

OEM

AD PLACEMENTS & BENEFITS

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OEM Ad Placements & Benefits

Mobile App Landscape is an ever-evolving ecosystem that entertains campaign strategy in various ways wherein, the Power of OEM has now become the most preferred advertising medium. OEM being a new-age tech is revolutionizing business practices because it involves multiple ad placements & benefits which give marketing efforts an extra edge. Here's how brands can tap into the right audience & maximize their reach with effective outcomes:



Campaign Based Ad Placement

Advertising via OEM helps marketers with quality ad placing and branding options at different yet the most engaging touchpoints in a brand-safe environment like App Stores, Browsers, Home Screen, Lock Screen, Widgets etc. Ad Placement depends on two types of campaigns i.e., Branding & Performance which help marketers to make informed business decisions with achievable marketing goals such as:

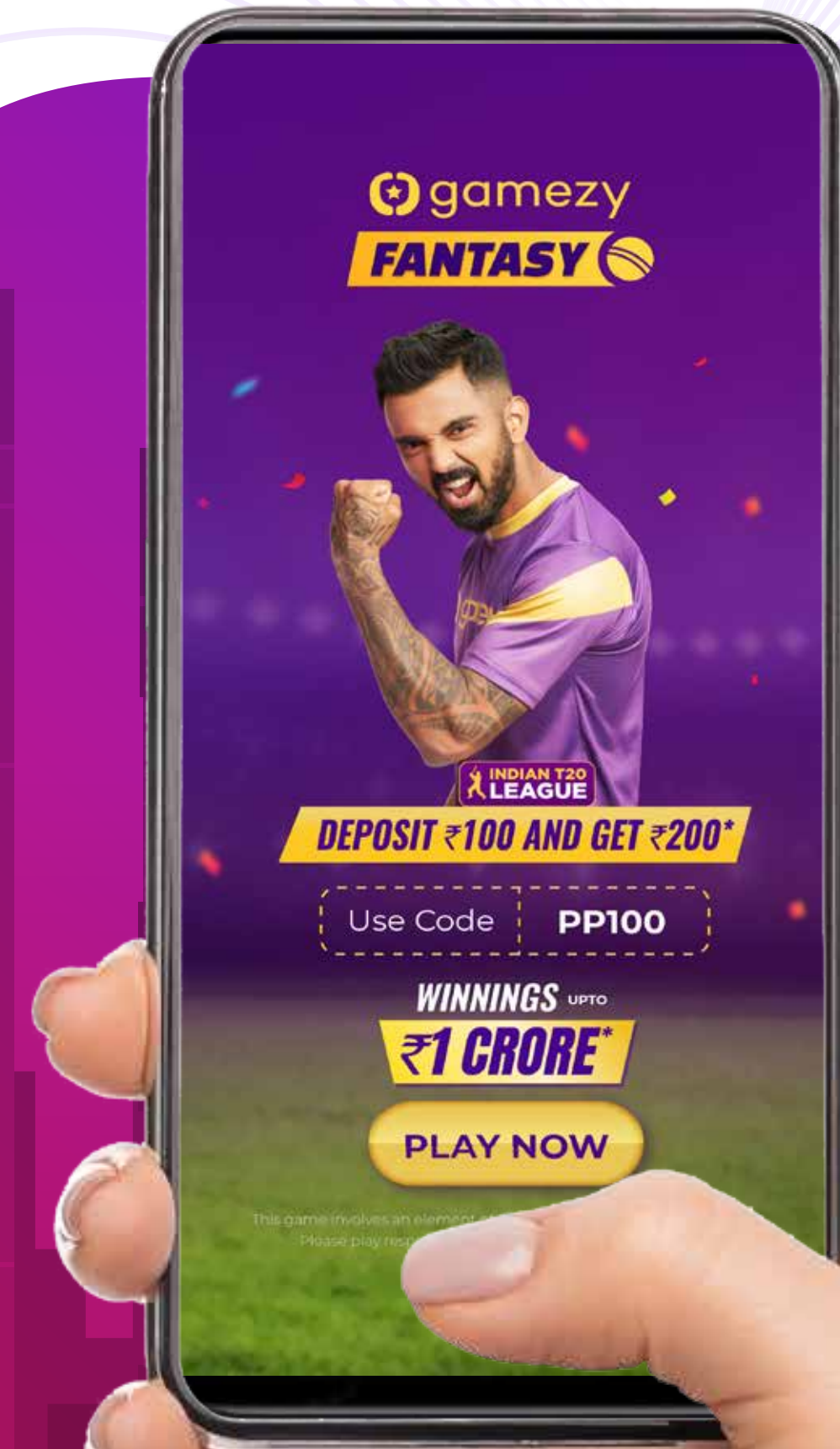
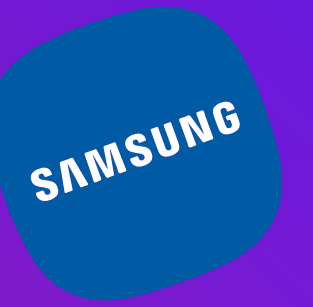
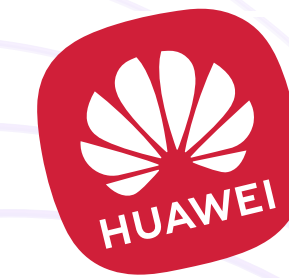


