



**INNOVATION OF EXPERIENCE**

**MarTech Agency** for Integrated Solution

## Y2026 Credential & Portfolio

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Pak Kret District, Nonthaburi 11120

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hello



# MarTech Agency

Exclusive Integrated Solutions

Solve your business pain-points with **Data-Driven Solutions** & Boost your goal achievement by **MarTech Integrations** with innovative consulting and execution services.

## DATA-DRIVEN BUSINESS GROWTH

along end-to-end customer experience through creative strategy delivering measurable results, with partner's mindset.

*We think **outside-in**,  
and we do **inside-out**.*

**Reference Clients** as Long-Term Partnership:



OUR TEAM CAPABILITIES

GET STARTED WITH  INSIGHT-DRIVEN

Discover the Essential Data for Client Briefs & Business Goals  
(Pain Points, Demands, Transformation, Opportunities)

MarTech Integrated Solutions  
with innovative consulting with  
execution service at once.

DATA-DRIVEN  
BUSINESS  
GROWTH

along end-to-end customer  
experience through creative  
strategy delivering measurable  
results, with partnership mindset.



MONITOR & MEASURE

Goal Achievement Data-Driven  
Quantitative & Qualitative

CXM  
CDP & CRM  
Automation

ความสำเร็จของคุณ คือความสูงของเรา

iEx, the only one winner of the **"Best in Data-Driven Solution"** award from **MarTech Integration Competition Y2024**, out of 30 MarTech companies and 500 judges.



Sponsored by SCB



### Best in Data-Driven Solution

- AI Integrated Experience
- Omni-Channel Communication
- Customer Data Monetization



# 7-YEAR CASE SUCCESS





# switchasia



Funded by  
the European Union

## Goal: Increase Knowledge & Stakeholder Engagement

Communicate Sustainable Consumption and Production (SCP) to 41 Targeted Countries

**Challenge:** Maximize the Social Media to Multi-Countries with Different Local Communication Policy

**4-Year Achievement:** **50M** People Reach | **600K** Social Followers | **230K** Website Visitors with **630K** Content Views

**f HIGHLIGHT EU PEOPLE AND DELEGATIONS ENGAGED WITH US**

Facebook post showing logos of EU member states and delegations engaged with SWITCH-Asia.

**t HIGHLIGHT EU PEOPLE AND DELEGATIONS ENGAGED WITH US**

Twitter post showing logos of EU member states and delegations engaged with SWITCH-Asia.

**f HIGHLIGHT PEOPLE AND ORGANISATIONS ENGAGED WITH US**

Facebook post showing logos of various organizations engaged with SWITCH-Asia.

**t HIGHLIGHT ORGANISATIONS AND PEOPLE ENGAGED WITH US**

Twitter post showing logos of various organizations and people engaged with SWITCH-Asia.

Laptop displaying the SWITCH-Asia website with the headline: "Making Circular Economy Work for Business and Industry".

Smartphone displaying the SWITCH-Asia website with the headline: "European Union SWITCH-Asia Supports ASEAN in Operationalizing Sustainable Consumption and Production Framework".







# AI

FOR ALL



## SMART LIFE

### AI ใครก็(ใช้)ได้ (JUL-DEC 2023)



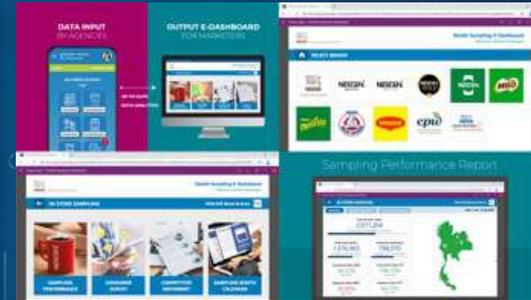
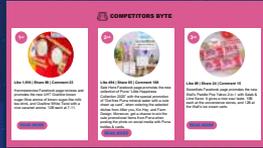
	KPI	Actual
<b>People Reach</b>	10M	14M
<b>Total Engage</b>	-	1.7M
<b>%ER (2.5% Last Year)</b>	10%	11.7%
<b>Comment+Share AVG Per Post</b>	50	76
<b>NET Sentiment Social Voice</b>	-	+94%



