Advertising der Zukunft: mit HUAWEI Ads Wachstum für Advertiser und Publisher generieren

Advertising of the future: create growth with Huawei Ads for advertisers and publishers

Jens-Peter Pink

Marketing Lead Ecosystem & Cloud

+1 b Huawei Connected devices across the seamless AI life ecosystem
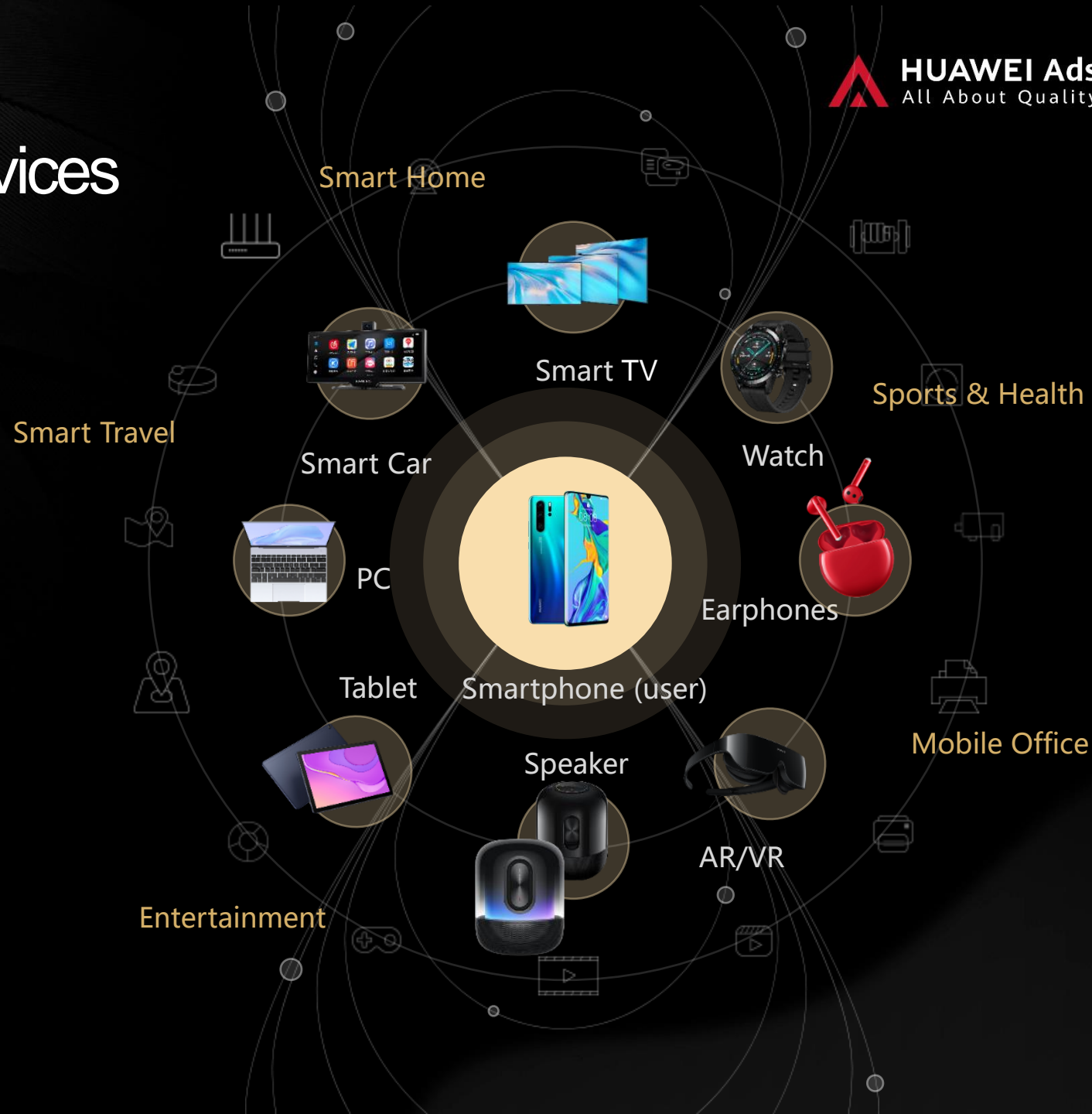
HUAWEI Ads
All About Quality

Smartphone as the Super Device

Links to Huawei products,
for enhanced lifestyle in all scenarios

Interconnected,
creating an all-inclusive smart experience

Smart Home

Smart TV

Sports & Health

Watch

Smart Travel

Smart Car

Earphones

PC

Tablet

Smartphone (user)

