



Petal Ads

Petal Ads

For Business



A marketer's guide to building
high-quality ad campaigns and
reaching new audiences



All About Quality.

Mobile Marketing on the Rise

Smartphones are now an indispensable part of daily life for billions of people, making mobile an increasingly vital marketing channel for brands to reach and engage with their customers.

+30%

Daily time spent
per user

\$170B

App store spend

\$295B

Mobile ad spend

230B

New app
downloads

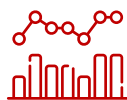
23%

YoY growth of
mobile ad spend

70%

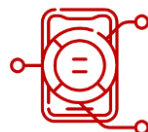
Of total digital
ad spend

3 Areas for Marketers to Watch



Access to First-party Data

As consumers are gaining more power over their data, marketers must take the lead in embracing privacy-centric ad solutions. First-party data will be increasingly important in understanding consumers and building trust.



Reach Through Connected Devices

Did you know that there are more connected IoT devices than people in the world? Connected devices and the data exchanged among them provide marketers with abundant data and allow marketers to deliver an immersive ad experience.



Gain Traffic From Diverse Channels

People are searching for your products and services in new ways. With AI assistants, visual, and voice searches gaining in popularity, marketers are staying competitive by expanding their marketing channels and diversifying their UA strategies.

01. What is Petal Ads

Discover how Petal Ads platform can help agencies and app marketers drive growth with innovative mobile advertising and publisher solutions.

02. Why Petal Ads

Understand the unique benefits Petal Ads can bring to help you access, target, and engage with new audiences.

03. How to Use Petal Ads


Choose from a range of advertising solutions, powerful placements, and innovative campaign tools to help meet your business goals.

04. Partner Success

Explore how our partners in gaming, entertainment, e-commerce, and weather are driving business results with Petal Ads.

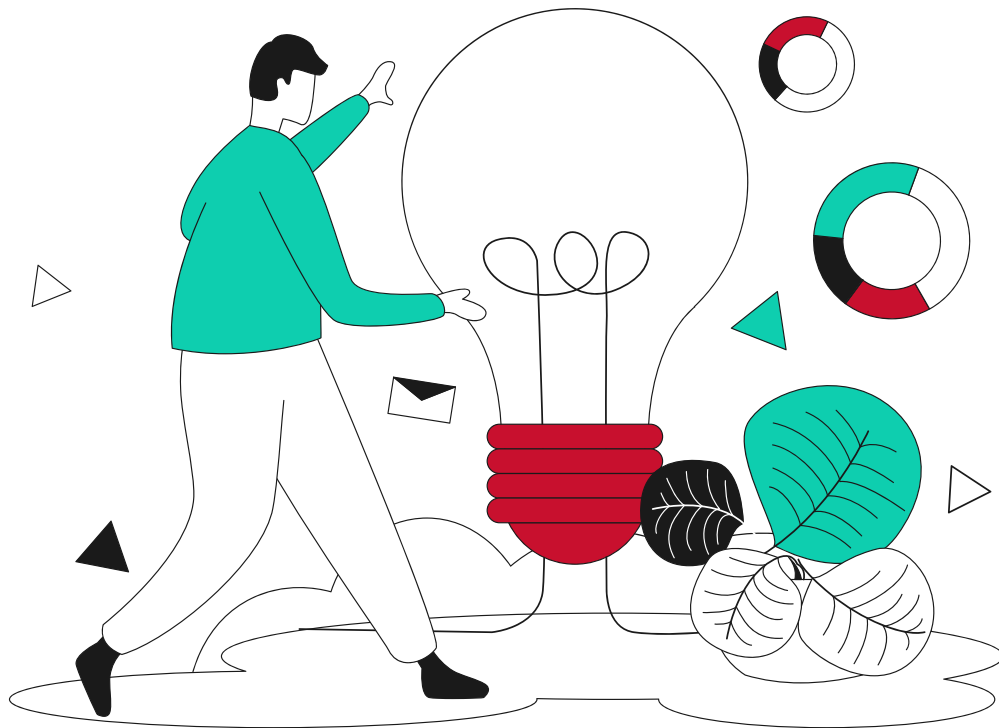
05. Getting Started

Learn about our Partner Program as well as comprehensive incentives and services to publishers, advertisers, and agencies.



01. What is

Petal Ads



Petal Ads: A Holistic Mobile Ad Platform

Petal Ads is a comprehensive mobile advertising platform that connects publishers and advertisers.

For Advertisers and Advertising Agencies:

Petal Ads helps you boost revenue and ROAS through precise targeting and powerful placement with the Supply Side Platform (SSP).

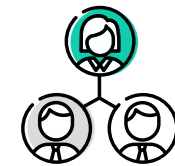
For Publishers:

Petal Ads helps you monetize app traffic and generate additional revenue while supporting multiple mainstream ad formats with the Demand Side Platform (DSP).



Advertisers can drive user growth through:

- Recommendation algorithms
- Precise user acquisition



Publishers can increase revenue through:

- Traffic monetization
- High fill rate

Built for Mobile, Optimized for Connected Devices

Petal Ads is powered by Huawei, a leading global technology provider with an integrated ecosystem of hardware and software. This allows Petal Ads to not only center on mobile devices and optimize mobile experiences, but also expand to a growing ecosystem of connected IoT devices.

730M+

Global device MAUs
(+10% YoY)

