

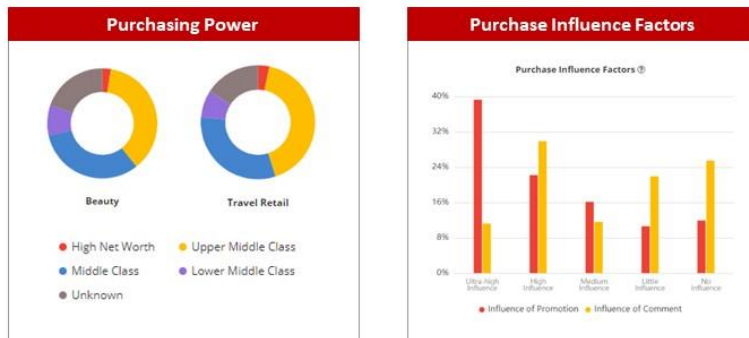
iAudience



- ◆ 所属类型: 平台
- ◆ 参选类别: 年度最佳移动营销服务平台

- iAudience是爱点击集团iClick旗下为广告主及代理商提供实时中国市场洞察的分析平台，它背靠爱点击庞大的数据平台，通过中国网络用户的实时行为数据来提炼有价值的市场信息和人群洞察。
- iAudience 可以为中外品牌提供三大价值：1. 获取市场情报，掌握竞争态势以挖掘市场机会；2. 锁定目标人群，描绘其人群画像并洞悉消费行为；3. 通过人群洞察优化媒介策略，提升投放效能，并能直接导入到爱点击广告平台中实现投放。

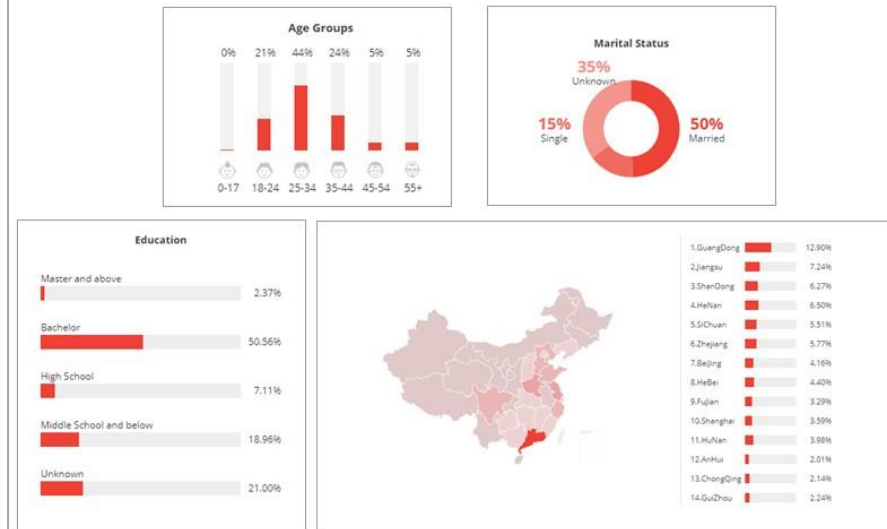
MARKET AUDIENCE ANALYSIS - THE PSYCHOGRAPHICS THE REAL AND USEFUL INSIGHTS TO TAP INTO WALLET



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MARKET AUDIENCE ANALYSIS - THE DEMOGRAPHICS THE BIG PICTURE OF WHO THEY ARE & WHERE THEY ARE

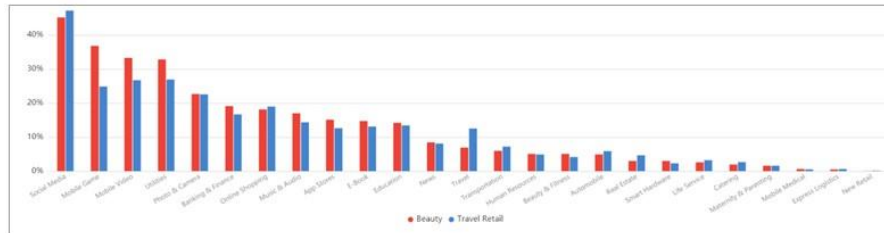


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MARKET AUDIENCE ANALYSIS – THE MOBILE USAGE CLEAR GUIDE OF WHERE THEY CAN BE FOUND AND REACHED

