



必应出口通 —— 行业手册

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Advertiser Solutions – May 2017

家居园艺 Home & Garden

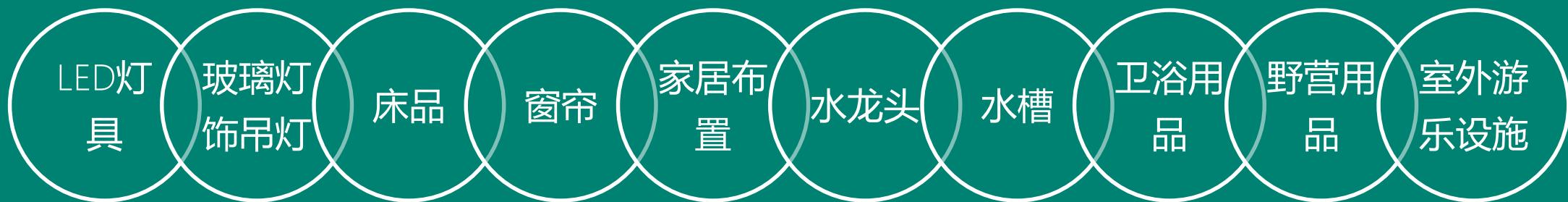
家居园艺行业在美国市场近五年内都会保持在高位并且稳步增长，对于中国市场来说有很大的增长空间。

家居泛指家具，照明，床品，厨卫用品，室内配饰，宠物用品以及日常生活所需产品；园艺泛指日常园艺中使用物品的总称，根据用途分为工具类，灌溉类，机械类，装饰类和资材类。

新型、先进节能产品日趋丰富，人们更加注重节能环保意识，环保产品更受欢迎；

家居逐渐趋于定制化，个性定制化产品前景可观；

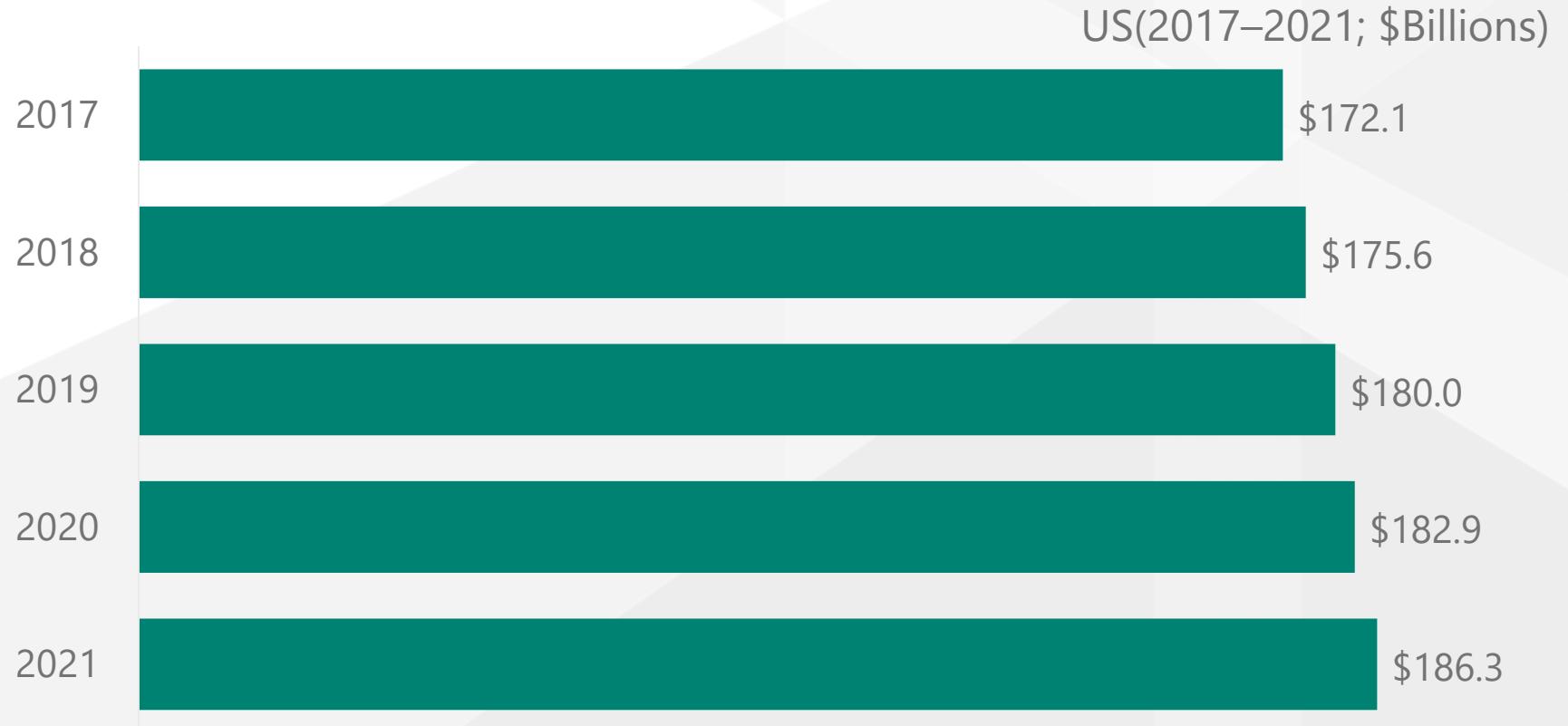
出口通家居园艺行业的主要产品有：



家居园艺 --- 美国

Home & Garden

在线销售额预估



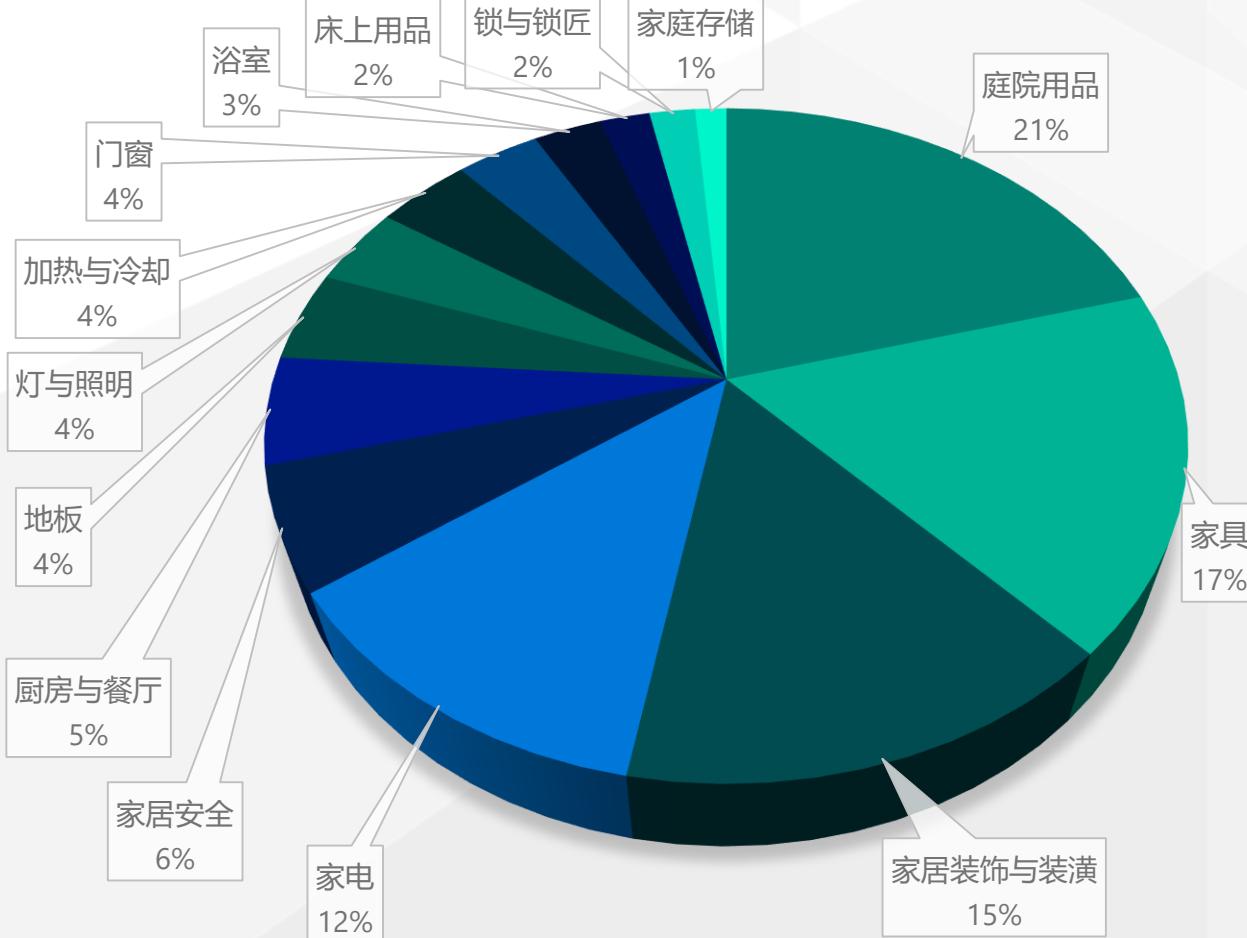
- Source:
Madeline Hurley, IBISWorld Industry Report 44411: Home Improvement Stores in the U.S., November 2016.



家居园艺

Home & Garden

产品分类



搜索量&点击量
(Daily)



