Miads
核代系统

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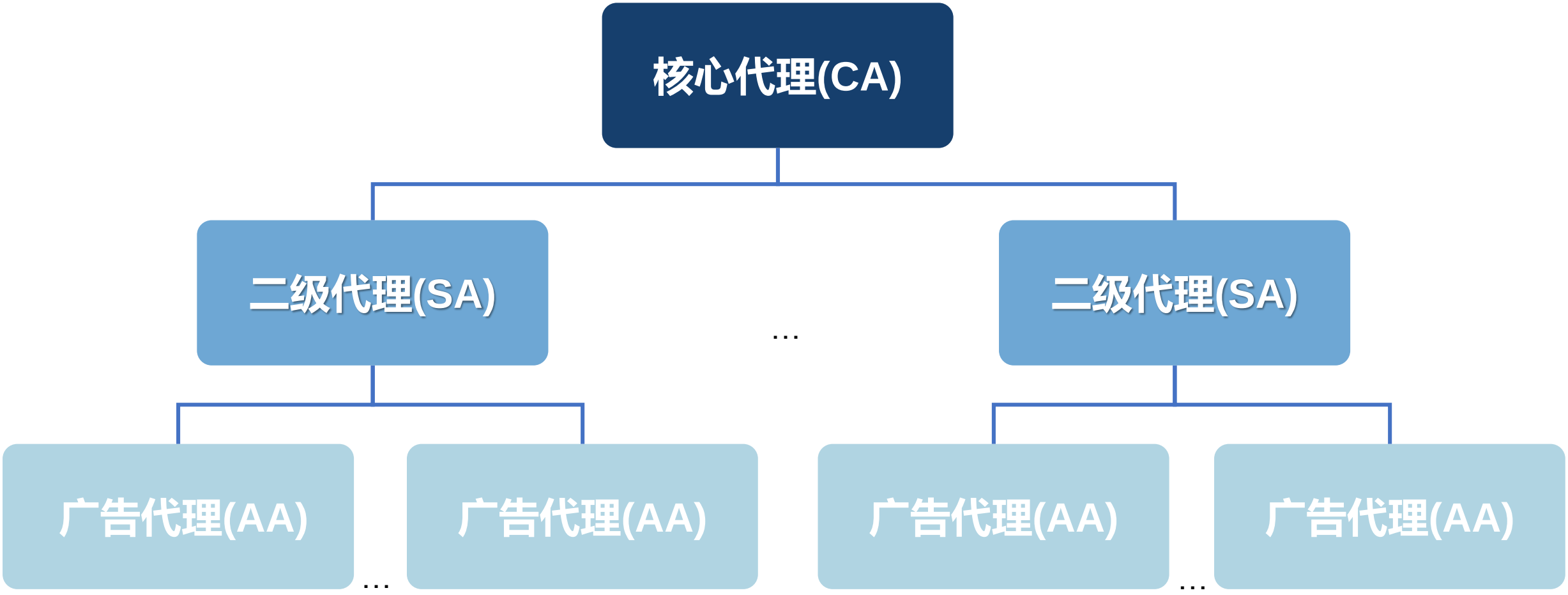
1

