

# Redefining Digital Marketing in China

# In the US...



Moon stages are illustrative of their influence and are not reflective of their financials

# ...In China





Our media ecosystem  
consists of China's most  
popular digital media outlets



**Everyday, consumers spend quality  
time engaging with our media**

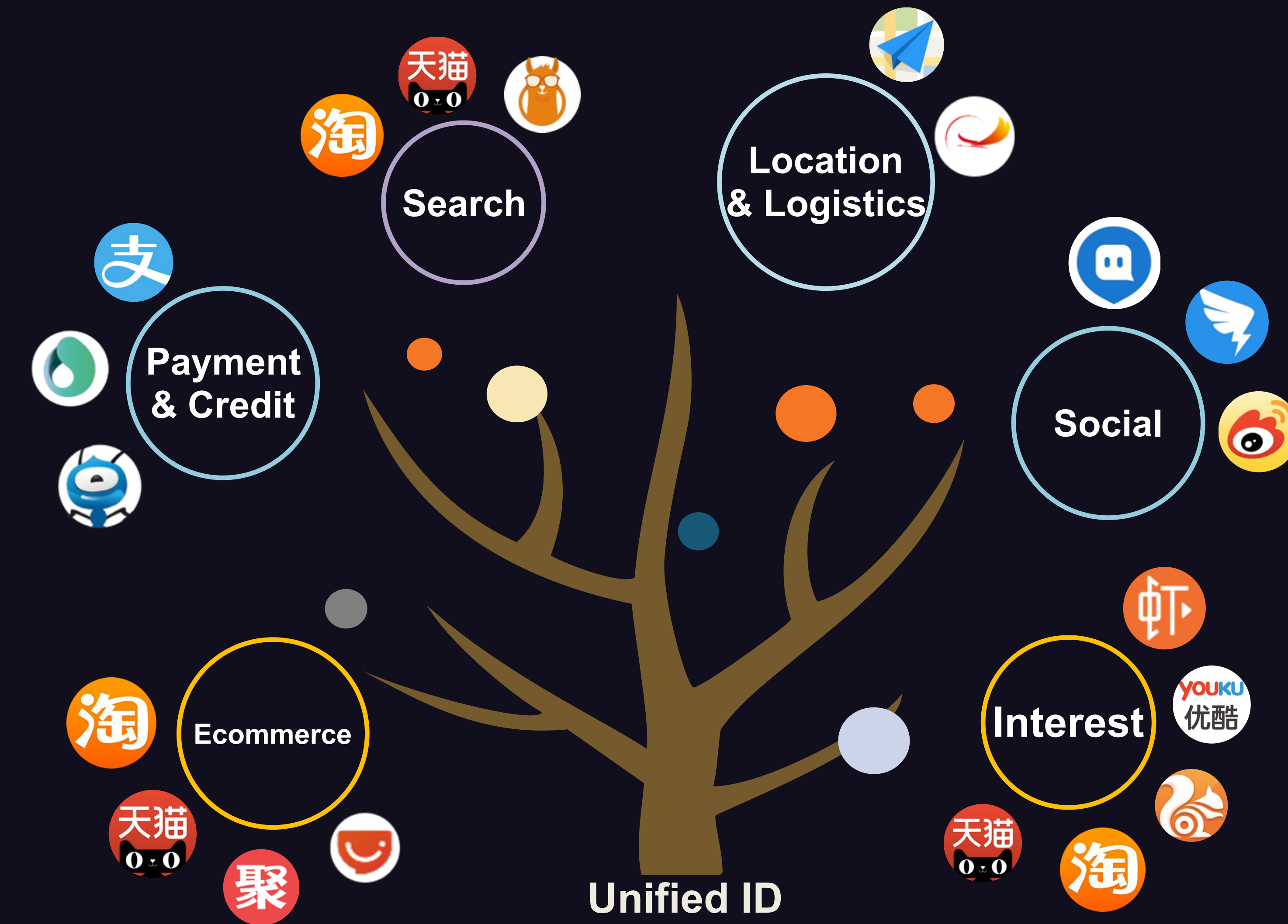


# Our media ecosystem covers the vast majority of Chinese internet users

1. Chinese internet users data source: CNNIC report as of December 2015
2. Taobao/Tmall – Annual active buyers December 2015 per company filing
3. Weibo – Monthly active users December 2015 per Weibo filing
4. Youku Tudou – per Youku Tudou estimate
5. UC Headline penetration data is according to iiMedia Research



