

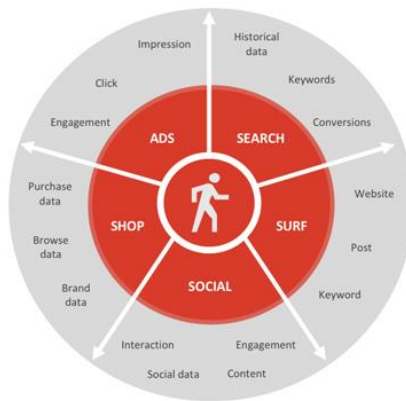
iAccess








- ◆ 所属类型：平台
- ◆ 参选类别：年度最佳移动广告投放平台

- iAccesse是爱点击集团iClick旗下的程序化购买平台，作为海外广告主连接国内用户的桥梁，帮助海外品牌及代理商在优质的国内媒体上吸引国内用户。
- iAccess 在以下三个方面在市场占据优势地位
 1. 丰富的国内人群数据，爱点击的专有“数据地图” (Data Map)覆盖了9.3亿活跃消费者，覆盖国内超过98%的网民；
 2. 优质的国内媒体资源，优质流量资源覆盖国内200万个网站及20万个移动应用。
 3. 技术能力及产品设计，iAccess平台紧跟国际技术标准，为用户提供出色的产品使用体验。

GATHERING REAL-TIME DATA OF ONLINE USER BEHAVIOR



-  **SEARCH**
633.5 M+ search users / 1.5M search terms
-  **SURF**
400,000+ sites tracked / 450,000+ Mobile App tracked
-  **SOCIAL**
450M+ social users / Tencent & Sina Weibo partnerships
-  **SHOP**
379M+ EC Users; 160M+ Cross-Boarder EC Users
-  **ADS**
6000+ clients campaigns

NASDAQ: ICLK 

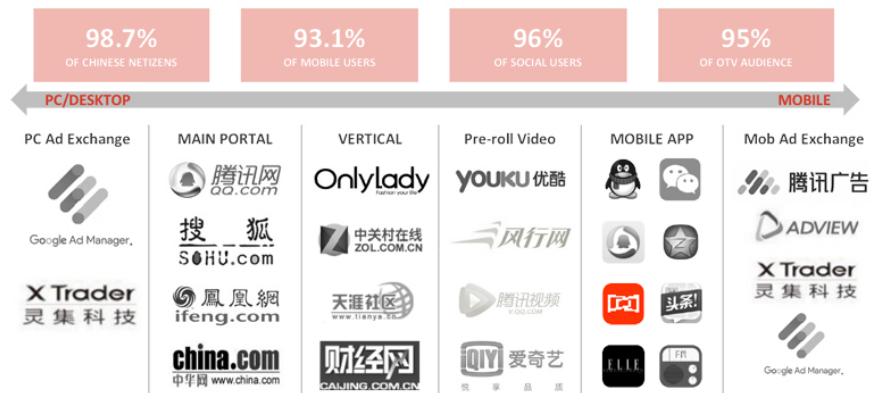
A DATA TECHNOLOGY PLATFORM EMPOWERS YOU WITH AUDIENCE INSIGHTS AND MEDIA BUYING SOLUTIONS



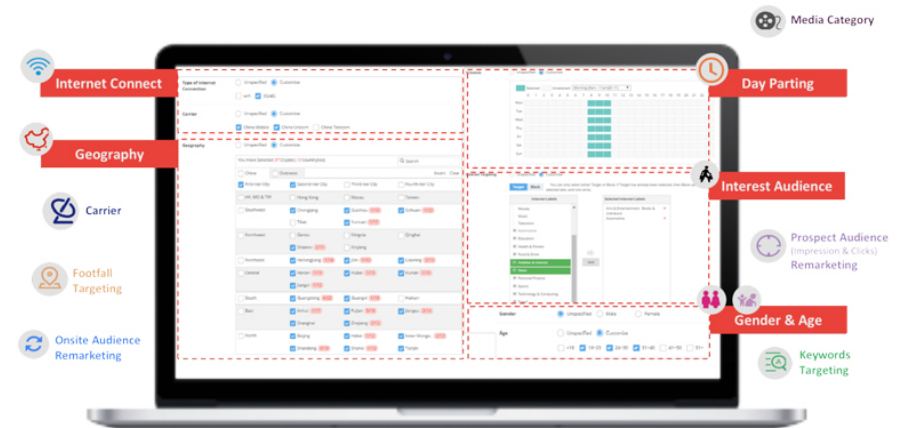
-  **AUDIENCE DATA**
Cover:
• 98.7% Chinese Netizen
• 93.1% Chinese Mobile Users
• and 95% OTV Audience
-  **CHINESE MEDIA**
• Contains 2M+ PC websites and 200K+ Apps
• Integrated with TOP Ad Exchange and Premium media
-  **TECH & UI**
• Global Standard Technology
• User Friendly Interface
• Fully transparent media costs

