

Company Profile



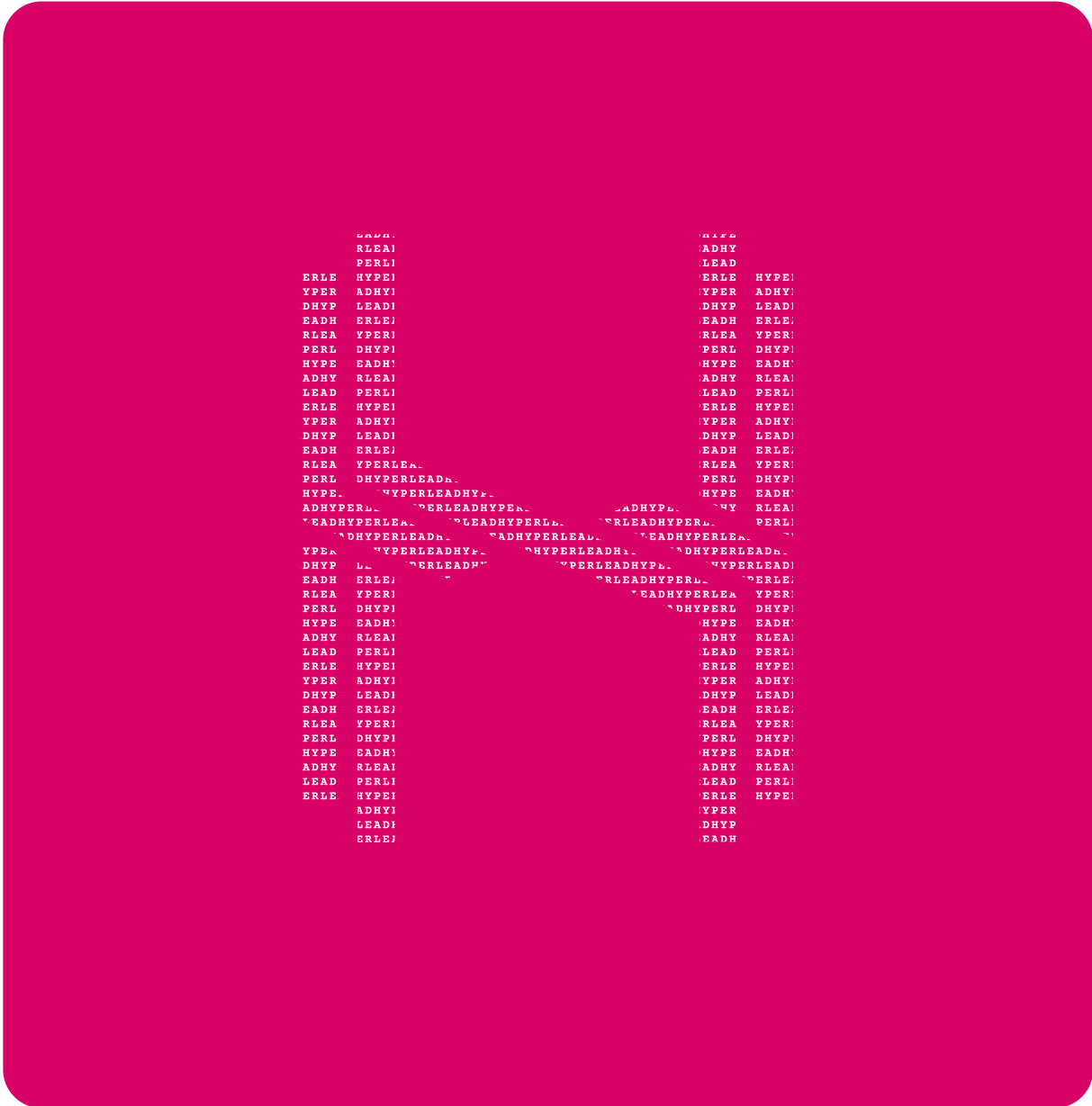
OF HYPERLEAD

RIO Vietnam
Join Stock
Company

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www.hyperlead.vn

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WHO WE ARE

HyperLead is a product of RIO Vietnam Technology Corporation. Specializing in consulting and providing Performance solutions. HyperLead is committed to driving meaningful sales outcomes and maximizing your return on investment.

At HyperLead, we can help you close the gap between “where you are” and “where you want to be”.

Market understanding

With over 6 years of experience, HyperLead has been serving businesses in the BFSI (Banking, Financial Services and Insurance). Not limited to that, HyperLead is ready to tackle growth challenges from businesses across various industries.

Performance solutions

HyperLead implements solutions that deliver direct and measurable effectiveness to businesses. HyperLead focuses on:

- (1) Understanding the issues and needs of businesses
- (2) Concentrating on optimizing the efficiency of solutions
- (3) Accurately measuring effectiveness and focusing on quality



ABOUT HYPERLEAD



MILESTONE

2018

MasOffer Fintech: Origin of HyperLead was established

2021

MasOffer Fintech product was renamed to HyperLead. HyperLead is a product of RIO Technology Vietnam

2022

Emerged as Vietnam's Leading Affiliate Marketing Platform

2023

Repositioned as Performance Solutions

- BFSI Partner: 100+
- B2B Network Partner: 50+
- Publisher Partner: 100.000+

WHY US

Core value

- Implement successful Performance Solution for Leading Brands
- Streamline Internal Operations and Save Your Team's Time
- Get Help With Optimization
- Target High-Value Leads with a Personalized Strategy
- Shorten the Sales Cycle

You choose the outcome, HyperLead finds the best cooperation model to deliver it. HyperLead eliminates the gap between what businesses desire and what businesses can achieve. Committed to increasing sales, targets, market share, and quality. Benefits of Partnering with HyperLead:

Vision

Pure successful business growth with our solutions and become the first service provider with end-touch service.

HyperLead's Solutions



Market Strategy Development

Reputation Management

Digital Marketing

HyperLead



Achievement

With over 6 years of collaboration and development, HyperLead has delivered significant values to partners and customers in terms of user and revenue growth. Contributing directly to the business development outcomes at each stage. Specifically:

- HyperLead brought in over half a million new users to businesses in 2022.
- One of the top three providers of the largest disbursement volume for financial institutions in Vietnam in 2022.
- Over 50 partners and clients, including banks, financial companies, and financial organizations, use HyperLead's Performance Marketing services and solutions.

Becomes a strategic Affiliate partner by Ban Viet JSC from 2022 to present.

Becomes a strategic partner by Shinhan Bank Viet Nam from 2022 to present.

Becomes a strategic partner by CAKE from 2022 to present.

