

CREATING DIGITAL SUCCESS IN CHINA WITH BAIDU

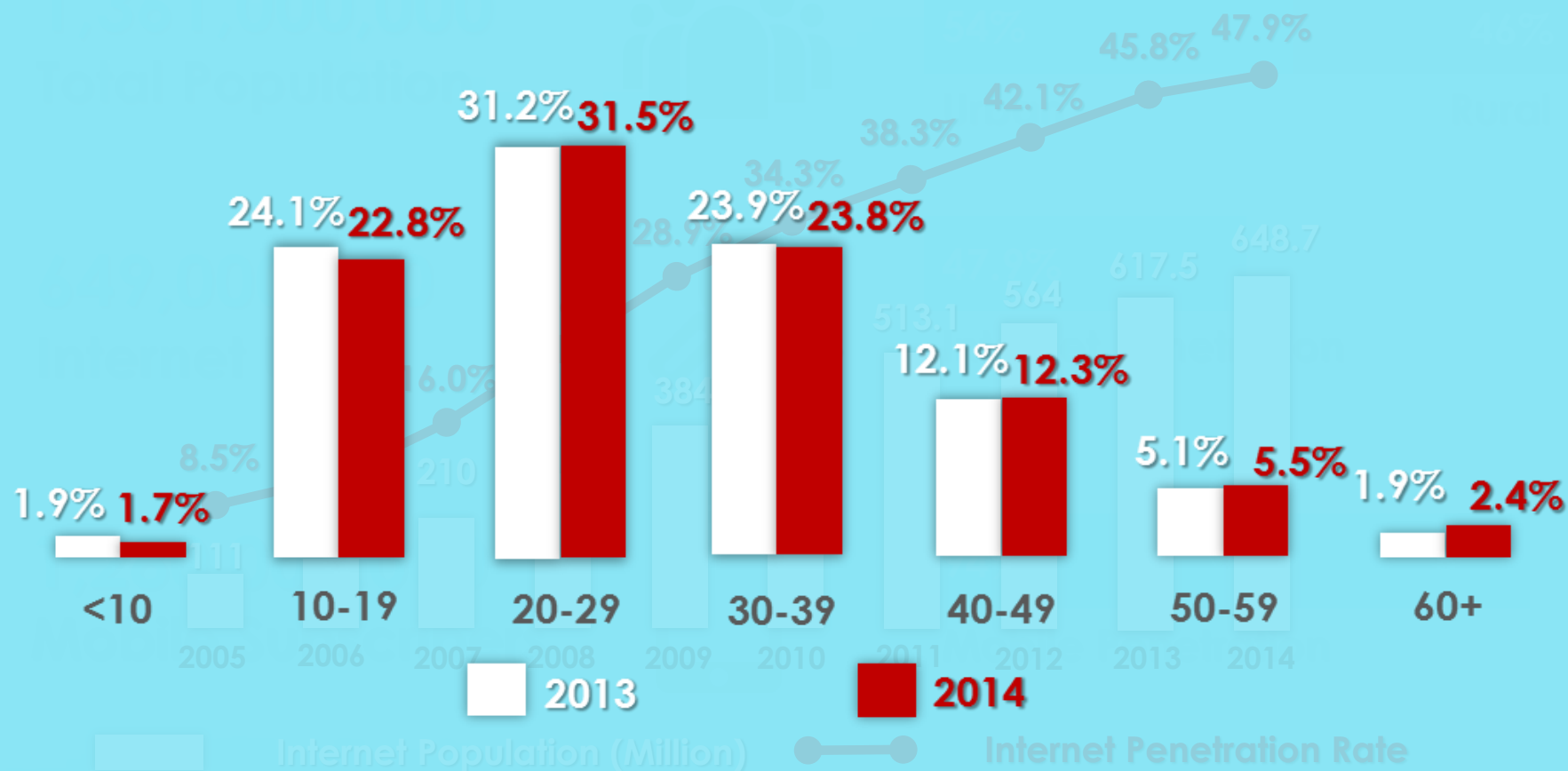
FRANKIE HO
BAIDU INTERNATIONAL

AGENDA

- ❖ The **Digital** Landscape in China Today
- ❖ A Closer Look to the **Travel** Industry in China
- ❖ **Mobile** – The Next Big Thing!
- ❖ Harness the Most Effective Ad Products to **Connect** with China



