

2024

Ocean Engine Media Guide

Intro Building future-oriented digital advertising to support the deep integration of marketing and business operations 03

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- **E-commerce:** Empowering businesses with tailored solutions, making it easier for them to thrive
- **Local businesses:** Creating a dedicated product matrix for local businesses to support both online and offline sales
- **Lead generation:** Coordinating operations and advertising for efficient lead acquisition and conversions
- **Downloads:** Combining advertising and content to achieve business outcomes

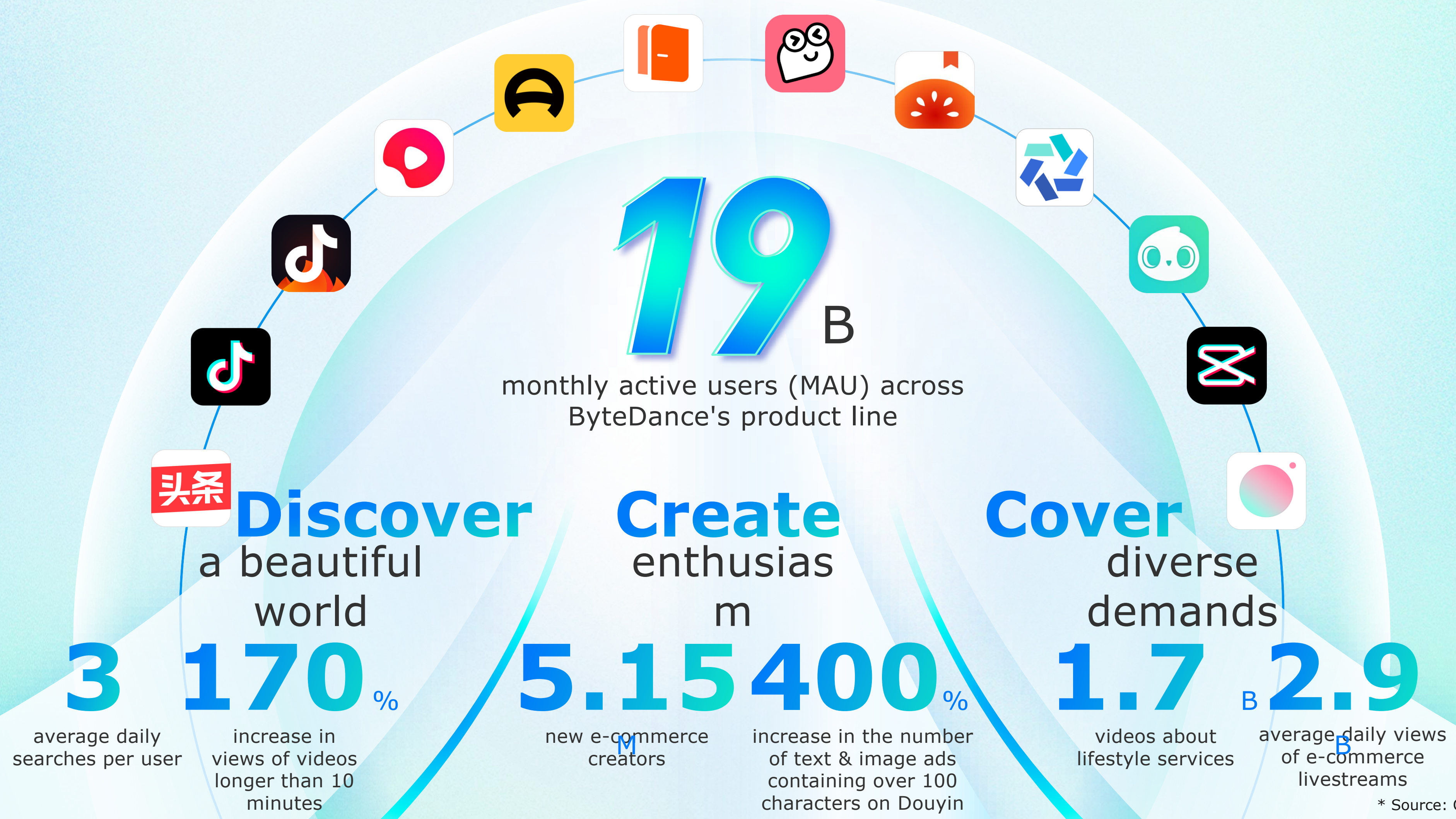
Part 3
Seizing the opportunity - Implementing diversified strategies to yield long-term value 54

- **Strengthening branding:** Douyin, the preferred platform for brand marketing
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- **Seize search opportunities:** Seamlessly combining seeding and search ads
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- **Conducting business diagnosis**
- **Optimizing asset management**
- **Improving efficiency through integrated decision-making**

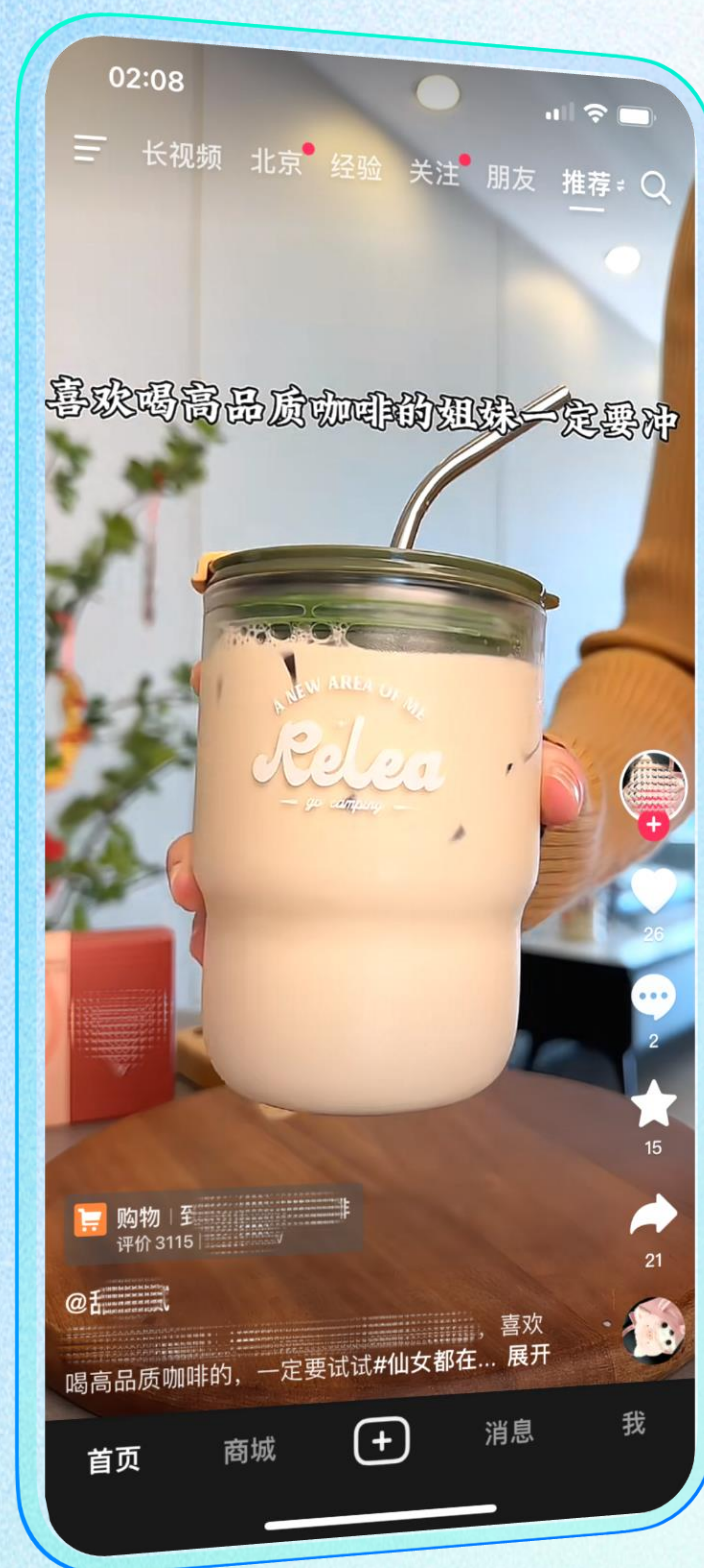
A massive, continuously growing comprehensive information platform



* Source: Ocean Engine, 2023

Diverse content formats

Short videos



5.9 B

average daily e-commerce short video views

Medium to long videos Livestreams



6 B+

average daily views of videos longer than 5 minutes

Livestreams



50% of users

watch livestreams daily

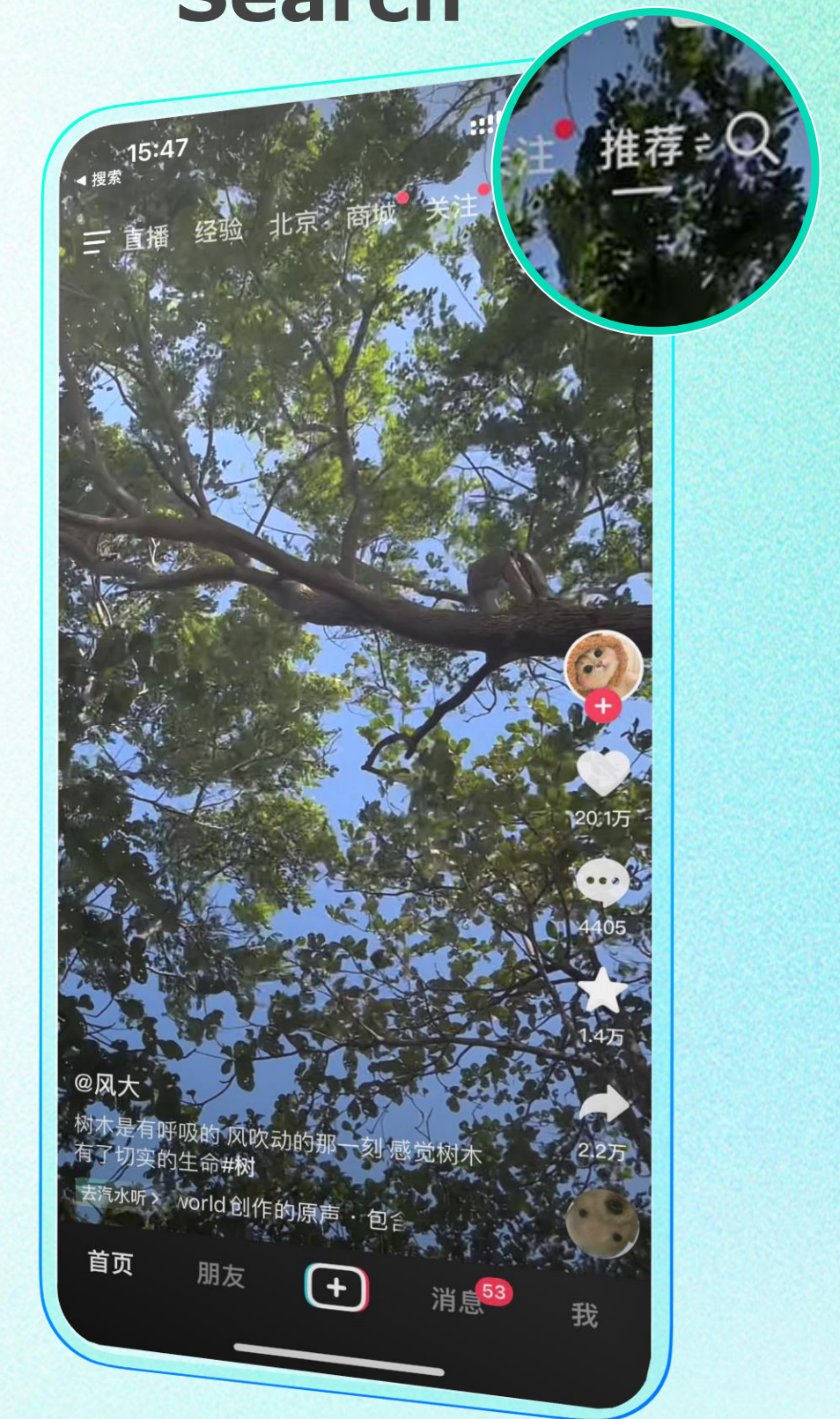
Image ads



15 B+

average daily views of image ads

Search



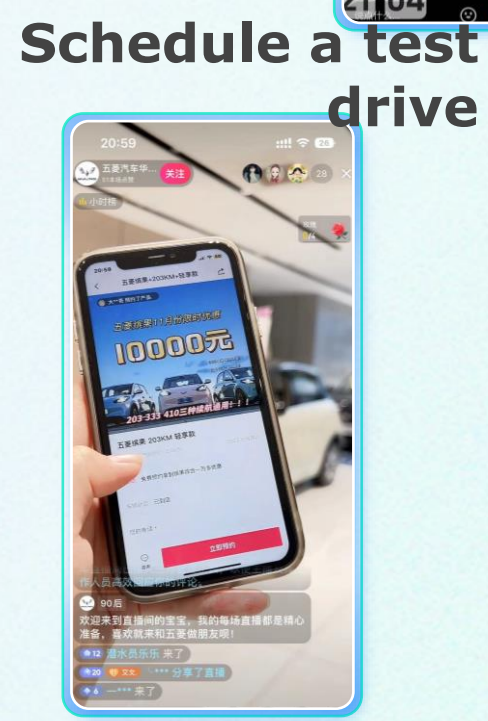
76%

increase in average daily search volume

* Source: Ocean Engine

Instant gratification for users: view, purchase, and receive

Launch
Douyin



30_B

high-quality products at great prices
reaching thousands of households

2.35_M

lifestyle service livestream rooms
showed a glimpse into everyday life

200_{M+}

leads and business opportunities for sellers

3_B

game and application downloads by users

* Source: Ocean Engine

Unlocking business opportunities by arousing users' consumption interests through full integration between marketing and operations

25%

of new e-commerce users place their first order after being reached by Ocean Engine Shopping Ads Platform ads

925%

increase in the number of livestreams related to lifestyle services on Douyin in the past year

+177%

increase in leads in the automotive industry thanks to a comprehensive strategy encompassing business accounts, stores, short video direct messages, and livestreams



**Ad
delivery
capacity**



**Efficient ad
delivery**



**Native
content
operations**



**Quality
product
service**

Driving omnichannel business growth from inside and outside Douyin



MORE
business
across
all channels



Perceptible spillover value



39%
Consumer
products

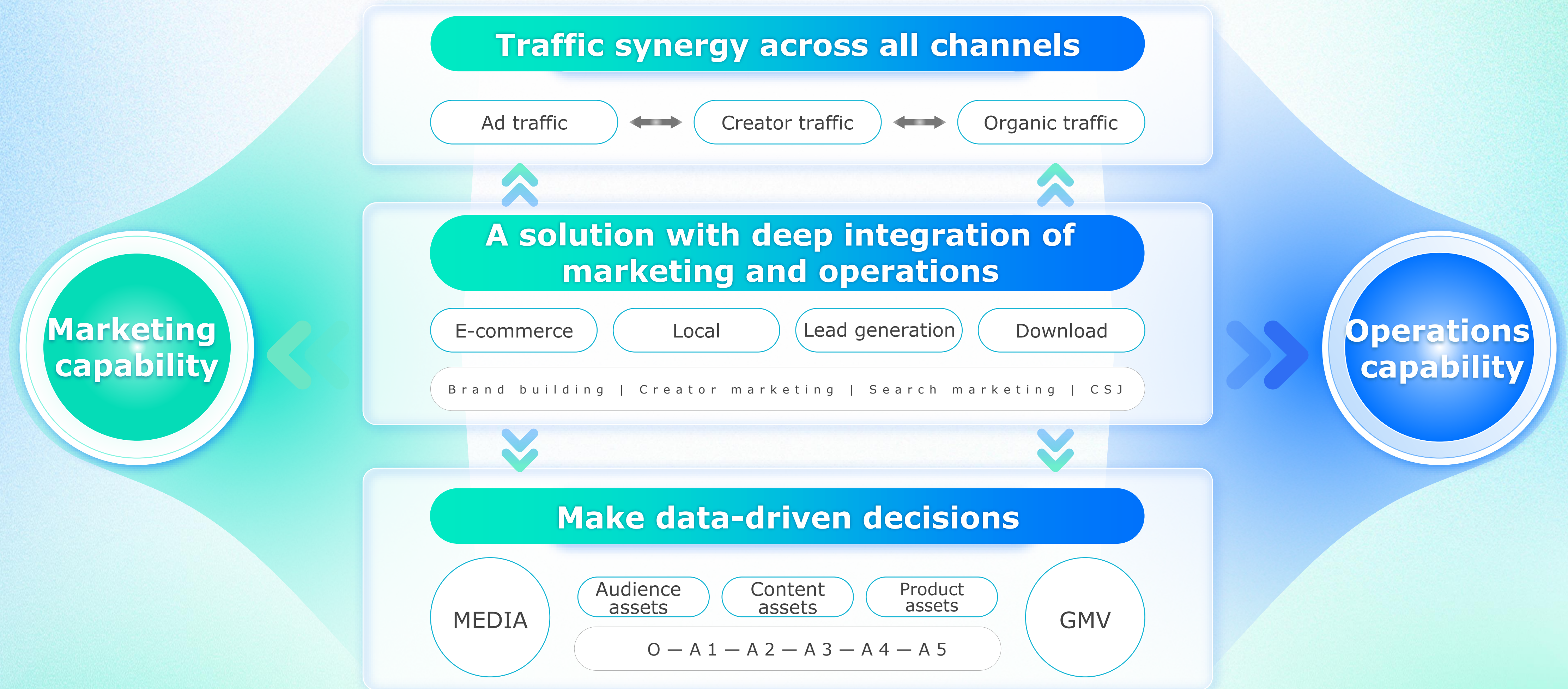


9x
Local lifestyle



4.5x
Leads (auto)

