

COMPANY PROFILE



The **Experienced Partner**... You can **Trust**

-  Database Services
-  Omni-Channel Communication Services
-  Consumer Research Services
-  Advanced Digital Marketing Services
-  Marketing Consulting Services

Success Since 2001



Our Company Background



Results Management Group, Ltd. was established on the 14th of January 2001 by Dr. Charkorn Tayapiwatana

Establishment

- Its affiliated companies included Thailandhealthcenter.com ; aetinsure.com ; Research In Depth ; Integrated Life Style ; Soongwai.co.th True Elite ; I Medical Tourism .

Our Key Strengths (B2B & B2C)

- Own more than half of Thai population database, now RMG operating 23 Million lists (Marketable) of Thai population (Total of 45 Millions Marketable)
- Own whole B2B Database of all companies registered in Thailand. We can classify the Database from Groups of Industry, Capital Registration, Revenues, and etc.

Our Key Strengths (B2B & B2C)

- 20 million POI. The Largest Legal database Supplied in Thailand
- We have been working with many leading companies in Bank, Insurance, and Government.
- With the strong experienced Survey & Research Team, we are increasing our Reliable Database everyday.



→ **Our**
Business Key
Competencies

TOOLS in ours creative hands

RMG AI Database Automation (RMGAIDA), MS Access, MySQL, SQL Server, MS Excel, however, we believe that the key success of database management is pertaining to intelligence of data miners not the program themselves.

CAPABILITIES

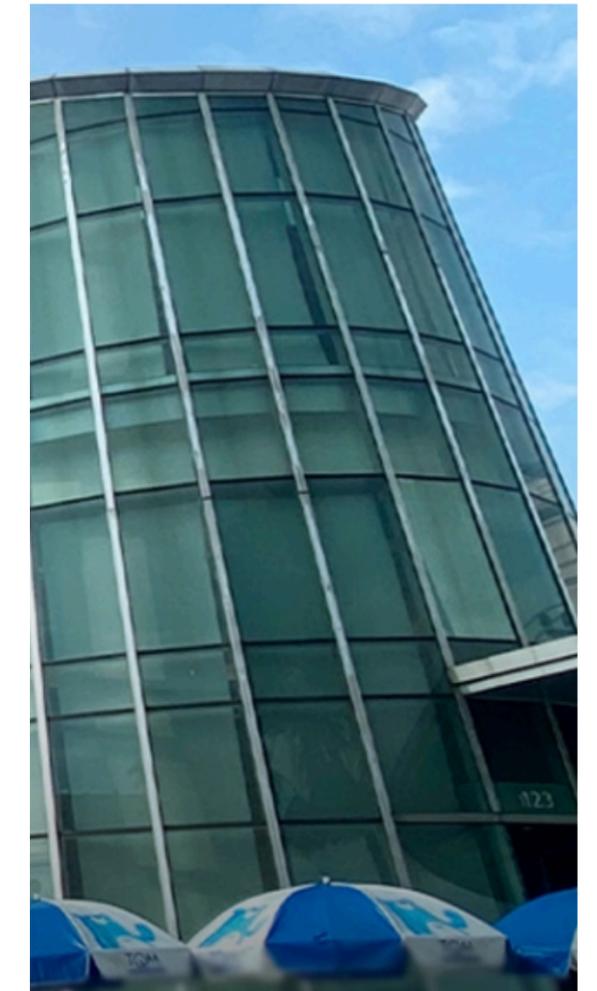
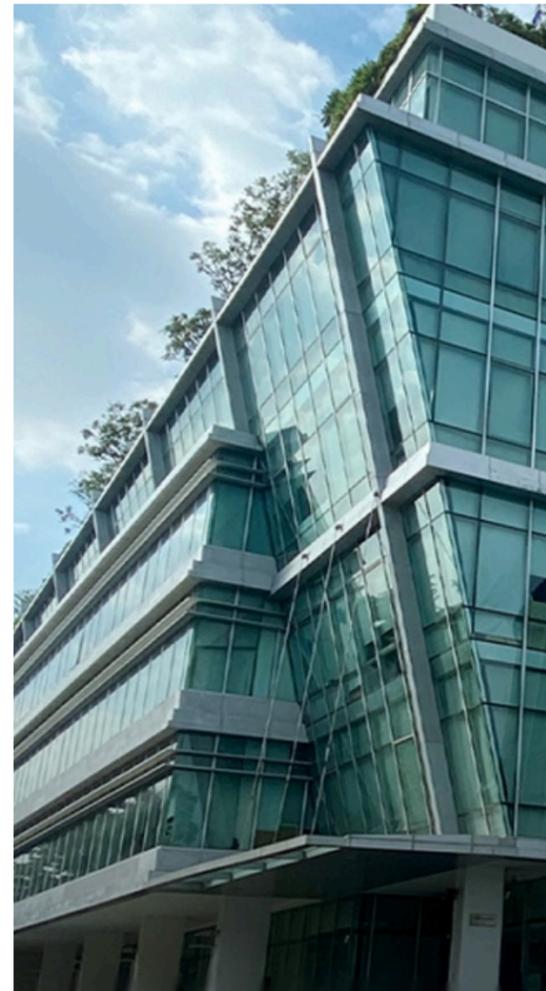
OTB (Out of The Box) Data Relation e.g. generate Zodiac from their birth year, classifying 16 digits credit card into card issuers and card type, classifying 13 identification card into their relative birth place, address, and able to mapping all relatives from their first 11 digits, transposing the birthdates into 12-year-cycle and selling the products accordingly.