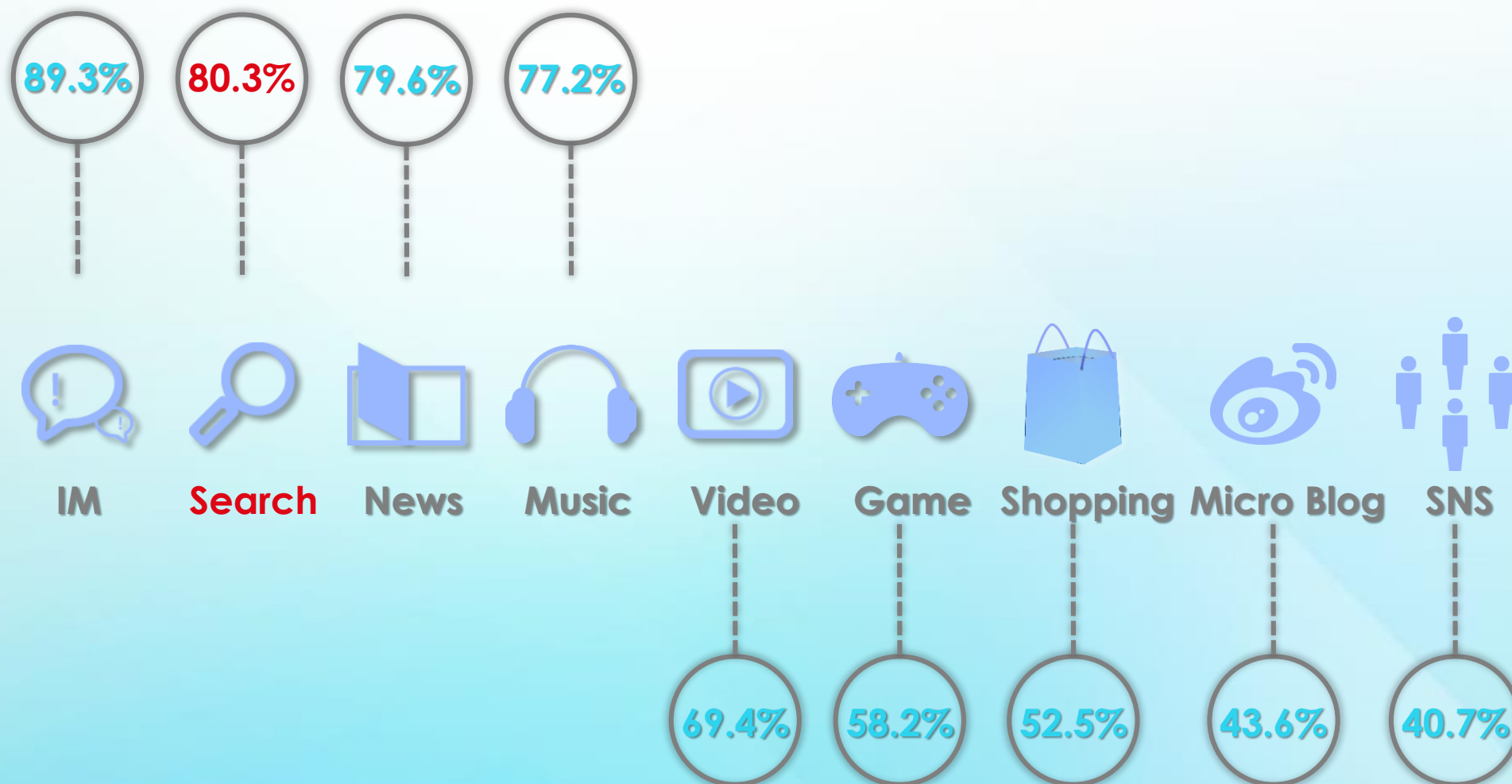
AGE DISTRIBUTION OF CHINA NETIZENS



TOP ONLINE ACTIVITIES OF CHINESE NETIZENS



International
Advertising Unit



Hot Travel Destinations of Chinese Outbound Tourists

China Outbound Tourism 2000-2015 in million
border-crossings plus COTRI Forecasts 2015.
Sources: COTRI, CTA



1 South Korea



2 Taiwan



3 Japan



4 Hong Kong



5 Thailand



6 France



7 Italy



8 Switzerland



9 Macau



Source: World Tourism Organisation (UNWTO)

In 2014, Chinese outbound travellers reached approx. 116 Million, with 16 million more travellers than 2013. Chinese outbound tourism is still growing and numbers indicate a positive trend. Chinese outbound tourism consumption hit USD 200 billion in 2014, ranking NO.1 in the world.

Source: Travel China Guide

DEMOGRAPHICS OF CHINESE OUTBOUND TOURISTS



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WHEN & HOW DO THEY OBTAIN TRAVEL INFORMATION?

Trip Planning / Booking Duration

Channels of Obtaining Information

More than a year in advance
7-12 months in advance
4-6 months in advance
1-3 months in advance
8-30 days in advance
1-7 days in advance
did not book in advance

Baidu Research Center revealed that it takes **24.7 days** for Chinese tourists to confirm a travel booking.

Around **80%** of them obtain travel information via **Baidu search engine**.

78.5%

0% 10% 20% 30% 40%

Other 3.90%

HOW TO REACH THEM EFFECTIVELY?

