

# **ADTIMA** AUDIENCE PULSE

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## **PRODUCT INTRODUCTION**

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- 2. MEDIA BEHAVIOUR**

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01

# MARKET RESEARCH OVERVIEW

The Age of Digital Transformation

# GLOBAL TRENDS - MARKET RESEARCH

## Covid impact



## Mobile first



Popularity of the online survey stay high, growing **16%** each year through 2026.

Across the globe, **68%** of website visits in 2020 came from mobile devices.

## Bring things in-house



Cash saving



Result transparency



Customer-centric

## Tech-enabled research



The quantitative research space has become a lot more sophisticated as digital data collection and analysis has become more prolific, but when there's a physical product involved, it's really challenging to get reliable, timely insights.

# ZALO – A LEADING OTT PLATFORM IN VIETNAM

**73.4M**

Monthly Active Users

**90%**

Of Vietnam Internet Users use Zalo

**2B**

Daily messages

**79%**

To contact with family/relative or closed friends

**73%**

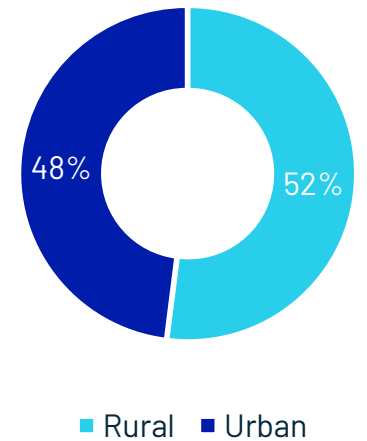
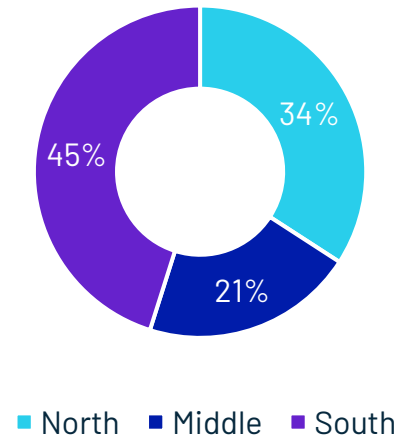
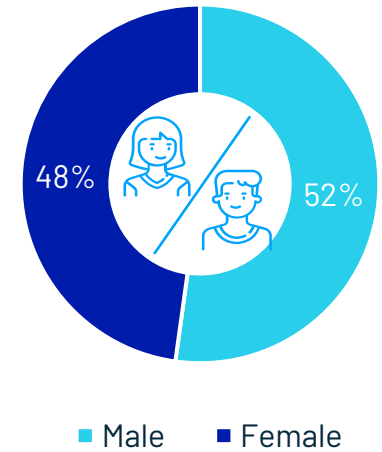
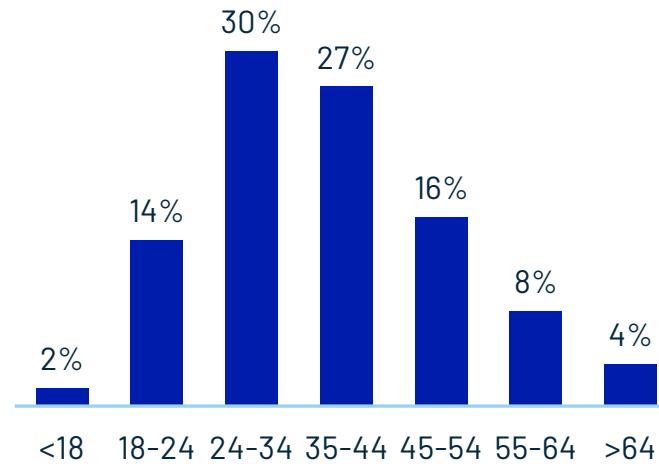
To follow/update from closed ones

**72%**

To share personal feelings/thoughts

**79%**

To contact group (e.g. hobby group, club, etc.)



# ZALO – A RESEARCH PLATFORM

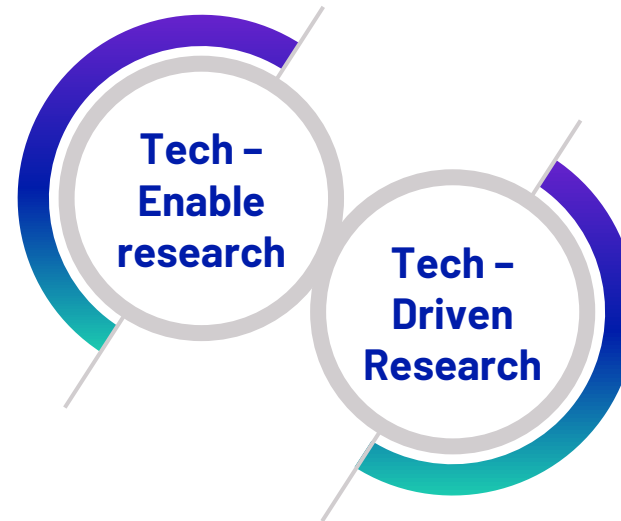
As the most popular OTT platform in Vietnam and An edge-cutting technology company, Zalo has the outstanding advantages to participate in the transformation of Market Research in Vietnam.

