

數位行銷成熟度產品對應表



July, 2021



透過 5A1O 的六維度全面評估數位行銷的成熟度

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
 受眾數據 (Audience)	<p>簡單概括的使用第一方數據(First Party data) · 投遞固定客群或大範圍興趣受眾 · 通常只投遞行銷漏斗(Marketing funnel)的上層(Upper funnel)或下層(Lower funnel)的客群</p>	<p>使用第一方數據、消費者客群按照用戶模型(persona)進一步分類，完整地投遞行銷漏斗上層、中層(Middle level)與下層的客群</p>	<p>善於使用第一方和第三方數據(First and third party data)，基於不同行銷漏斗的上中下層客群，設計分眾行銷目標與策略</p>	<p>完整的消費者視野，基於顧客終身價值(LTV, Lifetime value)的客層分群，基於不同行銷漏斗的上中下層客群，設計分眾行銷長期目標與策略</p>
 素材創意 (Asset)	<p>使用基本的廣告功能，沒有採用回應式廣告(Responsive Ad)，素材數量溝通單一(單波段，僅設計1或2種素材)，沒有設計專門給移動裝置上觀看的廣告素材</p>	<p>多波段，多款素材測試，採用廣告自動優化(自動優化出價與廣告素材組合)，針對手機網頁的速度與使用者介面(User Interface)已有初步規劃改善</p>	<p>廣泛採用搜尋額外資訊功能、多波段影片序列廣告(Video ad sequencing)、動態再行銷素材(Dynamic Remarketing)，搭配上已高度優化的手機網頁</p>	<p>高度客製化的廣告溝通訊息，基於受眾所設計的素材策略，最佳、在地化，以及持續改善的手機網頁的經驗(User Experience)</p>
 媒體購買 (Access)	<p>大部分預算都在單一的通路與廣告版位，與廣告版位供應商直接購買廣告，沒有或是小部分使用第三方廣告品質監測</p>	<p>具備多種通路的媒體採購經驗，搜尋關鍵字廣告已不只出現在品牌字組上，部分影音與圖像式廣告(Banner)已嘗試透過程序化購買的方式(Programmatic buy)</p>	<p>廣告廣泛覆蓋在多種廣告版位與不同格式中，在通用關鍵字上使用動態搜尋廣告(DSA, Dynamic Search Ad)、使用廣告需求方平台(DSP, Demand-side platform)和廣告伺服器(Ad server)的品質監測功能</p>	<p>所有數位媒體都是採用程序化購買(Programmatic buy)、完整且統一的受眾策略，進階和系統化地使用品質監測</p>
 自動流程 (Automation)	<p>手動調整出價(Manual bidding)，沒有上傳完整的產品資料(Product data)自動配給購物廣告給消費者(Shopping Ad)</p>	<p>使用自動化出價規則(Auto-bidding rules)、開始上傳簡單的產品饋給(feed)自動配給購物廣告給消費者(Shopping Ad)</p>	<p>跨搜尋和多媒體版位的全自動出價、媒體採購和出價基於商品饋給(feed)</p>	<p>線上與線下(Online & offline)全通路均採用預測顧客終身價值(pLTV, Predicted lifetime value)的全自動出價、基於商品饋給(feed)和毛利的動態出價</p>
 成效衡量 (Attribution)	<p>僅於單一通路內衡量成效，不比較線上與線下通路(online & offline)與多媒體平台的成效，僅有小部分使用廣告測試功能</p>	<p>偶爾使用品牌提升調查(BLS, Brand lift survey)調查使用者反饋、追蹤微型轉換(Micro-conversion)、有時使用A/B測試(A/B Testing)</p>	<p>系統化檢查影音的能見度 / 能聽度(Viewability / audibility)、採用非最後一個點擊出價與歸因模式(Non-last click model)、線上多媒體的成效去重衡量(Deduplication measurement)</p>	<p>完整全通路衡量(Omni-channel measurement)、使用跨媒體的數據驅動歸因(DDA, Data-driven attribution)、長期且高頻次使用A/B測試累積經驗、在重要的行銷活動中使用全通路業績增幅衡量(Incrementality)</p>
 組織文化 (Organization)	<p>部門沒有或較少跨部門間協作，跨部門沒有設計同合作目標，可能有穀倉效應(Silo Effect)</p>	<p>主要部門已一起合作，除可能IT技術部門仍然維持穀倉(silo)運作，已有跨部門間共同定義的短期目標，有共識的測試和學習(Test and Learn)流程與文化</p>	<p>定期跨部門的會議(包含IT技術部門會參與)、已設定長遠的數位目標與計畫，與多個和有順序的測試和學習(Test and Learn)的試驗準備與短期目標</p>	<p>敏捷(Agile)的管理階層與團隊、具備深厚的跨部門協作經驗，甚至已因應新目標成立新部門或合併舊有部門，公司上至下均有實驗與容錯精神</p>

