

Nativex

Travel Marketing in 2024



CONTENT

01 **EXPLORE:** OVERSEA TRAVEL IN CHINA

02 **STRATEGIZE:** CAMPAIGN SOLUTION

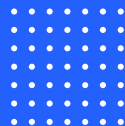
03 **SERVICE:** ABOUT NATIVEX



01

EXPLORE:

CROSS-BORDER TRAVEL
IN CHINA





Tourism Recovery: Challenges and Opportunities

YoY increase of global tourists in 2023

+33.8%

Estimated Chinese outbound tourists in 2024

130 M

YoY increase of Chinese outbound tourists in 2024

+45%

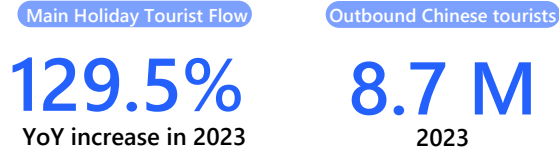
Source: Statista, China Tourism Academy

What are changes in China's tourism market?

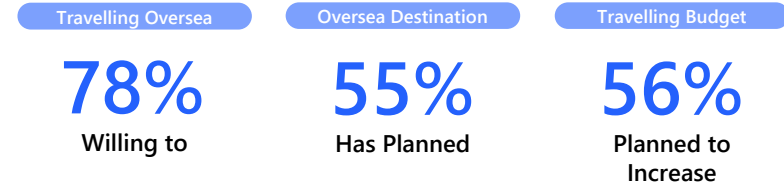


New Ecology: Rising demand of holiday travel energizes the market

Consumption demand for holiday travel has resumed in China as most tourists show strong travel desires.



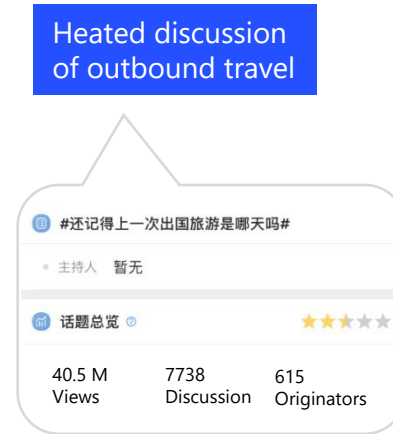
Source: China Tourism Academy



Source: Dragontrail

Source: Oliver Wyman

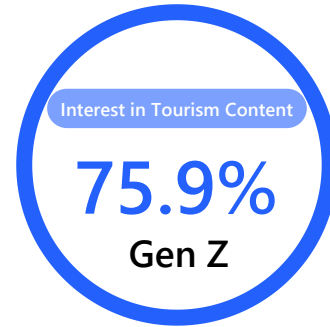
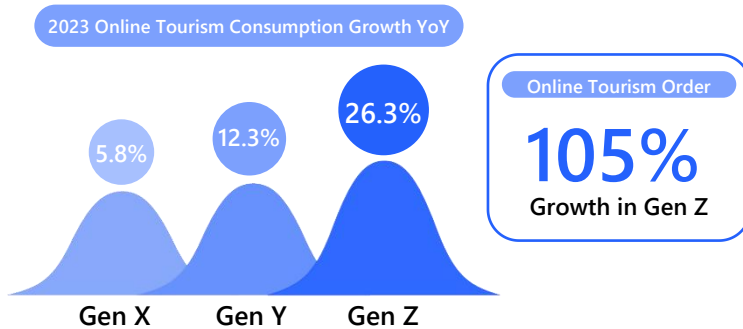
Chinese tourists have an increasing passion for outbound travel.



New Ecology: Gen Z is expected to be main consumers of outbound travel

With a high travel enthusiasm and a strong consumption capacity, Gen Z has become the main driver of travel consumers. Therefore, winning Gen Z is critical for travel marketing industry players.

Social media and digital marketing provides effective marketing tools for tourism to reach Gen Z, who tends to engage in social media while making travel decisions.



93.4%

Usage in Gen Z
Online Tourism Users

Source: Fastdata

New Demand: Chinese tourists make prudent decisions on travel destinations out of safety concern

With safety as their major concern, tourists' confidence on outbound travel is boosted by the travel policies in place.

Local
Epidemic
Condition

59%

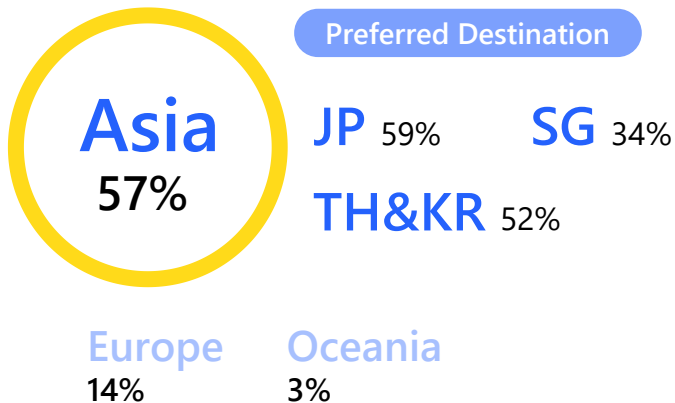
Health &
Sanitation

52%

Welcoming to Chinese

37%

Asian countries such as Japan, South Korea, and Thailand are the top selections for Chinese tourists.



Source: Dragontrail

Source: Oliver Wyman, Dragontrail

New Demand: Chinese tourists like to eat, have fun and shop. Valuing variety of experiences in their travel destination.

China's tourists increase their budgets for dining, entertaining and shopping.

Budget Increase in...



Food

82%



Shopping

62%



Entertainment

70%



Hotel

55%



Source: Oliver Wyman

New Demand: Four major travel trends in the post-Covid era.

Chinese tourists attributes great importance to companionship during their travels. Resulting in a rising demand for group tour, immersive tour, and a 66.9% increase in leisure tour. Favoring lesser-known destinations, while personalized tour is gradually gaining traction.



Source: Fastdata



Group Tour

Loneliness caused by the epidemic had increased the tendencies for Chinese tourists to explore the world accompanied by their friends or families. They prefer destinations that are suitable for group tour, tightening their bonds during these travels.

66% Prefer to travel with family/friends

Source: mafengwo

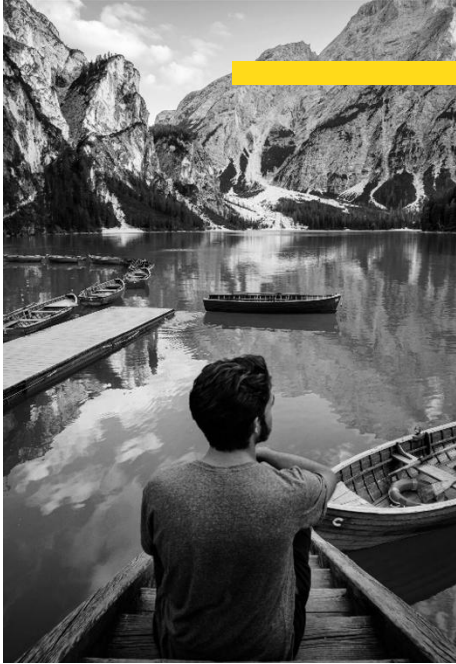
81% Oversea Travelers Prefer Nature-related Trip

Source: Dragontrail

With camping at the lead, leisure tour has become trending as travelers has the desire to escape from their narrow residential areas, slow down and enjoy life by basking in nature.

Leisure Tour





Immersive Tour

With the emergence of younger travel groups, Chinese tourists prefer 'in-depth travel' to fully immerse themselves in local scenery and customs to 'daka' (打卡) trip which emphasizes on shopping and photo taking opportunities.

76%

Oversea Travelers Focus on City & Culture

Source: Dragontrail

+235%

"Travel+Sports" Keywords Heat Growth

Source: ctrip

With a diverse traveling demand and increasing emphasis on personal satisfaction, people turned their attention to once minority sports such as rafting, snorkeling, surfing, and skydiving, hoping to relief their stress.

Personalized Tour



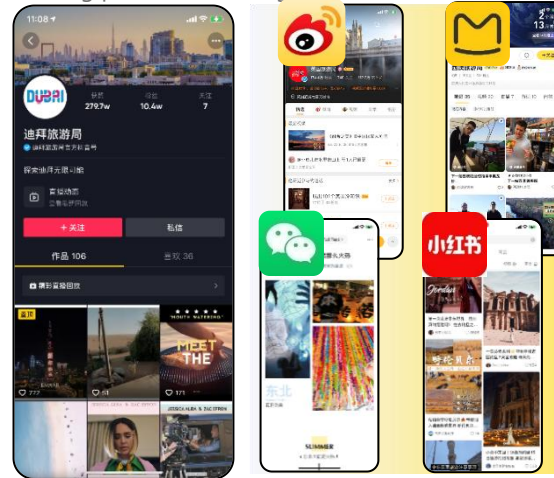
New Solution: Dominated by content marketing, tourism marketing shifts from single to omnichannel distribution

Traditional Offline Ads & OTA Ads



Online Media Empowering Tourism Marketing

The epidemic has changed people's lifestyle and boosted the development of online communication, interaction and consumption. Online media platforms are viewed as the front to construct a new tourism ecology, empowering precise marketing.



Construct tourism fronts by various social media matrix leading online tourism in the pandemic.

New Solution: Attract tourists towards online tourism through various marketing means



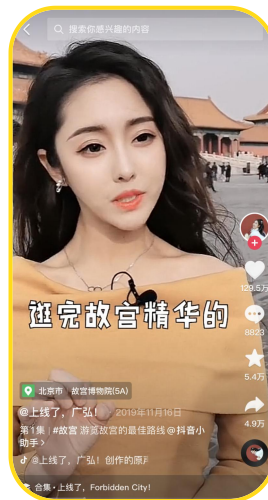
Ad Exposure



Branding Campaign



Brand Operation



Influencer Cooperation

Pain points of tourism marketing in China

Precise Target at Potential Tourists

How to identify potential tourists?

How to leverage on Chinese top media to reach out to tourists?

How to accumulate quality traffic for future retargeting?

Build The Preferred Destination

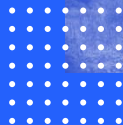
How to distinguish us from homogeneous tourist attractions?

How to entice tourists to fall in love with local cultural landscapes?

How to encourage TA's active discussion to boost organic traffic?

02

STRATEGIZE:
CAMPAIGN SOLUTION





MARKETING OBJECTIVE

Sculp preferred destinations and develop quality traffic for the peak season.

