

2010—

2021

 | Xiaomi Marketing

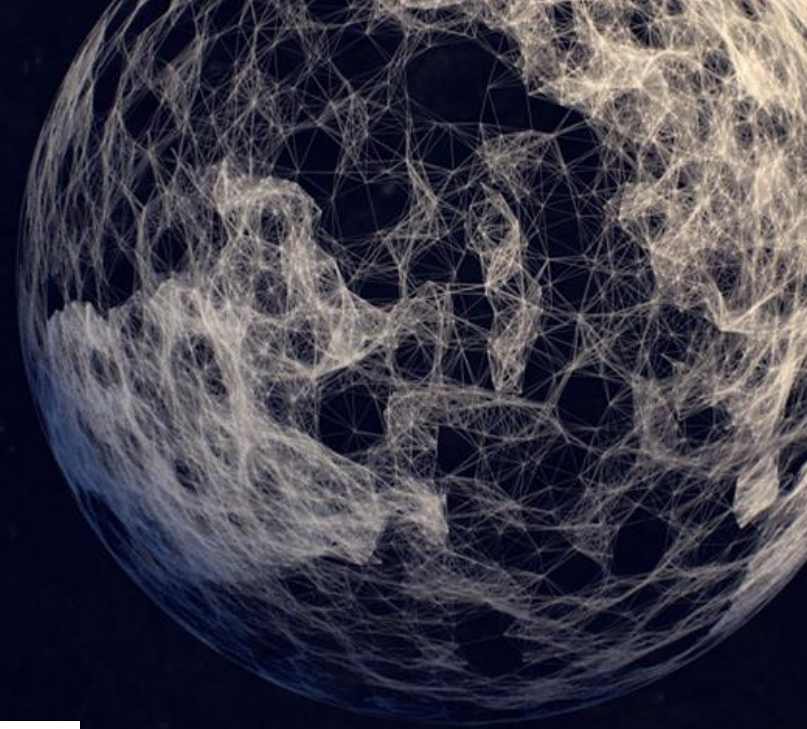
# Drive the Growth

## Xiaomi Sales Kit of 2021

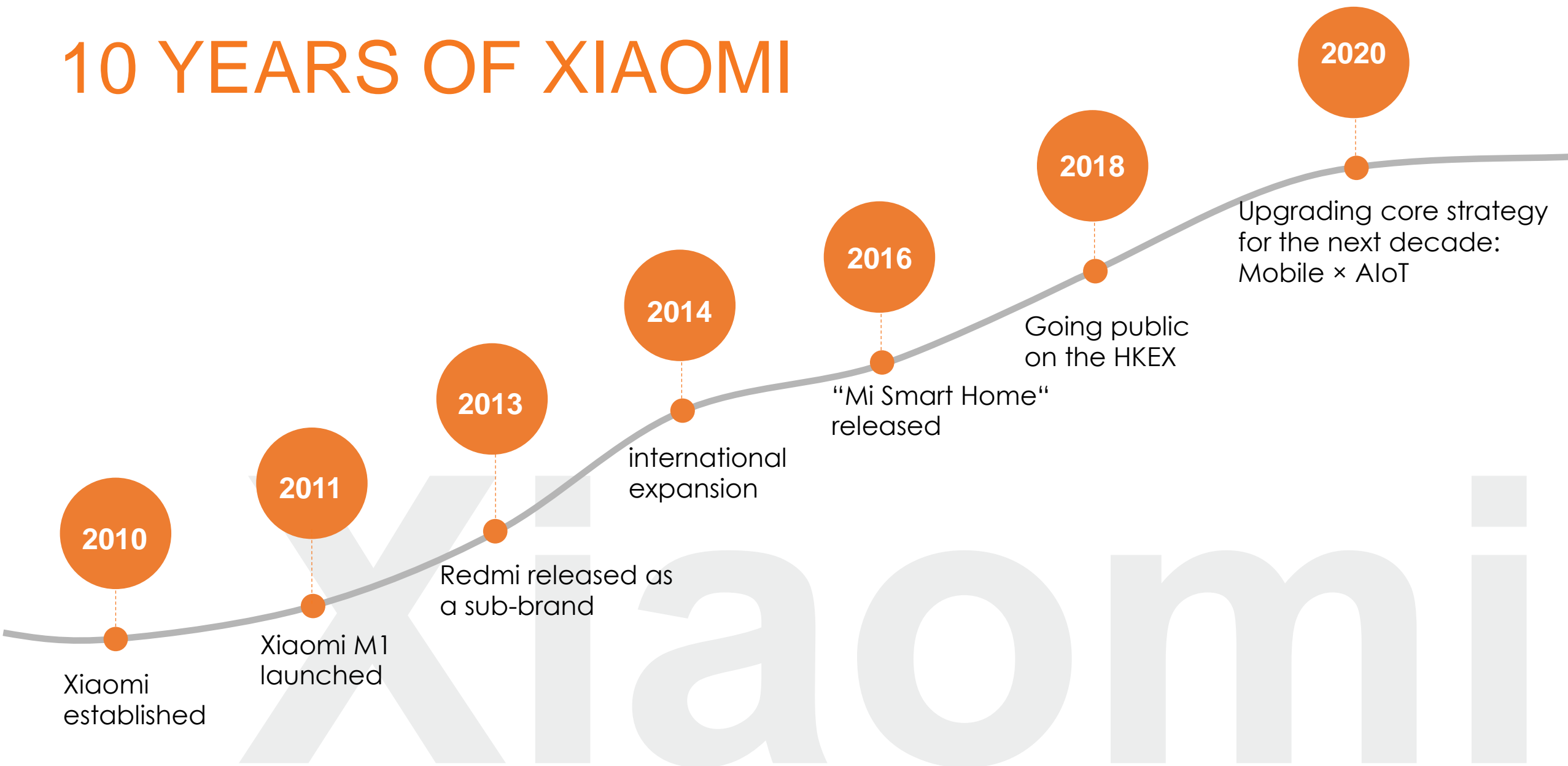
### What is this document for?

The Xiaomi Sales Kit provides an overview of Xiaomi Marketing Platform. It is a guide book for any marketer wishing to understand the basic workings of our advertising and any other monetizing model.