Mobile Office

Speaker

AR/VR

Entertainment

With Huawei Mobile Services, first party data platforms built in

HUAWEI Ads
All About Quality

1 bn+

connected devices across the
seamless AI life ecosystem

Hardware
ecosystem

Software
ecosystem

+730 M

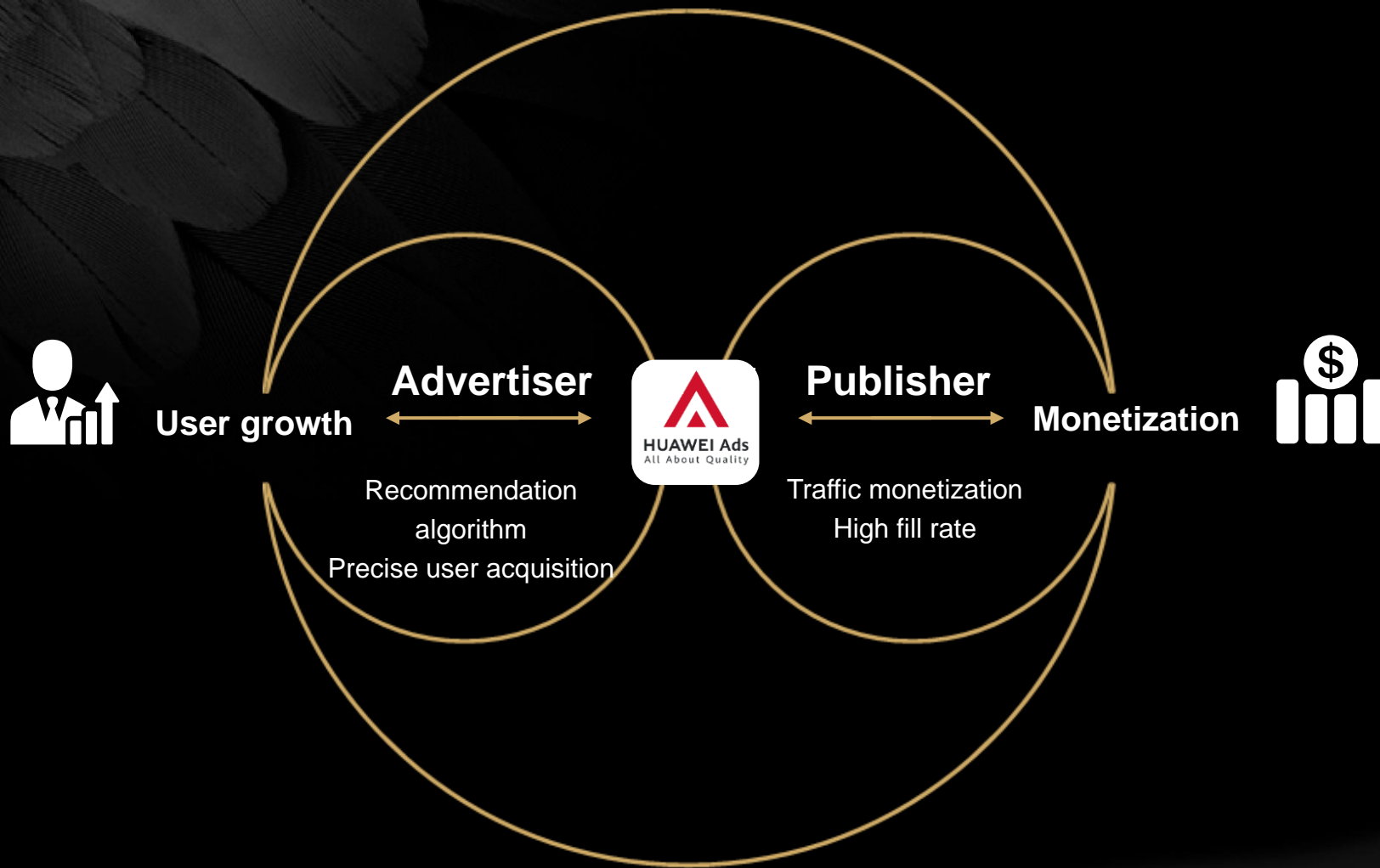Global MAU

+187,000

integrated with
HMS Core apps
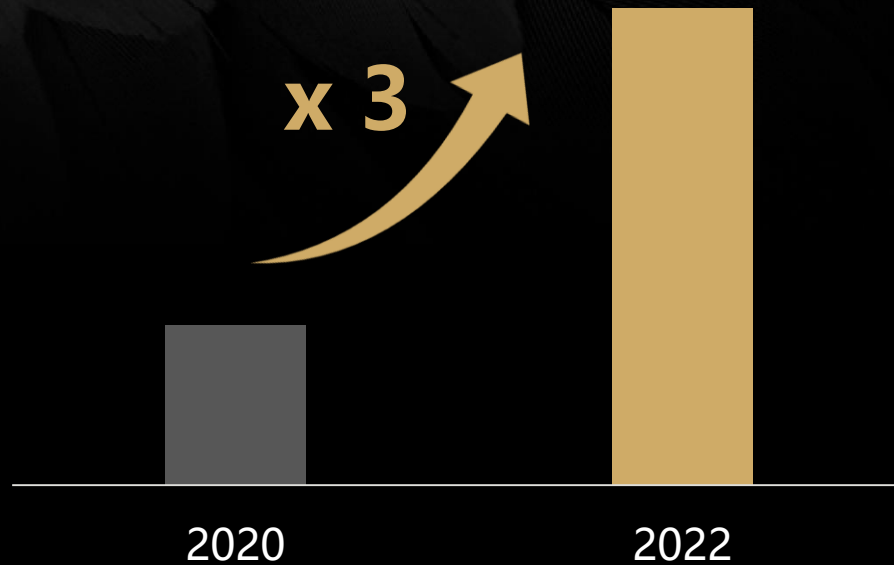
+5.4 M

Developers

#OpenEcosystemDefinesFuture

* Data as of Q1 2022

HUAWEI Ads helps global advertisers and publishers to boost business growth

HUAWEI Ads
All About Quality

User growth

Advertiser

Recommendation algorithm
Precise user acquisition

HUAWEI Ads
All About Quality

Publisher

Traffic monetization
High fill rate

Monetization

Abundant traffic resources

HUAWEI Ads gets increasingly recognized by premium third-party publishers

x 3

2020   2022

Huawei Publishers **+** Third-party SSPs **+** Third-party Publishers

HUAWEI Video
HUAWEI Browser
HUAWEI Themes
HUAWEI AppGallery
HUAWEI Music
HUAWEI Wallet
HUAWEI Assistant·TODAY
HUAWEI SkyTone
HUAWEI Cloud
HUAWEI Books
Petal Search

Mintegral
Smart Adserver
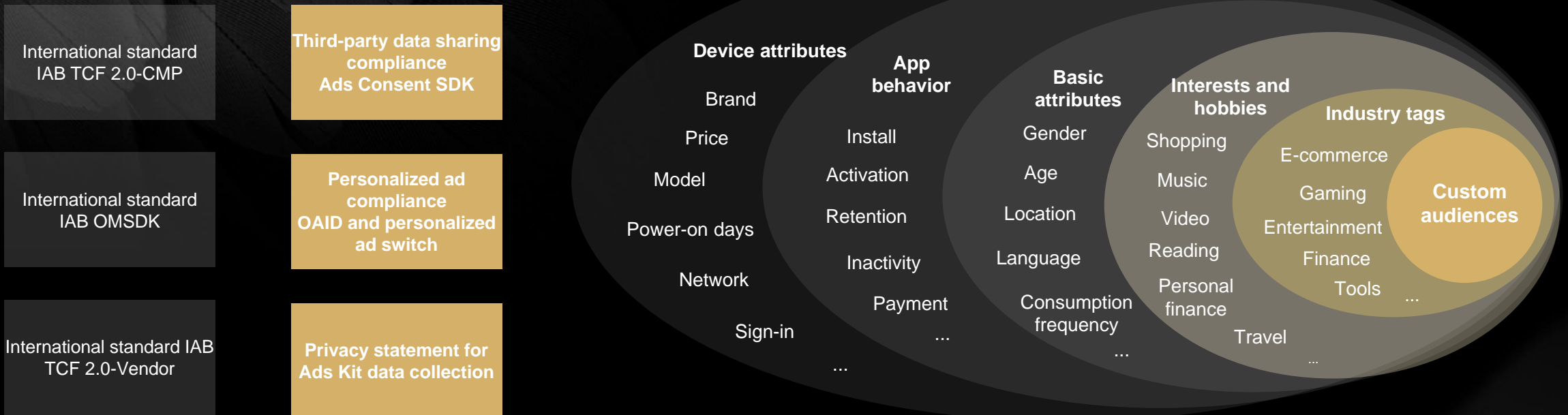myTarget

36,000+
Publishers partners worldwide

Targeting possibilities to meet Advertiser marketing needs, thanks to Hardware & OS Advantages

