Miads_Ads_Format_EN

Date：2023.02

Updated by：Account Manager Team

Ⅰ Introduction of Push

1 Basic Information

1.1 Feature:

Available on Miads for **Retargeting;** Only support CPC model.

1.2 Product categories that are prohibited from push:

- Financial category: only bank APP and head payment provider (simple payment like paypal is fine), the rest cannot be invested;
- VPN: global ban (browsers, etc. with some VPN functions can vote)
- Gambling: There are only 5 products that have been specially approved in the RU area, and others cannot be invested
    - Фонбет – ставки на спорт (ru.bkfon)
    - Лига Ставок – ставки на спорт (ru.ligastavok.android)
    - National lottery (com.national.lottery)
    - Betboom (ru.betboom.android)
    - Париматч (com.parimatch.russia)
- Real Money category: specifically India Card \Casino\RMG\Sports\Strategy category cannot be cast

1.3 Additional restrictions for special regions (IN, Western Europe):

Due to the high historical user complaints and associated legal risks, India and Western Europe are listed as sensitive high-risk areas

- App Retargeting Push：Evaluation risk is low and can be continued in global
- Webpage Push: Special approval is required
- Unlimited in other regions
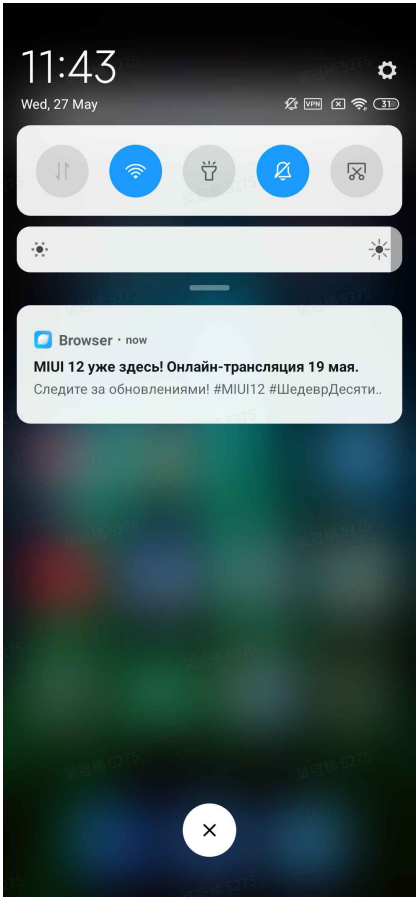
1.3 Pricing Card:

CPC: EU: $0.06; Others $0.03
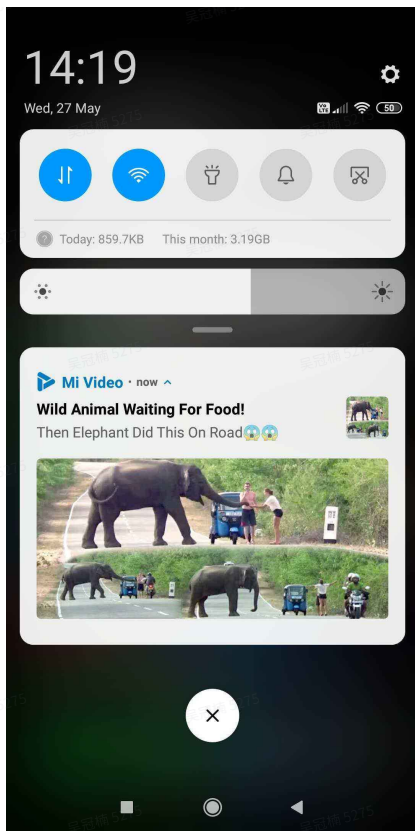
1.4 Performance:

CTR: around 5%

2 Ad Format:

We support three ad formats: **Standard template, Big picture template,DIY template**

2.1 Standard template

Screenshots	Elements

	• **Title**：30 characters
	• **Content**：40 characters
	• **ICON:**
	  ○ format：jpeg,png,jpg
	  ○ size：180*180
	  ○ At most 30kb
	• **Emoji**：X

2.2 Big picture template

Screenshots	Elements
	• **Title**：30 characters • **Content**：40 characters • **ICON**：

- format：jpeg,png,jpg
  - size：180*180
  - At most 30kb
- **Image：**
  - format：jpeg,png,jpg
  - size：800*360
  - At most 1024kb
- **Emoji：**√

