

2016 Business Resources Planning
2016商业资源规划

2016年商业化重点

360 Business Commercialization Focus of 2016

**品牌客户
开发**

Top Brand Clients Development

**效果客户
品牌化**

Results-driven Clients Branding

Top Brand Clients Development

Results-driven Clients Branding

资源及产品升级
Business Resources and products Upgraded

大数据服务
Big Data Services

Co-branding合作
Co-branding Cooperation

资源及产品升级

Business Resources and Products Upgraded



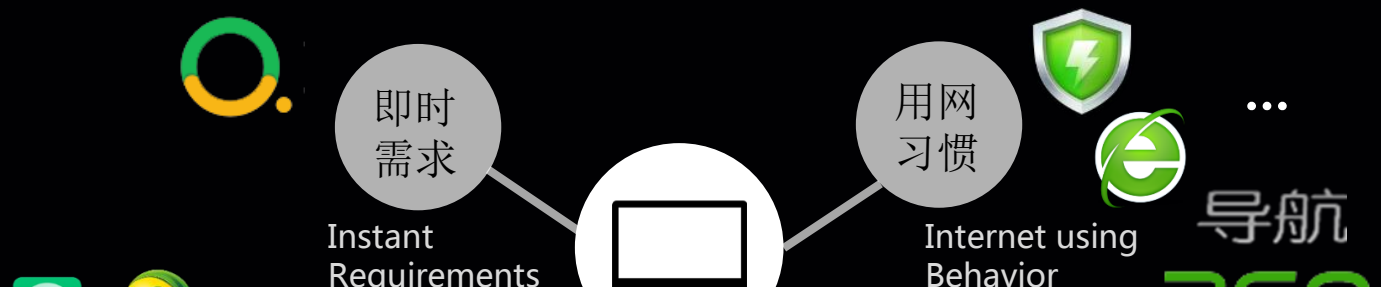
从PC到移动再到智能硬件

360构建庞大产品生态

From PC to Mobile to Intelligent Hardware, 360 constructed a huge product ecological media environment

360行为链大数据

360 Behavior Chain Big Data



360覆盖高达**96.6%**的网民

挖掘用户价值

360 coverage up to 96.6% of Chinese internet users, that with great ability of business value development



丰富商业的产品布局

Various Business Resources Distribution

搜索类资源

Search resources

广告形式创新

Advertising creative innovation

凤舞流量增加

Fengwu brings more data flows

开机小助手

Boost assistant

品牌直达

Brand zones

加速球

Acceleration button

图片



大数

站内外全资源整合

近250亿PV全面开放

Integrated onsite and offsite resources, to provided a daily 25 Billion Page views to public

Ad-Exchange

PC 60亿 (6 Billion)

无线 2亿 (0.2 Billion)

PC 165亿 (16.5 Billion)

移动 20亿 (2 Billion)

