

WELCOME ALL!

360 Search Big Data x PARKLU KOL Power

How SEM & Cross-border KOL Can Strengthen Your Business

18 OCT 2017 (WED)

4:00 PM - 5:30 PM

20/F WeWork Tower 535
(535 Jaffe Road, Causeway Bay, Hong Kong)

Language : English

FREE REGISTRATION

360 搜索+
International Advertising Unit

PARKLU

SPEAKERS



Ms. Vincici Hui
PR and Marketing Manager
Qihoo 360
International Advertising Unit

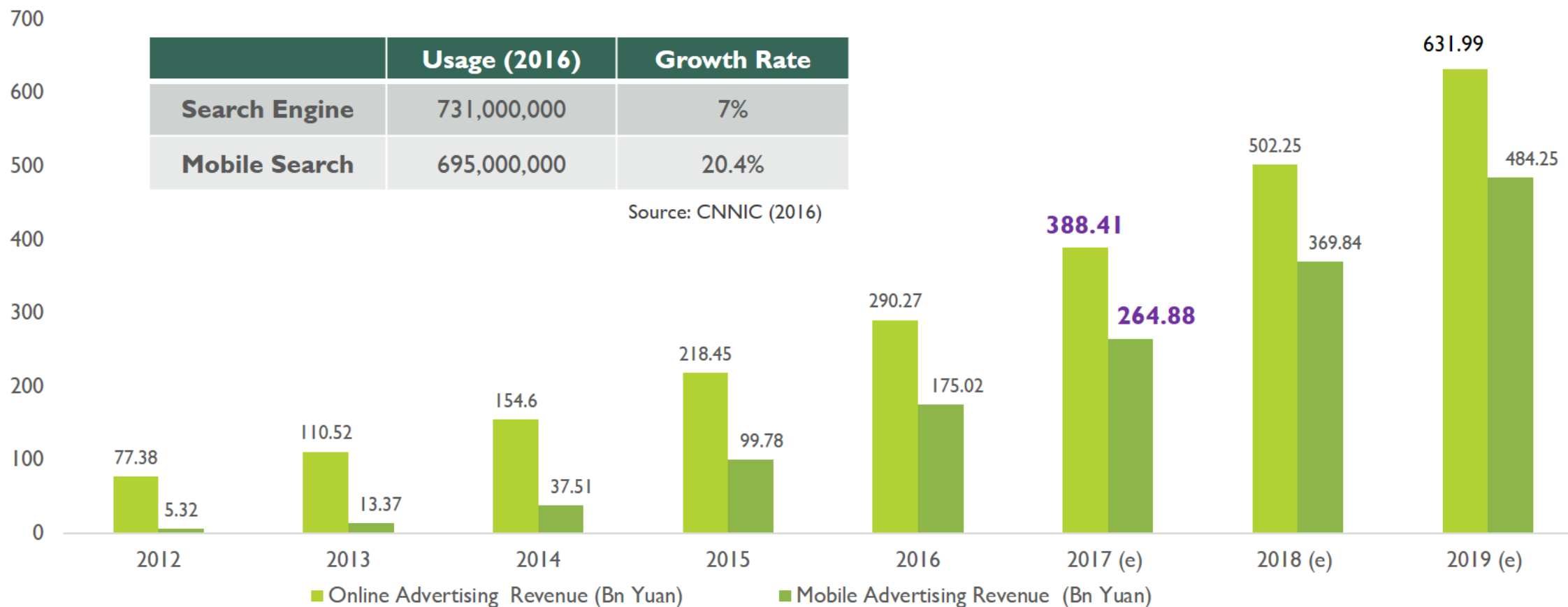


Ms. Kim Leitzes
Founder and CEO
PARKLU

360 搜索+
International Advertising Unit

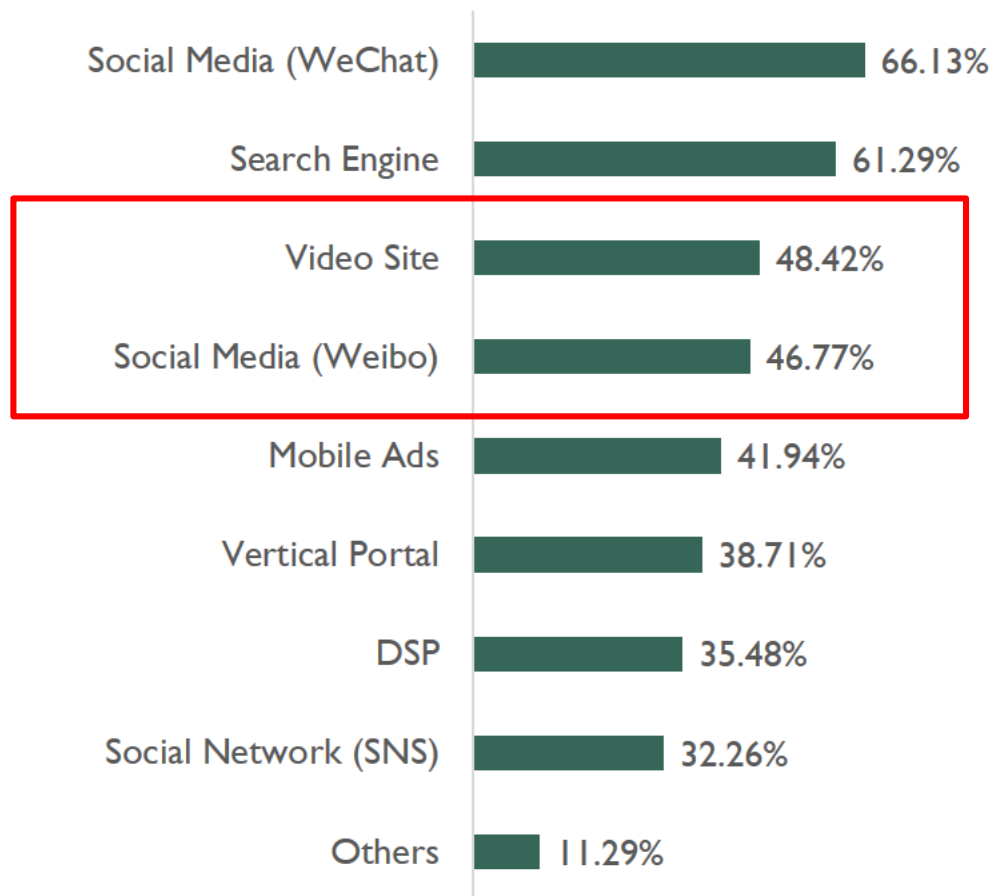
PARKLU

CHINA'S ONLINE ADVERTISING REVENUE 2012 – 2019



Source: iResearch Global Group, 2017

CHINA'S ADVERTISERS INVESTMENT



Source: 2017 《Statistical Report of Internet Development in China》



ADVERTISERS' COMMON PAIN POINTS



