

Digital Marketing Through Asian Media – China

Presented by
Glogou
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- ✓ #1 travel platform in China
- ✓ Precise targeting
- ✓ Social Engagement
- ✓ Trackable Conversion



- More than 50 million audience with corporate travel clients as the main group
- Outstanding products and comprehensive services
- Online and offline diverse marketing methods



More accurate platform



Deeper cooperation



More diverse choices

According to Ctrip's characteristic and audience, we've successfully provided high quality promotional programs for customers from different industries including **tourism, finance, automobile, FMCG (fast moving consumer goods)**.

Ctrip is much more than a booking platform.

Ctrip

The most influential online travel agent and travel media



Demographic

- Age
- Gender
- Income
- Career

Destination

- Location
- By days
- GPS

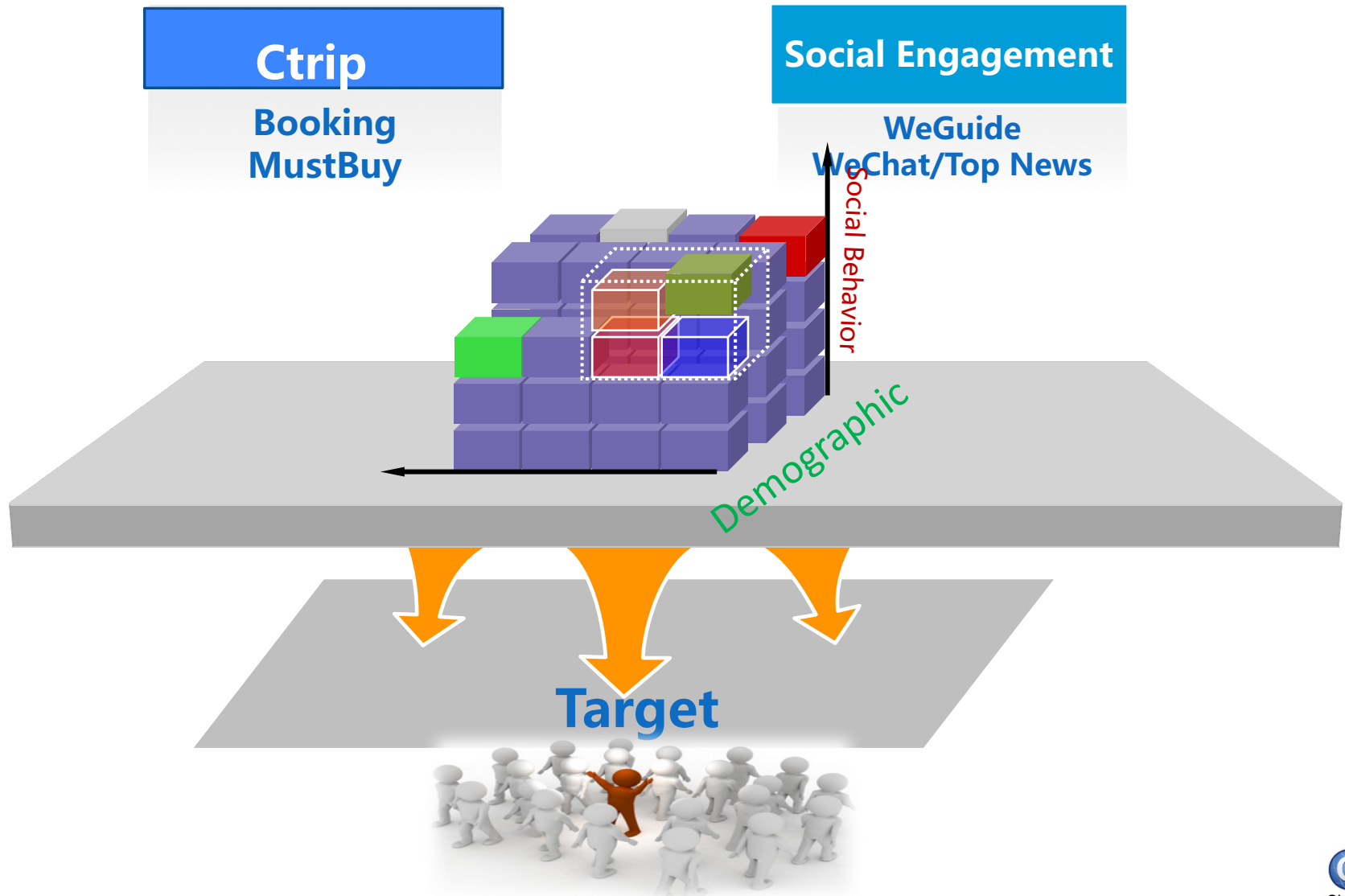
Interests

- Shopping habits
- Groups
- Travel History

Promotion Channel

