

Digital Marketing Through Asian Media - China

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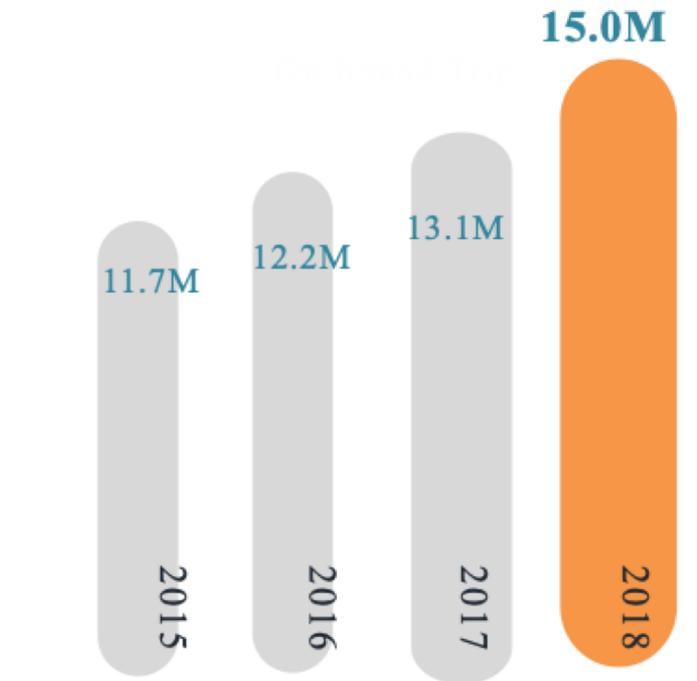
- ✓ Top Travel APP in China
- ✓ Massive Travel Experiences Sharing Platform
- ✓ 63% are <35 or younger

China Tourists Outlook and Travelers DNA

In 2018, Chinese made about **15M** outbound trip with **+14.7%** increase YOY.

50% prefer to travel during holiday.

43% will take day off to travel.



TRAVEL

Behaviors

Are CHANGING

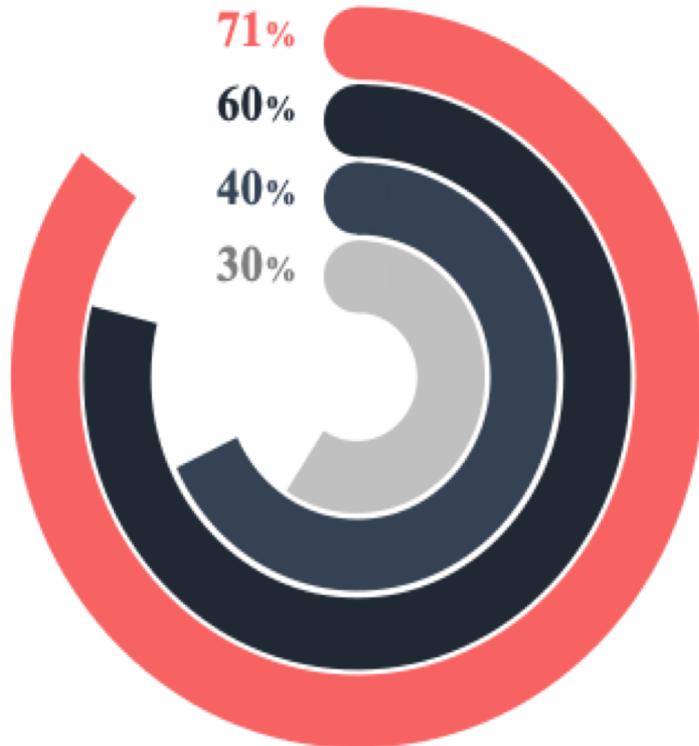
71% travelers try to learn the local culture.

60% travelers are getting away from from fast-paced life.

40% travelers try to discover featured scenic spots.