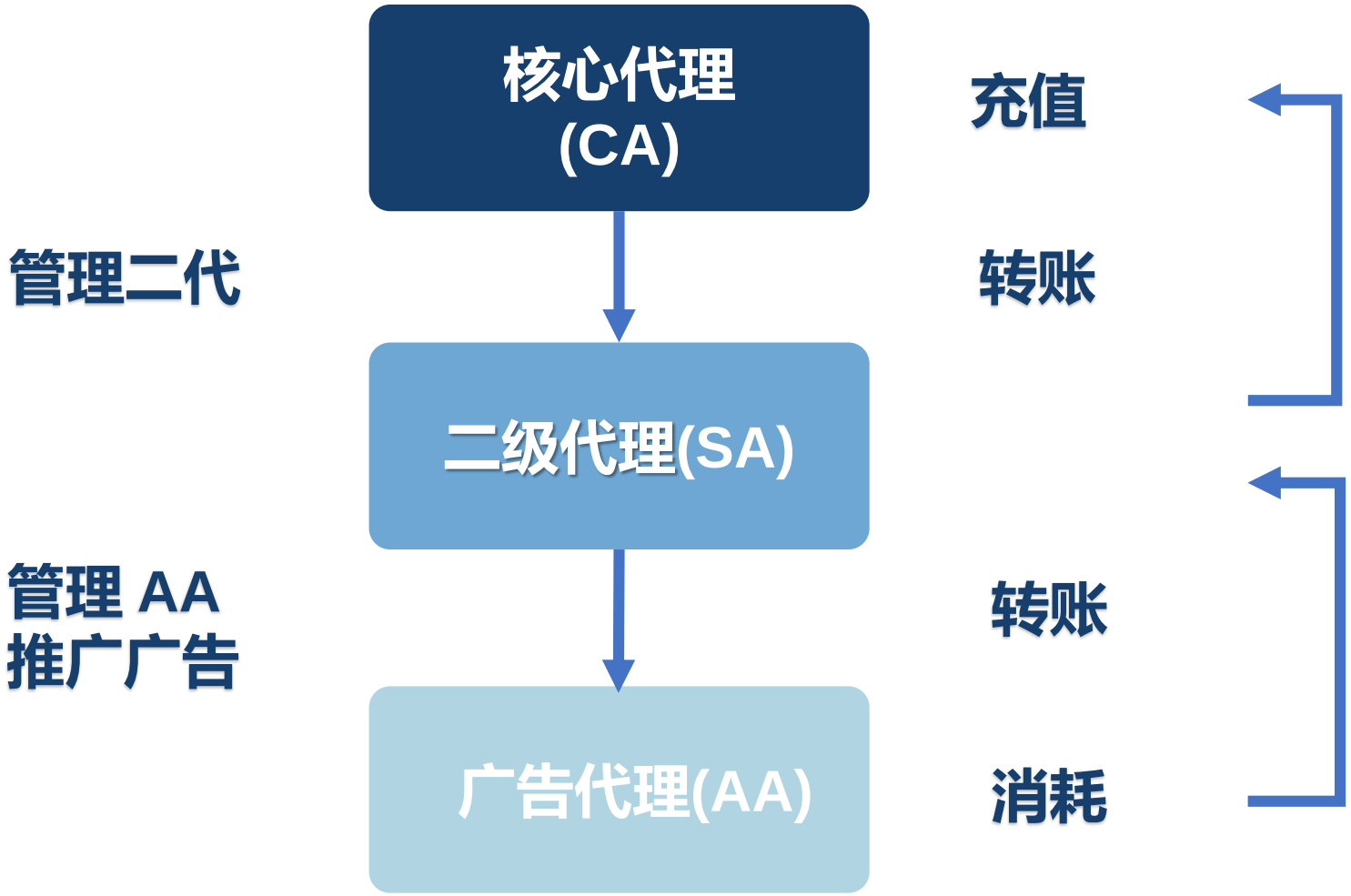
核代系统概览

第一部分

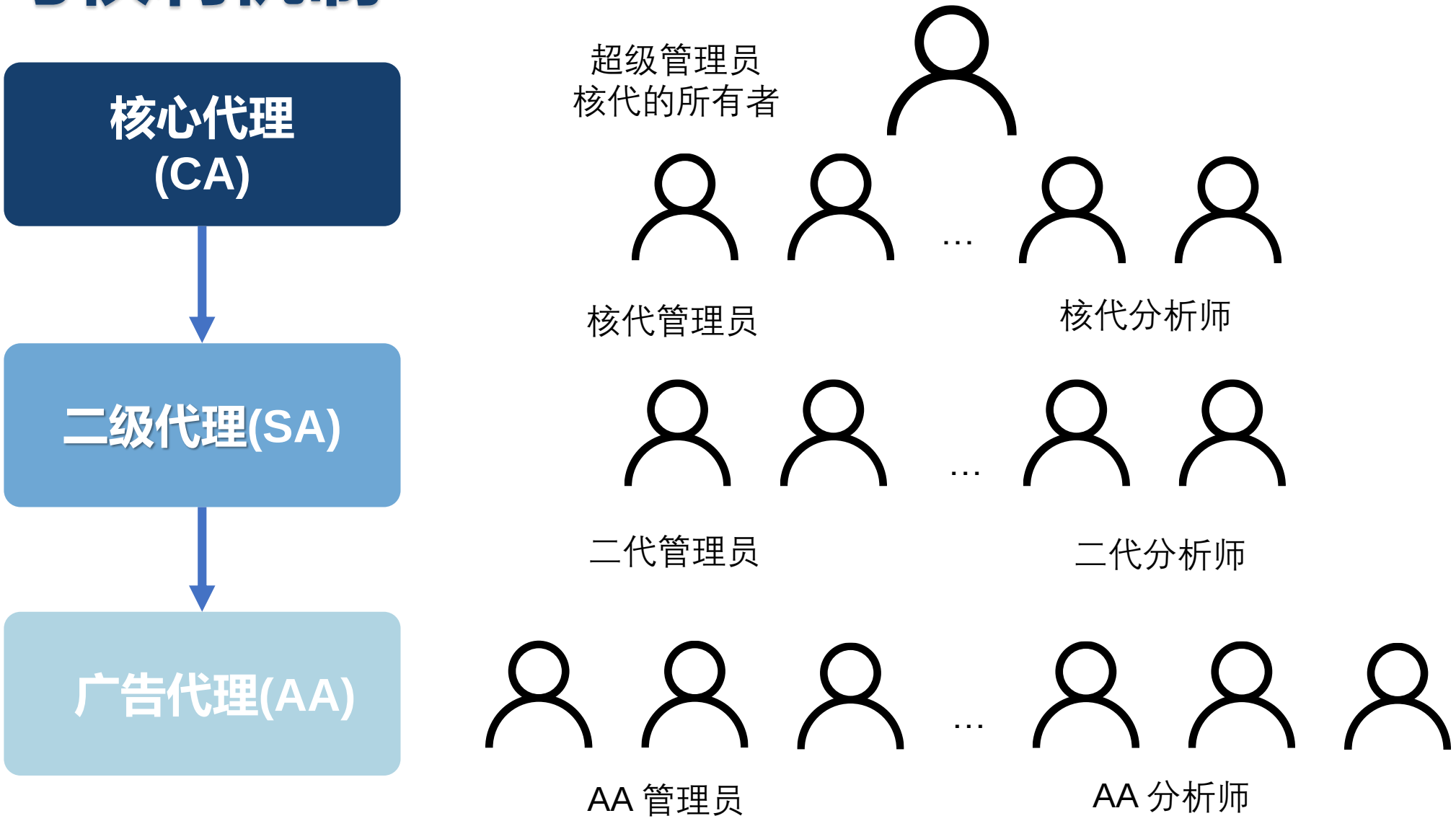
核代系统



核代系统



角色与权利机制


核心代理
(CA)
二级代理(SA)
广告代理(AA)
超级管理员
核代的所有者
核代管理员
核代分析师
二代管理员
二代分析师
AA 管理员
AA 分析师

角色与权利机制

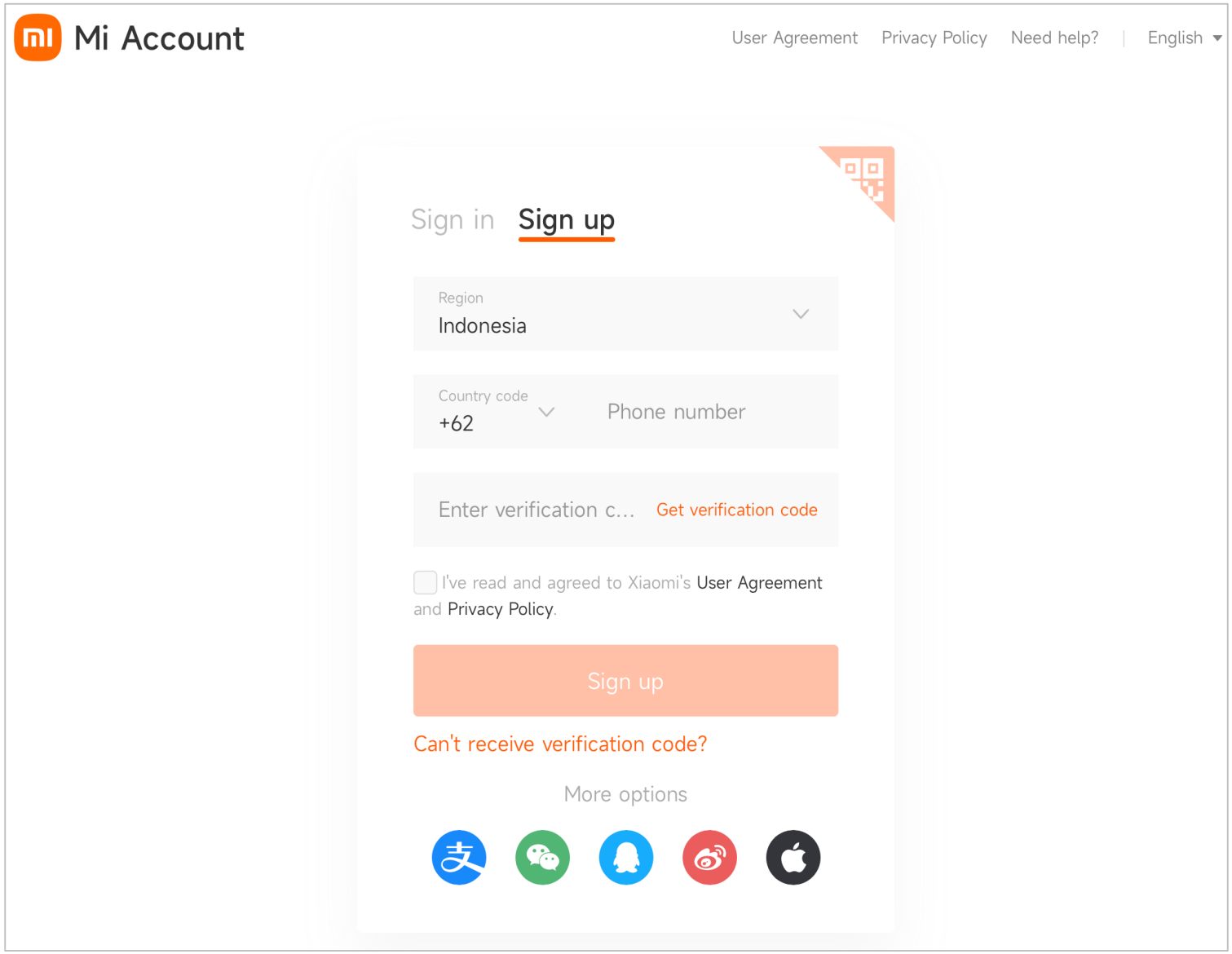
账户类型	账户角色	谁能授权	授权权力		
			核心代理	二级代理	广告代理
核代（CA）	超级管理员	系统自动授权 核代账户创建者管理权限	一·可读可操作模块：【概览】【数据分析】【财务管理】【权限管理】 二·权力细分 1）创建SA 2）转账到二代 3）授权具有CA/SA/AA 角色的用户	一·可读可操作模块：【概览】【数据分析】【财务管理】【权限管理】 二·权力细分 1）创建AA 2）转账到二代 3）授权具有SA/AA 角色的用户	一·可读可操作模块：【概览】【广告管理】【数据分析】【财务管理】【工具中心】
	核代管理员	超级管理员 核代管理员	一·可读可操作模块：【仪表盘】【数据分析】【财务管理】【权限管理】 二·权力细分 1）创建二代账户 2）转账到二代 3）授权具有CA/SA/AA 角色的用户	一·可读可操作模块：【仪表盘】【数据分析】【财务管理】【权限管理】 二·权力细分 1）创建AA 2）转账到二代 3）授权具有SA/AA 角色的用户	一·可读可操作模块：【概览】【广告管理】【数据分析】【财务管理】【工具中心】
	核代分析师	超级管理员 核代管理员	一·可读模块：【概览】【数据分析】	一·可读模块：【概览】【数据分析】	一·可读模块：【概览】【广告管理】【数据分析】
二代账户（SA）	二代管理员	超级管理员 核代管理员 二代管理员	-	一·可读可操作模块：【仪表盘】【数据分析】【财务管理】【权限管理】 二·权力细分 1）创建二代账户 2）转账到二代 3）授权具有SA/AA 角色的用户	一·可读可操作模块：【概览】【广告管理】【数据分析】【财务管理】【工具中心】
	二代分析师	超级管理员 核代管理员 二代管理员	-	一·可读模块：【概览】【数据分析】	一·可读模块：【概览】【广告管理】【数据分析】
代理广告主账户（AA）	AA管理员	超级管理员 核代管理员 二代管理员	-	-	一·可读可操作模块：【概览】【广告管理】【数据分析】【财务管理】【工具中心】
	AA分析师	超级管理员 核代管理员 二代管理员	-	-	一·可读模块：【概览】【广告管理】【数据分析】

2

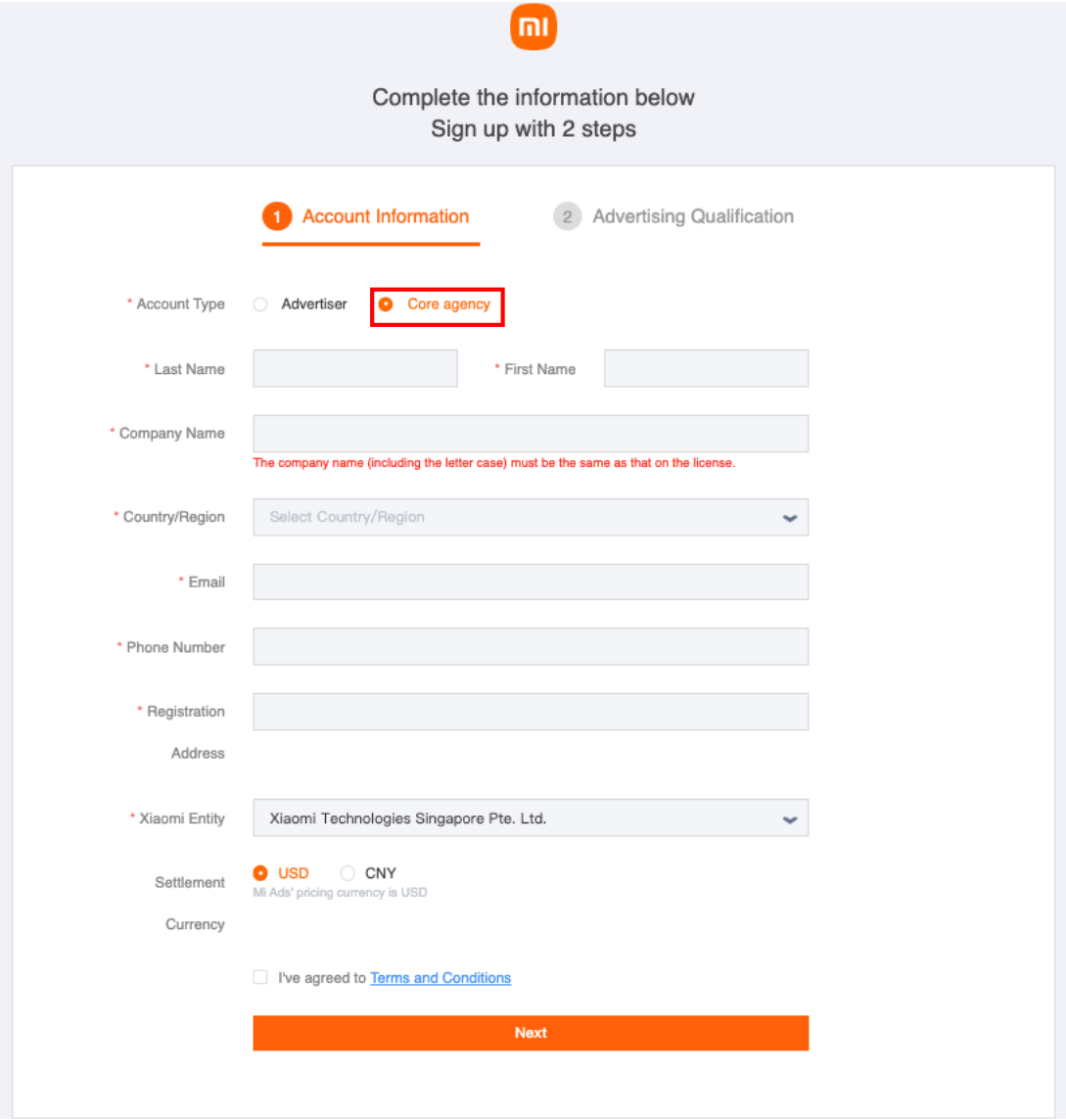
第二部分

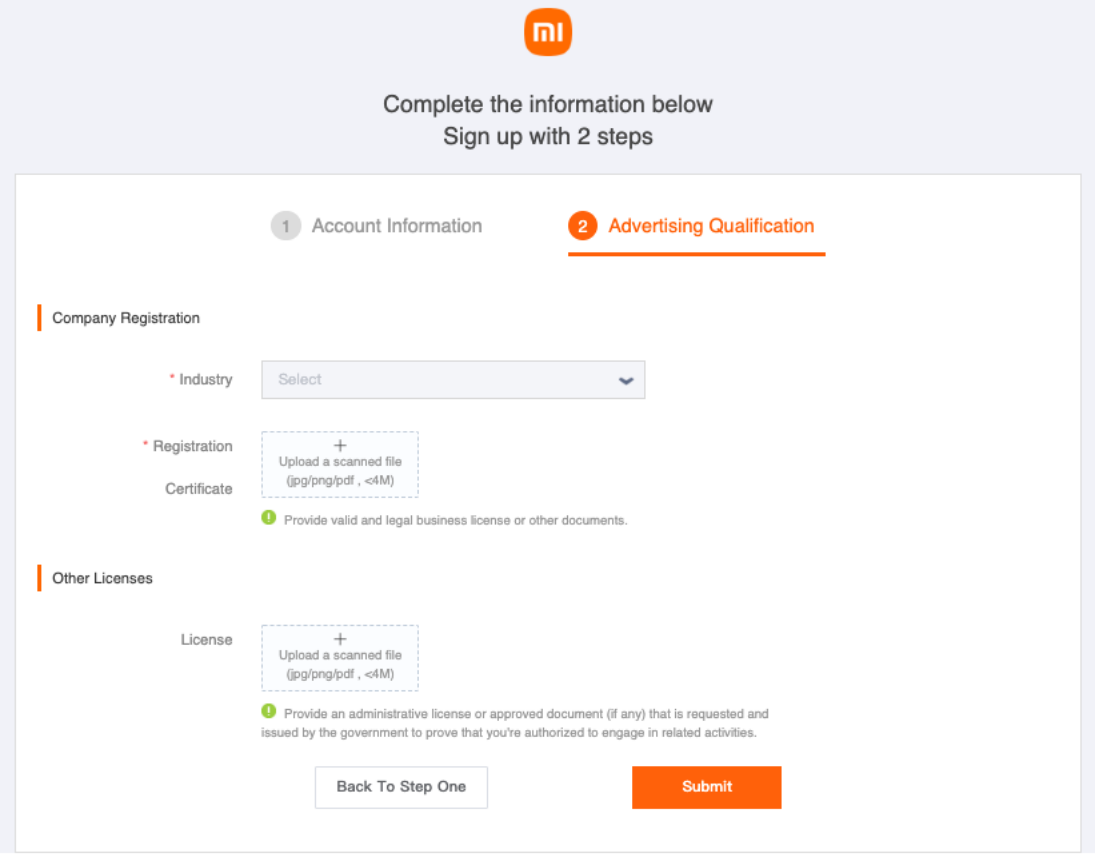
一站式流程概述

小米账号注册


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

核代账户注册


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 Currency
USD
CNY
Mi Ads' pricing currency is USD
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

