

China Mobile Marketing

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Tencent Ads and More

- ✓ Mobile based, precise targeted, result driven
- ✓ Crossing-channels
- ✓ CRM Integration
- ✓ Reach 1.1 Billion users worldwide
- ✓ APP marketing



China Digital Landscape

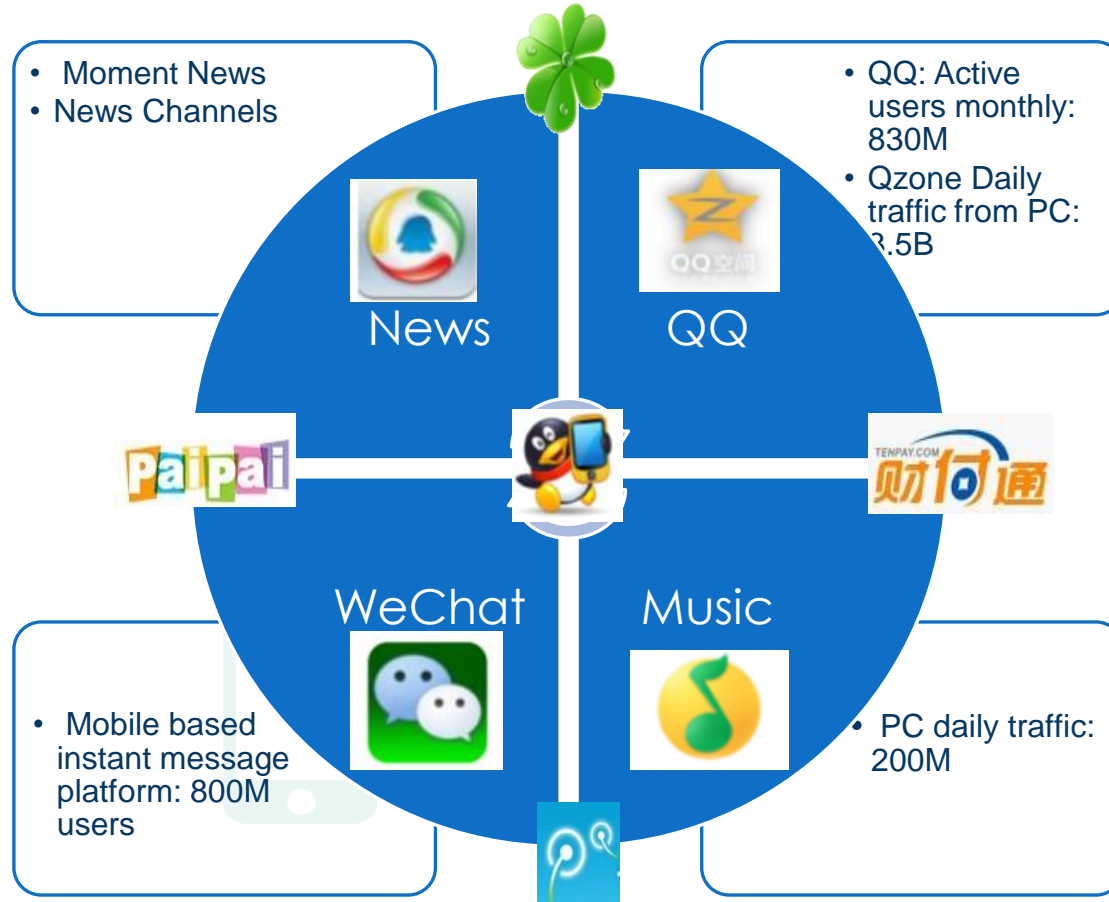


Top China Social Media Channels



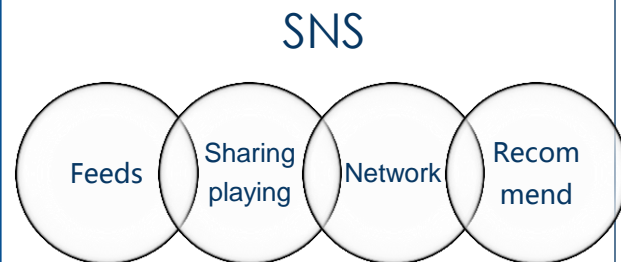
