

From Data Deluge to Decision Intelligence

How China's AI-Ecommerce Ecosystem is Reshaping the Global Paradigm of Market Research

APRC 2025 & JMRA 50th Anniversary Conference

10/2025

JD Today: 23 Years of Journey (NASDAQ: JD and HKEX: 9618)



Revenue

Reached \$161b in 2025



Employees

Over 900,000

Ranked 1st among private enterprises in employee count in 2025



Fortune Global 500

Ranked 44th in 2025

Leading domestic industry position for 10 consecutive years



Users

Nearly 600 million annual active users



Private Enterprise 500

Ranked 1st in 2025

Leading for 4 consecutive years



Enterprise Clients

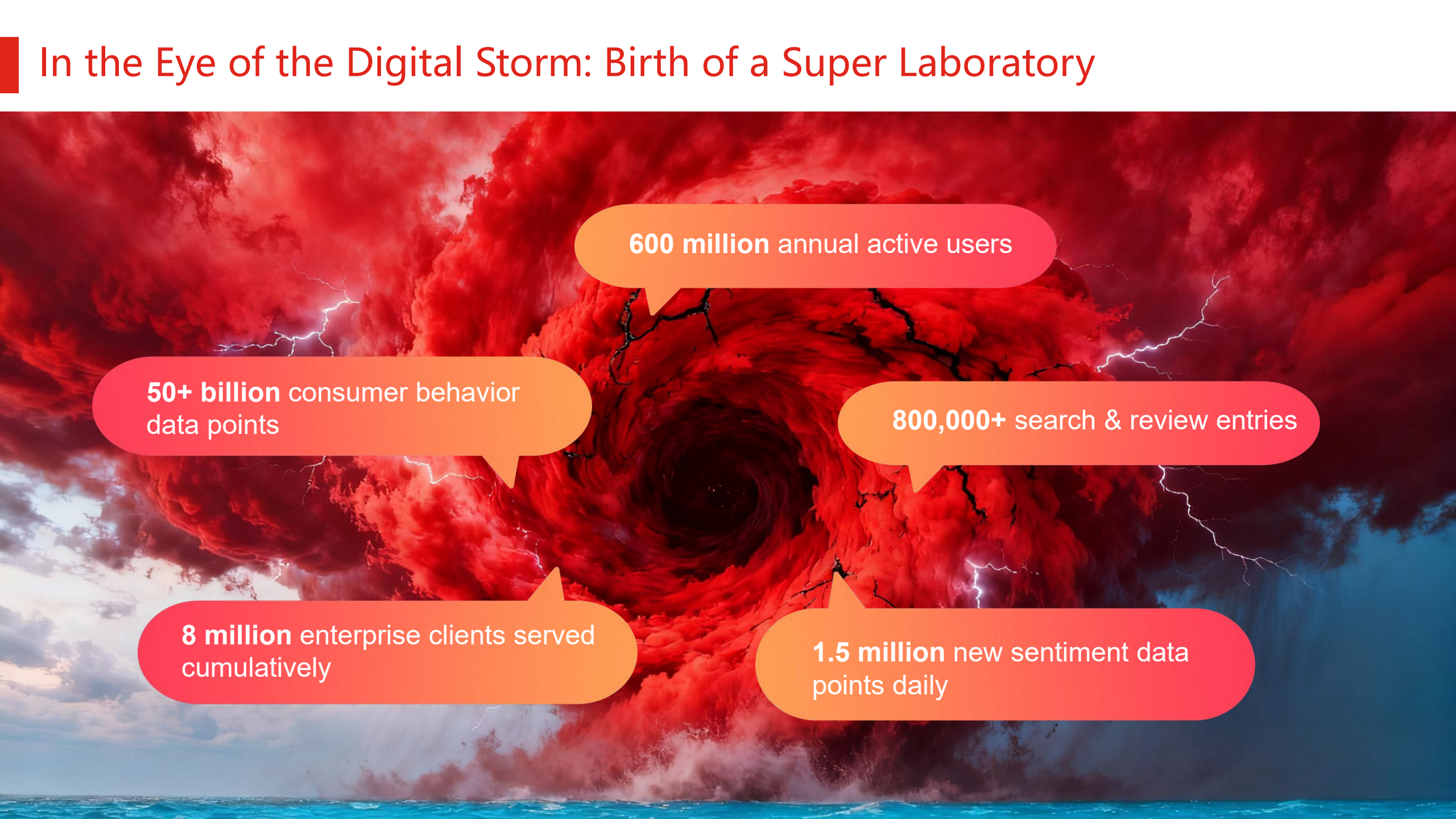
Cumulatively serving 10 million companies