30% travel for enjoying family time

Experience
Instead of purchase, has become the key point of travel



1st

Learn Culture

2nd

Relax

3rd

Discover

4th

Family Time



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Travelers are Energetic Younger generation

- **Curious** about unknown
- Live in the present and **seize the moment**
- Willing to **pay for high quality**



50%

Actively
share travel
experience
with others

62.4%

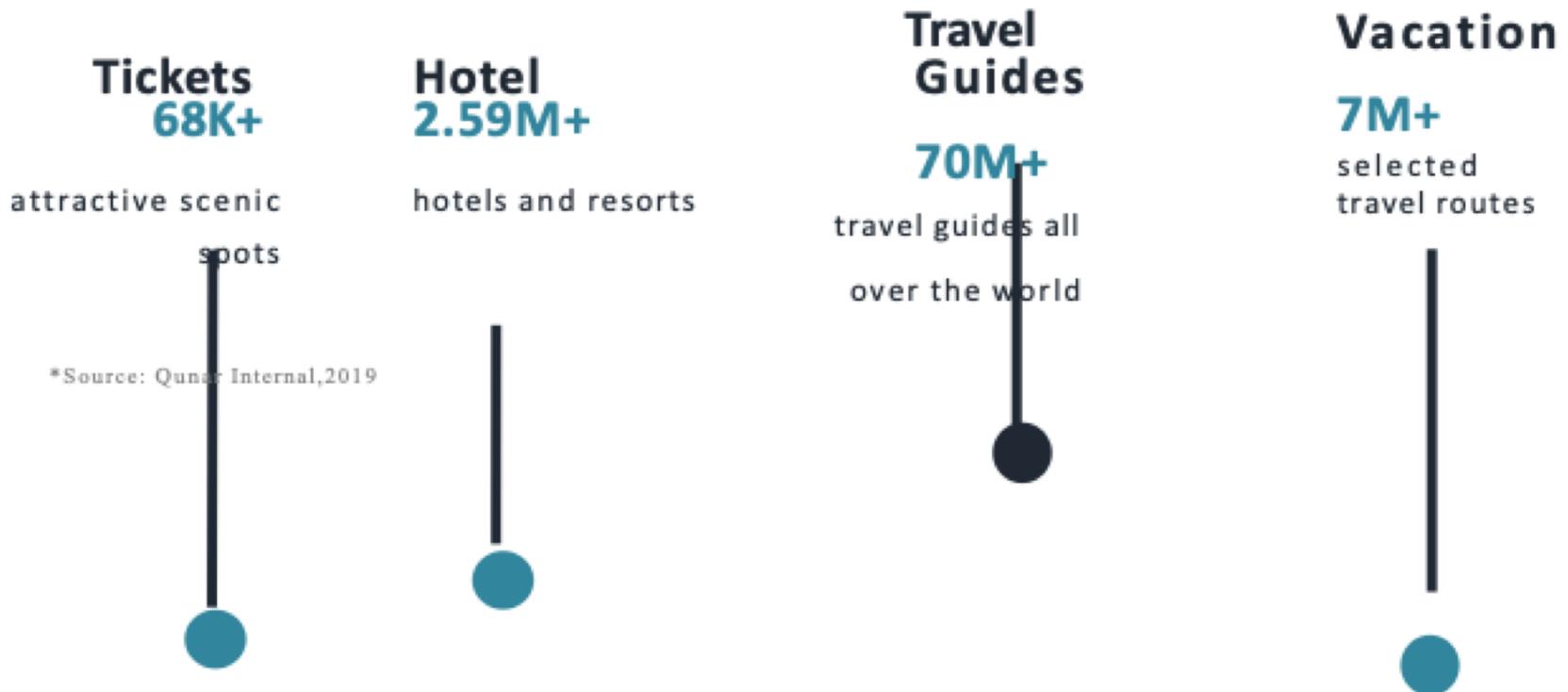
Love posting
pics during
traveling,
especially what
they **discover**
first.

TOP TRAVEL APP in CHINA

Massive Travel Experiences Sharing Platform



Flight Tickets 580,000+ over the world



QUNAR USERS: ENERGETIC & YOUNG OUTBOUND TRAVEL ENTHUSIASTS

Vigorous Youth

- 61.6% are 25-35yrs old
- both gender

High Spending

- 59.6% live tier1 & tier2 cities
- 34.3% monthly family income>20K
- 20.5% spend 20K+ on shopping during traveling

Love Outbound Travel

- Travel 3.7 times & spend 5.1 days on avg. per year
- 56.1% plan to travel outbound this year

FIT 2.0

- Spend 35.9 days to decide an outbound trip on average
- 60% seek for trips full of unique experience
- 70% choose high-quality service with higher price