App Category Rank by Percentage of Active Users

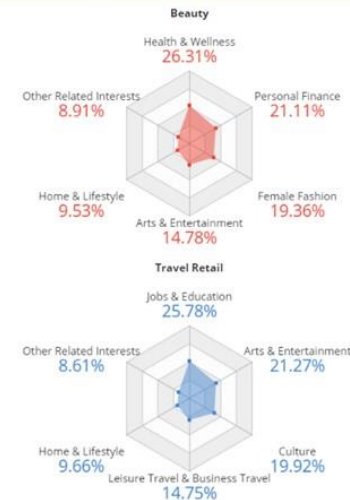


Top Travel Apps Rank

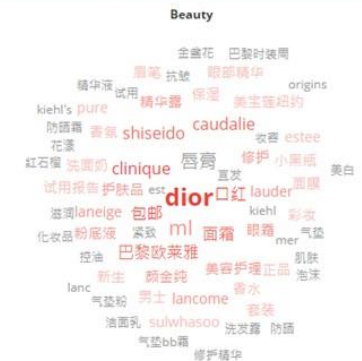
App Name	App Category	Installed User% ▼	Active User% ▼	App Name	App Category	Installed User% ▼	Active User% ▼
1 携程旅行	Travel	18.57%	13.35%	1 携程旅行	Travel	35.31%	13.37%
2 铁路12306	Travel	12.18%	13.16%	2 铁路12306	Travel	20.30%	17.33%
3 去哪儿旅行	Travel	10.58%	11.41%	3 去哪儿旅行	Travel	19.27%	15.00%
4 飞猪	Travel	5.29%	44.90%	4 飞猪	Travel	10.82%	43.21%
5 Booking.com预订	Travel	3.24%	15.56%	5 携程自由行	Travel	6.66%	29.30%
6 携程自由行	Travel	3.08%	31.08%	6 Booking.com预订	Travel	6.01%	24.10%

MARKET AUDIENCE ANALYSIS - THE PSYCHOGRAPHICS THE INSIDE CLUES TO UNDERSTAND WHAT IS ON THEIR MIND

Interest Categories



Keywords in the Market*



*You can find any keywords related to the market segment that are worth noticing such as major brands, star products, market buzz words, purchase consideration criteria, sales channel, valuation criteria, etc.

YOUR BRAND IN THE COMPETITIVE LANDSCAPE FROM BUSINESS INTELLIGENCE >> MARKETING INTELLIGENCE



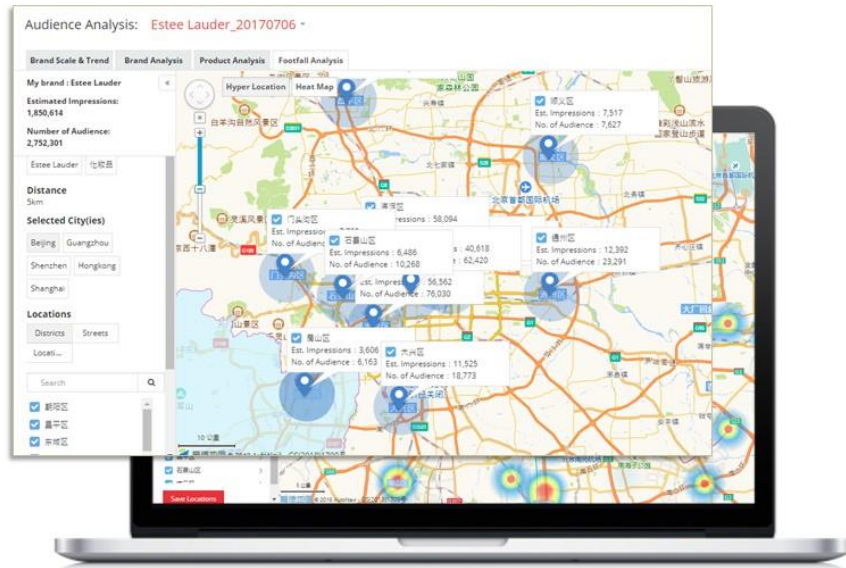
LEARN about your competitors and your brand's standing in the market.

MEASURE the level of competition on your desired audience segments.

MARKET AUDIENCE ANALYSIS - THE TRAVEL ROUTE REAL-TIME MAP OF WHERE THEY GO OUTSIDE THE COUNTRY



FIND YOUR CUSTOMERS IN THE REAL LOCATION WHERE ARE THEY RIGHT NOW?