The common choice of over 90% of Fortune 500 companies in China and over 70% of "specialized, refined, distinctive, and innovative" SMEs

JD Today: 23 Years of Journey (NASDAQ: JD and HKEX: 9618)



In the Eye of the Digital Storm: Birth of a Super Laboratory



600 million annual active users

50+ billion consumer behavior data points

800,000+ search & review entries

8 million enterprise clients served cumulatively

1.5 million new sentiment data points daily

Birth of MARS: From Chaos to Order

New Generation AI-Powered Tool——MARS (*Marketing Analysis Research System*)

cConsumer Insights

Industry Research

New Product Design

Market Research

Experience Management

Report Agent

- FMCG Expert
- 3C Expert
- Home Appliance Expert
- Beauty Expert
- Pharmaceutical Expert
- Automotive Expert
- Financial Expert
- AI Expert

Insight Agent

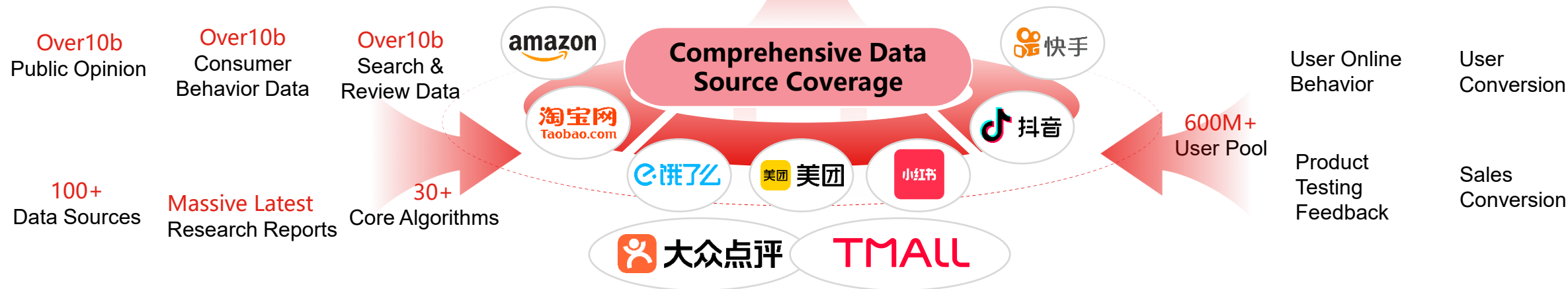
- Market Insight
- User Profile
- Market Segmentation Research
- Search & Review
- New Product Customization
- Competitive Landscape Reports
- Strategy Assistant
- GEO Optimization Assistant

Survey Agent

- 600M+ Active Users
- Rich Reward Pool
- Geographic Sample Library
- Global Sample Distribution
- Car Owner Samples
- Professional Research Models

AIGC

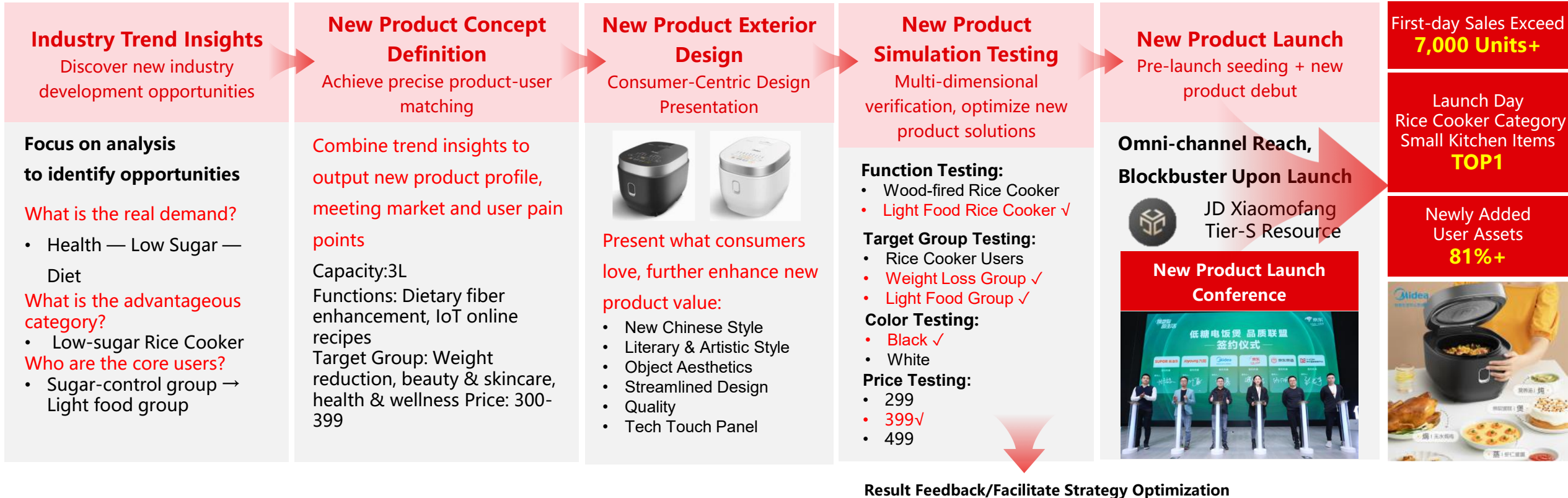
- Brand Design
- Industrial Design
- Packaging Design
- Commercial Photography Models
- Main Image Design/Videos
- Marketing Materials



