

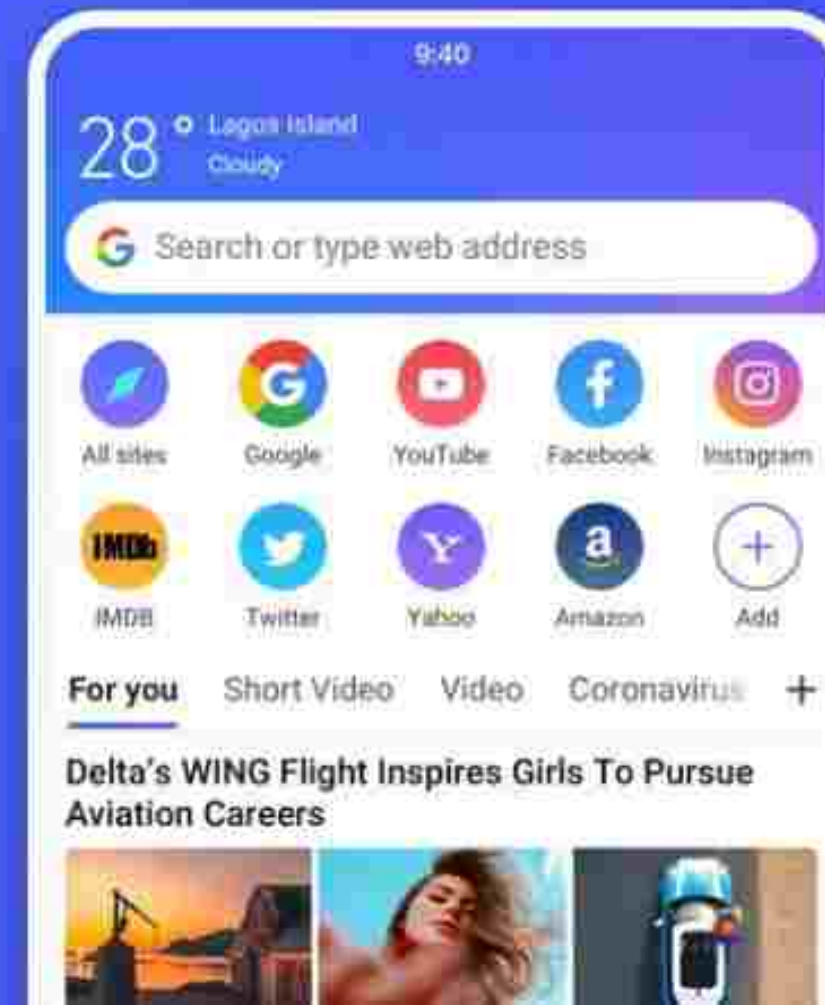
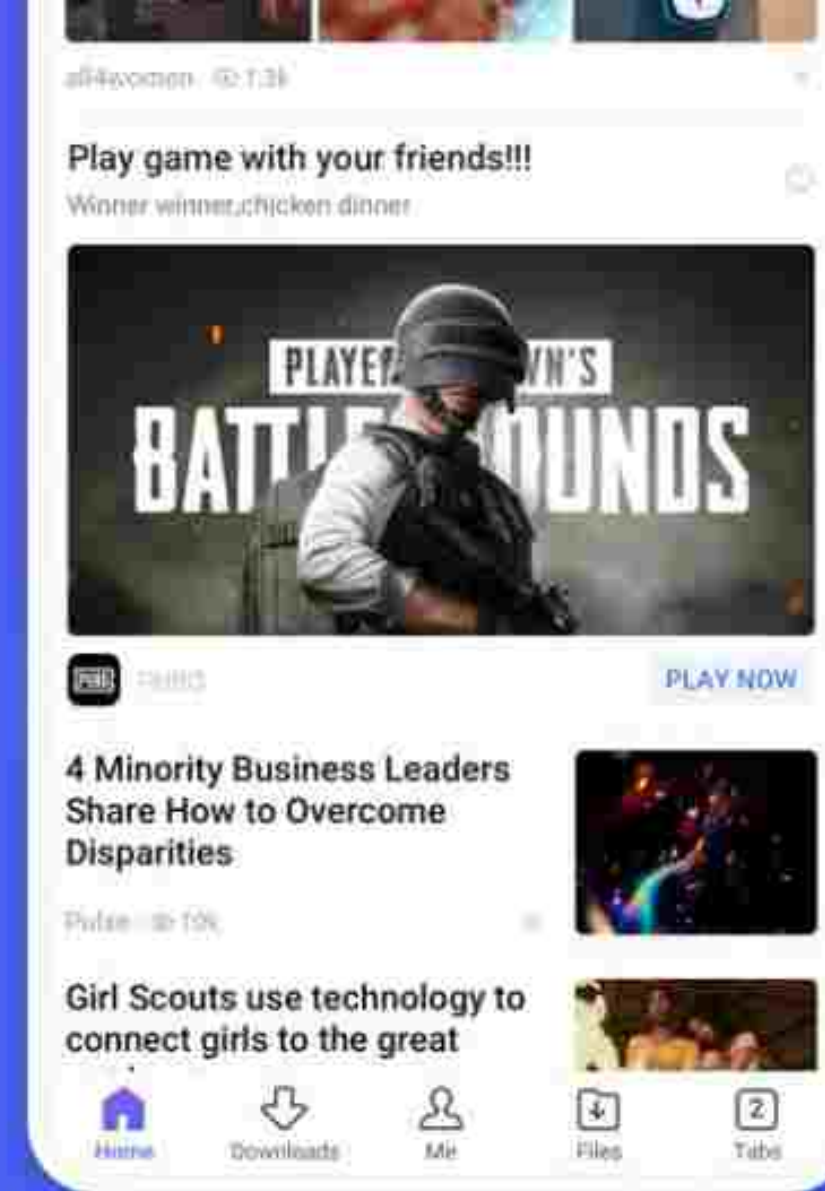
# Phoenix Ads Deck

Version  
2021.12



Phoenix

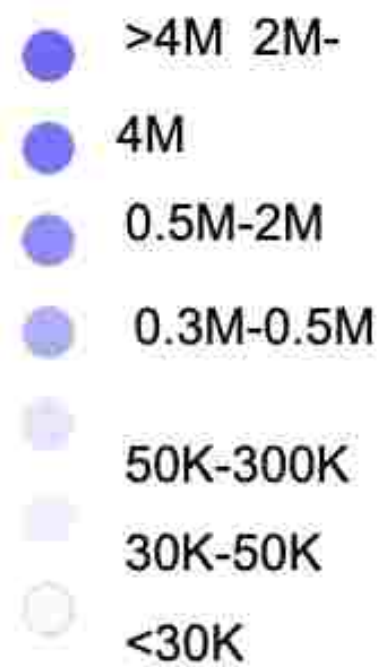
Over  
180,000,000  
Users'  
Choice!!!



# African

## Top Application

MAU MAP



**MENA**  
**19M+**  
**MAU**

**SSA**  
**90M+**  
**MAU**

# About us

# WHO WE ARE

A Transsion Tencent JV Company

**TRANSSION**  
传音控股

Africa's Largest Mobile OEM  
53% combine Mobile device Market  
Share 174m Devices Sold Annually  
40% Smartphone Sales 2020

**TECNO**

**Infinix**  
The Future Is Now!

**itel**

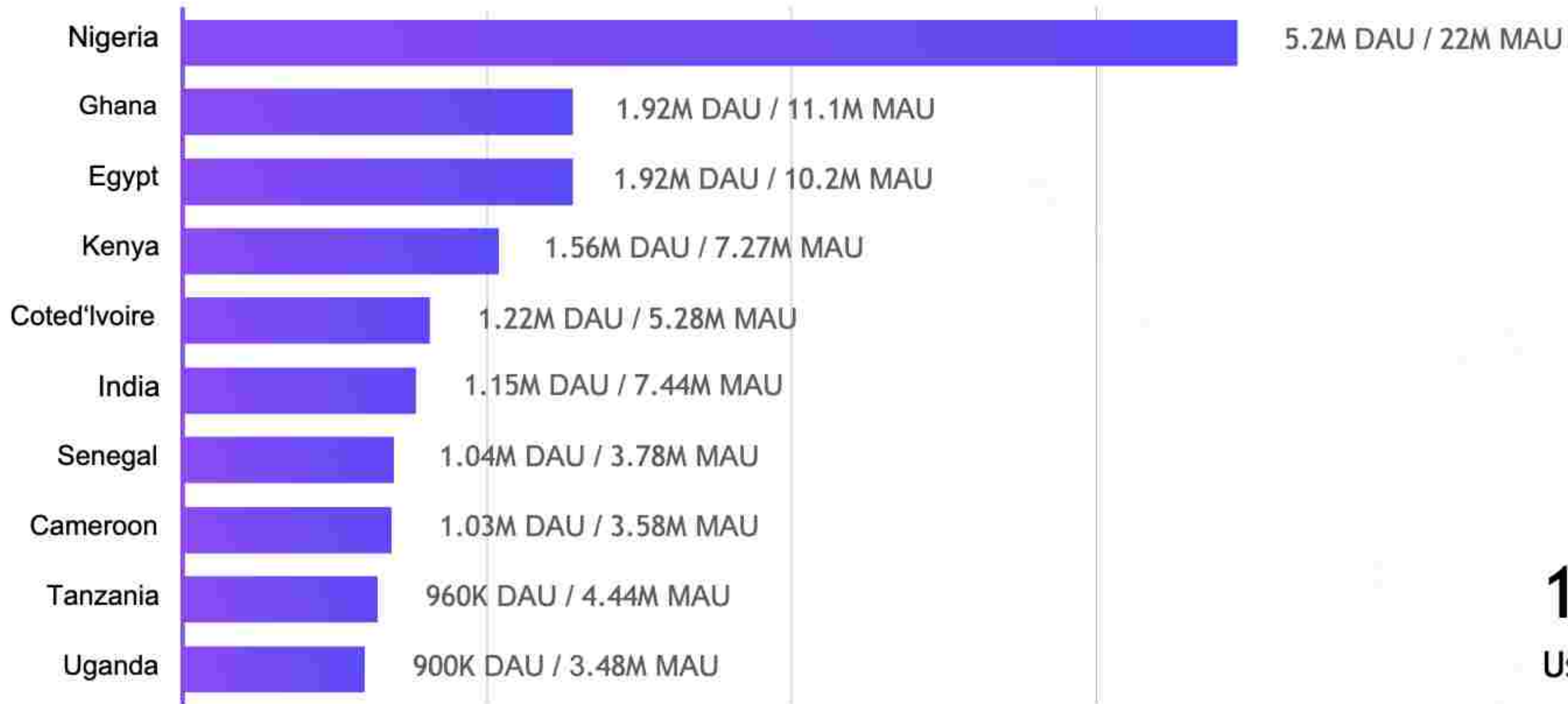
**Tencent 腾讯**

China's most valuable internet  
company  
\$748b in Valuation  
Over 1b WeChat users & 600m QQ  
Users  
\$75b Revenue 2020



