



Mobile marketing in a hyperconnected world

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Mobile marketing in a hyperconnected world

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Why are we here today

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A hyperconnected world

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Mobile marketing is changing fast-
challenges and opportunities

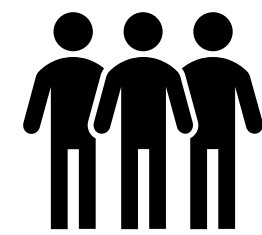


Why are we here today

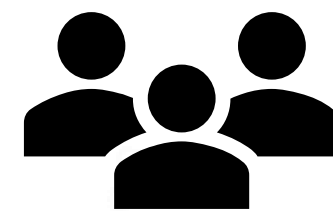


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Huawei at a glance



194,000
Employees



105,000+
R&D employees



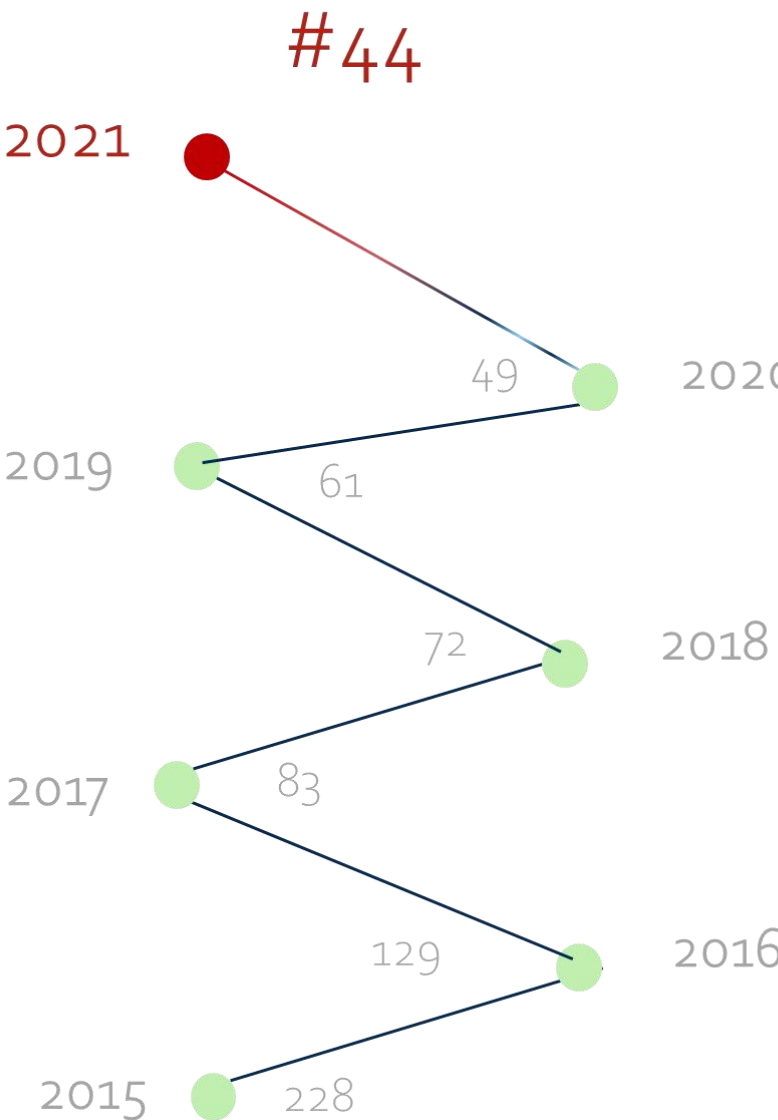
170+
Countries
and regions



44
on Global 500

FORTUNE

Global 500 Ranked



BCG

BOSTON
CONSULTING
GROUP

The 50 Most Innovative Companies In
2021 Ranked

#8

Meet the 50 Most Innovative Companies of 2020

Rank 1-10	Apple (+2)	Alphabet (-1)	amazon (-1)	Microsoft (+0)	SAMSUNG (+0)	HUAWEI (+42)	EL (+16)	IBM (-1)	SONY -	facebook (-2)
Rank 11-20	TESLA (-2)	CISCO (+5)	Walmart (+29)	Tencent 腾讯 -	hp (+29)	Nike -	NETFLIX (-11)	Intel (+0)	Dell -	Dell (+21)
Rank 21-30	SIEMENS (-5)	Target -	Philips (+6)	mi -	ORACLE® -	Hyundai (-12)	SAP (+1)	adidas (-18)	HITACHI -	COSTCO -
Rank 31-40	JD.COM -	VW (+6)	BOSCH -	AIRBUS -	Salesforce (-2)	JPMORGAN CHASE & CO. (-16)	Uber -	Basf (-14)	P&G -	Shell (-10)
Rank 41-50	TOYOTA (-4)	Nestle -	ABB -	3M (-5)	Unilever (-13)	Novartis -	Novartis -	Coca-Cola -	Novartis -	McDonald's (-29)



