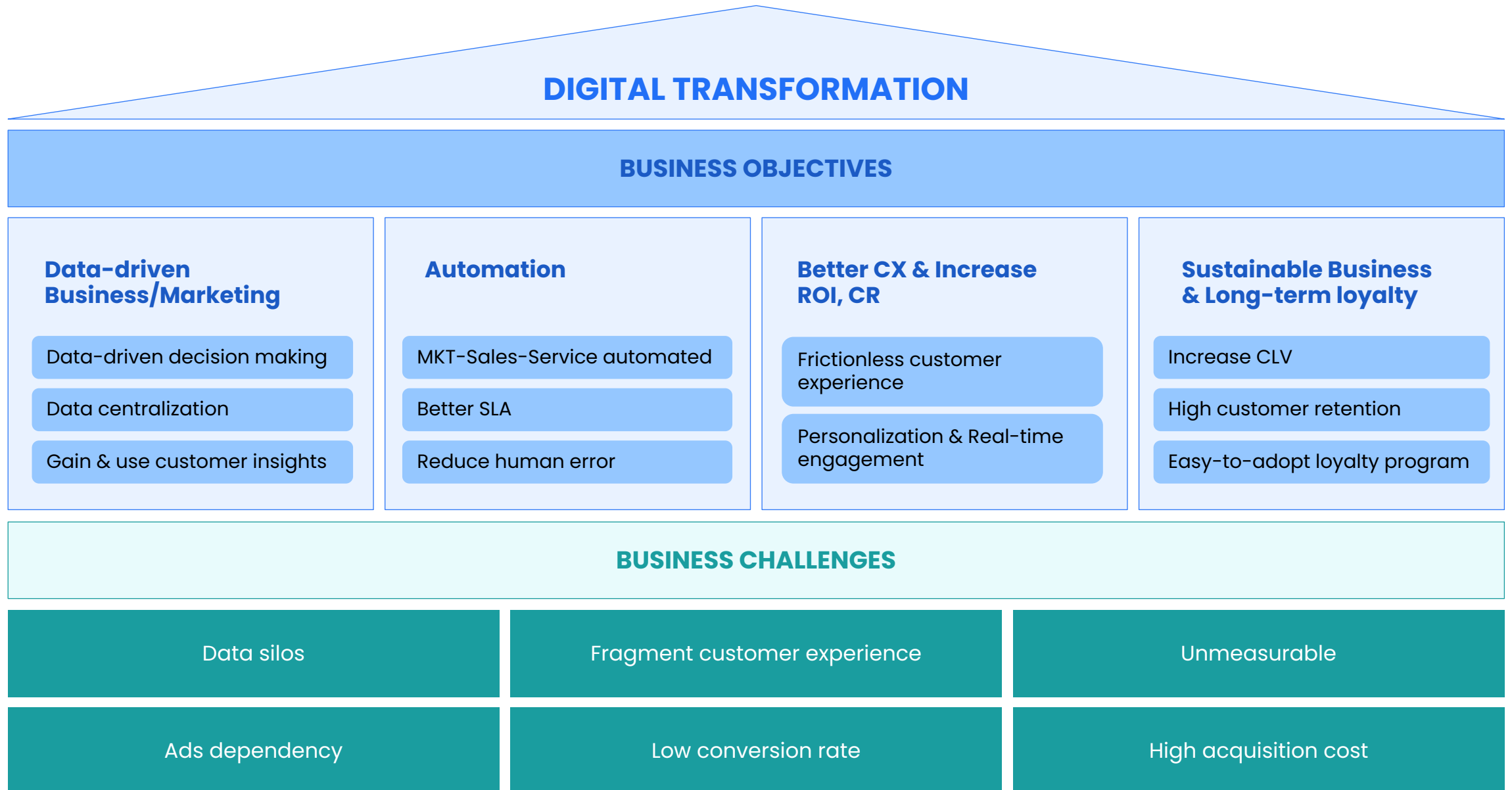
Features of a CDP according to [Gartner](#)



Source: Gartner

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WHY CDP?