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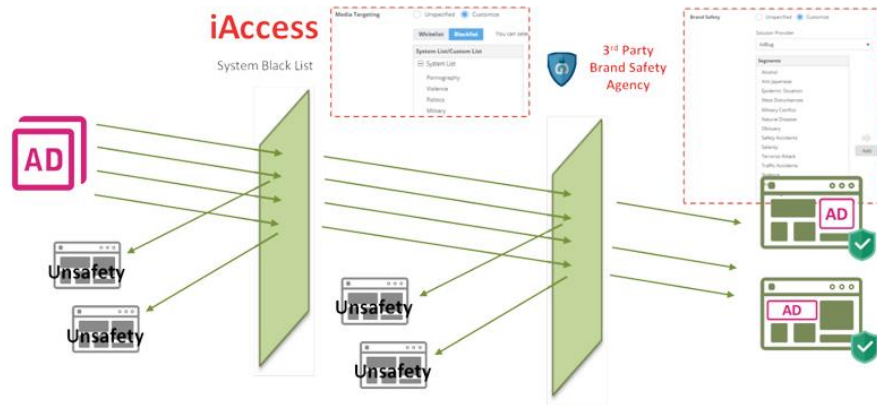
BROAD ACCESS TO PREMIUM MEDIA INVENTORY IN CHINA



STANDARD & ADVANCED TARGETING CAPABILITY PRECISELY IDENTIFY THE RIGHT AUDIENCE FOR YOU



SYSTEM BLACK LIST + 3rd PARTY BRAND SAFETY AGENCY DOUBLE PROTECTION TO ENSURE BRAND SAFETY



Sample List & Media Selection Suggestion – Chinese Media

Media targeting will be an additional option to enhance audience targeting.

For Female & Beauty Lover
we suggest to choose Style & Fashion



For HNWI
we suggest to choose News & Personal Finance






Note: 1. RTB Buying does not support targeting specific media, and CANNOT guarantee click or impression for certain media.
2. The media category will update regularly, please check system to get latest media category.

OUR RECENT AWARD IN THE INDUSTRY OUTSTANDING PERFORMANCE AND EXCELLENT SERVICE CAPABILITIES

 <p>Tencent Key Accounts Mid-Year Summit Platinum Service Partner of Tencent Social Ads - Winner</p>	 <p>Google Premier Partner Awards 2018 Search Innovation - Winner Growing Business Online - Finalist Shopping Innovation - Finalist Display Innovation - Finalist</p>
 <p>Marketing Magazine Markies Award 2019 Best Use of Data Insights - Bronze Winner</p>	 <p>Dragons of Asia Awards 2018 Best Mobile Marketing Campaign - Black Dragon</p>
 <p>Top 10 Ad Management Companies 2020 - Winner</p>	 <p>Global Marketing Technology Summit 2018 GMTS Best Marketing Technology Platform in China - Winner</p>
 <p>Mediaworld's Most Valuable Services Awards 2019 Smart China Marketing Leader of the Year - Winner</p>	 <p>HKMVC Awards 2018 - Smart Partners of HK and China Smart Choice: China Digital Marketing Partner of the Year - Winner</p>
 <p>International Travel & Tourism Awards 2019 Best Tourism Marketing Agency - Highly Commended</p>	 <p>Mumbrella Asia Awards 2018 Marketing Technology Company of the Year - High Commended</p>
 <p>Branding Campaign of the Year - Outstanding Contribution Award 2020 - Winner</p>	

