

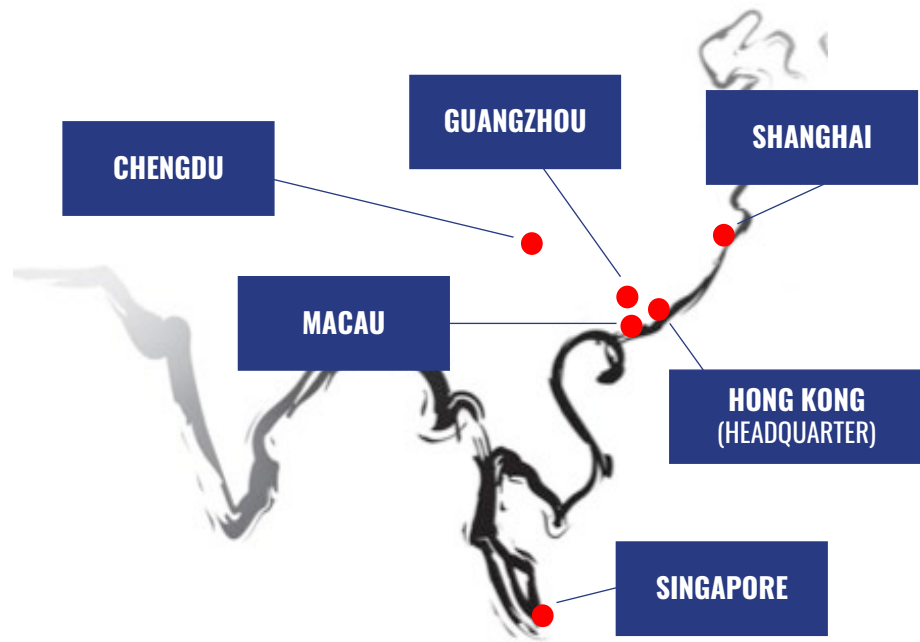
The Evolution of Digital CRM Marketing for the **Modern Marketers**

January 2024

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XGATE PROFILE & DEMOGRAPHICS

XGATE was founded in 2006, headquartered at the Science Park in Hong Kong. We have expanded our footprints to Macau, Guangzhou, Chengdu, Shanghai and Singapore. We offer a complete range of multi-channel marketing (Mobile, Email, Social, WeChat, WhatsApp, Web) and technology services. The platform also integrates marketing automation, CRM & loyalty management; and data analytics in a single environment. In 2021, we launched MyMyPanda Cross-Border eCommerce solution to support companies entering China market.



OUR INNOVATION COMES FROM OUR HEART

1000+

Global and local brands have used our services across different industry segments

16+

Years of experience in digital marketing
(mobile, email, social and web)

#6

Years running voted CRM & Loyalty
Agency of the Year (2017 to 2022)

95%

Repeat business on a yearly basis thanks to
a team of dedicated professionals



TRUSTED PARTNER

We have achieved ISO/IEC 27001:2013
certification since 2021

38,000+

Designs delivered for emails, mini-sites,
webpages, social posts and banners

80+

Team members with expertise in
marketing, technical, creative and strategy

TOP 10 IN APAC

We built our own proprietary DMS platform
and have won awards for our innovations

OUR CLIENTS

Below is a selected list of key CRM & loyalty clients by regions



HONG KONG

- Adidas Group
- Harbour City Shopping Mall
- Friesland Campina (Infant Milk Formula)
- Shangri-la International
- Jebsen Group (Consumer Electronics)
- Omega Macau (Watch)
- King Fook Jewellery
- Chanel (Cosmetics & Fragrance Divisions)
- VF Group (Timberland, Kipling, Vans & The North Face)
- Shiseido Group (Cosmetics & Fragrance Divisions)
- Menarini Group (Pharmaceutical)

SINGAPORE

- Timberland (Singapore, Malaysia & South Korea)
- Kipling Singapore (Fashion Accessories)
- Chanel (Singapore, Malaysia, Vietnam, Thailand, Australia & New Zealand)
- Guerlain (Singapore, Malaysia & Thailand)
- Prive Restaurant Chain
- Putien Restaurant Chain
- The Brick Shop (Lego Distributor)
- Imperial Treasure Restaurant Group (Singapore, China, Hong Kong, South Korea, London, Paris)

CHINA

- Dolce&Gabbana (Luxury Fashion)
- Paul Hartman (Personal Healthcare)
- Jebsen (Consumer Electronics)
- KFC Chengdu
- Kipling

TECHNOLOGY, STRATEGY & EXPERTS COVERGE TO CREATE INNOVATIVE SOLUTIONS



DMS SUITE

Our proprietary platform designed to handle multichannel campaigns, automations, ecommerce & loyalty management



5As LIFECYCLE APPROACH

We've a proven methodology based on consumers shopping behavior, designed to increase their lifetime value with brands



PROFESSIONAL SERVICES

We offer digital strategy consulting, technical expertise and creative services combined to serve IT, Marketing and Sales



OUR SUITE OF DIGITAL SERVICES



CRM & LOYALTY MANAGEMENT

Build CRM loyalty strategy, design and manage loyalty tiers, points and membership programs



LIFECYCLE MARKETING AUTOMATION

Create, design, target and launch CRM lifecycle programs to grow customer loyalty and value



DATA MANAGEMENT & IT INTEGRATION

Centralize different data sources with structured data control to maintain a high standard of security in DMP



RETAIL, ECOMMERCE & CLIENTELING

Develop clienteling and integrate ecommerce with POS to create omnichannel retail experience



CHINA CROSS-BORDER E-COMMERCE

Sell direct to China consumers with localised payments, customs tax & clearance, logistics and fast shipping



CREATIVE DESIGN & WEB DEVELOPMENT

Design & develop online shop, website, landing page, web forms, display ads, games, mini-programs etc.



