thinkplatforms
with Google

Opening

張鈺東/Tony Chang

台灣Google Marketing Platform業務協理

think platforms
2018

Google三大廣告產品線

Google Ads

Google Marketing Platform

Google Ad Manager

講師陣容：

think platforms
2018

Derek Kwok

Yun Wang

John Zhang

採用 Full-Stack 的
解決方案

Jingtao Ji

Christine Chang

收集/分析/使用
audience data

Ashley Hsieh

遞送DDC溝通
個人化訊息

Jing Ma

擁抱機器學習
實現智慧行銷

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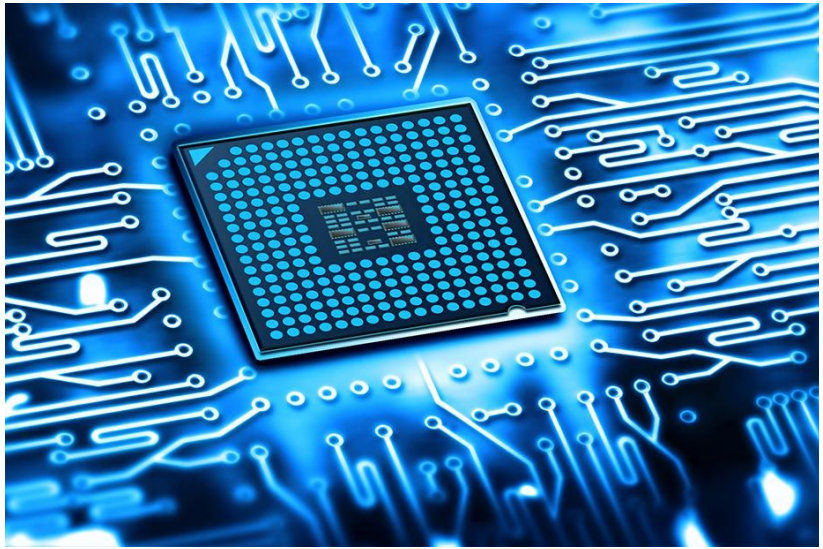
with Google

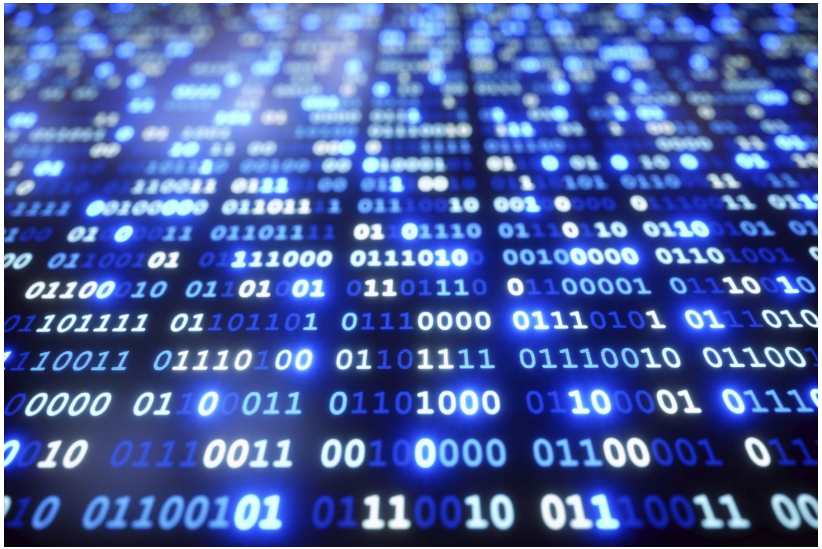
數據驅動 智慧行銷

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

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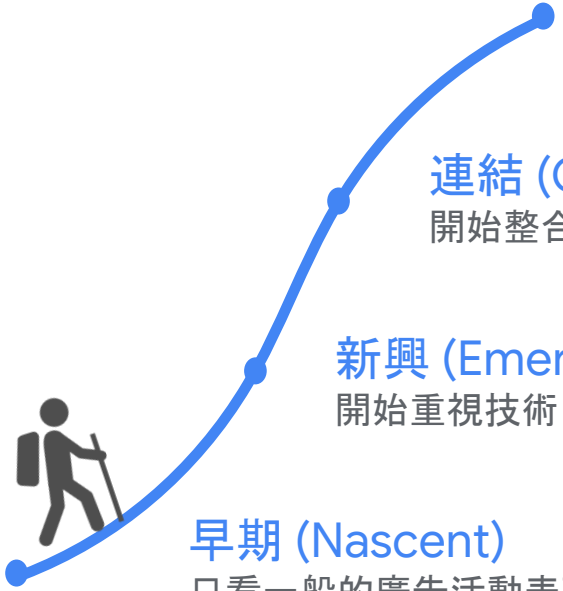
2018



多時刻 (Multi-moment)
以單一消費者思考，跨線上 /線下達成全通路的商業目標

連結 (Connected)
開始整合不同的數據並在單一平台上執行

新興 (Emerging)
開始重視技術：使程序化購買及以受眾為目標的方式

早期 (Nascent)
只看一般的廣告活動表現，跟商業目標沒有連結

Source: BCG Studies, 2018

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

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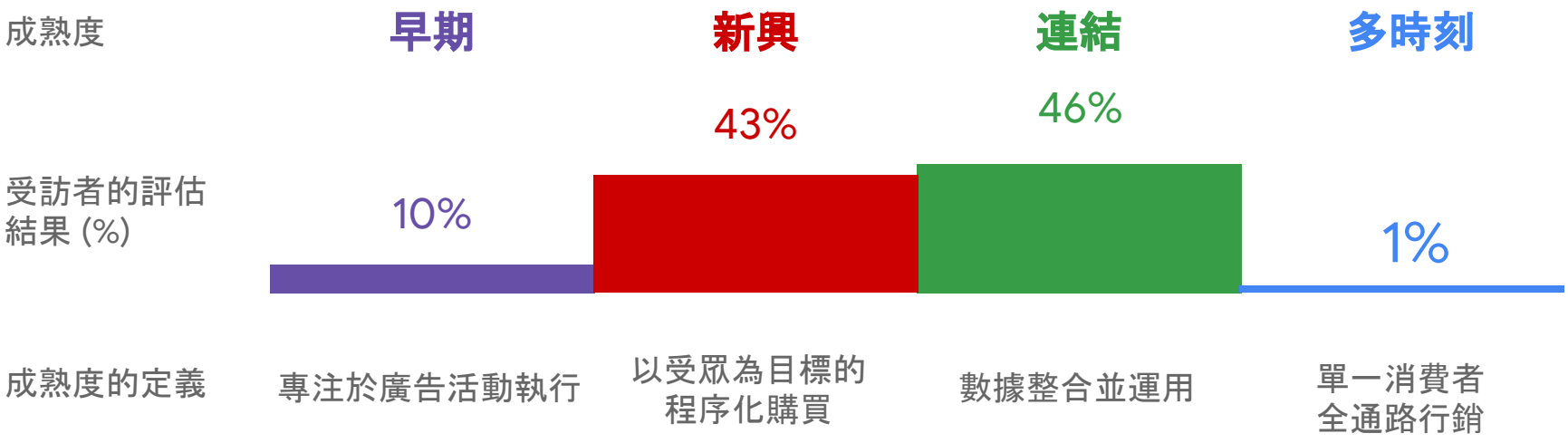
2018



Source: BCG Studies, 2018

BCG研究發現 ...

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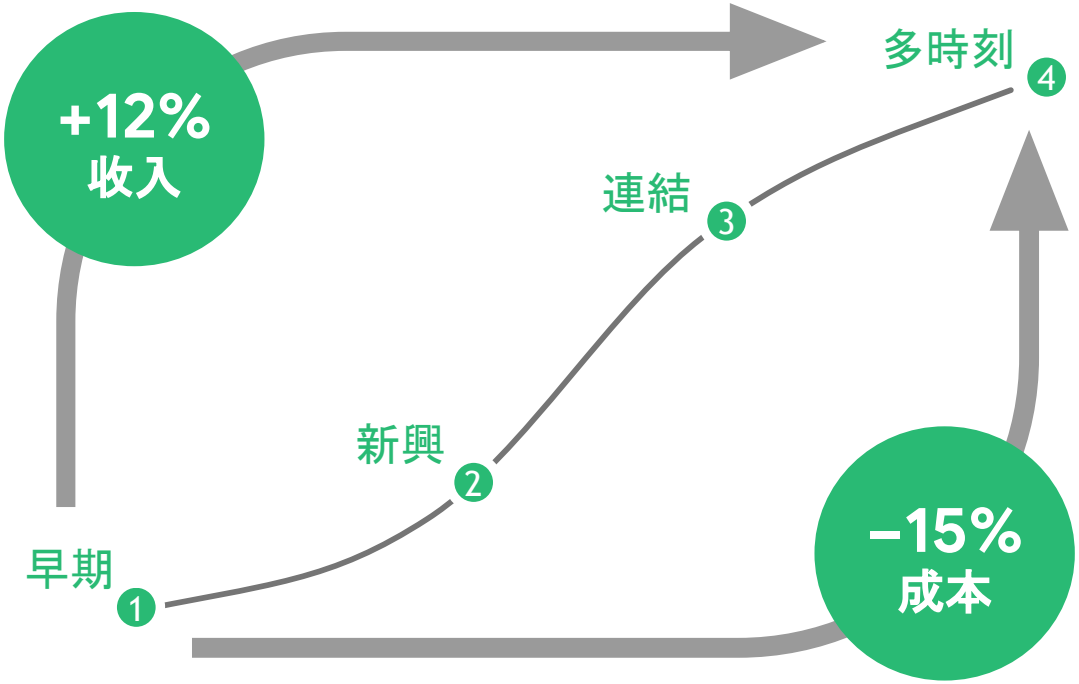
2018



Source: BCG Studies, 2018

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

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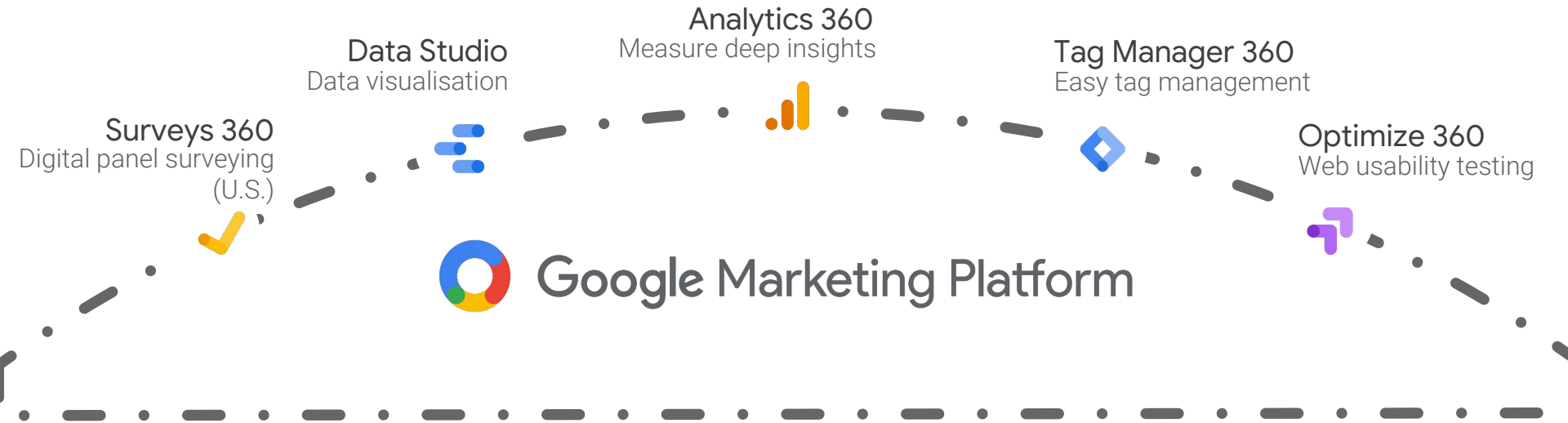
2018

