

DRIVING GROWTH



Xiaomi International Internet Business

Xiaomi Sales Kit **2024**

What is this document for?

Xiaomi Sales Kit provides an overview of our marketing platform and describes how advertising and monetization work at Xiaomi

01.

About Xiaomi



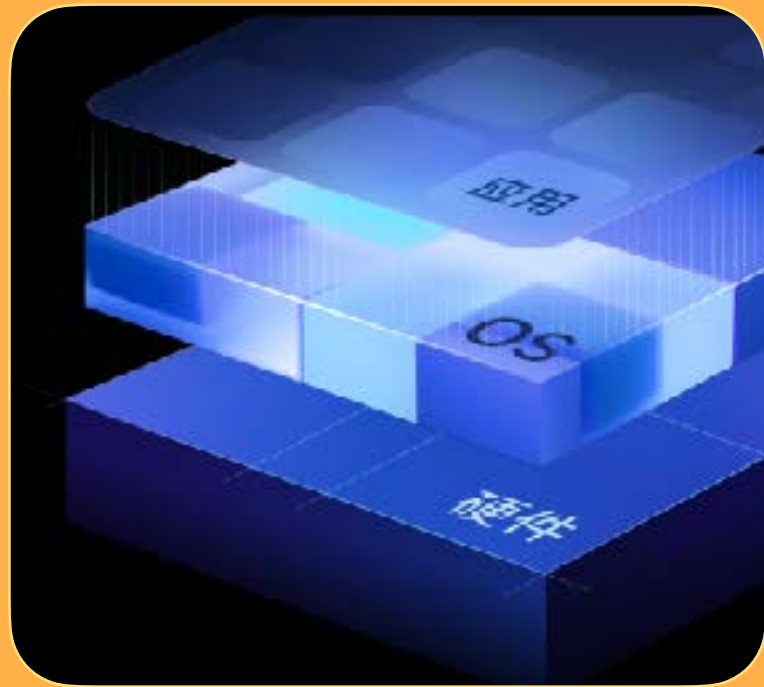
All your needs in one smart ecosystem

「Human × Car × Home」

Xiaomi HyperOS



A human-centric operating system designed for Human x Car x Home ecosystem



Comprehensive
refactoring



Cross-device
intelligent
connectivity



Proactive
intelligence



End-to-end
security



Open
platform

Xiaomi SU7 launched in 2024

Five core technologies:
E-Motor, Battery, Xiaomi Die-Casting,
Xiaomi Pilot, and Smart Cabin.





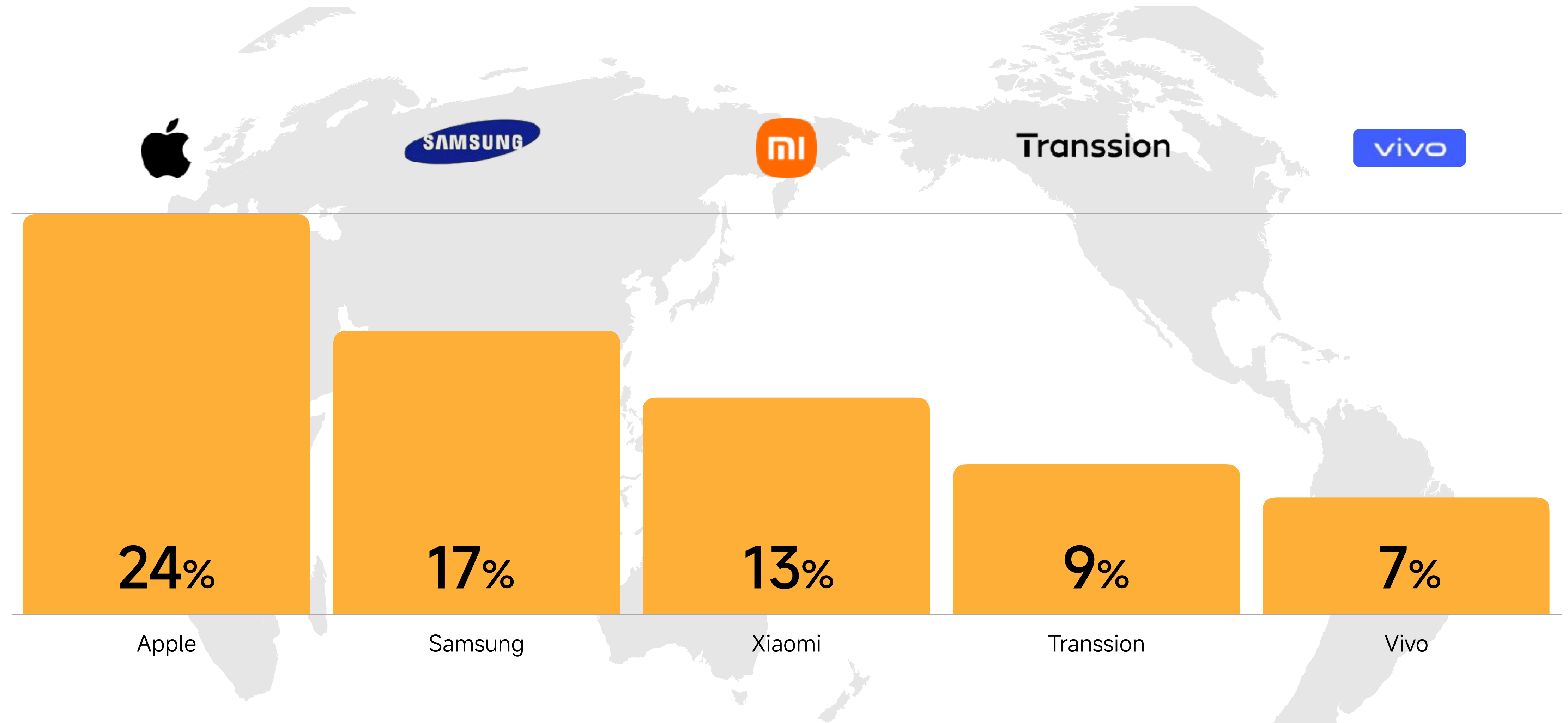
Premiumization is one of Xiaomi's core strategy

Best selling in Mainland China in the price band between 4000–6000 CNY



- We are building a comprehensive brand lineup
- Creating high-tech products with users in mind and prioritizing user experience
- Focusing on unique design, reasonable prices, and a robust network of distribution and services

Third-largest smartphone vendor

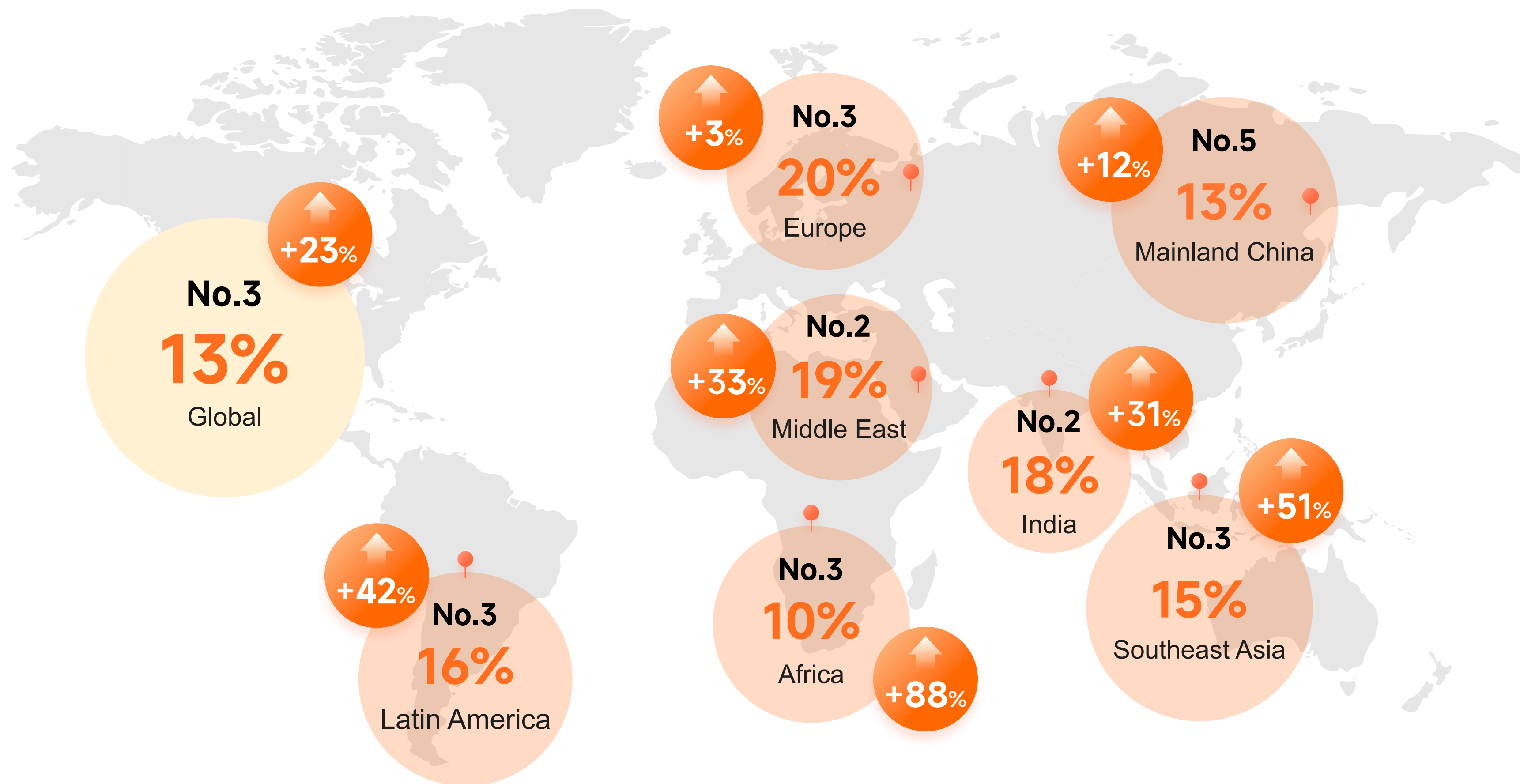


Data source: Canalys Estimates (sell-in-shipments), Smartphone Analysis, 2023 Q4.



Leading positions across all major markets

Xiaomi smartphone market share ranked top 3 in 57 markets and top 5 in 70 markets



Ranking	Countries			
#1	Spain	Russia	Peru	Colombia
#2	Indonesia	Egypt	India	Turkey
#3	Germany	France	Italy	Mexico
#4-5	China	Thailand	Singapore	Saudi Arabia

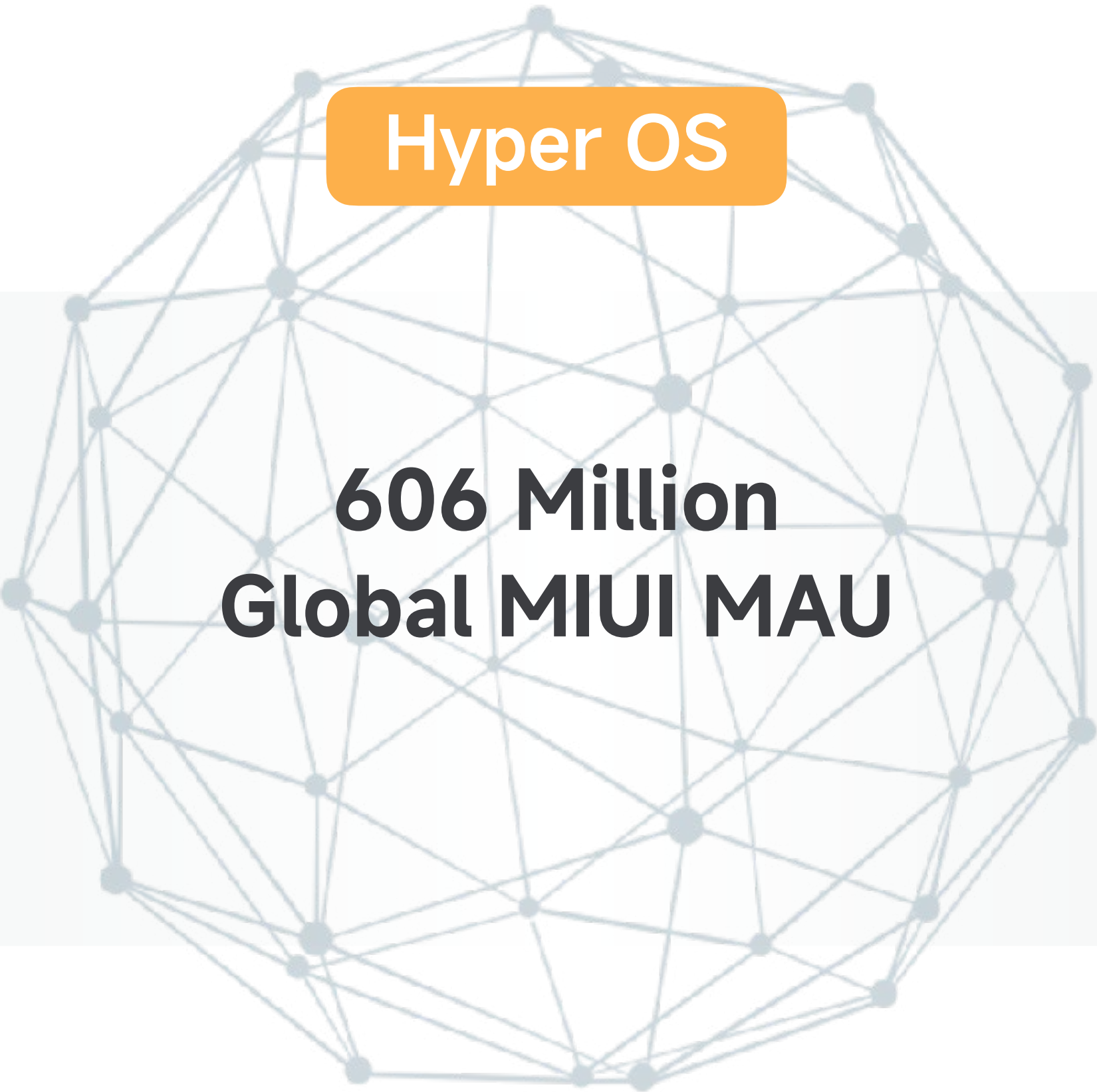
Smartphone OS: Blending hardware and software



Hardware

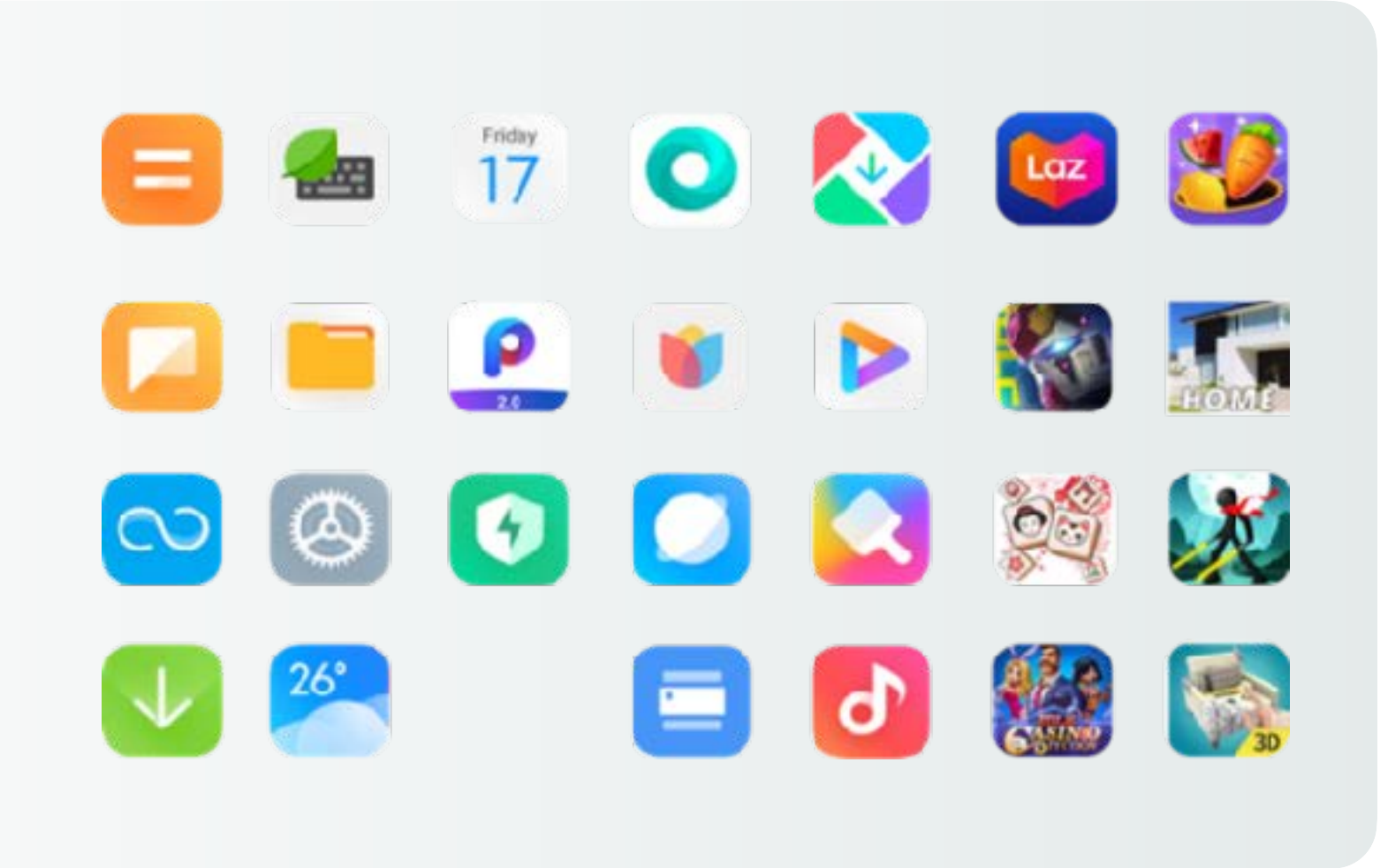


Hyper OS



606 Million
Global MIUI MAU

Software



Data source: Xiaomi Financial Report, 2023 Q3. Mainland China MIUI MAU is 152m.

02.



User Growth with Xiaomi

Xiaomi Sales Kit 2024

Xiaomi International Internet Business

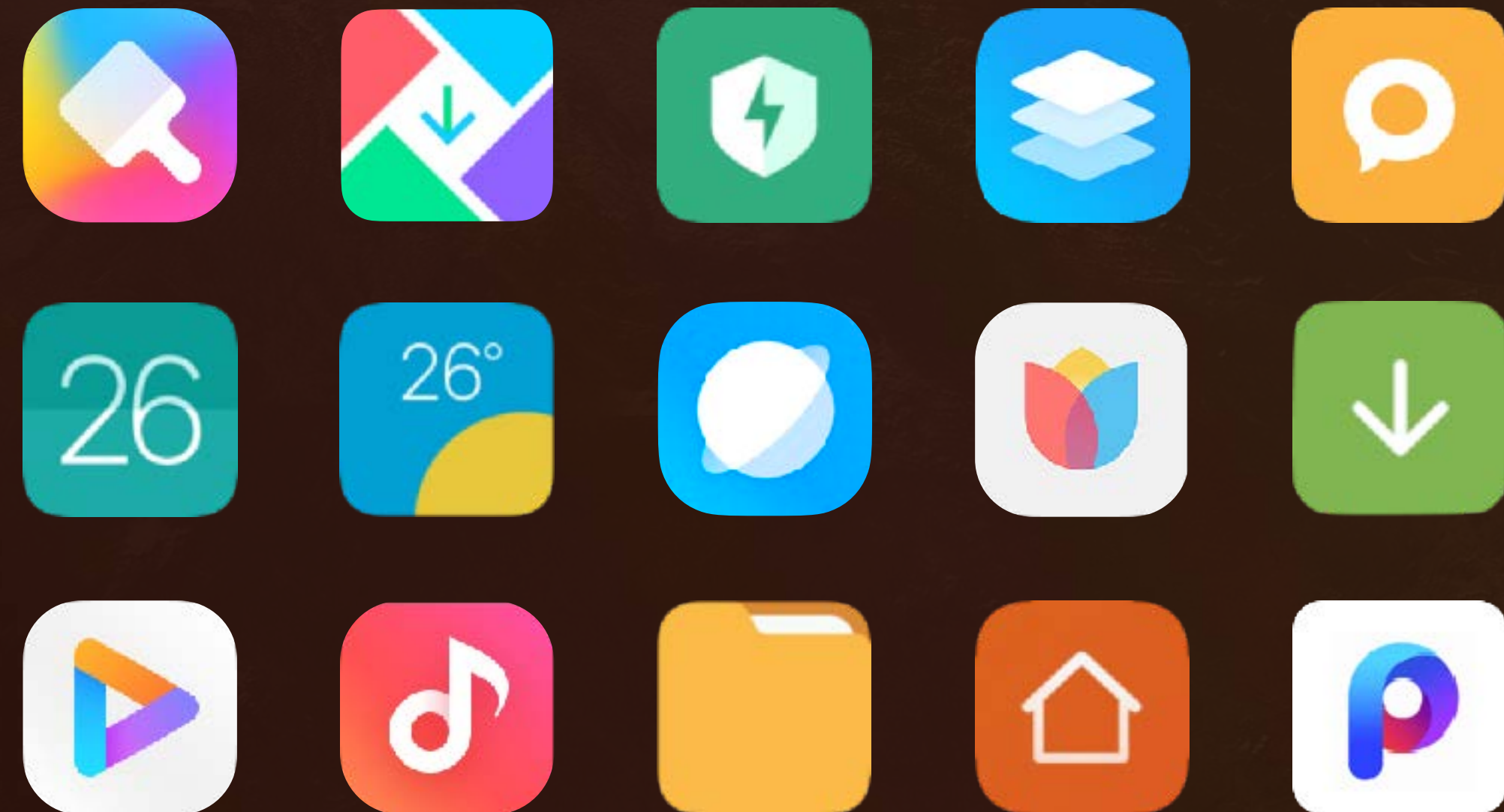
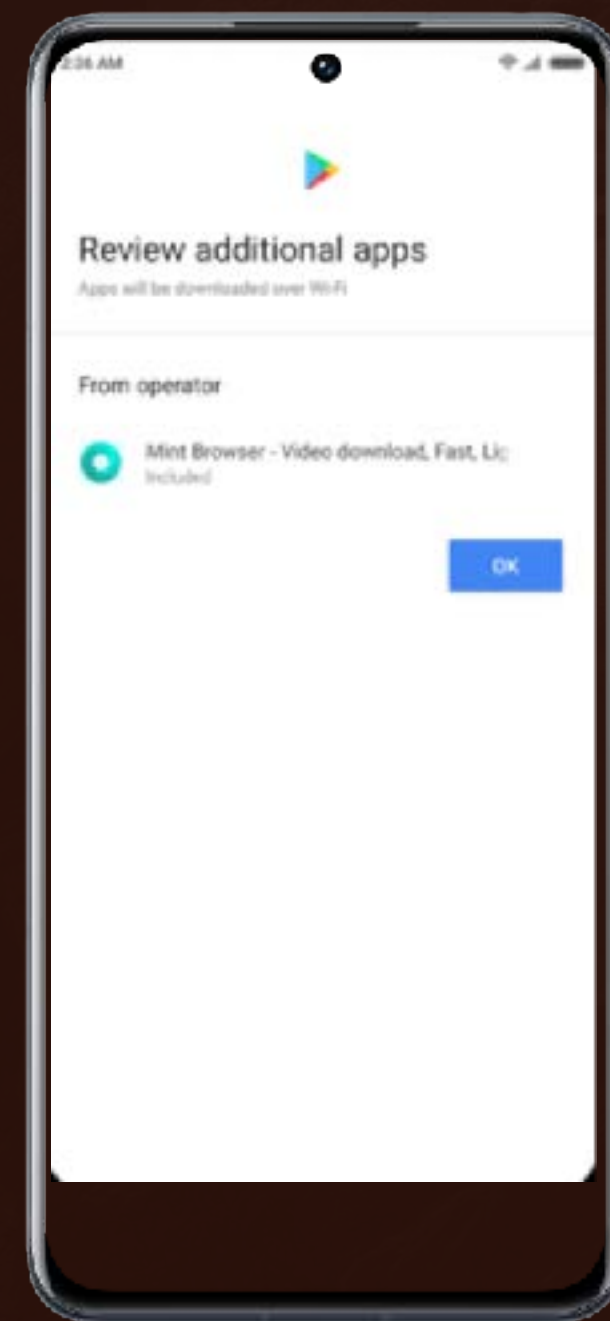
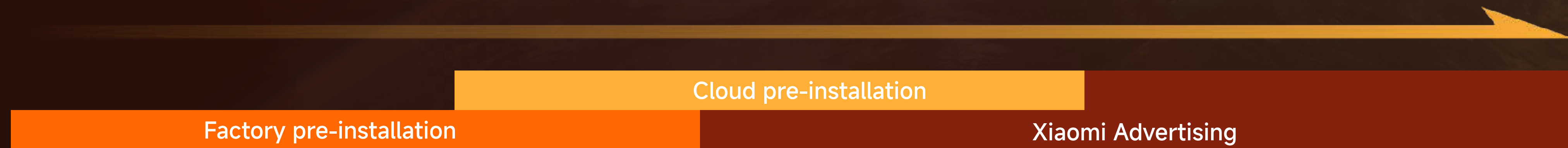
Xiaomi marketing covers device lifecycle