CAPABILITIES

Data enhancement and enrichment, since we have more than 1 data warehouses, one of our key capability is to link and find creative data relation that match with client's business and products.

Successful → 1on1 (TQM Broker)

“ The biggest insurance brokerage in Thailand Stock Market (>2,000 seats), TQM growing its automobile insurance market share at >25% as a brokerage company via our database support. ”





Successful 1on1 (Europa Motor)



“ We provided ABC the targeted leads, the number of customers come to service center increase significantly. ”

Successful 1on1 (Magnolia Project)

“For Magnolia Project, we provide in-depth personal profile, lifestyle, and contact details to our client”



What are **DATA** Treasures we have?

Database	Demographic /Geographic	Contact(s)	Specific Data
Automobile Owners	✓	✓	Justification owner, Current Owner, Automobile in details
Credit Card Holders	✓	✓	Card Issuers, Credit Limit, Card Type, Income Range
Social Security Membership	✓	✓	Current Company Work For
Thailand Registered Companies	✓	✓	Registered Number, Type of Business, Capital Registration, Revenues, Numbers of Staff, Shareholders, and etc.
Job Application Membership	✓	✓	In-Depth Demographic Details
Foreigners	✓	✓	Place of Membership, Type of for Country of Origin, Company they work
Consumer Electric	✓	✓	Product Purchase, Place of Purchase, Amount of Purchase

Our Database Details

We use the most advance data analytic tools to enhance client's business performance in the following ways :

RMG Audience Intelligence

- * Lead Supply & Label Printing Service
- * POI > 2,000,000 records
- * B2C Database > 15,000,000 records

- * Direct Mail > 15,000,000 records
- * E-mail (EDM) > 7,000,000 records
- * B2B Database > 500,000 records