2.3 DIY template
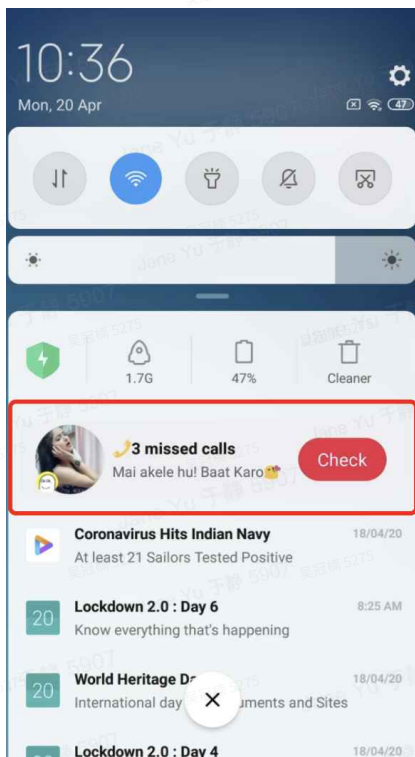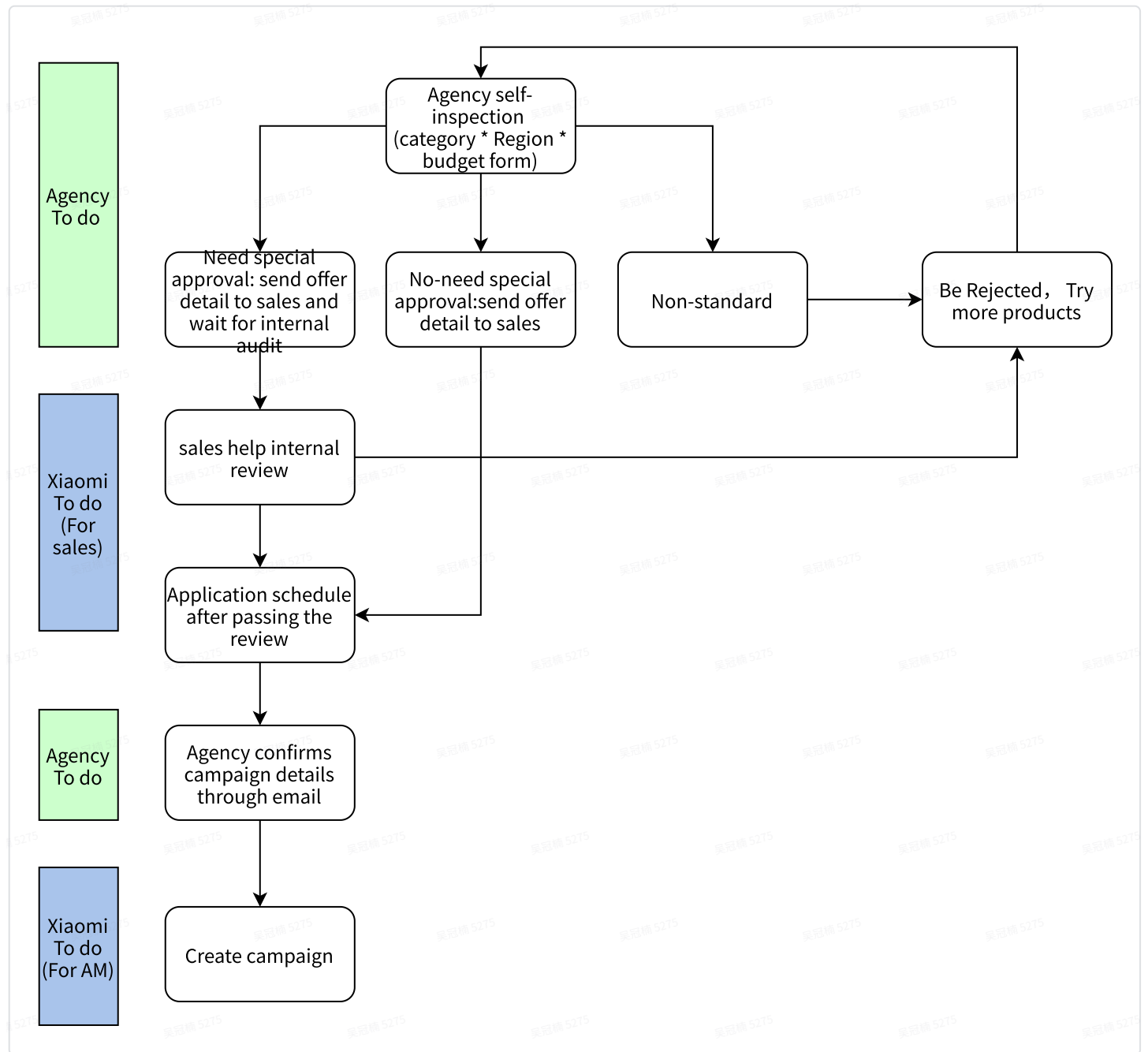
Screenshots	Elements
	Title： 30 characters **Content：** 40 characters **Image：** - format：jpeg,png,jpg - size：180*120 - At most 30kb **Emoji：**√

3 Launch process

4 Additional Notes：

1. IO Template

	A	B	C
1	Push Notification Term		
2	**Region**	*Example: Russia*	*Example: Indonesia*
3	**Model**	*CPC*	*CPC*
4	**Category**		
5	**Package name**		
6	**Unit Price ($)**	*0.05*	*0.05*
7	**Total Budget**		
8	**Title**	*Within 30 characters*	*Within 30 characters*
9	**Context**	*Within 40 characters*	*Within 40 characters*
10	**Landing Page Link**		
11	**Delivery Date**		
12	**Delivery Time (local time)**		

2. Internal Review time: Within 3 days

3. Since Push is a pre-release mechanism, it needs to be scheduled more than 7 days in advance and needs to be configured 1 day in advance（Go online, modify and go offline on the same day are not avaliable）

4. Internal Review and Schedule please send to wuhan9@xiaomi.com;qudai1@xiaomi.com cc：wuguannan@xiaomi.com;p-yangzhihui1@xiaomi.com;liuliyliying@xiaomi.com

II Introduction of Splash

1 Basic Information:

1.1 Feature:

The ad style displayed in full screen when the app is opened, which belongs to the **branding ad;** We Only support CPM