# Overview of Xiaomi



# 10 YEARS OF XIAOMI



## Worldwide: top smartphone vendors, 2021



|    | Vendor  | Unit share | Annual growth |
|----|---------|------------|---------------|
| #1 | Samsung | 20%        | +7%           |
| #2 | Apple   | 17%        | +11%          |
| #3 | Xiaomi  | 14%        | +28%          |
| #4 | OPPO    | 10%        | +16%          |
| #5 | vivo    | 10%        | +15%          |

Note: OPPO and OnePlus are reported separately in this report.

Source: Canalys Estimates (sell-in shipments), Smartphone Analysis, February 2022

# Worldwide Shipment Growth



Global  
QoQ 83%



1<sup>st</sup> in India  
for 15 consecutive  
quarters



1<sup>st</sup> in Spain  
QoQ 12%



1<sup>st</sup> in Russia  
QoQ 105%



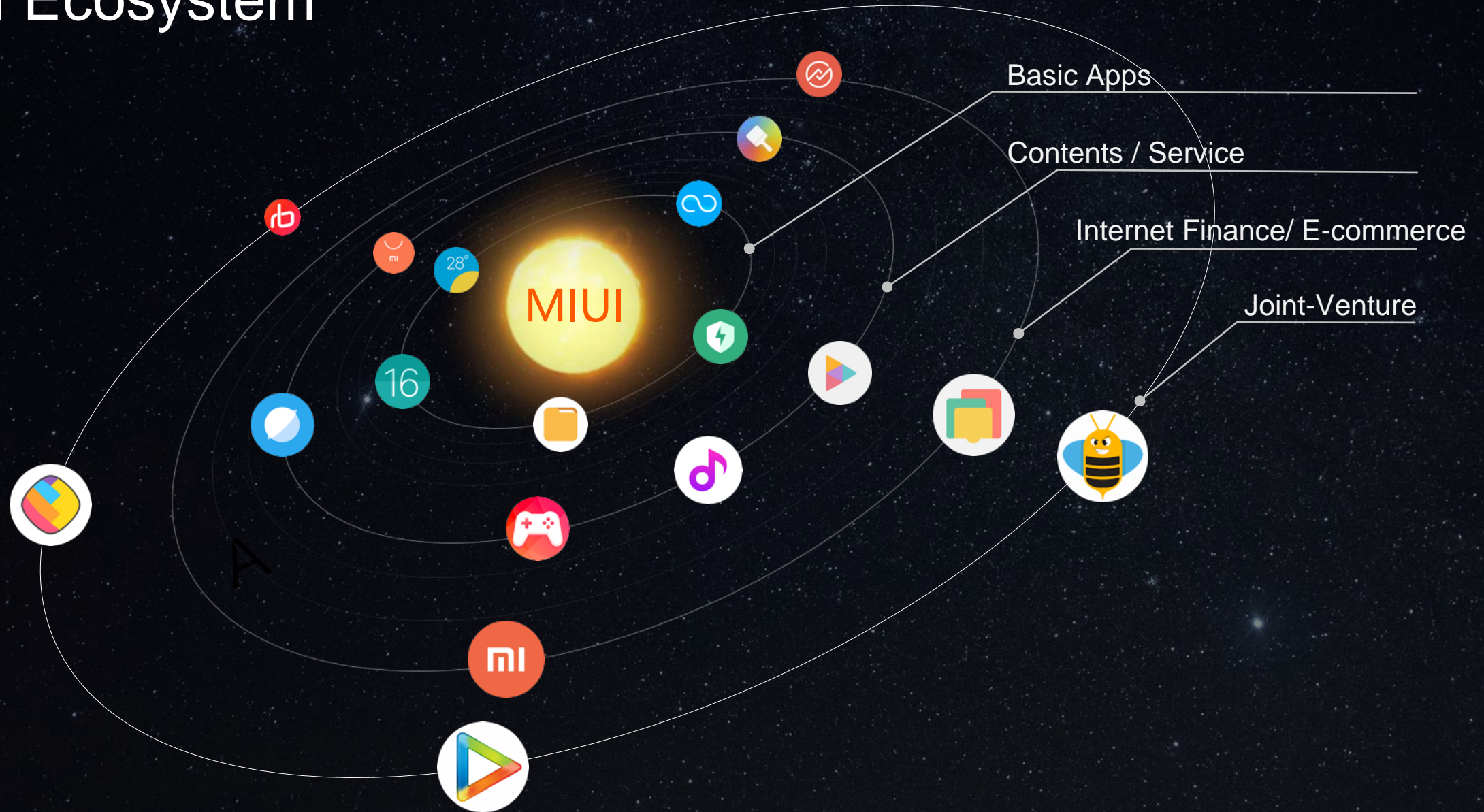
1<sup>st</sup> in Italy  
QoQ 88%



1<sup>st</sup> in France  
QoQ 134%



# MIUI Ecosystem



# MIUI as multimedia entrance



GetApps  
200 million+ MAU



