DeepZero | iPinYou
北京深演智能科技股份有限公司

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Other offices / Shanghai,London,Seattle,San Francisco,Singapore,Hongkong,Guangzhou,Hefei

中国地区成立时间 / 2009
Founding year of Agency in China / 2009
总人数 / 400+
Total employees / 400+
投资方 / 中移创新产业基金、深圳市创新投资集团有限公司等
Shareholders / China Mobile Innovation Industry Fund,
Shenzhen Capital Group Co., Ltd. SCGC and so on

深演智能是中国成熟的 AI 驱动的营销技术（Martech）公司，国家级专精特新小巨人企业，为国内外大中型企业客户提供全域、智能和端到端的 CDP、DMP、MA、Adserving 等一站式营销云产品，全链路的助力品牌高效实现从“用户获取”到“用户运营”的数字化、精细化的用户全生命周期管理，赋能企业的 CMO、CEO、CIO 等关键决策者，助力提升企业的经营效率和营销 ROI。

DeepZero is a leading AI-driven MarTech company in China, recognized as a National High-tech Enterprise with Specialization and Newness. We empow-er key decision-makers such as CMOs, CEOs, and CIOs to improve marketing ROI by providing omni-channel marketing products, including CDP, DMP, MA, and Adserving. Our products help brands efficiently reach and engage target audiences in China, while managing customer data throughout the full lifecycle.

DeepZero | iPinYou 深演智能 | 品友

Awards achieved in 2022/2023 / 2022/2023 赢得奖项

3rd Place in Top 40 Annual Customer Data Platform (CDP) Services Awarded by CIWEEK	互联网周刊 年度客户数据平台 CDP 服务 top40 第三名
2022 Future Star of Chaoyang, Beijing Awarded by Deloitte	德勤咨询 2022 年度北京朝阳明日之星
AI International Advertising Award, IAI International Advertising Festival Technology Marketing Excellent Case Award.	AI 国际广告奖 IAI 国际广告节技术营销优秀案例奖
Zhiniuer & Wangong Global Digital Marketing Business Service Ecological Map	执牛耳&弯弓 全球数字营销商业服务生态图谱
China Intelligent Decision-making Manufacturer Panorama Report, China Consumer Goods and Retail Digital Manufacturer Panorama Report by iResearch	爱分析 中国智能决策厂商全景报告、中国消费品与零售数字化厂商全景报告等奖项
Annual Excellent Marketing Service Case Awarded by China Advertising Association	中国广告协会 年度营销服务优秀案例
2022 Automotive CIO Lingyun Award - Excellence Award for Digital Products and Services	WRE World Retail Elite 汽车 CIO 凌云奖-2022 汽车数字化产品|服务 卓越奖
Outstanding Solution Partner for the Year 2022 by JD Technology	京东云 2022 优秀解决方案合作伙伴
TAOBAO and TMALL Partner Awards for the Year 2023 Five-star Tmall Partner	淘宝天猫服务商 2023 年度综合能力评估 五星服务商
iDigital China & China International Chamber of Commerce Automotive Industry	iDigital China&中国国际贸易促进委员会汽车行业分会
Branch ADMIC Jin Can Award - Annual Digital Marketing Service Provider for Automotive Industry.	ADMIC 金璨奖-年度汽车数字化营销服务商
TopDigital 2022 Annual TBI Outstanding Brand Innovation Award	TopDigital 2022 年度 TBI 杰出品牌创新奖
CDP Intelligent Global Data Marketing System Award by Advertiser's Night & China International Advertising Festival/China Advertising Association	广告主盛典&中国国际广告节组委会/中国国际广告协会 CDP 智能全域数据营销系统大奖

