



QCloud Free Wi-Fi

Mobile Media Total solution

Secure · Speedy · Simple

About QNO

QNO 俠諾科技創立於2004年，以網路路由設備廣為市場所熟知，奠定SMB網路設備領導品牌地位。以「安全(Secure)、快速(Speedy)、簡單(Simple) 3S理念」，強調產品能協助使用者透過聰明精簡的方式進行網路管理工作，並提升企業網路傳輸速度，且有效防護網路安全。

奠基於路由器大獲市場肯定的成功經驗，QNO 俠諾跨入無線網路領域，致力研發無線網路設備與Wi-Fi使用行為管理之產品，包含：無線設備管理器、無線基地台與「QCloud」行動媒體平台等…。能針對需要建構Wi-Fi廣告平台的場域提供最完整的解決方案。目前已完成多起建置案，其中規模最大的合作夥伴為「1. Free Wi-Fi」，全台共設置50,000顆熱點、每日提供600,000瀏覽量並創造15,000,000不重複人數的拜訪紀錄，且持續擴大中。

QNO was established at 2004, well-known for SMB router. Focusing on "3S principle": Secure, Speedy, and Simple. We believe the simplified controls can at the same time offer speed and secure quality of networks. We have applied 3S principle to all our innovative network technologies for smarter and easier network management solutions, better bandwidth usage of corporate network as well as stronger security of network system.

Base on the success of routers, QNO has dedicated to develop wireless network products, such as access point controller, access point and "QCloud: Free Wi-Fi Mobile Media Platform". One of our biggest partners is "1. Free Wi-Fi", with over 50,000 hotspots throughout Taiwan and over 600,000 page views per day, it has generated 15,000,000 unique visitors and is continuously increasing.

關於QCloud行動媒體合作架構

QCloud

QCloud行動媒體

QNO自主研發的雲端廣告平台系統，能完成Wi-Fi廣告派發，社群行銷等數位廣告行為

QCloud

An advertising platform developed by QNO, enabling brand/product exposure through Wi-Fi and social networks.

場域主

建構自媒體，提供免費Wi-Fi同時對外來訪客推播廣告

Business owner

Users will see the ads as they connect to the free Wi-Fi provided by the business.

廣告主

將廣告投放於以QCloud架設的Free Wi-Fi廣告媒體

Brand owner

Place advertisements on free Wi-Fi media that builds on QCloud.

媒體廣告商

採用QCloud架設廣告平台，搶攻新型態廣告市場

Advertising agents

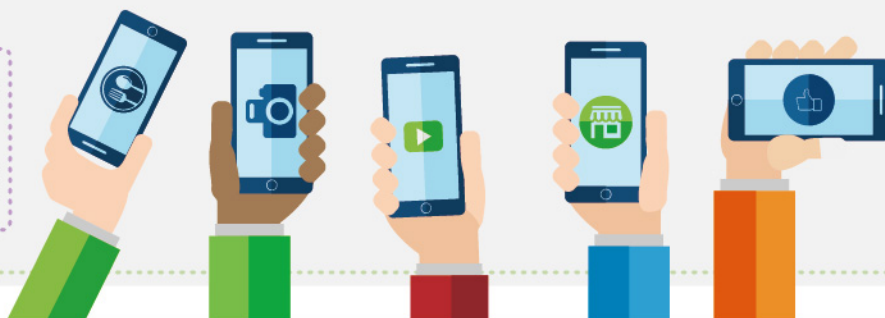
Use QCloud to build advertising platform.

雙贏O2O

消費者獲得免費Wi-Fi服務，也同時透過手機收取最新產品資訊

O2O

Users get free Wi-Fi service and also receive new product information or promotions on their devices.



俠諾行動媒體 QNO QCloud Free Wi-Fi Mobile Media

多種行銷功能，彈性規劃廣告策略 模組化版型，設定無需IT技術背景
 Multiple Marketing Features, Flexible Advertising Strategy. Modular Format, Easy To Set Up.



推播行動廣告

- 使用者接入Wi-Fi前先觀看一則廣告
- 支援JPG、GIF、影片或網頁等多種廣告格式，素材製作更有彈性



Mobile Ads:

- Watch an ad before using Wi-Fi.
- Support multiple file formats such as JPG、GIF、video、web...highly flexible.