Manufacturing

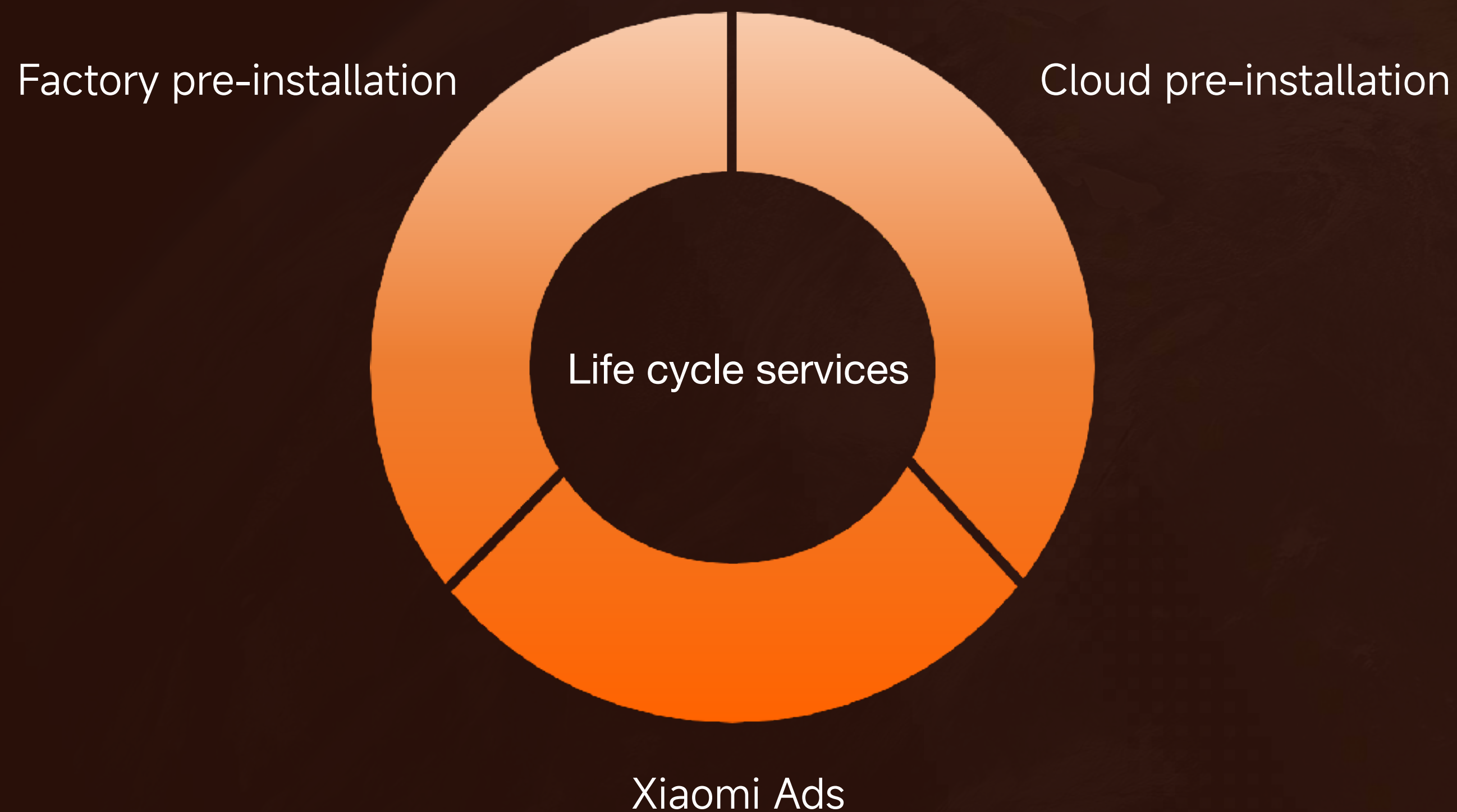
Activation

Usage





Scalable and optimized marketing solutions

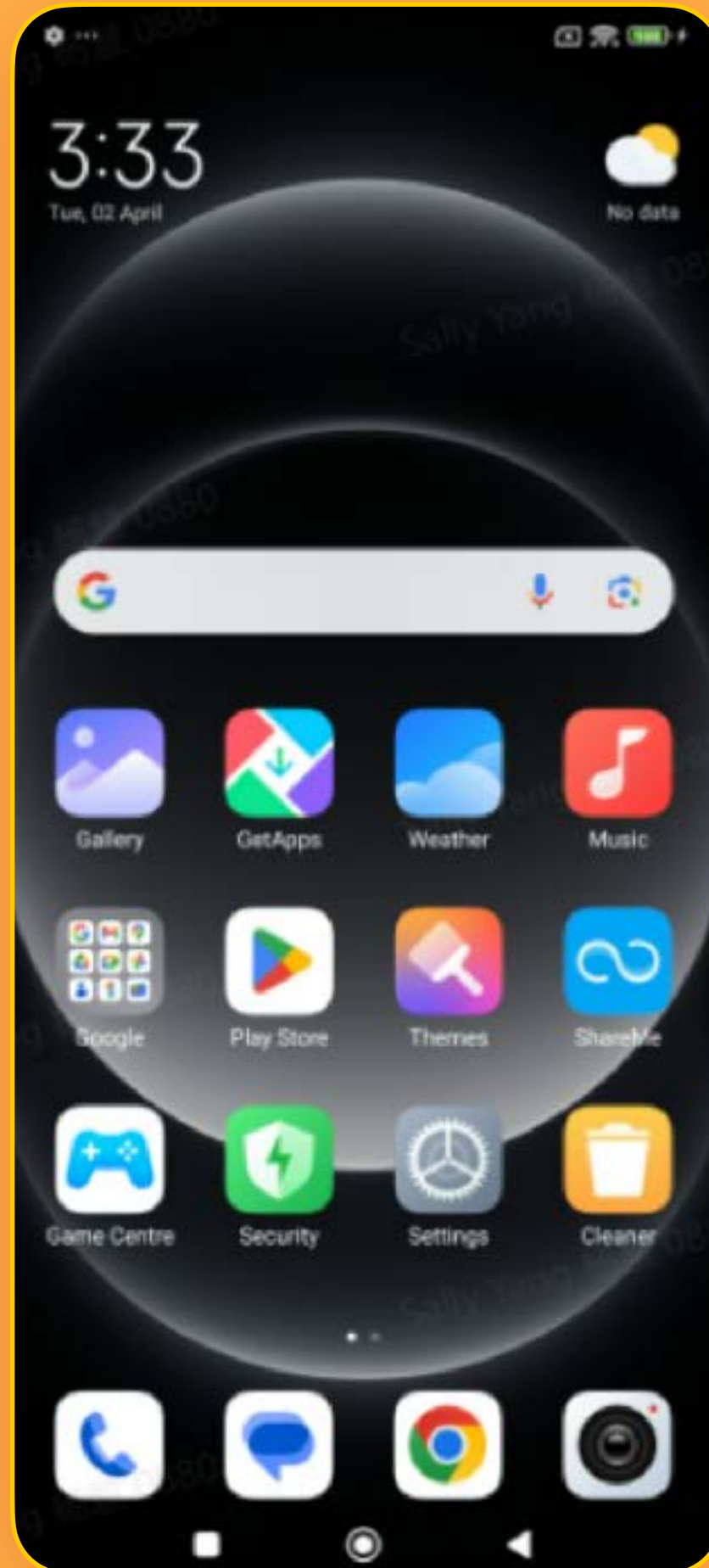


- **Factory pre-installation:** install app on Xiaomi devices during manufacturing, providing access to new device users at the largest scale with the highest conversion rates.
- **Cloud pre-installation:** facilitate app downloads during the out-of-box experience (OOBE), offering access to new device users with greater flexibility and speed to scale.
- **Xiaomi Advertising:** leverage entire HyperOS install base, providing targeted and optimized promotion to enhance app visibility and user engagement.



Pre-install Applications

Factory pre-installation



First screen



Second screen



"More apps" folder



"Games" folder

Acquiring new users at a fixed price

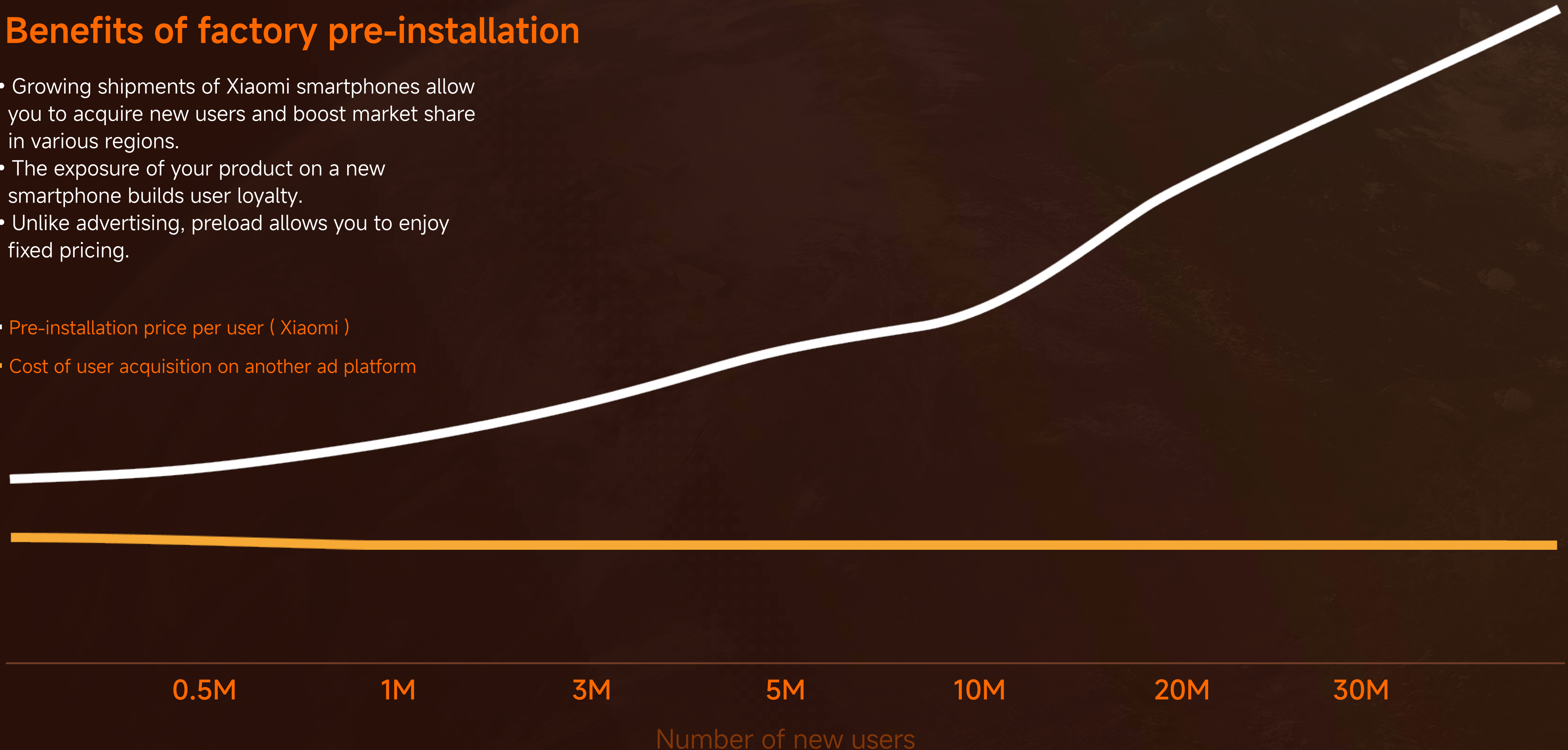


Benefits of factory pre-installation

- Growing shipments of Xiaomi smartphones allow you to acquire new users and boost market share in various regions.
- The exposure of your product on a new smartphone builds user loyalty.
- Unlike advertising, preload allows you to enjoy fixed pricing.

— Pre-installation price per user (Xiaomi)

— Cost of user acquisition on another ad platform



On-boarding process: factory pre-installation



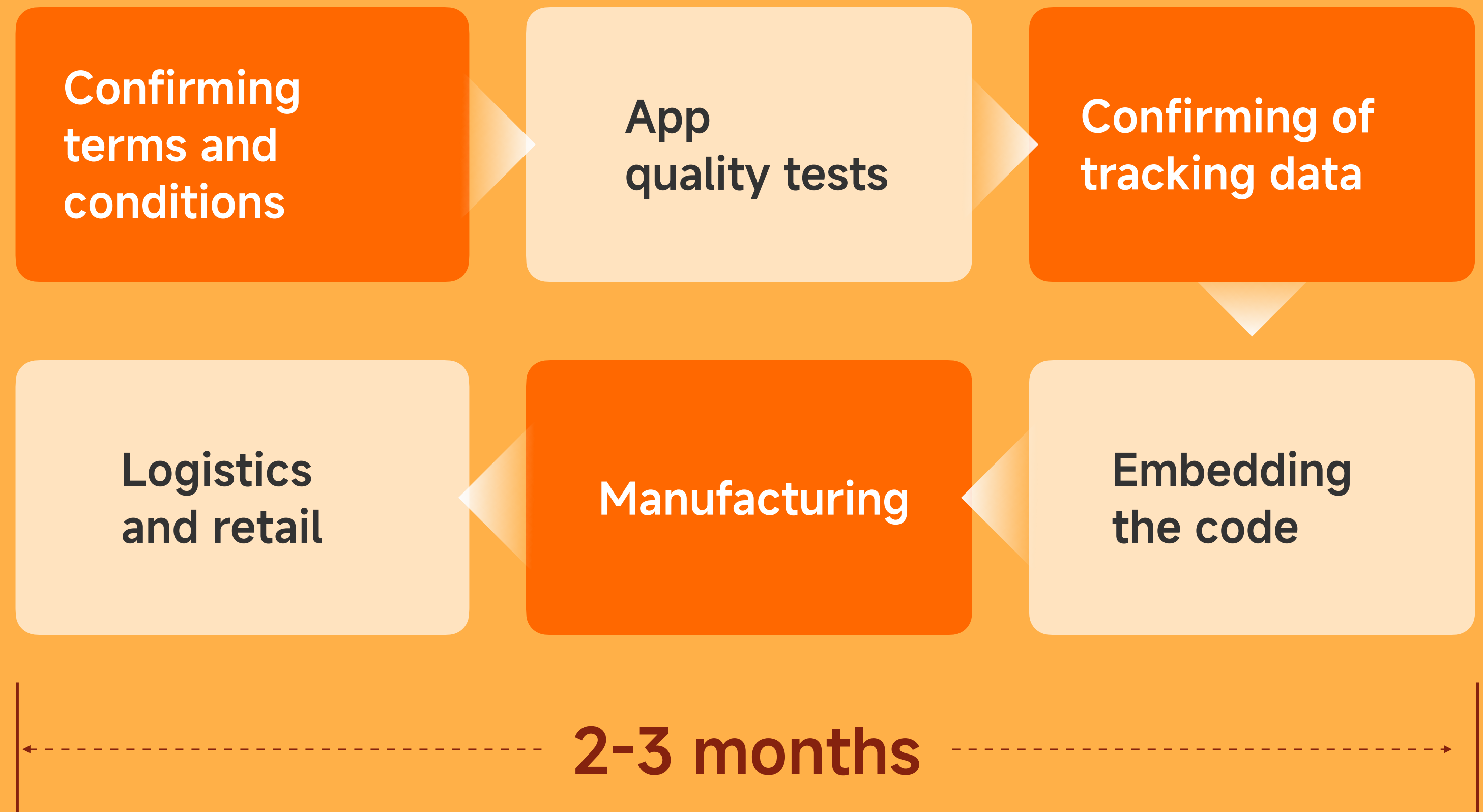
Attribution methods

System properties

Adding a key-value pair to Android system properties

Tracking APK

Sharing a tracking APK along with the main APK

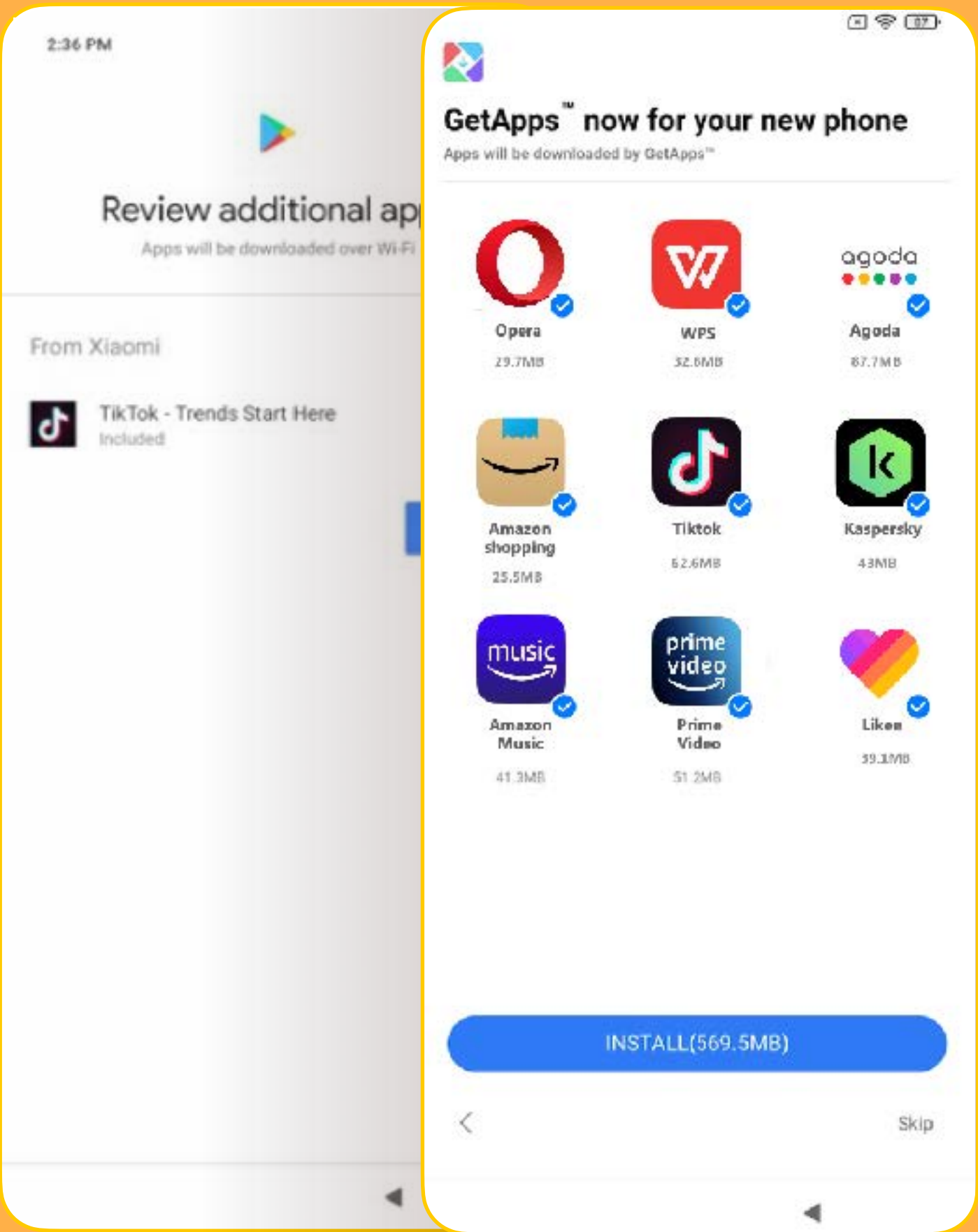


Cloud pre-installation via PAI

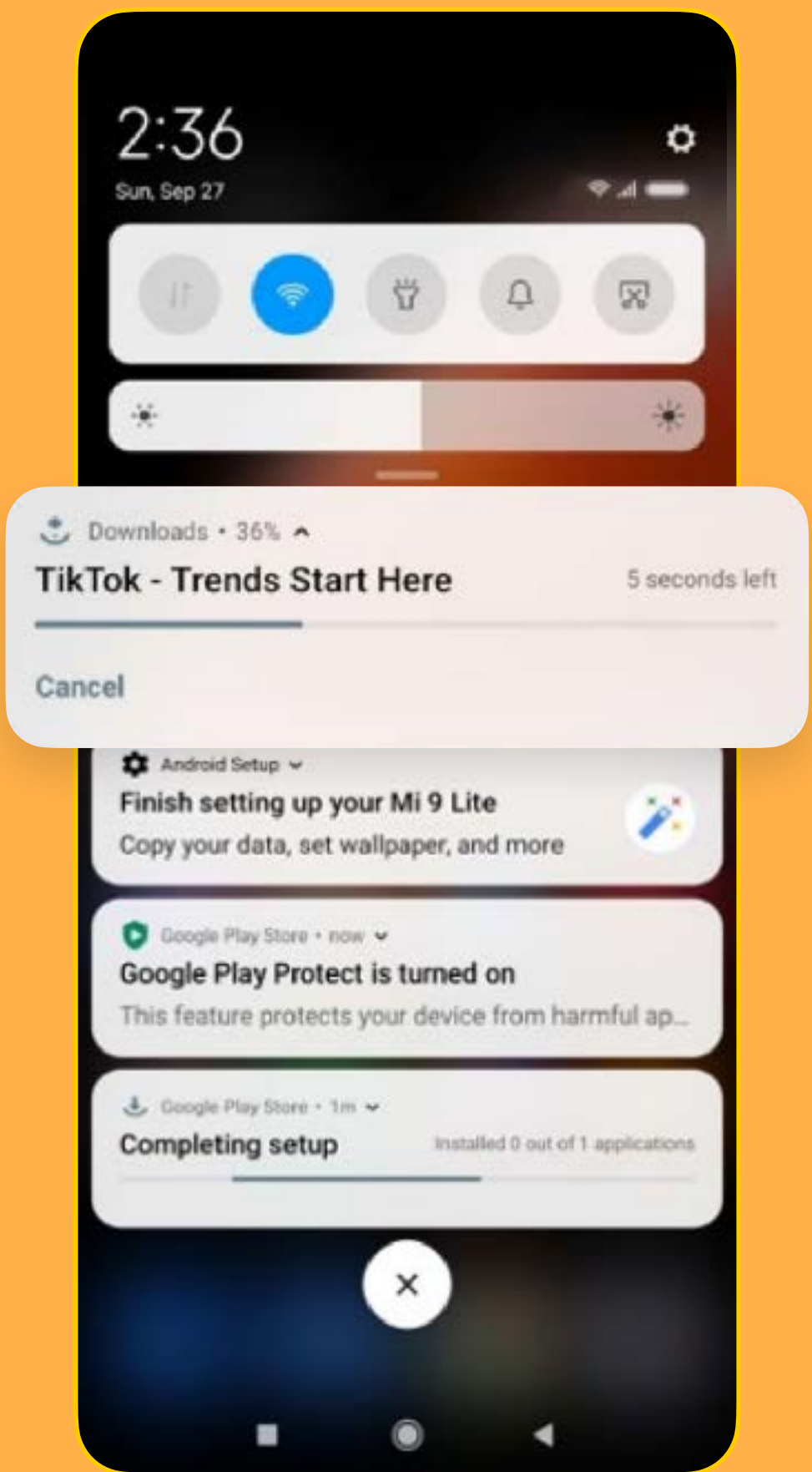


PAI

Oobe



Recommendations



Starting to download



Auto installation

Cloud pre-installation via PAI



PAI (Play Auto Install)

PAI is a tool made available by Google to automatically download apps from Play Store.

When is PAI triggered?

On models where PAI is configured:

STEP 1: First boot-up or boot-up after factory reset

STEP 2: Connect to the network

Agile

Activation cycle
no longer than 1 month

Precise

Installation by country/model

Light

Start with the small budget

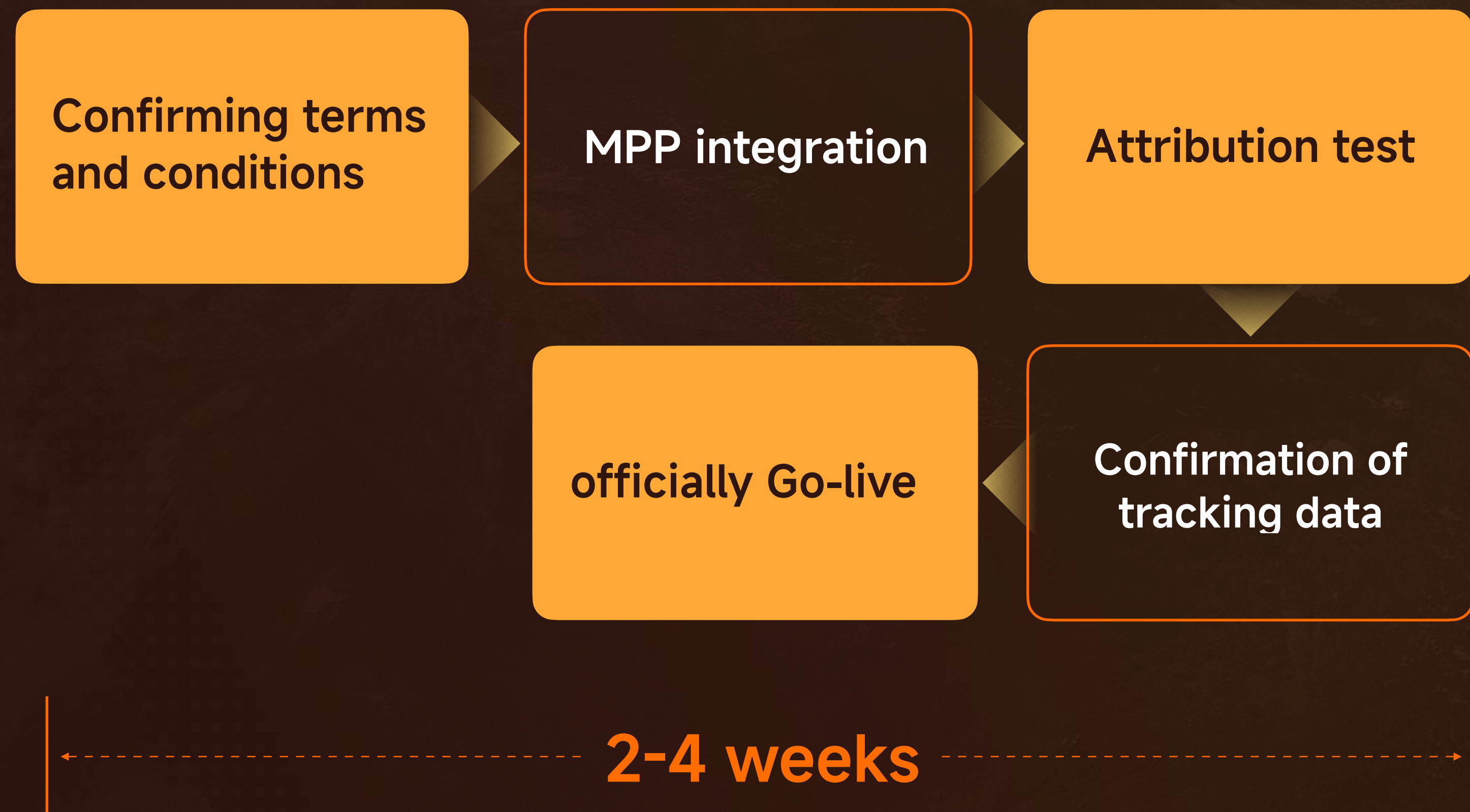
On-boarding process: cloud pre-installation



Attribution methods

Google Play Referrer

When the user launches a preinstalled app for the first time, the MMP SDK retrieves the Google Play referrer API. MMP makes the attribution decision based on the data appended within utm_campaign parameter.