Mi Browser  
200 million+ MAU



-1 Screen  
200 million+ MAU



Mi Music  
100 million+ MAU



Theme  
100 million+ MAU



Mi Video  
50 million+ MAU



Locking Screen  
50 million+ MAU



# User tags for media distribution

## Detail Targeting

- Gender
- Age
- State/Region
- Time zone
- Language
- Device model

## Other Targeting

- Targeting package
- Frequency control



## Users' App Usage Actions

- App installation
- App usage
- App uninstallation

## Life and Entertainment

- Interest and its intensity
- Interest for certain kinds of games



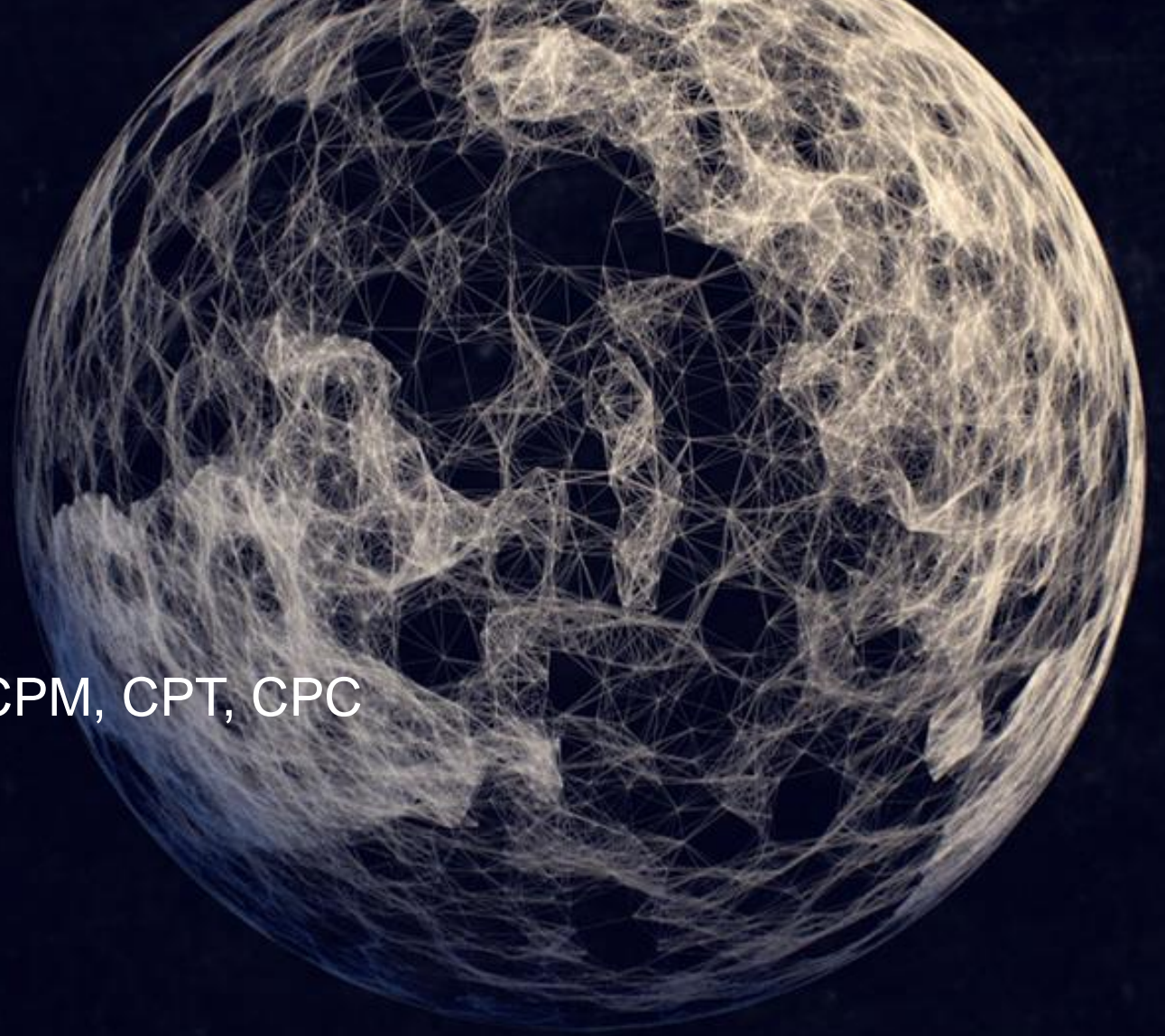


# Xiaomi Advertising

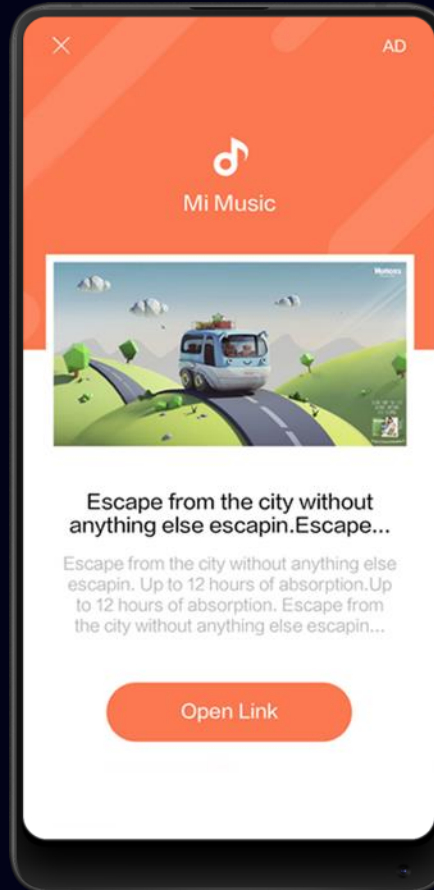
# 1 / Branding

# Ads

Pricing Model: CPM, CPT, CPC



# Splash

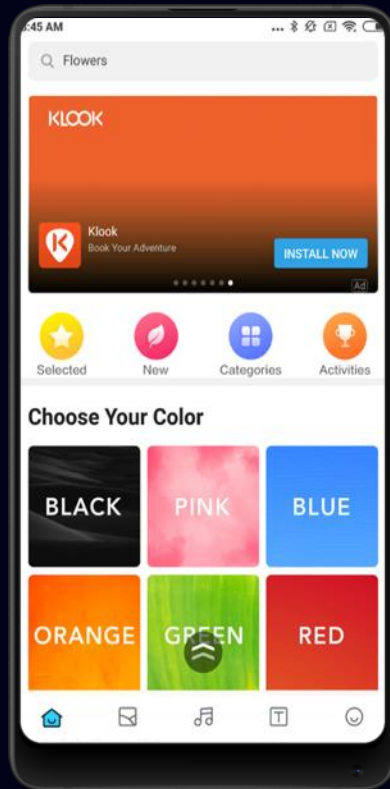


## Splash

- Placement:
  - EX India: File Manager, Theme, Security, Browser, Music, Mi Video, Calendar, Weather
- Size: 1080\*1920, 300K
- Format: PNG/JPG/GIF
- Support video materials

