



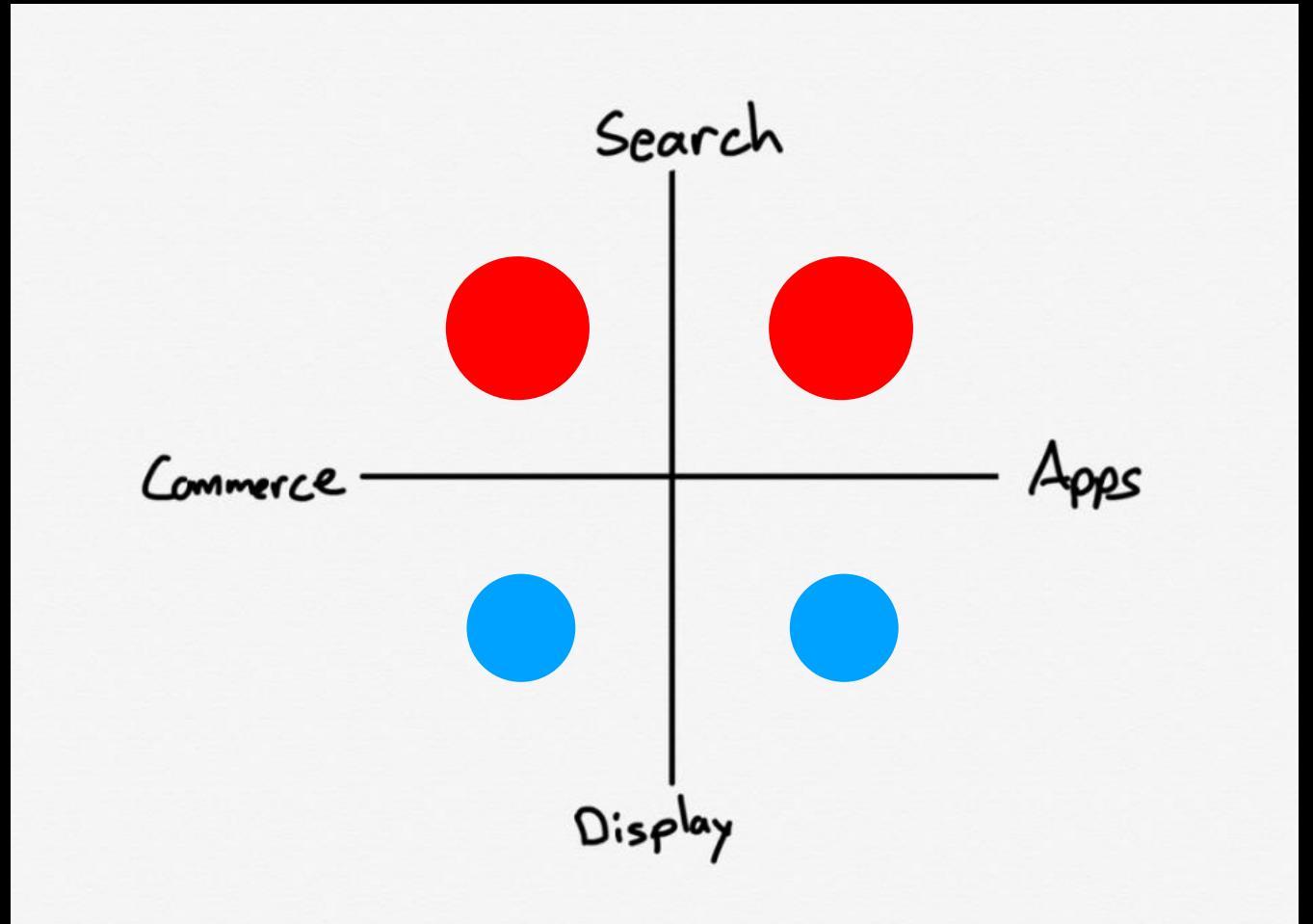
HUAWEI Ads
All About Quality

Digital Advertising in the IoT age.

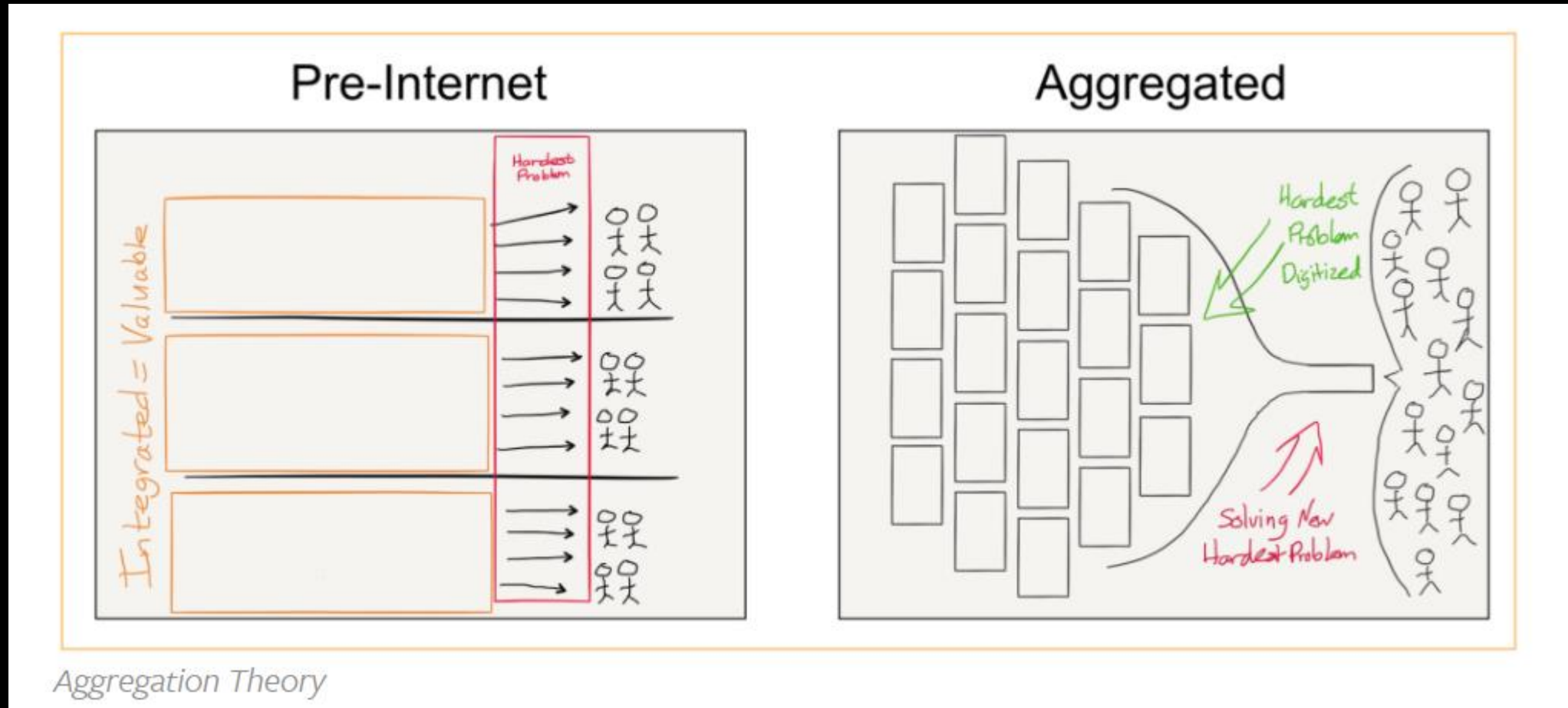
María Ramiro

WEU Head of Huawei Ads Business Development

Simplifying,
not very long time ago,
the Advertisement
industry looked like this:



The Aggregation Theory & “Winner- take- all” dynamics



By Ben Thompson

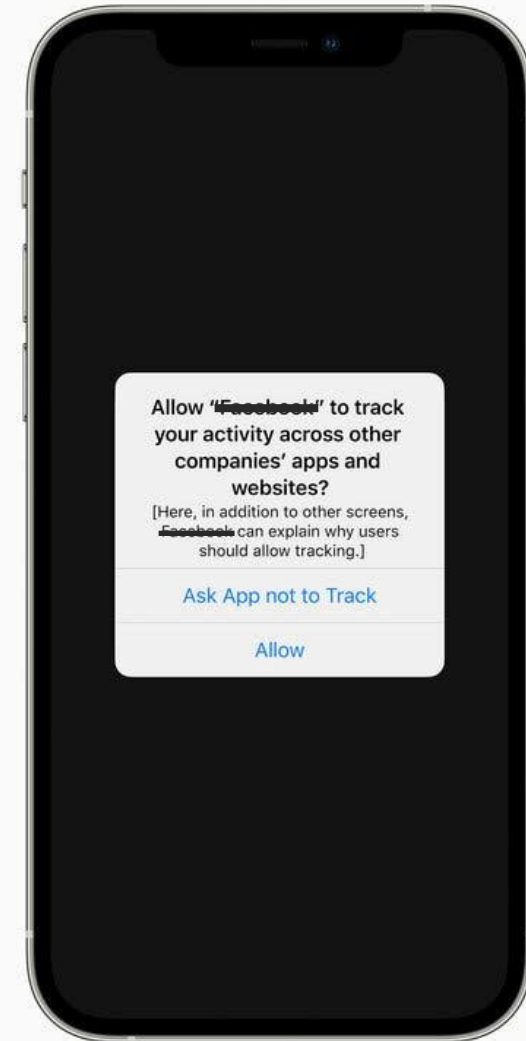


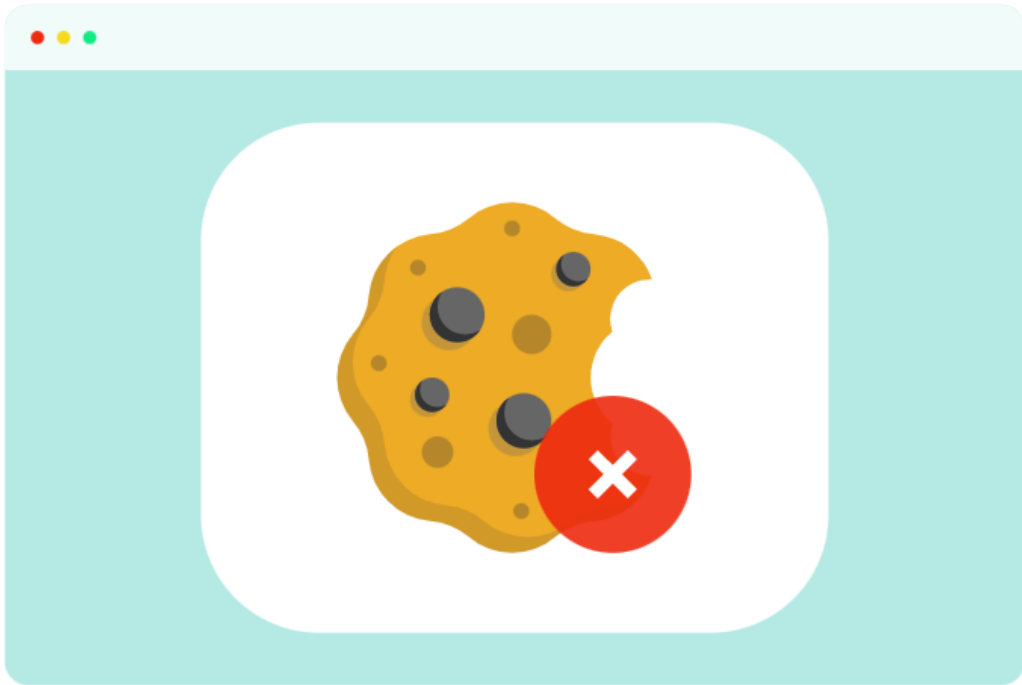
“Walled Gardens”

Recent Industry changes

Privacy Tracking Transparency

Applies to any app that collects data about end users and shares it with other companies for purposes of tracking across apps and web sites