COMMUNICATION CONCEPTS



**EXPOSE TRAVEL INFORMATION TO
ACCUMULATE COMMUNITY TRAFFIC**

Stimulate TA to actively search for national attractions

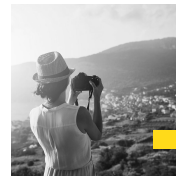
**HEATED ONLINE TOURISM EVENT TO
SPARK USER ENGAGEMENT**

Encourage TA to explore unique features of destination countries to
generate interest



EXPOSE TRAVEL INFORMATION TO ACCUMULATE COMMUNITY TRAFFIC

Full coverage of media ad placements to strengthen exposure in the public domain while increase user stickiness in our brand community



Matrix communication within the Ocean Engine ecology to permeate users across fields

Short Video Community

Build a brand content ecology to attract GEN Z



600M DAU

Active User: 19~30yrs



60M DAU

Active User: 24~30yrs

Average usage time: 16.7mins



50M DAU

Active User: 25~35yrs

Monthly active creators: 3.2M

News and Information

Massive travel PR articles to cover GEN Y



130M DAU

Active User: 36~40yrs

Per capita usage times/day: 9.6

Vertical Entertainment Product

Intense ad exposure to attract prospective users across all channels

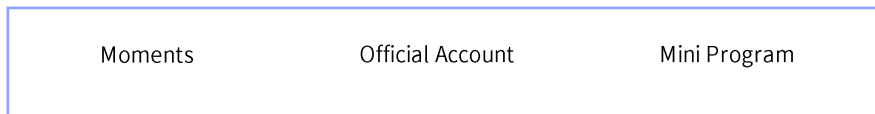


Over 1B MAU in total

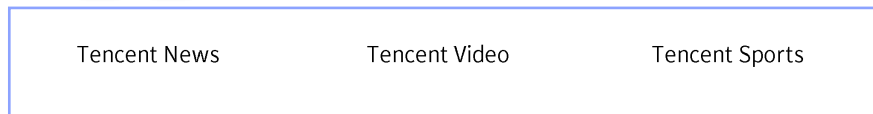
Active users: 16~45 yrs

Full coverage via Tencent ecology to leap from acquisition to retention

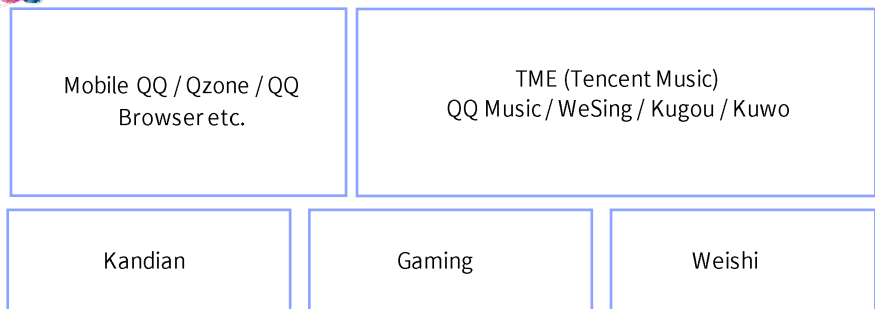
 微信广告 MP Traffic **Instant Messaging & Social Tool**



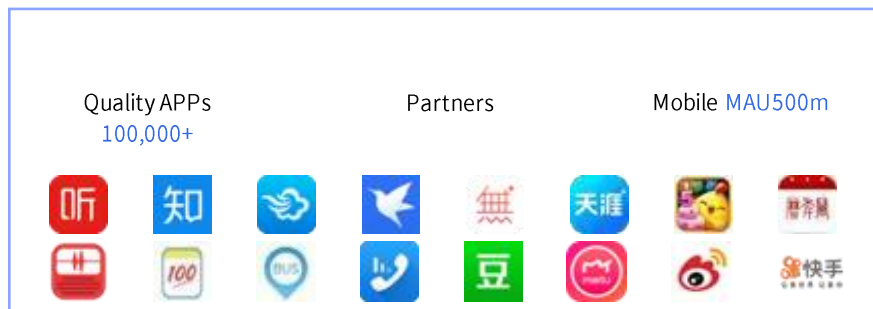
   XS Traffic **Vertical Interest Platform**



 Feeds-ad & QQ ads –XQ Traffic **Life & Entertainment**



 优量汇 etc **Affiliate Traffic Matrix**



Wide Coverage

98% Chinese netizens

Active Engagement

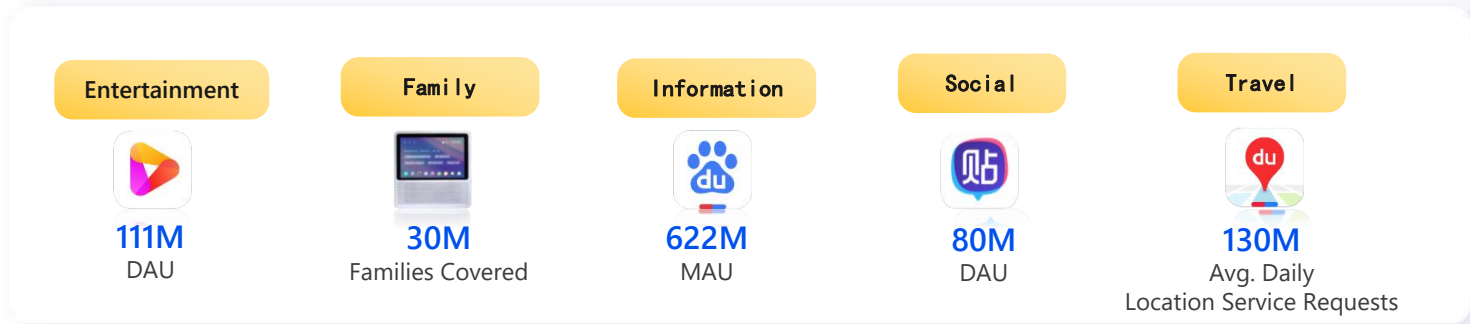
1.3B MAU

Diversified Contents

9.6B average daily contents



Cover users' multi-entertainment scenarios with Baidu Search Ads



Intelligent Search

- Recommend Based on Interest.
- 72% of users agree with the advertising content recommended by Baidu.



High Spending Willingness

- Platform users have a solid consumption foundation.
- 60% of users shop on Baidu.



Diverse Ads Solution

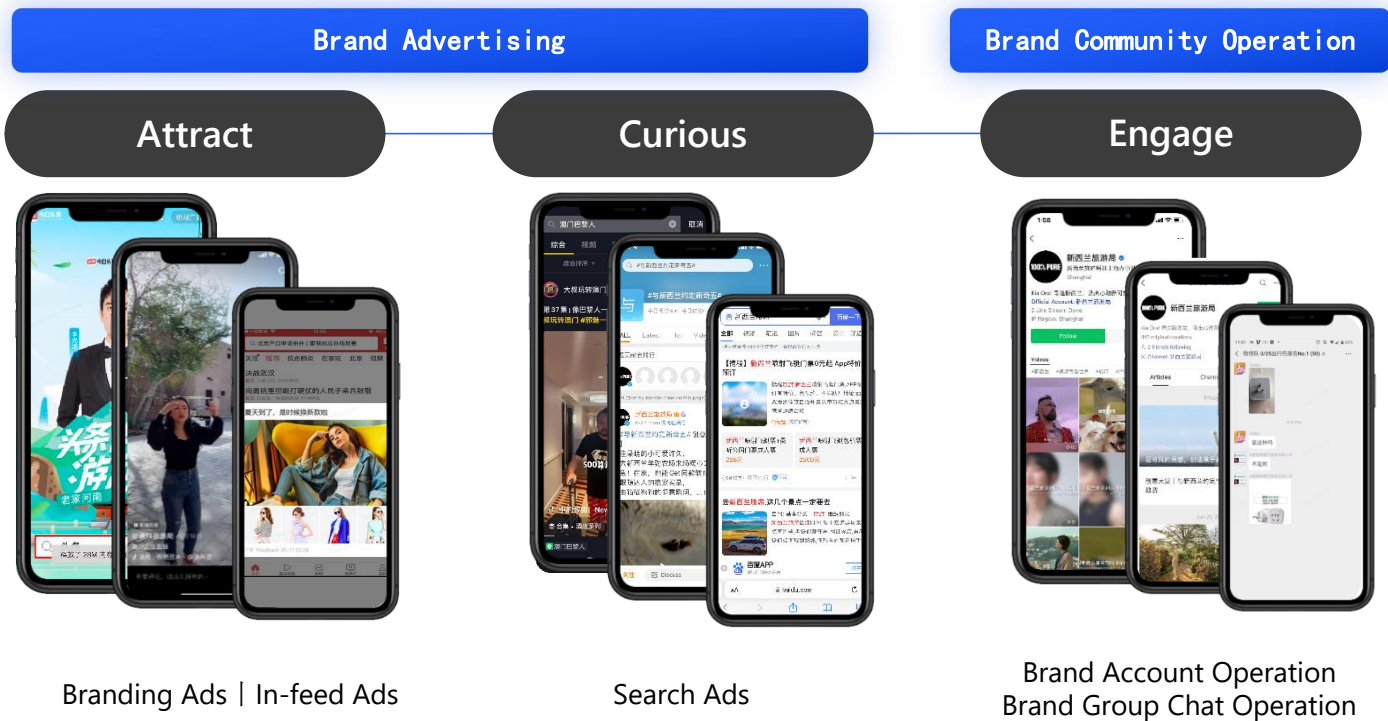
- Search Ads & In-feeds
- Cover 1000M daily traffic & 120+ life topics.



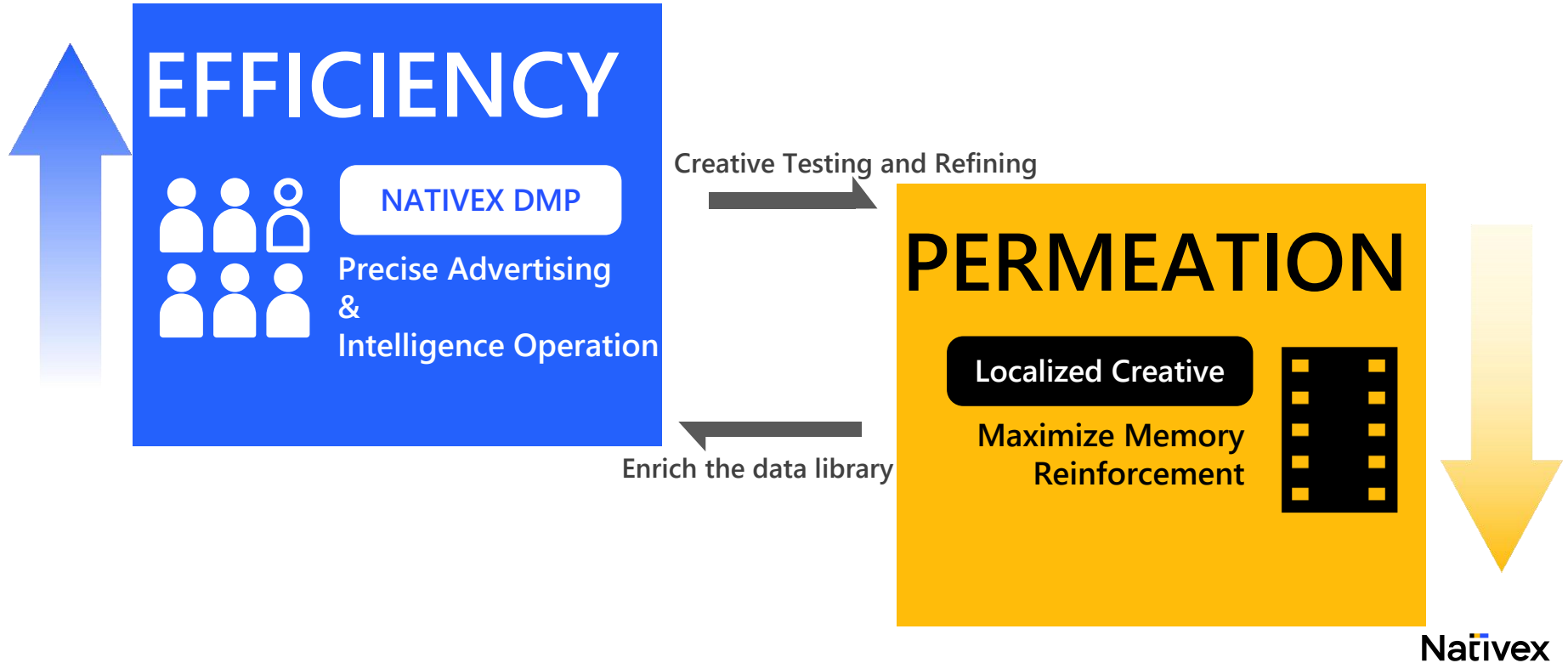
High Decision Dependency

- Users tend to use Baidu for shopping inspiration.
- 68% of users make consumption decisions with Baidu.