即時社群行銷

- 使用者接入Wi-Fi前先以自有社群網站帳號登入通過認證
- 使用者接入Wi-Fi前先引導進行Facebook貼文分享
- 可介接各種熱門的社群網站

Social Media Marketing

- Use free Wi-Fi through social network accounts.
- Share a Facebook post to use free Wi-Fi.
- QCloud can work with various social networks.



加強互動行銷

- 使用者接入Wi-Fi前先完成指定任務
- APP下載、遊戲抽獎、折價券下載、問卷填寫、一鍵上網



Interactive Advertising

- Complete a task before using free Wi-Fi.
- App downloads, games/drawings, coupons, questionnaires/surveys or one click instant access.



關鍵字行銷

- 關鍵字分類廣告，依消費者喜愛投放
- 提供文字與圖片兩種版型

PPC Advertising

- Ads based on keywords and user's preference.
- Dual text and picture formats.



LBS 精準區域行銷

- 可小範圍投放廣告，效益更集中
- 可指定播放區域：學校、車站、百貨等，精確接觸目標受眾
- 搭配Google Analytics分析連線熱區，鎖定人潮進行曝光



LBS(Location Based Services) Marketing

- Location based ads to build up O2O business.
- Different ads can be assigned to different locations, such as schools, department stores, airports and bus/train stations.
- Utilize Google Analytics to increase effectiveness of ad exposures by precisely targeting audiences in hot areas.

精確設定投放參數 Precisely Control Ad Exposure Parameters

智能媒合有效受眾 Intelligent and effective media marketing

大數據分析，資訊再行銷

- 廣告點閱者資訊，數據化呈現
- 洞悉消費者輪廓

Big Data Analysis To Target Specific Market

- Click through data for analysis.
- Analyze users' behaviors.



接入使用，只需4個步驟

- 簡單的界面，確保廣告準確曝光。友善的UI設計能快速累積使用人數與維持回訪率

Connect to QCloud With Four Simple Steps

- Simple layout ensuring advertisements are viewed, attracting more users and preserving a high return rate.



細緻管控播放行為

- 可支援多支廣告輪播，並依權重安排播放順序與次數
- 播放次數到達上限後，立即停止播放，不會產生額外費用
- 可綁定廣告播放秒數，確保資訊有效被傳遞
- 可判別裝置，確保不看重覆廣告

Monitoring And Control Ad Exposure

- Setup ads rotation based on weights to prioritize play sequence and view times.
- Ad will stop playing as its play limit is reached, so as not to incur additional charges.
- Set ad play time, in seconds, ensuring it has been played and watched.
- Identify and recognize devices to avoid ad repetition on same device.

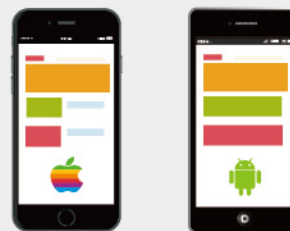


智能辨別，確保有效播放

- 可辨別連網裝置，呈現最適化版面
- 可判別連網裝置作業系統，發送不同廣告
- 可判讀連網裝置語系，調整廣告內容

Intelligently Identify Devices To Ensure Exposure

- Identify devices and dynamically adjusts layout for optimal ad display.
- Different device OS can be identified and set to display different advertisements.
- Detect device's language to display same language ad content.

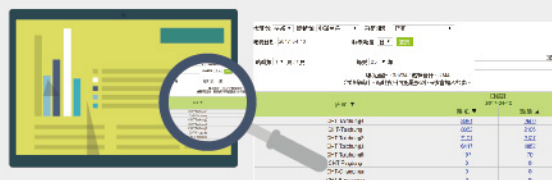


穩定後台可即時查詢點擊

- 可隨時登入查詢點擊行為、精確掌握播放效益

Monitor Ad Clicks From Server

- Administrators can at any time login to check ad click rate from UI, monitor marketing effectiveness.



俠諾行動媒體成功案例 QNO QCloud Success Story

「.1. Free Wi-Fi」於全台灣架設數萬顆熱點，提供免費無線上網服務。當使用者接入後，系統主動向連網手機推播多媒體廣告。為國內外多個品牌執行廣告曝光計劃，創造行銷效益。

There are over 50,000 ".1. Free Wi-Fi" hotspots throughout Taiwan providing free Wi-Fi service. As a user connects to the SSID, the system will display advertisements on the device. We have partnered with numerous brands in Taiwan to create a very effective marketing strategy.