Building future-oriented digital advertising to support the deep integration of marketing and business operations



Technology-driven

Creating future-ready products using cutting-edge technologies

02

Deep
dive into
scenarios

03

Seizing the
opportunity

04

Making
informed
decisions

Leading the industry with future-thinking digital advertising

From partially native to fully native

70%

of users prefer learning about products through native ads rather than traditional ads

+111%

average views per user for followers vs. non-followers (native ads are linked to accounts, which helps to gain followers)

From ad group-intensive to creative-driven

4.5 B

average daily online creatives

79%

increase in the viewership share of high-quality materials

From single-stage automation to end-to-end automation

+96%

operational efficiency using UBMx Optimal Lead Delivery

+10x

customer coverage using UBMx Optimal Lead Delivery

Fully native, ads as information services

Verified Douyin accounts



Native ad content

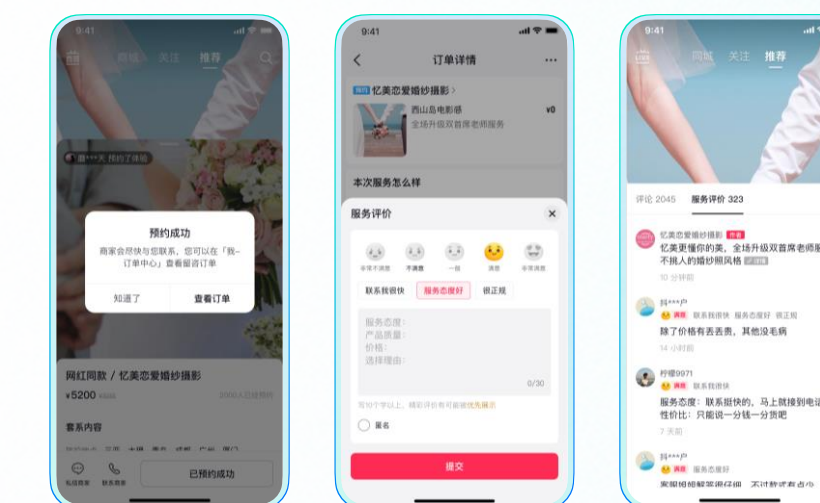
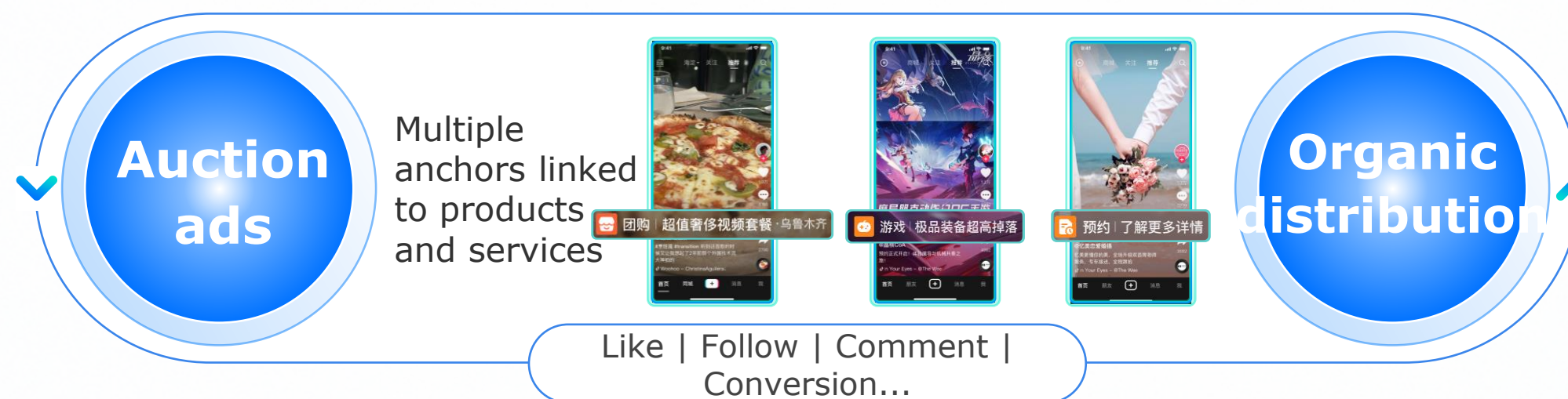


Quality products & services

Ads can be delivered through accounts, stores, and livestream rooms

Unlock native anchors for accounts and optimize high-quality native content recommendations

Unified user rating system



Note: The designs are for reference only and subject to actual implementation.

Organic traffic and paid traffic work together to drive greater traffic

+20 to 30%

ad traffic growth thanks to traffic synergy

Advertising and operations work closely together for more sustainable overall business growth

+6%

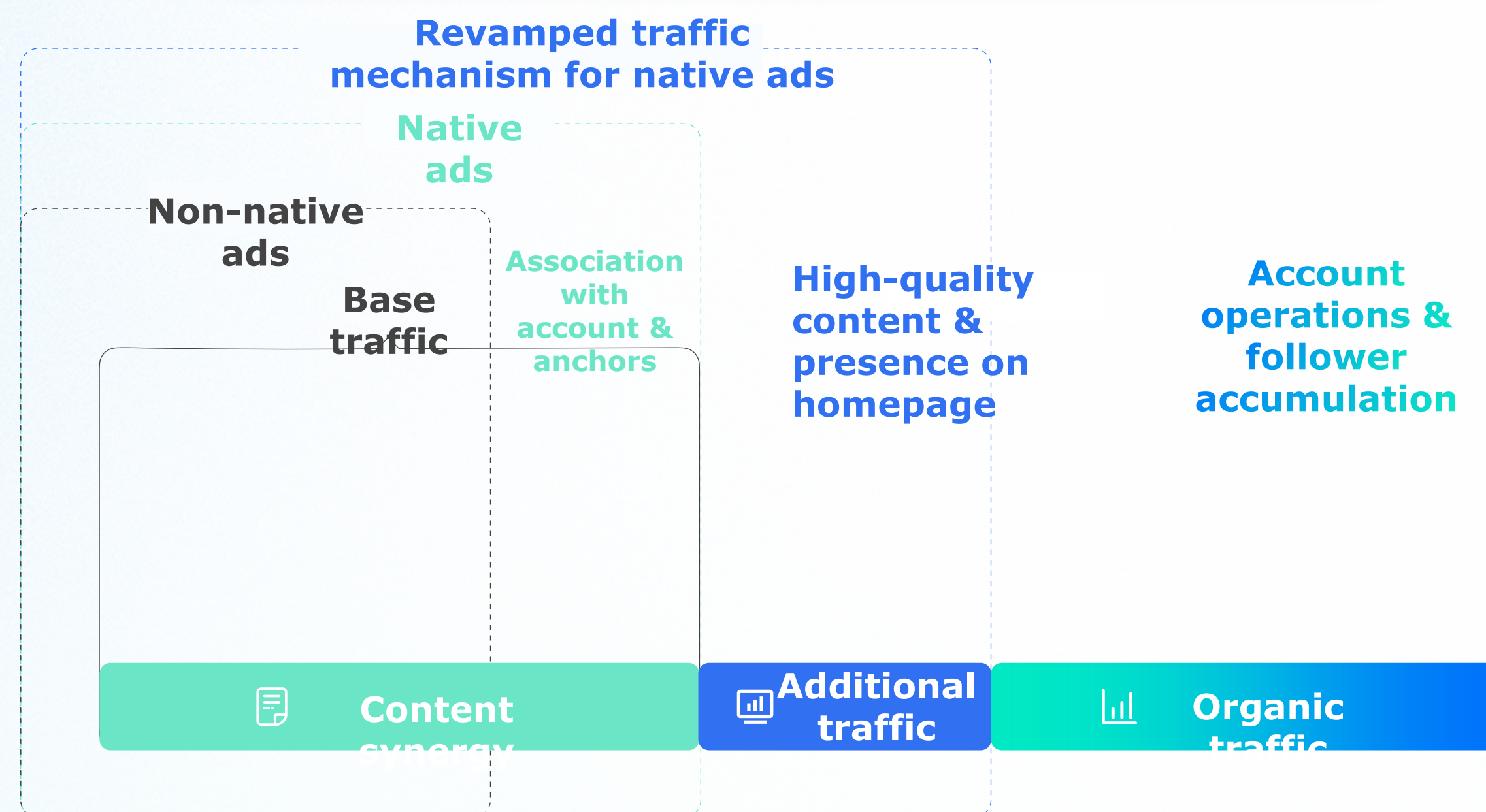
new user conversions (native formats accelerate the acquisition of new audiences)

+16%

average conversions per user for followers vs. non-followers (native ads are linked to accounts and help to gain followers)

Fully native, ads as information services

Revamped traffic mechanism for native ads



Base traffic: Refers to the traffic obtained before upgrading the native ads traffic mechanism, encompassing traffic acquired from both ads and content.

Additional traffic: Refers to the traffic obtained after upgrading the native ads traffic mechanism. Access to this exclusive traffic pool is available for high-quality content that offers a positive user experience, such as short videos and livestream rooms.

The traffic acquired from the pool is referred to as additional traffic.



Experimental data shows that, in livestreams with the support of additional traffic,

ad spend increases by **9%** and conversions increase by **40%**.

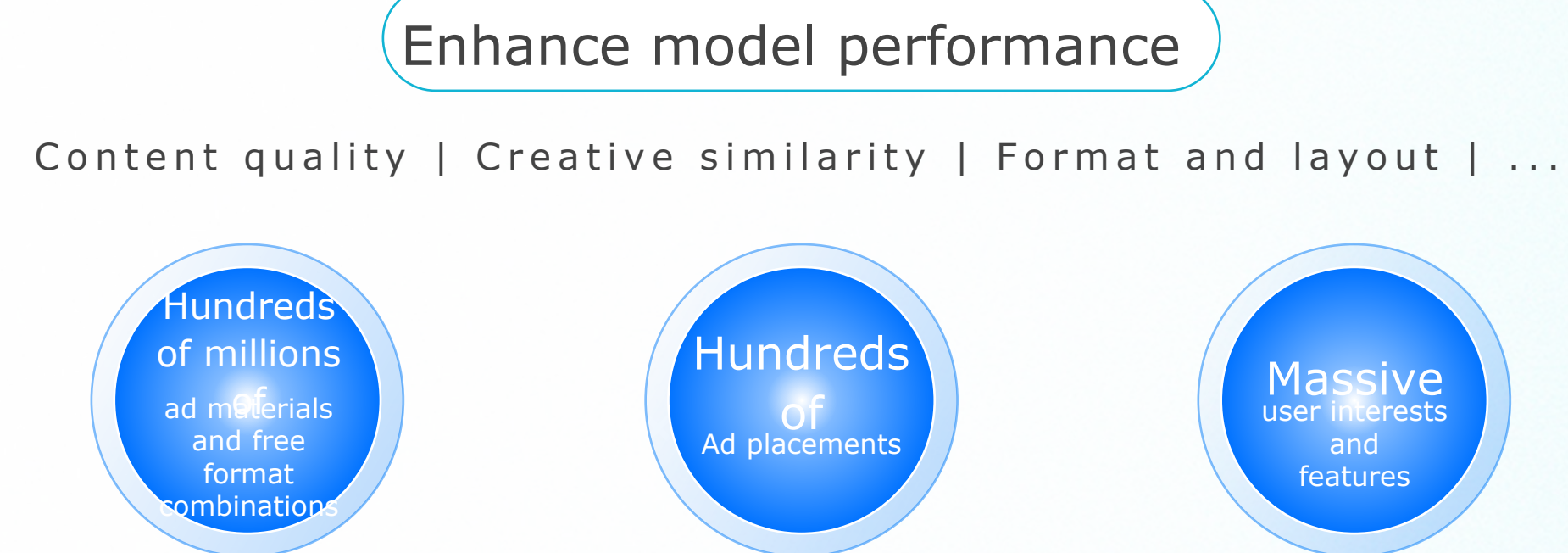
When advertisers strengthen their content creation capabilities, increase their account collaboration efforts, and deploy quality content and strong delivery methods, they will notice a significant boost in performance. As the upgrade of materials and the expansion of operational scale progress, ad ROI will also improve.

Creative-driven: turn good creatives into productivity

Establish an accurate standard for quality creatives

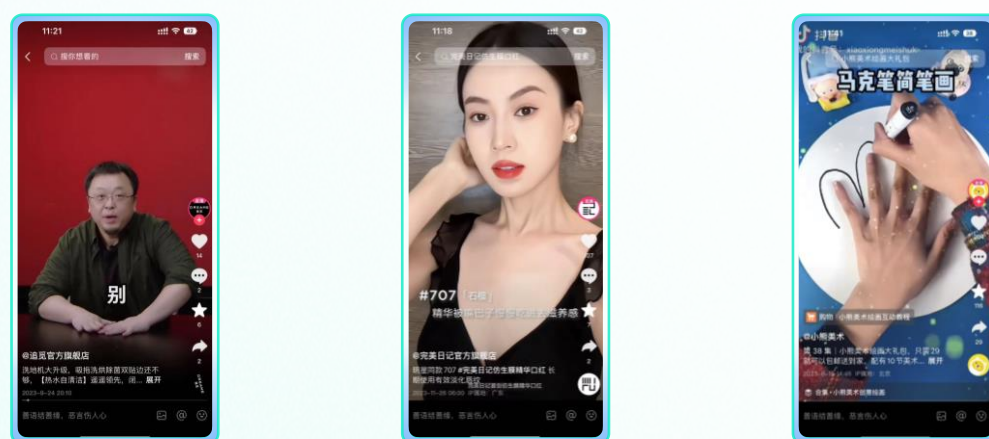


Let great creatives generate greater benefits

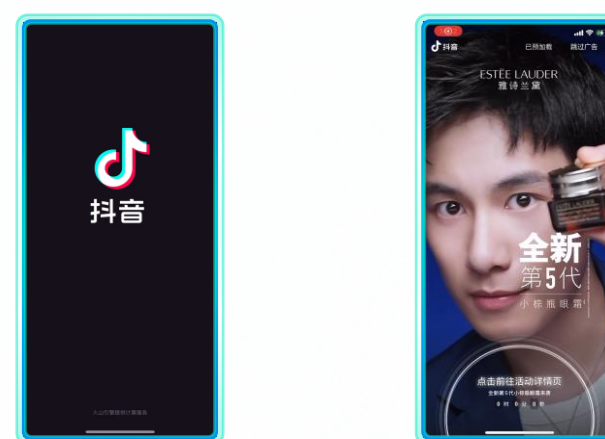


Three solutions for good creatives

Material authorization with PGC & UGC output



High-quality creatives from OGC



AIGC output using the AI Creative



Reducing cost and improving performance through end-to-end automation and focused strategies



Omni-Advertising

E-commerce

Local

- Controls omnichannel traffic
- Expands GMV scale
- End-to-end coordination with one-click
- Improves GPM through efficient new user acquisition

+20%

increase in overall GMV of livestream rooms on Double 11 through Omni-Advertising

UBMax

Optimal App Download Delivery

Optimal Lead Delivery

Optimal Redirect Delivery

- Fine-grained control at the product level for better overall visibility
- Multiple objectives for better outcomes
- Streamlines ad creation and drives informed decisions
- Full exploration of traffic using automatically derived materials
- Acquires more precise traffic for greater conversion potential

+125%

traffic

* Source: Ocean Engine

Deep dive into scenarios

Fully integrating marketing and operations

01
Deep
dive into
scenarios

03
Seizing
the
opportunit
y

04
Making
informe
d
decision
s

Solutions for marketing and operations integration in 4 major scenarios



E-commerce

Empower businesses with tailored solutions, making it easier for them to thrive



Local

Create a dedicated product matrix for local businesses to support both online and offline sales



Lead generation

Coordinate operations and advertising for efficient lead acquisition and conversions



Download

Combine advertising and content to achieve business outcomes

Ocean Engine Shopping Ads Platform continues to accelerate e-commerce business growth

More new users

+225% 

MoM growth in users who were reached by Ocean Engine Shopping Ads Platform ads and placed their first order

Higher value users

+22% 

increase in first payment amount by users reached by Ocean Engine Shopping Ads Platform ads compared with those reached by organic traffic

More new users

Past year
**Ocean^oEngine
Shopping Ads
Platform**

More sellers

More sellers

90% 

in total GMV of sellers advertising with Ocean Engine Shopping Ads Platform as a share of Douyin e-commerce GMV

More small and medium-sized sellers

+146% 

MoM growth in SMBs on Ocean Engine Shopping Ads Platform

* Source: Ocean Engine Shopping Ads Platform

Business growth made easy in 2024 with revamped Ocean Engine Shopping Ads Platform

