

YULORE

Yulore Promotional IP Messaging Introduction

- 2024 -



CONTENT

Company Introduction

IP Messaging

Target abilities

User cases

01 Company Introduction



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Introduction

Founded in January 2012, Yulore Technology aims to build the world's largest and most comprehensive phone number database base on our proprietary phone number search engine. In early 2015, we acquired WhatsTheNumber and start the global expansion including India, SEA, U.S, etc. Yulore Technology dedicates in providing financial big data, communication security and brand awareness enhancement services to entities.

Resources

Yulore Technology covers 1.02 billion end users with 4 billion daily requests. The database contains over 120 million numbers from 90 million entities, includes government, financial, vehicles, medical, internet, travel and different industries.

Investors

Xiaomi, Morningside, GGV, DST Yuri Milner, Dragonrise Capital, etc. Acquire WhatsTheNumber in early 2015.

Strategic Partners

Xiaomi, Samsung, OPPO, vivo, OnePlus, TENCO, Huawei, Lenovo, Gionee, CM security and over 30 smartphone brands and apps are our strategic partners.

Location

HQ in Beijing, and has branches in Shanghai, Shenzhen and Taiwan, with Over 200 employees.

Strategic Partners

Yulore Technology provides smart SMS and caller ID to mobile handset manufacturers and apps by SDK or API to build an enhanced native sms and dialer app.



Country Coverage

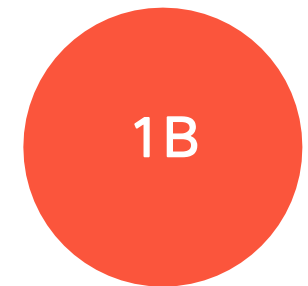
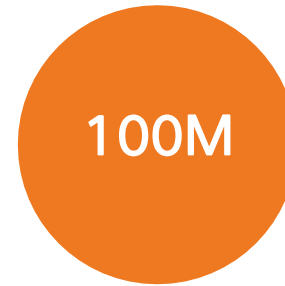
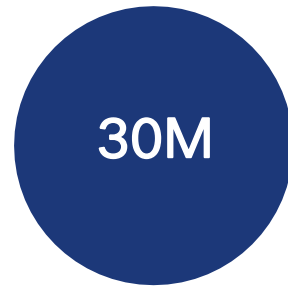
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Indonesia

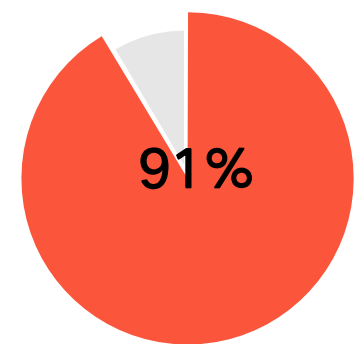
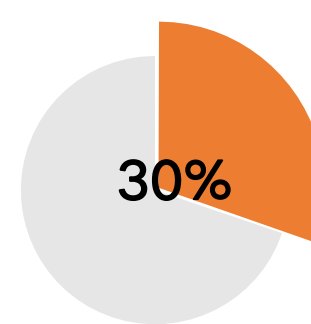
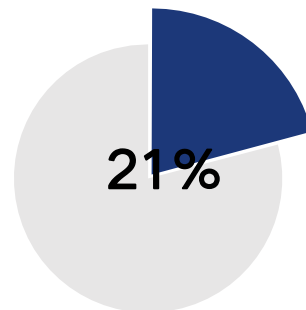
India

China

Covered Devices



Market Share of Existing Partners



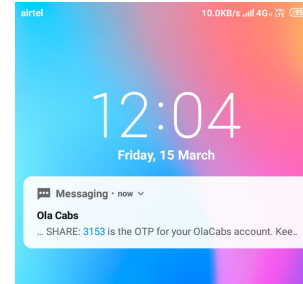
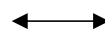
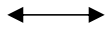
02 IP Messaging

