



« Digital Consumer Insights » 数字消费者洞察

What | Why | How

In Need of Digital Consumer Insights

为什么需要数字消费者洞察？

由于数字技术的快速发展，消费者的媒体使用行为也随之发生了翻天覆地的改变。比如80后和90后这些年轻一辈们，由于和他们的父辈们所经历的时代不同，注定了他们在价值观念、生活形态等各方面的差异，他们对网络和智能手机的依赖是父辈们无法企及的。

从目前趋势来看，数字媒体将在消费者生活中扮演越来越重要的角色，这一点毋庸置疑。数字媒体和传统媒体最大的不同是，他们能为我们提供更多样化、更生动的表现形式，帮助我们更精确地定位到消费者，并快速有效地和消费者建立互动。在数字时代，消费者不再是被动的接收者，而转变为主动的传播者。

很多广告主在互动媒体上已经做了很多相关的活动，但是：互动也要讲究创新，单纯的信息发送已经不能引起消费者的兴趣，必须要通过消费者乐于接受的方式、利用媒体平台的独有特征进行沟通。我们经常说一句话，不是最贵的媒体才是好的媒体，而要积极地寻找最适合消费者的媒体。因此，互联网广告和营销需要特别重视对消费者的了解，深入挖掘数字消费者洞察，才能准确地把握住和消费者沟通的脉搏。

The ComRatings Red Book collection provides synthetic views of internet information sources relating to a particular key digital marketing and advertising topic, and describes the appropriate methodology to leverage on this type of information and convert it into competitive advantages.

讯实网络红皮书主要是对于一个特定的关键互联网营销和广告话题，提供了基于互联网不同信息的综合分析，并介绍最合适的营销工具和手段，将这个综合分析转化为竞争优势。Primarily written for marketing & advertising professionals and market intelligence practitioners, the ComRatings red books are also of interest to students, teachers, librarians, and to whoever needs to learn more about a specific subject on digital marketing & advertising.

讯实网络的红皮书主要是为营销和广告专业人员，以及市场分析从业人员，提供数字营销和广告领域一些关键议题的相关信息。

In order to improve our red book publication, we are willing to hear more from you: please post your comments to info@comratings.com for any insight and question.

为了进一步提升我们的红皮书内容和分析的水准，我们欢迎您任何宝贵的意见：请将您的宝贵意见或建议发送至：info@comratings.com

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What is « Digital Consumer Insights »?

什么是«数字消费者洞察»?

Analytics techniques dramatically reshaped conventional approaches including market studies, survey panels, and focus groups in the way to comprehend and apprehend buyer behaviors: This first evolution was the beginning of a much stronger wave of changes. Indeed many consumer analysis paradigms fall apart as it is possible today to measure behavior trends in real-time. The overall «Digital Consumer Insight » should be reconsidered.

分析技术通过更加全面、实时、精确地测量和分析互联网上消费者的行为和态度，从而极大地改变了包括问卷调查、小组访谈等传统的市场研究和分析方法。

Globally defined as «the knowledge a company has about the digital behavior of its customers», the Digital Consumer Insight activity actually encompasses a systematic process to analyze buying patterns assuming they translate into behavior-conditioned and attitude-driven actions and opinions. As a consequence, «Digital Consumer Insight » consists in the multi-component analysis of digital media trends (representing a culture), attitudes and values (of a community), and consumer actions or opinions (representing buying behaviors on a given period of time).

一般而言，数字消费者洞察的定义是指一个企业对于他的消费者数字行为所掌握的知识。更加精确地讲，数字消费者洞察包括了一个分析用户购买行为的系统过程。因此，数字消费者洞察包含了数字媒体使用趋势、消费者意见和态度，以及消费者行为和反馈等多方面的分析。

With Web 2.0 and social networks, the propagation of information may do or undo the image or the value of a brand in a few days whereas it might have taken years to build it. As brand reputation directly impacts buying behaviors, product managers and brand managers may complete market segment approaches based on geographic, social-professional criteria with an iterative, reactive approach focusing on consumer micro-communities.

