

**INDUSTRIAL PRACTICE REPORT**  
**PT. aCommerce Solusi Lestari**



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**INDUSTRIAL ENGINEERING PROGRAM**  
**FACULTY OF INDUSTRIAL TECHNOLOGY**  
**UNIVERSITAS ATMA JAYA YOGYAKARTA**

**2018**

## APPROVAL

The industrial practice report which is written based on the industrial practice at PT. aCommerce during the period at July 9th, 2018 until October 9th, 2018 by:

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has been approved.

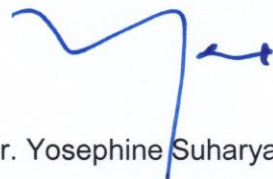
Team Lead

The logo for PT. aCommerce is visible, featuring a blue circular icon with a white 'a' and the word 'aCommerce' in blue. Below it, in smaller text, is 'PT. aCommerce' and 'Pusat Teknologi Industri'. A blue ink signature is written over the logo.

Harrys Mahindra

Yogyakarta, October 9th, 2018

Faculty Supervisor

A blue ink signature is written in a stylized, cursive manner.

Dr. Yosephine Suharyanti S.T. M.T.

**SURAT KETERANGAN KERJA**  
No : (065/HRD-PT.ASL/IX/18)

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Dengan ini menerangkan bahwa :

Nama : Juan Pranajaya

Adalah benar tercatat sebagai karyawan magang dengan posisi Digital Marketing di Department Marketing & Planning Strategy, PT. aCommerce Solusi Lestari terhitung dari tanggal 09 Juli 2018 sampai dengan 9 Oktober 2018 dan di tempatkan di Sahid Sudirman Center Lt. 17A Jl. Jend Sudirman Kav.86 – Jakarta Pusat – Indonesia.

Demikian surat keterangan ini dibuat, agar dapat dipergunakan sebagaimana mestinya.

Jakarta, 09 Oktober 2018  
PT. aCommerce Indonesia

  
Purnomo  
HR Director

## ACKNOWLEDGEMENT

Author would like to thank God Almighty for His amazing grace and guidance, also author's parent who had support and pray for author's industrial practice. This industrial practice report was written as an academic requirement for fulfilling industrial practice course. Other gratitudes go to:

1. PT. aCommerce as company that already accept author to perform industrial practice.
2. Harrys Mahindra and Akbar Rachman as team lead and analyst moreover as a great teacher and friends
3. Each staff and department in PT.aCommerce especially marketing department that gives the author unforgettable moments, valueable teaching and memories.
4. Dr. Yosephine Suharyanti S.T. M.T. as author's academic advisor for his support and suggestions during author's project and report writing.
5. Beloved brother and cousins that support the author to have and internship in Jakarta.
6. Best partner, emotional supporter and biggest driver of author ambition Natasha.
7. Others that help and support through this project and report writing.

Yogyakarta, October 8th, 2018

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## **CHAPTER I**

### **INTRODUCTION**

This chapter discusses about the background, goals of technical practice, and also brief explanation about the duration and place to do technical practice.

#### **1.1. Background**

Department of Industrial Engineering (PSTI), Faculty of Industrial Technology, University of Atma Jaya Yogyakarta (PSTI UAJY), commands all students to do technical practice along with the stated curriculum in department. PSTI UAJY sees industrial practice as a media for students to know the environment of work, industry, and also grow, elevate, and innovate the ethic of professional working, as an Industrial Engineering graduate ahead.

Industrial practice can be said as a professional simulation for Industrial Engineering students. The paradigm is that within technical practice working days, students work in their chosen company. Work, in this statement includes planning, designing, improvement, implementation, and solution. Therefore, in technical practice, the activities done by students are:

- a. Recognizing the scoop of company.
- b. following the business process continuously of a company.
- c. Doing the assignments given by supervisor or field coach.
- d. Observing the system.
- e. Compiling written report.
- f. Doing technical practice's examination.

Industrial Engineering is a field of study related with planning, designing, improvement, and installation of an integrated system, consists of Man, Machine, Material, Method, Money, Energy, Environment, and Information. In addition, scope of Industrial Engineer are an integrated system between aspects mentioned above (Man, Machine, Material, Method, Money, Energy, Environment, and Information). This means that in doing the responsibilities, Industrial Engineer has to see the activities based on its integrated system's point of view.

Area of comptencies for Industrial Engineer are including:

1. Work System Design and Analysis.
2. Production Planning and Controlling.
3. Inventory Management.
4. Quality Control System.
5. Material System.
6. Logistics and Supply Chain Management.
7. Product Design and Improvement.
8. Occupational Safety and Health.
9. Manufacturing Facility Planning.
10. Organizational Management.
11. Cost Analysis.
12. Industrial Feasibility Analysis.
13. CAD/CAM and Process Design, and others.

### **1.2. Purpose**

Things to be achieved through the implementation of industrial practice are:

- a. Practice self-discipline
- b. Practice the ability to interact with employees
- c. Practice the ability to adapt with working environment
- d. Observe directly the activity of company in running the production and business
- e. Complete the theories in college with the real condition in factory
- f. Enhance the knowledge about production and business system

### **1.3. Date and Place**

This industrial practice started from July 9th 2018, up to October 9th 2018, in PT.aCommerce Solusi Gemilang Sahid Sudirman Center, Jendral Sudirman Street kav 86, Central Jakarta. The performance of this technical practice will be continued with preparation of report, assessment, and also examination of technical practice or internship.

In this technical practice activity, student roled in Digial Marketing Department.

## CHAPTER II

### COMPANY OVERVIEW

This chapter discusses about the history, organizational structure of company, and management in PT. aCommerce.

#### 2.1. A Brief History of The Company

Not only being one of the largest series A funding in the South East Asian region but also a total of 1400 employees and staff operators all across the biggest market in Southeast Asia naming Indonesia, Thailand, Singapore, Malaysia and Philipines, aCommerce is currently the region's leading ecommerce enabler or sevice provider in the region. With the global brands such as L'Oreal Group, LINE, Abbott, Unilever, Nescafe and more as the customer.

aCommerce was established in May 2013 and headquartered in Bangkok.

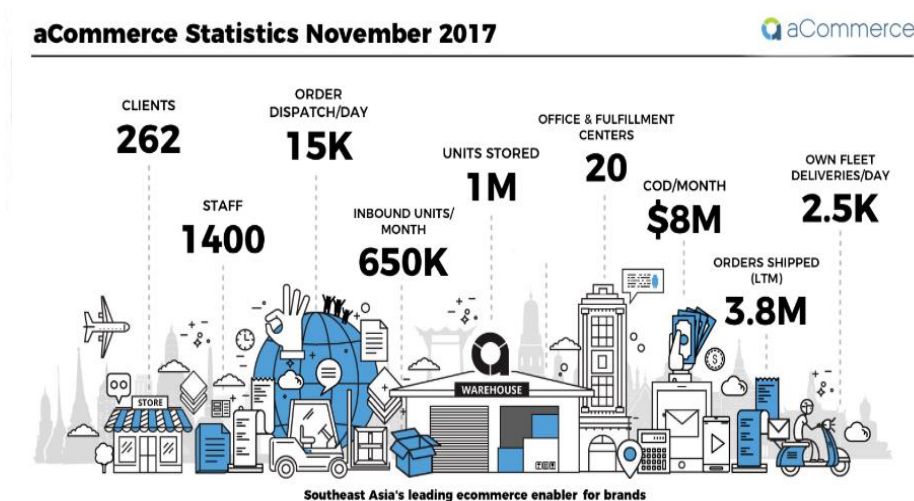
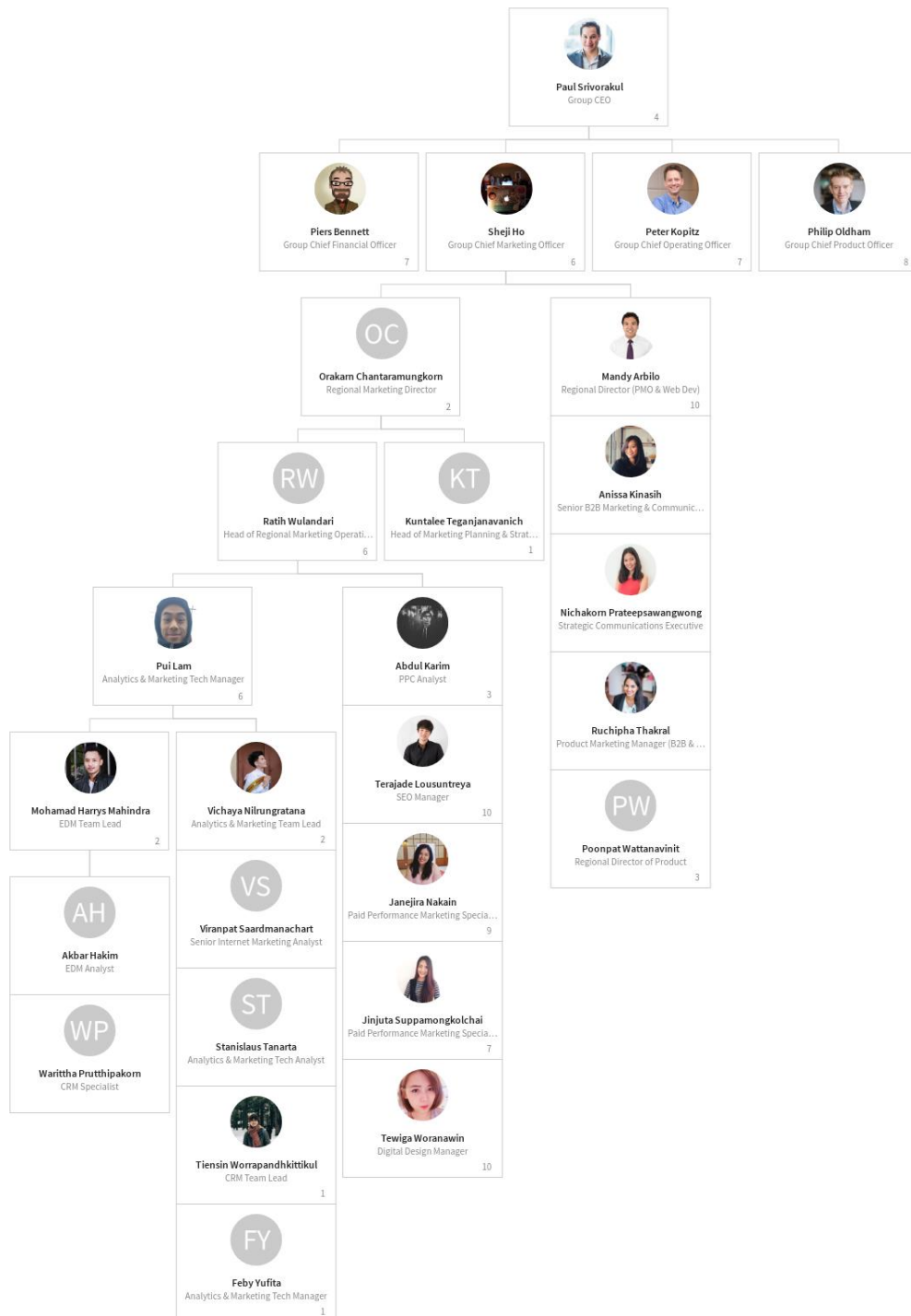


