



Tech & Data enabled

Marketing – Commercial Solutions

Accredited Tech Enabled Marketing Solution company









OUTLIER Capabilities

We offers end-to-end Tech Enabled marketing and commercial solutions.

This holistic approach will ensure that the business take advantage of the technology and data to drive the best result on either marketing or commercial goals



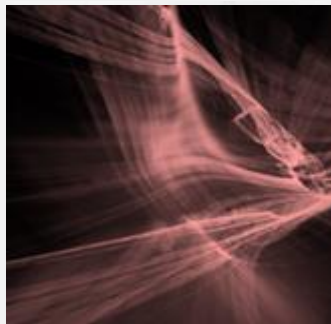
Platform services

Business-led
application



Data services

From data to actions



End-to-End Marketing and Commercial Enabler Services

Seamless from strategy to execution

Our Clients



Business-led application design

Challenging Business goal does not mean challenging application development.
Our zero-based application design prioritize business objective over to unlock potential business value with minimal time and budget on development



How we can support:

CUSTOMER EXPERIENCE PLATFORM

- B2B / B2C CRM
- Product Companion App

COMMERCIAL PLATFORM

- eCommerce
- Chat Bot Commerce
- Booking/ Reservation
- Retail Audit
- Retail Tech
- POS
- BA hub
- Sales CRM

MARKETING PLATFORM

- Gamified Marketing Activity
- Sensor/ Proximity Marketing
- Dynamic Display Screen

Zero-Hassle for Business user

From the development of new applications, hosting, security through management, maintenance and improvement we cover all stages of the application lifecycle.



Data services

Turn data into actions

It's good to bet on your idea will hit the customer. But it's easier with to the point actionable data. Our data services help you realize value from data immediately

How we can support:

DATA FINDING/ COLLECTION

- Data Scraping
- Data API
- Data Collecting platform
- Personalized Survey
- Online/ On-ground Behavior Collection

DATA PREPARATION

- Data Cleaning
- Data Integration
- Data Storage/ Pipeline

DATA ACTIVATION

- Personalization
- BI Dashboard / Visualization

DATA ANALYTICS

- Segmentation
 - Usage Behavior
 - Purchasing Behavior
 - Interaction Behavior
 - Demographic
 - Data Distance Metrics



End-to-End Marketing and Commercial Enabler Services

Seamless from strategy to execution

Marketing, Commercial, Technology and Operation

How we can support:

CUSTOMER & MARKET RESEARCH

- 1-to-1 empathizing
- Focus Group
- Conditional Quantitative survey
- Behavior Observation
- Product- Market Fit

OMNI MARKETING

- Digital Marketing
 - Contents
 - Media Planning/ Purchasing
 - KOL
- Campaign/ Communication
- Production
- Partnership Management

COMMERCIAL

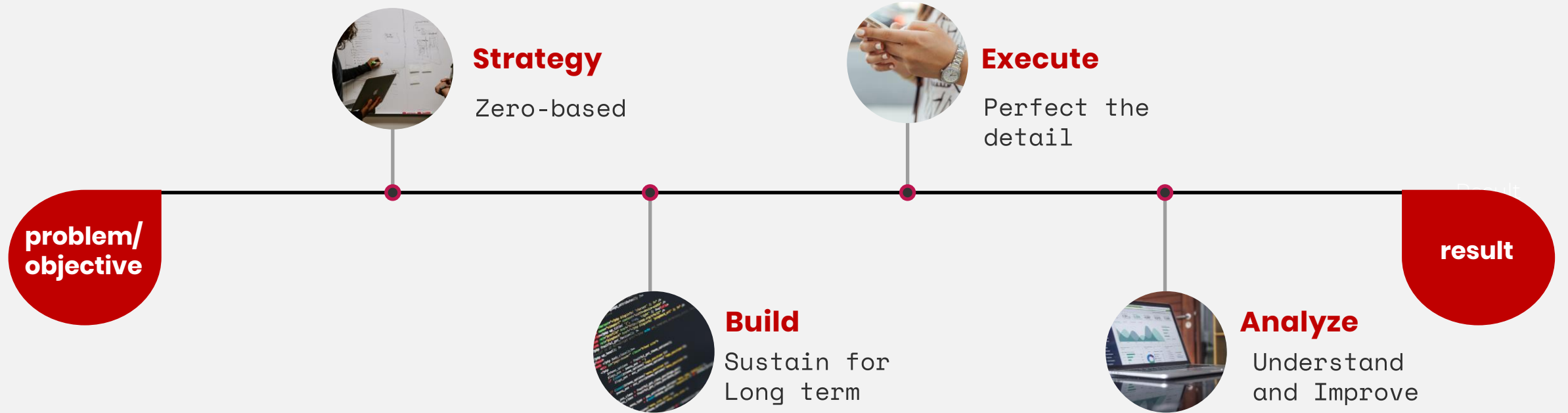
- Retail Audit
- Go-To-Market Plan
- eCommerce operator
- Platform operator