83M

Premium user base

1B+

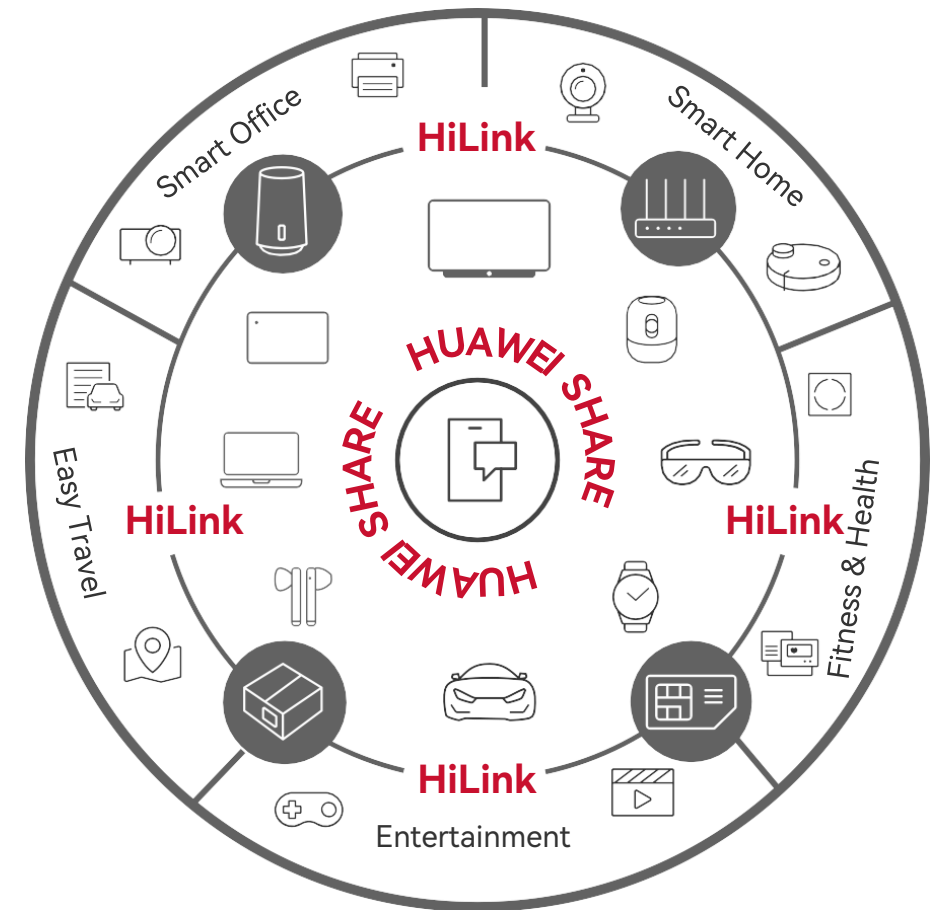
Connected devices

6M+

Registered developers

220K+

HMS Core integrated apps

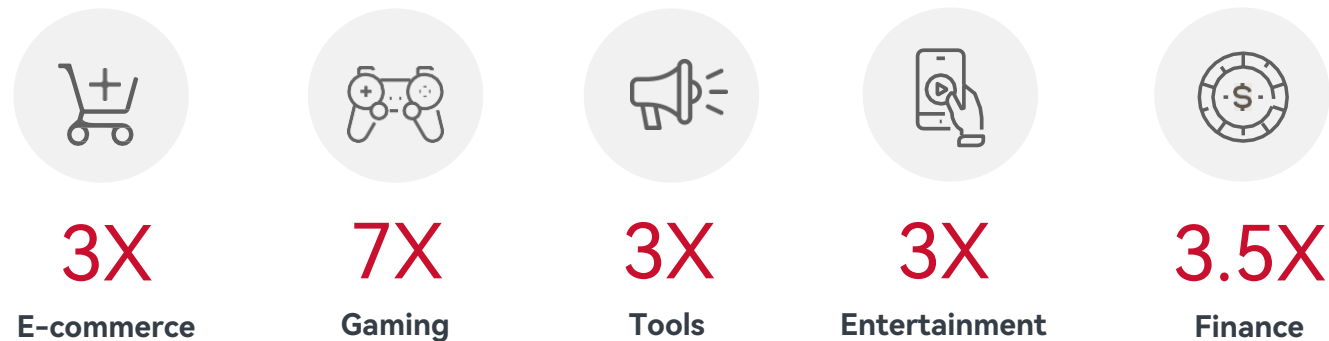


Rapid Growth Since 2020

Growth in Partners and Traffic



Growth in Advertisers



Awards and Recognitions

app growth awards 2021
user acquisition company

HUAWEI Ads
All About Quality

6
HUAWEI Ads
All About Quality

Business of Apps
TOP MOBILE APP RETARGETING COMPANIES
2021

Business of Apps
TOP DEMAND SIDE PLATFORMS
2021

Data source: Petal Ads, Q1 2022

Committed to Security and User Privacy

A Certified Vendor

Petal Ads is a certified vendor of Transparency and Consent Framework (TCF v2.0) and became a registered CMP under IAB TCF in March 2022. Petal Ads solution fully complies with the EU's GDPR and ePrivacy Directive when processing personal data or accessing/storing information on a user's device, such as cookies, advertising identifiers, device identifiers and other tracking technologies.

TAG (Trustworthy Accountability Group) TAG launched its Certified Against Fraud Program in 2016 to combat invalid traffic in the digital advertising supply chain. Petal Ads was awarded the Seal in 2022 to show its abiding by the Certified Against Fraud Guidelines.



User Privacy Protection on Device

Petal Ads is committed to protecting user privacy while delivering personalized ads through Open Advertising Identifiers (OAID). OAID allows Petal Ads to identify users and collect data on a device level instead of account ID. Meanwhile, users can turn off personalized ads on their devices and it can be reset at any time.

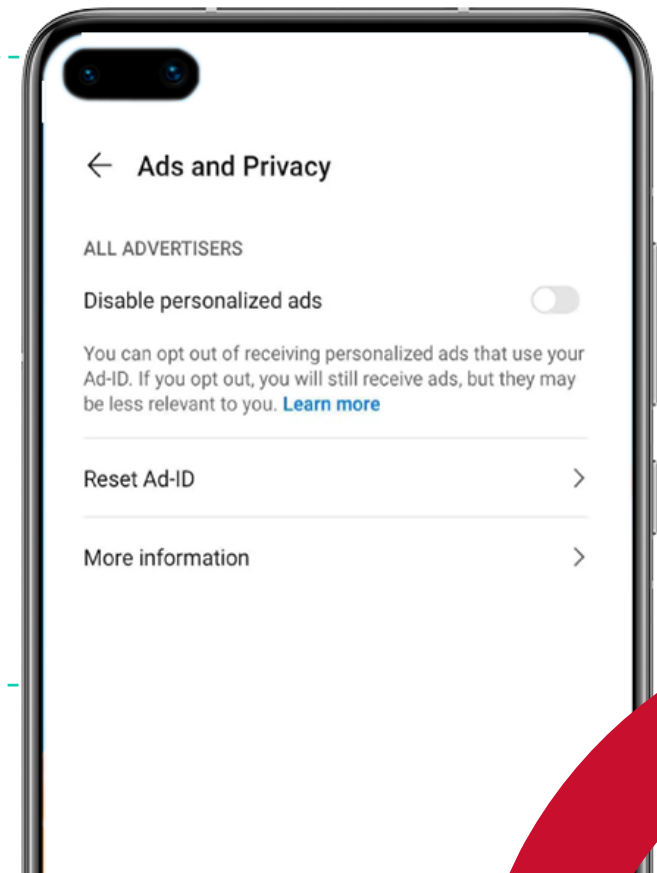
Open Advertising Identifier (OAID) is a non-permanent device identifier provided by Petal Ads Kit. It is similar to a universally unique identifier (UUID) generated based on Huawei-owned algorithms.



Petal Ads obtains OAID of the user, requests recommendation from the ad network, and delivers personalized marketing campaigns and commercial ads to them.



Petal Ads does not identify user segments based on OAID and will only push non-personalized ads to the users.



02. Why Petal Ads

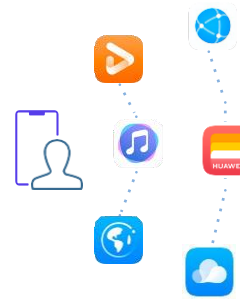


New User Streams From a High-Value Device Ecosystem

Expand From Huawei Devices to Any Device Brand

Through Petal Ads, you have access to users from the entire Huawei ecosystem, including users from 20+ Huawei's native apps, 2,000+ advertisers, and 360,000+ publishers. This means that you can deliver ads to Huawei devices and beyond.

HUAWEI Publishers



Third-party Platforms

Mintegral

smar+.

my TARGET

Third-party Publishers



53,000+

Worldwide



1500M Traffic Global Distribution

29%

Western Europe

21%

Middle East and Africa

18%

Latin America

16%

Asia Pacific

11%

Central and Eastern Europe

5%

Others

Reach High-Value Audiences Worldwide

Petal Ads is available in more than 170 countries/regions. In addition to a strong presence in China, Petal Ads also offers you access to high-value users in Europe, most of whom have higher education (60%) and are in the mid/high-level income (75%+).

Among the top 15 countries with the highest traffic and ARPU, there are 5 in Western Europe: United Kingdom, Germany, Spain, Italy, and France.

Source: Globalization Reports by Petal Ads

Precise Targeting Through First-party Data

Powered by Huawei's Data Management Platform

Petal Ads offers powerful targeting capabilities because Huawei, as a device manufacturer and app store operator, has access to 1st party data, which is collected based on OAID through Huawei's Data Management Platform. This means that Petal Ads has an intelligent system of user tags to help you with audience calculation, insight analysis, and retargeting.



