

EMPOWER THE POWER OF OEM WITH XIAOMI



Xiaomi as an OEM

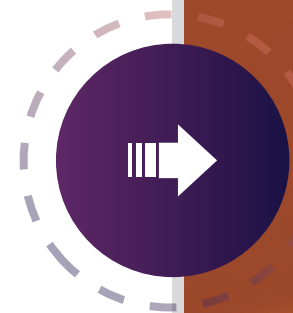
OEM – Original Equipment Manufacturer

In the smartphone industry, OEM is the entity that designs and manufactures the mobile devices with their own defined technicalities and in-built features such as Xiaomi.

Benefits of Xiaomi as an OEM:

- New-age solution
- Determines the usage of mobile device
- Best advertising platform
- Contributing aspect in the growth of mobile app ecosystem

At Xapads, we understand the significance of OEM for mobile campaign performance and help marketers with trusted and transparent solutions with optimal data insights for wider reach and maximising results.





38.5 million new devices in Q1 2022

529.1 million MAU

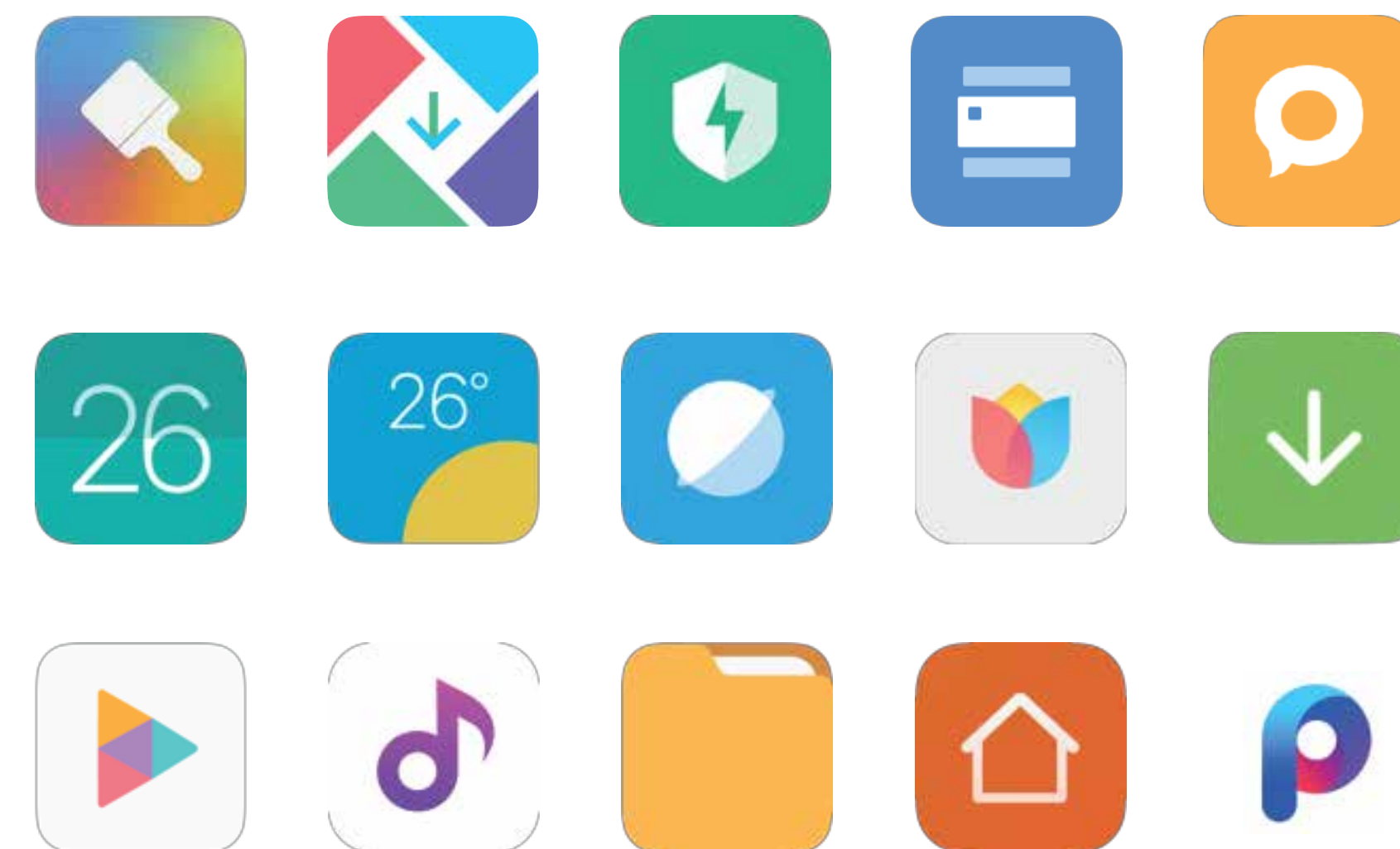
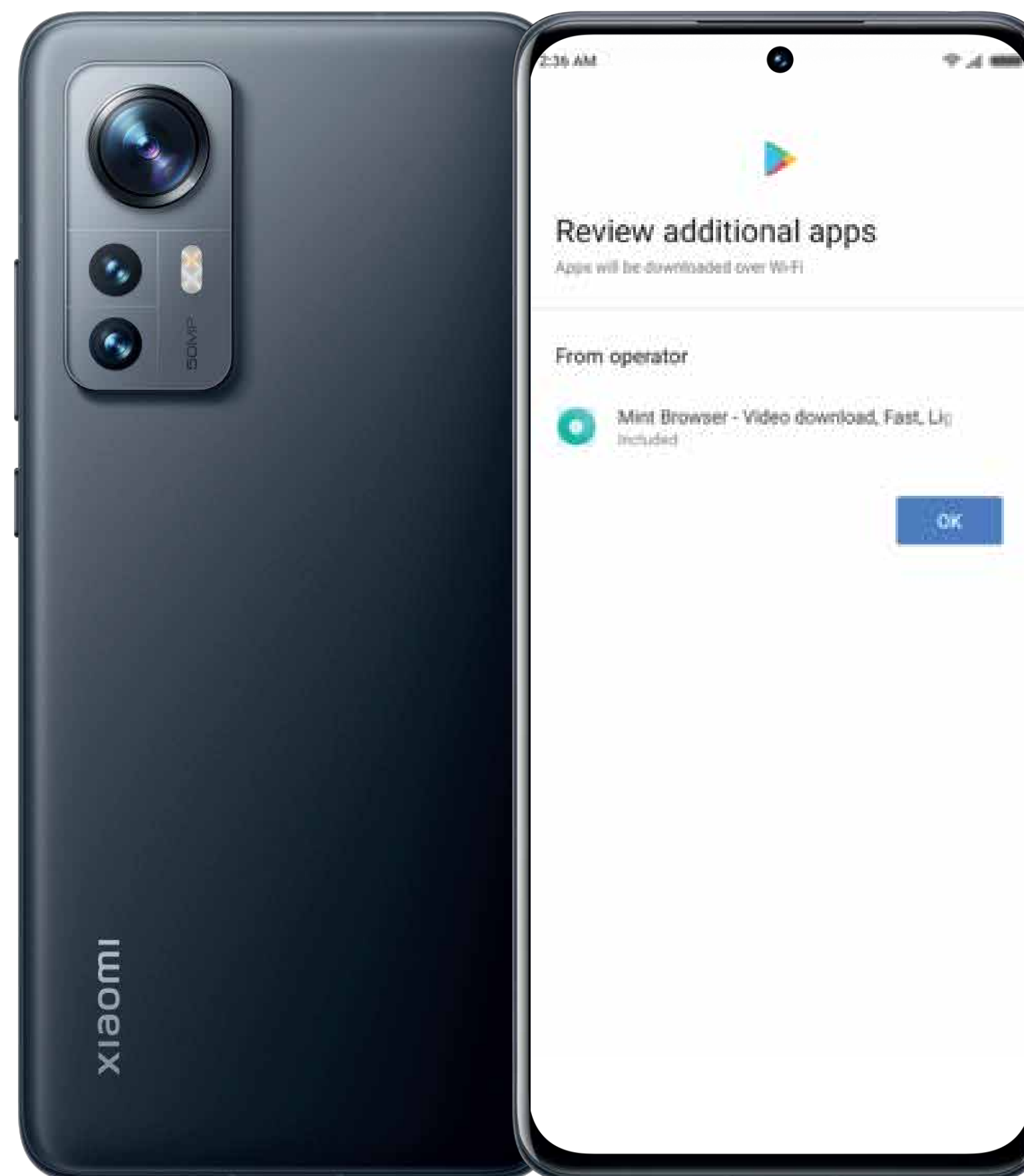
Activation

Lifecycle

AI preload

Xiaomi Marketing

Covering the Entire Lifecycle



Preload Apps

Xiaomi's OEM comes equipped with a set of licensed and already installed apps inside a smartphone called Preload Apps (pre-installed apps).

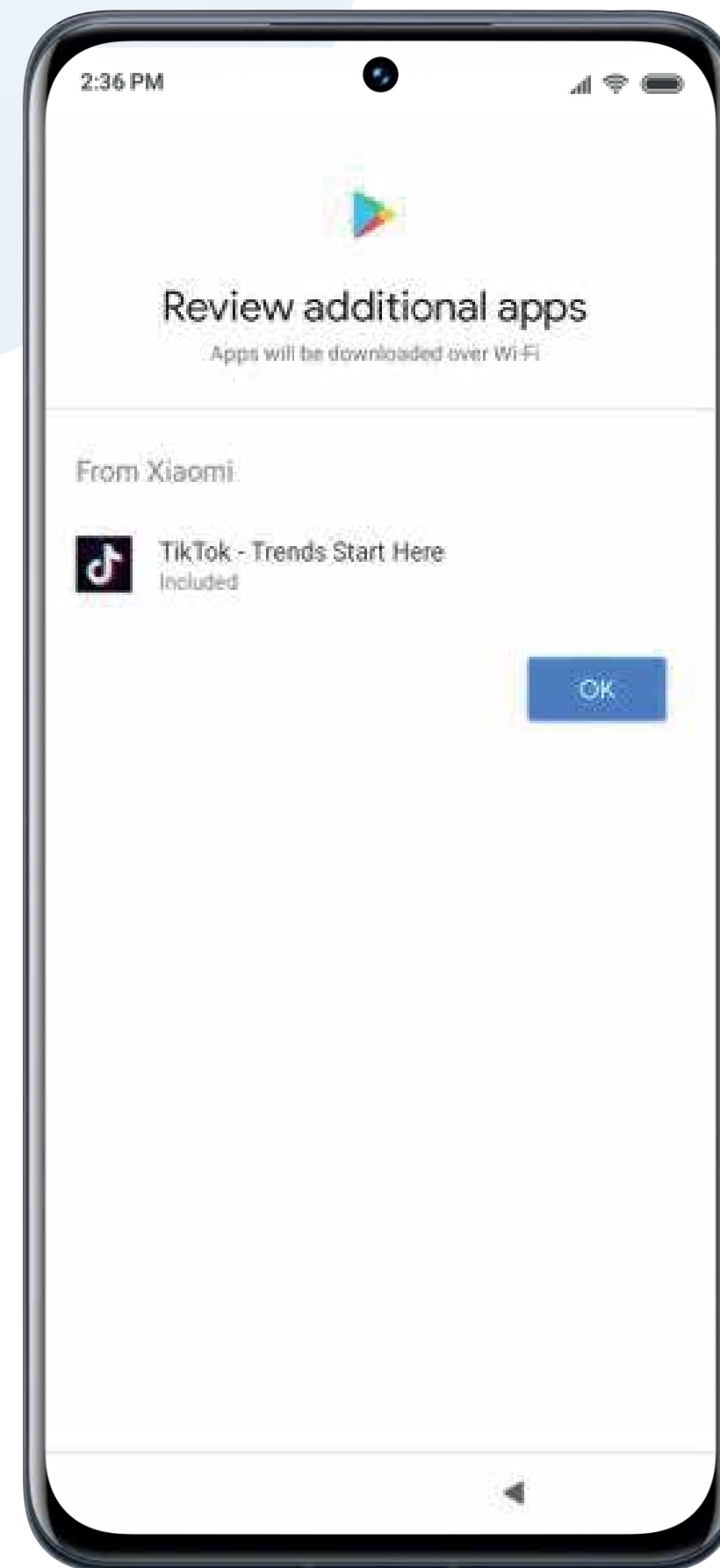
- Great way of introducing apps to new users having OEM inventories
- Provides consumers with easy navigation and user flows
- Offers the comfort of using apps
- Drives quality results and conversion rates

In OEMs, preloaded apps are a kind of ad placement that help marketers to make informed business decisions based on users' choices & app preferences.

