云启跨境 · 入境游
Meta 线索代投服务方案

Inbound Tourism Meta Lead Generation Service

为持证入境游旅行社提供海外线索代投与标准化交付

深圳市云启跨境科技有限公司

Shenzhen Yunqi Cross-border Technology Co., Ltd.

Meta Ads · Messenger Automation · AI Lead Pre-Qualification

当前处于灰度测试爬坡阶段 · 本方案所列数值均为测试阶段参考值，正式合作以协议为准

2026

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本手册阅读说明 / How to read this brochure

每页采用中文与英文对照排版。合作条款以双方签署的居间合作协议为准，本手册为通用版本，用于初步沟通。

灰度测试阶段口径声明 / Grayscale testing statement

本公司当前处于测试爬坡阶段。本手册所列转化率区间、广告预算门槛、分成比例等全部为**灰度测试阶段参考值，正式合作以协议为准**，不构成业绩承诺。

公司简介与主体资质

中文

深圳市云启跨境科技有限公司，扎根深圳跨境数字营销赛道，团队拥有多年 Meta（Facebook / Instagram）海外广告投放、Messenger 自动化接待、AI 线索预审与台账交付的实战经验。

我们聚焦**入境游增量赛道**，面向海外华人投放 Meta 广告，获取来华旅游意向客户，作为**代投服务商**，将符合约定标准的意向线索交付给具备正规入境旅游资质的合作旅行社，全程流量端闭环运营。

我们不从事旅游产品销售、接待履约、签证代办等需要文旅资质的业务。所有产品设计、合同签署、收款、发票与接待由持证合作旅行社独立完成，**分工清晰、合规合作**。

ENGLISH

Shenzhen Yunqi Cross-border Technology Co., Ltd. is a digital marketing company based in Shenzhen, with hands-on experience in Meta (Facebook & Instagram) overseas advertising, Messenger automation, AI lead pre-qualification and standardized lead delivery.

We focus on **China inbound tourism**, running Meta campaigns targeting overseas Chinese travellers planning a trip to China. Acting as an **ads management service provider**, we deliver qualified leads that meet the agreed criteria to licensed inbound travel agencies.

We do **NOT** sell travel packages, operate ground reception, or handle visa services. Product design, contract signing, payment collection, invoicing and reception are independently completed by licensed partner agencies.

公司主体资质说明 Entity & Licensing

深圳市云启跨境科技有限公司，主营海外数字营销、跨境广告投放、海外客群线索居间服务；经营范围包含互联网广告、市场营销策划。我们**不具备旅行社入境接待资质、旅游经营资质**；仅为持证入境旅行社提供海外获客、广告投放、线索筛选居间服务，不直接售卖旅游产品、不接待 C 端游客。

广告投放依托 Meta 官方广告平台合规投放，定向素材严格遵守 Meta 广告政策、国内文旅相关管理规定。**我方非一级广告代理商，未持有平台一级代理授权**，所有广告通过官方渠道合规开户投放。

Entity & Licensing

Shenzhen Yunqi Cross-border Technology Co., Ltd. focuses on overseas digital marketing, cross-border advertising and lead generation services. We **do NOT hold travel agency or inbound reception licenses**. We only serve licensed inbound travel agencies as a marketing & lead referral partner, and do not sell travel packages or serve individual tourists directly. All ads are launched in compliance with Meta Ads policies and relevant domestic cultural & tourism regulations.

We are **not a tier-1 advertising agency and hold no first-party platform authorisation**; all campaigns are run through official, compliant account channels.