ABOUT MOBIO

All-in-one Platform for Business

50+

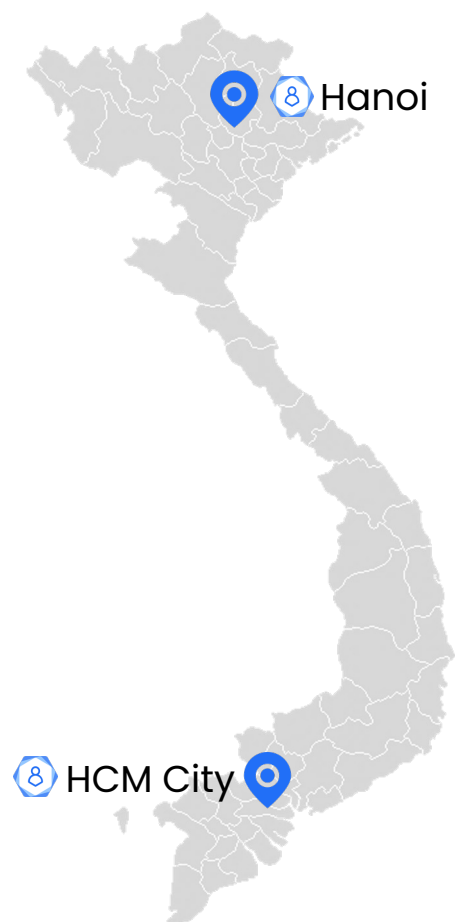
CUSTOMERS
ENTERPRISES & BIG CORPs

7+

YEARS
OF EXPERIENCE

~100

PRODUCT DEVELOPERS &
SOFTWARE ENGINEERS



8 Banks & Fintech



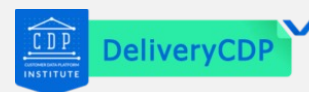
40+ Other Industries



3 Corporations



McKinsey
& Company



MartechMap
by chiefmartec & MartechTribe

12/2022: Recognized as
a "[Promising Vendor](#)"
by McKinsey

12/2022: Categorized
as a '[Delivery CDP](#)'
in CDPI's Vendor List

4/2023: Granted the
'[Sao Khue Award](#)' in the
Digital Transformation
Platform category

5/2023: Appear as the
first Vietnamese CDP on
the [Global Martech Map](#)

Achieving Customer Excellence in the Digital Era



HOW **DATA** PROCESSES IN **MOBIO CDP**



NEW FEATURE RELEASES

Analytics CDP

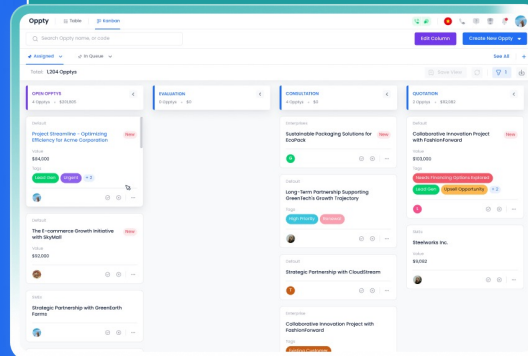
Unlocking the full power of data in business