OUR PARTNERS



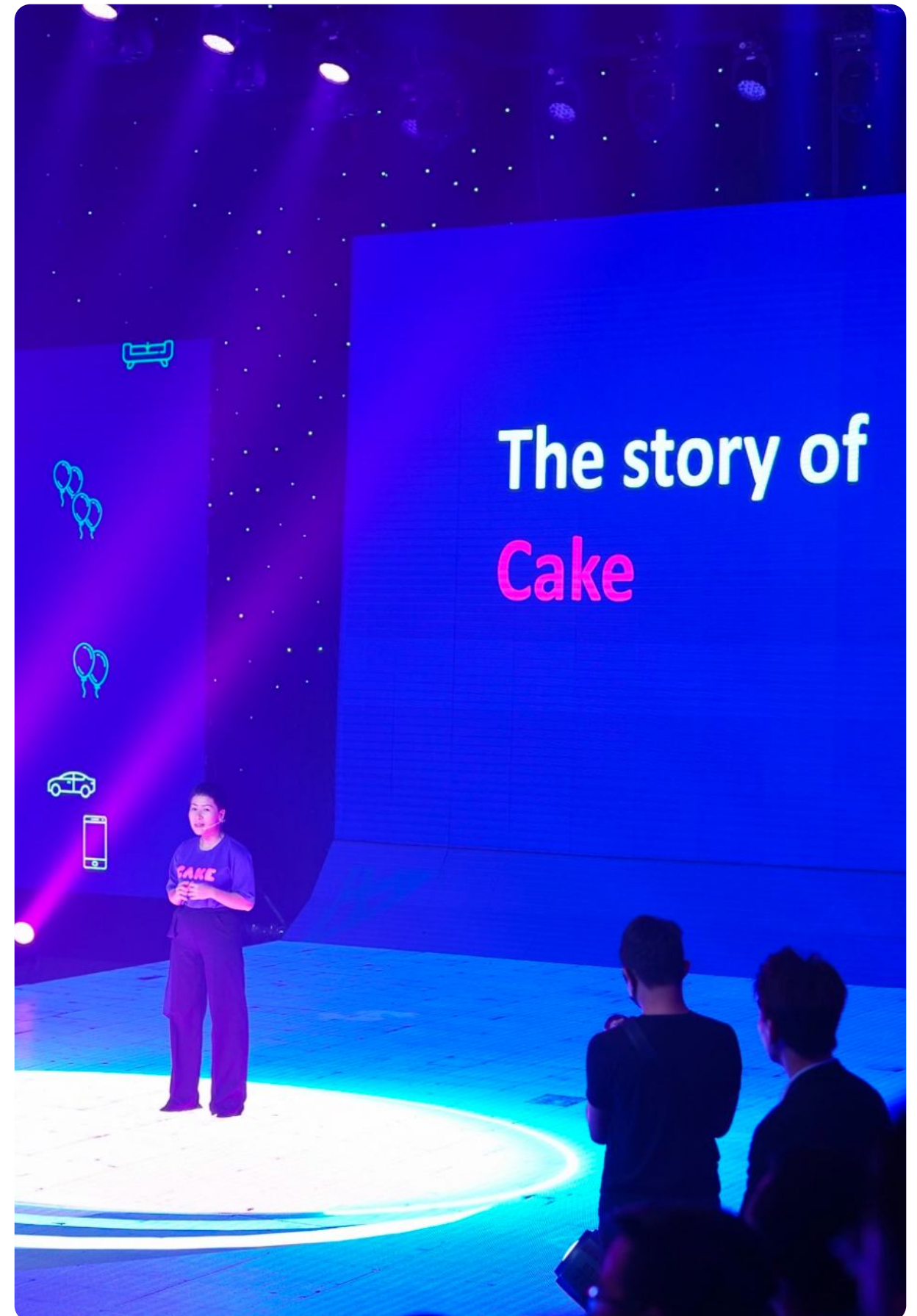
WHAT OUR CUSTOMERS SAY

"During 2 years of cooperation, HyperLead has come up with a solution to the problem that Shinhan encountered in a very effective way and achieved results very quickly. The services that HyperLead provides meet our current needs."

Nguyen Anh Minh
Deputy Director - Shinhan Bank Vietnam

"Ban Viet Bank is very satisfied with the service provided by HyperLead. The company provided quality and accurate Lead Generation solutions as per our requirements. Nhi was very impressed with HyperLead achieving 100% of the KPIs the team set, clearly demonstrating their professionalism and efforts."

Phan Thanh Nhi
Digital Marketing - BVBank



User Growth

BANK



DIGITAL BANK



FINTECH



Lending & Insurance

BANK



FINANCIAL INSTITUTION



FINANCIAL SERVICES & INSURANCE



KEY SOLUTIONS

“HyperLead” is the name of our key solution. HyperLead solution includes Affiliate Marketing and Lead Generation. Complementing and linking with the HyperLead solution, we have other solutions available such as: Market Strategy Development; Digital Marketing; Reputation Management.

HyperLead key solution not only deploys highly effective campaigns but also provides strategic solution for our customer to grow their business sustainably.



MARKET STRATEGY DEVELOPMENT

HyperLead's Marketing Strategy Development tailors plan to align with business goals, utilizing strategic market planning for impactful campaigns and long-term alignment.



Market Research And Analysis



Market Segmentation And Trend Analysis



Competitive Analysis

PARTNER



MARKET STRATEGY DEVELOPMENT



Market Research And Analysis

The process of gathering and interpreting data about market trends, customer behaviors, and competitor activities to inform marketing decisions.

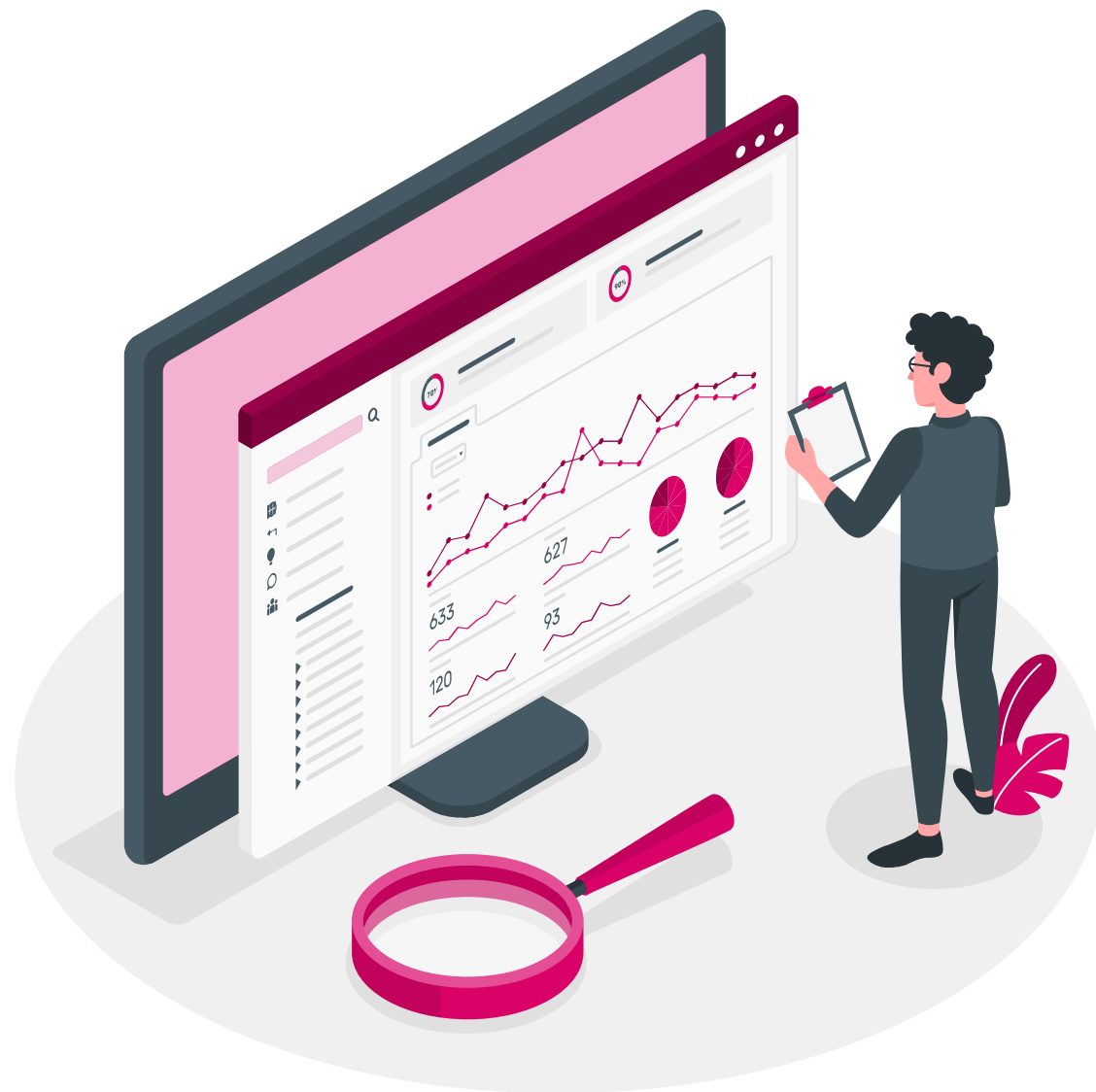
Market research and analysis provide actionable insights that guide marketing strategies, leading to better-targeted campaigns and increased market share.

Strategic Planning Models

Frameworks that guide the development of long-term business strategies by outlining goals, tactics, and resource allocation.

- Ansoff Analysis
- BCG Analysis
- Porter's Generic Strategies

MARKET STRATEGY DEVELOPMENT



Market Segmentation And Trend Analysis

Dividing a larger market into smaller segments based on common characteristics, allowing tailored marketing efforts for each segment.

Studying patterns and shifts in consumer behaviors, preferences, and market dynamics to anticipate future market directions.

Businesses to adapt quickly to changing market conditions, ensuring their marketing strategies remain relevant and aligned with customer demands.

Segmentation

- Demographic
- Psychographic
- Behavioral
- Economic
- Technological
- Consumer Behavior