# OUR SUCCESS CLIENTS



We were a part of regional successful for **Nestlé Customer Engagement**. As of now, we also support **Nestlé Activation** team to establish O2O technology for *Sampling Dashboard* and build the O2O Application for Corporate Activation Technology. Moreover, we provide the *Exclusive Training* to Nestlé Marketing for Thailand, and CLM Market.    



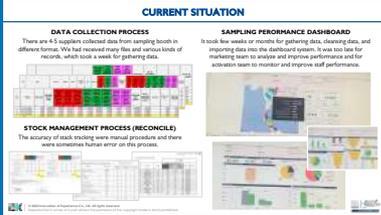


# Nestlé Thailand : Operation Platform

## Sampling E-Service

Transform **Business Sale-Driven** with **Sampling Application Platform** for **Real-Time Business Monitoring**

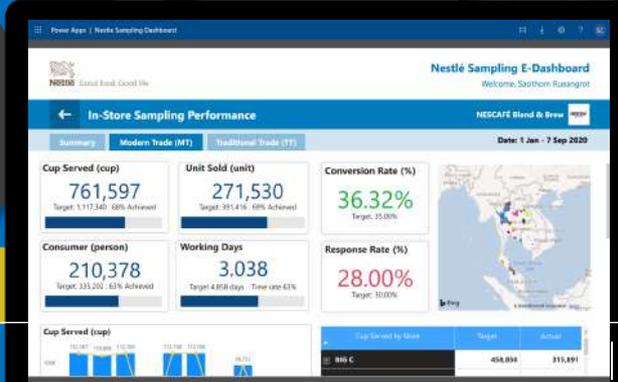
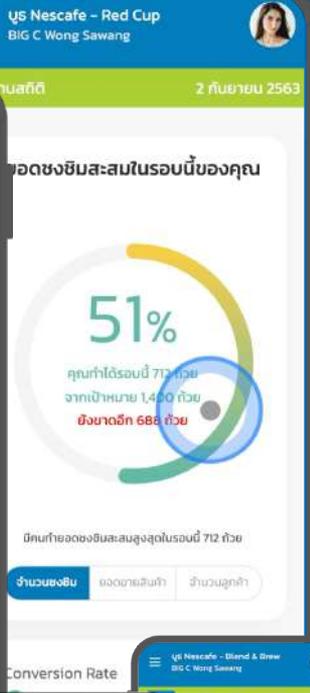
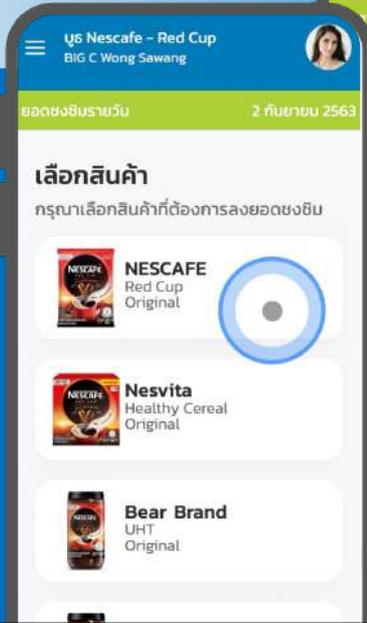
- Requirement Initiative with Clients
- **Operation Transformation** with Agencies
- **On-Ground User Experience** Design
- **Online User Interface Design** (Staff & Admin)
- Application Development
- Dashboard Design & Development
- **Real-Time Performance** Monitoring
- Big-Data of **Business Revenue Generation**