TECH PLATFORM

- Platform Strategy
- Platform Campaign / Data Handling
- Platform Admin



Our Approach



PRIVATE AND CONFIDENTIAL

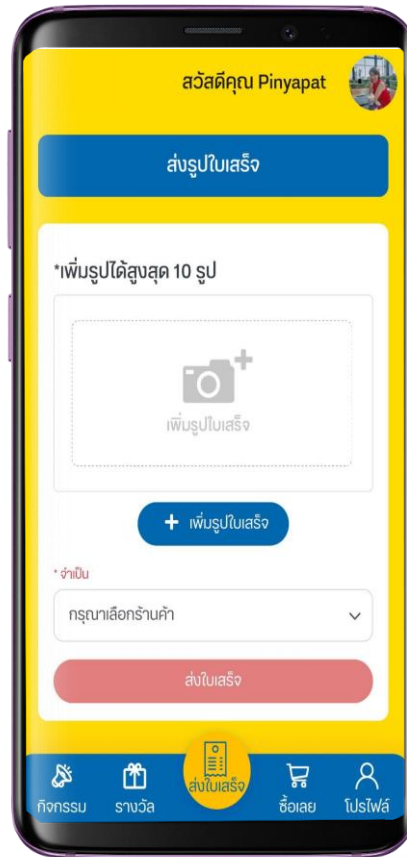
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Platform Examples