# Our vast repository of big data...





... is of unparalleled  
volume and quality



Volume

**500 million+** real demographic info



Variety

**Top 500** media partners



Multi-Screen

**500 million+** Cross-device ID

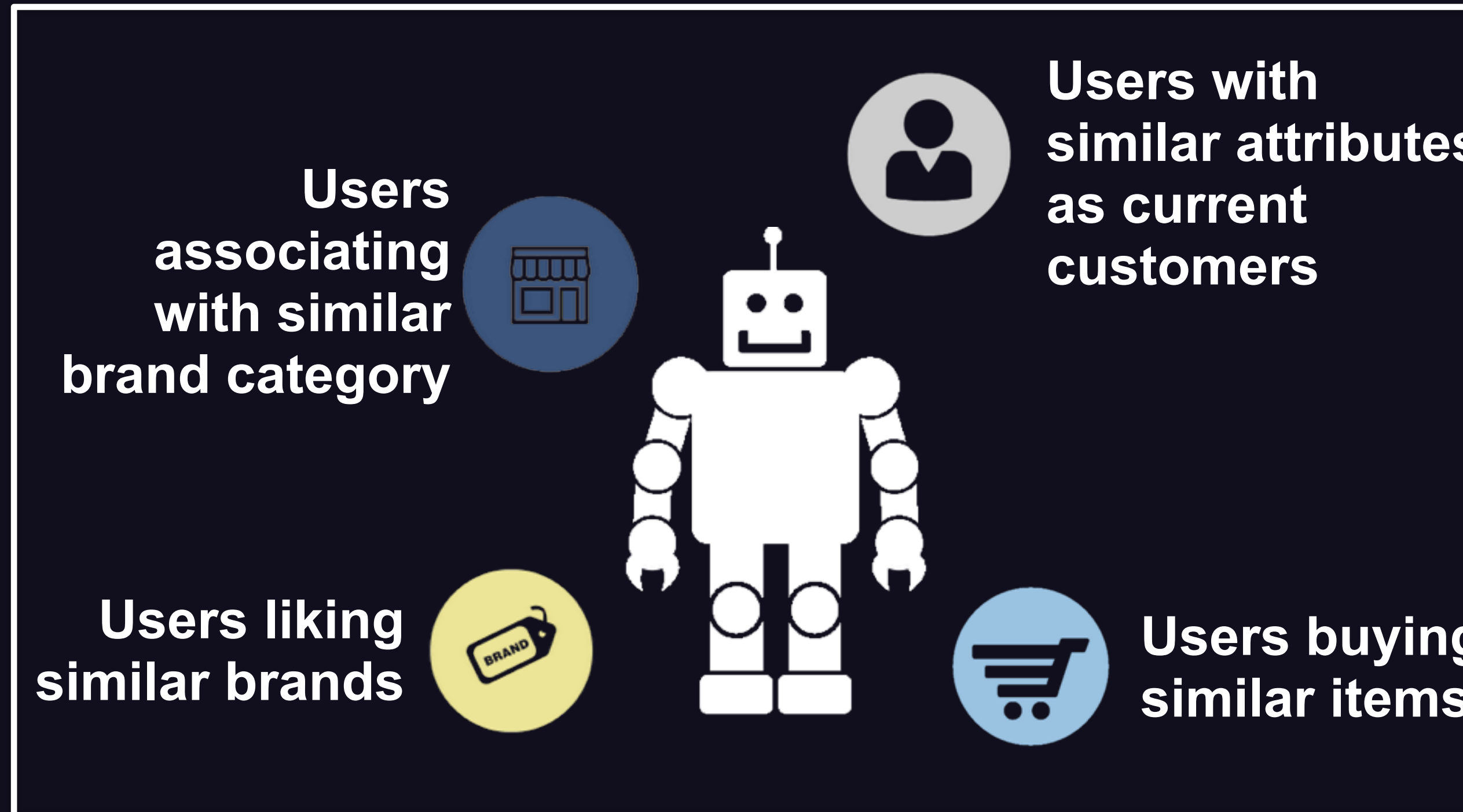


Value

**8000+** purchase intentions and  
location-based attributes

# Data application case study

Using machine learning to help a popular snacks brand look for users who are more likely to be interested in their products



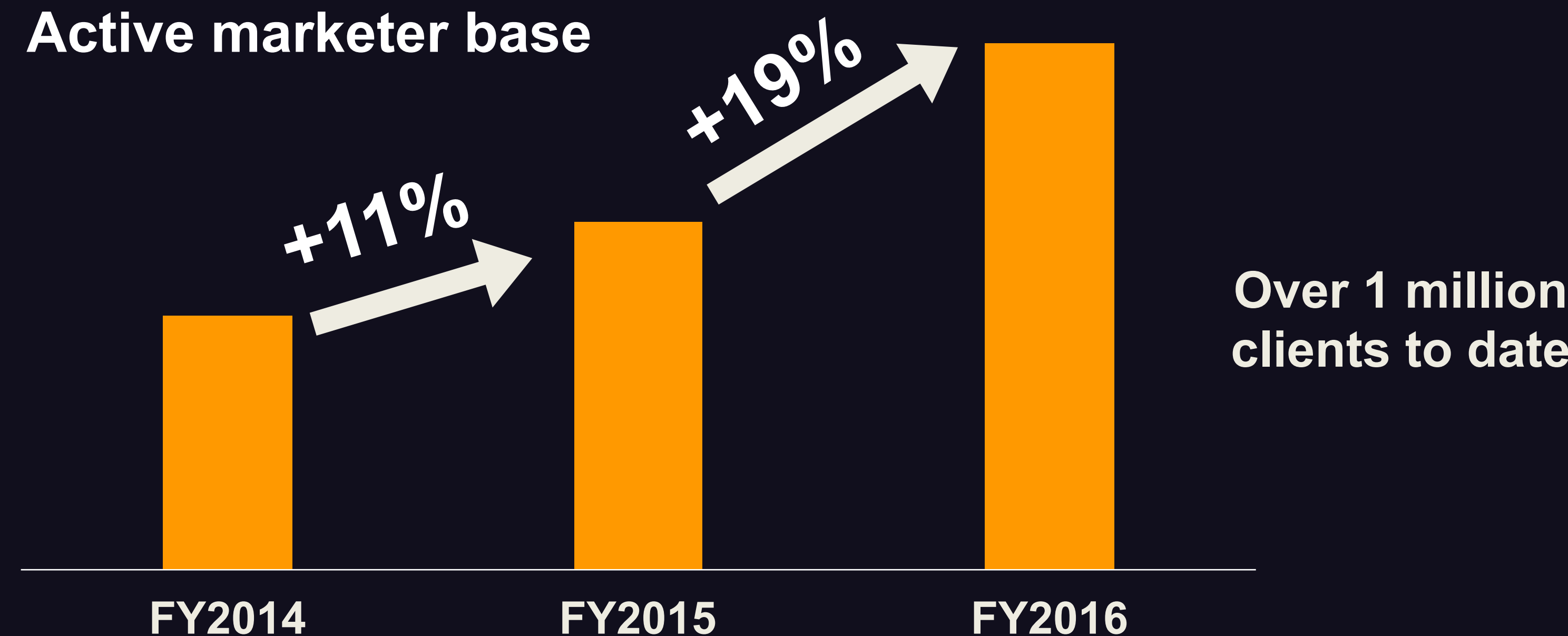
Greatly improves effectiveness:

- Expand audience size by **90%**
- Increase click-thru-rates by **120%**
- Increase ROI by **135%**

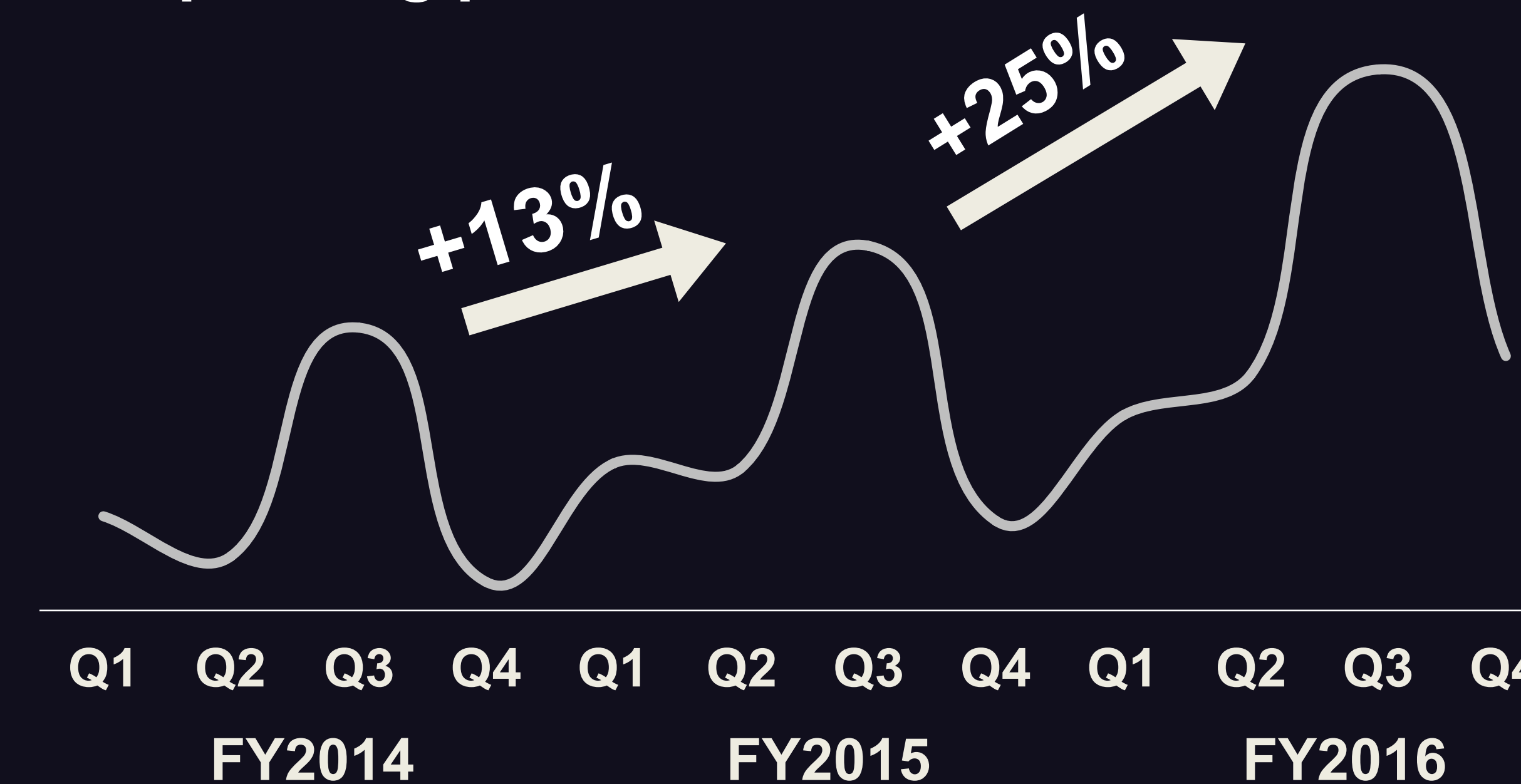


# Ever-growing client base