Factory vs cloud pre-installation



Factory pre-installation

Cloud pre-installation

Target users

New global users

New global users

Pricing mode

CPI & CPP

CPI

Activation cycle

2-3 months for a launch
12 months buffer time

2-4 weeks for a launch
1 month buffer time



Xiaomi Advertising



Xiaomi Ads Format

MIUI: Diverse high-quality traffic matrix



606 million

MAU

30+

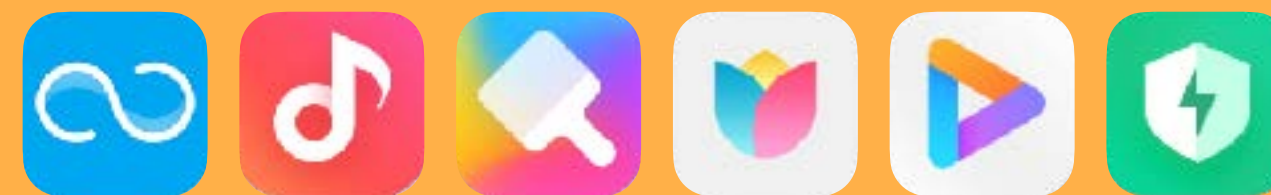
Apps with advertising capabilities

3000+

Advertisers



System shortcuts



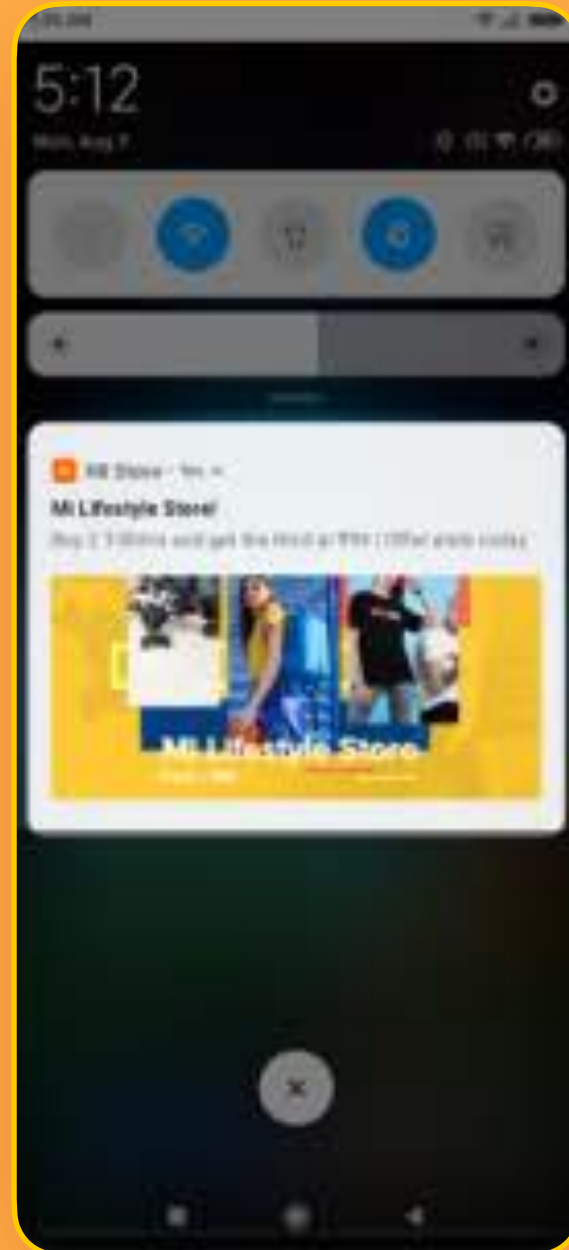
MIUI product matrix



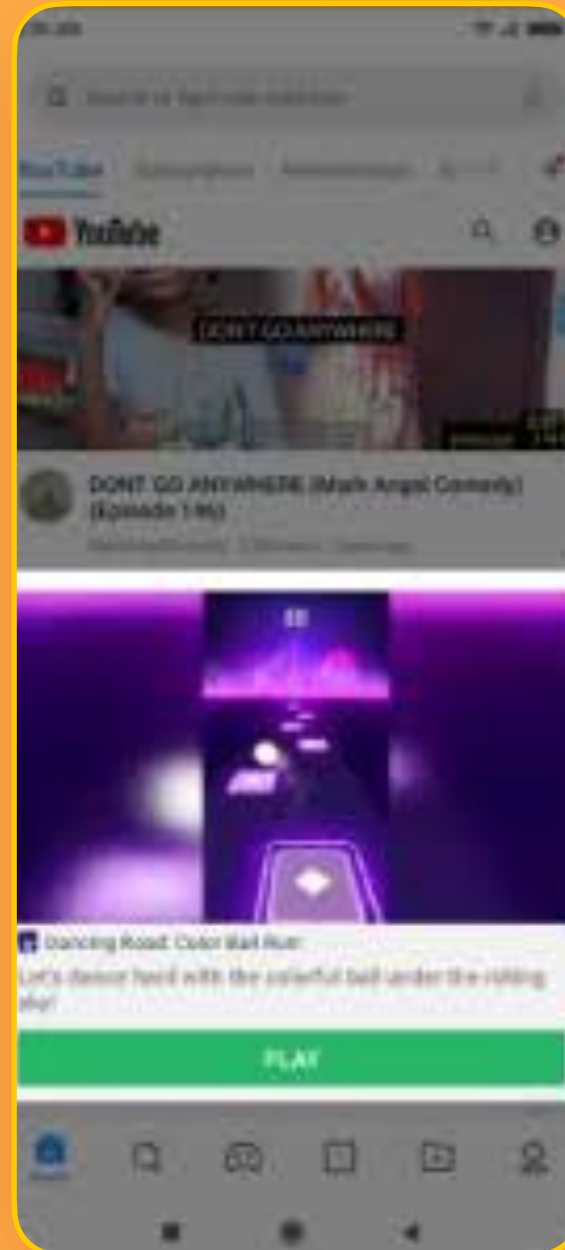
Ecosystem traffic

Xiaomi's diverse advertising formats

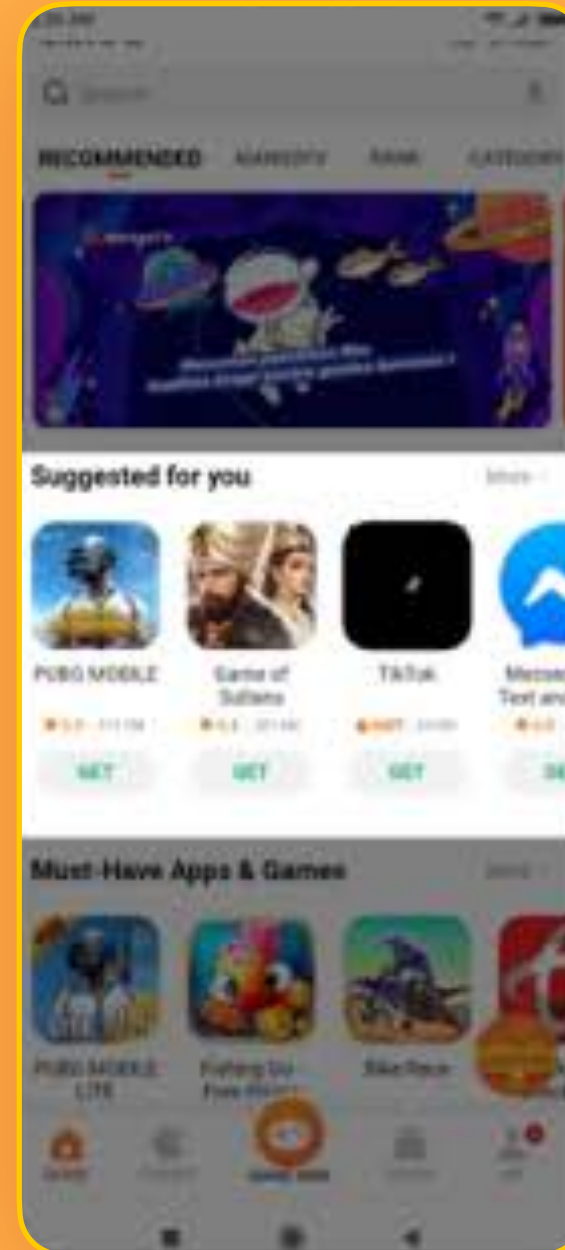
Pricing model: CPA/CPC



Push notifications



Native ads



Icons



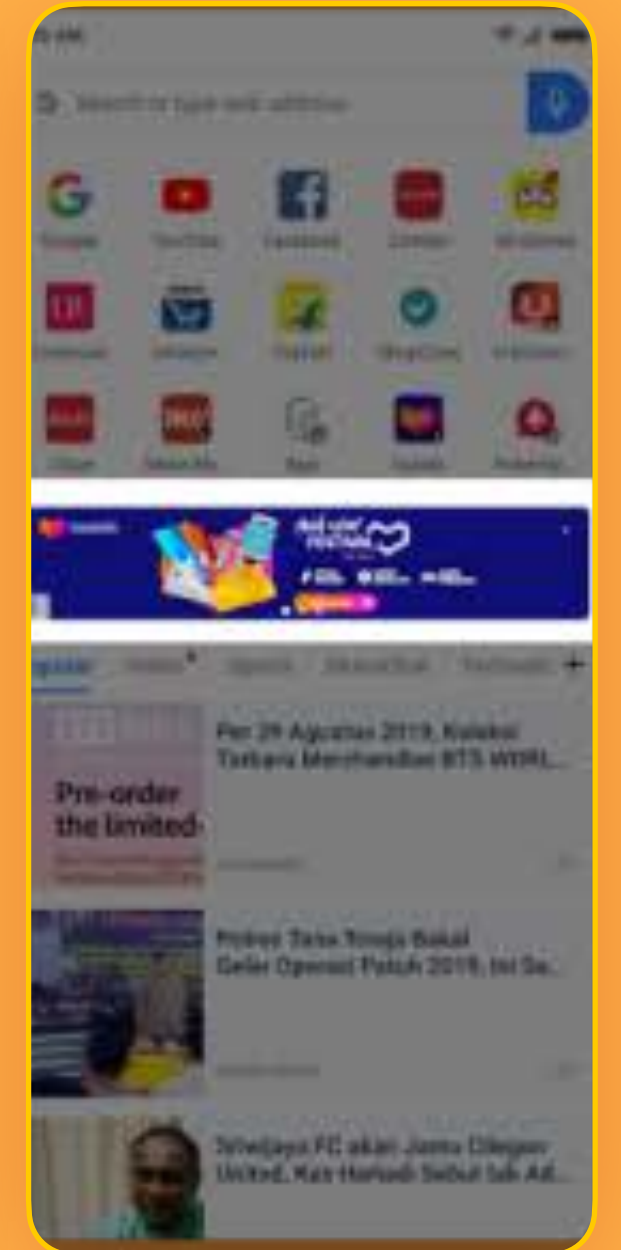
Splash-screen ads



Rewards videos

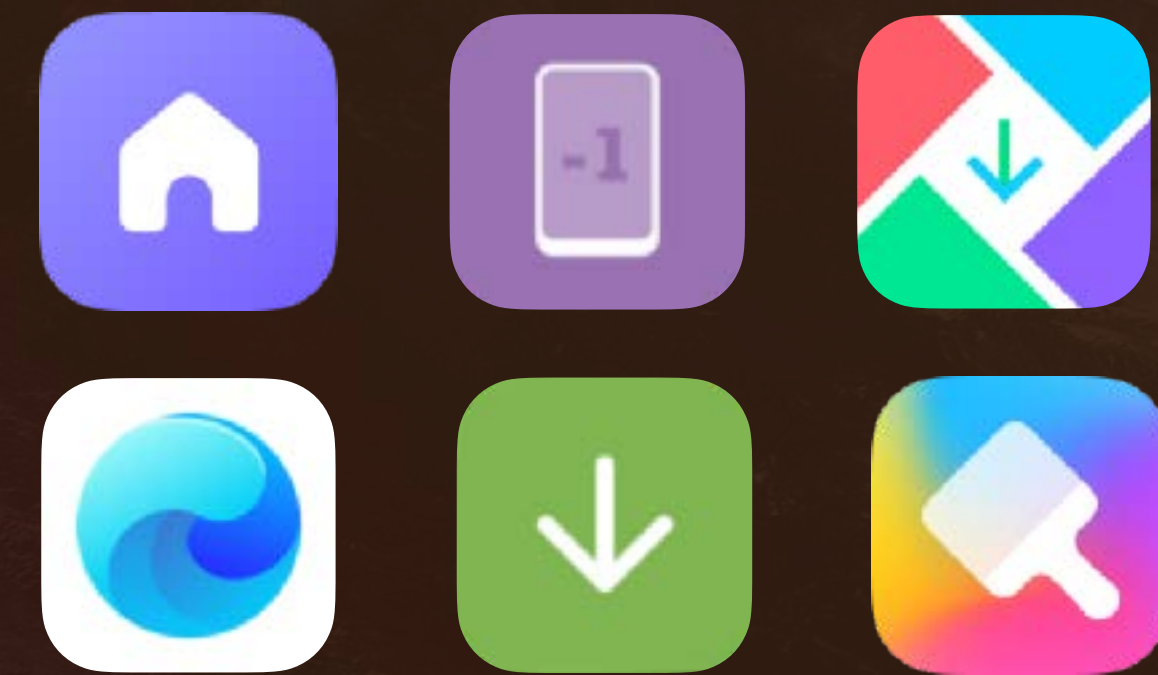
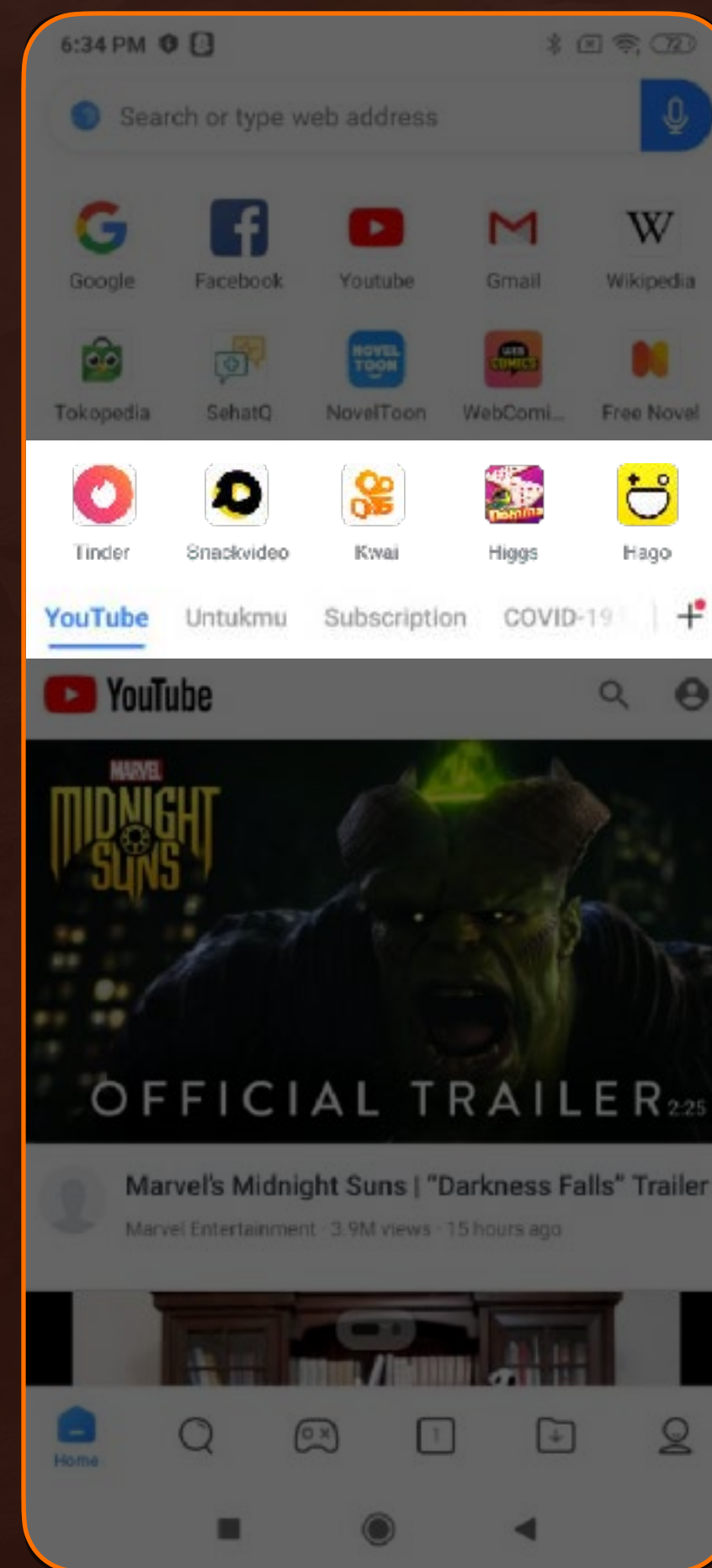
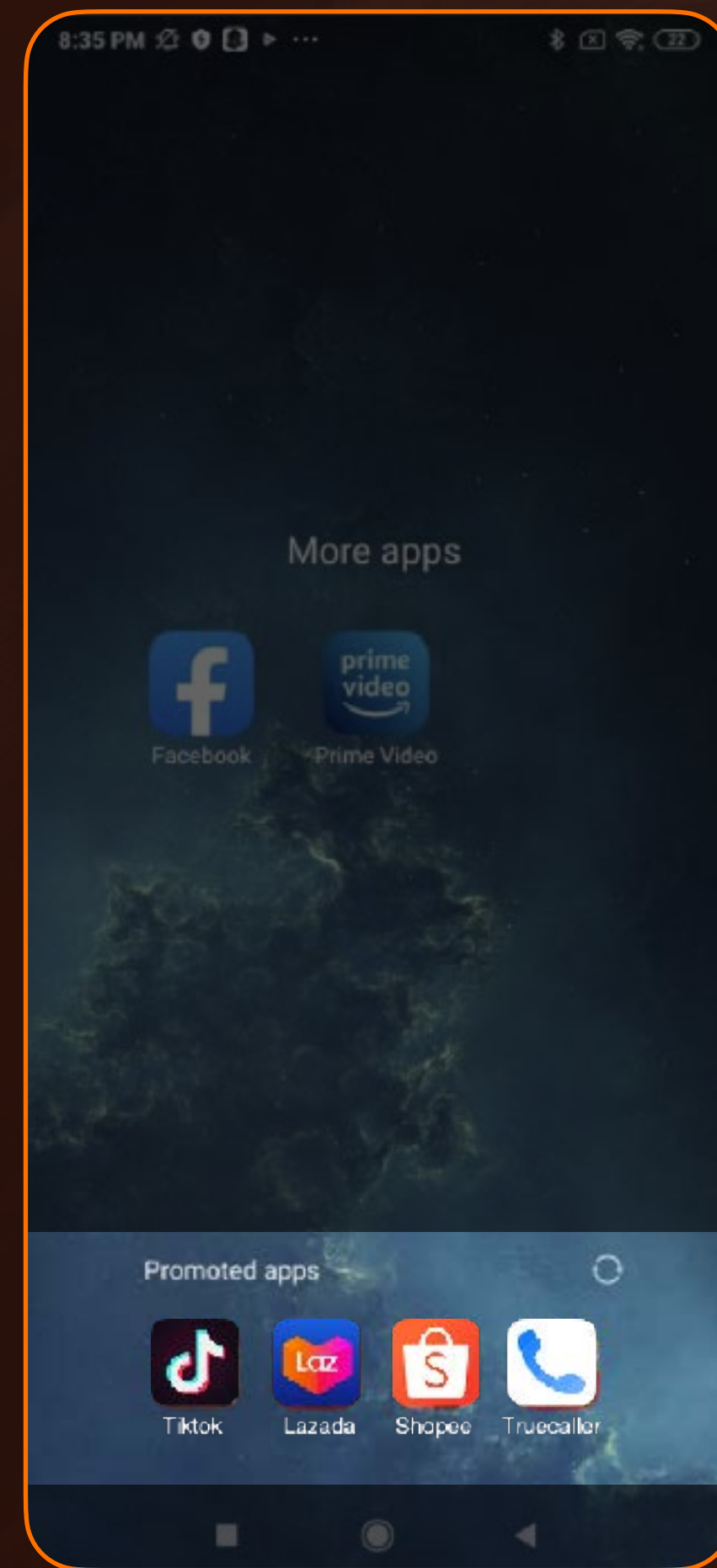
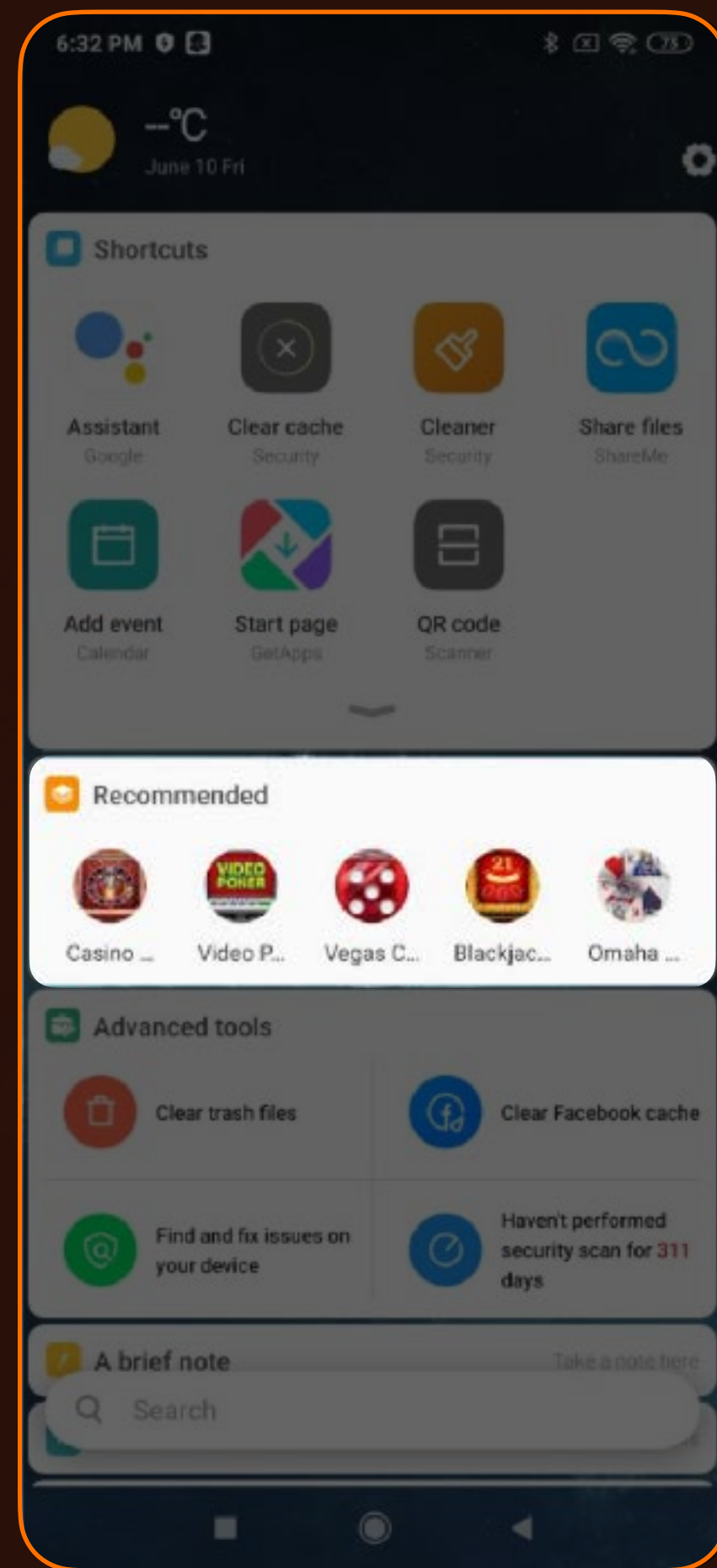


Pop-up ads



Banners

Icon recommendations

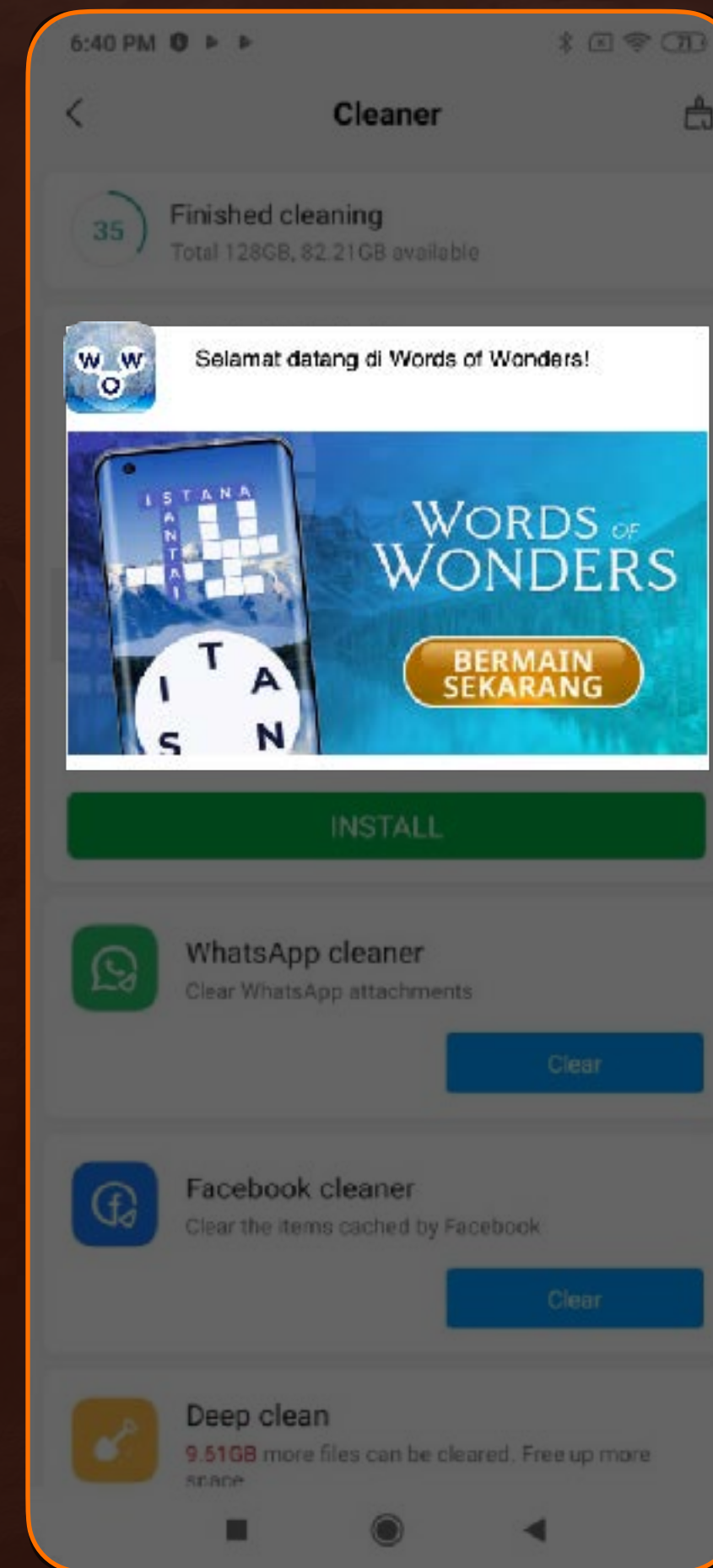
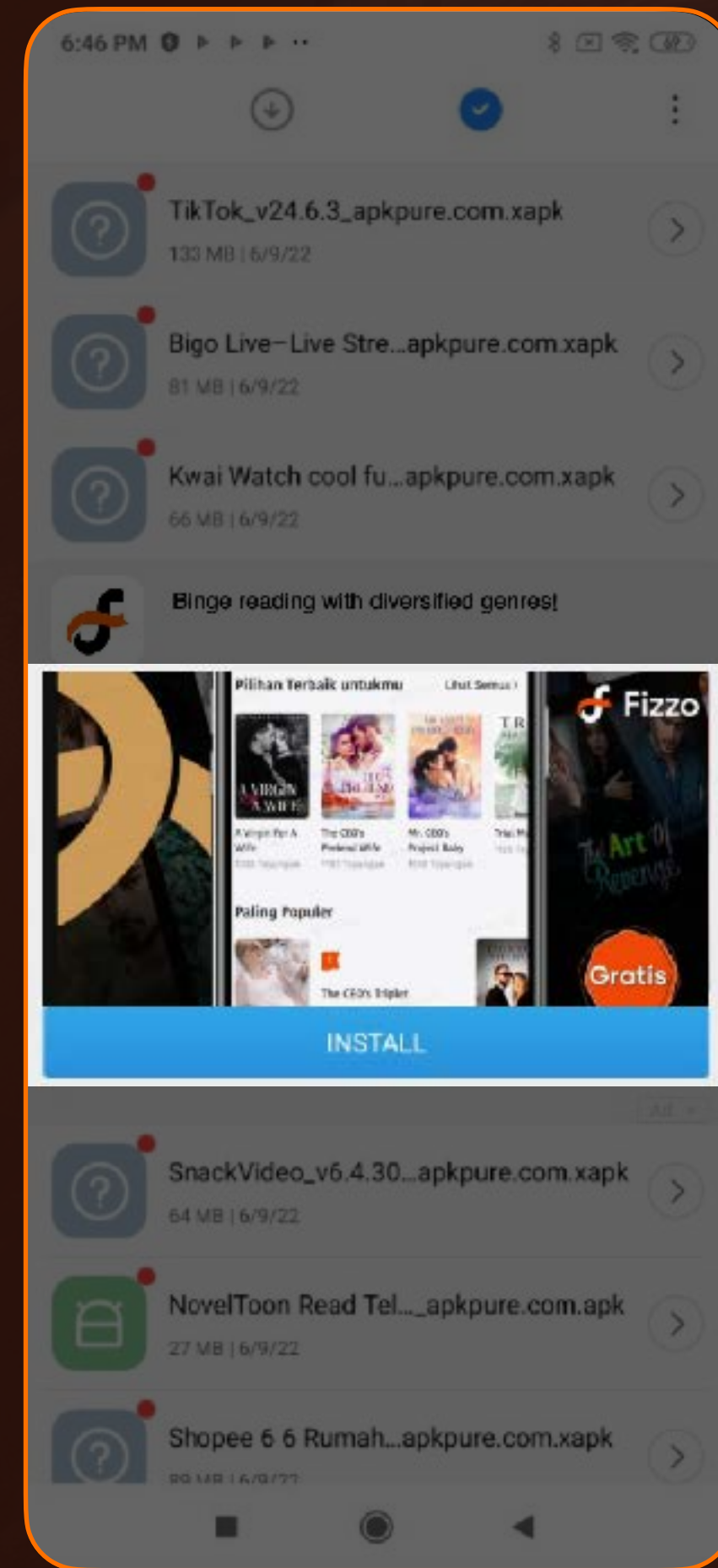
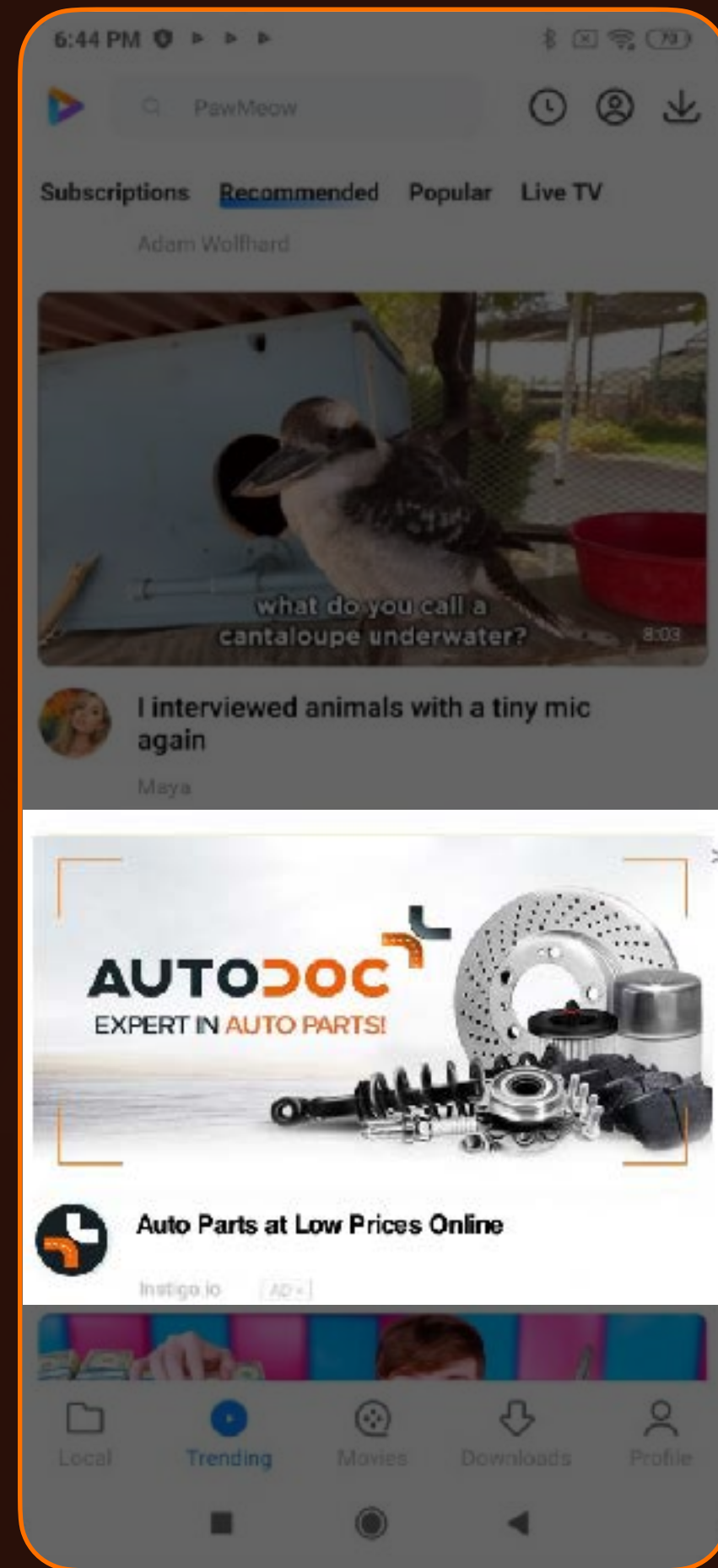