Platform Examples



B2B CRM



M&P Store
Engagement Activation

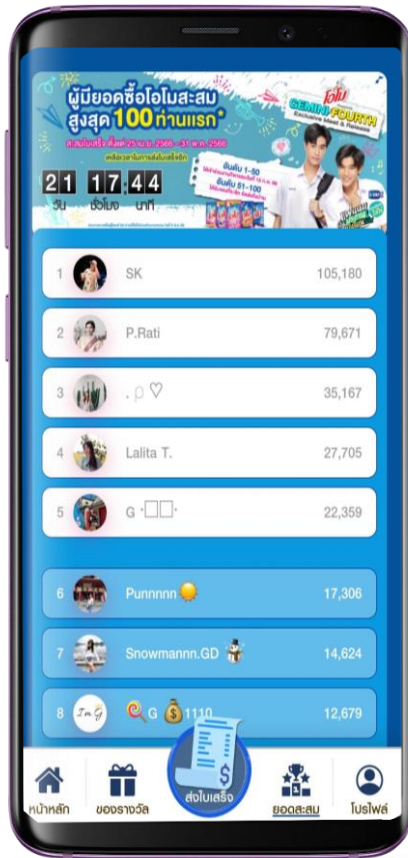


Sales Team
Incentive Program



B2B CRM

Commercial / Marketing Platform



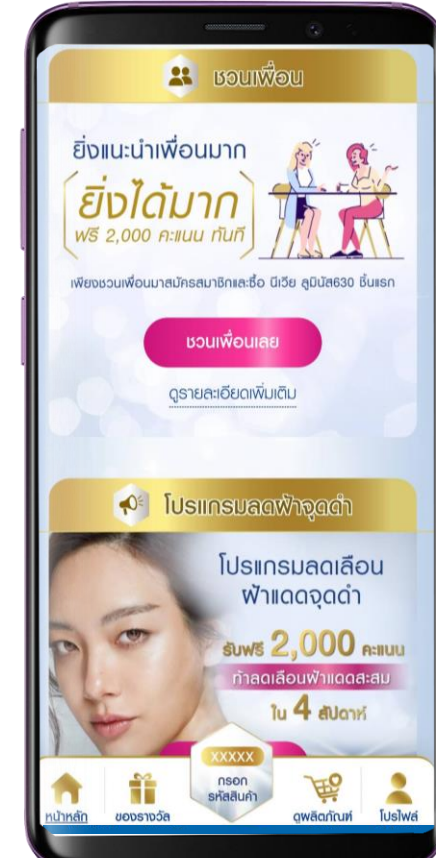
Leaderboard



O2O Campaign



eCommerce

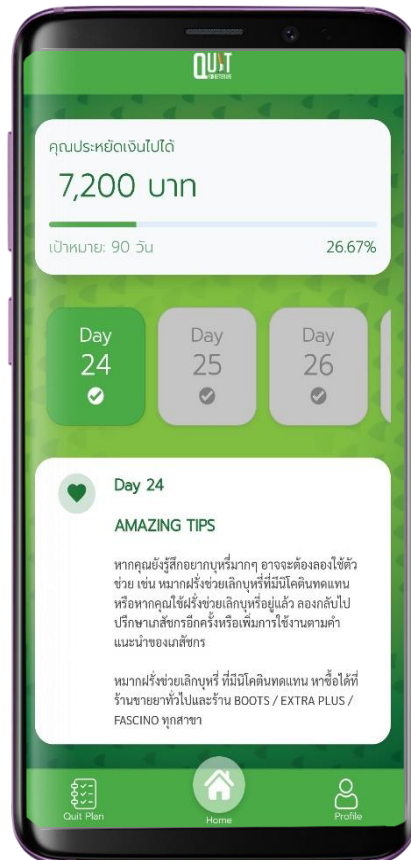


B2C CRM

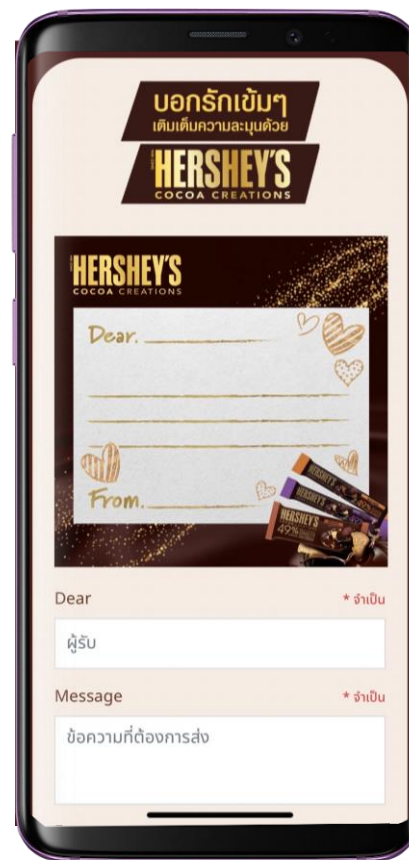
Commercial / Marketing Platform



Raffle Campaign



