# Elfo Business Credential

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### We are elfo

Headquartered in Malaysia, elfo is a martech and adtech company that was founded on the idea that a client should be able to rely on one agency to handle all of its digital marketing.

Since its inception, elfo's digital expertise has helped brands achieve their business goals by driving conversions through innovative products, ad platform technology, and strategic digital marketing management.

elfo's range of products provides long-term solutions for email & marketing automation, messaging solutions, affiliate network, programmatic advertising, and many more!

At elfo, we believe the success of our company lies in the success of our clients.





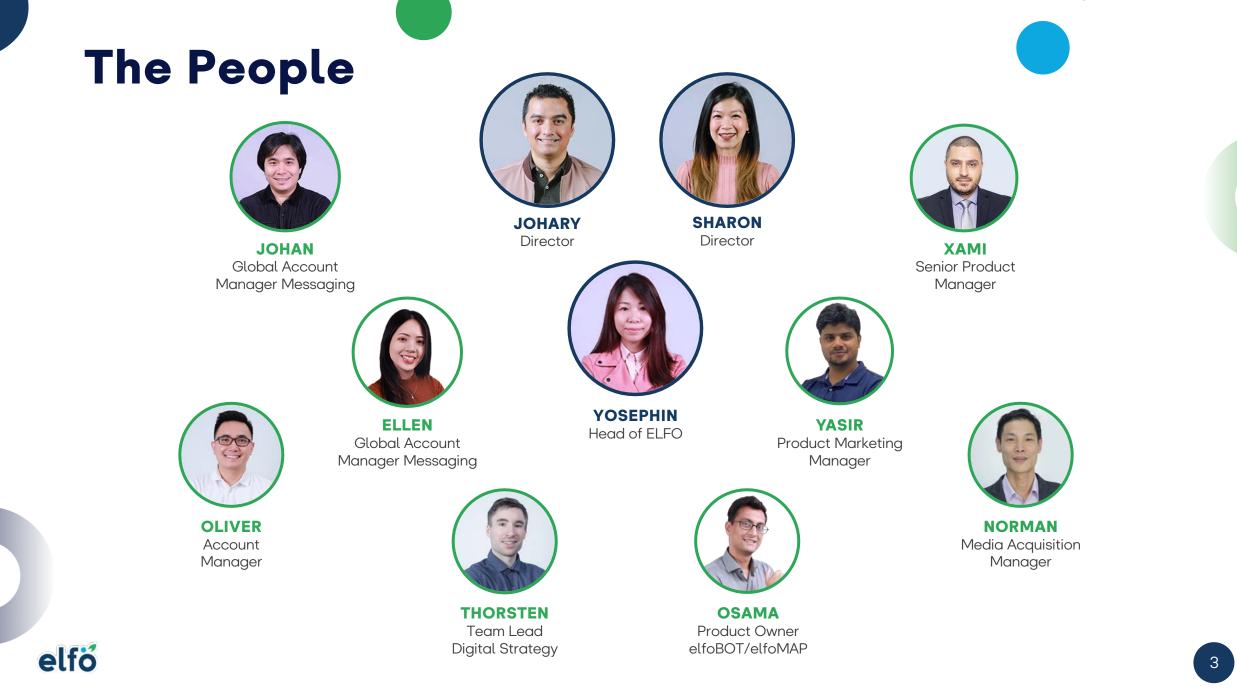
Best SME **Digital Provider** of The Year

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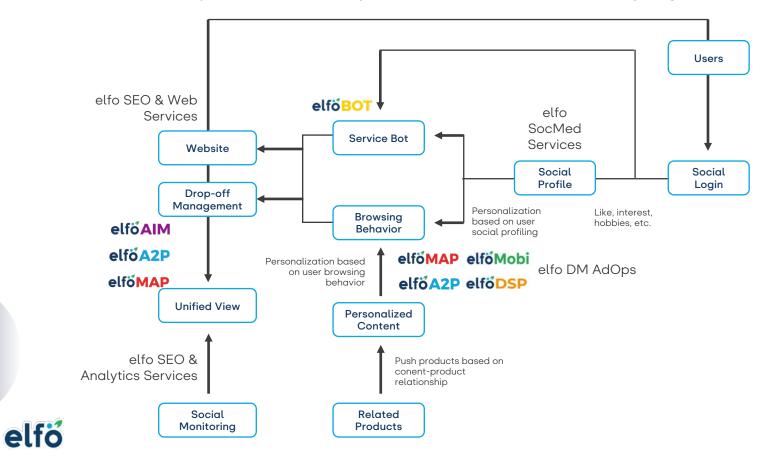
# What We Do?