Promotion services across all channels and all time to divert quality traffic from the public to private domain

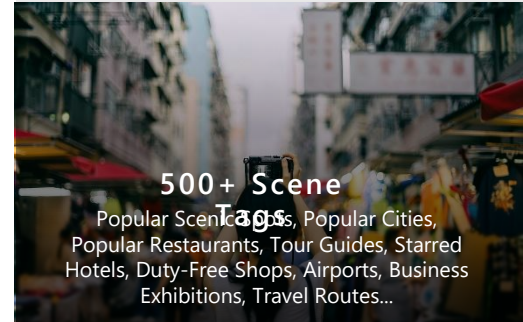
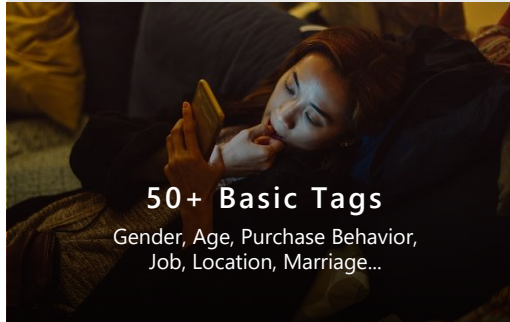


NATIVEX facilitates brands to reach potential audience precisely to maximize local marketing performance



Delivery Efficiency

Large DMP database boosts generation of targeting packages & trendy keywords



 **DAU 600M**

 **Covered Apps 1.2M**

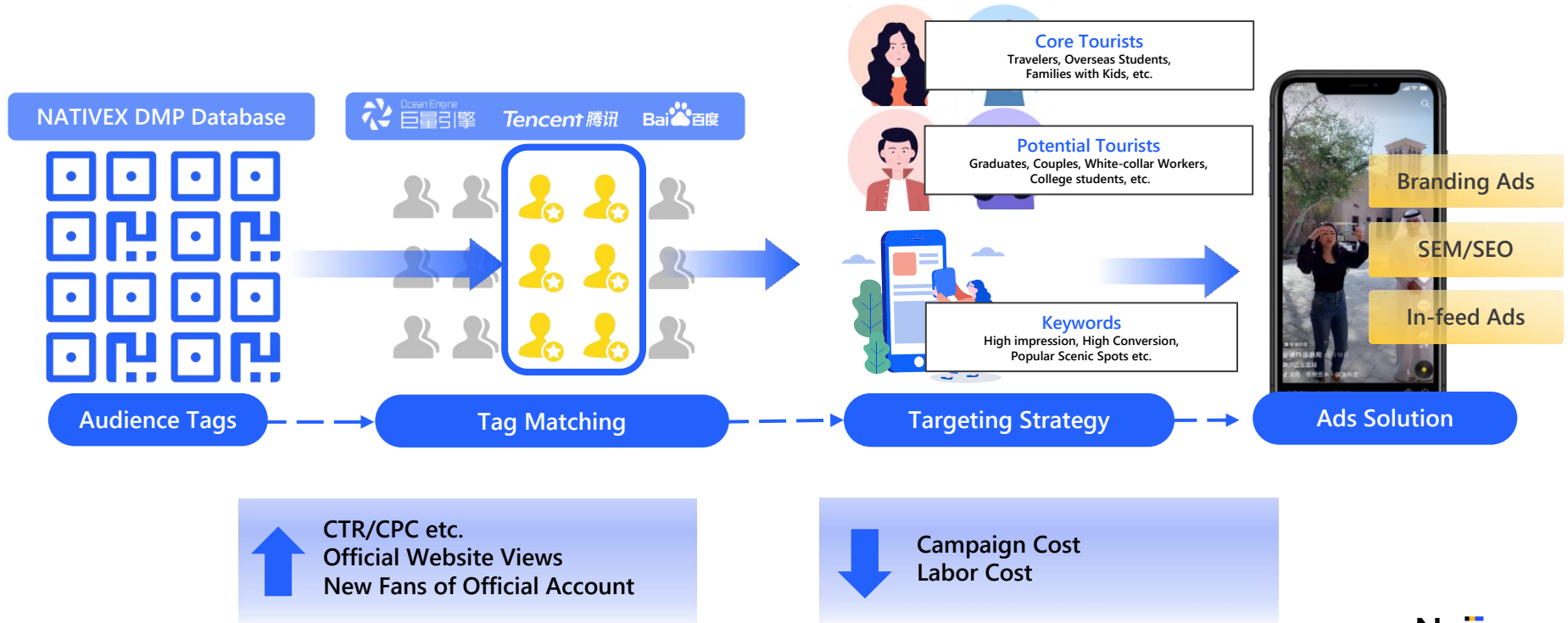


 **MAU 1.4B**

 **Channels Docking 1000+**

Delivery Efficiency

Precise Targeting Guarantees Lower Cost & Better Effects



Delivery Efficiency

Improve digital and intelligent brand operation in Tencent's private domain to realize tiered operation, saving cost and manpower



- ✓ Build Brand Account Persona.
- ✓ High Quality Content Operation.

Official Account

Official Account & Channel



- ✓ Intelligent VIP Service.
- ✓ Brand Activity Operation.

Community

Group Chat

Delivery Efficiency

Official account operation: enhance user stickiness by customized brand persona & contents based on audience preference

Tailor-made brand image & contents based on analysis of TA & accounts

PREFERENCE TAG

20 categories of app preferences
160 sub categories

Code	Category	Count	Code	Category	Count
0448	车	3	0453	文化娱乐	3
044901	信用车	4	045301	动漫	4
044902	新能源车	4	045302	旅游	4
044903	商用车	4	045303	电影	4
044904	新能源车	4	045304	国产电视剧	4
044905	汽车	4	045305	收费电视剧	4
044906	打车	4	045306	体育赛事	4
044907	租车	4	045307	艺术展览	4
044908	车维护保养	4	045308	演出	4
044909	汽车维修	4	045309	演唱会	4
044910	车主服务	4	045310	演唱会V	4
044911	汽车资讯	4	045311	付费音乐	4
0450	旅游	3	045312	点歌收藏	4
045001	本地旅游	4	045313	点歌收藏	4
045002	国内旅游	4	0454	商	1
045003	出境旅游	4			

AUDIENCE TAG

Audience persona & Device, etc.

Code	Category	Count	Code	Category	Count
0001	男	1	0001	男	1
0002	女	1	0002	女	1
0003	未知	1	0003	未知	1
0004	IPHONE	2	0004	IPHONE	2
0005	MI	2	0005	MI	2
0006	HUAWEI	2	0006	HUAWEI	2
0007	XIAOMI	2	0007	XIAOMI	2
0008	OPPO	2	0008	OPPO	2
0009	VIVO	2	0009	VIVO	2
0010	三星	2	0010	三星	2
0011	魅族	2	0011	魅族	2
0012	小米	2	0012	小米	2
0013	华为	2	0013	华为	2
0014	中兴	2	0014	中兴	2
0015	联想	2	0015	联想	2
0016	荣耀	2	0016	荣耀	2
0017	酷派	2	0017	酷派	2
0018	锤子	2	0018	锤子	2
0019	乐视	2	0019	乐视	2
0020	金立	2	0020	金立	2
0021	步步高	2	0021	步步高	2
0022	中兴	2	0022	中兴	2
0023	联想	2	0023	联想	2
0024	荣耀	2	0024	荣耀	2
0025	酷派	2	0025	酷派	2
0026	锤子	2	0026	锤子	2
0027	乐视	2	0027	乐视	2
0028	金立	2	0028	金立	2
0029	步步高	2	0029	步步高	2
0030	中兴	2	0030	中兴	2
0031	联想	2	0031	联想	2
0032	荣耀	2	0032	荣耀	2
0033	酷派	2	0033	酷派	2
0034	锤子	2	0034	锤子	2
0035	乐视	2	0035	乐视	2
0036	金立	2	0036	金立	2
0037	步步高	2	0037	步步高	2
0038	中兴	2	0038	中兴	2
0039	联想	2	0039	联想	2
0040	荣耀	2	0040	荣耀	2
0041	酷派	2	0041	酷派	2
0042	锤子	2	0042	锤子	2
0043	乐视	2	0043	乐视	2
0044	金立	2	0044	金立	2
0045	步步高	2	0045	步步高	2
0046	中兴	2	0046	中兴	2
0047	联想	2	0047	联想	2
0048	荣耀	2	0048	荣耀	2
0049	酷派	2	0049	酷派	2
0050	锤子	2	0050	锤子	2

INDUSTRY TAG

Travel plans, tourist attractions, cultures, etc.

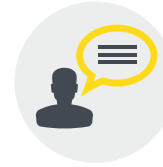
Code	Category	Count	Code	Category	Count
0001	旅行计划	1	0001	旅行计划	1
0002	旅游景点	1	0002	旅游景点	1
0003	文化娱乐	1	0003	文化娱乐	1
0004	美食	1	0004	美食	1
0005	购物	1	0005	购物	1
0006	住宿	1	0006	住宿	1
0007	交通	1	0007	交通	1
0008	天气	1	0008	天气	1
0009	语言	1	0009	语言	1
0010	货币	1	0010	货币	1
0011	签证	1	0011	签证	1
0012	护照	1	0012	护照	1
0013	机票	1	0013	机票	1
0014	火车票	1	0014	火车票	1
0015	租车	1	0015	租车	1
0016	自驾	1	0016	自驾	1
0017	跟团	1	0017	跟团	1
0018	自由行	1	0018	自由行	1
0019	邮轮	1	0019	邮轮	1
0020	游艇	1	0020	游艇	1
0021	房车	1	0021	房车	1
0022	露营	1	0022	露营	1
0023	徒步	1	0023	徒步	1
0024	骑行	1	0024	骑行	1
0025	登山	1	0025	登山	1
0026	滑雪	1	0026	滑雪	1
0027	潜水	1	0027	潜水	1
0028	冲浪	1	0028	冲浪	1
0029	钓鱼	1	0029	钓鱼	1
0030	狩猎	1	0030	狩猎	1
0031	观鸟	1	0031	观鸟	1
0032	摄影	1	0032	摄影	1
0033	绘画	1	0033	绘画	1
0034	书法	1	0034	书法	1
0035	音乐	1	0035	音乐	1
0036	舞蹈	1	0036	舞蹈	1
0037	戏剧	1	0037	戏剧	1
0038	曲艺	1	0038	曲艺	1
0039	杂技	1	0039	杂技	1
0040	魔术	1	0040	魔术	1
0041	马戏	1	0041	马戏	1
0042	杂技	1	0042	杂技	1
0043	魔术	1	0043	魔术	1
0044	马戏	1	0044	马戏	1
0045	杂技	1	0045	杂技	1
0046	魔术	1	0046	魔术	1
0047	马戏	1	0047	马戏	1
0048	杂技	1	0048	杂技	1
0049	魔术	1	0049	魔术	1
0050	马戏	1	0050	马戏	1

ACCOUNT ANALYSIS

Popular contents & tourists attractions, advertising periods, etc.



Build positive account persona



- ✓ Distinguishing brand account
- ✓ Local affinity
- ✓ Image: flexible and easy to iterate

Continuous content creation to resonate with audience



- ✓ Cooperate with local influencers
- ✓ Iterate quality contents
- ✓ Fit users' viewing habits

Delivery Efficiency

Community operation: assign exclusive online VIP service based on audience tags and habits



Travel plans

- ✓ Famous tourist attractions
- ✓ Popular food
- ✓ Local activities
- ✓ ...

Travel schedule

- ✓ Flight & hotel booking
- ✓ Itinerary making
- ✓ ...

Local Culture

- ✓ Culture popularization
- ✓ Trivia share
- ✓ Humanity history popularization
- ✓ ...

Q & A

- ✓ Automated response to common questions
- ✓ 1v1 live chat
- ✓ ...

**Wechat brand account demo

Delivery Efficiency

Community operation: enhance user stickiness by organizing constant activities within community chat group

Activity Operation

Hold various activities to promote user interaction within the community in peak seasons

Activity

- Travel knowledge Q&A
- Cooking
- Plans share
- Offline visits
- ...

Reward

- Hotel & flight discounts
- Coupons
- Shopping discounts
- ...

Data analysis

Community Indicator

- New/withdraw user
- Active user
- Popular content
- ...

Activity Indicator

- Viewer
- Participant
- Coupon sent
- ...