“ Technology is transforming market research to keep up with the market which create a new generation of **faster** and **easier-to-use tools** that help brands discover what consumers truly

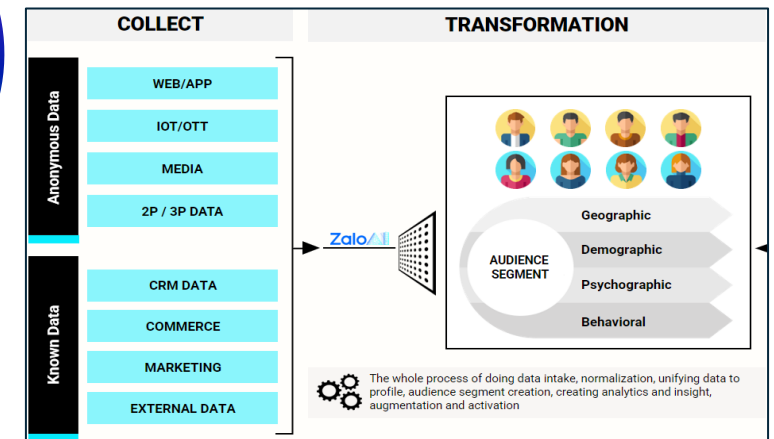
think\*  
- Head of Product Management, Kantar Marketplace

**Zalo** has a huge pool of user of all ages, genders, locations who are actively using the app on the daily basic.

**Zalo** has the advanced technology to automate research process which makes Research **FAST, SIMPLE** and **EFFICIENT**



**Zalo** utilizes and unlocks the value of real time behavioral of consumer by combining big data and data science techniques.



02

# VIETNAM MEDIA NEED STATES

A study by Adtima and RMIT University  
March, 2023

# METHODOLOGY

The study was conducted using quantitative research to provide an objective and comprehensive landscape of the users for investment decision and smart consumption.



**Total sample: 959**

**Method:** Online questionnaire

**Period:** February 2023

**Demographics:**

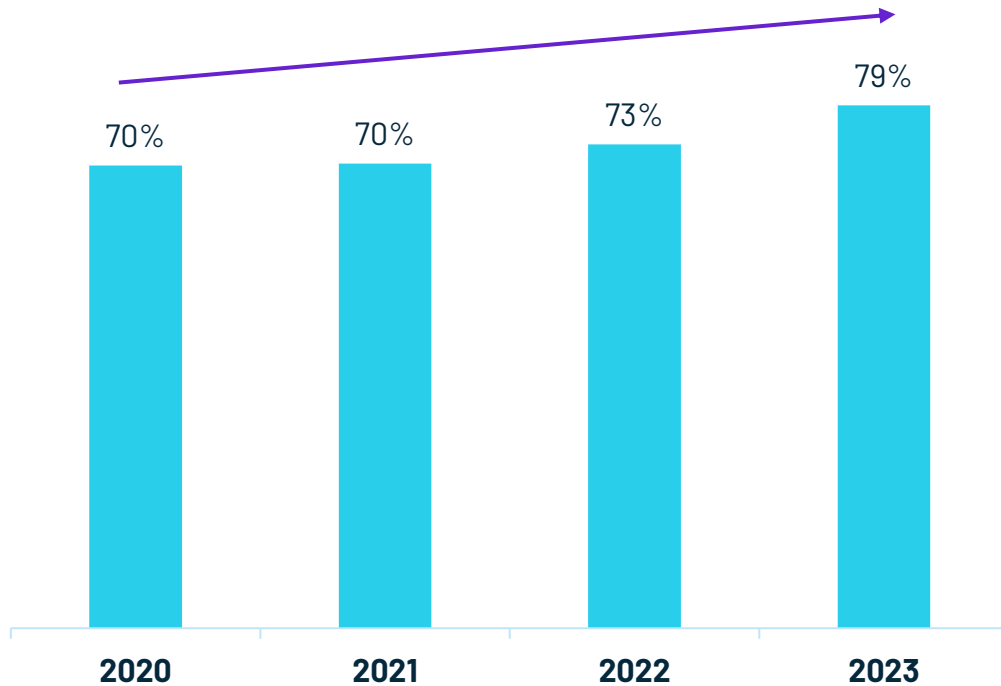
- From 18 and above
- 6 urban cities (61%) and rural areas (39%)



# INTERNET DEVELOPMENT IN VIETNAM

Internet Vietnam is growing and becoming an indispensable part of Vietnamese's daily life

## INTERNET PENETRATION YOY (%) VERSUS TOTAL POPULATION



Source: we are social - Vietnam report 2020 - 2023

## Among Internet users - 2023

**97%**

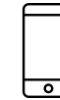
Internet users access to the internet multiple times a day

Q: How frequent do you use the Internet?  
Q: What devices you use to access Internet?