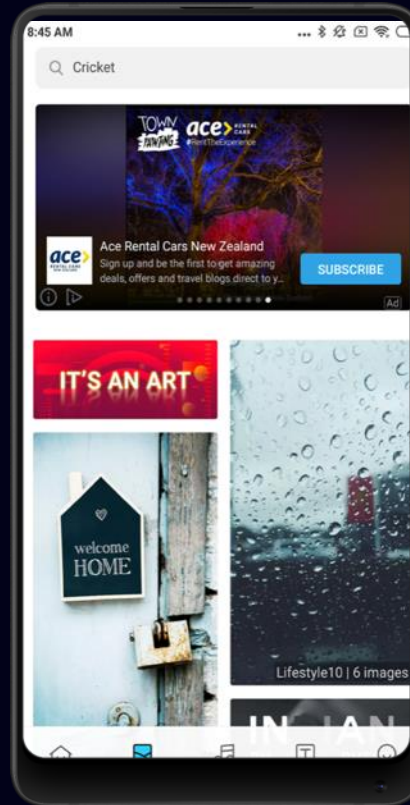


# Banner in theme



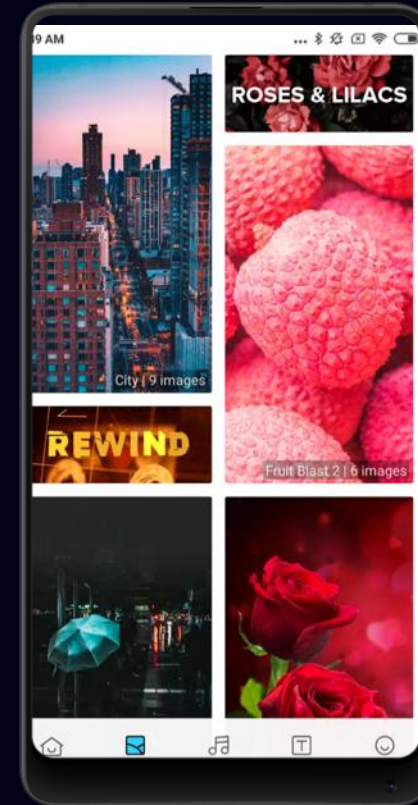
## Carousel Banner

- Placement: Home Page
- Country: Non-India
- Size: 1008\*524
- Format: PNG/JPG



## Carousel Banner

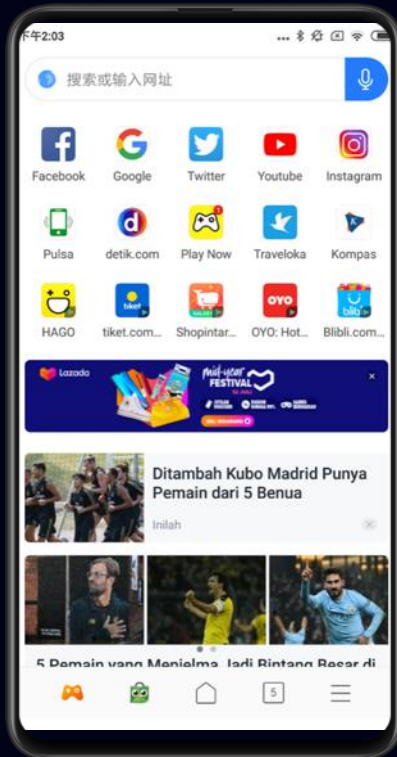
- Placement: Wallpaper
- Country: Non-India
- Size: 1008\*524
- Format: PNG/JPG



## Feed Banner

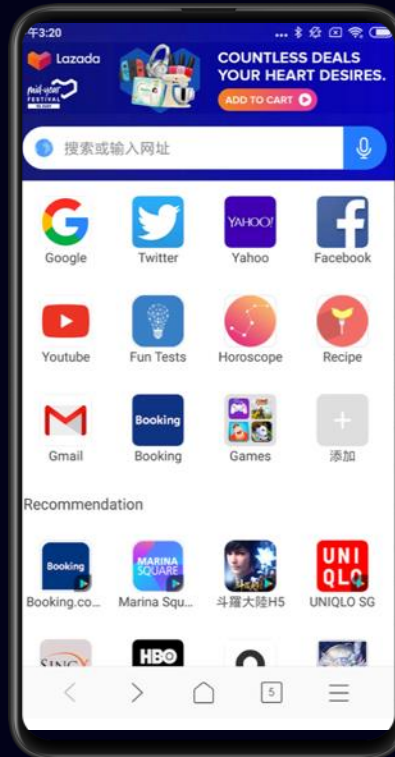
- Placement: Wallpaper
- Country: Non-India
- Size: 490\*868/490\*200
- Format: PNG/JPG

# Banner in browser



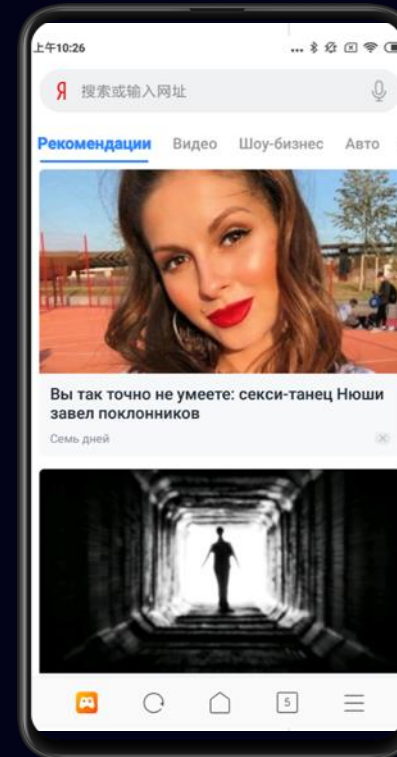
## Middle Banner

- Placement: Home Page
- Country: Indonesia/Russia
- Size: 1008\*524
- Format: PNG/JPG



## Head Banner

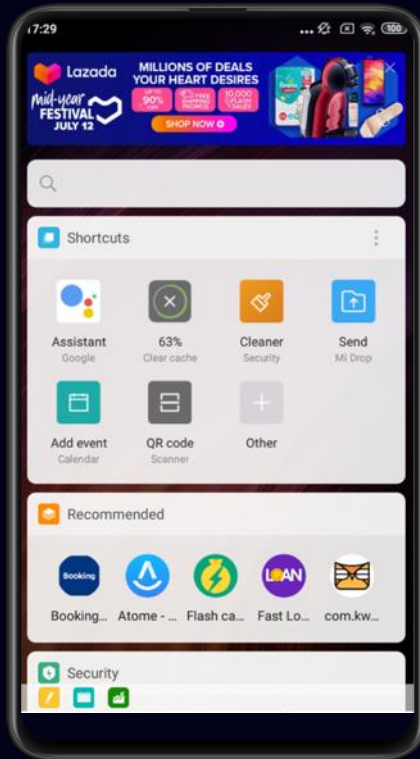
- Placement: Homepage
- Country: Except India/Indonesia/Russia
- Size: 1008\*524
- Format: PNG/JPG