业务定位与合规说明

中文	权责划分
✅ 我们负责	Meta 广告账户投放与优化、素材制作与 A/B 测试、Messenger 自动化接待、AI 意向问卷与客户分级、线索台账与每日数据报表、线索交付
✅ 合作旅行社负责	旅游产品与线路设计、接待履约、住宿与导游、合同签署、收款开票（持有文旅局正规入境旅游经营资质）
❌ 我方不承诺	不承诺客户成团率、不直接向个人销售旅游产品、不承接入境旅游接待业务，所有宣传素材规避违规承诺话术

【重点给甲方看】本渠道仅面向具备入境旅游资质的旅行社商务合作，不接待个人游客旅游咨询。风险隔离、权责清晰，规避旅行社资质与广告风控双重风险。

ENGLISH

- **Our Responsibilities:** Meta ad account operation & optimisation, creative production & A/B testing, Messenger automated reception, AI intent questionnaire & lead scoring, daily ledger and performance report, lead delivery.
- **Partner Agency Responsibilities:** Tour product and route design, ground service, accommodation, tour guide, contract signing, payment collection and invoicing. Partners must hold a valid inbound tourism licence.
- **Commitment:** We do not guarantee booking conversion, do not sell travel packages directly to individual tourists, and do not operate inbound tourism reception. All promotional materials avoid illegal guarantees.

行业痛点

中文

以下四个问题，是持证旅行社自己做 Meta 海外投放时最常遇到的：

✅ **账户风控频发** Account Restriction Risk

Meta 广告投放容易踩风控、账户频繁受限

✅ **人工接待成本高** High Manual Labor Cost

Messenger 大量灌水咨询，人工接待成本高

✅ **线索质量难界定** Ambiguous Lead Definition

线索质量难以界定，后期容易产生商务纠纷

✅ **缺少自动筛选机制** No Auto-Qualification

缺少自动化筛选机制，销售消耗大量精力处理无效咨询

ENGLISH

These four issues come up most often when licensed agencies run Meta campaigns themselves:

- **Account restriction risk:** High Meta ad compliance risk and frequent account restrictions.
- **High manual labor cost:** Large volume of junk inquiries on Messenger, high manual reception cost.
- **Ambiguous lead definition:** Lead quality is hard to define, which easily leads to commercial disputes later.
- **No auto-qualification:** Without an automated screening system, sales teams waste energy on low-value inquiries.

全链路获客方案与测试期数据

中文

从广告投放到线索交付，全链路托管，销售只接有意向的客户。

1	2	3	4	5
Meta 广告投放	**Messenger 自动接待**	**AI 智能预审问卷**	**客户意向打分**	**线索台账交付**
Meta Ads	Auto Reception	AI Pre-Qualification	Lead Scoring	Deliver to Agency
FB & IG 账户与素材投放	自动化对话收集需求	自动完成意向问卷	分级并标记优先级	标准化交付给旅行社

【灰度测试阶段参考值，正式合作以协议为准】Grayscale testing stage reference — final figures per cooperation agreement

3 条垂直赛道
已落地垂直赛道投放模型
海外华人观光、普陀山朝圣、寻根问祖；沉淀定向策略、落地页与 Messenger AI 预审 SOP，可按贵司线路定制

5%—10%
有效线索转意向实测区间
AI 预审 + 人工精聊链路实测值

8% / ≥10%
达标阈值与深度合作线
达标阈值 8%；≥10% 可进入深度长期合作

已落地三条垂直赛道投放模型：海外华人观光、普陀山朝圣、寻根问祖，持续开展 Meta 广告 A/B 灰度测试，沉淀定向策略、落地页、Messenger AI 预审 SOP，可按甲方旅行社线路定制投放方案。AI 预审 + 人工精聊链路实测有效线索转意向区间 **5%—10%**，达标阈值 8%，≥10% 可进入深度长期合作。

服务明细 | Service Detail		
01	**Meta FB/IG 广告运维**	独立账户隔离风控。优先使用甲方自有 Meta 主体，避免连锁封号风险。
02	**Messenger 自动化接待**	AI 完成意向问卷与客户分级，先过滤无效咨询再进入人工环节。
03	**多通讯渠道支持**	Messenger / WhatsApp / Line / WeChat 多渠道承接。
04	**完整对话记录**	每条线索附带完整对话记录，支持抽样复核。
05	**台账与日报自动生成**	自动生成线索台账与每日数据报表，便于双方对账与复盘。

