Branding Innovation

How Content Apps Contribute Value to Brands



Morden Chen
General Manager at Alibaba UC Ads



Alibaba Group UC Ads

Alibaba Group

E-books



Alibaba literature
Shuqi Novels
Taobao Reader

Olympic eSports games, live broadcast



Alibaba Sports Group

Short Video



Tudou

Games



Alibaba games
UC 9game

Valuable Content Aggregator

UC Browser
UC News

First Global Business Unit

Music & Album



XIAMI Music

Movies



Alibaba Pictures
Tao Piaopiao
Yu Le Bao

TV Serials



Youku

Concert, Opera, Drama and other Live s



UC Content Ecosystem

Connect Users to Valuable Content



App Matric

- UC News
  Vision - NO.1 NEWS APP IN ID
- UC Browser
  NO.1 BROWSER APP IN ID
- 9Apps
  NO.1 3rd PARTY APP STORE IN ID

Content Lab

Influencers Pool
Cover sports, 3C, fashion, lifestyle, auto, and more than 10 verticals

Users Base

- Profound Profile
- Interest Targeting

FIFA WORLD CUP
RUSSIA 2018



Match Live Streaming



Game Interaction

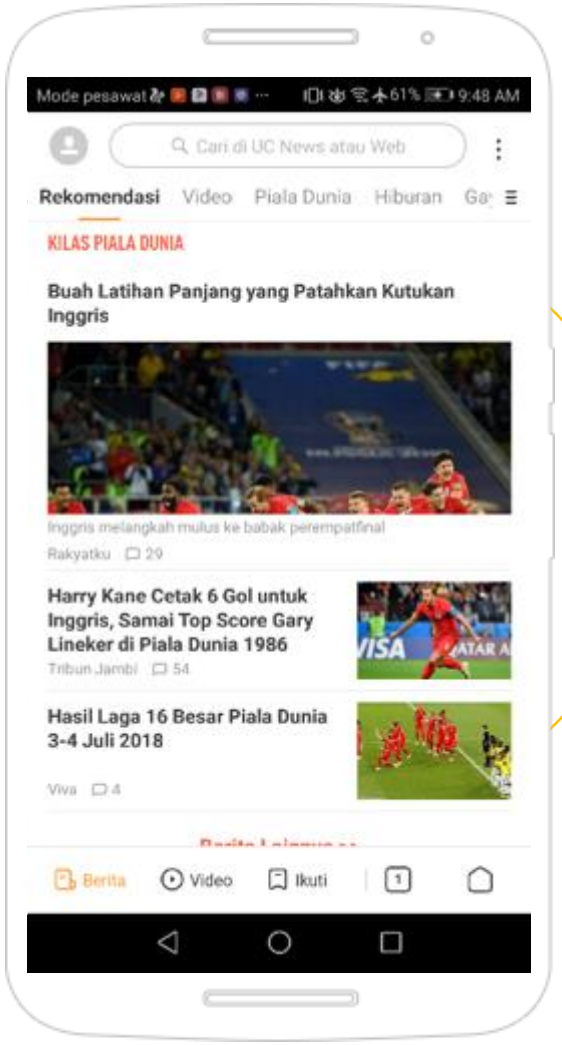


Charity

World Cup Channel

Special in-app Activity

World Cup is the most talked about event in 2018 H1
World Cup Channel was where fans shared excitements and interacted with each other