**PRODUCTS & SERVICES** 

### **Overall Digital Ecosystem**

Businesses can rest assured knowing that **elfo**'s services and products will cover their digital marketing needs from end to end.

To achieve the optimal marketing performance, all touchpoints in the digital ecosystem needs to be addressed and with **elfo**, all aspects are carefully interlinked to work seamlessly together.



Utilizing a unified, centralized data platform such as **Google Analytics**, will ensure that audience-targeted content from social media, fed into the clients' website or leadnurturing platforms such as email marketing, can be efficiently monitored.

Select Path Q	START	Pause	O Send Message
Greet returning user	•	R	How can we help you today with?
Default Message	Basic Information		
Human Takeover		5 seconds	0
Post resolution	<b>_</b>		
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Change browser (-)	•		
Checking ID transaction	Welcome Message	User information	7
Checking Transaction			
+ Checking transaction / No code	Hi {[user.first_name]]. Welcome!	E	
Code not received			

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# elfőBOT

#### **Chatbots and Live Chat**

elfoBOT provides an easy-to-build chatbot platform for businesses to engage customers on multiple channels with AI-driven customer support software.

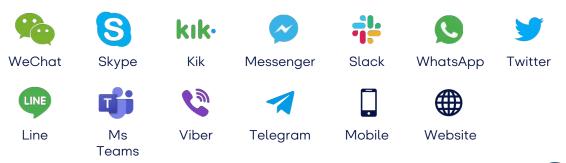
Generate Solid Leads

Use predictive analysis to qualify prospects' inquiries automatically with conversational AI.

#### Improve Customer Service

Offers personalized recommendations based on stored customer data which can be retrieved for advanced analysis in real time.

#### **Supported Platforms:**



#### Boost Customer Engagement

Replace the need for human customer service to reach out to website visitors proactively.

Date filter May 27 - M (27 - ~	
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# elfő BOT

#### **Features**

elfoBOT goes the extra mile in ensuring that the desired chatbot performs well across a wide range of use cases.



Natural Language Processing Done Right



Flexible Deployment Models



Conversion Flow Builder



#### Voice Bots

Bot Marketplace

Multilingual

Customer Support



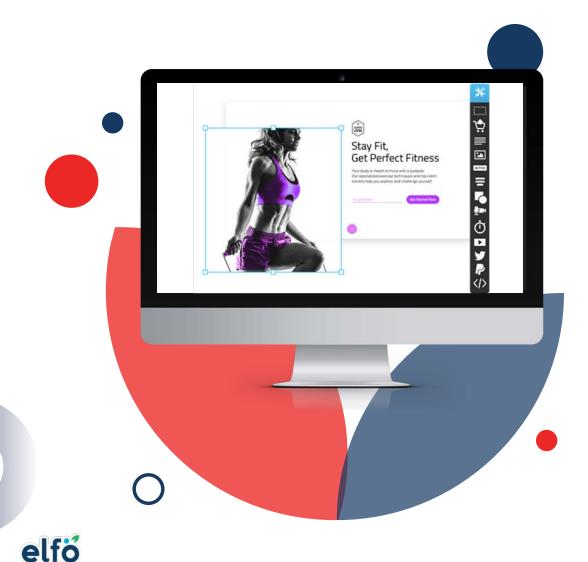
Supercharge Your Sales and Marketing



Advanced Integration Framework for JSON Rest APIs



Seamless Handoff Via Human Takeover



### elfőMAP

#### **Automation & Email Marketing Solutions**

A marketing automation platform and service for businesses to optimize their email marketing campaigns and engage customers more effectively.



Engage and welcome subscribers or customers with timely automated emails.



#### Drag & Drop Email Editor

Edit, design and craft beautiful, engaging emails with a userfriendly drag & drop feature.

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#### **Email Marketing Templates**

Select from a library of over 200 eye-catching templates.



#### Leads & Sales Funnels

Get quality leads via built-in funnels and convert them to paying customers.

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	Feb. 49 2018	4426	3429 (74.1%)	42(7.8%)		
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#### Landing Page Editor

Build landing pages that convert with a seamless drag-and-drop editor – no coding required!



#### **Webinar Hosting**

Set up and host interactive webinars within the platform.



