

大数据时代的营销创新

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The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) against a dark blue background.

A hand silhouette is shown reaching towards a bright star in a cosmic space background. The background features a dark blue and purple nebula, a planet, and various stars. The hand is positioned on the left side of the frame, with fingers spread, reaching towards a bright star in the center. The star has a lens flare effect. To the right of the hand, a planet is visible. The overall scene is set against a dark, starry background.

大数据的时代

大数据时代的谷歌：互联网 - 10亿用户俱乐部



搜索



YouTube



Chrome浏览器



Gmail邮箱



安卓系统

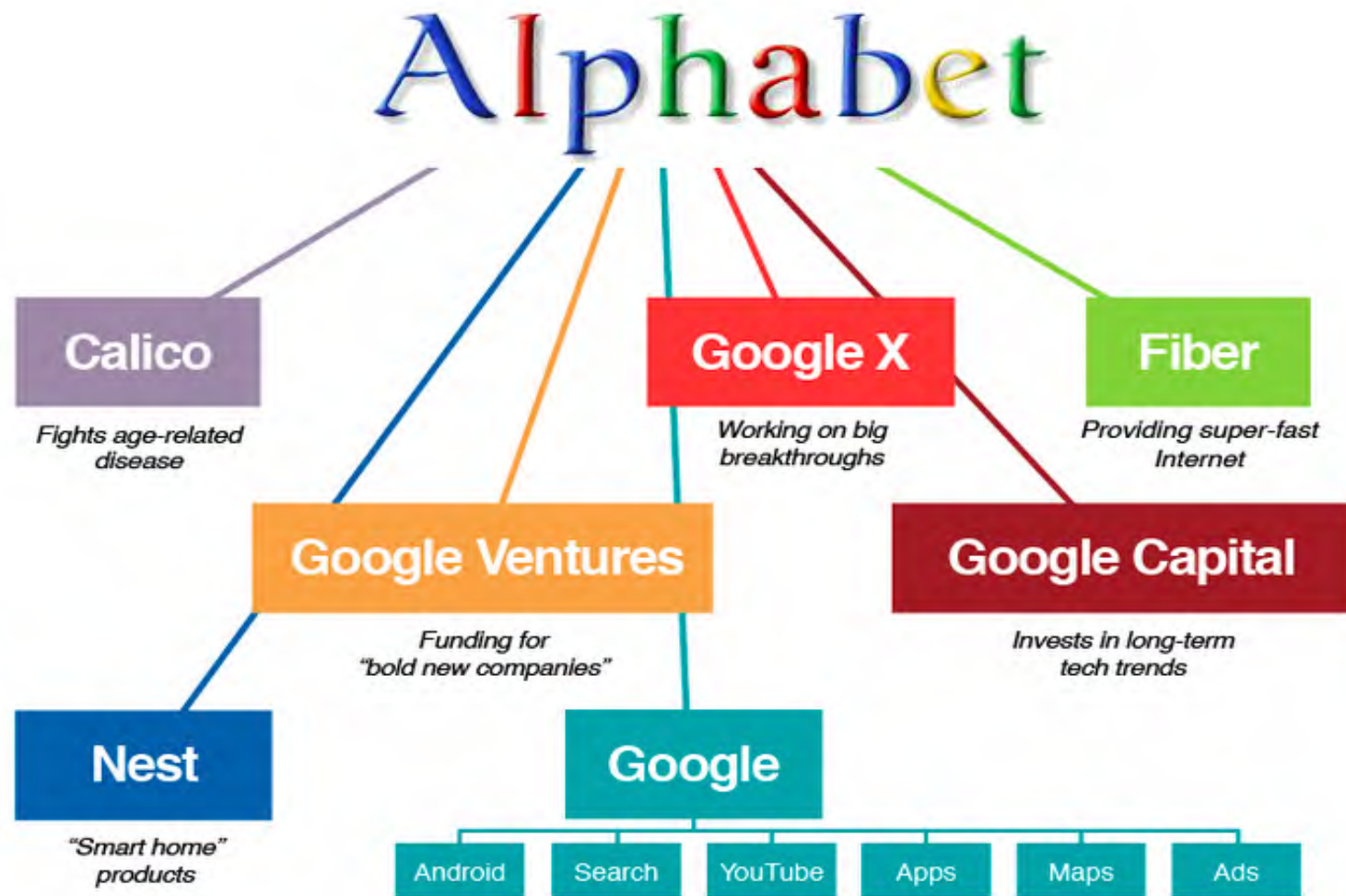


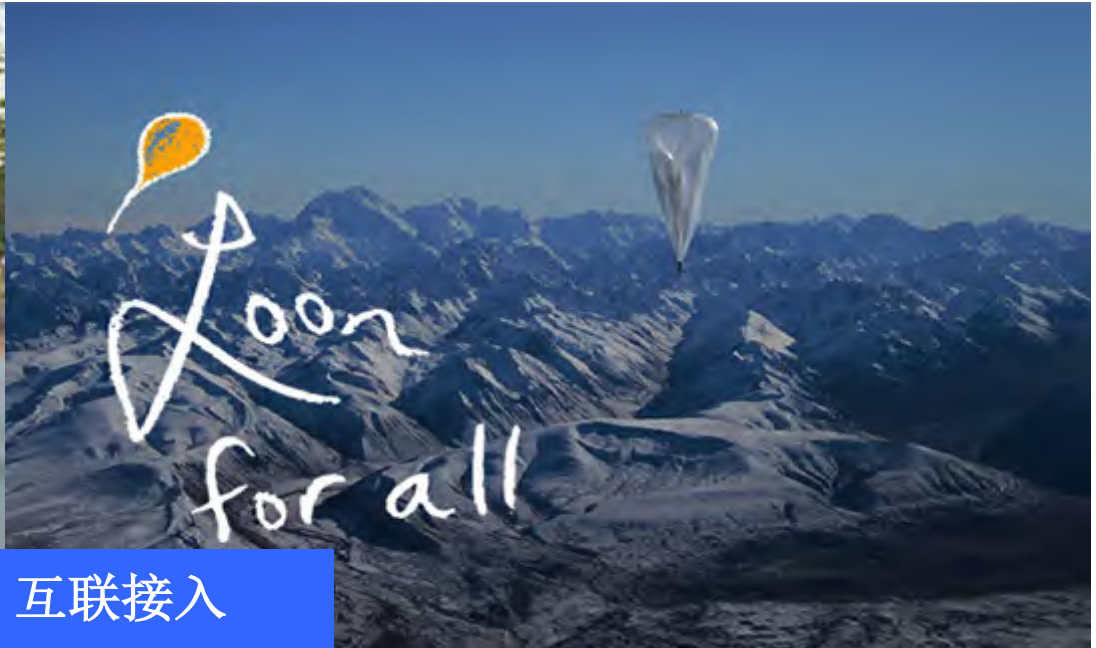
Google Play



谷歌地图

大数据时代的 Alphabet：科技改变人类生活






无人驾驶 互联接入
智能家居 生命科学



verily



这不是**机器**的胜利，而是一群**人**战胜了另一个人

A hand silhouette is shown reaching towards a bright, glowing star in a dark, starry space. The star is surrounded by a nebula-like cloud of light. To the right of the hand, a planet is visible. The overall scene is set against a deep blue and purple cosmic background.