Brand Awareness



Effective Online Channels



Budget

Our Products / Cross-platforms

509 M
PC Users

PC-side

安全卫士
360 Total Security

导航
360 Navigation

浏览器
360 Browser

搜索
360 Search

744M
Mobile Users

Mobile-side

手机卫士
360 Security Apps

儿童卫士
360 Baby

手机助手
360 Mobile Assistant

360搜索
360 Search

花椒直播
Huajiao

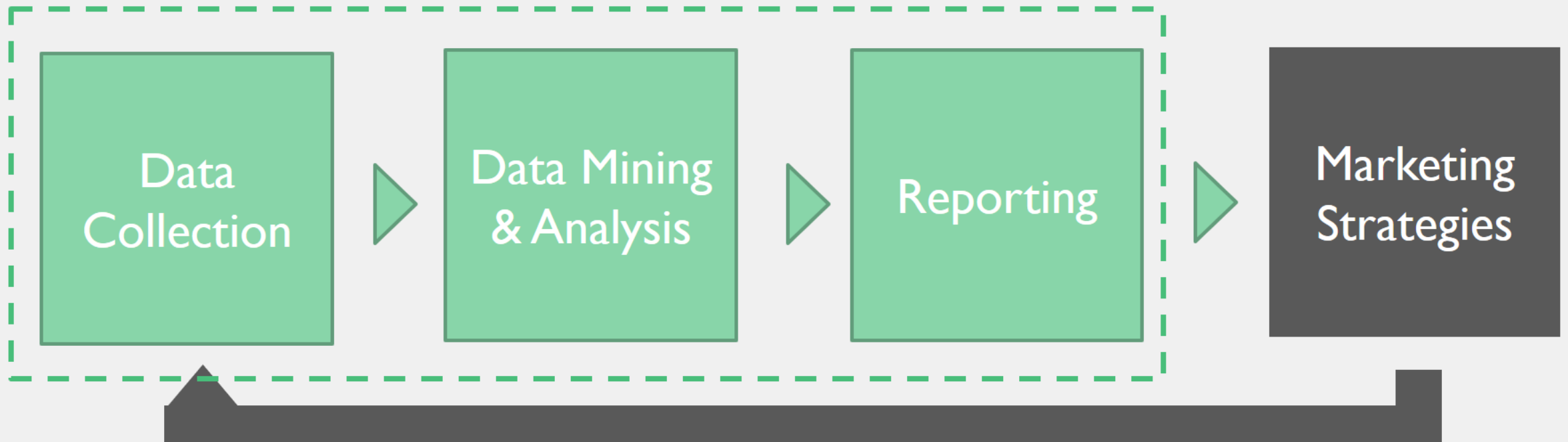
影视大全
360 Kan

手机浏览器
Mobile Browser

Analyzing the enormous database of 360 (OVER 1 BILLION USERS)

Provide market insights for marketers

360 Big Data Tool – Shangyi



DEFINING TARGETS

分析一个对象 分析多个对象

已选择对象 (0/1):

关键词 网址 APP 终端 人群

5 Categories when defining Targets :

- Keywords: Search terms report
- URLs: Visiting report
- Applications: APP downloads report
- Devices: Mobile devices report
- Users: Users demographics report

