



TRUE REACH
CHINA

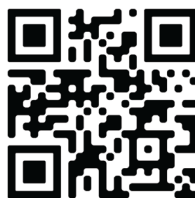
Contact Us...



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LinkedIn



End-to-end
Marketing Agency Targeting
Affluent Chinese Travelers

**Simplifying access to
China's affluent travelers**
through complete & integrated marketing services



Fliggy

**Eliminate media wastage
by leveraging Alibaba's ecosystem**
for full funnel targeting & measurement



Strategy

Research, Competitive Benchmarking, Social Listening, Trend Tracking, Data & Insights, Campaign Measurement & Reporting



Creative

Brand & Campaign, Creative Strategy, Concept Development, Content Creation, Localization and Cultural Adaptation for the Chinese Market



Media

TA-Driven Media Strategy & Planning, Digital & Offline Media Buying & Execution, Performance Optimization & Reporting



Social

Social And Ecommerce Setup & Management, Content Planning & Community Management, Social Commerce Integration & Campaign Activation



PR

Influencer, KOL/KOC/KOS Management, Media Relations, Online & Offline Event Planning & Activation

Fliggy

Travel Behavior,
Destination, Date...

Taobao

Purchase Behavior,
Product Categories



User Profile

Social and other platforms



Douyin



Rednote



WeChat



Weibo

Alibaba

Fliggy



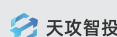
YOUKU



AMAP



天攻智投



天攻智投



Awareness

Interest

Purchase

Loyalty