#### **Email Automation**

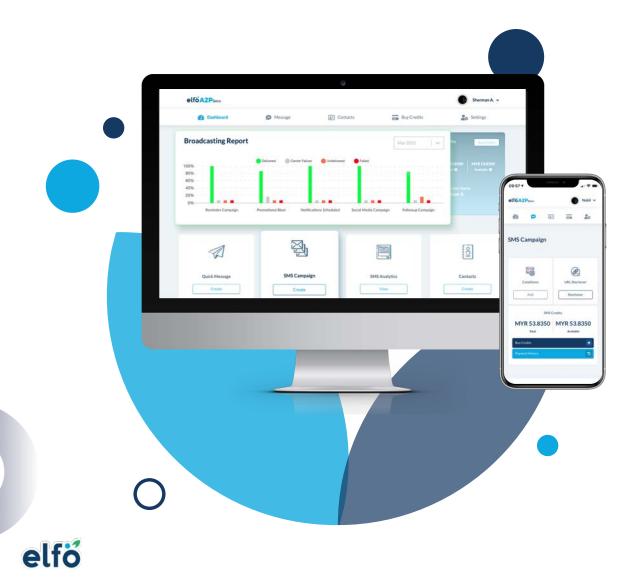
Create workflows to trigger automated emails based on subscribers' actions.



#### Web Push Notification

Connect with website visitors via easy and effective notifications.

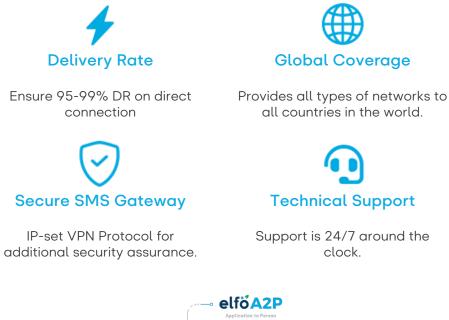
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## elfőA2P

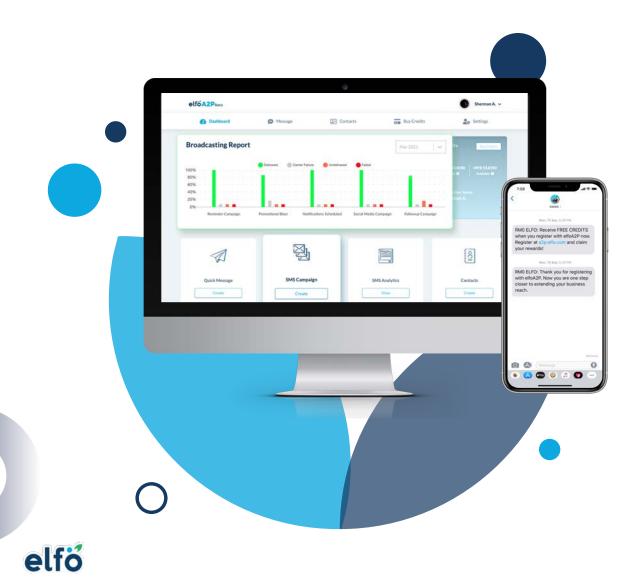
#### A2P Messaging Platform

elfoA2P is a user-friendly Application-to-Person messaging platform that provides mobile marketing and communication solutions for brands and businesses to engage their customers.



Application to Person

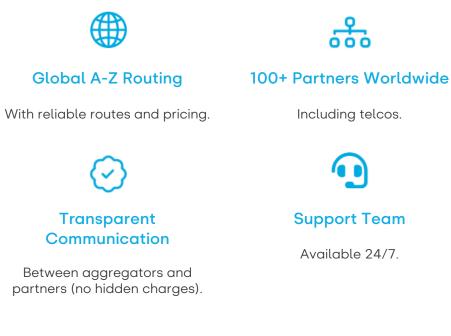
#### Seamless and Secure Integrations



# elfőA2P

#### A2P Wholesale SMS

elfoA2P is a platform and a messaging gateway for aggregators and resellers to access fast, secure and reliable routes for SMS delivery in A2P messaging.



2 Billion + SMS transactions in 2019 for Malaysia alone.



# elfőAIM

#### **Conversion Based Landing Page Builder**

elfoAIM is a landing page builder used to create and run marketing funnels that convert website visitors into paying customers. Create custom landing pages that suit the products or services with elfoAIM.