Baidu reaches the most no. of Chinese
outbound travelers

42.4 Million

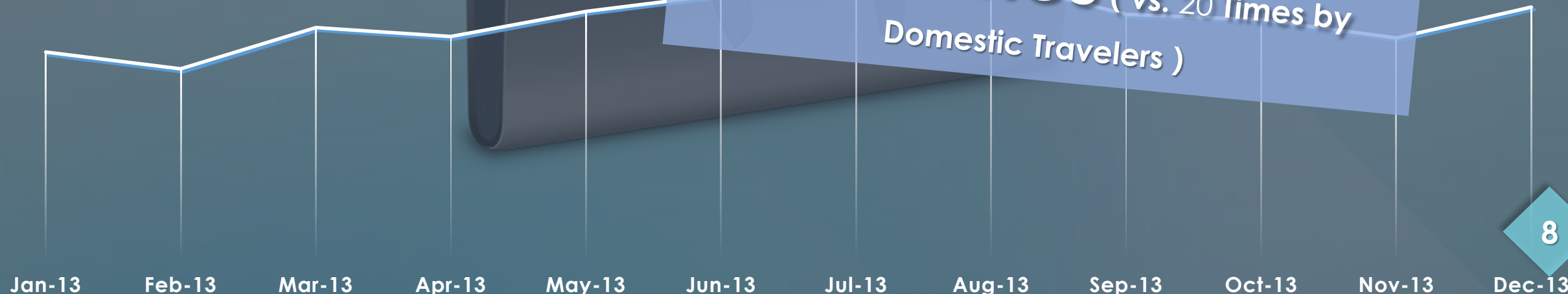
Outbound : Domestic

1 : 3.2

Avg. Search Queries by Chinese
Outbound Travelers

25 Times (vs. 20 Times by
Domestic Travelers)

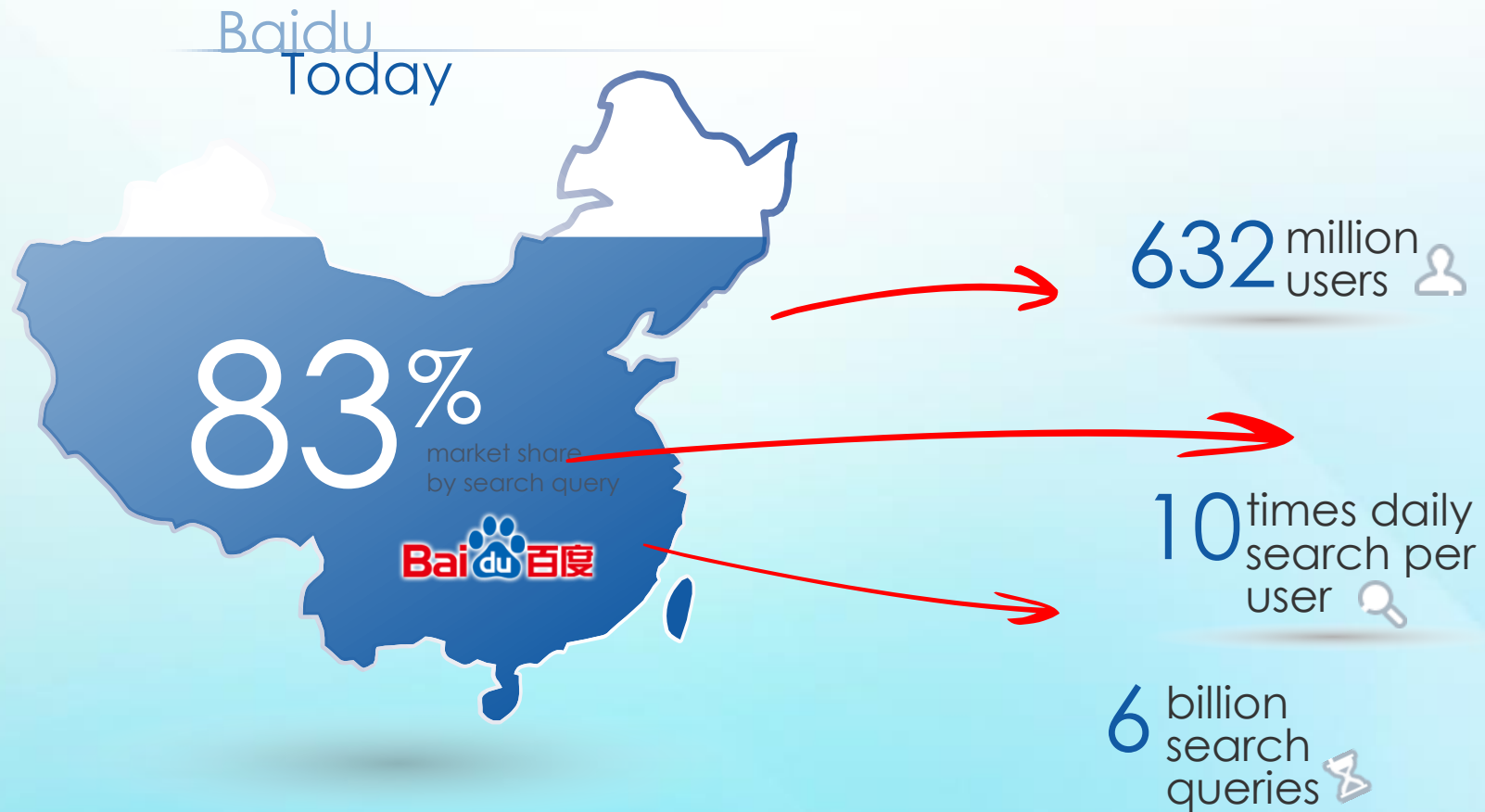
2013 Chinese Outbound Travel Trend



WHY BAIDU?



WHY BAIDU?