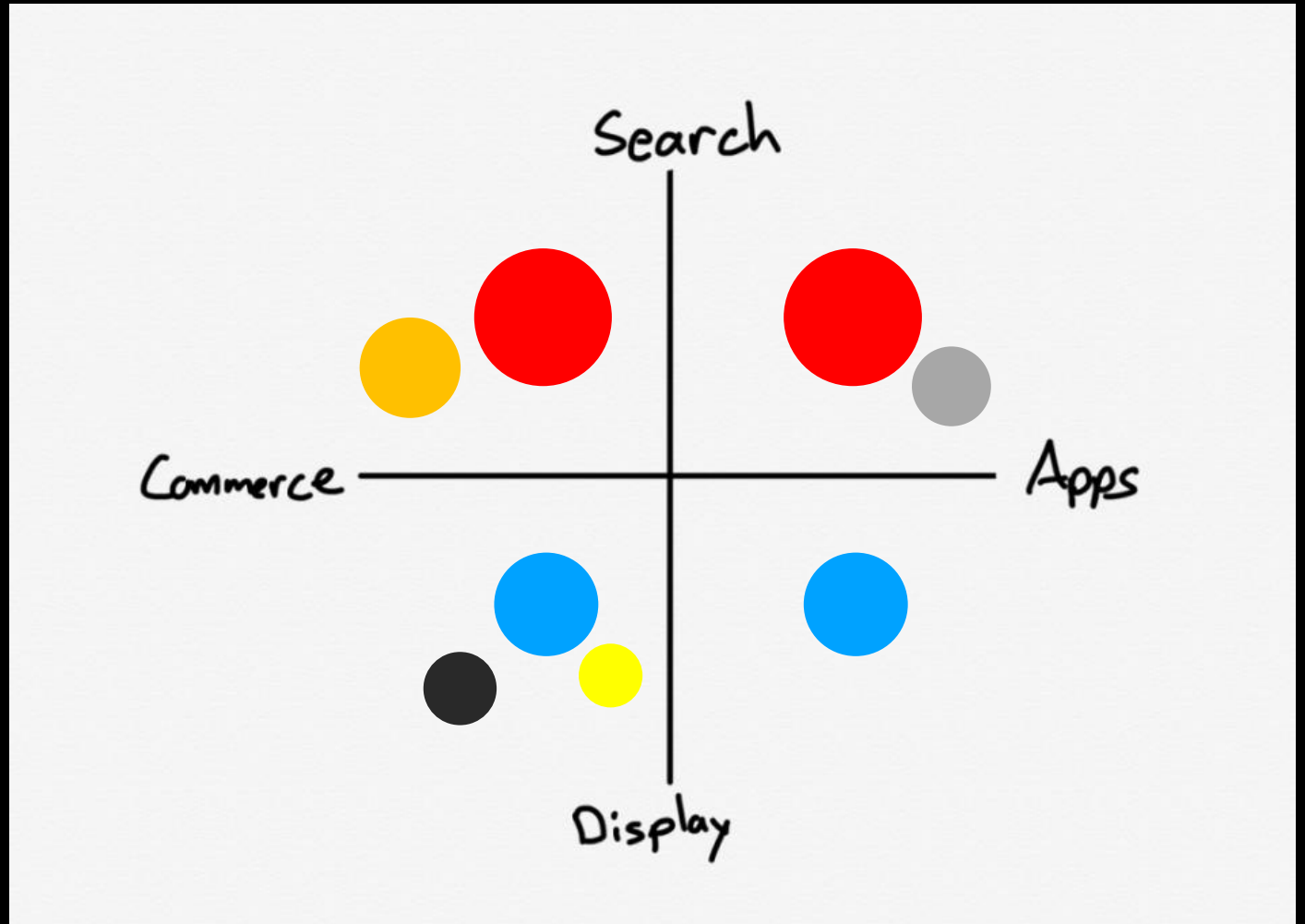


Cookie- less environment & Privacy Sandbox

New initiative to develop a standard to
fundamentally enhance user Privacy

Walled Gardens
again,

And a few more
new entrants



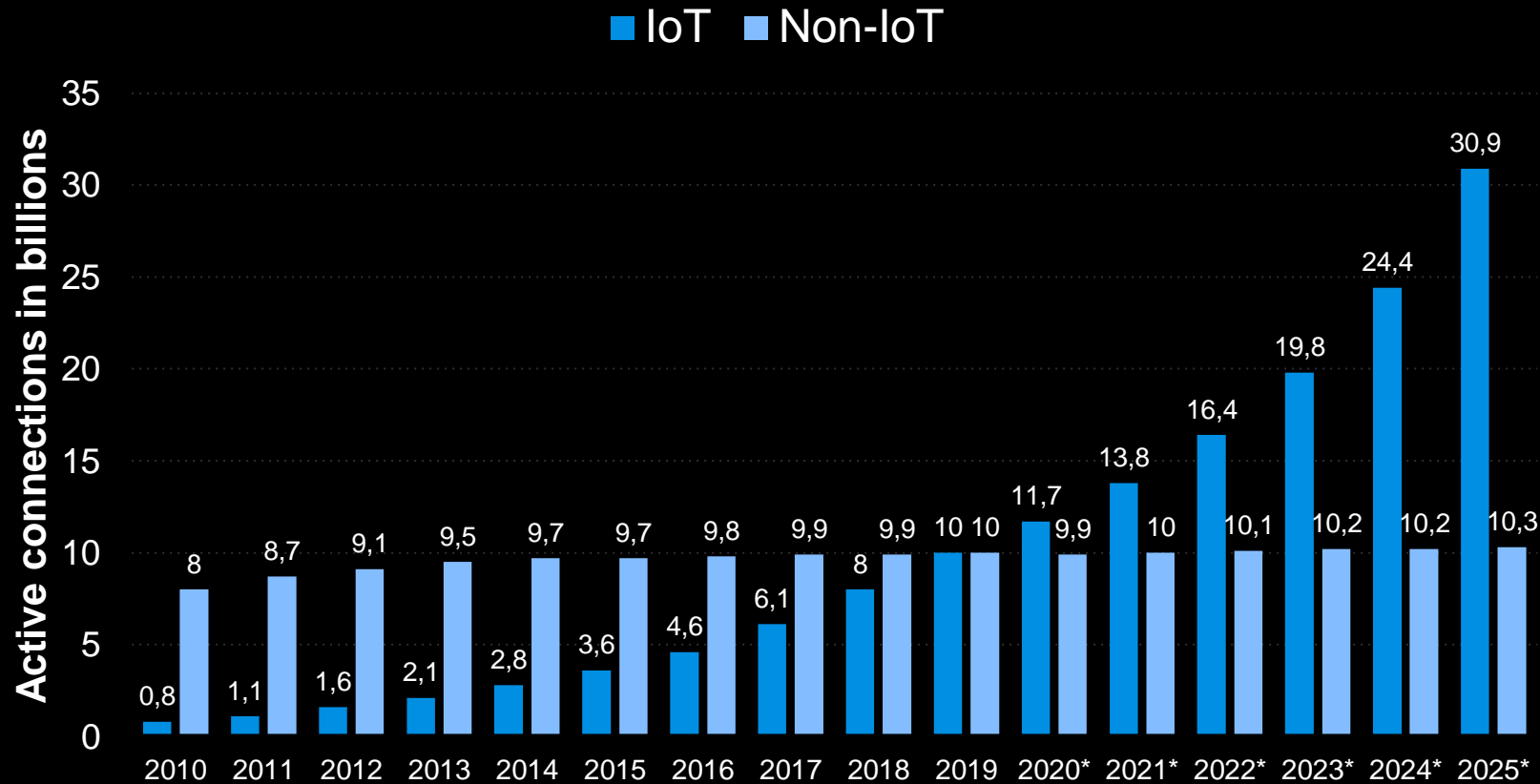
An aerial, black and white photograph of a city skyline. A prominent skyscraper, resembling the Burj Khalifa, stands out in the center. The foreground shows a body of water and a winding road. The sky is filled with dramatic, dark clouds.