# Our **TOP10** GEOs

We also serve audiences across South East Asia and Developing Markets

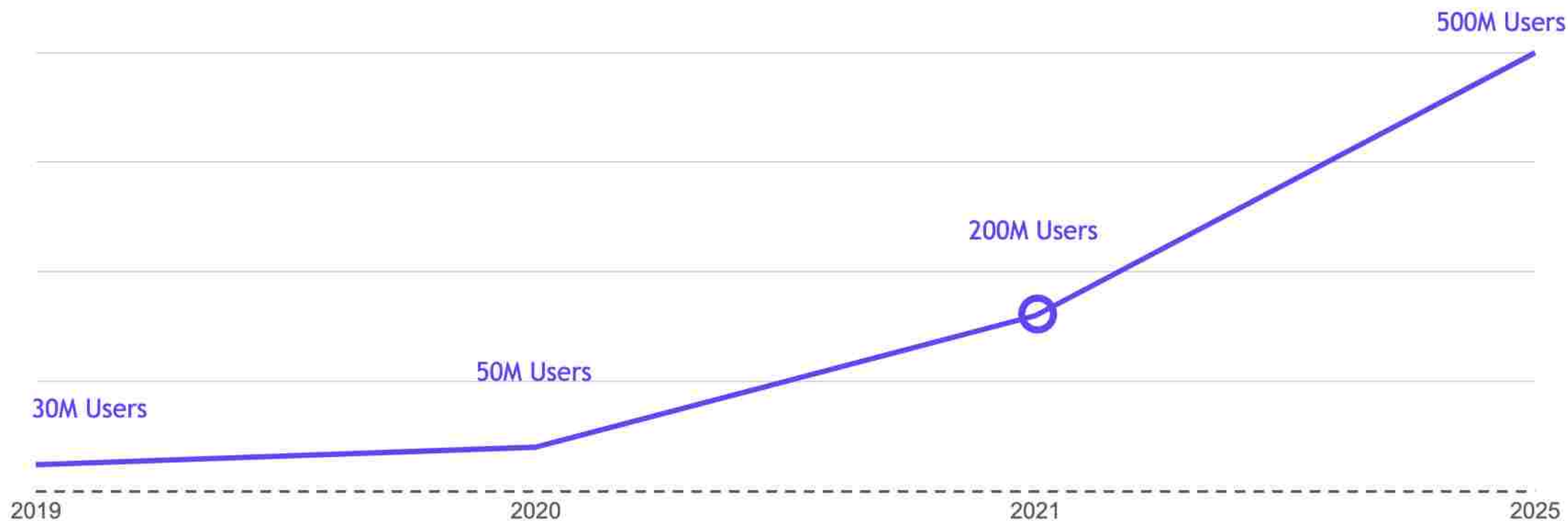


**180M**

Users across Africa

# Our Growth

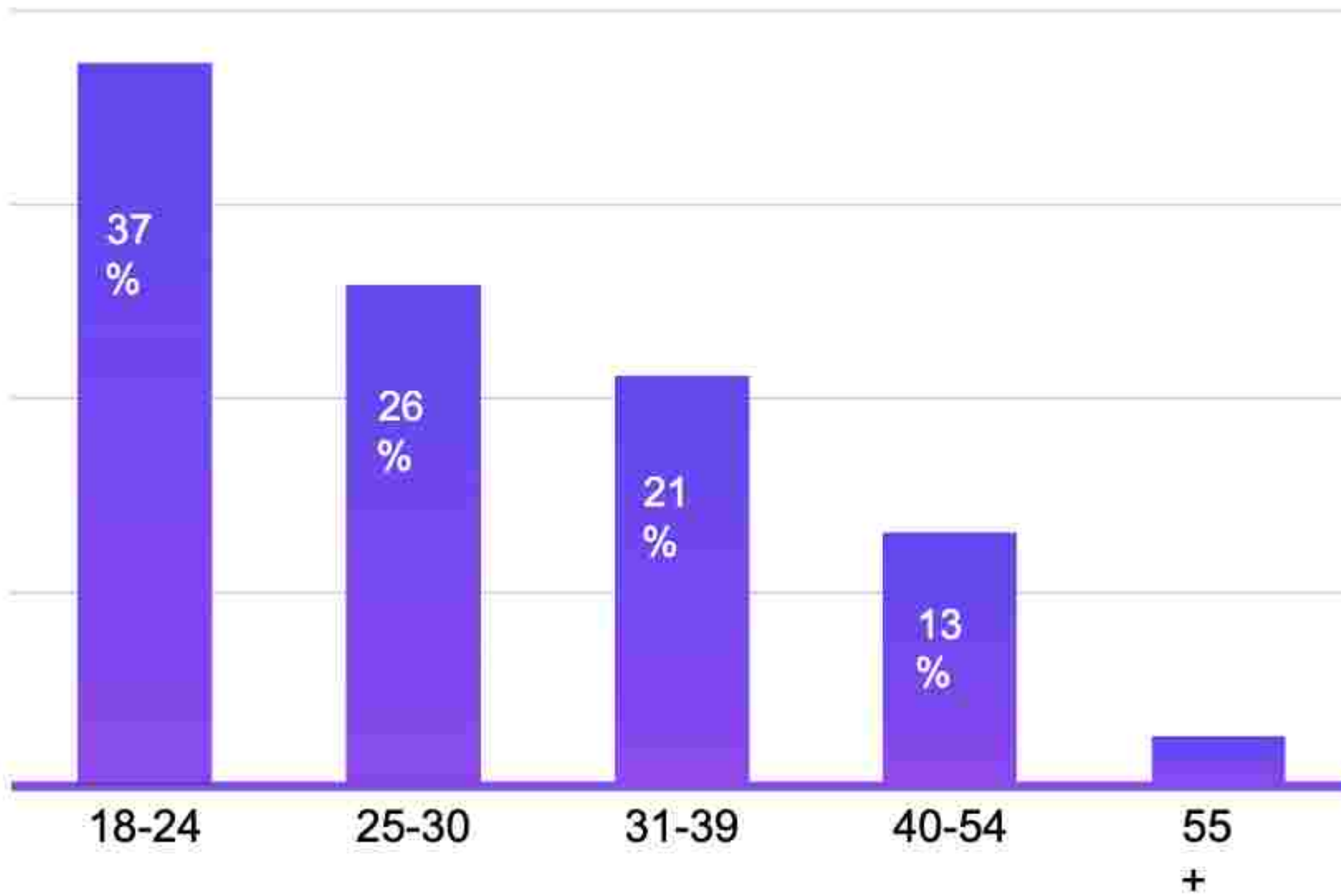
We plan to reach half a billion users by 2025 enhances their mobile experience through our unique tools and offerings.



# Meet our users

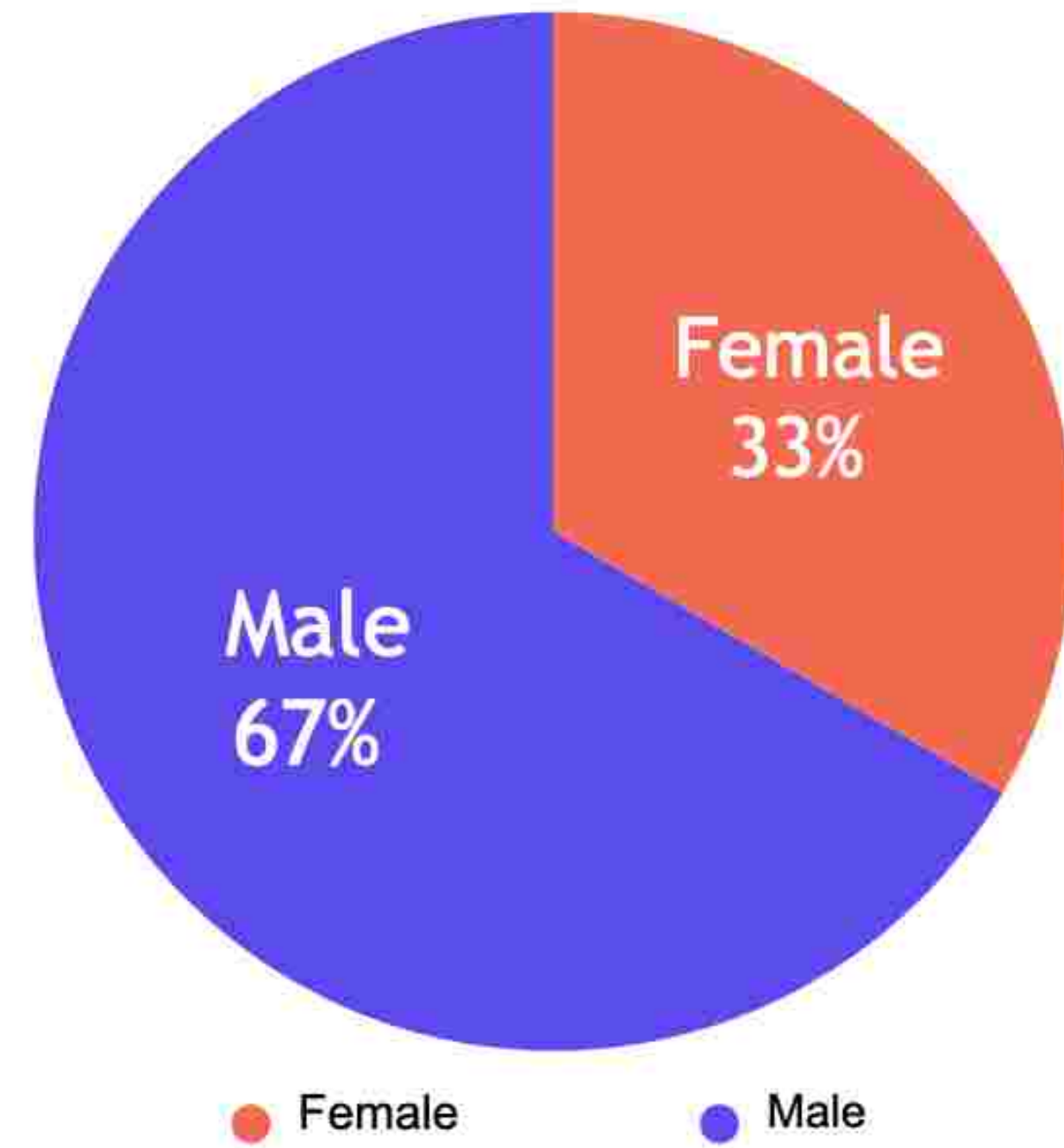
# Age

Very Youthful Audience  
More than 84% of audiences between 18-39.



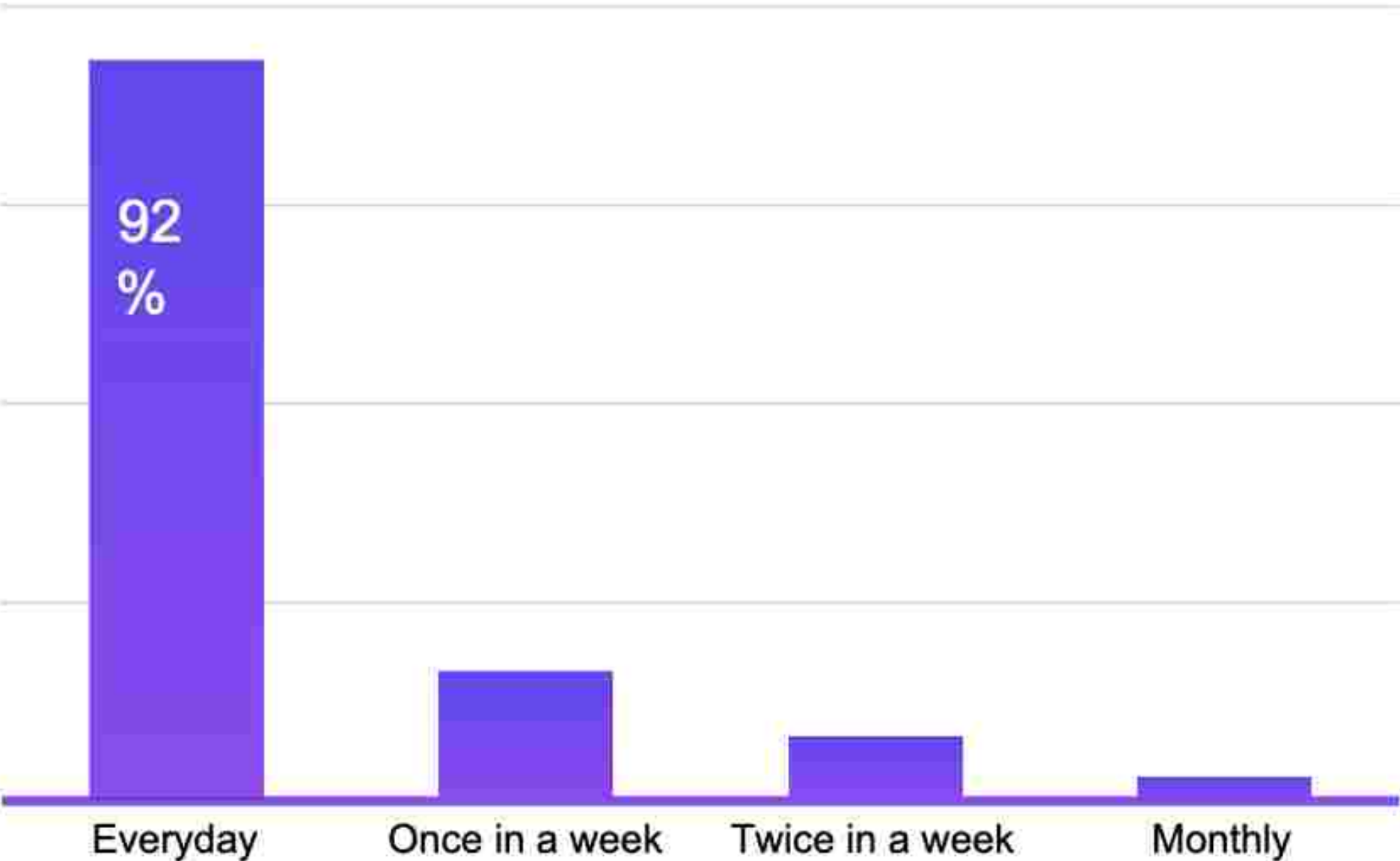
# Gender

Predominantly male users.