COMPARISON WITH GLOBAL GIANTS

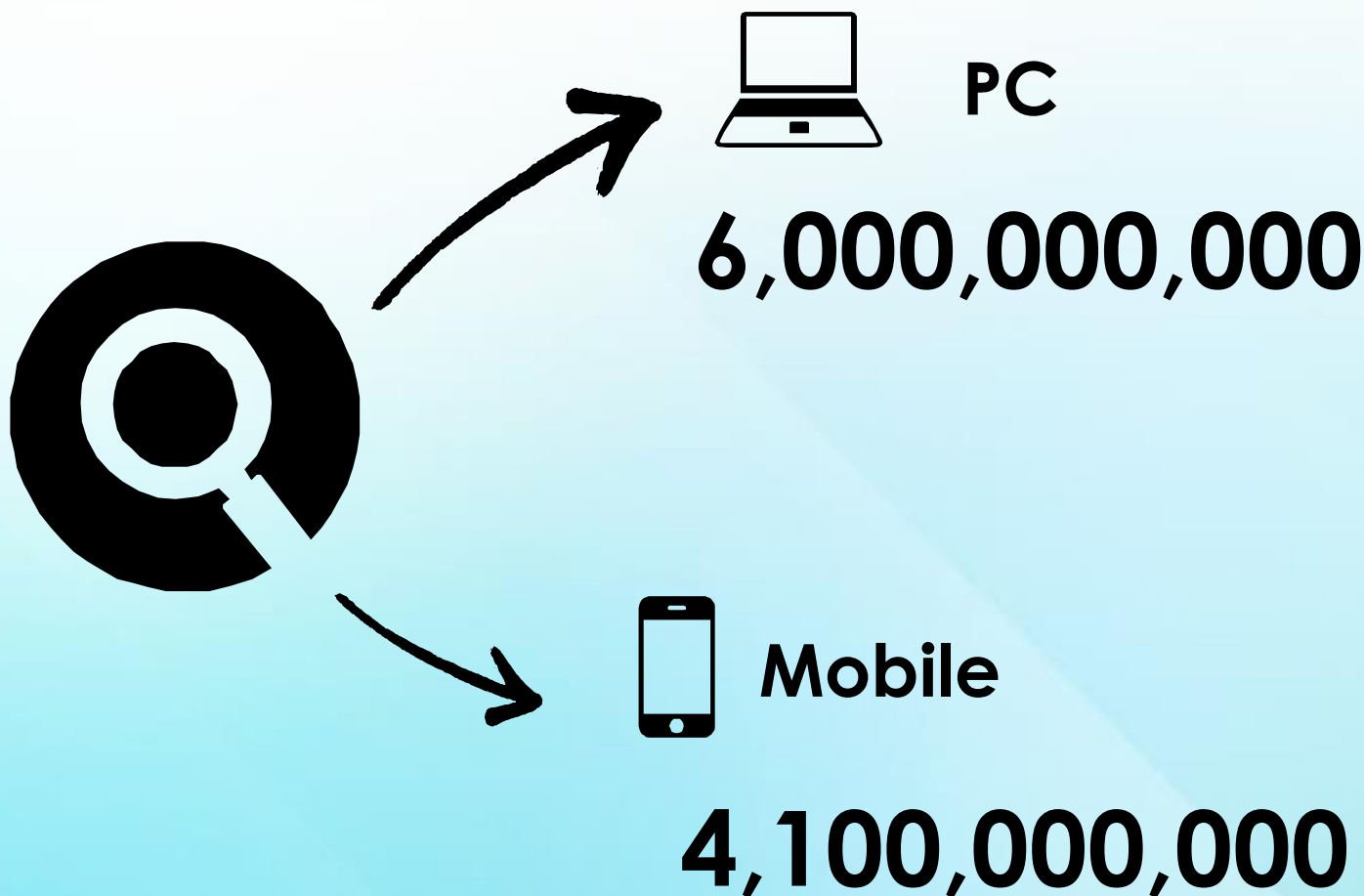


600M BAIDU USERS / 649M CHINESE NETIZENS



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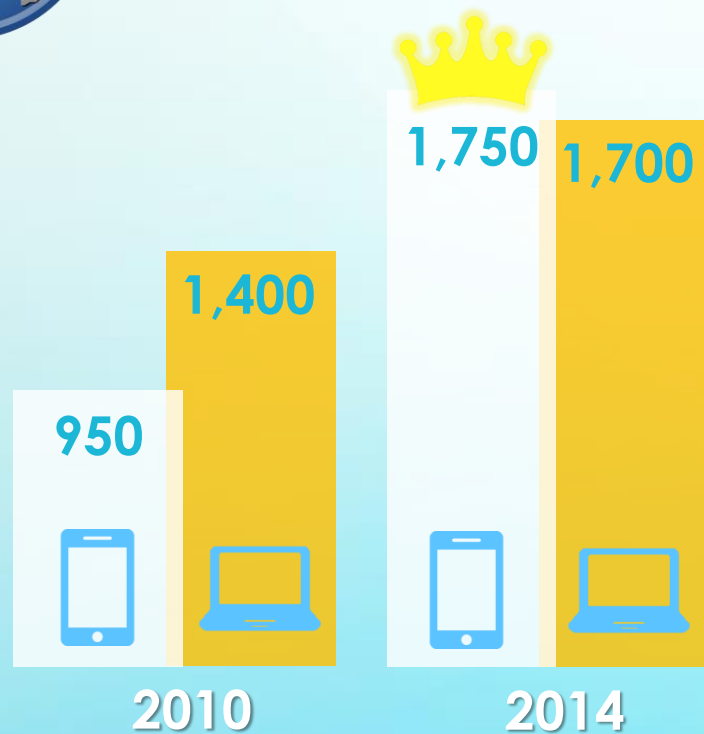
Daily search
queries of Baidu



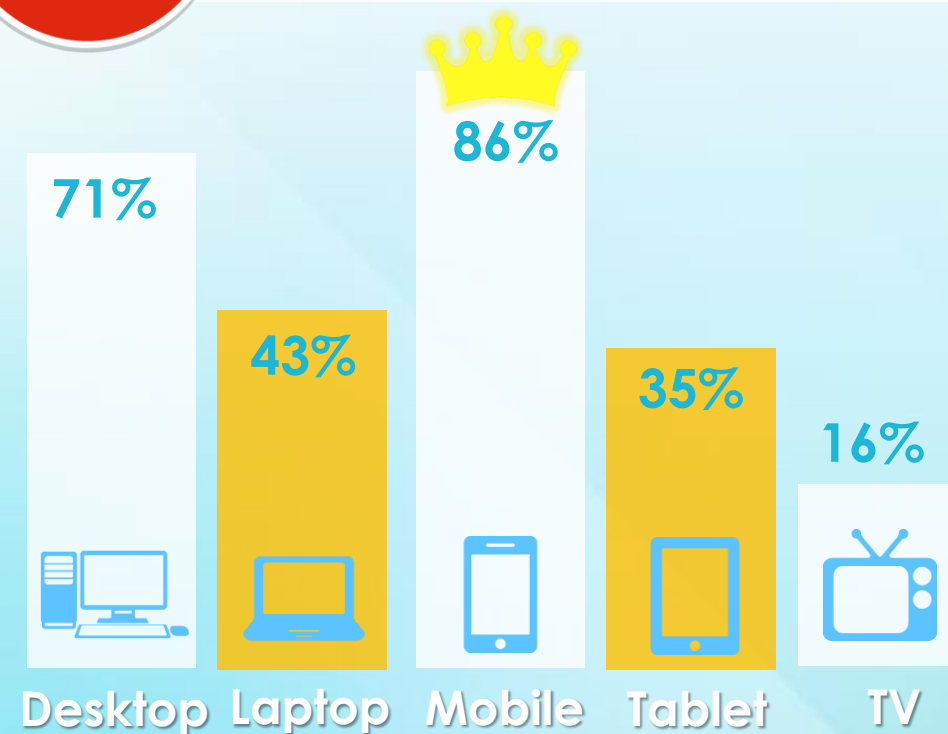
MOBILE POPULATION SURPASSES PC IN 2014



Global Internet Users PC VS Mobile (Mil)



Devices used by Chinese Users to Go Online



MOBILE MARKETING ON THE RISE IN CHINA



557 Mil
Mobile Internet Users

YOY increase: +11%
Penetration rate of total population: 41%



2H 35M
Average Daily Time Spent

Almost doubled the daily time spent on TV



71%
Mobile Internet Users Completed Online Purchase

Mobile payment exceeded US\$3 Trillion in 2014 with 134% YOY growth rate



Baidu Mobile Search Revenue Surpassed PC in 2014

42% of total revenue
YOY increase: +48%

CHINA MOBILE AD SPEND SEES DOUBLE IN 2015



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Digital **30%**
Mobile **2%**
Total Media
Ad Spend US\$54 Bil

