



Turn Your Data Into Actionable Insights

EQIDATA is the real-time, multi-platform integrated, advanced analytical SaaS solution **to boost your online business** in China and SEA (and for Europe soon)

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Common Pain Points

Reaching sales targets is getting every day **more complex and unprofitable**

Slow to react?

Brands struggles to consolidate quickly enough all the data together and fully understand their online business activities.

Disconnected channels' views?

Each local platform comes with different KPIs, costs, back-end systems and dashboards.

Lack of coordination within the company?

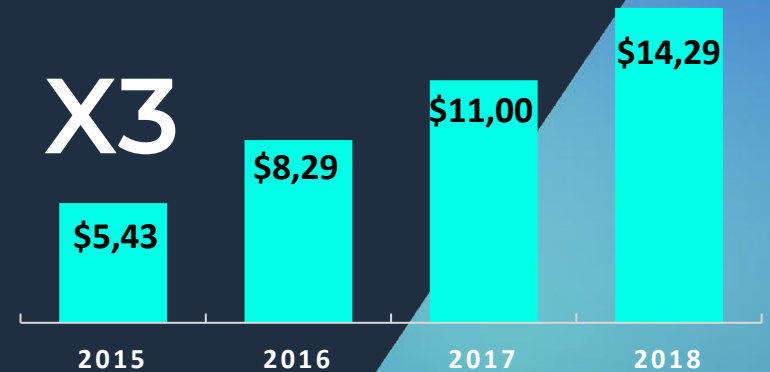
Brands try hard to coordinate Digital Marketing with E-commerce operation teams, but they pursue radically different goals and work on different sources of limited and biased DATA .

Common pain points

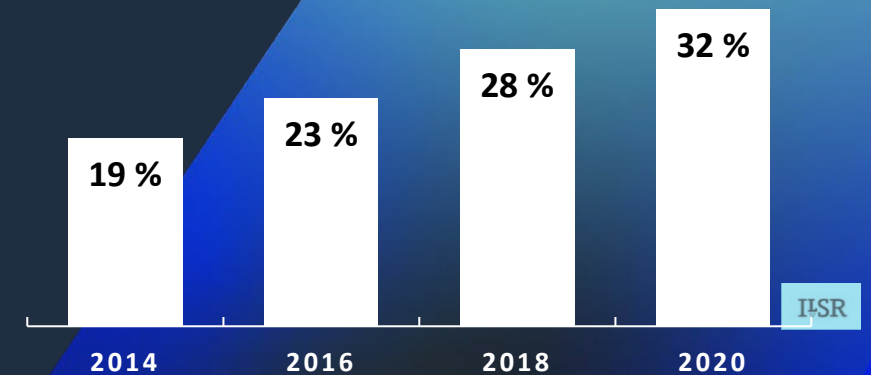
ALL BRANDS SUFFER
LACK OF PROFITABILITY
ON ITS ONLINE BUSINESS:

- Huge number of e-stores
- Most sales in **2500** marketplaces
- Lack of shoppers' data
- Lack of loyal customers
- Low conversion rates
- Unfocused promotions
- Growing e-marketing cost

Paid media CPM on leading China e-Commerce platforms



Amazon cut of sellers' revenues



Without Precise And Reliable Data, E-commerce Managers Are Blind To Invest

Platforms block access to consumer data.
Even if you get some info, it is outdated, inaccurate and
need time to be analyzed.

TOO LATE TO SOLVE THE PROBLEMS !
AND NOTHING ABOUT COMPETITORS !!!

In China and SEA, even worse !!

Why EQIDATA?

By letting you track your **Performance** Across all your **Platforms**,
And analyze your **Competition** Instantly in **Real-Time**
EQIDATA helps you intelligently boost your **Profitability**.