Figure 2.1. aCommerce Statistics November 2017

**Table 2.1. Historical Timeline of aCommerce**

Year	Event	Description
2013	The Company is Founded	Paul Srivorakul, Tom Srivorakul, and John Srivorakul begin building aCommerce and secure \$3.1 million in funding led by NTT DOCOMO Ventures.
2014	Secures \$10.7M, Largest Series A in Southeast Asia	The funding was organized by founding investor Ardent Capital, and led by Inspire Ventures, a Bangkok-based firm, with participation from NTT DOCOMO; Sumitomo Corporation Equity Asia Limited; Sinar Mas
	aCommerce employs over 300 staff	Provides ecommerce solutions across four countries and serving 100+ clients with plans to expand to more markets.
2015	Company grows 8x year-on-year revenue	1. Indonesia becomes the company's greaterst driver of revenue 2. Over 33% growth on average month-on-month 3. Regional fulfillment center capacity reaches 9,332 sqm
	Raises \$5M ahead of Series B	Existing backers Ardent Capital, Indonesia conglomerate Sinar Mas and Inspire Ventures show confidence in aCommerce growth.
	Opens 7,700 sqm Bangna fulfillment center in Thailand	The new fulfillment center was opened to meet the increasing demand for warehousing capabilities and order fulfillment.
	DKSH buys 20% stake in aCommerce	150-year-old Swiss market expansion services provider, DKSH, buys 20% stake in aCommerce to further expansion into Asia.
2016	ecommerceIQ is launched with Google	aCommerce very own research unit dedicated to educating the ecommerce market in Southeast Asia holds its first summit partnership with Google Thailand. Over 200 top execs from the country's biggest brands and retailers attend the closed-door event.
	Raises \$10M Bridge funding led by MDI Ventures	To prepare for Series B, aCommerce secures funding from Telkom Indonesia's fund, MDI Ventures, Austraila-based fund Blue Sky and existing partner, DKSH.
	Indonesia team opens 6,500 sqm Cawang fulfillment center and 17 hubs	aCommerce Indonesia officially has grand opening for the 4 level mezzanine warehouse to serve Southeast Asia's booming market. This is in addition to the Bandung FC and Surabaya FC opened earlier this year.
	aCommerce expands into Singapore	The company begins operation in Singapore to help brands solidified their regional presence.
2017	aCommerce expands operations into Malaysia	Begins the operation in Malaysia for the existing clients, expanding the coverage to the total of five biggest markets in Southeast Asia.
	Opens 21,100 sqm new fulfillment centers in Thailand and Philippines	Answering the growing demand from the clients, aCommerce opens two new fulfillment centers in Bangkok and Manila with the capacity of 20,000 sqm and 1,100 sqm respectively.
	aCommerce wins Google Global Premier Partner Award for Search Innovation	aCommerce is awarded the Global Premier Partner Awards for Search Innovation and won two Google Premier Partner Awards in Search Innovation and Growing Online Business for all Southeast Asia, beating hundreds of other agencies.
	ecommerceIQ launched LEAP, the first ecommerce executives program for professionals	LEAP stands for "Leadership Ecommerce Accelerator Program" and it's a 10 weeks curriculum created by ecommerceIQ and Thailand's most prestigious business school Sasin to provide the advanced knowledge and skills needed for professionals to do ecommerce successfully in Southeast Asia.
	Raises \$65M in a Series B funding round led by KKR-backed Emerald Media	aCommerce secures \$65 million in a series B funding round led by Emerald Media, a pan-Asian platform by global investment firm KKR, with participation from existing investors including Blue Sky and DKSH.

## 2.2. Organization Structure



**Figure 2.2. Organization Structure**

### **2.2.1. Job and Responsibilities**

1. CEO (Chief Executive Officer)

As the company toppest management, the CEO responsible for anything inside the company. Being the face of the company and leading the company to the future.

2. CMO (Chief Marketing Officer)

The company has many division (ex: marketing, logistics, technology and etc) CMO is the one who responsible for each division they lead. Being the top in departments the CMO also responsible in reporting the department performance to CEO.

3. RMOH (Regional Marketing Operation Hub)

Responsible in observing and directing the all over marketing division in Acommerce such as CRM, PPC, SEO, SEM, AMT and Creative.

4. Manager

Responsible for the marketing division that he/she leads (ex: CRM manager, PPC manager, and etc)

5. Team Lead

Responsible for securing clients in the country he/she leads and also responsible for the execution (ex: CRM ID Team lead, CRM TH Team lead and etc)

6. Specialist and Analyst

Responsible for the execution and also support the team lead in order to improve the client satisfication and generating more revenues to the company.

## 2.3. Company Management

### 2.3.1. Core Values

Core values act as the foundation of aCommerce work culture. These are several core values at aCommerce:

1. Customer Above All
2. Solve Problems
3. Lead By Example
4. Keep It Real
5. Lean On Your Teammates

## CUSTOMER ABOVE ALL

Without our customers, there is no aCommerce. Our partners and customers are our allies in competitive landscape and as a service-oriented company, their success is our success.

Replace "I can not" with "I'm on it".  
There's no greater satisfaction than  
success in tackling a challenge.

## SOLVE PROBLEMS

## LEAD BY EXAMPLE

Earn your respect through results and reliability, not seniority. No task is beneath you or anyone in the company.

## KEEP IT REAL

Work smart, voice your opinion, make magic  
but have a life outside of work. Healthy and  
happy individuals make productive workers.

## LEAN ON YOUR TEAMMATES

Collaboration builds better teams and stronger members. Together we are a more unified #aTeam

Figure 2.3. aCommerce Core Values

### 2.3.2. Welfare and Benefit

#### 1. Facilities

##### a. Laptop

Laptop is given to all the employee to do their work and to order to keep their personal and working related files.

#### 2. Employment

##### a. Shift from 09:00 AM – 06:00 PM

The usual shift for employee in acommerce. But the working hours could be really flexible as long as their keep their job and works done.

#### 3. Welfare

##### a. Health Insurance

Including medicine, health check in hospital, hospitalization and etc. If its a male employee this insurance includes his spouse and two of his children and if its female then the insurance just include the children of the employee.

##### b. Lunch

Free lunch at Monday, Wednesday and Friday. The free lunch in form of buffet that already being prepared by company.

##### c. Free Parking

In form of reimbursement.

##### d. Bonus

The bonus given according to the employee's work performance.

##### e. Leave

**Table 2.2. Type of Leaves**

Type of Leaves	Number of Days
Normal	12
Marry	3
Pregnancy	120
Sick	-
Mulsim Pilgrimage	15
Circumcission	3
Death of Family Member	1
Maternity Leave	3





**aCommerce**  
powering commerce

**DARE TO DREAM  
THINK AND ACT  
LIKE A CHIEF**

Coffee Break discussion with  
one solid example of a chief!

**19.10.2017**  
10.00-11.30 AM



**Cynthia Tenggara**  
Co-founder and CEO of **BerryKitchen**

BerryKitchen online catering services started small in 2012 with four employees preparing fewer than 50 ready-to-eat meals. Today, the business employs at least 100 people who help pump out roughly **4,000 boxed food units daily**, including bento and snacks.



**PermataBank**

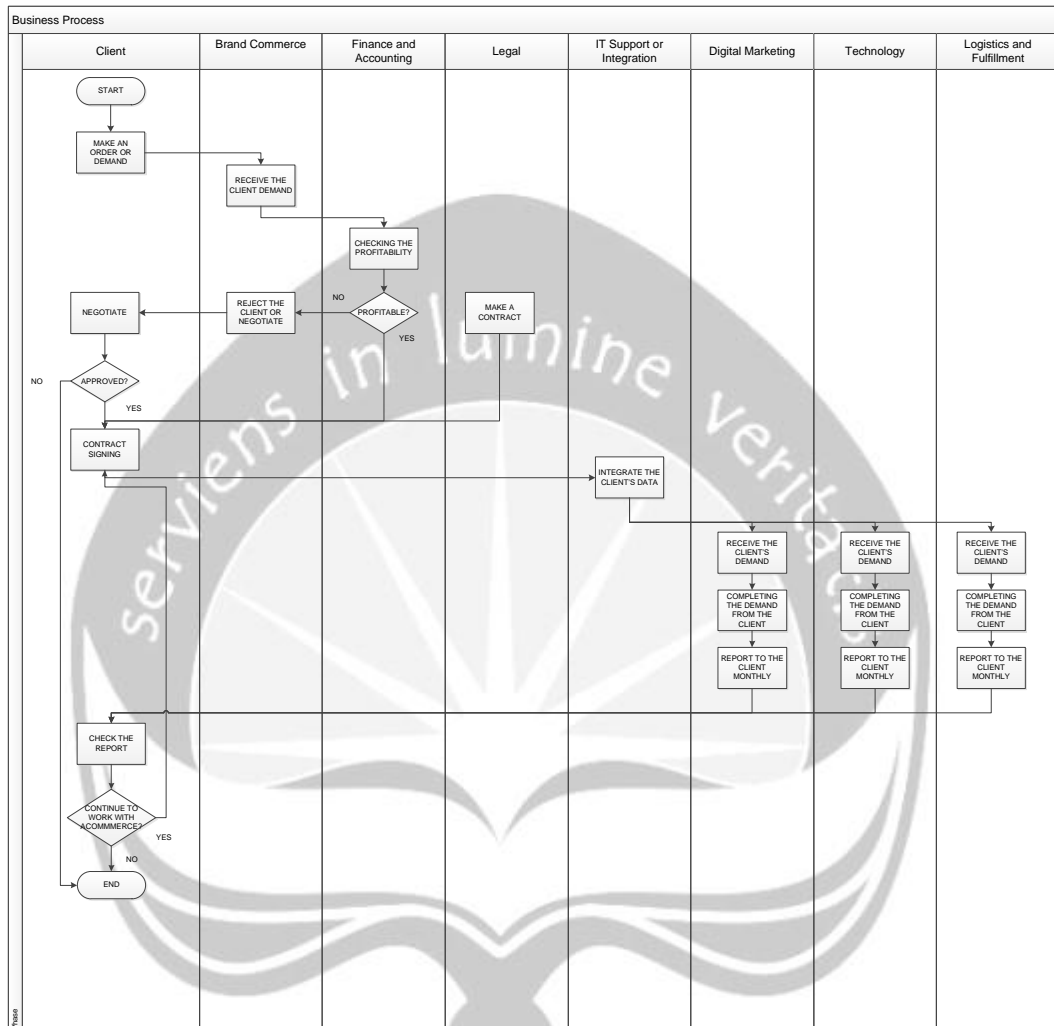
Di akhir sesi, kamu dapat mengajukan  
pertanyaan mengenai **promo-promo menarik**  
(KTA, kartu kredit, dan lain-lain) dari Bank Permata

**Figure 2.4. Extra Activities**

## CHAPTER III

### REVIEW OF ENTERPRISE SYSTEM

#### 3.1. Company Business Process



**Figure 3.1. aCommerce Business Process**

### 3.2. Type of Services

There are several services that is provided by aCommerce in digital marketing, such as:

#### 1. Performance Marketing

Optimize online campaigns in real-time to achieve desired business results. Be one step ahead of competitors with access to the newest digital marketing technology and maximize online activity with personalized ads.

##### a. Search Engine Optimization (SEO)

Be on the front page of Google to increase volume and quality of traffic to site organically. aCommerce SEO experts ensure website and products can be easily found online by making every word on the website count.