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Huawei at a glance – 1B Connected Devices



#3 Smartphones



#2 Wearables



#3 Tablets



↑ 152% PCs



↑ 75% TWS headsets



#1 IOT

Technologies empowering seamless AI Life

Voice & Data Communications

First Analog
Telecommunication

1G

1980s

Text Messaging
Introduced

2G

1991

Mobile Data
Introduced

3G

1998

Mobile Internet Life



4G

2008

Seamless AI Life



5G + AI + Cloud + IoT

2019 onward

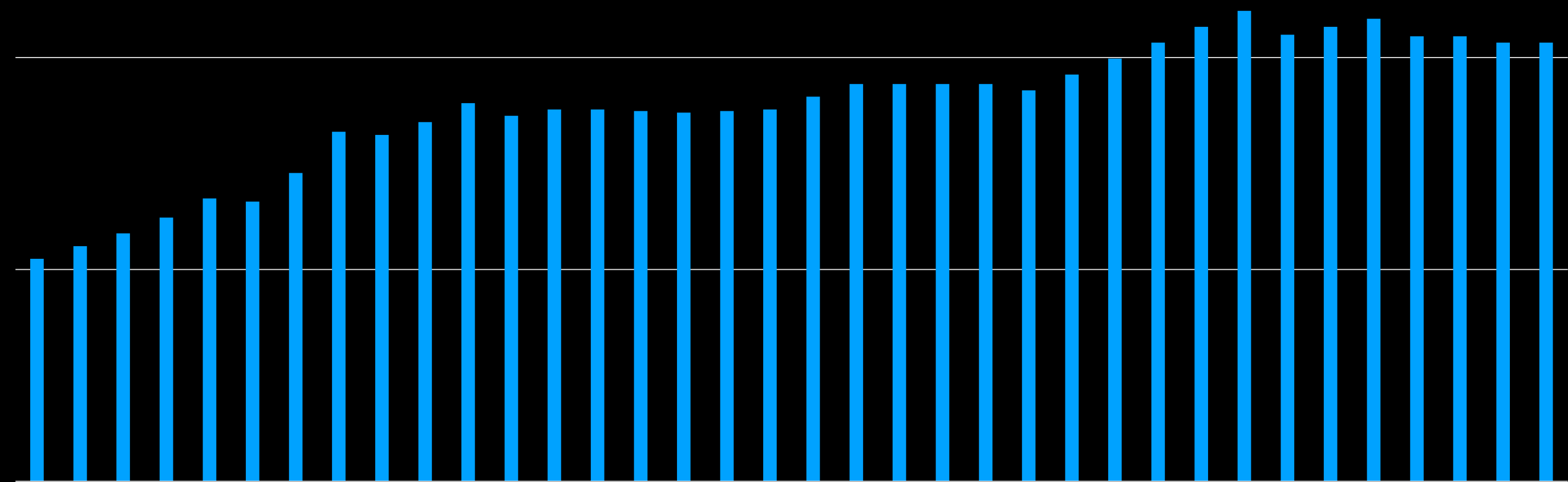
An aerial, high-angle view of a city skyline at dusk or dawn. A prominent, tall skyscraper stands out in the center. The city is densely packed with buildings, and a body of water is visible in the lower-left corner. The sky is filled with dramatic, dark clouds, with a bright light source breaking through near the horizon.