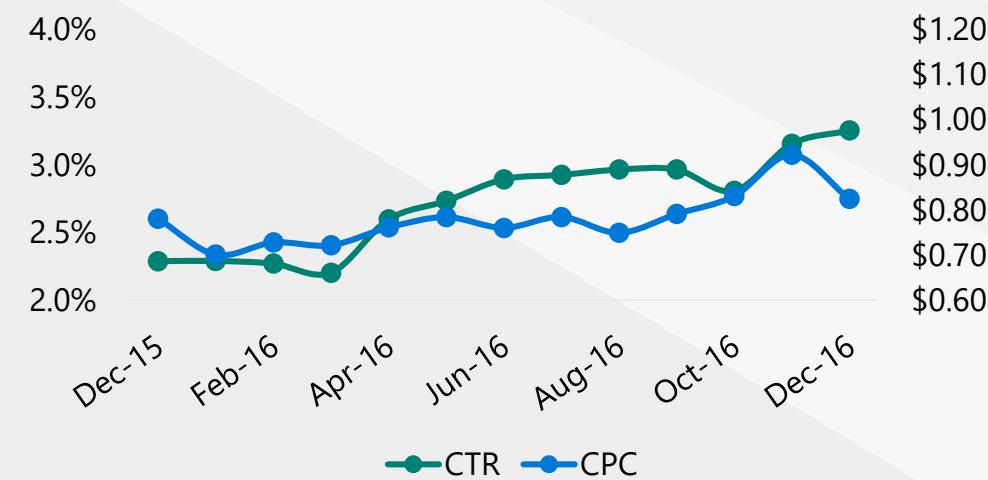
搜索量
2964925



点击量
908535

CPC & CTR

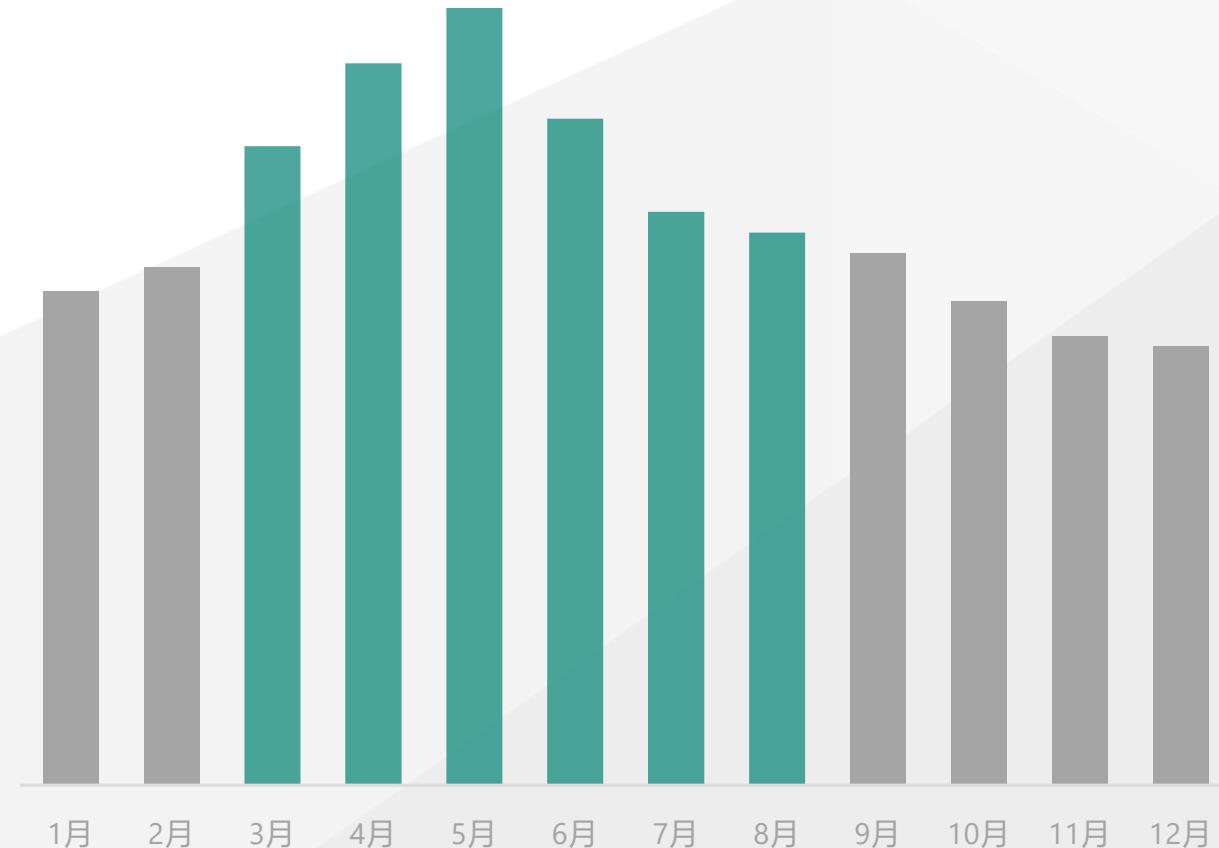
CTR vs. CPC – All Devices



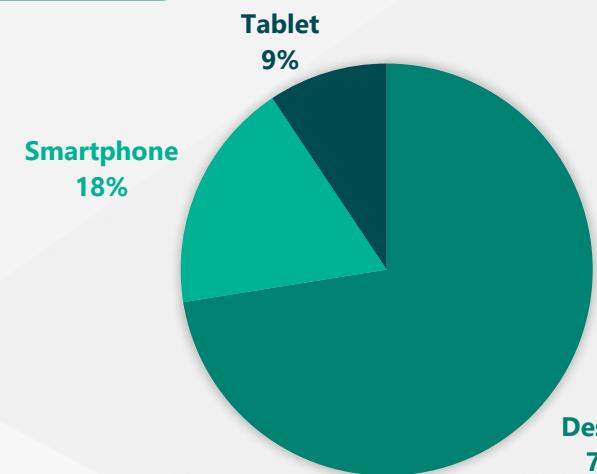
家居园艺

Home & Garden

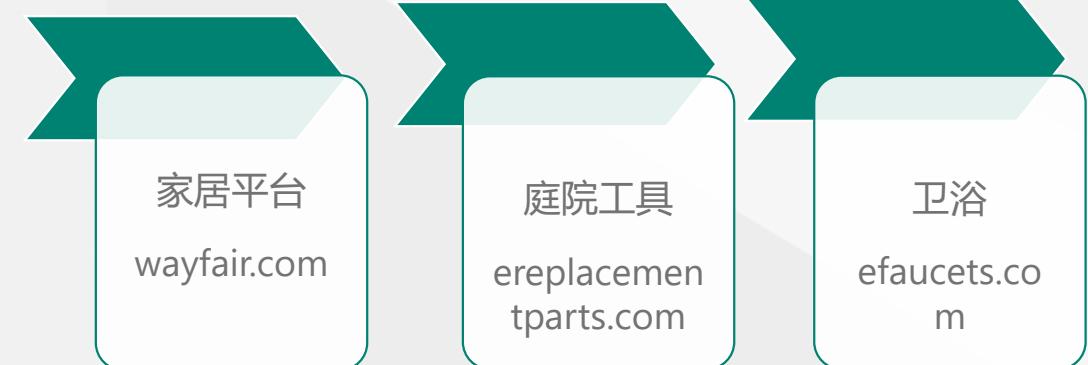
行业淡旺季--US



设备分流



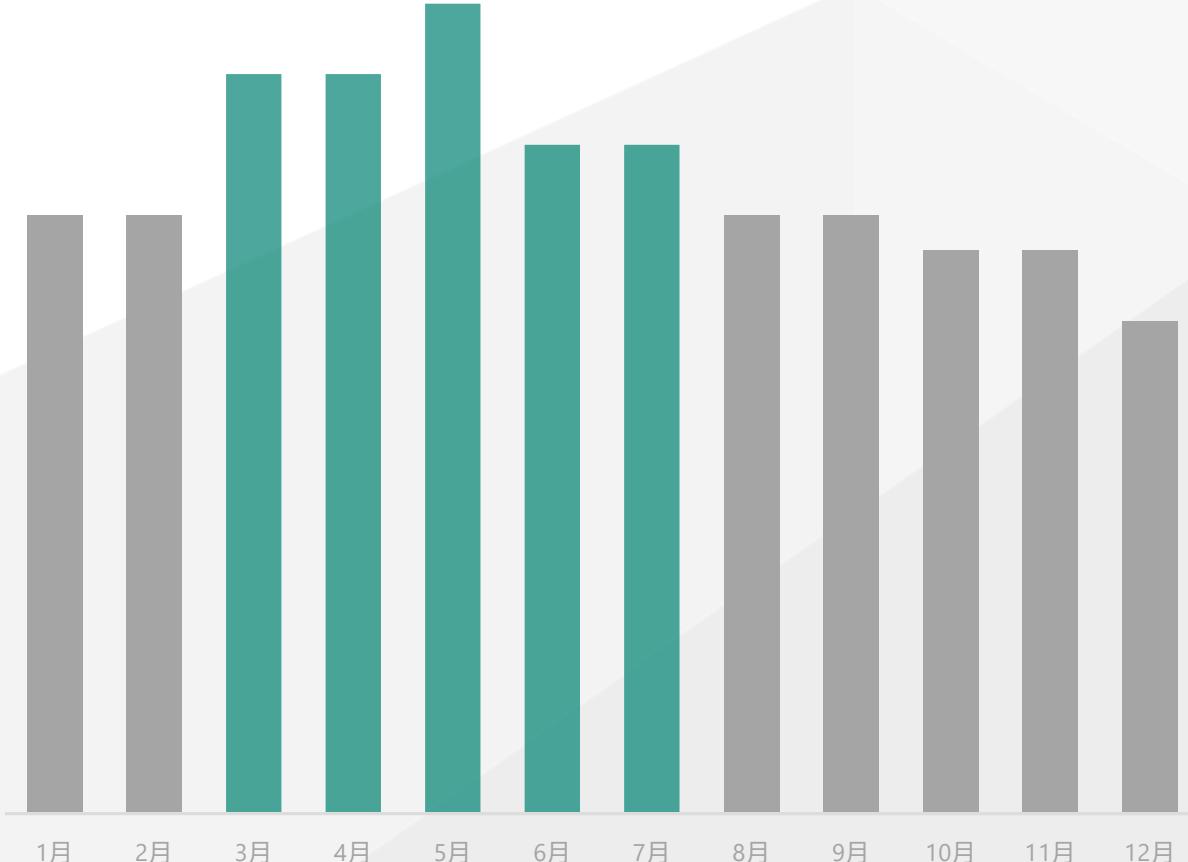
国外竞争对手



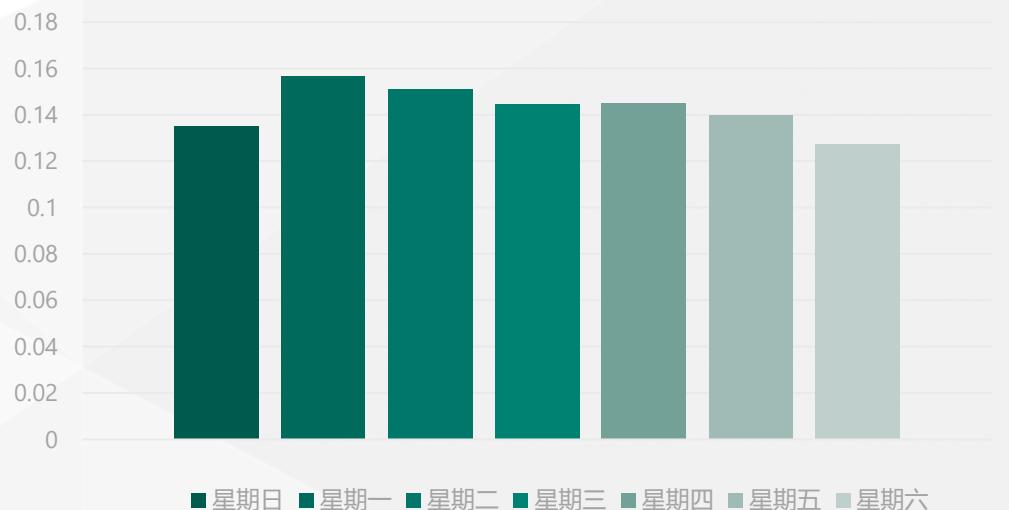
家居园艺

Home & Garden

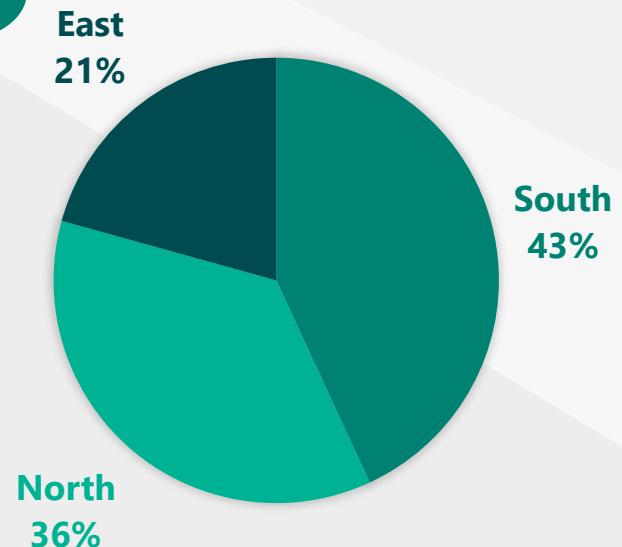
行业淡旺季--UK



一周搜索量分布



出口通账户区域分布



服装饰品 Apparel & Accessories

人们对于服饰的需求一直在增长，网购更是人们选购服饰类产品的重要方式；

服装饰品出口的主要市场为美国，英国和法国市场；流量受季节及节假日影响较大；

产品样式变化大，更新快，需要跟上流行趋势；

2017 女装仍然是最热门搜索产品，同时运动风流行趋势明显，运动鞋搜索量增长迅速，加大码服装的搜索占比也有所增长。

服饰类客户主要分布在东区。

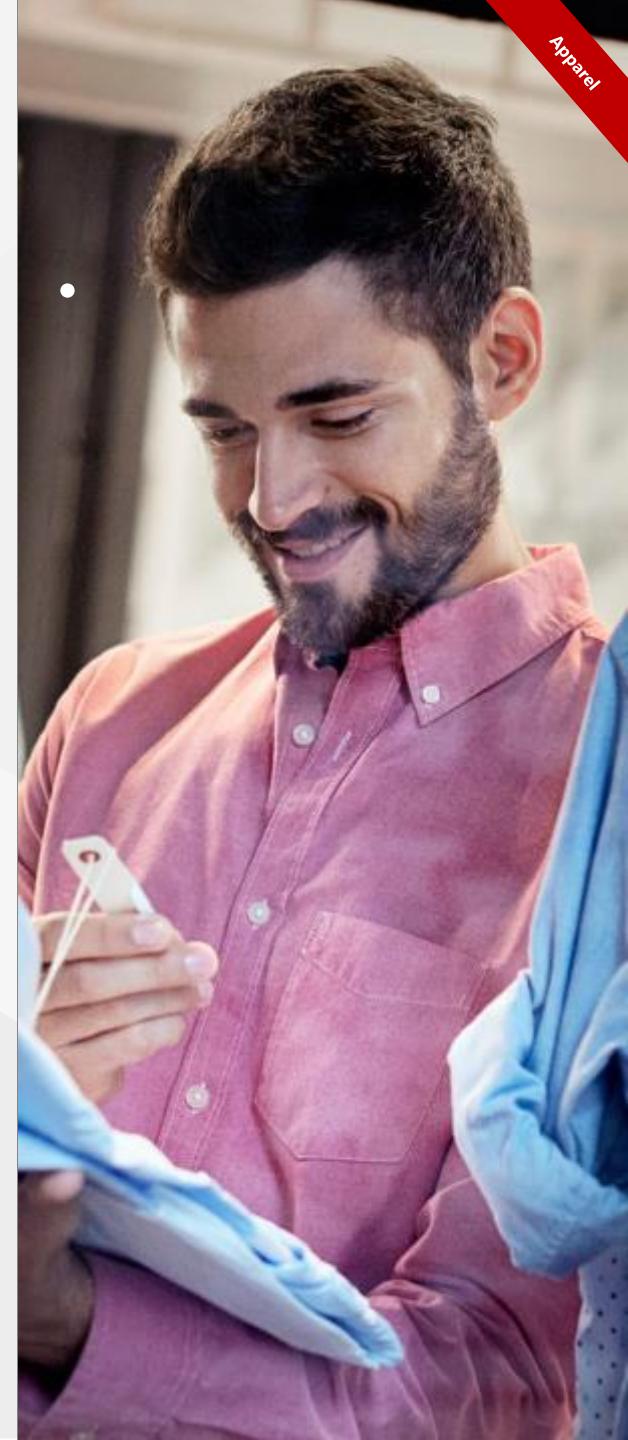
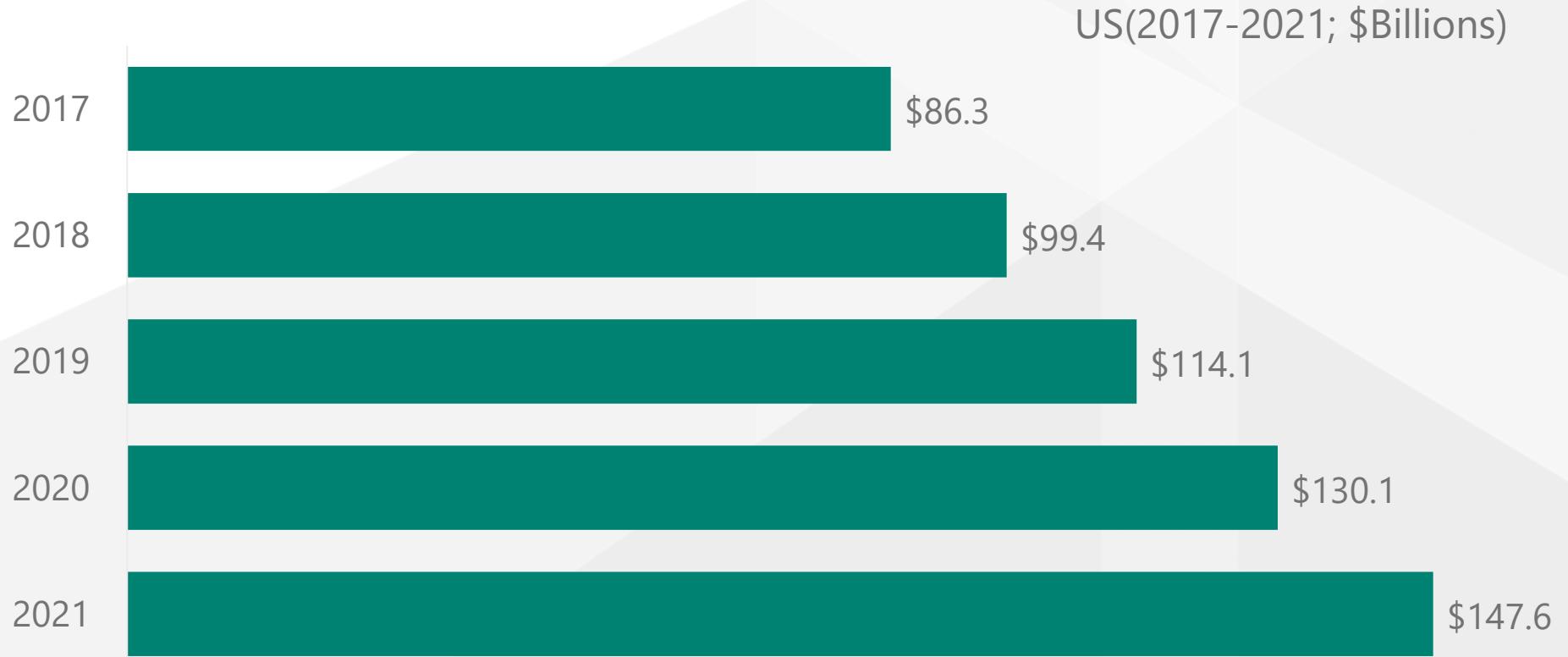
出口通服装饰品行业的主要产品有：



服装饰品

Apparel & Accessories

在线销售额预估

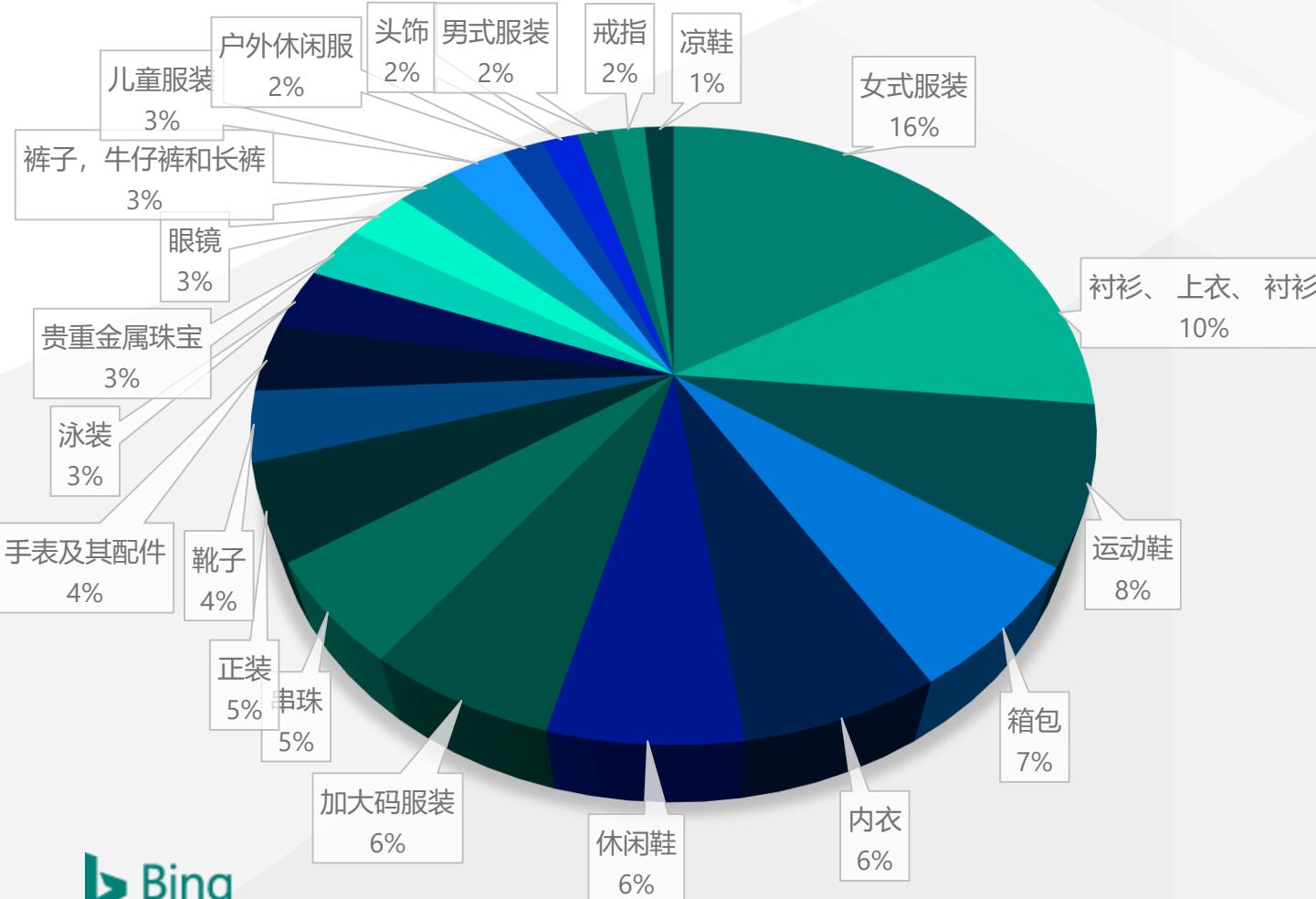


Source:
eMarketer, Apparel and Accessories Ecommerce Sales, United States, 2016-2020. September 2016. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment. Excludes travel and event tickets.