What is IP Messaging

Service provider send the mobile number and sms content to Yulore

Yulore send the content to end user by internet

User receive the sms in the native sms app as traditional one



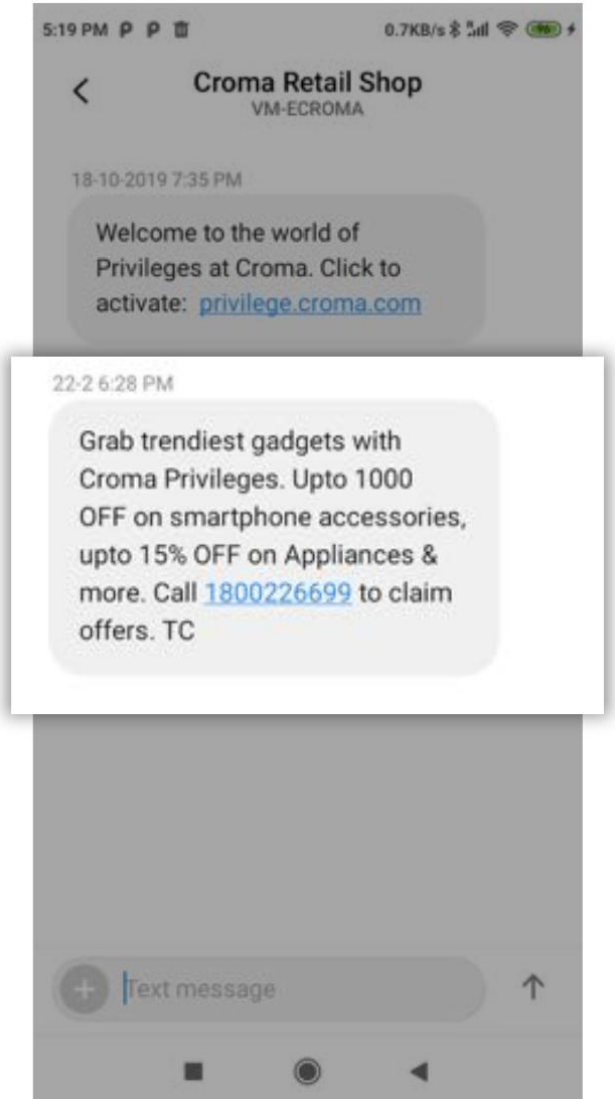
Service provider get the delivery status in time

