



Affiliate marketing leader

Global

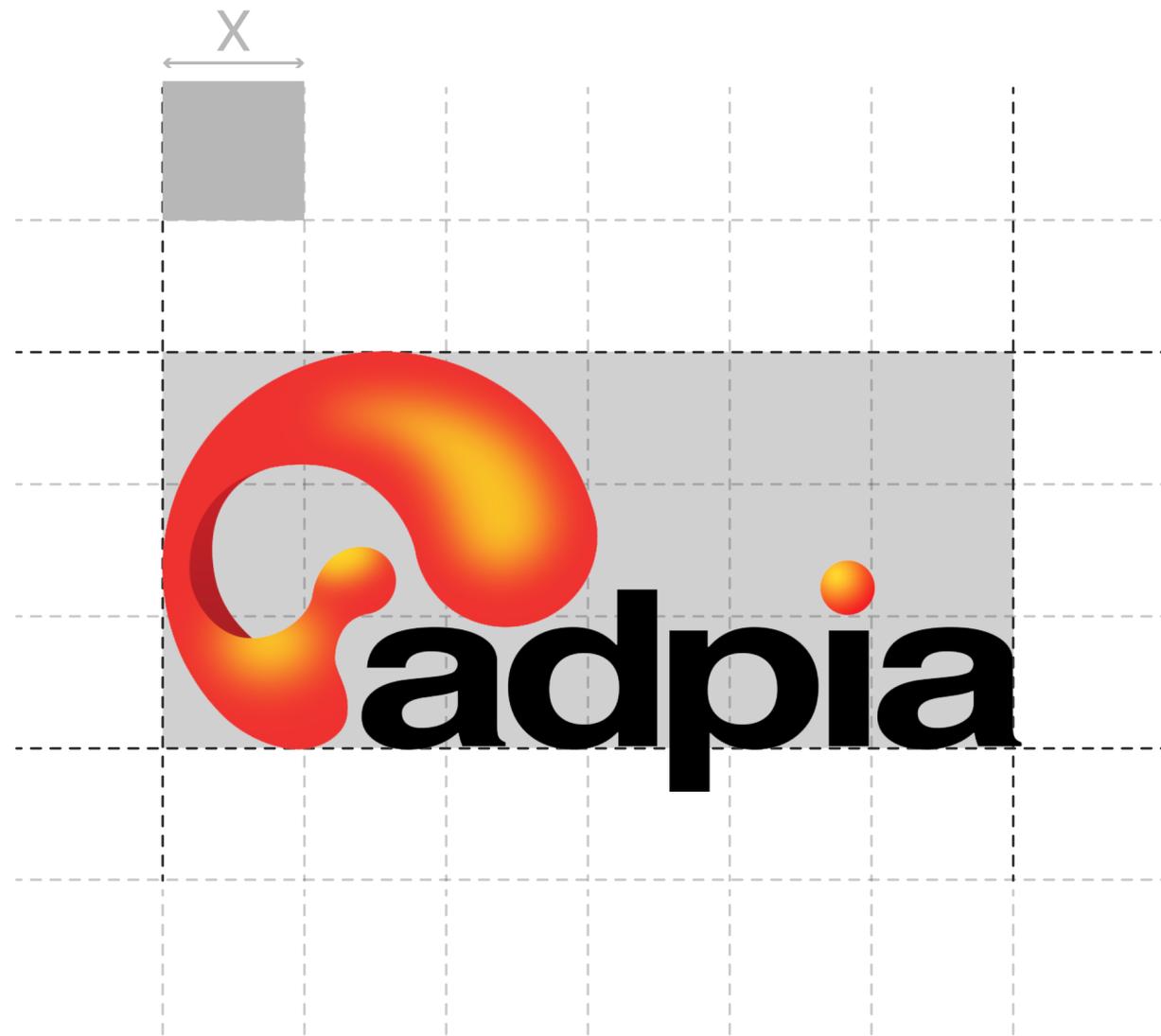
Adpia Affiliate Marketing is a brand communication strategy company with the lowest cost. Inspired by the association, spreading globally combined with the letter "a", Adpia's logo was born.



