

Research on Private Domain Traffic Operation Link Based on D2C Lead Marketing

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Abstract: This project aims to build an online platform, open up an integrated link integrating brand building, mental planting and effect transformation, obtain user leads through various marketing methods such as content creation and channel delivery, and establish a social customer relationship management system for the third-party automotive industry based on artificial intelligence technology. To carry out the link operation after retention collection, data cleaning, hierarchical screening, AI intelligent customer service, etc., to establish high-quality brand user clues database information. On the basis of exploring the realization of live streaming clues, this project will cooperate with the media operation room to build the mini program platform for users of Zhongqi Media, complete the introduction of the platform for prospective users of online and offline projects of Zhongqi Media, and conduct user operation through the modular construction of the platform. Build a complete private domain operation system of "public domain drainage, content planting, attracting and retaining funds, label classification, private domain precipitation, guided purchase, activation, potential customer tracking, and data duplication".

Keywords: Online platform; Integrated link; Private domain operation system.

1. Introduction

In the digital age, D2C (Direct to Consumer) lead marketing has become an important means for enterprises to get consumers' attention, build brand loyalty and improve sales performance. As consumer shopping habits change, the operation of private traffic becomes more critical[1]. Private domain traffic not only represents the potential consumers that enterprises can reach directly, but also an important bridge for brands to establish deep connections with users. Therefore, the study of private domain traffic operation link based on D2C leads marketing is of great significance for enterprises to maintain the leading position in the fierce market competition.

In recent years, with the rapid development of artificial intelligence technology, its application in private domain traffic operation has become more and more extensive[2]. Through AI technology, companies can more accurately identify consumer needs and achieve personalized recommendations and marketing, thereby improving user engagement and conversion rates. At the same time, with the popularity of technologies such as big data and cloud computing, enterprises can collect and analyze user data more efficiently, providing strong support for the refined operation of private domain traffic.

Taking a well-known e-commerce platform as an example, the platform realizes accurate analysis of users' shopping behavior through the use of artificial intelligence technology, so as to provide users with personalized product recommendations and preferential activities[3]. This not only improves the user's shopping experience, but also significantly increases the platform's sales and user loyalty. This case fully illustrates the practical value and market potential of private domain traffic operation link research based on D2C lead marketing.

To sum up, the research of private domain traffic operation link based on D2C lead marketing has important theoretical and practical significance. Through in-depth research and practical application, enterprises can make more effective use

of private traffic, enhance brand influence and market competitiveness, and achieve sustainable development.

2. Theoretical Basis

2.1. Concept and characteristics of D2C lead marketing

D2C lead marketing is an emerging direct-to-consumer marketing strategy, which uses big data to analyze consumer behavior, accurately identify potential consumer needs, and provide personalized recommendations[4]. Its precision and efficiency help brands accurately reach target consumers and improve marketing effectiveness and conversion rates[5]. With the development of big data and AI technology, D2C lead marketing has been widely used, such as an e-commerce platform through this strategy to achieve a substantial increase in sales, showing its huge potential and market value. However, D2C lead marketing also faces challenges, such as the need for technical expertise and talent for data collection and analysis, and how to use consumer data in a legal and compliant manner. Nevertheless, D2C lead marketing is still an important trend in the future marketing field, which can improve marketing efficiency and bring personalized service experience to consumers. Mastering the core technology and method of D2C lead marketing is very important for brands to gain market competitive advantage.

2.2. Definition and Importance of private domain traffic

Private domain traffic is the user resources accumulated by enterprises on their own platforms, such as wechat circle of friends, public accounts, small programs, etc. Compared with public traffic, private traffic has low cost, strong cohesion and sustainable utilization, which is paid attention by enterprises[6]. According to the white paper, nearly 90% of enterprises regard private domain traffic as an important strategic resource, and more than 60% of enterprises say that private domain traffic has brought significant business growth. Private traffic not only directly promotes sales transformation,

but also builds stable customer relationships for enterprises and accumulates brand value.

