VIETNAM MARTECH

1/11 - Vietnam MarTech Day 2026

"Tương lai MarTech Việt Nam nằm ở năng lực kết hợp con người, dữ liệu và agents để tạo tăng trưởng."

Ông Việt Anh

Co-founder & CTO

MIGHTY MIX

THE PURPOSE GROUP



MIGHTY MIX

AI-Empowered Creative Excellence System

Agency-level craft at AI speed, for brands that need excellent creative for mass production across all e-commerce platforms.



Five challenges brands face in e-com performance.

1. SPEED IN HOURS



"Launches can't wait days for assets"

HIT HOURLY TIME-TO-SHELF

2. PRODUCTION AT SCALE



"1,000+ product assets needed every month"

SCALE 1,000+ SKUS MONTHLY

3. ALL CHANNELS AT ONCE



"E-com, in-app, omni and D2C at once"

SYNDICATE ALL CHANNELS

4. COMPLEX STAKEHOLDERS



"Many teams, many workstreams"

ALIGN ALL STAKEHOLDERS

5. COST & LIVE DECISIONS



"Spend has to follow live performance"

OPTIMIZE ON LIVE ROAS

MIGHTY x MIX ANSWERS ALL FIVE · ONE-LOOP SOLUTION

Every brand.

Four live features solve all five e-com challenges.

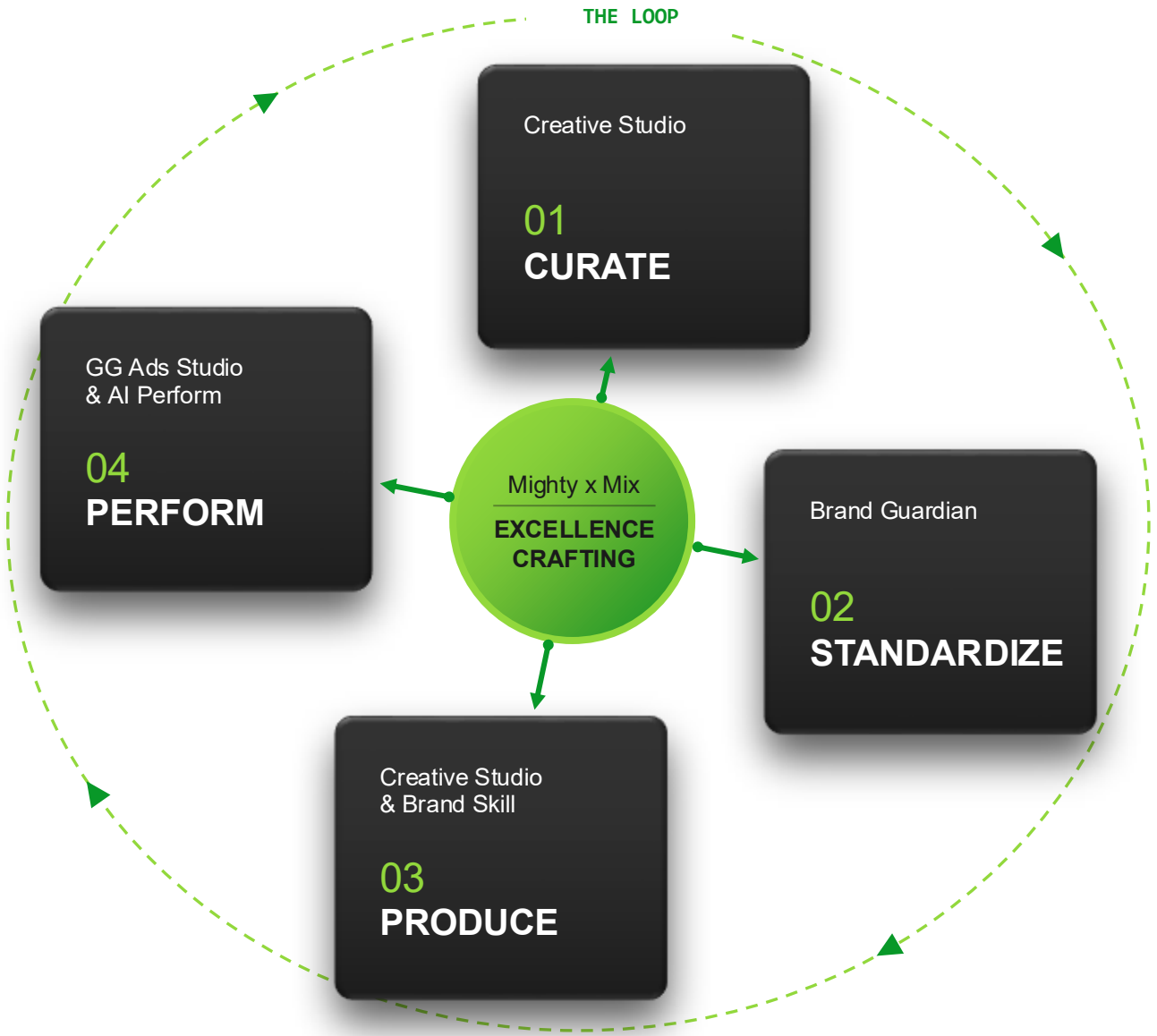
Mighty x Mix: one loop from brief to live ROAS.