First-party Audiences

Scenario Tag

- 1. Location:** location-based service, commercial district, and other countries/regions
- 2. Scenario:** home, work, and travel

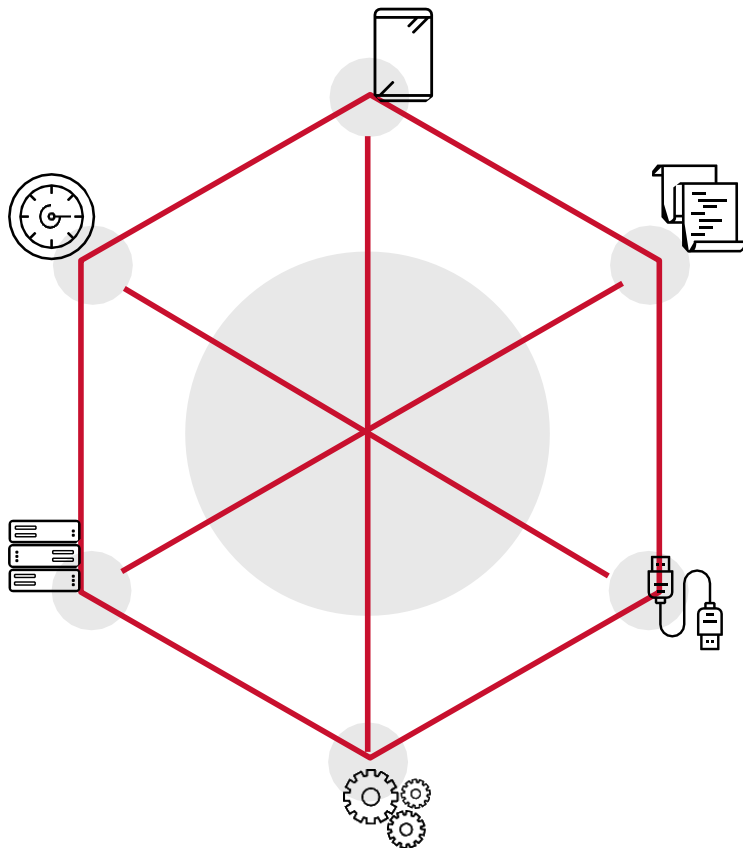
Attribute Tag

- 1. Basic attributes:** gender, age, and location
- 2. Identity attributes:** professional and wealth status
- 3. Marital status:** single or married
- 4. Device attributes:** phone model, phone price, network, and carrier

Interest Tag

- 1. App behavior & interest:** app activity level, installation status, and activation status
- 2. Hobbies:** travel, finance, online shopping, games, cars, luxury, and home décor

An Intelligent System of User Tags



APP BEHAVIOR

Exploring potential users (short video)

- Users who have not installed apps
- Recent short video app usage times
- Recent mobile data from short video apps

App Behavior

- Users who installed apps recently
- Users who uninstalled apps recently

Activating existing users (news)

- Users who have installed apps
- App usage times in the last seven days

Usage Behavior

- Users who activated apps recently
- Recently silent users
- Users who consumed high traffic recently

INTEREST

- High-consumption users
- Potential car buyers
- Preference for long-distance travel

- Potential travelers in the near future
- People interested in educational opportunities

SCENARIO

Vehicle

- Visited car dealers or mechanics recently
- Visited gas stations recently
- Live in high-end or mid-range residences

Education

- Adult foreign language training (office buildings or universities)
- K12 education (kindergarten or primary school)

Streamlined Experience at Every Stage of the Funnel



Awareness



Consideration



Conversion



Retention

Three Ad Solutions with Diverse Ad Placements

AppGallery Ad



Category Ranking



Featured Page

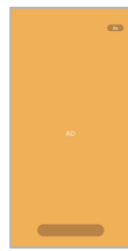


Keyword Search

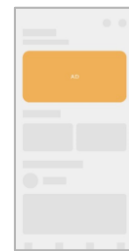


Recommended Apps

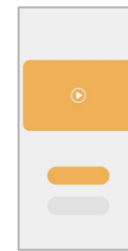
Programmatic Display Ad



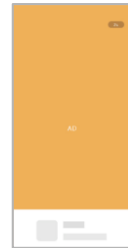
Splash Ad



Banner Ad



Rewarded Ad



Interstitial Ad



Native Ad



App Icon

Petal Search Ad



Text Ad



Small Image Ad

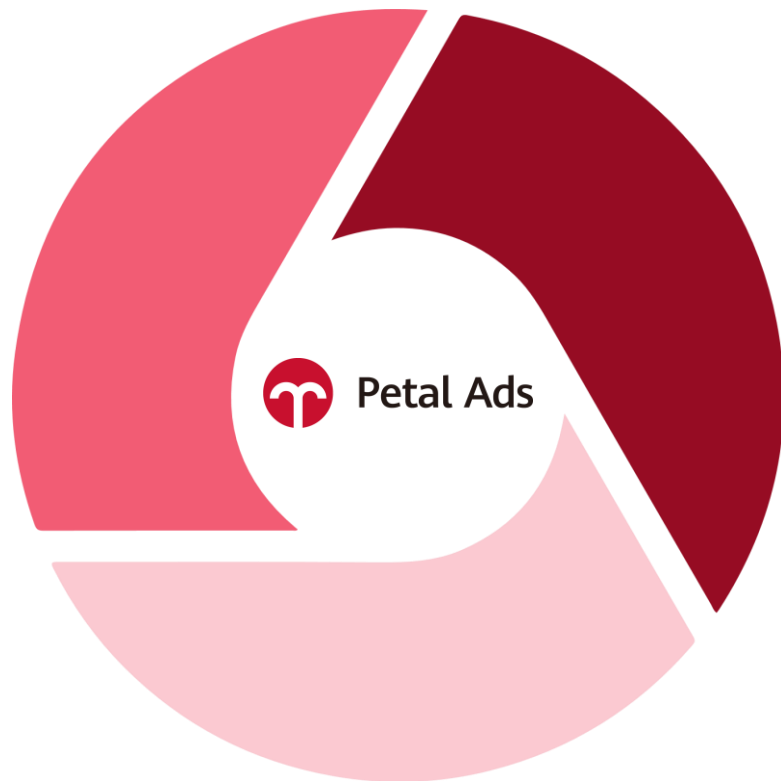


Large Image Ad



Shopping Ad

Top 3 Advantages of Petal Ads



- **New Audience Stream**
 - Unique channels to touch HMS users with personalized advertising
 - Strong presence and advertising options globally with high reach in Asia
- **Powerful Platform**
 - Cross platform/IoT: Huawei smartphone, tablet, PC, TV, and watch users that are reached only through HMS applications
 - Three advertising solutions covering the entire user funnel
 - Both owned analytics platform and compatible with third-party platforms
- **High Performance**
 - Less competition, more competitive rates (e.g., CPC, eCPM)
 - Trial budget for top advertisers and agencies
 - No technology fee, no DMP fee

03. How to Use Petal Ads



Campaign Setup

AppGallery Ad



AppGallery is a top 3 global app marketplace launched in 2018

580M+

MAUs (outside of China)

38.5M+

MAUs (Europe)

+20%

Increase in conversion rate through big data algorithms

For advertisers:

Improve discoverability and drive app download conversion

Campaign Types

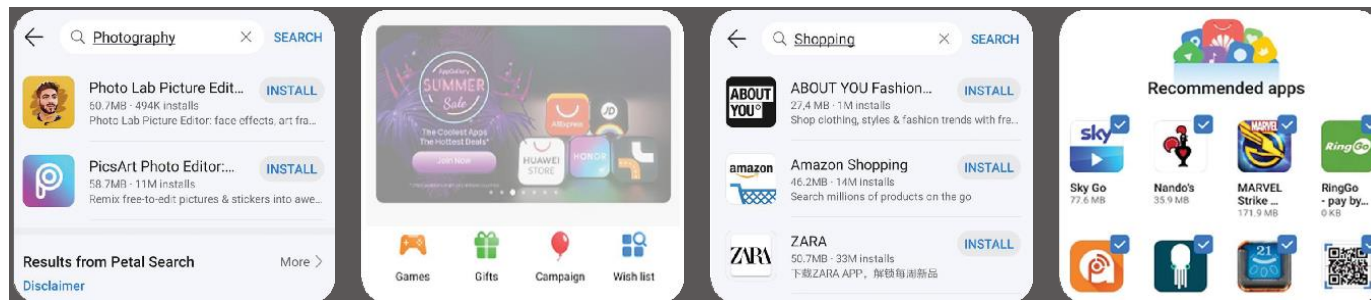
- Featured page
- App rankings & categories
- Keyword search
- Recommended apps

Bidding Models

- Cost per download (CPD)

Audiences

- By keywords



Category Rankings

Featured Page

Keyword Search

Recommended Apps

Campaign Setup

Programmatic Display Ad



Display Ad is an end-to-end programmatic platform launched in March 2020

435M

daily impression (Global)