MARKET STRATEGY DEVELOPMENT



Competitive Analysis

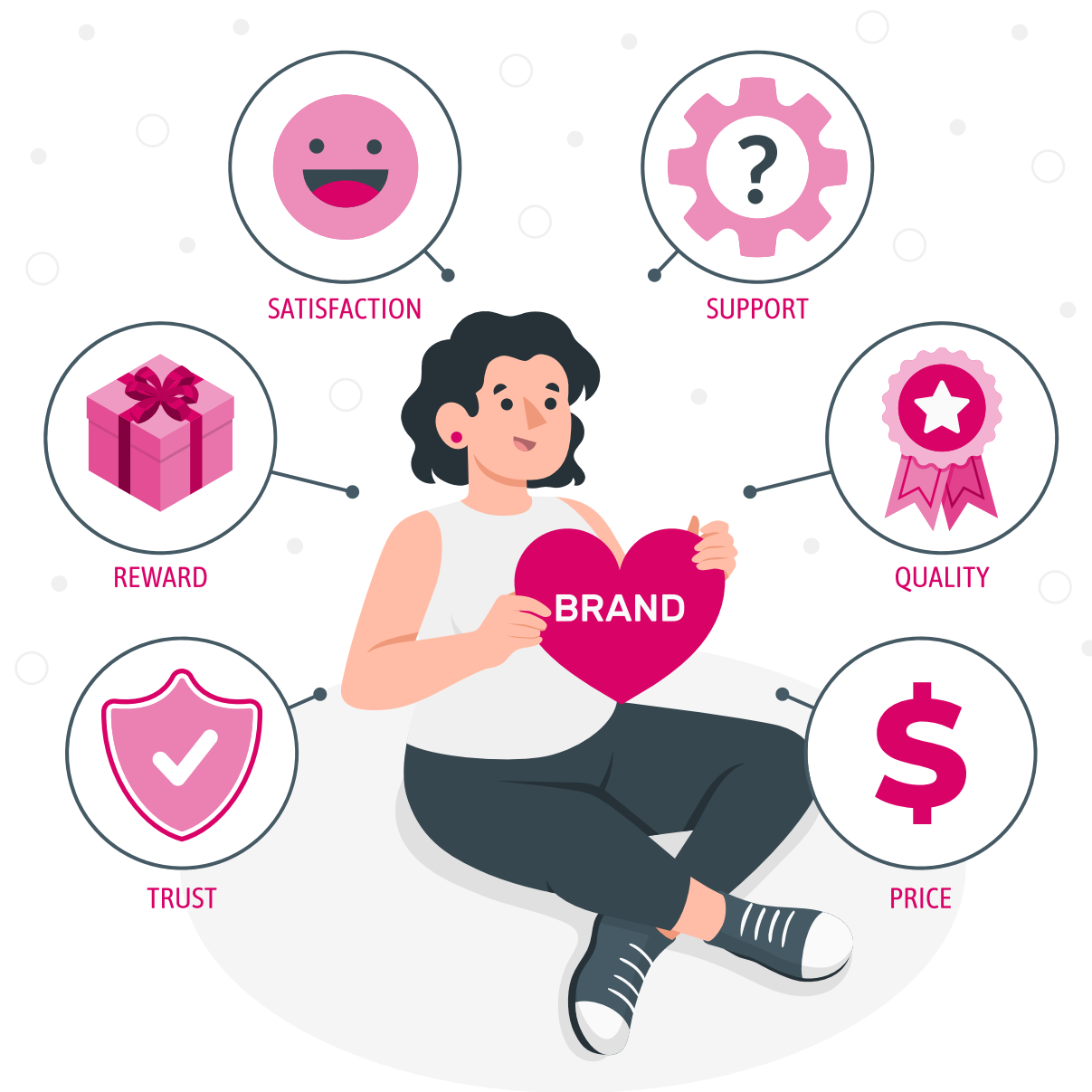
Evaluating competitor's strengths, weaknesses, strategies, and market positioning to identify opportunities and threats.

Competitive analysis helps organizations differentiate themselves, refine their value propositions, and make informed decisions to gain a competitive edge.

- Direct Competitors Analysis: Studying businesses offering similar products or services.
- SWOT Analysis: Assessing strengths, weaknesses, opportunities, and threats.
- Indirect Competitors Analysis: Evaluating alternatives that fulfill similar needs.

REPUTATION MANAGEMENT

The unfortunate side effect of published ratings is that bad ones can drown out good ones. Cleaning them up has become as necessary a Marketing work-item as touting your features and benefits.



Channel Partner Management



Mini crm

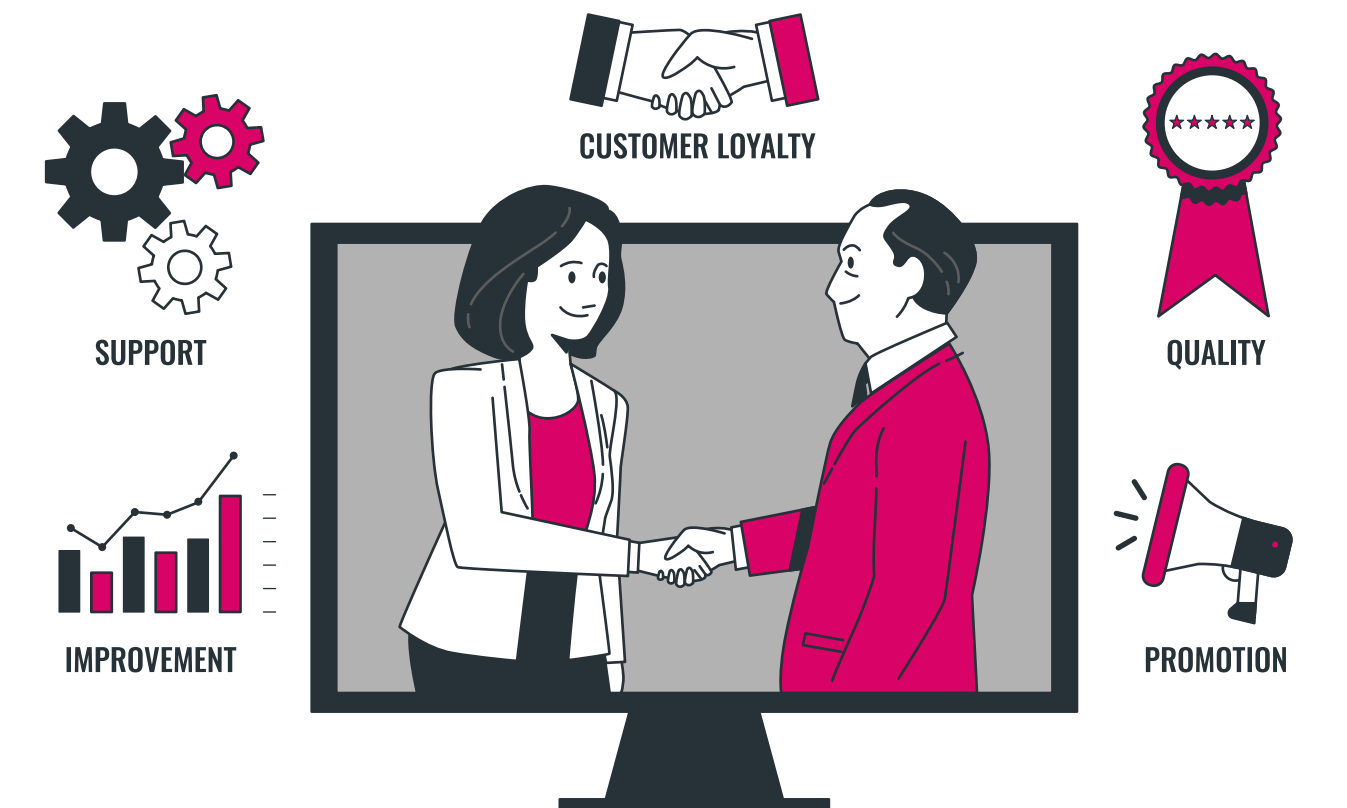


Educational and Informative Methods

PARTNER

The image shows two logos side-by-side. On the left is the TNEX logo, which consists of a blue circle containing a white star and the word "TNEX" in blue capital letters. On the right is the VNPAY QR logo, which features a red and blue QR code icon followed by the text "VNPAY^{QR} Scan to Pay" in blue.

