



COMPANY CREDENTIAL

Mastering the Realm of Chinese Audience

Powerful AI Marketing Technology
Supercharging Your Brand Love and Business Growth



OUR MISSION

We continuously adapt, innovate, and meet the evolving needs of our clients in a fast-paced digital environment.

OUR VISION

EternityX is dedicated to helping brands achieve eternal success by building long-lasting connections with Chinese audiences.



ETERNITYX: MASTERING THE REALM OF CHINESE AUDIENCE



Connectivity

Creating effective Cross Border Marketing Strategies to Supercharge Your Brand Love and Business Growth



Efficiency

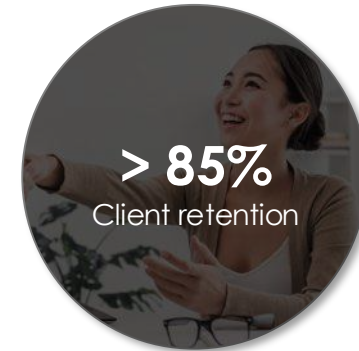
Ignite Marketing Mastery backed by ID Space and the Integrated Power of 3X Solutions to Convert Your Profitable Audiences



Empowerment

Enabling Innovation to Amplify Industry Thought-Leadership through Research & Development

COMPANY AT A GLANCE



CLIENTS WE SERVE ACROSS OUR GLOBAL NETWORK



Global Growth. Chinese Focus. Powered by Advanced Marketing Tech!

Global Agency Networks



Beauty



Luxury



Finance



Tourism & Government



Retail



INDUSTRY RECOGNITION

以跨境人工智能營銷平台助內地企業「出海」| EternityX創辦人及行政總裁 呂香蘭



06 Mar

「高品質的營銷平台，是跨境企業最需要的工具。EternityX 是一個專業的跨境營銷平台，為企業提供一站式的營銷服務，包括品牌推廣、產品推廣、客戶服務等。我們希望通過我們的平台，幫助企業更好地走向國際市場。」

「高品質的營銷平台，是跨境企業最需要的工具。EternityX 是一個專業的跨境營銷平台，為企業提供一站式的營銷服務，包括品牌推廣、產品推廣、客戶服務等。我們希望通過我們的平台，幫助企業更好地走向國際市場。」

campaign

Analysis, Media, Marketing
Minnie Wang | 2 hours ago

How can AI be leveraged in community engagement?

At IAB's recent event in Hong Kong, panelists from Meta, Netflix, 9Gag, and Xiaohongshu debate the pros and cons of AI to connect with its communities.



海洋公園善用數據 旅客未出遊先體驗

第一組攝影
大馬路, 2018.10.10

第一組攝影 海洋公園 數據 旅客



More HongKongers turning to Xiaohongshu: How can local brands best capitalise on the trend?

Brands must adapt marketing strategies to capture emerging market of Mainland Chinese expats in HK: report



Hong Kong is a key gateway for the Mainland Chinese expatriate demographic in Hong Kong and other growth markets. Brands must implement culturally attuned strategies to succeed in this highly influential market.

campaign

The blurring lines between B2B and B2C marketing strategies

Content marketing, social media, and other B2B strategies are becoming more relevant for B2C brands, and vice versa.



數碼營銷101 | 您必須知道的小紅書新現象及營銷趨勢

小紅書是近年來大躍進的社交方式平台，其用戶數目以10-20%的速度增長，成為品牌及企業不可忽視的營銷渠道。



小紅書是近年來大躍進的社交方式平台，其用戶數目以10-20%的速度增長，成為品牌及企業不可忽視的營銷渠道。



CHARLENE LEE ON MOTHERHOOD AND BUILDING HER MARKETING TECHNOLOGY COMPANY ETERNITYX



調查顯示7成受訪內地粵才月入4萬消費力強 企業以網紅行銷可助增長



內地移民香港中，7成受訪者月入4萬以上，消費力強，企業以網紅行銷可助增長。

內地移民香港中，7成受訪者月入4萬以上，消費力強，企業以網紅行銷可助增長。



棄高職回港創業 誤打誤撞成科技界女強人 1年即回本!4年內由3人細公司到全球8間辦公室

Charlene Lee recently accepted an interview from SundayMore to share her journey from discovering her enthusiasm in digital marketing to becoming the CEO of EternityX.

Charlene advised female entrepreneurs never to underestimate or question their abilities just because they are females. She also added that women should

