



The Science of Scaling: Measurement Framework that Transform E-Commerce Brands

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The SME Challenge Landscape in 2026



Rising Customer Acquisition Costs



Limited Marketing Resources



Channel Fragmentation



Data Scarcity



Emerging Growth Opportunities

Despite challenges, SMEs in 2026 can leverage new channels and technologies to drive sustainable growth.



Social Commerce



AI & Automation



Cross-Border Growth



Brand Trust

What does this means for SMEs in 2026?



The need for Seamless Channel Integration



Media Investment needs Data-Driven Decisions



Ability to reach your most relevant audience effectively



Cross Media Planning Navigator to guide investment

OUR MISSION

As a One-Stop Service Social Commerce Provider specializing in sales promotion, we utilize personal interest data tailored to customer segments, along with direct customer conversations (One-on-One Conversation), for analysis. This allows us to devise strategies aimed at expanding sales channels, advertising, and marketing across all platforms to align with the business models of our partner brands.



OUR BUSINESS

We distribute and sell various types of products through different online platforms.

Additionally, we offer product data analysis, marketing and sales services, inventory management, shipping and customer service to our partners.



SALE AND ORDER MANAGEMENT

A full-service C-Commerce solution which includes customer insight data, digital marketing analytic, effective close sale, fulfillment services and customer service for direct-to-consumer brands seeking a best of C-Commerce platform.



UPSELL

With our experience, we're expert in helping businesses scaling up their sales via online advertising and maximize ROI.

SALE & ORDER MANAGEMENT



WWW.MOVEFAST.CO.TH

1,000,000 FOLLOWERS

We are available through multiple channels with over 1M followers, ensuring that our customers have convenient access to our products wherever they are.

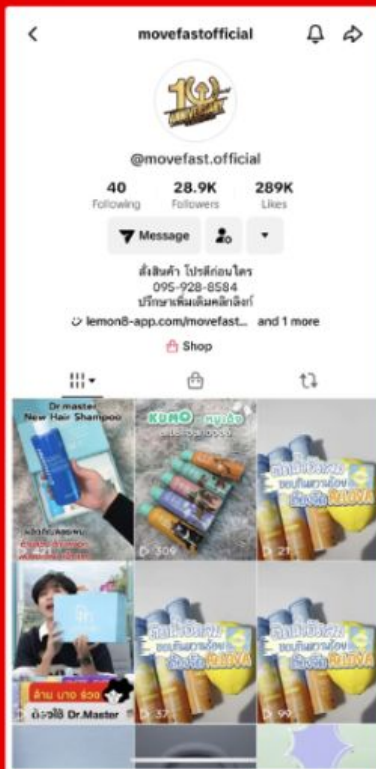
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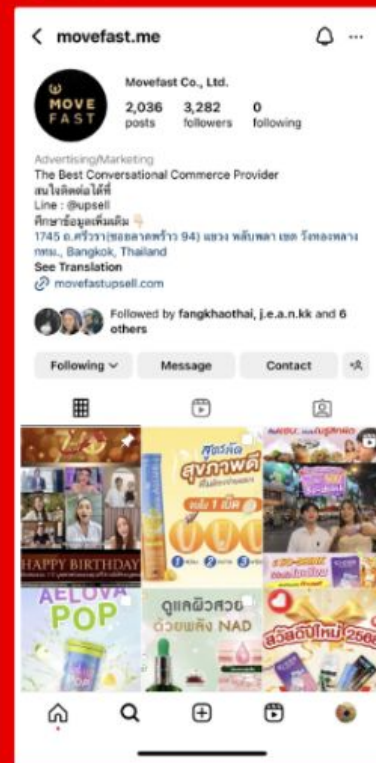
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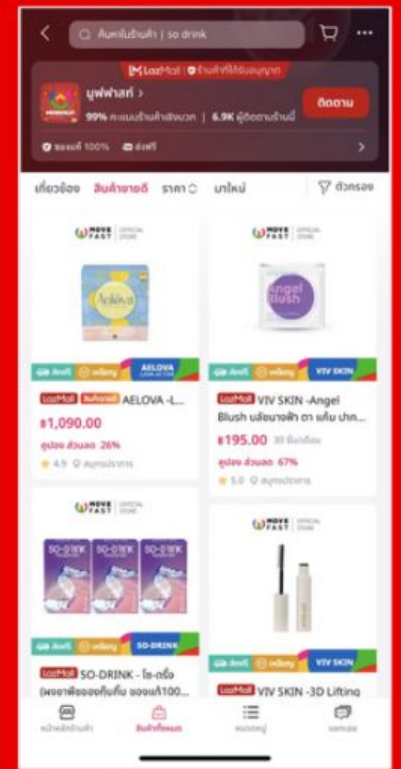
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MoveFast: Sell Faster with Smart Customer Seeding

A simple solution for SMEs to boost sales using machine learning and proven customer targeting

SIMPLE

EFFECTIVE

PROVEN





What Is Customer Seeding?