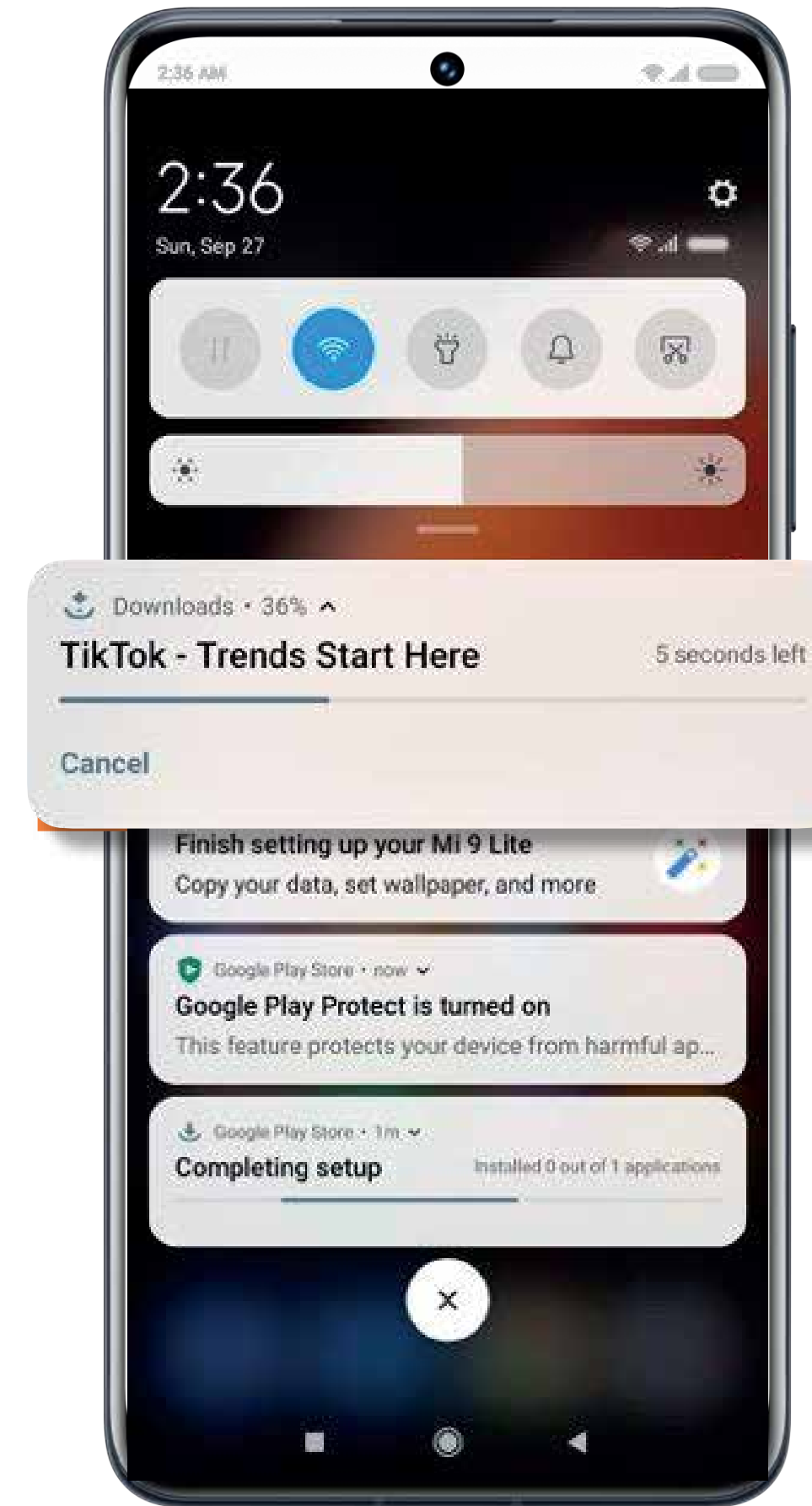


AI Preload

It's Xiaomi's feature which determines the frequently used apps by the user via Artificial Intelligence. It reduces the app loading time while analysing the users' sessions of opening & closing the app and automatically opens it in the background.



Recommendations



Starting to download



Auto installation

AI Preload Via PAI



Google has a functionality on Android called PAI (Play Auto Install) which allows users to download apk from Play Store.

OEMs pre-install apps inside smartphones during the device manufacturing process. PAI helps in attributing preload apps on OEM inventories and enables marketers to reach the target audience without executing online campaigns.

PAI (Play Auto Install)

PAI is a tool made available by Google to automatically download apps from Play Store

When is PAI triggered?

On models where PAI is configured:

STEP 1: First boot-up or boot-up after factory reset

STEP 2: Connect to the network

Agile

Activation cycle no longer than 1 month

Precise

Installation by country/model

Light

Start with at least \$15K budget



Overview

AI preload

Target users

New global users (Except India)

Pricing model

CPA

Lowest threshold

\$15K Budget

Activation cycle

2-4 weeks for a launch

2 weeks for termination

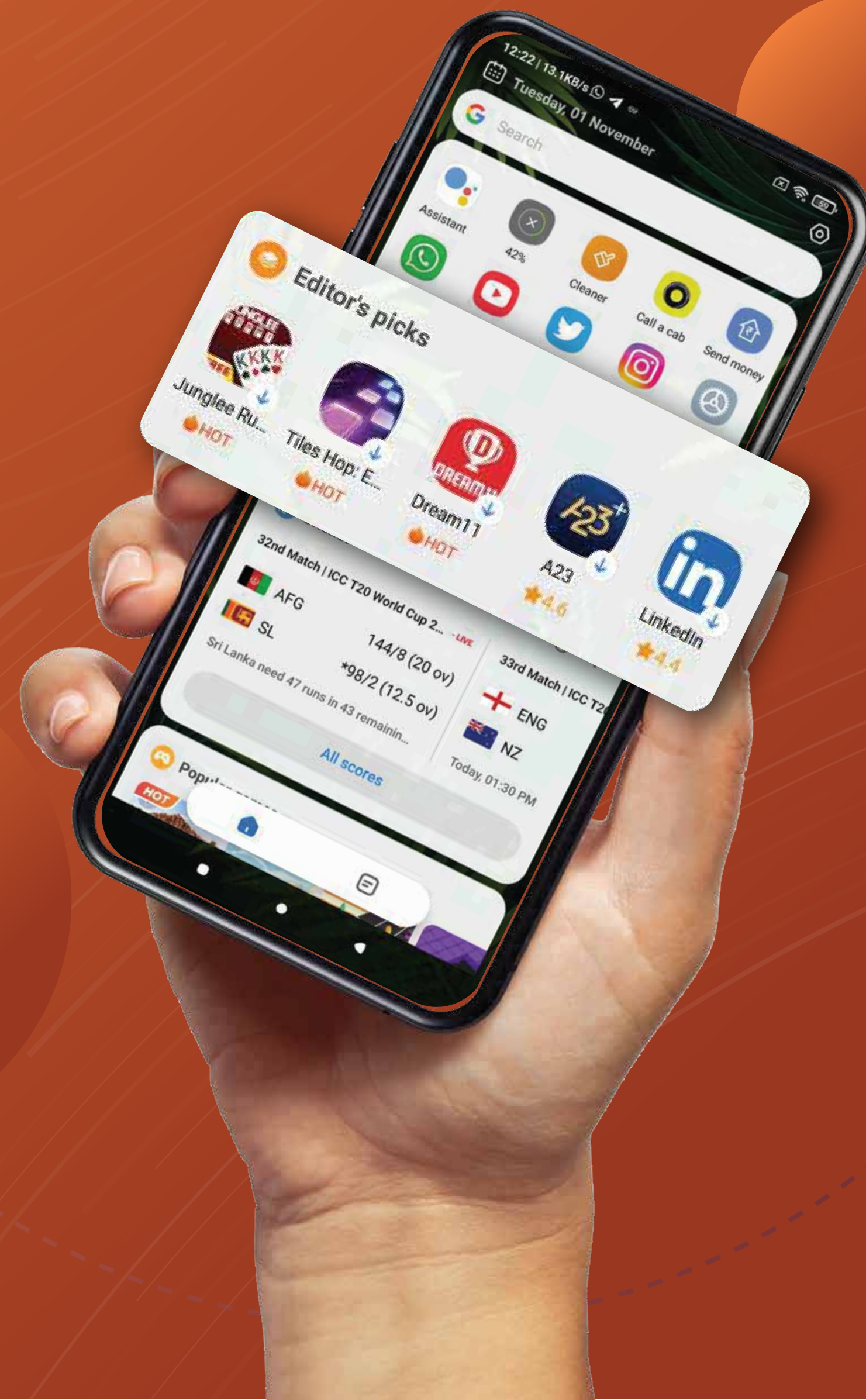
Xiaomi Ads

Xiaomi Ads is the ultimate way to reach potential and high-quality users across different geolocations.

By harnessing the power of Xiaomi's OEM Ads:

- Marketers can empower brands throughout the device lifecycle
- Get effective and advanced targeting options
- Drives better brand reach & recall
- Get quality audience pool
- Multi-dimensional orientation

We enable marketers to effectively tap into the target audience and engage them on Xiaomi's respective inventory via Users' demographics, past actions, GAID, keywords and various other meaningful metrics





MIUI: Diverse High-Quality Traffic Matrix

OEM lets marketers drive diversified yet high-quality traffic as it maintains ad frequency and further optimize the campaign. This helps marketers to tap into the consumers that better engage with the device and reallocate the marketing spend accordingly.

400M

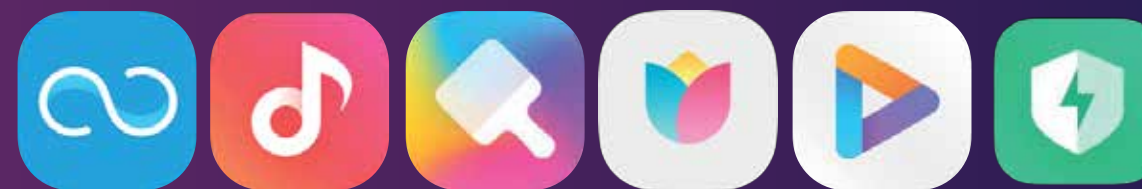
MAU



System shortcuts

100+

Apps with advertising
capabilities



MIUI product matrix

3000+

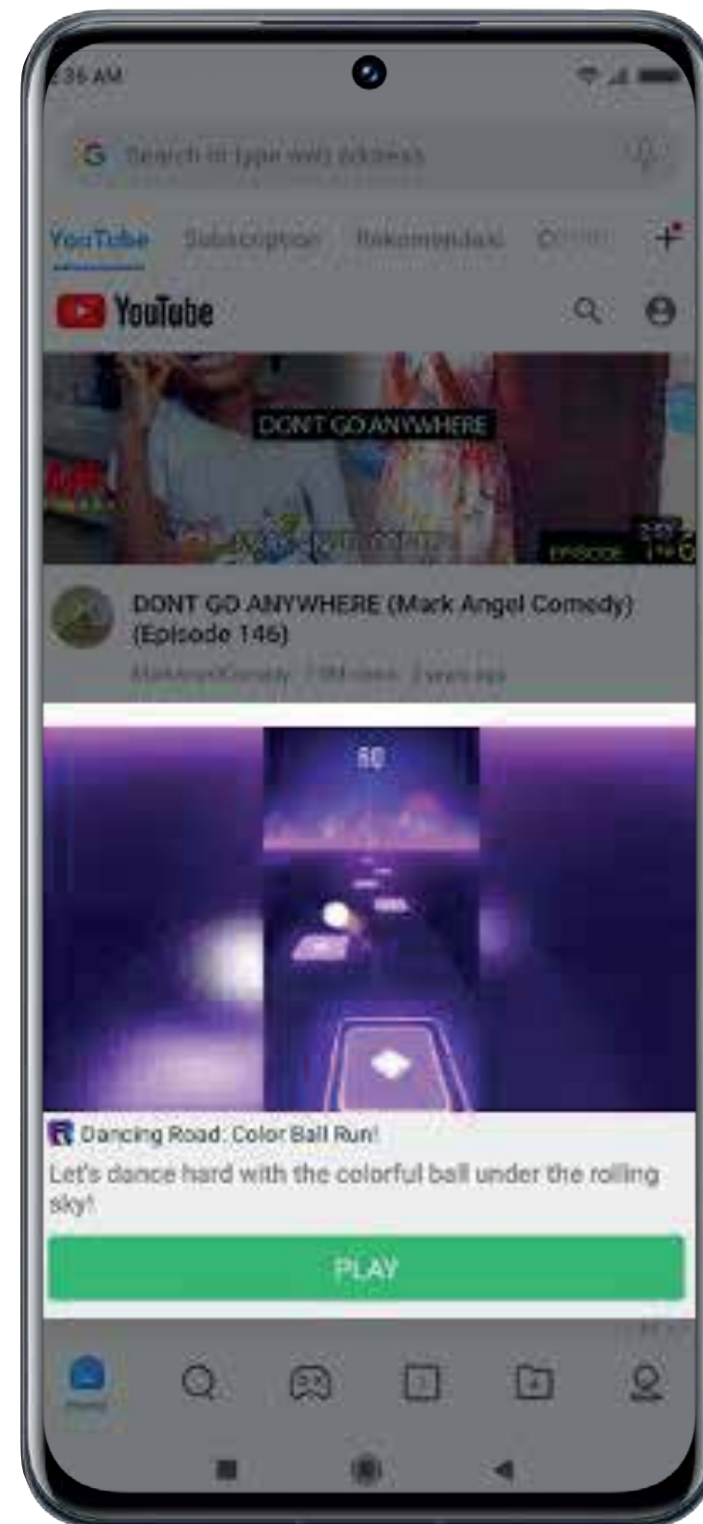
Customers



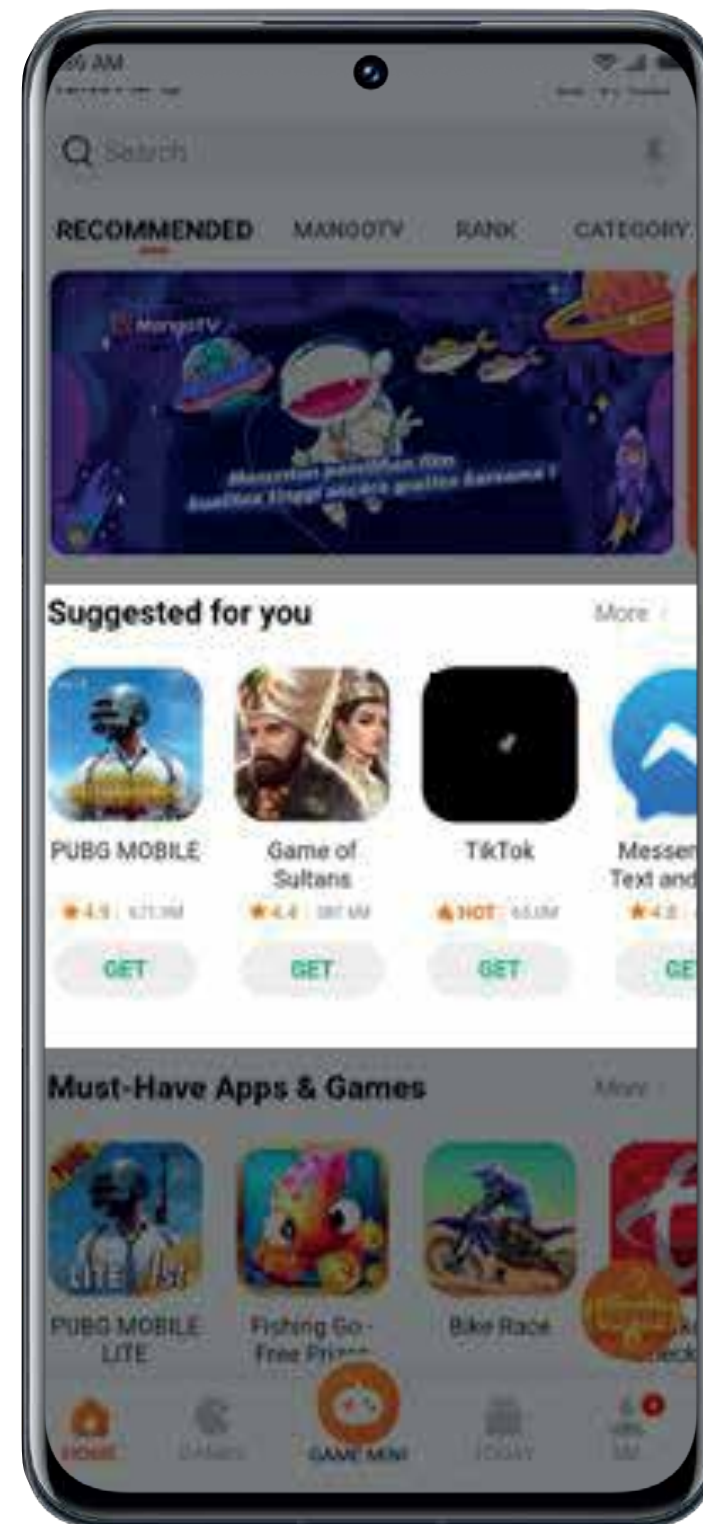
Ecosystem traffic

Xiaomi's Diverse Advertising Formats

Xiaomi's OEM provides marketers with value-generated multiple ad formats inside its inventory which are beneficial in reaching wider geos & users. It efficiently grabs users' eyeballs and provides them with the freedom to install the app.