A hyperconnected world



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Every decade in the information age has seen a paradigm shift

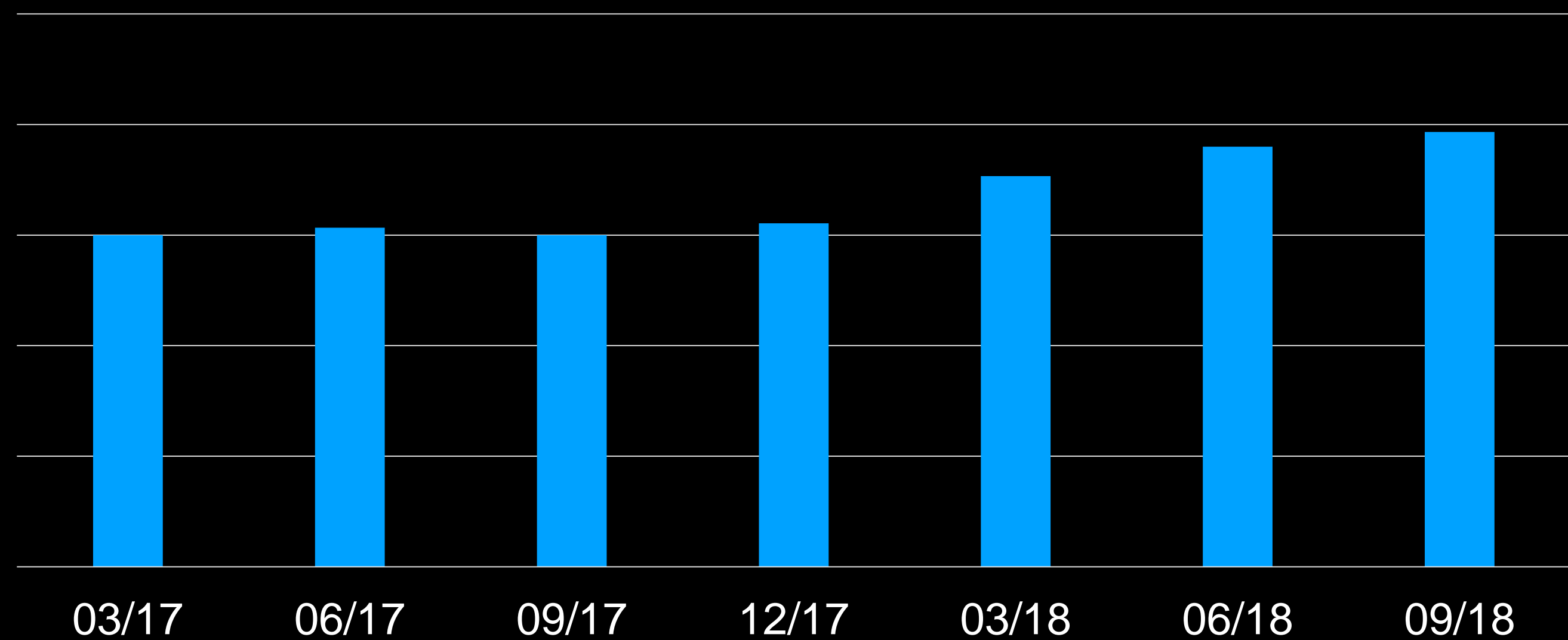


MAU between 01/18 and 03/19

MAU has peaked in many leading economies- the example of China

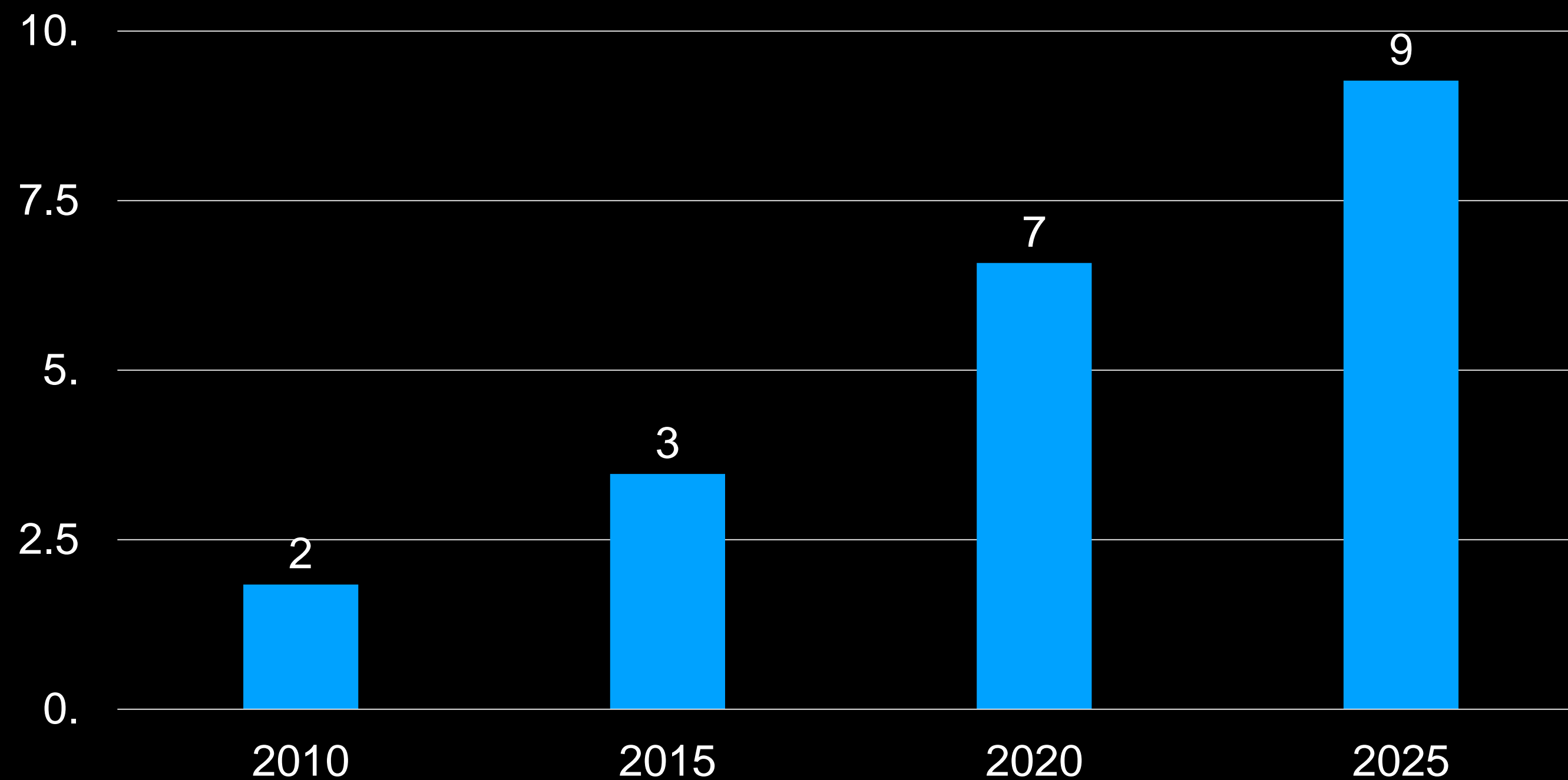
