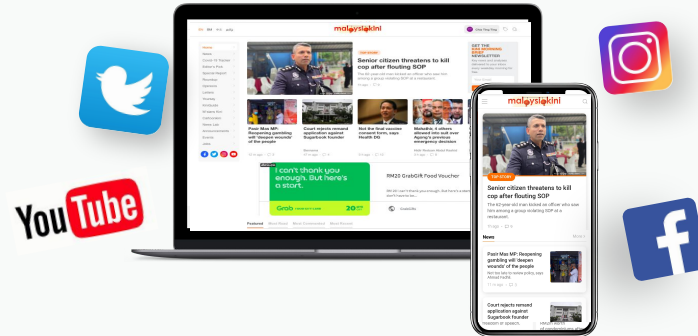


2022 EDM DATABASE

kiniEvents



Proposal by **FG MEDIA**

EDM Examples (Standalone/Combination)

Maxis Business (Standalone EDM)

Join Outthinker CEO and Thinker360's #1 Global Innovation Thought Leader, Kaihan Krippendorff

Our panel of experts are from Shell, Tealive, AmBank Group, MAMEE-Double Decker and Maxis as they uncover the critical need for innovation and technology in today's digital economy.



Spark Engage
Innovate to Accelerate

25 March 2021 | 3:30pm - 5:00pm

Don't miss out on this special edition of Spark Engage! Limited slots available.

Click [here](#) to register now.

Spark Engage: Innovate to Accelerate
Monday, 25th March 2021
3.30pm - 5.00pm

VI College (Standalone EDM)

Malaysiaikini is offering you the opportunity to attend a **FREE MASTERCLASS** in Stock Investing, in collaboration with VI College.

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HELMY KASRI & DANIEL LIM - Senior Analysts, MFB
CHEN HONGTIAN - FPA Chartered Financial Planner

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Alibaba Cloud & VI College (Combined EDM w Top In Tech)

Alibaba Cloud for IT Service Providers in Malaysia

Alibaba Cloud helps you create comprehensive IT services by adding value for your customers with our extensive portfolio of cloud computing products and services.

Find out more

TOP IN TECH
Technology Innovation that Counts!

Stay Calm and Just Cloud It
Is now the time to adopt?



Moderator: Raveesh Singh, CEO, Digital New Asia
Sponsor: Chee Chee Seong, Founder/VP President, SME Association of Malaysia
Sponsor: Lisa Chia Wei, Executive Director, Malacca Securities
Sponsor: Chee Han Tak, Founder & CEO, Exabyte Networks Sdn Bhd

Demystifying the myth: Cloud adoption is really hard.

In case you missed the exciting 5th episode of Top in Tech - Stay Calm and Just Cloud It, you can watch it here!

[Watch The Replay](#)

Top In Tech is a series of online forum which seeks to offer an in-depth understanding on technology transformation and innovation post-Covid-19.

Click [HERE](#) to watch more episodes

For partnerships, email us at enquiry@kini.events
Like and follow us on [Facebook](#) for more updates
#TopInTech #KiniEvents

Jointly Organized By
DNA, malaysiaikini, kiniEvents, scaleup

Fintech: The Growing Digital Momentum

In this session, we ask "Are incumbents evolving fast enough to face the disruptors?"

Sponsored by [microEAP](#) and [Payto](#), you can drop in your comments to the panelists and join the **FREE** forum on Thursday, 22 April from 4pm - 5pm.

RSVP NOW

kiniEvents

For any enquiries, do contact us at enquiry@kini.events and we'll be happy to assist you.

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Earn up to **0.58%**
*Touch 'n Go eWallet Reload PIN

Use promo code **YearEndBonus2021**

*Terms & conditions apply

Use promo code **'YearEndBonus2021'** to get the offer.

Campaign period:
Now until **12 December 2021**

BEGIN INVESTING

Terms and Conditions apply.