Live Streaming
Best Goals GIF
FMA Broadcasts

1.5 Mn+ of DAU

On Football Channel
30x as much as other Apps

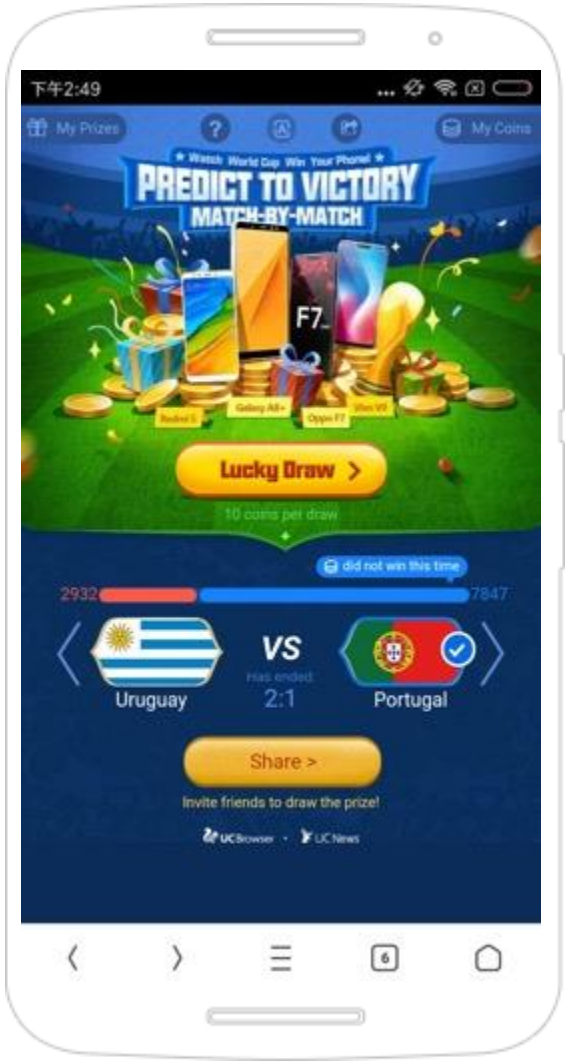
12 Mn+ view

On match Highlight videos
7.8% Engagement

35.4% Engaged

In Matches Prediction

Match Prediction
Coin Collection



Trending Content Boosts Traffic, and Traffic Maximizes Content Value

Asian Games

Ramadan cards

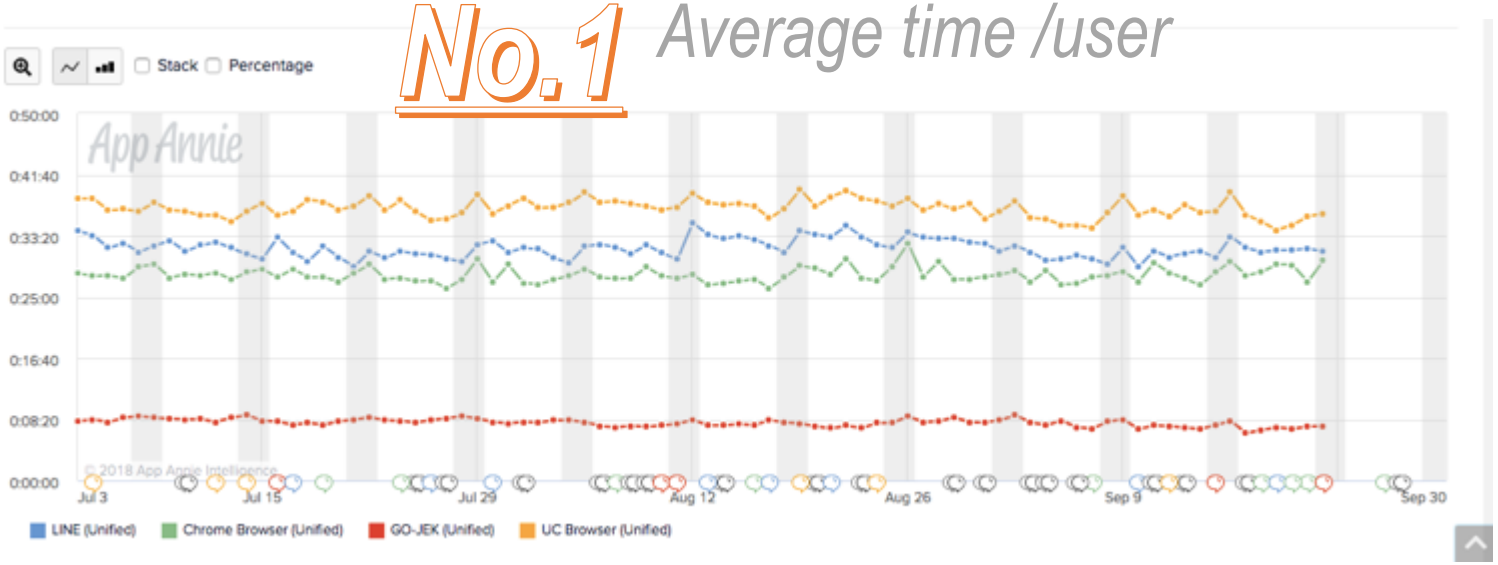


World Cup Channel

Charity

Cricket Asia Cup

No.1 *Average time /user*



The Average time spend on UC Browser is much longer than equivalent apps

Alibaba Group | UC Ads



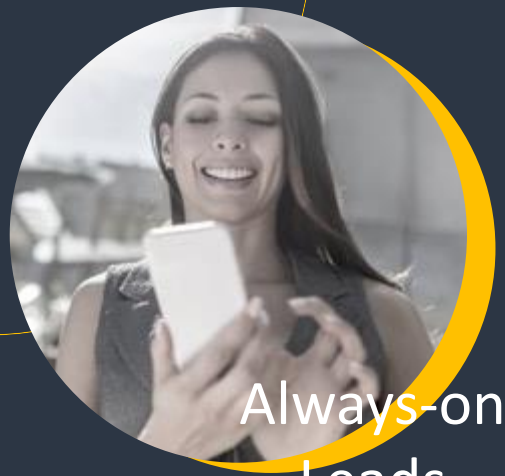
New User Acquisition



Content Marketing

Enable E-Commerce Platforms to Connect with Shoppers

UC Ads – We provide innovative mobile marketing solutions to E-commerce platforms, Handsets, FMCG, and other brands



