



FAST TAKE

11.11 REAL DIGITAL BEHAVIOR 揭示双十一真实的网络行为

<MEC 2016 Cross Device Behavior Study>
Analysis on Double 11

<MEC 2016 跨屏网络行为追踪研究> 双十一特篇

NO LONGER JUST A PROMOTIONAL DAY BUT THREE WEEK EVENT

With big e-commerce players' putting efforts prior to Double 11 (D11) triggering consumers' early participation, D11 is not simply a promotion day anymore, it is now a 3+ weeks extravaganza.

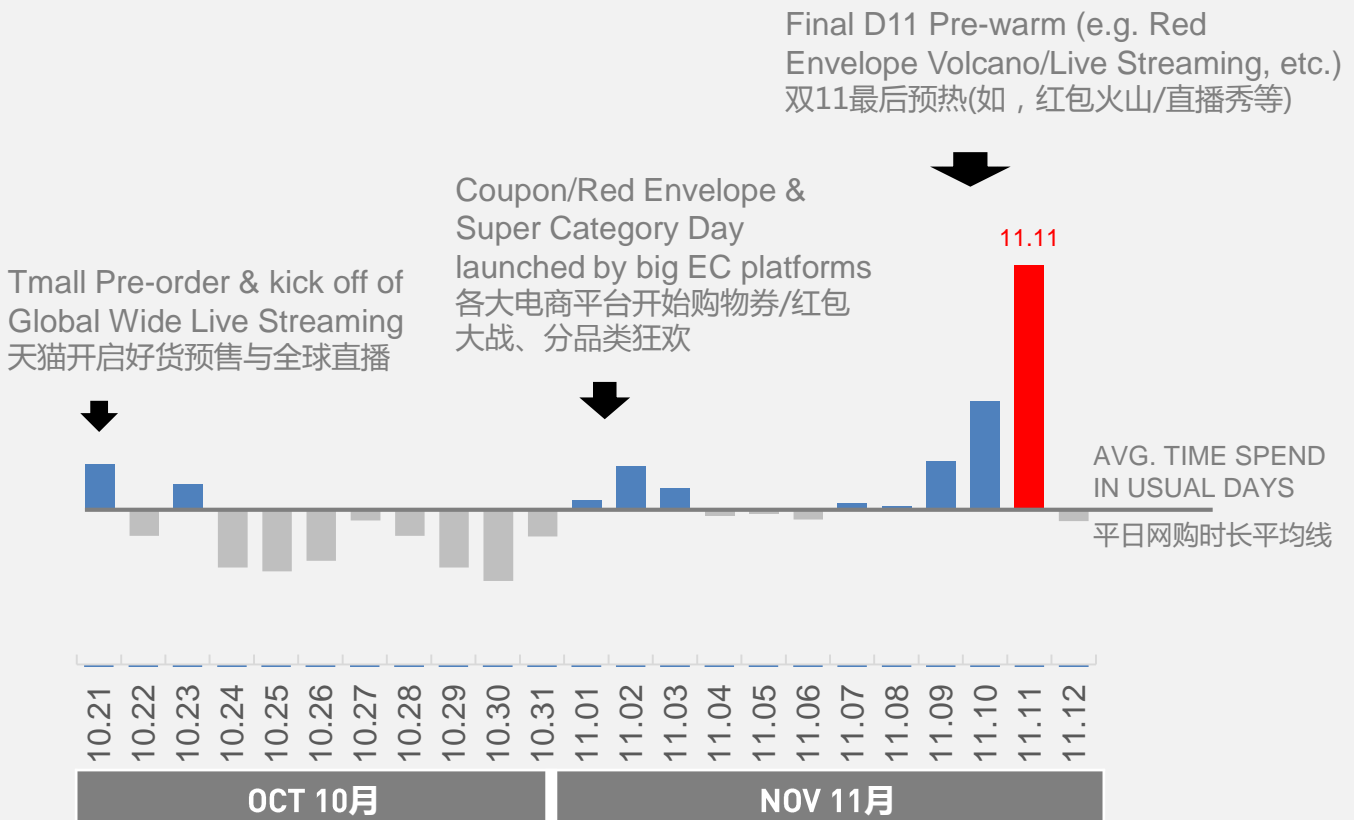
双十一不仅是促销日，更是为期3周以上的营销盛事

IMPLICATIONS FOR BRANDS

Clients and agencies must rethink the traditional way of doing promotions and need to come up with innovative ways to stand out.