Connect

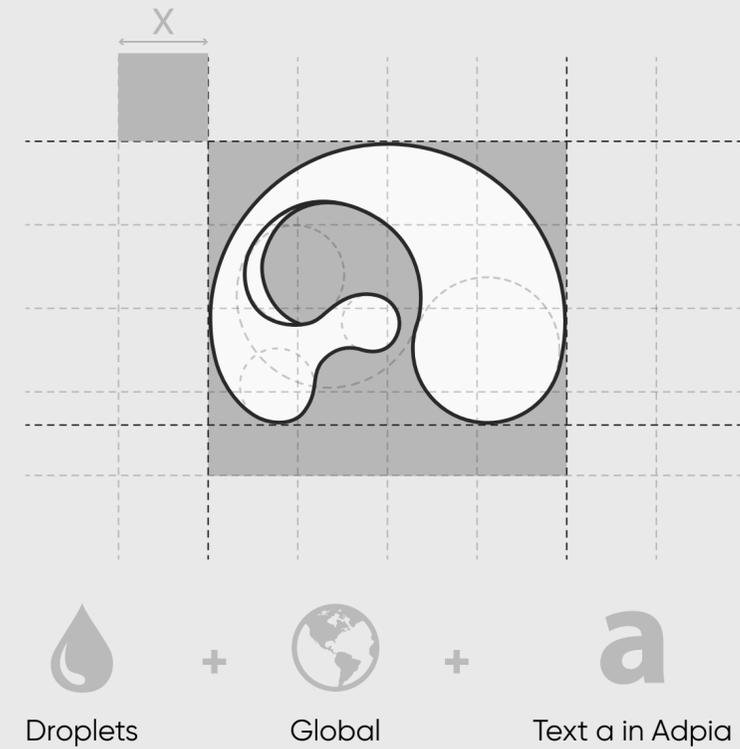


a



The font used in the logo is font: Helvetica Neue

SYMBOLISM



Logo on a grid is a grid system used to create the shape and design of the logo. The purpose of the grid system is to create harmony in terms of geometry and design standards of the logo. You can use a variety of grids to create a new logo or redesign an old logo.

Ad = Advertise

Pia = Utopia

#000000

RGB: 00 : 00 : 00

CMYK: 75 : 68 : 67 : 90

#EB9628

RGB: 235 : 150 : 40

CMYK: 5 : 48 : 90 : 0

#FFFFFF

RGB: 0 : 0 : 0

CMYK: 75 : 68 : 67 : 90

#AF2332

RGB: 175 : 35 : 50

CMYK: 22 : 98 : 84 : 13

Color



Helvetica Neue BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%~

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%~

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%~

SVN-Helvetica Neue

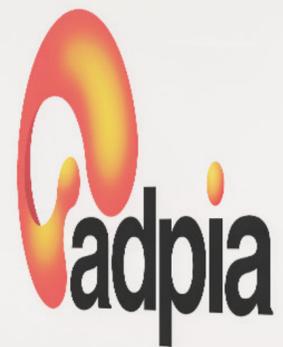
AaBbCcDdEe

Helvetica Neue is classified bold, regular, italic. This typeface is similar to gotham, SVN-Gilroy, arial and helvetica. Some characteristics that make Helvetica Neue special is the "a" represent the brand's characteristics. It is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc. It is a typeface that can be used basically anywhere because of the geometric and elegant simplicity with nice large x-height.









AFFILIATE MARKETING

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Adpia Influencer Platform Marketing (KOL/KOC)

Influencer Marketing is a completely new solution which combines Influence Platform technology and Quality Influencer Network in Vietnam.

- Influencer: 36,000+
- Campaign: 1,000+
- Content: 5,000+
- Client: 1,000+

LASTSAVE Premium e-commerce

Lastsave is a website providing e-commerce services, promoting information about products, promotions for businesses and commissions for members.

- High commission
- Fast & guaranteed payment
- Easy-to-use system
- Campaign variety
- Supporting system 24/7

www.adpia.vn

Adpia Influencer Platform Marketing (KOL/KOC)

Intu LASTSAVE

ADPI, mọi k Platf mạng Nam

Tiếp thị tiên kết hàng đầu VIỆT NAM

Publisher 100,000+

Đối tác quảng cáo 200+

Liên hệ: 0902 2345 678

www.adpia.vn

adpia.vn

Affiliate Marketing Leader

adpia.vn

Adpia Influencer Platform Marketing (KOL/KOC)

Adpia Company Profile

Affiliate Marketing Leader

www.adpia.vn

Business cards for Adpia, Lastsave, and Adpia Influencer Platform Marketing (KOL/KOC).