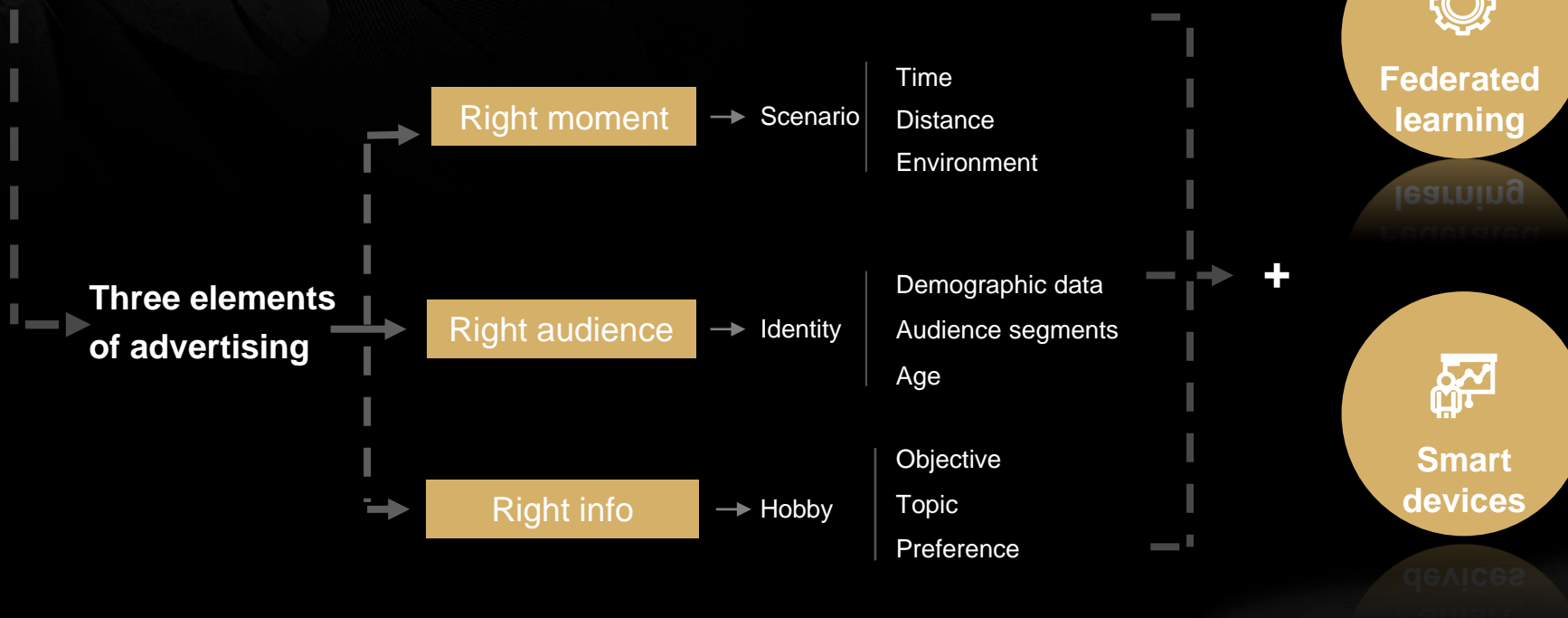**HUAWEI Ads**
All About Quality

International standard
IAB TCF 2.0-CMP

International standard
IAB OMSDK

International standard IAB
TCF 2.0-Vendor

Third-party data sharing compliance
Ads Consent SDK

Personalized ad compliance
OAID and personalized ad switch

Privacy statement for Ads Kit data collection

Device attributes
Brand
Price
Model
Power-on days
Network
Sign-in
...

App behavior
Install
Activation
Retention
Inactivity
Payment
...

Basic attributes
Gender
Age
Location
Language
Consumption frequency
...

Interests and hobbies
Shopping
Music
Video
Reading
Personal finance
Travel
...

Industry tags
E-commerce
Gaming
Entertainment
Finance
Tools
...

Custom audiences

Device-Cloud Synergy -
Reaching the right audiences at the right times
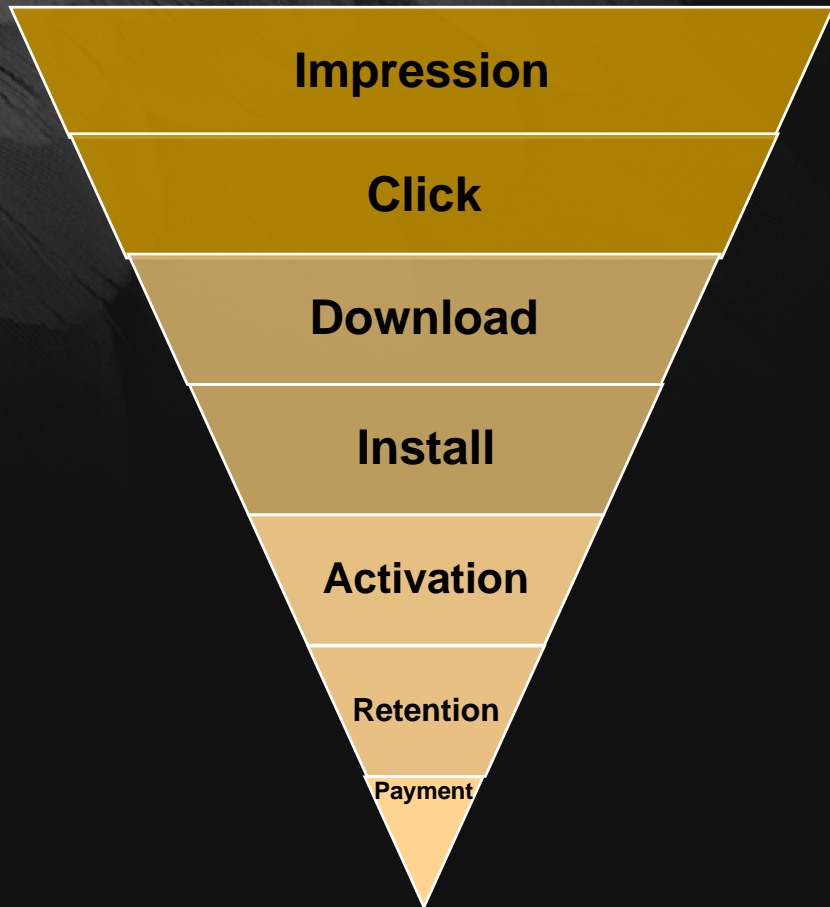
HUAWEI Ads
All About Quality

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

Three elements of advertising

Right moment → Scenario
- Time
- Distance
- Environment

Right audience → Identity
- Demographic data
- Audience segments
- Age

Right info → Hobby
- Objective
- Topic
- Preference

+

Federated learning

Smart devices

Various bidding types
that cover the entire User Funnel

HUAWEI Ads
All About Quality

Impression

Click

Download

Install

Activation

Retention

Payment

- **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).
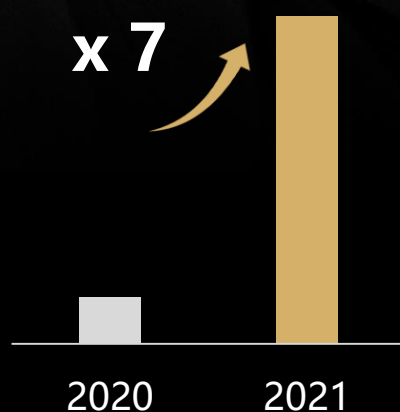
- **CPA**

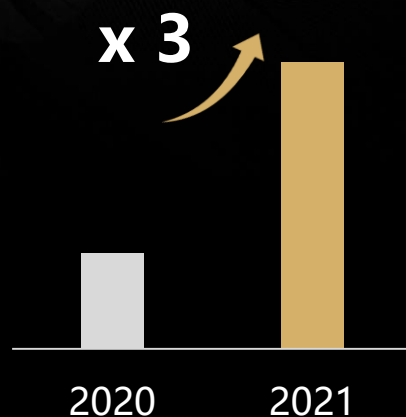Cost per activation (advertisers pay for app activations).