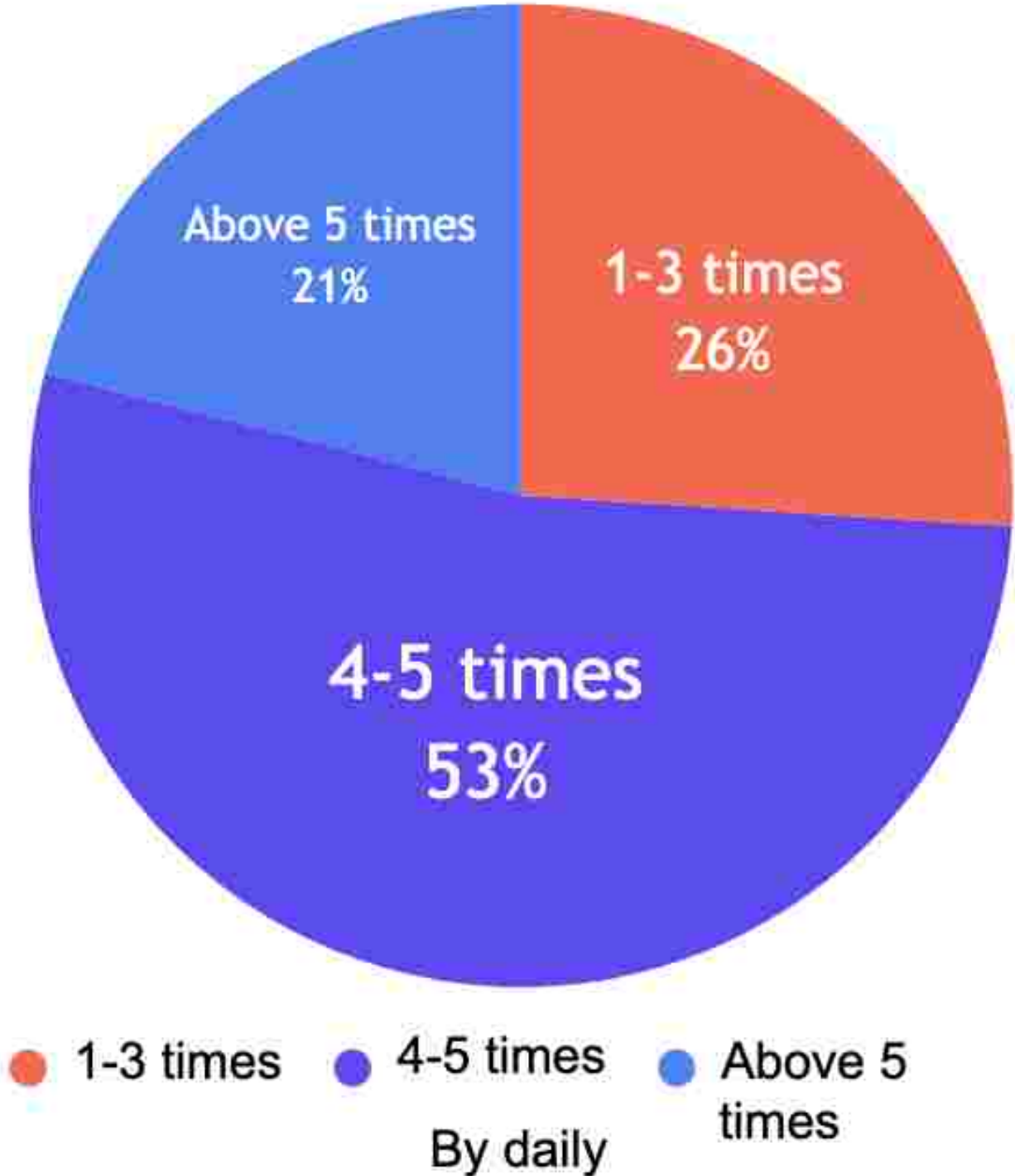
# App usage Frequency

91.9% of our users open the browser everyday. The features has formed a part of their daily lives.



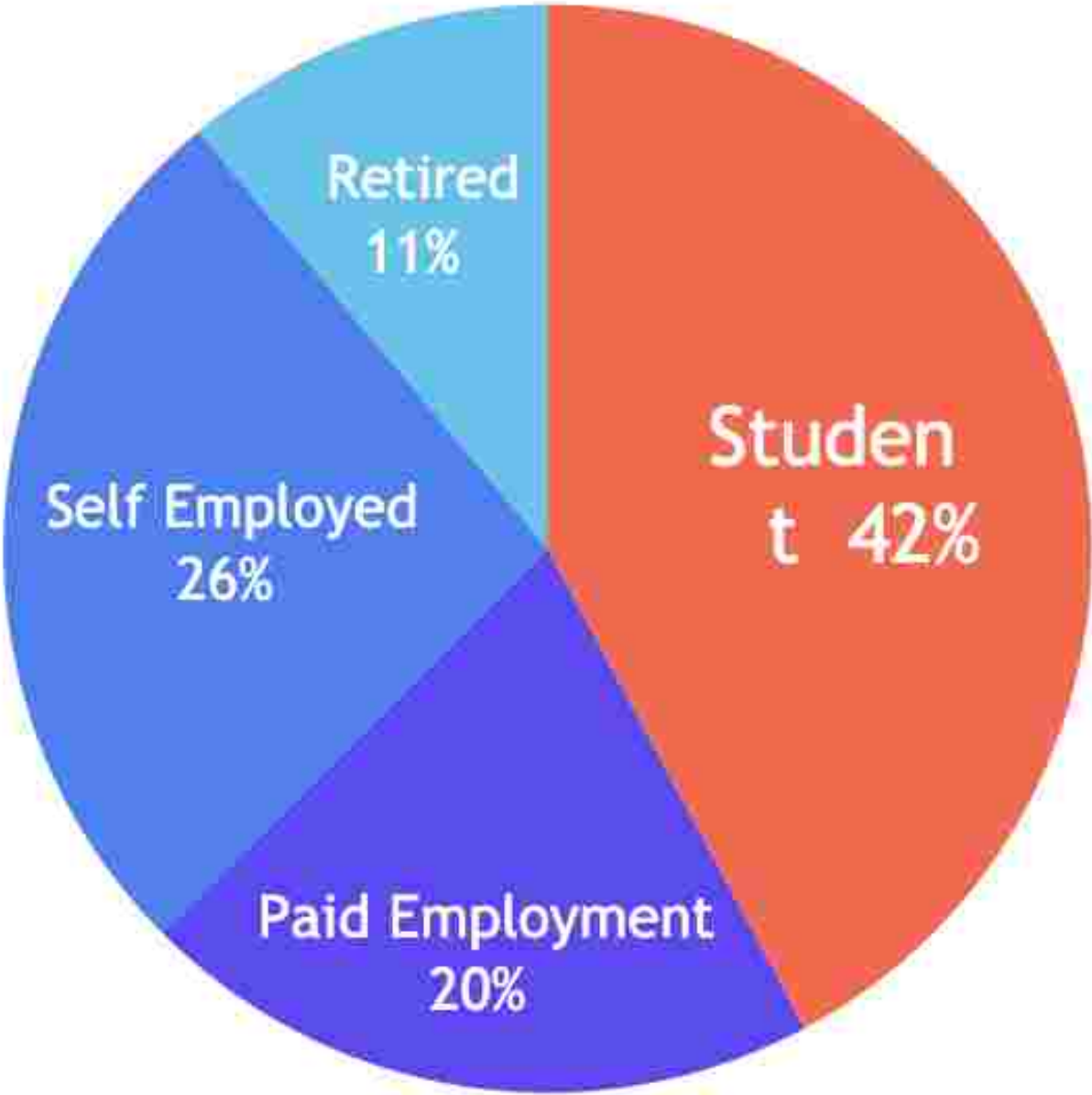
# App Open Rate

More than half of our users access the browser more than 5 times daily. Very strong usage and return rate.



# Work Status

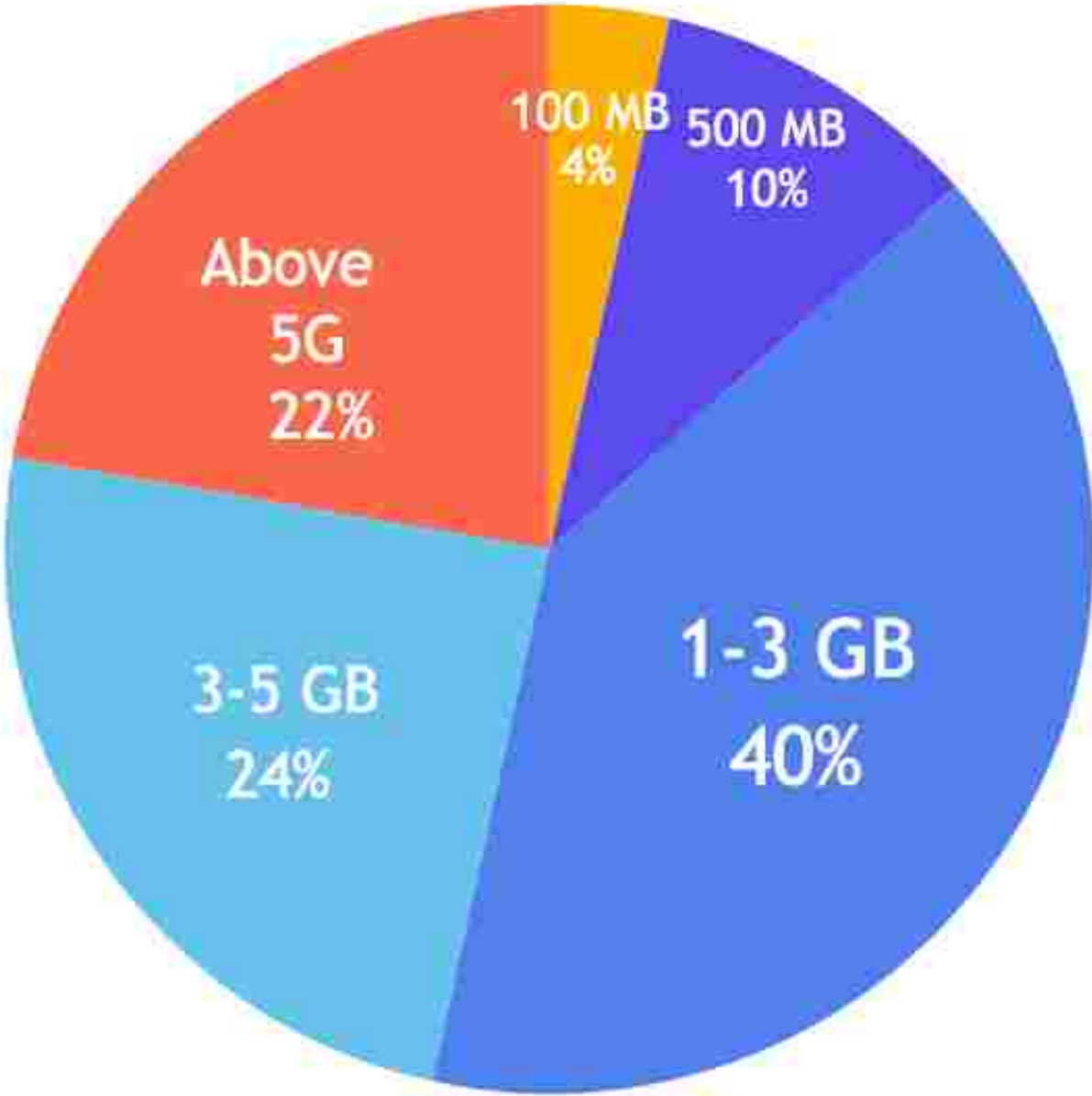
College students from a majority of our audience. Over 45% have some form of income



● Student   ● Paid Employment   ● Self Employed   ● Retired

# Data Purchases

Phoenix Audience have strong internet usage. Over 90% of our users spend at least 1GB on Data Monthly. Good purchasing power.