大数据时代的 营销创新

理想的世界 | 数据的时代

RIGHT MESSAGE

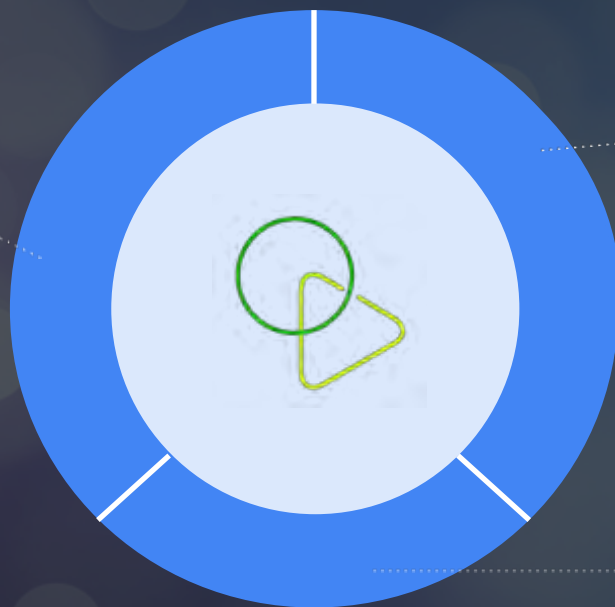
RIGHT PERSON

RIGHT TIME

大数据营销的关键三点

多个接触点的
个性化互动

从**数据**中
发掘**洞察**



衡量**真正有效**
的KPI

①

从**数据**中发掘**洞察**，捕捉用户关键时刻

整合数据，实现“单一视角的用户洞察”

1

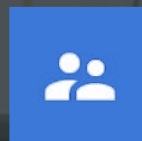
First party data
第一方数据

G

Google data
Google数据

3

Third party data
第三方数据



Custom audience
受众
#1



Custom audience
受众
#2



Custom audience
受众
#3

谷歌开放平台，对接全球领先数据伙伴和DMP

ORACLE
DATA CLOUD

 **LiveRamp**



neustar

Adobe® AudienceManager

krux

exelate
A Nielsen Company

 **CXENSE**

 **LOTAME™**

[**x+1**]