Product Companion Journal + Chatbot

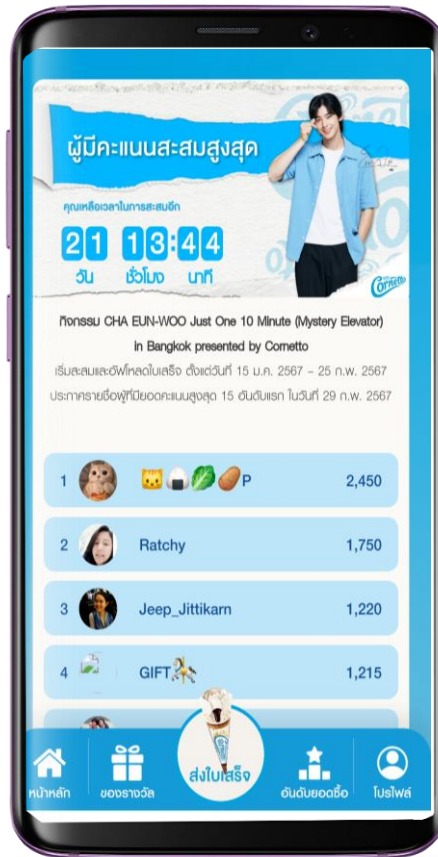


Gamification

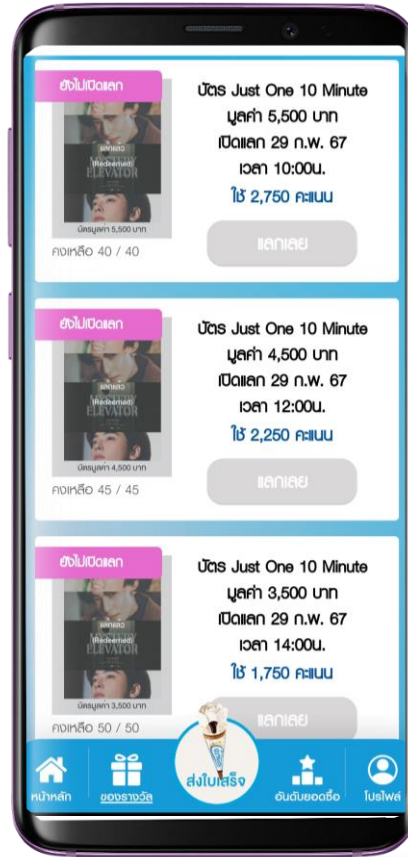


Learning Tools

Commercial / Marketing Platform



Leaderboard & Reward Redemption



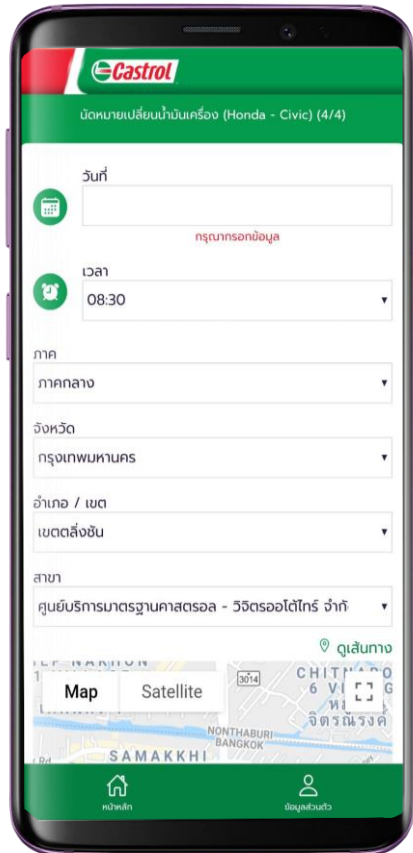
Raffle Campaign



Raffle Campaign



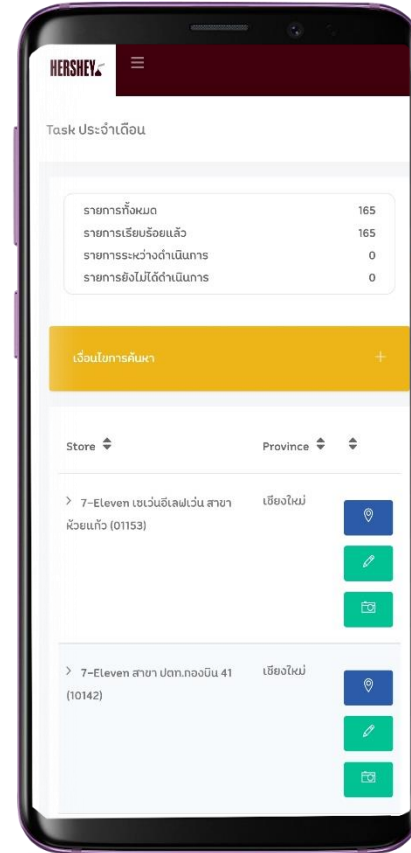
Commercial / Marketing Platform



Booking/Reservation



Commerce Chatbot



