

# The New Equity of Brand in Digital Era



**Peking Tan**  
**Founder and CEO, Xinsight**  
**Chief Data Scientist of Miaozen System**



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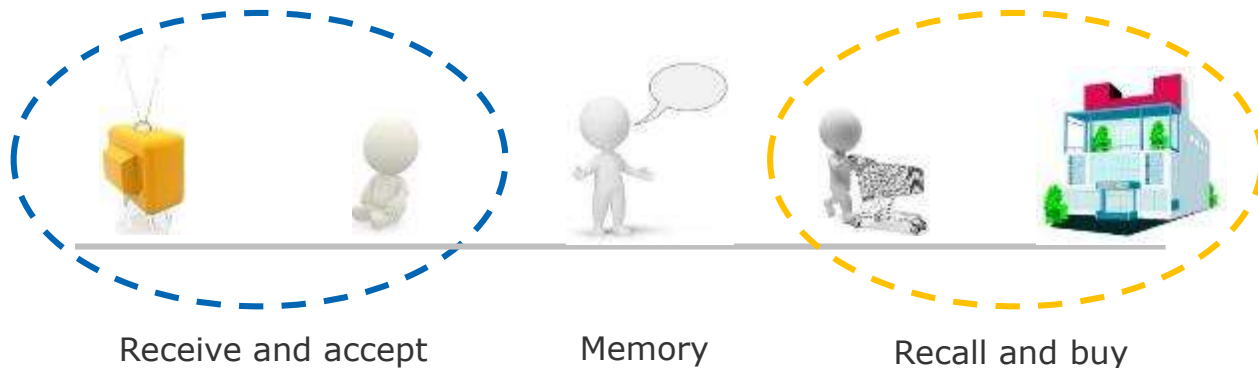
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Consumer's new decision system

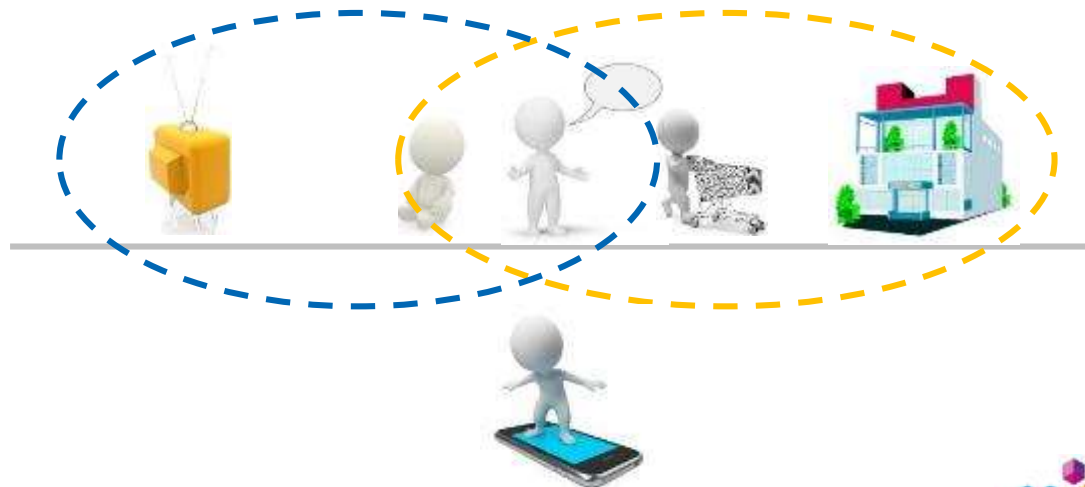
# Long Decision Chain in Mass Media Era

Consumers receive brand's information from mass media, accept and recall message then buy this brand.



# Empower Consumer in Digital Era

Digital media empower consumer to search and select related information and purchase anytime in any place.



