



## Session: The Power of Data: A Digital Marketing Formula – Mapping Out How to Win in China

### Synopsis

Chinese shoppers are the living heartbeat of the modern travel retail industry worldwide. They represent a vast and rapidly-growing market that every marketer wants to tap into. In this session, we'll discuss the key advantages of adopting a data-driven multichannel marketing strategy designed for marketing and media executives seeking to learn more about the various channels to reach Chinese outbound travelers. Together with Baidu International, we will unveil the key findings of our Chinese Outbound Travel Shopper Whitepaper, and share the real challenges and best practices when it comes to entering the lucrative China market.

### Speakers

- **Ms Cristina Ng**  
Business Development Director, iClick Interactive Asia Ltd.
- **Mr John Lo**  
Senior Sales Director, Baidu International

### Summary

**Ms Cristina Ng** shared a Travel shopper white paper.

The methodology is based on data mining, meaning all the results come from data and facts collected from 750 Million active users in China.

The rise of Chinese travelers is incredible and grows year on year. In 2017, they spent 258bn USD. The reasons why they shop overseas can be categorized into three key factors: quality assurance, price differentials, and uniqueness of both products and experience.

Besides Europe and US, recently Chinese travelers have been increasingly travelling to HK and SEA.

Peak season are spring break, beginning of April, Labor Day (1 week), summer holidays, mid-autumn festival and national day, Christmas not so much. Chinese travelers are famous to plan in advance. It would be ideal to target them while they are planning and it is usually 1 month in advance. The main touchpoints are search engine, online travel agencies, social media (WeChat, QQ, Weibo) and travel guide and forums.

Chinese travelers can be divided into three categories based on their background. Dark horses, who are the new affluent coming 2nd and 3rd tier cities. The walking wallets, who are the luxury overseas shoppers looking for customized products, and 92% of them are female consumers. The awakened generation, who are the post-90s explorers, they are looking for ways to distinguish themselves and 62% are female consumers.



**Mr John Lo, Senior Sales Director, Baidu International**

Baidu has a population of 800 Million users and 787 Million users are on mobile, this is because search engines and payment services are the most searched to simplify lives.

If we consider technological innovation and look at strategic ways of incorporating things such as AI, we need to be aware of the investment required and Baidu is putting efforts in building a research centre for AI. The research focuses on voice recognition, image recognition, video recognition, intelligent data humanized text, knowledge map, AR, intelligent learning. The basic tools are big data, algorithm and hardware and having an elite team.