



## 简介 BRIEF

在数字营销、互联网、零售业领域，我已经担任了 7 年以上的编码开发人员，担任了至少 4 年的交付领导者和解决方案架构师，担任了 4 年以上的团队领导者和项目经理，拥有从 0 到 1 的技术团队启动经验。

Deep in area of Digital Marketing, Internet, Retailing Industry, I have been working as a coding developer for 7 years+, as a delivery leader and a solution architect for at least 4 years, and as a team leader and project manager for at least 4 years with experience of from 0 to 1 tech team startup.

我在管理团队关系方面做得很好，包括团队的情绪、期望、团队合作等。我也是一名优秀的疑难解答者，擅长问题分析和想法制定，以“可以做”的态度解决问题，是一名出色的多任务处理者。

I do well in managing team relationship including teams' emotions, expectations, team work, etc. I am also an excellent troubleshooter who is good at issue analytics and idea making to solve the problems with a 'can-do' attitude and as a great multitasker.

我有 4 年以上面对客户的经验，这些经验被证明适用于推销技术项目，作为专家和解决方案架构师与客户的 IT 联系和合作，回答客户的担忧，解决客户的问题，并以冷静的方式安抚客户。

I have 4 years + clients facing experience which is proven to be

# 丁伟 DAVID DING

## 教育履历 EDUCATION

南京信息工程大学 (双一流大学)

Nanjing University of Information and Science Technology

信息与计算科学 (数学系专业)

Information & Computing Science (Mathematic Major)

2012.09 – 2016.07 本科 理学学士

2012.09 – 2016.07 Bachelor's Degree of Science

- **优秀毕业生:** 以一个完全自主设计的毕业设计毕业，这份毕业设计的亮点是对最短路径算法-迪杰克斯拉算法的改进，以及以其算法核心开发一个以 PHP WEB 为基础的简易导航程序，  
**Merit Graduate** with a totally hands-on graduation design of a PHP Web-Based Navigation App using an enhanced Dijkstra Algorithm, of which enhancing the Dijkstra Algorithm is a highlighted point in this design.
- **在校期间通过 Cisco Certified Internet Expert - Routing & Switch (CCIE)**  
**Passed Cisco Certified Internet Expert – Routing & Switch (CCIE)** at school.
- **数学课程:** 数学分析、高等代数、解析几何、概率统计、离散数学、实变函数、复变函数、常微分方程、偏微分方程  
**Math-based Course:** Mathematical Analysis, Advanced Algebra, Analytic Geometry, Probability Statistics, Discrete mathematics, Functions of Real Variable, Functions of Complex Variables, Ordinary Differential Equations, Partial Differential Equations
- **计算机科学课程:** MATLAB 编程、数值计算方法、运筹学、计算机网络、C 语言、Java 语言、JSP 网页编程、编译原理、算法与数据结构、数据库应用技术、软件测试原理、操作系统  
**CS-Based Course:** MATLAB Programming, Numerical Calculation Method, Operations Research, Computer Network, C language, Java Language, JSP Web Page Programming, Compilation Principle, Algorithm and Data Structure, Database Application Technology, Software Test Principle, Operating System

## 工作经验 WORK EXPERIENCE

Dentus · Merkle Inc 技术开发组长 Technical Lead

2016.01 – 2019.11

Merkle Inc 是一家 Dentus 公司，也是一家数据驱动的绩效营销公司。

Merkle 通过数据技术提供全面的生态服务，包括数据库操作、商业统计、在线和/或离线零售商分析，帮助他们在现代市场中获胜。

我工作的团队是数字营销和分析。我们服务于消费、奢侈品、化妆品、保险、食品、汽车等行业的众多知名零售商。我们致力于利用数据跟踪技术和数据解

applicable at pitching tech project, contacting and cooperating with clients' IT as an expert and a solution architect, replying to clients concerns, solving clients' problems and comforting client in calm-down way.

我是技术、数据科学、产品、管理、创意和数字营销领域的狂热爱好者。我主要以技术和技术团队为目标，以饱满的热情从事技术创新研究和应用。

I'm a crazy lover in areas of technology, data science, product, managing, creative and digital marketing. I'm mainly targeting at technology and tech team and with full passion doing tech innovation researching and application.