核代功能

- **概览**
  - 核代账户概览
  - 创建二代账户
  - 转出/入到 二代账户
  - 授权 二代 角色
- **数据分析**
  - 数据概览
  - 数据下载
- **财务管理**
  - 充值记录
  - 转账记录
- **管理授权**
  - 授权概述
  - 添加授权

Notice: take administrator’s points of right as examples

核代功能面板

Mi Ads | Dashboard | Data Analysis | Manage Finance | Manage Authority | Tools | EN | CN | 测试_核代_12022 Core Agency Account ID: 274 Mi Account: 3150398351

Core Agency Account — Passed

Cost Today	Total Secondary Agency Account Balance	Core Agency Account Balance
0.00 USD	100.00 USD	102900.00 USD

Secondary Agency Account

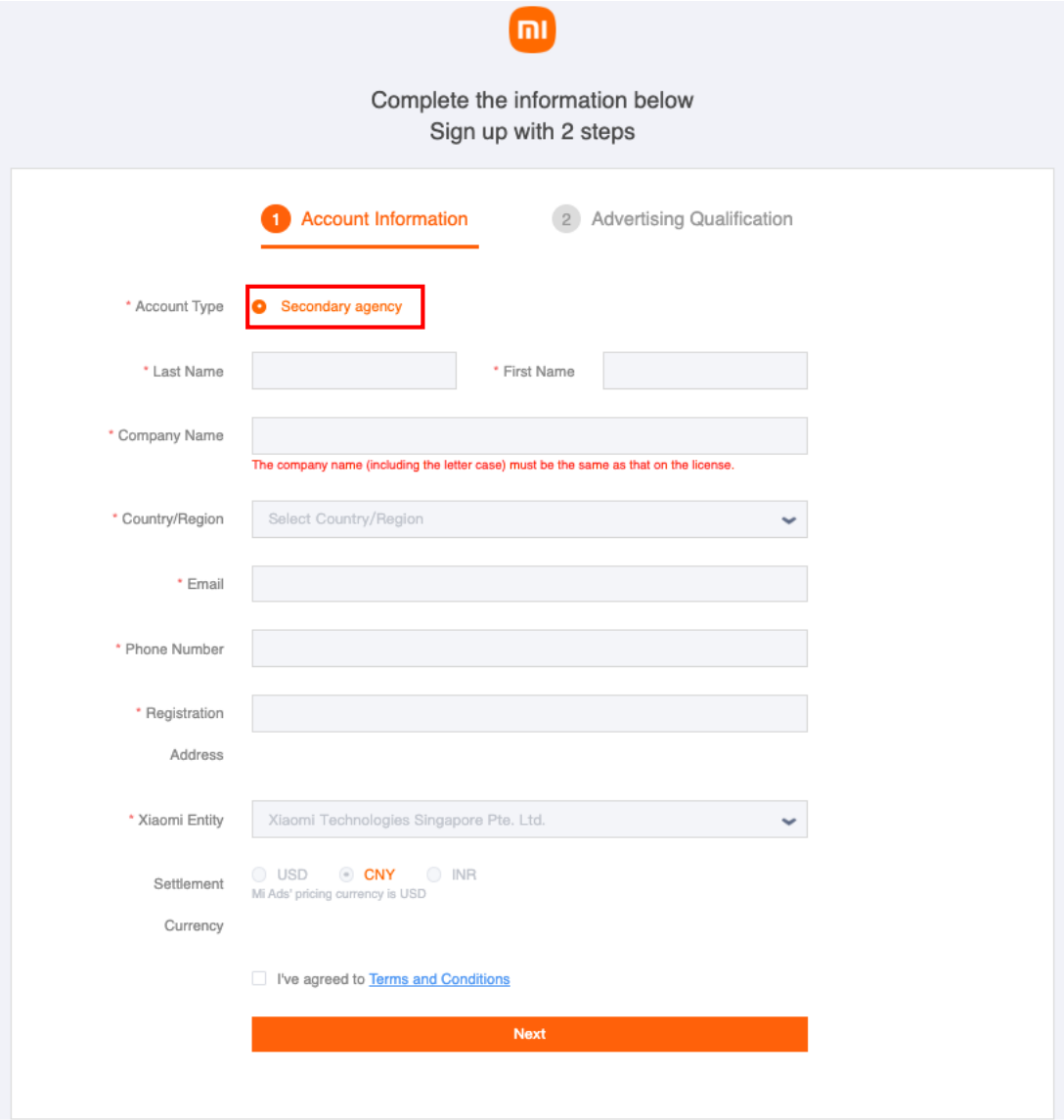
Passed	Rejected	Changes Being Audited	Auditing
3	1	0	1

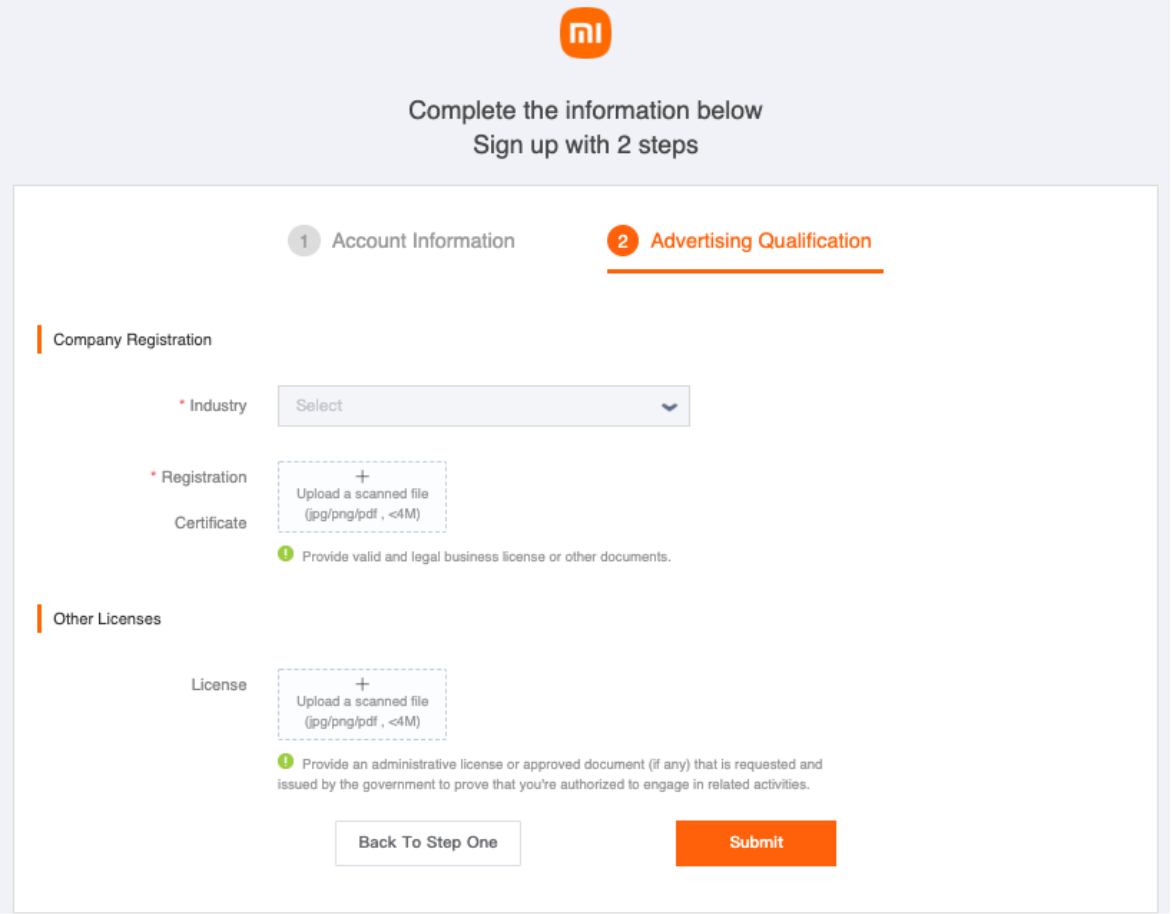
All Status | secondary agency | Search | Batch Operations | 2022/04/19 - 2022/04/19 | + Create SA

Secondary Agency Account Name	Secondary Agency Account ID	Account Activation Date	Account Status	Account Balance	Historical Cost	Cost Today	Operation
test	295	2022/04/20	Creating	0.00	0	0.00	
啊啊啊	288	2022/04/18	Creating	0.00	0	0.00	
test_555	285	2022/04/16	Auditing	0.00	0	0.00	
test_444	278	2022/04/13	Passed	50.00	0	0.00	Transfer Authorize
test_333	277	2022/04/13	Audit Rejected	0.00	0	0.00	
test_222	276	2022/04/13	Passed	20.00	0	0.00	Transfer Authorize
test_111	275	2022/04/13	Passed	30.00	0	0.00	Transfer Authorize

