

2016年

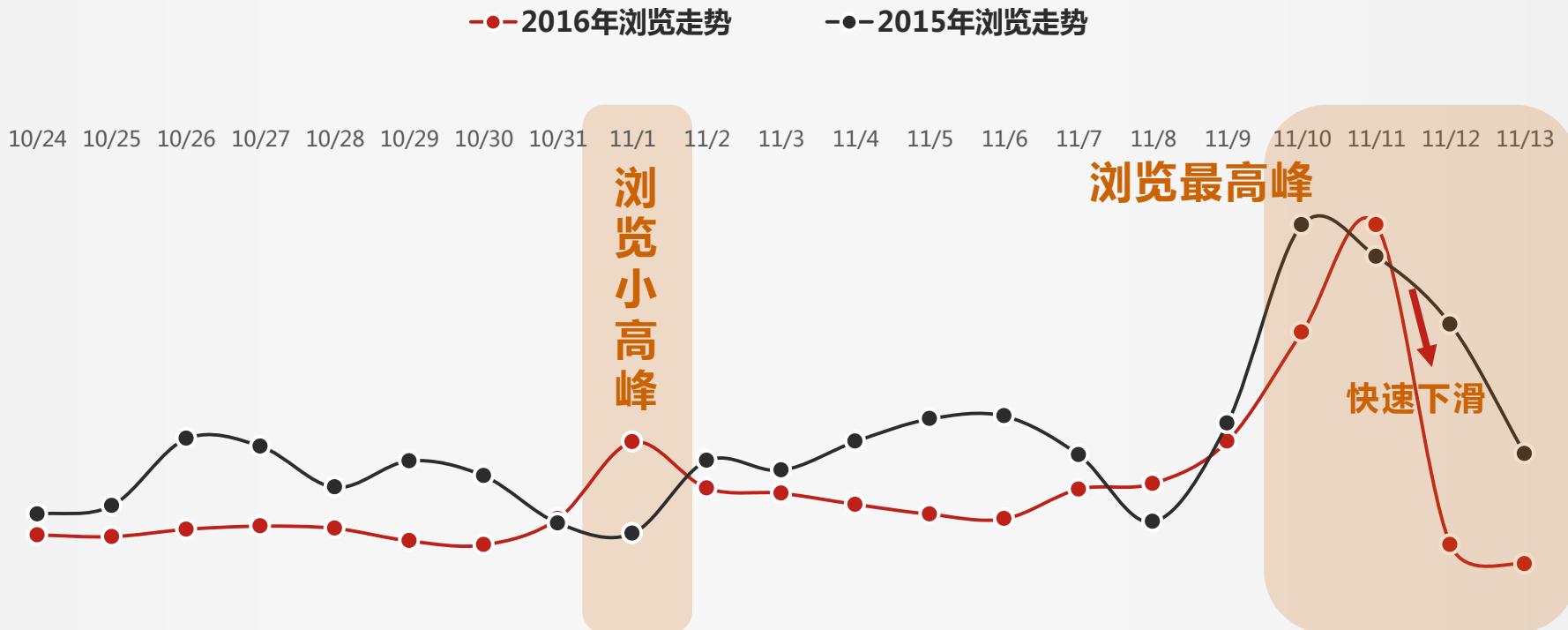


# “双11” 大数据解读





# “双11”热情来得早，退得快





# 9-11点是黄金浏览时间