Native ads



Icons



Rewards videos



Pop-up ads



Banners

Lock Screen: An Exclusive Ad Format

Lock Screen ads is an exclusive ad placement offered by Xapads. The format includes a wallpaper at the top with text where we can leverage the creative copywriting.

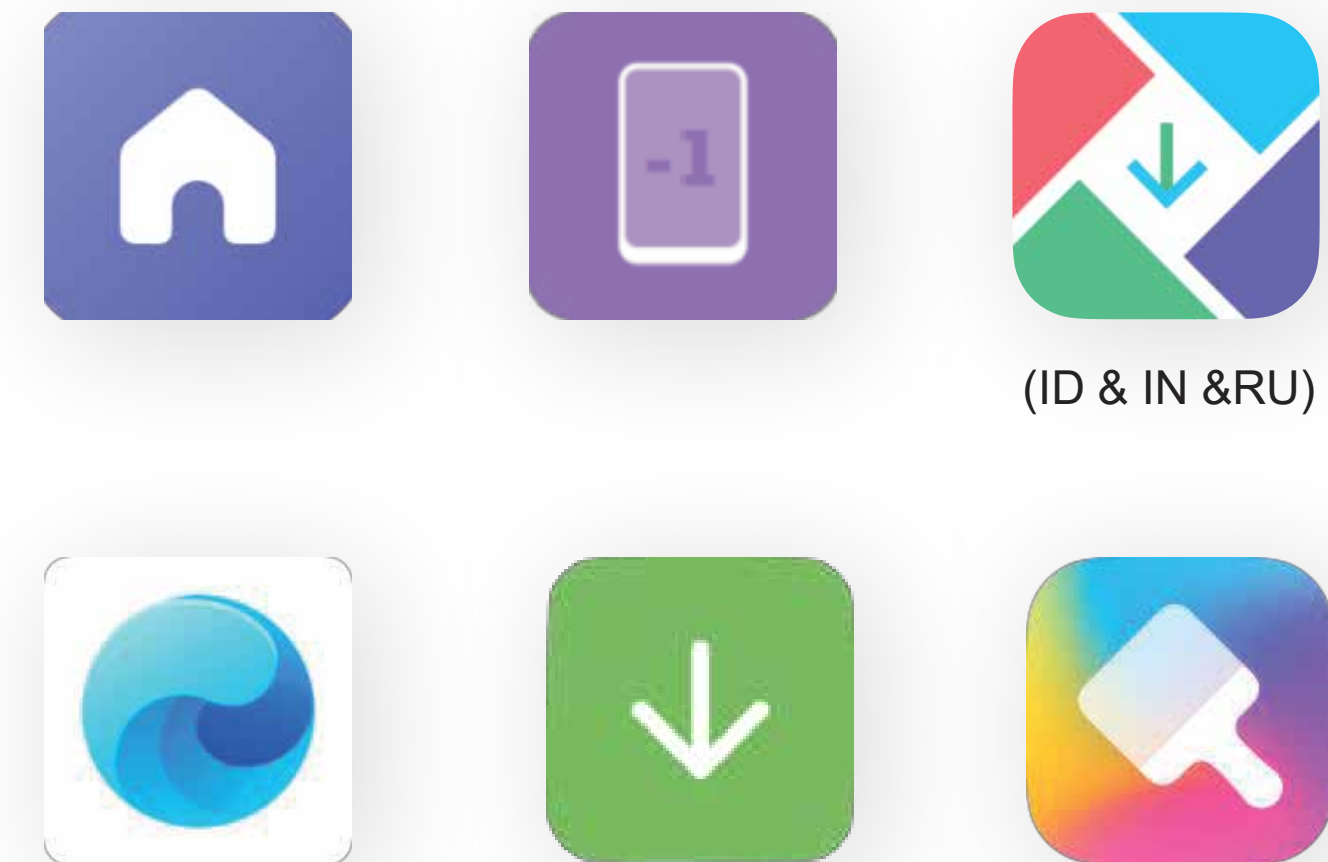
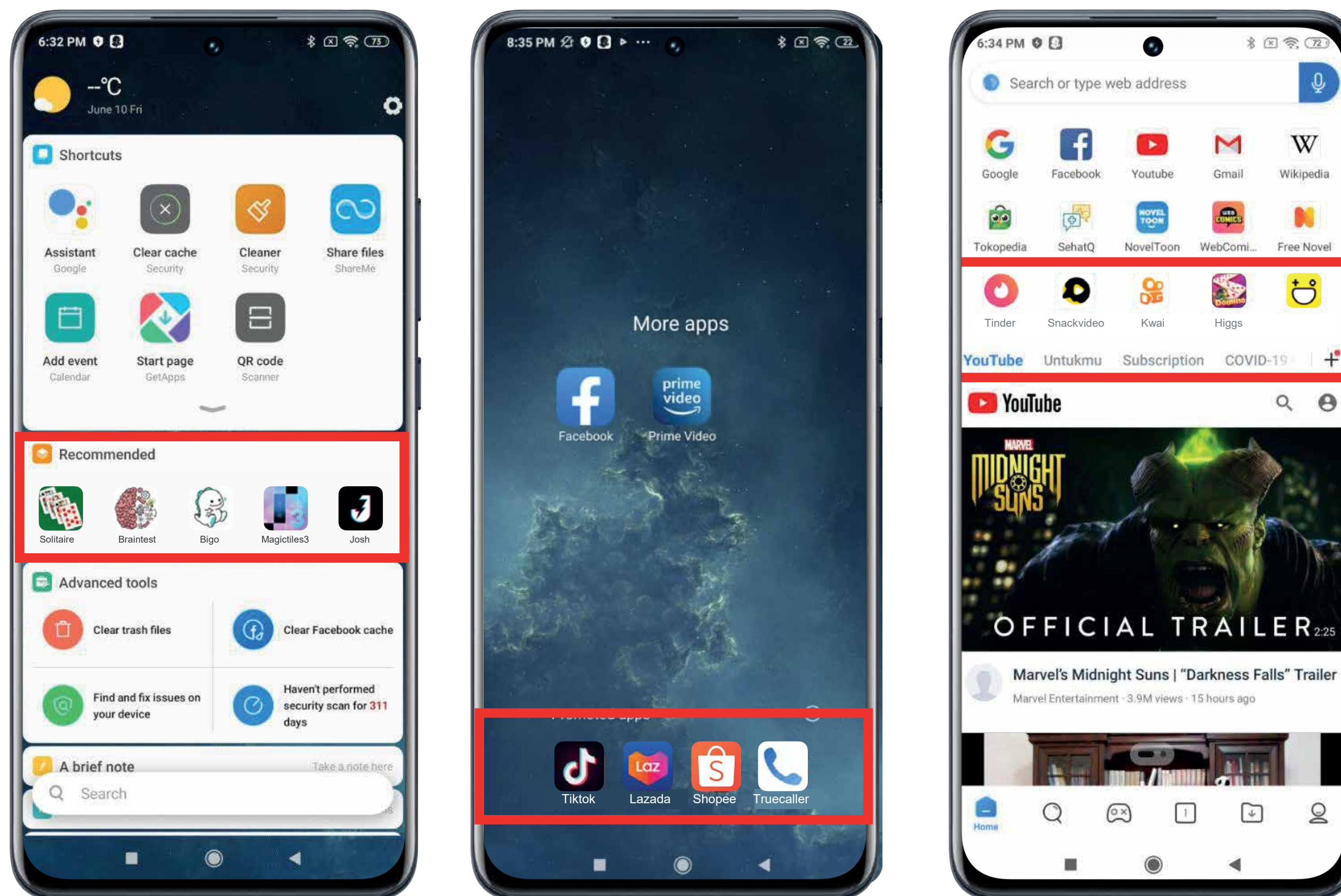
Lock Screen ads catches an eye at first sight always and it is a default feature in Xiaomi Phones

Lock Screen



Icon App Recommendations

This is an app promotion strategy wherein, top-performing and trending apps automatically get showcased to the users to drive better leads. Icon reflects the identity of an app where its logo aligns with the app inside the OEM.



Locations

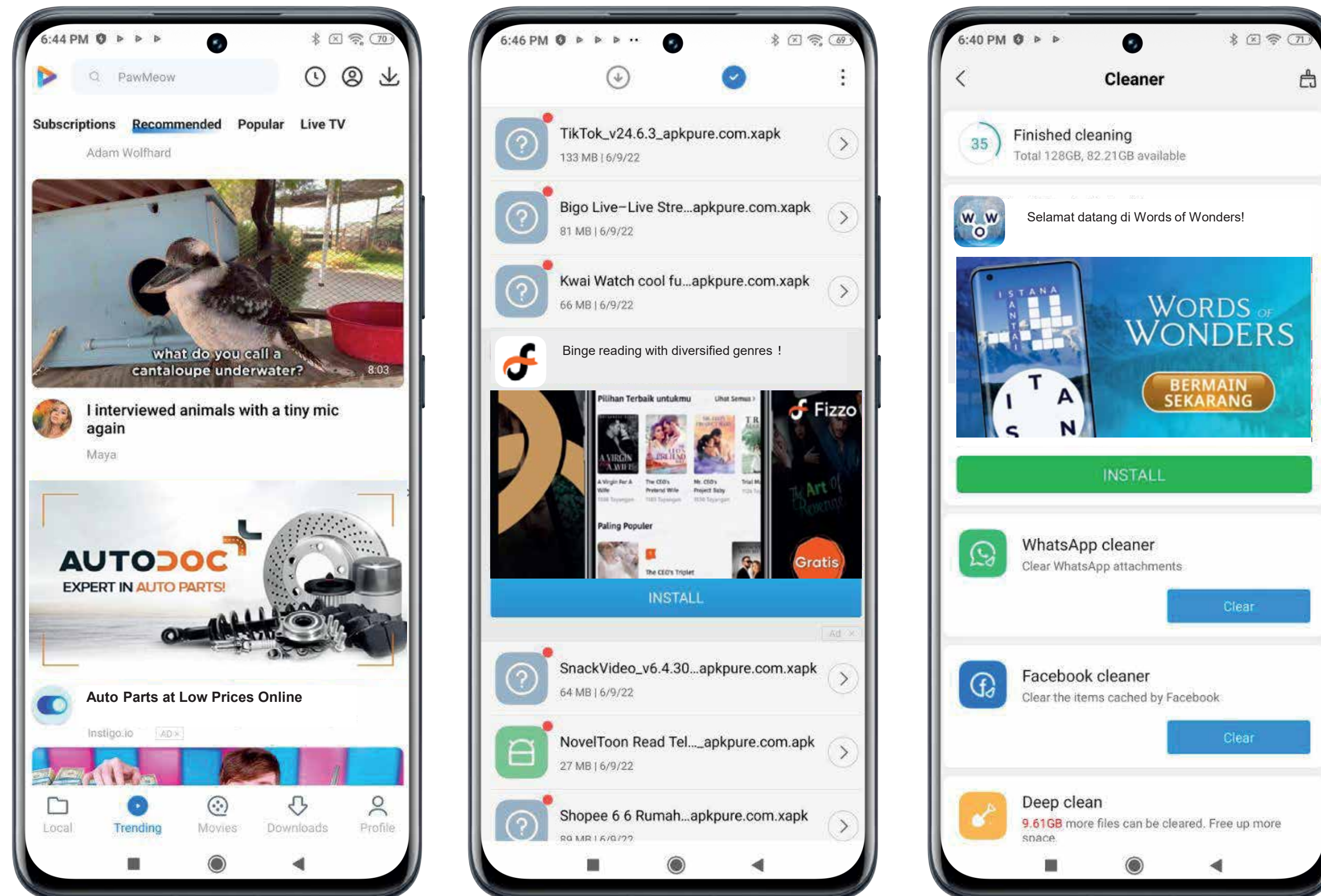
Home Screen folders, App vault, GetApps, Browser, Downloads, Themes

**Available in all regions
tailored for high impressions**

Pricing model: CPC/CPA

Native Ads in System Apps

Native Ads are also called sponsored content. It coherences with the content that appears on media channels and complements the flow of information with a better chance of high CTR.