WHAT EACH ONE DOES

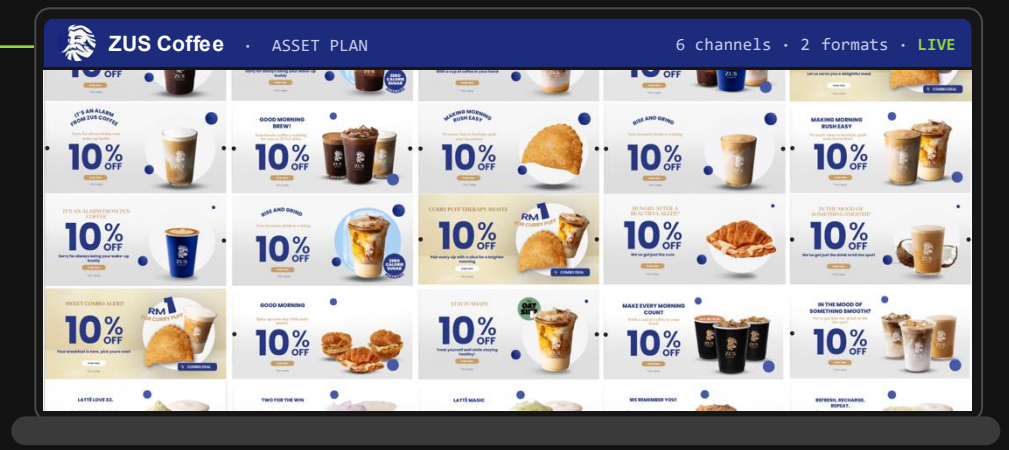
- **Creative Studio:** launch-ready KVs in hours
- **Brand Guardian:** one brand book for every team
- **Brand Skill:** 1,000+ SKU assets for every channel
- **GG Ads Studio:** shifts spend by live ROAS