More
efficient

Enables more efficient
omnichannel business

More
sales

Allows great
value products to
reach more users

More
scenario
s

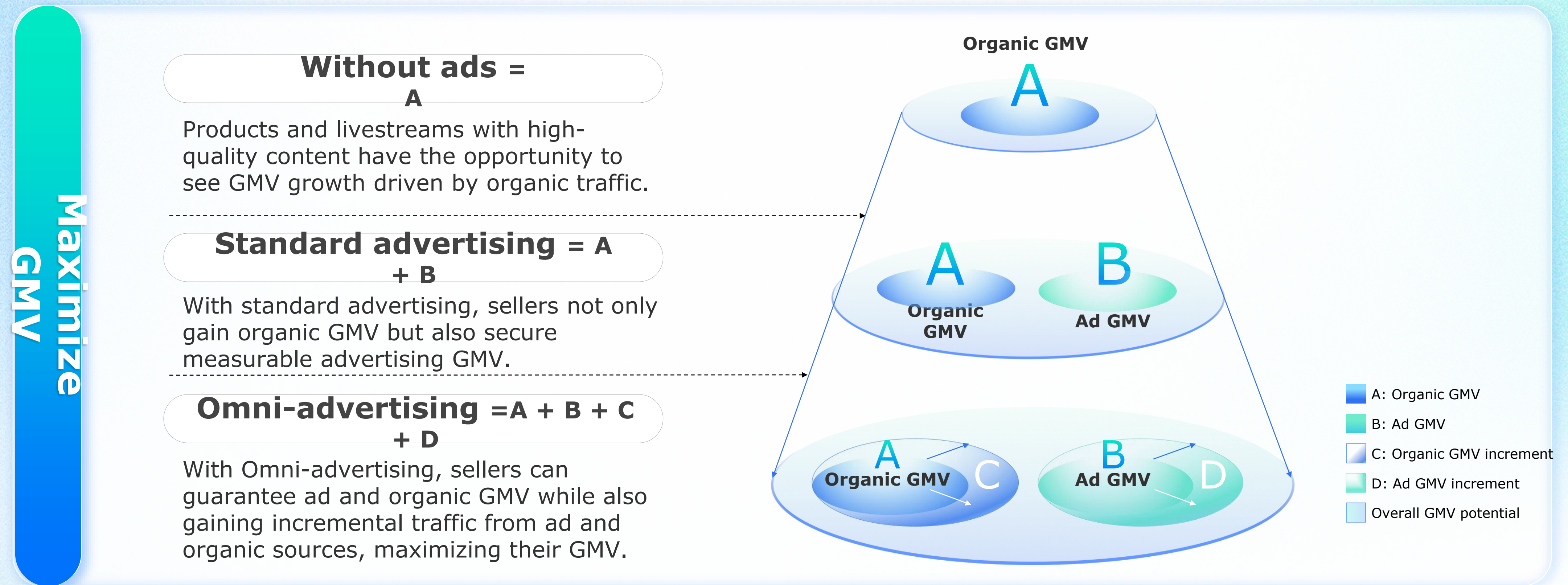
Covers more
e-commerce scenarios

Easier
to use

Offers an easy-to-use
e-commerce ad platform

Omni-advertising: Enabling more efficient omnichannel business and maximizing GMV

Omni-advertising taps into both organic and paid traffic sources on Douyin to maximize GMV while ensuring ROI



Omni-advertising: The ideal solution for e-commerce marketing

Livestream Omni-advertising

Taps into both ad and organic traffic to maximize the outcomes of livestreams, making it the preferred product for advertising in livestreams

Better performance, greater growth,
and improved operational efficiency

More flexible control to match the pace
of livestreams

More efficient material management
adapted to different scenarios

Product Omni-advertising

Enables streamlined delivery and intelligent adjustments, becoming a one-stop solution for product marketing

Different formats: Integrate shelf and
content

Different products: Supports
single/multiple products

Different traffic: Integrate ad and
organic traffic

Allowing great value products to reach more people

Improved user experience

A competitive price is key to the user experience

94%

consumers have a habit of comparison shopping

Price competitiveness

The focus of Douyin e-commerce in 2024

Great products

Improved product competitiveness

Great value products attract more traffic and generate more revenue

For example, use coupons to offer the lowest price across all platforms



Daily average PV of livestreams **+148%**

Daily average PV of search ads **+58%**

Daily average PV of Recommended for You ads **+28%**

Mall - Product PV generated through Recommended for You product cards

Product PV generated through search ads

Product PV generated through livestreams

A **17%** price reduction yielded an increase of **142%** in traffic and an increase of **93%** in GMV.

The more competitive the price, the greater the overall traffic competitiveness

Traffic incentives

Promoting price-competitive products attracts exclusive incentive traffic

Rebates on ad spend

Participate in designated promotional events on the Ocean Engine Shopping Ads Platform within a specified period for a chance to receive rebates

Cross-channel traffic

Win twice with improved ad exposure and enhanced competitiveness in gaining traffic across all channels

* Source: Ocean Engine Shopping Ads Platform

Scenario-based products: Covering a broader range of e-commerce scenarios

How to grow
your audience

Audience

Products

New
Acquisitions

How to market
products with ease

Product

Products

New Product
Booster/Manage
Multiple Products

How to maximize the
revenue of a
livestream room

Livestream

Products

Livestream Room
Payment/
Payment ROI

How to achieve a
sales surge during
major promotions

Major
promotion

Products

Holiday
Promotion

How to make creator
marketing more
efficient

Creator

Products

Creator Marketing -
Commission ROI
Seller Advertising -
Creator Videos
Prioritized

Small business, big impact: Creating a more user-friendly e-commerce platform

Don't know how to advertise: Too many products and don't know where to start

Easy to use: Everyone can advertise

Easy to set up an ad group

Use Omni-advertising

You just need a super ad group, and the system manages and optimizes the entire process.

Use standard advertising

Automated delivery/bidding

Advertising, even without a computer

Advertise on the Ocean Engine Shopping Ads Platform using the Lite Shop app

Advertising at your fingertips using the Shopping Ads Platform on mobile.

Threshold too high: Don't know how to produce content and lack funds

Low threshold: All barriers removed

Content production made easier

AIGC intelligent content generation

The system intelligently generates image ads/videos with the click of a button.

Images are enough - Advertising with product cards
You can sell goods directly in the mall without needing to host livestreams or produce content.

Lower capital threshold

Use your Lite Shop balance to automatically top up accounts on the Shopping Ads Platform

Top up your account with just one click.

Ads starting at just 300 CNY

Get help whenever you need it

Intelligent customer service enabled by the Ocean Engine Help Bot

A one-stop problem solving solution.

Hesitant to advertise:
Uncertain about the outcome

Guaranteed outcome: Sales are guaranteed

It's now easy to sell new products

Use New Product Booster

Start selling new products right away.

More GMV growth

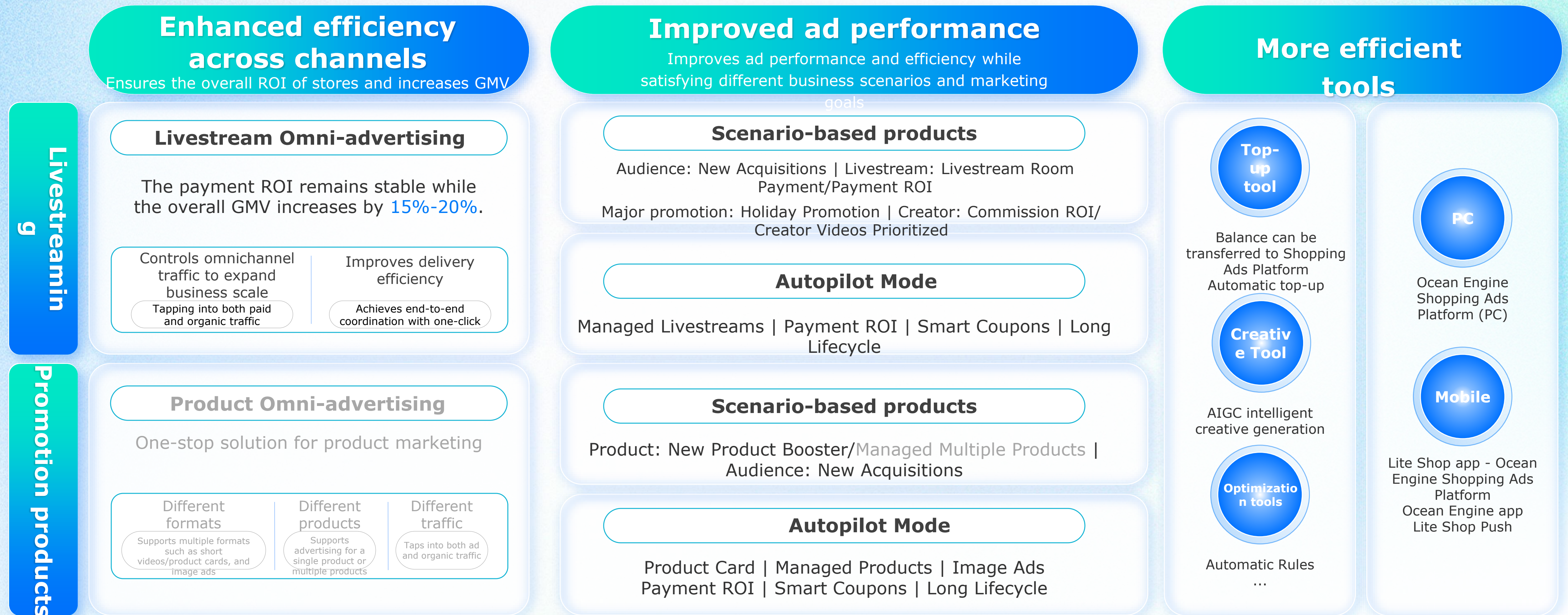
Use Omni-advertising

Improve ad performance and drive more organic traffic.

More policy support

Omni-advertising supports full-cycle compensation

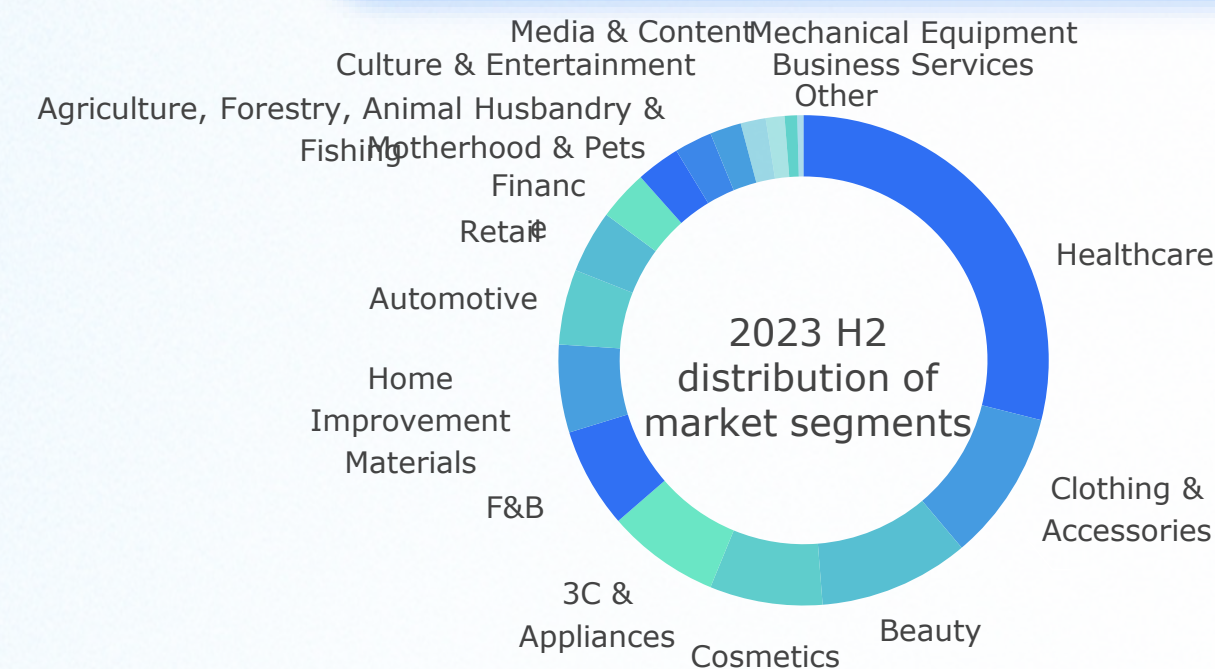
Ocean Engine Shopping Ads Platform makes business growth easy



*The Product Omni-advertising and Manage Multiple Products services are scheduled to be launched in May 2024. The exact launch time will be announced once available.

Drive sales with traffic: AEO products help sellers expand their business across multiple channels

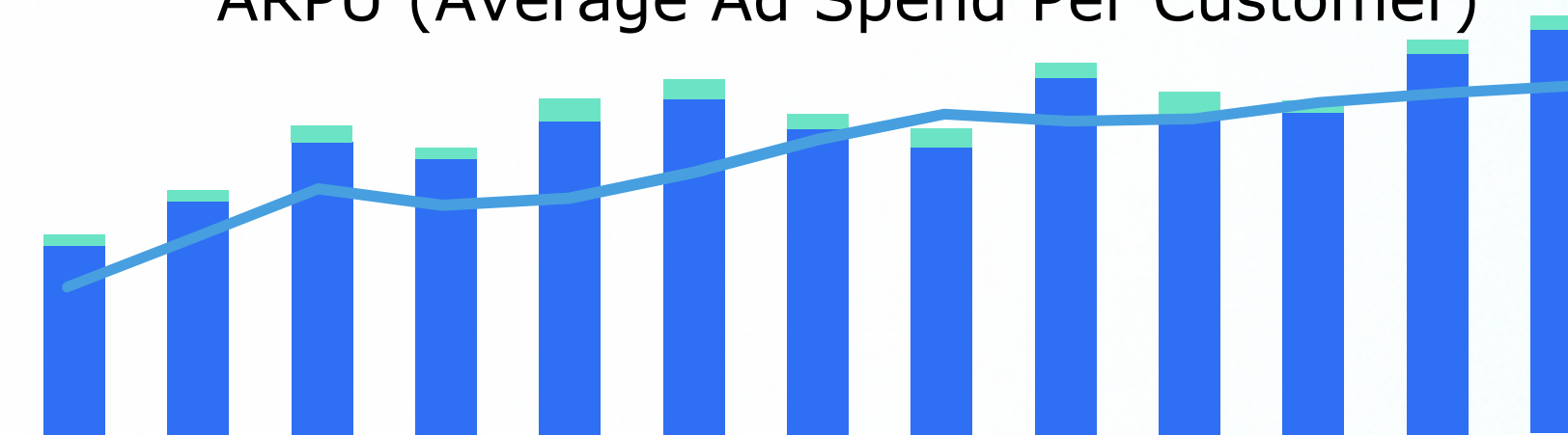
E-commerce redirect business thrives in various market segments



Data from Ocean Engine non-closed loop business in H2 2023

The scale of e-commerce redirect business continues to grow

Redirect Business Scale = Number of Customers × ARPU (Average Ad Spend Per Customer)



2022 Q1 – 2024 Q1

Differentiated product development

Refine products

- Increase the number of product categories
- Data-driven product selection and expansion guide

Broaden product assortment

- Precise targeting
- Scenario-based
- Differentiation by selling points

Helps businesses achieve breakthroughs by meeting personalized traffic redirect needs across platforms

Refined operations drive product exposure and ARPG growth through traffic, strategies, and AI

ROI model

+15%

traffic

»

Automated delivery

+60%

traffic

»

Optimized ROI

-20%

return rate

»

Multi-platform delivery

+15%

expected traffic

»

Scenario-based operations

Product expansion, add-to-cart, seeding, pre-sales, membership, etc.

Douyin is a promising channel for generating leads

Lead-generating ads

+54%
active
customers

+29%
ad
spend

Expand
the lead in
market size

Continuously driving business growth with upgraded lead marketing capabilities

Expand traffic sources

Focus on native ads for business growth

Channels

Private | In-feed | Search

Formats

Live streams |
Short videos | Images

Improve operational efficiency

Create **automated** products to improve both performance and operational efficiency

Automation/Smart products

UBMax Optimal Lead Delivery

Pursue conversions

Focus on **AEO products** and unleash the power of **direct messaging**

Conversion optimizations

Conversion path | AEO

SMB-friendly products help small and mid-sized advertisers simplify delivery and improve efficiency

* SMB-friendly products will be launched in Q2 2024. The exact launch date will be announced once confirmed.

Expanding traffic sources to create more business opportunities

Expand traffic sources

In-feed

Native content

Integration of marketing and operations

Explore more content traffic

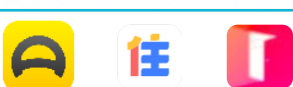
Search

Precisely capture user intentions

Higher conversion rate

Reduced cost

Vertical platforms



Higher value per user

Streamlined advertising process

Reach new audiences by taking advantage of rich formats

Short videos

Supports lead generation and contact info gathering



+76% leads

Lives-treams

Pinwheel shelf + Watch and ask drive conversions



+100% leads

Image

Reach new audiences and reduce production costs



20% to 50% reduction in material production costs

+10% to 30% new audience reach

Grow your business by tapping into traffic from various channels

Traffic

+20% to 30%

More new audiences and traffic

Conversion rate

9%

Native ads yield additional leads (free)

Followers

+100

followers per 10,000 CNY of ad spend

+128%

follower conversion efficiency (PVR)

* Source: Ocean Engine

Using automation products to improve efficiency and performance

Benefits

Streamlines ad creation for higher efficiency

Reduces ad setup time by 75%

Boosts traffic in multiple ways

Fully explores materials through intelligent budgeting and real-time monitoring

Intelligently explores audiences to minimize cold start

Intelligently identifies the audience based on product attributes

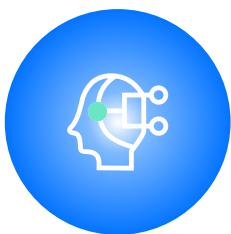
Stabilizes costs through controls at the group level

Adjusts bidding based on costs and implements controls at the group level

Traffic **+150%** 

Operational efficiency **+60%** 

Plan for 2024: Extended automated end-to-end solutions



More intelligent

Supports AIGC, streamlined ad creation, and optimal material selection for more advertiser-friendly and efficient ad delivery.