Locations

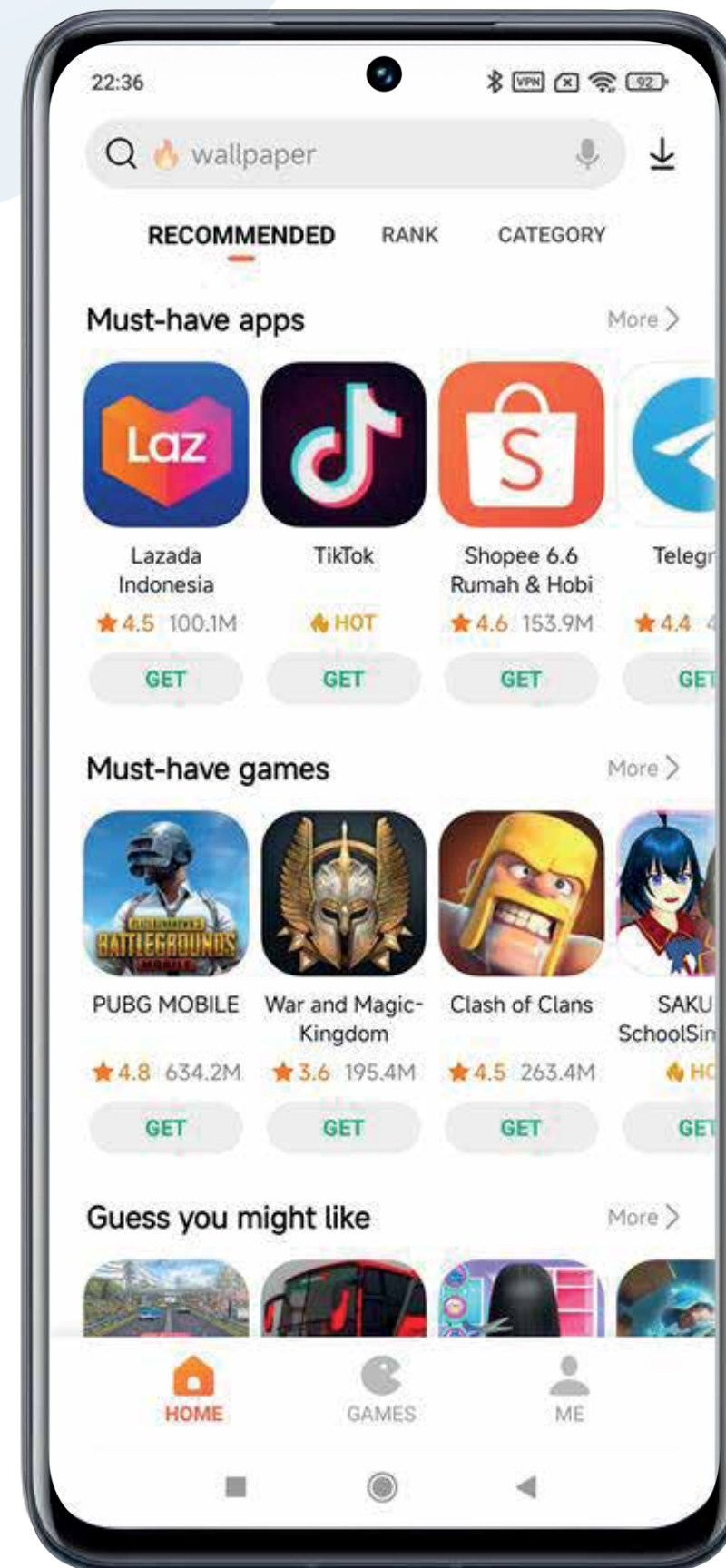
Downloads, Security, Cleaner, Browser, Music, Package installer, Themes, Video

- Regions: All except India
- Pricing model: CPC/CPA



GetApps: Xiaomi's Global App Market

GetApps is Xiaomi's official app marketplace or app store which is also an alternative to Google Play Store. It showcases all forms of apps such as Social Media Apps, Real Money Gaming Apps, Short Video Apps and a lot more.



200M

Monthly active users

80%

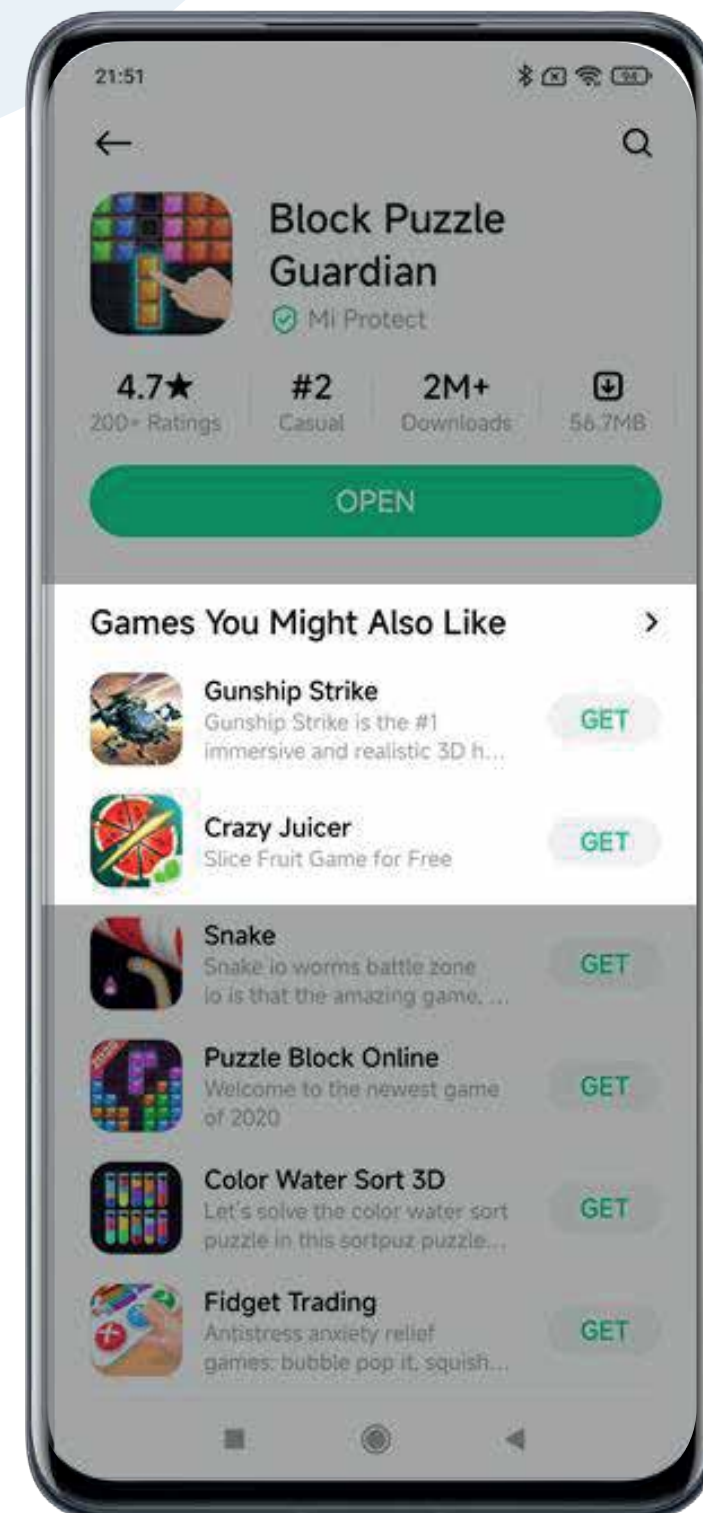
MAU coverage in India,
Indonesia, and Russia

15%

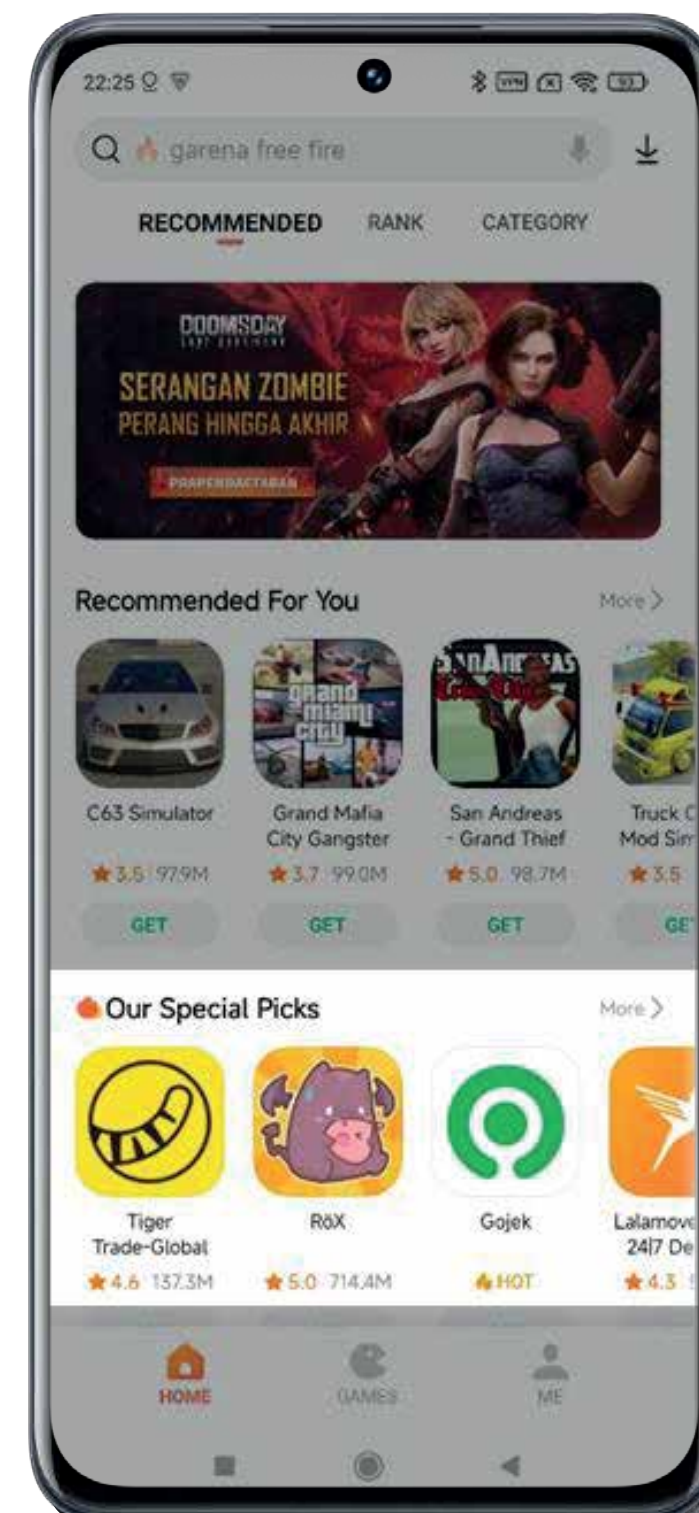
Distribution share on
Xiaomi devices

Personalized Recommendations

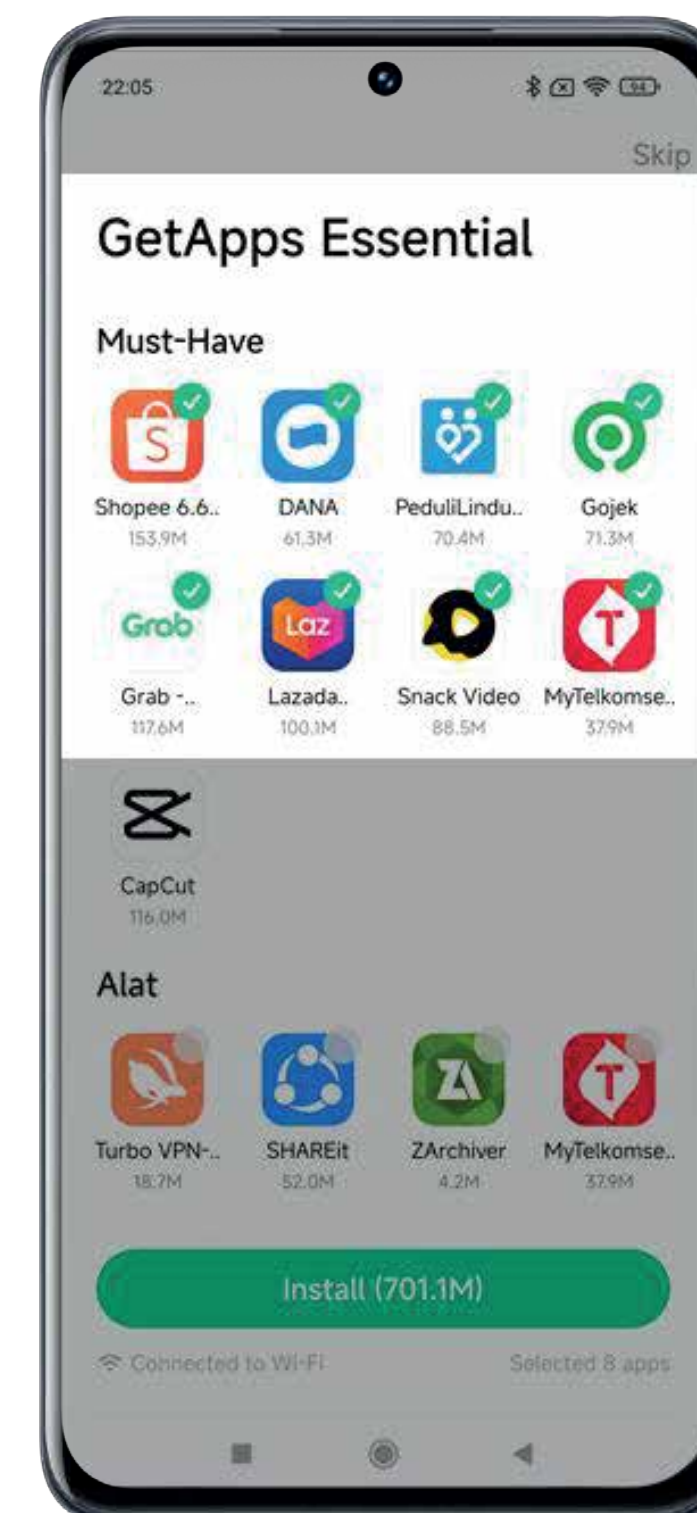
OEM personalized recommendations enable marketers to tap into the highly-relevant audience based on their past actions and showcase them the offerings, tailored to their interests.