Source MAU: QuestMobile (TRUTH), China Mobile Internet, December 2020

Growth in mobile app usage has slowed



Global App usage is
about 5 hours/ day

Focus has shifted from mobile phones to IoT devices



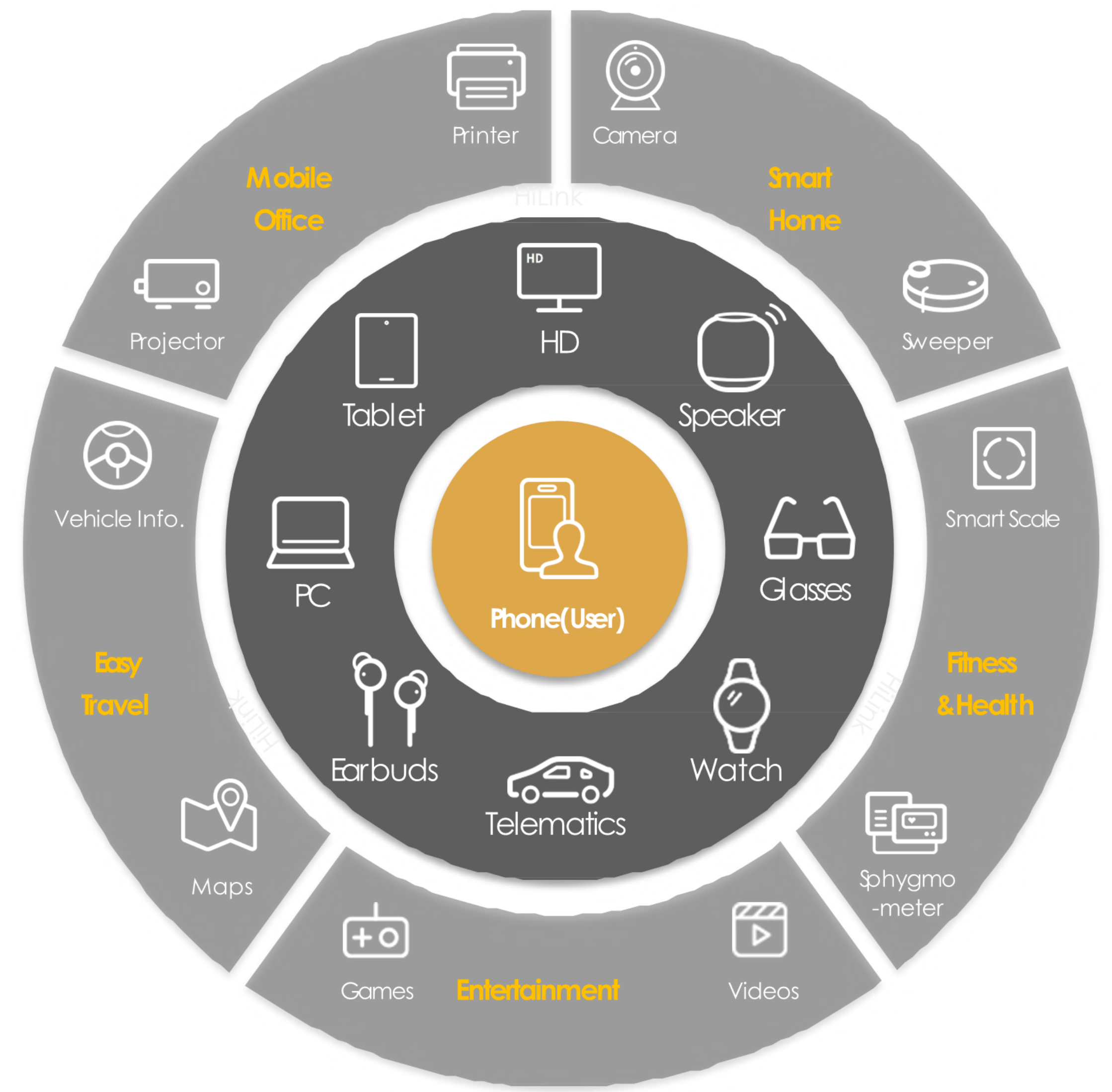
9+ smart devices per person
projected for 2025- globally