##### b. Search Engine Marketing (SEM)

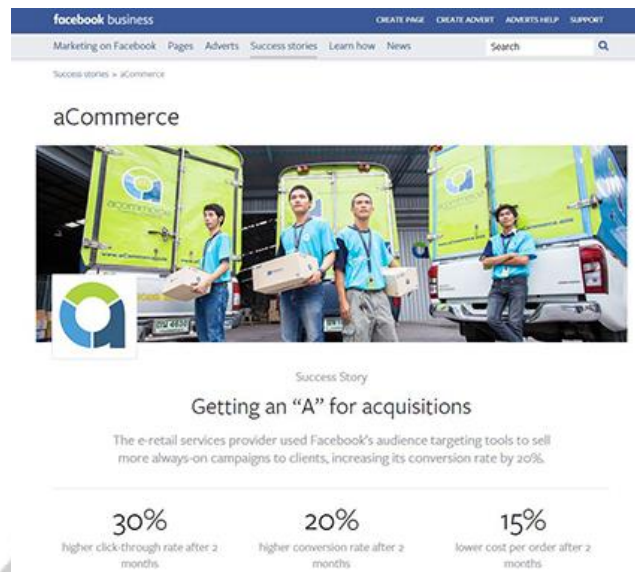
Maximize visibility in search engine results pages by complementing SEO strategy with Paid Search Ads (PPC). ACommerce help maximize performance by getting the right keywords, ad copies, landing pages, bid strategies, and more.

With staff qualified through Google exams for products like Adwords, Google Analytics, YouTube, and other Google products, rest assured aCommerce got you covered.



**Figure 3.2. Google Partner Award**

### c. Facebook Marketing



**Figure 3.3. aCommerce Facebook Success Story**

As the largest social media channel in Southeast Asia, Facebook plays a big part in customers' everyday digital life. aCommerce helps you tap into this audience by optimizing brand's Facebook page in real time and delivering desired business results by tailoring content to produce sales opportunities and lead generation.

aCommerce go beyond organic Facebook reach by helping ecommerce brands and retailers drive more sales using the latest Facebook ad products. Whether it's Newsfeed Ads, Carousel Ads, Retargeting and Lookalike Targeting campaigns, and Mobile App Install campaigns, aCommerce understand what's required to drive performance.

#### d. Line Marketing

aCommerce manages brands and retailers' LINE accounts by offering customer care, custom campaigns and coupons, chat bots.

#### e. Display Advertising

Enrich advertising message with interactive content in the form of text, graphics and video ads. aCommerce manage ad placement and maximize budgets by targeting the most relevant audience. Through aCommerce Affiliate platform, reach customers across major publishers in Southeast Asia and pay only for performance. Publishers in aCommerce network accept CPC, CPL, and Commission based offers.

f. Retargeting

Only 2% of web traffic converts upon first visit and retaining existing customers is five times more cost-effective than acquiring a new one. aCommerce retargeting keeps brand fresh in front of an audience and reminds customers what they may have missed from their first website visit.

g. Email Direct Marketing & Trigger Emails

Email marketing is the single biggest driver of sales in ecommerce and an important retention tool for business that allows you to reach a larger audience at a lower cost than other channels. It consistently delivers the highest ROI when done right.

aCommerce EDM team ensures all campaigns are engaging, interactive and personalized with products and promotions for different customer segments. Deliver only the best email marketing campaigns to customers with mobile responsive designs, customer segmentations and personalization.

h. Content Marketing & Native Advertising

Distinguish online presence and increase brand awareness by sharing only the best content audience will appreciate. Native ads drive 9% higher brand affinity and 18% purchase intent response than traditional banner ads.

Brand identity is what differentiates you from competitors and aCommerce will create and deliver an online narrative that best resonates with customers. Through aCommerce experienced content production team and wide network of publishers, aCommerce make sure it reaches the right audience.

i. Online-to-Offline Campaign

Let offline presence complement online channels. Use website to drive customers to a physical store or complement digital campaigns with offline activity to create a multi-dimensional user experience. Capture their attention and strengthen brand presence with marketing initiatives that exist in both worlds.



## 2. Analytics

ACommerce believe in data. It is a big part of aCommerce decision-making process. Analytics provide insight and through data collected from digital marketing channels, ecommerce platform, and back-end systems, aCommerce implement the best strategy to improve online performance.

### a. Google Analytics

Trend reports allow us to emphasize the campaigns that generate the most sales for business. Understand user behavior with advanced website metrics – they include: product impressions, product clicks, product views, add to a cart, initiating the checkout process, transactions, and refunds. Data drives the bottom line.

### b. Mobile Analytics

Understanding user behavior on mobile with mobile-centric analytics tools is key to mobile growth strategy.

Reach users on a device they always have on hand to provide them personalized recommendations and strengthen the brand-customer relationship.

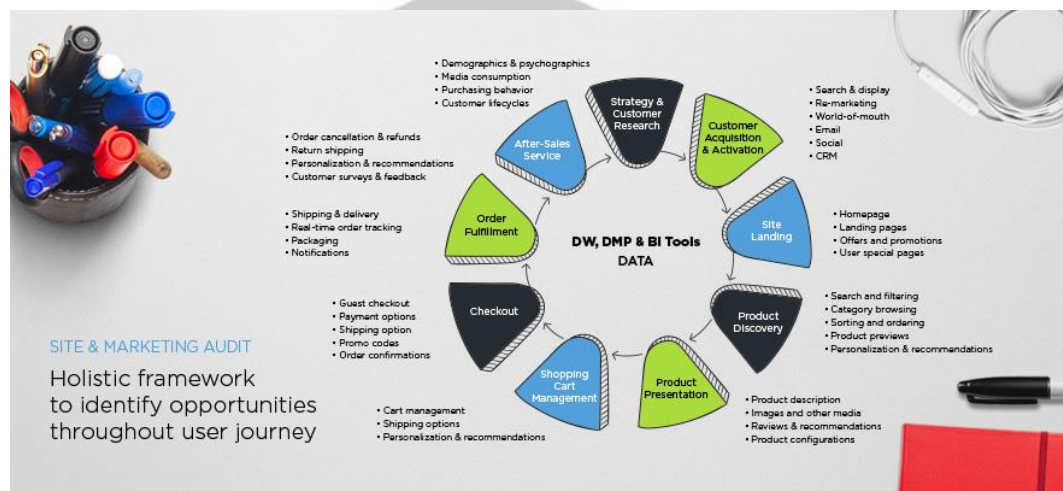
### c. Real-time Dashboards

Monitor the performance of all channels with real-time dashboards. See a holistic view of all campaigns in one place, ranging from top-funnel metrics down to the lowest-funnel metrics.

aCommerce integrates data across multiple sources and platforms to be able to maximize and test the best strategy to meet business objective.

### 3. Site Audit and Consulting

Our experts will enable company to achieve specific goals whether you are a small boutique or pure play ecommerce business. ACommerce filter through the hundreds of online marketing tools to implement the one that will maximize marketing budget. And because aCommerce believe in transparency, aCommerce reporting will take you step by step through the progress of current campaigns and digital marketing initiatives to find areas for optimization. ACommerce take data driven action and it shows in aCommerce clients results.



**Figure 3.4. Site and Marketing Audit**

### 4. Branding

The number one factor that drives customers to make purchases are emotions. aCommerce, through aCommerce online marketing, ensures all brand touchpoints with customers create positive experiences to nurture brand loyalty. aCommerce combines consumer insights and new digital marketing software to personalize campaigns and activate new customers.

### 5. BrandIQ

BrandIQ is the newest service that is launch by aCommerce. It is an online marketplace (Tokopedia, Lazada, Bli", Shopee and etc) data analytics platform that visualizes the brand's performance against competitors that could support the client to create a better online marketplace strategy.

## **CHAPTER IV**

### **REVIEW OF PROJECT**

#### **4.1. Scope of Work**

Digital Marketing is one of the activities and services from aCommerce. Digital Marketing divided into several sections and role:

1. MPS (Marketing Planning and Strategy)

The main task of MPS to maintain communication with the clients, measuring performance for the rest of the marketing and analyze the data which the outcome is the strategy and plans for the customer / clients.

2. PPM (Pay Performance Marketing)

- a. SEM (Search Engine Marketing)

SEM role is to advertise the client's product by utilizing the google search engine. (Google Ad Words)

- b. PPC (Paper Click)

PPC role is to advertise the client's product by utilizing mainstram social media such as Facebook. (Facebook Ads)

3. Creative

The main task of creative is to support the digital marketing activity by making anything related to design.

4. SIM (SEO and Influencer Marketing)

- a. SEO (Search Engine Optimization)

SEO role is to advertise the client's prodcut by using utilizing the google organic search engine.

- b. Influencer Marketing

Influencer Marketing is to advertise the client's product by utilizing influencer such as youtuber or influencer in social media such as instagram

5. AMT (Analytics and Marketing Technology)

AMT main task is to compile all of the data related to the digital marketing department and analyze it. The outcome is the recomendation of the appropriateness of the activities within digital marketing such as tighten the budget, stop the development because it's not profitable or to continue as is and continue with a bigger budget.



## 6. CRM (Customer Relationship Management)

The main task of CRM is to support the client to maintain the communication to the customer such as email promotion and etc.

## 7. BrandIQ

BrandIQ Marketing role is to maintain, visualize and report the analyzed data such as brand performance, marketplace insights, consumer sentiments and etc from the platform for the client to compare the data to their competitors.

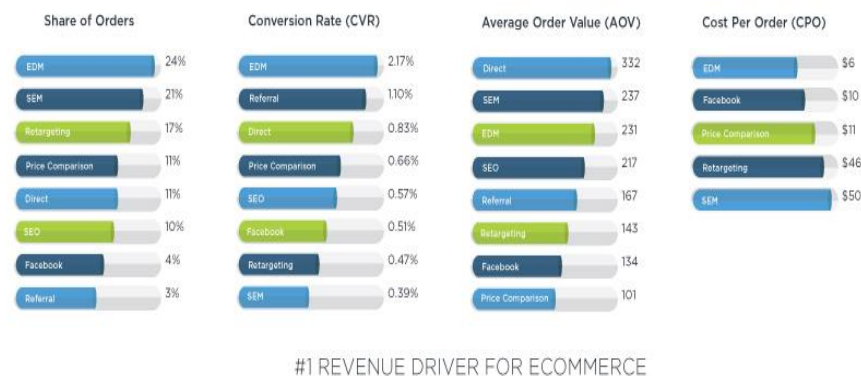
The job of the author is to act as CRM and BrandIQ intern that helps the segmentation and improvement of EDM and machine learning process in BrandIQ. The author is working with Harrys Mahendra as CRM team lead and BrandIQ product manager and also Akbar Rachman Hakim as EDM analyst.

### 4.2. Responsibility and Authority

The author has two roles and responsibility in digital marketing department.

#### 4.2.1. CRM

CRM or Customer Relationship Management is the department that support the client on maintaining their relationship with the customer like an email promotion to sent a “campaign” using third party platforms such as: campaign monitor and mail chimp. aCommerce called this activities EDM (Email Direct Marketing).



**Figure 4.1. Revenue Driver for aCommerce**

As the biggest driver revenue in digital marketing services EDM is considered as one of the most important activities in the department.

