“大数据时代的智能营销”沙龙

2016年12月28日，以“大数据时代的智能营销”为主题的沙龙活动，在多维空间（金桥）科创中心成功举行，此次活动邀请了同道COO—Charles、BDP华东区总经理—孙佳和TalkingData总监—王振关，分别就“数据运营提升用户价值”、“可视化让数据变成生产力”和“大数据应用案例分享”做了主题分享。此次活动很荣幸邀请到以上三位嘉宾的到来，并与线上线下观众进行更深一层的交流、互动，让更多的观众朋友了解到大数据如何杀出营销重围。虽然此次沙龙活动圆满结束，数据运营却刚开始，精彩依然继续！

**The Salon of “Smart Marketing In the Era of Big Data”**

On December 28th, 2016, a salon themed "Smart Marketing In the Era of Big Data" was successfully held in the Hyperspace Innovation Center(JinQiao) . This event invited Charles, the COO of TongDao; Sun Jia, the general manager of east China of BDP; Wang zhenguan, the director of TalkingData. They shared their thoughts on “How Data Operation Improves Users Values”, “Visualization Turns Data into Productivity” and “Case Sharing of the Application of Big Data”. We really appreciate their sharing and interaction with both online and offline audience, which made more people learned how big data help in the marketing. Although the salon ends, it’s just a beginning for data operation.