1.2 category requirements

Real money, loans, and VPN products are not supported

1.3 Regional restrictions

IN be banned

1.3 Pricing Card

	Countries	continent	CPM
	Xiaomi Branding Ads Quotation		
	Germany		
	UK		
	Italy		
	France		
	Portugal	Western Europe	$7.00
	Netherlands		
	Switzerland		
	Belgium		
	Spain		
	Russia&CIS	Western Europe	$4.00
	Poland, Sweden,		
	Finland, Czech Republic	Eastern Europe	$3.00
	Vietnam, Philippines,Laos,		
	Thailand, Cambodia,	SEA	$3.00
	Indonesia	Southeast Asia	$3.00
	Mexico, Colombia,		
	Chile, Argentina	Latin America	$4.00
	Saudi Arabia, Egypt,		
	Yemen, Iraq, Iran	Middle East & Africa	$5.00

2 Ad Format

We support Splash screen&Splash Video(The problem of slow loading overseas is more serious, it is recommended to use Splash screen)

2.1 Splash screen

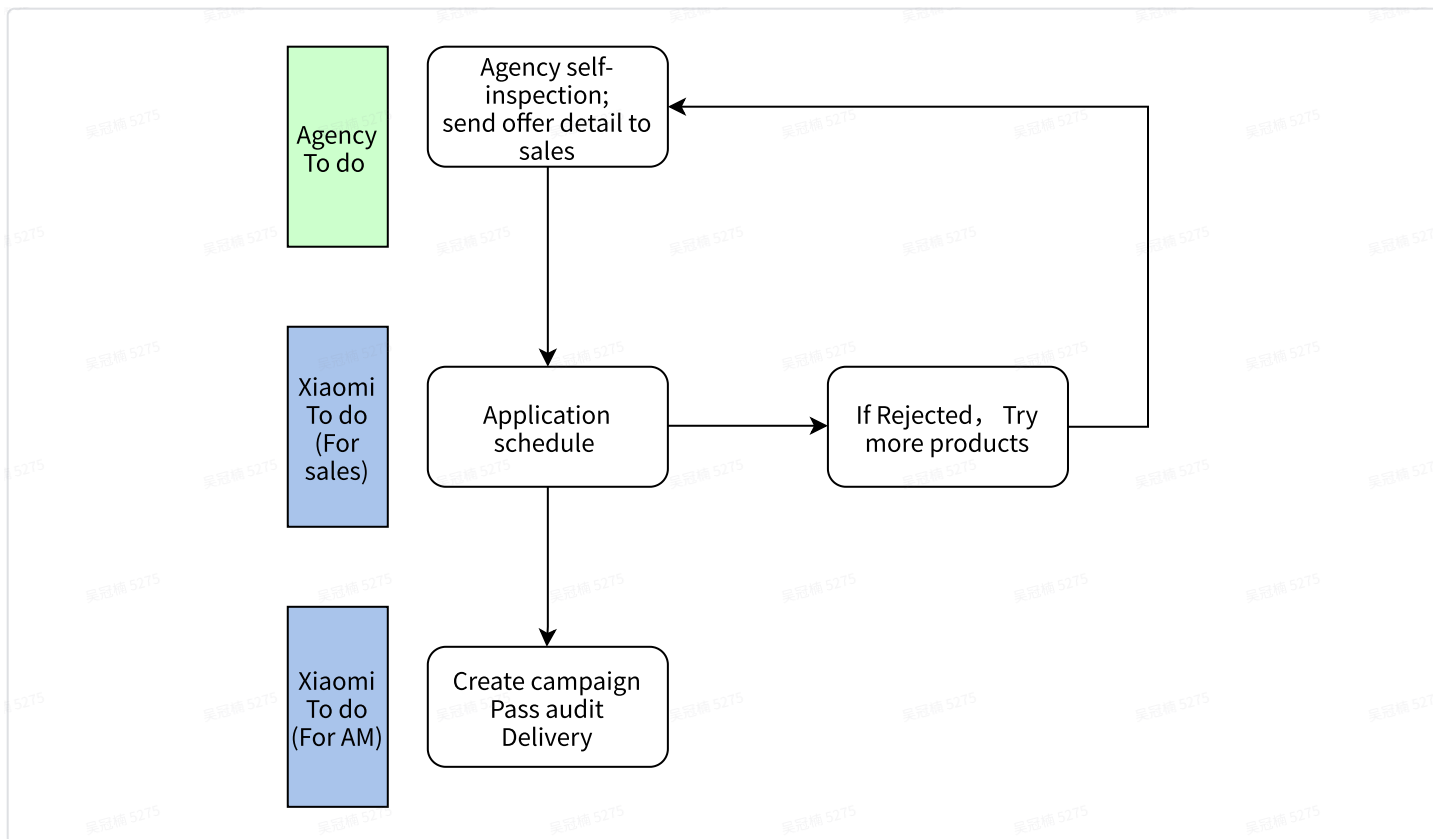| Screenshots	Elements

	• **No Title and Description**
	• **Image:**
	  ○ format：jpeg,png,jpg
	  ○ size：1080*1920
	  ○ <= 500KB

2.2 Splash Video

- Splash_horizontal Video

Time：0～8 s Format：mp4File Size：<= 3MB Size：1280 * 720

- Splash_vertical Video

Time：0～8 s Format：mp4File Size：<= 3MB Size：1080 * 1920

3 Launch process

Agency To do

Agency self-inspection; send offer detail to sales

Xiaomi To do (For sales)

Application schedule

If Rejected, Try more products

Xiaomi To do (For AM)