and spending

Active marketer base



Spending per marketer



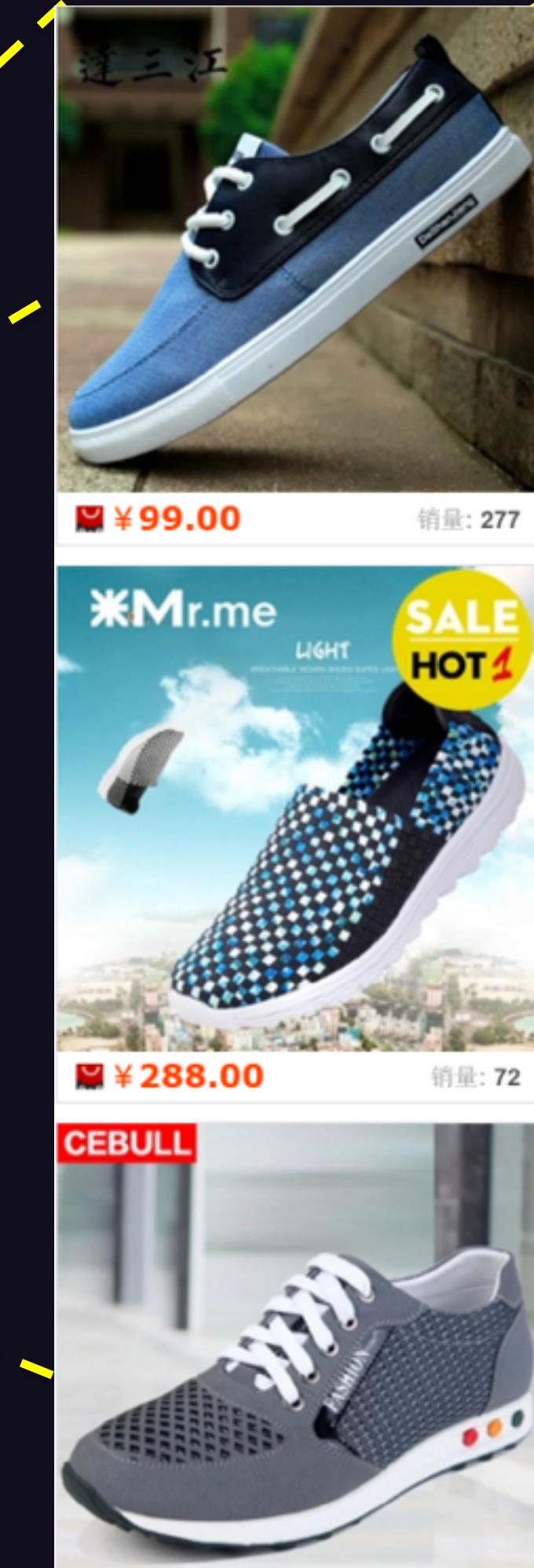
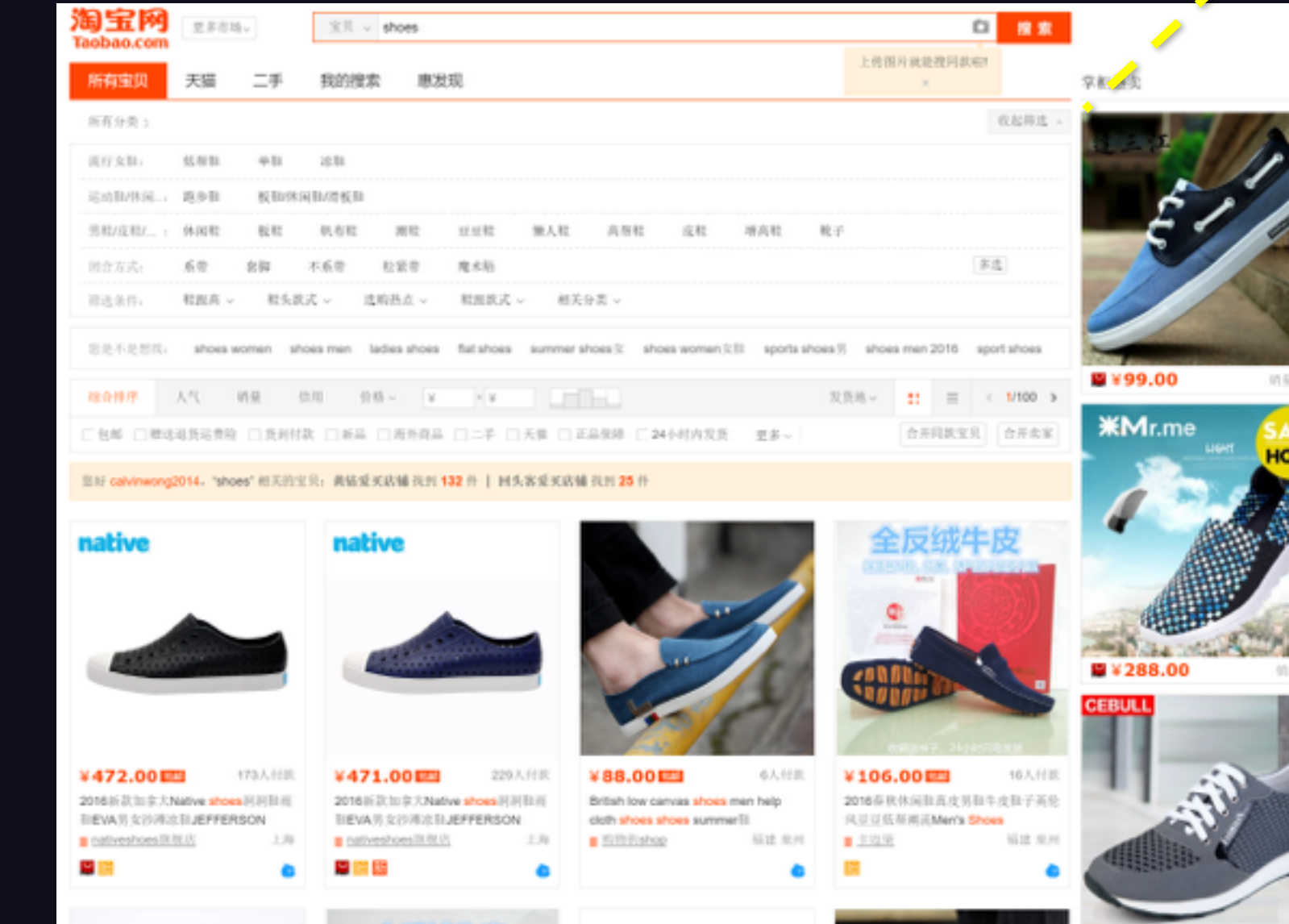
# Our Marketing Solutions





