XPLORE CHINA

LEVERAGING DOUYIN'S POWER TO ACHIEVE SUCCESS IN CHINA

2020 Edition

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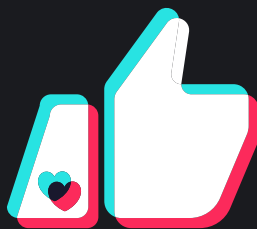
TABLE OF CONTENTS

01

WHAT YOU NEED TO KNOW ABOUT DOUYIN

BEFORE PLANNING YOUR UA STRATEGY

@User_name

❤️ ❤️ ❤️ ❤️ ❤️

\# Hashtag \# trending

🎵 Song_name

DOUYIN BY THE NUMBERS: KEY FACTS AND LATEST STATS

400 million+
Daily Active Users

January 2020

20 Billion+
▷ Daily views

79.45 Minutes
⟳ Users' daily average time spent in app

500 Million+
人 Total user base predicted by 2021

Source: Ocean Insights, February

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MEET THE DOUYIN USERS

To get a better understanding of the platform, advertisers need to first understand the platform's audience.

Male / Female ratio

👤👤👤👤👤👤👤👤👤👤 **52%**   👤👤👤👤👤👤👤👤👤👤 **48%**
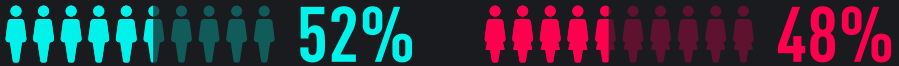
72% users are aged 18–35

👤 **72%**
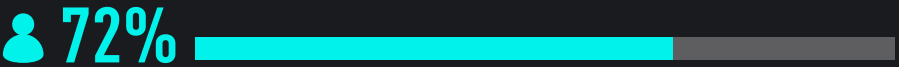
More than 50% of Douyin users live in Tier 1 & 2 cities like Beijing, Shanghai, and Guangzhou

Tier 1 & 2 cities   **50%+**

Douyin users have a strong willingness to purchase products on the platform

ROI for game-related products among Douyin users is very high

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SHOWCASING YOUR GAMES, APPS OR BRANDS ON DOUYIN

Douyin offers 3 main ad formats: TopView, In-feed & Sponsored Hashtag Challenge

TOPVIEW ADS

This format can showcase your brand or product as soon as users launch the Douyin app. Its early entry point, combined with solid creatives, make it a prime option for advertisers looking to be the first to reach this audience. In-ad customizable call-to-action buttons are available for this ad format.

Static - 3s

Interactive - 4s

Video - 5s

PRICING MODEL:
CPM

CALL-TO-ACTION:
to a landing page of your choice

TARGETING CAPABILITIES:
age, gender, location, user groups

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These ads have high conversion rates and can help you tell your story in a fun, engaging way, thanks to multiple CTA functionality. This way you can send your audience to app store download pages, landing pages, or even sponsored hashtag challenge pages.

PRICING MODEL:

CPT

Location and time period targeting supported

CPV

Dou TruView (DTV) – pay for the views that last for more than 5 seconds

CPM

User group targeting supported
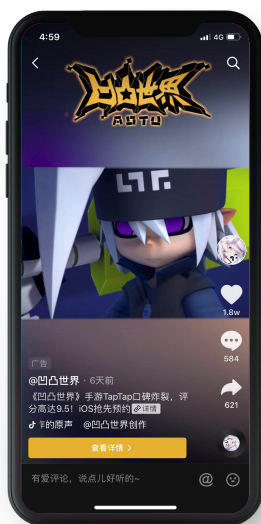
CUSTOMIZED ADDED FEATURES

Enhanced Liking
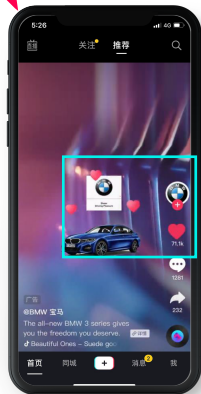
Enhanced CTA
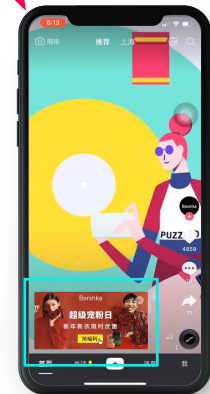
User Interaction

Coupons Distribution

Location-based Offline Store Directing (POI)

Consult with *one of our Douyin experts* to learn more about how best to implement these into your campaigns!