Case Study: Midea New Product C2M Reverse Customization

Full Process

Customization Midea Light Food Fiber V Cooker: Insight into category opportunities, precise deconstruction of light food user needs, full-chain new product model to create bestsellers



JD jointly established the "Low-Sugar Rice Cooker Industry Standard" with China Household Electrical Appliances Association, Midea, Supor, and Joyoung

Help brands establish a quality product image for healthy diet

Traditional Research Report Limitations

Pain Point 1

Fragmented Knowledge

Research relies on manual collection and organization of information, leading to fragmented knowledge storage. It is difficult to integrate and utilize data effectively, resulting in low knowledge reuse rates.

Pain Point 2

Unstable Quality

The quality of research reports is highly dependent on the professional capabilities and experience of researchers. Inconsistent standards across different researchers lead to unstable report quality, making it hard to guarantee professionalism and accuracy.

Pain Point 3

Low Efficiency

Report writing relies on manual data collection and organization, resulting in long cycles and repetitive work. Researchers spend a lot of time on data gathering and sorting, which seriously affects research efficiency.

Pain Point 4

Limited Application

Most research ends up as static reports in email inboxes, unable to be quickly transformed or integrated into real business decisions.

Report Agent: The Ultimate Assistant for Market Research

1-minute
product video demonstrations



MARS-行研智囊团

链动产业经纬，智解市场方程！

给MARS发送消息

🔍 报告检索



内容由AI生成，请仔细甄别

行研模仓

🔄 换一批

📄 行业市场研究标准模...

📄 行业市场研究标准模...

🔗 PESTEL分析模板

🔗 PESTEL分析模板

📄 波特五力分析模板

Technical and Functional Advantages of MARS Report Agent

As an AI-driven industry research platform, MARS provides automated content production, multi-source data integration, intelligent knowledge repository management, and an excellent user experience, thereby improving research efficiency and content quality.



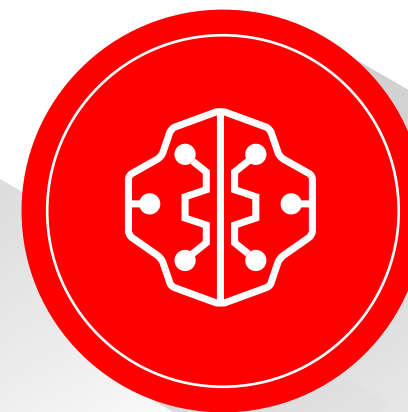
**AI Agent for
Automatic Task
Orchestration**



**RAG Dynamic
Retrieval to
Reduce
Hallucinations**



**Seamless
Integration and
Open Expansion**



**Multi-Source Data
Integration and
Intelligent Knowledge
Repository**

Insight Agent

Based on in-depth mining and multi-dimensional analysis of big consumer data, it systematically sorts out consumers' product attribute preference matrices in low-end, mid-end, and high-end markets, and decomposes the best-selling element combination models in different price ranges, providing data-driven decision support for product positioning optimization and market strategy formulation.

Industry opportunity scanning/ category opportunity insight



仅示例!

