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Industry Association
香港軟件行業協會

數據變現研討會

營銷和零售應用、定位分析、客戶保留分析

By Edmund Lee

Email: Edmund.lee@theanswr.com

8-Apr-2022

數據變現研討會

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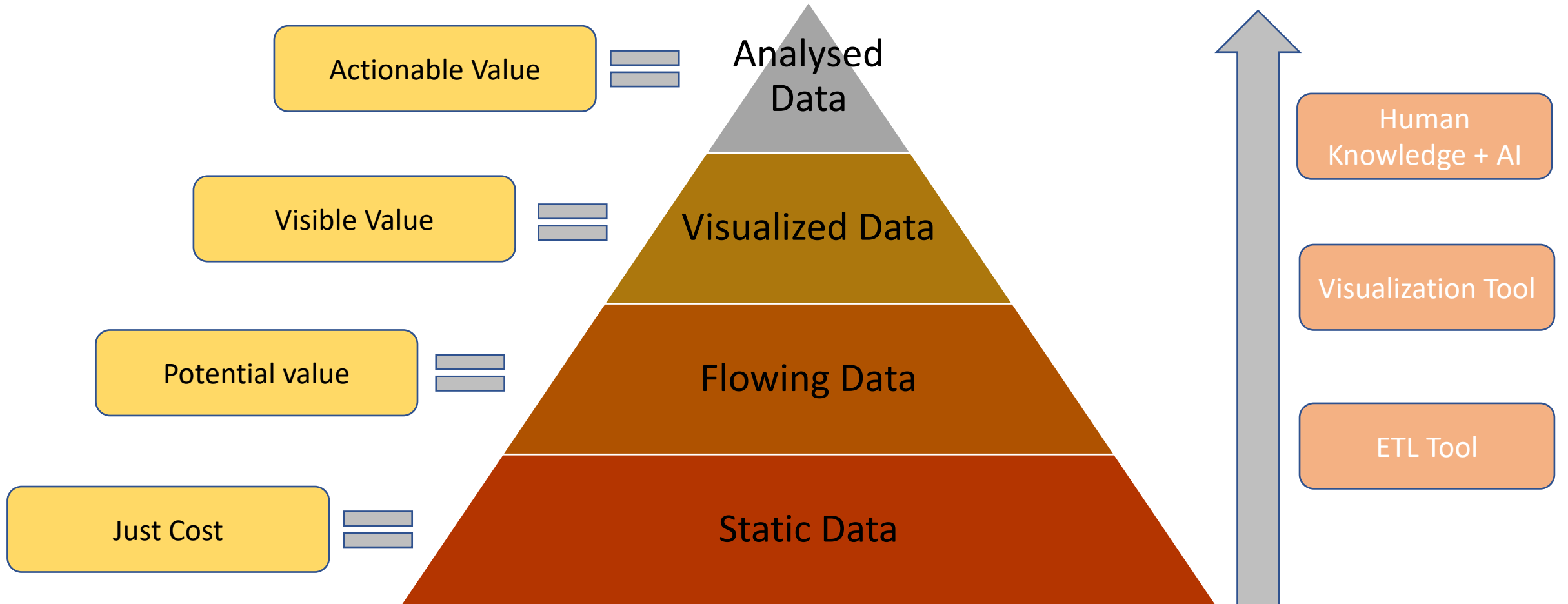
你們想知的：

- 瞭解數據變化功能及找出用途
- 貿易發展及應用更新
- 了解新趨勢
- 了解數據變現的機制

Data is new oil



Value of data in the different state



The Challenge

“Data Analytics is not user friendly!”

focus group findings from our Lego Serious Play workshops

Isolated

Existing data analytics tools pull from a limited set of data sources

Unadaptable

Products developed are technology-driven and difficult to apply into real-life user workflows

Complicated

Information presented is not easy to access and interpret

Costly

Fixed pricing structures, high trial and error costs for existing offerings

What should I do?

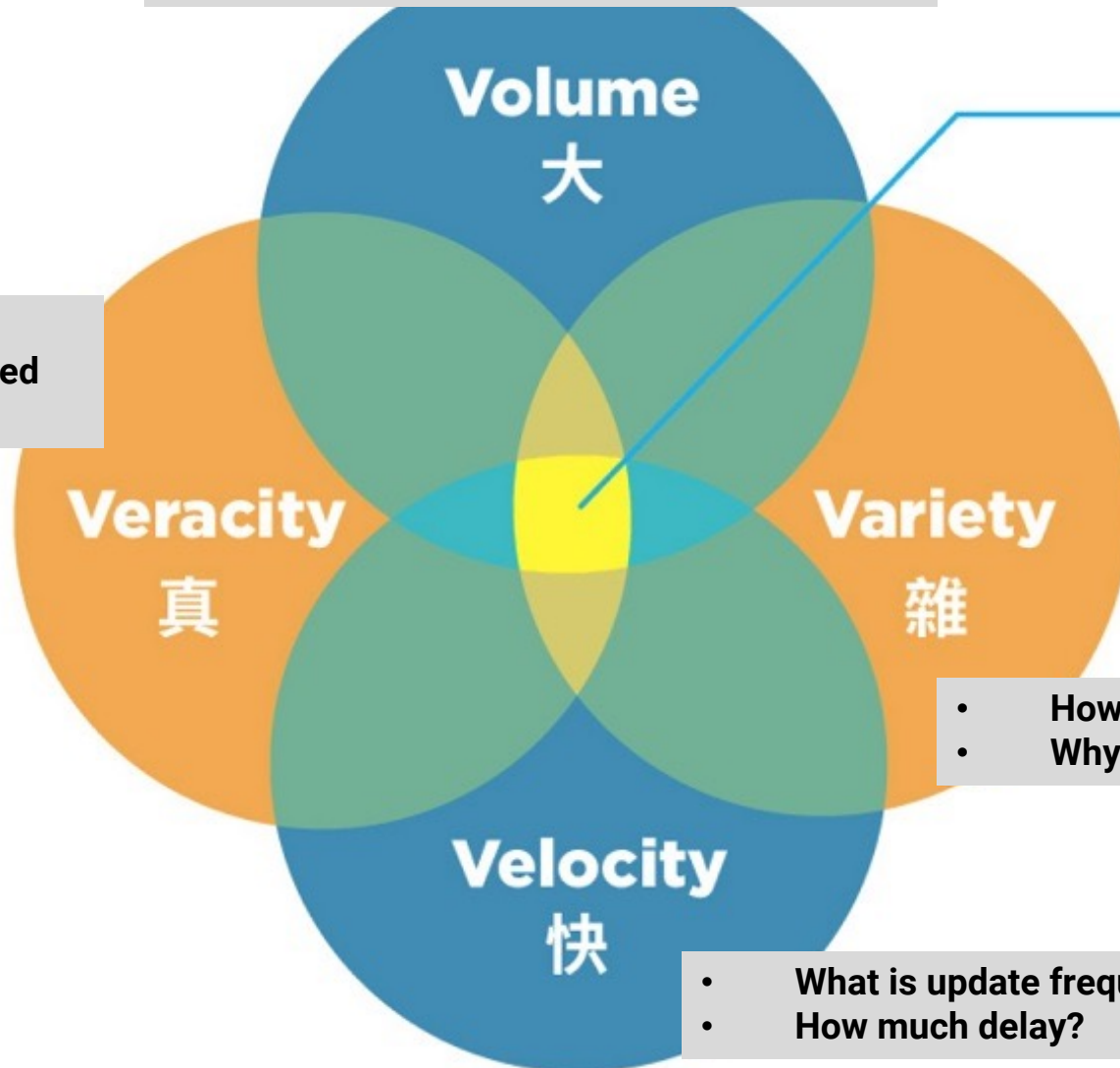
Change your mindset to embrace data-driven decision making

Ask the right question = get the usable answer

Be a Smart Decision Maker

- How much data per day/week/month/year?
- What is the size of each data?

- How data is collected?
- What is behavior reflected by the data?

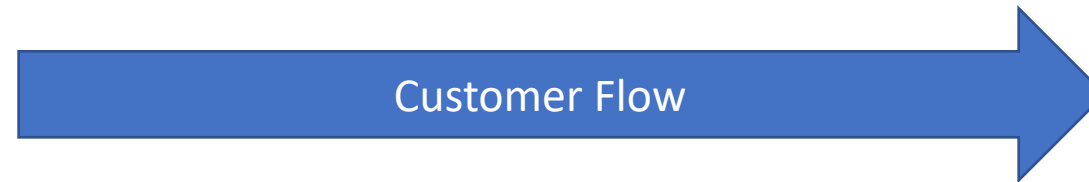
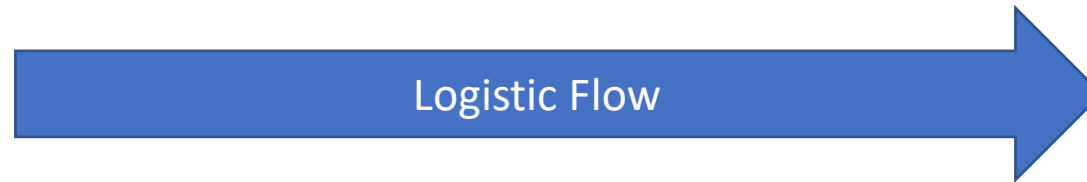
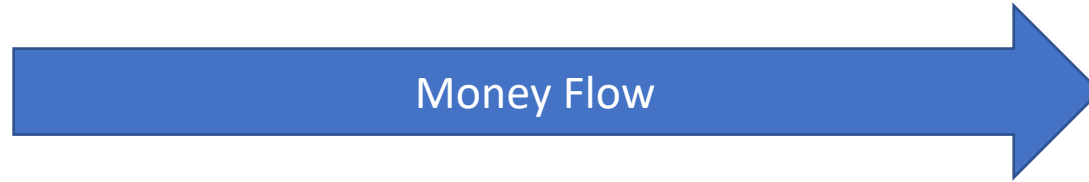


大數據

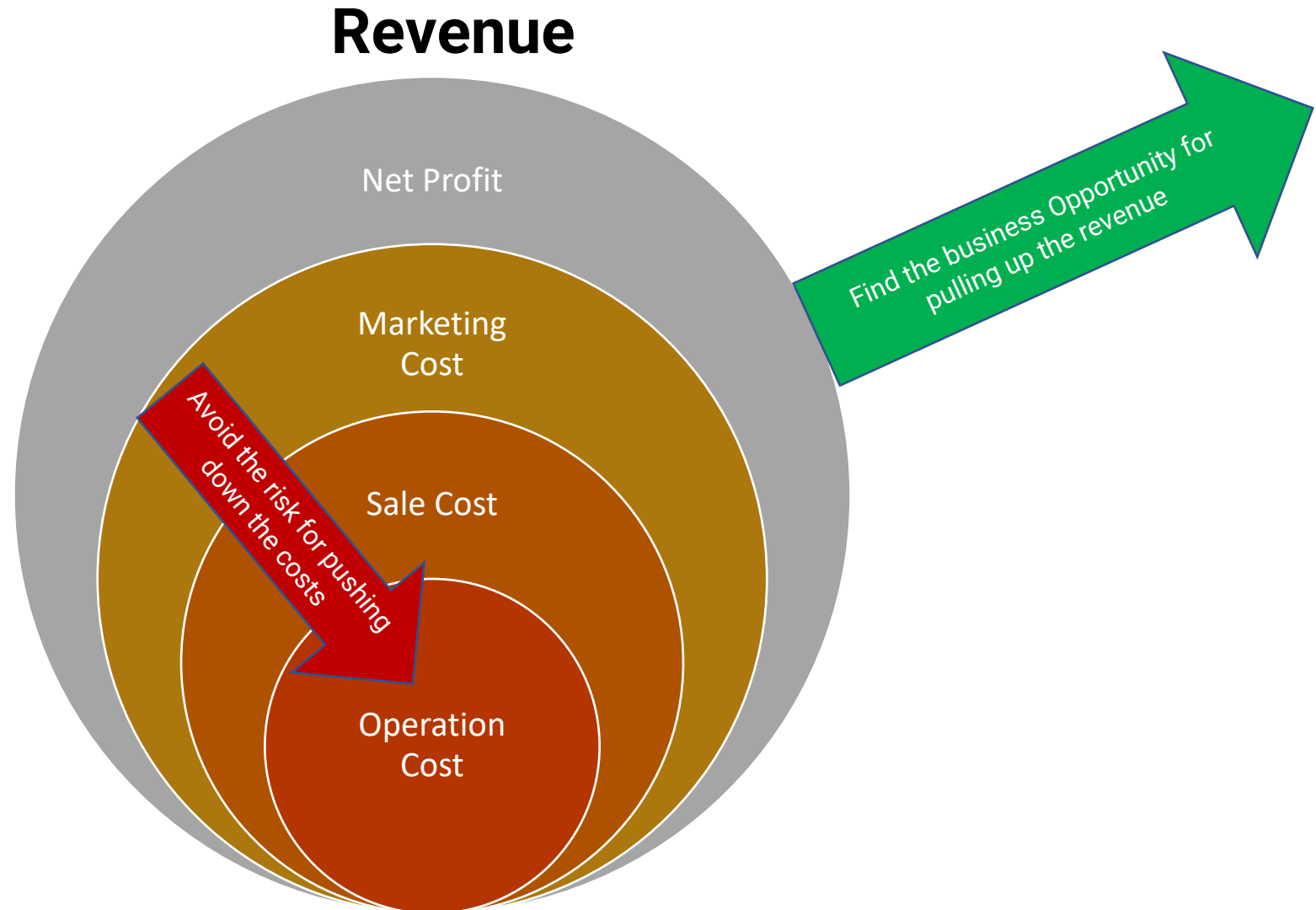
- How many data types?
- Why is data required to be captured?