50,000
全台熱點總數
hotspots



更針對機場、車站、學校、商圈等人群聚集區域加強覆蓋率。確保連線速度與穩定度。

Increasing focus on airports, bus/train stations, schools and shopping districts. Providing a speedy and stable Wi-Fi coverage area.

600,000
每日瀏覽量
daily views



唯有在如此活躍的平台上，廣告主才能從中篩選、觸及正確目標受眾

.1. Free Wi-Fi is the only a platform with this kind of activity will give advertisers the best reach of their target audience.

15,000,000
不重複人數
visitors



以第三方Google Analytics監控，自2016年10月開台至今實測數據。 .1. Free Wi-Fi成為全台最大Wi-Fi廣告媒體。

Through Google Analytics ".1. Free Wi-Fi" has been running from October 2016 and has already accumulated 15,000,000 unique visitors. It is now the largest Wi-Fi advertising media in Taiwan.

使用者輪廓 User profiles

性別

- 男女使用人數平均

Gender of users

- number of males and females are almost equal.



49.3%



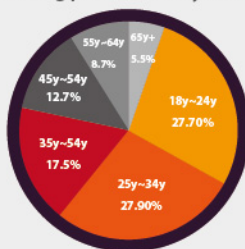
50.7%

年齡

- 18-34歲高消費力族群占50%以上

Age Demographics

- Ages 18 to 34 account for more than 50% of total visitors. This age group has a higher purchasing power than any other.

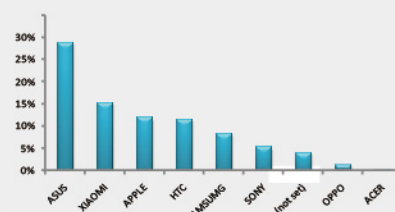


使用裝置

- 使用高單價裝置用戶占56%以上，受家具消費實力

Devices

- more than 56% of visitors use high-end mobile devices. A large percentage of visitors have high consumption ability.



拜訪行為

- 回訪率高 使用者黏著度大

Visitor's behavior

- High stickiness with a returning rate of more than 63%.



使用者國籍Top 25

- 除台灣用戶外也涵蓋外籍旅客

Top 25 Nationality

- Taiwanese are not the only users, foreign visitors also use .1. Free Wi-Fi.



俠諾行動媒體功能列表 QNO free wifi mobile media specifications

廣告影片 Advertisement (video)	前置影片 Advertising video
	自定義影片強制觀看秒數 Control the time (in seconds) users have to view the video ad
廣告圖片 Advertisement (photo)	點擊圖片放行上網 Digital copy upload
	自定義圖片強制觀看秒數 Control the time (in seconds) users have to view the ad
上網放行按鈕 Login Button	自定義圖片 Freely customizable
	FaceBook 登入、分享文 Facebook login or share
	LINE加好友連結 Line Add Friends
	APP下載連結 App download
	網址導轉 Webpage redirection
	設定用戶上網時間 Internet access time management
	設定按鈕敘述 Button descriptions
版型設定 Easy to use Templates	自定義置頂橫幅 BANNER
	自定義歡迎辭 Greeting message
	多種版型選擇 Choose from different built-in templates
	自動偵測語系，設定說明畫面 Automatic language detection, onscreen configuration assistance
廣告設定 Ad Management	不重複用戶投放 Unique user delivery
	輪播廣告，輪播權重 Ads rotation, rotation weight
	廣告撥放檔期 Broadcast time period
	廣告曝光點數上限 (日/月/檔期) Maximum ad clicks
	預覽廣告效果 Preview ads
	廣告預覽網址 Preview ad webpage
統計報表 Summary Report	日、週、月報表、登錄方式統計、廣告曝光統計、APP下載數量統計、CPC統計、CPM統計 Daily, weekly or month compilation of reports: login methods, ad exposure rate, number of app downloads, CPM and CPC.
	整合GA大數據，可提供即時數據，廣告主可自行安裝APP查看 View real-time data through Google Analytics
	支援資料匯出.xls Export to .xls
用戶管理 Users Management	紀錄用戶設備MAC Record user's device MAC
	管理用戶上網時間 Users' internet access time
	紀錄用戶上網放行方式 Record user's login method
	針對用戶設定頻寬上傳下載 Per user upload and download speeds
設備管理 Devices Management	例外條件設定(IP/MAC) Exception IP/MAC
	顯示設備在線狀態 Online status of devices
	廣告路由流量異常告警郵件 Abnormal traffic email alert
	廣告路由斷線告警郵件 Disconnection email alert



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