Locations

Home Screen folders, App vault, GetApps, Browser, Downloads, Themes

Regions: Available in all regions

Native ads in system apps

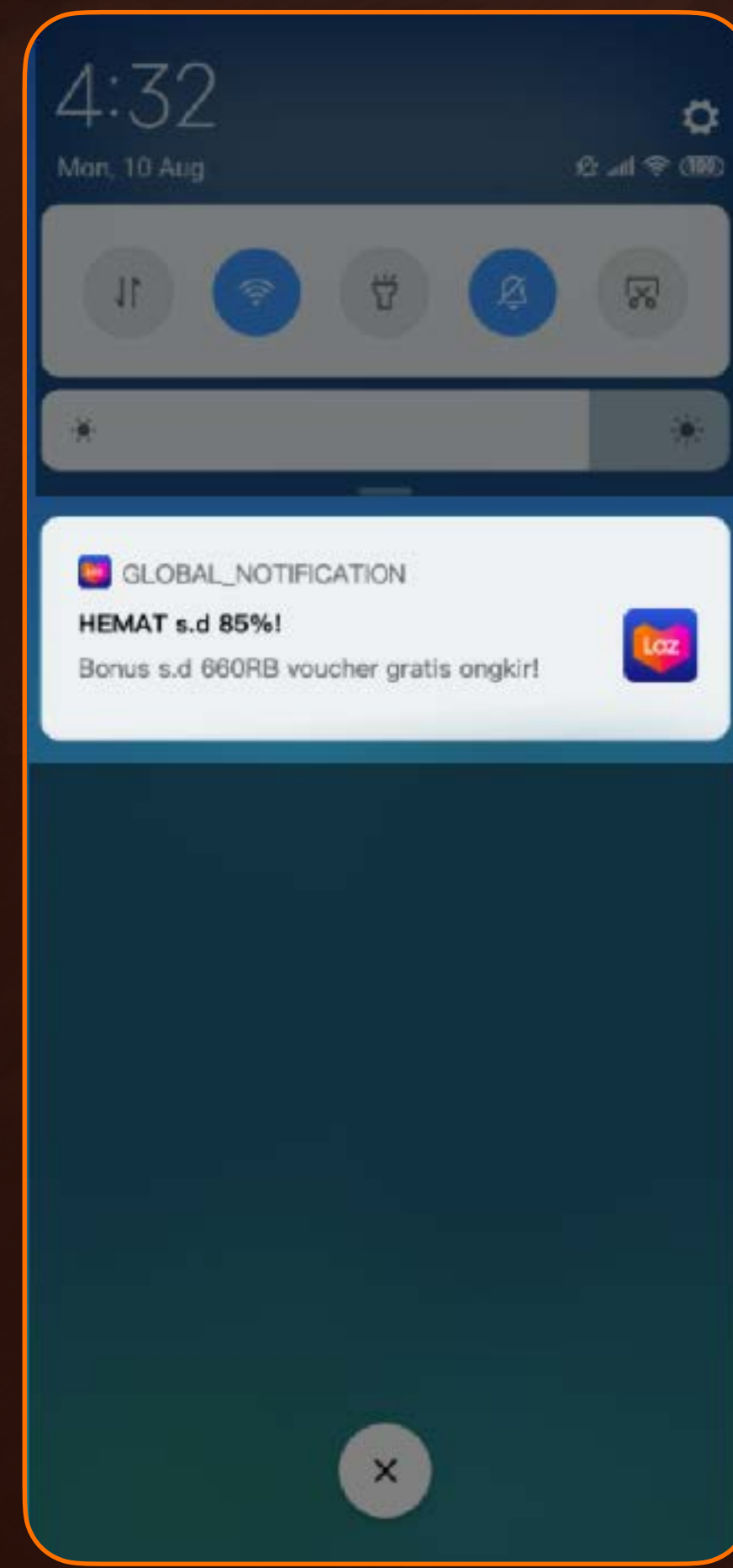
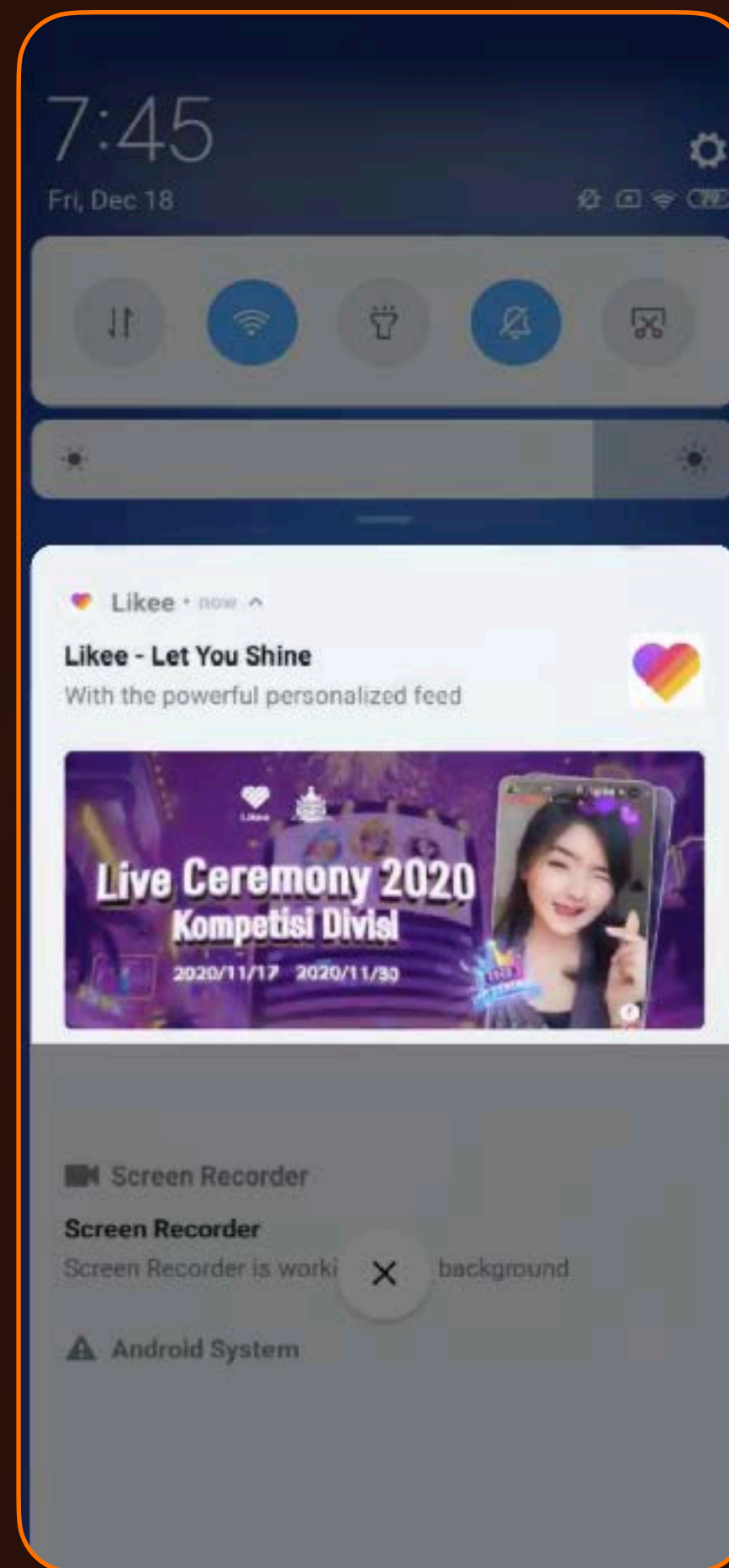


Locations

Downloads, Security, Cleaner, Browser, Music, Package installer, Themes, Video

Regions: All except India

Push notifications : Call to action and high response



Optimizing promotion performance

Different formats

Text + images, cards

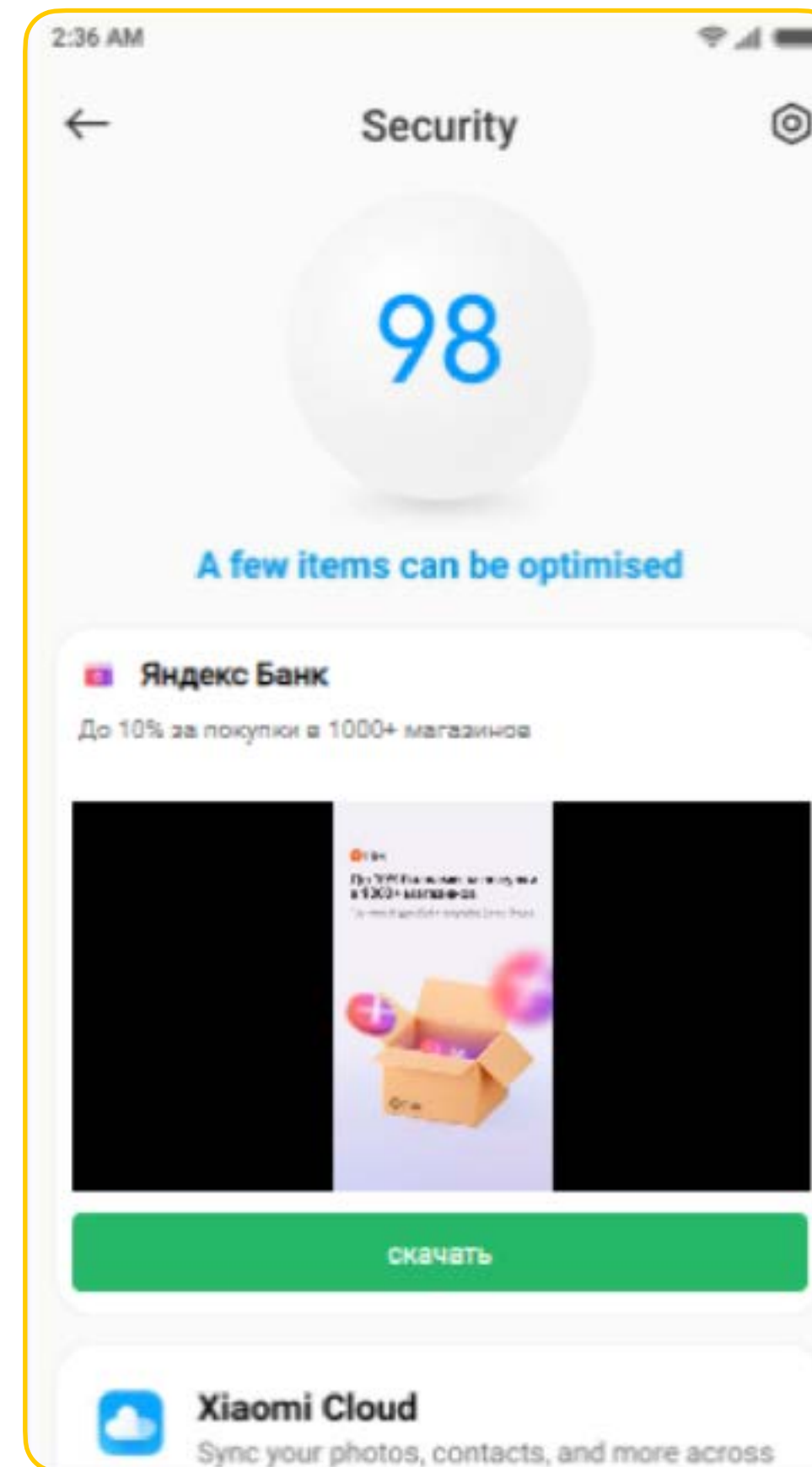
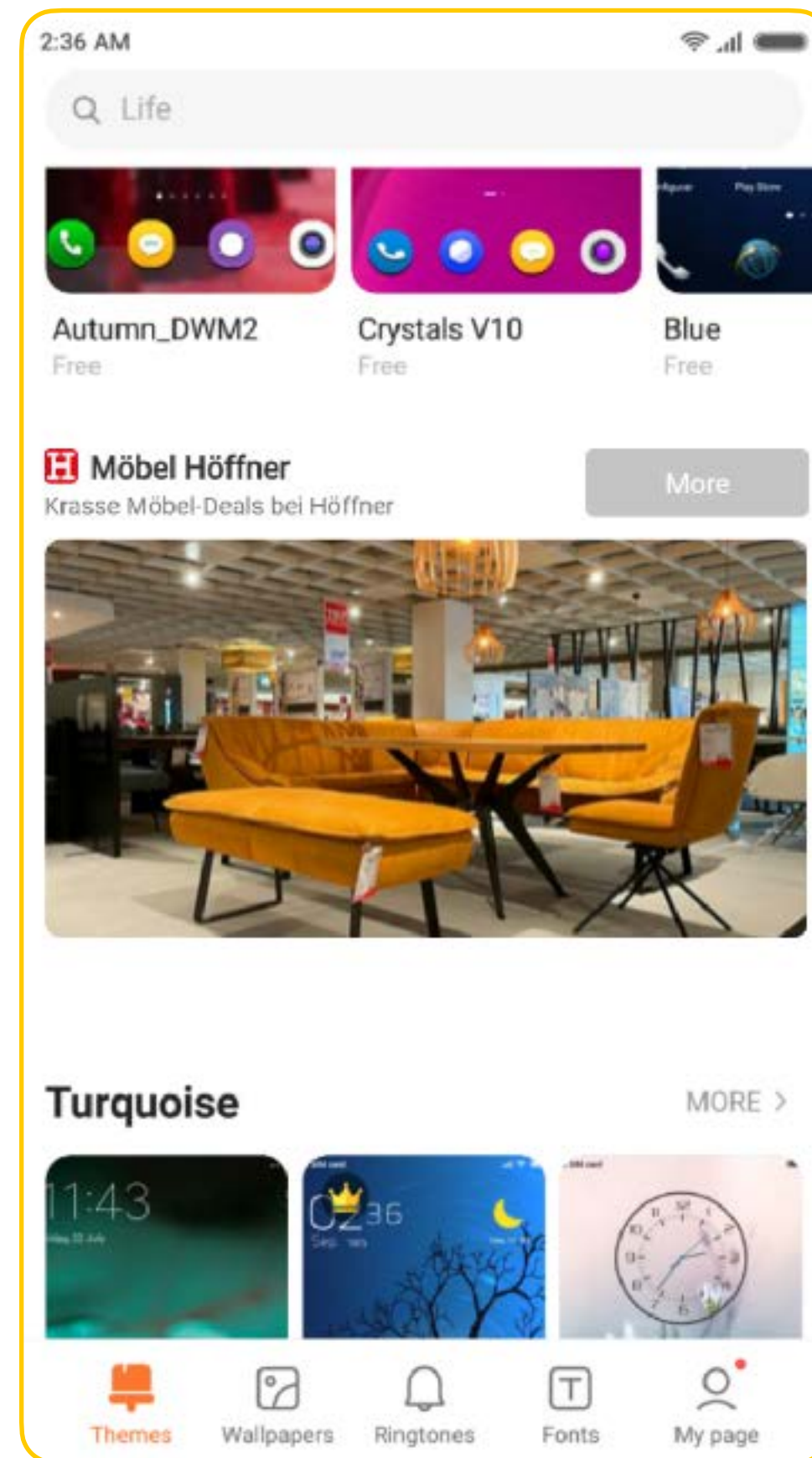
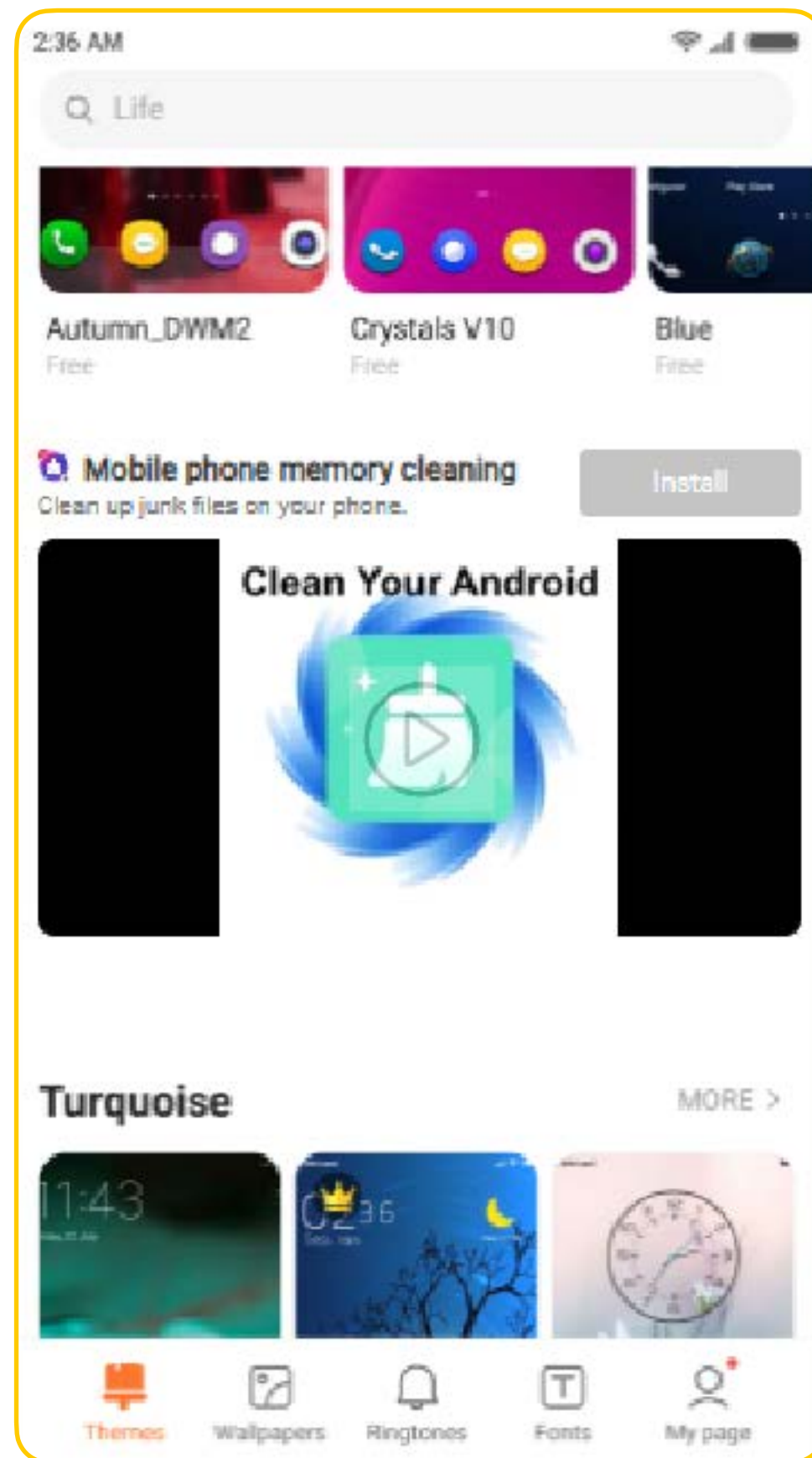
Different scenarios

