

# 科技驱动营销

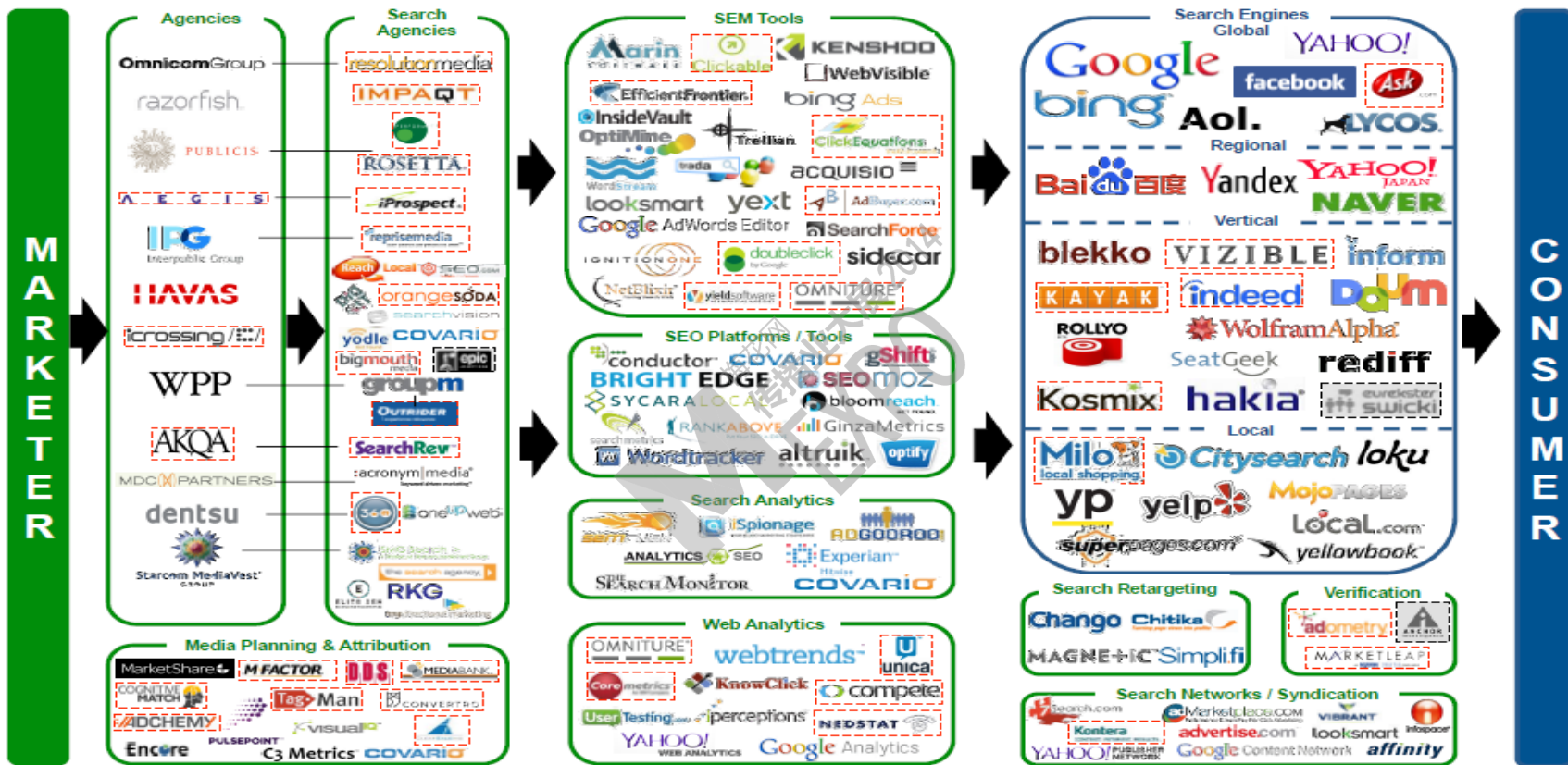
▶ 第四届梅花网传播业大展

# 三位一体的程序化购买体系

互动通 顾以文



# SEARCH LUMAscape



Denotes acquired company

Denotes shuttered company

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# MOBILE LUMAscape

MARKETER

CONSUMER



Denotes acquired company

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# SOCIAL LUMAscape

MARKETER

CONSUMER

The grid contains the following categories and logos:

- Social Marketing Management:** BUDDY MEDIA, shoutlet, Vitruve, Contant Optional, Spreadfast, thisnoment, Involver, Hootsuite, Social Publishing Platforms, Socialware, SocialFlow, Socialware, SocialVox, SPROUTSOCIAL, ArgyleSocial, offerpop, SocialPromotion Platforms, SocialAppsHQ, Strutta, SocialShare, Fanzilla, heyo, Seismic, SnapApp, North Social, Ambassador.
- URL Shorteners:** bilty, TinyURL.com, tiny arrows.
- Stream Platforms:** UberMedia, TweetDeck, twahint, AOL LiveStream.
- Twitter Apps:** twitpic, wefollow, Chirpify, Listerious, tweetmeme, StockTwits, Cadmus, twitvid.
- Facebook Apps:** LIKESTAR, BranchOut, snapto, bedoo, smile, causes, booshaka.
- Social Advertising Platforms:** vianigams, Adoptly, SpruceMedia, Involved Media, TRIGGIT, TAYKEY, AMPUSH, SOCIALYZE, SHIFIT, SocialWise, TBG, KENBHQ, UNIFIED, brandnetworks, Lexity, EfficientFrontier.
- Advocate Platforms:** DYNAMIC SOCIAL, Zuberance, AMPLIFINITY, twtMab, Linqua, FanCorps.
- Social Commerce Platforms:** live.comer, SHOPTAB, STORENVI, FLUID, milioni.
- Social Branded Video:** sharethrough, virool, UNIRPLY, YourStream.
- Facebook Gaming:** zynga, MetroGames, Playdom, socialpoint, DIGITAL GAMES.
- Social Ad Networks:** OneRiot, rockyou, lifegrist, 14D, dstillery, radiumone.
- Social Data:** LiveRamp, DATA SIFT TOPS, SNIP COO.
- Social Search & Browsing:** wink, Askovark, StumbleUpon, spakeo, cue, WAGO TRAIL.
- Social Intelligence:** Trendr, ATTEVITY, integy, TRACKR, Synthetia, bottlen, quantifind, atrax, colligent, PeerIndex, Kred, VISIBLE, ALTERIAN, NETBASE.
- Social Scoring:** KLOUT, empins/venue, PeerIndex, Kred.
- Social TV:** tunerfish, FLINGO, viggie.
- Social Networks - Other:** Linked in, TAGGED, SKOUT, Nextdoor, goya, plaxo, Path, meet-me, arkut, Google+, HBBQ, Ly5, meet-me, arkut, Google+, HBBQ, Ly5, meet-me, arkut, Google+, HBBQ, Ly5.
- Social Shopping:** Swipely, Zaarly, LOCKERZ, WABU, FANCY, SUPPLY, Social Referral, extojo, Lumio, soofriends, eurbab.
- Content Sharing (Reviews/Q&A/Docs):** Dropbox, Pinterest, Scribd, WABU, Quora, Answers, topix, wot, Angles list, thisPage, reddit, overplan.
- Image/Video Sharing:** imgur, SmugMug, ZangZing, flickr, KEEP.
- Social Business Software:** pageranger, lithium, jive, telligent, sitiron, External (Customer) Facing, Satisfaction, mizinga, ASSISTIVY, KidApps, Pluck, Internal (Employee) Facing, huddle, cubetree, acquia, iELOO, Watchtop, Yammer, Socialtext, Rumble, SOCIALCAST.
- Blogging Platforms:** WordPress, tumblr, posterous, Blogger, Squarespace, Joomla!
- Social Mobile Apps & Games:** waze, ngmoco, RADIUS, koopt.
- Community Platforms:** GROUPS, KICKAPPS, mixot, Groupsite.
- Social Content & Forums:** b., Social Content & Forums, facebook, DISQUS.
- Traditional Publishers:** CANDY, CNN, The New York Times, MODE MEDIA, THE WALL STREET JOURNAL, Hearst Corporation, AOL-CONDÉ NAST.
- Social Login/Sharing:** jonahsim, conduit, GIGYA, AddThis, ShareThis, eSite.
- Gamification:** Badgeville, PunchTab, INGEKO, iActionable.

