

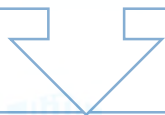
营销云架起数字营销的新桥梁

蓝色光标集团CIO/蓝色光标盈云数字CEO 武威
2016年10月

盈云数字

理想的数字营销流程

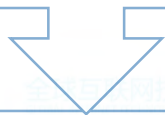
通过营销系统从各渠道抓取用户行为和交易等数据去描绘精准的个人画像



根据精准的个人画像开始贴标签，形成真正的标签化用户画像



根据这个真正的标签用户画像到更大的数据池子里面去捞潜在客户出来



然后再通过多渠道的方式跟他们进行个性化的、一致性的互动沟通

数字营销的市场痛点

C

割裂的消费者体验

- X 品牌的负面体验
- X 低转化率
- X 低成交率
- X 低忠诚度

渠道
割裂

数据
碎片

营销技术
无法互通

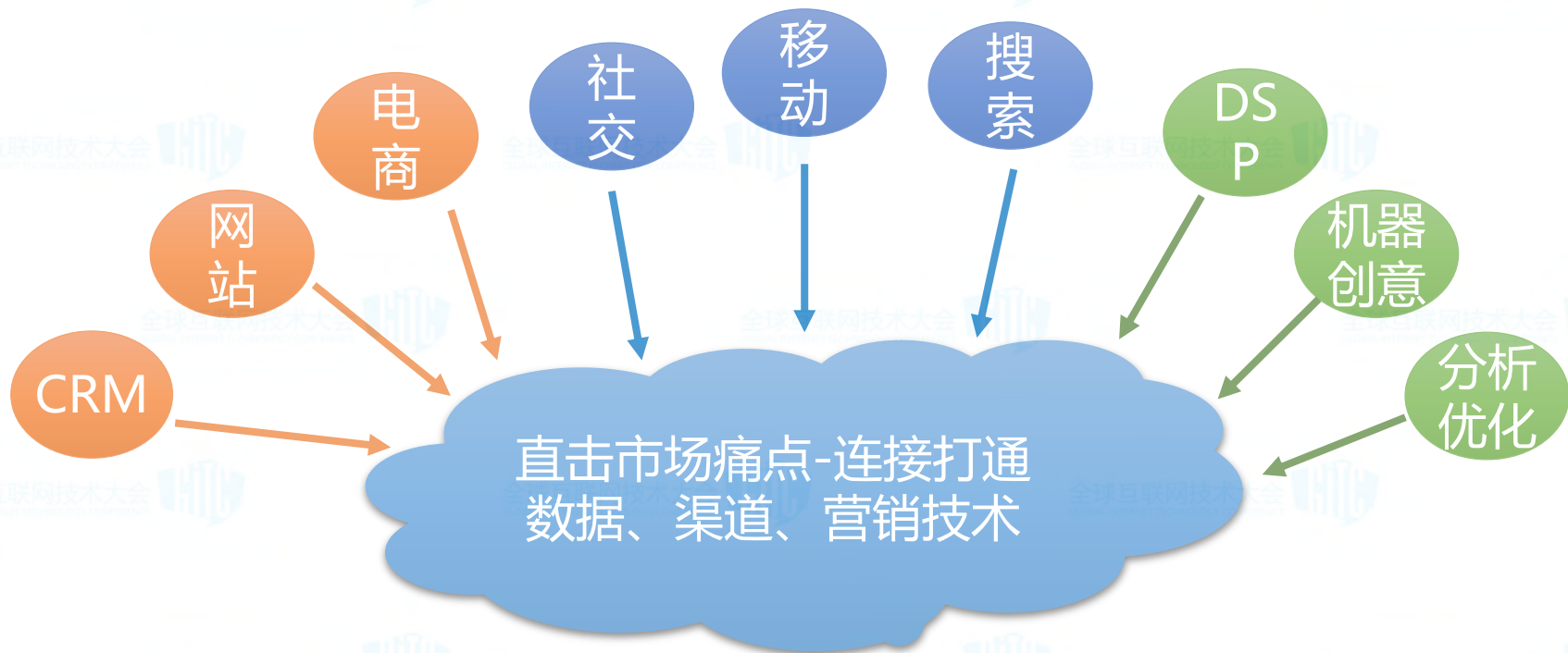
营销ROI差
品牌资产受损

B

低水平的数字营销

- X 无法基于分析执行实时的个性化营销
- X 难以了解不同客户、客群的偏好于需求
- X 渠道效果无法评估，也就无从优化

营销云符合了当前营销代理模式向自助混合模式、人工运营模式向机器运营模式、人脑判断模式向智能决策模式迁移对技术平台诉求的大趋势