Source: Adtima Need State Report 2023

**99%**

access to internet by



Smartphone

**46%**

access to the internet by



PC/Laptop



Tablet/iPad

## Internet time spend - average hours per day

**6,8**  
hours

2021

**6,6**  
hours

2022

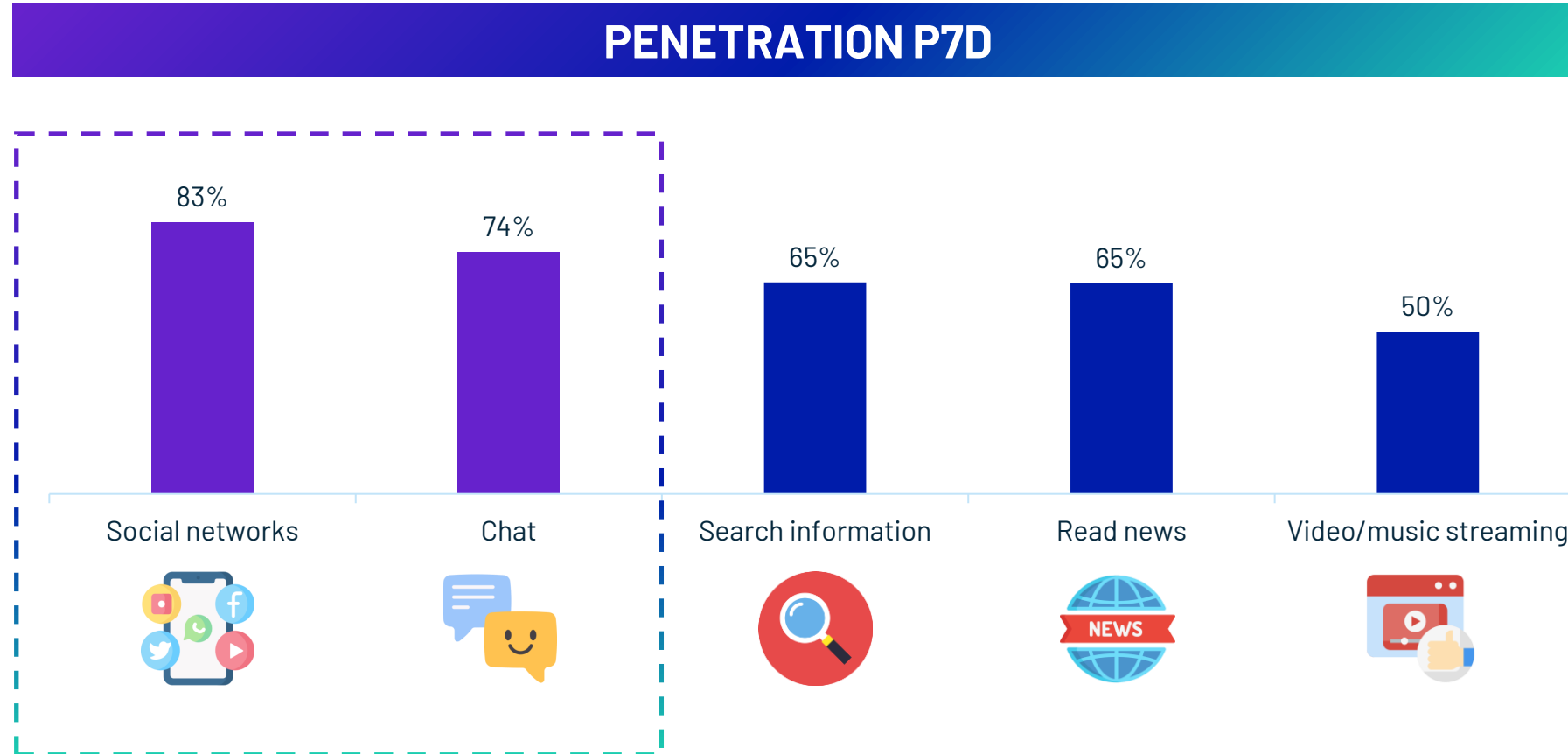
**6,4**  
hours

2023

Source: We are social - Vietnam report 2021 - 2023

# KEY INTERNET ACTIVITIES

Social networks and Chat platforms are dominant activities when users access the internet.