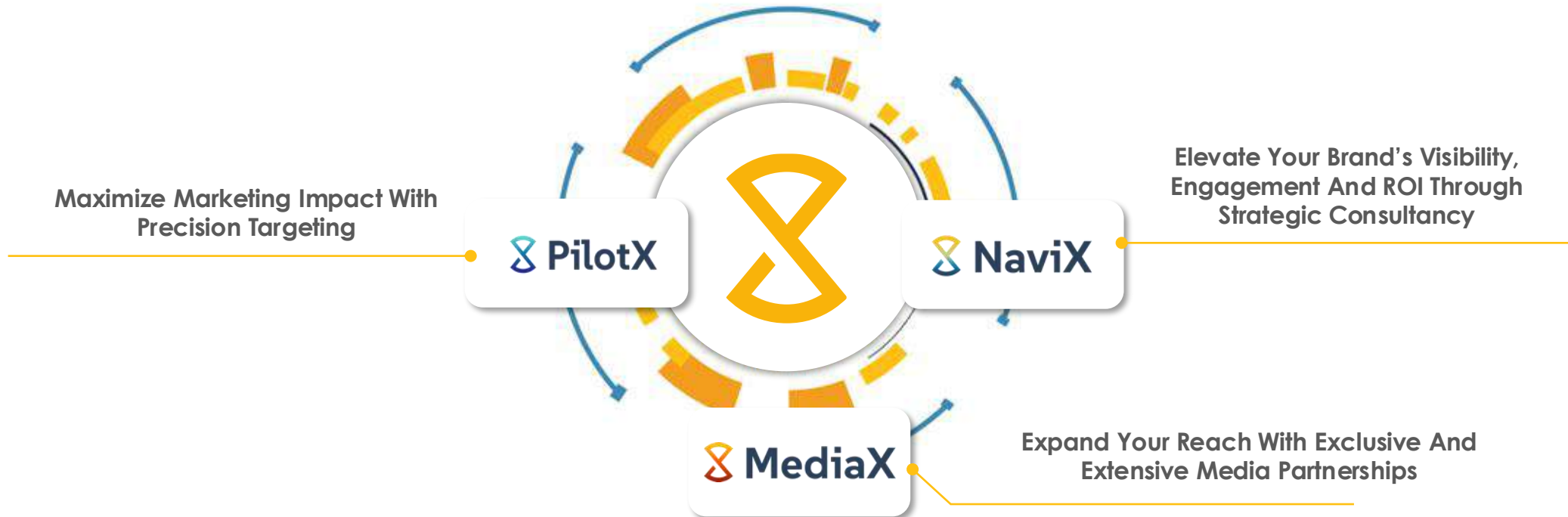
Charlene advised female entrepreneurs never to underestimate or question their abilities just because they are females. She also added that women should



SOLUTION PORTFOLIO

SUPERCHARGE YOUR BUSINESS GROWTH WITH THE POWER OF 3

Leverage AI-powered cross-border marketing and business intelligence to reach key markets and beyond



PilotX

Harnessing the power of PilotX:
Maximize marketing impact
with precision targeting



Data
Capabilities



Media
Coverage

Advanced
Performance
Algorithm



First Party Data

Social Media Traffic
(Eg. WeChat, Douyin, Xiaohongshu)
Official Website Traffic

Second Party Data

- Demographic
- Interests
- Purchase Intentions
- Spending Power
- Online Behaviours