Does this mean complexity or opportunity?

From a single device to all scenarios

From separation to collaboration

From an isolated to a shared ecosystem



An aerial, high-angle view of a city skyline at dusk or dawn. The sky is dark with some clouds, and a bright light source is visible on the horizon. A prominent skyscraper, the Willis Tower, stands out in the center of the skyline. The city is densely packed with buildings, and a body of water is visible in the lower-left corner.

Mobile marketing is changing fast



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Three trends for marketers to look out for



Privacy

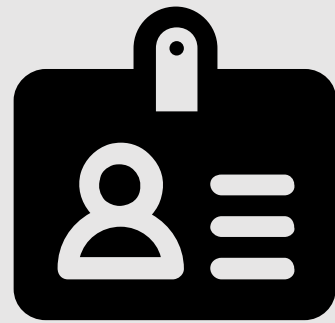


ASO

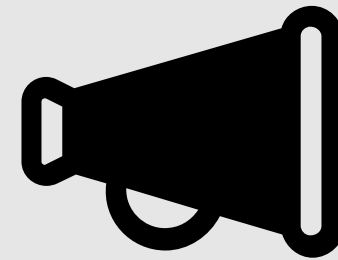


5G- IoT

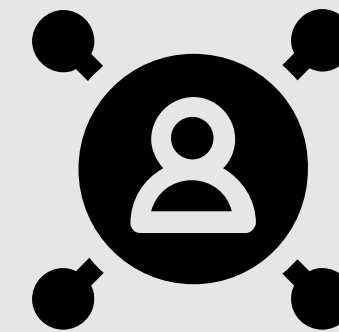
The rise of privacy has upended mobile advertising



Users need to give explicit permission to be tracked, and they are opting out



It is getting harder for advertisers to understand campaign performance and measure conversion

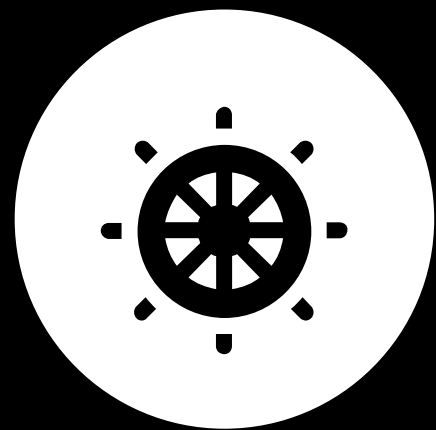


3rd party cookies being phased out adds to complexity of profile creation

How are marketers reacting to users



They believe that Ad targeting accuracy will decrease



They predict an increase in spending by up to 25%* in order to reach the same goals as 2021