# Consumers no longer rely on memory

Academic report:

**Science**express

Report

**Google Effects on Memory: Cognitive Consequences of Having Information at Our Fingertips**

Betsy Sparrow,<sup>1\*</sup> Jenny Liu,<sup>2</sup> Daniel M. Wegner<sup>3</sup>

<sup>1</sup>Department of Psychology, Columbia University, 1190 Amsterdam Avenue, New York, NY 10027, USA. <sup>2</sup>Department of Psychology, University of California, San Diego, La Jolla, CA 92037, USA. <sup>3</sup>Department of Psychology, Harvard University, Cambridge, MA 02138, USA.

**when people expect to have future access to information, they have lower rates of recall of the information itself and enhanced recall instead for where to access it. The**

The advent of the search engines, has changed the way we lift a finger. No longer do we have to remember the old classmate, find articles online, or look up the actor who was on the tip of our tongue. The results of four studies suggest that when faced with difficult questions, people are primed to think about computers and that when people expect to have future access to information, they have lower rates of recall of the information itself and enhanced recall instead for where to access it. The Internet has become a primary form of external or transactive memory, where information is stored collectively outside ourselves.

In a development that would have seemed extraordinary just

search engines, databases, and the like, has become a primary transactive memory source in itself. We investigate whether the Internet has become an external memory system that is primed by the need to acquire information. If asked the question whether there are any countries with only one color in their flag, for example, do we think about flags—or immediately think to go online to find out? Our research then tested if, once information has been accessed, our internal encoding is increased for where the information is to be found rather than for the information itself.

In Experiment 1, participants were tested in two within-subject conditions (4). Participants answered either easy or hard questions while expecting to have the hard questions

www.sciencemag.org on July 17, 2011



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# Make decision with Internet

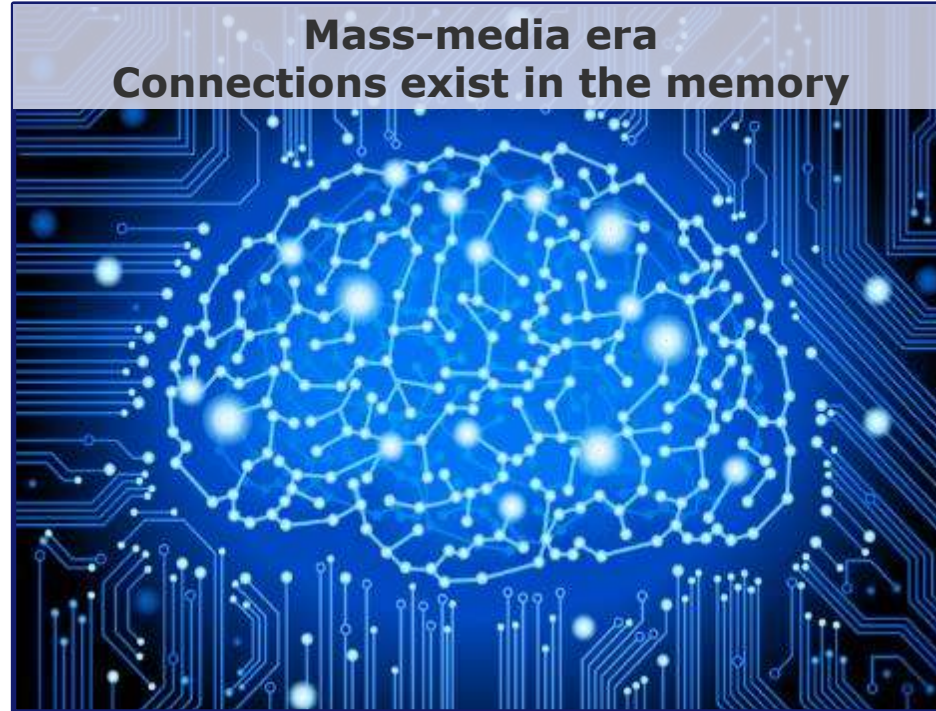
When people want to buy, they will search, read content, go to e-store and express in internet.