Simple Definition

Seeding leverages Movefast's pre-existing customer base through machine learning to intelligently create a new cohort of most relevant customers for your product.

How It Works

Instead of spending money on ads no one sees, Movefast sends your product to real people who match your ideal customer. They use it, share their experience, and create honest content that builds trust and drives sales.



The Seeding Process

1

Movefast Customer Base Intelligence

Machine learning identifies initial set of most relevant customers

2

They Engage

Use and review your product honestly

3

Fans Become Customers

Trust builds, leading to sales



Why SMEs Need This Solution

Limited Budgets

SMEs can't afford expensive marketing campaigns or ads that no one sees

Finding Real Customers

Traditional methods rely on guesswork rather than actual customer data

Proven Results

Need measurable outcomes without big risks or investments

How Movefast Helps

Movefast uses machine learning to find the right people—fast, cheap, and with proven results.



Smart Targeting

Uses real customer data to find people who match your ideal customer



Authentic Feedback

Creates real content from people who actually use your product



Community Building

Turns first customers into brand fans who help you grow

"This isn't guesswork. It's proven. With Movefast, you don't just hope people will buy. You know they will—because they already did."

Why does marketing cost more but growth feels harder?

Small and medium-sized enterprises navigate a fragmented digital landscape where increased marketing spend often yields diminishing returns, stifling growth and obscuring true impact.





ROAS looks good... but profit tells a different story

The illusion of digital metrics often obscures true profitability, leading to misinformed strategies and missed opportunities.

Last-Click Bias

Disproportionate credit given to the final touchpoint before conversion.

Platform-Owned Measurement

Bias in data reported by platforms, favoring their own channels.

Over-Crediting Conversion

Attributing success solely to direct conversion, ignoring demand creation.

Under-investing in Demand

Neglecting top-of-funnel activities due to poor attribution visibility.

Marketing Mix Model = Your business X-ray



Historical Data

Analyzes past business performance to identify trends and patterns.



Holistic Channel View

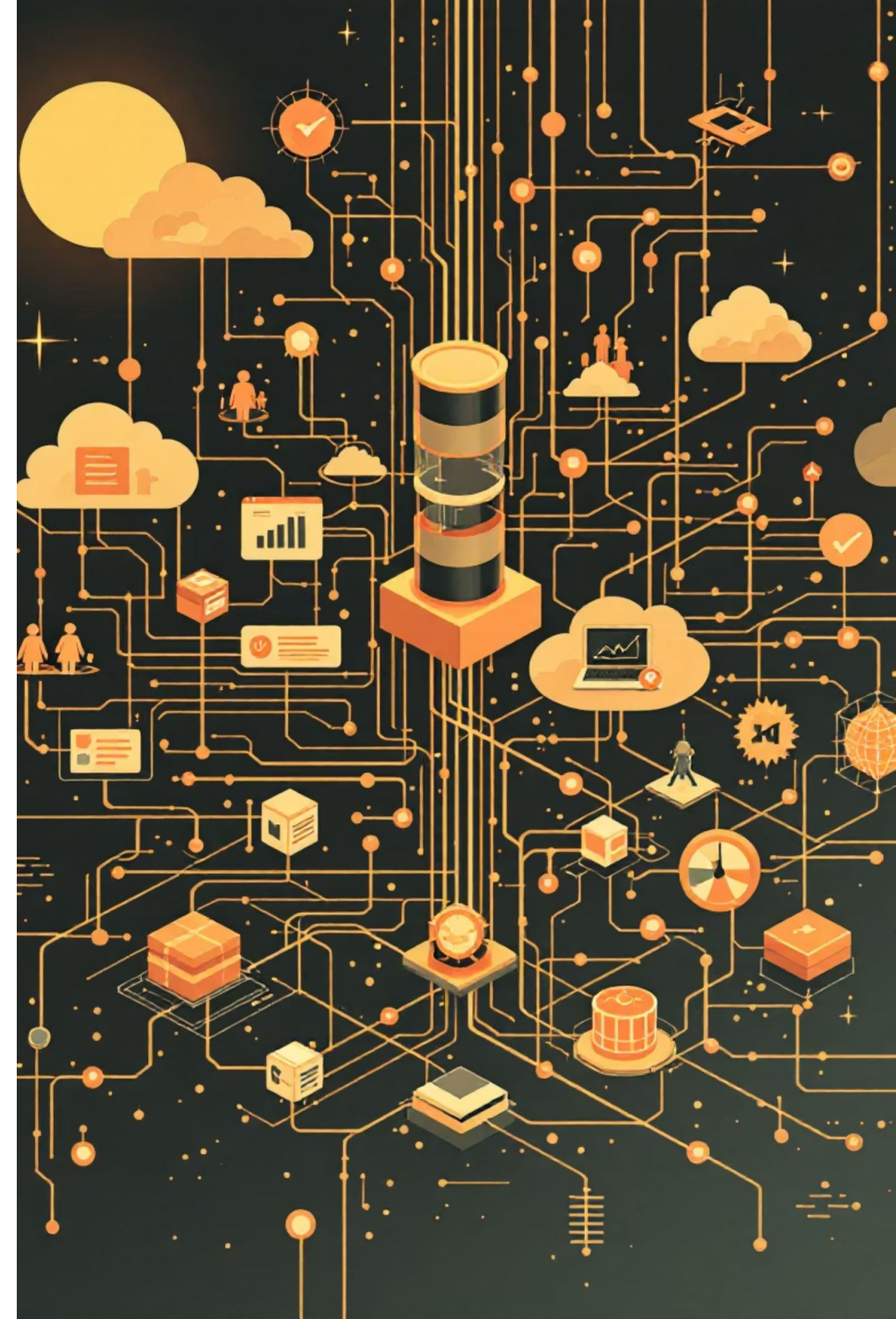
Evaluates the combined impact of all marketing and sales channels.