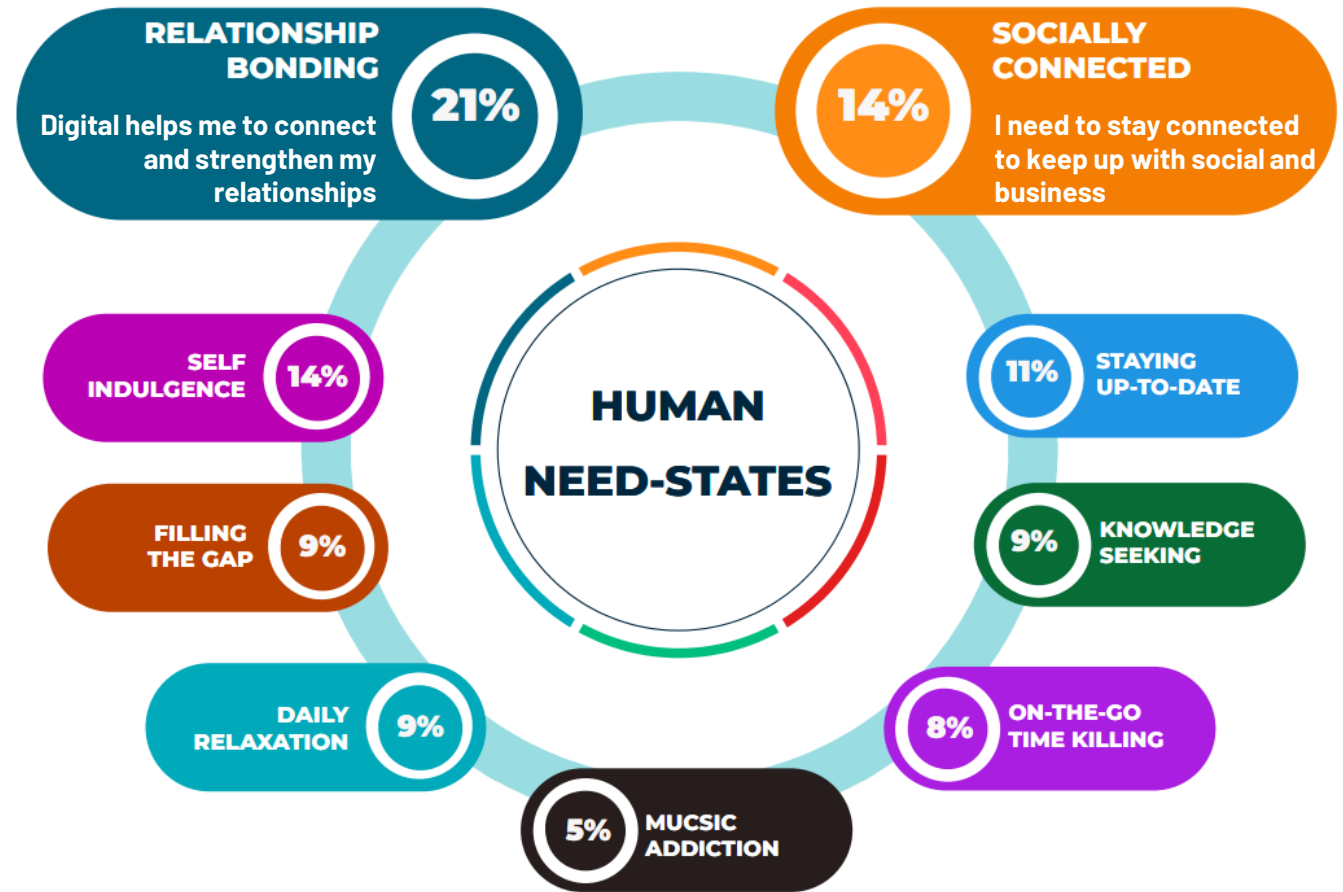


Q: Which online activities have you done in the past 7 days?

Source: Adtima & RMIT need states 2023

# HOW SOCIAL NETWORKS & CHAT HAVE BECOME THE DOMINANT INTERNET ACTIVITIES?

The dominance of social networks and chat comes from 2 biggest need-states of Vietnamese's connected moments: **Relationship Bonding** & **Socially Connected**



# RELATIONSHIP BONDING NEED-STATE

Relationship Bonding happens across occasions, with the needs for communicating and connecting with friends, families, their love ones.

## Relationship Bonding

Being connected is to **bond & retain** my relationship.

Connecting with **my loved people** is the very enjoying moment.



### KEY NEEDS

#### FUNCTIONAL

	%	Index
• For chatting	39%	<b>221</b>
• Update information about friends/ relatives	27%	<b>204</b>
• To connect with friends/relatives	40%	<b>199</b>

#### EMOTIONAL

• To enjoy the moment with my love ones	26%	<b>162</b>
• To have a new topic to talk to others	24%	<b>153</b>

### OCCASIONS

- ✓ While chatting
- ✓ Gathering with friends
- ✓ Before bedtime
- ✓ While eating
- ✓ While studying/ working
- ✓ While relaxing
- ✓ Mid- afternoon break

# SOCIALLY CONNECTED NEED-STATE

Socially connected is not only about family/friends bonding, but also about connecting to the community, expand and strengthen new relationships. So that they feel as part of the society and matching with community standard

## Socially Connected

"Being connected" to **get updated of my network**, my own community to belong to this society.