选择数据源 **Data Source**

PC 无线

选择人口地域 **Location Distribution**

全部地域 指定地域

统计时间段 **Period**

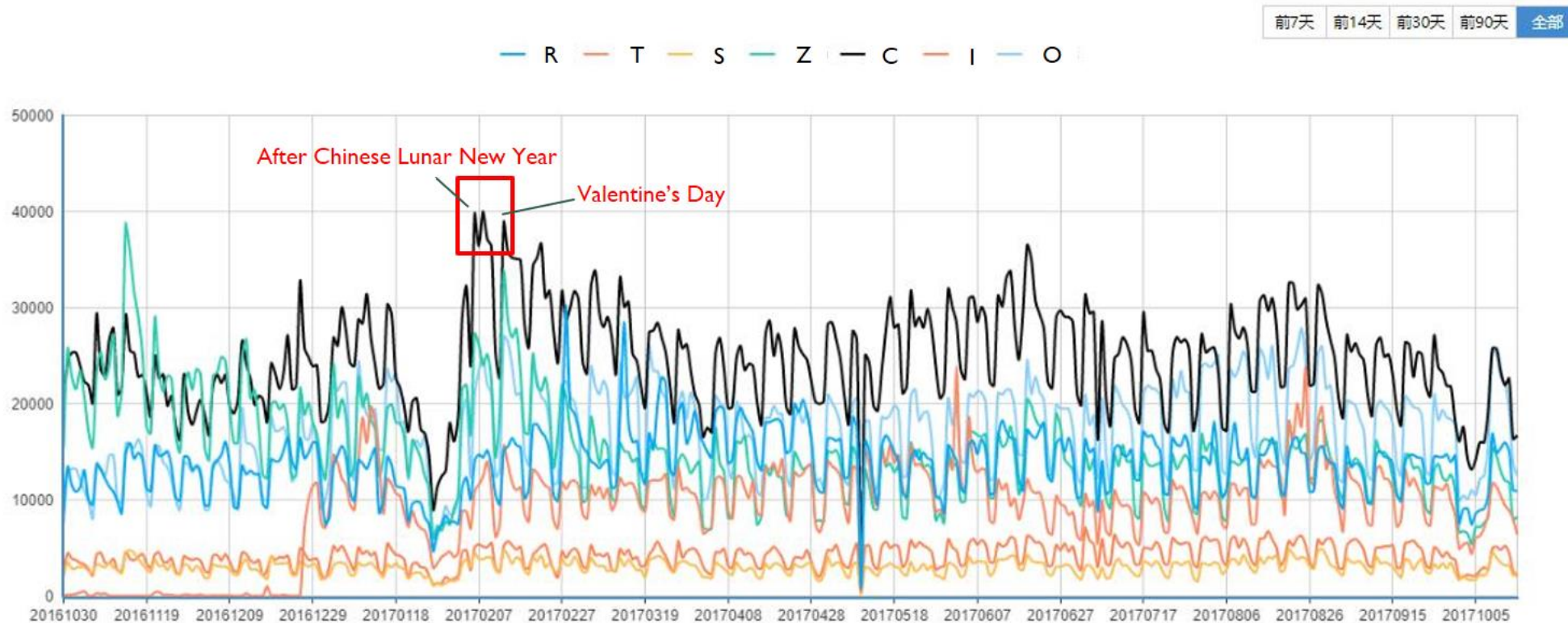
最近7天 最近14天 最近30天 最近90天

EXAMPLE: LUXURY WATCHES



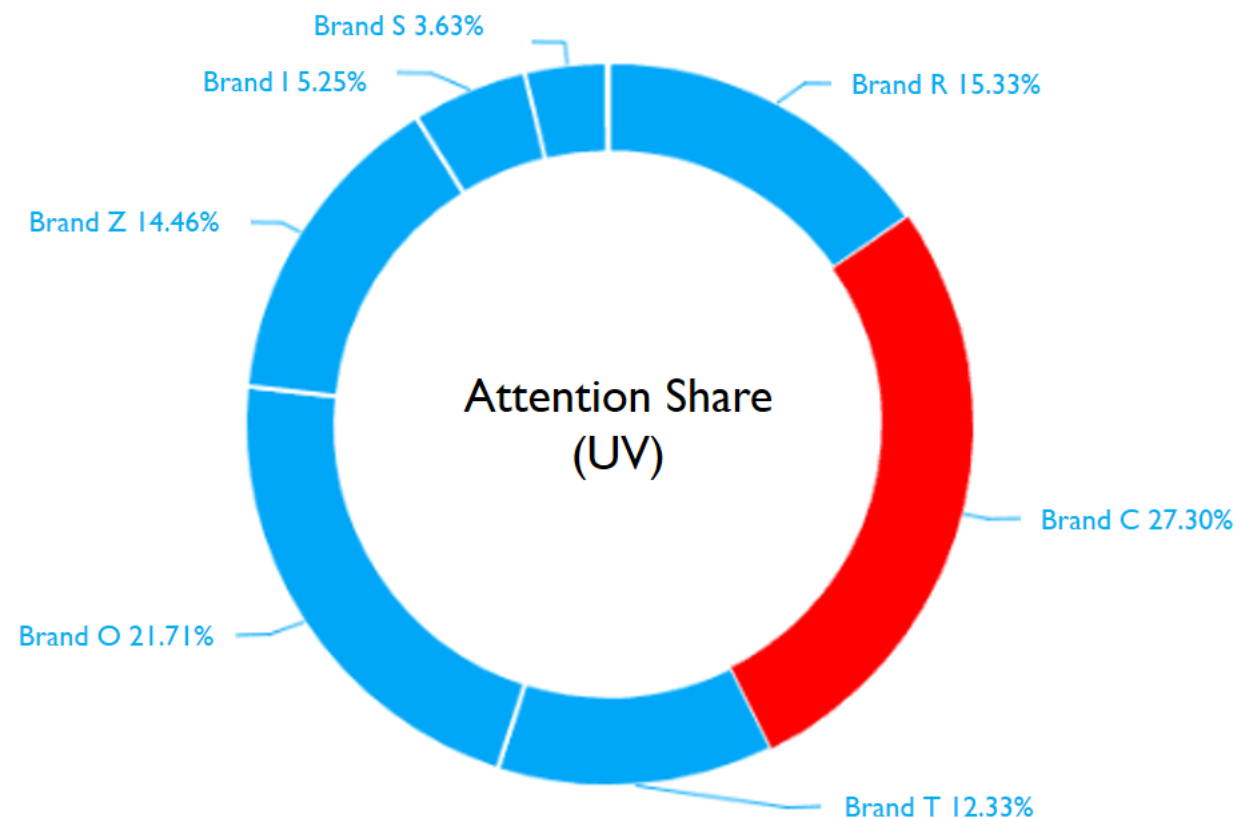
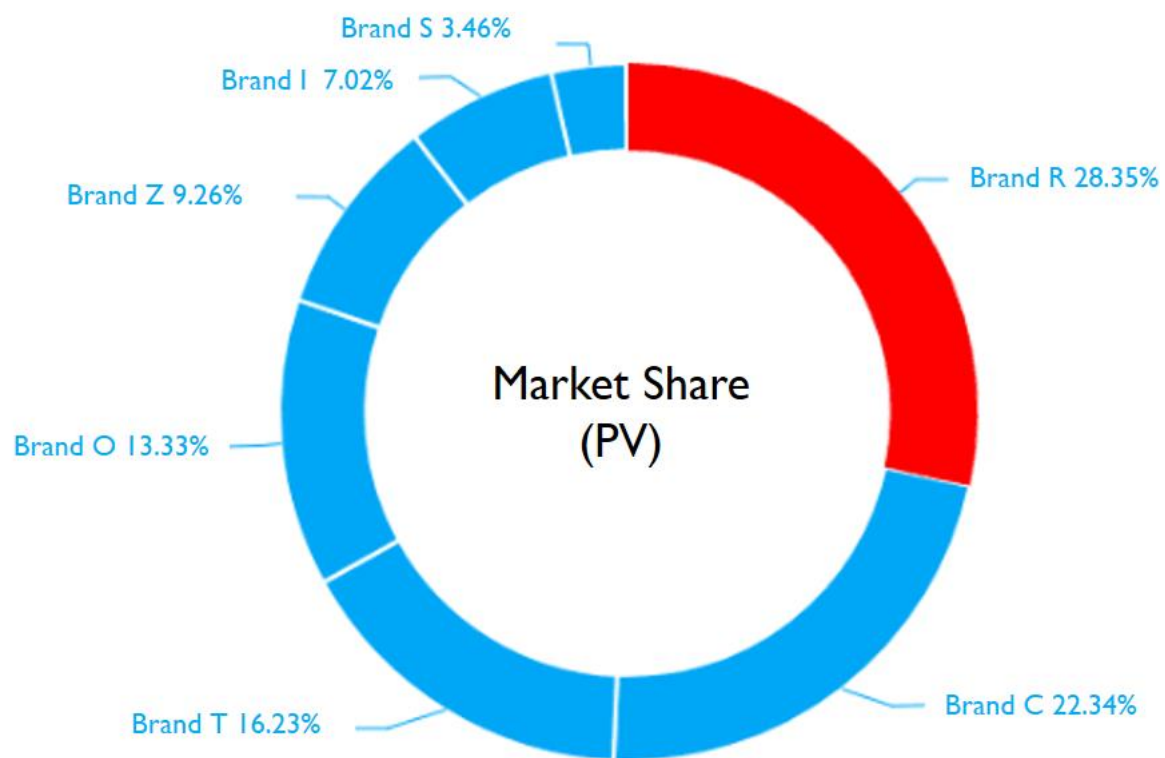
BRAND ANALYSIS

