



# Mi Ads User Guide



# Catalog >

01

**Core Agency System**

02

**Operational Process On Miads**

03

**Operation strategy & Case**

04

**Q&A**

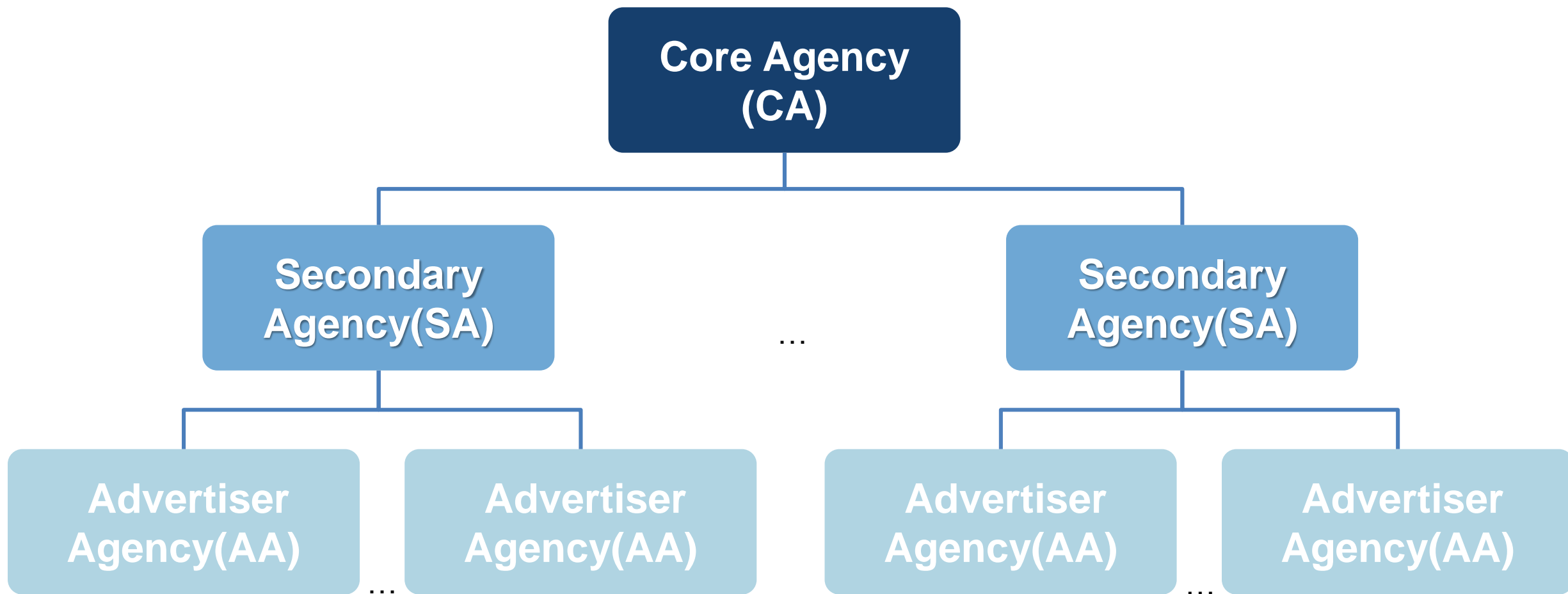


# 1

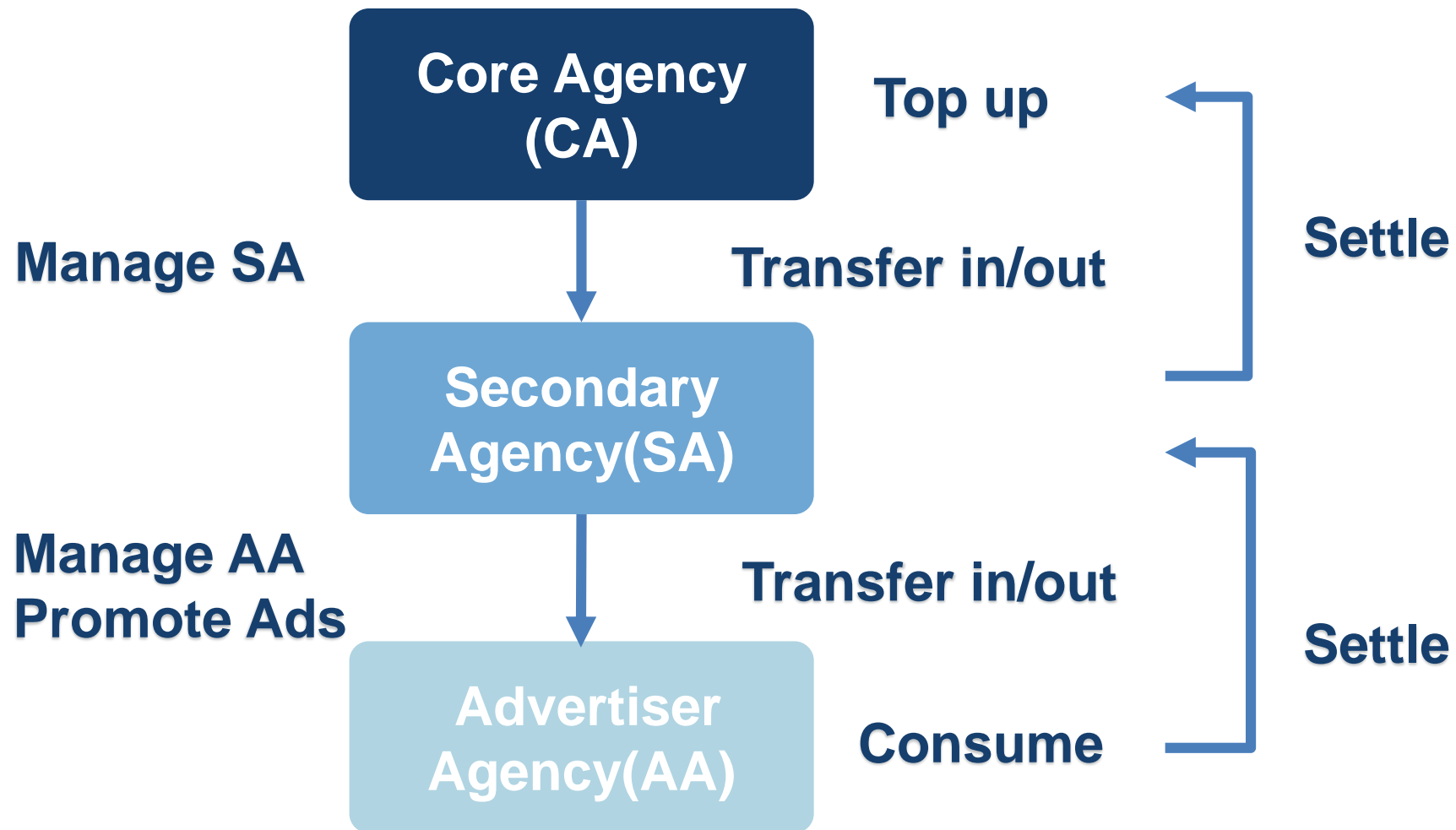
## Core Agency System

PART ONE

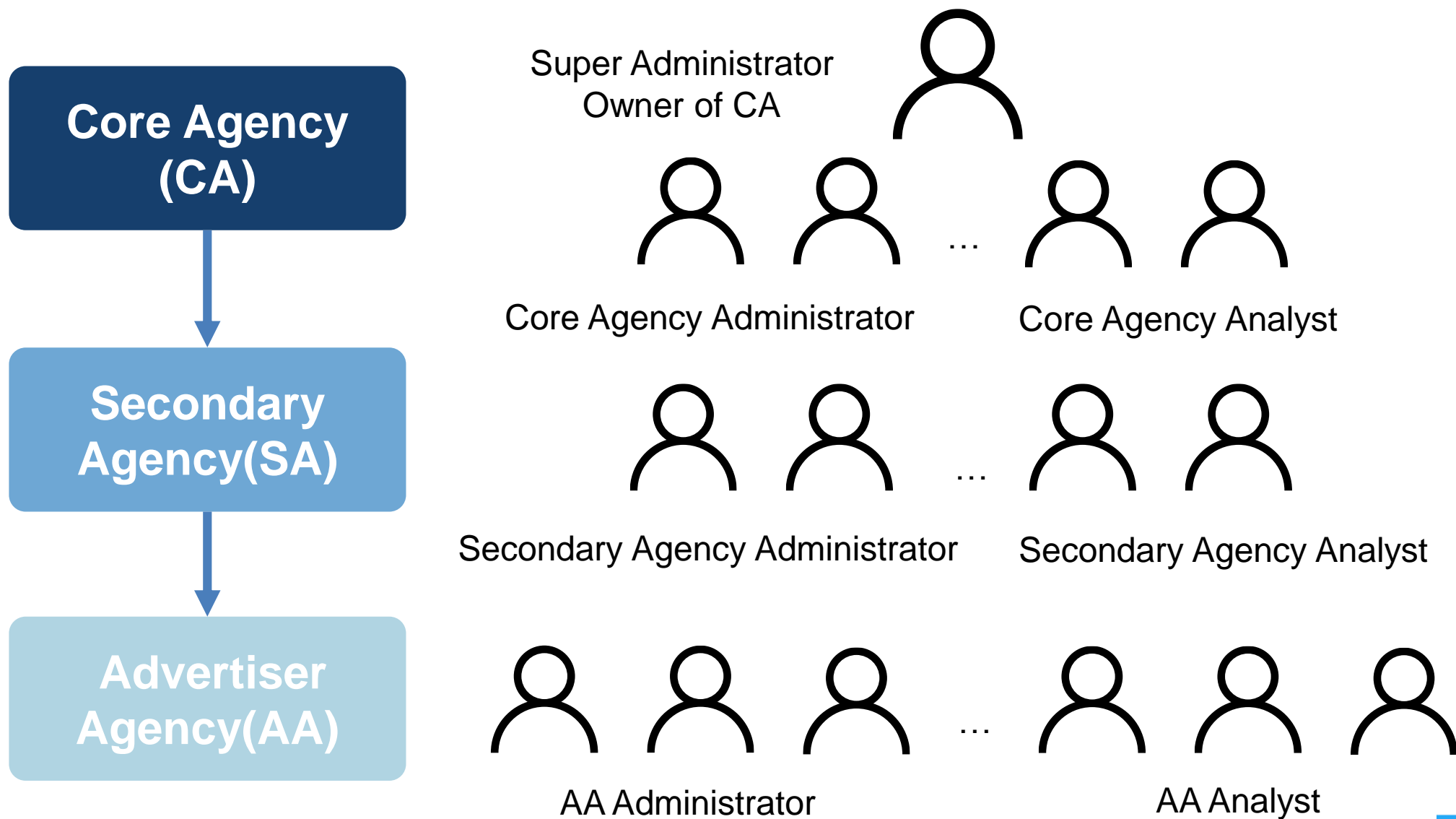
# Core Agency System



## Core Agency System



## Role & Right Mechanism



# Role & Right Mechanism

Account Type	Account Roles	Who Could Authorize	Authorized Rights		
			Core Agency Account	Secondary Agency Account	Advertiser Agency Account
Core Agency (CA)	Super Administrator	system automatically authorizes the creator of CA account	一、Readable and operateable modules: <b>【Dashboard】【Data Analysis】【Manage Finance】【Manage Authority】</b> 二、Detailed points of right 1) Create SA 2) Transfer in/out SA 3) Authorize users with CA/SA/AA roles	一、Readable and operateable modules: <b>【Dashboard】【Data Analysis】【Manage Finance】【Manage Authority】</b> 二、Detailed points of right 1) Create AA 2) Transfer in/out AA 3) Authorize users with SA/AA roles	一、Readable and operateable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】【Manage Finance】【Tools】</b>
	Core Agency Administrator	Super Administrator Core Agency Administrator	一、Readable and operateable modules: <b>【Dashboard】【Data Analysis】【Manage Finance】【Manage Authority】</b> 二、Detailed points of right 1) Create SA 2) Transfer in/out SA 3) Authorize users with CA/SA/AA roles	一、Readable and operateable modules: <b>【Dashboard】【Data Analysis】【Manage Finance】【Manage Authority】</b> 二、Detailed points of right 1) Create AA 2) Transfer in/out AA 3) Authorize users with SA/AA roles	一、Readable and operateable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】【Manage Finance】【Tools】</b>
	Core Agency Analyst	Super Administrator Core Agency Administrator	一、Readable modules: <b>【Dashboard】【Data Analysis】</b>	一、Readable modules: <b>【Dashboard】【Data Analysis】</b>	一、Readable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】</b>
Secondary Agency (SA)	Secondary Agency Administrator	Super Administrator Core Agency Administrator Secondary Agency Administrator	-	一、Readable and operateable modules: <b>【Dashboard】【Data Analysis】【Manage Finance】【Manage Authority】</b> 二、Detailed points of right 1) Create AA 2) Transfer in/out AA 3) Authorize users with SA/AA roles	一、Readable and operateable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】【Manage Finance】【Tools】</b>
	Secondary Agency Analyst	Super Administrator Core Agency Administrator Secondary Agency Administrator	-	一、Readable modules: <b>【Dashboard】【Data Analysis】</b>	一、Readable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】</b>
Advertiser Agency (AA)	AA Administrator	Super Administrator Core Agency Administrator Secondary Agency Administrator	-	-	一、Readable and operateable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】【Manage Finance】【Tools】</b>
	AA Analyst	Super Administrator Core Agency Administrator Secondary Agency Administrator	-	-	一、Readable modules: <b>【Dashboard】【Manage Ads】【Data Analysis】</b>



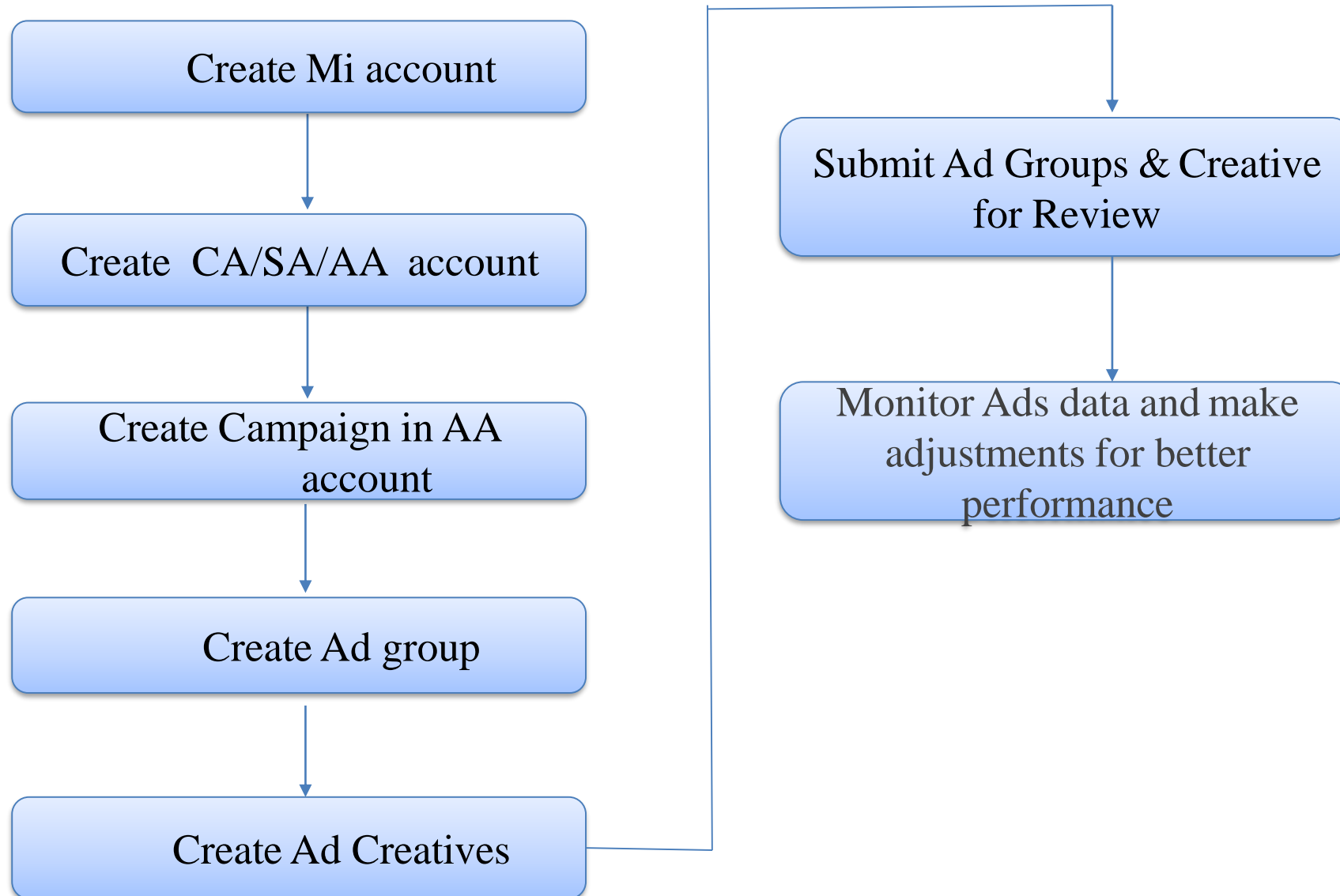
# 2

## Operational Process On Miads


**PART TWO**



# Operational Process On Miads



# Mi account registration

 Mi Account

[User Agreement](#) [Privacy Policy](#) [Need help?](#) | [English](#) ▼

Sign in Sign up

Region  
Indonesia ▼

Country code  
+62 ▼

Phone number






Enter verification c... [Get verification code](#)

☐ I've read and agreed to Xiaomi's [User Agreement](#) and [Privacy Policy](#).


Sign up

[Can't receive verification code?](#)

More options



# CA account registration



Complete the information below  
Sign up with 2 steps

1 Account Information

2 Advertising Qualification

\* Account Type

☐ Advertiser

☒ Core agency

\* Last Name

\* First Name

\* Company Name