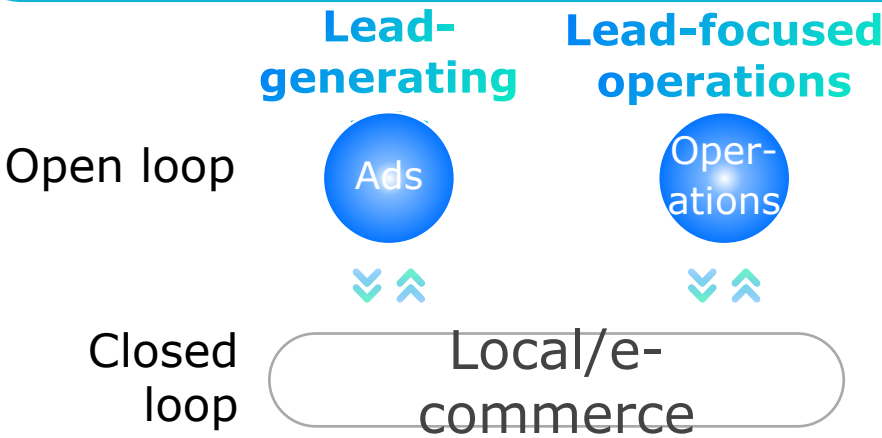
End-to-end

The integration of form and direct messaging components and the introduction of smart customer service enable a shift from marketing-only to a marketing + consultation approach, facilitating audience expansion.

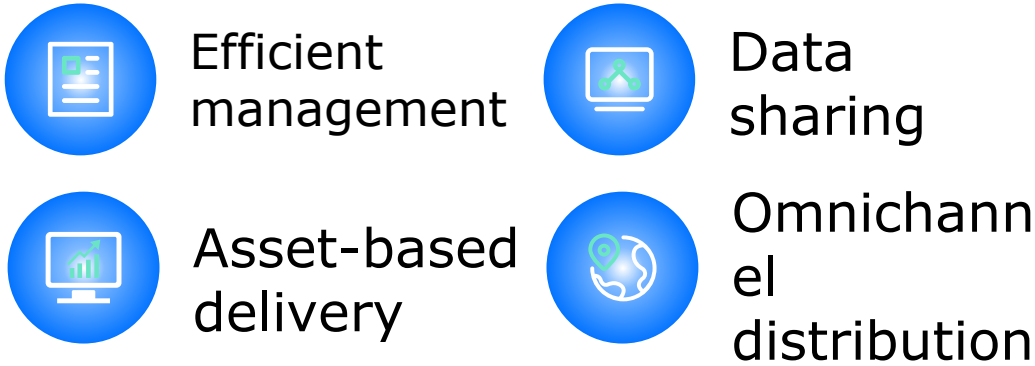
Boosting traffic through the integration of lead-generating ads and product libraries

One product library for all scenarios

Upgraded product library



Core value



2024 key focus areas

Make products more SMB-friendly: Introduce automatic recognition capabilities to ad creation and offer strategies that are more accessible to SMBs.

Improve ad performance: Achieve better ad performance by enhancing product information accuracy and optimizing strategy iterations.

Outcomes

Share data at the product level to boost traffic

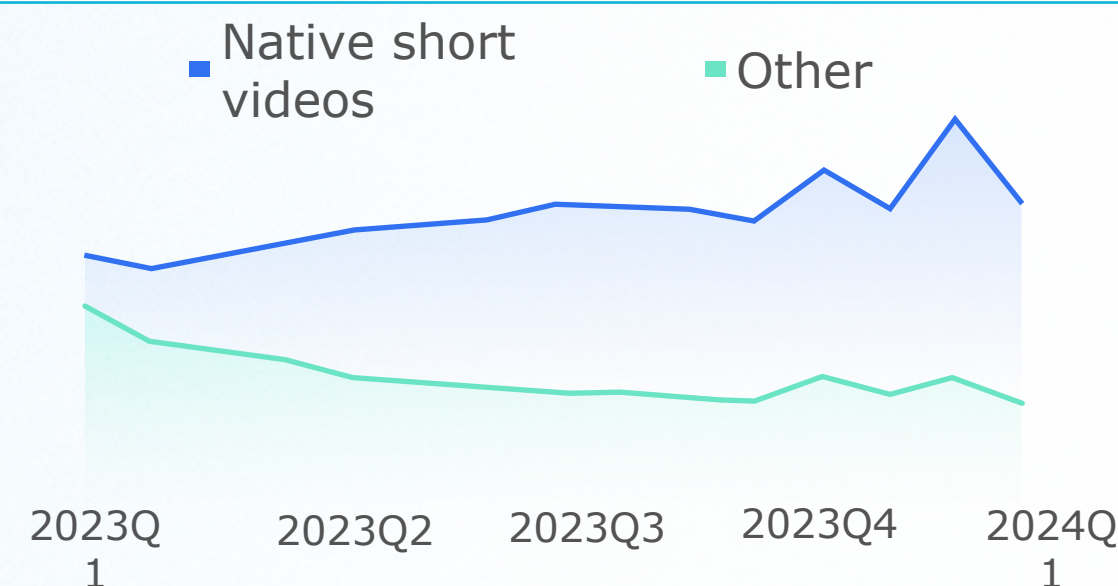
+13%
traffic

+26%
organic leads

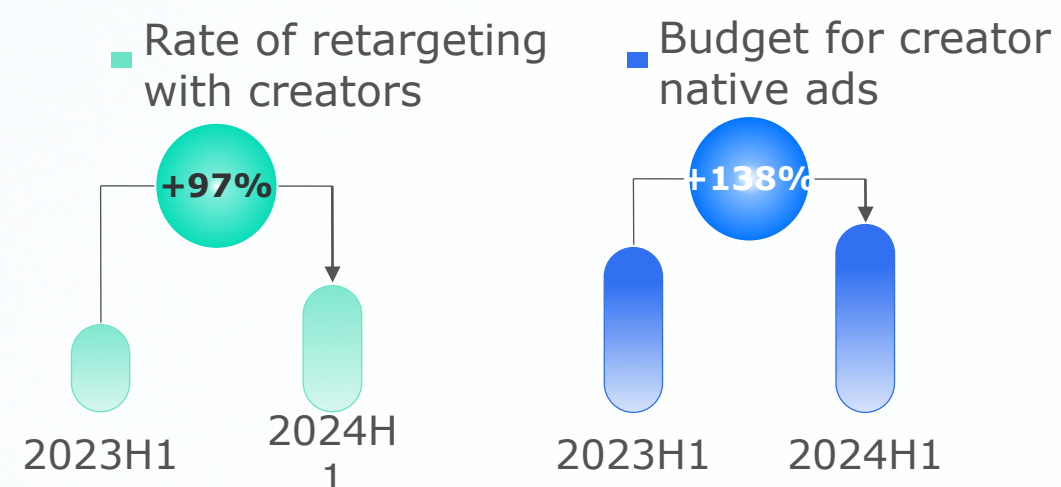
Rich content: Drives consumer interest and business opportunities

Native ads boost app download ad spend by 20%+

Increased app download budget

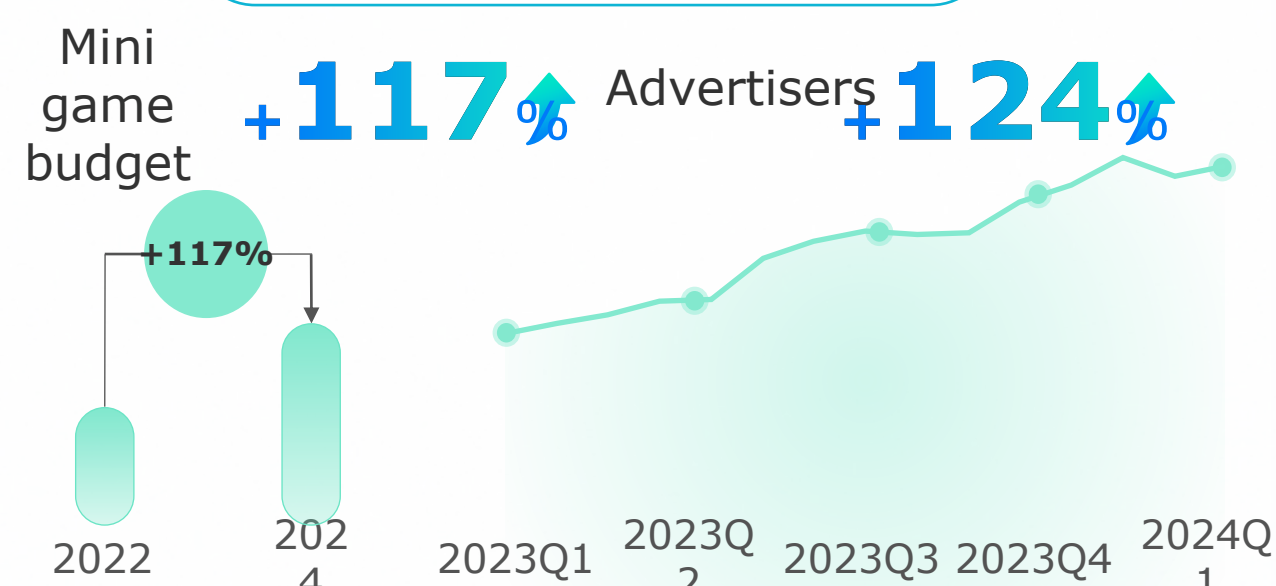


Achieve growth using both creator marketing and ads

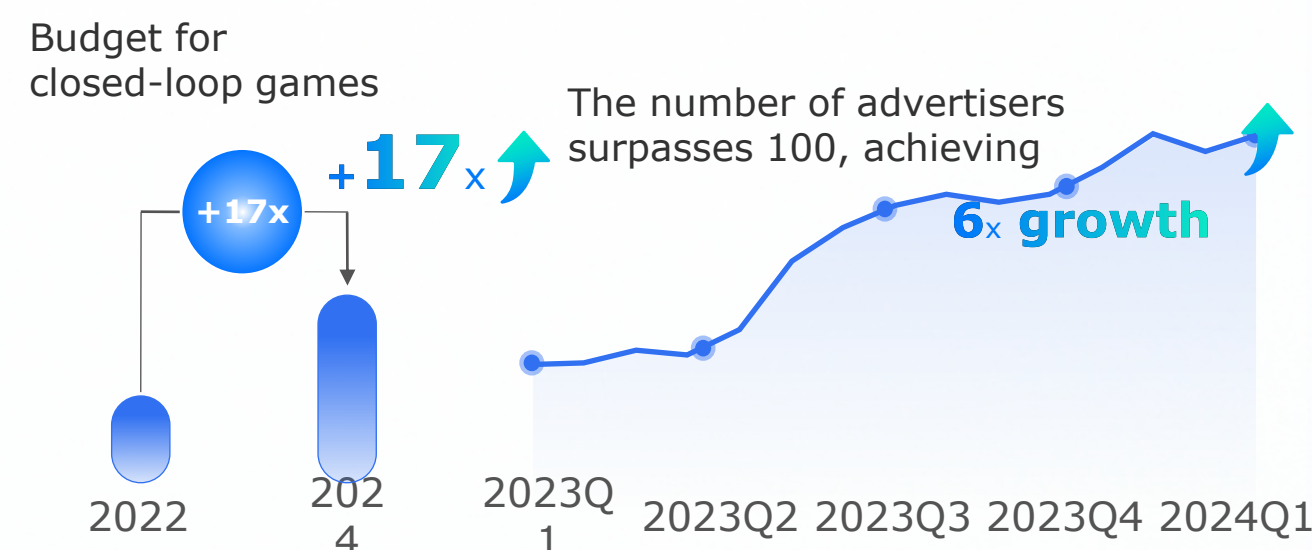


Growth rate of mini games/ Douyin mini games doubles

Mini games

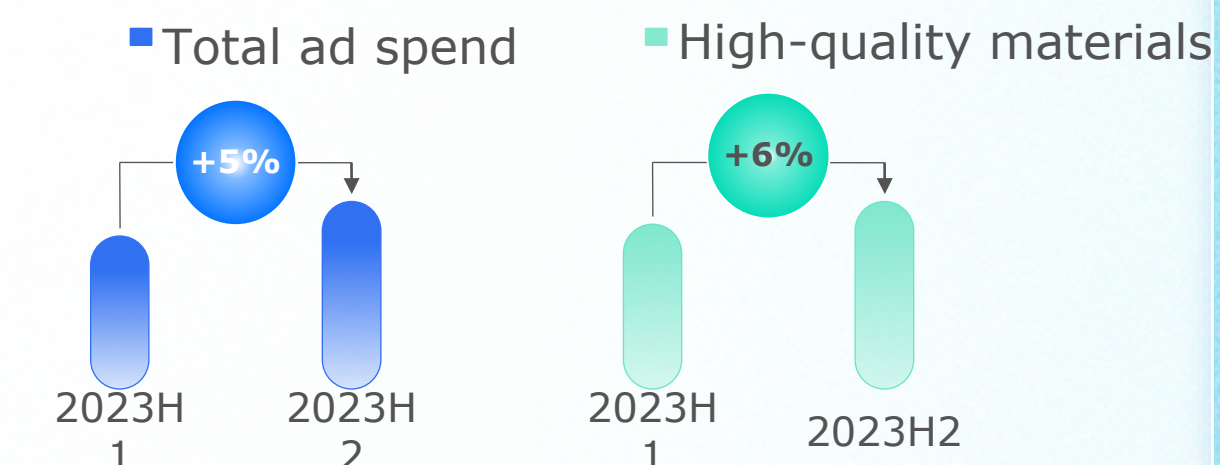


Closed-loop mini games

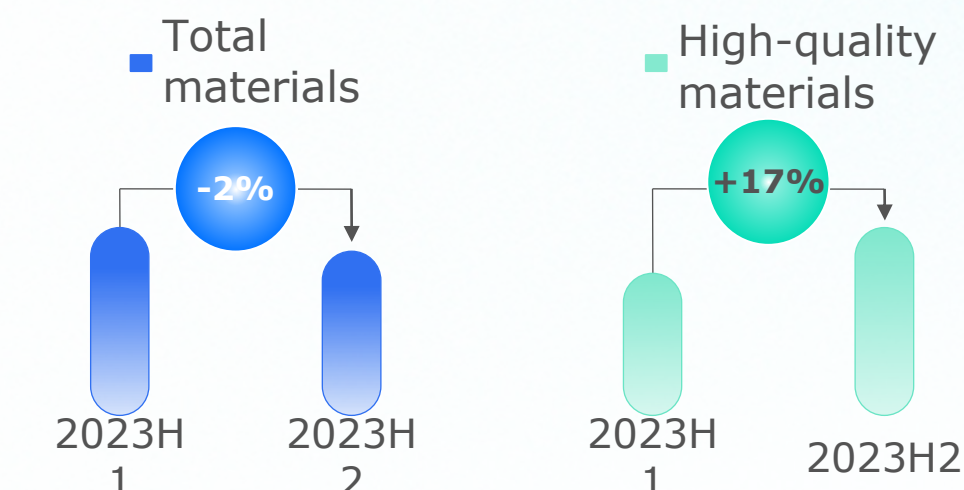


High-quality material growth drives overall ad spend growth

Total ad spend vs. Ad spend on high-quality materials



Total materials vs. High-quality materials



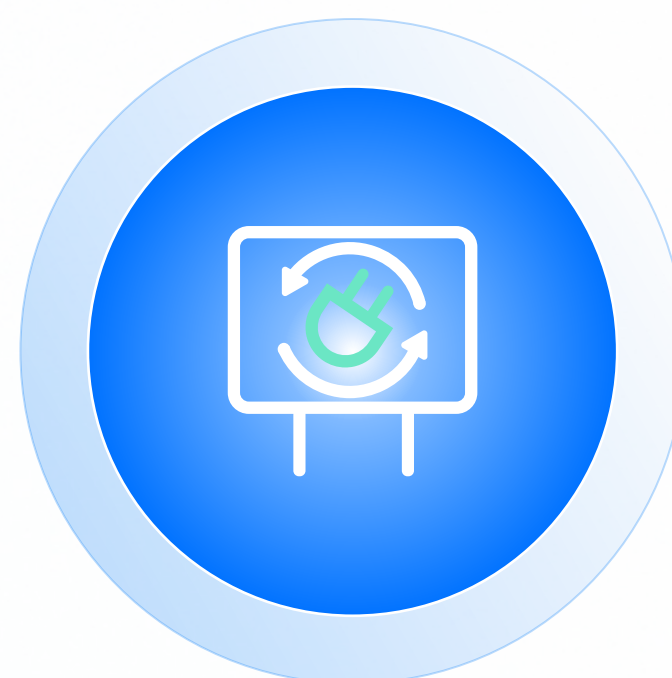
Strategy trend in the app download sector in 2024: Omnichannel collaboration for incremental growth

Leverage automated products and native ads to establish a solid foundation for sustainable growth



