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HKTVmall數據共享庫引發大數據無限可能 鼓勵商戶加快數碼化發展

為了讓商戶更全面地了解顧客的消費行為，透過數據分析開拓商機，「HKTVmall數據共享庫」已全面開放予超過5,800個商戶登記使用，並免費提供過去13個月HKTVmall以獨特的新零售模式營運下所得的消費者數據，包括銷售交易及用戶流量等。商戶可利用數據圖像化工具Power BI，將大量複雜的數據轉化成精闢的分析結果，洞察市場走勢，從而更有效制定市場營銷策略。

由即日起10月31日，凡未曾登記「HKTVmall數據共享庫」的商戶成功登記帳戶，可獲贈手機推送訊息廣告一個（價值 \$15,000港元，名額250個，先到先得）。我們期望鼓勵商戶加快數碼化發展，充分利用數據分析，針對品牌管理及數碼行銷，制定出更具成本效益的營銷方案。

HKTV mall 商戶專享

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HKTVMALL

【期間限定】成功申請即可免費獲得「手機推播訊息」一個（價值\$15,000）（名額 250個）

感謝祭 11.11 聖誕節

「HKTVmall數據共享庫」免費開放HKTVmall及商戶網店過去13個月的網頁瀏覽、使用手機應用程式流量，以及有關營運銷售數據，數據將會每日更新。商戶透過「HKTVmall數據共享庫」不但可查閱網店的營運銷售趨勢及客戶群分佈，輕鬆地了解客戶的購物模式及消費習慣，更可利用數據圖像化工具Power BI查看已整合的詳細網

店表現，例如比較網店內的產品與HKTVMall同款產品類別的銷售表現、目標客戶群與實際客戶群分佈的比較等。商戶透過數據分析，更全面地了解顧客的消費行為，從而靈活地制定市場策略，進一步向目標消費群推廣產品，增加曝光機會，刺激生意增長。



我們支持商戶全方位發掘網店潛力及了解客戶購物習慣，進一步推動各行各業數碼轉型，「HKTVMall數據共享庫」為商戶免費根據他們網店的銷售數據，提供一對一專業數據分析服務，為購物旺季做好準備。未來我們會繼續加強與香港各界合作，推動不同行業數碼化發展，開拓無限商機。

申請數據共享庫團隊協助完成申請：<https://forms.gle/Pp8zkRdiTJbUbBfx5>

自行登記HKTVMall 數據共享庫及Power BI：
<https://opendatabank.hktvmall.com/portal/register>

歡迎於以下網址登記HKTVMall Open Databank於十月舉行的網上研討會：
<https://forms.gle/QmTQyEtTpCSo7BpE8>

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HKTV mall
YouGov 2021年
香港品牌推薦度排行榜

第2名

資料來源：
YouGov BrandIndex

HKTVMall Open Databank Unleashes the Infinite Possibilities of Big Data & Accelerates Digital Transformation to Merchants

To provide a more comprehensive view on consumers' shopping behaviour and explore new business potential through data analysis to our merchant partners, "HKTVMall Open Databank" has been fully opened the registration for over 5,800 merchants, providing the past 13 months' consumer data relating to the unique new retail model of HKTVMall including sales transaction and user traffic. Visualized data tool - Power BI is also available for merchants and helps them to transform data into actionable market insights and analysis to formulate marketing strategies more effectively.

From now on until 31 October, merchants who have never registered for "HKTVMall Open Databank" and complete the registration successfully can be entitled to an App Notification advertisement (worth HK\$15,000 with 250 pax on a first-come-first-served basis). We hope to encourage merchants for empowering digital development, making use of the data for more cost-effective planning on brand management and digital advertising.

HKTVMall Merchant Exclusive

HKTVMALL

[Limited Offer] Register now to get FREE App Notification (Worth HK\$15,000) (Quota: 250)

Using the Big Data
To Capture the
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*Terms and conditions apply



“HKTVMall Open Databank” share past 13-month rolling data for free with sales and traffic data of HKTVMall’s website and mobile app, as well as the data of merchants’ online stores. Through the “HKTVMall Open Databank”, merchants can not only check the sales trends and distribution of customer groups in their online stores, easily understanding customers’ shopping patterns and consumption habits. In parallel to this, merchants can make use of the visualized data tool, Power BI for reviewing the organized data for store performance and sales overview of HKTVMall. For instance, merchants can compare the sales performance of the products in their online store with the same product category at HKTVMall; the comparison between the target customer segments with the actual segments is also available. Our merchant partners can have a more comprehensive view on consumers’ shopping behaviour through data analysis, thus formulating market strategies flexibly and further promote products to target consumer groups to increase exposure and business growth opportunities.



We fully support our merchant partners to understand more about the market trends and the customers' shopping behaviour, further accelerating the digital transformation of various industries. "HKTVmall Open Databank" is offering professional 1-on-1 analytic service regarding the sales data at Power BI for merchants to prepare for the peak shopping season. In the future, we will continue to strengthen cooperation with all aspects of society, empowering the digital development of different industries, and exploring unlimited business opportunities.

Assisting to complete registration by Open Databank Team:

<https://forms.gle/Pp8zkRdiTJbUbBfx5>

Self-served registration at Open Databank and Power BI:

<https://opendatabank.hktvmall.com/portal/register>

Welcome to join our online webinar to be held in October, please register from

below link: <https://forms.gle/QmTQyEtTpCS07BpE8>

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Source: YouGov BrandIndex

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