The company name (including the letter case) must be the same as that on the license.

\* Country/Region

Select Country/Region

\* Email

\* Phone Number

\* Registration

Address

\* Xiaomi Entity

Xiaomi Technologies Singapore Pte. Ltd.

Settlement

☒ USD


☐ CNY

Mi Ads' pricing currency is USD

Currency

☐ I've agreed to [Terms and Conditions](#)

Next



Complete the information below  
Sign up with 2 steps

1 Account Information

2 Advertising Qualification

Company Registration

\* Industry

Select

\* Registration

+

Upload a scanned file  
(jpg/png/pdf, <4M)

Certificate

1 Provide valid and legal business license or other documents.

Other Licenses

License

+

Upload a scanned file  
(jpg/png/pdf, <4M)

1 Provide an administrative license or approved document (if any) that is requested and issued by the government to prove that you're authorized to engage in related activities.


Back To Step One

Submit

## Tips:

1. For **company name** should same with **Registration Certification**.

2 Uploading Registration Certificate must be **English Or Chinese**. (Use common language to facilitate subsequent query of company information)

 商业产品  
monetization

## Core Agency Functions

Dashboard	Data Analysis	Manage Finance	Manage Authority
CA Account Overview	Data Overview	Top-up Record	Authorization Overview
Create SA	Data Download	Transfer Record	Add Authorization
Transfer in/out SA			
Authorize SA roles			

Notice: take administrator's points of right as examples

# CA Dashboard

Mi Ads

Dashboard

Data Analysis

Manage Finance

Manage Authority

Tools

EN | CN

Xapads Media Pte. Ltd.  
Core Agency Account ID: 4347  
Mi Account: 2579100356

Core Agency Account

Passed

Cost Today

1025.48 USD

Total Secondary Agency Account Balance

2604.84 USD

Core Agency Account Balance

9752.16 USD

Secondary Agency Account

Passed

Rejected

2

0

Changes Being Audited

0

Auditing

0

All Status

secondary agency

Search

Batch Operations

2022/08/23 - 2022/08/23

Create SA

1. Check CA/SA account balance, Ensure sufficient balance and avoid campaign suspension
2. SA account auditing status
3. Transfer & Authorize for SA
4. Create SA

# CA function: transfer/authorization

Transfer

Transfer In

Transfer Out

Account: 278

\* Amount: ☒ 1000 USD ☐ 5000 USD ☐ 10000 USD ☐ Other

Cancel

OK

Transfer

Transfer In

Transfer Out

Account: 278

\* Amount: ☒ All ☐ 1000 USD ☐ 5000 USD ☐ 10000 USD ☐ Other

Cancel

OK

Authorize

\* Authorize

☒ Secondary agency administrator

☐ Secondary agency analyst

\* Mi Account

Authorization


List

secondary agency account ID

278

OK

# CA Functions-Create SA



Complete the information below  
Sign up with 2 steps

1 Account Information

2 Advertising Qualification

\* Account Type

Secondary agency

\* Last Name

\* First Name

\* Company Name

The company name (including the letter case) must be the same as that on the license.

\* Country/Region

Select Country/Region

\* Email

\* Phone Number

\* Registration

Address

\* Xiaomi Entity

Xiaomi Technologies Singapore Pte. Ltd.

Settlement

☐ USD

☒ CNY


☐ INR

Mi Ads' pricing currency is USD

Currency

☐ I've agreed to [Terms and Conditions](#)

Next



Complete the information below  
Sign up with 2 steps

1 Account Information

2 Advertising Qualification

Company Registration

\* Industry

Select

\* Registration

+

Upload a scanned file

(jpg/png/pdf, <4M)

Certificate

1

Provide valid and legal business license or other documents.

Other Licenses

License

+

Upload a scanned file

(jpg/png/pdf, <4M)

1

Provide an administrative license or approved document (if any) that is requested and issued by the government to prove that you're authorized to engage in related activities.


Back To Step One

Submit

Tips:

For company name should same with Registration Certification.