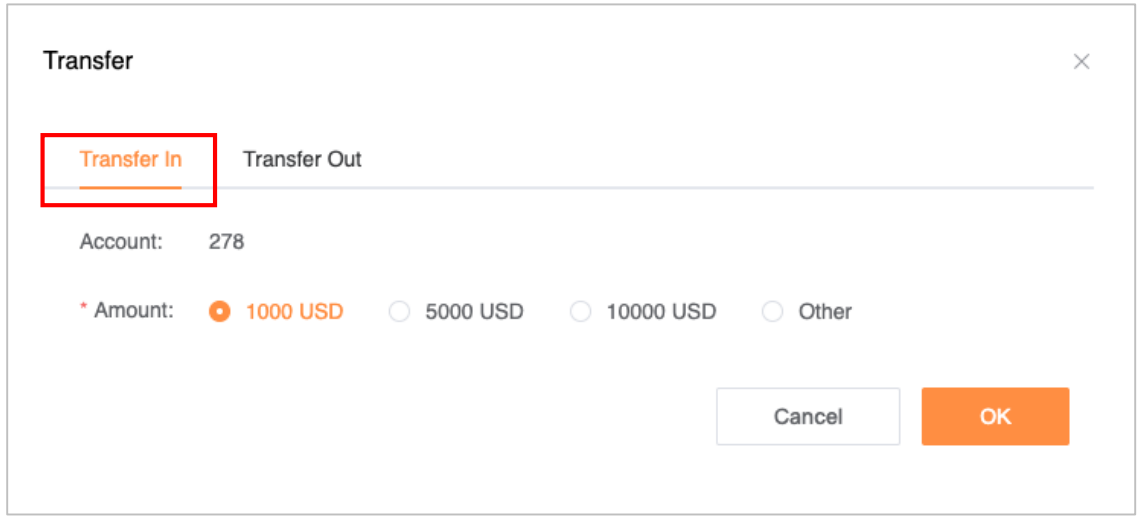
20/page | 1 | Go to 1

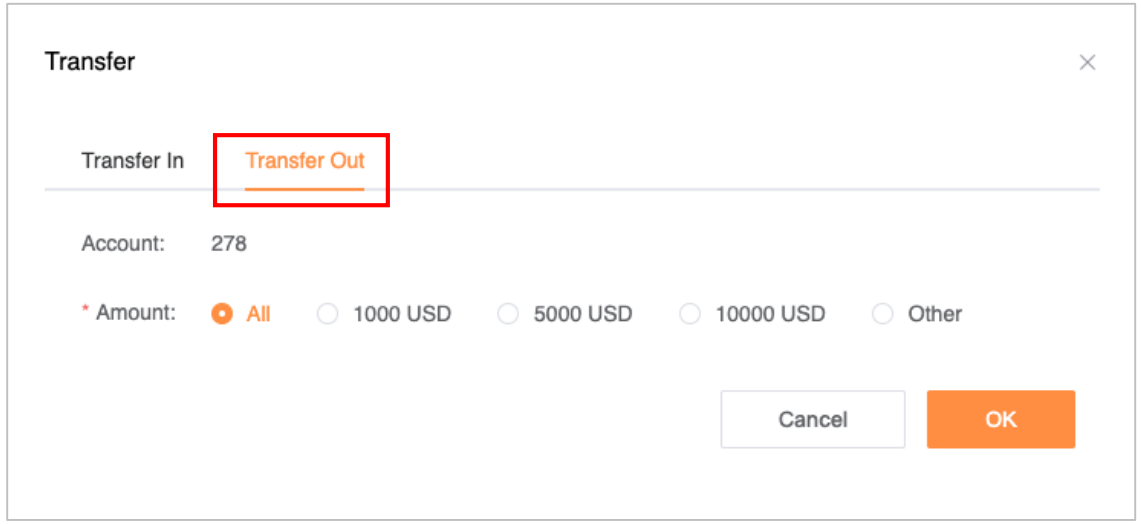
核代功能：创建二代账户

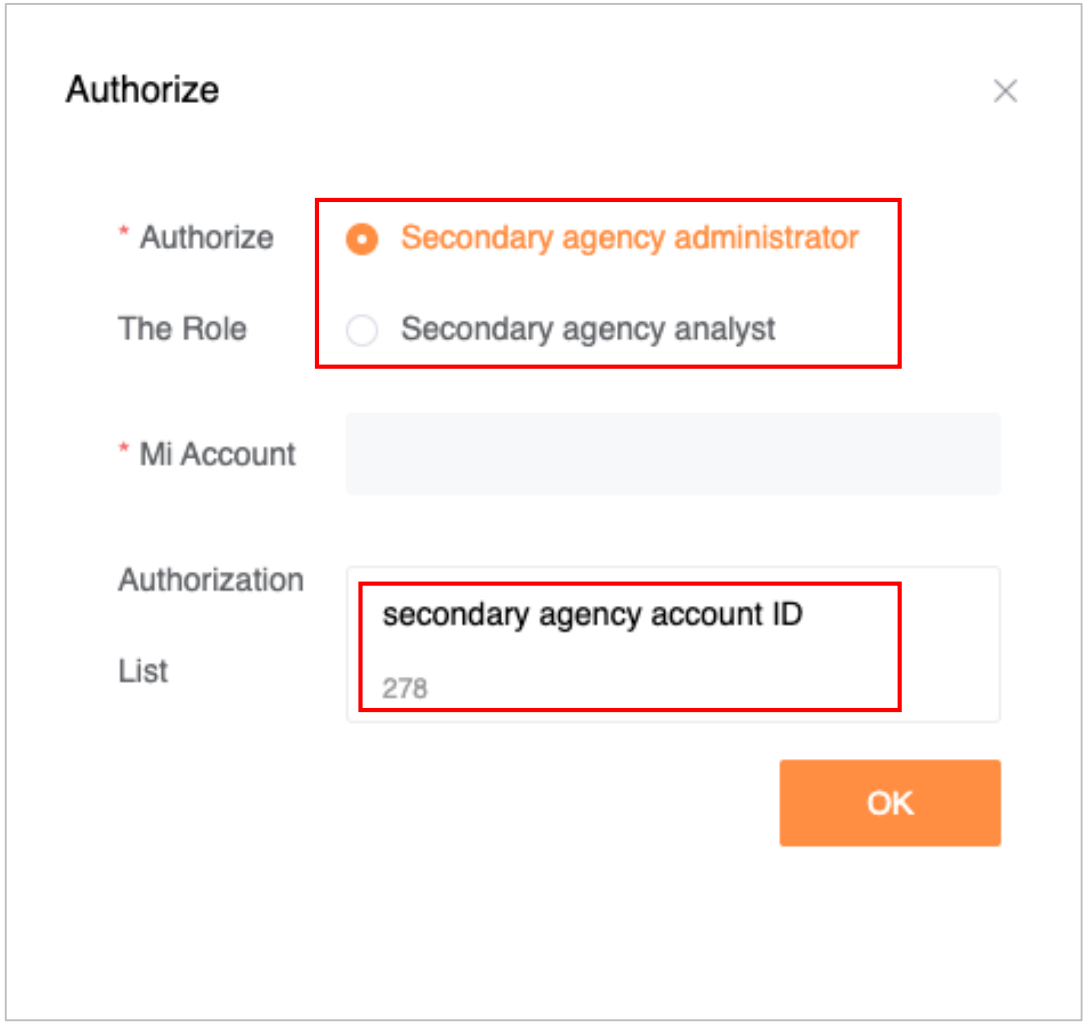

Complete the information below
Sign up with 2 steps
1 Account Information
2 Advertising Qualification
* Account Type
Secondary agency
* Last Name
* First Name
* Company Name
The company name (including the letter case) must be the same as that on the license.
* Country/Region
Select Country/Region
* Email
* Phone Number
* Registration Address
* Xiaomi Entity
Xiaomi Technologies Singapore Pte. Ltd.
Settlement Currency
USD
CNY
INR
Mi Ads' pricing currency is USD
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

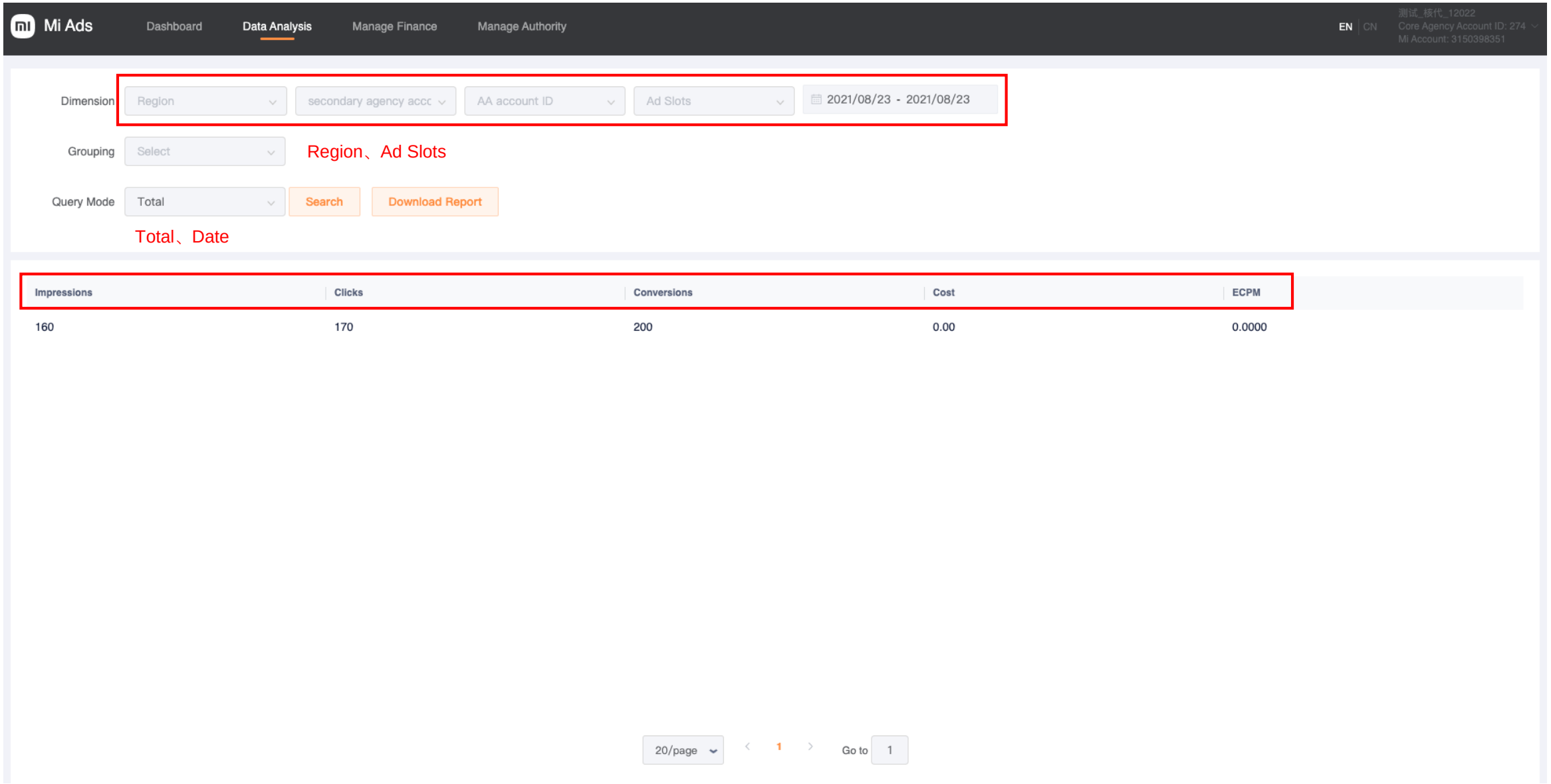
核代功能：转账/授权


Transfer
Transfer In
Transfer Out
Account: 278
* Amount: 1000 USD 5000 USD 10000 USD Other
Cancel
OK