Always-on Leads



Big Day Promotion

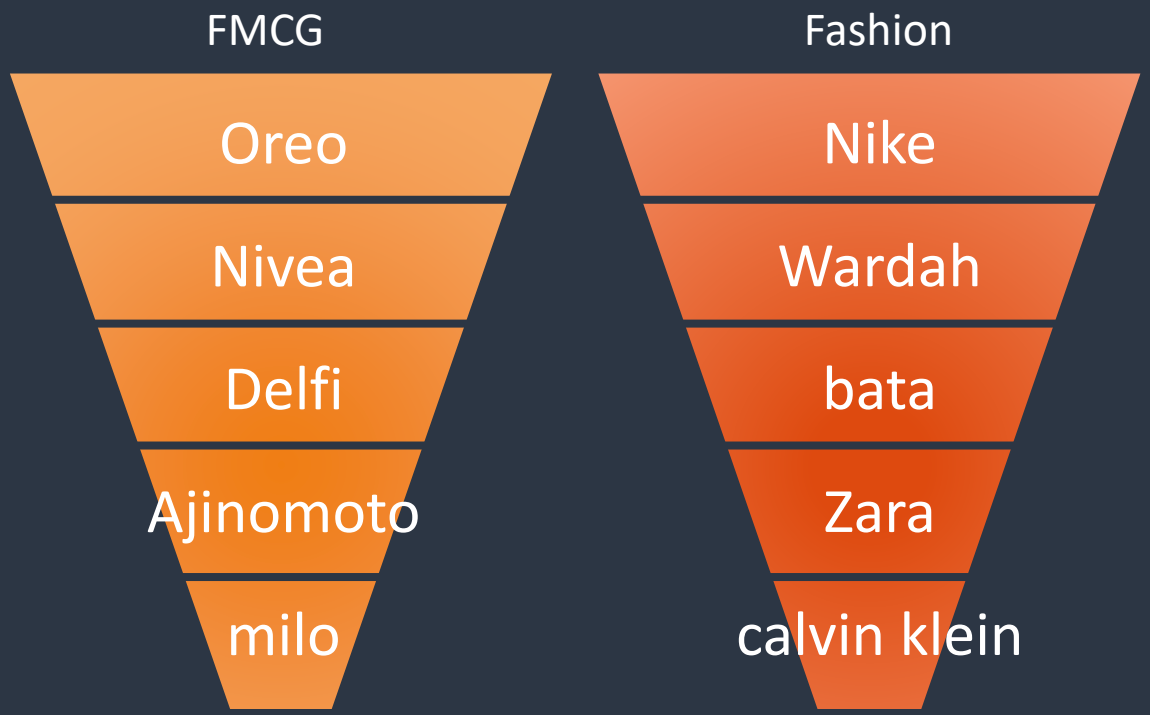
UC Media Lab

UC Data Management enables you to accurately match your customers

Most Popular Keywords



Most Popular Brands



Source: UC Media Lab, Region: Indonesia, Period: 30/06/2018 – 30/09/2018

E-Com SKU Based Retargeting

Drive Purchase with Automatic Matching Engine

Premiere Traffic

100% real traffic
Valuable traffic on UC Apps

Browse

Favorite

Wish list

SKU - Users
Automatic Matching

Favorite



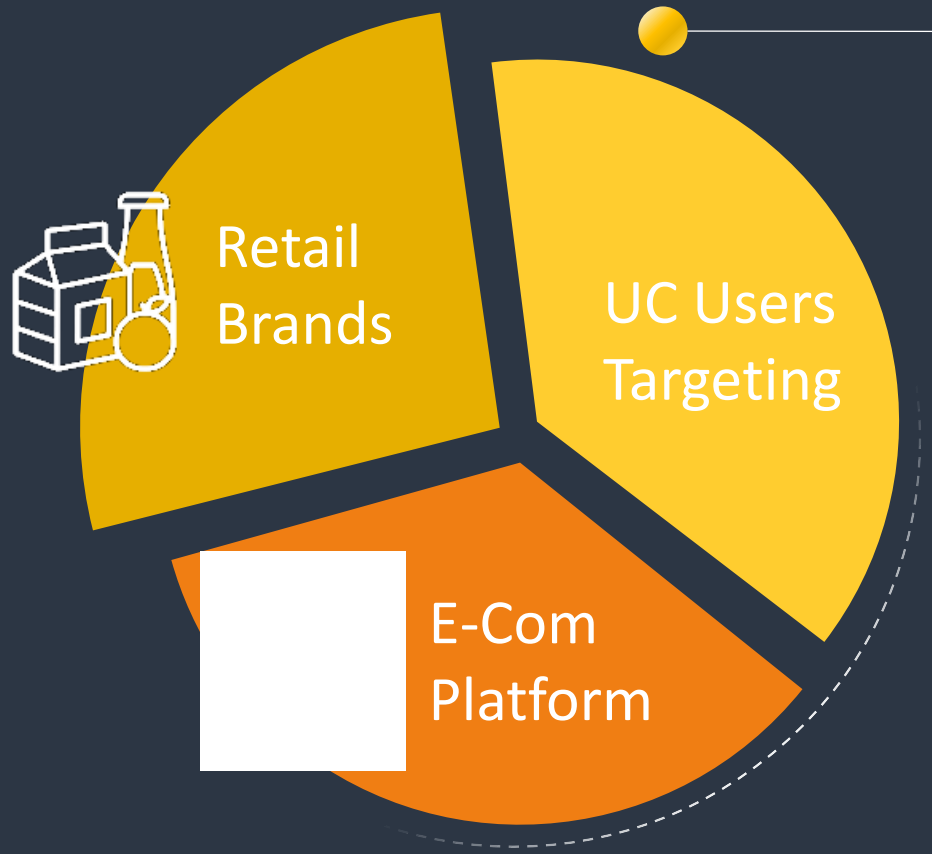
Product Feeds Display

Bring Shoppers back to buy



Joint Marketing

Brands x E-Commerce Platform x UC Ads





- Data Monitor
- Real-time CVR Optimization
- Maximize ROI

Innovative Co-Branding solutions for tokopedia

Brand Placement

@Ramadan Interaction

- Users collect cards from reading news or from friends
- Special exposure for sponsor
- Leverage celebrity to encourage engagement