● 100 MB   ● 500 MB   ● 1-3 GB   ● 3-5 GB   ● Above 5G

# Our Offerings

# PERSONALIZED CONTENT



FUNNY  
VIDEOS



UNLIMITED  
RINGTONES



BREAKING  
NEWS



AUDIO  
CONTENTS



SOUND  
BITES



LATEST  
GOSSIP



COMEDY  
VIDEO



PREMIUM  
CHANNEL

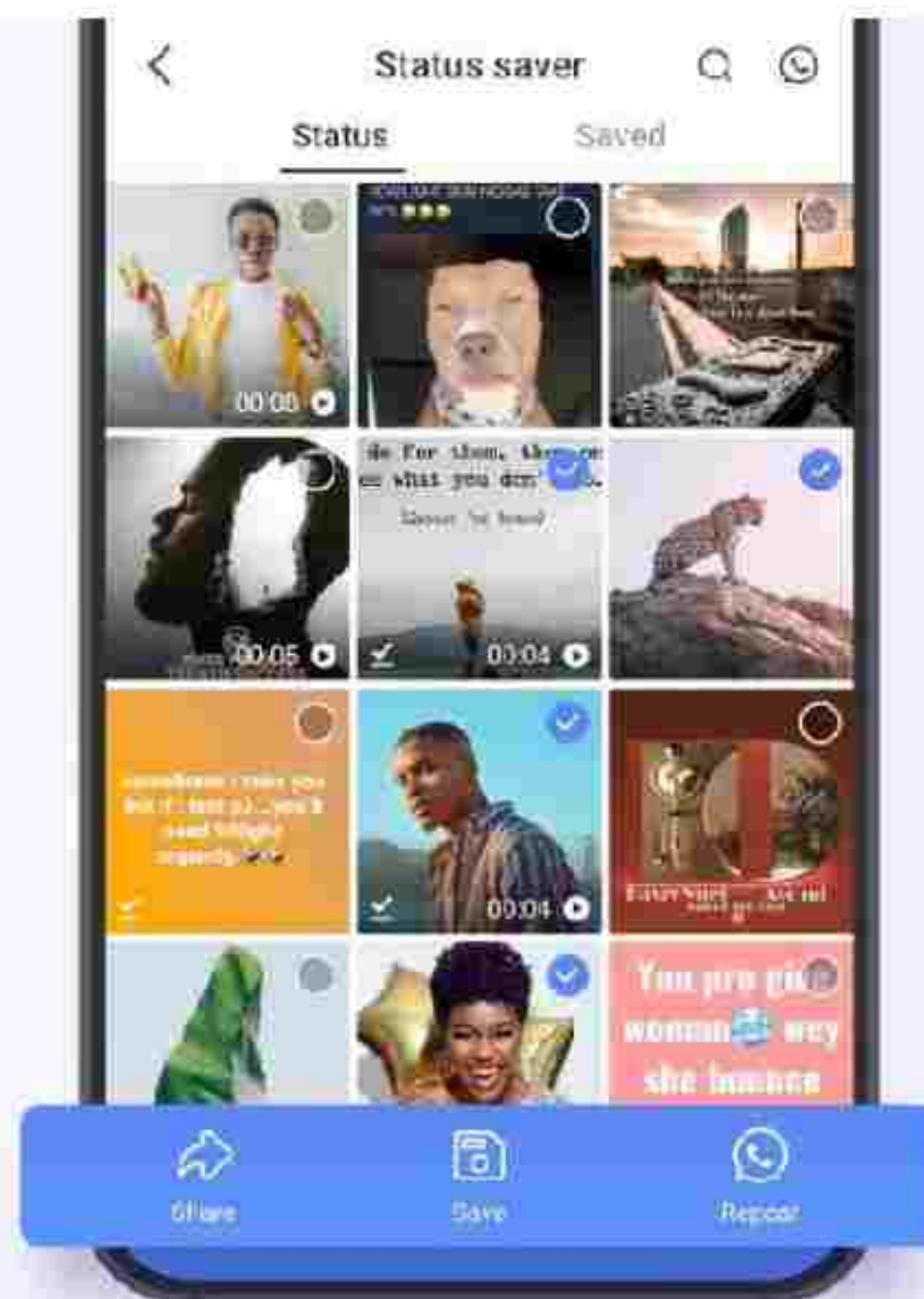
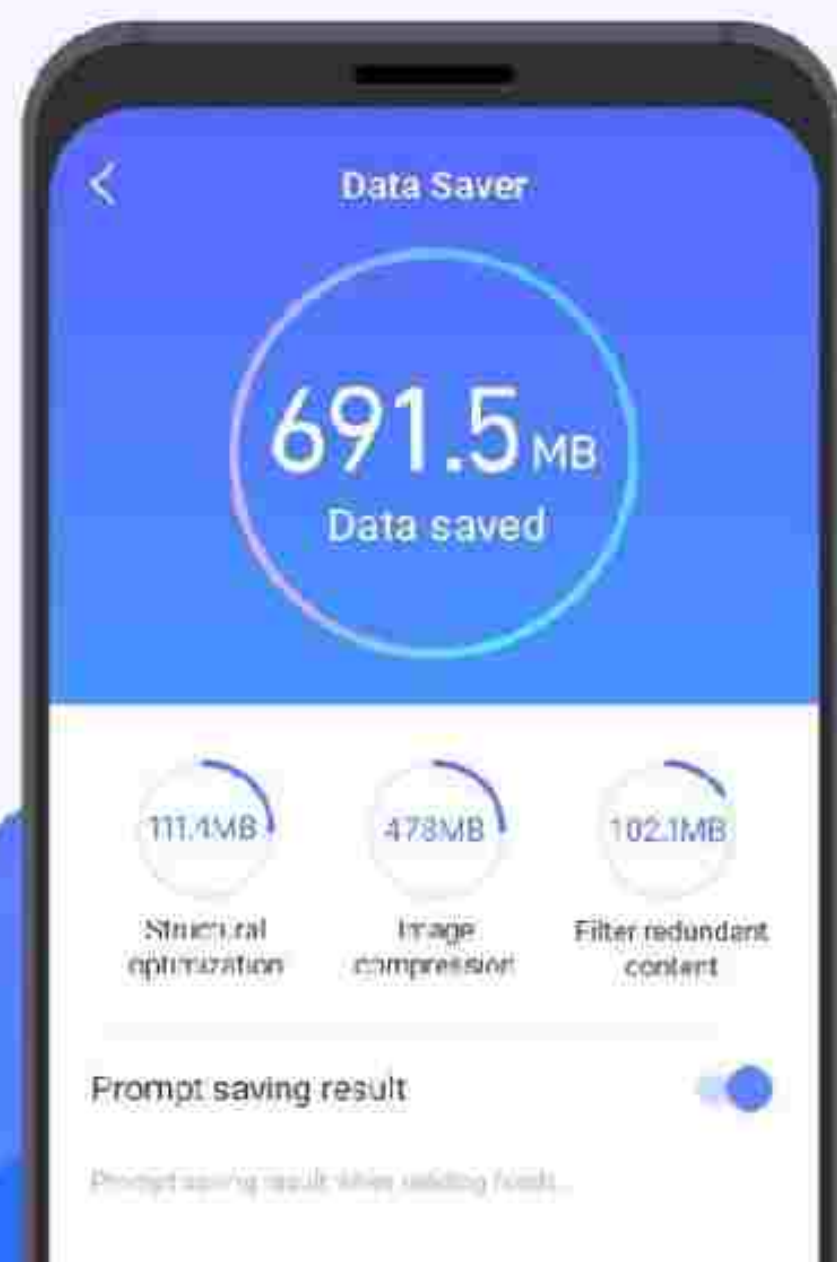


MUSIC  
VIDEOS

# AMAZING TOOLS

## Data-saving, fast, light

Save up to 35% of your mobile data

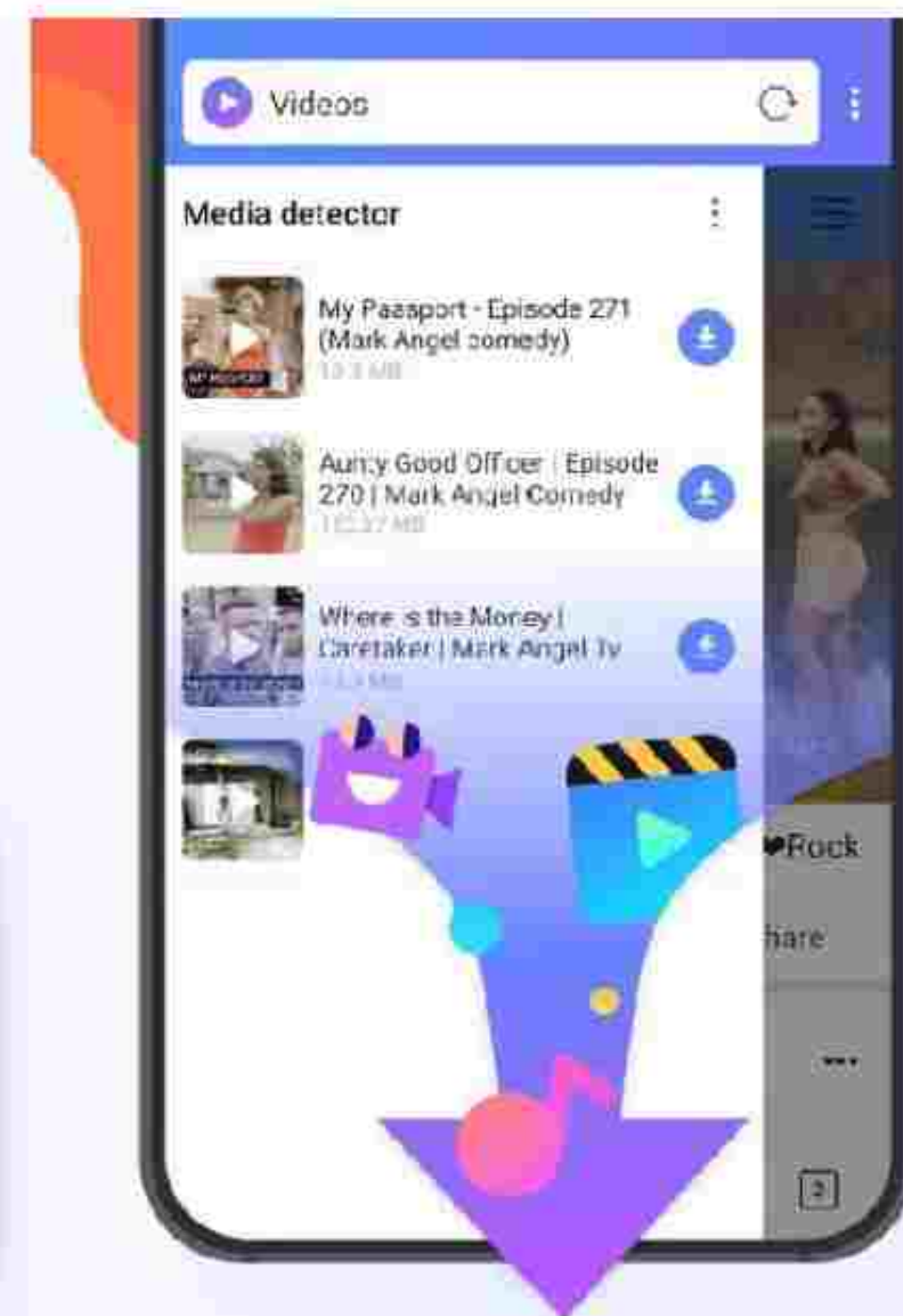
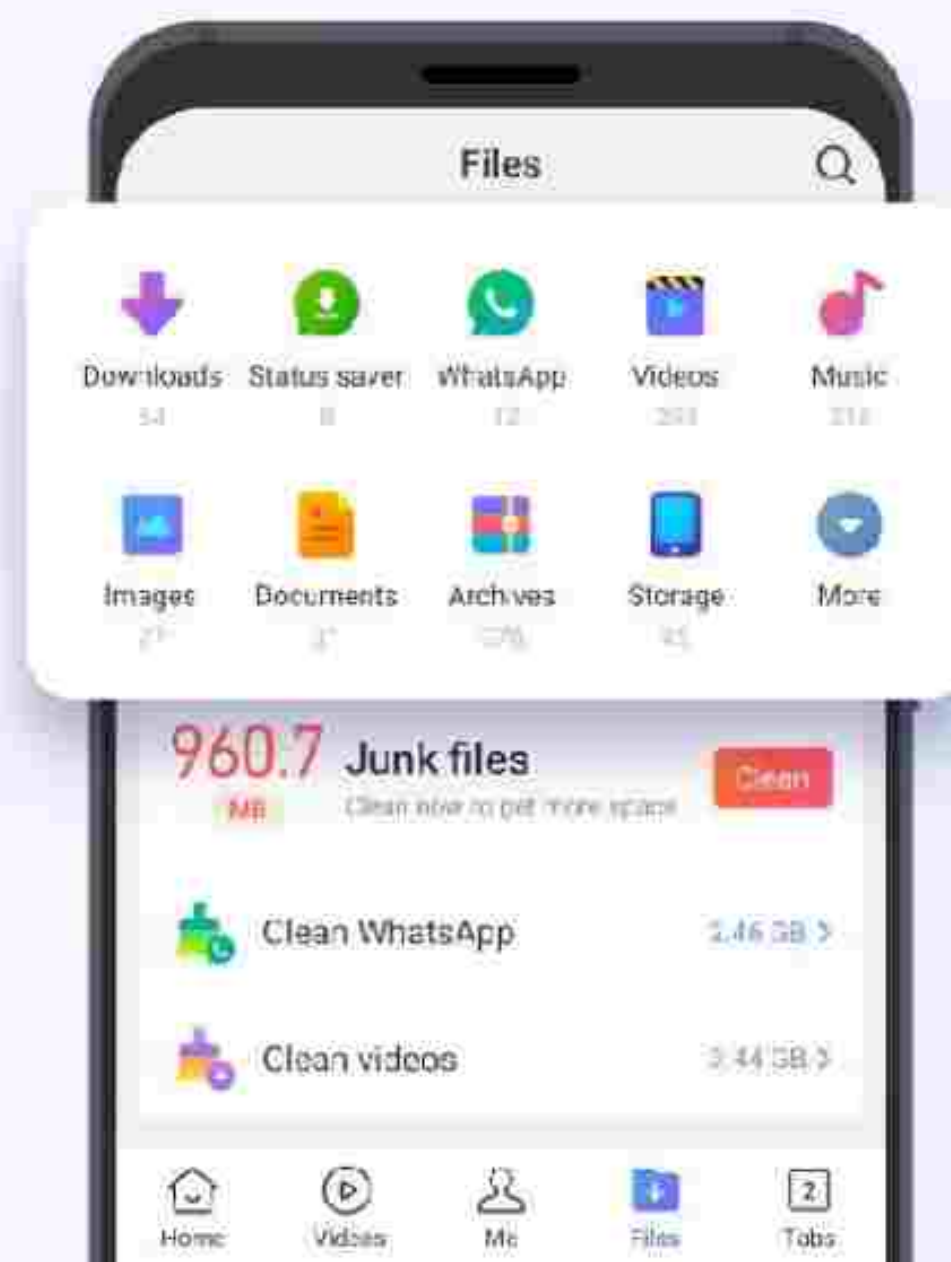