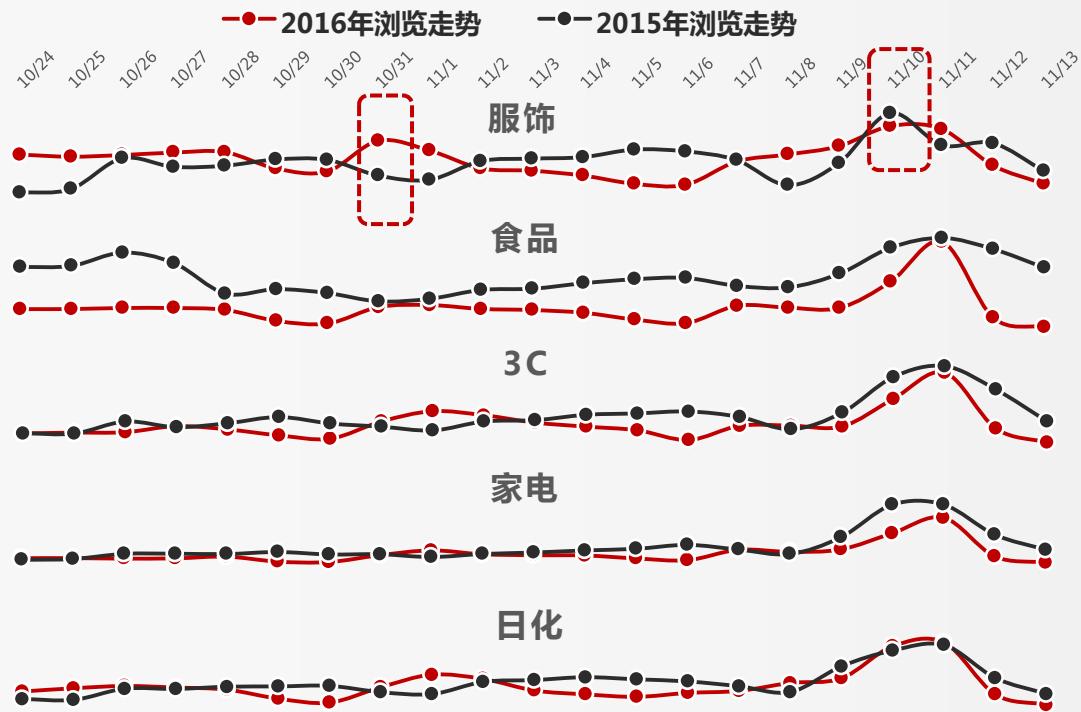
▶ 零点读秒的有你吗

11.11  
分小时  
浏览走势



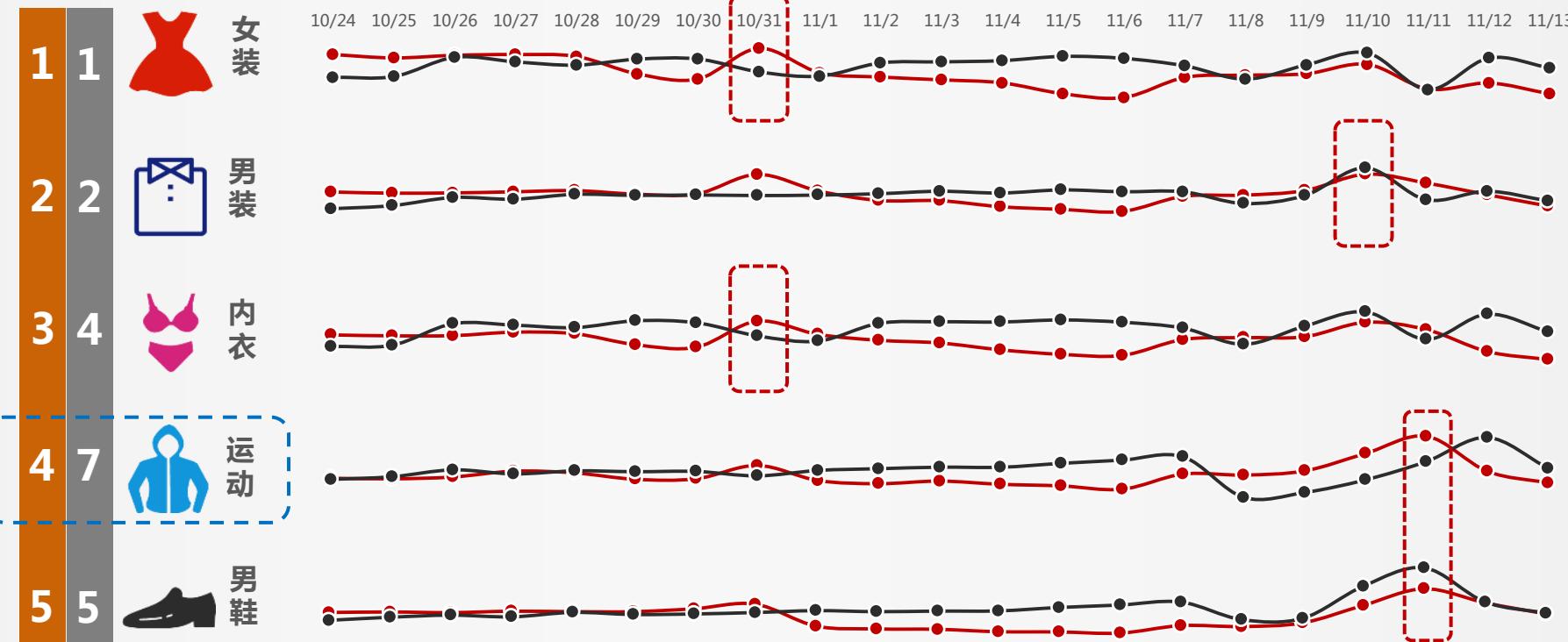
