multichannel

revolution in intelligent marketing
Multichannel:

Multichannel is the most efficient way to bundle and manage all your complex online advertising campaigns via the various distribution channels in a single platform.

Global Access (Unlimited Asia)
Representing the world’s first truly worldwide marketing solution, Multichannel bridges language, currency and regulatory barriers to deliver your message through different marketing channels across the globe. We take the administrative details off your hands and replace them with tools to help you maximize every campaign dollar, enabling you to focus attention on things that matter to your business.

Concentrate on what is important
At Multichannel, our experienced and dedicated team is ready to help you achieve global exposure. Your value is our priority, which means we will do more than bring you before an audience; we help you make your sale. After all, your success is our goal.

At your service
Through your cloud-based Multichannel control panel, you can review your campaign’s impact and fine-tune your approach accordingly. Our state-of-the-art system will also support you by automatically analyzing demographic data, monitoring campaign performance, optimizing campaign costs and even eliminating the fraudulent consumption of your marketing dollars.
Advanced Optimization

Artificial Intelligence
Multichannel’s system learns from every campaign it manages, analyzing audience behavior data to constantly fine-tune its decision-making abilities. That means you benefit from a wealth of knowledge and years of data accumulated from successful campaigns.

Market Analysis
Through exhaustive research, Multichannel’s advanced system compiles demographic data that will help you tailor your campaigns for the right audience, through the right platform, at the right time. Vital statistics are always available at a glance while advanced tools are available for more detailed analyses giving you leverage to achieve your goals.

Intelligent Creation

Keyword Analysis
Our Keyword Analysis Tool provides accurate keyword suggestions and relative volume estimates based on analyses of your website as well as all relevant promotional channels, leaving you free to pick and choose those that are most relevant.

On-site Translation
Language barriers are a thing of the past. Whether you need to translate your ad campaigns into a different language or of websites for foreign ad publishers, Multichannel’s in-house translation team can lend a hand, opening up advertising opportunities and resources across the globe.

Elimination of Barriers

Account Management
To give you unhindered access to advertising platforms across the globe, Multichannel transparently handles transactions with ad publishers on your behalf, taking the hassle of cross-border marketing off your hands and freeing you to work on your core business.

Unified Billing
We take care of publisher billing in different currencies, issuing you a single itemized invoice in the currency of your choice for maximum convenience.
What’s Included?

1. Your own personalized control panel with a full overview of your marketing exposure results.
2. One currency for the world – we bill you and present your reports in the currency of your choice.
3. Tools for generating, managing and monitoring your marketing placements on one simple interface.
4. Analysis of your customer groups and ways to reach them in the right place at the right time.
5. Automatic placement bid management.
6. Intelligent optimization of your ad and its exposure efficiency.
7. Real-time analysis of your spending and adjustments, improving your exposure.
8. Advice on inefficient or misleading placements.
9. Fraud control measures (elimination of placements on websites that generate profits fraudulently).
10. Ever-growing knowledge base to improve your exposure, optimize your spending and identify new business opportunities.

Some of the well-known platforms that Multichannel works with

Google, Bing, Yandex, Yahoo!, Baidu

Facebook, YouTube, Foursquare, Twitter, Weibo, LinkedIn

coming soon, and many more...

Premium Services

Our premium services are offered through our Dedicated Account Managers who navigate you through the different languages, cultures, and regulatory requirements that come with publishing ads overseas. Simply put, we make your ideas a reality.

We Offer:

- A Dedicated Account Manager
- Geographical targeting
- Keyword research
- Premium translation services
- Account review and personalized improvement advice
- Conversion tracking assistance
- Non-integrated media placements
What Do Our Customers Say?

Multichannel has proven to be very precise with its evaluations and recommendations for online and social marketing planning for our business. Collaboration with Multichannel resulted increased efficiency of media exposure and elimination of fraudulent media spending.

Patricia Lewis-Hansen
CEO
Los Angeles, USA

The speed and quality of the Multichannel team is nothing short of impressive. Within a short period of time, they put together a campaign and it generated many reservations for our Starwood property.

Stephane Masse
General Manager
Hong Kong

It took me a while to completely understand the scope of Multichannel and its incredible advantages. Especially for a highly specialized B2B business like Helishots LTD, I experienced it as a great value in identification of key customers around the world. After using it for a month, we can already see qualified customer leads with a considerably small advertising budget.

