

AI數據解決行銷問題及洞察消費者行為

OBSERVATION OF SOLVING E-MARKETING AND CONSUMER SHOPPING BEHAVIOR

Master Thesis Presentation

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OBSERVATION OF SOLVING E-MARKETING AND CONSUMER SHOPPING BEHAVIOR

OVERVIEW

- ▶ Introduction
- ▶ Research Background
- ▶ AI Solving e-Commerce Problems
- ▶ Customer Management & Satisfaction
- ▶ AI Privacy Awareness

INTRODUCTION

OBSERVATION OF SOLVING E-MARKETING AND CONSUMER SHOPPING BEHAVIOR

RESEARCH BACKGROUND

- ▶ AI is changing the way of people doing business
- ▶ AI marketing, Customer Relationship Management, Privacy of using AI
- ▶ Document Analysis, In-Depth Interview

RESEARCH BACKGROUND

OBSERVATION OF SOLVING E-MARKETING AND CONSUMER SHOPPING BEHAVIOR

FOUR TYPES OF SOFTWARES

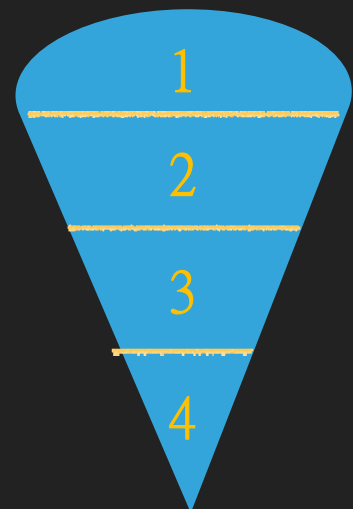
- ▶ **Product A:** It is a user acquisition platform that finds the highest lifetime value users at scale with a predictable return on investment.
- ▶ **Product B:** It is a tool that helps businesses target the users to contribute discount coupons and reduce heavy manual work required for coupon segmentation.
- ▶ **Product C:** It is a user engagement platform that helps the leverage AI to proactively engage end users in the most effective way across all marketing channels.
- ▶ **Product D:** It is a data science platform that unifies and enriches existing customer data to help you better understand the firm's audience and run AI models to easily predict their future actions.

AI SOLVING E-COMMERCE PROBLEMS

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AI SOLVING E-COMMERCE PROBLEMS

- ▶ Creating More Clickthrough Rates(CTRs)
- ▶ Reducing Cart Abandonment
- ▶ Automatic Marketing
- ▶ Marketing Decision Making with AI Strategy



CUSTOMER MANAGEMENT AND SATISFACTION

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CUSTOMER MANAGEMENT AND SATISFACTION

- ▶ Customer Management & Electronic Customer Relationship Management(e-CRM)
- ▶ Consumers Satisfaction and Shopping Behavior

PRIVACY OF USING DATA

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PRIVACY OF USING DATA

- ▶ FTC(Federal Trade Commission)' reports in 2016, "Big Data: A Tool for Inclusion or Exclusion"

CONCLUSION