Retail Audit

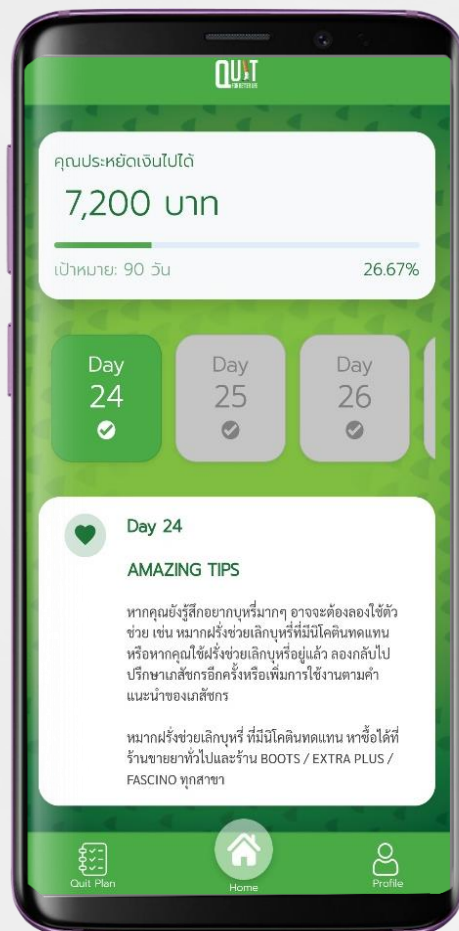


Gamification

Commercial / Marketing Platform



Marketing Platform



Product Companion Journal + Chatbot

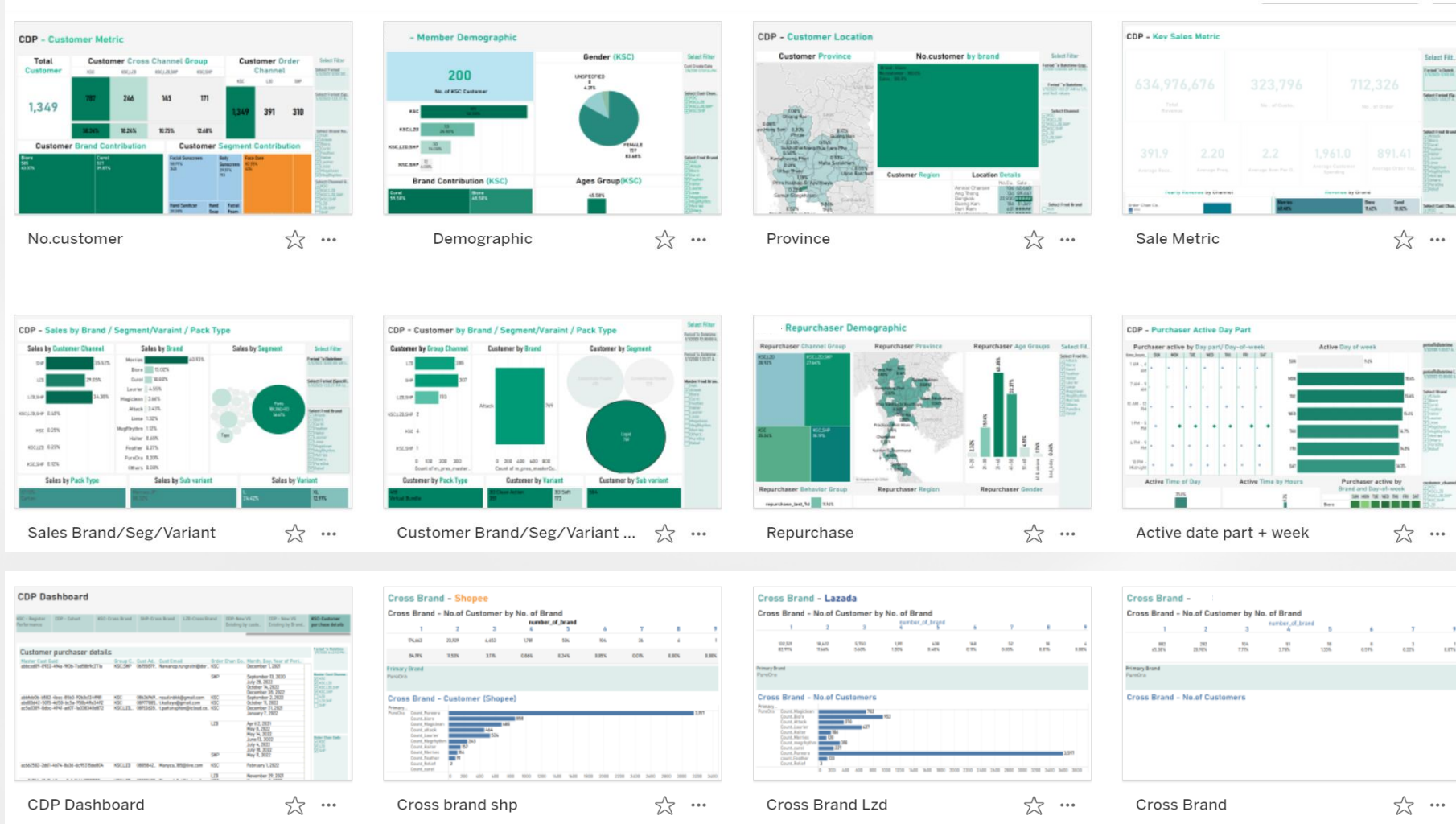


Gamification



B2B CRM

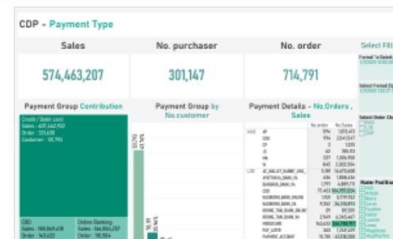
Dashboard Examples



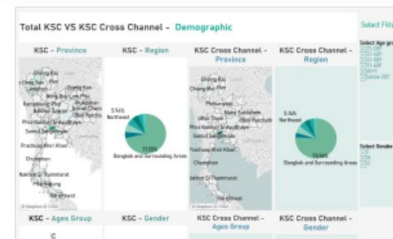
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Dashboard Example



