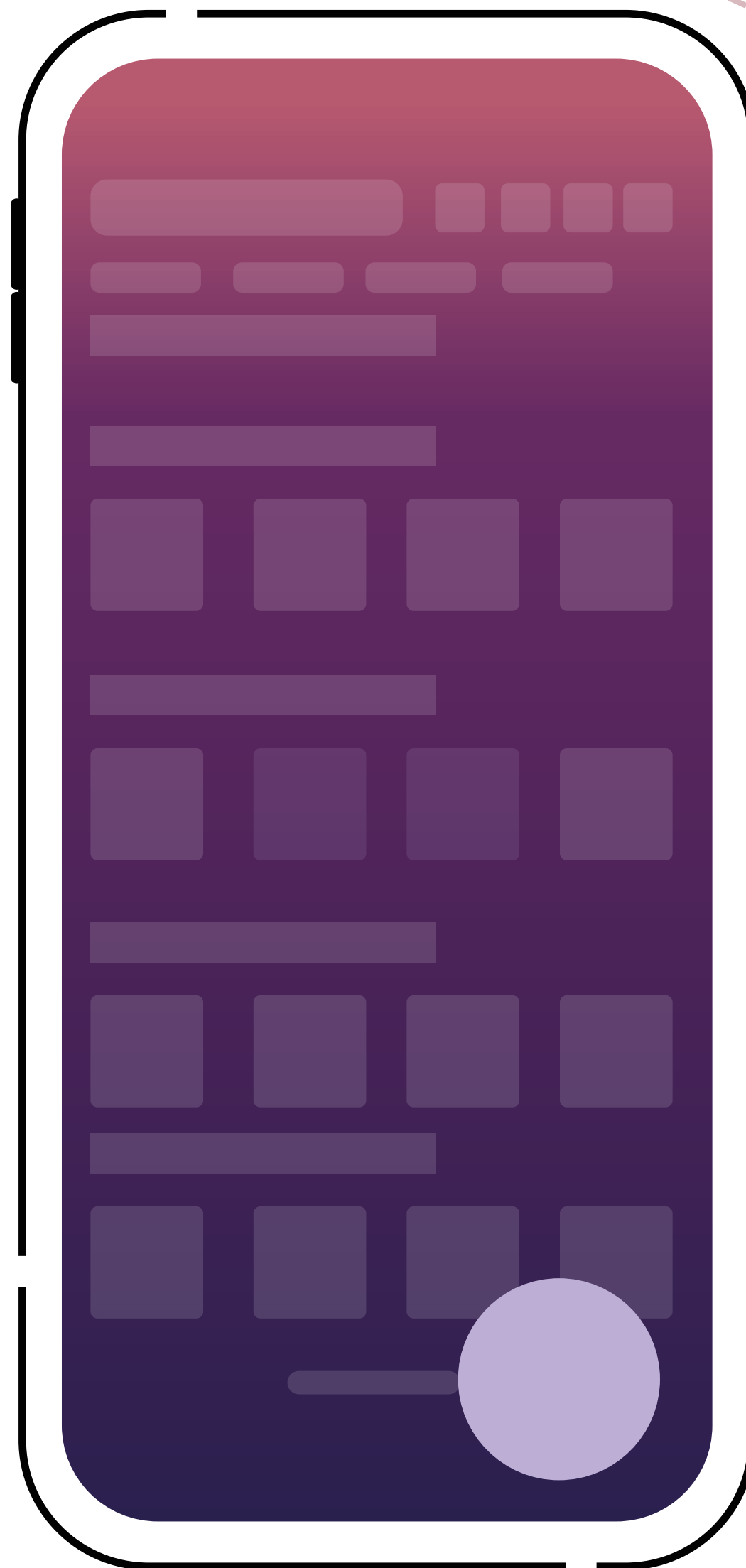


CHAPTER 1

APP MARKETING VIA OEM PLATFORMS



What OEM is All About?



OEM (Original Equipment Manufacturer) is the entity that manufactures its own devices & products with its own pre-defined in-built features. In the mobile industry, OEMs are the manufacturers that design and manufacture their own smartphones with their specified technicalities and specialities such as Samsung, Oppo, Vivo, Xiaomi, Huawei and a lot more. OEMs help in determining the usage of mobile devices in different ways and play a significant role in the growth of the mobile app ecosystem.