## Status saver

Save & share WhatsApp status  
in an easy way

## Super file manager

Manage files of all formats

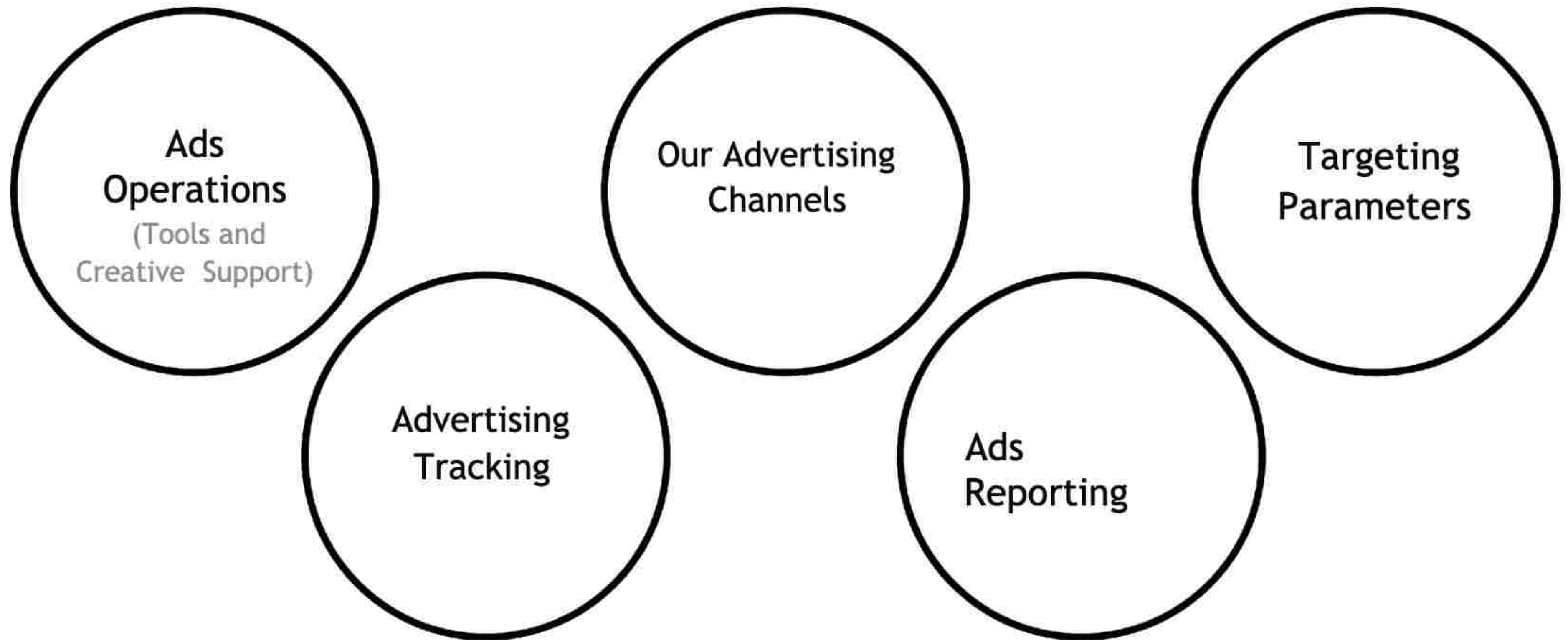


## Video downloader

Download your favourite  
videos from social websites

# Advertising Opportunities with Phoenix

# Our Advertising Pillar



# Targeting Parameter

Location

APP  
Installed

Demographics

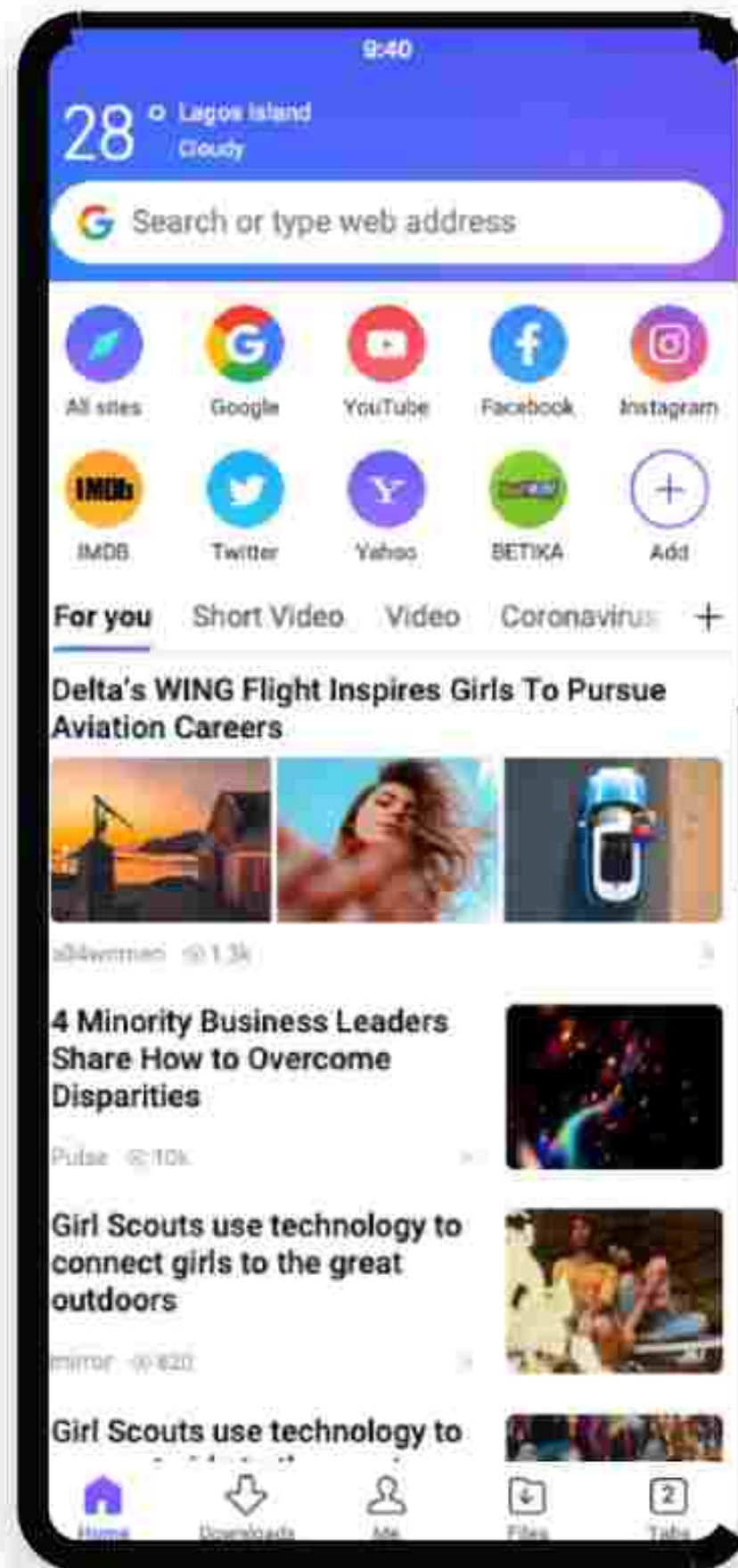
Interest

Device

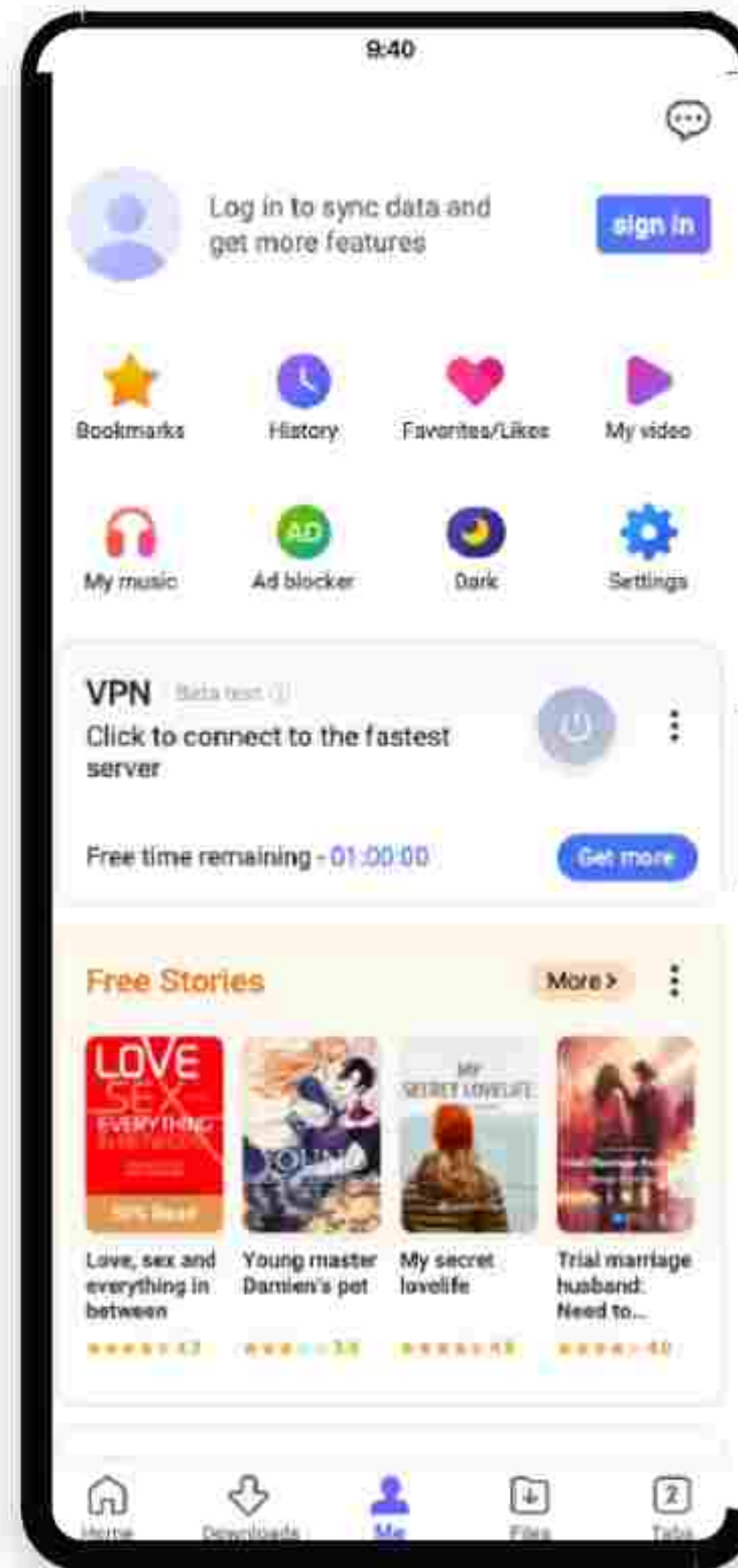
Operating  
System

# Our Ads channels

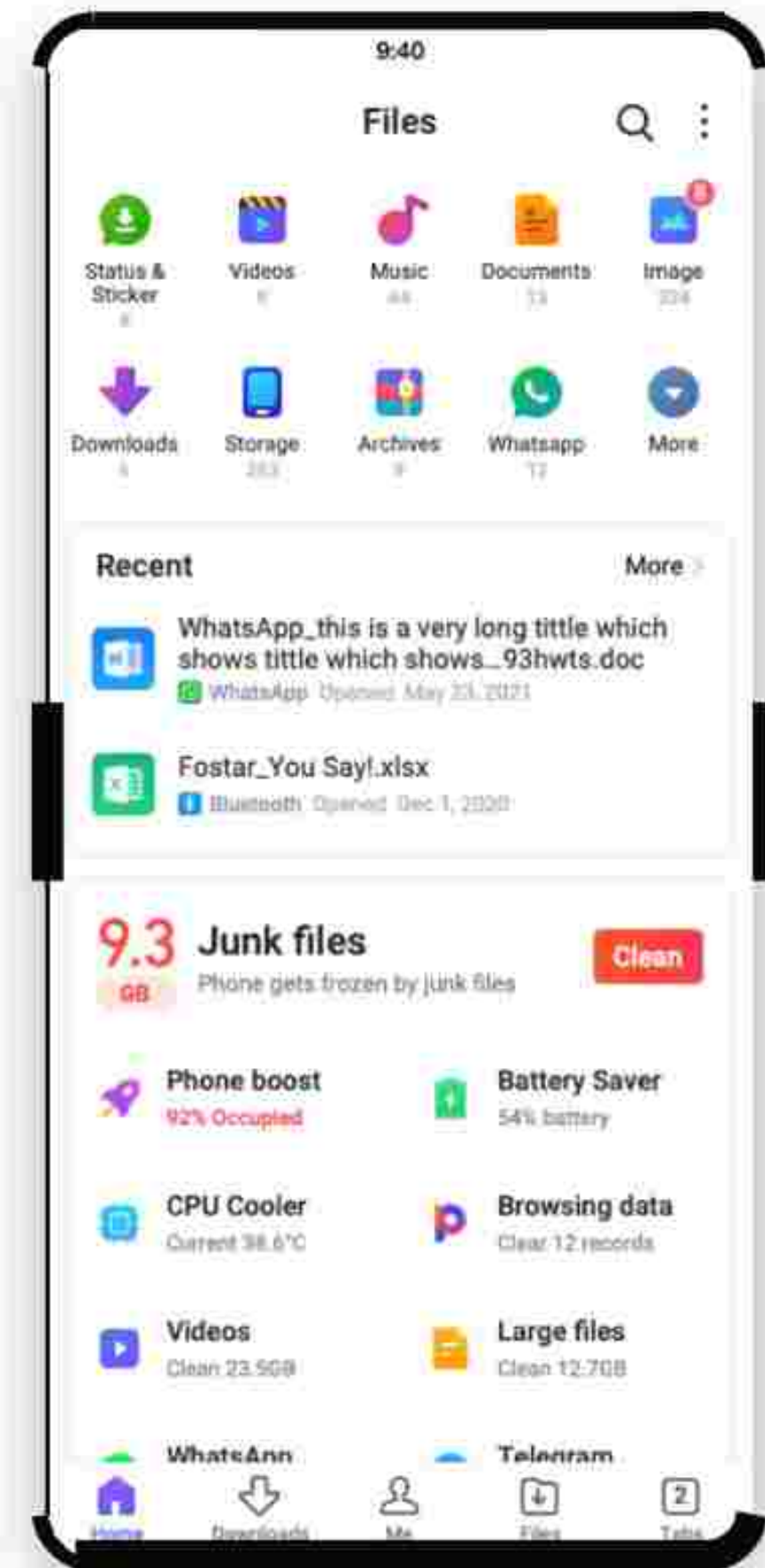
## Personalized Content



## Personal Assets



## Tool Box





# SPLASH

## Characteristics

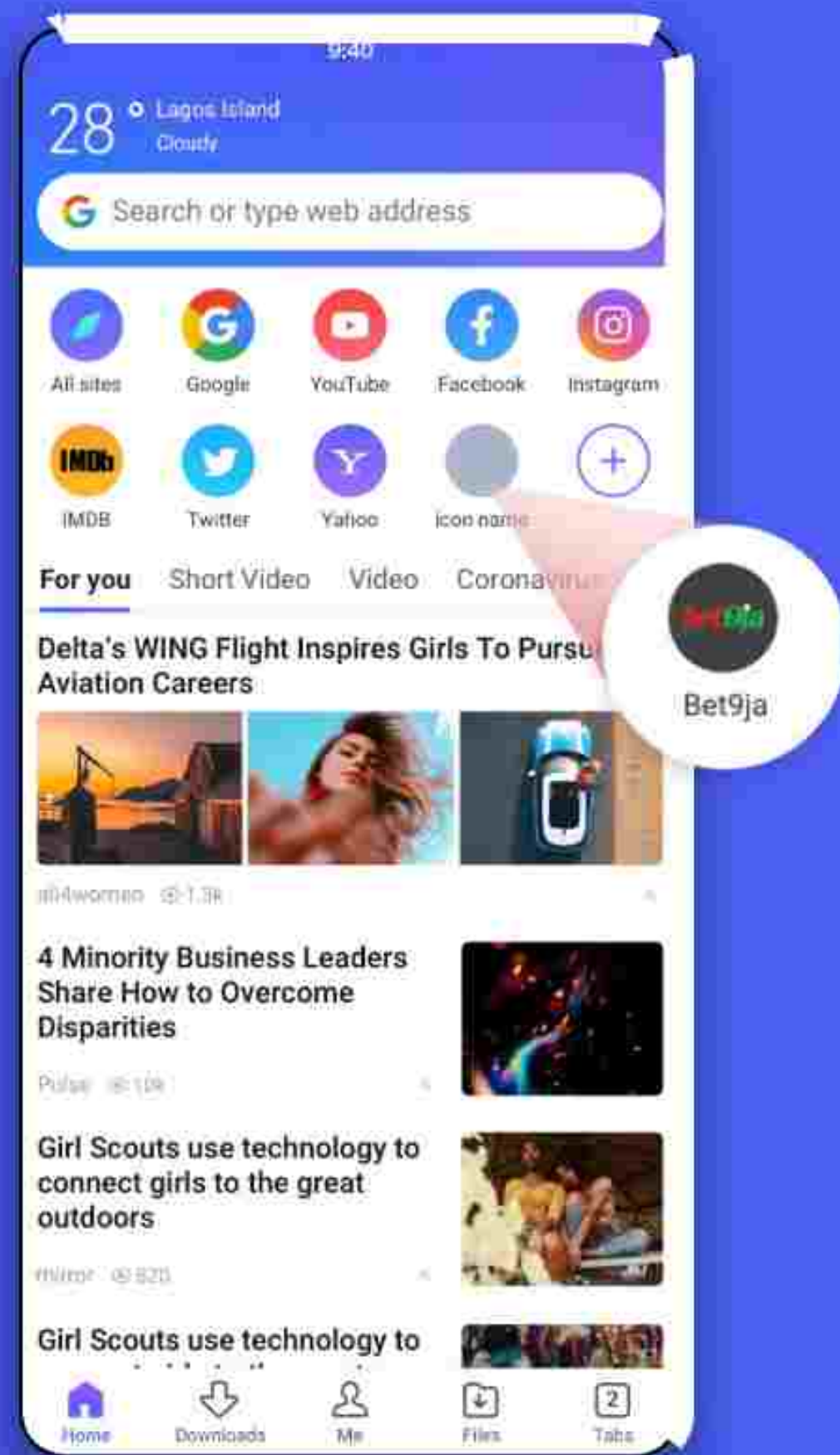
Description:	Display before opening the browser; Premium Placement
Pricing Model:	CPD