"Being connected" **opens up lots of golden business opportunities**



### KEY NEEDS

#### FUNCTIONAL

	%	Index
• Strengthen & maintain relationships	15%	<b>213</b>
• Expand relationships in business	10%	<b>208</b>
• Connect with friends/relatives	35%	<b>171</b>

#### EMOTIONAL

• Feel like you are part of the society	26%	<b>171</b>
• Not getting lost with everyone	26%	<b>157</b>

### OCCASIONS

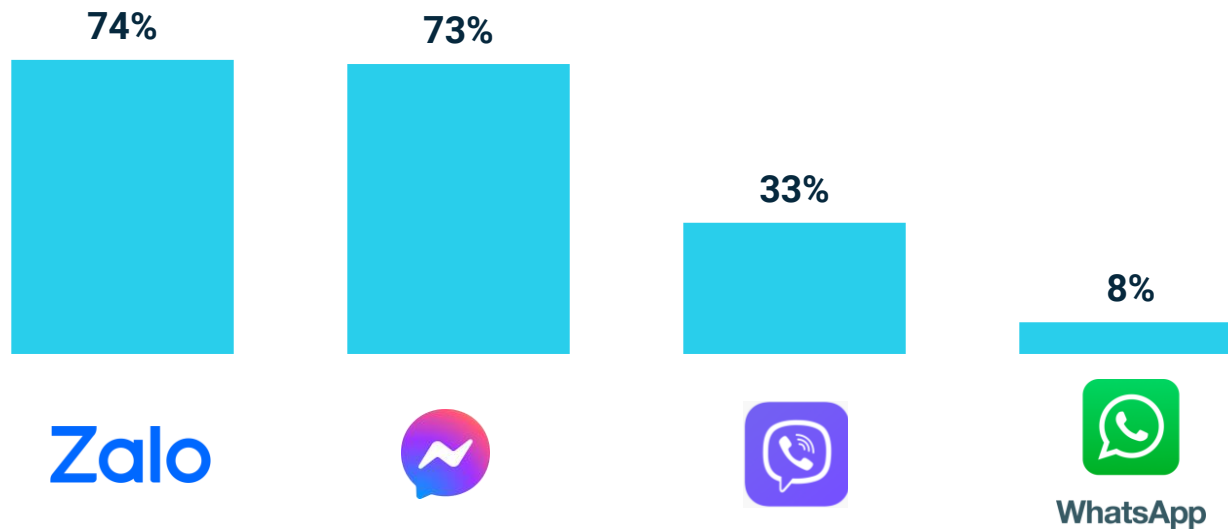
- ✓ Working outside
- ✓ Mid-afternoon break
- ✓ While chatting
- ✓ Mid-morning break
- ✓ Gathering with friends

# CHAT PLATFORM - USAGE

**Zalo** is leading the messaging battle.

**Usefulness, User-friendly, connectivity, and high security** are key platform selection criteria for chat users

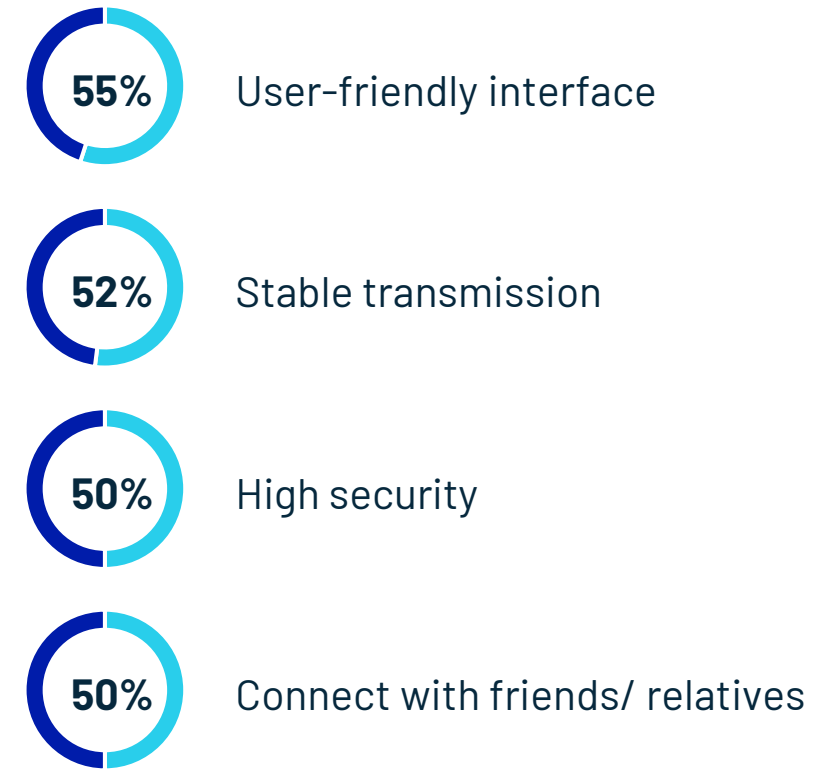
## ONLINE MESSAGING PLATFORM USAGE



Q: Which chat platforms you frequently use?

Q: What are the main criteria you have when choosing to use a chat platform?