深挖数据价值，营销更精准

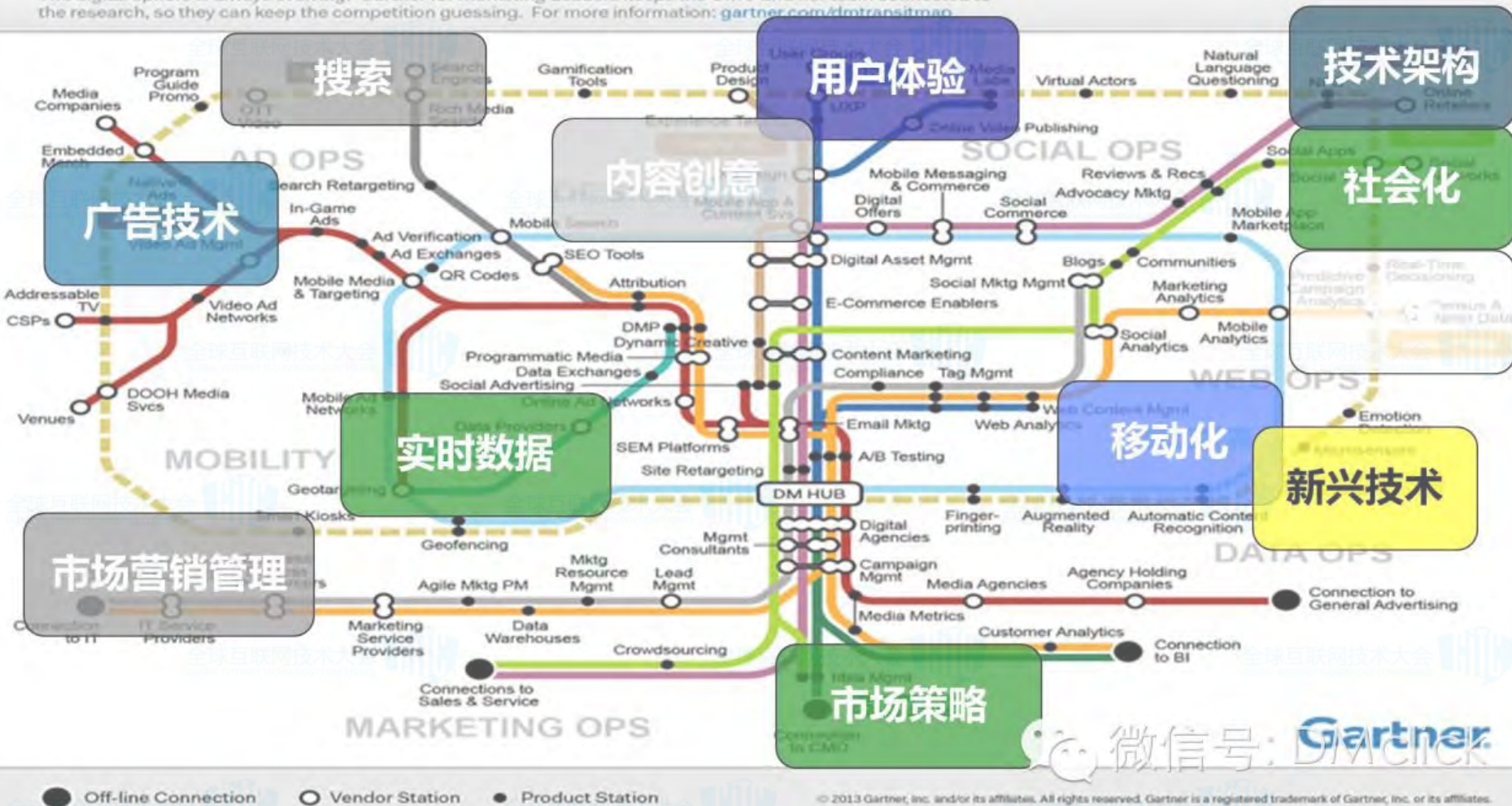
提升营销效率和效果

更好掌控各种营销技术

数字营销公交地图

Gartner Digital Marketing Transit Map

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information: gartner.com/dmtransitmap



什么才是真正的营销云/营销枢纽平台

数字营销解决方案成熟度模型

广泛性

扩展性

套件

绑定的功能

营销枢纽

聚合的能力集

点工具

离散的功能

平台

标准化的服务

单一供应商提供的多个产品，根据不同产品整合而成，不是基于共同的服务，**扩展性差**

- ✓ 供应商进了有限集成
- ✓ 单一供应商更低沟通成本
- x 套件中个别产品竞争力弱
- x 专有集成技术妨碍扩展

不同于平台只是聚焦在营销技术的某个特别主题域(domain)，营销枢纽更加广泛地解决四个关键方面(area)的问题，**通过整合消除壁垒**，以便通过多渠道与顾客进行一致的，个性化的互动沟通