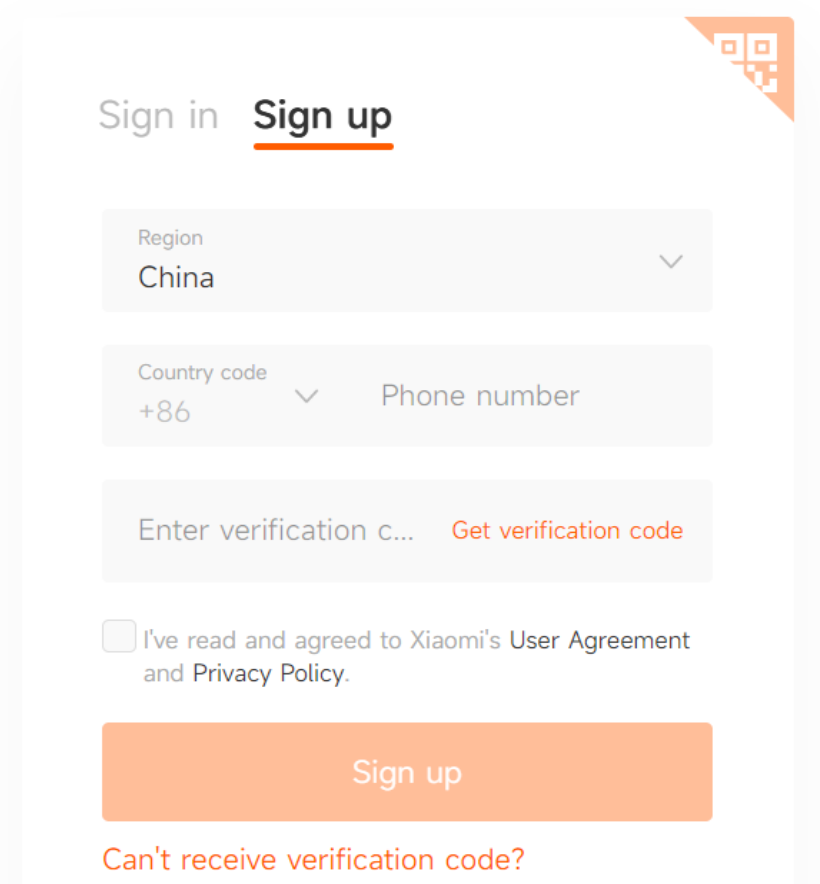
Uploading Registration Certificate must be English Or Chinese.

 商业产品  
monetization

# CA for SA account opening steps

1. SA should log into xiaomi.com to register Xiaomi ID

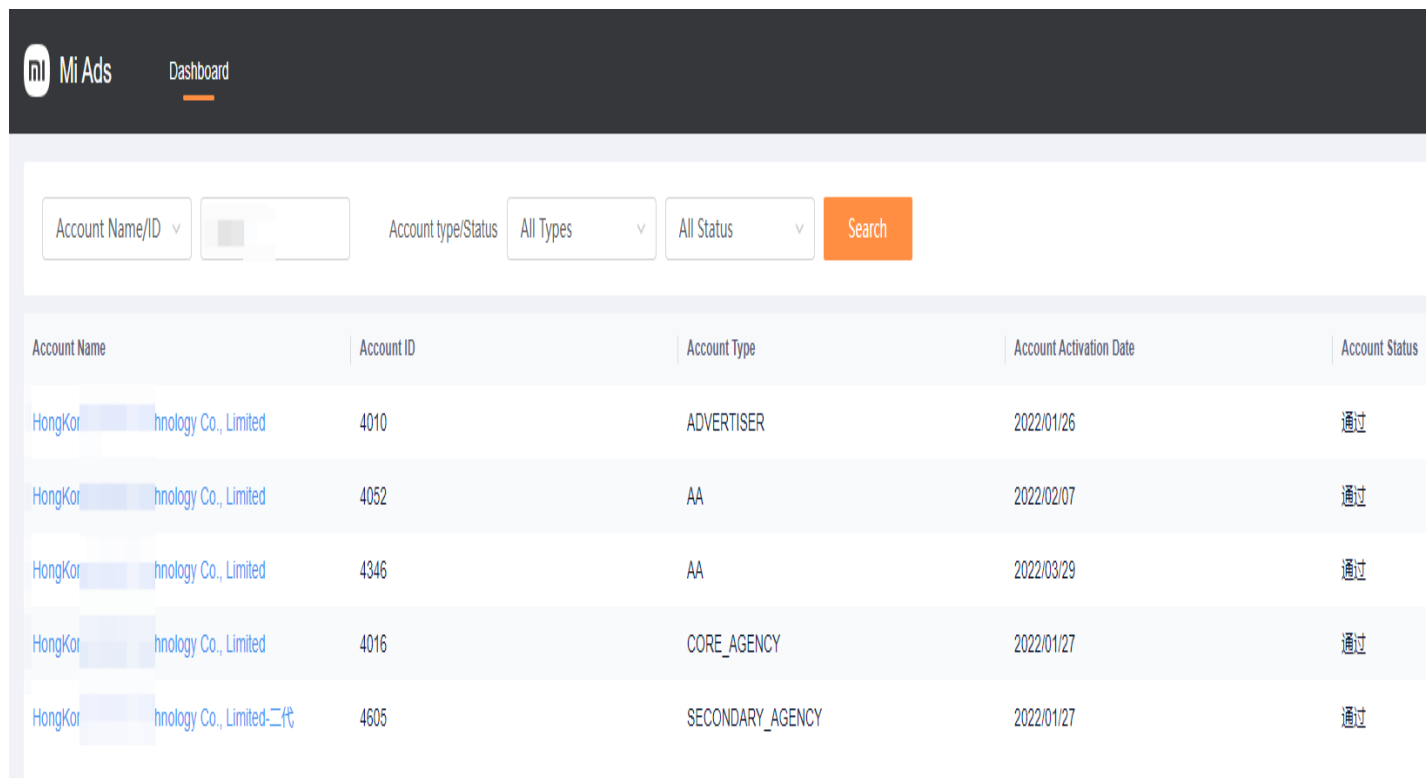
<https://www.mi.com/>



The screenshot shows the 'Sign up' page on the Xiaomi website. It features a 'Sign in' link and a 'Sign up' button. Below these are input fields for 'Region' (set to 'China'), 'Country code' (set to '+86'), and 'Phone number'. There is also a field for 'Enter verification code' and a 'Get verification code' button. A checkbox for 'I've read and agreed to Xiaomi's User Agreement and Privacy Policy.' is present. At the bottom is a large orange 'Sign up' button and a link for 'Can't receive verification code?'.

2. SA provides to CA with the company registration certificate, CA assists SA to complete the process of creation, registration and transfer

3. SA logs into Xiaomi Marketing  
<https://global.e.mi.com/>

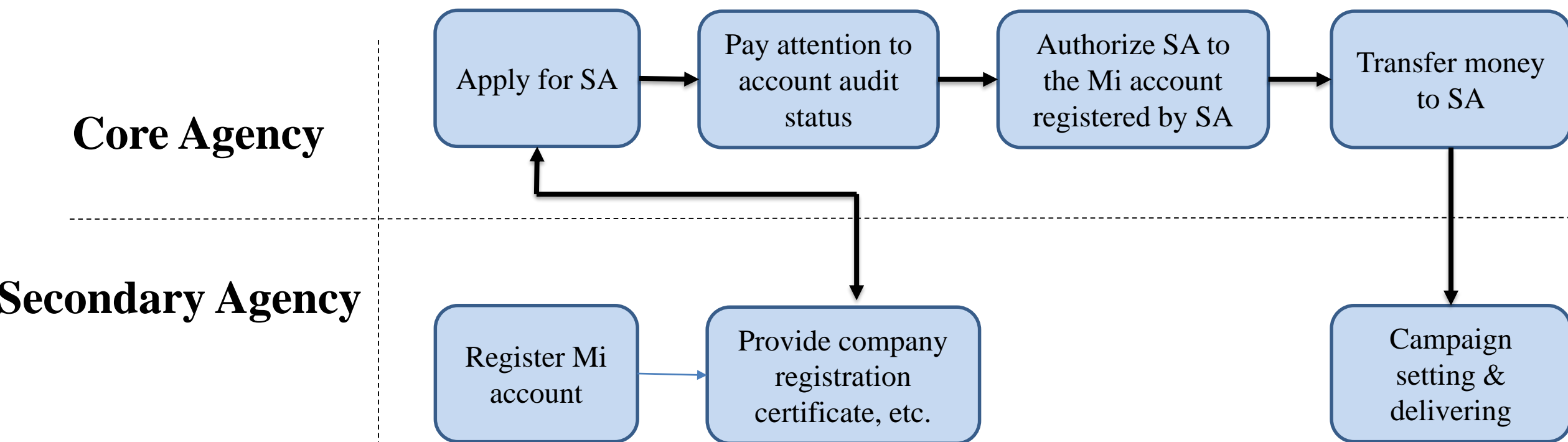


The screenshot shows the 'Mi Ads' Dashboard. It has a search bar with 'Account Name/ID' and 'Account type/Status' filters. Below the search bar is a table with the following columns: Account Name, Account ID, Account Type, Account Activation Date, and Account Status. The table contains five rows of data.

Account Name	Account ID	Account Type	Account Activation Date	Account Status
HongKor [redacted] hnology Co., Limited	4010	ADVERTISER	2022/01/26	通过
HongKor [redacted] hnology Co., Limited	4052	AA	2022/02/07	通过
HongKor [redacted] hnology Co., Limited	4346	AA	2022/03/29	通过
HongKor [redacted] hnology Co., Limited	4016	CORE_AGENCY	2022/01/27	通过
HongKor [redacted] hnology Co., Limited-二代	4605	SECONDARY_AGENCY	2022/01/27	通过



# SA Registration Flowchart



# CA Functions-Data Analysis

Mi Ads

DashboardData AnalysisManage FinanceManage Authority

EN | CN

测试\_核代\_12022  
Core Agency Account ID: 274  
Mi Account: 3150398351

Dimension

Regionsecondary agency acccAA account IDAd Slots2021/08/23 - 2021/08/23

Grouping

SelectRegion、Ad Slots

Query Mode

TotalSearchDownload Report

Total、Date

Impressions	Clicks	Conversions	Cost	ECPM
160	170	200	0.00	0.0000

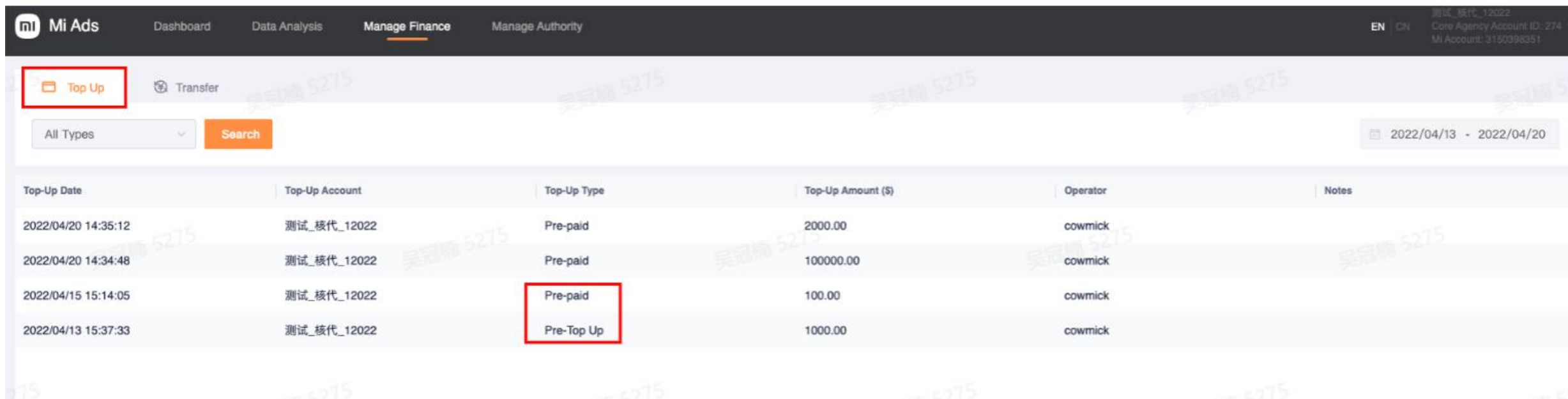
20/page

< 1 >

Go to 1

产品  
ization

# CA Functions-Manage Finance



The screenshot displays the 'Manage Finance' section of the Mi Ads interface. At the top, there is a navigation bar with 'Mi Ads' and several menu items: 'Dashboard', 'Data Analysis', 'Manage Finance' (which is highlighted), and 'Manage Authority'. On the right side of the navigation bar, there are language options 'EN' and 'CN', and user information including '测试\_核代\_12022', 'Core Agency Account ID: 274', and 'Mi Account: 3150398351'.