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# elfőAIM

#### **Conversion Based Landing Page Builder**



#### **Drag-and-Drop Editor**

Comes with a drag-and-drop editor and exclusive templates that suits the business.



#### **Branding and Styling**

Landing page templates will automatically change to the color and styling that has been selected.



#### Integrations with SMS and Email Marketing

Expand reach with SMS and email marketing by integrating with elfo's third party platforms.



#### **Mobile Responsive**

Templates are built to be compatible with both mobile and desktop so there is no worry about viewing on different devices.



#### Data Analytics and Tracking

Monitor landing pages with real-time Google Analytics and tracking features.



## elfőDSP

#### **Programmatic Advertising Platform**

elfoDSP is a programmatic media buying platform that enhances your digital marketing campaigns by delivering personalized advertisements to your target audience worldwide.



#### **Trusted Worldwide Partners**

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### elfőDSP

#### **Features**

### Flexible Bidding

Allows advertisers to evaluate the quality of individual publisher impressions.

### Worldwide Publishers

A wide range of media placement across desktop, mobile, tablet, and apps from Top Publishers and Ad Networks to support the target audience.

#### **Brand Safety**

Security layers provided to ensure the brand's image is protected, such as traffic-scanning tools to identify and block fraudulent traffic.

#### Real Time Reporting

Get access to detailed information of the campaign – from a general overview to deep campaign analytics.

### Advanced Targeting

Segmented according to site or carrier, demographic audience, device ID, behavioral targeting, location, time and day and other variables to add value.

#### Self-Service

A platform that allows advertisers to create their own account, and to create, pay for, and manage campaigns.



## elfőMobi

#### Affiliate Marketing Network

elfoMobi is an affiliate network providing worldwide performance marketing campaigns on multiple verticals with high conversion rates & competitive payouts.

#### Verticals:



Mobile Subscription



Software and Utilities



Mobile App Installs



E-Commerce



Sweepstakes



Dating

#### 1,500,000+ Conversions and Counting



# elfőMobi

#### Affiliate Marketing Network

#### For Publisher

Let us take care of everything. You only have to focus on results and gaining profits.

#### • Flexible Payment

Although our standard payments are monthly, bi-weekly and weekly payments are also available depending on your earning and traffic

#### Trustworthy Account Manager

A reliable account manager to help you to scale up your campaigns and help you to make more money.

#### • Competitive Payouts

We're looking for the competitive payout and best offers in the market.

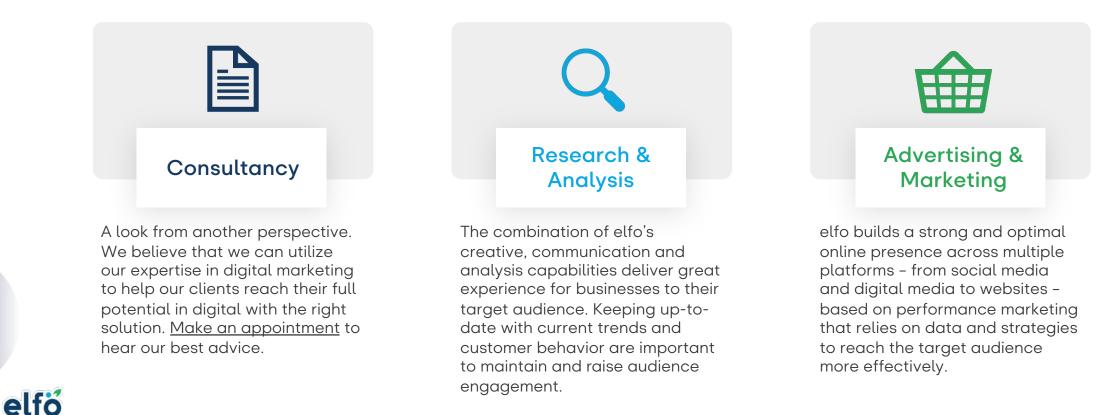
#### For Advertiser

elfoMobi is commited to helping companies expand their business globally by providing the best traffic performance, quality leads and highest ROI. We will provide companies with new quality base users from various channels.

### **Digital Marketing Services**

At **elfo**, digital marketing services are provided for profitable customer acquisition at cost-effective prices. From planning a digital strategy that fits business goals to running and managing campaigns, elfo has everything brands need under one roof. The creative digital marketing solutions leads to more synergy and less complexity.