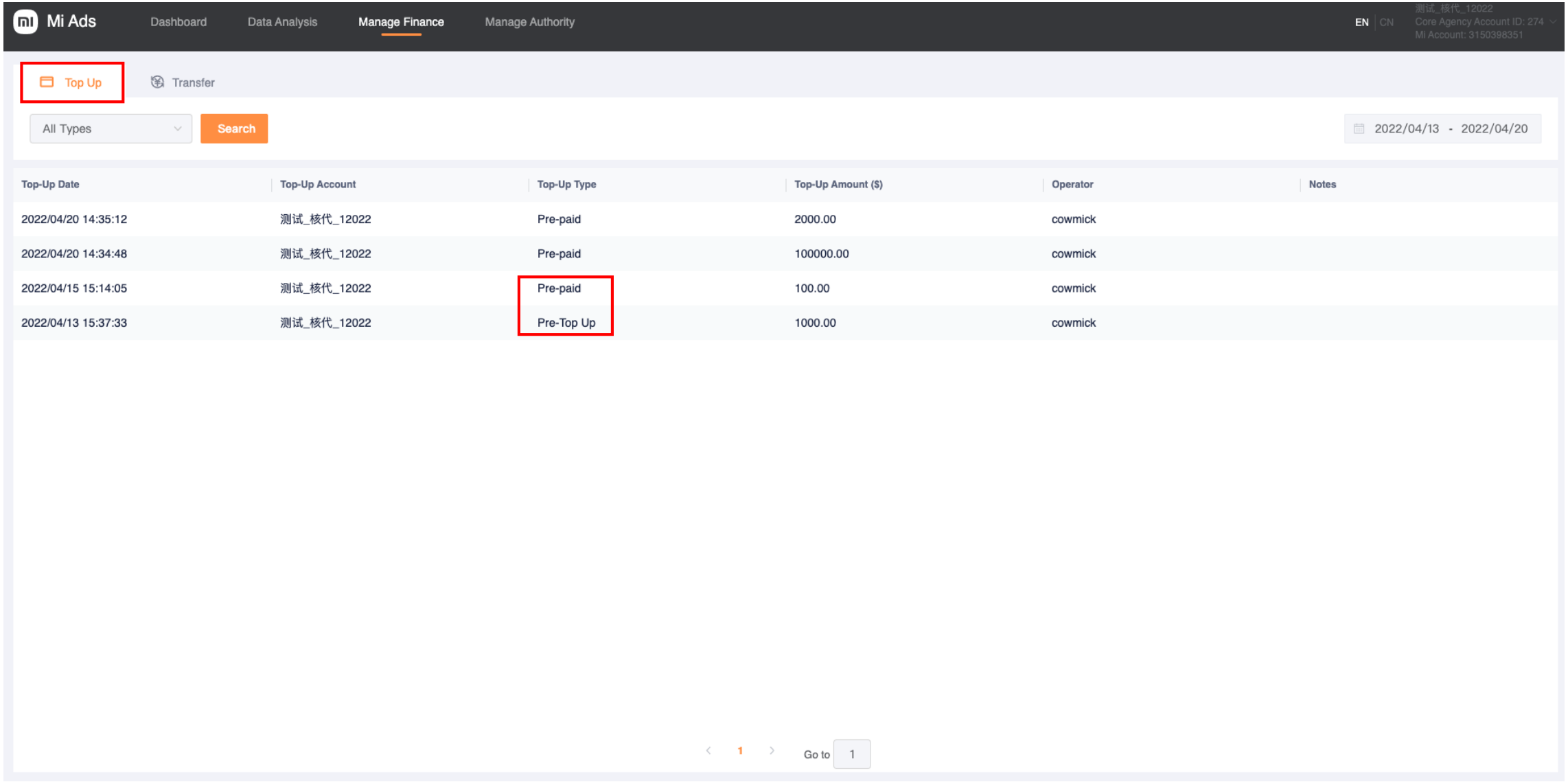

Transfer
Transfer In
Transfer Out
Account: 278
* Amount: All 1000 USD 5000 USD 10000 USD Other
Cancel
OK


Authorize
* Authorize The Role
Secondary agency administrator
Secondary agency analyst
* Mi Account
Authorization List
secondary agency account ID
278
OK

核代功能：数据分析


Mi Ads
Dashboard
Data Analysis
Manage Finance
Manage Authority
EN
CN
测试_核代_12022
Core Agency Account ID: 274
Mi Account: 3150398351
Dimension
Region
secondary agency accc
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 to
1

核代功能：财务管理


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
Search
2022/04/13 - 2022/04/20
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
1
Go to
1

核代功能：财务管理

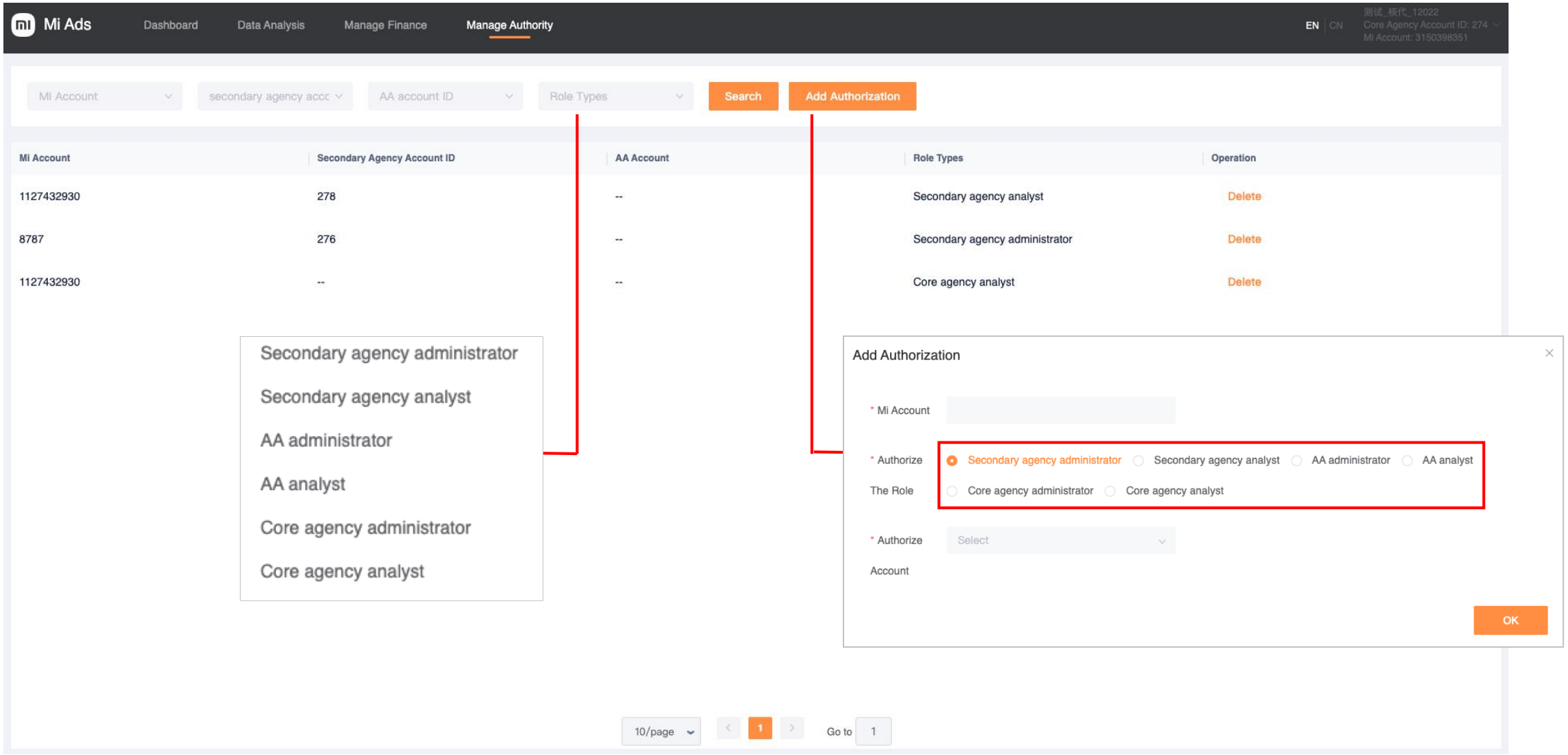
Mi Ads | Dashboard | Data Analysis | Manage Finance | Manage Authority | EN | CN | 测试_核代_12022 Core Agency Account ID: 274 Mi Account: 3150398351

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	

核代功能：授权管理


Mi Ads
Dashboard
Data Analysis
Manage Finance
Manage Authority
EN | CN
测试_核代_12022
Core Agency Account ID: 274
Mi Account: 3150398351
Mi Account
secondary agency accc
AA account ID
Role Types
Search
Add 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
Secondary agency administrator
Secondary agency analyst
AA administrator
AA analyst
Core agency administrator
Core agency analyst
* Authorize Account
Select
OK
10/page
1
Go to
1

二级代理功能

概览	数据分析	财务管理	管理授权
二代账户概览	数据概览	充值记录	授权概述
创建 AA	数据下载	转账记录	添加授权
转出/入到 AA			
授权 AA 角色			

Notice: take administrator’s points of right as examples

二代功能面板

Mi Ads | Dashboard | Data Analysis | Manage Finance | Manage Authority | EN | CN | test_222 Secondary Agency Account ID: 276 Mi Account: 3150398351

Secondary Agency Account — Passed

Cost Today	Total AA Account Balance	Secondary Agency Balance
0.00 USD	100.00 USD	20.00 USD

AA Account

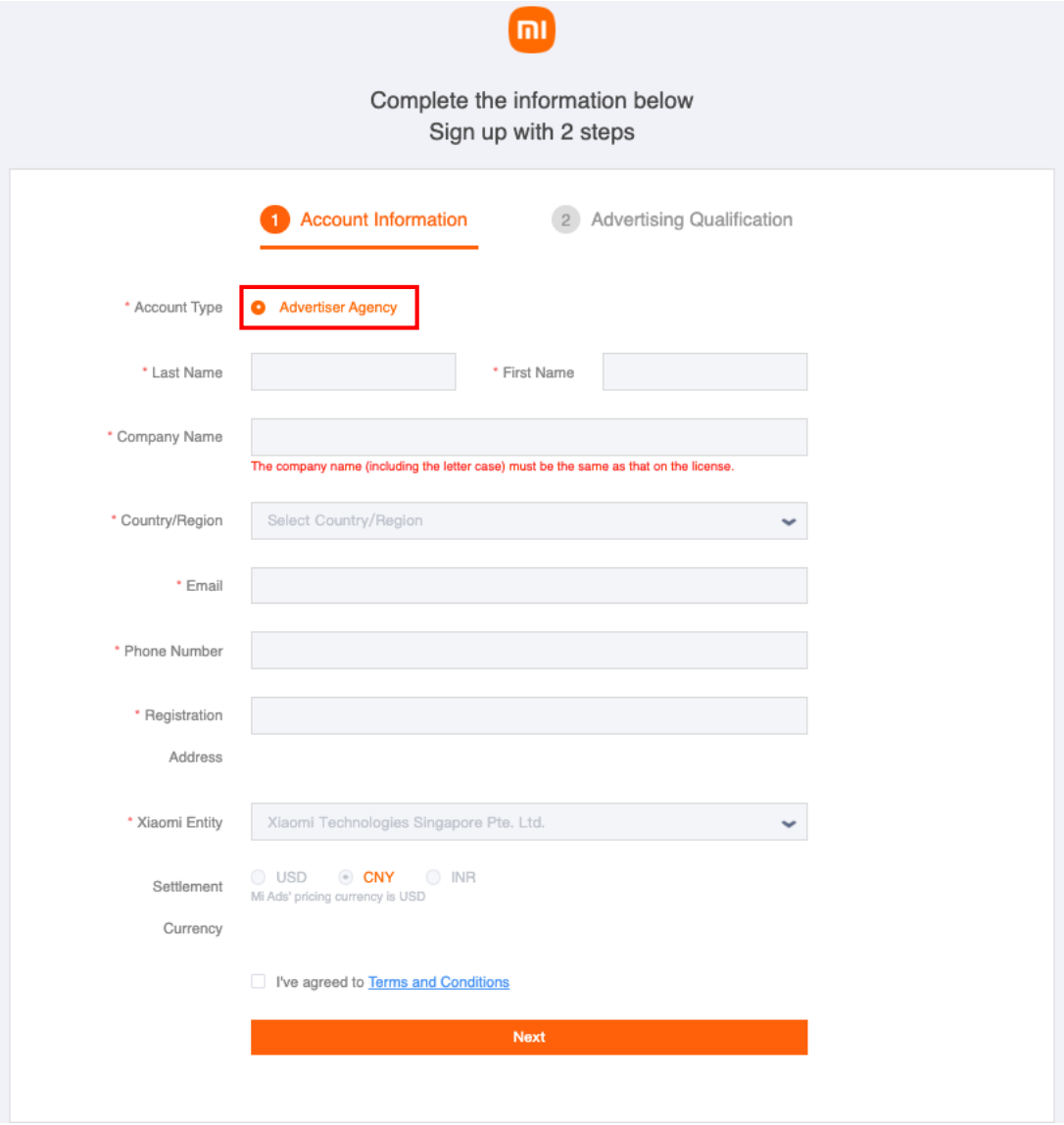
Passed	Rejected	Changes Being Audited	Auditing
2	1	0	0