Yulore pass the status to service provider

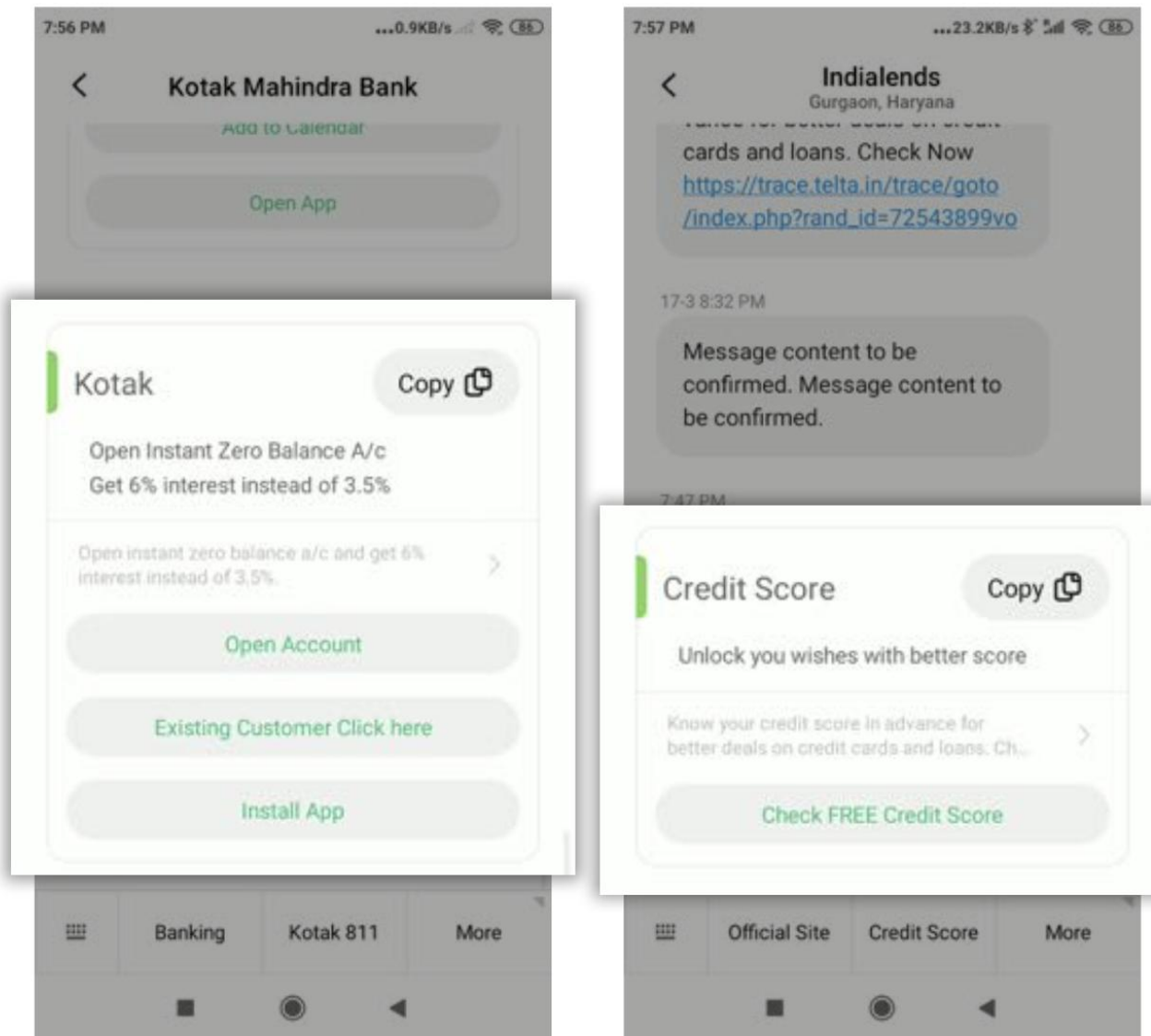
User read or reply to the sms

User experience is exactly the same as receiving telco SMS