Search keyword insight



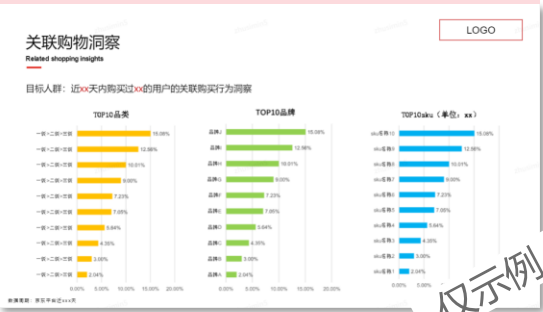
2025-01-24
2025-01-25
仅示例

Tagged crowd portrait/ geographical crowd portrait



仅示例

Associated shopping insight



仅示例

针对分析细分市场的具体数据，建议重点关注以下4类品牌、店铺和商品的销售数据和增长趋势，挖掘市场机会，关注品牌动态，及时洞察营销机会以优化销售布局。

品牌/店铺/商品	销售占比
针对“品牌”，重点关注“品牌”销售数据较好的品牌/店铺，可以加大推广力度，提高品牌知名度和美誉度，进一步提升品牌影响力。	20.48%
针对“店铺”，重点关注“店铺”销售数据较好的店铺，可以加大推广力度，提高店铺知名度和美誉度，进一步提升店铺影响力。	16.93%
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用户对“品牌、店铺、包装”的关注占比最高，品牌可在产品设计中关注相关要求，满足用户对相关包装的需求。

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仅示例

包装需求分析 (1)



仅示例

地理人群基本信息画像



仅示例

TOP 10 股票 A (13.54%)		TOP 10 股票 B (12.56%)		TOP 10 股票 C (10.81%)		TOP 10 股票 D (9.54%)		TOP 10 股票 E (7.22%)	
股票名称	权重	股票名称	权重	股票名称	权重	股票名称	权重	股票名称	权重
1 中国工商银行股份有限公司 A	15.01%	1 中国工商银行股份有限公司 A	15.01%	1 中国工商银行股份有限公司 A	15.01%	1 中国工商银行股份有限公司 A	15.01%	1 中国工商银行股份有限公司 A	15.01%
2 中国建设银行股份有限公司 A	12.94%	2 中国建设银行股份有限公司 A	12.94%	2 中国建设银行股份有限公司 A	12.94%	2 中国建设银行股份有限公司 A	12.94%	2 中国建设银行股份有限公司 A	12.94%
3 中国农业银行股份有限公司 A	12.86%	3 中国农业银行股份有限公司 A	12.86%	3 中国农业银行股份有限公司 A	12.86%	3 中国农业银行股份有限公司 A	12.86%	3 中国农业银行股份有限公司 A	12.86%
4 交通银行股份有限公司 A	9.80%	4 交通银行股份有限公司 A	9.80%	4 交通银行股份有限公司 A	9.80%	4 交通银行股份有限公司 A	9.80%	4 交通银行股份有限公司 A	9.80%
5 招商局港口控股有限公司 A	7.22%	5 招商局港口控股有限公司 A	7.22%	5 招商局港口控股有限公司 A	7.22%	5 招商局港口控股有限公司 A	7.22%	5 招商局港口控股有限公司 A	7.22%
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仅示例

scenarios: Exploring industry opportunities and continuously tracking industry trends

scenarios: Tracking user demand trends and identifying opportunity selling points

scenarios: Positioning target crowds for precise marketing and personalized recommendation

scenarios: Discovering highly associated products and guiding marketing strategies and product combination sales plans

Survey Research Revolution: From Sampling to Precision Targeting

MARS-Survey Agent

With a user pool of over 600 million, it collects real feedback from users to help governments, enterprises, and universities understand market conditions.