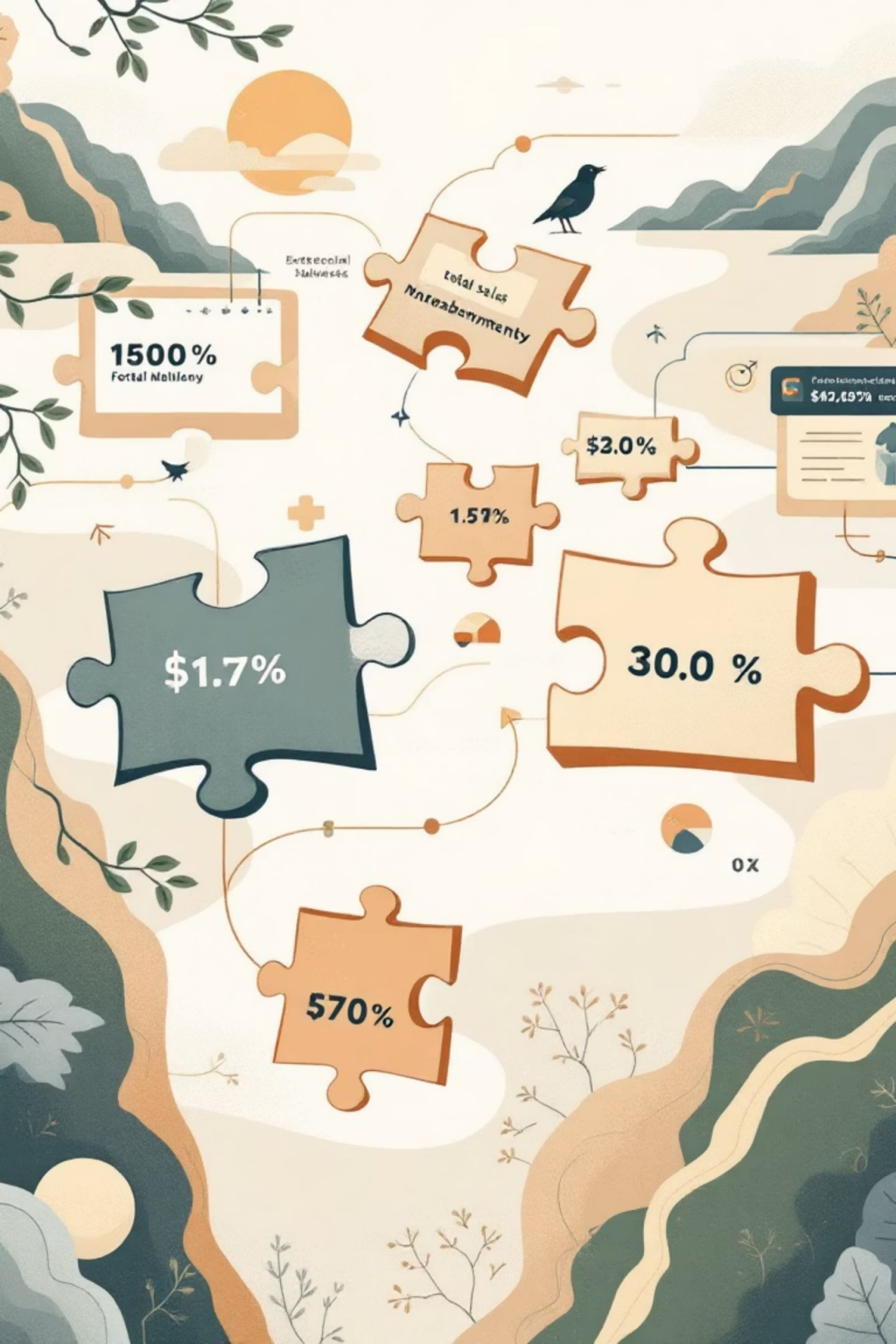


True Contribution

Measures the actual impact of each channel on sales and profit.

MMM sees the **whole business**, not just the last click.





MMM Connects Everything That Drives Sales

Marketing Mix Modeling offers a holistic view, integrating all sales drivers to reveal their true impact on your business's revenue.

	Paid Media Channels Facebook, TikTok, Google, Shopee Ads and other digital platforms.
	Promotions & Discounts Analyzing the effectiveness of sales, coupons, and special offers.
	Seasonality & Festivals Understanding how seasonal changes and major events influence demand.
	Pricing & External Factors Market conditions, competitor strategies, and economic shifts.



Why this matters more in Thailand

Thailand's unique digital landscape presents distinct challenges and opportunities for SMEs, making precise marketing insights more crucial than ever.

Promo-Heavy Market

Thai consumers expect frequent discounts and promotions, demanding highly optimized spend to cut through the noise.

Live Commerce Boom

The explosive growth of live commerce platforms requires agile, data-driven strategies to convert real-time engagement into sales.

Budget Sensitivity

With tighter marketing budgets, SMEs need to ensure every baht is precisely allocated for maximum return on investment.

Slim Profit Margins

To sustain growth in a competitive market, marketing efforts must directly boost profitability, not just superficial metrics.

Know What Creates Demand vs. What Converts Demand



Demand Creation

Focuses on generating **new interest** and awareness for your brand or product among audiences who may not yet know they need it.

- Long-term strategy
- Builds brand equity
- Expands market potential



Demand Harvesting

Targets audiences who are **already looking** for a solution, converting existing intent into immediate sales or leads.

- Short-term efficiency
- Maximizes current sales
- Captures active customers



What Changes When SMEs Adopt MMM?



Higher ROI

Maximize every marketing investment by pinpointing the most effective channels and campaigns.



Reduced Waste

Eliminate inefficient spending by reallocating budgets from underperforming areas to high-impact ones.