Third Party Data

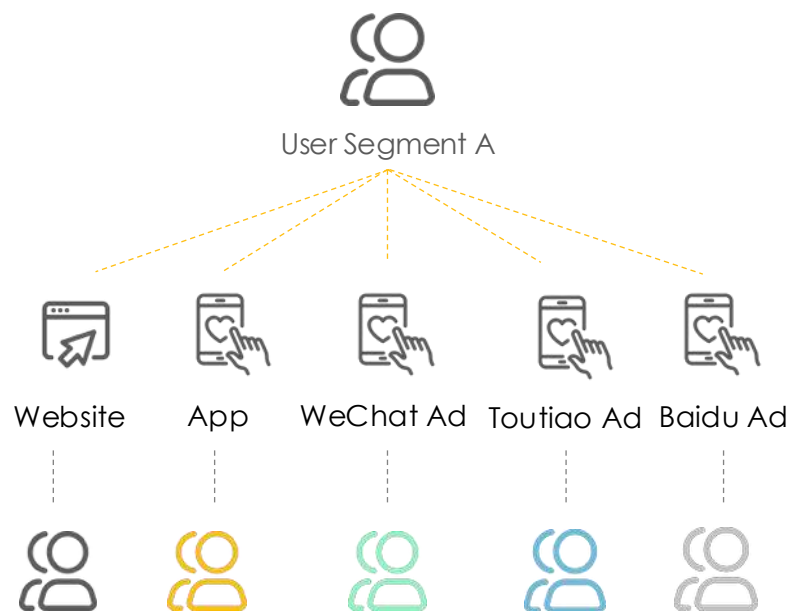




UNLOCK THE FULL INHERENT POTENTIAL OF YOUR FIRST-PARTY DATA TO EMPOWER NEW OPPORTUNITIES AND BUSINESS GROWTH

Without ID Space

Solitary Identities Across
Various Platforms



Simplifies audience identification
with advanced data insights



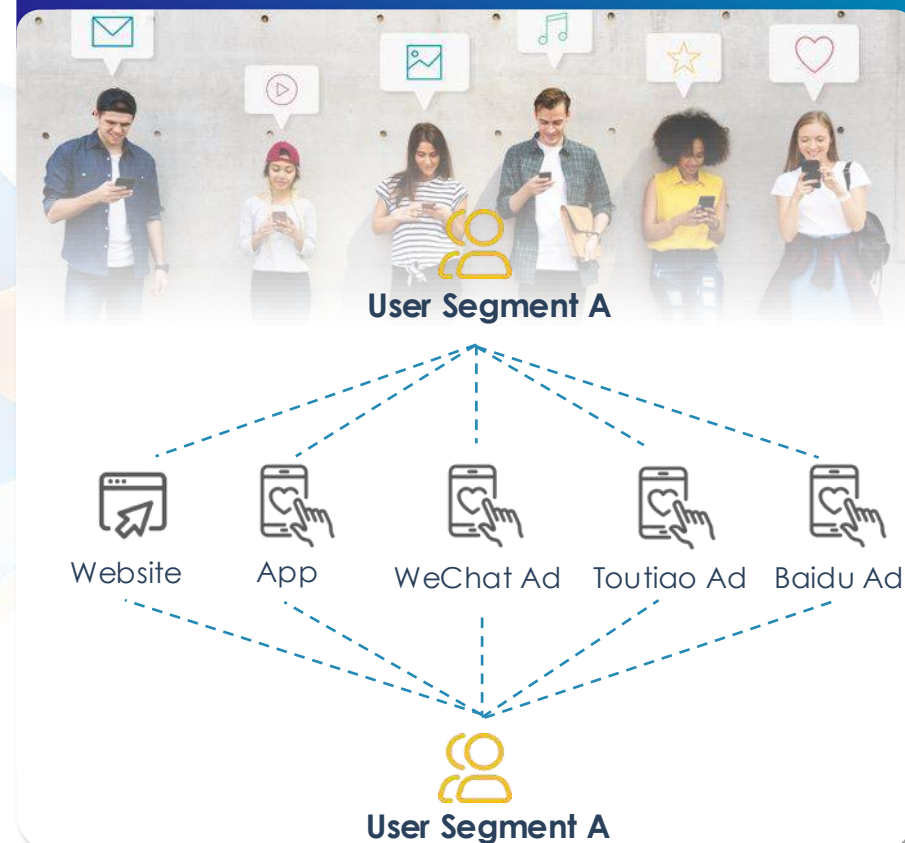
User Persona:

Powerful Data Management
Platform Providing
Customized Data For Brands



Unique Recognition Algorithm
For Multi-dimensional Mapping
& Lookalike

With ID Space
Precise Targeting On Various
Chinese Internet Platforms

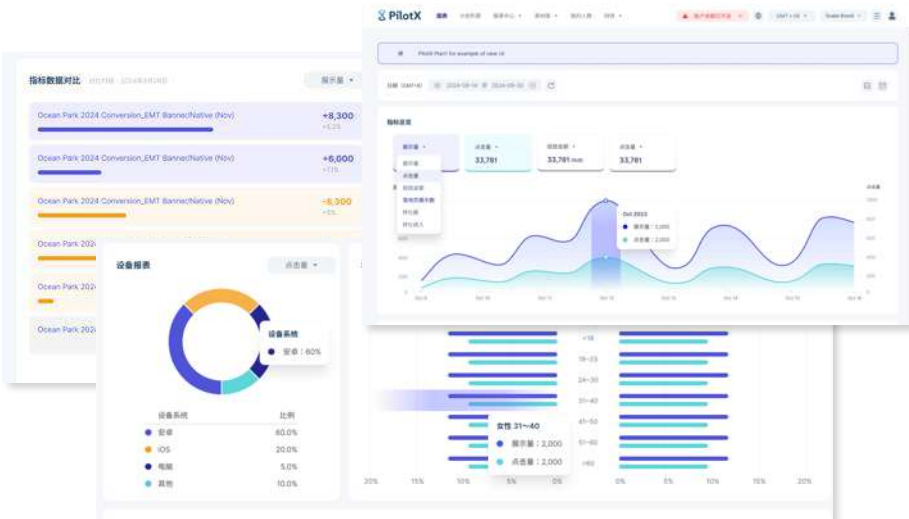


PilotX BOOSTS TARGETING ACCURACY AND CAMPAIGN EFFECTIVENESS

TRANSPARENCY

Our Proprietary Platform PilotX Offers You:

Full Transparency and Direct Access to Campaign Setup, Media Planning, Audience Profiling and Reporting



Unlock Your Data Potential

Supercharge Your Business Growth

PERFORMANCE

Strong Foundation on Performance Algorithm + Dedicated Team of Digital Specialist

EternityX Delivers Proven Results, Maximising Performance Through Relentless Optimisation

