



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) 35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…。能針對需要建購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.



## 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











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### Mobile ADs:

· Watch an ad before using Wi-Fi.

· 使用者接入WI-FI前先觀看一則廣告

\* Support multiple file formats such as JPG \ GIF \ video \ web...highly flexible.

• 支援JPG、GIF、影片或網頁等多種廣告格式,素材製作更有彈性









### 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 O20 business.
- · Different ads can be assigned to different locations, such as schools, department stores, airports and bus/train stations.
- $\cdot \ \, \text{Utilize Google Analytics to increase effectiveness of ad exposures by precisely targeting audiences in}$ 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.
- $\,\cdot\,$  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.
- $\boldsymbol{\cdot}$  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.
- $\boldsymbol{\cdot}$  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



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.

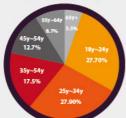


#### 年齡

· 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.

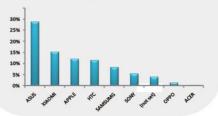


#### 使用裝置

·使用高單價裝置用戶占56%以上,受衆具 消費會力

### Devices

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

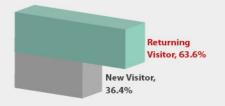


### 拜訪行為

· 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.



所書影片 Advertising video    正美影片   Epu	俠諾行動媒體功能列表 QNO free wifi mobile media specifications	
自定義形片強那器質移数 Control the time (in seconds) users have to view the video ad		前置影片 Advertising video
語		自定義影片強制觀看秒數 Control the time (in seconds) users have to view the video ad
自定義則片等new Control the time (in seconds) users have to view the ad	度 生 ■ 生	點擊圖片放行上網 Digital copy upload
FaceBook 包入、分享文 Facebook login or share UNE加好方達結 Line Add Friends  APP下葡糖結 App download  ### Webpage redirection  W定用戶上網時間 Internet access time management  W定用戶上網時間 Internet access time management  W定程型機能 Button descriptions  自定義圖開稿區 BANNER  同定義型測解 Greeting message  多種販型選擇 Choose from different built-in templates  自動候網話茶、設定投卵豐區 Automatic language detection, onscreen configuration assistance  不重視用戶投放 Unique user delivery  開展者・略編種重 Ads rotation, rotation weight  原治療化循環 Preview advebpage  對對不同放置點,投放不同廣告標於兩 Different ads for different locations   田		自定義圖片強制觀看秒數 Control the time (in seconds) users have to view the ad
LINE加好反連結 Line Add Friends APP下載連結 App download  APP下載連結 App download  超定用户上網時間 Internet access time management  設定投加效感 Button descriptions  自定義置原模標 BANNER  自定義数回顧 Greeting message  多種吸型速度 Choose from different built-in templates  自動義測語系・設定說明畫面 Automatic language detection, onscreen configuration assistance  不重視用戶投放 Unique user delivery  輸援責告・報播權量 Ads rotation, rotation weight  廣告股 方面 大型 Preview ads  廣告預度時让 Preview ads Webpage  対象不同原面整計・投放不同廣倍層放清單 Different ads for different locations  日 週 ・月曜表、登録方式設計、原告機力統計、APP下載數量統計、CPC統計、CPM統計  Daily, weekly or month compilation of reports [ogin methods, ad exposure rate, number of app downloads, CPM and CPC.  整合品大散漆・可提供即跨數漆・廣告注可自行安装APP章看 View real-time data through Google Analytics  支援資料配出対。Export to xls  配金品大散漆・可提供即跨數漆・廣告注可自行安装APP章看 View real-time data through Google Analytics  支援資料配出対。Export to xls  配金用 戶 管理  Users Management  行類用戶碗或行方式 Record user's device MAC  管理用上網時間 User's internet access time  紀號用戶面波玩克工師解散器 Per user upload and download speeds  例外條件認定即MAC」 Exception IP/MAC  即元設修正確解数据 Colline status of devices s		自定義圖片 Freely customizable
APP下載連結 App download		FaceBook 登入、分享文 Facebook login or share
RD 型 設 定 Easy to use Templates		LINE加好友連結 Line Add Friends
親は導轉 Webpage redirection 設定用产上網時間 Internet access time management 設定度租款速 Button descriptions 自定義置限機幅 BANNER 自定義数迎幹 Greeting message 多種吸型選擇 Choose from different built-in templates 自動傾測器所、設定說明畫面 Automatic language detection, onscreen configuration assistance  不重視用戶投放 Unique user delivery  機構廣告,機構權量 Ads rotation, rotation weight 廣善協議權量 Ads rotation, rotation weight 廣善協議權量 Ads rotation, rotation weight 廣善機構權益 Ads rotation, rotation weight 原治療効構期 Broadcast time period 廣善預難附址 Preview ads 廣善預算網址 Preview ads 廣善預算網址 Preview ad webpage 針對不同放置點・投放不同廣告播放清單 Different ads for different locations  日 週、月報表、登錄方式統計、廣告環境統計、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畫看 View real-time data through Google Analytics 支援資料應出述。Exaport to x/s  起發用戶上網放行方式 Record user's device MAC 管理用戶上網的同 Users' internet access time  起謝用戶股票例或一所可以 Users' internet access time  和常的信任網球器 Daily expraised and download speeds  例外條件設定例外AC) Exception IP/MAC 最初的原理技能 College status of devices		APP下載連結 App download
