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HKTVmall多元化數碼廣告策略 助商戶提升廣告效用及回報

HKTVmall擁有龐大客戶基礎，在2021年9月，HKTVmall每月活躍使用者超過1,594,000名，我們充分利用強勁人流的優勢，配合大數據分析，讓商戶的產品及服務更有效推送到目標客戶群。HKTVmall的一站式廣告投放系統（Ad Booking System）於HKTVmall網頁及手機應用程式，提供不同的廣告形式及廣告位置選擇，最新更推出4款全新廣告形式，希望幫助商戶提升品牌知名度，帶動銷量；同時，我們亦為商戶推出多元化的數碼廣告計劃，最新推出早鳥優惠「2022 優先廣告預付計劃」，讓商戶以最優惠的價格，輕鬆制定未來的廣告策略。

傳統網上廣告媒體



- ✗ 未必有即時購物需求
- ✗ 比較專注於媒體上的內容，如新聞，多於廣告內容

HKTV mall 廣告平台



- ✓ 購物意慾高
- ✓ 搜羅最新不同類型產品
- ✓ 熱衷搜尋購物優惠

商戶廣告於平台
當眼位置展示

商戶網店
生意額增加

想成功吸引顧客眼球，刺激銷量，除了震撼的產品優惠，有商戶在推廣的產品類別中，配合相關廣告位置，成功令網店生意額上升9.3倍，將產品精準地推廣至目標顧客群，以及加深對品牌及其產品的認識。

為了增加商戶宣傳產品的機會，HKTVmall最新推出4款全新廣告形式，包括「閃購廣告貨品」、「Top100廣告貨品」、13Landmarks 商戶專享「Inspired橫幅廣告」及「貨品推廣組合」，於2021年第4季更會推出「Instagram帖子及限時動態」廣告、「關鍵字橫幅廣告」、「分類橫幅廣告」及「搜尋頁推薦品牌」，令宣傳活動有效地

擴展至不同領域，吸納更多新客戶，刺激銷售額。



另外，HKTVmall推出早鳥優惠「2022 優先廣告預付計劃」，商戶只須於2021年12月31日或之前簽署合約，並成功預付相關廣告費用，可享有指定的廣告投放額獎賞。請[按此](#)重溫2022廣告安排網上簡介講座，及[按此](#)瀏覽各數碼廣告計劃及廣告類型的詳細介紹。

未來 HKTVmall 會繼續加強與各商戶或產品供應商合作，靈活運用不同的宣傳策略，刺激顧客的消費意欲，達至互利共贏的效果。如對任何廣告計劃有興趣，歡迎電郵至 adv_enquiry@hktv.com.hk 與我們聯絡。



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立即預約 [名額有限]

HKTVMall
YouGov 2021年
香港品牌推薦度排行榜

資料來源：
YouGov BrandIndex

第 2 名

HKTVMall's Diversified Digital Advertising Strategy Strengthening The Effectiveness & Return on Advertising for Merchants

HKTVMall has a large customer database with monthly active users of over 1,594,000 users in September 2021. We leverage our competitive advantage of high traffic and big data analysis to further promote the products and services to target segments effectively. HKTVMall's one-stop Ad Booking System provides diversified advertising formats and position options on HKTVMall webpage and mobile app with new launch of 4 advertising formats, aiming to help merchants enhancing their brand awareness, as well as further driving sales. In parallel to this, we have a diversified portfolio of digital advertising plans with the latest early bird promotion “2022 Advance Payment Scheme”, allowing merchants to formulate future advertising strategies easily at the most favourable rates.

Traditional Online Advertising Media



- ✗ Customers may not have instant shopping desire
- ✗ Customers focus on media content eg. news article, rather than advertisement