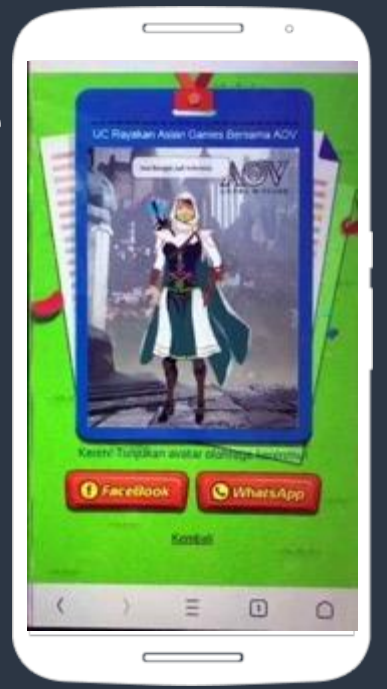
Innovative solutions for AOV ARENA OF VALOR

AOV x Avatar

Asian Games Co-Branding

- 2 most popular characters, embedded into avatar H5 page
- Users select personal skin, share & support Asia Game







More H5 Events

UC Browser & UC News Event Exposure

Social Network Empowerment

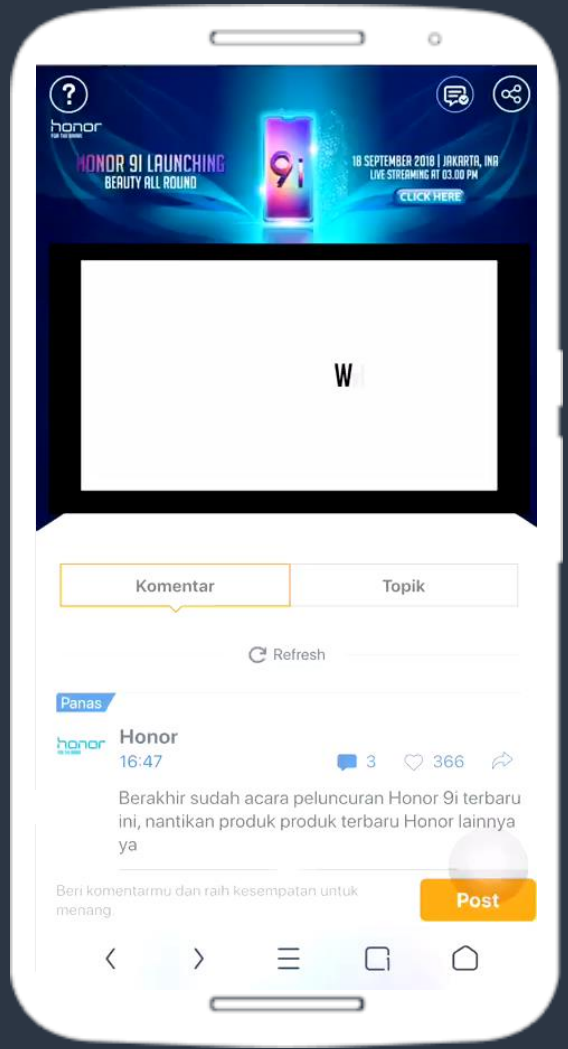
Live Chat with Celebrity