Identification card for Nguyễn Văn A



ADPIA.VN AFFILIATE MARKETING



ADPIA.VN AFFILIATE MARKETING

adpia AFFILIATE MARKETING LEADER

Adpia Company Profile

See more >>

www.adpia.vn

Core service Affiliate Marketing

Affiliate marketing is an Internet-based marketing method which uses online channels to advertise products and services for other websites through the website's traffic, sales or forms completed, etc... to gain commission

A Simple method to promote your goods to millions of people.

- CPA Cost per Action
- CPQL cost per qualified lead
- CPS Cost per Sales
- CPI Cost per Install

Company Profile Page No. 04

Adpia Affiliate Marketing Network

Affiliate
Optimizing traffic (web, blog, forum...) Earning money easily, Having safe settlement.

Merchant
Providing goods' information, Settling payments (CPS, CPA), Having effective investment and easy access to customers

ADPIA (Affiliate Network)
Connect Affiliate and Merchant, Transfer and create connected information, Supervise reports and payment

Page No. 05 Adpia Affiliate Marketing Network

Cooperation Progress

Promotion Process

- In-site Promotion**
Adpia notification AC Center & Lastsave
- EDM**
Send notification of launching to all Affiliate. E-mail arrives
- Direct contact**
1:1 direct contact with Affiliate via Facebook, Youtube, Zalo, Skype, Phone
- Recommend Affiliate Group**
Recommend list of Affiliates suitable for the campaign
- Event**
Sales activities such as interaction with merchant, activity, coupon and etc.

ADPIA - The leading affiliate marketing platform in Vietnam

Page No. 06 Adpia Affiliate Marketing Network

Propose some methods of communication promotion

Type of activity	Contents	Expected Effects
Post Advertisement Reward	Give award in rates of VND/order as long as maintain advertisement for 1 month and produces order	Even if no orders were produced in the short term, still makes Affiliates to increase merchant advertisement postings, increasing chance of exposure
Proportionate Incentives for Affiliates	Can setup proportionate incentives, give commission when reaches certain amount. Other types of awards (Could be a prize or financial reward)	Motivate Affiliates who already posted merchant advertisements
Adpia Proportionate Incentive	Establish proportionate incentive activity based on Adpia platform performance. Adpia will setup Affiliate reward policy	Motivate Adpia to raise total performance with Affiliates through reward policy
Short-term Commission Raise	When Affiliate output and performance is relatively stable, short-term commission raise is possible	Motivate Affiliate to post more actively to raise performance
Distribute Coupons	Merchant distribute exclusive coupon to Adpia, then Adpia distribute the coupons to Affiliates who can create produce output	Activate some of the Affiliates to raise performance

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AFFILIATE MARKETING LEADER

ADPIA, JSC
Headquarter: 30th Floor, Handico Building, Pham Hung Street, Me Tri Ward, Nam Tu Liem District, Hanoi
HCM Branch: 2nd Floor, Share Space Building, 82 Nguyen Xi, Ward 26, Binh Thanh District, Ho Chi Minh City
Tel: +(024) 2260 6074 / 2260 6075 Tax code (MST): 0107.532.712

Adpia Affiliate Marketing | Adpia Influencer Platform Influencer Marketing (KOL/VOC) | LASTSAVE Premium e-Commerce

AFFILIATE Why choose us?

205 billion VND
Income paid to collaborators

- High commission, improved individual reputation
- Affiliate marketing system proven by best technology
- Fast and guaranteed payment
- Prestigious merchant, diverse goods and services, easy sales
- Supporting system 24/7
- Easy-to-use system

Traffic Channel

- #1 Paid Traffic**
 - Facebook ads
 - Google ads
 - Zalo ads
 - Mgid
- #2 Media Company**
 - Blueseed Group
 - Approi
 - Vietel Media
 - Pmax
- #3 Online Traffic**
 - Web/blog/forum
 - Accumulate points
 - Price comparison
 - Share Coupon
 - Mobile app
 - Cashback
- #4 Personal**
 - Reviewer
 - Seeding forum
 - Seeding Facebook
 - Share SNS
 - Direct sale
 - KOC/KOL
 - Streamer
 - Youtube

Page No. 11 Affiliate Marketing

I. Build website Minishop

Building a website, SEO content and attached affiliate links in the article to make money from Affiliate is not a simple task and it isn't available to every Publisher. You need a bit of technical knowledge, a little bit of SEO, choosing the right products, the right keywords, being able to write interesting articles (or maybe hiring content writers) and taking time to put keywords into the top...

Through connecting by API, ADPIA supports Affiliate to create web page to provide top sale products and latest discount codes for users.

