

UNIVERSITY OF ECONOMICS HO CHI MINH CITY
SCHOOL OF INTERNATIONAL BUSINESS – MARKETING



**PROPOSAL TO ENHANCE THE EFFECTIVENESS OF
ACCESSTRADE'S CAMPAIGNS IN E-COMMERCE**

Student full name: Trần Tuyết Hương

Major: Marketing

Class: MR002

Instructor: PhD Đinh Tiên Minh

Ho Chi Minh City – Year 2024

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Year 2024

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Trần Tuyết Hương

DECLARATION

My name is Trần Tuyết Hương, the author of the report “PROPOSAL TO ENHANCE THE EFFECTIVENESS OF ACCESSTRADE’S CAMPAIGNS IN E-COMMERCE”. This Internship report is written by myself and has not been copied from any other organization or individual's work. I hereby declare that the data and research results in this thesis are truthful. Any help in preparing this report has been thanked and the information cited in the report has been acknowledged and authorized for publication.



Trần Tuyết Hương

EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE ORGANIZATION

BẢNG ĐÁNH GIÁ CỦA DOANH NGHIỆP/TỔ CHỨC

Khoa Kinh doanh quốc tế - Marketing, Đại học Kinh tế TP.HCM chân thành cảm ơn quý doanh nghiệp đã tiếp nhận sinh viên: TRẦN TUYẾT HƯƠNG Lớp: MR002 Khóa: 47
Đến thực tập tại doanh nghiệp trong thời gian từ: 5/10/2024 đến 13/10/2024
Sinh viên được thực tập và làm việc tại bộ phận/phòng: Sale Publisher
Tại công ty TNHH INTERSPACE VIỆT NAM
Thời gian làm việc trong tuần: 10 ngày/tuần

Học kỳ thực tế là cơ hội giúp sinh viên tiếp cận môi trường làm việc thực tiễn, chuyên nghiệp tại doanh nghiệp/tổ chức. Chúng tôi kính đề nghị Ông/bà - người phụ trách thực tập của sinh viên - đánh giá quá trình thực tập của sinh viên tại doanh nghiệp theo bảng tiêu chí dưới đây.

Xin vui lòng đánh giá quá trình thực tập của sinh viên tại Doanh nghiệp theo các tiêu chí sau (bằng cách khoanh tròn vào mức độ tương ứng):

Tiêu chí đánh giá	Chưa đạt	Cần cải thiện	Đạt yêu cầu	Khá	Tốt
1. Kiến thức chuyên môn (nắm vững kiến thức và công cụ sử dụng trong lĩnh vực thực tập)	1	2	3	4	5
2. Kỹ năng nghề nghiệp cá nhân (khả năng ra quyết định, khả năng lập kế hoạch và tổ chức công việc, quản lý thời gian hiệu quả, kỹ năng văn phòng...)	1	2	3	4	5
3. Kỹ năng làm việc nhóm (thành viên tích cực hoặc lãnh đạo nhóm hiệu quả, giao tiếp tích cực, đóng góp tốt cho nhóm...)	1	2	3	4	5
4. Thái độ thực tập (trung thực, tác phong chuyên nghiệp, thân thiện, ý thức kỷ luật, chủ động học hỏi, sáng tạo, yêu thích công việc...)	1	2	3	4	5
5. Mức độ hoàn thành nhiệm vụ (thực hiện công việc đúng yêu cầu, đúng thời hạn, đảm bảo chất lượng công việc)	1	2	3	4	5
6. Hiệu quả đóng góp của khóa luận tốt nghiệp đối với công ty (đề tài thú vị, cần thiết; thể hiện hiểu biết tốt về DN; giải pháp khả thi, thực tiễn; hiệu quả đóng góp cao)	1	2	3	4	5

Trân trọng cảm ơn sự hỗ trợ của quý doanh nghiệp.

Xác nhận của Doanh nghiệp:

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Nguyễn Đức Thành

EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE INSTRUCTOR

STUDENT NAME: _____ STUDENT ID: _____

CLASS: _____

COMPANY/ORGANIZATION: _____

CRITERIA	MAX. POINTS	MARKED BY INSTRUCTOR
Part 1: Internship dairy	15	
1. Content (<i>detailed, specific, following the internship process, lessons learned ...</i>)	10	
2. Presentation (<i>follow the format regulations and reference styles, professional structure</i>)	5	
Part 2: Internship report	55	
1. Content (<i>Good business understanding, practical content, suitable for the training program, logical, complete, creative in identifying problems or recommendations...</i>)	25	
2. Independent research skills (<i>Complete and appropriate document research, information evaluation/analysis, appropriate research methods, following the schedule...</i>)	10	
3. Problem solving skills (<i>identify the problem accurately, develop a proposal based on appropriate expertise, develop practical and feasible solutions ...</i>)	10	
4. Presentation (<i>The writing style is clear, concise, free of grammatical errors, and presented following regulations....</i>)	5	
5. Attitude and behavior (<i>Professional, honest, progressive, time management, proactive, positive...</i>)	5	
TOTAL	70	

Instructor name: _____

Signature: _____

Date: _____

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ABSTRACT

The study "Proposal for Enhancing the Effectiveness of Accesstrade's Campaigns" was conducted in August – October 2024. The research aims to identify key factors influencing effectiveness of Accesstrade's campaign as well as to assess the effectiveness of Accesstrade's campaigns. Based on these objectives, the author establishes both theoretical and practical foundations to propose strategies for improving future campaign effectiveness. The research methodology employed includes a combination of qualitative, quantitative, and desk research approaches to ensure comprehensive and accurate findings. Qualitative research involved in-depth interviews with 3 participants: Advertisers, Publishers, End users to gather detailed insights into the strengths and weaknesses of Accesstrade's campaigns. Quantitative research was carried out through surveys with over 400 participants, including publishers and end user across the country, to explore factors affecting publisher's motivation to engage with Accesstrade's and end user purchase intent. Additionally, desk research involved analyzing internal business reports covering the period from early 2023 to September 2024, providing a thorough evaluation of Accesstrade's campaign performance.

The findings from these research were compiled, analyzed, and used as the basis for developing concrete recommendations to enhance campaign effectiveness. The results support the creation of a comprehensive plan that outlines clear objectives. The proposed strategy with key performance indicators (KPIs) aligned with the research outcomes. The plan includes: Enhance professional knowledge of personnel, Optimize resource allocation in management and campaigns, Optimize the information communication process, Improve commissions and transparency in the commission recognition process, Improve the recording system and reconciliation process, Enhanced Bonus rewards, Create THREADS and repurpose content on social platforms, Strengthening KOC/KOLs corporation, Design Accesstrade's own promotion program.

The proposed strategy's feasibility and potential impact were also assessed to ensure that the recommendations are not only theoretically sound but also practically applicable. By closely aligning with Accesstrade's business needs, the plan is designed to maximize campaign outcomes and strengthen Accesstrade's position in the affiliate marketing industry.

INTRODUCTION

1. Reason for choosing the topic

The advent of industry 4.0 and the impact of the COVID-19 pandemic have revolutionized consumer behavior, making online shopping a dominant trend. Convenience has become a priority for consumers, driving the growth of websites, social media, and e-commerce to unprecedented levels. Statista predicts that e-commerce revenue will reach \$8.1 trillion by 2026. Affiliate marketing has emerged as a pivotal strategy for e-commerce businesses, with significant growth expected in the future (Suresh V, V. S, 2018). According to the Vietnam Affiliate Report 2022, affiliate marketing saw a remarkable surge in Vietnam, with the market size estimated at approximately 800 billion VND and a compound annual growth rate of up to 45%. Research indicates that this robust growth trend will continue, with the market projected to exceed 1,200 billion VND in 2023. Affiliate marketing has contributed between 10% and 50% to total budgets and online gross merchandise volume (GMV) for businesses.

Interspace VietNam Co., Ltd. is a technology company providing online marketing services, established in 1999 in Japan. Interspace VietNam Co., Ltd. is a joint venture between Interspace Co., Ltd (Japan) and MOG Group Vietnam, operating the flagship product ACCESSTRADE, an affiliate marketing platform. ACCESSTRADE acts as an intermediary platform, connecting companies offering online products and services in various fields such as E-commerce, Education, Tourism, Banking, Human Resources, Insurance, and more with media partners, including businesses and individuals who own websites and blogs, to deliver their products and services to users.

However, in the increasingly fierce competitive landscape with strong rivals like Ecomobi, MasOffer, Adpia, Optimise, and Rentracks, maintaining and enhancing the effectiveness of marketing campaigns on ACCESSTRADE is a significant challenge. Therefore, researching the effectiveness of past campaigns and proposing innovative methods to improve ACCESSTRADE's campaign performance is essential. Recognizing the potential of Gamification in Affiliate Marketing and the current situation of the company, I decided to choose the topic: "PROPOSAL TO ENHANCE THE EFFECTIVENESS OF

ACCESSTRADE'S CAMPAIGNS". With this project, the author aims to assist Interspace in improving campaign performance, strengthening its competitive advantage, and fostering future growth.

2. Objectives of the topic

- Evaluating the effectiveness of previous campaigns, identifying both strengths and areas for improvement. This will enable the setting of specific objectives during the research process to address particular issues or capitalize on existing strengths.
- Identify the factors influencing campaign effectiveness to gain a better understanding and propose appropriate solutions.

Proposal to enhance campaign effectiveness and ultimately boost revenue in a highly competitive market.

3. Research scope

- About space: The study was conducted at Interspace VietNam Co., Ltd.. The market for survey research is HCMC.
- About time: The study was conducted during the internship period from 05/08/2024 to 13/10/2024.
- About industry: This research exclusively examines affiliate marketing campaigns.

4. Research subjects

The effectiveness of campaigns conducted by Accesstrade

5. Research process

- Step 1. Define the Research Problem: Study the effectiveness of key campaigns conducted by Accesstrade
- Step 2. Identify Information to be Collected:
 - Qualitative data regarding the effectiveness of the executed campaigns.
 - Quantitative data to validate the results of the qualitative survey.
- Step 3. Identify Data Sources:
 - Secondary Data: Internet, books, newspapers, journals, etc.

Primary Data: Collected through qualitative and quantitative surveys, processed and analyzed to evaluate the effectiveness of the executed campaigns.

- Step 4. Data Collection:

Secondary Data: Research and gather from available sources such as the Internet, books, newspapers, and journals.

Primary Data:

Qualitative Research: Conduct interviews with advertisers, agencies, and accesstrade employees who have collaborated with Accesstrade.

Quantitative Research: Perform online surveys with a larger sample size using pre-prepared questionnaires.

- Step 5. Data Analysis: After data collection, enter, code, and process the data, then analyze it using SPSS to draw conclusions.
- Step 6. Present Data Results: Present the research findings and evaluations to meet the research objectives.

6. Methodology

6.1. Desk research

Gather information and knowledge from a variety of reliable sources such as books, newspapers, reputable online databases, and reports from domestic and international organizations. The information to be collected focuses on

6.2. Qualitative research

- Purpose:
 - Assessing the effectiveness of key campaigns conducted by Accesstrade
 - Examining the factors influencing campaign effectiveness
- Methodology and Sampling: The research will employ in-depth interviews and convenience sampling.
- Participants 1: advertisers who have collaborated with Accesstrade.
 - Sample size: A sample of 1 participants will be interviewed.
 - Rationale for selection: They are experts with a profound understanding of

affiliate marketing and Accesstrade's operations. Their firsthand knowledge and insights will provide valuable information about campaign performance, challenges faced, and opportunities for enhanced effectiveness.

- Participants 2: publishers who have actively engaged in Accesstrade's affiliate marketing campaigns.
 - Sample size: A sample of 5 participants will be interviewed.
 - Rationale for selection: These participants are key stakeholders who directly influence the success of affiliate marketing campaigns. They involve directly in executing campaigns. They have experience in driving traffic and conversions. Their perspectives will offer critical insights into the effectiveness of campaign strategies, the usability of Accesstrade's platform, and potential areas for improvement.
- Participants 3: End users who have purchased products through affiliate marketing
 - Sample size: A sample of 4 participants will be interviewed.
 - Rationale for selection: End users are selected for this study because they represent the final decision-makers in the affiliate marketing funnel. As the ultimate purchasers, their experiences and feedback are critical for evaluating the effectiveness of affiliate campaigns. By understanding their perspectives, the study can gain valuable insights into how well affiliate marketing strategies meet consumer needs and expectations, and identify key factors that contribute to or detract from campaign success. This user-centric approach ensures a comprehensive assessment of the campaign's impact and effectiveness.

6.3. Quantitative research

- Purpose: validate the results of the qualitative survey
- Methodology and Sampling: Online questionnaires distributed via Google Forms using convenience sampling.
- Participants: end user who are aged 18 - 44, living and working in Ho Chi Minh City, who have previously engaged in affiliate marketing purchases
- Sample size: A sample of 200 respondents will be collected

- Rationale for Selection: According to Wecantrack report 2024, the most active and responsive buying affiliate marketing demographic is between 25 and 44 years old. However, there's also significant potential in the 18-24 (Gen Z), who are comfortable with online shopping and engage with various digital platforms. They are likely to be based in urban areas.

7. Limitations

This study is conducted exclusively in Ho Chi Minh City. Therefore, the findings may only be applicable within this specific context and may not provide sufficient reference value for other regions.

8. Structure of the study

The study consists of 4 main topics as follows:

Introduction: This chapter outlines the following sections: internship context, reason for choosing the topic, scope, subjects, process, methodology, limitations and structure of study.

1. Internship Context
2. Reason for choosing the topic
3. Research scope
4. Research subject
5. Research process
6. Methodology
7. Limitations
8. Structure of study

Chapter 1: This is a brief introduction to the history of Interspace VietNam Co., Ltd. and its business operations in the period 2020-2023. Provide an overview of the company's history, development, operational areas, and organizational structure. Summarize key points regarding the company's business performance and effectiveness.

- 1.1. Overview of Company
- 1.2. History and Development
- 1.3. Vision and Core Values

1.4. Company Structure and Personnel

Chapter 2: Problem Analysis. The author analyzes the methodology used in the study and the research process of the study. The section of Chapter 2 is Analysis and Results.

2.1. Situation Analysis

2.2. Project Methodology and Steps of Execution

2.3. Key Findings

Chapter 3: Recommendations. The author analyzes the information taken from Chapter 2 results and the actual situation of the market and the company. Based on this analysis, the author evaluates the relevance the proposed

3.1. Basis for the recommendations

3.2. Key recommendation

3.3. Budget

3.4. Evaluation

Conclusion: Summarize the key issues that have been analyzed and evaluated, along with the main recommendations and the expected contributions to the company during the completion of the internship.

CHAPTER 1

COMPANY INTRODUCTION

1.1. Overview of Company.

- International name: INTERSPACE VIETNAM COMPANY LIMITED.
- Abbreviated name: INTERSPACE VIETNAM CO., LTD
- Tax code: 0106857676
- Legal representative: Mr. Do Huu Hung.
- Address: 7th Floor, Building 97-99 Lang Ha, Lang Ha Ward, Dong Da District, Hanoi City, Vietnam.
- Date of operation: May 21, 2015.
- Main website: <https://acesstrade.vn/>
- Company logo:

Figure 1. Logo of Interspace VietNam Co.,Ltd



(Source: Corporation website)

The company's headquarters is on the 7th Floor, 97-99 Lang Ha Building, Lang Ha Ward, Dong Da District, Hanoi City, Vietnam.

Office located in the City. Ho Chi Minh: No. 927/1, CMT8 Street, Ward 7, Tan Binh District, City. Ho Chi Minh.

Interspace Vietnam Co., Ltd. is a company in the field of Affiliate Marketing - Affiliate Marketing. The company is an intermediary platform that helps connect Advertisers such as

online trading and service companies in e-commerce, retail, banking and finance and online booking with Publishers media such as websites or blogs to promote products to users through Affiliate Marketing.

1.2. History and Development.

Interspace Vietnam is a joint venture company between Interspace Co., Ltd (Japan) and MOG Vietnam Group, established in April 2015 and officially operating products.

The main product is the ACCESSTRADE affiliate marketing platform from May 14, 2015.

Figure 2. Logo of Accesstrade - a main product of Interspace



(Source: Corporation website)

Interspace Japan is a technology company, providing online marketing services, established in 1999 in Japan. After nearly 20 years of construction and development, Interspace Japan is the top enterprise in Japan with 40,000 customers and 500,000 partners, 2017 revenue was 280 million USD. In 2006, the company was listed on the Tokyo Stock Exchange. Since 2013, with the Global strategy, Interspace has developed into the Southeast Asian market with the establishment of affiliated companies in Thailand, Indonesia, Singapore, Malaysia and Vietnam.

Important milestones marking changes and successes since the company began operations include the following:

- On May 14, 2015, MOG Vietnam (formerly Mwork - established in 2011), entered into a joint venture with Interspace Japan to establish Interspace Vietnam to provide ACCESSTRADE (Affiliate Marketing) Affiliate Marketing services in the market. Vietnam.
- In September 2015, Interspace opened a representative office in Ho Chi Minh City.
- On February 26, 2016, Interspace Vietnam officially joined the Vietnam E-commerce Association (VECOM).
- In March 2016, Interspace became an official member to support Vecom in organizing the SEO Award 2016 contest - the largest professional contest currently for the Vietnamese SEO community.
- June 2021 announced the repositioning of the brand from a leading affiliate marketing platform to an "Effective revenue growth platform" with a mission to help businesses grow effectively and sustainably.

Since then, Interspace Vietnam has had more than 6 years of operation with significant success in the Affiliate marketing industry. This is a pioneer company and the number 1 company in the field of affiliate marketing in Vietnam today with more than 800 accompanying businesses, creating more than 800,000 online jobs for Publishers (Partners) with sales volume. over 2 million orders/month.

Some strategic partners include Samsung Vietnam Group, Military Bank (MB Bank), Phu Nhuan Jewelry Company (PNJ); Online trading platforms Shopee, Tiki, Lazada... show that Accesstrade is bringing effective solutions to business units in Vietnam.

1.3. Vision, mission and core values

1.3.1. Vision.

Based on the information recorded on the company website and internal training documents, Interspace Vietnam is aiming to "Become the number one Affiliate Marketing platform that always accompanies the success of every business". "Effective Revenue Growth Platform" is the mission to help businesses grow effectively and sustainably.

1.3.2. Mission

Interspace's mission is to create effective marketing solutions for businesses, to promote products and services to customers with the highest efficiency by applying technology and data. The Affiliate Marketing model allows advertisers to only pay costs when an order arises. Thereby also helping partners get high and stable income. This is the definition of win-win value between our suppliers and partners.

For 3 different customer groups, Interspace's mission brings the following:

- For ADV: There is a new Marketing solution focusing on Performance efficiency. Helps every business have customers and sell products.
- For individual partners : Get a new job to increase income.
- For end users: Purchase convenience and saving.

1.3.3. Core value.

- Ownership Mindset: The mindset of an owner. Each employee is the owner of his or her own work. Proactivity is essential to create high work performance. The owner's thinking is not only directed towards the internal company but also the value that customers receive when participating with Interspace Vietnam. Customers are in full control, from revenue sources to the profits they bring. That is also the spirit of Affiliate Marketing: Master yourself, master the future.
- Think Big: Dare to think big is the second core value the company wants to bring. Only when you dare to think big and step out of your comfort zone can you succeed. Interspace Vietnam will help you realize those ideas and bring real value to big ideas.
- Creative: Creativity is an indispensable value in the Affiliate Marketing industry. The world is always changing, if you don't keep up with trends and create new things, you will be left behind. In the affiliate marketing industry, relentless creativity is what will help you stand out in your own market and help you move forward.
- Commitment: Commitment is the bridge of trust between businesses, partners and customers. The commitment that Interspace Vietnam brings not only comes from a clear source of income and profits but also a long-term orientation for the future of each customer and business.

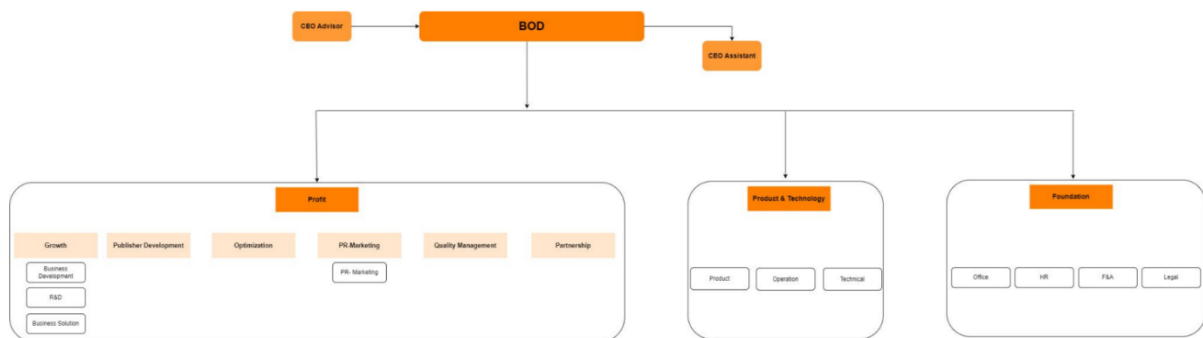
- Teamwork: The coordination of Interspace Vietnam's employees and members is the key to the company's success, from small projects to big company goals.

1.4. Organizational structure of Interspace Vietnam Co., Ltd.

1.4.1. Organizational structure and human resource management

Established in May 2015, Interspace Vietnam has its headquarters in Hanoi. And in September 2015, a southern representative office was set up in the city. Ho Chi Minh.

Figure 3. General Organizational Structure Chart.



(Source: Internal training documents)

Currently, the company's main staff includes more than 200 people, most of whom have university and postgraduate degrees with a variety of ages but mainly concentrated in the age group of 20 - 30 years old. These are all very dynamic and enthusiastic in their work, which can help the company expand its market further. It can be seen that Interspace Vietnam has a relatively complete organizational structure with departments and divisions with their own functions and tasks, but is constantly improving to ensure close and quick coordination with each other. , bringing optimal work efficiency.

1.4.2. Working culture at Interspace Vietnam.

Working at Interspace Vietnam, employees will enjoy the following benefits:

- Attractive income: Competitive salary, fair and transparent performance bonuses
- International working environment: Cultural exchange with companies in Japan, Thailand, Indonesia, Singapore, Malaysia.
- Affiliate - New opportunity: Career development in the new field of Affiliate Marketing.

- Improve knowledge: Participate in Digital Marketing courses and internal training programs.

1.5. Business activities:

1.5.1. Affiliate Marketing field and ACCESSTRADE business products.

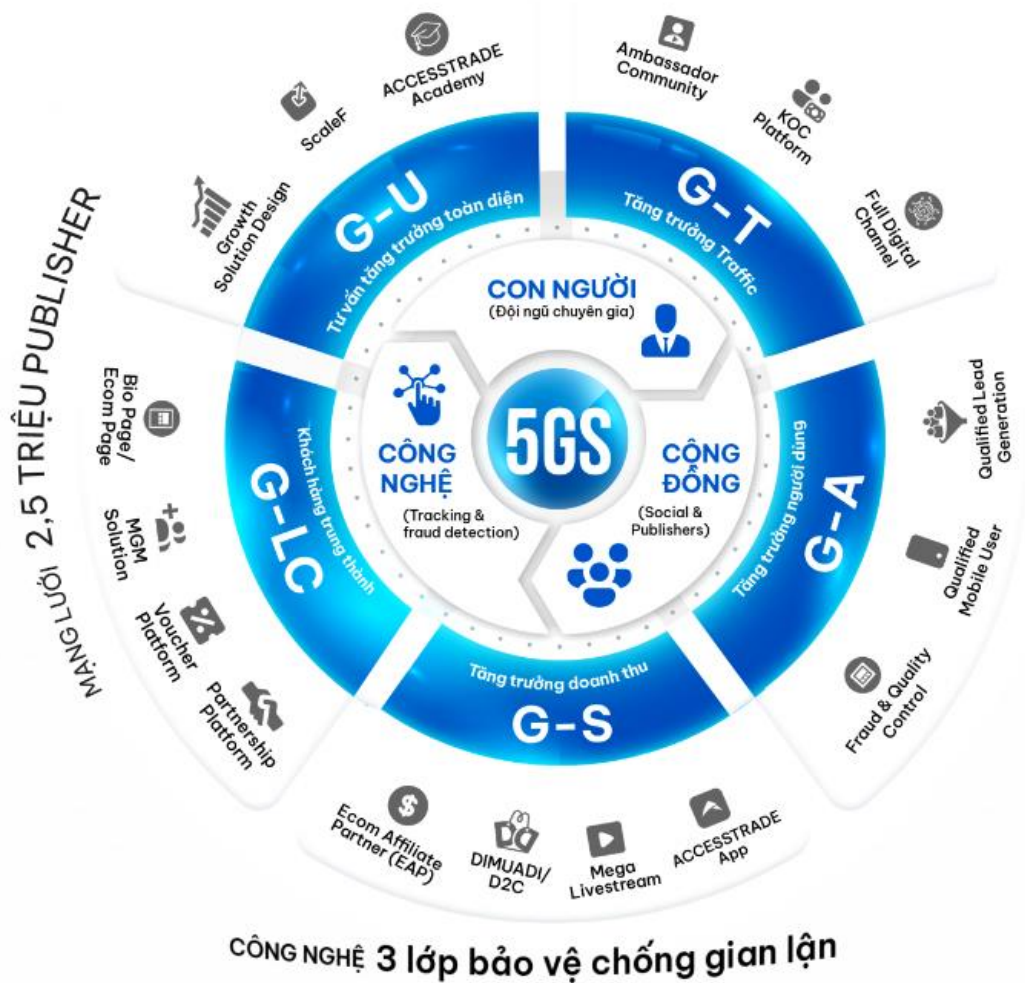
Field of activity: Interspace Vietnam is a pioneer and leading unit in the field of CPA Affiliate marketing in Vietnam.

Affiliate marketing - Affiliate marketing is a marketing platform that allows suppliers to introduce their products through advertisers such as Publisher, KOC (Key Opinion Consumer - Consumers with influence in the market). , KOL (Key Opinion Leader - People who influence the public on social networks). Publishers will receive commissions from suppliers when orders are successfully completed. In this affiliate marketing model, Interspace is an intermediary that helps connect suppliers and advertisers (also known as Partners) together through the ACCESSTRADE product.

Main product: ACCESSTRADE is an affiliate marketing platform developed according to the CPA (Cost Per Action) model, a fee model based on user behavior. Both suppliers and partners will use this platform to operate. Suppliers will post product promotion campaigns on the website or KOC application. Advertising partners, i.e. publishers, KOCs, and KOLs, will register the campaigns they want to participate in on this website and advertise to users using the ACCESSTRADE link. Successful orders will be charged a commission depending on the campaign proposed by the supplier.

Besides the ACCESSTRADE product, the company also develops a growth performance ecosystem to provide more support for businesses, including 5 platforms surrounding ACCESSTRADE, covering many areas as follows:

Figure 4. Interspace Vietnam's growth performance ecosystem.



(Source: Internal training documents)

In there:

- **ACCESS AFFILIATE:** The leading solution for affiliate marketing according to CPA (Cost-Per-Action) conversion efficiency. Support businesses in many industries such as Ecom, Travel, Electronics, Education... with CPS (Cost-Per-Sale), CPL (Cost-Per-Lead), CPQL (Cost-Per-Qualified-Lead) models & other CPA conversion forms.
- **ACCESS KOC (Key-Opinion-Consumer):** Social network sales solution using KOC influencers, helping businesses solve problems effectively in Influencer Marketing.

- ACCESS D2C (Direct-To-Consumer): Direct sales solution from manufacturers to users, helping businesses save costs and optimize efficiency. Support businesses in the fields of: Beauty, food, mother and baby & personal care...
- ACCESS MOBILE: Effective solution to attract & retain app users. Voted by Appsflyer as Top 3 Mobile App Marketing solutions in Vietnam in 2020. Trusted & chosen by hundreds of leading banks and financial institutions in Vietnam.

1.5.2. Investment cooperation opportunities and achievements

Up to now, Interspace Vietnam has cooperated with a number of strategic partners in all four fields of Finance, E-commerce, Culture - Education, and Information Technology such as Samsung Vietnam Group, Military Bank (MB Bank), Phu Nhuan Jewelry Company (PNJ); Online trading platforms Shopee, Tiki, Lazada... show that Accesstrade is bringing effective solutions to business units in Vietnam.

Accesstrade alone has more than 800 accompanying businesses, creating more than 800,000 online jobs for Partners with sales of over 2 million orders/month.

Figure 5. Some strategic partners of Interspace Vietnam.



(Source: Internal training documents)

With more than 20 years of development experience and continuous service improvement, ACCESSTRADE has successfully developed in demanding and highly competitive markets such as Japan and China. ACCESSTRADE possesses tools and features that allow Advertising

buyers to optimize their effectiveness, proactively choose advertising channels, approve successful order payments, and view real-time advertising effectiveness statistics (real-time report).

Chapter 1 Summary

Chapter 1 provides a clear summary of the service sector, outlining the company's formation, development, and the unique business model it currently employs. With nearly a decade of in-depth experience in affiliate marketing, Accesstrade has continuously created sustainable value for both its partners and customers. In doing so, Accesstrade positions itself not merely as an affiliate marketing platform, but as a trusted companion, playing a vital role in boosting income and delivering value to all its stakeholders.

CHAPTER 2

PROBLEM ANALYSIS

2.1. Study 1 – Assess the current performance of Accesstrade

2.1.1. Research problem

Evaluate the performance of Accesstrade's brand, in terms of 4 aspects: Finance, Customers, People and Internal Processes. From there, have an overview to find advantages as well as points for improvement in business operations.

2.1.2. Research process

Step 1: Identify the research problem

Step 2: Collect secondary data

Step 3: Synthesize data and analyze

2.1.3. Research object and research objectives

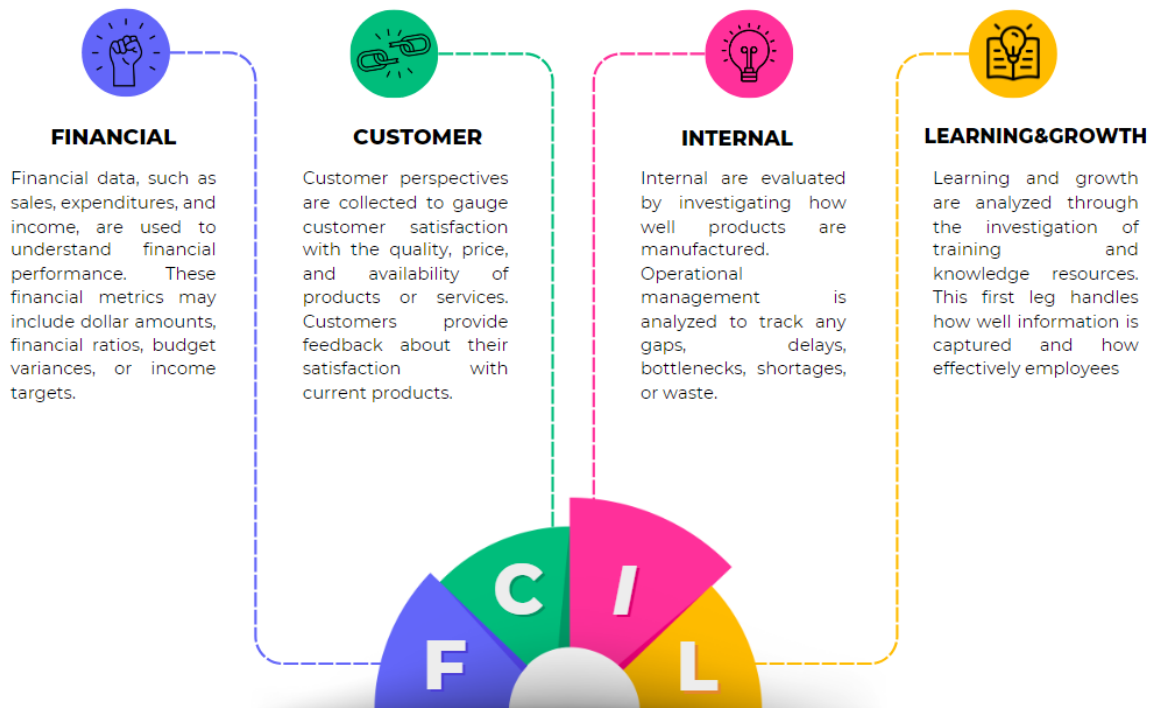
Research object: Accesstrade's operations in 2023 and the first 10 months of 2023.

Research objective: Determine the operating situation and level of effectiveness through external and internal aspects, thereby drawing out points that are doing well and not doing well. The ultimate goal is to provide suggested directions for areas that have not worked well.

2.1.4. Research methods

2.1.4.1. Theoretical basis: Balanced Scorecard Model (Kaplan & Norton, 1992)

Figure 6. Balance Score card



(Source: Internet)

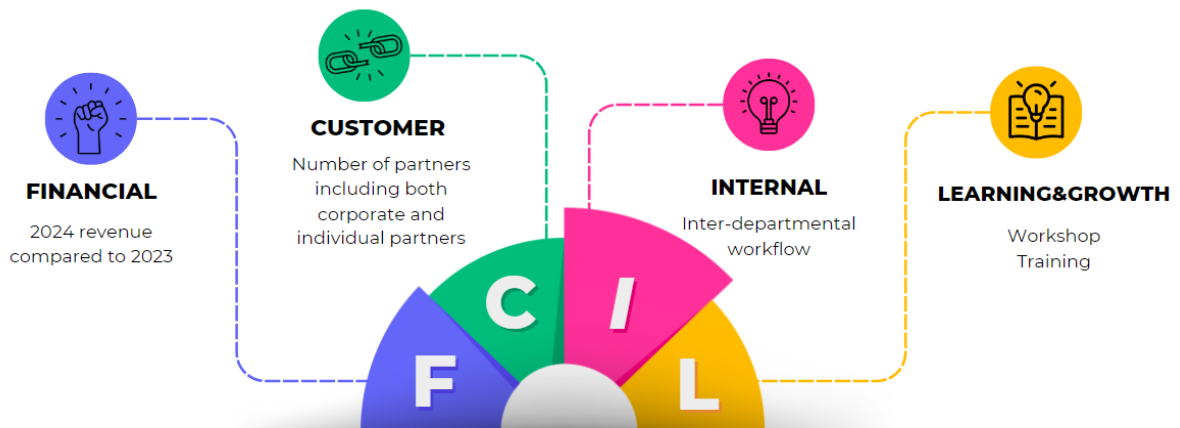
The "Balanced Scorecard" model (Balanced Scorecard - BSC) was developed by two Professors Dr. Kaplan & Norton of Harvard University in the 1990s. This is a strategic management tool that not only helps determine and improve internal business operations but also evaluate the effectiveness of the program or business. This model not only evaluates business operations but also focuses on evaluating the effectiveness of the program, and helps synthesize information in a more comprehensive, clear and understandable way. The "Balanced Scorecard" model focuses on four main aspects of a business:

- **Financial:** Measure a company's financial performance by evaluating the use of financial resources, fixed costs, depreciation costs, return on investment, profits earned and revenue growth rate.
- **Internal processes:** Evaluate the performance of the business's internal operations to ensure that processes and regulations are occurring in an efficient and transparent manner.
- **People:** Assess the company's ability to innovate and adapt to changing requirements, with a focus on employee development and skill enhancement.

- Customers: Evaluate the image and quality of the business, project or product in the minds of customers.

The author chose the "Balanced Scorecard" model because this is a model often applied to analyze business performance, covering internal and external criteria. Using the Balanced Scorecard model will help easily analyze the company's performance, points that are doing well and need to be improved. From the four main aspects of the "Balanced Scorecard" model, the author chooses factors to evaluate the following aspects:

Figure 7. Balance Score card of Accesstarde



(Source: Author synthesis)

2.1.4.2. Data collection method

Secondary data: Includes internal company information sources about data related to process finance and customers.

2.1.4.3. Data analysis method

Step 1: Conduct secondary data classification according to criteria based on the Balanced Scorecard model.

Step 2: Conduct data evaluation as follows: Create information charts based on collected data. Evaluate the data by comparing with previous years. Compare the relationships between

quantities to make deeper assessments and draw conclusions about advantages and areas that need improvement.

2.1.5. Limitations of the study

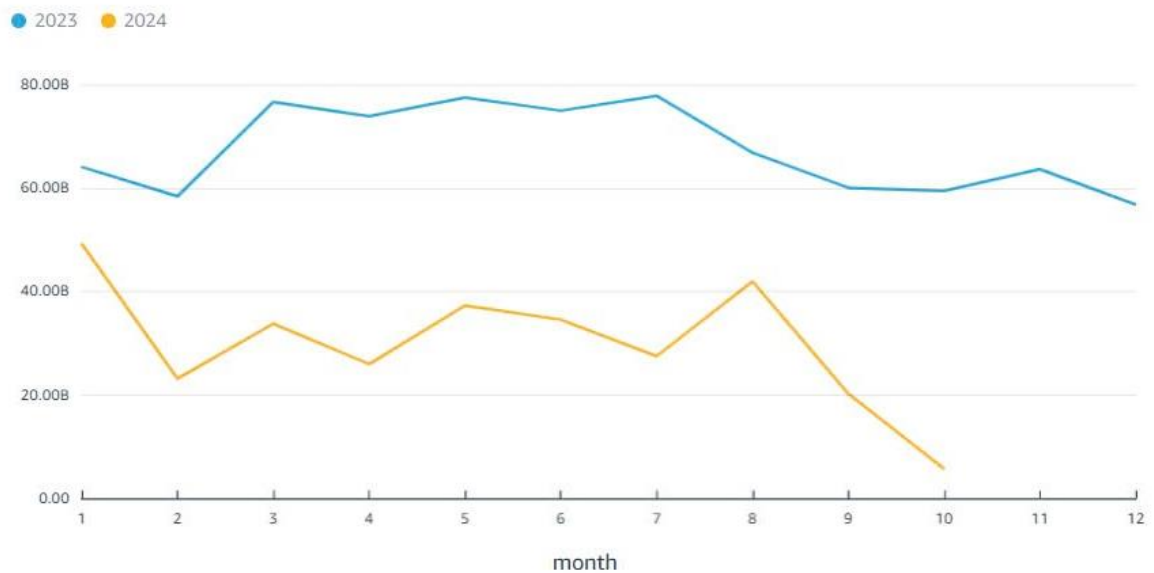
The research is limited because the amount of secondary data only helps to draw improvement experience from information in 2023 and the first 10 months of 2024, because the authors were not provided with data from 2023 and earlier.

2.1.6. Research Results

2.1.6.1. Financial

Figure 8. Revenue by month (2023 - October 2024)

Doanh thu qua các tháng



(Source: Internal document)

Accesstrade's revenue during the first 10 months of 2024 exhibited an inconsistent trend, with average revenue significantly lower compared to the same period in 2023. Specifically, in 2023, revenue started at around 60,000 units and remained stable from February to July, peaking at nearly 80,000B in June before gradually declining but staying at relatively high levels. In contrast, 2024's revenue started much lower, fluctuating between 20,000B and 40,000B with noticeable instability throughout the months. In the first half of 2024, revenue showed no

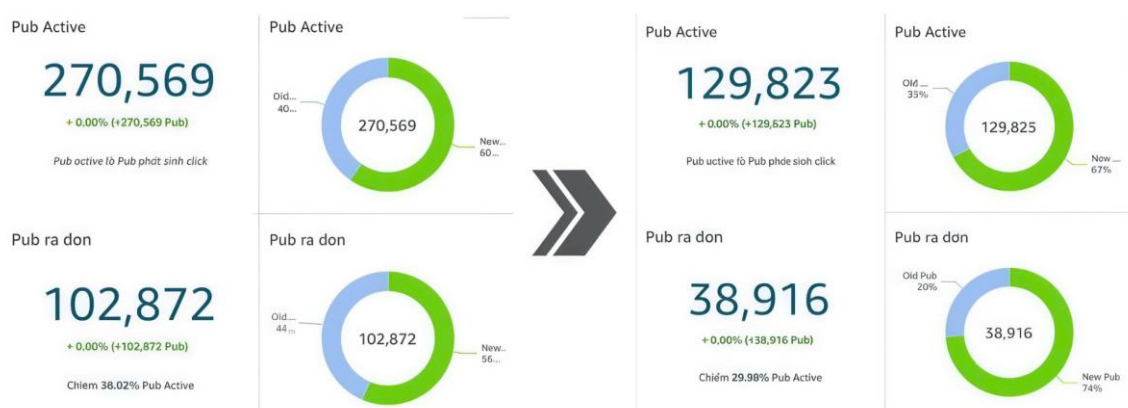
significant growth, with only slight increases that were still far below the levels seen in the previous year. March and June marked periods of slight revenue upticks, but they remained under 40,000B. This indicates that Accesstrade’s activities or campaigns during the early part of the year were not sufficiently effective in driving a significant revenue breakthrough.

By September, however, there was a sharp revenue increase, reaching nearly 50,000B, the highest point in 2024. This surge likely reflects a peak in business activities, such as major promotional events or strong marketing campaigns. However, this increase was not sustained, as revenue dropped sharply in October, almost returning to the lower levels seen earlier in the year, indicating a sudden decline after the campaign peak. From June to October 2023, revenue followed a gradual downward trend after peaking mid-year but still maintained relatively high levels, suggesting stability in customer retention and effective campaigns. Meanwhile, the larger fluctuations in 2024, particularly the steep rise and sharp decline from September to October, reflect a lack of stability and an inability to maintain consistent revenue performance. Overall, the revenue trend in 2024, compared to 2023, reveals significant discrepancies in performance and stability across Accesstrade’s activities. The fluctuations in 2024, especially toward the end of Q3 and the beginning of Q4, underscore the challenges in sustaining growth and managing revenue consistently throughout the year.

2.1.6.1. Customer

a. Publishers

Figure 9. The amount of Publisher



(Source: Internal document)

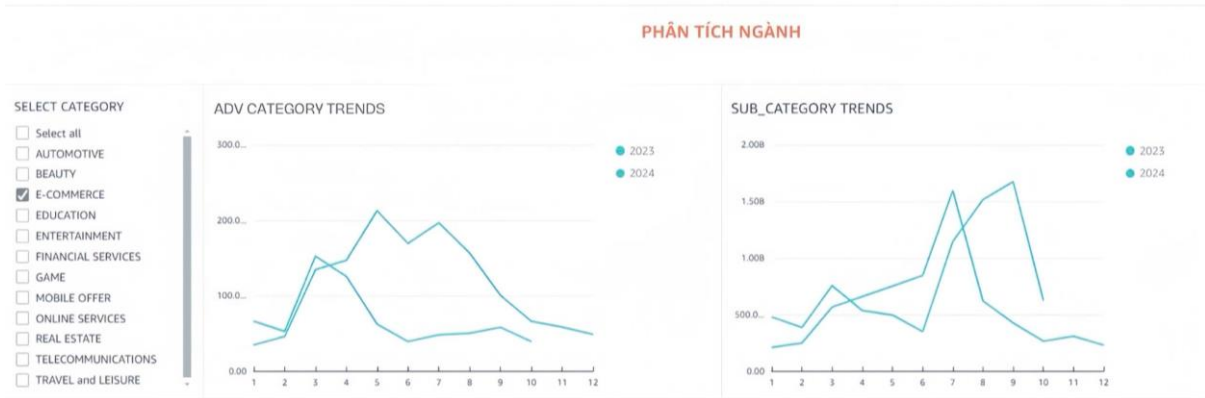
Based on the data provided, the picture of Accesstrade's publisher system in the period from 2023 to the first 10 months of 2024 shows a significant shift not only in number but also in the operational structure of publishers. . The total number of active publishers has decreased from 270,569 in 2023 to 129,823 in the first 10 months of 2024, a decrease of nearly half. However, it is worth noting that the proportion of new publishers in this group increased from 60% to 65%. This is not a positive sign when looking deeply at the nature of change. The increase in the new publisher rate is not necessarily due to Accesstrade attracting more potential new publishers, but largely due to a large number of old publishers leaving the system. The fact that old publishers - those with experience and high performance - stop operating is a worrying signal, because they often contribute the majority of revenue.

