

Opening

張鈺東/Tony Chang
台灣Google Marketing Platform業務協理



Google三大廣告產品線



Google Ads



Google Marketing
Platform



Google Ad
Manager

講師陣容：



Derek Kwok



Yun Wang



John Zhang



Jingtao Ji



Christine Chang



Ashley Hsieh



Jing Ma

採用 Full-Stack 的
解決方案

收集/分析/使用
audience data

遞送DDC溝通
個人化訊息

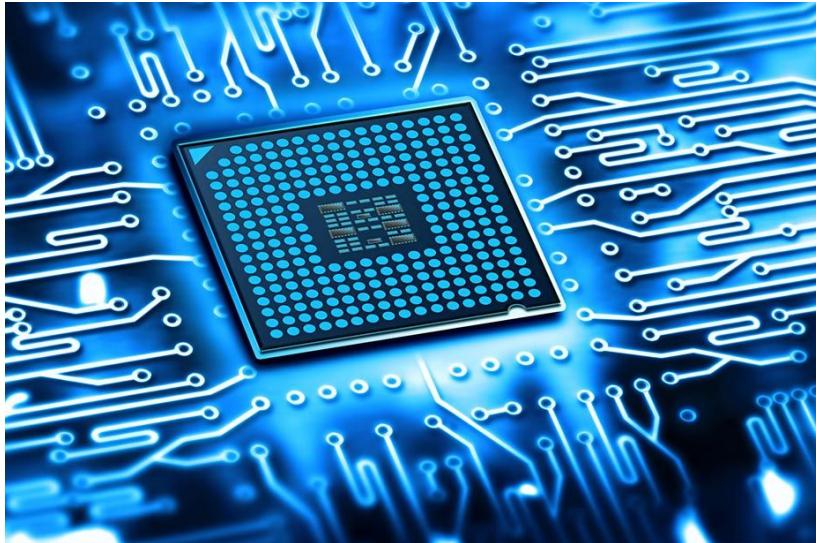
擁抱機器學習
實現智慧行銷

數據驅動 智慧行銷

郭志明/Derek Kwok

大中華及韓國區Google Marketing Platform總經理





技術



數據

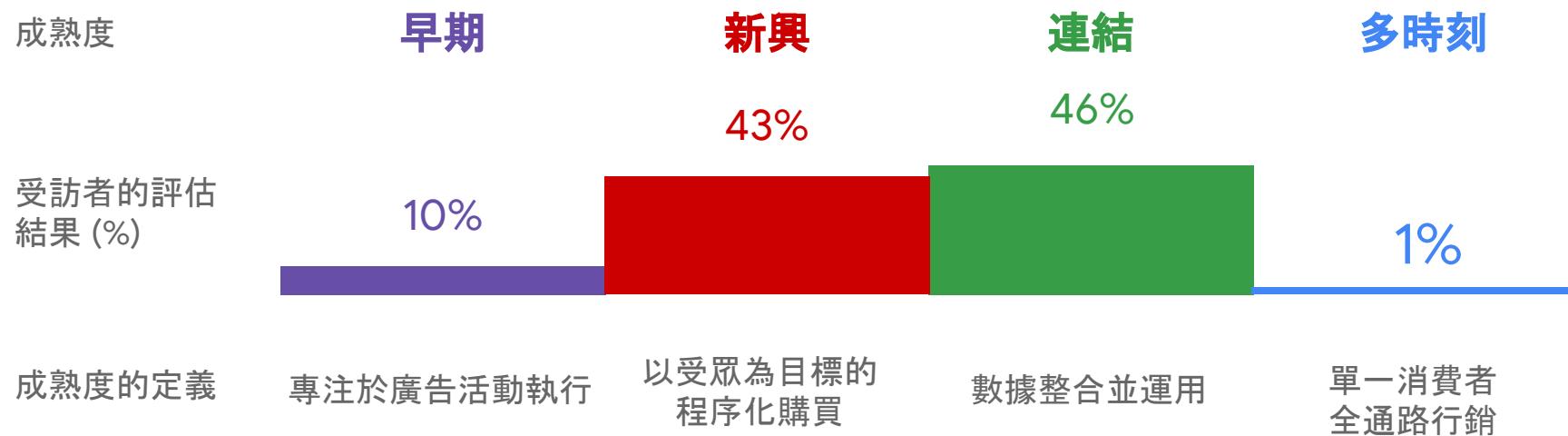
數位行銷成熟度的四個階段

4 stages of digital marketing maturity

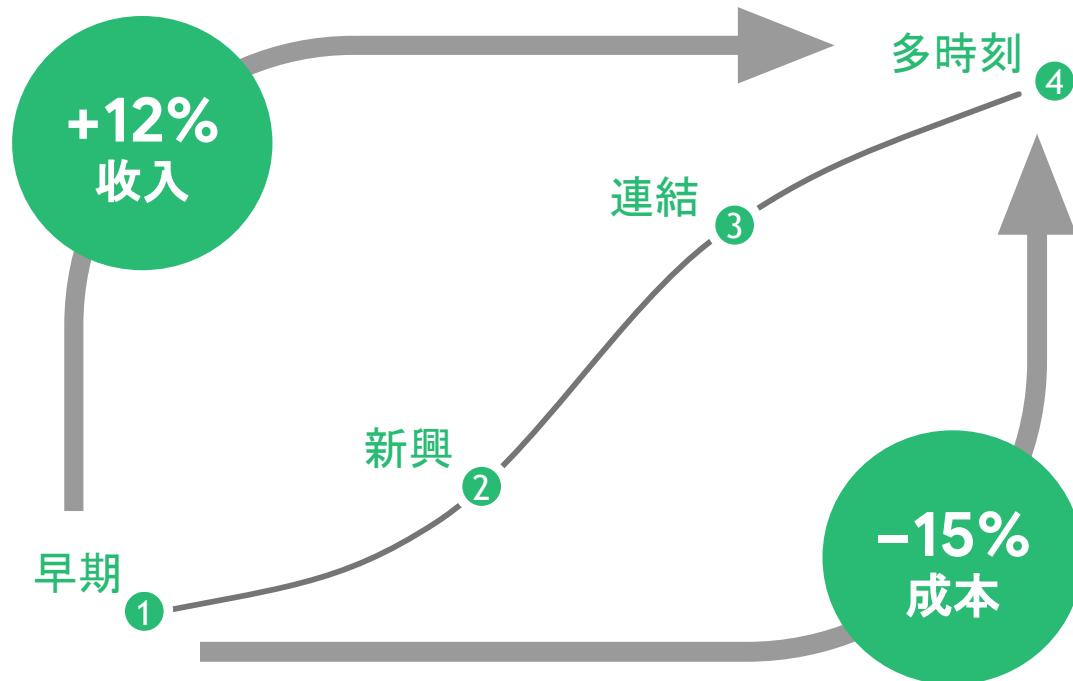
think platforms
2018



在亞洲，只有1%的廣告主了解 Data-Driven Marketing的潛力



BCG研究發現 ...





達成全通路行銷，要使用整合/單一的行銷技術平台

使用整合單一
技術平台可帶來
顯著的成效：

+33%

operational
efficiencies

-10%

reduction in
media wastage

+32%

improvement
in CPA

Source: The Boston Consulting Group, "Efficiency and Effectiveness in Digital Advertising"



讓我們共同前進

think platforms
2018

1



了解你現在的
成熟度

2



這是所有人的
責任

3



這是必要的,
也是個機會

Google Marketing Platform - 新一代的數位行銷解決方案

王韻/Yun Wang

大中華及韓國區GMP Display & Video 360產品專家



Google推出整合的企業行銷平台

分析工具加入了GMP平台

Surveys 360
Digital panel surveying
(U.S.)