0点浏览量处于较高水平，9点达到最高峰，此后逐步下滑

# 服饰的高峰期更加提前

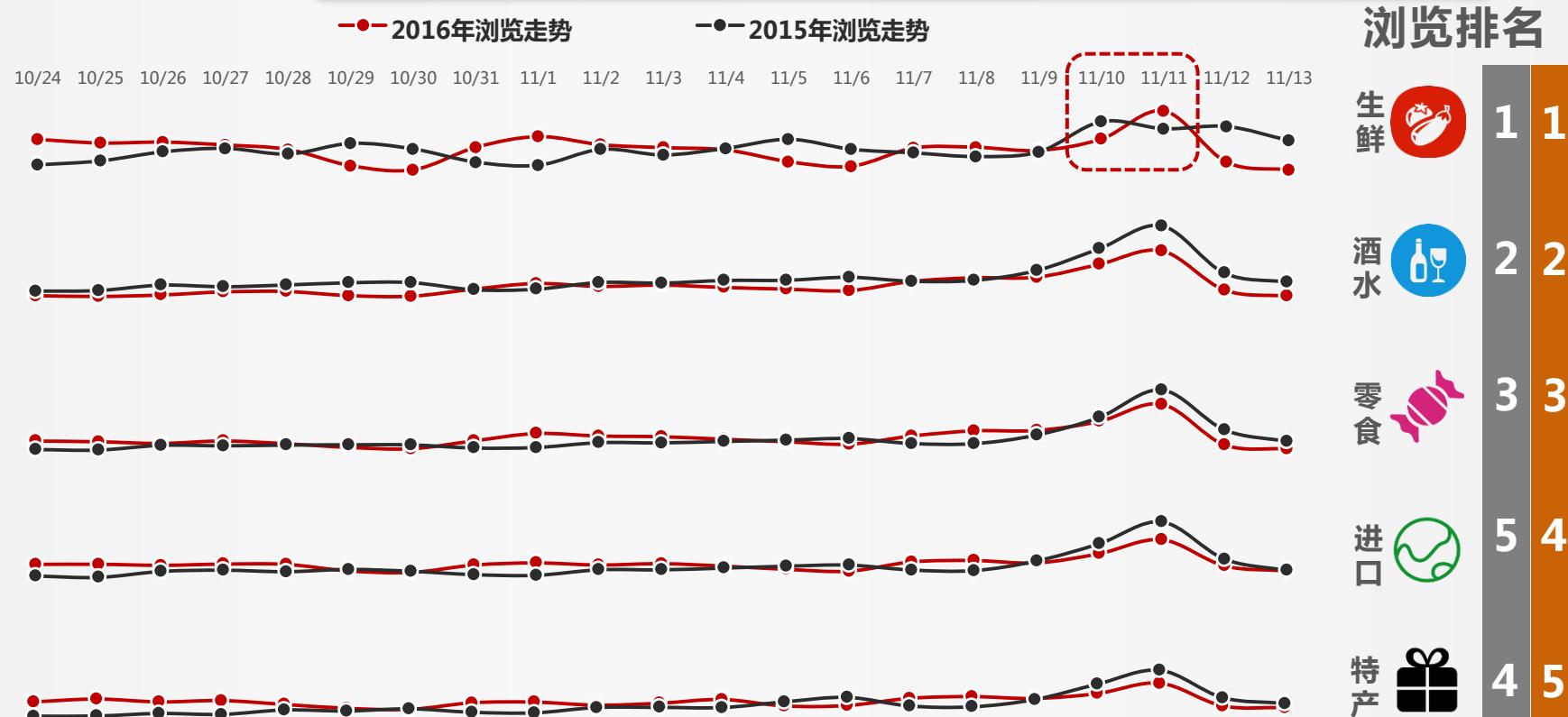


# 运动服饰关注度高，女装在10.31达浏览高峰

## 浏览排名



# 进口食品关注度提升，生鲜浏览高峰期较同期延后一天



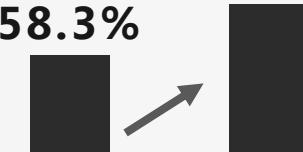
# 手机浏览占比提升，数码11.11当天反而不“火”