站内资源

Onsite resources

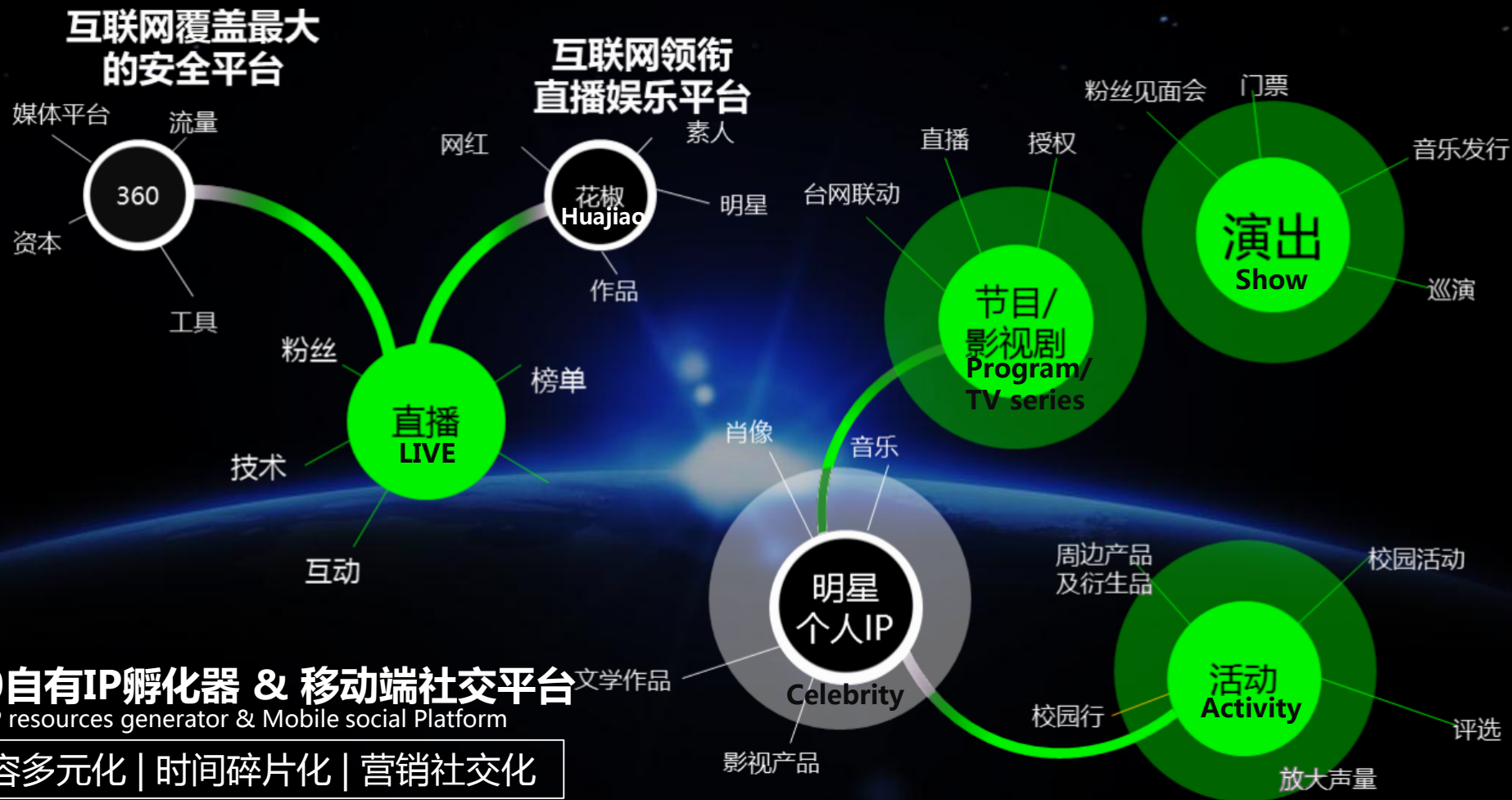
站外直播

Offsite live platform

大数据

更多元的社交营销能力

Pluralistic Social Marketing Abilities



360自有IP孵化器 & 移动端社交平台

360 IP resources generator & Mobile social Platform

内容多元化 | 时间碎片化 | 营销社交化

Diverse Content | Time Fragmentation | Social Marketing

提供一站式营销解决方案

One-stop Marketing Solutions Platform



360点睛 · 一站式广告投放平台

360 Dianjing, a one-stop advertising platform

品牌广告

Brand Advertising

展示广告

Displayed Advertising

搜索广告

Search Advertising

移动端广告

Mobile Advertising

.....

用户产品配合

Cooperation with Product Managers

变现能力

成为产品考核标准

Liquidity has become an essential criteria assessment of product managers' work ability

大数据服务

Big Data Services

<商·易>产品升级

Shangyi Product Upgraded

更多方式锁定目标受众

Multiple methods of targeting audience

关键词，网址，APP，移动设备，人口属性及兴趣

Key words, site links ,APPs, mobile devices, population and interests analysis

支持更多种分析模式

Support multiple analysis methods

单对象分析，多对象对比多对象交叉

Single object analysis ,multi objects cross-analysis

满足更多种营销分析需求

Meet the needs of a variety marketing analysis

行业发展态势，品牌竞争格局

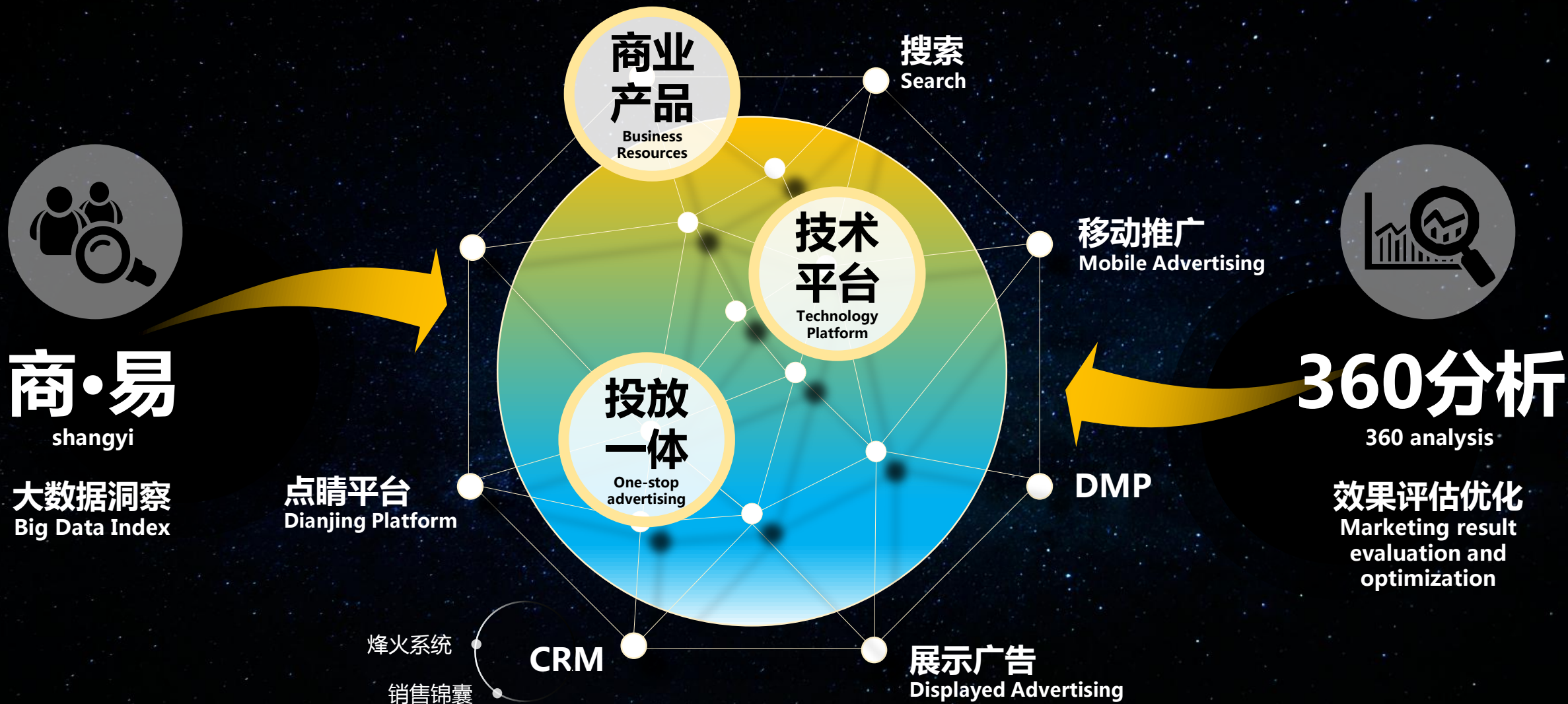
受众人群画像，触网行为分析

Analysis includes: Industry development, marketing competition, target audience and internet users' online behavior