Below the navigation bar, there is a sub-header area with a 'Top Up' button (highlighted with a red box) and a 'Transfer' button. Below this, there is a search filter section with a dropdown menu set to 'All Types' and a 'Search' button. To the right of the search section, there is a date range selector showing '2022/04/13 - 2022/04/20'.

The main content area contains a table with the following columns: 'Top-Up Date', 'Top-Up Account', 'Top-Up Type', 'Top-Up Amount (\$)', 'Operator', and 'Notes'. The table lists four transactions:

Top-Up Date	Top-Up Account	Top-Up Type	Top-Up Amount (\$)	Operator	Notes
2022/04/20 14:35:12	测试_核代_12022	Pre-paid	2000.00	cowmick	
2022/04/20 14:34:48	测试_核代_12022	Pre-paid	100000.00	cowmick	
2022/04/15 15:14:05	测试_核代_12022	Pre-paid	100.00	cowmick	
2022/04/13 15:37:33	测试_核代_12022	Pre-Top Up	1000.00	cowmick	

In the table, the 'Pre-paid' entry for the date 2022/04/15 15:14:05 and the 'Pre-Top Up' entry for the date 2022/04/13 15:37:33 are highlighted with red boxes.

1. **Pre paid:** if SA is working with CA on pre-payment, Top-Up Type should be Pre-paid.  
(Operation is only recharged to the CA, and the payment method of the SA is managed by the CA)
2. **Pre-Top Up:** if SA is working with CA on post-payment, Top-up Type should be Pre-top up.

# CA Functions-Manage Finance

Mi Ads

Dashboard

Data Analysis

Manage Finance

Manage Authority

EN

CN

测试\_核代\_12022

Core Agency Account ID: 274

Mi Account: 3150398351

Top Up

Transfer

All Types

Account Name/ID

Search

2022/04/13

-

2022/04/20

Transfer Date	Transfer Account ID	Transfer Account	Transfer Type	Amount (\$)	Operator	Notes
2022/04/19 16:09:14	278	test_444	Transfer Out	50.00	3150398351	
2022/04/19 10:14:17	275	test_111	Transfer Out	30.00	3150398351	
2022/04/19 10:14:09	276	test_222	Transfer Out	20.00	3150398351	
2022/04/19 10:14:00	278	test_444	Transfer in	100.00	3150398351	
2022/04/18 19:48:44	278	test_444	Transfer Out	100.00	3150398351	
2022/04/18 19:47:34	278	test_444	Transfer in	1000.00	3150398351	
2022/04/18 17:15:23	278	test_444	Transfer Out	1000.00	3150398351	
2022/04/18 17:15:16	276	test_222	Transfer in	200.00	3150398351	
2022/04/18 17:15:08	278	test_444	Transfer in	200.00	3150398351	
2022/04/18 14:56:00	276	test_222	Transfer Out	300.00	3150398351	
2022/04/18 14:51:40	278	test_444	Transfer Out	200.00	3150398351	
2022/04/18 14:51:05	278	test_444	Transfer in	100.00	3150398351	
2022/04/18 14:34:08	278	test_444	Transfer Out	100.00	3150398351	
2022/04/15 16:30:06	278	test_444	Transfer in	100.00	3150398351	

# CA Functions-Manage Authority

Mi Ads

DashboardData AnalysisManage FinanceManage Authority

EN | CN

测试\_杨代\_12022  
Core Agency Account ID: 274  
Mi Account: 3150398351

Mi Accountsecondary agency acccAA account IDRole TypesSearchAdd Authorization

Mi Account	Secondary Agency Account ID	AA Account	Role Types	Operation
1127432930	278	--	Secondary agency analyst	Delete
8787	276	--	Secondary agency administrator	Delete
1127432930	--	--	Core agency analyst	Delete

Secondary agency administrator

Secondary agency analyst

AA administrator

AA analyst

Core agency administrator

Core agency analyst

Add Authorization

\* Mi Account

\* Authorize

The Role

\* Authorize

Account

Secondary agency administrator

Secondary agency analyst

AA administrator

AA analyst

Core agency administrator

Core agency analyst

Select

OK

10/page1Go to1

## Secondary Agency Functions

**Dashboard**

SA Account  
Overview

Create AA

Transfer  
in/out AA

Authorize AA  
roles

**Data  
Analysis**

Data Overview

Data Download

**Manage  
Finance**

Transfer Record


**Manage  
Authority**

Authorization  
Overview

Add  
Authorization

Notice: take administrator's points of right as examples

# SA Functions-Dashboard

 Mi Ads

Dashboard

Data Analysis


Manage Finance

Manage Authority

Tools ▾

EN | CN

Tyads PTE. LTD.  
Secondary Agency Account ID: 5033  
Mi Account: 2579100356

 Secondary Agency Account

Passed

Cost Today


54.51 USD

Total AA Account Balance ⚠

4672.82 USD

Secondary Agency Balance

5773.93 USD

 AA Account

Passed

Rejected

1

Changes Being Audited

0

Auditing

0

All Status ▾





AA account name ▾

Search

Batch Operations

2022/08/27 - 2022/08/27

+ Create AA

<input checked="" type="checkbox"/> AA Account Name	AA Account ID	Account Activation Date	Account Status	Account Balance ↕	Historical Cost ↕	Cost Today ↕	Operation
		2022/08/20	Passed	269.59	15.922	1.57	<div>Transfer</div> <div>Authorize</div>
		2022/08/19	Passed	11.41	0.042	0.00	<div>Transfer</div> <div>Authorize</div>

1. Check SA/AA account balance, **Ensure sufficient balance and avoid campaign suspension**
2. AA account auditing status
3. Transfer & Authorize for AA
4. Create AA

# SA Functions-Transfer/Authorize

Transfer

Transfer In

Transfer Out

Account: 284

\* Amount: ☒ 100 USD ☐ 500 USD ☐ 1000 USD ☐ 10000 USD ☐ Other

Cancel

OK

Transfer

Transfer In

Transfer Out

Account: 284

\* Amount: ☒ All ☐ 100 USD ☐ 500 USD ☐ 1000 USD ☐ Other

Cancel

OK

Authorize

\* Authorize

☒ AA administrator ☐ AA analyst

The Role

\* Mi Account

Authorization

List


AA account ID

284

OK



# SA Functions-Create AA



Complete the information below  
Sign up with 2 steps

1 Account Information

2 Advertising Qualification

\* Account Type

Advertiser Agency

\* Last Name

\* First Name

\* Company Name

The company name (including the letter case) must be the same as that on the license.

\* Country/Region

Select Country/Region

\* Email

\* Phone Number

\* Registration

Address

\* Xiaomi Entity

Xiaomi Technologies Singapore Pte. Ltd.

Settlement


☐ USD ☒ CNY ☐ INR

Mi Ads' pricing currency is USD

Currency

☐ I've agreed to [Terms and Conditions](#)

Next



Complete the information below  
Sign up with 2 steps

1 Account Information

2 Advertising Qualification

Company Registration

\* Industry

Select

\* Registration

Certificate

+

Upload a scanned file  
(jpg/png/pdf, <4M)

!

Provide valid and legal business license or other documents.

Other Licenses

License

+

Upload a scanned file  
(jpg/png/pdf, <4M)


!

Provide an administrative license or approved document (if any) that is requested and issued by the government to prove that you're authorized to engage in related activities.

Back To Step One

Submit

1. Company name: Fill in App name
2. Registration Certificate: Uploading a screenshot of the app's info page(GP or GA)
3. Other legitimate files of your clients are optional

 商业产品  
monetization

# Create AA Account: Upload info page

1 Account Info    2 Ad Qualification

Company Registration

\* Industry Select

- Network Services
- E-commerce
- Financial Services
- Tools
- travel
- Education
- Real Estate

Upload a scanned file (jpg/png/pdf , < 4M)

\* Registration

Certification

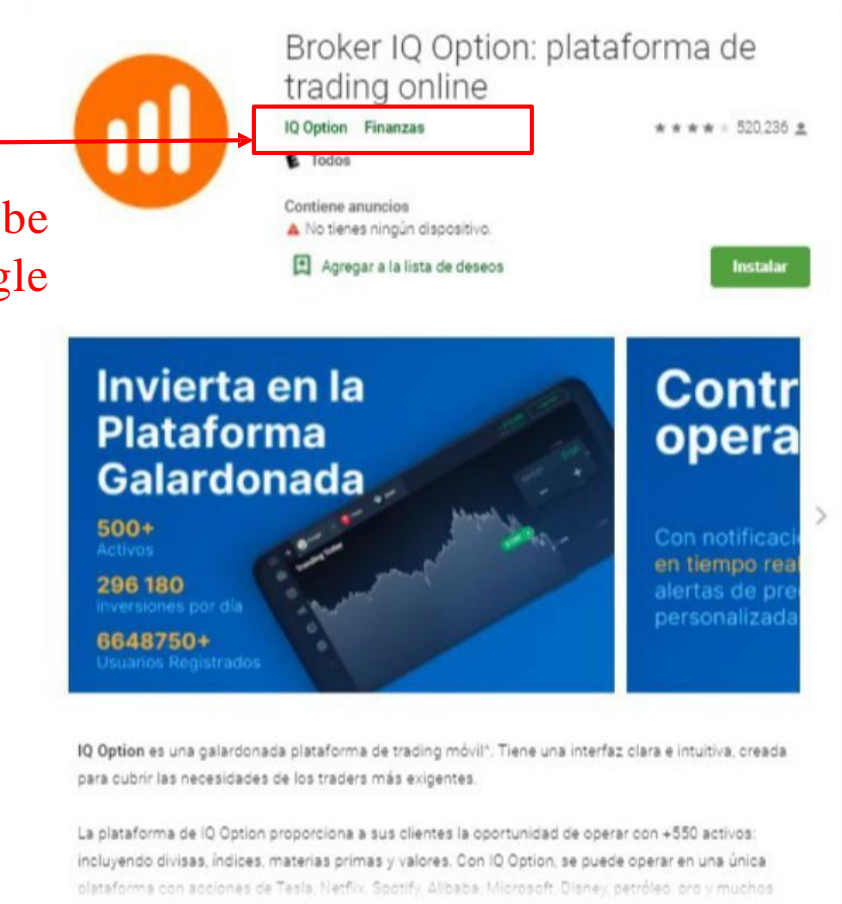
Other Licenses

License

1 Provide an administrative license or approved document that is requested and issued by the government to prove that you're authorized to engage in related activities.