## Manual Card

- Placement: News Feed
- Country: Indonesia/Russia
- Size: 490\*868/490\*200
- Format: PNG/GIF/Video

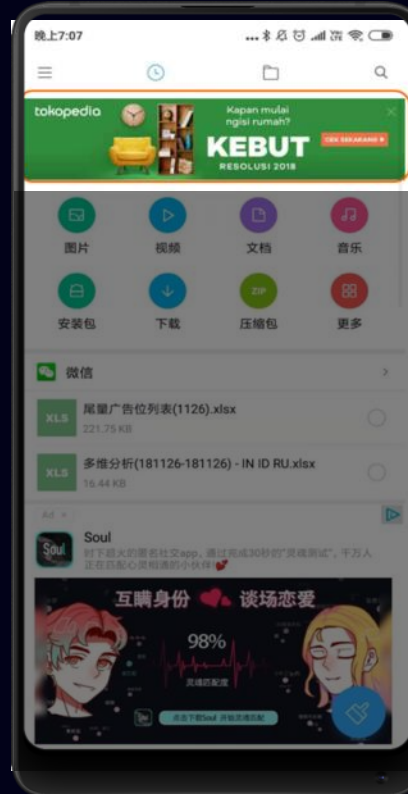
# Banner in other media



App Vault

## Vault Banner

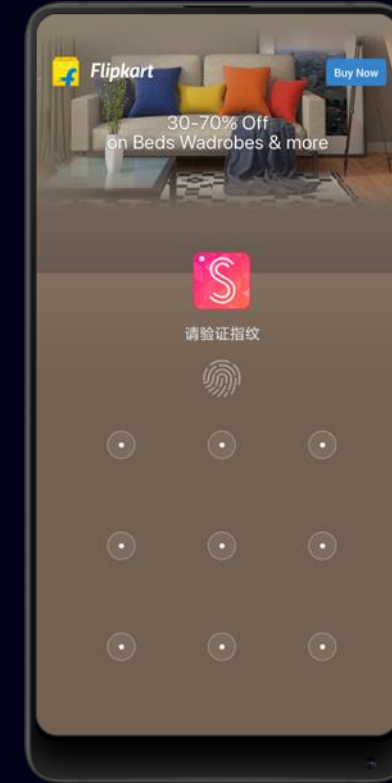
- Placement: -1 Screen
- Country: Except EU
- Size: 1032\*244
- Format: PNG/JPG



File Management

## Top Banner

- Placement: Homepage
- Country: Non-India
- Size: 640\*100
- Format: PNG



Security

## Manual Card

- Placement: News Feed
- Country: Non-India
- Size:
  - Background 1080\*1920, 1080\*2160, <200 kb
  - Icon 240×120, <15 kb
- Format:
  - Background: PNG
  - Icon: GIF



# Audio ad



## Audio Ad

- Country: India
- Size:
  - Audio within 30 seconds
  - Image (optional): 300\*250px
- Format: mp4