In the group of publishers issuing applications, the decline is even more obvious when the number decreased from 102,872 to only 38,916, which is only 38% compared to 2023. Although the proportion of new publishers issuing applications in this group increased sharply from 56% to 74%, this does not reflect growth in quality, but rather shows the loss of old publishers with good performance. Old publishers often have work experience, a deep understanding of campaigns, and the ability to optimize profits better, while new publishers, although accounting for a larger percentage, may not be able to achieve performance. similar. The fact that old publishers left the system led to a serious decline in total revenue.

Evidence shows that, although the rate of new publishers increases, Accesstrade's total revenue in 2024 has decreased significantly compared to 2023, when analyzed month by month. This proves that the loss of old publishers with good performance cannot be compensated by an increase in the number of new publishers. New publishers may offer long-term growth potential, but for now, a lack of experience and effectiveness in their campaigns has caused a marked decline in overall performance.

b. Advertisers

Figure 10. Advertisers category trends



(Source: Internal document)

Based on an analytical chart of the trend in the number of Accesstrade partners in the field e-commerce, the difference between 2023 and 2024 reflects many profound aspects of affiliate marketing and the e-commerce market landscape.

2023 is considered a year of strong breakthrough in the e-commerce field of Accesstrade, with the number of business partners growing continuously from the beginning of the year to the middle of the year, peaking in June and July. This may coincide with major shopping seasons and strong discount campaigns such as *Mid-year sale*, mid-year promotional events, help boost online shopping traffic. Factors such as consumer spending recovering from the pandemic and strong demand for online products and services have contributed to an increase in the number of businesses partnering with Accesstrade. However, from August onwards, the chart shows a clear downward trend, showing that promotional campaigns are cooling down and consumer demand has gradually stabilized. This reflects seasonality in the e-commerce industry, where businesses often ramp up activity mid-year and year-end, with July and November often being the peak for major promotions such as *Black Friday* nice *Singles Day* *November 11*.

In contrast, 2024 shows a completely different trend, with the number of partners showing signs of increasing but not reaching the high level of 2023. Although there is a slight increase in the middle of the year, the peak in 2024 is lower than the previous year. More notably, from August onwards, the chart shows a sharper decline, suggesting that 2024 may face many difficulties in maintaining and attracting partners. The cause may come from changes in Accesstrade's

policies or strategies, such as changing the commission structure and profit sharing methods that are no longer attractive to businesses. In addition, fierce competition in the affiliate marketing field and the growing trend of other automated advertising models may also be the cause of the decline.

Another factor that cannot be ignored is the changing landscape of the global e-commerce market. The slowdown of the economy after the e-commerce boom during the COVID-19 pandemic, when consumers switched from online platforms to in-person shopping activities, is also one of the reasons why. due to the decrease in the number of businesses participating in affiliate marketing campaigns. Businesses tend to cut advertising costs, while publishers also face a higher level of competition from other platforms. This could lead to fewer businesses joining Accesstrade in 2024.

Both years show a clear seasonal nature in the e-commerce sector. The first months of the year are often the time with the lowest number of partners, but then begin to grow strongly in the middle of the year, especially in June, July and sometimes August, when major promotional campaigns are held. take place. This poses a challenge for Accesstrade to maintain stability and continuous growth, not only depending on promotional bursts but also finding solutions to maintain the cooperation of partners. throughout the year. For 2024, the reduction in partner numbers, especially after the summer peak period, suggests that Accesstrade may be struggling to retain partners or create more attractive campaigns.

2.1.6.2. Internal

Organizing events and activities for customers is a process divided into specific steps performed by the departments in charge. First, the Sales department takes on the main role in interacting directly with customers, including collecting opinions and feedback from customers, then generating ideas for events such as year-end parties, anniversary programs and customer appreciation programs. After getting the basic ideas, the Sales department transfers it to the Marketing department to continue operating. The Marketing department will determine factors such as the venue, the meaning and message of the event, as well as how to organize activities during the event. Once the plan has been completed, the Marketing department transfers it to

the Purchasing department to find the most suitable supplier. The Purchasing department's job includes finding reputable and quality suppliers, negotiating terms and prices, and ensuring that everything purchased meets quality criteria. and company services. Once the right supplier has been selected, the Marketing department continues to work closely with the supplier to ensure that every aspect of the event runs smoothly. They oversee event preparation and execution, ensuring that everything goes according to plan and customers have a good experience.

2.1.6.3. Learning and growth

a. Workshop

Accesstrade regularly organizes internal seminars and training sessions to help its employees update new knowledge and skills. Held every 4 months, these seminars play an important role in employee training and development. For the Sales department, Accesstrade organizes in-depth training sessions on the art of selling and how to handle complex customer problems. Employees are taught how to create effective sales scripts, how to build relationships with customers, and how to handle difficult situations flexibly and professionally. In addition, the Marketing department participates in in-depth training sessions on understanding customer psychology and perspectives, how to use tools such tools to analyze data and make recommendations.

In addition, the company also cares about the health and spirit of its employees. The company organizes talks and tutorials on mental health, provides stress reduction methods and how to treat problems such as shoulder pain at work.

b. Training

Accesstrade has demonstrated excellence in creating development opportunities for employees through regular training programs. This program not only provides employees with in-depth knowledge of the affiliate marketing market and necessary professional skills, but also encourages them to develop themselves in a dynamic working environment.

Training sessions are flexibly designed, combining theory and practice, helping employees not only master knowledge but also apply it immediately to real work. The diversity of training, from new trends in the industry to soft skills such as communication and teamwork, has helped employees feel more excited and confident at work.

Furthermore, this continuous training not only improves work efficiency but also creates a culture of learning and development within the organization. Employees feel invested and appreciated, which motivates them to contribute more to the company. Thereby, it can be seen that Accesstrade has succeeded in building a strong and motivated team, contributing to the sustainable development of the company.

⇒ **Conclusion:** In conclusion, the data presented reflects several key challenges Accesstrade faced from 2023 to the first 10 months of 2024. Revenue trends demonstrate a clear decrease in stability and growth, particularly in 2024, where significant fluctuations indicate difficulties in maintaining consistent performance. The overall picture points to a decline in both publisher engagement and revenue compared to the prior year. The sharp reduction in active publishers, especially those who contributed the most revenue, highlights the growing issue of publisher motivation to participate. Additionally, while new publishers have entered the system, their lack of experience and efficiency has not compensated for the departure of high-performing veterans, leading to a significant drop in total revenue. Furthermore, Accesstrade's challenges extend beyond publishers. The e-commerce landscape has shifted, presenting new obstacles in attracting and retaining advertisers and business partners. Despite concerted efforts through campaigns and training, the drop in revenue and partner (Publishers and Advertisers) engagement emphasize the need for strategic adjustments. To ensure future growth, Accesstrade must focus on 3 things: Purchase intent of end user (improve GMV to increase revenue), the motivation to participate of publisher and the satisfied of advertiser (improve the mount of publisher active), enhance the effectiveness of their campaigns (increase business partners), and create sustainable long-term partnerships.

2.2. Study 2 – Effectiveness of previous campaigns and factors affecting campaign effectiveness

2.2.1. Research problem

Research on the effectiveness of previous campaigns and factors affecting campaign effectiveness, aim to find out what didn't work well and then come up with a plan to increase the effectiveness of campaigns

2.2.2. Research process

Step 1: Identify the research problem

Step 2: Design a qualitative questionnaire

Step 3: Conduct in depth interview

Step 4: Synthesize and analyze the results

Step 5: Design quantitative questions based on qualitative results

Step 6: Synthesize and analyze the results

2.2.3. Research object and research objectives

Research subjects:

- The effectiveness of previous campaigns
- The factors influencing campaign effectiveness

Research objectives:

- Evaluating the effectiveness of previous campaigns, identifying both strengths and areas for improvement. This will enable the setting of specific objectives during the research process to address particular issues.
- Identify the factors influencing campaign effectiveness to gain a better understanding and propose recommendations.

2.2.4. Research methods

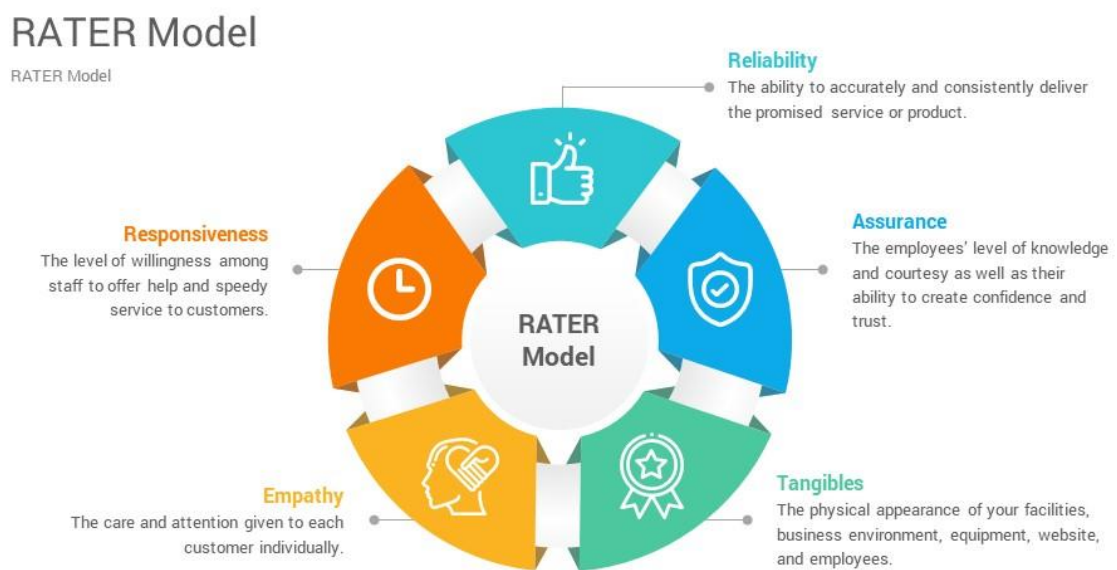
2.1.4.1. Theoretical basis

The research is based on 3 background theories for 3 different participants:

- a. RATER Model (Valarie Zeithaml, A. Parasuraman, Leonard Berry, 1990): Cho Advertisers

The RATER model is a framework used to evaluate service quality across five key dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. Developed to provide a comprehensive understanding of customer perceptions, the RATER model helps organizations assess various aspects of their service delivery to enhance overall effectiveness.

Figure 11. RATER Model



(Source: Internet)

- **Reliability** refers to the ability to consistently deliver on promises and meet customer expectations.
- **Assurance** encompasses the knowledge, competence, and trustworthiness of the service provider.
- **Tangibles** involve the physical evidence of service, including equipment, facilities, and materials.

- **Empathy** focuses on the provider's ability to understand and address individual customer needs.
- **Responsiveness** measures the provider's willingness and promptness in addressing customer requests and concerns.

By examining these dimensions, the RATER model allows organizations to gain insights into their service performance, identify areas for improvement, and enhance customer satisfaction. It provides a structured approach to evaluating how well service interactions align with customer expectations and helps drive strategies for delivering high-quality service experiences.

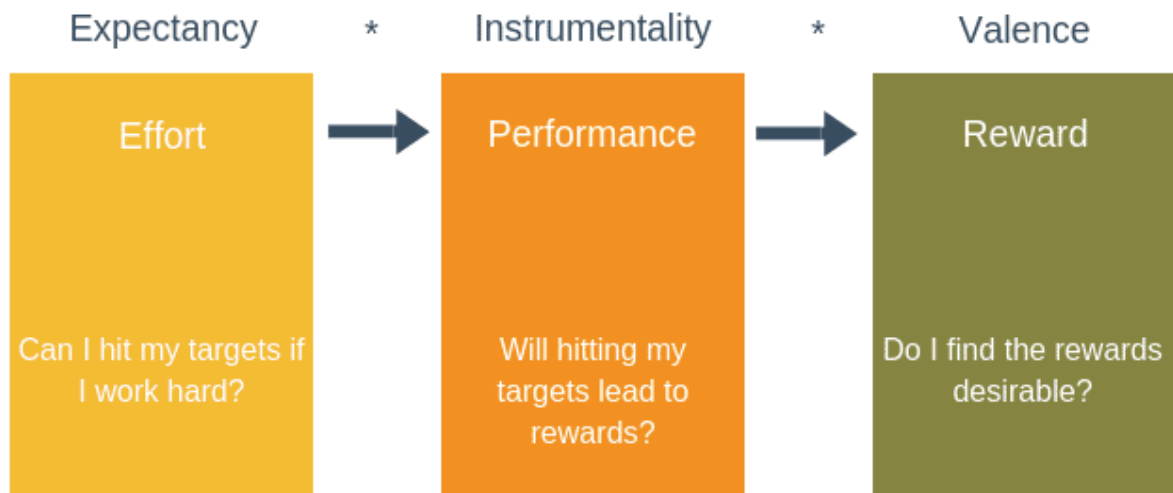
The RATER model was chosen for the advertisers group because it provides a comprehensive framework for evaluating the quality of services, which is crucial when assessing the effectiveness of Accesstrade's campaigns. This model covers five key dimensions—Reliability, Assurance, Tangibles, Empathy, and Responsiveness—that are directly aligned with the needs and expectations of advertisers. Advertisers are focused on results, and the RATER model allows them to evaluate whether Accesstrade consistently delivers on its promises (Reliability), whether they can trust the expertise and competence of the team (Assurance), and whether the tools and resources provided are sufficient to support campaign optimization (Tangibles). Additionally, it considers how well Accesstrade listens and adapts to the specific goals of each advertiser (Empathy) and how quickly and effectively the company responds to issues or concerns (Responsiveness). By addressing these critical factors, the RATER model helps advertisers thoroughly assess Accesstrade's performance and identify areas for improvement, making it a suitable choice for this group.

b. Expectancy Theory (Victor H. Vroom, 1964): Cho Publishers

The author chose Expectancy Theory to complement Abraham Maslow's Hierarchy of Needs theory alongside Equity Theory. Developed by Victor Vroom, a professor at Yale School of Management (with a Ph.D. in Science from the University of Michigan), Expectancy Theory posits that individuals act based on their expectations of achieving a desired outcome or the attractiveness of that outcome to themselves. Introduced by Vroom in 1964, the model was later refined by other scholars, including Porter and Lawler (1968).

Expectancy Theory asserts that individuals choose to engage in certain behaviors based on the anticipated outcomes. According to this theory, the decision to act in a specific way is influenced by the expected rewards and the belief that the behavior will lead to the desired result. This theory highlights three main components:

Figure 12. Expectancy Theory



(Source: Internet)

Expectancy: The belief that effort will lead to performance. This component emphasizes the confidence that putting in effort will result in effective performance.

Instrumentality: The belief that performance will lead to rewards. It reflects the conviction that achieving the desired performance will result in receiving the anticipated rewards.

Valence: The value placed on the rewards. This component focuses on how much the individual values the rewards that are expected from their performance

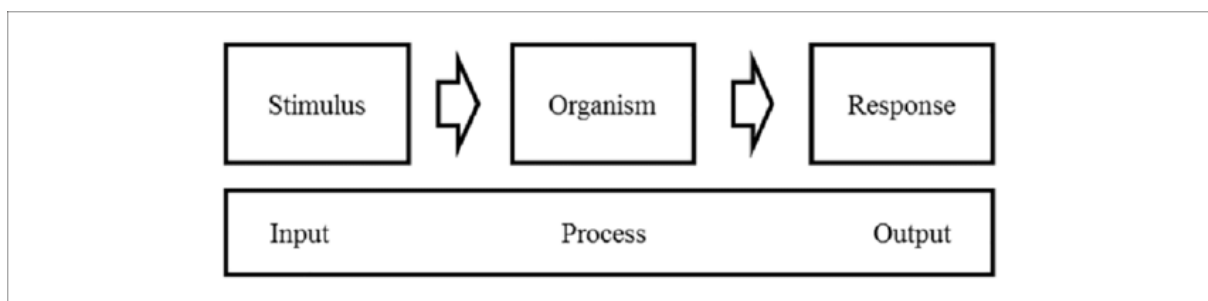
Unlike end users, publishers are directly involved in the execution. Their performance and engagement are critical to the overall success of the campaign. Expectancy Theory is particularly relevant for publishers because it focuses on understanding how motivation influences performance. This theory examines how publishers' expectations about the

outcomes of their efforts, the belief that achieving these outcomes will result in tangible rewards, and the perceived value of these rewards impact their motivation to participate in the campaign. By applying this theory, we can gain insights into what drives publishers' performance, identify ways to enhance their motivation, and ultimately improve the effectiveness of campaigns.

c. S-O-R model (Mehrabian and Russel, 1974): Cho End users

The S-O-R (Stimulus-Organism-Response) model is a psychological framework designed to understand how environmental stimuli influence individuals' internal states and subsequent behaviors. This model divides the user experience into three interconnected stages:

Figure 13. SOR Model



(Source: Internet)

- **Stimulus:** This stage focuses on the external factors or inputs that capture an individual's attention. These can include advertisements, product features, or any other stimuli that initially engage the user.
- **Organism:** This stage explores the internal processes that occur as a result of the stimulus. It involves understanding how individuals perceive, interpret, and emotionally react to the stimuli. This phase examines the cognitive and emotional responses that shape how users experience and make sense of the stimuli.
- **Response:** The final stage assesses the actions or behaviors that follow from the organism's internal state. It looks at how the stimulus and internal reactions influence

user behavior, such as making a purchase, engaging with content, or taking other relevant actions.

By analyzing these three stages, the S-O-R model provides valuable insights into the effectiveness of stimuli in influencing user behavior and emotional responses. It is particularly useful for designing and evaluating marketing strategies, product designs, and customer interactions, as it helps understand how external factors impact user experiences and drive behavior. The S-O-R (Stimulus-Organism-Response) model was chosen for the **end users** group because it offers a comprehensive framework for understanding how various elements of Accesstrade's campaigns affect user perceptions and behaviors. This model is particularly suitable as it breaks down the user experience into three critical stages: **Stimulus**, **Organism**, and **Response**.

Firstly, **Stimulus** examines which aspects of the campaign, such as visuals, messaging, or promotions, successfully capture the attention of users. By understanding what attracts users initially, Accesstrade can refine its campaign strategies to enhance engagement.

Secondly, **Organism** focuses on the internal responses of users, exploring their emotional and cognitive reactions after interacting with the campaign. This insight into how users process and feel about the campaign helps improve their overall experience and satisfaction.

Finally, **Response** assesses the actions taken by users in response to the campaign, such as making a purchase or sharing information. Evaluating these actions reveals the effectiveness of the campaign in driving desired behaviors. By integrating insights from these three stages, the S-O-R model provides a holistic view of the user journey, enabling Accesstrade to make targeted improvements that enhance campaign effectiveness and better meet user needs.

2.1.4.2. Data collection method

Primary Data: Collected through qualitative and quantitative surveys, processed and analyzed to evaluate the effectiveness of previous campaigns

- Qualitative research: The research paper designs 3 different forms for: Advertiser, End user and Publisher: [LINK](#)
- Quantitative research: The research paper designs 2 different forms for: End user and Publisher.
 - Link form End users: [LINK](#)
 - Link form Publishers: [LINK](#)
 - Link evidence: [LINK](#)

2.1.4.3. Data analysis method

The results obtained from qualitative discussion are analyzed systematically

Quantitative data is collected according to theoretical bases and analyzed using data analysis tools: SPSS, Excel

2.2.5. Limitations of the study

The study is limited because of the small number of samples. This limitation comes from the fact that participants 1 research subjects are Advertisers, who are B2B (Business-to-Business) businesses. To survey this subject, the author had to ask Sales staff to help contact them and ask for permission to conduct online interviews. Therefore, the number of objects that can be reached is not many.

2.2.6. *Research Results*

2.2.6.1. Qualitative discussion

a. Advertisers

ADV believes that the most important factor affecting the effectiveness of the campaign is the professional level of the personnel. They believe that Project Managers (PMs) and Business Analysts (BAs) need to have technical competence, business sense and understand the advertiser's industry. In addition, found that management and staffing support was inadequate, leading to reduced performance in some campaigns. In terms of information transmission, ADV believes that Accesstrade still relies heavily on traditional tools, reducing flexibility and the

ability to respond quickly. However, they highly appreciate Accesstrade's measurement system and consider this an advantage that should be maintained and further promoted in future campaigns.

b. Publishers

On the Publishers side: factors that increase Publishers' motivation to participate help increase campaign effectiveness: Commission, Word of mouth/Electronic Word of mouth (WOM/EWOM), Gamification, Brand Bonus, Brand reputation, Transparency. In which, the factors that Accesstrade's Publishers commented were not motivate them to participate more in campaigns were: brand bonus, commission, transparency. Some issues such as synchronizing tracking between Google Ads and AT, and limitations of mobile applications have caused difficulties for Publishers. The commission crediting policy and approval process need to be clarified to reduce confusion and increase trust. Processing times also need to be improved. Some publishers feel that commission are not met their expectations, especially the lack of added value such as exclusive vouchers, free courses, and advertising support.

c. End users

On the end user side: factors that increase the end user's purchasing ability help increase the effectiveness of the campaign: Reliability, Content, Channel, Sales promotion. The ineffective factors are: Content, Channel, Sales promotion. When users feel secure about the quality of promoted products and services, they will be more inclined to make purchases. However, some content is still not convincing enough and does not connect to the specific needs of consumers, reducing attraction. Communication channels also need to be optimized, as inappropriate choice of channels or uneven distribution of information can reduce effective access to users. In terms of promotion, although it is a strong factor to stimulate purchasing behavior, the campaign's current promotions are still not diverse and not attractive enough to motivate users to take action. Improving these factors will help enhance the end user experience, thereby improving the overall effectiveness of Accesstrade campaigns.

Table 1. Detailed results statistics

Question	Respondent	Summary of questions
<p>How do you evaluate Accesstrade's ability to deliver campaign results as initially promised? Why?</p> <p>During the cooperation process, has Accesstrade exceeded or failed to achieve its commitment on campaign effectiveness? What suggestions do you have to improve this problem?</p>	<p>I think so If I were to rate AT out of 10 points, I would give AT about 8 out of 10</p> <p>In the past, it was because I hired the other party Accesstrade When she did, that time her side focused a lot on that part of the web. That side provides support for both your side in terms of the data system. Then that is a part, meaning another part then The programs they run are quite effective.</p> <p>Our main focus is on Google Ads and Facebook Ads. Accesstrade, in addition to supporting our tracking system in terms of effectiveness and connection to the system, as you know, I said the first aspect is the system aspect. As far as I know, each internal system of every business will be run by separate platforms.</p> <p>Second, in terms of effectiveness, before the campaign model, we will all have targets, let's say, that time, you said what if you spent 100 million a month? If your advertising fee is 100 million a month, how much money will you have to earn for the order, either the number of orders, one is the number of orders called IDO and the other is the order value called GMV? How much do you have to achieve? Almost all campaigns are side tense AT has completed over 80% of the net part for her Then your side will judge that their side is effective.</p>	<p>Accesstrade is highly appreciated for its ability to deliver campaign results according to initial commitments. With a score of 8/10, Accesstrade has effectively supported the tracking system with the business's internal ERP platform, specifically Odoo, to accurately measure campaign effectiveness.</p>
<p>In your opinion, how effective is the campaign guaranteed? Why?</p> <p>In your opinion, what factors affect the effectiveness of the campaign?</p>	<p>I was with you before I have worked with many parties but they encountered 2 problems as follows. 1 problem I can see is that they cannot run effectively for your side. Second, maybe they run effectively but cannot integrate with your system to measure, it cannot be measured. In general, if you cannot measure it, you have nothing to prove to me that you are effective. So it will have those two problems when you want to consider whether a party running affiliate advertising is effective or not like that.</p> <p>For her, there are 3 main factors that affect the success of a campaign. Female The first and most powerful factor to deal with is that you must understand the industry and the product as well as your market. The marketer who is aiming for it may adopt Michael Potter's rule which is the 4P rule, later it will be upgraded to the 7P rule, then the marketer will truly understand the powerful insights of the marketers. That factor is not just the superficial things, after you understand that part, it is considered that the marketer has almost 60% of the success, but after that it must be done. Let's see if the research has been successful How to adapt that market, to propose the appropriate tool</p> <p>So how should I distribute it to achieve the target, with you? Allocating the budget to which channels and industries are profitable and seem to be beneficial for your side to run, then it will add almost another 20%.</p> <p>That's 80% of the campaign and The last one is the core but also does the indispensable thing to make up for the remaining 20% which is the system. What do you have to do about the system so that it works smoothly and is measurable, can be measured and measured effectively so as not to affect the campaign, assuming you build the system? measurement but</p>	<p>Overall, AT has secured its initial commitment.</p> <p>Factors affecting campaign effectiveness:</p> <ul style="list-style-type: none"> - ADV's industry understanding - How to adapt the market - Channel - Measurement system

	<p>the system can be measured and measured effectively so as not to affect the campaign. Suppose you make a measurement system but the measurement system is too heavy It's not okay if it slows down the campaign. Those are the three most important things, I think</p>	
<p>Do you feel that Accesstrade's team is capable enough to ensure the effectiveness of campaigns? Why? How does this affect campaign performance? How should Accesstrade improve?</p>	<p>I think yes, because That time I worked with AT, their human resources were quite experienced and skilled.</p> <p>However, I think there should also be a more supportive spirit. more Although it already exists, I think there should be more to support customers because I think it's partly due to lack of resources. But if there were more resources, I think they would also just be ready.</p> <p>In order to help customers, especially during large camps, to achieve enough revenue to meet your target, we should allocate strong human resources to large customer camps and how to differentiate. With the right human resources for it, I think it will be effective.</p> <p>I think talking about lack is not lack, but it can be improved further. If there is a possibility to put more resources in front of the camps, it's not a lack, but I have to strengthen it even more to be able to reach the target. Suppose it's your side, if your side only asks for 80%, it will be considered as reaching the target. There are other sides, I don't know why, maybe they will ask for 100% or something like that, sometimes it's more difficult then it can be. I will judge whether your side is enough or not, but on my side, if we say 80% ok then it's considered enough but expectations will always increase. I always wanted it to reach level 10 or set a full target like that.</p> <p>I think the support from your staff greatly affects the effectiveness of the campaign. Because most of these things will be based on Most of it is the business sense of the people that are in my marketer friends, In addition to this part of the system and the analytics capabilities of our marketers. So if it can be said, marketers are the main resource and their experience and knowledge are the main competencies for customer camps. So I think Human resources play the most important role here.</p>	<p>In general, ADV feels that human resources have enough experience and skills but should have a more supportive spirit. Besides, ADV said that However, the allocation of human resources for large campaigns is not really effective, affecting the effectiveness of the campaign</p>

<p>In your opinion, how do the tools and resources that Accesstrade provide fully meet the needs of managing and optimizing campaign effectiveness?</p>	<p>Some daily difficulties, for example, are often encountered miscommunication between teams This means it will take more time to correct the incorrect information.</p> <p>Then the second disadvantage is that something is often something Its systems will not be compatible with each other As a result, it will take me more time and the two teams will have to sit down together to think about how to integrate with this system. Many times, your side will be pending for quite a long time.</p> <p>The third is Many times, when you work as a project manager or a BA with us, many times they will not be familiar with the technical part. Therefore, many times the initial technical direction will be wrong from the beginning. Therefore, I think it is usually better for you to have a technical background so that when working with customers, the process will be smoother</p>	<p>ADV encountered some difficulties in using the tools and resources that Accesstrade provides to effectively manage and optimize campaigns. Specifically, the three main challenges mentioned are:</p> <ul style="list-style-type: none"> - Ineffective communication between teams: Miscommunication between teams leads to modifying and correcting information, which takes more time, affecting campaign progress. - System integration issues: Accesstrade and its partners' systems are incompatible, requiring long processing times for both parties to find a suitable solution. - Lack of technical knowledge from the project management side: Accesstrade's project management or business analyst (BA) personnel lack technical knowledge, leading to the initial technical orientation being misleading, , slowing down the campaign implementation process.
<p>Do you encounter any difficulties or limitations related to infrastructure or technology when working with Accesstrade? (If yes, please describe in detail)</p> <p>How do you propose to further improve tools and resources to optimize campaign effectiveness?</p>	<p>Difficulties are as you said earlier and suggestions are as you said before, it's the same thing Strong resources should be added</p> <p>Before the strange cams for fake customers. Come with me Having one person to take care of customers, take care of customer requests, then devs, then marketers to handle requests, I don't think is enough.</p> <p>We have a camp on the 25th. On the 25th, we should arrange additional marketers or devs to ensure the most effective camp. On that day, if the other party doesn't have anything running, you can go to the source, called the How to manage people more effectively to ensure that human resources are sufficient and timely to meet customer requirements</p> <p>Second, technology is a part of everything, so we should be concerned about making them like that What should we do to always improve technology? How to be compatible with as many customer systems as possible. We often transfer variables mainly through Google via GA, GTM, then you can develop in many forms such as API to return information. Make it specific and consistent. How to receive customer information, to pay for it specifically and consistently, and to receive customer information, how to either receive more, customer requests to pay more What information, what types of APIs are compatible with the system and how to ensure that customer information is most optimal and least disclosed. Especially for big parties like yours, the issue of information security is extremely important. It's a technology problem</p> <p>The part Project managers should be people with a strong background in engineering, technology and business sense. How to manage in a balanced and effective manner without deviation from the initial stage, causing waste of time and ineffectiveness for both customers.</p>	<p>Hard:</p> <p>Propose:</p> <ul style="list-style-type: none"> - Manage and allocate resources more appropriately - Improve project management skills in engineering, technology and business thinking - Change methods of communication and information transmission - Ensure information security

<p>How do you feel the effectiveness of the campaign at Accesstrade matches your goals and desires? Why?</p>	<p>In my case, 80% is considered achieved, considered that camp reached the target. However, you already know that in order to look at the direction of development, we always want this number to always increase. go up. Therefore, in terms of competition with other competitors. Then On my side, I always expect how to increase the number to reach the target. I never want it to slow down at 80%. But the level of 80% compared to the target is currently considered achieved. As for complete satisfaction, no. Complete satisfaction must be at the level of 90 Maybe 100%.</p>	<p>Despite achieving the given KPI, ADV is still not completely satisfied and wants to increase the effectiveness of the campaign further</p>
<p>During the cooperation process, how does Accesstrade listen and adjust the campaign according to your specific requirements? How does this affect campaign performance? How should Accesstrade improve?</p>	<p>In general, it's the side AT support friend, I think it's ok. You guys are quite supportive of the problem and the story of helping customers achieve their goals. However, I see that the problem I just mentioned is the problem Resources, given the camp conditions, are quite limited. One or two people, a marketer and a developer, cannot cover all system errors, customer requests, or things that arise during the process. Maybe human resources are redistributed to ensure the most effective camp for guests</p>	<p>AT's spirit of support was highly appreciated by ADV, but ADV commented that the way of allocating resources was not reasonable</p>
<p>How effective do you feel the campaign at Accesstrade is in solving your problems? Is the resolution time satisfactory and timely?</p>	<p>If it's timely then it can be considered that it's effective, if it's at 80% then I think it's ok, it can be considered timely, if it's satisfactory then consider it at 80%. I think it's ok. It can be considered timely and satisfactory But it's not called complete satisfaction.</p> <p>I think what if it's because you give level 8 but not level 9 or 10? Then as you said, the effectiveness usually reaches about 80%. And if you think Accesstrade If I have more resources to tease my side before the campaigns, I think it will be more effective. Already Limit internal errors often make a mistake, let's say the inter was successful but some of the time the systems didn't There is also an error in the tracking issue That is, without accurate measurement, we will lose all performance at those times, so what if? If there are resources to maintain the internal system and resources to tease and push performance effectively, I think it will reach level 9 10.</p>	<p>It's timely and satisfactory due to setting KPIs from the beginning but still not satisfied and wants to further improve efficiency</p>
<p>Have you encountered any situation where Accesstrade was not able to respond to your support request within the desired time? How does this affect campaign performance? How should Accesstrade improve?</p>	<p>There is a case where I run a lot of oranges during Tet. But that time, my side also changed the system. That time, my side also informed your side that it was Tet and my side would change the system. However, during that time, AccessTrade did not have Tet duty but to support customers in running the Tet holiday. So my Tet camp didn't work very well because I didn't receive feedback from you. Well, we also understand that it's a rather sensitive time. But I think that if we stand at the level called business, we should support customers. Because you are one of the customers in AccessTrade is quite large customer file. It does not meet system needs. So we were completely unable to track that period, and this really affected us a lot. Because while the campaigns are running, we need to continuously monitor the data to know if the campaign is effective and if any problems arise so we can handle them immediately. But due to Accesstrade's lack of timely support, our side was unable to grasp important indicators and could not adjust the campaign on time. This leads to the campaign not performing as well as expected, especially during Tet, the time when sales should be the highest. Without adequate data to analyze, we cannot accurately evaluate the effectiveness of each step in the campaign, leading to almost missed campaign optimization. To be honest, it's a pity because if there had been support from Accesstrade, the results could have been much different. Tet is a golden time to increase revenue, but due to system problems and no support people, we lose the opportunity to maximize the effectiveness of those campaigns.</p>	<p>Not having staff on duty during holidays to handle unexpected problems has seriously affected ADV, making it impossible to track campaign data.</p>

Question	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Summary of questions
<p>During the process of participating in Accesstrade, has the campaign's effectiveness been achieved as expected? Why? What factors had an impact? When participating in Accesstrade campaigns, what are your expectations about the results? Do you believe that the extra effort you put in will lead to better results? Why? If so, what factors make you believe that?</p>	<p>I think that the campaigns brought by Accesstrade are really effective achieve my expectations but a little bit. I knew about Accesstrade because an acquaintance introduced me and I felt like it This is a quite useful platform for me. I have also heard many people share about the achievements they achieved when running the campaign.. When participating in Accesstrade's campaign</p>	<p>During the process of participating in Accesstrade, the campaign was effective Reaching initial expectations, but after that i struggled with many problem. Accesstrade is a quite reputable company in the Affiliate market, because the company is always in the top 1 recommendations when searching. I also received a commission of about 10 million and I was very satisfied with that number. But I also wils I could achieve an even higher number because I wants to get rich from this platform</p>	<p>The campaign was effective not like my expectation . This is a reputable affiliate channel recommended by many KOCs/KOLs. When participating in I think my biggest expectation when joining Accesstrade is that I want to be able to understand how to advertise, grasp market trends, and have more access to navigation toolbars because basically I also have own business and that is main source of income</p>	<p>During the process of participating in Accesstrade, the campaign's effectiveness was improved achieved as expected, Many people share about their success when participating in affiliate marketing from Accesstrade, from a person with nothing to a dream income. I also wanted to Earning extra income, I don't need too much like the people I know mention the amount of income they receive, I just want to be able to earn a figure of around 1 million to be able to pay additional living expenses.</p>	<p>the campaign's effectiveness achieved my initial expectations and sometimes exceeding expectations, I know about this channel It was introduced to me by a friend working in the same company and I also saw specific evidence of achieving a good income So I believe that there are many orders from customers who send private messages, but I don't have time to respond. I miss those orders and sometimes I get frustrated. I hopes that I can earn more income through this job. It doesn't require a very high number. I wants to be able to earn about 500 - 2 million because I basically still has a job at work, so if I can achieve that, it will be enough. was expected of me</p>	<p>Accesstrade is doing not really well in creating credibility and motivation to participate for Publishers when they believe that they will achieve certain results when participating in AT.</p> <p>Factors affecting expectations:</p> <ul style="list-style-type: none"> - Witnessed many individuals achieve achievements through running campaigns when participating in community groups for pubs - The company has a reputation in the market - Possessing a clear and transparent tracking system, data is continuously updated - Many people share success stories, thereby gaining more confidence that if they make efforts, they will achieve better results. - An acquaintance introduced the affiliate marketing channel and they gave specific evidence about the data they achieved when running the campaign. Value they receive - Meets the expectation of earning more income but does not need to be too much, about 500 - 2 million per month - Provides a lot of knowledge on how to run campaigns and ads without placing too much emphasis on commissions - Can become a source of hard income, the desired number reaches tens of millions if one can understand how to operate and operate