分析工具加入了GMP平台



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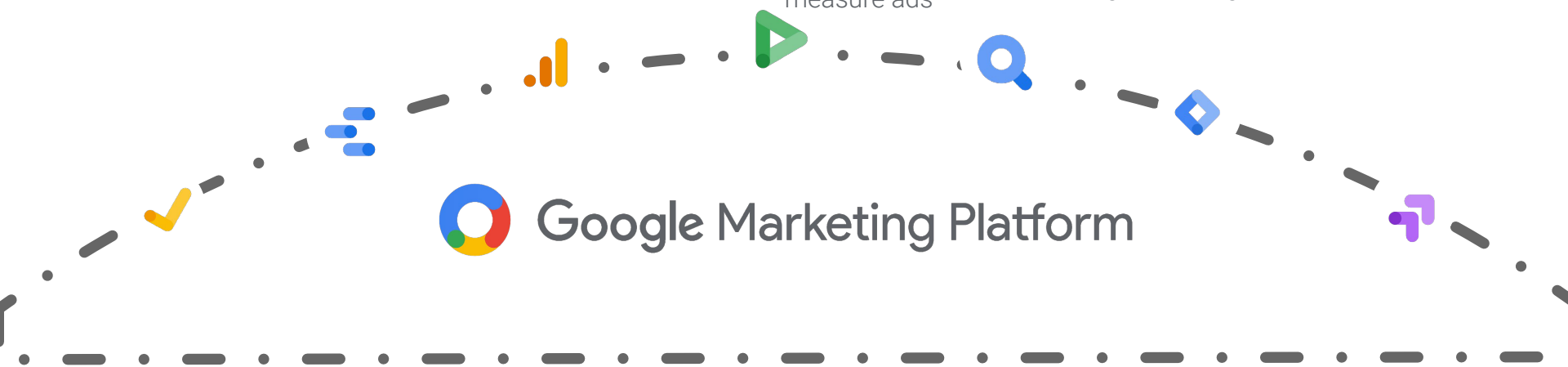
2018

廣告工具也加入了GMP平台

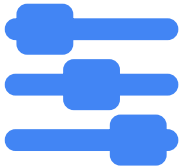
Display & Video 360
Plan, create, buy and measure ads

Search Ads 360
Search engine management



四個 GMP 帶給企業主的好處

更快速和更聰明的行銷操作



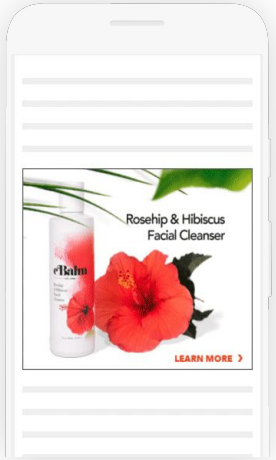
整合線上媒體採購

更了解受眾樣貌和廣告成效

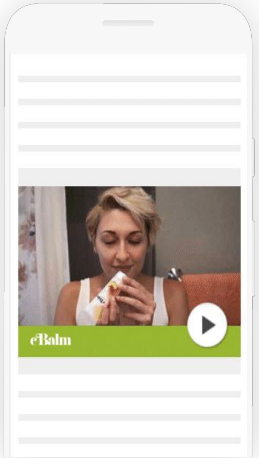
協同合作

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

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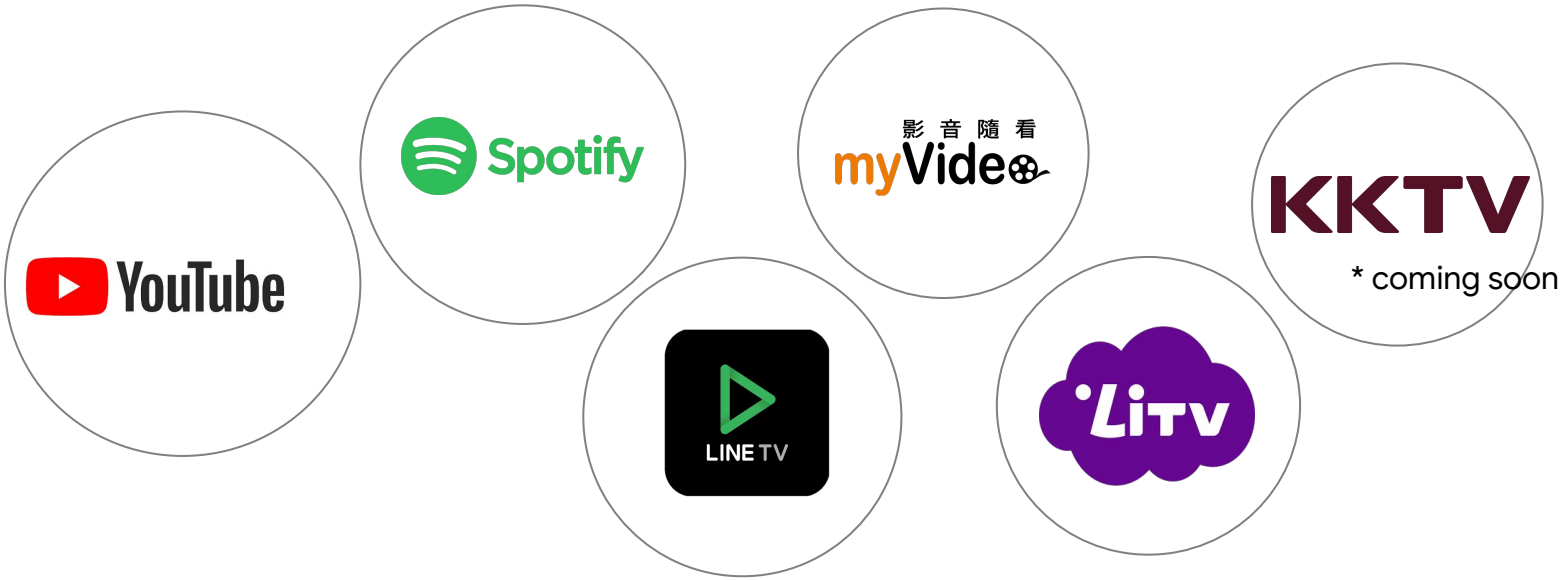
2018



Display & Video 360

推出Audience Module

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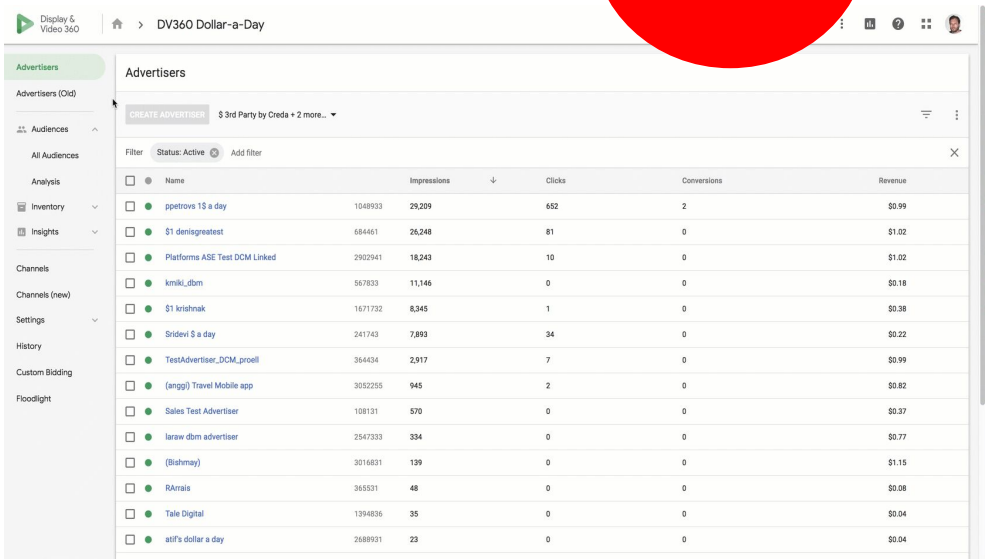
新功能

- 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

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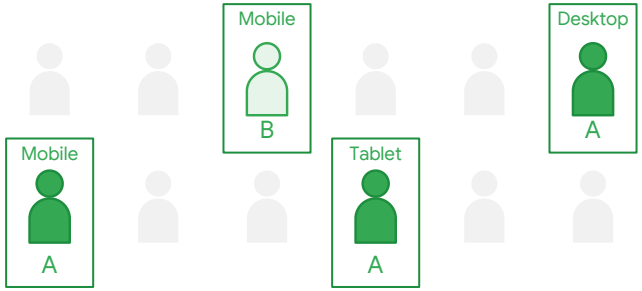
2018

新功能

傳統Cookie Reach
(以Cookies/device ID衡量)

VS

Unique Reach
(以人為主來衡量)