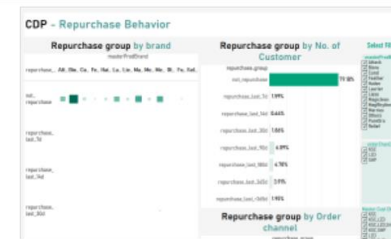
payment



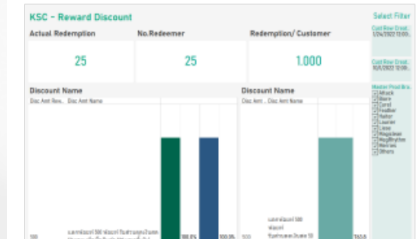
KSC vs Cross



Cross Brand



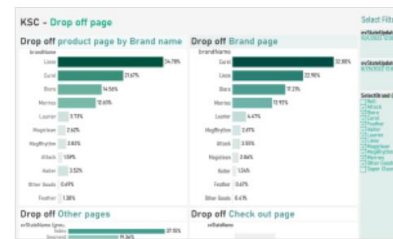
Repurchase behaviour



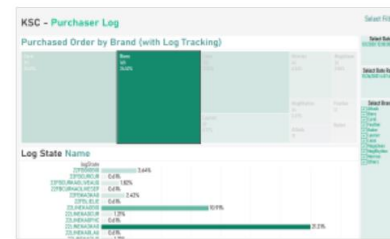
Reward DS



Register Log



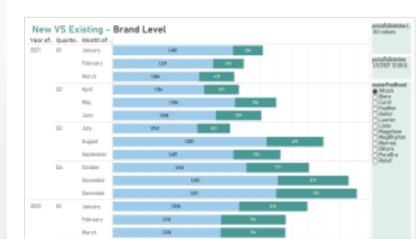
Drop off



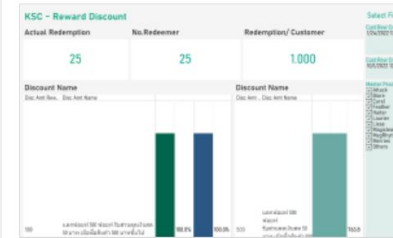
Paid log



Reward FG



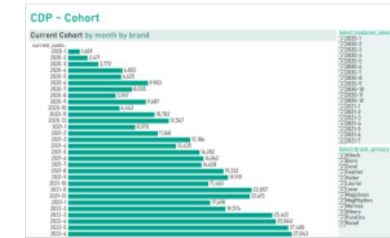
Brand level



Reward DS



Register performance



Cohort



Customer level



Partnership Marketing

An effective way for two or more brands or influencers joining forces and reach a better, broader audience. It allows brand to collaborate with a complementary business for a mutual benefit.



How we can support:

PRODUCT DEVELOPMENT

- Partnership sourcing
- Deal negotiation and contract management
- Product development process
- Presenter
- Always on influencer

PRODUCT EXPERIENCE

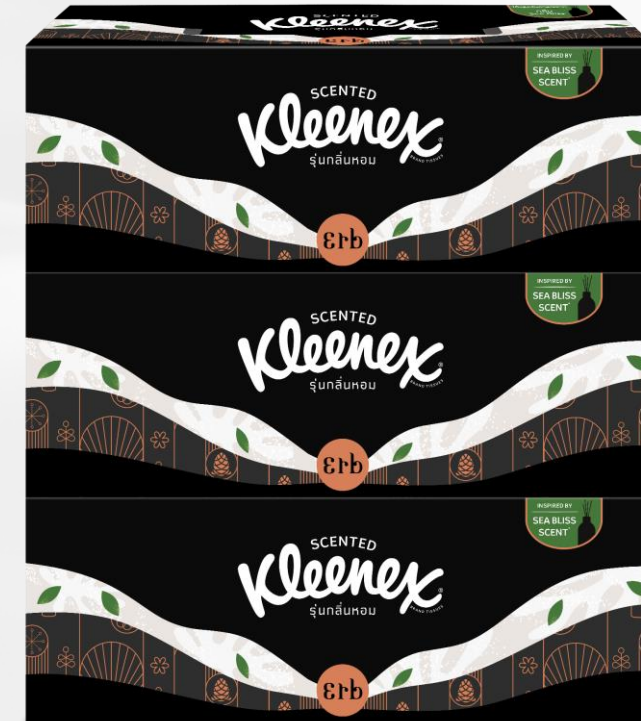
- New sales channel
- Sampling Machine service