全方位打造营销闭环

A Comprehensive Closed-loop Marketing Platform



定制数据报告服务

Customized Data Report Services

品牌忠诚叛变模型



品牌自身忠诚度评估
品牌竞争力检测

品牌之间竞争关系评估
竞争对手及竞争程度判断

量化品牌竞争潜力
市场竞争趋势判断

内容联结

官网 官方论坛百科类
垂直网站 问答网站

行动联结

下载 注册 登陆 购买
试乘试驾 APP下载

品牌联结资产

需求联结

搜索引擎
问答 百科 新闻 图片 视频

互动联结

SNS 博客 电子报 论坛 视频
微博 微信 问答 新闻

用户路径探知模型



用户行为追踪
指导媒介预算分配

用户多层兴趣点交叉判断
指导媒介触点

Brand Loyalty to Defect Modules

Brand Connection Quotient

Audiences' Behavior Route Detection Module

- S级客户采取主动数据报告服务
- 定期的行业报告
- 与核心代理进行特定项目的数据合作

For top clients, we provide regularly data reports and industry analysis reports services, meanwhile, we work with key advertising agents for specific project data cooperation.

Co-branding合作

Co-branding Cooperation



君子理财 · 安全为道

F i n a n c i a l M a n a g e m e n t , S a f e t y F i r s t

——518安全理财节——

518 Safe Financial Management Festival



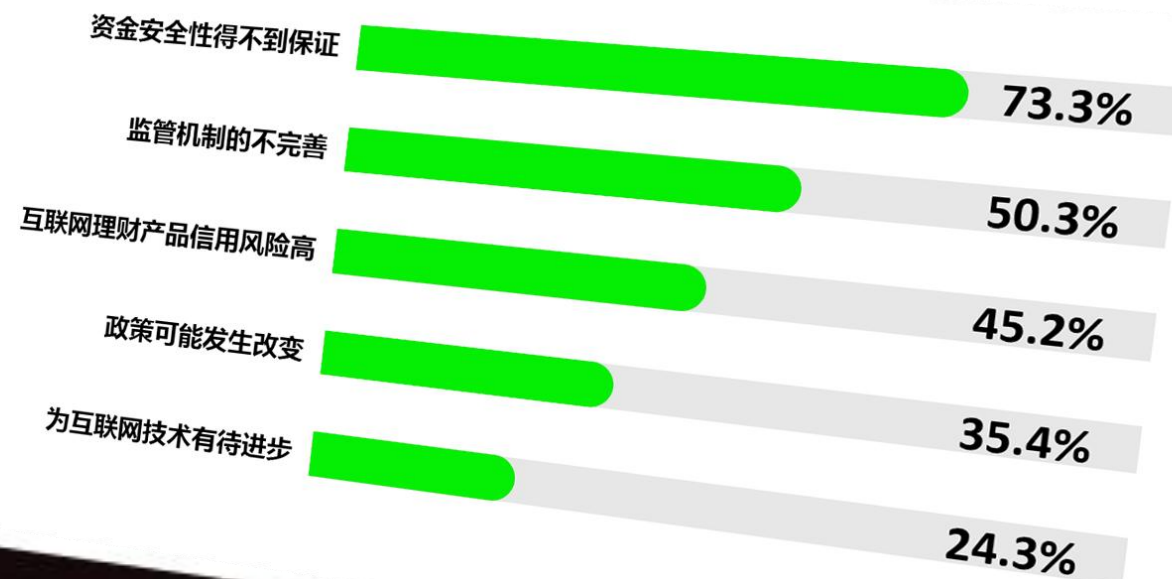
理财，你最担心什么？

For Financial Management, What Do You Worried the Most?



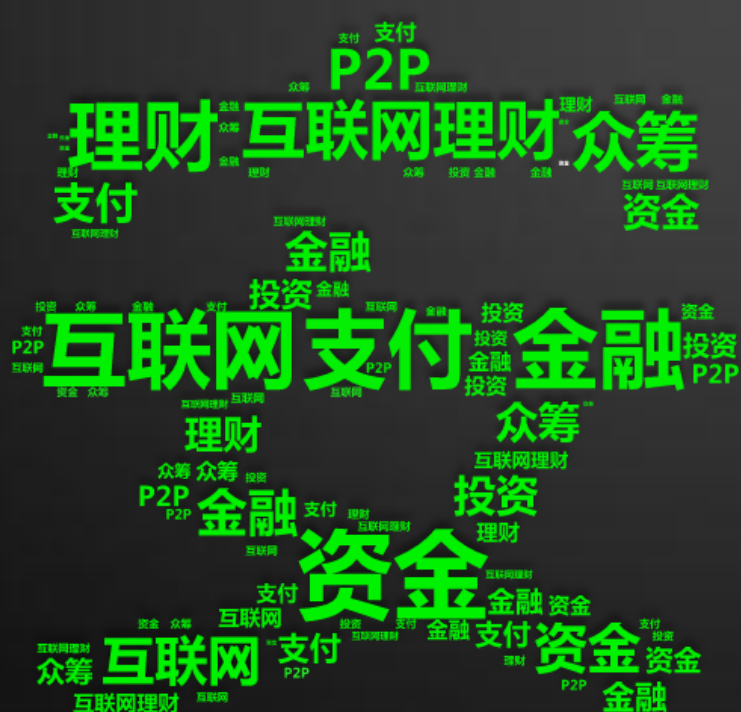
调查数据显示，有**73.3%**的人担心
资金安全得不到保证，其次，一半以上
的人担心监管机制不完善。

According to the survey, 73.3% population worried about that financial security can not be guaranteed, over half of them worried about the regulatory mechanisms are inadequate .