85M

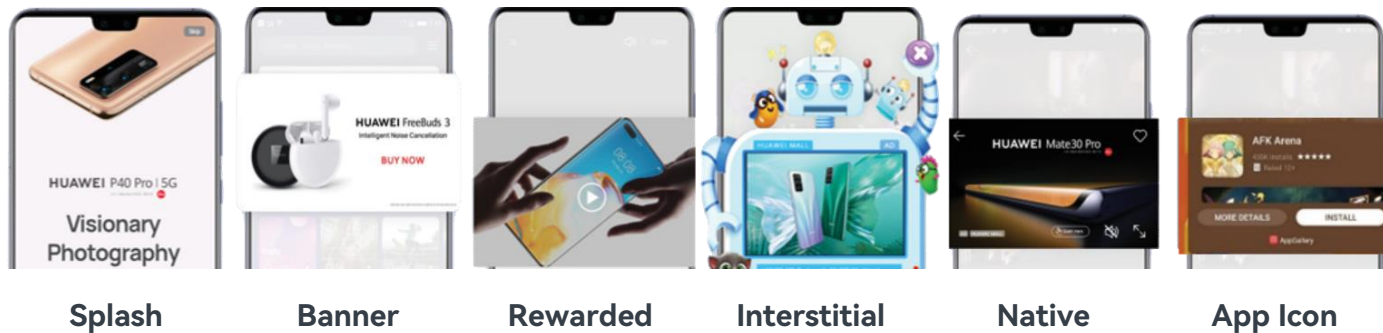
daily impression (Europe)

For advertisers:

Reach your business targets through precise user profiles, a mix of owned and third-party media, and accurate attribution

For publishers:

Maximize monetization of your app content and traffic



Campaign Types

- Web promotions
- App Download
- App engagement

Bidding Models

- Cost per thousand impressions (CPM)
- Cost per click (CPC)
- Cost per install (CPI)
- Cost per action (CPA)
- Optimized cost per click (oCPC)
- Target Return on Ad Spend (tROAS)

Audiences

- **Basic attributes:** demo, location
- **Devices:** series, price, network, career
- **Location:** LBS, district, country, region
- **Scenario:** home, work, travel
- **App behavior:** activity level
- **Habits:** travel, finance, shopping, auto

Campaign Setup

Petal Search Ad



Petal Search is a fully open and mobile-first search engine available to all smartphones and integrated with all HUAWEI devices. Users can explore brands and products across key categories like App Search, Nearby, Shopping, and Travel and through multiple search modes including text, image, and voice.

Top 5

Mobile search engine in 25 countries

35M

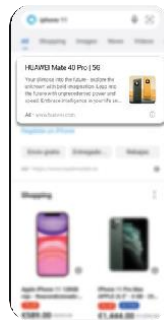
MAUs (outside of China)

For advertisers:

Add your service to Petal Search for free and start to increase discovery and drive conversion through organic search channels and editorial promotions like seasonal campaigns and Brandbox



Text Ad



Small Image Ad



Large & Multi-image Ad



ShoppingAd

Campaign Types

- Search results
- Shopping ad
- Travel ad

Bidding Models

- Cost per click (CPC)

Audiences

- By keywords
- By product feed (shopping)

A Winning Combination

To help you achieve your specific marketing objectives, we created a cheat sheet for you to find relevant campaign setup, including targeting, ad solution, and ad placement.

Define your objective

● Awareness
 ● Acquisition
 ● Activation
 ● Retention

Target your audience

Device & Location	Scenario & Interest	Lookalike	Remarketing
● ●	● ● ●	● ●	● ●

Choose your ad solutions and placements

AppGallery	Programmatic Display	Petal Search
Featured page ● ●	Splash ● ● ●	Text Ad ● ●
Category Rankings ● ●	Native ● ● ●	Small Image Ad ● ●
Keyword Search ● ●	Banner ● ●	Large & Multi-Image Ad ● ●
Recommended Apps ●	Rewarded ● ●	Shopping Ad ● ● ●
	Interstitial ● ●	Nearby Ad ●
	App Icon ● ● ●	Travel Ad ●

Campaign Bidding

You can choose from a variety of bidding types to help you best achieve marketing objectives. Petal Ads also offers oCPC and tROAS as two additional smart bidding options.



CPM

(impression)



CPC/oCPC

(click)



CPD

(download)



CPI

(install)



CPA

(activation)



CPS

(sales)

Optimized Cost Per Click (oCPC):

For advertisers who have previously delivered ads in Petal Ads, oCPC tasks take an in-depth understanding of your conversion data and set competitive bids based on competitors' data.

Key benefits:

- Maximize conversion with high-quality traffic
- Reduce or stabilize cost per conversion
- Improve delivery efficiency with easy optimization

oCPC real case

117%

Cost fulfillment rate

2.5X

Click-to-activation rate increase

267%

eCPM under the same conditions

Target Return on Ad Spend (tROAS):

tROAS bids intelligently to maximize your ROAS. Through deep learning during the simulated test phase, tROAS feature dynamically looks for users with high Lifetime Value (LTV) and optimizes bidding in real time based on performance tracking.

tROAS real case

Positive ROAS

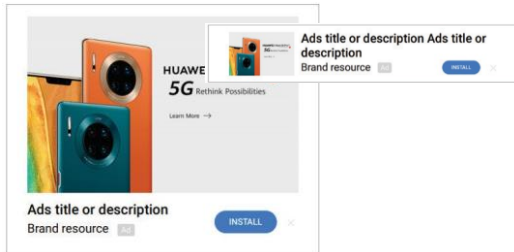
In 12 days on average

120% Better ROAS

Compared with a common ad task

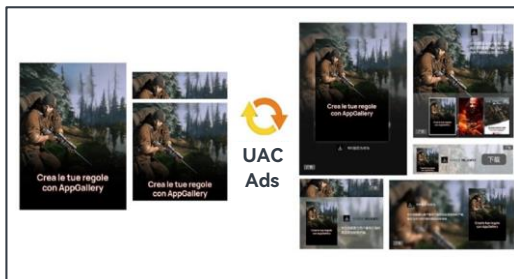
Ad Creatives

Check out our powerful tools that can help you create a streamlined user experience that is optimized for mobile devices.



Easy upload with dynamic native templates

For single image ads, you only need to upload a single asset of the predefined dimensions, and then the system will automatically match hundreds of requests from HUAWEI devices and optimize the ad.



Better engagement with UAC ads smart delivery

For multi-image ads, you only need to upload 3 assets (instead of 20) and the system will automatically adapt to 400+ different dimensions, complemented with intelligent image creation and color matching.

UAC ads automation optimization

+600% **+87%**

Better click-through rate

More efficient cost per install

*Compared to common ads



Higher conversion with one-click installation

With one-click installation, users can download the app directly from the ad without being directed to another page. This not only improves user experience but also improves conversion with a shorter path and supports accurate tracking on the ad delivery effect.

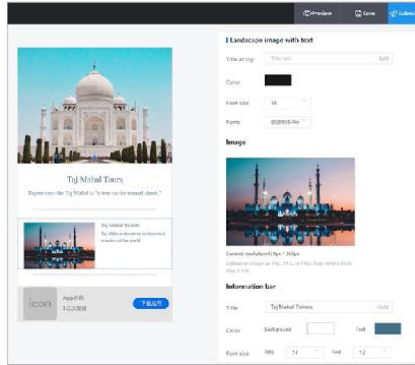
One-click installment real case

+200%

better conversion

Landing Page

Venus is a free landing page tool provided by Petal Ads. You can use it free of charge to create high-quality landing pages that are optimized for the mobile experience and track landing page results.



Create a landing page in 3 minutes

With Venus, you can create a landing page easily by utilizing a wide variety of templates, dragging and dropping different design elements, or even using the “one-click creation” feature for faster output.

Drive better conversion

Venus landing pages can drive better conversion because the designs are optimized for the mobile experience and the pages support app downloads and deep links.

Venus real case (a game advertiser)

3x

Increase in average download button click rate

4x

Increase in average application download success rate

Track and analyze performance

Basic data: Views, Unique visitors, Bounce rates, average viewing duration, downloads & installs, reminder, form submission.

Element-level analysis: Click volume on a specific area of the page through heatmap analysis.

Visit depth: User churn point through the proportion of users who view a specific location on a landing page.



Campaign Tracking

Petal Ads supports both native tracking and third-party tracking platforms to help advertisers track ad performances and optimize campaigns in real time.