Database Services **together?** How can we work

Buying Option For

- Telemarketing
- EDM
- Direct Mail
- SMS
- All Social Media Platform

Rental / Subscription Option For

- EDM
- Direct Mail
- SMS
- Facebook / IG Ads
- TikTok Ads

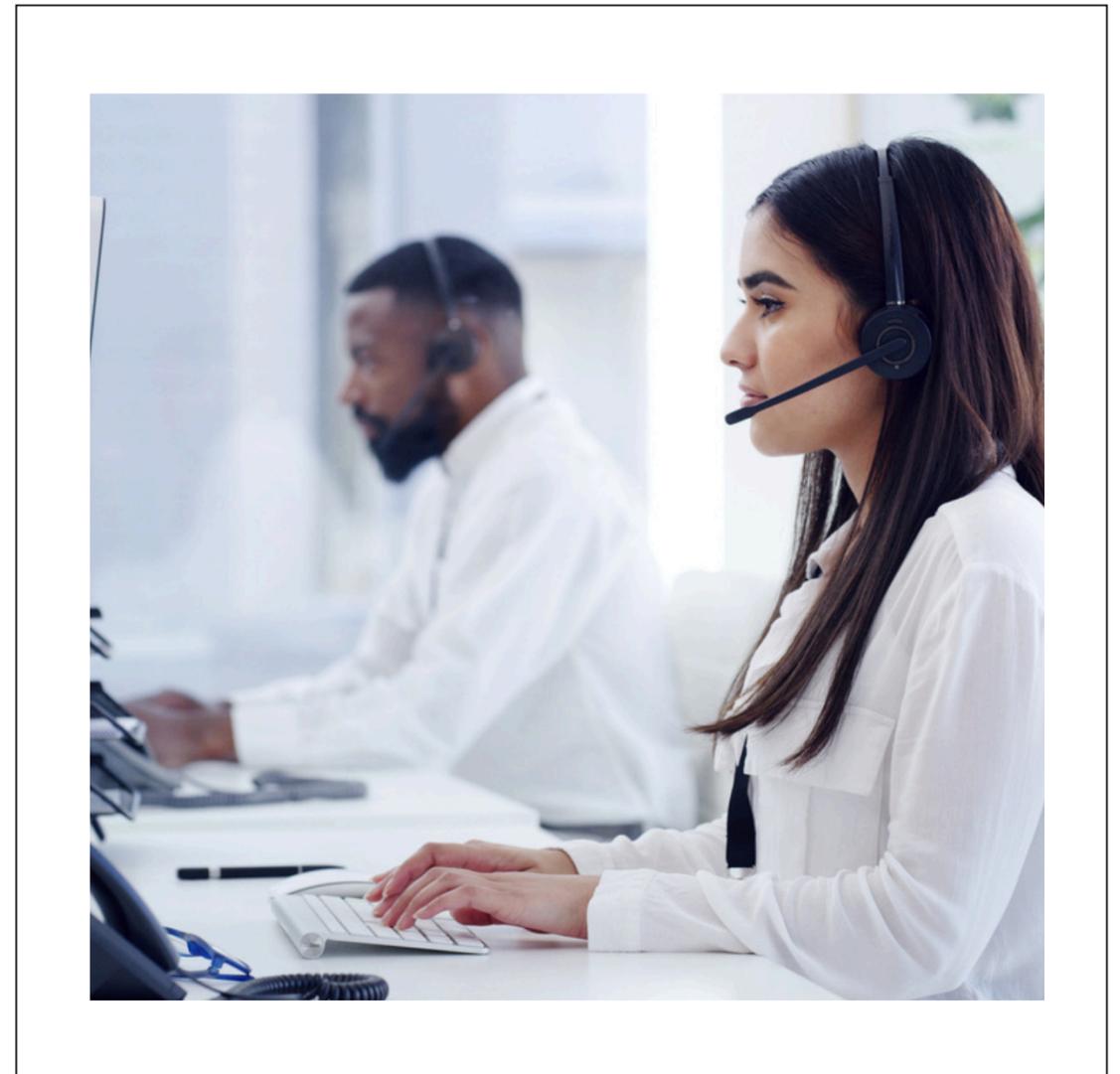
Price depends on

- Database Requirements
- Amount Purchased
- Working Option Selected
- Database Details Required
- Etc.

Call Center ; Telemarketing Services

OUTBOUND TELEMARKETING SERVICES

- ✓ Appointment Setting (B2B / B2C)
 - ✓ Telemarketing / Lead Generation
 - ✓ Lead Qualification / Cold calling
 - ✓ PR Seminar / Event Registration
 - ✓ List Cleaning / Database Update
 - ✓ Product / Service / Membership selling
 - ✓ Market Research
 - ✓ Fundraising and etc..
-



Call Center ; Omni-Channel Communication Services

INBOUND COMMUNICATION SERVICES

- ✓ Live Answering Service (Voice & Non-Voice)
- ✓ Voice Mail Answering Service
- ✓ Reservation Desk
- ✓ CRM / Customer Service / Inquiry Service / Complaint Handling
- ✓ Third Party Admin
- ✓ Sales Order Entry /Catalog Order Taking
- ✓ Bilingual Answering Service
- ✓ Direct Response For Online & Offline Media Channels



- * Qualitative Research: both Focus Group and In-Depth Interview
- * Quantitative Research
- * Customer Satisfaction Research
- * Market Study Research which provided market insights for client
- * Specific Need Study and Product Tests

- * Market Segmentation: Geographic/Demographic/ Psychographic/Technographic/ Firmographic
- * Mystery Shopping Research (Most innovated Hidden Cam-order Technology)
- * Behavioral Observation
- * Observation Research

We also have 'Consumer Research Service' which we call 'Primary Data Department'.

This is to support the Database Analysis (2nd data) about 'Why' and 'How' questions.



The following are our research services :

We also have Consumer Research Services



We also provide comprehensive Advanced Digital Marketing Services, managed by our dedicated Digital Strategy Team.

Our role is to strengthen your brand's online presence and drive measurable growth through data-driven strategies and performance optimization.

These services are designed to support your business in attracting the right audience, increasing engagement, and converting leads into value customers.