Different watch brands trend from 2016 Oct to 2017 Oct



Brand Trend & Awareness

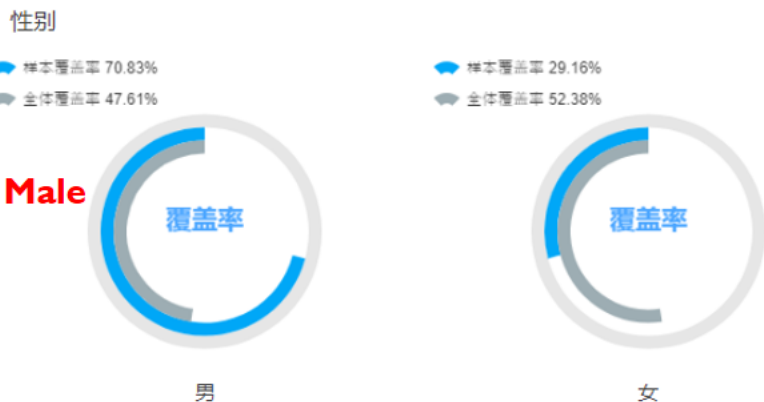
MARKET ANALYSIS



AUDIENCE ANALYSIS

Gender

71% target audience is **Male**

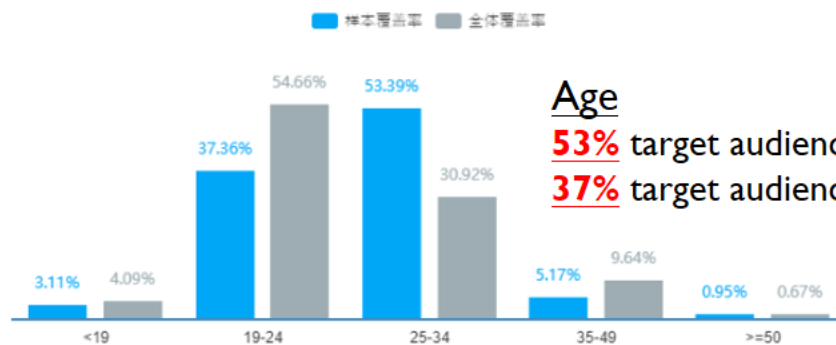


年龄

Age

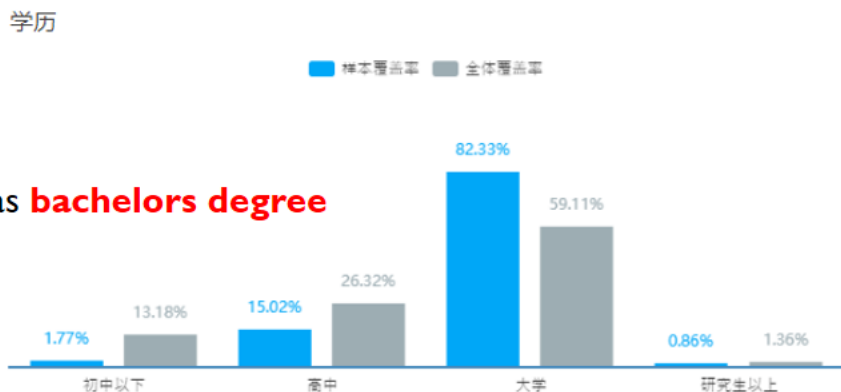
53% target audience is **aged 25~34**

37% target audience is **aged 19~24**



Education

82% target audience has **bachelors degree**

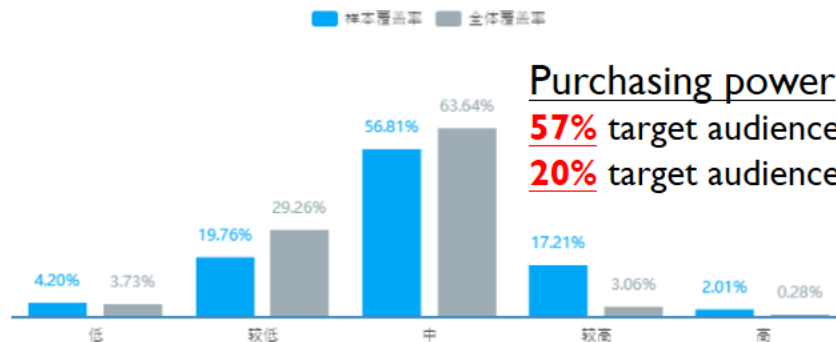


购买力

Purchasing power

57% target audience is ranked as **middle**

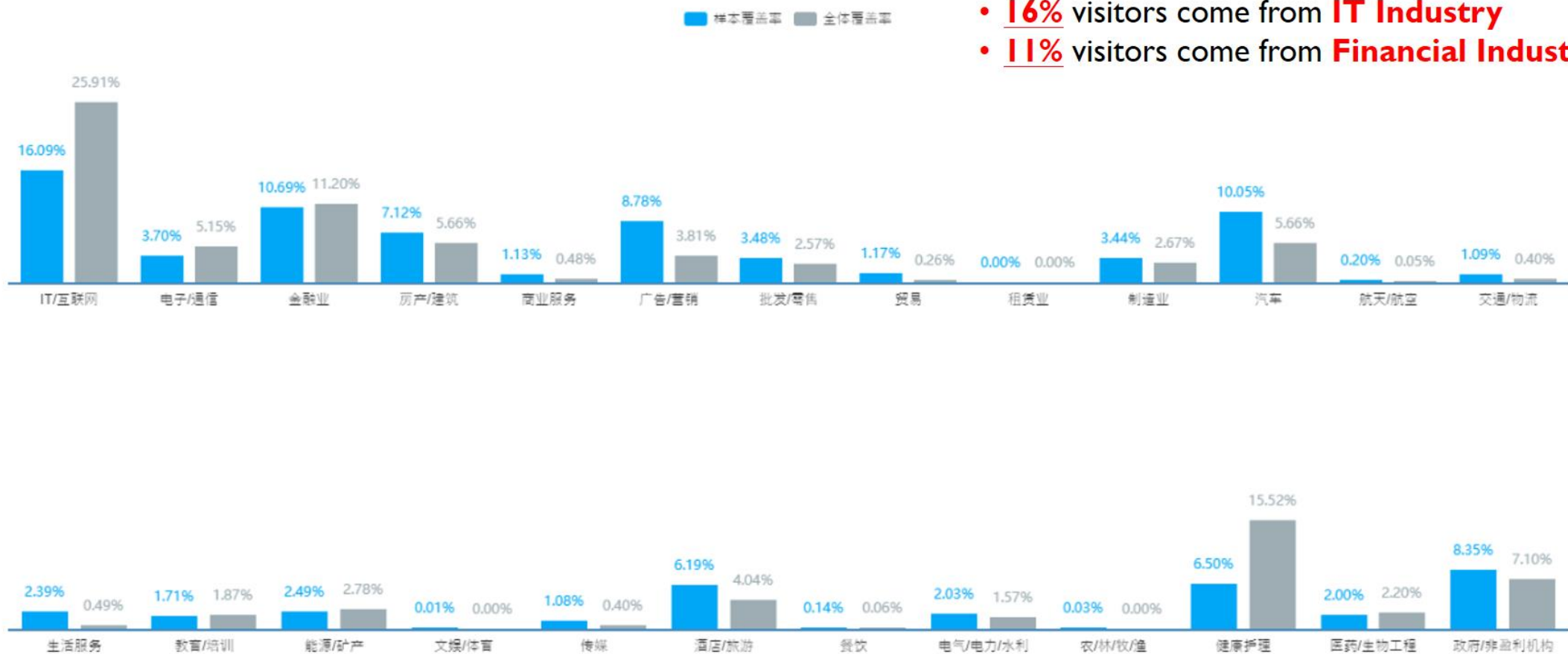
20% target audience is ranked as **middle-low**