MediaX

Expand your reach with
exclusive and extensive media
partnerships through MediaX



MediaX EXPAND YOUR REACH WITH EXCLUSIVE AND EXTENSIVE MEDIA PARTNERSHIPS



Certified China &
Cross-border
Marketing Agency

小红书

Official Advertising
Sales Partner for



Exclusive Overseas
Representatives of

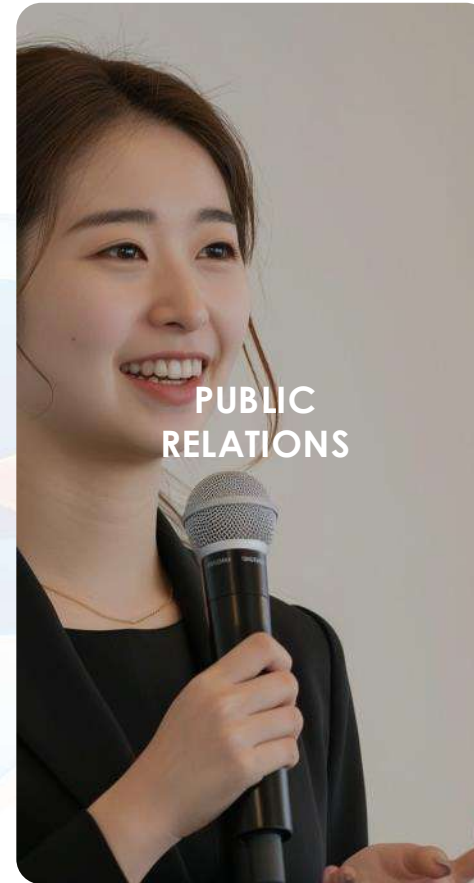
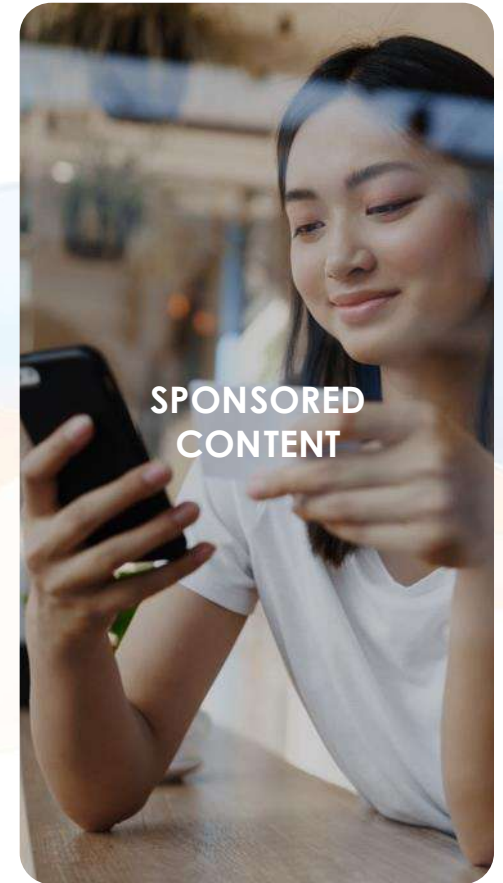
iQIYI

Certified by

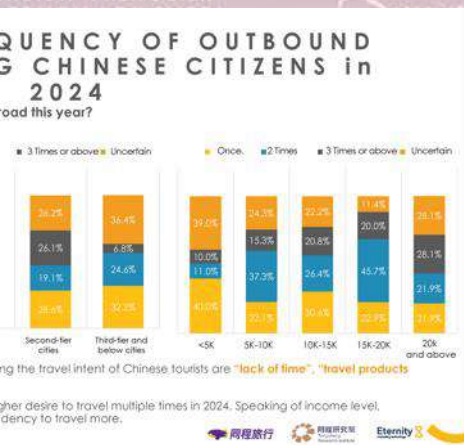
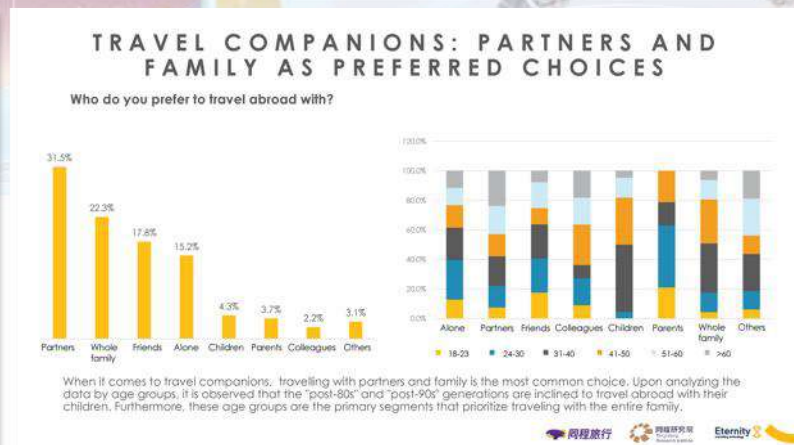




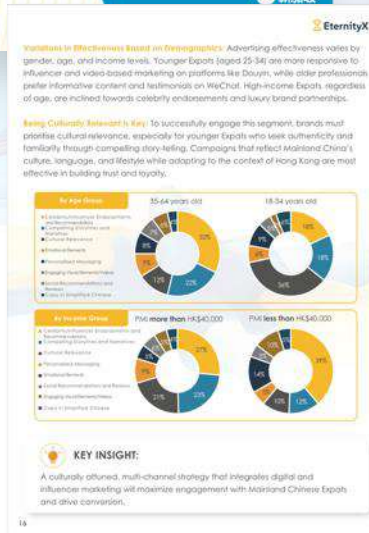
Elevate your brand's visibility,
engagement and ROI through
strategic consultancy with NaviX



AMPLIFY YOUR BRAND COMMUNICATION, SOCIAL AND PR IMPACT WITH ETERNITYX'S STRATEGIC CONSULTANCY



BUILD INDUSTRY THOUGHT-LEADERSHIP ON COMPREHENSIVE CONSUMER INSIGHTS AND MARKET INTELLIGENCE



An abstract graphic on the left side of the slide, consisting of flowing, wavy shapes in shades of blue and yellow, resembling liquid or smoke.

CASE STUDY OCEAN PARK



Ocean Park Hong Kong and Water World, located in the southern district of Hong Kong, are popular travel destinations surrounded by natural scenery and coastline. The amusement park features a wide variety of thrilling rides, 27 water facilities, two 5 stars hotels, and festive events.

Starting from February 6, Hong Kong has fully reopened its border with mainland China. To ignite travel desire and offer more special and diverse travel experiences for Chinese tourists, Ocean Park has launched the “First Encounter and Reunion” (重遇初遇) campaign.