Post- Internet Post- Smartphone



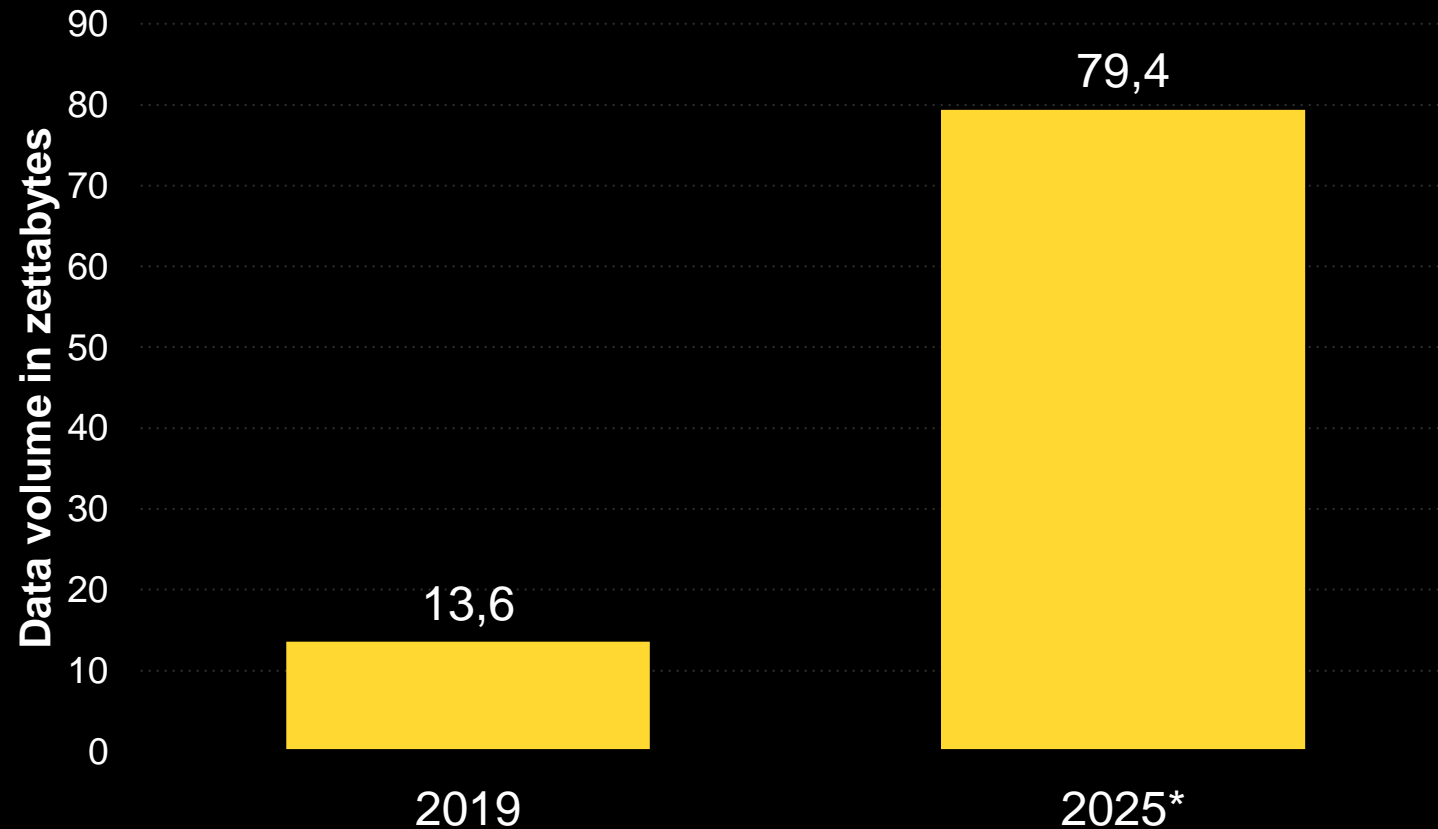
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Internet of Things (IoT) and non-IoT active device connections worldwide from 2010 to 2025 (in billions)



- There are more connected devices than people in the world
- The more connected devices, the more data Exchange between them

Data volume of internet of things (IoT) connections worldwide in 2019 and 2025 (in zettabytes)





“Walled Gardens”
of the future?



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+1 b Huawei Connected devices across the seamless AI life ecosystem