Submit

Industry needs to be consistent with Google Play's category



Google Play Info Page

# SA Functions-Data Analysis

 Mi Ads

[Dashboard](#)[Data Analysis](#)[Manage Finance](#)[Manage Authority](#)

EN | CNtest\_222  
Secondary Agency Account ID: 276  
Mi Account: 3150398351

Dimension

Region

AA account ID

Ad Slots

2021/08/23 - 2021/08/23

Grouping

Select

Region、Ad Slots

Query Mode

Total

Search

Download Report

Total、Date

Impressions	Clicks	Conversions	Cost	ECPM
160	170	200	0.00	0.0000

20/page

<1>

Go to1

# SA Functions-Manage Finance

Mi Ads

Dashboard

Data Analysis

Manage Finance

Manage Authority

EN

CN

test\_222

Secondary Agency Account ID: 276

Mi Account: 3150398351

All Types

Account Name/ID

Search

2022/04/13

-

2022/04/20

Transfer Date	Transfer Account ID	Transfer Account	Account Type	Transfer Type	Amount (\$)	Operator	Notes
2022/04/19 10:14:09	274	测试_核代_12022	Core agency	Transfer in	20.00	3150398351	
2022/04/18 17:15:16	274	测试_核代_12022	Core agency	Transfer Out	200.00	3150398351	
2022/04/18 16:34:47	284	test213	Advertiser Agency	Transfer in	10.00	cowmick	
2022/04/18 16:34:37	284	test213	Advertiser Agency	Transfer Out	10.00	cowmick	
2022/04/18 14:56:11	279	AA_test1	Advertiser Agency	Transfer Out	100.00	3150398351	
2022/04/18 14:56:00	274	测试_核代_12022	Core agency	Transfer in	300.00	3150398351	
2022/04/15 16:29:51	274	测试_核代_12022	Core agency	Transfer Out	100.00	3150398351	
2022/04/15 16:29:34	279	AA_test1	Advertiser Agency	Transfer in	100.00	3150398351	
2022/04/15 16:29:23	274	测试_核代_12022	Core agency	Transfer Out	200.00	3150398351	
2022/04/14 15:08:17	279	AA_test1	Advertiser Agency	Transfer Out	100.00	3150398351	
2022/04/14 10:48:02	279	AA_test1	Advertiser Agency	Transfer in	100.00	3150398351	
2022/04/14 10:37:10	279	AA_test1	Advertiser Agency	Transfer Out	100.00	3150398351	
2022/04/14 10:33:02	274	测试_核代_12022	Core agency	Transfer in	100.00	3150398351	
2022/04/14 10:32:59	274	测试_核代_12022	Core agency	Transfer in	100.00	3150398351	
2022/04/14 10:30:08	274	测试_核代_12022	Core agency	Transfer in	100.00	3150398351	
2022/04/13 16:03:23	274	测试_核代_12022	Core agency	Transfer Out	20.00	3150398351	

<12>

Go to1

# SA Functions-Manage Authority

Mi Ads

DashboardData AnalysisManage FinanceManage Authority

EN CNtest\_222Secondary Agency Account ID: 276Mi Account: 3150398351

MI Accountsecondary agency acccAA account IDRole TypesSearchAdd Authorization

MI Account	Secondary Agency Account ID	AA Account	Role Types	Operation
8787	276	--	Secondary agency administrator	Delete

Secondary agency administrator  
Secondary agency analyst  
AA administrator  
AA analyst

Add Authorization

\* MI Account

\* Authorize

Secondary agency administrator

Secondary agency analyst

AA administrator

AA analyst

The Role

\* Authorize

Select

Account

OK

10/page<1>Go to1

商业产品  
monetization

# Advertiser Agency Functions

**Dashboard**

**Manage  
Ads**

**Data  
Analysis**

**Manage  
Finance**

**Tools**

**AA Account  
Overview**

**Manage  
Campaigns**

**Data Overview**

**Transfer Record**

**Operation  
Logs**

**Manage  
Ad Groups**

**Data Download**

**Manage  
Audience**

**Mange  
Ads**

# AA Functions-Dashboard

The dashboard shows the 'Secondary Agency Account' status as 'Passed'. Key metrics include 'Cost Today' at 8.02 USD, 'Total AA Account Balance' at 4406.28 USD (marked with a yellow warning triangle), and 'Secondary Agency Balance' at 5773.93 USD. A summary for the 'AA Account' shows 22 'Passed', 1 'Rejected', 0 'Changes Being Audited', and 0 'Auditing'.

Filters include 'All Status', 'AA account name', and a date range of '2022/08/28 - 2022/08/28'. A '+ Create AA' button is visible.

AA Account Name	AA Account ID	Account Activation Date	Account Status	Account Balance	Historical Cost	Cost Today	Operation
[Redacted]	[Redacted]	2022/08/20	Passed	254.48	16.033	0.65	Transfer Authorize
[Redacted]	[Redacted]	2022/08/19	Passed	11.39	0.018	0.00	Transfer Authorize

**Account Balance:** Before creating Ad campaigns, confirm the account has balance.

**Transfer:** If the balance is sufficient, select transfer

**Authorize:** fill in the Mi Account for account administration.

When there's balance of AA accounts is lower than 2000\$, then a yellow triangle will be shown here.

If hover your mouse over it, you can find the account ID of the insufficient ones.

The dashboard shows 'Cost Today' at 153.64 USD and 'Total AA Account Balance' at 5360.67 USD (marked with a yellow warning triangle). A tooltip is displayed over the warning triangle, listing account IDs: 5062, 5189, 5060, 5059, 5048, 5057, 5100, 5174, 5173, 5253, 5061, 5045, 5064, 5109, 5047, 5083, 5188, 5075, 5172, 5146, 5065, 5063, 5058. The tooltip message states: 'Account 5062, 5189, 5060, 5059, 5048, 5057, 5100, 5174, 5173, 5253, 5061, 5045, 5064, 5109, 5047, 5083, 5188, 5075, 5172, 5146, 5065, 5063, 5058 balance is low, please recharge to ensure your advertising performance.'

# AA Functions : Transfer & Authorization

Authorize

\* Authorize ☒ AA administrator ☐ AA analyst

The Role

\* Mi Account

Authorization List

AA account ID  
5253

OK

Click the “Authorize” button of the AA Account and fill in the Mi Account for account administration.

Transfer

Transfer In Transfer Out

\* Account: 510

\* Amount: ☒ 100 USD ☐ 500 USD ☐ 1000 USD ☐ 10000 USD ☐ Other

Cancel OK

Date	Amount	Status	Balance
2019/08/20			
2019/08/21	40205.33	Passed	434.60
2019/10/11	14981.31	Passed	5.10

Choose the amount and press “OK” .  
Then, go back to the AA Account to confirm.



# AA Functions - Batch Operation

Mi Ads

Dashboard

Data Analysis

Manage Finance

Manage Authority

Tools

EN | CN | tyraus PTE. LTD. Secondary Agency Account ID: 5033 Mi Account: 2579100356

Secondary Agency Account

Cost Today

153.64 USD

Total AA Account Balance

5360.67 USD

Secondary Agency Balance

4673.93 USD

Passed

AA Account

Passed

23

Rejected

1

Changes Being Audited

0

Auditing

0

All Status

AA account name

Search

Batch Operations

2022/08/28 - 2022/08/28

Create AA

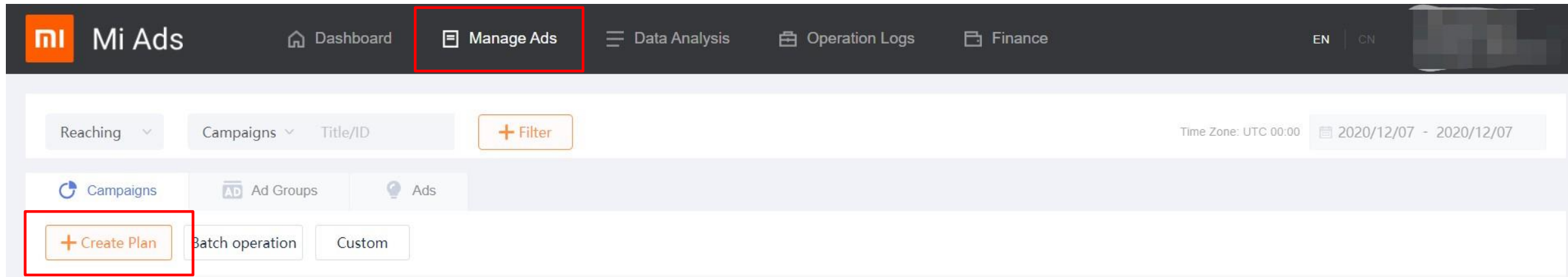
AA Account Name	AA Account ID	Batch Operations	Account Status	Account Balance	Historical Cost	Cost Today	Operation
<input checked="" type="checkbox"/> Z		Batch Authorization	Passed	0.00	0	0.00	Transfer Authorize
<input type="checkbox"/> C		Batch Transfer	Passed	250.79	16.033	4.34	Transfer Authorize
<input checked="" type="checkbox"/> C			Passed	11.38	0.018	0.01	Transfer Authorize

**Batch Transfer:** If you want to transfer to more than one AA account, then you can choose them here, and choose “Batch Operations-Batch Transfer”.

**Batch Authorization:** If you want to authorize more than one AA account, you can choose them on the left side, and choose batch Authorization.

## AA Functions – Manage Ads

- Once the AA account is approved and the balance is sufficient, select the AA account that you would like to start campaigns, and click “AA Name” to enter its operation page.
- Create the Campaigns, Ad Groups and Ads successively.