You might also like



App carousel



Essentials



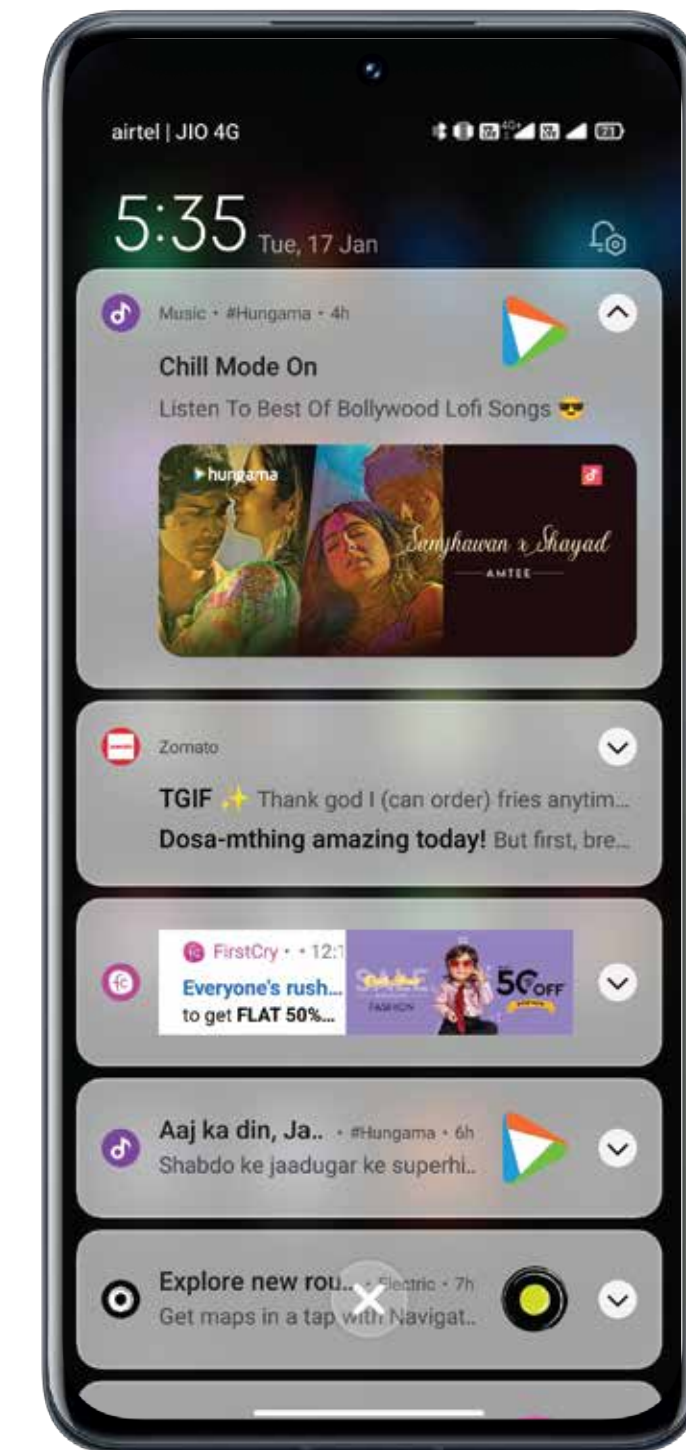
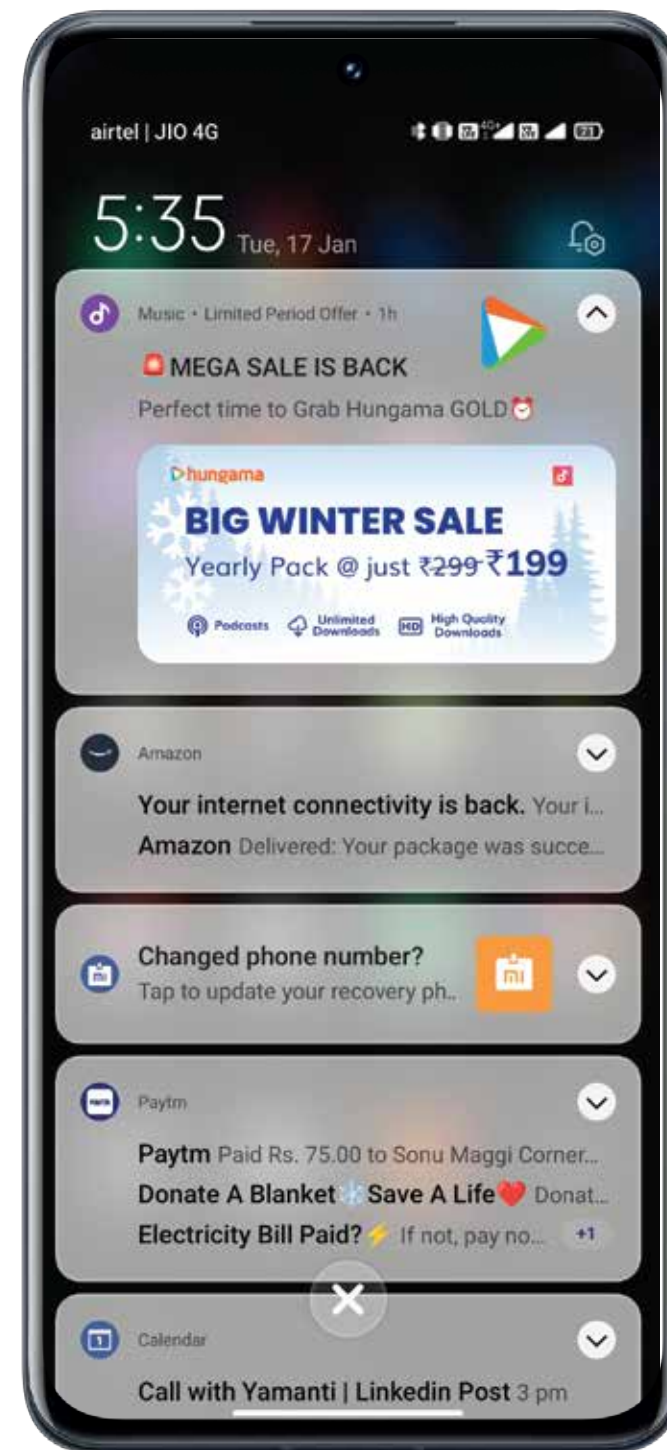
Reactivating old users

Push Ads: Provides Maximum Engagement

Push ads is one of the innovative form to advertise. Here you are show the ads in the notifications pane which seems to be an installed app's notification. The ad consists of a title, description and an image.

Push ads achieve maximum user engagement and high conversions due to its total visibility, high quality creatives and reach.

Push Ads



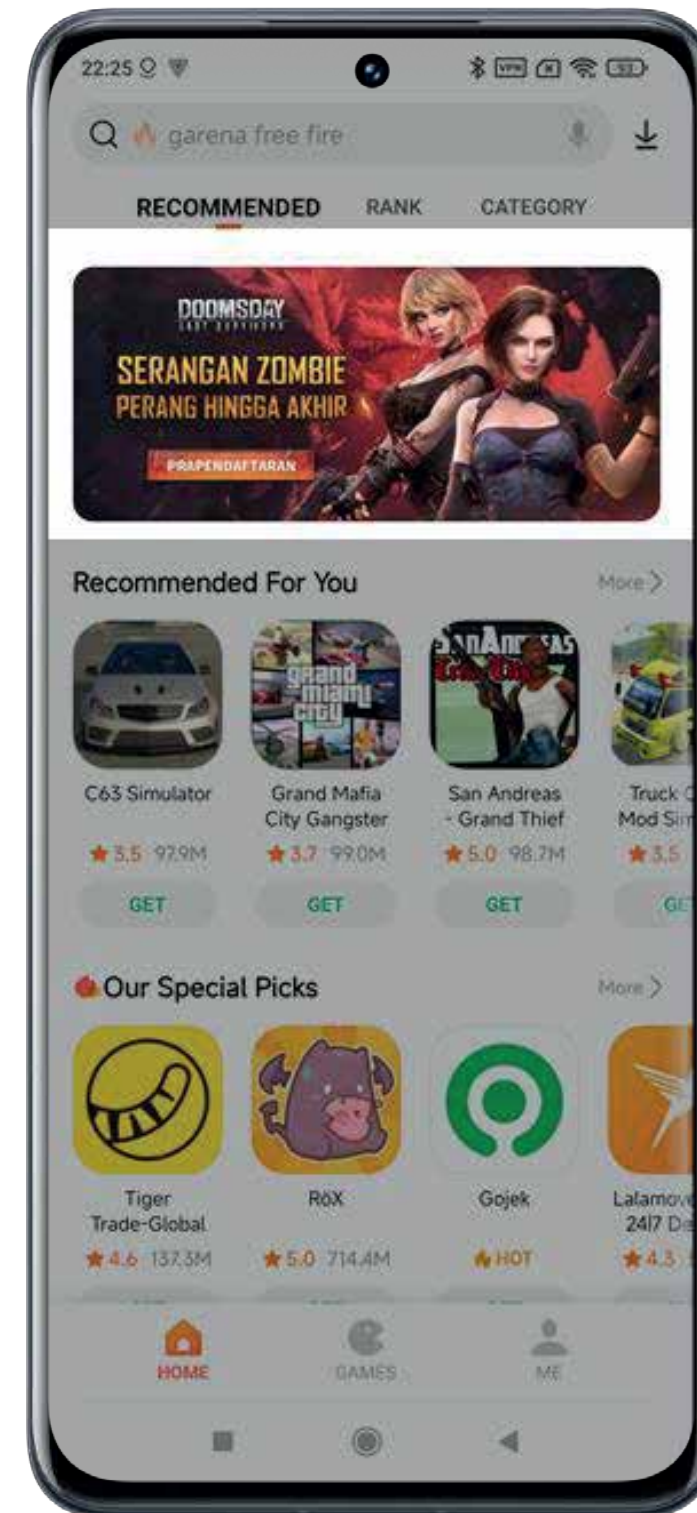
Custom Scenarios

In Xiaomi's OEM inventories, custom scenarios are a kind of advertising practice where the recommendations of the apps are shown at different locations.

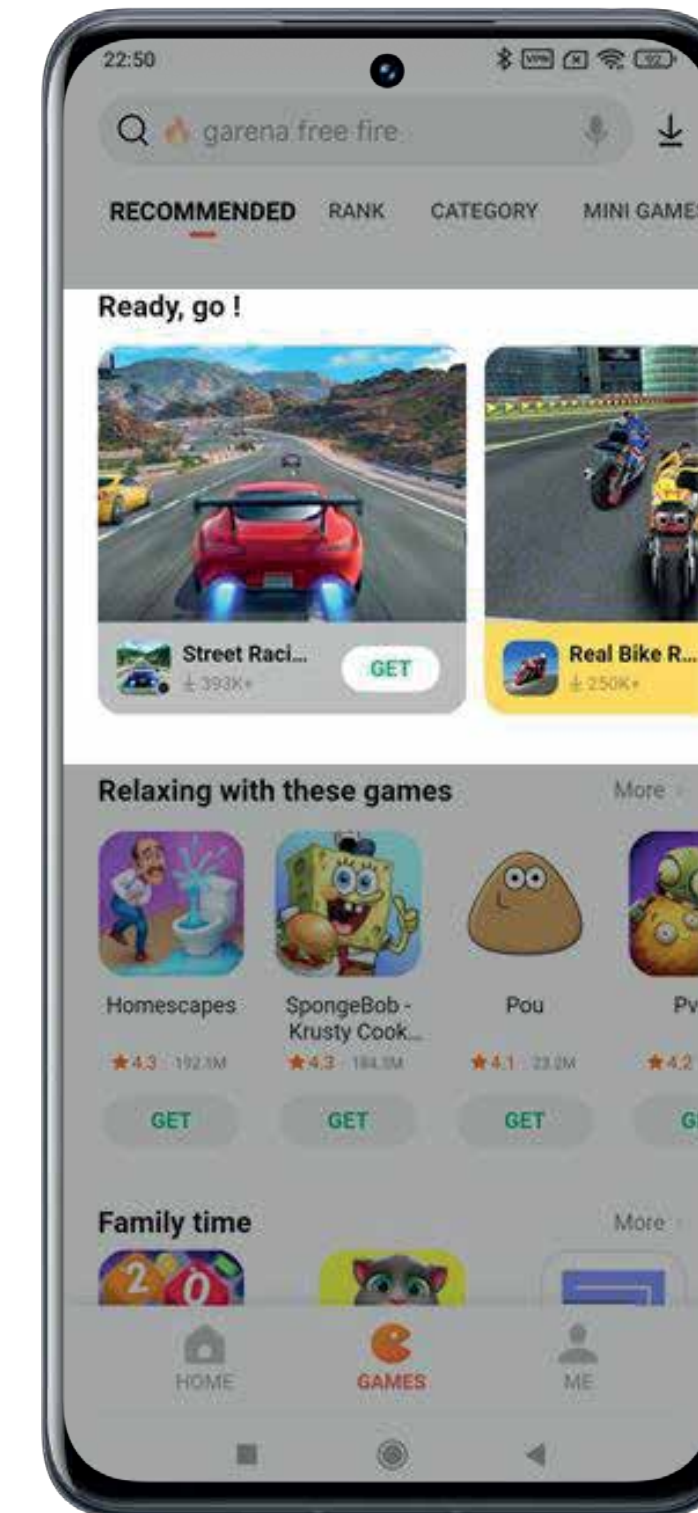
It doesn't hamper users' navigation and draws their eyeballs towards apps to which they respond better.