公众最关心的问题

The Issue That the Public Concerns Most About



SAFE



360中国最大的安全互联网公司

360, Chinese largest safe internet company

颠覆式创新 从免费开始

Subversive Innovation, Starts From Free of Charge

2005年6月创立, 2006年7月27日安全卫士正式推出

Founded in June 2005, launched 360 Safe Guard on 27TH July, 2006

The word "SAFE" is written in large, bold, green capital letters. The letter "A" is replaced by a yellow medical cross icon with a green border and a green shadow. The entire logo is centered within a large white circle, which is set against a dark blue background with white stars.

meant to be re-

meant to be re-



2016年5月，360首次举办以“安全”为理念的理财盛事
May 2016, 360 held the first financial management event with the idea of safety.

“518安全理财节”

518 Safe Financial Management Festival



联合业内16家TOP级广告主，通过360安全品牌背书
建立用户心目中可信赖的金融品牌

Joint 16 Chinese top financial advertisers, with 360 safety brand endorsement to established a trustworthy financial brand

共同打造安全的互联网金融

We cooperated to build a safe internet banking environment

人人贷

爱钱进
IQIANJIN.COM

itouzi.com
爱投资

9F 玖富
9Fbank.com
移动金融大师兄

懒投资

合时代
United Financial

简理财
JIANLRC.COM

金票通
jinpiaotong.com

和信贷
hexindai.com

宜信 | 宜人贷
CreditEase | www.yirendai.com

点融网
Dianrong.com

你我贷
niwodai.com

你财富

紫马财行

挖财宝

晋商贷
JINSHANGDAI.COM

360传播策略

360 Communication Strategy

Solution



用户精准需求
Demand-side Targeting



提高声量
Increased Volume



多屏覆盖
Multi-screen Coverage



创意互动
Creative Interaction



518品牌造势
518 Branding



活动导流
Activities to Bring traffic

“顶级品牌、两个终端、多屏覆盖”的整合生态营销体系

Integrated Communication System with "One brand , two terminal, multi-screens coverage"

“518”

PC端
PC

无线端
Mobile

占入口

Enhance the entrance
加强阵地
Strengthening the position

加强占领互联网入口，
为整体传播规划布局
Strengthening internet access
for corporate communication
strategy distribution

吸眼球

Attract attention
聚焦人群
Targeting Audience

精准目标人群，大范
围告知
Accurate targeting audience
and to increase the public
awareness

扩影响

Expand Influence
活动渗透
Activities penetration

迅速聚焦消费者眼球，
使品牌/产品与消费者
形成较深入的沟通
Rapidly catching customers'
attention, to build a deep
communication with the brand
of product

树品牌

Establish a brand
提高声量
Increase the Volume

通过活动的大面积曝光和
市场的广泛传播，提高品
牌声量，树立品牌形象
To increase the brand volume and
image by activity, explosion and
marketing delivery



预热期 (5.17)
Warm-up Period

重点期 (5.18-20)
Focus Period

巩固期(5.21-31)
Consolidation Period

加强入口
Enhance Entrance

聚焦人群
Targeting Audience

活动渗透
Activity Penetration

提高声量
Increase Volume

360导航
360 Personal Start-up Page

导航首页—哇塞\电梯\弹窗\名站气泡\下拉热词\右侧热词\酷站固定入口\“理财专区” 文字
TIPS\生活服务右侧文字链

浏览器
360 Safe Browser

云壁纸\新用户安装页\右下角弹窗\下拉热词

搜索
360 Search

搜索结果页右侧日出

安全卫士
360 Safe Guard

开机小助手

垂直频道
Vertical Channel

理财垂直频道导航栏文字飘红\首页banner\右侧文字广播

手机助手
360 Mobile Assistant

518活动专区

“518”



黄金资源，强势助力
Golden Resources to Boost the Activity

360 导航 · 理财

首页 | 银行 | 信用卡 | 贷款 | 360 网贷 | 安全保障

518 理财节

518 理财节
来 360 安心理财



新手专享

宜信 宜人贷 返现新手专享 9.6% 预计年化收益率 起投金额：100元 投资期限：1个月 立刻投资	懒投资 懒人计划超短期 12% 预计年化收益率 起投金额：100元 投资期限：3个月 立刻投资	PP 玖富 新手专享计划 12% 预计年化收益率 起投金额：100元 投资期限：45天 立刻投资	墨商贷 投资100尽享15%收益 15% 预计年化收益率 起投金额：100元 投资期限：15天 立刻投资	和信贷 新手标+8% 18% 预计年化收益率 起投金额：50元 投资期限：1个月 立刻投资
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人人贷 AAA评级 银行存管

新人专享

4999元红包

限时加息 实物礼品

爱钱进 理财节用户专享

200元红包

注册即领 >

新手专享10天10%收益

爱投资 安心理财平台

立领500元红包!

