

CIAE Main Usages: 1.Models Development, 2.Campaign Ad-hoc Analysis, 3.Campaign List Generation, 4.Regular MSCOM Report, 5.Model Maintenance, 6. End-User Self Analysis

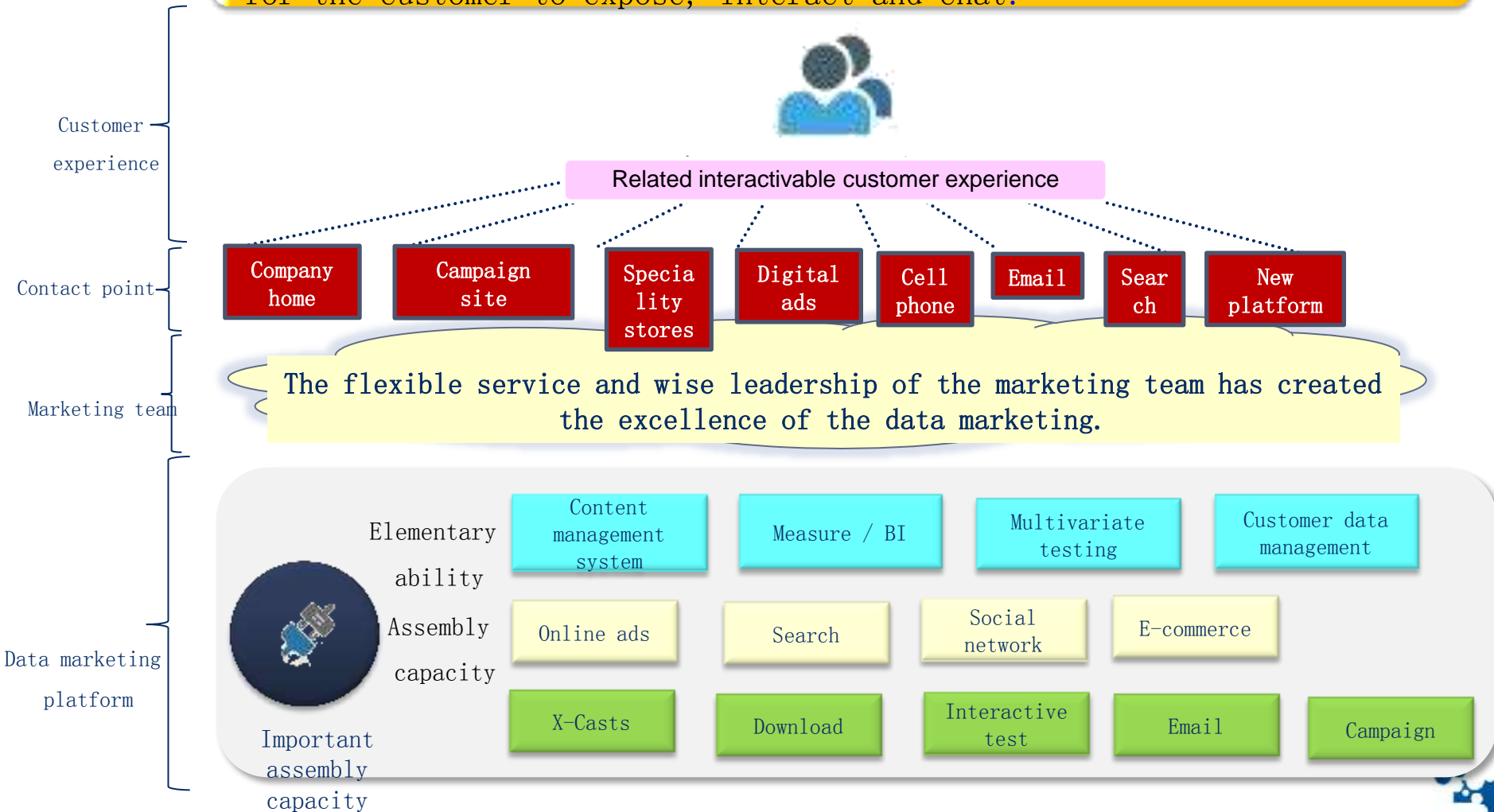
CIAE Overview: Data Infrastructure, Analytical Architecture, End-User Tool Chest.

