



# EFFECTIVENESS WAYS TO GAIN AUDIENCE

ONLINE PREMIUM PUBLISHER ASSOCIATION (OPPA) THAILAND

PRESENTED BY

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- PREMIUM ADVERTISING NETWORK
- ESTABLISHED : 2015
- 12 FOUNDING MEMBERS, 15 WEBSITES
- COMMERCIAL : SEP 2017
- VIEWED : 1.8 BILLION PAGE/MONTH
- ADVERTISING INVENTORY: 5 BILLION



สมาคมการค้าสื่อออนไลน์คุณภาพ

Online Premium Publisher Association (THAILAND)





# FANTASTIC AUDIENCES AND WHERE TO FIND THEM

- THAILAND POPULATION : 68 MILLION
- INTERNET POPULATION: 45+ MILLION
- ~100 MILLION DEVICES SURF THE WEB
- 75% OF TRAFFIC IS MOBILE
- 22 MILLION (OR 40% OF) SOCIAL NETWORK ACCOUNT LIVE IN BANGKOK
- 9+ HOURS/DAY TIME SPENDING
  - SOCIALIZE
  - ENTERTAINMENT
  - NEWS
  - PRODUCTIVITY / INFORMATION SEEKING
  - COMMERCE / BANKING



# ACQUISITIONS AND KEEP THEM HERE!

- UNDERSTAND INTERNET AUDIENCES
  - NEW USER IS NOT JUST THE NEW BORN
  - NEW GENERATION IS BEHAVIOR, NOT JUST BORN IN THE SAME PERIOD
- MONITORING AND RESEARCH
  - KNOW WHAT THEY WANT BEFORE THEY DO, INTELLIGENT AUDIENCE JOURNEY & RECOMMENDATION
  - EVERYONE IS SOMEONE, DO PERSONALIZED
  - SOCIAL NETWORK MAKES CONTENT PAGE IS NEW HOME PAGE, MAKE THE BEST "WHAT NEXT"
- BEST IN YOUR WAY
  - TRIBE IS MORE THAN ENGAGEMENT



# CHALLENGES IN 2018

- FRENEMY INTERNATIONAL PLATFORM
- DATA & MEASURING
- PEOPLE
- TRAFFIC DOESN'T MEAN MONEY



# THANK YOU

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