Discover if you are getting value out of your marketing budget,
pricing your products correctly or even selling on the
optimal marketplaces

Adopting an accessible company-wide data-led approach is the only solution

+200 data sources

Brand.cn ●

Market & Competition ●

Offline POS ●

E-commerce



T-mall JD Amazon



Shopee PrestaShop Lazada



Magento Zalora Tokopedia



Social Media



Wechat Weibo TikTok

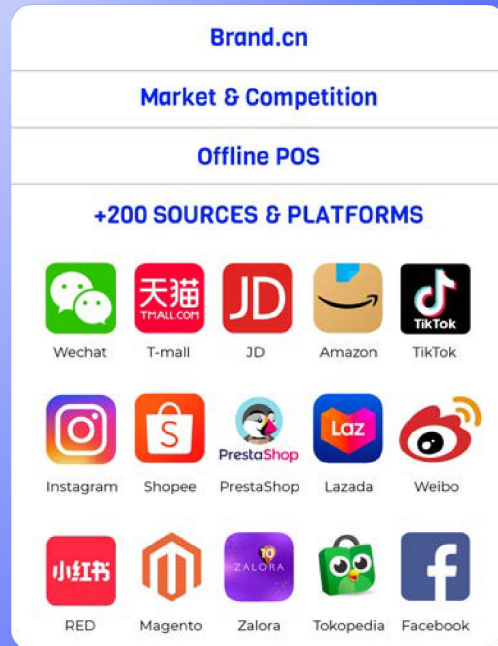


Instagram RED Facebook

HOW IT WORKS?

EQIDATA collects data from all e-Commerce and social media platforms, sCRM, market and competitors and offers live, dynamic and customizable multiplatform data analysis, predictions and recommendations.

Data Sources



Valuable Take Away

- **Real-time dashboard**
Multi platform live real-time, dynamic data visualizations.
- **Analysis**
Simultaneously track the performance of your omni multiple channels, competitors and industry.
- **Prediction**
Forecast sales and performances of across multiple different scenarios.
- **Actionable recommendation**
Discover the optimal scenario to get the best performance

FROM ANALYSIS TO RECOMMENDATIONS



**REAL-TIME
DASHBOARDS**



**MULTI-PLATFORMS
ANALYSIS**



**PROMOTION & EVENTS
EFFECTIVENESS**



**BACK-OFFICE OPERATIONS
ANALYSIS**



**DIGITAL MARKETING IMPACT
ON SALES MEASURE**



**SINGLE & MULTI
CHANNEL VIEWS**



**CONSOLIDATED
KPI & METRICS**



**CROSS-PLATFORM
SALES FUNNEL ANALYSIS**



**BUSINESS EFFICIENCY AND
CONVERSATION RATE**



**CUSTOMER RELATIONSHIP &
ORDER MANAGEMENT**

BRANDS DASHBOARDS

Brands use DATA ANALYSIS TO MAXIMIZE THEIR ONLINE SALES
Measuring the ROI of all actions and promotions



Combined company
ecommerce & marketing
operations



Competitors monitoring



Actions ROI measurement
and channel performance
by attribution

Saving overheads and capex, maximizing profitability and ROI

Our Solution

Sales / E-commerce

Analyze Your Own:

- Multi-Platform KPIs and Metrics
- Traffic Sources and Funnel
- Product Performance
- Returns & Refunds
- Complex Metrics
- Trends Analysis
- Periods Comparison