Follow-up

Incent inactive users

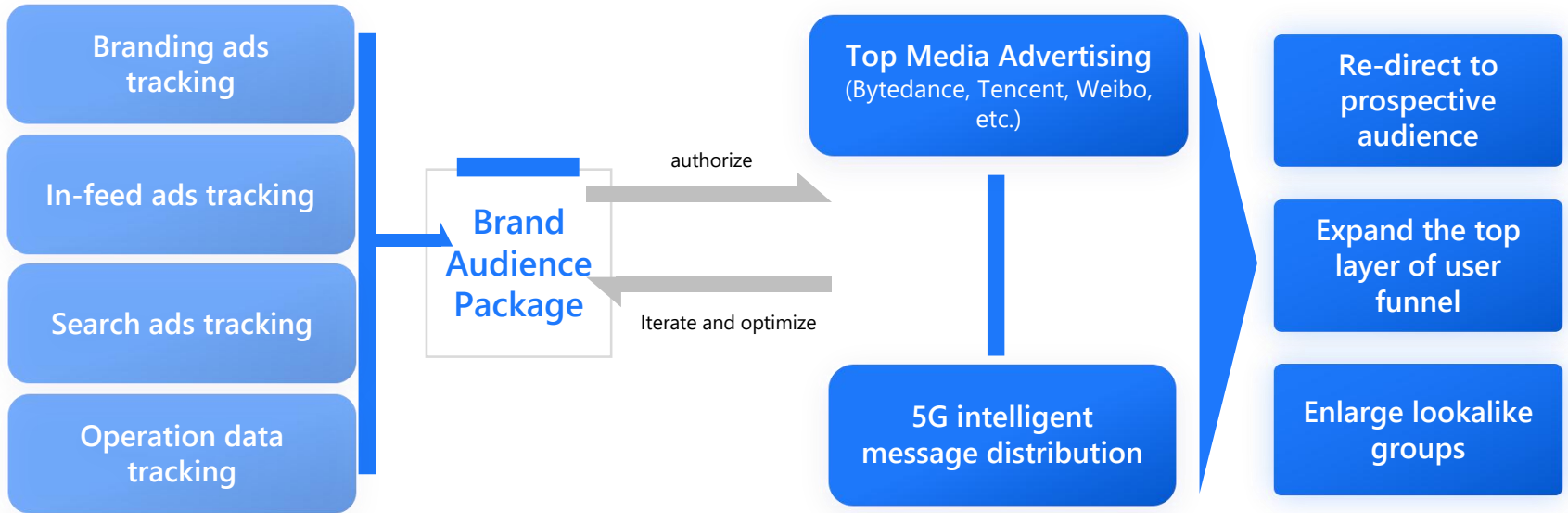
- Send coupons
- Share travel stories
- ...

Maintain active users' stickiness

- Recommend interesting contents
- Reward active participations
- ...

Delivery Efficiency

Re-use of advertising data to maximize the effect



Creative Optimization

Customize creative strategy based on NATIVEX's data insight

Audience
Insight



DMP targeting
package

Industry
Delivery
Insight

Analyze creative data from
multiple channels

The database covers 139 mainstream delivery media
in China

Cover various creative forms

Image/Video | Creative Text | Landing Page |
Engagement Ad

Multi-dimensional criteria

Impression | Delivery Cycle | Related Creative | Video
View | Forward & Comment & Like, etc.

Optimize
Creative

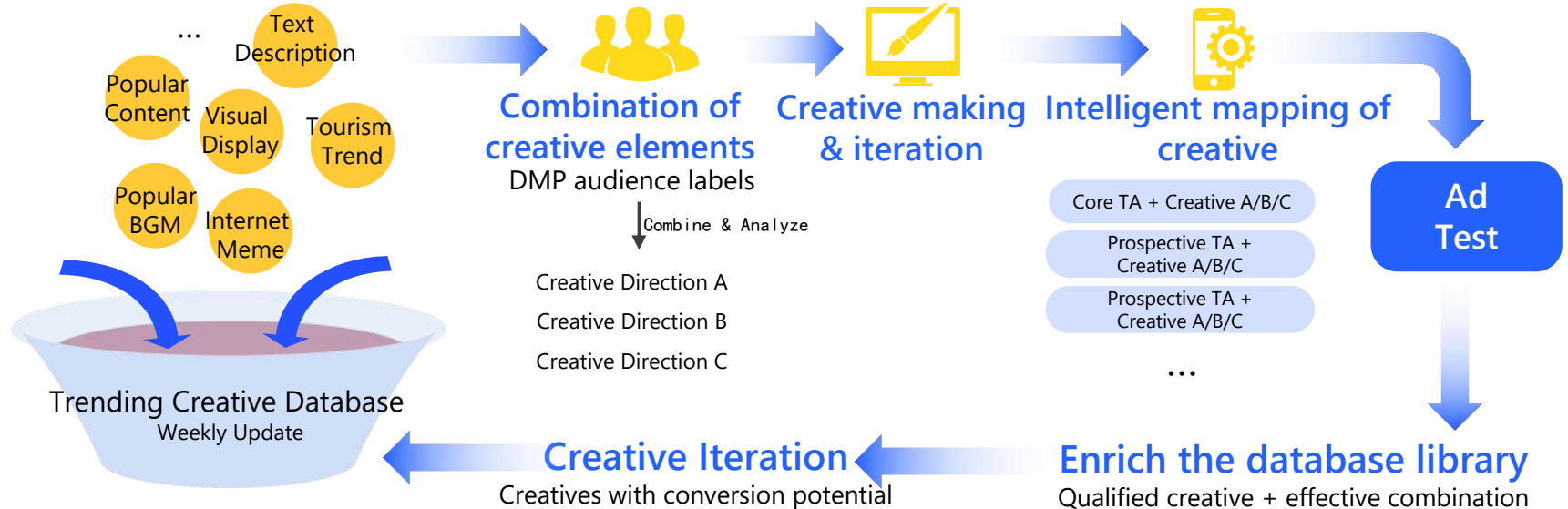
- ✓ Localized & Diverse
Contents
- ✓ Differentiated selling
proposition
- ✓ Quality & prospective
creative

Customize creative strategy



Creative Optimization

Intelligent mapping of dynamic creativity to produce considerable trending creatives



Iterate 5~8 sets of creative in 1 week

Creative Optimization

Multi-dimensional embellishment of delivery creative to integrate local features

Tourism Trends

- B&B experience
- Camping
- Food exploration
- Lesser-known activity

Brand TVC

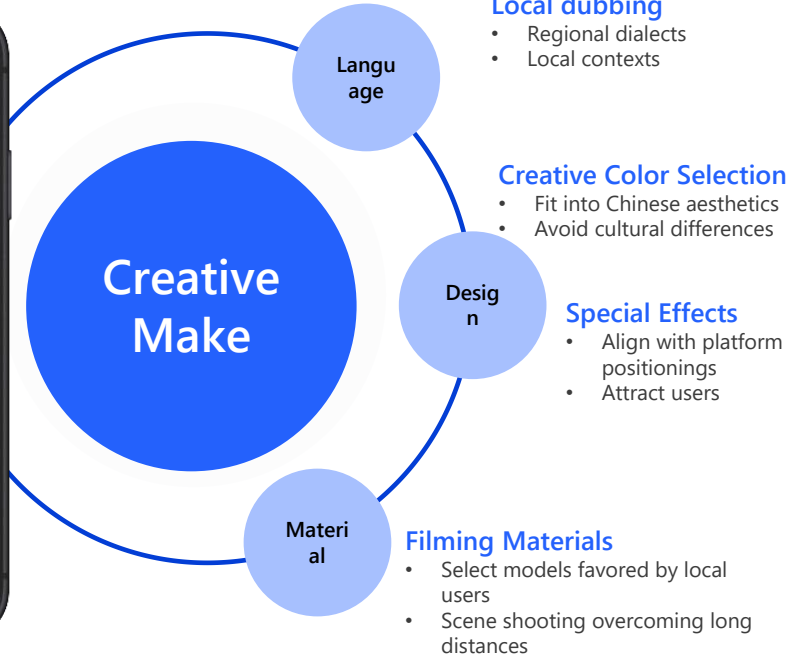
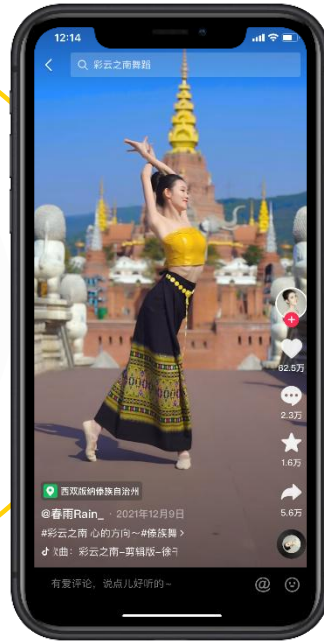
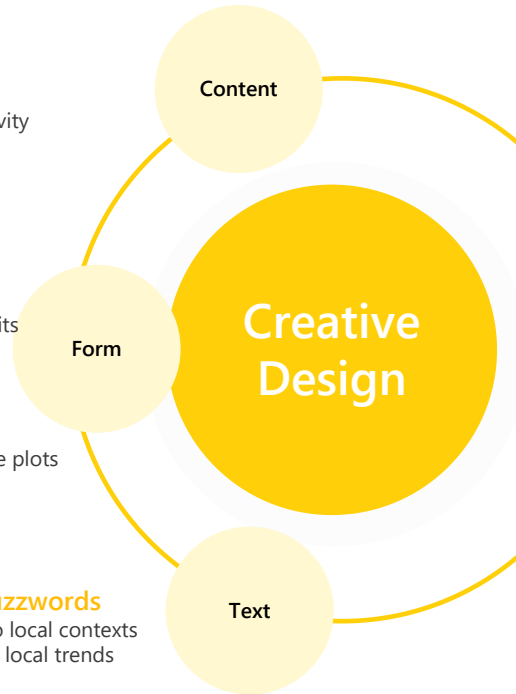
- Trending clips
- Fit Chinese reading habits

Real-person Drama

- China's heated topic
- Localized and creative plots

Local Buzzwords

- Fit into local contexts
- Follow local trends



Local dubbing

- Regional dialects
- Local contexts

Creative Color Selection

- Fit into Chinese aesthetics
- Avoid cultural differences

Special Effects

- Align with platform positionings
- Attract users

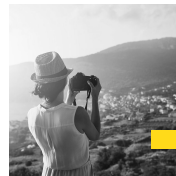
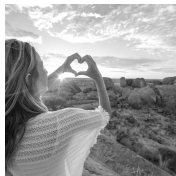
Filming Materials

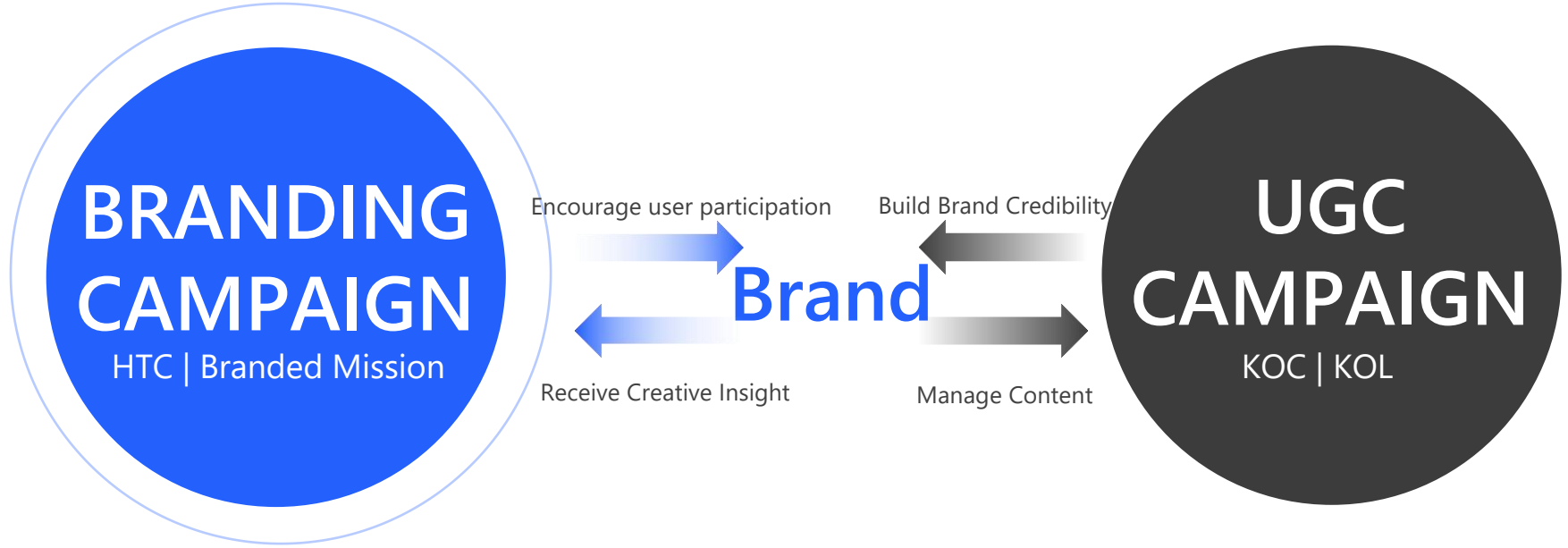
- Select models favored by local users
- Scene shooting overcoming long distances