服装饰品

Apparel & Accessories

产品分类



搜索量&点击量
(Daily)

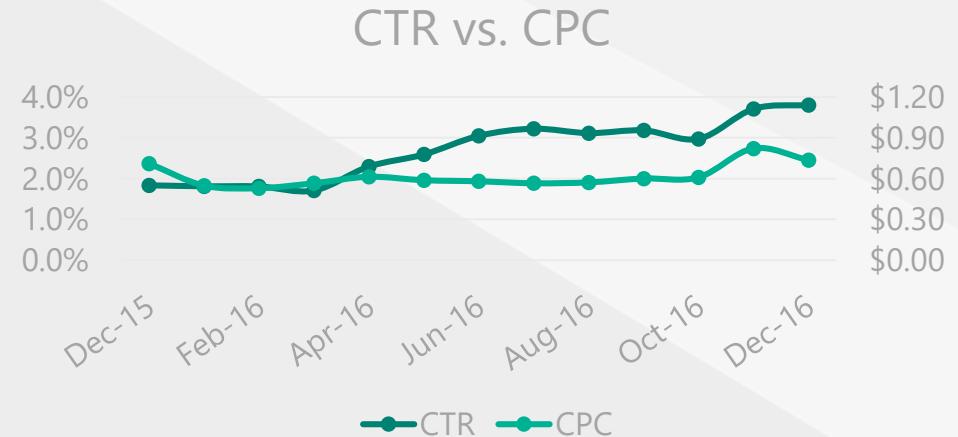


搜索量
1854218



点击量
615341

CPC & CTR



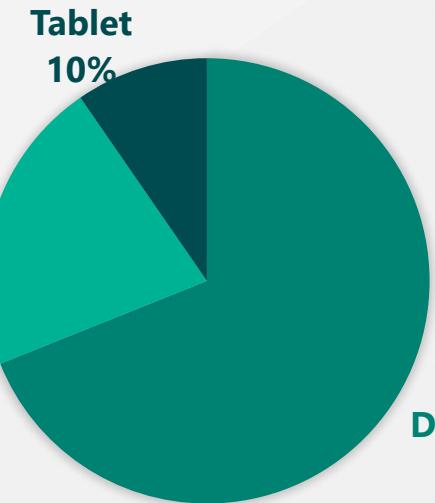
服装饰品

Apparel & Accessories

淡旺季--US



设备分流



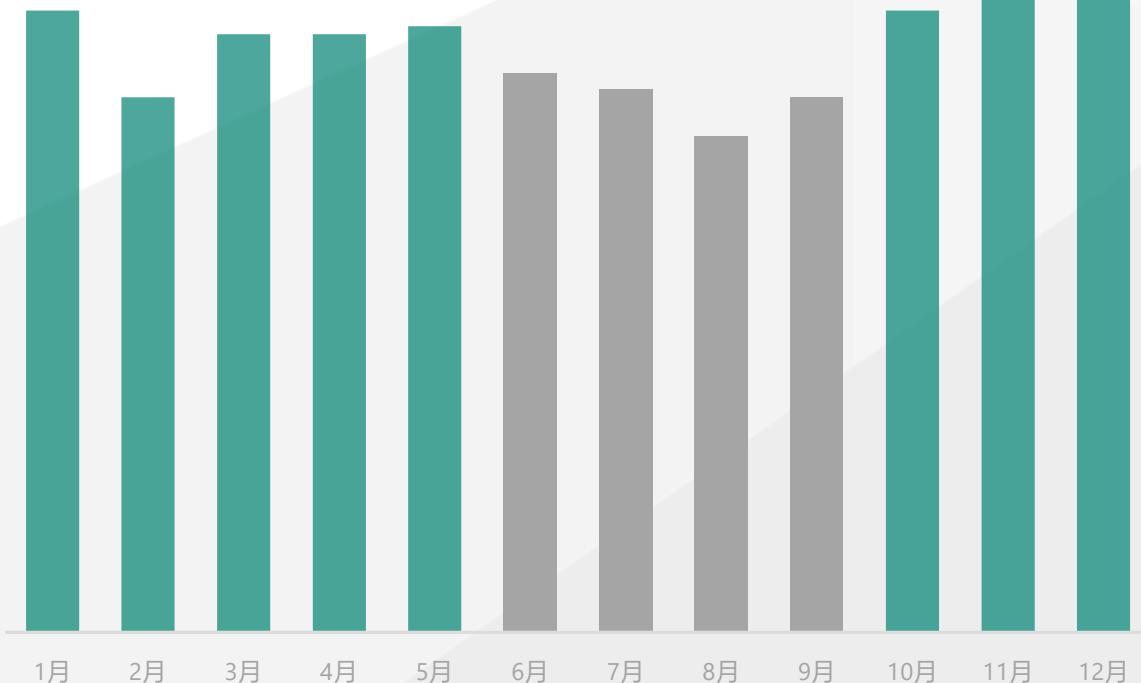
国外竞争对手



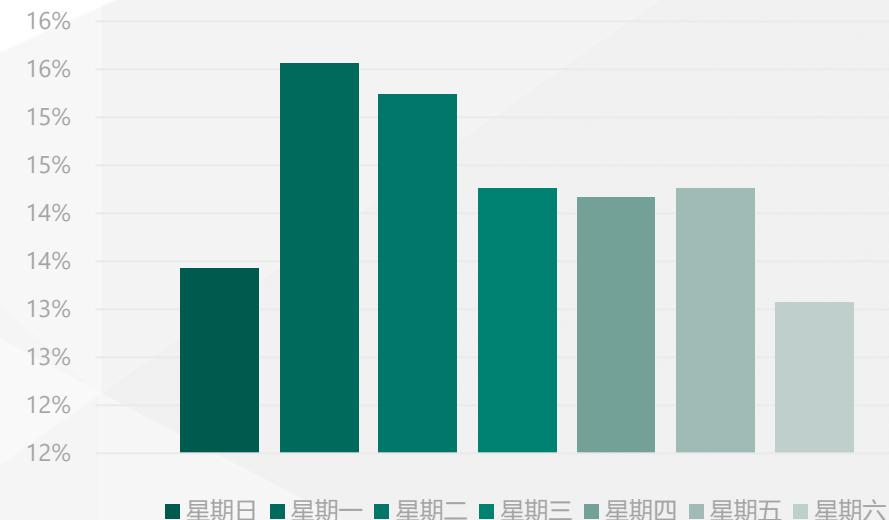
服装饰品

Apparel & Accessories

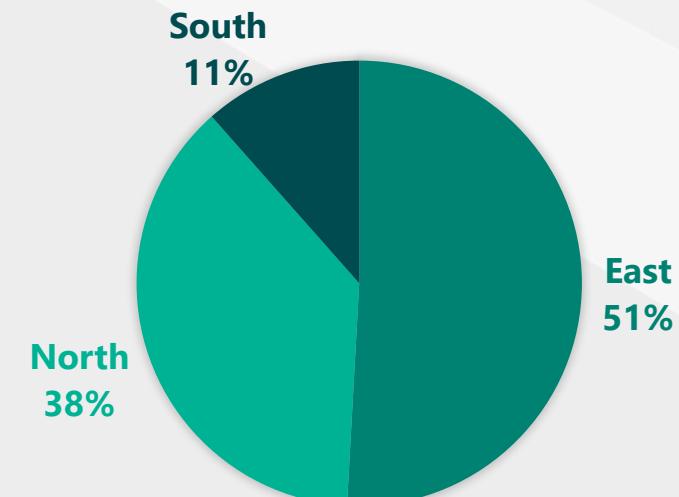
淡旺季--UK



一周搜索量分布



出口通账户区域分布



电脑与消费电子 Computers & Consumer Electronics

消费电子行业有很好的前景和潜力，产品越来越丰富和多元化，包括多种小件消费电子设备，如耳机、音响、手机配件等；

消费电子产品包括多种小件消费电子设备，如耳机、音响、手机配件以及新兴智能设备。受较强的潮流引导性，比如可穿戴设备、无人机、智能家居的兴起使得跟卖的商家数量大量增长。