## 浏览占比

61.1%



58.3%



28.6%



28.4%



13.1%



10.5%

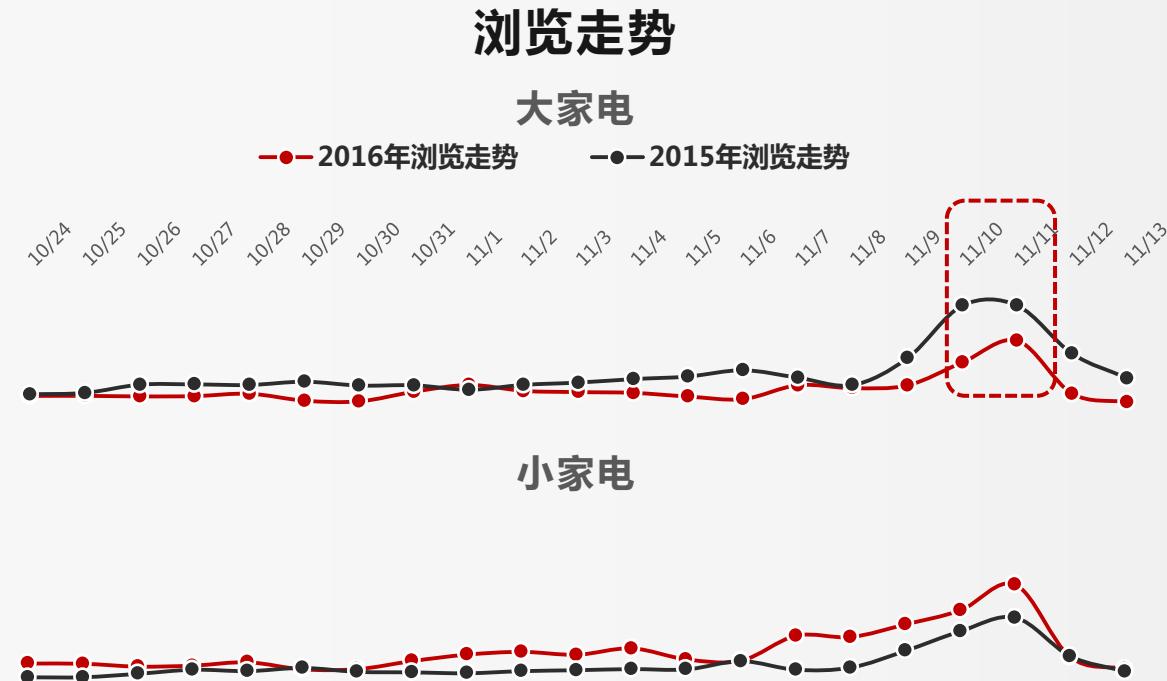
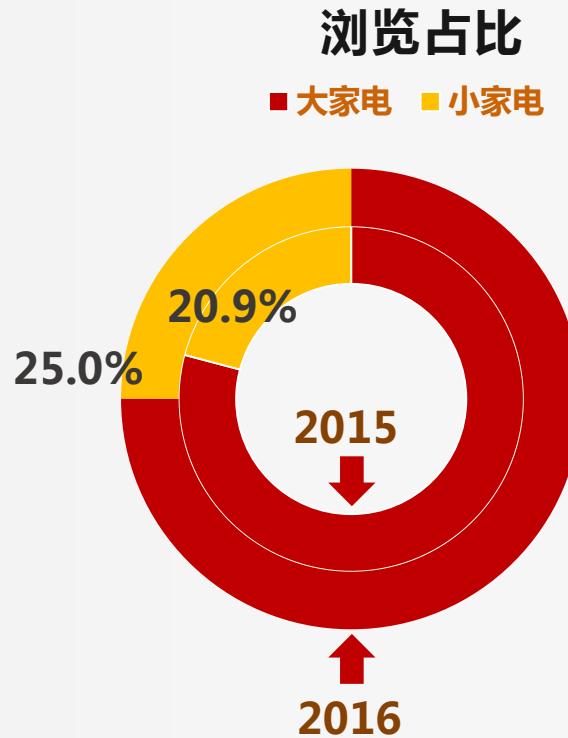