Data Studio
Data visualisation

Analytics 360
Measure deep insights

Tag Manager 360
Easy tag management

Optimize 360
Web usability testing



Google Marketing Platform

廣告工具也加入了GMP平台

Display & Video 360

Plan, create, buy and
measure ads

Search Ads 360

Search engine management



Google Marketing Platform

四個 GMP 帶給企業主的好處



更快速和更聰明的行銷操作



整合線上媒體採購



更了解受眾樣貌和廣告成效



協同合作



推出Creative Module



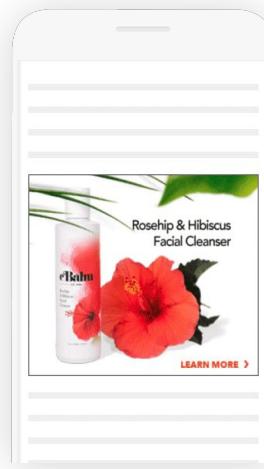
素材管理權限



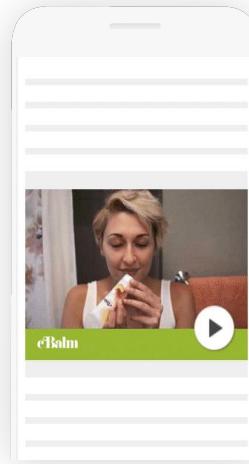
Data-Driven Creative



多種素材模版

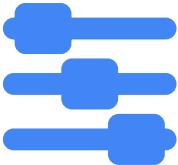


Parallax



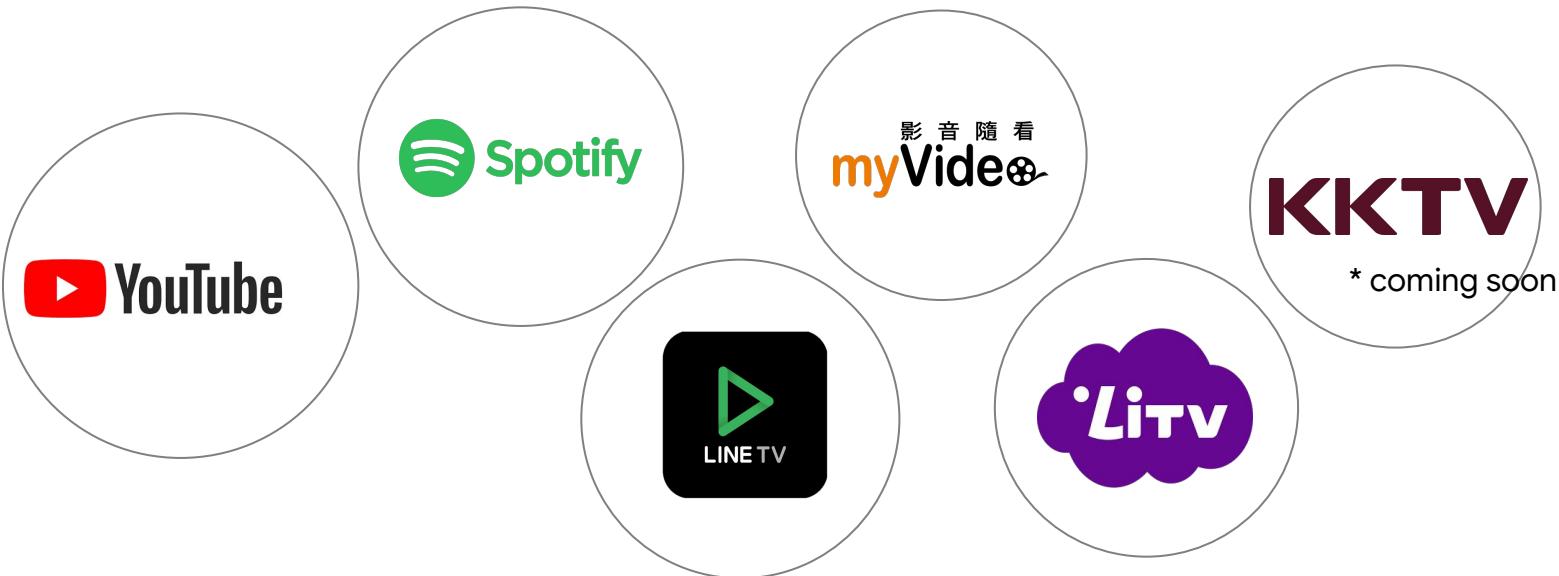
Flipbook

新Beta
功能



整合線上影音媒體採購

think platforms
2018



Display & Video 360



推出 Audience Module

新功能

Name	Impressions	Clicks	Conversions	Revenue
ppetrov 1\$ a day	1048933	29,209	652	\$0.99
\$1 denisgreatest	684461	26,248	81	\$1.02
Platforms ASE Test DCM Linked	2902941	18,243	10	\$1.02
kmiki_dbm	567833	11,146	0	\$0.18
\$1 krishnak	1671732	8,345	1	\$0.38
Sridevi \$ a day	241743	7,893	34	\$0.22
TestAdvertiser_DCM_proell	364434	2,917	7	\$0.99
(anggi) Travel Mobile app	3052255	945	2	\$0.82
Sales Test Advertiser	108131	570	0	\$0.37
laraw dbm advertiser	2547333	334	0	\$0.77
(Bishmay)	3016831	139	0	\$1.15
RAurais	365531	48	0	\$0.08
Tale Digital	1394836	35	0	\$0.04
stif's dollar a day	2689931	23	0	\$0.04

了解第一方人群的輪廓

透過第一方和Google Audience的融合建立Combo名單

與曾經跟廣告互動的人群進行再行銷

根據頻次建立人群，然後排除



推出 Unique Reach Report

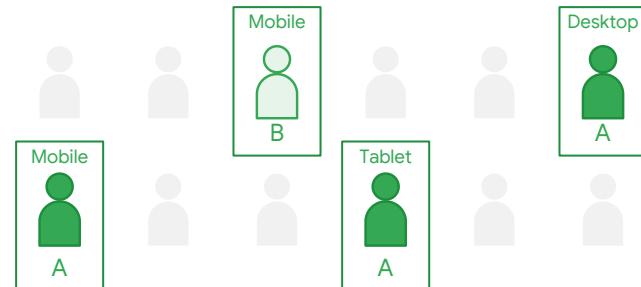
傳統Cookie Reach
(以Cookies/device ID衡量)



免費使用

VS

Unique Reach
(以人為主來衡量)



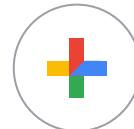
使用Google跨屏技術

新功能



透過Data Studio更容易一起 製作/分享報告

Person A



Person B

新功能

The screenshot shows a Data Studio interface for Person A. On the left is a line chart titled "New Users" showing fluctuations over time from August 2 to August 23. The chart has a light blue line with circular markers at each data point. The x-axis is labeled with dates: Aug 2, Aug 5, Aug 8, Aug 11, Aug 14, Aug 17, Aug 20, Aug 23. The y-axis has numerical labels 0, 750, 1.5K, 2.3K, and 3K. On the right is the "Time series Properties" panel. Under "DATA", it shows "1 Master View" and "Date" as the Time Dimension. Under "Metric", "New Users" is selected. Other options like "Add a Breakdown Dimension" and "Add a Metric" are available.

The screenshot shows a Data Studio interface for Person B. It displays the same time series chart of "New Users" from August 2 to August 23. The chart is highlighted with a large red circle. The x-axis shows dates from July 27 to August 23. The y-axis ranges from 0 to 3K. The "Properties Panel" on the right indicates that "Select a chart" is the current action, with a note that one or more charts can be selected. It also says "You can also view re or current page sett".

DV360將會是集大成的數位廣告工具



DoubleClick
Studio



DoubleClick
Campaign Manager



DoubleClick
Bid Manager

輕鬆採購，科學評估



What media you buy



How you buy it



How you measure it

由Search Ads 360帶來的 數據，自動化和機器學習

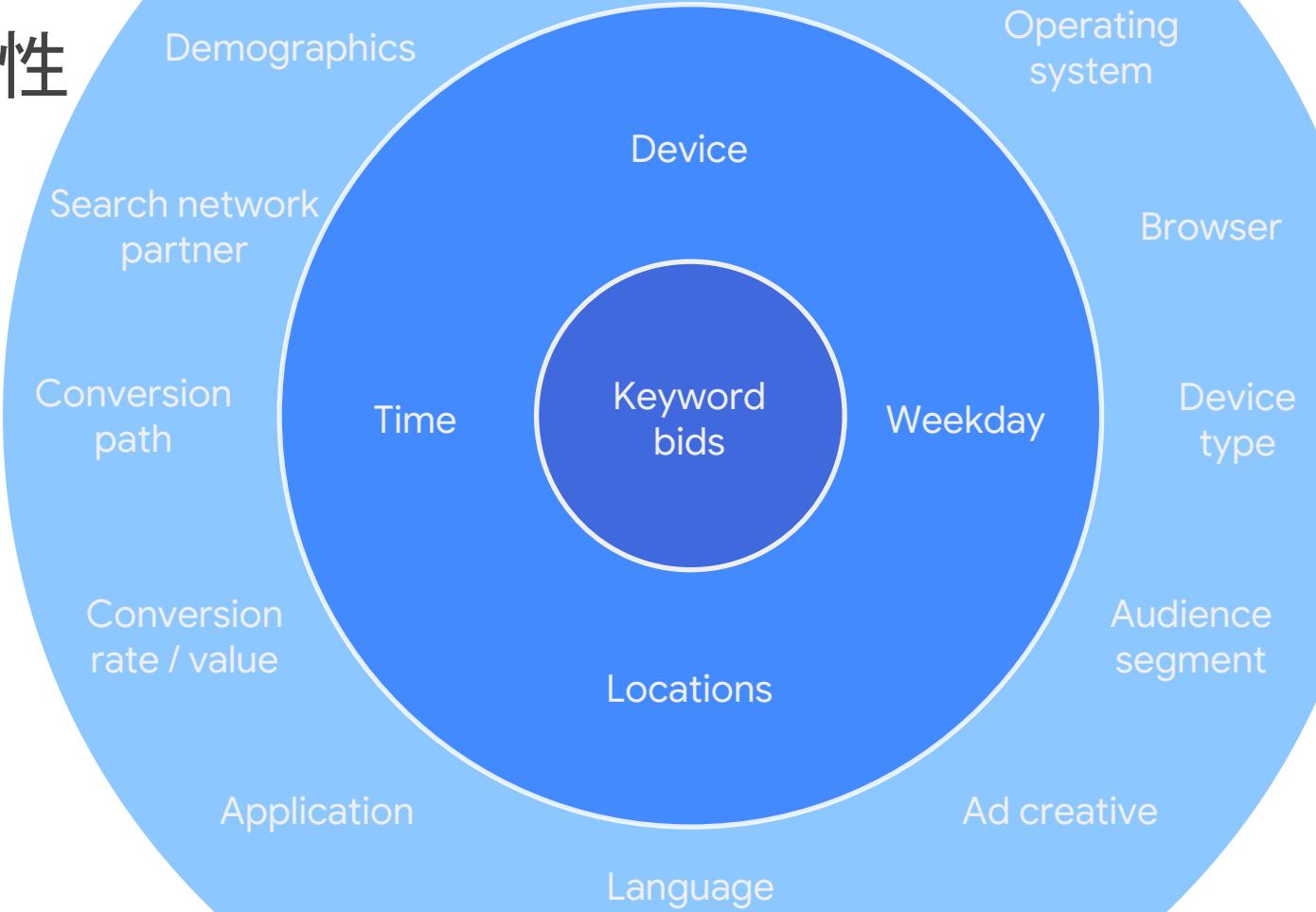
章涵/John Zhang

大中華及韓國區SA360產品銷售經理

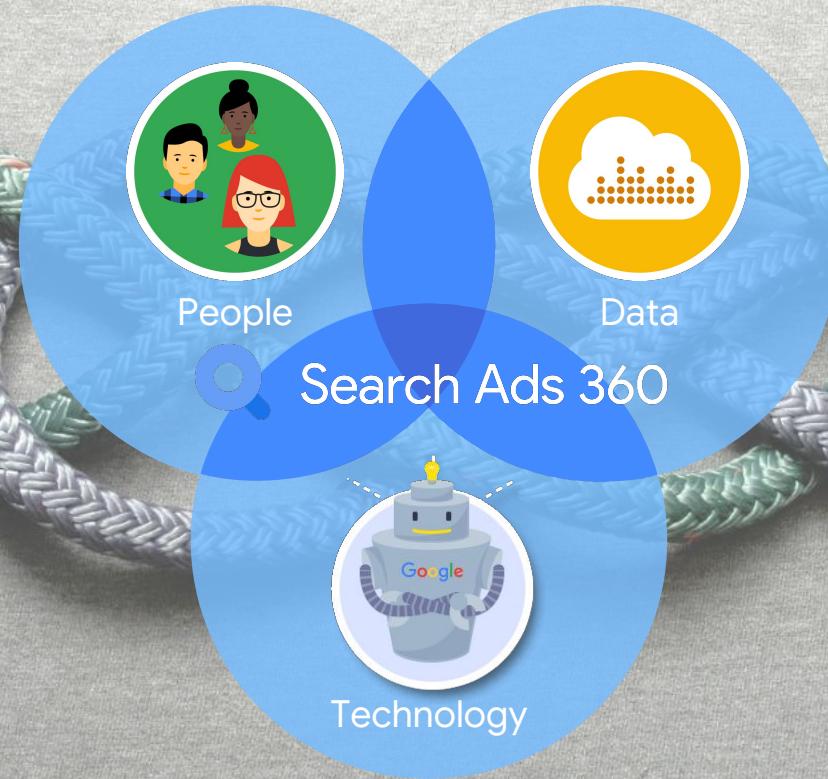


自動化的重要性

越多數據造成
更多的複雜性



在人和機器學習中達到和諧的平衡



2020願景 - 跨平台的企業解決方案



Search Ads 360

跨搜尋和社交
平台



企業級的功能

- Inventory Mgmt
- Budget Mgmt
- Bidding Controls
- 3P Integrations

和GMP整合



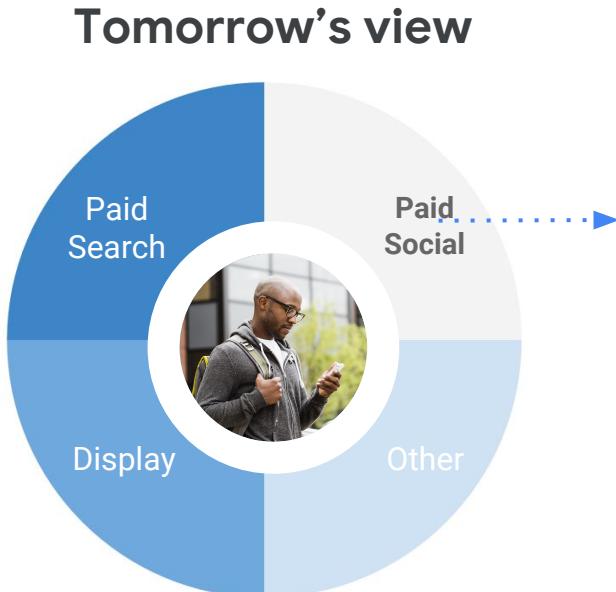
- xChannel Mgmt
- Unified admin
- Deep integrations