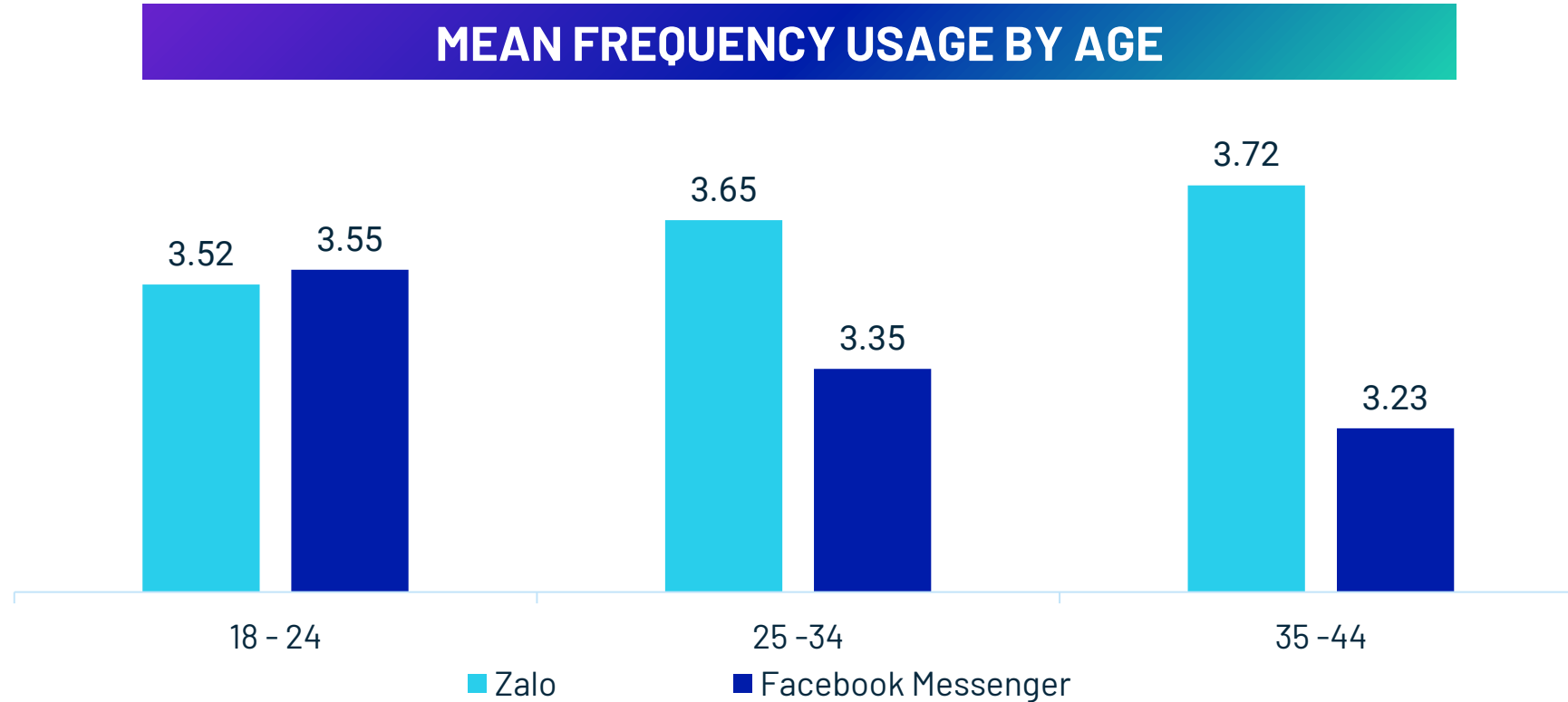
## KEY DRIVERS



# CHAT PLATFORM - AGE DIFFERENCES

Q: How frequent do you use these chat platforms?

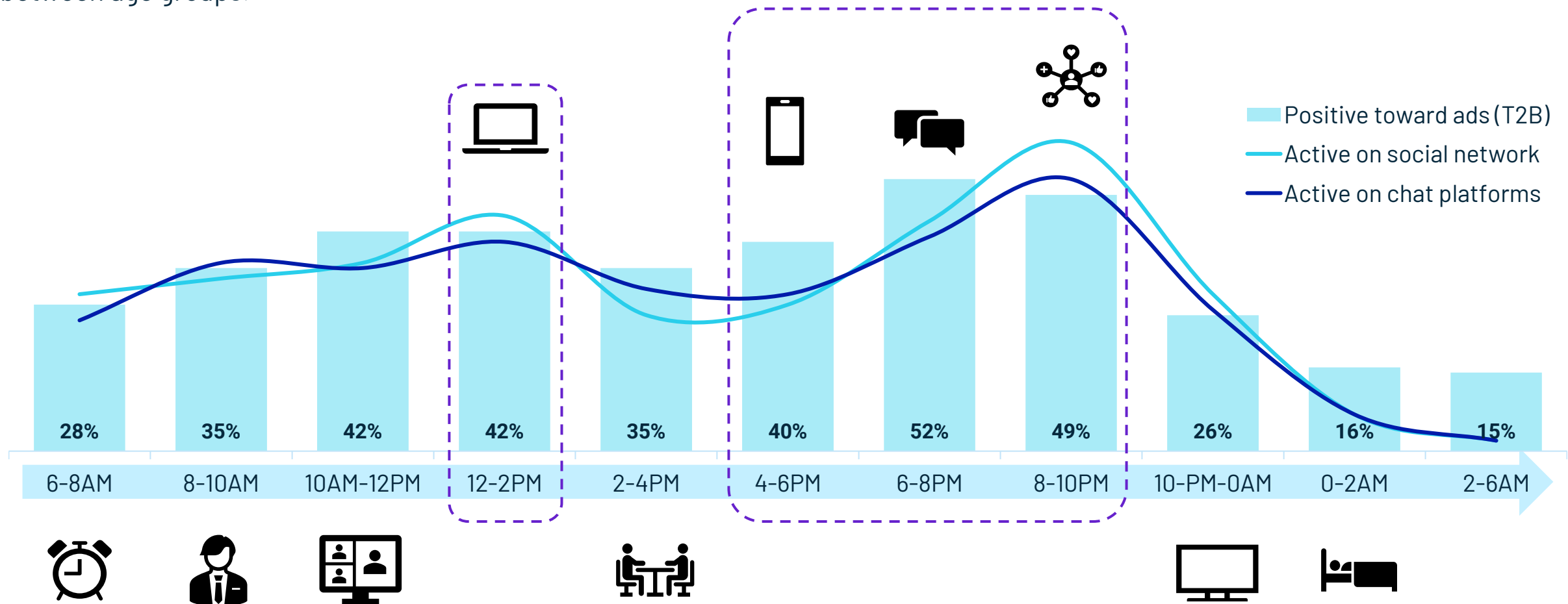
Zalo is the preferable option of Gen Y and X, while Gen Z uses both chat platforms approximately equal.