## 联系方式 CONTACT

手机 Mobile  
17721616896

电子邮箱 EMAIL:  
[servantdjrk@hotmail.com](mailto:servantdjrk@hotmail.com)

## 爱好 HOBBIES

旅游 Touring  
美食&烹饪 Food & Cooking  
球类体育运动 Ball Sports  
阅读&观影 Reading & Watching  
设计 Designing

决方案来满足客户在数字数据跟踪、用户体验优化、产品推广应用等方面的要求，以扩大商机，赢得市场的高知名度、高口碑和高利润。

**Merkle Inc** is a Dentus Company and is a Data-Driven Performance Marketing Company. Merkle provides full eco-service with data technology, including database operating, Business Statistics, Analytics for online and/or offline retailers to help them win in modern market.

The team where I worked is digital marketing and analytics. We served a lot famous retailers in industries including Consuming, Luxury, Accessory, Insurance, Food, Vehicles etc., We are dedicated to using tracking tech and data solution to meet clients' requirements of digital data tracking, UX experience optimization, product promotion application etc. to extend business chances and win high fame, high praise and high profit from market.

### 职责与业绩 Responsibilities & Achievements:

- 作为一名自我驱动的软件开发人员，为团队和客户创造商业价值  
Worked as a self-starter software developer to create business value for team and clients
- 管理项目成员和项目生命周期  
Managed project members and project lifecycle
- 开发和研究数据技术领域的新技能和新趋势  
Developed and researched on new capabilities and new trends related to data tech field.
- 提供数字技术解决方案咨询服务，并在架构设计和实施方面保持动手能力  
Provided consulting service on digital tech solutions and stay hands-on on architecture design and construction.
- 从事面向客户的工作，包括项目竞标、整合、会议协作。  
Took client facing jobs including project pitching, integration, and meeting collaboration.

### 灵育信息科技有限公司 工程&产品&测试 部门经理

**Lingyu Information Technology Company Engineering & Product & Test Team Manager**

2020.3 – 2021.05

灵育是一家成立于 2019 年底的中国创业公司，为教育、政府和制造业的企业和组织提供 OA 解决方案、大数据解决方案、互联网解决方案等服务。它专注于技术和数据，其技术团队发展迅速，为解决方案业务提供支持

**Lingyu Company** is a Chinese startup company which was founded at the end of 2019, which provides service for enterprises and organizations in education, government and manufacturing industry, with OA solutions, big data solutions, things of internet solutions. It focuses on Technology and Data, and its tech team grows fast to support Solutions Business.

### 职责与业绩 Responsibilities & Achievements:

- 从 0 到 1 组建了工程、产品和测试团队，几乎所有功能都在 6 个月内完成  
Built up Engineering & Product & Test Team from 0 to 1 with almost all functions within 6 mons
- 以成型的工作流程和研究方法管理工程、产品和测试团队  
Managed Engineering & Product & Test Team in shaped ways of work process and study methodology.

- 参与、领导和协助整个技术项目生命周期，包括售前解决方案、项目设计、项目执行、项目测试、UAT、维护  
Participated, led and assisted in overall Tech Project Lifecycle, including pre-sale solution, project design, project execution, project test, UAT, Maintenance
- 在技术提升和职业发展方面为低资历工程师提供指导和建议  
Coached and advised junior engineers in tech enhancement and career development.
- 招聘技术人才谋求长远发展  
Recruiting tech talent for long-term development.
- 参与实际编程和架构 Hands-on coding and architecting
- 面向客户的工作，包括在其环境中设置和更新解决方案，向客户的主要利益相关者报告项目进度，排除故障并与客户的 IT 合作  
Clients' facing job including setting up and updating the solutions on their env, reporting project progress to clients' key stakeholder, troubleshooting and collaborating with clients' IT.

#### **Impact Radius Inc. 技术解决方案经理**

##### **Technical Solutions Manager**

2021.05 – 2022.07

Impact Radius Inc 是一家解决方案提供商，致力于通过 SaaS 平台 Partnership Cloud（以前称为 Impact Radius）在品牌和媒体合作伙伴之间建立合作关系桥梁，以促进性能营销并帮助品牌和媒体合作伙伴赢得业务。

Impact 大中华区于 2019 年刚刚在中国开展业务，迄今为止销售和市场份额一直在蓬勃增长。它在中国签下了数百个品牌和许多媒体合作伙伴。而且它的增长速度真的比你想象的要快。

**Impact Radius Inc.** is a solution provider that is devoted to building up a partnership bridge between brands and media partner, with Partnership Cloud (Formerly known as Impact Radius), a SaaS Platform, to promote performance marketing and help brands and media partners win business.