Pop-ups



Top banners



Game cards

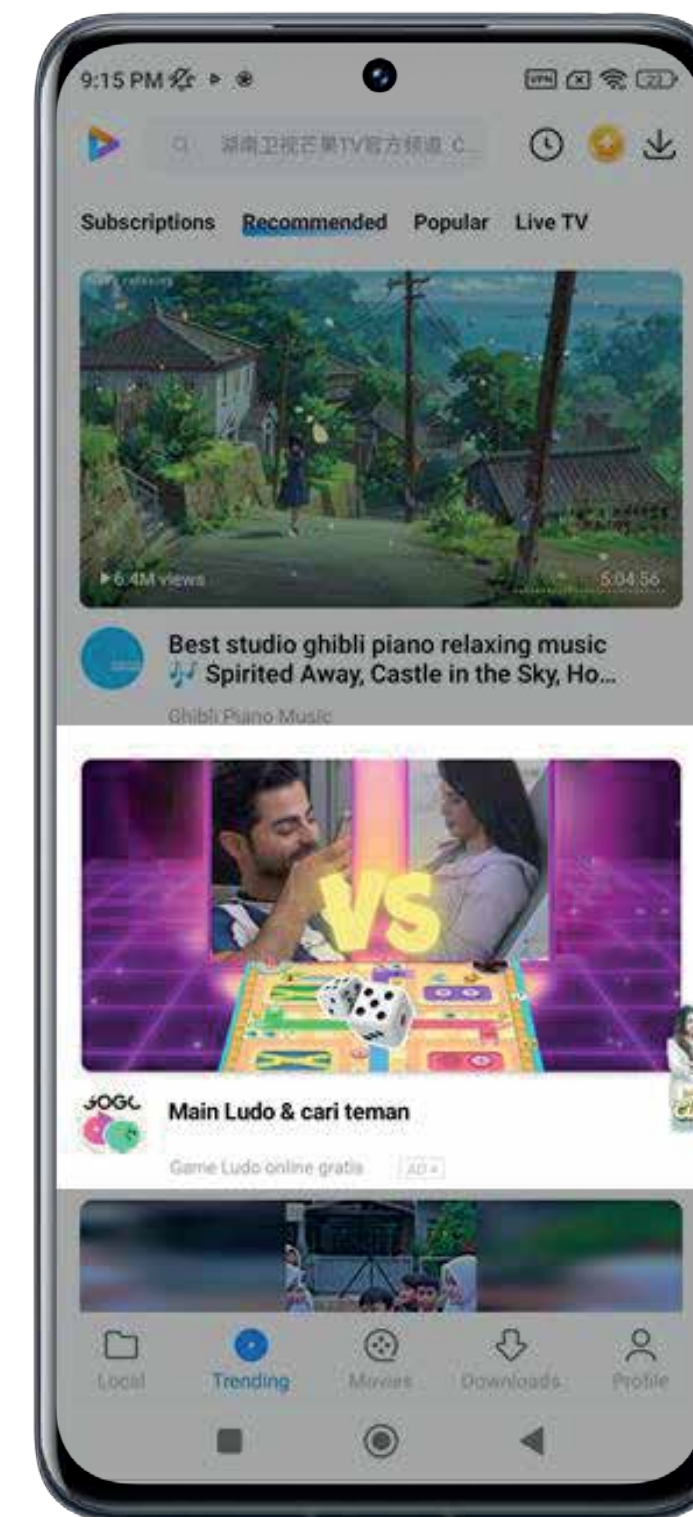
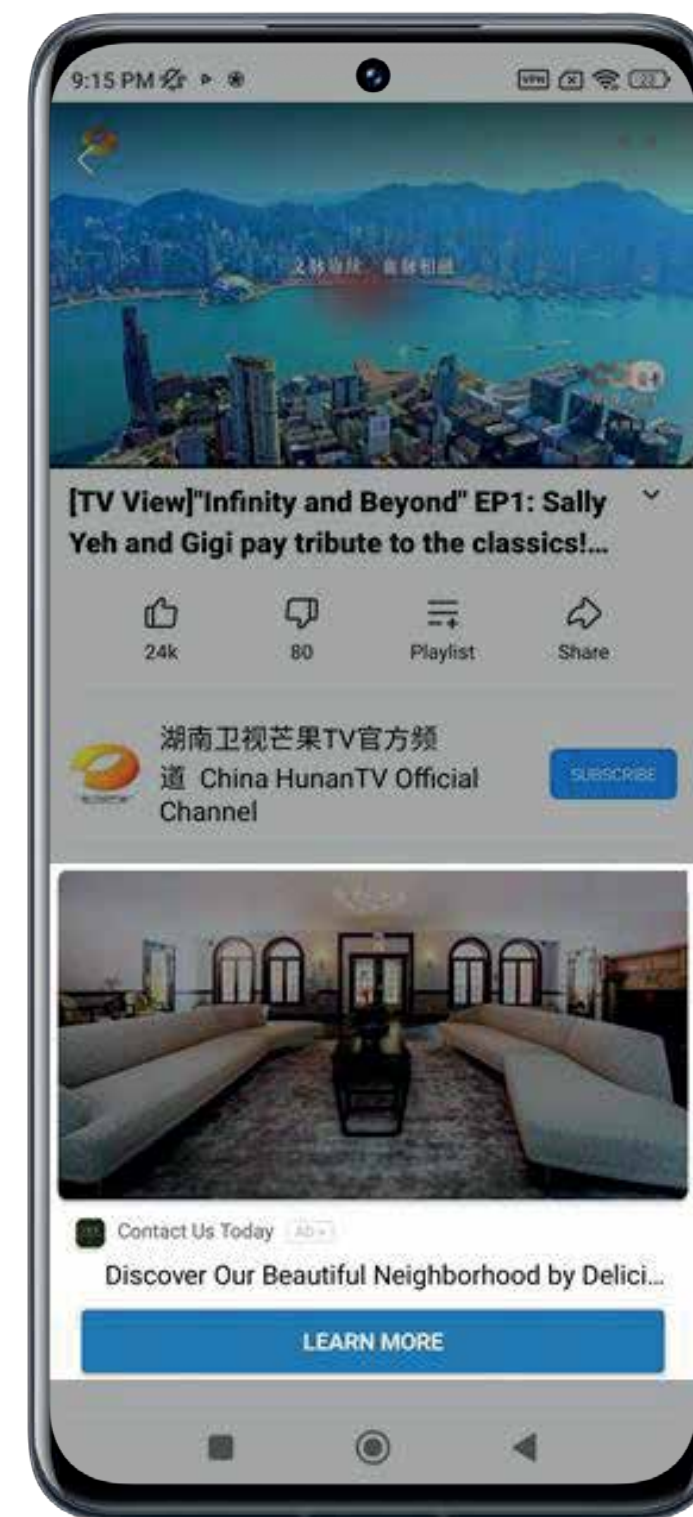
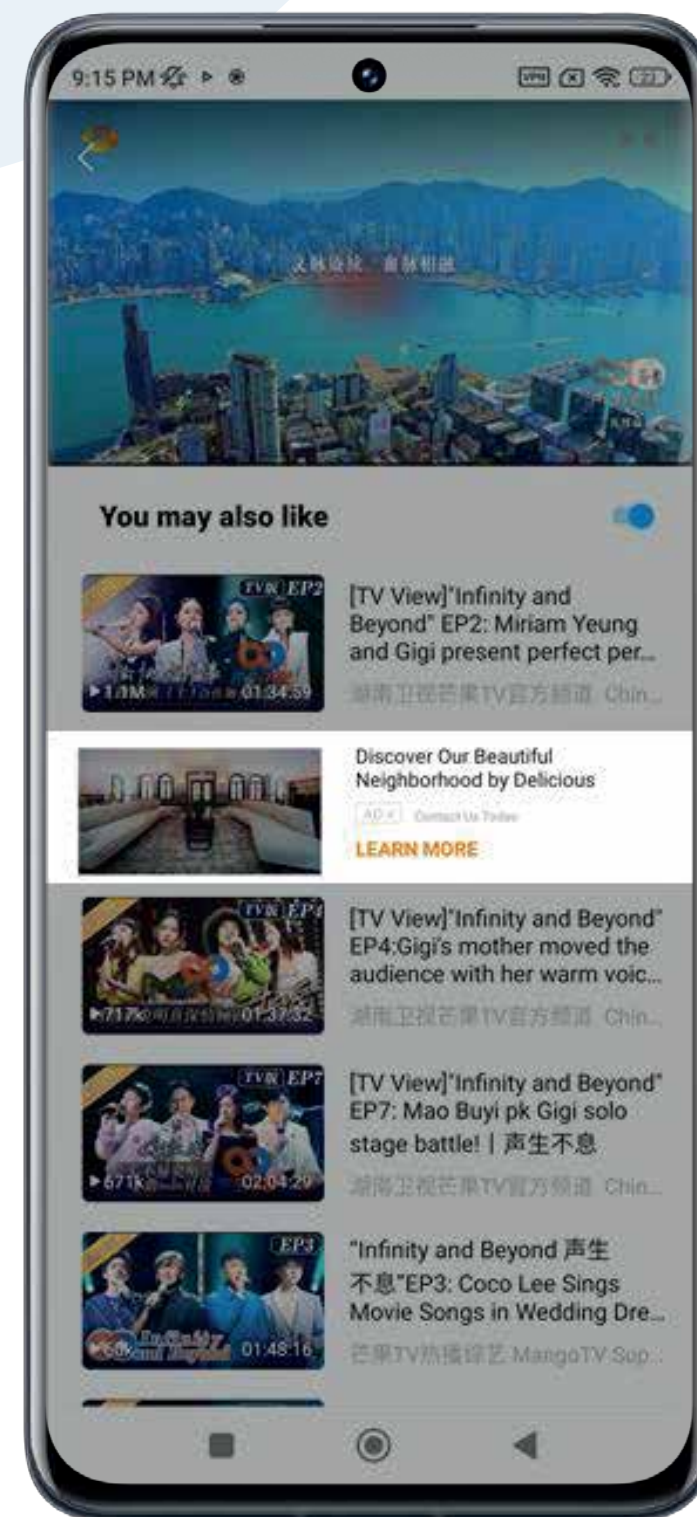


Search buzzwords



Mi Video: A Global Aggregator of Video Content

Mi Video is Xiaomi's OEM inbuilt video player which allows users to watch video content where ads are showcased in vernacular languages too in its video feed. It incorporates an emotional appeal and encourages users to watch more video streaming content and results in effective outcomes.