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These ad formats are focused around promoting apps, games, and brands by encouraging user-generated content and are particularly effective for community building. Depending on the product or service you are selling, these ads might be more or less effective.

DOUYIN'S BENEFITS IN A NUTSHELL

Scalable campaigns

Huge user base and high user retention rate ensure your campaigns' reach.

Flexible pricing model

CPM, CPV, CPT, all based around your campaign needs.

Higher ROI brought by greater visual impacts

Engaging ad formats with multiple CTAs.

Talk to new generation of mobile-savvy users with high paying willingness

The perfect platform to reach affluent mobile-savvy users in Tier-1 and Tier-2 cities, who are eager to try out new products.

Douyin should be a "must-have" platform in your media planning mix. Based on our extensive campaign management expertise, Douyin works extremely well for:

Tools & Utilities

Photo & video, e-learning, productivity

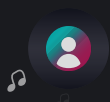### Brand advertisers:

Beauty products, food

Games:

Casual games

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02

ADVERTISING ON DOUYIN

A STEP-BY-STEP GUIDE

@User_name

❤❤❤❤❤

Hashtag # trending

♫ Song_name

KEY STEPS TO TAKE

Step 1 Apply for an advertiser account

Requires a set of predetermined documents, but the process and application time can be substantially quicker if you use a certified agency such as Nativex.

Step 2 Top up your ad account

You need to top up your advertiser account with CNY currency via locally accepted payment methods.

Step 3 Start producing ad creatives

The quality of your ad creatives is key to your campaigns' success. For optimal results, you will need multiple sets of creatives to ensure campaign effectiveness over time.

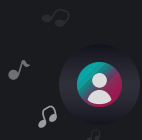**Step 4** Do a test run

Media buying experts suggest having a cost-effective test budget before launching the actual campaign, to test out different elements like creatives, targeting criteria, and more.

Step 5 That's it, you're ready to gain users!

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03

OUR CAPABILITIES:
HOW NATIVEX CAN HELP YOU LEVERAGE DOUYIN'S POWER IN CHINA

@User_name

Hashtag # trending

Song_name

NATIVEX CAN HELP YOU GET STARTED QUICK SET UP, NO HASSLE

Nativex is the certified agency of Douyin, which means that by working with us you get instant access to some exclusive benefits.

1

Localized creatives powered by **TopWorks**

TopWorks Creative Studio has connections with over 160 global creative partners, spanning across 30 countries and areas. The TopWorks team can produce high-quality creatives for your campaigns in all your targeted markets, with formats including live-action video creatives, TV commercials, interactive videos, 3D animations, VR videos, and more.

2

Early access to new features

Be the first to try new marketing features the moment they go live on the platform.

3

Cross-media management powered by the Nativex Trading Desk

Running campaigns on multiple media channels? The Nativex Trading Desk has detailed reporting functionality split by ad format, creative used, app, and more - all in one place.

4

Exclusive Douyin insights and analysis based on your verticals

Depending on the vertical you are in, you will gain access to exclusive reports, all based on our extensive experience working on Douyin-based campaigns.

5

Tailor-made algorithm set to meet your KPIs

Custom-built algorithm offered by Douyin, designed for flexibility around your KPIs.

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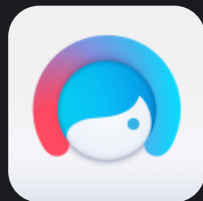
CASE STUDY: FACETUNE2

BY ⊛ Lightricks

@User_name

♥ ♥ ♥ ♥ ♥

\# Hashtag \# trending

♫ Song_name

HOW WE HELPED FACETUNE2 TRIPLE ITS CONVERSION RATE & GET OVER 18,000 DAILY INSTALLS

Lightricks has made a name for itself thanks to its video and image editing apps including Videoleap and Facetune. With Facetune2, the Lightricks team wanted to expand its presence in China by positioning itself as one of the key players in the photo&video editing market. We were excited to work with Lightricks on this campaign and together we managed to achieve some amazing results!