Digital & Social Marketing

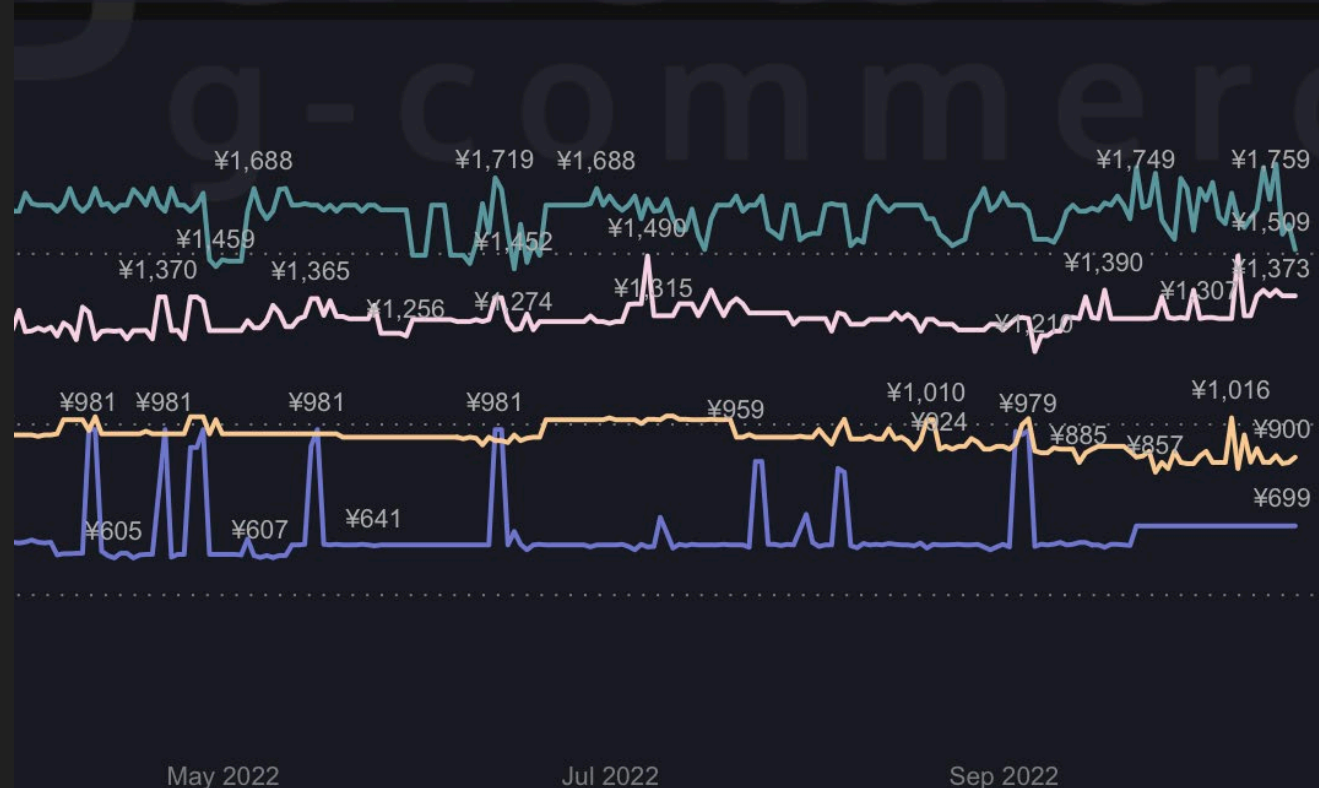
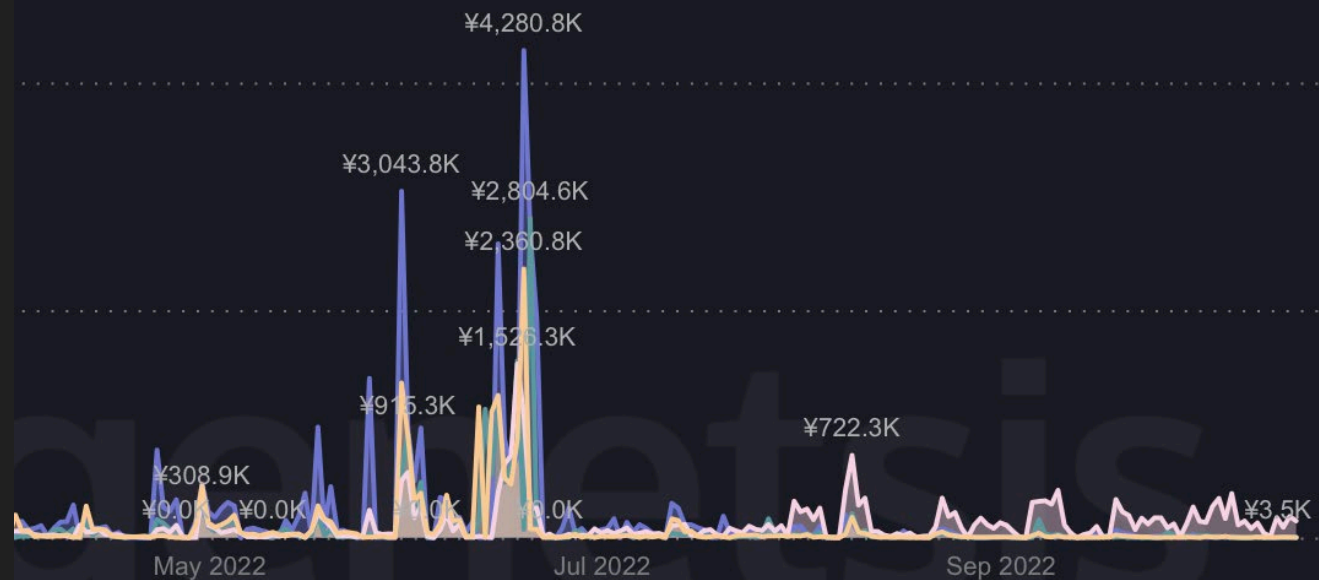
Analyze Your Own:

- Consumer Behavior
- Traffic
- Social Media Operations
- Engagement
- Posts Visualization
- Content Performance
- Impact on ecommerce Metrics

Competition Watch

Oversee Their:

- Revenues of Direct Competing Products
- Price Positioning and Strategy
- SKU Discounts & Promotion Strategy
- Social Media Activities and Performance
- Content Quality Analysis






























Optimal financial & technical solution:

An in-house solution make no economical sense and needs maintenance, with very limited access to data

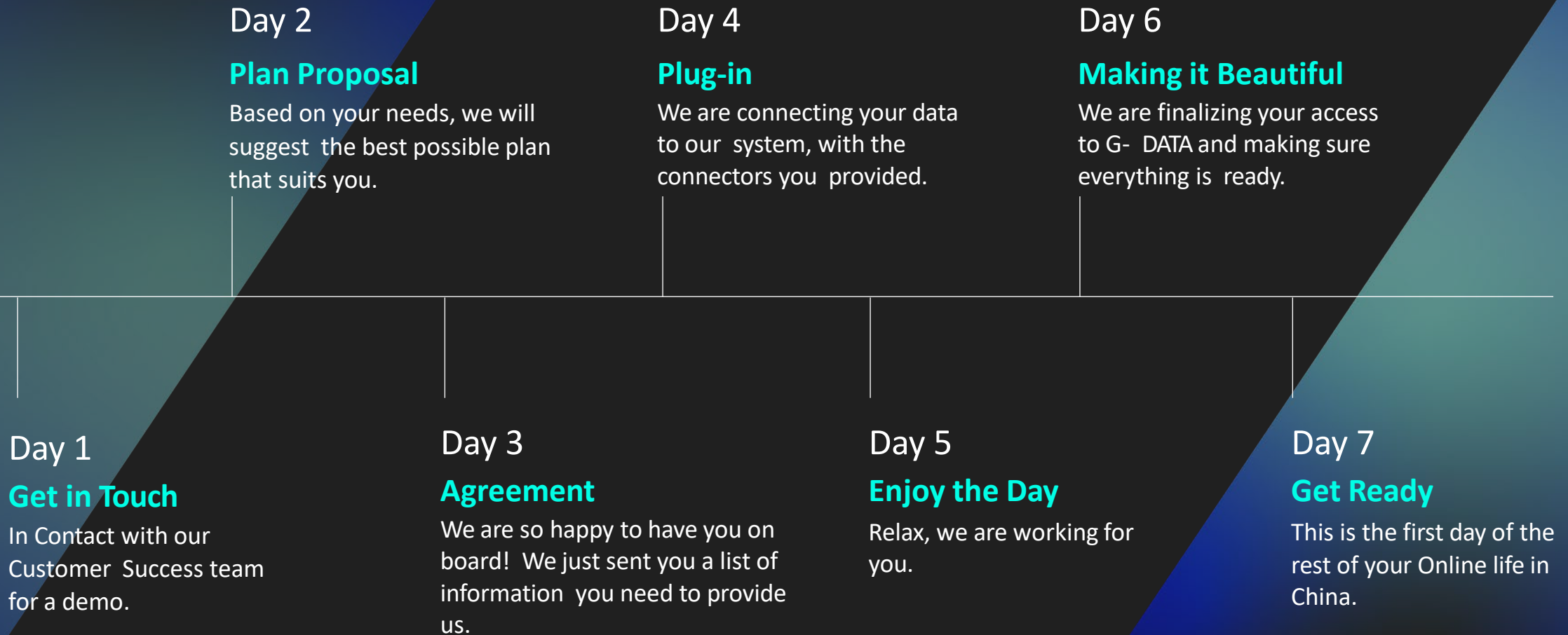
	In-house solution	EQIDATA
Time / Effort	12 Months	Hours
Maintenance	Continued / Indefinite	No maintenance
People	Several software engineers and data scientists	Fully automated
Cost	High Capex and Opex	Low monthly fee
Data access	Limited	Complete
Data accuracy	Very low. Need for algorithms	Very high. Several data sources
Future	Ever-growing complexity to manage and update APIs	Same dashboards, regardless the number of platforms

Competitive landscape:

A Unique Integrated And Neutral Multiplatform Solution

	 High  Low	APIs with data sources	Data Structure	Data Accuracy	China ecosystem	Multiplatform Integration	Independent/Neutral	Examples
Chinese Platforms								Baozun / ECData / Datasense
Partners, marketing agencies, other third parties								Chaoli / Kawo / Re-hub
Point-to-point developers								Accenture / Deloitte
Non-Chinese software								Treasure Data / Datasense
								Special permit to manage data

7 Days - Onboarding Process



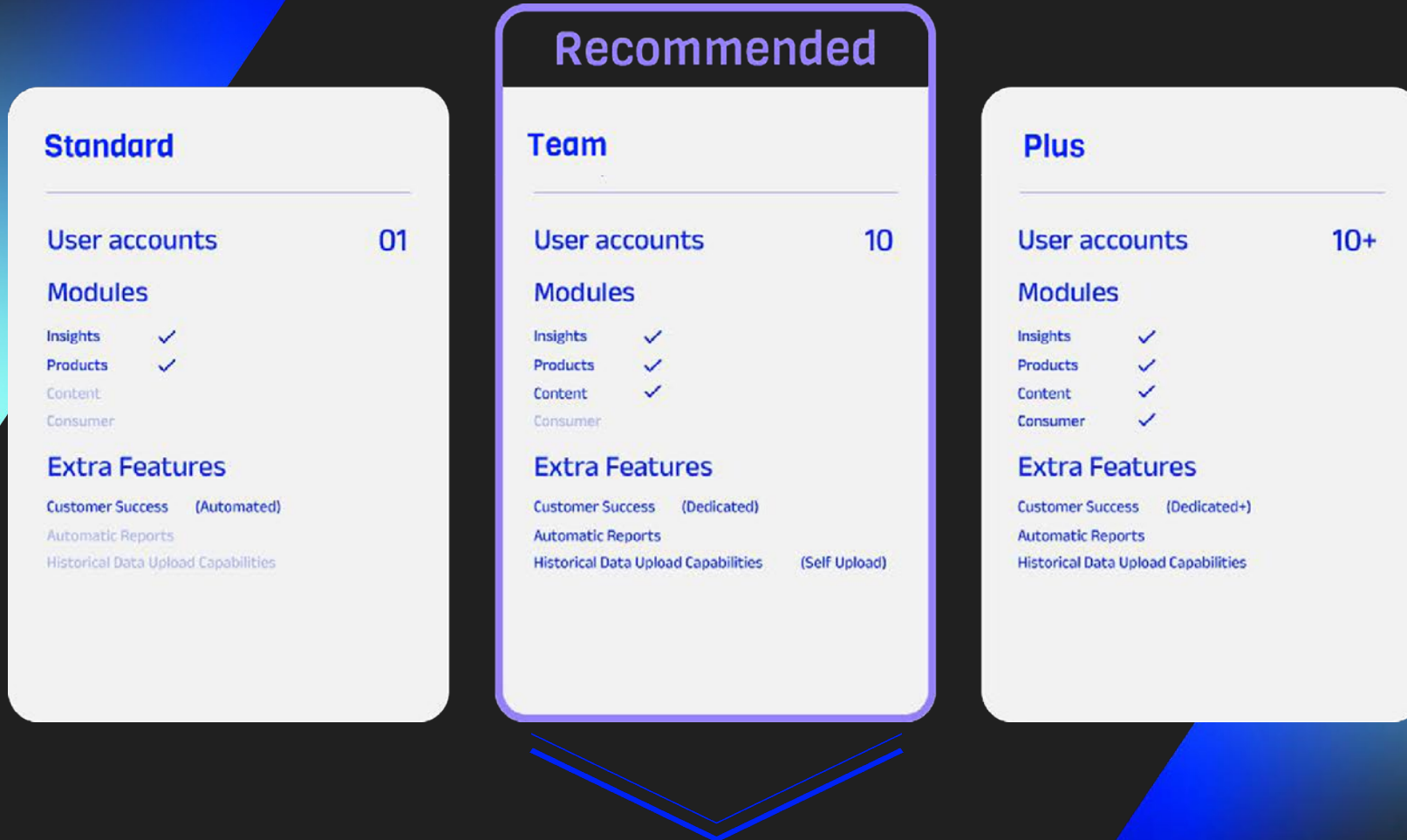


Work with us and secure an advantage online

Get immediate feedback and insights, reduce your time to decision and improve your profitability online.