Exposure



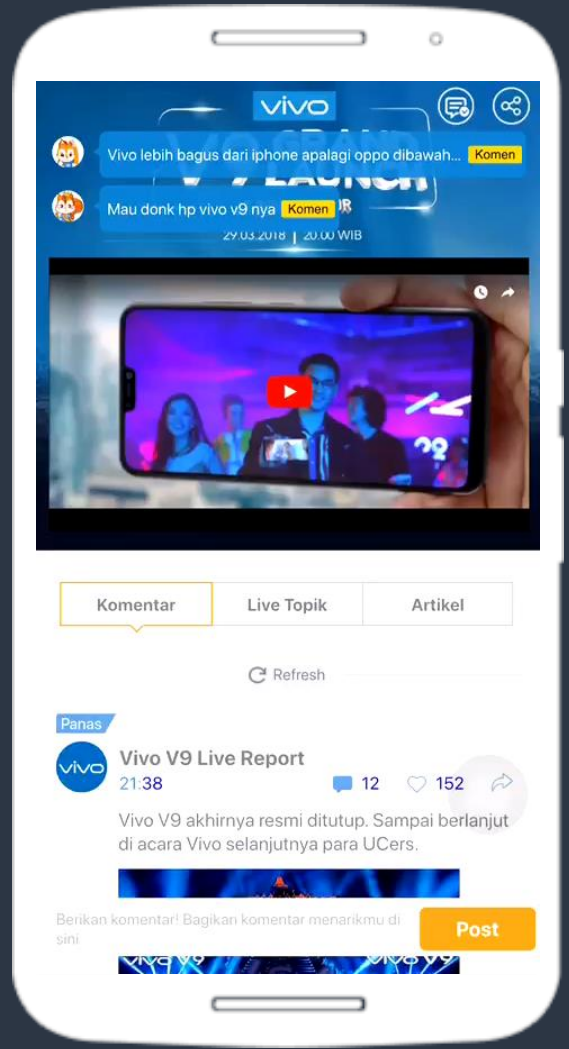
LAZADA .CO.ID

Buzz



honor

Engagement



vivo

Content Marketing

Buzz Marketing Solutions

Double Exposure

Influencers' SNS + UC Distribution



Influencer Create Buzz for Honor



Reached 500k+ TA

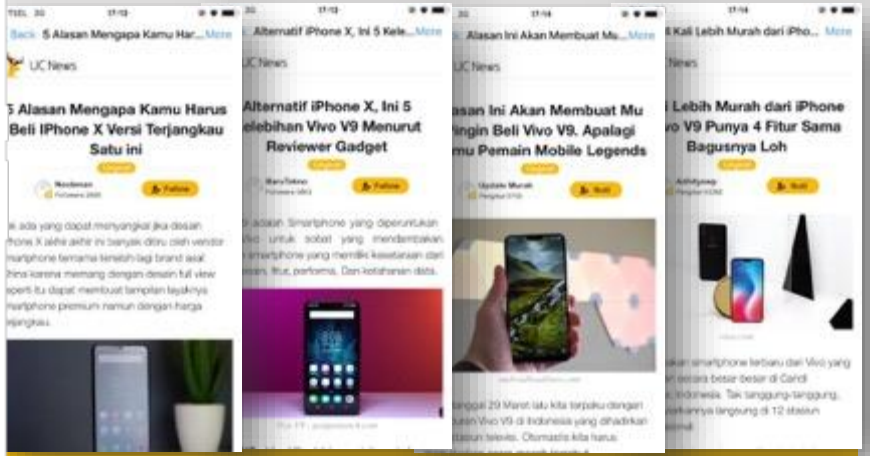
Buzz Competition

Double Q

Quality review by UC crew
Productivity ensure Quantity