HEATED ONLINE TOURISM EVENT TO SPARK USER ENGAGEMENT

Localized solutions to construct the UGC content ecology and leave strong impression of tourist attractions on audience





NATIVEX: full-chain branding services to integrate all media channels, promoting both branding & performance advertising

Brand Insight & Strategy

Accumulation and Re-utilization of ad delivery data to improve efficiency

Branding Campaign

Branded Hashtag Challenge

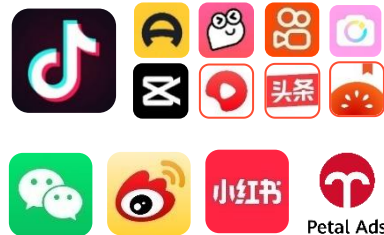
Branded Mission

Targeting package of potential users

Active participation
High engagement

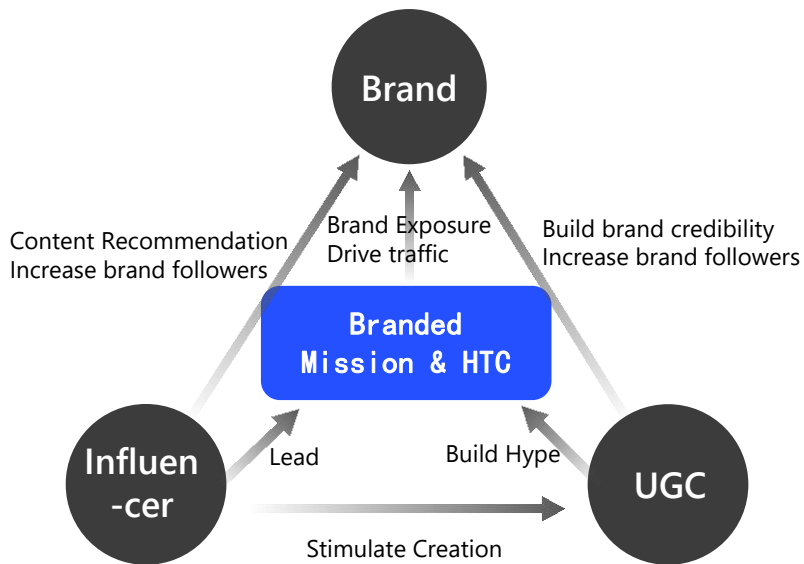
The brand's audience data library

Retarget



Re-promotion in all media channels
Fans acquisition
Lead generation

Immerse users in online tourism via Douyin's diverse campaign tools



Media traffic

Infinite Inspiration



HTC

Authentic Content



Branded Mission

User Expansion

Customized solutions to meet different marketing objectives

HTC + Brand Ambassador
Popularize tourism events



HTC + Live-streaming
Recommendation through
multiple settings



HTC + Branded Mission
Create social buzz for
local activities



Fun interactions to attract consumers by contextualizing them in local specialty

Fond of playing?

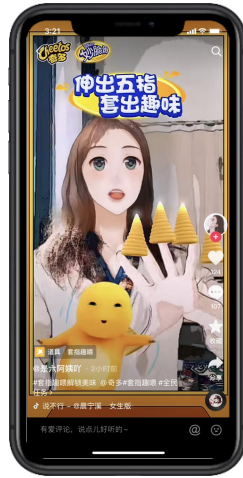
Come and experience exotic activities



Celebration Activity

Fond of eating?

Come and enjoy the gourmet feast



Food Recommendation

Fond of viewing?

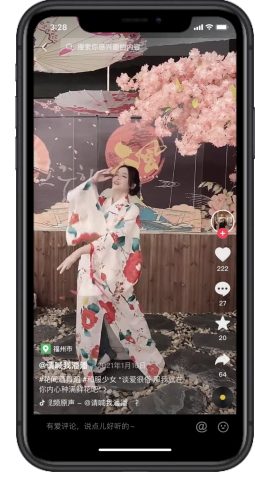
Come and appreciate splendid scenery



Tourist Attraction Display

Fond of experiencing?

Come and feel local culture



People-to-people interaction



Encourage user participation



Build Brand Credibility



Brand

Receive Creative Insight



Manage Content



ONE-STOP SOLUTION TO WIN YOUR UGC CAMPAIGN

[Before Campaign]

Deep research & creative planning

Industry research |
Competitive product survey |
Consumer analysis |
Theme planning | Scripting

[During Campaign]

Influencer selection & Management

Promotion data analysis |
Black and white list |
Influencer Library |
Anti-cheating mechanism

[After Campaign]

Results driven comprehensive feedback

CPM | CPA | ROI | CVR
Interaction rate | Creativity index
| Public opinion index

Influencer selection and content creation based on in-depth research

Reasonable effect estimation and feedback based on selected influencers

BEFORE CAMPAIGN

- Local teams make specific UGCs with high possibility to go viral
- Abundant influencer database to provide various marketing inspirations for brands
- Rigorous selection logic to deeply evaluate influencers' value

Official Partners



40,000+

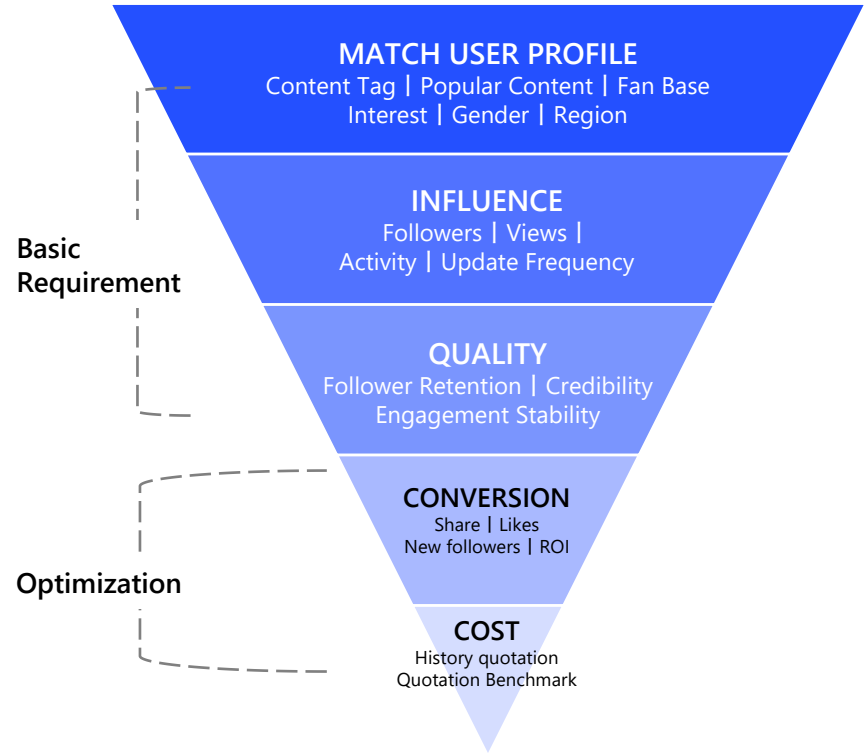
Influencers

10+

Influencer Genres

50+

MCNs



DURING CAMPAIGN

- Continuous communication with local influencer to achieve better content management.
- Leverage on influencer endorsement to build positive brand image.

CONTENT

EXECUTION

- Efficient execution service provided by local team.
- Highly connected with brand and influencers to assure campaign transparency.

- Real-time campaign feedback and optimization.
- Exclusive data management tools to avoid fraud traffic.

DATA-DRIVEN

DURING CAMPAIGN



Abstract & analyze comments' key works

Brand relevant
(places, food etc.)

Competitor relevant
(spots, tourist attractions etc.)

Industry relevant
(outbound travel, consumption etc.)

Creative relevant
(content, endorser etc.)