# P4P paid search: Let buyers find you easily

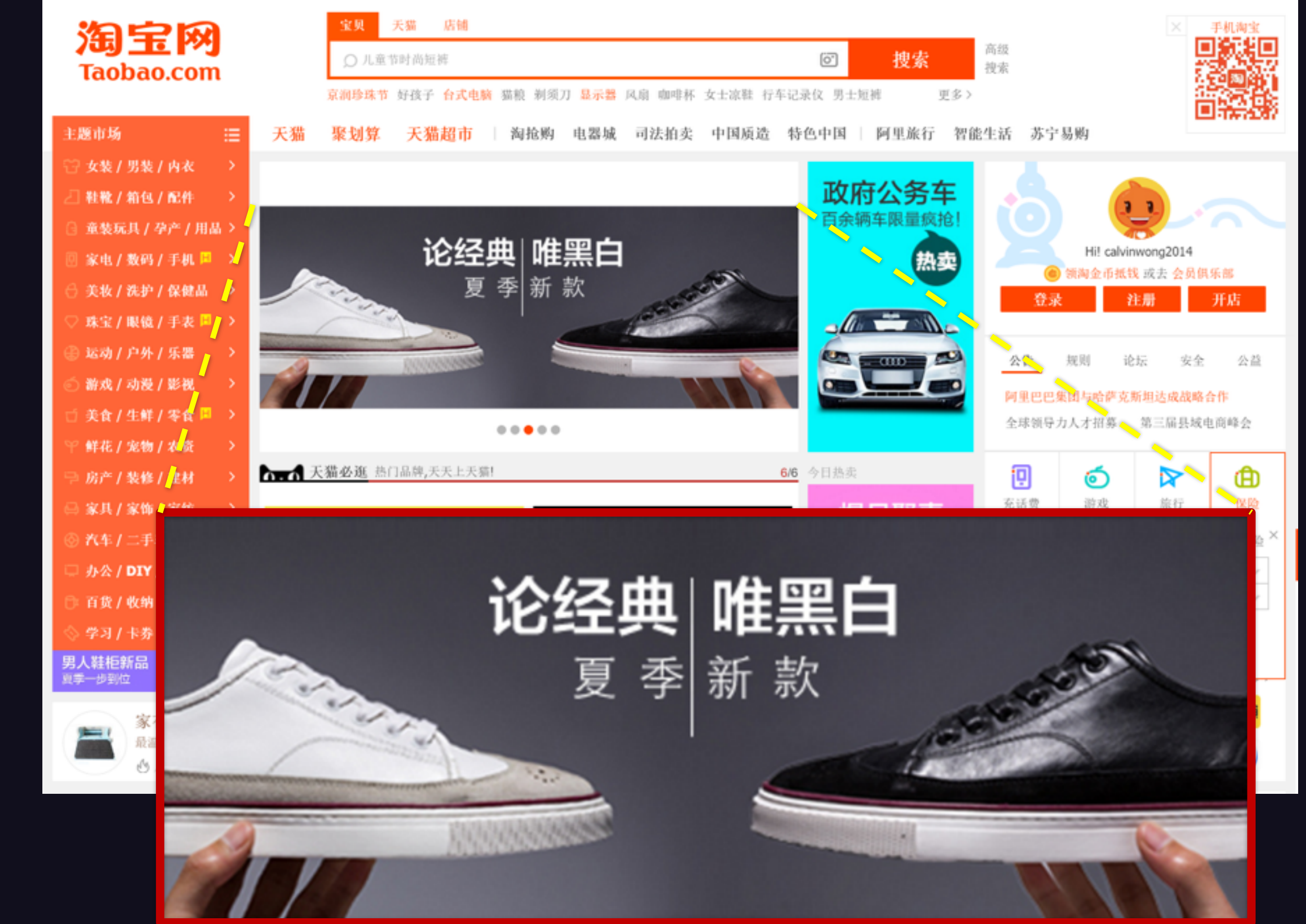
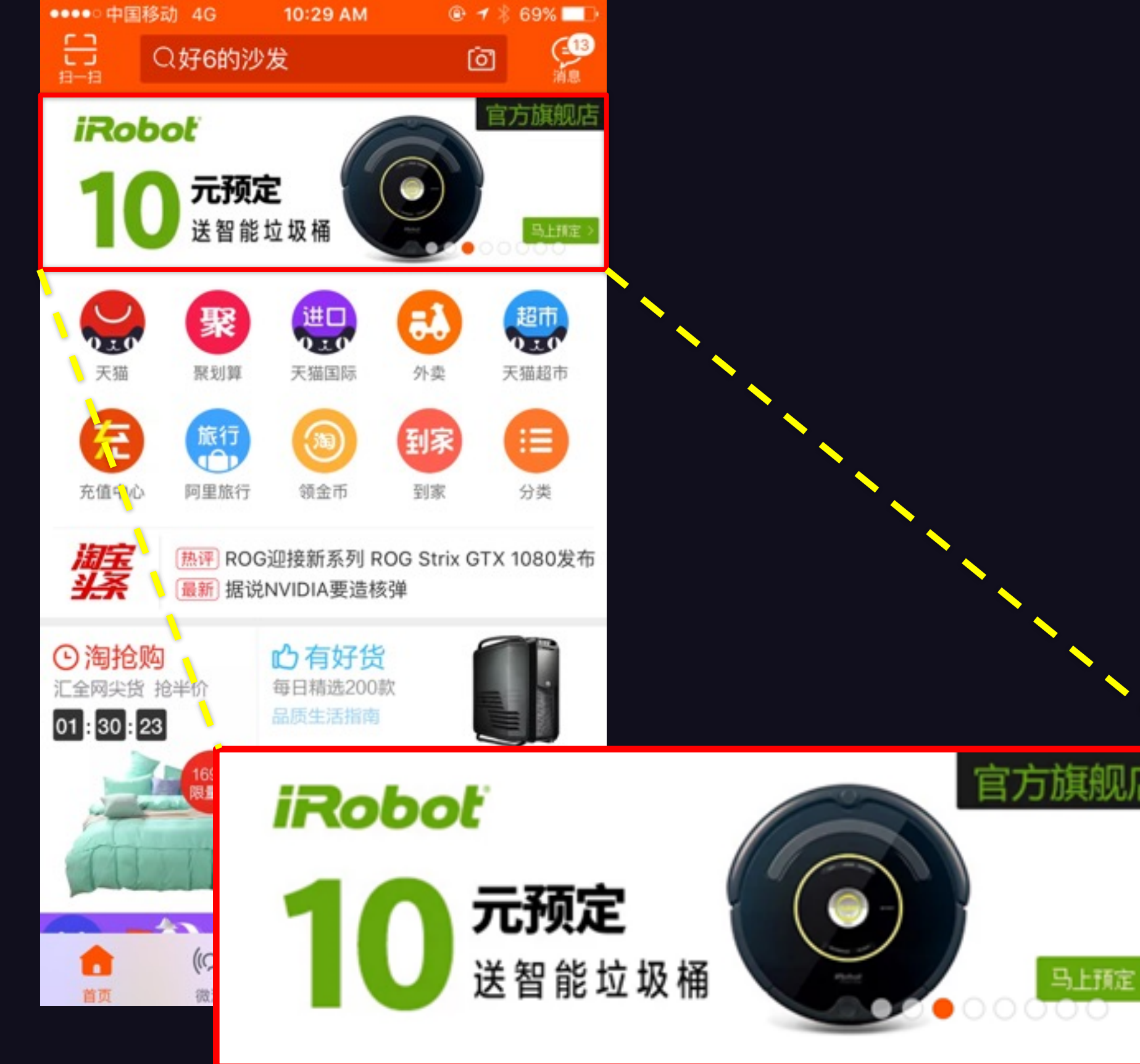
Allows sellers to bid for keywords, charging the sellers only when consumers click on their ads.