The best alternative of telco SMS



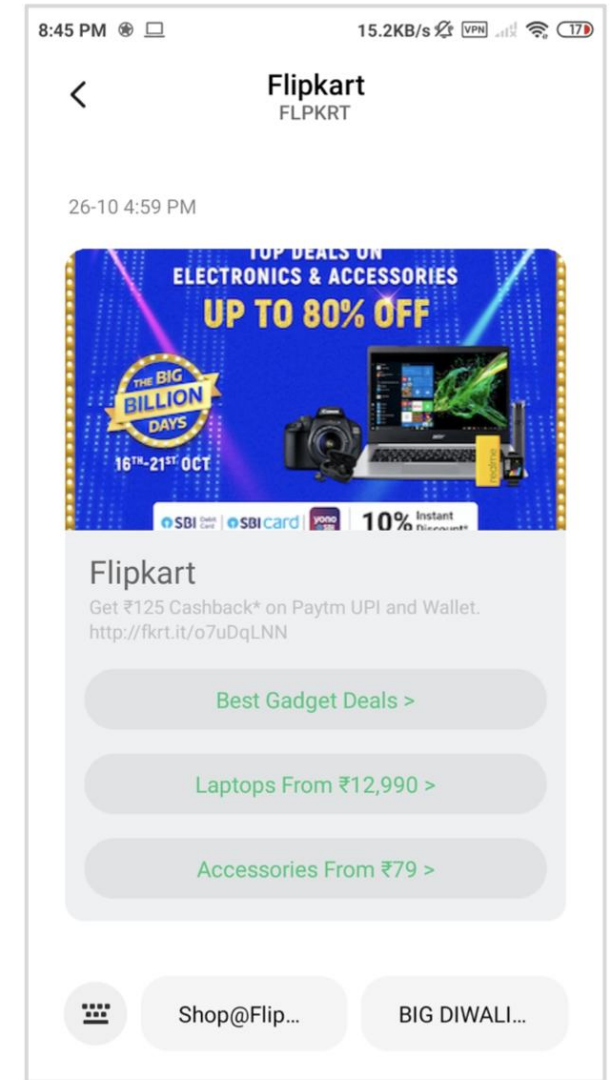
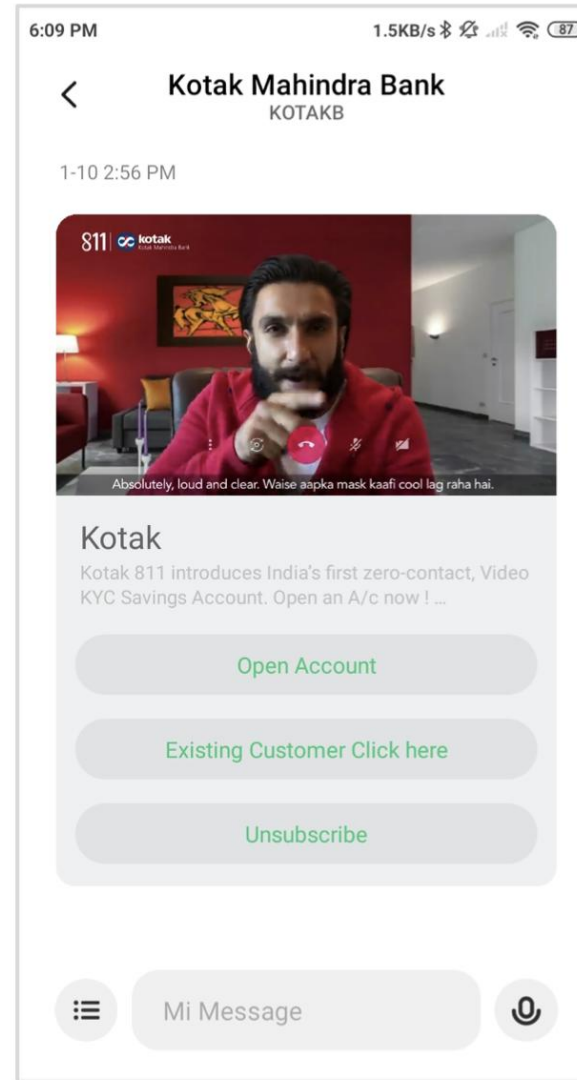
IP Messaging Format: Structured Messaging



