



1:1 Target Marketing in China

**Targeting the right customers
with the right message.**

Grow Your Business

Overseas Target Marketing (OTM) connects you with the Chinese Consumers most likely to buy your product and/or services through 1:1 Target Marketing.

Know the Customer

We know income & education levels, buying & travel patterns, marital & career status and much more about every potential Chinese consumer through exclusively licensed data bases. The only access international companies can get to this information is through OTM.

Market to a Specific Customer

Can you afford to apply a hit or miss strategy as you market your company to the 1.3 billion people of China? Today, success depends on targeting customers with highly meaningful and appropriate messages that illicit a buying response from the consumer. OTM can help you target the right customers with the right message.



Why Overseas Target Marketing?

Overseas Target Marketing (OTM) has the tools, capabilities and resources to help our clients increase their market share and profits.

Industry Expertise and Experience

Our team has expertise in the fields of retail, finance, travel, insurance, hospitality and data/marketing operations. We have expertise in database marketing, data modeling and market research. With this expertise, we assist our customers build effective marketing campaigns that effectively target and attract the best potential customers.

Quality Control

We utilize reliable and continuously updated data collection channels, multiple data enrichment methods and advanced market analysis technologies. This results in accurate and time effective data that can be used to analyze and search for the consumer who is most likely to purchase your products or services.

Data Quality Improvements

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graph BT; A[Data Quality Controls] --> B[Data Quality Improvements]; C[Marketing Campaign Quality Controls] --> B; D[System Quality Controls] --> B;
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Data Quality Controls

1. Reliable Data Collection Channels and Multiple Data Enrichment Methods
2. Data Cleansing
3. Quality Assurance
4. Security Management

Marketing Campaign Quality Controls

1. Data Filtrating, Analysis and Estimation Tools
2. Campaign Work Flow Control
3. Feedback Analysis and Control
4. Feedback Data Check and Auto-Update

System Quality Controls

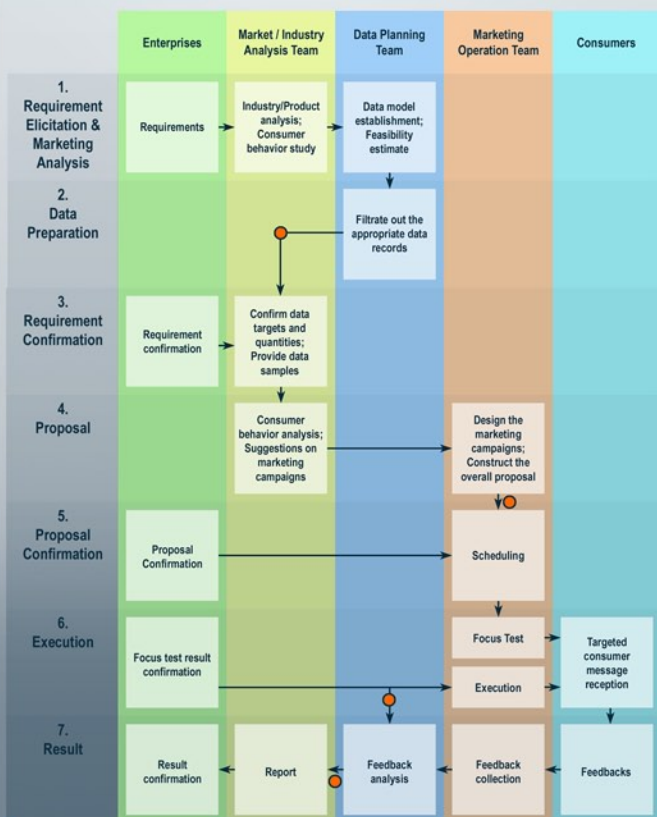
1. System Operation and Maintenance
2. System Security Monitoring
3. Auto-Backup and Failure Recovery

Get Results

Transform creativity and innovation into marketing success with OTM. Reliable market information, quality control, expertise and experience will give you a measurable impact on your bottom line by:

- Increasing Marketing Response Rates
- Exploiting Cross-Selling Opportunities
- Maximizing Profit per Customer
- Improving Productivity
- Creating Stronger Customer Loyalty

Customer interaction and communication is key to our highly effective workflow. Our experience translates into an optimal workflow with built-in check points where risks are eliminated and your investment is minimized until projected results are achieved.



Make the Connection

Together, let us build closer relationships with customers.

With our database marketing solutions, harnessing the power of data and true industry expertise, we can help you drive profitable customer relationships.

We combine database marketing experience with uncommon technical acumen and deep analytical skill. We've helped many companies establish and grow consumer market share in China. Clients value us for our:

- Objective advice
- Decisive action
- Best-practice techniques
- Rigorous attention to detail
- Flexibility to fit any environment
- Sound judgment in choosing and optimizing tools
- Reliable delivery--on time and on budget

So, whether establishing a framework for future initiatives, fixing a derailed project, or fine-tuning existing marketing operations, you can look to OTM for practical advice and hands-on assistance every step of the way.

Bottom-line — we're resourceful, innovative professionals who can lead marketing strategy projects from concept to completion . Count on us to quickly and cost effectively design and execute tremendously effective 1:1 target marketing initiatives to fuel your consumer growth in China.



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