Audience Demographics

USERS OCCUPATION

职业



- **16%** visitors come from **IT Industry**
- **11%** visitors come from **Financial Industry**

USERS GENERAL INTERESTS

General Interests		Sample Coverage Rate	Total Coverage Rate	Relevancy	
通用兴趣	全部兴趣 ▼	样本覆盖率 ?	全体覆盖率 ?	区分度 ?	
1	彩票	系统推荐	70.66%	5.63%	12.56
2	餐饮	系统推荐	90.16%	11.63%	7.75
3	法律服务	系统推荐	90.38%	13.70%	6.60
4	房地产	系统推荐	89.35%	14.56%	6.14
5	生活服务	系统推荐	89.54%	15.69%	5.71
6	图书文学	系统推荐	90.29%	16.85%	5.36
7	婚恋交友	系统推荐	89.33%	17.05%	5.24
8	体育	系统推荐	89.38%	17.68%	5.06
9	医疗健康	系统推荐	89.59%	17.97%	4.98
10	音乐	系统推荐	90.48%	19.75%	4.58
11	求职招聘	系统推荐	89.26%	19.72%	4.53
12	汽车	系统推荐	90.08%	19.97%	4.51
+ 13	旅游	系统推荐	90.03%	20.48%	4.40
+ 14	学习教育	系统推荐	90.76%	21.35%	4.25
15	军事	系统推荐	89.98%	22.07%	4.08
16	科技	系统推荐	90.14%	23.02%	3.92
+ 17	金融财经	系统推荐	90.32%	25.23%	3.58
18	休闲娱乐	系统推荐	90.49%	29.87%	3.03
+ 19	游戏	系统推荐	90.24%	45.78%	1.97

Visitors are also interested in

- **Betting**
- **F&B**
- **Legal services**
- **Real estate**
- **Lifestyle**

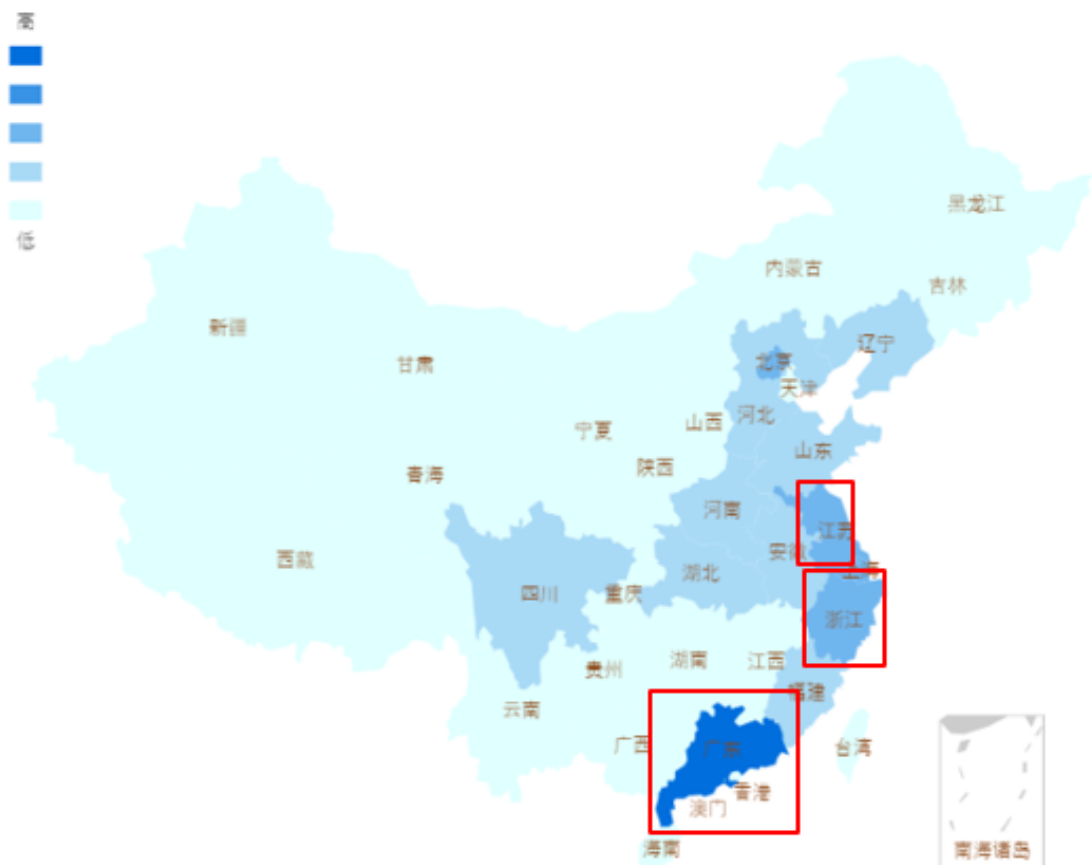
USERS SHOPPING INTERESTS

Shopping Interests 购物兴趣	Sample Coverage Rate 样本覆盖率 ?	Total Coverage Rate 全体覆盖率 ?	Relevancy 区分度 ?
+ 1 礼品	35.91%	4.90%	7.33
+ 2 箱包	73.80%	12.02%	6.14
+ 3 手表首饰	90.29%	16.63%	5.43
+ 4 医药保健	76.06%	14.39%	5.29
+ 5 汽车用品	95.10%	18.20%	5.23
+ 6 护肤彩妆	77.14%	14.97%	5.15
+ 7 玩具乐器	70.14%	15.06%	4.66
+ 8 母婴用品	58.55%	13.52%	4.33
+ 9 图书音像	78.07%	18.35%	4.26
+ 10 运动户外	90.69%	22.15%	4.09
+ 11 食品饮料	90.71%	23.08%	3.93
+ 12 日用百货	89.28%	29.45%	3.03
+ 13 家电办公	89.81%	35.64%	2.52
+ 14 服饰鞋帽	89.63%	36.49%	2.46
+ 15 家居建材	89.86%	38.32%	2.34
+ 16 数码	90.13%	39.69%	2.27

Visitors are interested in

- **Gifts**
- **Luggage**
- **Watch / Jewelry**
- **Healthcare**
- **Automotive usage**

USERS GEOGRAPHICAL ANALYSIS



Location Distribution

	Province		Sample Coverage Rate	Relevancy
	省份		样本覆盖率 ?	区分度 ?
1	广东	Guangdong	14.69%	1.14
2	江苏	Jiangsu	8.32%	1.24
3	浙江	Zhejiang	8.02%	1.10
4	北京	Beijing	7.34%	1.47
5	上海	Shanghai	6.59%	2.00
6	山东	Shandong	5.65%	0.86
7	四川	Sichuan	3.87%	0.81
8	河南	Henan	3.82%	0.71
9	辽宁	Liaoning	3.40%	1.17
10	湖北	Hubei	3.35%	0.98