Enjoy Sharing

- 60% would like to write tour guide after travelling
- 70% willing to share their travel clips on Qunar





Travel with Fun (趣浪)

Online video clips sharing channel

Star Referrer (星推官)

Online experience sharing by KOLs

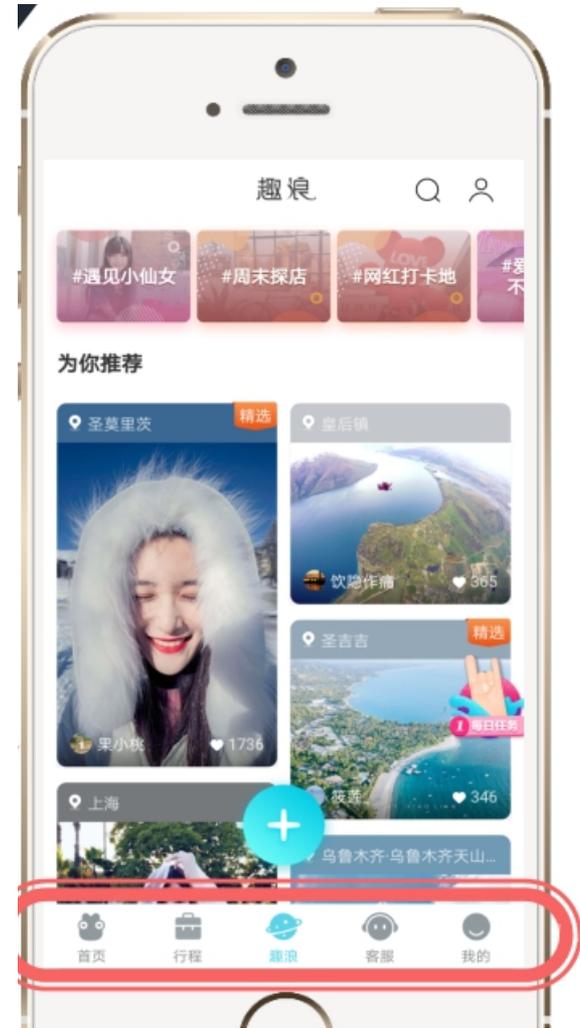


Super Traveler Club (大玩家club)

Offline sharing gathering on some specific topic

TRAVEL with FUN (趣浪)

- Occupy one of five main entrances on the homepage
- A specialized channel for users to share travel experience via video clips
- Set up several most popular theme such as “Local Food” & “Niche Spot”



STAR REFERRER

(星推官)



- KOLs Blog
- KOL post great pictures and attractive content about hotels, flights, spots, food, etc.
- Set different sessions on different travel types, like family trip, couple trip and road trip

QSTAR: QUNAR'S PAYING MEMBERSHIP PRODUCT

Benefit Members with enormous exclusive rights to enhance loyalty and encourage them to share more



Gather high-end users



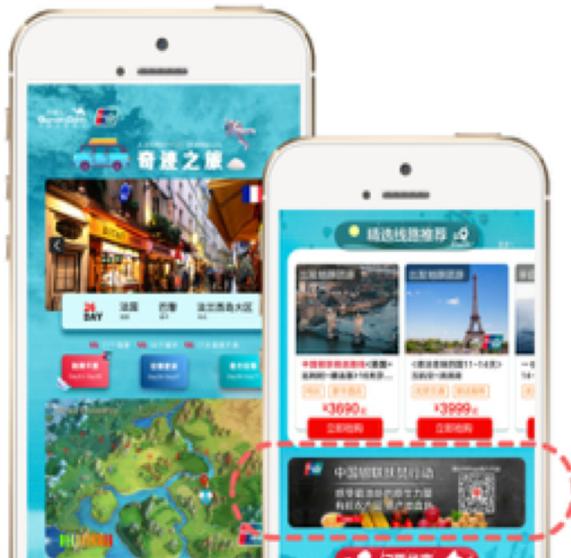
Offer high-value membership



Hold monthly VIP member event

Precisely Target Potential Consumers

Focus on outbound travel & gather potential outbound travelers together: # A Journey to Lalaland



Guide The Trip

- Guide to make a trip to specific destination.



Route Destinations

- Route and one at a time



Key Buying Points

- Implant shops, restaurants or so on in and drive more visitors to these consuming places.