THE LOOP

- Live ad results upgrade Brand Guardian

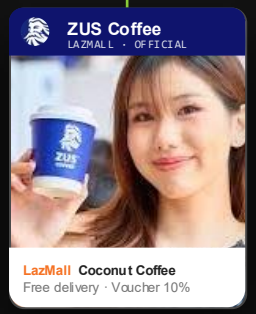


CREATIVE STUDIO
ONE ASSET PLAN





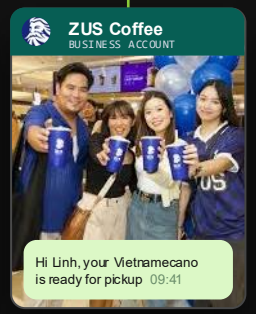
SHOPEE
4:5



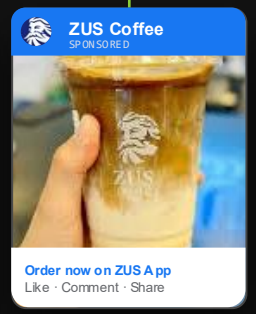
LAZADA
4:5



TIKTOK SHOP
4:5



WHATSAPP
1:1



FACEBOOK
1:1



TIKTOK
1:1

01

Creative Studio.

CURATE · ALL CHANNELS

One asset plan, live on Shopee, Lazada, TikTok Shop, WhatsApp, Facebook and TikTok at once.

MODULE 01 // CURATE // LIVE

CHALLENGE 2 · PRODUCTION AT SCALE · PILOT TARGET

SKU variants. > 1000 e-com output a month.

EVERY FORMAT

EVERY MARKETPLACE

EVERY FUNNEL STAGE

×4
formats: hero images, banners, social posts, video

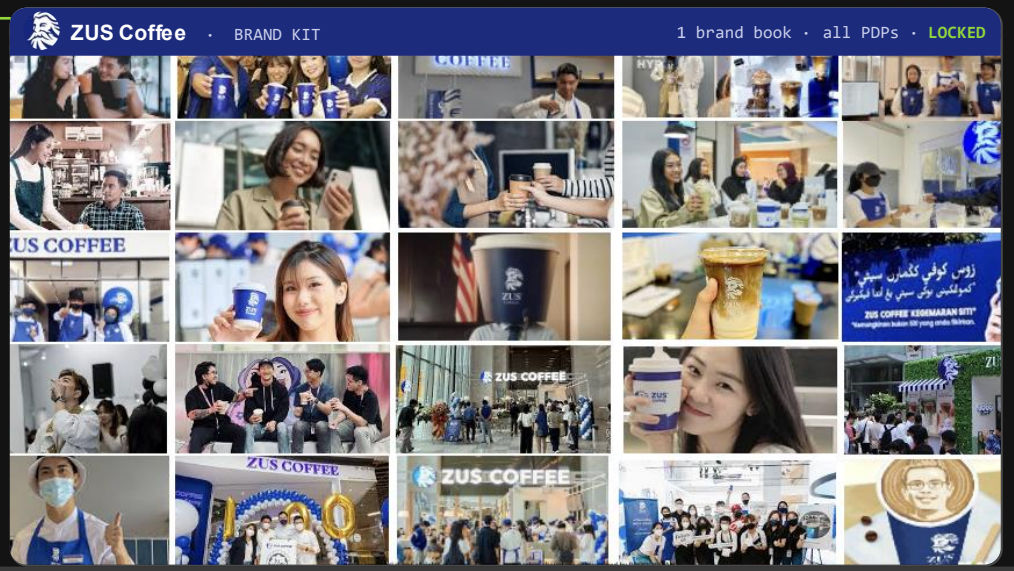
×3
marketplaces: Shopee, TikTok Shop, Lazada, plus ZUS App

5–8%*
conversion rate on pilot SKUs
tỷ lệ chuyển đổi trên các SKU thí điểm
**Category dependent*