可下载软件行业一直属于出口通流量大且效果好的行业，主要集中在格式转化，多媒体，手机软件，数据处理及备份等方面。在线游戏以游戏币售卖、手机游戏为主。

消费电子类卖家在全国范围内分布比较平均，行业没有区域限制。

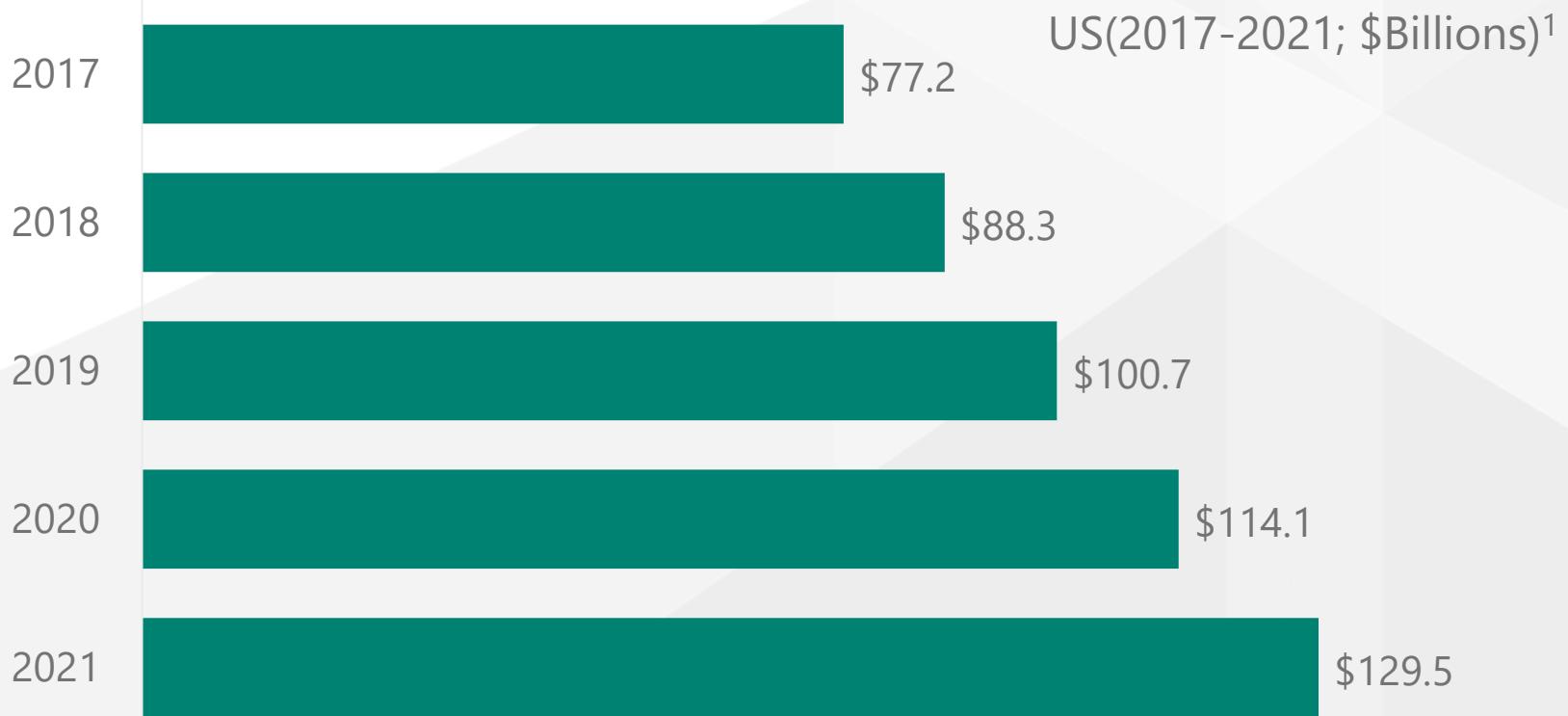
出口通电脑与消费电子的主要产品有：



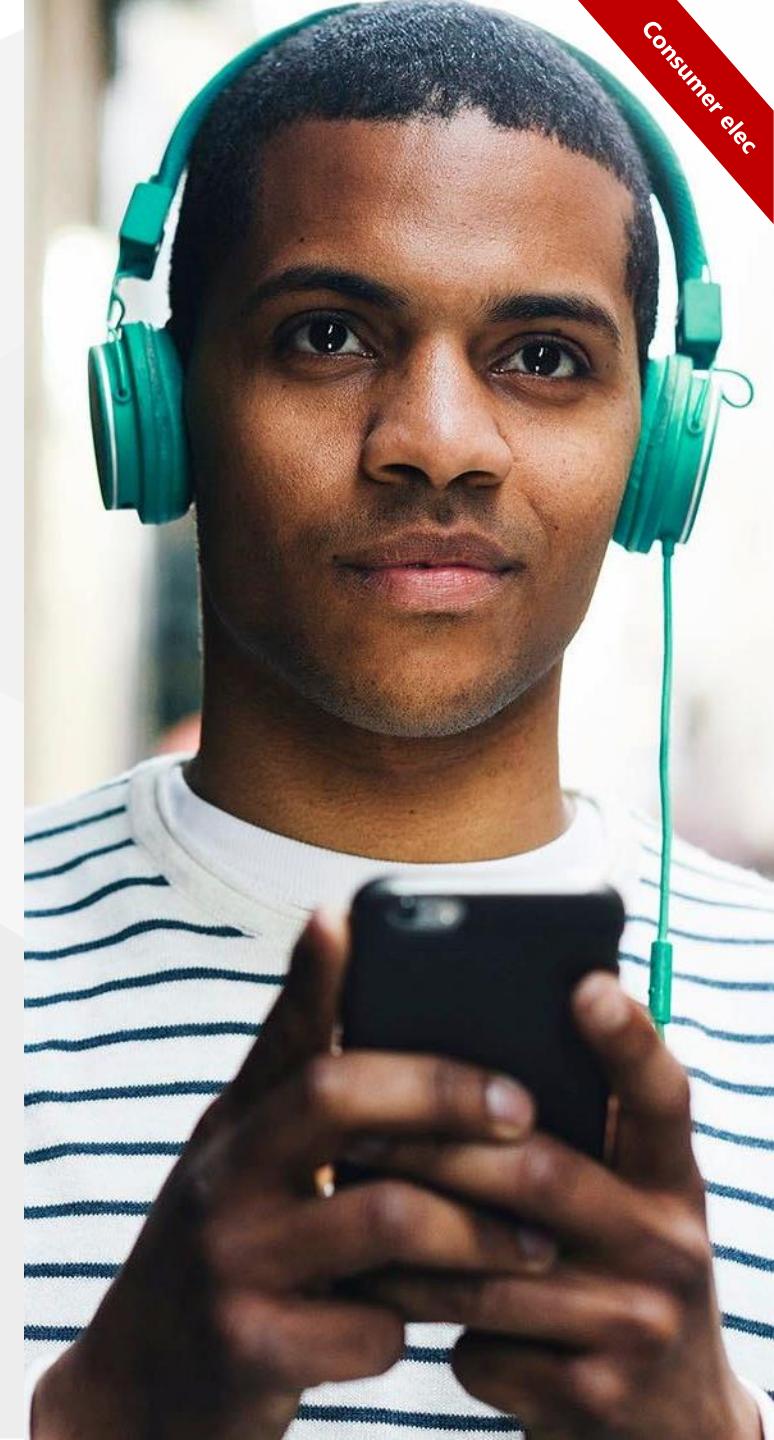
电脑与消费电子

Computers & Consumer Electronics

在线销售额预估



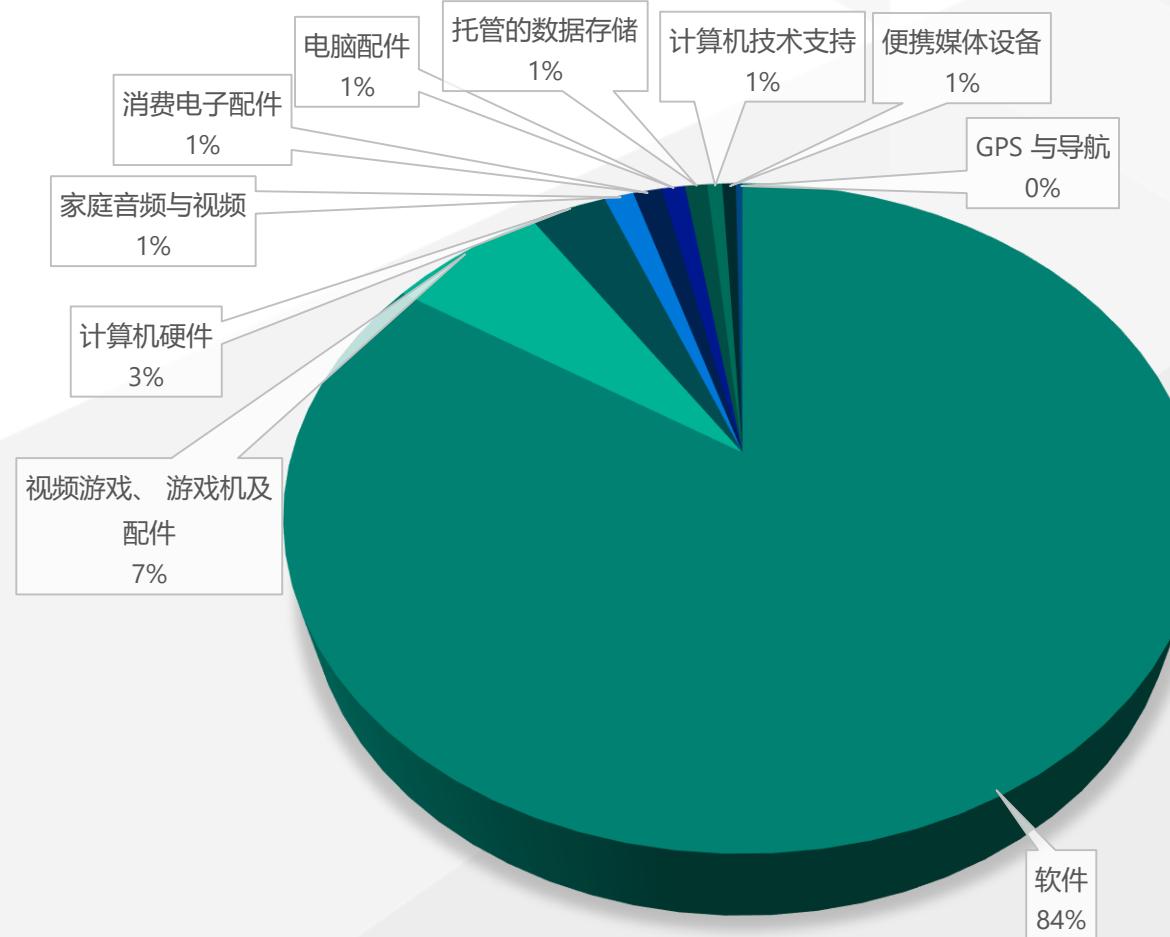
- Source:
- 1. eMarketer, Computers and Consumer Electronics Ecommerce Sales, United States, 2016-2020, September 2016. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets.
- 2. Taylor Palmer, IBISWorld Industry Report 44311: Consumer Electronics Stores in the U.S., January 2017.



电脑与消费电子

Computers & Consumer Electronics

产品分类



搜索量&点击量
(Daily)



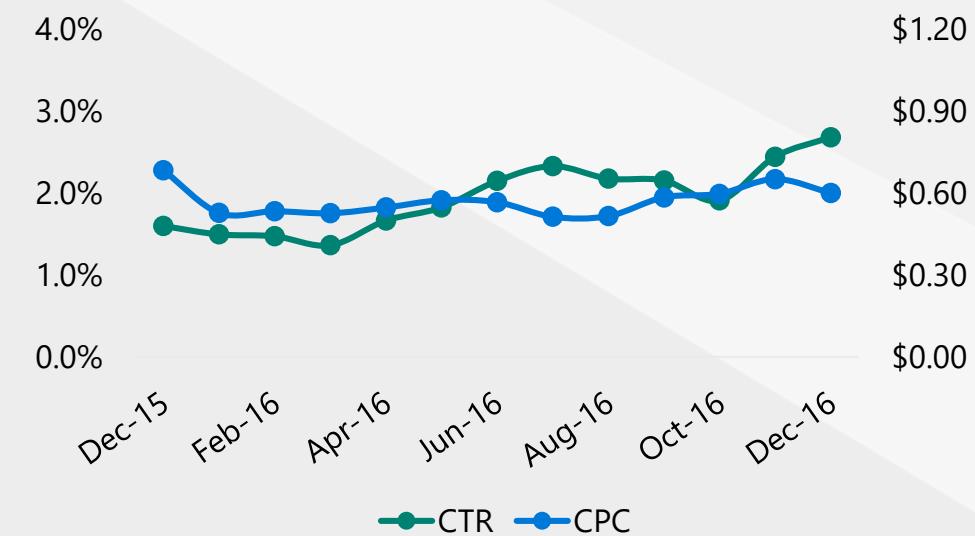
搜索量
22547978



点击量
1035740

CPC & CTR

CTR vs. CPC

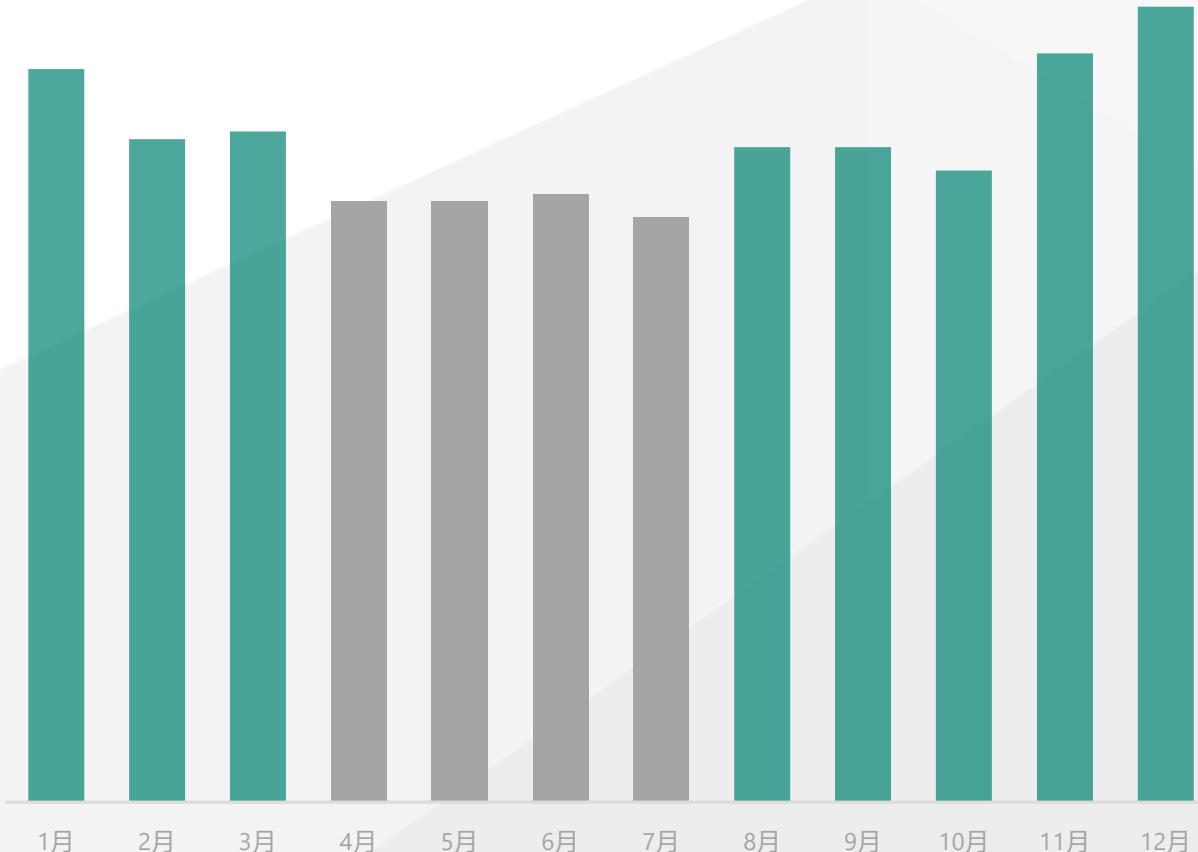


电脑与消费电子

Computers & Consumer Electronics



淡旺季--US

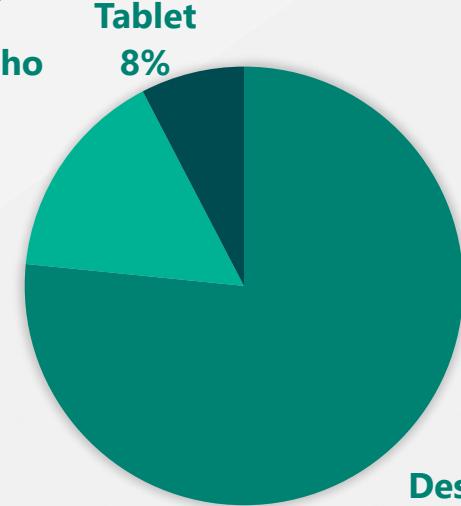


设备分流

Smartphone
16%

Tablet
8%

Desktop
76%



国外竞争对手

消费电子平台
bestbuy.com

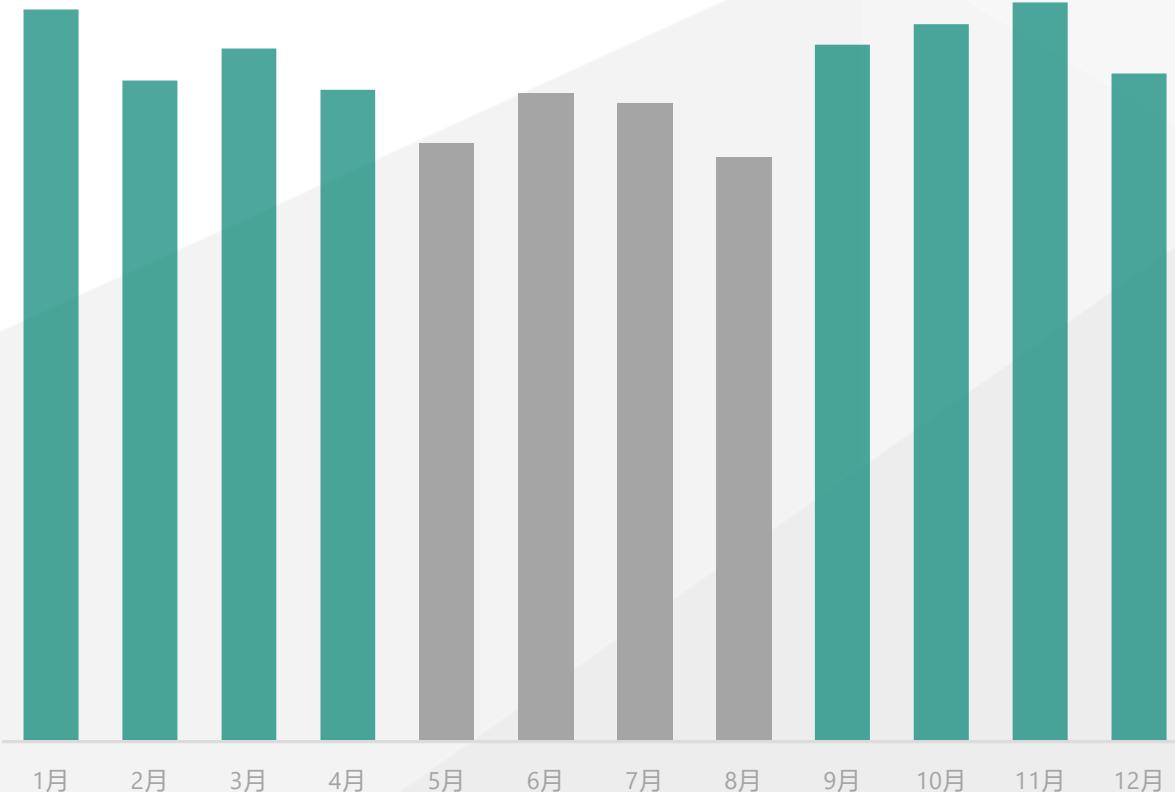
在线游戏
Poki.com

VR眼镜
oculus.com

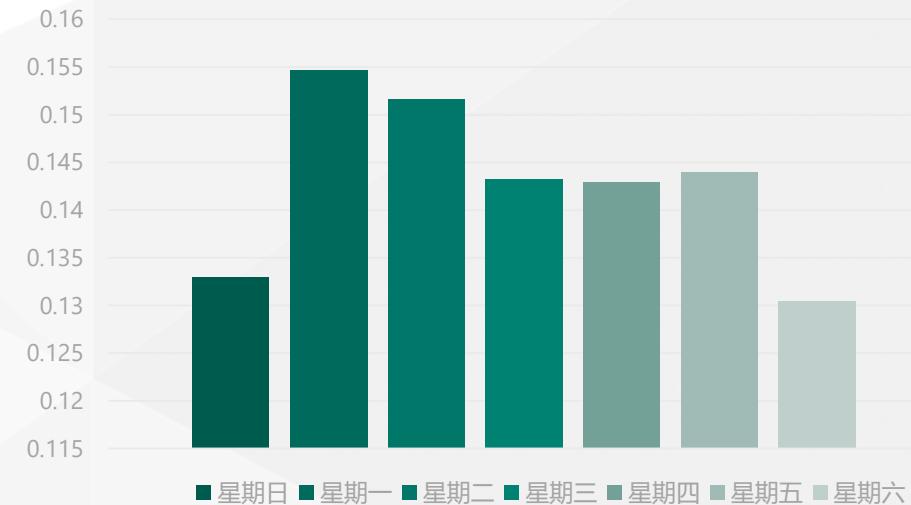
电脑与消费电子

Computers & Consumer Electronics

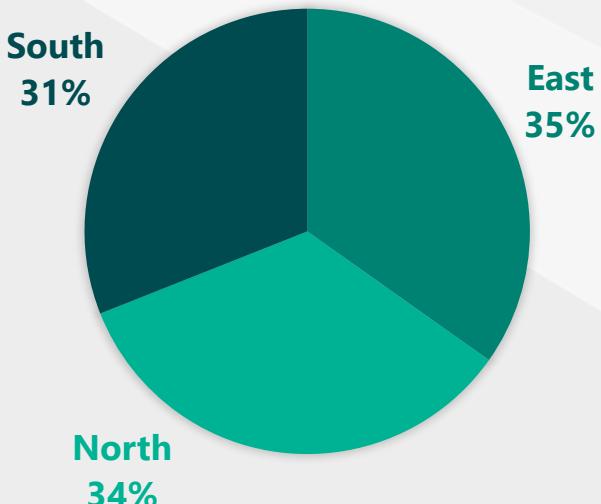
淡旺季--UK



一周搜索量分布



出口通账户区域分布



汽车零件及配件

Vehicle Parts & Accessories

需求大：汽车的普及率越来越高，汽车配件作为汽车的衍生产品，市场需求非常大。

利润高：客单价高，广告投资回报率高。

增长速度快：某跨境电商平台发布的一份调查报告中显示，汽配是交易额及增长速度排名前四的品类之一。零售以小件汽配，如车载电子、汽车软饰为主，大件汽车零配件以批量销售为主。