Data
Ownership
&
Service
Level



Google Ads

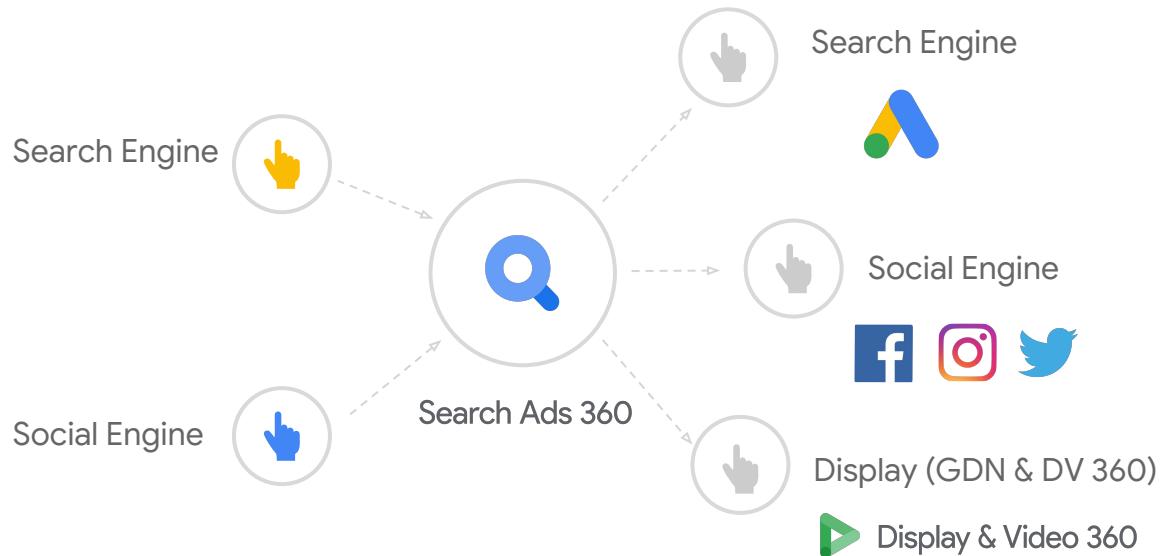
SA360可衡量社交媒體



**整合社交媒体後
可實現：**

- **衡量社交媒体
的真正價值**
- **透過社交媒体
的数据來進行
再行銷活動**

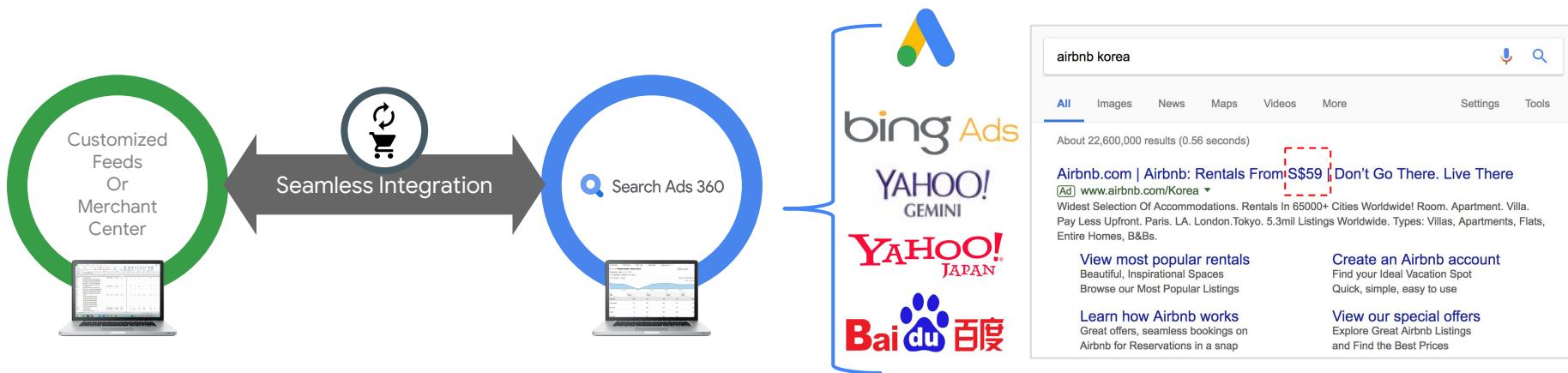
整合受眾和跨平台分享



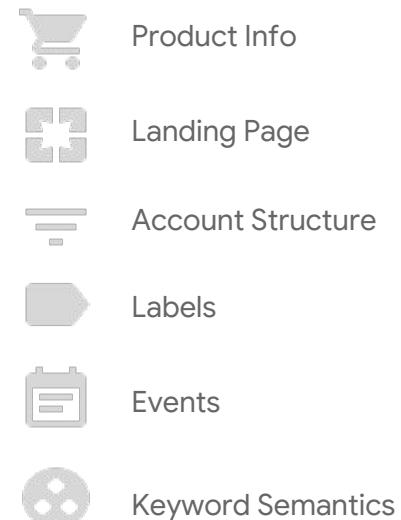
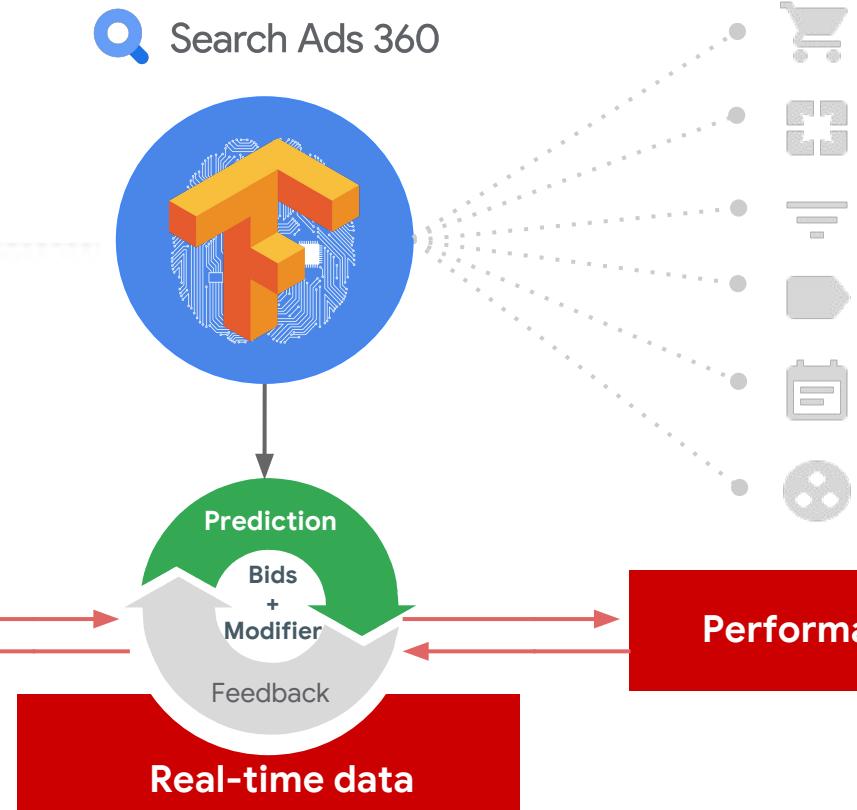
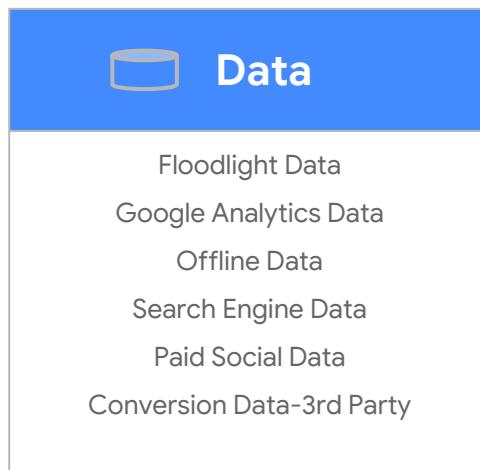
SA360可以實現跨渠道的再行銷：

- Search -> Display
- Social -> Display
- Search -> Social
- Social -> Search

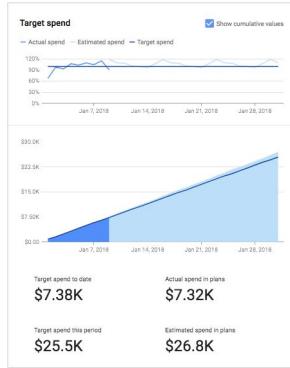
透過Inventory Management Campaign 實現即時動態關鍵字廣告