- **CPS**

Cost per sale
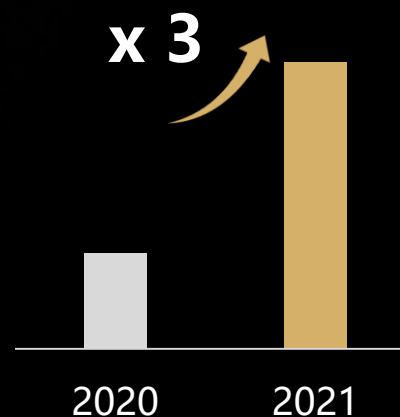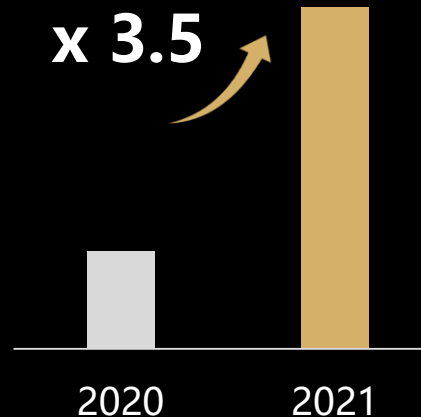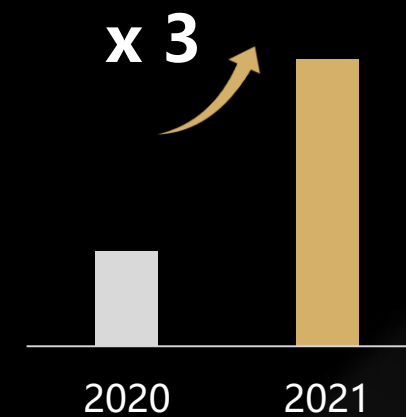
E-commerce App (one-stop-shopping) : high CTR with low CPC