ENGLISH

Grayscale Testing Stage: Three vertical-track ad models are ready: overseas Chinese sightseeing, Putuoshan pilgrimage and ancestral root-seeking. Continuous Meta A/B grayscale tests are running, with mature audience targeting, landing pages and Messenger AI pre-screen SOP available. Custom campaigns can be built based on your travel routes. The verified qualified-to-intent conversion rate of AI pre-screen + human follow-up is **5%–10%**, with the target benchmark at 8%. Reaching 10% conversion qualifies for long-term deep cooperation.

投放客群分层

中文

我们的流量定向分层，按转化优先级划分，预算、素材、话术、落地页 CTA 均可独立拆分测试：

客群	转化等级	核心诉求	适合投放平台
海外华人 / 华裔寻根、探亲	★★★★★	回老家、家族团聚、定制小包团	Facebook 华人圈层
外籍文化历史爱好者	★★★★	古建筑、非遗、历史深度体验	Facebook、Instagram
海外家庭亲子客群	★★★★	熊猫、长城、轻松安全行程	Facebook、Instagram
商务客商（展会配套旅游）	★★★★	出差顺带短途观光	Facebook 兴趣定向
风光摄影爱好者	★★★	小众风景、摄影主题团	Facebook 兴趣定向
年轻背包自由行玩家	★★	小众路线、高性价比	Facebook、Instagram

ENGLISH

We segment audiences by conversion priority for separate budget, creative, copy and CTA testing:

Audience	Priority	Core Demand	Recommended Platform
Overseas Chinese & Descendants (Root-seeking / Family Visit)	★★★★★	Hometown visit, family reunion, custom private tour	Facebook Chinese communities
International Culture & History Lovers	★★★★	Ancient architecture, intangible heritage, in-depth cultural tour	Facebook, Instagram
Overseas Family & Parent-child Groups	★★★★	Giant Panda, Great Wall, relaxed & safe itinerary	Facebook, Instagram
Business Travellers (Post-exhibition sightseeing)	★★★★	Short sightseeing after business trip	Facebook interest targeting
Landscape Photography Enthusiasts	★★★	Scenic spots, photography tour	Facebook interest targeting
Young Backpackers	★★	Off-the-beaten-path routes, budget-friendly	Facebook, Instagram

补充细分赛道（可单独开广告计划）

美食主题团 · 中医药文化体验团 · 宗教文化朝圣团（宣传严格把控尺度）

低意向流量提醒：低价打卡用户、单纯咨询签证暂无出行计划用户，仅少量测试，不重点放量。

Niche segments for separate campaigns

Food tour · TCM culture experience · Cultural pilgrimage (strict content review).

Note: Low-intent traffic such as bargain hunters and visa-only enquiries shall not be the main budget focus.

两种合作模式

模式 A 为推荐起步方式：先小预算灰度验证，再决定是否放量。

模式 A | 广告代投 推荐起步 15%–20% 代投服务费

广告预算	甲方全额承担
服务范围	广告投放、素材 A/B 测试、Messenger 自动化接待、AI 预审筛选、线索台账与日报周报交付
账户主体	优先使用甲方自有 Meta 主体，隔离封号风险
收费	按实际广告消耗收取 15%–20% 代投服务费
线索标准	双方约定客观合格线索标准，不以客户最终成团判定线索有效性
测试机制	21 天灰度小预算测试，无长期捆绑
资金流向	广告费用直接充值至甲方自有 Meta 广告账户，资金由甲方自主掌控