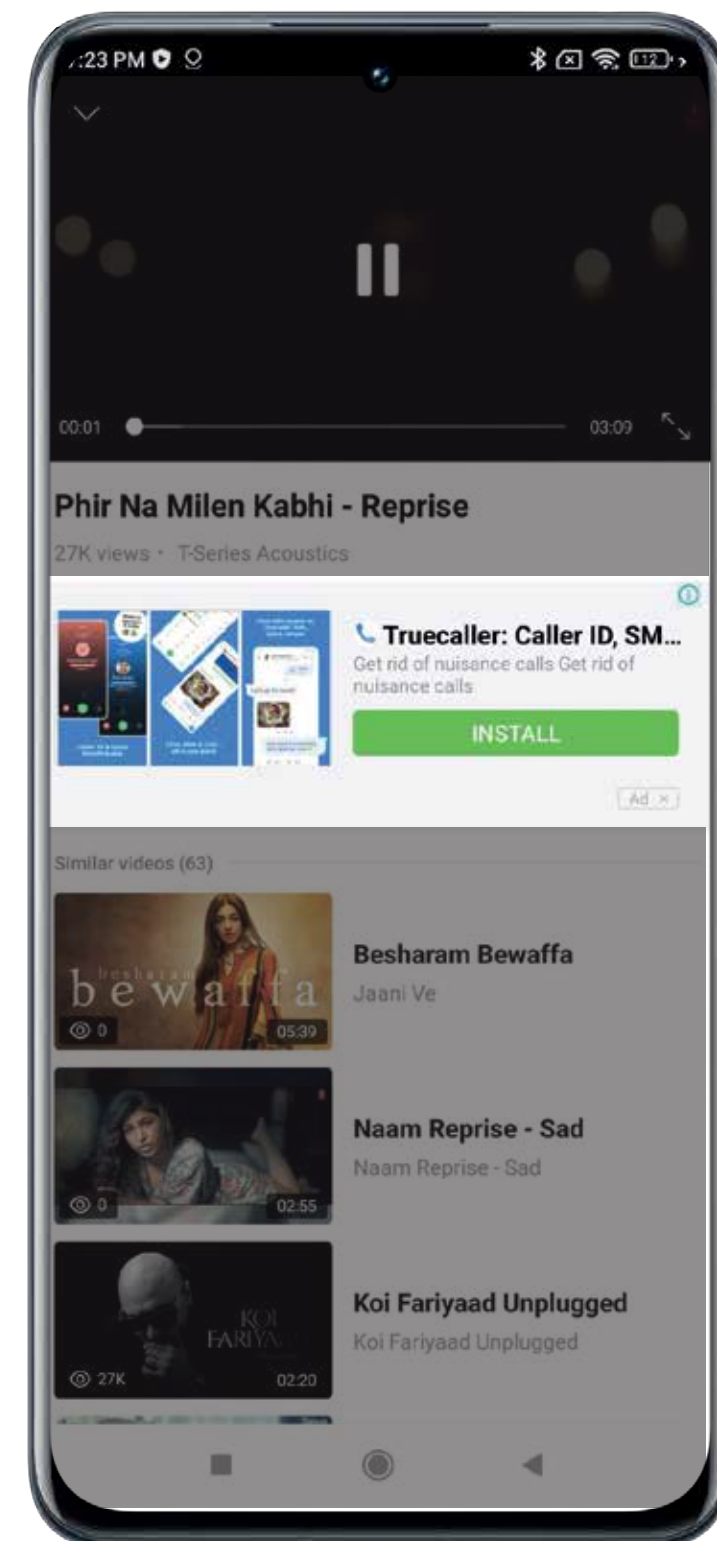
Multiple feed scenarios

Mi Music: Free and Unlimited Audio Streaming

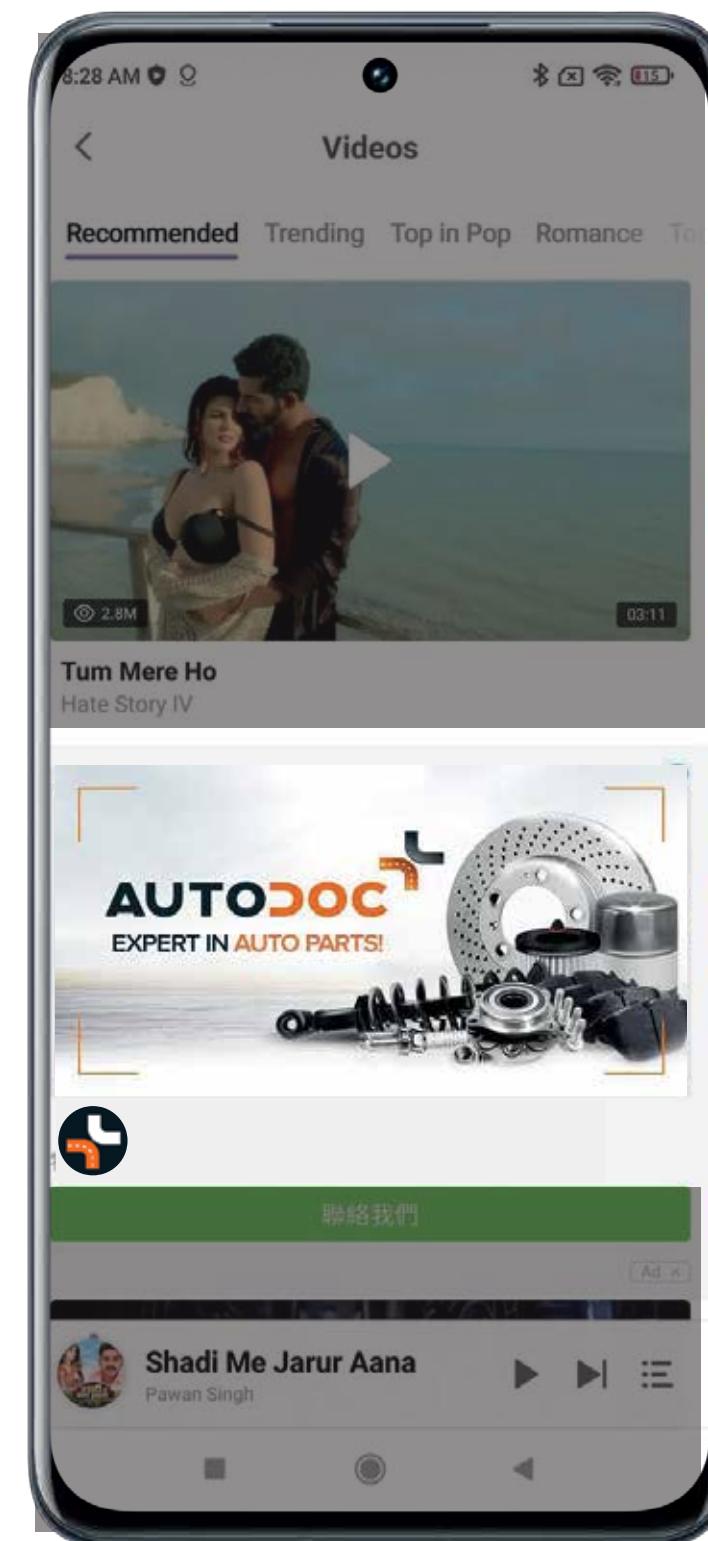
Mi Music is Xiaomi's free music app with unlimited access to music, playlist, and audio content from various artists. This is one of the best ways of app promotion since inside the OEM's transparent environment, marketers can display ads that encourage users to install the app in one go.



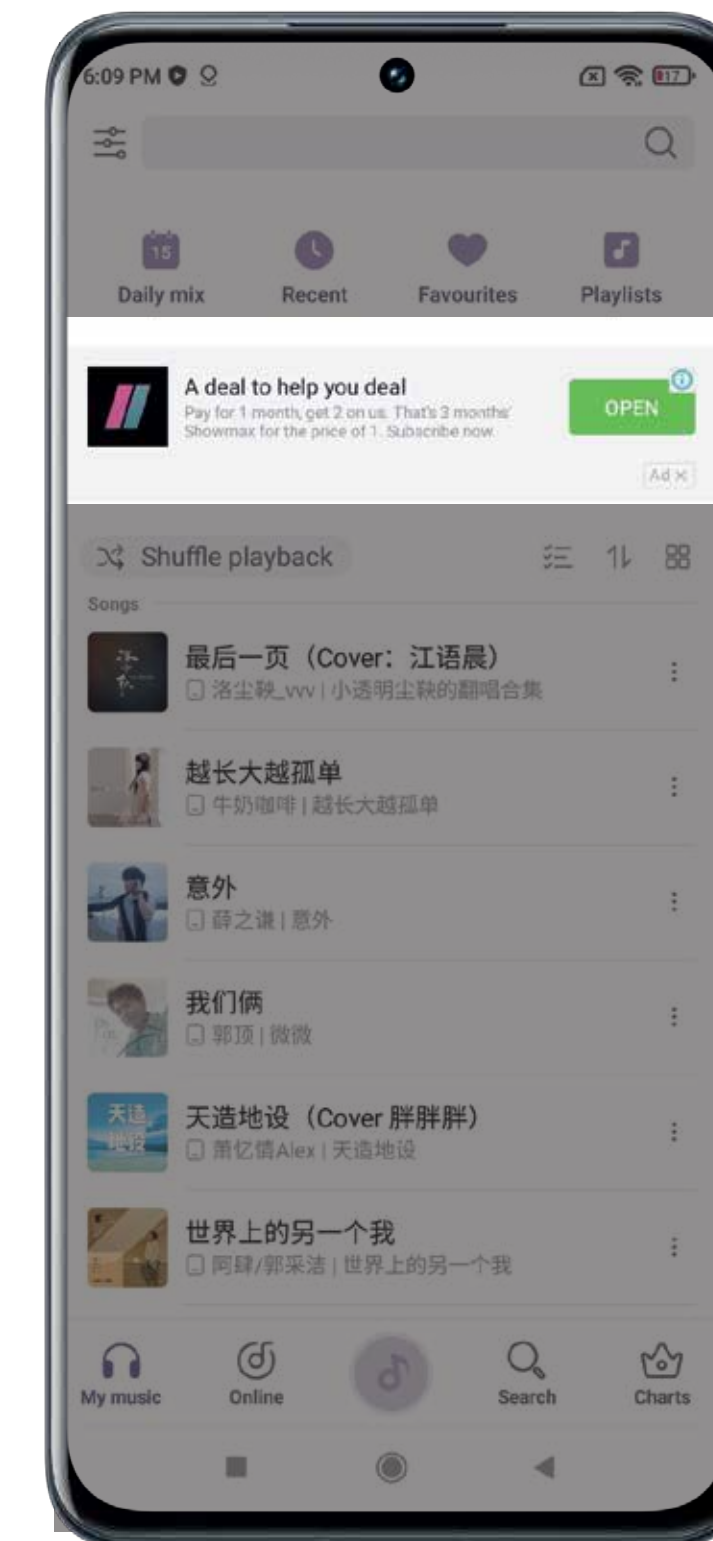
Cover art overlay



Recommendation card



Music video feed



Home page



Mi Themes: A Powerful Set Of Personalization Tools

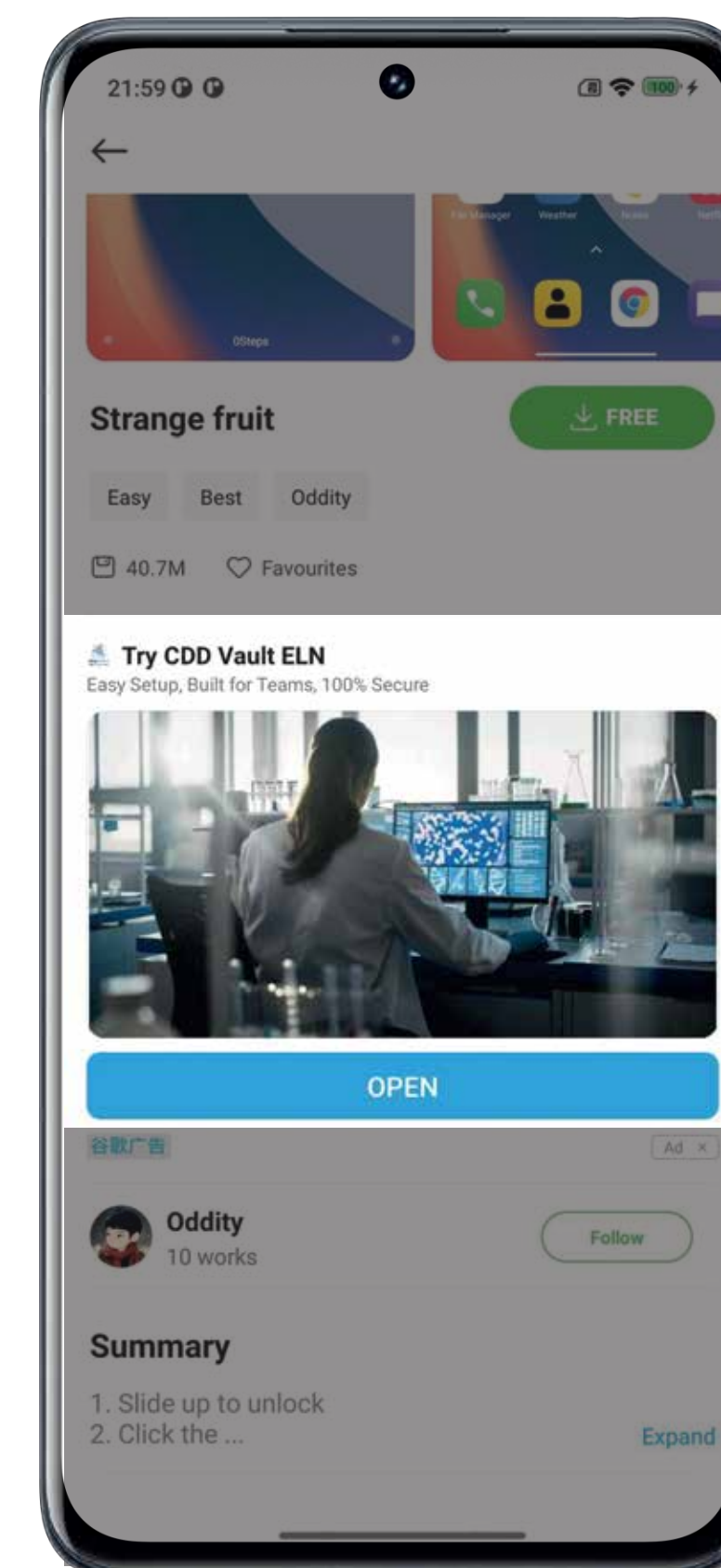
Mi Themes is a tool that enables consumers to fully customize their Xiaomi smartphone with an availability of a lot of wallpapers. In Xiaomi's OEM, Mi Themes is a prominent touchpoint for app promotion and ad placement as marketers can display different adverts with the possibility of quality monetization.