单一主题领域中的单一功能

- ✓ 短时间内体现价值
- ✓ 成为最佳组合方案的部分
- x 自动化孤岛可能造成跨渠道营销壁垒
- x 可能包含了那些其他三类提供的更加经济的功能特性

单一或者两个主题领域提供一揽子需求的**扩展集合**

- ✓ 标准化服务扩展性极好
- ✓ 可有效进行流程优化
- x 依赖单一供应商的锁定风险
- x 实施周期长、见效慢

营销云的Gartner定义

- **标准化访问途径** - 营销云向营销人员和营销应用提供受众画像数据、内容、消息、 workflow 要素和通用型分析功能的标准化访问途径
- **价值实现** - 从而有利于通过手工或程序化的方式，组织与优化多渠道营销活动、顾客对话与顾客体验，并且有利于进行线上和线下的一体化数据收集

营销云通过解决四个关键问题来消除孤岛

受众画像数据

DMP

- 消除数据孤岛

- 整合多源数据，使得供应物与体验定位更加精准
- 建立市场活动和流程中的一致性的客户视图，从而保持有效沟通

工作流与协同

Collaboration

- 消除运营孤岛

- 通过策划、内容、创意和执行不断磨砺营销项目，需要内部跨部门及与外部合作伙伴无缝协同
- 统一的协同与工作流平台是打破运营孤岛的关键

智能策划

MCCM

- 消除渠道孤岛