HUAWEI Ads
All About Quality

Campaign Optimization

Start delivering Ads

246	364	667

1.135
1.247
976
1.255

2021-04 2021-05 2021-06 2021-07 2021-08 2021-09 2021-10

Thousand

1.400
1.200
1.000
800
600
400
200
0

0,060
0,050
0,040
0,030
0,020
0,010
0,000

■ Clicks — CPC
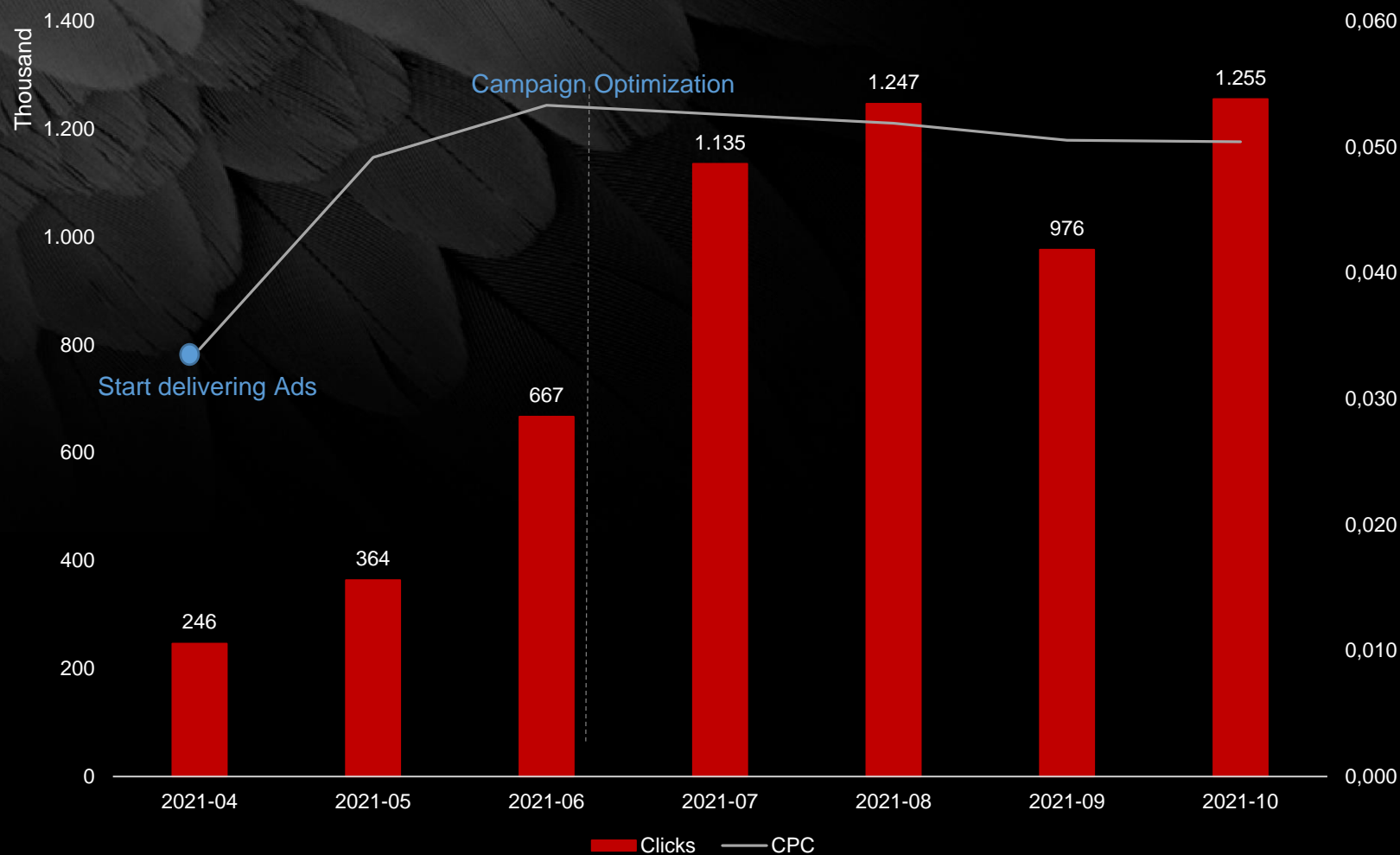
3%
AVG CTR

0.048
AVG CPC

1.2 M +
Weekly Link Clicks

HUAWEI Ads helps global advertisers and publishers to boost business growth

HUAWEI Ads
All About Quality
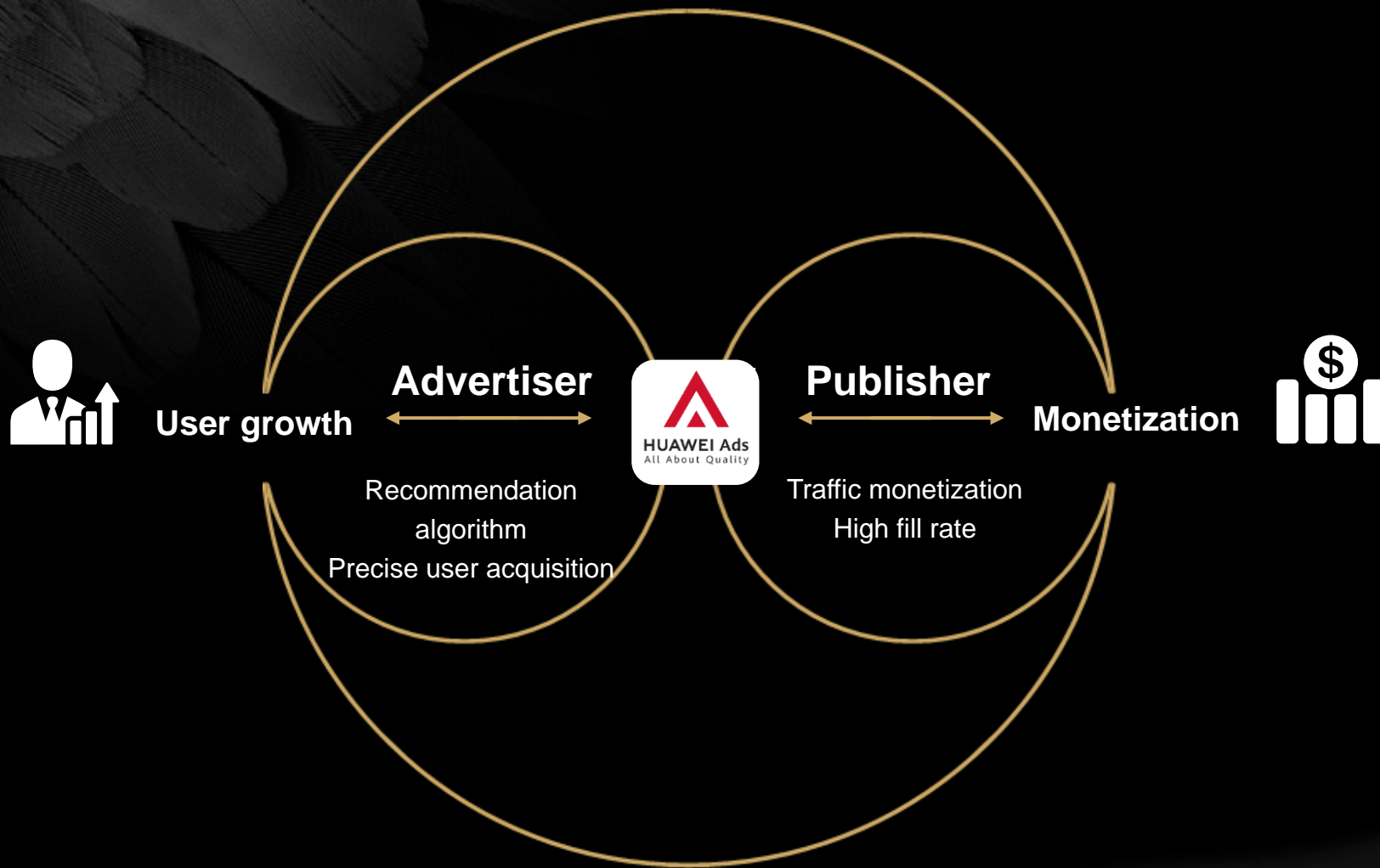
User growth

Advertiser

Recommendation
algorithm
Precise user acquisition

HUAWEI Ads
All About Quality

Publisher

Traffic monetization
High fill rate

Monetization

HUAWEI Ads Platform: Advertisers & Publishers worldwide

HUAWEI Ads
All About Quality

Advertisers

Publishers

Third-party SSPs

Third-party Publishers

Huawei Publishers

HUAWEI Ads

Dior GUERLAIN PARIS CLARINS PARIS
GUCCI dyson
BVLGARI

VOLVO BMW TOYOTA HONDA

LEXUS EXPERIENCE AMAZING Jeep

HYUNDAI KFC SAIC

pepsi AIR CHINA 中国国际航空公司 GM

Disney PUMA BYD

TikTok
Voodoo
Bigo Live AliExpress Intercontent groupm
AUTODOC SoundHound

HUAWEI Video HUAWEI Browser HUAWEI Themes
HUAWEI Music HUAWEI AppGallery
HUAWEI Wallet HUAWEI Assistant·TODAY
HUAWEI SkyTone HUAWEI Books
HUAWEI Cloud
Petal Search

Mintegral
Mintegral
smart+
Smart Adserver
my TARGET
myTarget

36,000+
Publishers partners worldwide

3500+
Publishers Europe

4
3rd Party SSP

170+
Country

128
Publishers Germany

15 B+
Ads Request/month on Huawei Ads in Germany

Value Proposition for Publishers

HUAWEI Ads
All About Quality

01 ADDITIONAL REVENUE STREAM

Continue to monetize on GMS phones (i.e. Huawei P30, P30 pro etc.), using your current set-up and monetization channels (AdMob, D&V360, others) and bring additional Revenue coming from a large user base of all the new Huawei smartphones model: from P40 to P50, Nova, etc., and all the future new lines of phones with HMS only.