**Table 4.1. List of Campaign and Brands**

<b>Days of Week</b>	<b>Brand</b>
Sunday	Uniqlo
Monday	*none*
Tuesday	Khiel's
Wednesday	Uniqlo
	Adidas
	Samsung EPP
Thursday	Adidas
Friday	Uniqlo
	Samsung EPP
Saturday	Adidas
Not Fixed	Lakme and Eiger

The responsibilities of the author:

1. Resizing the design from the creativity department into a design that is more compact that would fit in email.
2. Edit the content and the layout of the email.
3. “Blast” the email (EDM) to the customer according to the campaign timeline.
4. Support the other digital marketing team if they want to send an email to the client, client's partner and the customers.
5. Add the new recipient for campaign monitor and mailchimp
6. Make an monthly report about the results of e-mail promotion to the clients and MPS.
7. Segmenting the client to improve the percentage of open rate or click rate that leads to higher conversion rate.

#### 4.2.2. BrandIQ

BrandIQ is the newest service that is launch by aCommerce. It is an online marketplace (Tokopedia, Lazada, Bli", Shopee and etc) data analytics platform that visualizes the brand's performance against competitors that could support the client to create a better online marketplace strategy.

There are several features of the BrandIQ platform such as:

1. Brand Monitor: Use to track the marketplace performance and make data backed business decisions.
  - a. Shelf: See a breakdown of the sellers and the share of shelf on the marketplace. There are 3 seller in the marketplace namely:
    - i. Official Seller : The brand itself who sell in the online market place, example : Adidas
    - ii. Authorized Seller : The official distributor or reseller, example : Sports Station
    - iii. Grey Seller : An individual or anyone that sell product for their own profit, example : Joni that sell adidas sports shoes
  - b. Product: Monitor the pricing trends of SKUs (Stock Keeping Units) and when discounts or promotions were activated.
  - c. Search/Category Rank: Analyze where the client rank on the marketplace against your competitors.
  - d. Voice: understand what the consumers are saying about the brands.
2. Insight Tools : Work with the innovative tools to get ahead of the competitors
  - a. Daily Snapshot: To get a daily brand insights delivered to the client inbox every morning.
  - b. Compare: Compare the pricing trends of SKU's and benchmark against category trends.
  - c. Group & Bundle: Simulate the bundle of SKU's and see how the SKU's could perform in the market.
  - d. CRM: Understand everything about the customer and forecast their behaviour.
  - e. Get Alerts : Get price and Customer Feedback alerts in real-time and take the quick actions

The author responsibility is to help with the machine learning process on the platform by classifying and breakdown the customer sentiments or review ( $\pm 15,000$  comments) in the marketplace that would represent the customer satisfaction on the brands. (Brand Monitor:Voice Section)

Several authorities had been given to the author:

1. Authorities to use the desk in the open office and use all of facility on the office, such as: meeting rooms, internet and etc.
2. Authorities to use an official email from aCommerce.
3. Authorities to use and ask any kind of information as long as it helps for benefiting the company.
4. Authorities to see the “back end” on the BrandIQ platform.
5. Authorities to edit the website and platform of BrandIQ. ([www.brandIQ.asia](http://www.brandIQ.asia))
6. Authorities to edit and use Mailchimp and Campaign Monitor.



Figure 4.2. aCommerce's 2018 Milestones

### 4.3. Methodology of Work Implementation

The methodology of work implementation will be divided in two sections based on the author roles.

#### 4.3.1. CRM

CRM has two important type of activities and it has different process and methodology. EDM frequency depends on the timeline campaign given by the client and report to MPS is done monthly.

##### 1. Email Direct Marketing (EDM) & Trigger Emails

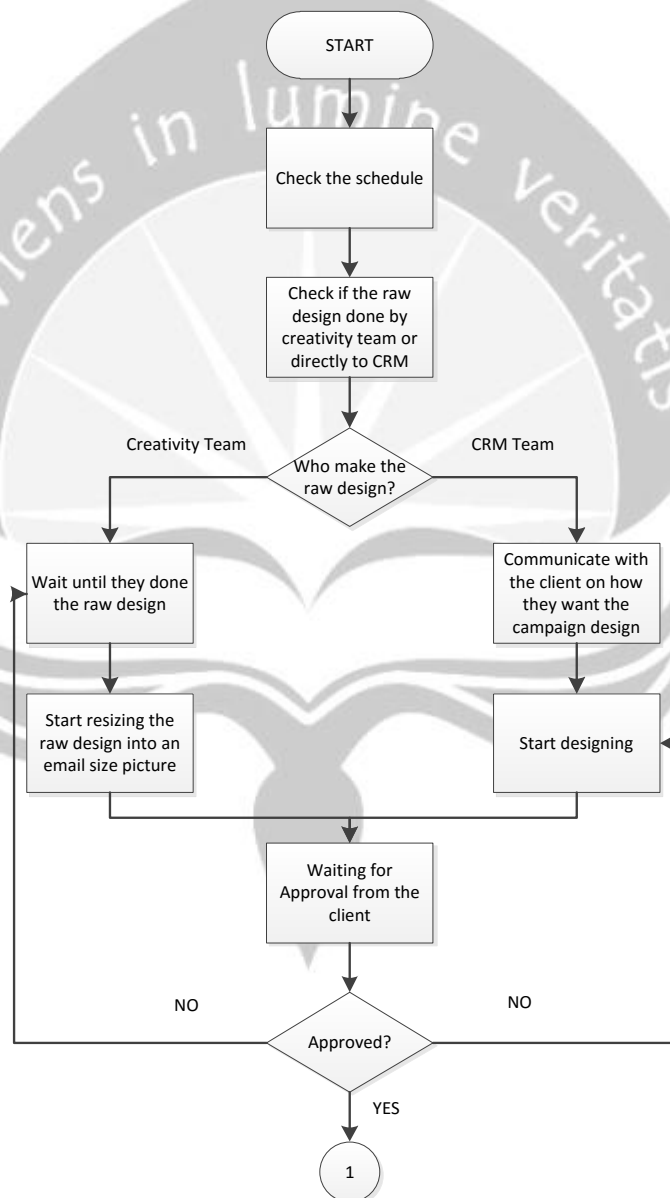
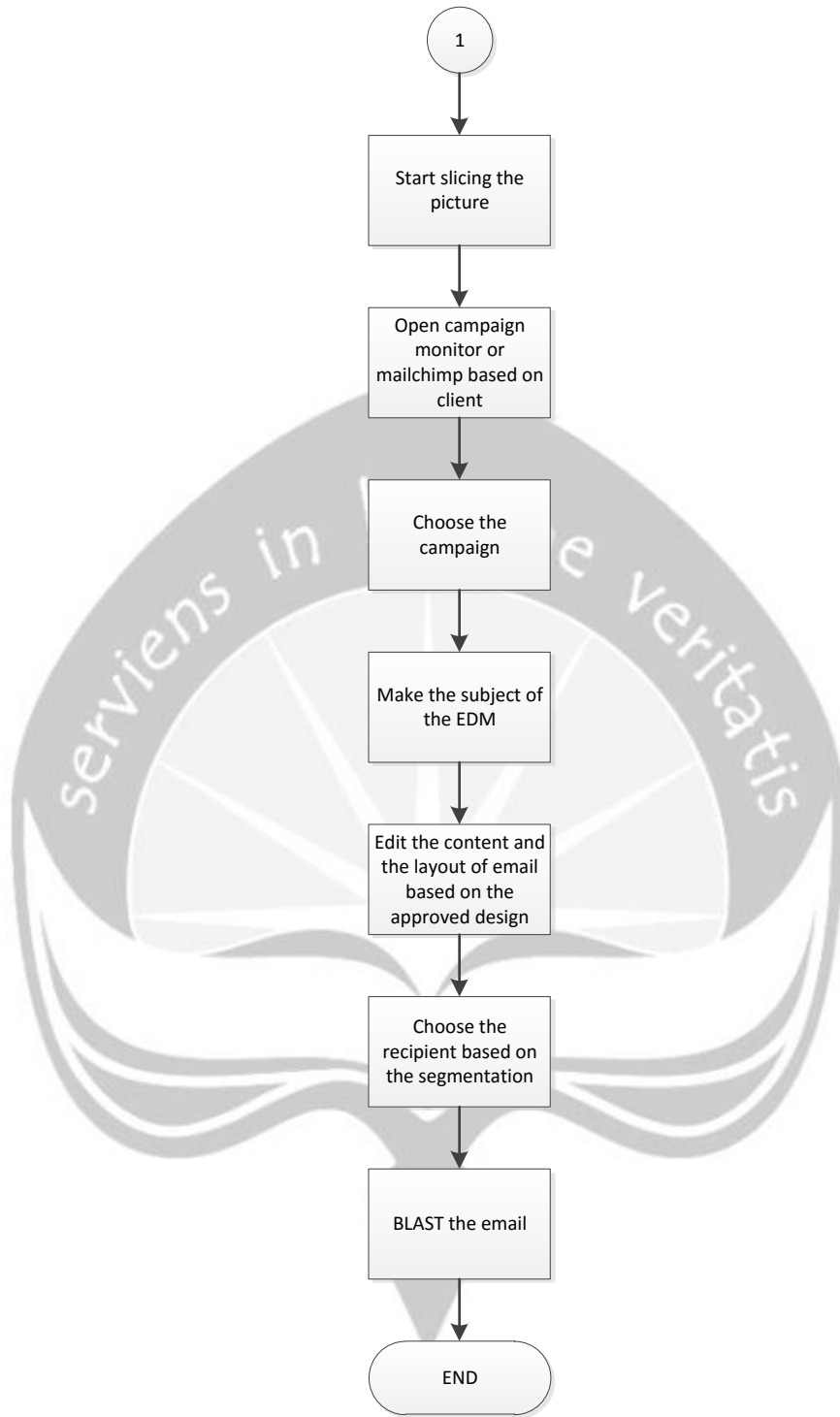


Figure 4.3. Work Methodology for EDM



**Figure 4.4. Work Methodology for EDM (Cont'd)**

The first things to do to schedule the email is to check the schedule in googlesheet that is being shared with the acommerce.

EDM calendar 2018

File Edit View Insert Format Data Tools Form Add-ons Help Last edit was made yesterday at 3:59 PM by John Tay

	A	B	C	D	E	F	G	H
1	September							
2	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
3						1	2	Include TH GWP call out in Sept emails for Falcon, , spectral, built to defy, Man U away
4						Neighborhood 9am SGT sent. - ID		
5	3	4	5	6	7	8	9	
6	Next Wave - ID, SG,PH,MY		Neighborhood (if not sold out) - SG, MY, TH, PH	Falcon - All markets				
7	10	11	12	13	14	15	16	
8				Yung 1 + Continental - PH - ID		Yeezy 700 - ID		
9	17	18	19	20	21	22	23	
10				Built to Defy PL(tbc otherwise 27th) - All markets				
11	24	25	26	27	28	29	30	
12		Spectral RID - TH,PH ID F&F - SG,MY	F&F - SG,MY	F&F - SG,MY	Man United for all markets	- DBZ not being sent - F&F Sale reminder SG,MY		
13								

Figure 4.5. Campaign Schedule

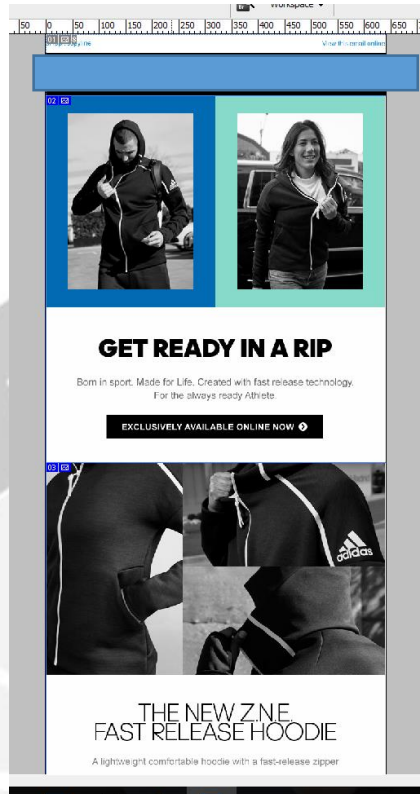
After checking the schedule, CRM team has to sync the client schedule with other client and also checking the raw design using a 3rd party platform called trello.