TARGET AUDIENCE

- GBA and Tier 1 cities
- Youths who are below 25 and have high spending power
- Parents who are 25-44 whose kids are studying primary school or kindergarten



OBJECTIVE

- To raise brand awareness of Ocean Park Hong Kong among TA and evoke their travel desire
- To boost its brand image as a must-visit travel destination in HK
- To boost the traffic and conversion of Ocean Park Hong Kong's mini program and website

CAMPAIGN BACKGROUND

A testament to Ocean Park's commitment to re-establishing itself as a beloved destination in the hearts of Chinese tourists

初遇

Discover



- Explore and experience the park's latest facilities & thrilling experiences
- To evoke a sense of exploration and adventure among Chinese tourists



重遇

Reconnect



- Reignite the emotional connection between Ocean Park and Chinese tourists
- Taps into the sentiment of rediscovery and create travel desire
- Remind visitors of the memories and experiences they had at Ocean Park before



COMPREHENSIVE MEDIA STRATEGY THROUGHOUT THE ENTIRE TRAVEL DECISION-MAKING JOURNEY

Full Funnel Programmatic Targeting

Location

GBA regions, Tier 1

Age Group

- 25-44 adults with kids under 5
- young adults who are under 25, with high spending power

Search behaviour

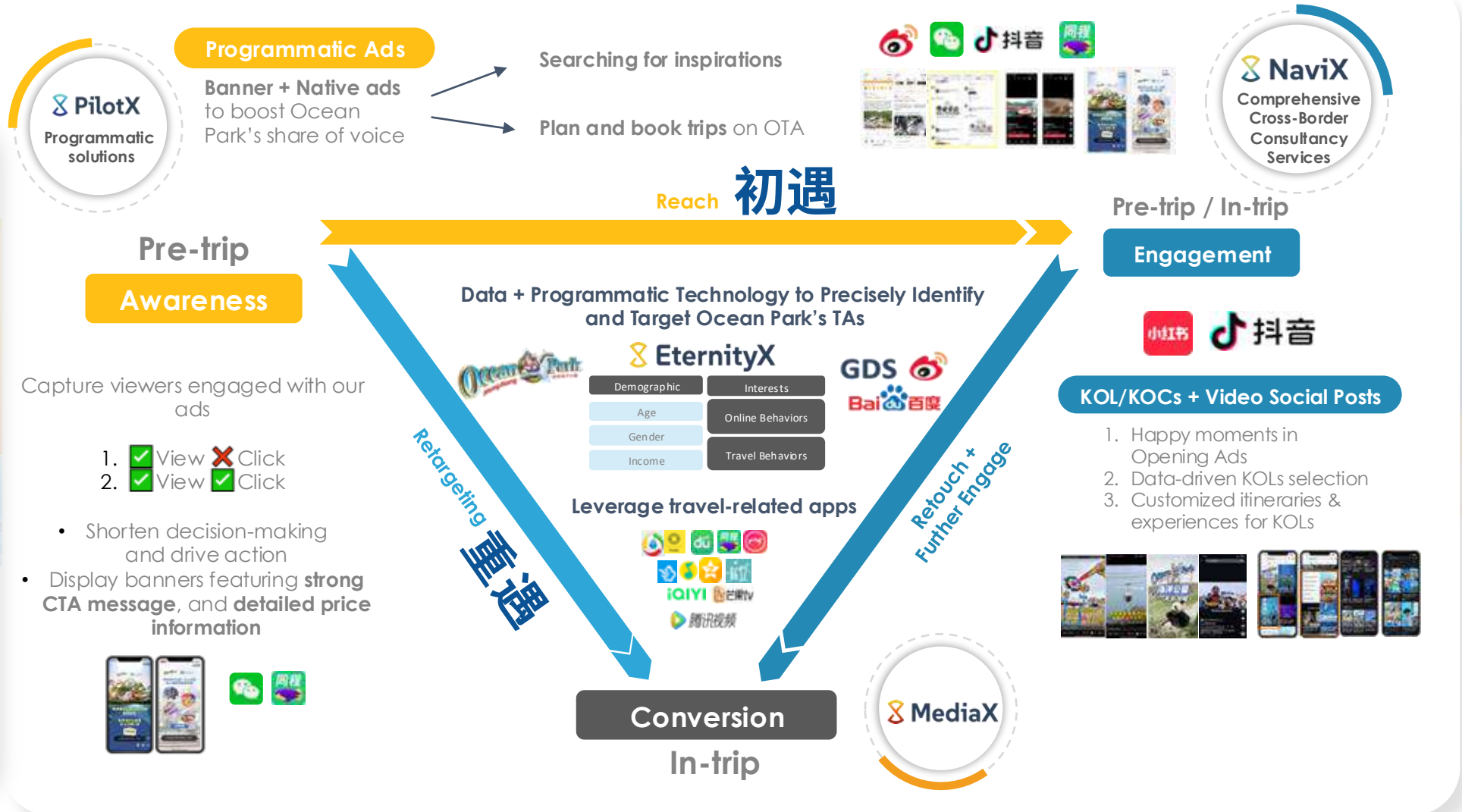
Search Hong Kong, Hong Kong Travel, Hong Kong Attractions, Ocean theme parks keywords, Golden Week