Third-party tracking

- You can track all app engagements and in-app events, including app install, first-time app launch, subscription, IAP, and order payment.
- Valid for AppGallery Ad and Programmatic Display Ad.
- **Full integration with:**



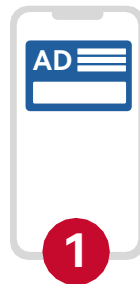
Native Web Tracking

- You can track operations on all web pages through JavaScript code.
- Valid for AppGallery Ad, Programmatic Display Ad, and Petal Search Ad.
- **Compatible with Google Tag Manager**

*Advertisers need to sign into AppGallery Connect to configure app information under DTM.

Install Referrer Capability

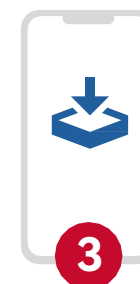
Advertisers can also install referrer capabilities in Petal Ads to attribute ad conversions during app promotion targeted at HUAWEI devices. You can analyze the conversion effect of app download ads, including the ad impressions, ad clicks, app downloads, app installs, app activations, app registrations, and purchases.



User clicks an ad



User is directed to AppGallery



User downloads the app



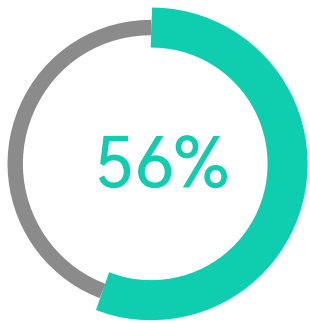
User launches the app for the first time

Campaign Optimization

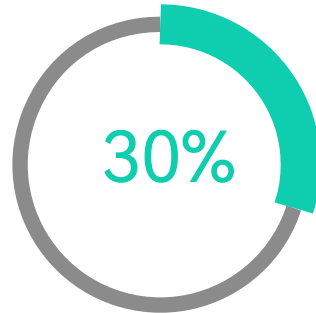
Remarketing

Better Conversion, Lower Cost, and More Revenue

Why is remarketing important?



of total conversion from remarketing

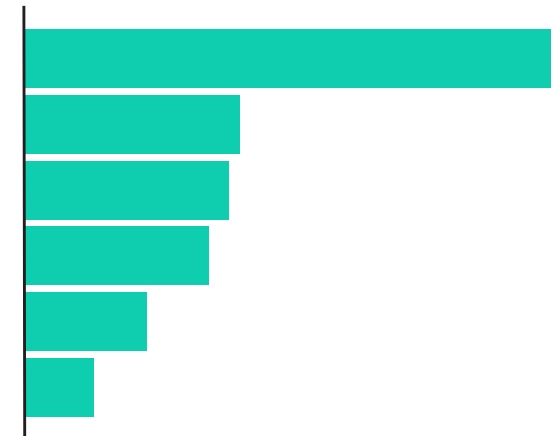


of all apps will be remarketed (16% YoY growth)

How does remarketing help drive business growth?

Remarketing cost is lower than new user acquisition cost, thus increasing average revenue per paying user (ARPPU)

- + 51% for Gaming
- +27% for Lifestyle
- +20% for Travel
- +18% for Shopping
- +12% for food & drink
- +7% for Finance

