Customer Experience Design
An End-To-End Digital Approach

Presented by Carri YEUNG
Nov 2025

About Carri

Carri Yeung brings over a decade of experience in digital marketing, with a background spanning 4A digital agencies and MarTech startups.

He has deep expertise in the APAC digital ecosystem, covering platforms and partners such as WeChat, BytePlus, Microsoft, Salesforce, Meta, and Google, and has led digital marketing strategy and transformation initiatives across the Public Sector, Higher Education, Travel Retail, Hospitality and Real Estate industries.

He study MSc in Electronic Commerce and Internet Computing at the University of Hong Kong and is a certified Project Management Professional.

Situation

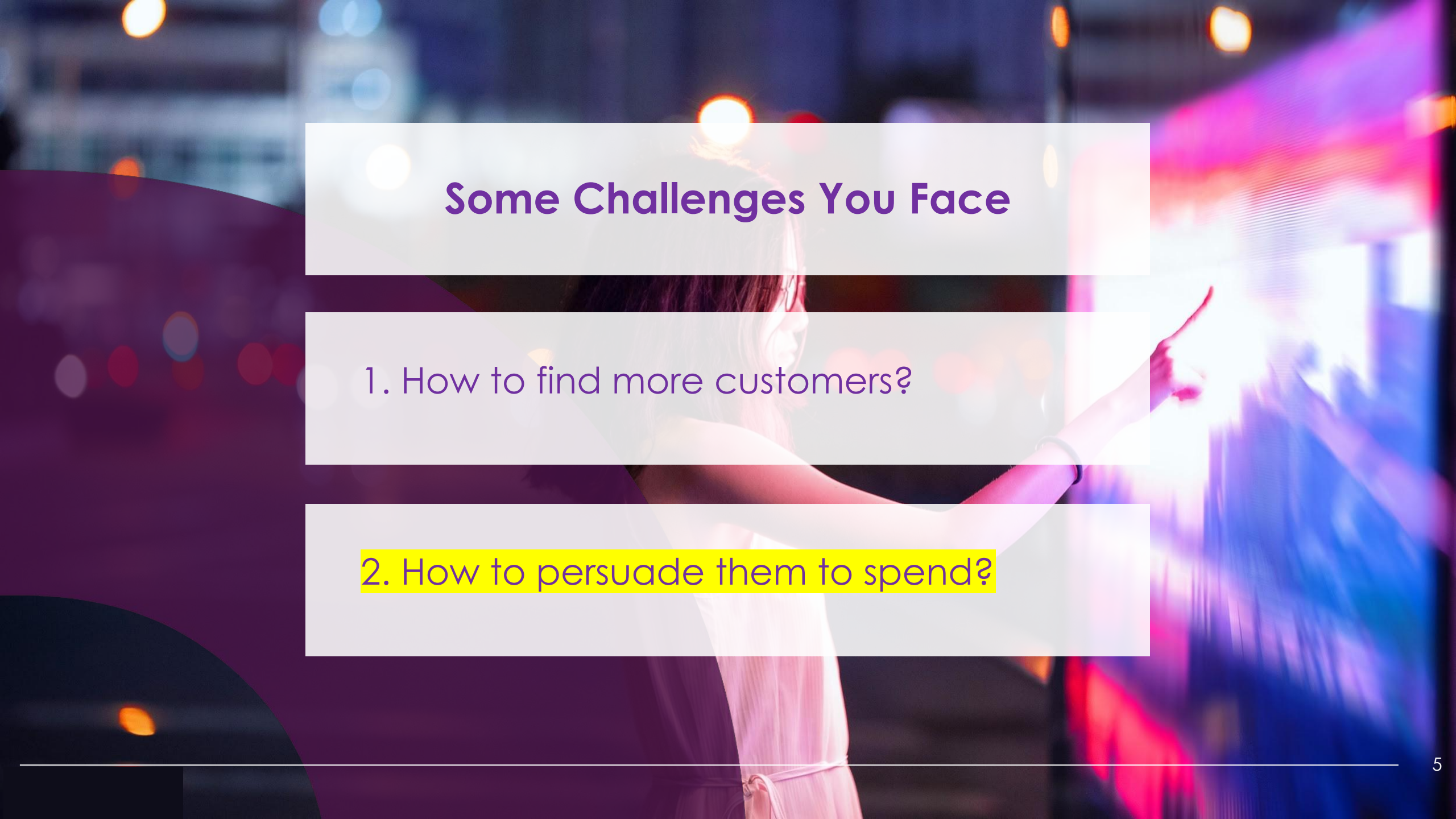
AUTHORIZED DEALER

DELL Technologies acer ASUS Lenovo hp

LAPTOP STORE

- You are the Marketing Director of a computer dealer.
- Traditionally, your sales have relied on physical retail stores.
- Recently, your boss secured government funding for digital transformation and used it to set up an e-shop.
- With some budget still available, your boss is now asking you to come up with ideas on how to leverage digital strategy to further increase company's sales revenue.

What Challenges Will You Face?