Delivery:	Managed IO

## Design Guidelines

Resolution:	Picture 1920x1080 / 2340x1080 px (Both needed) Video 9:16 ç 720P or higher MP4 video under 2MB 5 seconds
Format:	PNG / JPEG picture under 200KB

\*If it is a video material,it must have a cover image of the same size

\*If your Image was PNG,make sure it's no transparency in setting.



# SPEED DIAL-ICON

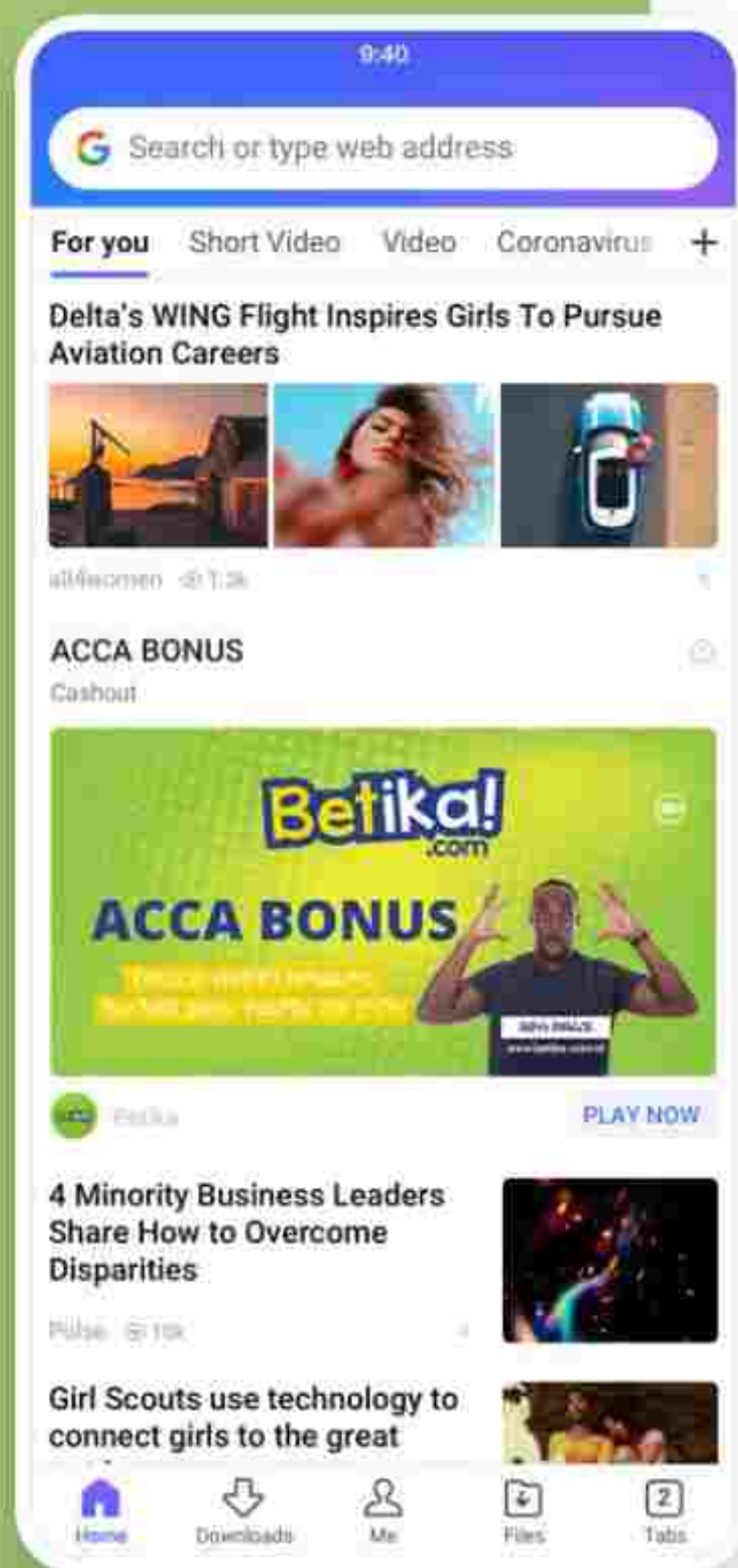
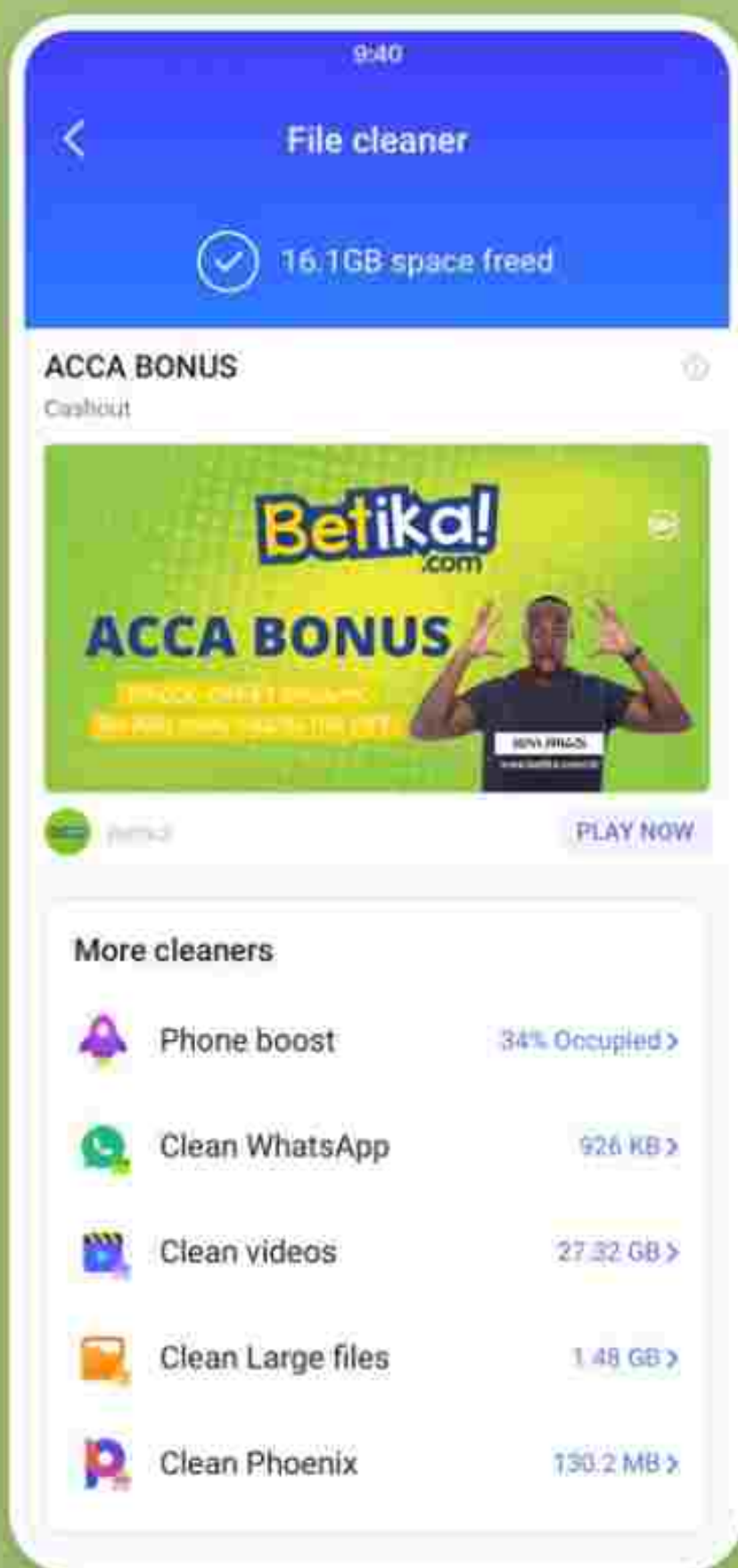
## Characteristics

Description:	Home Page; Stable impression and continuous conversions
Pricing Model:	CPD
Delivery:	Managed IO

## Design Guidelines

Resolution:	120x120 px
Format:	PNG
File size:	Under 50KB
Other tips:	Circle Shape;Bright Color Preferred

\*If your Image was PNG, make sure it's no transparency in setting.