<p>Are the tools and guidance that Accesstrade provides enough for you to believe that you can achieve your desired goals? Did you encounter any difficulties using these tools? (If yes, please describe)?</p>	<p>I think yes, Accesstrade is completely free when the publisher registers an account and operates on the system. I still having trouble The approval time and application processing time cannot be determined specifically.</p>	<p>I think so Have, When you first start linking with Accesstrade, the unit will give it to you Contact information of a company employee for assistance will be answered. I have also consulted the Free training program on running campaigns At Accesstrade, I feel quite helpful to me and when you look at it, I can understand briefly how to run a campaign effectively.</p>	<p>When I first started participating in the Accesstrade campaign, It took a long time to get a reply. Besides, the commission policy, conditions for achieving commission and detailed information for each product type make me confused</p>	<p>From the time I registered an account to the time I received the commission, the steps I went through were quite simple, I encountered difficulties Only 200k is enough to be approved But if it's more ideal, I hope the approved amount is less than 200k because I want to have money when it's less than 200k to help increase my motivation. Newbies are more motivated to work. When you first join and get 200k, it's difficult to get discouraged because I don't know much about affiliate</p>	<p>I'm using the accesstrade app and shortening links. I'm new to the web. Because I work on the web more than I use the app, when I switch shifts, I don't know how to shorten links on the app. I only know how to shorten them on the web. . Because I was used to operating the web, I switched over The app doesn't show up as clearly as the web, it doesn't expand so when you shorten the link it only shows one, but the web shows many, the app opened on Zalo isn't approved so it's hard to send it to you.</p>	<p>5/5 respondents agree that Accesstrade's tools help quite well in meeting goals</p> <ul style="list-style-type: none"> - Easy to use software and web interface - Staff support - There are specific instructions on using the tool - Provide available content samples - Difficult to use - Tracking is not synchronized between Google Ads and Accesstrade - Does not allow integrating multiple product links into one, which takes a lot of time when creating links - Having enough 200k to be approved is difficult for newbies and frustrating
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<p>Do you feel that if you do a good job, you will receive a fair reward or commission from Accesstrade? Why? What factors increase/decrease this trust?</p>	<p>I thought that if I did a good job, I would receive it worthy reward from Accesstrade because as far as I know, the company has set aside one special award for the best publisher of that year, This creates great motivation for her to strive harder. A public commission policy helps you know how much commission you receive on each product. However, what makes me feel dissatisfied is that sometimes encounters lost order.</p>	<p>I feels that if I does a good job, I will Get deserved rewards and commissions from Accesstrade. Because before becoming a pub, I did a lot of research Accesstrade's remuneration policy. The company also has it Many separate rewards for pubs with outstanding achievements However, the factor reduces trust problem is probably that tracking and Google Ads don't happen at the same time, causing inconvenience for checking orders. Sometimes, I feels that I has completed the order well but the supplier still cancels it for ineligibility reasons, which also makes her frustrated.</p>	<p>If the job is done well, I think it will receive a worthy commission reward from Accesstrade. Because based on the number of orders you generate, the commission you receive will be calculated based on the commission percentage equivalent to the number of successful applications. I is also someone who likes to work with goals, and the need to achieve points to increase her rank also attracts her.</p>	<p>I think that when I complete my job well, I will receive worthy results, because I find accesstrade quite professional when I learn. About affiliate marketing, when I search on the search bar, accesstrade is at the top of the suggestions section and appears quite a lot, many people use it, so I think many people use it, so I also use it and I see many instructional videos about it. accesstrade so I use it</p>	<p>I believes that if I completes the job well, I will receive a worthy commission. However, some orders receive high commissions, which I finds worthy, but there are a few orders with a few hundred, and I feels that the commission rate is too low, so I is lazy. always The App creates many conditions for passive money making, so the more you do, the more you will earn. I know about Accesstrade through KOL's YouTube channel that guides me on how to become an affiliate. Believe me, I see how many orders a day in the Accesstrade group like this, it's like motivating me.</p>	<p>5/5 respondents all agreed that if the job is done well, they will receive a worthy reward from Accesstrade</p> <ul style="list-style-type: none"> - ATSP point accumulation game - Rewards for Top Pub - Commission - Many KOC/KOL use it and achieve good income - Factors that reduce trust - The tracking numbers on Google Ads and the app are not the same, causing Pub to lose trust - The recognition policy is still complicated, confusing Pub - Confusing commission payment policy - The approval process takes a long time, you cannot withdraw money directly like other platforms such as tiktok, but you have to wait for verification which takes a long time - Taxes are unclear, reducing the desire to return to use the platform
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Do you believe that if you put in more effort you will get better rewards from Accesstrade? Why? What makes you believe/disbelieve it?	Older sister Believe that if i try harder i will receive better rewards from Accesstrade. Besides, there are also ranking packages such as a game, and sisters Climb to a higher position and receive more privileges, system has not updated the application yet, which caused her some trouble when having to communicate about cases that occurred and what to dowasting her time while waiting for contact.	I believe that if I try harder, I will receive a worthy reward from Accesstrade. I believe that when she makes efforts, she will gain more experience and strategies for myself, and she can achieve high sales. Accesstrade will also have policies to retain potential pubs, bringing them many orders. Because I witnessed many top pubs being awarded at the end of the year, those awards were really attractive to me	She believes that if she tries harder, she will Get better rewards from Accesstrade. She learned that Accesstrade's pub policy has quite not really good commissions and that the company applies gamification, which helps increase my motivation to achieve my goals. What helps you trust is a company that has issued transparent policies and clear information to pubs about the benefits received, and in my opinion, when receiving many applications, you will receive very high value rewards	Yes, because when I work for a while, I see how much work I do, I know how many visits I get from which source, how many clicks I can measure on the report, see clearly and I can evaluate whether my campaign is effective and I receive a commission from that link, so I feel confident	I believes that if she makes an effort, she will receive better rewards from Accesstrade because she thinks Accesstrade also has good is also a reputable and safe channel, with many rewards according to ATSP's hierarchy. I have also seen many people who can achieve success from Accesstrade, so I also believe in it	- Reputable channel - Receive worthy rewards - Have clear reports on the number of clicks, conversions, commissions, and revenue - Promoted to ATSP - Witnessed many top pubs receiving awards Reduced trust - It takes a lot of time to process the application - Bought a product but the system cannot track it in time
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<p>Do the commissions and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from your campaigns? Why?</p>	<p>Accesstrade commission levels and rewards can meet my expectations because through each campaign, the values she receives are quite good. When working with Accesstrade, she has not encountered a situation where the commission she received was cut. She is satisfied with the value she received from the campaign Accesstrade is always transparent in this issue and enthusiastically supports pubs in terms of advertising content. The pub care team also always followed my closely during the campaign, and the values she received when associating with the company were beyond my expectations.</p>	<p>The commission level and rewards from Accesstrade meet my expectations. She feels satisfied with Accesstrade's commission percentage and rewards, however, on the brand side, depending on each campaign, the commission level and conditions for receiving commissions will be different. There are cases where an order has been placed and completed, but after review, the order is canceled even though she has followed the correct steps, which makes me feel not very good even though she has sold the goods to the party. Surname. But overall, I feel satisfied with campaigns because campaigns motivate me to earn more income through the benefits she receives.</p>	<p>The items with commissions of only 6 - 7k/product are daily items and the demand for them is also very high, a day can be up to 100 orders like when affiliated with Highland and Kai. ... So I think commissions and rewards will be appropriate for each product. She thinks that the levels have been considered to be appropriate; As long as you have a source of regular customers, the commission you receive can be very high numbers. The reward from it makes me spend a lot of time and effort running ads, but the value she receives is not good. That's good because your orders are small and the product you're choosing to run isn't of high value.</p>	<p>Currently the commission level is quite good, I hope the higher commission level can motivate me and people in the affiliate community to have more motivation to invest time in this affiliate marketing. Because I'm new to accesstrade and don't use other affiliate marketing channels, I can't evaluate how it compares to competitors in the market, but I also know that it takes a lot of investment to get results. If there's a lot of it, otherwise it won't be recorded, so if I can track that much, I feel quite satisfied</p>	<p>When I see people sharing that their income is about 10 million a month, I don't have time, so I work less and earn about 1 - 2 million so I can have more passive income, so I go home and take advantage of the time to work. do more. Regarding the remake policy, since the MST wave, sometimes I feel like there are too many things.. After about 2-3 months, I lost my account. I has received such a sales skills, knowing how to post trending posts, and knowing how Facebook works. During the process of using it, if you feel you don't understand how to do it, you will know what to do. Go to Accesstrade's fanpage so that if someone has done it before, I'll just take a look and not ask anyone directly.</p>	<p>3/5 respondents felt that the commission level met expectations, the rest did not meet many expectations Meets expectations - Commissions are suitable for each different product industry - Do more will gain more Did not meet expectations: - Having to pay taxes if your income is low causes a feeling of discouragement - Don't get many vouchers when running campaigns for brands</p>
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<p>Besides commission, do you expect any other rewards or support from Accesstrade? Why? What will increase the value of your campaigns for you?</p>	<p>She wants to have more tools to track and analyze campaign performance, the conditions for receiving commissions are also Need more details because sometimes I want to run a new campaign but find it difficult to accept commission terms. What increases the value of the campaign for me is good quality products/services, competitive prices, large market potential, high commission rates, multiple commission levels, quick payments and support advertisement.</p>	<p>Because currently, she is learning and has a lot of interest in the marketing field.. Therefore, she hopes that Accesstrade will have learning materials and instructions to help me learn more deeply about experiences related to customer. I hopes that Accesstrade can provide support so that she can learn and apply it to me writing. Accesstrade, so if Accesstrade creates incentives from learning and understanding those things, I think it will motivate me a lot. can exploit all available features. I really need support with a higher frequency. Therefore, many of her questions could not be completely resolved in a timely manner.</p> <p>I think what increases the value of the campaign for me the most is that the commission level</p>	<p>In addition to commissions, I hope Accesstrade can support me with more free courses if my ATSP level is higher. Each level will learn about a different way of marketing, which motivates her a lot because she also wants to know more about how to communicate through many platforms. She also wants to have more support videos for each campaign, giving step-by-step instructions on how to do it so she can meet the conditions for receiving commissions from orders given by the brand. In addition, there is an additional check bar on issues that arise when orders may not be approved so that you can make adjustments and avoid having your order canceled by the brand.</p>	<p>In addition to commissions, I expect to receive additional vouchers when running campaigns for the brand. Shopee has affiliate marketing, KOC does affiliate marketing with shopee, they will have vouchers to buy cheaper products. I hope accesstrade can give me vouchers on the market I run so I can buy cheaper products. What increases the value of the campaign for me is the commission, the support from accesstrade such as the okie website, the easy-to-use interface, which helps my work become smoother, when I use the website smoothly and clearly, It's easy to follow my mood updates so I can work more effectively, help me work better, and increase my motivation besides commissions.</p>	<p>I want the commission to be a little higher and I also want the policy to be clearer. The other day, when I looked at the approved commission rate, it was not clear. questions can ask and ask for answers. People will answer for you. The other day, I saw people only talking about what they went through. But at that time I hadn't experienced it yet so I wasn't interested in hearing it I think in order to increase the value of the campaign for me, I have to understand clearly what it is like, I have more time, I have to create more Facebook accounts to write ads, which is difficult for me, I focus on Only on the app side, but on the sales side, I'm frustrated Like on Tiktok, people update trends faster on here. When you look at the policy, if it's over 200k, you'll only receive it from 18 to 28. I think it's okay. I think you'll be able to transfer the money to the next month, but if you don't get it the next month, you'll lose it. The amount hasn't been approved yet so it's a bit frustrating.</p>	<p>In addition to commissions, Publishers also want to receive other values such as:</p> <ul style="list-style-type: none"> - Exclusive Voucher for AT Publisshers - Open more free courses - Add monitoring, tracking and optimization tools for their own channels - Knowledge of using tools such as Gg ads, Facebook ads - Monthly bonus program
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Question	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Summary of questions
<p>How did Accesstrade's campaign attract you? What elements of a campaign will attract attention? Why</p>	<p>Usually when I see Accesstrade's posts, it's the same Not very attractive to me. what you need or intend to use, I will be attracted immediately. I don't watch it widely, just Follow a few fixed channels, these people speak very honestly and their style suits my taste. If Accesstrade's campaign appears on these people's channels, there is a high possibility that I will pay attention and learn more about that product. The articles I see are Introduction is very important, like I also saw many introductions from AT, currently I think it's still ok, from Images and content are also easy to understand. But to say that the way of communication has not attracted me is probably not necessarily true. Personally, I like introductions on tiktok. There are some tiktokers that introduce themselves in fun and humorous ways. ads installed there automatically into my head, in a passive way.</p>	<p>Accesstrade's campaign also quite attracted him to a certain extent. The visual element is what makes the strongest impression. This is especially true for products he is interested in such as gaming, technology and sporting goods, areas that interest him. Also, factor Easy-to-understand and familiar content also has a great impact. The feeling is right for you, how can I say that you have to see that it's for you, that's also an important factor. When the campaign targets his personal interests or areas of interest, like technology or sports goods, he will feel more connected to the content and more likely to be attracted. What attracts him the most is when people advertise talk about the product in an honest way, like they actually experienced it and shared their personal feelings.</p>	<p>Usually, for me personally, when I see a campaign, the first thing that attracts me is definitely the look and style The image is eye-catching or beautiful, then I care about what product it's talking about, what's good about that product, what's new for me to pay attention to, or is there any special program. I see that the factors you mentioned are As for the look, it doesn't really attract me, but in terms of promotions, I think they often have discount codes. I also often use it. As for the product, I think it's more about me. If it suits my taste, I'm only interested. Maybe I don't even consider buying that style. Or If the product or service is introduced by KOLs/KOCs who you care about, you feel the credibility will be higher. And if you think they are good, you tend to buy them too. Famous people also partly influence her purchasing decisions</p>	<p>Usually, I often read reviews before I buy them. I also often buy them, so I'll let you know what they're looking for. If you add a product like that, I'll usually see what they say. review and rate or famous people. So let's see how they use it, how they review it, and when it comes to code or apps of some kind. If you have a discount code or something, I find it convenient and convenient for you. sees related campaigns With discounts or incentives, it will be easier to attract you, because it hits her need to save. But one thing I think needs improvement is the way content is conveyed, especially in terms of detailed information and product strengths. Many times, when she clicks to view the information, it is incomplete or does not fully clarify the main benefits of the product, so she feels a bit hesitant in making a decision. She thinks that if Accesstrade could invest more in content, clarifying the benefits or outstanding features of the product, it could convince her and others more.</p>	<p>Accesstrade's campaigns engage consumers to a certain extent, but are not entirely consistent and some elements need to be improved to improve effectiveness.</p> <p>Factors that attract consumers:</p> <ul style="list-style-type: none"> - The authenticity and reputation of the introducer - Attractive images and content - Offers and discounts

<p>Through which channels do you often see Accesstrade's campaigns? Does the fact that the campaign appears in different campaigns change your attention to the campaign? (If yes, please describe) Why?</p> <p>Which social network platform do you love and spend a lot of time using? Why?</p>	<p>Me I often see it on tiktok because I also surf this channel the most. For me personally Appearing on different channels does change my attention a bit dental. Like I feel like I will I'd like it to appear on tiktok a little more, because I like this channel the most,</p> <p>Regarding the channel that I like, there is tiktok, recently there is one threads are also quite famous, I don't know if you know, but I often surf that channel. Tiktok has been popular for a long time, I downloaded it and tried it and found it quite good. like everyone on there for me It feels more open, with a younger community than other channels, which makes me feel more comfortable surfing</p>	<p>I do often seen on TikTok, YouTube is a lot. To say if different channels will change your attention.....</p> <p>Because I will have different preferences for different platforms, I feel, Each platform has its own style and interface,</p> <p>Plus, I only use certain platforms for entertainment, like TikTok, Facebook, and Threads. But I will have a fixed purpose when surfing Should I advertise or review anything, Regarding attention, i clearly sees that advertising Appearing on his favorite entertainment platforms will likely keep him around longer.</p>	<p>Older sister Most commonly seen through Facebook In some discount code groups, there are also tiktok and youtube, but not many, mainly through Facebook because I follow them.</p> <p>To say if the appearance of another channel reduces attention, it probably does, because each channel has a different purpose of use.</p> <p>Her favorite social networks are currently Facebook, Tiktok with Threads, Facebook with Tikotok I've been using it for a long time and I downloaded the threads with my cousin. I found the threads to be quite good so I like it</p>	<p>Older sister Accesstrade's campaigns are often seen through tiktok and facebook channels is a lot I think yes, Normally, when a campaign is posted on Facebook, most people are lazy to read it, but through tiktok, she passively listens to it, then the messages she wants to convey reach her mind more quickly.</p> <p>The social network I love and spend the most time on is probably tiktok Because watching tiktok, they are short videos and you can relieve stress very well, and tiktok also has suggestions that suit the things you care about. I think tiktok captures people very well, I just mentioned. No matter what you do, a video with that content will appear immediately</p>	<p>Consumers often encounter Accesstrade's campaigns through channels: Tiktok, Facebook, Youtube, proving that these are channels that are running effectively. Consumers have different attention spans depending on their preferred channel. Channels that are popular with consumers are: Tiktok, Facebok, Threads.</p>
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<p>After seeing Accesstrade's campaigns, how do you feel? Why? What factors contribute to this feeling?</p>	<p>Probably usually Feeling a lot about the product, whether this product is suitable or not, feeling like the price is good, there will be times when I think this product is good. Let me say why I have this feeling depends a lot on the way of communication, personally I think so AT's transmission method also didn't impress me much. But to talk about completeness, yes Just my type Expect something more groundbreaking then it will make me wow and have more emotions, depends on content, because basically, I will feel the product through the way you convey the idea. So I find it very important. Besides that The product must also be of interest and enjoyment then I read or see more information and then feel that the product is good. I will be convinced If that information comes from an influential person or a reputable person that you have followed for a long time, it will be easier to convince you.</p>	<p>There are a few articles like 'Do you know about XYZ technology of this product?' It sounds so exciting, I feel like if I don't watch it, I'll miss out on something interesting. Even though he may not buy that product, he still watches it to learn more. As for emotions, it's probably a campaign eye-catching, interesting content, practical product, then you will feel excited, interested, even a little curious. What I like best is the feeling products that suit your needs your personal. Content must be natural, not too industrial or pushy sales style. The third factor is also very important The reviewer must have some reputation or many followers. I will buy it immediately without thinking much. Afraid of buying late, afraid of losing the discount?</p>	<p>When you see it, you will feel it Most probably don't have much of an impression, like it doesn't make me feel anything special. For the most part, I found nothing that attracted me or was different from other ads I often saw online. , Many ads only focus on price or promotion without clearly stating how good the product is, or how it can solve your problem, then it is difficult to leave a strong impression. In addition, how to design advertising, The eye-catching and neat images, along with the appearance of reputable influencers, also affect her emotions when watching. If you feel the campaign comes from influential people, or the information is conveyed clearly and familiarly, you will feel more interested and curious. Limited-time promotions or flashsales on e-commerce platforms, as well as discounts on only a limited number of products, also contribute to boosting purchasing demand. creates a sense of urgency that makes you need to make a quick purchasing decision to avoid missing out on the benefits offered.</p>	<p>After seeing Accesstrade's campaigns, she felt it was quite normal I think the factor that convinces me to buy is people who have experience in this field or who have used the product effectively and recommend it, which I think will motivate me to buy more. I think if we say push immediately, it depends on the specific case, like Do you get any incentives? Do you find them reasonable? There are products that you would rather experience in person than buy online, but there are products that are more expensive to buy online. I will prioritize that item that I am missing and want to buy, but I will also look at the reviews first to see what everyone's feedback is like. However, there will be many cases where I do not intend to buy it but it is due to reviews. Her weak point is that the product has a strong discount, which will motivate her to buy faster because she thinks that if the price is reduced, she will buy it to stock up before using it when she needs it, but she will also be able to buy it at a good price. than</p>	<p>Many people feel that Accesstrade's campaigns are often not particularly impressive or do not attract them much. Ads can be overlooked if they don't stand out enough or don't have a novelty factor.</p> <p>After viewing campaigns, consumers' emotions often revolve around evaluating whether they perceive the value they received. Consumers tend to be easily persuaded if information is conveyed clearly and truthfully, especially when it comes from reputable sources such as influencers or experts in the field. Factors that drive immediate purchase often involve attractive offers, limited-time promotions, or a sense of urgency when the product is limited in quantity. But in the end, the most important emotion when deciding to purchase is the perception of value, which means consumers must feel it is worth the money, convenient and meets their needs.</p>
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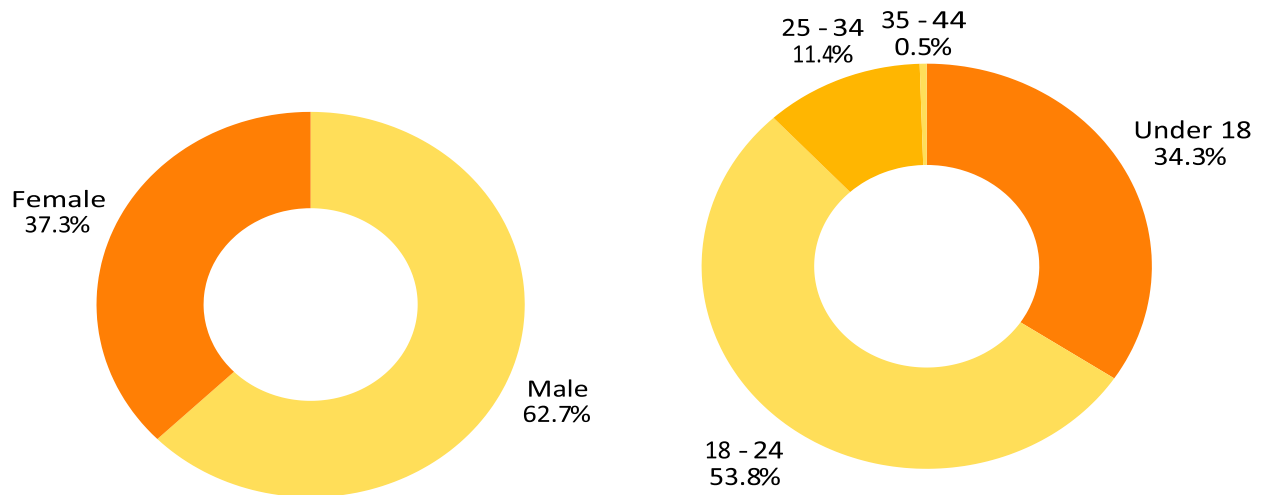
<p>After receiving information from Accesstrade's campaigns, what actions did you take? Why?</p>	<p>Usually It's probably a lot to skip, then I'll probably click to try it out, and sometimes I'll buy it. But sometimes I click to learn more about a product and find it's not suitable or I don't feel it's necessary to buy it right away so I leave. Sometimes when I see a funny review, I click on it and see if I can buy it if it's suitable I don't know, don't trust, and doesn't have influence, I'd never dare to click. So if you click, the first thing to check is whether the link is strange, whether the link comes from someone you trust, whether the product attracts your interest, or not. If from a reviewer I trust, most of the time I will click and consider more because I feel like they will introduce me to something good, something good,</p>	<p>You often meet him Most just pass by . That content is usually a hot issue at the time so it also catches his attention and makes him click to see what it is in the end. Which does He decided to buy the product when he saw the introduction, perhaps he was convinced that buying like this was okay, preferential, good. I often follow KOLs and KOCs about their clothing styles and everyday items so that I can see the product links they have compiled and I will go there to shop. Because of their level of influence and love for the big brother.</p>	<p>What made I decide Purchasing through affiliate links is because she is aware of the value of shopping through this channel. Instead of simply buying products on e-commerce sites, buying through affiliate links brings benefits to both parties: you can enjoy incentives, discounts, or free shipping, while you Referrals also receive commissions for sharing useful information for you. Other factors also contribute significantly to my decision such as promotion time, limited product quantity or the feeling of "buy quickly before it runs out."</p>	<p>She often ignores a lot, especially when the product or service is not really related to your needs at that time. Sometimes, the advertising content is not attractive enough to make her want to click to watch. There is a special discount going on. Shocking discounts or great deals often make her curious and want to check it out. My purchasing decision largely depends on whether i find the product from the recommender trustworthy and worth buying or not. If the product price is reasonable and meets her expectations, there is a high chance she will try it.</p>	<p>Many survey participants said they often ignore it. However, when creating a feeling of curiosity or the product has a discount, they will click to take a look. Many factors influence purchasing decisions, but the most important factor is the perceived value of affiliate purchasing. Consumers often ignore ads if the content is not attractive or there are no special promotions. However, when they clearly see a benefit from purchasing through an affiliate link — such as an offer, discount, or trust in the referral source — they are more likely to click on the link and make a transaction. This shows that building trust and highlighting the value of affiliate marketing is key to driving consumer purchasing decisions.</p>
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2.2.6.2. Quantitative Result

a. End users

GENDER**AGE**

Figure 14. End users Demographic



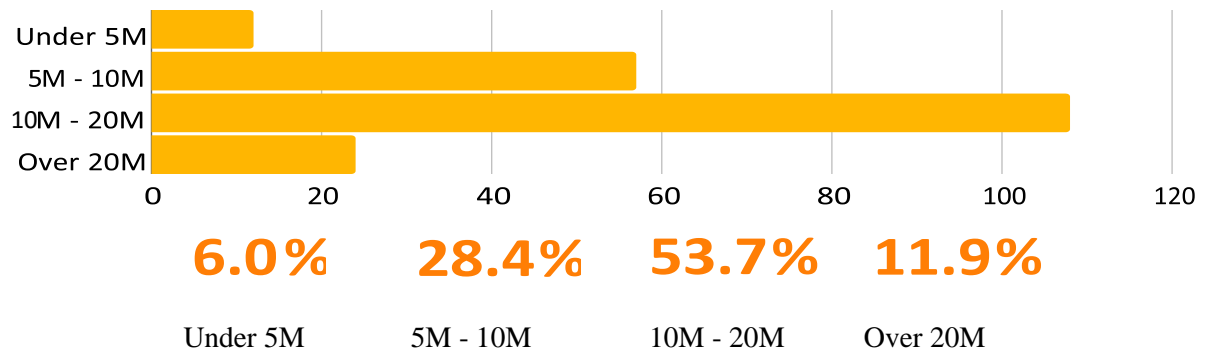
(Source: *Quatitative Research*)

Males accounted for 62.7% (126 people), while females accounted for only 37.3% (75 people).

The 25-34 age group is the largest, accounting 108 people, followed by the 18-24 age group with 69 people. The 3544 age group accounts for 23 people, only 1 person is in the over 44 age group.

INCOME

Figure 15. End users income



CHANNEL PREFERENCES

Threads



Tiktok



Personalized Experiences



Instagram



Youtube



Threads is the most favorite and most used social media channel with 180 people (89.1%)

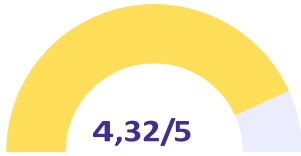
Tiktok is also a favorite platform, with 159 users (78.7%). This is a high result, affirming the strong influence of Tiktok in the current online community, especially among young people.

Facebook showing that although Facebook has somewhat decreased its appeal compared to newer channels such as Threads or Tiktok, it still maintains a fairly large number of users.

Instagram is preferred by 31 people (15.3%), a relatively lower number compared to other platforms.

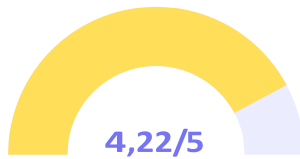
Youtube is preferred or used a lot by only 8 people (4%), which suggests that Youtube may not be a channel used as frequently as social media, but may be used for other purposes (such as watching long videos).

FACTORS AFFECT EFFECTIVENESS



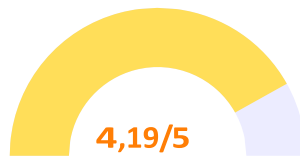
RELIABILITY

When consumers are introduced to products through people they trust or from reliable Publisher/KOC/KOL, they tend to be more accepting and attracted



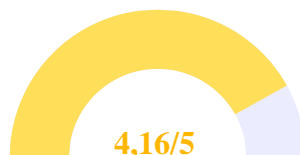
CONTENT

Consumers are easily attracted when the advertising content is well-designed, the message is clear and arouses curiosity



CHANNEL

Advertising appearing on channels that consumers prefer has a strong influence on their attention that suit users' tastes will significantly increase interest

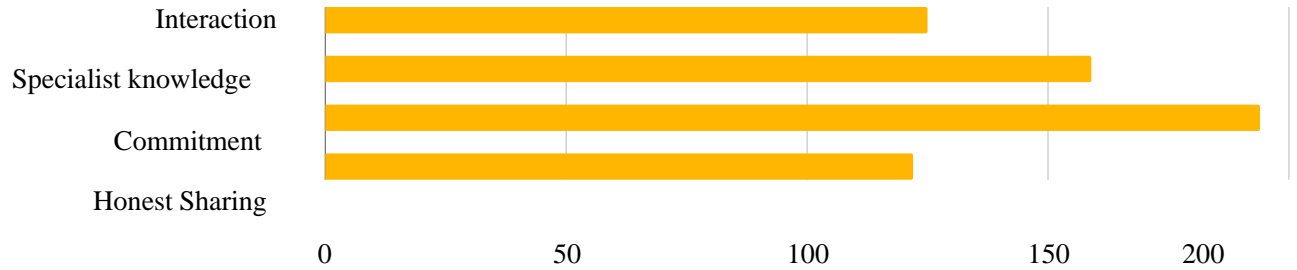


SALES PROMOTION

Consumers show a very positive response to price incentives confirming that promotion is a powerful tool in attracting attention

FACTORS THAT INCREASE THE CREDIBILITY OF PUBLISHERS

Figure 16. FACTORS THAT INCREASE THE CREDIBILITY OF PUBLISHERS



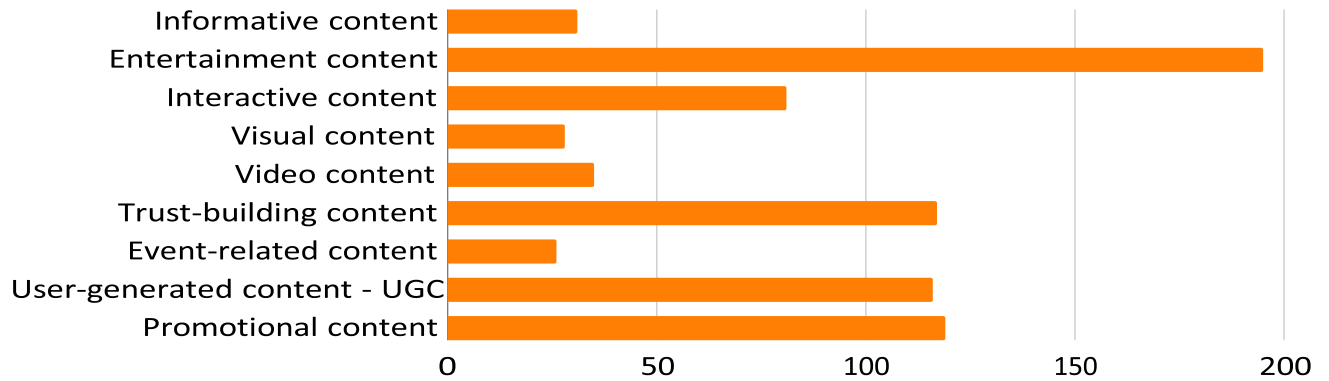
(Source: *Quatitative Reasearh*)

96% COMMITMENT: The stronggest factor that makes consumers trust is the Publisher's commitment

78.7% SPECIALIST KNOWLEDGE: Another factor that makes consumers trust is the Publisher's specialistknowledge

TYPES OF CONTENT PREFERRED BY CONSUMERS

Figure 17. TYPES OF CONTENT PREFERRED BY CONSUMERS



(Source: *Quatitative Reasearh*)

96.5% ENTERTAINMENT CONTENT

The most consumers preffer entertainment content

57.9% TRUST-BUILDING

In addition, consumers are also attracted to trust - building content

57.7% UGC

In addition, consumers are also attracted to User-generated - UGC content

EFFECCTIVENESS OF ACCESSTRADE CAMPAIGN

RELIABILITY

Total The reliability of those who introduce Accesstrade products is rated at an average level, which shows that consumer trust is not high enough. In particular, the reputation of theKOC/KOLs is not strong enough to influence consumers' purchasing decisions
3,13/5

CHANNEL

Total Choosing the right advertising channel has a positive impact on consumer attraction. However, the relevance of the advertising channel to consumers' lifestyles has not reached a high score indicating that there is a need to improve targeting the interests and consumption habits of target customers.
3,01/5

CONTENT

Total The results show that Accesstrade's advertising content does not attract consumers' attention from the first time (the average score is only 1.86). The image and title factors have higher scores, but are still at an average level (3.33). Accesstrade's creative and outstanding content compared to competitors is not highly appreciated (2.16)
2,64/5

SALES PROMOTION

Total Promotions have an impact on attracting attention but consumers still feel uninterested (2.15), indicating that there is a need to improve the forms and content of promotions. Offers and discounts have not really created strong motivation for consumers (2.89).
2,53/5

PERCIEVED VALUE**3,56/5**

purchases.

The perceived value of shopping through product referrals is rated quite positively. This suggests that consumers have a favorable view of the benefits they receive when purchasing through this channel. It indicates that most end users have

recognized the value of affiliate shopping, as this method has been around for a considerable time. However, Accesstrade has yet to fully capitalize on this potential. However, Accesstrade has not performed well in certain key areas, which has led to consumers not intending to make

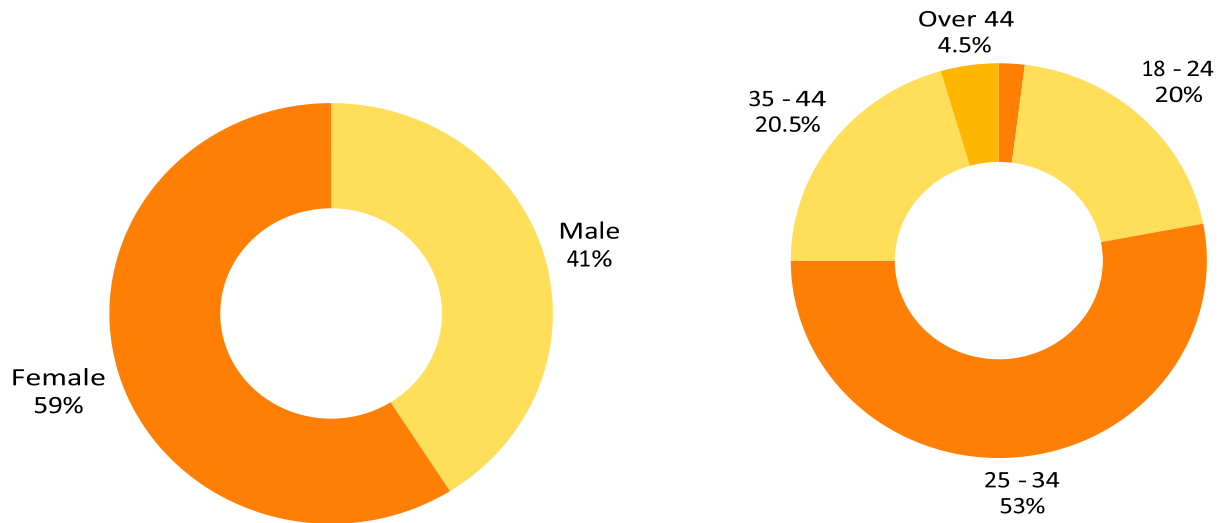
PURCHASE INTENT**2,55/5**

Despite the positive perception, there remains untapped opportunity for Accesstrade to leverage the familiarity and trust that end users already associate with affiliate marketing, thereby enhancing the overall shopping experience and driving better results.

b. Publishers

GENDER**AGE**

Figure 18. Publishers Demographic



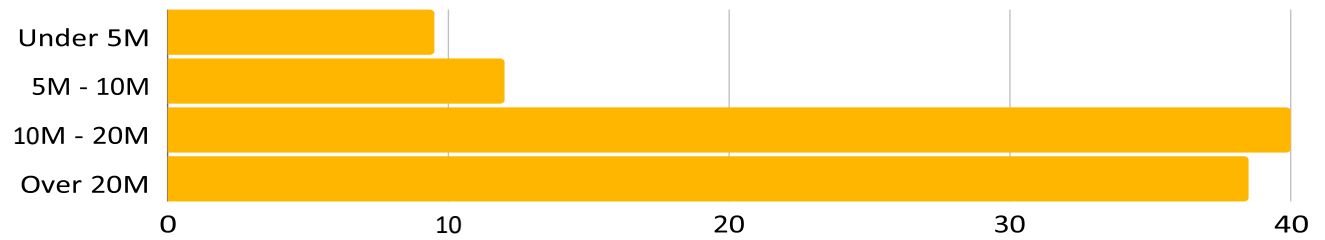
(Source: Quantitative Research)

Females accounted for 59% (118 people), while males accounted for only 41% (82 people).

The 25-34 age group is the largest, accounting 106 people, followed by the 25-44 age group with 41 people. The 18-24 age group accounts for 40 people, only 4 person is in the under 18 age group and 9 person is in the over 44 age group

INCOME

Figure 19. Publishers Income



(Source: *Quatitative Reasearh*)

9.5%

Under 5M

12%

5M - 10M

40%

10M - 20M

38.5%

Over 20M

FACTORS AFFECT EFFECTIVENESS

COMMISSION

Total
4,65/5

Commission is the main factor driving performance, with an average score ranging from 4.61 to 4.69. The statement "I believe that high commission levels are an important factor in motivating publishers' performance" scored 4.69, showing the importance of commission policies in maintaining and attracting publishers' participation.

WOM/EWOM

has the strongest impact, with the average score of related statements ranging from 4.26 to 4.72. In particular, the statement "I often read other publishers' reviews of revenue results to know which campaign is the most effective" scored the highest (4.72), showing that references from colleagues are an important factor when deciding to participate in a campaign.

Total
4,42/5

GAMFICATION

Gamification is also an important factor, with an average score of 4.20 to 4.44. The statement "I would be very willing to participate in this point accumulation activity again because the rewards are motivating" scored 4.44, showing publishers' interest in this form of motivation.

Total
4,3/5

BONUS REWARDS

Additional rewards have a clear impact, with an average score ranging from 4.46 to 4.66, of which the statement "Triple the reward can be a great motivation to help me achieve my goals" scored 4.66, confirming that rewards play an important role in motivating publishers' performance.

Total
4,23/5

BRAND REPUTATION

Brand reputation also has a great influence with an average score of 3.93 to 4.23, in which the statement "The company's reputation is an important factor when I decide to join their program" reached 4.23, affirming the role of business reputation in attracting publishers.

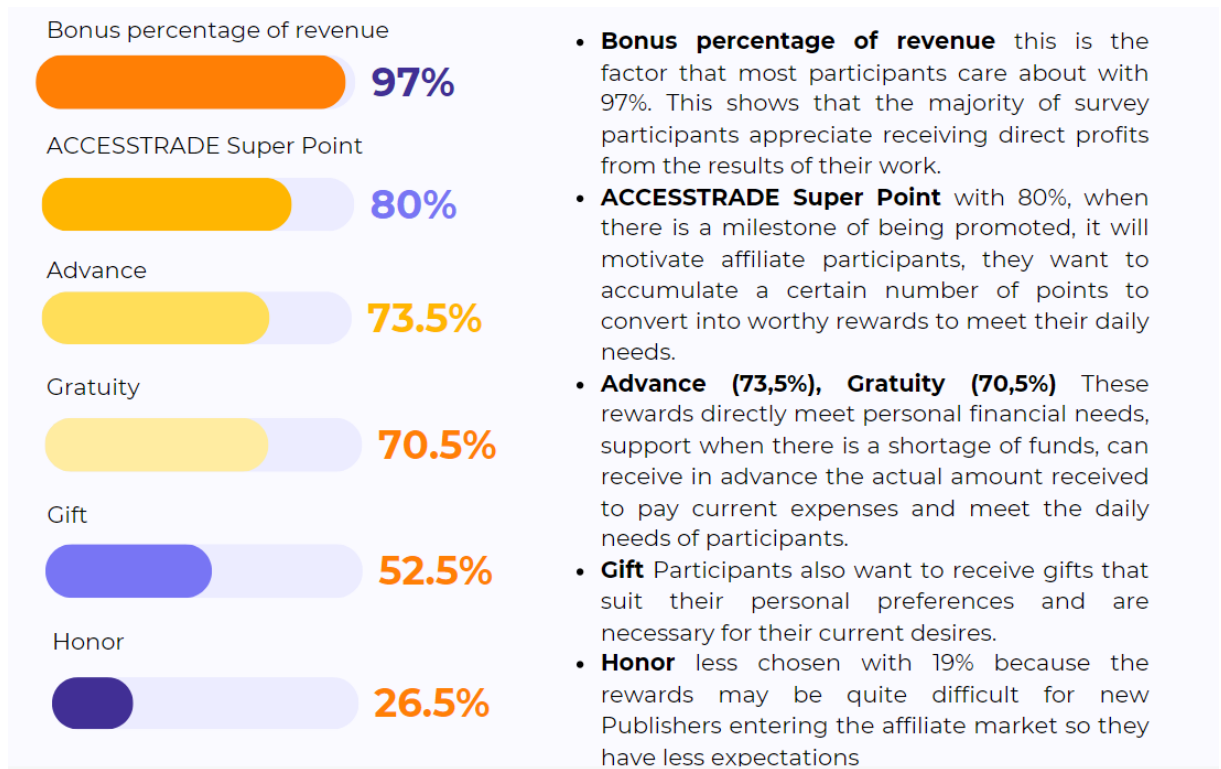
Total
4,15/5

TRANSPARENCY

Transparency is highly appreciated, with an average score ranging from 4.21 to 4.44. In particular, the statement "Transparency in the reporting process makes me more confident when participating in campaigns" has an average score of 4.34, showing that transparency is an important factor in building trust with publishers.

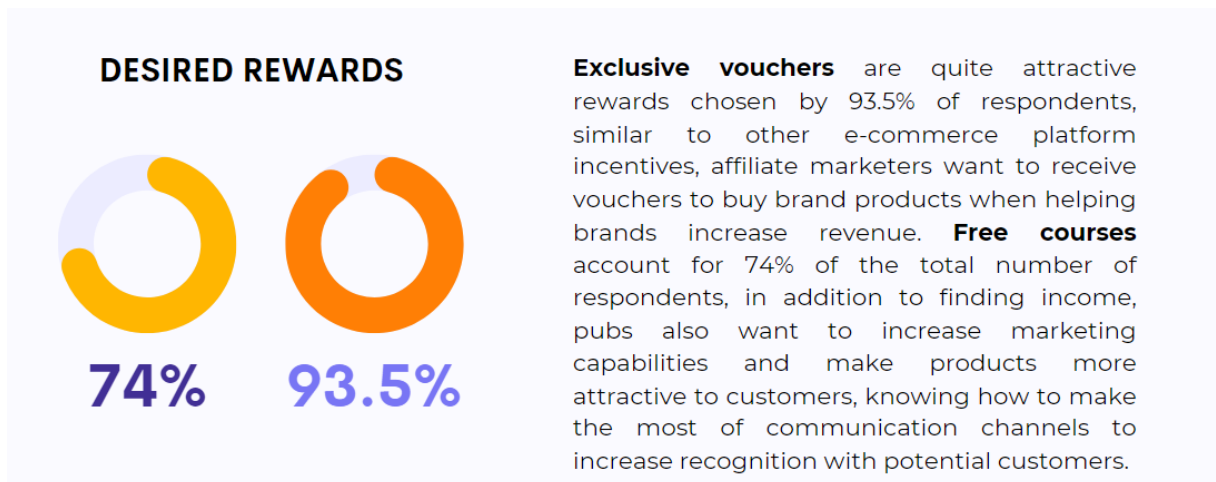
Total
3,59/5

Figure 20. Motitonal Rewards



(Source: Quatitative Reasearh)

Figure 21. Desired bonus



(Source: Quatitative Reasearh)

EFFECTIVENESS OF ACCESSTRADE CAMPAIGN

Total
3,69/5

BRAND REPUTATION

Accesstrade is highly rated for its reliability and credibility, with the highest average score. This shows that Publishers trust Accesstrade as a reliable platform for cooperation and making money.

Total
3,6/5

WOM/EWOM

Accesstrade has created favorable conditions for Publishers to share experiences and exchange on social networking platforms. This helps Accesstrade develop a strong user community, helping to promote the spread of positive information.

Total
3,48/5

GAMIFICATION

Although the gamification element has a fairly good rating, there is still room for improvement. In particular, the rewards from game activities are not really attractive (Mean: 3.39), and Accesstrade can upgrade the gamification system to increase participation and create more excitement for Publishers.

Total
3,05/5

BONUS REWARDS

Current bonus rewards are not enough to strongly promote Publishers' participation motivation. There needs to be more attractive rewards to create more value and motivation for Publishers when participating in campaigns.

Total
2,96/5

COMMISSION

This is the factor that needs the most improvement. Satisfaction with the commission level that Accesstrade provides is rated low. Publishers feel that the current commission level is not attractive enough for them to prioritize participating in the platform's campaigns. Accesstrade needs to consider increasing the commission level or have a more flexible commission policy to compete with other platforms and attract more Publishers.

Total
2,85/5

TRANSPARENCY

Accesstrade is highly rated for its transparency in handling issues. This is an important factor in building strong trust between publishers and the platform. However, Accesstrade has been criticized for not performing well in this area due to several issues related to its measurement system, commission payout policies, and tax-related concerns, which have caused publishers to lose motivation to participate.

Chapter 2 summary: Accesstrade's revenue performance during the first 10 months of 2024 has shown instability, with average figures significantly lower than the same period in 2023. Revenue fluctuated between 20,000B and 40,000B, with no significant growth in the first half of the year, despite a spike in September, which was not sustained and sharply declined again in October. This suggests that Accesstrade's campaigns have not yet achieved sustainable effectiveness in maintaining revenue growth. Several areas for improvement include the publisher active, as the number of publishers dropped by nearly half from 270,569 to 129,823 in 2024. Notably, experienced publishers leaving the system have resulted in declining revenue, as new publishers lack the capability to optimize profits. Similarly, the number of advertisers in the e-commerce sector has decreased significantly, especially from August onward. Project management quality also needs enhancement, with many advertisers expressing that while media resource allocation is effective, technical and staffing support have fallen short, negatively impacting campaign outcomes. For publishers, motivation drivers such as commissions, gamification, and brand reputation require improvement, particularly the commission crediting policy and slow approval process, which have led to distrust. Additionally, the end-user experience needs to be elevated, as factors like reliability, content, communication channels, and promotions all directly influence purchasing decisions. However, current content is not relevant to the type of content consumers are looking for, and promotions are not compelling enough to drive consumer action. Addressing these issues will help Accesstrade improve campaign effectiveness and sustain more stable revenue in the future.

CHAPTER 3

RECOMMENDATIONS

3.1. Proposed basis

3.1.1. Current situation

Interspace Vietnam Co., Ltd. is a technology company providing online marketing services, established in 1999 in Japan. Interspace Vietnam Co., Ltd. is a joint venture between Interspace Co., Ltd (Japan) and MOG Group Vietnam, operating the flagship product ACCESSTRADE, an affiliate marketing platform. ACCESSTRADE acts as an intermediary platform, connecting companies providing online products and services in many fields such as E-commerce, Education, Travel, Banking, Human Resources, Insurance, etc. with media partners, including businesses and individuals who own websites and blogs, to deliver their products and services to users. However, the significant decline in revenue in the first 10 months of 2024 indicates that Accesstrade needs to conduct a study to find out the problems that need to be solved, improve campaign effectiveness and bring benefits and strengthen cooperation with related partners. After research and conclusion **Accesstrade's current operating situation**, the author provides conclusions to support the solution proposal as follows:

- On the Advertiser side: The achieved results have completed 80% of the initially committed KPIs. However, advertisers' expectations are 90-100%, so efficiency needs to be improved further.
- On the Publisher side: Accesstrade has created motivation for Publishers to participate in campaigns. However, there are still some points that demotivate Publishers that need to be improved to increase Publishers' motivation and increase campaign effectiveness.
- On the End user side: Accesstrade's campaigns attract consumers to a certain extent. Appearing in different channels, consumer attention will also be different. However, the majority of consumers have no intention of purchasing after seeing campaign information. This shows that, although the campaign has the potential to attract initial attention, improvements are still needed to increase conversion rates.