Branding or retargeting

Splash screen ads: Building brand power



Interstitial: High quality performance



• Top Performance



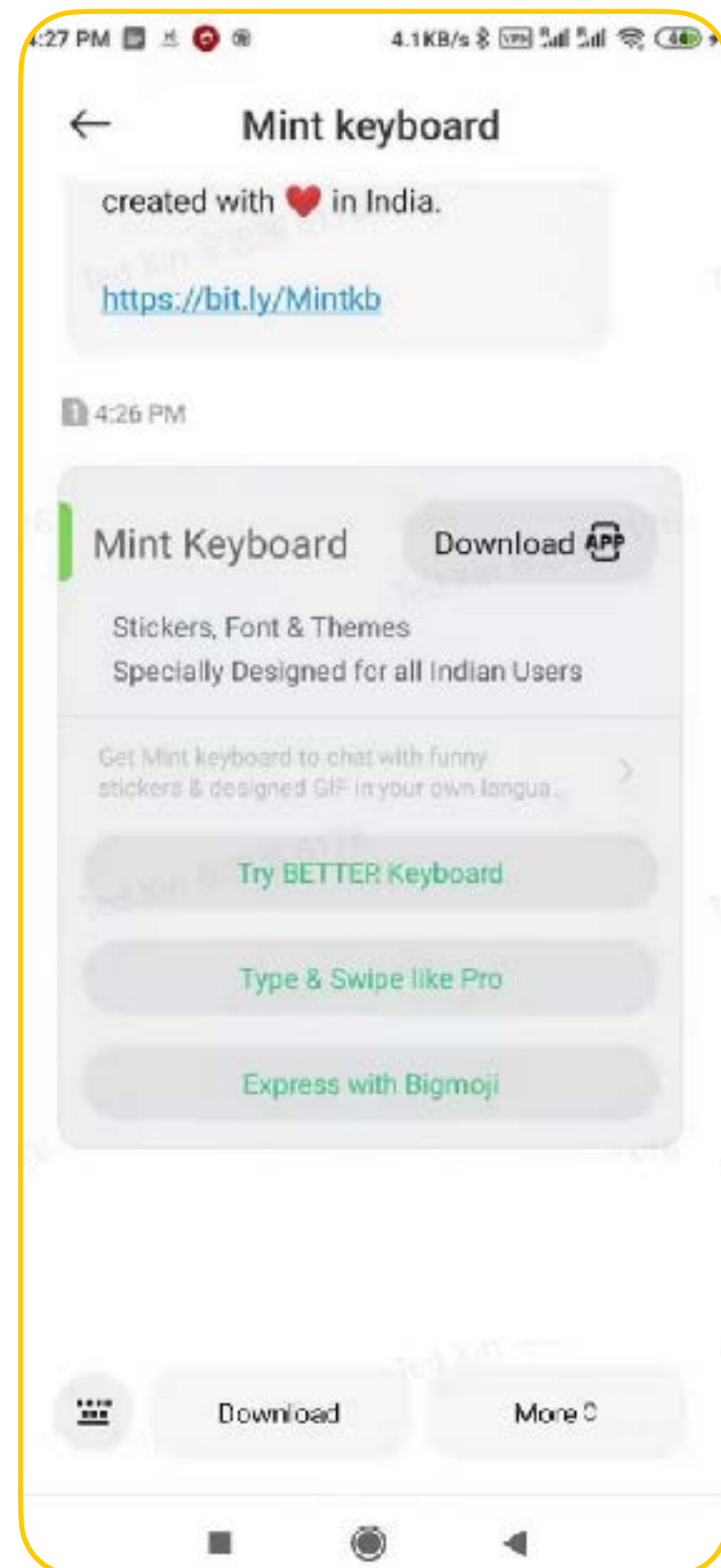
• Different Format

Picture or Video

Messaging



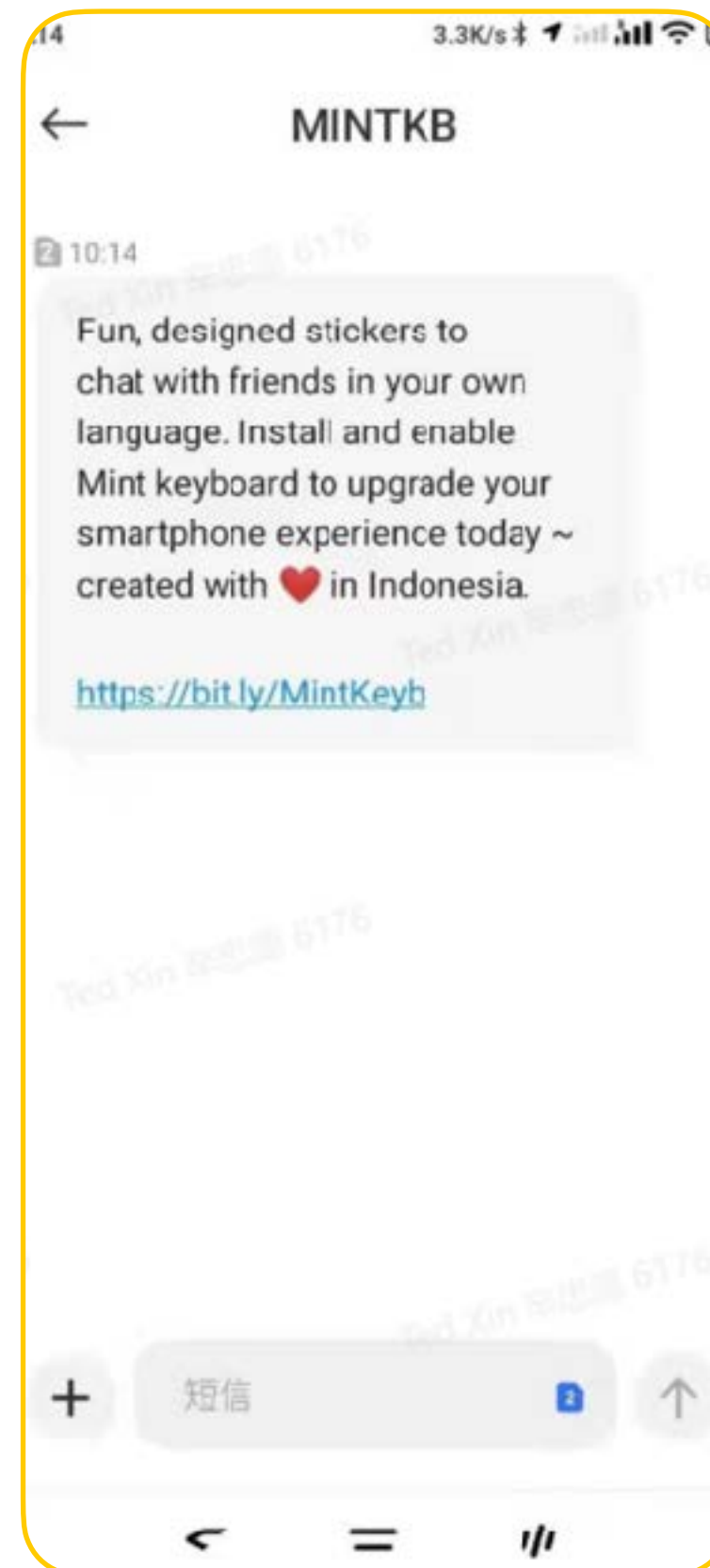
Cards



Rich media



Plain text



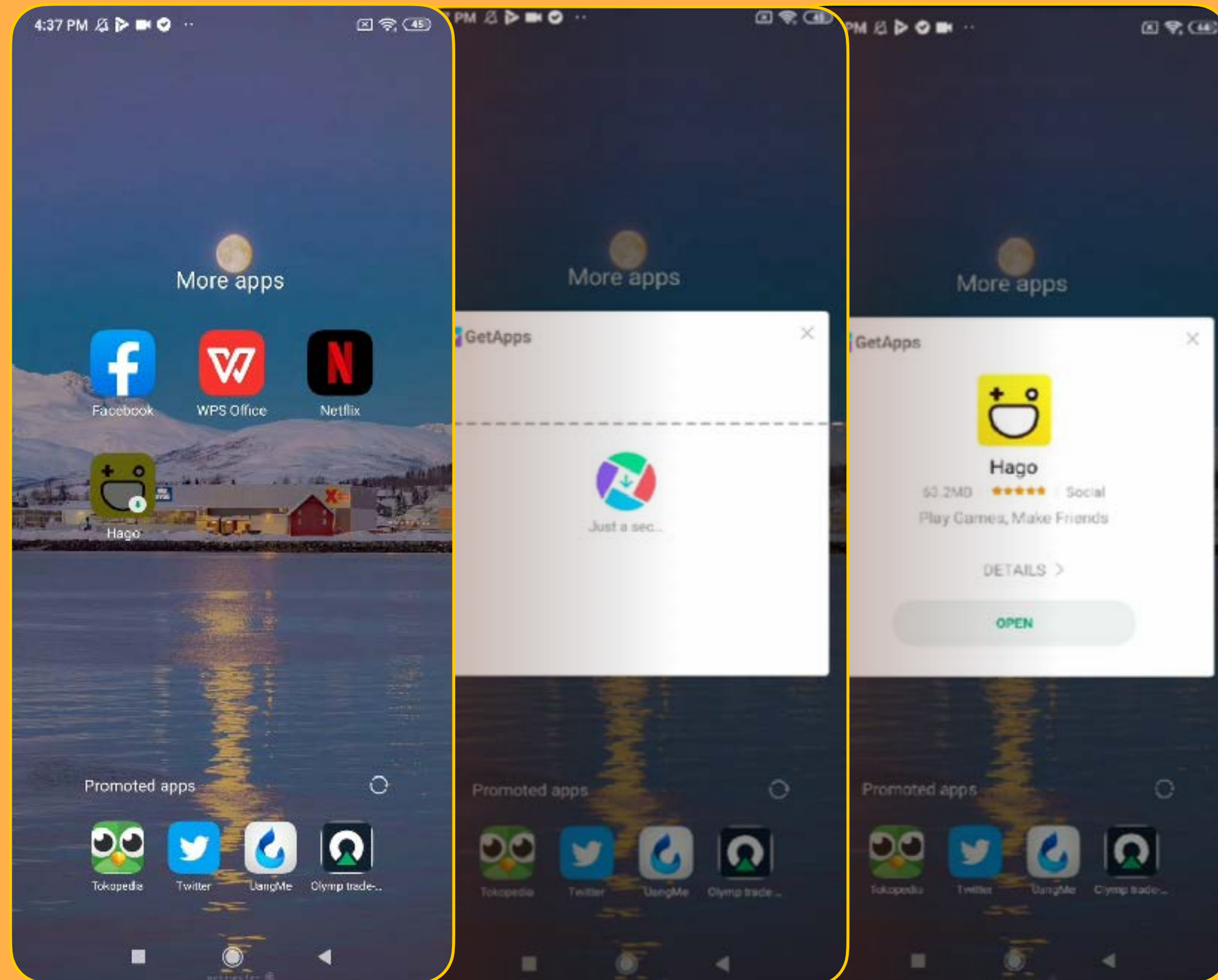
High-frequency usage

- Support for custom content
- **User exposure: IN 80M+, ID 8M+**
- pCTR: 1.5%
- Pricing model: CPC / CPA
- Regions: IN, ID



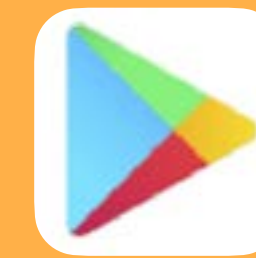
Xiaomi Ads Media

GetApps: Xiaomi's global app market



Shorten transaction path

Clicking the app, users download it directly through GetApps



Download from
Google Play

V.S.



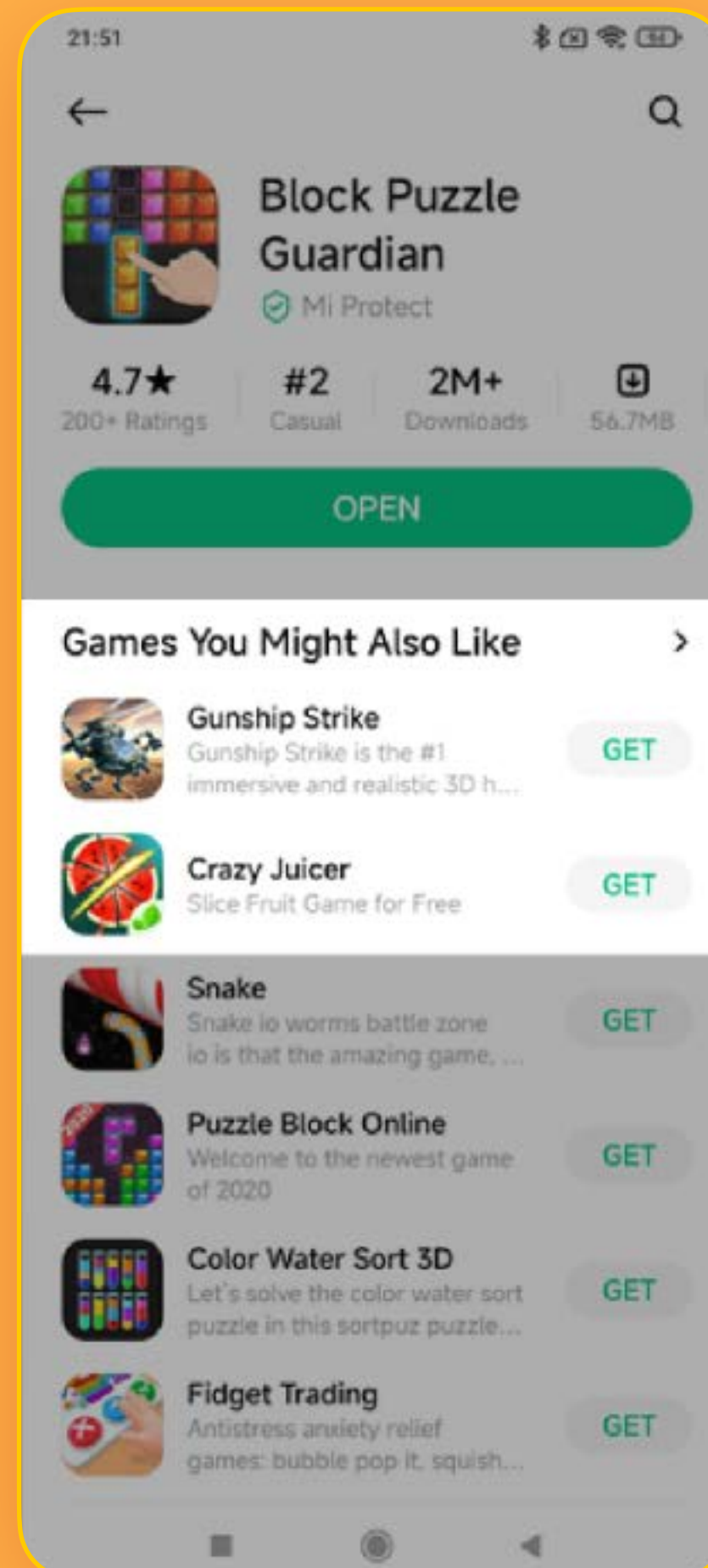
Download from
Google Play

CVR +227%

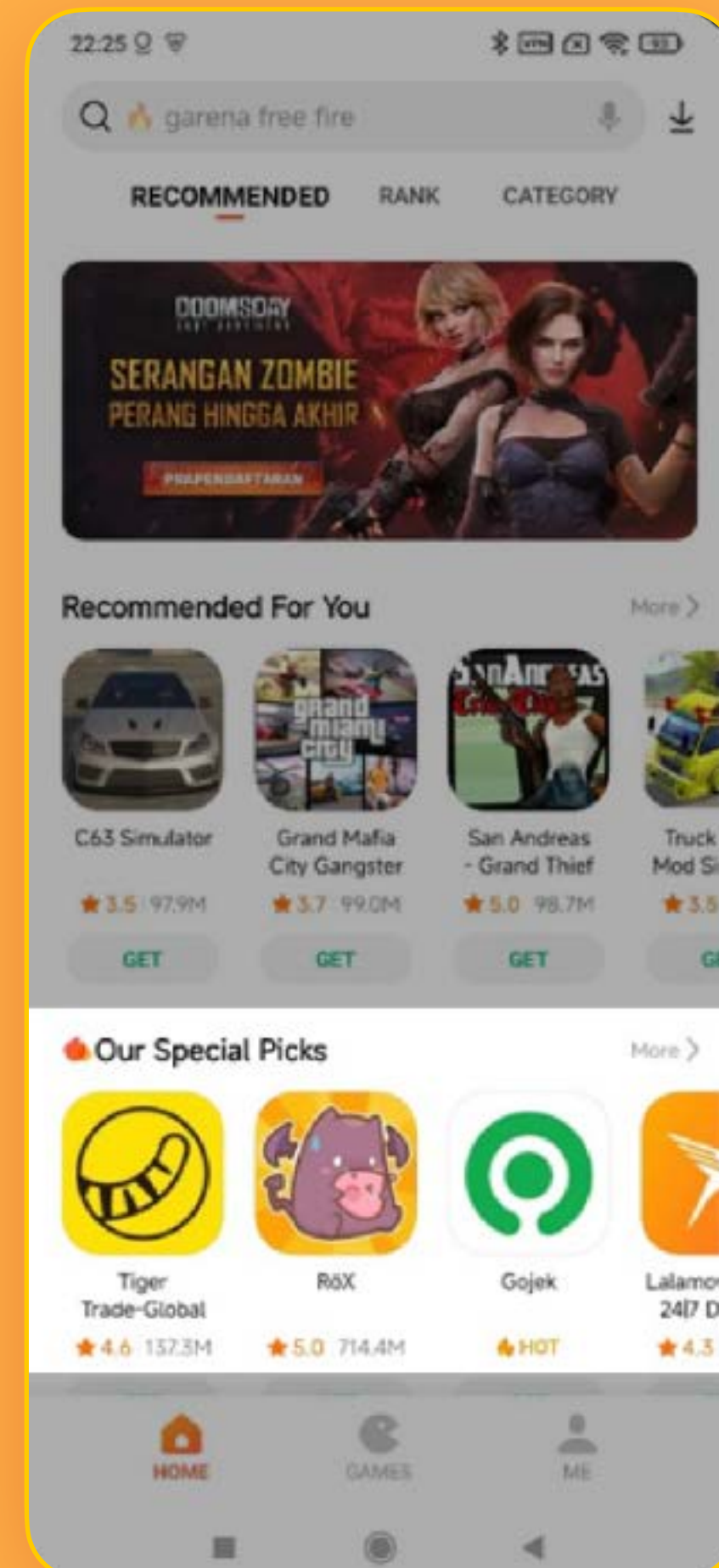
GetApps: Personalized recommendations



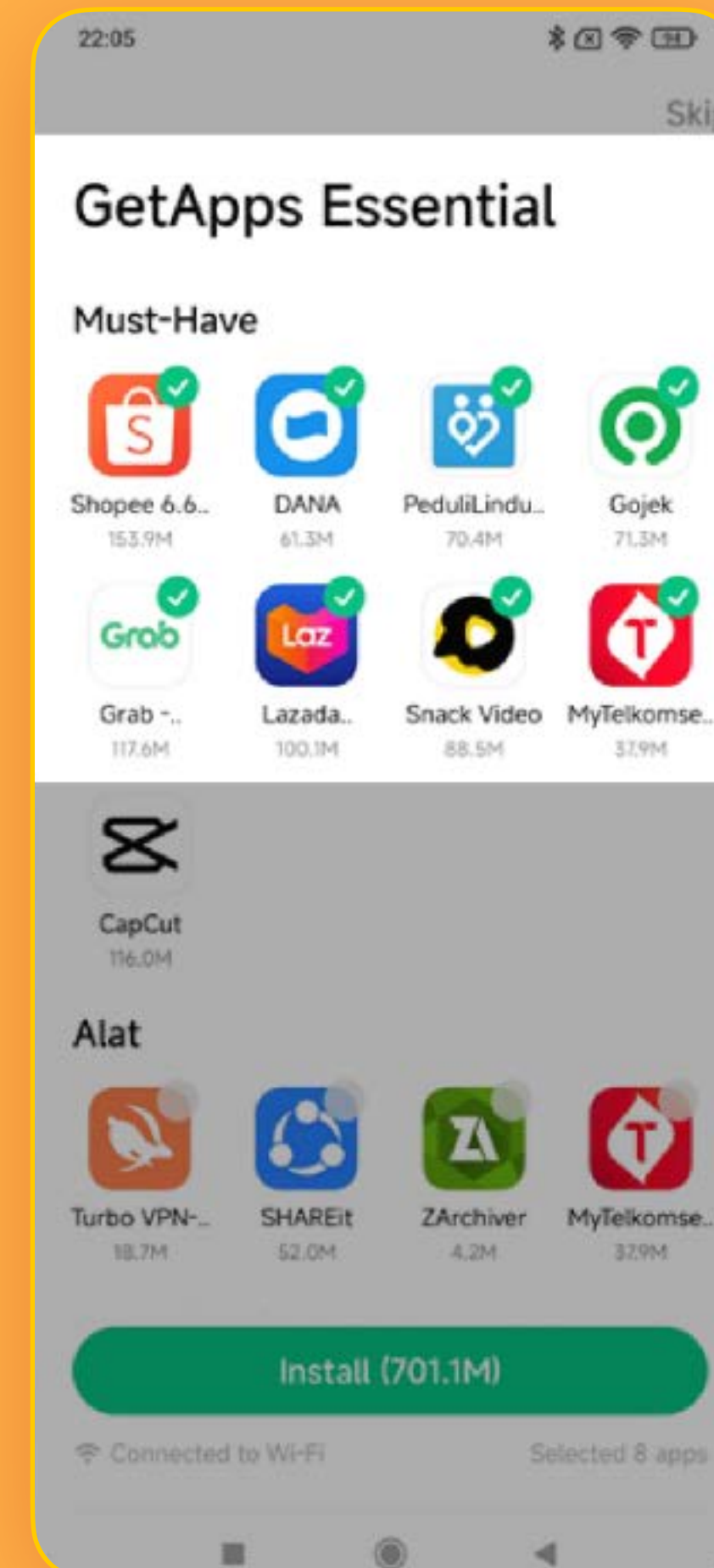
You might also like



App carousel



Essentials



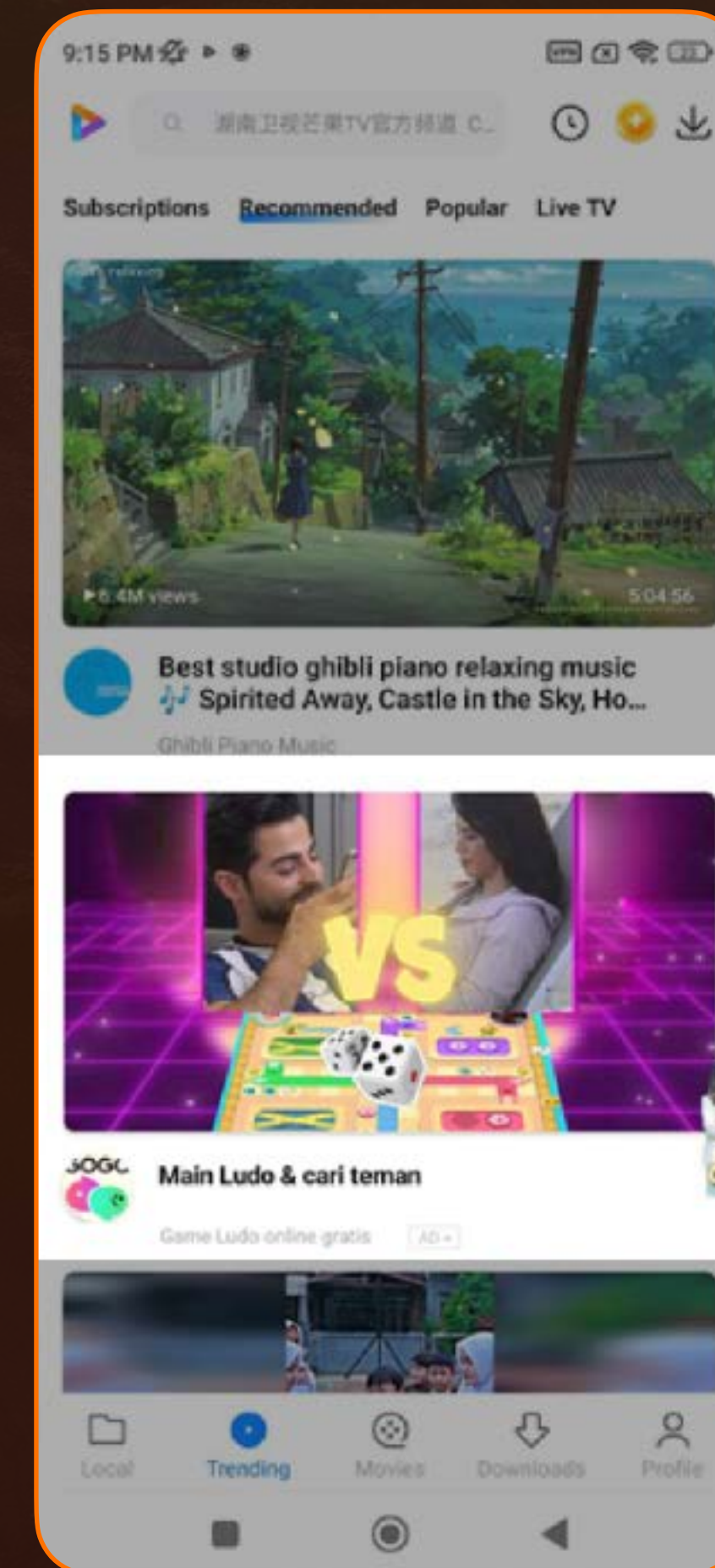
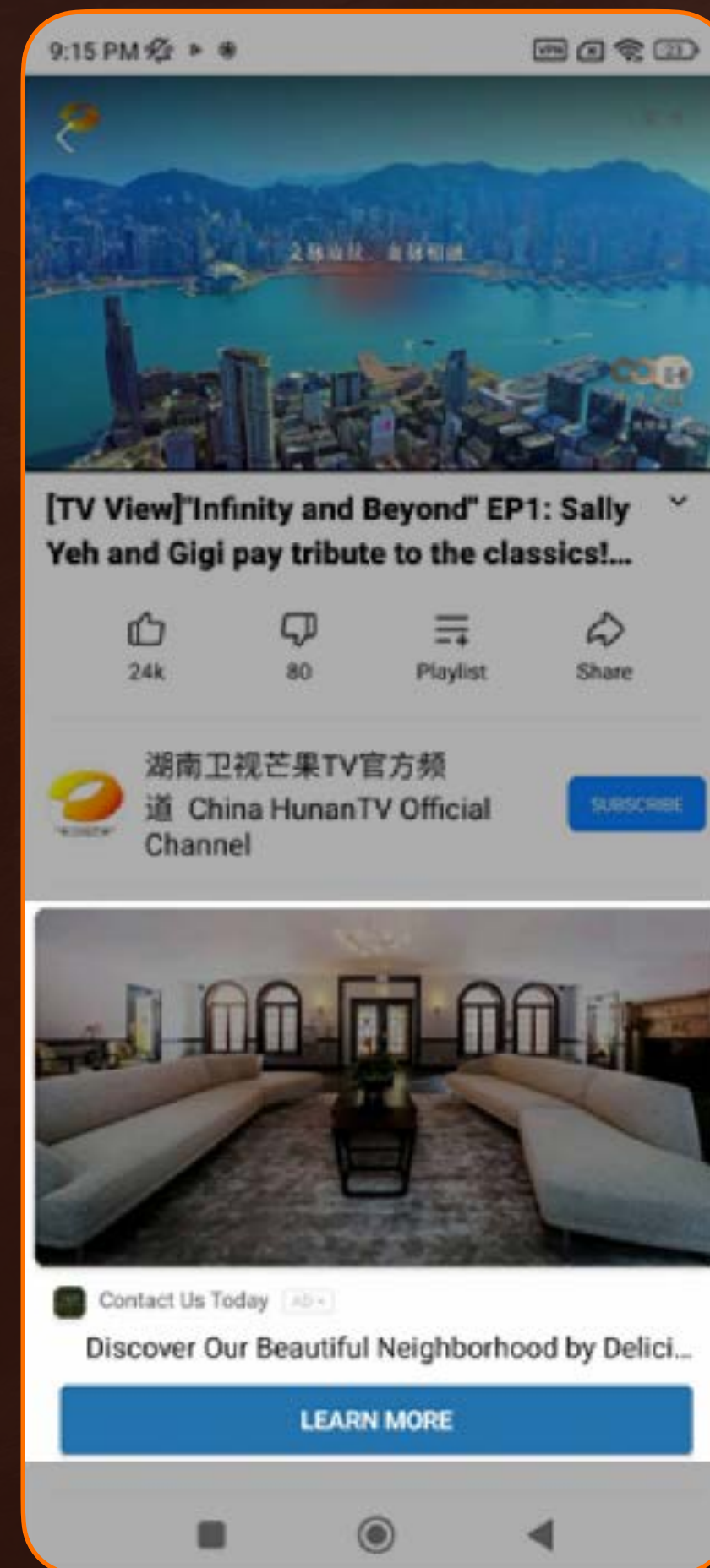
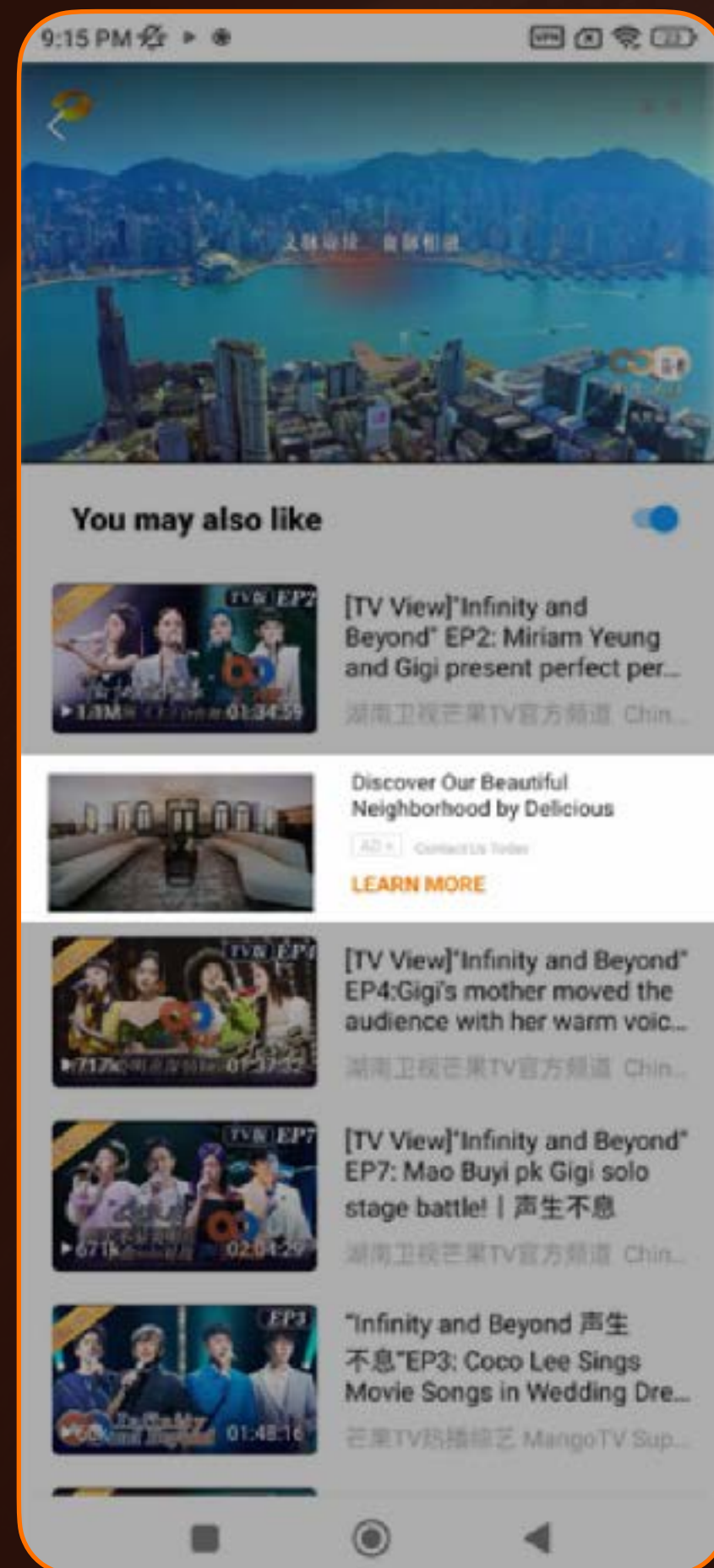
Reactivating old users