# NATIVE

## Characteristics

Description:	In feed format, Content like After content, interspersed in the content of the article. Great conversion
Pricing Model:	CPI,CPM,CPC
Delivery:	Managed IO, Programetically

## Title wording guidelines

AD Title:	60 characters max
AD Subtitle:	36 characters max



# INTERSTITIAL

## Characteristics

Description:	Full Screen, impressive ad unit;After cleaning up,display interstitial ads
Pricing Model:	CPI,CPM,CPC
Delivery:	Managed IO, Programetically

## Design Guidelines

Support:	The aspect ratio of the material is from 1.9:1 to 9:16
Recommend	1:1 or 9:16 ( 720P of higher resolution) MP4 video
d: Format:	under 10MB 30 seconds PNG / JPEG picture under 200KB

**\*If it is a video material,it must have a cover image of the same size**

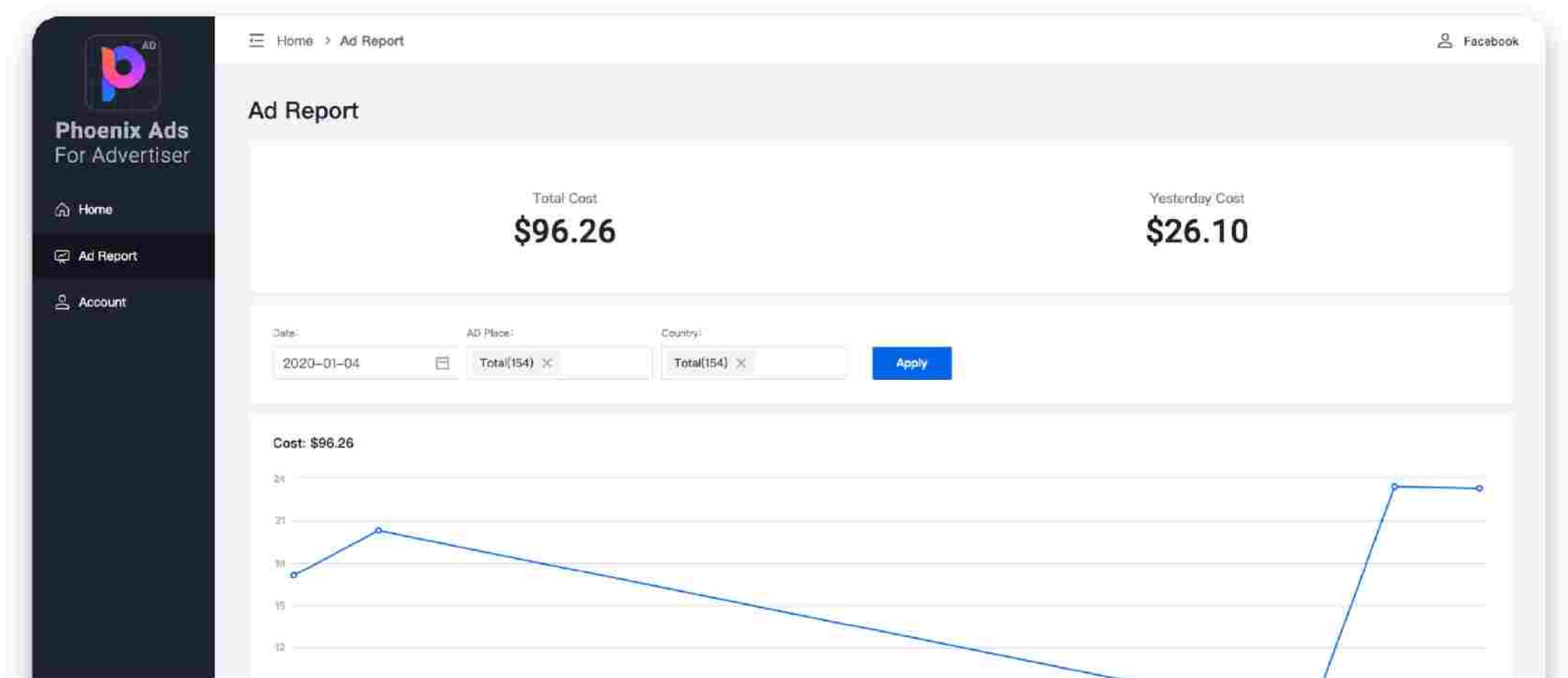
# Ads Tracking

We are connected to some of the worlds best tracking partners.



# Ads Reporting

Our Self-service platform will be launched soon!



# Some case studies

# Case 1

## Campaign Deliverables:

App Name: Branch Category: Finance

Region: Nigeria and Kenya

Campaign Objective: App Installs & In-App Loan

Property: Native on Phoenix's news feeds, article content and Interstitial

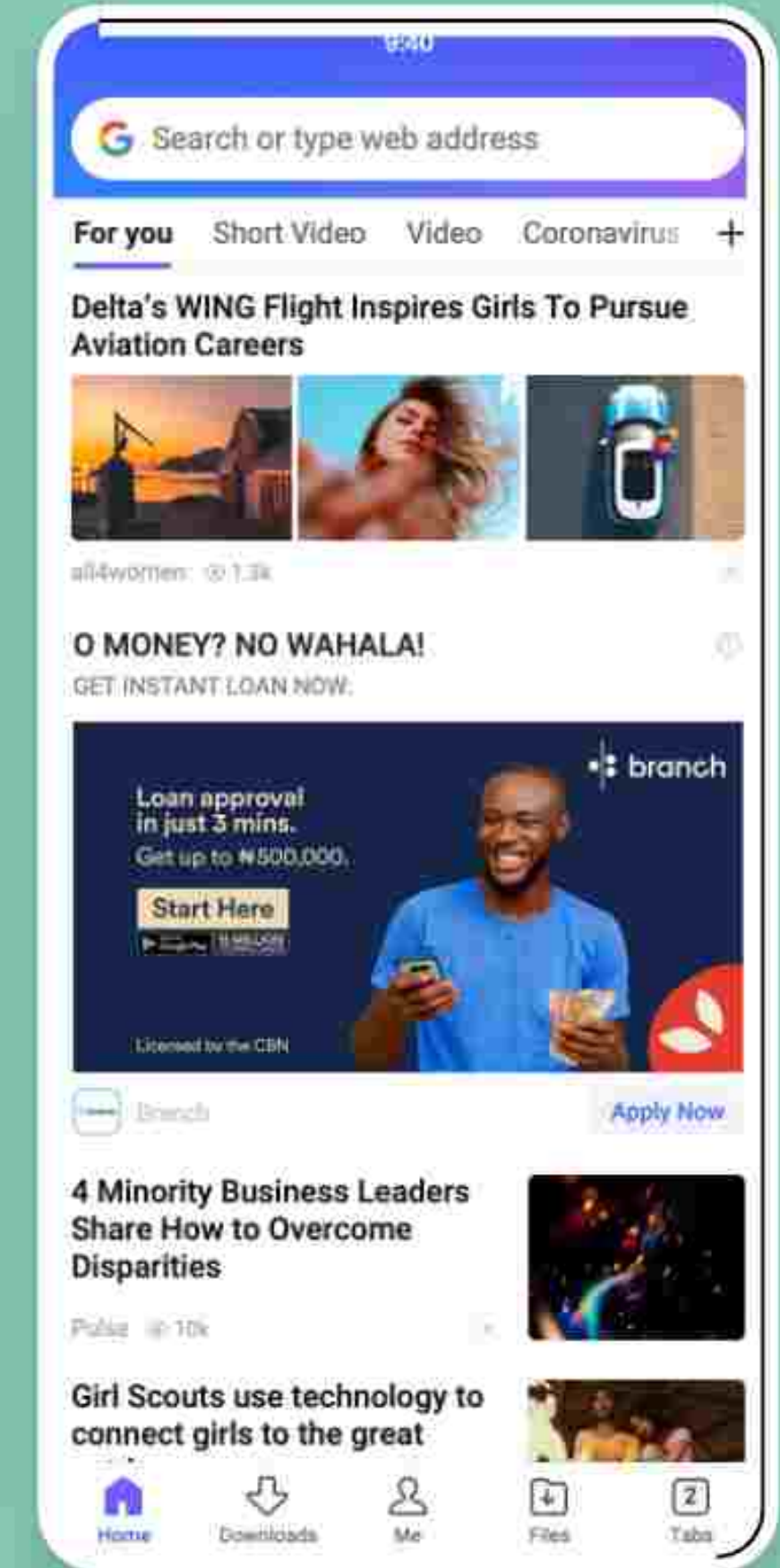
## Performance Highlights:

Category Overlap: 34.9% of Finance Category Apps among Phoenix's user-base  
Average Installs: 3,000 Per Day

Overall Campaign Conversion Rate (CVR): 5.00% In-app First-loan Rate: 3.8%

## Ad Service Highlights:

- Ad Creative Optimization Service: Improve ad click rate and conversion rate (CTR: 0.6%--1.5%) (CVR: 1%--3.5%)
- Accurate Targeted Delivery Optimization: Improve product conversion rate and first-loan rate (CVR: 3.5%--5%) (First-loan rate: 1%--3.8%)



# Case 2

## Campaign Deliverables:

App Name: Clash of Autobots Category: Game

Region: Nigeria, Kenya, Egypt, Cote d'Ivoire Campaign Objective:

App Installs & App Retention

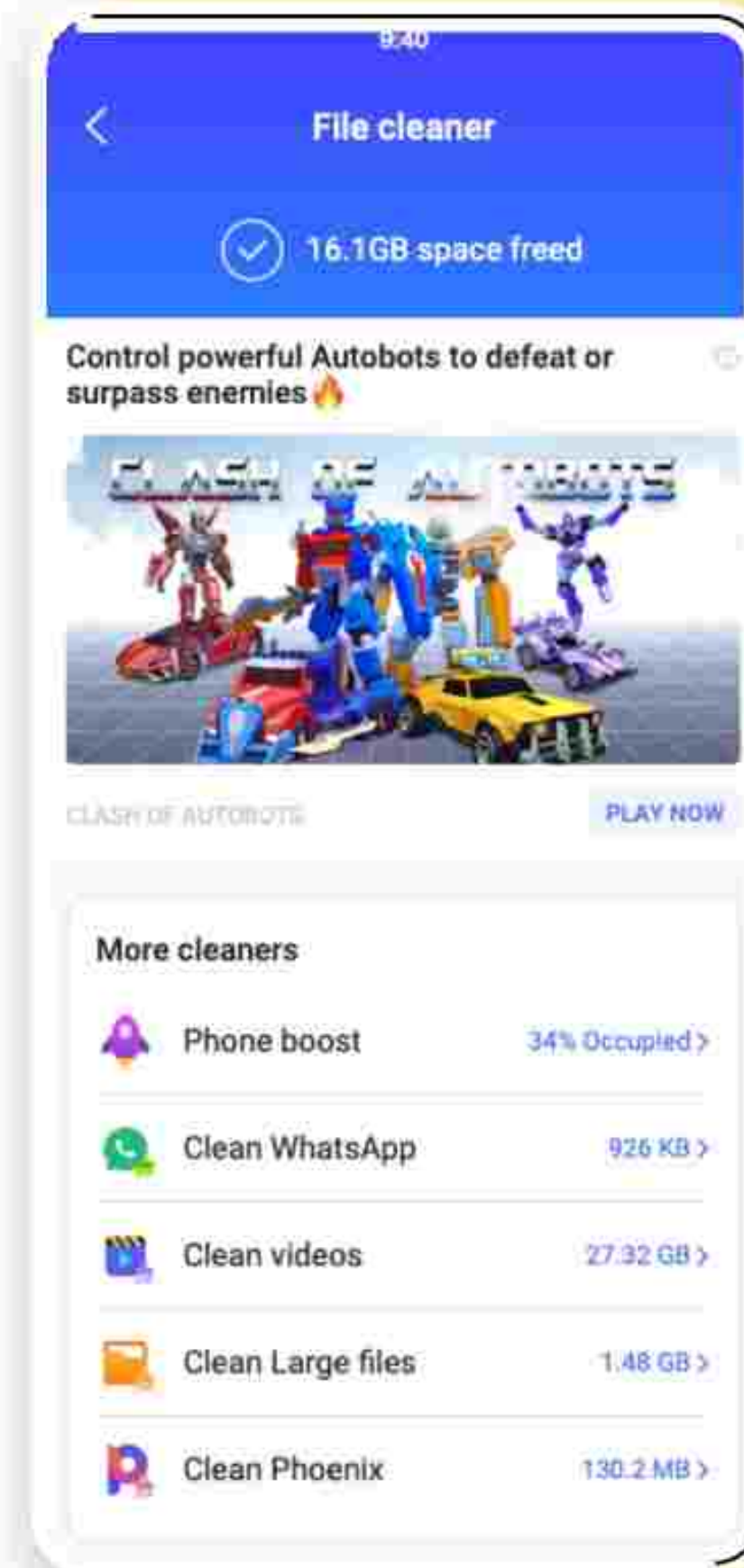
Property: Native on Phoenix's news feeds, short video and Interstitial