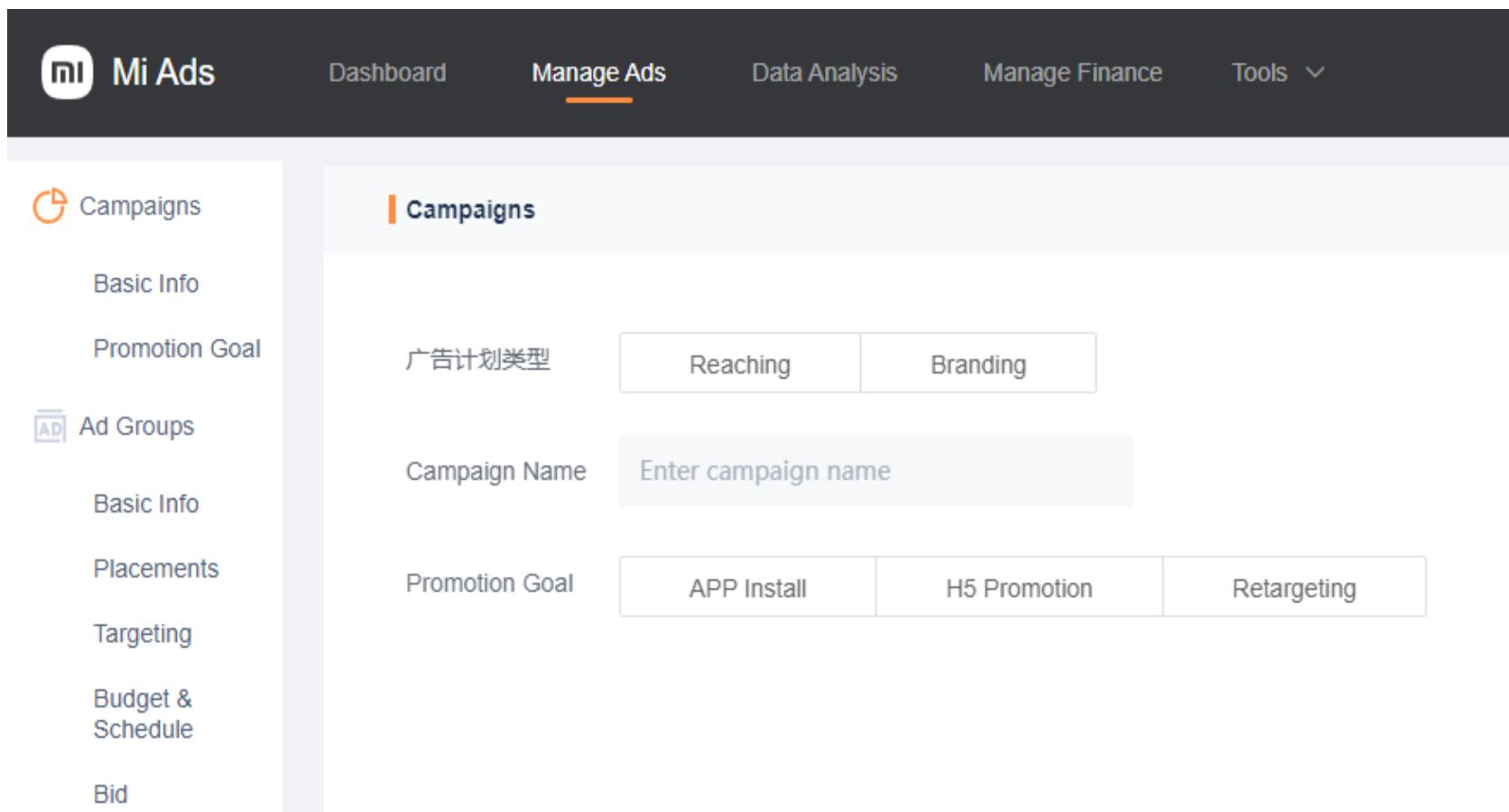
Hit the “Create Plan” button to start creating campaigns.

# Manage Ads-Create campaign

Step1: Select marketing goals: Only have Reaching

Step2: Enter campaign name.

Step3: Click “Complete & Create Ad Group” and go to next part.



The screenshot shows the 'Mi Ads' dashboard with the 'Manage Ads' tab selected. The left sidebar contains a menu with 'Campaigns' (selected), 'Ad Groups', and 'Targeting'. The main content area is titled 'Campaigns' and displays three form fields for creating a campaign:

- 广告计划类型 (Ad Plan Type):** Two buttons, 'Reaching' and 'Branding'. 'Reaching' is selected.
- Campaign Name:** A text input field with the placeholder 'Enter campaign name'.
- Promotion Goal:** Three buttons, 'APP Install', 'H5 Promotion', and 'Retargeting'. 'APP Install' is selected.

Promotion Goal:

**App install:** CPI model

**H5 promotion:** CPC model  
(Using for web campaign)

**Retargeting:** CPC model (Attract users who installed apps to drive more action)



# 3

## Operation strategy & Case

**PART THREE**

**Operational Process**

Advanced operation

Case

# Manage Ads-Promotion Goal ★

## App Install

### Promotion Goal

#### Install Apps

✓ Not installed  
currently

Attract more users to  
install your app by  
delivering it to users who  
haven't installed currently  
the app (by default)

👤 Not installed  
within 90 days

Attract more users to  
install your app by  
delivering it to users who  
haven't installed the app  
within 90 days (by default)

🕒 Never been  
installed

Attract more users to  
install your app by  
delivering it to users who  
have never installed the  
app (by default)

## H5 Promotion

### User Coverage

👤 Full-scale users

Display ads to more users  
by delivering it to all users  
(by default)

## Retargeting

### Retargeting

🔄 Installed

Attract users to operate  
more in your app by  
delivering it to users who  
have installed the app (by  
default)

# Manage Ads: Create campaign Group

## Step1: Create Ad Group Name & Promotion Goal

**Ad Groups**

Campaign Name

1

Ad Group Name

2

### Promotion Object

Promotion Application

Xiaomi AppStore

Google AppStore

Enter package name

☐ Xiaomi's Settlement Method ☐ Third-party Settlement Method

Promotion Goal

Retargeting



Installed

Attract users to operate more in your app by delivering it to users who have installed the app (by default)

1. Choose **Promotion Application**  
**Xiaomi App Store(Getapps)** available in  
**IN,ID,RU,TR,ES,VN,PH,MY,TH**

2. Fill in with the **package name**.  
Make sure Package name correct

3. Select **Settlement Method**

If using MMP links, select“ **Third- party Settlement Method**”.

If you choose “**Xiaomi's Settlement Method**”. It will create the click link automatically and the install data will only be recorded on Miads.

# Manage Ads: Create campaign Group



Step2: Select corresponding media/ad slots.

Placements

Select placement

Lock screen wallpaper	SMS	Icon	NewsFeed	interstitial	Banner	PUSH	Reward Video
-----------------------	-----	------	----------	--------------	--------	------	--------------

Media/Ad placemen

☒ All

Added: Media19/19,Ad Slots84/84

ts:

<input checked="" type="checkbox"/> GLOBAL_APPVAULT_NE...	>	<input checked="" type="checkbox"/> 1.302.4.15
<input checked="" type="checkbox"/> GLOBAL_DESKTOPFOL...	>	<input checked="" type="checkbox"/> 1.302.4.16
<input checked="" type="checkbox"/> GLOBAL_POCO	>	<input checked="" type="checkbox"/> 1.302.4.17
<input checked="" type="checkbox"/> GLOBAL_DOWNLOAD_...	>	<input checked="" type="checkbox"/> 1.302.4.18
<input checked="" type="checkbox"/> GLOBAL_368	>	<input checked="" type="checkbox"/> 1.302.4.12
<input checked="" type="checkbox"/> GLOBAL_THEME_MANA...	>	<input checked="" type="checkbox"/> 1.302.4.13
<input checked="" type="checkbox"/> GLOBAL_APPVAULT_NEW	>	<input checked="" type="checkbox"/> 1.302.4.14
<input checked="" type="checkbox"/> GLOBAL_SETUP_WIZARD	>	<input checked="" type="checkbox"/> 1.302.4.1
<input checked="" type="checkbox"/> GLOBAL_OK_LAUNCHER	>	<input checked="" type="checkbox"/> 1.302.4.2
<input checked="" type="checkbox"/> GLOBAL_CLEAN_MASTER	>	

Tips

Placement traffics

Icon>Newsfeed>interstitial>Banner

At the beginning, you can choose as many media and ad placements as possible, and then filter and optimize placements according to the effect of different channels.

Do not select the same package name X country X placement more than 3 times.

# Manage Ads: Create campaign Group

## Step3: Set the Targeting

### Targeting

#### Audience Target

Country/Region: ☐ Eastern Asia ☐ Southern Asia ☐ Western Asia ☐ Central Asia ☐ South-eastern Asia ☐ Western Europe ☒ Eastern Europe ☐ Southern Europe

☐ Northern Europe ☐ Northern America

☐ India ☐ Indonesia ☒ Russia ☐ Singapore ☐ Malaysia ☐ Thailand ☐ Vietnam ☐ Philippines ☐ Spain ☐ France ☐ Italy

☐ China-hongkong ☐ China-taiwan ☐ China-macao

☐ All

Added countries/regions: one

Country/Region

Enter keywords

+ Afghanistan

+ Aland islands

+ Albania

+ Algeria

+ American samoa

+ Andorra

+ Angola

+ Anguilla

Here shows the estimated max daily impression and user coverage which can help you check if the targeting settings is too strict.

Audience Scale ?



Estimated max daily impressions

More than 100 million

Estimated max user coverage

72,000,000

Target Settings

Country/Region  
Russia

For “Audience Target” and other parts , **only the field “Country/Region” is a MUST**; rest fields are optional.



# Manage Ads: Create campaign Group- Using for quality improvement



## Step4:user behavior

Language:

AllLimited

User Behavior:

AllLimited

Machine Target

Network:

AllLimited

Mobile Operator:

AllLimited

Machine Type:

AllLimited

System Version:

All

UserBehavior

Target

App InstalledApp Not InstalledApp ActionsInstalled Apps By CategoriesNot Installed Apps By CategoriesUser Actions By App CategoriesOnline Time Of The AppOnline Time By App Categories

Search by keywords

Other Target

Audience:

Enter keywords

Excepted Audience:

Enter keywords

**App Install:** Installed Currently; Enter Package Name

**App Not Installed:** Current; within 30/90/180/365 Days; History not installed; Enter not installed package name

**App Actions:** The Users Active, Inactive, Uninstalled(enter package name) within 7/30/60/90/180 days and History

**Installed Apps By Categories:** The user has a certain type of app currently in their install list. (Like Beauty, Finance, Business..)

**Not Installed Apps By Categories:** The user who not installed a certain type of app currently or within 30/90/180/365 Days and History

**User actions by app categories:** The Users Active, Inactive, Uninstalled a certain type of app currently or within 7/30/60/90/180 Days and History

**Online Time Of the App:** The relative use time and Using time ranked of the specific app(package name) on the user's phone

**Online Time by App Categories:** Circle the length of time the app type has been used on the user's phone and Using time ranked

# Manage Ads: Create campaign Group

## Step5: Budget, Schedule and Bid

### Budget & Schedule

Time Zone:

Time:  ☒ Don't set end date

Period: ☐ Release all day ☐ Release by periods

Total Budget:  USD

Daily Budget:  USD



Ad set will be paused when either of daily budget or total budget has been exhausted.

Total budget and daily budget should more than \$30.

### Bid

Bid Type: ☐ CPA ☐ CPC

Price:  USD



CPA(Activation) must be higher than 0.05, CPC must be higher than 0.003, except there is a special approval.

# Manage Ads: Create Ads

Campaign Name

Ad Group Name

Ad Name

Select Ad campaign and group,  
then fill in the Ad name.

Tracking url

Click URL:

DeepLink:

Expose Monitor

Url:

Click address is a MUST, others are optional.

## Ad format

Format

Icon Small Card

Choose the needed format.