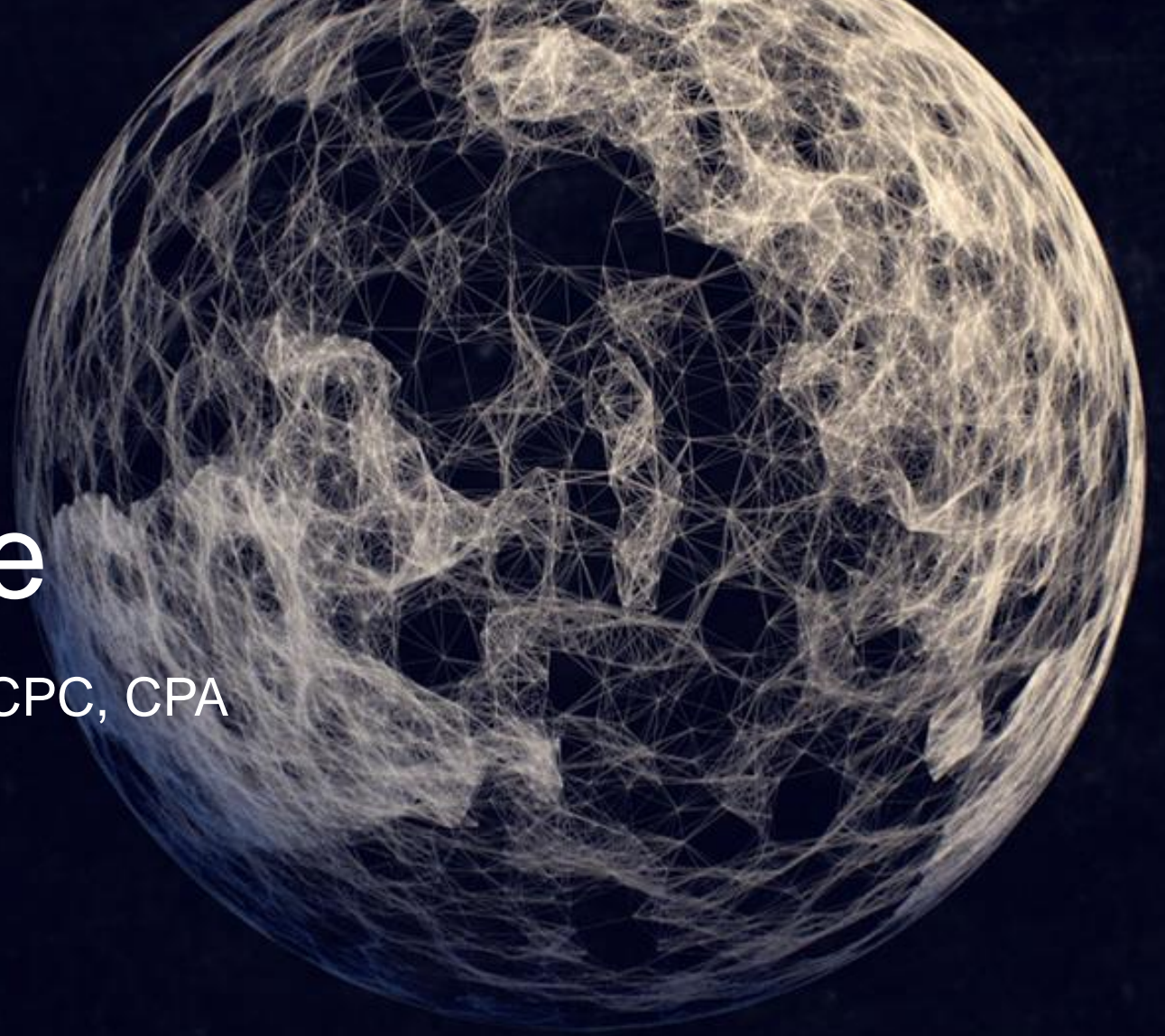
2



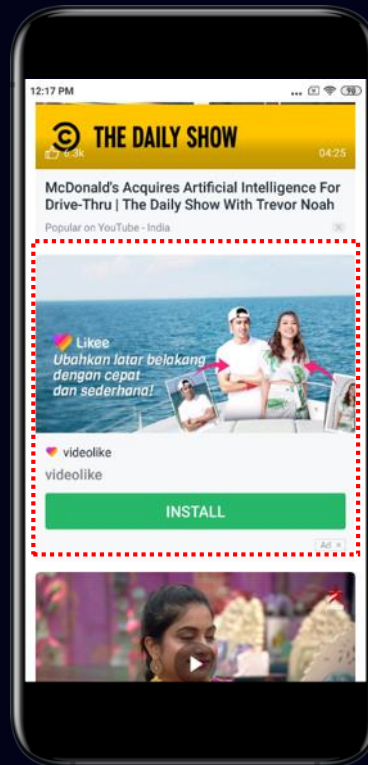
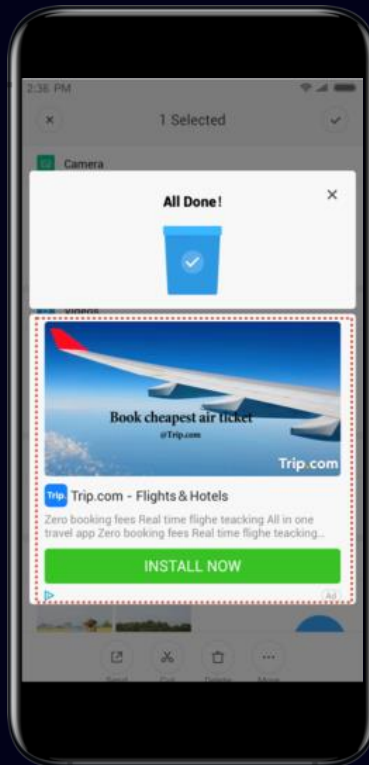
# Performance

# Ads

Pricing Model: CPC, CPA



# Native ad



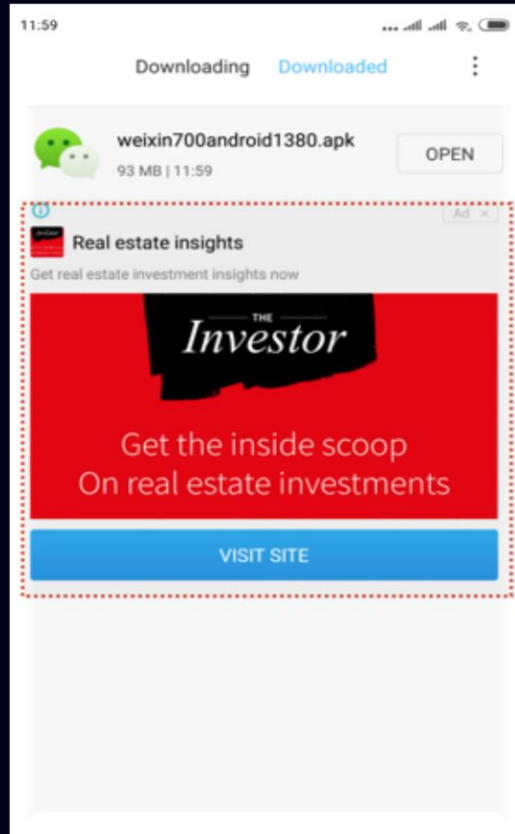
## Media:

Download Manager, Security, Cleaner, Browser, Music, Package Installer, Themes, Video

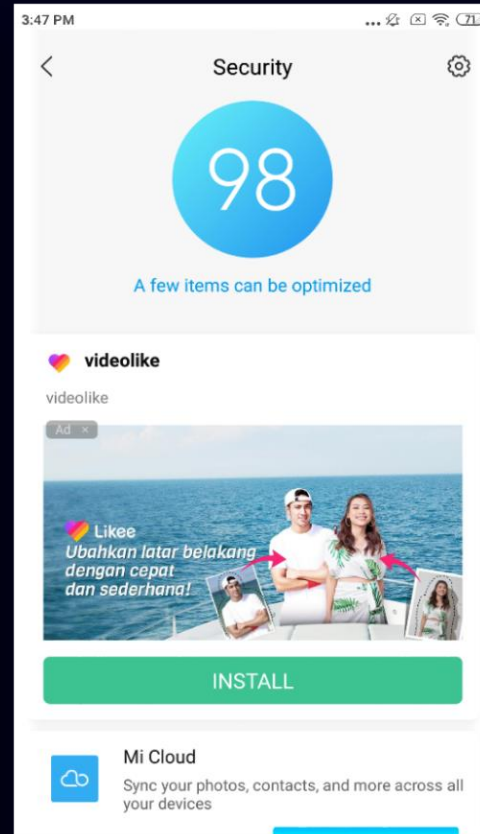
- Country: Non-India
- Size: 1200px\*628px or 600px\*314px
- Format: PNG/JPG/JPEG, smaller than 300KB