Market
Situation

Survey
Product

Survey
Consumer

Survey
Advertising

Survey Public
Opinion

Survey ID Interview
Recruitment

Questionnaire Survey Flowchart

MARS-agent Targets Users



Reach via SMS



Fill in the Survey Questionnaire



Get reward



Sufficient Samples

Total sample size of over 600 million



Accurate Reach

Precisely reach target users



Short Cycle

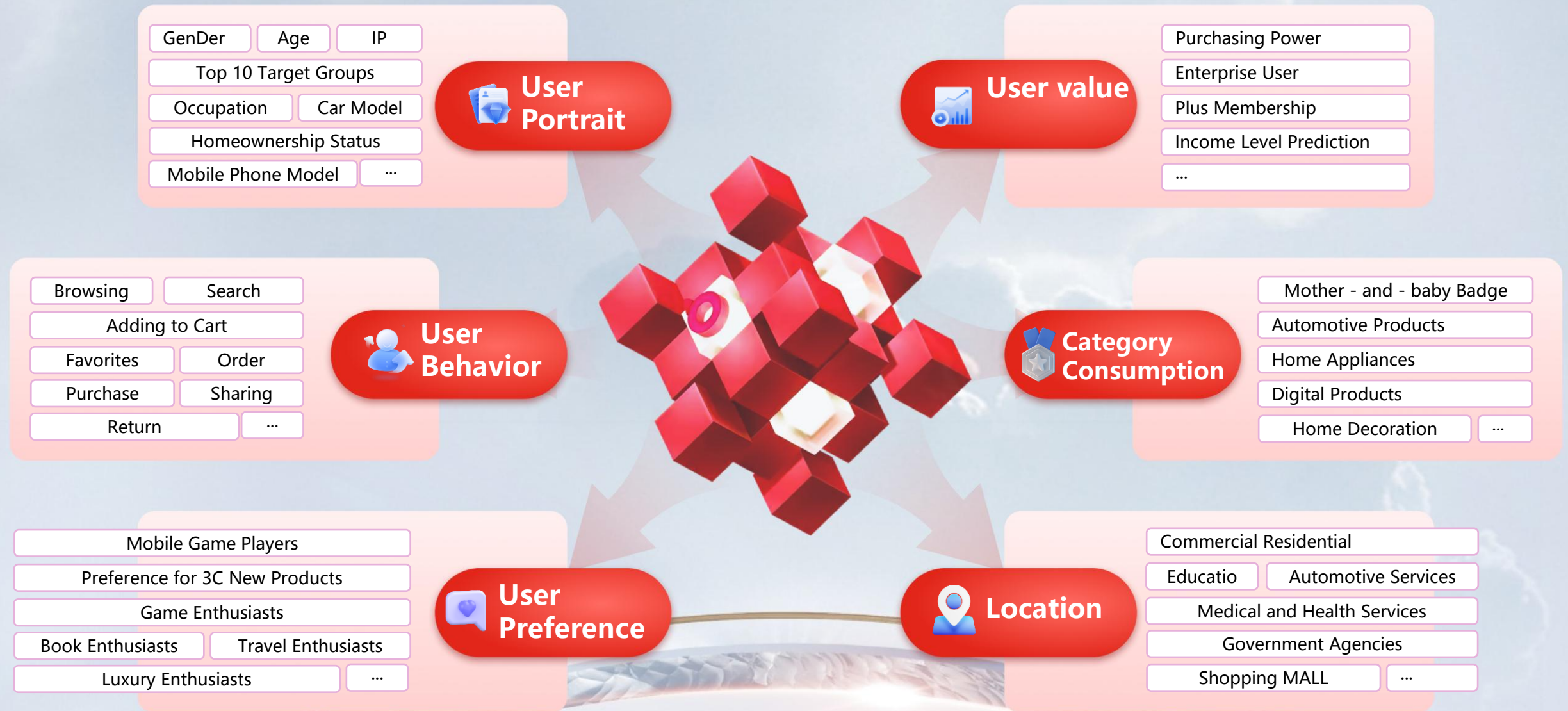
T + 1 collection of behavior + questionnaire data