- Highlight important information for better user experience
- Make message interactable and with better conversion by putting buttons to engage the users with the sender

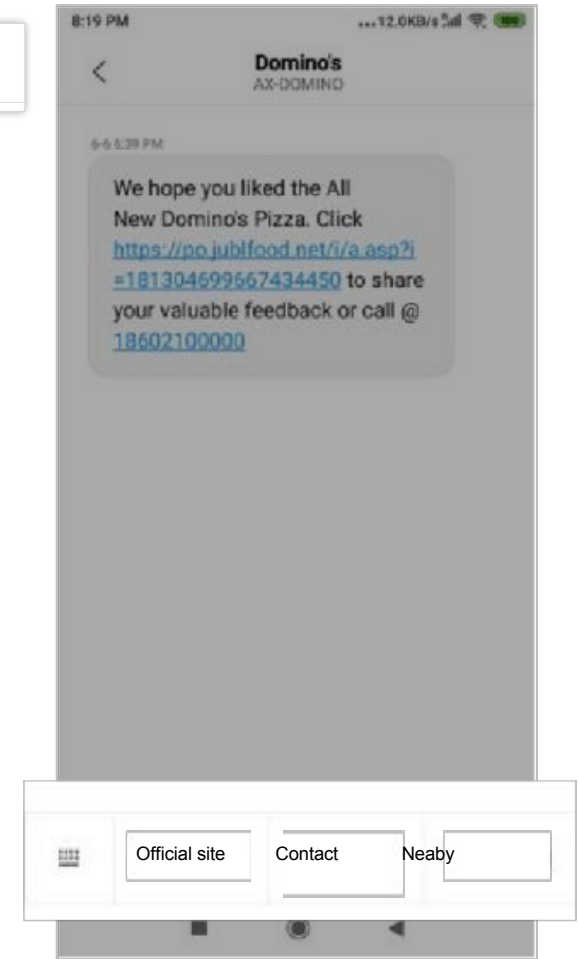
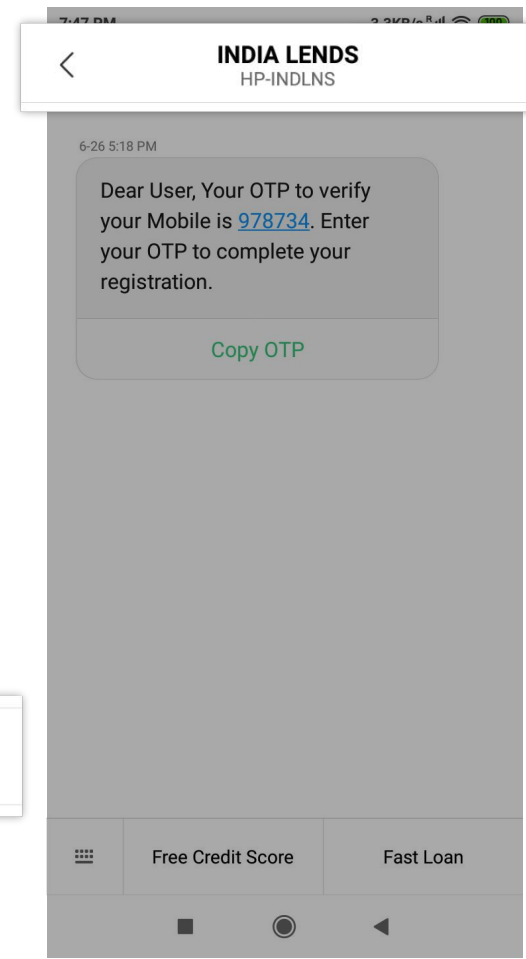
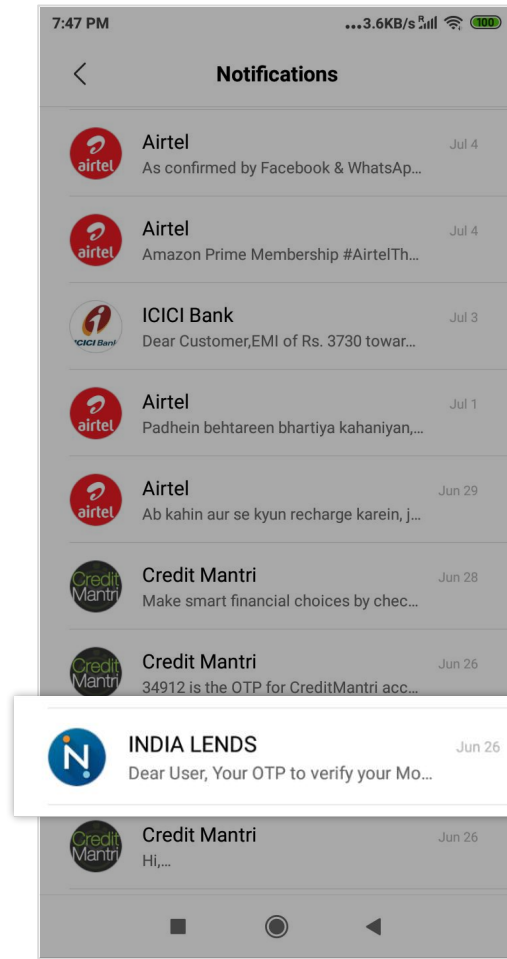
IP Messaging Format: Rich Media Messaging