Interests in HK Travel

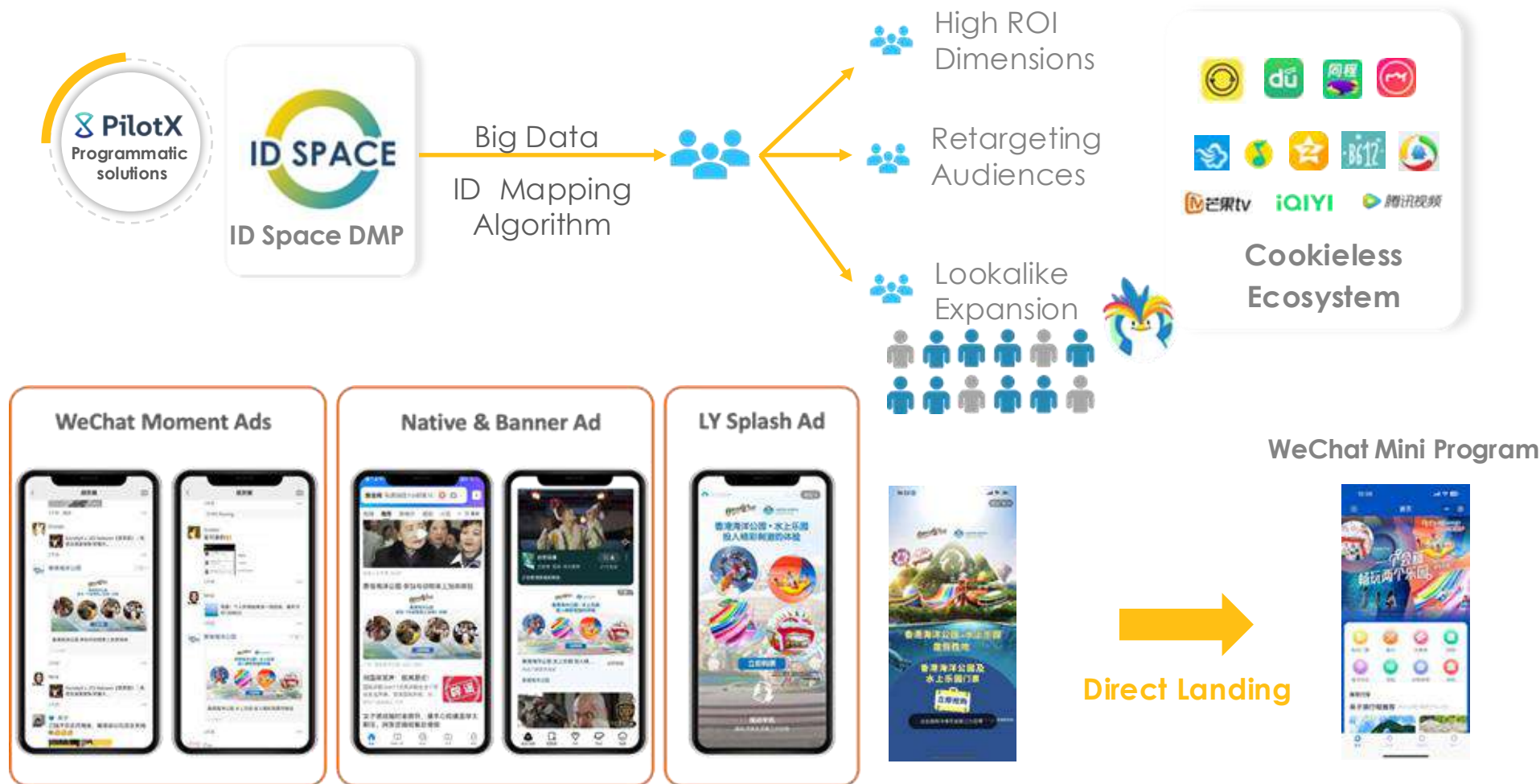
Hong Kong Travel, Hong Kong Attractions, Ocean theme parks, animals, zoo, camping, couples activities

Travel Behaviors

Frequent traveler to HK



LEVERAGE **PROPRIETARY ID SPACE** TO SEAMLESSLY REACH OCEAN PARK'S TARGET AUDIENCES ACROSS ALL CHANNELS WITH **VALUABLE FIRST-PARTY DATA**



INTEGRATING SHORT VIDEO ADS, KOL AND IN-FEED ADS TO MAXIMISE RESULTS

Marketing Funnel

Phrase 1 : Attract potential customers

Target audience : Audience who are interested in travelling to Hong Kong

Formats : Display banner ads and native ads via EMT programmatic ad platform and social media network

Objective: To display the interesting, enthusiastic and fun brand image of Ocean Park among TA

Phrase 2 : Douyin and XHS KOLs solutions to share happy moments in Ocean Park, eventually cultivate customer anticipation and shorten consideration cycle

Target Audience: High potential audience who have confirmed their trip to HK

Formats : Programmatic ads + KOL, carry out targeted advertising, providing more specific content

Objective: Establish connection with potential clients, raise their interests, and find the most optimal KOL by geo

Phrase 3 : boost conversion and brand loyalty

Target Audience: Tourists who have booked their trip or those who are already travelling

Formats: Native, banner, and OTA ads. audience segmentation and retargeting based on audience behaviors and interaction with creatives and website

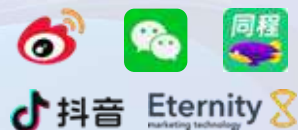
Objective: Create an easier and quicker purchase journey for high-potential audience

INTEGRATING SHORT VIDEO ADS, KOL AND IN-FEED ADS TO MAXIMISE RESULTS

Marketing Funnel

Awareness

Attract potential customers with **SNS and Programmatic Ads**



Engagement

Use **Video Ads and KOLs in SNS** to share happy moments in Ocean Park, and cultivate customer anticipation and shorten their consideration cycle