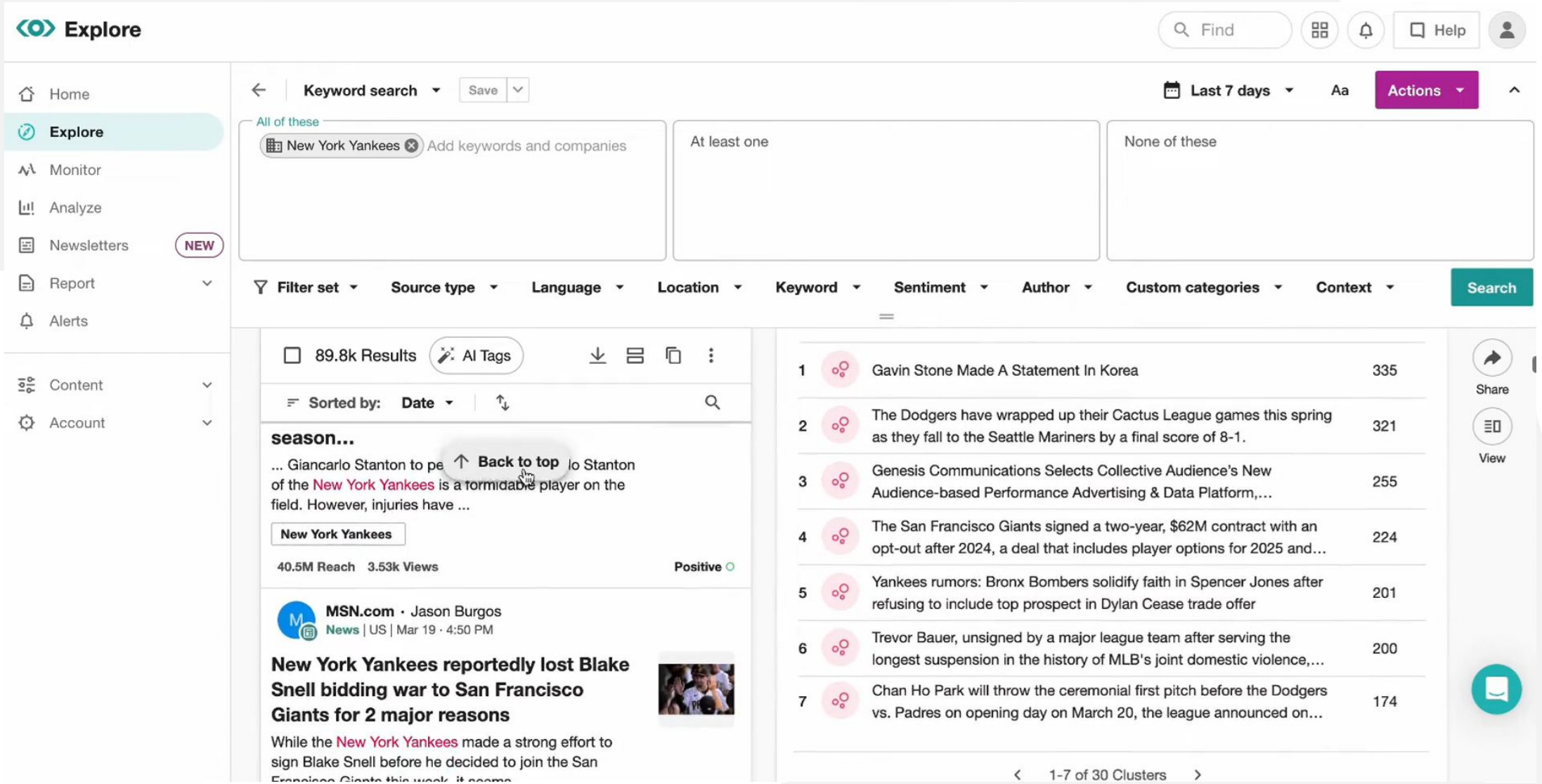


Some Challenges You Face

1. How to find more customers?

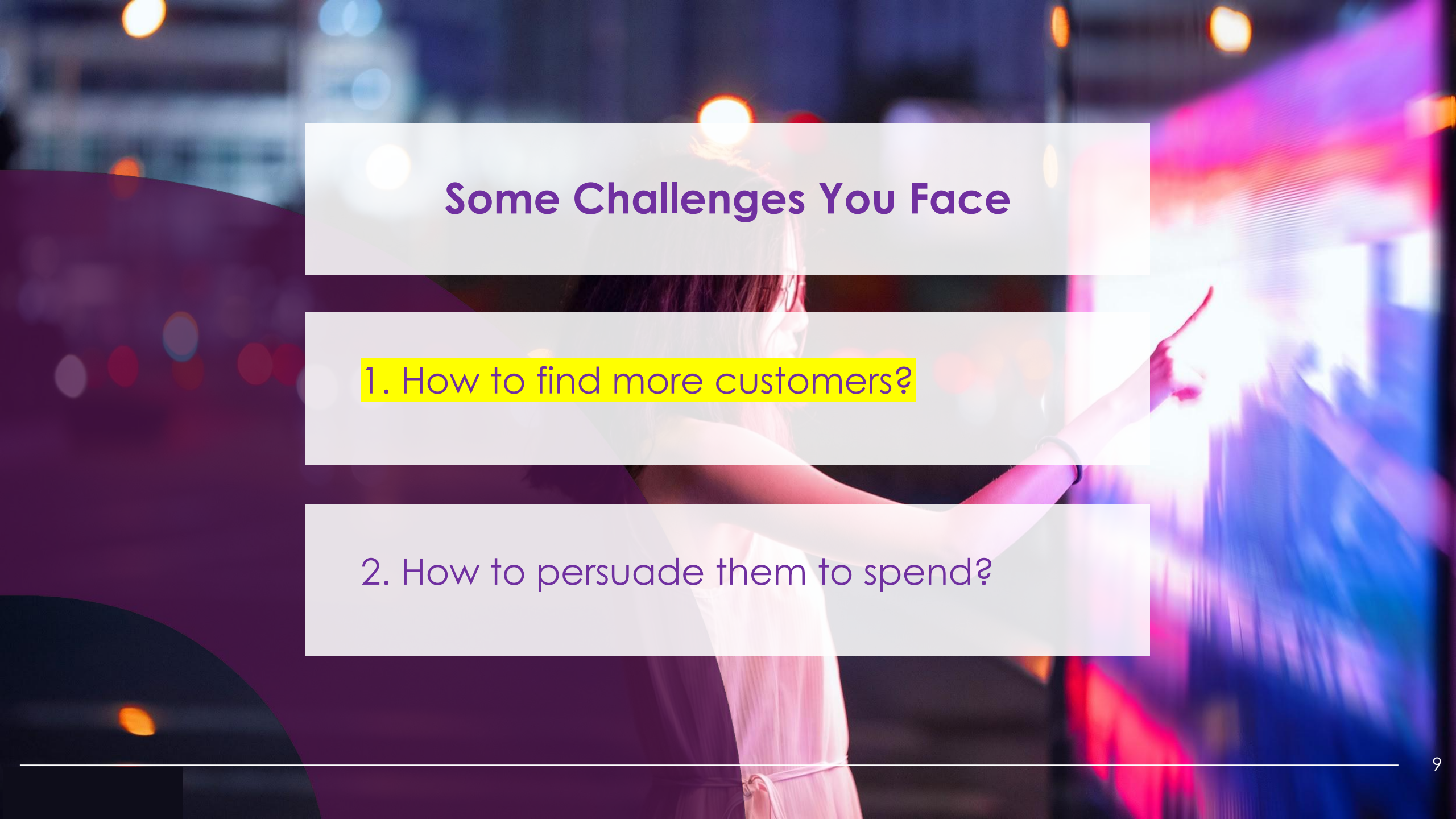
2. How to persuade them to spend?

Understand Their Purchasing Drivers!



Imagine You Are A CFO And Is Looking For Financing Services

How Can We Communicate With Our TA In Ways That Interest Them?



Some Challenges You Face

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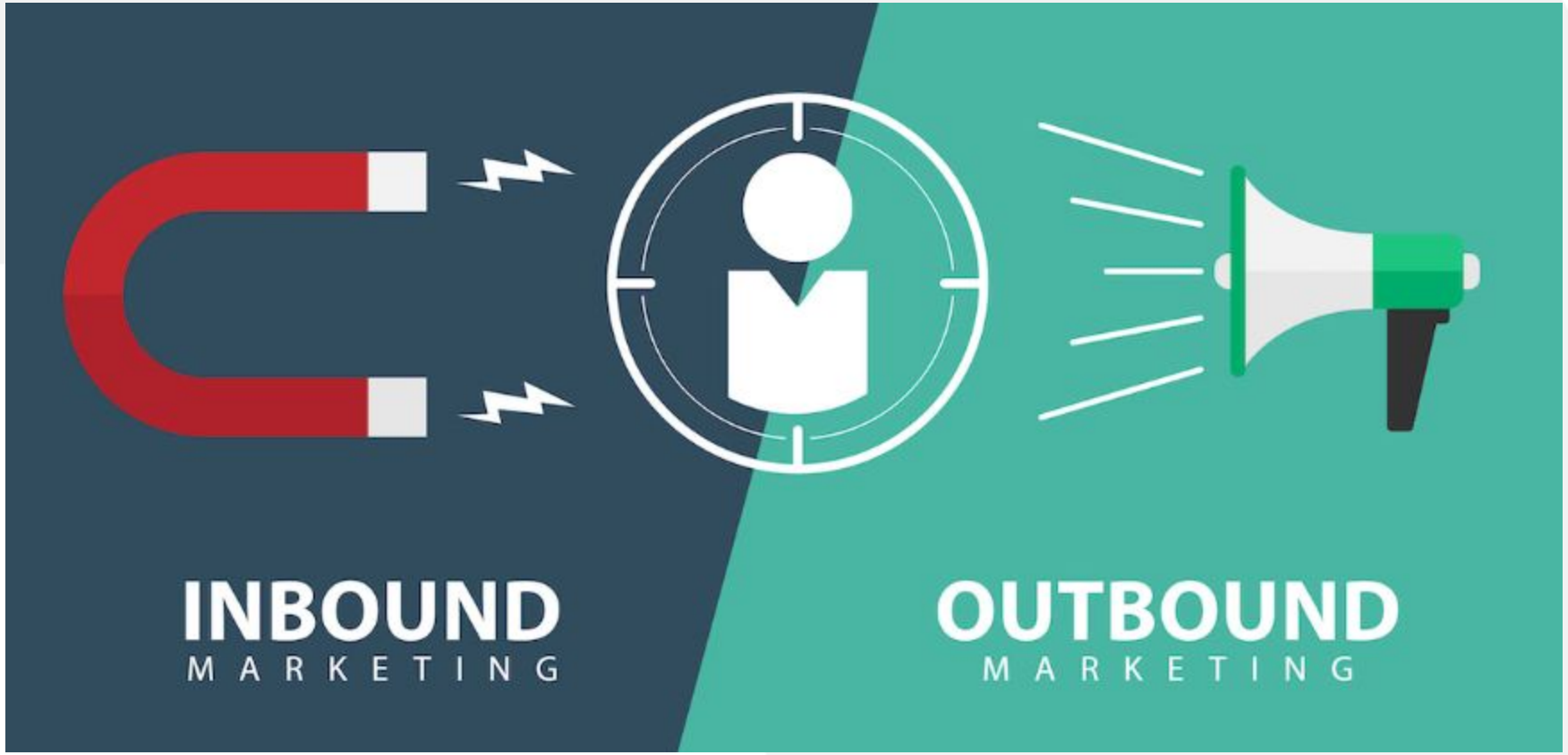
Two Methods