Positive words

Summarize from successes

Improve awareness of destination

Diversified tourist attractions

Outbound travel trend insight

Popular travel content analysis

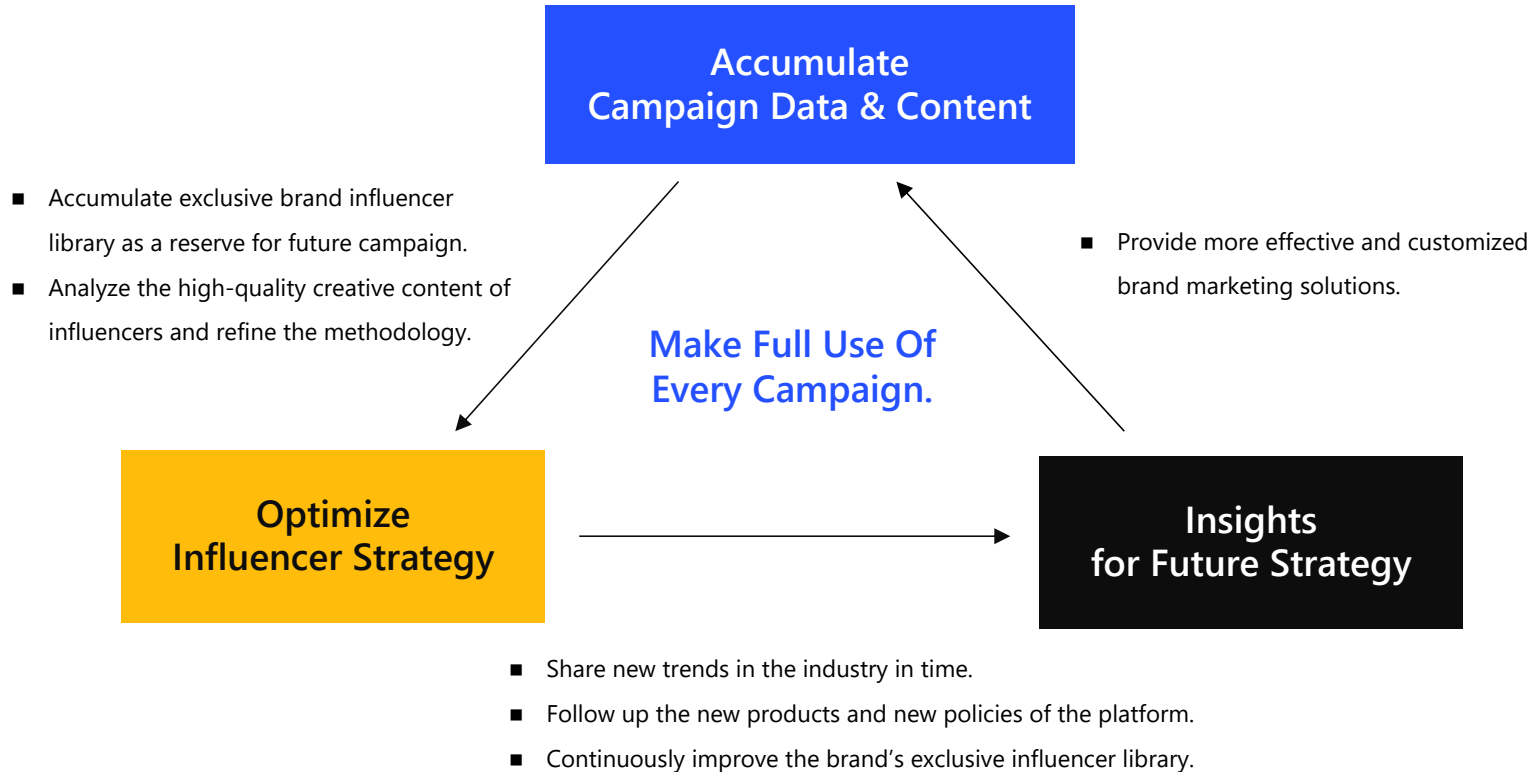
Negative words

Clean bad comments

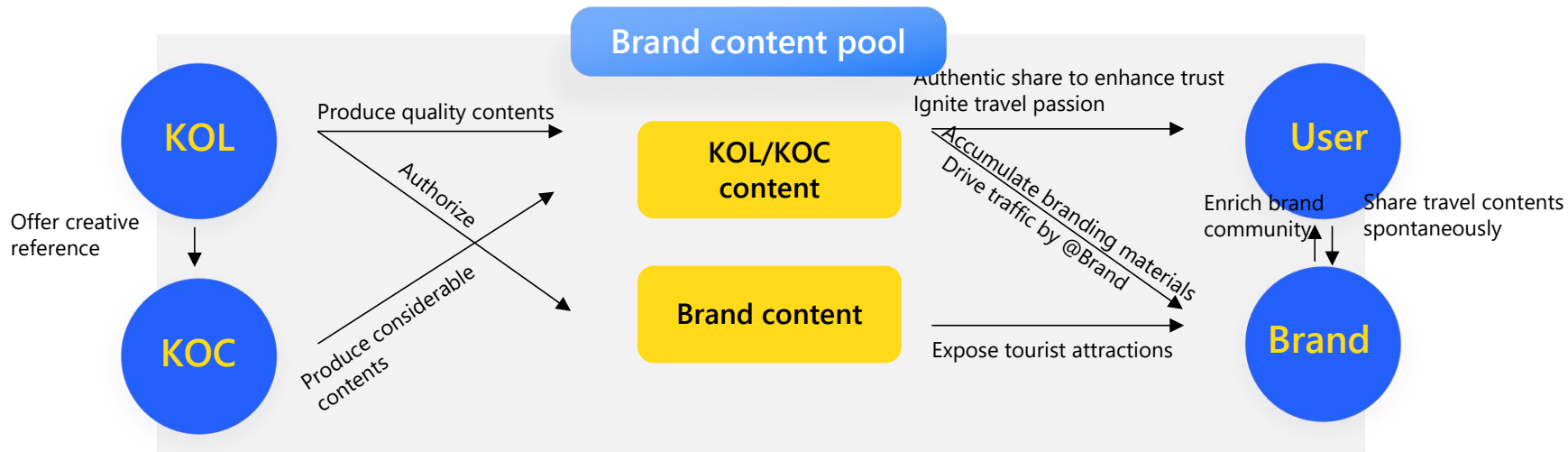
Guide public opinion

Optimize communication content

POST CAMPAIGN



KOL & KOC build hype for tourist attractions, maintaining user-driven discussions



Pan-entertainment platforms

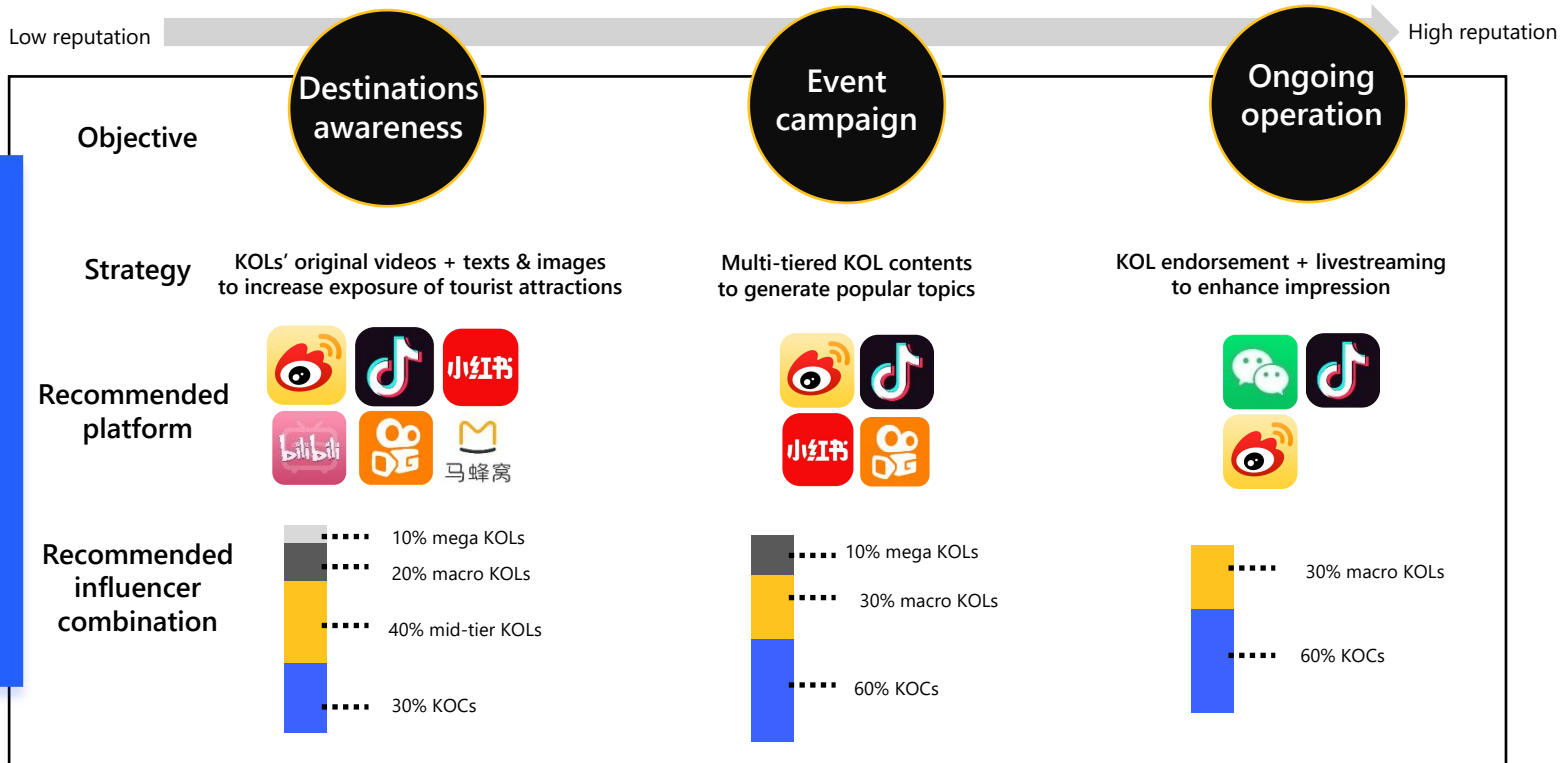


Video content platforms



Vertical platforms

KOL marketing strategies



Flexible combinations of influencers based on promotion objectives

Influencers of different genres convey the message of 'satisfying travel' to ignite travel passion

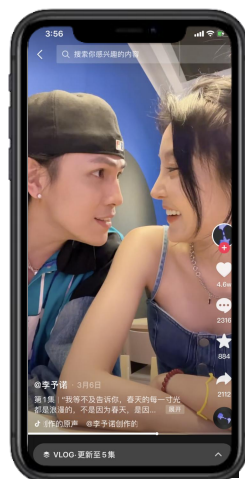
Vertical Influencers to recommend



Travel



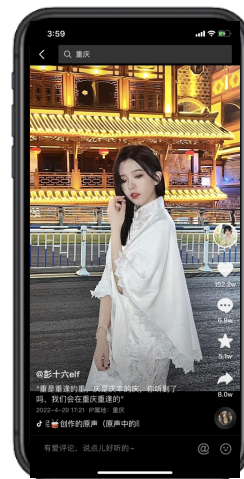
Lifestyle/Food



Family/Couple



Drama



Music/Cosmetics/Beauty

Pan-entertainment influencers to reach a wider group

Influencers from two countries generate interesting contents to offer a diversified cultural exchange experience

China Side

Chinese influencers' short recommendation videos



Culture Popularization



Travel Guidance



Experience Share



Culture & Customs



Culture Comparison



Food Repo

Influencers from two countries generate interesting contents to offer a diversified cultural exchange experience

Local Experience

Live streaming by local influencers



Festival Live



Shop Visit



Scenic Spot



Food Share



Life Recording

Leverage KOC to build and spread brand reputation by users' voice



In-feed Ads

Low cost & Good results
Easy to manage and control

Wide content coverage
Authenticity to enhance credibility

UGC



03

SERVICE:

ABOUT NATIVEX





Case Study:

One-stop brand service to promote tourist attractions by Branded Mission, stimulating travel desire

BACKGROUND

As an old scenic spot hit by internet celebrity tourist attraction, it expects to improve exposure to attract more traffic.

HIGHLIGHT

- Achieve high user engagement through **scenario marketing** slogan 'cool down in the hot summer'
- Create social buzz by combination of **various influencers** 'creativity & efficient management'



Branded
Mission

PERFORMANCE

180M
Exposure

+10%
YoY Traffic
Increase



Case Study:

Services of media buying & creative making to help new brands open up China's market

BACKGROUND

Rarely known in China, the brand expects to raise brand awareness and acquire fans quickly.

HIGHLIGHT

- Filming TVC with local celebrities to increase exposure
- Delicate making of localized creative to increase video view
- Stringent management to guarantee effective implementation

PERFORMANCE

8.5M

TopView
View

+50%

Higher than the
market average VV



Case Study:

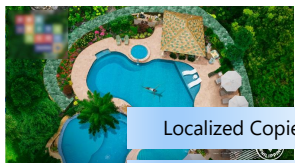
Effective media buy strategy and localization service to win audiences' heart

BACKGROUND

Our client ask for dedicated local media buy service for their summer campaign to better expose branding video and achieve higher awareness of local spots.

HIGHLIGHTS

Localized Creatives to Improve CPM&CTR



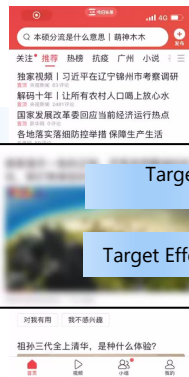
Localized Copies



Localized Design

Localized Content

Flexible Media Buy Solution for High Traffic



Target High Potential Audiences

Target Effective Ads Placement

Value-added Service for More Followers While Achieving KPI



Optimize Copies on Landing Page

Direct Jump from CTA to Official Account Instead of Website to Attract New Followers

Suggestions of Account Improvement to Acquire High-quality Followers



PERFORMANCE

CPM above KPI
+131%

CTR above KPI
+105%

New Followers
+190%



Case Study:

Flexible use of Wechat ads to create social buzz for DCTM*

BACKGROUND

Dubai expects to expose its tourist attractions more during New Year, drive traffic to brand community and incent local tourism by the long-tail effect.

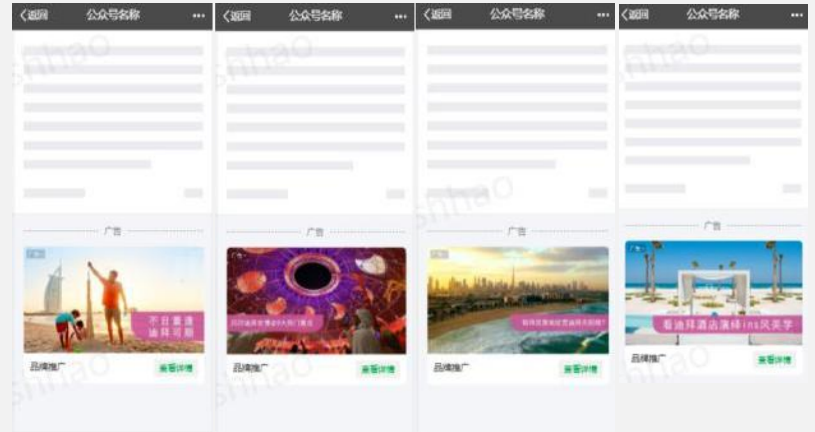
HIGHLIGHT

- Multiple & accessible branding ads strategy to expand the scope of festival marketing rapidly
- Precise TA targeting to enhance core audiences' brand impression
- Divert traffic to brand community continuously by advertising on official accounts & mini programs after the festival

Intense exposure on Wechat moment



Attract new followers by advertising on various Wechat accounts



*Department of Tourism and Commerce Marketing



Case Study:

Helping overseas tourism brands to gain local impression

Client A
Island Resort Area

Campaign Objective:
Drive Leads to Landing Page

Expose-oriented Ads strategy
on Tencent ADQ



Media Matrix with
the largest traffic
and coverage for
precise advertising



Video
Platforms



News
Platforms



Entertaining
Platforms

Localized
Landing page design



0.6%+
Average Click Rate
Maximum

Campaign Objective:
Increase visits on WeChat Mini -program

Client B
Canyon Area

Moments ads and DMP targeting packages help achieve
high campaign performance.