SOCIAL MEDIA MANAGEMENT

Develop social media content for FB, IG, WeChat, Red, Douyin and manage KOL for live stream commerce



BI & ANALYTICS REPORTING

Use our BI Suite for data mining, analysis and business insights to improve marketing strategy



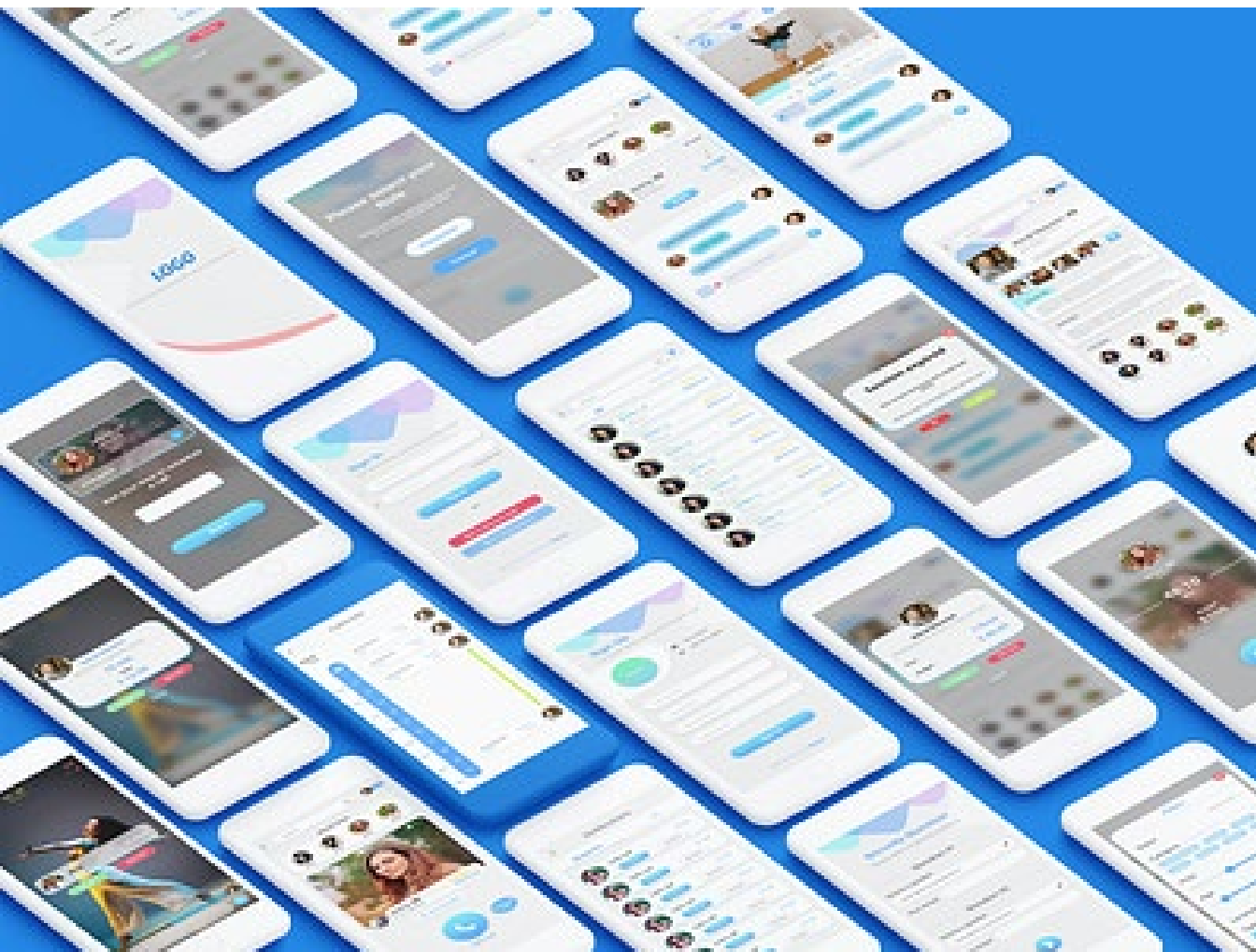
SMS/MMS GATEWAY INFRASTRUCTURE

Enterprise class SMS/MMS with direct routing & interconnect agreements into operator networks



MULTICHANNEL MARKETING CAMPAIGNS

Use combination of email, SMS, MMS, WeChat, WhatsApp etc. for marketing communications



WORK OF ART

Our creative team comprises graphic designers, UI/UX designers, web developers, social media content developers and copywriters. We firmly believe in the link between creativity and effectiveness. So we develop the art of bringing to life powerful brand experience that are beautifully executed across digital assets to leave a lasting impression for people.

[VIEW MORE SAMPLES](#)

Thank you. We'll be delighted to support your digital marketing
Transformation Journey!

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