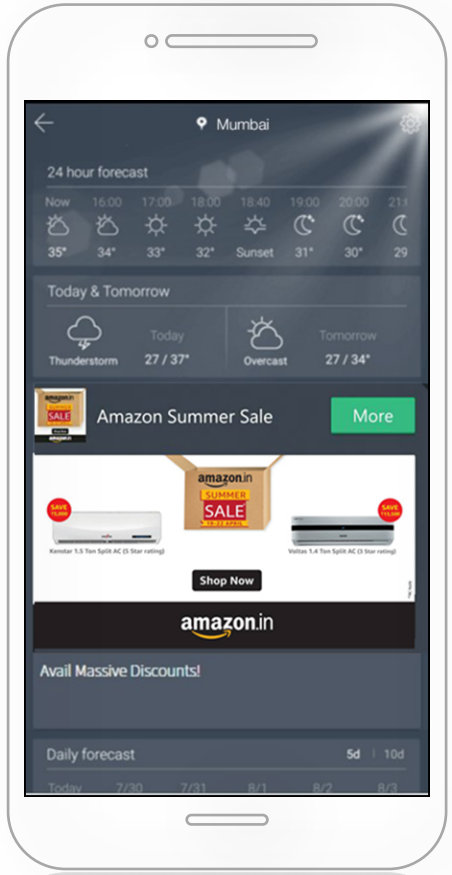
Innovation & Data Driven Advertising by Cheetah Mobile

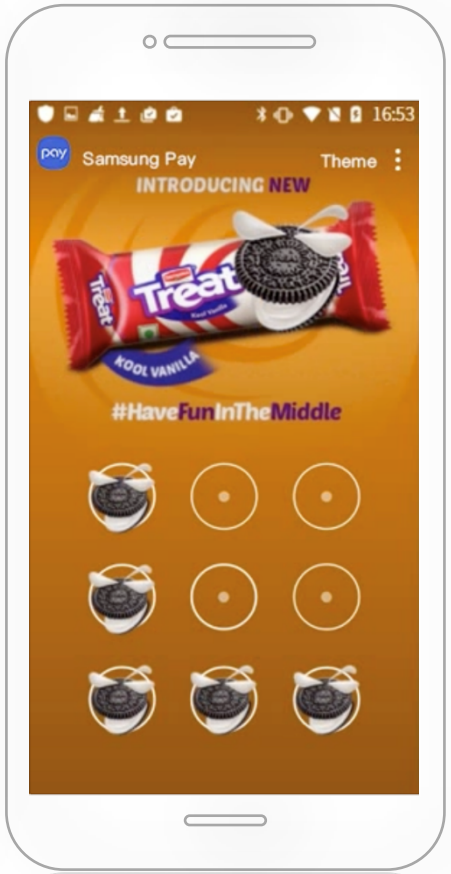
Johnny Li

VP of Cheetah Mobile

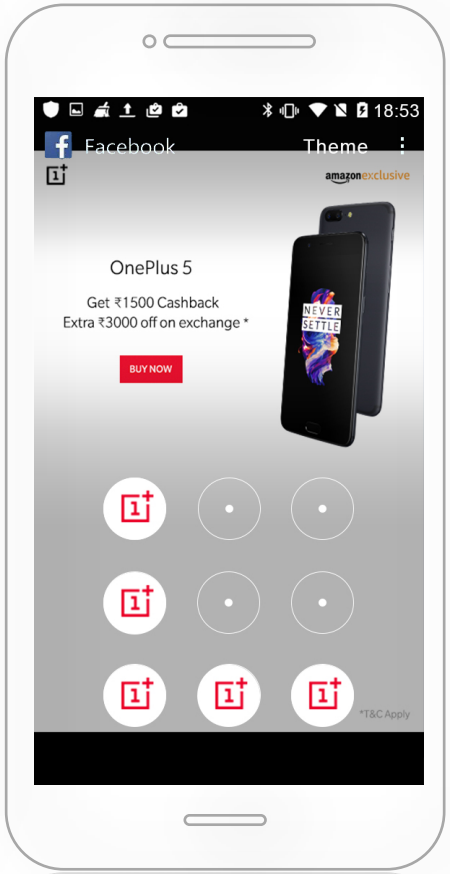
cheetahmobile

Innovation









Data-Driven Mobile Advertising

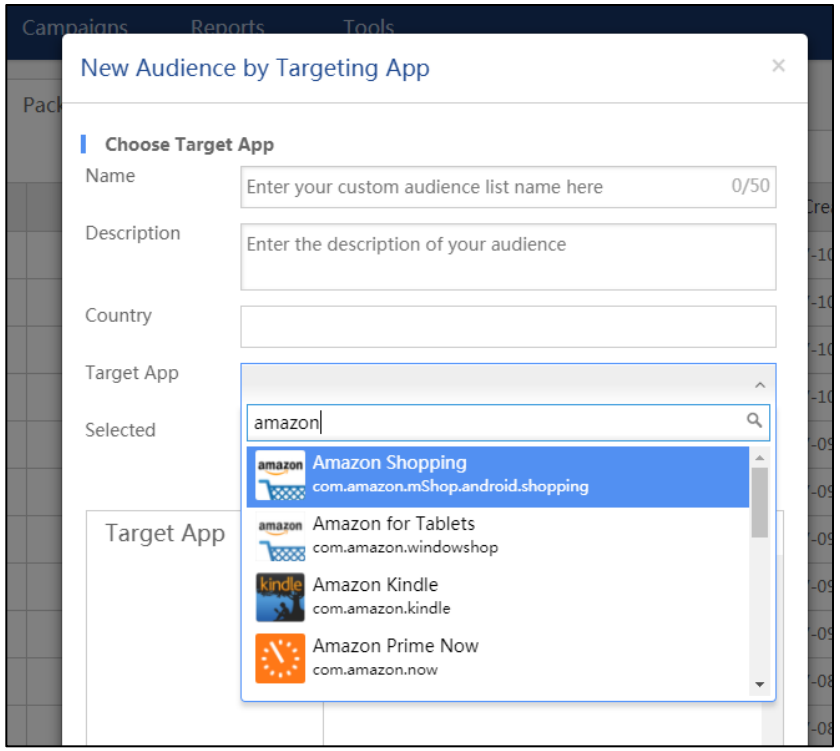
- **3.4B+** downloads
- **600M+ MAU**



bluekai



Diversified Tags on Cheetah Ads Platform



Target Audience



cheetahmobile

Case Study: Datsun redi-GO

250,974
Site Visits for the New Datsun redi-GO

462
Downloaded Brochures

Resulted in
53
Test Drives