随着web2.0和社交媒体的崛起，信息的快速传播可以在几天之内捧红或毁灭一个品牌的价值。由于品牌的美誉度直接影响了购买行为，产品经理和品牌经理会将更多的社区消费者信息考虑进目标用户和市场的分群。

Software solutions and dedicated databases are used in that process since consumer digital behavior and opinions change rapidly, are published daily by millions, and are difficult to track manually. Typically software solutions help in automating the process of collecting, filtering, archiving, and analyzing consumer opinions.

由于消费者的数字行为和态度的信息变化迅速，数量巨大，并且很难用人工方式追踪，因此软件解决方案和专用的数据库成为了数字消费者洞察分析的必要工具。软件解决方案帮助将消费者的数字行为和态度信息自动采集、过滤、存档、并分析，最终产生数字消费者洞察。

Differing Use Cases

广泛的应用案例

Improving Product Development 改进产品开发

« Digital Consumer Insight » is a direct and immediate way to anticipate new consumer needs and is used to rationalize product development and to manage brands. Also « Digital Consumer Insight » is ideal to identify potential improvements of existing products by leveraging on consumer' s feedbacks.

In that regard, a consumer goods company was able to test 200 options through tracking behavior after the launch of voting campaign, and picking the right name of a particular product. This way, the company took benefit of the digital consumer insights to engage with its customers for fine tuning its packaging. This product is very successful today.

数字消费者洞察是预测消费者新增需求时最直接和立即见效的方法，因此可以有效帮助开发新产品、改进现有产品、和管理品牌。

一个著名的消费公司为了给他们的一个新产品挑选一个最合适的名字，发起了一个投票活动，提供了200多个名字供选择。他们通过分析用户在挑选名字之后的行为和态度的反应，确定了最佳的名字选择，并找到了和这个名字相关的消费诉求，最终帮助这个产品热卖。

Planning Social Marketing 策划社交营销

A well-known on-line selling company wished to improve customer acquisition by creating an on-line community. They studied the digital behaviors of their most loyal customers, and find the key elements for word of mouth marketing through identifying the interests and perception map of most loyal consumers to the company' s products. Then they use the key elements to launch a SNS marketing campaign.

As a result, from receiving feedback from existing loyal users and no longer from the company, the company measured a higher acquisition of new customers and a stronger commitment of existing customers to their products and brand name.

一个著名的电子商务公司希望开展社交营销，以便加大力度获得更多用户。他们仔细研究了现有最忠实用户的数字行为特点，发现了这些用户对产品和服务的兴趣和关键认知，并基于此，找到了用于社交营销的关键要素，包括关键的产品诉求、热门词汇、意见领袖、影响渠道等。他们通过社交营销的关键要素，策划了一个非常成功的社交营销互动。