Mi Video : A global aggregator of video content



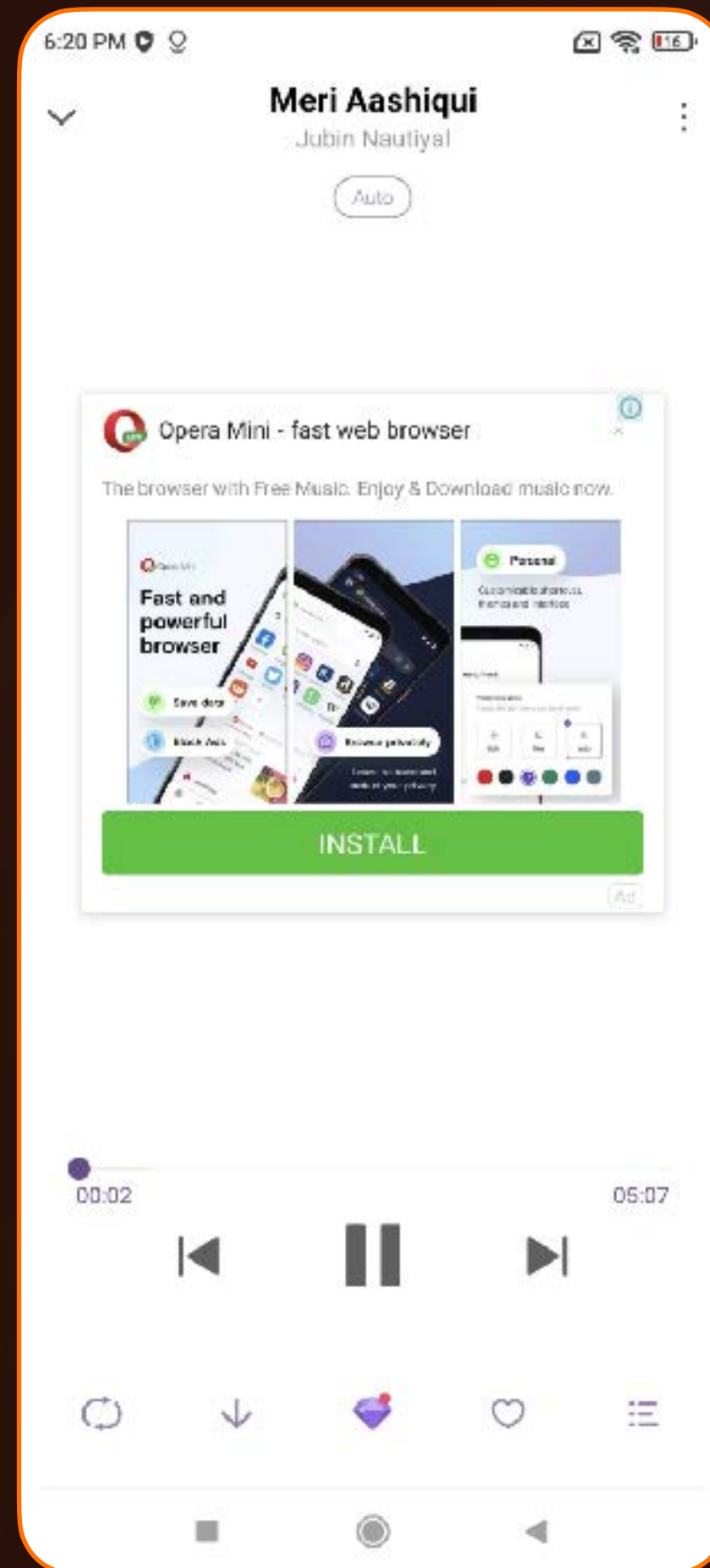
Multiple Feed Scenarios



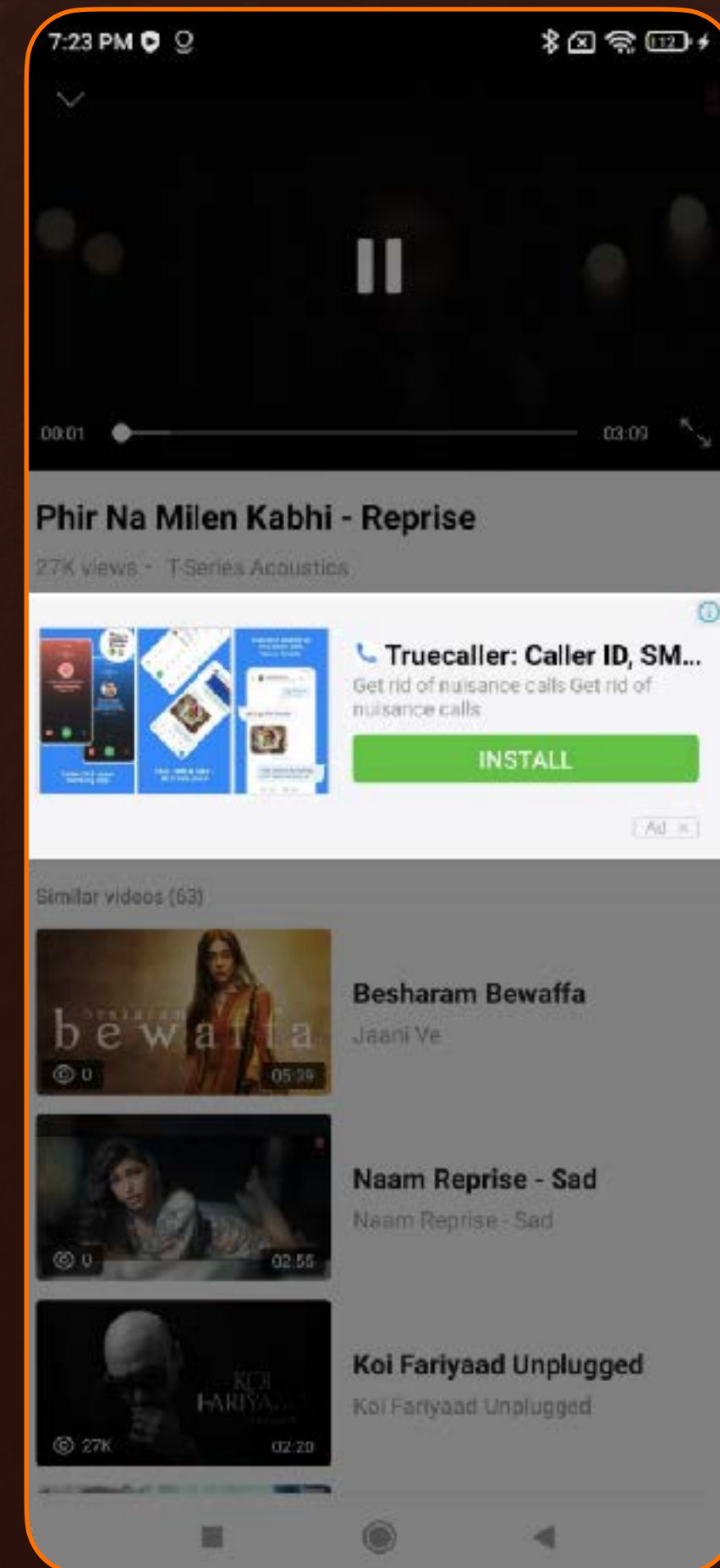
Mi Music : Free and unlimited audio streaming



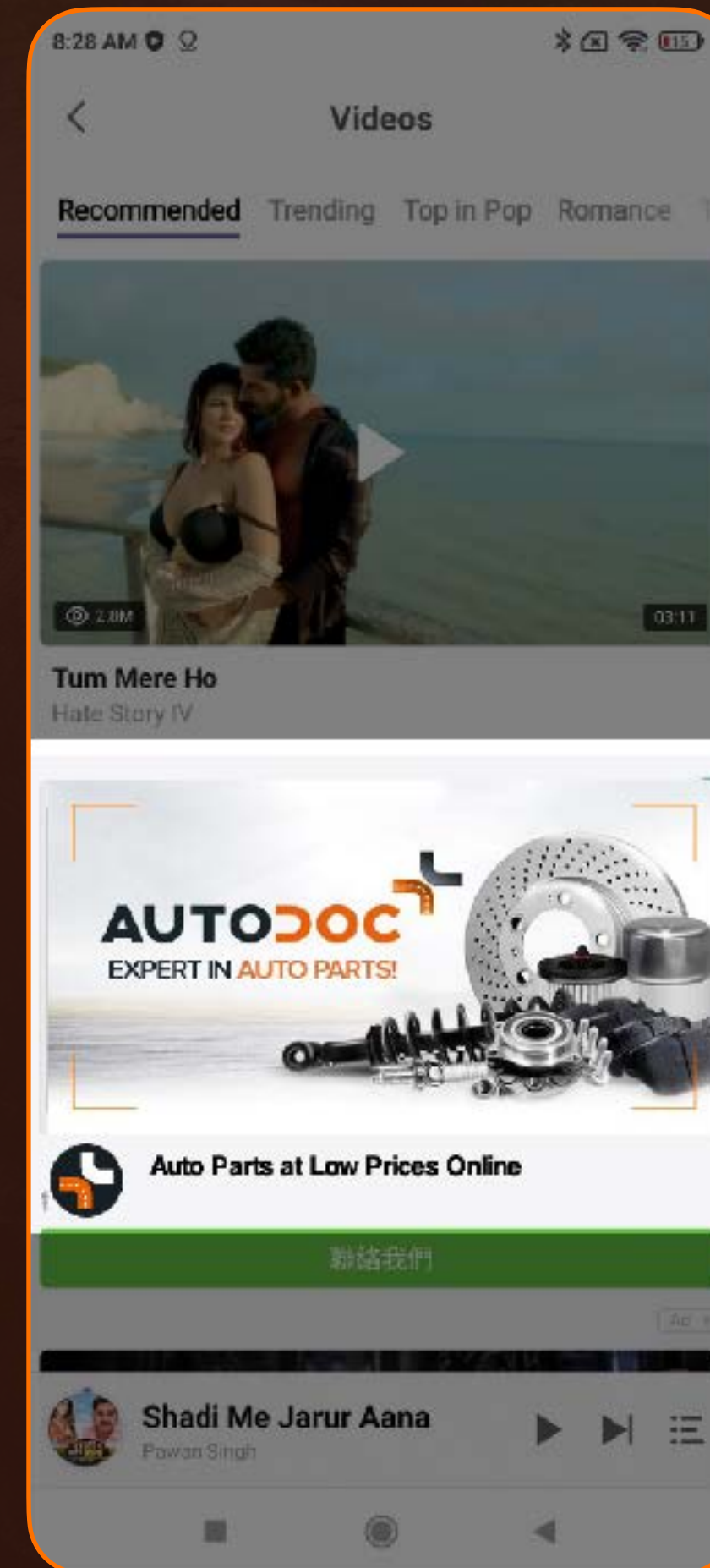
Cover art overlay



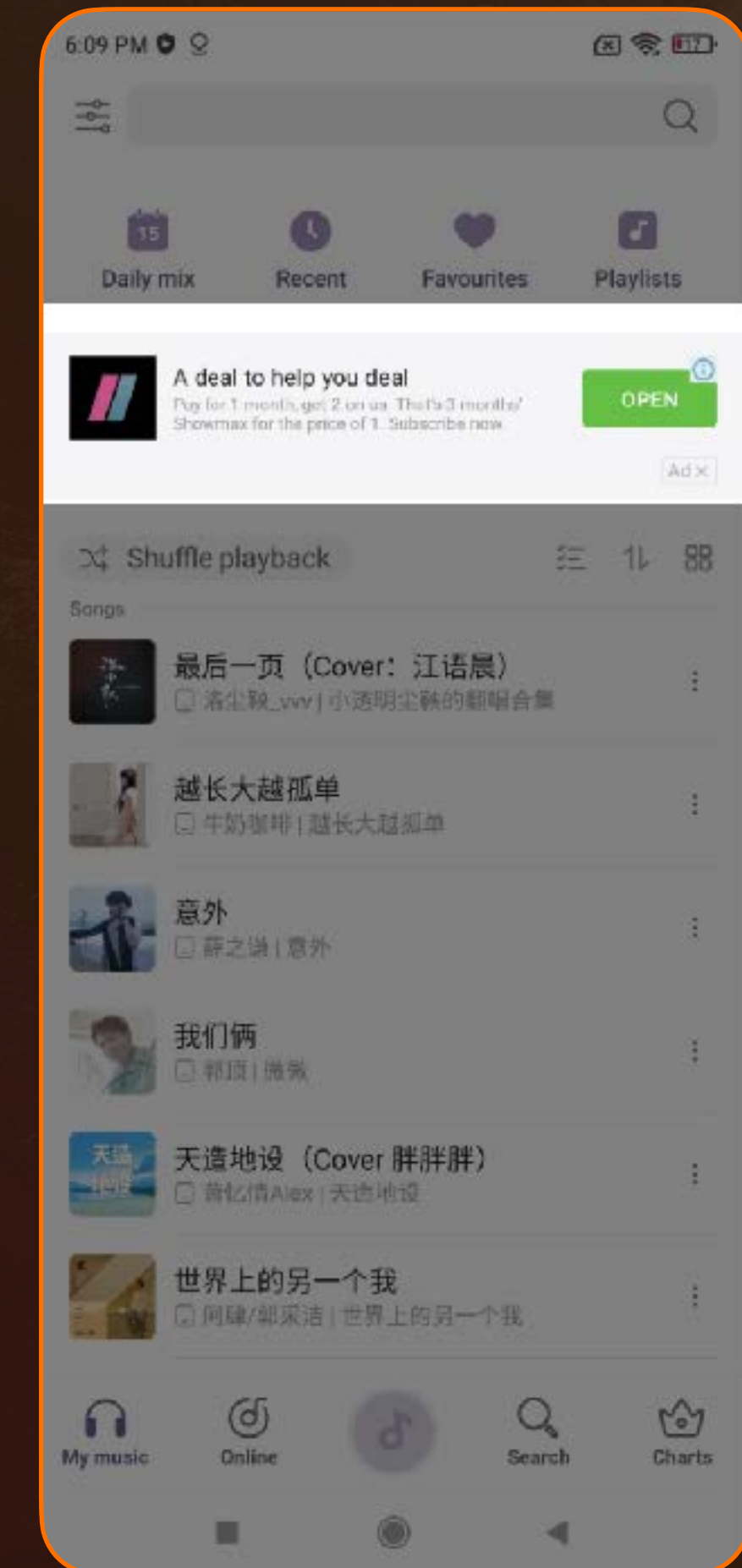
Recommendation card



Music video feed



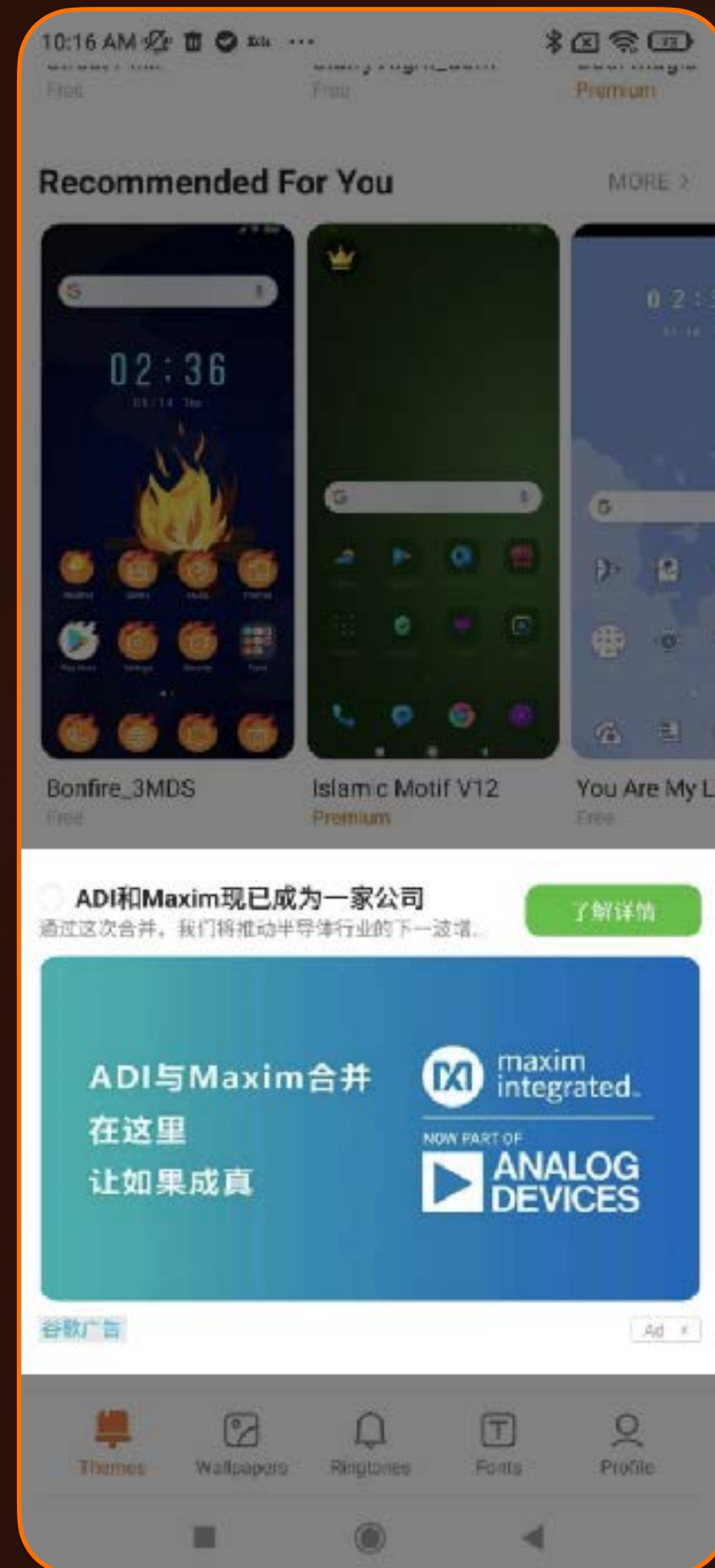
Reactivating old users



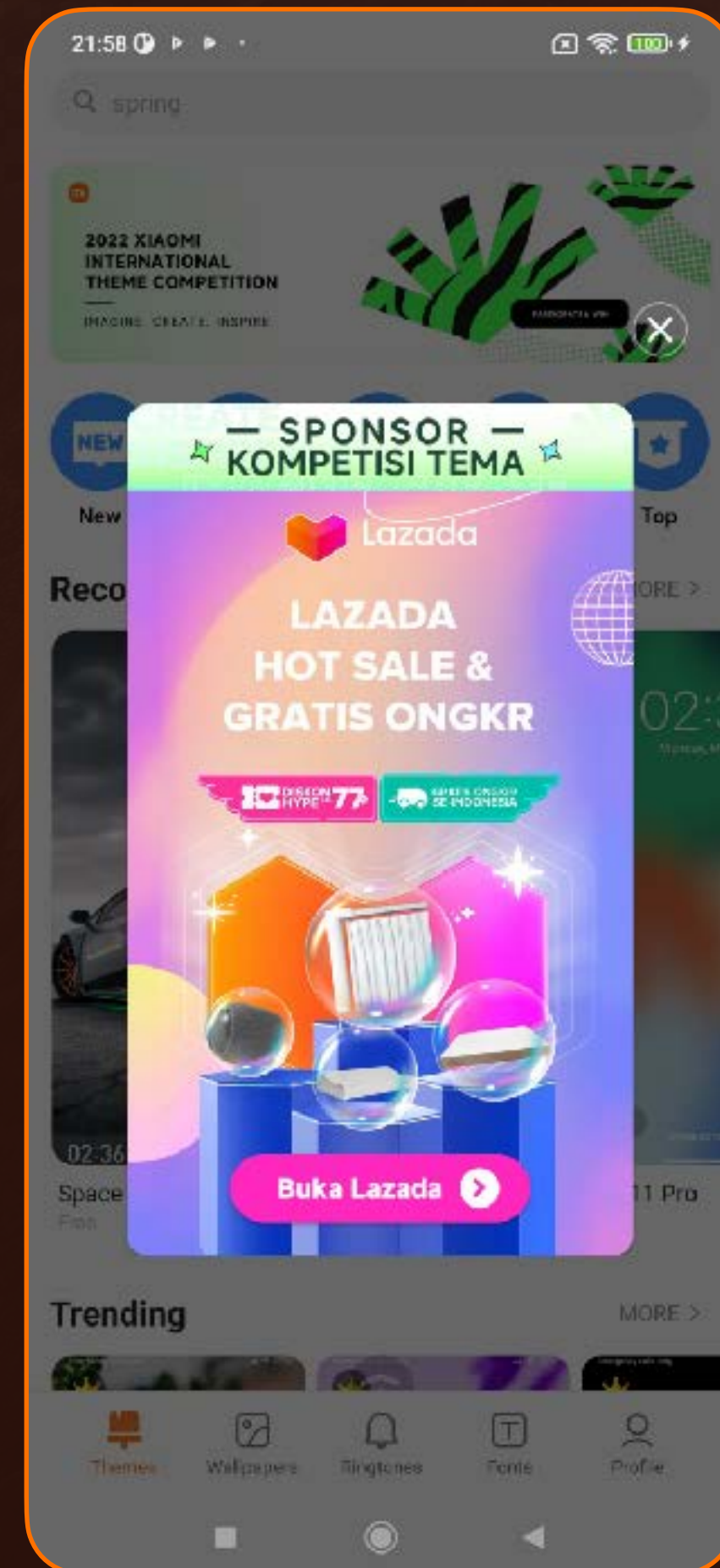
Mi Themes : A powerful set of personalization tools



