No.1 Digital Media Agency
cacaFly

“ Provide industry-leading advertising technology and services.

Bring the best performance and revenue to our clients. ”

cacaFly was founded in 2009, and became an exclusive Facebook advertising reseller in Taiwan in 2011. We help brands delivered ads on Facebook, and possessed optimizing knowledge among diverse industries. Since then, we’re keeping roll out new solutions of different media, such as Google, Yahoo, etc. Now we are the NO.1 digital media agency in Taiwan.

funP Innovation Group was founded in 2015. Today, we have 4 branches in Taiwan and have successfully launched operations in Japan, Malaysia and Vietnam to

#NEXT

TOTAL END-TO-END SOLUTIONS AND SERVICES

We integrate with audience technology, media services, campaign management, creative and development

STRATEGY

- Audience insights
- Competitive analysis
- Social media monitoring
- Brand strategy
- Media strategy

BIG DATA

- Data Management Platform (DMP)
- Customer Data Platform (CDP)
- CRM integration
- Marketing automation
- Data Consultant

COMMUNICATION

- Creative planning
- Creative design
- Video production
- Social media content
- Influencer Marketing

MAR-TECH

- Chatbot development
- Marketing tools
- Dynamic creative
- Tech integration
- AI Optimizer

MEDIA

- Facebook, Google, LINE, etc. (Mainstream media)
- DSP (Own Developed,TenMax)
- WOM
- Vertical website (IO Buy, Branded content, etc.)
- OOH

Media

Professional digital marketing consultant focuses on both brand and performance marketing

The most complete media offerings

We provide the most complete media mix to help clients achieve marketing objectives.

Big data integration and analysis

We have years of digital marketing know-how, statistics and data across different industries.

Integrated marketing professionals

We provide full services from planning, creative, execution to optimization.

Influencer

With our profession, we have executed successful campaigns for a great variety of clients to maximize their marketing benefits.

KEY OPINION LEADER HUB

1 Communication & coordination

2 Content Quality Control

3 Integrated marketing

> 2,000

Over 2000+ influencers in KOL hub, such as celebrity, blogger, YouTuber, live streamer, and podcaster, etc. Brands can easily find the right influencer to work with.

1. Affiliate marketing for influencers

2. Social listening

3. Advertorial network

4. BuzzMaker

5. Branded content

Influencer

網紅 發案中心 KOLcenter

Branded content

From celebrity to micro influencer, finding who fits your brand the most

Ubisoft, Division 2, Just Dance, Ocean Park, Children's exhibitions , BRITA, etc.

GoGAN - Digital Ads

GoGAN (Gojek Ads Network) is the one-stop advertising solution to plan, measure, and optimize their digital marketing efforts beyond the Gojek consumer application. Through utilising Gojek social media and other various platform, expand your ads to the targeted audience segmentation.

TikTok Marketing Solutions Offering

Objectives	Standard Ads				
Brand Awareness *Increase how well People Know Your Brand*	**Takeover** One Day Max, Regular	First Screen	CPT (CPD) CPM*	Reach	Bought on Exposure
	TopView		CPT (CPD)		
	In-Feed Ads One Day Max, Brand Premium		CPT (CPD) Fixed CPM Auction CPM		
Influence Consideration and Preference *Influence likelihood to convert later*	Optimized for View (6 sec)	In-Feed Ads	CPV	View	Bought on Action
	Optimized for Click (CPC)		CPC		
Drive Conversions *New Visitors and Potential Customers*	Optimized for Conversion (oCPC)	Native In-Feed Video	CPC	Action	
Loyalty *Current Visitors and Customers*	Remarketing		CPC		
	Account Type	100% SOV	CPT (CPD) Fixed CPM		

Thank you

cacaFly
Management Consulting