Influencers Join in the competition



CTR 8%



Short Video Storytelling

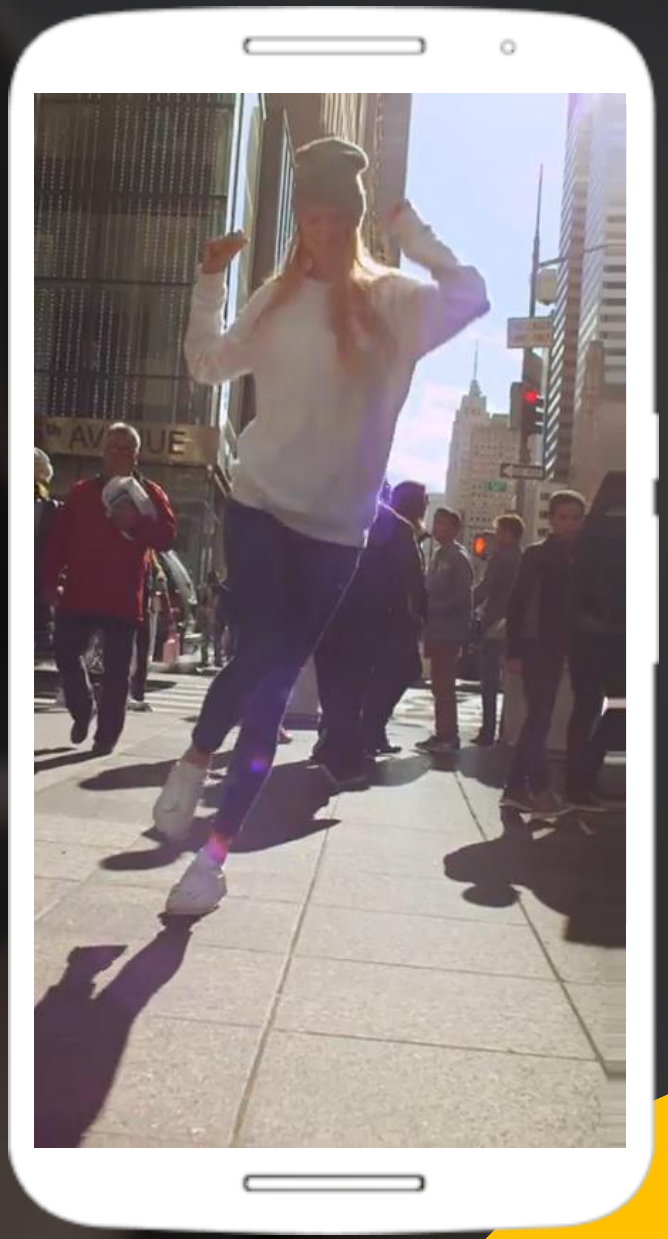
Eye Catching
when users open an app

Large Impression
Vertical video, bigger display

Clickable
Install/engagement /order

Splash Video





Alibaba Group UC Ads

In-Feeds & In-Article Storytelling



Native ads
Non-intrusive video, like normal content

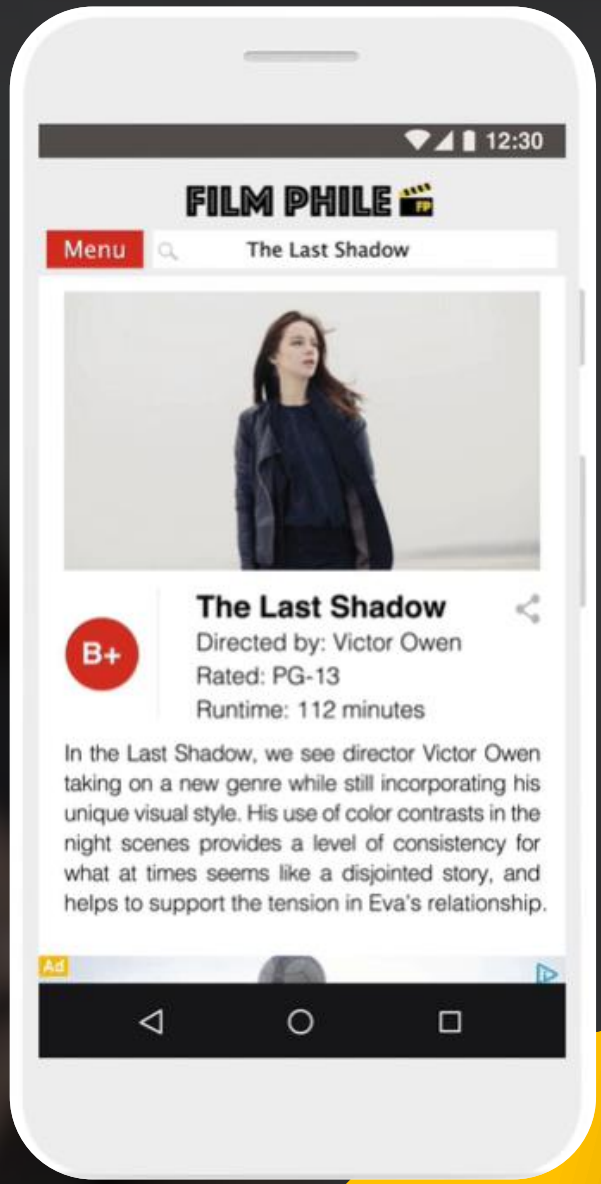
