



## **AnyMind Group's AnyTag extends support for influencer marketing on Douyin**

*This is the first social media platform from Mainland China that AnyTag is extending support for*

**Singapore - March 14, 2024** - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that its flagship influencer marketing platform, AnyTag, has extended support for influencer analytics and influencer marketing campaigns on Chinese social media platform, Douyin. This marks the beginning of the company's efforts to open up its platform for influencer marketing in Mainland China.

According to the [DIGITAL 2024: GLOBAL OVERVIEW REPORT](#), Douyin ranks 9th among the world's most-used social media platforms and is the most-used Chinese social media platform, with 752 million users.

With the added support for Douyin on AnyTag, marketers can now analyze data of influencers on Douyin across areas such as follower growth, post frequency and habits, follower engagement, follower demographic breakdowns and an influencer's content interests. Marketers can also select, activate and manage influencer marketing campaigns with influencers on Douyin, and track influencer and campaign performance through AnyTag, enabling both influencer marketing domestically in Mainland China, and capturing of inbound demand of travelers from Mainland China.

On the newly launched support for Douyin on AnyTag, Ryuji Takemoto, Managing Director of Product Development, AnyMind Group, said: "With businesses looking to expand out of their domestic markets, Mainland China's unique social media ecosystem, and demand for cross-border influencer marketing rising, the support for Douyin enables us to essentially unlock a new market for influencer marketing for marketers across APAC and the world. Our strong capabilities available for other social media platforms are now expanded into a region with one of the largest populations in the world."

AnyTag is an influencer marketing platform with over 630,000 influencers in Asia and the Middle East, and already supports influencer marketing on platforms such as Instagram, TikTok, YouTube, Facebook, X and Threads. Marketers can discover influencers, and activate, manage, track and attribute influencer marketing campaigns throughout the marketing funnel, including campaigns for clicks, conversions and app installs.

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### **About AnyMind Group**

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for



manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,500 staff across 22 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

### **About BPaaS**

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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