They plan on diverting budgets to explore new Ad networks

A solution is to make first-party
data part of your strategy



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Platforms with first-party data built-in:

730M+

Global Device MAU

580M+

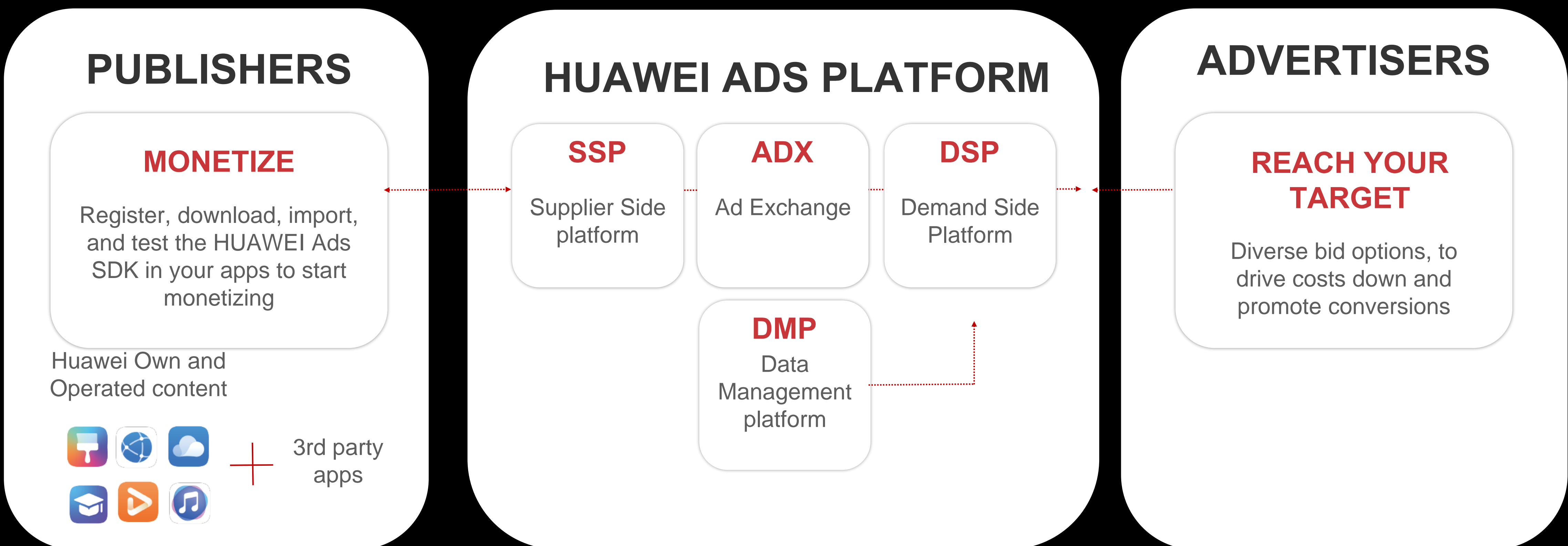
Global Mobile Services MAU

400M+

Global HUAWEI ID MAU



A holistic ads platform with first-party data at its heart



HUAWEI Ads architecture

First-party data retains targeting accuracy

In a hyperconnected world targeting channels will be key





Programmatic Display
In-App Display Solution



AppGallery
Huawei's App Store Ads



Search Network
Search Engine Marketing

- 
- 
- ⚡ Identify users segments that are more engaged, improve DL: Pay user ratio
 - ✍ Improve discoverability with native video, podcast editorials, they have higher conversion
 - ✈ Diversify UA strategies, add touchpoints to the mobile experience

Standing out in ASO

Cross Platform AppStores for a hyperconnected world

560M+

AppGallery MAU
(+20%YoY)

5.1M+

Global Registered Developers
(123k in Europe)

42M

Europe MAU
(+20%YoY)