- Send videos or images to the users to make messages into a branding channel for corporates
- Messaging now become a combinational channel for both branding and conversion, notification and promotion



More Service: Sender's Show

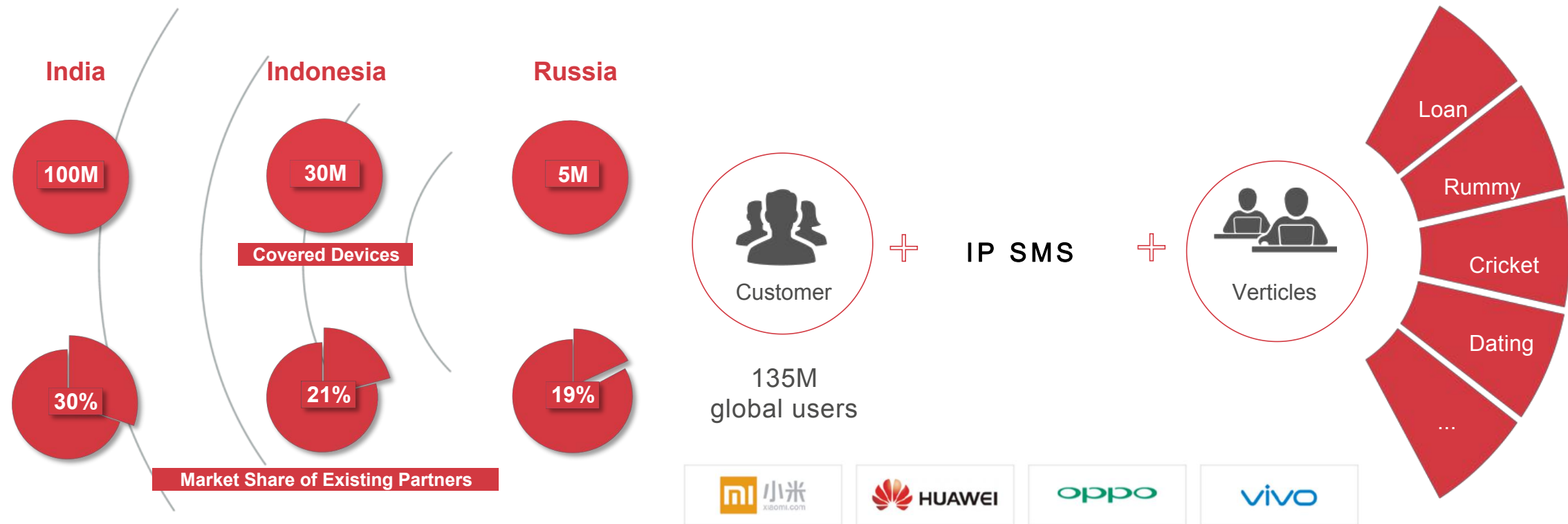
- Promote the CIS when user received a sms
- Show the logo and the name for the users to increase the sms open rate and better user engagement
- Provide SMS Menu and recommendation buttons to further engage with users