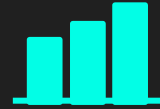
Three service plans



	User Accounts	Modules				Insights Capabilities				
		Insights	Products	Content	Consumer	Operations	Competitors	Performance	Categorization of products (own / competitors)	Multibrand capabilities in the same G-data plan
Standard	1	✓	✓			✓	✓		2	
Team	10	✓	✓	✓		✓	✓	✓	7	
Plus	10+	✓	✓	✓	✓	✓	✓	✓	7+	✓

	Products Capabilities						Content Capabilities		Extra Features		
	Brand EC shops	Brand social media accounts	B2B2C shops (tmall supermarket, multibrands)	Offline shops integration	Competitors shops	Competitors skus per shop	Management of Activities	Publication scheduler	Historical data upload capabilities	Automatic reports	Customer success
Standard	1	1			2	5					Bot
Team	5	5	5		7	20	✓	✓	Self Upload	✓	Dedicated
Plus	5+	5+	5+	✓	7+	20+	✓	✓	We do it for you	✓	Dedicated+

Key highlights:



IA & Data Driven

The power of data & IA to transform the online business with transparency to improve ROI



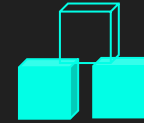
Proprietary and differentiated tech

Copyright in China and with all permits to use data



China and SEA coverage

Something Western solutions can't offer



Multi Platform

Unique integration of data from every ecommerce and social media platform



Integrated Scalable SaaS Solution

No limits for profitable growth without Capex or Opex



World class team

The best blend of Chinese and Western entrepreneurial cultures

Already using EQIDATA:

INDITEX



TOUS

GALLERIES
Lafayette



MAISON KITSUNÉ
PARIS

LLADRÓ

SHAD

NATIO
NATURA - AUSTRALIAN BRAND



FRESHLY
COSMETICS



ALFA INTES

glacial_{Rx}

Aquis

HIVITAL
foods



R.O.X.
Recreational Outdoor eXchange

NAI TANG PAI

SINOTASTE
思 浓 特

„Sperlari“

Pharmex[®]

BLACKROLL[®]
THE HEALTHSTYLE COMPANY



1 Challenge

Natio was not profitable in the Chinese market, despite the market regularly featuring in their top 3 markets.

2 Diagnoses

We discovered that the Unit Retail Price of products sold through Tmall (Natio's main sales channel) were below cost after marketing and logistics added.

3 Result

Reducing the brand's dependency on discounts meant losing customers and revenue but brought the brand back into profit. Now, Natio is selling at a higher price point in the market and able to reinvest to grow revenue sustainably.

Case Study: Natio

About Natio

Natio is one of Australia's leading beauty brands. Founded in 1993, and still family owned, most of Natio's products are still produced in Australia.

The brand has been available in China since 2018 and, despite strong sales, had not found an audience for their full price product until recently.



1 Challenge

Birkenstock were losing money on individual sales in logistical costs. Consumers seemed to have a high percent of single product basket and there were a high number of returns cutting into the profits.

2 Diagnoses

EQI Data highlighted that customers were making multiple separate purchases of different sizes at around the same time and shipping to the same address.

3 Result

Further investigation revealed that the brand's ecommerce team was running a promotion that encouraged consumers to make multiple purchases to unlock a discount for each sale, consumers were then returning the unwanted pairs of shoes.

Case Study: Birkenstock

About Birkenstock

One of the most recognizable footwear brands, known for quality, comfort and sustainability - even before it was trendy.

Despite being founded in 1774, Birkenstock is a very digitally-savvy brand. When they found they were losing profitability on logistics in China, they approached EQI Data to discover why.

30% saving on logics costs



1

Challenge

Miriam Quevedo saw that sales were very strong in the market, but were unable to get any further information from the distributor on audience types, geography or any feedback from consumers.

2

Diagnoses

Initial investigation into the sales of the distributor surfaced an anomaly, there were fewer sales showing in marketplaces than the distributor was claiming and purchasing from the brand.

3

Result

Some distributors will over-report the sales that they make (and buy from the brand) for the first year or so to become indispensable and secure exclusivity when renegotiating contracts.

Case Study: Miriam Quevedo

About Miriam Quevedo

Miriam Quevedo boasts a wide range of luxury products and treatments in anti-ageing skin and haircare. The brand is especially known for its use of precious ingredients, organic botanicals and high-tech peptides in its products.

In China, the brand sells exclusively through a distributor.

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