墨商贷

888元 就是这么拽

和信贷 市场有风险 投资需谨慎

5180元红包

点融网

3周年注册送3万体验金

新手专享10%预期年化

“518”



518安全理财节活动期间，360利用联合海报的形式在微信、微博等平台进行social传播，将品牌声量最大化。

518 Safe financial Management Festival covered a total of over 12,850,000 users on social media platforms, to maximize the brand volume by united posters



飙升吧！618

Soared 618

360商业市场策划中心

360 Ad-platform marketing and strategy team

「自造节」 对电商企业具有重要意义

618 Self-made Activities have Great Significant Meanings for E-commerce Enterprises



拉动销量
Drive sales



品牌宣传
Branding



吸引用户
Attract users



展示新产品
新服务
Display new products and
services



提升企业
运营能力
Enhance operational
capabilities

618已发展成为全民网购狂欢节

618 Has Become National Online Shopping Carnival of China



京东 “618” 已成为电商领域的一个符号

JD 618 Has Become as a Significant Landmark of E-commerce Industry

当提及 “6·18” ，我们究竟在谈论什么？

When we mentioned 618, what are we really talking about?



京东 “6·18” 的符号化

The symbolic of JD 618

京东 “618” ，是京东倾力打造的大型电商促销季。经过5年的发展，“618”已发展成为中国电商领域的标志性事件，也成为整个中国零售业的重要促销时点。

“618”已在消费者心中打下深深的烙印，成为京东的代名词，网购的代名词。

“618”将京东品牌，网上零售，京东物流，正品保证，促销，低价等代名词有机结合起来，形成一个符号。这是对京东品牌的最有利宣传。

“618”影响力，即京东的影响力！

JD 618 is a large scale e-commerce shopping carnival event that JD put full effort to created. After 5 years of development, JD 618 not only has become the landmark event of e-commerce industry, but also an important promotional event of Chinese retail industry.

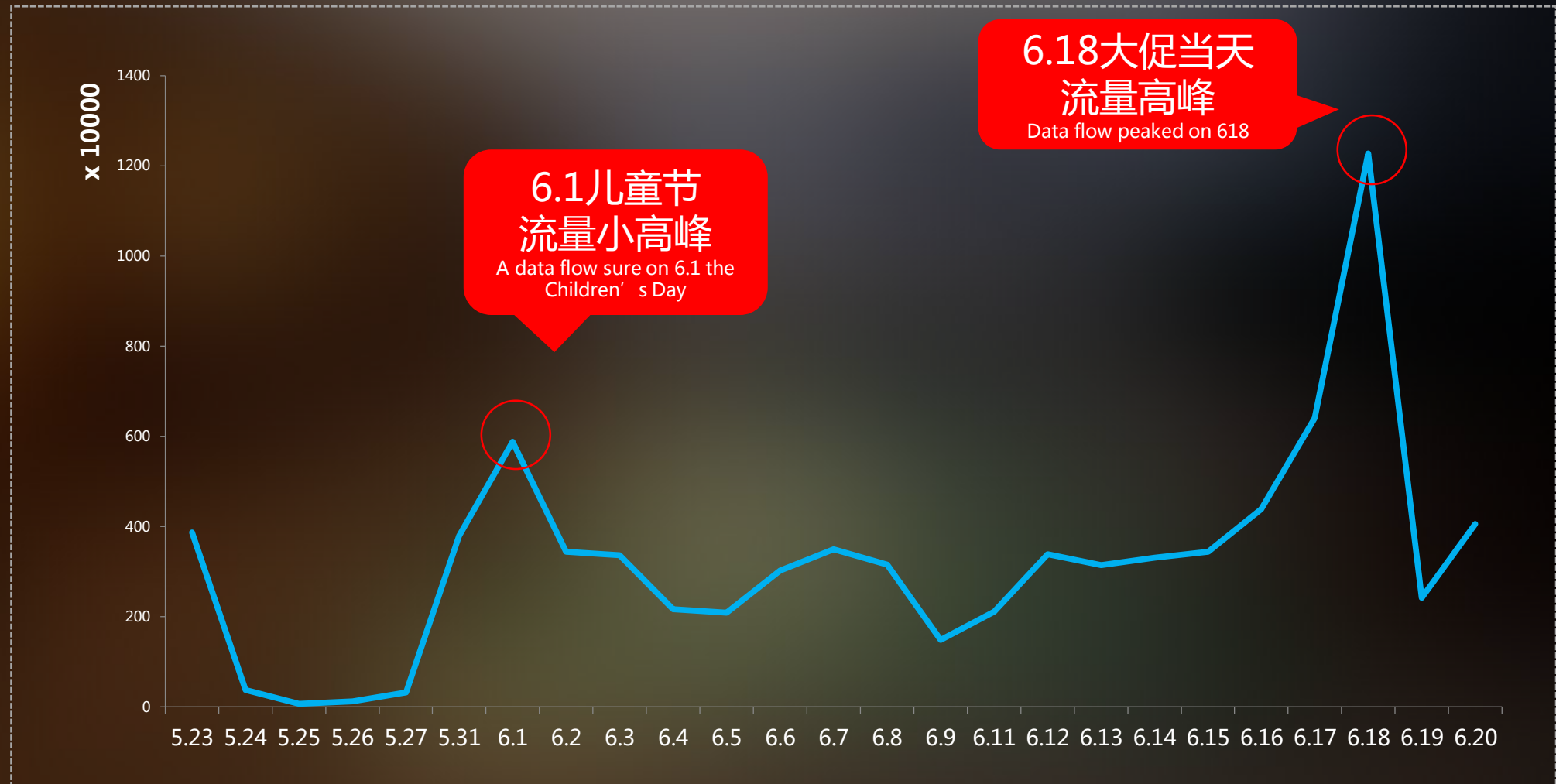
JD 618 has laid a deep imprint in the minds of consumers, that has become a synonymous of online shopping

JD has become a symbol of door-to-door logistics, authentic guarantee, sales promotion and etc. The symbolic of JD has become the most favorable publicity.