我们需要重新审视以往的策划模式，并尽可能进行创新，提供差异化的营销策略

AVG. TIME SPENT IN ONLINE SHOPPING
人均网购时长



FAST TAKE

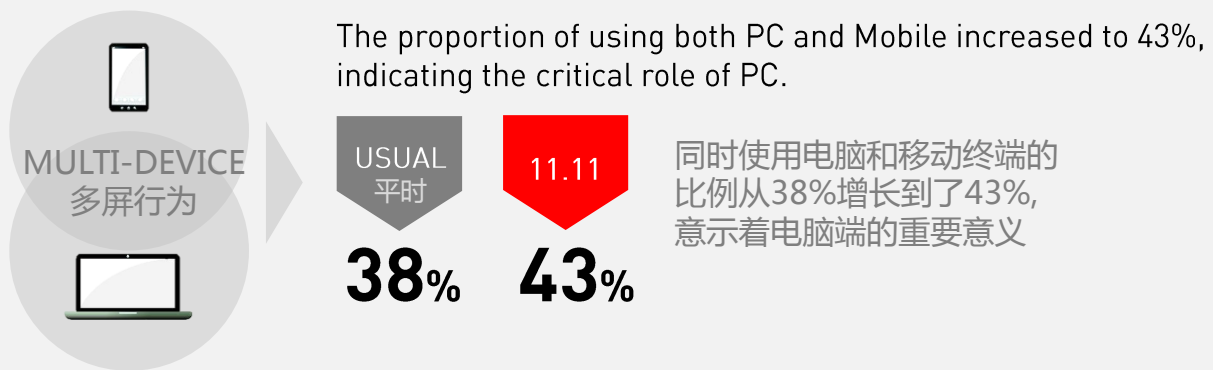
DESPITE ACCOUNTING FOR 82% OF Tmall SALES D11 IS NOT JUST MOBILE PC IS STILL PLAYING A KEY ROLE IN DECISION MAKING

双十一并不是移动端的战场，电脑在其中扮演着不容小觑的角色，和移动端起着相辅相成的作用

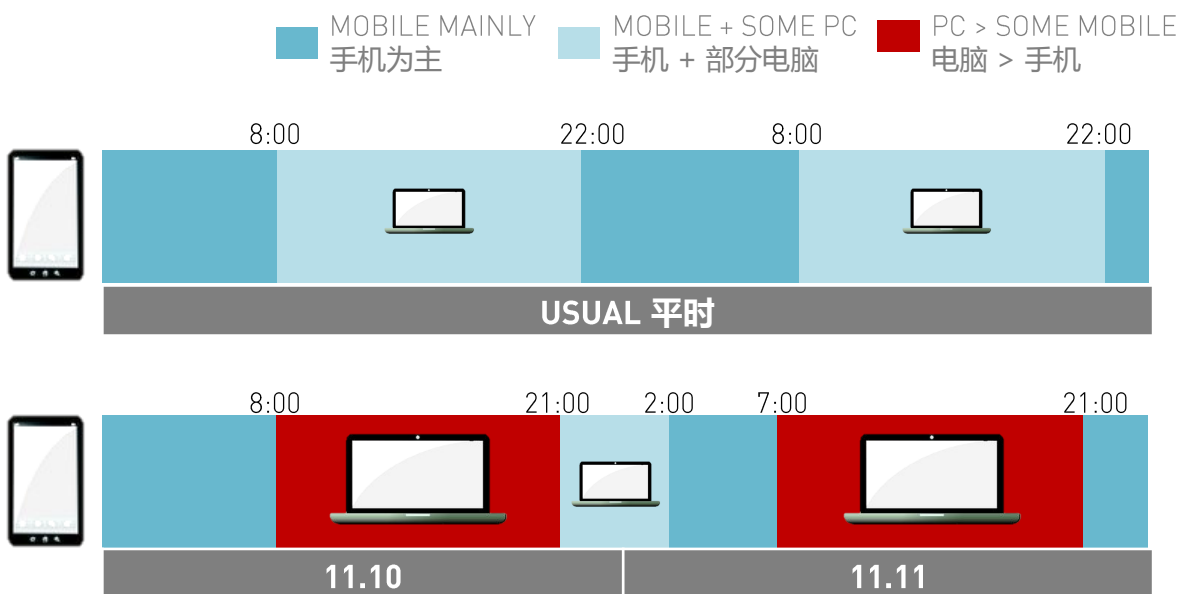
IMPLICATIONS FOR BRANDS

We cannot ignore the strategic importance of PC and we need to make sure to be there when consumers are looking for our brands.