設定按鈕就述 Button descriptions 自定義置頂横偏 BANNER 自定義数別解 Greeting message 多種版型選擇 Choose from different built-in templates 自動候別語系・設定説別書面 Automatic language detection, onscreen configuration assistance 不重複用戶投放 Unique user delivery  網接廣告・結腸權量 Ad rotation, rotation weight 廣告撥及權用 Broadcast time period 廣告勝光點數上限(日/月/應阴) Maximum ad clicks 預費廣告及果 Preview ads 廣告預費附址 Preview ad webpage 針對不同版圖點・投放不同廣告播放清單 Different ads for different locations	Login Button	網址導轉 Webpage redirection
自定義置頂横幅 BANNER     自定義数迎解 Greeting message     多種版型選擇 Choose from different built-in templates     自動劇測語系・設定説明畫面 Automatic language detection, onscreen configuration assistance     不重複用戶投放 Unique user delivery     報慮廣告・結構權量 Ads rotation, rotation weight     廣告 設 定		設定用戶上網時間 Internet access time management
自定義歌迎解   Greeting message   多種版型選擇   Choose from different built-in templates   自動偵測語系・設定設明豊面   Automatic language detection, onscreen configuration assistance   不重視用戶投放   Unique user delivery   輪損廣告・輪損權重   Ads rotation, rotation weight   廣告撥放橋期   Broadcast time period   廣告機光點數上限 (日/月/橋期)   Maximum ad clicks   預費廣告效果   Preview ads   廣告預費報址   Preview ad webpage   針對不同放電點・投放不同廣告攝放清單   Different ads for different locations   日、週、月碗表、登銀方式統計、廣告優光統計、APP下觀數量統計、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   支援資料匯出站。Export to xds   紀錄用戶上網時間   Users' internet access time   紀錄用戶上網時間   Users' internet access time   紀錄用戶上網的行方式   Record user's login method   針對用戶設定頻度上傳下戰   Per user upload and download speeds   例外條件設定IP/MAC   Exception IP/MAC   Exception IP/MA		設定按鈕敘述 Button descriptions
展 告 設 定 不量複用戶投放 Unique user delivery		自定義置頂橫幅 BANNER
Easy to use Templates  多種版型選擇 Choose from different built-in templates 自動資润顯系,設定說明畫面 Automatic language detection, onscreen configuration assistance  不重複用戶技放 Unique user delivery 輸揚廣告,輸揚權量 Ads rotation, rotation weight 廣告撥放權期 Broadcast time period 廣告機光點數上限 (日/月/權期) Maximum ad clicks 預覽廣告效果 Preview ads 廣告預聲網址 Preview ad webpage 針對不同放圖點,投放不同廣告攝放清單 Different ads for different locations   起 計 報 表 Summary Report  新 計 報 表 Summary Report  超合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 支援資料匯出出 Export to 对法  起說用戶設備MAC Record user's device MAC  管理用戶上網防行方式 Record user's login method 針對用戶設定頻寬上傳下載 Per user upload and download speeds 例外條件設定(IP/MAC) Exception IP/MAC  顯示發佈并設定以P/MAC Exception IP/MAC	版 刑 塾 宁	自定義歡迎辭 Greeting message
不 重複用戶投放 Unique user delivery	1777 - 17	多種版型選擇 Choose from different built-in templates
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Ad Management	庸 告 設 定	廣告撥放檔期 Broadcast time period
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田 戸 管 理 Users Management  日、週、月報表、登録方式統計、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 支援資料匯出水 Export to x k  紀録用戶設備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  例外條件設定(IP/MAC) Exception IP/MAC 顕示設備在線狀態 Online status of devices		廣告預覽網址 Preview ad webpage
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。以 Export to x x ls  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  例外條件設定(IP/MAC) Exception IP/MAC  顯示設備在線狀態 Online status of devices		針對不同放置點,投放不同廣告播放清單 Different ads for different locations
Summary Report       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         支援資料匯出水Is Export to x/Is         紀錄用戶設備MAC Record user's device MAC         管理用戶上網時間 Users' internet access time         紀錄用戶上網防行方式 Record user's login method         針對用戶設定頻寬上傳下載 Per user upload and download speeds         例外條件設定(IP/MAC) Exception IP/MAC         顯示設備在線狀態 Online status of devices		
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用 戸 管 理 Users Management		支援資料匯出xls Export to .xls
用 P 管 埋 Users Management	田 戶 管 理	紀錄用戶設備MAC Record user's device MAC
Users Management 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  例外條件設定(IP/MAC) Exception IP/MAC  顯示影備在線狀態 Online status of devices		管理用戶上網時間 Users' internet access time
例外條件設定(IP/MAC) Exception IP/MAC 顯示設備在線狀態 Online status of devices		紀錄用戶上網放行方式 Record user's login method
顯示設備在線狀態 Online status of devices		針對用戶設定頻寬上傳下載 Per user upload and download speeds
設 備 管 理		例外條件設定(IP/MAC) Exception IP/MAC
	設 備 管 理 Devices Management	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		廣告路由斷線告警郵件 Disconnection email alert



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