Operations
capability

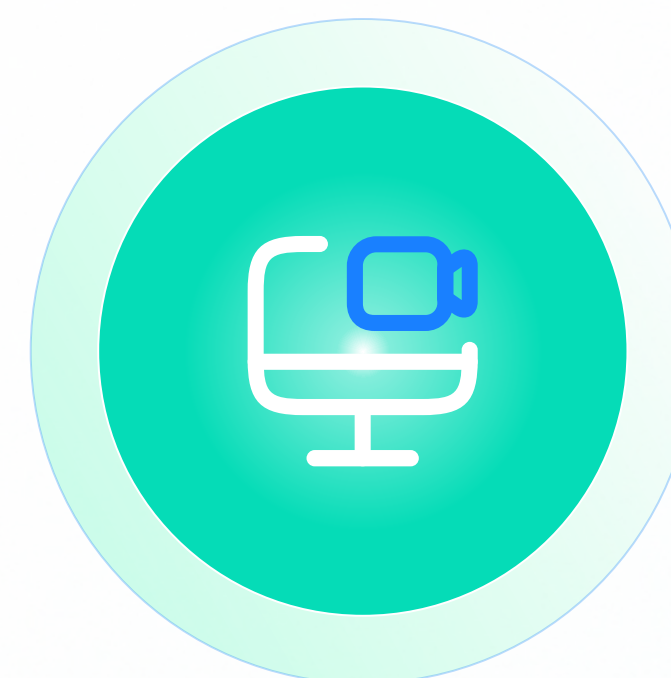
Fully native



Operations
capability

Automated

Explore incremental growth through omnichannel collaboration



Operations
capability

Full game lifecycle



Operations
capability

All skit types

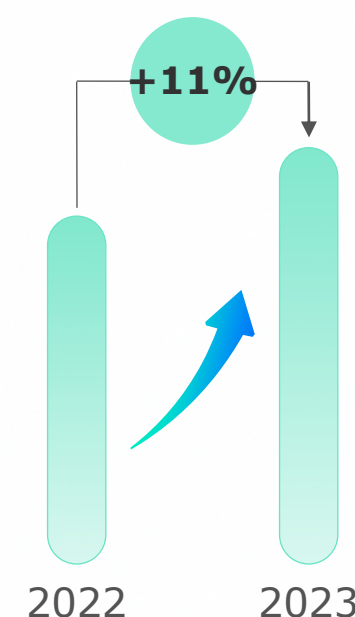
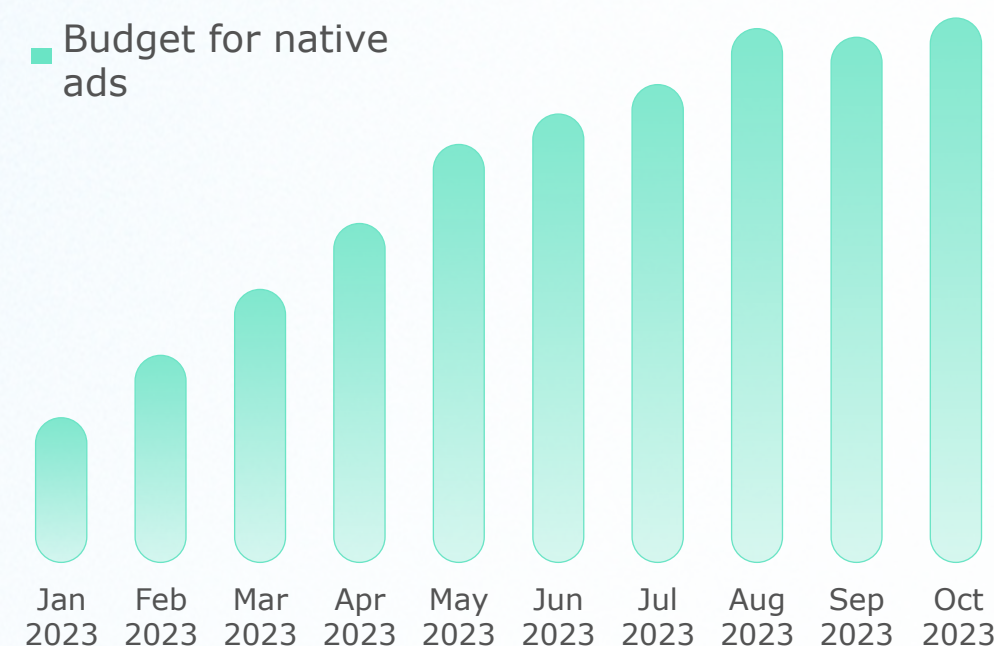
Maximizing content value through fully native and omnichannel traffic synergy

Unleash the true potential of traffic synergy through fully native

Omnichannel traffic synergy unlocks greater traffic potential

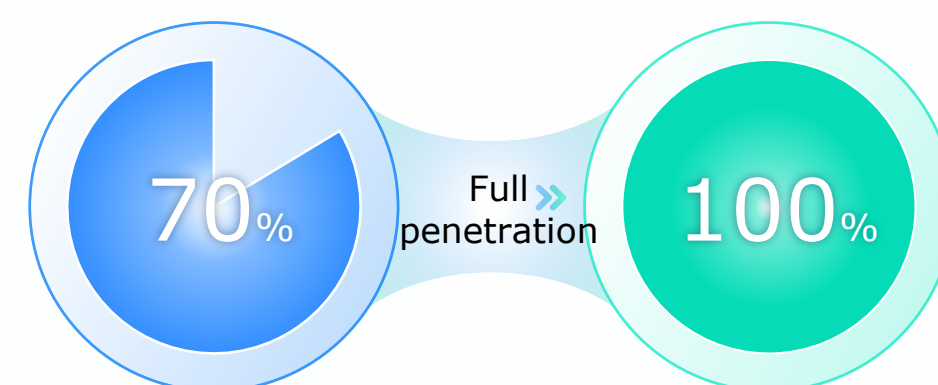
Compared with short-video users, livestream users demonstrate higher behavioral value

Budget for native ads

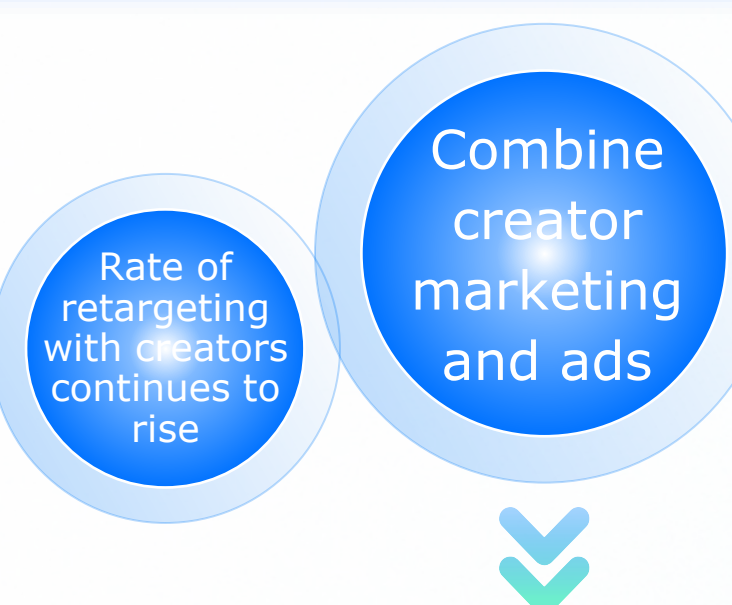


Native ads

Unified ad management and operations streamline processes and maximize results



Enable omnichannel traffic synergy through creator marketing



Advertisers

Higher ad delivery efficiency and stable ad costs across all channels

Service providers & creators

A more reasonable order distribution system ensures that creators receive fair compensation for their work

Platform

A groundbreaking creator monetization model fosters a stable supply-demand balance and empowers more customers to explore the benefits of creator marketing

Unlocking the potential of content through product automation, AIGC, and intelligent creative production



An intelligent creative production service driven by technology and data

Inspiration » Script and storyboarding » Video editing » Diagnostics & analysis



Co-create intelligent creative capabilities with partners

Image creatives

Video creatives

Website building tools



Production mode

One-click video creation

Material rendering

AI-generated scripts

Intelligent video generation

...

Capacity **10,000+** 
per day across the industry

Adoption rate **60%+** 
industry adoption rate of materials

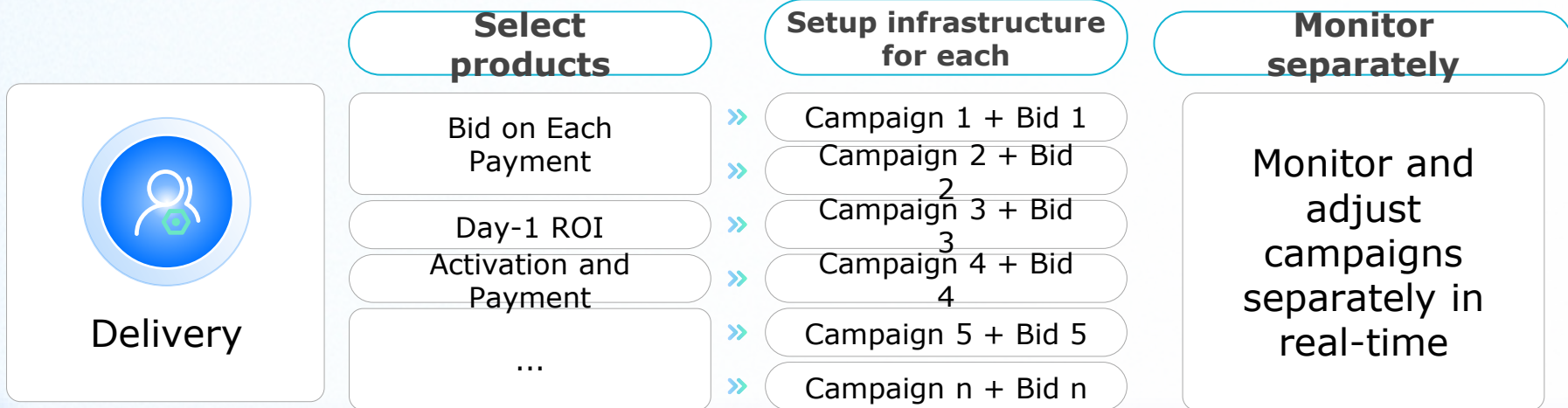
Popular creatives **12** **M+ CNY** 
of total budget

Achieving stable costs and enhanced conversion rates through product automation and the intelligent control capacities offered by UBMax.

Revolutionize campaign management, going from complex manual product selection to simple goal setting.

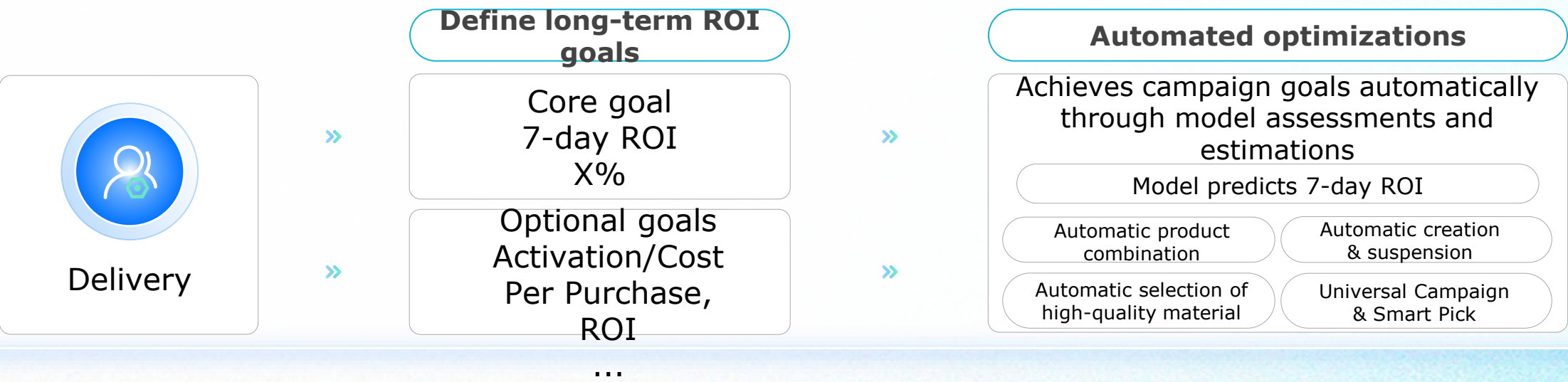
Advertisers manage campaigns by manually selecting multiple target products, setting individual bids for each, and adjusting ad groups manually.

Before



Advertisers simply define their long-term ROI goals (and any additional requirements), and the system automatically optimizes the campaign to achieve those goals.

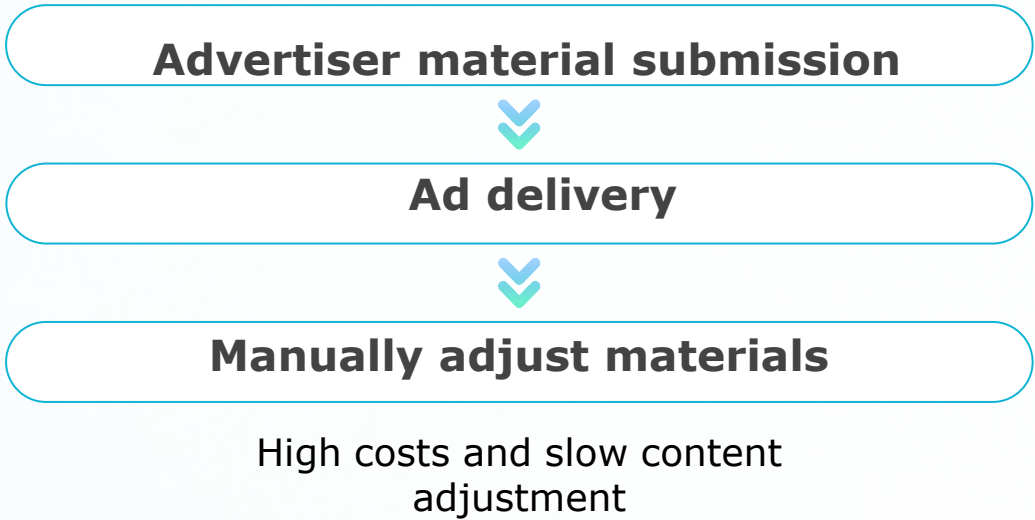
After



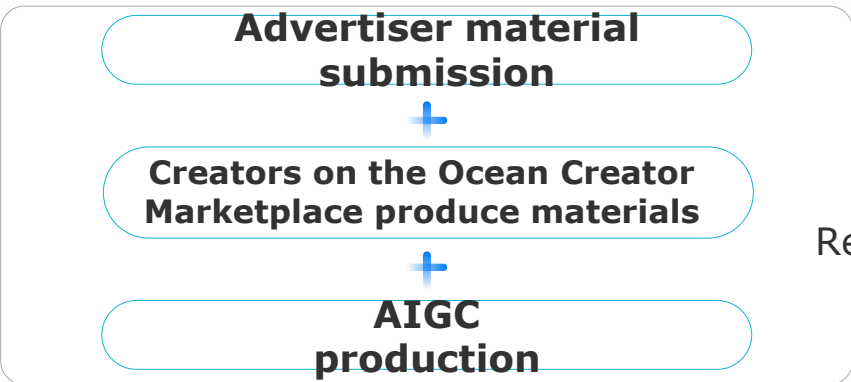
From "Ad Automation" to "Creative + Ad Automation"

Manual material production and adjustment

Before



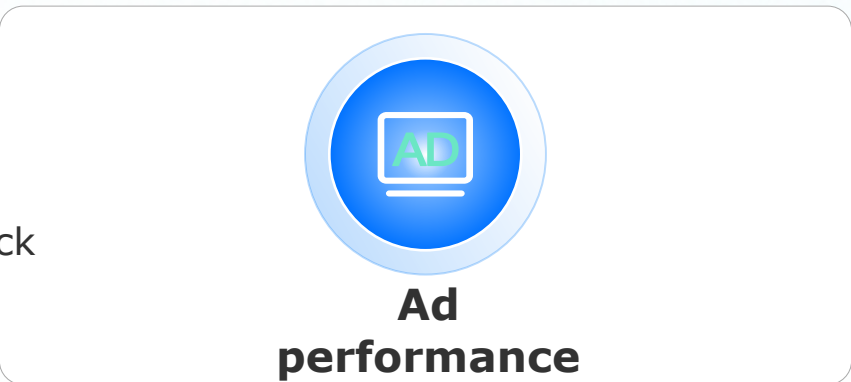
Automatic material production



Automatic material adjustment

After

Real-time production and delivery
Real-time adjustment based on feedback



A consistent material tag system for evaluating materials

Creating successful games through omnichannel marketing throughout their lifecycle