Search Ads

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	1. Basic use of Google audience segments (demo; affinity; in-market;)	1. Use of 1P audience data (Remarketing lists, Customer match) 2. Use of 3P audience data (Custom audience, Similar audiences)	1. Use of 1P and 3P data (combined audiences; smart lists) 2. Full-funnel targeting (cross-channel remarketing (Search-Social), audiences (YouTube - Search))	Omni-channel customer data integration (CRM; store sales etc)
素材創意 (Asset)	1. Basic text ads with generic messaging. 2. No or limited use of ad extensions.	RSA and basic ad extensions(sitelinks,callout,snippets). Use of shopping extensions	High adoption of extensions, including business specific ad extensions.	Personalized creative for segmented audience
媒體購買 (Access)	Branded keywords only (mostly phrase or exact match)	1. Boarden keyword coverage 2. Basic use of Dynamic Search Ads (DSA)	1. Comprehensive keyword strategy 2. Full funnel keyword coverage leveraging automation. 3. Granular DSA set up using categories, URLs or Page Feeds.	Account structure by business scenarios and marketing objectives
自動流程 (Automation)	1. Manual or Fixed Bidding 2. Manual budget allocation	1. Automated or semi-smart rules based bidding (eCPC) 2. Use of Performance Planner for budget allocation	1. Full Auto-Bidding (tCPA, tROAS, Max conversions) 2. Use of Budget forecasting in combination with Auto-Bidding	Full advanced Auto-Bidding (Omni-channel, Profit Margin, LTV)
成效衡量 (Attribution)	Last click attribution	1. Non-Last click attribution for reporting 2. Limited offline conversions measurement (ie. store visits and sales) 3. Start using A/B testing (draft & experiment)	1. Use of Data Driven Attribution model for reporting with some optimization 2. Set up Strategy framework for A/B Testing to ensure business results	1. Bidding Towards Data Driven Attribution 2. Omni-channel Measurement

Shopping Ads

Proprietary + Confidential

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Google Audience	1. Customer Match 2. Google remarketing audience	1. Custom Audience 2. Audience expansion / Similar audience	Audience with LTV segment based on first party data
素材創意 (Asset)	Product Listing Ads	Product Listing Ads (Always On)	Smart Shopping Campaign	
媒體購買 (Access)	Google Merchant Center onboard	Product group segment	Cross all Google inventory (+GDN, YT...)	
自動流程 (Automation)	Manual bidding / CPC bidding	1. eCPC bidding 2. tROAS bidding	1. tROAS bidding 2. Max conversion bidding	
成效衡量 (Attribution)	Last click attribution model	Non-last click attribution model		Data Driven Attribution model

