

Digital Marketing Start-Up: Success Secrets Unveiled

- Louise Chew, SMA Singapore Office



Tactica Labs Chief Data Officer Donny Soh and screencaps from *Shares Breakout* and Hygeia (Singapore) Pte Ltd, two of his firm's portal projects.

Donny Soh has done it again. The SMA Computer Science Programme alumnus (2004), along with two partners and a little help from NUS Venture Support, has set up his second start-up: Tactica Labs Pte Ltd.

His new venture provides highly customised digital marketing and data-mining services, for clients such as advertising giant Ogilvy & Mather (O&M) and oil-and-gas conglomerate, ExxonMobil. Previously, Donny had helped set up Frensville, an events portal accessed via mobile phones.



Just how did Donny land such a plum catch? According to his business partners, Cen Lee and Geoffrey Koh, both NUS alumni, Tactica offers a suite of digital marketing and data analytics products that the three computer programming experts developed themselves. Thus, they have the advantage of being able to understand their clients' needs to translate them into customised digital marketing solutions.

The trio also said that O&M selected Tactica based on their ability to work with a range of programming languages and databases. Apparently the personal touch

was a big factor. O&M, like other clients, appreciated Tactica's friendly and accessible service. Size does matter, said Chief Software Architect Cen, adding that in Tactica's case, being small and nimble certainly helped.

"Tactica Labs succeeded because it was able to bridge the widening gap between technology and marketing for client campaigns. We ensured we had a sound financial model- that's important too. Furthermore, Tactica's range of services closed the entire marketing loop. These include Sales Analytics, Data Audit and mobile push marketing services," said Chief Data Officer Donny.

Chief Programmer Geoffrey asserted that Tactica's products added value to their clients' buck by going beyond merely churning out reports and depositing them at the clients. Instead, they designed software that could make smart recommendations from analysing consumer patterns and trends, such as cross-selling, sales tracking and forecasting.

As for how Donny linked up with Cen and Geoffrey, he mentioned that they all met at NUS

during their undergraduate days. Donny credited SMA for encouraging an ethos of enterprise, training him to be flexible, to adapt and to deal with real work life situations.

Looking ahead, the trio divulged that they may commercialise Tactica's products. But for now, they will market two of their web portals - an interactive rewards point gateway and investment forum abroad. Why stop at Singapore or even the region, when you can take on the world?

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