Omnichannel marketing tailored to game operations

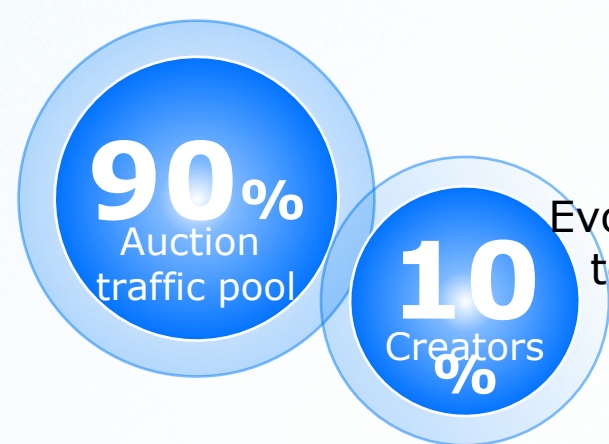
Before

WeChat mini programs

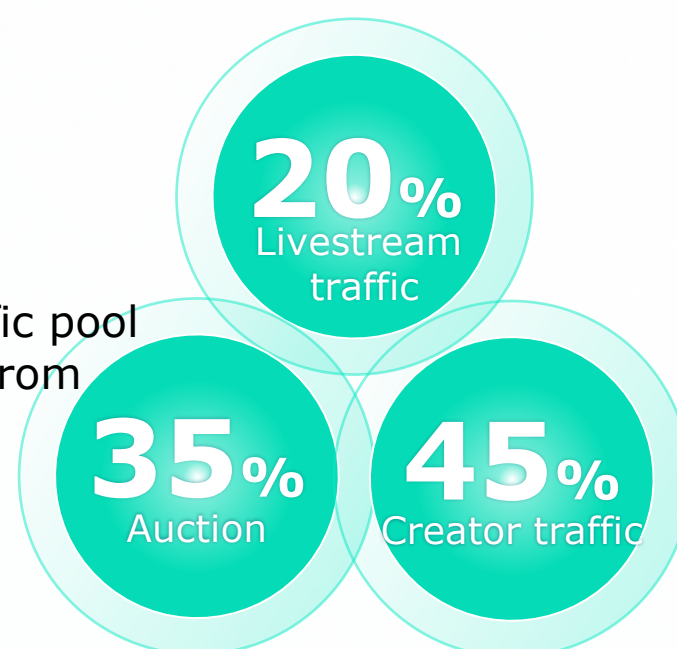


After

Douyin mini games/mini programs



Evolving from a single traffic pool to the synergy of traffic from multiple channels



Upgrade game launch strategies to meet full lifecycle user acquisition needs

Warm-up

Initial launch

Long-term operations

iOS/Android

3 months before launch

First month

Full lifecycle

Goals

Spark interest and build sales pipeline

Spark further interest and gain conversions while building momentum on all fronts

Continue to gain new audiences and maintain conversions

Account preparation:

Native ad delivery

Reserve ads for large-scale campaigns

Efficient conversions

Continue to acquire A2 audience

Creators on the Ocean Creator Marketplace

Leverage creators to spark interest and build a content library

Capture user attention quickly and cost-effectively with creator content

Refine creator selection and continue to spark interest among users with new content

Livestream

Select livestreamers and test selling points

Attract high-value users while implementing content marketing

Use top livestreamers to continue to engage users and gain conversions

Branding ad delivery

Secure resources and generate buzz through celebrity endorsements

Use branding ads and performance ads simultaneously to maximize reach

Continue to use branding ads and performance ads simultaneously to maintain business growth

01

**Technology-
driven**

02

**Deep
dive into
scenarios**

03

Seizing the opportunity

Implementing diversified strategies to yield
long-term value

04

**Making
informed
decisions**

Focusing on business outcomes while also ensuring long-term development



Strengthen
branding



Unlock the
value of
creator
content



Seize search
opportunities

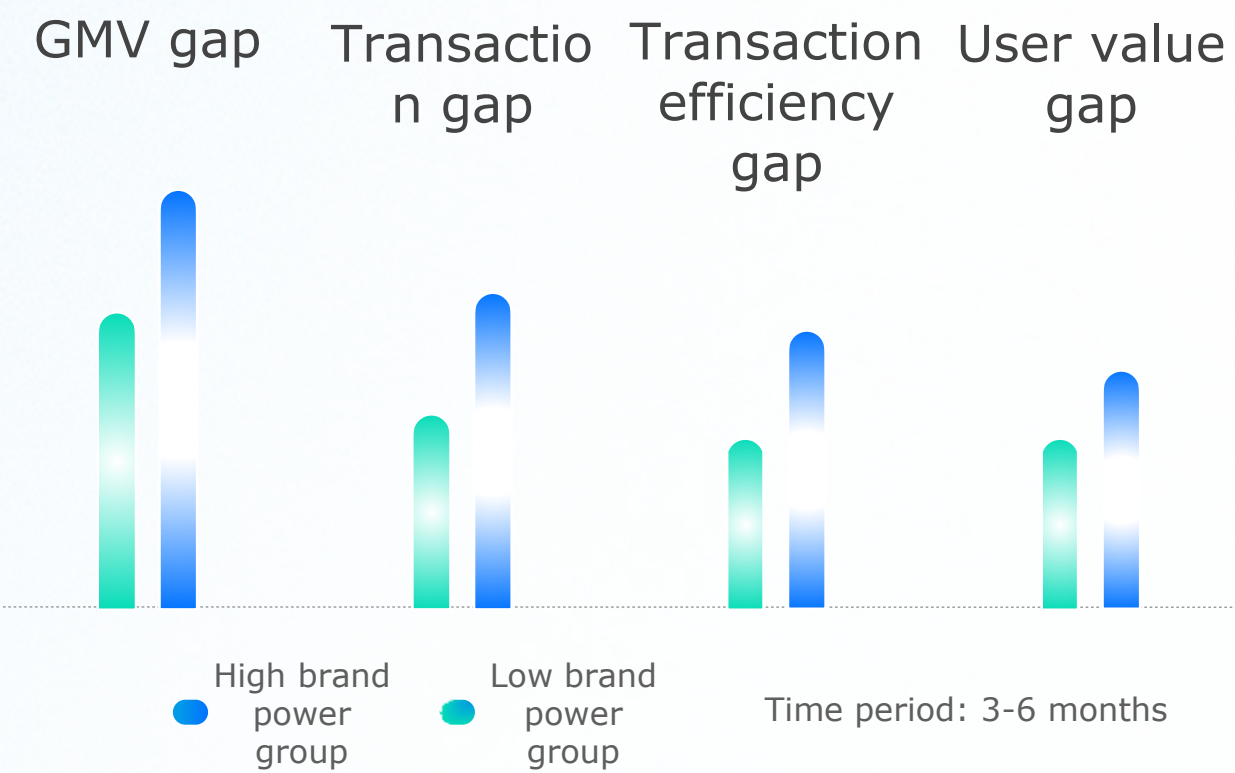


Use CSJ to gain
traffic across all
channels

Douyin: The preferred platform for brand marketing

The better the brand, the better the business

$$\text{Long-term business growth} = \text{Target audience} \times \text{CVR} \times \text{User value}$$



Achieve Douyin account seeding while providing value across all channels

$$\text{Douyin omnichannel value} = \text{Exclusive channel value} \times \text{Spillover value}$$



Consumer products



Local lifestyle



Lead generation (auto)

Brand ads deliver substantial incremental value

Exposure

Reaching users more effectively



cooperating customers

Seeding

Increased certainty



increase in conversions from seeding ads

Business

Widely adopted by e-commerce



increase in GMV

* Source: Ocean Engine

Helping brands tell great stories and empowering businesses to achieve greater success



Tell compelling brand stories

Reach audiences with greater precision, helping brands achieve marketing breakthroughs across various channels



Implement seeding across channels

Improve marketing effectiveness to create an efficient conversion path that drives interest and conversions



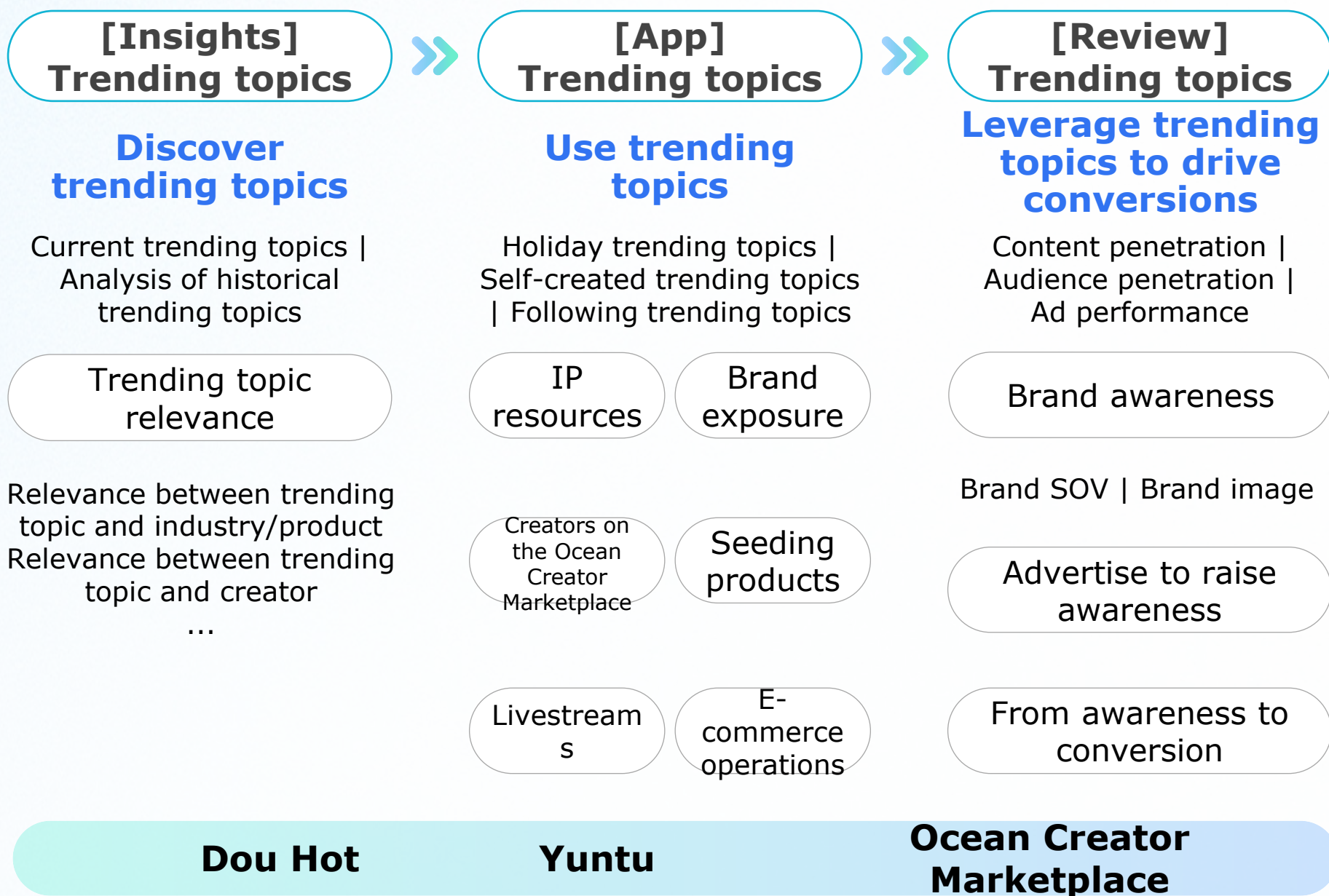
Seamless marketing

Use brand ad links for seamless marketing to stimulate new business growth

Tell compelling brand stories: Discovering and creating good stories

Discover good stories

Trending topics help brands create popular content



Create good stories

Diverse high-quality content, brands collaborate to create trending topics



Ocean Creator Marketplace covers a wide variety of verticals and leads industry trends



139%

YoY increase in creators on Ocean Creator Marketplace in 2023

40k

creators in the beauty, mother & baby, and clothing verticals

Tell compelling brand stories: Amplifying reach and boosting brand SOV

Boost SOV: Capture attention and improve both reach efficiency and quality through strong impressions and precise targeting

First View-CPT + TopView



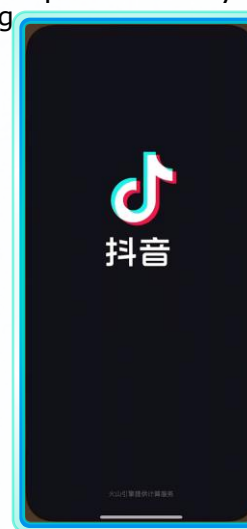
Reach efficiency
+92% ↑
precision in audience targeting

Reach efficiency
+58% ↑
CTR vs. industry average

Product awareness
+61% ↑
average daily users who search

Innovative formats for holiday events

Naked Eye 3D
+135% ↑
daily searches post-delivery



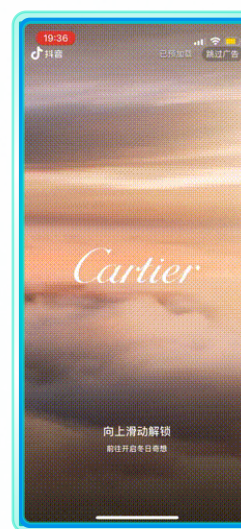
Recommended for beauty/cosmetics/luxury goods

Love Confession Balloon
+133% ↑
CTR vs. regular formats



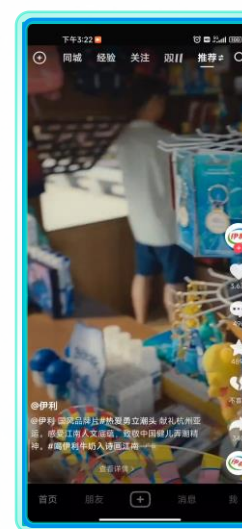
Recommended for beauty/F&B/local

More Than One Screen
+9.8% ↑
CTR



Recommended for luxury goods

Trending Topic Animated Effect
+4.5x ↑
CTR



Recommended for F&B/FMCG

Reach a broader audience: Maximize ad exposure and impact by targeting diverse audiences with content targeting and real-time retargeting

Douyin E-commerce Takeover + Real-Time Retargeting



Increase target audience reach to drive conversions

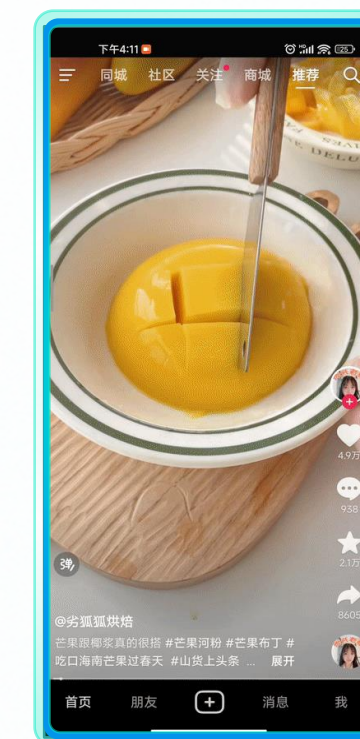
Keywords with high user intention

Product keywords +99% ↑
General keywords
Expanded keywords
share of acquired 5A users

Splash ads

Splash ad is displayed at least once a day
-43% ↓
PV cost vs. industry average

Interest Refeed



Boost content engagement through retargeting to attract new users

Content targeting

+10% ↑
engagement rate

Determine user's interest

-30% ↓
cost of acquiring A2 users

Instant retargeting

Show ad within 30 minutes or in the next view
+39% ↑
search rate

Tell compelling brand stories: Amplifying reach and boosting brand SOV

Evolve from a brand accelerator to end-to-end marketing across scenarios
by enabling high-frequency interactions

Capitalize on emotional interactions

Create a Valentine's Day mood

520/Qixi IP + Innovative
format
(Love Confession Balloon)

Drive engagement and boost search

Trending topic IP
+ Innovative format
+ Mystery Boxes + Brand
Zone

Use fun games to engage all users

CNY + Gift envelope
game
+ Super Comment

Format for holidays



Love Confession
Balloon

Get a head start on new products

Massive product exposure

Douyin Hashtag Challenge
+
Wonderful Life 100+

E-commerce product seeding

E-commerce IP +
Crowdsourced sample test
+ New product lab

Seeding via reviews at physical store

Creator IP + In-store
product seeding
+ Creators on the Ocean
Creator Marketplace