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YOUR GATEWAY TO CHINA ACCESS SOLUTIONS TO OVERCOME CHALLENGES

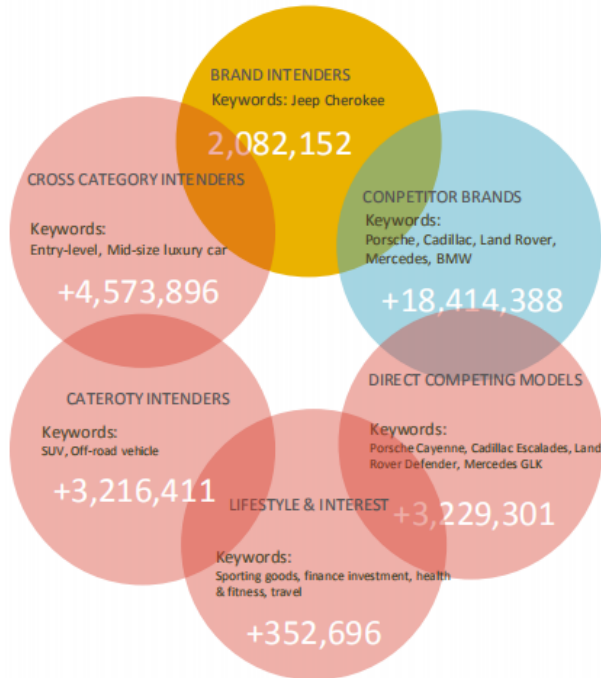
 <p>No Efficient Access to Chinese Media</p>			<ul style="list-style-type: none"> • 1st data + 3rd party data covered 98.7% Chinese netizen and over 93% Chinese mobile netizen. • Exclusive technology to capture users in real time, and target more users with similar behavior. • Interest Audience, custom keyword audience and other targeting tools help to deliver campaign to the right end-users.
			<ul style="list-style-type: none"> • Support both RTB and PDB programmatic buy mode. • Integrated with most popular ad exchanges in the Chinese market, get over 6 billion bid-request every day. • Support a variety of ad formats, including Display Banner, in-feeds Banner, Interstitial and Pre-roll video.
			<ul style="list-style-type: none"> • Global compliance standards • User Friendly Interface in bilingual: Chinese and English. • System white list and black list, and adbug pre-bid ensure all campaign would be delivered in a brand safety environment.

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- 1. 广告代理商/海外大型Agency: 为其构建专属的程序化购买平台 (White Label) , 通过 iAccess实现广告主接入管理、为广告主投放广告; 独有的代理商收益模块, 依照代理商的实际运营情况帮助代理商/Agency实现收益;
- 2. 品牌广告主: 为其构建专属的程序化购买平台, 或者通过SaaS模式允许其直接访问并使用 iAccess, 在iAccess自助进行广告设置操作, 管理广告投放并投放成本透明。

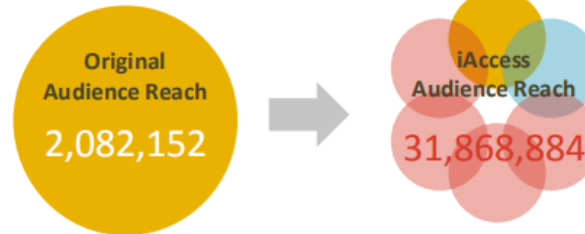
OUR AUDIENCE PLANNING TOOL HELPS FIND MORE “PETER”

Combining our existing interest tags with customized audience tags enables iAccess to identify and engage with the brand audience, competing brand audience and lookalike audience, giving your brand an accelerated way to reach targeted masses.



- Brand Followers
- Competing Brand Audiences
- Lookalike Audiences

Through our advanced algorithms and huge audience pool, Audience Reach has been increased by **10X**.



- 受众分析工具应用实例
- 结合爱点击现有的兴趣标签和定制的受众标签，我们可以迅速识别目标受众、竞品品牌受众及潜在用户，帮助品牌快速定位人群。
- 黄色区域：预计覆盖用户人数
- 粉色区域：经过iAccess 算法筛选之后实际送达的目标用户人数。



Client Testimonials

"We were looking for a partner agency to take on the China market for Sarawak Tourism Board and iClick Interactive delivered more than we expected. They demonstrated a clear understanding of the objectives and provided an adept proposal to tackle issues at hand at a friendly budget. We saw an immediate increase which impacted the existing consumer journey funnel, ultimately leading to an increase in visits to the state over the course of one year. And through the campaign period, they took the time to understand the changes in our audience behaviour and made necessary recommendations and optimisation to achieve results. They continuously strive to provide recommendations across existing plans and new formats that reflect the growing and changing patterns of our audience."

- Etain Chow, Brand Manager, TBWA Malaysia - **TBWA**



马来西亚 Sarawak 旅游项目 (STB)

随着过去几年来国内出境旅游人数的大幅增长，STB希望抓住这一巨大的机会推广自身的旅游业。

爱点击自2019年以来一直作为沙捞越旅游局的合作伙伴，帮助他们创立旅游品牌形象，打造马来西亚的独特旅游符号。

Phase 2

Boost Digital Presence Leveraging Proprietary Programmatic Marketing Platform

We have leveraged iAccess, our proprietary programmatic advertising solution to activate the target audience defined by iAudience, and employed lookalike and retargeting strategy for a broader reach with the profile identified.

iAccess A data technology platform Empowers you with audience insights and media buying solution



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31

iAccess 数据分析

通过平台98.7%的国内网民覆盖率，以及93.1%的移动用户数据和95%的OTV用户，iAccess 能够帮助马来西亚旅游局覆盖200万+网站以及20万+移动应用，精准分析目标用户进行投放，以达成预期投放效果。