384B+

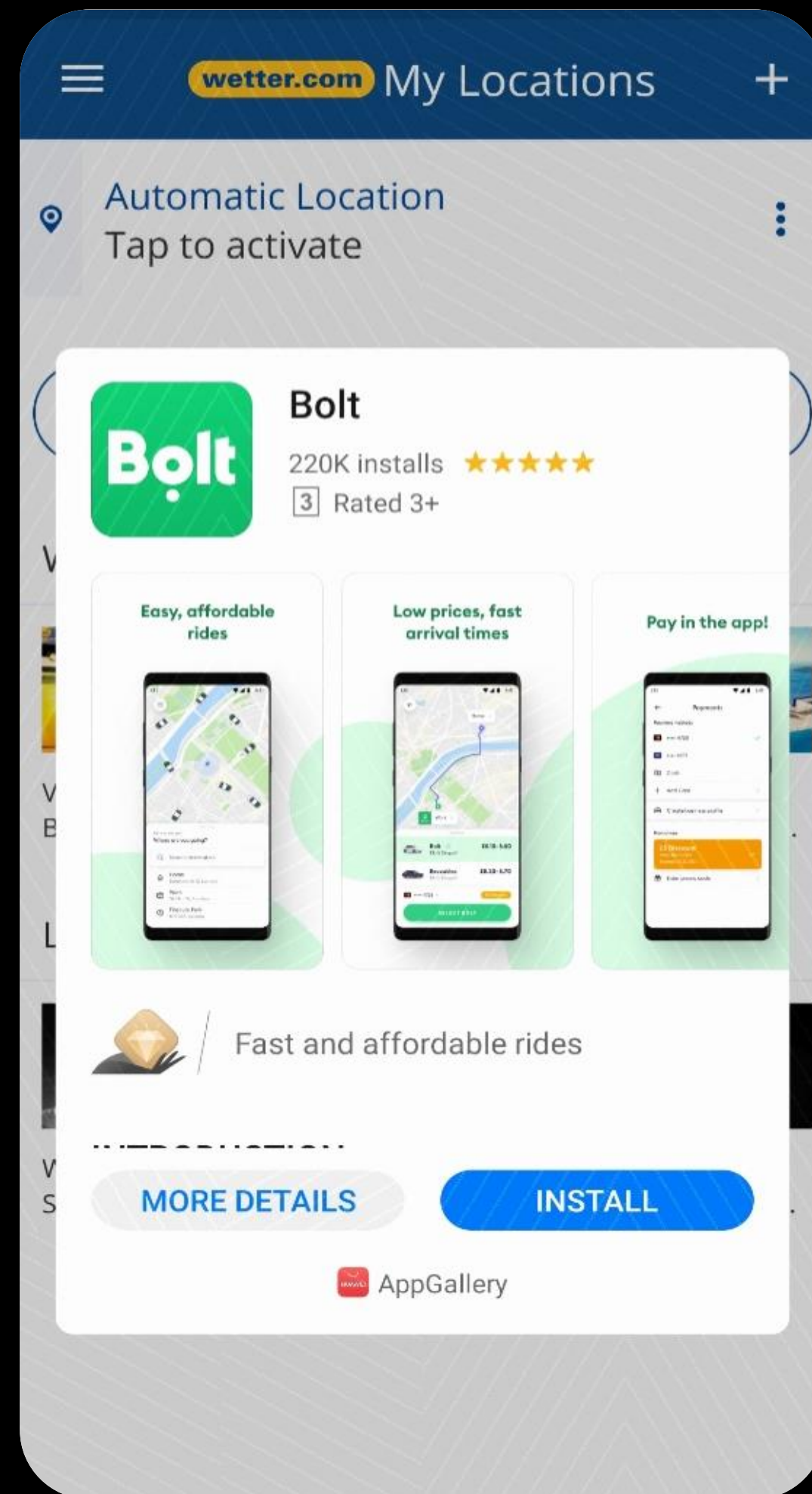
Global 2020 Downloads
(+83% YoY)

Sources: HUAWEI Internal Data 2021

 **HUAWEI Ads**
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Simplifying the Consumer experience



One-click install for a higher conversion rate

User can directly install apps
without being redirected to other pages

Key highlights: aggregated KPIs from successful
partners using Huawei Ads

+35%
CTR Improved

+184%
Conversion Rate

-70%
Lower UA cost

Track performance accurately and ensure brand safety

App tracking: Full integration with AppsFlyer, Adjust, Kochava, Singular and Sizmek