我们不能忽视电脑端的在消费者决策中的战略意义，需确保利用电脑端的作用来触达消费者



DEVICE TO ACCESS EC PLATFORMS / 不同设备接入电商平台的比重

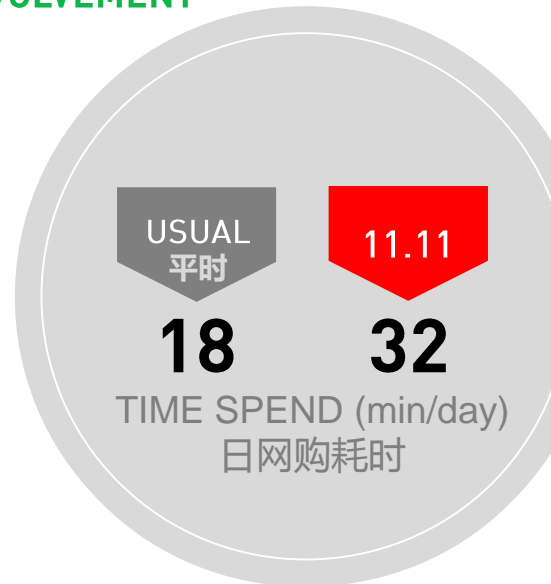


Analysis on Double 11 from <MEC 2016 Cross Device Behavior Study>
(Tracked 2000 respondents' cross device behavior)

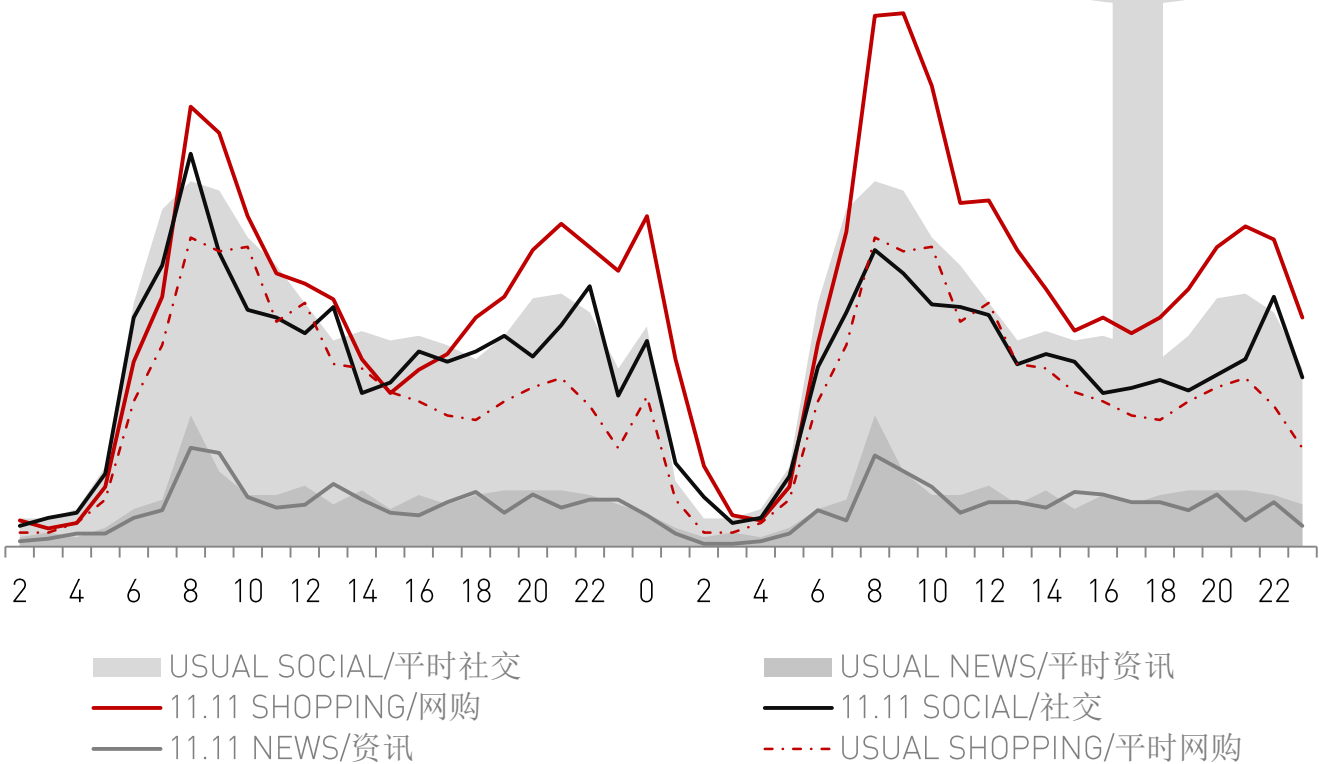


DURING D11, THERE IS A SIGNIFICANT INCREASE IN ONLINE SHOPPING ACTIVITY WITH MUCH DEEPER INVOLVEMENT LEAVING LESS TIME FOR OTHER ACTIVITIES

