

# Digital Marketing Asia Media China

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**#1 Chinese Video-  
Sharing Website**



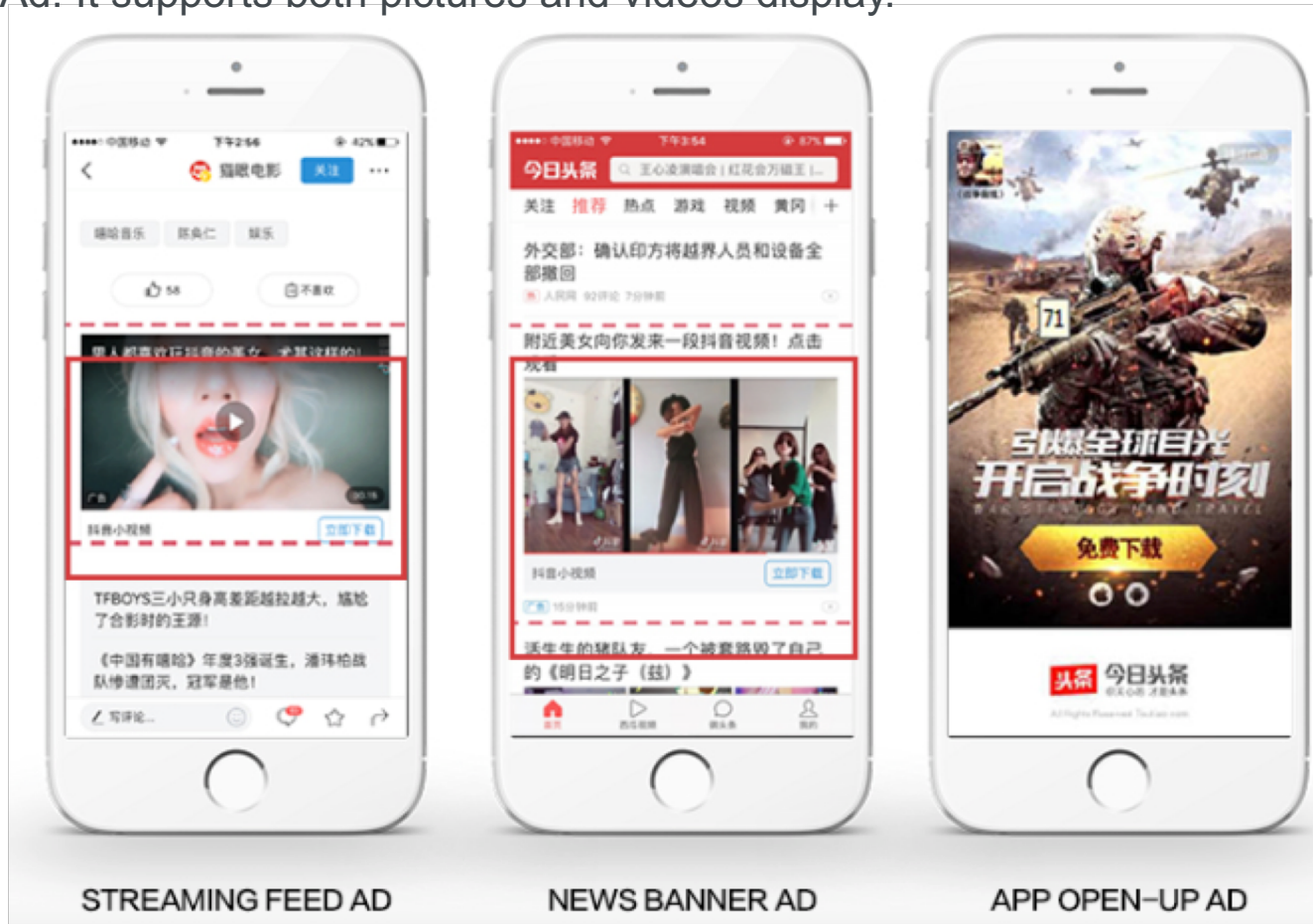
# About Toutiao

- Toutiao or Jinri Toutiao is a news and information content platform, a core product of the Beijing-based company ByteDance. By analyzing the features of content, users and users' interaction with content, the company's algorithm models generate a tailored feed list of content for each user.
- Toutiao is growing to be the largest news aggregation app in China. By June 2017, Toutiao reached 178 million users (according to QuestMobile's 2017 Q2 Mobile Internet report), and over 120 million people in China spend more than an average of 76 minutes on it (more than that on Facebook or Snapchat by US people), making it an attractive platform for advertisements. Indeed, nearly all of Toutiao's revenue comes from advertising.



# Toutiao's Advertising Format

Toutiao, along with its sister apps: Watermelon Video App, Subtle Jokes App, offer three positions for Ads: Streaming feed Ad, News banner Ad, and App open-up Ad. It supports both pictures and videos display.





# Toutiao Ad's Advantage

## 1. Ideal place to find interested customer

- The biggest USP of Toutiao as a destination for ad is derived from the content-recommendation mechanism powered by machine learning technology. The company claims they have cracked the code to keeping users interested, which proves to be working by now: users averagely open Toutiao app 9 times per day.
- Toutiao sources content from 4,000 medias, and distributes 300 thousand pieces of news every day. With the App being opened frequently, large impressions of ad are guaranteed. Besides, it's easier for marketers to identify and cater to audience's interests, because this part is already taken care of by Toutiao.



# Toutiao Ad's Advantage

## 2. Better exposure

- Comparing to Wechat Ad, Toutiao Ad is more likely to be accepted by users because ads are fed to users just like pieces of news. By contrast, Wechat is still considered as a social platform and users have a natural rejection towards ads.

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