

## **Sinotrust Launches Experian Elements in Beijing**

Beijing, August 26, 2009---On August 26, “Free Thinking and Practice in the Age of New Reality Marketing” --- Elements Senior Workshop, jointly organized by Sinotrust, a leading supplier of marketing solutions and credit solutions in China, and Experian Group, Sinotrust’s strategic partner, was held in Beijing Shangri-la Kerry Centre Hotel. Managerial, marketing and technological elites from famous domestic and overseas enterprises in such mainstream fields as automobile, banking, insurance, retailing, e-business, aviation, telecom and IT, etc, gathered together and collectively discussed marketing technology, application and development under the context of economic revival.

As an all-round management platform integrated with marketing and client intelligence, Elements, developed by Experian, a global leader in providing marketing services, accumulates 25 years’ management experience in marketing integration and client intelligence, advanced methodology on client marketing management in the major industries of western countries as well as Sinotrust’s best practice of local marketing consulting in the Chinese markets for 16 years; also, it covers client data management, client intelligence, client data analysis, data mining, marketing procedures management and integration of multi-marketing channels.

At this workshop, Lin Lei, Co-president & CEO of Sinotrust, and Glenn Parker, Managing Director of Experian Marketing Services, Asia Pacific, respectively made strategic analysis on opportunity and challenges for enterprise marketers under current economic context. Both of them held the opinion that overall integration of marketing resources, especially marketing data, marketing analysis methodology, marketing procedures management, marketing channels, client intelligence as well as marketing ideology, would be the mainstream trend of marketing in the next couple of years. The debut of “Elements” in China markets exactly made up the vacancy in domestic marketing integration and client intelligence management. Also, Alvin Au, Vice President of Sinotrust, dissected top 10 application trends in the marketing field of China in future for the distinguished guests. He pointed out that the integration of marketing resources in future was bound to be backed up with applicable marketing tools and platform as the basis of large-scale and individualized marketing, especially the integrated pattern of “technology + service + analysis + strategy + planning + execution”.

Dr. Sam Chiu, Director of Product strategy and marketing of Experian Marketing Analytics, systematically presented a full picture of Elements for the distinguished guests from the angle of marketing application. He pointed out that the Chinese markets and marketers that were rapidly connected with the world were crying out for learning and mastering mainstream marketing ideology, technology and business practice from developed countries, in particular, industry-based marketing methodology and solutions. Finally, Song Weiping, domestic expert on data warehouse/business intelligence technology and application, shared his proactive thinking on in-depth application of data mining and commercial intelligence in marketing with the distinguished guests.

It is reported that “Elements” mainly consists of 5 modules: “data element” module focused on client data integration and concentrated diagram of single clients; “molding element” module focused on client data mining and quick molding; “marketing campaign element” module focused on marketing planning, scheming, deploying, managing and monitoring; “Touchpoint element” module focused on the

integration of large-scale & individualized multi-marketing channels, and “feedback and reports element” module focused on marketing performance monitoring and management. In terms of market application, “Elements” is acclaimed to be the only all-round management platform integrated with marketing and client intelligence in the Chinese markets at present.

For more information about this event and our services, please contact:

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