# Native ad



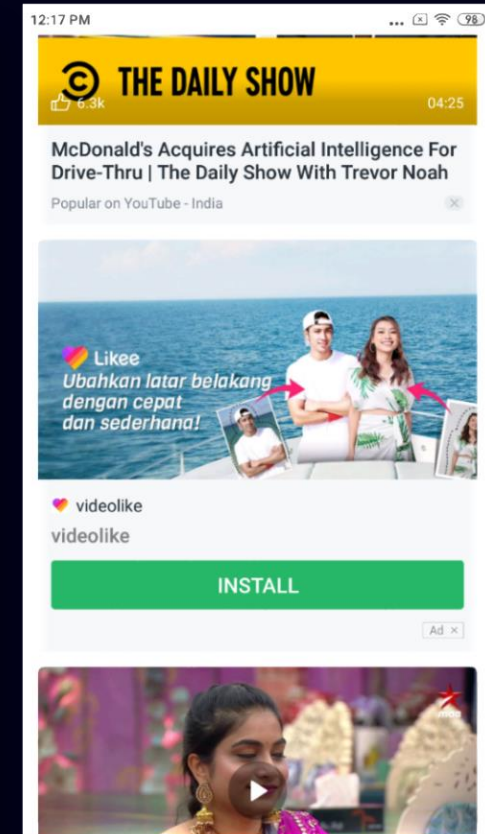
Download Manager



Security Center

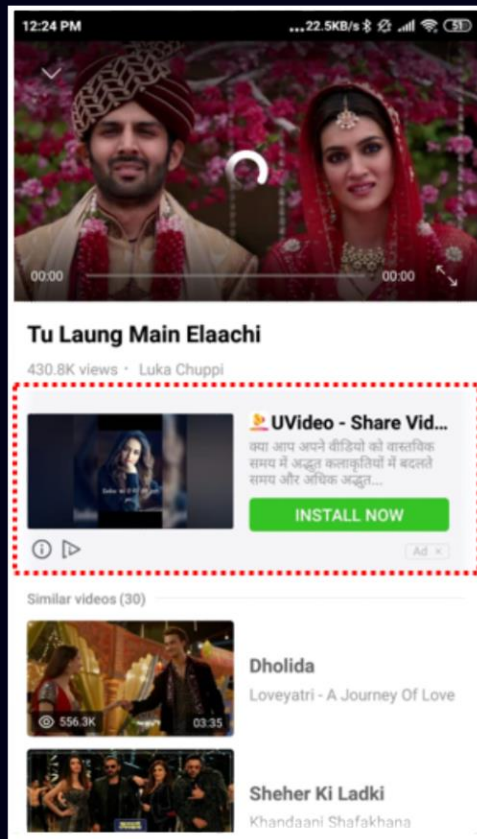


Cleaner

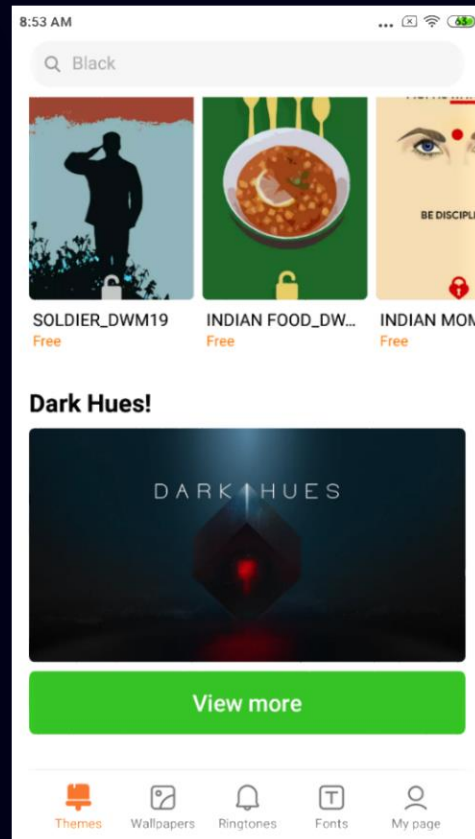


Browser

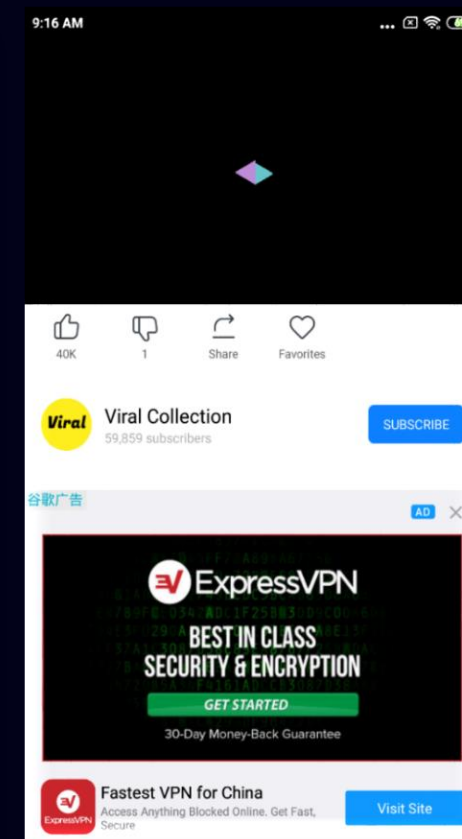
# Native ad



Music

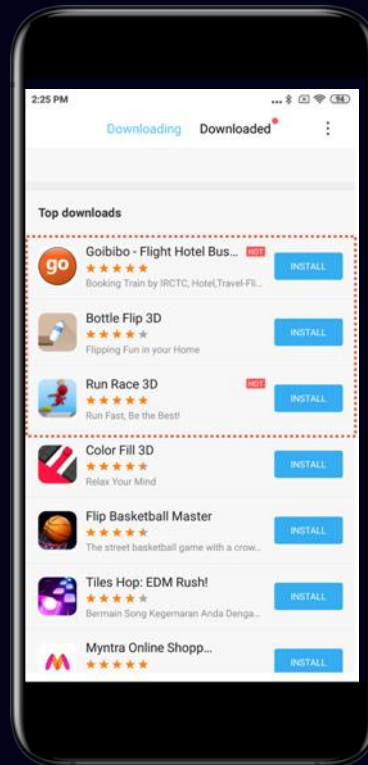


Theme



Video

# Icon recommendation



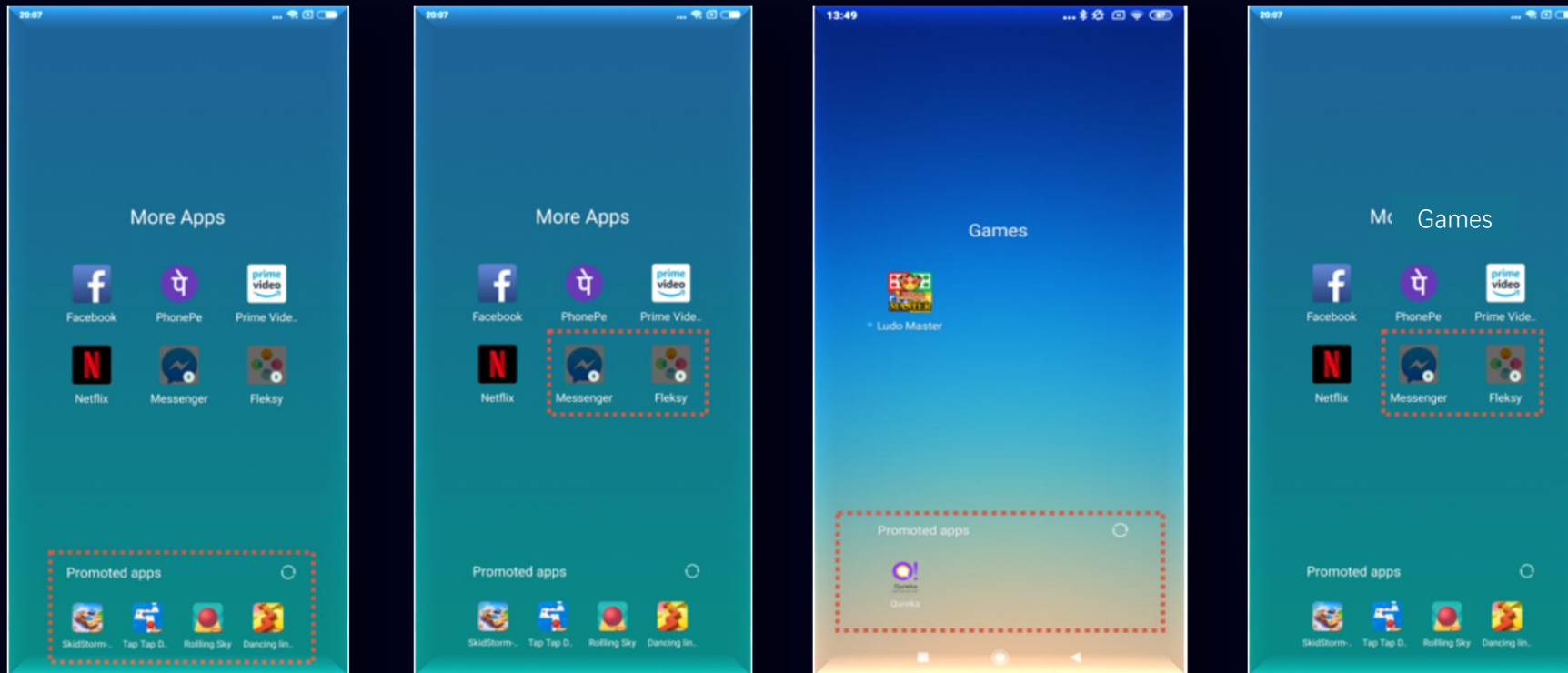
## Media:

Vault, Desktop Folder, Browser, Mi Apps, Download Manager, Security, Music

- Country: Global
- Size: 84\*84
- Format: PNG/JPG/JPEG, smaller than 50KB