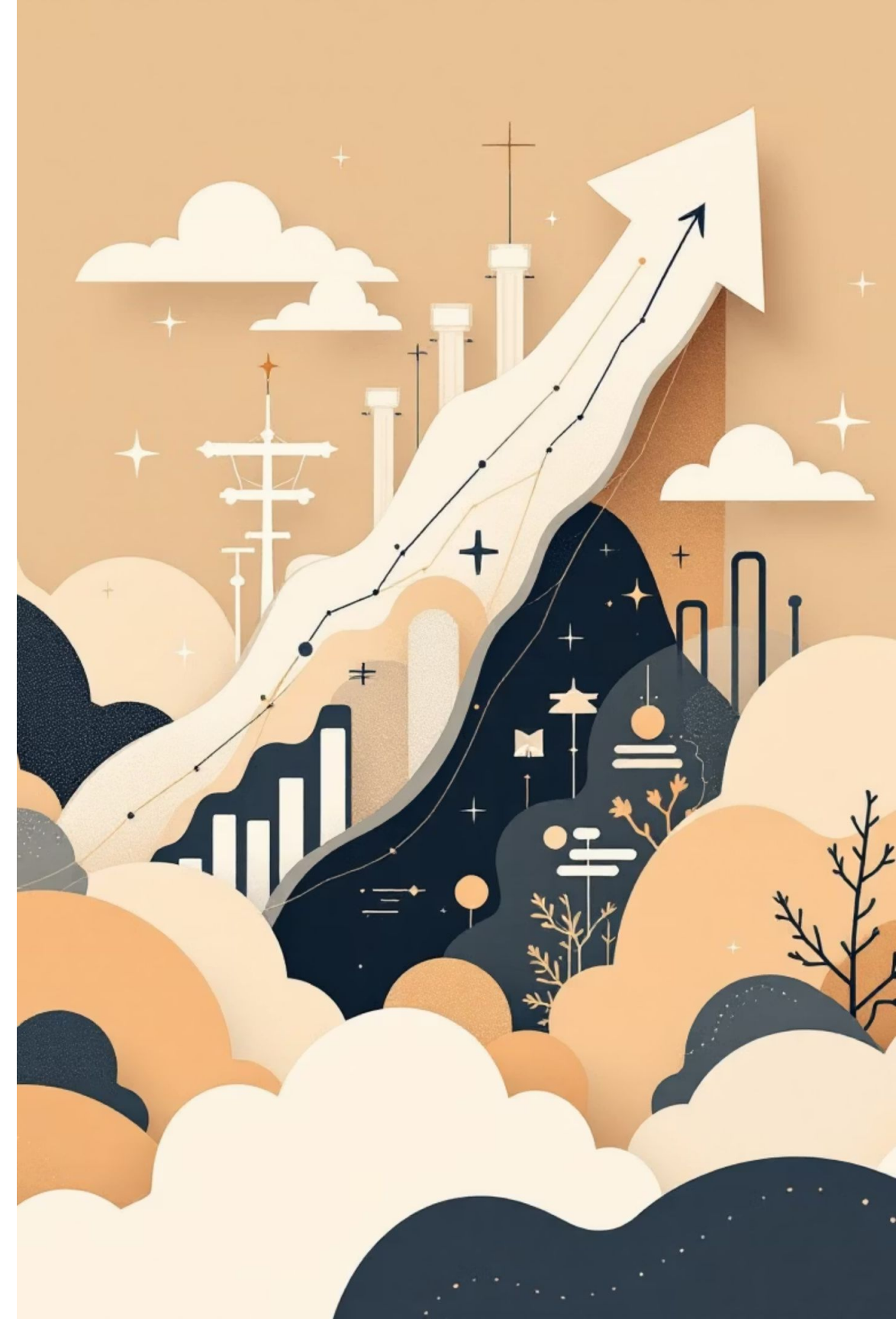
Confident Decision-Making

Make data-backed strategic choices, moving beyond guesswork with clear, actionable insights.