Wechat Tour Guide: Reach & Seize People Suppose to Travel

Directly communicate with audiences who about to visit specific destination



Reach Core Audiences

- Gather users who booked travel products of specific destination together



Recommend Spots or Products

- Recommend spot and guide users to book ticket immediately
- Recommend product based on related info like weather



Arouse Brand Preference

- Offer service in name of brand to build good impression

Multi-dimensional Targeting Display Ads

Precision targeting core audiences



IP



Flight Class



Searching
Behavior



Hotel Class



Recent
Consumption



Demographics



Characteristic



Type of
Mobile Phone



Consuming
Capability



Booking Record
of Kid's Ticket

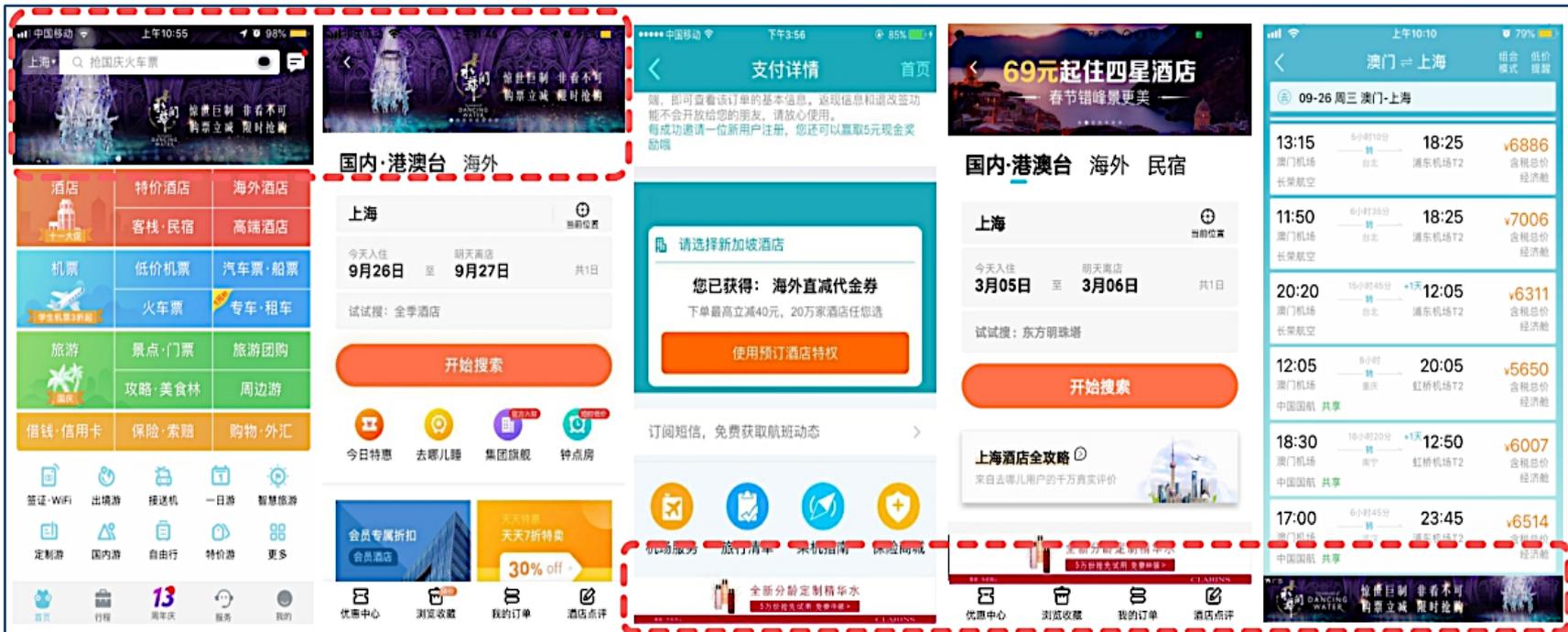
App Homepage - Slideshow

App Flight/ Hotel/ Vacation Channel Homepage - Slideshow

App Flight/ Hotel Channel Payment Page - Banner

App Flight/ Hotel Channel Homepage - Banner

App Flight/ Hotel Search - Banner



Your Asian Marketing Campaign Starts from Here!

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