Create campaign
Pass audit
Delivery

4 Additional Notes

1. IO Template

	A	B	C	D	E	F	G	H
1	Splash Campaign Information							
2	Campaign Name	Region	mode	Unit Price	Term	Daily budget($)	Total budget ($)	notice
3	Example: 5.21-5.25 Mi 10 Flash Sale	Example: Russia	CPM	$3.00	example: from 3rd Feb.2020 until notified			Lading Page URL
4	Example: I6.9-6.16 J6B+J15S Pre Order	Example: Indonesia	CPM	$3.00	example: from 3rd Feb.2020 until notified			Lading Page URL

2. Since Splash is a pre-release mechanism, it needs to be scheduled more than 7 days in advance and needs to be configured 1 day in advance

3. Campaign review please send to：wuguannan@xiaomi.com;p-yangzhihui1@xiaomi.com;liuliyliying@xiaomi.com cc：wuhan9@xiaomi.com;qudai1@xiaomi.com;iib-ams-agency@xiaomi.com

Ⅲ Introduction of Smart SMS

1 Basic Information:

1.1 Quantity & Region:

Total Number: IN 80 million, ID 10 million;

1.2 Features

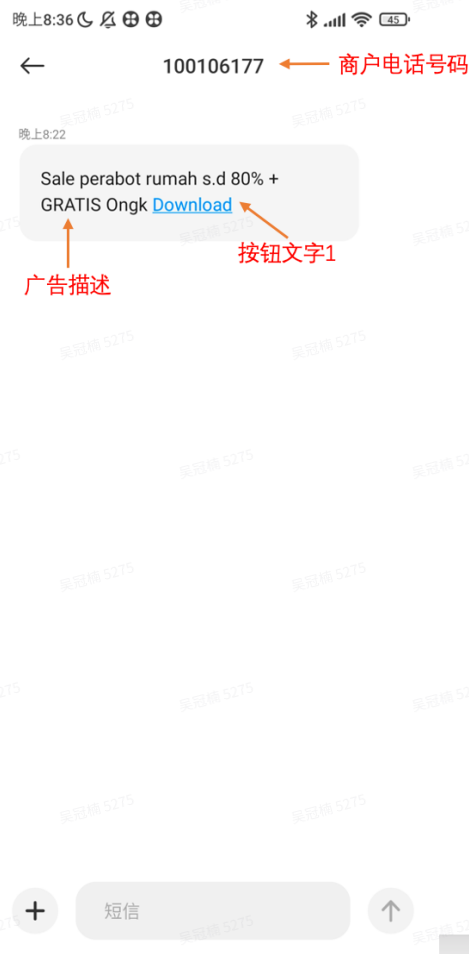Launched on Miads can do **Installation growth** and **Retargetting**;

2 Ad Format:

Note:

- There are three ad formats: **plain text, card, and rich media**.
- SMS currently only supports delivery in **India and Indonesia**, and under the time zone of the East Fifth District, the platform does not send SMS advertisements from 9 pm to 9 am;
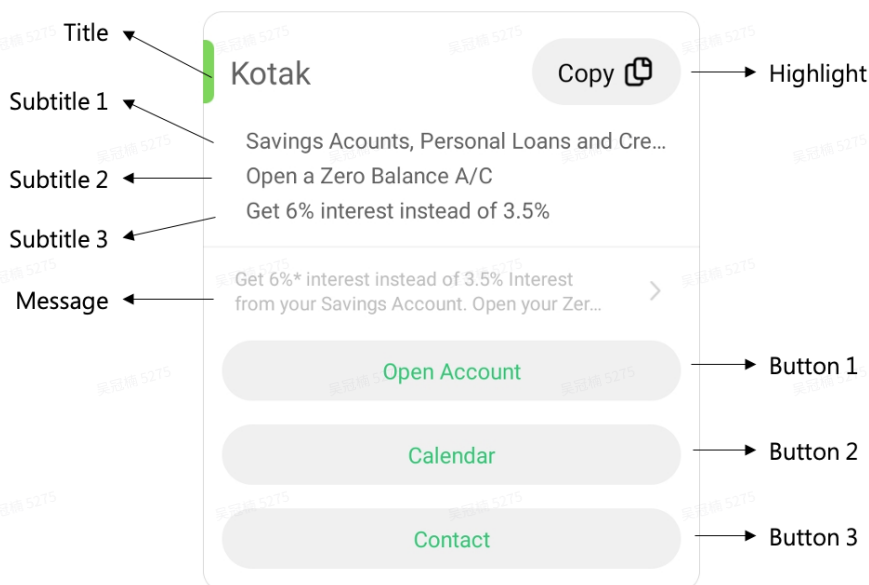
2.1 Plain text

- Sender ID: It is the contact information of the clients, which needs to be **manually ensured that the phone number can be used**;
- Ad description: no more than 40 characters;
- Button Text: Up to 28 characters;

晚上8:36 🌙 🔕 ⊕ ⊞　　　　 ✳ .ıll 🛜 ▭45

← 　　　100106177　←—— 商户电话号码

晚上8:22

Sale perabot rumah s.d 80% +
GRATIS Ongk Download　←

　　　　　　　　　　　　按钮文字1

广告描述

＋　　短信　　　　　　↑

2.2 Card

- Sender ID: It is the contact information of the clients, which needs to be manually ensured that the phone number can be used；

- Ad description: no more than 40 characters；

Title →
Kotak　　　　　　Copy 📋　→ Highlight

Subtitle 1 →
Savings Acounts, Personal Loans and Cre...