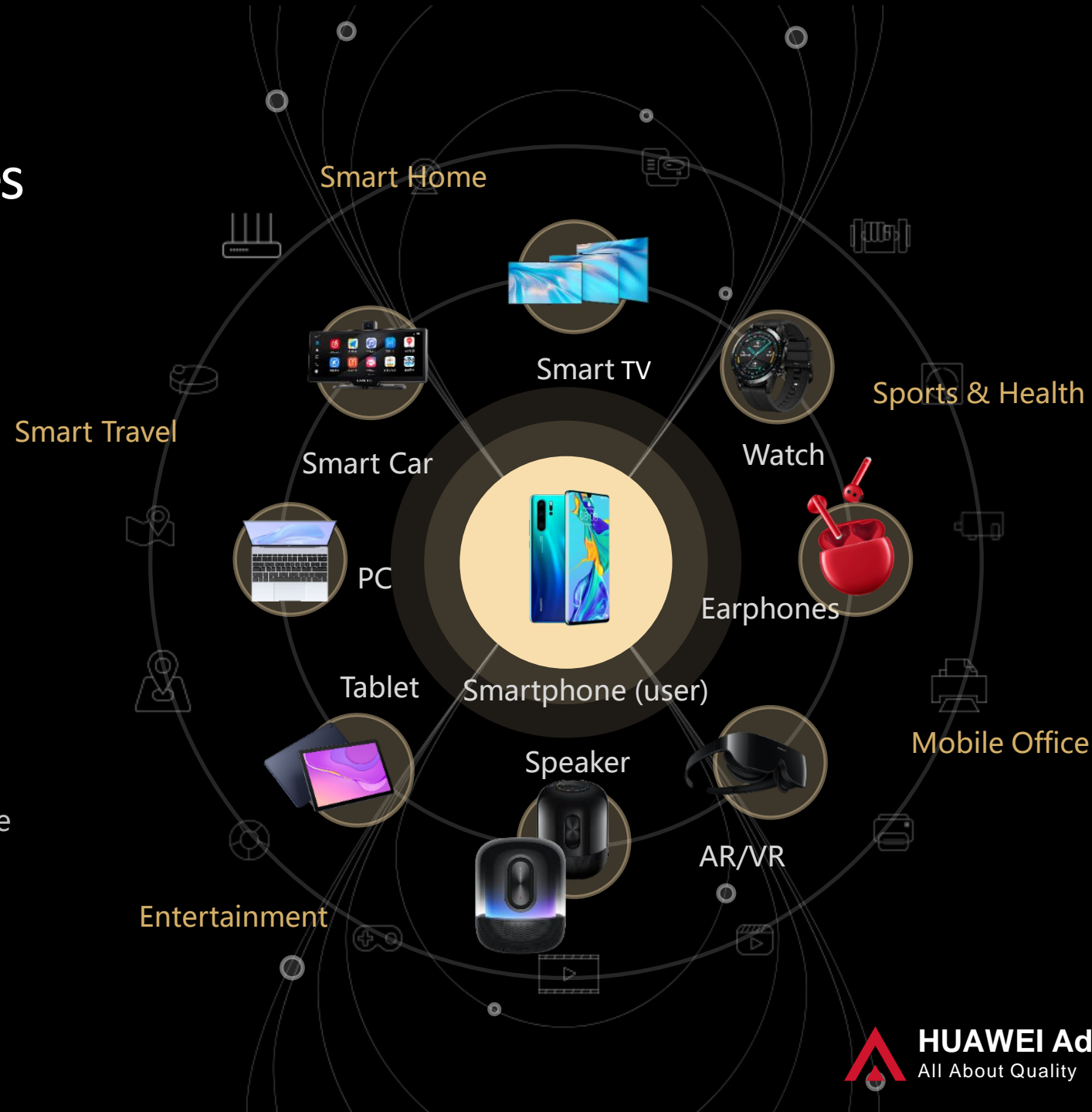
Smartphone as the Super Device



Links to Huawei products,
for enhanced lifestyle in all scenarios



Interconnected,
creating an all-inclusive smart experience



HUAWEI Ads
All About Quality

With Huawei Mobile Services, first party data platforms built in

Hardware
ecosystem

1 bn+

connected devices across the
seamless AI life ecosystem

Software
ecosystem

+730 M

Global MAU

+187,000

integrated with
HMS Core apps

+5.4 M

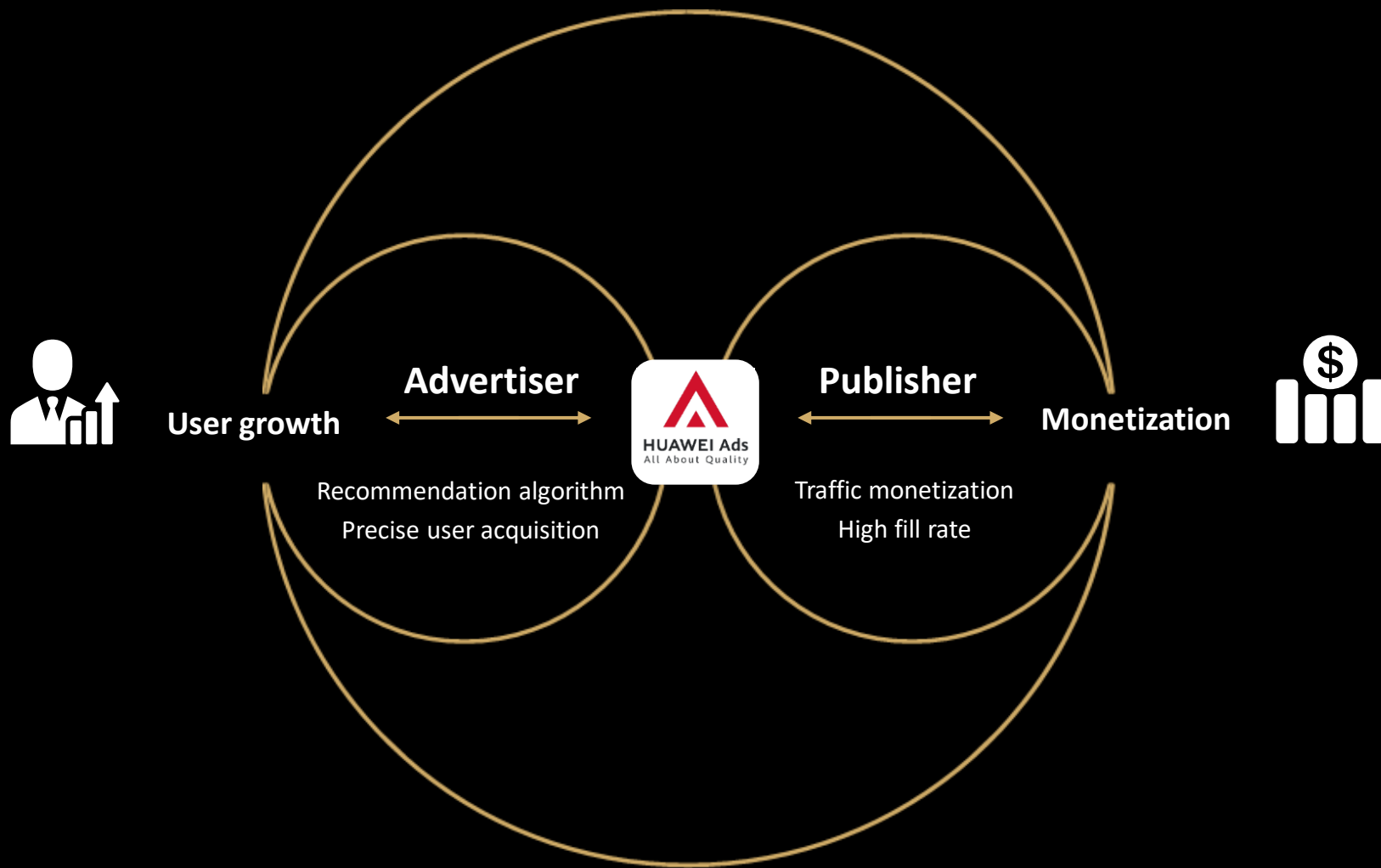
Developers

#OpenEcosystemDefinesFuture

* Data as of Q1 2022

Digital Advertisement in the IoT Age

HUAWEI Ads Helps Global Advertisers and Publishers Boost Business Growth





#Enhance data capability

Custom Audiences thanks to the *consent* First Party Data from the IoT device portfolio

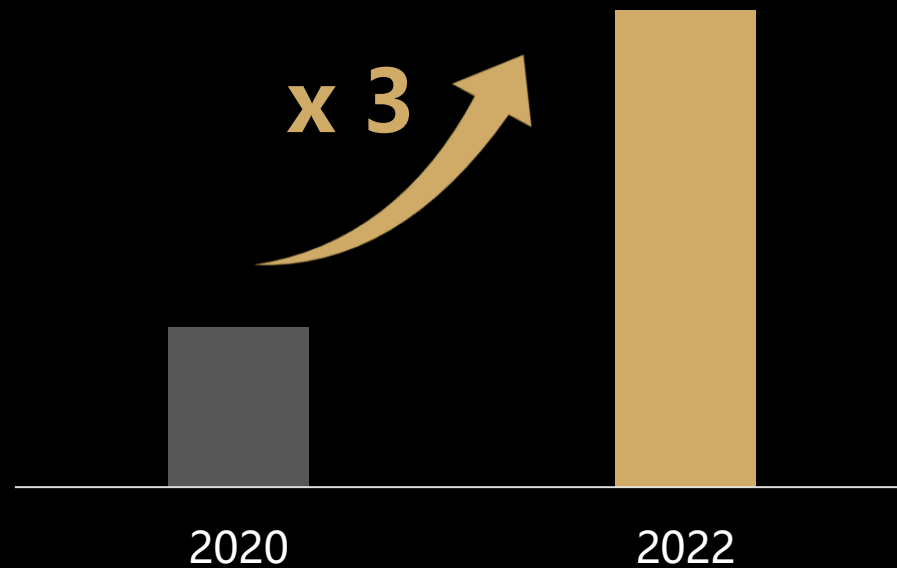
#Personalized Advertising

Improve discoverability in each IoT device and achieve **outstanding results**

HUAWEI Ads
All About Quality

Abundant Traffic Resources

HUAWEI Ads gets increasingly recognized by premium third-party publishers



Huawei Publishers



Third-party SSPs



Third-party Publishers



Targeting possibilities to meet Advertiser marketing need, Thanks to Hardware & OS Advantages