- What is update frequency?
- How much delay?

Different flows in the business



How is data related to your business?



Data Sources

First - party data



Data collected directly
by the organization

Second - party data



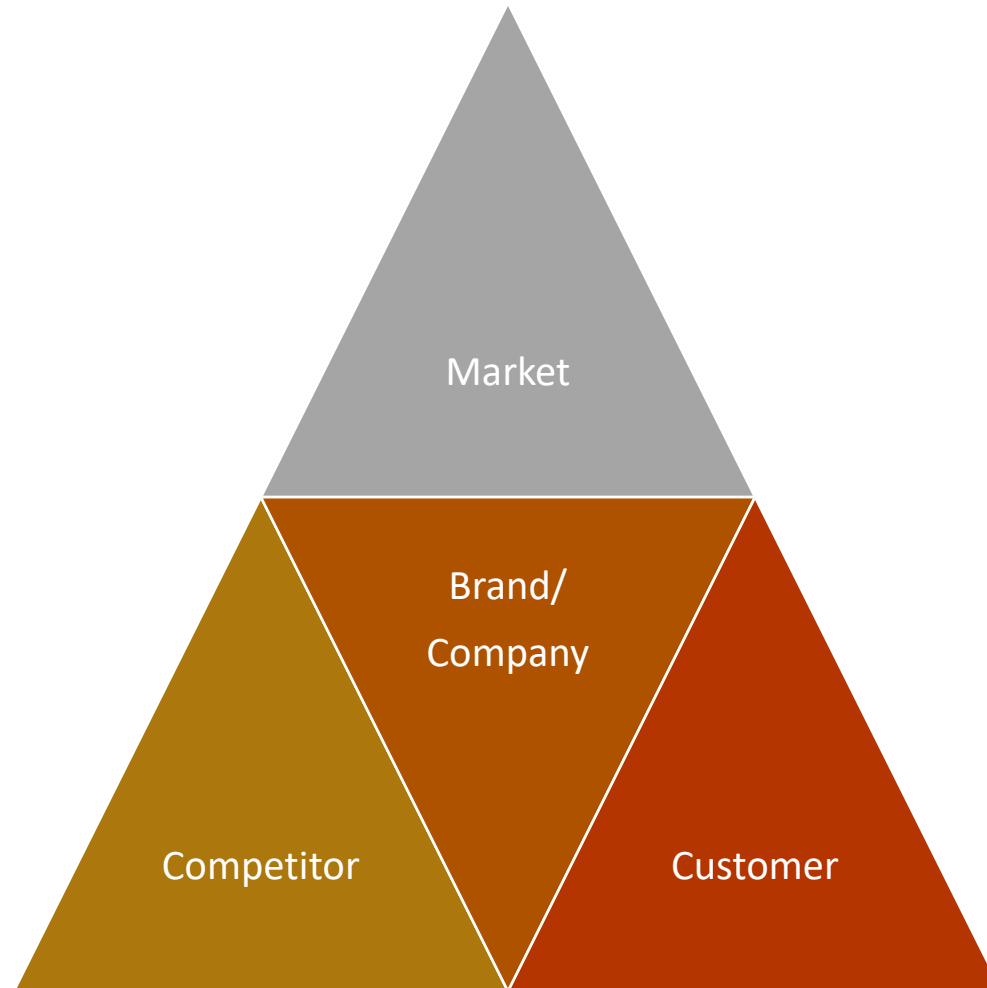
Data shared by a trusted
source

Third - party data



Aggregated data from
other sources

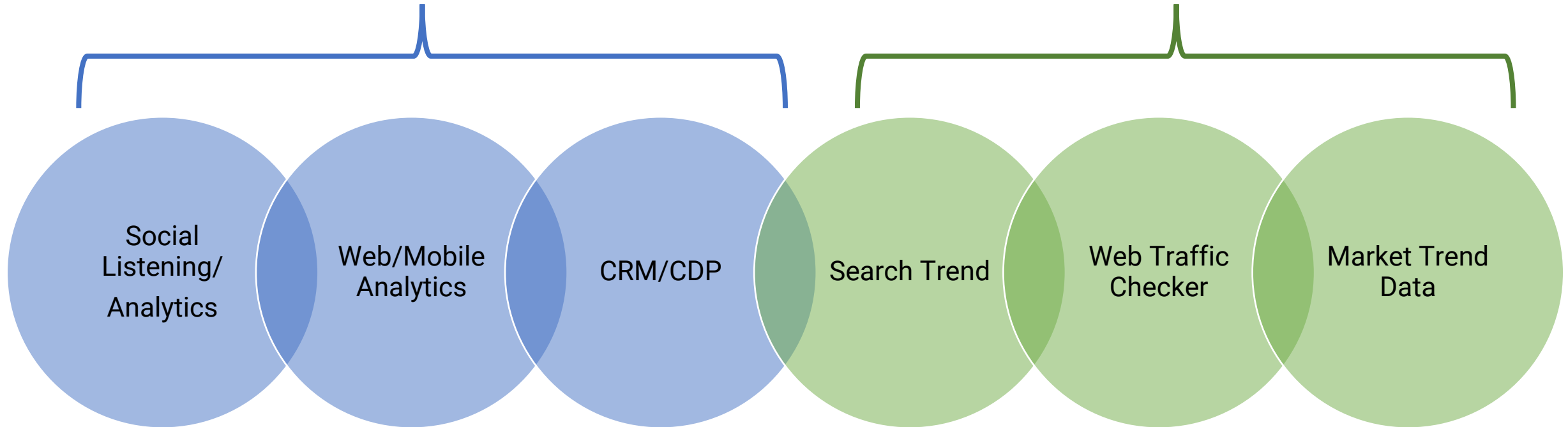
Data Analysis Perspectives



Different Analytics

First-party/Second-party Data

Third-party Data



A central infographic for Marketing Analytics. It features a large donut chart with six segments in different colors: blue, green, teal, grey, orange, and dark blue. Each segment is connected by a thin line to a corresponding text box. In the center of the donut chart is an illustration of a hand holding a green money bag with a dollar sign, next to a bar chart with three bars and a line graph with an upward trend. The text 'MARKETING ANALYTICS' is written in a large, bold, sans-serif font across the center of the donut chart.

MARKETING ANALYTICS

CUSTOMER INFORMATION

- Demographic data
- Interests and preferences
- Customer lifetime value
- Propensity to purchase

CUSTOMER BEHAVIOR

- Transaction history
- Website behavior
- Mobile app usage
- Spending patterns

FINANCIAL DATA

- Customer acquisition cost
- Historical pricing
- Price/earnings ratio
- Monthly recurring revenue

CUSTOMER FEEDBACK

- Social media feedback
- Ratings & rankings
- Inbound calls
- Chatbot interactions
- Call center notes
- Survey data

CAMPAIGN PERFORMANCE

- Churn rate
- Conversion rate
- Engagement rate
- Clickthrough rate
- Bounce rate

MARKET RESEARCH

- Market forecasts
- Industry benchmarks
- Competitor data

Structured

Unstructured

External

Internal

Qualitative

Quantitative

Web/Mobile App Analytics

Digital Experience Intelligence

Complete, Retroactive, Private-by-Default Experience Data

Know

Capability to search and index interactions across digital touchpoints

Complete DX data provides full visibility

Making the data accessible

Log and Analyze Web and Mobile Session Data

Quantitative

Product Analytics



Qualitative

Session Replay

Digital Journey Analytics (DJA)



Signals

Segments

Developer *
Tools

Page Flow *

Conversion
Analysis

Session
Recreation

Scroll Maps

Quick View
Summary

Alerts

Watched
Elements

Omni Search

Funnel
Analysis

Heat Maps *

Click Maps

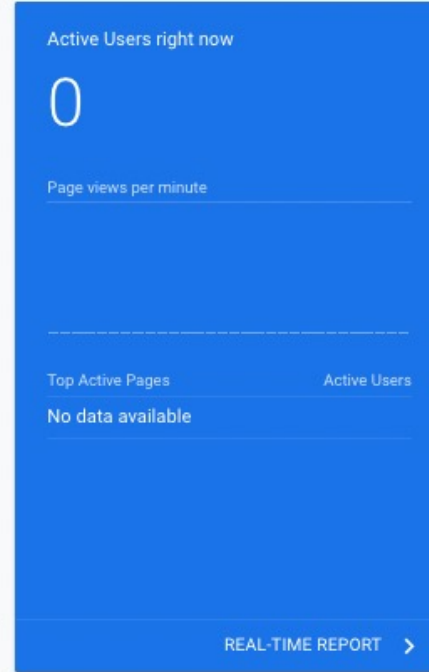
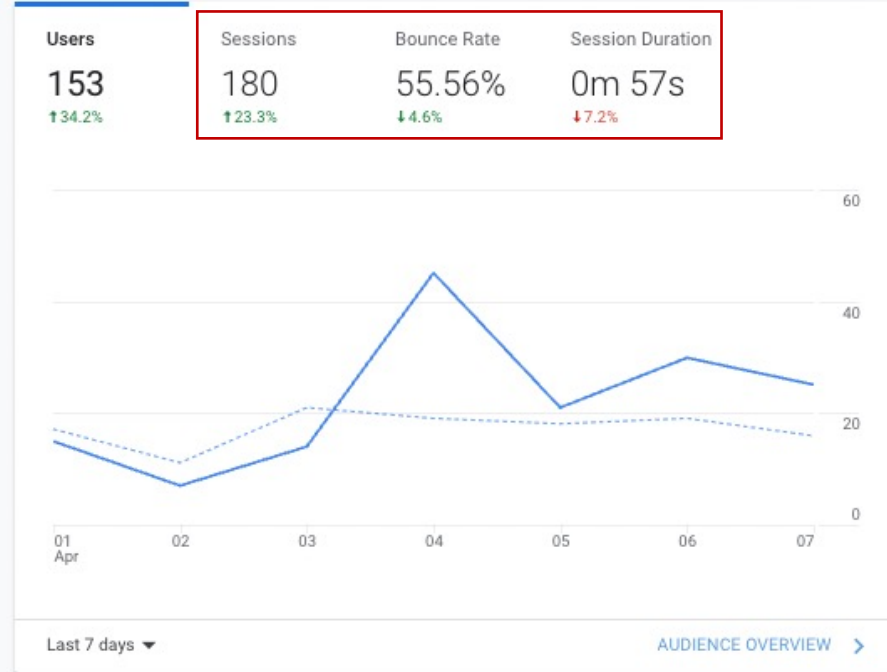


Pageview-driven



Events-driven





INSGHTS

Increase performance by promoting campaign Blog_GoogleAIVideotoText
1-31 Mar 2022

20.37% of the Blog traffic from Blog_GoogleAIVideotoText. This campaign performs **worse** than the others.