Key Agency Personnel / 核心团队

Grace Huang 黄晓南
创始人兼 CEO　Founder & CEO

Mark Xie 谢鹏
联合创始人兼 COO　Co-founder & COO

深演智能 DEEP ZERO | 品友 IPINYOU

Main Current Clients / 目前主要客户

广告主 Advertiser	品牌 Brand(s)	合作始于 Working together since	服务范畴 (* 注) Services provided (*Note)
HONDA 广汽本田	HONDA 广汽本田	2017	2,16,20
Mondelēz 亿滋	Mondelēz 亿滋	2017	14,15,16,22
Turkish Airlines 土耳其航空公司	Turkish Airlines 土耳其航空公司	2020	14,15,16
Gucci 古驰	Gucci 古驰	2020	14,15,16
Movefree 益节	Movefree 益节	2021	14,15,16
SAIC Volkswagen 上汽大众	SAIC Volkswagen 上汽大众	2021	16,20,21,22
Club Med 地中海俱乐部	Club Med 地中海俱乐部	2021	20,21
ROYAL CANIN 皇家宠物食品	ROYAL CANIN 皇家宠物食品	2021	14,15,16,20,21,22

注 Note:1 - 品牌定位策略 Brand Position Strategy 2 - 数字/互动营销策略 Digital marketing / Interactive Communications Strategy 3 - 客户关系管理/直复营销 CRM / Direct Marketing 4 - 品牌视觉规范/设计制作 Branding VI / Design & Production Services 5 - 平面设计及制作 Graphic Design & Production 6 - 线上视频设计及制作 Online Video Creative & Production Services 7 - 活动策划/路演 Events / Roadshows 8 - 赞助 Sponsorship 9 - 社交媒体运营维护 Social Media / WeChat / Weibo Management 10 - 网红管理 KOL Management 11 - 搜索引擎优化/营销 SEO / SEM 12 - 用户体验/用户界面设计/移动应用及网站开发 UX / UI / Mobile & Web Development 13 - 电子商务 E-Commerce & Maintenance Services 14 - 数字媒介策略 Digital Media Strategy & Planning 15 - 数字媒介购买 Digital Media Buying 16 - 数据分析 Data & Analytics Reporting 17 - 竞品调研及分析 Competitive Research & Analysis 18 - 活动/投资回报率分析 Post-Campaign Analysis / ROI Measurement 19 - 增强现实 / 虚拟现实 Augment-ed / Virtual Reality 20 - 客户数据平台 Customer Data Platform (CDP) 21 - 营销自动化 Marketing Automation (MA) 22 - AI 营销算法模型平台 AI marketing algorithm model platform

Featured Work / 代表性案例

1

客户 /Client: 某豪华汽车品牌 / A Luxury Car Brand

案例描述： 深演智能为其制定了整合线上与线下全渠道触点，执行个性化客户沟通解决方案，从 0-1 搭建客户数据管理平台，开展满足日常营销活动的客户洞察决策论点，构建全渠道直连客户解决方案，提升业务指标，并预测线索意向度。在业务指标方面，该品牌的线索有效沟通率提升了 130%以上，线索意向率提升了 30%以上，营销活动有效触达率提升了 40%以上，帮助该品牌顺利实现了业绩的突破。

Case Study: The brand benefited from an integrated online and offline omni-channel touch point solution developed by our team, which enabled personalized customer communication through various channels such as WeChat, SMS, and email. We also built a customer data management platform from scratch and conducted customer insights analysis to support daily marketing activities. Additionally, a full-channel direct customer solution was constructed to improve business metrics and predict lead intent. As a result, the brand's effective communication rate with leads increased by over 130%, lead intent rate increased by over 30%, and effective reach rate of marketing activities increased by over 40%. These improvements helped the brand achieve breakthrough performance.