The screenshot shows a Trello board with three main sections: Campaign Pipeline, Scheduled, and Sent Emails.

- Campaign Pipeline:** Contains cards for [IDADI] PureBoost RBL (Oct 1), [IDKIE] MRC (Oct 2), [IDADI] Update Account (Oct 3), [IDUNQ] How to style with sweat (Oct 3), [IDKIE] Kieh's Loves Bali - Peluk Orang Utan (Oct 4), [IDUNQ] Printed Fleece (Oct 5), and [IDADI] Danielle Cathari.
- Scheduled:** Features a large card for Kieh's Loves Bali with a promotional image and text: "Segmentation: Denpasar, Surabaya dan Jakarta (Kieh's Love Bali)". It is dated Oct 1.
- Sent Emails:** Includes cards for "THE GAME BY SPACE INVADERS" (Oct 1), "JERSEY MAN UTD AWAY 18/19 TERBARU" (Sep 28), and "Man United" (Sep 28).

Figure 4.6. Campaign Pipeline in Trello

Either the CRM team or Creative team design it needs to be approved by the clients to proceed into the next steps which is slicing using photoshop software in order to fit with the email image standard.

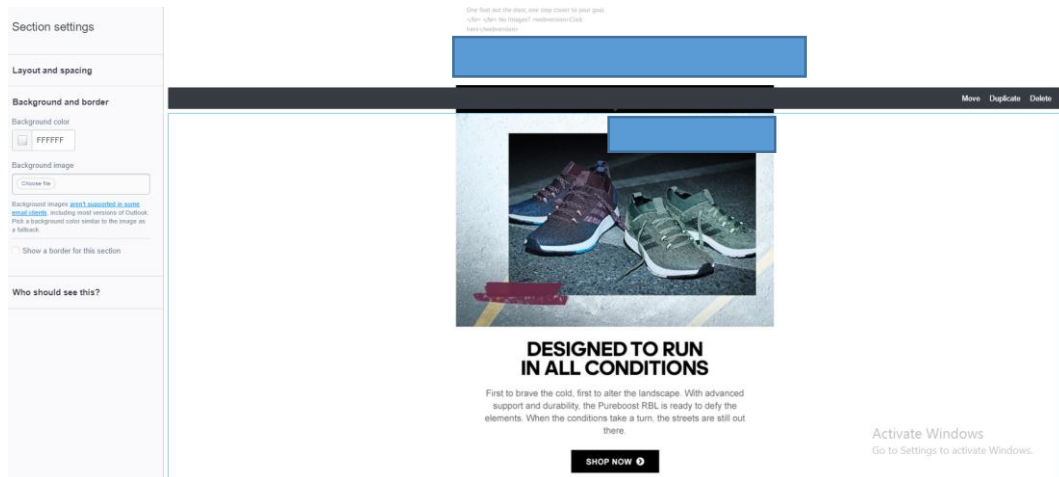


**Figure 4.7. Slicing in Photoshop**

In this case Uniqlo using 3rd party platform called Campaign Monitor. A platform for “blasting” the email to their customer. In campaign monitor firstly need to write the subject and also the content of the email.

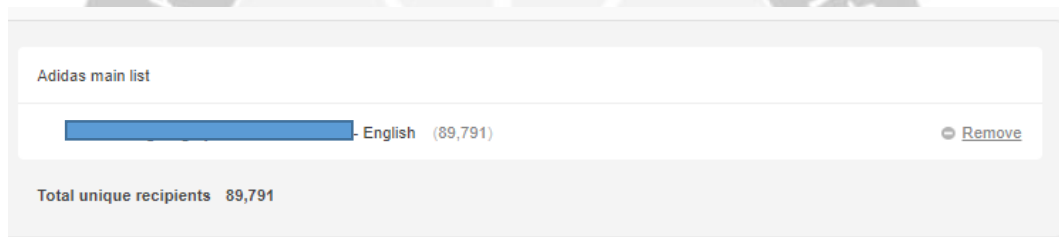
**Figure 4.8. Subject Line**





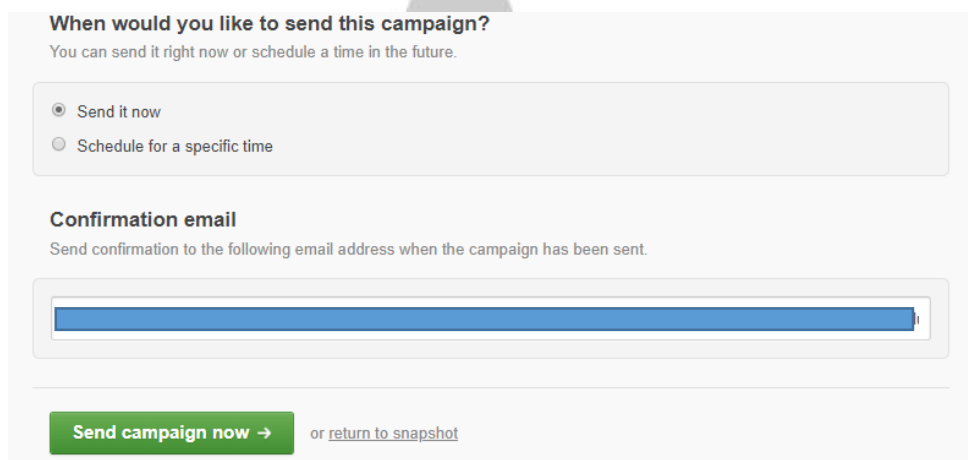
**Figure 4.9. Editing The Content of The Email**

After doing some editing, the team needs to send this email with several segmentation to define the recipient. In example in adidas there are “bahasa” and “english” segmentation.



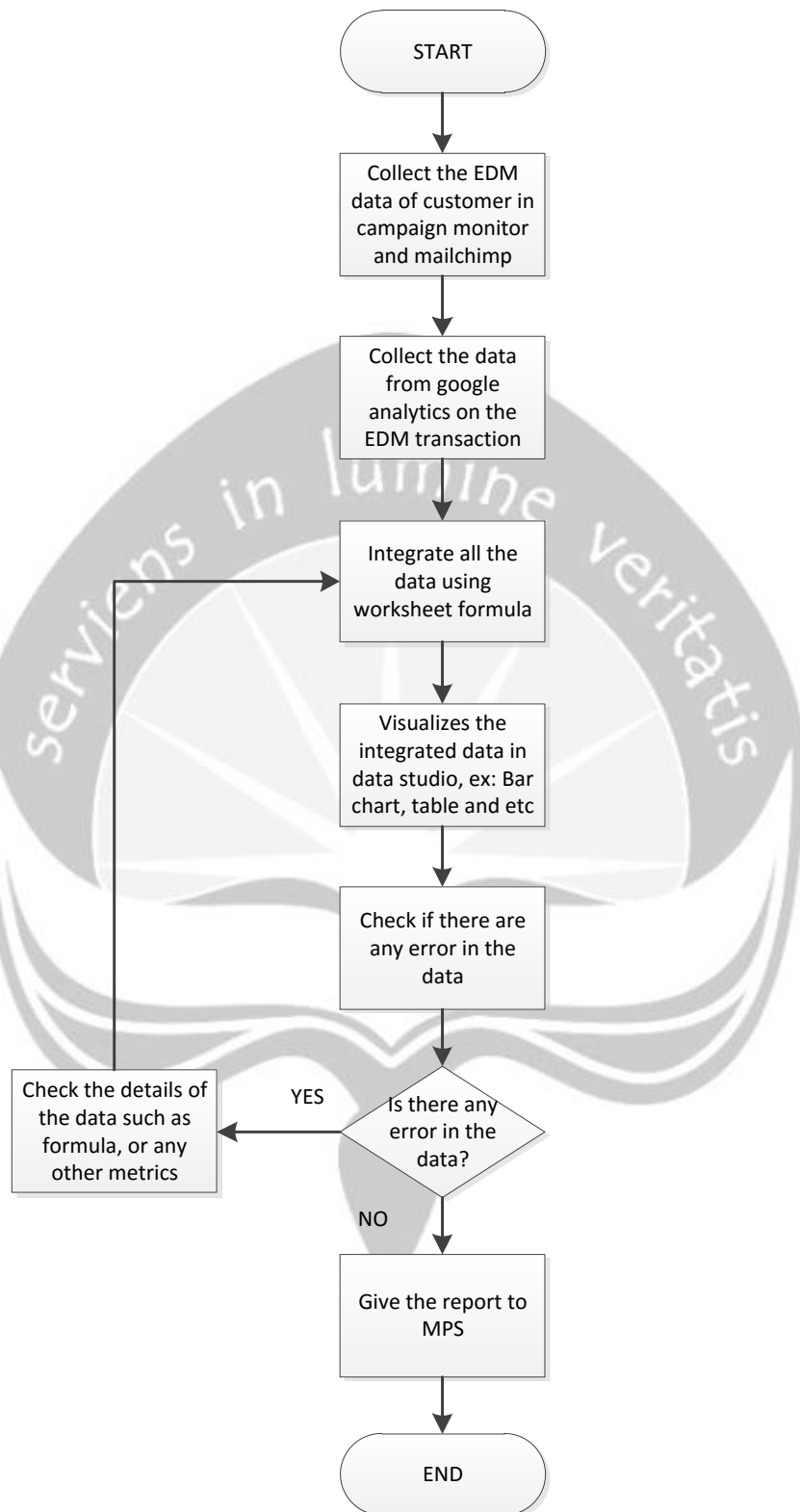
**Figure 4.10. Defining Recipient**

After defining the recipient the email are ready to blast according to campaign schedule.