25Y with 50,000 Booths Sampling Activation with Paper and Manual Reporting

**23M**  
Total Consumers Cup-Served

**CONVERSION RATE:** Increase 30% in 2-Year



# Goal: Supply Chain Visibility

**Challenge:** ปรับพฤติกรรมของลูกค้า B2B (यीปีว-ซาปีว) จากการใช้ใบปะจิว ให้มาใช้ Digital Platform และให้ข้อมูลการ ซื่อ-ขาย ผ่านระบบ



**3-Year Achievement:**  
**7,000** B2B Agents  
**70%** Agent Active Rate

## โปรโมชั่น การกัจพิเศษ และของรางวัล

### เพิ่มคู่ค้ำ



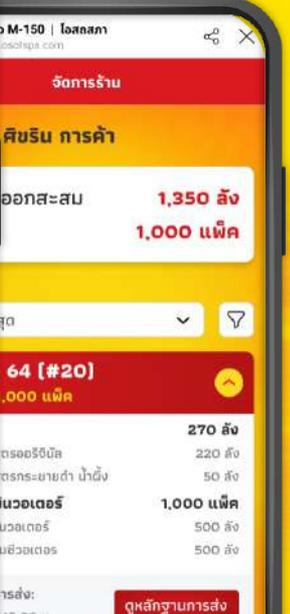
### คัยบิลขายออก



### ข้อความแจ้งเตือน



### ดูรายงานร้าน





# HOME DELIVERY

Delivery



## SHOPPING ONLINE BUY

คุณยังมีส่วนลด 100฿ อยู่!  
เลือกรสชาติที่ชอบ กับนมพรีเมียมสดที่ใช่  
แล้วอย่าลืมใช้ส่วนลด 100฿ ก่อนชำระเงินนะ!  
ใช้เลยก่อนหมดอายุ

### [Y2023] Acquire New Member

Over LPI  
**105%**  
New Member

**96%**  
Mon w/ Kids

**50฿**  
CPL

**+30%**  
AOV



คุ้มจัดหนักส่งท้ายปี  
พร้อมดีโปรโมชันดี ๆ ทั่วทุกปี  
แค่สมัครสมาชิก

รับส่วนลด **100 บาท**  
ตั้งแต่สินค้า 1,000 บาท

ตอนนี้มีที่นั่น!  
สมัครเลย!

สมัครสมาชิกวันนี้  
รับของขวัญสุดพิเศษ

ส่วนลดสูงสุดถึง **200 บาท**  
ตั้งแต่สินค้า 1,000 บาท

สมัครเลย!

### ส่วนลดจัดหนัก ต้อนรับปีดเทอม

เฉพาะสมาชิก

รับส่วนลด **100 บาท**  
ตั้งแต่สินค้า 1,000 บาท

ภายใน **31 ต.ค. 66**  
ที่นั่น!

สมัครเลย!

ลุ้นสนุกทุกกล่อง ออกรางวัลใหญ่

เฉพาะสมาชิก

รับ "ของขวัญ" ของเล่นเสริมทักษะ ฟรี!

มูลค่าของเล่น **999.-**

สมัครเลย!

มอบของขวัญส่งท้ายปี

เฉพาะสมาชิก

ของขวัญสะสมแต้ม และรางวัลสมาชิก **ได้ถึง 30 มิ.ย. 67**  
สามารถใช้สิทธิ์ส่วนลดพิเศษของสมาชิก **ได้ถึง 31 ต.ค. 67**

Silver	Gold	Bronze
ยอดซื้อสะสม <b>12,000 บาท</b>	ยอดซื้อสะสม <b>25,000 บาท</b>	ยอดซื้อสะสม <b>6,000 บาท</b>
ได้รับของขวัญ	ได้รับของขวัญ	ได้รับของขวัญ

มีน้ำ มีแต่คุ้ม

พิเศษสุด! เฉพาะสมาชิกที่นั่น!