2015 2016

## 浏览走势

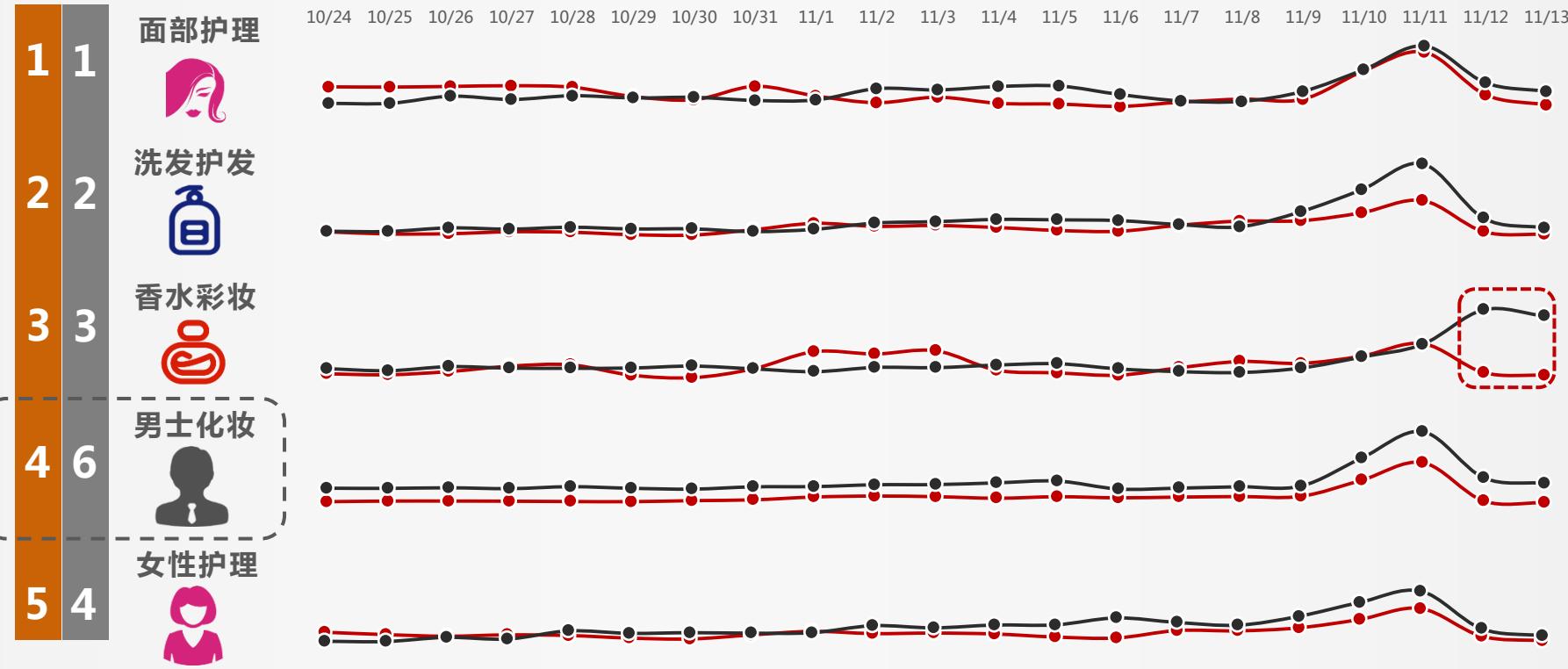


# 小家电浏览占比提升，大家电浏览高峰较同期延后一天



# 男士化妆品今年受到更多关注

## 浏览排名



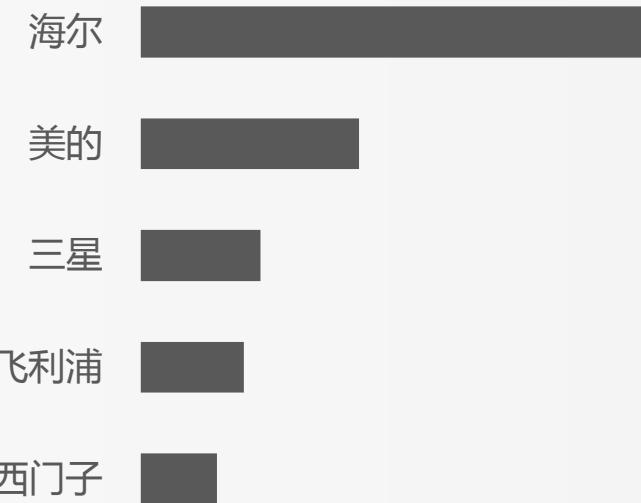


# 海尔领跑家电，华为领跑3C

3C-TOP品牌-占比



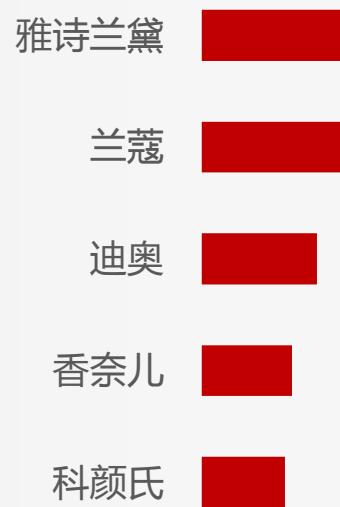
家电-TOP品牌-占比





# 雅诗兰黛、巴黎欧莱雅更受“剁手党”的青睐

## 高端美妆TOP品牌-占比



## 大众美妆TOP品牌-占比



# 11.11晚会，TFboys力压众明星



谢谢  
Thank you

360营销研究院