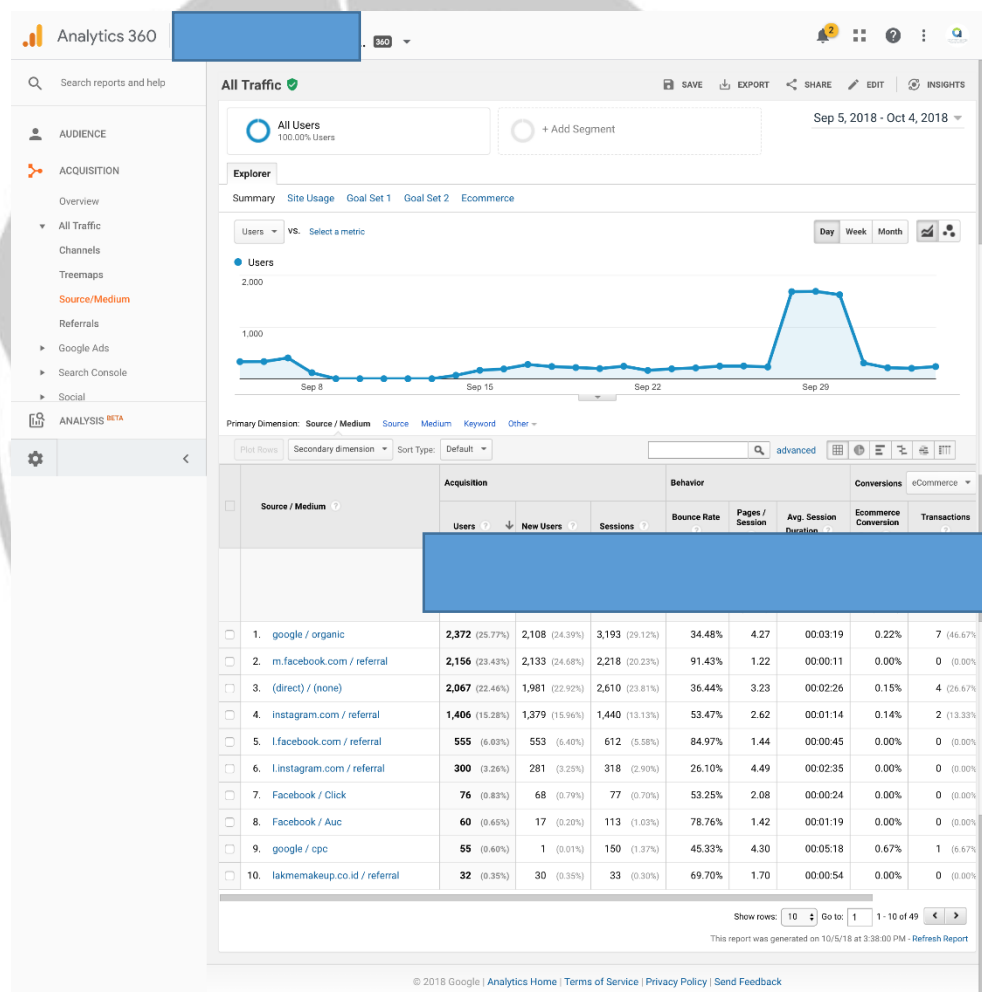
**Figure 4.11. Scheduling The Email**

## 2. Reporting to the client and MPS



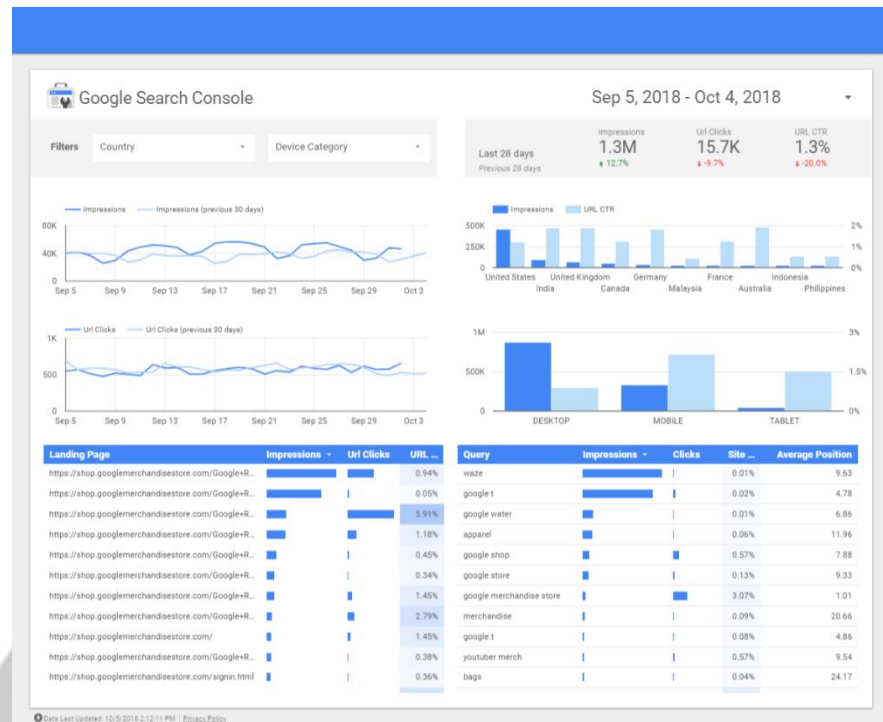
**Figure 4.12. Reporting EDM Data Methodology**

For reporting to MPS or the client, first thing the CRM team have to do is to download or export the results of the blasted email in EDM platform (Campaign Monitor or Mailchimp). Not only that, but the CRM team also have to extract data from a platform called “Google Analytics”, a platform that record the “visitor” or “potential customer” that visit the website of the client’s product in order to observe whether the customer making a transaction, Thus, it could also record the amount total of transaction and transaction revenue. Google analytics can also filter the visitor that visit the website by using an “UTM (Urchin Tracking Module)” in this case is called newsletter/email.



**Figure 4.13. Google Analytics**

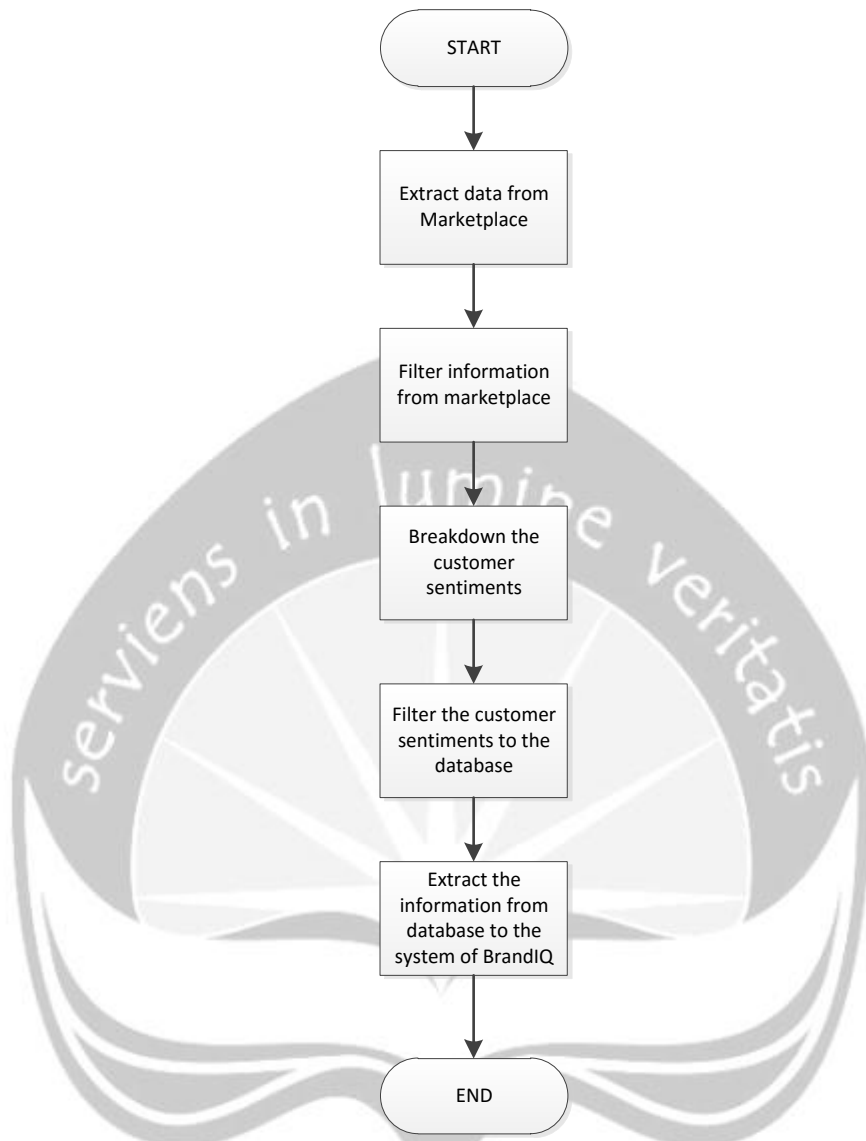
After the CRM team done with the integration, the data is complete and its time to visualizes the data in a very brief and compact way by using “Data studio”.



**Figure 4.14. Data Studio**

In data studio it can visualizes the data by using various chart. The advantages of google data studio is the platform already integrated with google sheet which makes the user have an easier time to make chart and etc. not like the traditional platform where the users have to manually input the data in chart to visualize.

#### 4.3.2. BrandIQ



**Figure 4.15. BrandIQ Voice Methodology**

The company using 3rd party called “The Scrapper” to extract the data from the marketplace such as customer sentiments, products sold and etc. After that the team has to filter what kind of information to be used and displayed in BrandIQ. After that the team give the interns the sheet containing customer sentiments of the brands.



After the data has been extracted, now the interns have to breakdowns the customer sentiments into several class and category.

The category such as:

1. General: Usually contains words such as: good, very good, like, buruk and etc.
2. Products: Contains words that related to the product. Example if the brand is baby diapers then the sentiments that fit product category such as: “tidak bocor” or “Bocor” or “tidak buat ruam pada bayi” and etc.
3. Delivery: Contains words related to the delivery services such as: “pengiriman cepat sampai” or “Lama banget pengirimannya” and etc.
4. Services: Contains words related to the services that given by the courier or the seller in marketplace such as: “dapat bonus” or “kurir nya ganteng” and etc.
5. Packaging: Contains words related to packaging of the products such as: “pengemasannya rapi” or “dikemas secara buruk” and etc.

The class divided into 4 class which is:

1. Very Good: contains strong positive words that expressing extremely satisfied sentiments such as “Bagus Sekali” or “Sangat Bagus” and etc.
2. Good: contains postive words such as “bagus ya”, “good” and etc.
3. Bad: contains negative sentiments such as “pengirimannya buruk” or “produk bocor” and etc.
4. Very Bad: contains strong negative words such as “sangat buruk”, “WORST” and etc.

1	body
2	Sebelumnya menggunakan sufor merk lain sehabis susu selalu gumoh banyak sekali sepert
3	walau proses agak lama, pengemasan dan barang sesuai good like
4	promo bilang dapat hadiah, tapi tdk ada dtg. lbh baik lsg terus terang tdk dapat hadiah. jg
5	Cepat dan rapi.thx
6	produk susu sangat baik exp 2019, jika dibandingkan dgn yg lain harga ini jauh lebih murah

**Figure 4.17. Breakdowning Customer Sentiments**

From the figure 4.17. The customer sentiments contains 5 keywords. First, “Walau proses agak lama”, “Pengemasan”, “Barang Sesuai”, “Good” and “Like”. Now from this 5 keywords the interns has to put it into the database “proses agak lama” will goes into “General Bad”. “pengemasan dan barang sesuai” will goes to “Packaging Good” also “good” and “like” will goes to “General Good”.