# AD & MEDIA DAYPART

Q: Which time in a day you: use social networks, chat platforms, most receptive towards ads?

Ads are more likely to be accepted when users finish their daily work and start the evening routine (**4pm-10pm**), where they are either home or in public outdoor places (parks, cafes etc.) but not at work/study. Time preferences are not significantly different between age groups.





03

# ADTIMA AUDIENCE PULSE

1. PRODUCT INTRODUCTION
2. SOLUTIONS



# PRODUCT INTRODUCTION

# ADTIMA AUDIENCE PULSE – KEY ELEMENTS





COMMUNITY

PERSONAS

STUDIES

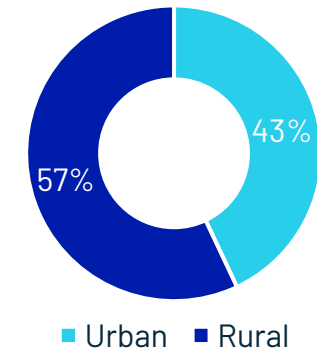
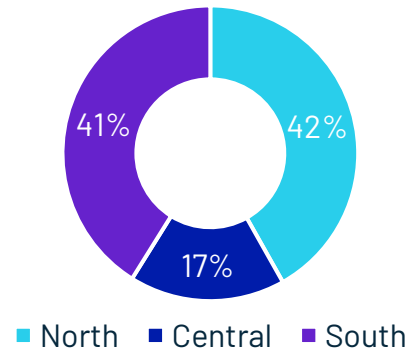
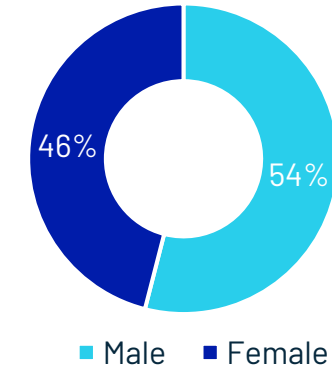
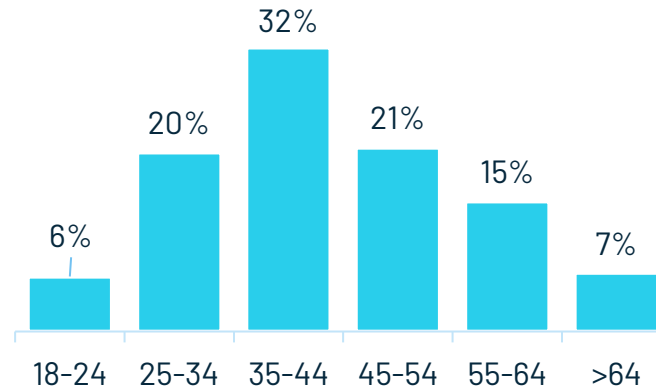
ACTIVATION

AAP has widespread its coverage across the Age, Gender, and Location.

## HIGH REACH

Reachable  
**73,400,000**

Reach  
**600,000+**





COMMUNITY

PERSONAS

STUDIES

ACTIVATION

## AAP engages people via mini-app and OA

### MINI-APP

Rank	Username	Score
1	Mai Anh	58.700
2	Quốc Toàn	42.600
3	Minh Cường	18.800
4	Tùng Maxk	16.800
5	Vinh Phạm	12.500

### OA

**Audience Pulse**  
Local Businesses

Message

This OA is verified by Zalo

Tham gia khảo sát đóng góp ý kiến để nhận ngay những phần quà giá trị mỗi ngày. Bấm quan tâm Zalo OA ngay.