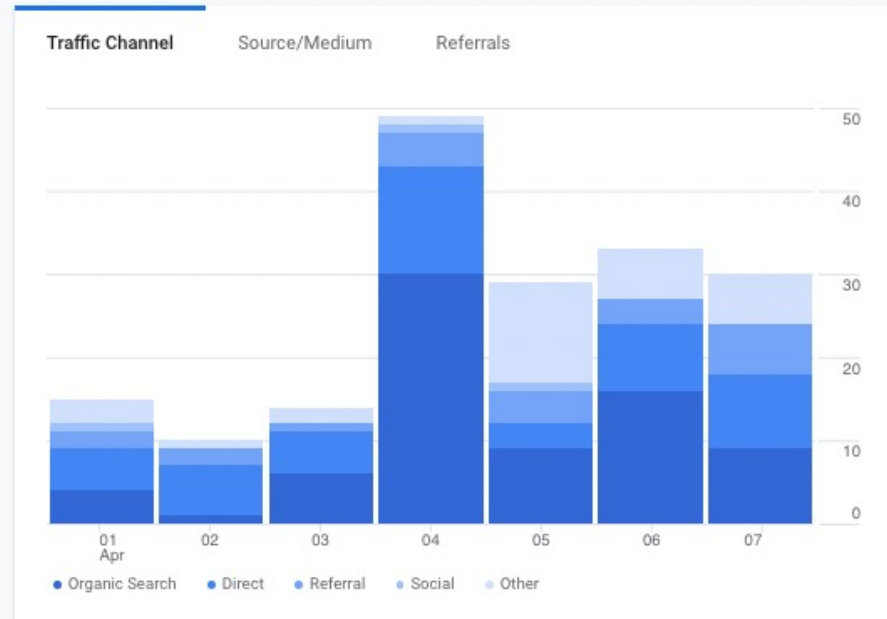
Metric	This Campaign	Other Campaigns in Blog
Avg. Session Duration	00:00:32	00:00:49
Bounce Rate	54.55%	39.53%

[Go to report](#)

Consider promoting this campaign further to improve performance.

[MORE INSIGHTS >](#)

How do you acquire users?



Where are your users?



When do your users visit?



Google Analytics 4

Reports snapshot

Reports snapshot ✓

Last 28 days 11 Mar - 7 Apr 2022



Real-time

All Users +

Life cycle

Acquisition

- Acquisition overview
- User acquisition
- Traffic acquisition

Engagement

- Engagement overview
- Events
- Conversions
- Pages and screens

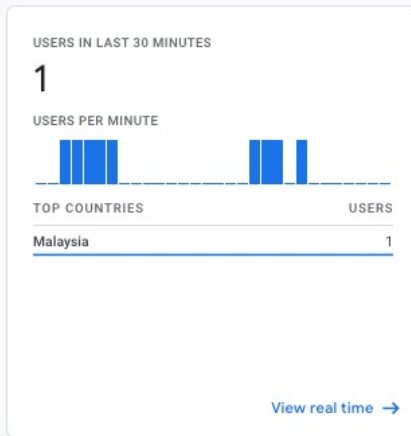
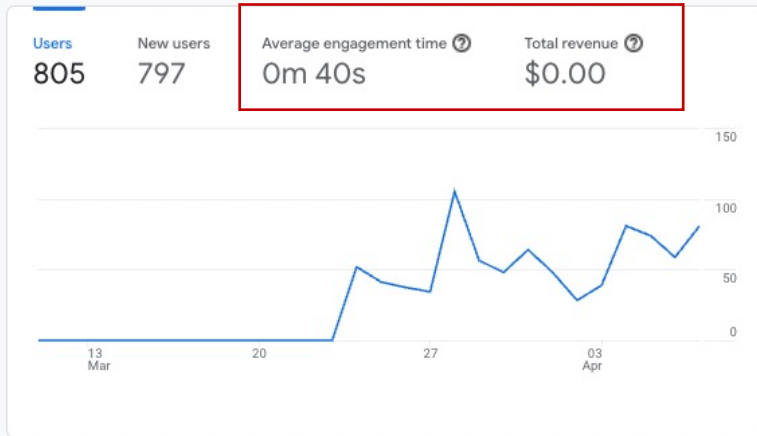
Monetisation

Retention

User

Demographics

Tech



Insights

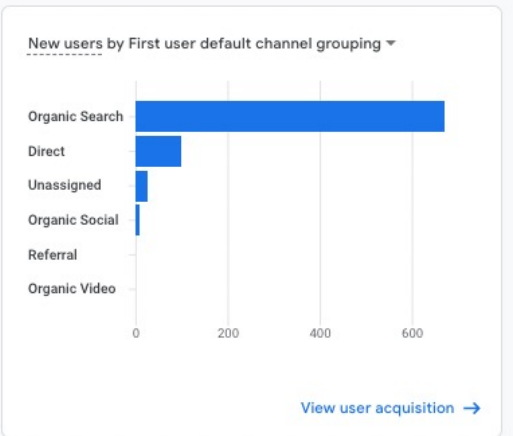
Your insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics. [Learn more](#)

Create

View all insights →

WHERE DO YOUR NEW USERS COME FROM?



WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel grouping

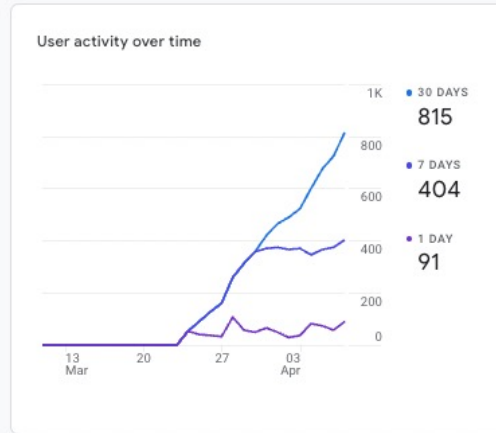
SESSION DEFAULT CHAN...	SESSIONS
Organic Search	769
Direct	121
Unassigned	36
Organic Social	10
Referral	7
Organic Video	1

View traffic acquisition →

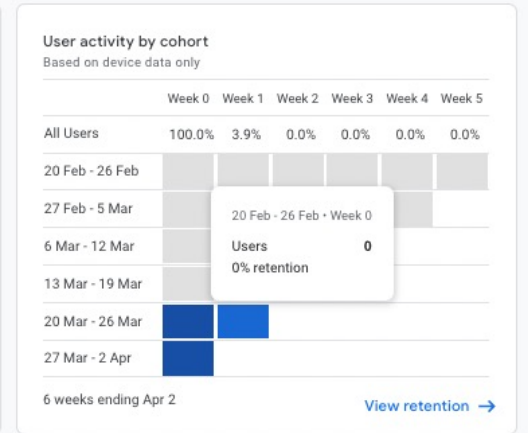
HOW ARE ACTIVE USERS TRENDING?



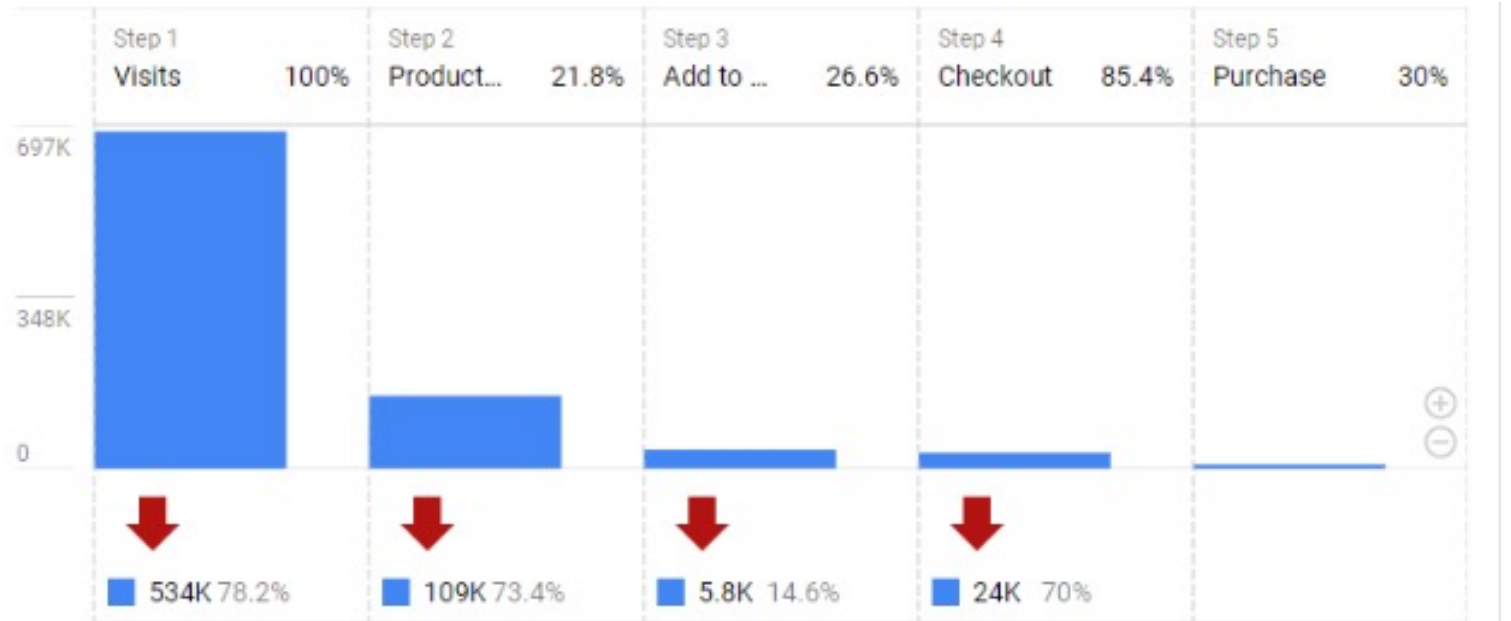
HOW ARE ACTIVE USERS TRENDING?



HOW WELL DO YOU RETAIN YOUR USERS?



Customer Purchase Funnel



Step	Users (% of Step 1)	Completion rate	Abandonments	Abandonment rate
1. Visits	682,746 (100%)	21.77%	534,099	78.23%
2. Product Views	148,647 (21.77%)	26.59%	109,122	73.41%
3. Add to Cart	39,525 (5.79%)	85.43%	5,759	14.57%
4. Checkout	33,766 (4.95%)	29.98%	23,643	70.02%
5. Purchase	10,123 (1.48%)	-	-	-

Qualitative Web/Mobile Analytics

Session replay

Core report - page analysis

Core report - form validation

Core report- console errors

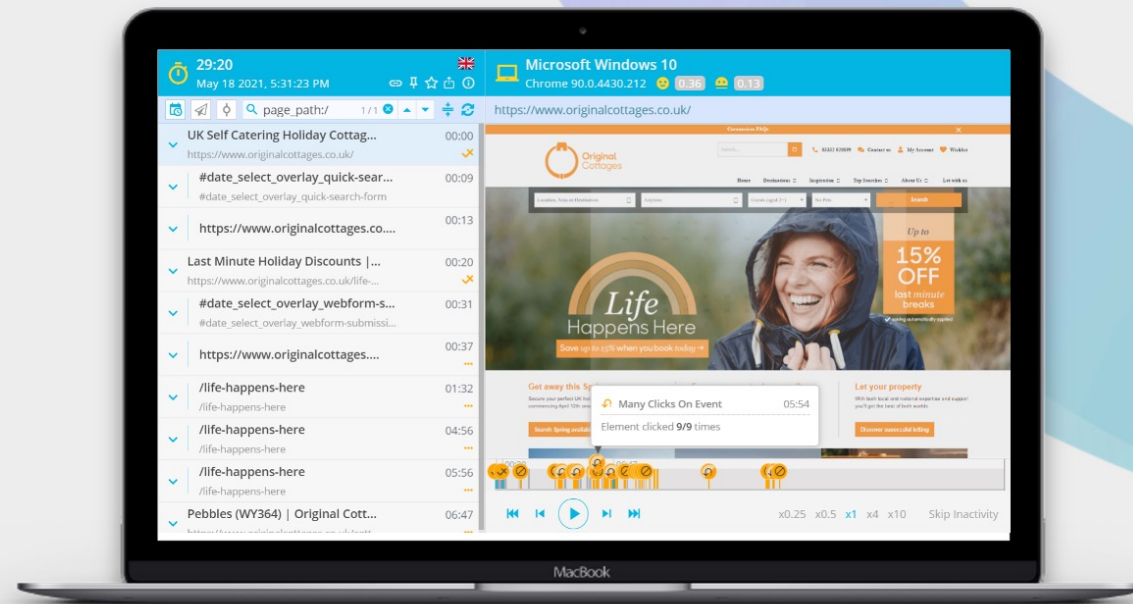
Session replay

Session replay-Expert view

Interaction map

Page Journeys

Business Flows



- Replay sessions in real-time
- Visualize user actions and struggles
- Score customer experiences
- Free text search