【灰度测试阶段参考值，正式合作以协议为准】

21 天灰度测试最低广告消耗参考门槛：建议单项目广告投放预算 **¥15,000–¥25,000**，推荐基准 **¥20,000**（Meta 广告消耗，不含我方服务费）；最终投放预算、消耗节奏由双方协商，写入合作协议。广告费用直接充值至甲方自有 Meta 广告账户，资金由甲方自主掌控。

模式 B | 代投 + 分成 25%–30% 分成区间

广告预算	我方承担
分成方式	按旅行社确认的有效成交订单毛利进行分成，我方分成参考区间 **25%–30%**
启动条件	建议在流量模型验证稳定后再开启

风险提示：模式 B 由我方承担投放成本，需在流量模型验证稳定、线索质量确认后再开启。分成比例、毛利核算口径与结算节点以双方正式合作协议约定为准。

ENGLISH

Model A (Ads Management) — recommended start: Client covers ad spend; we charge 15%–20% on actual ad consumption. Scope: ad operation, creative A/B test, Messenger auto chat, AI lead filtering, lead ledger, daily/weekly report. We prefer the client's own Meta account to isolate ban risk. Leads are defined by objective criteria — booking conversion is NOT the basis. 21-day pilot, no long-term binding.

21-day grayscale test, minimum ad spend reference: suggested budget **¥15,000–¥25,000**, recommended baseline **¥20,000** (Meta ad spend, excluding our fee). Final budget and pacing per contract. Ad funds are recharged into the Client's own Meta account, under client control.

Model B (Revenue share on confirmed bookings): We cover ad cost; our share ranges **25%–30%** of gross profit on verified bookings. Final ratio, gross profit definition and settlement terms per contract. Open only after the traffic model is validated and lead quality confirmed — higher risk, since we bear the spend.

结算与对账口径

中文

模式 A｜固定代投服务费	
结算方式	按月对账结算，当月消耗与线索数据核对无误后结算
预充值	支持预充值模式，充值额度、服务费点位另行约定
计费基数	实际广告消耗金额 × 15%—20% 服务费点位

模式 B｜成交订单分成	
成交确认	以旅行社完成成团、客人入境接待完毕作为成交确认节点
结算周期	对账周期按月结算
退单处理	无效退单不计入分成基数，退单规则由协议约定

ENGLISH

Model A — Fixed ad service fee	
Settlement	Monthly reconciliation & settlement, after ad spend and lead data for the month are verified
Prepayment	Prepayment plan is optional, with credit limit and service fee rate negotiated separately
Fee Base	Actual ad consumption × 15%–20% service fee rate

Model B — Booking revenue share	
Confirmation	Booking is confirmed after guest arrival & reception completed by the travel agency
Cycle	Settlement on a monthly cycle
Cancellations	Cancelled / refunded orders are excluded from share calculation, rules defined in contract

对账数据项：广告消耗金额、线索总量、合格线索数（按约定客观标准判定）、意向分级分布、成交订单金额与毛利明细。双方按月核对，确认无误后进入结算流程。

口径声明：本页所列费率点位、结算周期与分成区间均为**灰度测试阶段参考值，正式合作以协议为准**。所有结算与对账规则最终写入双方签署的居间合作协议。

ENGLISH

Reconciliation items: ad spend, total leads, qualified leads (by agreed objective criteria), intent score distribution, confirmed booking value and gross profit breakdown. Both parties verify monthly before settlement.

Statement: All fee rates, settlement cycles and commission ranges shown here are **grayscale testing stage references only; final terms per the cooperation agreement**.