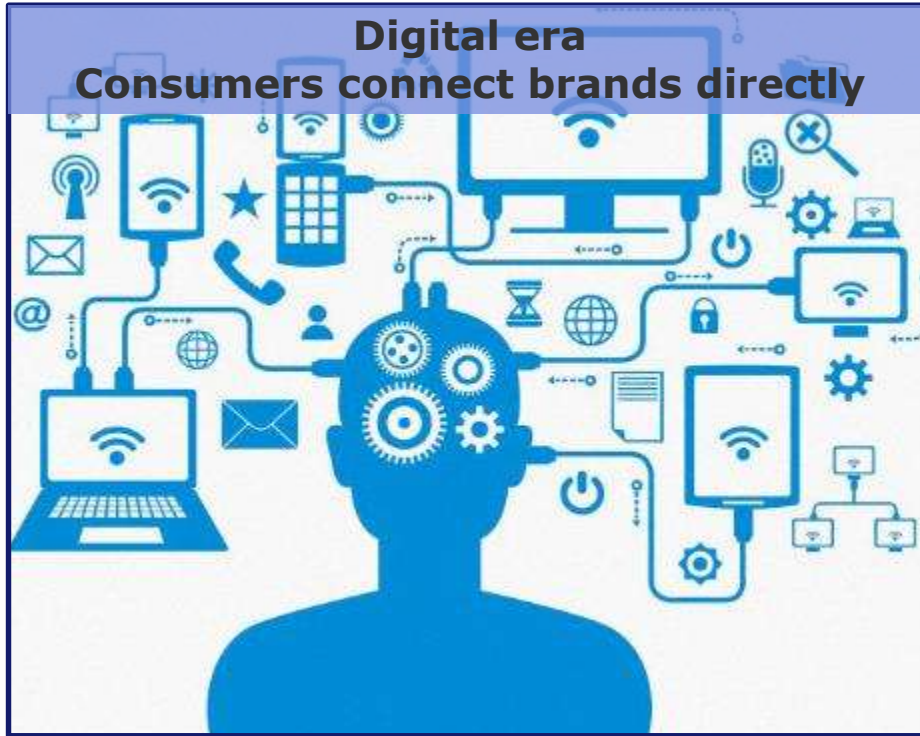
Digital equity of brand



Brand exist in consumer's mind  
more memory, stronger the brand



Brand also live in in digital world  
more digital connection, more powerful brand



# New Equity of Brand Owner in Digital Era

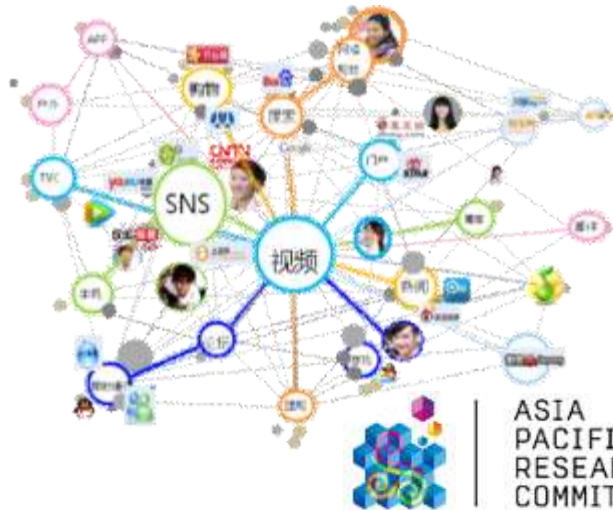
## Digital Brand Equity

Digital connection between  
Consumer and brand



## Data Equity

Data of digital connection  
Between consumer and brand



# Brand CQ

measure all connection between consumer and brand

**The relationship between consumers and brands is been digitalized.**

Today, consumers connect brands through various digital media: stimulated by digital ads, reading digital contents, searching digital information, purchasing online and sharing experiences with other consumers.