1b5e2

Microsoft Windows 7

Chrome 73.0.3683.86 198.16.76.29

SESSION REPLAY

CLICK MAP

EXPERT VIEW

FUNNEL STUDIO

MANAGEMENT



00:00

00:30

01:02

01:36



01:52

01:54

01:56

01:59

02:03

02:15

03:06

04:57



CONTACT US
Get in touch and let us know
how we can help



US Office

234 5th Ave.,
New York, NY 10001
+1 646 798 8629



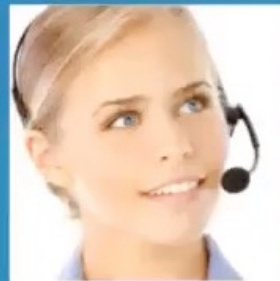
UK Office

71 Central Street,
London, EC1V 8AB
+44 (0)203 865 29 31



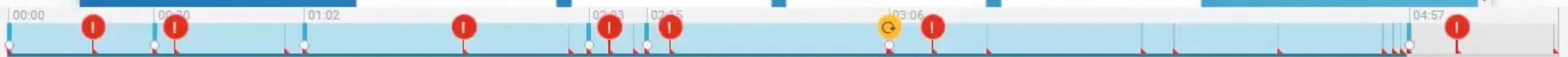
Israel Office

25 Bazel Street,
Petah Tikva, 4951038
+972 (0)74 702 2321



Customer
Support

Toll-free number
+1 855 445 2772



x0.5 x1 x4 x10

Skip Inactivity



Interaction Maps

Core report - page analysis

Core report - form validation

Core report - console errors

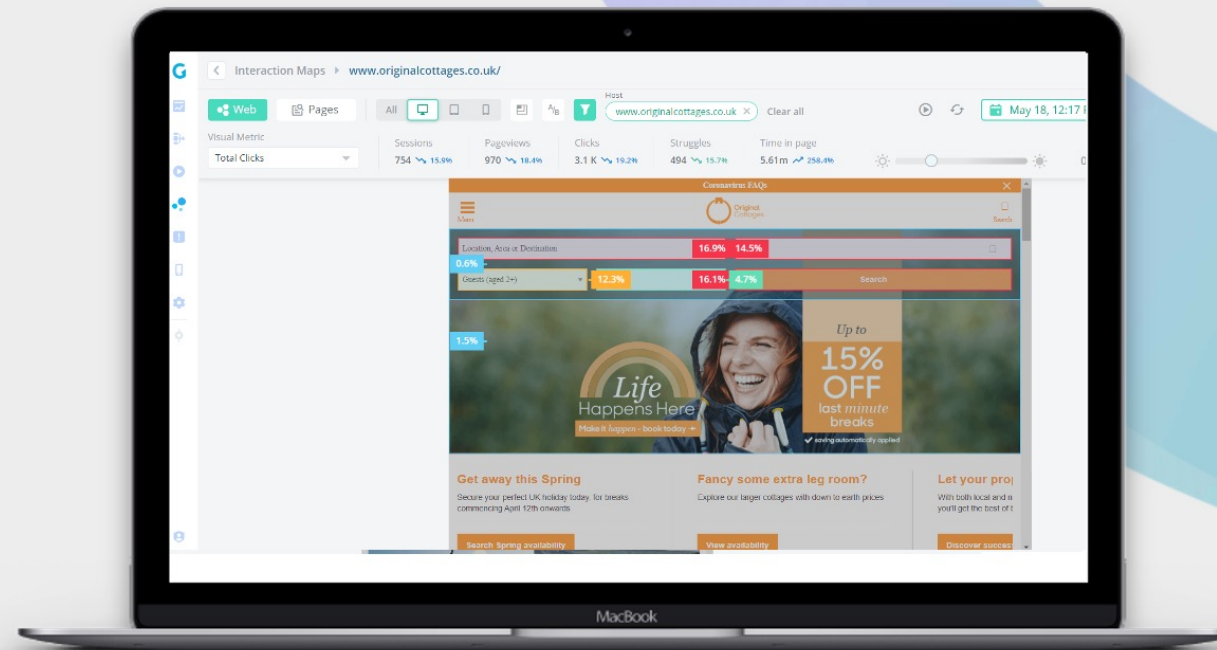
Session replay

Session replay - Expert view

Interaction map

Page Journeys

Business Flows



- Get a real time view of page engagement
- Monitor trends in errors, user struggles and conversion
- Drill into interaction maps, journey maps and error analysis

UX - A/B Testing

The image illustrates an A/B testing process for a 'CLICK TO SHOP' button. It features three mobile app screens, each with a different CTA design and associated performance metrics. The background includes decorative geometric shapes in blue and yellow.

CTA 1 (Red Header): Features a pink 'CLICK TO SHOP' button. A callout box indicates 'Measuring CTA impact' with a 15% conversion rate (49 clicks). A 'Struggle score' of 1.2 is shown with a red angry face icon. A purple callout bubble says 'Test hypotheses'.

CTA 2 (Orange Header): Features a pink 'CLICK TO SHOP' button. A callout box shows a 'Struggle score' of 0.8 with a yellow sad face icon. A bottom callout box indicates 'Measuring CTA impact' with a 39% conversion rate (98 clicks). A purple callout bubble says 'Identify behaviours'.

CTA 3 (Green Header): Features a pink 'CLICK TO SHOP' button. A callout box shows 'Measuring CTA impact' with a 60% conversion rate (196 clicks). A 'Struggle score' of 0 is shown with a green happy face icon.

Common Elements: All screens display 'UP TO 50% OFF' and 'Applied at checkout. Selected styles. Free Delivery on Orders of \$50+'. The background image is a woman in a brown hat and sweater.

CTA Variant	Header Color	CTA Button Color	Conversion Rate	Clicks	Struggle Score
CTA 1	Red	Pink	15%	49	1.2
CTA 2	Orange	Pink	39%	98	0.8
CTA 3	Green	Pink	60%	196	0

The Evolution of Marketing Technology

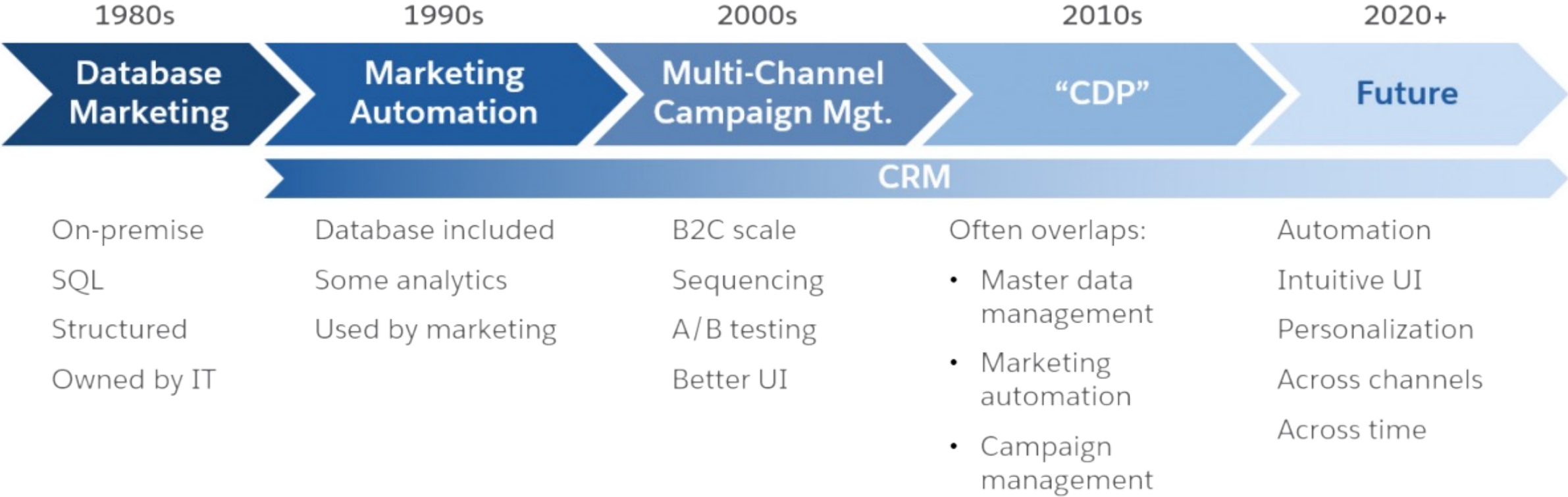
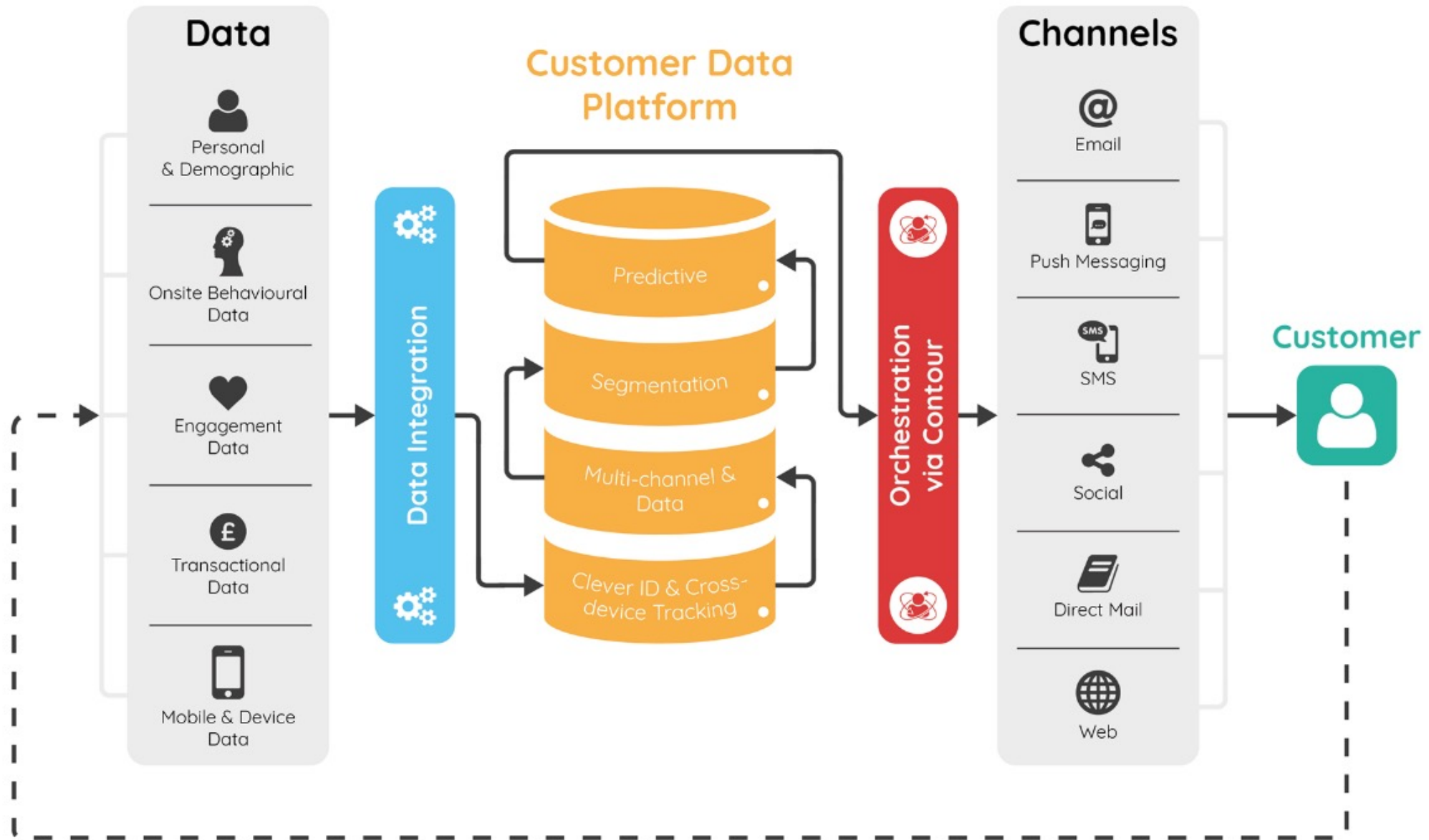


Figure: Evolution of Marketing Technologies - Source: Salesforce



Awareness to Advocacy



Search Engine Result



strawberrynet hk



https://www.strawberrynet.com › zh-hant-hk ▼

香水、護膚品、化妝品折扣優惠- 香港草莓網StrawberryNET ...

購買折扣香水、香薰、古龍水、化妝品、護膚品、護髮產品，免費付運服務，盡在香港草莓網！

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以最優惠的折扣選購克蘭詩, 倩碧, 資生堂及800多個人氣美妝品牌 ...