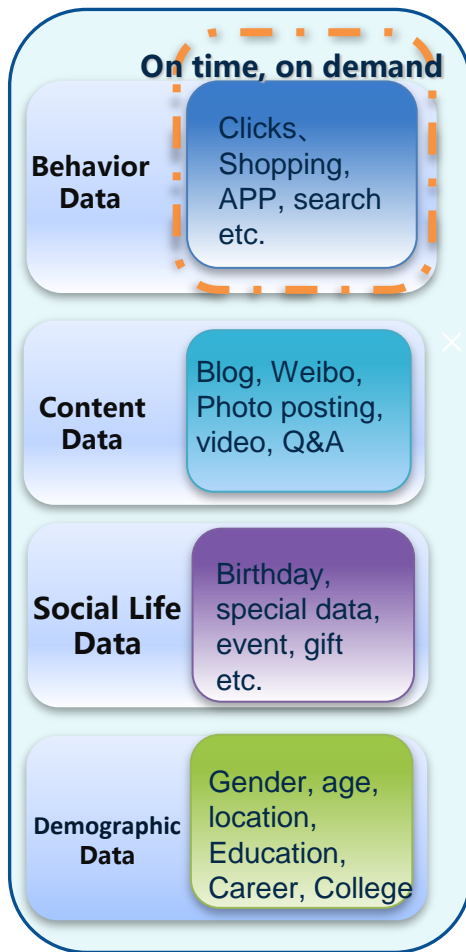
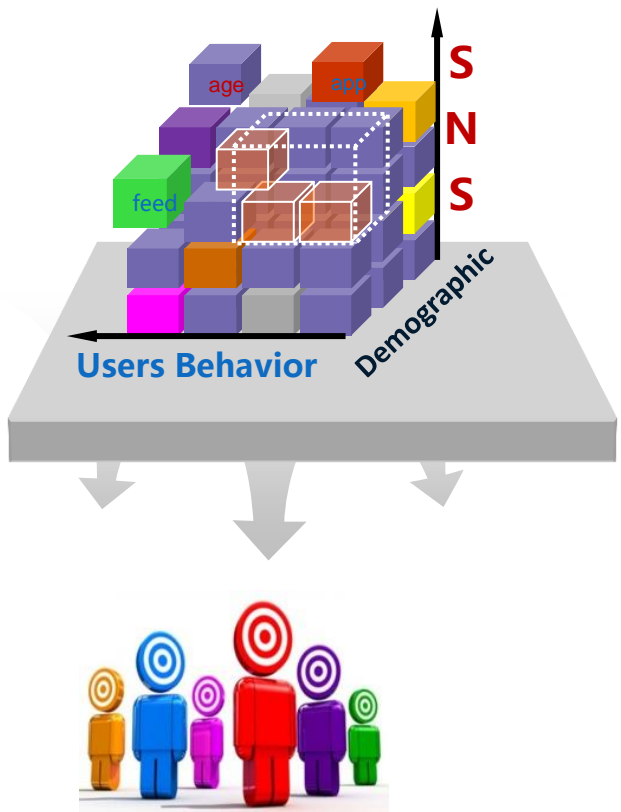
Channels and online traffic

Daily traffic from mobile side: 2B
Daily traffic from PC side: 10B





Precise Targeted Ads



Tencent Ads Coverage

1



Qzone Text Link ads

2



Qzone Info Flow Ads

3



Mobile Content Network

4



Wechat Ads (Text Links, Banner, Image, Cards)