Therefore, the digital connection between consumers and brands on digital platforms can be used to evaluate a new kind of brand equity

Brand Connection Equity

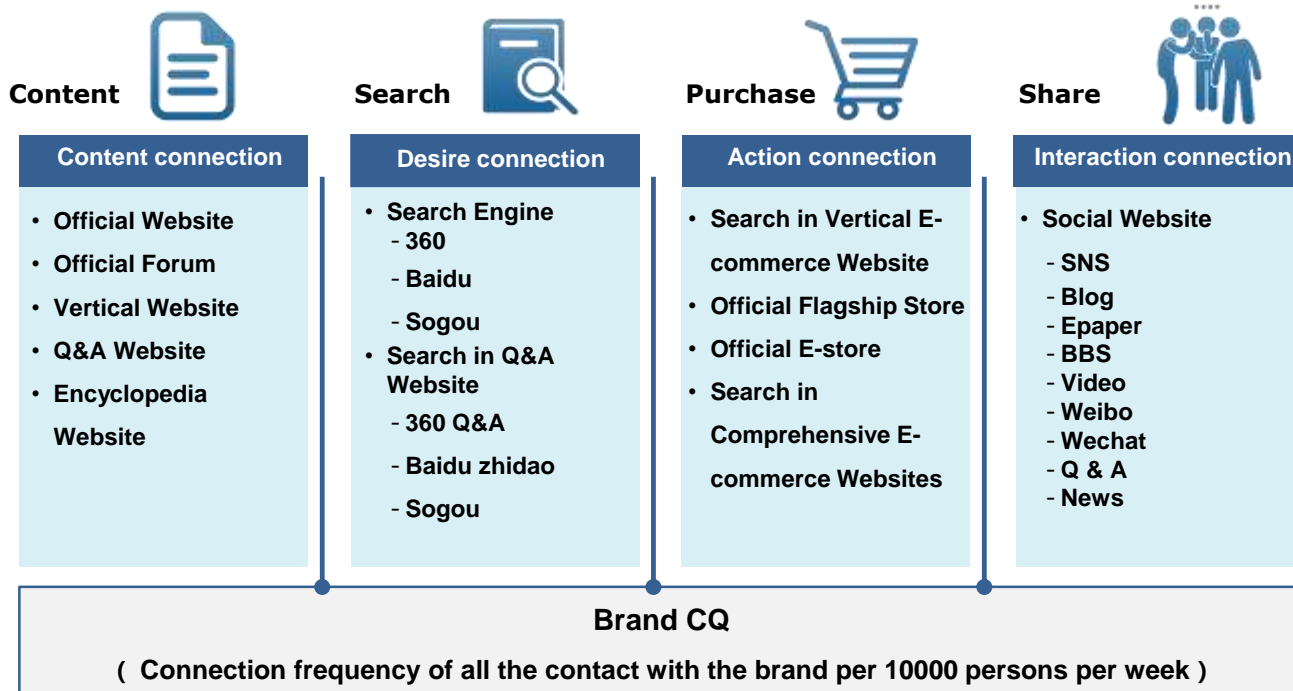




# Application of Digital Equity



# Brand CQ Covers all of Consumers' Behaviors



# The power of big data

## Real Time

- Weekly data
- Report in 1 week

## In detail

- All kinds of touch points
- All cities