Interactive IP



Douyin Wonderful Life
100+

Ride the wave

Immersive interactions stimulate user interest

Hot IP + Direct Interaction
+ Lite Missions

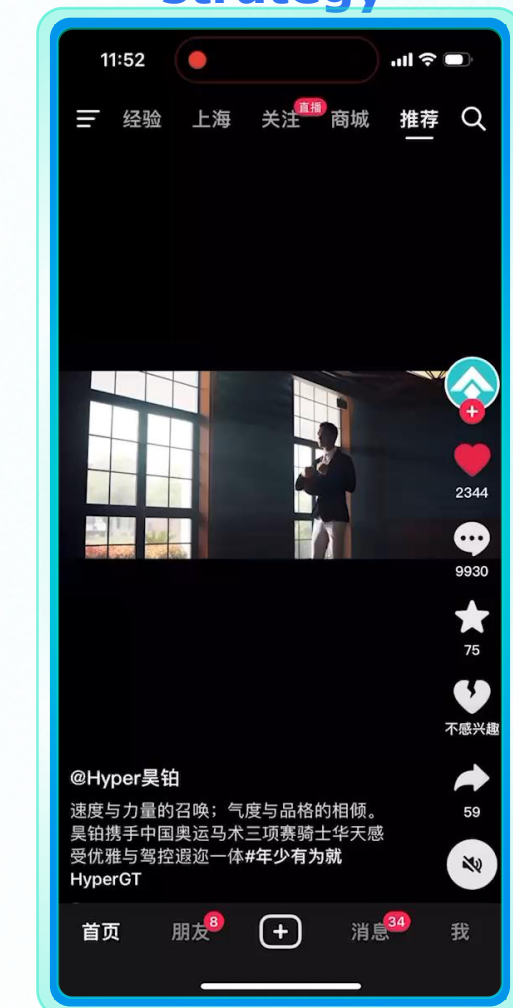
Engaging quiz sparks interactions

Trending topic IP
+ Innovative format
+ Mystery Boxes + Brand Zone

Retarget with content

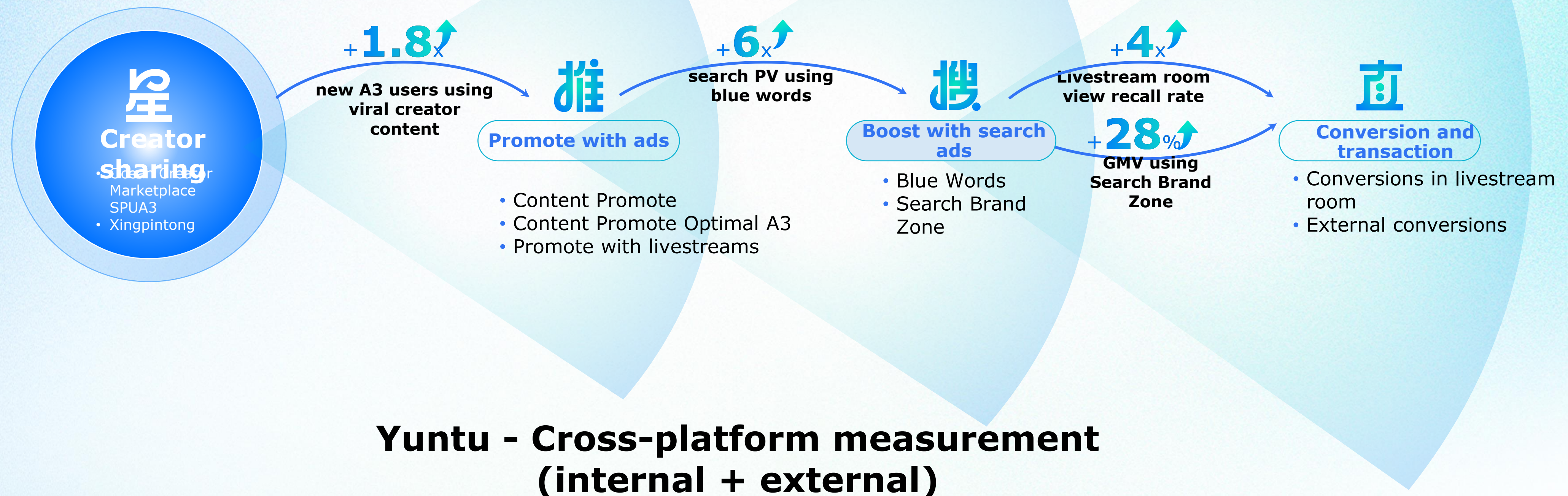
Entertainment IP
+ Innovative format
+ Interest Refeed

Innovative strategy

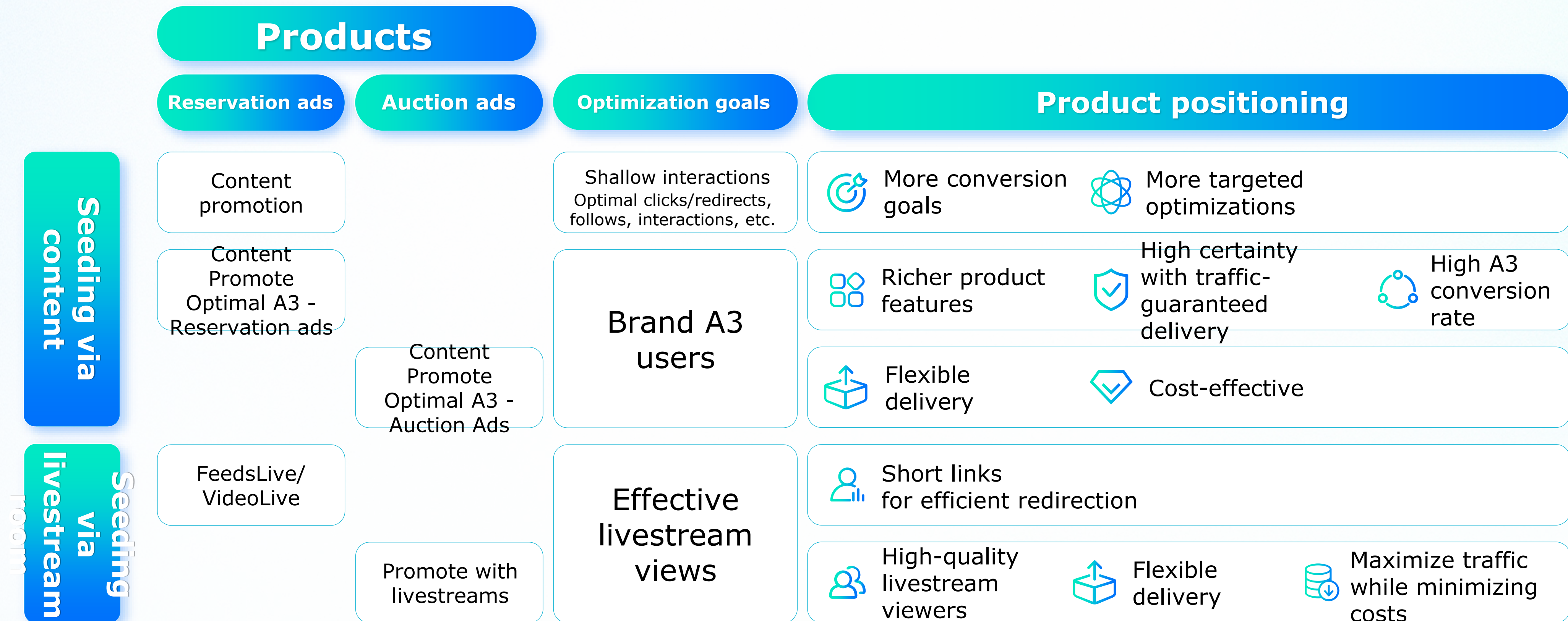


Seeding through
Q&A

Implement seeding across channels: Golden formula for seeding on Douyin – Creator marketing + Regular ads + Search ads + Livestreams



Implement seeding across channels: A comprehensive set of products for seeding that drives interest and conversions



Creator collaboration is key to achieving marketing success

More
creators



+**139%**
creators YoY

More
orders



+**84%**
creators YoY

Continuous
growth



+**15PP**
onboarded creators
with over 10,000 followers

Enables
efficient
seeding

40%

Proportion of Brand A3
users acquired through
Ocean Creator Marketplace

+**27%**

A3 → and A4 conversion rate
(Ocean Creator Marketplace
vs. other touchpoints)

Stimulates
searches

16%

Proportion of users who search
after watching Ocean Creator
Marketplace videos compared to
total search users

44%

search PV from users after
watching Douyin Creator
Marketplace videos

Boosts
revenue

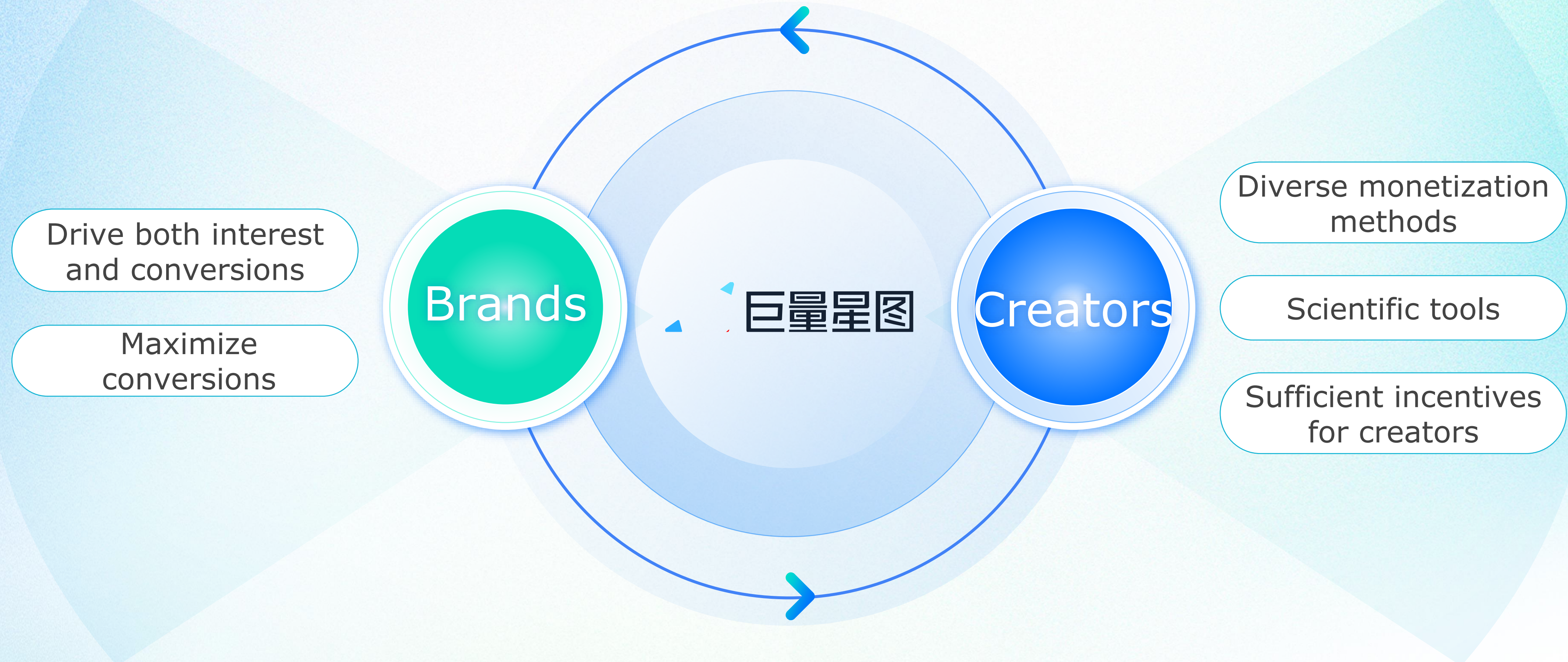
+**415%**

7-day GMV of users who
search after watching Ocean
Creator Marketplace videos

36%

Consumer products
From the spillover in Ocean Creator
Marketplace product seeding

Quality content drives business success: Fostering mutually beneficial growth for creators and brands



Maximize conversions: Deep dives into business scenarios for multiple industries

Publisher programs x CPX performance

Industry

Gaming

Short dramas

Fiction

Automotive

...

Marketing goal

Download

Leads

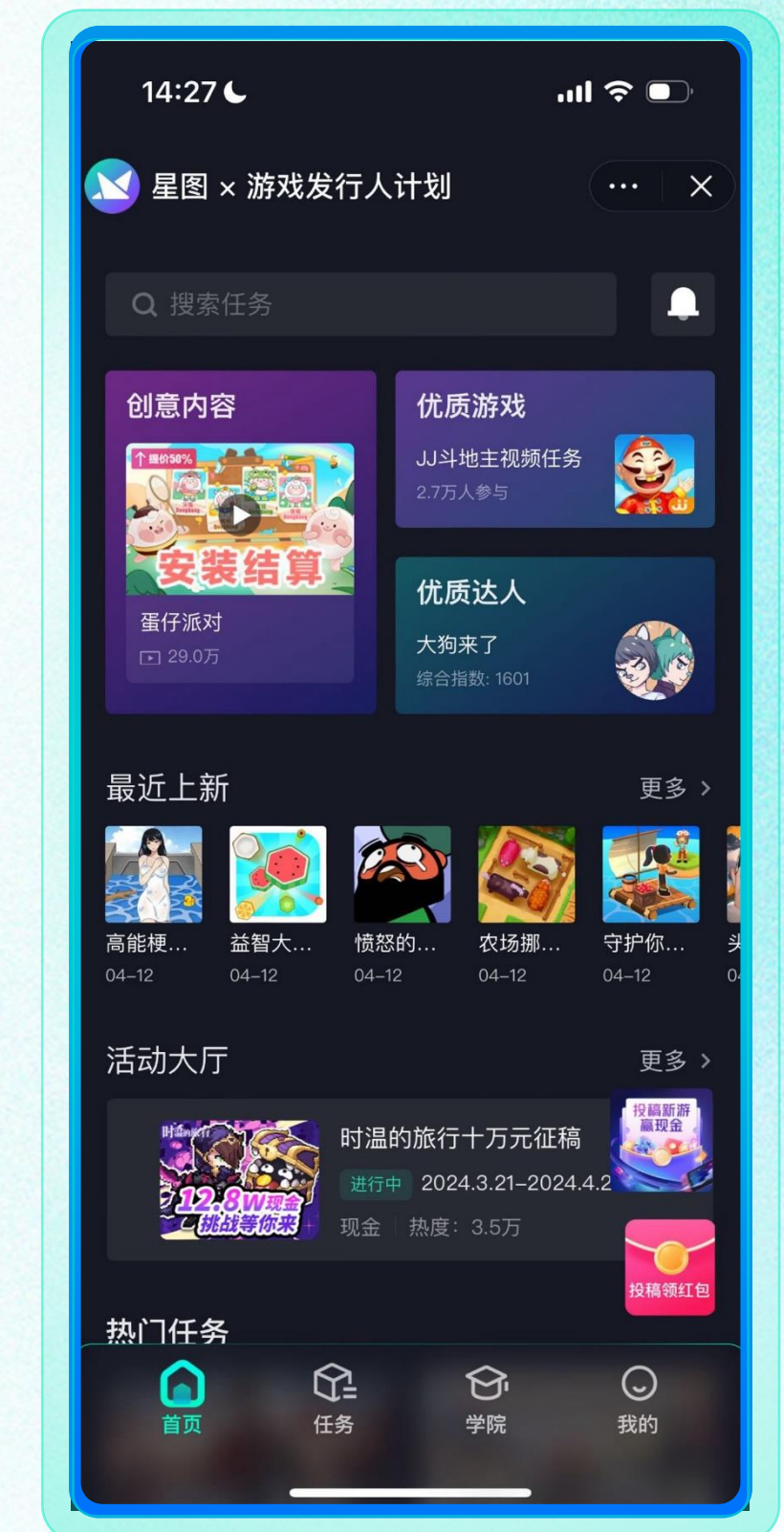
Activations

Transactions

...