ACTIVATION CDP



2018

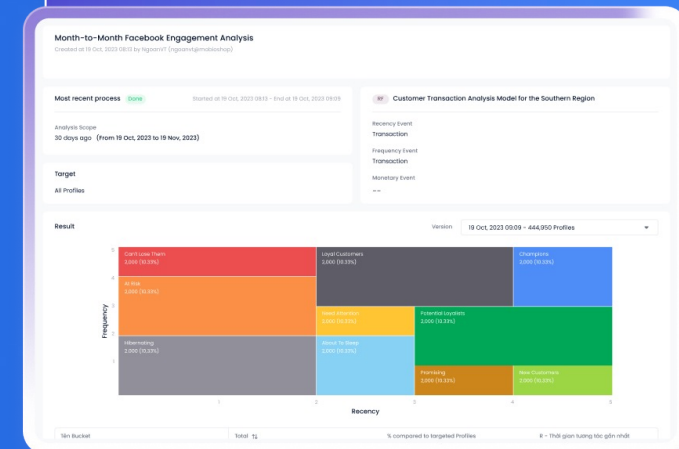
OPERATION CDP



2021

ANALYTICS CDP

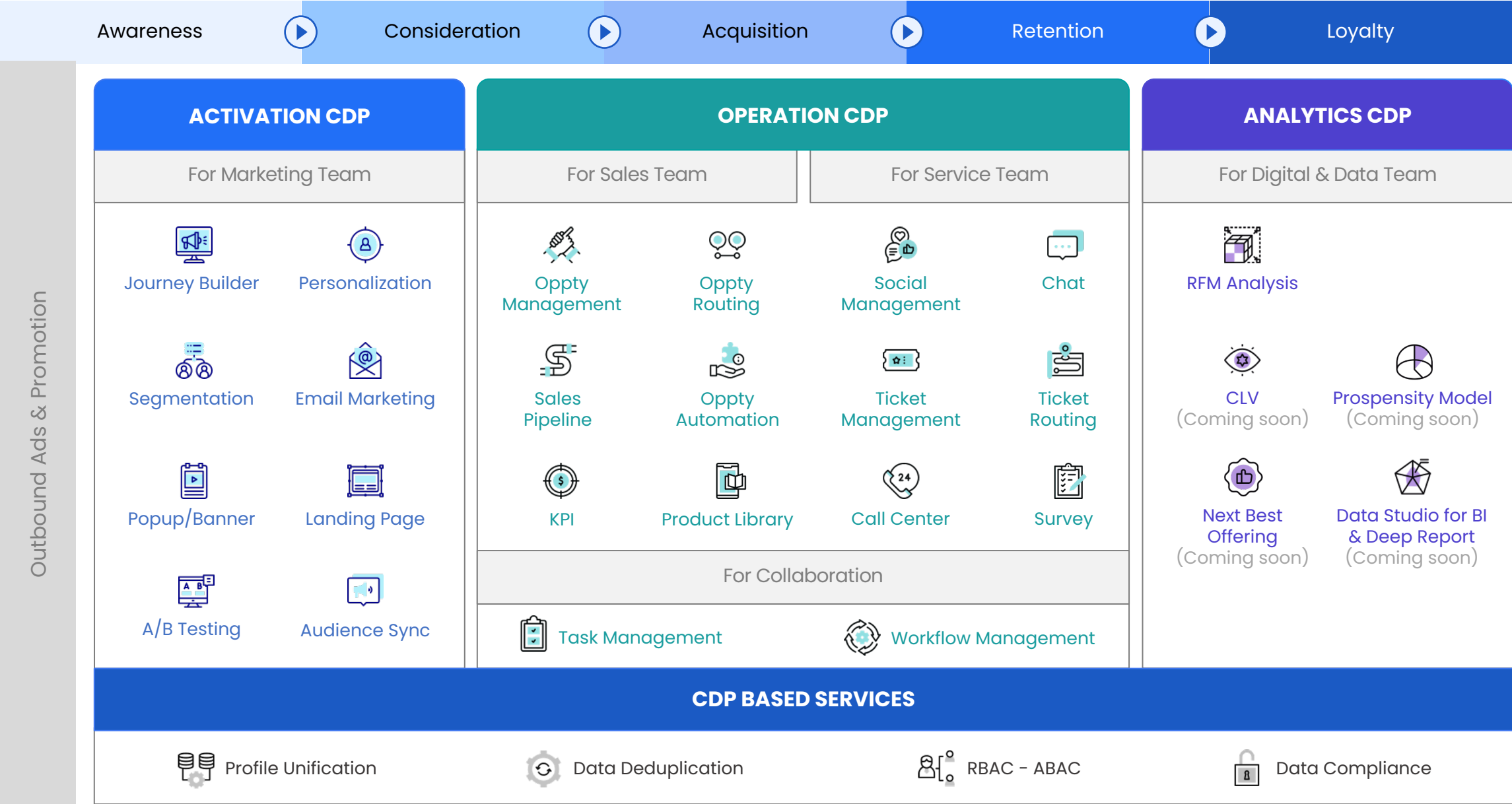
NEW



2023

MOBIO PLATFORM

[List of main features](#)

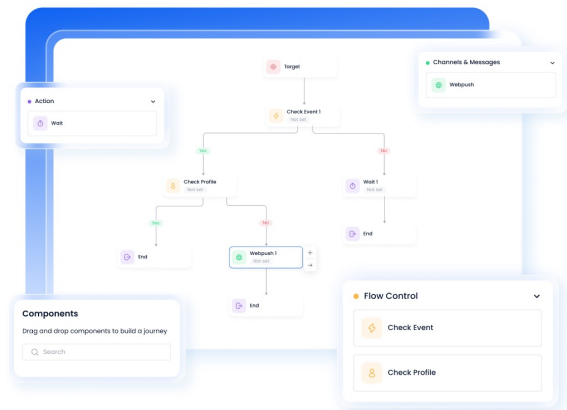


Activation CDP | Improve your customer experience

ALL-IN-ONE PLATFORM

For Marketing Team

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

[Get Started Free](#)[Learn more](#)

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

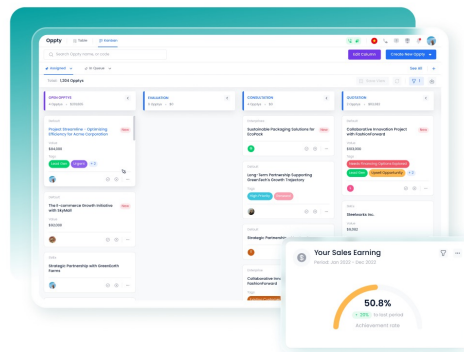


Operation CDP | Maximize sales efficiency & manage customer relationship

COMPREHENSIVE CRM





For Sales & Service Team

Accelerate team's performance through a range of different technology. Connect and interact with customers in real-time, focus on retaining customers and expanding purchasing lifecycle.