A clothing brand converts wechat users into loyal members through fine-grained private traffic operations, and uses small programs to provide personalized recommendations, member benefits and other services to improve user stickiness and achieve sales growth[7]. This demonstrates the potential of private domain traffic to enhance user experience and brand value.

Private domain traffic operation needs to use data analysis, user portrait construction, content marketing and other means. Provide personalized products and services through in-depth analysis of user behavior data; Develop precision marketing strategies with user portraits; Content marketing meets user needs and enhances brand image and awareness.

Peter Drucker said, "A business should create customers, not sell products." Private traffic operations are an important way to achieve this goal, which can improve sales performance, build long-term trust relationships, and lay the foundation for sustainable business development.

2.3. Application of artificial intelligence in private domain traffic operation

In private domain traffic operation, the application of artificial intelligence is becoming increasingly important[8]. AI can identify and analyze user behavior, predict needs and preferences, automate marketing tasks, and improve operational efficiency. For example, AI uses machine learning algorithms to accurately push personalized marketing messages, improve user engagement and conversion rates, and ROI is more than 30% higher than traditional marketing methods.

Another application of AI in private domain traffic operations is to automate customer service. Through NLP technology, AI chatbots respond to user inquiries in real time and provide 24/7 online services to improve user experience and reduce operating costs[9]. Smart assistants such as Amazon's Alexa and Apple's Siri are typical examples of this application.

However, AI applications also face challenges, such as data security and privacy protection issues. Enterprises need to ensure the security and compliance of user data to enhance user trust.

In the future, with the continuous progress and innovation of AI technology, its application in private domain traffic operation will be more extensive and in-depth. For example, predictive models based on deep learning will more accurately predict user behavior and market trends, providing companies with more accurate marketing strategies. At the same time, new technologies such as 5G and the Internet of Things will be combined with AI to bring more innovation and opportunities to private domain traffic operations.

Artificial intelligence will play an increasingly important role in the private domain traffic operation, and enterprises need to keep up with the pace of technological development, innovate and optimize marketing strategies, meet user needs, and enhance brand value and market competitiveness.

3. Current Situation Analysis

3.1. Current practice status of D2C clue marketing

Driven by digitalization and Internet technology, D2C lead marketing has become an important means for enterprises to

acquire potential customers, enhance brand awareness and promote sales[10]. In recent years, the input and output of D2C lead marketing have increased significantly, especially in the automobile, e-commerce, FMCG and other industries.

Taking the automotive industry as an example, D2C lead marketing effectively improves brand awareness and user stickiness. Combined with big data and artificial intelligence technology, enterprises can more accurately capture consumer demand, achieve personalized marketing, and improve marketing efficiency and conversion rate.

However, D2C lead marketing also faces challenges, such as fierce market competition and diversified consumer needs. Enterprises need to constantly innovate marketing strategies, combine advanced technologies to improve effectiveness and quality, pay attention to changes in consumer demand, and timely adjust product and service strategies to adapt to market changes.

3.2. Challenges and Opportunities of private domain traffic operation

Private traffic operation faces challenges and opportunities in the digital marketing environment. The challenge is how to obtain and maintain high-quality private traffic, as Internet penetration and competition increases, attracting users and converting to private traffic becomes difficult. Less than 30% of enterprises can successfully achieve effective conversion of private domain traffic, requiring enterprises to pay attention to traffic quality and activity.

However, private traffic operations also present a wealth of opportunities. As an enterprise's own resources, private domain traffic has the advantages of low cost, high conversion, and strong relationship. Through refined operations and personalized services, enterprises can dig deep into user needs and improve user stickiness and loyalty. An e-commerce platform achieved an increase in user re-purchase rate and sales growth through private domain traffic operation.