预计到2020年，汽车行业的在线广告花费将会以每年20%的速度持续增加

汽车行业淡旺季并不明显，全年都适合销售汽车相关产品；卖家在全国范围内的分布相对平均。

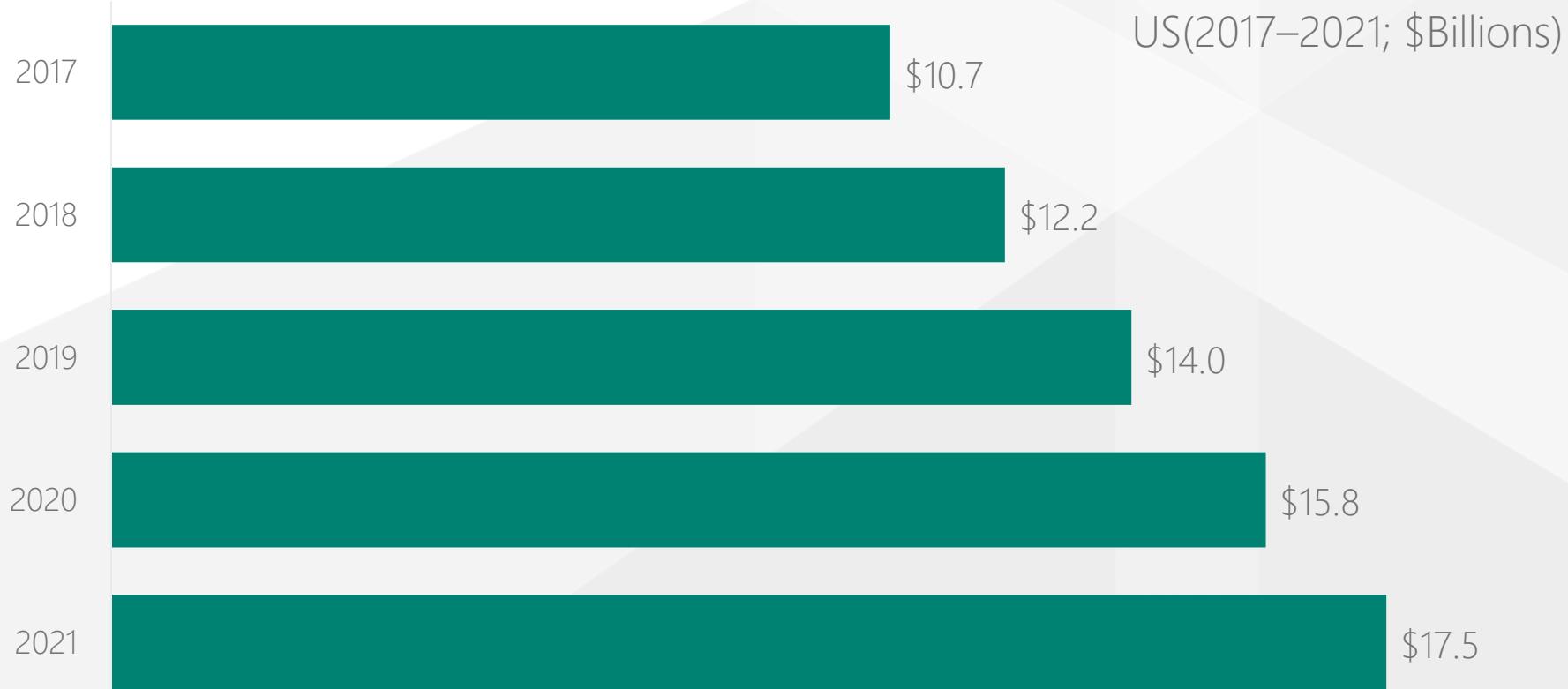
出口通汽配的主要产品有：



汽车零件及配件

Vehicle Parts & Accessories

在线广告花费预估



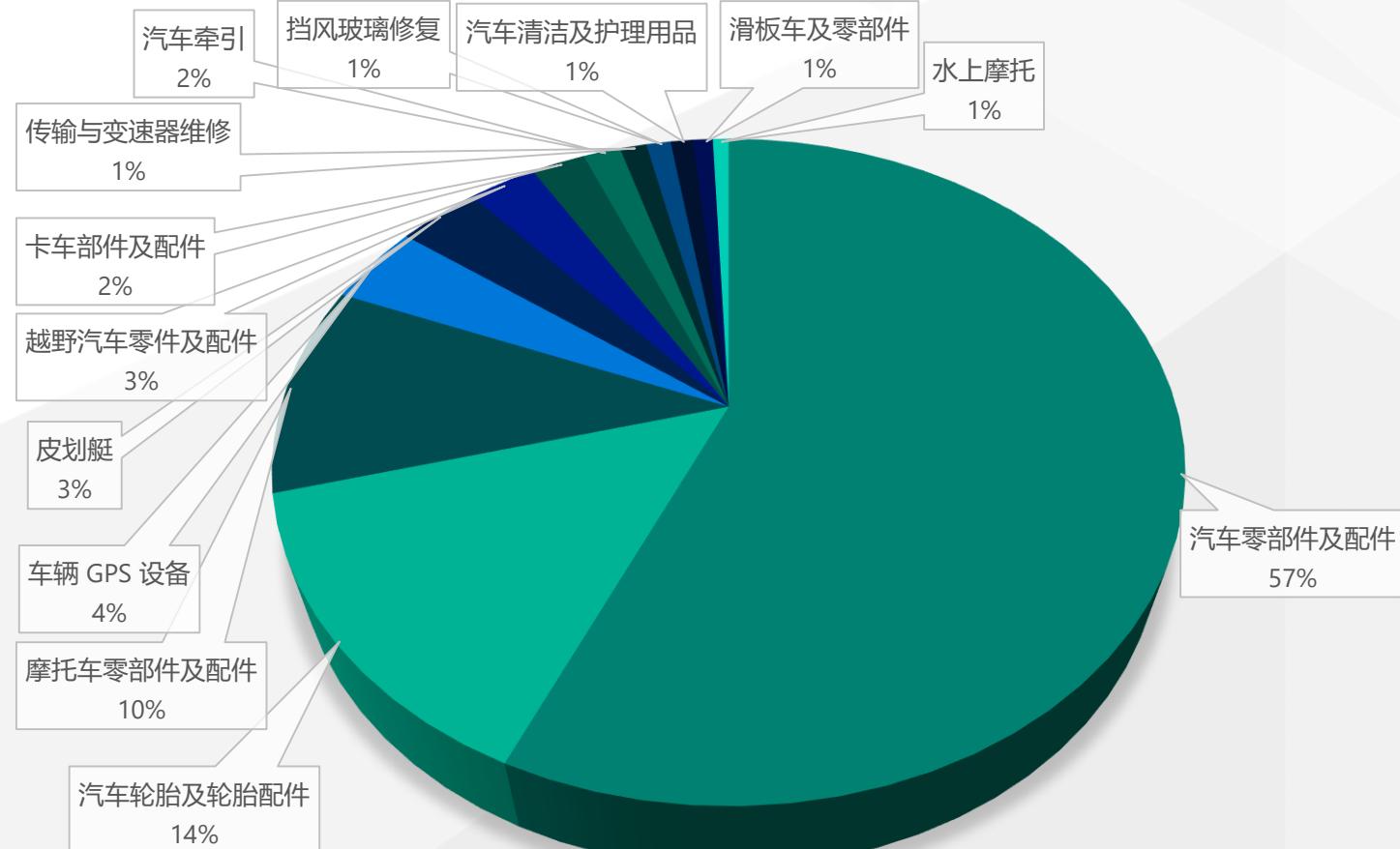
Source:
eMarketer, Automotive Industry Digital Ad Spending, United States, 2008-2020, March 2016.
Includes all automotive-related categories including sale/purchase of vehicles and parts and maintenance.



汽车零件及配件

Vehicle Parts & Accessories

产品分类



搜索量&点击量
(Daily)