EDM Report Example

Principal Asset Management (25 Nov) - MDD List

Sent Nov 25 2021 at 9:00 AM to 47,628 contacts



Sent

20.11%
Opened

0.17%
Clicked

Principal Asset Management (25 Nov) - KE List

Sent Nov 25 2021 at 9:00 AM to 8,824 contacts



Sent

22.12%
Opened

0.84%
Clicked

Principal Asset Management (25 Nov) - New SME List

Sent Nov 25 2021 at 9:00 AM to 4,424 contacts



Sent

26.22%
Opened

2.15%
Clicked

EDM System: Octopus

Benchmark Result:
General Database (60K emails)

Est. Open Rate : ~10%
Est. Click Rate : ~0.2%

Benchmark Result:
Business Database (Segment Targeting)

Est. Open Rate : ~20%
Est. Click Rate : ~0.5%

Database Summary

(As of Jan 2022)

Total Database Size:

>60,000 emails

Segmentation Database:

By Industry: 8,565 emails

By Job Title: 8,003 emails

By Interest: 15,880 emails

By Race & Gender: 31,261 emails

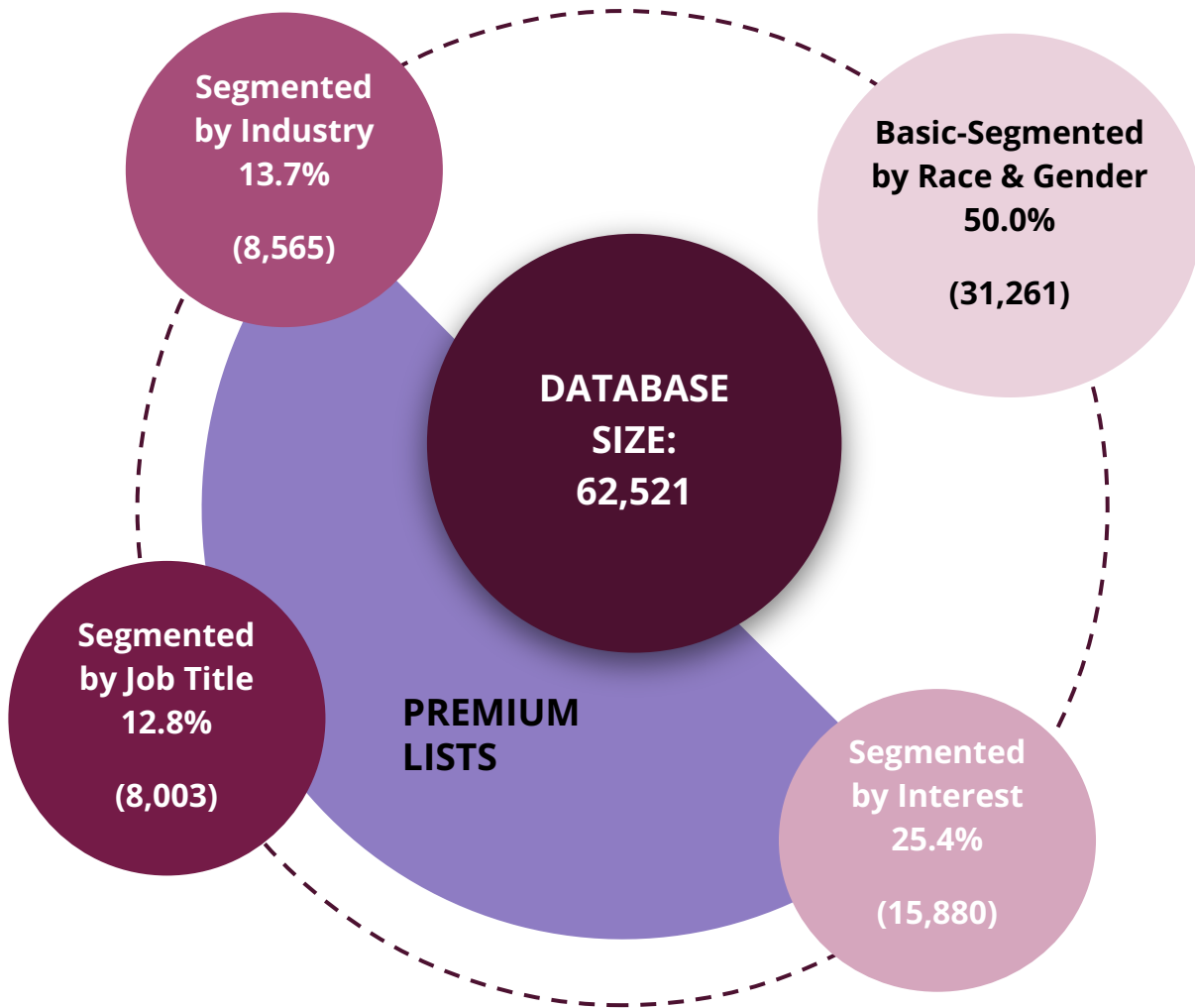
Basic-Segmented:

By Race & Gender (50%)

= 31,261 emails

**Non-segmented:*

(~50% = 30,000 emails)



Segmented by Industry

(Total: **8,565 emails**)

Real Estate & Pr...

1.8%

Telecommunicat...

2.1%

Business & Infor...

4.0%

Safety/Security/...

1.9%

Media, PR & Ent...

3.7%

Consultancy

4.6%

Finance & Invest...

4.8%

Services

2.4%

Manufacturing &...

3.8%

Health & Insuran...

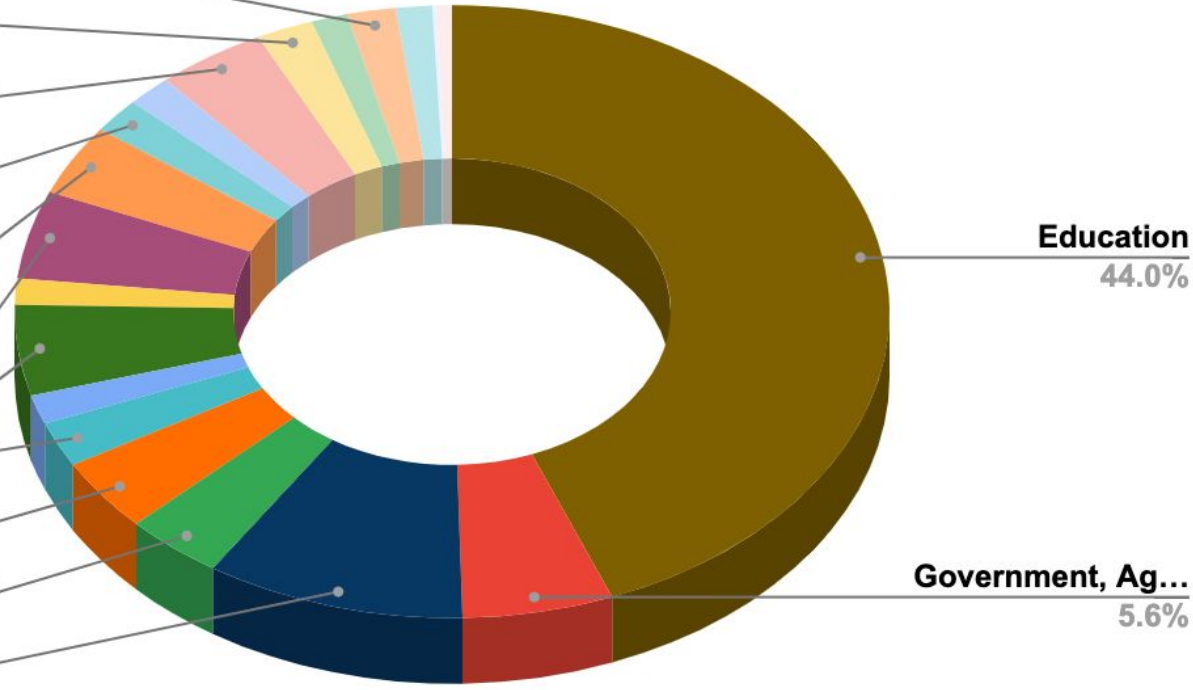
3.6%

Technology

9.6%

Top 5 Industries:

1. **Education - 44.0%** (3,769 emails)
2. **Technology - 9.6%** (822 emails)
3. **Government & Agencies - 5.6%** (481 emails)
4. **Finance & Investment - 4.8%** (411 emails)
5. **Consultancy - 4.6%** (394 emails)



Segmented by Job Title

(Total: **8,003 emails**)

Top 5 Job Titles:

1. **Student - 35.0%** (2,801 emails)
2. **HODs / Snr Managers / Managers - 22.1%** (1,769 emails)
3. **C-Suites / Top Management - 16.7%** (1,333 emails)
4. **Business Owner - 12.6%** (1,337 emails)
5. **Executives / Specialists- 6.1%** (488 emails)

Educator

3.2%

HODs/Senior Ma...

22.1%

Executives/Spec...

6.1%

Freelance

4.4%

Business Owner...

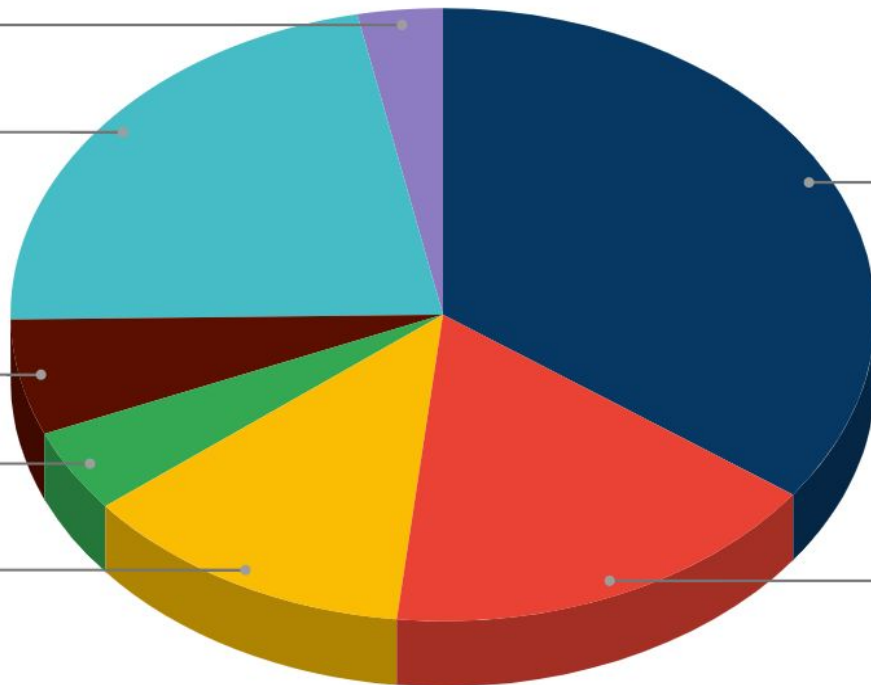
12.6%

Student

35.0%

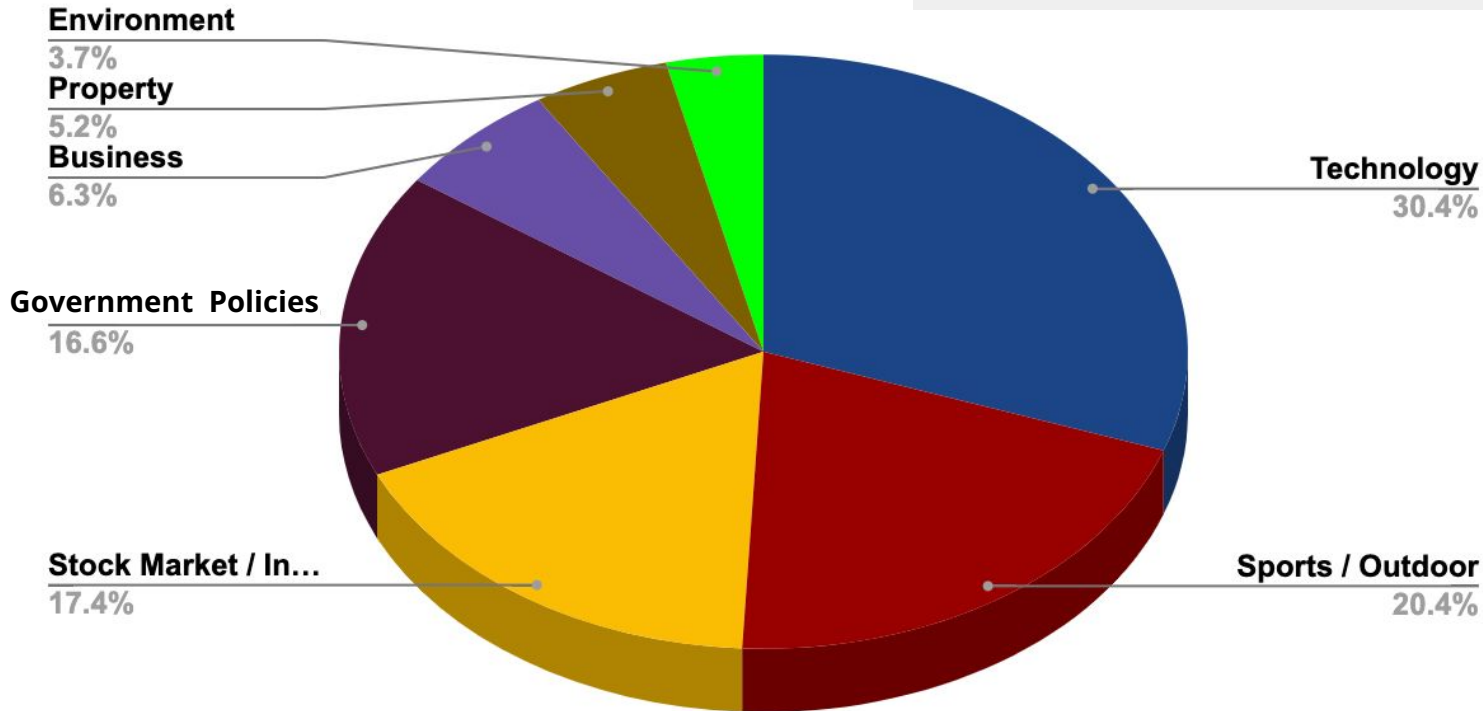
C-Suites/Top Ma...

16.7%



Segmented by Interest

(Total: **15,880 emails**)



Top 3 Interest:

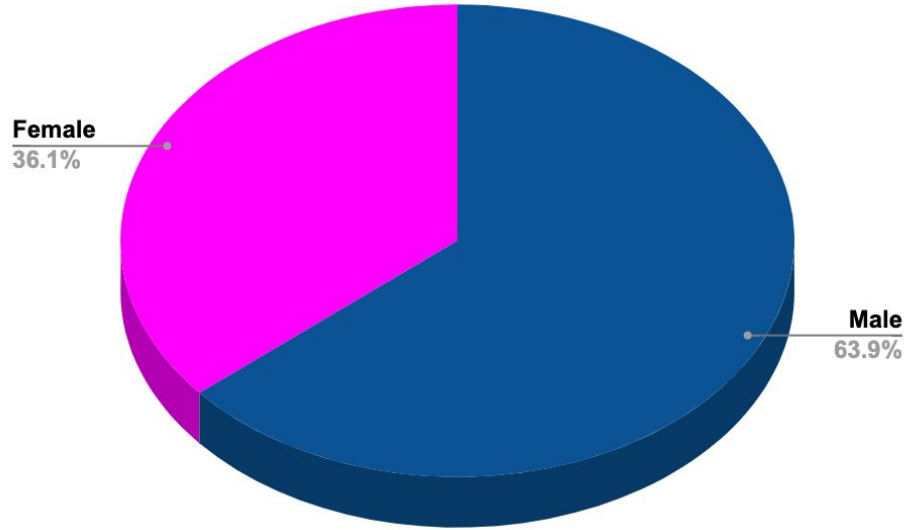
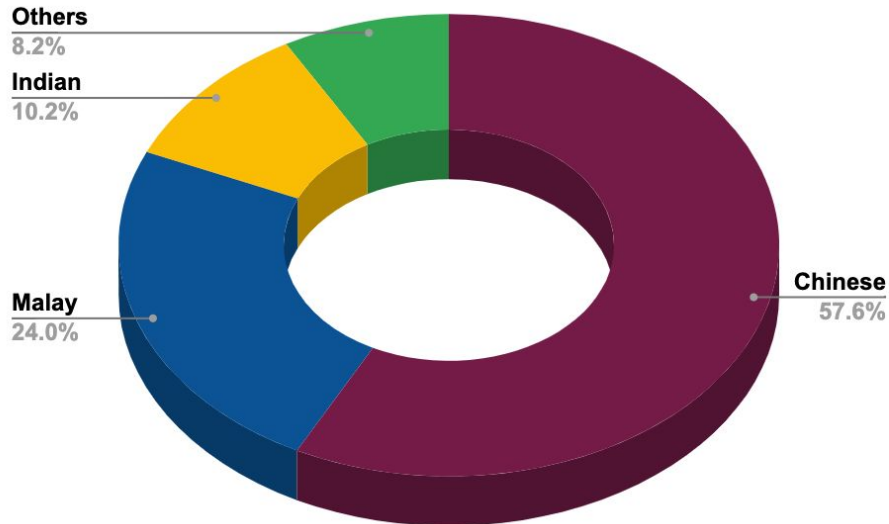
1. **Technology - 30.4%** (4,828 emails)
2. **Sports / Outdoor - 20.4%** (3,240 emails)
3. **Stock Market / Investment- 17.4%** (2,760 emails)
4. **Government Policies - 16.6%** (2,763 emails)
5. **Business - 6.3%** (1000 emails)

Basic-Segmented by Gender & Race

(Total: **31,261 emails**)

Breakdown by Race

1. Chinese - 57.6% (18,006 emails)
2. Malay - 24.0% (7,503 emails)
3. Indian - 10.2% (3,189 emails)
4. Others - 8.2% (2,563 emails)



Breakdown by Gender

1. Male - 63.8% (19,945 emails)
2. Female - 36.1% (11,285 emails)

EDM Packages

Option	Format & Emails	Inventory & Normal Rate	Package Cost & Discount %
Package I	<p>EDM Template Format: Standalone / Combined with Kini Events Newsletter</p> <p>General Database: Non-targeting (All)</p> <p>Total: 60k Emails per Blast</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>3 EDMs</p> <p>(Rate: RM8,000 per EDM)</p>	<p>RM15,000</p> <p>Est. Open Rate : ~10%</p> <p>Est. Click Rate : ~0.2%</p> <p>(Worth: RM24,000)</p> <p>(Discounted -37.5%)</p>
Package II	<p>EDM Template Format: Standalone / Combined with Kini Events Newsletter</p> <p>Biz Database: Segments-targeting (Any 1 or more)</p> <p>Total (by Est): 5k - 30k Emails per Blast</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>3 EDMs</p> <p>(Rate: RM10,000 per EDM)</p>	<p>RM18,000</p> <p>Est. Open Rate : ~20%</p> <p>Est. Click Rate : ~0.5%</p> <p>(Worth: RM30,000)</p> <p>(Discounted -40%)</p>

T&Cs:

1. The Discounted Packages are valid until [31 December 2022](#).
2. 50% upfront payment is required before EDM campaign starts.

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