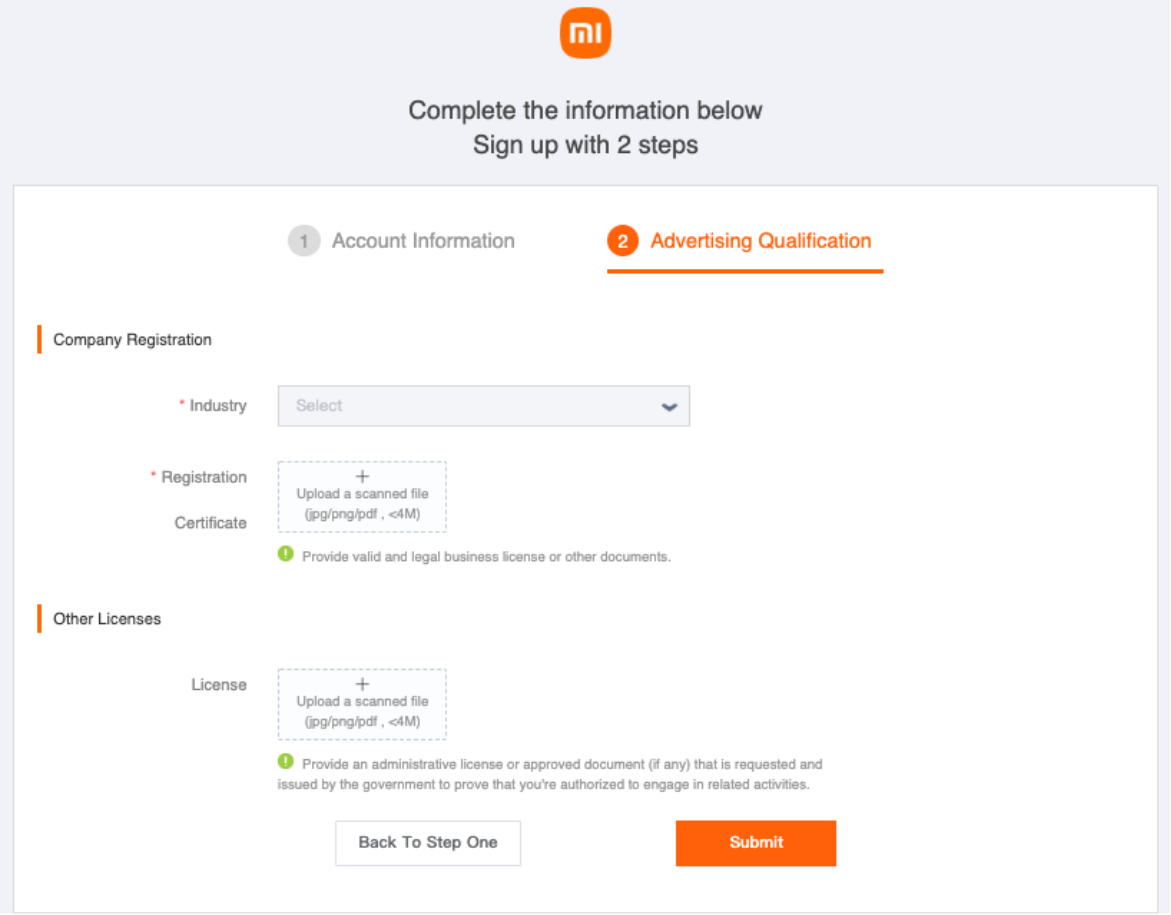
All Status | AA account name c | Search | Batch Operations | 2022/04/19 - 2022/04/19 | + Create AA

AA Account Name	AA Account ID	Account Activation Date	Account Status	Account Balance	Historical Cost	Cost Today	Operation
test213	284	2022/04/15	Passed	0.00	0	0.00	Transfer Authorize
AA_test_2222	280	2022/04/13	Audit Rejected	0.00	0	0.00	
AA_test1	279	2022/04/13	Passed	100.00	0	0.00	Transfer Authorize

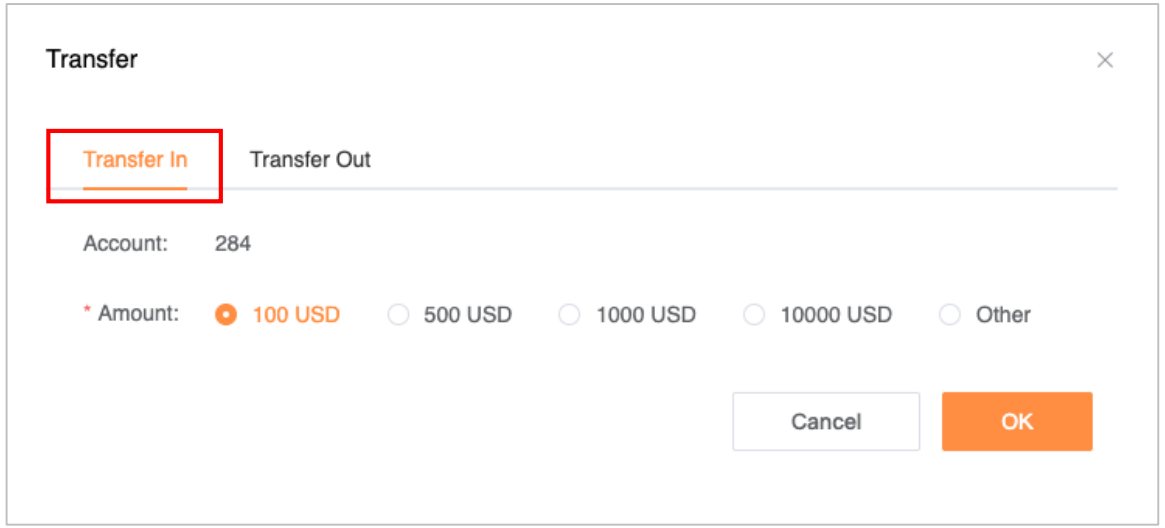
20/page | 1 | Go to 1

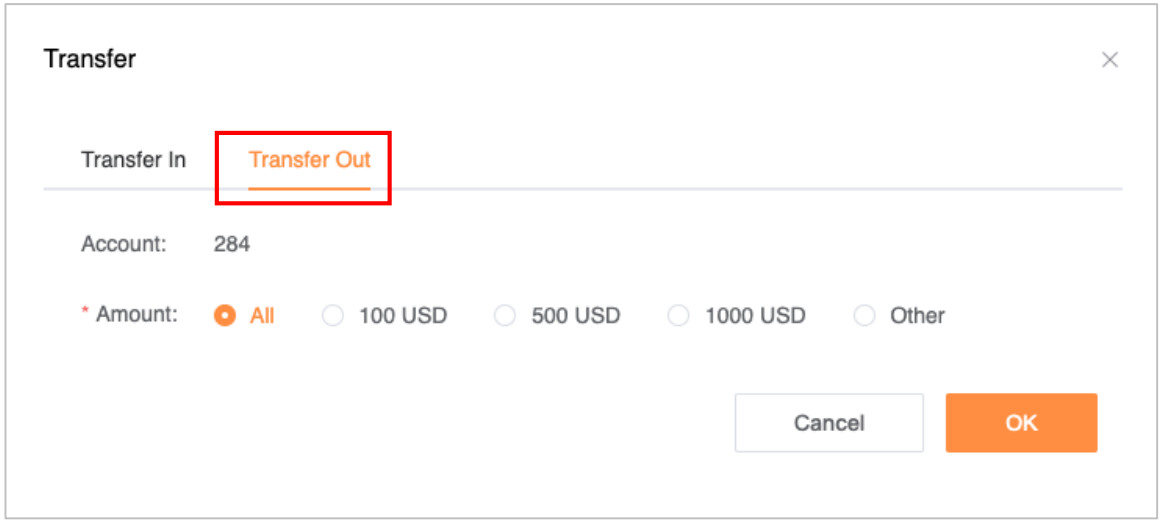
二代功能：创建AA

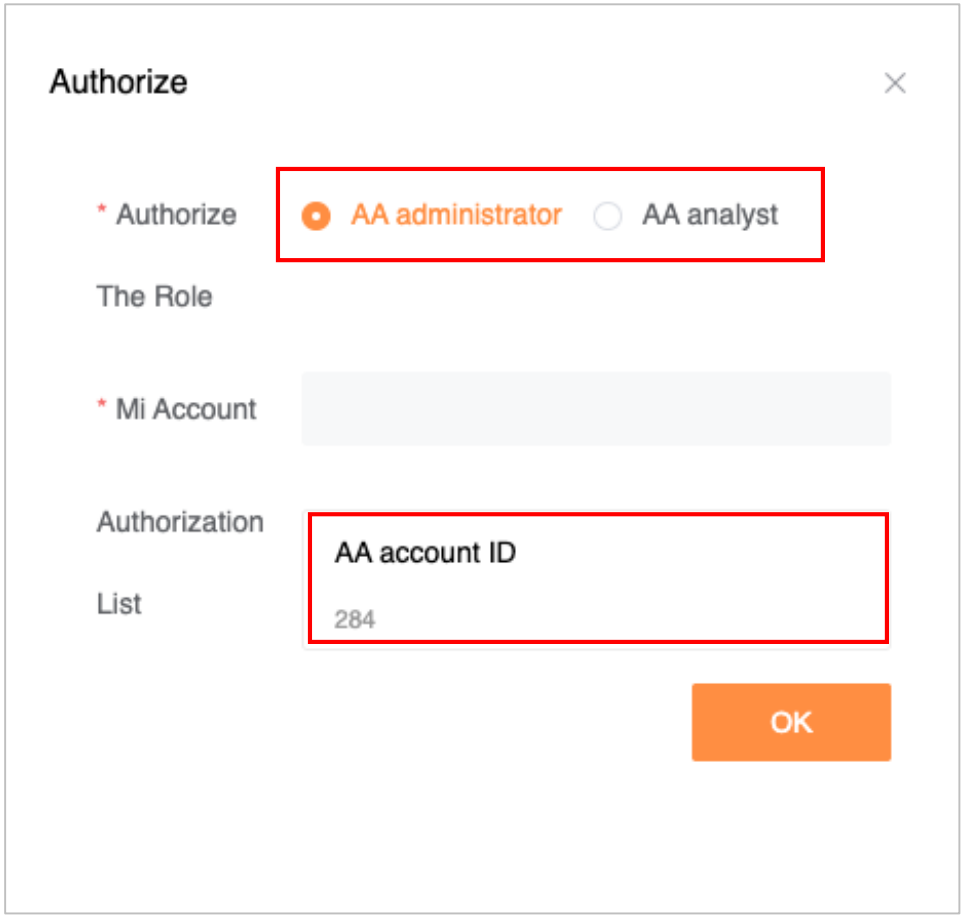

Complete the information below
Sign up with 2 steps
1 Account Information
2 Advertising Qualification
* Account Type
Advertiser Agency
* Last Name
* First Name
* Company Name
The company name (including the letter case) must be the same as that on the license.
* Country/Region
Select Country/Region
* Email
* Phone Number
* Registration Address
* Xiaomi Entity
Xiaomi Technologies Singapore Pte. Ltd.
Settlement Currency
USD
CNY
INR
Mi Ads' pricing currency is USD
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

