



MEZZOFY (HK) LTD

Want Customers? Here's How to Target and Reach Them

Finding precise target customers amongst the complex labyrinth of social media. MEZZOFY (HK) LTD has built that coveted digital bridge between merchants and customers making business seamless.

Digital communications pave the way for the future of business and Dicky Ying knows this only too well. A keen industry observer, digital trends inspired him to start Mezzofy, which is already winning friends and influencing people.

“Mezzofy aims to connect merchants and consumers. We have started our cloud-based holistic retail solution offerings 4 years ago. We keep enhancing our platform with latest technology to offer digital wallet, membership solution, loyalty payment, proximity marketing and our latest digital coupon marketing and settlement platform, says Ying.

“As most consumers go to digital platforms to obtain information, digital and social media became the most important information channels. We target on digital coupon for merchants to engage direct with their members, and potential customers.”

This is a timely service if only because consumers are increasingly buying online. Research shows that by 2020 more than 72% (MZ online Poll – 2017) of total consumables will be online.

It is also expected that most merchants will ride the E-wave and the fight for social media promotions will get increasingly creative. Quality before price will be the motto of merchants but for consumers, just-in-time delivery.

Ease of Use

Merchants do not need any special technical knowledge. “Just a few clicks on our user friendly digital coupon Merchant App can create an eCoupon, to share freely via social media, and draw customers to their shops. The monthly fee is extremely affordable for SMB,



Dicky Ying, Cofounder of Mezzofy: “We are also moving towards to a blockchain-based platform, no one would need to worry about the speed, capacity, and validity any more.”

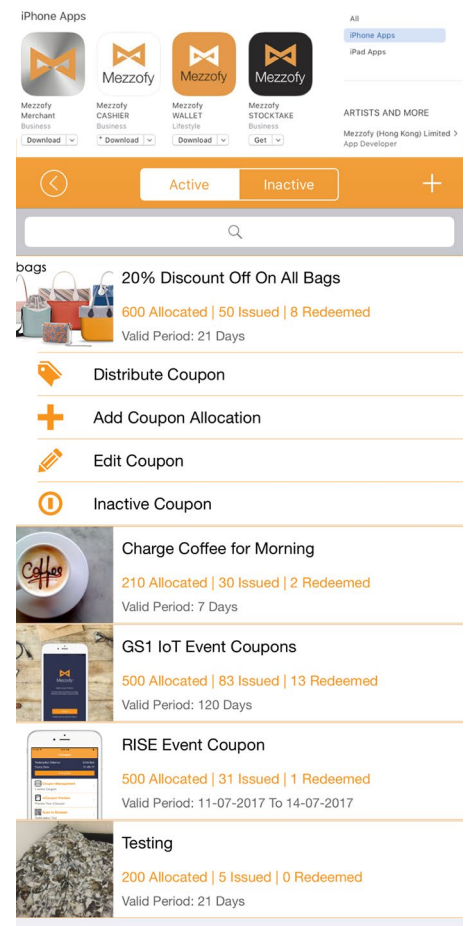
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even lower than printing leaflet and hiring people to distribute the promotion offers. And the most important is, merchants can learn about market feedback from real time data & reports generated.”

“We are capable to deal with Brand merchants/mall operators, dealers and consumers all at once with our holistic platform. Mezzofy eCoupon serves B2C marketing, B2C payment and B2B settlement in one time.”

According to Ying, the China market holds immense potential but the trick will be to go in slowly and pragmatically.

“We have key catering group customers, covering Greater China. We are trying to work with China based media companies to grow our Greater China market. We are also moving towards to a blockchain-based platform, no one would need to worry about the speed, capacity, and validity any more,” he explains. ■



For additional information, please visit www.mezzofy.com