Influential 618, powerful JD

节点&6.18当天流量飙升

Key Dates and Data Flows of 618 Promotion



数据来源：360分析，2016.5.23-6.20

京东618

JD 618

电商节战役

A war of e-commerce industry

导流利器

A powerful weapon of data flows driven

多箭齐发 合战618

Multiple Communication Resources Integration for 618



投放策略

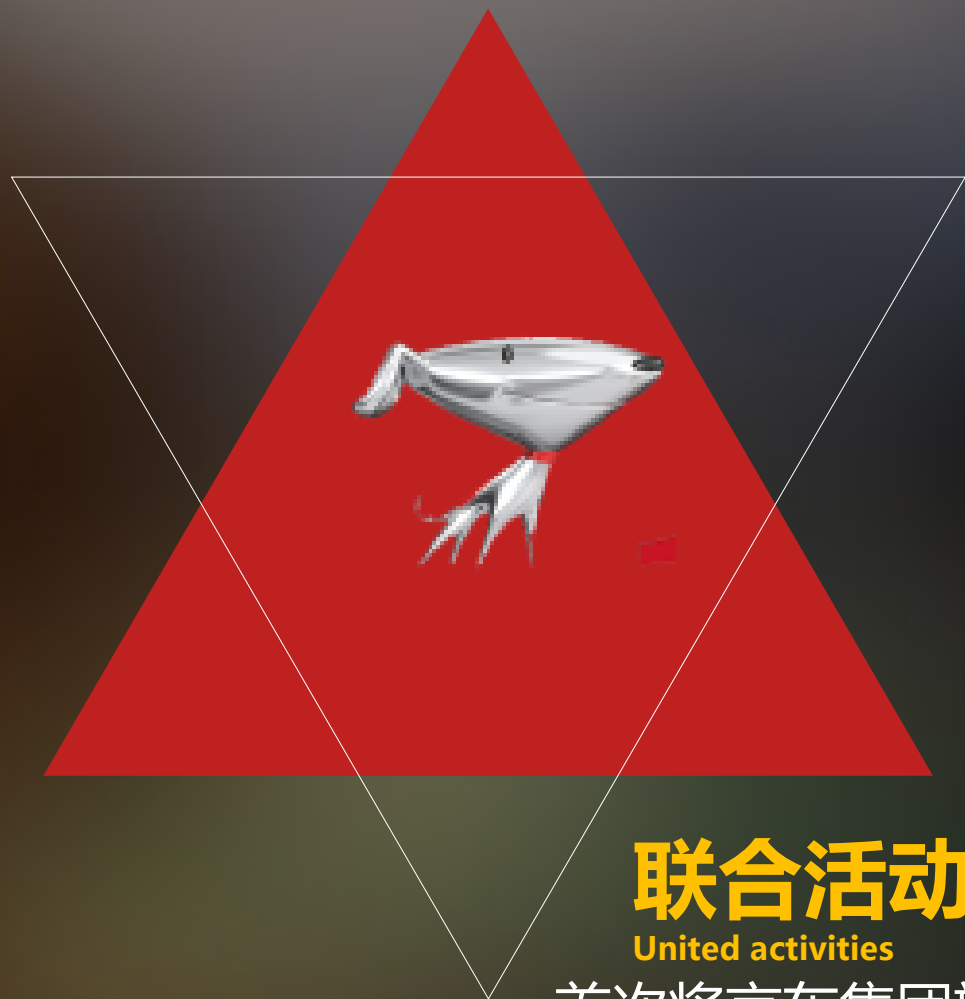
Communication Strategy

用户的上网路径

Users' online behavior

结合360核心全产品线资源导航、浏览器、开机小助手、无线端进行覆盖，形成一套完整的营销闭环

Integrated 360 key resources, such as Personal Start-up Page, 360 Safe Browser and etc., formed a comprehensive closed-loop marketing



独家特殊资源

Exclusive customized resources

开创独家创新资源，满足定制化需求

Innovative customized and exclusive resources for promotion

联合活动

United activities

首次将京东集团旗下所有商业化APP集合在一起，共同打造专属的专题活动

JD united its all commercial Apps together to support the special promotion event

投放资源

lists of Resources

投放策略 Strategy	资源 Resources	资源 Resources
用户上网路径 Users' online behavior	开机小助手 Boost Assistant	开机小助手大图
	浏览器 360 Browser	PC浏览器壁纸
	导航 Personal start-up page	导航首页撕角
		导航首页异形气泡
		导航首页图片气泡
		导航首页哇塞第二帧
		导航首页电梯
		导航首页下拉热词5
	无线 Mobile	手机浏览器开屏
		360影视大全开屏
		免费wifi开屏
		手机卫士开屏
独家特殊形式 Exclusive customized resources	导航 Personal start-up page	右侧电梯底部+618楼层
		名站特殊形式
		导航首页特殊电梯
		导航首页特殊定制气泡
		导航首页特殊哇塞（上移）
		导航首页特殊导航条/顶部banner
		导航首页联合logo
联合活动 United activity	手机助手 Mobile assistant	京东小镇/深夜福利社





携程&360推广合作案例

Ctrip & 360 cooperate communication case study

奇虎360策划中心



旅行是自由的选择

Travel is an option of to be free

旅行的方式，让我们放眼看世界，了解自己以前从未去过的地方

Travel broaden our horizon and to know the places that we never been to



而自由需要安全保障

Free of travel need security guaranteed

心无旁骛中享受当下时要明白
安全是你需要肩负的最大责任

While you enjoy your time of travelling,
Safety is the greatest responsibility that you should take



