

Nativex XPLORE_{CHINA}

YOUR GATEWAY TO CHINA'S MOBILE MARKET

www.nativex.com

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About Nativex

XPLORECHINA BY NATIVEX



XploreChina by Nativex is a one-stop mobile marketing solution to help your app or brand succeed in the Chinese market. XploreChina provides your business with a full suite of agency solutions, including **user acquisition, influencer marketing, creative services**, and more. We offer access to local expertise and global support - ensuring tailored marketing campaigns across the entire user journey.

Nativex takes pride in its worldwide team, which includes dedicated support staff based in China. Our team's extensive understanding of the market, user behaviors, trends, and insights has enabled us to develop a strategy called 'Glocalization.' This approach seamlessly combines global expertise with local execution to maximize our effectiveness.

OUR SOLUTIONS



MEDIA BUYING

- Premium media buying solution across China's top closed ecosystem media and SDK ad platforms.
- Certified ad service provider for major Chinese media platforms, including **Ocean Engine, Tencent, Kuaishou, Baidu, and others.**

KOL MARKETING

- Certified partner for China's top influencer marketing platforms, including Ocean Engine's XingTu.
- Partnered with 40,000+ KOLs and 500+ MCNs.

MORE SOLUTIONS

- Premium creative services via the TopWorks Studio.
- Brand management, social media account management, SEO strategy, and more.

OUR CLIENTS

3,000+

Brands Served



E-COMMERCE

China is the world's largest e-commerce market with a growing trend in social shopping.



GAMING

China is one of the largest global gaming communities with high viral marketing potential.



EDUCATION

Chinese consumers are looking for learning experiences that complement the traditional education system.



BEAUTY

Harness the power of KOLs and influencer marketing to grow sales and your brand recognition.



TRAVEL & TOURISM

Since China has opened its borders, tourism has been rapidly recovering with demand soaring higher than ever.



PHOTO & VIDEO

These apps have become an essential tool for those interested in beauty and self-expression.



AND MORE

Explore various ways to tap into China's app landscape, grow your app, increase brand credibility, and more.



**XPLORECHINA
MEDIA
BUYING**

01

OUR PARTNERS

CERTIFIED AD AGENCY FOR CHINA'S BIGGEST MEDIA PLATFORMS

CORE AGENT AND EXCLUSIVE RESOURCES

Social Media



Integrated Media



Vertical Media



FULL SUPPORT FROM OTHER TOP MEDIA



OUR INVENTORY

PREMIUM INVENTORY ACROSS CHINA'S MASSIVE MOBILE ECOSYSTEM

18+

Strategic Partners
in China's
Closed Media Ecosystem

Tencent



WeChat



QQ



Tencent
News



Tencent
Video

ByteDance



Douyin



Toutiao



XiGua Video



Pangle



Dongchedi



FaceU



Ulike
Camera

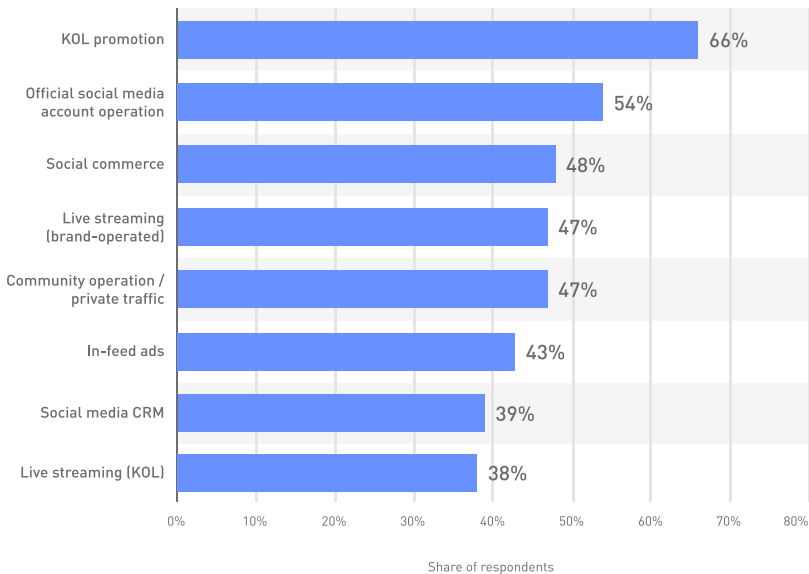


**XPLORECHINA
KOL
MARKETING**

02

THE IMPORTANCE OF KOL

KOL Marketing is the most prominent social marketing channel as of 2023. This type of marketing is popular due to its potential to reach vast and highly engaged audiences. KOLs / influencers have the power to shape consumer perceptions and drive purchasing decisions. Leveraging KOLs can lead to improved brand credibility, as consumers tend to trust recommendations from personalities they follow. Moreover, KOLs provide a bridge to connect with niche audiences, helping brands target specific demographics more effectively.