2013



Digital **38%**
Mobile **12%**
Total Media
Ad Spend US\$63 Bil

2014



Digital **44%**
Mobile **21%**
Total Media
Ad Spend US\$71 Bil

2015E

MOBILE SEARCH TRAFFIC CLIMBS TO 40%+ IN CHINA



2nd

Most used Apps after social messaging App in China



93%

Mobile users searched via a mobile device

90%

Of them searched via Baidu



47%

Increment on the no. of mobile search/user/day over the past 3 years



vs

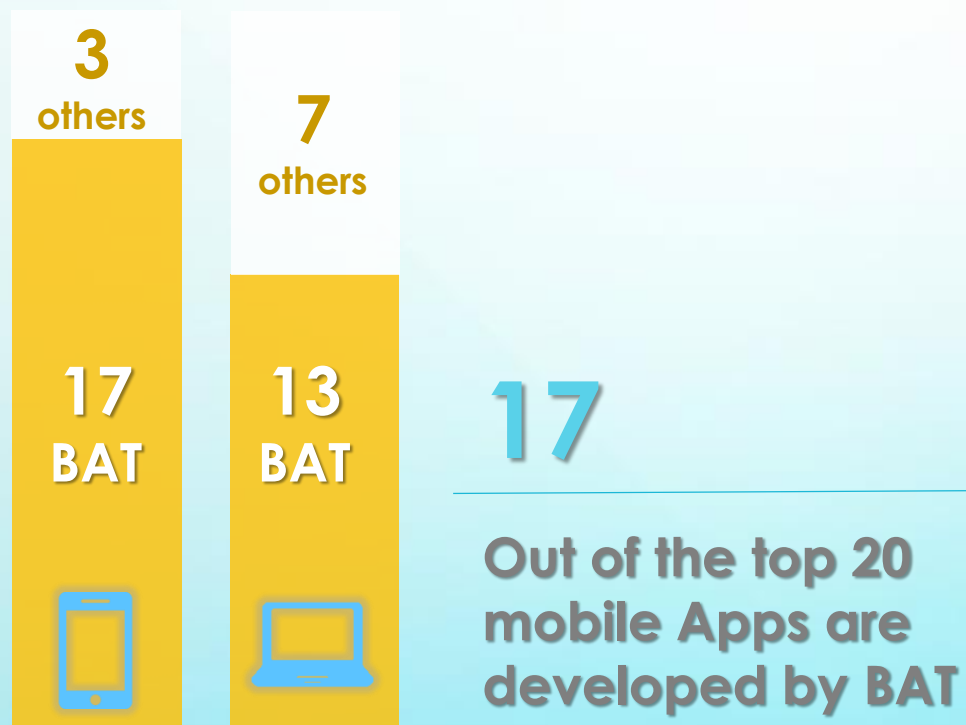


41%

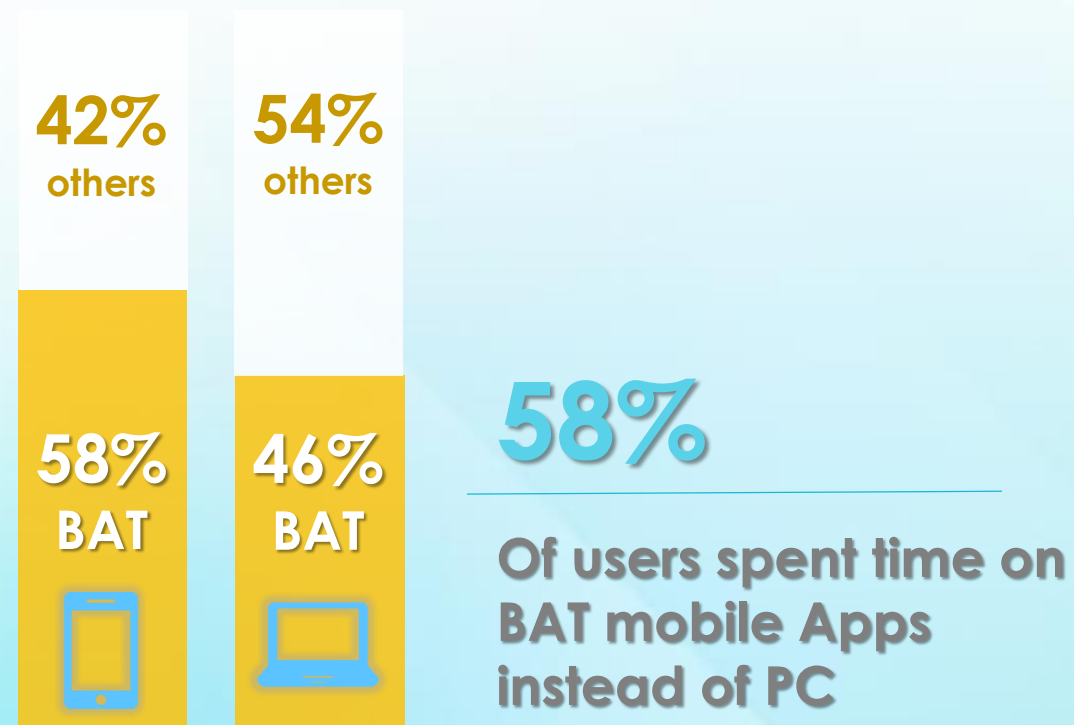
Of Baidu search query comes from mobile