**Impact Greater China** just started its business in China in 2019 and has been having booming increasing on sale and market share till now. It signed hundreds of brands and many media partners in China. And it is really growing faster than you could imagine.

#### **职责与业绩 Responsibilities & Achievements:**

- 根据客户在预售阶段的需求提供技术支持和解决方案  
Providing tech support and solutions on clients' demand over pre-sale phase.
- 领导解决方案架构师和施工团队，支持客户的集成技术，并与销售团队和客户成功团队合作，使客户的服务流程顺利进行  
Leading Solution Architects and Onboarding Team, to support clients' integration tech, and collaborate with sale team and customer success team to get client's service process smooth.
- 领导工程和产品团队为中国市场开发 Partnership Cloud 的新功能和任何其他现有的 Impact 产品  
Leading Engineering & Product Team to develop new features of Partnership Cloud and any other existing Impact products for China market.
- 为技术团队的长期发展招聘、指导和管理技术人才。

Recruiting, mentoring and managing tech talents for tech team's long-term development.

西蒙电气（中国）有限公司 高级开发组长

**Simon Electric (China) Co., Ltd Senior Technical Lead**

2022.7 – Present

西蒙是一家生产开关和灯具的制造公司，是西班牙著名品牌，也是该地区的先驱。

我在 IT 部门工作，该部门负责公司的整个 IT 解决方案。我们负责内部站点 i9c.simon.com.cn 的开发，它包含了 U9 ERP 系统的扩展功能开发，以服务于其他部门的生产工作。

**Simon** is a manufacture company who produce switch and lamps and lanterns and is a famous Spanish brand and a forerunner in the area.

I am working in IT dept. which takes charge of the whole IT Solution of the company. We take the development of Inner Site i9c.simon.com.cn which contains extended functions development from U9 ERP System to serve other depts' producing work.

职责与业绩 Responsibilities & Achievements:

- 作为一名主要开发人员和领导由 3 名成员组成的团队，负责采购流程功能，包括采购申请、询比价、入库和出库、运输。  
Work as a main developer and a lead with 3 members and take charge of Purchase Process Function Including Purchase Request, Request for Quotations, Compare Price, Stocking in and Stocking Out, Transportation.
- 负责 SQL 查询优化、架构优化、流程优化、基础代码优化。  
Take charge of SQL Query optimization, architecture optimization, process optimization, foundation code optimization.
- 负责与其他部门就新的 IT 开发需求进行合作，安排项目计划，控制项目进度和风险管理。  
Take charge of collaborating with other depts about new IT development request, scheduling project plan, control project progress and risk management.

**Github/Gitee/StackFlow 的贡献者**

**A Real Contributor of Github/Gitee/StackFlow**

长期 Long term

我一直是一个新的技术爱好者和系统从业者。从我开始工作以来，我在 github、Stackflow 和许多其他技术论坛上提出了数千个技术问题和解决方案。从 2019 年到现在，我甚至对数据和营销有了自己的愿景，构建了我第一次项目体验中所展示的数据云形象，并建立了基本的架构和设备，并将项目上传到 gitee。

我喜欢营销和零售行业的新技术和新思维。我将不断思考最前沿的技术和解决方案架构。

I am always a new tech lover and system practitioner. From my start to work, I have pushed forward thousands of tech questions and solutions in github, Stackflow and many other tech forum. From 2019 to now, I

even have my vision on data and marketing and construct the image of data cloud which is shown at my first project experience and have build up the fundamental architecture and equipment and upload the project to gitee.