Outbound

dcfever.com

discuss.com.hk

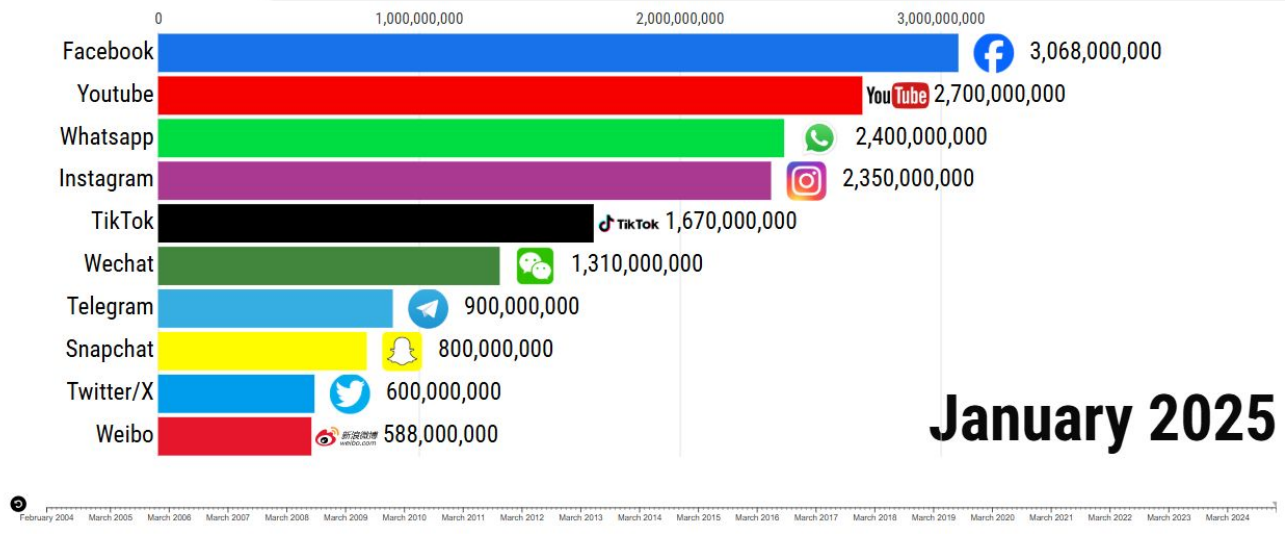
88db.com.hk

etnet.com.hk

openrice.com

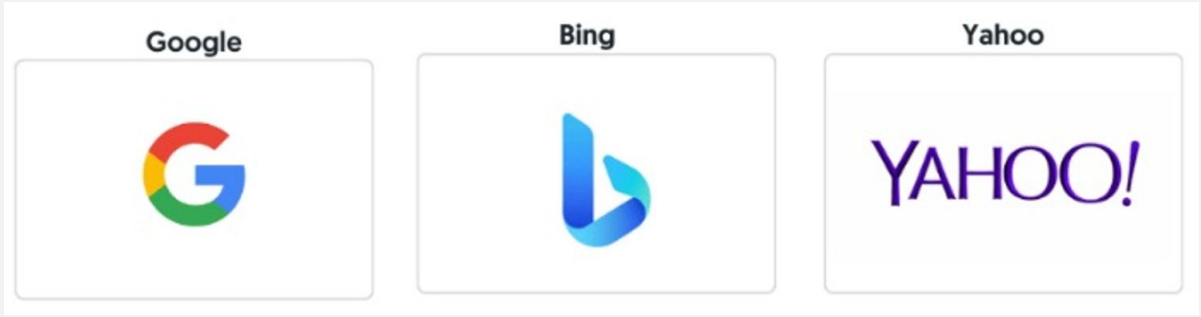
www.hkej.com

Select all		Total score	Impact	Community	CPE	Activeness	Content	Relevancy
		Above calculation is based on the data from the last 3 months. Comparison is done against KOLs from the same platform and the same tier						
ELLEMEN新青年	3	64.39	18.25	15.00	9.07	15.40	6.07	0.60
InsDaily	1	63.14	16.29	17.12	8.89	17.07	3.77	0.00
VOICERme	2	62.55	16.96	17.75	9.30	12.17	5.97	0.40
妖精边儿	1	62.47	19.30	18.17	9.52	6.18	7.10	2.20
无羽的天使	2	59.73	18.31	17.94	9.47	4.89	5.12	4.00
SuperELLE	3	59.14	16.68	16.07	8.32	12.36	4.91	0.80

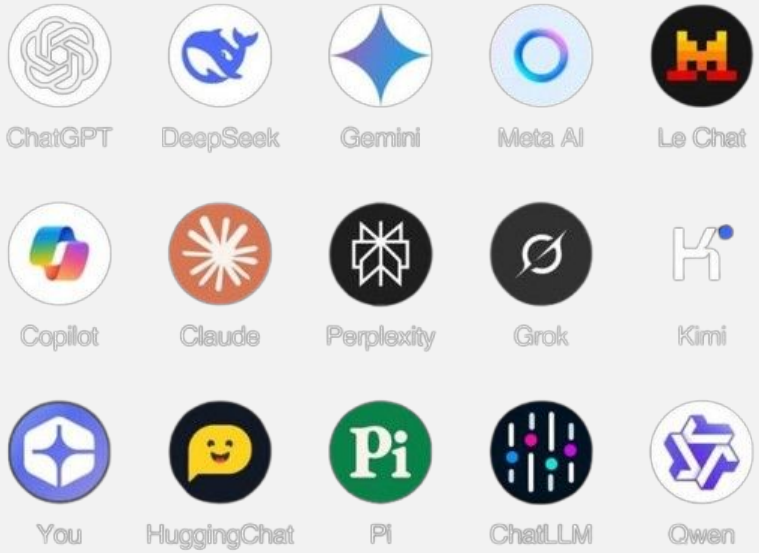


What is KOC?
How to find the right KOCs for brand?

Inbound



From SEO to AIO!



Case Study: ASUS

How Is ASUS's Website Performing?

asus.com Website Analysis for September 2025

Driven by innovation & committed to quality, ASUS has a wide selection of best in class products. Find & buy a **Show more**

Computers Electronics and Technology > Computer Hardware

Company	Year Founded	Employees	Annual Revenue
ASUS	1989	> 10001	$500M - $1B

Keep track of your competitors

See their traffic and performance metrics

Try it now

Global Rank	Country Rank	Category Rank
#1,242 ▼ 41	#2,355 ▼ 270	#11 ▼ 2
	United States	Computers Electronics and Technology > Computer Hardware (In United States)

Showing Similarweb estimated data.
Publicly validate your site's metrics by connecting your GA4

Connect your Google Analytics

Total Visits	Bounce Rate	Pages per Visit	Avg Visit Duration
36.6M	48.31%	3.68	00:03:22

Hard To Believe That Organic Traffic Is So Dominant!