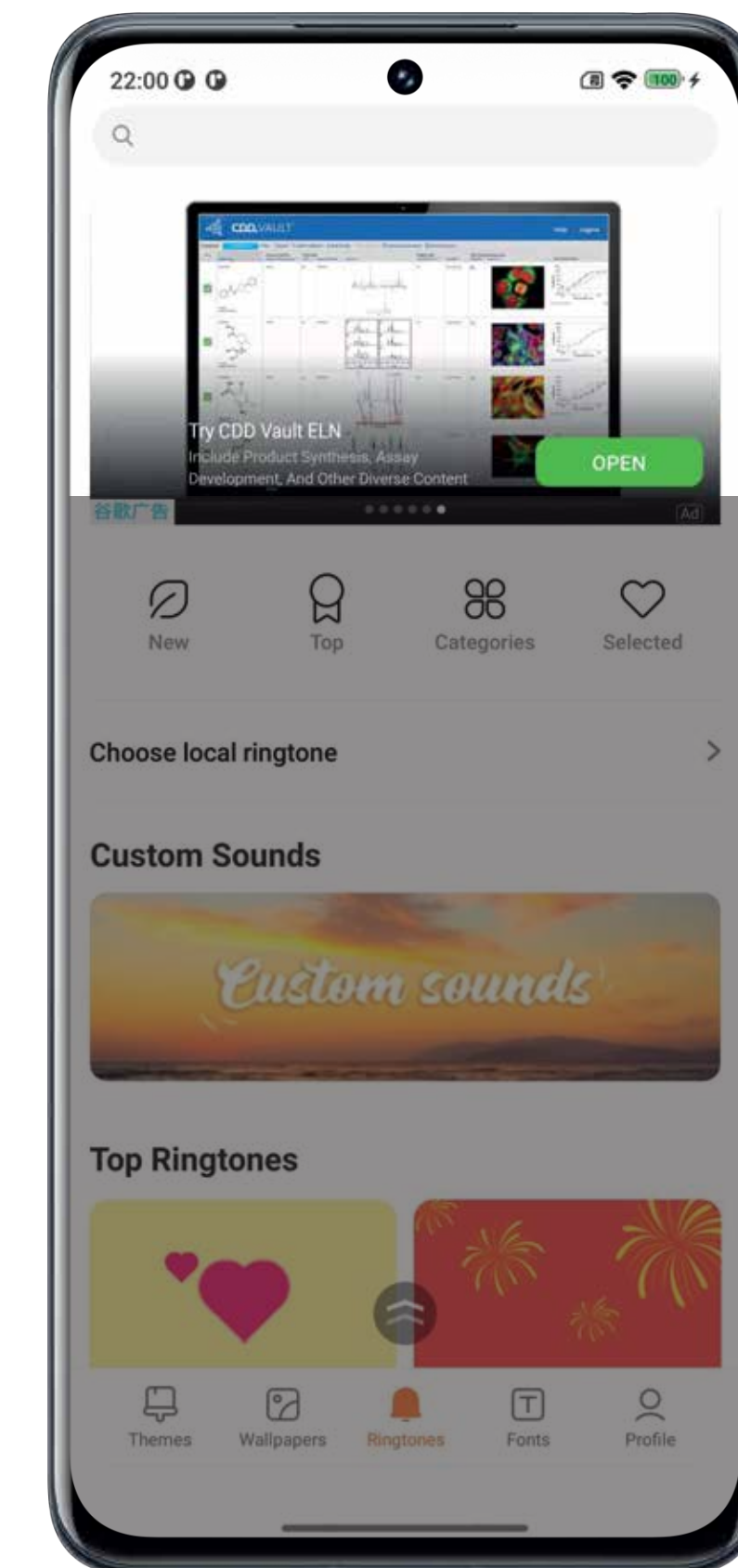
Home page feed



Home page pop



Recommendations on the details page

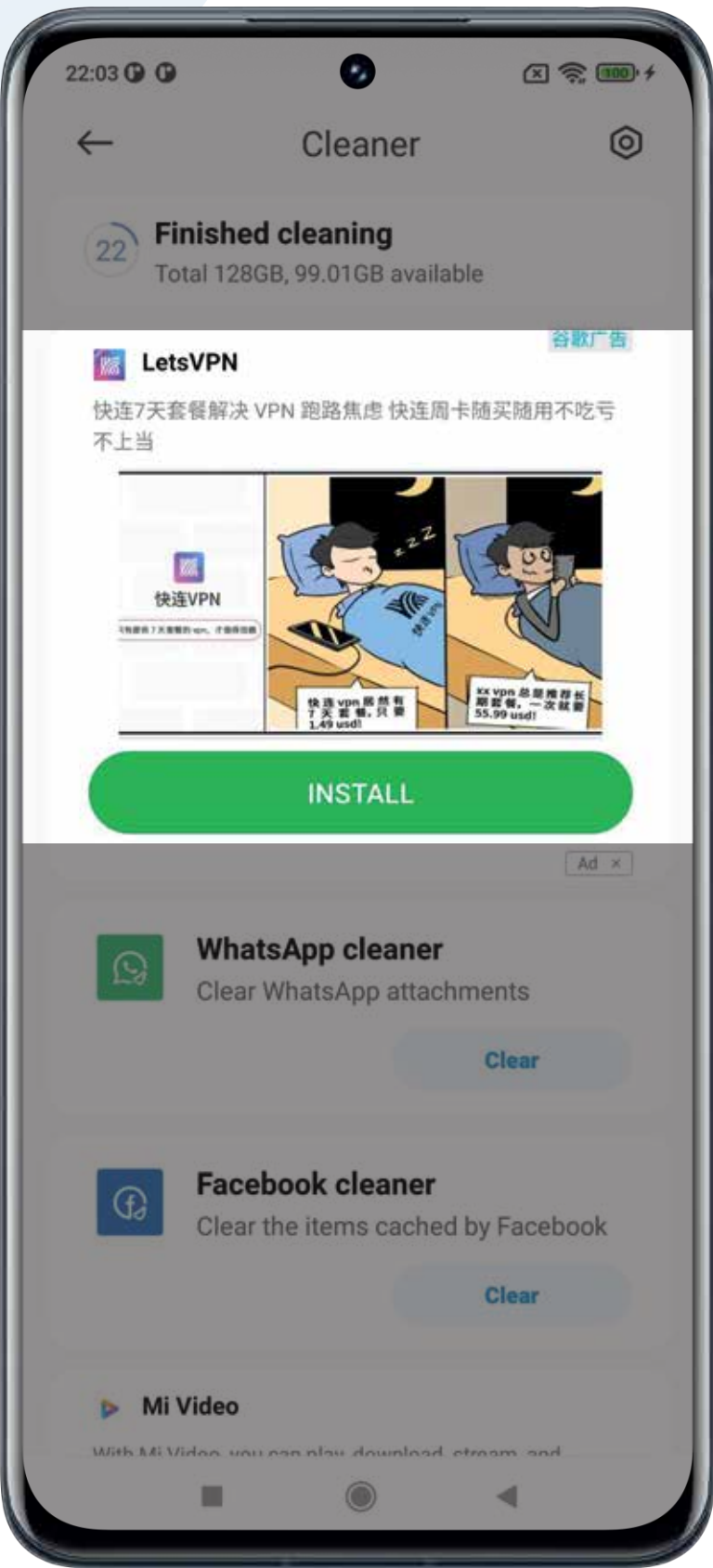


Ringtones

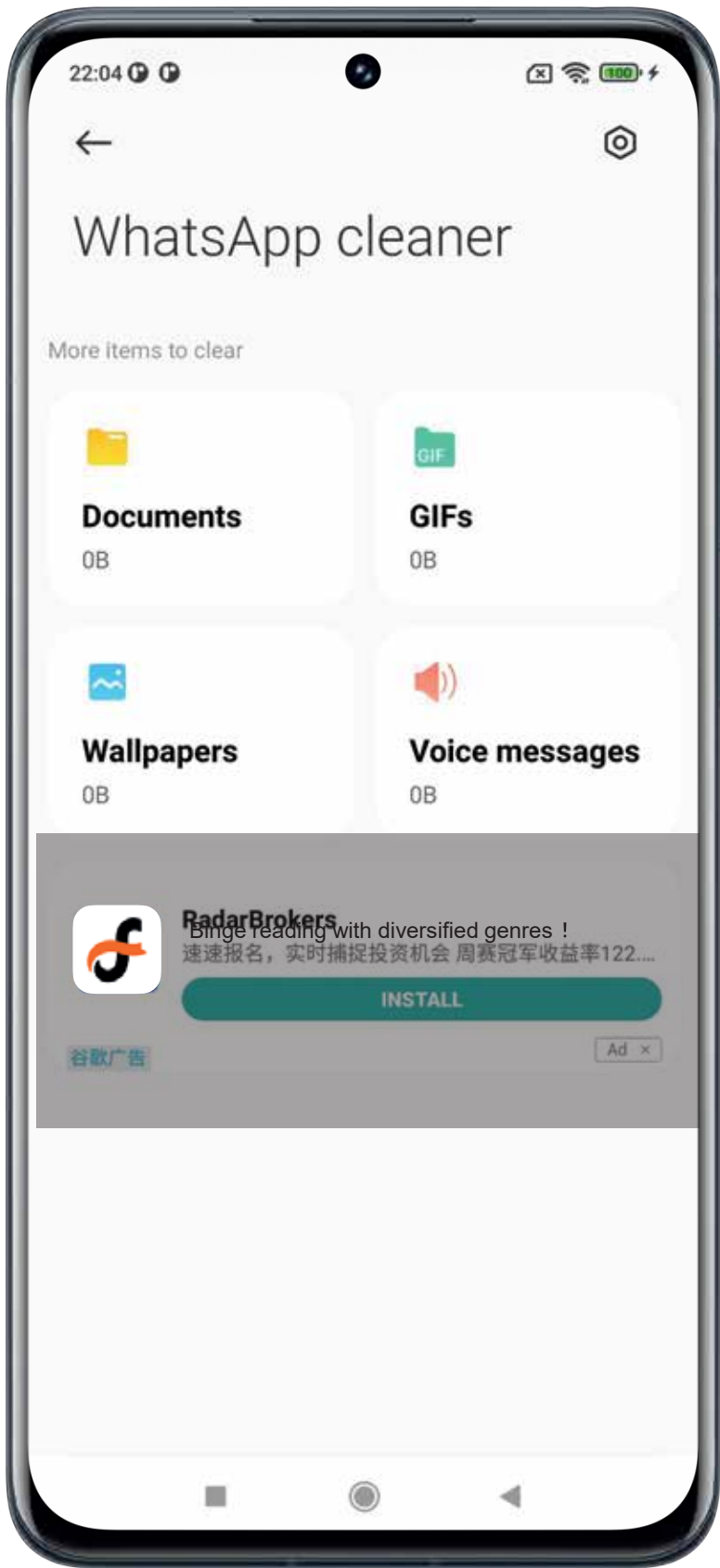


Cleaner: Our Most Popular Tool

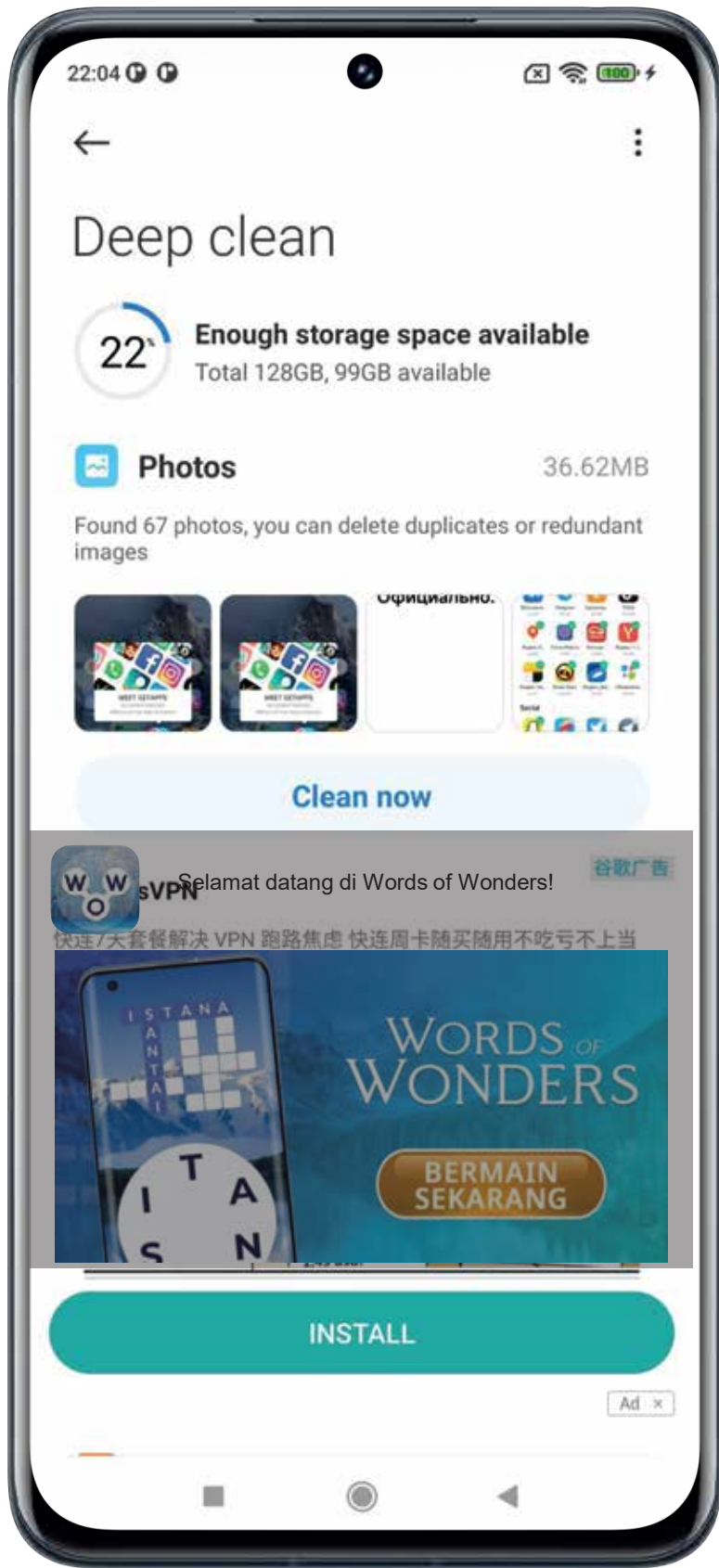
It's an official file cleaner from Xiaomi which helps clean trash or delete unwanted files with a tap of a button. At Xiaomi's cleaner, marketers get an opportunity of showcasing adverts via which users can install other beneficial apps of their interests.



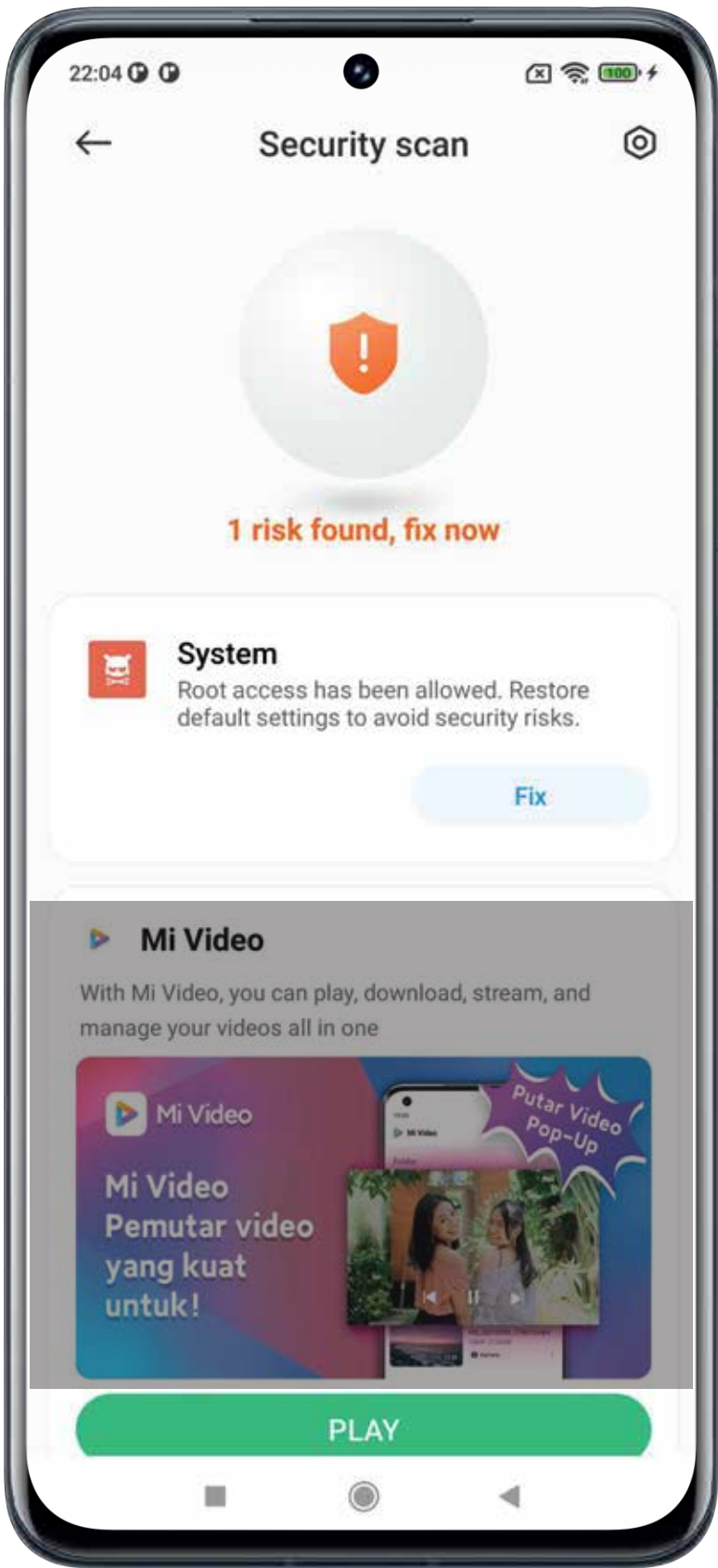
Home page feeds



WhatsApp cleaner



Deep clean results



Scan results



Xiaomi OEM is effectively helping marketers to better segment the audience sharing similar interests and plan inventory accordingly to drive meaningful results and ROI. We at Xapads comprehend the role & significance of OEM in the digital advertising landscape and app ecosystem as its offerings and opportunities are completely reshaping the marketing practices and revolutionizing the brand's presence as well. Get in touch with us to know more about what OEM has in store and why its becoming a new-age technology.





THANK YOU!

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