International standard
IAB TCF 2.0-CMP

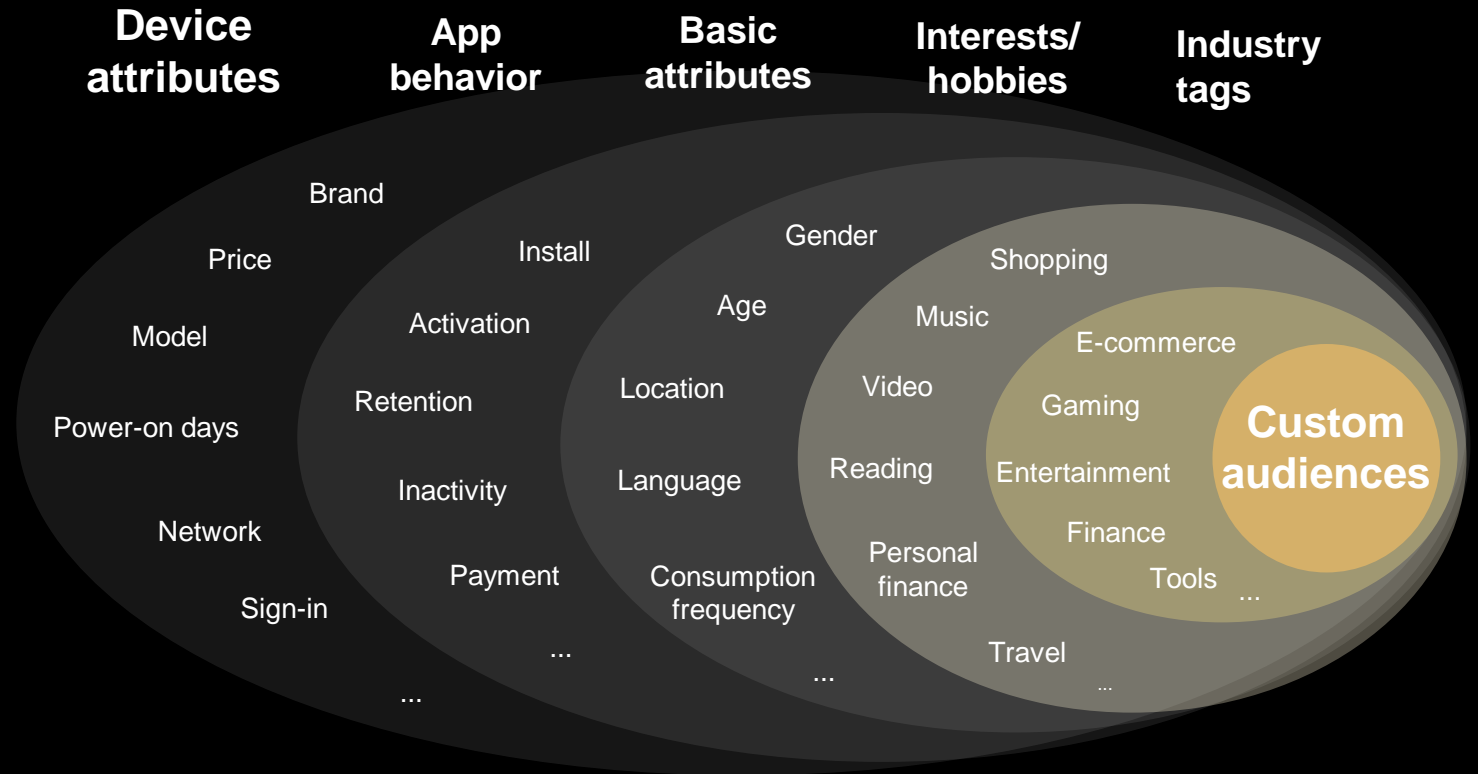
Third-party data
sharing compliance
Ads Consent SDK

International standard
IAB OMSDK

Personalized ad
compliance
OAID

International standard
IAB TCF 2.0-Vendor

Privacy statement
for Ads Kit data
collection

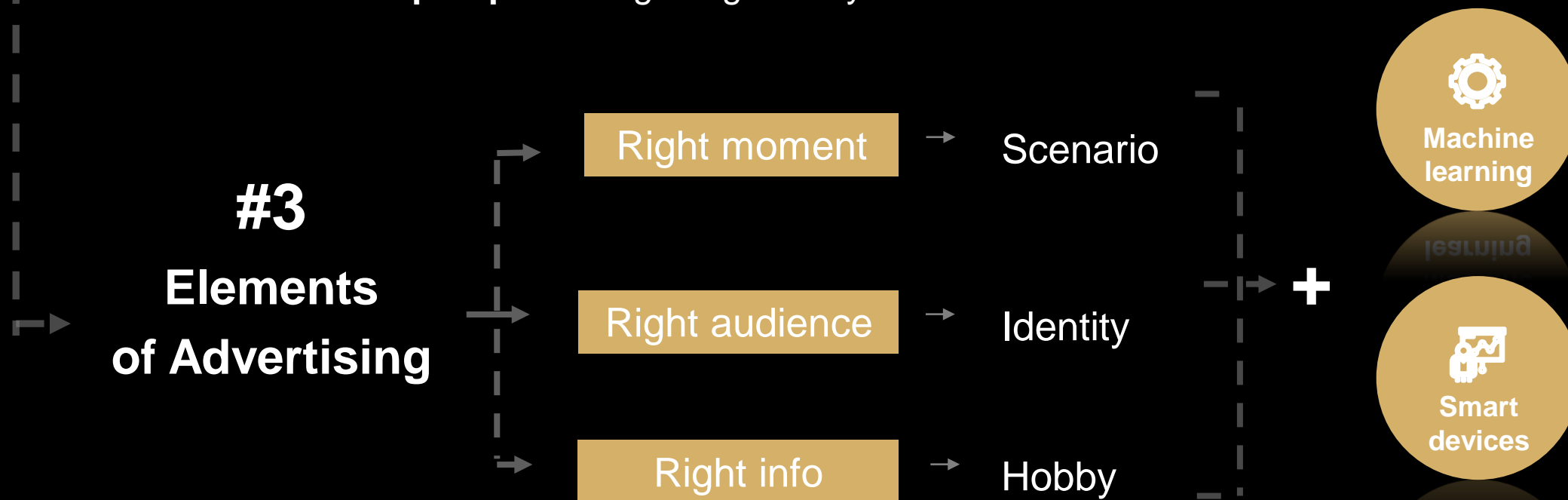


Device-Cloud Synergy, Reaching the Right Audiences at the Right Times

Exploring user interests with **on-device AI** and similar users across sites via AI, while implementing cross-device marketing through federated learning

Advertiser's perspective: excellent conversion performance

User's perspective: getting exactly what I need from ads



HUAWEI Ads
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Ad Exposure in multiple formats