360与携程的用户诉求不谋而合

360 Users 'Appeal Coincide with Ctrip Users'



专业权威
Professional authority

知名度高、产品丰富
Well-known, variety product
catalogue

低价格
Low price

360

契合

Perfect match

安全专业
Safe professional

覆盖最大、产品丰富
Maximize coverage, variety
product catalogue

免费
Free of charge

360行为链大数据 为携程品牌营销助力

360 Behavior Chain Big Data Enhance Ctrip Branding Effectiveness



每日50T+海量数据

Over 50T daily data flows



360
WWW.360.CN



Ctrip
携程

Big Data revolution mode Internet marketing online advertising

互联网大数据变革网络广告营销的模式

**如何用互联网+大数据为携程营销服务 提升广告效果质量
成为360和携程合作的基础目标**

Internet Big data subversive the online advertising module

How to use internet plus big data to assist Ctrip to maximize advertising results has become the fundamental cooperation goal

利用360大数据商业化工具 优化投放 提升效果

Use 360 Big Data Business System to Optimize Communication Strategy and Enhance Advertising Effectiveness

携程需要什么，我们做什么

We satisfied all the needs that Ctrip ever required

商易——携程精准数据分析

Shangyi——Accurately analysis Ctrip Data

360首款大数据营销工具，对携程的品牌、携程目标人群、人群行为深入分析，精准触达目标用户
携程品牌分析：市场份额、竞争品牌、金融品牌趋势
携程目标人群分析：人口统计学属性、人群Tag、人群兴趣
用户行为分析：地域分布、时段分布、搜索行为、理财偏好

360 first big data marketing system assist Ctrip to analysis its branding, target audiences, TA online behavior and to accurately targeting on audiences



360展示网络 ——新一代DSP程序化 营销

360 Displayed advertising——the new generation of DSP procedures marketing

整合360站内外资源，提供多媒体跨终端的展示广告服务
RTB实时竞价，按受众购买
一线优质媒体，突显品牌价值
无缝对接多个Exchange平台
DMP-360行为链大数据，跨屏数据-PC访客跨屏找回
多维度定向追踪

Integrated 360 onsite and offsite resources to provide multimedia and cross-screen displayed advertising services

找准携程品牌定位，精准触达携程目标用户，提升市场竞争力

Identify Ctrip brand positioning, precisely touch Ctrip target audience and to enhance Ctrip market competitiveness

营销策略

Marketing Strategy



整合360站内外资源 以行为链大数据为依托的实效营销

Integrated onsite and offsite resources of 360, to conduct the Behavior Chain Big Data as the basics for effective marketing

360&携程整体营销策略

The Communication Strategy of 360 & Ctrip

品牌分析

Brand analysis

人群属性分析

Target audiences analysis

数据研究

Data Research

人群行为分析

crowd behavior analysis



360 Behavior Chain Big Data

品牌层面

Branding level

用户层面

Users 'level

策略指导

Strategy Guidance

效果层面

Results' level

携程相关的精准数据研究

Ctrip Accurate Advertising Data Analysis

利用360商易，根据携程相关的数据分析结论，
精准触达携程目标用户，挖掘消费数据，指导投放

To analysis Ctrip accurate advertising data, accurate targeting Ctrip users, analysis consume data, and guidance advertising strategy by using 360 Shangyi

携程品牌分析

Ctrip brand analysis

从不同数据维度，评
判携程品牌在品牌影
响力方面的与竞争对

携程市场份额
携程竞争品牌
手的差异

To evaluate Ctrip brand influence and
competitiveness by various data
dimensions

携程人群属性分析

Ctrip targeting audiences analysis

分析筛选携程目标用
户的属性能，为精准筛
选用户建立数据基础

携程目标人口统计学属性
携程目标人群tag
携程目标人群兴趣

Ctrip TA tags
携程目标人群地域分布
携程目标人群消费偏好

+

+

携程人群行为分析

Ctrip target audience behavior analysis

分析筛选携程目标用
户的行为特质，为精
准筛选用户建立数据

携程目标人群时段分布
携程目标人群搜索行为
基础

Screening analysis Ctrip TA behavior,
to establish a data base for accurate
targeting

依托前期精准的数据研究， 360为携程打造的多维度推广策略

Relaying on preliminary data accurate study, 360 assist Ctrip to create multi-dimensional promotion strategies

- ✓ 利用360强势资源，迅速曝光，抢夺用户眼球，大范围覆盖用户

Use 360 key recourses, to achieved a rapid exposure, to meet users' interest and to covering a wide range of users.



- ✓ 利用360精准的产品，根据前期人群数据分析结论，目标人群定向投放，精准覆盖目标用户
- ✓ 整合360站内外资源，提供多媒体跨终端的展示广告服务

Use 360 accurate advertising resources, to analysis primary population data, to accurate targeting audience
Integrated 360 onsite and offsite resources to provide a cross-screen multimedia advertising service