Total Reach: 4 Views

Total Unique Reach: 2 Views

免費使用

使用Google跨屏技術

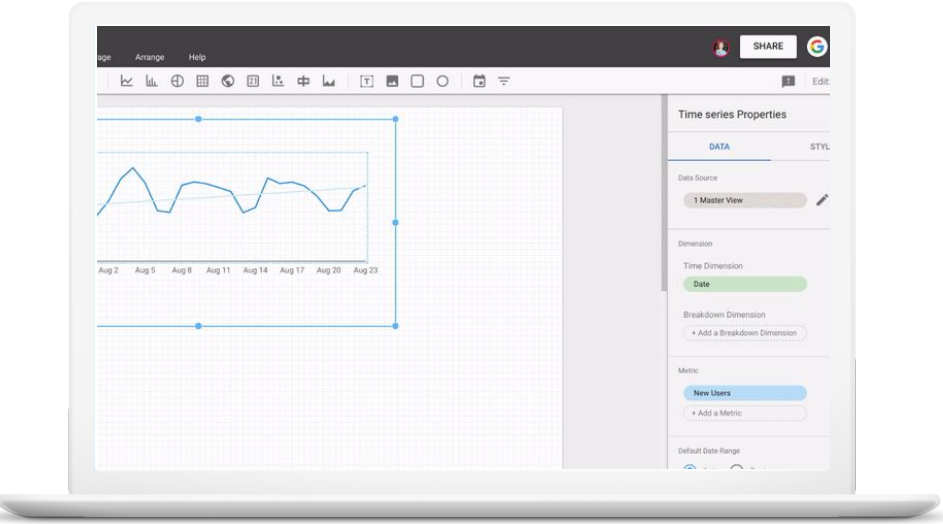
衡量所有媒體

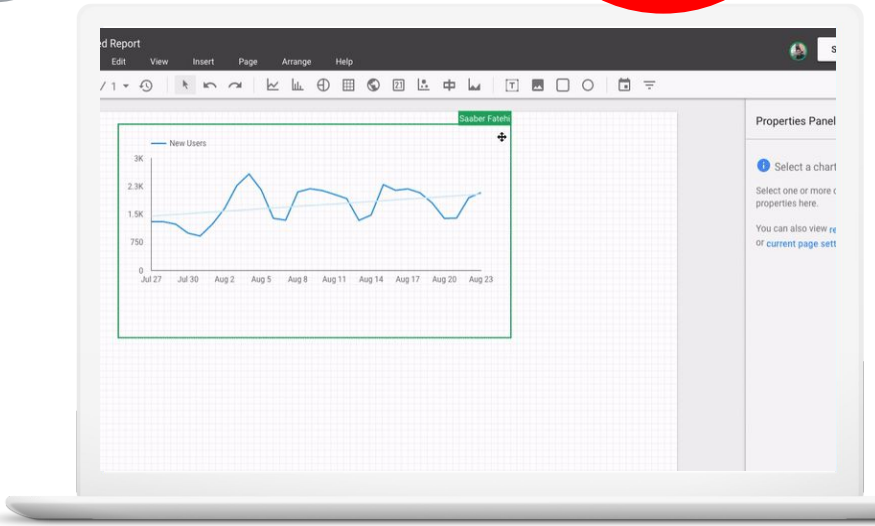
透過Data Studio更容易一起製作/分享報告

新功能

Person A

Person B





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2018

DV360將會是集大成的數位廣告工具

輕鬆採購，科學評估

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2018

What media you buy

How you buy it

How you measure it

thinkplatforms
with Google

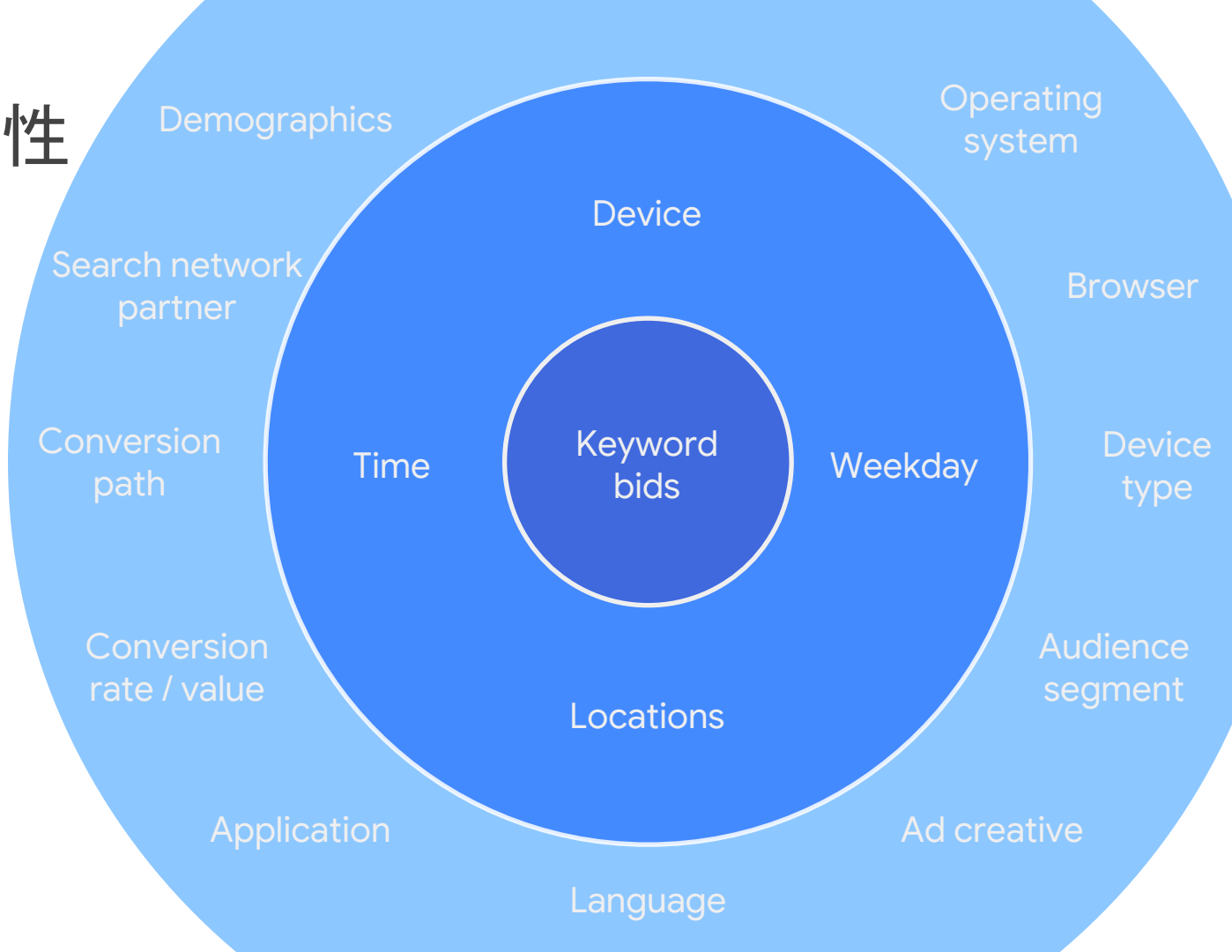
由Search Ads 360帶來的數據，自動化和機器學習

章涵/John Zhang

大中華及韓國區SA360產品銷售經理

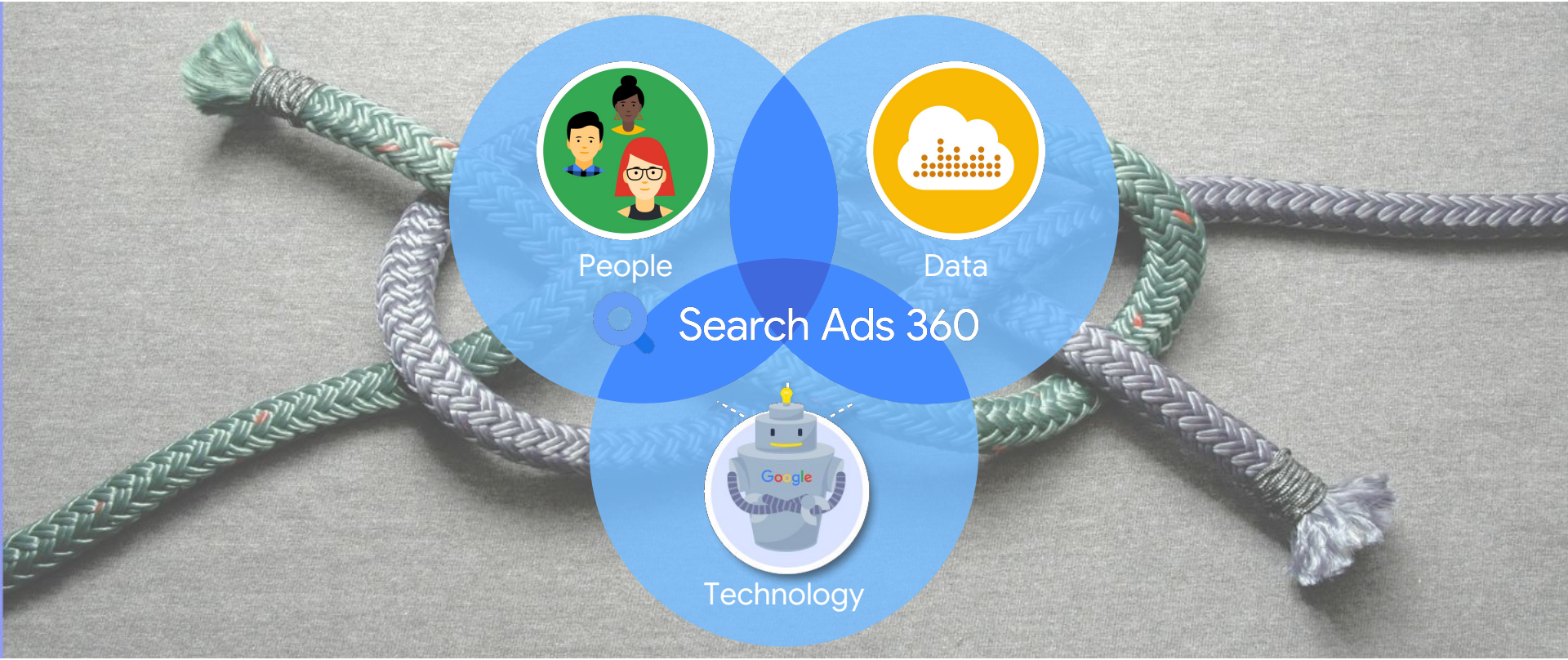
自動化的重要性

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

think platforms
2018



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2018

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

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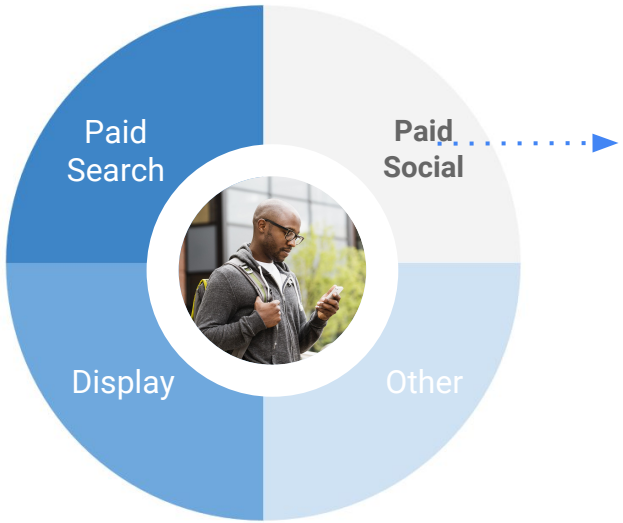
SA360可衡量社交媒體

Today's view

Tomorrow's view



整合社交媒體後可實現：

- 衡量社交媒體的真正價值
- 透過社交媒體的數據來進行再行銷活動

整合受眾和跨平台分享

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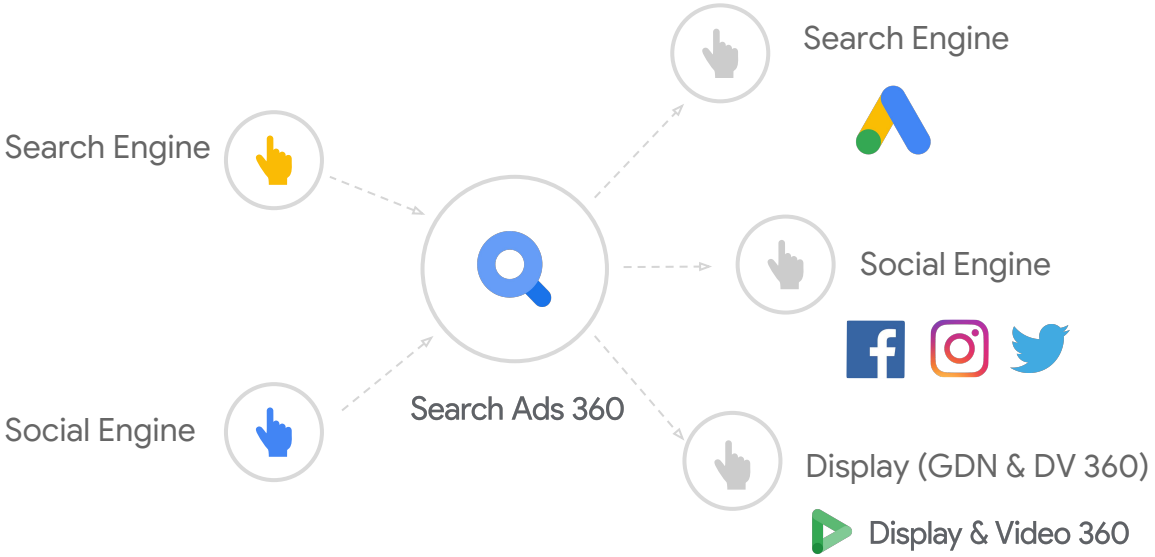
2018



SA360可以實現跨渠道的再行銷:

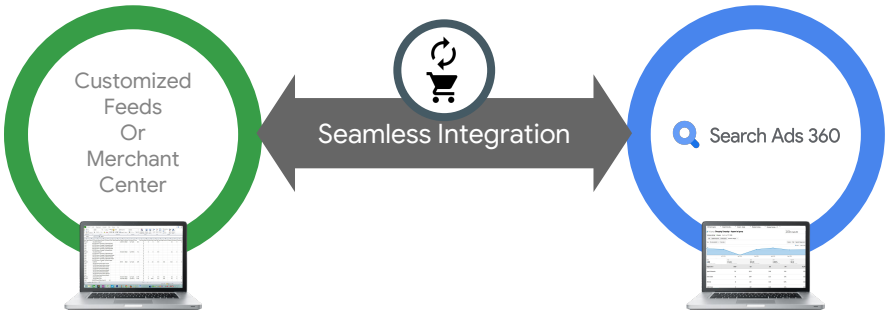
Search -> Display

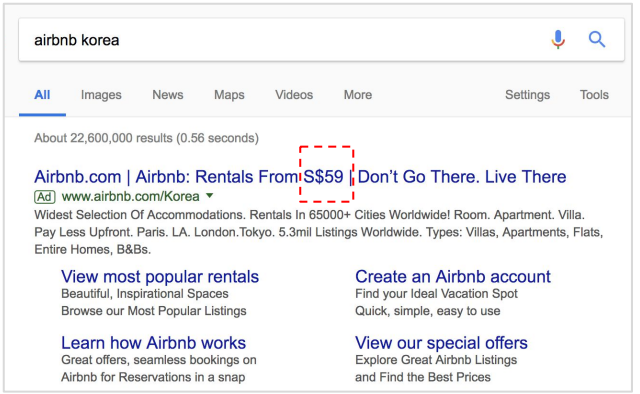
Social -> Display

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

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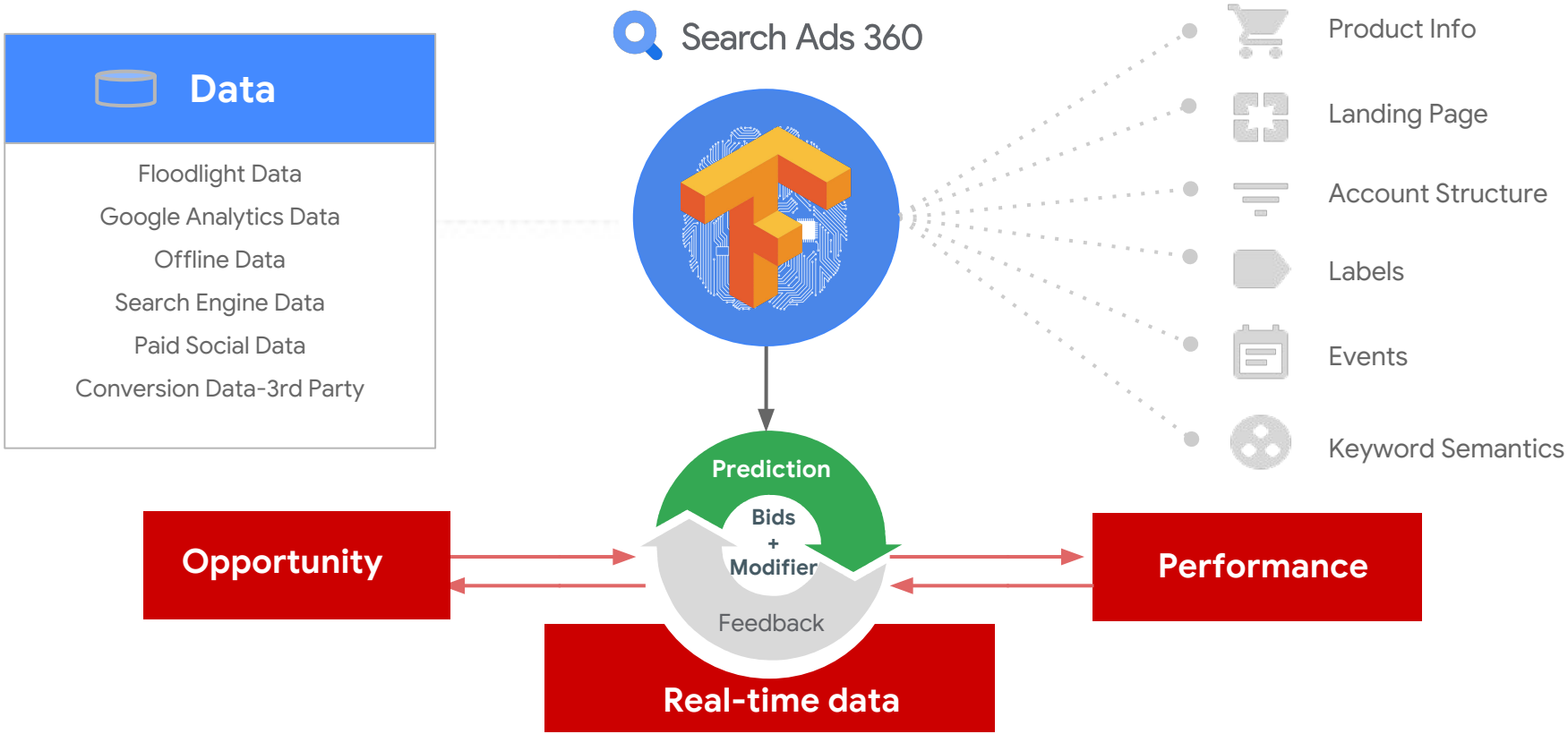
2018



SA360提供更先進的Smart Bidding

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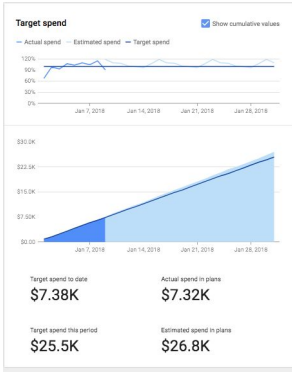
2018



Budget
Bid Strategy

Custom
Floodlight
Variables

Formula
Columns

Advanced Targeting
Bid Strategy

Analytics 360

Adobe
Analytics

3rd Party
Integration

Google Ads

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2018

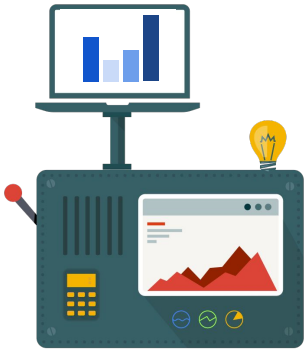
SA360整合了跨渠道的數據進行 Data-Driven Attribution

To Be Integrated...

Cross Channel DDA

Search Ads 360

Real Time Smart Bidding using DDA



think platforms
2018

個案研究：國泰航空使用DDA和Smart Bidding達到更好的成效

總結 - SA360的獨到之處

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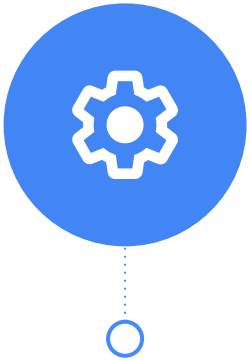
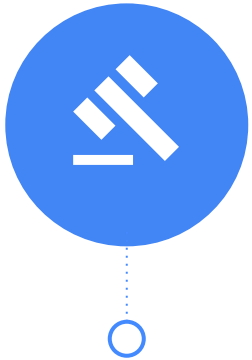
2018



集成社交媒體



Inventory Management Campaign

更先進的Bid Strategies

think platforms
with Google

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

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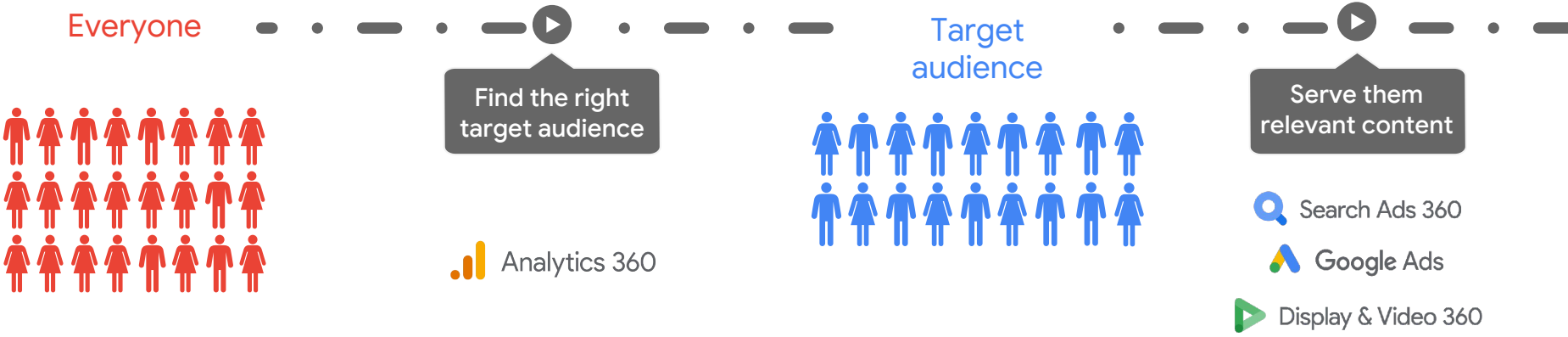
2018

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



Analytics 360

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2018

客製化的體驗

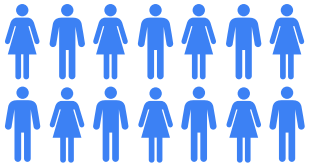
Serve them relevant content

Search Ads 360

Google Ads

Display & Video 360

Site visitors



Give them a customised experience

Optimize 360

Converters

Analytics 360

Google Analytics三大功能

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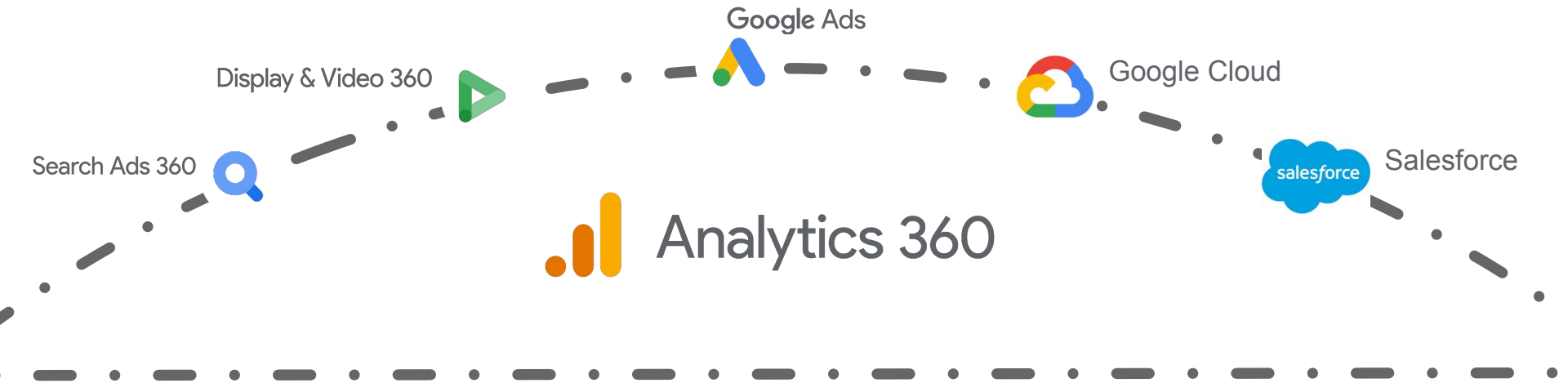
2018