YouTube Ads

Proprietary + Confidential

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Demo targeting	1. Google audience 2. Customer match/custom audience	Audience expansion / Similar audience	Audience with LTV segment based on first party data
素材創意 (Asset)	1. Single video creative (TVC not made-for-digital) 2. Single format	1. Made-for-digital creative 2. Multiple format (short/long form)	1. Customized video based on Target Audience 2. Multiple format (short/long form)	1. Customized video based on Target Audience 2. Multiple format (short/long form)
媒體購買 (Access)	1. Upper funnel video campaign (e.g. Masthead) 2. TrueView	1. Trueview For Reach campaign 2. Bumper	1. Trueview for Action campaign 2. Video Action Campaign	Full funnel (TrueView for Reach, TrueView, Video Action Campaign)
自動流程 (Automation)	CPV	CPM+CPV	CPM+CPV+CPA	CPM+CPV+CPA
成效衡量 (Attribution)	Campaign level tracking (basic metrics e.g. VTR/CPV)	1. Brand Lift Survey 2. A/B testing (draft & experiment / Geo Experiment etc) quarterly	1. Market Mix Model 2. A/B testing (draft & experiment / Geo Experiment etc) monthly 3. Last click attribution model	1. A/B testing (draft & experiment / Geo Experiment etc) weekly 2. Data Driven Attribution model

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Suggest to target all audience, rather than a specific group of audience	Suggest to target all audience, rather than a specific group of audience	Suggest to target all audience, rather than a specific group of audience	Suggest to target all audience, rather than a specific group of audience
素材創意 (Asset)	Location Extensions / Affiliate Location Extensions	Create creatives related to offline store promotion or call to actions	Local Campaign	1. Enable product showcasing ads on Local Campaign 2. Local Inventory Ads (apply to retail vertical)
媒體購買 (Access)	Google My Business with all location verified	Google My Business with all location information up-to-dated	Leverage Google My Business interactive features for better customers engages eg. respond to reviews, create posts, and share latest promotion or product info	Optimize in-store activities based on GMB insight
自動流程 (Automation)	1. Check Ads report from Google Ads UI	Manual bidding / CPC bidding toward Store Visits	Smart Bidding for Store Visits (tCPA/Max Conversion/tROAS/Max Conversion Value)	1. Store Sales Improvement 2. Unlimited budget if target omnichannel ROAS is met
成效衡量 (Attribution)	Track Local Actions	Track Store Visits	1. Set a Store Visits Value 2. Upload Offline Sales Data	Evaluate online and offline performance, including omnichannel conversions or omnichannel ROAS

App Campaign

Proprietary + Confidential

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Automated audience in App campaign for install	1. Automated audience in App campaign for install 2. Unlock Automated similar audience in App campaign for install by bidding on Firebase conversion	For engagement campaign 1. Custom Audience 2. Google Play App list 3. App remarketing audience	For engagement campaign 1. Audience with LTV segment based on first party data 2. Predictive audience
素材創意 (Asset)	Text only asset for AC campaign	Text + Image asset for AC campaign	Text + Image + Video asset for AC campaign Ad strength to be excellent	1. Text + Image + Video + HTML5 asset for AC campaign 2. Test & replace monthly based on performance 3. Multiple theme style of assets
媒體購買 (Access)	App Campaign for Install	App Campaign for Install - optimized for events	App Campaign for Install - optimized for events App Campaign for engagements	1. Install across AOS + iOS 2. Re-engagement across AOS + iOS (+ Web for hybrid advertiser)
自動流程 (Automation)	tCPI	Max conversion + tCPI + tCPA	tCPA/tROAS across install and re-engagement	tCPA+tROAS+Firebase prediction
成效衡量 (Attribution)	Google play codeless conversion	1. Firebase conversion tracking 2. 3rd party APP tracking	1. Bid on Firebase conversions with custom events, unlock exclusive ad features. 2. Deep-linking	1. Connect Firebase to GA4 2. Web-app deep-linking 3. Include firebase app events into optimization in web campaigns

Google Display Ads(GDA)