- 顾客常常习惯于他们自身的参与方式。
- 顾客会在各种渠道与设备中自由切换。
- 多渠道营销项目需要实时的、以智能化、自动化的方式优化每一次互动体验。

统一衡量与优化

Analytics

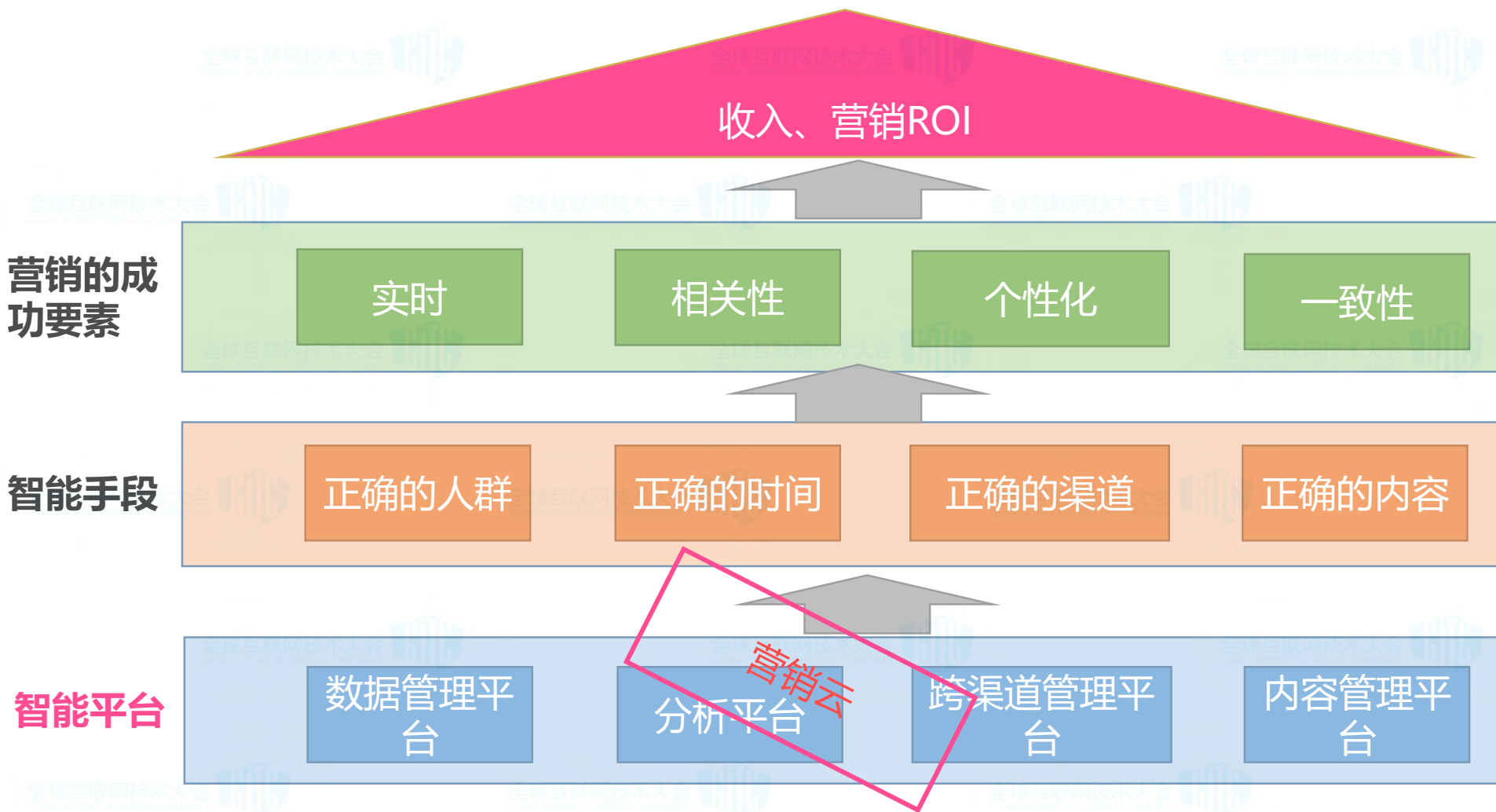
- 消除分析孤岛

- 分析平台使营销人员优化投资、提高产出
- 用户数据的分析与洞察、渠道效果监测与优化、营销效果的衡量与优化

营销云不只是一个企业内部的应用系统，它致力于通过API经济打造一个营销服务生态圈



营销云是智能营销的基石



全球营销云三类玩家



成长到“独角兽”阶段的同类公司



营销自动化与分析SaaS平台
在纳斯达克首次公开募股，在2016 Q2被Vista Equity Partners以**18亿美元**私有化及收购



营销技术SaaS公司
Pre-IPO，2016年销售额预估3亿美元，1300+员工，估值接近**15亿美元**，总计融资2亿美元。



商业信用报告和营销服务集团
年收入46亿美金，在80个国家运营，员工17000名，在伦敦股票交易所上市，目前市值**148亿美元**



广告技术公司
Pre-IPO，年销售额6亿美元，700名员工，估值接近**20亿美元**，总计融资额1亿美元（Series C）。