3.1.2. *The effectiveness of implemented campaigns through influencing factors*

Based on conclusions from research on factors affecting campaign effectiveness, the author provides conclusions to support the solution proposal section as follows:

- On the Advertiser side: Results achieved: Completed 80% of initially committed KPIs. However, advertisers' expectations are 90-100%, so further efficiency improvement is needed. Aspects that ADV is not satisfied with:
 - The way to manage and allocate human resources is not optimal for the campaign.
 - Project Managers (PM) and Analysts (BA) need to have a deeper technical understanding and business vision to ensure correct direction from the beginning.
 - Communicating information is not effective, leading to information loss.
- On the Publishers side: Although when asked whether Accesstrade's campaign met expectations, 3/5 respondents answered that it did. However, when asked in depth about the factors, the majority of respondents were not satisfied and wanted Accesstrade to change. There are still some points that demotivate Publishers that need to be improved to increase Publishers' motivation and increase campaign effectiveness.
 - Tracking system synchronization between Google Ads and AT is not the same, reducing transparency and thus reducing Publisher's motivation to participate.
 - The commission recognition policy and approval process need to be made clearer to reduce confusion and increase trust. Processing time also needs to be improved. Publishers feel expectations are not met
 - Lack of bonus value such as exclusive vouchers, free courses make Publishers lose motivation
- On the end user side: Accesstrade's campaigns successfully capture consumer attention to some extent, but a significant portion of the audience taking no further action after exposure (click, purchase,..). This indicates that while the campaigns have potential to spark initial interest, there is room for improvement in converting that interest into tangible actions. Factors that need to be improved:

- Channel presence: Consumer attention varies depending on the platforms where the campaign is visible.
- Referrer credibility: The trustworthiness and authority of the referrer, particularly if they are influencers or industry experts, significantly impact a consumer's decision-making process.
- Content quality: Campaigns with engaging, well-crafted content and polished designs are more likely to grab attention.
- Promotional offers: Discounts, special deals, and limited-time promotions create a sense of urgency, encouraging faster purchasing decisions.

3.1.3. Accesstrade's goals and orientation

Accesstrade's main goal in the business sector is to attract a large number of new users, including corporate partners and individuals. With the strong development of the affiliate marketing model, Accesstrade strives to create a flexible and effective platform that can help businesses and individuals take advantage of the benefits of business cooperation through “revenue sharing”. Attracting millions of users not only helps Accesstrade expand its reach but also strengthen partnerships, bringing long-term value to both parties. In addition, optimizing the affiliate marketing model is also an opportunity for partners to sustainably increase revenue through cooperation with many different industries and fields. This growth target also helps Accesstrade become a leading affiliate marketing platform in Southeast Asia.

In the marketing field, Accesstrade focuses on enhancing brand recognition, which has many development opportunities and great growth potential. With the increasingly fierce competition in the affiliate marketing field, building a strong and trustworthy brand is important. Accesstrade not only wants to be known as a leading affiliate marketing platform, but also wants to build a brand image associated with efficiency, trust, and innovation. This goal focuses on creating a closer connection between businesses and consumers, helping them feel the real value from marketing campaigns. By optimizing promotional strategies and expanding the brand's influence, Accesstrade can increase its competitiveness and affirm its position in the market.

Accesstrade's communication goal is to build and strengthen brand reputation through clear and transparent marketing strategies. In particular, they focus on increasing engagement and trust from customers and partners through transparent and trustworthy marketing campaigns. Accesstrade is aware of the importance of maintaining trust in partner and consumer relationships, and therefore, they have fully utilized forms of promotion through KOC (Key Opinion Consumers) and KOL (Key Opinion Leaders) – people who have great influence on the community and have the ability to shape consumer decisions. In addition, Accesstrade also places special emphasis on creating high-quality content, suitable for each partner, helping them convey their brand messages clearly and effectively. Building brand reputation not only helps Accesstrade strengthen its position in the market but also creates a difference in the fierce competition of the affiliate marketing industry.

Table 2. Accesstrade Objective

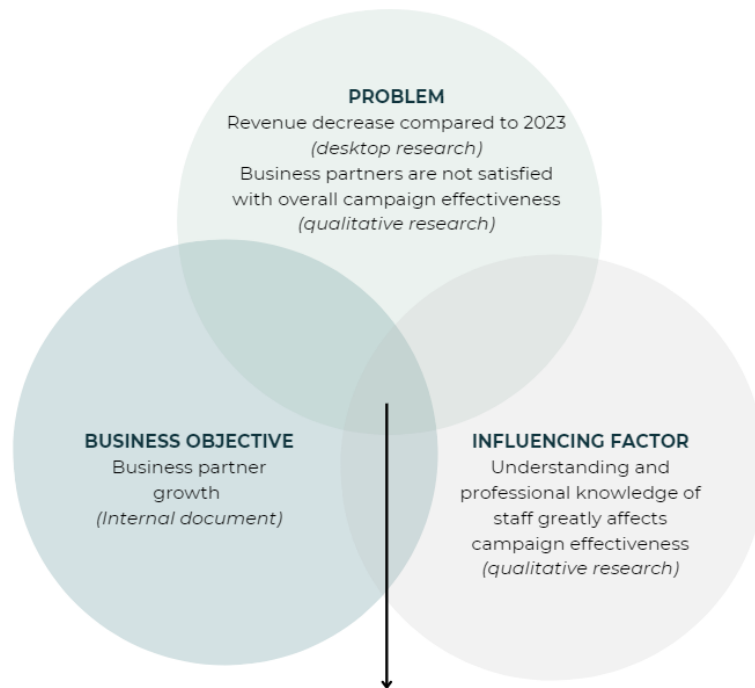
BUSINESS	MARKETING	COMMUNICATION
Customer and Revenue Growth: Aim to attract millions of new users, both corporate and individual partners, and help them earn additional income from the affiliate marketing model	Boost brand awareness: aims to increase brand awareness in Southeast Asia and create closer connections between businesses and consumers	Build brand credibility: Focus on increasing engagement and trust through clean marketing campaigns, leveraging KOCs and KOLs, creating high-quality content for partners

(Source: Internal document)

3.2. Key recommendations

3.2.1. Enhance professional knowledge of personnel

3.2.1.1. Proposed basis



Proposal: Enhance the professional knowledge of staff according to each Advertisers industry to increase translation efficiency, thereby increasing revenue and growth of business partners

Reason: Currently, Accesstrade's PM and BA have not been supplemented with technical knowledge, so when cooperating, the system integration directions between the two sides are incorrect from the beginning. This wastes a lot of time. In addition, when cooperating with multi-industry partners, Accesstrade should have training sessions for staff on ADV's product lines, helping them understand the proposed use of tools and allocate them to the most suitable channels according to each ADV product line. Thereby increasing the effectiveness of the campaign, increasing satisfaction and growth of business partners.

Overview plan:

Organize in-depth training courses to improve professional knowledge for Project Management (PM) and Analyst (BA) teams. The course will focus on:

- **Technology** : Project Managers (PMs) and Analysts (BAs) need to improve their technological knowledge so that the system integration process between the two sides goes in the right direction from the beginning, avoiding time loss due to errors. Lack of understanding of technology causes a long time to combine the measurement system, negatively affecting the effectiveness of the campaign.
- **Business sense according to each industry of ADV**: Providing in-depth knowledge about ADV's specific industries to help the team propose solutions and use the most appropriate and effective tools for each ADV industry.

To solve the problem of lack of professional knowledge, intensive training solutions are practical and feasible. Through cooperation with reputable training organizations, Accesstrade can:

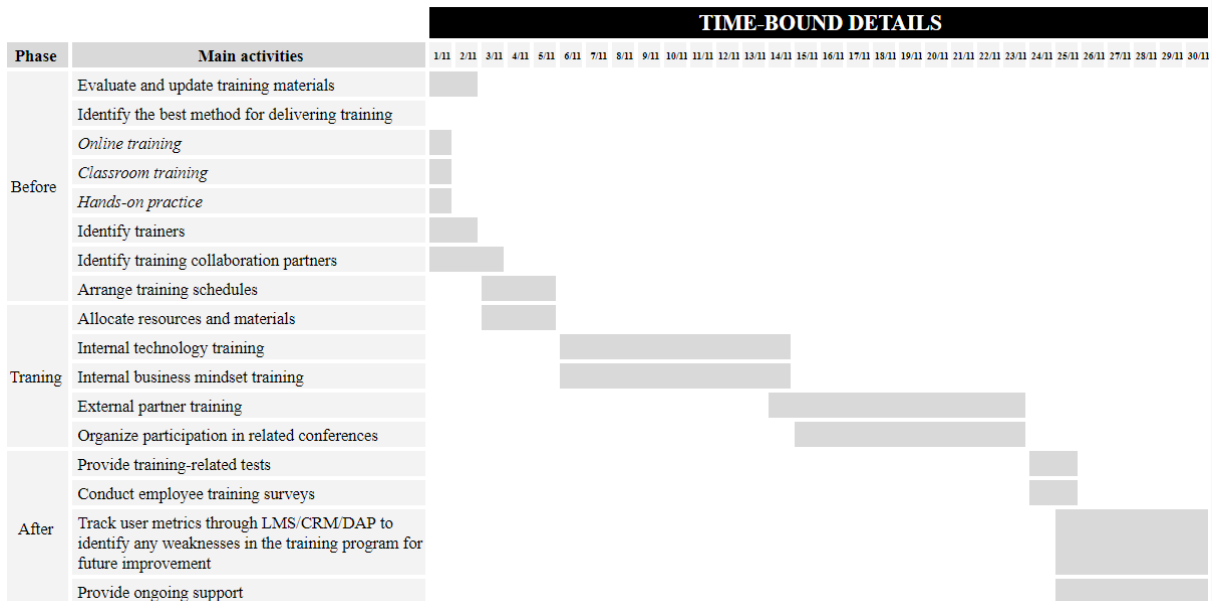
- **Internal training**: Accesstrade's team of experts can provide direct courses on technology and industry knowledge. This training helps staff gain in-depth understanding of the strategies and skills needed to handle projects effectively.
- **Cooperate with external partners**: Accesstrade can cooperate with organizations such as Google, Facebook, or digital marketing academies to provide international standard training programs.

3.2.1.2. Action plan

Table 3. Enhance professional knowledge of personnel

ACTION PLAN	
S – Specific	Improve Advertisers' industry-specific expertise to improve campaign effectiveness and enhance Advertisers' satisfaction.
M – Measurable	<ul style="list-style-type: none"> ● Professional knowledge of PMs and BAs is assessed through pre- and post-training tests, with a requirement of achieving an average score of at least 80%. ● Campaign effectiveness increased with key metrics such as ROI,

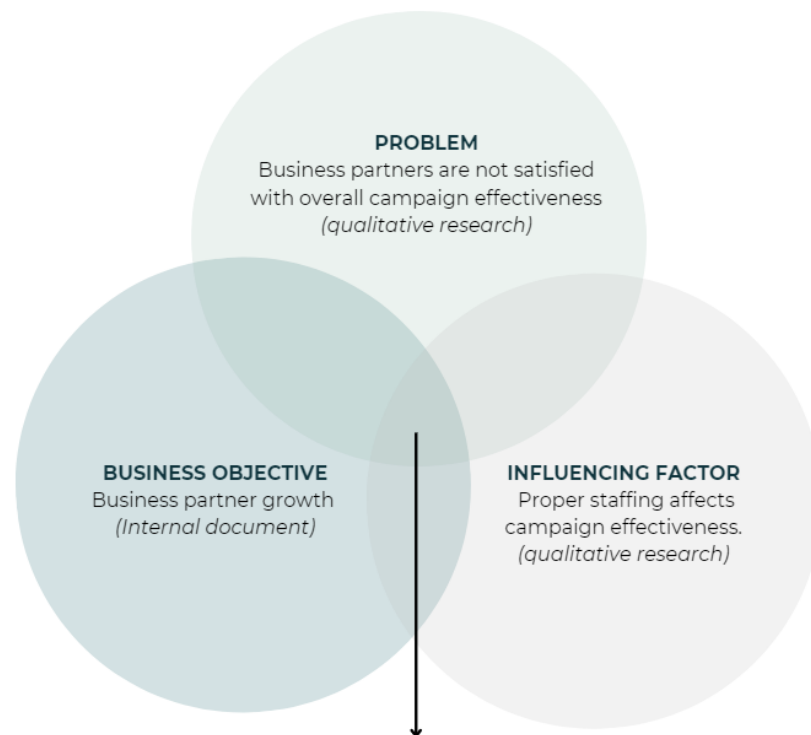
	conversion rate, and Advertisers' satisfaction, achieving an increase of at least 7%
A – Achievable	The plan to organize intensive training courses is completely feasible because: Accesstrade already has a network of technology partners and experts capable of providing training support. In addition, Accesstrade's current team is familiar with learning and updating skills, so organizing in-depth training courses will be easily implemented and received.
R – Realistic	With in-depth knowledge of technology and industry, Accesstrade can provide better services to Advertisers, create a difference and enhance reputation in the market. This will help Accesstrade maintain and expand its customer network, while attracting more new Advertisers, increasing revenue.
Time-bound	1 month



(Source: Author synthesis)

3.2.2. Optimize resource allocation in management and campaigns

3.2.2.1. Proposed basis



Proposal: Flexible staff allocation depending on key campaigns to increase campaign efficiency, thereby increasing revenue and growth of business partners

Reason: Currently, Accesstrade is still allocating fixed personnel with 1 DEV, 1 Marketing, 1 OPT, 1 Policy,... for a campaign. This form is fine for small campaigns. However, for large campaigns, such personnel are not enough to promptly handle and resolve related issues that arise. Therefore, Accesstrade needs to apply a more flexible approach in allocating personnel, focusing resources on important stages of large campaigns to ensure the highest efficiency.

Overview plan:

To optimize resource allocation, Accesstrade needs to build a clear and flexible human resource allocation process that can be adjusted according to the requirements of each specific campaign in real time. Accesstrade can apply project management tools such as Asana, Trello, or Jira. Accesstrade can monitor human resource allocation and adjust when necessary. This helps

ensure that Advertisers' key campaigns always have enough resources and are supported by personnel with the right expertise.

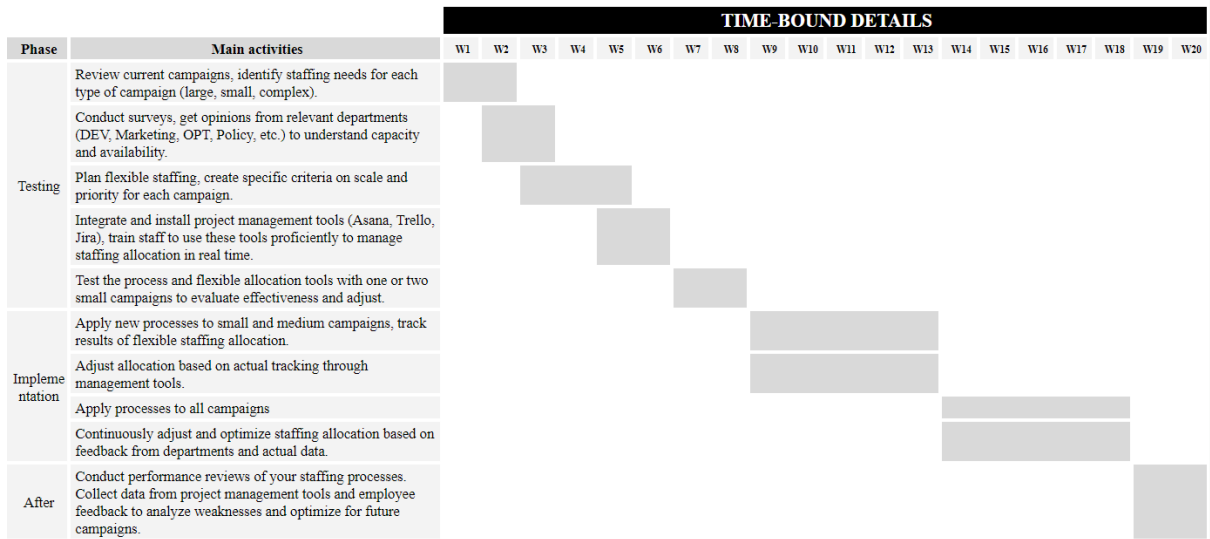
In addition, analysis of campaign performance data also needs to be integrated into the process to assess and predict staffing needs, thereby making optimal allocation decisions. By focusing staff on key stages of major campaigns, Accesstrade not only improves campaign efficiency but also enhances its ability to respond promptly, while ensuring that key campaigns are always available. Full preparation to achieve the best results.

3.2.2.1. Action plan

Table 4. Action plan optimize resource allocation in management and campaigns

ACTION PLAN	
S – Specific	Optimize personnel allocation for key Advertisers campaigns, promptly control arising issues and improve campaign effectiveness
M – Measurable	<ul style="list-style-type: none"> ● Track the number of staffing adjustments in real time with a goal of making at least 90% of adjustments in time. ● Increased campaign effectiveness with key metrics such as ROI, conversion rate, and Advertisers' satisfaction, achieving at least a 5% increase
A – Achievable	<p>The plan is completely feasible because:</p> <p>The flexible human resources allocation process only requires adjustments to current organizational methods, and does not require too many new resources. With the support of these tools, monitoring and adjusting personnel according to each campaign's needs can be done effectively and feasible.</p>

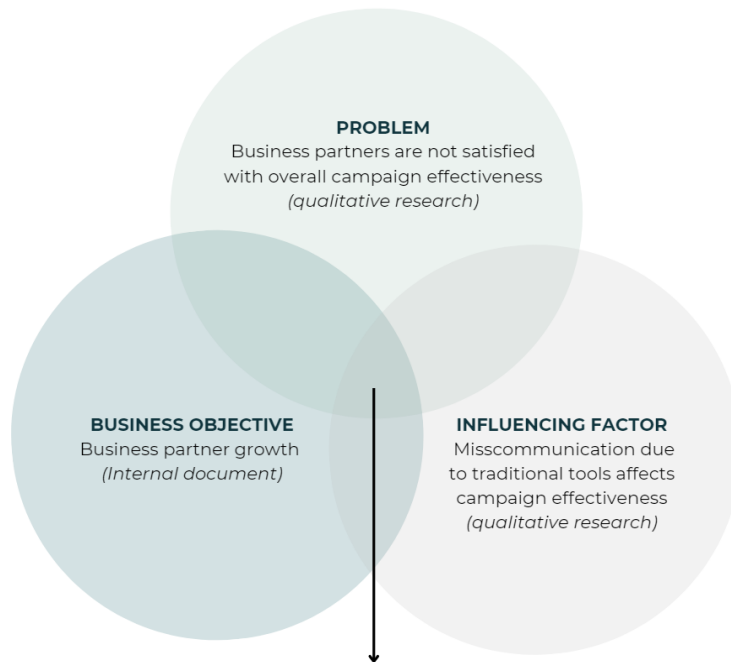
R – Realistic	This proposal is suitable for Accesstrade's actual situation because the campaigns have different scales and staffing requirements. Flexibility in human resource management helps optimize operational efficiency without significantly increasing personnel costs.
Time-bound	1 month



(Source: Author synthesis)

3.2.3. Optimize the information communication process

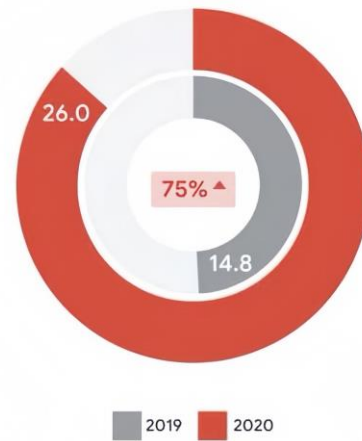
3.2.3.1. Proposed basis



Proposal: Change the form of communication to an API protocol combining modern platform

Reason: Currently, Accesstrade mainly contacts and works with partner businesses through: Zalo, Skype, Email,... However, these platform cannot ensure continuity and effectiveness in exchange of data and information, especially for large campaigns that require continuous interaction and large data volumes. Using Zalo, Skype, Email,... can lead to information being scattered, difficult to track and not synchronized between relevant parties. This makes communication between parties ineffective, making it difficult for Accesstrade to quickly control issues that arise during the campaign, affecting the effectiveness of the campaign and reducing partner satisfaction.

Apigee API Analytics usage
saw a 75% increase



Google Cloud

Leading companies use API analytics not only to inform new strategies but also to align leadership goals and outcomes. Since executive sponsors tend to support initiatives that produce tangible results, teams can use API metrics to align leaders around digital strategies and justify continued foundational funding for API programs. [According to Apigee's report](#), API analytics adoption increased 75% from 2019 to 2020—a growth that reflects a broader need for organizations to comprehensively assess the impact of their API programs on their business and digital transformation.

Overview plan:

To increase flexibility and speed of information exchange, Accesstrade can deploy modern communication tools such as Microsoft Teams, Slack or similar collaboration platforms. These tools help optimize internal communication, create a continuously interactive environment where employees can easily track progress and resolve issues immediately. Integrating these platforms also helps improve connections between departments and ensure information is communicated clearly and effectively.

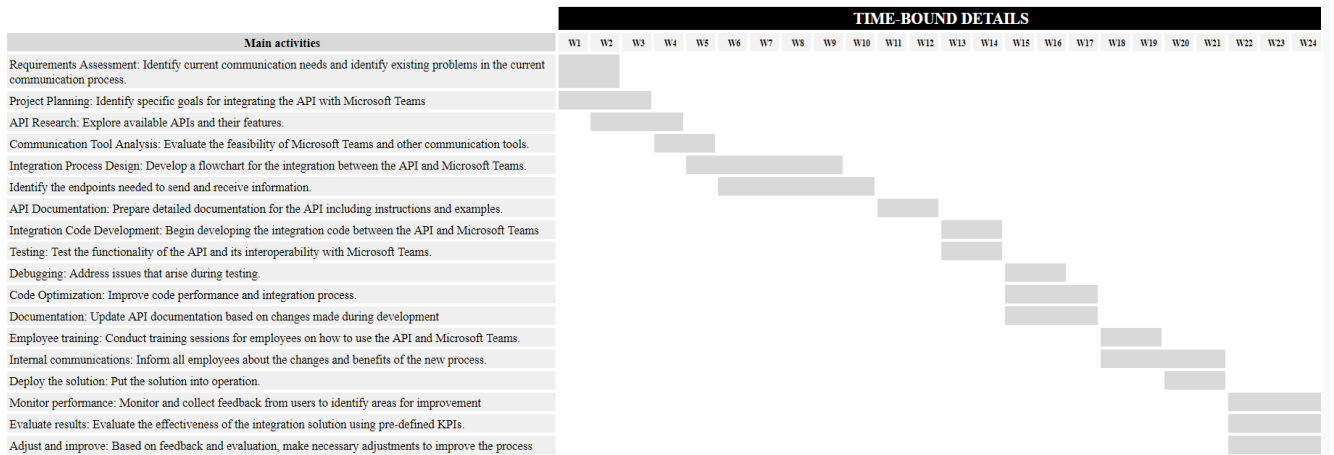
In addition, building standardized communication patterns between Accesstrade and ADV via API is a strategic step. This helps automate the information exchange process, minimizes the risk of delays and errors caused by human factors. Consistently designed API templates will

ensure data is transmitted quickly and accurately, while helping advertisers easily access and track real-time information.

3.2.3.2. Action plan

Table 5. Action plan optimize the information communication process

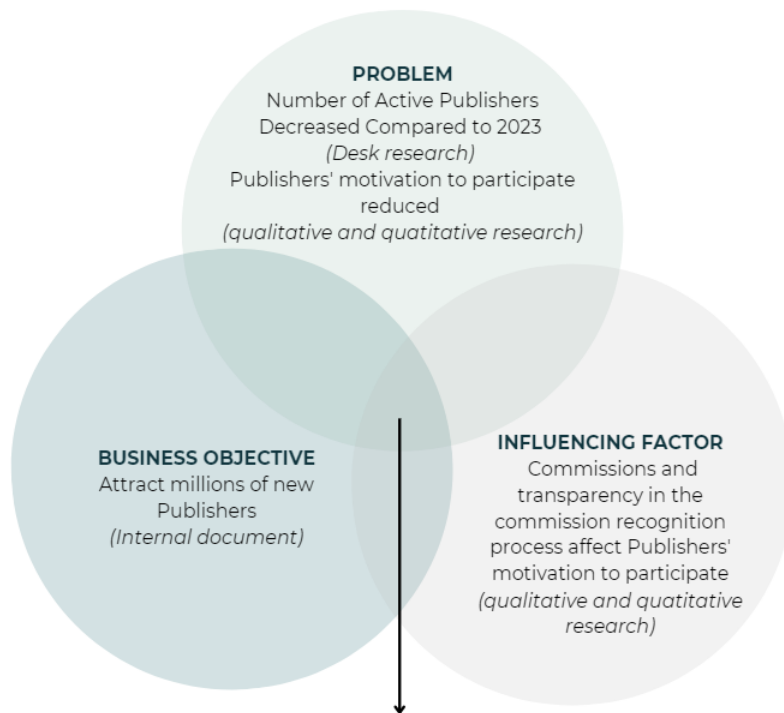
ACTION PLAN	
S – Specific	Enhance the information exchange process between Accesstrade and ADV to increase speed and accuracy and promptly resolve arising problems. Thereby improving translation efficiency, thereby increasing revenue and growth of business partners
M – Measurable	<ul style="list-style-type: none"> ● Reduce response time between Accesstrade and Advertisers by 50%. ● Increased campaign effectiveness with key metrics such as ROI, conversion rate, and Advertisers' satisfaction, achieving at least a 5% increase
A – Achievable	<p>Proposing a transition to an API protocol combined with modern information exchange tools is feasible because:</p> <p>The transition to the API protocol combined with modern information exchange tools such as Microsoft Teams is completely feasible. These tools have been successfully applied by many businesses, allowing them to optimize information exchange processes and improve work efficiency. Furthermore, Accesstrade has a team of experienced IT staff, which ensures smooth implementation of new technology, enhances flexibility in adapting to changes. necessary change.</p>
R – Realistic	This transformation is consistent with the organization's development goals, brings clear benefits, helping to optimize work processes and enhance partner experience.
Time-bound	6 months



(Source: Author synthesis)

3.2.4. Change commissions and transparency in the commission recognition process

3.2.4.1. Proposed basis



Proposal: Change commissions and commission recognition policies to increase Publisher's motivation to participate, attract new Publishers to join and increase the overall effectiveness of the campaign

Reason: Currently, the commissions of some campaigns at Accesstrade are quite low compared to competitors such as MasOffer, Adpia, Optimise,.... In addition, the policy for recording and paying commissions is quite complicated. Specifically, the payment date announced on the application is 18 - 25. However, many Publishers say that they always receive it after this period of time, making Publishers feel that Accesstrade lacks transparency (*2/5 qualitative surveys*) and they found Accesstrade's policy unclear (*Mean: 2.83[I believe that Accesstrade is transparent in its participation and payout policies]*). Therefore, Publishers' motivation to participate has decreased significantly.

Overview plan:

To improve competitiveness and attract more publishers, Accesstrade needs to make adjustments to commission policies and user experience. First of all, it is essential to conduct an extensive survey of the commission rates of competitors, especially top campaigns. Based on the survey results, Accesstrade may consider adjusting the commission rate for key campaigns, to create stronger motivation for Publishers.

Second, to increase transparency and trust, Accesstrade should improve the commission recognition system by providing an intuitive, easy-to-use tracking, helping Publishers track their performance in detail and promptly. Besides, sending periodic commission reports will help Publishers clearly understand their income and evaluate the effectiveness of the campaign.

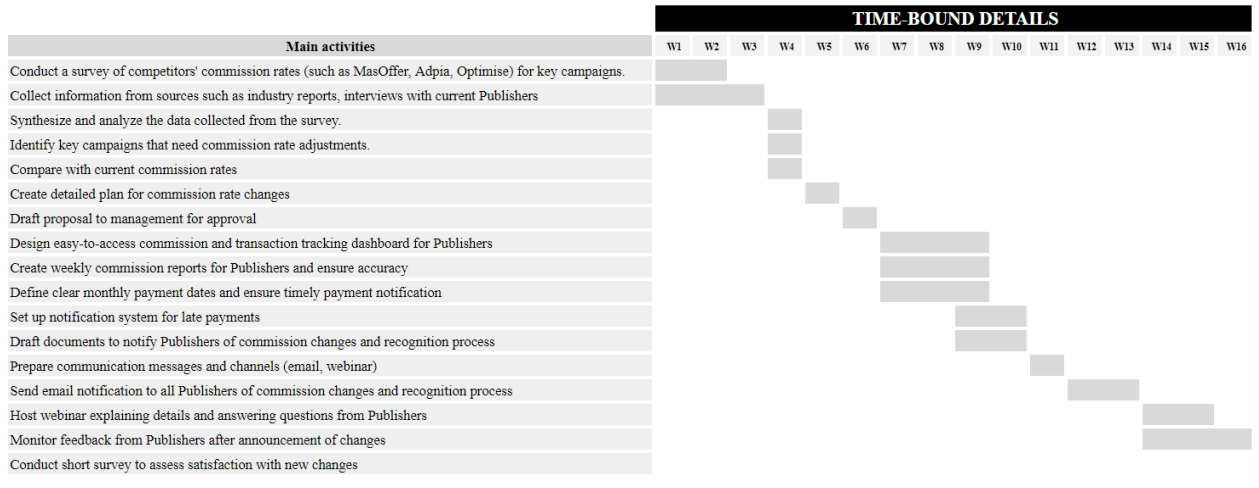
In addition, the payment process also needs to be simplified as much as possible. It is necessary to clearly define the monthly payment date, ensuring that the actual payment time is as announced. In addition, in case problems arise with reconciliation and late payment, Accesstrade should proactively notify and clearly explain the reason for late payment to Publishers via email and other information channels.

3.2.4.2. Action plan

Table 6. Action plan change commissions and transparency in the commission recognition process

ACTION PLAN	
S – Specific	Change the commission recognition process, ensure transparency and trust for Publishers, increase motivation for Publishers to attract new Publishers to join and increase the overall effectiveness of the campaign
M – Measurable	<ul style="list-style-type: none"> ● Reduce at least 70% of commission disputes within 3 month. ● Aim to achieve 85% positive feedback from Publishers after implementing the system new system ● Increase the number of regularly active Publishers by at least 20%.
A – Achievable	The proposal to improve commissions and commission recognition policies at Accesstrade is completely feasible, because the company has the resources and capabilities to make the necessary changes. Surveying competitors' commission rates can be done through online survey and market analysis tools, while adjusting commission rates for key campaigns only requires approval from senior managers. Additionally, redesigning the commission recording system and payment process is also within the capabilities of Accesstrade's current technical and management team.
R – Realistic	This proposal is practical in the current context of the affiliate marketing market, where companies are competing fiercely to attract and retain Publishers. Increasing commissions for strategic products not only helps Accesstrade become more competitive but also reflects the company's awareness of the needs and expectations of Publishers. A clearer commission recording system and simplified

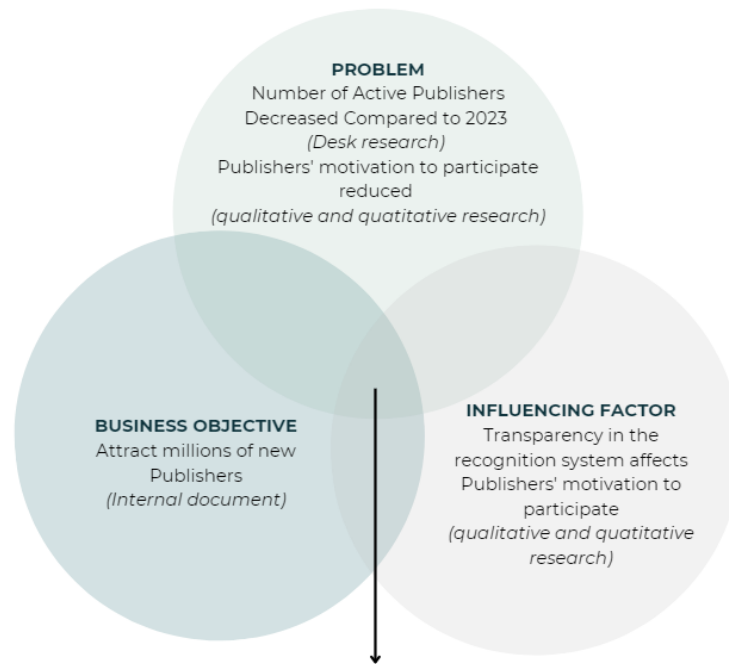
	<p>payment process are also in line with the development trend of the information technology industry, where transparency and efficiency are given top priority. Therefore, these improvement steps are not only feasible but also consistent with the actual market situation, helping to increase the trust and participation of Publishers.</p>
Time-bound	1 month



(Source: Author synthesis)

3.2.5. Improve the recording system and reconciliation process

3.2.5.1. Proposed basis



Proposal: Improve the system to minimize missing or incorrect recording of orders. Publishers, increase Publisher engagement, attract new Publishers to increase overall campaign effectiveness

Reason: Currently, Accesstrade is using web platforms and applications to track orders for Publishers, but the problem of incorrect or missing orders still occurs frequently. According to the weekly report of the Publisher Development team, on average each month there are many cases where Publishers report that orders are not recorded accurately. In particular, Publishers using advertising tools such as Google Ads and Facebook Ads encounter inconsistent data between the Accesstrade system and these platforms. Publishers have difficulty when the two sides do not match the data (*1/5 of qualitative survey*), causing major obstacles in calculating commissions and making the reconciliation process more complicated.

As a result, this not only reduces the transparency and reliability of the Accesstrade, but also creates doubts about the effectiveness of the tracking process. When Publishers feel that the data are inaccurate, they will be less motivated to participate in campaigns, especially campaigns that require large investments on their part such as running ads or long-term campaigns. This also directly affects the ability to attract new publishers when they compare Accesstrade's system with rival platforms, weakening the company's competitive advantage in the market.

Overview plan:

To improve system quality, Accesstrade needs to improve to provide real-time order recording information for Publishers. This helps them accurately capture order status immediately, minimizing the risk of data errors, while providing a smoother user experience and increasing system transparency. This ensures that all transaction data from advertising campaigns is recorded accurately, consistently and promptly, significantly minimizing information distortion.

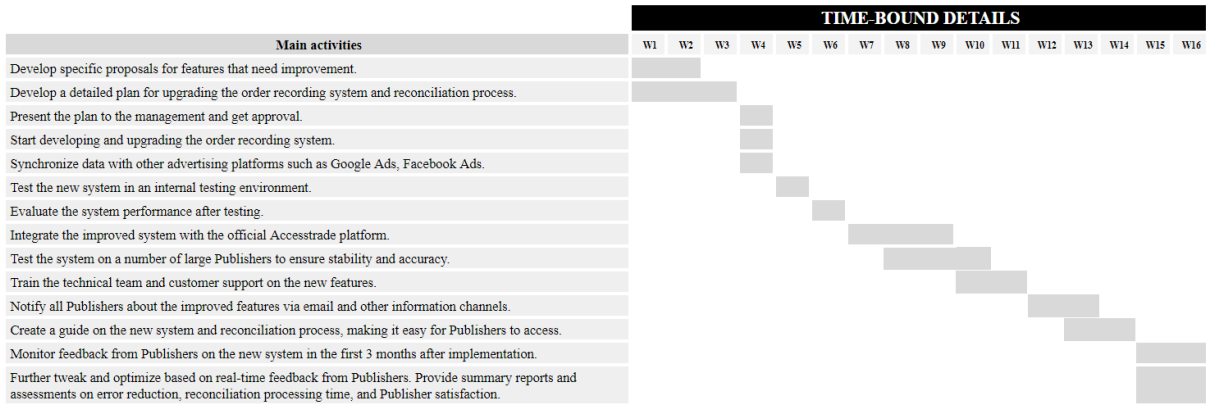
Furthermore, the data processing and reconciliation process needs to be improved to optimize processing time and provide more detailed and clearer reports for Publishers. This reporting system will help them easily access and track transactions and commissions, ensuring they always have a comprehensive view of the effectiveness of the campaigns they participate in.

3.2.5.2. Action plan

Table 7. Action plan improve the recording system and reconciliation process

ACTION PLAN	
S – Specific	Improved the order recording system for Publishers to minimize discrepancies and lost orders, and improved the reconciliation process to provide accurate and timely reporting.

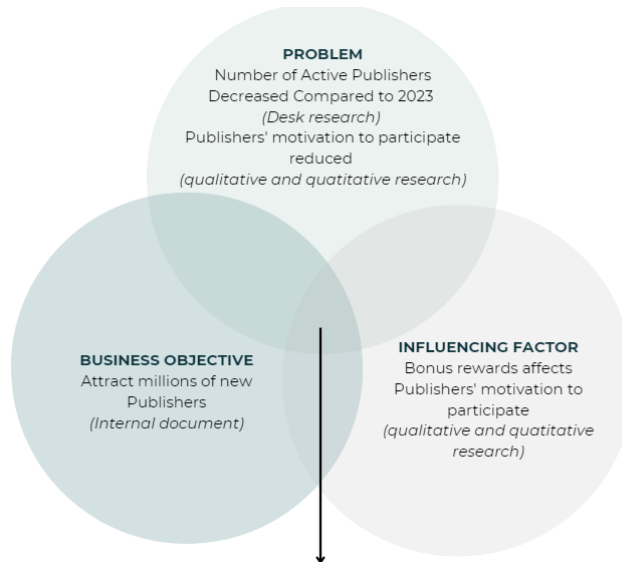
M – Measurable	<ul style="list-style-type: none"> ● Reduce the rate of order discrepancy reports from Publisher by at least 50% within 6 months. ● The positive feedback rate from Publishers about the system's accuracy increased to 90%. ● Reconciliation processing time is reduced by 30%, helping Publishers receive reports faster.
A – Achievable	<p>This proposal is feasible thanks to the highly specialized technical team who are familiar with Accesstrade's current system. Upgrading the system does not require building from scratch but only improving existing features, helping to save costs and time while still achieving goals. At the same time, further integration with major advertising platforms and data synchronization will ensure greater efficiency in the tracking and reporting process.</p>
R – Realistic	<p>Improving the system is feasible, urgent in the current context, when problems with incorrect or missing orders have been negatively affecting Publishers' trust. This improvement will directly improve user experience, attract new Publishers to join and retain current Publishers. From there, creating a stronger foundation for Accesstrade, while also helping to enhance competitiveness in the market.</p>
Time-bound	6 months



(Source: Author synthesis)

3.2.6. Enhanced Bonus rewards

3.2.6.1. Proposed basis



Proposal: Adding Bonus rewards for Publishers increases Publisher's motivation to participate, attracts new Publishers to join and increases the overall effectiveness of the campaign.

Reason: In 2024, Accesstrade recorded a significant decline in the number of active Publishers compared to 2023. One of the main reasons for this situation is strong competition from competitors, who do not hesitate to offer attractive exclusive incentives such as vouchers and

special promotions to Publishers (2/5 *qualitative surveys*). This has caused many Publishers to losing the motivation to participate in Accesstrade's campaigns, switch to other platforms,.

Overview plan:

To address the decline in the number of active Publishers, Accesstrade needs to implement Bonus Rewards programs that attract, bring real value to Publishers. This requires Accesstrade to conduct in-depth research on exclusive rewards that competitors are offering, such as promotional vouchers, to create similar or better options for its Publishers. These vouchers should be applied to a range of products and services ranging from everyday consumer goods to specialized marketing courses. This will help increase the value that Publishers receive, encouraging them to participate more actively in Accesstrade campaigns.

Besides, organizing free courses on product promotion skills is an extremely important strategy. These courses equip Publishers with the necessary knowledge and skills, help them improve their personal capabilities. When they feel supported and have enough knowledge, Publishers will be more confident in promoting Accesstrade products and easily attract more potential customers. Furthermore, a well-designed Bonus Rewards system stimulates the participation of current Publishers and attracts new Publishers. When they see Accesstrade proactively improving and providing value to the community, they will be motivated to learn and participate in the platform. This increase enriches the number of Publishers, contributes to improving the overall quality of campaigns, creating sustainable growth for Accesstrade in the future.

3.2.6.2. Action plan

Table 8. Action plan enhanced Bonus rewards

ACTION PLAN	
S – Specific	Increasing bonus rewards (vouchers, course,...) for Publishers encourages Publishers to participate more actively.
M – Measurable	Increase the number of Publishers participating in campaigns by 25%

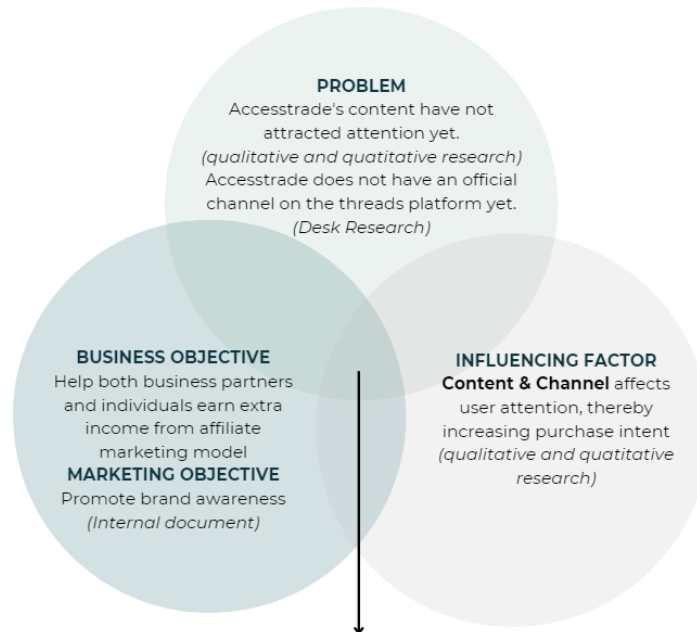
	within the next 6 months.
A – Achievable	Implementing new reward programs does not require too large financial investments, because it is possible to take advantage of existing resources and adapt existing programs. At the same time, Accesstrade can coordinate with external providers to design vouchers and courses, thereby minimizing costs and implementation time.
R – Realistic	The market is highly competitive and improving the Publisher experience is essential to retain them. Offering exclusive rewards and free courses will help increase Publishers' motivation to participate, increase their loyalty and trust in the system. This will help Accesstrade maintain its competitive position in the industry and attract new Publishers.
Time-bound	3 months

	TIME-BOUND DETAILS											
Main activities	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Research and analyze competitors' current reward rules.	■	■										
Design proposed reward rules, including eligibility criteria and reward claim process.	■	■	■									
Build a management system to track and calculate rewards for Publishers based on the new rules.				■	■	■						
Test the system with a small group of Publishers to gather feedback.						■	■	■				
Roll out the reward rules to all Publishers.									■	■		
Host an online training session for Publishers on the new rules and how to claim rewards.											■	■
Update and adjust the reward rules based on feedback collected from Publishers.											■	■
Develop new reward formats such as exclusive Publisher vouchers and free courses.											■	■

(Source: Author synthesis)

3.2.7. Create *THREADS* and change content type on social platforms

3.2.7.1. Proposed basis



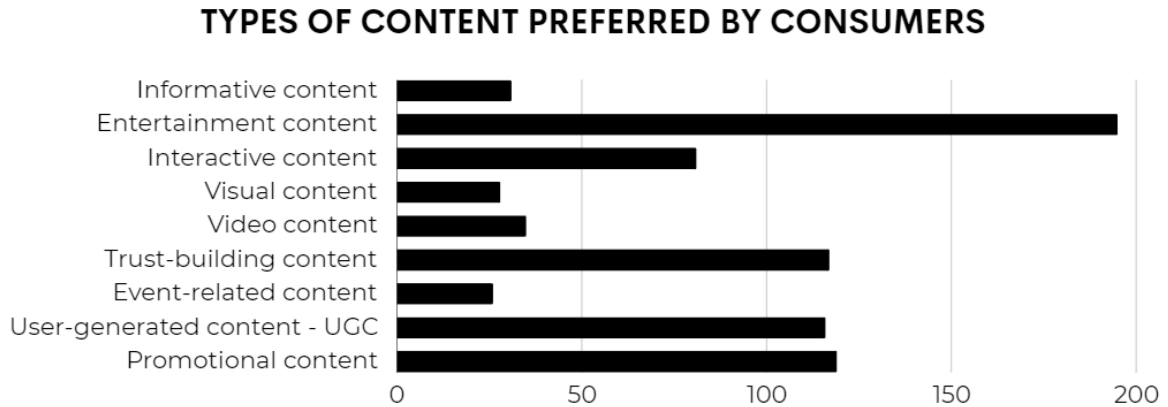
Proposal: Build your own channel on the *THREADS* platform and change the content orientation on the brand's social pages, helping to increase attention to posts, thereby increasing brand awareness.