透過TensorFlow™實現智慧出價



SA360提供更先進的Smart Bidding



Custom
Floodlight
Variables



Formula
Columns

Budget
Bid Strategy

Advanced Targeting
Bid Strategy

3rd Party
Integration

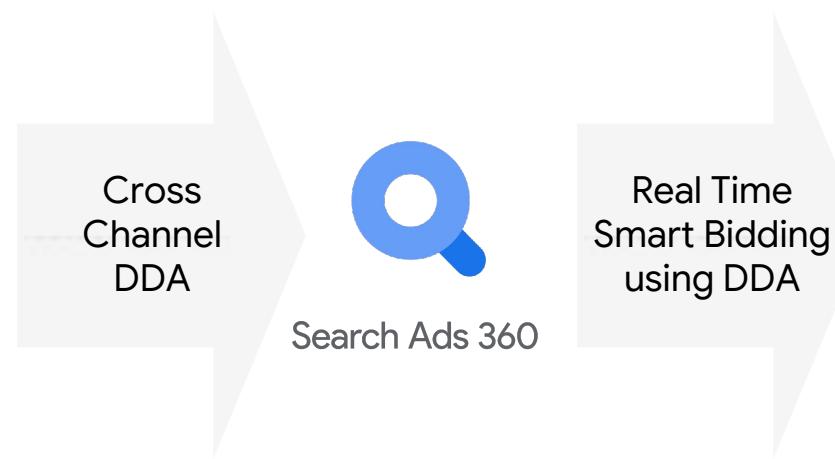


Analytics 360

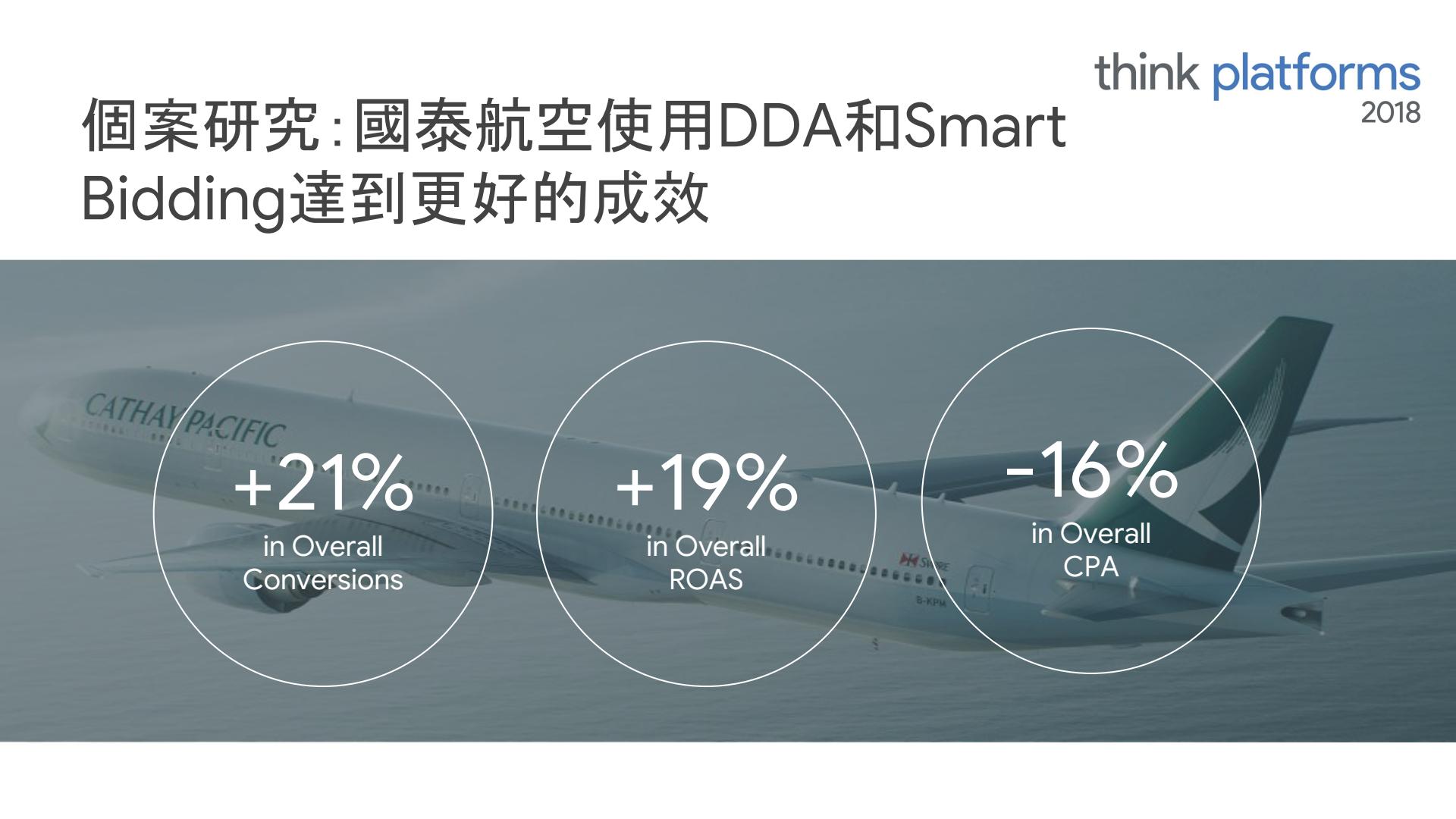


Adobe
Analytics

SA360整合了跨渠道的數據進行 Data-Driven Attribution



個案研究：國泰航空使用DDA和Smart Bidding達到更好的成效

A large, semi-transparent background image of a Cathay Pacific Boeing 747 aircraft on a runway, angled towards the viewer. The airline's name is visible on the side of the fuselage.

