



Exploding Choice of Digital Customer Touchpoints Demands an Integrated Marketing Approach in Asia Pacific

The Digital + Direct Marketing Association Asia's 2014 Asia Pacific Digital Factbook Helps Marketers and Agencies Navigate the Dynamic Landscape

07 July 2014 -- The new *Asia Pacific Digital Factbook 2014*, just released, is packed with statistics and trends about mobile, web, social media, e-commerce, video, advertising, search, apps and just about every aspect of the online marketing ecosystem. Compiled by the **Digital + Direct Marketing Association Asia [D+D]**, the full version of the *Digital Factbook* is available to members; and non-members can download a summary PDF. Find details at **www.ddma.asia/resources/research**.

The clear trend for 2014 across Asia Pacific is the rising adoption of a staggeringly wide range of new media, devices, technologies and consumer behaviours – at different paces and in different ways across the region. The customer journey is becoming less and less linear and, as the traditional sales funnel gets more dynamic, smart marketers must engage with their customers at multiple touchpoints. For example, retailers are increasingly bringing together their web, mobile, and bricks-and-mortar customer experiences, with in-store WiFi, free shipping, search, and O2O (online to offline) promotions.

For 2014 and beyond, the challenge for marketers is to go further than simply following the rising tide of customers moving online via their mobiles and tablets. Integrated engagement across multiple digital touchpoints as well as still-dominant TV and print media with compelling content and calls to action promotions is essential. And now it's time for marketers – and their agencies

and solutions providers – to do more than talk about big data and get more specific about using it to build brands and better customer experiences.

“The customer and media landscape in Asia Pacific is changing so fast that marketers need GPS to navigate the terrain, to seize new opportunities and evolve their businesses rapidly”, said David Ketchum, Chairman of [D+D]. “And that’s where the [D+D] *Digital Factbook* comes in. It provides the statistics and insights you need to maximise emerging opportunities.”

Over the past seven years, the *Digital Factbook*’s predecessor, the Asia Digital Marketing Association’s (ADMA) *Asia Pacific Digital Marketing Yearbook*, has been the go-to resource for everyone looking for scarce, valuable information about online habits in Asia Pacific. Business executives use it to spot emerging online trends, marketers use it to shape their strategies and understanding of their target customers’ behaviour, and advertisers and media buyers look for actionable insights.

New for this year are the custom printing and personalisation options available, thanks to the kind support of Hewlett-Packard Asia Pacific, allowing on-demand printing and an innovative way to package the *Digital Factbook* for individual members and sponsors. For more information on getting your own company-branded custom edition of the *Digital Factbook*, contact [D+D] Executive Director, Kay Bayliss.

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About [D+D]

[D+D] is an industry group with a dual mission to maximise the value of marketers’ investment and to enhance the customer experience. [D+D] promotes the effective use of digital and direct marketing across Asia Pacific via advocacy, networking and education. [D+D] provides an industry meeting place, shares digital and direct best practices for customer engagement, and sets the highest standards for responsible use of customer data. [D+D] fuses the Asia Digital Marketing Association (ADMA) and the Hong Kong Direct Marketing Association (HKDMA) which, together, have a track record stretching back more than 20 years.

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