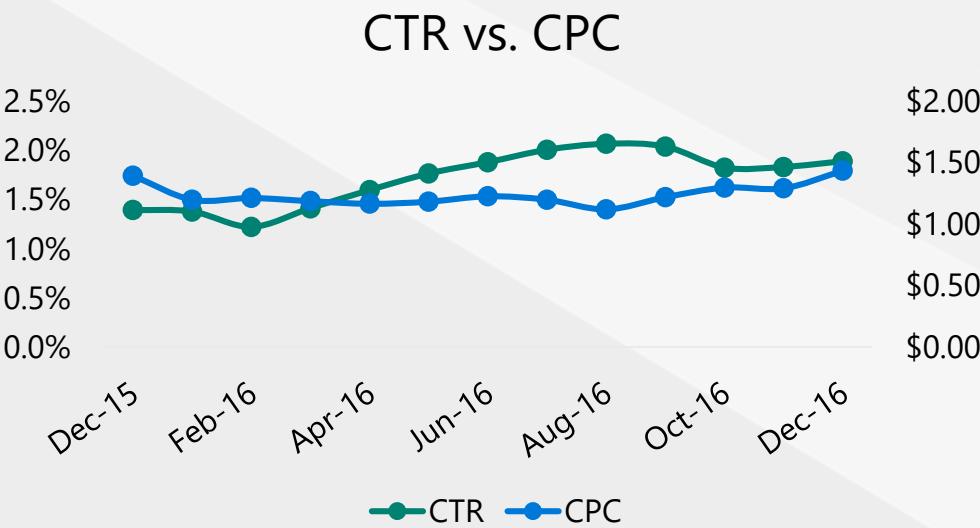


搜索量
2660442



点击量
723975

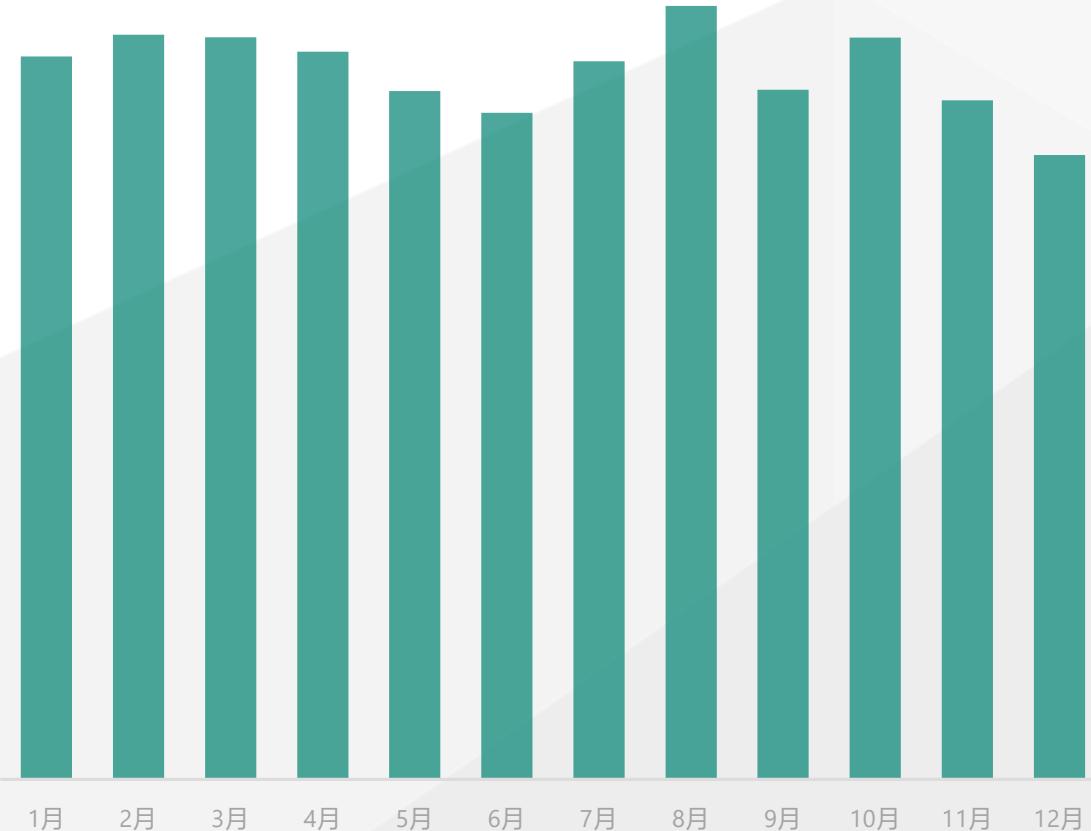
CPC & CTR



汽车零件及配件

Vehicle Parts & Accessories

淡旺季-US



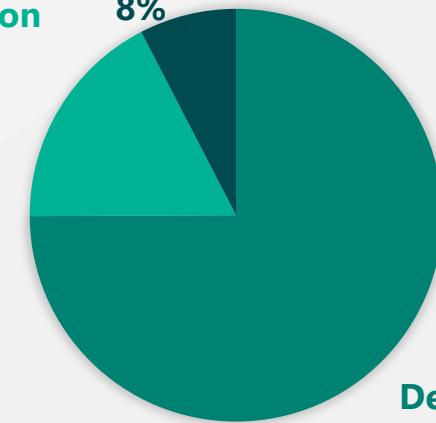
设备分流

Smartphone

17%

Tablet

8%



国外竞争对手

汽车配件
autopartswarehouse.
com

船配件
overton.com

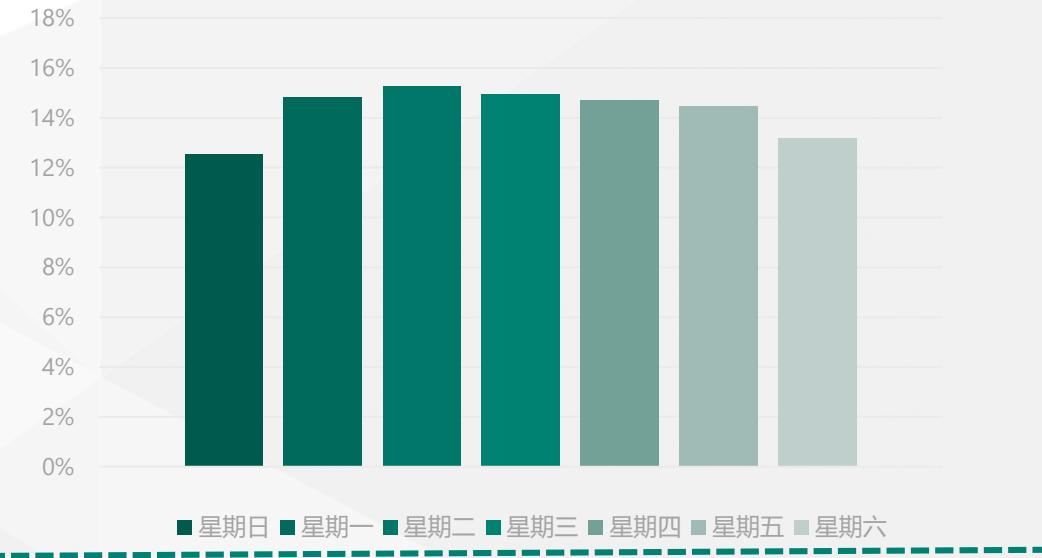
汽车零件及配件

Vehicle Parts & Accessories

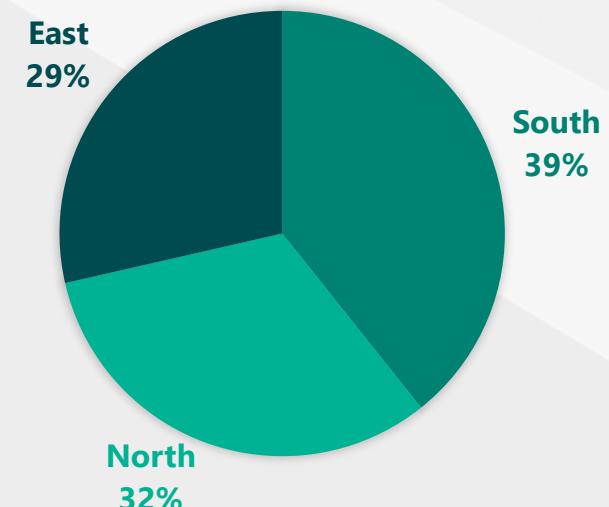
淡旺季--UK



一周搜索量分布



出口通客户区域分布



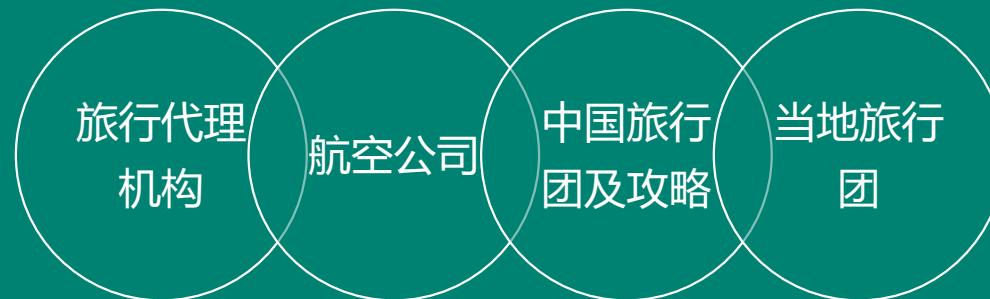
旅行假日 Travel & Tourism

2017年假日旅行行业的广告花费预计会达到68亿美金，并且在未来5年中将不断增长；

目前在出口通中在线旅行机票、酒店代理在独立站的广告花费颇大，其次为航空公司，和传统旅行机构。

针对外国人开设的中国组团游及游览攻略也是出口通重要组成客户。

出口通旅行假日行业的主要产品有：



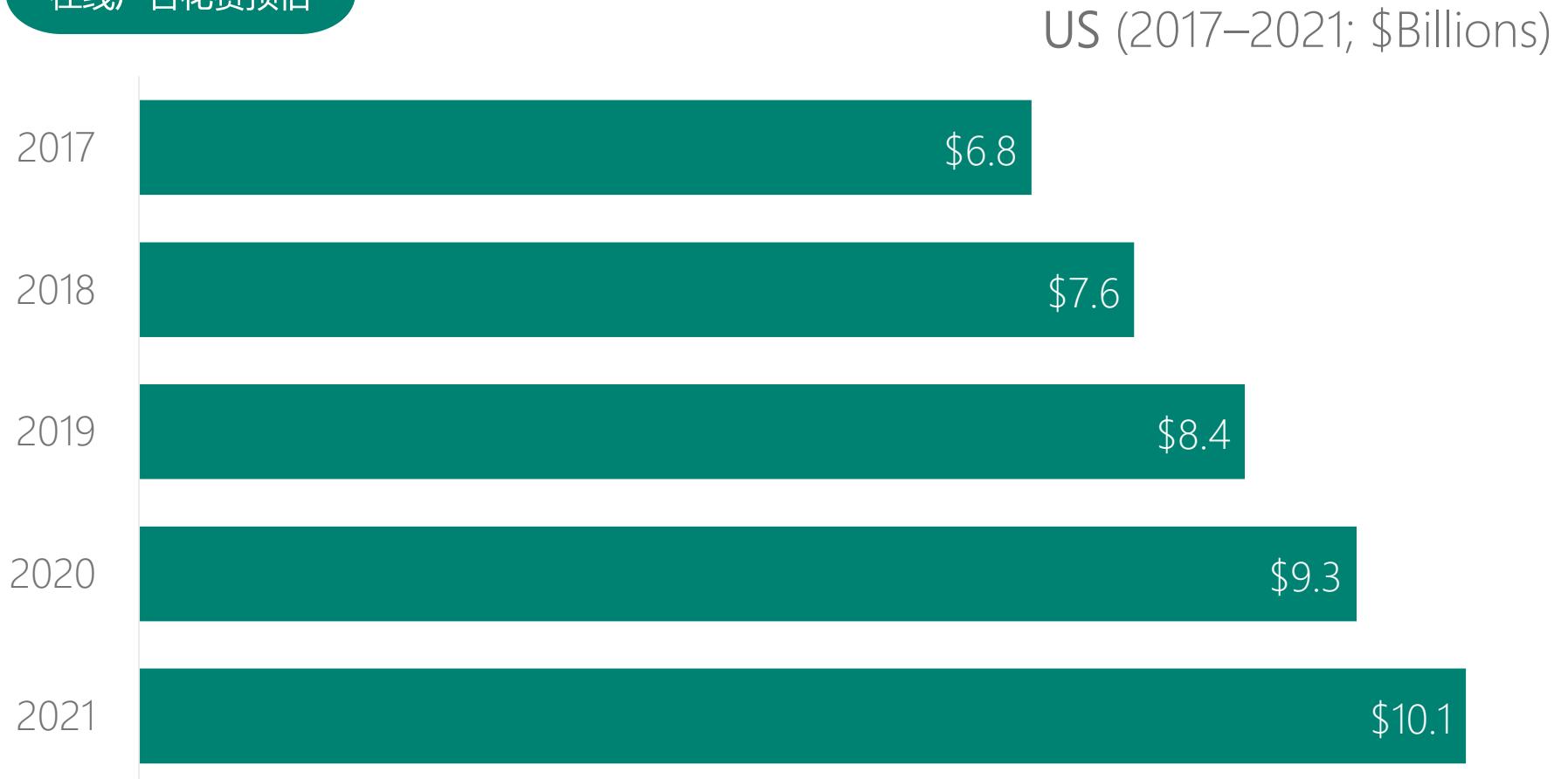
Advertiser Solutions – May 2017



旅行假日

Travel & Tourism

在线广告花费预估



Source:

eMarketer, Travel Industry Ad Spending, United States, 2017-2021, March 2017. Includes airlines, car rentals, cruises, destination marketing organizations, hotels and resorts.

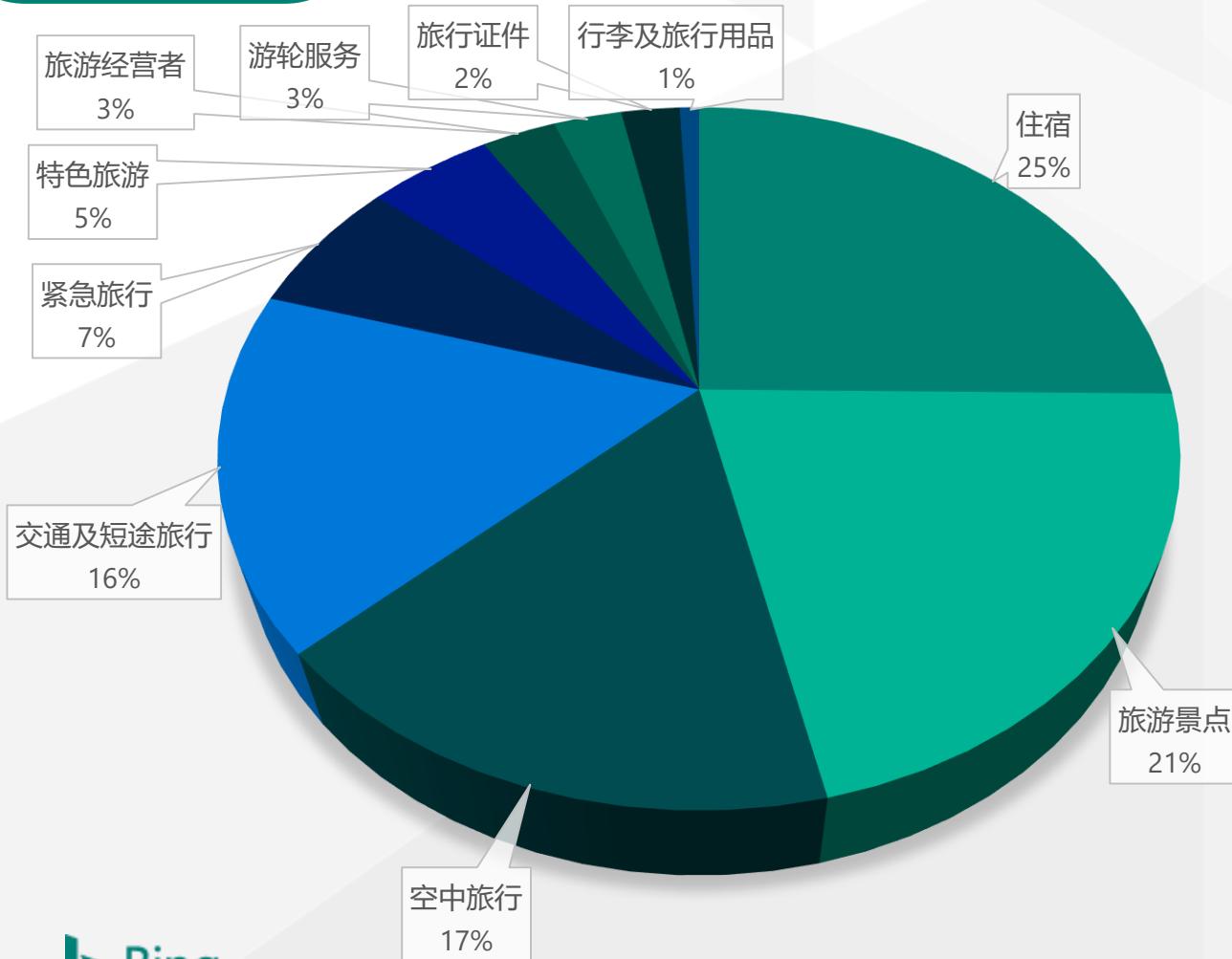


Bing

旅行假日

Travel & Tourism

产品分类



搜索量&点击量
(Daily)