Banner\_600\*500

Banner\_640\*100

Large Newsfeed Image

## Material

Icon



Icon Size: 84 \* 84  
Image Format: jpg/png/jpeg/gif  
File Size: <= 100 KB

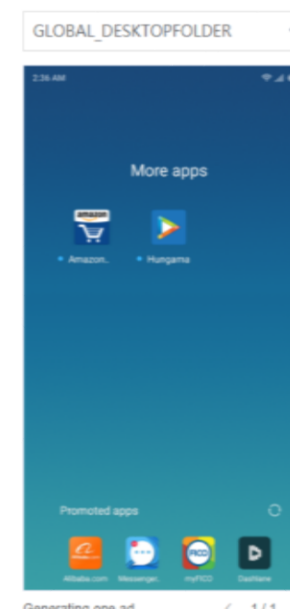
Ad Title

Enter Ad Ad Title (Up To 30 Characters)

Ad Description

Enter Ad Ad Description (Up To 80 Characters)

Upload the materials here, and fill in  
the Ad title, description and so on,

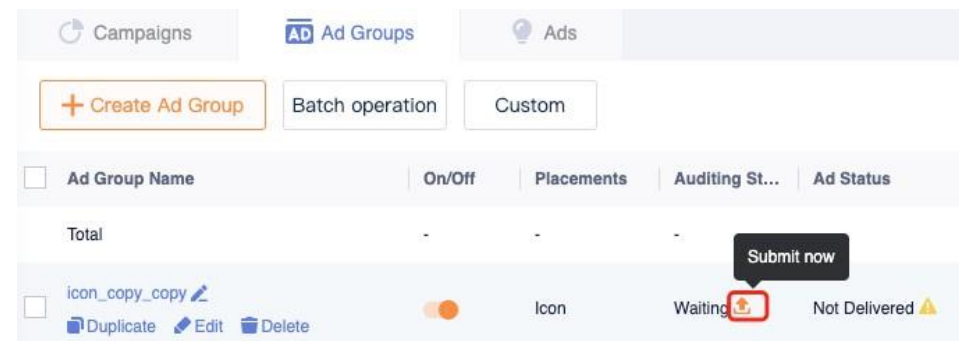


The preview of the  
materials will be  
shown on the right  
side.

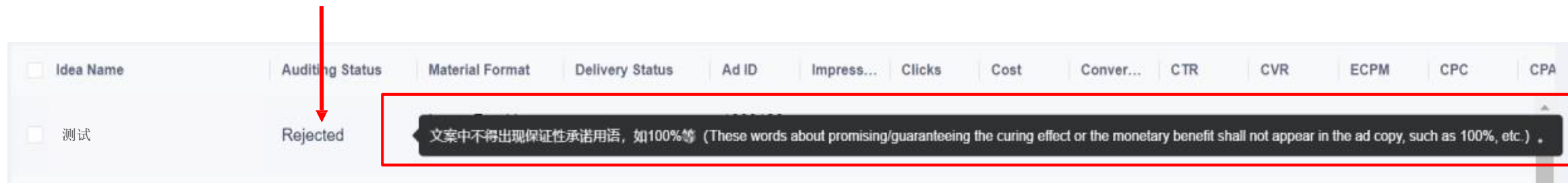
# Submit for Review ★

- After creating Ad Groups and Ads, hit “Submit now”

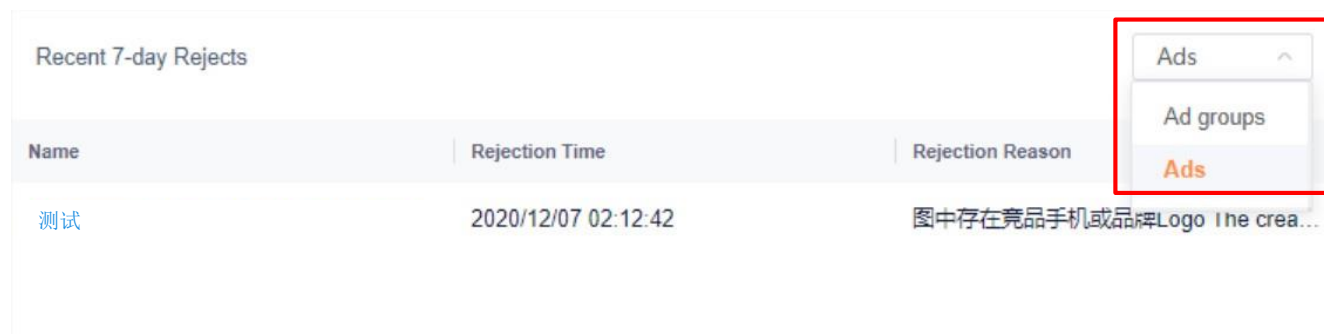
Please notice that Ads cannot be approved if the Ad group it belongs to has not been submitted nor approved.



- The campaign will be live after being approved. If not, please hover your mouse over the “Reject” below for a few seconds and then you will see the explanation for your ads current delivering status.



If the creative is rejected, hover the mouse over “Rejected” to check out the reason.



The reject reasons will also be shown on “Dashboard” – “Recent 7-day Rejects”

# Submit for Review

- Pay attention to Delivery Status for both Ad Groups and Ads.

<input type="checkbox"/> Ad Set Name	Placements	Delivery Status	Ad Set ID	Impressions	Clicks	Cost	Conversions	CTR	CVR	ECPM	CPC	CPA	On/Off	Operate
<input type="checkbox"/> 测试1	interstitial	Not Delivered 	Audition The Ad Group Ad Set Isn't In Promotion Cycle		0	0	0							<a href="#">Duplicate</a> <a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Back to plan</a>

<input type="checkbox"/> Idea Name	Auditing Status	Material Format	Delivery Status	Ad ID	Impressi...	Clicks	Cost	Conversi...	CTR	CVR	ECPM	CPC	CPA	On/Off	Operate
<input type="checkbox"/> 测试	Passed	Reward video	Not Delivered 	100012905	0	0	0	0							<a href="#">Duplicate</a> <a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Back to plan</a> <a href="#">Back to group</a>

## \* Tips for Naming the Ad campaigns, Groups and Creatives

### Ad Campaigns

Usually include name of the App, promotion country or region, promotion platform, settlement method and so on.

#### Examples :

- Moj-IN
- Moj-IN-GP
- Moj-IN+ID-MI
- Moj-IN-CPC

### Ad Groups

For Ad group, you can add some notice like ad type, crowd targeting, tiered bids and specific placement.

#### Examples :

- Moj-IN-icon
- Moj-IN-GP-native
- Moj-IN-CPC-native
- Moj-IN-icon-dmp
- Moj-IN-icon-high
- Moj-IN-icon-1.302.4.1

### Ad Creatives

Some marks can be added to distinguish between different creatives which is especially useful for native and banner ads.

#### Examples :

- Moj-IN-icon
- Moj-IN-GP-icon
- Moj-IN-GP-native-1
- Moj-IN-CPC-native-Chris

# AA Functions-Data Analysis

Mi Ads

DashboardManage AdsData AnalysisManage FinanceTools

EN | CN测试Account ID: 4500Mi Account: 2579100356

Dimension

ReachingCampaignsAd GroupsAdsAd SlotsRegionMedia

2022/08/23 - 2022/08/29

Grouping

Campaign

Query Mode

Total

Search

Download Report

MetricsCustom

Campaign	Impressions	Clicks	Cost	Conversions	CTR	CVR	ECPM	CPC	CPA
----------	-------------	--------	------	-------------	-----	-----	------	-----	-----

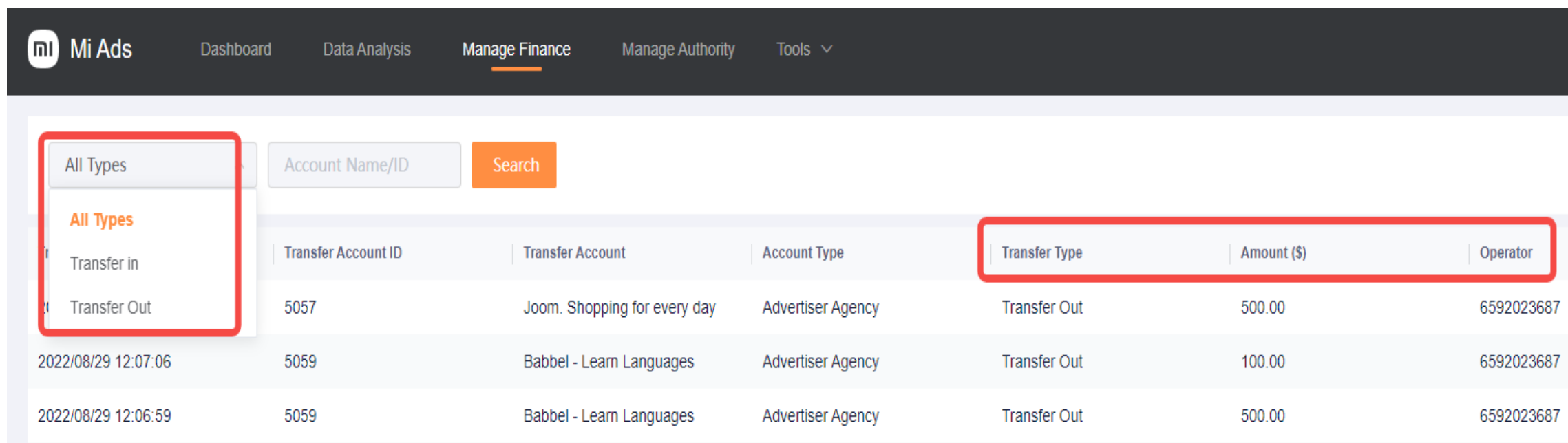
**Dimension:** Campaign; Ad Groups; Ads; Ad Slot(Placement); Region ; Time limit

**Groping:** Region; Ads; Ad Set; Countries/Region; Media;

**Query Model:** Total; Date; Hour

Download Report

# AA Functions-Manage Finance



Mi Ads						
Dashboard Data Analysis Manage Finance Manage Authority Tools						
Account Name/ID Search						
All Types						
Transfer in						
Transfer Out						
Transfer Account ID Transfer Account Account Type Transfer Type Amount (\$) Operator						
5057 Joom. Shopping for every day Advertiser Agency Transfer Out 500.00 6592023687						
2022/08/29 12:07:06 5059 Babbel - Learn Languages Advertiser Agency Transfer Out 100.00 6592023687						
2022/08/29 12:06:59 5059 Babbel - Learn Languages Advertiser Agency Transfer Out 500.00 6592023687						

**All Types:** Transfer in/Out

**Dimension:** Transfer date; Transfer account ID; Transfer account; Account type; Transfer Type; Account(\$); Operator



# AA Functions-Manage Audience

- Click "create" to manage your audience

The screenshot shows the 'Manage Audience' page in the Mi Ads dashboard. A red arrow points to the 'Create' button. The page features a search bar with filters for Country/Region and Audience Type, and a table listing existing audiences.