Reason: Currently, Accesstrade has not taken advantage of the *THREADS* platform - one of the social platforms that is growing strongly and attracting attention from consumers. This is quite a popular platform and is preferred by consumers (*89.1% of quantitative research*). Besides, posts from brands appearing on platforms that consumers prefer will receive more attention (*4/5 qualitative research, Mean: 4.19 Quantitative research*).

Accesstrade's current content is not really diverse and abundant, mainly revolving around informational articles and event announcements. This is not entirely consistent with consumer preferences. Users seem to favor content that is entertaining, interactive, and builds trust

(Results from quantitative research), but these genres have not yet been effectively exploited by Accesstrade.

Figure 22. Content type that preferred by end users



(Source: *Quatitative results*)

Focusing only on dry, unattractive content reduces interaction rates, affects brand recognition. To improve the situation, Accesstrade needs to focus on developing a more diverse range of content types. Entertaining content, interesting videos, funny memes, and engaging interactive articles can create greater attraction among consumers. Furthermore, organize contests, minigames and actively listen to feedback from customers.

Building the THREADS channel and reorienting content helps Accesstrade reach a large number of users who are gradually becoming difficult to reach through traditional platforms, creating a new, modern interactive space. Through this, Accesstrade can share creative content, exclusive offers, and build trend-optimized media campaigns, helping the brand become more familiar with the THREADS user community.

3.2.7.2. Content plan

Table 9. Content plan

ACTION PLAN	
S – Specific	Enhance Accesstrade brand recognition through social media channels by introducing new, diverse and more attractive content.
M – Measurable	Achieve at least 600,000 interactions (including likes, shares, comments) per month on social platforms
A – Achievable	Reorienting content does not require a large budget. Besides, Accesstrade already has its own content marketing team and does not need to outsource.
R – Realistic	All content topics will be selected based on feedback from consumers and analysis of their behavior, ensuring that the content is not only interesting but also has practical value. We will continuously monitor the performance of published content to promptly adjust strategies to optimize engagement and brand recognition.
Time-bound	1 month

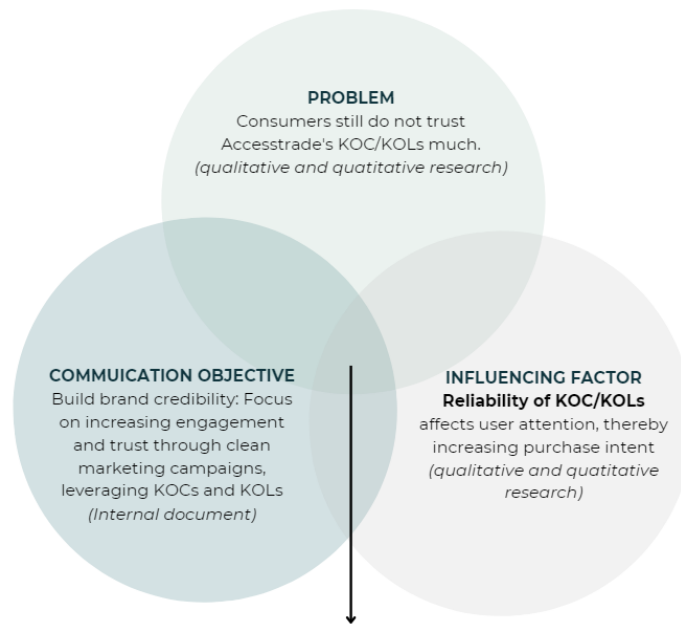
CONTENT TYPE	PILLARS	ANGLES	POST TYPE	CHANNEL	POSTING TIME	TIMELINE POST							KPI/POST
						T2	T3	T4	T5	T6	T7	CN	
TRUST BUILDING CONTENT	Knowledge	Provides in-depth knowledge of marketing, affiliate marketing, and the latest industry trends.	1 thumbnail image, sub image (text on image)	FACEBOOK	20:00								500 likes 50 cmts
				INSTAGRAM									
				THREADS									
		FACEBOOK	20:00									500 likes 50 cmts	
				INSTAGRAM									
				THREADS									

		Create short videos and fun images related to the product		TIKTOK							40 cmts
	Trending	Update trends	Text article with an image with a title	FACEBOOK	19:30						400 likes
				INSTAGRAM							40 cmts
				THREADS							
INTERACTIVE CONTENT	UGC	Encourage users to share stories with affiliate marketing.	Images have long titles and captions	FACEBOOK	21:30						300 likes
				INSTAGRAM							25 cmts
				THREADS							
	Challenge	Challenge duet with Accesstrade for the Ambassador program	Video	FACEBOOK	20:00						300 likes
				INSTAGRAM							25 cmts
				TIKTOK							
PROMOTIONAL CONTENT	Promotion	Gifts Included With Order:	Images have long titles and captions	FACEBOOK	22:00						300 likes
				INSTAGRAM							25 cmts
				TIKTOK							
	Promotion	Exclusive Offers for Top PUB	Images have long titles and captions	FACEBOOK	22:00						300 likes
				INSTAGRAM							25 cmts
				TIKTOK							

(Source: Author synthesis)

3.2.8. Strengthening KOC/KOLs corporation

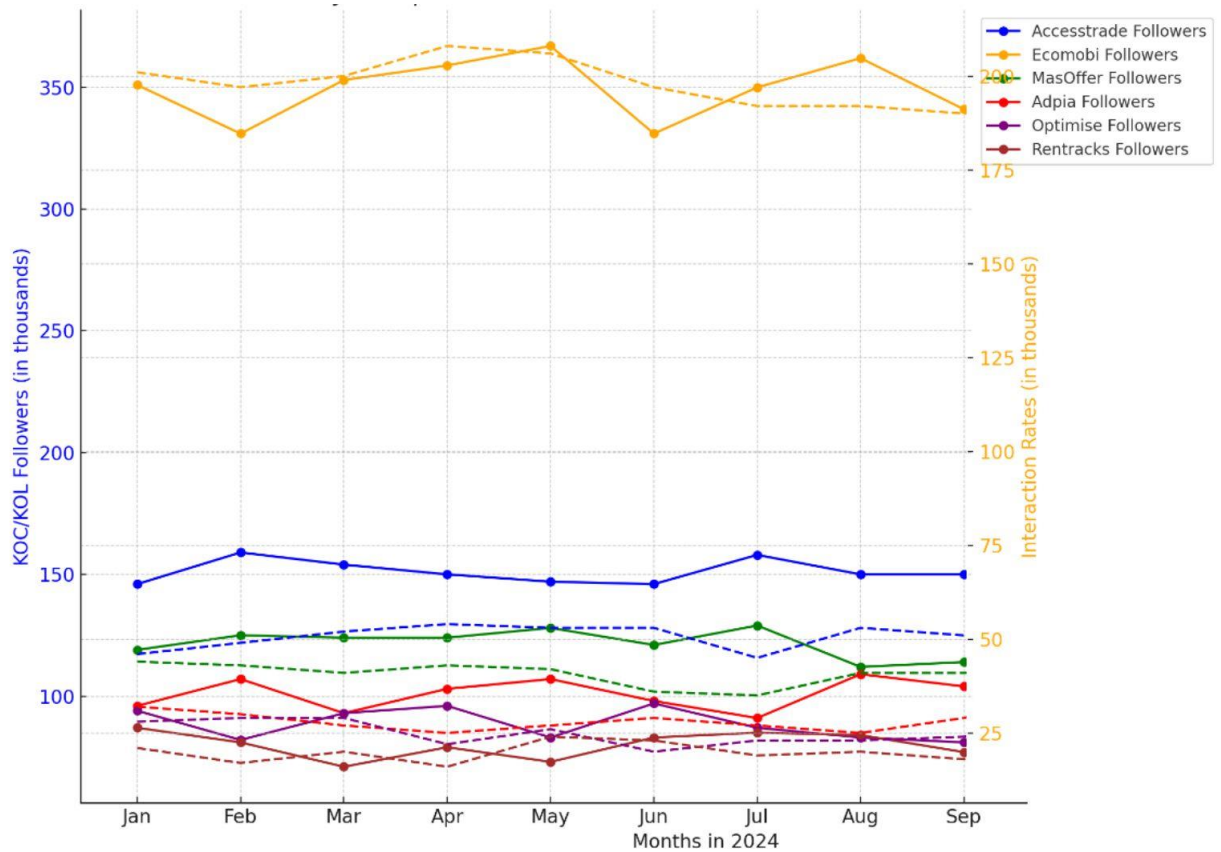
3.2.8.1. Proposed basis



Proposal: Strengthen cooperation with reputable KOC/KOLs to increase consumer trust thereby increasing purchase intent

Reason: Currently, Accesstrade's KOC/KOLs system is quite limited compared to competitors like Ecomobi, especially in terms of quantity and influence. Competitors have built a large network of KOC/KOLs, not only rich in fields but also diverse in customer files, thereby optimizing the ability to reach and influence consumers on many platforms. Meanwhile, Accesstrade's KOC/KOLs have quite a few macro influences and are mainly micro influences. This leads to the campaign being somewhat less competitive in terms of reputation and presence in front of consumers.

Figure 23. KOC/KOLs followers and interaction rates



(Source: Internal documents)

If Accesstrade does not quickly expand and optimize the KOC/KOLS system, it may encounter It is difficult to maintain the attraction and trust of users, especially in today's fiercely competitive environment. Increasing cooperation with reputable KOC/KOLs not only helps to strengthen consumer trust but also creates an advantage in increasing recognition and encouraging shopping behavior, thereby improving the overall effectiveness of the campaign.

3.2.8.1. Cooperation plan

Table 10. Coporation plan

ACTION PLAN	
S – Specific	Create great interest from consumers and publishers. Boost shopping intent, increase revenue for Publishers and commercial partners. Generate great interest from consumers and publishers

M – Measurable	Strengthen cooperation with at least 10 Macro KOC/KOLs, 20 Micro KOC/KOLs in different fields (fashion, beauty, technology, cuisine, etc.) within the next 3 months. Achieve at least 20% growth in consumer engagement over the next quarter Increase revenue by 10% compared to the previous month
A – Achievable	The plan to increase cooperation with KOC/KOLs is considered feasible thanks to the current increase in consumer demand, when consumers increasingly trust KOC/KOLs more than traditional advertising. Besides, Accesstrade is currently a large and reputable platform in the industry. This strong presence helps the company attract many influencers, from KOCs to famous KOLs, making it easier to establish collaborative relationships.
R – Realistic	This plan is consistent with Accesstrade's overall strategic goal of enhancing credibility and presence in the e-commerce market, helping to attract new customers and retain existing customers.
Time-bound	6 months

(Source: Author synthesis)

Table 11. Cooperation orientation

Cooperation orientation	
Object	Macro influencers: Cooperate with famous KOLs in fields suitable to the products/services that Accesstrade is promoting (fashion, technology, beauty, food...).
	Micro influencers: Continue to maintain and expand cooperation with highly engaged KOCs in small niche communities.
Method	Live events: Organize workshops, offline and online events to reach and create relationships with influencers.

Direct contact: Proactively contact influencers on platforms such as Instagram, TikTok, YouTube to invite cooperation.
Referral program: Create a mechanism for influencers to introduce other partners to join the Accesstrade network.

(Source: Author synthesis)

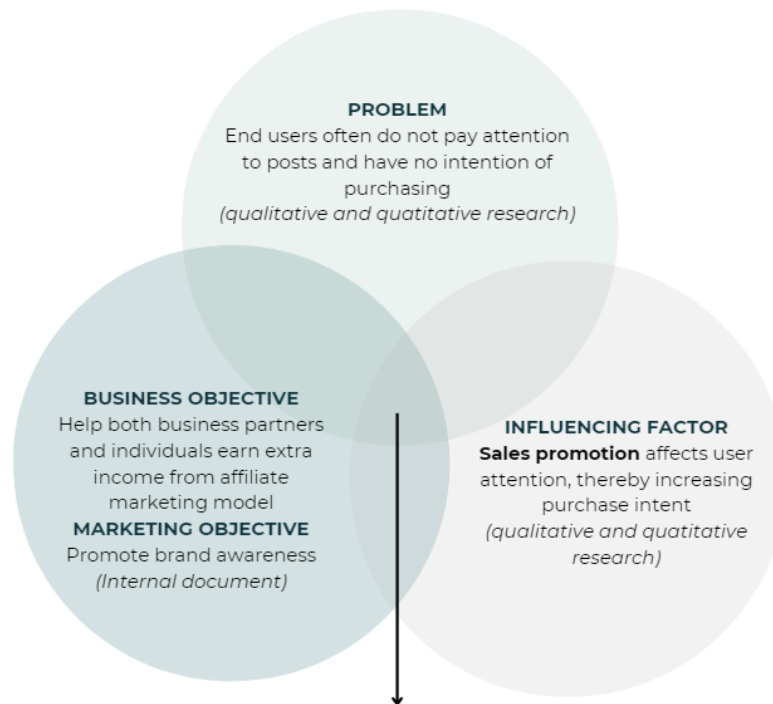
Criteria	Specific goals	Measurement index	Important factor	Specific actions
Number of followers	<ul style="list-style-type: none"> - Minimum: 5,000 followers for KOC - KOCs with a follower count of 5,000 - 50,000 often have genuine interaction and are close to Accesstrade's target market. 	<ul style="list-style-type: none"> - Number of followers on social platforms: Instagram, Facebook, TikTok, YouTube. 	The number of followers is a basic factor in choosing a KOC but is not a deciding factor.	Select KOCs that meet follower requirements to achieve greater reach.
Engagement rate	<ul style="list-style-type: none"> - Minimum interaction rate: 5% - KOCs with an interaction rate of 5% or more often have followers who are really interested in the content they share. 	<ul style="list-style-type: none"> - Number of likes, shares, comments, and positive responses on KOC's posts. 	The engagement rate reflects the actual level of interest from consumers in the KOC's content.	Choose KOCs with higher than average engagement rates to ensure genuine interest.

<p>Publisher's commitment (commitment)</p>	<p>- The most important factor: Publishers commit to only introducing products/services that they truly experience and trust.</p>	<p>- Number of times KOC introduces products they have used.</p>	<p>The strongest factor that makes consumers trust is the Publisher's commitment. (Quantitative research)</p>	<p>Make sure KOCs are provided with products/services to experience firsthand before promoting.</p>
<p>Specialist knowledge</p>	<p>- The second factor affecting trust: KOCs have extensive knowledge about the product or industry they promote.</p>	<p>- KOC's shared content demonstrates professional knowledge about the products and services they promote.</p>	<p>Another factor that makes consumers trust is the Publisher's specialist knowledge. (Quantitative research)</p>	<p>Train KOC about products and industries before participating in promotional campaigns.</p>
<p>Creative and authentic content</p>	<p>- KOC content needs to be based on real-life experiences, creative and personal style.</p>	<p>- Ratings from followers about the usefulness and authenticity of the content.</p>	<p>Highly authentic content helps increase consumer trust ((Qualitative research))</p>	<p>Support KOC to create diverse and creative content suitable for Accesstrade products.</p>

Conversion rate	- KOC conversion target: 10%-15% for campaigns with attractive content.	- Number of clicks on Affiliate links and number of orders made through KOC's channel.	Conversion rate represents the level of success in generating revenue through KOC channels.	Monitor and evaluate conversion rates to optimize KOC partnership strategy.
Participation in the campaign	- Achieve minimum participation from 50% of KOCs in the cooperation list participating in monthly campaigns.	- Number of KOC participating in each campaign, their commitment to the long-term campaign.	Increased KOC involvement in campaigns will increase brand continuity and recognition.	Develop a plan to encourage and support KOCs to participate in regular campaigns.

3.2.9. Design Accesstrade's own promotion program

3.2.9.1. Proposed basis



Proposal: Designing Accesstrade's own attractive promotions creates great interest from consumers and publishers. Boost purchase intent, increase revenue for Publishers and commercial partners. Generate great interest from consumers and publishers

Reason: Currently, Accesstrade is facing the challenge of attracting consumers to its promotions, which suggests there is a large gap in the market that we can exploit. By creating an exclusive sale day, Accesstrade creates customer attention, strengthens brand reputation with attractive and exclusive offers.

Overview plan:

The proposal to choose the first Monday of the month as an exclusive sale day brings many strategic advantages to Accesstrade. This is the ideal time to create strong attraction from consumers to deal with exclusive offers from ADV spanning the entire industry.

With careful preparation in advance, optimize attractive deals, hitting the needs and the golden time when consumers are ready to spend after the salary period. These incentives help increase conversion rates, create a wave of recurring purchases at the beginning of each month, helping Accesstrade build a strong brand in the hearts of End users. Through this exclusive sale day, Accesstrade enhances interaction with consumers and creates great motivation for Publishers to participate, maximizing profits and business efficiency.

3.2.9.1. Action plan

Table 12. Action plan Accesstrade's own promotion program

ACTION PLAN	
S – Specific	Create great interest from consumers and publishers. Boost purchase intent, increase revenue for Publishers and business partners. Generate great interest from consumers and publishers
M – Measurable	<ul style="list-style-type: none"> • Revenue growth: 20% increase in revenue • Growth in number of transactions: achieved a 25% increase in number of transactions • New customer conversion rate: 15% increase in the number of new customers shopping on sale day

A – Achievable	<p>In the current market, third parties like Accesstrade do not have separate discount programs, which creates an opportunity for Accesstrade to lead the trend and attract consumer attention. Second, the program will integrate multiple categories, allowing customers to receive many benefits when shopping, thereby encouraging them to spend more. Despite challenges in negotiating with Advertisers (ADV), the plan to organize an exclusive sale day on the first Monday of the month still remains highly feasible. Accesstrade can leverage existing relationships with ADVs to build trust and persuade them to participate in promotions. Furthermore, the multi-industry integration in the program will provide ADV with the opportunity to reach more customers, thereby increasing profits.</p>
R – Realistic	<p>Currently, consumers are not really attracted to Accesstrade's promotions, which shows that the demand for exclusive and attractive offers is huge. Setting up a separate sale day will help create attention and attract consumers, encouraging them to participate in shopping. In addition, the integration of multiple product lines in the program will provide customers with many choices, thereby better meeting their diverse needs. From this program, Accesstrade can bring benefits to both corporate and individual partners in accordance with the business objective.</p>
Time-bound	First Monday of every month

(Source: Author synthesis)

“Accesstrade: Mở màn tháng mới, deal ngon phoi phoi”	
Promotion form	Detail
Discount vouchers	<p>Detailed description: Customers will receive attractive discounts from many different industries, from fashion, electronics, to household products, aviation, room booking,...</p> <p>Scope of application: Nationwide</p> <p>Application period: On the first Monday of every month, exclusive sales throughout the day.</p> <p>Voucher details:</p> <ul style="list-style-type: none"> ● 10% discount for orders over 200K, maximum discount of 50K ● 15% discount for orders over 800k, maximum discount 300k ● 20% discount for orders over 2M, maximum discount 500K ● Free shipping on all orders during the exclusive sale day. ● Offer valid for 24 hours only. <p>How to participate: Consumers just need to visit Accesstrade's site or partner sites participating in the program to search and shop for exclusive discount deals.</p>
New customer incentives	<p>Detailed description: Exclusively for new or first-time registered customers from many different industries, from fashion, electronics, to household products, aviation, room booking,.....</p> <p>Scope of application: Nationwide</p> <p>Application period: Exclusive sale day, first Monday of the month.</p> <p>Offer details:</p> <ul style="list-style-type: none"> ● Extra 20% off for first order, maximum discount 100K ● Free shipping for the first order on sale day. <p>How to participate: New customers need to create an Accesstrade account and use promo code "NEWUSER20" at checkout to receive the discount.</p>
Discount combos	<p>Detailed description: Customers can buy product combos at more preferential prices when purchasing together from many different industries, from fashion, electronics, to household products, aviation, room reservations,...</p> <p>Scope of application: Nationwide</p> <p>Application period: On exclusive sale day, first Monday of every month.</p>

Combo details:

- Technology combo: 30% off when buying phones and accessories together.
- Household combo: Buy any 3 household products and get an additional 10% off.
- Air ticket + room booking combo: Up to 50% discount when buying air tickets and booking at the same time.
- Sports combo: 25% off when purchasing clothes and sports equipment (shoes, backpacks, accessories) at the same time.
- Mother and baby combo: 20% off when buying milk, diapers, and baby care products in one order.
- Beauty combo: 30% off when purchasing a set of skin care products and makeup products.
- Combo of books and stationery: Buy any 2 books get 15% off, buy together stationery get an additional 5% off.
- Food and drink combo: 35% off when purchasing a combo of functional foods + nutritional drinks (vitamins, collagen, protein).
- Travel and entertainment combo: 40% off when purchasing amusement park tickets with meal vouchers at tourist destinations.

How to participate: Consumers choose available combos on Accesstrade's partner website and enjoy discounts.

Combo offers are updated regularly and are available for a limited time only.

Promotion	Quantity
10% discount for orders over 200K, maximum discount of 50K	1000000
15% discount for orders over 800k, maximum discount 300k	1000
20% discount for orders over 2M, maximum discount 500K	500
Extra 20% off for first order, maximum discount 100K	4000
Technology combo: 30% off when buying phones and accessories together.	1000
Household combo: Buy any 3 household products and get an additional 10% off.	1000
Air ticket + room booking combo: Up to 50% discount when buying air tickets and booking at the same time.	1000

Sports combo: 25% off when purchasing clothes and sports equipment (shoes, backpacks, accessories) at the same time.	1000
Mother and baby combo: 20% off when buying milk, diapers, and baby care products in one order.	1000
Beauty combo: 30% off when purchasing a set of skin care products and makeup products.	1000
Combo of books and stationery: Buy any 2 books get 15% off, buy together stationery get an additional 5% off.	1000
Food and drink combo: 35% off when purchasing a combo of functional foods + nutritional drinks (vitamins, collagen, protein).	1000
Travel and entertainment combo: 40% off when purchasing amusement park tickets with meal vouchers at tourist destinations.	1000

Table 13. Media plan

MEDIA PLAN	
Digital and social media: Content will be promoted in two main forms	
Content Official (owned media channels of Accesstrade):	Official fanpage of Accesstrade Vietnam
	Website Accesstrade
	Youtube Accesstrade
Content Booking:	E-commerce Fanpages: Smart Shopping, Hot Deals Today, Discount Channels...
	KOLs: Online shopping experts, Bloggers about technology, home appliances, beauty.
	Newspaper sites: Zing News, Kenh14, Cafebiz,...
	Forums and groups on Facebook such as: Mother and Baby, Technology Lover, Deal Hunting Online...

TYPE	CONTENT	CHANNEL	TIMELINE							
			1 week before	1st day of every month	2nd day of every month	3rd day of every month	4th day of every month	5th of every month	6th of every month	7th of every month
Content Official	Call on Publishers and Influencers to participate in introducing incentives and sharing hot deals from the program.	ALL OWN MEDIA CHANNEL								
	Announcement about the program "Opening the new month, delicious deals are flying!"	ALL OWN MEDIA CHANNEL								
Booking	Post content calling for shopping and sharing outstanding deals	Fanpage and Facebook of KOC/KOLs								
ADS	Run program advertisements	Facebook Ads, Google Ads, Youtube								
PR ARTICLES	Reviews of offers, consumer shopping experiences, updates on featured combos and information about monthly programs.	Zing News, Kenh14, Cafebiz,...								

(Source: Author synthesis)

3.3. Budget

Table 14. Budget

BUDGET	
Activities	Cost
Review and update training materials	2,450,000 VND
Online training	350,000 VND

<i>Classroom training</i>	400,000 VND
<i>Practical practice</i>	420,000 VND
Allocate resources and materials	3,550,000 VND
Internal technology training	61,200,000 VND
Training internal business thinking	53,350,000 VND
Training external partners	34,000,000 VND
Organize and participate in related conferences	40,950,000 VND
Provide testing related to training	2,740,000 VND
Monitor LMS/CRM/DAP user engagement metrics to identify any weaknesses in the training program for future improvement	5,500,000 VND
Provide ongoing support	2,800,000 VND
Integrate and install project management tools (Asana, Trello, Jira)	7,148,419 VND
Test your process and flexible attribution tools with 1 or 2 small campaigns to evaluate effectiveness and make adjustments	43,000,000 VND
Adjust allocations based on actual monitoring through management tasks	6,580,000 VND
Apply the same process to all campaigns	7,689,000 VND
Continuously adjust and optimize staffing allocations based on feedback from departments and real-world data	2,250,000 VND
Project planning: Identify specific goals for API integration with Microsoft Teams	15,000,000 VND
Analysis of communication tools: Assess the feasibility of Microsoft Teams and other communication tools.	12,000,000 VND
Design an integration process: Develop an integration process map	37,640,000 VND

between API and Microsoft Teams.	
API Documentation: Prepare detailed documentation for the API including tutorials and examples.	3,425,000 VND
Develop integration code: start developing integration code between API and Microsoft Teams	39,466,000 VND
Test: Test the functionality of the API and its interoperability with Microsoft Teams	7,800,000 VND
Error: Handle problems that arise during testing.	43,000,000 VND
Code optimization: Improve code performance and integration processes.	8,250,000 VND
Employee training: Organize training sessions for employees on how to use APIs and Microsoft Teams.	15,750,000 VND
Deploy the solution: Put the solution into action.	39,600,000 VND
Adjust and improve: Based on feedback and evaluation, make necessary adjustments to improve the process	28,000,000 VND
Collect information from sources such as industry reports, interviews with current publishers	6,300,000 VND
Synthesize and analyze data collected from the survey	8,000,000 VND
Generate weekly commission reports	6,100,000 VND
Set up a late payment notification system	9,000,000 VND
Draft document notifying Publisher about changes to commission and recognition process	2,215,000 VND
Organize online seminars explaining details and answering questions from Publisher	6,500,000 VND

Research and analyze competitors' current reward rules	2,500,000 VND
Design proposed reward rules, including eligibility criteria and reward request process.	5,600,000 VND
Build a management system to track and calculate pub rewards based on the new rules.	23,000,000 VND
Test the system with a small group of publishers to gather feedback	1,500,000 VND
Organize an online training session for pubs about the new rules and how to receive rewards.	15,000,000 VND
Develop new forms of rewards like pub-exclusive vouchers and free courses.	42,000,000 VND
Develop specific recommendations for features that need improvement	3,900,000 VND
Develop a detailed plan to upgrade the order recording system and reconciliation process	25,300,000 VND
Start developing and upgrading the order recording system	20,000,000 VND
Synchronize data with other advertising platforms such as Google Ads, Facebook Ads	2,575,000 VND
Test the new system in an internal test environment	13,700,000 VND
Innovative system integration with the official Accesstrade platform	18,000,000 VND
Test the system on a number of major publishers to ensure stability and accuracy	6,000,000 VND
Training technical and customer support teams	19,500,000 VND
Create guidance on the new system and reconciliation process, making it easy for Publishers to access	5,000,000 VND
Continue to adjust and optimize based on real-time feedback from	10,500,000 VND

the Publisher. Provides summary reports and assessments on error reduction, reconciliation processing time, and Publisher satisfaction	
Release some videos with simple scripts	70,000,000 VND
Convert some of your best performing articles into videos	38,000,000 VND
Produce more professional videos	30,000,000 VND
Talent is demonstrated in 30% of published videos	158,000,000 VND
Products appear in 10% of published videos	140,000,000 VND
Try simple live sessions	15,000,000 VND
Create professional live shows	60,000,000 VND
Integration with Tiktok Shop & Brands	25,000,000 VND
	1,312,498,419 VND

3.4. Evaluation

The first solution to improve efficiency and feasibility in training Accesstrade's Project Manager (PM) and Analyst (BA) team is considered an important strategic step. Currently, the lack of technical knowledge is a major barrier to effective cooperation between Accesstrade and its partners. This leads to the system integration process often being derailed from the beginning, taking a lot of time and negatively affecting campaign effectiveness. Organizing in-depth technology training courses will help PM and BA teams grasp system integration tools and processes more accurately and synchronously. At the same time, it is also necessary for Advertisers (ADVs) to cultivate knowledge about business thinking and the specifics of each industry. This helps Accesstrade make appropriate strategic proposals, optimizes the allocation of marketing tools and channels according to the specifics of each industry, thereby increasing campaign effectiveness and customer satisfaction partner enterprise. The feasibility of this solution is high, because Accesstrade can deploy internal training programs or cooperate with industry experts to improve human resource capacity.

Next, changing the way personnel are allocated in major campaigns is proposed to solve the problem of shortage of specialized personnel for key campaigns. Currently, Accesstrade often allocates fixed personnel to each campaign, including 1 DEV employee, 1 Marketing employee, 1 OPT, 1 Policy,... This model is suitable for small campaigns, but when facing large campaigns that require quick and in-depth processing, this model proves to be inflexible. The new proposal focuses on applying a flexible personnel allocation process, adjusting resources according to each important stage of the campaign. This not only helps increase the efficiency of handling arising issues, but also ensures that the campaign is always supported by experts with the right experience and skills. Using modern project management tools like Asana, Trello or Jira will help Accesstrade optimally track and adjust resource allocation in real time. This solution is highly feasible, because project management tools have been widely applied in many businesses and are effective in monitoring and optimizing resources.

The third solution focuses on converting the method of exchanging information with business partners via API protocol, instead of using traditional means such as Zalo, Skype, Email,... These tools do not ensure continuity and the ability to track data when the volume of information exchange is large and requires high interaction. Switching to modern communication platforms such as Microsoft Teams, Slack, along with API integration will significantly improve the speed of information exchange and ensure data synchronization and accuracy between parties. Besides, API also supports automating processes, minimizing errors due to human factors and optimizing work performance. This is a strategic move that helps Accesstrade quickly adapt to market requirements, especially when competitors are gradually switching to modern communication platforms. The feasibility of this solution is very high, as API implementation and use of modern collaboration tools have become popular among businesses and are proven to bring remarkable efficiency.

Another solution related to improving commission and payment policies to increase Publisher's motivation to participate also needs to be focused. Currently, the commissions of some campaigns at Accesstrade are quite low compared to competitors such as MasOffer, Adpia, Optimise,...., along with the commission recognition and payment policy is still quite

complicated. Many publishers have reported that payment times are not as announced, causing a lack of transparency and reducing motivation to participate. To solve this problem, Accesstrade needs to conduct a survey and adjust commission policies for key campaigns, while simplifying the payment process and ensuring accurate payment times. Improving the intuitive, easy-to-use commission recognition and reporting system is also an important factor to help Publishers track their performance in a more timely and transparent manner. This solution not only helps increase Publisher trust but also helps Accesstrade compete better with competitors in the industry.

Finally, strengthening the order tracking system and improving reconciliation processes is also an important recommendation. Currently, many Publishers have encountered a situation where Accesstrade's system does not record accurately or lacks orders, especially when they use advertising tools such as Google Ads, Facebook Ads. This causes a loss of trust and makes it difficult for Publishers to calculate commissions, reducing the incentive to participate in campaigns. Accesstrade needs to upgrade its real-time order tracking system, ensuring all transactions are recorded accurately and promptly. This will help Publishers easily track and audit their performance, while also increasing system transparency. This solution is completely feasible because the application of real-time tracking and reporting technology has been successfully deployed by many large platforms, bringing a better experience to users.

CONCLUSION

The topic "Proposal to Enhance the Effectiveness of Accesstrade Campaigns in E-commerce" aims to assess two key objectives: "Evaluating Accesstrade's current performance" and "Identifying factors influencing campaign effectiveness." From this, the author will have both theoretical and practical foundations to propose a plan for improving campaign effectiveness, aligning with Accesstrade's goals and development direction.

To achieve the goal of "Evaluating Accesstrade's current performance," the author conducted desk research to determine the business status of Accesstrade. The research results revealed that Accesstrade's performance had significantly decreased compared to the previous year. Due to this, the author proceeded with both qualitative and quantitative research methods to reassess campaign effectiveness and influencing factors. Through this process, the author gained a deeper understanding of commercial partners, individual partners, and end consumers, providing a comprehensive perspective and overall evaluation of the issues contributing to decreased campaign effectiveness and, consequently, Accesstrade's declining business performance. The findings showed that campaign effectiveness is influenced by different factors depending on the target group.

Interview results with advertisers indicate that an effective campaign is one where Accesstrade's team demonstrates strong thinking skills and industry knowledge, enabling them to propose suitable tools to adapt and penetrate the market. Additionally, campaign success depends on the allocation of personnel and effective communication between advertisers and Accesstrade. Ineffective communication and lack of staffing can waste time and hinder the timely resolution of emerging issues, ultimately affecting the overall campaign effectiveness. Finally, the tracking system is also a crucial factor in the campaign's overall success.

An effective affiliate campaign is one that motivates publishers to participate. Interview results with publishers show that factors such as brand reputation, WOM/eWOM, transparency, commissions, bonuses, and gamification all positively influence publisher participation. Accesstrade should leverage these factors to differentiate itself from competitors in the market, encouraging more publishers to join campaigns and thus increasing overall campaign effectiveness.

Lastly, for end users, an effective affiliate campaign is one that generates purchase intent. Interview results with publishers indicate that factors such as content, channels, sales promotions, and reliability all positively influence purchase intent. Unlike a typical purchase process, an affiliate campaign first needs to capture the attention of the end user, who tends to focus more on benefits than emotions. After being attracted by content and channels, the factors that strongly influence purchase intent are sales promotions and reliability. Therefore, Accesstrade should focus on these factors to increase purchase intent among end users.

In summary, the research closely aligns with the current situation of Accesstrade, combining both theoretical and practical insights. From this, the author proposes a plan to improve campaign effectiveness across three target groups, thereby enhancing business performance and building a stronger brand for the future.

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APPENDIX

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Appendix 1: Internship diary

Time	Scope of work	Results achieved	Lesson learned (knowledge, skills, attitudes)
<i>Week 1 (August 5 - August 9)</i>			
Monday 05/08/2024	<i>Read and sign the internship contract</i> <i>Participate in ONBOARD TRAINING training on Company Overview and company products</i> <i>Participate in training on Insurance, timekeeping and employee benefits</i> <i>Read about the company's information</i> <i>Read the Affiliate documentation</i> <i>Read the provided Publisher documentation</i> <i>- Registration process</i> <i>- Layers of roses</i> <i>- Related terms</i> <i>Receive direct training from Publisher Development Leader</i>	<ul style="list-style-type: none"> - Completed signing the internship contract at the company. - Complete basic procedures to start working at the company. - Understand clearly the mission and goals the company is aiming for. - Have an overview of the fields in which the company is doing business. - Understand the registration process and Publisher-related issues such as: recognition policy, cancellation policy, commissions, how to calculate campaign commissions - Understand the forms of Affiliate, the types and channels that have the 	<ul style="list-style-type: none"> - Knowledge of contract signing processes and procedures. - Knowledge about the company and the services the company is providing. - Grasp basic knowledge of Affiliate Marketing. - Publisher's link checking skills

		potential to become an Affiliate. How to check Publisher's link. Know the main competitors of Accesstrade	
Tuesday 06/08/2024	<i>Receive training to update social content available for Publishers running campaigns</i> <i>Get trained on how to evaluate the potential of influencers who already have a community of followers</i> <i>Rehearsal for the Social & Affiliate Global Summit 2024 event</i>	- Know how to update social content for Publishers effectively and promptly. - Understand how to search and contact potential Publishers. - Prepare for the company's Social & Affiliate Global Summit 2024 event.	- Practice content management skills and communication skills. - Knowledge of assessing channel potential to do affiliate marketing - Skills to approach Publishers effectively - Practice event running skills
Wednesday 07/08/2024	<i>Get familiar with the system to manage and track publishers.</i> <i>Learn about successful case studies of previous campaigns at Accesstrade.</i>	- Understand the process of working with publishers and know how to apply those steps to real work. - Create initial connections with other departments, especially SA and OPT departments to clearly	- Practice patience and communication skills - Increase the ability to create content for campaigns, being able to effectively catch trends - Learn more about how to operate the Publisher

	<p><i>Assigned the first task: making a list of potential publishers based on the criteria set by the company.</i></p> <p><i>Get familiar with regular reports on campaign results from the Sales Publisher department.</i></p> <p><i>Get training on how to use the Publisher management account</i></p>	<p>understand work coordination.</p> <p>- Complete reading documents and understand the factors to pay attention to when evaluating the effectiveness of a campaign.</p>	<p>account management toolbar</p>
<p>Thursday 08/08/2024</p>	<p><i>Update content available for Publishers to run campaigns</i></p> <p><i>Receive training on how to contact potential publishers</i></p> <p><i>Participate in meetings to evaluate the effectiveness of running campaigns and listen to shares from other members of the Sale Publisher team.</i></p> <p><i>Assigned to do more in-depth research on some potential publishers who made a list yesterday and</i></p>	<p>- Better understand the process of evaluating and optimizing campaigns based on actual results.</p> <p>- Complete information research and prepare for the first approach to potential publishers.</p>	<p>- Learn more about this current trend and create effective content</p> <p>- Complete detailed research on potential publishers and prepare an outreach plan.</p> <p>- Better understand the implementation process from start to effectiveness measurement.</p> <p>- Understand how to coordinate between departments to increase campaign effectiveness.</p>

	<i>prepare an approach plan.</i>		
Friday 09/08/2024	<p><i>Start making contact with some publishers from the potential list, introduce Accesstrade and the benefits of participating in the system.</i></p> <p><i>Monitor and respond to questions from publishers to get used to direct interaction.</i></p> <p><i>Complete the first week's report on the work performed and results achieved</i></p>	<ul style="list-style-type: none"> - Successfully contacted a number of potential publishers - Get used to interacting and answering publishers' questions, improving communication skills in a professional environment - Complete a report recording the work done during the week 	<ul style="list-style-type: none"> - Ability to communicate with potential Pubs and make appropriate suggestions - Communication skills with potential Pubs via social networking channels, email and answering questions from partners. - Time management skills and reporting work results on time.
<i>Week 2 (August 12 - August 16)</i>			
Monday 12/08/2024	<p><i>Update content available for Pub to run campaigns</i></p> <p><i>Continue to contact publishers from the established list, monitor feedback and maintain information exchange</i></p>	<ul style="list-style-type: none"> - Successfully contacted a total of 20 potential publishers for the Lich Viet campaign - Prepare content for Pub Lich Viet to help improve campaign performance. 	<ul style="list-style-type: none"> - Learn how to flexibly adjust content to suit each advertising channel and the characteristics of the target audience. - Deeper understanding of building and maintaining

	<p><i>Read in-depth documents about Advertiser Lich Viet, learn clearly about the product and the goals the campaign targets.</i></p> <p><i>Tasked with finding a Publisher for Lich Viet campaign</i></p>		<p>good relationships with publishers, thereby improving the effectiveness of affiliate marketing campaigns.</p>
<p>Tuesday 13/08/2024</p>	<p><i>Update available content for publishers so they can easily deploy affiliate marketing campaigns, especially the Lich Viet campaign.</i></p> <p><i>Based on feedback from publishers, adjust some elements such as titles and images</i></p> <p><i>Continue to contact publishers from the established list, monitor feedback and maintain information exchange</i></p>	<ul style="list-style-type: none"> - Successfully contacted a total of 20 potential publishers for the Lich Viet campaign - Complete the content for Pub to run the campaign - Prepare content for Pub Lich Viet to help improve campaign performance. 	<ul style="list-style-type: none"> - Master how to create attractive content, suitable for each audience and advertising channel - Understand the importance of listening to feedback from publishers and adjusting content accordingly to achieve better results. - Learn how to build close relationships with publishers through regular communication and quickly responding to questions.