数据驱动营销平台
在NYSE首次公开募股，后续被Salesforce以**25亿美元**收购，以组建Salesforce营销云。



Inbound营销云概念创建者
中小型企业提供一站式营销软件，于2014年8月纳斯达克上市，目前市值**21亿美元**



消费者营销SaaS平台
在纳斯达克首次公开募股，后续被甲骨文以**10.5亿美元**收购，与其他几家被收购的公司一起组成甲骨文营销云

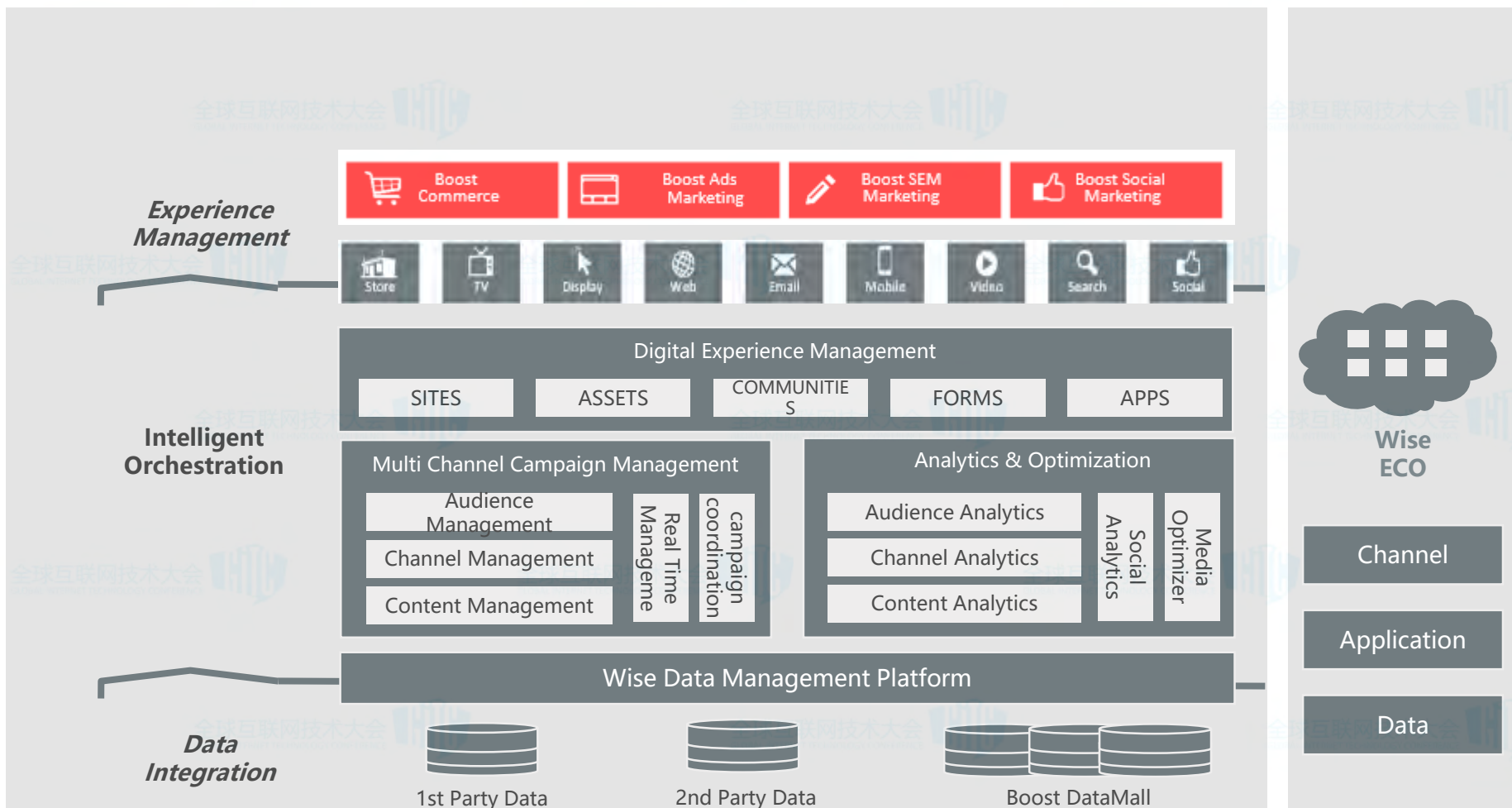


领先的营销自动化软件提供商
总计融资1.1亿美元，估值约**11亿美元**

国内营销云还在出在引入期阶段



营销云核心业务架构图



案例剖析

John needs some financial help...

My car always
breaks down...
I need a new
one

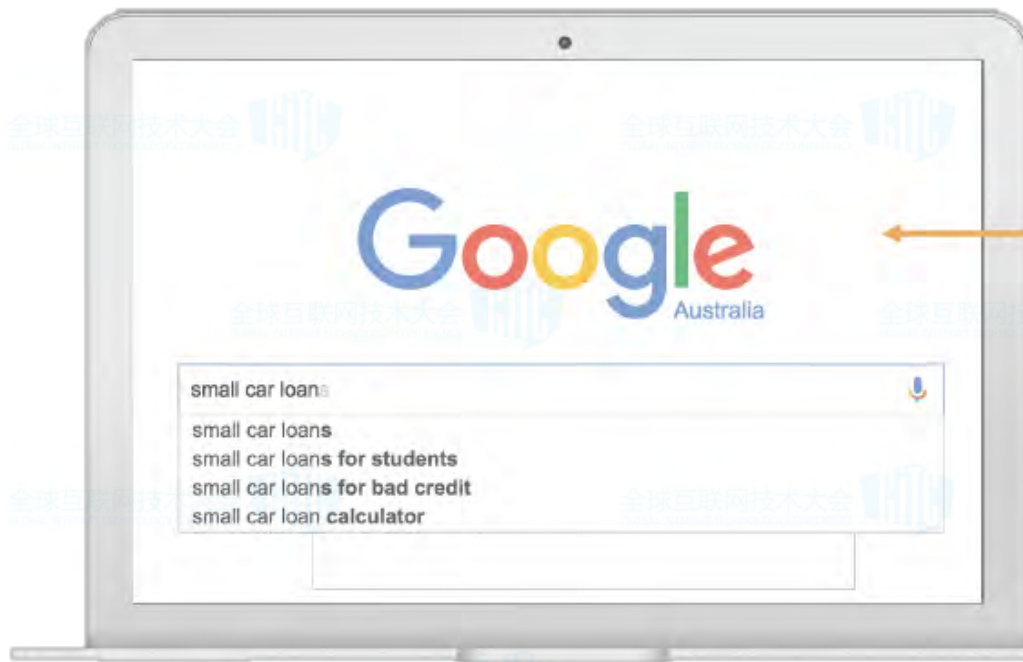
...but cars are
so expensive
these days &
I'm a student!

...I wonder if I
can get a small
loan!