- All brands in category

## Sensitive

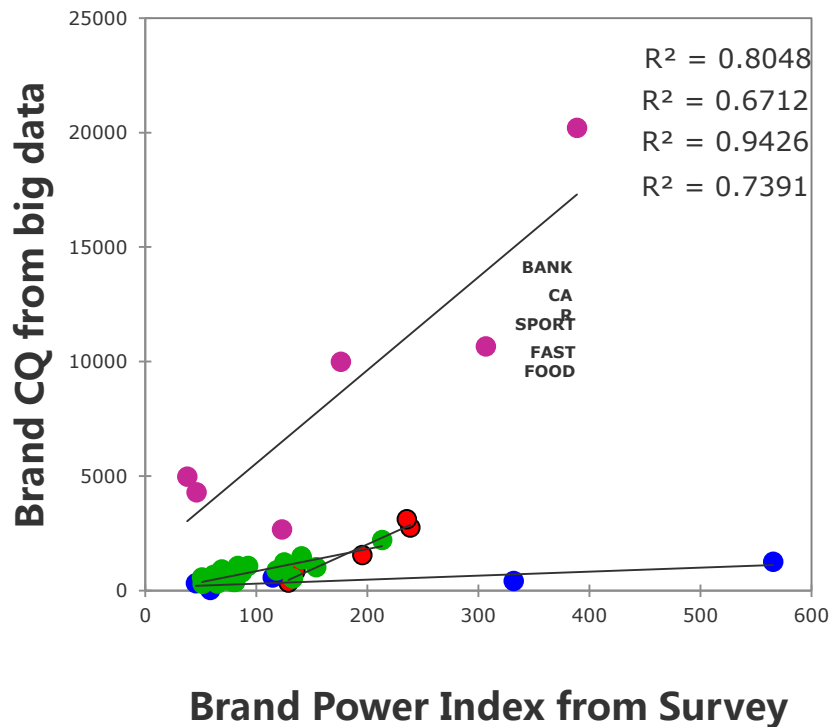
- Clear response to campaign



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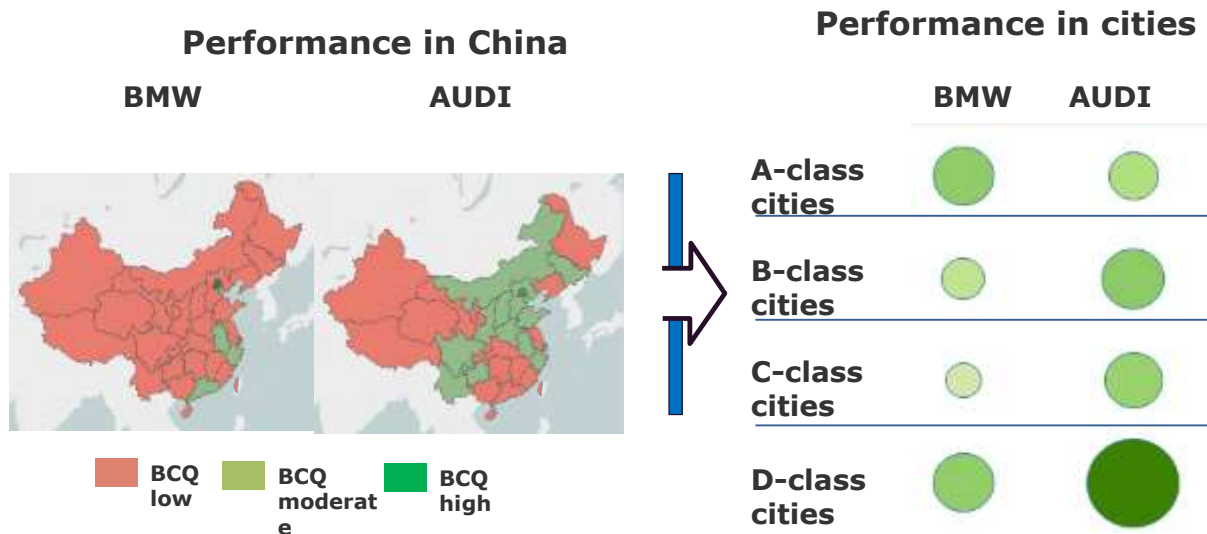
# Brand CQ is highly correlated to Brand Power





# Cover all the provinces and cities

Show brand connections of consumers in different provinces of China, and brand development in different levels of markets.