In addition, we offer **Advanced Digital Marketing Services**



The following are our key Advanced Digital Marketing Services :

- SEM - Google Ads
- SEO, AI SEO
- Facebook & IG Ads
- TikTok Ads
- Line OA
- Content & Graphic Design

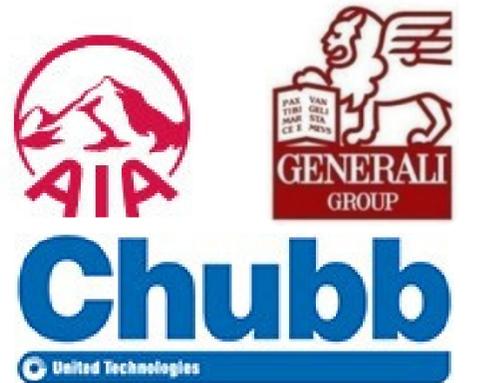
- Social Listening
- IO Services
- KOL (Key Opinion Leader)
- E - mail Marketing
- Digital Labelling
- Digital Marketing Consultant

OUR COMPETITIVE ADVANTAGE ...

RMG Audience Intelligence + Campaign Execution

Clients Whose Trust We Cherish..

Insurance
/ Financial



Real Estates



SANSIRI



BELGRAVIA
EXCLUSIVE

Automobiles



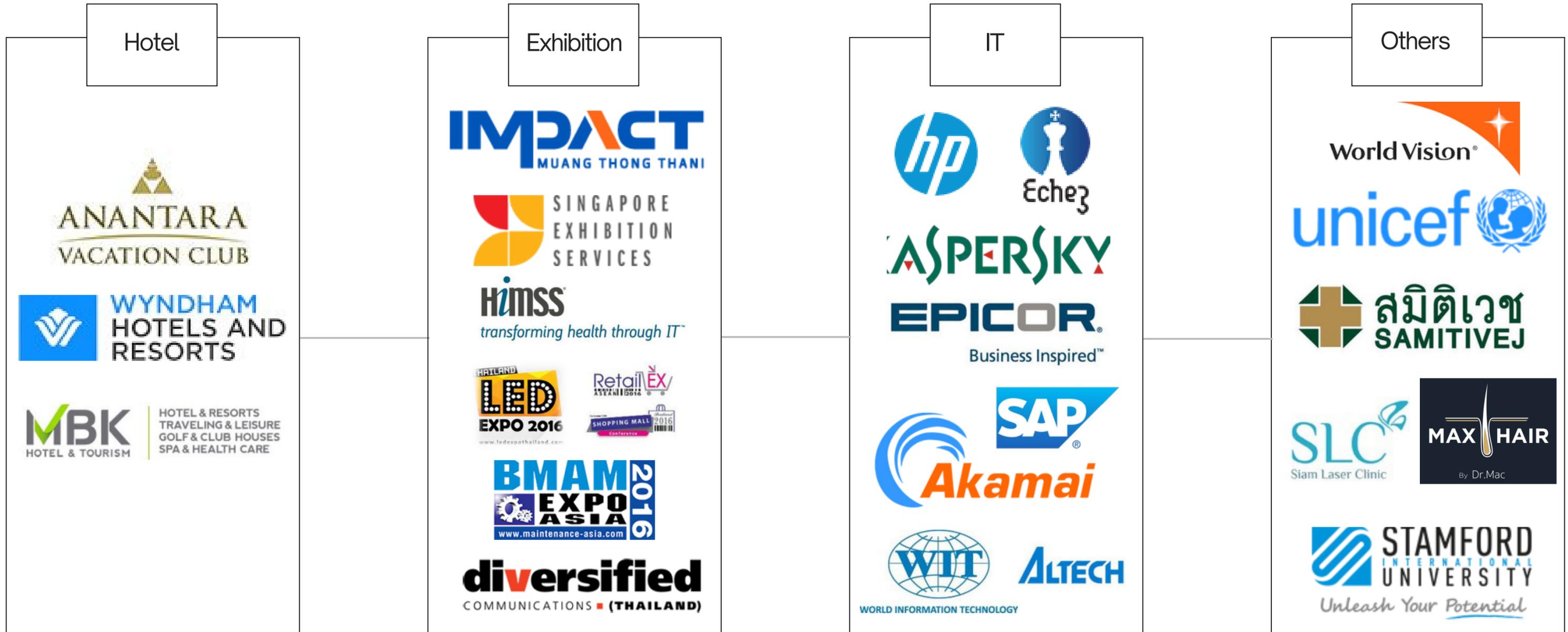
Consultancy

SEAC

GALLUP



Clients Whose Trust We Cherish...



And much more !!!

Contact US

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