Proprietary + Confidential

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Google Audience	1. Customer Match 2. Google remarketing audience	1. Custom Audience 2. Audience expansion / Similar audience	1. Audience with LTV segment based on first party data 2. Optimized Targeting
素材創意 (Asset)	Image Ads	1. Responsive Display Ads (0-50%)	1. Responsive Display Ads (51-80%) 2. DDC with Google audience	1. Responsive Display Ads (81-100%) 2. Video asset for Responsive Display Ads 3. DDC with 1st party data, ML data or data from API (weather, sports)
媒體購買 (Access)	Standard Display	Standard Display(50%)+ Smart Display Campaign(50%)	Smart Display Campaign(70%)+Discovery(30%)	Smart Display Campaign (50%)+Discovery(50%)
自動流程 (Automation)	1.Manual bidding / CPC bidding 2.Max Clicks	1. eCPC / tCPA bidding 2. Max conversion bidding	1. tCPA bidding 2. Max conversion bidding	1. tCPA bidding 2. Max conversion bidding 3. tROAS bidding
成效衡量 (Attribution)	Last click attribution model	1. A/B testing (draft & experiment / Geo Experiment etc) quarterly 2. Non-last click attribution model	1. A/B testing (draft & experiment / Geo Experiment etc) monthly	1. A/B testing (draft & experiment / Geo Experiment etc) weekly 2. Data Driven Attribution model

*Note: Discovery covers Gmail, YT Feed, Discover Feed, Image Search slots ; RDA with Single Ad Type for Static, Dynamic, Native and Non-Native

GA / GA360

Proprietary + Confidential

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Enhance remarketing and reporting (Eg: Google Signals; Remarketing Features, Reporting Features)	Cross Channel Audience Strategy (Eg: Google Ads List Pushed; DV360 List Pushed)	LTV based on GA data (Eg: User ID / custom ID implementation, BigQuery Export)	Activating CRM Data (Eg: Salesforce Marketing Cloud; Offline data via Measurement Protocol)
素材創意 (Asset)	Analyze engaging & effective experiences (Eg: Content Grouping; Site Search Enabled)	A/B Testing & Personalization (Eg: Optimize Container Active; Optimize Container Using AW Targeting)	Advanced A/B Testing & personalization (Eg: Optimize Container Using GA Audiences)	Continuous AB testing + advanced personalization practices
媒體購買 (Access)	1. Linking GA with free/mainstream tools for activation (Eg: Google Ads & Optimize linking) 2. App and Web is tracking separately	1. Linking GA360 with Enterprise Google Tools (Eg: DV360, SA360, CM linking) 2. App and Web is tracking in same GA4 property	1. Linking GA360 with 3P tools + Export of raw data for custom analysis (Eg: Salesforce Sales Cloud linking, Data Import) 2. User ID is set for session unification	1. GA360 raw data in Cloud (Eg: BigQuery Linking) 2. Online and offline data centralized in GA (Measurement Protocol)
自動流程 (Automation)	Identify “real” traffic (Eg: URL Query Parameters Exclusion; Bot Filtering)	Identify unique users across multiple devices or sessions (Eg: User ID)	Combine Analytics data with non-Analytics data (Eg: Customer Dimensions, Customer Metrics, CRM data import)	Management & Reporting API
成效衡量 (Attribution)	1. no UTM parameter in destination URL	1. Use UTM parameter 2. GA owned by Agency / website developer	1. GA owned by company without internal system integration 2. Self-defined rule based attribution model (in Google Analytics)	1. Import offline data into Google Analytics 2. Controlled Experiment include offline / manual sources into UTM (not only measure purchase) 3. GA owned by company with internal system integration 4. Data Driven Attribution model

Tagging and other activities across multiple products

	萌芽起步 (Nascent)	新興發展 (Emerging)	連通整合 (Connected)	多點覆蓋 (Multi-Moment)
受眾數據 (Audience)	Google Demographic targeting	1. Google audience 2. Customer match/custom audience	Audience expansion / Similar audience	Audience with LTV segment based on first party data
素材創意 (Asset)		Conduct Speed Score for website	1. Implement PWA/AMP solutions 2. Use Google Optimize for A/B testing	
媒體購買 (Access)				
自動流程 (Automation)		Export ads report with Google Ads Reporting API		
成效衡量 (Attribution)	1. Multiple conversion tags in website 2. Google sitewide tagging not in all pages	1. Single conversion tag in website 2. Google sitewide tagging in all website		



Thank You