REPUTATION MANAGEMENT



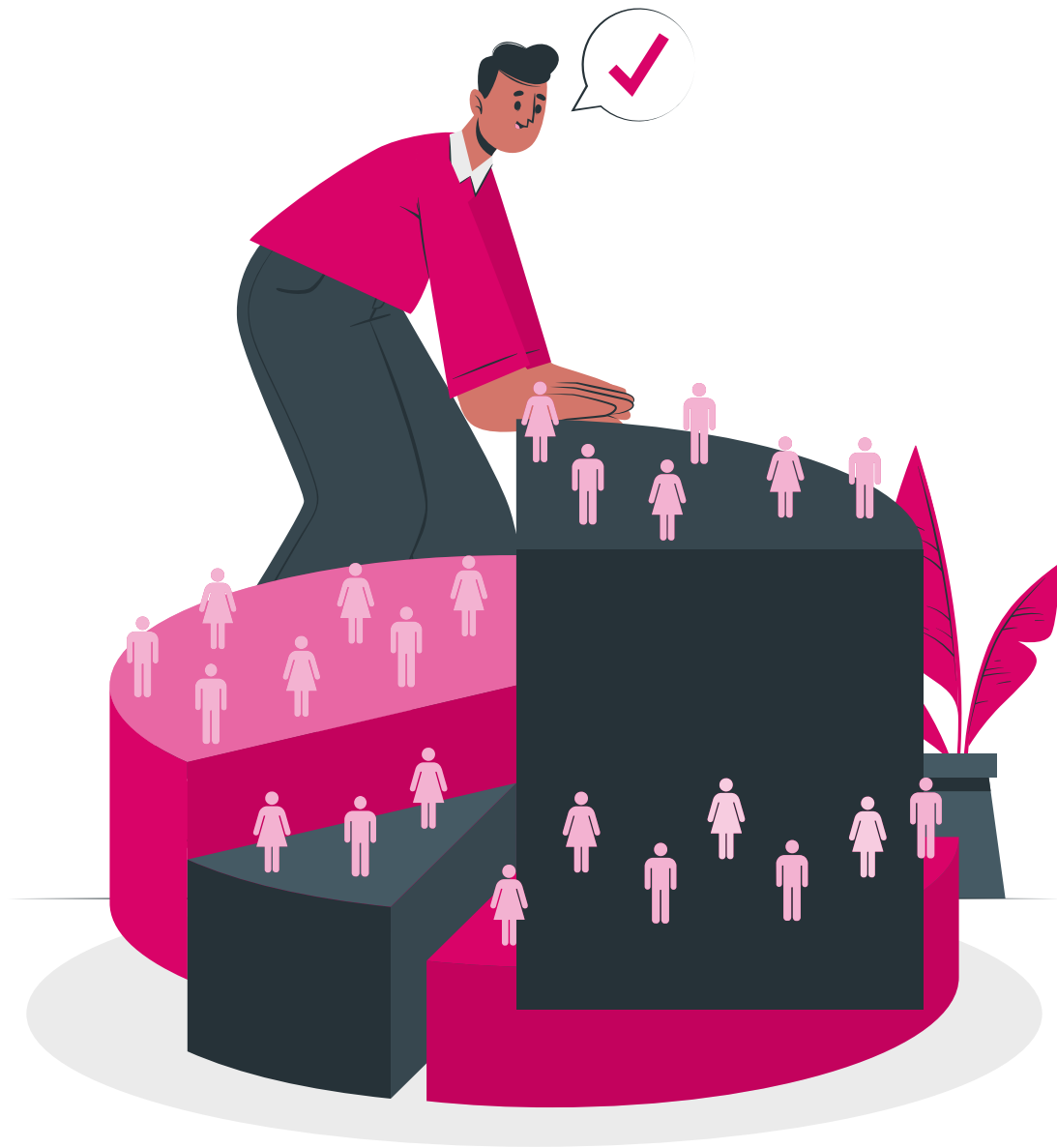
Channel Partner Management

To improve our sales, performance, and market reach, we make sure to work closely with our distribution partners and manage our traffic strategically.

We focus on effectively managing our partner networks to increase product distribution and make it easier for customers to access our products.

- Partner Onboarding
- Performance Tracking
- Incentive Programs (Lending, Risk Bonus)

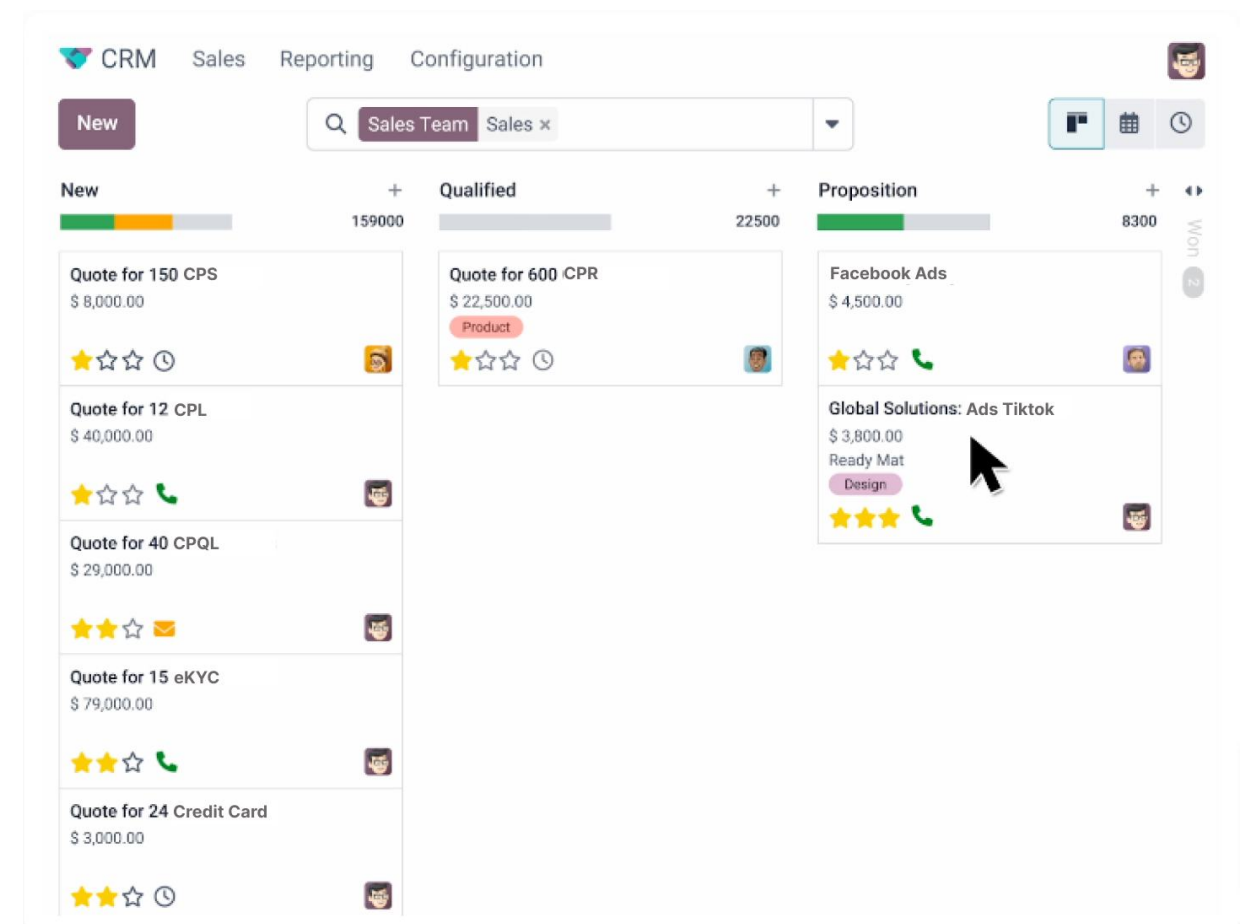
REPUTATION MANAGEMENT



CRM Mini CRM

This affiliate solution offers reliable tools for conversion tracking, fraud detection, referral programs, and marketing channel management.

It also helps with traffic segmentation and offers campaigns tailored to the capacity and type of traffic, while limiting bad quality traffic.



REPUTATION MANAGEMENT



Educational and Informative Methods

Creating clean content such as webinars, white-papers, and educational content to inform and engage partners and target audience.

Educational and informative methods position the brand as a valuable resource, building trust and authority.

Educational Content: Creating clear content that informs and educates audiences on relevant topics as product, educational content establishes the brand as a knowledgeable industry resource and builds trust and voice reputation in worse case.

DIGITAL MARKETING

Through our Digital Marketing solutions, we harness the power of online platforms, including SEO, social media, content marketing, and PPC advertising, to amplify your brand's reach, engage your target audience, and drive conversions.



Search Engine Optimization



Social Media Marketing



Online Advertising



Content Marketing



Marketing Mix Optimization

PARTNER



DIGITAL MARKETING



Search Engine Optimization

Optimizing online content to rank higher in search engine results, increasing visibility and organic website traffic

SEO enhances a brand's online presence, making it easier for potential customers to discover relevant products or services.

- On-Page SEO
- Off-Page SEO
- Keyword Optimization

DIGITAL MARKETING



Social Media Marketing

Using social platforms to engage and promote products or services to target audiences.

Social media marketing enables direct interaction with customers, amplifying brand visibility and fostering customer loyalty.

- Content Posting
- Paid Advertising
- Social Contests

DIGITAL MARKETING



AD Online Advertising

Displaying ads on websites and search engines to target specific audiences and increase online visibility.

Online advertising offers precise targeting options, ensuring messages reach the most relevant potential customers.

- Google Ads
- Display Ads
- Retargeting Ads

DIGITAL MARKETING



Content Marketing

Creating valuable content to attract and engage potential customers, establishing authority and providing useful information.

Content marketing builds brand authority, educates customers, and supports search engine visibility.

- Blogging
- Infographics
- Ebooks
- Interactive Content

DIGITAL MARKETING



Marketing Mix Optimization

HyperLead offers a comprehensive multi-channel advertising solution that helps your products and services reach your target audience, even if they are banned from some advertising channels. This leads to better lead and sales performance, and a higher return on your advertising investment.

Marketing mix optimization ensures a well-balanced approach that maximizes the effectiveness of marketing strategies.

- Promotional Incentives
- Discounts and Promotions
 - Flash Sales
 - BOGO Deals
 - Limited-Time Offers
- Loyalty Programs
 - Points System
 - Tiered Rewards
 - Exclusive Discounts

Furthermore, digital marketing encompasses additional elements, including co-branding, digital and online promotional methods, public relations, and strategies to navigate Google/Meta compliance or potential bans, all aimed at maximizing reach on the open internet.

HYPERLEAD

Boost customer acquisition with our unique solution that combines Affiliate Marketing and Lead Generation. Empower affiliates to drive targeted traffic, while our system filters and qualifies prospects for optimal conversion. Experience the synergy of reach and quality, propelling your business to new heights.