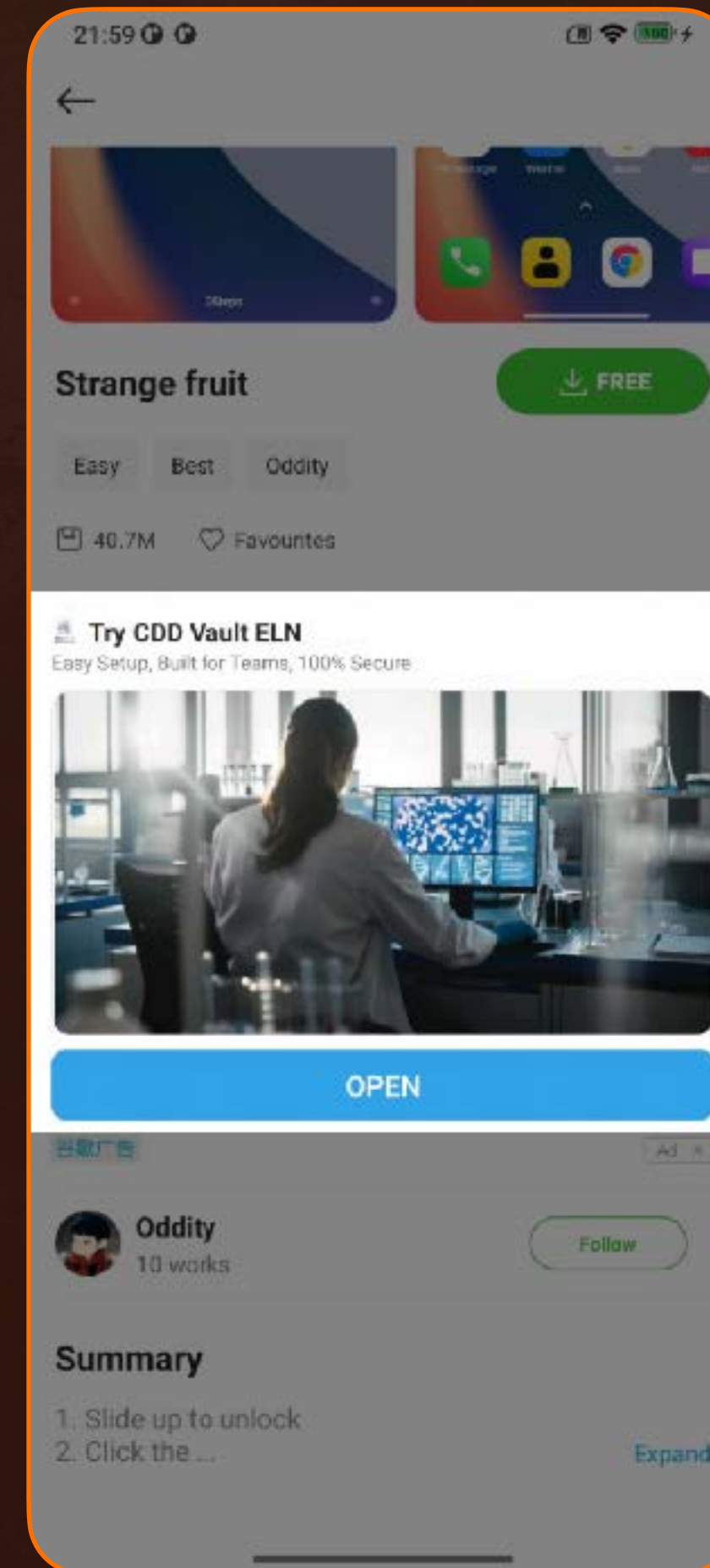
Home page feed



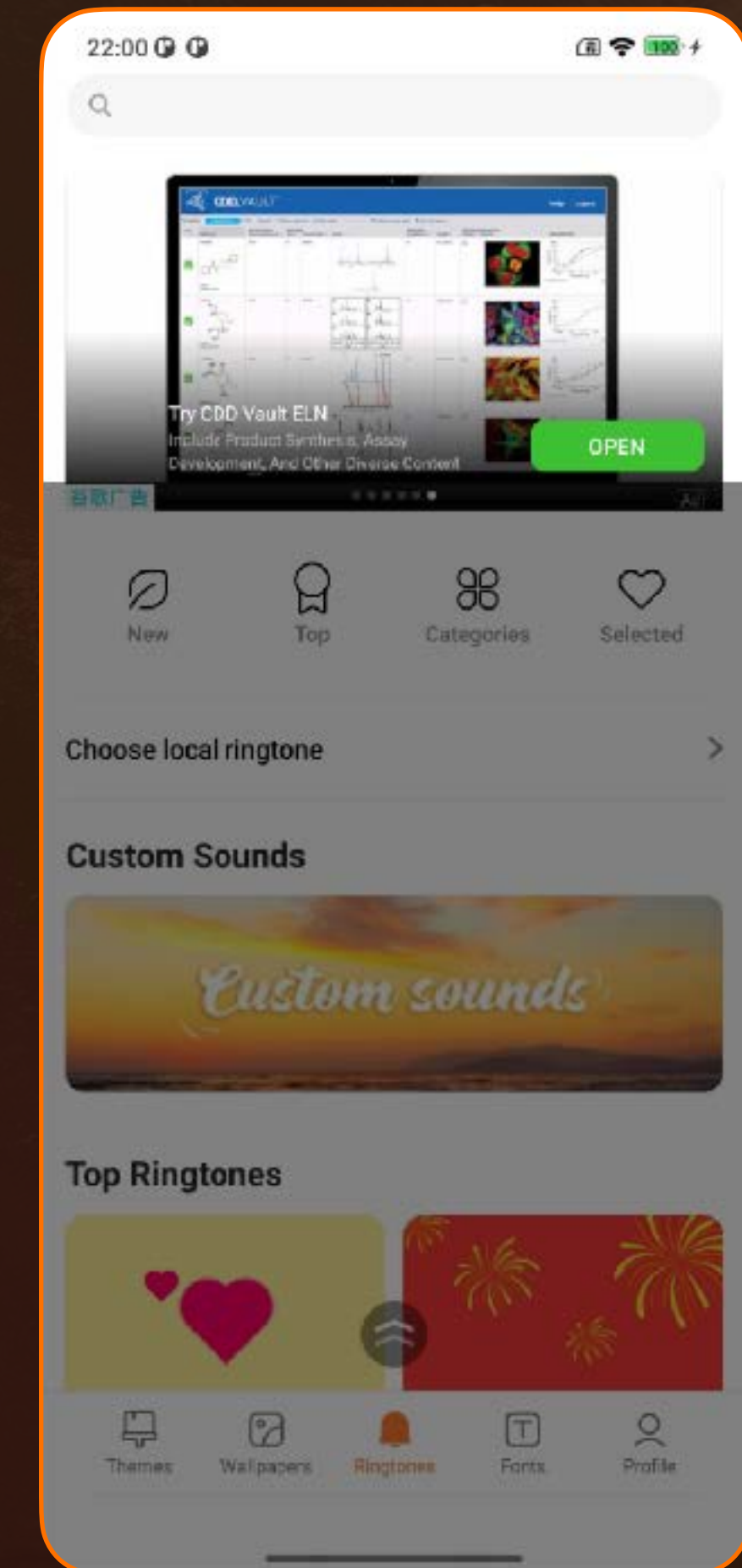
Home page pop-ups



Recommendations on the details page



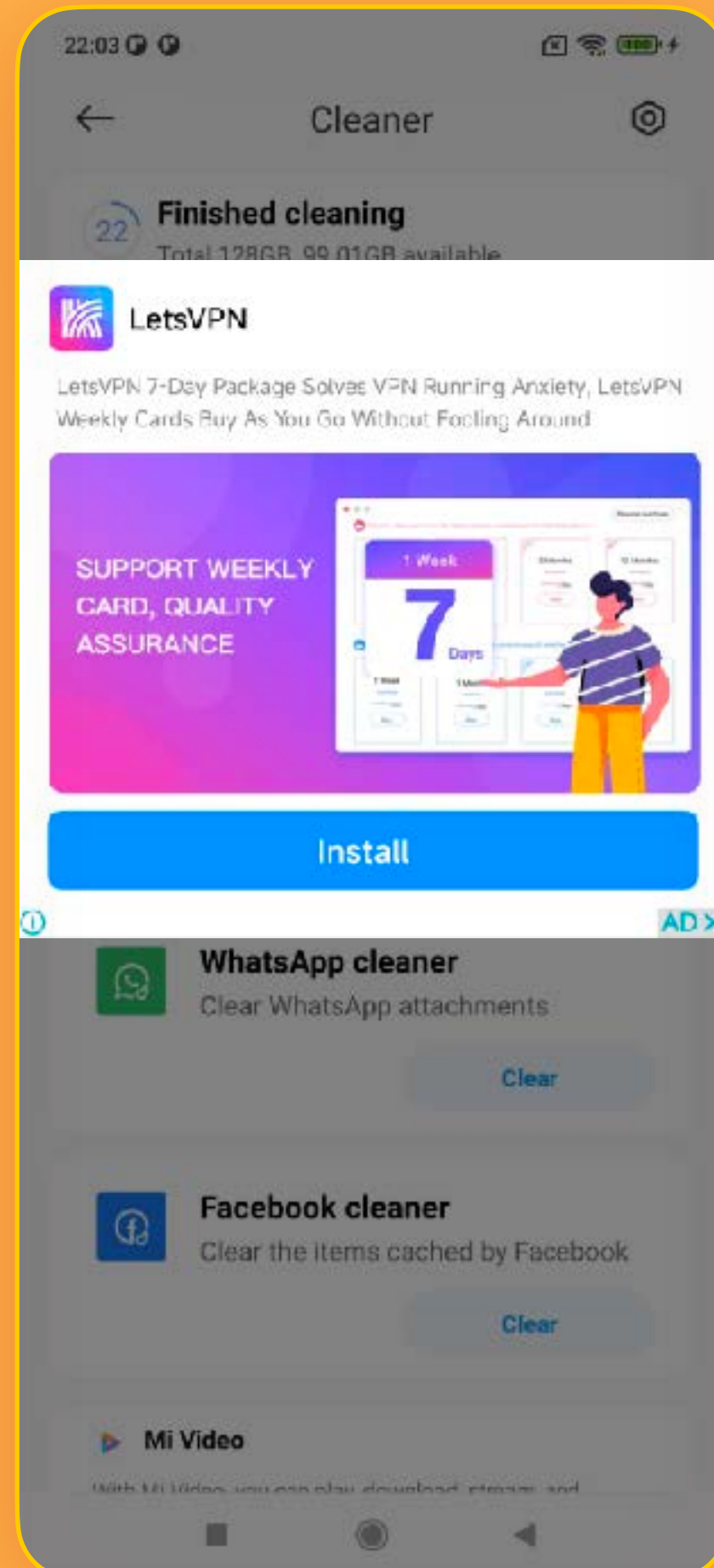
Ringtones



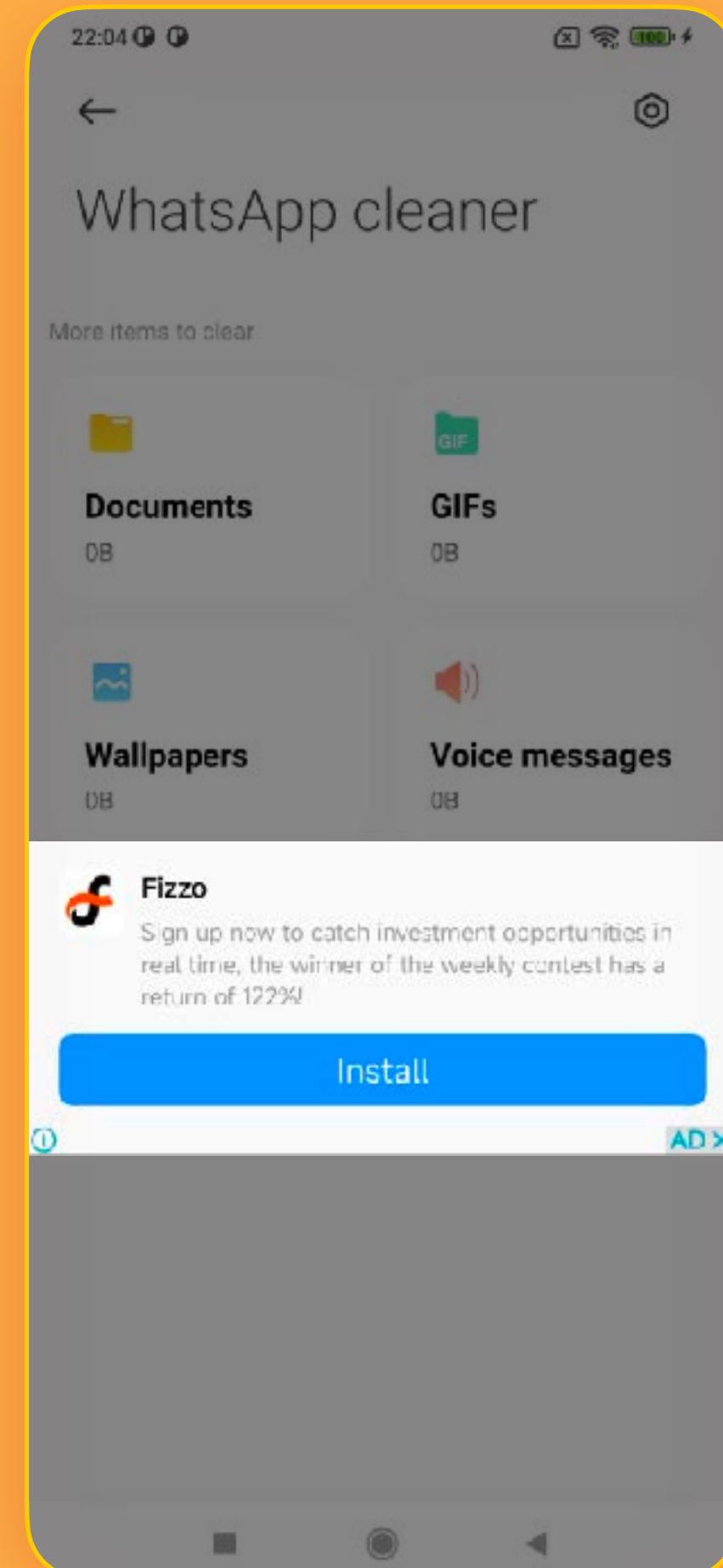
Cleaner: Our most popular tool



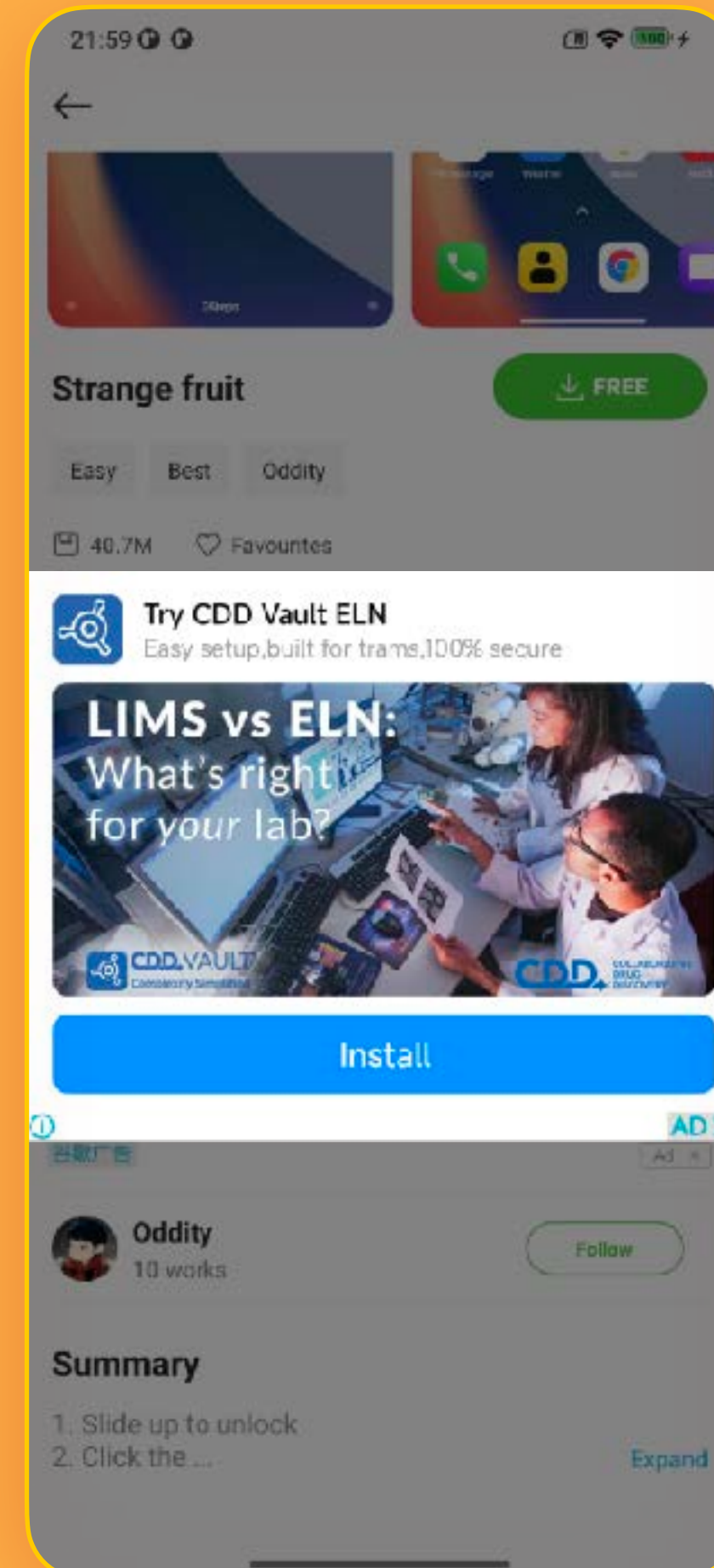
Home page feeds



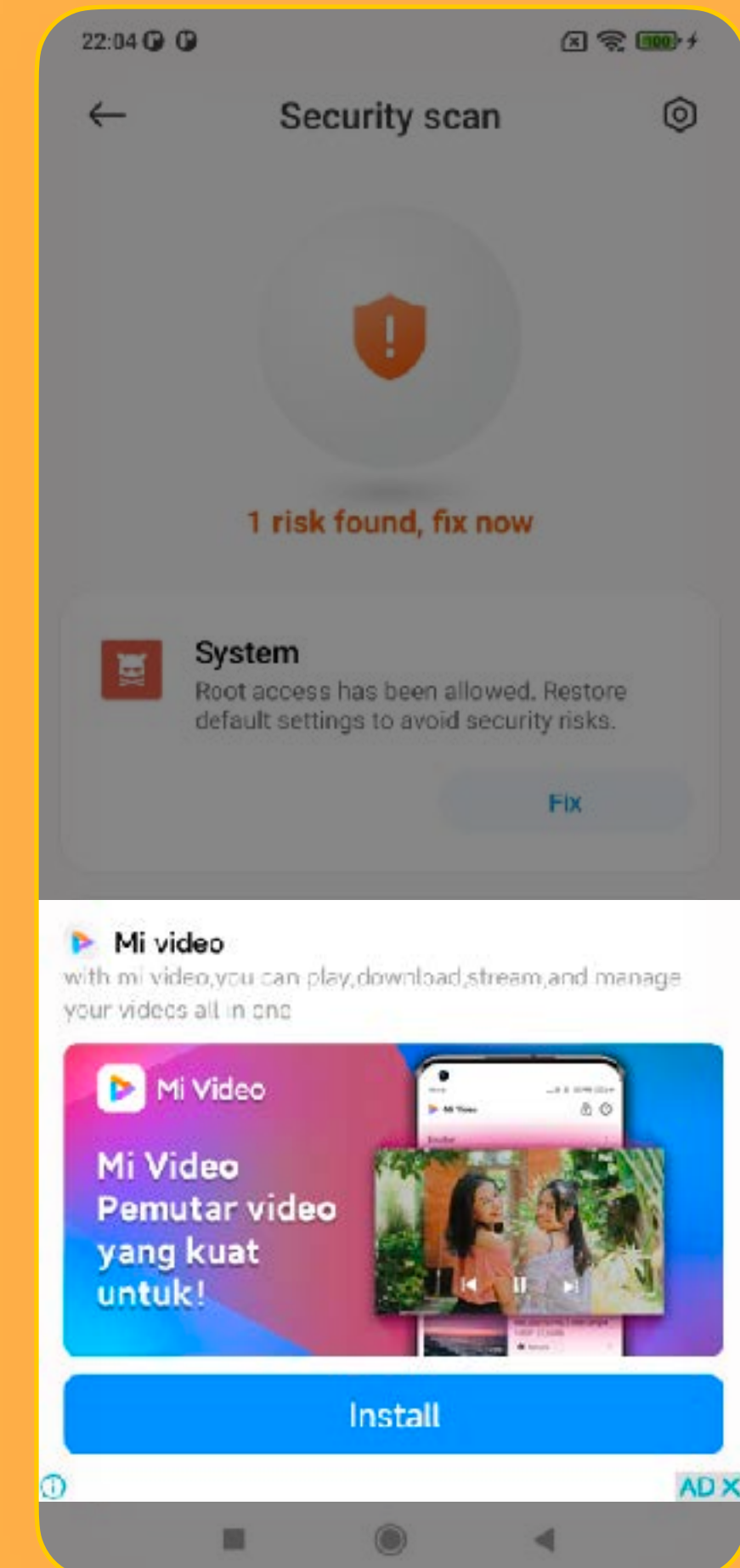
WhatsApp cleaner



Deep clean results



Scan results



Lock Screen: Immersive display product features



Persona



Company Slogan



Seasonal Festival



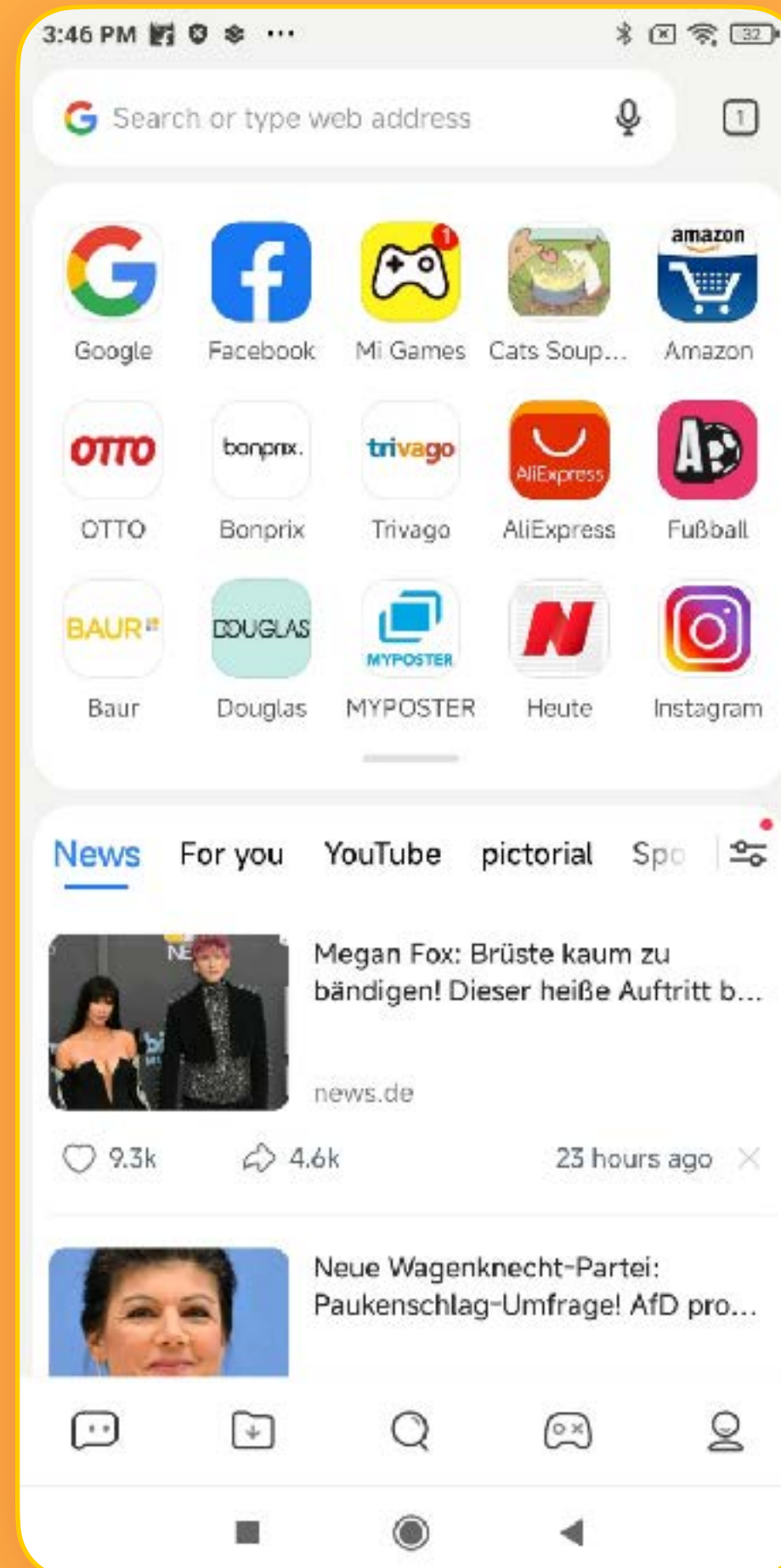
Sales Promotion



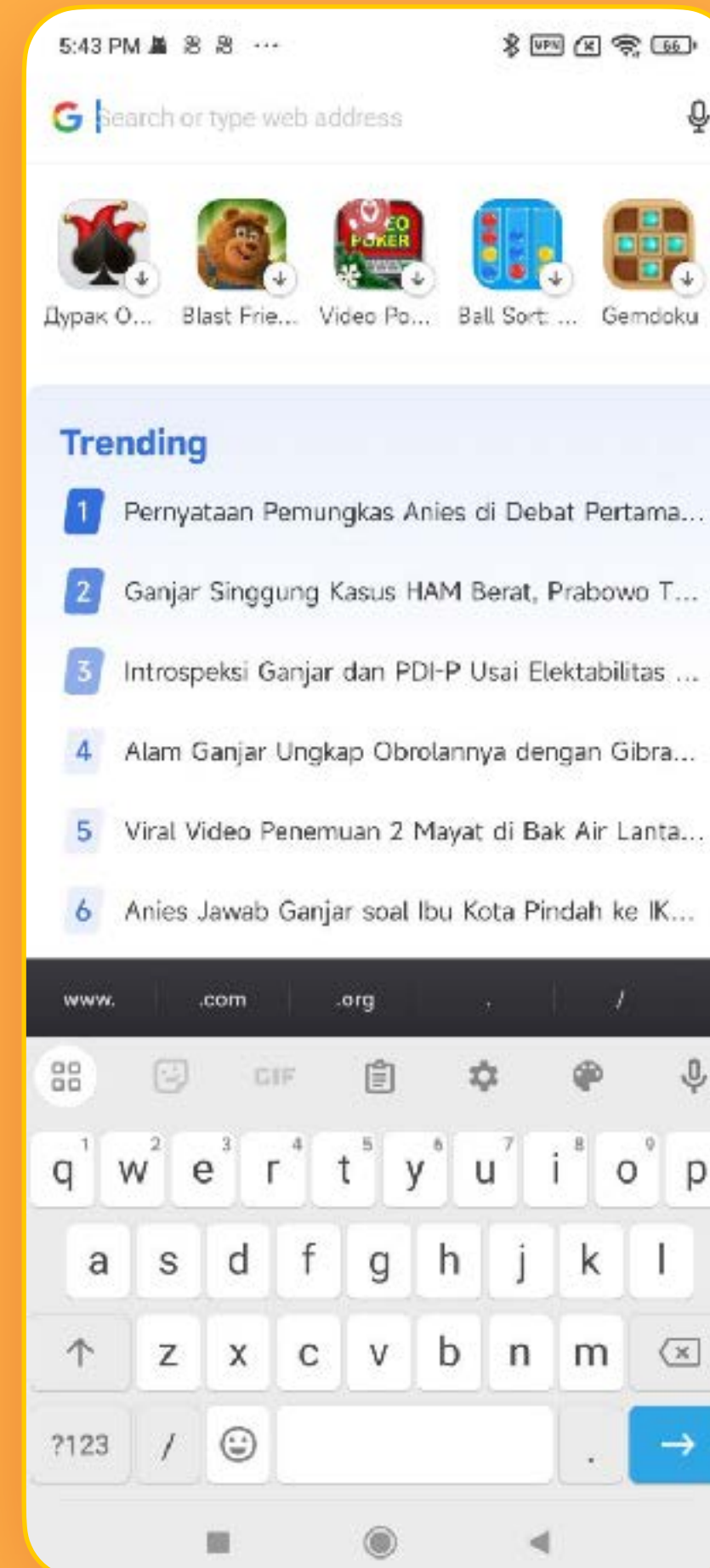
Browser: Various Ad formats



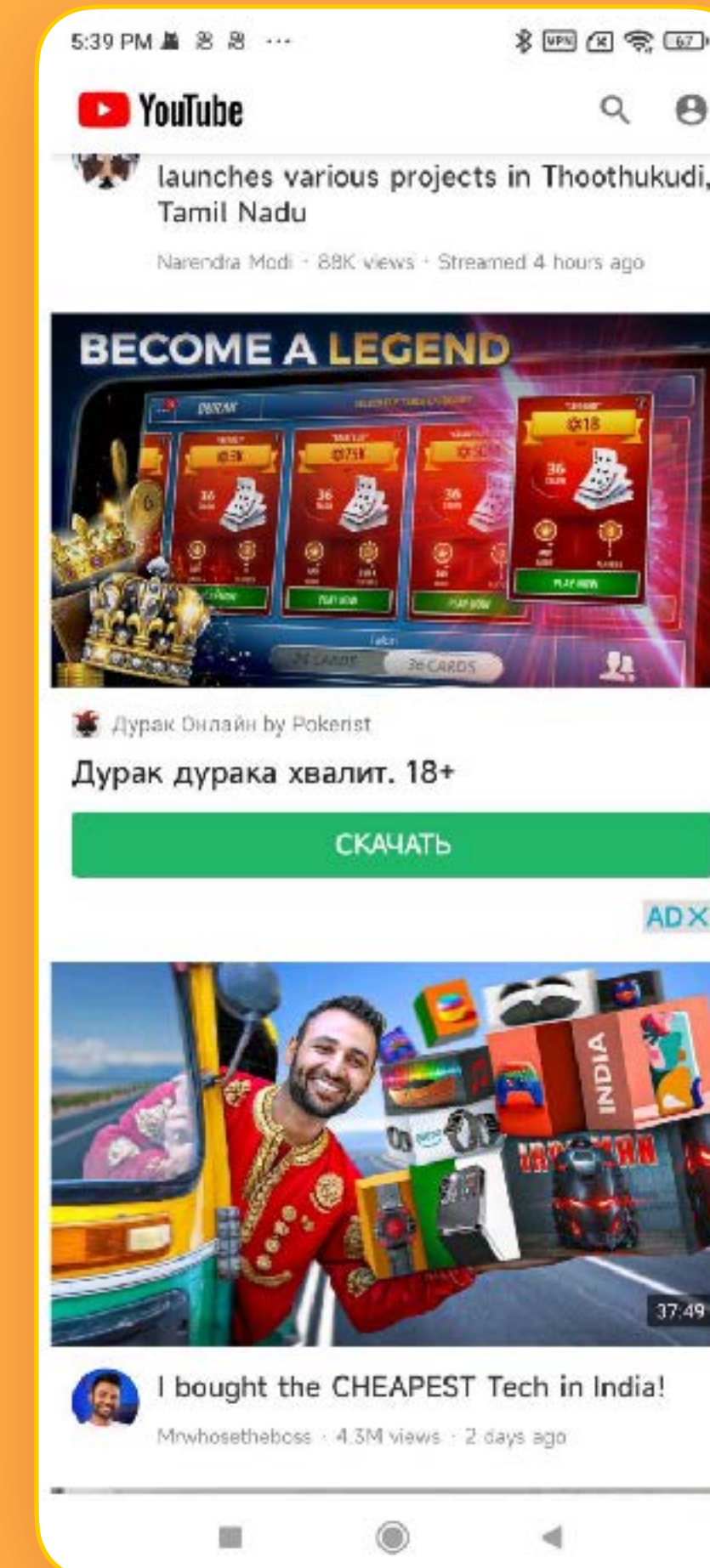
Icon



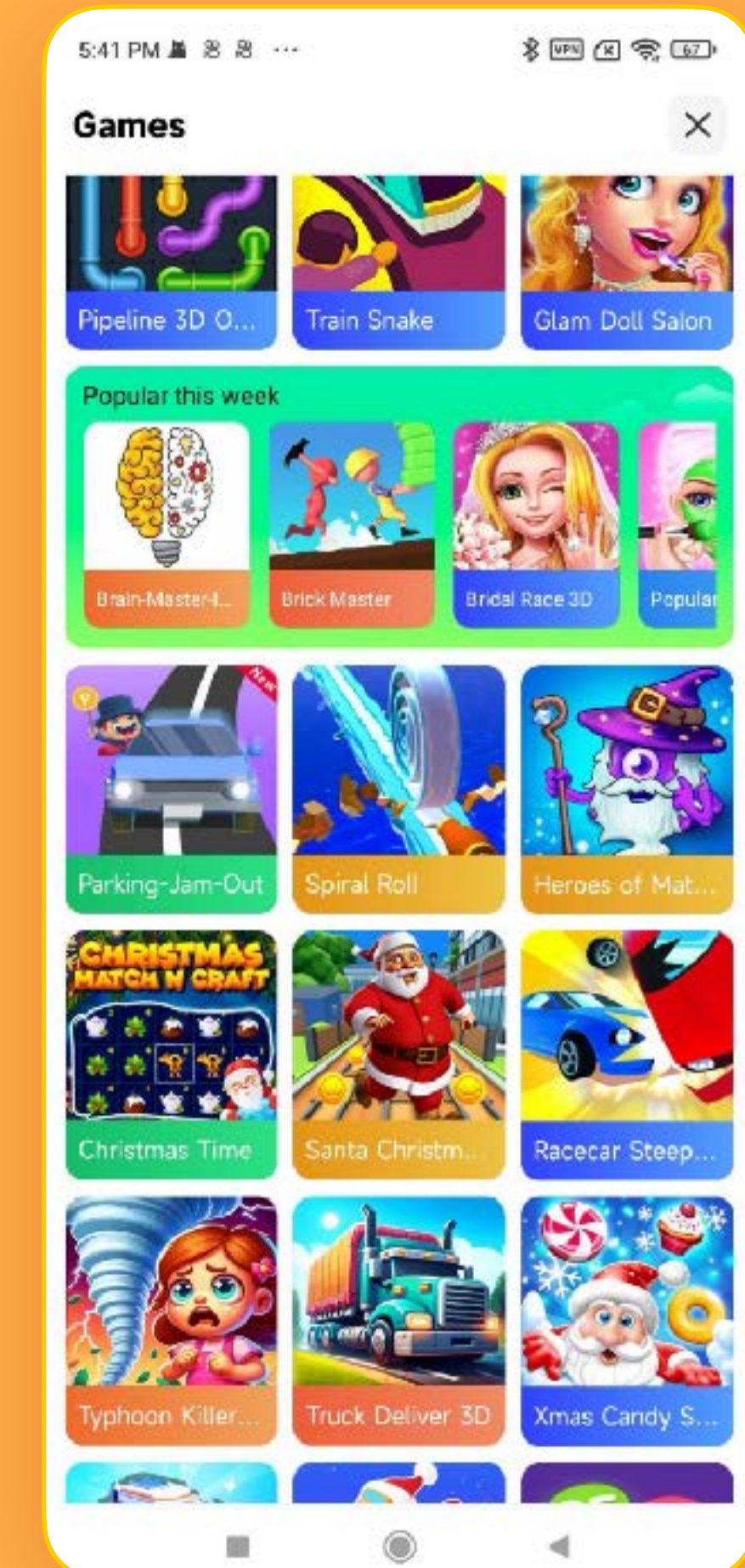
Search list



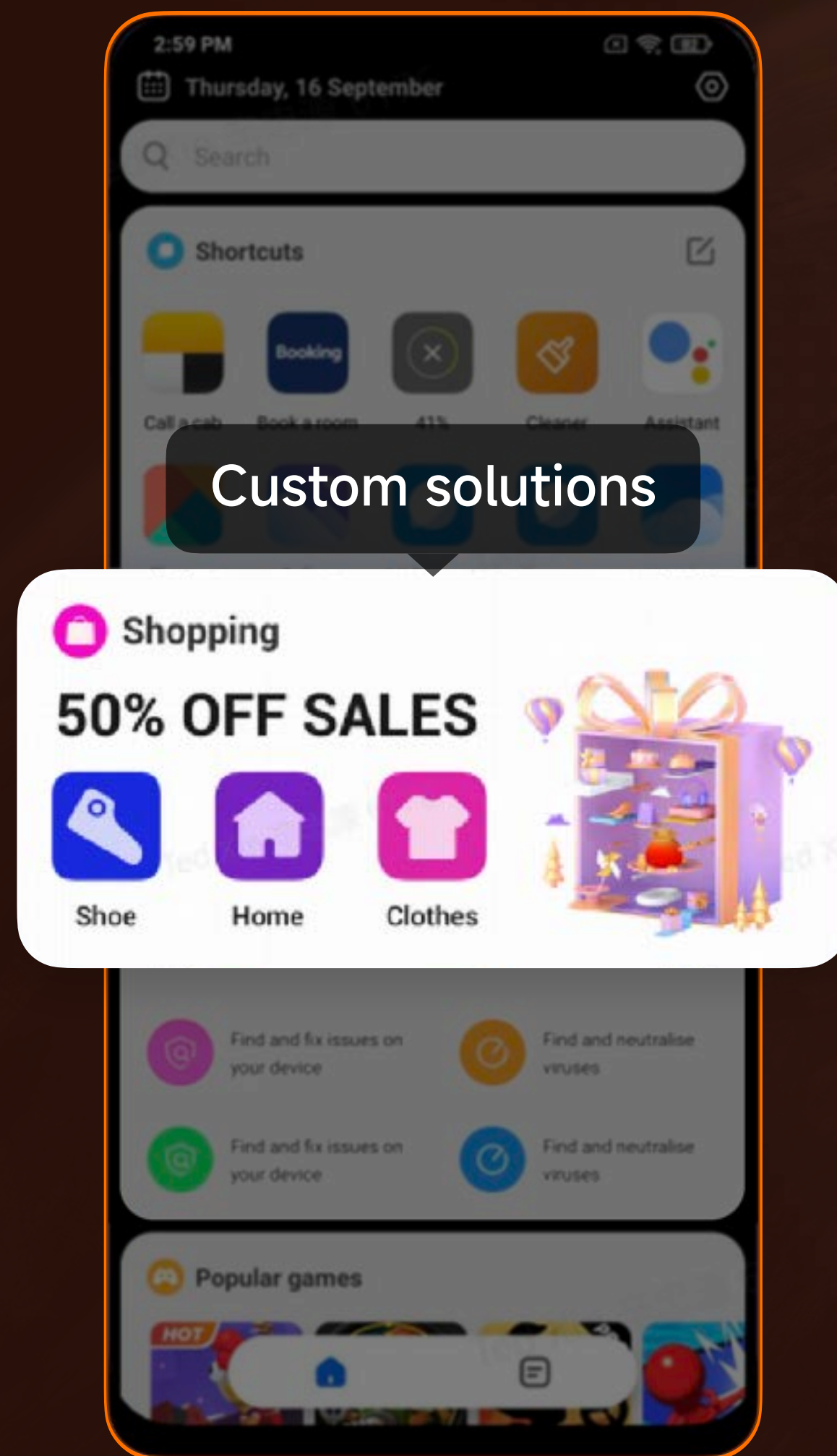
Video-Native



Game Center



App vault : Customized recommendations



Custom solutions

Shopping

50% OFF SALES



Shoe



Home



Clothes



200M MAU

1M+ impressions

Ad targeting

Custom content

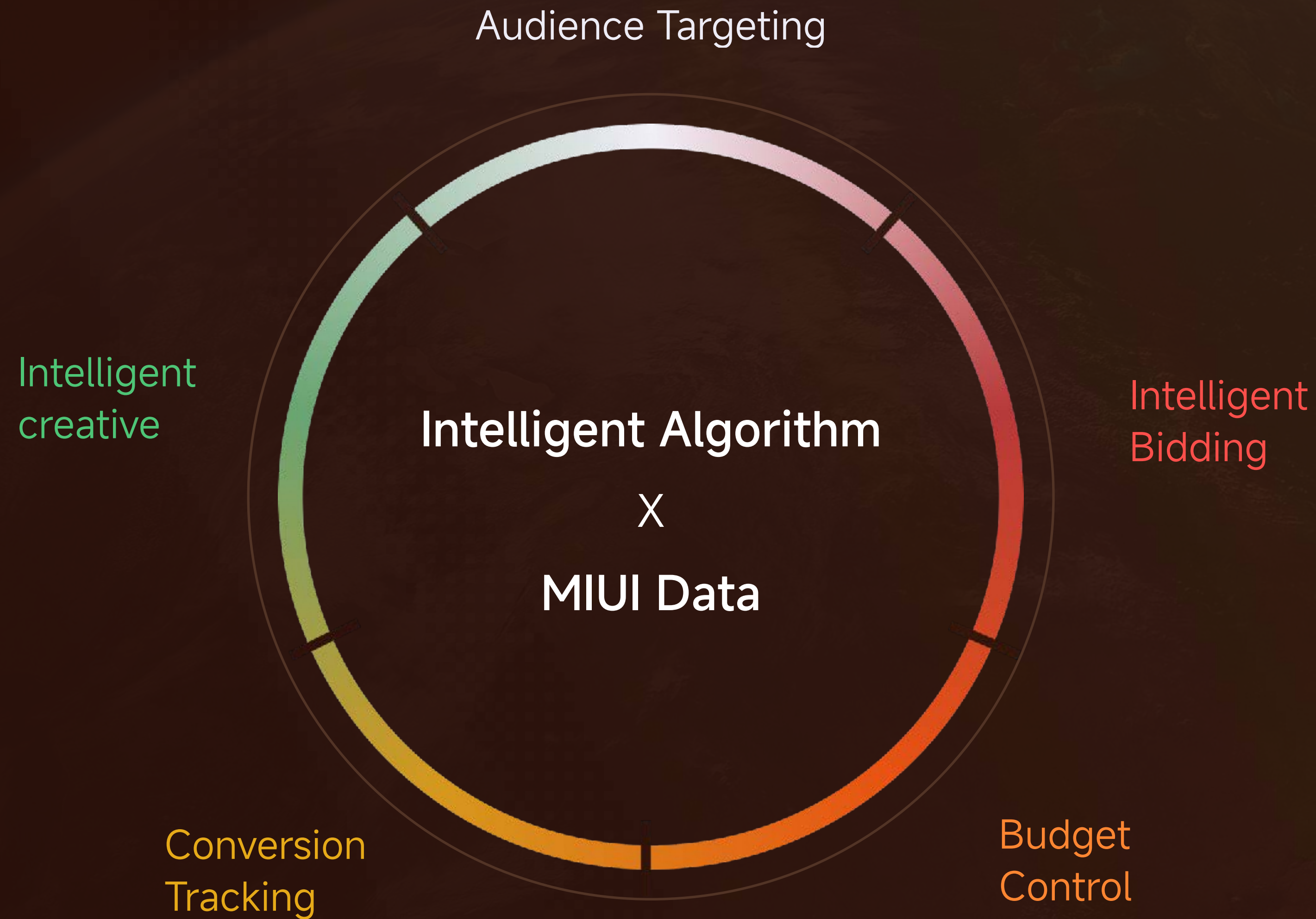
pCTR: 3% - 5%

Support deep linking and widgets



Xiaomi Ads Strategy

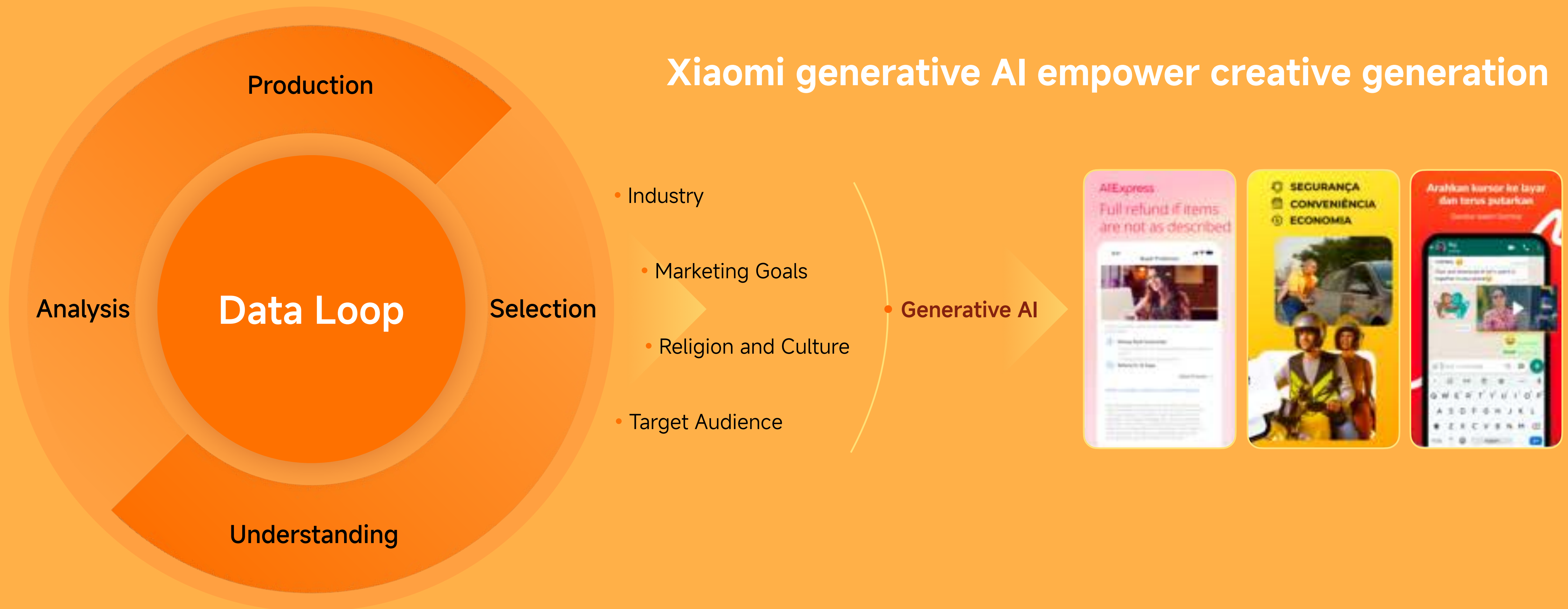
Unlock marketer potential through intelligent ad solution



Streamline user acquisition with AI-powered creative solutions



Xiaomi generative AI empower creative generation

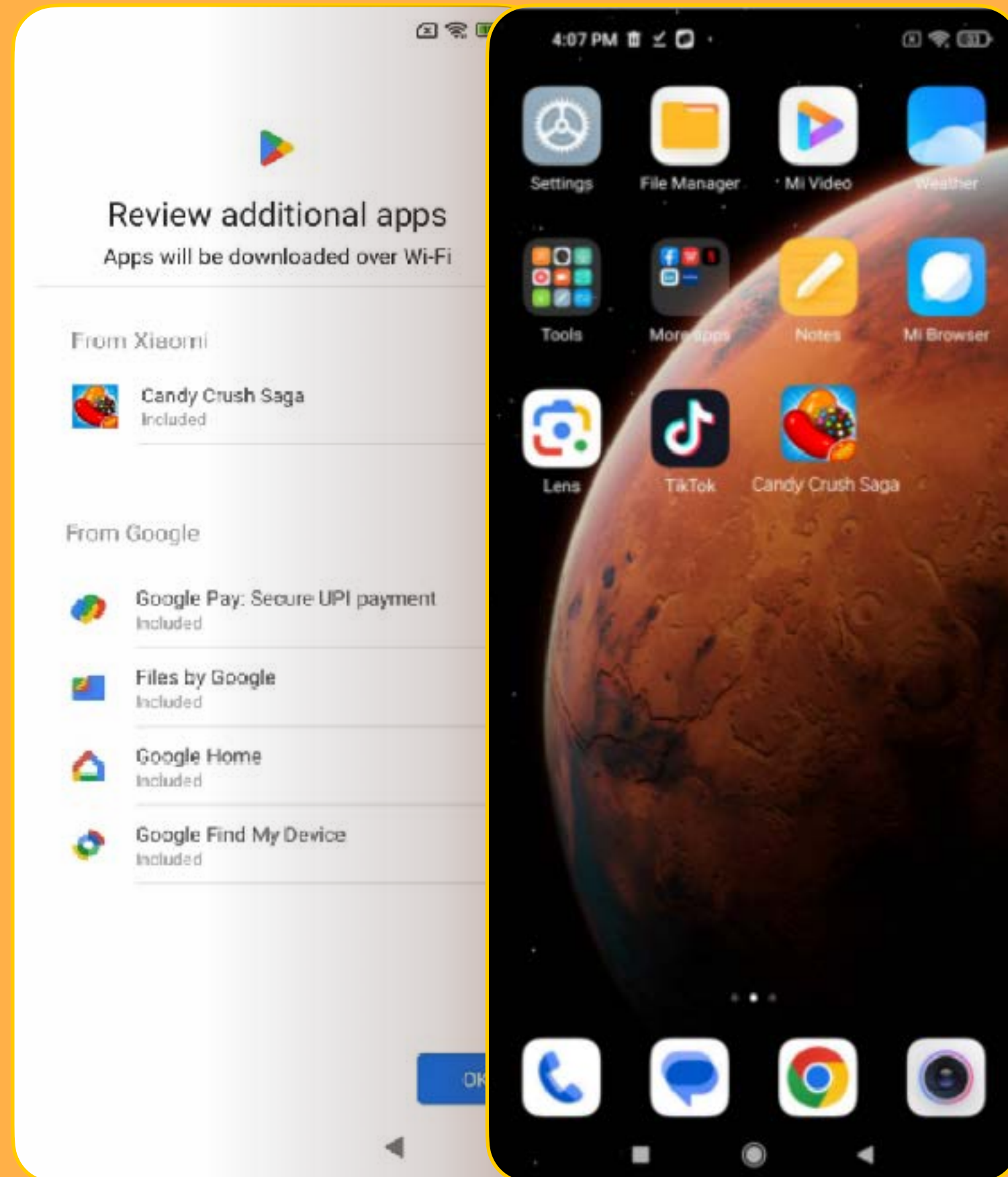


03.



Case studies

Case Study: achieved user growth in a scalable approach through Xiaomi Cloud Pre-installation



User Flow