我们的服务保障

中文

- **独立账户隔离风控**，降低连锁封号风险
- **书面约定客观线索标准**，减少商务扯皮
- **AI 前置过滤无效咨询**，降低旅行社销售压力
- **完整对话存档**，支持抽样复核线索
- **灰度测试机制**，可评估效果再决定是否放量
- **线索交付时效**：线索实时同步进入我方线索管理系统；**每日输出线索日报（UTC+8 北京时间）**，包含当日新增线索、意向分级、渠道消耗数据；高意向线索实时告警推送，同步对接旅行社

> **我们不承诺的：**客户成团率。线索是否合格以合同约定的客观标准与完整对话记录为准，**不以最终订单作为评判依据**。

ENGLISH

- **Separated ad accounts** to prevent chain account bans.
- **Written objective lead definition** to avoid disputes.
- **AI filters junk inquiries** to reduce sales workload.
- **Full chat history archived** for lead sampling audit.
- **Pilot test mechanism** — scale up only after verified results.
- **Lead delivery SLA:** New leads flow into our system in real time. **Daily lead report (UTC+8 Beijing Time)** including new leads, intent score and ad spend will be delivered. High-intent leads trigger instant alerts for your team.

What we do not guarantee: booking conversion rate. Lead validity is judged by the objective criteria agreed in the contract and the archived chat record, not by the final booking status.

常见问答与对接方式

中文

Q：你们保证客户成团率吗?

> 我们只交付合同约定标准的意向线索，成交转化取决于贵司销售接待、报价与产品，**不承诺成团率**。

Q：广告账户是谁来提供?

> 优先使用旅行社自有 Meta 广告主体，隔离账户风控风险，广告费用充值至贵司自有账户，资金自主掌控。

Q：如何判定线索是否合格?

> 双方在合同内约定客观判定标准，每条线索附带完整对话记录，支持抽样复核，**不以最终订单作为评判依据**。

Q：最低合作门槛是什么?

> 21 天灰度测试，建议单项目广告预算 ¥15,000–¥25,000（推荐基准 ¥20,000，不含服务费），测试后评估是否放大投放。

ENGLISH

Q: Do you guarantee booking conversion rate?

> We only deliver qualified leads defined in the contract. Conversion depends on your sales team, quotation and product. Booking conversion is not guaranteed.

Q: Who owns the Meta ad account?

> We recommend the travel agency uses its own Meta ad account to isolate risk. Ad funds are recharged into your own account, under your control.

Q: How to define a qualified lead?

> Objective lead criteria agreed in the contract. Full chat records attached for sampling review. Final booking status will NOT be used to judge lead quality.

Q: What is the minimum entry requirement?

> A 21-day pilot test, suggested ad budget ¥15,000–¥25,000 (recommended baseline ¥20,000, excluding service fee). Scale traffic after result evaluation.

深圳市云启跨境科技有限公司

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合作范围 / Cooperation Scope

仅面向具备入境旅游资质的旅行社洽谈合作，欢迎广东全省持证入境游旅行社（广州、深圳、惠州、珠海、东莞等）来电沟通。

We cooperate with licensed inbound travel agencies only. Licensed agencies across Guangdong (Guangzhou, Shenzhen, Huizhou, Zhuhai, Dongguan etc.) are welcome to get in touch.

链接全球客源，共拓中国入境旅游新增长

Link Global Demand, Grow China Inbound Tourism Together

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本公司仅提供海外数字营销、获客居间服务，不具备旅游经营资质，不直接面向个人销售旅游产品、不从事入境旅游接待业务。旅游产品、接待履约、合同签署、收款、发票及相关服务均由具备文旅资质的合作旅行社独立提供。

Our company only provides overseas digital marketing and lead intermediary service. We do not hold a tourism licence, do not sell travel packages directly to individual tourists and do not provide inbound tourism reception service. All tour products, reception, contract signing, payment collection, invoicing and related services are independently provided by licensed travel agency partners.

灰度测试阶段参考值声明 / Grayscale testing reference statement

本方案所有转化率、预算、分成区间仅为灰度测试阶段参考，不构成业绩承诺；投放效果受海外平台政策、线路产品、目的地入境政策、市场波动影响。

All conversion rates, budget and commission ranges in this proposal are grayscale testing stage references only and do not constitute a performance commitment; campaign results are affected by overseas platform policies, tour products, destination entry policies and market fluctuations.