張志浩 Eric Chang

奧美互動 亞太區發展事業 副總裁/ 台灣董事總經理

2017 的數位世界

大數據的運用

Big Data Makes Brand Go Experience and Sales

（大數據深入品牌體驗與銷售）

品牌體驗是利用新媒體平臺，網路媒體、網路科技和虛擬世界、手機平臺來進行品

牌體驗，並結合品牌實體生態，提升品牌體驗和銷售。

Children lost

Big Data makes Technology Go Creative Experience

© 2017 Cisco and/or its affiliates. All rights reserved.

优酷
以精美的建筑艺术、木石雕刻而成为尼泊尔古代文化的象征
serves as a symbol of Nepal's ancient cultures with refined architecture and wood and stone carving

Big Data Makes Mobile Go Targeting Live

（移動終端即時線上）

找到全世界的好东西

优酷

Big Data Makes E-Commerce Go Social Tailored

（社交媒介為電子商務量身定制）

「純電商的時代很快將結束，以後將出現線上、線下、現代物流結合在一起的新零售....

馬雲

Big Data makes B2B Go B2Cized

（B2B的業務，B2C化的行銷）

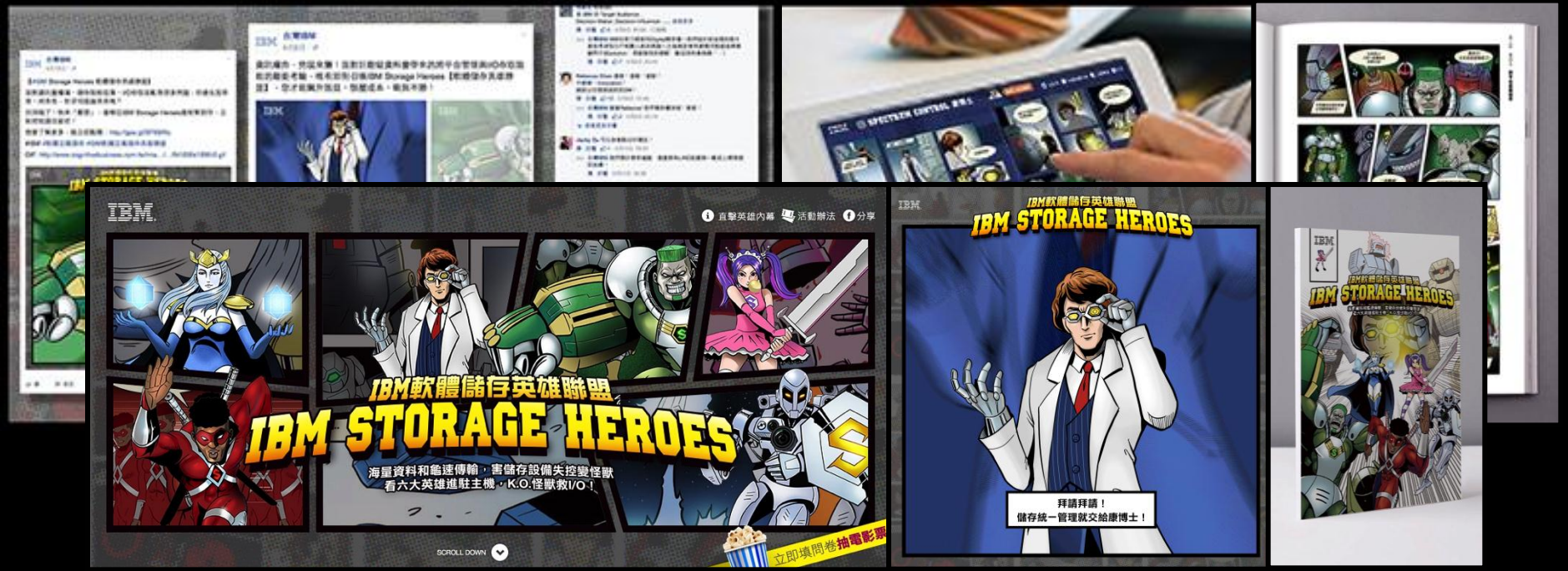
IBM軟體儲存英雄聯盟
IBM STORAGE HEROES

英雄介紹

康博士	一把照	萬容王	快讀手	冷皇后	小靈活
負責監控管理系統運作，所有問題休想神隱！	負責保護重要資料，跨平臺自動備份萬無一失！	以虛擬化整合儲存空間，統一使用！	專攻跨平臺存取，資料傳輸超神速！	專職冷資料管理，熱資料傳輸更順暢！	活化老舊伺服器，效能百分百！

© 2017 Cisco and/or its affiliates. All rights reserved.

