

## **Datasea Inc. Weekly Updates ( Aug 7- Aug 13 ,2022)**

---

**Planned on Aug 11, 2022 (company updates)**

**Datasea participated in the "Blooming Cup" 5G Application Competition with the Digital Marketer solution**

Datasea, together with the Health and Health Bureau of Jiangbei District, Ningbo, China Mobile Jiangsu Company, China Mobile Ningbo Company and Zhejiang Mobile Information System Integration Company, developed a 5G messaging solution Digital Marketer and joined the "Blooming Cup" 5G Application Competition.

5G is offering us a glimpse into the future. In terms of allowing for new technological capabilities for a consumer, it's a real door-opener. In the past, technological limitations, including slow networks and unreliable

connections, have made smooth digital experiences difficult. Buffering media and advertising content doesn't do any good for communicating swift messages to busy customers.

So, it's no surprise that more than 90% of marketing professionals expect 5G to have an impact on their industry over the next decade. After years of waiting, 5G is finally becoming a possibility. It has the potential to improve the digital experience in myriad ways. And with this, comes the ability to provide excellent marketing experiences, using personalisation.

### **About "Digital Marketer"**

Digital Marketer has a goal of serving institutions of different kinds and helping them strengthen engagement significantly, supporting customers' activities across diverse online and physical contexts with intelligent, highly personalized solutions delivered through an interface that is intuitive, seamless, and fast. With one-click aggregation of functions including 5G messaging, messaging reading, video SMS, SMS, WeChat number, APP, email, and Ding Talk to build a unified user ID for all channels. The Digital Marketer is equipped with flexible reach strategy, accurate crowd targeting, rich material templates, multi-scene reach SOP, and multi-dimensional report analysis, all through one interface.

Leveraging 5G messaging and big data technologies, the Digital Marketer incorporates all forms of SMS products and AI voice to create a superior experience that can generate significant value. With one interface it connects to customer systems, and creates templates tailored to the customer's needs. Digital Marketer achieves the integration of client acquisition, accurate targeting and intelligent management.

# 数字宣传人技术架构图