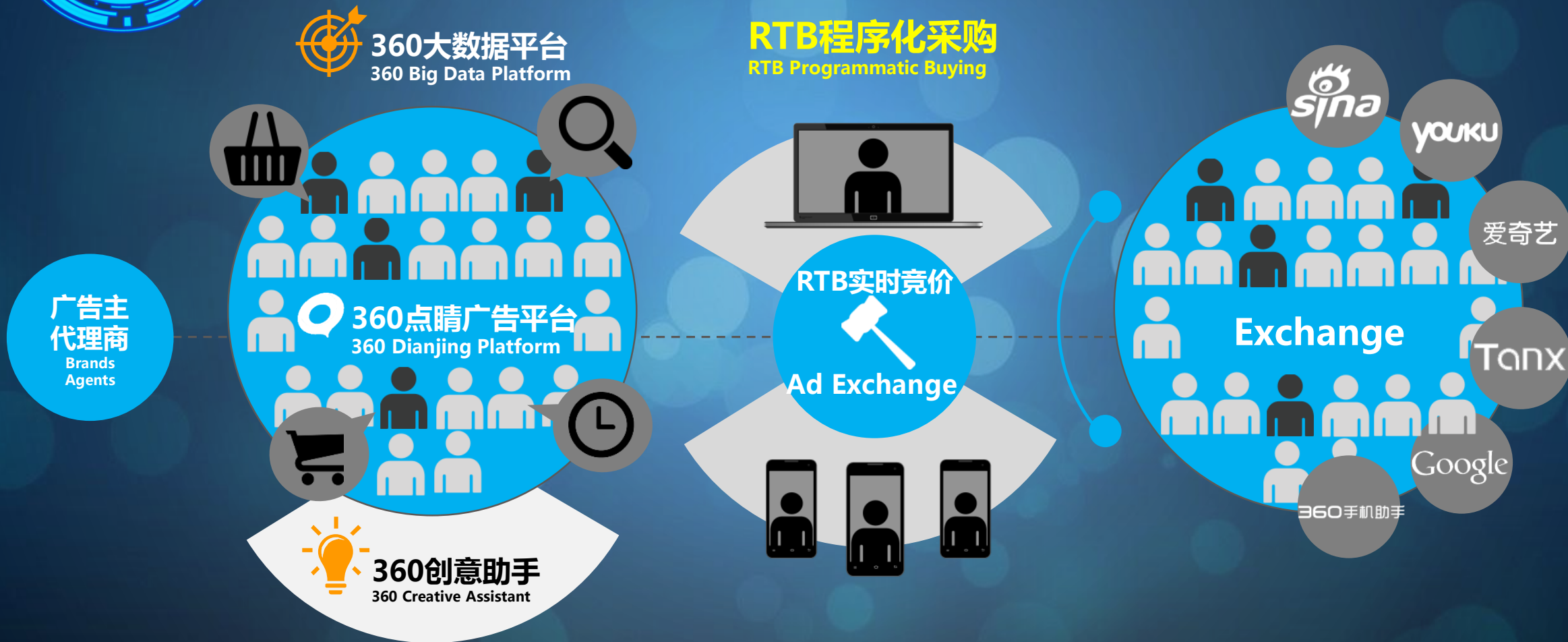
- ✓ 与搜索结果结合，创意多样化，更加精准有效直击用户需求。

In conjunction with search results, diverse creatives, to accurate and effective to meet users' satisfaction



360展示广告实时竞价精准覆盖目标人群

360 Real Time Biding Displayed Advertising Accurately Targeting Audience



360点睛平台统一投放与管理 360 Dianjing platform, a unified advertising and management platform



PC访客精确瞄准

PC Visitors Accurate Targeting



推新客 收集到达

Enhance the new customers arrival rate

- 活动专题收集潜在访客
- Special event for collecting potential visitors
- 优质媒体品牌曝光
- Premium media brand exposure



挽回流失人群

To retrieve the lost customers

- 定向品牌/竞品/产品相关搜索词
- Brands, Competitors and products direction
- 定向酒店、机票单品/频道内页访问行为的访客
- Hotel and flight tickets direction/vertical channel access visitors



拉老客 订单促进

Customer maintenance to increase orders

- 系统智能提炼的优选用户
- Intelligent refined preferred users
- 个性化单品（机票/酒店/景点...）
- Personalized products (flight tickets, hotel or scene sites.....)
- 深度访客重定向
- Depth visitors redirect



 香港机票 天天低价	机票 搜索	出发城市	中文/拼音	出发日期	yyyy-mm-dd	搜索
		到达城市	香港	返程日期	yyyy-mm-dd	



贯穿移动转化全过程

Throughout the Entire Conversion Process of Mobile Advertising



APP

移动应用偏好 促进应用下载及安装

Analysis mobile users interest to lift downloads and increase installed capability

- **APP安装相关性** Apps installation correlation
- **旅游类APP使用深度** The usage frequency of travel Apps
- **区分锁定出行计划人群与旅游兴趣人群**
Distinguish users whom have travel plans or interests



重定向 激发应用激活与唤醒使用

Redirection to increase Apps activation and usage

- **转化进程重定向** Conversion progress redirection
- **基于360产品矩阵的PC跨屏重定向**
To realize cross-screen redirection based on 360 product matrix



移动人群重定向 全面订单促进

Mobile users redirection to boost orders

- **商品人群协同推荐** Product recommendation by crowd
- **Deeplink 优化下单体验** Deeplink to optimize order experiences



传播效果汇总

Communication Results Overview

**依托360行为链大数据的研究，有效的优化
携程在360的广告投放策略，使得整体广告
效果得到了极大的提升**

With the help of 360 Behavior Chain Big Data research, which effectively optimize Ctrip advertising strategy, greatly improved the overall advertising effectiveness

奇虎360牵手携程
共同为用户提供
专业 权威 安全 的品质产品
安全360 携程照顾您

Qihoo 360 and Ctrip strategic cooperate to provide professional, authoritative ,safe and quality products
Safety 360, Attentive Ctrip



未来—携手并进！

Looking forward to cooperate with you in the very near future