LISTEN TO YOUR CUSTOMERS' COMMENT BUILD YOUR SOCIAL STRATEGY



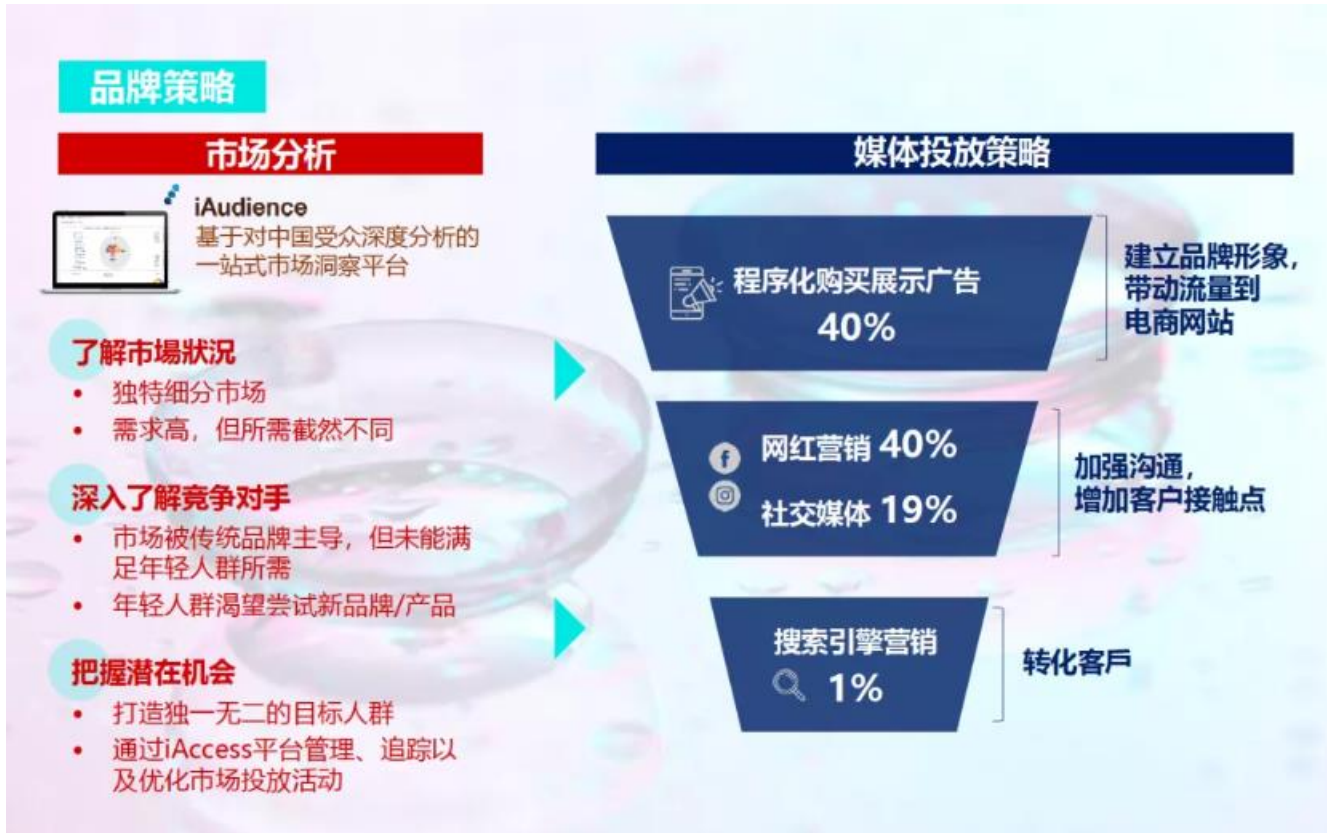
UNDERSTAND how your customers talk about your brand and how much they like you.

ADJUST your whole social communication strategy with EPR, owned media and other channels.



- 1. 广告代理商/海外大型广告Agency/海外大型公关Agency等：为其构建专属的中国市场人群洞察平台（White Label），通过iAudience获取中国网民的实时洞察。帮助品牌广告主了解其市场，品牌，产品及竞争对手的目标受众，掌握竞争格局，为品牌主的营销及推广战略的决策提供洞察和建议；
- 2. 品牌广告主：为其构建品牌专属的中国市场营销情报平台，或者通过SaaS模式允许其直接访问并使用iAudience，品牌主可以了解其市场，品牌，产品及竞争对手的目标受众，掌握竞争格局，并获得营销及推广战略的决策性洞察。

• 隐形眼镜的新市场拓展策略



香港隐形眼镜市场竞争激烈，市场上已有多家知名品牌提供类似产品。因此该客户必须策略性定位其产品以打入香港市场，并通过适当的渠道策略渗透至每个目标受众。

虽然该客户在本地市场发展迅速，但由于文化差异，他们的市场洞察和消费文化方面的经验并不适用于香港市场。爱点击作为该客户的本地合作伙伴，利用丰富的市场经验和行业知识，帮助该客户推进线上营销活动，通过增加网站流量增加获客渠道。

• 隐形眼镜的新市场拓展策略



在项目开始阶段, 该客户策略性地选择以电商网站建立销售网络代替零售店来获取客户, 从而更精准触达目标受众并提高透明度和投资回报率。爱点击作为该客户香港地区合作伙伴, 需要精准地把定向流量带到电商网站并转化为他们的新客户。

为了让该客户更了解香港的眼镜行业市场, 爱点击利用其市场洞察平台iAudience帮助该客户分析香港市场预期, 继而建立他们于香港市场的战略定位。iAudience能够了解品牌的市场定位, 挖掘潜在机会, 识别高需求的目标受众群体, 以及全方位竞争品的品牌及产品差异。