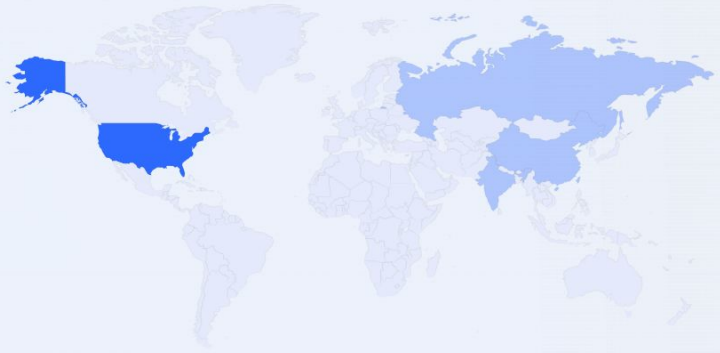
However, this aligns quite well with today's topic.

Demographic & Interest

asus.com Web Traffic by Country

Share

Which countries sent the most traffic to asus.com lately? Where is their core audience from? Last month United States was the top country sending desktop traffic to asus.com - click below to discover all countries



Top Countries

United States	14.78% ▼ 10.95%
Taiwan	6.37% ▼ 10.66%
Russia	5.43% ▼ 13.8%
India	5.33% ▲ 1.11%
China	5.28% ▼ 2.86%
Others	62.81%

See all countries →

asus.com Website Traffic Demographics

Share

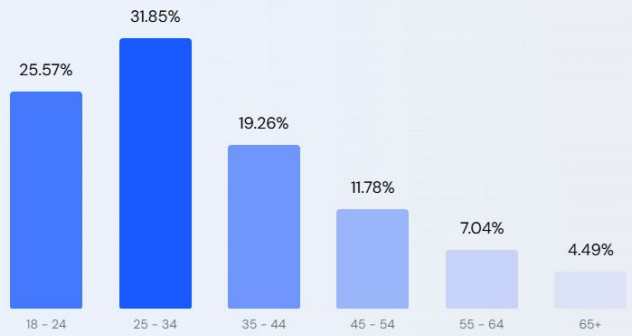
Audience composition can reveal a site's current market share across various audiences. asus.com's audience is 71.32% male and 28.68% female. The largest age group of visitors are 25 - 34 year olds.

Gender Distribution

Female 28.68%

Male 71.32%

Age Distribution



asus.com Target Audience

Share

Audience interests reveal key details on the browsing interests of asus.com's visitors. asus.com's audience is interested in Games > Video Games Consoles and Accessories & news.

Top Categories

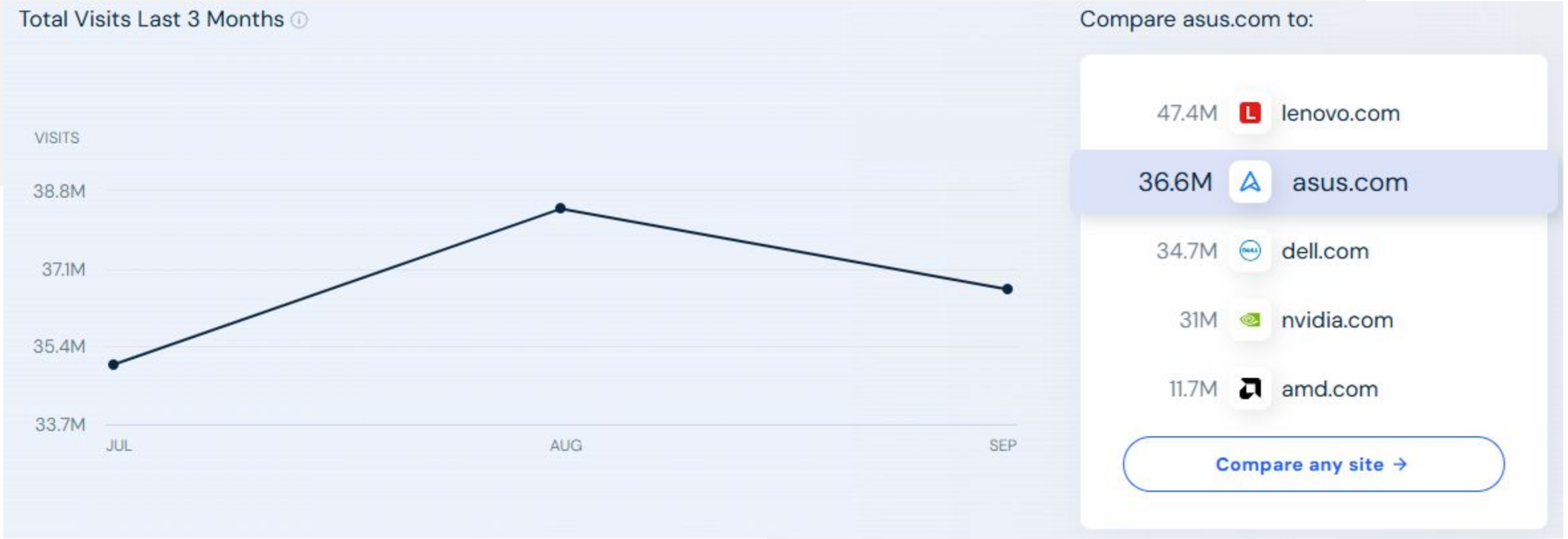
Other Visited Websites

- amd.com
- nvidia.com
- learn.microsoft.com
- gigabyte.com
- dell.com

See all other websites →

Top Topics

Fun Fact


Total Visits Last 3 Months
VISITS
38.8M
37.1M
35.4M
33.7M
JUL
AUG
SEP
Compare asus.com to:
47.4M lenovo.com
36.6M asus.com
34.7M dell.com
31M nvidia.com
11.7M amd.com
Compare any site →

ASUS vs Lenovo

asus.com Website Analysis for September 2025

Global Rank	Country Rank	Category Rank
#1,242 ▼ 41	#2,355 ▼ 270	#11 ▼ 2
	United States	Computers Electronics and Technology > Computer Hardware (In United States)

Total Visits	Bounce Rate	Pages per Visit	Avg Visit Duration
36.6M	48.31%	3.68	00:03:22

lenovo.com Website Analysis for September 2025

Global Rank	Country Rank	Category Rank
#804 ▲ 58	#550 ▲ 23	#2
	India	Computers Electronics and Technology > Computer Hardware (In India)