In response to challenges and opportunities, enterprises need to use data analysis and user profiling to deeply understand user behavior and needs and develop targeted operational strategies. With the help of advanced technologies such as artificial intelligence, intelligent management of private domain traffic and personalized services can be achieved to improve user experience and satisfaction. Making full use of data resources and realizing accurate operation of private domain traffic will become the key for enterprises to gain advantages in market competition.



Figure 3.2 The basic process of private domain traffic operation

Figure 1. Basic framework of private domain traffic operation

To sum up, private domain traffic operations face challenges and opportunities. Enterprises need to take the user as the center, use advanced technologies and methods to improve the quality and activity of private traffic, and achieve effective transformation and utilization. This will help companies stand out and achieve sustainable development in the era of digital marketing.

3.3. Application status of artificial intelligence technology in private domain traffic operation

With the continuous development of artificial intelligence technology, its application in private domain traffic operation is becoming more and more extensive. Through big data analysis and machine learning algorithms, artificial intelligence technology can accurately identify user needs and achieve personalized recommendation and marketing, which greatly improves the conversion rate of private domain traffic and user satisfaction. According to relevant data, enterprises that use artificial intelligence technology for private domain traffic operations have increased their user retention rate and conversion rate by more than 30% compared with traditional methods.

Taking an e-commerce platform as an example, the platform analyzes user behavior data through artificial intelligence technology, and realizes personalized product recommendation and intelligent customer service. The shopping experience of users on the platform has been greatly improved, not only the shopping conversion rate has been

significantly improved, but also the user satisfaction has been greatly improved. This case fully proves the importance and advantages of artificial intelligence technology in private domain traffic operation.

In addition, artificial intelligence technology can also deeply understand user needs and preferences through sentiment analysis and user portraits, providing strong support for enterprises to develop more accurate marketing strategies. At the same time, artificial intelligence technology can also automatically process a large number of user feedback and data, helping enterprises to find problems in time and optimize improvements, and further improve the quality and efficiency of private domain traffic operations.

As Kai-Fu Lee, a prominent technology expert, says: "AI will change everything, including marketing." In the private domain traffic operation, the application of artificial intelligence technology has become a trend and inevitable. In the future, with the continuous development and improvement of artificial intelligence technology, its application in private domain traffic operation will also be more extensive and in-depth.

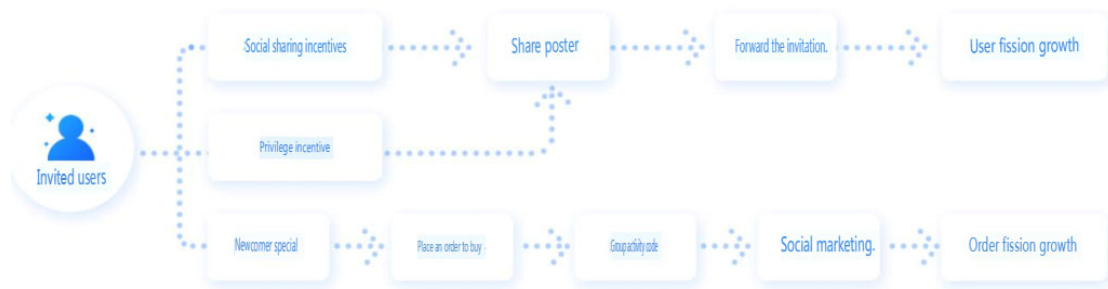


Figure 2. Route of user information transmission in private domain cases Case design

3.4. Construction and operation strategy of online platform

In the private domain traffic operation of D2C lead marketing, the construction and operation strategy of online platform are very important. Online platforms are the key to establishing a direct connection between brands and consumers, and are critical to enabling private traffic conversion and operations. It is of great significance to formulate scientific and reasonable online platform construction and operation strategy for improving D2C lead marketing effect and private traffic operation efficiency.

When building an online platform, it is necessary to clarify the target user group and positioning. Through market research and data analysis, understand user needs and determine platform content and functions. For example, designing stylish, interactive interfaces and features for younger users.