搜索量
5160329



点击量
1013266

CPC & CTR

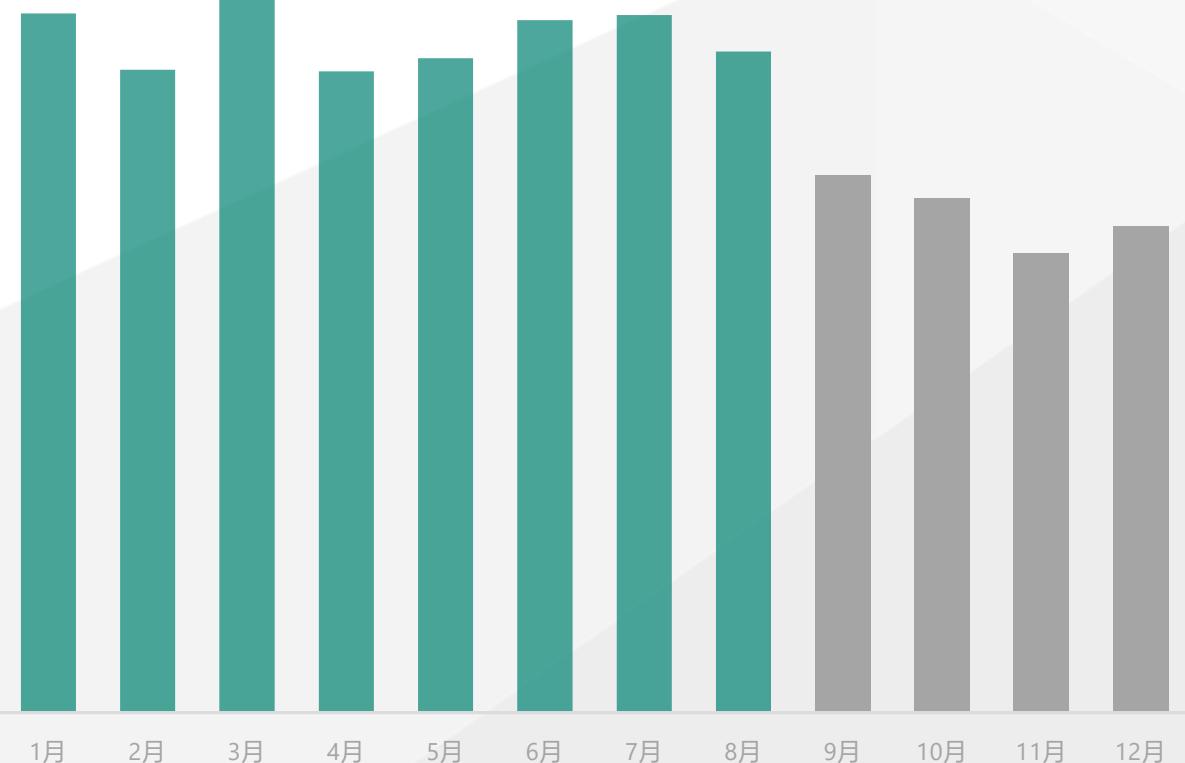
CTR vs. CPC



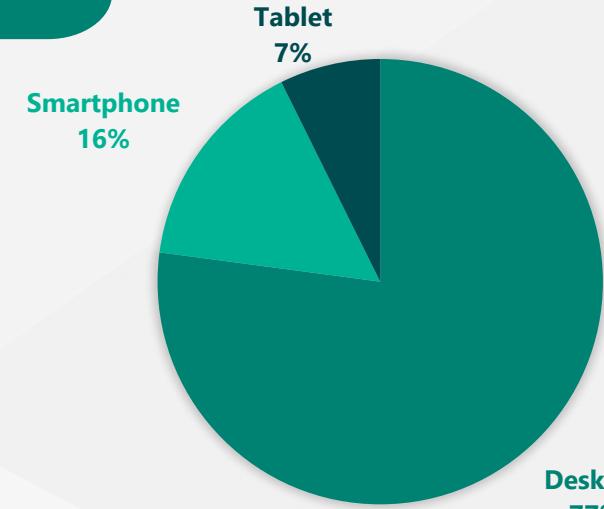
旅行假日

Travel & Tourism

淡旺季--US



设备分流



国外竞争对手

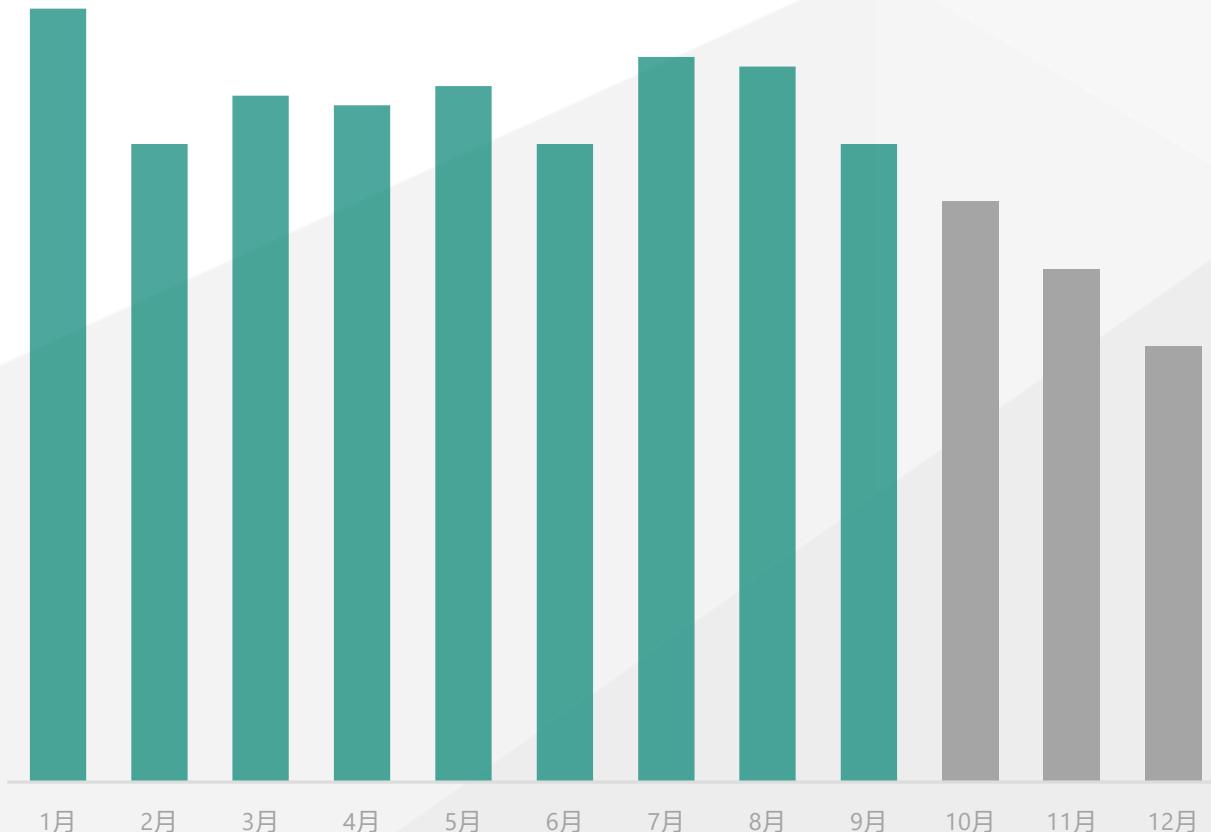
在线旅游
booking.com

目的地旅游
expedia.com

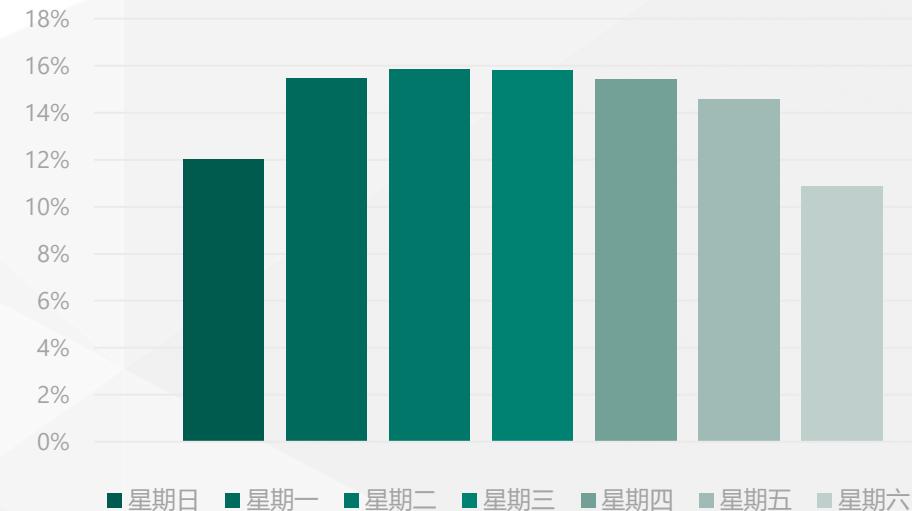
旅行假日

Travel & Tourism

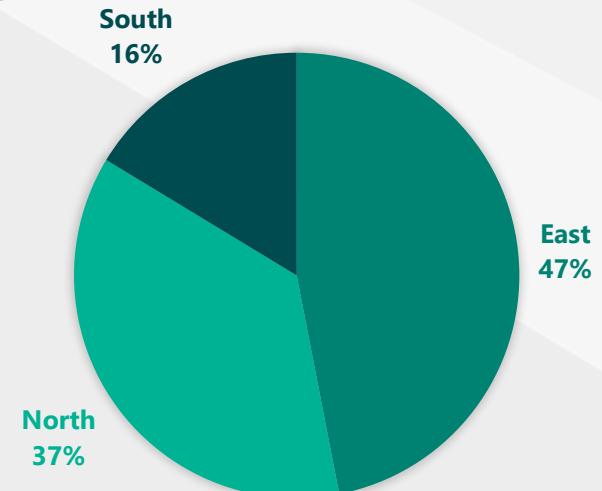
淡旺季--UK



一周搜索量分布



出口通客户区域分布



美容与个人护理

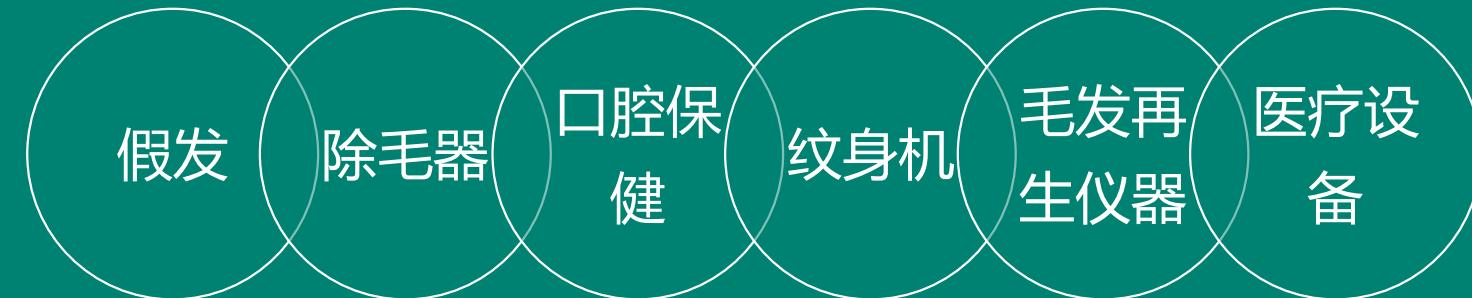
Beauty & Personal Care

人们对于美的追求越来越高，在对于美的花费更是越来越高，预计将以每年13%的速度增长；

美容，美发，美甲，美体，美足等各类护理产品都越来越受关注，需求量也是不断扩大；

目前美容个护行业比较热门的产品有：彩妆用品、电动牙刷、脱毛器、电吹风、直发器，卷发器，剃须刀、按摩仪器、美体塑形等护理类的小家电产品。

出口通美容与个人护理行业的主要出口产品有：



Advertiser Solutions – May 2017

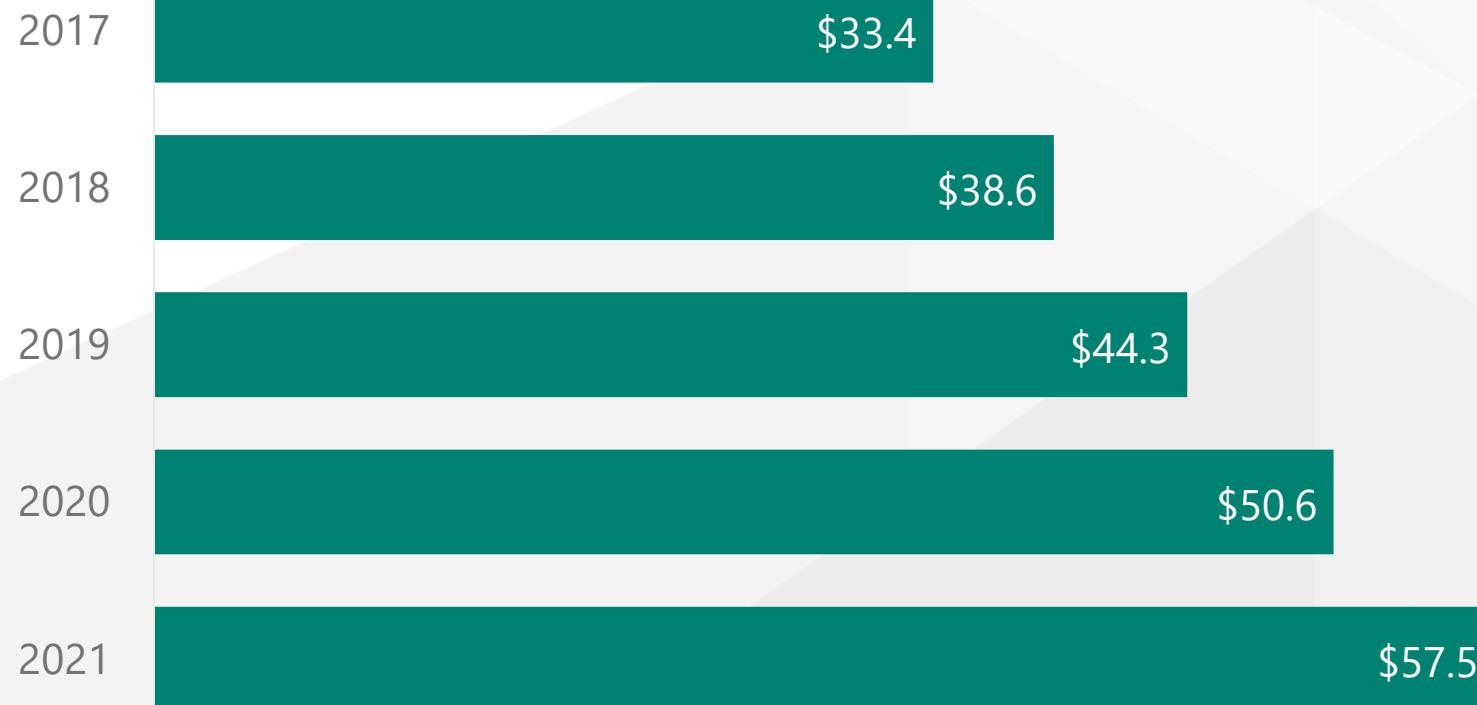


美容与个人护理

Beauty & Personal Care

在线销售额预估

US(2017–2021; \$Billions)¹



Source:

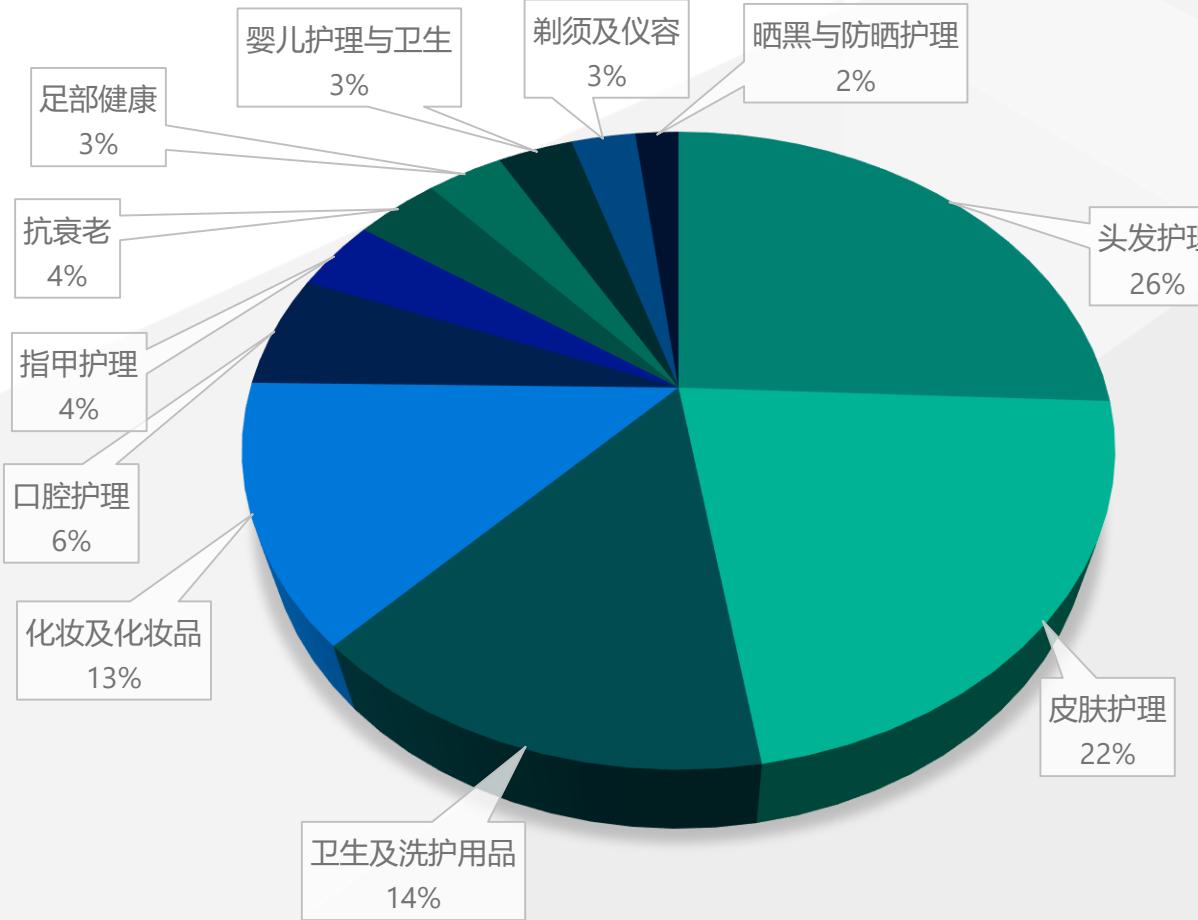
eMarketer, U.S. CPG and Consumer Products Industry Digital Ad Spending, 2017-2021, March 2017. Includes food products, household products, packaged goods, tobacco, personal care products, toiletries and cosmetic products.



美容与个人护理

Beauty & Personal Care

产品分类



搜索量&点击量
(Daily)

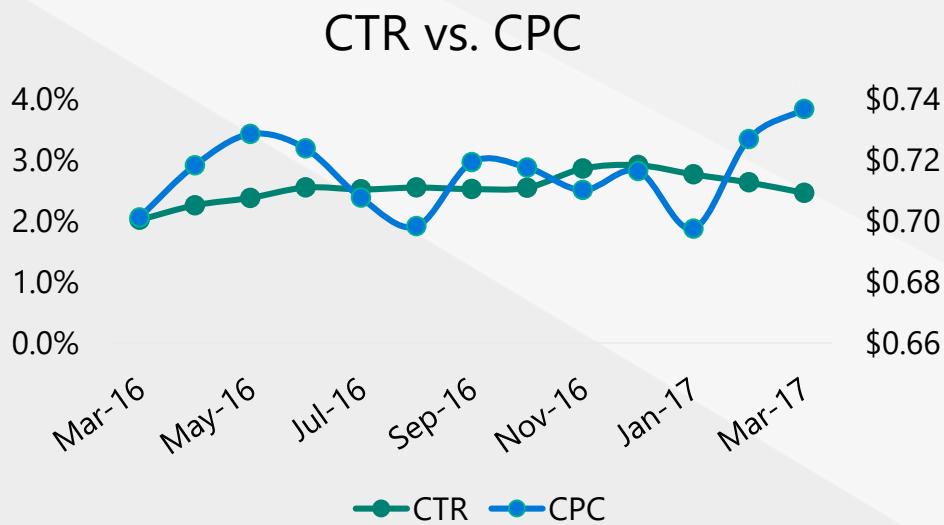


搜索量
1068364



点击量
186152

CPC & CTR

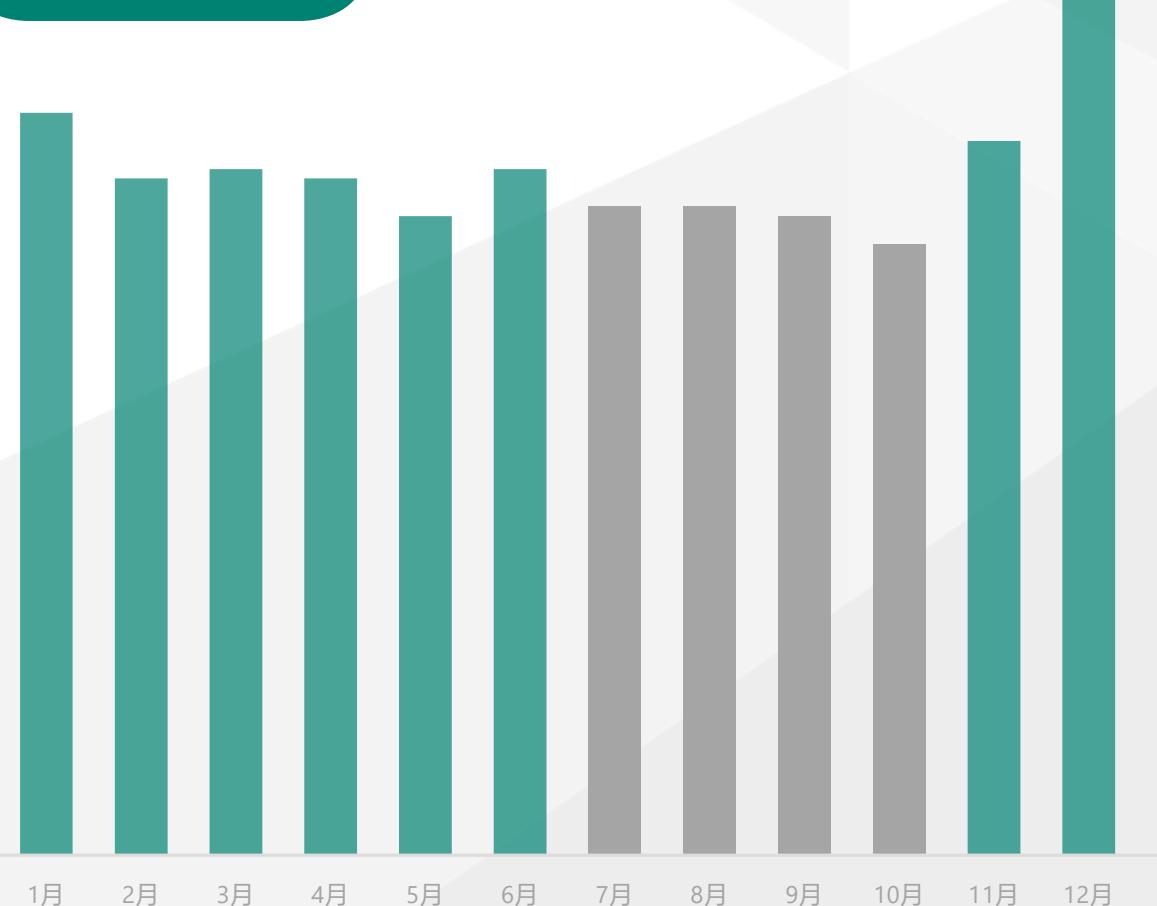


美容与个人护理

Beauty & Personal Care



淡旺季--US



设备分流

Smartphone
25%

Tablet
8%

Desktop
67%

国外竞争对手

头饰假发
paulayoung.com

个护工具
dollarshavclub.com

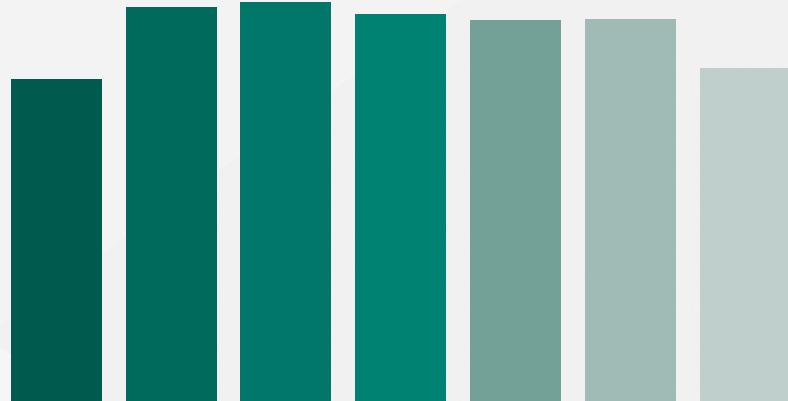
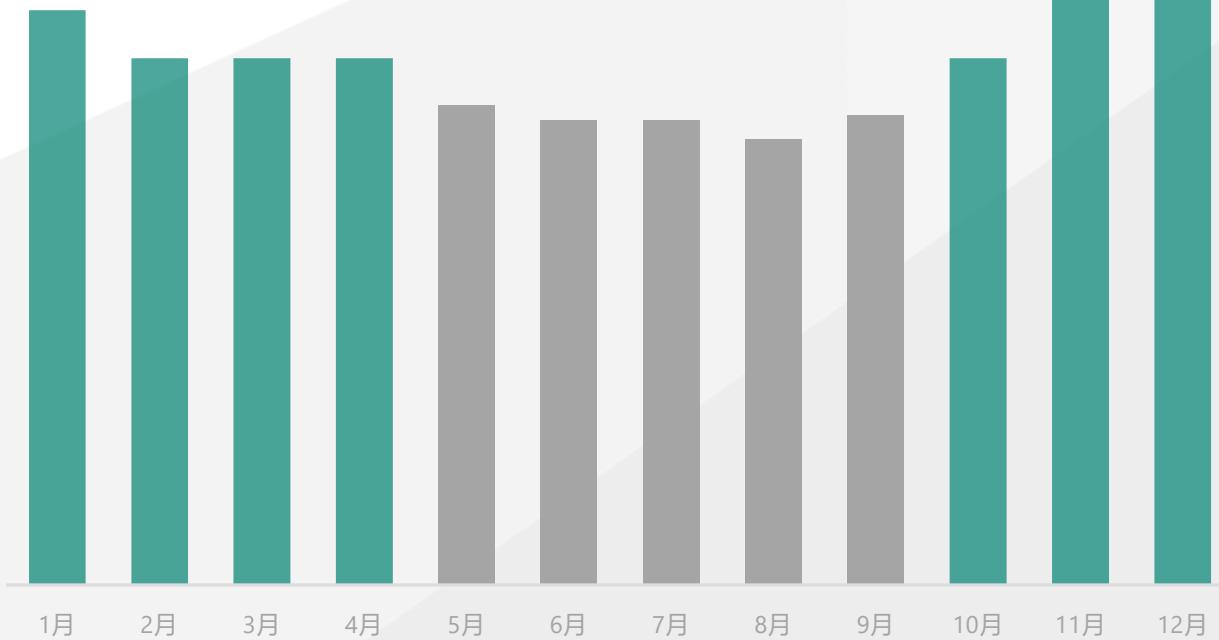
健身美体设备
roguefitness.com