双十一期间的网购行为显示出较大的增幅，用户沉浸度也更为深度，削减了其他网络行为的参与度



ONLINE SHOPPING ACTIVITY BY HOUR
网购行为比例变化图



Nov 10

Nov 11

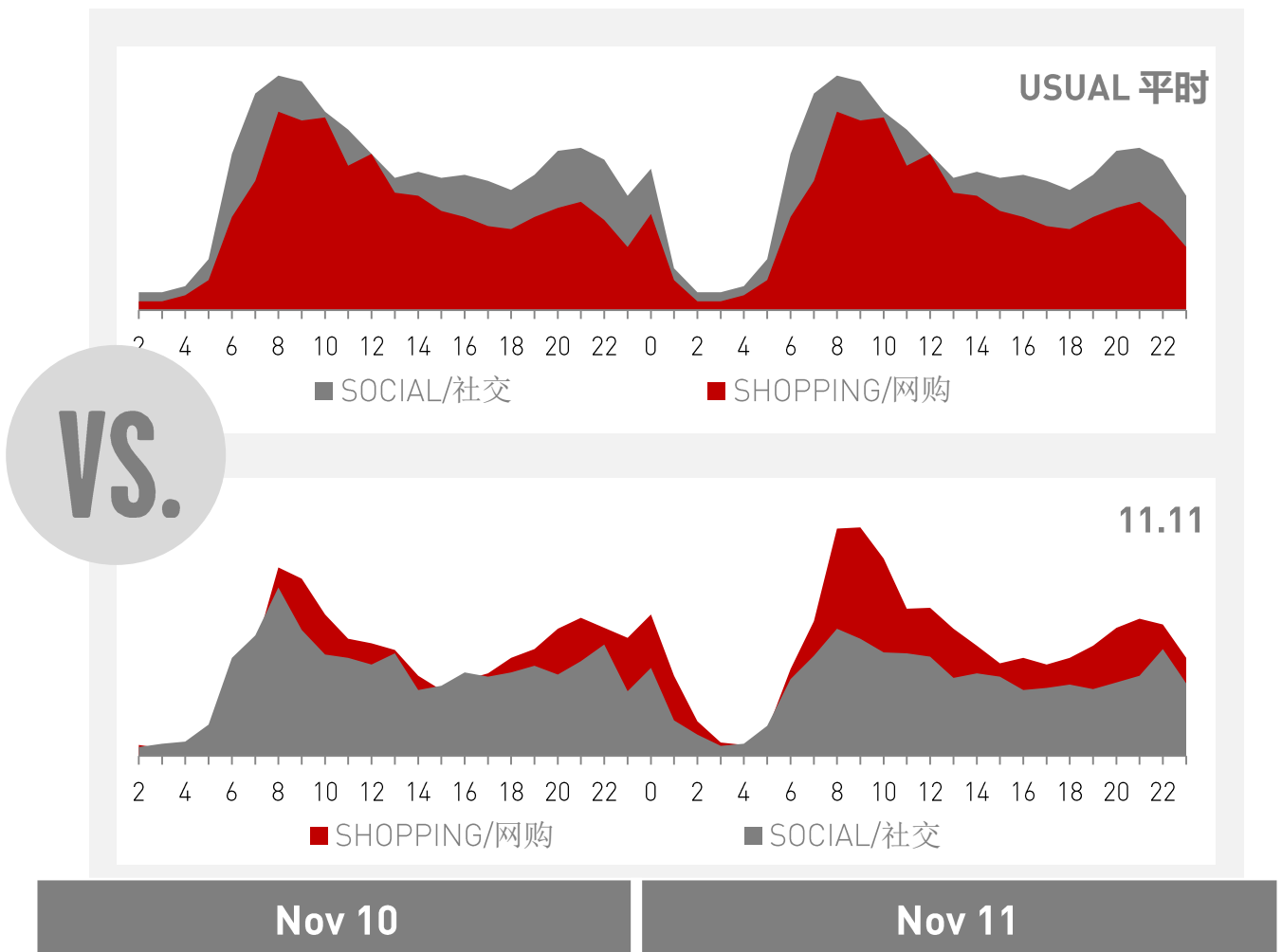
D11 IS DIRECTLY IMPACTING SOCIAL TRAFFIC BRANDS NEED TO CAREFULLY MANAGE INTEGRATED STRATEGIES ACROSS THIS PERIOD

双十一直接影响了社交平台的流量
品牌需要更谨慎地筹划整合性策略

IMPLICATIONS FOR BRANDS

We need to redefine the role of SOCIAL especially before and after the peak hours: creating excitement and desire (BEFORE) and maximizing the sharing and interactions (AFTER).

我们需要重新定义社交平台的角色，尤其是网购高峰点的前与后：
[前]制造购物的兴奋点与欲望；[后]最大化驱动分享与互动



CONTACT:

Linna Zhao / Head of Insight
Tel: +862133256582
linna.zhao@mecglobal.com

Lisa Dai/Insight Associate Director
Tel: +862123255918
lisa.dai@mecglobal.com



www.mecglobal.com