I like new tech and new thinking with Marketing and Retailing industry. I will continuously think about the most frontier tech and solution architecture

## 技能 SKILLS

---

### 编程&架构 Programming & Architecting

- **Java Spring 家族 Java Spring Family:** Spring MVC Spring Boot, Spring Cloud, Spring Cloud, main class Middleware (Eureka, Gateway, Ribbon), Maven/Gradle,
- **编程语言 Programming Language:** C#,Java, Python, JavaScript (Node.js),PHP, Swift, Objective-c, Scala
- **模板引擎 Template Engine:** Ejs, Free marker
- **其他框架 Other Framework:** Express, Vue.js, Quasar (Based on Vue), Bootstrap, jQuery, CodeMirror, d3, Echarts, Razor Page
- **数据库&中间件&web 服务 Database & Middleware & Web Service:** MySQL, Postgre SQL, Oracle DB, Kafka, Redis, Hadoop, HBase, Nginx, Tomcat, Docker
- **流处理 Flow Processing Engine:** Spark, Flink
- **版本控制 Version Control:** Git, GitHub.com/Gitee.com, Gitlab,TFS
- **测试工具&追踪工具 Testing Tool & Tracker:** JMeter Cluster, Postman, Python Automation, Swagger UI, (TDD)Jasmine, Jira
- **云产品 Cloud Product:** Windows/Linux VM, Google Cloud, K8s, Huawei Cloud, Aliyun Cloud, Azure, AWS

### 产品& 原型开发&用户界面用户体验设计

#### Product & Prototype & UI UX Design

- Axure
- Microsoft Visio
- XMind
- Google Diagram

### 数据追踪技术&分析&营销工具

#### Tracking Tech & Analytics & Marketing Tools

- **Adobe Marketing Cloud:** Analytic, Target, Audience Management, Launch (DTM), Mobile Tracking
- **Google Analytics 360:** Analytics, Audience Manager, GTM, Google Optimize, Firebase for Mobile Tracking
- **A/B Test:** Optimizely, Adobe Target, Google Optimize,
- **Impact Cloud:** Partnership Cloud, Activate (Internet Pop Star Marketing)
- **DMP:** Adobe Audience Management, Google Audience Manager, Oracle Bluekai (Core Tag)
- **电商解决方案 Commerce Solutions:** Shopify / Branch

### 项目管理 Project Management

- Waterfall Management
- Agile Management & CI CD
- Budget Management & Pricing, Workload Calculation

### 工作技巧 Working Tactics

- 多任务工作 Multiple Task

- 资源分配、项目计划、跨团队协作  
Resource Allocation, Project Plan, Cross Team Collaboration
- 自我激励者、自律者  
Self-starter, Self-Disciplined
- 批判性思维、综合思维和战略思维，作为营销人员、品牌所有者、团队先驱进行思考  
Critical thinking & Comprehensive Thinking & Strategic Thinking, Think as a marketer, a brand owner, a team forerunner
- 演示者、分析思维者和故事讲述者  
Presenter & Analytical Thinker & Story Teller.

## 团队& 人力 Team & People

- 职业规划指导 Career Advisor
- 情绪和情感管理 Emotion and Feeling Mastery
- 工作激励&团队激励&激发创意  
Work Enablement & Team Motivation & Idea Lighting
- 倾听者&思考者&沟通者  
Listener & Thinker & Communicator

## 证书 CERTIFICATIONS

---

Adobe Certified SiteCatalyst Processing Rules Test  
Certification Date: Apr 2017 – Present  
License: ADB402182

Google Analytics  
Certification Date: Sep 2016 – Present

Cisco Certified Network Professional  
Certification Date: Oct 2014 – Present

CCIE R&S  
Certification Date: Mar 2015 – Mar 2017 License: #47820

全国大学生英语 6 级 CET-6: 533  
全国大学生英语 4 级 CET-4: 574

## 客户 &项目 ACCOUNTS & PROJECTS

---

### 软件&系统&数据应用 SOFTWARE & SYSTEM & DATA APPLICATION

#### NBA 生态整合&数据解决方案

#### NBA Eco-System & Data Solution

历时 Duration:2017.07-2019.07

客户 Account: NBA 中国

内容 Contents:

- NBA 中国有许多应用程序/网站，如 NBA 官方网站、官方商店、官方应用程序、QQ 官方网站、迷你程序商店。他们在这些系统中有大量的粉丝数据，但效果不佳，他们之前没有整合数据来充分利用这些粉丝数据来促进营销和销售



NBA China has many applications/web like NBA official Site, Official Store, Official app, Official QMQ site, Mini Program Store. They have large amount of fans data in these systems but with low effect they did not integrate data to make great use of these fans data to promote marketing and sales before.