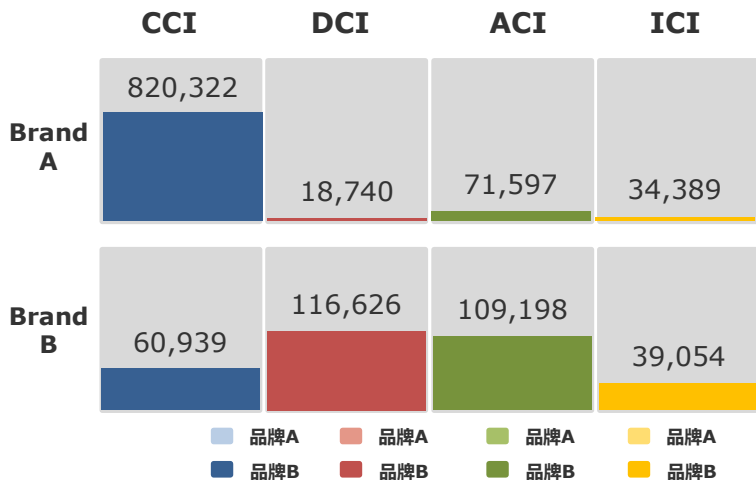


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# Cover all touch points

Look for and optimize the channels to connect consumers.



Note

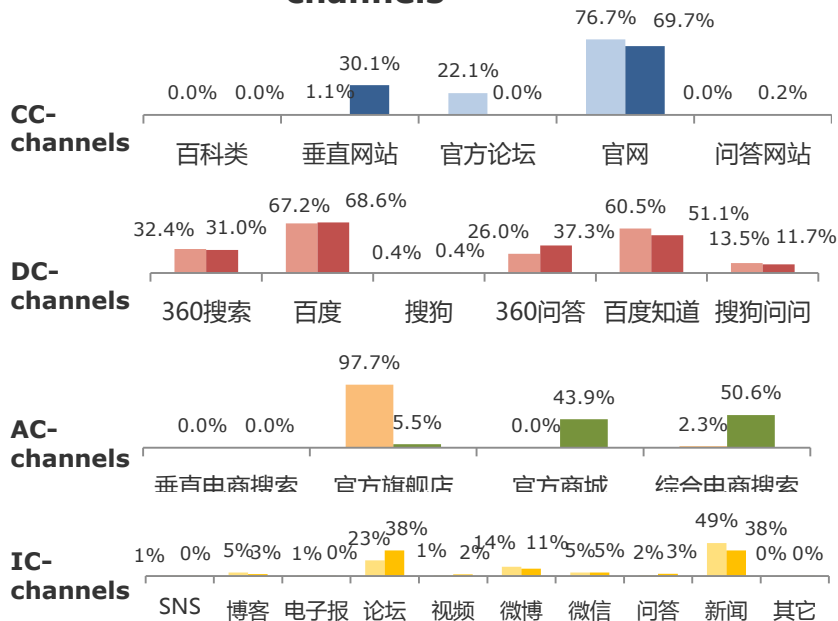
CCI: Content Connection Index

DCI: Desire Connection Index

ACI: Action Connection Index

ICI: Interaction Connection Index

## channels



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# Sensitive Brand CQ

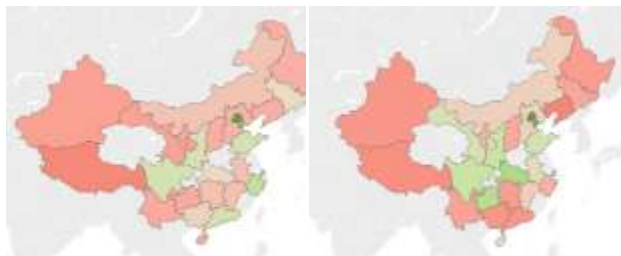
## evaluating marketing ROI effectively

The Brand CQ is highly correlated to IGRP (spending) data.