Operation strategy, pay attention to content quality and

communication effect. Quality content is the key to attracting users, and effective communication is a means to expand influence. Introduce well-known bloggers, KOLS and other cooperation to increase the authority and credibility of the platform; Use social media, short videos and other diversified communication channels to improve content exposure and communication effect.

In addition, focus on user experience and data analysis. Optimize the platform operation process and function design to enhance user satisfaction and loyalty; Use data analysis tools to mine and analyze user behavior to provide data support for subsequent operational strategies.

A well-known e-commerce platform, for example, introduces big data and artificial intelligence technology to accurately analyze user behavior and needs, and achieve personalized recommendations and intelligent customer service functions. Improve user shopping experience and satisfaction, effectively improve platform sales and private traffic conversion rate.

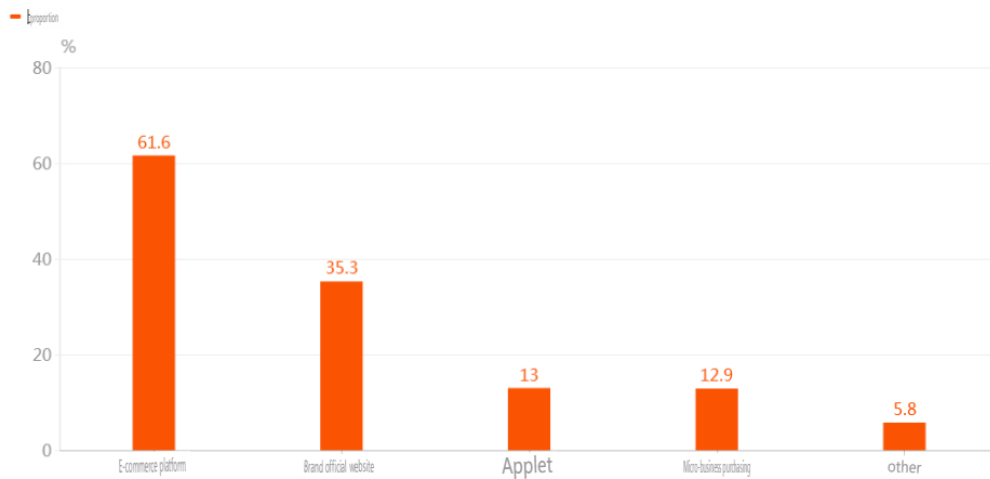


Figure 3. Distribution of online consumer channels

3.5. Construction of socialized customer relationship management system for automotive industry

The social customer relationship management system in the automotive industry is an important tool to enhance brand influence and customer satisfaction. With the diversification of consumer demand, the traditional model has been difficult to meet the needs of the modern market, so it is very important to build an efficient system.

First, the system needs to use social media platforms such as Weibo and wechat to interact with consumers in real time. More than 80% of consumers learn about products through social media, so Posting updates, answering questions, and gathering feedback can help boost brand image and satisfaction.

Second, focusing on data analysis is key. By mining user behavior data and consumption preferences, enterprises can more accurately understand consumer needs and develop personalized marketing strategies. For example, a brand found that the potential users of a certain model were mainly young people by analyzing the data, so it launched a marketing campaign in line with its aesthetic, and achieved a significant increase in sales.

User experience is also crucial. In product design, after-sales service and other links, it is necessary to fully consider the user's feelings and needs. As Peter Drucker said, "The purpose of business is to create customers." Only by providing intimate and convenient services can we win the trust and loyalty of consumers.

3.6. Construction and operation of user mini program platform of Zhongqi Media

These measures not only expand the user base of the platform, but also enhance the brand influence and market competitiveness of Zhongqi Media.