案例剖析

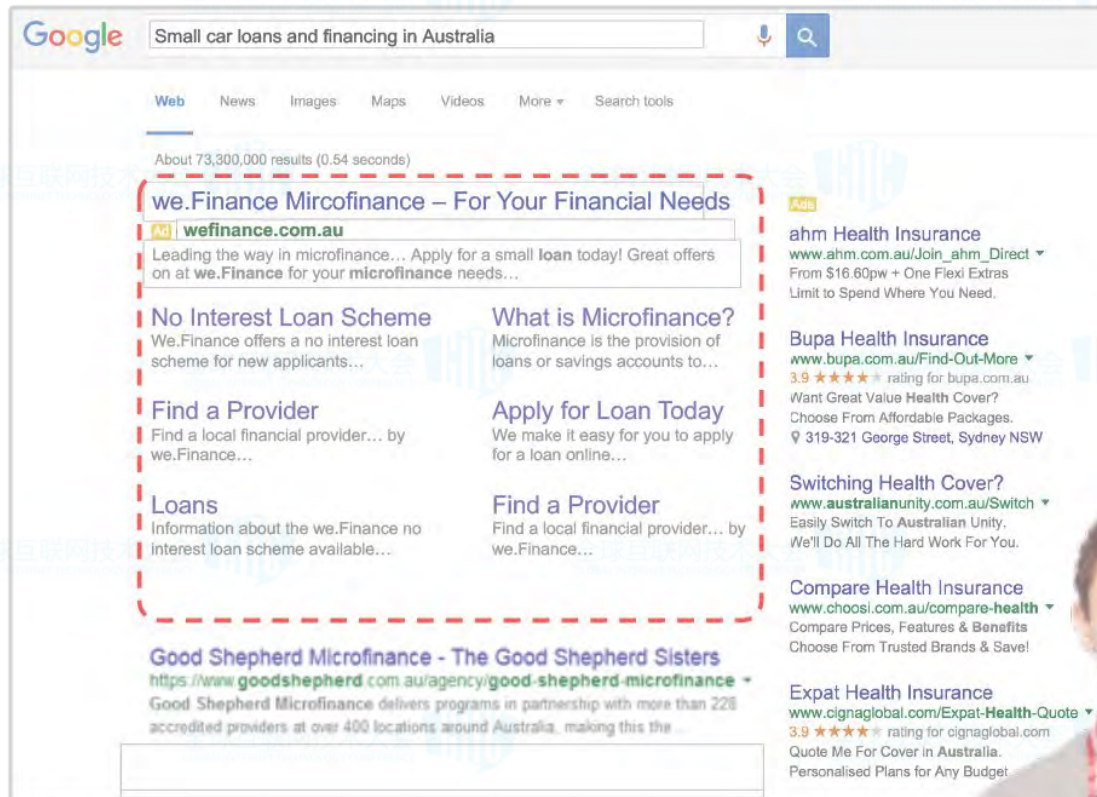
John starts his search...



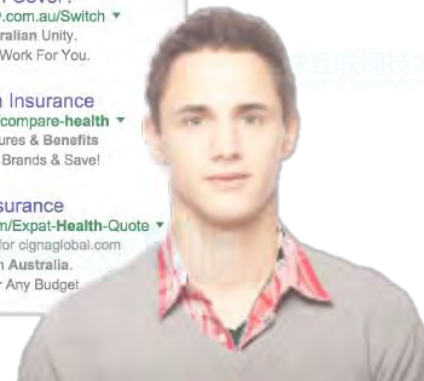
- John uses his favourite search engine to begin his research.
- This is just a simple search through his web browser.



He quickly finds some suitable search results...



- Through **Adobe Media Optimizer**, he is presented a paid search ad from we.Finance.
- He also get a number of organic search results but decides to click on the first result he sees.



He starts the application process...

- John starts to navigate through the we.Finance website, naturally finding products that may fit his needs.
- **Adobe Analytics** tracks his site engagement and behaviours – even though he's anonymous.
- At this stage he decides to take no further action and leaves the site



After a break John goes on a different website...

The screenshot shows the we.Finance website, which is part of The Sydney Morning Herald BusinessDay. The header includes navigation links for News, Markets, Quotes, Portfolio, Budget 2015, Money, Property Focus, Small Business, Executive Style, Compare & Save, and Events. A prominent banner at the top right offers a car loan with reduced interest rates for 2 months. The main content area features a 'Markets Live' section with a headline 'ASX falls into bear market' and a live update on the ASX index. Below this, there are articles about CBA seeking to calm nervous shareholders and Telstra's 'Vodafone' moment. A sidebar on the right displays market data for Australia, Asia, America, and Europe, along with currency exchange rates for the US Dollar, Euro, and British Pound.

- John decides to visit a different website and is retargeted with a relevant display ad using Adobe Media Optimizer.
- The relevance comes from leveraging Adobe Analytics data to personalise the display ad.
- We can also entice John with a compelling offer in the ad as a value exchange.



CALL CENTER

He decides to take action...



- John decides to call we.Finance to discuss his options.
- This data is stored in a silo'd offline CRM database.
- It'd be great if we were able to use this offline data to make more informed decisions on our media spend, as well as to enhance the customer experience.



E-MAIL

The company emails him the details he needs...