USERS BEHAVIOUR ANALYSIS

From here

百度 55.90%	360搜索 37.33%	京东 2.43%
淘宝 1.70%	360导航 1.34%	天猫 1.30%
搜索 90.26%	电商 5.39%	
门户 2.50%	视频网站 1.09%	
sns/社区 0.44%	体育 0.32%	

Visiting Path



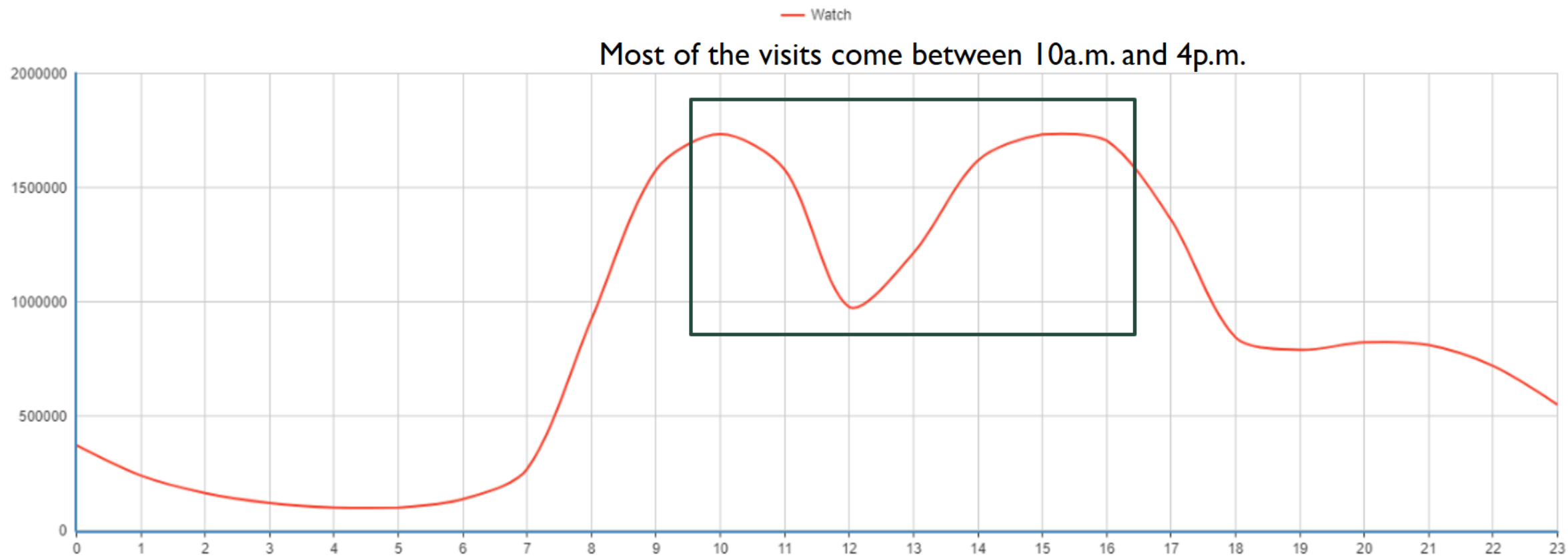
To there

百度 52.92%	360搜索 28.06%	360导航 9.32%
淘宝 4.29%	京东 3.29%	腾讯网 2.11%
搜索 84.51%	电商 8.85%	
门户 4.38%	汽车 1.07%	
视频网站 0.62%	sns/社区 0.56%	

□ 360 Search (Haosou, www.so.com)

- 39% of the website traffic from 360 Search.
- 37% returns to 360 after visiting the website.

PEAK VISITING PERIOD



360 SHANGYI - VALUES

Targets

Keywords, URLs, APP, Mobile Devices, Audience groups

Analytic Modes

Single Target, Multiple Targets

Analytic Needs

Industry trend, Market distribution, Audience analysis, Online behavior

Multiple Platforms

Support data source from both PC & mobile



URL: <http://shangyi.360.cn>

Largest internet security company in China

with leading smart products, smart phones and security products

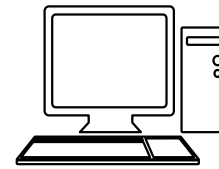
731,000,000
Internet Users



Highest Coverage → Traffic ↑

	Company	DAU ('000)	Ratio (%)
1	360	299,215	81.28%
2	Tencnet	294,311	79.95%
3	SOHU	237,958	64.64%
4	Microsoft	201,696	54.79%
5	Baidu	145,657	39.57%
6	iQIYI	97,250	26.42%
7	Alibaba	91,317	24.81%
8	kingsoft	86,111	23.39%
9	Youku Tudou Inc	59,943	16.28%
10	SINA	56,750	15.42%
11	Thunder	55,193	14.99%
12	NetEase	50,317	13.67%
13	Google	38,496	10.46%

Source: iUser Tracker, 2017



White Collar
Media



Mass Media



Our Clients

Finance



eCommerce/ Retail



Brand



Hospitality/ Tourism



THANK YOU

Q&A

Tel: (852) 3468 6688

Email: enquiry@qs-search.com

360 HOLDS PROPRIETARY RIGHT OF THE DOCUMENT, INCLUDING BUT NOT LIMITED TO THE INTELLECTUAL PROPERTY RIGHT. WITHOUT QIHU 360 WRITTEN PERMISSION, ANY DISCLOSURE, REPRODUCTION, COPY, DISTRIBUTION, DISSEMINATION OR USE OF THE DOCUMENT SHALL BE STRICTLY PROHIBITED.



360 Global Advertising Ltd



Home

360 Global Advertising Ltd



INFLUENCER MARKETING 101: USING DATA TO EMPOWER YOUR CHINA KOL STRATEGY

WWW.PARKLU.COM

PARKLU

KIMLEITZES, FOUNDER & CEO
WORKSHOP WITH 360SEARCH
OCTOBER 18, 2017

INTRODUCTION



15,000

Influencers



900

Brands



285

Campaigns



10

Platforms

swatch

blue nile.

DOLCE & GABBANA

SHOPBOP

魅力惠
MEI.COM

HYATT
HOTELS & RESORTS

MAISON KITSUNÉ

PETER THOMAS ROTH
CLINICAL SKIN CARE

RED EARTH
AUSTRALIA

DW
Daniel Wellington

The Ritz-Carlton®

PARKLU

WHO ARE KOLS?

KEY OPINION LEADERS ARE PEOPLE WITH LARGE FOLLOWING
THAT CHINESE NETIZENS TRUST

博主
自媒体达人 / 达人
网络红人

BLOGGERS
SELF-MEDIA
CELEBRITIES
(INTERNET CELEBRITIES)

KOLS ARE CONTENT CREATORS

CELEBRITIES DERIVE FANDOM FROM ENTERTAINMENT & MEDIA



BAGS包先生



PAPI酱, 罗振宇



ANGELABABY

PARKLU

KOL = SOCIAL SEARCH OPTIMIZATION



PARKLU

50% OF CHINA'S DIGITAL
CONSUMERS USE SOCIAL
MEDIA TO DO PRODUCT
RESEARCH OR GET
RECOMMENDATIONS.