02 HIGH FILL RATES & eCPMs

- High internal advertising pressure to ensure high fill rate
- First case studies of publishers who successfully integrated our SDK show an increase in the avg. CPM of +20
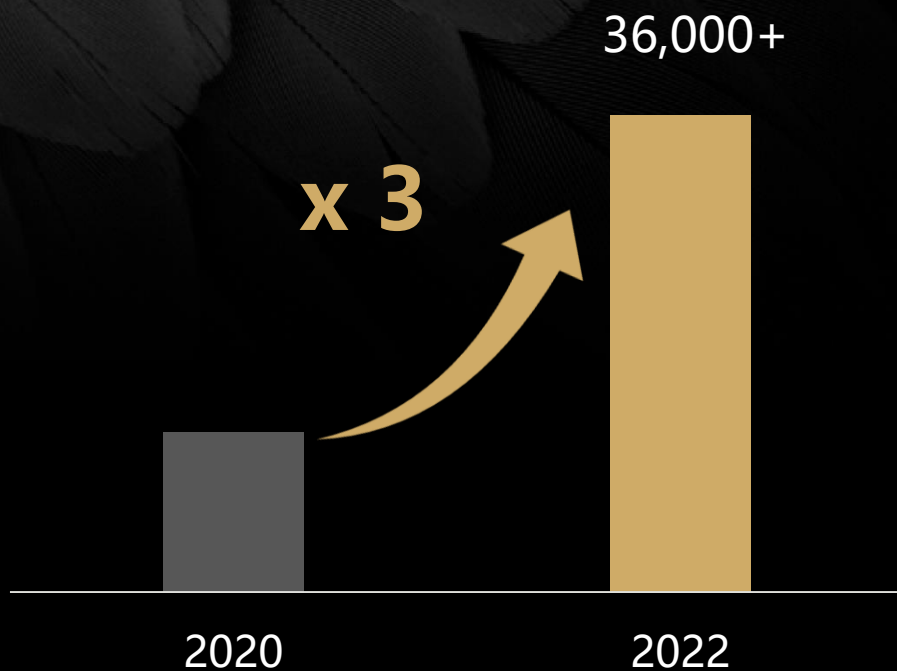
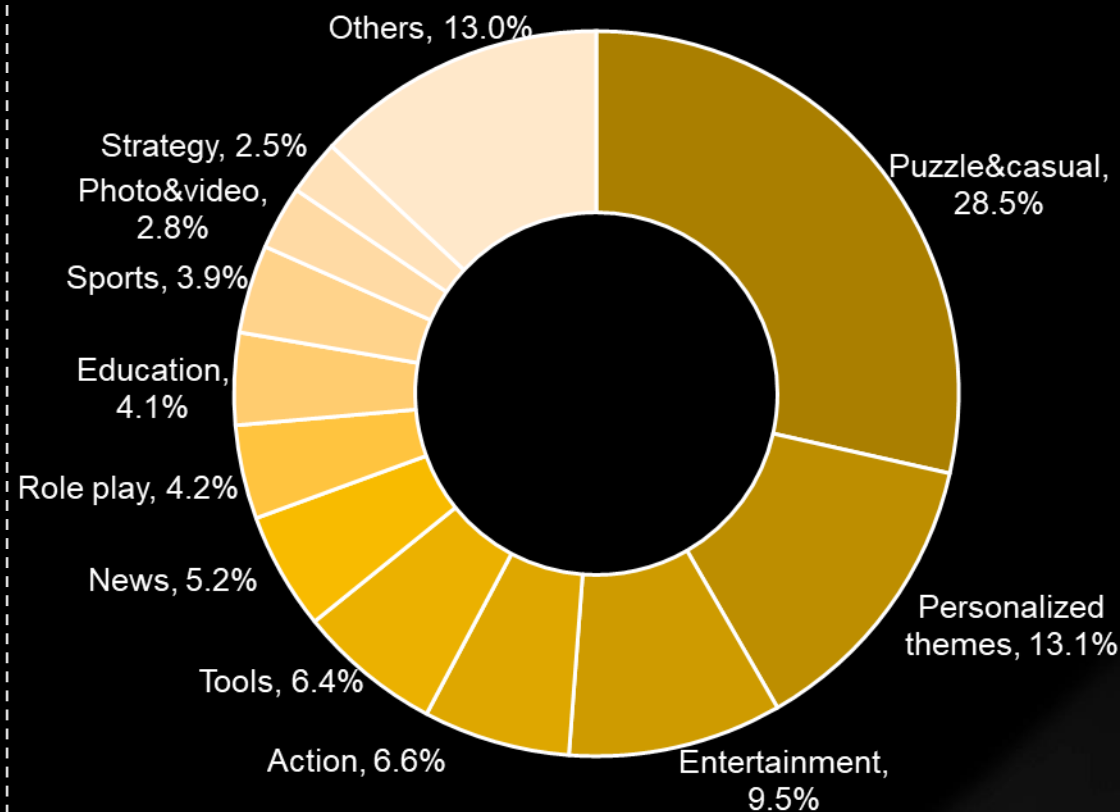## 03 FULL SUPPORT DURING AND AFTER INTEGRATION

- Easy implementation of Ads Kit and mediation solution with full support from our technical team.
- Responsive customer service and professional content review, for airtight quality controls and regulatory compliance

36,000+ Third-Party Publishers integrated

HUAWEI Ads
All About Quality

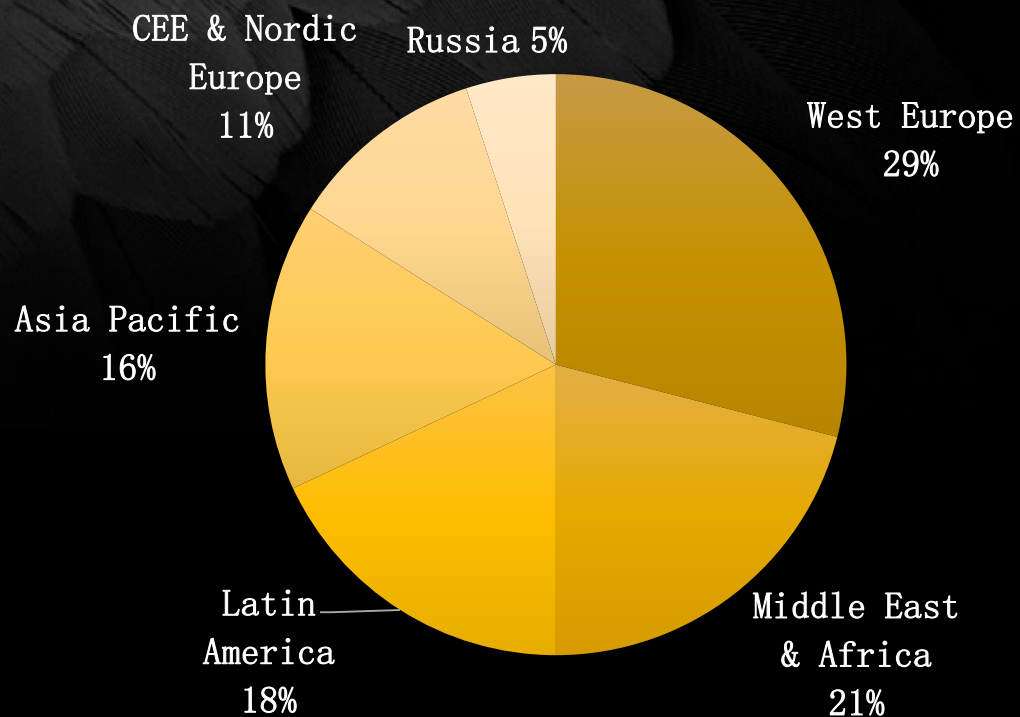HUAWEI Ads gets increasingly recognized by premium third-party publishers; integrated third-party publishers: 36,000+

x 3

36,000+

2020

2022

Diversified third-party publishers ecosystem

- Others, 13.0%
- Strategy, 2.5%
- Photo&video, 2.8%
- Sports, 3.9%
- Education, 4.1%
- Role play, 4.2%
- News, 5.2%
- Tools, 6.4%
- Action, 6.6%
- Entertainment, 9.5%
- Personalized themes, 13.1%
- Puzzle&casual, 28.5%

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

Traffic Distribution:
Reaching 170+ Countries/Regions

HUAWEI Ads
All About Quality

Traffic distribution

Pie chart segments:
- West Europe 29%
- Russia 5%
- CEE & Nordic Europe 11%
- Asia Pacific 16%
- Latin America 18%
- Middle East & Africa 21%