By harnessing the Power of OEM and considering it as a powerful advertising tool and a new-age solution that empowers brands with various advertising opportunities throughout the device lifecycle. Let's understand the brief of OEM and shed a light on the growth & scope of OEM in MENA Region and how it can do wonders in effective brand promotion among the targeted niche in such region.

Introduction to OEM Partners as a Solution for Mobile Campaign Performance

OEM partners i.e. Samsung, Oppo, Vivo, Xiaomi and Huawei are mostly ruling the smartphone industry and creating a buzz in the mobile app ecosystem. They have become a powerful solution for marketers for effective campaign performance because of the following characteristics:





Security

Reaching the audience while tapping into their pivotal moments throughout the device lifecycle without infringing users' privacy.



Transparency

No involvement of a mediator between an OEM & Budget Holder.



Trustworthiness

Build trustworthy relationships with brand-loyal users.



Wider Reach

Expands brand reach and onboards users from untapped demographics & geos.



Better Results

Advertising on OEM is value-generated and feels native which results in good engagement & retention rates.



Control on Cost

Provides advertisers with control on ad spends with a better device interface & content customization.



Optimum Data Insights

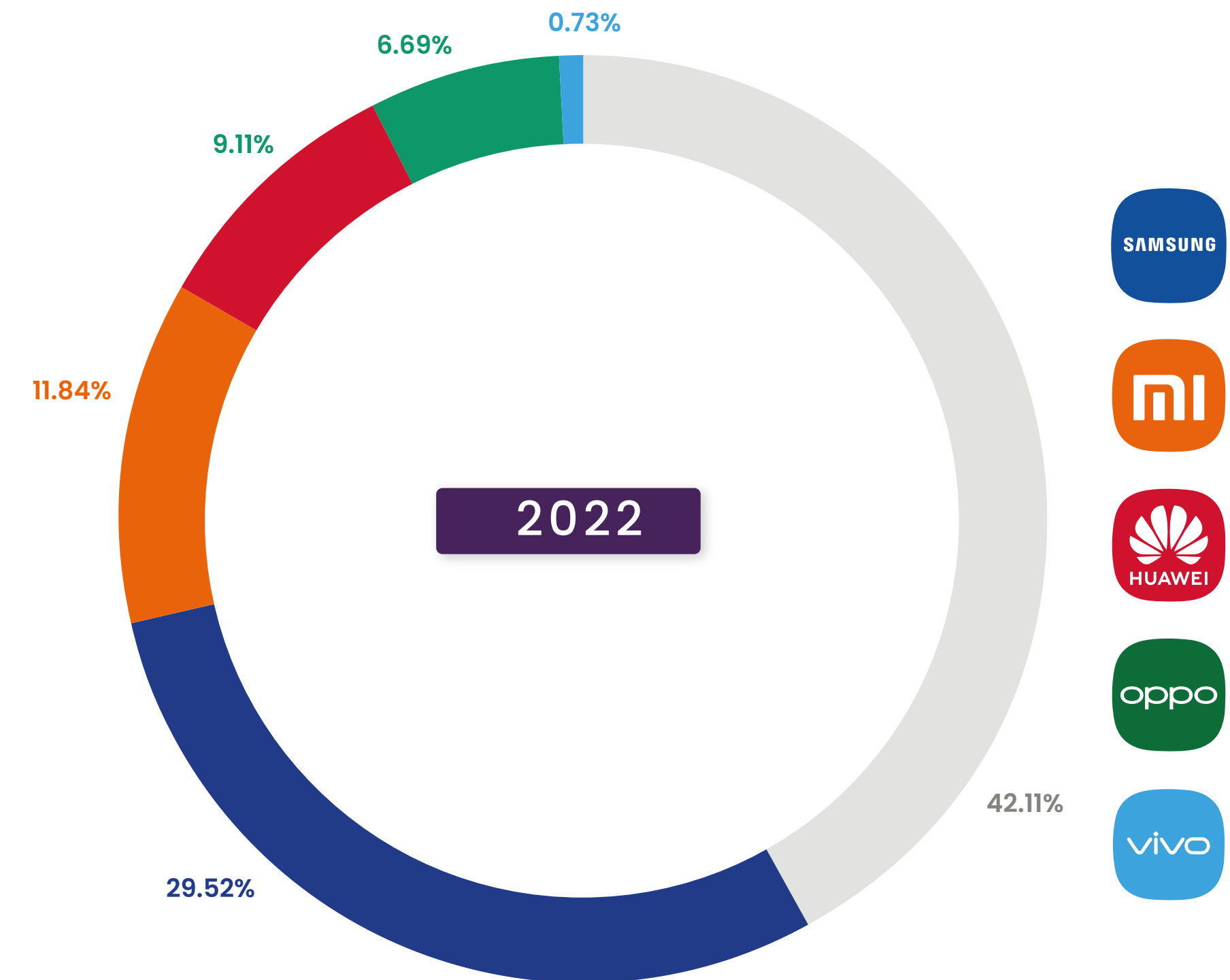
Gives marketers meaningful users insights to make informed decisions