- 我们设计并开发了一个数据解决方案，以满足 NBA 应用程序和数据形成有效生态系统的要求，并驱动精确的流量，增强用户粘性，促进更高的消费。

We design and develop a data solution to cover the requirement of make NBA apps and data form an effective eco-system and drive precise traffic, enhance users' stickiness and promote higher consumptions.

### **AIA 保险推销生态系统&数据解决方案**

#### **AIA Insurance Promotion Eco System & Data Solution**

历时 Duration: 2018.05-2019.05

客户 Account: 友邦 AIA

内容 Contents:

- 友邦中国有三个网站和一个应用程序，如友邦官方，友邦网上商店，友邦会员俱乐部。订单通常是在线签署的，在客户 第一次接触友邦保险之前，是在他们的网站上。有时会失去浏览过官方网站的用户。

他们希望将用户数据与保险功能集成，并将目标用户锁定在线。

AIA China has three site and one apps like AIA Official, AIA Online Store, AIA Member Club. Orders are often signed offline and before that customer first touching AIA Insurance is at their Sites. Sometime the loss of users who have viewed official site. They want integrate user data with insurance feature and lock target users online.

- 我们设计和开发了一个营销平台，帮助市场和经纪人准确识别目标客户，促进线上和线下销售。

We design and develop a marketing platform to help markets and brokers precisely recognize target customer and promote online and offline sales.

### **数据云-推荐引擎 (个人发起的 gitee 开源项目)**

#### **Data Cloud – Recommendation Engine (Private Open-Source Project on gitee.com)**

历时 Duration :2020 – present

内容 Contents

- 开发一个大数据云平台，以满足日益增长的实时或低延迟计算以及优化的数据洞察和数据应用的要求。

Developing a big data cloud platform to meet growing requirements of real-time or low latency computing and optimized data insight and data application.

设计 Design:

设计的该系统具有以下特点:

This system designed have these features as below:

- 毫秒级响应 Millisecond-level response
- 基于访问生命周期的实时计算 Visit lifecycle based real-time computing
- 高并发、高容错 High concurrency, high tolerance
- TB 级数据存储 TB-level Data Storage
- 基于 TensorFlow 的定制在线建模引擎 Customized Online Modelling Engine Base on TensorFlow

- 实时计算允许一些计算延迟。但对用户的数据响应应该尽可能快。  
Real time computing allows some computing latency. But responding data to user should be fast as possible.
- 通常在用户动作一次后的 15 秒内，应该计算出结果，并在用户下次做某事时向用户显示。Usually within 15s after a user action a time, a result should be calculated out and presented to user when a user does something next time.
- 大型可扩展、分系统独立、运行平稳 Large scalable, sub system separately and smoothly running
- 长期大数据 BI 服务 Long term big data BI service

模块代码已上载到 <https://gitee.com/david-jackson-luther-king/data-cloud>. 代码不久将不断迭代开发。

Module code has been uploaded to <https://gitee.com/david-jackson-luther-king/data-cloud>.  
Code will be continuously iteratively developed soon.

### **MetLife 大都会 – 保险代理人推荐计划**

#### **MetLife – Insurance Broker Promotion System**

历时 Duration: 2019.06 – 2019.11

客户 Account: MetLife

内容 Contents:

- 设计并开发了一个近乎实时的更新内容流量系统，以帮助营销人员获得经纪人并间接推动保险产品的销售。  
Designed and developed a near real-time update content traffic system to help marketers gain brokers and indirectly push selling insurance products.
- 管理项目进度，降低项目风险。  
Managed project progress and reduce project risk.

### **宜家– 产品推荐系统**

#### **IKEA – Product Recommendation System**

历时 Duration: 2018.06 – 2018.12

客户 Account: IKEA

内容 Contents:

- 与分析师和统计学家一起设计并开发了每日更新产品推荐系统。  
Designed and developed a daily rolling product recommendation with analyst and statisticians.
- 管理项目进度，降低项目风险  
Managed project progress and reduce project risk.

### **Merkle – 数据营销数字解决方案平台**

#### **Merkle – Digital Marketing Data Solution Platform**

历时 Duration: 2017 - 2019

客户 Account: Merkle

内容 Contents:

- 这是一个内部产品化平台，它是长期开发的。我是一名核心技术人员，专注于数据 QA 半自动化和数据报告。  
This is an inner productize platform and it is for long term under development. I was working as a core technician focus on data QA Semi-Automation, and data reports.