Top 15 countries of Traffic and ARPU

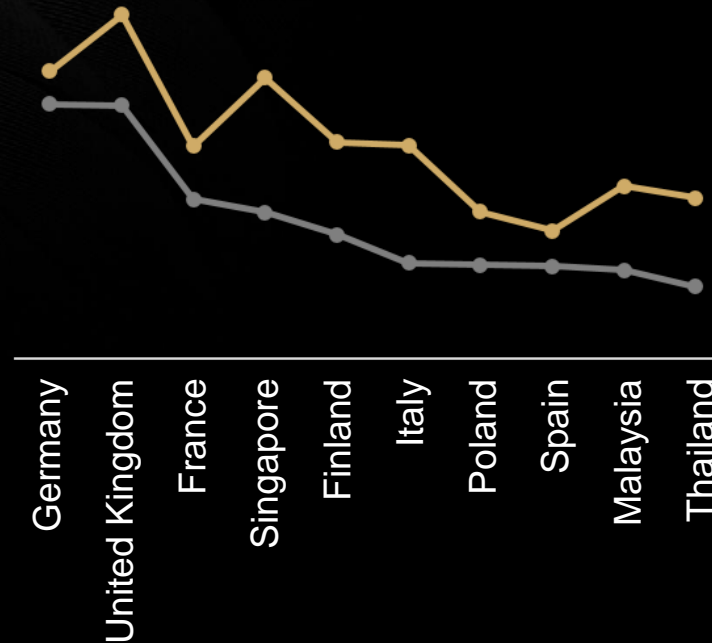| Area	Top Countries
Europe	United Kingdom, Germany, Spain, Italy, and France
Middle East and Africa	Saudi Arabia, Egypt, the United Arab Emirates, South Africa, and Iraq
Asia Pacific	Republic of the Philippines, Malaysia, and Thailand
Latin America	Mexico

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

Display Ad traffic distribution: Premium Ad slots' eCPM exceeding industry average
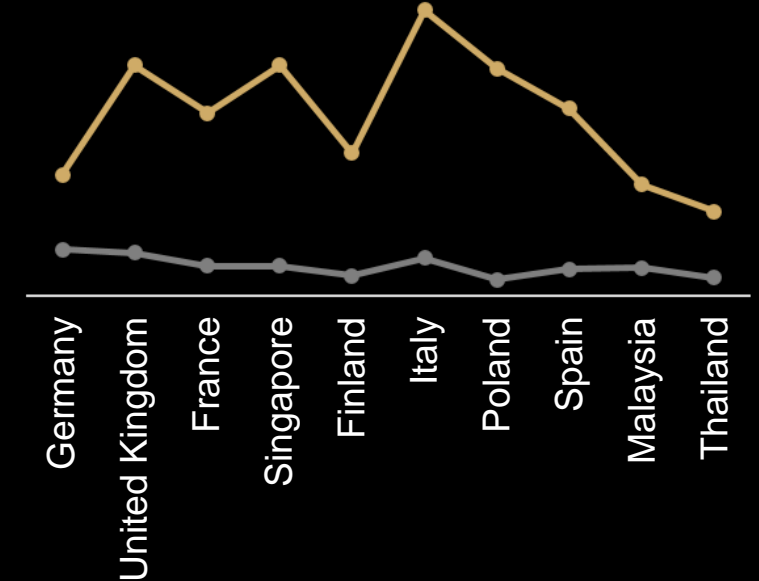
HUAWEI Ads
All About Quality

eCPM of rewarded ads
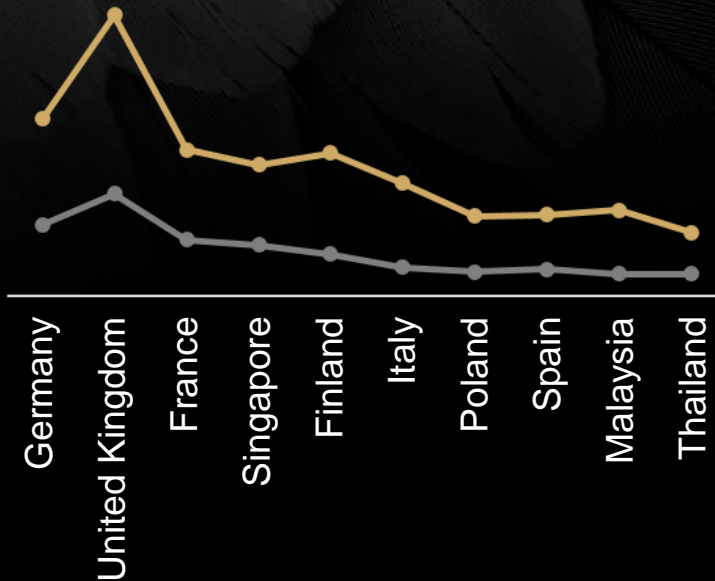
eCPM of interstitial ads

eCPM of banner ads

Germany | United Kingdom | France | Singapore | Finland | Italy | Poland | Spain | Malaysia | Thailand

Germany | United Kingdom | France | Singapore | Finland | Italy | Poland | Spain | Malaysia | Thailand

Germany | United Kingdom | France | Singapore | Finland | Italy | Poland | Spain | Malaysia | Thailand

Android_eCPM   HUAWEI Ads_eCPM

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

High revenue return with Huawei Ads

Huawei Device MKT Budget for Huawei Ads Publishers
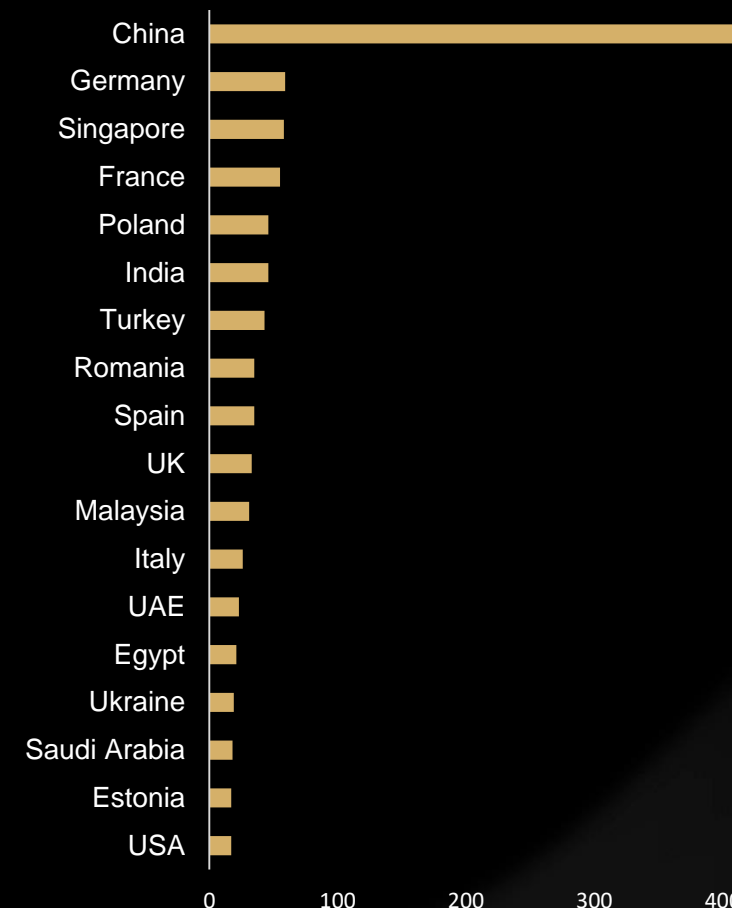
2M+
in Western Europe

Advertiser Budget from Top Customers of China

5M+
in Western Europe

We collaborate with top shopping advertisers and top entertainment advertisers from China.