- Social Behaviors
- Interactive Engagement







Engagement through entire trip

From booking ticket to travel engagement

- When to travel
- Where to travel
- What to buy
- Why to buy

Before Travel – **Must Buy**

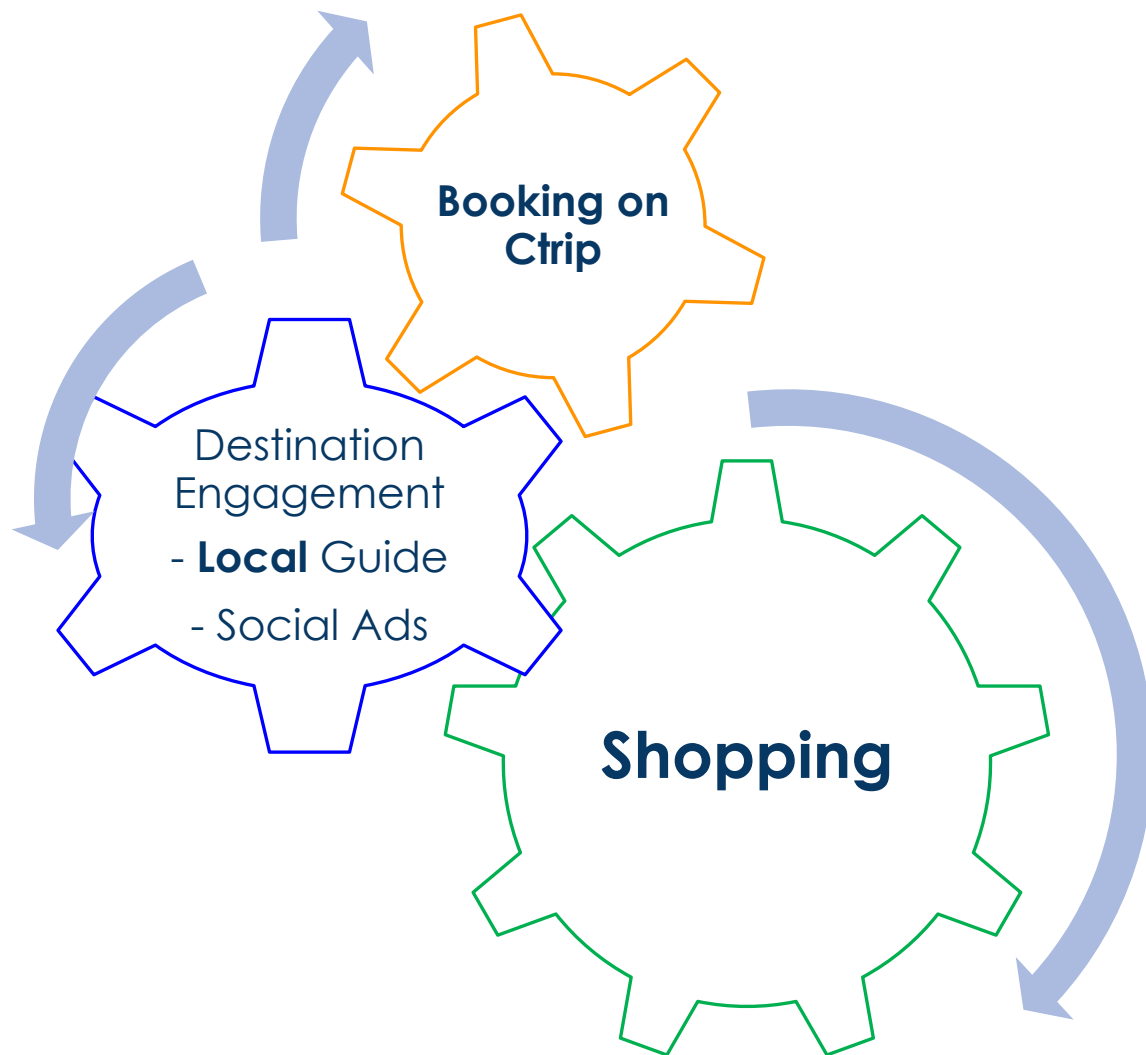
Banner Ads to show
destination shopping
deal

During Travel - **WeGuide**

- Local help
- Personal help
- Social Ads

Stick Engagement

- 1 Age
- 2 Travel Time
- 3 Gender
- 4 Destination
- 5 Shopping Behavior
- 6 Travel History
- 7 Social Behavior
- 8 Re-marketing





CTRIP Ads Channels

- ✓ WeGuide
- ✓ MustBuy
- ✓ SocialAds
- ✓ Location of Banner Ads



STEP1



Book Ctrip DIY tour products
(i.e., flights, hotels, etc.)

STEP2



Invite “will-go” travelers to
join in Wechat or IM group
organized by Ctrip.

STEP3



Ctrip IM group **Ctrip Wechat group**
Tour guide push local entertainment
info in the group.
Travelers share travel tips with each other.
Join in Ctrip Wechat tour guide group.
Push brand promotion info in group chat,
so as to influence users in a natural way.