**Quick Actions**

Tham gia khảo sát

**Articles**

adtima  
Khảo sát HẠNH VI MUA HÀNG  
Khảo sát ngay, nhận thẻ cao 10k



COMMUNITY

PERSONAS

STUDIES

ACTIVATION

## Launch surveys effortlessly to gain actionable insights



Easy to build and manage research studies



Collect insights quickly even for large sample



Integrated with Personas for richer & deeper findings

- Design survey: choose from pre-designed studies library (\*) or create customized surveys
- Data Visualization and Analysis

(\*) survey library is being built

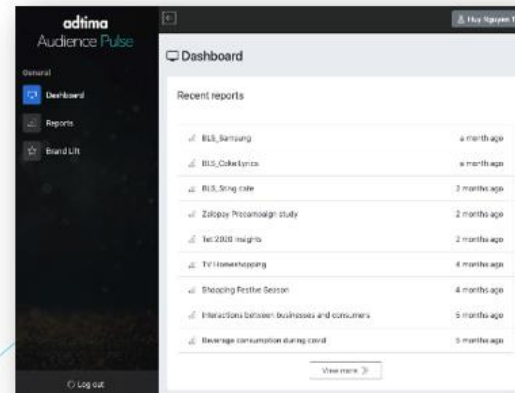
Charting theo từng câu hỏi



Filter



Homepage



Crosstab

	Anh/chị/SB?	Nam	Nữ
Vui vẻ/Hạnh phúc	67.8%	66.6%	69.0%
Thảnh thơi	21.7%	21.4%	22.0%
Tẻ nhạt	63.4%	62.1%	64.8%
Lạc lõng/Áp lực	16%	13.8%	18.2%
Khác/Chưa rõ	34.6%	35%	33%
Sample size	1000	1000	1000

# AAP is...

a solution simplifying the research process which aims to provide the holistic picture of consumer for making informed business decisions.



## Mini-app Khảo Sát Nhận Quà







# RESEARCH SOLUTIONS

INSIGHTS

INSIGHTS & ACTIVATION

BRAND USER  
MANAGEMENT

SURVEY TOOL

INSIGHTS

INSIGHTS & ACTIVATION

BRAND USER MANAGEMENT

SURVEY TOOL

AAP offers some helpful **INSIGHTS** solutions



## INNOVATION

Packaging test | Product  
Concept test | Pricing Test



## MEDIA

Campaign Effectiveness (BLS) |  
Ad Testing



## USAGE AND ATTITUDE

## How to deliver **RIGHT Ads** to the **RIGHT People**?

### 1. SURVEY

We design a survey to **find a group of audience (aka seed audience) that match** with target audience of your campaign



DEMOGRAPHIC

GEOGRAPHIC

BEHAVIORAL

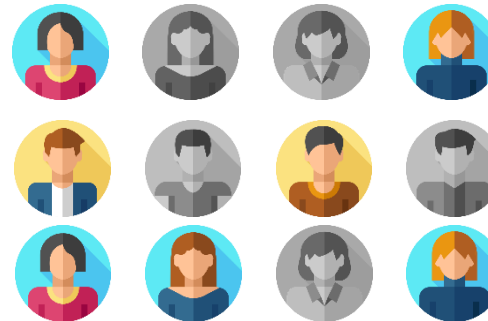
zAutoML

Lookalike

### 2. PROJECTION

Then, we use lookalike tool to project from a **small seed audience into much larger audience** with similar characteristics

LOOKALIKE AUDIENCE



### 3. TARGETING

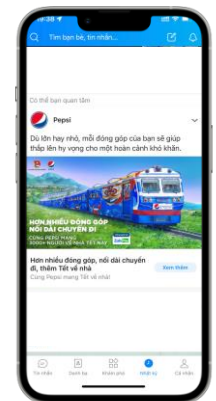
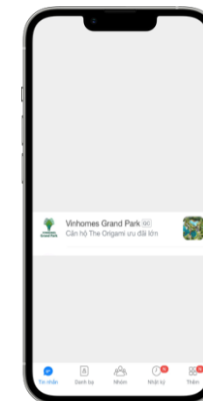
Finally, we will **target ad campaign** to these potential audience



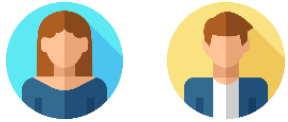
Ads



Lead form

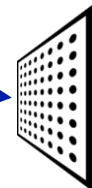


**BUILD SEED AUDIENCE**



- Brand user database
- Survey
- Campaign

zAutoML  
Lookalike



**PROJECTION**

**LOOKALIKE AUDIENCE**

Build up brand's community to track behavior and usage in an unbiased way:

**WHAT BRAND CAN DO:**

- Diary tracking
- Brand track
- Innovation ...

**BUILD UP COMMUNITY**



### A POWERFUL SURVEY TOOL KIT



#### STEP 1

.....

Translate questionnaire to link survey



#### STEP 2

.....

Store data  
Automatic clean and process data



#### STEP 3

.....

Dashboard visualization

### WHAT DO WE OFFER?

01

Simple system and automatic dashboards with filters, crosstab,... (no training required)

02

Safe and Secure data storage

03

**Mobile-friendly platform** to approach and collect consumer's information

04

**Support team** during the project (if required)

# THANK YOU!

**Visit our website:** <https://adtima.vn/audience-pulse>

**Email:** [contact@adtima.vn](mailto:contact@adtima.vn)

**Hotline:** (+84) 903 167 096



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