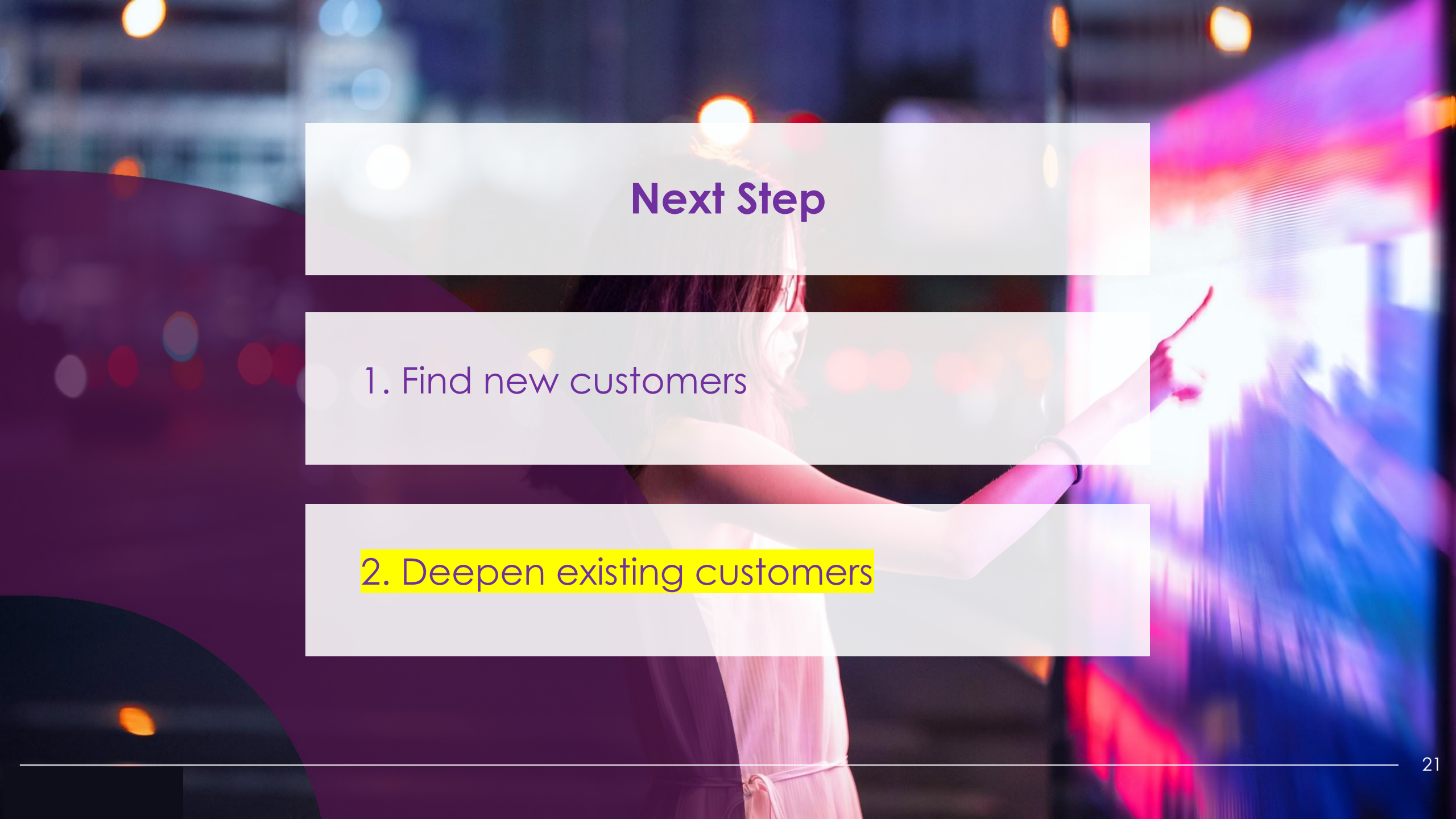
Total Visits	Bounce Rate	Pages per Visit	Avg Visit Duration
47.4M	41.1%	4.75	00:04:14

What do numbers mean?

Scan QR Code to Get Free Audit Report & 15 min 1on1 Consulting Service. (WeChat)

Back To The User Journey - Let's Say: You One Time Closing

So, What's Next?