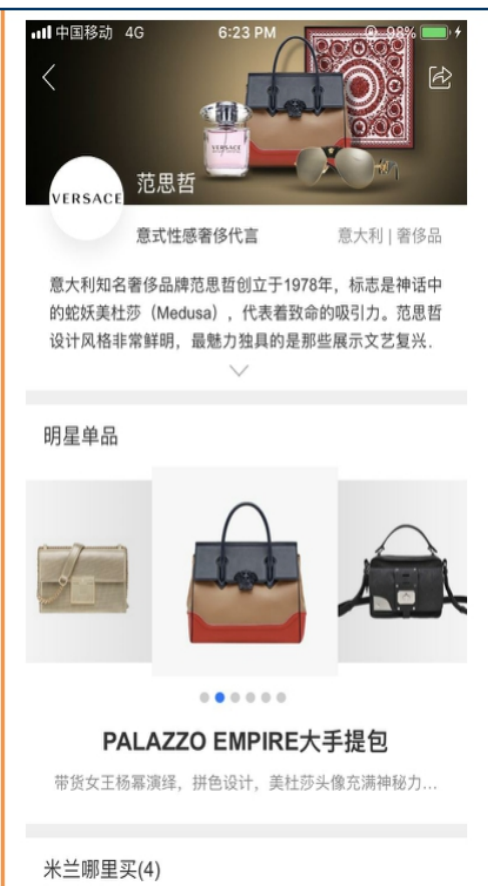




City Page



Brand Shopping List



Brand Page

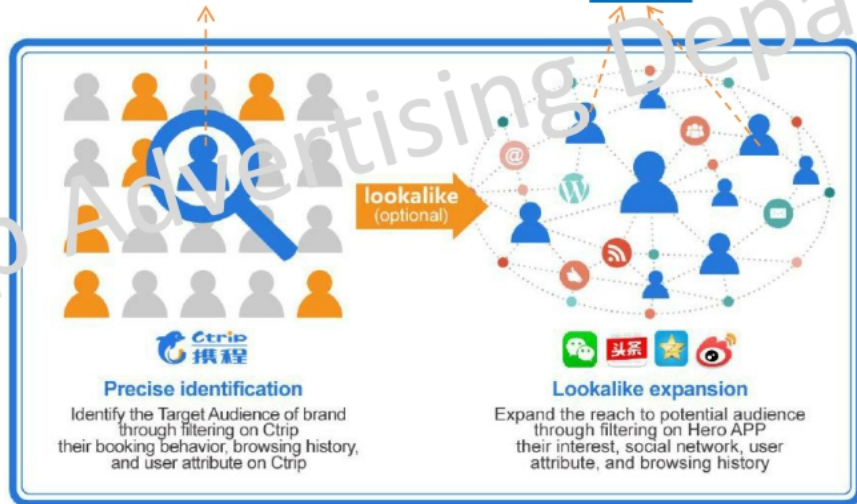
Ctrip users who

- ✓ Book tickets/hotels to destination
- ✓ Travel in certain period
- ✓ Browse travel products located at Destination
- ✓ Belong to certain membership
- ✓ Target age and gender
- ✓ Know Interests



Wechat users who

- ✓ Are the friends/relatives of him/her
- ✓ Share similar interests in Brand, Travel, Shopping, etc.
- ✓ Local Help



Title

Text

Picture

Link

Like/
Comment

9:00 PM

- Prepare for next day
- Check travel product prices on Ctrip.
- Share information with friends on social network.

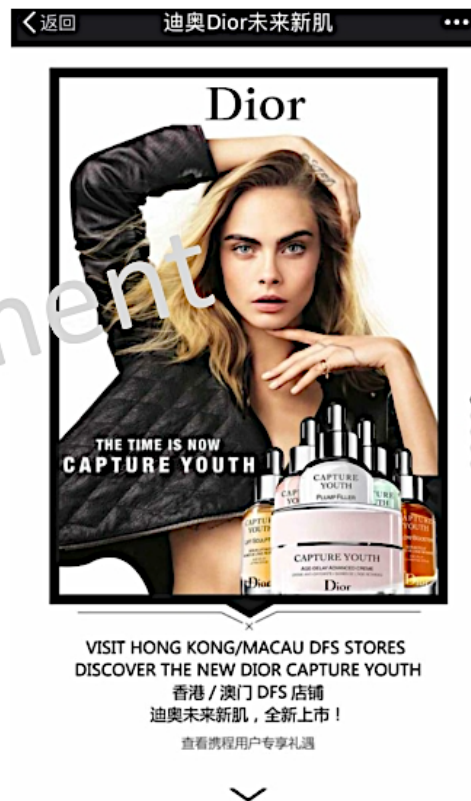


- Check daily news
- On Subway/Metro



12:00 AM

- Lunch time, check social network to catch up with posts and sharing from friends.







Banner Ads



Your Asian Market Campaign Starts from Here!

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