New Users

+60k/d

DAU

+90k/+15%

CVR

20-40%

Overall Performance

“Xiaomi PAI continues to provide us with a **stable UG**, and they have keep giving us a very **fast response** for every kind of request. The performance of **ROI** in Western Europe and other regions also exceeded our expectations.”

Feedback from partner

Case Study: Empower Lazada sales event in shaping season



"Leveraging on Xiaomi's customized scenarios and intelligent algorithm, we've seen sustainable user growth with deep engagement and large scale over the past few years."

+160%
Daily Impression

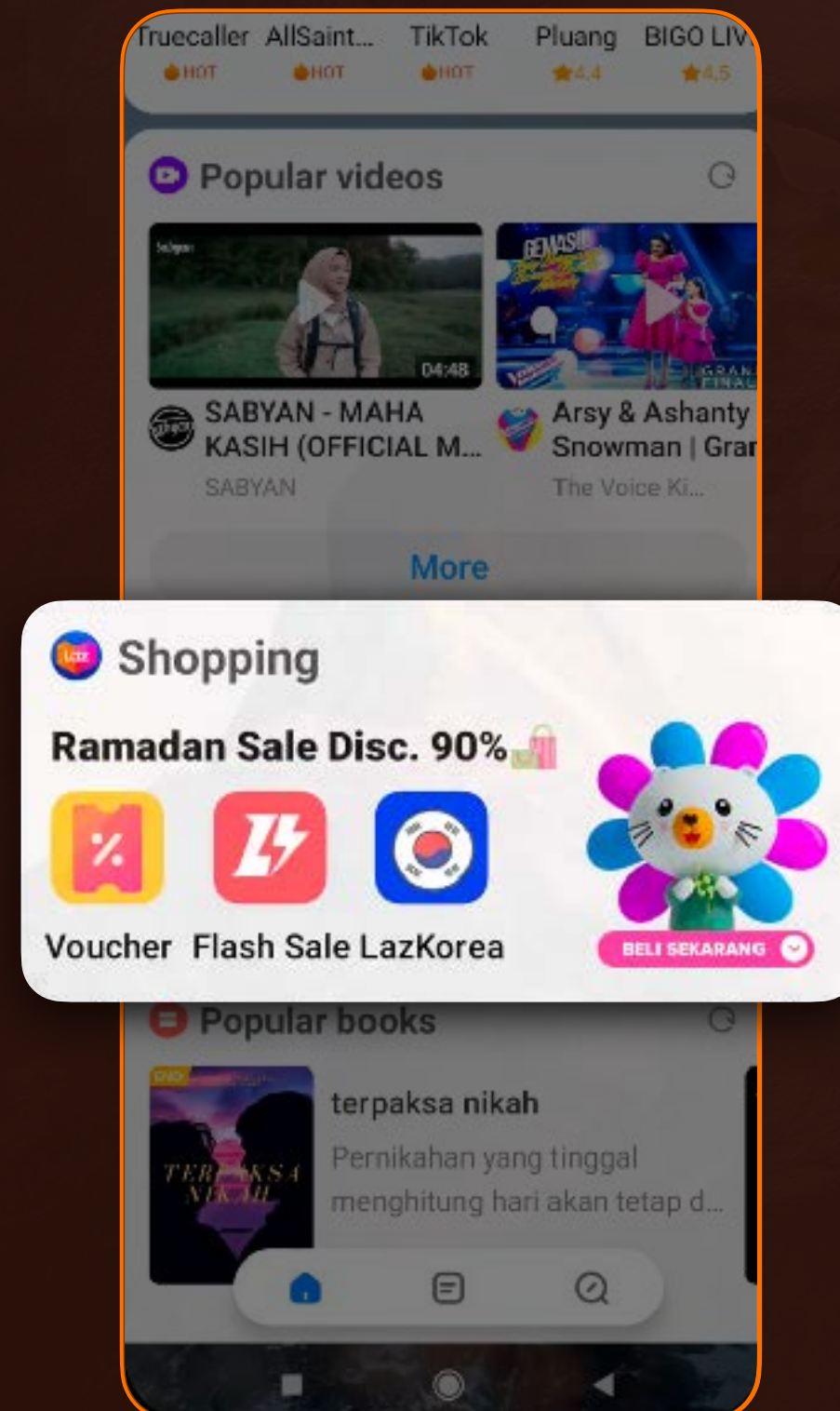
+50%
New Users

+80%
Valid Launch/day

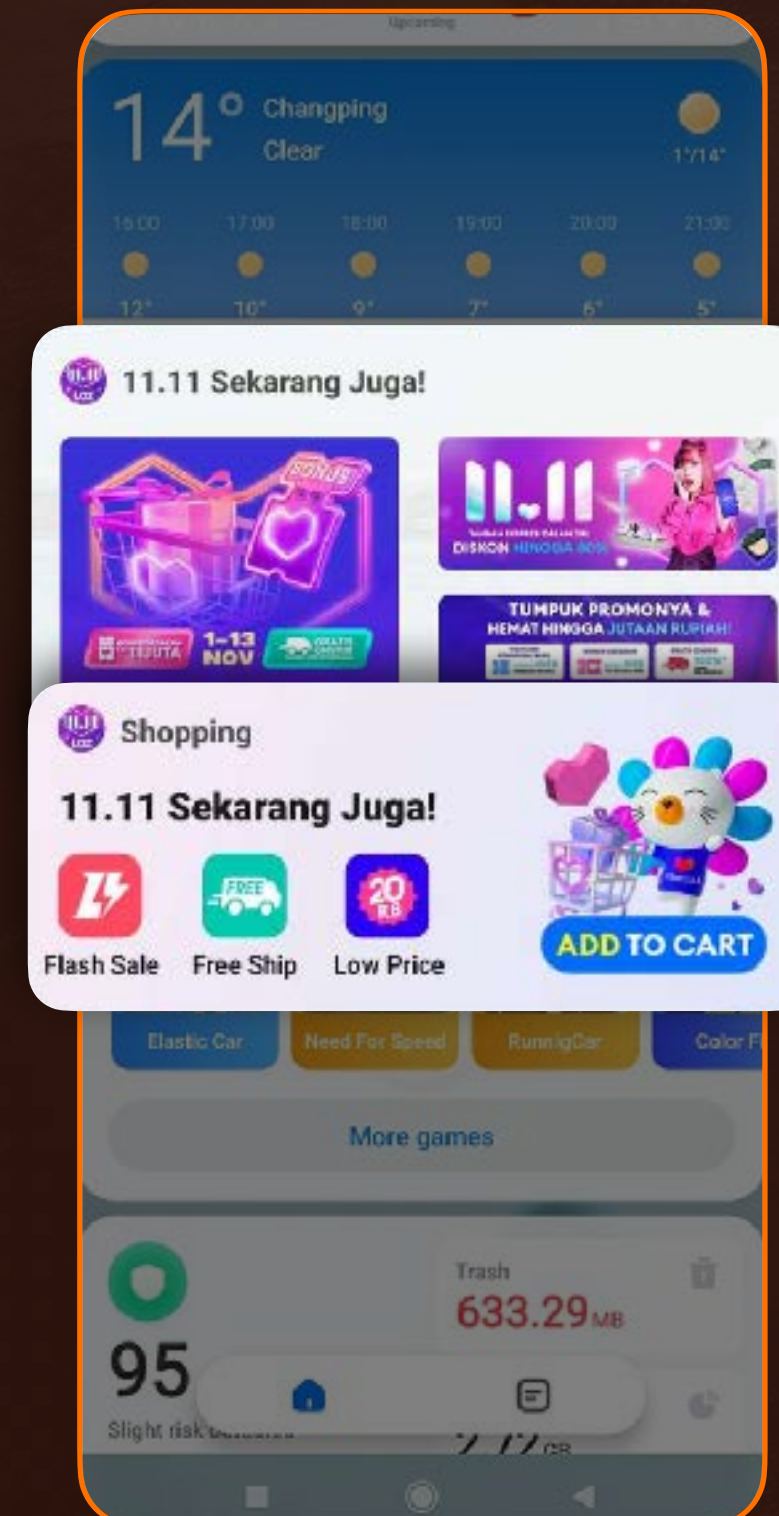
Mid-year Festival



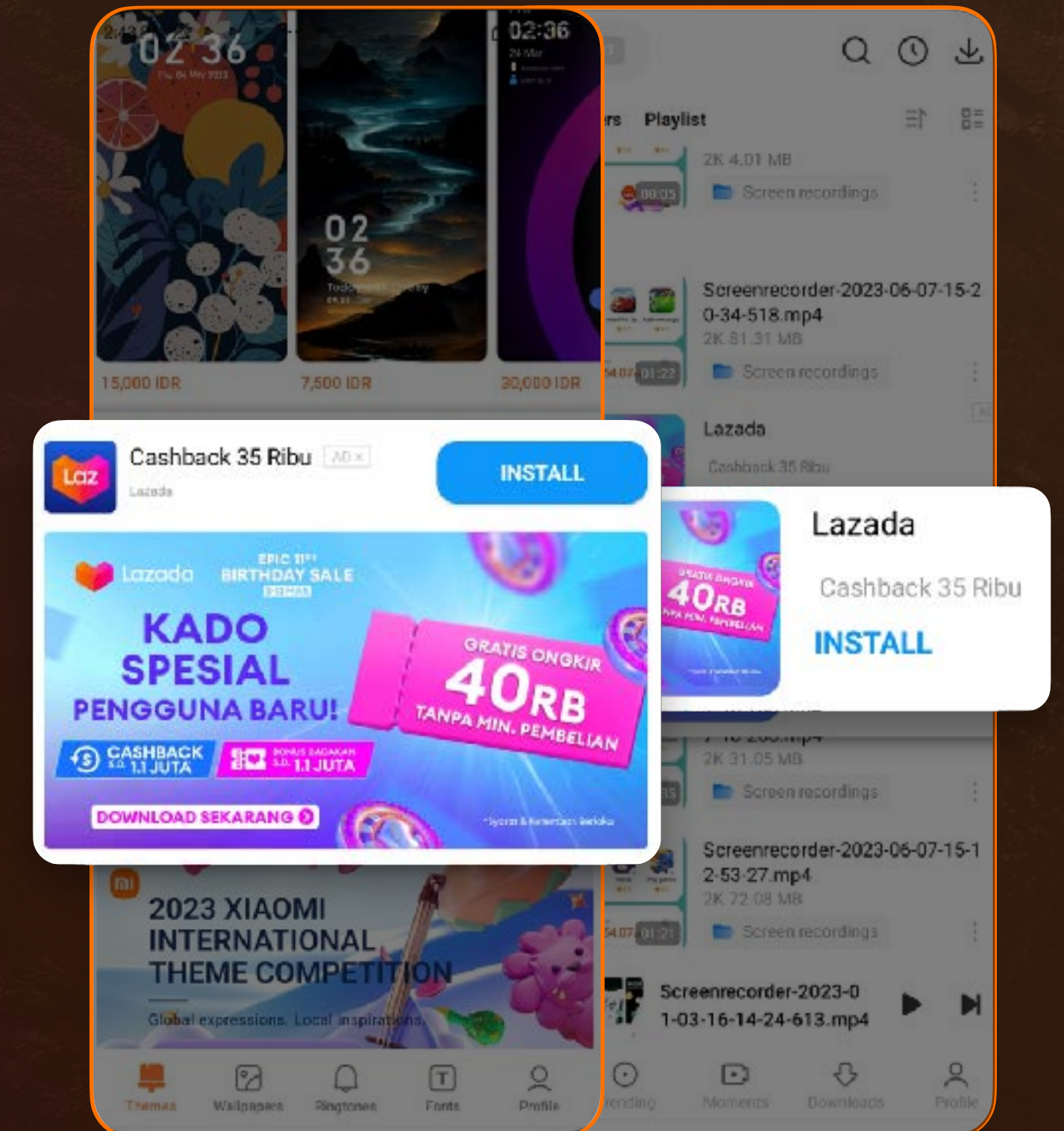
99 Big Sale



Double 11



Lazada Birthday



Case Study: Maximize Fugo ROAS through Xiaomi Advertising's intelligent optimization



Comprehensive growth solution

AEO

User Targeting

Dynamic
Creative

Preferred
Placement

Customized
landing page

Data Insights

"Xiaomi team provides us with high-quality global traffic, enthusiastic and responsible for competitive user growth cost, a variety of customized services, professional service. Integrating into the Xiaomi ecosystem has created unique opportunities for us."

- Berk Ese, Fugo Marketing Manager



www.salebrate.com

Thank You!



Contact: Hagard Wei

Mobile: +86-13486385277

WeChat/Telegram/WhatsApp: +86-13486385277

Salebrate Work Email: hagard@salebrate.com

Alibaba Work Email: wylo2080121@alibaba-inc.com