The above-mentioned USPs of OEMs have proven to be an efficient solution for marketers since it enables them to rely on it via which OEMs have taken the front seat and are also establishing the benchmarks in the MENA Region.

Top OEM Partners in MENA Region

OEMs are gradually making a presence in the world while touching all its nooks & corners and focussing on the MENA Region, it doesn't leave any stone unturned in facilitating brand owners to establish their effective brand presence and recall value. Here's the market share of Top OEM Partners in the MENA Region from 2022:

MENA Smartphone Sales by OEM, 2022



Samsung held a market share of 29.52% followed by Xiaomi, Huawei, Oppo and Vivo which will surely flourish in the upcoming times and aid brands in tapping and acquiring potential consumers on different lookalike inventories at scale. This can be done with the help of different ad formats that drive effective campaign performance with better results and ROAS.

Type of Ads – Scope of OEM in MENA Region

With the growth in OEM inventories in the MENA Region, marketers can better expand their brand's reach while using the below-mentioned ad formats and placing them at engaging touchpoints. Such ad formats efficiently grab users' eyeballs and encourage them to engage with the campaign and make the desired actions.

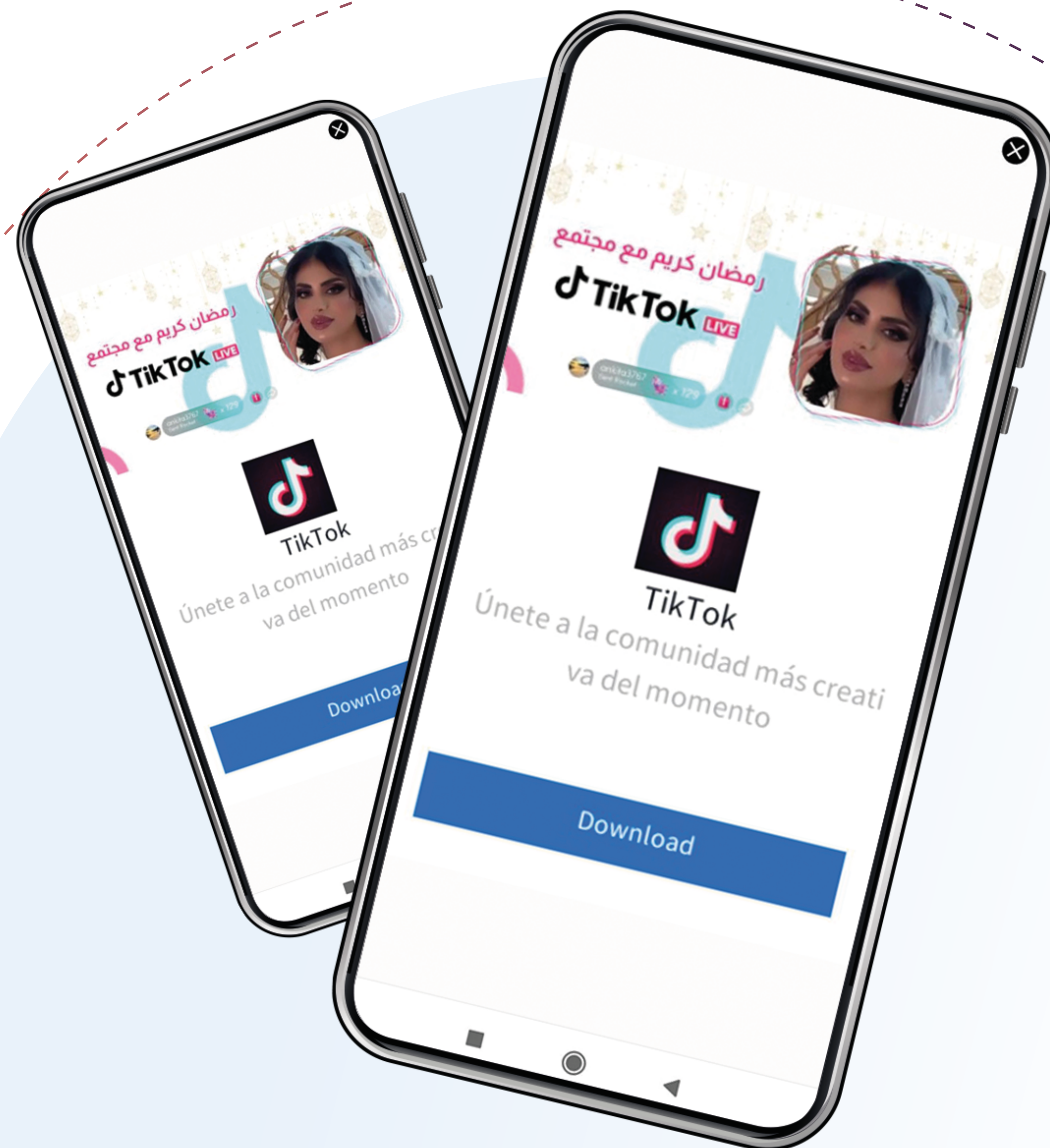


Splash Ads

- ✓ Full-screen ads in static or animated form
- ✓ Appears on OEM App Store and Browser Apps
- ✓ First landing page while opening an app is Splash Screen

— Characteristics

- ✓ Based on Targeted Labels
- ✓ Helps in Valuable User Acquisition
- ✓ Drives Quality Conversions



Tiles

- ✓ Featured Apps in the form of an icon
- ✓ Displayed on the home screen of OEM App Stores and Browsers

Characteristics

- ✓ Identity of an app
- ✓ Discovers apps from the app store
- ✓ Works in an organic approach environment
- ✓ Efficiently drives quality clicks
- ✓ Generates leads incorporating a single focus point