+21%

in Overall
Conversions

+19%

in Overall
ROAS

-16%

in Overall
CPA

總結 - SA360的獨到之處



集成社交媒体



Inventory Management
Campaign



更先進的Bid
Strategies

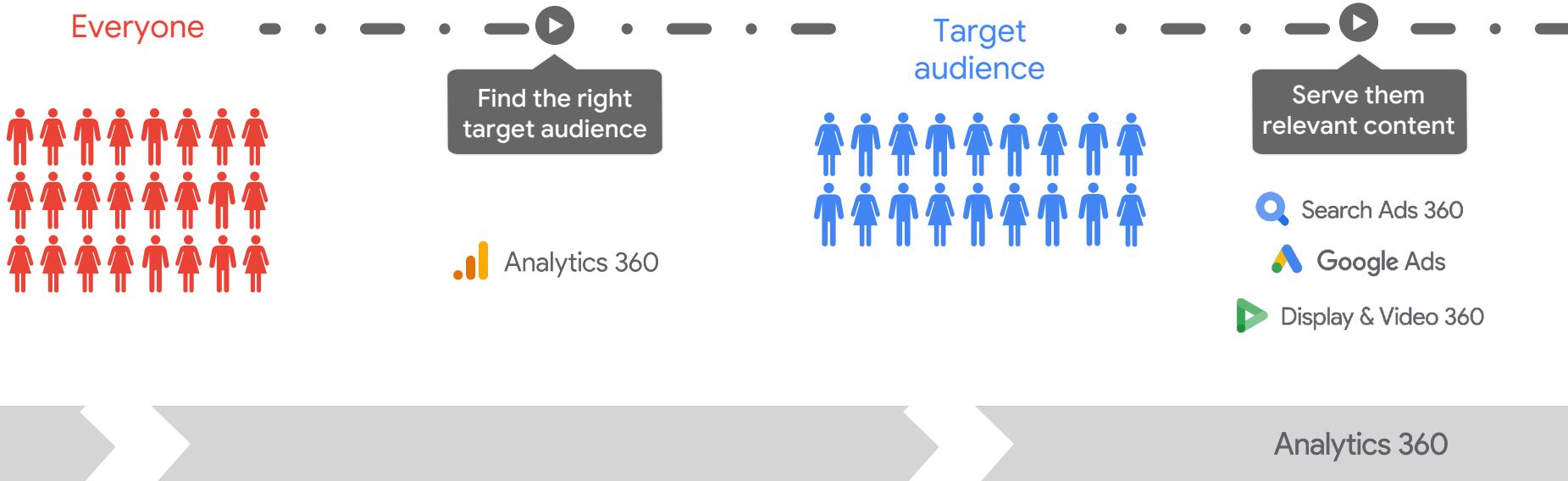
透過Analytics獲得Audience Insights

姬靜濤/Jingtao Ji

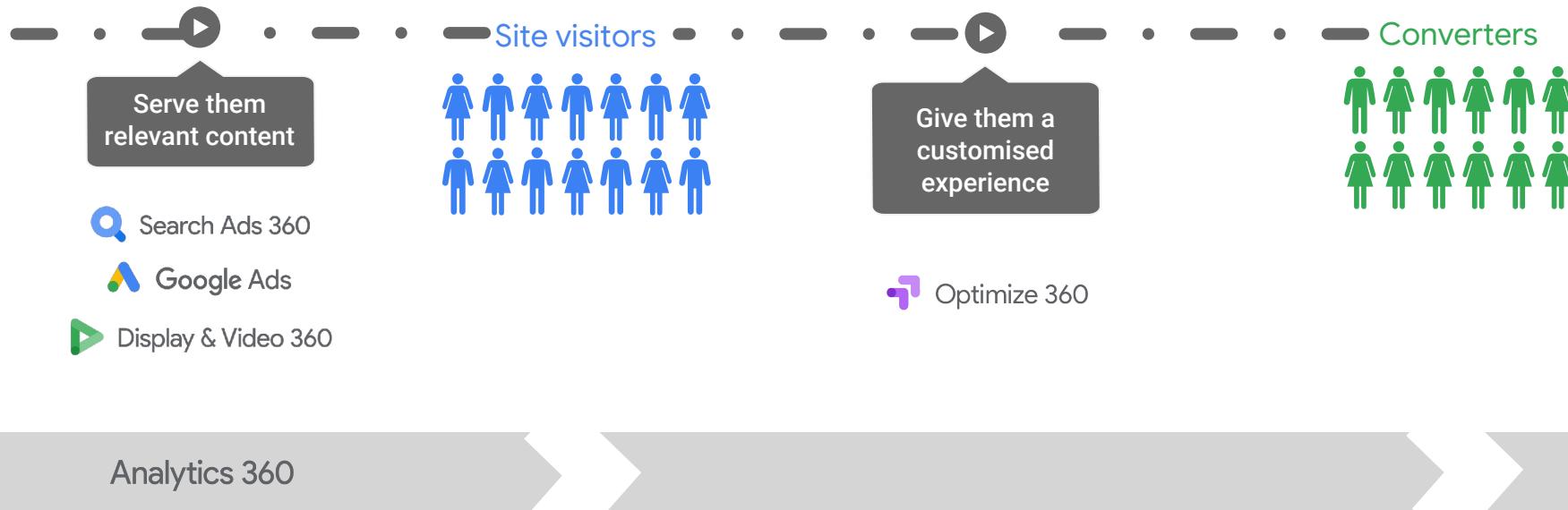
大中華及韓國區谷歌分析&GMP戰略合作銷售經理



Google Marketing Platform (GMP) - 察言觀色，投其所好



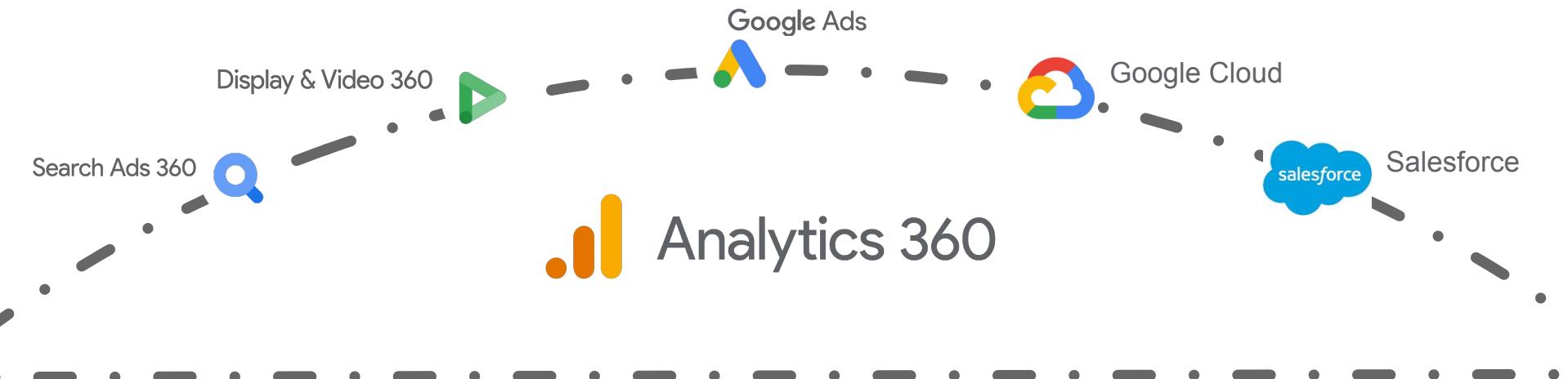
客製化的體驗



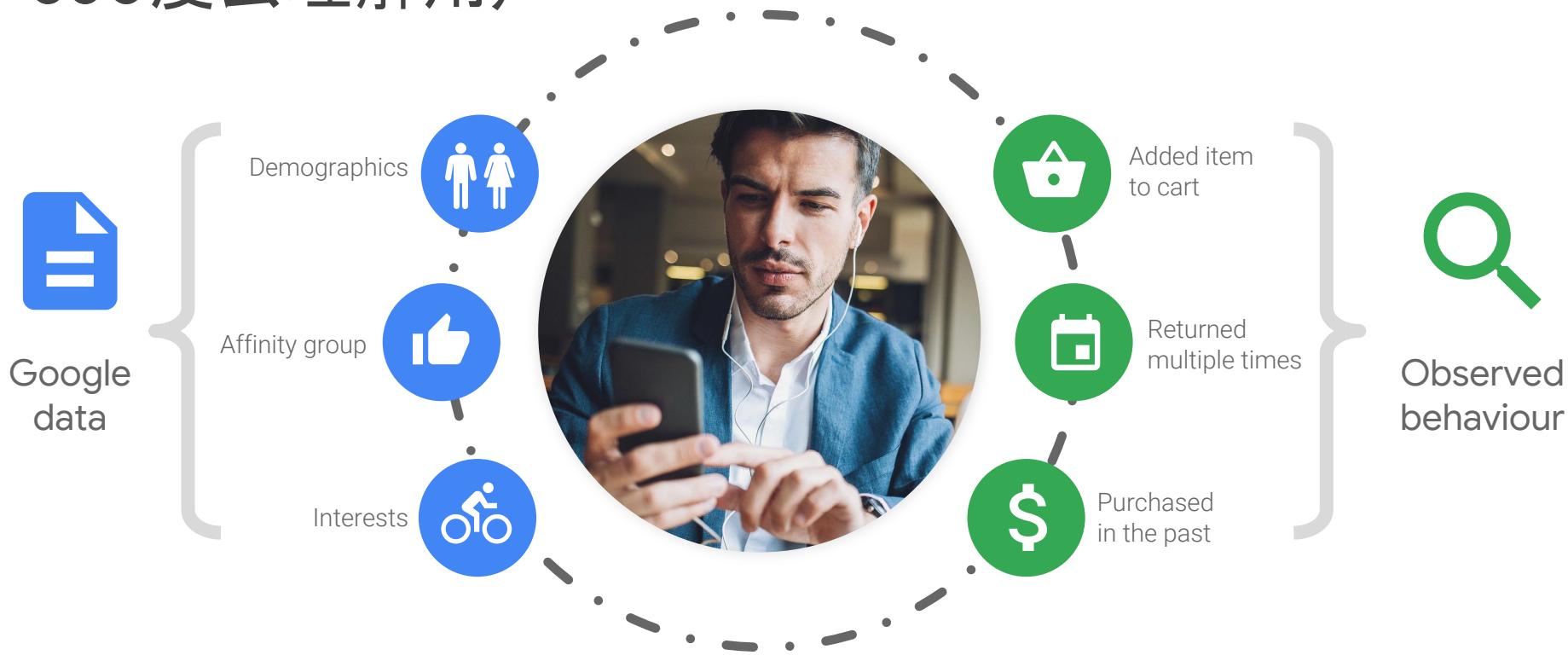
Google Analytics三大功能



GA360 整合更多數據源



Google 數據 + 在線行為數據 = 360度去理解用戶



但今天我們將關注在：您，GA的用戶



王小明
零售業行銷經理



吳小花
商業數據分析師

王小明 - 行銷經理

Who

某零售公司的行銷經理

Analytics

了解用戶的消費者旅程

Goals

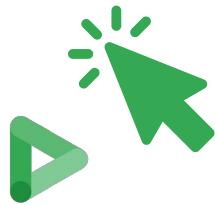
希望提高ROAS





將廣告和分析產品打通 更好的了解campaign的表現

數位廣告活動數據



1. Customer clicks on ads
2. Customer arrives on site



網站上的分析數據

- 跳出率
- ⌚ 停留時間
- 👤 用戶的屬性
- 👕 產品互動/轉換數據



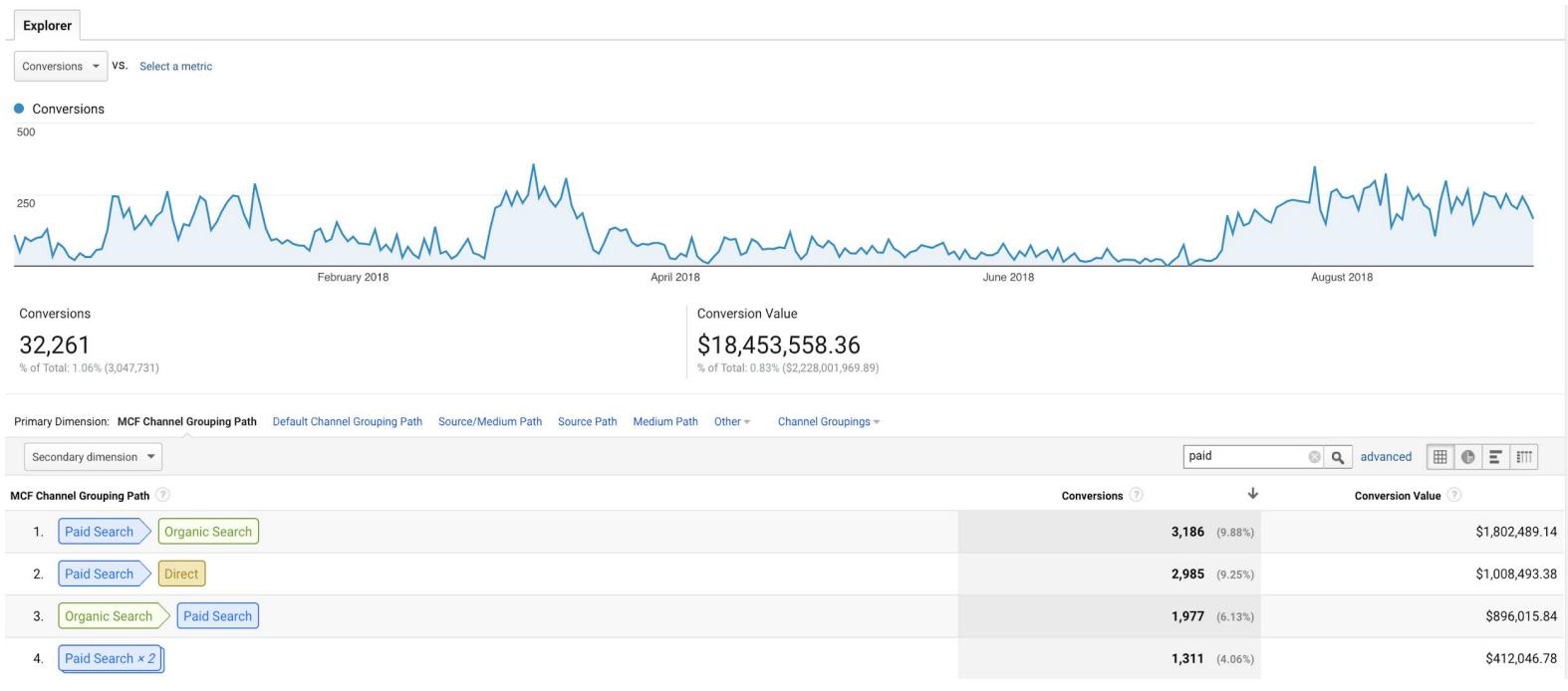
王小明的秘訣：

整合了Google Ads /DV360的
廣告數據 和Analytics上超過
250個維度的資料



Aggregate

小明在multi-channel funnels 報告中評估歸因模型





小明利用機器學習自動產生的 再營銷名單smart lists

The image shows a green funnel graphic pointing from a list of smart lists on the left to a 'Smart List' creation interface on the right.

Left Side (List of Smart Lists):

- Smart List
- All Users
- New Users
- Returning Users
- Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/)

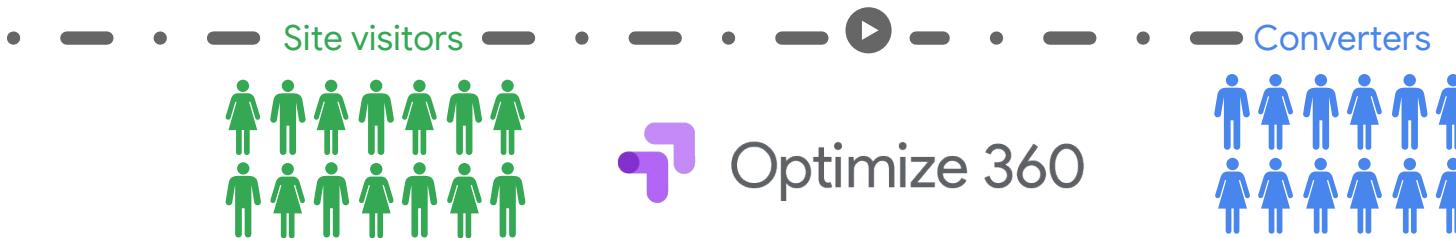
Right Side (Smart List Creation Interface):

- Audience definition**
 - Create New
 - Import Segment
 - Recommended Audiences
 - Smart List
 - All Users
 - New Users
 - Returning Users - Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/)
 - Users who completed a goal conversion
 - Users who completed a transaction
- Audience name**
- Audience destinations**





小明使用Optimize 360客製化 網站體驗



think platforms
2018



CASE STUDY

Lotte Hotel boosts booking rates by 49% with Google Optimize

[Read more](#)

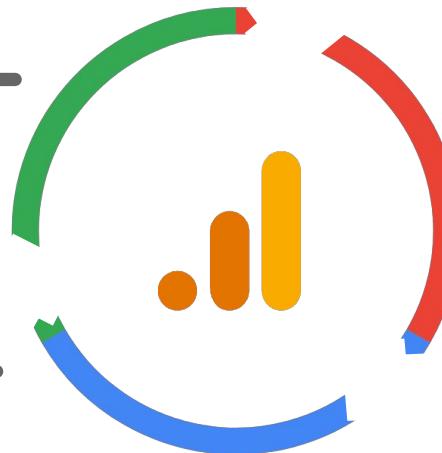
New!

Try here today
goo.gl/De3FuF

總結 - 王小明如何使用Google Analytics?