Subtitle 2 →
Open a Zero Balance A/C

Subtitle 3 →
Get 6% interest instead of 3.5%

Message →
Get 6%* interest instead of 3.5% Interest
from your Savings Account. Open your Zer...　　>

Open Account　　→ Button 1
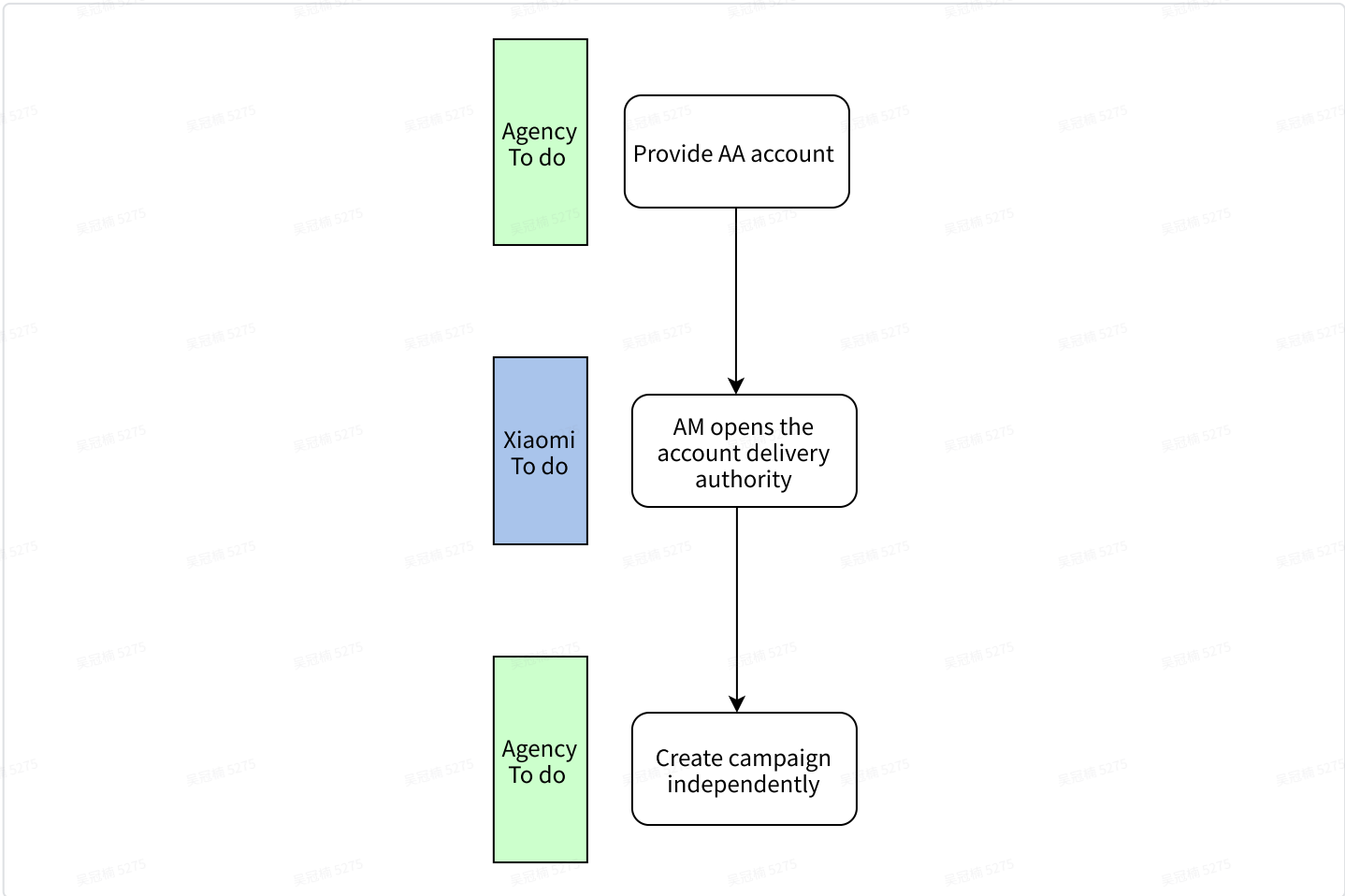
Calendar　　→ Button 2

Contact　　→ Button 3

2.3 Rich media

- Sender ID: It is the contact information of the clients, which needs to be manually ensured that the phone number can be used；
- Ad description: no more than 40 characters；
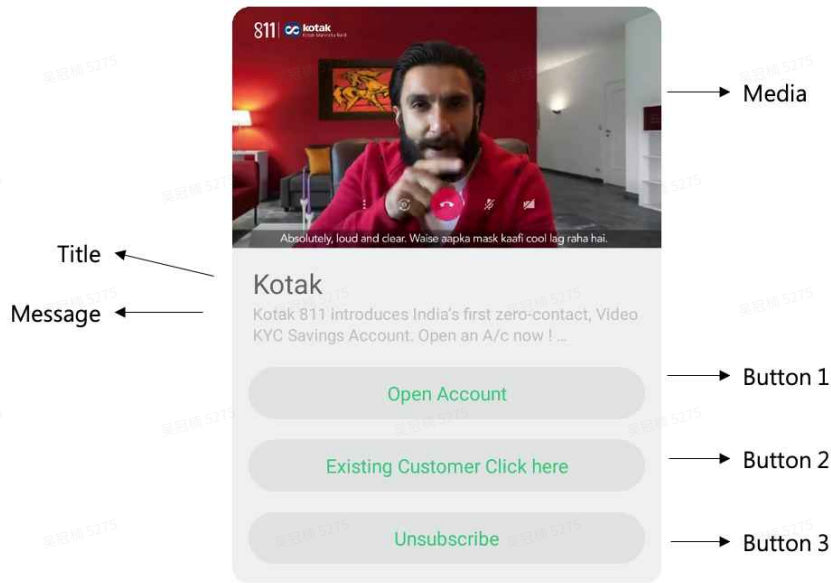
4 Launch Process