BRAND GUARDIAN
ONE BRAND BOOK

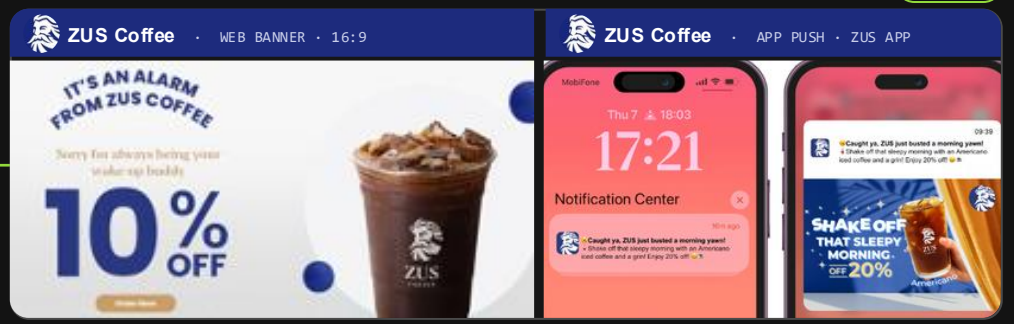
- Logo
- Colors
- Fonts Aa
- Tone of voice
- Pack imagery

BRAND KIT DEMO · ZUS COFFEE



SETUP: UPLOAD ONCE, USE ANYWHERE

16:9



02

Brand Guardian.

Chuẩn hóa bộ thương hiệu.

STANDARDIZE · STAKEHOLDERS

One brand book every team signs off against, locked on every PDP.

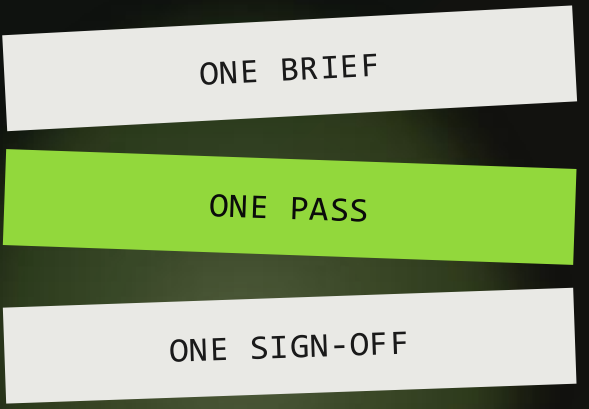
MODULE 02 // STANDARDIZE // LIVE

CHALLENGE 1 · SPEED IN HOURS · PILOT TARGET

Hours, not days.

10×

faster asset output.



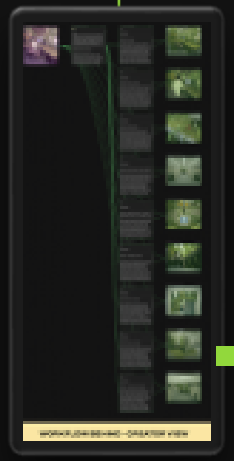
Week 2
Brand Guardian live in the pilot

≥80%
first-pass approval rate

Daily
Top / Mid / Low performance tiers

01 CURATE — 02 STANDARDIZE — **03 PRODUCE** — 04 PERFORM

PACK SHOT + KV
ONE INPUT



WORKFLOW

SKU DEMO · ZUS COFFEE





HERO
4:5



BANNER
4:5



SOCIAL
4:5



PRODUCT
4:5

03

Creative Studio & Brand Skill.

PRODUCE · AT SCALE

Every SKU in every format at scale, cleared by a Creative Lead.

● MODULE 03 // PRODUCE // LIVE

CHALLENGE 5 · COST & LIVE DECISIONS · PILOT TARGET

Same craft. >60% below market cost.