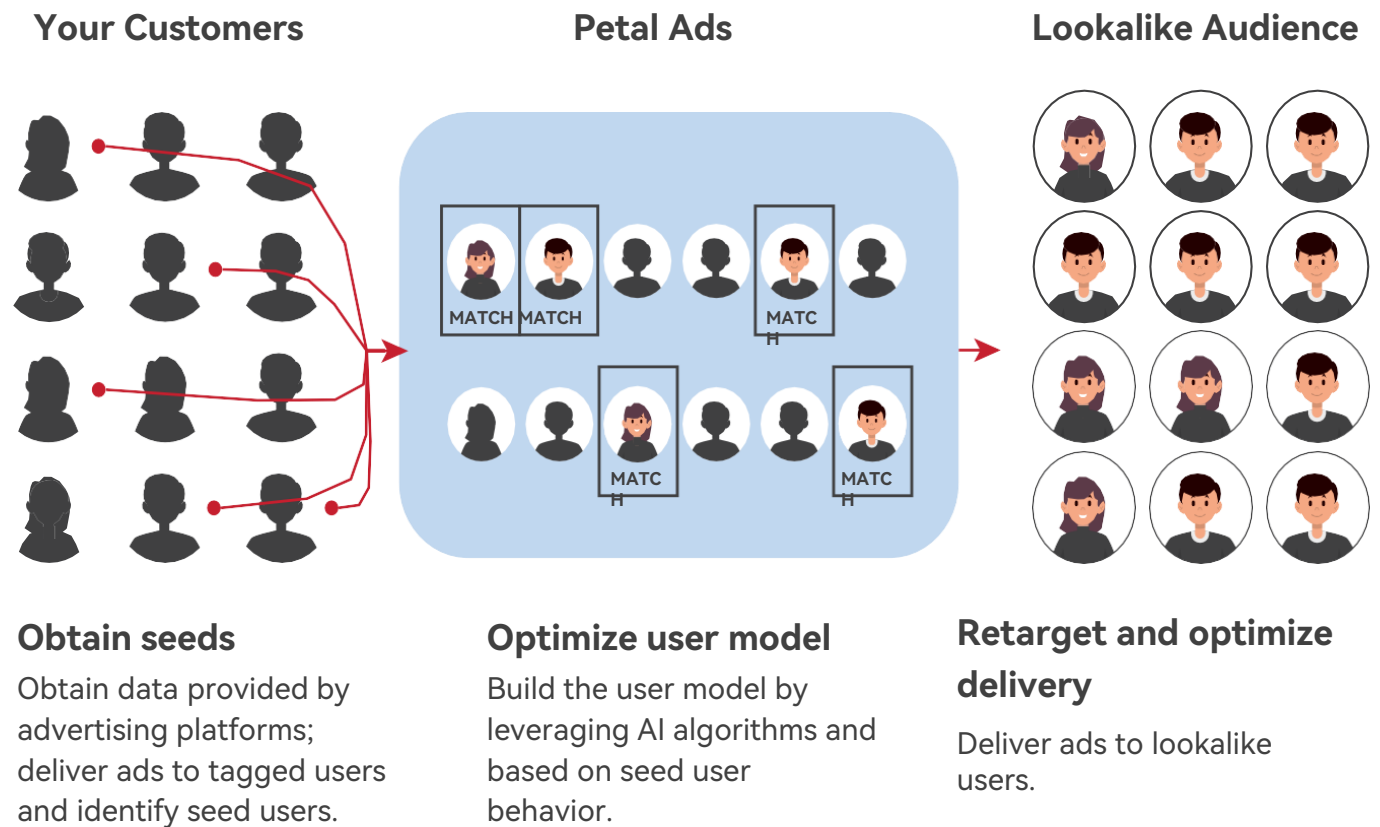


Campaign Optimization

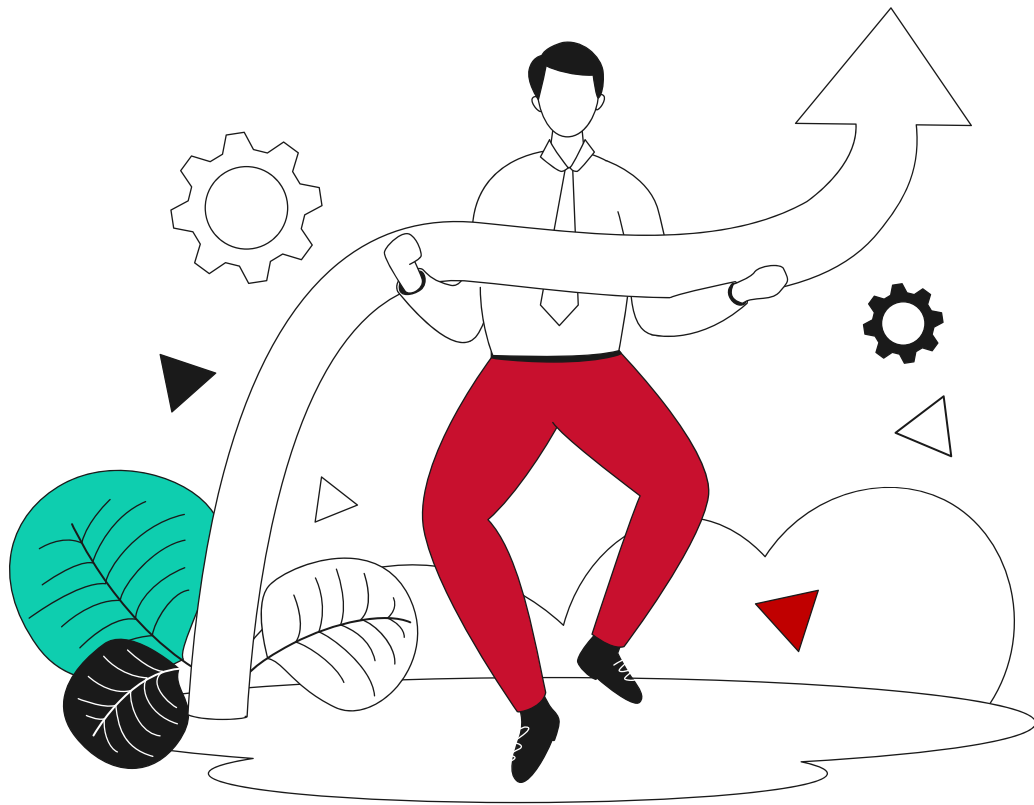
Lookalike

Improve Ad Delivery Based on Seed User Expansion

By creating lookalike audiences, advertisers can add new audiences with a high degree of precision based on similar segments, making new user acquisition easier and more effective.



04. Partner Success



IAA Game

To drive additional revenue, a top casual game integrated Petal Ads, which generated positive returns starting from the 4th day and continued to drive effective monetization with high eCPM.

A Top Global Casual Game Publisher in France

116%

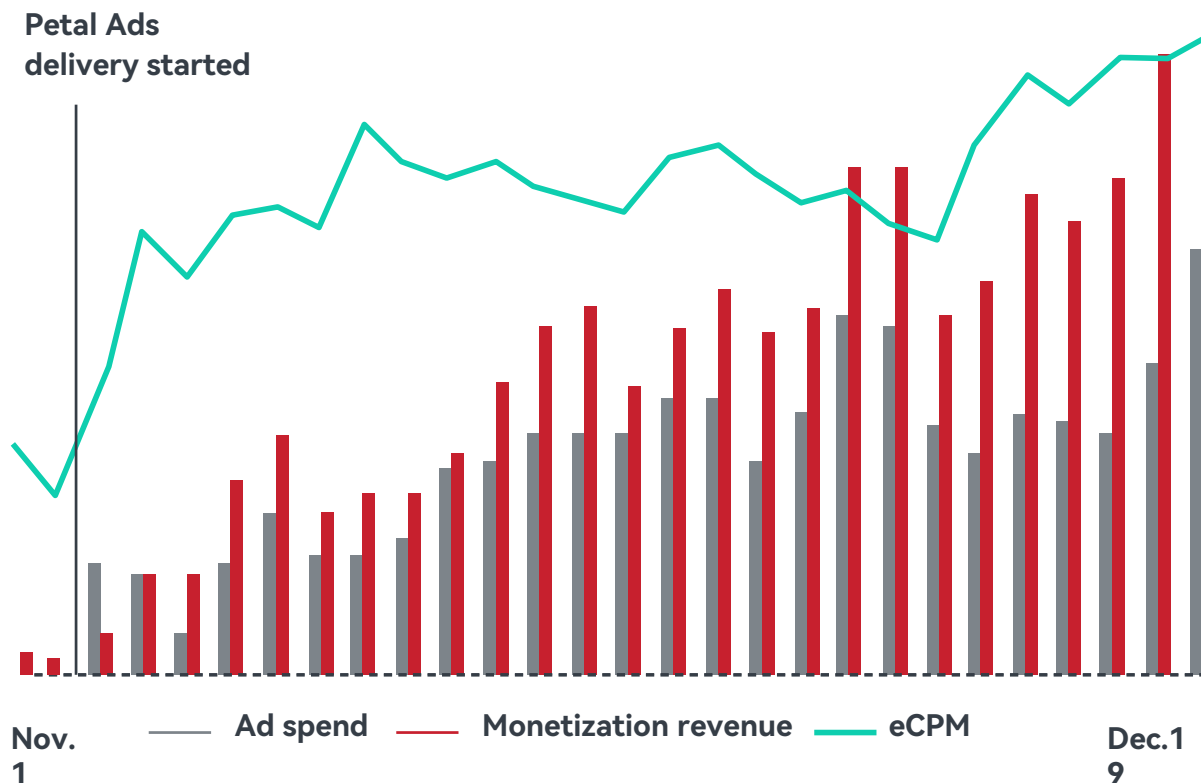
ROAS on the 4th day after ad delivery

160%

Overall ROAS

+200%

Increase in eCPM within the first week



Source: Petal Ads

IAP Game

To help a strategy-type tower defense game improve user retention, Huawei worked with the partner to improve their sign-in method by adding HUAWEI ID. After the sign-in optimization, the Day 2 Retention Rate doubled.

A Strategy-type Tower Defense Game

+250%

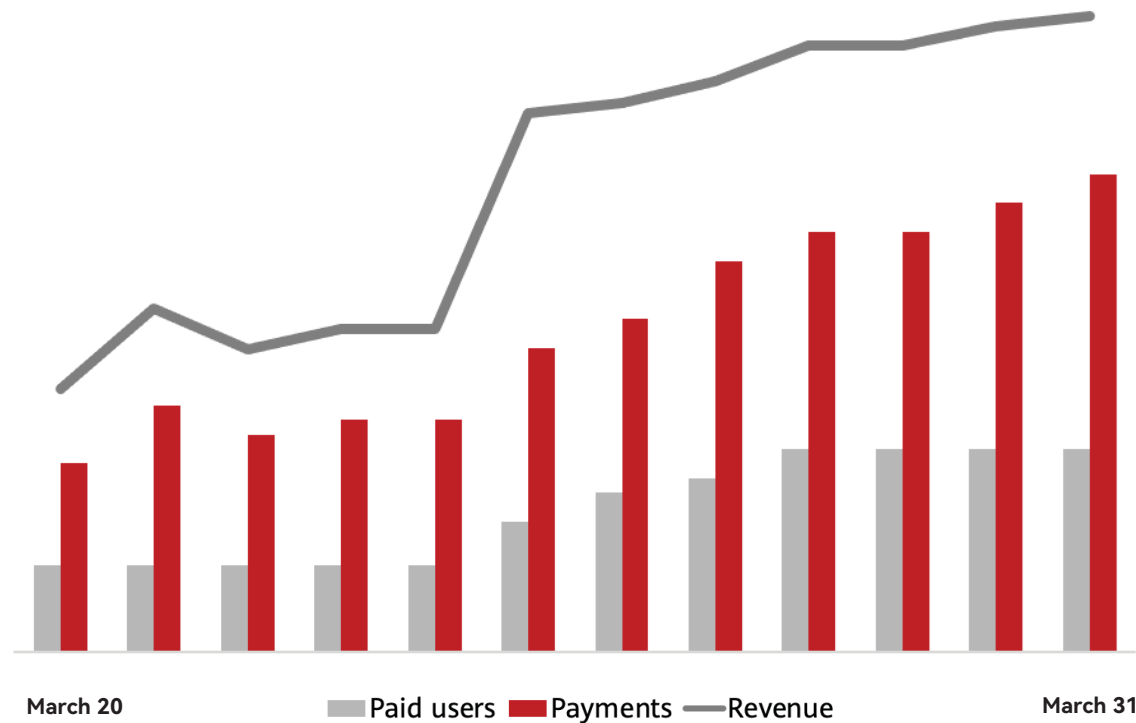
Increase in registration rate

+100%

Increase in day 2 retention rate

43%

Rate of sign-in through HUAWEI ID



Source: Petal Ads

Retail App

Lidl is a supermarket chain present in 32 countries worldwide with more than 270 stores in Portugal. As the first supermarket app to partner with Petal Ads on a campaign in Europe, Lidl drove rapid download growth at a low CPD, which is more cost efficient than all other ad platforms in the country. In addition, Lidl ran a joint campaign with the Huawei Nova 9 SE device launch.