美容与个人护理

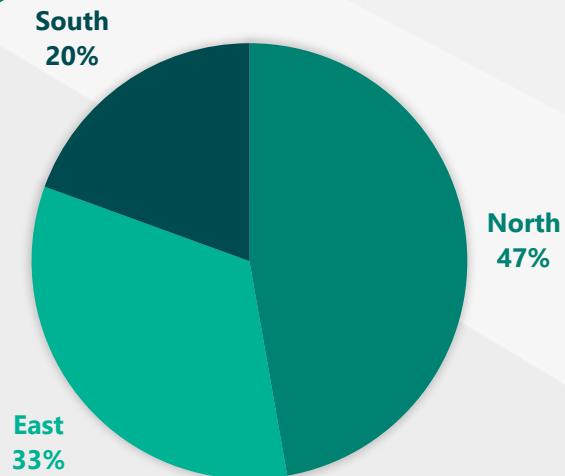
Beauty & Personal Care

一周搜索量分布

淡旺季--UK



出口通客户区域分布



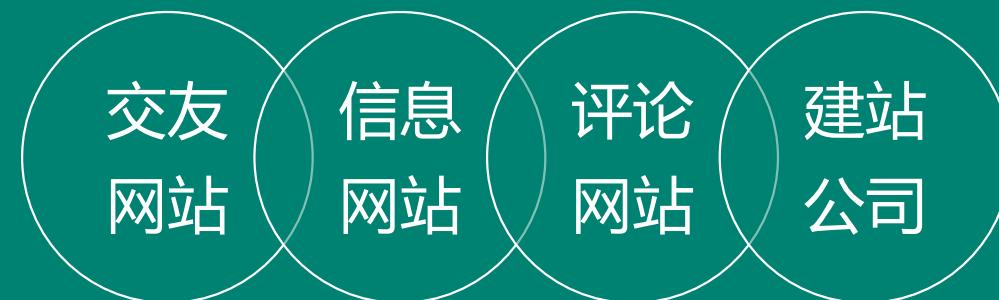
互联网与通讯服务 Internet & Telecom

无线服务行业在近5年内会保持一个稳定增长，移动端增长势头强劲；

交友网站主要以连接美国与亚洲东欧等地的交友为主；

信息类网站主要为用户提供金融理财，健康，旅行，打折促销等信息的网站。

出口通互联网与通讯服务行业的主要出口产品有：



互联网与通讯服务

Internet & Telecom

在线销售额预估



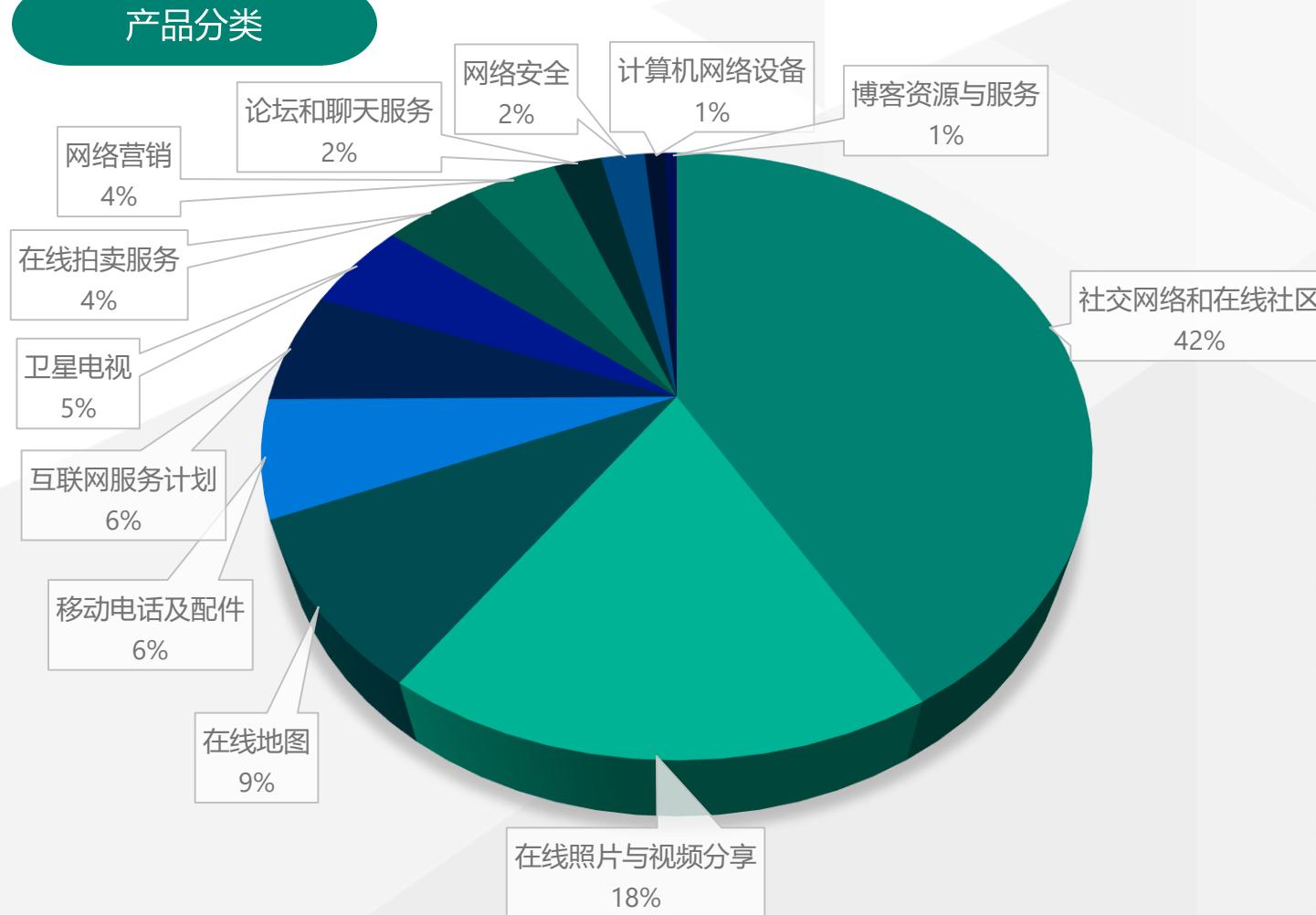
Source:
Gavan Blau, IBISWorld Industry Report 51721: Wireless Telecommunications Carriers in the US, August 2016.



互联网与通讯服务

Internet & Telecom

产品分类



搜索量&点击量
(Daily)

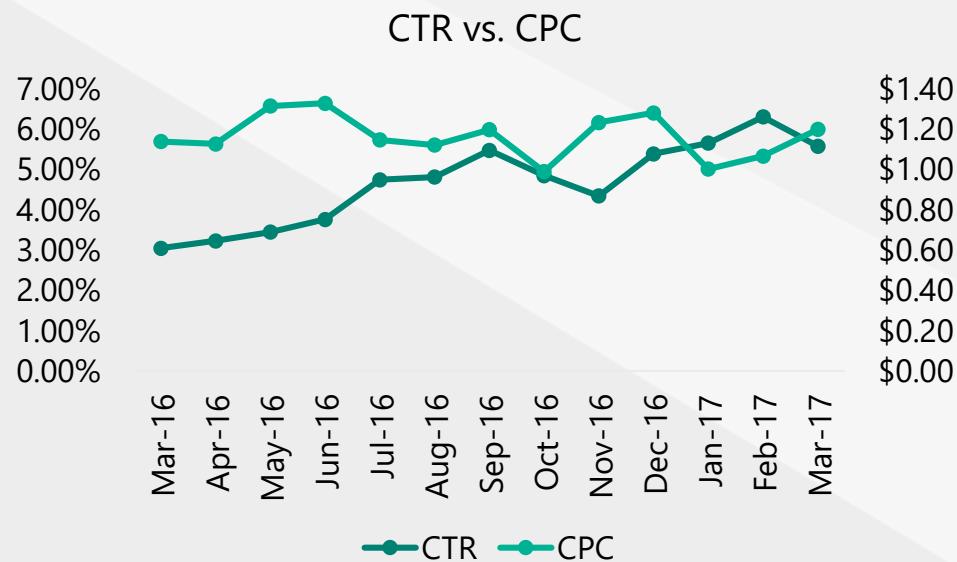


搜索量
6021177



点击量
143737

CPC & CTR

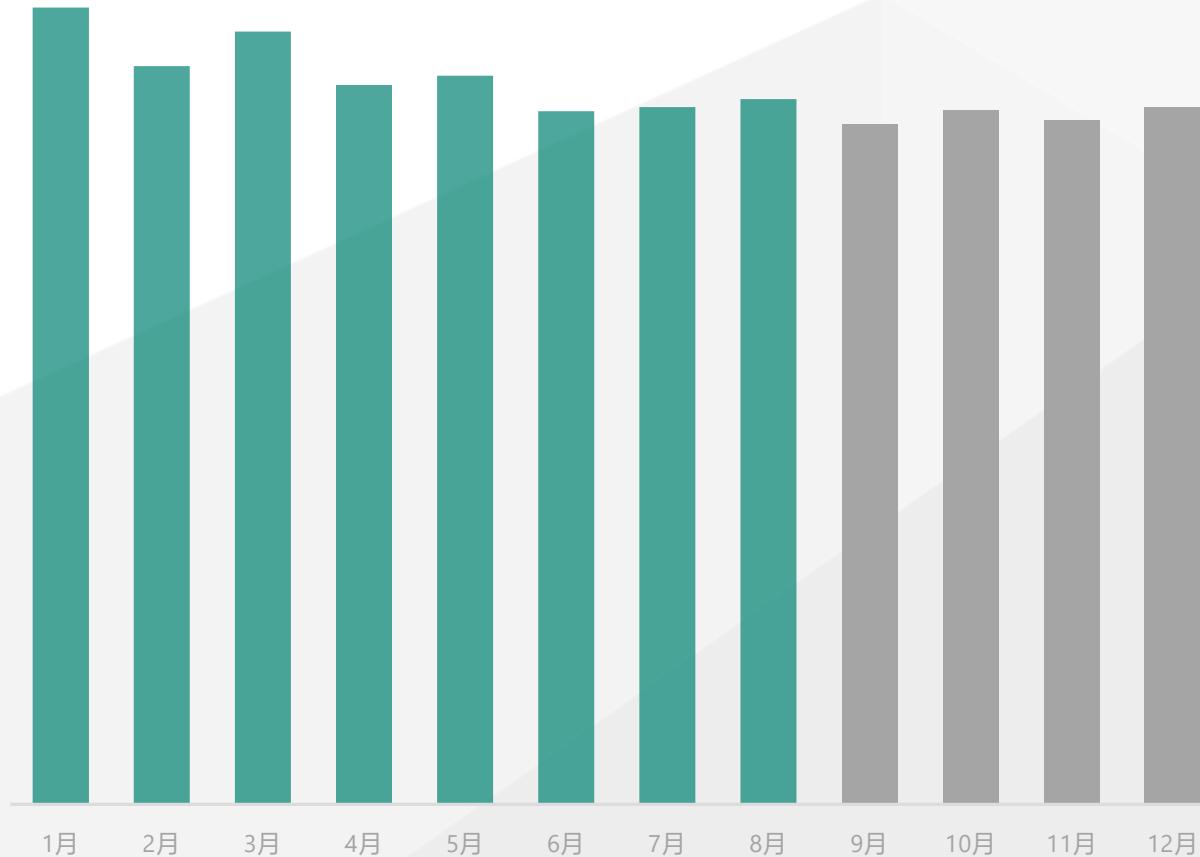


互联网与通讯服务

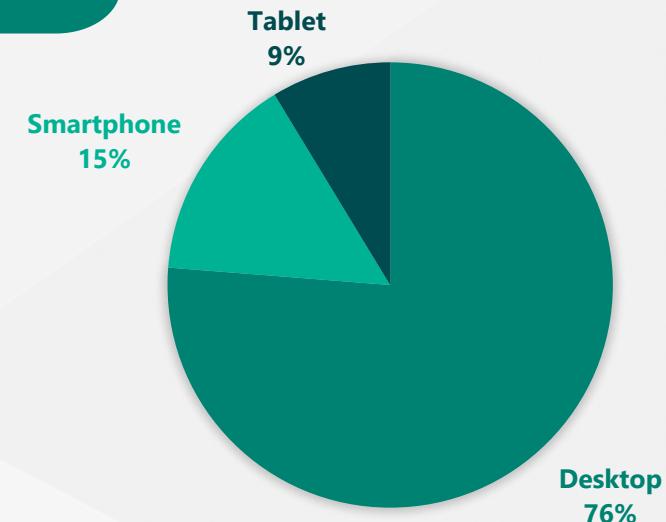
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淡旺季—US



设备分流



国外竞争对手

交友网站
Match.com

信息网站
groupon.com

建站与网站
托管
Godaddy.com

互联网与通讯服务

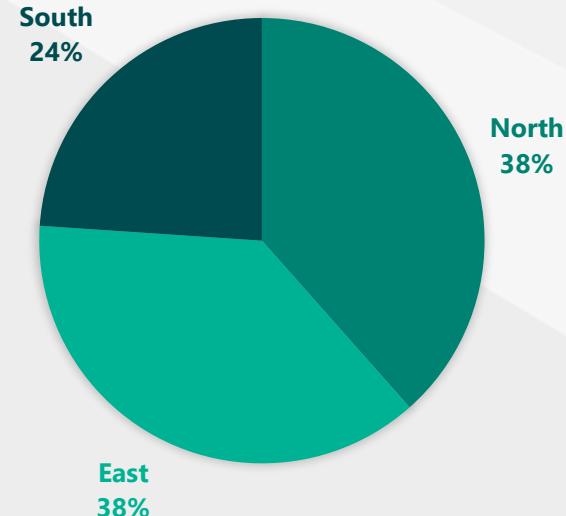
Internet & Telecom

一周搜索量分布

淡旺季--UK



出口通客户区域分布



有效管理广告

- [Bing Ads Editor for PC and Mac](#)
- [Bing Ads App for Android and iOS devices](#)
- [Shared Budgets](#)
- [Bing Ads Intelligence](#)
- [Keyword Planner](#)
- [Audience insights](#)

提高的广告效果

- [Expanded Text Ads](#)
- [App Extensions](#)
- [Call Extensions](#)
- [Location Extensions](#)
- [Callout Extensions](#)
- [Review Extensions](#)
- [Sitelink and Enhanced Sitelink Extensions](#)
- [Bing Shopping Campaigns](#)

智能市场营销

- [Universal Event Tracking \(UET\)](#)
- [Remarketing in Paid Search](#)
- [Location targeting](#)
- [Device targeting](#)



行业手册- -了
解行业概况

行业字典- -解
析产品指标

Campaign
Planner- -抓取
重要流量词汇

BAI- -制定客
户方案

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