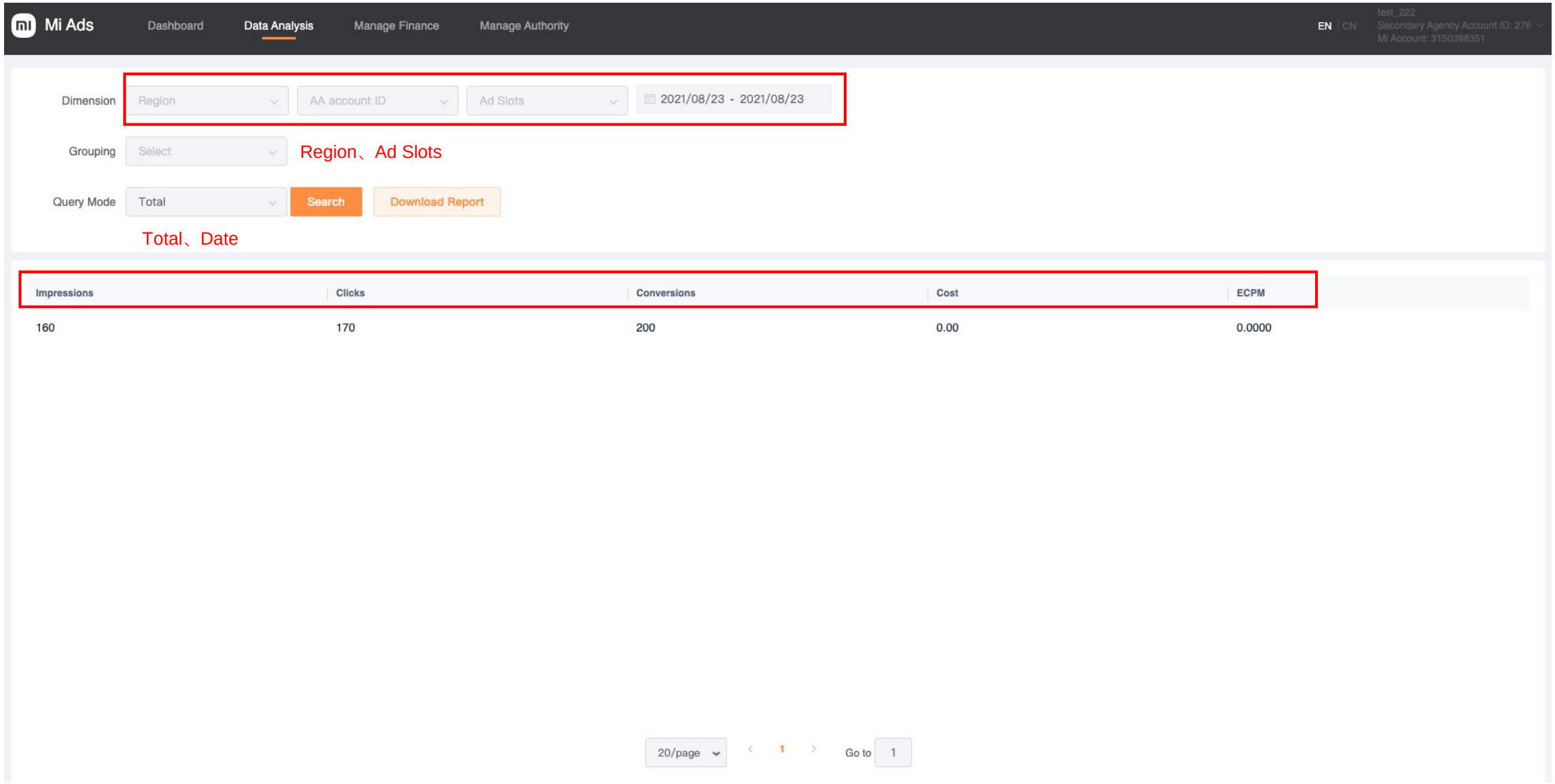
二代功能：转账/授权


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 The Role
AA administrator
AA analyst
* Mi Account
Authorization List
AA account ID
284
OK

二代功能：数据分析


Mi Ads
Dashboard
Data Analysis
Manage Finance
Manage Authority
EN
CN
test_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 to
1

二代功能：财务管理

Mi Ads | Dashboard | Data Analysis | Manage Finance | Manage Authority

EN | CN

test_222
Secondary Agency Account ID: 276
Mi Account: 3150398351

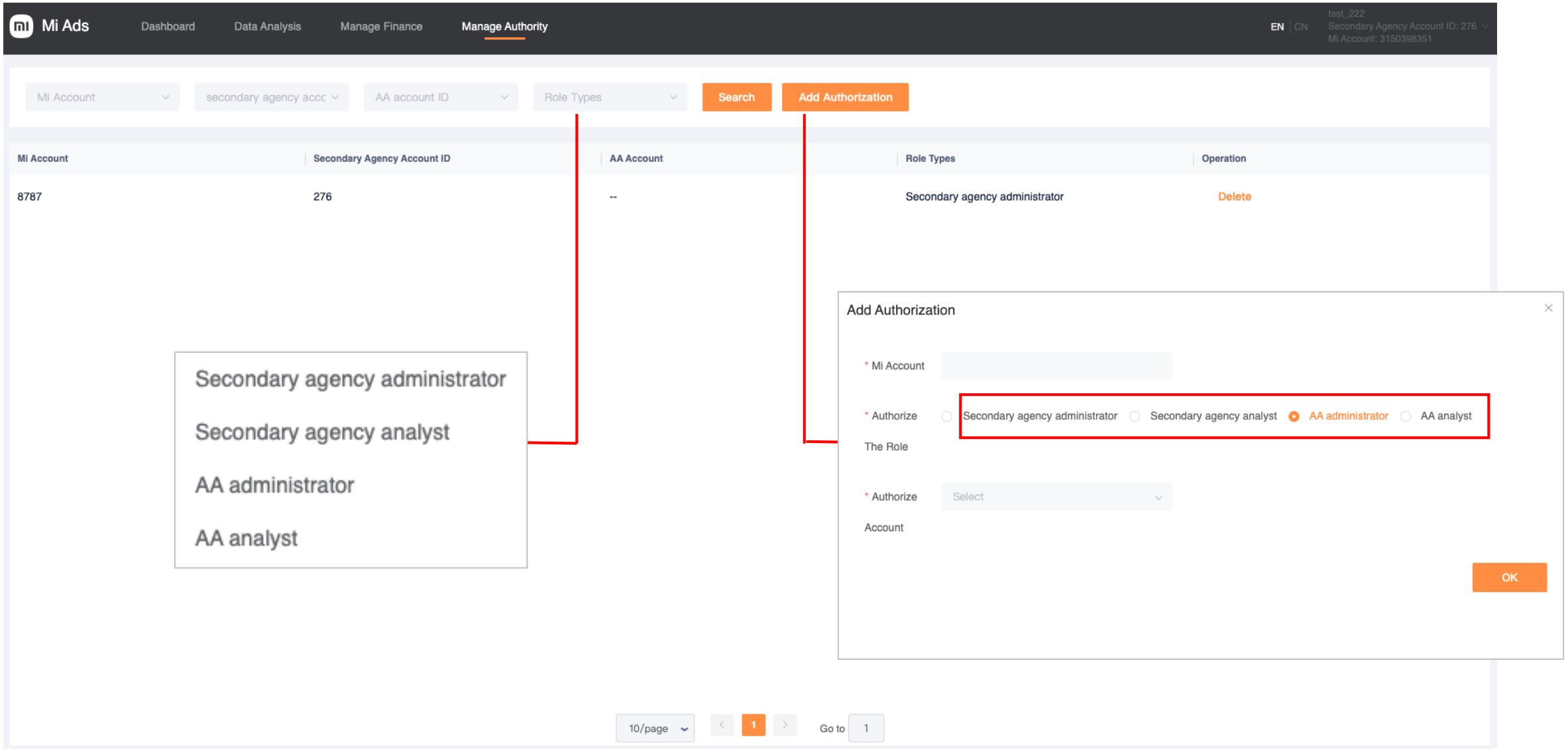
All Types | Account Name/ID | Search

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	

1 2 Go to 1

二代功能：管理授权


Mi Ads
Dashboard
Data Analysis
Manage Finance
Manage Authority
EN
CN
test_222
Secondary Agency Account ID: 276
Mi Account: 3150398351
Mi Account
secondary agency accc
AA account ID
Role Types
Search
Add 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 The Role
Secondary agency administrator
Secondary agency analyst
AA administrator
AA analyst
* Authorize Account
Select
OK
10/page
1
Go to
1