€0.35

Average CPD

160%

Overall ROAS

+200%

Increase in eCPM within
the first week



 **HUAWEI AppGallery**

HUAWEI AppGallery. All rights reserved. © 2010-2022

Ecommerce App

AliExpress is a popular online shopping app owned by Alibaba. During Double 11, an annual shopping holiday on November 11th, AliExpress conducted a 5-day ad campaign on Petal Ads platform to increase user activities across Spain, Turkey, UK, France, Germany, Italy, and Poland. After onboarding as a Search Partner and configuring keywords, AliExpress seamlessly set up a campaign via Petal Search, utilizing image ads and other editorial resources to lead potential shoppers directly to their Double 11 shopping page.



ALIEXPRESS

51.3%

ROI

\$80K

Sales revenue generated



UniBox configuration



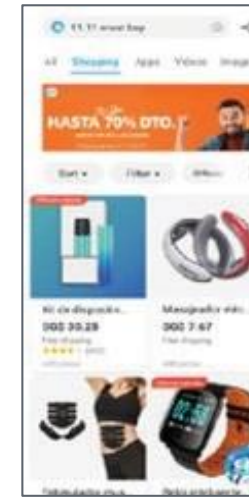
Hot words configuration



Top searches on the home page



All tab



Shopping tab



Activity page

Source: Petal Ads

Entertainment App

BIGO LIVE is a popular global free live stream app and platform. To maximize visibility and increase downloads, AppGallery initiated the Direct Deal CPD plan and displayed BIGO Live in high-value resource slots.



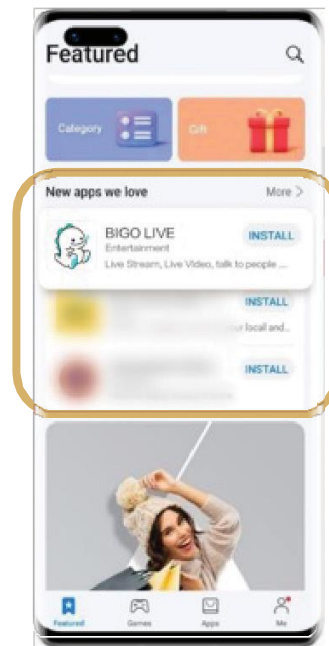
BIGO LIVE

52%

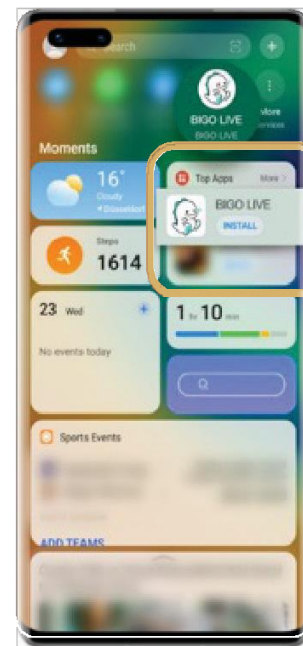
Increase in daily downloads

86%

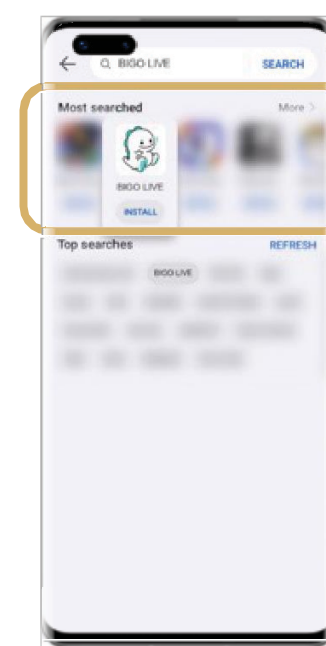
Increase in total downloads



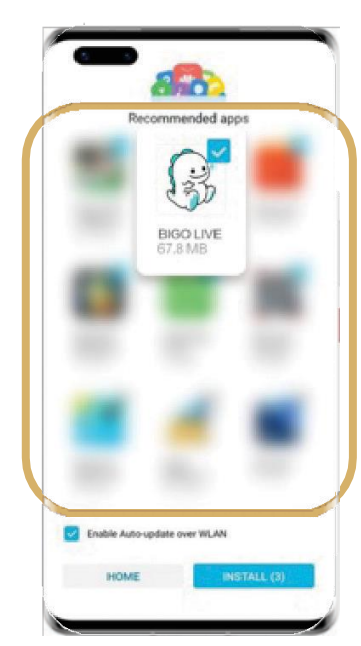
New apps we love



Assistant top apps



Most searched



Recommended apps

Finance App

To help a popular Finance app drive more downloads, the Petal Ads team ran a Programmatic Display Ad campaign. Within 3 months, app downloads increased more than threefold with low cost and high conversion.

A Top Finance App in Germany

+337%

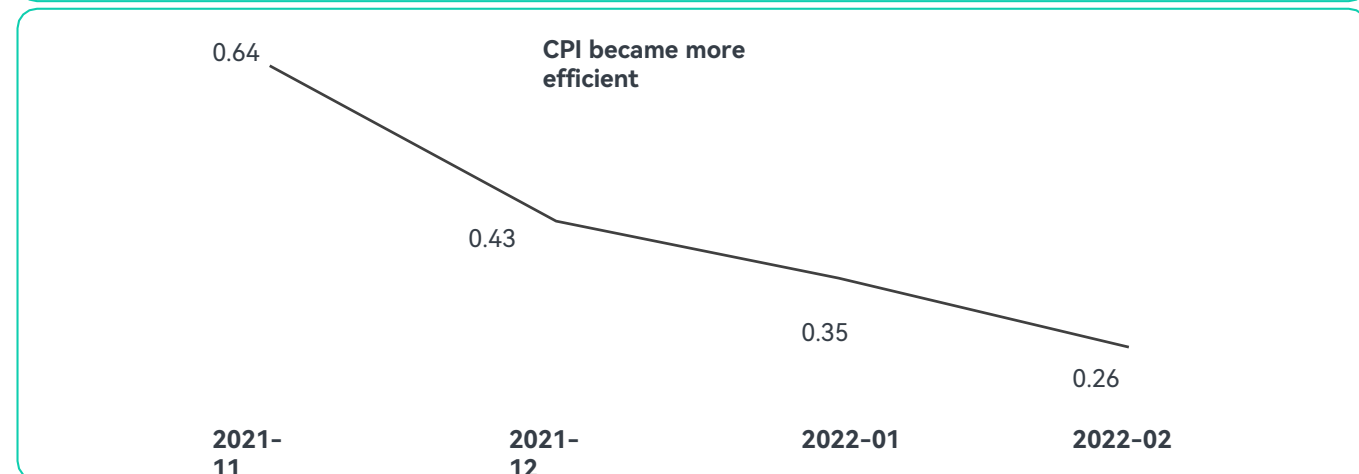
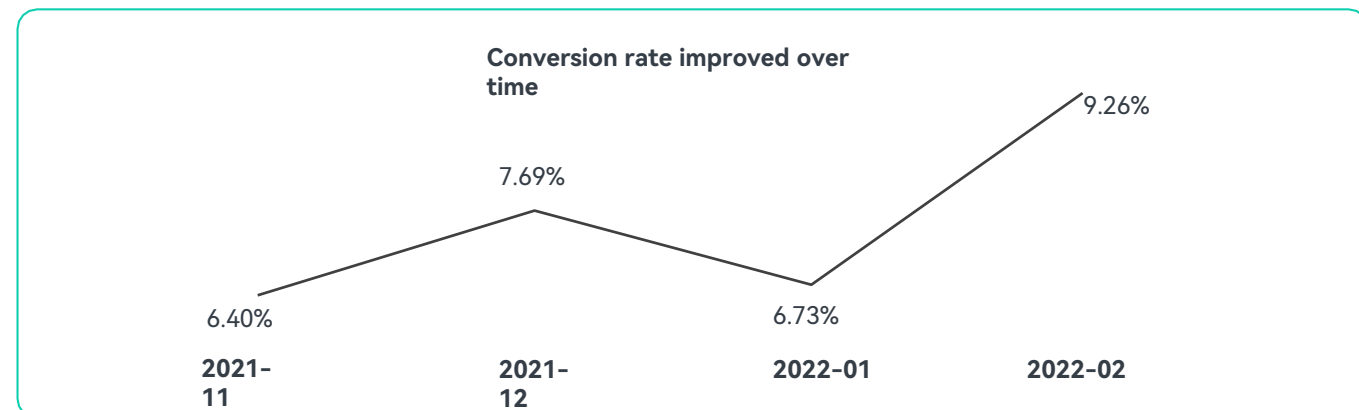
Increase in downloads