Temelio
Blog

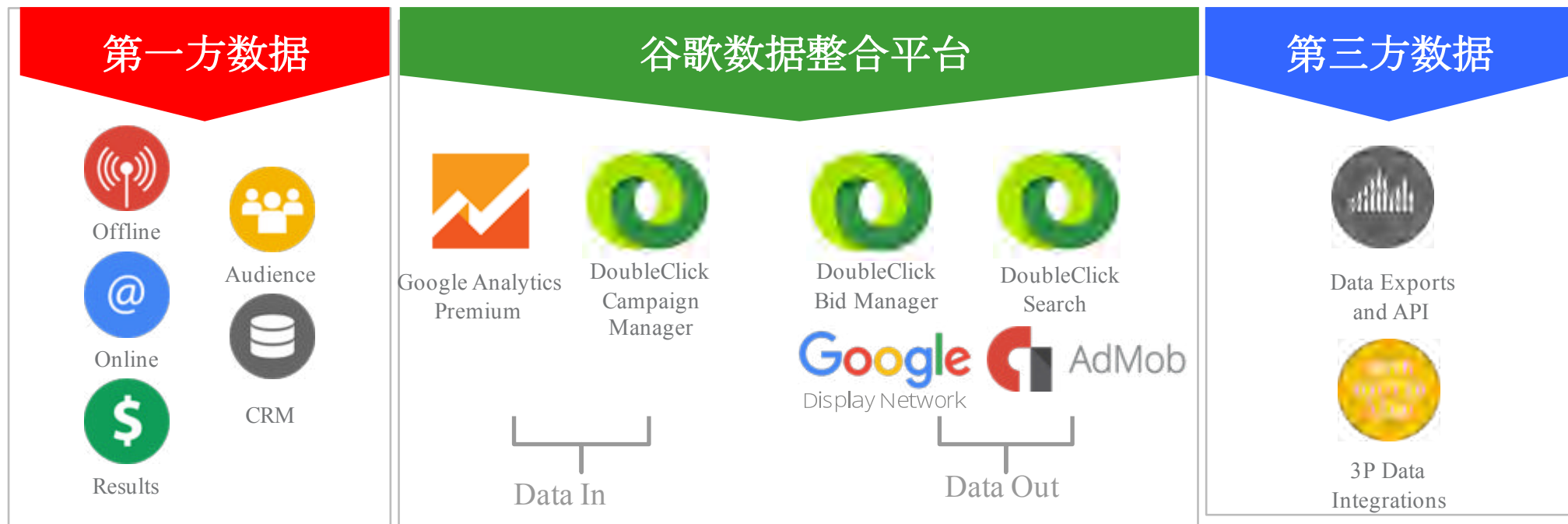
 **NAVEGG**

 **eyeota**



Google

谷歌数据平台方案 – 数据中发掘洞察



数据安全/透明

2

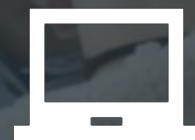
数据驱动下，在**多个**接触点的**个性化**互动

谷歌合作超过27,000中国网站和100,000家移动应用，
提供丰富的**媒体接触点**



广泛的**媒体接触点**，覆盖97%的中国上网人群

Google



Search
搜索

Mobile
移动

Video
视频

Display
展示

Google

Source: Google data, 2016