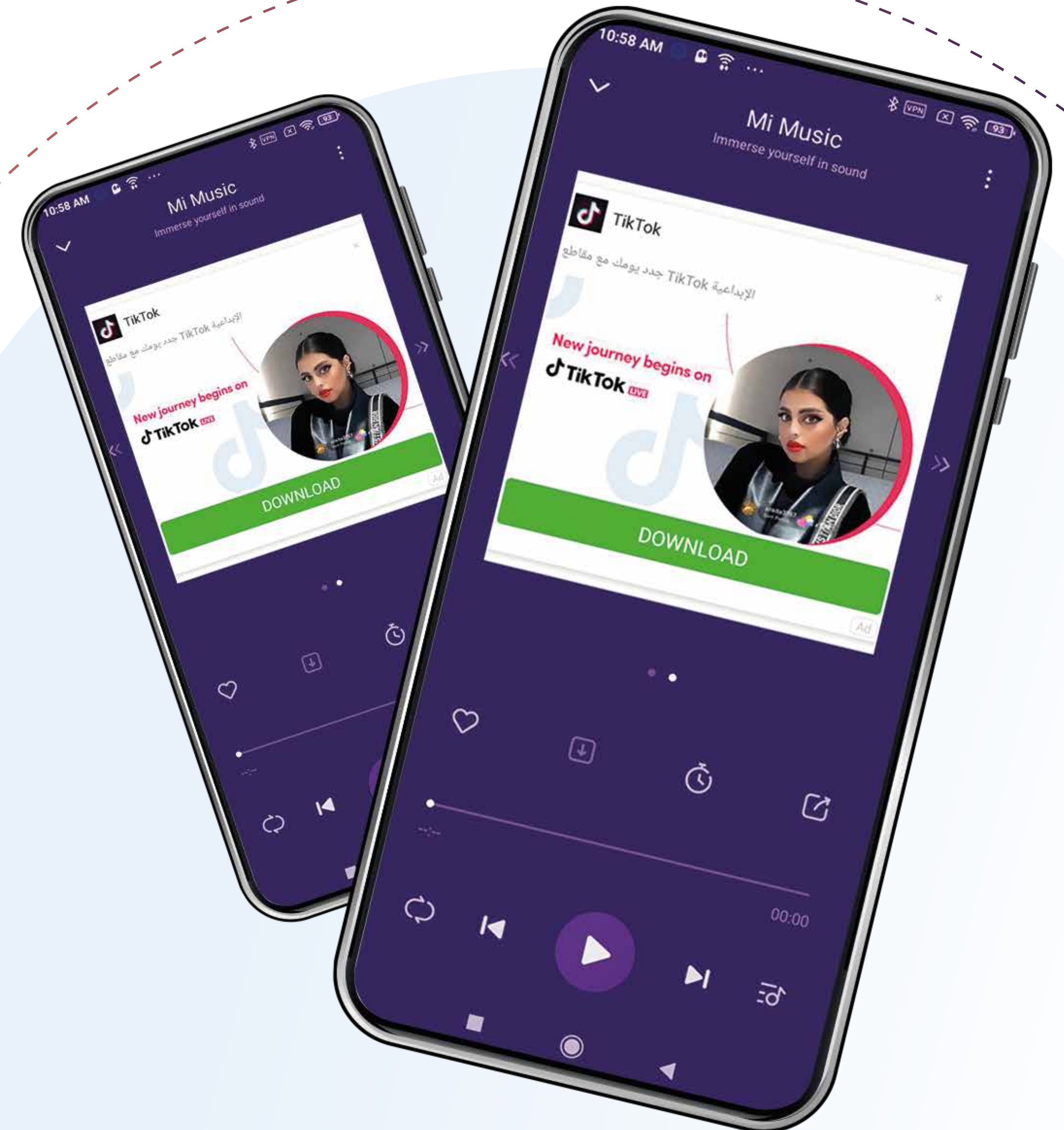


Banner Ads ➤

- ✓ Traditional yet most used ad format
- ✓ Placed at sophisticated touch points where important CTAs are required

— Characteristics ➤

- ✓ Used in browsers, app stores, lock screens inside OEMs
- ✓ Effective in performance
- ✓ Promotes brands to acquire users from the host app to the advertiser's app
- ✓ Drive user engagement
- ✓ Uniquely stands out in the market for branding and awareness



Push Ads

- ✓ Commercial messages to the audience
- ✓ Retain & engage consumers with conversions

— Characteristics

- ✓ Fastest communication medium to reach the right audiences
- ✓ Immediately gets users' attention
- ✓ Encourages users to click on push messages

These ad formats have a lot of scope and the potential to draw users' attention towards a campaign in the MENA Region because such ad formats when showcased at the right time while incorporating the storytelling creative get connected to the audience's sentiments and they feel that marketers care for their needs.



OEMs as a Powerful Advertising Tool

Advertising on OEMs means fair opportunities of building an audience pool with better insights and targeting options that give brands better recognition. Here are some features and specialities of OEMs that are making an impact:





Audience Segmentation

Identify and tap into the audience from different geos that own Android smartphones.



Plan Inventory

Decide the type of inventory to be used on different smartphones such as video pre-roll, OEM icon placement, OEM splash ads, rich media ads.



Storytelling Creative

A creative that displays a personalized message and connects with users' sentiments.



Personalized Content

Showcase offerings tailored to users' interests that best match their requirements.



Mobile First Ad Spends

Tap into the active internet and smartphone users since they spend quality time on mobile devices in quest of online apps and content.

This doesn't end here as OEM is a vast subject to dive into and we at Xapads will get you covered with all its concepts and associated nitty-gritty in the series of our next chapters which focus on better targeting options and opportunities with more innovation and benefits. Stay tuned with us.

THANK YOU!

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