GA360 整合更多數據源



Google 數據 + 在線行為數據 = 360度去理解用戶

think platforms
2018

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

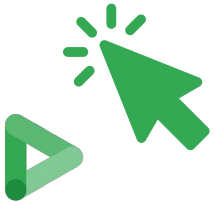
王小明 - 行銷經理

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

Aggregate

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

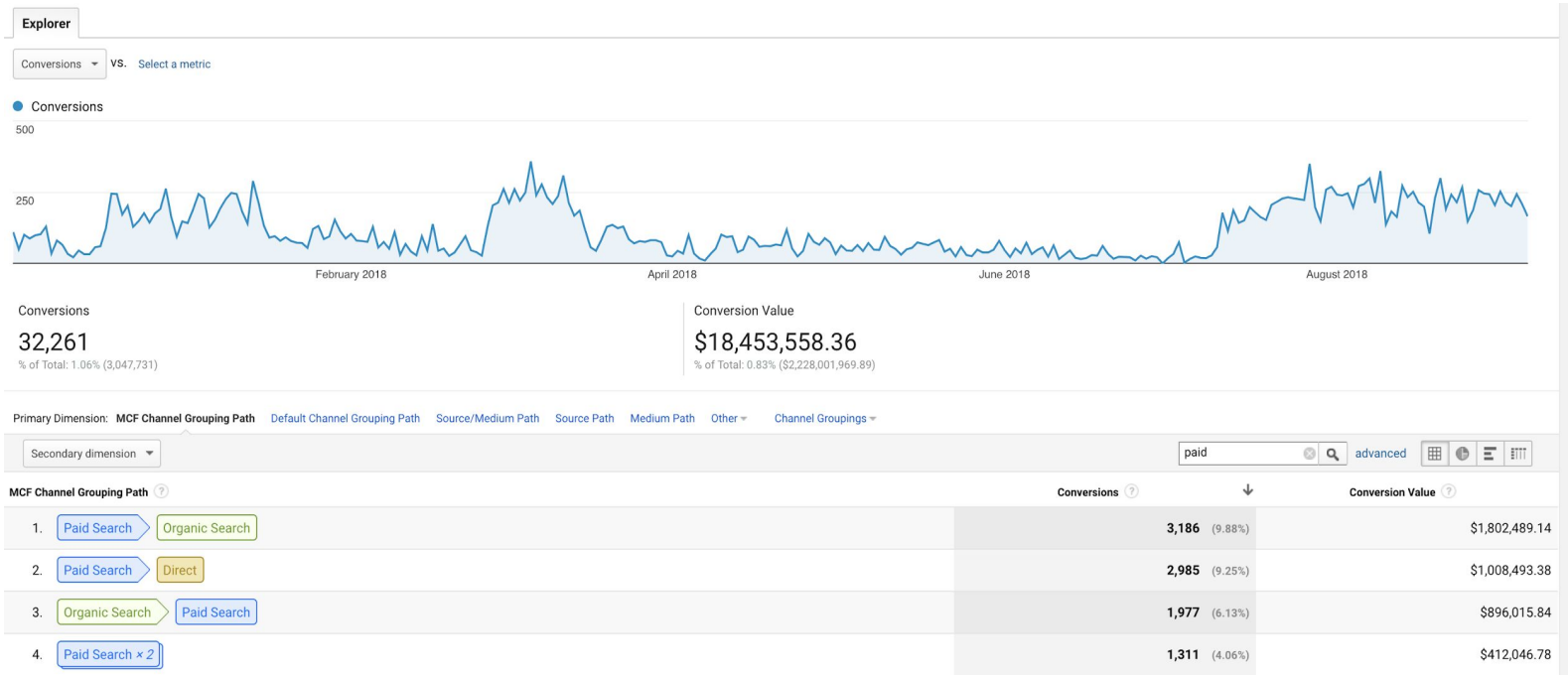
- 跳出率
- 停留時間
- 用戶的屬性
- 產品互動/轉換數據

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

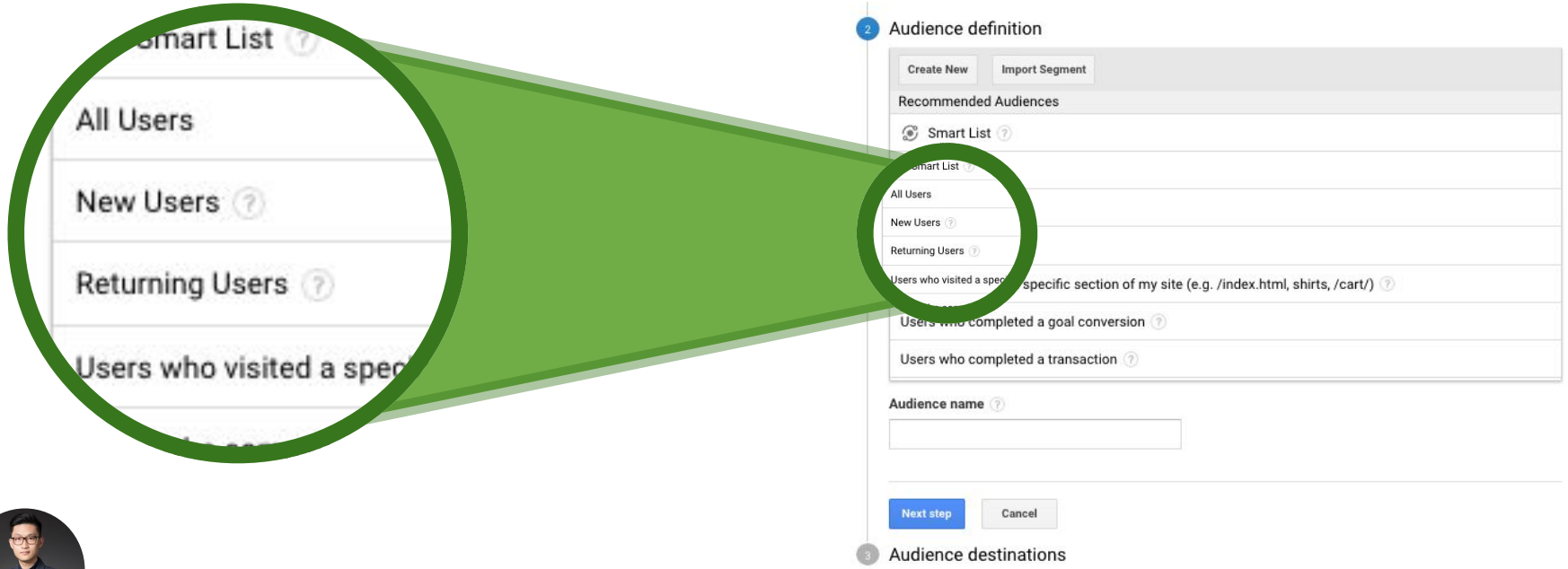
Aggregate

小明在multi-channel funnels 報告中評估歸因模型



Act

小明利用機器學習自動產生的再營銷名單smart lists



think platforms
2018

Act

小明使用Optimize 360客製化網站體驗

CASE STUDY

Lotte Hotel boosts booking rates by 49% with Google Optimize

Read more

Site visitors

Optimize 360

Converters

New!

Try here today
goo.gl/De3FuF

總結 - 王小明如何使用Google Analytics?