OBJECTIVES

After speaking with the Lightricks team to get a good understanding of their goals, we set out to achieve these two main objectives:

- Increase brand awareness among Chinese users
- Acquire high-quality users at scale

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STRATEGY

We decided that a mix of Key Opinion Leader (KOL) marketing and in-feed advertising would do the trick. Here's what we did to make this complex campaign happen:

1. KOL RECRUITMENT & PROMOTION:

We started looking for the best KOLs on Douyin that would be a match for the product and its target audience. After several rounds of research and recruitment, we handpicked 6 top KOLs to promote Facetune2 on Douyin, making sure we can leverage each influencer's personality for maximum effectiveness.
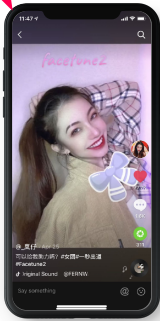
@大佬儿

@Alex

@_岚仔

@Real 机智张

@小爪几

@是你的又初呀

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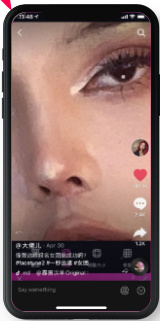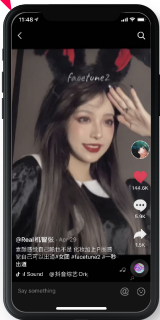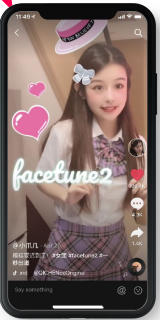
STRATEGY

2. IN-FEED AD PRODUCTION & LAUNCH

While running KOL campaigns, we also created high-quality ad creatives for in-feed ads on Douyin to promote Facetune2 to ensure the best possible impact and results.

3. VIDEO CONTENT PRODUCTION

We worked with our 6 KOLs to help them create video content advertising the app and its core features; we ran standard videos as well as live streams where KOLs tested and advertised the app, to give their massive number of follower direct exposure to Facetune2 and all its major selling points.

KEY RESULTS & ACHIEVEMENTS

Thanks to our mix of KOL marketing and in-feed advertising efforts, we were able to bring strong, sustainable exposure to Facetune2, generating over 12 million video ad views during the campaign. The sponsored videos got over 580,000 likes, 22,000 comments, and 5,000 shares, increasing the app's exposure among target users in China. As a result, Facetune2 was one of the top 10 most downloaded photo & video editing apps on iOS in China and one of the top 50 most downloaded apps overall.

Besides generating brand awareness, we also made sure that we achieved our second goal, to acquire high-quality users at scale. The in-feed advertising campaigns also saw massive success with the well-executed KOL campaigns, bringing in organic followers of the product. We were able to reduce CPIs by 30% and 3X better conversion rates.

KOL MARKETING	Video likes 580K
Video ad views 12 Million+	

IN-FEED ADVERTISING EFFORTS	Peak daily installs 18,000
Reduced CPI -30%	Conversion rate 3X

?

SO HOW DID WE HELP LIGHTRICKS ACHIEVE SUCCESS
WITH FACETUNE2?

3 KEY ELEMENTS:

1

LEVERAGE DOUYIN'S FEATURE AND COMMUNITY

We implemented a mix of in-feed ads + KOL marketing
+ KOL live streaming to raise organic brand awareness
and maximize engagement on Douyin.

2

CREATE A BUZZ

Use the hot topics in China to generate engagement
and start conversations.