Google Confidential & Proprietary

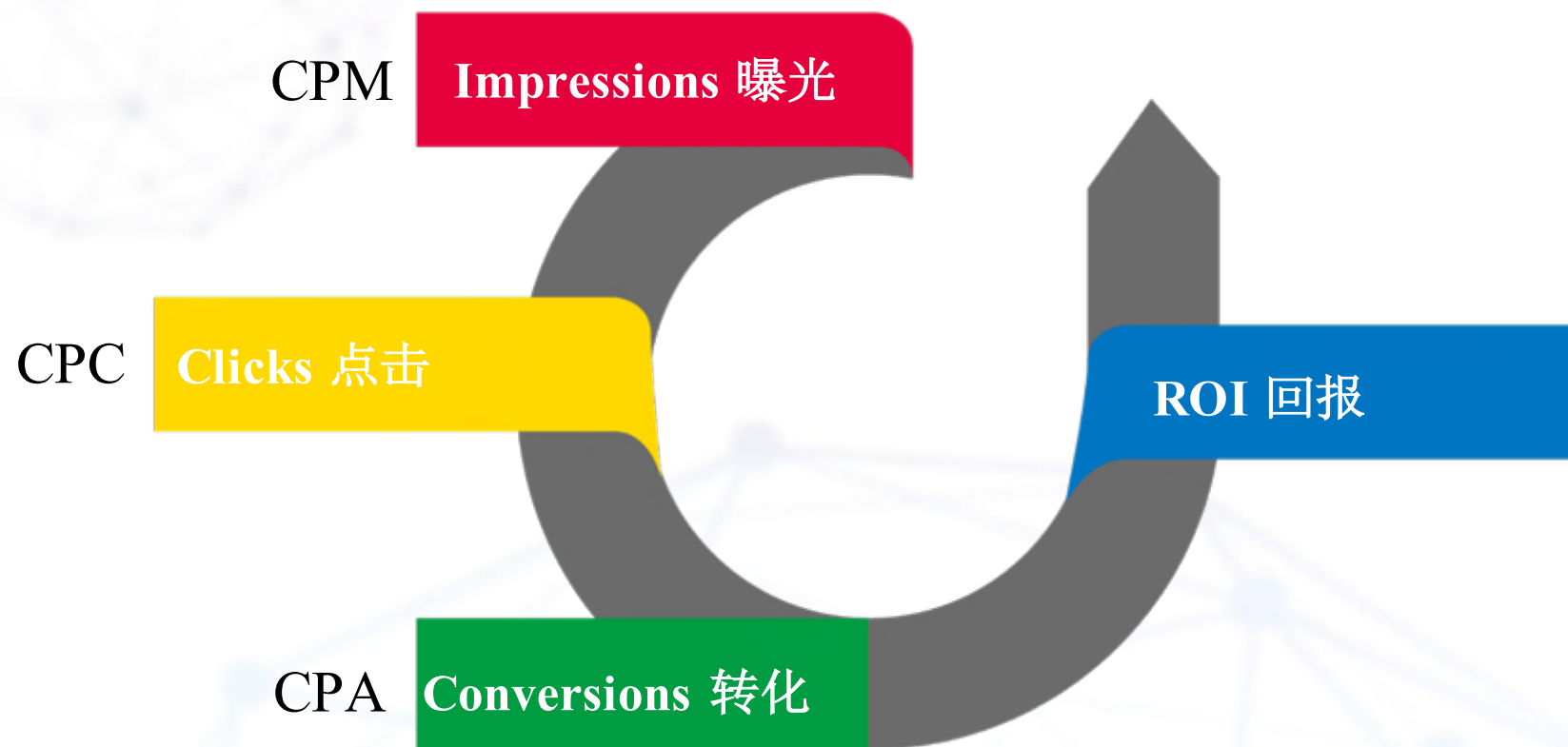


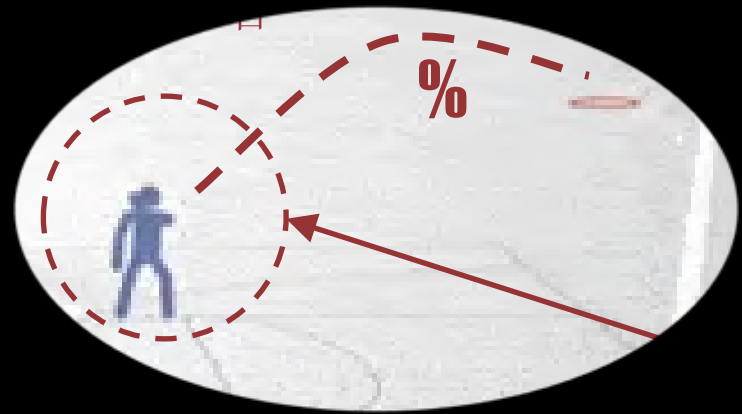
Google

3

衡量真正有效的KPI

从衡量点击成本到衡量真实绩效的转变





归因模型的演进 - 数据驱动的归因模型

最后交互



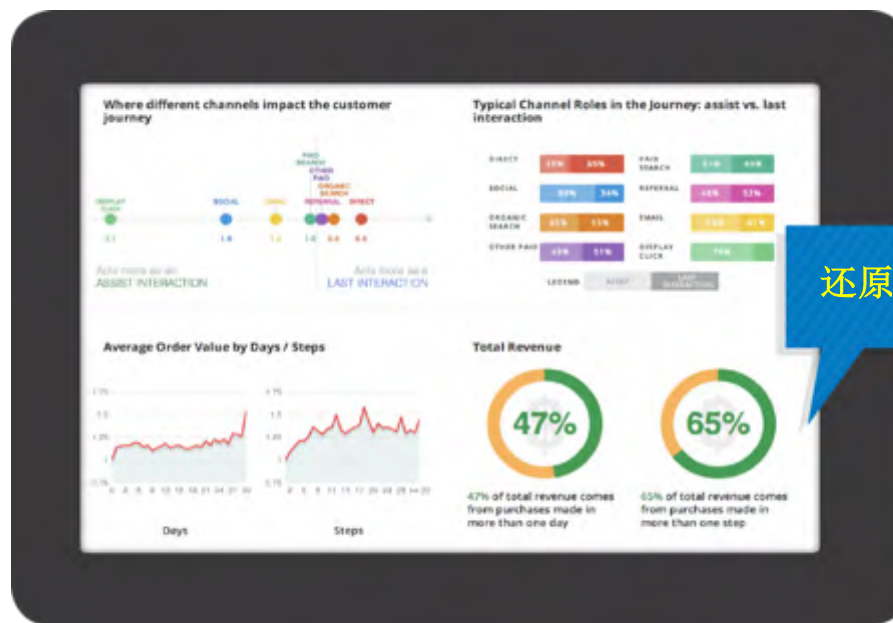
线性



自定义



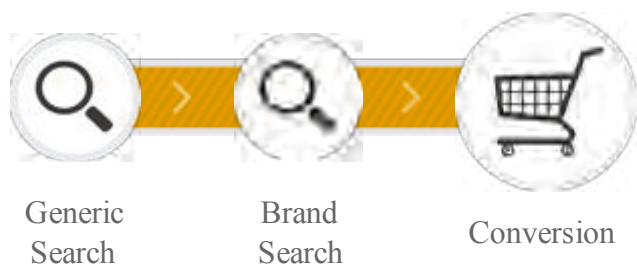
数据驱动



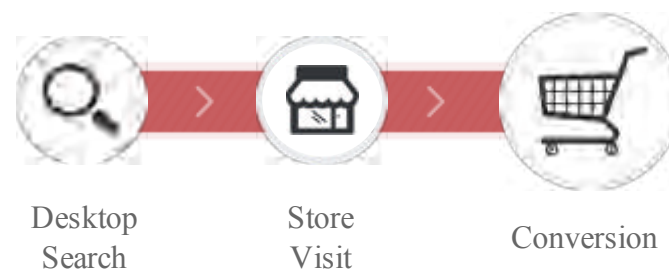
还原真实媒体效果