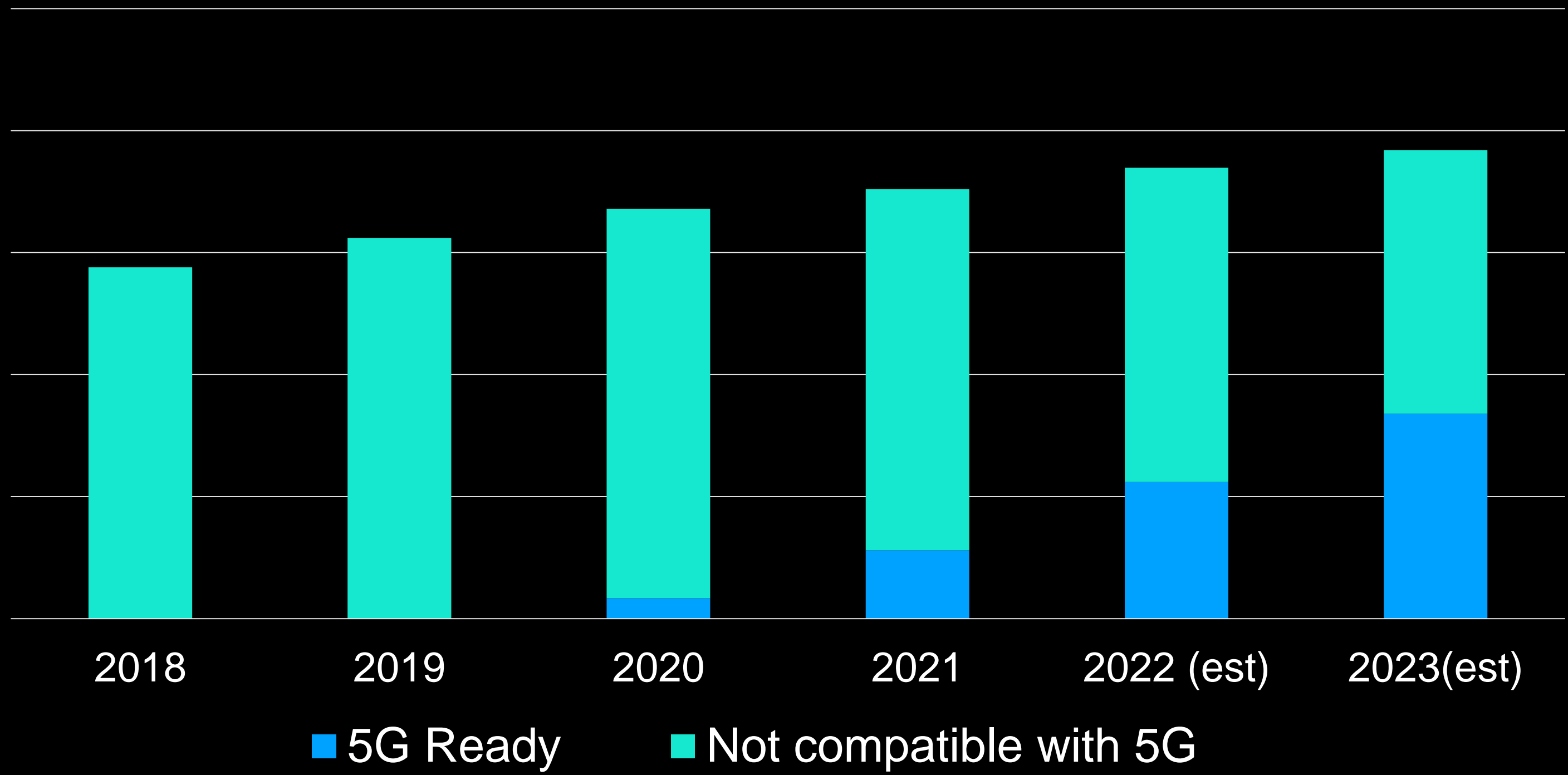
All in app events such as in App purchases, subscriptions etc..
can be tracked

Data privacy, GDPR and fraud safety processes in place

Plan for the acceleration of 5G

Active Smartphones and 5G ready Smartphones
2018-2023 - Global

1.5 Bn units



45% 5G share

26%

Huawei 5G market share

Sources: HUAWEI Internal Data Mar 2021, Newzoo Global Gaming & 5G reports.

HUAWEI Ads partners In China

GUCCI

BVLGARI

Dior

GUERLAIN
PARIS

dyson

CLARINS
PARIS

JB
1735
BLANCPAIN
MANUFACTURE DE HAUTE HORLOGERIE

RIMOWA®
Germany since 1898



Jeep®



阿里巴巴
Alibaba

淘宝网

腾讯视频
V.QQ.COM

京东

抖音

大众点评

58同城

唯品会

鳳凰新聞
IFENG NEWS

贵州茅台集团
KWEICHOW MOUTAI GROUP

AIR CHINA
中国国际航空公司

KFC

pepsi

Disney

PUMA



Thanks!

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