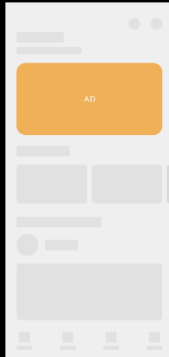
HUAWEI AppGallery



Search ad

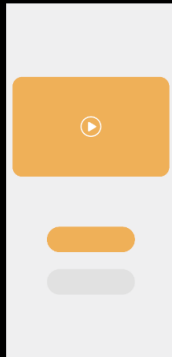


App icon ad



Standard banner ad

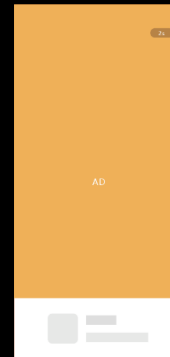
Display ads



Rewarded ad



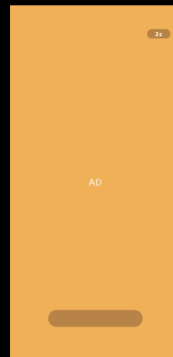
Native ad



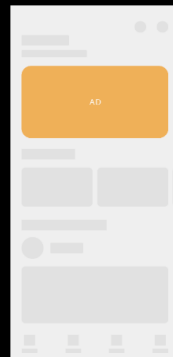
Interstitial ad



Trial play ad



Splash ad



Banner ad



Roll ad

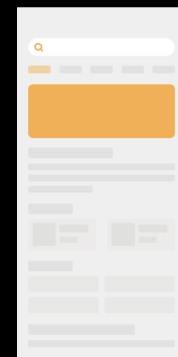


Creative interaction ad

Search network



Keyword ad



Brand ad

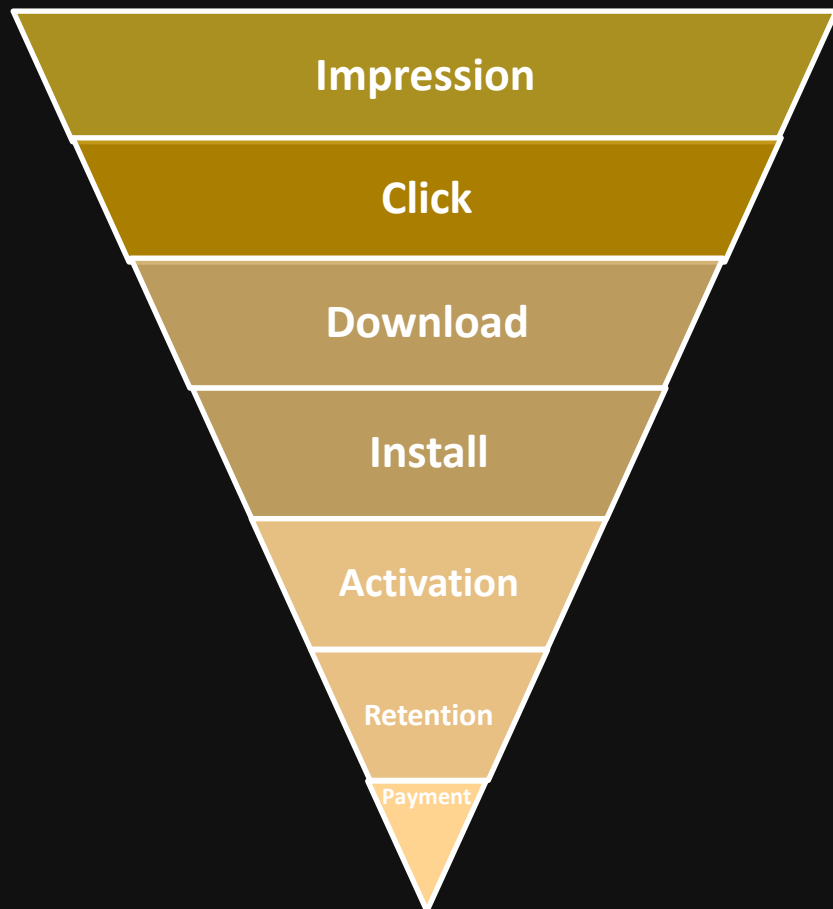


Shopping ad



App ad

Various Bid Types that cover the entire User Funnel



- **CPM**

Cost per mille (advertisers pay for impressions); applicable to brand advertising

- **CPC/ oCPC**

Cost per click; applicable to search keyword ads or in-feed ads

- **CPD/CPI**

Cost per download (advertisers are charged each time app download is complete)

- **CPA**

Cost per activation (advertisers pay for app activations)