# Smart Diamond (display marketing): Let consumers know who you are

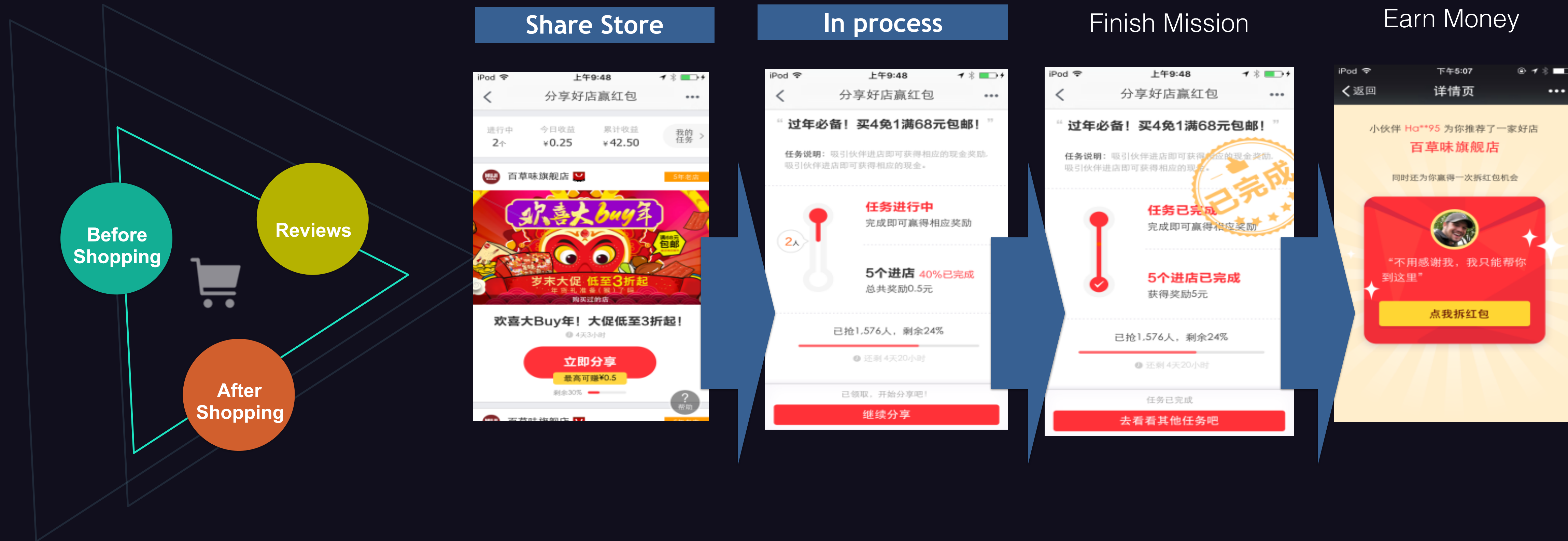
Fixed price or CPM Real-time-bidding, suitable for brand awareness campaigns