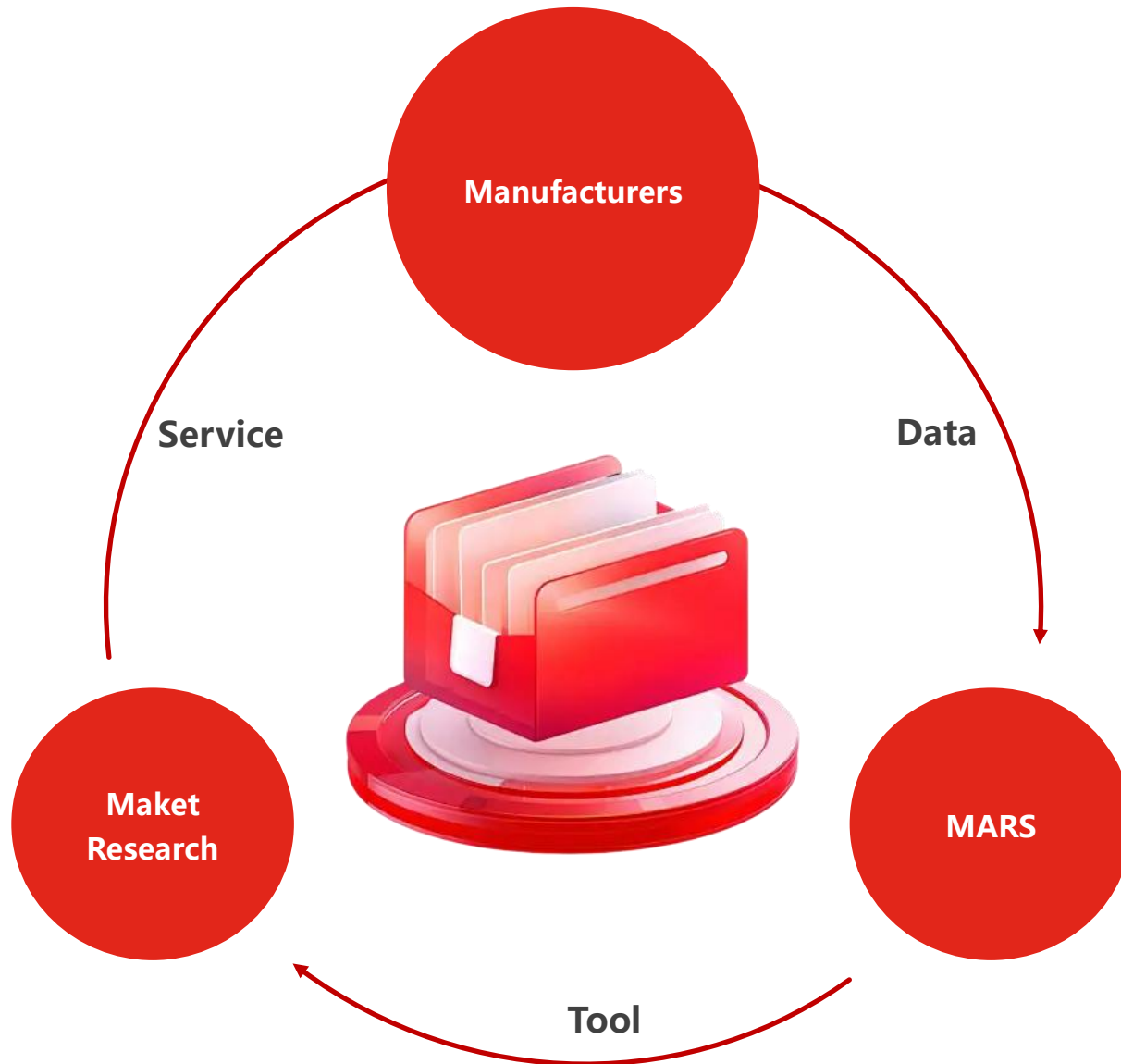
Data Reuse

Precise secondary reach and expansion of users

Multi-dimensional Labeling System, Covering Multiple Industry Segments



MARS Ecosystem Relationships



Data Provider

MARS provides real-time consumer behavior data and market insights to research companies for enhanced analysis capabilities