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

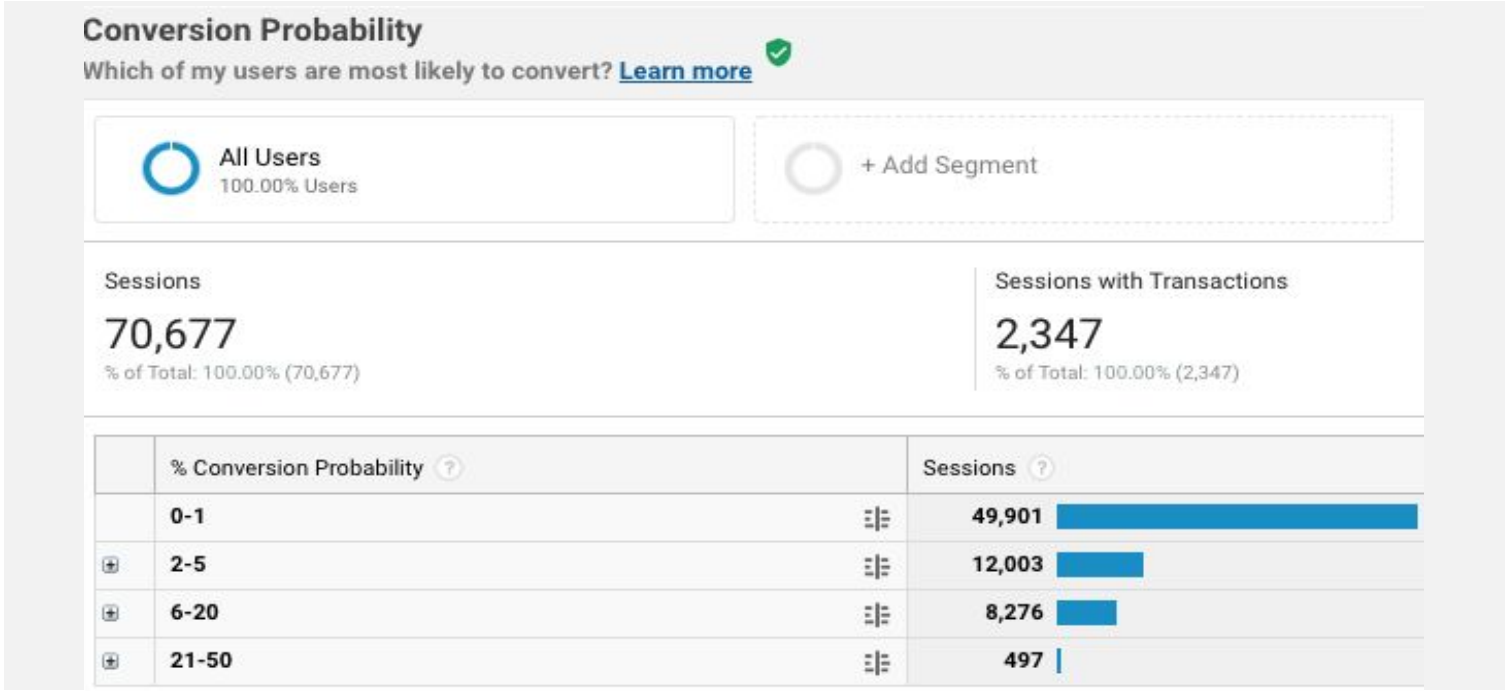
Democratise data insights

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

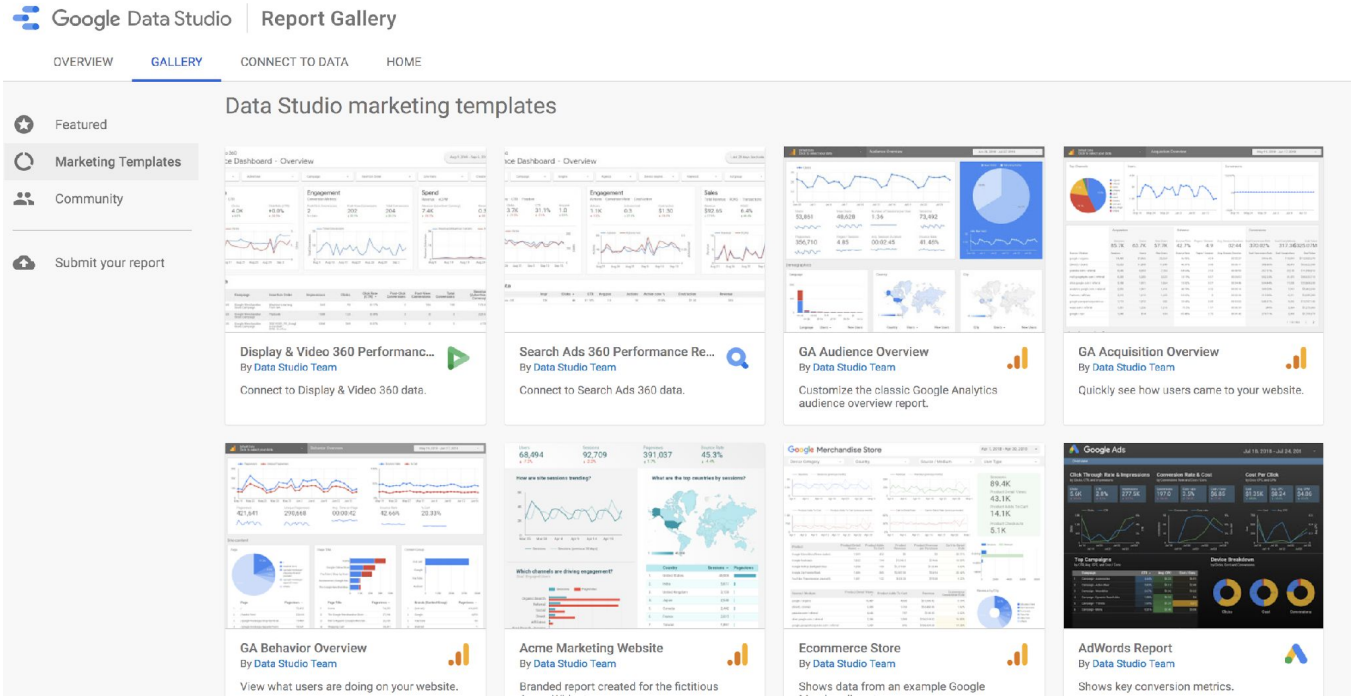
Iteration	Training data loss	Evaluation data loss	Learn rate	Completion Time (seconds)
7	0.0859	0.0873	6.4000	17.84
6	0.0871	0.0879	12.8000	15.10
5	0.0922	0.0933	6.4000	17.82
4	0.1026	0.1026	3.2000	18.28
3	0.1213	0.1207	1.6000	18.68
2	0.1604	0.1597	0.8000	16.88
1	0.2633	0.2629	0.4000	18.68
0	0.4651	0.4649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

New!

SQL analyst:
goo.gl/tkBr23

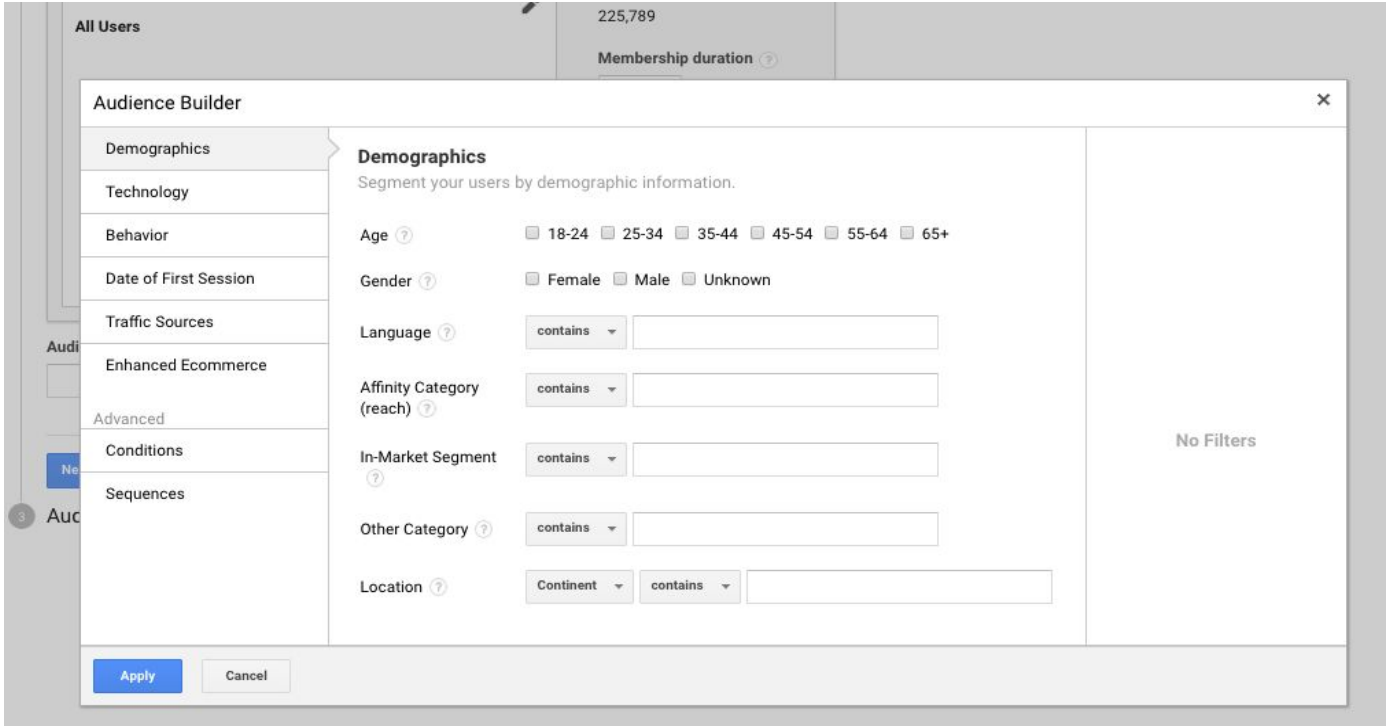
Act

小花使用Data Studio分享她的insights給更多的團隊



Act

小花和同事一起將audience insights 轉化成商業結果



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

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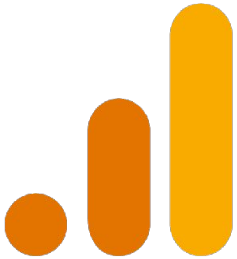
2018



GA/GA360 user

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with Google

透過Analytics 360獲得 Audience Insights

張君妮/Christine Chang

台灣雀巢 行銷經理

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關於Nespresso - 追尋極致咖啡體驗

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

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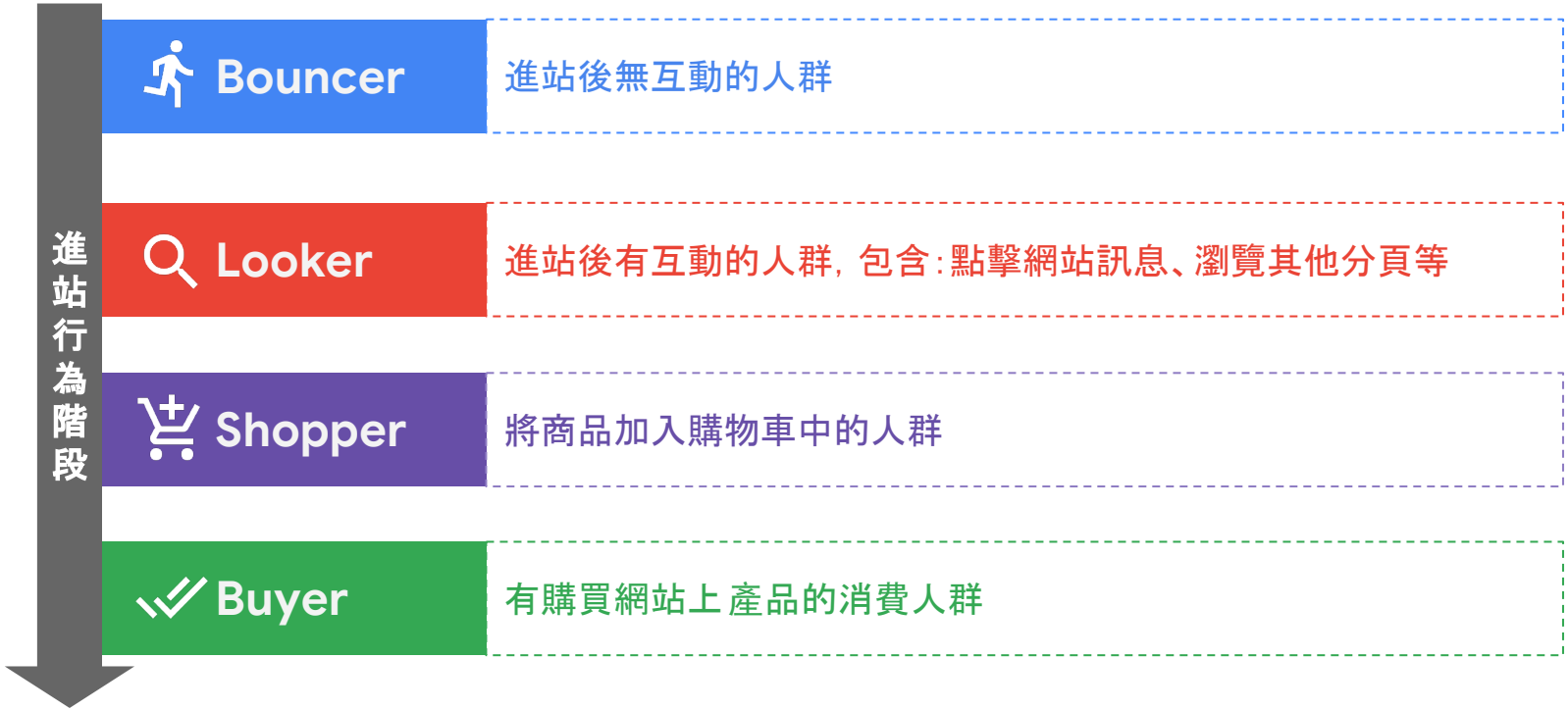
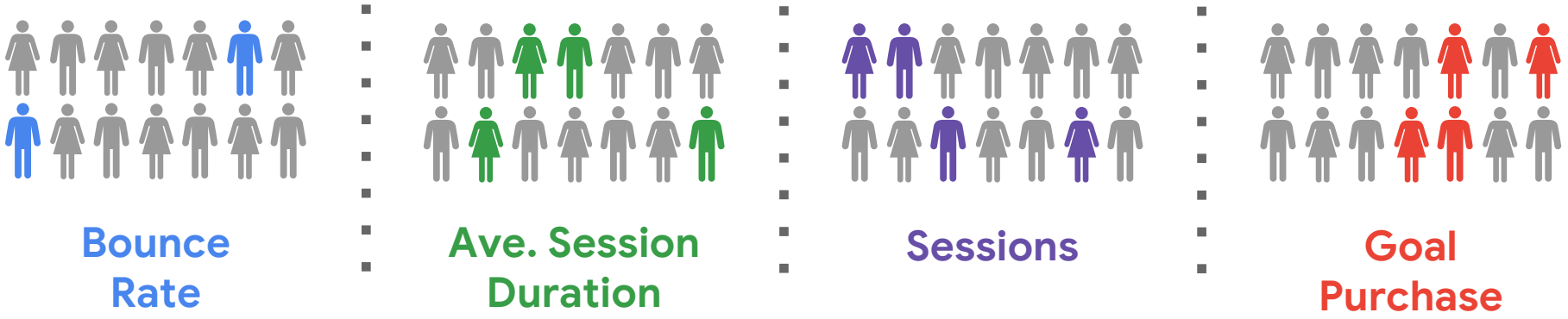
使用GA360，將到站人群依行爲分類