03 Targeting Abilities

Targeting Abilities + IP Messaging for Promotion

Yulore Promo IP Messageing covers 3 countries, providing better ad service with user portrait ability.



User Profile - Indonesia

YULORE



MAU
30 million



Male
54%



Female
46%



Medium Age
26.8



Age 18-34
65%

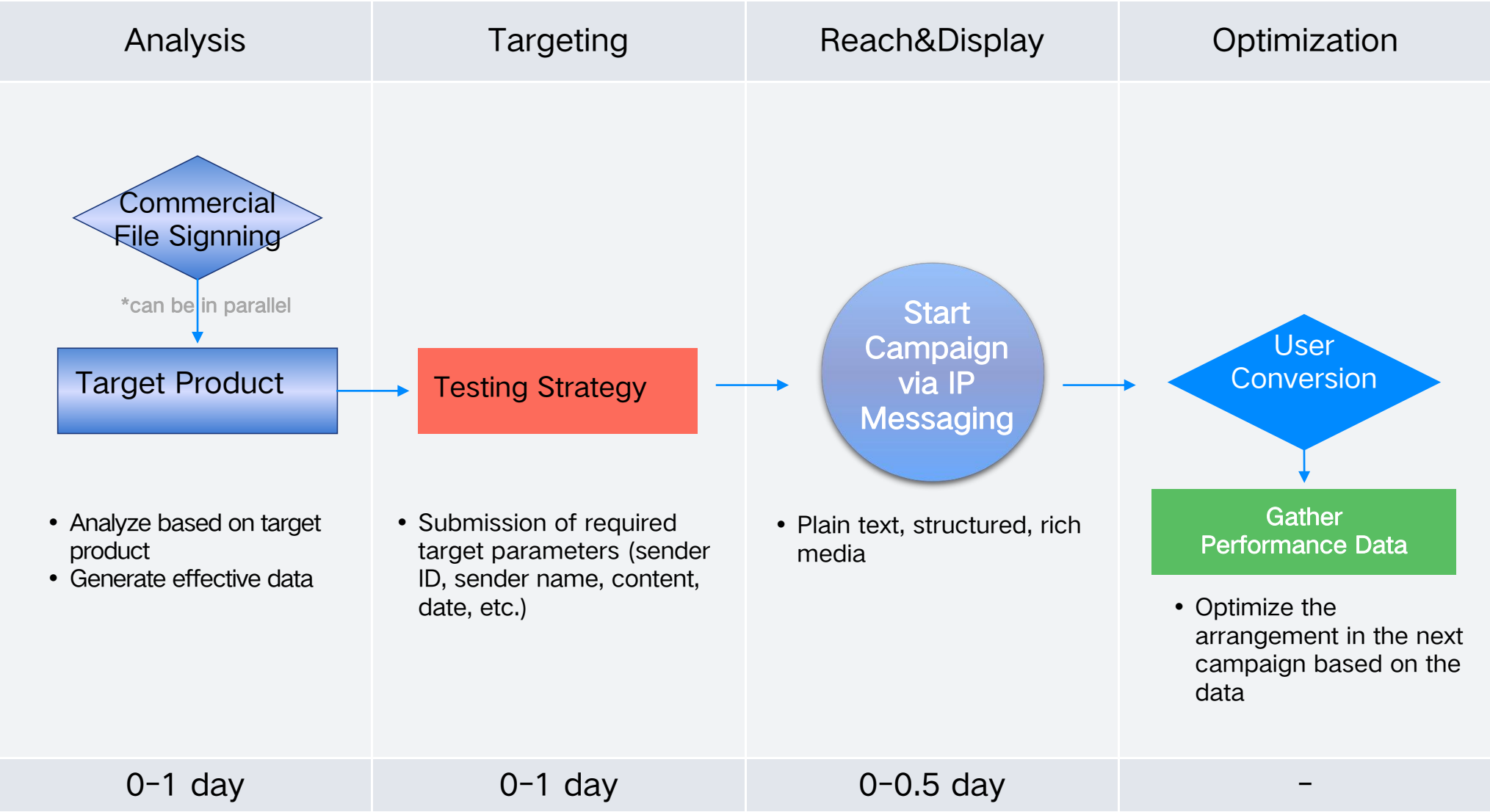


Dual SIM
29%

Precision Target with Parameters



Execution Process



* Once the data and material is prepared, campaigns can be arranged soon

User Journey

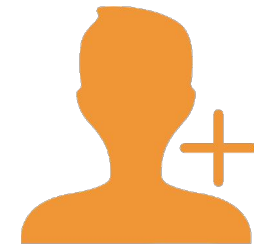
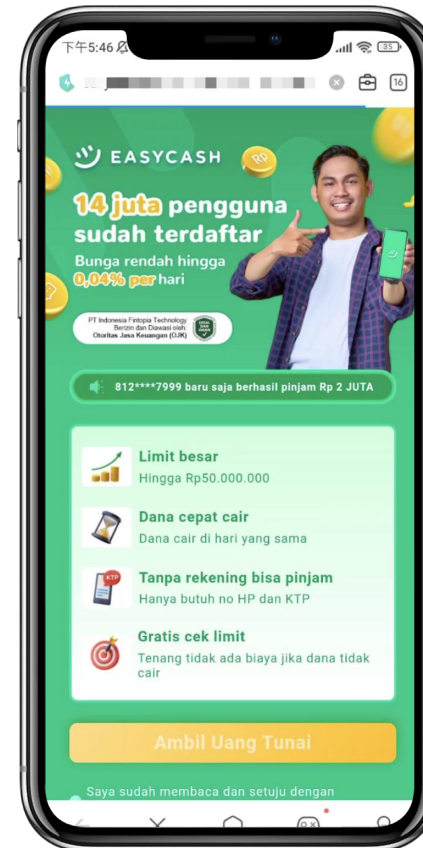
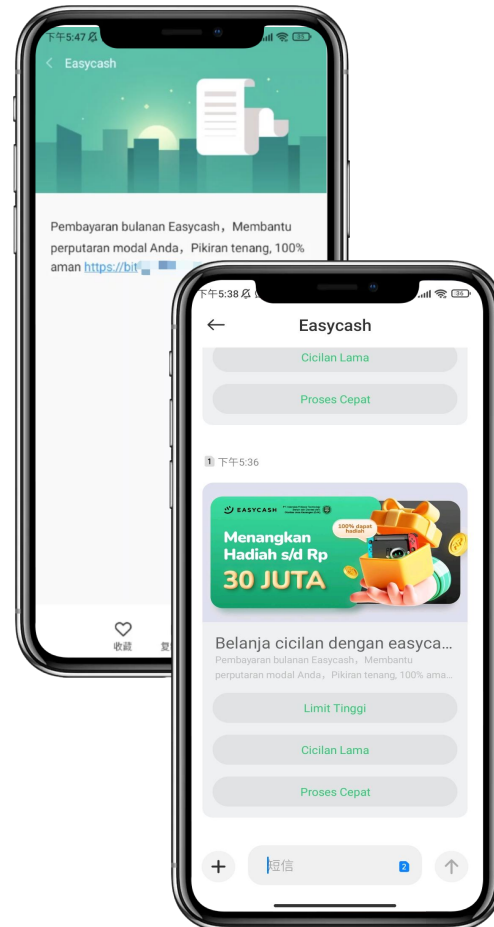
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Received promotion
SMS message

Click on the
button or link

Open website and
download App

Register as new
customers and more



Registration

Fill out questionnaire

Purchase/Disbursal

.....

Custom Landing Page

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App Store

Google Play
Android app store



Web+App Store

Register with phone
number before
downloading app



App

Use deeplink to
improve user
experience



Web

Custom content
directly

03 User Cases

Personal Loan Apps


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Games Apps

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Target Settings



Country/Region

delhi,gujarat,karnataka,maharashtra,tamil nadu

Language

English (India)

Network

4G,5G

Machine Type

REDMI NOTE 9 PRO-5,MI10T/MI10T PRO/REDMI K30S ULTRA-2,P...