ONE PLATFORM

EVERY BRAND

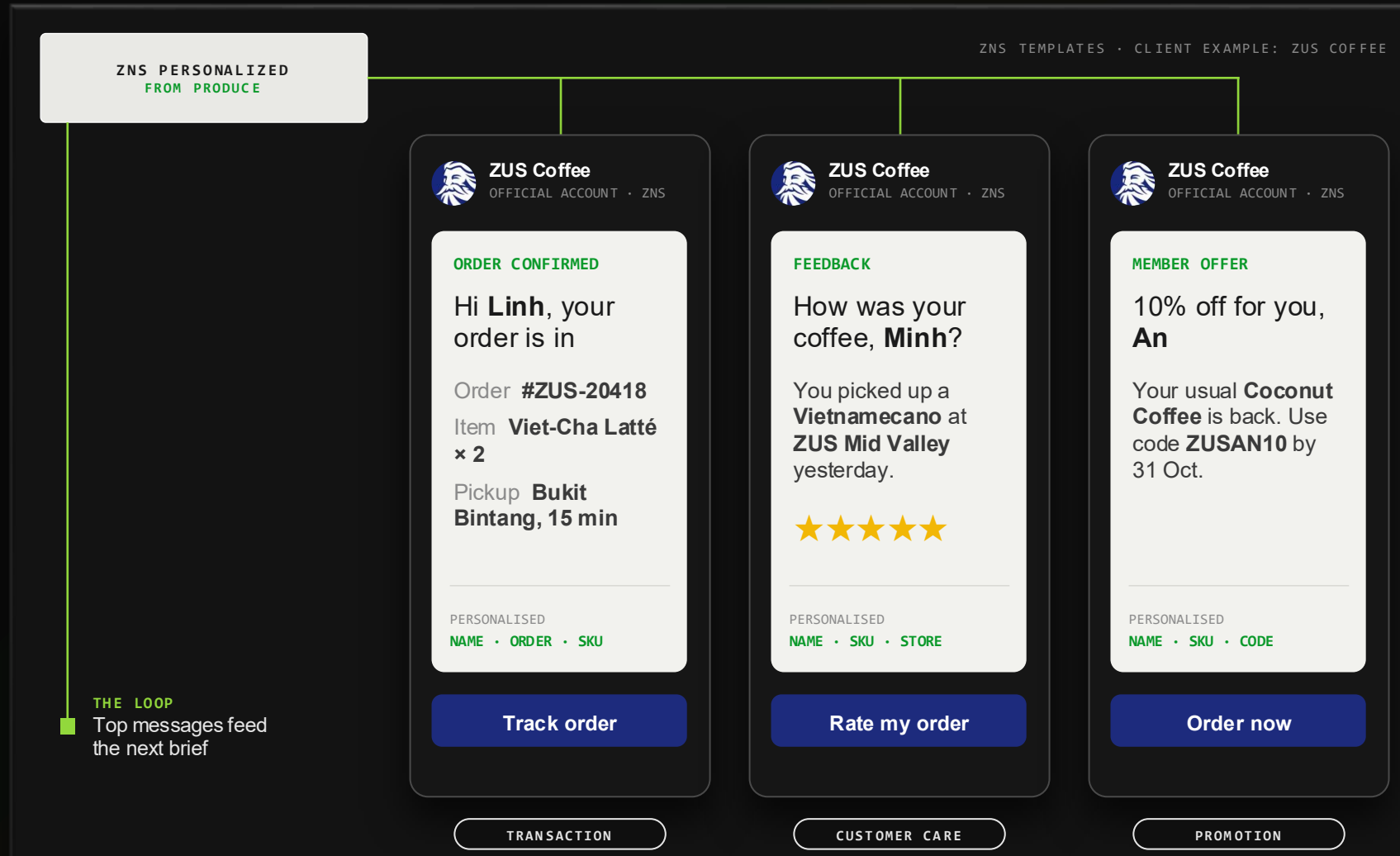
EVERY MARKETPLACE

≥40%
fewer hours per output vs baseline

2.5–3×
ROAS on Mighty x Mix ad sets

1
platform for ZUS Coffee

01 CURATE — 02 STANDARDIZE — 03 PRODUCE — **04 PERFORM**



04

ZNS Personalized.

ZNS cá nhân hóa

PERFORM · LIVE DECISIONS

Zalo ZNS messages carry each buyer's name, order and SKU. **Top** / **Mid** / **Low** tiers on click rate set the next send.

MODULE 04 // PERFORM // LIVE

Creative excellence, systemized.

Join us for **The 3-month trial** across e-com.

Thank you.

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