找到更多的第三方人群 - Google Audience



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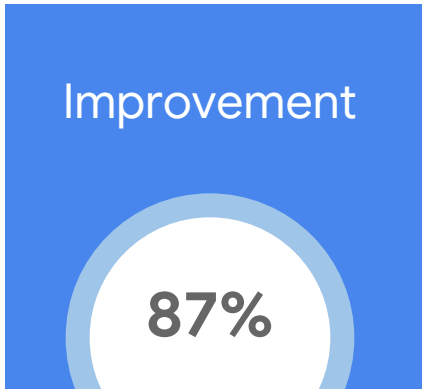
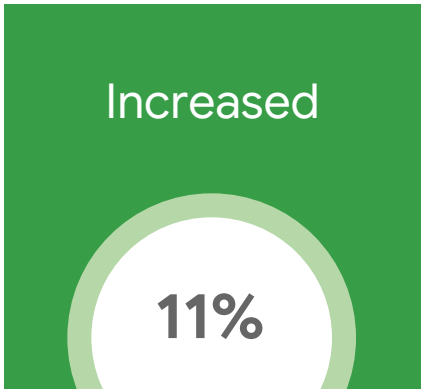
透過GA360 1P/3P數據創造更大價值

Chill out
Your Summer

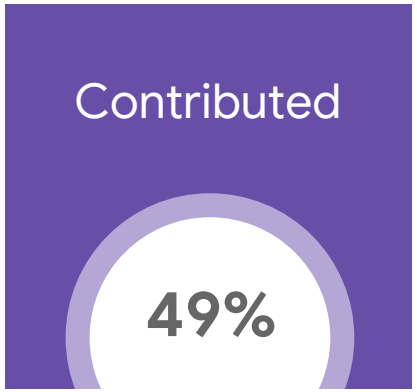


Sales
Coffee Machine

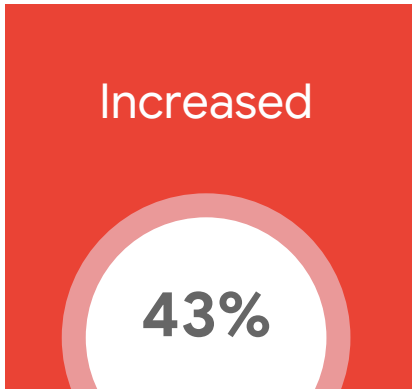


Sales
Ice Coffee

3rd Party
Audience



Conversion



ROI

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with Google

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

Source: cmo.com, February 2015

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

Audience

CRM　網站　興趣

Targeting A

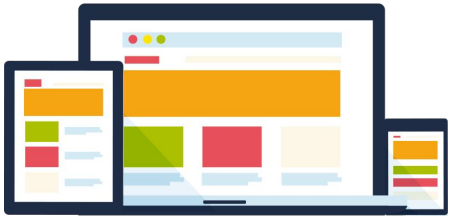
Targeting B

Environmental

地點　天氣　裝置

Media

內容　App　版位



汽車品牌主

In-market
對家庭休旅車有興趣

Prospect
熱愛戶外活動

Jane

John

數據訊號

昨天曾經瀏覽過品牌網站

有孩子

目前天氣正在下雨

曾在品牌YouTube頻道觀看影片

是戶外活動狂熱份子

天氣正晴

素材創意

動態元素:

主視覺 - 車子/房子/戶外

文案

CTA

背景 - 晴天/雨天

Jane

John

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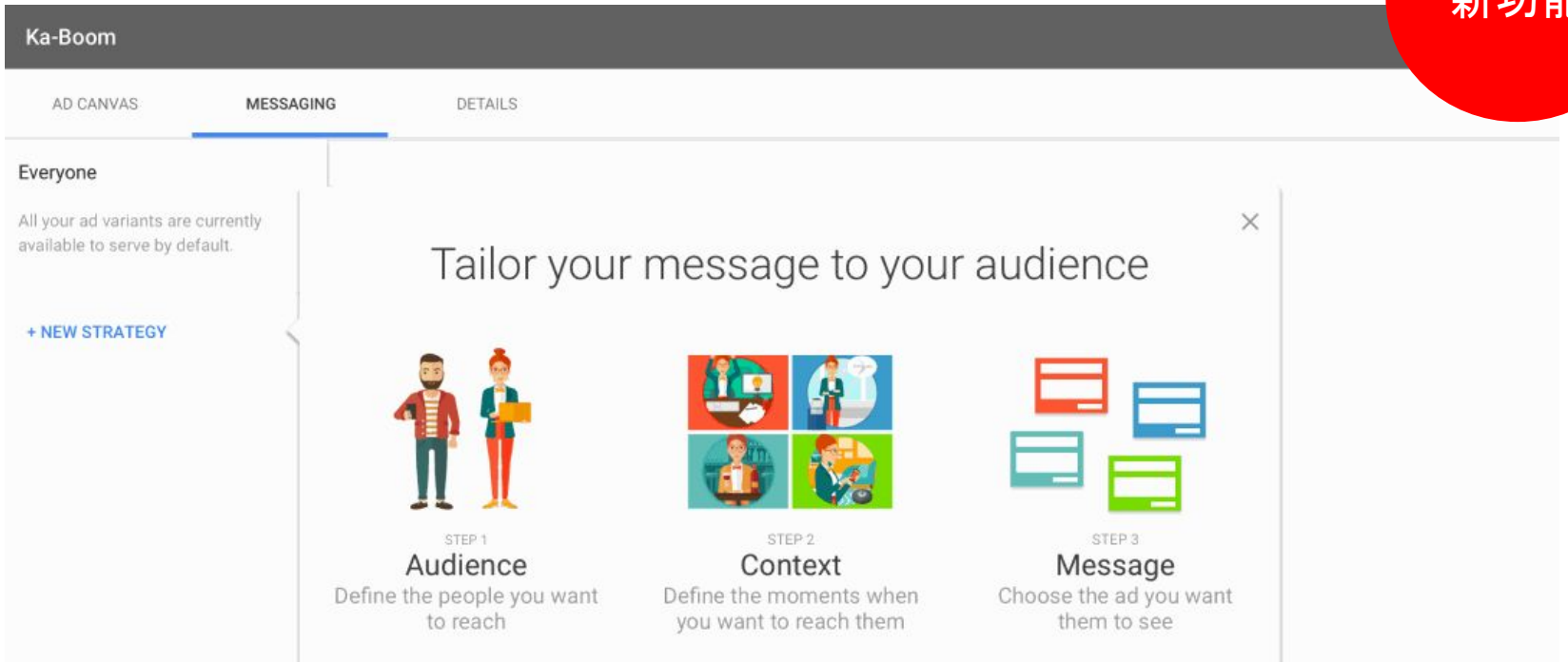
DV360推出Creative Module更容易製作設定動態規則

新功能



Coca-Cola
我們可以自動生成超過25000種橫幅廣告

對的內容

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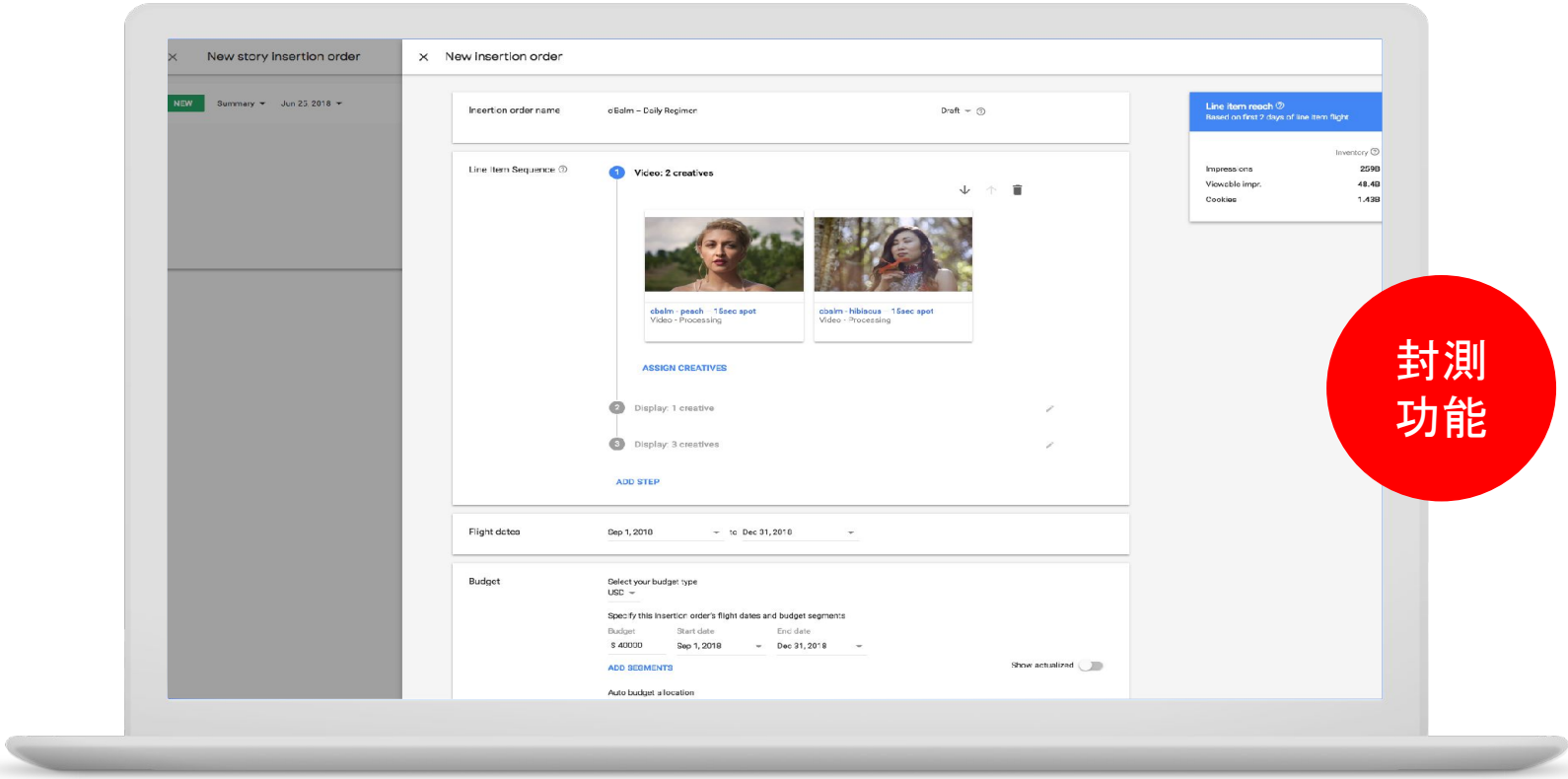
Storytelling in DV360

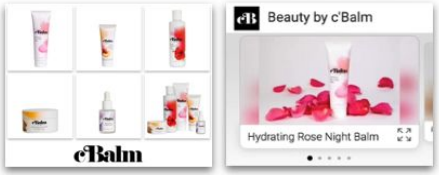


Storytelling - 在消費者旅程中延續品牌故事

Awareness

Consideration

Action



- 提供關連度高的內容
- 用數據給更相關的內容
- 用對的順序說品牌故事

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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

