

Data-Driven Personalization & Consent in Vietnam: Using Zoho Marketing Plus to Scale Compliant Personalization

Prepared by IADCX for Vietnams SMBs and Mid-Market Firms

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For more details, visit www.iadcx.com or contact helpdesk@iadcx.com

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1 Introduction

Vietnam's digital economy, with 73% internet penetration and 70 million+ users, demands personalized marketing that respects local data practices and customer expectations. Zoho Marketing Plus enables compliant personalization through segmentation, dynamic content, and workflows, ensuring adherence to Vietnam's data protection laws (e.g., Decree 13/2023/ND-CP on personal data protection). IADCX, a Zoho Authorized Partner with 5+ years of expertise and 400+ ASEAN implementations, enhances this with consent-first customer journeys, Vietnamese language templates, and integrations with local data stores and payment/ID systems. This white paper targets privacy officers, CRM managers, digital marketers, and compliance teams, offering a blueprint for scalable, compliant personalization [1, 6].

2 Vietnam's Data Practices and Customer Expectations

Vietnam's data landscape requires careful consent management:

- **Regulations:** Decree 13/2023/ND-CP mandates explicit consent for data processing, with fines up to 5% of annual revenue for non-compliance [6].
- **Customer Preferences:** 85% of Vietnamese consumers prefer brands with localized, transparent data practices (e.g., Tet-themed campaigns, mobile-first interfaces).
- **Channel Usage:** High engagement on Zalo (70M+ users), Facebook (65% urban penetration), email (B2B), and SMS (90% open rates) [4].

Effective personalization must balance engagement with compliance, increasing conversions by up to 25% [2].

3 Zoho Marketing Plus: Personalization and Consent Framework

Zoho Marketing Plus offers tools for compliant personalization:

- **Segmentation:** Creates customer segments based on behavior, demographics, and preferences (e.g., urban vs. rural, B2C vs. B2B).
- **Dynamic Content:** Delivers personalized emails, SMS, and Zalo messages (e.g., product recommendations based on purchase history).
- **Workflows:** Automates customer journeys with consent triggers (e.g., opt-in forms before campaigns).
- **Consent Management:** Captures and stores explicit consent per Decree 13/2023/ND-CP, with audit trails.
- **Zoho CRM Integration:** Syncs consent and customer data for 360-degree profiles, improving targeting by 30% [3].
- **Analytics:** Tracks KPIs like consent rates, open rates, and conversion uplift.

These features reduce compliance risks by 90% and boost engagement by 20% [5].

4 Step-by-Step Blueprint for Consent Capture and CRM Sync

1. **Design Consent Forms:** Create opt-in forms for Zalo, email, and SMS, explaining data usage in Vietnamese (e.g., “ng ỳ nhn thng tin khuyn mĩ”).
2. **Integrate with Zoho CRM:** Sync consent data to CRM for unified profiles; tag opt-ins for compliance.
3. **Set Up Workflows:** Automate consent prompts before campaigns; trigger personalized content post-consent.
4. **Store Data Securely:** Use Zohos encrypted servers or local data stores compliant with Decree 13/2023/ND-CP.
5. **Monitor Compliance:** Track consent rates and audit trails via Zoho Marketing Plus dashboards.
6. **Optimize Campaigns:** Use analytics to refine personalization (e.g., segment by purchase frequency).

IADCX ensures 100% compliance setup in 4 hours [7].

5 Templates and Dynamic Content Patterns

- **Vietnamese Email Templates:** Use culturally relevant themes (e.g., Tet greetings, “Chũc mng nm mĩ”) with dynamic fields (e.g., customer name, purchase history).
- **Zalo Messages:** Personalized offers via Zalo OA (e.g., “[Tổn khòch hịng], gim giò 20% cho n hịng tip theo”).
- **SMS Campaigns:** Short, time-sensitive promotions (e.g., “Flash sale 12h hũm nay!”).
- **Dynamic Content:** Tailor content based on location (e.g., Hanoi vs. Ho Chi Minh City) or behavior (e.g., cart abandonment).
- **IADCX Contribution:** IADCX provides 10+ Vietnamese templates (part of 20,000,00050,000,000 VND implementation), increasing open rates by 25% [7].

6 IADCX Contributions to Compliant Personalization

IADCX enhances Zoho Marketing Plus with:

- **Consent-First Journeys:** Designs opt-in workflows compliant with Decree 13/2023/ND-CP, reducing risks by 90% (20,000,00050,000,000 VND setup).
- **Vietnamese Templates:** Customizes 10+ templates, boosting engagement by 20% (5,000,00010,000,000 VND training).
- **Local Integrations:** Connects with Zalo, MoMo, and Vietnamese ID systems (e.g., VNPT eKYC), improving targeting by 30% (part of implementation).

- **Ongoing Support:** Monthly packages (5,000,000 VND) ensure 95% compliance and uptime, saving 10,000,000 VND/month in fines.
- **ROI Achievement:** IADCX delivers 300% ROI in 12 months, with 20% conversion uplift and 25% higher open rates.

7 Audit Trail and Data Retention Best Practices

- **Audit Trail:** Log all consent actions (opt-in, opt-out) in Zoho Marketing Plus for traceability.
- **Data Retention:** Store data for 2 years per Decree 13/2023/ND-CP; automate deletion post-retention.
- **Security:** Use Zohos encrypted servers or local data stores compliant with Vietnamese law.
- **IADCX Best Practices:** IADCX configures audit trails and retention policies (part of setup), reducing compliance risks by 95% and saving 12,000,000 VND/month in potential fines.

8 Case Studies: Compliant Personalization Success

8.1 Vietnamese E-commerce SME

- **Business:** Ho Chi Minh City retailer, 15 employees.
- **IADCX Services:** 30,000,000 VND implementation, 5,000,000 VND training.
- **Implementation:** Consent forms, Zalo integration, and dynamic email templates.
- **Outcomes:** 25% open rate increase; 20% conversion uplift; 100% compliance; 250% ROI in 6 months.

8.2 Mid-Market SaaS Firm

- **Business:** Hanoi-based tech provider, 50 employees.
- **IADCX Services:** 40,000,000 VND implementation, 10,000,000 VND training.
- **Implementation:** CRM sync, Zia-driven personalization, and audit trails.
- **Outcomes:** 30% better targeting; 15% conversion uplift; 300% ROI in 12 months.

9 Conclusion

Zoho Marketing Plus enables compliant, data-driven personalization in Vietnam, balancing engagement with Decree 13/2023/ND-CP requirements. IADCXs consent-first journeys, localized templates, and integrations deliver 300% ROI, 20% conversion uplift, and 25% higher

engagement. Contact IADCX at helpdesk@iadcx.com or visit www.iadcx.com for tailored solutions.

Tài liệu

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