Zhongqi Media user mini program platform is the key to D2C lead marketing and private domain traffic operation. This platform provides a new user interaction and service channel for the automotive industry, and realizes the effective conversion and value-added of user traffic through refined operational strategies. The platform provides functions such as model inquiry, car purchase consultation, and booking test drive to meet user needs and improve user engagement and stickiness.

In terms of operation, China Auto Media adopts a variety of strategies to improve user experience and conversion rate, such as big data analysis to accurately push vehicle information and preferential activities, introducing intelligent customer service system to provide 24-hour online services, and enhancing user loyalty and re-purchase rate through incentive mechanisms such as point redemption and member privileges.

The platform has also achieved remarkable results in promotion, attracting a large number of potential users through online and offline multi-channel publicity, and in-depth cooperation with other car-related platforms to expand the user base and enhance brand influence and market competitiveness.

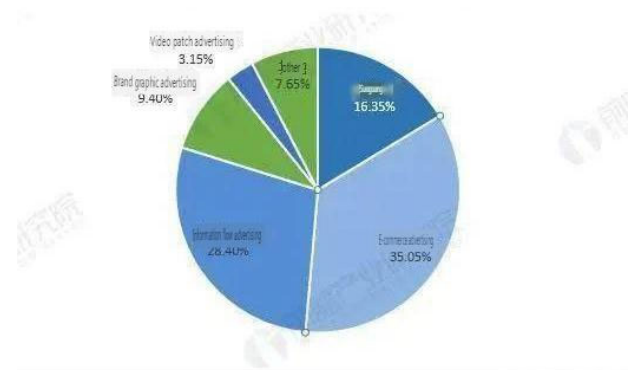


Figure 4. Market share ratio of online advertising segment field

3.7. Establishment and optimization suggestions of a complete private domain operation system

To establish a private domain operation system, it is necessary to clarify the value of private domain traffic to improve user experience, enhance user stickiness, and improve conversion rate. The system covers four key links: user acquisition, retention, activity promotion and transformation. User acquisition attracts target users through precise targeting and effective promotion, such as well-known cosmetics brands using social media and content marketing to convert fans into private domain users. Increasing user retention and engagement requires providing personalized experiences, rich interactive content and quality

customer service, such as e-commerce platforms to enhance user loyalty through membership systems and points reward mechanisms. In terms of transformation, it is necessary to use data analysis and user behavior research to accurately push goods and services, such as clothing brands to improve the purchase conversion rate by analyzing user purchase history and browsing behavior. The private domain operation system needs to continuously optimize the user experience, strengthen the interaction and feedback mechanism, improve the data analysis and precision marketing capabilities, and constantly innovate and adjust to market changes. The private domain operation system aims to create customers and maximize brand value.

4. Conclusion

After an in-depth study of the link between D2C lead marketing and private domain traffic operations, we come to a clear conclusion: the effective operation of private domain traffic is crucial to D2C lead marketing. By building a complete private domain operation system, enterprises can reach target consumers more accurately and maximize marketing effects.

The data shows that enterprises that successfully use private domain traffic have a D2C lead conversion rate more than 30% higher than traditional marketing methods. Taking the automobile industry as an example, a well-known automobile brand not only improves user stickiness by building a social customer relationship management system, but also realizes efficient conversion of sales leads. This case fully demonstrates the huge potential of private domain traffic operations in D2C lead marketing.

In the private domain traffic operation, the application of artificial intelligence technology also plays a key role. By intelligently analyzing consumer behavior data, enterprises can more accurately grasp consumer needs and develop personalized marketing strategies. This not only improves marketing efficiency, but also enhances the shopping experience for consumers.

Looking forward to the future, with the continuous development of digital technology, private domain traffic operation will be more intelligent and refined. Enterprises should actively embrace new technologies and continuously optimize the private domain operation system to cope with the increasingly fierce market competition. As Peter Drucker said,

"The real purpose of marketing is to make sales redundant." Through effective private traffic operations, enterprises can not only achieve sales goals, but also establish long-term trust relationships with consumers.

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