Sustainable Growth

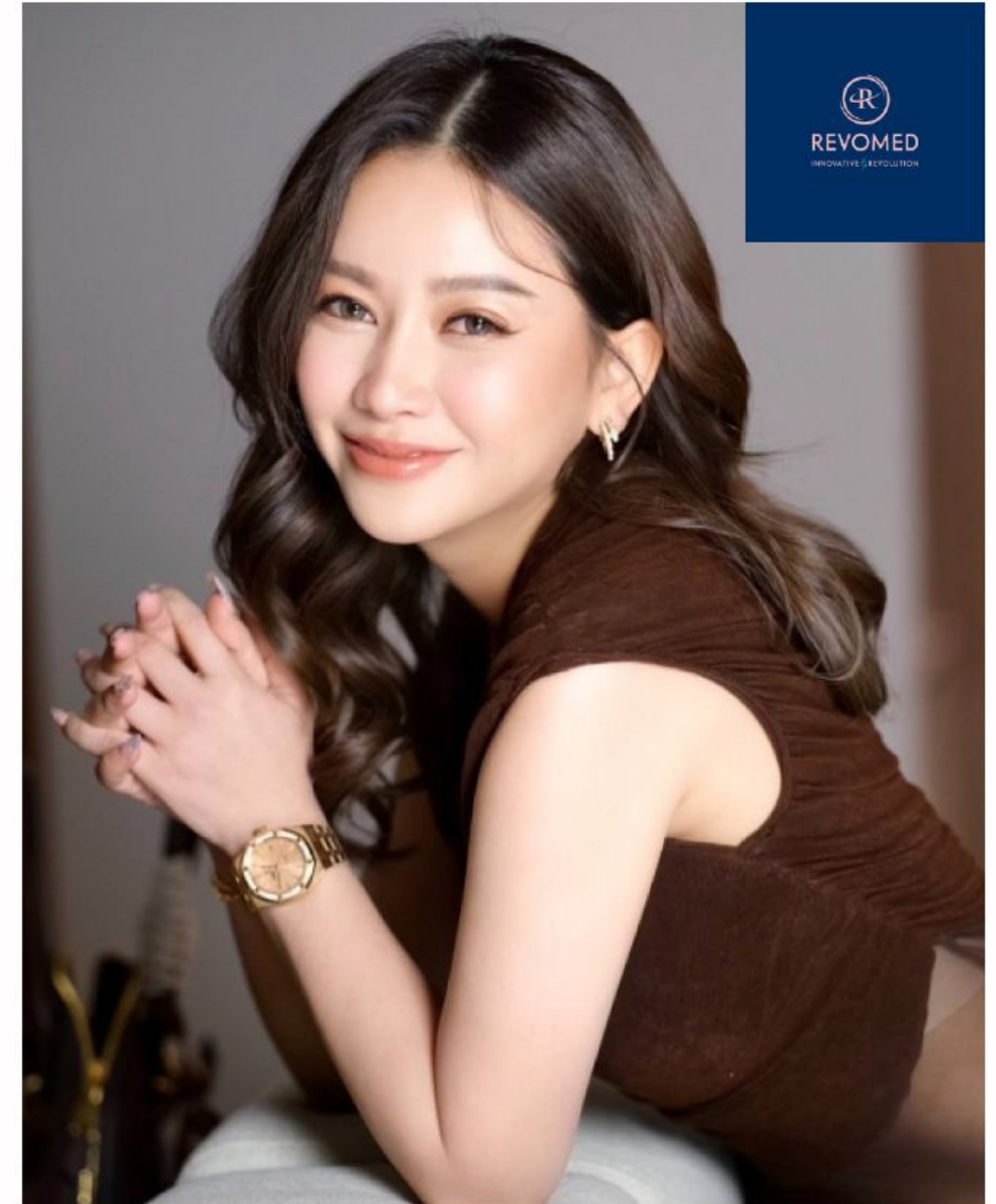
Achieve consistent, long-term business expansion by understanding the true drivers of your success.



BIOACTIVE+

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รูปแบบใหม่
เข้มข้น
ดูดซึมเร็ว
แก้ปัญหาคครบทุกชั้นผิว

และสิ่งนี้เรียกว่า...
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CONCENTRATED LIQUID COLLAGEN



LYO



LYO

ผลิตภัณฑ์ดูแลเส้นผม
สูตรเกสร "ไลโอ"

SHAMPOO
ANTI-HAIR LOSS
AND STRENGTHEN
NEW HAIR GROWTH
FOR ALL HAIR TYPE

HAIR TONIC
ANTI-HAIR LOSS
AND STRENGTHEN
NEW HAIR GROWTH
FOR ALL HAIR TYPE

CONDITIONER
ANTI-HAIR LOSS
AND STRENGTHEN
NEW HAIR GROWTH
FOR ALL HAIR TYPE

ที่ใครๆก็ต้องถูกใจ

ทำให้คุณพิสุจน์แล้ววันนี้

วันนี้คุณเติม
NAD ให้ผิว
หรือยัง?



The image shows a green glass bottle of NAD Age Reversing Serum with a silver cap and a green dropper. The bottle is surrounded by four circular icons representing its ingredients: a molecular structure for NAD, a cluster of fruits for Resveratrol Longmax, a pile of red powder for Astaxanthin, and a pile of white powder for Niacinamide PC. The bottle itself has the NAD logo and 'AGE REVERSING SERUM' and 'NET 30 ML' printed on it.

NIACINAMIDE
PC

RESVERATRO
LONGMAX

ASTAXANTHIN

NAD AGE REVERSING SERUM

MOVEFAST
NAD REVERSING SERUM

"ชะลอวัย"
ผิวของดูดี
ไม่ให้ "บราโว"



The image shows a green glass bottle of NAD Age Reversing Serum next to its green box. The box features the NAD logo, 'AGE REVERSING SERUM', and 'NET WT. 30 ml'. The bottle has the NAD logo and 'AGE REVERSING SERUM' printed on it.

ดูดีแนะนำ
NAD Age Reversing Serum

NAD REVERSING SERUM

Key takeaways

The future of marketing success is better measurement.



Ramp up your social
commerce game !



Understand better
targeting with seeing
automation !



Better ROAS with MMM



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KEEP MOVE WITH US

We would love to hear from you! For more information about Movefast, our products, or any other inquiries, please contact us.



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