Number of Advertisers in Germany

Country	
China	
Germany	
Singapore	
France	
Poland	
India	
Turkey	
Romania	
Spain	
UK	
Malaysia	
Italy	
UAE	
Egypt	
Ukraine	
Saudi Arabia	
Estonia	
USA	

0   100   200   300   400

Soldes Saisonnières AliExpress

Nos découvertes saisonnières

Des promos jusqu'à -60%

J'EN PROFITE

HUAWEI

DÉCOUVREZ SUR AppGallery

Easily Integrate and Monetize with Huawei Ads
--- Plan A: Integrate Huawei Ads SDK : 3.5 Hours for Publisher

HUAWEI Ads
All About Quality

01 | REGISTER

Register and link the app on the Huawei ads publisher service portal (SSP)

02 | SET UP

Select ad format and set up ad unit

03 | INTEGRATE

Integrate* the SDK and test

04 | RELEASE

Release your app to AG and Get the highest price ads for each impression

REVENUE!

Easily Integrate and Monetize with Huawei Ads
--- Plan B: Mediation Integration

HUAWEI Ads
All About Quality

01 | **Huawei Publisher Service console**

Create an Ad Unit, grab its Ad Unit ID.

02 | **Mediation platform of your choice**

Create a line item, mediation group and configure mediation parameters.

03 | **Your application**

Add the Huawei Mediation plugin to your application configuration.

REVENUE!

Social App: High fill rate, ever-growing eCPM

HUAWEI Ads
All About Quality

A German dating app with over 50 million downloads on Google Play Store, 30 million users in 180 countries.

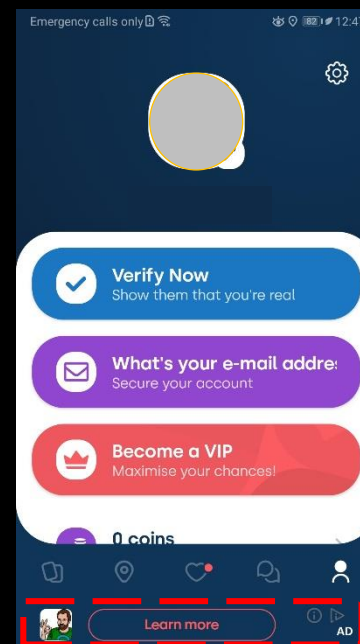Banner, Native and Interstitial Ads were implemented.

App Revenue and eCPM

App Revenue (USD)   eCPM

Fill Rate

Returned Ads   Ad Requests   Fill Rate(%)
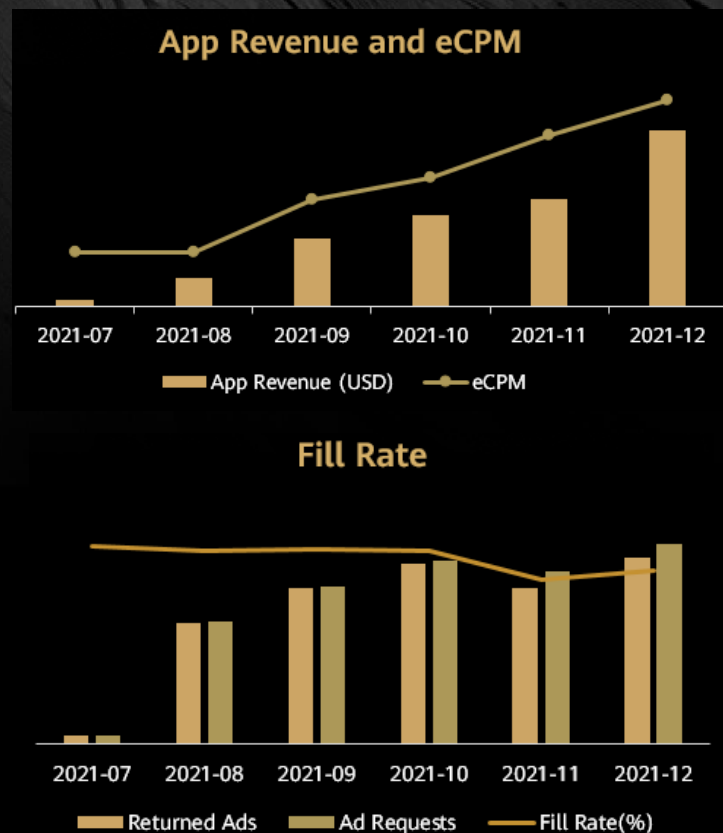
$50K
Monthly Revenue

$1.14
eCPM

>90%
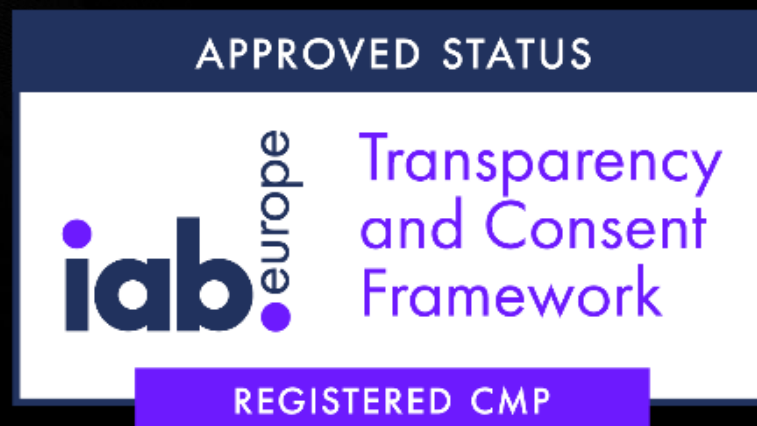Fill Rate

Three Ads Slots from App

Banner

Native

Interstital

Awards
& Recognition

*"**Huawei Ads** powers a cookie-free world in 2022. A recent customer engagement report shows **88%** of marketers believe acquiring first-party data is a **priority**"*

Business Live

Business of Apps — TOP MOBILE APP RETARGETING COMPANIES 2021

Business of Apps — TOP DEMAND SIDE PLATFORMS 2021

APPROVED STATUS — iab.europe Transparency and Consent Framework — REGISTERED CMP

app growth awards 2021 — user acquisition company — HUAWEI Ads All About Quality

Thank You.
HUAWEI Ads