**Goal: Event Branding**

โปรโมตงานเทศกาล EDM Festival ภายใต้ SIAM Culture ให้คนไทยและต่างชาติมาร่วมงาน

**Challenge:** ภายใต้วัฒนธรรมไทย + สัน Futuristic + EDM Culture + High Energy Entertainment ที่มี ความแตกต่างอย่างชัดเจน ต้องทำให้ผสมผสานกันอย่างลงตัว ภาพลักษณ์ และต้องมียอดขายที่ทำได้

**Target: Revenue (Profits Sharing)**

**Strategy: Inter-Thai Experiential Marketing**  
[Local] สร้างกระแสในกลุ่ม EDM + เพิ่มฐานลูกค้า Mass มากขึ้น  
[Global] ใช้ภาพเล่าเรื่อง ผ่าน Story ที่สะท้อนความเป็นคน SIAM

**Tactic:**  
[Local] EDM Blogger & New-Gen KOL = VIP  
[Global] Exclusive Experience = VVIP



**[Y2023] 3- Month Promote Campaign for 4-Day Event**

**44,000**  
Attendees

**25%**  
Foreigners

**40฿**  
CPA

**62.7**  
ROAS



**MarTech Agency**  
Exclusive Integrated Solutions

SOLVE YOUR BUSINESS PAIN-POINTS

with **Data-Driven  
Solutions**

BOOST YOUR GOAL ACHIEVEMENT

by **MarTech  
Integrations**

# ACHIEVE YOUR GOALS

## DATA-DRIVEN BUSINESS GROWTH

end-to-end customer experience through creative strategy delivering measurable results with partnership mindset

### DATA-DRIVEN OPPORTUNITIES

Insights-Based Strategy: Market Demands, Consumer Insights, Customer Personas

### INSIGHTFUL COMMUNICATION

Marketing: B2C, B2B | Online, Offline | Content, Graphic, Video, KOL

### REVENUE GENERATION

Sale: Lead Generation, Member Acquisition, Sale Conversion, Loyalty Campaign

### OPERATION INNOVATION

Operation: Agent Management, Sampling Management, Ads Dashboard



**MarTech Agency**

We offers **MarTech Integrated Solutions** with innovative consulting.

# MAN-POWER CAPABILITIES



# KEY SERVICES DELIVERABLES

## Strategy & Execution

- Always come with Insights-Based Strategy (Outside-In).
- Empathy clients with Practical-Execution Plan (Inside-Out).

## Hybrid Experiences

- We are MarComm who UTILIZE MarTech.
- We are MarTech who MAXIMIZE MarComm.
- We initiate the Data-Driven Business Solution.
- We are ENTREPRENEURS working with Business Mindset.

## Growth Mindset Teamwork

- We are able to work with client as consultant role.
- We share the possible execution that align with client brief.
- We have a good team-player with integrated agencies.

## MarComm

- Content & Campaign: Think with Consumer-Insights & Drive to Commercial Performance Marketing: Always-Optimize on Omni-Channel with Cost-Efficiency
- Influencer Marketing: Selective KOLs with In-Trend Data Tracking
- O2O Activation: Plan the Practical Event to O2O Synergization

## MarTech

- Solid Project Plan with Into-Market Roadmap
- Design the Interface best-fit with User Experience
- Flexibility to utilize the Ready-Made Platform
- Capability to develop by Custom-Made Platform

## Data Automation

- Empathy Business Expectation & Turn High-Value Data Intelligence
- Implement Data Modeling for Prediction Model
- Integrated Multi-Source of Data to Centralized the Business Performance

**Client Brief**

**iEx: Strategy**

**Client Feedback**

**iEx: Execution Plan & Client Approval**

**1<sup>st</sup> Meeting Introduction**



iEx Presents Credential;  
Company Profile, Service,  
and Reference Works.

Give Objectives  
& Requirements  
(Timeline, Budget)

iEx Presents Concept,  
Direction, Execution,  
Roadmap, and Budget.

Give the Comments Based-  
on Strategic Direction,  
Execution, and Budget.

iEx Presents Revised Plan.  
Client Feedback/Approve.  
iEx Issues Quotation.