# Share to Earn: Help users monetize social traffic on mobile

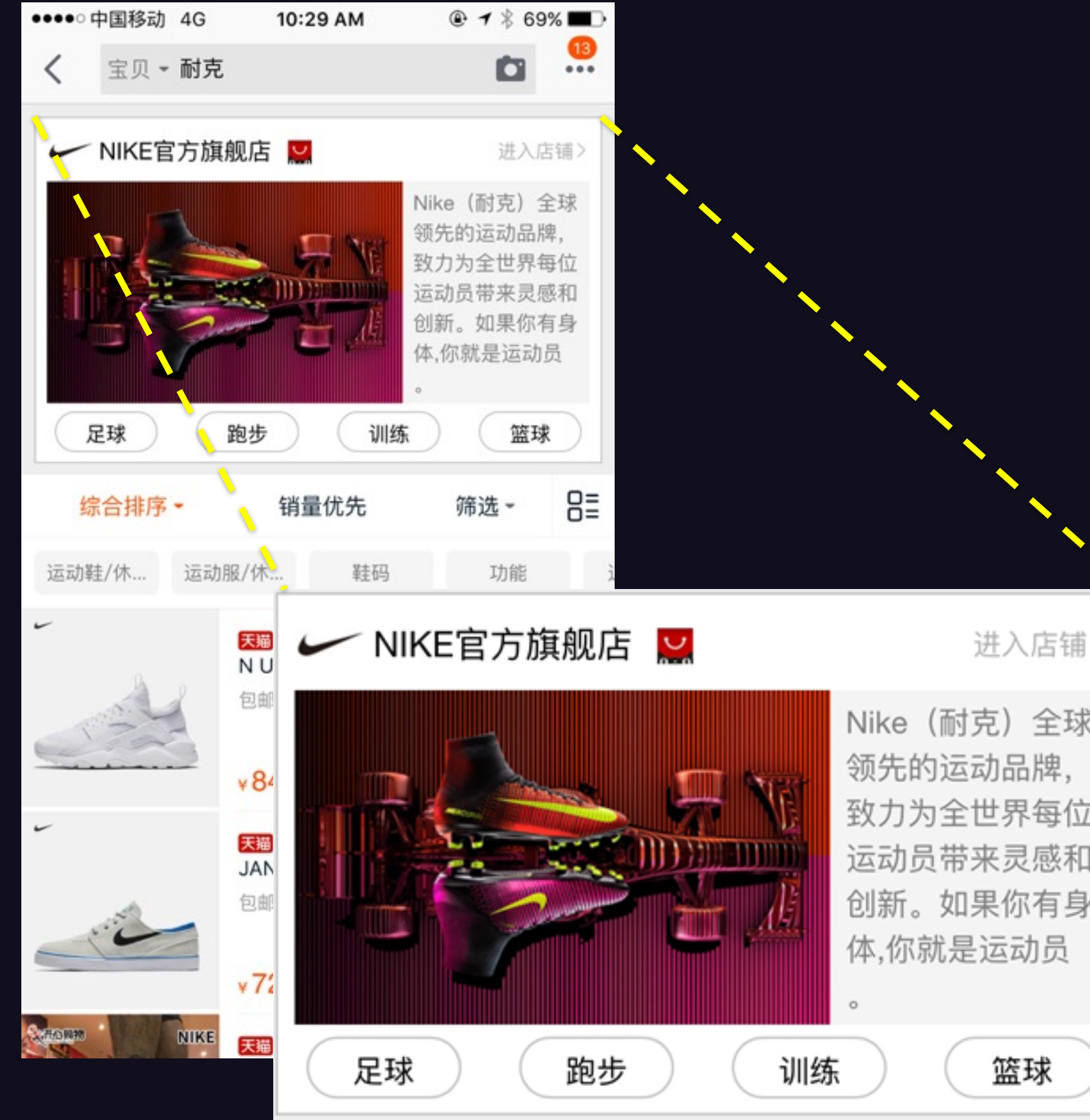
Allows users to earn money when they share a store to their social circle using their Taobao app