最终这个公司成功达到了他们的目标，用户数量快速增长，同时用户忠诚度也进一步提高。

Deliver High Performance Brand Management and Marketing 开展效果卓越的品牌管理和营销

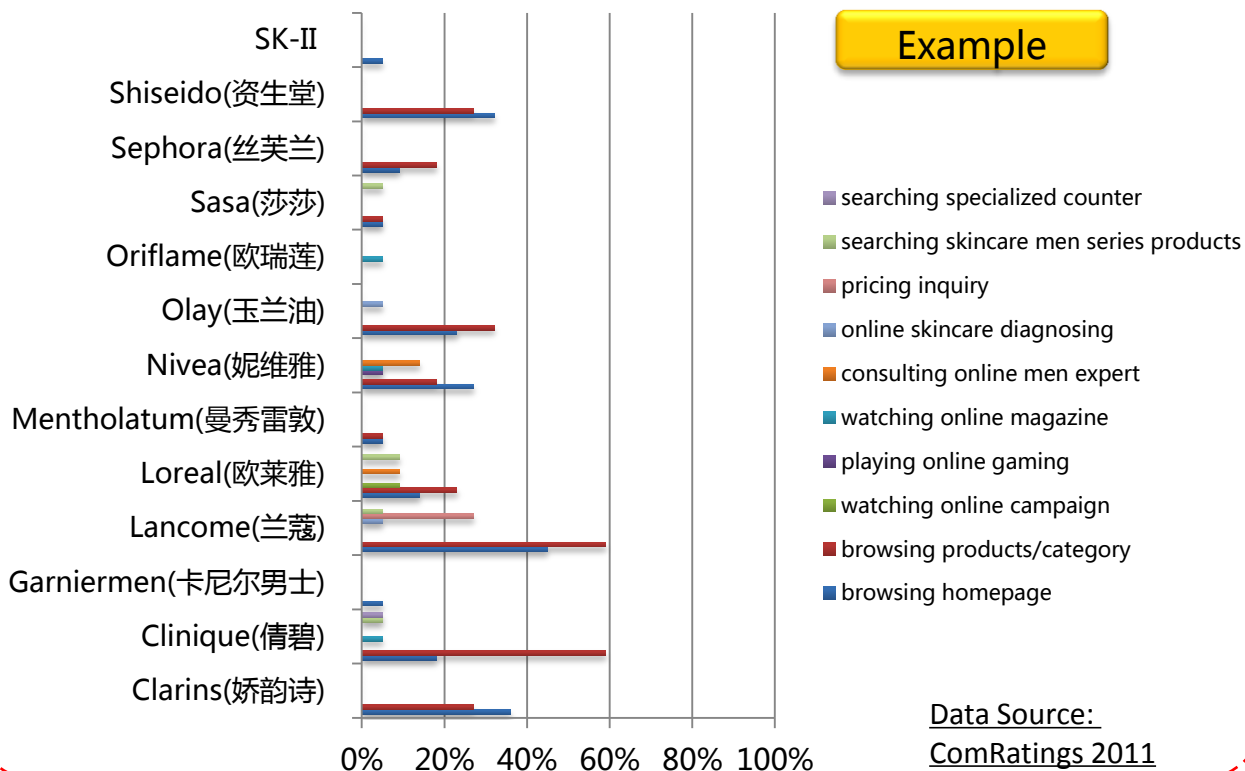
It is crucial for brand managers to measure and analyze the impact of an on-line ad campaign. In that regard, "Digital Consumer Insight" helps understanding the typology and the nature of consumer opinions and how they amplifies or diminishes over time. Indeed, it is important to quickly react when an ad receives low or negative traction or when a perception discrepancy surfaces after an ad was released.

Nowadays, the analysis of digital consumers during a TV show or during an ad campaign is part of the daily routine of large corporation communication department.

对于品牌管理人员而言，有效衡量和分析数字广告和营销的效果非常重要。数字消费者洞察能够帮助全面而真实的理解消费者对于广告的意见和反应，以及在一段时间过程中，消费者对于品牌反馈的变化。因此，品牌管理人员可以及时调整广告和营销策略。

今天，在电视广告和互联网广告投放期间，持续不断的分析消费者的网络行为变化已经成为很多公司营销和公关部门日常的重要工作

Activities in Branded Website after Ad Campaign 广告投放后品牌网站访问分析



Performing Successful Advertising Research 实行成功的广告研究

Why should advertising be any different? We do have the evidence that great creativity drives positive financial impact. But like all creative crafts, advertising benefits from feedback—not just the feedback of the client or colleagues—but, even more critically, from the target audience.

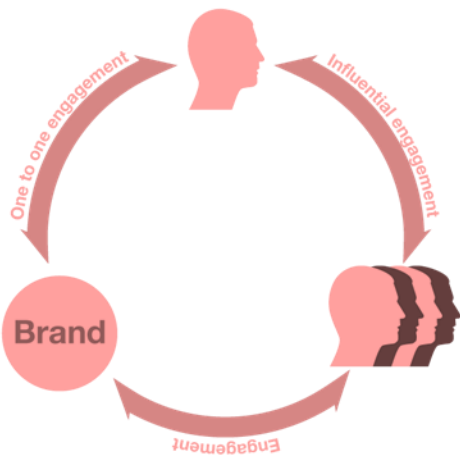
不同的广告为什么会有天壤之别的效果？我们有明确的证据表明出色的创意可以带来卓越的财务回报。但是就像所有的广告创意，广告效果得益于客户或同事的反馈，但是更精确的说，应该是来自目标用户的反馈。

Therefore, we need diligently test and refine the creative before the actual launch. Copy testing can provide a protected environment where advertisers can test their acts before they take them on the road. However, there is no way to precisely predict what kind of feedback the general market will provide. But smart testing using digital consumer insights can anticipate those reactions and enable marketers a chance to refine and perfect their creative work.