Precise
Targeting



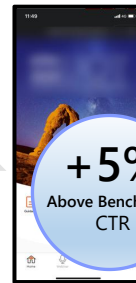
Target high intent travelers
e.g. users who already decided
to travel to the US.

General
Targeting



**Target medium intent
travelers**
e.g. users who highly engage
with travel content.

Drive
traffic

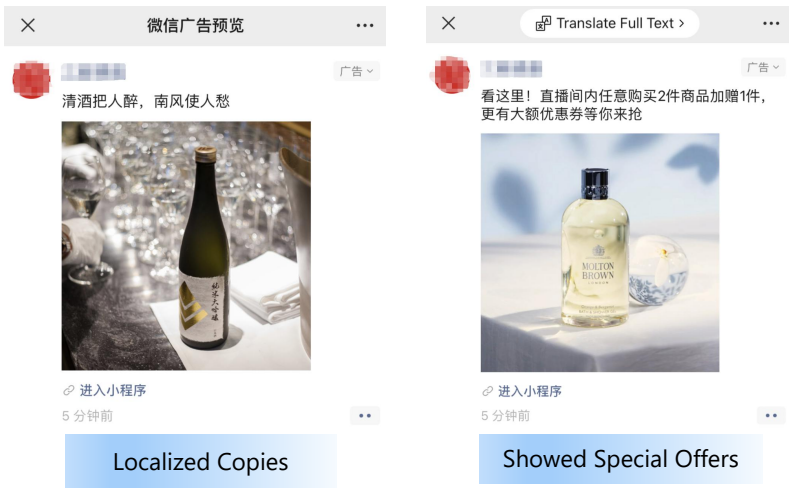


+5%
Above Benchmark
CTR



Case Study:

Launching Wechat Campaign to maximize offline store visit



PERFORMANCE

Exposure

above benchmark

<¥2.3

Cost of leading customers below expected



BACKGROUND

- ★ Platform: WeChat MP



OBJECTIVE

- ★ Client hoped to lead traffic to online little program with WeChat ads to increase sales.



HIGHLIGHTS

Customized Strategy Precisely Targeted Potential Users

- ★ Helped client select products that fit CN market and used product-related interest behavior targeting to reach potential audiences with high spending power.



Junior College Degree Or above



Excluded Cheap Phones



Targeting Cities with High Spending Power



Identify Potential Interest Tags

Localized Creatives & Iteration Guaranteed Advertising Effects

- ★ Produced different creatives & copies based on product genre and platform features. Optimized materials referring to performance.

Naïvex

Case Study:

Branding media buy service to gain high traffic within peak time period

BACKGROUND

Our client want to maximize destination awareness during the peak summer travel period, however, they are struggled with local insights and don't know how to attract potential tourists using effective marketing solution.

HIGHLIGHTS

- Customize media buy solution (such as where and when to advise) based on local insight and experience.
- Produce creative materials using trendy contents that highly incite our potential tourists.
- Detailed campaign review to better summarize practical learning and guidance for future campaign.

PERFORMANCE

Impression within 2 weeks: 7M+
CTR above benchmark 12%



Carousel Ads



In-feed Video Ads



Case Study:

Cross-platform influencer content to show unique tourist attractions and gain users' trust

BACKGROUND

The brand expects to enhance exposure of their tourist attractions and increase TA's travel willingness.

HIGHLIGHT

- Enlist popular influencers to attract organic traffic
- Real-time execution to assure efficient content production
- Monitor influencers' comments to guarantee positive brand image

PERFORMANCE

Views: 3M+

Engagement Rate: 8%



offline livestream



Vlog



Vertical sharing

Nativex

Nativex

OUR MISSION: BE THE BRIDGE

Nativex is a leading digital marketing agency providing advertisers access to the world's top traffic channels. Nativex helps brands and apps worldwide through a suite of automated user acquisition tools, influencer marketing services, and creative customization capabilities.

16+

Global Top Media Partners

18+

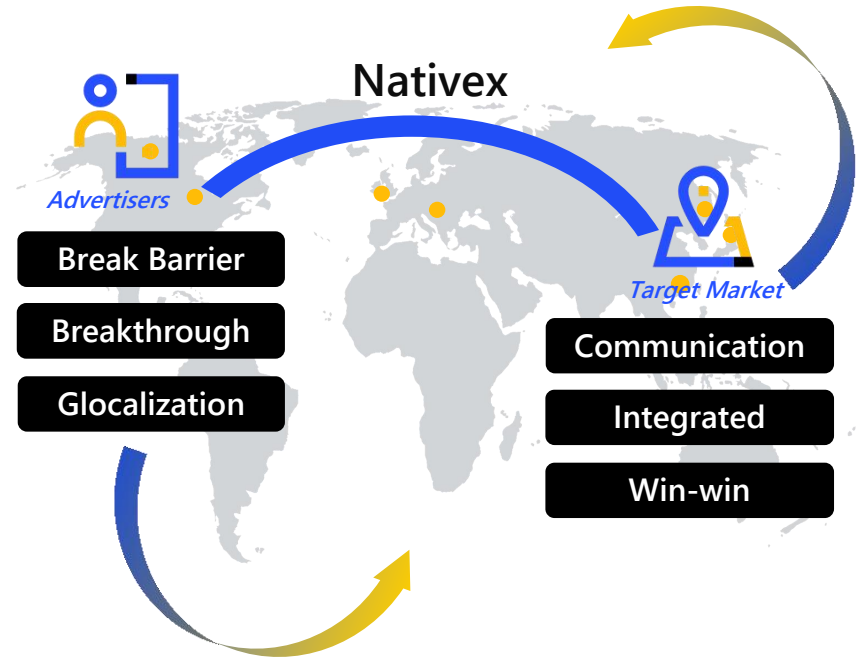
China Top Media Reach

200+

Countries & Regions

3000+

Clients Worldwide



NATIVEX SERVICE TEAM

An extension of your team



40+

Product,
R&D Team



30+

Creative
Design Team



10+

Partnership
Team



50+

Media
Buy Team



50+

Client
Service



10+

Media
Planning Team

- **Global client service team**
16 offices globally, with 50+ members in each regional office and 30% of the teams are locals
- **Dedicated product and R&D team**
Automation, customization and big data driven
- **Experienced media-buying team**
Trusted by 2000+ clients.
- **Comprehensive supporting teams**
From media planning, media partnership management to creative services

HOW WE CAN ACCELERATE YOUR CHINA CAMPAIGN

LOCALIZATION

LOCALIZE AND
CUSTOMIZE YOUR
CAMPAIGN
STRATEGY

DATA DRIVEN APPROACH

EXCLUSIVE
DATA POOL

CONNECTION

BUILD THE BRIDGE
BETWEEN YOU AND
LOCAL MARKET

LOCALIZED STRATEGY

80% of members from our strategy team are locals

9 yrs of China campaign planning experience

2000 overseas partners

+



LOCALIZED EXECUTION

VISUALIZED BRANDING

to assure a better quality of advertising material production.

GLOCALI SUPPORT

14 offices around the globe to assure instant and convenient communication.

AVOID RISK

to provide professional execution service from our local team.

CAMPAIGN OPTIMIZATION

to prevent fraud traffic with our exclusive advertising tools.

STAY PROFITABLE

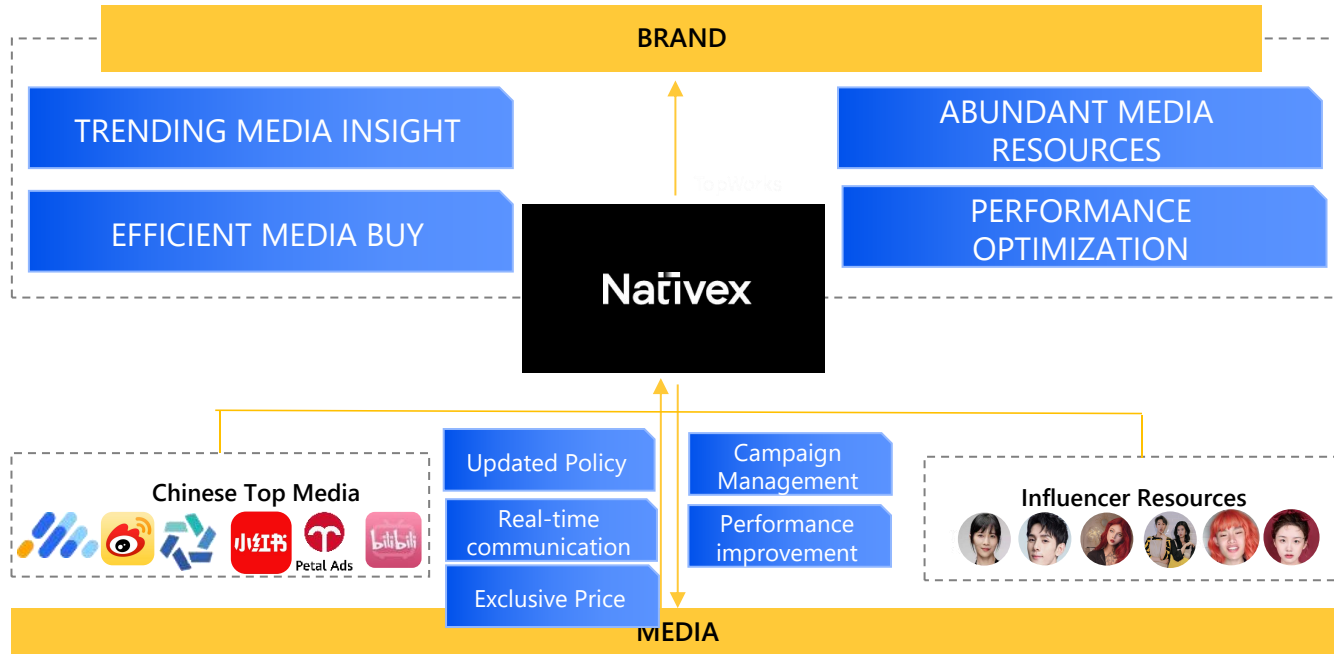
to monitor and analyze campaign data for better performance.

REAL-TIME REVIEW

to provide 24/7 service for full control and high transparency.