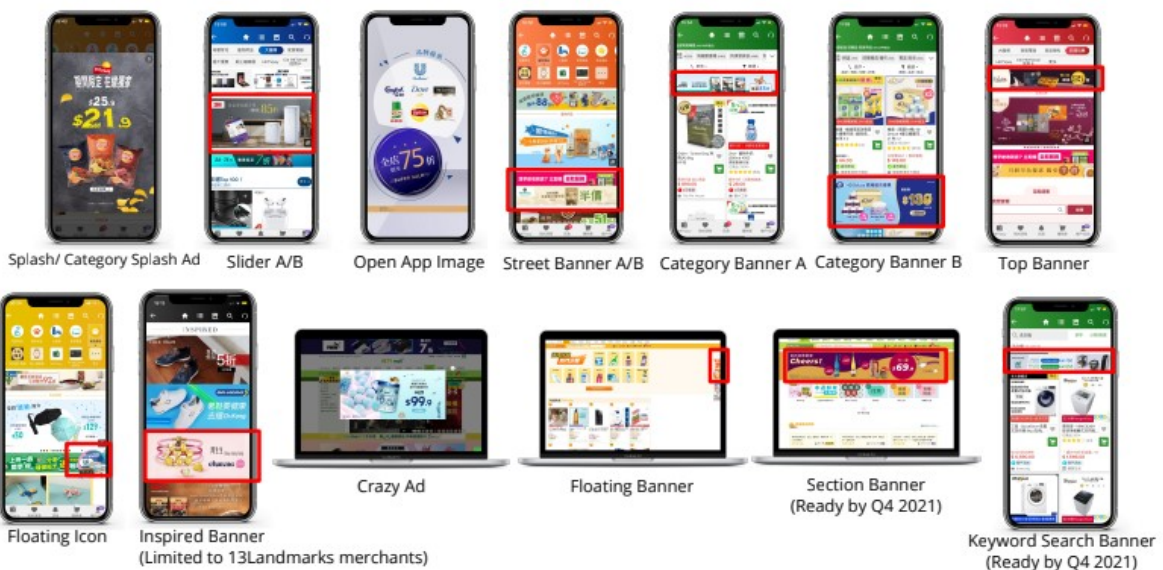
HKTVMall Advertising Platform

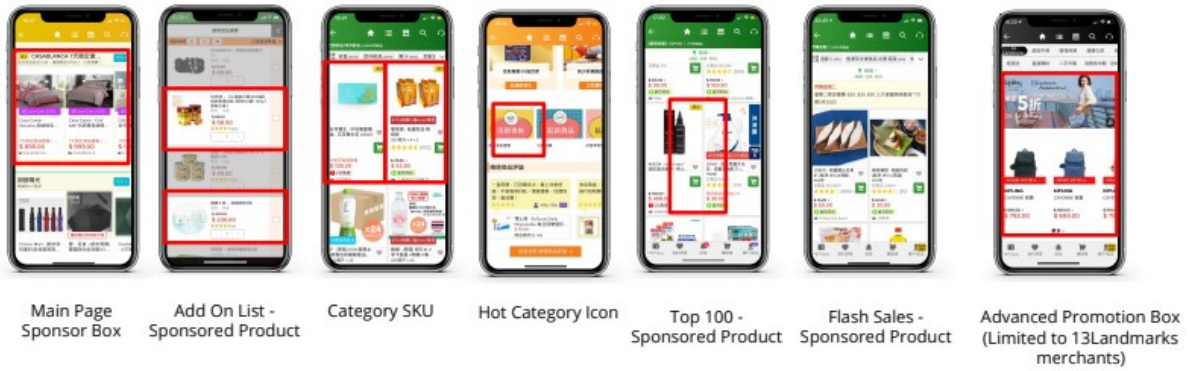


- ✓ High Purchase Intent
- ✓ Interested in Diverse Product Categories
- ✓ Bargain Shoppers
- Eye-catching Ad Positions
- Enhance Online Store Revenue

To successfully attract customers' attention and stimulate sales, some merchants have successfully increased their business volume by 9.3 times by matching the promotional product categories with relevant advertising positions, promoting products to target segments accurately, and strengthening brand awareness in addition to offering stunning discounts.


In order to provide more opportunities for merchants to promote their products, HKTVMall has launched 4 new advertising formats, including “Flash Sales - Sponsored Product”, “Top 100 - Sponsored Product”, “Inspired Banner” and “Advanced Promotion Box” which are exclusive for merchants under 13Landmarks. In Q4 2021, new advertising formats – “Instagram Post & Story”, “Keyword Search Banner”, “Section Banner” and “Search Page - Recommended Brands” will be launched so that promotional activities can be effectively extended to different fields to acquire new customers and stimulate sales.





In addition, HKTVmall launched the early bird promotion “2022 Advance Payment Scheme”. Merchants who sign the agreement and prepay the full advertising fee on or before 31 December 2021 will be entitled to specified advertising rewards. Please [CLICK HERE](#) to review the webinar of 2022 advertising arrangements, and please [CLICK HERE](#) for a detailed introduction of each digital advertising plan and advertising format.


HKTVmall will continue to strengthen the collaboration with various merchants, brand owners and suppliers, flexibly use of different marketing strategies to stimulate consumers' buying intention and achieve mutual benefit with win-win results. For more information, please feel free to contact our Advertising Sales Team by email to adv_enquiry@hktv.com.hk.



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in Hong Kong

Source: YouGov BrandIndex

Ranked
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商品價格以 hktvmall.com 為準

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