Ⅳ Introduction of OOBE (Xiaomi PAI)

1 What is OOBE?

The App recommendation page showed at the end of the new phone activation process and before the user enters the main page. This format is supported by Xiaomi App Stores- GetApps

Ads Format & User Journey:

Brief Description: It is recommended to download the APP when the new machine is turned on, and the user clicks to download it independently.
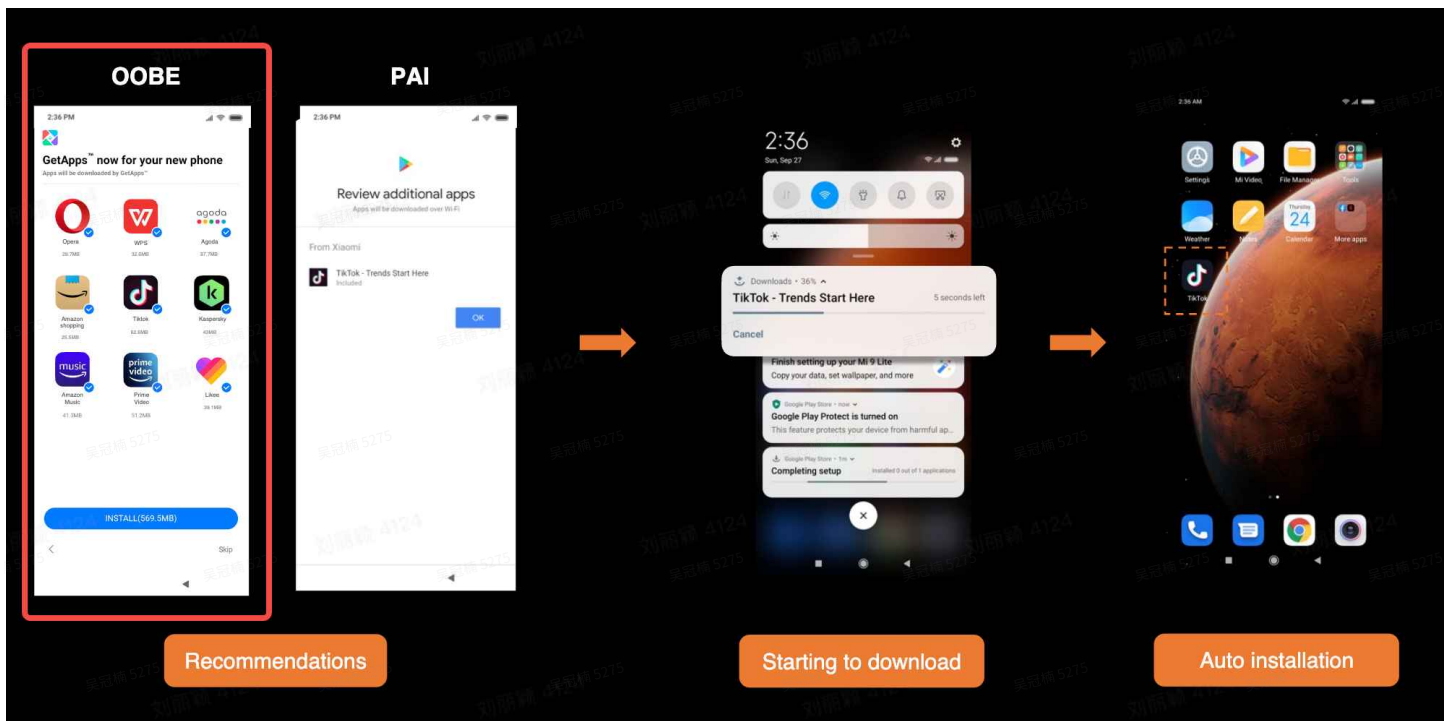
*It's installed to the second screen.