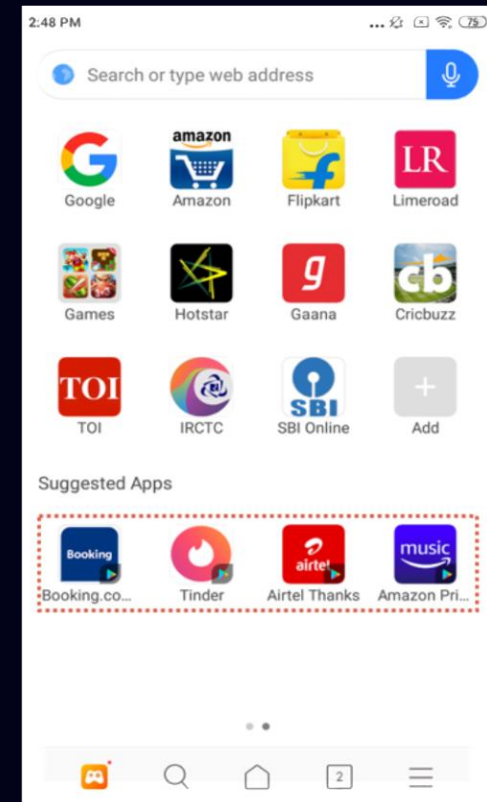
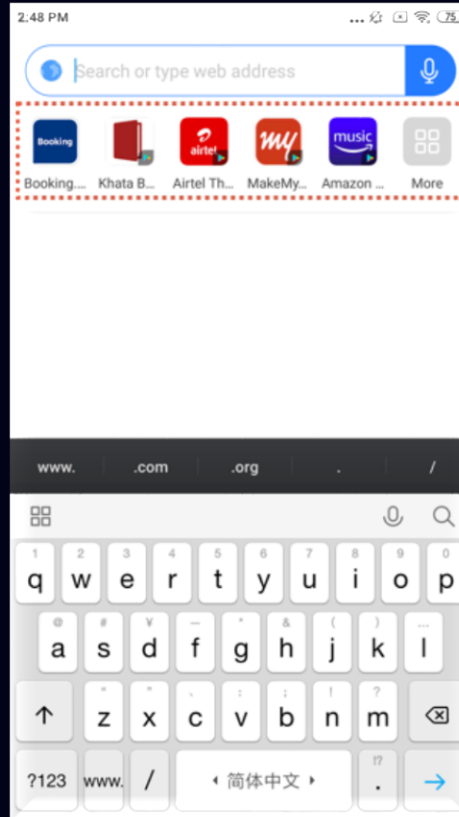
# Icon recommendation: Desktop Folder



More Apps

Games

# Icon recommendation: Browser



# Push notification



## Push-Icon:

- Size: 200\*200, smaller than 30kb
- Format: PNG/JPG/JPEG
  - Main Title less than 30 characters
  - Description limited to 40 characters

## Push-Pic:

- Size: 800\*360, smaller than 1024kb
- Format: PNG/JPG/JPEG
  - Main Title less than 30 characters
  - Description limited to 40 characters



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Thank You!