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關於我們

草莓有限公司成立於一九九八年，是一間以香港為基地，為全球顧客提 ...

女士香水

說到女士香水，實在太多值得推介的產品，包括香水, 淡香水& 古龍水 ...

[更多來自strawberrynet.com的搜尋結果 »](#)

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Strawberrynet



網站

路線

儲存

撥打電話

3.5 ★★★★★ 32 項 Google 評論

位於香港的保健與美容用品店

地址：Exit B2, 4 A Kung Ngam Village Rd, Shau Kei Wan

營業時間：即將打烊：13:00 · 恢復營業時間：14:30 ▼

電話：2591 0300

[建議修改](#) · [擁有此商家嗎？](#)

熟悉這個地方嗎？[分享最新資訊](#)

問題和解答

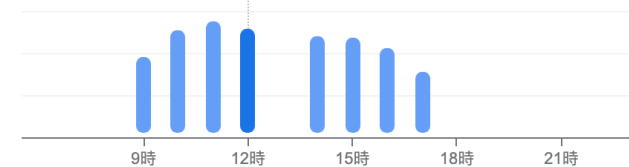
[查看所有問題 \(3 個\)](#)

[提出問題](#)

熱門時段 [?]

週一 週二 週三 週四 週五 週六 週日

12時：通常極為繁忙

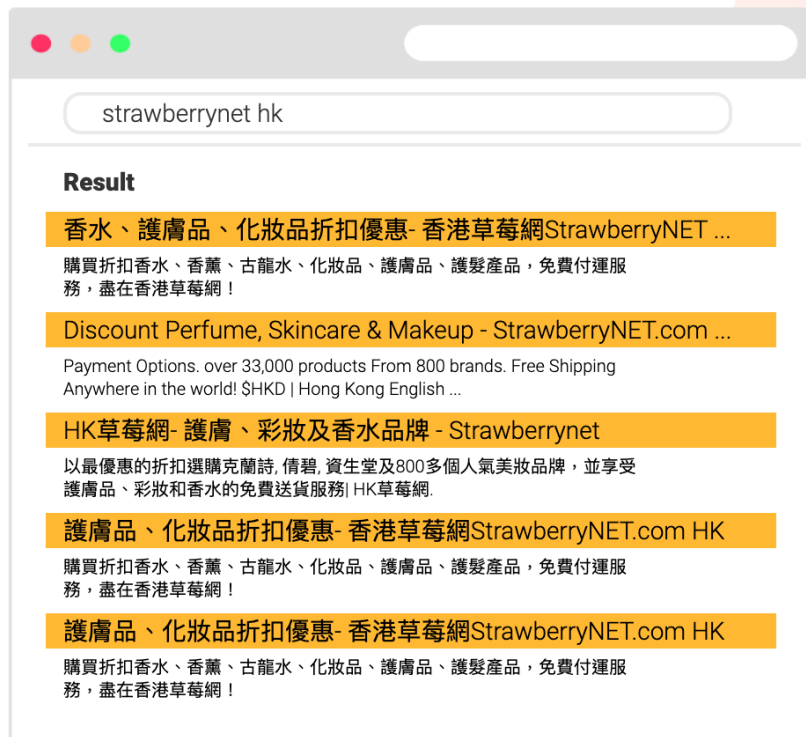


[傳送到您的手機](#)

[傳送](#)

Using PR Vision to look at Google search results

有多少人關注這個關鍵字"strawberrynet hk" ?



strawberrynet hk

Result

- 香水、護膚品、化妝品折扣優惠- 香港草莓網StrawberryNET ...
購買折扣香水、香薰、古龍水、化妝品、護膚品、護髮產品，免費付運服務，盡在香港草莓網！
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- HK草莓網- 護膚、彩妝及香水品牌 - Strawberrynet
以最優惠的折扣選購克蘭詩, 倩碧, 資生堂及800多個人氣美妝品牌, 並享受護膚品、彩妝和香水的免費送貨服務| HK草莓網.
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購買折扣香水、香薰、古龍水、化妝品、護膚品、護髮產品，免費付運服務，盡在香港草莓網！
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購買折扣香水、香薰、古龍水、化妝品、護膚品、護髮產品，免費付運服務，盡在香港草莓網！

右圖1顯示過往12個月平均有多少人搜尋，數值愈高代表愈多人關注此關鍵字；右圖2顯示多少網站參與該關鍵字的內容產生：



數據來源：第 1 到 100 個 Google 搜尋結果

答案於 2021年08月17日 由 theAnswr 產生



theAnswr

Use the search engine to do market Research



在百度上， **beauty.pclady.com.cn**對品 牌“**保湿**”最具影響力。

網站對品牌的影響力取決於網站在搜索結果頁上的排名和顯示次數。排名越高及顯示的次數越多，意味著越容易接觸受眾，對一個品牌的印象的影響越大。

beauty.pclady.com.cn




對品牌影響力的頭10位網站：

品牌：保湿

搜尋引擎：百度

網站影響力比率 (Website Influential Ratio) 反映了一個網站對某一個品牌搜尋結果的影響力。影響力越高，代表能影響大眾對該品牌的印象越深。此百分比是根據網站在搜索結果的排名及其顯示的次數計算得出的。

您可能會在此列表中找到自己、競爭對手，甚至潛在合作夥伴。

1		beauty.pclady.com.cn	11.59%
2		www.chcedo.com	11.31%
3		baike.baidu.com	8.79%
4		wenku.baidu.com	7.84%
5		www.yoka.com	6.40%
6		www.2liang.net	5.48%
7		www.eastlady.cn	5.05%
8		cosme.pclady.com.cn	4.71%
9		www.truebuty.com	4.44%
10		www.chachaba.com	2.56%

對品牌影響力的第11到第20位網站：

品牌：保湿

搜尋引擎：百度

網站影響力比率反映了一個網站對某一個品牌搜尋結果的影響力。影響力越高，代表能影響大眾對品牌印象越深。此百分比是根據網站在搜索結果的排名及其顯示的次數計算得出的。

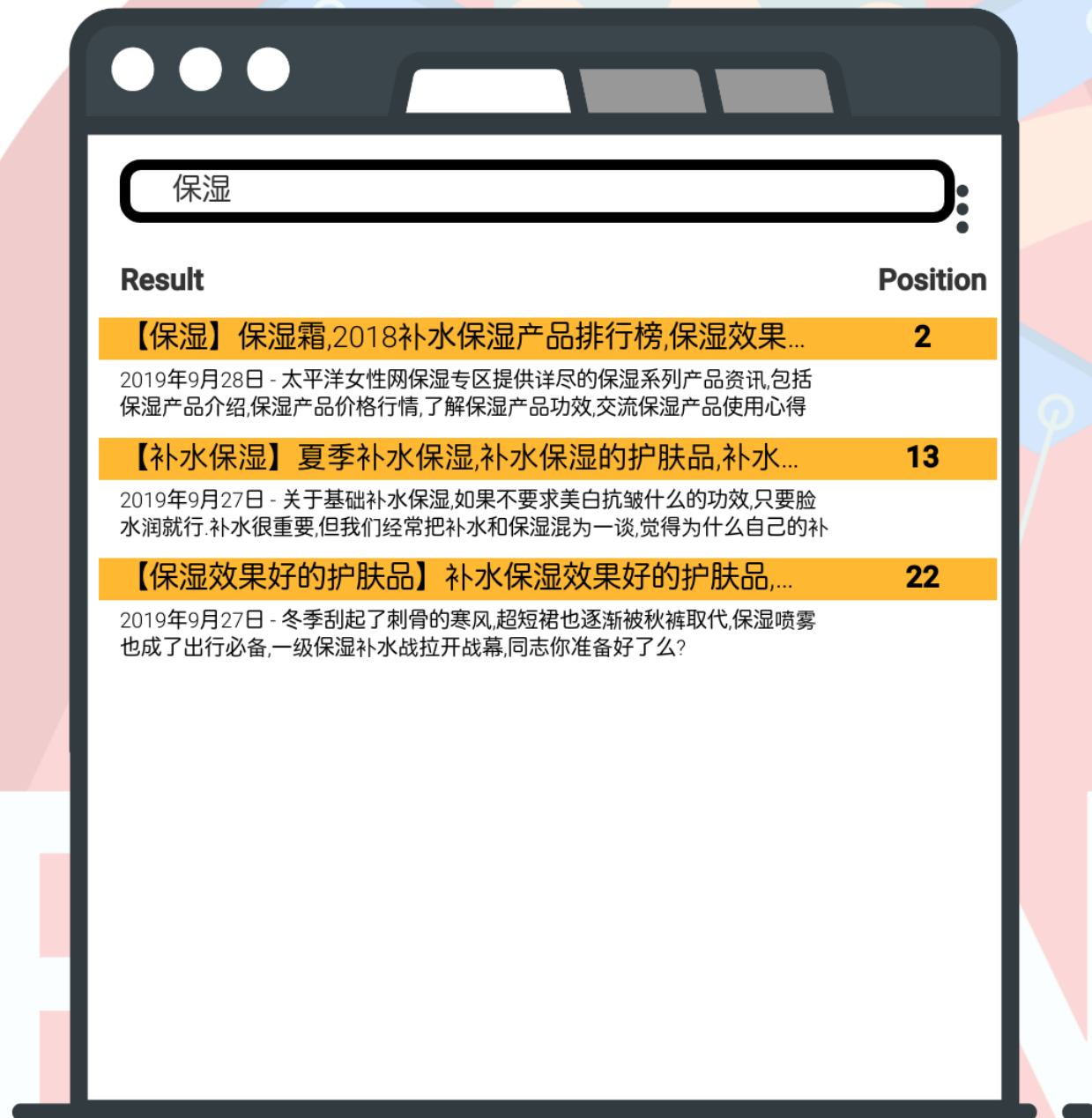
您可能會在此列表中找到自己、競爭對手，甚至潛在合作夥伴。

11	news.sohu.com	2.46%
12	www.pclady.com.cn	2.30%
13	www.mama.cn	2.23%
14	www.jd.com	2.16%
15	baijiahao.baidu.com	2.11%
16	baike.onlylady.com	2.05%
17	www.vogue.com.cn	2.00%
18	www.5h.com	0.90%
19	www.maigoo.com	0.89%
20	brand.yoka.com	0.87%

排名第1位的是 **beauty.pclady.com.cn**， 該網站的最高成績是...