+9.3%

Increase in conversion

€0.30

CPI



Source: Petal Ads, Q1 2022

Weather App

Wetter.com is one of the most popular weather apps in Germany with more than 12m MAUs on 5m active HUAWEI devices. By integrating the Petal Ads Kit, Wetter.com drove revenue growth with high eCPM.



wetter.com

+20%

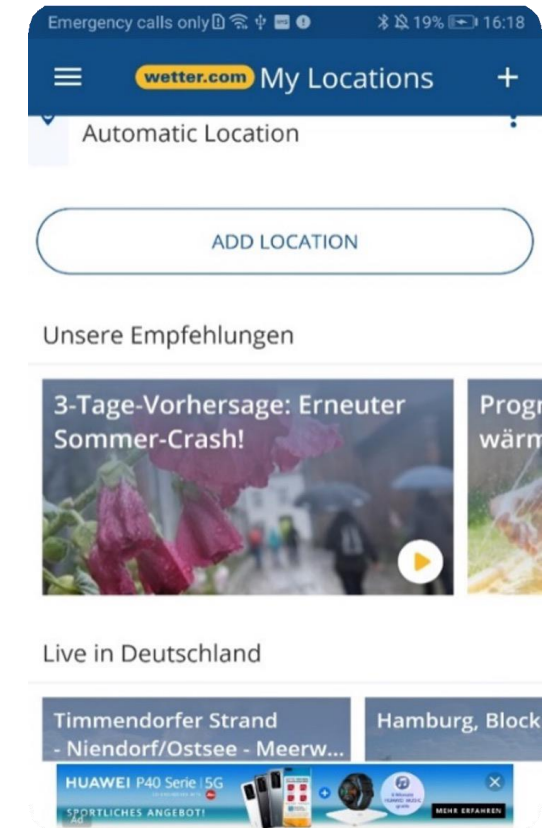
Increase in revenue

€2.9

eCPM

3M

Daily ad requests



Source: Petal Ads

Entertainment & Sports App

Fantamaster is one of the most popular football apps for the Serie A Fantasy. As a publisher, Fantamaster generated revenue growth from Petal Ads, which is more than the revenue from all other ad sources. As an advertiser, Fantamaster also increased downloads with a competitive CPD that was more efficient than industry average



Fantamaster

+3,300%

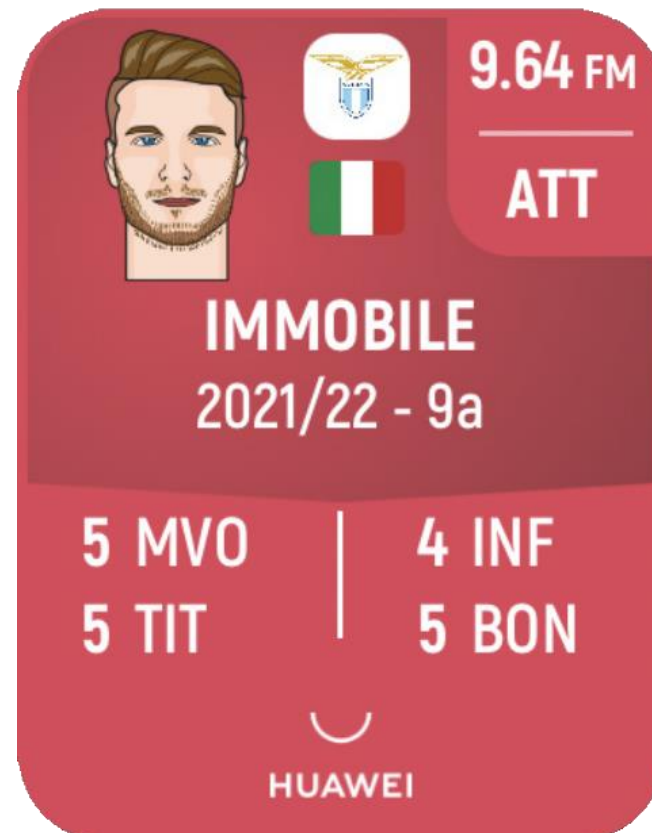
Increase in revenue

54%

Of total revenue generated from Petal Ads

+390%

Increase in adslot requests



BRAND NEWS > PLAYER > AD TECH >

CON HUAWEI ADS KIT LE SPONSORIZZAZIONI SPORTIVE PRENDONO VITA SU FANTAMASTER PER RAGGIUNGERE LA GENZ

© 11 Novembre 2021

FREE AD TECH ADV DIGITALE GIOCATTOLI / GAMING MARKETING



Marco Polidori, Head of Marketing & Co-founder di FantaMaster, ci ha raccontato il percorso che ha portato l'app dei fanta-allenatori ad adottare Huawei Ads Kit per offrire ai brand un mezzo di comunicazione integrato con l'esperienza di gioco

La scorsa estate FantaMaster ha annunciato l'arrivo di un nuovo modo di giocare con l'app dei fanta-allenatori: si tratta delle Special Leagues, competizioni pubbliche a premi all'interno delle quali si trovano ogni settimana delle Fantacard speciali, alcune delle quali brandizzate. E' qui che nasce la collaborazione tra FantaMaster e Huawei attraverso l'implementazione di Huawei Ads Kit, funzionalità di HMS Core che offre opportunità di monetizzazione a publisher e creatori di app con l'inserimento di pubblicità targettizzate nel rispetto della privacy. L'identificatore univoco non permanente OAID (Open Advertising ID), generato alla prima accensione del device, permette infatti di offrire annunci personalizzati nel rispetto

Source: Petal Ads

05. Getting Started



Petal Ads Partner Program

Petal Ads partners with agencies, advertisers, and publishers of all sizes to help drive performance and deliver impactful messages to the right audience. The three distinctive partnership options offered by the program allow advertisers to choose the best Petal Ads service for their business.

	Direct Advertiser & Normal Partner	Certified Partner	Premium Partner
Account Setup & Tech Support	✓	✓	✓
Troubleshooting & Campaign Optimization	✓	✓	✓
Basic Trial Budget	✓	✓	✓
Extended Trial Budget		✓	✓
Website Logo & Directory		✓	✓
Rebate Strategy (Basic, by Tier, Recharge)		✓	✓
Credit Line		✓	✓
Awards & Top Industry Events		✓	✓
Marketing Events		✓	✓
New Function/Beta Whitelist Access		✓	✓
Workshop & Trainings		✓	✓
Lead Generation		✓	✓
High Quality Resources Preference			✓
KA Customer Support			✓

Partner Qualifications

Direct Advertiser & Normal Partner:

Complete the registration in Petal Ads platform as a Direct Advertiser or Ads Partner

Certified Partner:

A current Petal Ads partner from the following categories: G/F premier partner, big 6 companies or its subsidiaries, top 10 agencies in the country, or legacy partners with Huawei CBG Cloud Service

Premium Partner:

A current Certified Partner with over \$5m cumulative consumption in 12 months

High-Touch Local Support



Joint Operations for Games

- Dedicated expert team for HMS integration
- Product testing and user experience improvements
- Promotional campaigns like joint press conferences and events
- User acquisition



Localization for Ad Creatives

- Translate ad copies
- Optimize images and designs
- Avoid sensitive issues



Ad Optimization Consultation

- Better ad delivery using location and bidding
- ROI analysis
- Monetization guide
- Build complex audience

Resources



[Grow your business](#)

Learn more about Petal Ads



[Help center](#)

Online ticket submission and management





All About Quality.

Contact us



Support

petalads@huawei.com



Petal Ads