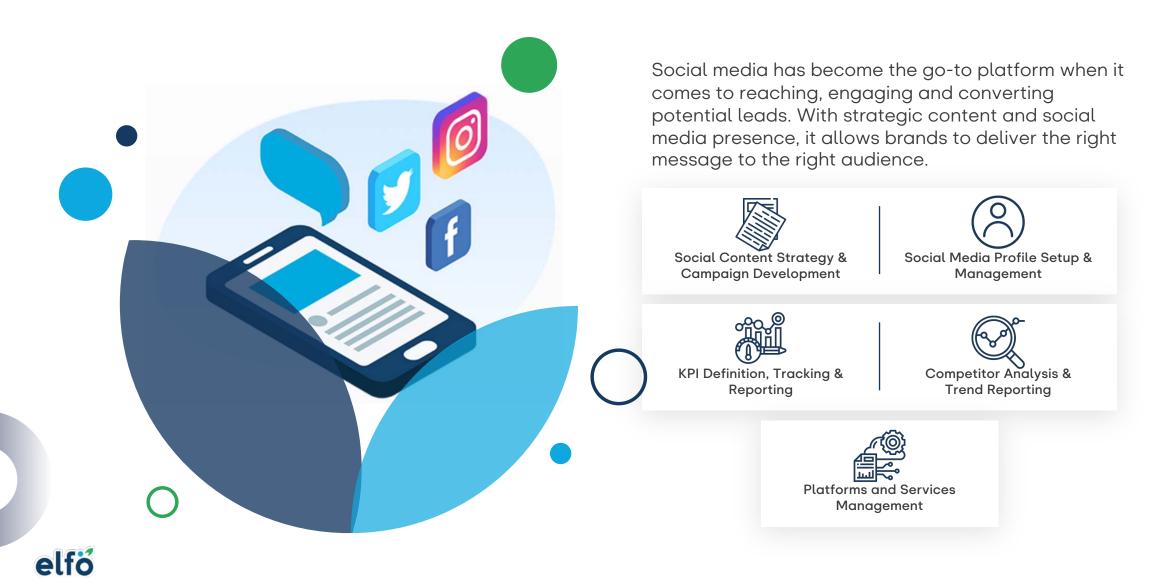
**Arrange a consultation** for free with elfo's professional experts for the digital marketing services that suits the business.