2 OOBE campaign launch process

2.1 Available countries and activation projection

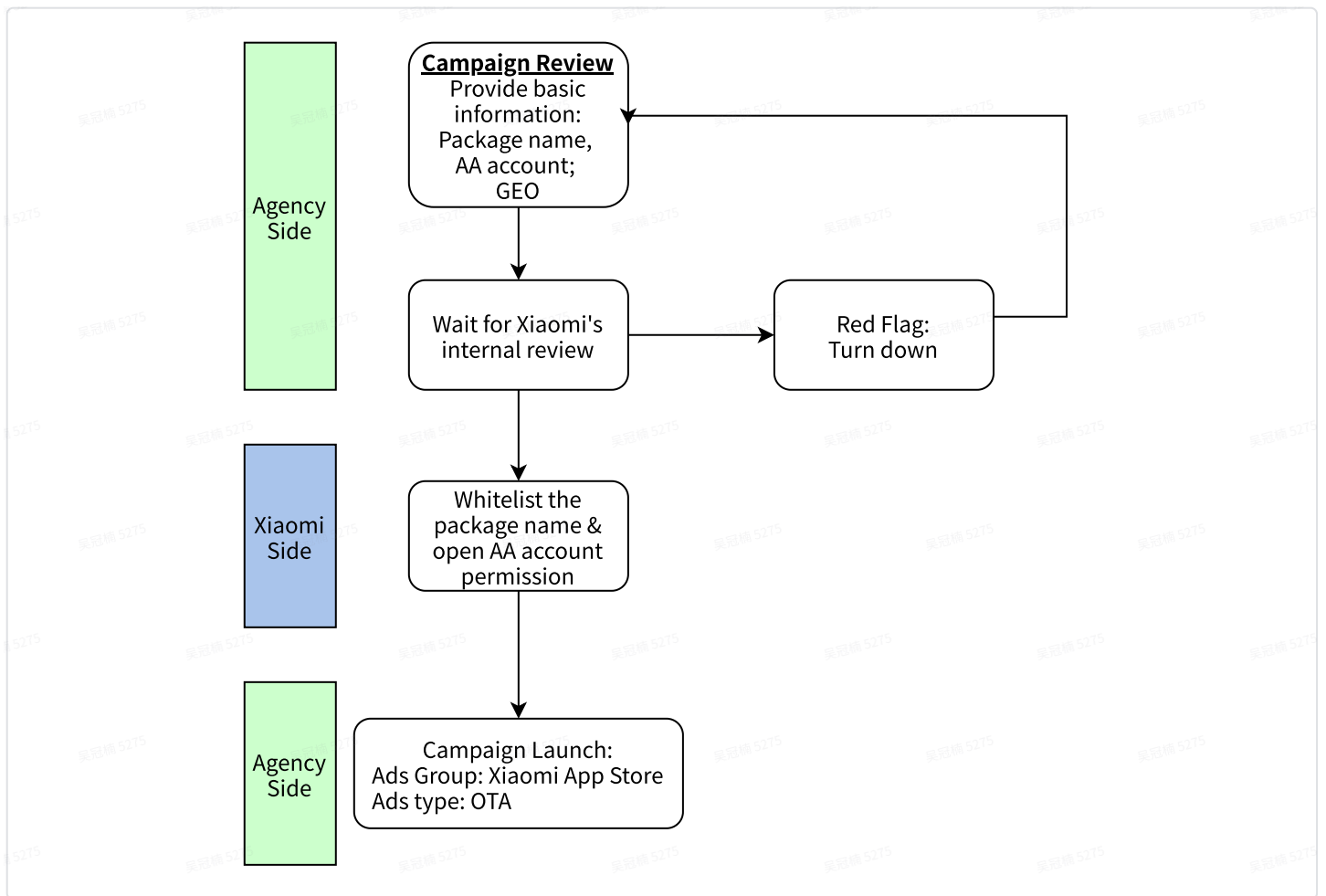|	Country	Status	Estimated activation (daily average)	Actual estimated activation (daily average)
2	RU	Open	10,000-15,000	11,309
3	ID	Open	7,500-10,000	8726
4	IN	Paused	N/A	N/A
5	TR	Open	1,000-1,500	1391
6	VN	Open	Less than 500	352
7	PH	Open	Less than 500	362
8	TH	Open	Less than 500	291
9	MY	Open	Less than 500	141

2.2 Apps Requirements

2.2.1 Basic requirements：

- Ads placement Slots: maximum 7 slots per device.
- Package size：<=150M
- Industry restrictions: RMG(Real money games), finance, gambling apps are NOT allowed.

2.2.2 Advanced review requirements：

- Perfectly adapted to all models of Xiaomi phones and all versions of MIUI
- High ratings and downloads at Google Play Store with positive reviews
- Great user experience

2.3 The process of going online

Agency Side

Campaign Review
Provide basic information:
Package name,
AA account;
GEO

Wait for Xiaomi's internal review

Red Flag:
Turn down

Xiaomi Side

Whitelist the package name & open AA account permission

Agency Side

Campaign Launch:
Ads Group: Xiaomi App Store
Ads type: OTA

- Campaign review please send to：wuguannan@xiaomi.com;p-yangzhihui1@xiaomi.com;liuliyliying@xiaomi.com cc：wuhan9@xiaomi.com;qudai1@xiaomi.com;iib-ams-agency@xiaomi.com
- Review period: 1-2 days

Ⅴ Introduction of Lock Screen

1 Basic Information

1.1 Listing area

	A	B
1	GEO ID	GEO
2	AE	United Arab Emirates
3	AR	Argentina
4	AU	Australia
5	BD	Bangladesh
6	BE	Belgium
7	BH	Bahrain

8	BO	Bolivia
9	BR	Brazil
10	CH	Switzerland
11	CL	Chile
12	CO	Colombia
13	CR	Costa Rica
14	DE	Germany
15	DK	Denmark
16	DO	Dominican Republic
17	DZ	Algeria
18	EC	Ecuador
19	EE	Estonia
20	EG	Egypt
21	ES	Spain
22	FI	Finland
23	FR	France
24	GB	United Kingdom
25	GE	Georgia
26	GR	Greece
27	GT	Guatemala
28	HN	Honduras
29	HR	Croatia
30	ID	Indonesia
31	IL	Israel
32	IN	India
33	IQ	Iraq
34	IT	Italy
35	JM	Jamaica
36	JO	Jordan
37	JP	Japan
38	KE	Kenya
39	KR	South Korea