Wolfgang Bern
Global COO
Hong Kong

Multichannel University

Get certified with Multichannel University: a demand driven development program in a cross-channel marketing program for undergraduates in computer science or marketing.

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Case Study: LeMéridien

THE CHALLENGE

With over 1,175 hotels and resorts across the world, Starwood Hotels and Resorts Group is one of the top 10 worldwide hotel groups. Amongst their many well-known brands is Le Méridien, a culturally refined atmosphere and a luxurious stay. Their Hong Kong location is situated in Cyberport, Hong Kong, providing a haven for cutting-edge technology with beautiful South China Sea views.

The Multichannel team was tasked by Le Méridien Cyberport to help with creating a marketing campaign dedicated to not only maximizing reservations at the hotel restaurant, but ultimately increasing room bookings at the hotel. The target market, therefore, were couples who were looking to spend a romantic evening at a high end restaurant.

With Chinese New Year being right around the corner, the campaign needed to be specifically focused in order to break through the hustle and bustle of traditional celebrations with the romanticizing aura of Valentine’s Day. The Multichannel team knew they realistically had less than two weeks to execute and promote the offer.

THE MULTICHANNEL APPROACH:

The Multichannel team knew they had to apply their skills and talents with haste in order to maximize the efficacy of the campaign. The Multichannel approach included analyzing the situation within the context of the target customer, in order to craft a game-winning strategy.

A dedicated landing page was created and digital ads were used to promote the site; through the use of the proprietary Multichannel platform, the Multichannel team was able to apply their creative direction to numerous distribution channels and successfully reach the target market. Furthermore, a dedicated account manager was appointed to the campaign to ensure even higher level of synergy and efficiency between the Le Méridien and the Multichannel team.

The speed and quality of the Multichannel team is nothing short of impressive. Within a short period of time, they put together a campaign and it generated many reservation for our Starwood property.

Stephane Masse
General Manager
Hong Kong
Case Study: LeMéridien

Results

The surface level goal was to maximize reservations at the hotel restaurant, with the ultimate end goal of increasing room bookings for the luxury hotel.

The Multichannel team overachieved their goal and expectations, successfully placing bookings for over 100 room nights. With such a short lead-time to create the campaign, as well as a limited advertising budget, tangible results were created, ensuring a successful revenue generating campaign and a satisfied client.
Multichannel Case Study: Multiplaz

20% SAVINGS

CASE STUDY

By preventing click fraud and misleading spends, Multiplaz Co. saved 20% on their annual advertising budget.

THE CHALLENGE

In order to promote their products, Multiplaz actively uses display network advertising which accounts for a significant portion of their annual spend. However, the effectiveness of display network advertising was significantly lower than their search advertising. Multiplaz has not been able to figure out the reason why their advertising campaign was ineffective and more importantly, how to improve it.

The CEO of Multiplaz, Patricia Lewis-Hansen, decided to start working with Multichannel, specifying that changes in the company’s advertising campaign can only be made in display networks, bids, keywords and placements - while other areas of the campaign will remain as before.

THE SOLUTION

In order to find solutions, Multichannel received access to their North American advertising campaigns, which showed display network campaigns on Google AdWords. Integration efficiency tracking was carried out on both the Multichannel and Multiplaz side through AdWords and Analytics accounts. Because of the restrictions set by the client, only the Multichannel module “Improvements” was used. This module aims to identify losses and search for possible solutions.

It also allows you to fully monitor the effectiveness of the company’s advertising campaigns in display networks, which is achieved through the use of both external methods of tracking (UTM-tags) and internal (integration of AdWords and Analytics). This solution allows you to track the effectiveness from all sides: campaigns, keywords, ads and many more, all while allowing you to keep track of each placement individually.
Within the first week alone, the Multichannel module “Improvements” has identified 12 different placements where the average efficiency was:

**OVERALL THESE PLACEMENTS HAVE GENERATED ZERO SALES.**

<table>
<thead>
<tr>
<th>Average Time on Site:</th>
<th>Bounce Rate:</th>
<th>CTR of Ads:</th>
<th>Average Display CTR Was:</th>
</tr>
</thead>
<tbody>
<tr>
<td>7SEC.</td>
<td>97%</td>
<td>3%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

$4,301 PER WEEK IN LOSS  
$17,207 PER MONTH IN LOSS  
$206,495 PER YEAR IN LOSS