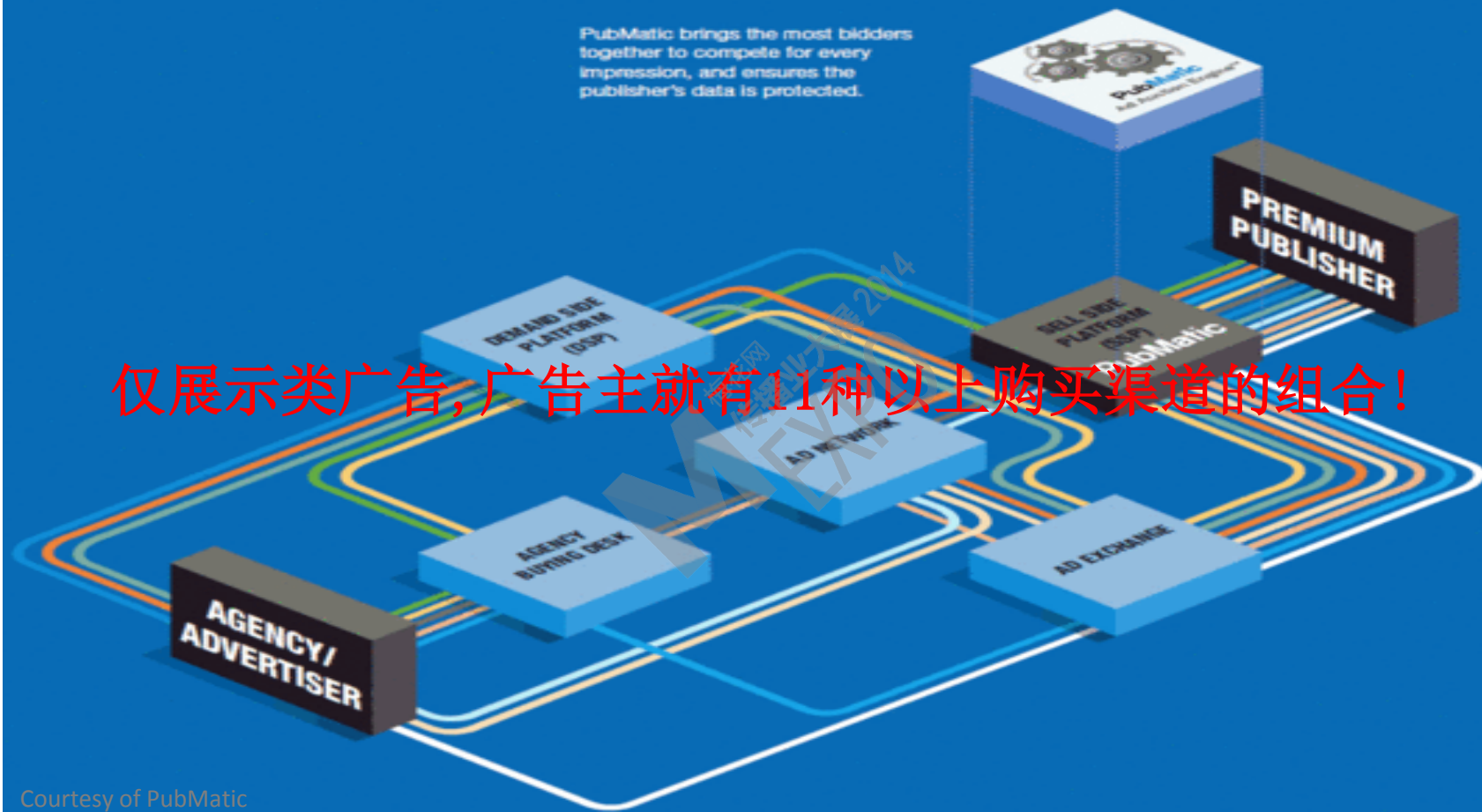
twitter  
facebook

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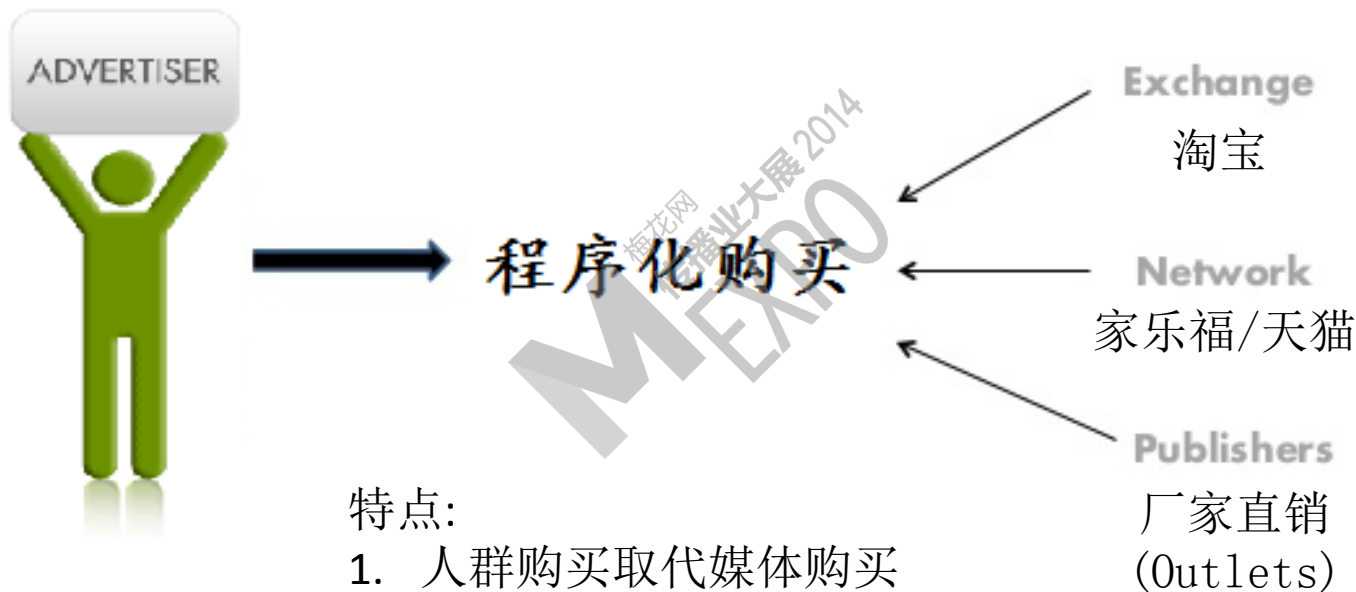
PubMatic brings the most bidders together to compete for every impression, and ensures the publisher's data is protected.



仅展示类广告, 广告主就有11种以上购买渠道的组合!