完善的数据驱动营销归因模型

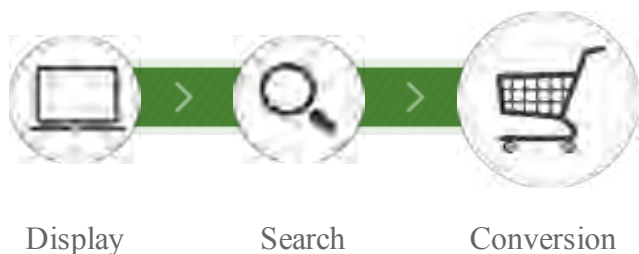
同一渠道



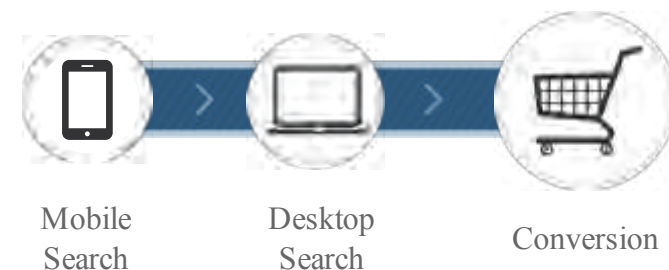
线上线下的



跨渠道



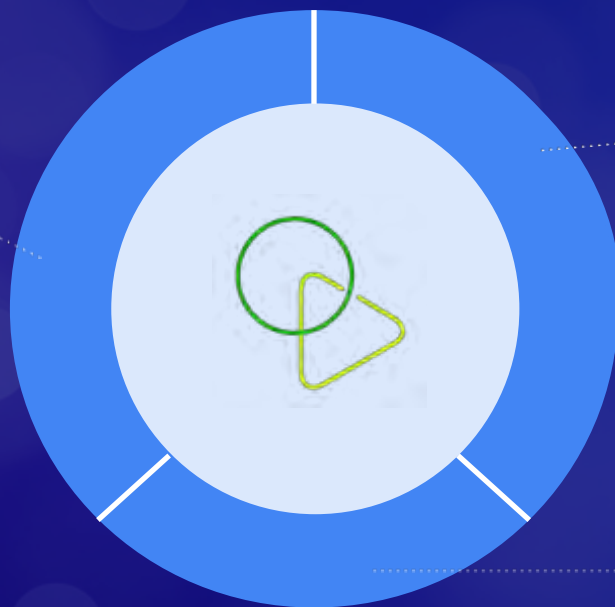
跨设备



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从数据中
发掘洞察



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Thank you !

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