### **Simon i9c System**

历时 Duration: 2022.7- present

客户 Account: Simon

内容 Contents

- 重新设计网站主题，优化 i9c.simon.com.cn 主页布局  
Redesign site theme and optimize home page layout of i9c.simon.com.cn
- 优化采购相关功能，完成新的开发需求  
Optimize purchase related functions and complete new development request.
- 带领团队优化 SQL 查询、服务器体系结构和旧功能代码  
Lead team to optimize SQL Query, Server Architecture and old function codes.

### **办公系统/采购系统/人力资源系统/KPI 业绩考核系统**

**Office System/Purchase System/Human Resource System/ KPI System**

历时 Duration: 2020.03 – 2021.06

客户 Account: 南昌军校 Nanchang Military Academy

内容 Contents:

- 负责项目研究，根据技术要点解释业务需求，制定项目和解决方案架构，选择技术堆栈。  
Taking charge of project researching, interpreting business requirements to tech points, working out project and solution architecture, tech stack choosing.
- 项目管理贯穿整个项目生命周期，包括项目推介、业务分析、产品设计、项目计划、预算计划、项目进度控制、客户 报告、项目执行、UAT  
Project Management through full project lifespan, including project pitching, business analysis, product design, project plan, budget plan, project progress control, client reporting, project execution, UAT
- 在项目资源重新分配、现场报告和执行、客户 增强的需求审计和维护规划方面与客户 合作  
Collaborate with client on project resource reallocating, onsite reporting and execution, clients' enhanced requirements auditing, maintenance planning.

### **不动产管理系统**

**Estate Assets Management System**

历时 Duration: 2020.09 – 2021.4

客户 Account: 南通国融 Nantong Guorong Estate Assets

内容 Contents:

- 设计并领导团队开发和测试房地产资产账户的管理系统  
Designed and led the team to developing and testing a management system for an estate asset Account.
- 管理项目进度，降低项目风险  
Managed project progress and reduce project risk.
- 现场交付、报告和维护工作  
On-site delivery, reporting and maintaining job

## **营销分析解决方案 MARKETING ANALYTICS SOLUTIONS**

**Impact 基础的项目 Impact Base Projects:**

历时 Durations: 2021.05 – 2022.08

客户 Accounts: Parzin, Minstinct, Bookey, Cowinaudio, Fansidea, Anycubic Banggood, Adidas

内容 Contents:

- 帮助客户 成功实现 Impact Partnership 云集成，主要通过网站、迷你程序、移动应用程序  
Help clients onboarding Impact Partnership Cloud integration successfully, mainly with website, mini program, Mobile App
- 确保事件触发或订单属性正确  
Make sure actions or orders attribution correct.

### **Adobe 基础的项目 Adobe Based Projects**

历时 Duration: 2016 - 2018

客户 Account: Estee Lauder, NBA CN (Main Website & QMQ), LEVI's CN, FCA US, FCA APAC, AIA

内容 Contents:

- 领导并开发了 Adobe 数字营销解决方案，包括标签审计、数据 QA、解决方案设计、实施、测试（手动和自动化）、维护、跨域数据集成、数据应用服务。  
Led and developed Adobe digital marketing solution including tagging audit, data QA, Solution Design, implementation, Testing (Manual & Automation), Maintenance, Cross domain data Integration, data application service.

### **谷歌基础的项目 Google Based Projects**

历时 Duration: 2016 - 2018

客户 Account: Abbott, Wall Street English, Victory Secret, Arrow CN

内容 Contents:

- 领导并开发了谷歌数字营销解决方案标记审计、数据 QA、解决方案设计、实施、测试（手动和自动化）、维护、跨域数据集成、数据应用服务  
Led and developed google digital marketing solution tagging audit, data QA, Solution Design, implementation, Testing (Manual & Automation), Maintenance, Cross domain data Integration, data application service.

### **DMP 基础的项目 DMP Based Project**

历时 Duration: 2018

客户 Account: Singapore Airline, Officeworks AU

内容 Contents:

- 现场实施受众管理工具或 A/B 测试。  
Implemented Audience Managing Tool or A/B Test to site.
- 帮助分析师建立受众群，并提供广告推送建议。  
Help analysts build up audience segment and give ads dispatching recommendations.