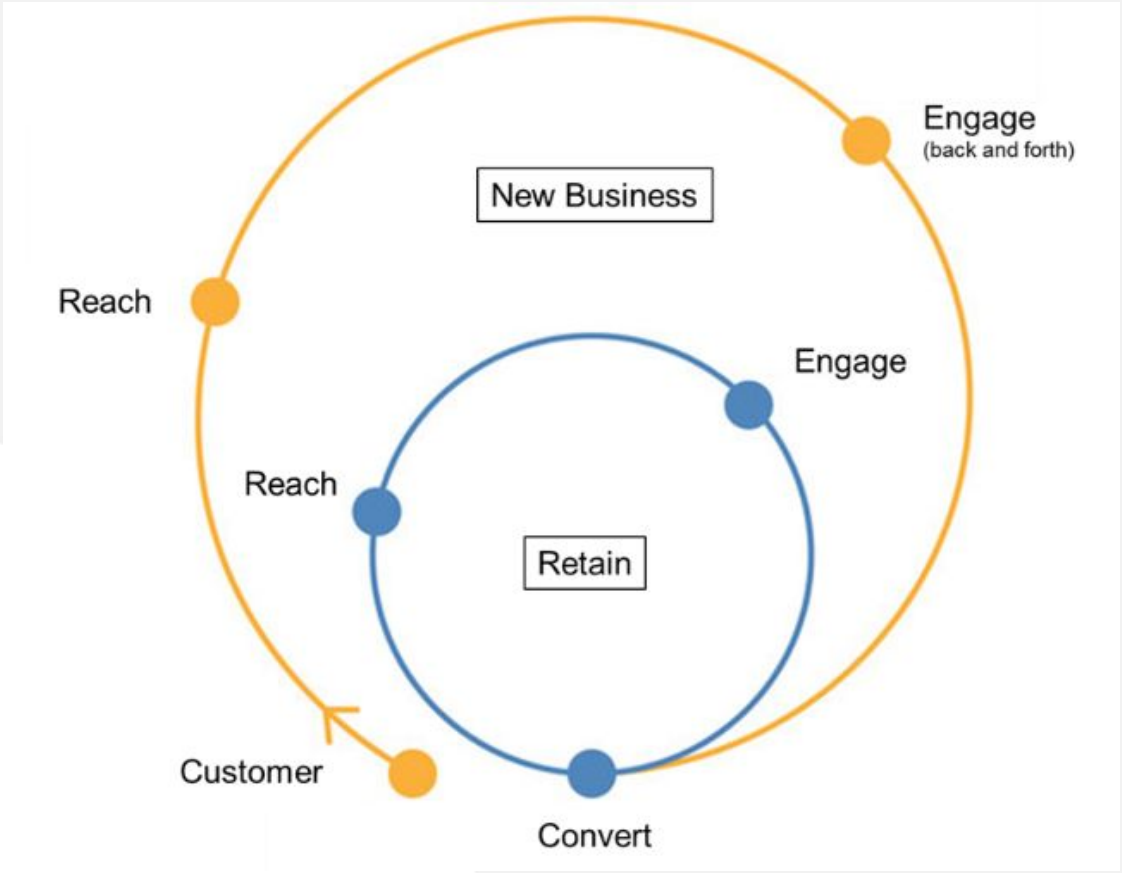


Next Step

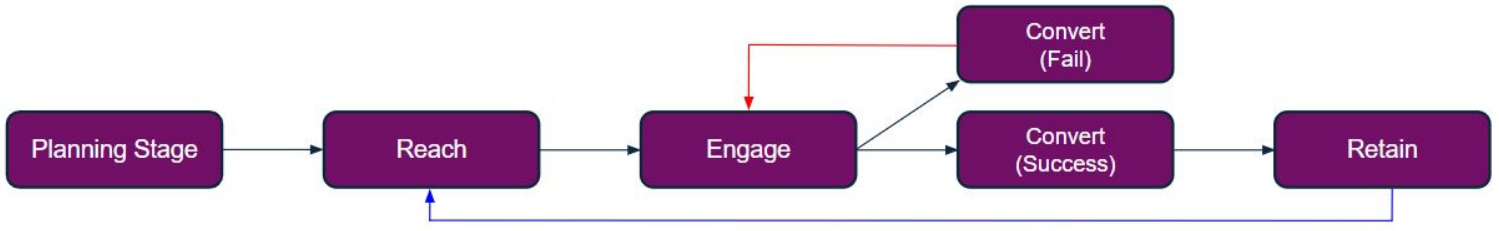
1. Find new customers

2. Deepen existing customers

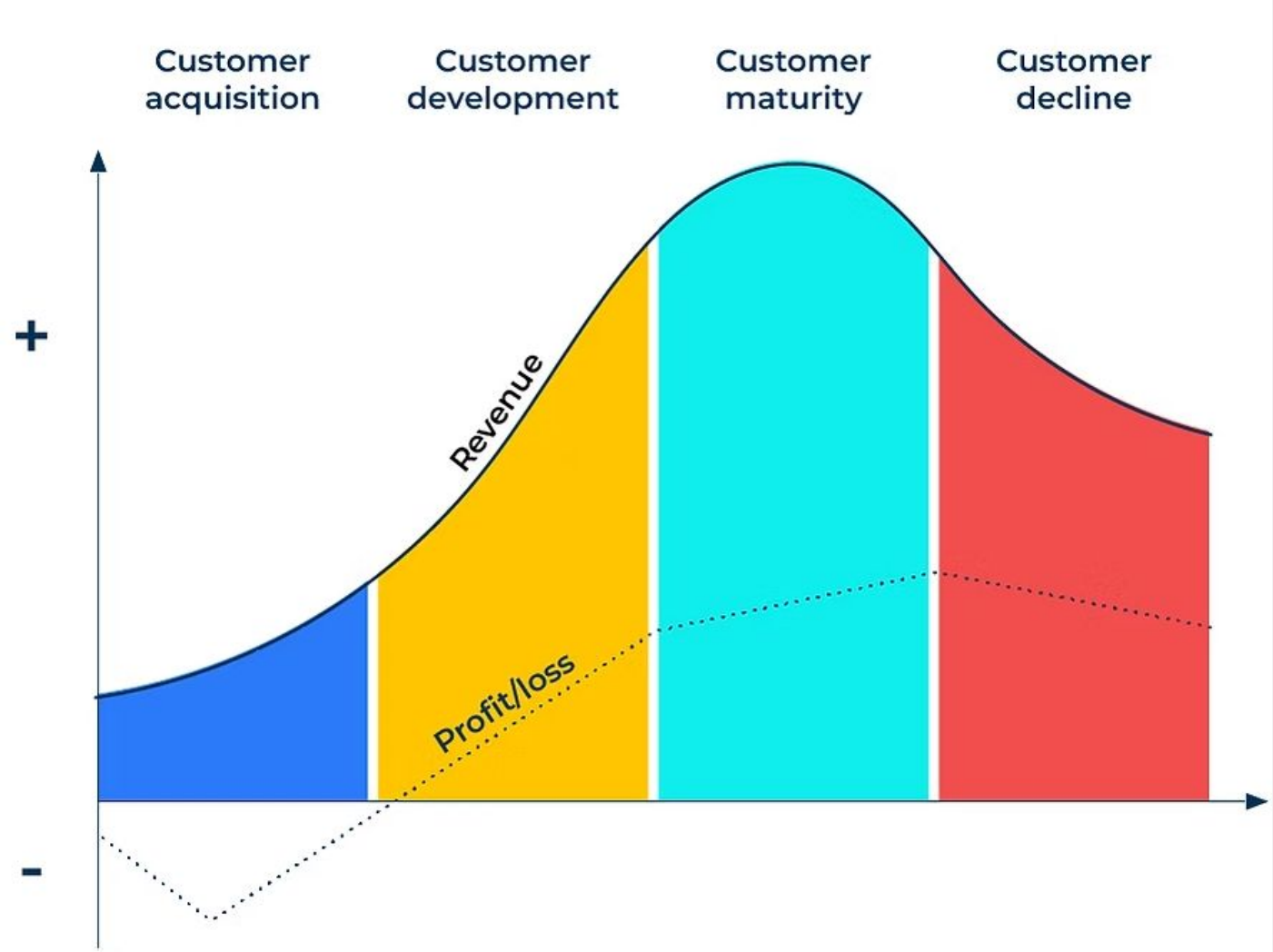
Marketing Never "TING"



It's a loop!



Understand Customer Lifetime Value (LTV)

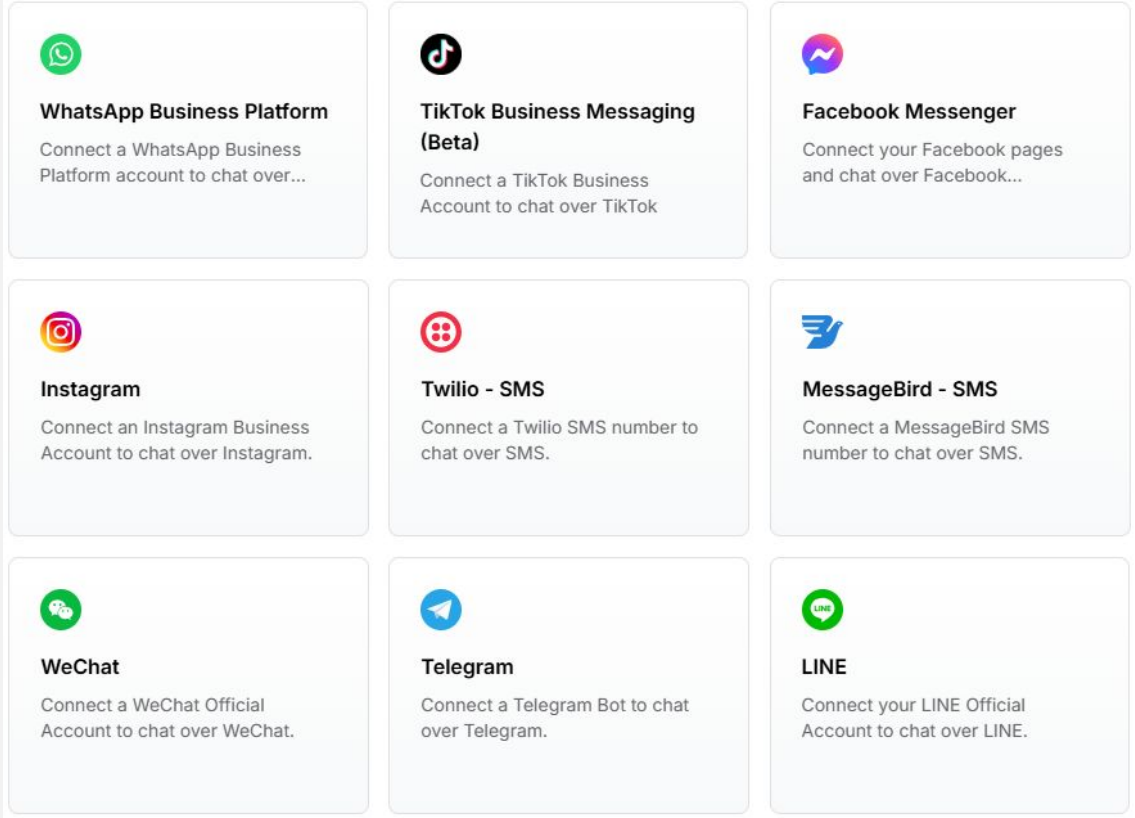


Usually, customers don't just buy once.