Auto-Play
Automatically show to users

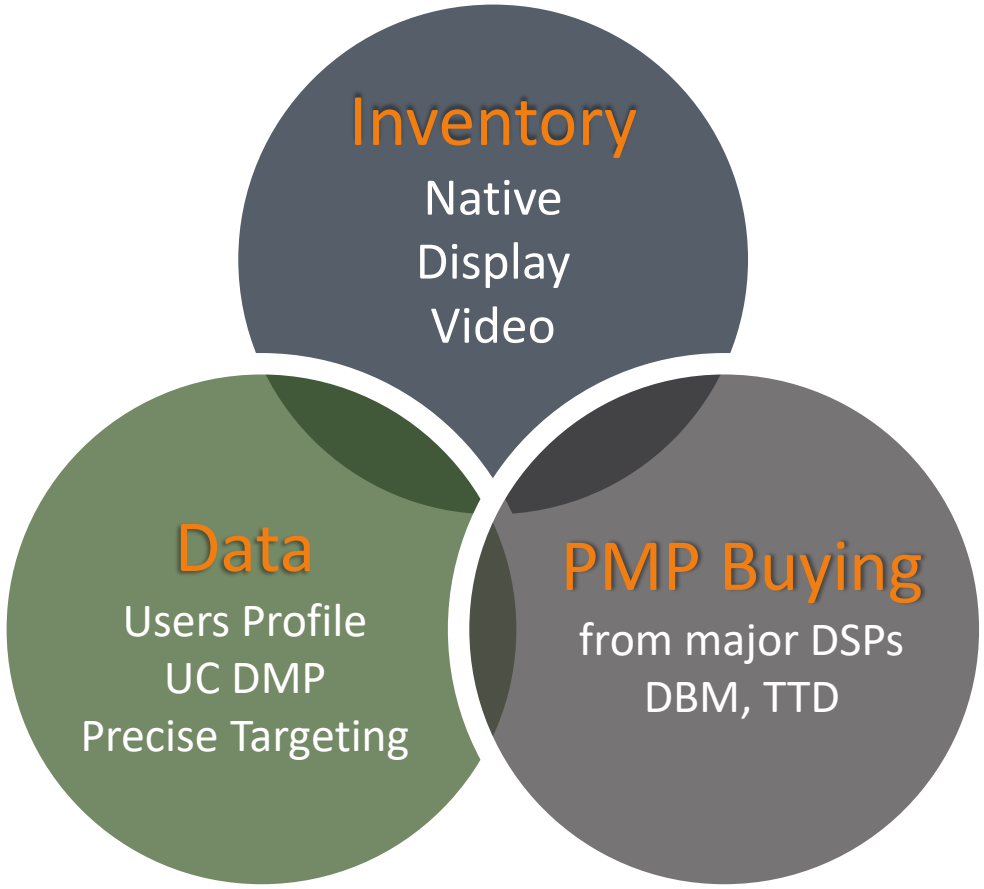
Clickable
install/engagement /order

In-Feeds Video & In-Article Video









Programmatic Buying

Unilever

- Unilever ID PMP Buying
- Interest Targeting via UC DMP
- Video Inventories Consumption



Thank You

We'll meet you at Alibaba UC Ads booth

www.ucads.ucweb.com

Alibaba Group UC Ads