01

Campaign
performance



02

Understand
full impact

03

Auto -
activation



吳小花 - 商業數據分析師

Who

旅遊公司的數據分析師

Analytics

期待發掘更多用戶的洞察

Goals

希望建立完整的數據策略



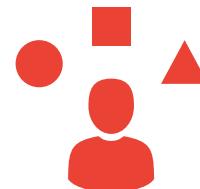


Aggregate

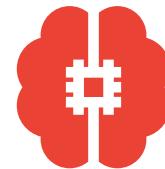
小花通過BigQuery將GA360原 始數據導出



Automate
data delivery



Democratise
data insights



Leverage custom
Machine Learning



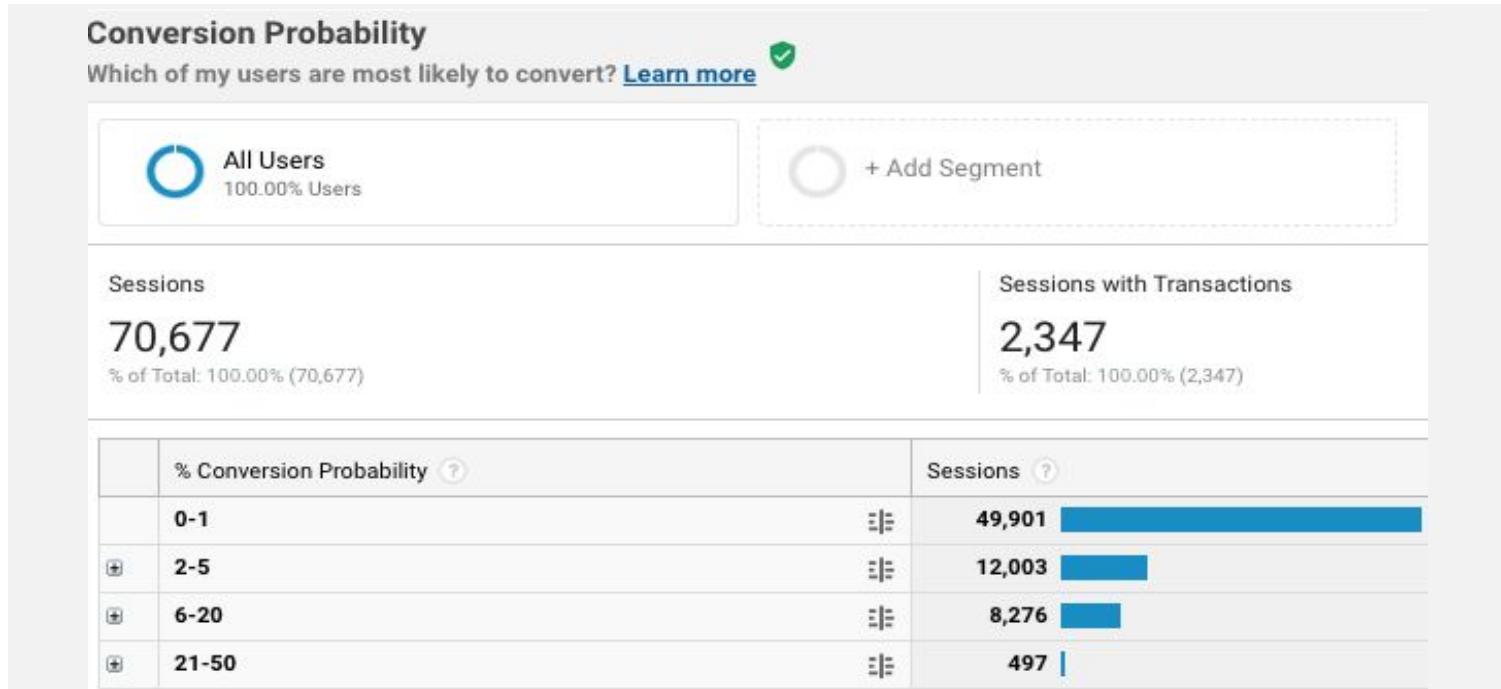
Real-time
insights





小花用機器學習預測 用戶購買概率

Aggregate





Analyse

小花利用BigQuery ML使用SQL 建立快速，可控的預測模型



BigQuery ML

Get insights quickly

Democratise

Machine Learning



Iteration	Training data loss	Evaluation data loss	Learn rate	Completion Time (seconds)
7	0.0859	0.0873	6.4000	17.84
6	0.0871	0.0879	12.8000	15.10
5	0.0922	0.0933	6.4000	17.82
4	0.1026	0.1026	3.2000	18.28
3	0.1213	0.1207	1.6000	18.68
2	0.1604	0.1597	0.8000	16.88
1	0.2633	0.2629	0.4000	18.68
0	0.4651	0.4649	0.2000	11.86

New!

SQL analyst:
goo.gl/tkBr23



小花使用Data Studio分享她的insights給更多的團隊

Google Data Studio | Report Gallery

OVERVIEW GALLERY CONNECT TO DATA HOME

Data Studio marketing templates

- Featured
- Marketing Templates**
- Community

Submit your report

Display & Video 360 Performance
By Data Studio Team

Connect to Display & Video 360 data.

Search Ads 360 Performance Re...
By Data Studio Team

Connect to Search Ads 360 data.

GA Audience Overview
By Data Studio Team

Customize the classic Google Analytics audience overview report.

GA Acquisition Overview
By Data Studio Team

Quickly see how users came to your website.

GA Behavior Overview
By Data Studio Team

View what users are doing on your website.

Acme Marketing Website
By Data Studio Team

Branded report created for the fictitious

Google Merchandise Store
By Data Studio Team

Get a detailed look at Google's merchandise store.

Ecommerce Store
By Data Studio Team

Show data from an example Google

AdWords Report
By Data Studio Team

Shows key conversion metrics.

The screenshot shows a grid of nine marketing templates. Each template includes a thumbnail, a title, a brief description, and a 'Connect to' link. The templates cover various Google products and services, such as Display & Video 360, Search Ads 360, Google Analytics, Google Merchandise Store, and AdWords.





小花和同事一起將audience insights 轉化成商業結果

All Users 225,789 Membership duration

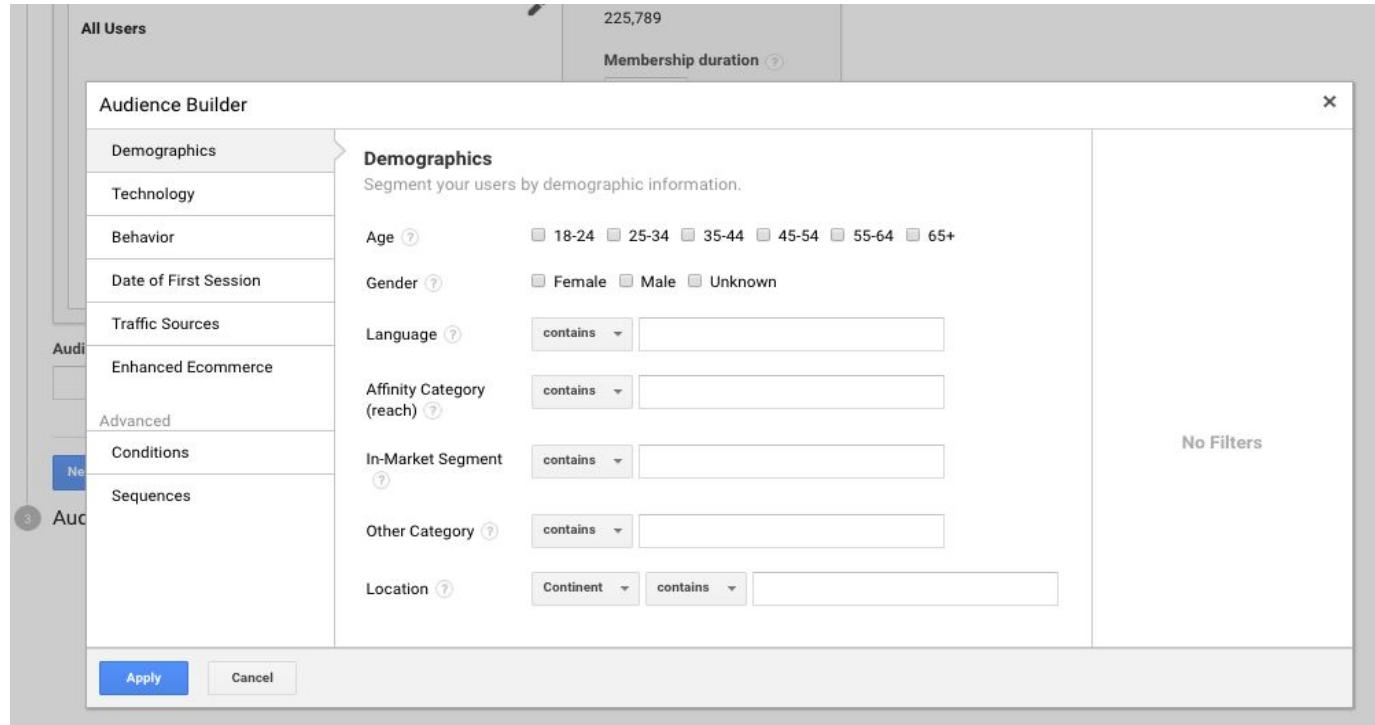
Audience Builder

Demographics Technology Behavior Date of First Session Traffic Sources Enhanced Ecommerce Advanced Conditions Sequences

Demographics
Segment your users by demographic information.

Age ⑦ 18-24 25-34 35-44 45-54 55-64 65+
Gender ⑦ Female Male Unknown
Language ⑦ contains
Affinity Category (reach) ⑦ contains No Filters
In-Market Segment ⑦ contains
Other Category ⑦ contains
Location ⑦ Continent contains

Apply Cancel



總結 - 吳小花如何使用Google Analytics?

- 
- 01 - · · · · - More user data
 - 02 - · · · · - Leverage Machine Learning
 - 03 - · · · - · Sharing detailed audiences across teams



王小明、吳小花和全部GA的用戶



王小明
零售業行銷經理



吳小花
商業數據分析師



- Can you see yourself or colleagues in any of them?
- Leverage the full depth and breadth across Aggregate + Analyse + Act
- Seek collaboration with your colleagues to flexibly build solutions