AFFILIATE MARKETING

Individual Publisher Network
Strategic Partners



LEAD GENERATION

Focus on high quality lead and performance

CPI
Cost Per
Impression

CPV
Cost Per
View

CPC
Cost Per
Click

CPA
Cost Per
Acquisition

CPI
Cost Per
Install

CPD
Cost Per
Deposit

CPL
Cost Per
Lead

CPR
Cost Per
Register

CPQL
Cost Per
Qualified
Lead

CPFT
Cost Per
First
Transaction

**3P
OUTSOURCE**
Performance
Vendor

CPS
Cost Per
Sale

MODEL

COOPERATION

MODEL

COOPERATION

HYPERLEAD

Affiliate Marketing

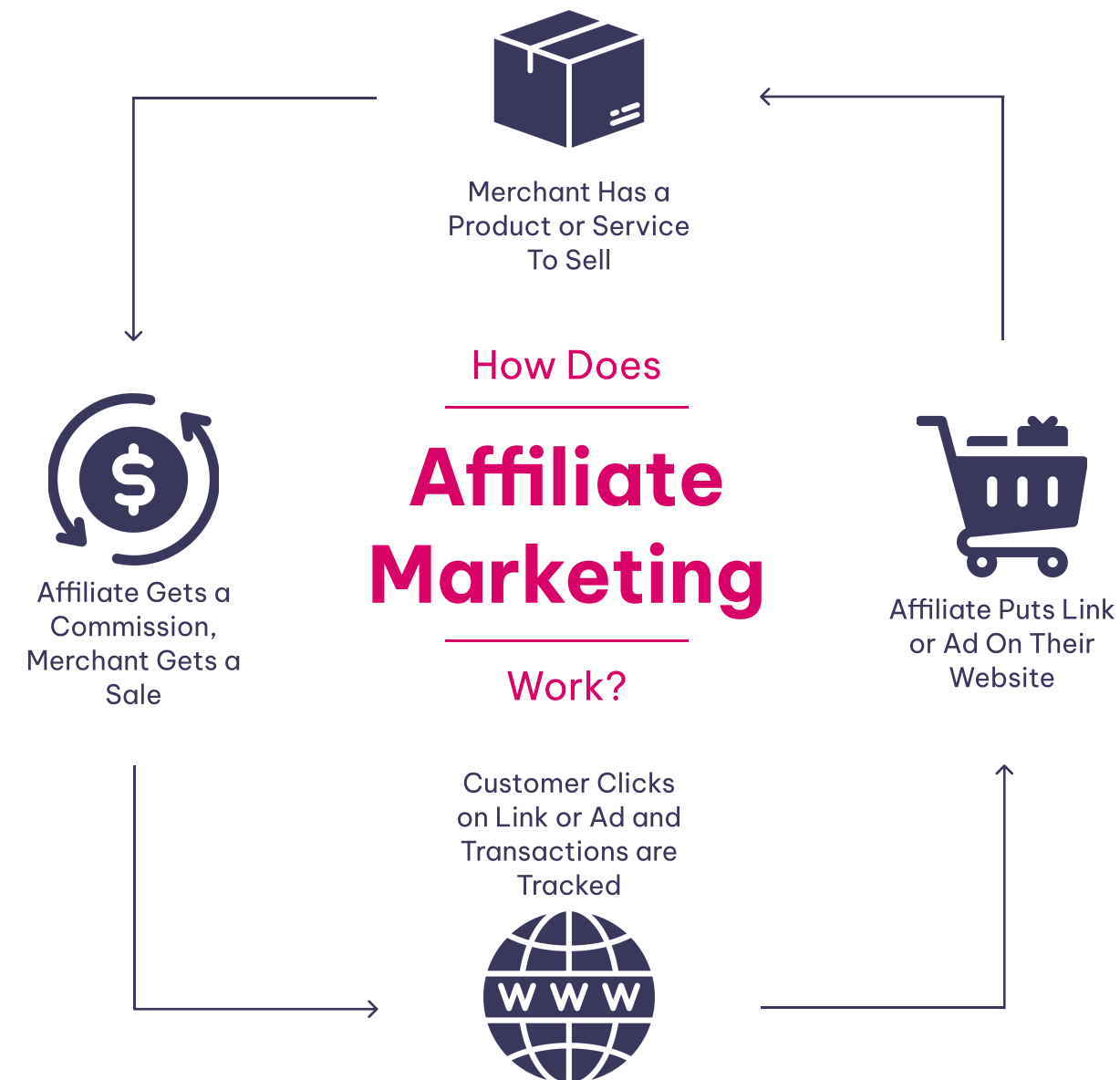
Affiliate marketing is a performance-based marketing strategy in which individuals or businesses, known as affiliates, promote products or services of a merchant or advertiser through unique tracking links. Affiliates earn commissions for each sale, click, or other predefined actions generated through their marketing efforts



INDIVIDUAL PUBLISHER NETWORK



STRATEGIC PARTNERS

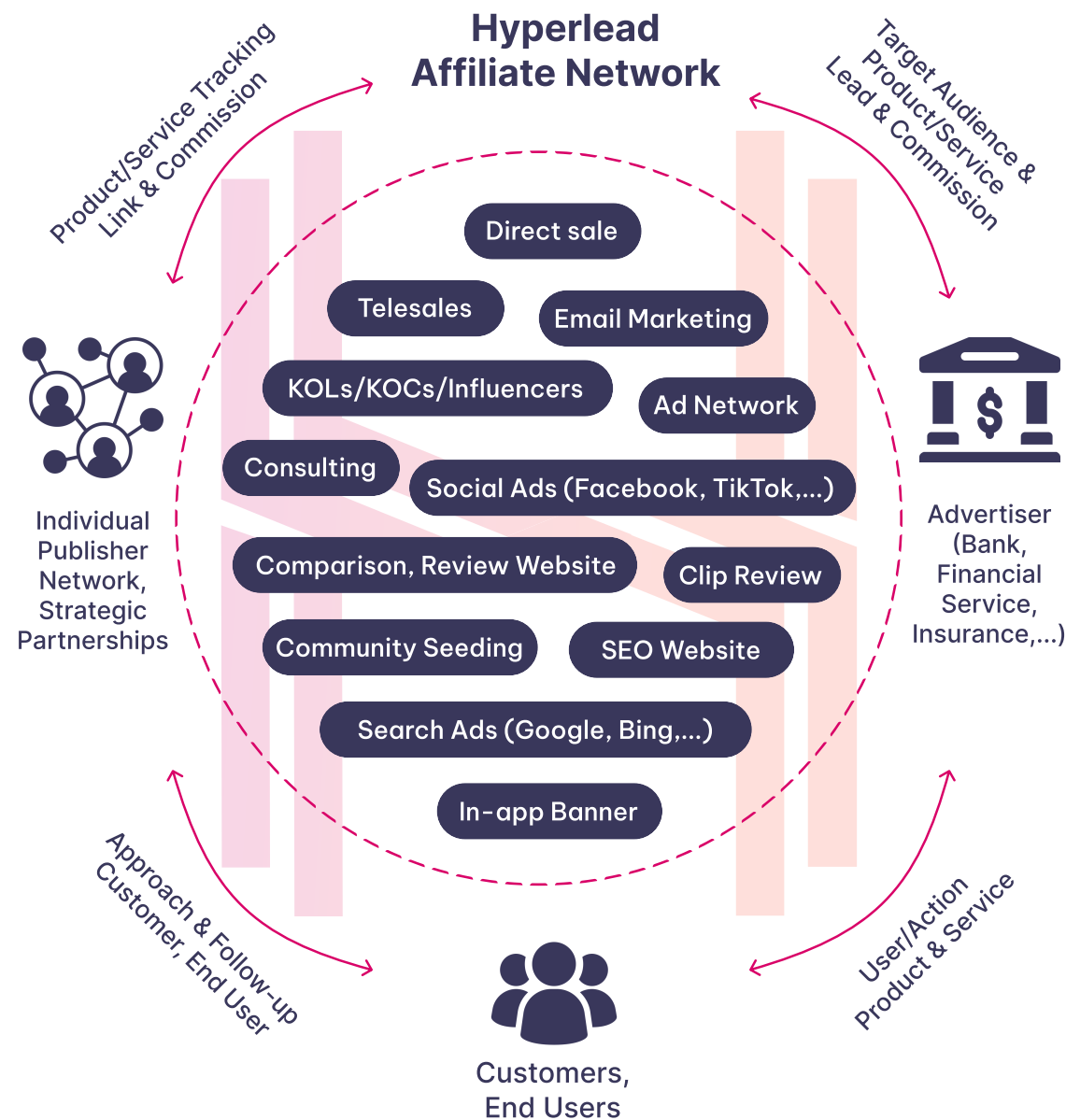


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Affiliate Marketing

Individual Publisher Network

Building various channels through publisher's community to drive visitors to advertiser's products or services, such as: Website/Blog Traffic, Email Marketing, Influencer Marketing, Social Media Marketing, Forum Marketing, Offline Marketing, Mobile Advertising, YouTube and Video Marketing, ...