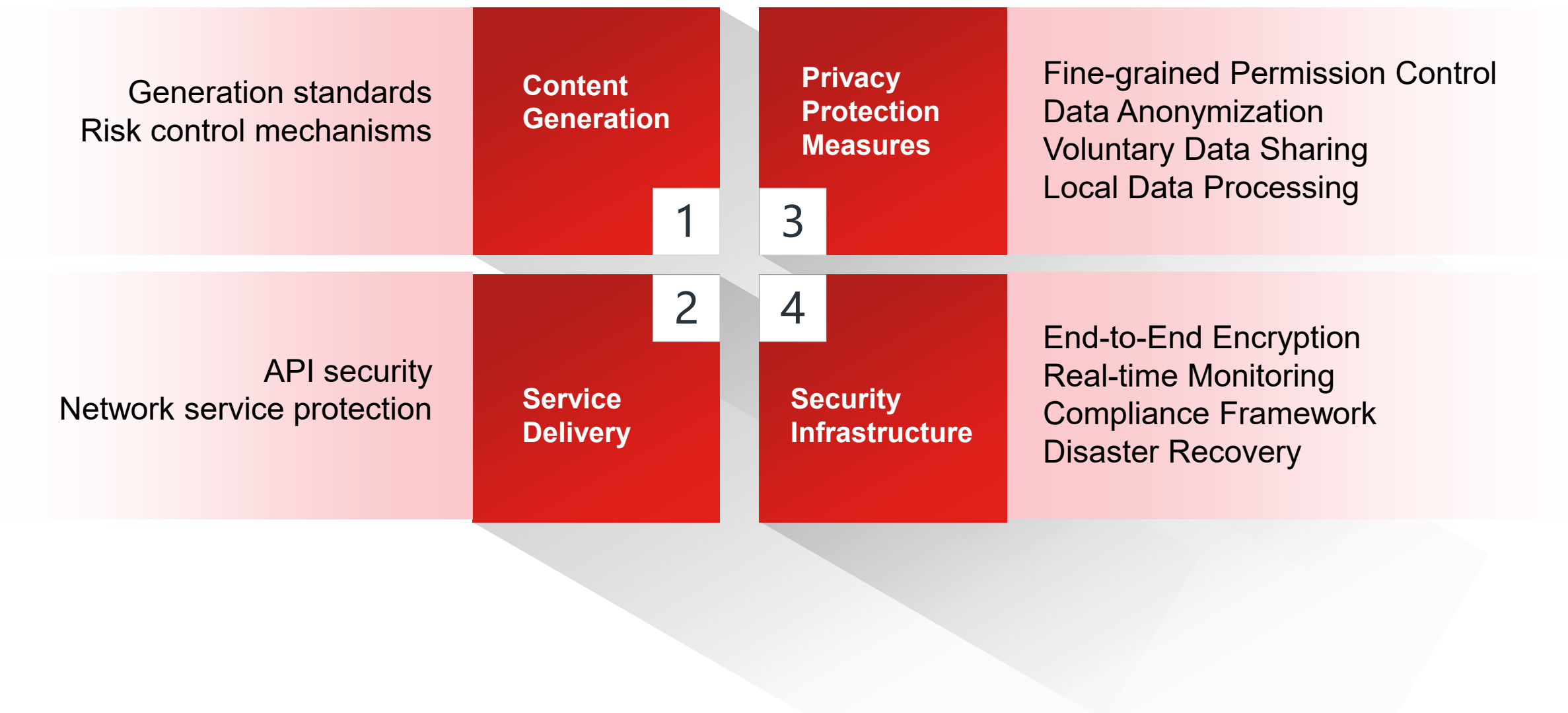
Service Enabler

Research companies leverage MARS tools to deliver more accurate, faster, and comprehensive services to brand manufacturers

Direct Partnership & Data Exchange

MARS directly serves brand manufacturers with AI-powered market research tools, while brand manufacturers contribute their operational data to make MARS increasingly intelligent

Data Security & Privacy: Our Foundation



Global Paradigm Shift:

From Chinese Experience to Empowering Global Enterprises



**Creating New
Global Standards**

**Democratized
Intelligence**

**Real-time
Decisions**

**Cultural
Translation**



**Infrastructure
Excellence**

**GPU
Virtualization**

**Deployment
Density**

Utilization

PUE



**Technology
Export Model**

Chinese consumers'
digital-first behaviors
= Tomorrow's global
norms

Our AI systems:
Cultural translators
helping international
brands understand
the **WHY** behind
the **WHAT**

Future Vision: The New Era of Intelligent Decision Making

Next Phase: Ambient Market Intelligence

Understanding consumer needs **BEFORE** consumers express them

DeepSeek-R1 & DeepSeek-V3:

- Deeper semantic understanding
- Advanced logical reasoning
- Predicting intention, not just behavior

**Sustainable Intelligence
Environment + Performance**

Sustainable Development:

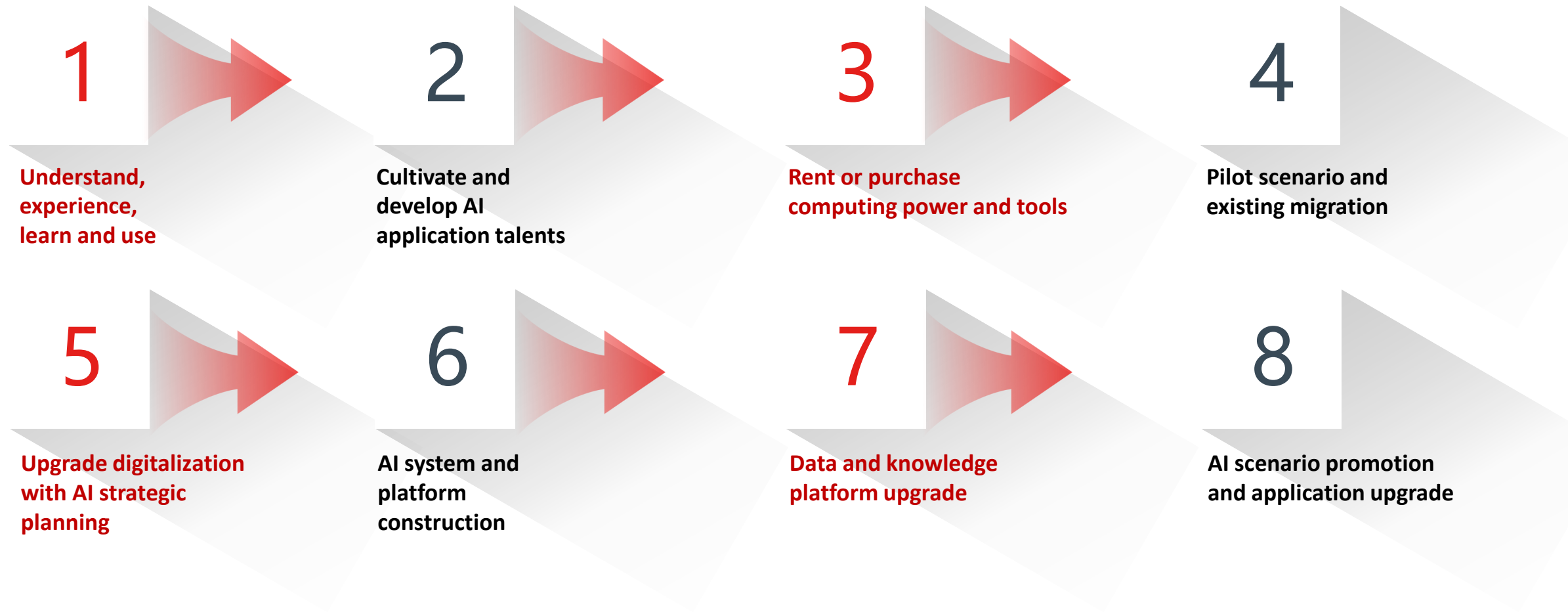
- Green computing
- Model compression & quantization
- Circular data economy

**Cross-cultural AI
Local + Global Insights**

Global Cooperation: Building an Intelligent Future Together

Open Ecosystem:API + Integration

8-Step Transformation:Experience → Success

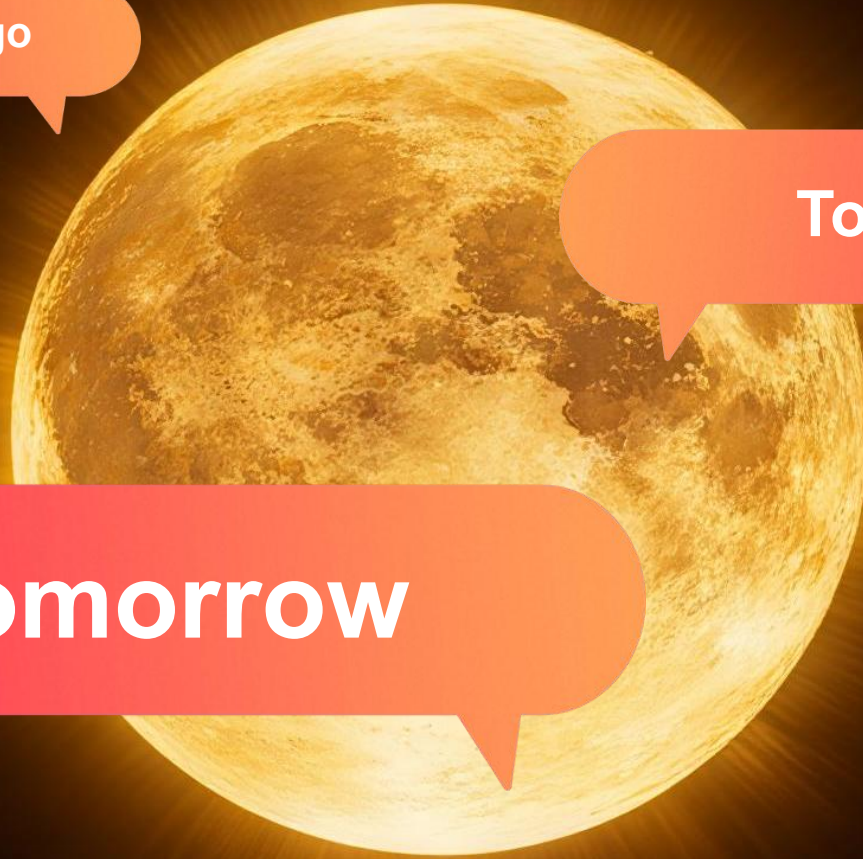


Conclusion: From Deluge to Wisdom

50 years ago

Today

Tomorrow



"The wave is here. Let's ride it together and jointly write a new chapter in market research."



Thanks

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