## Performance Highlights:

Category Overlap: 40.3% of Game Category Apps among Phoenix's user- base

Average Installs: 5,000 Per Day

Overall Campaign Conversion Rate (CVR): 17.08% Day-7 Retention Rate: 13.85%



# Case 3

## Campaign Deliverables:

App Name: TECNO Category: Device Region: Kenya

Campaign Objective: Branding Property: Splash on Phoenix

## Performance Highlights:

Average impression: over 1,500,000 impressions per day



# Case 4

## Campaign Deliverables:

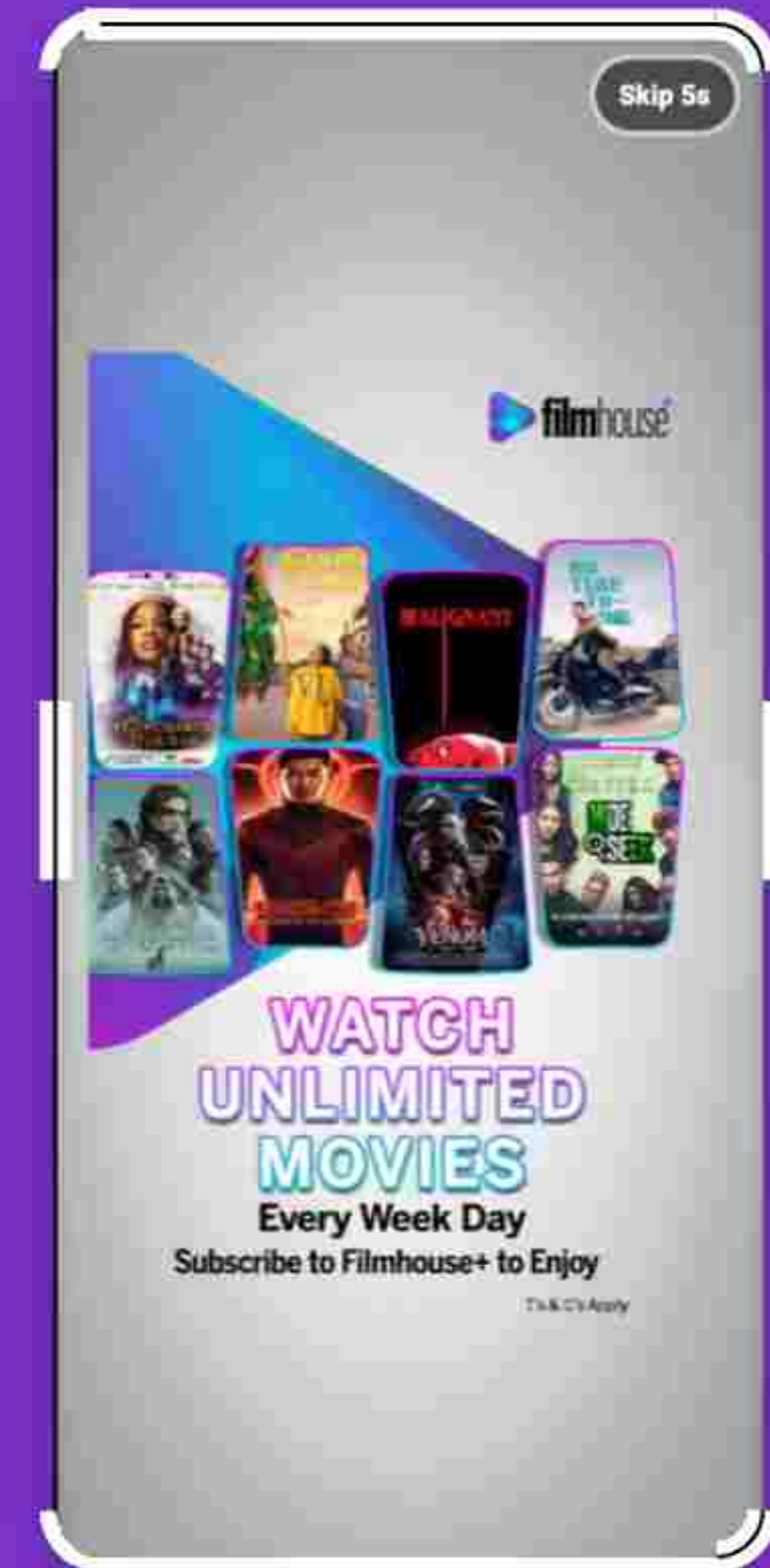
App Name: Filmhouse Category: Entertainment

Region: Nigeria

Campaign Objective: Branding Property: Splash on Phoenix

## Performance Highlights:

Average impression: over 3,600,000 impressions per day



# Case 5

## Campaign Deliverables:

App Name: XPARK Category: Shopping

Region: Nigeria, Morocco, Egypt, Pakistan Campaign

Objective: Branding & Drive Engagement Property:

Splash on Phoenix

## Performance Highlights:

Average impression: over 5,900,000 impressions per day ROAS: 2



# Case 6

## Campaign Deliverables:

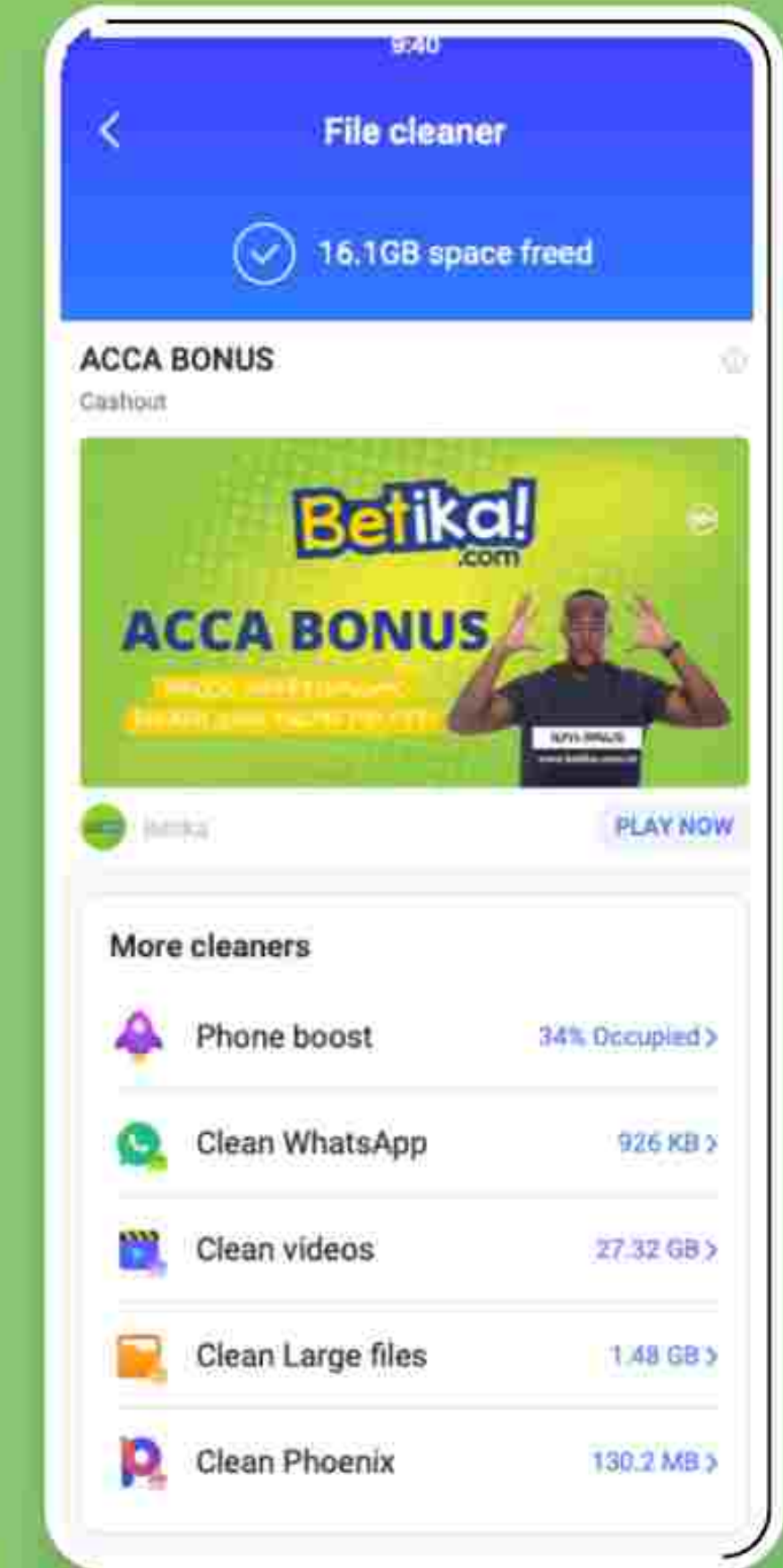
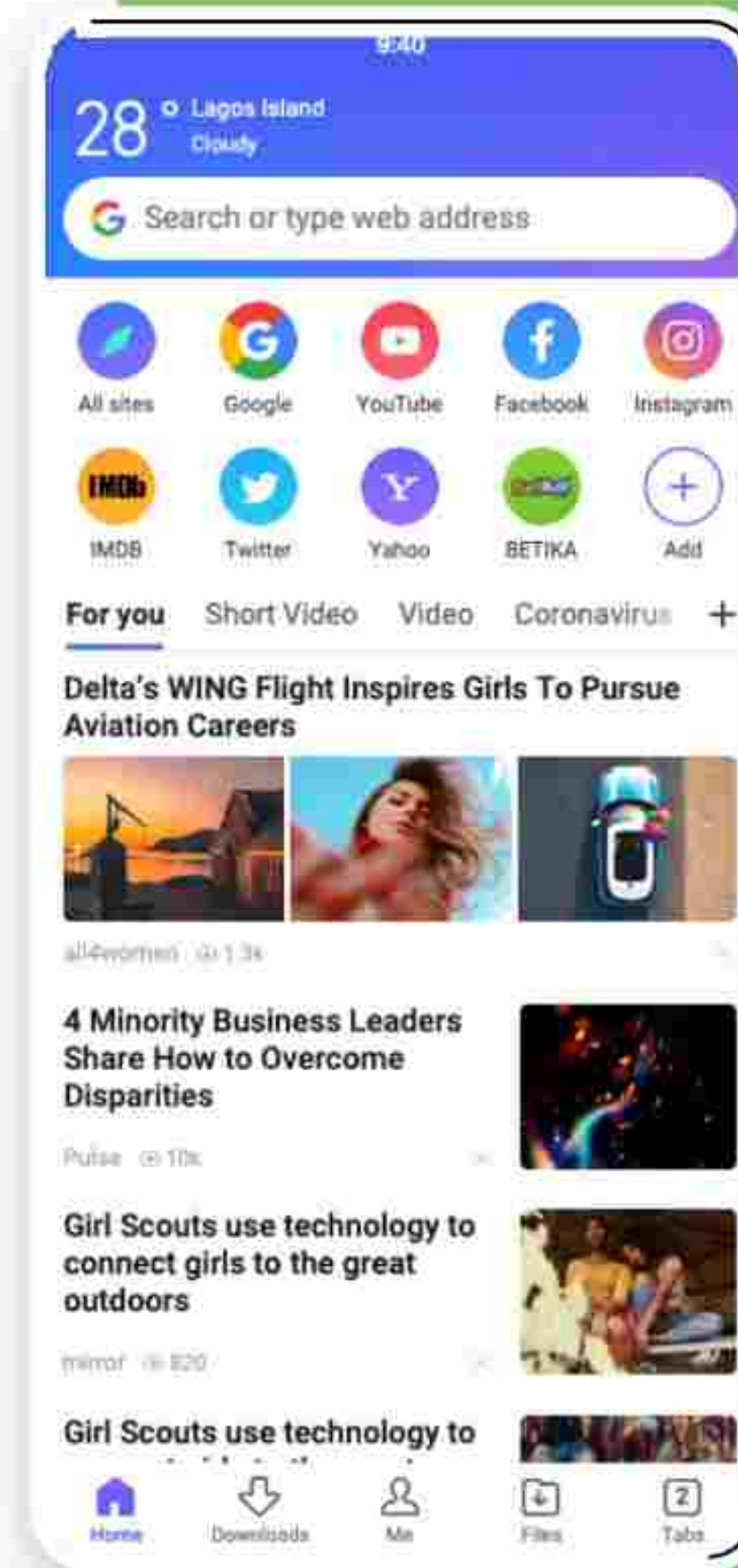
App Name: Betika Category: Betting Region:  
Kenya, Ethiopia

Campaign Objective: Website visits

Property: Splash & ICON & Native on Phoenix

## Performance Highlights:

Average website visits: over 200,000 clicks per  
day



# Why Phoenix

## First Party Data

- Direct Audience no cookies, no phishing
- Audience segmentation based on Demographics, Location and Psychographics
- Transparent ads systems, no click baits.
- High audience quality (all smartphone users)

## Tech and Ad Operations

- Most advanced algorithm technology.
- Over 2Tb of Data analyzed over the last 3 years. Ability to create 'Look Alikes' and target 'Contextually'
- Ads optimization support from our highly skilled operations team. Ability to optimize via creatives as well.
- Highly Refined advertising, the system finds the best target users.

## Multi-format Creatives

- Supports banners, images and video creatives
- supports horizontal, square, and vertical creatives
- Rich media and diverse creative formats, which can make ads play the best effect in different scenarios
- Constantly innovating on ads creative. First of its kind Ads library to improve campaign performance.

## Cost Leadership

- We have the best pricing in the market today.
- Over 30% in ads spend saved by our top clients.
- And over 15% ROI on investment on every advert run.

# Some **Interesting** Numbers

Over  
200m  
clicks  
delivered  
in 2021

More than  
10b Ads  
Impressions  
Served

Over 98%  
Of the Client's  
retained

# Brand Safe Advertising

Obtained advertising compliance certification from IAB Tech Lab (Interactive Advertising Bureau)



# CONTACT US

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[Bdev@globalinternetmarketingco.com](mailto:Bdev@globalinternetmarketingco.com)