- John receives a Product Disclosure Statement (PDS) via email.
- He clicks in the email but takes no further action.



E-MAIL

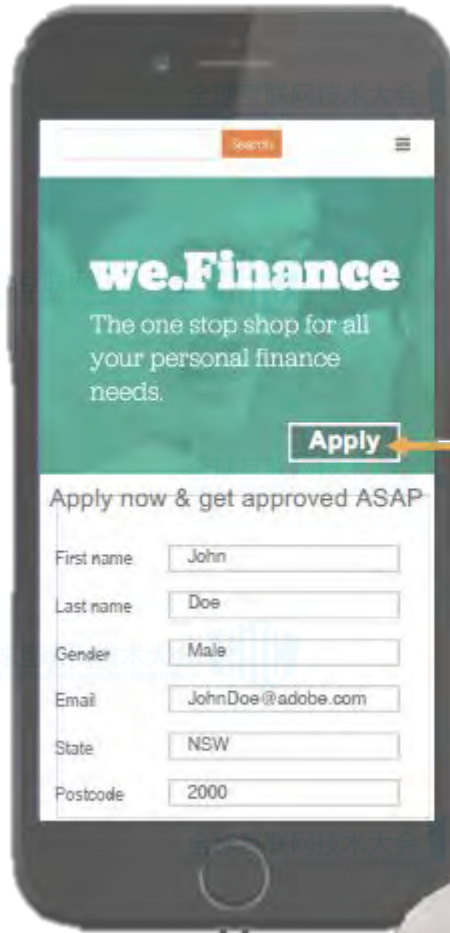
He is also reminded of the available offer...



- 3 days later, a reminder email with educational material is sent to John.
- John opens the email on his mobile device.
- This time he clicks through and returns to the website.

Now let's enhance his onsite experience...

MOBILE

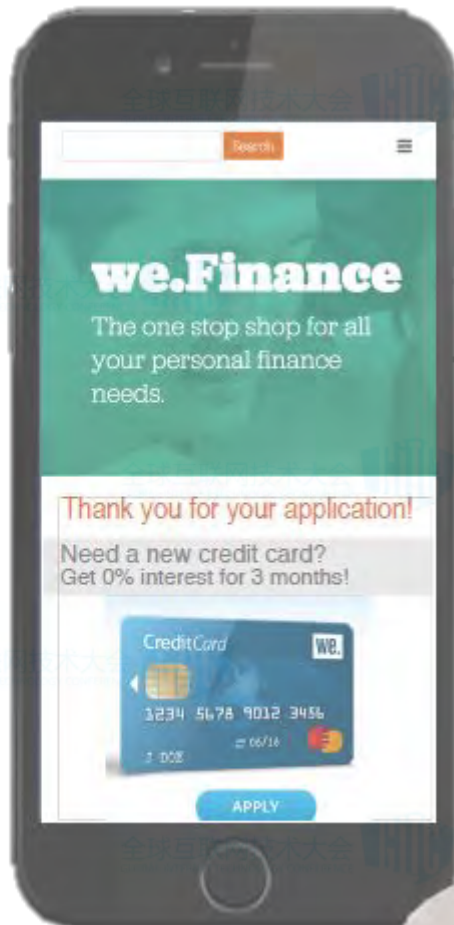


- Now that John has returned to the we.Finance website and we've validated that he's not yet converted through offline data.
- Yet he's still actively engaged with the brand as reflected in online data.
- We can now use Adobe Target to personalise his onsite experience to give him an optimal path to conversion.
- And we can test and optimise site experiences through a marketer friendly interface.