3

MATCHING THE RIGHT KOL

Our intimate understanding of the Chinese mobile
market together with our KOL resource help
maximize reach & effectiveness.
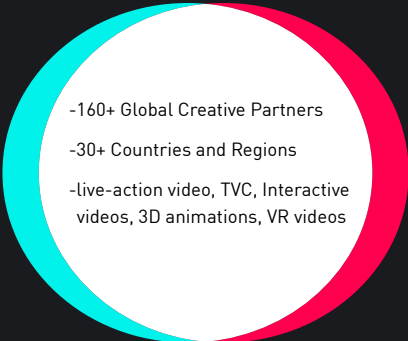
ABOUT LIGHTRICKS

Lightricks is an Israeli video & photo image editing developer. Founded
in 2013, the company found success with Videoleap and Facetune, becoming
one of the top photo & video app developers in the world. Lightricks followed
up its successful run with Facetune2, which has been downloaded over 150
million times globally.

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EXPERIENCED MEDIA BUYING TEAM

TopWorks Global Creative Studio

Deliver high-quality ad creatives that drive tangible results, all produced locally in the markets you want to target. TopWorks Creative Studios has teams in 30 countries around the world, each of which connects and manages 5-10 other local creative studios and production agencies.

-160+ Global Creative Partners

-30+ Countries and Regions

-live-action video, TVC, Interactive videos, 3D animations, VR videos

- Mobile games
- Ecommerce
- Tools & Utilities
- Online education
- Fintech
- Consumer goods

Media Buying Teams

Our experts cover **6** of the largest verticals in the Chinese mobile market:

OUR WORKFLOW

01 **Prep work** (done as quickly as one week)

- Collecting required paperwork
- Ad account application
- Account top up
- Analysis report by product and target audience
- Media mix strategy
- Budget allocation based on an optimized ROI model

02 **Campaign test run** (one week of testing recommended)

- Ad creatives production
- Test runs with multiple sets of creatives
- Comprehensive post-testing strategy report

03 **Live campaign deployment**

Select the best performing sets of creatives and run ads

04 **In-depth optimization** (frequency: monthly/quarterly/yearly)

- Algorithm optimization
- New creatives production

05 **Detailed campaign reports**
(API-powered customized reporting functionality)

Access to detailed reporting tailored to your ROI

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TAKE YOUR CAMPAIGNS TO THE NEXT LEVEL WITH
XPLORECHINA

Our *XploreChina solution* is designed to help advertisers achieve sustainable growth in the world's largest mobile ecosystem.

At Nativex, our mission is to enable visible returns and our XploreChina initiative, combined with our unmatched understanding of the mobile landscape in China, means your advertising efforts are in good hands.

Nativex is the certified partner with key media giants in China. *Get in touch with the Nativex team today.* Let's get your campaigns the ROI boost they deserve!
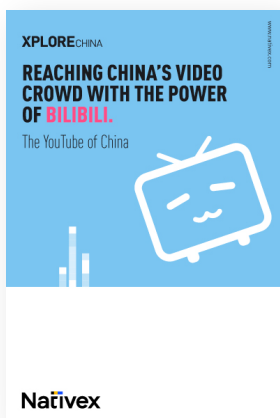
BUYING DOUYIN IN-HOUSE?

The First
Multichannel Media Buying Tool
Connecting Top Channels
across China and The West.

XMP is the first multi-channel media buying tool that connects top media between China and the Western markets. Built by the Nativex media buying experts for media buyers, XMP will allow you to streamline complex campaign workflows across platforms like Snapchat, Douyin, WeChat, and Kuaishou. *Schedule a demo* today.

Features	XMP	Bidalgo	Smart.ly	Bidshake
Western Top Media supported				
China Top Media supported				
Edit bids in batches	✓	✓	✓	✓
Edit targeting in batches	✓			
Create campaigns in batches	✓	✓	✓	
Multi-channel dashboard	✓	✓	✓	✓
Campaign grouping	✓			
Creative analysis	✓	✓	✓	
Creative services	✓		✓	

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GET MORE OUT OF OUR XPLORECHINA EBOOKS:

XPLORECHINA

A LOOK INTO CHINA'S EMERGING CONSUMER MARKET
& The 4 Key Media to Reach This Audience

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INFLUENCER MARKETING
In China

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REACHING CHINA'S VIDEO CROWD WITH THE POWER OF BILIBILI.
The YouTube of China

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Comming Soon

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