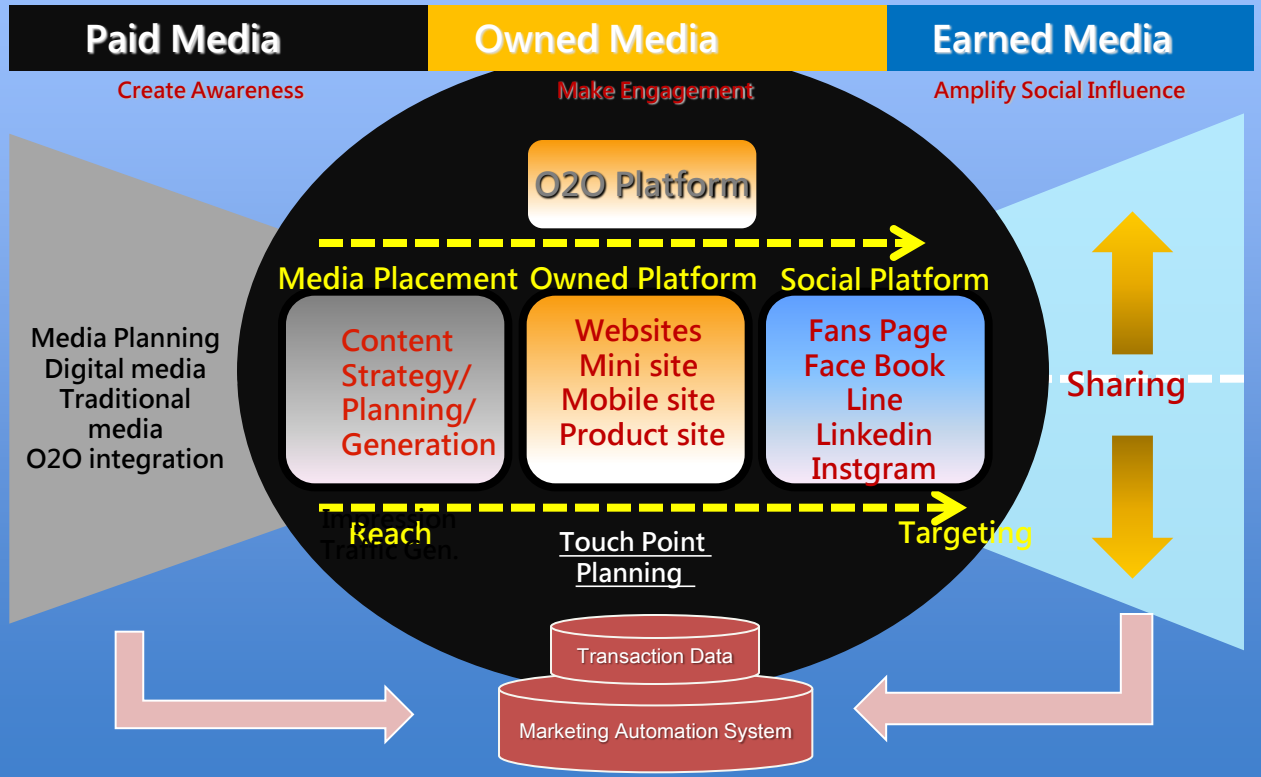
儲存英雄，席捲 ITers



© 2017 Cisco and/or its affiliates. All rights reserved.

“成長駭客 - 行銷4.0”

Holistic Thinking with Integration (O2O)（整合行銷溝通）



© 2017 Cisco and/or its affiliates. All rights reserved.