High Level Formula

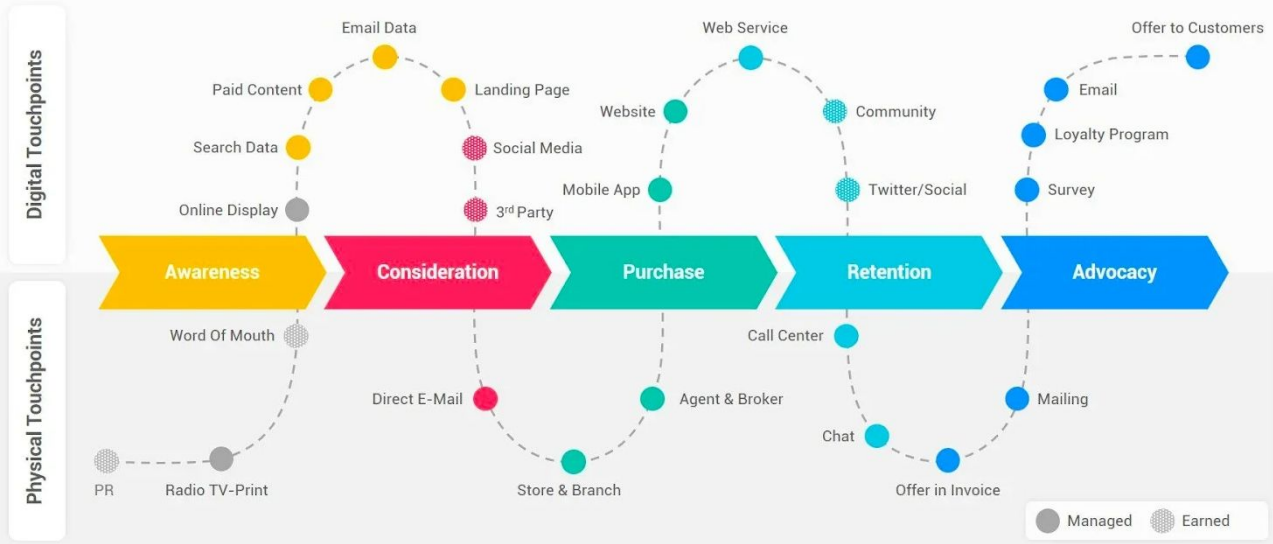
$$LTV = \sum_{t=0}^{T} \frac{\pi_t}{(1+d)^t} - \sum_{t=0}^{T} \frac{M_t}{(1+d)^t} - A$$

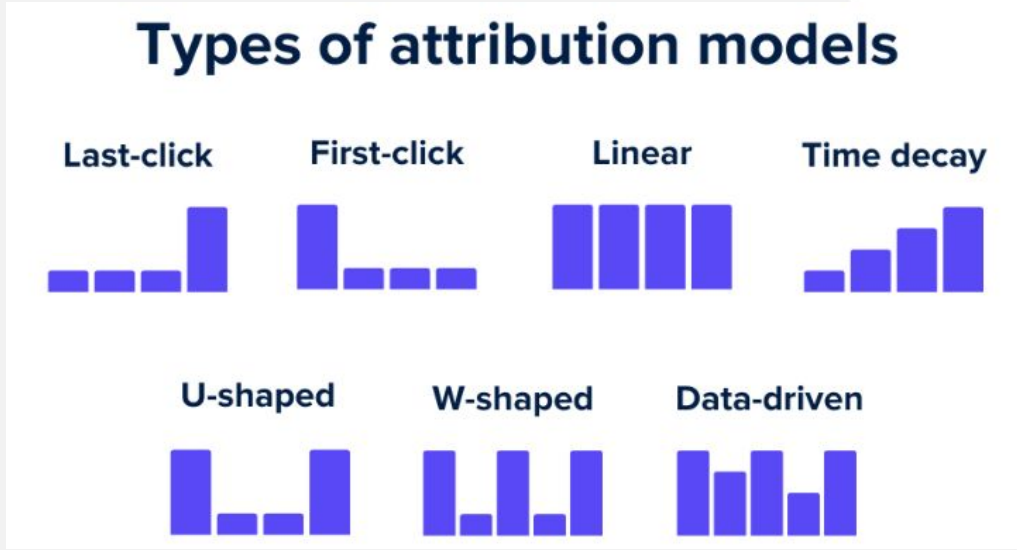
How To Get Existing Customers To Buy Again?



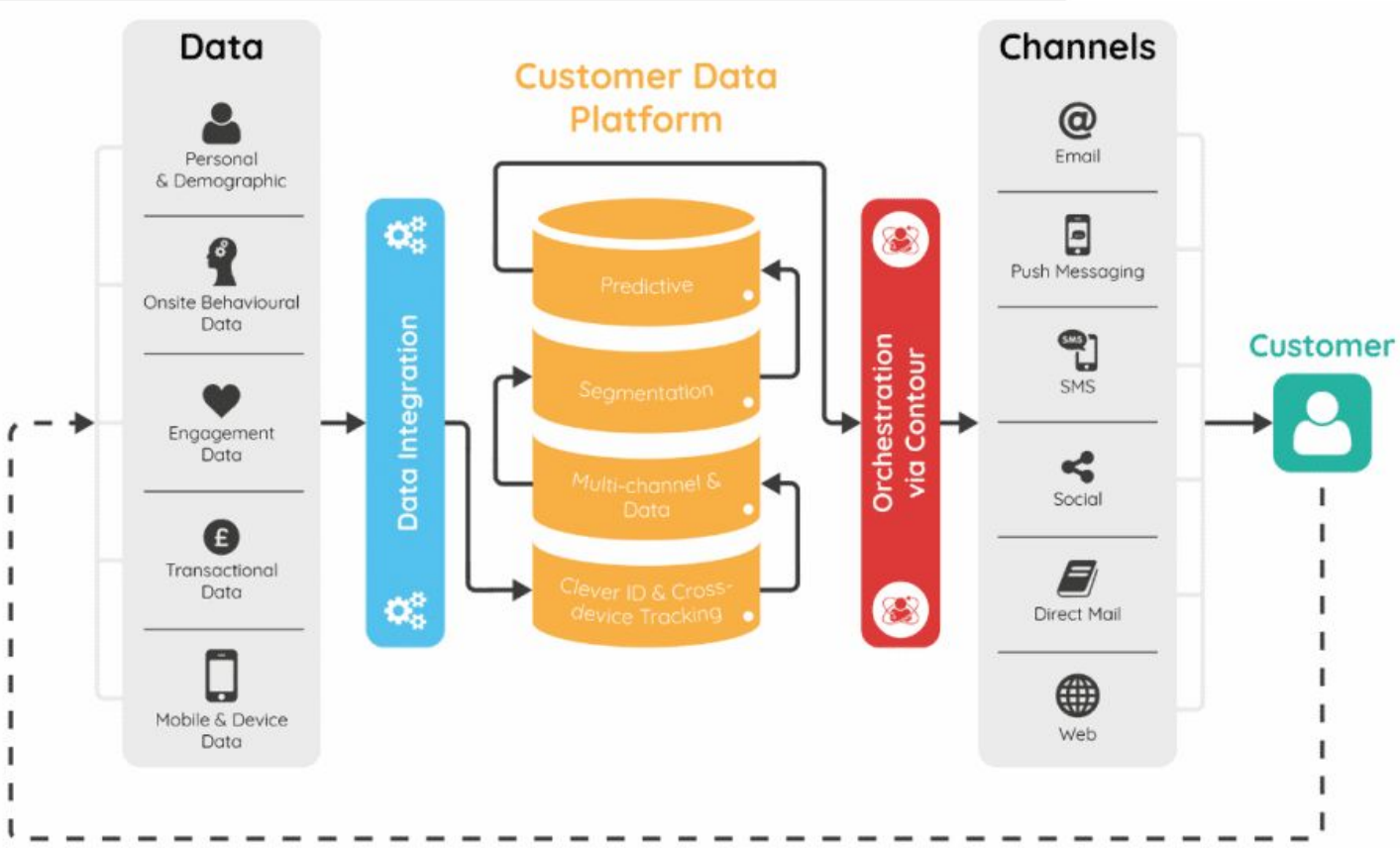
Merchants And Customers Is Not One-Way Communication

Unfortunately, The User Journey Is Not Linear As Well.