Affiliate Marketing Page No. 14

II. Display Banner

Currently ADPIA is providing 3 type of banner for Affiliate including:

- Regular Banner
- Rolling banner
- Smart carousel

Rolling Banner
F5 (refresh) Auto Change

Display Banner
3 seconds Auto Change

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III. Share VIDEO/POST

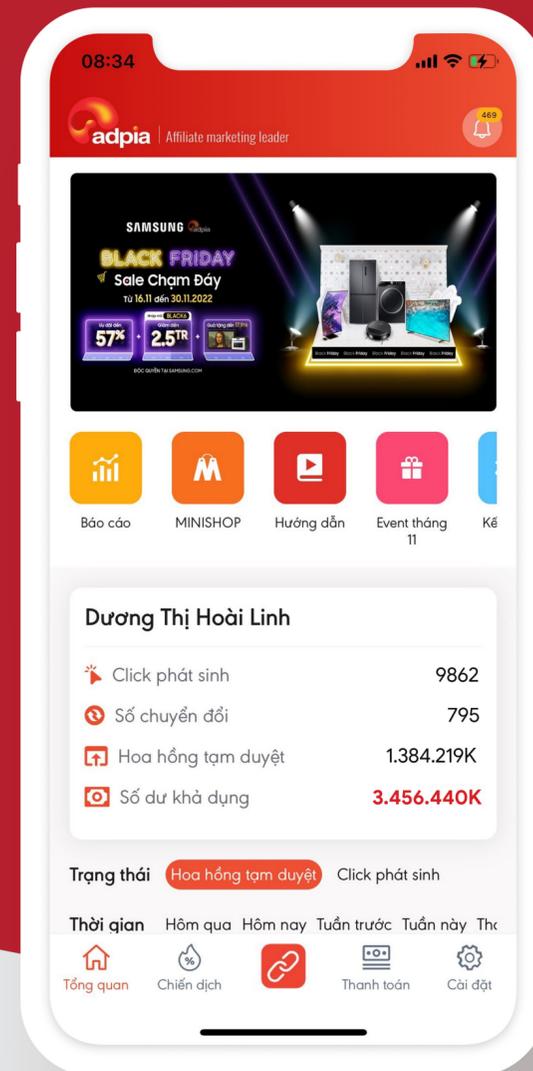
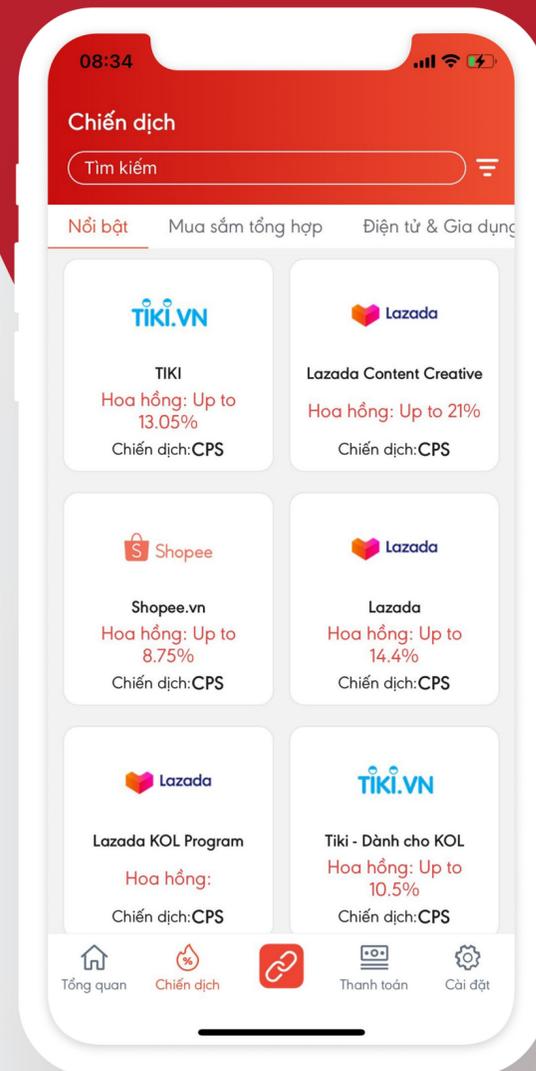
Video is a great channel to help bring products closer to customers, increasing conversions. ADPIA has assembled and shared a series of product review videos or Merchant introductions to support Affiliate activities.