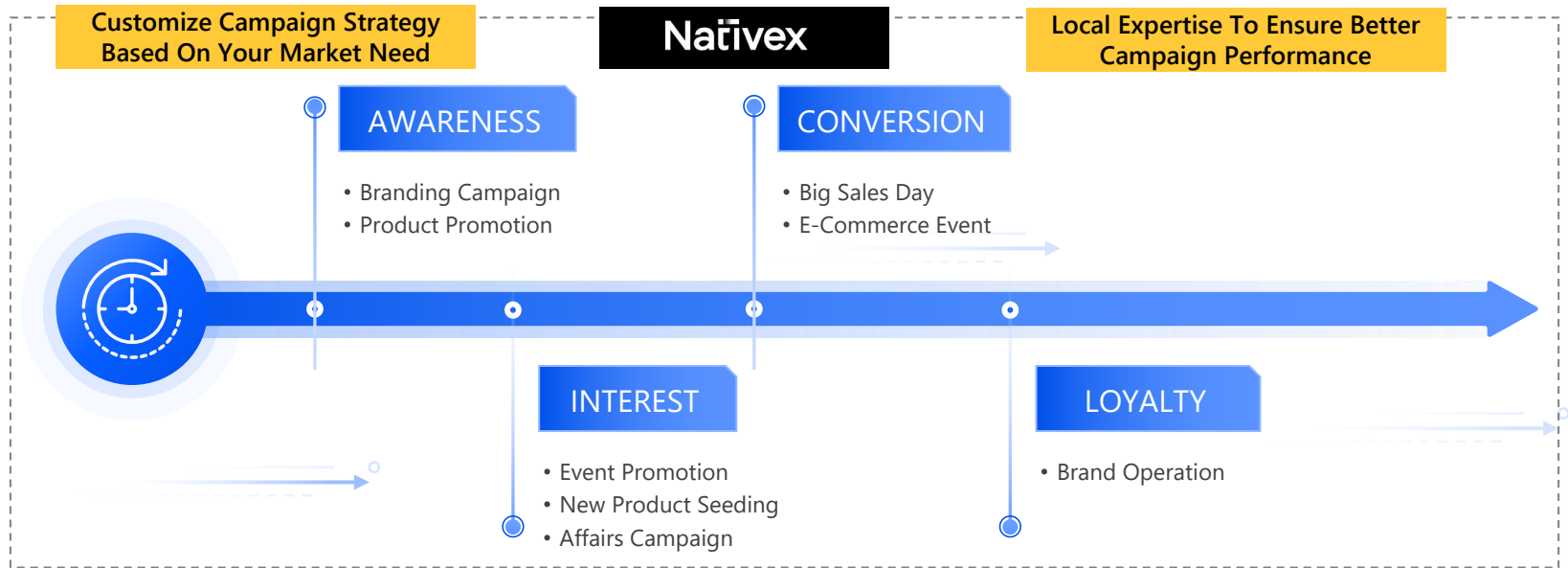
BRIDGE TO LOCAL MEDIA

AS YOUR COMMUNICATION BRIDGE, WE MAINTAIN CLOSE CONNECTION WITH CHINESE TOP MEDIA TO PROVIDE THE MOST UPDATING AND COST-EFFICIENT MEDIA SERVICE FOR YOU.



BRIDGE TO YOUR CUSTOMER

FROM BRAND IMPRESSION TO BRAND-CUSTOMER RELATIONSHIP, WE PROVIDE FULL LINK PROMOTION SERVICE TO HELP YOU GET CLOSER TO LOCAL CUSTOMERS AND BUILD STRONG CONNECTION WITH THEM.



OUR CREATIVE SERVICE

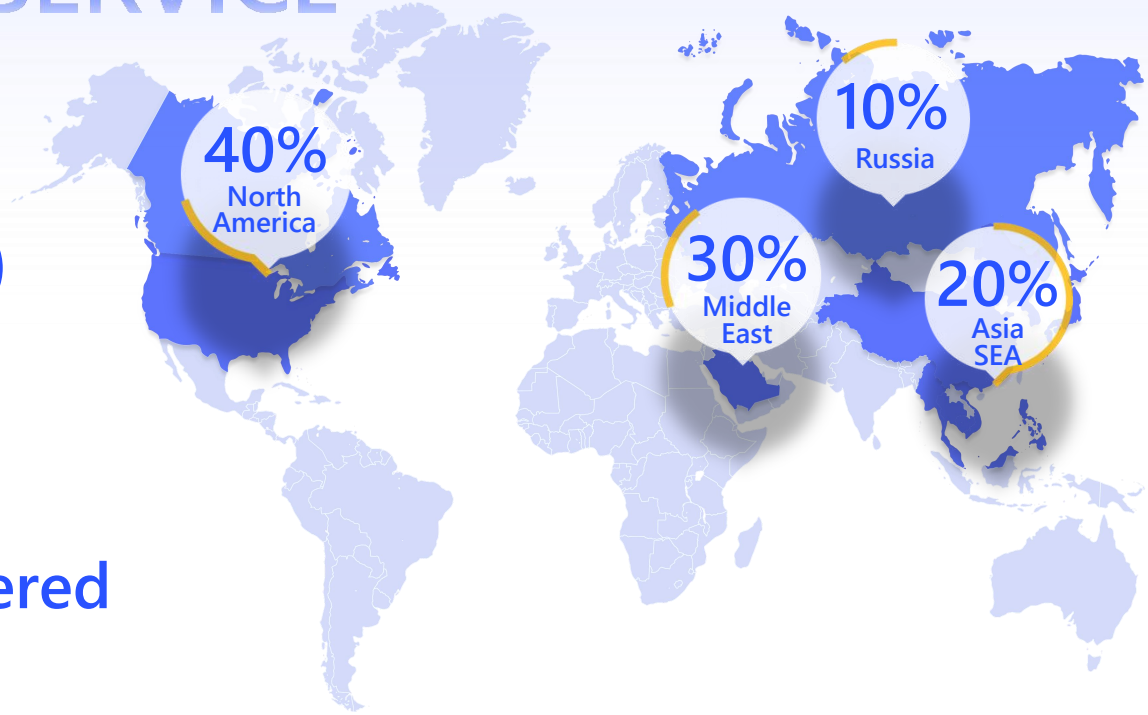
Empower Advertisers
with Localized Excellence



Visualized
Communication



Data-Driven
Solution



TopWorks Creative Studio

200+

Connections
with Global
Production &
Creative Studios

30+

Countries &
Regions
Coverage

AI-Powered

Creative Insights

FULL POTENCE

Local Production · Global Resources

Diverse Creativity · Rapid Iteration

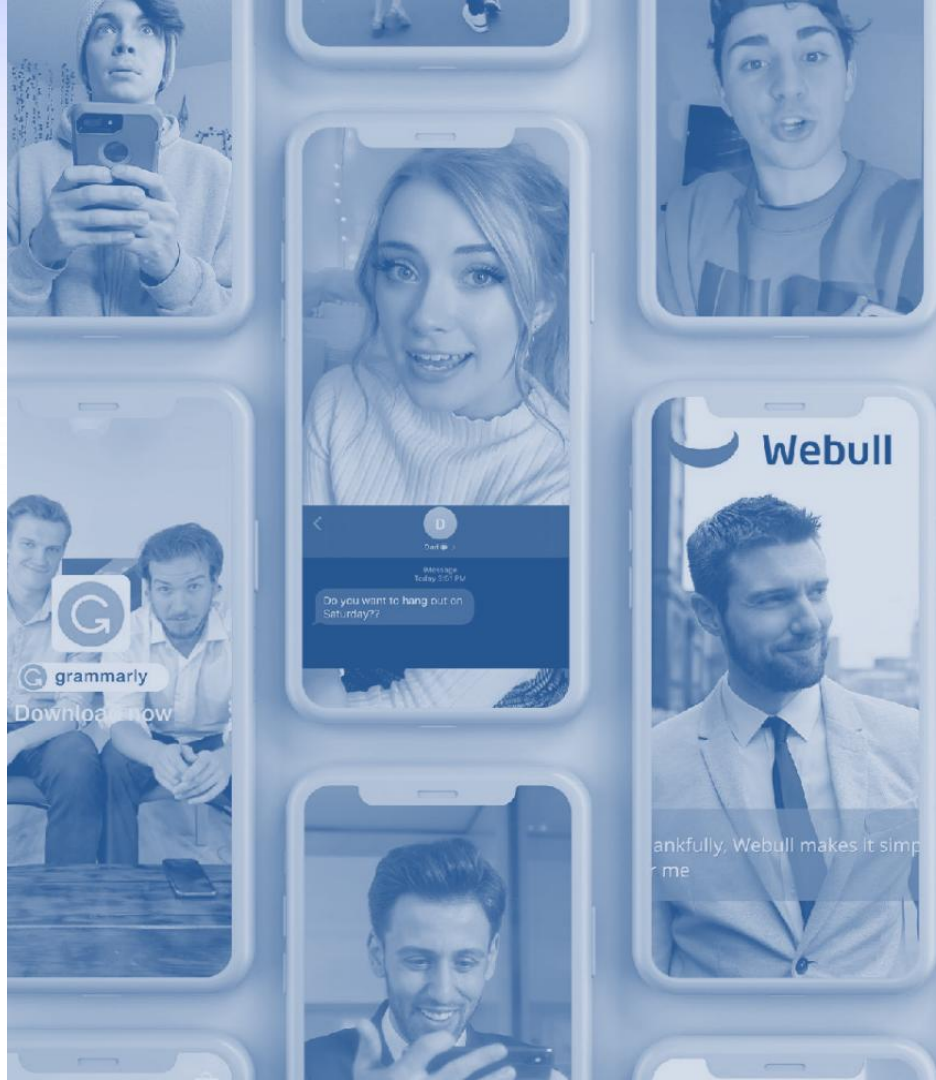
TVC

Live-action Ads

2D design

3D design

Animation



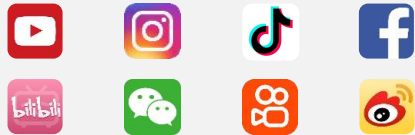
Our Global Influencer Service

Boost Your Growth with Local Creators

Official Certifications



Official Partnerships



In-House Media Team

- Careful selection of foreign influencers based on multiple dimensions
- Close relationships with local influencers
- Strict creative quality control

Influencer Marketing Solutions

Hashtag Challenges

Harness the power of the community

Livestream Marketing

Develop a deep connection with your target audience

Authentic Content Marketing

Improve the reputation of your brand

Full - Funnel Influencer Solutions

Unlock rapid omnichannel growth

Exclusive Influencer Database

29 M + influencer data base

Sort by: Avg Engagements	Followers	Avg Engagements	Engagement rate	Hungary	Followers growth
Bence Tóvissi Budapest @bence_tovissi	26,457	107,976	408.12%	69.57%	26.92%
nleoj @nleoj_paris	115,929	85,021	73.34%	85.58%	117.77%
Polika 🍷 @polika	72,521	25,105	40.13%	48.89%	117.70%
Marie Langerová 🇭🇺 @marie_langerova	71,815	26,064	39.29%	5.76%	73.92%
Togyela Dominik 🇭🇺 @togyeladominik	56,182	25,604	45.57%	71.36%	66.11%
Orosz Anett 🇭🇺 @oroszanett	70,968	23,410	33.27%	37.79%	17.98%
Adanalis @adanalis	59,211	19,542	33.00%	38.94%	22.18%
Varga Vivien @viva_vivien	105,322	16,218	15.40%	60.18%	54.30%
Sasvári Evelin @sasvarievelin	31,626	15,996	50.58%	38.90%	75.48%
larcibarci @larcibarci	280,915	15,567	5.54%	61.53%	37.74%

Multi-layer Filter

Dynamic Selection

Audience Persona

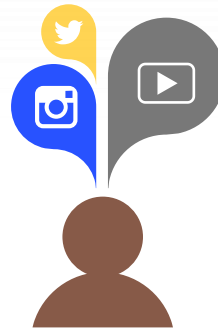
Brand Relations

Lookalike

Geo

Category

Influencer Recommendation



Data Monitoring:

- Indicator analysis
- Audience persona
- Popular posts
- Lookalike

Performance-oriented Influencer Service

[Before Campaign]

Deep research & creative planning

Industry research |
Competitive product survey |
Consumer analysis |
Theme planning | Scripting

[During Campaign]

Influencer selection & Management

Promotion data analysis |
Black and white list |
Influencer Library |
Anti-cheating mechanism

[After Campaign]

Effect-oriented multidimensional feedback

CPM | CPA | ROI | CVR
Interaction rate | Creativity index
| Public opinion index

Influencer selection and content creation based on in-depth research

Reasonable effect estimation and feedback based on selected influencers

CONTACT US

Nativex

E-mail: pr@global.nativex.com

Address: 43rd and 44th Floor, East Tower of Top Plaza, 222-3 Xingmin Road, Tianhe District, Guangzhou



Nativex Thank you!

© 2024 Nativex. All rights reserved.

Contains Nativex's Confidential and Proprietary information and shall not be disclosed or reproduced without the prior written consent of Nativex.