2

客户 /Client: 某大型实体零售集团 / A Physical Retail Giant

案例描述： 深演智能对项目进行了全景业务规划和分阶段实施咨询。通过 CDP 系统对子自体系全渠道客户整合并进行有效和智能化分析，再通过 MA 自动化营销模块进行高效触达，实现全渠道覆盖率的提升，最终达成单个渠道复购率和整体销售提升的目标。系统上线后半年，该集团跨渠道顾客比例上升了 20%，跨渠道客户平均客单价提高 76%。

Case Study: DeepZero | iPinYou provided comprehensive business planning and phased implementation consulting for the project. We aggregated, governed, and analyzed the group's customer data across all channels using a CDP system to identify high-value customers and tagged them. Then we used an automation marketing module for efficient and personalized outreach. This resulted in increased coverage across all channels and achieved the goal of increasing single-channel repurchase rates and overall sales. Six months after the system went live, the group's cross-channel custom-er ratio increased by 20%, and the average customer order value for cross-channel customers increased by 76%.

Featured Work / 代表性案例

3

客户 /Client: 某高端化妆品 / A High-end Beauty Brand

案例描述： 一家高端美妆品牌希望在双十一大促期间激活沉睡用户，提高销售额。深演智能提出：1. 通过智能模型+数据分析双引擎驱动，对品牌用户进行精细化的分层分群。2. 针对每个分组的用户，匹配不同的 offer 策略，并设置 A/B Test，快速验证策略结果并及时在活动期间进行调优。3. 通过企微智能任务平台与品牌企微进行对接，实现导购任务的一键下发，从而实现导购可以快速执行深演智能的精细化运营策略。最终，深演智能帮助品牌提高了 3 倍沉睡用户召回率，带来了百万级的销售额提升。同时，品牌利用深演智能企微智能任务平台，实现线下门店 BA 个性化与消费者沟通，帮助门店导购提升沟通效率以及转化率，最终，企微沟通人群召回率为彩信沟通人群的 1.5 倍。

Case Study: A high-end beauty brand wanted to activate dormant users and increase sales during Double 11. DeepZero | iPinYou proposed a solution: precise segmentation using intelligent models and data analysis, matching different offer strategies for each user group, and connecting with the brand's WeCom through an intelligent task platform. The result was a 3x increase in dormant user recall rate and a million-dollar sales increase. The brand also achieved personalized communication between offline store BAs and consumers, improving communication efficiency and conversion rates.

4

客户 /Client: 不凡帝 /PVM

品牌 /Brand: 阿尔卑斯硬糖 / ALP，阿尔卑斯棒棒糖 / LLP，阿尔卑斯果然好嚼 / IC，阿尔卑斯乐嚼 Q / Jelly，曼妥思 / MTS，珍宝珠 / CCP

案例描述： 针对品牌不同产品线的目标人群，利用深演 DASS 数据库，结合运营商数据，圈定人群包，定向投放 APK&OTT 贴片广告，并且在十多家媒体间进行联合频控，提升品牌广告的 N+reach 目标。同时，将投放人群回流至品牌天猫 Databank，分析投放人群的电商属性，反哺前端人群定向策略，在长期投放合作中，持续优化 KPI，为品牌节省营销预算。

Case Study: We used DeepZero | iPinYou DASS database and operator data to identify and locate specific audiences for different product lines of PVM. APK&OTT overlay ads were then targeted to these audiences, and joint frequency control was applied across multiple media platforms to increase the N+ reach of the brand's advertising. Simultaneously, the targeted audiences were redirected to the brand's Tmall Databank (AIPL) for analysis of their e-commerce attributes, which was then used to adjust the targeting strategy to boost awareness and conversions. This optimization is continuously carried out in long-term cooperation to save the brand's marketing budget.

5

客户 /Client: 资生堂 /SHISEIDO

品牌 /Brand: 资生堂 /SHISEIDO, NARS, CPB

案例描述： 基于深演智能行业经验沉淀各类行业人群包、标签体系和丰富的三方生态合作数据，帮助集团各品牌建立核心美妆 TA 人群矩阵，进行公域营销触达沟通，以及对于媒体投放曝光/点击人群进行多维度画像分析，为人群运营提供策略洞察报告，帮助品牌在公域投放中精准覆盖高价值 TA。同时，投放后帮助品牌实现全链路数据打通，提升广告投放效率的同时，为各品牌沉淀分人群、媒体、素材的后链路表现数据，并持续优化投放策略。

Case Study: Our approach involves using DeepZero | iPinYou proprietary labeling system, third-party beauty audience packages, and third-party data to establish China target audience matrices for the diverse brands within the group. We then activated these audiences through programmatic advertising campaigns and analyzed the exposure and click-through rates to modify targeting strategies. This provided us with valuable insights to optimize the campaign and successfully target high-value customers. Additionally, we connected media and social activation for e-commerce growth and optimized advertising strategies using e-commerce performance data to improve targeting and creatives.