1.2 Pricing Card

Support CPC and CPI model for both

The bid is the same as the Icon, native placement

2 Ad Format

2.1 Material standard: In Europe, Southeast Asia, Latin America, Middle East, etc.

Material requirements for delivery regions **(different regions have different requirements)**

- Icon: format jpg/png/jpeg, picture size 84*84, file size<=100KB

- Picture: format jpg/png/jpeg, picture size 720*1600, file size<=500KB

- Ad title: no more than 30 characters

- Ad description: no more than 80 characters

- Button text: no more than 15 characters

Overall size of the wallpaper:720*1600

Distance from top:150

Clock position:350*240

text area:720*200

distance from bottom:150

- Wallpaper: The top of the delivered material needs to leave blank space for the top clock and copy area, otherwise it will be blocked.
- Copywriting: Provide users with valuable information (problem-solving orientation), interrogative sentences, emoji, local hot words, etc.

Bad Case（The clock area is blocked, affecting the delivery effect）

2.2 Material standard: In IN,ID

3 Launch Process

Basic info include:

	A	B	C	D	E	F	G	H	I
1	Material 1	Material 2	Client	country	release peroid-local time	Title	Description	Button Text	Tracking link

VI Introduction of Native

1 Basic infomation:

Also known as Newsfeed placement, it is a type of advertisement in news media and audio-visual media content streams.

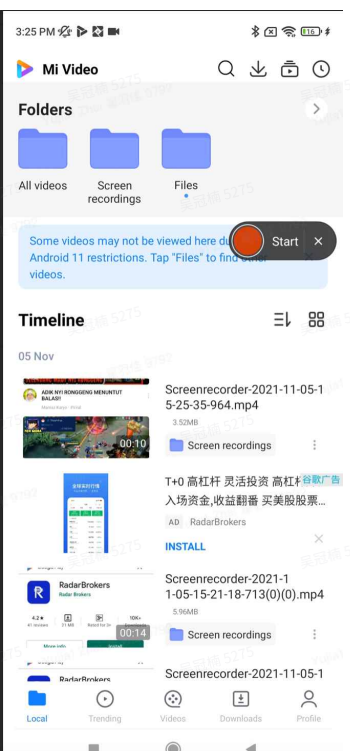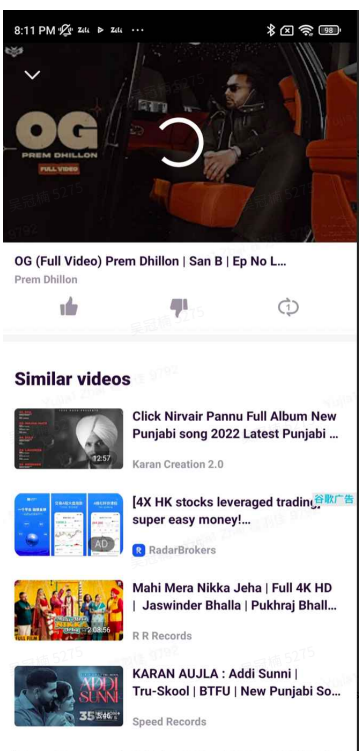Support CPI and CPC model for both. Attract more new users to install and Retargeting.
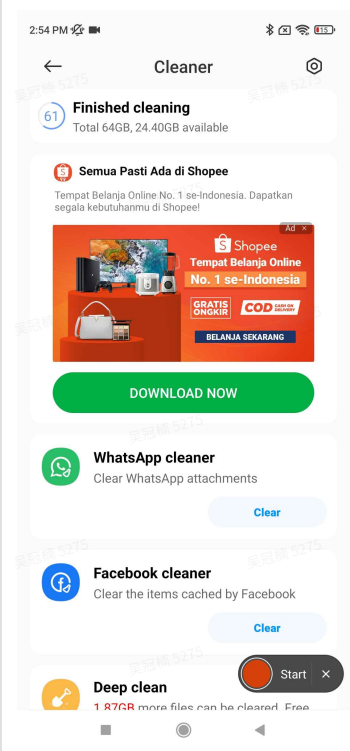
2 Ad Format

2.1 Format&Size

Format	Large Newsfeed Image	Newsfeed Video

Size	Image Format:jpg/png/jpeg Size: 1200 * 628 File Size: <= 500KB Icon: Size: 84 * 84 Image Format: jpg/png/jpeg File Size: <= 100 KB title: <30 characters description: <80 characters	Time: 0 ~ 30 s Format: mp4 File Size: <= 10MB Icon: Icon Size: 84 * 84 Image Format: jpg/png/jpeg File Size: <= 100 KB title: <30 characters description: <80 characters

2.2 Top Media&Volume

Media Name	GLOBAL_CLEAN_MASTER	GLOBAL_VIDEO	GLOBAL_MUSIC
Global Impression	20 M	11 M	10 M
Top Volume Region	ID,BR,RU,IN	RU,IT,ID,ES	RU,TR,BR,EG
AD Display Example			

3 Launch Process

Agency create campaign independently,same with Icon.

Placements

Select placement

[Select placement]

Manually select your targeting placement

Detail placement

[NewsFeed]

💡 Note: These non-standard resources do not allow tight budgetary control,and also have many uncontrollable factors, so it is normal to have over-delivery or under-delivery