1

Same Day of Meeting  
Or 1 Week Later

2

**2-3 Weeks**  
for Proposal Preparation

3

**1-2 Weeks**  
for Feedback Gathering

4

**1-2 Weeks**  
for Proposal Revision

5

# ORATHAI KOONKUNTOD



## MarTech

### Strategy & Consultant

Almost 15 years of well-rounded marketing experience, with 20 years of technology experience, with proven successfully digital training for specific audience.

#### EDUCATION

Bachelor's Degree of Computer Engineering,  
King Mongkut's University of Technology  
Thonburi (KMUTT)

+66 87 004 7784

orathai@iex.co.th



## EXPERIENCE SUMMARY

### Trainer & Speaker: **Data Analytics & Data Marketing**

- Trainer for Nestle Thailand about **Social Listening & Digital Marketing** to Marketing Team
- Workshop for King Power Mahanakhon and Thai Airways about **Data-Driven Organization**
- Speaker for Minor Food Group about Website (Analytics & SEO) for Management Team
- Speaker for สมาคมประพันธ์วิทยุแห่งประเทศไทย about Social Listening over 80 Brands
- Trainer for CJWORX & SporeBKK about Digital Marketing and Website Technology
- Trainer for STARMARK Group about Digital Marketing for Corporate and Sale Team

### MarTech Consultant: **Commercial Corporate/Brand**

- MarTech Consultant for **Nestle Thailand, King Power Mahanakhon, Gother Platform (K-Investor)**
- PR and Sale Conversion for **ONE Asia Ventures** – Music Entertainment (EDM Festival) Business

### Communication Consultant: **Non-Governmental Organization (NGO)**

- **SWITCH-Asia** – Asia's Largest EU-funded Programme (41 Countries) – Communication Expert
- **ASEAN Circular Economy Stakeholder Platform** – Knowledge Management Expert (10 Countries)
- **Change Wildlife Consumers Platform** – by USAID, TRAFFIC, GIZ, WWF, Th World Bank
- **The Nature Conservancy (TNC)** – Global Environmental Organization (79 Countries)

### Awarded Experiences (Digital Campaign with CJWORX):

- **World – Midas Awards 2017** (2 Golds, 5 Slivers): Platform "Big Daddy Form (Krungsri Market)" World's Best Financial Advertising
- **Thailand – Adman Awards 2015** (Bronze): Platform "The World of Virgin Active"
- **World – Spikes Asia 2014** (Entry): Platform "Blood of Hope (AIS CSR)"
- **Thailand – MK & Yayoi** - Restaurant Tablet UX Creation, Nationwide Launch since 2012 until now



# ORATHAI KOONKUNTOD



## MarTech Strategy & Consultant

Almost 15 years of well-rounded marketing experience, with 20 years of technology experience, with proven successfully digital training for specific audience.

### EDUCATION

Bachelor's Degree of Computer Engineering,  
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Thonburi (KMUTT)

**+66 87 004 7784**

orathai@iex.co.th



## TRAINING EXPERIENCE

### King Power Mahanakhon, 2023

MarTech & Data-Driven Business for Team Leaders



### Thai Airways, 2023

Data-Driven Organization for Management Team



### Nestle Thailand, 2020-2023

Social Listening for Marketing and Corporate Team



### CPPC x Cloud11 x Brite x EVCO, 2024

Branding & Marketing for Team Leaders





**Orathai Koonkuntod**  
CEO & Founder, iEx Agency

**Nationality:** Thai

**Language:** Thai, English

**Education:** 2006 – 2009 Bachelor's Degree in Computer Engineering (International Program) at King Mongkut's University of Technology Thonburi, Bangkok, Thailand