WHAT'S NEXT?

BAT (the big 3 Chinese internet companies) has a stronger presence in mobile than PC

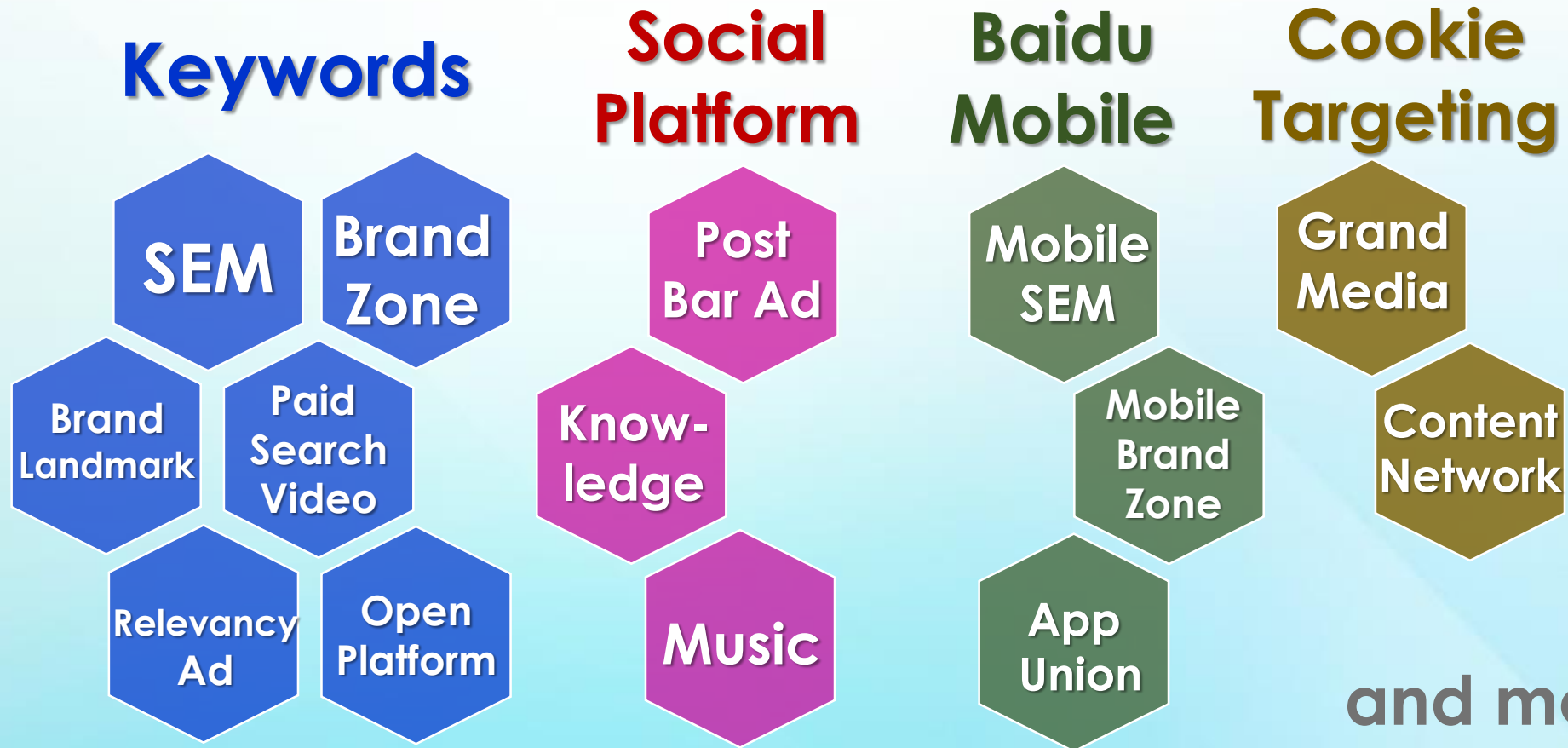


Top 20 Mobile Apps & Websites
(by no. of users)



User Time Spent on BAT
(PC vs Mobile)

BAIDU INTEGRATED MARKETING SOLUTIONS



BAIDU'S UNIQUE PRODUCT – BRAND ZONE



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SEM & SEO
CTR ~10%



Brand Zone
CTR <50%

Higher Exposure & Increased CTR

BAIDU'S UNIQUE PRODUCT – BRAND ZONE

High recognition as an official website with premium display to show superiority.