MARKETING CAMPAIGN

- Product sampling
- Co-event or activity

Partnership Management

Partnership Sourcing | Deal negotiation | Product Development | Marketing Support



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Partnership Marketing campaign

Partnership | Sampling | Event | Premium License



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Partnership Marketing campaign

Partnership | Sampling | KOL management



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Partnership Marketing campaign

Partnership | Sampling | Event

Absolute You ✓
Oct 6 at 3:19 PM · 🌐

ABSOLUTE x ALLIE Exclusive Reformer Class 🎉

👋ชวนสมาชิก ABSOLUTE มาเข้าคลาส Pilate... See more



ABSOLUTE x ALLIE
BOUTIQUE FITNESS STUDIO

ALLIE เจลกันแดด อันดับ 1 จากประเทศไทย
ปกป้องผิว มันใจทุกกิจกรรม

ชวนสมาชิก ABSOLUTE
มาเข้าคลาส Pilates Reformer แบบ Exclusive
พร้อมรับ Special Gift from Kanebo

วันศุกร์ที่ 7 ต.ค. 2565 เวลา 10:00 - 12:00
ABSOLUTE สาขา Amarin Plaza จำนวนจำกัด 10 ท่าน เท่านั้น

*@come best come award 2022 1st half new item low price category sunscreen 1st place



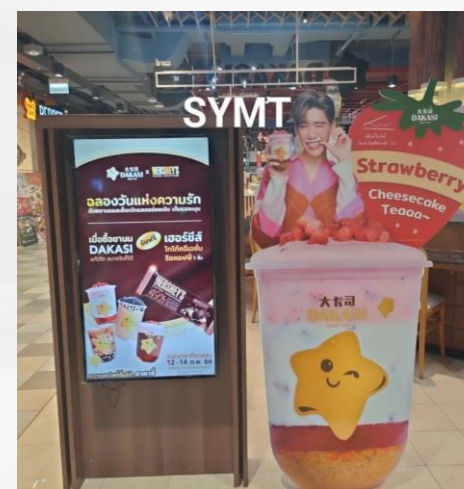
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Partnership Marketing campaign

Partnership | Sampling | KOL management



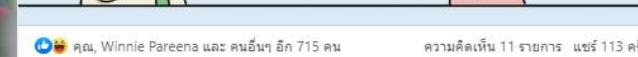
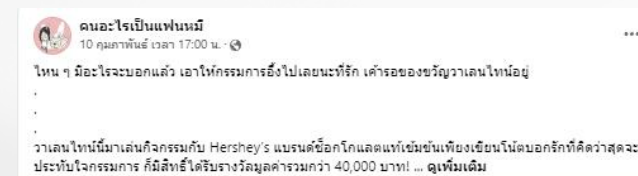
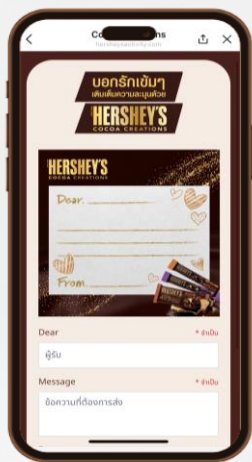
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Marketing campaign

O2O Event & Sampling | KOL management | Partnership | Marketing Platform



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Marketing campaign

O2O Event & Sampling | KOL management | Customer Roadshow



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Marketing campaign

O2O Event & Sampling | KOL management | Customer Roadshow



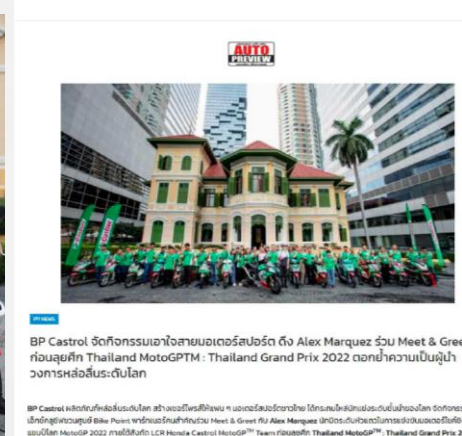
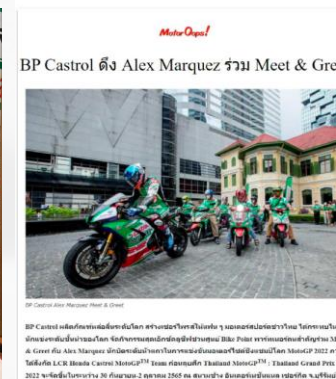
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Marketing campaign