- **CPS**

Cost per sale

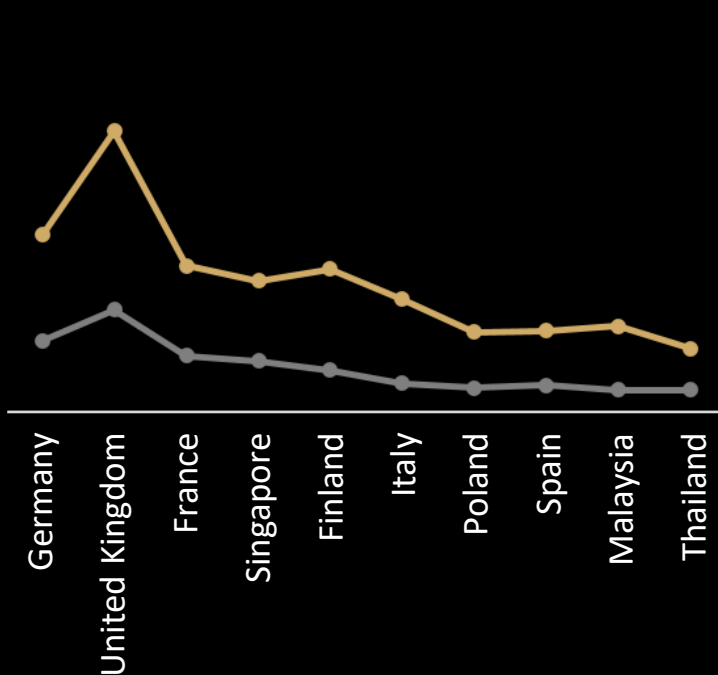


Good Start, Outstanding Success Cases

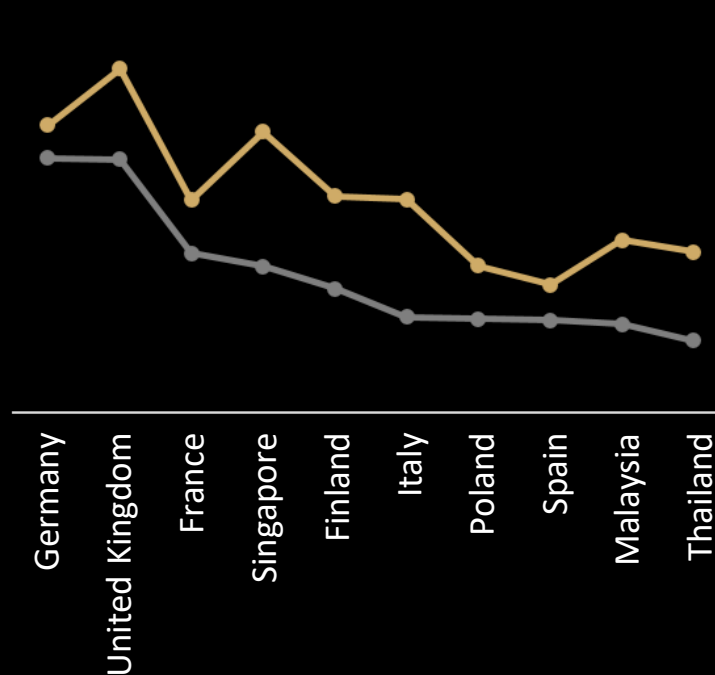
For Publishers

Premium Ad Slots' eCPM Exceeding Industry Average

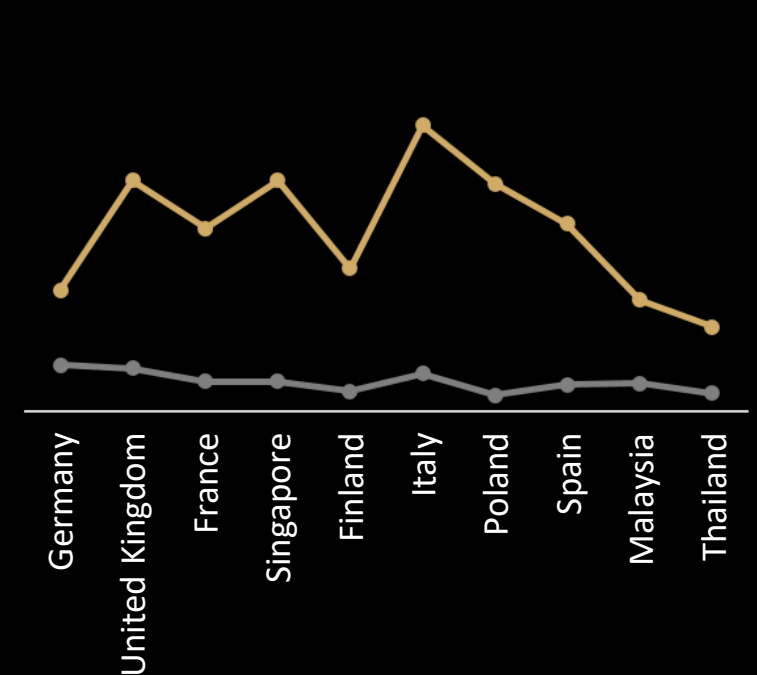
eCPM of rewarded ads



eCPM of interstitial ads



eCPM of banner ads



— Android_eCPM — HUAWEI Ads_eCPM

* Data source: HUAWEI Ads (as of Q4 2021)

For Advertisers

tROAS focused on Business Success

Target Return on Ad Spend (tROAS) bids intelligently to maximize the ROAS.
Compared with a common ad task, a tROAS ad task increases the ROAS by **120%+**



Deep learning

1

- Simulated testing



Life time value (LTV) prediction

2

- Dynamically looks for high-value users
- Target ROAS
- Cost per conversion



Smart bidding

3

- Bid prediction
- Cost control
- Real-time optimization to account for different scenarios

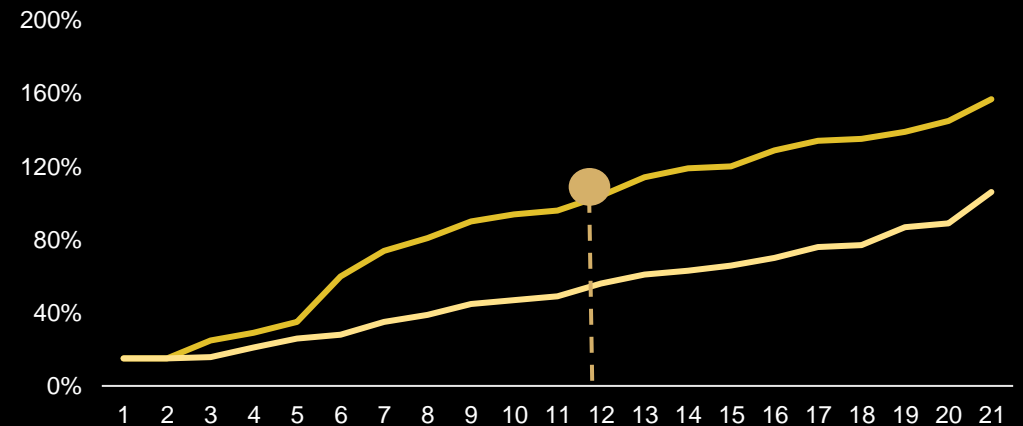


Performance tracking

4

- Data report

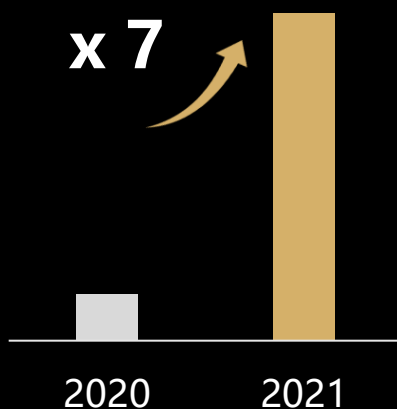
ROAS gets positive in 12 days on average



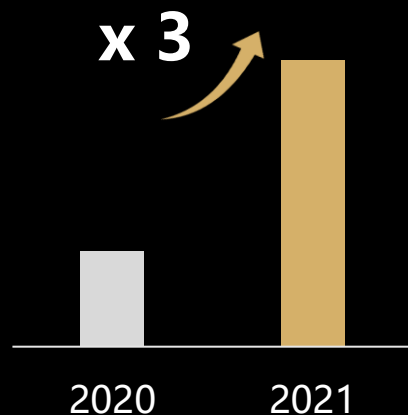
* Data source: HUAWEI Ads (as of Q4 2021)

Advertising All Categories Through Excellent Experience for Growth

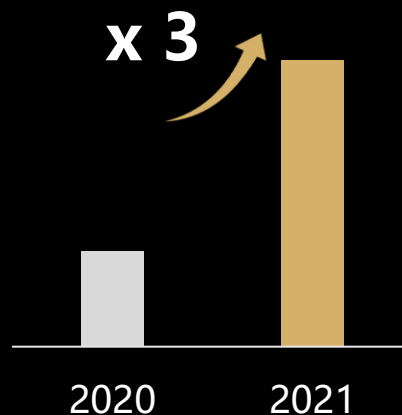
Advertisers
GAMING



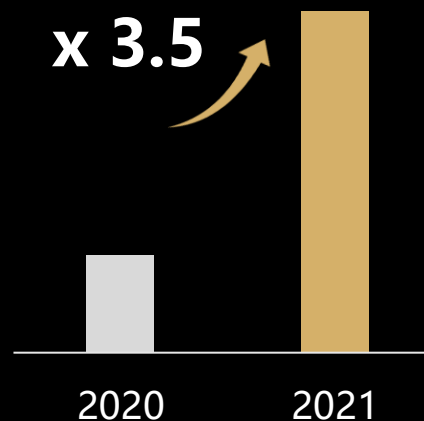
Advertisers
E-COMMERCE



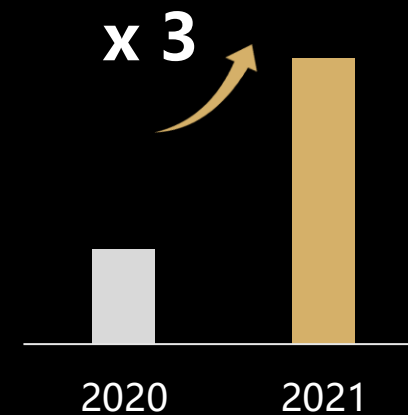
Advertisers
ENTERTAINMENT



Advertisers
FINANCE



Advertisers
TOOLS



* Data source: HUAWEI Ads (as of Q4 2021)

Thanks!

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