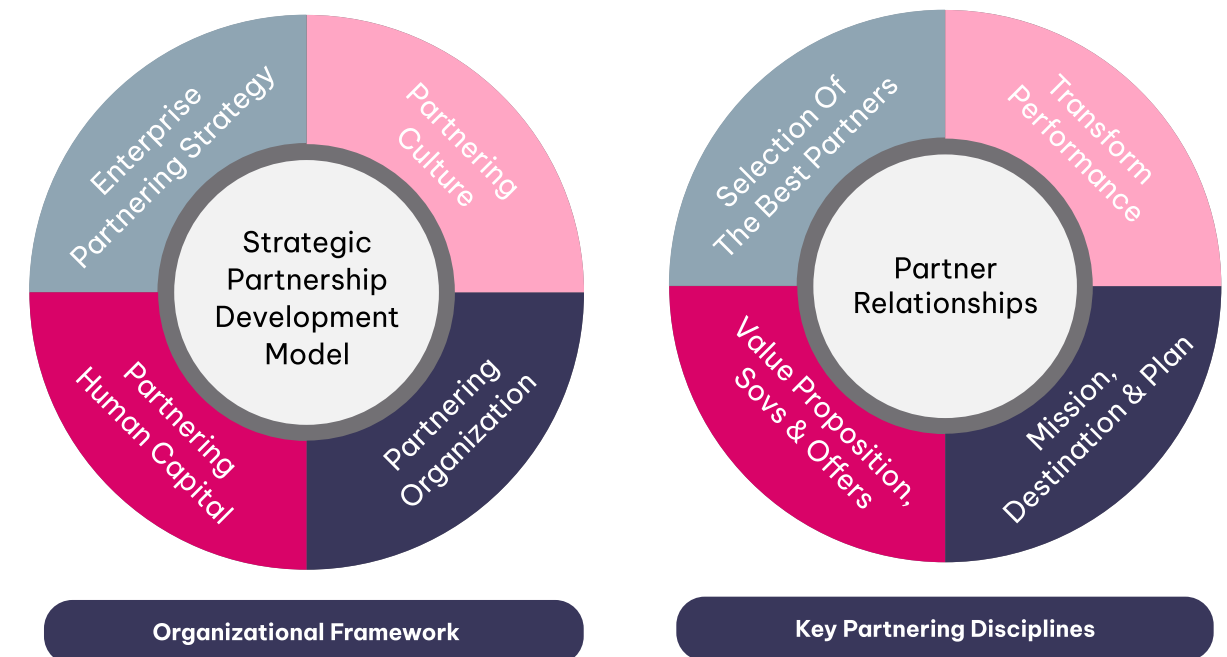
Strategic Partnership

Forming alliances with complementary businesses to achieve mutual goals. Strategic partnerships leverage shared strengths, opening new market opportunities.

- Complementary Businesses: Partnering with businesses that offer complementary products
- Co-Marketing Initiatives: Collaborating on marketing campaigns with partners
- Cross-Promotions: Promoting each other's products or services to shared audiences.

Bespoke solutions and collaboration models with HyperLead's strategic partners are designed based on specific strengths, capabilities, and commercial benefits.

Core Model of the Strategic Partnering Programme



HYPERLEAD

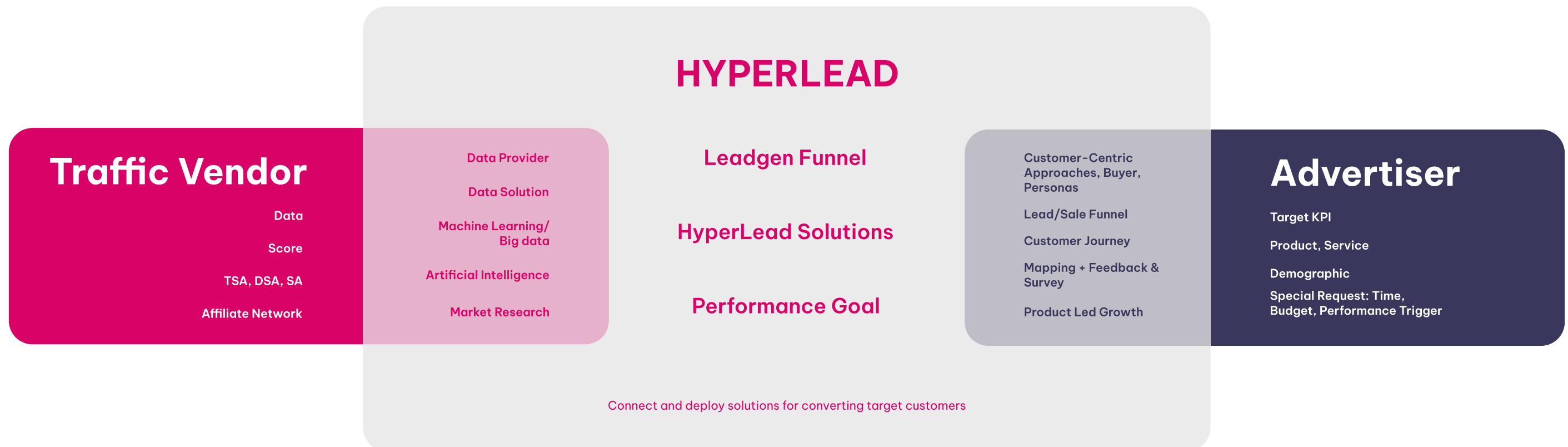
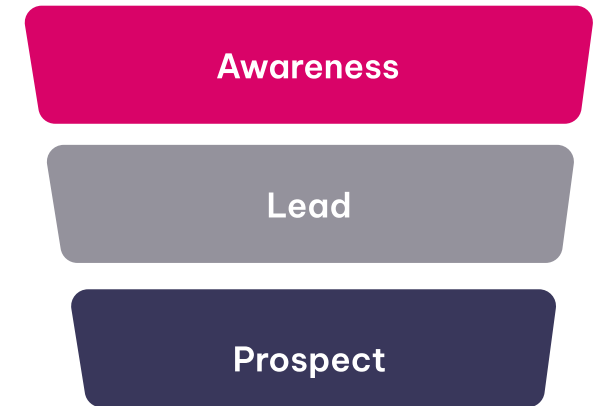
Lead Generation

Focus on High-Quality Leads

High-quality leads are essential for every successful business, but finding and converting them can be a challenge. We help sales and marketing teams manage visitors, leads, and customers, understand interactions, and use data to nurture and close deals. With numerous options available, it can be hard to choose the right lead generation company. We can help you drive revenue through high-quality leads.

Build a Traffic model that meets the Advertiser's requirements based on the material and solutions provided by the vendor's HypeLead

HyperLead build a high-performing lead funnel



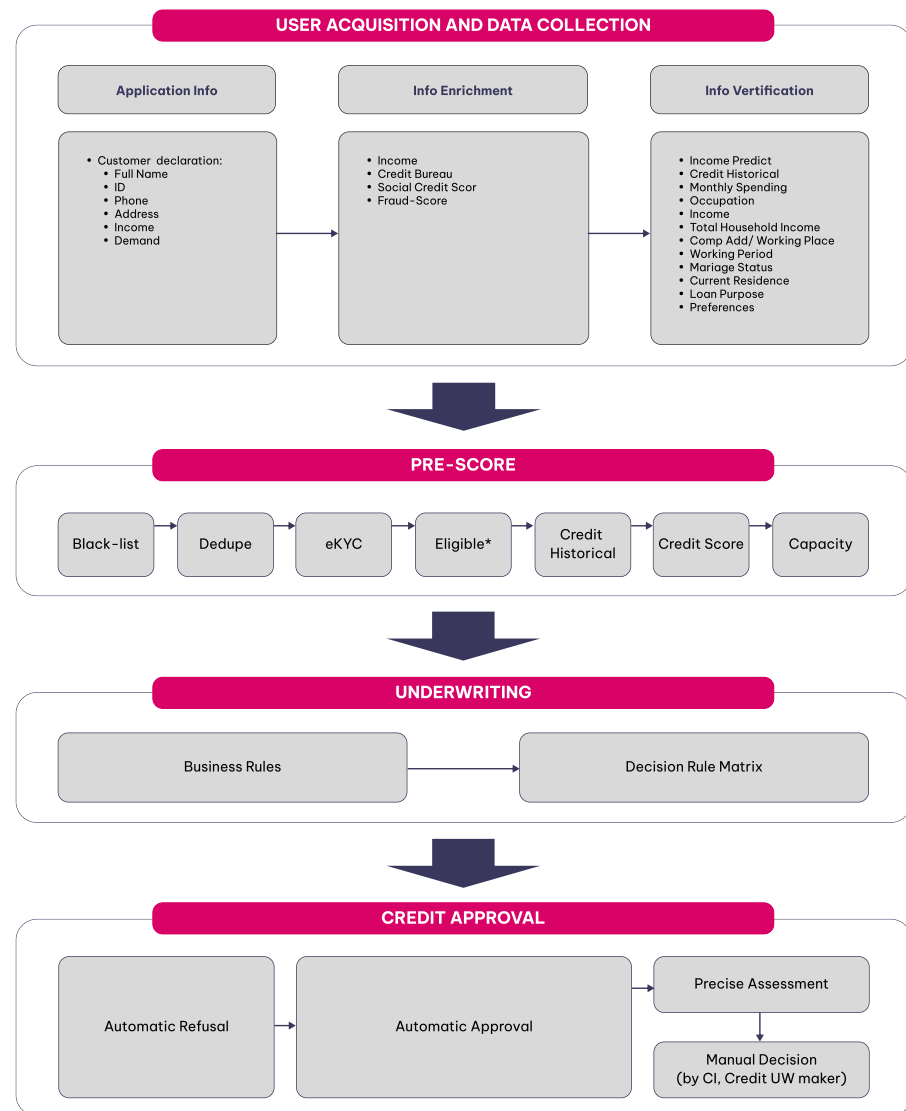
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Lead Generation

High-Quality Leads

Collaboration Model

HyperLead is the process of identifying and cultivating potential customers for a business's products or services. This can be done through a variety of methods, such as online forms, affiliate campaigns, social media, and advertising... The goal of lead generation is to create a pipeline of potential and high-qualified customers that a business can nurture and convert into paying customers.