右側顯示百度中此網站下的前5名搜尋結果，包括網站標題、內容及其搜尋排名位置。

您可以點擊每個結果的超鏈接查看更多信息。

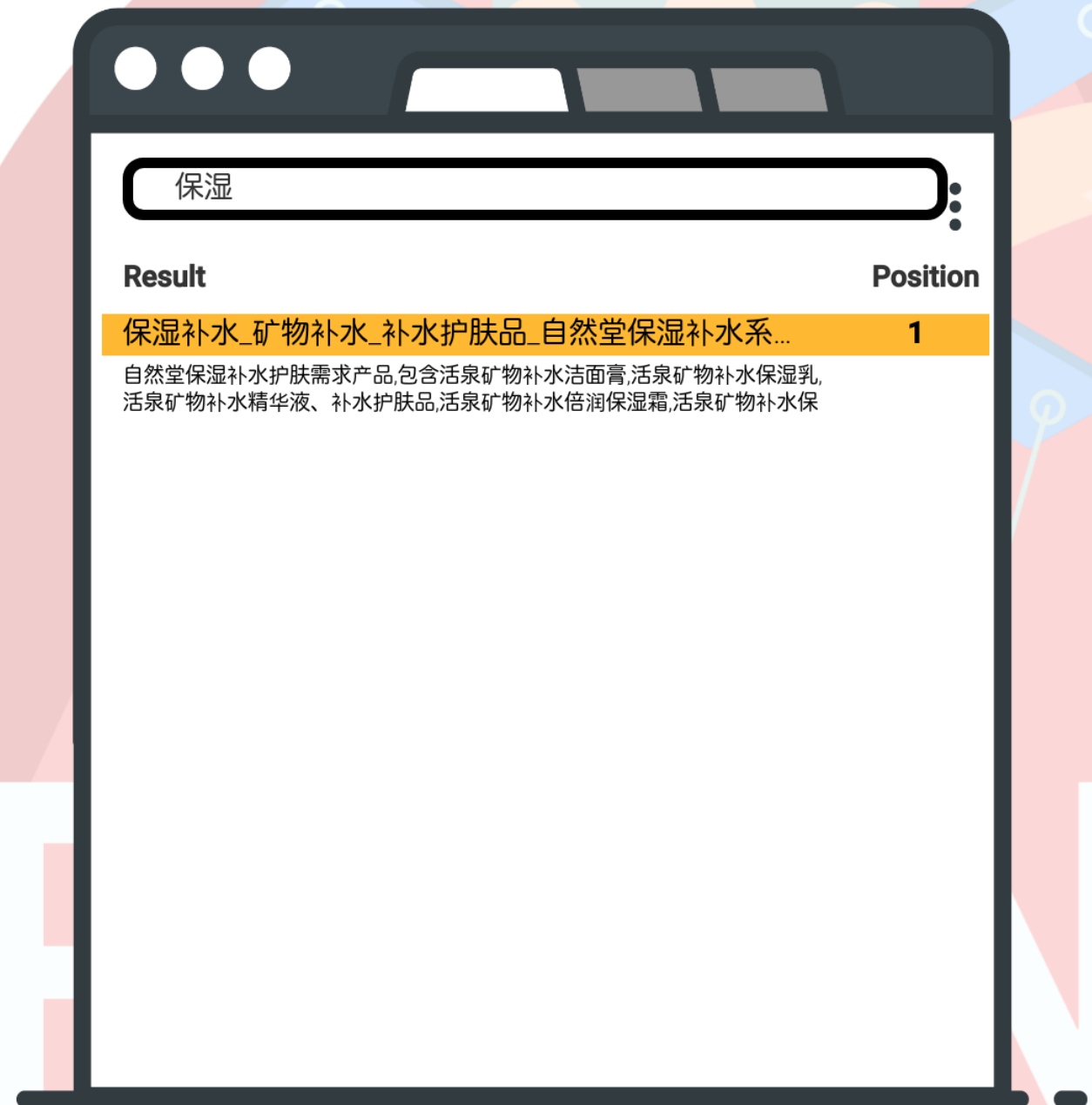


Result	Position
【保湿】 保湿霜,2018补水保湿产品排行榜,保湿效果... 2019年9月28日 - 太平洋女性网保湿专区提供详尽的保湿系列产品资讯,包括保湿产品介绍,保湿产品价格行情,了解保湿产品功效,交流保湿产品使用心得	2
【补水保湿】 夏季补水保湿,补水保湿的护肤品,补水... 2019年9月27日 - 关于基础补水保湿,如果不要美白抗皱什么的功效,只要脸水润就行.补水很重要,但我们经常把补水和保湿混为一谈,觉得为什么自己的补	13
【保湿效果好的护肤品】 补水保湿效果好的护肤品,... 2019年9月27日 - 冬季刮起了刺骨的寒风,超短裙也逐渐被秋裤取代,保湿喷雾也成了出行必备,一级保湿补水战拉开战幕,同志你准备好了么?	22

排名第2位的是 **www.chcedo.com**，該網 站的最高成績是...

右側顯示百度中此網站下的前5名搜尋結果，包括網站標題、內容及其搜尋排名位置。

您可以點擊每個結果的超鏈接查看更多信息。



排名第3位的是 **baike.baidu.com**，該網 站的最高成績是...

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您可以點擊每個結果的超鏈接查看更多信息。



Result	Position
补水(美容概念)_百度百科 2019年6月17日 - 所以适当补充玻尿酸,不仅能够及时为肌肤补水,而且还能在角质层上形成一道滋润保湿膜,起到锁水的作用,同时,还能够维持肌肤弹性,使	3
保湿剂_百度百科 2019年6月8日 - 保湿剂是一类具有保湿和修复皮脂膜功能的化妆品原料,这类原料具有特殊分子结构,可以吸附并保留水分,在维持皮肤水合作用的同时维护	20
保湿乳液_百度百科 2019年6月15日 - 保湿乳液有良好的润肤作用和调湿效果,能让肌肤保持滋润。早期的乳液是水包油型乳状液,多采用钾皂做乳化剂,但在存放过程中会变	23



1條link就可以知道對手最有價值關鍵字

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已解答 300 次

★★★★☆ 4.5

輸入1個對手網址就可以發現你的對手帶來最多流量的關鍵字是什麼？這些關鍵字有多少人搜尋？對手有那些有價值的關鍵字能作為你的關鍵字策略參考？

Google SERP

用戶搜尋

對手分析

行業指標參考

市場研究

關鍵字排名

搜索引擎優化 SEO

大數據

最有價值的關鍵字分析報告

www.759store.com

Google自然搜尋結果關鍵字分析

搜尋地區

香港

關鍵字數量

4,894

估計每月流量

12,041

更新日期

2019年8月

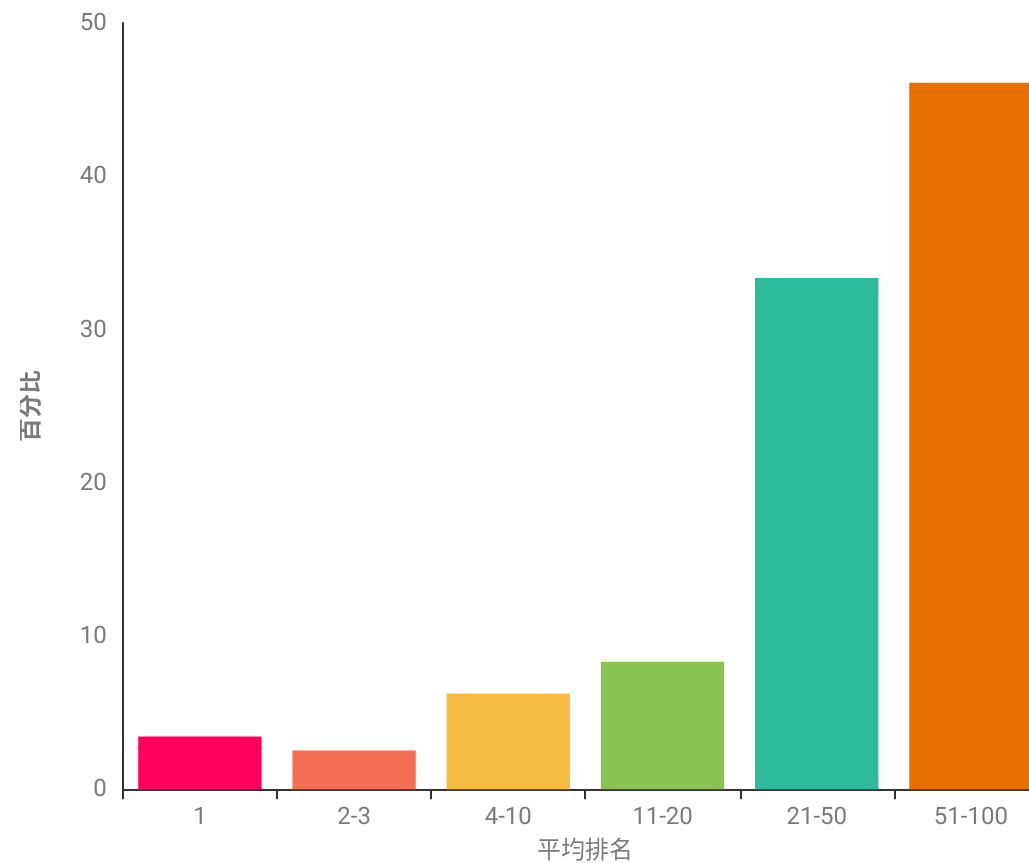


Answered on 2019-10-10 by DataTelling via theAnswer

關鍵字排名分佈圖

4,894

個自然搜尋關鍵字



關鍵字價值排行榜 第1-10位

排名	關鍵字	估計流量值 (ETV)	搜尋量	搜尋結果排名	每次點擊成本 (CPC)	搜尋結果鏈結
1	759阿信屋	2,462	8,100	1	US\$0.3198	
2	759 store	1,641	5,400	1	US\$0.5503	
3	阿信屋	1,337	4,400	1	US\$0.6344	
4	759分店	1,094	3,600	1	US\$0.0000	
5	759 kawaiiland	267	880	1	US\$0.0000	
6	759會員卡	179	590	1	US\$0.7795	
7	759換賞錢	145	480	1	US\$0.0000	
8	爛燒鍋	118	390	1	US\$0.2268	
9	759阿信屋分店	97	320	1	US\$0.1709	
10	759 online	95	590	2	US\$0.0000	

估計流量值 (ETV) : 按關鍵字的搜尋量和排名預測能帶來的流量

Answered on 2019-10-10 by DataTelling via theAnswer

關鍵字價值排行榜 第11-20位

排名	關鍵字	估計流量值 (ETV)	搜尋量	搜尋結果排名	每次點擊成本 (CPC)	搜尋結果鏈結
11	759online	95	590	2	US\$0.0000	
12	奧海城	69	33,100	54	US\$1.5057	
13	超級市場	69	33,100	25	US\$0.9196	
14	759招聘	63	210	1	US\$0.3502	
15	759阿信屋優惠	63	210	1	US\$0.7740	
16	759阿信屋全線結業	63	210	1	US\$0.0000	
17	759阿信屋分店地址	63	210	1	US\$0.0000	
18	旺角759	63	210	1	US\$0.0000	
19	megabox	56	27,100	39	US\$0.1401	
20	759優惠	51	170	1	US\$0.0000	

估計流量值 (ETV) : 按關鍵字的搜尋量和排名預測能帶來的流量

Answered on 2019-10-10 by DataTelling via theAnswer



Social Media Related Data

Where are the KOL?



姜濤
Personal Blog

68,147 people like this including 11 of your friends

112,701 people follow this

Send Message

Personal Blog

Photos

姜濤
11h · 0

姜濤們，等我俾個特別任務你聽：就係記得捧場，聽聽呢條健康教育宣傳片。為咗令大家關注HPV健康，我...運用我既演技同腳骨力拍左呢個故事。HPV嘅恐怖之處，就係會隨時彈出俾到你一個措手不及！... See More

keung_show

523 posts 537k followers 418 following

KEUNG TO 姜濤
Public Figure
You got a dream, you gotta protect it.
@keungshowhkfclub
you.tube/S3cHTNEsCcY

Followed by sundaymore_pearlchan2u, joshua1013 +5 more

POSTS IGTV TAGGED

100! 搵理由 你要預防HPV

MIRROR

226K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

MIRROR (BOSS) Official Music Video

3,596,397 views · 2 months ago

不論哪個崗位、挑戰有幾艱辛，只要對自己的工作有強大熱情，那就能把一切變成享受，個個都係自己的BOSS。

看看遠處那12個小BOSS，那管何時何地，無時無刻都是戴著耳機、邊跳邊唱，分不出是工作還是自我。你有工作壓力？MIRROR都有！這次就由他們做大家的BOSS，帶領你離開座位，起身舞動手腳，將所有壓力轉化動力！

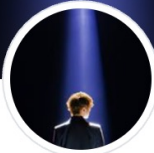
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MIRROR MV PLAY ALL

What are the criteria to choose the best KOL for my brand?

1. Is the KOL popular now?
2. What is the public impression of the KOL?
3. How many brands cooperated with the KOL?
4. What is the advertising cost of the KOL?
5. are the KOLs matched with my Brand?

How to measure popularity of KOL?