Branding:

It helps marketers effectively create brand awareness amongst the targeted niche. This is beneficial in creating a buzz and driving user awareness since it grabs users' eyeballs towards a brand incorporating a story-telling creative which also results in maximizing brand recall value.

Branding strategies majorly involve the campaigns like:

- CPM
- CPC



Performance:

This generates actionable (performance-driven) results and is helpful in user acquisition, engagement, and retention. It focuses on audience targeting, app discovery and promotion opportunities via high-impact creatives that get placed inside OEM's engaging touchpoints.

Performance strategies majorly involve the campaigns like:

- CPI
- CPA
- CPT

Here's a brief of types of ad placements that are useful in App Discovery, App Recommendations & Promotion Opportunities.



App Discovery, Recommendation & Promotion Opportunities

To win the trust of the marketers, OEMs provide them with interesting deals to recommend and feature their apps via app distribution strategies and be their primary platform for app promotion. This is done to effectively optimize the users' mobile experience and provide them with offerings via mobile apps, customized to their interests. Users when provided with personalized offerings and hassle-free navigation barely switch to any other brand which also caters to marketers building trusted relationships with consumers via different ad placements inside OEM inventories.



Types of Ad Placements:

Placing the ads at the right time with appropriate and personalized story-telling messages amongst the targeted niche help users make choices amongst offerings and facilitates marketers to make informed business decisions. Let's understand how different ad placements can innovatively build a brand presence and recall value:



Pre-Install/Pre-Load ➤

A bunch of licensed & installed apps inside a device before it gets purchased are Pre-Loaded Apps. It's a great way of introducing apps to new users since they are already installed inside the OEM inventories.

- ✓ Offers quality conversion rates
- ✓ Banks upon the trust of the original manufacturer
- ✓ Provides the comfort of installing apps in one go



Recommended Apps:

It's a native way of advertising to display the top-performing, highly rated and frequently downloaded apps to the users, also known as Recommended Apps.

- ✓ Reserved for top category apps in particular geo-locations
- ✓ Helps advertisers in boosting app installs
- ✓ Drives better leads
- ✓ Gives advertisers a cutthroat edge over competitors in the same categories