6

客户 /Client: 某欧洲国家旅游局 / Tourism Agency of an European Country

案例描述： 深演智能通过人群+媒体+创意三大策略，触达客户目标人群。我们通过互联网用户行为挖掘，通过技术精准触达有过旅行搜索、机票预订的商务出行、旅游度假、亲子家庭人群；匹配 500 万移动设备和 OTT 进行大小屏联动投放，最终展示了 1320 万强展现广告。4 个月内提升点击率 2.3%，为该国家带来 211%的机票购买数量提升。此外，我们可以通过所有跨设备匿名数据来进行用户画像分析，并制作个性化素材进行持续的再营销。

Case Study: DeepZero | iPinYou reached potential customers who were frequent business and holiday travelers, as well as family segments, through interest-based targeting. By continuously re-engaging with customers who have previously searched or booked travel services, we optimized the campaign performance, resulting in a 2.3% increase in clickthrough rates and a remarkable 211% increase in flight bookings from China within 4 months. Our approach enable us to match 5 million mobile devices with OTT devices and deliver unskippable impressions at a scale of 132 million. Furthermore, we collect anonymous data across multiple devices to create profiles for re-targeting with personalized creatives and sequential messaging.

深演智能 DEEP ZERO

AI赋能决策

媒体运营与优化 Media Activation

- **Ad serving**
- **Trading Desk**
- **OTT大小屏联动** Cross-channel Activation
- **小程序引流** Mini program Activation

Social种草生意评估 Influencer Activation

- **品牌层面（Reach）** Branding（Reach）
- **品效层面（电商搜索）** Effectiveness（EC Search）
- **效果层面（电商转化）** Performance（EC Conversion）

定制化建模 Customized Modeling

- **电商站内/外定制建模** In-site and off-site EC modeling
- **个性化商品推荐** Personalized product recommendation

私域阵地智能运营 AI-powered management of owned media platforms

- **埋点分析** User behavior tracking analysis
- **活动运营及陪跑** Campaign operation
- **个性化用户体验** Personalized user

智慧导购 Smart BA

- **企微导购产品** Personalized wechat work task for BA
- **导购运营** Member operation

AlphaDesk™

- 智能投放 Smart Scheduling
- 竞价引擎 Bidding Engine
- 多维报表 Multi-dimensional Reports
- 智能投放 Smart Scheduling
- 智能创意 Smart Creativity
- 投放管理 Placement Management

全渠道活动管理中心 Campaign Management

- 全渠道活动回收 Full Channel Activity Recycling
- 数据看板 Data Dashboard

DMP

- 媒介数据管理 Media Data Management
- 归因分析 Attribution Analysis
- 分析报表 Analytical Reports
- 人群激活 Group Activation

CDP&MA

- 标签管理 Tag Management
- 自动化沟通管理 Automatic Communication Management
- A\B测试 Analytical Reports
- 营销分析 Marketing Analysis

福尔摩斯AI算法平台 Holmes Algorithm Platform

- Predictive Modeling: CTR CVR 预测 Predictive Modeling: CTR /CVR Prediction
- 防作弊算法 Anti-fraud Algorithm
- 意图识别 Objective Identification
- 消费倾向预测 Consumption Tendency Prediction
- 预测评分 Prediction Rating

数据管理层 Data Management

- 数据规范 Data Rules
- 数据接入 Data Access
- 数据治理 Data Governance
- 加密安全 Encrypted Security
- 调度监测 Dispatch Monitoring
- 标示关联 Links Marked

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