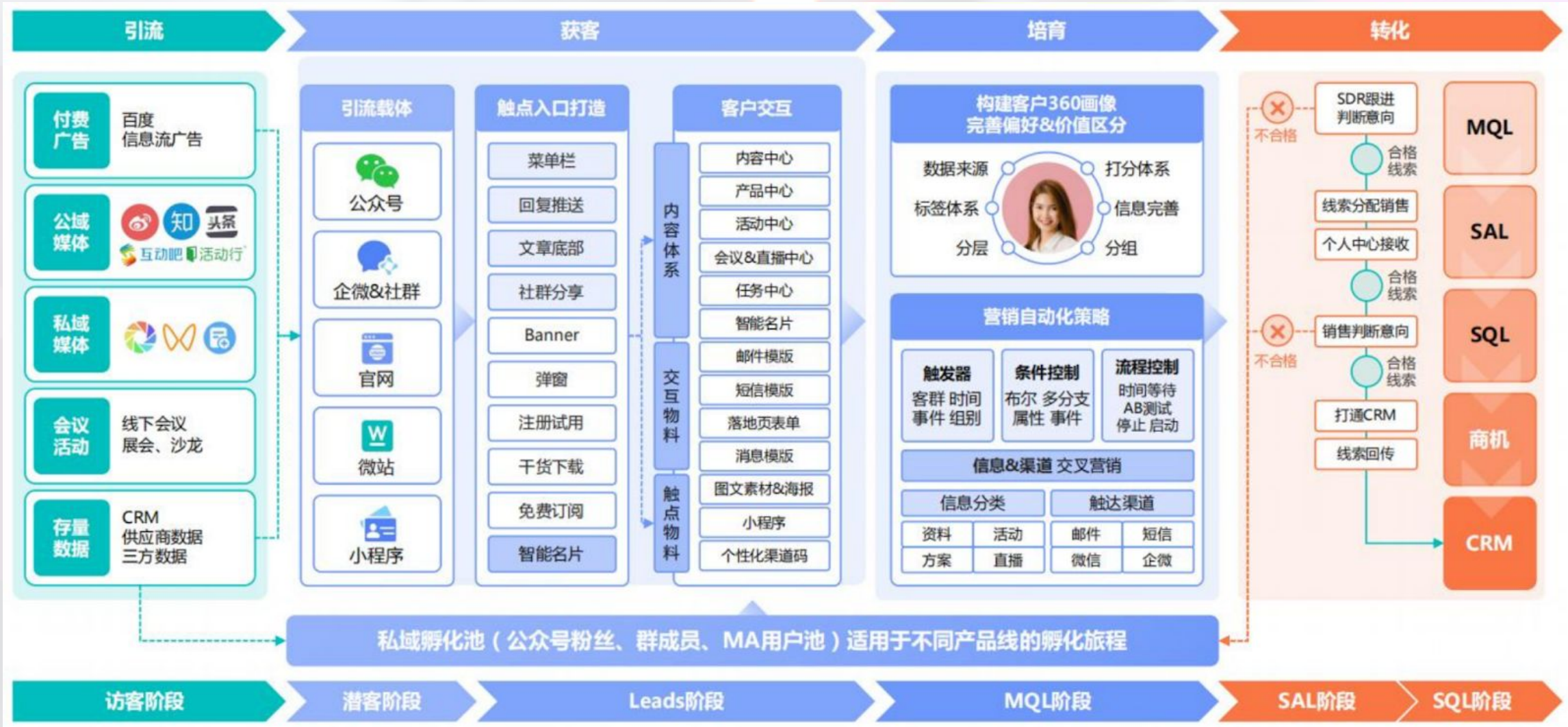




Leverage By CRM & CDP



High Level Architecture



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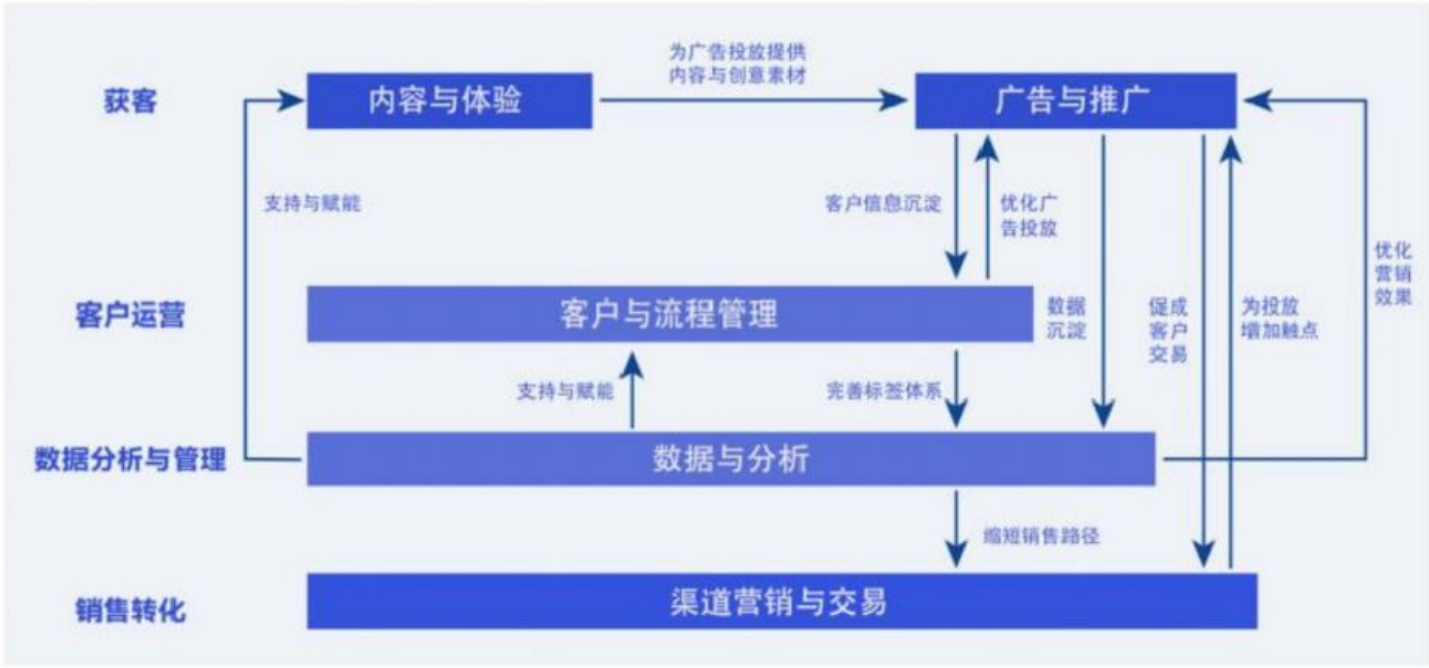
Recap


MarTech
广告与推广
程序化广告投放
移动营销、视频营销
搜索引擎营销SEM
原生广告、投放技术
内容与体验
创意模版
程序化创意
创意内容交易
内容管理
客户与流程管理
智能客服
CRM、SCRM
营销自动化MA
CEM
数据与分析
CDP、DMP、数据监测
归因及预测性分析、数据可视化
渠道营销与交易
商城管理、电商营销、销售渠道管理


获客
客户运营
数据分析与管理
销售转化
内容与体验
广告与推广
客户与流程管理
数据与分析
渠道营销与交易
为广告投放提供
内容与创意素材
支持与赋能
客户信息沉淀
优化广
告投放
数据
沉淀
促成
客户
交易
为投放
增加触点
优化
营销
效果
支持与赋能
完善标签体系
缩短销售路径

Keep In Touch!

WeChat ID:
Carri_Yeung

掃描上面的 QR Code 圖案，加我為朋友。