THE IMPORTANCE OF KOL

1

PLAN AHEAD

Working with top influencers requires significant preparation from both parties, so make sure you have at least 1 month available to plan your campaign.

2

IDENTIFY YOUR CORE MARKETING NEEDS ASAP

Make sure your goals are clear and communicated in advance; once set, your key goals cannot be changed.

3

CLARIFY THE STYLE & TONE OF VOICE

Keep in mind that influencers require greater creative freedom and autonomy, as they know their fanbase best; ensure your brand / product's tone of voice matches the influencer's style.

4

STAY IN CONSTANT CONTACT

It's important to remain in contact after establishing all campaign goals and requirements; establishing a good working relationship with the KOL and their team is crucial for best results and potential future campaigns.

OUR SERVICES

Planning

- Campaign goals identification
- Target audience analysis
- KOL recommendations
- Platform selection

Campaign Implementation

- Campaign execution
- Content creation
- Livestream operations
- Campaign monitoring

Post-Campaign Analysis

- Measure goals and KPIs
- Analyze audience feedback
- Influencer performance review

China boasts a mature and sophisticated influencer marketing landscape, offering multiple touchpoints for brand awareness, engagement, and conversion. From live-stream shopping to influencer ads, these diverse platforms present ample opportunities for impactful marketing and revenue generation.

We'll help craft a strategic influencer marketing plan to significantly enhance your campaigns' reach. Nativex works with over **40,000 Key Opinion Leaders (KOLs)** and more than **500 Multi-Channel Networks (MCNs)**, including ByteDance's KOL agency XingTu, as well as **official partnerships of top media platforms such as Xiaohongshu, WeChat, Bilibili, Kuaishou, and Weibo.**

TOP CHINESE KOLS WE WORK WITH

40,000+ Influencers

Direct Partnerships

500+ MCNs

Strategic Partnerships

10+ Verticals

Gaming / Social Commerce / Comedy / Fashion,
Health & Beauty / Science & Education / Vlogging, and more



Austin Li

Platform: Taobao
Followers: 47M



Yi Mengling

Platform: Douyin
Followers: 1.25M



Piyou

Platform: Douyin
Followers: 2.87M



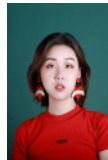
Luo Wangyu

Platform: RED
Followers: 0.48M



Xueli

Platform: Taobao
Followers: 27M



Xulaoshi

Platform: Weibo
Followers: 11M



Hetongxue

Platform: Bilibili
Followers: 7.2M

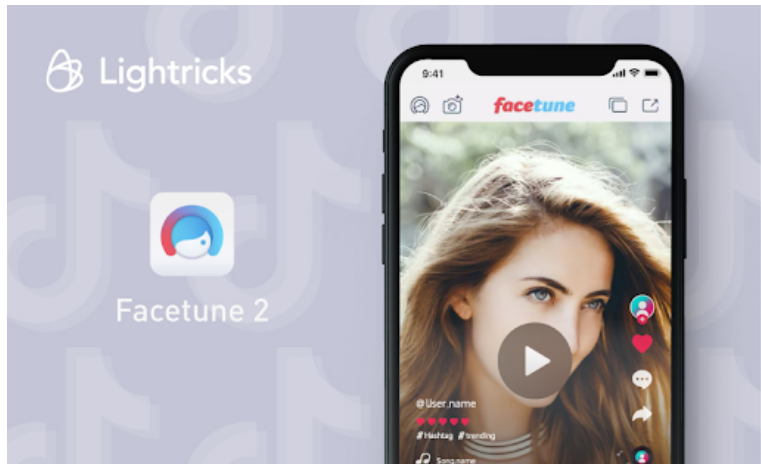


Bidao

Platform: Bilibili
Followers: 4.3M

CASE STUDY

HOW WE HELPED FACETUNE2 REACH TOP CHARTS WITH KOL MARKETING.



Introduction

We worked with Lightricks to get their smash hit app Facetune2 into the top 10 photo & video charts in China. How did we do it? Short answer: KOL marketing.

Goal

Increase brand awareness among Chinese users and acquire high-quality users at scale.

Results

580k

Video likes

12M+

Video ad views

TOP 10

Photo & video apps in China

Strategies

Marketing Plan: Implement a mix of KOL marketing and in-feed advertising.

KOL Recruitment & Promotion: Handpicked 6 top KOLs that would be a great fit to promote Facetune2 on Douyin, ensuring we can leverage each influencer's personality for maximum effectiveness.

In-Feed Ad Production & Launch: Created high-quality ad creatives and in-feed ads promoting Facetune2.