@keung_show
Hong Kong

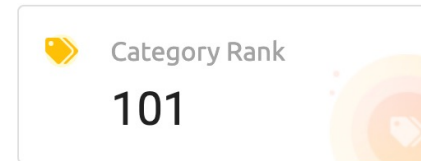
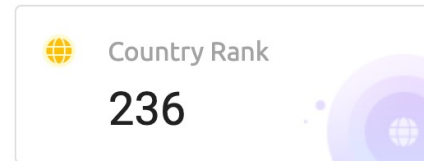
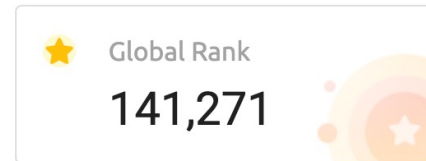
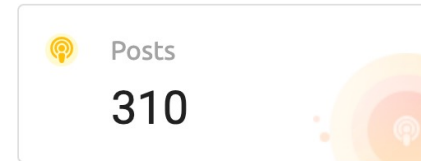
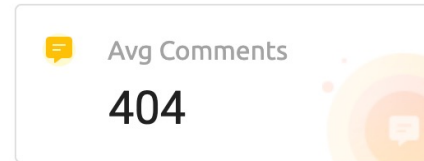
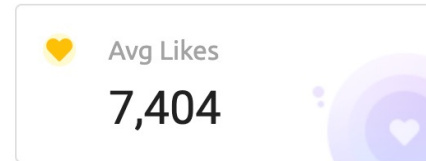
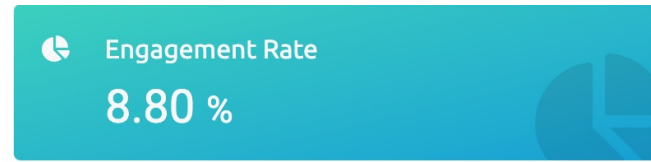
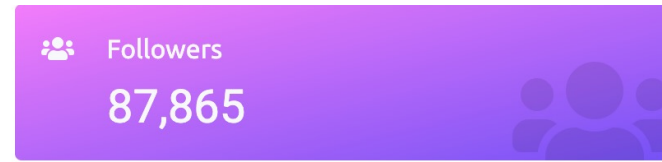
唱跳 舞台 梦想 21歲的人生
姜糖~ 五胎 《孤獨病》

qaz [redacted]@gmail.com
Hong Kong
18-24

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BUSINESS CATEGORY
Creators & Celebrities

STARNGAGE PROFILE



GENDER OF ENGAGERS FOR KEUNG_SHOW



AUDIENCE INTERESTS OF KEUNG_SHOW

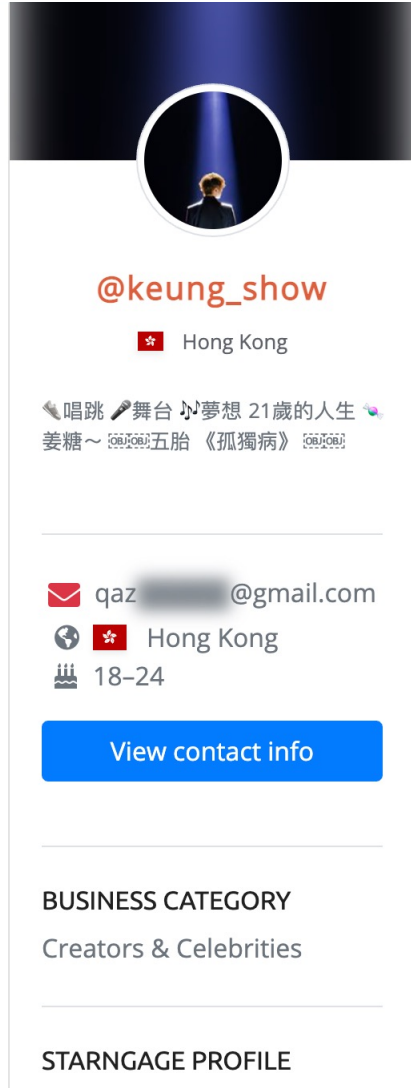


data source: <https://starngage.com/>



theAnswr

How to measure popularity of KOL?



@keung_show
Hong Kong

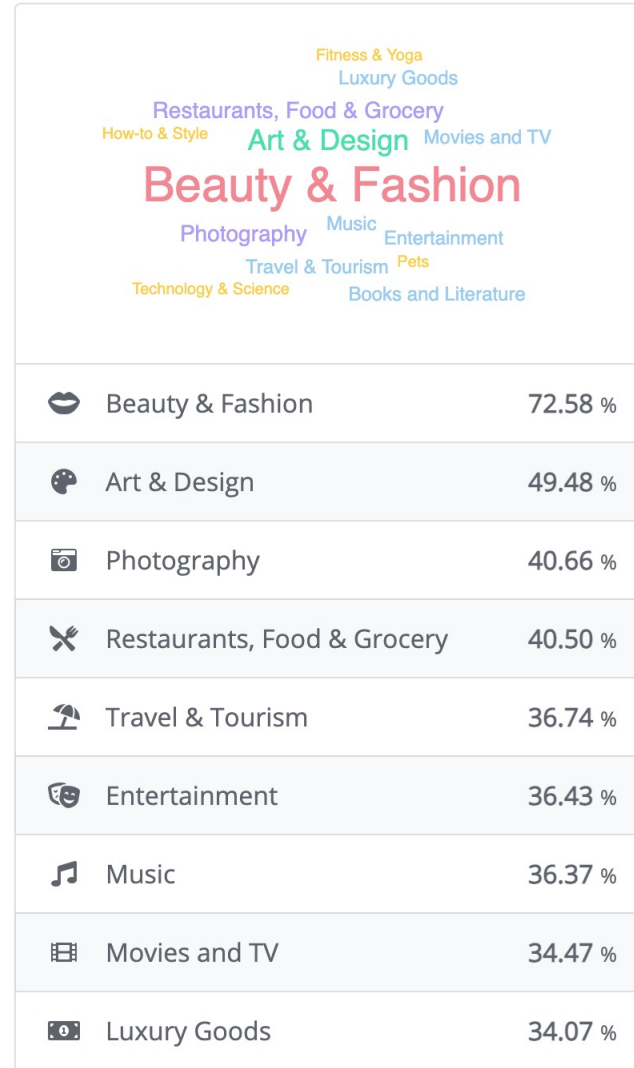
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qaz @gmail.com
Hong Kong
18-24

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BUSINESS CATEGORY
Creators & Celebrities

STARNGAGE PROFILE



data source: <https://starngage.com/>



theAnswer

Review the behavior of KOL

Top @Mentions

Top mentions used in last 20 posts

903ahjeng	2
cheongfat	2
hillarylau	2
EauThermaleAveneHK	2
SHISEIDO	1
edanlui	1
pinkxnk	1
rockinair	1
HSBC_HK	1
riccardotisci17	1
oliviatsanghk	1
pipa.creative	1
gentlemonster	1
burberry	1

Top #Hashtags

Top hashtags used in last 20 posts

#投資A0	5
#HSBCOne	5
#投資從滙豐One開始	5
#滙豐One	5
#滙豐	5
#告別投資A0	4
#ZEditorial	3
#ztylezhk	3
#滙豐One投資A0出POOL大作戰	2
#HSBC	2
#Avenesuncare	2
#Avenehk	2
#AveneHK抗敏防曬	2
#防水防汗防敏防曬	2

Similar Accounts

Instagram accounts with similar influencer

- @ Allegra Shaw
- @ Benjamin Jahromi
- @ Bri Martinez
- @ Bomba Estéreo
- @ Seda Oficial
- @ BTS FASHION & RELATED++
- @ Roberto García Moritán
- @ YAIR RODRIGUEZ PORTILLO
- @ Yoshimura R&D
- @ Good Food

Recent Blog Posts

All About Product Life Cycle – Stages and



theAnswer

How to measure popularity of KOL?

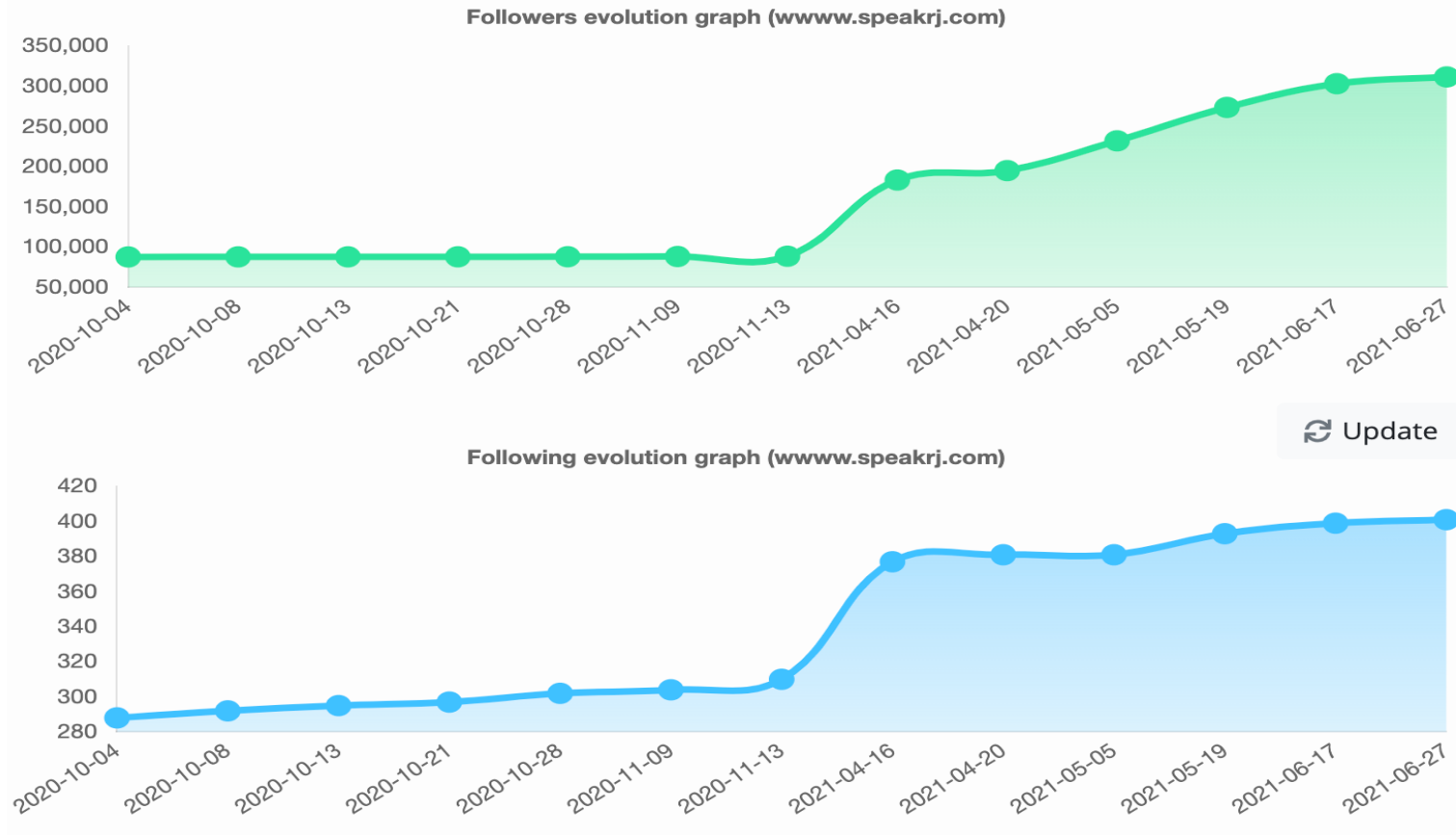
Keung_show Followers Statistics



Select Dates

Select Dates

Followers evolution report & following evolution report monitors the increase or decrease of growth parameters such as followers.













data source: <https://speakrj.com/>



theAnswr

Wikipedia Page is top 10 websites in HK

Rank ⓘ	Website ⓘ	Category ⓘ
1	 google.com	Computers Electronics and Technology > Search Engines
2	 youtube.com	Arts and Entertainment > TV Movies and Streaming
3	 facebook.com	Computers Electronics and Technology > Social Networks and Online Communities
4	 yahoo.com	News and Media
5	 google.com.hk	Computers Electronics and Technology > Search Engines
6	 wikipedia.org	Reference Materials > Dictionaries and Encyclopedias
7	 hk01.com	News and Media
8	 baidu.com	Computers Electronics and Technology > Search Engines
9	 on.cc	News and Media
10	 instagram.com	Computers Electronics and Technology > Social Networks and Online Communities

The power of Google + Wikipedia



姜濤



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工具

約 4,800,000 項搜尋結果 (0.50 秒)

<https://zh.wikipedia.org> › zh-hk › 姜濤 ▾

姜濤 - 維基百科

姜濤（英語：Keung To，1999年4月30日－），香港男歌手及演員，現為香港男子組合MIRROR成員、2018年《全民造星》冠軍。2019年「叱咤樂壇生力軍銅獎」及《第42屆十大 ...

唱片公司：**大國文化**

出道地点：**香港**

经纪公司：**香港電視娛樂**

罗马拼音：**Keung To**

[邱子文](#)高中學校[编辑] · [鄧肇堅](#)維多利亞官立中學[编辑] · [蒙著嘴說愛你](#)[编辑]

焦點新聞



TOPick

【MIRROR成員】姜濤+AK+邱士縉演繹 Burberry TB印花創意總監Logo小魔法提升品...