[Get Started Free](#)[Learn more](#)

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



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

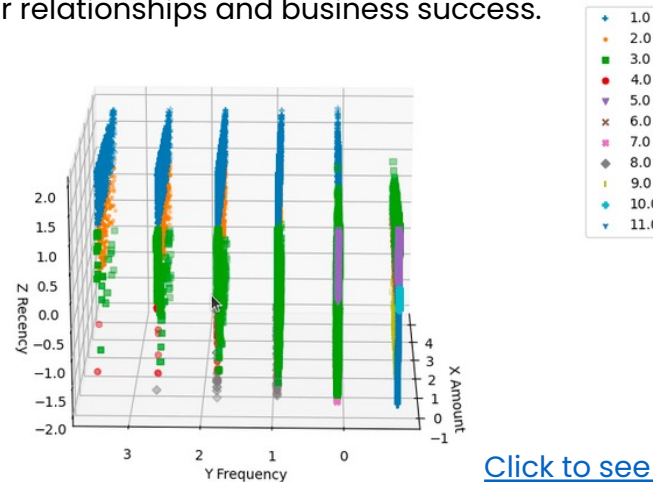
Revolutionize your decision-making process with our suite of data-driven features. From comprehensive data management to powerful analytics, you can harness the full potential of your business's data.

[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 ▲



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

[\[Explore this case\]](#)





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

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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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