謝謝您



GA/GA360 user



透過Analytics 360獲得 Audience Insights

張君妮/Christine Chang
台灣雀巢 行銷經理



關於Nespresso - 追尋極致咖啡體驗



think platforms
2018

Chill Out Your Summer 濃縮夏日好時光



精準接觸喜好求新求變的舊客

擴大吸引夏季冰咖啡品飲族群

搭配父親節機器活動招募新客

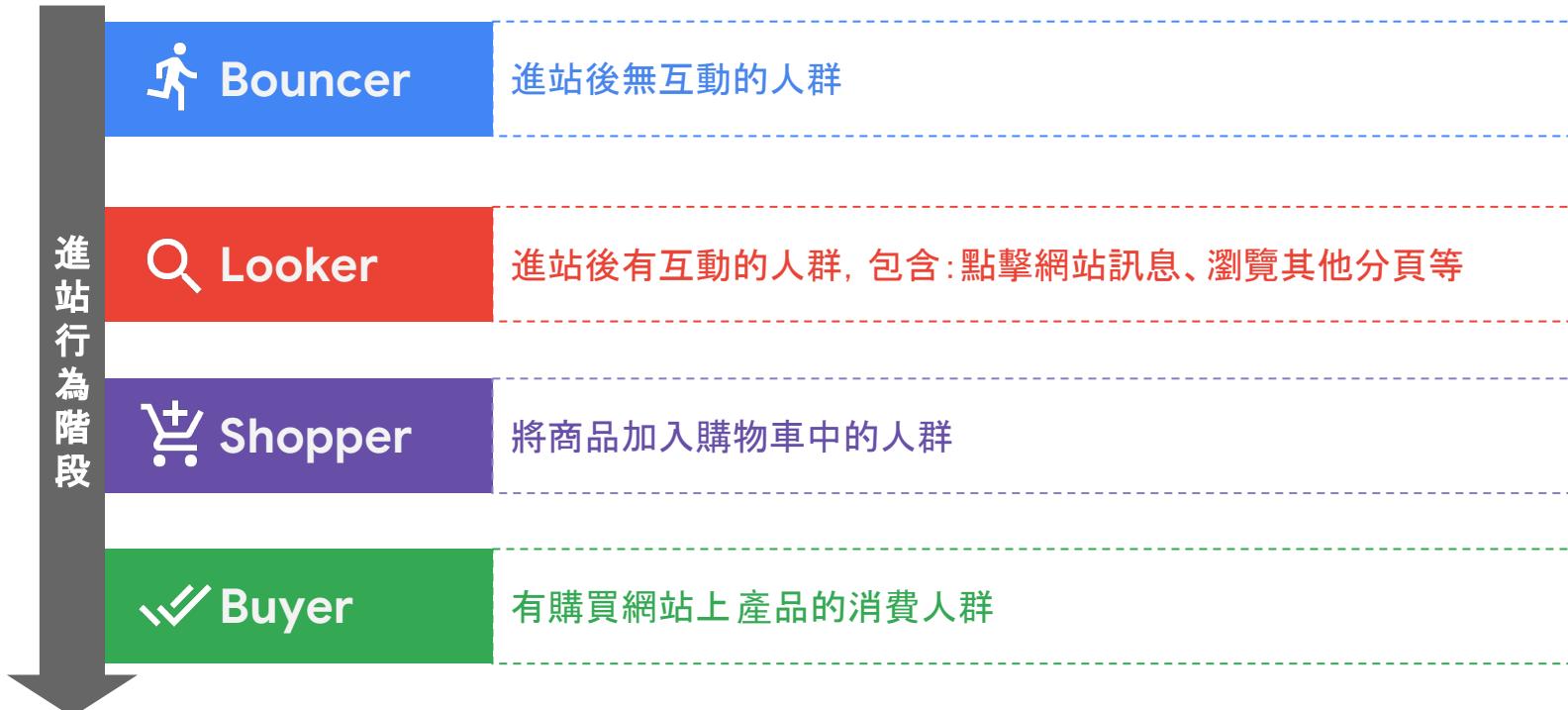
整合行銷與電商優化數位預算



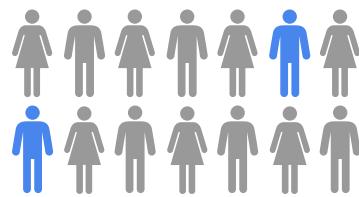
擴大高潛力受眾 - 從第一方到第三方人群



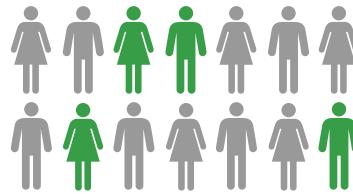
使用GA360, 將到站人群依行為分類



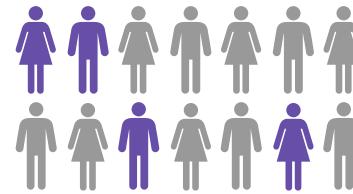
找到更多的第三方人群 - Google Audience



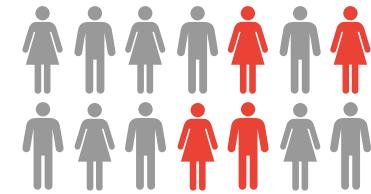
Bounce
Rate



Ave. Session
Duration



Sessions



Goal
Purchase

透過GA360 1P/3P數據創造更大價值

Chill out

Your Summer

Improvement



87%

Sales

Coffee Machine

Increased



11%

Sales

Ice Coffee

3rd Party

Audience

Contributed



49%

Conversion

Increased



43%

ROI

以數據驅動素材和受眾溝通

謝欣曄/Ashley Hsieh
台灣Google Marketing Platform客戶經理





消費者期待在特定的時刻，
看到更貼近他們的內容

74%

的消費者認為出現在螢幕上的廣告與
他們所感興趣的內容無關



對的
人



對的
時



對的
訊

對的內容





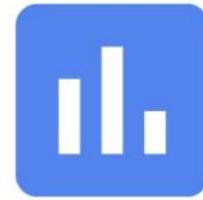
品牌



素材



媒體



Data

三大數據訊號類別

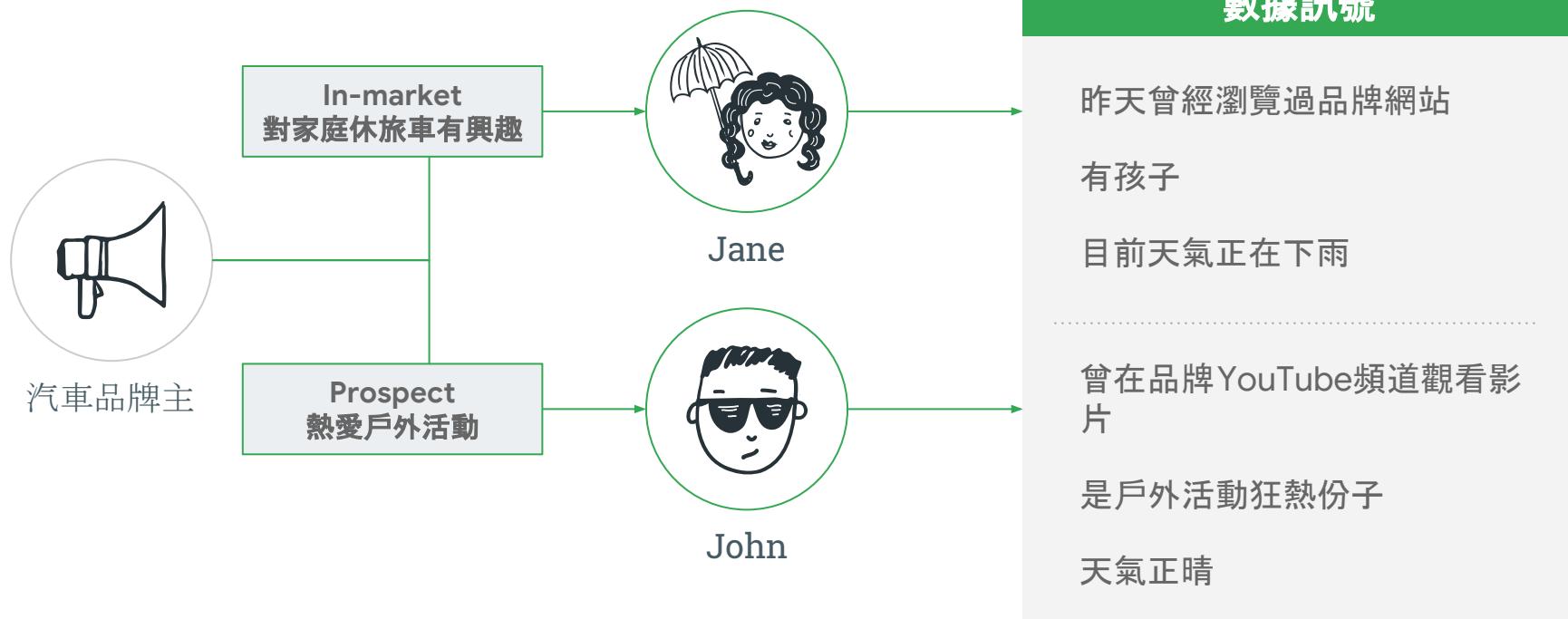


Targeting A



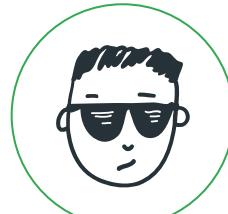
Targeting B







Jane



John



DV360推出Creative Module更容易製作設定動態規則

新功能

Ka-Boom

AD CANVAS MESSAGING DETAILS

Everyone

All your ad variants are currently available to serve by default.

+ NEW STRATEGY

Tailor your message to your audience

STEP 1 Audience

Define the people you want to reach

STEP 2 Context

Define the moments when you want to reach them

STEP 3 Message

Choose the ad you want them to see

The screenshot shows the DV360 interface with a red circular overlay containing the text "新功能" (New Feature). The interface includes tabs for AD CANVAS, MESSAGING (which is selected), and DETAILS. A section for "Everyone" shows a message about ad variants. A "+ NEW STRATEGY" button is present. The main area is titled "Tailor your message to your audience" and is divided into three steps: "Audience" (with icons of a man and woman), "Context" (with four small circular icons), and "Message" (with four small rectangular icons). Each step has a descriptive subtitle below it.



對的內容



Storytelling in DV360

The screenshot shows the DV360 platform interface for creating a new insertion order. The main window is titled "New Insertion order" and displays the following details:

- Insertion order name:** cbalm - Daily Regimen
- Draft:** (with a trash icon)
- Line Item Sequence:**
 - 1 Video: 2 creatives:** Two video creative thumbnails are shown:
 - cbalm - peach 15sec spot
 - cbalm - hibiscus 15sec spot
 - 2 Display: 1 creative:** (with a checkmark)
 - 3 Display: 3 creatives:** (with a checkmark)
- ASSIGN CREATIVES:** (button)
- Flight dates:** Sep 1, 2018 to Dec 31, 2018
- Budget:** Select your budget type: USC
Specify this insertion order's flight dates and budget segments:

Budget	Start date	End date
\$ 40000	Sep 1, 2018	Dec 31, 2018
- Segments:** ADD SEGMENTS (button)
- Show actualized:** (checkbox)

A red circle on the right side of the screen contains the Chinese text "封測功能" (Testing Function).