2 小時前



明報OL網

合唱歌View數破56萬姜濤「欺負」髮型師片段曝光- 20210829 - SHOWBIZ

1 天前



明報OL網

嘲MIRROR正職廣告從業員C AllStar經理人見姜濤嗌討厭- 20210829 - SHOWBIZ

2 天前



姜濤

演員

播映服務供應商

YouTube

Spotify

YouTube Music

姜濤，香港男歌手及演員，現為香港男子組合MIRROR成員、2018年《全民造星》冠軍。2019年「叱咤樂壇生力軍銅獎」及《第42屆十大中文金曲》最有前途新人獎金獎得主。 [維基百科](#)



theAnswr

The power of Google + Wikipedia

姜濤（英語：Keung To，1999年4月30日－），香港男歌手及演員，現為香港男子組合MIRROR成員、2018年《全民造星》冠軍。2019年「叱咤樂壇生力軍銅獎」及《第42屆十大中文金曲》最有前途新人獎金獎得主。2020年度在香港主要樂頒獎禮上，先後奪得《叱咤樂壇流行榜頒獎典禮》「叱咤樂壇我最喜愛的男歌手」及「叱咤樂壇我最喜愛的歌曲大獎」，為兩項大獎之最年輕得主；並同年度奪得《第43屆十大中文金曲》男歌手銅獎及《Chill Club推介榜年度推介》男歌手銀獎及年度十大歌曲等大獎。

目錄 [隱藏]

1 簡介

- 1.1 音樂事業
- 1.2 演藝事業
- 1.3 出道前比賽歷程
 - 1.3.1 《2017快樂男聲歷程》
 - 1.3.2 《全民造星歷程》

2 音樂作品

- 2.1 個人唱片
- 2.2 創作作品
- 2.3 演唱會/音樂會
 - 2.3.1 個人/合作
 - 2.3.2 線上音樂會
 - 2.3.3 團體 MIRROR
 - 2.3.4 演唱會嘉賓演出

3 派台歌曲成績

4 演出作品

- 4.1 電視劇
- 4.2 綜藝/實況娛樂節目
- 4.3 音樂錄像
- 4.4 微電影
- 4.5 公開活動 / 商場演出

5 廣告 / 代言

6 慈善公益大使 / 活動

7 其他相關事件

8 獎項紀錄

9 註釋

10 資料來源

11 外部連結

姜濤



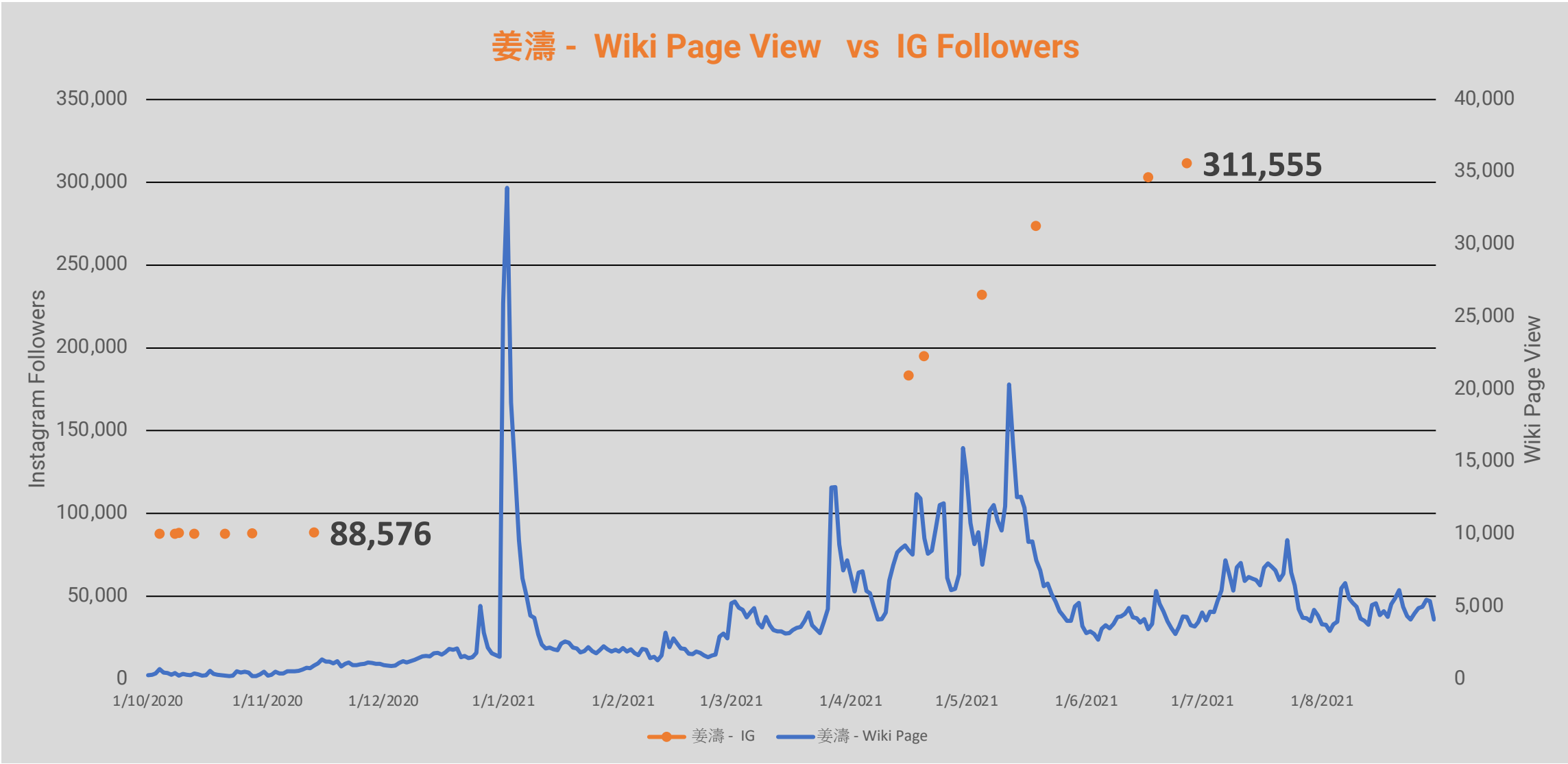
姜濤在《一號種籽演唱會》的演出

男歌手

羅馬拼音	Keung To
暱稱	姜B、姜man、姜姜、姜仔
國籍	 中華人民共和國（香港）
出生	1999年4月30日（22歲） <div> 香港</div>
語言	粵語、英語、國語
母校	愛群道浸信會呂郭碧鳳幼稚園 軒尼詩道官立下午小學 邵肇堅維多利亞官立中學 青年學院（邱子文）
音樂類型	粵語流行音樂
出道地點	 香港
出道日期	2018年11月3日，2年前
出道作品	團隊：《一秒間》 個人：《一號種籽》
代表作品	《蒙著嘴說愛你》 《Master Class》 《Dear My Friend,》



The IG Follower Growth is predictable



Other Free data with actionable value





快速測試套裝

搜尋字詞

+ 比較

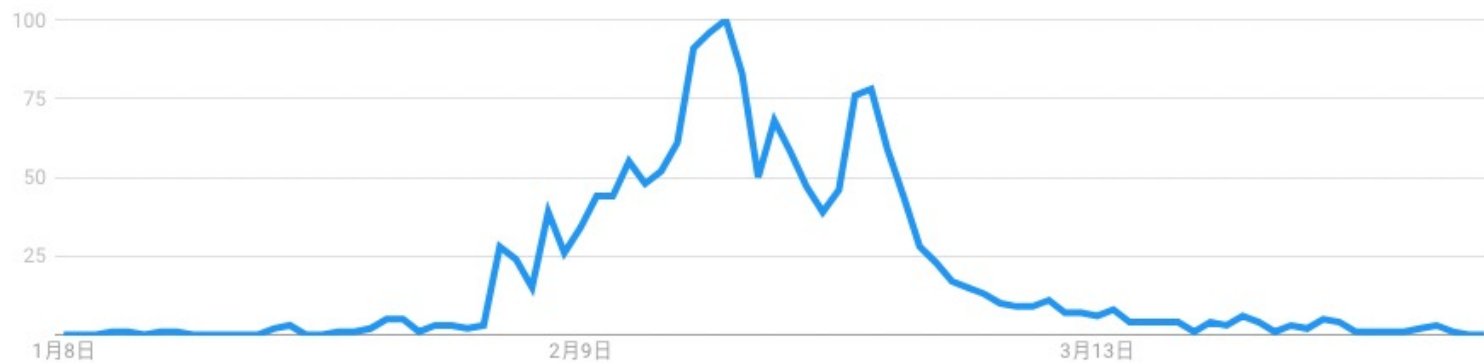
香港 ▾

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搜尋熱度的趨勢變化



Coronavirus (COVID-19)

Hong Kong

Hong Kong

Total cases

1,180,591

New cases (14 days)



Mar 24–Apr 6: +92,441

Deaths

8,460

Total doses given

15,247,290

New doses given (14 days)



Mar 21–Apr 3: +716,520

People fully vaccinated

5,860,397

% of population: 78.1%

"Total doses given" shows the number of vaccine doses given to people. Since some vaccines require more than 1 dose, the number of fully vaccinated people is likely lower. "People fully vaccinated" shows how many people have received the full amount of doses for the COVID-19 vaccine.

Updated 2 days ago • [About cases data](#) • [About vaccine data](#) • Sources: [Johns Hopkins University](#), [Our World in Data](#), [Wikipedia](#)

Statistics

Cases

Vaccines

Location	Total cases	New cases (1d*)	New cases (last 60d)	Cases per 1M people	Deaths
Worldwide	495,130,920	1,453,274		63,676	6,166,510
Hong Kong	1,180,591	2,777		157,397	8,460

*The number of new cases reported for the most recent day of complete data, within the last 3 days

Top news for Hong Kong

South China Morning Post

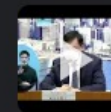
Hong Kong voluntary mass Covid-19 testing runs into early hurdles amid scepticism



3 hours ago

South China Morning Post

Hong Kong elderly 'should get fourth Covid jab'; 2,644 cases logged



20 hours ago

FRANCE 24 English

Hong Kong leader defends Covid flight ban policy



21 hours ago

South China Morning Post

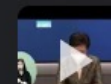
In-person classes in Hong Kong to resume in stages, higher forms first to return




17 hours ago

South China Morning Post

Hong Kong to spend extra HK\$12 billion on revamped




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Company	HKTVMall
Year Founded	--
Employees	501 - 1000
HQ	China, Hong Kong
Annual Revenue	\$15.0M - \$25.0M
Industry	E commerce and Shopping > Marketplace

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Global Rank **#8,073**
▼ 491

Country Rank **#39**
▼ 3
Hong Kong

Category Rank **#2**
[E commerce and Shopping > Marketplace \(In Hong Kong\)](#)

Total Visits **5.9M**




























Bounce Rate **47.99%**

Pages per Visit **6.33**

Avg Visit Duration **00:04:51**

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Mobile App Ranking

Free		Paid		Top Grossing		
1	 清理專家：垃圾清理大師手機管家 ★★★★☆ (79)	Free +1	 Minecraft ★★★★☆ (4,796)	HK\$ 53.00	 奧丁：神叛 ★★★★☆ (1,831)	Free
2	 Octopus 八達通 ★★★★★ (176,055)	Free -1	 Shadowrocket ★★★★★ (852)	HK\$ 23.00	 PUBG MOBILE ★★★★★ (45,555)	Free
3	 Fortress 豐澤 ★★★★☆ (304)	Free	 AutoSleep - 在手錶上追蹤睡眠 ★★★★★ (900)	HK\$ 38.00 +2	 Up直播-直播每個人的精彩 ★★★★★ (3,102)	Free +6
4	 Mox Bank ★★★★★ (21,761)	Free	 iSafe Pro ★★★★★ (5,536)	HK\$ 8.00 +2	 YouTube ★★★★★ (642,770)	Free +3
5	 KFC-HK ★★★★☆ (69)	Free	 便利商店開業日記 ★★★★★ (51)	HK\$ 48.00 -2	 Coin Master ★★★★★ (15,508)	Free -1
6	 WhatsApp Messenger ★★★★★ (323,500)	Free	 Forest 專注森林 ★★★★★ (4,240)	HK\$ 28.00 -2	 三國志·戰略版 (港澳版) ★★★★★ (8,578)	Free -3
7	 AlipayHK (支付寶香港) ★★★★★ (13,490)	Free	 The Wonder Weeks ★★★★★ (343)	HK\$ 38.00	 伊蘇6~納比斯汀的方舟~ ★★★★★ (1,919)	Free +4
8	 安心出行 ★★★☆☆ (29,751)	Free +1	 FILCA - SLR Film Camera ★★★★★ (582)	HK\$ 28.00 -1	 夢幻新誅仙 港澳版 ★★★★★ (291)	Free -3
9	 YouTube ★★★★★ (642,770)	Free -1	 Pascal's Wager ★★★★★ (113)	HK\$ 53.00 +22	 原神 ★★★★★ (15,664)	Free -3



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