Research on the Targeted Advertising of Agricultural Products Based on Flash Cookie Technology

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Abstract. The paper introduces the use of Flash Cookie technology complete network of repeat information collection methods, steps, with “wild” brand of network marketing, for example, with the aid of Flash Cookie technology collects the information back to pay attention to the brand, and sent through to its targeted advertising, to achieve accurate propaganda products, enhance the role of brand awareness.

Introduction

Precision Internet advertising orientation technology, refers to the behavior database on its Internet search engine, to the depth of the personalized users almost all Internet behavior analysis, according to the target audience advertisers demand, one-to-one communication, to provide multi-channel, according to the effect.

Cookies use HTTP header information in the Web code, along with user requests and pages being passed between the Web server and the browser. For example, when you type Amazon's URL in the browser's address bar, the browser sends a request to Amazon to read the page and shows the result on the monitor.[1] Before submitting the page on your computer to find Amazon website set the Cookie file, if found, the browser will put in the Cookie file data is sent along with the previous input URL to Amazon server. Server receives the Cookie data, will be in his database to retrieve your ID and the information such as your shopping history, personal preference, and record the latest content, added to the database and a Cookie file. If there is no detected cookies or your Cookie information and the information in the database does not conform to, then this is your first browse the site, the server of CGI program will create a new ID for you information, and save to the database.

FlashCookie is a client-side Shared storage technology controlled by Flash Player. Given the ubiquity of Flash technology, almost all web sites use it, so it has the exact same effect as Http cookies[2].

In technology, Http cookies and Flash cookies can be interlinked by using JavaScript and Action Script.

The advantage of Flash cookies is:

(1) cross-browser: no matter how many browsers or different versions of the browser are installed on the user's computer, utilizing Flash cookies will enable all browsers to share a Cookie.

(2) not easy to delete: all browsers provide a shortcut to clear Http cookies, but Flash cookies are not part of this way, and their location is very hidden, and it is difficult for Internet users to delete them.

(3) larger capacity: Flash cookies can hold up to 100 kilobytes of data, while a standard HTTP Cookie is only 4 kilobytes[3].

Based on Flash Cookie Technology, Repeat Targeted Advertising Steps

With the popularity of e-commerce sites, from 2010, the Internet advertising industry has appeared in a targeted way—the return of the customer orientation.

Repeat client orientation is brought forward with the development of precise idea.
As the name implies, the return orientation is a pointer to a user who has reached a stage on the advertiser's website or a user who has committed an action. From the concept, we can find the three basic points of return customer orientation: arrive, a point or a certain behavior, targeted release.

From the perspective of marketing, we need to adopt different marketing strategies for users who reach deep or different behaviors.

The shopping process of e-commerce site is divided into the following steps[4]:
1. for those who have viewed the goods, we should analyze his browsing history, find the goods he has an interest in, and then push the products of interest to him through advertisements.
2. for the person who has already added a product to the cart, it may be larger to give him an electronic coupon to promote his order.
3. for those who have reached the registration or login interface, but the person who has not completed registration and login, it will be more convenient for him to return the order by giving him a commodity to sell or the countdown to the upcoming price increase.
4. to fill in the shipping address page but not submit orders, prompt free mailing cost or directly tell him “you will also step between complete order”, may be a great method.
5. the person who has submitted the order is our old customer. At this time, we should recommend the related commodity information to promote the additional consumption.

Therefore, it is necessary to have the following three steps[5]:
1. set up the monitoring of repeat customers. The system that supports the reviewer orientation must be able to support the monitoring of each point, so extracting the monitoring code is crucial here.
   - A sound system can use a monitoring code to analyze the return of different monitoring points through data analysis.
   - The poor system provides different monitoring points for the setting function, each monitoring point to extract discrete monitoring code.
2. organize the unique marketing appeals for users of each monitoring point. Create unique ideas for different repeat customers.
3. use the delivery system to conduct targeted advertising for repeat clients. Generally speaking, the more accurate the orientation is, the less you can get, so you should not choose the media to launch when you are redirecting.

From another point of view, redirection is already the most accurate target user orientation, and the significance of media selection is greatly weakened.

The Brand Network Promotion Based on the “Beidahuang” Brand

As a representative of the heilongjiang green agricultural products of “wild” brand series of rice have been become the green food, organic food, and the only trademark was named industry brand, Chinese famous brand, the most competitive brands. System of rice beidahuang group 30 rice distribution in one of the world's only remaining three chernozem of sangria plain and the songnen plain, relying on the base of ten million mu of rice of heilongjiang land reclamation area, forms the beidahuang series brand rice “new system”.

Given the economy more developed city in the south (Hangzhou, Zhengzhou, Ningbo), the “wild west” brand awareness is not high, so in 2016 the June 24-27 for a four day brand exposure of propaganda, no matter on the title (11), on the show in figure (2), landing pages are more focus on popular science propaganda of beidahuang rice, to strengthen the brand image in the local, selling laid the groundwork for future products.

The release form is located in the form of thousands of exposures.

During the four days of display, according to the statistics, the number of the brand is estimated: 4,866,696, and the number of clicks: 75,714 time, click rate: 1.56%, conversion rate: 1.1‰.
After to put in the title and show pictures of different forms of combination of AD clicks, statistics, the differences will be advertising click-through rate as the dependent variable, respectively from different angles on the difference of the electric business platform advertising analysis: the title and the creative thinking of advertisement and pictures of the effect of different combination forms of hits and every click on the costs estimates.

For ordinary rice, the following results are obtained:
Creative advertising 7 “north big rice industry, northeast rich black land to zhejiang people gift!”
The combination of advertising picture 2 can make the click-through rate (up to 1.35%), the minimum cost per click (0.45 yuan per time);
Second, the creative title 5 “one or two earth and two oil, how does the north great famine achieve the rice that will breathe?”
The combination of the advertising picture 2 makes the number of clicks follow, up to 1.10%, and the cost of each click is 0.55 yuan.
Again, the creative title 3 “turns out that these amazing genes have created the great northern rice!”
+ the combination of advertising picture 1 gets the click-through rate to 1.09%, and the cost per click is 0.54 yuan.

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References