### Advertising result & the change of Brand CQ

The IGRP

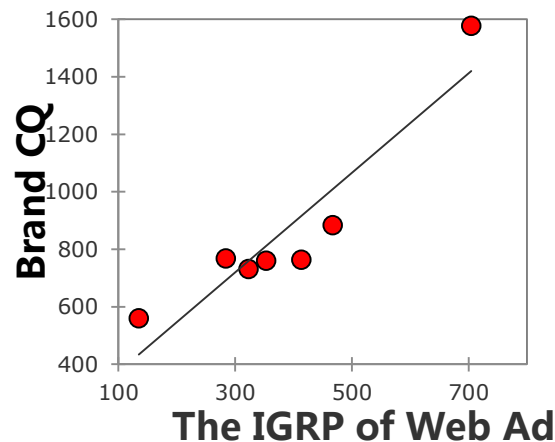
Brand CQ



low Middle High

- Brand X , 2014/10-2014/12月  
Web ad

### IGRP is highly correlated to Brand CQ



# Big Data Ecosystem in China

# Marketing Data Providers in China

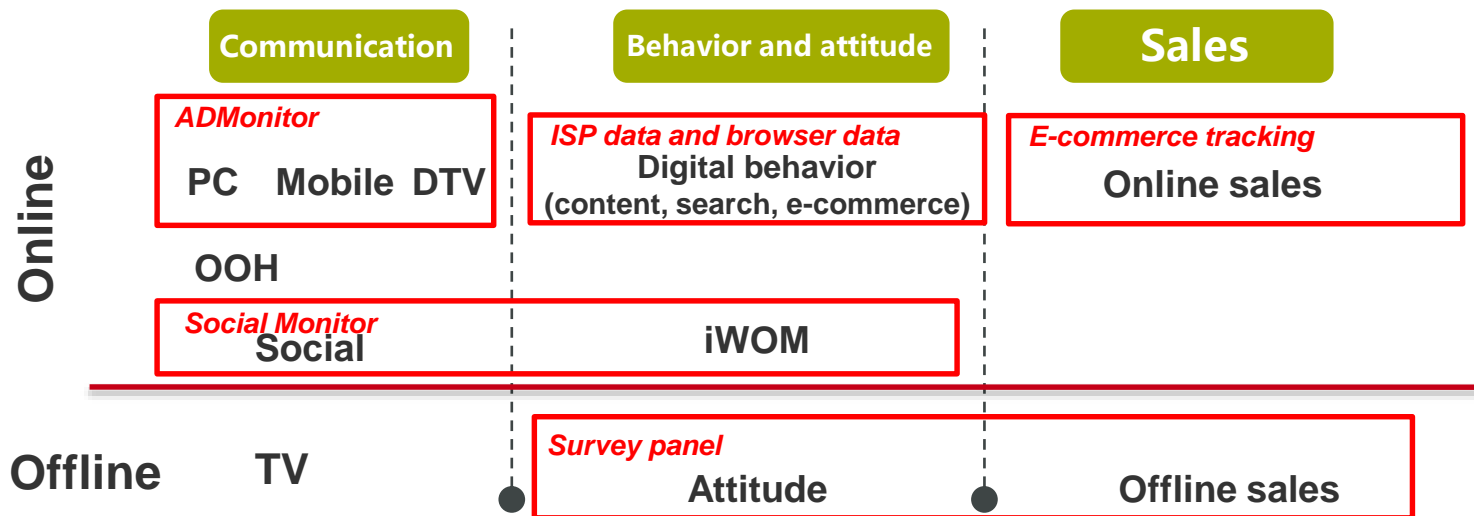
	Data Description	Data details	Data Value	Open to Advertiser	Cross Publisher
Baidu	Search/Baidu Analytics/Baidu Map	Search behavior, small website behavior, location	****	begin to test	no
Alibaba	Tmall/Taobao/Gaode Map	Purchase behavior, location	*****	not yet	no
Tencent	Wechat/QQ	Personal Demo info	*****	not yet	no
Miaozhen Systems	Ad Tracking	Media consumption behavior	***	begin to test	yes
DSPs	Ad Tracking	Media consumption behavior	*	yes	yes
Stream Data Panel Vendors	Stream Data	All online behavior	***	yes	yes
Demo. Panel Vendors	Demo. Panel	Demo info	*	yes	yes
Internet Carriers	Stream Data	All online behavior	*****	begin to test	yes
CRMs	Offline data	Purchase behavior	**	begin to test	Yes
App Trackers	App Tracking	App consumption behavior	***	yes	yes