Launch Event | KOL management | Production | PR & Press Release



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Marketing campaign

KOL Campaign | Launch Event | Press Release | Production | Loyalty Platform



2023/6/3 🍷🍷🍷【搶先試食】曼谷一間打正旗號賣正宗香港美食的餐廳，疫情等了幾年終於正式開幕！燒鴨、叉燒、點心、凍檸茶、粥粉麵飯...夠唔夠「...



รวมเมนูเด็ดจากฮ่องกง มาไว้ในร้านเดียว Canton Paradise เปิดใหม่ที่เซ็นทรัล



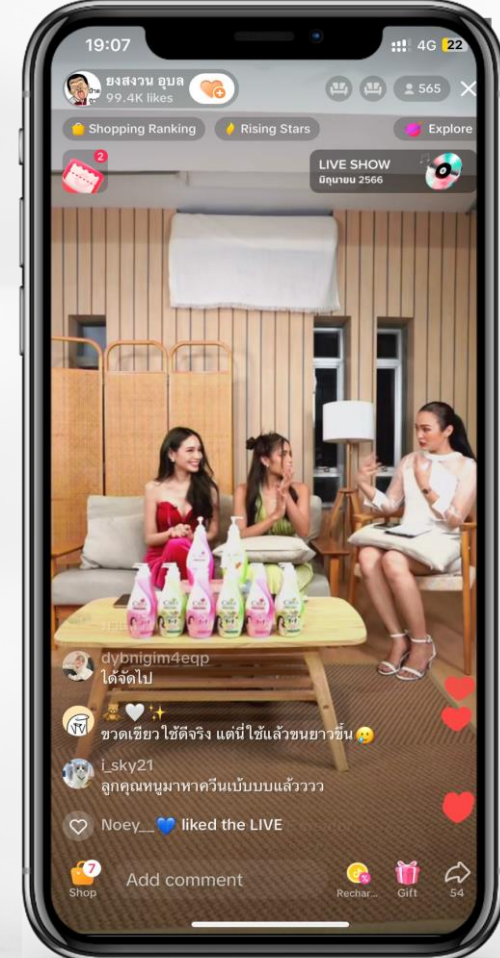
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eCommerce management

Strategy | P&L | eCom operator | Campaign | Marketing



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eCommerce management

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eCommerce management

Strategy | P&L | eCom operator | Campaign

ซื้อสินค้ายูนิลีเวอร์ออนไลน์ ที่ส.ทวิภัณฑ์ 

ช้อปเป็นคู่ ถูกกว่า

สินค้ายูนิลีเวอร์ ชั้นที่ 2 ลด 50%



วันที่ 1 – 14 มิถุนายน 66 เฉพาะสินค้าที่เข้าร่วมรายการเท่านั้น

Add-on Deal ดูทั้งหมด >

สินค้า	ราคาเดิม	ราคาพิเศษ
แชมพู + ครีมนวด	1,500 บาท	750 บาท
สบู่ + แชมพู	350 บาท	175 บาท

รวม: 925 บาท

30% OFF



แชมพู + ครีมนวด
ผมจัดทรงง่าย หอมนาน

350 บาท x2



ผงซักฟอกสูตรเข้มข้น

850 กรัม



น้ำยาซักผ้าสูตรเข้มข้น

1,400 มล.

Unilever

FLASH SALE

สุดแรง ต้อนรับตรุษจีน

21 ม.ค. 66 เวลา 21.00 - 00.00

ลดสูงสุด 40%



ซื้อสินค้ายูนิลีเวอร์ออนไลน์ ที่ตั้งใจสน 

PAYDAY

ช้อปมันส์ วันเงินเดือนออก

28 เม.ย. 66 เวลา 12.00 น. - 2 พ.ค. 66 เวลา 23.59 น.

รับทันที ส่วนลด **40 บาท**

เมื่อซื้อสินค้ายูนิลีเวอร์ขั้นต่ำ 400 บาท

กดเก็บคูปองเลย



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Contact us:

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Marketing Lead

091 539 1962

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