Storytelling - 在消費者旅程中延續品牌故事



Awareness



Consideration



Action



- 提供關速度高的內容
- 用數據給更相關的內容
- 用對的順序說品牌故事



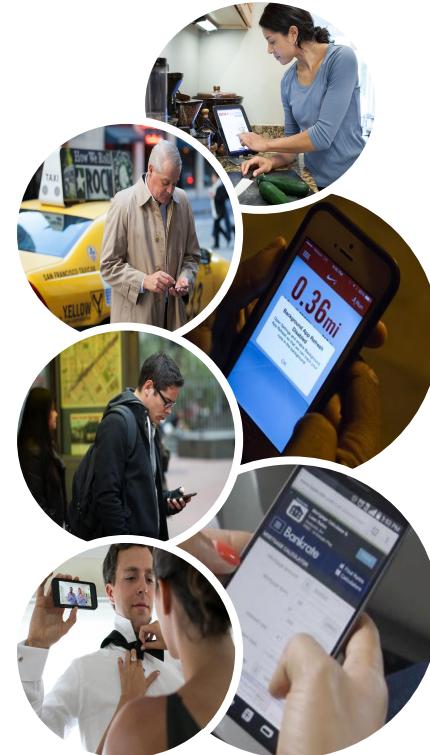
thinkplatforms
with Google

機器學習帶來智慧行銷新變革

馬婧/Jing Ma
Google Marketing Platform 解決方案顧問



您的客戶不再上網
他們生活在網上



數據大爆炸帶來新的挑戰和機會

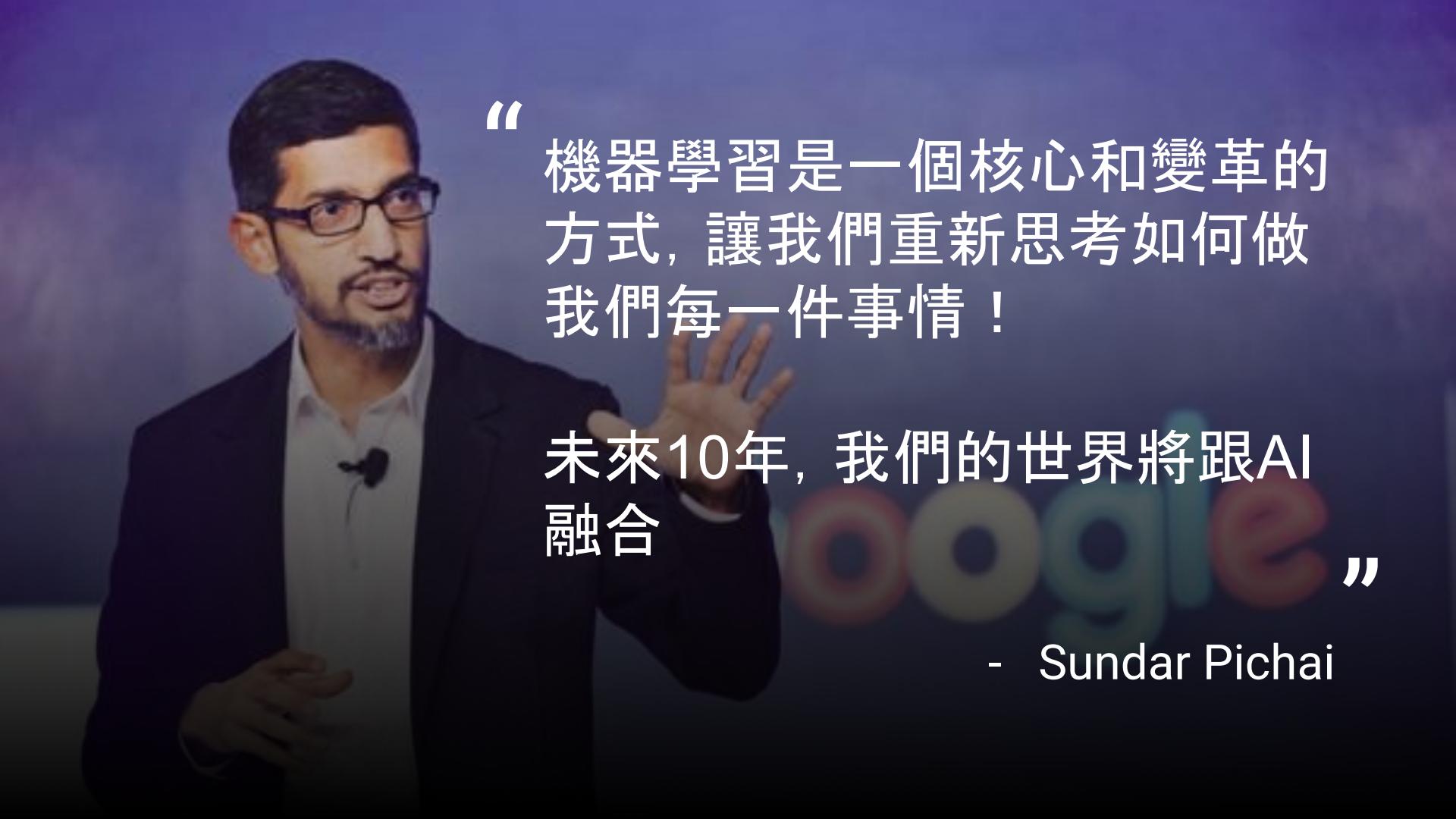
1 MINUTE



面對海量數據，我們有能力把它們串接起來並加以使用嗎？

50%

資訊長認為自己所在的公司並沒有全面的利用這些數據

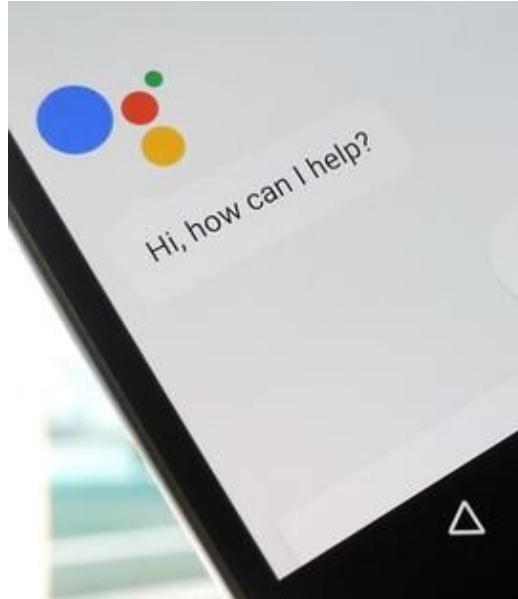


“ 機器學習是一個核心和變革的方式，讓我們重新思考如何做我們每一件事情！

未來10年，我們的世界將跟AI融合”

- Sundar Pichai

Google是一個AI公司



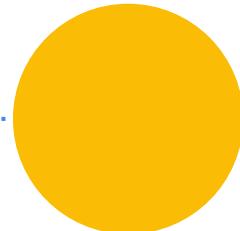
越來越多的企業開始踏入AI領域

2018

4% 的資訊長採用 AI
的方式進行數據決策

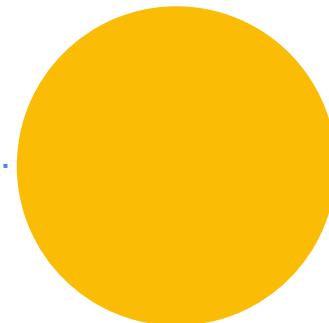


2019



2020

85% 的資訊長採用將 AI 的
方式進行數據決策



Google Cloud AI Mission

讓AI更平易近人
(Democratize AI)
讓廣大企業與開發者更有機會，更快，更方便使用人工智慧

適合不同人群的機器學習

BigQuery ML



AutoML and
CloudML APIs



Tensorflow



機器學習的三種類型



預先訓練好、
開箱即用的模型組件Cloud API



SPEECH



TRANSLATE



DIALOGFLOW



VISION



NATURAL
LANGUAGE



VIDEO
INTELLIGENCE



打造定制化的機器學習模型，
卻不用專門的ML專家



Google BigQuery
BigQuery ML



Cloud AutoML



完全自定義的
ML 模型



Cloud ML
Engine



TensorFlow



Cloud AutoML

一種可以自動創建機器學習模型的技術

數據預處理

機器學習模型
設計

自動調試模型參
數

評估模型

数据部署

模型迭代

個案研究：機器學習實現大規模投 放個人化廣告



1. 數據整合



2. 透過機器學習分 析數據，生成客 戶名單

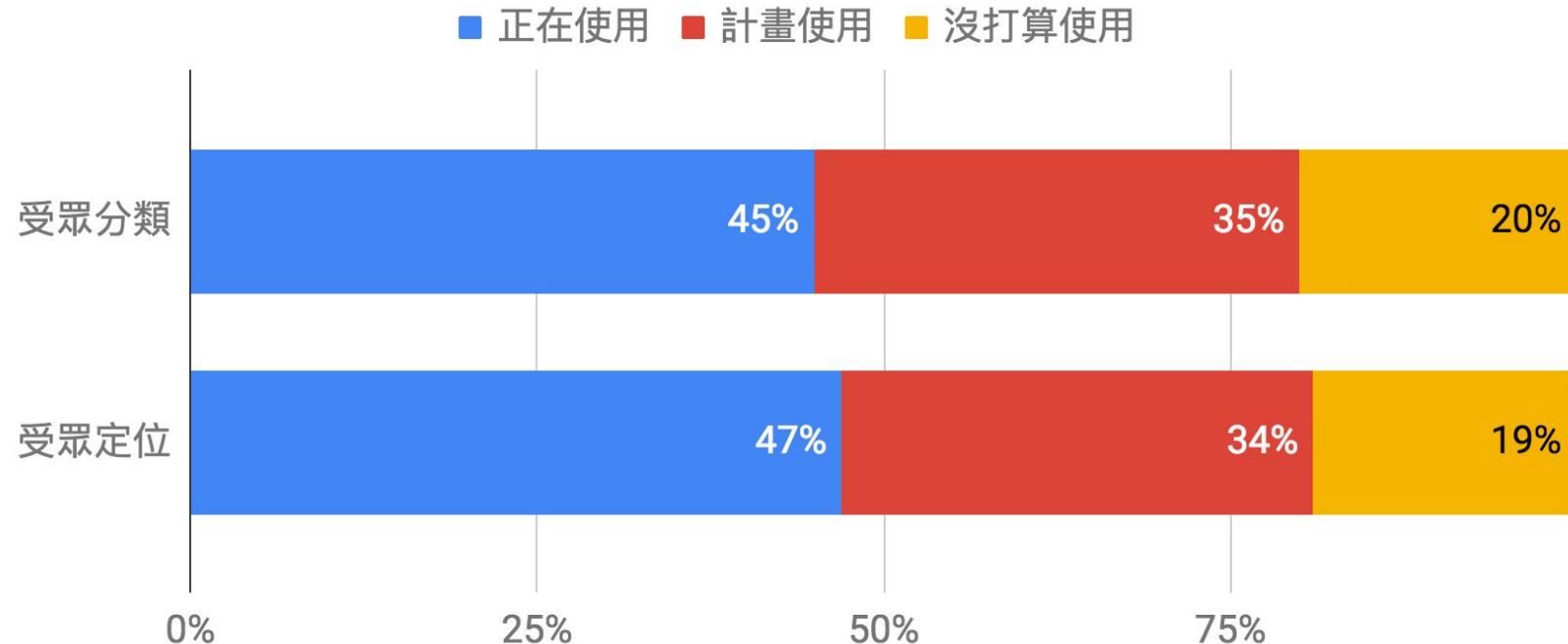


3. 建立/遞送廣告

通過機器學習實現更多行銷的可能性



機器學習在數位廣告上的應用已日益廣泛





\$1.2T

到2020年能夠通過數據進而更了解消費者的企業
將獲得額外的競爭紅利

Closing

張鈺東/Tony Chang
台灣Google Marketing Platform業務協理



The Kahoot! logo is displayed in a large, bold, white sans-serif font. The word "Kahoot!" is written in a single line, with a small exclamation mark at the end. The background of the logo is a solid purple color.

開始練功：



Thank You