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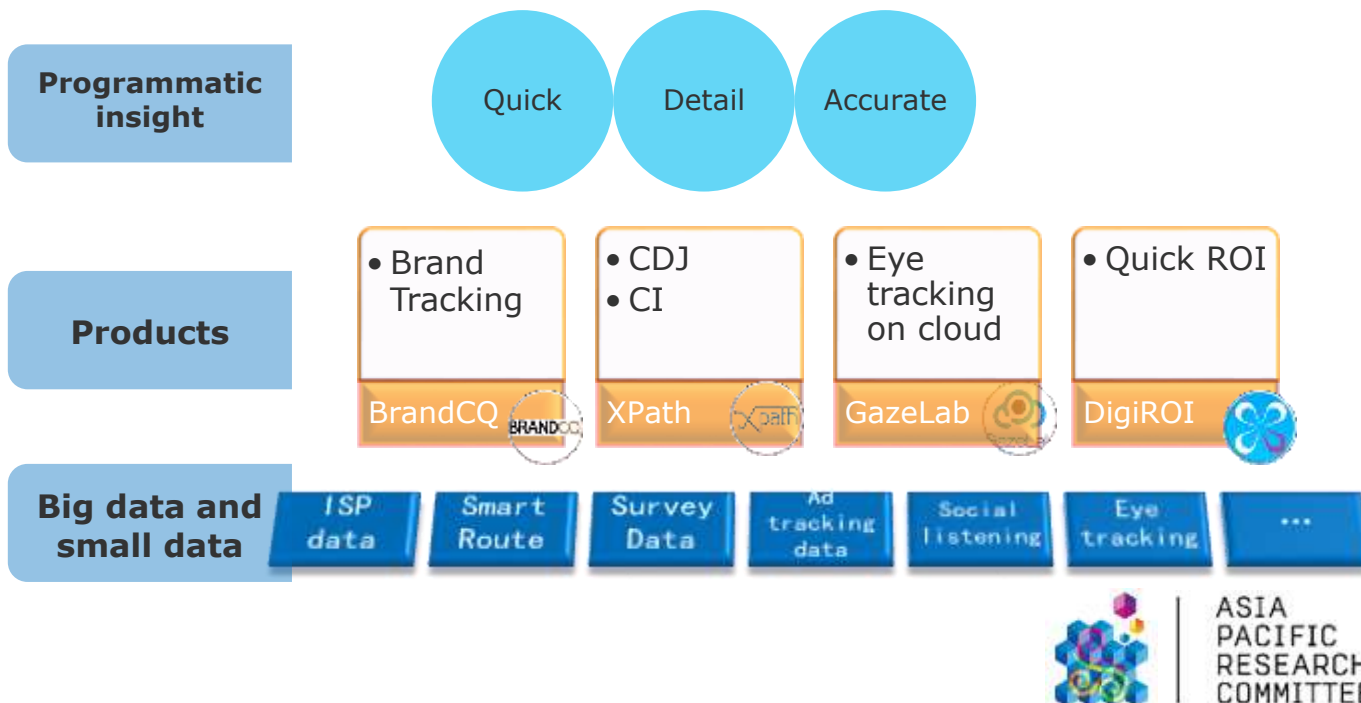


# Single source data big data are available from advertising to sales



About Xinsight's dream

# Xinsight: Providing programmatic insight by big data and small data integration





# Thanks!



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**tanbeiping@Xinsight.cn**  
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