Conversion

Use **Banner Ads and Social Ads** to boost conversion and secure brand loyalty



BOOST HIGH ENGAGEMENT POST TO DRIVE OVER 2K+ FANS FROM WEIBO 粉絲通

Weibo 粉絲通



2,225+
Fans growth

251%+
Impression

91%+
Engagement %

Boosting high engagement Weibo posts, achieved
2K+ fans growth and **over-achieved 251% impression**

Awareness

Engagement

Conversion

PROVIDING A DIVERSE ARRAY OF CONTENT BY **MULTIPLE VIDEO FORMATS** & **CHANNELS** CREATE HIGH ENGAGEMENT AMONG GBA AUDIENCES

WeChat Moment Ads



Native & Banner Ad



Splash Ad



5%+
Impression

12%+
CTR

Over 40% of GBA people watched the OP ads, **over-achieved exposure** by utilizing multiple EMT Ad format

Awareness

Engagement

Conversion

PROVIDING A DIVERSE ARRAY OF CONTENT BY **MULTIPLE VIDEO FORMATS & CHANNELS** CREATE HIGH ENGAGEMENT AMONG GBA AUDIENCES

8%+
Impression

Branding Video



20%+
CTR

WW Branding Video



7%+
Impression

C&E Video



15%+
CTR

In-trip Key Visual



In-trip WW Glamping



Over-achieved 15% CTR by utilizing multiple EMT AD format, including video and static

Awareness

Engagement

Conversion

GENERATED BETTER ROI WITH OUSTANDING SALES RESULTS

WeChat Moment Ads



Native & Banner Ad



LY Splash Ad



2%+
Impression

16%+
CTR

Awareness

Engagement

Conversion

XHS KOL RANKED HIGH IN TRAVEL BLOG RECOMMENDATION DRIVING HIGH AWARENESS AMONG XHS

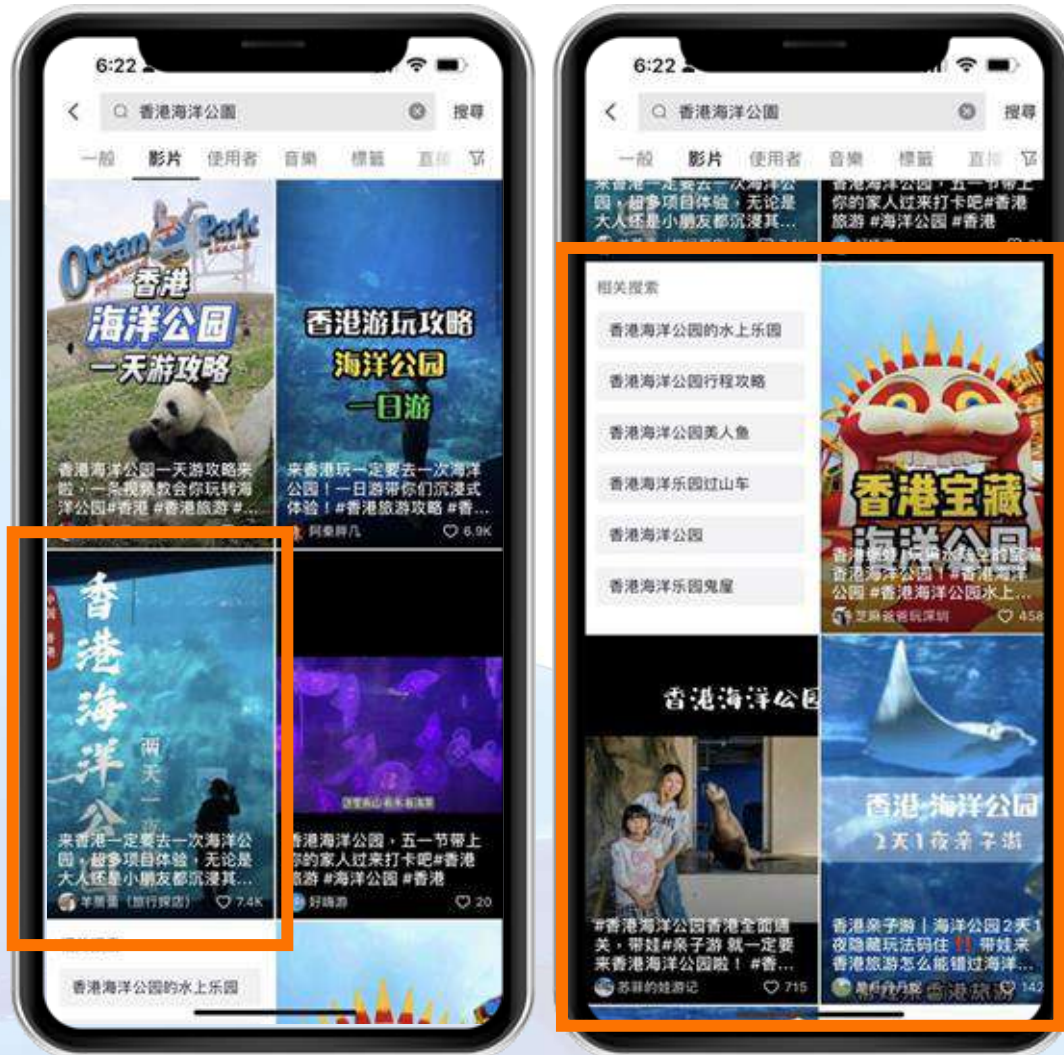


小红书

Keyword searching and travel recommendation are **ranked high** in XHS that aroused the users interest to ocean park, KOL posts **successfully achieved to pop up**

10K+
Engagement

EXPOSURE FROM DOUYIN ORGANICALLY



Our KOL's post ranked **top 5 out of 10** organically when searching **Ocean park keywords** in Douyin, people exploring activities for visiting OP to create consideration of our KOL's content angle and direction of visiting park

20K+
Engagement

ACHIEVEMENTS



140x

Quality Traffic
was driven to
Mini Program

78%

Overachieved
Conversion KPI

1,200%

Sales Growth
Jan V.S. Jun

↑28%

CTR
Benchmark

> 76%

of GBA tourists*
Watch the OP
Ads

*17.5Mil+ people in GBA willing to travel to HK, Data from Tencent

A large, abstract graphic on the left side of the slide, composed of flowing, wavy shapes in shades of blue and yellow, creating a sense of movement and depth.