您的客户不再上網

他們生活在網上

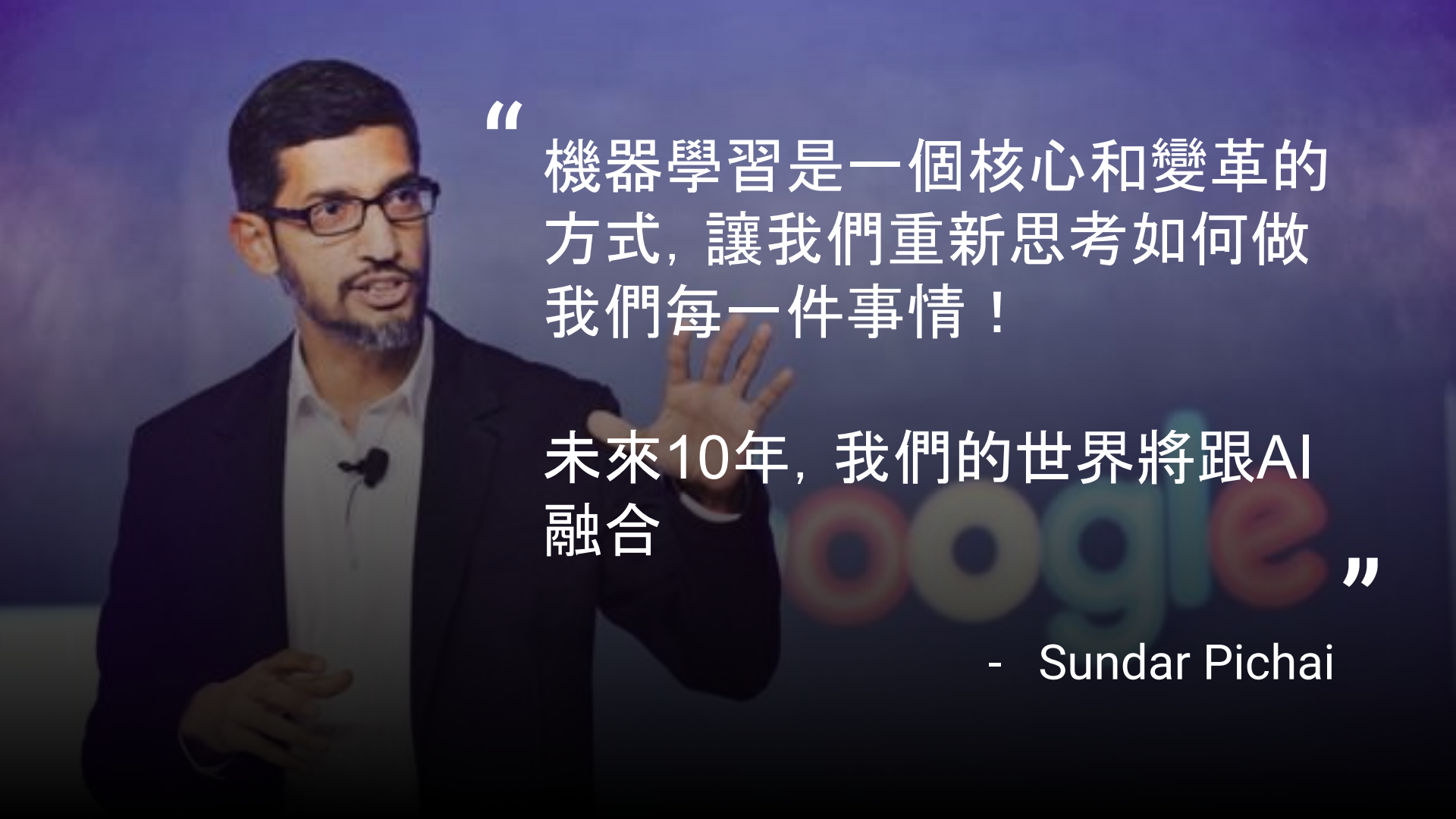
數據大爆炸帶來新的挑戰和機會

1 MINUTE

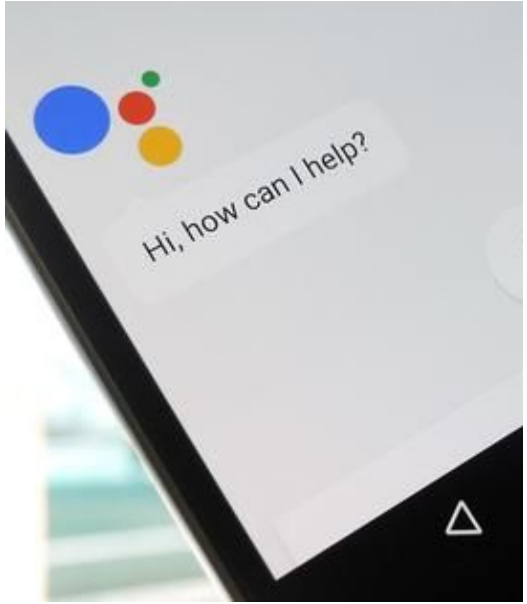
面對海量數據，我們有能力把它們串接起來並加以使用嗎？

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



AlphaGo

越來越多的企業開始踏入AI領域

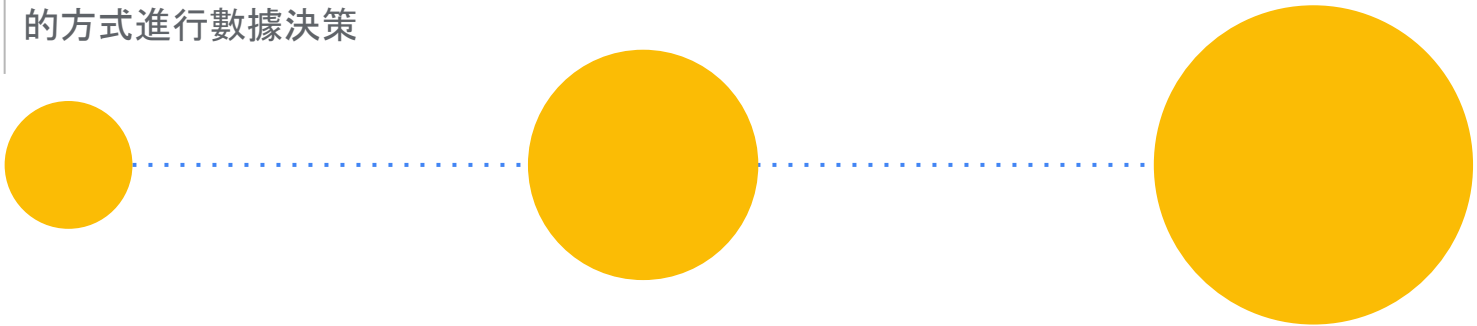
2018

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

Tensorflow

AutoML and CloudML APIs

BigQuery ML

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

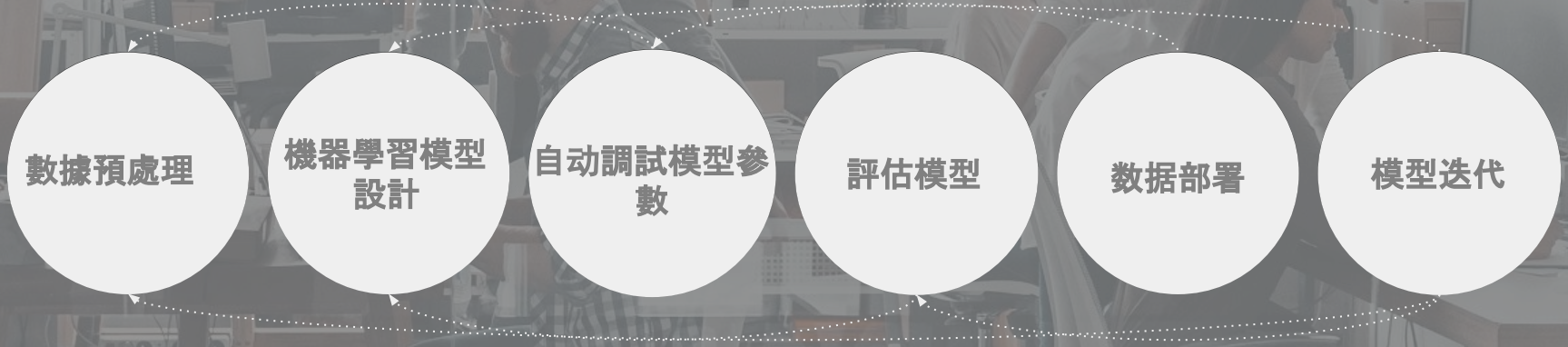
完全自定義的
ML 模型

Cloud ML Engine

TensorFlow

Cloud AutoML

一種可以自動創建機器學習模型的技術



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個案研究：機器學習實現大規模投放個人化廣告

NITORI
宜得利家居

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

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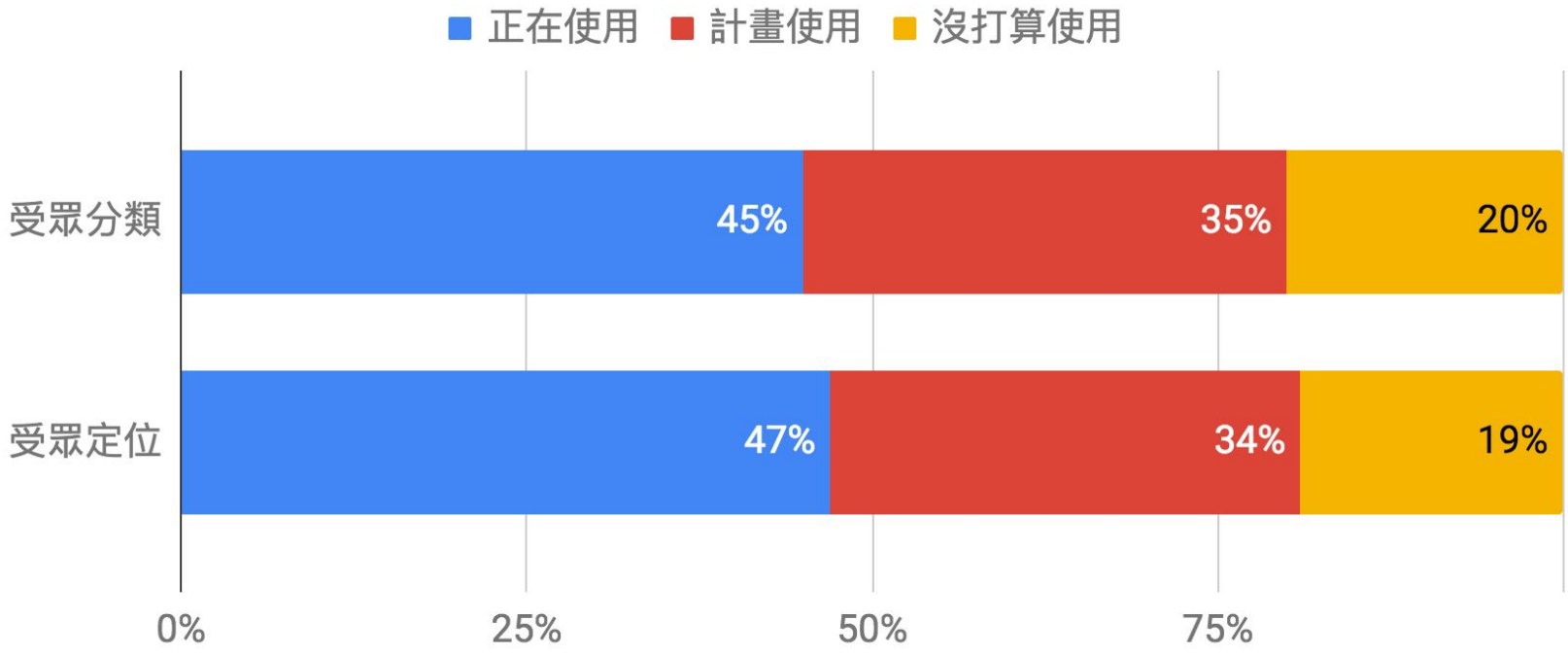
2018

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



Source:Forrester

thinkplatforms
with Google

Closing

張鈺東/Tony Chang

台灣Google Marketing Platform業務協理

Kahoot!

開始練功：

Thank You