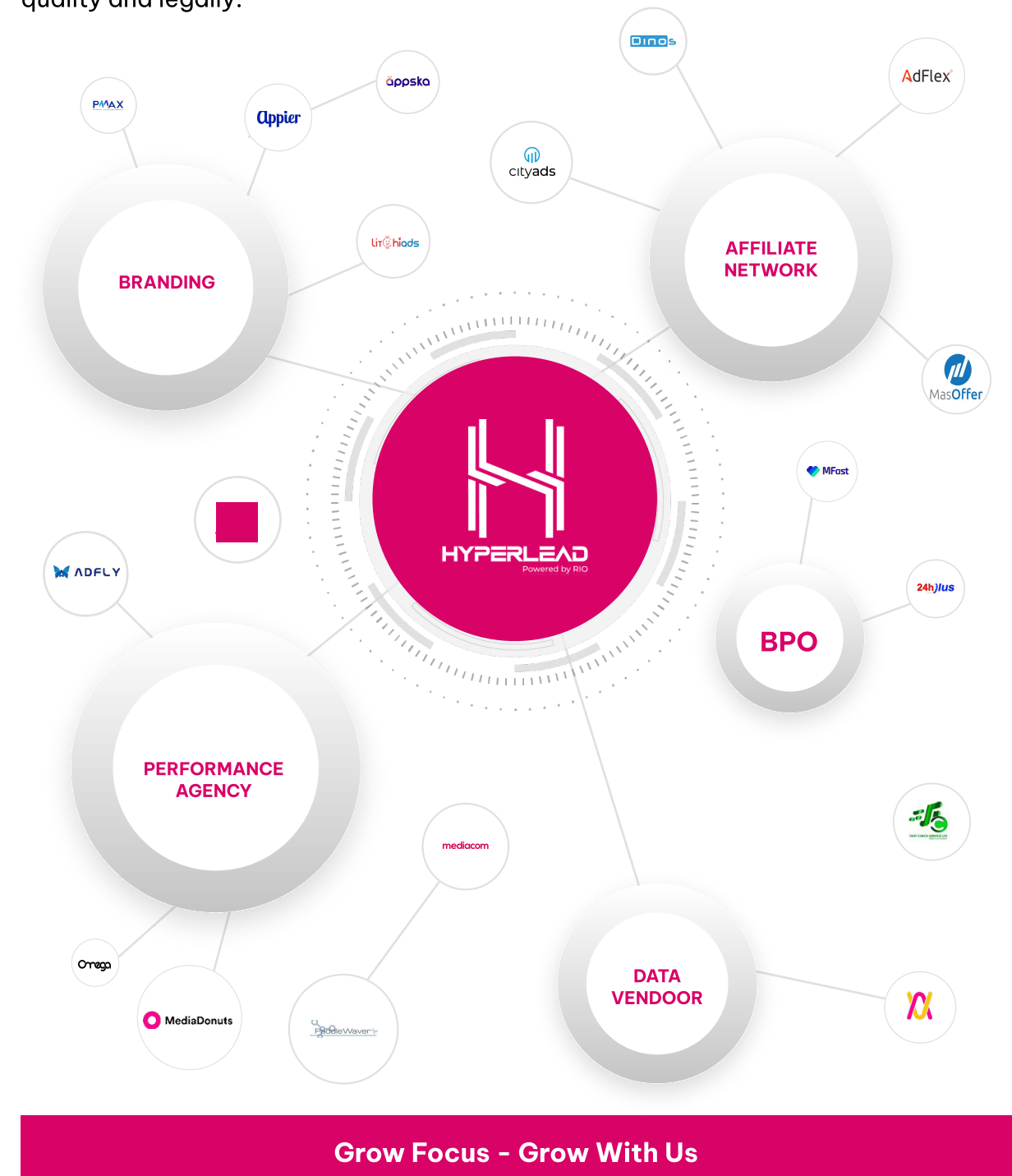


HYPERLEAD & TRAFFIC VENDOR

ADVERTISER

Traffic Vendor

HyperLead's vendors are companies or organizations that collect, process, and provide data fully and legally. These vendors offer a wide range of data and data solutions including demographic data, financial data, marketing data, labeled data, and more. Some common types of data vendors include AI, Machine learning, credit reporting agencies, market research firms, and data brokers. Data vendors may also provide data management and analysis services in addition to selling leads with high quality and legally.



ONE-STOP SHOP

HyperLead Performance Solution as a service

A one-stop shop is a business or office that offers multiple services or products to Advertiser.

The business strategy behind the one-stop shop is to provide convenience and efficiency to clients, gaining loyalty as well as revenue.

We package the solution that best suits your product, budget, and service quality requirements.

	Lending	Account Opening	Credit Card	Comprehensive Growth
Market Strategy Development				
Market Research And Analysis	○	●	●	●
Market Segmentation And Trends Analysis	○	○	○	●
Competitive Analysis	○	○	○	●
Reputation Management				
Channel Partner Management	●	●	●	●
Mini CRM	●	○	○	●
Educational And Informative Methods	○	●	●	●
Digital Marketing				
Search Engine Optimization	○	○	○	●
Social Media Marketing	○	●	●	●
Online Advertising	●	●	●	●
Content Marketing	○	○	●	●
Marketing Mix	○	●	●	●
HyperLead				
Model Affiliate	○	●	●	●
Model Digital Lead Generation	●	○	●	●

CASE STUDY



CASE STUDY

CAKE

RESULT

The number of new users

INCREASE BY 20 TIMES

After 10 months of collaboration

User grow rate

40%/month

20.000

New register user/month

1.000

Credit card/month

CONTEXT

Communication Objective: Position Cake as the most popular digital bank for Gen Z in Vietnam.

Business Objective: Attract users to download the Cake app and open Cake accounts, encouraging them to make their first transactions.

Target Audience: Generation Y and Z; Hanoi and Ho Chi Minh City

Advantages: Technology, infrastructure investments from Be Group; Specific experiences of VPBank.

Competitive Landscape: Currently, the market's discussion on digital banking revolves around promotions and brand image, driven by factors such as SBV's digital conversion promotion, brand activities like mini-games, and e-wallet partnership.




HYPERLEAD SOLUTIONS



HYPERLEAD





Objective: Maximize successful Cake account openings, optimize brand recognition, and minimize acquisition costs.

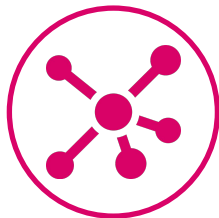
Implementation: Collaborate using the Cost per Registration (CPR) model. HyperLead proposes the use of affiliates for customer registration, with key performance indicators (KPIs) for conversion rates, first transactions.



Hung Nguyen

Lead Score **96**

Demographic	Behavior
Location: Ho Chi Minh City	 Proficient in digital technology, highly active on social networks
Age: 22 years old	 Prefer online shopping and utilize supporting applications
Gender: Male	 Favor promotions and discounts
Employment status: Freelancer	 Conduct online transactions: pay bills, tuition fees, top-up mobile credit, etc