<p>Wednesday 14/08/2024</p>	<p><i>Continue to update available advertising content for publishers participating in campaigns, especially EC and Lich Viet, to ensure the campaign runs smoothly and effectively.</i></p> <p><i>Contact and discuss further with potential publishers for the EC and Lich Viet campaigns, providing detailed information about the campaign and how to participate. At the same time, start managing responses from potential publishers who have been contacted previously.</i></p> <p><i>Participate in a training session on the landing page creation process for publishers and KOCs</i></p>	<ul style="list-style-type: none"> - All content has been adjusted to be more specific according to each publisher's requirements - Receive answers from 5 potential publishers from the previously contacted list - Create a good communication platform with publishers, making it easy to track progress and provide timely support during campaign implementation. 	<ul style="list-style-type: none"> - Practice the ability to write creative, attractive content and convey messages effectively - Get an overview of performance metrics on the Pub management account - Learn how to flexibly adjust content based on actual feedback from publishers, thereby improving the ability to create content suitable for each target audience group. - Develop communication skills, especially in maintaining continuous contact and interaction with publishers, helping to build trust and create long-term cooperative relationships. - Recognize the importance of tracking responses and using them to adjust campaigns to optimize effectiveness.
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<p>Thursday 15/08/2024</p>	<p><i>Update and adjust advertising content available to publishers participating in the campaign, ensuring the content always meets the needs and characteristics of target audiences.</i></p> <p><i>Continue to contact potential publishers for both EC and Lich Viet campaigns, learn more about their needs and desires to propose suitable cooperation options. Manage feedback from previously contacted publishers, maintain information exchange to support them during campaign implementation.</i></p> <p><i>Receive training from the internal team on how to use the publisher account management dashboard</i></p>	<p>- Received positive feedback from 5 publishers among the contacted publishers</p> <p>- Better understand how to track and analyze campaign performance through the dashboard, helping to grasp the effectiveness of each publisher</p>	<p>- Always looking for new ideas to create unique advertising campaigns</p> <p>- Contacting publishers will help you expand your network of relationships in the industry.</p> <p>- Learn how to analyze user journeys to build a logical and effective landing page structure.</p>
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<p>Friday 16/08/2024</p>	<p><i>Update available advertising content for publishers so they can easily deploy campaigns effectively.</i></p> <p><i>Contact new potential publishers for the EC campaign, providing detailed information and instructions on how to participate in the campaign. At the same time, continue to look for suitable publishers for the Lich Viet campaign.</i></p>	<p>- Successfully contacted 37 new publishers for the EC and Lich Viet campaigns, significantly expanding the list of potential partners. Among these, 3 publishers have expressed interest and want to discuss further details of cooperation.</p> <p>- Learned to use dashboards to track data related to publishers' performance. In particular, learn how to review important indicators such as click-through rate (CTR), conversion rate and revenue to evaluate the effectiveness of each campaign.</p>	<p>- Gain a better understanding of advertising types, publishers' working models, as well as current advertising market trends.</p> <p>- Know how to find information about potential publishers, compare and evaluate them</p> <p>- Learn how to manage time properly to contact many different publishers.</p> <p>- Learn how to use elements such as titles, images, product descriptions, call to action buttons... to create a complete landing page.</p>
<p>Week 3 (August 19 - August 23)</p>			
<p>19/8</p>	<p><i>Update content available for Pub</i></p> <p><i>Contact potential Pubs for EC campaign</i></p> <p><i>Answer questions from contacted Pubs</i></p>	<p>- Completed contact with potential publishers for the EC campaign, sent detailed cooperation invitations to 40 publishers.</p>	<p>- Better understand the target audience of the campaign, thereby adjusting the content to suit their interests and behaviors.</p>

	<p><i>Push back Pubs for Lich Viet's campaign</i></p> <p><i>Participated in a team meeting for a deal meeting off August 15 with the company Pub</i></p>	<ul style="list-style-type: none"> - Respond quickly and answer questions from 5 publishers, helping them gain more confidence in cooperation and campaign implementation. - The team meeting helps to better understand the strategy and goals in the off meeting, creating a foundation to be able to successfully deal with publishers. 	<ul style="list-style-type: none"> - Develop skills in handling situations when encountering questions from publishers, helping to build trust and maintain good cooperative relationships. - Enhance teamwork ability in preparing and participating in strategic meetings, to achieve common company goals.
20/8	<i>OFF went to school to meet the teachers</i>		
21/8	<ul style="list-style-type: none"> - <i>Update advertising content for publishers running campaigns.</i> - <i>Continue to contact potential publishers for the EC campaign.</i> - <i>Answer questions from contacted publishers.</i> - <i>Successfully negotiated with KOC and the publishers contacted again.</i> - <i>Create accounts for KOC and newly cooperated publishers.</i> 	<ul style="list-style-type: none"> - Successfully contacted 1 KOC and 1 publisher, both of whom agreed to participate in the campaign, helping to expand the influence of the EC campaign and increase opportunities to reach customers. - Complete the account creation process for new partners, ensuring they can start running campaigns smoothly. 	<ul style="list-style-type: none"> - Negotiation skills and handling feedback from publishers have improved significantly, helping to build trust and reach agreements quickly. - Learn how to create attractive landing pages, thereby optimizing campaign effectiveness, increasing conversion rates from new KOCs and publishers. - Deeper understanding of the partner management

	<ul style="list-style-type: none"> - <i>Create a landing page for the new KOC deal</i> - <i>Check the running efficiency of Pubs on the HQ2 system</i> 	<ul style="list-style-type: none"> - Create effective landing pages for new KOCs 	<ul style="list-style-type: none"> process from account creation, tracking, to campaign deployment.
22/8	<ul style="list-style-type: none"> - <i>Update available content for publishers running campaigns.</i> - <i>Continue contact with potential publishers for the EC campaign.</i> - <i>Respond to inquiries from contacted publishers.</i> - <i>Promote the Vietnamese Calendar campaign to other publishers.</i> 	<ul style="list-style-type: none"> - Contacted 10 more potential publishers for the EC and Lich Viet campaigns, expanding the scope of cooperation and attracting more interested partners. - Respond quickly and effectively to inquiries from contacted publishers, helping to maintain sustainable cooperative relationships. 	<ul style="list-style-type: none"> - Develop skills in handling situations when encountering questions from publishers, helping to build trust and maintain good cooperative relationships. - Enhance teamwork ability in preparing and participating in strategic meetings, to achieve common company goals.
23/8	<ul style="list-style-type: none"> - <i>Update content for EC and Shopback campaign publishers.</i> - <i>Continue to contact potential publishers for the EC campaign.</i> - <i>Answer questions from contacted publishers.</i> 	<ul style="list-style-type: none"> - Successfully contacted 40 potential publishers, including 1 KOC who agreed to participate in the campaign. This helps increase partners for the EC campaign and improve 	<ul style="list-style-type: none"> - Skills in contacting and persuading partners are increasingly improved, especially in successfully dealing with potential KOCs. - Better understand how to operate and optimize

	<ul style="list-style-type: none"> - <i>Update promotion programs for brands running on Shopback.</i> 	<p>the ability to reach target customers.</p> <ul style="list-style-type: none"> - Update promotion programs for brands on Shopback effectively, helping publishers understand information and deploy campaigns promptly. - Respond to inquiries quickly, create trust from publishers and maintain a sustainable cooperative relationship. 	<p>advertising campaigns on platforms like Shopback.</p> <ul style="list-style-type: none"> - Develop communication and problem-solving skills, ensuring publishers always receive the best support during the cooperation process.
Week 4 (August 26 - August 30)			
26/8	<ul style="list-style-type: none"> - <i>Continue updating campaign content for publishers, ensuring they have all the necessary information to deploy the campaign effectively.</i> - <i>Contact potential publishers for EC and Lich Viet campaigns.</i> - <i>Respond to feedback from previously contacted publishers</i> 	<ul style="list-style-type: none"> - Successfully contacted 66 potential publishers, including 1 KOC who agreed to participate in the campaign. This helps increase partners for the EC campaign and improve the ability to reach target customers. 	<ul style="list-style-type: none"> - Develop skills in handling situations when encountering questions from publishers, helping to build trust and maintain good cooperative relationships.

27/8	<ul style="list-style-type: none"> - <i>Update promotion programs for publishers running campaigns.</i> - <i>Continue to contact potential publishers for the EC campaign.</i> - <i>Analyze data from EC and Lich Viet campaigns on the dashboard, tracking the results and effectiveness of each publisher.</i> - <i>Continue updating content and promotion programs for publishers running campaigns.</i> - <i>Continue to contact potential publishers for campaigns.</i> 	<ul style="list-style-type: none"> - Analyzed detailed data from the dashboard, identified publishers that are performing well and need further optimization. - Strengthen relationships with 4 new potential publishers for the Lich Viet campaign. 	<ul style="list-style-type: none"> - Learn how to build and manage effective promotion programs, ensuring attractiveness for participating publishers. - Enhance the ability to analyze data and adjust campaigns based on actual effectiveness. - Learn how to approach and maintain relationships with potential publishers to expand the scope of the campaign.
28/8	<ul style="list-style-type: none"> - <i>Update promotion programs for publishers running campaigns.</i> - <i>Continue to contact potential publishers for the EC campaign.</i> - <i>Analyze data from EC and Lich Viet campaigns on the dashboard, tracking the results and</i> 	<ul style="list-style-type: none"> - Completed contact with 73 new potential publishers for the EC campaign - Compiled promotion programs for the Vietnamese Lich Viet campaign, attracting more attention from publishers. 	<ul style="list-style-type: none"> - Enhance the ability to analyze data and adjust campaigns based on actual effectiveness. - Learn how to approach and maintain relationships with potential publishers to expand the scope of the campaign.

	<p><i>effectiveness of each publisher.</i></p> <ul style="list-style-type: none"> - <i>Continue updating content and promotion programs for publishers running campaigns.</i> - <i>Answer Pub's questions and problems when running the campaign</i> 	<ul style="list-style-type: none"> - Data analysis helps identify effective publishers 	
29/8	<ul style="list-style-type: none"> - <i>Continue updating campaign content for publishers, ensuring they have all the necessary information to deploy the campaign effectively.</i> - <i>Contact potential publishers for EC and Lich Viet campaigns.</i> - <i>Analyze data from EC and Lich Viet campaigns on the dashboard, tracking the results and effectiveness of each publisher.</i> - <i>Answer Pub's questions and problems when running the campaign</i> 	<ul style="list-style-type: none"> - Complete content updates for publishers, helping them be ready to effectively deploy EC campaigns. - Successfully contacted 70 potential publishers for the Lich Viet campaign - Check analysis results from the dashboard to monitor effectiveness and quickly contact publishers to help improve campaign effectiveness. 	<ul style="list-style-type: none"> - Improve content optimization skills and how to communicate important information to publishers, ensuring the campaign runs smoothly. - Develop the ability to analyze data and adjust plans based on actual results from campaigns.

30/8	<ul style="list-style-type: none"> - Continue updating campaign content for publishers, ensuring they have all the necessary information to deploy the campaign effectively. - Contact potential publishers for EC and Lich Viet campaigns. - Plan to adjust content and strategy for the next week based on feedback and results obtained. - Contact publishers who have not responded to promote cooperation. 	<ul style="list-style-type: none"> - Successfully contacted 48 potential publishers for the EC campaign and 35 publishers for the Lich Viet campaign - Complete the content adjustment plan for the next week 	<ul style="list-style-type: none"> - Develop planning skills and adjust strategies based on actual results, ensuring continuously improved campaign effectiveness. - Improve the ability to communicate and maintain relationships with publishers, ensuring long-term and effective cooperation.
Week 5 (September 2 - September 6)			
2/9	2/9 holiday		
3/9			
4/9	<ul style="list-style-type: none"> - Continue updating campaign content for publishers, ensuring they have all the necessary information to deploy the campaign. - Respond and resolve publishers' issues when 	<ul style="list-style-type: none"> - Successfully checked and processed the registration form of 4 publishers, promptly sent the Vinfast Ebike campaign code to partners. - Grasp more knowledge about e-commerce through CEO Talk, 	<ul style="list-style-type: none"> - Develop form testing skills and manage the process of sending code to publishers quickly and effectively. - Learn from experts through CEO Talk, helping to improve

	<p><i>implementing the campaign.</i></p> <ul style="list-style-type: none"> - <i>Check publishers' Vinfast Ebike campaign registration form and send them the code.</i> - <i>Participate in CEO Talk 1: Share about EcomBoost, learn development strategies from e-commerce industry CEOs.</i> 	<p>helping to orient work in the next campaigns.</p>	<p>visibility into e-commerce campaigns.</p>
5/9	<ul style="list-style-type: none"> - <i>Continue updating campaign content for publishers, ensuring they have all the necessary information.</i> - <i>Respond and resolve publishers' issues when implementing the campaign.</i> - <i>Participate in the training session on analyzing the results of EC campaigns through Quitinsights, focusing on evaluating effectiveness and optimizing campaigns.</i> 	<ul style="list-style-type: none"> - <i>Better understand how to use Quitinsights to analyze campaign data, thereby drawing out factors that need improvement.</i> - <i>Resolved 3 issues of publishers when running campaigns, ensuring campaigns run smoothly.</i> 	<ul style="list-style-type: none"> - <i>Improve campaign data analysis skills, helping to optimize working methods and maximize results for publishers.</i> - <i>Learn how to handle arising situations quickly and professionally.</i>

6/9	<ul style="list-style-type: none"> - Continue updating campaign content for publishers, ensuring they have full information. - Respond and resolve publishers' issues when implementing the campaign. - Adjust EC campaigns based on data from Quitinsights and feedback from publishers. 	<ul style="list-style-type: none"> - Completed content and strategy adjustments for 2 EC campaigns, helping to increase effectiveness in reaching customers. - Successfully handled 2 support requests from publishers, ensuring their campaigns were not interrupted. 	<ul style="list-style-type: none"> - Improve the ability to analyze data and adjust campaigns quickly, based on information obtained from Quitinsights. - Develop publishers' support skills, ensuring they receive timely and accurate help
Week 6 (September 9 - September 13)			
9/9	<ul style="list-style-type: none"> - Check the performance of EC campaigns on QuitInsight - Continue updating campaign content for publishers, ensuring they have full information. - Respond and resolve publishers' issues when implementing the campaign. - Adjust EC campaigns based on data from Quitinsights and feedback from publishers. 	<ul style="list-style-type: none"> - Understanding the KPIs being used helps make more accurate judgments about results - There is a comparison and evaluation of the improvement or decline in campaign performance. - Find the causes of good or bad results, identify opportunities to optimize the campaign. - Identify the highest and lowest performing keywords, ad groups, or campaigns and 	<ul style="list-style-type: none"> - Can compare the effectiveness of different advertising channels (Google Ads, Facebook Ads,...) - Based on the evaluation results, adjust marketing strategies, focusing on what is working well and eliminating Get rid of what doesn't work. - Find out why customers don't complete the purchase process and offer solutions such as product page optimization

		recommend changes to keywords, ad groups, or budgets to improve performance	
10/9	<ul style="list-style-type: none"> - Continue updating campaign content for publishers, ensuring they have full information. - Respond and resolve publishers' issues when implementing the campaign. - Adjust EC campaigns based on data from Quitinsights and feedback from publishers. 	<ul style="list-style-type: none"> - Completed content adjustments for 2 EC campaigns, helping to increase effectiveness in reaching customers. - Successfully handled 2 support requests from publishers, ensuring their campaigns were not interrupted. 	<ul style="list-style-type: none"> - Improve campaign data analysis skills, helping to optimize working methods and maximize results for publishers. - Learn how to handle arising situations quickly and professionally.
11/9	<ul style="list-style-type: none"> - Training how to build relationships with customers - Continue updating campaign content for publishers, ensuring they have full information. - Respond and resolve publishers' issues when 	<ul style="list-style-type: none"> - Understanding customer needs and resolving problems quickly and effectively will help minimize complaint situations and contribute to enhancing the image of the business. -Analyzing customer feedback helps discover 	<ul style="list-style-type: none"> - Deep understanding of customer needs, wants, preferences and behavior - Build the ability to observe and divide customers into different groups to be able to come up with appropriate strategies

	<p><i>implementing the campaign.</i></p> <p>- <i>Adjust EC campaigns based on data from Quitinsights and feedback from publishers.</i></p>	<p>weaknesses in work processes and thereby provide improved solutions</p>	<p>- Flexible in problem solving, finding solutions to customer problems quickly and effectively</p>
12/9	<p>- <i>Training on operational flow and digital growth for KOC Ambassador</i></p> <p>- <i>Continue updating campaign content for publishers, ensuring they have full information.</i></p> <p>- <i>Respond and resolve publishers' issues when implementing the campaign.</i></p> <p>- <i>Adjust EC campaigns based on data from Quitinsights and feedback from publishers.</i></p>	<p>- Take advantage of analytics tools to measure the effectiveness of posts, thereby adjusting strategies accordingly</p> <p>- Plan detailed content, including topics, format, posting frequency, to ensure content is posted regularly and consistently.</p>	<p>- Grasp the criteria of coverage, interaction, personality and personal values</p> <p>- Know how to maintain regular contact to better understand KOC's needs and desires</p> <p>- Understand how to combine creative content, outreach strategies and support tools</p>
13/9	<p>- <i>Continue updating campaign content for publishers, ensuring they have full information.</i></p> <p>- <i>Respond and resolve publishers' issues when implementing the campaign.</i></p>	<p>- Complete content updates for publishers, helping them be ready to effectively deploy EC campaigns.</p> <p>- Successfully contacted 20 Publishers</p>	<p>- Learn the ability to analyze problems, find causes and provide quick and effective solutions</p> <p>- Proactively seek information, build clear work processes, save</p>

	<ul style="list-style-type: none"> - Check the Dashboard of Top Publishers, contact support when Publishers have problems 	<ul style="list-style-type: none"> - Check analysis results from the dashboard to monitor effectiveness and quickly contact publishers to help improve campaign effectiveness. 	<ul style="list-style-type: none"> - time, increase productivity. - Grasp the actual situation of the campaign, detect potential problems early
Week 7 (September 16 - September 20)			
16/9	<ul style="list-style-type: none"> - Meeting for sales plan of Ecom boost project - Report data to Be, MB bank, Zalopay - Continue updating campaign content for publishers, ensuring they have full information. - Respond and resolve publishers' issues when implementing the campaign. - Adjust EC campaigns based on data from Quitinsights and feedback from publishers. 	<ul style="list-style-type: none"> - Adjust plans to achieve better efficiency, know how to focus resources on key channels to achieve good results - Identify clear plans and goals to link with brands 	<ul style="list-style-type: none"> - Understand customer needs, what demograph characteristics and behaviors they have to develop new products/services - Identify potential partners to expand the market
17/9	<ul style="list-style-type: none"> - Learned how to find Publishers for the Ecomboost project - Continue updating campaign content for 	<ul style="list-style-type: none"> - Know publisher search channels from Social Networks, forums, Influencer Marketing platforms 	<ul style="list-style-type: none"> - Update trends when the advertising market changes - Know the platforms to reach publishers through

	<p><i>publishers, ensuring they have full information.</i></p> <ul style="list-style-type: none"> - <i>Respond and resolve publishers' issues when implementing the campaign.</i> - <i>Adjust EC campaigns based on data from Quitinsights and feedback from publishers.</i> 	<ul style="list-style-type: none"> - Access to a number of potential Pubs that are on the way to increasing their influence - Successfully deal with Pubs through understanding the pub's psychology and needs 	<p>advertising networks such as facebook, tiktok, instagram, contact potential publishers directly</p> <ul style="list-style-type: none"> - Know how to exploit needs and offer benefits that meet Pub's current desires
18/9	<ul style="list-style-type: none"> - <i>Start looking for Publishers for the Ecomboost project</i> - <i>Continue updating campaign content for publishers, ensuring they have full information.</i> - <i>Respond and resolve publishers' issues when implementing the campaign.</i> - <i>Adjust EC campaigns based on data from Quitinsights and feedback from publishers.</i> 	<ul style="list-style-type: none"> - Completed contact with 20 potential Publishers for the Ecomboost project - Update campaign information for current partners - Solve some problems related to system integration that publishers encounter during campaign implementation. 	<ul style="list-style-type: none"> - Providing detailed information and quick support is an important factor to help Publishers feel secure when implementing campaigns. This helps minimize troubleshooting time and avoid errors that arise during system integration. - Data from Quitinsights not only provides a comprehensive view of campaign effectiveness but also helps make specific adjustment decisions to improve suboptimal factors. Using data to make decisions

			instead of emotions helps campaigns achieve better results.
19/9	<ul style="list-style-type: none"> - <i>Start looking for Publishers for the Ecomboost project</i> - <i>Continue updating campaign content for publishers, ensuring they have full information.</i> - <i>Respond and resolve publishers' issues when implementing the campaign.</i> - <i>Adjust EC campaigns based on data from Quitinsights and feedback from publishers.</i> 	<ul style="list-style-type: none"> - Approach 27 new Publishers for the Ecomboost project, expanding the list of potential partners. - Technical support for some Publishers, especially issues related to data analysis and tracking systems. 	<ul style="list-style-type: none"> - Feedback from Publishers is an important source of data to help clearly see problems in the campaign. This allows for changes to be made promptly and closely to the actual needs of each partner. - Communicate regularly and quickly with Publishers to help maintain good relationships and increase efficiency in campaign implementation.

20/9	<ul style="list-style-type: none"> - <i>Start looking for Publishers for the Ecomboost project</i> - <i>Continue updating campaign content for publishers, ensuring they have full information.</i> - <i>Respond and resolve publishers' issues when implementing the campaign.</i> - <i>Adjust EC campaigns based on data from Quitinsights and feedback from publishers.</i> 	<ul style="list-style-type: none"> - Approach 30 new Publishers for the Ecomboost project, expanding the list of potential partners. - Understanding customer needs and resolving problems quickly and effectively will help minimize complaint situations and contribute to enhancing the image of the business. - Analyzing customer feedback helps discover weaknesses in work processes and thereby provide improved solutions 	<ul style="list-style-type: none"> - Improve campaign data analysis skills, helping to optimize working methods and maximize results for publishers. - Learn how to handle arising situations quickly and professionally.
Week 8 (September 23 - September 27)			
23/9	<ul style="list-style-type: none"> - <i>Continue searching for Publishers for the Ecomboost project.</i> - <i>Update campaign content for Publishers.</i> - <i>Answer and resolve Publishers' problems when implementing campaigns.</i> 	<ul style="list-style-type: none"> - Connect 30 new Publishers to the project. - Successfully dealt with 2 KOC Ambassador participants - Make sure Publishers clearly understand the information necessary for implementation. 	<ul style="list-style-type: none"> - Enhance skills in searching and analyzing resources to expand partner network. - The importance of providing clear and timely information to avoid confusion during the campaign.

	<ul style="list-style-type: none"> - <i>Support in organizing communication activities for the Ecomboost project.</i> 	<ul style="list-style-type: none"> - Recognized contributions and ideas for upcoming campaigns. 	<ul style="list-style-type: none"> - Learn how to handle situations and solve problems quickly to maintain good relationships with partners.
24/9	<ul style="list-style-type: none"> - <i>Continue searching for Publishers for the Ecomboost project.</i> - <i>Update campaign content for Publishers.</i> - <i>Answer and resolve Publishers' problems when implementing campaigns.</i> - <i>Synthesize communication materials for the MB studio program</i> 	<ul style="list-style-type: none"> - Contacted 15 Publishers. - Ensure campaign information is communicated effectively. - Timely resolve technical issues, helping Publishers deploy campaigns smoothly. 	<ul style="list-style-type: none"> - Quick support helps Publishers have a better experience when implementing campaigns. - Feedback from Publishers helps optimize advertising strategies for the next stages. - Communication skills and relationship building with partners are increasingly improved. - Learn lessons about patience and respecting your partner's opinion when solving problems.
25/9	<ul style="list-style-type: none"> - <i>Continue searching for Publishers for the Ecomboost project.</i> - <i>Participate in training sessions on teamwork and communication skills.</i> 	<ul style="list-style-type: none"> - Contacted 23 Publishers. - Improve communication and teamwork skills. - Ensure the latest information is provided to Publishers. 	<ul style="list-style-type: none"> - Understand the importance of maintaining presence and interaction with Publishers.

	<ul style="list-style-type: none"> - Update campaign content for Publishers. - Analyze data from <i>Quitinsights</i> to better understand the effectiveness of current campaigns. 		<ul style="list-style-type: none"> - Be more aware of the value of teamwork in a diverse environment. - Learn how to manage time and information effectively. - Learn how to analyze data
26/9	<ul style="list-style-type: none"> - Review individual progress during the <i>Ecomboost</i> campaign. - Continue to contact and maintain relationships with potential Publishers. - Continue updating campaign content for publishers, ensuring they have full information. - Respond and resolve publishers' issues when implementing the campaign. 	<ul style="list-style-type: none"> - Contacted 27 Publishers - Successfully dealt with 1 KOC Ambassador participant - Ensure the latest information is provided to Publishers. 	<ul style="list-style-type: none"> - Develop analytical skills to select Publishers suitable for campaign goals. - Practice listening skills and analyze your partner's needs to be able to provide better support. - Improve information management skills and interaction with partners. - Learn how to apply new knowledge into work practice.
27/9	<ul style="list-style-type: none"> - Continue searching for Publishers for the <i>Ecomboost</i> project. - Participate in the monthly performance review meeting. 	<ul style="list-style-type: none"> - Contacted 27 Publishers - Successfully dealt with 1 KOC Ambassador participant - Improve communication and teamwork skills. 	<ul style="list-style-type: none"> - Greater awareness of the need to expand networks and discover new resources. - Better understand the company's goals and requirements, thereby

	<ul style="list-style-type: none"> - <i>Update campaign content for Publishers.</i> - <i>Monitor and evaluate feedback from Publishers after implementing the campaign.</i> 	<ul style="list-style-type: none"> - Ensure the latest information is provided to Publishers. - Solve some problems related to system integration that publishers encounter during campaign implementation. 	<p>improving yourself at work.</p> <ul style="list-style-type: none"> - Learn how to manage information more effectively to best serve partners. - Learn from experience on the importance of monitoring and evaluating feedback to improve service quality.
<i>Week 9 (September 30 - October 4)</i>			
30/9	<ul style="list-style-type: none"> - <i>Meeting to evaluate individual progress in the Ecoboost campaign.</i> - <i>Continue to contact and maintain relationships with potential Publishers</i> - <i>Solve problems that Publishers are encountering when implementing campaigns, introducing products that suit Publisher's running needs</i> 	<ul style="list-style-type: none"> - Contacted 28 Publishers - Based on the assessment results, adjust goals and action plans for the next stage, towards the overall goal of the campaign - Introduce products that suit Publishers' needs 	<ul style="list-style-type: none"> - Each Publisher has different needs, so it is necessary to be flexible in providing solutions and creative in introducing products. - General assessment of project results, drawing lessons and improvements in the next projects.

1/10	<ul style="list-style-type: none"> -Continue to update campaign content for publishers, ensuring they have full information. - Search for potential Publishers for the campaign - Receive training on strategies and policies to attract Publishers - Research and answer Publisher's questions 	<ul style="list-style-type: none"> - Contacted 16 Publishers - Timely answer Publisher's questions to help minimize risks during campaign implementation. - Provide complete information, introduce products/services to customers more effectively, increase conversion rate. 	<ul style="list-style-type: none"> - Understand marketing channels and advertising tools to effectively advise Publishers. - Quickly and effectively handle arising problems - Come up with new ideas to attract Publishers
2/10	<ul style="list-style-type: none"> - Negotiate contracts and conditions of cooperation with Publisher - Review personal progress in the Ecomboost campaign, search for KOCs - Answer questions and problems that Publishers encounter when implementing campaigns - Update media content for campaigns 	<ul style="list-style-type: none"> - Contacted 20 Publishers - Successfully dealt with 1 KOC Ambassador participant - Fully update media content, grasp the latest trends and incorporate them into media articles - Searching for KOCs and new Publishers will help expand the cooperation network, increasing opportunities to reach customers. 	<ul style="list-style-type: none"> - Grasp information about products/services to advise Publisher fully and quickly - Negotiate flexibly to reach an agreement that benefits both parties - Closely monitor the effectiveness of each Publisher, promptly provide support and suggestions for improvement

3/10	<ul style="list-style-type: none"> - <i>Review individual progress during the Ecoboost campaign.</i> - <i>Continue to contact and maintain relationships with potential Publishers.</i> - <i>Continue updating campaign content for publishers, ensuring they have full information.</i> - <i>Respond and resolve publishers' issues when implementing the campaign.</i> 	<ul style="list-style-type: none"> - Contacted 25 Publisher - Maintain relationships with potential Publishers to help expand the cooperation network and increase the ability to reach customers. - Helps Publishers better understand the campaign and implement it more effectively, closely monitor progress and promptly detect and resolve problems - Provide full documentation, information and technical support for publishers. 	<ul style="list-style-type: none"> - Based on analysis results, adjust advertising strategies to achieve better results. - Always look for new and unique ideas. Continuously improve and optimize campaigns - Listen to publishers' opinions and resolve issues fairly and reasonably
4/10	<ul style="list-style-type: none"> - <i>Observe and continue to support problems that Publisher encounters</i> - <i>Search for potential Publisher sources for campaigns through social networking platforms and provided data</i> - <i>Contact and cooperate with KOCs and influential</i> 	<ul style="list-style-type: none"> - Contacted 21 Publisher - Successfully dealt with 1 KOC Ambassador participant - Maintain regular contact with publishers, update campaign information and listen to feedback - Test new ideas and new advertising channels to find the optimal solution 	<ul style="list-style-type: none"> - Update content regularly to keep the campaign fresh and attractive. - Ensure that publishers always feel supported - Provide publishers with the latest, accurate and complete information about products, services and promotions

	<p><i>people for large campaigns</i></p> <p><i>- Receive training and additional professional training to support the Ecoboost campaign</i></p>		<p>- Always aim to improve yourself and find many effective methods to reach Publishers, increase human resources participating in running campaigns.</p>
Week 10 (October 7 - October 11)			
7/10	<p><i>- Continue to participate in meetings to evaluate the progress of the Ecoboost campaign and the strategies that need to be implemented</i></p> <p><i>- Keep in touch with Publishers and increase the search for potential Publishers for upcoming programs</i></p> <p><i>- Fully update campaign content for Publishers, ensuring information is provided without errors</i></p> <p><i>- Continue to solve problems that Publishers need support for, answer questions and deploy new programs</i></p>	<p>- Approach 35 new Publishers for the Ecoboost project, expanding the list of potential partners.</p> <p>- Make sure the publisher clearly understands the information necessary for campaign implementation</p> <p>- Meeting to evaluate and adjust strategies, optimize activities, achieve set goals more quickly and effectively.</p> <p>- Search and connect with potential Publishers to diversify customer outreach channels and increase campaign coverage.</p>	<p>- Regularly updating information for Publishers will help them better understand the campaign, thereby implementing activities effectively and avoiding unnecessary errors.</p> <p>- Practice management and organizational skills through coordinating a campaign</p> <p>- Working with many different Publishers will help you build and expand collaborative relationships in the industry.</p>

8/10	<ul style="list-style-type: none"> - Find more Publishers for the Ecoboost project, review individual progress during the campaign implementation phase - Continuously update campaign content for Publisher, provide content, ensure complete information - Support in answering Publisher's questions during the campaign run - Approach and search for potential Publishers for upcoming campaigns 	<ul style="list-style-type: none"> - Successfully dealt with 2 KOC Ambassador participants - Providing complete and accurate information helps Publishers better understand the goals and values of the campaign, thereby increasing commitment and positive contributions. - Ensure the campaign runs according to plan and achieves goals on time - Minimize errors or misunderstandings when implementing campaigns, increase campaign effectiveness and quality - Create opportunities to develop and expand future campaigns with new and potential Publishers 	<ul style="list-style-type: none"> - Participating in a large campaign like Ecomboost will accumulate more practical work experience in the field of marketing and advertising. - Closely monitor personal progress, promptly detect problems and make adjustments as needed - Learn market research skills and continuously update new trends, ensure campaigns always have appropriate Publisher sources, and build relationships with potential Publishers
9/10	<ul style="list-style-type: none"> - Search for more Publishers for the Ecomboost project, consider personal advancement in the Ecomboost campaign 	<ul style="list-style-type: none"> - Approach 27 new Publishers for the Ecomboost project, expanding the list of potential partners. 	<ul style="list-style-type: none"> - Flexibly adjust plans when problems arise. - Have the opportunity to learn more about Ecomboost project

	<ul style="list-style-type: none"> - Update campaign content for Publisher, providing all necessary content for a campaign - Meeting on implementation plans and searching for Publishers for the upcoming program - Continuously work to resolve questions and problems Publisher is facing 	<ul style="list-style-type: none"> - Ensure the next campaign has enough resources from the Publisher network to achieve business goals. - Expand partner network, increase customer accessibility - Publisher's conversion rate increases 	<p>products and grasp the latest market trends.</p> <ul style="list-style-type: none"> - Have a more general overview of effective marketing channels and forms
10/10	<ul style="list-style-type: none"> - Be trained on how to use multiple channels to find Publisher sources for the Ecomboost campaign. - Provide campaign content for Publishers, continuously update campaign information for Publishers to know the information. - Keep in touch and support Publishers when necessary, answer problems Publishers are facing 	<ul style="list-style-type: none"> - Contacted 29 Publishers - Successfully dealt with 1 KOC Ambassador participant. - Each Publisher has its own target audience, thereby reaching more potential customers - Achieve valuable articles and videos that attract a lot of user attention - Deploy better campaigns with a stable Publisher network, support and collaboration to build reliability and long-term 	<ul style="list-style-type: none"> - Practice effective communication, persuasion and negotiation skills with Publisher - Time management and work arrangement skills when needing to multitask at the same time. - Develop teamwork skills when working with many stakeholders to achieve a common goal

		cooperation with Publishers	
11/10	<ul style="list-style-type: none"> - <i>Review individual progress during the Ecomboost campaign.</i> - <i>Search for potential Publisher sources for campaigns.</i> - <i>Answer questions and issues related to the campaign for Publishers.</i> - <i>Support campaign content, ensuring all necessary content is provided for Publisher to run the campaign</i> 	<ul style="list-style-type: none"> - The content provided suitable for the target audience, advertising channels, grasping the level of user interest in those factors, increasing resources when negotiating with Publishers. - Increase Publisher's satisfaction level with the campaign, build trust and attract more Publishers to participate in a day. - Understanding the psychology and issues that Publishers are interested in increases the ability to successfully enter the market 	<ul style="list-style-type: none"> - Must always be creative in finding new ways to approach Publishers because different audiences will have different expectations for results, flexibly grasp psychology and increase the ability to persuade. - Have a more general view of different communication channels and the highlights that that communication channel leaves an impression on customers

Appendix 2: Quantitative questionnaires

Topic: Proposal to enhance the effectiveness of Accesstrade's campaign				
Objective	Reason to choose	Framework	Questionnaire	Explanation
For advertiser				
<p>Evaluating the effectiveness of previous campaigns.</p> <p>Examine the factors influencing campaign effectiveness.</p> <p>Proposal to enhance campaign effectiveness</p>	<p>RATER model</p> <p>The RATER model was chosen for the advertisers group because it provides a comprehensive framework for evaluating the quality of services, which is crucial when assessing the effectiveness of Accesstrade's campaigns. This model covers five</p>	<p>Reliability</p>	<p>How would you rate Accesstrade's ability to deliver campaign results as initially promised? Why? Has Accesstrade ever exceeded or failed to meet the campaign performance commitments during the partnership? What suggestions do you have for improving this?</p>	<p>Reliability is a top priority for customers when evaluating whether promises have been kept. This question helps assess Accesstrade's ability to deliver effective campaigns as promised, as well as identify instances where expectations were not met, providing insights on how to enhance reliability.</p>
	<p>key dimensions— Reliability, Assurance, Tangibles, Empathy, and Responsiveness—that are directly</p>	<p>Assurance</p>	<p>In your opinion, how is the campaign effectiveness guaranteed? Why? What factors do you think affect the guarantee of</p>	<p>Assurance focuses on the customer's trust in Accesstrade's expertise and support. This question explores how customers perceive the competence of</p>

	<p>aligned with the needs and expectations of advertisers. Advertisers are focused on results, and the RATER model allows them to evaluate whether Accesstrade consistently delivers on its promises</p>		<p>campaign success? Do you feel that Accesstrade's team is competent enough to ensure campaign effectiveness? Why? How does this affect the campaign's success? What improvements do you suggest?</p>	<p>Accesstrade's team and the effectiveness guarantees, highlighting areas for improvement in both service delivery and team skills.</p>
	<p>(Reliability), whether they can trust the expertise and competence of the team (Assurance), and whether the tools and resources provided are sufficient to support campaign optimization (Tangibles). Additionally, it considers how well Accesstrade listens and adapts to the specific goals of each</p>	<p>Tangibles</p>	<p>How do you evaluate the tools and resources provided by Accesstrade in meeting the needs of managing and optimizing the campaign's effectiveness? Have you encountered any difficulties or limitations related to infrastructure or technology while working with Accesstrade? (If so, please provide details) What</p>	<p>Tangibles refer to the physical or technological resources Accesstrade offers. This question assesses whether the tools provided meet advertisers' needs for managing and optimizing their campaigns, while also addressing any infrastructure-related challenges that could be improved for better outcomes.</p>

	<p>advertiser (Empathy) and how quickly and effectively the company responds to issues or concerns (Responsiveness).</p> <p>By addressing these critical factors, the RATER model helps advertisers thoroughly assess Accesstrade's performance and identify areas for improvement, making it a suitable choice for this group.</p>		<p>suggestions do you have to further enhance the tools and resources to optimize campaign effectiveness?</p>	
		<p>Empathy</p>	<p>How do you feel Accesstrade's campaign effectiveness aligns with your goals and expectations? Why? During the partnership, has Accesstrade listened to and adjusted the campaign according to your specific requests? How has this impacted the campaign's effectiveness? What improvements do you suggest?</p>	<p>Empathy reflects how well Accesstrade understands and adapts to the specific needs of each advertiser. This question clarifies how well Accesstrade adjusts campaigns to meet advertiser goals and explores ways to enhance flexibility and responsiveness to customer needs.</p>
		<p>Responsiveness</p>	<p>How do you feel Accesstrade's campaign effectiveness</p>	<p>Responsiveness assesses how quickly and effectively Accesstrade responds to</p>

			addresses your concerns? Was the resolution time satisfactory and timely? Have you experienced any situations where Accesstrade did not meet your support requests within the expected time frame? How did this affect the campaign's effectiveness? What improvements do you suggest?	problems or requests. This question examines the efficiency of problem resolution and timing, providing insights on how Accesstrade can improve its support processes for more timely and effective responses.
For Publishers				
Expectancy Theory Unlike end users, publishers are directly involved in the execution. Their performance and engagement are critical to the overall success of the campaign. Expectancy Theory	Expectancy (Can i hit my target if i work hard)	During your time participating in Accesstrade, have the campaign results met your initial expectations? Why? What factors have influenced this? When participating in Accesstrade's campaigns, what are	Assessing publishers' confidence in their ability to achieve desired outcomes is vital because it reveals their belief in the effectiveness of their efforts. This factor is essential as it helps identify which elements of the program enhance	

	<p>is particularly relevant for publishers because it focuses on understanding how motivation influences performance. This theory examines how publishers' expectations about the outcomes of their efforts, the belief that achieving these outcomes will result in tangible rewards, and the perceived value of these rewards impact their motivation to participate in the campaign. By applying this theory, we can gain insights into what drives publishers' performance, identify ways to enhance their</p>		<p>your expectations for the results? Do you believe that putting in more effort will lead to better results? Why? If so, what factors make you believe this?</p>	<p>or diminish their expectancy. Understanding these aspects allows for targeted improvements that can boost publishers' motivation and drive better performance, ultimately enhancing the overall success of the campaign.</p>
		<p>Instrumentality (Will hitting my targets lead to rewards)</p>	<p>Do you feel that if you perform well, you will receive fair rewards or commissions from Accesstrade? Why? What factors increase or decrease your trust in this?</p> <p>Do you believe that your efforts will directly lead to better rewards from Accesstrade? Why? What makes you trust this?</p>	<p>Evaluating the perceived link between performance and rewards is crucial because it highlights whether publishers believe their efforts will be adequately recognized and rewarded. This factor is necessary to understand how the prospect of tangible rewards influences their motivation and effort levels. By ensuring that publishers see a clear</p>

	<p>motivation, and ultimately improve the effectiveness of campaigns.</p>			<p>and direct benefit from their performance, the program can enhance engagement and drive better results.</p>
		<p>Value (Do i find the reward desirable)</p>	<p>Does the commission and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from the campaigns? Why? Besides commissions, do you expect any other rewards or support from Accesstrade? What would increase the value of the campaigns for you?</p>	<p>Measuring the perceived value of rewards is essential because it determines how much the rewards matter to publishers. This factor is necessary for identifying whether the current incentives are sufficient or if they need adjustments to meet publishers' expectations. Understanding what additional benefits publishers desire helps tailor the reward structure to better motivate them, improve satisfaction, and increase their commitment to the program.</p>

For End – user			
	<p>S-O-R</p> <p>The S-O-R (Stimulus-Organism-Response) model was chosen for the end users group because it offers a comprehensive framework for understanding how various elements of Accesstrade’s campaigns affect user perceptions and behaviors. This model is particularly suitable as it breaks down the user experience into three critical stages: Stimulus, Organism, and Response.</p> <p>Firstly, Stimulus examines which aspects of the campaign, such as visuals, messaging,</p>	<p>Stimulus</p>	<p>How did Accesstrade’s campaign attract your attention? What elements of a campaign tend to attract you? Why?</p> <p>Through which channels do you usually see Accesstrade’s campaigns?</p> <p>Does the appearance of the campaign on different platforms change your attention toward the campaign? (If yes, please describe.) Why?</p>
			<p>This question aims to explore the initial stimulus that captured the user’s attention. It helps assess which campaign components (such as visuals, messaging, promotions, etc.) are most appealing to users. Understanding this allows Accesstrade to design campaigns that effectively engage and attract the target audience. This question identifies the media channels or platforms where users typically encounter Accesstrade’s campaigns. Knowing where users are most likely to see campaigns allows Accesstrade to optimize its marketing efforts by focusing on the most effective channels for reaching its audience. This question</p>

	<p>or promotions, successfully capture the attention of users. By understanding what attracts users initially, Accesstrade can refine its campaign strategies to enhance engagement.</p> <p>Secondly, Organism focuses on the internal responses of users, exploring their emotional and cognitive reactions after interacting with the campaign. This insight into how users process and feel about the campaign helps improve their overall experience and satisfaction. Finally, Response assesses the actions taken by</p>			<p>investigates whether platform variety influences user attention to campaigns. It explores whether users perceive campaigns differently depending on the platform and how that impacts their level of engagement. This insight helps refine Accesstrade's multi-channel marketing strategies.</p>
		Organism	<p>How do you feel after seeing Accesstrade's campaigns? Why? What factors contribute to these feelings?</p>	<p>This question addresses the internal response or emotional reaction that users experience after seeing a campaign. By understanding how campaigns make users feel, Accesstrade can tailor its messaging and content to evoke positive emotions and strengthen brand connection.</p>

	<p>users in response to the campaign, such as making a purchase or sharing information.</p> <p>Evaluating these actions reveals the effectiveness of the campaign in driving desired behaviors.</p> <p>By integrating insights from these three stages, the S-O-R model provides a holistic view of the user journey, enabling Accesstrade to make targeted improvements that enhance campaign effectiveness and better meet user needs.</p>	<p>Response</p>	<p>After receiving information from Accesstrade's campaigns, what actions did you take? Why?</p>	<p>This question explores the response or actions taken by users after engaging with the campaign. It helps determine whether the campaign successfully motivated users to take a desired action, such as clicking a link, making a purchase, or sharing the campaign.</p> <p>Understanding the factors that drive user behavior allows Accesstrade to improve campaign effectiveness in influencing consumer actions.</p>
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Appendix 3: In-depth interview transcripts

In-depth interview transcript

Participant 1. Advertisers		
STT	Question	Reply
Ms. Pham Hong Thuy - Project Manager MyKingdom		
1	<p>How do you rate Accesstrade's ability to deliver campaign results as initially promised? Why? During the cooperation process, has Accesstrade exceeded or failed to achieve its commitment on campaign effectiveness? What suggestions do you have to improve this issue?</p>	<p>I think if I were to give him a score of 10, I would give AT about 8 out of 10. As a customer, I would rate him as</p> <p>In the past, because my side hired Accenture to do it, at that time my side focused a lot on the web part. That side supported my side in terms of the data system. That was a part, meaning another part was that the programs they ran were quite effective. Your side mainly focuses on Google Ads and Facebook Ads, so in addition to supporting your side with an effective tracking system and connecting to the system, as you know, the first aspect is the system aspect. As you know, in each internal system of all businesses, it will all be run by separate platforms.</p> <p>Your internal ERP system is run by, let's say, a software that you can research is odoo, then when you use that software, you want to be the one who can track information about orders, that is, the campaign efficiency on your side is optimized to the highest level, in addition to parts such as the amount of interaction or the total number of views, but the most optimal thing is that you still have to rank the correct order part, CPS, so when you want to measure that most accurately, you have to combine it with your internal order management system, first of all, you are using odoo, then AccessTrade supports you in connecting their measurement system to odoo so that it is correct, then when you can combine that system correctly, then the numbers you make</p>