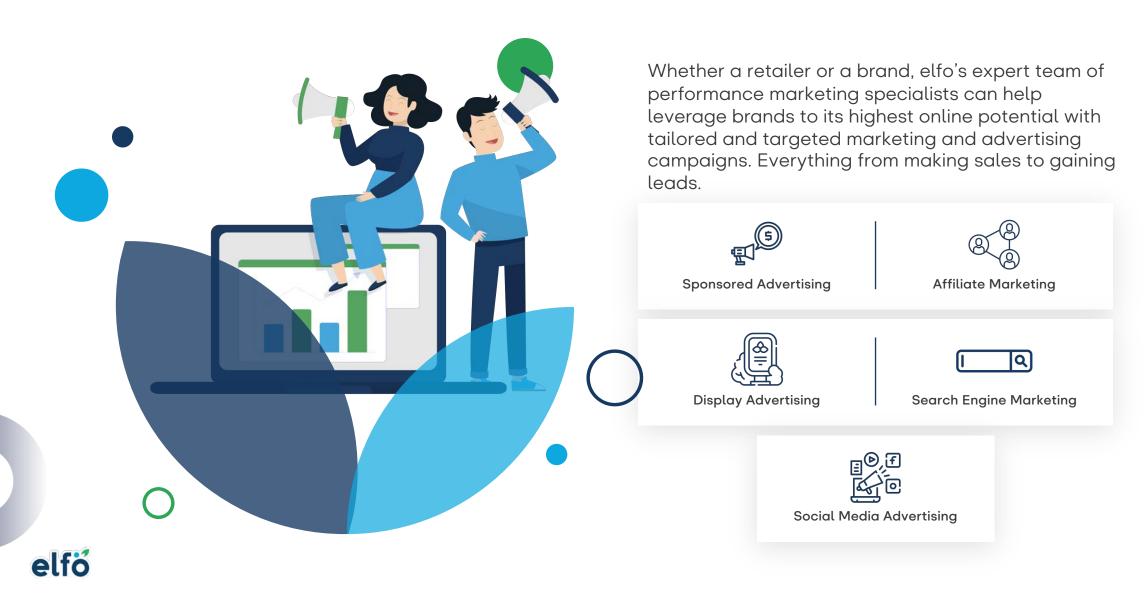
### **Strategy & Servicing**



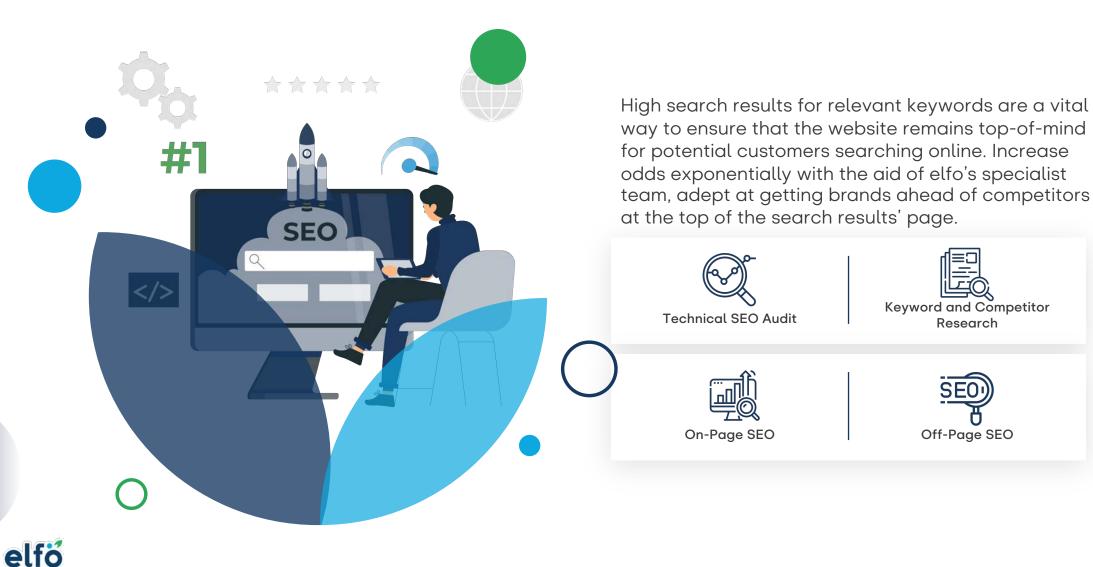
### **Social Media & Content**



### **Performance-Based Marketing**



### **Search Engine Optimization (SEO)**



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Research

**Off-Page SEO** 

# Success Stories



The National Tech Association of Malaysia

#### Self Service Package

- Subscribed for 1 year
- Will extend their subscription

#### Result

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**37.29%** open rate

vs. 28.77% industry average

# 8.78% click rate

vs. 3.99% industry average



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The first campus opened by SEGI University & Colleges

#### Self Service Package

- Subscribed for 6 months.
- Will extend their subscription.

#### Result

100%

Increase in email conversions from campaigns

# **30%** open rate

For emails to Australian recruitment agencies **90% open rate** For scholarship-

For scholarshipoffer emails to potential students The straightforward onboarding process and reliable professional support are definitely convenient, cutting short our learning curve and making the integration effortless. Statistics

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Feb 02, 2018 - Feb 11, 2018



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Professional development segment of the Ri-Yaz Group.

#### **Campaign Objective**

To help provide end-to-end project management solutions that market their HRDF's courses and its registrations flow.

The end goal is to collect registrants and achieve their slots quota for the courses.

#### Approach

- 1. Utilized custom landing page ecosystem and Eventbrite as the registrations platform
- 2. Utilized elfoA2P SMS blasting and Facebook Ads to market the course to the target audience.

#### Result

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Impressions

Cost per click

**RM0.46** 

Total sign-ups

893+



# Sour Partners

#### Ve facebook $\sim > 0$ Adobe **TikTok** criteoL. Semrush Creative Cloud<sup>™</sup> SimilarWeb click funnels RTBHOUSE = \rm **Google** Ads 🔊 adjust Google Analytics S smadex Google Web Designer **agora**pulse YOU • APPI Analytics Media Creative Tech

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### **Our Partners**



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### **Our Events**

20+ B2B events participation since 2018 and many more to come





#### Europe GCCM 2020



#### **UnofficialMWC Barcelona**





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elfo National Days



#### Employee Wellness



#### Extracurricular Clubs



Team Outings



### **Contact Us**



# elfő

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