CPETP can get you to plan ,execute and analyze every marketing step.

The solution of the marketing index

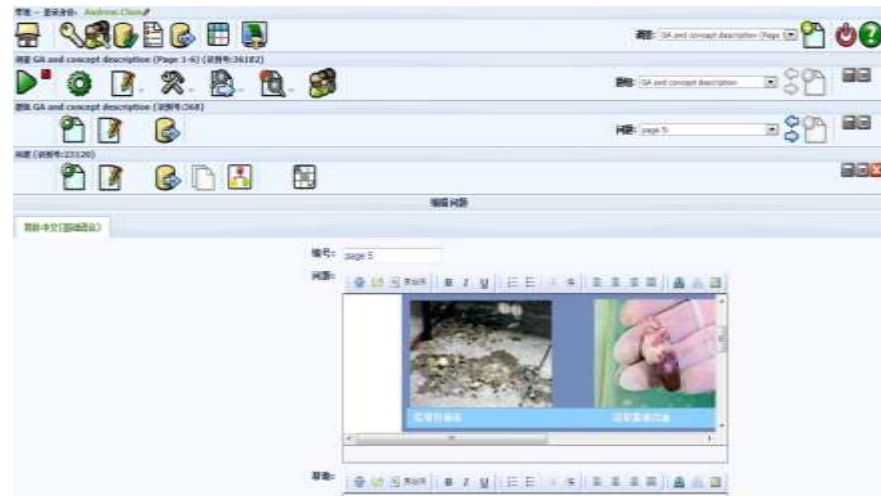


Target: data marketing platform can make the marketing team create the measurable and mandatory customer experience, and increase the chances for the customer to expose, interact and chat.



Online data collecting system

- According to research purposes, flexibility design the online questionnaire
- Choose more than 20 different types of questions
- Support the images, tables, multiple choice and many other contents
- According to the conditions of the previous questions (skipping and branching logic)
- Assess the survey and the dynamic response
- Reusable answer / label set
- Anonymous and follow-up survey
- Quota -Only accept the limited number of the responses, etc.
- Support several different language versions in the front-end and back-end





Whether it is in the pre-sale, on-sale or after-sales, the professional beauty consultants of Mary Kay are able to provide the safe and high quality guidance and services.

Its unique “0-2-2-2” – customer lifecycle loyalty program can provide customers intimate advices and services.

Customer lifecycle	Mary Kay Loyalty Program	Improved Methods
0 – Welcome Stage on Purchasing Day	If the consumers purchase the products, the beauty consultants will call the customers timely to learn about their feelings after using the products;	<ul style="list-style-type: none"> ➤ The personalized EDM + call center's welcome call ➤ The consumers click the website link to express their primary feeling.
2 – Usage Stage in 2 Days	After the consumers have used the products for 2 days, the beauty consultants will further ask about the feelings and improvement of skin care;	<ul style="list-style-type: none"> ➤ The personalized EDM + call center's communication of improvement ➤ The consumers click the website link to watch the product usage video and check the corresponding result .
2 – Effective Stage in 2 Weeks	After the consumers have used the products for 2 weeks, the beauty consultants will conduct a face-to-face visit to understand the improvement situation and conduct the on-site service;	<ul style="list-style-type: none"> ➤ The personalized EDM + call center will ask about the improvement ➤ The consumers click the website link to score the improvement result. ➤ The call center will arrange WOM article writing with those consumers who give a high score.
2 – Repurchase Stage in 2 Months	2 months later, the beauty consultant will personally visit the customers again and do the skin analysis.	<ul style="list-style-type: none"> ➤ The personalized EDM + call center will ask about the improvement ➤ The consumers click the website link to browse WOM blog, and participate in online interaction and promotion programs.