5



Mobile Tencent.com Ads

6



Tencent News Ads

7



QQ Music/Video Banner Ads

8



QQ Chat Display Ads

Crossing Channels



腾讯新闻



微信



微视

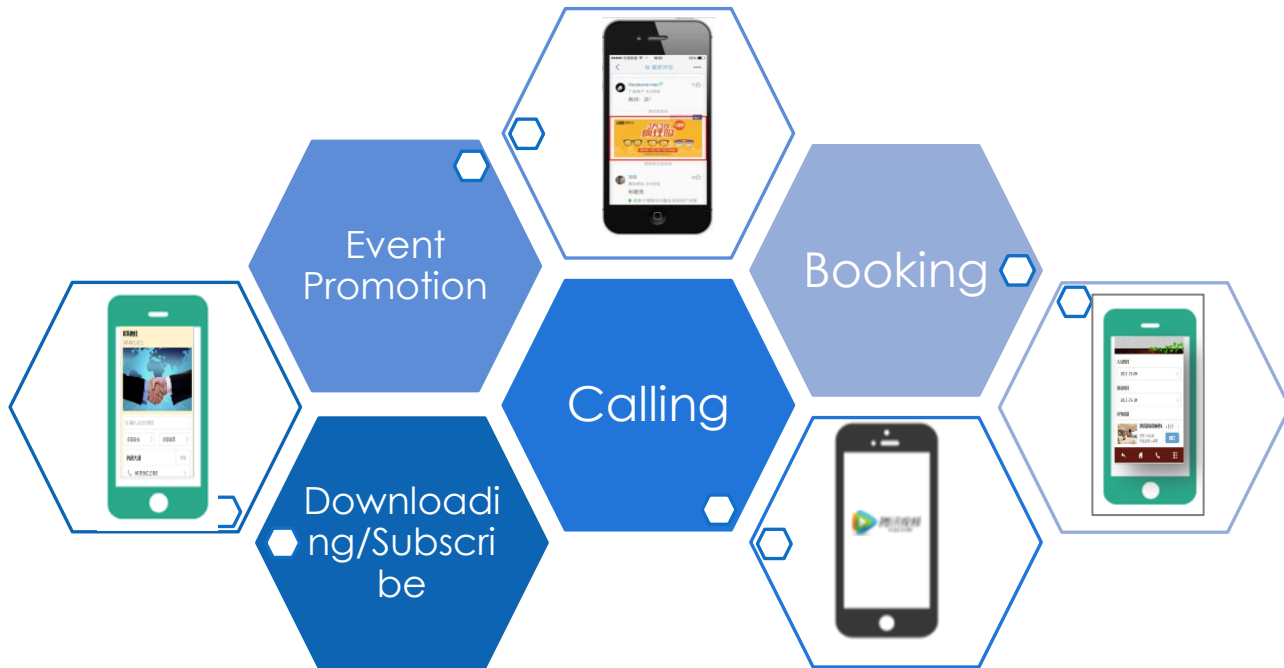


Crossing Platform





Ads to Leads





Ads Size and Format

| | | (Tencent Ads Size) | | |
|------------------------|------------------------------|--------------------------------|---|--------------------------|
| 平台 Channels | 广告位置 Position | 尺寸 Size | 格式 Format | |
| 移动端 (mobile) | 消息流 (News Feeds) | App下载 (App Download) | 1000*560, 90KB内, ≤30个汉字的广告描述 | JPG |
| | | H5页面 (H5 page) | | |
| | 微信 (Wechat) | 图片广告 (Banner) | 582*166, ≤30K | JPG、PNG |
| | | 图文广告 (Text Link) | 114*114, ≤30K ≤14个汉字的广告文案 ≤28个汉字的广告描述 | JPG、PNG |
| | 移动联盟 Mobile Network | 横幅广告 Top Ads | 640*100 | JPG、PNG\GIF (其中GIF时长<5s) |
| | | | 480*75 | |
| | | | 320*50 | |
| | | | 240*38, ≤30KB | |
| | | | 1456*180 936*120 (PAD), ≤40KB | |
| | 移动联盟 Mobile Network | 插屏图片广告 Insert Ads | 600*500 300*250, ≤80KB | JPG、PNG\GIF (其中GIF时长<5s) |
| | | 插屏图片广告 (大规格) Insert Ads | 640*960, ≤80KB 320*480, ≤70KB | JPG、PNG\GIF (其中GIF时长<5s) |
| | | 开屏图片广告 Open Screen Ads | 640*960 320*480, ≤100KB | JPG、PNG\GIF (其中GIF时长<5s) |
| | | 视频广告 Video | 图片: 600*500, 视频: 640*360,16:9 | 视频为MP4, <1M, 5s<时长<15S |
| | 新闻客户端 News Channel | 新闻评论页banner news | 640*288, ≤30KB | JPG、PNG |
| | | 订阅号文章底部文字链 Bottom Link | 14个汉字以内 | |
| | 手机 Mobile QQ | 手Q单图 Whole page | 640*100, ≤10KB | JPG、PNG |
| 手Q兴趣部落话题列表 Chat Topics | | 90*90, ≤30KB 标题8-22字; 描述15-26字 | JPG、PNG | |
| 手Q新闻插件-文章页底部 Bottom | | 582*166, ≤30KB | JPG、PNG | |
| 手机音乐 Mobile Music | 手机音乐馆底部banner(IOS&Andriod) | 640*100, <40K | JPG | |
| | 手机歌单详情页底部banner(IOS&Andriod) | 80*80, <30K | JPG(内容要可跳转QQ音乐内嵌H5页面或直接拉APP下载) | |



Ads Results

WeChat



- * Over 5,000 advertisers
- * Public Account over 8.5 million
- * Wechat Active Users
468,000,000
- * Users increase over 25,000 per day
- * Daily PV **2.6 Hundred Million+**, Avg CTR **2.2%+**

QZone

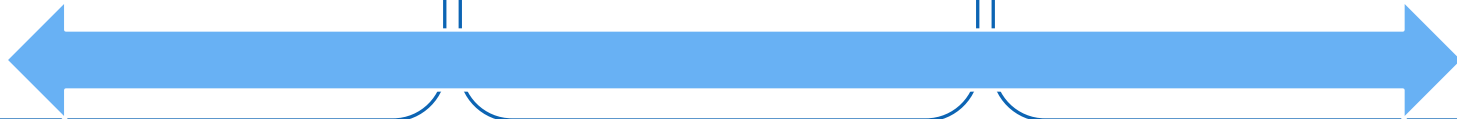


- * Traffic **3 Hundred Million+**
- * Avg CTR **5%**.
- * Avg CPD **\$0.2 -0.6**
- * Daily Downloads **1Million**

Tencent Mobile



- * 20 Hundred Million Daily PV
- * 900 Million Daily Users





- CPC Based Ads
- WeChat advertising needs special approval
- Requires:
 - copy of business license
 - advertiser's landing URL
- The application review will take one to two weeks
- Minimum ads start from \$3,000



Our Services

| ID | Description | Basic | Premium |
|----|-----------------------------------|-------|---------|
| 1 | Open account | Y | |
| 2 | Manage Ads | Y | |
| 3 | Choose targeted viewers/customers | Y | |
| 4 | Recommend proper ads Channels | Y | |
| 5 | Design Images, flashes | | Y |
| 6 | Create Mobile Mini Website | | Y |
| 7 | Integrate with Salesforce/CRM | | Y |
| 8 | Create Video | | Y |
| 9 | HTML code engineering | | Y |

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