Marketing Cloud

MOBILE

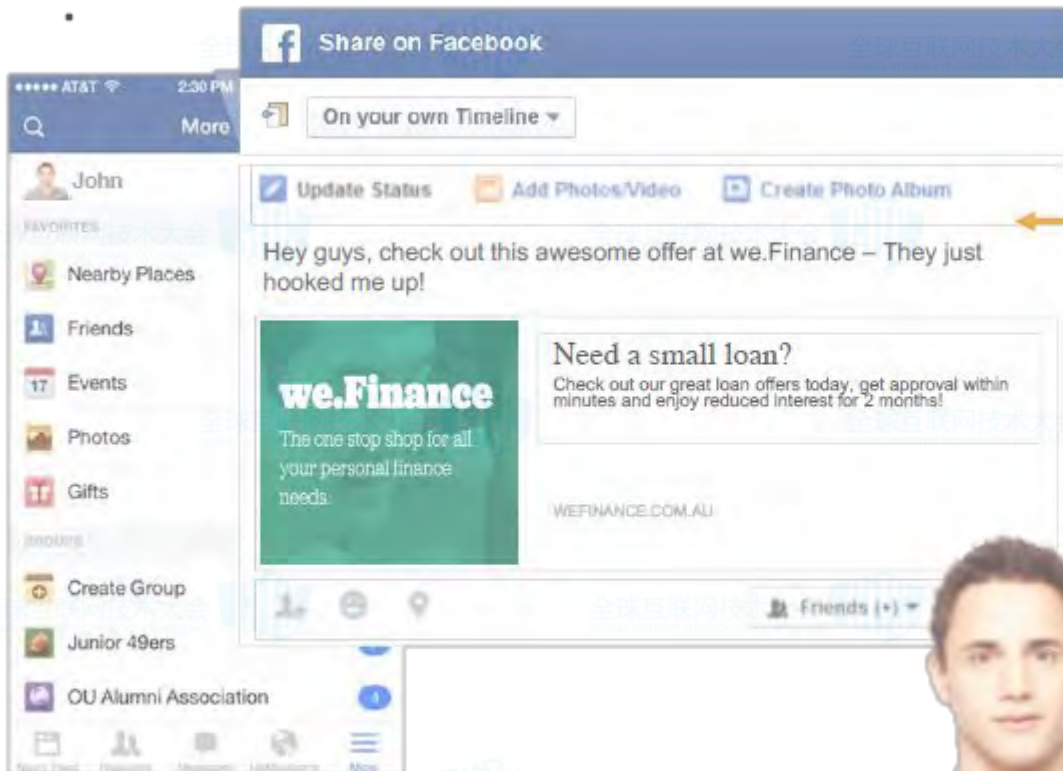
Now we can add more value upon conversion...



- Once John has converted, we can present him with the next best offer.
- He can choose to take advantage of the offer or share it with friends.
- Either way, we can track this behaviour with **Adobe Analytics**.

After converting he decides to share his experience...

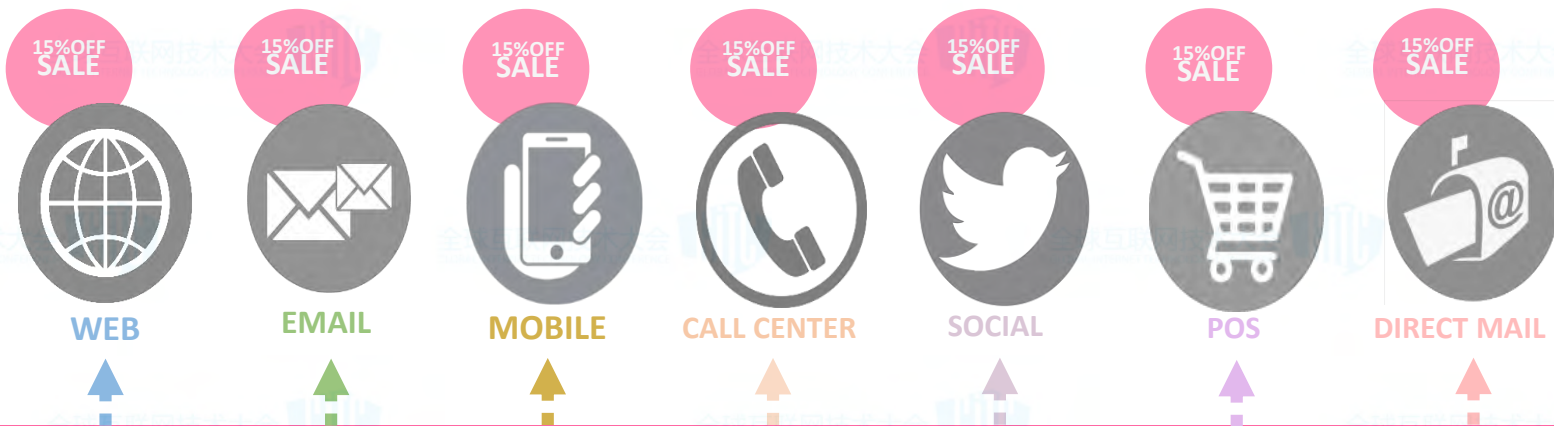
SOCIAL



- Once he's enrolled, John shares his experience on social media with his friends.
- This feeds the acquisition strategy for we.Finance.
- And we can continue our journey of enhancing customer and prospect experiences across the brands.



整合的数据 + 整合的渠道 + 整合的消息内容 = 一致性的体验



WISE 营销云平台

数据

内容

营销云关注的是完整的客户营销生命周期

全球互联网技术大会
GLOBAL INTERNET TECHNOLOGY CONFERENCE

全球互联网技术大会
GLOBAL INTERNET TECHNOLOGY CONFERENCE

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Marketing Cloud

欢迎访问微信公众号：营销云时代



Thank You !

Think big, start small, and move quickly