— MCKINSEY CHINA


3 QUESTIONS FOR KOL MARKETING

1. HOW TO SELECT THE RIGHT KOLS?
2. HOW TO ENGAGE THEM?
3. HOW TO MEASURE IMPACT?

(HINT: SEARCH DATA HELPS!)

QUESTION #1:
HOW TO SELECT THE RIGHT KOLS?

PARKLU

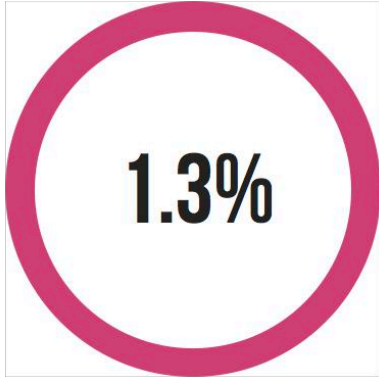
Four women are standing in the center of the image, surrounded by large stacks of clothing items. The stacks are arranged in a semi-circle around them, with colors ranging from dark blue to light beige. The women are dressed in contemporary fashion, including sweaters, blouses, and skirts. The background is plain white.

1,000 super fans who share content, trust,
and buy what a KOL recommends
is more effective than 300,000 regular fans
(especially if 1/3 of fans come from click farms)

**EFFECTIVE KOLS ONLY NEED 1,000
TRUE FANS**

PARKLU

AUDIENCE DEMOGRAPHIC DATA IS THE BLACK BOX OF KOL MARKETING



AVERAGE CLICK-THRU
FOR SUBSCRIPTION ACCOUNTS

FROM 360 SHANGYI REPORT:

GENDER

AGE

LOCATION

SHOPPING INTERESTS

EDUCATION,

INCOME LEVEL

USER INTERESTS

WHAT YOU CAN KNOW ABOUT KOLS AND THEIR AUDIENCES?

Triwa

Recent posts mentioning "Triwa" from FreshBoy

FreshBoy Jul 12, 2017



还记得大概一个月前跟你们提过Fresh君去北欧一个神秘人家里的城堡作客，结果发现他家居然专门圈出一块地，养了一群粉色绵羊的事儿吧。今天就展开来说说。为什么都快过一个月了才说呢？因为信息量太大了。为什么信息量会这么大呢？因为他家里太大了。有多大？看下图？这已经是我迄今为止见过最大的私人住宅了，但这还并不是他的家。全貌有多大，这么说吧，那天我落地哥本哈根后，他的司机，一个金发碧眼的北欧小哥开着去迎接我，开了大概有一个多

92.3K 660

FreshBoy Sep 13, 2016



TRIWA是我个人觉得比DW好看很多的小众配饰品牌，来自性冷淡的老家——斯德哥尔摩。它可以驾驭任何简约不简单的造型，而且很少会撞表。【福利】转发这条微博并at一个好友，同时关注@TRIWA_Official的官方账号，平台将抽一位送上图5的TRIWA Ash Nevil表一只，19号截止。看上其它表的宝宝们，可以去TRIWA...全文：
<http://m.weibo.cn/11667745540/401934423088>

350 127 121

FreshBoy Aug 26, 2016



上个月受@TRIWA_Official的邀请，去了趟他们在瑞典斯德哥尔摩的总部，见识了一下什么叫自然就是美。在北欧这种年年全球幸福指数排名前10，天气好到拍照根本不用加滤镜的地方，千万别用什么“Effortless Chic”（时髦得毫不费力）这种词，因为这里的人根本不知道什么叫“费力”[拜拜]

23 34 169

COLLABORATION HISTORY



WEIBO

GENDER

- 20.00% Male
- 80.00% Female

GEO

1. 广东省
2. 北京市
3. 山东省

AGE

1. 18-24
2. 25-29

GENDER-LOCATION-AGE

USERS SHOPPING INTERESTS = KOL BRAND MENTIONS



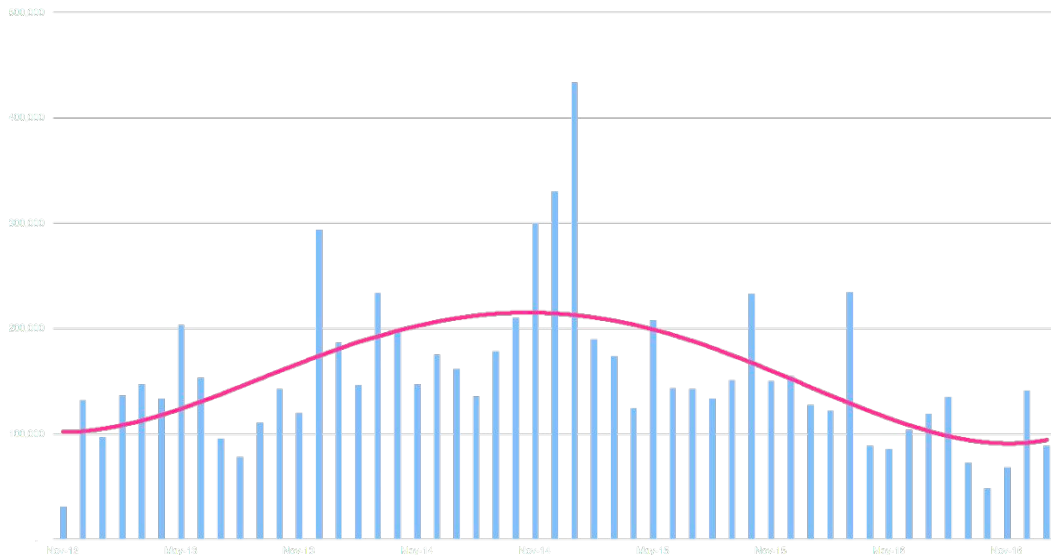
PARKLU

QUESTION #2:
HOW TO BEST ENGAGE KOLS?

PARKLU

TYPICAL KOL LIFE CYCLE IS 2 TO 5 YEARS

TOP-TIER KOL ON WEIBO: LAST 4 YEARS



AVERAGE MONTHLY ENGAGEMENT

▶ **Optimal time to engage KOLs is year 1-2 of their life cycle, before they have peaked**

WHY A LIFE CYCLE?