		<p>will know whether it is really effective or not.</p> <p>Second, in terms of effectiveness, before the campaign model, you will have targets, for example, at that time you said that if you spend 100 million a month, then your advertising cost is 100 million a month, how much money will you have to achieve for the order, or the number of orders, one is the number of orders called IDO, two is the order value called GMV, how much do you have to achieve. Then almost all the campaigns, AT completes for you over 80% of that net part, then you will evaluate that their side is effective.</p>
	<p>How do you think the effectiveness of the campaign is guaranteed? Why?</p> <p>What factors do you think affect the success of a campaign?</p>	<p>Previously, my side also worked with many other sides, but they encountered 2 problems as follows: 1 problem you can recognize is that they cannot run to achieve efficiency for my side. The other problem is that they can run effectively but cannot integrate with my side's system to measure, so it cannot be measured. In general, if you cannot measure, you have nothing to prove to my side that you are effective. So there will be 2 problems when you want to consider whether a side running advertising or affiliate is effective or not.</p> <p>I think that if you give level 8 but not level 9, level 10, what do you mean? As you said, the efficiency is usually only about 80%. And if you think that Accesstrade has more resources to call it teasing for you to be stronger before the campaigns, I think it will be more effective. Then limit the internal errors that are often made, for example, say that the inter is successful, but at some point, the systems also have errors in the tracking problem,</p>

		<p>that is, there is no accurate measurement, then we lose all performance at that time. Therefore, if there are resources to maintain the internal system and resources to tease to push performance effectively, I think it will reach level 9 or 10.</p>
	<p>Do you feel that Accesstrade's team is competent enough to ensure the effectiveness of the campaigns? Why? How does this affect the effectiveness of the campaigns? How should Accesstrade improve?</p>	<p>I think so, because that time I worked with AT, their human resources are quite experienced and have many skills.</p> <p>However, I think there should be a more supportive spirit. Although there is already one, I think there should be more to support customers because I think it is partly due to lack of resources. But if there were more resources, I think they would be willing.</p> <p>To help customers, especially in big camps, to achieve enough revenue to meet the target, you should allocate strong human resources to the customers' big camps. How to distribute human resources appropriately, I think it will be effective.</p> <p>I think that talking about lack is not a lack, but it can be improved further. If there is a possibility, it is like putting more resources into the camps, but calling it lack is not a lack, but we strengthen it further to be able to reach the target. For example, my side, my side only asks for 80% and it will be considered as reaching the target, there are other sides, I don't know about them, maybe they will ask for 100% or something like that, sometimes it is more difficult, maybe they will evaluate your side as enough or lacking, but for my side, if we say 80% ok, it is considered enough, but the expectation will always increase. So my side always wants it to be able to reach level 10 or set a full target like that.</p> <p>I think the support from your staff greatly affects the</p>

	<p>effectiveness of the campaign. Because most of these things will depend largely on the business sense of your marketers, in addition to the system and analytics capabilities of your marketers. If we can say, the marketers are the main resource and their experience and knowledge are the main capacity for the customer's camps. So I think human resources play the most important role here.</p>
<p>In your opinion, how do the tools and resources provided by Accesstrade fully meet the needs of managing and optimizing the effectiveness of campaigns?</p>	<p>Some daily difficulties, for example, there will often be miscommunication between teams, which leads to it taking more time to correct incorrect information.</p> <p>The second disadvantage is that sometimes the systems are not compatible with each other, which means it takes more time for both teams to sit down and think about how to combine them with this system. Sometimes, my side is also pending for quite a long time.</p> <p>Third, when you work as a project manager or BA, you often won't be familiar with the technical part. Therefore, the initial technical direction will often be wrong from the beginning. Therefore, I think it's better for you to have a technical background.</p> <p>so that when working with customers, the process will be smoother.</p>
<p>Have you encountered any difficulties or limitations related to infrastructure or</p>	<p>The proposal is as you said earlier, one is to add strong resources. Before the fake customers. Your side has a person to take care of customers, take care of customer requests, then a developer, then a marketer to solve the requests, but I think it's not enough.</p>

<p>technology when working with Accesstrade? (If yes, please describe in detail) How would you recommend further enhancing tools and resources to optimize campaign effectiveness?</p>	<p>Then on your side, there is a campaign on the 25th. On that day, you should arrange more marketers or developers to ensure that your campaign is most effective. On that day, if the other side does not have any campaigns, you can switch to the resources, which is called the way to manage people, it is more effective to make sure that the human resources are sufficient and timely to meet customer requirements.</p> <p>Second, technology is also a part that should be concerned with, such as how to always improve their technology to be compatible with as many customer systems as possible. My side often transfers the main variables through Google via GA, GTM, then you can develop in many forms such as API to return information specifically and consistently. How to receive customer information, to return information specifically and consistently and how to receive customer information to or receive more, what customer requirements are to pay more information, then return those APIs compatible with the system like how and attached to it is how to ensure that customer information is most optimal and least disclosed. Especially for big defenses like yours, the issue of information security is extremely important. That is a technology issue.</p> <p>The Project Management part should be someone with a strong background in engineering, technology and business sense. To manage it in a balanced and effective way without deviation from the initial stage, causing waste of time and inefficiency for both the customer and the team.</p>
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<p>How do you feel the effectiveness of the campaign at Accesstrade matches your goals and expectations? Why?</p>	<p>On my side, 80% is considered achieved, considered that the kyd camp has reached the target.</p> <p>However, you know, to look at the direction of development, we will always want this number to always increase. up. Therefore, in terms of competition with other competitors. My side always expects how to increase the target number. I never want it to be slow at 80%. But the level of 80% compared to the target, my side is currently considered to have achieved. As for complete satisfaction, it is not. Complete satisfaction must be at 90%, maybe 100%.</p>
<p>During the cooperation process, did Accesstrade listen and adjust the campaign according to your specific requirements? How did this affect the campaign's effectiveness? How should Accesstrade improve?</p>	<p>In general, I think the AT support is ok. You guys are quite supportive of the problem, of the story of how to support customers to achieve the target. However, I think the problem I just mentioned is that the resources given in advance for the camp are quite limited. One or two people, one marketer and one developer, cannot cover all the system errors or customer requests, or things that arise during the process. Maybe the human resources are reallocated to ensure the most effective camp for customers.</p>
<p>How effective do you feel the campaign at Accesstrade is in resolving your issues? Was the resolution time</p>	<p>If it's timely, then it's considered effective. If it's at 80%, then I think it's ok. It can be considered timely. If it's satisfactory, then I think it's at 80%, then I think it's ok. It can be considered timely and satisfactory.</p> <p>But to call it complete satisfaction is not.</p>

	<p>satisfactory and timely?</p>	<p>For me, there are 3 main factors that affect the success of a campaign. The first factor that is called the strongest is that you must understand the industry and understand the product as well as the market that the marketer is aiming for, which can be through Michael Potter's rule, the 4P rule, later it is upgraded to the 7P rule, then the marketer will truly understand the strong insights of those factors, not just the superficial ones. After you understand that part, it is considered that the marketer has grasped almost 60% of the success. However, after that, you have to see when you have successfully researched how to adapt that market, to propose the appropriate tool.</p> <p>So how do I have to allocate to achieve the target? Which channels and industries do you allocate the budget to? Which ones are profitable? Which ones seem to be profitable for you to run? That way, it will add almost another 20%.</p> <p>is 80% of the campaign and the last thing is the core but also the indispensable thing is to make up for the remaining 20% is like you said the system, the system then you have to do how to make it work smoothly and measure, can measure and measure effectively so as not to affect the campaign. Suppose you make a measurement system but the system can measure and measure effectively so as not to affect the campaign. Suppose you make a measurement system but the measurement system is too heavy. It's not good if it slows down the campaign. Those are the three most important things, I think.</p>
	<p>Have you encountered any</p>	<p>There was a case where during Tet, my company ran a lot of cameras. But during that time, my company also changed the</p>

situations where system.

Accesstrade did not respond to your support requests within the desired time? How did this affect the effectiveness of the campaign? How should Accesstrade improve? Ask about the factors that influence the campaign

At that time, my side also informed your side that it was Tet and my side would change the system. However, at that time, AccessTrade was not on duty during Tet but had to support customers in running the Tet session. Therefore, my side's Tet camp period did not work very well because we did not receive the feedback from you. My side also understood that it was a rather sensitive time. But I think that if we stand from a business perspective, we should support customers.

Because your side is one of the customers in AccessTrade's quite large customer file.

Ask about the factors

It did not meet the system's needs. So at that time, my side could not track at all, and this really affected a lot. Because while the campaigns were running, we needed to continuously monitor the data to see if the campaign was effective, if there were any problems that could be handled immediately. But because Accesstrade did not provide timely support, my side could not grasp the important indicators and could not adjust the campaign in time. This led to the campaign not working as well as expected, especially during Tet, the time when sales should be at their highest. When there was no complete data for analysis, my side could not accurately assess the effectiveness of each step in the campaign, leading to campaign optimization being almost missed. To be honest, it was a pity because if there had been support from Accesstrade, the results could have been much different. Tet is the golden time to increase revenue, but due to system problems and lack of support, your side lost the opportunity to maximize the effectiveness of those campaigns.

Participant 2. Publishers

STT	Question	Reply
Nguyen Nhu Thao - 30 years old - Sale logistic		
1	<p>Question 1: During your participation in Accesstrade, has the campaign's effectiveness met your initial expectations? Why? What factors have influenced it? When you participate in Accesstrade campaigns, what are your expectations about the results? Do you believe that putting in more effort will lead to better results? Why? If so, what factors make you believe that?</p>	<p>I think that the campaigns brought by Accesstrade are really effective for her and I has achieved my expectations.</p> <p>Because the unit provides many affiliate programs with commissions in many different types of commerce such as the Cho Tot web campaign that I used to run. I knows that most people have the need to buy many items to save time and money. Besides, they also want to enjoy some incentives and buy at the best price, so they will search on groups. I will share links to liquidation posts on pages/groups of old goods liquidation groups on Facebook to attract customers to register through the link. For each purchase, I will receive a percentage of commission corresponding to the product when customers buy through my link. Through each campaign, I will earn a profit for myself and that makes my feel excited about the campaigns that Accesstrade offers.</p> <p>The factor that affects efficiency is probably the speed and always updating the latest information, I does not have to spend money to import goods to sell but can make a profit on each product sold.</p> <p>Besides, I found the ATSP point game interesting. It made my want to achieve higher levels and I believed that putting in more</p>

		<p>effort would lead to better results. I thought that participating in the pub helped my see the benefits I received. I could earn money without directly working on the platform, which made my interested. The more effort I put in, the more commission I got, and the approach to customers only needed my to have a group or a number of potential customers, so my income would still increase.</p>
	<p>Question 2: Are the tools and guidance provided by Accesstrade enough for you to believe that you can achieve your desired goals? Did you encounter any difficulties when using these tools? (If so, please describe)?</p>	<p>Accesstrade is completely free when publishers register an account and operate on the system. Moreover, Accesstrade also has many free courses on online marketing for new publishers. Besides, you will receive support from the staff when you first run the campaign and when there is a problem with the campaign, you will receive direct support from Accesstrade staff.</p> <p>The software and web interface is easy to use with full features to track commissions and achieved revenue. The approval and order process is continuously updated on the system, helping you easily track work progress and determine whether the commission has actually increased.</p> <p>I still has difficulty when the approval time and order placement time are not specific. I thinks it may depend on the campaign, but there are cases where I has sold products but did not receive commission because the conditions have not been met, which makes my quite confused. However, I cannot work directly with the brand but can only go through an intermediary. I thinks that the brand should be more transparent about the</p>

approval time, the reason for not being placed, and the time to pay the received commission. In addition, tracking with Google Ads is inconsistent and delayed, so I want to be able to update faster for easier checking.

Question 3: What factors influence your chances of success when running a campaign? Why?

I think that by investing an initial amount of time in a campaign at ACCESSTRADE and promoting it, commissions are continuously generated at any time when consumers complete each request of the campaign. I think that for a campaign to be successful, the quality of the content is very important. If I do not know how to apply advertising tactics and attract customers' attention, it is very difficult to get orders. Currently, there are many suitable support platforms for attracting customers because today the trend of customers using tiktok is a lot, so I am focusing on that entertainment channel and buffing advertising so that my posts appear more with the tiktok user community. I think the product's uses need to be highlighted and hit the needs of today's users.

I think that by investing an initial amount of time in a campaign at Accesstrade and promoting it, commissions are continuously generated at any time when consumers complete each request of the campaign. For a campaign to be successful, the quality of the content is very important. If I does not know how to apply advertising tactics and attract customers' attention, it is very difficult to get orders. Currently, there are many suitable support platforms for attracting customers, and the trend of customers using TikTok is increasing. Therefore, I is focusing on this entertainment channel and promoting it so

	<p>that my posts appear more in the TikTok user community. I think that the product's uses need to be highlighted and meet the needs of today's users.</p>
<p>Question 4: Do you feel that if you do a good job, you will receive a worthy reward or commission from Accesstrade? Why? What factors increase/decrease this trust?</p>	<p>I thought that if I did my job well, I would receive a worthy reward from Accesstrade because, as far as I knew, the company had a special award for the best publisher of that year, which was a great motivation for my to strive harder. The transparent and public commission policy helped my know how much commission I received on each product. The commission I received from each product was also quite good, which made my ambitious and wanted to sell more products. However, what made my feel dissatisfied was that sometimes I lost orders.</p>
<p>Question 5: Do you believe that if you put in more effort you will get better rewards from Accesstrade? Why? What makes you believe/disbelieve in that?</p>	<p>I believe that if I try harder, I will receive better rewards from Accesstrade.</p> <p>Because the company's treatment policy is quite good and the company also specializes in the affiliate field, with the company's reputation as well as always protecting the interests of the pub, the income you will receive depends on the orders you earn and Accesstrade has supported each step of the implementation.</p> <p>There are also game-like ranking packages, and the higher you climb, the more privileges you will receive, which will increase your motivation to sell your products. Having a sales target to</p>

achieve will give you more motivation to complete it.

However, there are cases where your customers have confirmed their purchase through your link but the order has not been updated in the system, which causes you some trouble when having to contact them about the incidents and wastes your time while waiting for contact.

Question 6: What do you think about Accesstrade's commission calculation mechanism? (If yes, please describe specifically)?

For e-commerce campaigns, you can run Shopee, Lazada, Sendo campaigns by placing orders for others. This method not only helps you receive commission from Accesstrade but also earn commission for placing orders. The commission will be received immediately after placing the order, and the commission will be reconciled by Accesstrade later. You can go to Facebook to join groups that need to help buy goods or search for people who need it and inbox to ask. When you receive information and links from them, just copy that link into Accesstrade to create a shortened link and proceed to place an order.

The value of goods is the price of the product that customers pay to the supplier to buy goods and use services listed on the sales website. For goods that are web games, the value of goods is the revenue that the supplier receives from customers' deposits led by partners and becoming players of that game, after deducting the cost of payment channels (average 15% for scratch card channels). CPS revenue for games is calculated for

the entire life cycle of the game or until the cooperation between the supplier and Accesstrade ends. Detailed information on the value of goods and sharing rates are updated on the system and sales website.

Campaigns applying CPS revenue model at Accesstrade include Adayroi, Lotte, Lazada, Tiki... Suggestion: Provide detailed information on the criteria for evaluating whether an order is valid for commission calculation or not, including exceptions and how to handle them. Shorten the commission approval time so that publishers can receive money faster.

Question 7: Do the commissions and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from the campaigns? Why?
Accesstrade's commission and rewards can meet your expectations because through each campaign, the values you receive are quite good. When working with Accesstrade, you have never encountered a situation where your commission was cut. Accesstrade is always transparent in this matter and enthusiastically supports the pub in terms of advertising content. The pub care team also always follows you closely during the campaign, and the values you receive when connecting with the company are beyond your expectations.

Question 8: Apart from commission, do you expect any other rewards or support from Accesstrade? Why? What will increase the value of
I wish Accesstrade had more tools to track and analyze campaign performance. The higher the level, the more marketing courses can be unlocked, and publishers' inquiries can be responded to faster. Thanks to these improvements, I can measure the effectiveness of my campaigns and make appropriate changes for each different channel. The preferential policy according to the level also motivates and promotes

the campaigns for you?

personal goals.

What adds value to a campaign for me is a good quality product/service, competitive price, large market potential, high commission rate, multiple commission levels, fast payouts and advertising support.

Question 9: Do you see participating in Accesstrade campaigns as a valuable opportunity to develop your career in affiliate marketing? Why? What factors influence this thinking?

I think so, because in addition to the commission, I also know more about how to communicate and attract customers. The bonus that the company offers is also a great motivation, making me want to conquer the bonus because the bonus is very valuable to me. I think that when working, everyone will have a goal and I feel like I have enough to achieve that goal.

When participating in the pub, I learned about marketing tools such as Facebook Ads, Google Adwords, SEO to attract attention as well as target the right audience with demand for the product. Although I does not have much experience, I believes that with the campaign on Accesstrade, it is a great platform for my to exploit, increase experience and income.

Truong Cao Bao Khuyen - 25 years old - Customer care

<p>Question 1: During your participation in Accesstrade, has the campaign's effectiveness met your initial expectations? Why? What factors have influenced it? When you participate in Accesstrade campaigns, what are your expectations about the results? Do you believe that putting in more effort will lead to better results? Why? If so, what factors make you believe that?</p>	<p>During the process of participating in Accesstrade, the campaign's effectiveness was achieved as expected by my. Because when cooperating with Accesstrade, I receive commission from running campaigns and the accumulated commission level increases when I sell more products and there is no limit to receiving commission when selling products if meeting the conditions set by the brand, I find Accesstrade's tool quite suitable for me when I don't need to invest capital to import goods to sell, I can still earn money and this is also a way to earn passive income when I just need to stay at home to run ads, try to reach potential customers through as many media channels as possible so that customers know and click on the link to buy my product and I receive commission from that purchase, the treatment policy for each campaign for me is also very good through the campaigns that Accesstrade offers, each product has its own affiliate link, after you have chosen the right product, get the link to attach to the website/blog. When customers click on that link and buy the product, you will receive a commission, even if the customer does not buy that product but buys other products, you will still receive a commission. When doing affiliate marketing at ACCESSTRADE, there is another very good mechanism which is to save browser cookies, so if the customer clicks but does not buy immediately, but after 30 days the customer remembers and buys, they will still receive a commission.</p> <p>When participating in Accesstrade's campaign, I expected to bring more income to myself because the nature of my job also worked during office hours, but in my free time I could also access the web and reach customers through many social</p>
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networking platforms. I thought that if I had experience, Accesstrade would bring a quite potential market in increasing income because there were months when I ran effectively for the brand, I also received a commission of about 10 million and I was very satisfied with that number.

I think that if I put in more effort, the results I get will be better - because when I invest a lot of time running ads, then I just wait for people to click on my link and buy products, I think the commission I receive is quite attractive, so that makes me want to sell more products and ACCESSTRADE's website has integrated gamification, which makes me quite interested because when I reach a certain level of orders sold, I will be promoted to a level and with each level I will enjoy some special privileges, so that is also my motivation, at first when I don't know how to run, I will find it difficult, but after running for a while, I have more experience and making money through affiliate marketing also becomes easier for me. Accesstrade has commission and reward policies when reaching top bud and is transparently announced, many people have received it, it is not fake news, so I also believe that if I try hard, I will achieve worthy numbers.

<p>Question 2: Are the tools and guidance provided by Accesstrade sufficient for you to believe that you can achieve your desired goals? Do you encounter any difficulties when using these tools? (If so, please describe)? What do you suggest to improve the above problem?</p>	<p>I think so. When you first start linking with Accesstrade, the company will give you the contact information of a company employee so that when there is support, you will be answered.</p> <p>Whenever there is a problem with the campaign, you can ask the employee and how to fix it. I have also consulted the free training programs on running campaigns at Accesstrade. I feel that it is quite useful for me and when I look through it, I can also understand a little about how to run a campaign effectively.</p> <p>The tool that Accesstrade provides meets all the factors you need, the interface is easy to use, the feature combines a variety of bars to measure the indicators, as well as calculates the percentage of increased commission, can observe the number of clicks, payment history, and revenue.</p> <p>However, I have difficulty using it and I think the biggest drawback is that the time to update orders and approve orders takes quite a long time, but I know this depends more on the brand and the situation of losing orders due to canceled orders also happens, but the resolution process can take up to 1 month and to report a lost order, you have to contact Accesstrade's support department, which takes a lot of time.</p>
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<p>Question 3: What factors influence your chances of success when running a campaign? Why?</p>	<p>I think the factors that affect the success of a campaign are content, diverse product choices, and using advertising tools guided by Accesstrade.</p> <p>Because I is provided with a variety of products and I feels that any product that suits my ability and interest, I can create a link and start posting about that product. Besides, I is also created many content templates by Accesstrade to help attract views and those posts are very well supported. I finds groups that are interested in the current product that I is running a campaign for. I has seeding in groups. If they have a need, they will click on the product link to see the product and I thinks that if they have access to the product, the possibility of them buying will be higher. Besides, the human factor also affects my. I thinks that to get a huge commission and reach the top pud, I personally cannot do it and to achieve it, I needs to have more resources from friends and relatives to support my because the more people I has running with my, the wider my network will be and the more likely I is to receive more orders. Besides, I also use Google Ads, TikTok, FB, and Thread to run ads and communicate for my current campaign. I find these channels quite effective because they have recommendation features.</p>
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<p>Question 4: Do you feel that if you do a good job, you will receive a worthy reward or commission from Accesstrade? Why? What factors increase/decrease this trust?</p>	<p>I feels that if I does my job well, I will receive a worthy reward and commission from Accesstrade.</p> <p>Because before becoming a pub, I had learned about many of Accesstrade's incentive policies. Publishers who complete their or tasks well and achieve high efficiency in promoting products will receive commissions. This is a clear and reasonable incentive mechanism. In addition, depending on each campaign, the amount of commission received will be different, and if I has experience in this field, it is not too difficult to reach potential customers. The company also has many separate bonus levels for pubs with outstanding achievements to encourage motivation, and the values I receives from cooperating with the company are also quite good. According to my research, the company has provided a way to calculate commissions and conditions for receiving commissions, reconciliation, everything is done transparently and informed to my about the problems I is facing. I feels that Accesstrade takes good care of pubs and is also a reliable environment to earn extra income.</p> <p>However, the factor that reduces my trust is probably that the tracking with Google Ads does not take place at the same time, making it inconvenient to check the order. Sometimes, I feels that I has completed the order well but the supplier still cancels it because it does not meet the conditions, which also makes my upset.</p>
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<p>Question 5: Do you believe that if you put in more effort you will get better rewards from Accesstrade? Why? What makes you believe/disbelieve in that?</p>	<p>I believe that if I try harder, I will receive a worthy reward from Accesstrade.</p> <p>Because I know that when the affiliate marketing platform was created, it hit the market demand when most people want to shop online. Linking to my products also helps me get commissions, along with increasing my ranking, helping me get more incentives and the best support depending on my ATSP score. I believe that when I make an effort, I will gain more experience and my own strategies, and I can achieve high sales. Accesstrade will also have policies to retain potential pubs, bringing them many orders.</p> <p>Since I have seen so many top pubs being awarded at the end of the year, those awards are really attractive to me.</p>
<p>Question 6: What do you think about Accesstrade's commission calculation mechanism? (If yes, please describe specifically) What suggestions do you have to improve this fairness?</p>	<p>You will be provided with a link. When someone buys a product through this link, you will receive a commission. If you want to make money by advertising a specific product, you will first have to register an account at Accesstrade, then go to campaign information and get the advertising link. If a customer clicks on this link and performs a specific action, you will receive a commission from the unit. Accesstrade's information page for publishers provides a clear commission receiving process. The system records orders, updates the status Pending approval/Pending processing => Commissions are generated so you can clearly understand these processes. For each product, Accesstrade provides a commission value that can be received, publicly and transparently on the web and without any private appropriation from the unit. Commissions are calculated on each successful order.</p> <p>Suggestion: I think to be fairer, we should publicize the</p>

		<p>performance statistics of each affiliate marketer, helping to evaluate the effectiveness of their work, shorten the commission calculation models, and focus on the most popular and easy-to-understand models.</p>
	<p>Question 7: Do the commissions and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from the campaigns? Why?</p>	<p>The commission and rewards from Accesstrade met my expectations. I felt satisfied with the commission percentage and rewards from Accesstrade, however, on the brand side, depending on each campaign, the commission level and conditions for receiving the commission will be different. There were cases where orders were placed and completed, but after checking, the order was canceled even though I had followed the correct steps, which made my feel not very good even though I had sold the goods to them.</p> <p>But overall, I feels satisfied with the campaigns because they motivate my to earn more income through the benefits I receives. I wants to be able to develop more in this field to expand the market and retain old customers. I believes that when there is a community, making money in this form will be quite effective. Currently, the type of low-capital investment is at the safest level, helping my avoid the risk of losing money but can still earn money quite quickly if I has a lot of experience.</p>

Question 8: Apart from commission, do you expect any other rewards or support from Accesstrade? Why? What will increase the value of the campaigns for you?

Because at present, I am learning and have a lot of interest in the field of marketing. Therefore, besides commission, what I want most from Accesstrade is to learn and acquire knowledge from this field. Therefore, I hope Accesstrade will have learning materials and instructions to help me learn more about the experience related to understanding customer psychology, reasoning and creating content to hit what customers want. How to quickly impress customers when they skim and see the content.

I is planning to build a personal channel specializing in creating content to be able to take advantage of the channel to attach product links. Therefore, I hopes that Accesstrade can provide support so that I can learn from it and apply it to writing. I hopes to know how to create diverse and engaging content for a video, how to create videos, and also wants to build my own personal brand. From there, there will be a stable place for my to build content, create content, develop the channel and maintain long-term with affiliate marketing at Accesstrade.

In addition, if possible, I would like to learn the skills of reading and understanding data from the tools that Accesstrade is currently providing. I still fully utilize the features from the available tools from Accesstrade, so if Accesstrade creates reward incentives from learning and understanding those things, I think it will motivate me a lot to be able to exploit all the available features. I hope Accesstrade can provide suggestions on the items that I am currently dominating in the success of orders placed from my link, from which those items

will appear more.

And I also really wants to learn from many people who have succeeded in the field of affiliate marketing for Accesstrade through typical, outstanding cases of how experienced people create content to attract people to click on the link and buy. Synthesize good tips in creating content, understanding customers' desires, and hitting customers' psychology more easily. I also wants to have more support staff in the early stages because each PUD will be assigned a guide, but there will be times when that staff is busy and does not have time, causing my questions to be delayed for a long time before being resolved. And I is also a beginner in this field, so I really needs support with a higher frequency. Therefore, many of my questions cannot be completely resolved promptly.

I thinks the thing that increases the campaign value for my the most is that the commission rate at Accesstrade is more competitive than other platforms. The way to calculate commission for each product item is very transparent and public, making my have more trust in the company. This is also a famous place in the affiliate marketing field, where there is a lot of participation from KOL KOC that I knows, so the company's coverage and reputation are even stronger for my.

<p>Question 9: Do you see participating in Accesstrade campaigns as a valuable opportunity to develop your career in affiliate marketing? Why? What factors influence this thinking?</p>	<p>I feels that participating in Accesstrade's campaign is a valuable opportunity to develop my career. I thinks that Accesstrade provides a diverse range of products and services, from consumer goods, tourism, to financial services, helping my choose campaigns that suit my interests and experience. In addition, I also has more access to SEO optimization tools, effective PPC advertising, content creation support tools, social networks, etc. The strategy that Accesstrade offers meets the requirements of making money, being flexible with time, practicing evaluation skills and writing attractive campaigns, which will help improve revenue directly. I feels that Accesstrade brings together many experts and has many skills in the field of affiliate marketing. When I participates in running campaigns with high frequency, I thinks I can earn additional income.</p>
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Dang Thanh Tra - 27 years old - Import-export document staff

<p>Question 1: During your participation in Accesstrade, has the campaign's effectiveness met your initial expectations? Why? What factors have influenced it? When you participate in Accesstrade campaigns, what are</p>	<p>During the process of participating in accesstrade, the campaign's effectiveness was achieved as expected by my. I think this is an affiliate marketing channel that can support very well in earning commissions and its income brings quite a high number for me, the campaign I run is mainly Shopee, I set up a Facebook group to post discount codes every day (including Sendo, Tiki, Lazada but Shopee is still the main one), calling on everyone to click on the link to buy. On Shopee sale days, I stay up all night to watch for codes to post on the group, I remember that time I earned about 8 million from this campaign. I think to achieve an effective campaign is quite a difficult process when I first started, I searched for documents</p>
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your expectations about the results? Do you believe that putting in more effort will lead to better results? Why? If so, what factors make you believe that?

from bloggers, youtube, gg and some big and small groups from zalo and fb and I also applied ADS to increase the number of access, I also tested each content, image, camping but in general, accesstrade gives me many options in deciding to approach the field and product, the commission level I receive is also suitable for each type of product I sell and the time I spend to sell a product.

When participating in Accesstrade's campaign, I expected the results to be achieved, which was that I had to earn the target commission and I also had to learn how to communicate and create a community that trusted my so that I could make the link-leading process easier. Besides, the reward Accesstrade brought to the top group was also quite high, so I also saw that as a motivation for my to want to achieve it.

I believes that spending more effort will lead to better results because I thinks that nothing spent is wasted, it's just whether or not you can learn from your failures. I thinks that in order for my to earn a decent amount of money, I has spent a lot of money on testing ads and doing many different things so that I knows which method is really effective. I feels that if I already has a foundation, the commission I receives will be quite continuous. I can earn money without having to invest too much in the initial cost of importing goods because I just wants to invest safely and importing goods brings a lot of risk to my. The factor that makes my believe that effort will bring better results is because I has witnessed many cases where people have been able to earn extra income to cover their living expenses through affiliate marketing, and sometimes the monthly amount is even higher than the salary of an office

		worker.
	<p>Question 2: Are the tools and guidance provided by Accesstrade sufficient for you to believe that you can achieve your desired goals? Do you encounter any difficulties when using these tools? (If so, please describe)? What do you suggest to improve the above problem?</p>	<p>When I first joined the campaign at Accesstrade, I was supported to answer my questions very well and could contact directly via phone number, not via the chat tool on the web and wait a long time to get a response. In addition, the commission policy, conditions to achieve commission and detailed information of each product type were updated very clearly and transparently. Before participating in the campaign, I also attended a free course provided by Accesstrade and I felt it was quite helpful to help me know the basic ways to do affiliate effectively and the tools that can be used to get closer to consumers. Accesstrade's interface and features make it easy for you to operate and you can also explore to know all the features, finding instructions on how to operate is not difficult because it has been designed in a section on the web, accesstrade also supports youtube videos to guide users, you can also update indicators such as commissions, clicks, conversions on the web. I think the difficulty when using this tool is probably that it takes a lot of time to create product links because for each different product, you have to create links and that makes it easy for you to have duplicate links, wasting a lot of time, I also encountered the situation where I have posted links on gg ads but the web has not updated them for me on the web, the problem of canceled orders, lost orders also makes me feel quite difficult</p> <p>Suggested improvement: I think Accesstrade should allow the integration of multiple product links from many similar items</p>

		<p>into one link for marketing convenience. I think having too many links makes buyers click many times, which also reduces their interest in purchasing. Instead, integrating like this will give them more options and they can also pay more attention to other items in the same product link. The tracking issue with Google ADS also needs to be improved to make it easier to observe actual data.</p>
	<p>Question 3: What factors influence your chances of success when running a campaign? Why?</p>	<p>For me, the factors that affect the success of the campaign are influence and communication. I am also looking for and trying many different ways to attract customers. I have used Google Ads and TikTok to link my products, but up to now, it is probably because I do not fully understand the operating rules and my ability to reach buyers is still limited, so I feel this is quite difficult for me. However, I think that if I have more experience, making money will be safer and less risky than having to invest in other types of money making.</p>

Question 4: Do you feel that if you do a good job, you will receive a worthy reward or commission from Accesstrade? Why? What factors increase/decrease this trust?

If I does my job well, I thinks I will receive a worthy commission reward from Accesstrade.

Because based on the number of orders I generates, the commission I receives will be calculated based on the or percentage of commission equivalent to the number of successful orders. I always sets myself a revenue level that I needs to achieve when running a campaign, and I finds that when completing a campaign, the number I receives is okay for my, and I can also earn extra income. I thinks that at first I will have to invest a lot of time to run ads for the product, but if the product link has reached users, it will be much easier to collect money. Accesstrade also offers big rewards to motivate my, when I is ranked at the top, I will receive a sum of money, and that makes my eager to achieve it. I is also someone who likes to work with goals, and the need to achieve a certain score to increase my rank also attracts me. Besides, Accesstrade is the leading affiliate platform in the recommended category, so in terms of commission or policies, I believes that the benefits I receives will be quite good.

The factor that increases my trust is that when there is a problem of lost orders, Accesstrade supports me, guides me on the implementation process to get the order approved. However, on the brand side, the commission I receives is quite slow due to the long reconciliation time between the brand and Accesstrade. Currently, there are some supplier campaigns that will filter orders through a tool on their own system, not displaying orders on the system. Orders that do not appear are by default invalid orders, and the supplier does not cooperate to check lost orders.

<p>Question 5: Do you believe that if you put in more effort you will get better rewards from Accesstrade? Why? What makes you believe/disbelieve in that?</p>	<p>I believe that if I try harder, I will receive better rewards from Accesstrade.</p> <p>I know that Accesstrade's policy for pubs has a pretty good commission rate and the company applies gamification, which helps increase my motivation to achieve my goals. I trust the company's policy as well as its reputation in the market. This is also a leading affiliate company, so the company's link through the product also has a certain reputation with buyers, making them feel more secure when clicking without fear of information theft. The company also has policies to retain pubs with high sales, so when I try to achieve a large number of orders, I believe that I will receive higher rewards from the company. ATSP points are the points that pubs have, depending on the amount of commission received through campaigns, so I also want to achieve a higher score so that I can convert it into more gifts.</p> <p>What makes my trust is that the company has issued transparent policies and clearly informed pubs about the benefits they receive, and in my opinion, when they achieve many orders, they will receive very valuable rewards. I have also witnessed top pubs receiving awards, and it is real and not a marketing trick.</p>
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Question 6: What do you think about Accesstrade's commission calculation mechanism? (If yes, please describe specifically) What suggestions do you have to improve this fairness?

Accesstrade's commission calculation mechanism is that commission is calculated on each successful order, but that order must be purchased based on the number of clicks on the link provided by the pub.

Commission information is often public on the platform, each product and service has a different commission level depending on each campaign launched by the brand. However, in my opinion, with many different models, understanding how to calculate commissions can be difficult for beginners. Commissions can vary greatly between campaigns, even the same product but at different suppliers.

The suggestion to improve fairness is to provide tools and supporting documents to help affiliate marketers better understand the commission calculation mechanism and answer questions. If possible, in each campaign, I would like to have more video tutorials to support each step to achieve the single condition. Because when looking at the images and how to do it dynamically, it will help me understand the steps and conditions better, instead of having to read a very long commission conditions table, which sometimes makes me feel confused because I do not understand some conditions given by the brand.

<p>Question 7: Do the commissions and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from the campaigns? Why?</p>	<p>The commission and rewards from Accesstrade met my expectations, because I knew that each product would have a different level of difficulty in selling. The higher the commission, the more difficult it is for customers to decide to buy those items due to their high value and the need to consider preferential policies and warranties. Getting this order is very difficult. On the contrary, with items with commissions of only 6 - 7k/item, they are daily items and the demand for them is also very high, up to 100 orders a day like when linking with Highland, Kai... So I thought that the commission and rewards would be suitable for each product. I thought that the levels were all considered to be suitable; as long as I had a source of regular customers, the commission I received could be very high numbers. The rewards from Accesstrade were also quite impressive to me and gave me more motivation to learn how to do affiliate marketing to be able to sell more products. I thought I was satisfied with the value I received from the campaign, through which I earned more commission and new knowledge in affiliate marketing. However, perhaps because I did not know how to place links correctly and appropriately for the target audience, it cost me a lot of time and effort to run ads, but the value I received was not very good because my orders were few and the product I was choosing to run was not of high value.</p>
<p>Question 8: Apart from commission, do you expect any other rewards or support from Accesstrade?</p>	<p>In addition to commissions, I hopes that Accesstrade can support me with more free courses if my ATSP level is higher. Each level will learn about a different marketing method, which motivates me a lot because I also wants to know more about how to communicate through multiple platforms. I also wants</p>

Why? What will increase the value of the campaigns for you? to have more supporting videos for each campaign, with step-by-step instructions on how to do it to meet the commission requirements of the order set by the brand. In addition, there should be an additional check bar for the issue of orders that may not be approved so that I can adjust and avoid the situation of the brand canceling the order.

I also wants to have more performance calculation tools on the platforms where I is reaching the most customers such as YouTube, Facebook, Instagram, so that I can focus on potential channels. I also hopes that Accesstrade will support more discount codes for me when I has a high rank, because I also wants to increase the satisfaction of loyal customers by giving them codes so that they can remember my campaign.

I thinks that what increases the value of the campaign for my is that the goods must be of good quality, have a wide range of choices, and the steps to receive the commission must be simple, not too demanding, and there must be no delays or system errors. Tracking must be synchronized with Google Ads for easy checking. In addition, I hopes to have meetings between successful pubs to hear about their experiences and communication and promotion strategies for the products I wants to market, along with constant updates on orders and the commission I receives for each order.

<p>Question 9: Do you see participating in Accesstrade campaigns as a valuable opportunity to develop your career in affiliate marketing? Why? What factors influence this thinking?</p>	<p>I see joining Accesstrade as a valuable opportunity to develop my career in affiliate marketing.</p> <p>After being exposed to the environment created by Accesstrade, I found that although I myself had not yet received many orders, I gradually understood more about how a platform works and how to earn passive income. I was also provided with many available content templates, and as I read more, my thinking and strategic abilities improved. I was exposed to and learned more about tools such as SEO, Google Ads and other traffic-increasing platforms. I felt that this was a potential environment for me to earn extra income, because when working, I felt that I was gradually learning what to do to make customers interested in the product link I shared and from there proceed to buy.</p>
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Dang Thu Hang - 21 years old - Student

<p>Question 1: During your participation in Accesstrade, has the campaign's effectiveness met your initial expectations? Why? What factors have influenced it? When you participate in Accesstrade campaigns, what are your expectations?</p>	<p>During the process of participating in Accesstrade, the campaign's effectiveness was as expected at first, but because I had not invested time, I thought after 2 months that my initial goal was to come to Accesstrade because I wanted to do affiliate marketing and find campaigns with attractive commissions. I found that Accesstrade was suitable for my goals and also suitable for me at that time, but after 2 months, because I was busy with studying and working outside, I could not invest time and content to do affiliate marketing.</p> <p>I expect Accesstrade to calculate the correct number of clicks, commissions achieved, fast payment and in my opinion the steps on Accesstrade are simple for beginners, so I don't know much about affiliate marketing but Accesstrade is quite easy to</p>
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<p>about the results? Do you believe that putting in more effort will lead to better results? Why? If so, what factors make you believe that?</p>	<p>use and has good support.</p> <p>When participating in Accesstrade's campaigns, I believe that if I make an effort, it will lead to good results. If I invest a lot of time, I will bring many results. At first, the results I got were quite good. The factor that made me believe was because I had experienced it for only a short time, but the results were quite okie, stable because it was quite detailed when I sent a link, how many clicks or purchases were reported, so I believed that what I did would get what I wanted.</p>
<p>Question 2: Are the tools and guidance provided by Accesstrade sufficient for you to believe that you can achieve your desired goals? Do you encounter any difficulties when using these tools? (If so, please describe)? What do you suggest to improve the above problem?</p>	<p>From the time I registered an account until I received the commission, the steps I went through were quite simple, the navigation bar was quite ok, I followed each step easily for me to use, the tool was quite easy to use, I could watch the instructions on the side or go to youtube to watch the video instructions, the instructions were clear and complete, helping me feel more motivated when doing something, feeling it was smoother, that was also a plus for me to continue doing it. I think that with the tools and instructions that Accesstrade provides, it is enough for me to believe that I can achieve my goals because what Accesstrade provides is quite clear. The difficulty I encountered was that at the beginning, I was not familiar with the interface, but later on, I got used to it, so the search was quite clear, but when I did it, I had to enter each link to jump out to each corresponding link. If possible, I want Accesstrade to enter many links at the same time, then jump out to the corresponding links continuously, so I want to enter many links and return the corresponding link results at the same time or not. During the process of participating, I had difficulty</p>

		<p>getting enough 200k to be approved, but if it were more ideal, I hope the approved amount would be lower than 200k because I want to have money when it is less than 200k to help me increase my motivation, newbies have more motivation to work, when you first join, it is difficult to get 200k, it is easy to get discouraged because you don't know much about affiliate.</p>
	<p>Question 3: What factors influence your chances of success when running a campaign? Why?</p>	<p>I think there are 2 factors: content and your reputation. When you have enough reputation and influence, people who are interested in you will be interested in the products you use. If they find it suitable, they will be curious to see and can buy it right away. On the contrary, if you do not have influence or a relationship, no one will see what you post and it will not create any conversion. Your content is attractive and appealing enough to make people want to click to see. I think that on AccessTrade, what affects success is transparency and clarity in commissions because when you have higher commissions, you will invest more time and content to attract more of their attention. If you have money, you will have more motivation to invest and your campaign will be more successful.</p>
	<p>Question 4: Do you feel that if you do a good job, you will receive a worthy reward or commission from</p>	<p>I think that when I do my job well, I will get the results I deserve because accesstrade is quite transparent and clear, because I see accesstrade is quite professional and is used by many people in the KOL/KOC community. When I learn about affiliate marketing, I search on the search bar and accesstrade is at the top of the suggestions and appears quite a lot. Many people use</p>

<p>Accesstrade? Why? What factors increase/decrease this trust?</p>	<p>it, so I think many people use it, so I also use it. And I see many tutorial videos about accesstrade, so I use it.</p>
<p>Question 5: Do you believe that if you put in more effort you will get better rewards from Accesstrade? Why? What makes you believe/disbelieve in that?</p>	<p>Yes, because when I work for a while, I see that I know how many views I get from which source, how many clicks I can also measure on the report, see clearly and I can evaluate whether my campaign is effective and I get commission from that link, so I feel confident.</p>
<p>Question 6: What do you think about Accesstrade's commission calculation mechanism? (If yes, please describe specifically) What suggestions do you have to improve this fairness?</p>	<p>I see that there is a difference in commission levels between products, there are many very large differences, 10% floors, 20 - 30% floors, I don't understand clearly how to calculate the percentage, but whichever campaign has more commission, I choose to run that campaign, I also understand why that campaign has more commission because that platform is used by fewer people, so the commission level is higher so that accesstrade users buy more products for that product, I think that is normal, but my personal motivation is high or low commission, so whichever has a higher commission level, I prioritize running that campaign.</p>

<p>Question 7: Do the commissions and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from the campaigns? Why?</p>	<p>Currently the commission level is quite good, I hope a higher commission level can motivate me and people in the affiliate community to have more motivation to invest time in this affiliate marketing.</p> <p>Because I'm new to accesstrade and don't use other affiliate marketing channels, I can't evaluate how it compares to competitors in the market, but I also know that if you invest a lot, you'll get a lot of results, otherwise you won't get any results, so I'm quite satisfied with tracking up to that point.</p>
<p>Question 8: Apart from commission, do you expect any other rewards or support from Accesstrade? Why? What will increase the value of the campaigns for you?</p>	<p>In addition to commission, I expect to have more vouchers when running campaigns for the brand. Shopee has affiliate marketing, KOCs doing affiliate marketing with Shopee will have vouchers to buy cheaper products, I hope accesstrade can give me vouchers on the market I run so I can buy cheaper products.</p> <p>What increases the value of the campaign for me is the commission, the support from accesstrade like okie web, easy-to-use interface, contributing to my work becoming smoother, when I use the web smoothly, clearly, easy to follow, it uplifts my mood so I can work more effectively, helps me work better, increases my motivation besides the commission</p>
<p>Question 9: Do you see participating in Accesstrade campaigns as a valuable opportunity to develop your</p>	<p>I think yes, I want to be able to build a performance community, build channels or private groups to do my own industry, then I share so that everyone can join me on my path. I think Accesstrade is reputable with many industries, affiliate campaigns, e-commerce platforms, mobile apps, technology, banking and many other fields for me to do, if I do it for a while,</p>

<p>career in affiliate marketing? Why? What factors influence this thinking?</p>	<p>I don't want to do it in this field, I can do it in another field, every time I do it, I feel like I learn new things, so it's quite interesting, but I think Accesstrade needs to have more user protection policies. In the financial field, borrowing is quite a matter of luck, after a while, customers deposit money but the system reports cancellation, I don't understand why, and paying taxes. Doing big and paying a lot of taxes affects my motivation, beginners need support to delay paying taxes or notify them.</p>
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Ngo Thi Minh Anh - 27 years old - Teacher

<p>Question 1: During your participation in Accesstrade, has the campaign's effectiveness met your initial expectations? Why? What factors have influenced it? When you participate in Accesstrade campaigns, what are your expectations about the results? Do you believe that putting in more effort will lead to better results? Why? If so,</p>	<p>During the process of participating in Accesstrade, the campaign's effectiveness was as expected and sometimes exceeded expectations. There were always many customers who came to send private messages, but I did not have time to reply, so I missed those orders and sometimes I felt discouraged. The lack of time will make you more frustrated because when customers text during working hours, you cannot use the phone, the customer's need is urgent and you have to switch to someone else, then you lose that order. If you do more, you can join groups on Facebook to interact and share people's needs there. I will interact and comment more often on the promotions I am doing to show everyone that they will proactively connect with me more, but I don't have time. There will be an AT program if I achieve KPI like that, I will get gifts, it seems good but I haven't exchanged yet so I don't know if I will receive it or not, the gifts of household items in</p>
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what factors make daily life necessary for everyone, I also like it
you believe that?