Baidu 百度 新闻 网页 贴吧 知道 音乐 图片 视频 地图 文库 更多»

mandarin oriental 百度一下 推荐: 用手机随时随地上百度

文华东方酒店与度假村集团官方网站

Main Link

LOGO

Description

文华东方酒店集团多年来在全球范围内屡获殊荣, 旗下拥有多家顶级豪华酒店与度假村以及酒店服务式公寓, 遍布世界各个知名旅游圣地, 包括上海, 伦敦, 香港以及纽约等。酒店多年来一直致力于以卓越的服务态度为您带来至尊奢华的住宿体验。

www.mandarinoriental.com.cn 2013-6 - 品牌推广

Site Info.

在线预订独享至优房价保证
文华东方酒店官网, 轻松在线订房, 即享百分百至优价格。

酒店官网独家优惠
即时了解文华东方全球酒店独家优惠以及奢华套餐。

全球酒店查询
欲了解更多文华东方全球酒店及度假村资讯, 请点击查询。

文华东方酒店官方微博
关注我们的新浪微博, 抢先知道实时资讯和优惠。

香港 伦敦 巴黎 纽约 东京

推广链接

mandarin oriental的历史! 百度知道

2个回答 - 提问时间: 2008年12月02日

最佳答案: 墨西哥的华文东方是在2008年2月1日正式揭幕的, 如果说华文东方酒店的第一家巴黎开的说起, 给你它酒店的网址你可以看看 http://www...

酒店客房预订到Agoda 全球酒店客房预订找agoda! 全球超28万预订, 花3星级费用住5星级酒店

www.agoda.com.cn

Above-the-fold visibility

Right Hand Rail

20

WHY BRANDZONE ?



Brand Building

Above-the-fold visibility and blocking unwanted search results



Brand Protection

Exclusively “own” brand keywords and avoid being hijack by competitors



Cost Efficient

Higher CTR range from 50% to 90%

BAIDU MOBILE SOLUTIONS

Baidu 百度 网页 地图 贴吧 应用 更多

雅诗兰黛 百度一下

雅诗兰黛官网,母亲节限量臻享优雅护肤3件套!

雅诗兰黛官网5月心意臻选:母亲节专属礼赠,众多礼物套装限量呈现!雅诗兰黛官网节日礼赠,初夏肌肤呵护精选,登录雅诗兰黛官网商城!

www.estelauder.com.cn 推广

021-34080970 Click to Call

以上结果来自百度推广

Baidu 百度 网页 地图 贴吧 应用 更多

tiffany专卖店 百度一下

tiffany专卖店,创立于1837年纽约.

自1837年以来,蒂芙尼传奇杰作引领风格,见证世间无数至臻至美的爱情故事,极致璀璨的美钻,无与伦比的完美工艺,蒂芙尼的设计始终为世界缔造..

www.tiffany.cn 推广

查看我附近的

LBS

上海市儿童医院 静安区政府 静安路 重庆南路 企业天

Baidu 百度 网页 地图 贴吧 应用 更多

1号店 百度一下

下载1号店APP,百大品牌全店5折起!<1号店5周年>

点击下方按钮,立享1号店疯抢价,超低折扣High翻天!

m.yihaodian.com 推广

App Download

Baidu 百度 网页 地图 贴吧 应用 更多

酒店 百度一下

7天连锁酒店官网

北京市海淀区CBD商圈

Image + Text

五星级大酒店,超大场地

400-995-5585 推广

Baidu 百度 网页 地图 贴吧 应用 更多

麦当劳 百度一下

麦当劳网上订餐 | 麦当劳(中国),麦当劳网上订餐官网,麦当劳..

www.mcdonalds.com 推广

麦当劳网上订餐优惠券 天天超值选 开心派对 麦当劳玩具 麦当劳新闻 网站地图 麦当劳优惠券

收起优惠信息 400-800-2610

Coupon

¥15

¥15

Baidu 百度 网页 地图 贴吧 应用 更多

北京比较便宜的酒店 百度一下

北京酒店预订,降30%!

北京酒店预订上艺龙,手机预订更便宜!有房保障!

m.elong.com 推广

Golden Zone

- 同床异价,手机预订比PC便宜30%!
- 艺龙手机下单返现高达208元!

App下载 酒店直订 酒店团购 账户登陆

电话咨询: 400-877-7176



THANK YOU