Product	Product	Product	Product	Product	Product	Product	Product	Product
kuualitas sempurna	sangat kuat menempel	daya rekatnya kuat bgt	kuualitas jauh banget melebihi harga	sangat melembabkan kulit	sangat mengagumkan	recommended bgt	lembut banget	cocok bgt utk kulit
kuualitas sempurna	sangat kuat menempel	daya rekatnya kuat bgt	kuualitas jauh banget melebihi harga	sangat melembabkan kulit	sangat mengagumkan	recommended bgt	lembut banget	cocok bgt utk kulit
		daya rekatnya luar biasa		melembabkan banget	SANGAT MENGAGUMKAN	recomanded bagt	lembut bgt	
		daya rekatnya sangat kuat				bagus recommendedl	soft banget	
		daya rekat yang sangat kuat				recommended bgt	lembutttt banget	
						super recommended	halus banget	
						recomend banget	lmbut banget	
						recomendasi bgt	lmbut bnget	
						recommended banget	sangat halus	
						recommended banget	sangat lembut	
						very very recommended	bener lembut	
						highly recommended	super smooth	
						RECOMENDED banget	sangat soft	
						sangat recommended	very soft	
						recommended binggo		
						rekomen bgt		
						benar2 recommended		
						sangat recommended		
						direkomendasikan banget		
						recomanded banget		
						rekomen banget		
						recoment banget		
						sangat rekomen		
						recomanded bgt		
						recomanded banget		
						recomeded abis		
						sangat direkomendasikan		

**Figure 4.18. BrandIQ Database**

After the interns put and updated the sentiments the tech or development team will put it into BrandIQ system to be displayed.



## 4.4. Work Results

### 4.4.1. EDM and Trigger Emails

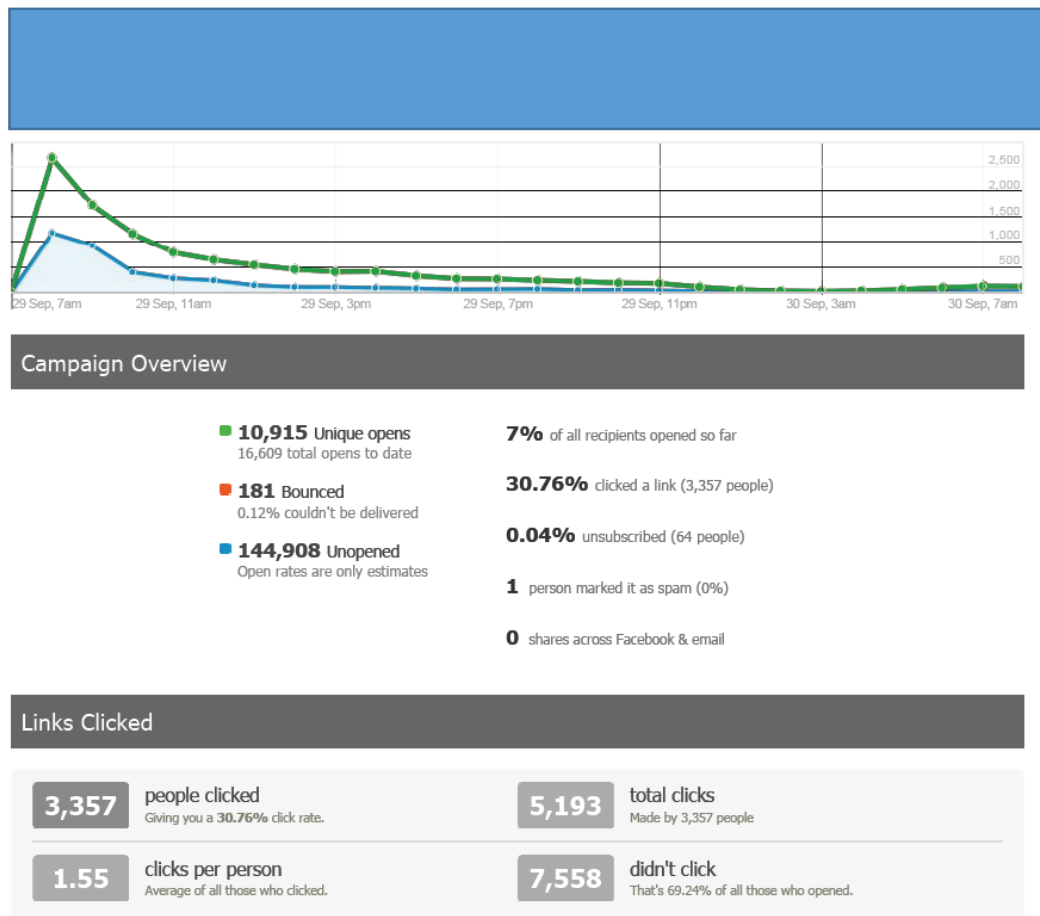


Figure 4.19. EDM for Uniqlo



Figure 4.20. EDM for Kiehl's

The final results of EDM is the design of the email that will being sent to the client's customer. After blasting the email, the platform will record the performance of email, such as open rate, click rate, conversion rate and etc.



**Figure 4.21. Data Recorded on Campaign Monitor**

From this results, the CRM Team would give an analysis and insight in order to improve the segmentation to boost the click rate and other elements in EDM and also this recorded data will be used in reporting.

#### 4.4.2. Report to MPS and Client

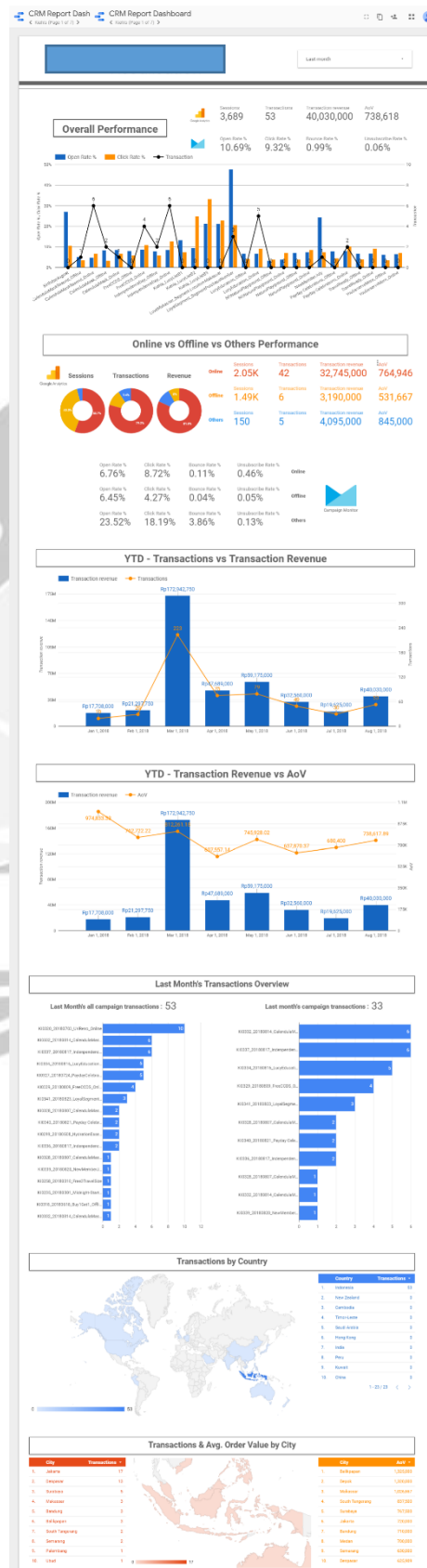


Figure 4.22. Example of Data Studio Report for MPS

Figure 4.21. explains the overall performance of the EDM of a certain brands.

There are several elements in the reports such as:

1. Overall Performance

This include the recorded data from campaign monitor and google analytics such as click rate, open rate, transaction and transaction revenue.

2. Online vs Offline Performance

This section would compare the transaction made by online customer and offline customer.

3. YTD-Transaction vs Transaction Revenue

This section would explain the YTD (Years to Date) time range in term of the transaction and transaction revenue.

4. YTD-Transaction Revenue vs AOV (Average Order Value)

This will explain and compare the revenue generated by the company and the average value of the customer when doing transactions.

5. Last Month Transaction Overview

This section is to give the reader a grasp of information of the last month EDM performance.

6. Transaction by Country

Amount of transaction by the country

7. Transaction & AOV by City

Amount of transaction specifically on AOV per City.

With these reports CRM Team are obliged to give an anlysis, insight and recommendation to MPS or to the client in order to improve the overall EDM performance.

#### 4.4.3. BrandIQ

BrandIQ is a platform to give you several function or information about certain brands according to the marketplace. In this results it will specifically given information about the “Voice” feature of BrandIQ. Voice feature is to record the filtered and classified customer sentiments to give a better analysis about certain brands and again, seller in marketplace are classified into three categories: Official Seller, Reseller and Grey Seller.

### 1. Overview

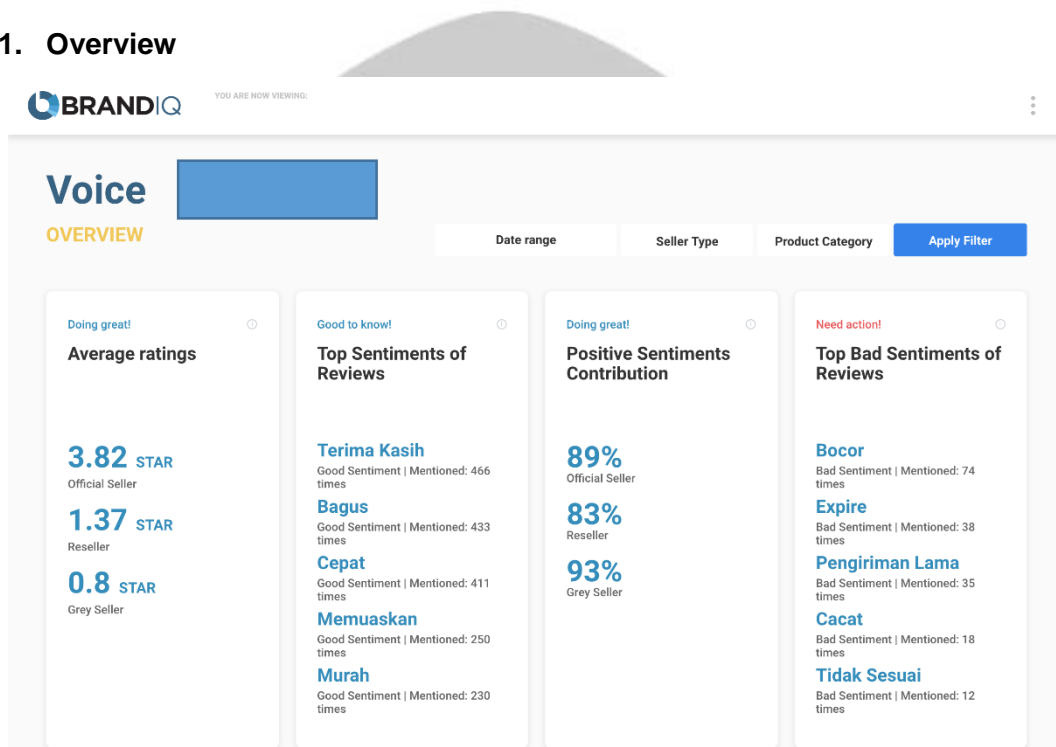


Figure 4.23. BrandIQ Overview

In figure 4.22. it will give the information about the overview sentiments of a certain brands. Such as:

1. Average Ratings : The rating given by customer
2. Top Sentiments Reviews : The most frequent sentiments or comment by customer.
3. Positive Sentiments Contributions : The contribution from the seller in the market place in term of postive sentiments.
4. Top Bad Sentiments : The most frequent “bad” or “very bad” sentiments