<p>Question 2: Are the tools and guidance provided by Accesstrade sufficient for you to believe that you can achieve your desired goals? Do you encounter any difficulties when using these tools? (If so, please describe)? What do you suggest to improve the above problem?</p>	<p>I plan to work on cars but the commission is low at 1% but many people prefer to buy in installments, so the policies should be a little more open because people want to buy outside with installments more than the rate without installments. I am using the accesstrade app and shortening links, I only use the web, because I operate on the web more than I use the app when I change shifts, I don't know how to shorten links on the app, I only know how to shorten links on the web. Because I am used to operating on the web, when switching to the app, it doesn't show as clearly as the web, it doesn't expand, so when I shorten a link, it only shows 1, but on the web it shows many, the app opens on zalo and is not approved so it's difficult to send to you.</p>
<p>Question 3: What factors influence your chances of success when running a campaign? Why?</p>	<p>I usually run on Facebook a lot but now Facebook is difficult to post, it requires a lot of approval and when creating a fanpage to advertise for myself, it costs a lot of money, so I have less customers and it is a bit difficult. The order conversion (commission receiving regulations) of Accesstrade has income from the 25th to the 28th, there are many campaigns on the approval date, I don't understand, there are places that link the approval date on this day but there are places that approve on another day, then Accesstrade will collect them all and pay from the 25th to the 28th separately, so sometimes when checking orders this month, it takes about 2 months to receive money. Other apps, if eligible to receive money, will automatically withdraw, but on Accesstrade, you cannot automatically withdraw money but have to wait for that side to</p>

		<p>approve the order before receiving money, so I find it very long. Before, I worked at Highland on the 18th to convert orders but that side had to check with Accesstrade, then I only received money on the 25th to the 28th, divided into batches, not by stage, the brand approved the order, if it was not in time for the payment date, it had to be filtered to the next month.</p>
<p>Question 4: Do you feel that if you do a good job, you will receive a worthy reward or commission from Accesstrade? Why? What factors increase/decrease this trust?</p>	<p>I believe that if I do my job well, I will receive a worthy commission. However, I think some orders with high commissions are worthy, but there are some orders with only a few hundred dollars that I think the commission rate is too low, so I'm lazy to do it.</p> <p>The app creates many conditions for passive income, so the more you do, the more you will earn. I know Accesstrade through the KOL youtube channel that guides how to do affiliate work. To trust, I see in the Accesstrade group like this and this, how many orders a day is like giving me motivation.</p>	
<p>Question 5: Do you believe that if you put in more effort you will get better rewards from Accesstrade? Why? What makes you believe/disbelieve in that?</p>	<p>I believe that if I makes an effort, I will receive better rewards from Accesstrade because I thinks Accesstrade also has good welfare policies and is also a reputable and safe channel, with many rewards according to ATSP's hierarchy. I has also seen many people can achieve success from Accesstrade so I also believes in that.</p>	
<p>Question 6: What do you think about</p>	<p>Still low compared to when linking with some other e-commerce sites like shopee, many items have very high value</p>	

<p>Accesstrade's commission calculation mechanism? (If yes, please describe specifically) What suggestions do you have to improve this fairness?</p>	<p>but the commission rate received is low, like the order value is over 1 million but the commission rate received is about 1-2% depending on the niche I introduce, many times when introducing a purchase link, I will look at the value of that order to convert the commission for myself to be higher, but when looking at the benefit policy of 200 - 300k but the high commission conversion makes me feel like I benefit like household goods, mistakenly an order of 1 million or 2 million but the amount of commission is less than normal orders, so I suggest that high order rates must receive higher commissions.</p>
<p>Question 7: Do the commissions and rewards from Accesstrade meet your expectations? Are you satisfied with the value you receive from the campaigns? Why?</p>	<p>When I saw people sharing that they earn about 10 million a month, I didn't have time, so I worked less, earning about 1-2 million or so so that I could have more passive income, and when I got home, I took advantage of my time to do more. Regarding the re-do policy, since the MST period, sometimes I felt like there were too many things, sometimes people shared that MST had accumulated from years ago and had to be checked again, I was discouraged in the niche, so I left. The current commission level meets my current expectations because I didn't invest any capital, so I think the income is okay, but there are many policies that make me discouraged, Facebook was squeezed and lost 2-3 accounts, making it difficult to do it again, because I run the main Facebook because I commented too much, so my Facebook was blocked for 3 days and I couldn't use it. When I saw people posting that they needed to find something, because I was an affiliate marketer, if I commented too much, I would be blocked from interacting anymore, my messages would be stopped, spammed, and my Facebook would be locked. The second</p>

		<p>account posted an article using the word "tax" and then texted someone who said that it was using a prohibited word so it was no longer allowed to be used. The account T3 sells products through FB market place. I sell when customers message me, I can only send the link in the chat content. I noticed that the sensitive word is prohibited but I am not allowed to advertise for about 2-3 months and my account is lost.</p> <p>I am satisfied with what I received such as sales skills, I know how to post trending posts, and know how Facebook works. During the process of using, if I do not understand something, I will go to Accesstrade's fanpage so that if someone else has done it before, I can just look it up and not ask anyone directly.</p>
	<p>Question 8: Apart from commission, do you expect any other rewards or support from Accesstrade? Why? What will increase the value of the campaigns for you?</p>	<p>I want the commission to be a little higher and I also want the policy to be clearer. The other day I saw the approved commission rate and it was not clear. Currently, I do not know how to build a channel to do it long-term. Currently, I am looking for a way and then I lost my account. It is very easy to get discouraged. I also want to have instructions so that I can do better because most of the time I do it myself. Accesstrade sent me emails about events to listen to experts. I participated once, but they said in general that those who have gone before have gone through it, but at that time I had not experienced it, so I was not interested in listening. I think that event should create a connection with everyone. Those who have questions can ask questions and ask for answers and they will answer them. The other day I saw people only talking about how they went through it, but at that time I had not experienced it, so I was not interested in listening.</p> <p>I think to increase the value of the campaign for me, I have to</p>

understand it clearly, I have more time, writing an advertisement, I have to create a Facebook account, that's difficult for me, I only focus on the app, but I get discouraged on the sales side because I know that on the app, they process orders very quickly, like the car campaign. I think to make a campaign more attractive to me than other campaigns, the approval rate is faster, if there is any upcoming program, the app will update a little faster so that everyone has more inspiration to advertise, if the link on here is not the same, I will advertise it, it's not new, I see that on here it's a little slower than outside, like on TikTok, people update trends faster than here, so when the campaign is almost up, it takes about 10 days for it to run the campaign here to advertise, so the advertisers on your side have to update it, find ideas, it's too close, so the competition is high. I heard many people share that the fast approval rate is because people invite people to join banking apps or borrow money or something, I'm not familiar with that side, only that side can get a lot, or run ads or something, the advertising rate needs a lot of time, people texting, it takes time, the app seems okay, but I don't really understand the policy of receiving income because on the app, to receive money from the 18th to the 28th, but usually I receive money from the 25th to the 28th, there is an approval rate from this month to the next month and then it is transferred to the next month. If the next month does not reach 200k, it will withhold the money for the previously unapproved part and will not receive it. If it reaches the 3rd month, it will not be sent to compensate. When I look at the policy, if it is over 200k, it will be received from the 18th to the 28th. I think it is okay, I think the money will be

		<p>transferred to the next month, but if it is not received the next month, I will lose the unapproved amount, so I am a bit discouraged. I participated in livestreaming successful people first, thereby giving me more motivation about how they work and operate, they change orders very quickly, when I'm free, the order rate is not much, when I'm busy, people text me. The better the livestreams and events, the more gifts I can exchange, but the livestreams have a lot of viewers so I don't receive gifts.</p>
	<p>Question 9: Do you see participating in Accesstrade campaigns as a valuable opportunity to develop your career in affiliate marketing? Why? What factors influence this thinking?</p>	<p>I think I have improved but now there are many apps I can do to make money at home like I am doing on tiktok, there I can actively withdraw money better than accesstrade. The reason I don't work with Accesstrade anymore is because my facebook account was locked, I had to start over and I'm not familiar with the tax code, many people were taxed before, I don't understand the approval rate, at that time I was deducted tax, so since July everyone realized that I owed a lot of tax, so even if I shared it on the group, I might also be in debt, because I'm not familiar with the tax side, I stopped until now, tiktok is also running many campaigns, so I work on tiltok and besides that I also work with the design website. I think tiktok I often shop on there and if I sell on there or post videos selling I will receive a 0 VND shopping voucher. For example, I have a video trending the brand proactively ibox for you if you are female, they will send women's clothes for you to experience, and I also often buy things so I post 1 video on about 100 videos I will receive a code of 50k, 70k, 90k. About tiktok commission, the commission is transferred directly to the bank, just need the policy that when the customer receives the goods, the commission is sent immediately, about 1 week from the time</p>

		<p>of purchase to the time of receipt of the goods. If the order is approved, it is transferred directly to the account, faster than Accesstrade, and the order approval can be tracked.</p> <p>Accesstrade should improve the commission rate higher, if possible I will switch to the app or borrow money, seeing that everyone is doing it ok, I also want to try it, I worked for tiktokshop for about 6-7 months, at first it was ok but after a while it was difficult to get MST, all the channels were scanned, but there you just need to register gmail, if you see that the channel is running then provide a phone number, I find it easier to recreate than working on Facebook. In the future, I may continue to work at Accesstrade</p>
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Participant 3. End user

STT	Question	Reply
Nguyen Le Tuong Vy - 24 years old - Sales Marketing		
1	<p>Question 1: How did Accesstrade's campaign attract you? What elements of a campaign will attract? Why?</p>	<p>Usually when I see Accesstrade posts, the first thing I pay attention to is whether the product is suitable for my needs. I am always in the mood to look for new products to try, like there are too many options now so I often compare to choose the best one for myself. If the product in the campaign is something I need or intend to use, I will be attracted immediately.</p> <p>Furthermore, I really like to read reviews, but only from people I trust. I don't watch them all, I only follow a few specific channels, these people talk very honestly and their style suits my taste. If Accesstrade's campaign appears on these people's channels, there is a high chance that I will pay attention and learn more about that</p>

		product. I feel more secure when I hear comments from people I trust, this helps me feel more confident in my purchasing decision.
Question 2: How do you feel about the way products/services are presented in Accesstrade campaigns? How does the way products/services are presented affect you? Why?		<p>The articles that I see, the way of introduction is very important, like I also see many articles introduced by AT, currently I think it is still ok, from the image to the content is easy to understand. But to say that the way of communication attracts me is probably not entirely true.</p> <p>Personally, I like the way of introducing on tiktok. There are some tiktokers who introduce in funny and humorous ways. Watching videos like that, I usually know it's an advertisement but I still "willingly" watch it. Although I normally don't like watching advertisements. To answer why, it's probably because the content is interesting and interesting, I watch it because the content is interesting, it attracts me and I want to watch it all, then the advertisements that are inserted there automatically go into my head, in a passive way.</p>
Question 3: Through which channels do you usually see Accesstrade campaigns? Does the campaign appearing in different campaigns change your attention to the campaign? (If		<p>I see it most on TikTok because I also surf this channel the most. For me personally, appearing on different channels changes my attention a little bit. I feel like I would like it to appear on TikTok a little more, because I like this channel the most, but usually when I surf Facebook or Instagram, I don't seem to care much about advertising or reviews. Maybe because I like TikTok, I follow a lot of people on it, then when I see good reviews, I feel more trust, like I'm more connected to TikTok, so I'm attracted and want to watch more and also buy more on it than other channels.</p> <p>As for the channel that I like, there is tiktok, there is a thread that is quite famous recently, I don't know if you know but I often surf that channel. Because tiktok has been famous for a long time, I</p>

so, please describe) heard that it can be addictive, I surf for a long time and it becomes
 Why? a habit so I surf every day, and the thread is quite new and also
 Which social hot, I downloaded it to try it and found it quite interesting, like the
 network do you people on it give me a more open feeling, the community is
 love and spend the younger than other channels so I surf more comfortably.
 most time on?
 Why?

Question 4: How Probably usually, it's probably the feeling about the product a lot,
 do you feel after whether this product is suitable or not, the feeling of a bargain,
 seeing there will be times when I think this product is good. To say why
 Accesstrade's I have this feeling, it depends a lot on the way of communication,
 campaigns? Why? personally, I think AT's way of communication doesn't impress
 What factors lead me much, but to talk about it completely, it's just that I also expect
 to this feeling? something more groundbreaking, it will make me wow and have
 more emotions, it depends on the content, because basically I will
 feel the product through the way you convey the idea. So I think
 it's very important. In addition, the product must also be in my
 interest and enjoyment, then I will read or see more information
 and then feel that the product is good.

Question 5: Did you feel convinced after reading/viewing the campaign information? Why? What factors contributed to this feeling?

There are times when I am convinced and buy, but there are also times when I am not, but most of the time I probably am not. I think that everyone is like me, one day they will be exposed to a lot of advertising information. So that advertisement must have something to attract and convince me. Personally, I will be more convinced when the information comes from an influential person or a reputable person that I have followed for a long time, then it will be easier to convince me. I find that when I watch an advertisement, I often ask the question: "Why should I buy this product?". If someone I often follow on social media introduces a product, I will feel much more secure. I think it is like I have a certain connection with that person, and they are like a friend introducing me to a good product. If I use many of that person's introductory words that I find suitable, I will be more easily convinced later.

I am also more likely to be convinced by information from experts in the field. For example, if a dermatologist recommends a skin cream, I will trust it much more than if I just read the information on the product packaging.

Question 6: Do you find Accesstrade campaigns promote a sense of urgency to buy the product? What factors contribute to this feeling?

There are times when I am convinced and buy, but there are also times when I don't, so I say I buy immediately, but not many. I think whether I buy or not depends on many things. Is the product suitable for me or not, how is the review, is the price good or not, depending on the product. If it is expensive or it is related to health and used directly on the body such as cosmetics, functional foods, etc., I will research more carefully before buying. As for clothes, I often buy immediately, just seeing someone wearing them is so beautiful, so pretty, I will decide right away. Sometimes, when the

<p>Why?</p>	<p>product is on sale or has a limited quantity, I am urged to buy immediately, but it has to be like people often discount for 1 hour, then I will hurry up and order, but 1 hour later I come in and wait for it to be discounted again, I will cancel the order immediately. Oh, with products that my friends have used a lot, if I see a suitable advertisement, I will mostly buy immediately.</p>
<p>Question 7: After receiving information from Accesstrade's campaigns, what actions did you take? Why?</p>	<p>Usually I probably skip it a lot, then I probably click to see it, and sometimes I buy it. The times I skip it, it's probably because it's not suitable or doesn't appeal to me. If the product is not suitable, there won't be any attractive promotions.</p> <p>Usually, when I click to try, I mostly feel like I want to buy it. I want to buy it because the product suits my needs, or it's on sale, or because of the ads I see all the time. Sometimes I'm curious and click to see what it is, but my final decision will be the price. If I click on the price and it's ok, I'll try to buy it. But I just click without buying, mainly because the price doesn't match my expectations.</p> <p>But sometimes I click to learn more about the product and then find it's not suitable or I don't think it's necessary to buy it right away so I exit. Sometimes I see a funny review so I click to see if it's suitable. I also buy it if it's suitable.</p> <p>As for buying after seeing it, it's also less, mainly the video or post must have images and content that really attract me first, then I see it's suitable for me, or I see this is a very good product, or the discount is too good, then when I click I see the price is ok, there</p>

must be a number of purchases + good reviews then I close.

Question 8: What factors influenced your decision to purchase/click after viewing the campaign?

For me, clicking to see is easy, but sometimes I'm afraid of scams. Nowadays, there are often scams when clicking on links, so I'm a bit hesitant if the link is strange, or if the link is from someone I don't know, don't trust, and have no influence, I never dare to click. So when I click, the first thing I want to do is check if the link is strange, if it's from someone I trust, if the product attracts my attention, if it's from a reviewer I trust, most of the time I'll click and consider more, I also often click when I see fun content, like social networks now also have some fun trends, I can say that I quite like trends and after a tiring day at work, I need something fun, those things easily attract me and I'll naturally be drawn to the product in it, so I often click like that.

For me, buying depends on the price, product quality, and reviews on the market. But I will consider more expensive products, but sometimes I can buy things under 100k for fun.

Question 9: Please describe the process of receiving information making purchase/click decision?

I am attracted to posts and advertisements on social media, especially on TikTok. The way to convey fun, creative content from my favorite influencers. In particular, posts with reviews or recommendations from reputable people that I have followed for a long time will be more attractive and create trust.

Then, I will start evaluating the information based on my needs and interests in finding the best product for myself, and I will be influenced by things like trust in the referrer, link, product price, and discount programs. Also, if the ad appears repeatedly, it can stimulate curiosity and lead me to learn more.

The decision to buy or not can then be changed depending on how the product is presented and how it fits my current needs. Often I will click on the link to see more information if the product or content is appealing. However, the final purchase decision is mainly based on price and how well it fits my needs. Factors such as positive reviews, ratings, or special discounts can motivate a purchase even more.

Minh Thien - 23 years old -

Question 1: How did Accesstrade's campaign attract you? What elements of a campaign will attract? Why?

Accesstrade's campaigns also attracted him to a certain extent. He often came across these campaigns by chance while watching review videos on Tiktok, YouTube, for example, reviews of technology products or sports equipment. Sometimes he also clicked on the link out of curiosity, and partly because he had a friend who had worked with Accesstrade, so he had a prior interest in this platform.

For him, the visual element is what makes the strongest impression. For example, campaigns with beautiful, creative images, especially about products like Vinfast cars, easily catch his attention. Sharp images, beautiful angles and vivid colors create a very "cool" feeling, increasing the appeal and making him more easily attracted. This is especially true for products he is interested in such as games, technology and sportswear, areas that he is interested in.

In addition, content that is easy to understand and approachable also has a big impact. If a campaign can quickly convey the core value of a product or service in an easy-to-digest way, he is more likely to stop and look at the details. Content that is too complicated or forced is often an immediate turn-off.

Ultimately, it's important to think about how it feels to you, how it feels to you, and when it's targeted to your personal interests or areas of interest, like technology or sportswear, you'll feel more connected to the content and more engaged.

Question 2: How do you feel about the way products/services are introduced in Accesstrade campaigns? How does the way products/services are introduced attract you? Why?

He found the way Accesstrade introduced products quite diverse, each campaign had a different style, but it did not always appeal to him. There were ads that really interested him, feeling like they understood his needs, but there were also ads that just passed by without leaving any impression.

Accesstrade

What attracts him the most is when the advertiser talks about the product in a genuine way, as if they have actually experienced it and shared their personal feelings. For example, he often watches tiktokers or youtubers that he has been following for a long time. If he feels that they have actually used that product and have a real experience, he will trust it more. This is completely different from the review ads that he sees everywhere online. Many times he sees a lot of advertising, but when he buys it, he finds that the quality is not as expected, feeling like he has been cheated, very uncomfortable.

Also, the way people talk about the product is important to me. I like ads where the person introducing the product speaks naturally and intimately, as if they are sharing their experience with a friend. Don't just list the product's uses in a rigid, industrial way. I like real stories and sincere emotions, because that creates a connection with me, making me feel that this product can really suit my needs. When I hear sincere sharing, I am more easily attracted and trusted, because it helps me feel that my decision to buy is right.

Question	3: I usually see you on TikTok and YouTube. As for whether
Through which channels do you	usually see different channels change your attention.....
usually see	As for me personally, to say yes or no, it's yes but not much.
Access trade	
campaigns? Does	Because he has different preferences for different platforms, he
the campaign	feels that each platform has its own style and interface, and he will
appearing in	have different levels of attention to each platform. For example,
different	on TikTok, everything happens quickly and concisely, so if there
campaigns change	is an attractive advertisement, he will pay attention immediately.
your attention to	YouTube is different, he often goes there to watch longer content,
the campaign? (If	such as product reviews or tutorial videos, so he tends to spend
so, please describe)	more time learning.
Why?	
Which social	Furthermore, he only uses certain platforms for entertainment,
network do you	such as TikTok, Facebook, and Threads. He has a fixed purpose
love and spend the	when browsing, so he doesn't really care about ads or reviews, and
most time on?	will most likely just skip them. These platforms help him relax, so
Why?	he is easily attracted to ads that appear naturally while browsing.
	As for platforms like Zalo, he only uses them for communication,
	mainly for work, so he hardly pays attention to ads or reviews that
	appear there. In terms of attention, he clearly sees that ads that
	appear on his favorite entertainment platforms are more likely to
	keep him on longer. For example, if he is browsing TikTok and
	sees a funny or creative video ad, he will stop watching.
	Meanwhile, if he is using YouTube to watch reviews of a specific
	product that interests him, the ads that appear will be less annoying
	because he is already in the mood to learn more.

Question 4: How do you feel after seeing Accesstrade's campaigns? Why? What factors lead to this feeling?

Well... if I talk about the feeling after seeing Accesstrade's campaigns, it must attract me first for me to have feelings about it. If it doesn't attract me, I will probably quickly pass by it without leaving any impression.

Usually, if a campaign catches your attention, it must be because of its beautiful image, quality or the product has something new, very useful and practical. In particular, campaigns that provide you with new knowledge about technology or products will easily attract you. For example, there are articles like 'Have you heard about XYZ technology of this product?' that sound very interesting, you feel like if you don't watch it, you will miss something interesting. Even though you may not buy that product, you still watch it to learn more.

As for emotions, if a campaign is eye-catching, the content is interesting, the product is practical, then you will feel excited, interested, even a little curious. What you like most is the feeling that the product suits your personal needs.

Talking about the factors that affect this emotion, the first is probably the way the images and videos are designed, they must be classy. Second, the content must be natural, not too industrial or sales-oriented. The third factor is also very important, the reviewer must have a reputation or a lot of followers. If the reviewer has too few followers, I don't dare to trust them. Famous people keep their reputation, so I still trust them, if something goes wrong, I can expose them, but people with too few followers, if they buy and use it and it doesn't work, I can't expose them,

		because no one cares if they expose them.
	<p>Question 5: Did you feel convinced after reading/viewing the campaign information? Why? What factors contributed to this feeling?</p>	<p>Convincing? Well, to be honest, sometimes I find it convincing, but most of the time I don't. I think the reason probably lies in two main factors. One is about advertising, the other is about my personal feelings. It takes both of these factors to convince me.</p> <p>Regarding advertising, first of all, it has to attract you, there are several factors that I have shared. If it is not attractive, I will just skip it, so how can I convince you? But it is not easy to do that, because now everyone is advertising, from tiktokker to youtuber, everyone is selling for their own benefit. No one has the time to make free videos, to share honestly with you. So I am very skeptical about the information in the advertisement, like whether people are telling the truth about the product or just telling it to sell. Especially those who do affiliate marketing like you said, they are like making me have only one thing to do, just doing everything to sell the product, so I have a little distrust. I always feel that the information I receive can be fake, making it difficult for me to completely trust.</p> <p>So, the first step to convincing him is that the advertisement must make him believe that the reviewer actually uses the product and has real experience. It must be genuine and the product must be as good as the introduction to convince him. If the advertisement simply lists the uses without any truth, he will find it difficult to be convinced. In general, he needs to feel that the person has real experience and is sharing honestly, not just wanting to sell the product.</p>

		As for you, you have to really feel that it is suitable, you have to feel that you need that product for you. No one spends money to buy something that people think is useless. You have to have a need for that product, because there are some products that you think are good, really good. But if you don't think you need it, you will just ignore it.
Question 6: Do you find Accesstrade campaigns promote a sense of urgency to buy the product? What factors contribute to this feeling? Why?	Actually, there are times when I feel the need to buy immediately, but only in special cases. For example, when I see a product I have used before that is on sale for a short time, I will buy it without thinking much. I am afraid of buying too late, afraid of missing out on the discount.	Other than that, there is nothing that makes me want to buy immediately. Because I think now everyone will read many reviews before buying, how can you watch or read a post and buy immediately. You have to watch a lot and compare from many different people. But for me, there are some reputable reviewers, I only watch those people, and buy from those people's links. I don't watch in general, if the product is from someone else's channel, I will try to find it on the channel of someone I trust, if that person hasn't reviewed it yet, I won't buy it.
Question 7: After receiving information from Accesstrade's campaigns, what actions did you	Usually, I often see Accesstrade links in the form of creating curious content, then click on the link to see the answer. Those contents are often hot issues at the time, so it also attracts my attention and makes me click to see what it is in the end. But I just stop there and do not choose to order any products with such content. Because I am in the mood to answer my own curiosity,	

<p>take? Why? What factors increase the likelihood that you will take action when you see a campaign?</p>	<p>not in the mood to buy and need something, even if that item is useful to me.</p> <p>In addition, there is a form that you often see Accesstrade links, which is the type of video creation that hits your needs in terms of images and persuasiveness of that video. Usually, you are drawn to content related to useful items that people review and then link to it. With beautiful outfit models, then attach links to each item in it. And then you see the review, if there is no problem, you will definitely buy this clothing product, because you are a person who tends to like shopping.</p> <p>The factor that increases your ability to act is probably that you see the product in the advertisement, the persuasiveness of that product to you and your need at that time, if you do not have a need but because the content is so convincing that the usefulness of the product to you is great, then you will buy.</p>
<p>Question 8: What factors influenced your decision to purchase/click after viewing the campaign?</p>	<p>The factor that makes you want to click on the link is probably mostly due to 2 things, from your curiosity about the content of the creator and from your need, interest in the content about that product that makes you want to own and need it. In my opinion, the main factor that makes you click is definitely the content, the content that makes you curious or interested in convincing you about the product, or simply the content is too good, too invested and creative also makes you feel attracted and want to click on the link to watch until the end as well as support the creator of that content.</p> <p>As for the factor that makes him want to buy, it is because of the</p>

		<p>persuasiveness of the content and the video that makes him feel that it is really useful to him, makes him feel how he can use it if he owns it, what contexts he can take advantage of and when he can use it, and the eye-catching product image factor makes him want to own it. In addition, he often follows KOLs, KOCs about their dressing style, daily necessities so that he can go to see the product links they compile, he will go there to shop. Because their influence and love for him is great.</p>
	<p>Question 9: Please describe the process of receiving information making purchase/click decision?</p>	<p>When you are interested in a product, the factor that attracts you the most is when that item is displayed on the platform you often use. You often use Facebook and if you accidentally see a post about the product, you will click on it and take a look. If it meets all your requirements, you will buy it immediately. There are cases where you do not intend to buy the product but you are also attracted when there is an article about the information you want to know, and there are cases where the link is attached to the comment, making you curious about the article and clicking on it. Advertisements about the product's promotion appear at a discount price, even though you do not need it at that time, but it also makes you think about whether to buy it or not because it may be a big brand and you are attracted. Maybe at first you are not interested in that item but after looking at it, you will pay attention. For you to decide to buy, the first thing is that you will see product reviews, reviews through previous customers, reasonable prices and promotional programs.</p>
<p>Lam Tuyet Nhi - 26 years old - Foreign Affairs Specialist, FPT IS Company Limited</p>		

<p>Question 1: How did Accesstrade's campaign attract you? What elements of a campaign will attract? Why?</p>	<p>Usually, for me personally, when I see a campaign, the first thing that attracts me is definitely the visual part, the eye-catching or beautiful image, then I care about what product it is talking about, what is good about that product, what is new that I should care about, or is there any special program.</p> <p>Because no one likes to watch ads, it has to meet a certain need or bring some benefit to be interested. I have seen some of your programs, but I think the factors you mentioned are not really attractive to me in terms of appearance. As for the promotional program, I think you often have discount codes, which I often use. As for the product, I think it is more about me, if it suits my taste, then I am interested.</p>
<p>Question 2: How do you feel about the way products/services are introduced in Accesstrade campaigns? How does the way products/services are introduced attract you? Why?</p>	<p>Speaking of methods, it seems like your side is on tiktok, youtube, facebook right? I have seen them on those. In general, I see that the methods are also diverse, there are posts on facebook like on code hunting groups, and there are reviews on tiktok youtube stuff, I feel that it is diverse but I think the content is not very good, right? Sometimes when I click to learn, I see that some posts do not fully describe the strengths of the product. Just some posts, but in general, the posts I see are okay, like I often hunt for Highland codes from your side during my lunch break at the office and find it profitable. In general, I think your side also attracts me, but the core that I see is because I basically have a need.</p> <p>As for the ways to attract you, I think it's probably diverse, but actually I think it's more due to my existing needs. For example, with discount code hunting campaigns, especially those related to food and drinks like Highland, I often order them at noon at the</p>

		<p>office, so when I see discount codes on Accesstrade channels, I'll be more interested. In particular, I find that campaigns related to discounts or promotions are easier to attract me, because they hit my need to save money. But one thing I think needs improvement is the way to convey content, especially in terms of detailed information and product strengths. Sometimes when I click to see, the information is not complete or does not clarify all the main benefits of the product, so I feel a bit hesitant in making a decision. I think if Accesstrade could invest more in content, clarify the benefits or outstanding features of the product, it would be more convincing to me and others.</p>
<p>Question 3: Through which channels do you usually see Accesstrade campaigns? Does the campaign appearing in different campaigns change your attention to the campaign? (If so, please describe) Why? Which social network do you love and spend the most time on?</p>	<p>3: I see it most often on Facebook in discount code groups, besides that there is also TikTok, YouTube but not much, mainly on Facebook because I follow them.</p> <p>To say whether the appearance of another channel will reduce attention or not, it probably will, because each channel has a different purpose of use, so I think it will affect whether I will pay attention or not because basically my needs at that time have changed. For example, when I surf tiktok to update the situation, I don't really care about discount codes or advertisements, if there are, they have to be really attractive for me to care.</p> <p>My favorite social networks are currently Facebook, Tiktok and Locket. I have used Facebook and Tikotk for a long time, and I downloaded Locket from my cousin. I think Locket is quite good so I like it too.</p>	

	Why?	
	<p>Question 4: How do you feel after seeing Accesstrade's campaigns? Why?</p> <p>What factors lead to this feeling?</p>	<p>When you see it, you will feel that most of it probably doesn't have much of an impression, like it doesn't make you feel anything special. Most of the time, you don't see anything that attracts you or is different from other ads that you often see online.</p> <p>I think it's partly because the advertising content isn't impressive enough. An important factor that affects my emotions is the way the information is conveyed. If the campaign content simply introduces the product without going into specific benefits, I feel a bit indifferent. For example, many ads only focus on price or promotion without clearly stating how good the product is, or how it can solve my problem, it's hard to leave a strong impression. In addition, the way the ad is designed, the eye-catching and neat images, along with the appearance of reputable influencers also affect my emotions when watching. If I feel that the campaign comes from influential people, or the information is conveyed clearly and closely, I will feel more interested and curious.</p>
	<p>Question 5: Did you feel convinced after reading/viewing the campaign information? Why? What factors</p>	<p>There are times when I am convinced and buy, but there are also times when I am not. I think everyone is like me, exposed to a lot of advertising information every day.</p> <p>So, that advertisement must have something special to attract and convince me. Personally, I will feel more convinced when the information comes from an influencer or a reputable person that I</p>

<p>contributed to this feeling?</p>	<p>have followed for a long time. When I see an advertisement, I often ask myself: 'Why should I buy this product?' If someone I regularly follow on social media recommends a product, I will feel much more secure. I feel like I have a certain connection with that person, like a friend is recommending a good product to me. If I have used many products that they recommend and found them satisfactory, then I will be more easily convinced when they introduce new products in the future. In addition, I am also more easily convinced by information coming from experts in that field. For example, if a dermatologist recommends a skin cream, I will trust it much more than if I just read the information on the product packaging. Their reputation and expertise help my feel secure when making a purchasing decision.</p>
<p>Question 6: Do you find that Accesstrade campaigns promote a sense of urgency to buy the product? What factors contribute to this feeling? Why?</p>	<p>In my opinion, the factor that promotes the feeling of having to buy a product immediately through A campaigns mostly focuses on the limited promotion time or flash sale on e-commerce platforms, as well as the discount of only a limited number of products also contributes to increasing the demand for buying --> creating a sense of urgency that makes you need to make a quick purchase decision, avoiding missing out on the benefits offered.</p>

<p>Question 7: After receiving information from Accesstrade's campaigns, what actions did you take? Why? What factors increase the likelihood that you will take action when you see a campaign?</p>	<p>Actions: click to view product/service details; compare prices and quality; then proceed to purchase if the product meets your needs.</p> <p>Factors that increase the possibility: Promotions, discounts, free shipping, promotion end time, limited product quantity, especially feedback from others --> create trust in product quality --> promote the need to buy</p>
<p>Question 8: What factors influenced your decision to purchase/click after viewing the campaign?</p>	<p>In addition to factors such as discount programs, promotions, and free shipping, the most important factor that greatly affects my purchasing decision is when I read the feedback about the product/service and whether it suits my current needs and is personalized to my preferences. Then, I will definitely click to buy immediately.</p>
<p>Question 9: Please describe the process of receiving information to making purchase/click decision?</p>	<p>1. Receive information: recognize/access accesstrade campaigns through e-commerce sites, social networks,... --> Pay attention to specific information about promotions, discounts,... that make you want to stop and learn more.</p> <p>2. Then consider the product/service as well as your needs to see if you really need to buy it at the present time or not --> Compare with other shops to make sure your decision to buy here is really correct or not.</p> <p>3. Consider the deciding factors: promotions and benefits when</p>

		<p>purchasing the product, promotion duration, feedback from other customers,...</p> <p>4. Make a purchase decision after considering the above factors.</p>
Nguyen Thi My Tien - 30 years old - Psychological consultant		
<p>Question 1: How did Accesstrade's campaign attract you? What elements of a campaign will attract? Why?</p>	<p>Usually I look at reviews before buying, I also often buy, then I will let you see those people, I add a product like that, I usually look at reviews and ratings or famous people. Then see how they use it, how they review it and when it has codes or apps or discount codes, I find it convenient and advantageous for me.</p>	
<p>Question 2: How do you feel about the way products/services are introduced in Accesstrade campaigns? How does the way products/services are introduced attract you? Why?</p>	<p>The products and services introduced in accesstrade, in my opinion, are communicated quite well. I think most of them will be invested in terms of content and images. I find the campaigns quite attractive. I think they also know how to grasp the trend to have quite impressive content for me.</p> <p>I think that if I want to approach a product, it must be recommended to me. When I am interested in that item and it is recommended on Facebook or Instagram, I pay a lot of attention. I browse through each one and see some beautiful designs and I am drawn to them. Sometimes I don't intend to buy that type of product. Or if that product or service is introduced by KOLs/KOCs who I am interested in, I feel that the reputation will be higher and I think they are good at using it, so I tend to buy from them. People with influence also partly influence my purchasing decision.</p>	

<p>Question 3: I often see Accesstrade's campaigns through tiktok and facebook Through which channels do you usually see Accesstrade campaigns? Does the campaign appearing in different campaigns change your attention to the campaign? (If so, please describe) Why? Which social network do you love and spend the most time on? Why?</p>	<p>3: I often see Accesstrade's campaigns through tiktok and facebook Through which channels do you usually see Accesstrade campaigns? Does the campaign appearing in different campaigns change your attention to the campaign? (If so, please describe) Why? Which social network do you love and spend the most time on? Why?</p> <p>I think so, if usually when the campaign is posted on Facebook, usually see most of the content is in text so I'm lazy to read, but through TikTok, I can listen passively, then the messages I want to convey will reach my head faster, when I'm interested in a product and I hear an interesting advertisement on TikTok, I immediately decide, I read the reviews but Facebook is harder to reach me because I'm lazy to read.</p> <p>The social network I love and spend the most time on is probably TikTok because watching TikTok are short videos and I can relieve stress very well, and TikTok also has suggestions that match the things I'm interested in. I find that TikTok captures people very well, as soon as I mention something, a video with that content appears immediately.</p>
<p>Question 4: How do you feel after seeing Accesstrade's campaigns? Why? What factors lead to this feeling?</p>	<p>4: How do you feel after seeing Accesstrade's campaigns? Why? What factors lead to this feeling?</p> <p>After seeing Accesstrade's campaigns, I feel it is quite new. I see that nowadays it is also popular compared to my previous approach to buying products. In the past, if I needed something, I would have to go and buy it myself and surf a lot of websites. But now, I just need to post my need for the item I need in the group and there will be links to that product, which I find quite interesting. I don't need to go to many places like before, and I can also save more time.</p> <p>I think the factors that influence my emotions besides quickly reaching me and good advertising, I also need reviews from people</p>

		<p>who have used it before. If the product doesn't have any reviews, it doesn't make me confident enough to buy it. If the reviews are too low, I think the product has a problem. I tend to buy products when there are many purchases because I think if there are many purchases, the product will be more reputable and of better quality.</p>
<p>Question 5: Did you feel convinced after reading/viewing the campaign information? Why? What factors contributed to this feeling?</p>	<p>Did you feel convinced after reading/viewing the campaign information? Why? What factors contributed to this feeling?</p>	<p>I think it depends on my wishes at that time, sometimes yes, sometimes no.</p> <p>If you really need that product, the campaign you think is very easy to reach you, but if you are not interested, the campaign will hardly make you change your mind about buying it. If you look through the information of the campaign, you feel interested and you know that this product is like that. If you really intend to buy it and a good campaign attracts you, that is a big plus point, you may prioritize choosing it. But if you say that if the campaign is good and you buy the product, it is not necessarily true, unless you have a lot of money at that time.</p> <p>I think the factor that can convince my buying emotions is people who have experience in this field or have used the product effectively and recommend it, I think it can motivate me to buy more.</p>
<p>Question 6: Do you find Accesstrade campaigns promote a sense of urgency to buy the product? What factors contribute</p>	<p>Do you find Accesstrade campaigns promote a sense of urgency to buy the product? What factors contribute</p>	<p>I think if you say immediate promotion, it depends on the specific case.</p> <p>If you are lacking that item and want to buy it, you will prioritize it, but you will also look at the reviews first to see what other people's feedback is like. However, there will be many cases where you have no intention of buying it, but because it hits your weakness, the product is heavily discounted, it will urge you to buy it faster because you think that if it is discounted, you will buy</p>

<p>to this feeling? Why?</p>	<p>it to stock up in advance. When you need it, you will take it out to use, but you will also be able to buy it at a better price.</p>
<p>Question 7: After receiving information from Accesstrade's campaigns, what actions did you take? Why? What factors increase the likelihood that you will take action when you see a campaign?</p>	<p>Normally, when approaching campaigns from Accesstrade, I often skip a lot, especially when the product or service is not really related to my needs at that time. Sometimes, the content of the advertisement is not attractive enough to make me want to click to see. This often happens when the advertisement does not highlight the outstanding advantages of the product or does not have any special offers such as discounts, gifts, or attractive promotions. I also realize that if a campaign lacks novelty or does not convey clear information, the ability to convince viewers like me is very low.</p> <p>However, there are times when I still decides to click to learn more about the product. This usually happens when I already has a need for the product or service, or when the product is on special sale. Shocking discounts or big deals often make my curious and want to check it out. In addition, when I sees the ad repeatedly, this sometimes also stimulates my curiosity and motivates my to click to learn more. For me, constantly seeing ads from a campaign can create a sense of familiarity and promote some trust, even if I may not have been too interested at first.</p> <p>Once you click, your decision to buy depends largely on the price. If the price of the product is reasonable and meets your expectations, you are likely to try it. But if the price is not suitable, too high compared to your expectations or not commensurate with the value offered by the advertisement, you will easily ignore it</p>

		and not make the transaction. In addition, there are times when you just click to learn more about the product, carefully consider other details such as features, detailed information, but then find the product is not suitable or not necessary at that time, leading to the decision not to buy.
Question 8: What factors influenced your decision to purchase/click after viewing the campaign?		<p>I think I will be very cautious with strange links because I often feel unsafe and I am afraid of having my information stolen, so if I click on the link, in the case that I am watching an interesting content on social networks but then it is detailed in the comments, I will actually go to see it, but usually when I see a link to buy a product, I rarely click on it, I decide not to look at it. I think that if I click on the link, when I really need the product and it is introduced by people who have influence on me and the link must show me the level of prestige, posted on a large fanpage, then I will often click, or if the content is attractive, I will also go to see it, or if I see a picture outside and it looks beautiful, then I will click to see it.</p>
Question 9: Please describe the process from receiving information to making purchase/click decision?		<p>I think the process from when I receive information to when I buy is quite fast, I tend to buy immediately, if I wait too long I don't want to buy anymore, so if I find the product is good, I will consider buying it right away or if the price is too high, I will save it for later, but usually when I save it, I don't buy it, but if I buy that product with a purpose, I will save enough money to buy it. Because I usually browse a lot, I change my mind easily, sometimes I hesitate too much and decide not to buy it, so if I really like the product, I will buy it right away, but if I hesitate and it's just what I like, I don't buy it.</p>