因此，我们需要花费很多时间和精力在广告启动之前测试和优化广告创意。传统的创意测试可以在一个安全的环境中测试广告的效果。然而，没有任何办法可以精确地预测目标受众和市场会产生什么样的反馈。不过，利用数字消费者洞察的测试可以有效预测目标受众的反应，从而帮助营销人员优化和改进他们的广告创意。



Identifying Thought leaders and influencers 发现意见领袖



In 2010, a consumer goods company registered some substantial reactions after it decided to remove a popular product from the market. Indeed, more than 14,000 members expressed their disagreement with that decision. At to take into account that supportive reaction, the company re-entered that product on the market to meet the consumer's passion rather than profit. This example illustrates the influencing power that internet users may have face to large corporations.

Nowadays, it becomes critical for companies anxious or sensitive to consumer's reactions to identify the persons who lead opinions through a systematic segmentation and analysis of influences over the web sources and contents.

一个著名的消费品公司在2010年决定取消一个产品的生产，在很短时间内，引起了一些关键消费者极大的反对，迅速引起了查过14000人的不满。这个公司最终决定重新继续这个产品的生产，为了满足消费者的品牌兴趣而不是销售利润。今天，越来越多的公司对消费者的反应越来越敏感，因此通过系统地分析消费者数字行为，从而找到在互联网上对其品牌产生极大影响的意见领袖是至关重要的。

Performing Successful « Digital Consumer Insights » Intelligence

如何成功开展«数字消费者 洞察»分析？

Customer Insight Insight Consommateur Digital Consumer Insight
数字消费者洞察 Web 2.0 Focus Group Customer Intimacy Sentiment
analysis Opinion tracking Voice of the customer Word of mouth
Social media Market Studies Perceptual maps Segmentation
Trends watching User Reviews User Generated Content (UGC)
Consumer-Generated Media Conversational Media Marketing Viral
Ambient Intimacy e-reputation Purchasing Behavior 在线购买行为

Step 1

Define your key intelligence topics as well as their functional goals

明确消费者洞察分析的主要目标和分析的议题

- Are we measuring the impact analysis of an ad-campaign,
- 我们是要评估广告效果吗？
- or the consumer perception of our product,
- 我们是要了解用户对我们产品的体验码
- or are we looking at identifying the core values of a pre-defined population,
- 或者我们是要了解一个特定人群的价值定位
- or at better understanding a consumption trend?
- 或者更好了解潜在的消费趋势？
- Then break down those goals into several measurable parameters: It is important to know whether the impact analysis of a TV ad will focus on a single forum of discussions just after the ad or if the impact analysis will consist in analyzing longer term trends based on hundreds blogs, forums and web sites.
- 之后将这些目标转化为可衡量的分析指标，以明确分析的维度和周期

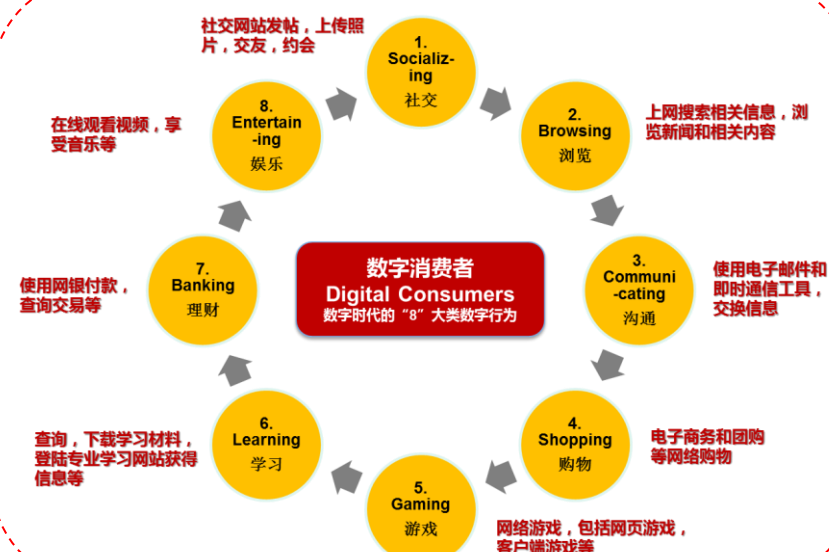
Step 2

Segment the groups of population by the digital behavior to identify media they use to communicate to and the key consumption trends 按照数字消费行为对用户分群，找到行为和媒体访问特点