**Trainer & Speaker (Data Marketing):**

- King Power Mahanakorn: MarTech & Data-Driven Business for Team Leader
- Thai Airways: Data-Driven Organization for Management Team
- Nestle Thailand: Social Listening for Marketing and Corporate Team
- MINOR Food Group: Website (Analytics & SEO) for Management Team
- General Insurance Association: Social Listening (80 Brands)

**Awards (Digital Marketing Experience with CJWORX):**

- World – **Midas Awards 2017 (2 Golds, 5 Silvers):** Platform "Big Daddy Form (Krungsri Market)" World's Best Financial Advertising
- Thailand – **Adman Awards 2015 (Bronze):** Platform "The World of Virgin Active"
- World – **Spikes Asia 2014 (Entry):** Platform "Blood of Hope (AIS CSR)"
- **MK & Yayoi - Restaurant Tablet UX Creation, Nationwide Launch 2012**

**Work Experience:**

- Apr 2019 – Present: **Innovation of Experience Co., Ltd. (iEx)**  
CEO & Founder (Specialist of MarTech Consultant)
- May 2017 – Mar 2019: **So Talk Co., Ltd.**  
Managing Director & Co-Founder
- Mar 2016 – Apr 2017: **Internet Based Business Group Co., Ltd. (Zanroo)**  
Head of Marketing & Director of Product Strategy
- Dev 2012 – Feb 2016: **CJ/WORX Co., Ltd.**  
Digital Consultant, Information Architect
- Feb 2012 – Aug 2012: **QI Services (Thailand) Co., Ltd.**  
Business Analyst
- Mar 2011 – Jan 2012: **Wunderman Thailand (WPP Group)**  
Project Manager & Digital Producer
- Feb 2010 – Feb 2011: **Osite Network Co., Ltd. (Germany Company)**  
Software Developer



**Sikharin Cholpratin**  
CTO & Co-Founder, iEx Agency

**Nationality:** Thai

**Language:** Thai, English

**Education:** 2008 – 2011 Bachelor's Bachelor's Degree in Computer Engineering at King Mongkut's University of Technology Thonburi, Bangkok, Thailand

**Technical Consultant – Data Platform:**

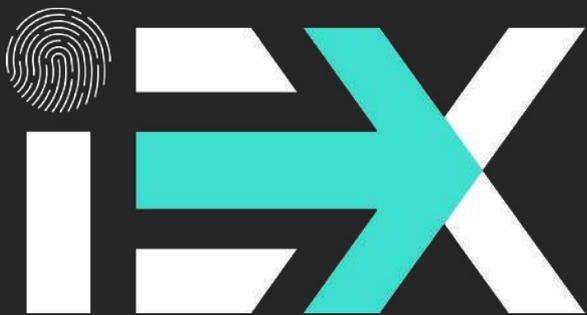
- M-150 Family, Osotspa B2B Loyalty Program For Supply-chain Industry
- Nestle Sampling E-Dashboard Application, Sampling Application and Data Platform For Nestle Activation Team
- CP CDP, Customer Data Platform for CP Digital Brand Member

**Experience in Tech Business:**

- OTOZ – Global peer-to-peer car sharing SaaS for B2B.
- Drivemate – peer-to-peer car sharing platform
- DOOQ – Talent, Artist, influencer booking platform
- ReDEX – HRD Technology
- 500 startup portfolio, Secured US\$2.2 million in Series A round
- Seed round investment from True Incube accelerator for top 5 final team in the program

**Work Experience:**

- 2020 – Present: **Innovation of Experience Co., Ltd.**  
Chief Technology Officer (CTO)
- 2017 – 2020: **Drivemate Co., Ltd.** (peer-to-peer car rental and car sharing platform)  
Chief Technology Officer (CTO)
- 2012 – 2013: **Lum Digital Co., Ltd**  
Team Lead Developer
- 2012 – 2014: **QI Services (Thailand) Co., Ltd.**  
Open Source Developer



INNOVATION OF EXPERIENCE  
AN AWESOME EXPERIENCE IS A  
WORTHWHILE TREASURE.

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*thank you*