Audience Name	Audience ID	Audience Type	Audience Scale	Audience Region	Status	Created
test-russia	176646	Similar Apps Expanding	-	Russia	Unavailable running	2021-02-23 06:27
[test]-shop	176643	Similar Apps Expanding	-	India	Unavailable fail	2021-02-23 06:07
test-audient	176633	Similar Apps Expanding	-	India	Unavailable running	2021-02-23 03:30
test-likee	176065	Similar Apps Expanding	-	Russia	Unavailable running	2021-02-19 07:47
russia-3	173661	Similar Apps Expanding	-	Russia	Unavailable running	2021-02-02 06:31
russia-2	173656	Similar Apps Expanding	-	Russia	Unavailable running	2021-02-02 06:20
test-russia	173645	Similar Apps Expanding	-	Russia	Unavailable running	2021-02-02 05:08
test-dm-0201	173506	Advertiser Uploading	4,294	Indonesia	Available Last Updated:2021-02-01 06:10	2021-02-01 06:09
wb_test_facebook_10W	171774	Similar Apps Expanding	1,025	India	Available Last Updated:2021-01-21 03:04	2021-01-21 02:41
新加坡-10W-a.pinlock	171748	Similar Apps Expanding	-	Singapore	Unavailable fail	2021-01-20 09:55

# Manage Audience -Advertiser uploading

**Mi Ads** Dashboard Manage Ads Data Analysis Manage Finance Tools ▾

Advertiser Uploading

**Advertiser Uploading**

Audience Name

Country/Region ☒ India Cluster ☐ Russia Cluster ☐ Singapore Cluster ☐ europeCluster

India

File Type ☒ GAID Raw Value ☐ GAID-MD5 Encrypted

Google Ad ID; example: 38400000-8cf0-11bd-b23e-10b96e40000d

Upload File ☒ Local Files ☐ HDFS Import

[Click To Upload](#) Split data with new lines; File format should be TXT; File size is up to 64MB;

[Target Import Template Download](#)

\*Due to privacy restrictions, you should at least import 1000 files from local or HDFS files.

Step 1: Create Audience Name

Step2: choose the country

Step3: choose the file type

Step4: upload file

# Manage Audience

- After creating your audience ,you'll find it in 'Manage Audience'

Mi Ads

DashboardManage AdsData AnalysisManage FinanceTools

EN | CN

Select Country/RegionSelect Audience TypeEnter Audience ID or keywordSearch

CreateBatch Delete

	Audience Name	Audience ID	Audience Type	Audience Scale	Audience Region	Status	Created
<input type="checkbox"/>	FromGroup_68516 Recalculation	208421	Tag Selection	61,586	India	Unavailable! failed	2022-08-11 10:07
<input type="checkbox"/>	FromGroup_68516 Recalculation	208397	Tag Selection	61,378	India	Unavailable! failed	2022-08-09 02:17
<input type="checkbox"/>	FromGroup_68516 Recalculation	208391	Tag Selection	18,252,383	India	Unavailable! failed	2022-08-06 08:59

- And you'll get an Audience ID

- Pay attention to the status!

## Tips

1. It usually takes 24 hours for a package to be created for the first time
2. If it prompts that the creation of the crowd package fails, you can delete any option in the package to submit the campaign group; add it back and submit it again
3. If the secondary creation fails, please contact AM (Poppy)

Feedback format: AAID:XX ; campaign group ID: XX Package creation failed

# Manage Audience

- When you are creating an ad group ,you could use your audience.

Mi Ads

概览

广告管理

受众管理

数据分析

操作日志

财务

基本信息

推广目标

AD 广告组

基本信息

推广对象

版位

定向

预算和排期

出价

广告创意

基本信息

广告格式

物料

点击地址

用户行为

用户行为: 不限 限定

其他

受众: 173506  
[oversea dmp]-173506-test-dm-0201

排除受众: 输入关键词搜索

白名单: + 添加白名单

频控: + 添加频次控制条件

预算和排期

时区: 零区

- Paste the name or number here

# Tips



1. Make sure AA account balance above \$100
2. Same GEO, product and placement should not select multiple times in different ad groups (recommended  $\leq 2$  times)
3. There is a 1-2 week cold start period (new order growth period) when creating a new order, and 5 creatives under each ad group can be created to ensure that the new order period will pass.
4. Appvault placements can improve CVR through GIF Icon
5. Retain good-quality placements, delete poor-quality placements, **ensure KPI, and improve ROI**
6. Medium quality placement, we can use user behavior target to improve quality.
7. The campaign usually has a 1-2 week start cycle, not immediately after a few hours after delivering



# 3

## Operation strategy & Case

**PART THREE**

Operational Process  
Advanced operation  
Case

# ECPM

We are **Ecpm bidding system: (Raising prices is not a panacea)**

Ecpm (Ad revenue per thousand impressions)=CTR\*CVR\*BID

CVR=activation/impression    CTR=clicks/impression

Bid: Please refer to the publication price OR ask AM

**The basic influencing factors of CTR (Click-Through-Rate) are as follows:**

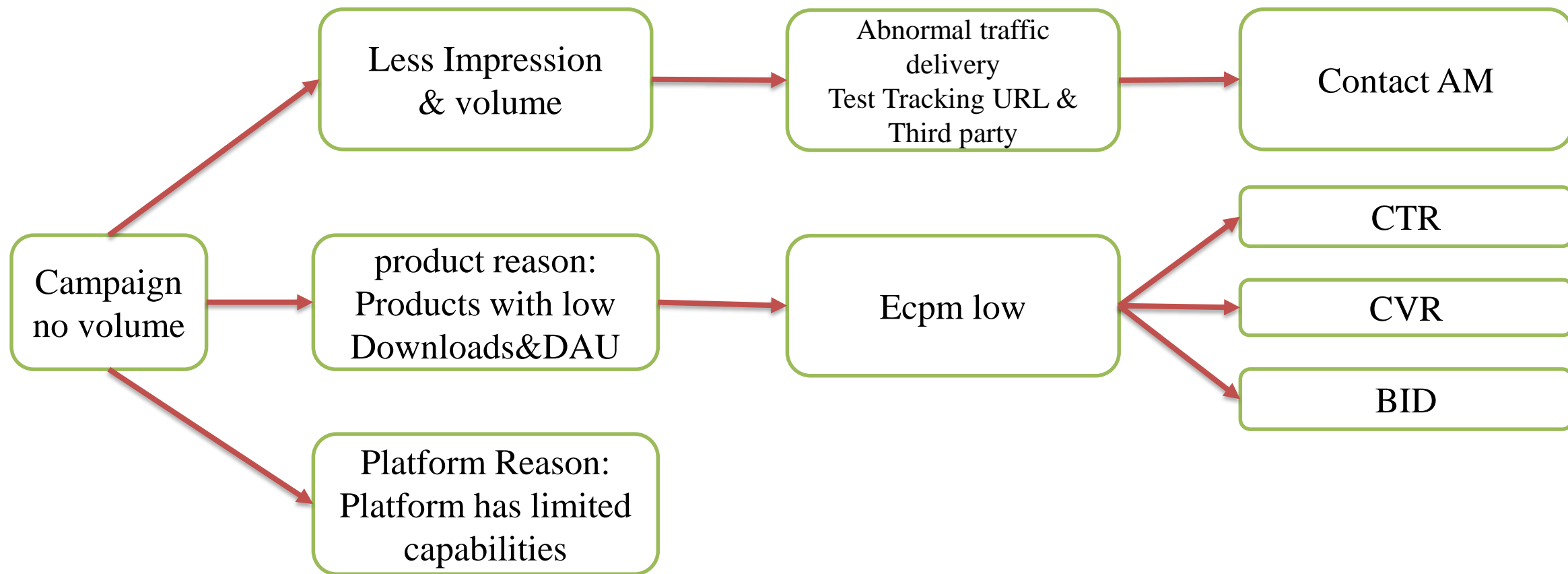
- Operational strategy: material, copywriting, crowd matching
- Media traffic: ad slot type, ad slot scene, ad slot design style
- Promoted products: high visibility, attractive ICON
- Other: Sorting position (such as horizontal advertising space, usually the higher the ranking, the higher the click-through rate)

**CVR (Conversion Rate): The basic influencing factors are as follows:**

- Operational Strategy: Crowd Matching
- Media traffic: Jump link settings
- Promoted products: store details page description, store package size
- Link jump: whether the link jumps normally



# Optimized Path





# Three Key Points

## 1. Retargeting (How we get active user? )

Determine the range of crowd selection

a. Find suitable resources:

**Non-standard resources:** push (contact Marketing Team to apply, Send IO, Create campaign by Operator)

**Standard resources:** Icon, Native, banner...

## 2 Media slot filter:

**Operational focus:** site selection combined with volume quality

## 3. Audit:

1) Please contact sales for audit standards

2) Audit workflow: review every hour, Please arrange your order in advance

3) If it is rejected, please respond accordingly and request to change it. If have any questions, please contact the operation.



# Common Reject Reason:

## About Tracking Link & Landing Page

1. The destination URL does not properly redirect to the download details page of the promoted app  
(Sometimes it cannot be opened due to regional restrictions, agency can provide a link to jump to the transcription screen for the review team)
2. The promotion link calls up the store and the promotion channel display is inconsistent
3. The jump link cannot call up the correct app download details page
4. The promotion destination URL type is inconsistent with the creative type, please adjust and resubmit
5. The content advertised on the landing page is suspected of misleading users, please adjust.
6. The ICON icon is inconsistent with the icon in the promotion application details page.
7. The landing page shows that the APP does not exist, please verify

# Common Reject Reason:

## About Description & Title

1. There are redundant meaningless symbols or characters in the ad copy.
2. Please provide proof for the highest-level expression in the ad copy.
3. The ad copy is unclear or ambiguous.
4. These words about promising/guaranteeing the curing effect or the monetary benefit shall not appear in the ad copy, such as 100%, etc.
5. The language used by the ad copy does not apply to ( part of) the target regions or areas.
6. The ad copy contains illegal/improper/sensitive content and will not be approved to promote.

# Common Reject Reason:

## About Icon

1. Image clarity is too low, some words cannot be recognized.
2. There is a fake CTA or PLAY button in the picture.
3. Do not use induced gestures or mouse arrows in the creative.
4. The picture is stretched and deformed, please adjust and resubmit.
5. Do not use a large area of white background in the picture.
6. There is a black meaningless border around the picture.
7. There is(are) element(s) or brand logo(s) of competitive products in the creative.
8. The promotion event(s) advertised in this image cannot be verified in the landing page/app, please provide a screenshot with specific discount information or modify the creative.
9. The promotion has expired.

# Common Reject Reason:

## About Icon

10. There may be infringement on the trademark or logo in the picture, please provide relevant authorization documents.
11. There are pornographic content in the creative and it will not be approved to promoted.
12. The applicable date of the promotional activity in the picture is inconsistent with the actual advertising date.
13. The creative and landing page contains misleading information such as "make money" "get rich" and so on.
14. The creative contains illegal/improper/sensitive content and will not be approved to promote.
15. Do not show real banknote elements in the creative.

## Others

1. AA Account: The account industry classification is incorrect
2. The AA account name does not match the APP name, and the screenshot of the APP qualification certificate does not match the GP OR GA



# 3

## Operation strategy & Case

**PART THREE**

Operational Process  
Advanced operation  
Case

# Show Case

## XX Finance Product

**Demand:** focus on **KPIs** and increase **registration rate**

### Optimized path:

1. Data inventory
  - 1) Check the registration performance **by country**
  - 2) View registration performance **by placement**
2. Filter the country's best position, and give priority to quality assurance
3. After stable delivery, Gradually expand the scale (GEO \* Placement)

### Operation plan:

Keep xxx country  
Do heavy volume on the main XX placement

### Result

Filter traffic, accurately target, and pay attention to operation methods;

**Increased** the target registration rate From 14%--35% in the short term



# Q & A



# How to fit into new system