CASE STUDY PRUDENTIAL



With a history of more than 175 years of providing life insurance and asset management services, Prudential, aiming at helping clients realize their greatest value in life by providing affordable and accessible health protection and promoting financial inclusion. Prudential has more than 18 million life insurance customers and is listed on four stock exchanges - London, Hong Kong, Singapore and New York.

The “100% Doraemon & FRIENDS” Travel Exhibition (Hong Kong) runs from July 13 to August 11, and Prudential, as the principal sponsor, is launching a series of online and offline promotional campaigns along.



TARGET AUDIENCE

- White-collar groups in Hong Kong who are interested in finance, insurance, news and health, with high assets & spending



OBJECTIVE

- Enhance the brand, bring more traffic to its official website, and raise the conversion rate of the potential customers

PAIN POINT & SOLUTION



PAIN POINT

DIFFICULT TO REACH HIGH NET WORTH TARGET AUDIENCE

- Unable to obtain accurate data on the high net worth target audience interested in the brand's products, making it difficult to track advertising placements



SOLUTION

ETERNITYX PROVIDE ONE-STOP SOLUTION ACROSS CHINA MEDIA

- On XHS: Pair F+S bidding strategy to target more high net worth audience
- Leverage PilotX's unique programmatic solution
- Comprehensive Targeting:
 - Interest: finance, news, insurance, health
 - Keyword: brand, Hong Kong insurance and competitor-related keywords
 - Consumer behavior: high assets, high spending

SOLUTION : XHS F+S MEDIA STRATEGY

XHS F+S MEDIA STRATEGY TO TARGET MORE AUDIENCE

Anti-funnel strategy to target core audience and continue to break the wall

F
EEDS



Core Audience

High-potential Audience

Broad Audience

Platform Audience

Related Feeds Will Be Shown on the Home Discover Page



Precise penetration of keyword targeting during in-app search

S
EARCH



Main Search Interface

Scene
Keywords

Competitor
Keywords

Product
Keywords

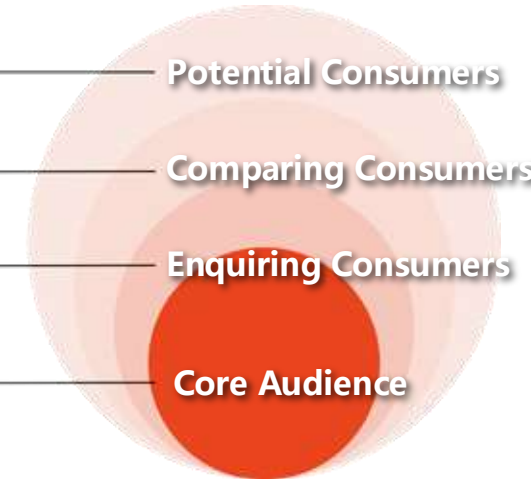
Brand
Keywords

Potential Consumers

Comparing Consumers

Enquiring Consumers

Core Audience



SOLUTION: ONE-STOP MARKETING MANAGEMENT

Warm-up Ads +
Official Announcements
to capture platform exposure

Splash Ads for Target Audience Interface



trigger the event by
shaping an attractive
discussion atmosphere



活动信息流广告投放



Hot Topics nurturing audience
into UGC creators

F+S Penetrating
Targeting



Post-Campaign: Online & Offline circulation conversion



SOLUTION: PILOTX PROGRAMMATIC STRATEGY

Multi-platform Synergy Effect: building brand loyalty across all platforms



Splash Ad



Native Ad



Banner Ad



Direct
Landing



Official Website



ACHIEVEMENTS- XHS



198w+

Overall
Exposure

74k+

Overall
Engagement

118w+

Overall Exposure
on Topic Page

397+

Feeds on XHS

ACHIEVEMENTS- PilotX



260w+

Overall Exposure

53k+

Overall Clicks

>33%

CTR is 33% higher than expected

↓ 13%

CPM is 13% lower than expected

↓ 10%

CPC is 10% lower than expected

SUMMARY

SUMMARY

- **Objective:** To enhance the awareness of the brand and bring more traffic to its official website
- **Format:** Splash ads, Native ads
- **GEO:** Hong Kong
- **Targeting:**
 - **Interest:** Finance, News, Insurance, Health
 - **Keyword:** Prudential and other HK insurance competitor related
 - **Consumer Behaviour:** High Asset, High Spending
 - **Occupation:** professional white-collar and above

ACHIEVEMENT

458w

Overall Exposure

127k

Overall
Engagement

53k

New Traffic on
Official Website





THANK YOU

Mastering the Realm of Chinese Audience

Powerful AI Marketing Technology
Supercharging Your Brand Love and Business Growth