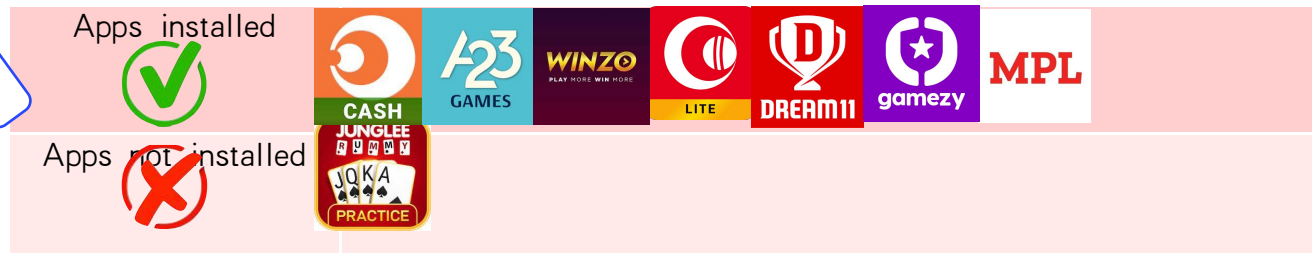
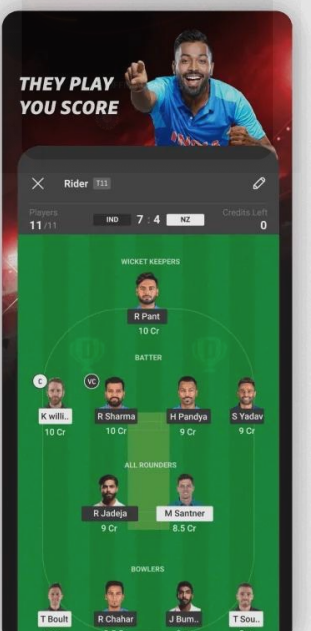
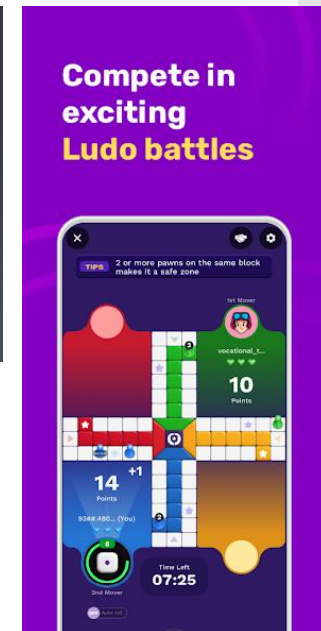
Audience

[india dmp]-2094-junglee使用0129

Get your core customer with specific targets including audience exclusion for more conversion

Exclude people:
Who've downloaded JUNGLEE RUMMY

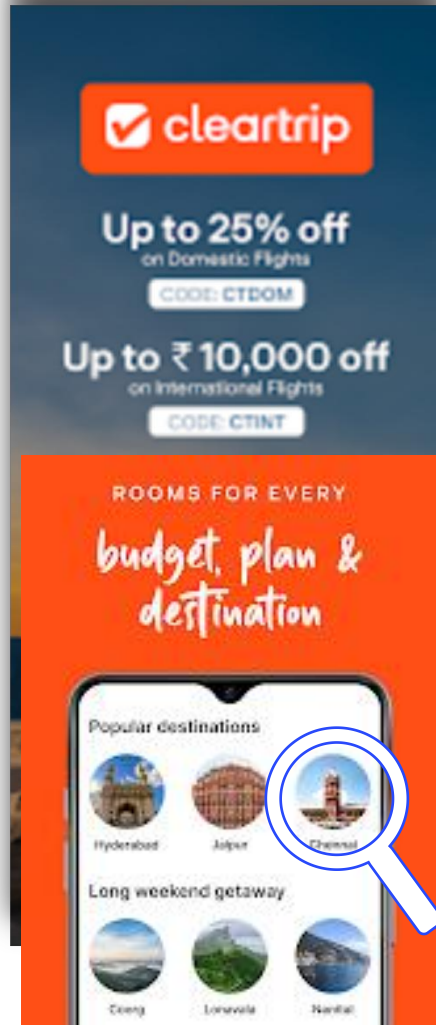
Include people:
Who've downloaded other games apps





Travel Apps

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Leveraging your competitors' audience to grow your brand and get the market share

get the market share

Exclude people:
Who've downloaded Cleartrip

Include people:
Who've downloaded other travel apps

Apps installed			
Apps not installed			





www.salebrate.com

Thank You!



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