Video Content Production: We worked with 6 KOLs to help them create video and livestream content to promote the app and its core features.

Read More: [Nativex - Facetune 2](#)

KOL Marketing eBook: [The Power of Influencer Marketing in China](#)

MORE XPLORECHINA SOLUTIONS



03

OTHER SOLUTIONS WE OFFER

If you're looking for more mobile marketing solutions to make your launch in China a success, you've come to the right place. We have a range of services tailored to your business and goals, from **PR & branding** to **crisis management, social media account management**, and more.

TOPWORKS CREATIVE STUDIO

Our TopWorks team can produce high-quality creatives for your campaigns in a variety of different formats.

KEY CONNECTIONS TO CHINA'S MEDIA

We have well-established relationships with the local media in China, and we will ensure you maximize your brand's exposure and generate tangible results.

THE VOICE OF YOUR BRAND IN CHINA

By combining our strong market insights with our industry knowledge, we will develop storylines and narratives that will resonate and engage with your audience.

TOPWORKS CREATIVE STUDIO

[TopWorks Creative Studios](#) is a global creative network with 14 teams established in over 30 countries across the world. TopWorks connects brands with over 200 creative studios worldwide and aims to empower advertisers with excellent creatives that drive performance and enable visible returns.



ANALYZE

Industry and product analysis, and target audience profiling



STRATEGIZE

Data-powered strategies tailored to your goals



PLAN

Detailed plans, scripts, and narratives based on your target markets



PRODUCE

Interactive, 3D, or AR ads live-action video ads



A/B TEST

Results-oriented testing based on historical creative insights



DELIVER

Stronger campaign CTR / CVR

CASE STUDY

HOW TOPWORKS HELPED KABAM'S CREATIVE STRATEGY ON DOUYIN IN CHINA



Introduction

Nativex partnered with top global app developer, Kabam, to help their game Shop Titans establish a brand following on their official Douyin account.

Goal

Expand the Shop Titans' community on Douyin by curating and delivering engaging content that resonates.

Results

4,000+

Followers gained

7M+

Total video views

Strategies

Creative Strategy - Month One: In the first month of our creative strategy, our social media management team and TopWorks developed and rolled out a tailored series of ad creatives for Shop Titans. These were consistently posted on their official Douyin account to enhance brand visibility and engagement. This strategy achieved promising initial results, with the account accruing 1,000 new followers within the first month.

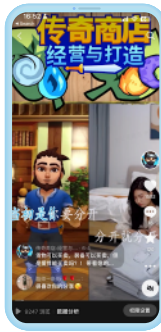
Creative Strategy - Month Two: Undeterred, TopWorks analyzed the data and leveraged insights to fine-tune their approach. Implementing live-action and 2D videos in the second month proved to be a game-changer, resulting in an impressive growth of 4,000 followers, successfully meeting the set KPI.



TOP 3 POSTS



①



②



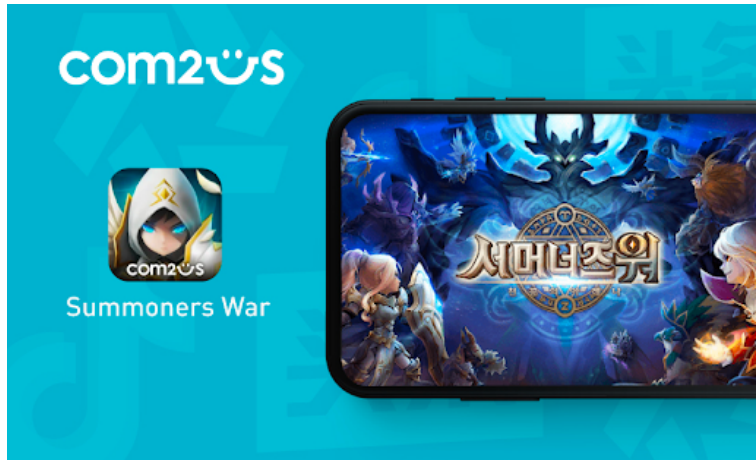
③

Creative Tip

- ① Use real people to show game features. In this example, it showcases the game's lucky draw feature (weapons + heroes) through the use of cosplaying.
- ② Create a captivating video that blends in-game elements with real-life humor, using popular music from Douyin to pique the audience's curiosity and engagement.
- ③ Craft a lighthearted video portraying comical moments between a couple, highlighting how the male partner's love for Shop Titans adds fun and excitement to their relationship, effectively showcasing the game's engaging and enjoyable aspects.