Outcome & Analysis

運用大資料進行策略制定及效益分析

AUDIENCE PROFILING
Knowing Consumers Thru Social and Digital Data.

comScore

global web index

nielsen

Crimson Hexagon

SOCIAL HUNTER

Google AdWords

iSURVEY
Eastern Online Co.,Ltd.

Content Creation

Google Analytics

SimilarWeb

Community Management

socialbakers

sproutsocial

facebook.

PERFORMANCE MARKETING

doubleclick by Google

Social CRM

Cyfe

Verticurl

OgilvyOne worldwide

Social Care

PENNYWISE SOLUTIONS

Social Shopping

smartosc

IPGPAY

© 2017 Cisco and/or its affiliates. All rights reserved.

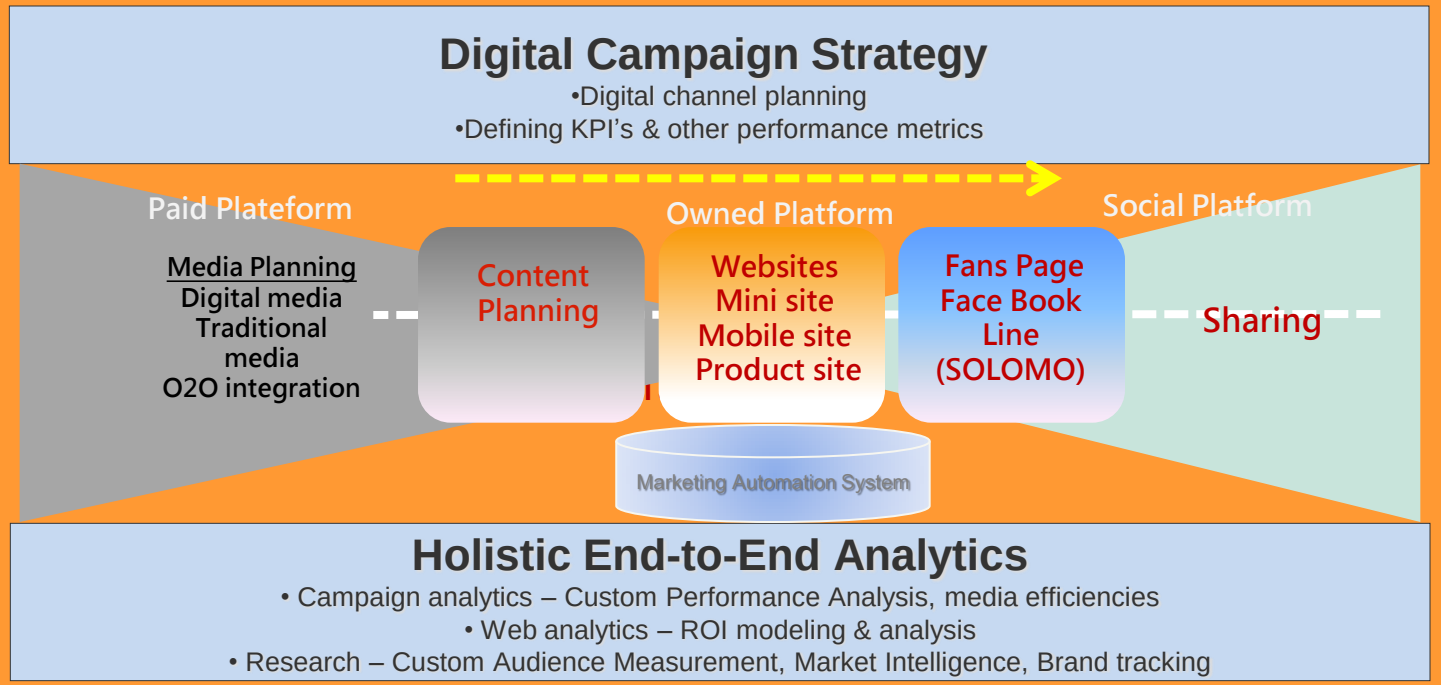
數位化媒體重要的KPI指標

© 2017 Cisco and/or its affiliates. All rights reserved.

Marketing Automation System（行銷自動化系統）

Relevant Use of Digital - Relevant Engagements

→Optimized ROI



© 2017 Cisco and/or its affiliates. All rights reserved.

Thank You !