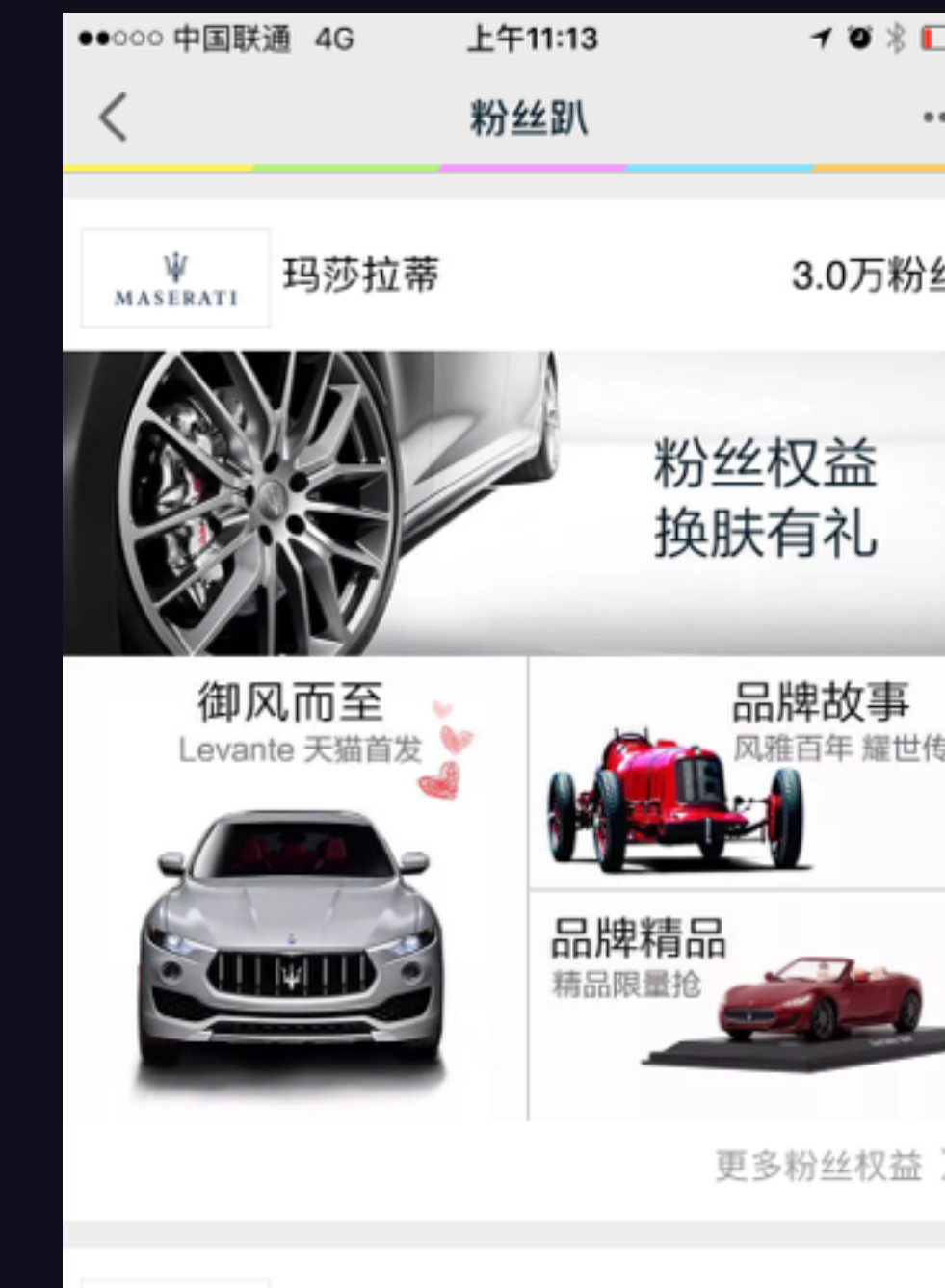
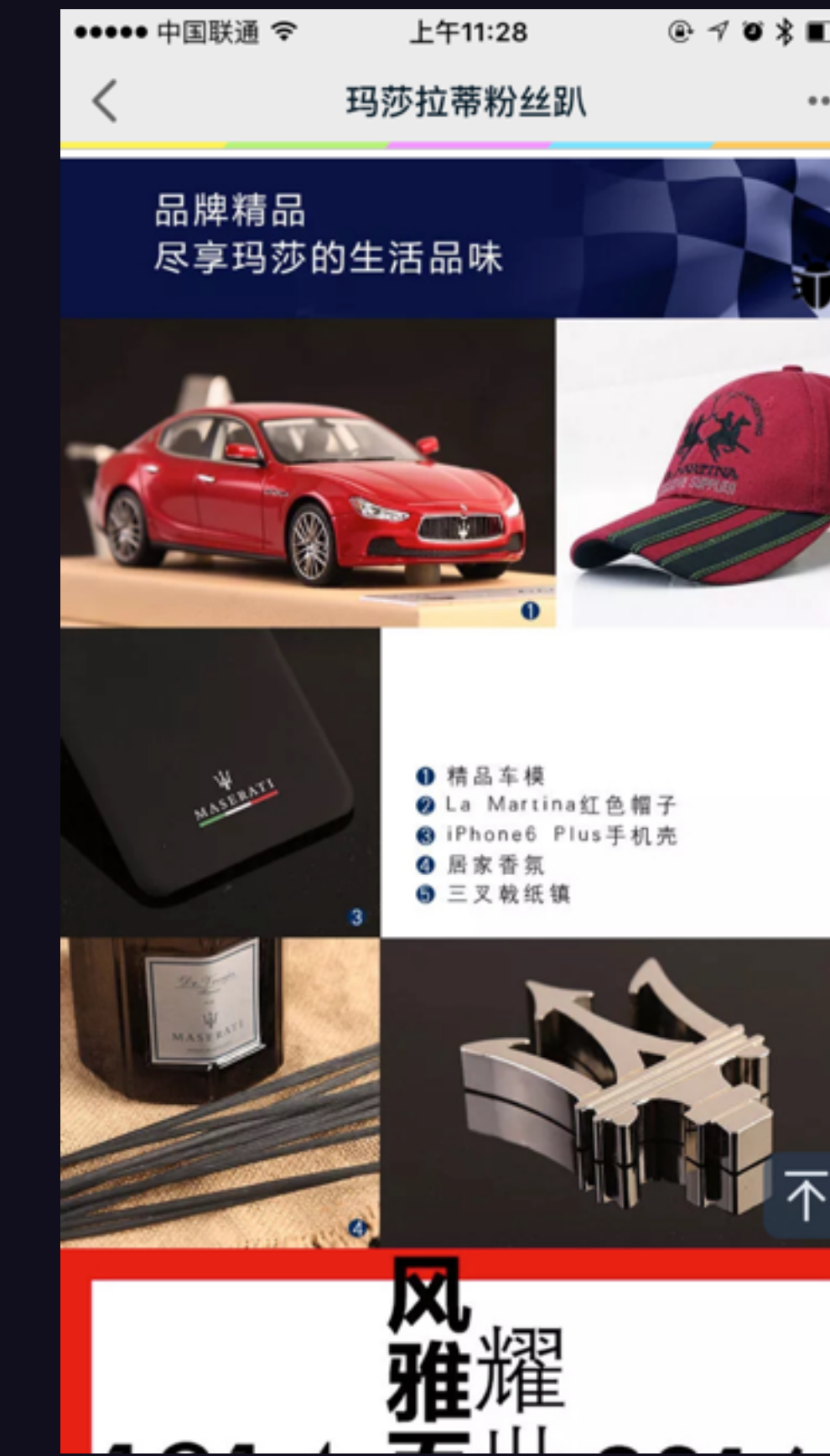
# Spotlight Store / Brand Zone: Draw millions of eyeballs

Prime location for brand exposure with innovative display format including text, picture and video, to enhance brand awareness and improve customer experience





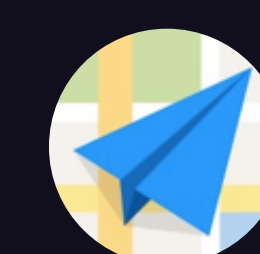
# Super Brand Day: Spreading big brand news





# Splash screen interstitial

Grab the attention of users from the get-go





# Search and newsfeed marketing

Provide information relevant to the intent of the users







# Weitao

# Social media platform

For merchants to engage and interact with consumers





**Thank You**