Affiliate can use video in several ways as follows:

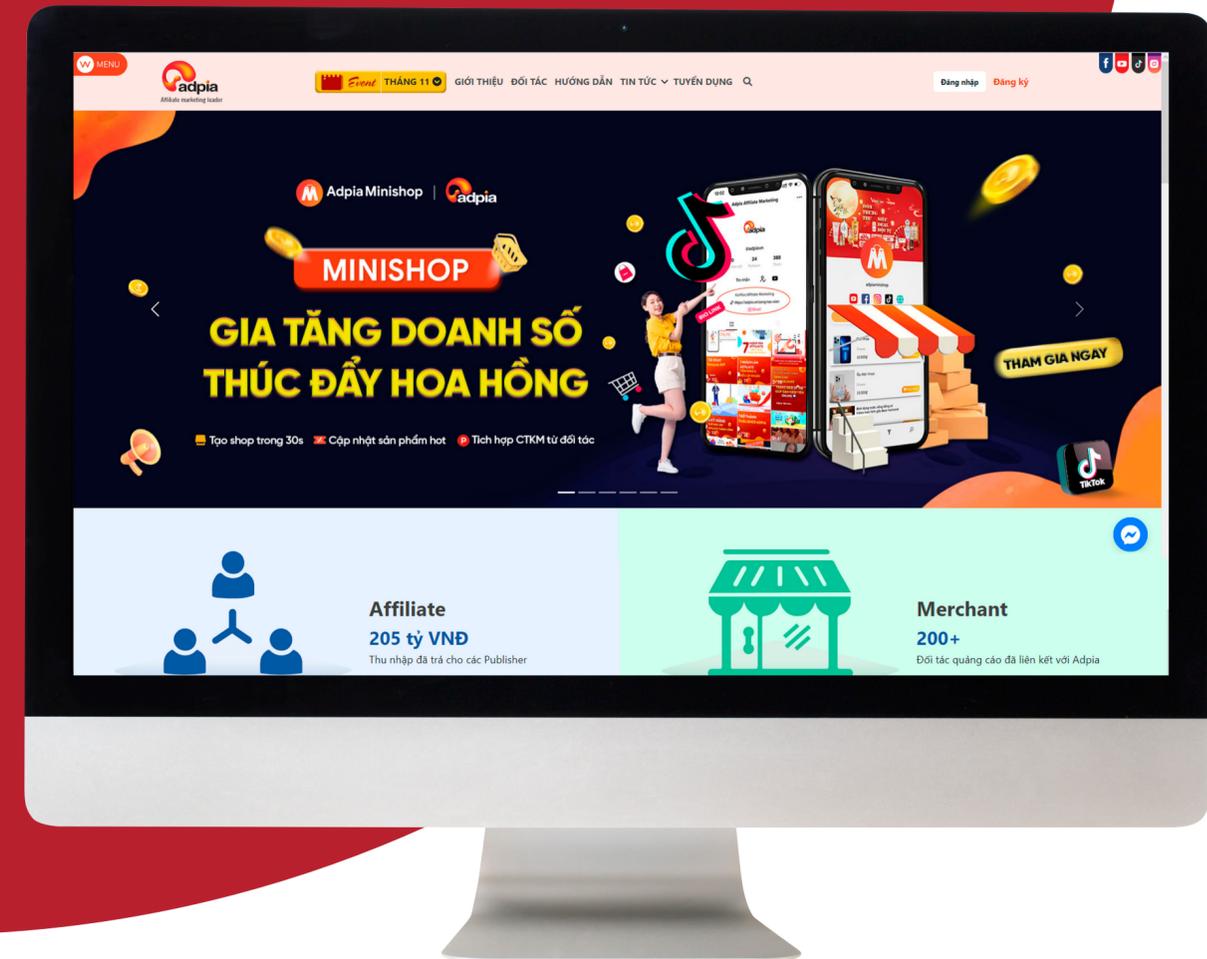
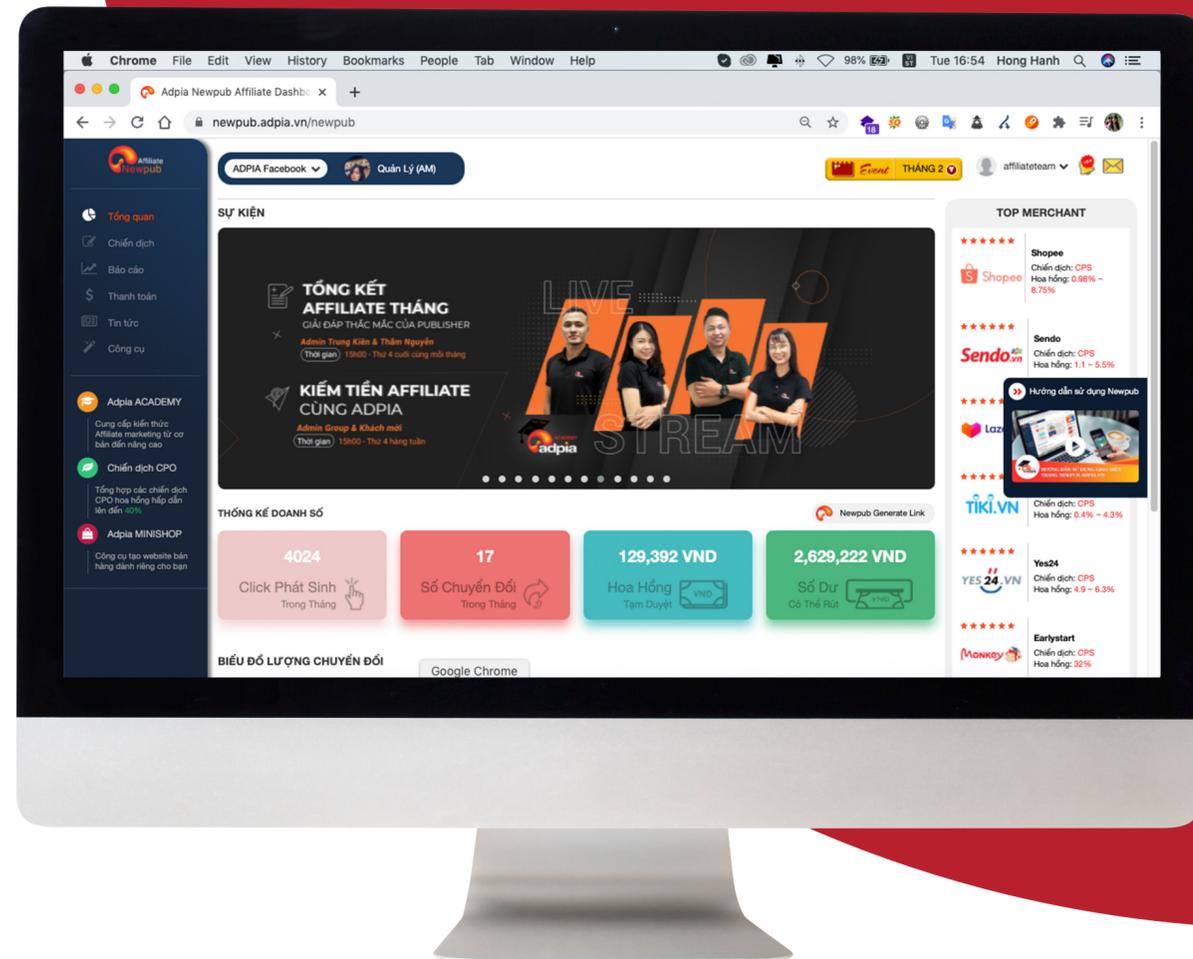
- Build your own Youtube channel
- Share via social networks
- Attach to article
- Use instead of Banner

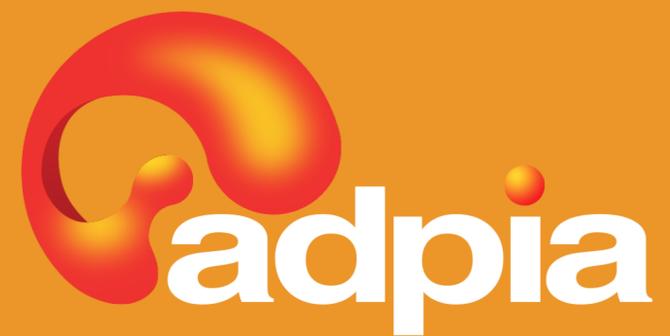
Affiliate Marketing Page No. 16

MOBIE APP NEWPUB



ADPIA | NEWPUB ON PC





MASCOT

Adpia is an affiliate marketing company, our mascot was developed based on the concept of pocket money combined with brand colors. The mascot is an image representing Adpia and may be used in all Adpia media publications. The mascot is drawn in many forms, standing, sitting, holding a speaker, ... the shapes can be flexed to match the content of the banner.





Thanks For Watching