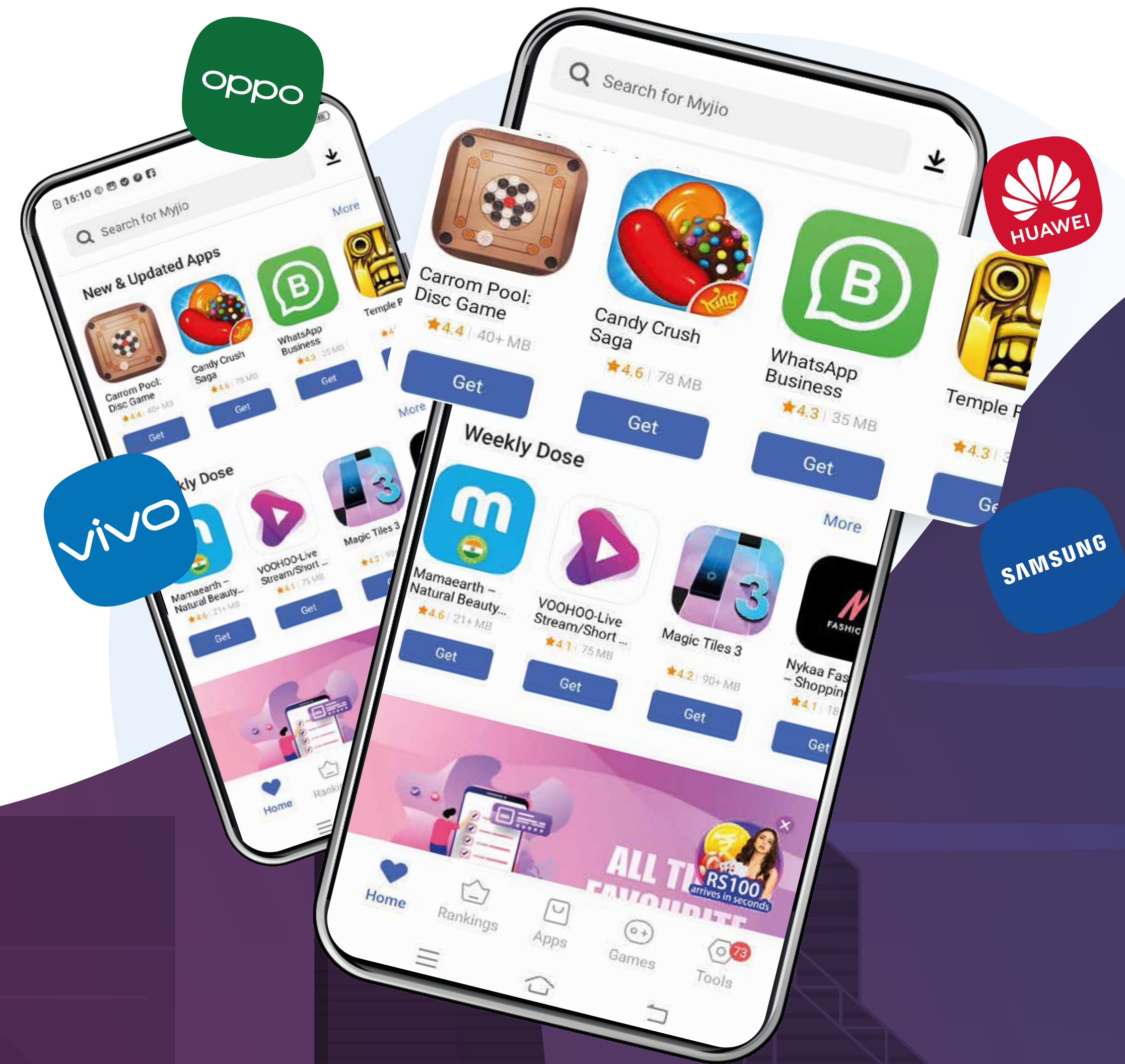


Types of Ad Placements:

Hot Downloads: ➤

This is also a form of native advertising wherein, the most famous and trending apps are shown to the users called Hot Downloads.

- ✓ Showcase trending apps as native advertisements
- ✓ Enable users to install the apps in lesser navigation
- ✓ Results in quality conversions
- ✓ Provides better user engagement rates



Icon Promotion: ➤

The logo of the app reflects its identity and for the Icon Promotion strategy, a logo gets aligned with the app and gets placed inside the OEM app store.

- ✓ Works in an organic approach environment
- ✓ Serves the purpose of the app with its clear identification
- ✓ Attracts & entices a broader audience
- ✓ Helps in tapping a quality volume of untapped users for the apps



Browser-Based Promotion

A Native browser of any OEM smartphone wherein, ads get placed at the right places to efficiently grab users' attention.

- ✓ A go-to place for users for content
- ✓ Drives quality engagement on the app when the right ad is placed
- ✓ Merges with in-line content and encourages users to install the app
- ✓ Helps in tapping a quality volume of untapped users for the apps



Transparent & Brand Safe Environment

OEM enables marketers to better optimize the campaign via its intact brand safety and hygiene characteristics. It provides marketers with a transparent and fraud-free ecosystem wherein, they know who is being targeted, where their ads are being served, how well are they performing etc without any involvement of a third-party mediator. This helps in increasing transparency, maximizes brand visibility and drives better campaign performance with quality results and better ROAS.



Better Reach & Targeting Options

OEM maintains the frequency of ads to showcase them at the right time and to the right target audience which enables marketers to maximize their brand reach. It provides quality targeting options that help brand owners to tap into the untapped target audience in different geolocations focussing on users' device, preferred language, behavior with the app. Via OEMs, marketers get users' history and associated metrics based on which marketers can reallocate their advertising spend on the demographics that better engage with OEM inventories, resulting in incremental ROAS.



Mobile apps have different goals and KPIs which can be achieved successfully via innovative ad placements and adaptation of the targeting options provided by OEMs. At Xapads, we help marketers with the analysis of best-performing tactics that drive more user acquisition and retention. To scale your campaign, stay tuned with us to know more about the Advanced Targeting Options in OEM for effective performance and achievable goals in our next chapter.



THANK YOU!

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