Step 3

Collect opinion and attitude of consumption, and combine attitude with clickstream for holistic analysis 收集消费意见和态度的反馈，将数字行为和态度整合分析

- Serve target survey based on respondent' s online behavior 按照用户的数字行为特征，在用户广告曝光或点击的当时提供问卷，了解消费意见和态度
- Pop-up online questionnaire for target respondent at any time 面向目标用户，定向了解消费态度
- Precise & Time-saving solution for online surveys 提供了精确、高效的在线问卷方式
- Holistic analysis of consumer consumption of "clickstream + attitude" 行为+态度的完整消费分析



Analytics Tool for « Digital Consumer Insights »

«数字消费者洞察»的分析工具

As to set a systematic and cost-efficient process to collect and to automatically categorize such amount of data, it is convenient to rely on a flexible software based solution. A suitable analytics tool would support an arbitrary and expandable analysis that can adapt.

为了开展系统和低成本的数字消费者洞察分析，以便能够自动采集和分析大量的数字消费者数据，我们需要使用灵活的基于软件工具的解决方案。合适的分析工具解决方案可以有效支持形式多样的数字消费者洞察的分析。

A suitable analytics tool for this purpose is called digital audience measurement & analytics software. It is not based on the cookie technology that will cause significant uncertainties and bias in the analysis due to cookie deletion.

用于数字消费者洞察分析的最佳分析工具称为数字用户测量和分析软件。这种软件不是基于网页访问的Cookie技术，因为Cookie删除会造成分析数据的极大偏差。

The best digital audience measurement and analytics tool should meet these functionalities:

最佳的数字用户测量和分析工具应该具备如下的主要功能：

- ❑ 360Degree digital insights capability 360度的全面数字行为测量
- ❑ 7×24 hrs continuously capture and record online activity of internet user 7x24小时不间断的采集和分析
- ❑ Support home/office/iCafe users/Mobile 支持不同的互联网接入终端，包括家庭、办公、网吧、移动终端
- ❑ Behavior targeting survey Capability 行为定向的调研问卷功能
 - ❑ Serve target survey based on respondent' s online behavior
 - ❑ Pop-up online questionnaire for target respondent at any time
 - ❑ Precise & Time-saving solution for online surveys
- ❑ Creative testing and ad effectiveness measurement capability 广告创意测试和广告效果评估功能
 - ❑ Content replacement technology
- ❑ Video clips measurement technology 在线视频测量功能

As an innovative analytics tool, ComTracker by ComRatings is able to perfectly deliver these functionalities, and has helped many leading marketers, research agencies, and advertising agencies to obtain and analyze the digital consumer insights.

讯实网络的ComTracker作为有效的分析工具，可以非常好地达到这些功能。ComTracker 已经成功地帮助了很多营销客户、专业研究公司、以及4A广告公司有效地挖掘和分析数字消费者洞察。

comTracker™



About ComRatings



关于讯实网络

讯实网络 (ComRatings) 是领先的互联网用户分析及营销优化的技术和服务提供商, 并专注于互联网视频营销领域提供营销优化解决方案。ComRatings is the leading provider of the digital audience analytics & marketing optimization technology and services provider in China, with a specialization in Internet video marketing solution.

我们致力于使用创新的互联网用户测量和广告评估技术, 基于讯实网络专有的DAO(Digital Analytics & Optimization) 数字分析和营销优化平台持续积累的海量数据分析, 为广告主和广告公司提供一站式的营销优化解决方案, 帮助广告主和营销客户不断提高网络视频营销的投资回报率。Leveraging our innovative technology of digital audience measurement and marketing optimization, and the large data of our proprietary digital analytics & marketing optimization (DAO) platform, our mission is to provide the innovative marketing optimization solution with a specialization in Internet video to help advertisers get the best results through proper advertising allocation.

上海讯实网络科技有限公司总部位于上海市, 来自互联网营销领域的高端人才与管理软件人才优势互补, 共同打造中国领先的互联网用户分析和营销优化平台。在北京、南京、苏州等多个地区设立营销中心, 并先后获得上海张江高科2010年度最具成长潜力企业奖, 2011年上海科技创新奖和基金扶持。此外, 讯实网络与多家国际知名的研究咨询公司建立了战略级合作伙伴关系, 全方位展开深度合作。