Courtesy of PubMatic

# 使用智能软件平台来购买广告资源

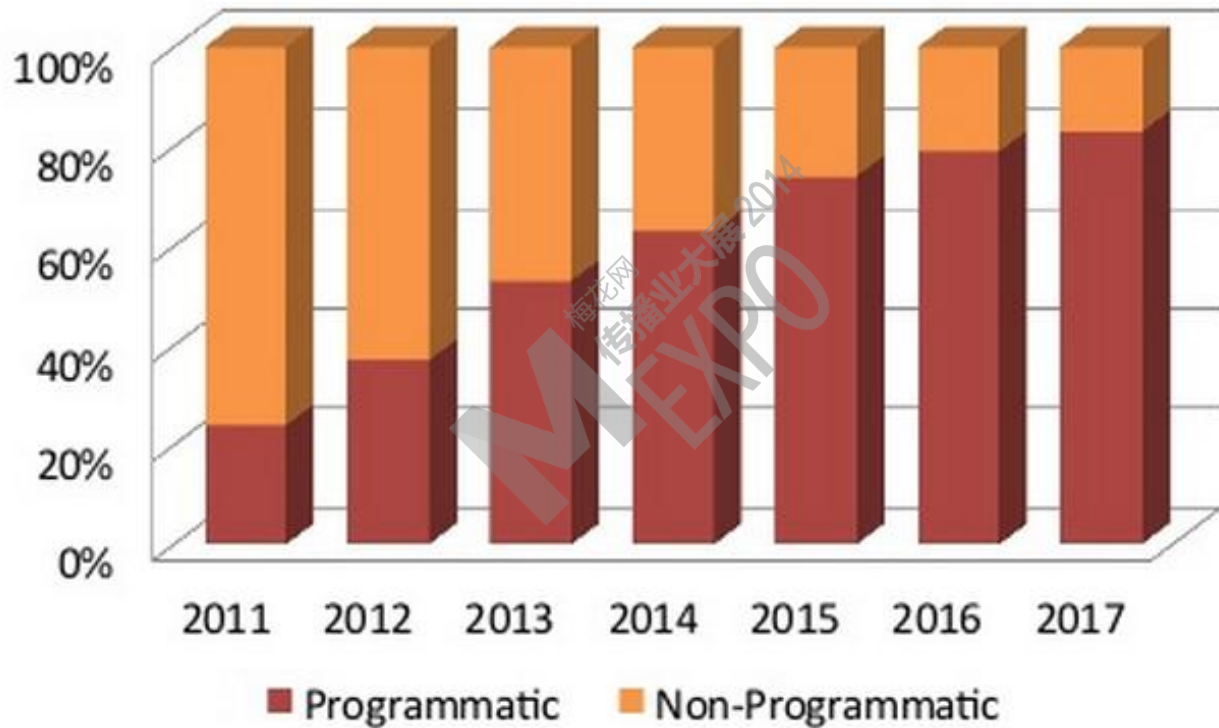


特点:

1. 人群购买取代媒体购买
2. 巨量广告资源的汇聚
3. 凸显大数据的重要性



# 程序化购买市场份额趋势



eMarketer: "US Display Ad Spending Share, by Type" 2013



# DSPAN

- $DSPAN = DSP + Ad\ Network$
- Ad Network为适应新模式的过渡性平台
- 跨需求端与供应端
- “差价模式”并未从根本上改变
- 程序化、自动化、透明化相对较弱
- 私有市场（也缩写为PMP）将取代之

# 三位一体的程序化营销体系

数据 > 洞察 > 投放





# “以人为本”的新营销理念

媒体购买

个性化投放

人群购买

—数据量

# 基于归因模型的分析系统



# 多渠道、多屏投放平台



# 整合的一些关键点

- 大数据 <> 数据大
- SMART原则
- 测试、测试、测试
- A/B, MVT
- 实时营销及敏捷营销流程
- 多渠道 vs. 跨渠道
- 合作是前提，技术是关键！！！！



# PMP的趋势及挑战

- 用户的全程跟踪
- 多渠道整合营销，特别是搜索、展示及社交
- 实时购买及优化
- 个性化广告将成主流
- 归因模型的广泛使用
- Viewable Impression



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