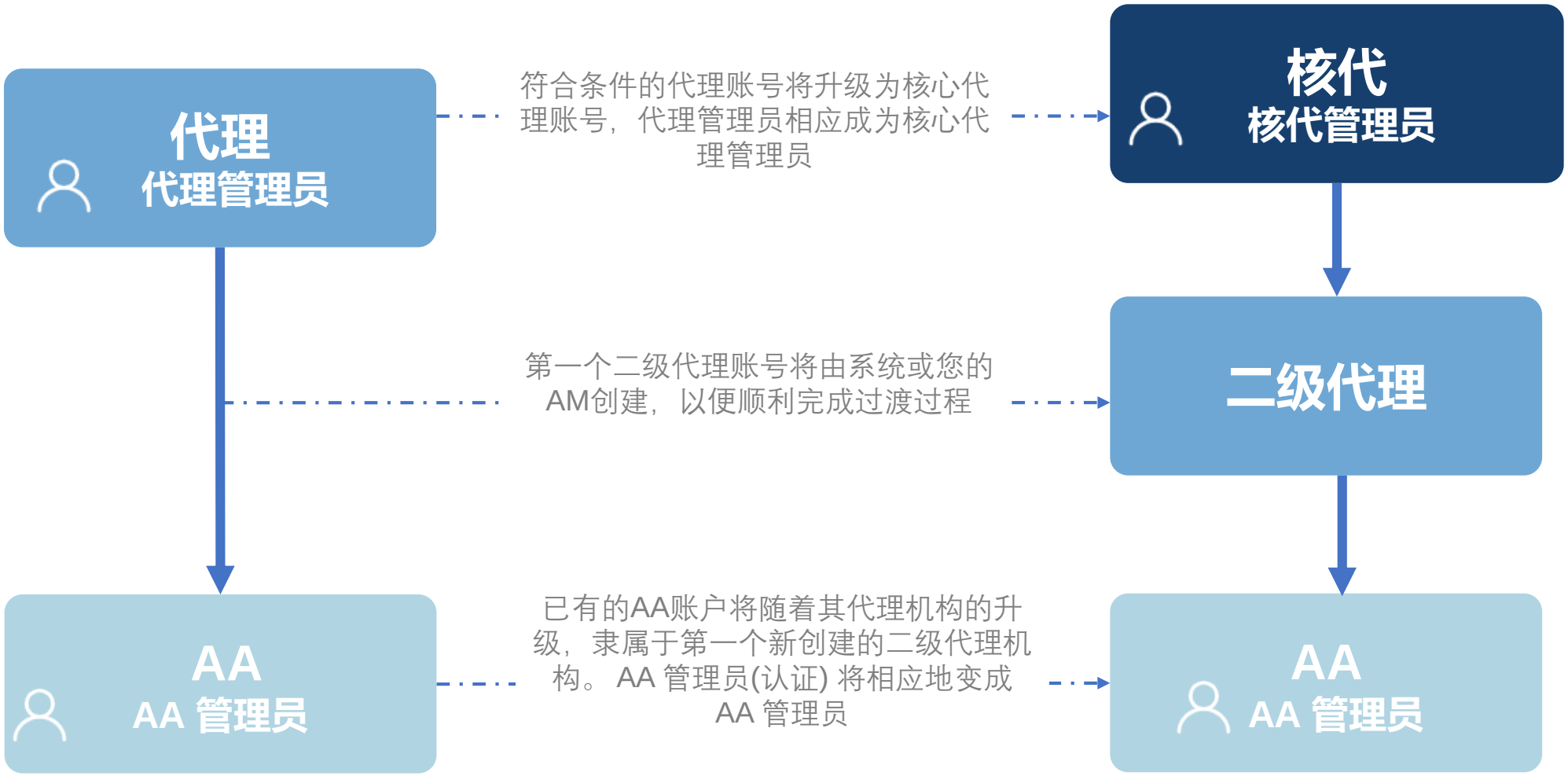
代理广告主功能

- 概览
  - 代理广告主账户概览
- 广告管理
  - 管理计划
  - 管理广告组
  - 管理广告
- 数据分析
  - 数据概览
  - 数据下载
- 财务管理
  - 转账记录
- 工具中心
  - 操作日志
  - 管理受众

3

如何适应新系统

第三部分



Contact your AM for customized upgrade demands

4

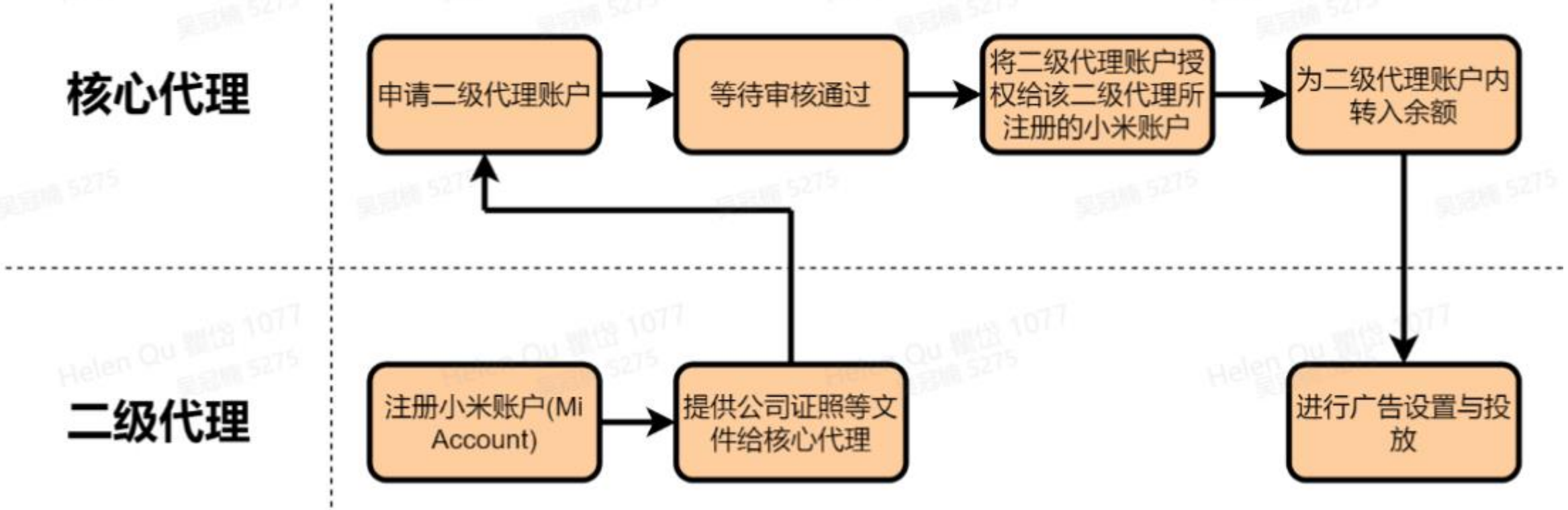
问题与答案

第四部分

二级代理账户注册流程图

Mi Ads平台功能

二级代理账户注册流程

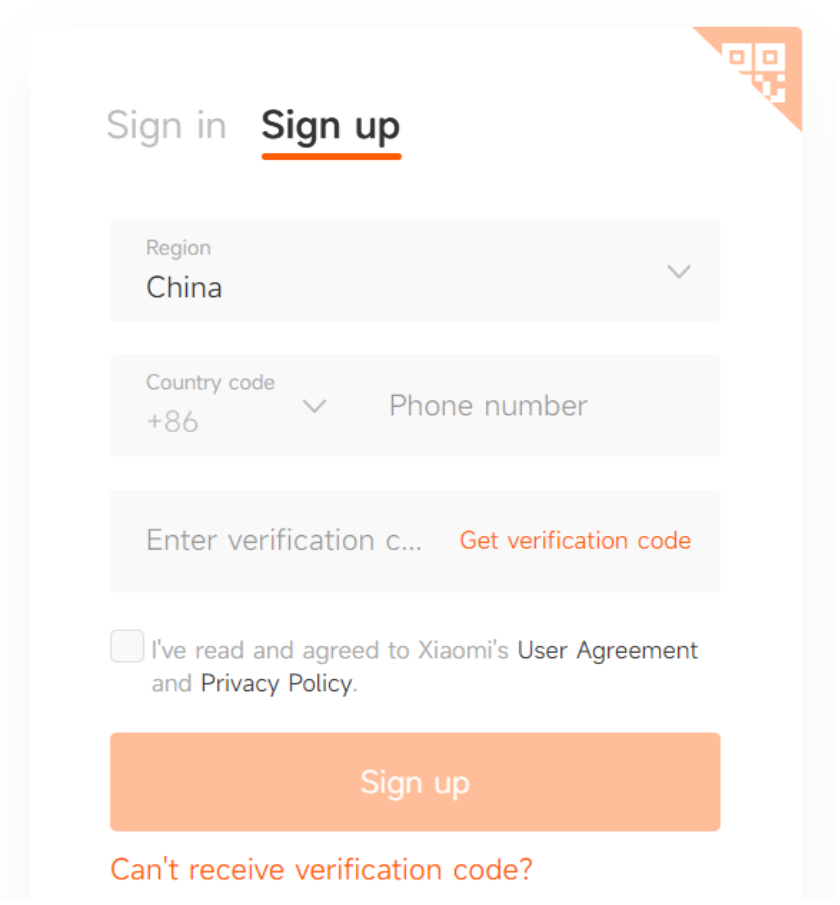


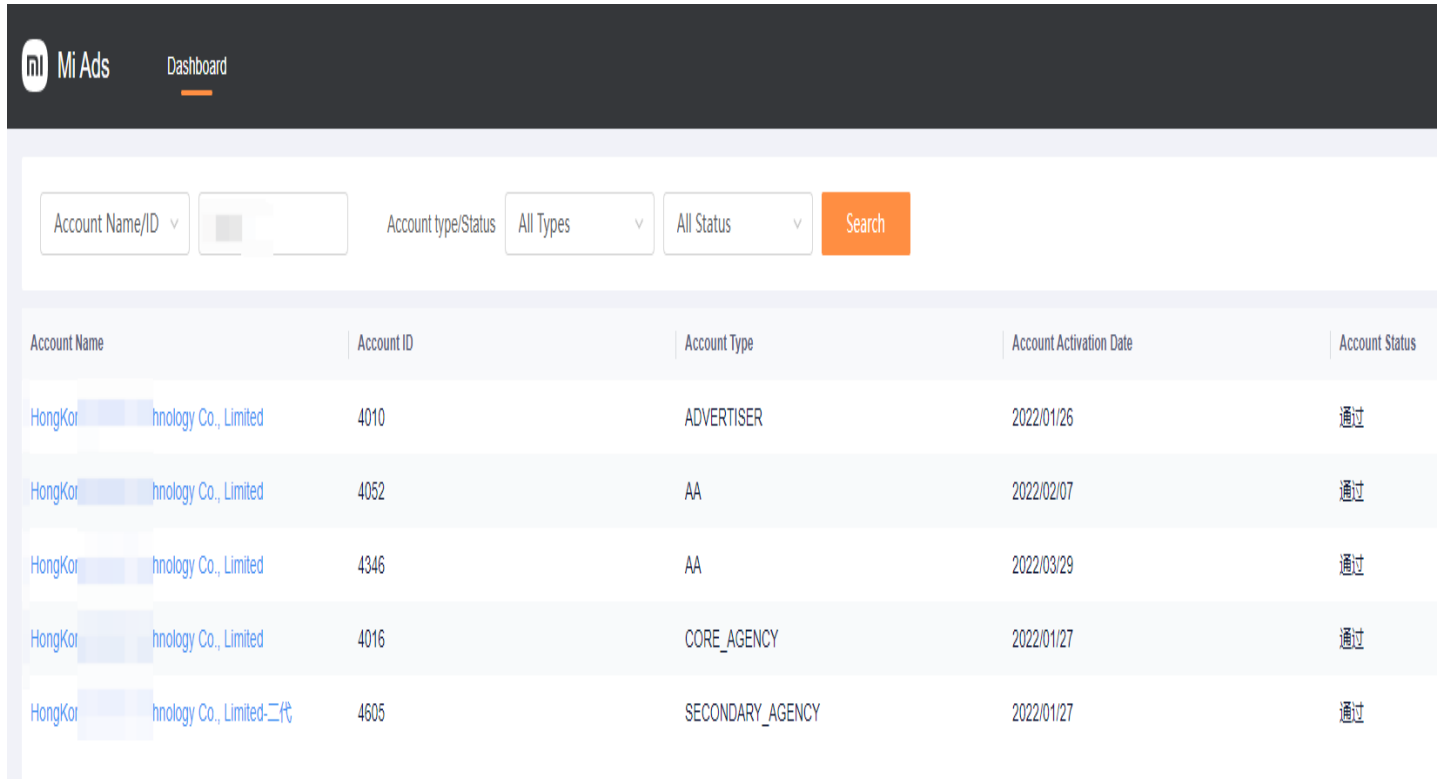
核代为二代开户步骤

1. 每个账户需要d登录小米官网注册小米ID
   https://www.mi.com/

2. 二代需要向核代提供公司注册证明，核代完成创建并授权

3. 二代登入小米营销，账户类型可直接查看并登入
   https://global.e.mi.com/





To Be Continued...

Thanks