CASE STUDY

HOW WE HELPED SUMMONERS WAR USE CHINA TOP MEDIA TO DOUBLE ITS ROAS



Introduction

The popular mobile RPG game “Summoners War: Sky Arena” by Com2uS received its Chinese ISBN gaming license and became the first Korean mobile game to enter the market. Here’s how we used our China Top Media solution on Douyin and Toutiao to help Com2us find success in China.

Goal

Increase brand awareness among Chinese users and acquire high-quality users at scale to boost ROAS.

Results

100%+

Target ROAS

23%

CVR

108%

iOS Performance

Strategies

Media Planning: Utilized Ocean Engine, China's largest integrated mobile advertising platform, which incorporates major media platforms like Douyin and Toutiao. This maximized the game's visibility in the Chinese market, resulting in substantial brand exposure and increased downloads.

TopWorks Creative Studio: To maximize campaign ROI, we focused on the game's core players with high ARPPU, utilizing a user acquisition strategy. TopWorks played a crucial role in producing tailored, high-quality creatives for the Chinese audience. Additionally, we continuously optimized the campaign by adjusting CPI and CPA costs to ensure maximum effectiveness.

Read More: [Nativex - Summoners War](#)

ABOUT NATIVEX

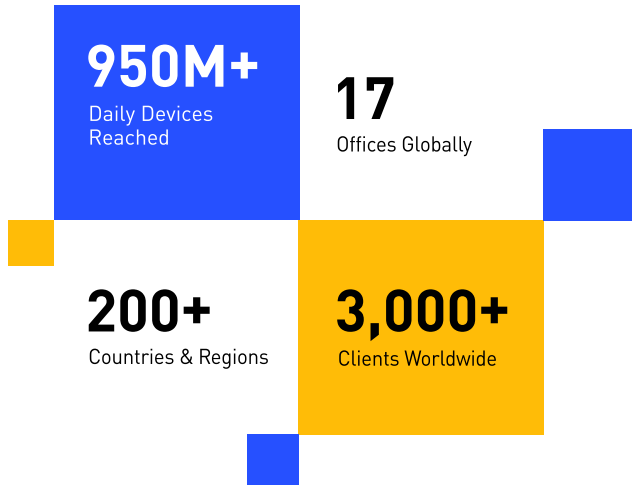
04

ABOUT NATIVEX

Nativex

GLOBAL DIGITAL MARKETING EXPERT

Nativex is a leading cross-border digital marketing agency helping brands and apps boost cross-regional growth through high-quality media buying, influencer marketing services, and creative customization capabilities.



ABOUT NATIVEX

OUR END-TO-END MOBILE MARKETING SOLUTIONS

XPLORE_{CHINA}

YOUR GATEWAY TO CHINA'S MOBILE MARKET

Successfully run your advertising campaigns in China with a team to bridge the gap. As a global team with roots in China, Nativex has the cross-cultural fluency required to successfully navigate any challenges and ensure your campaigns are relevant, accurate, and appropriate.

[Learn more about XploreChina.](#)

XPLORE_{APAC}

UNLOCK APAC MOBILE MARKET POTENTIAL

Your ticket to successful advertising campaigns in the dynamic APAC region. With a team of experts well-versed in the intricacies of the APAC market, Nativex bridges the gap between businesses and their target audiences, helping them navigate cultural nuances and deliver relevant, accurate, and appropriate campaigns.

ABOUT NATIVEX

OUR END-TO-END MOBILE MARKETING SOLUTIONS

TopWorks

CREATIVE EXCELLENCE, VISIBLE RETURNS

The TopWorks Creative Studio is a global creative network. With 14 teams established in over 30 countries across the world, TopWorks connects you with 200+ creative studios worldwide. TopWorks is an official TikTok Marketing Partner.

[Learn more about TopWorks.](#)

TikTok

ADVERTISE ON THE WORLD'S FASTEST-GROWING SOCIAL APP

As one of the top global TikTok performance ad agencies, have the access and experience to help you expand your advertising channels, grow your business, and bring awareness to a whole new segment of mobile users.

[Learn more about our TikTok solution.](#)

ABOUT NATIVEX

OUR END-TO-END MOBILE MARKETING SOLUTIONS

MEDIA BUYING

PREMIUM GLOBAL INVENTORY

Nativex has access to premium global ad inventory, no matter your target market. Coupled with our expertise, we ensure maximum reach and performance for your mobile advertising campaigns.

[Learn more about our Media Buying solution.](#)

DSP SOLUTION

PREMIUM GLOBAL INVENTORY

We have a performance-based DSP for user growth that includes extensive traffic sources via SDK ad networks, OEM outlets, and beyond for precise, scalable advertising.

[Learn more about Nativex DSP.](#)

Nativex

XPLORE CHINA

Learn More at:

www.nativex.com/en/marketing-to-china



Contact the Nativex team today: www.nativex.com

Email: sales@global.nativex.com