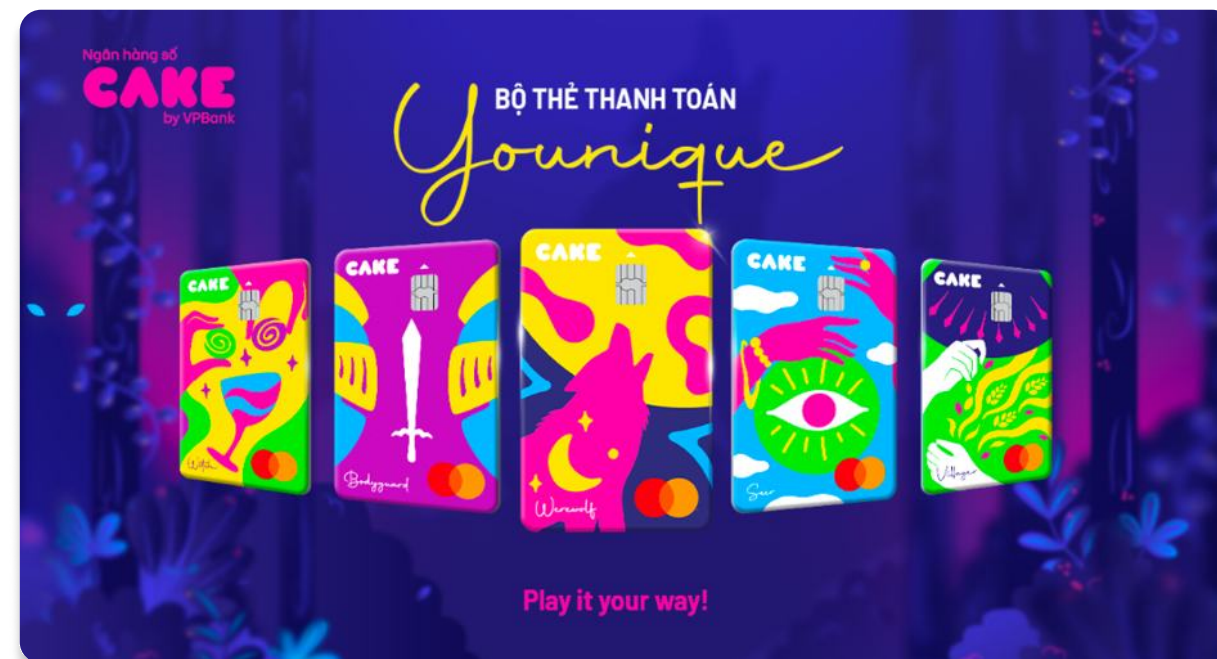
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Implementation: Collaborate using the Cost per Registration (CPR) model. HyperLead proposes the use of affiliates for customer registration, with key performance indicators (KPIs) for conversion rates, first transactions.



HYPERLEAD
HL SHARING

Giải quyết nỗi lo mang tên “nhận tiền hoa hồng”

Chuỗi **Livestream** giải đáp tất tần tật thắc mắc của các Publisher

Trực tiếp trên Fanpage HyperLead

16h30

28-07-2022

Tham gia **Giới thiệu 4 chiến dịch**



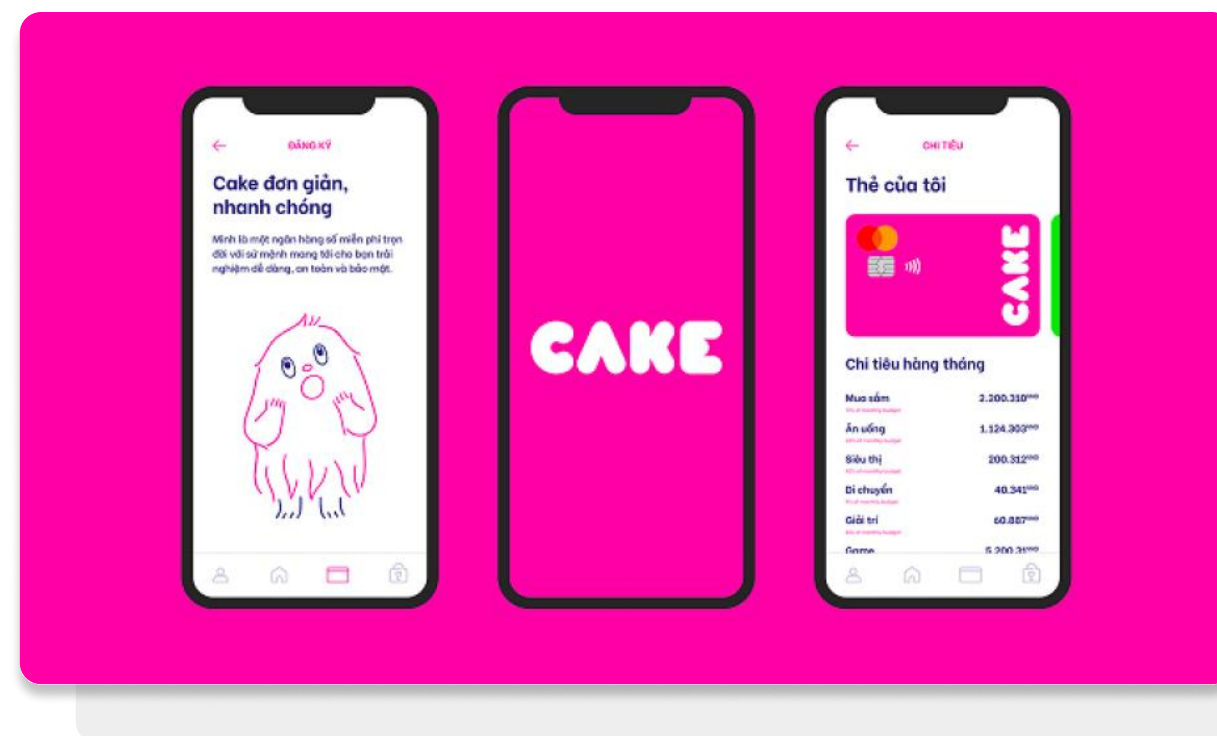
Speaker
Ms Lê Thị Trà My
Community Management Executive

03

Tổng hoa hồng lên đến 500k





CASE STUDY

BV BANK

RESULT

100 CREDIT CARDS

In 1 month

CONTEXT

Demand: Ban Viet Bank sent a brief wishing to run performance form KOL/KOC to open Ms credit card for women.

KPI: 100 credit cards

Budget: 100.000.000 VND

Target customer:

- Customer owns at least 1 credit card issued by a bank in Vietnam & has a limit greater than or equal to 20 million VND, currently active
- Card validity period must be greater than or equal to 6 months
- Only applicable to credit cards issued under unsecured form
- Average outstanding debt ratio less than or equal to 70%

SWOT

S	O
S1: Automatic card approval flow S2: High credit limit from 15 million	O1: LeadGen market, when planning card lines, there is quite little competition (Only VIB, TPEVO, Cake)
W	T
W1: Unable to track realtime, report weekly W2: Conditions for card approval are difficult W3: No attractive incentives + Annual Fee W4: Digimi's tech team is busy with tracking support	T1: Booking KOL/KOC but predicted not to bring effective performance

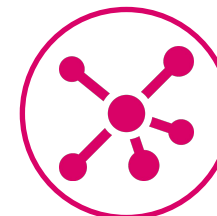
HYPERLEAD SOLUTIONS

Objective:

Run performance form KOL/KOC to open Ms credit card for women.

Implementation:

- Survey KOL/KOC prices on the market, choose KOL/KOC suitable for target audience.
- Unify content and monitor performance of KOL and KOC.
- Deploy direct sale channel to secure 100 credit cards.



CASE STUDY

FE CREDIT

RESULT

The number of qualified Leads

>20.000

In 1 month

Risk performance
COVER

27.000.000

Average disbursement amount

CONTEXT

FE CREDIT is a division of Prosperity SMBC Vietnam Finance Co. In 12 years, it's become Vietnam's leading consumer lender, with 13M+ customers, 20K+ service points, and 16K+ employees.

Market & Competitors

The consumer credit market has struggled due to the Covid-19 pandemic, the global economic downturn, and inflation with increasing interest rates. Low-income customers may struggle to repay loans due to reduced income or job loss.

Target customer:

Individual consumers with financial needs: FE Credit targets individuals such as workers, office employees, small business owners, those with stable incomes,

Young people with high technological skills

Those in need of quick loans

HYPERLEAD SOLUTIONS



HYPERLEAD

Objective:

Quantity Objectives:

- Increase key business metrics, lead volume, disbursement amounts, and average conversion rates.

Quality Objectives:

- Optimize conversions and secure guaranteed loan amounts by proposing suitable products and approach scenarios, including Telesale, for target customers,
- Analyze the customer journey to identify the right touchpoints for engagement and boost the conversion rate of hot leads.

Implementation:

Customer-Centric Approaches:

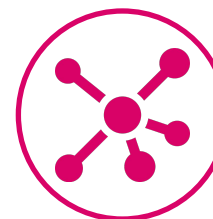
- Identify FE Credit-compliant customer profiles, excluding ineligible demographics and high-risk loan rejection groups.

Customer Journey Mapping & Feedback Survey:

- Identify suitable traffic channels for customer segments aligned with FI lending partners. To generate high-quality lead traffic, initiate a pilot phase with data provider partners and integrate scoring solutions for in-house data of similar segments.

Qualify Leads using data points from your customer's journey, persona scoring & product analysis - Led growth

- HyperLead uses lookalike targeting to gradually increase traffic volume while excluding channels and providers with high First Payment Default (FPD) ratios for better conversion rates.



CONTACT HYPERLEAD



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City



Website



LinkedIn



Zalo OA



HYPERLEAD PROFILE

Scan to
watch



Performance solution as a service

We possess the ability to aid in the growth of your performance, elevate revenue, profitability, and expand your market share.

We have demonstrated expertise in the BFSI sector, achieving substantial bottom-line sales growth through notable successes.

We can apply the same level of expertise and success to your business, guaranteeing comparable positive outcomes.

Grow Focus - Grow With Us