2. In Depth Analysis

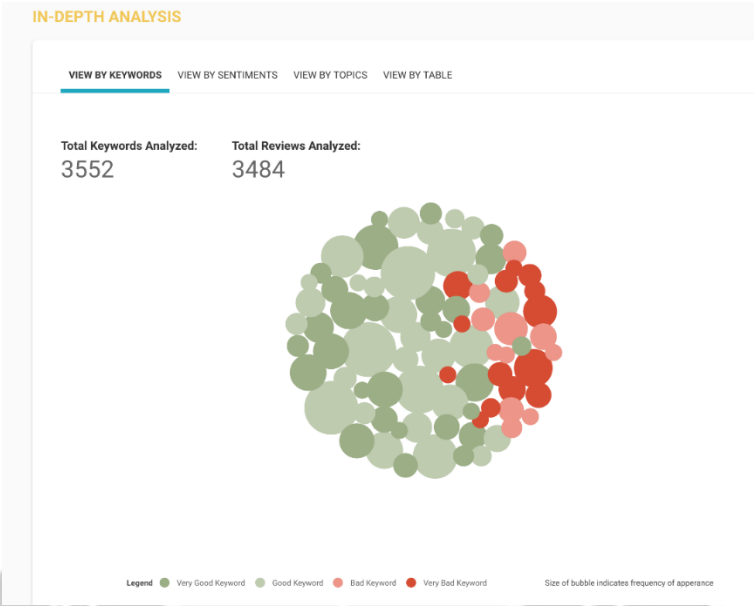


Figure 4.24. In-Depth Analysis 1

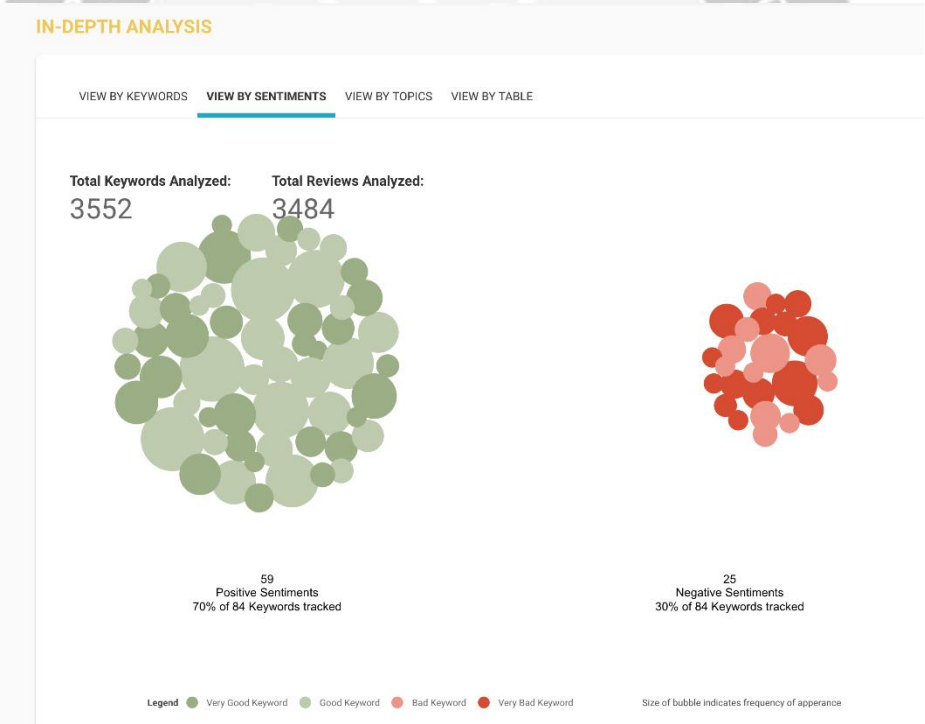


Figure 4.25. In-Depth Analysis 2



**Figure 4.26. In-Depth Analysis 3**

**IN-DEPTH ANALYSIS**

VIEW BY KEYWORDS VIEW BY SENTIMENTS VIEW BY TOPICS **VIEW BY TABLE**

	Keywords	Sentiment	Topics	Frequency	Reviews
1	terima kasih	good	general	466	452
2	bagus	good	general	433	416
3	cepat	good	delivery	411	403
4	memuaskan	good	general	290	247
5	murah	good	general	230	227
6	pengiriman cepat	very good	delivery	171	171
7	good	good	general	158	148
8	packing rapi	good	package	138	137
9	sesuai deskripsi	good	product	123	122
10	bocor	very bad	product	74	73
11	sangat puas	very good	general	71	71
12	produk asli	good	product	62	62
13	cepat sampai	very good	delivery	61	61
14	mantap	good	general	59	58
15	barang bagus	good	product	57	57
16	sangat bagus	very good	general	57	57
17	recommended	very good	general	52	52
18	suka banget	very good	general	50	50
19	sangat cepat	very good	delivery	45	45
20	produknya bagus	good	product	41	41
21	expire	very bad	product	38	38
22	barangnya oke	good	product	38	38
23	pengiriman lama	bad	delivery	35	35
24	tepat waktu	good	delivery	27	27
25	packing aman	very good	package	23	23
26	cepat sekali	very good	delivery	23	23
27	keren	good	general	22	21
28	sampai dengan selamat	good	delivery	21	21
29	kurir ramah	good	service	19	19
30	sangat baik	very good	service	19	18

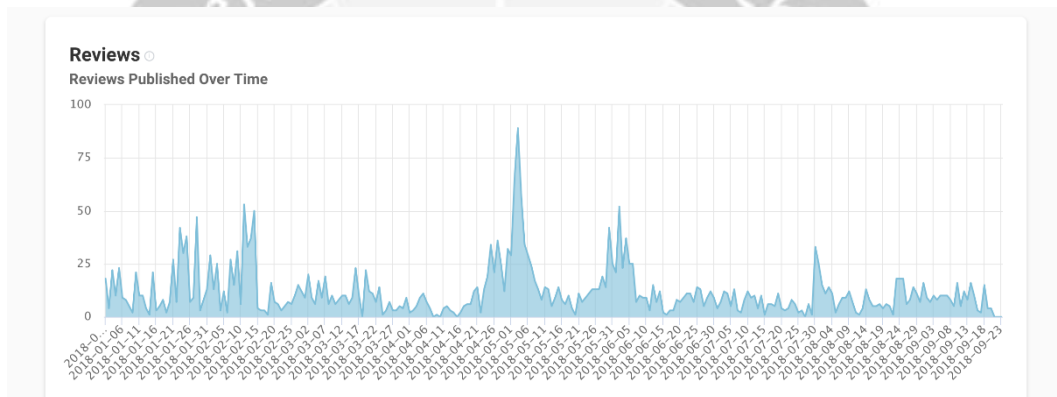
Show rows: 30 1 2 3 >

**Figure 4.27. In-Depth Analysis 4**

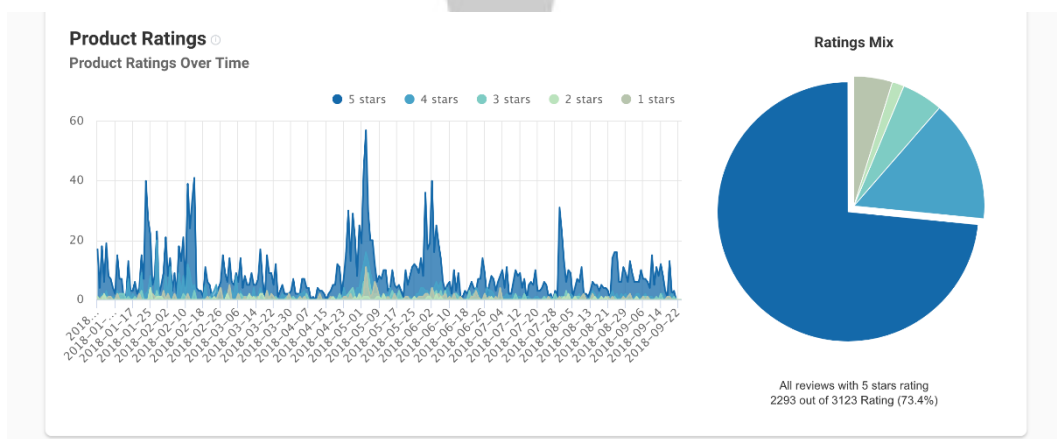
In- Depth analysis provide more anlytical information about sentiments there are 4 styles of visualizing in depth analysis

1. View by Keywords: This visualization will give a fusion sentiments of postive and bad.
2. View by Sentiments: This visualization will seperating positive and negative sentiments.
3. View by Topics: this visualization will enable the client to look further the most sentiments in term of category. Whether it is product, delivery, packaging and etc.
4. View by Table: This visualization will enable the client to see the most frequent positive and negative sentiments.

### 3. Other Feature

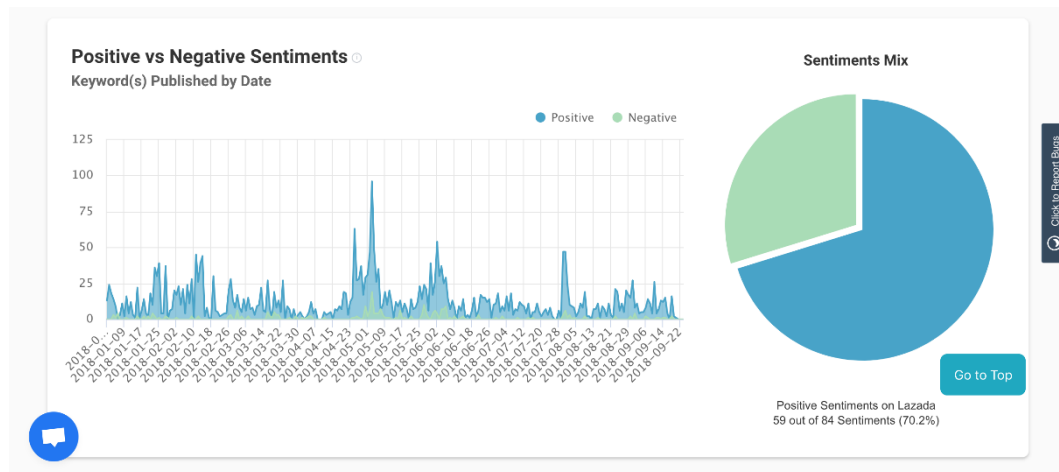


**Figure 4.28. Reviews Published Over Time**



**Figure 4.29. Product Ratings**





**Figure 4.30. Positive VS Negative Sentiments**

1. Review Published Overtime: Bringing the time element into the sentiments.
2. Product Ratings: The rating given by customer overtime
3. Positive vs Negative Sentiments: Positive and negative sentiments overtime.

## **CHAPTER V**

### **CLOSING**

#### **5.1. Conclusion**

Based on the assignments that was given and conducted by the author in Digital Marketing Departments in PT. Acommerce Solusi Lestari, there are some conclusion that could be drawn from the report:

1. The service that is given by aCommerce to their client consists a really wide variants that would enable the client significantly improved their online sales.
2. Because of wide variant of services their business model are very complex.
3. BrandIQ potentially being a breakthrough for aCommerce and could run in a long haul and could provide their services with minimum labor effort.
4. Database enlargement in BrandIQ play a very important role to provide more information towards certain brands.

#### **5.2. Recommendation**

1. Because of the wide variants of service that aCommerce provide, it is a must to have a lot of staff with specific specialization that would definitely generate revenue for aCommerce
2. CRM team should focused not only with EDM but also SMS or push notification to generate more revenue.
3. CRM team should give more insight and recommendation rather than just reporting to the MPS

## REFERENCES

aCommerce, *Brand Services*, <https://www.acommerce.asia/ecommerce-services/>, Diakses Agustus 2018



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