▶ **New social media platforms bring rise to new KOLs**

▶ **Not all KOLs will successfully transition to new platforms**

3 LEVELS OF KOL ENGAGEMENT

- 1. PRODUCT SEEDING**
- 2. SPONSORED POSTS**
- 3. BRAND AMBASSADORSHIPS**

KOLS AS CONTENT CREATORS FOR E-COMMERCE & SOCIAL MEDIA

LORNA JANE
ACTIVE LIVING

本店所有商品 首页 当季新品 尺码表 专利面料 发货及退换货 品牌故事

Lorna Jane 天猫 | Lara 高强度运动内衣 (胸垫可拆)

澳洲运动休闲品牌 专为女性设计

天猫 购物券 全天猫实物商品通用
价格 ¥498.00
促销价 登录后确认是否享有此优惠 店铺vip

运费 江苏苏州 至 上海 快递: 0.00

月销量 36 | 累计评价 15 | 送天猫积分

颜色分类 **黑色**

文胸尺码 XS S M L

数量 1 件 库存258件

[立即购买](#) [加入购物车](#)

服务承诺 正品保证 极速退款 七天无理由退换

LornaJane官方微博 V

8月10日 21:00 来自 微博 weibo.com

#Lorna Jane x Lara #还记得Lorna Jane联动生活形象大使@Lara殿之前在澳洲总部收获的那份“神秘惊喜”吗，现在答案揭晓——Lara高强度运动内衣！能让斩获无数大奖的Lara惊喜的，不仅是这件Bra以她之名，更因为它的出色性能和爆表颜值！Lara 高强度运动内衣现已惊艳上新，拥有女神同款实力，先戳为敬！→ [lomajane旗舰店 收起全文](#)

- 简洁 才显经典
简约的内置胸垫, 衬托大胸部, 显瘦黑色经典百搭; logo 胸垫又可拆
- 巧型 兼具不挑
下摆无中生有平铺以透肤排汗, 兼具性和耐穿; 一件黑色, 小腰精之选!
- 舒适 不止透气
亲水透气材料, 贴身每一件都舒服透气, 交叉粘胶条零感束缚透气贴

收藏 10 评论 10 点赞 30

PARKLU

QUESTION #3:
HOW TO MEASURE IMPACT?

PARKLU

AWARENESS

IMPRESSIONS
ORGANIC SEARCH
(360 SEARCH / BAIDU / WECHAT / TT)

COMMUNITY

SOCIAL MEDIA GROWTH
ENGAGEMENT
(COMPARE COST TO ADVERTISING)

CONTENT CREATION

COST OF COMMERCIAL RIGHTS
ROI ON PRODUCTION
(INFLUENCER AS CONTENT AGENCY)

TRAFFIC

NEW VISITORS
TIME ON SITE
(NEED CAMPAIGN URLS)

SALES

AFFILIATE
INFLUENCER-SPECIFIC CODES/URLS
COMPARE VS. HISTORICAL SALES

PARKLU

ADVERTISING

CPM

*1,000 IMPRESSIONS

WECHAT AD

100-180RMB *MOMENTS

WECHAT KOL

225-400RMB *SUB-ACCOUNT POST

WEIBO AD

10-35RMB *HOME STREAM

WEIBO KOL

47-76RMB *HOME STREAM

WECHAT AD

10,000_{RMB} = 71.5K VIEWS

WECHAT KOL

10,000_{RMB} = 30.7K READS

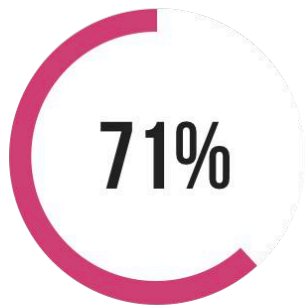
WEIBO AD

10,000_{RMB} = 571K VIEWS

WEIBO KOL

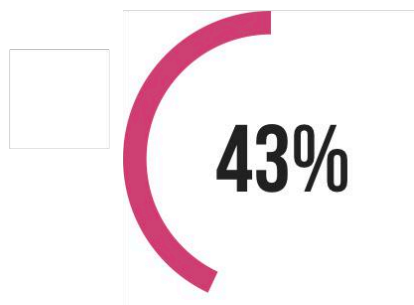
10,000_{RMB} = 162K VIEWS

／ GLOBALLY, SHIFT FROM TRANSACTIONAL TO “ALWAYS ON” INFLUENCER STRATEGY



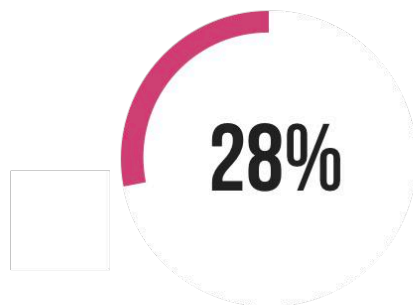
STRATEGIC

71% rate influencer marketing as strategic or highly strategic



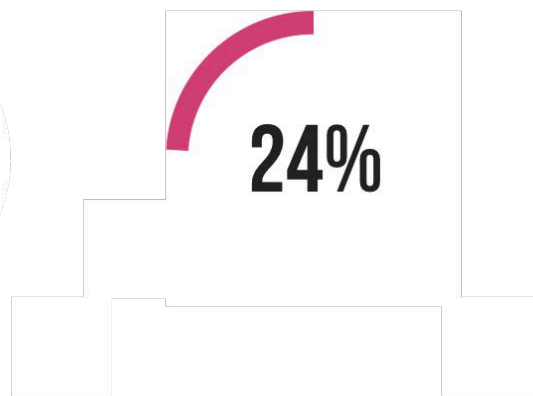
EXPERIMENTING

43% of companies surveyed are still experimenting with influencer marketing



CAMPAIGN ONLY

28% involve influencers only at the campaign level



ALWAYS ON

24% of companies are currently running an always-on influencer program

TAKEAWAYS

1. **POWER YOUR KOL SELECTION WITH DATA**
2. **FIND AND OPTIMIZE KOLS YOU CAN WORK WITH FOR 1-2 YEARS**
3. **BE MULTI-PURPOSE WITH KOL CONTENT**
4. **MEASURE WHAT MATTERS**

THANK YOU

FOLLOW US FOR DAILY KOL INSIGHTS:



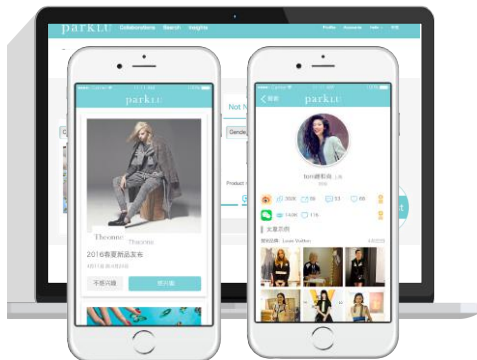
FOR SALES INQUIRIES & DEMOS:



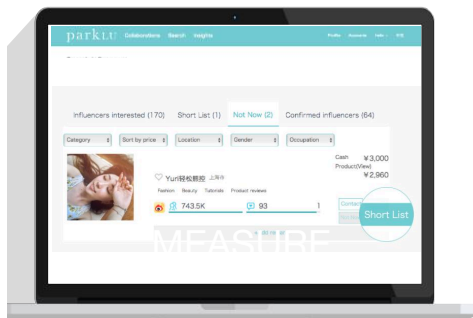
KIM LEITZES - FOUNDER & CEO

KIM@PARKLU.COM

MATCH



MANAGE



MEASURE



PARKLU