Short drama
publisher



Game
publisher

Douyin Search has become the go-to search engine for everyone

Douyin Search is increasingly
popular among Chinese users

3_x

searches on Douyin
over 3 years

7 times

average daily searches
per user

Users who search have a high
intent to buy across scenarios

E-commerce

60%

Buy after
search

Local

36%

Group purchase
after search

Leads

29%

Book or
consult after
search

Download

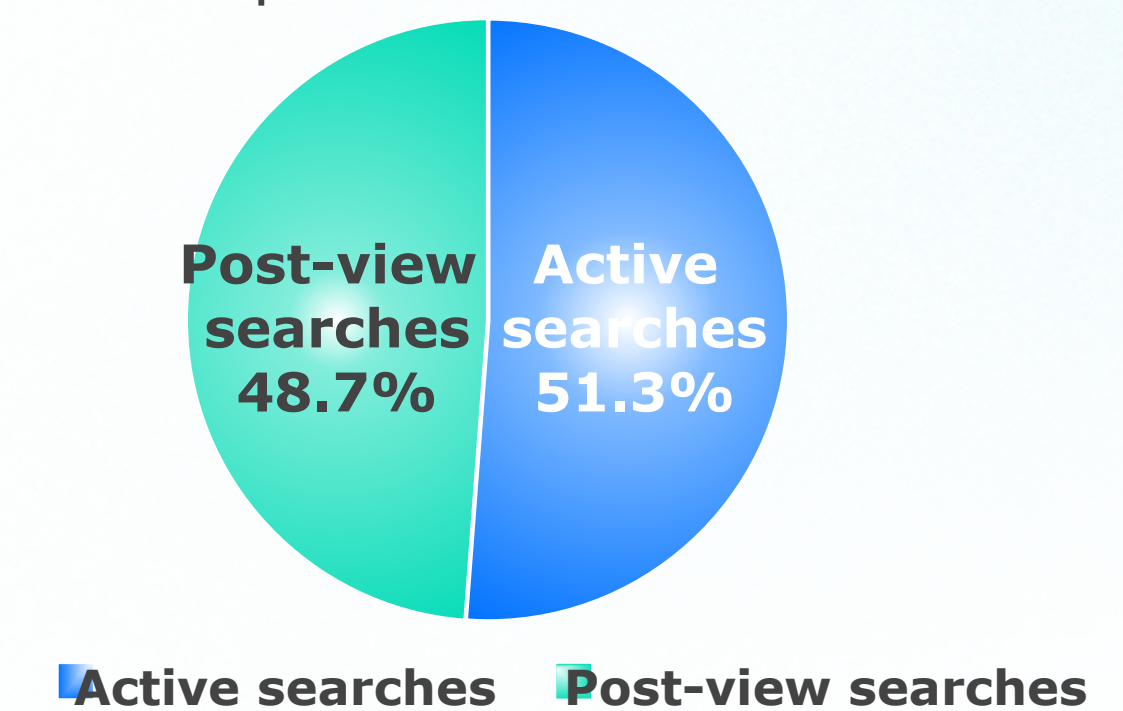
21%

Download
after search

More and more users
actively search on Douyin

More post-view search
users actively search on Douyin

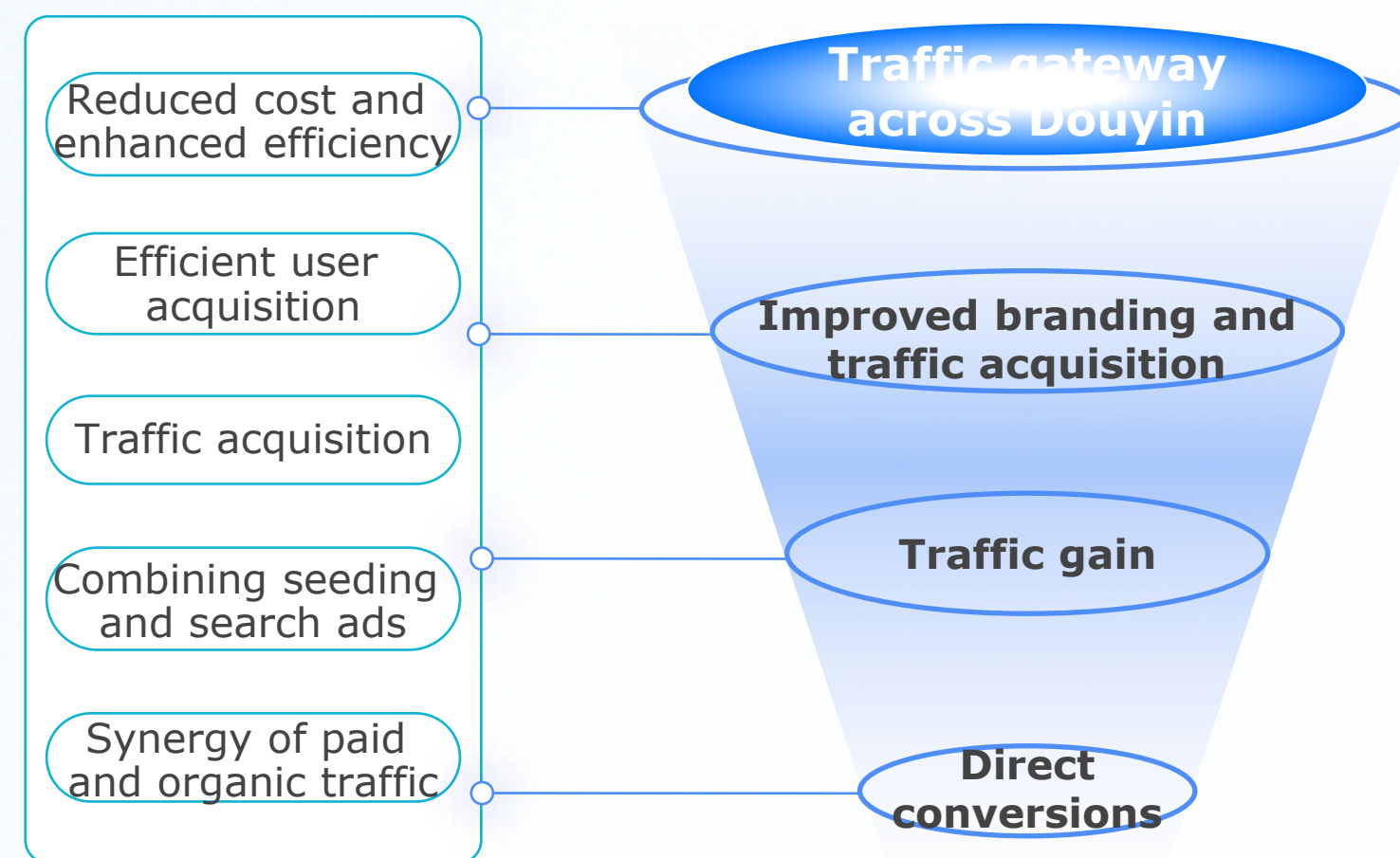
Distribution of active searches
and post-view searches



Ocean Engine Search:

The essential gateway for business growth

As the traffic gateway for all of Douyin, Ocean Engine Search empowers brands and businesses to easily acquire traffic and maximize the impact of their marketing efforts by combining seeding and search ads, and enabling synergy between paid and organic traffic.



Improved branding and traffic acquisition

Boosts brand awareness and captures search intent

Search Brand Zone



TopView ads



Traffic gain

Complete the conversion path to tap into traffic from both feed and ranking streams for greater

Complete conversion path

Seeding



Search



Product sales

Encourages users to search
Achieves conversions faster

Direct conversions

Efficient traffic gateway for capturing targeted audiences and driving conversions

Product cards



Group purchase cards



Service cards



Branding

Creator
marketin
g

Search
marketin
g

CSJ



CSJ offers a one-click omnichannel marketing amplifier for Ocean Engine

+ **11** %

daily ad requests

+ **10.8** %

onboarded media accounts

+ **19** %

daily clicks

+ **39** % 

ad spend YoY in 2023

**Omnichannel
solutions for various
scenarios**

Unlock diverse traffic sources
to satisfy omnichannel marketing needs

**Synergy of marketing
assets**

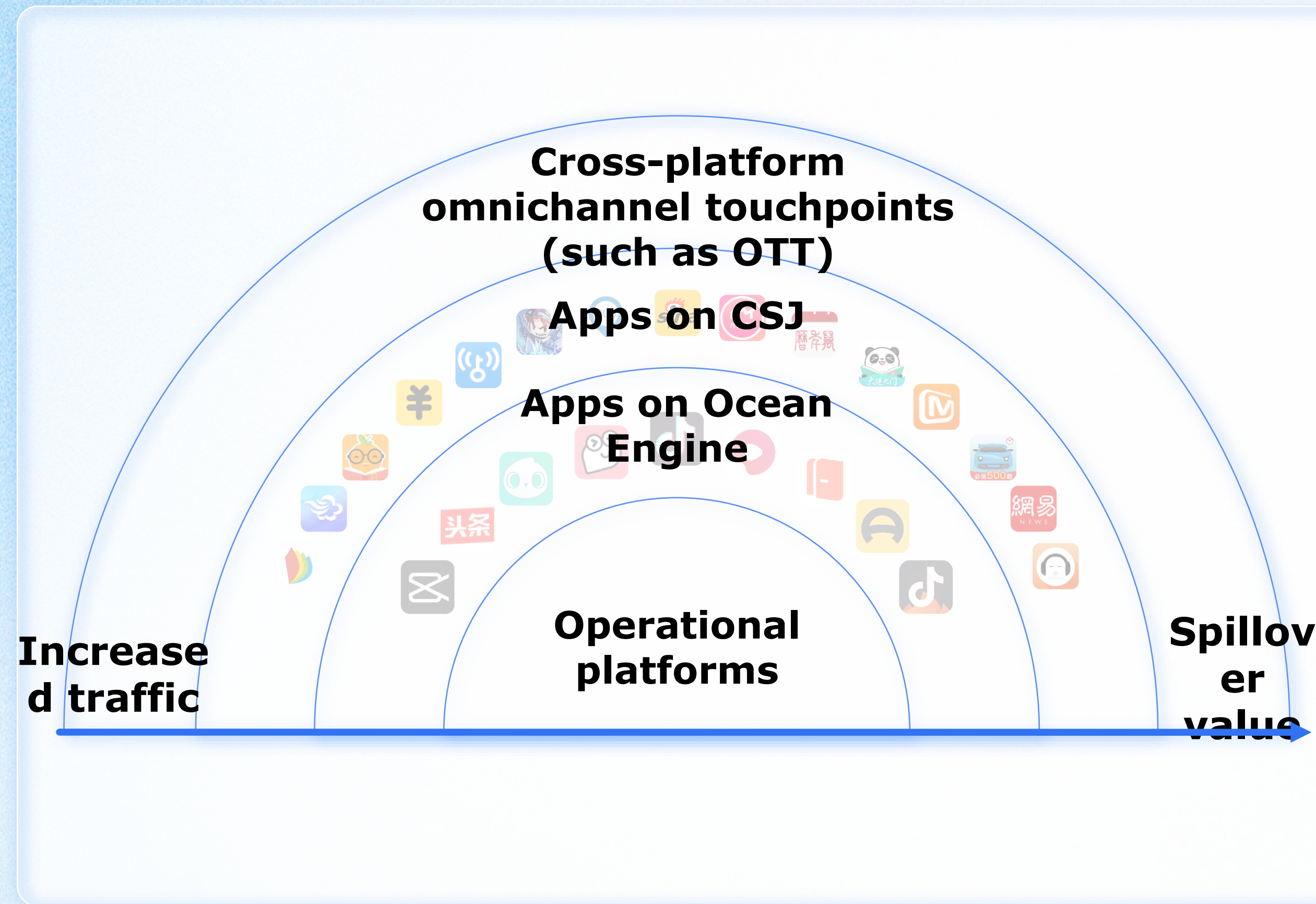
Optimize targeting to reduce costs and
improve efficiency while unlocking synergistic effects

**Marketing capability
iteration and
innovation**

Continuously innovate product capabilities
and technologies to provide better
industry-specific solutions

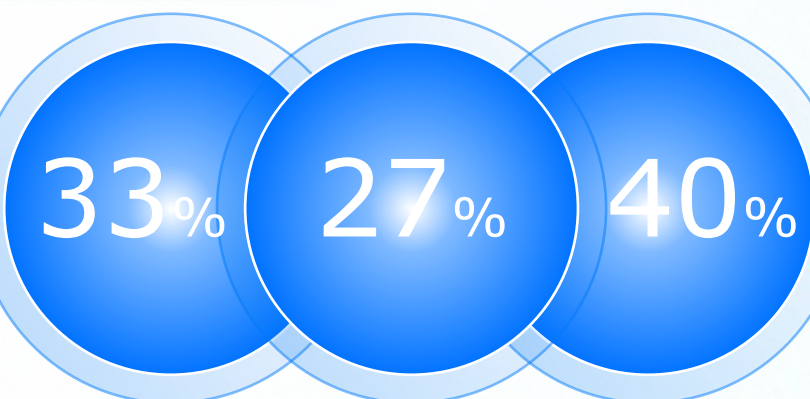
* Source: CSJ

Ocean Engine and CSJ jointly provide omnichannel solutions for various scenarios to explore new growth opportunities



Break out of
the circle

Reach a wider
audience



User distribution of
Ocean Engine and CSJ

Cross-platform
growth

Diverse traffic
channels

Mobile



OTT



01

**Technology-
driven**

02

**Deep
dive into
scenarios**

03

**Seizing the
opportunity**

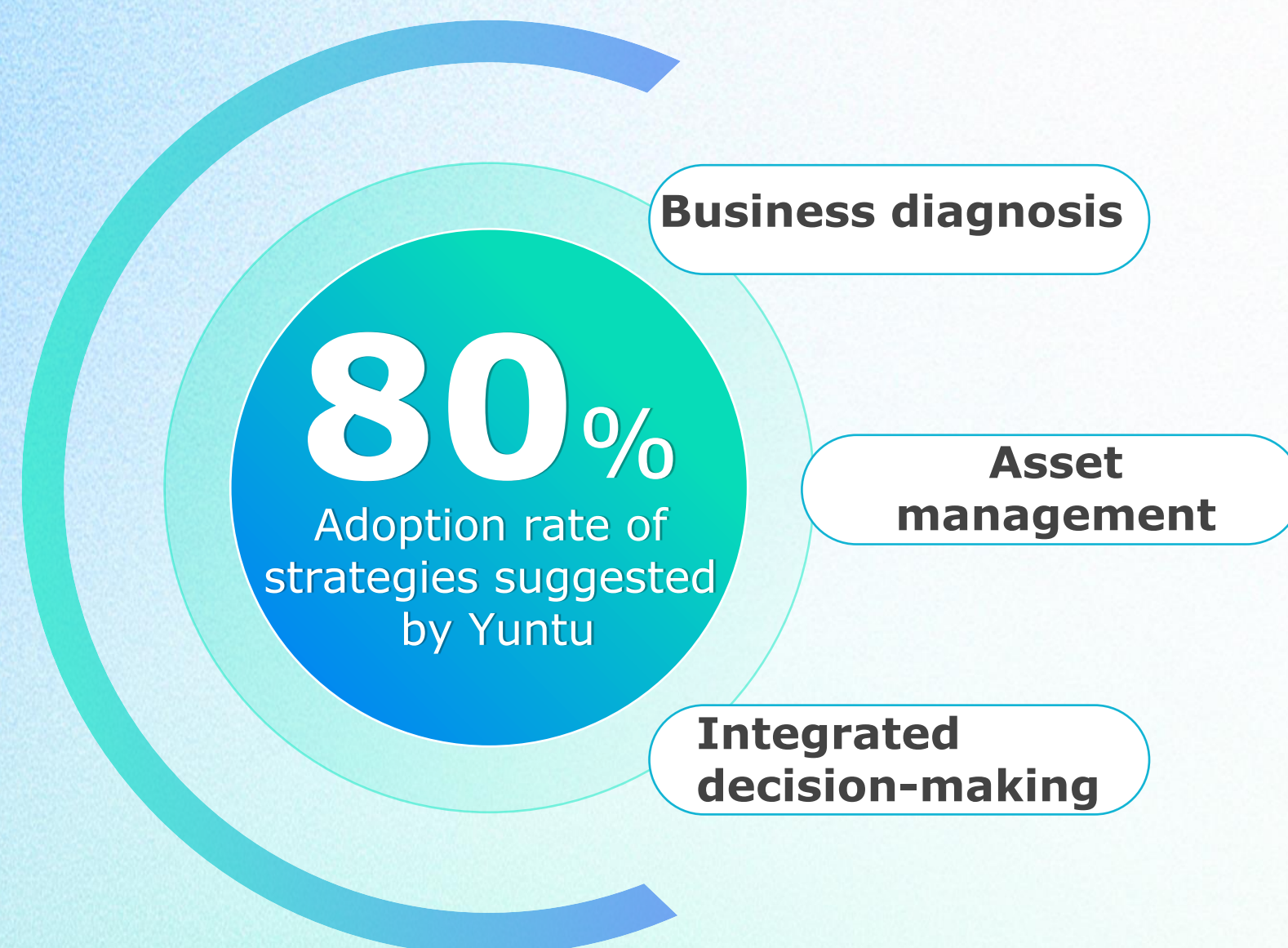
04

Making informed

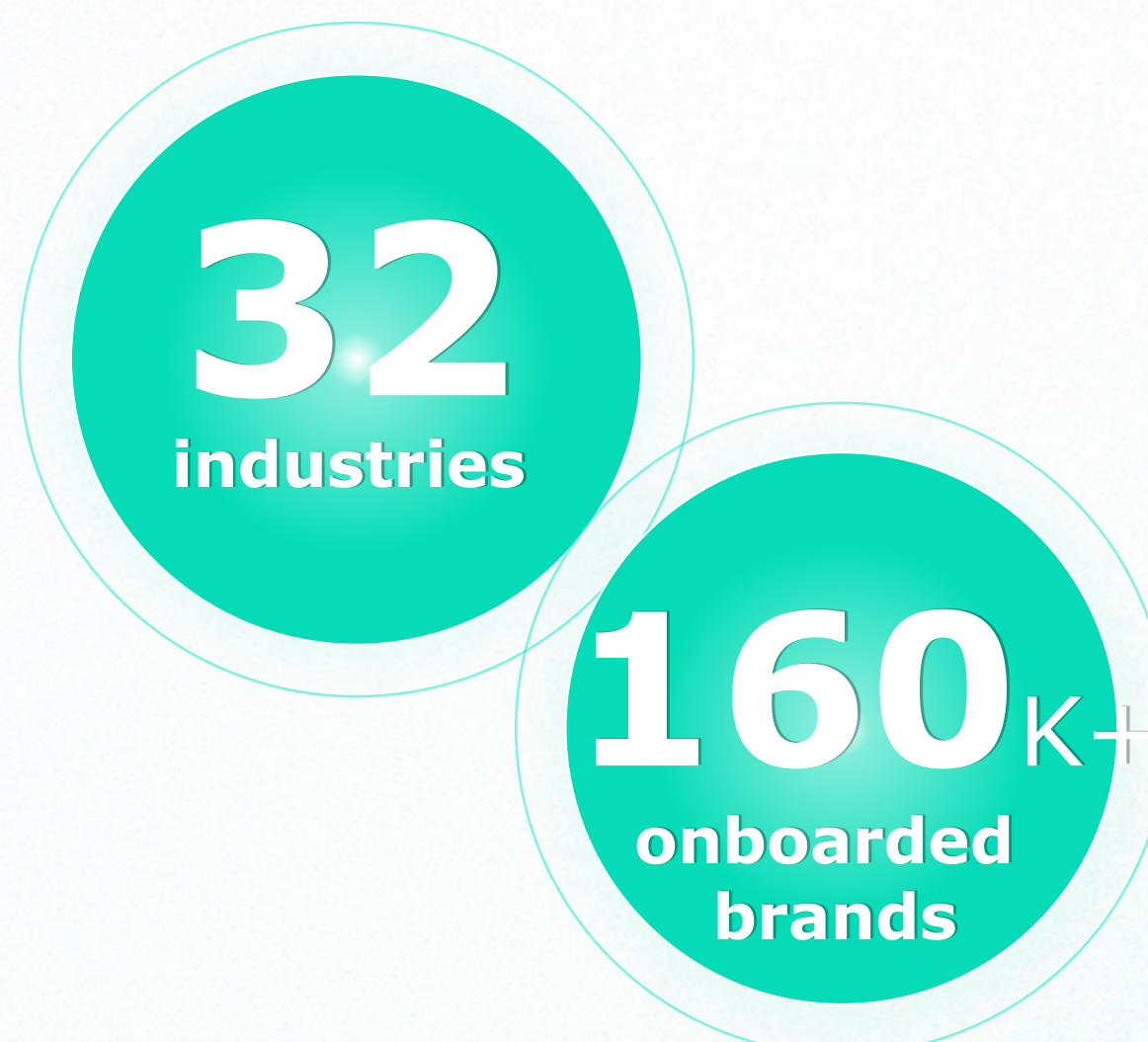
Powering sustainable growth through
a data-driven approach

Making informed decisions to drive business growth

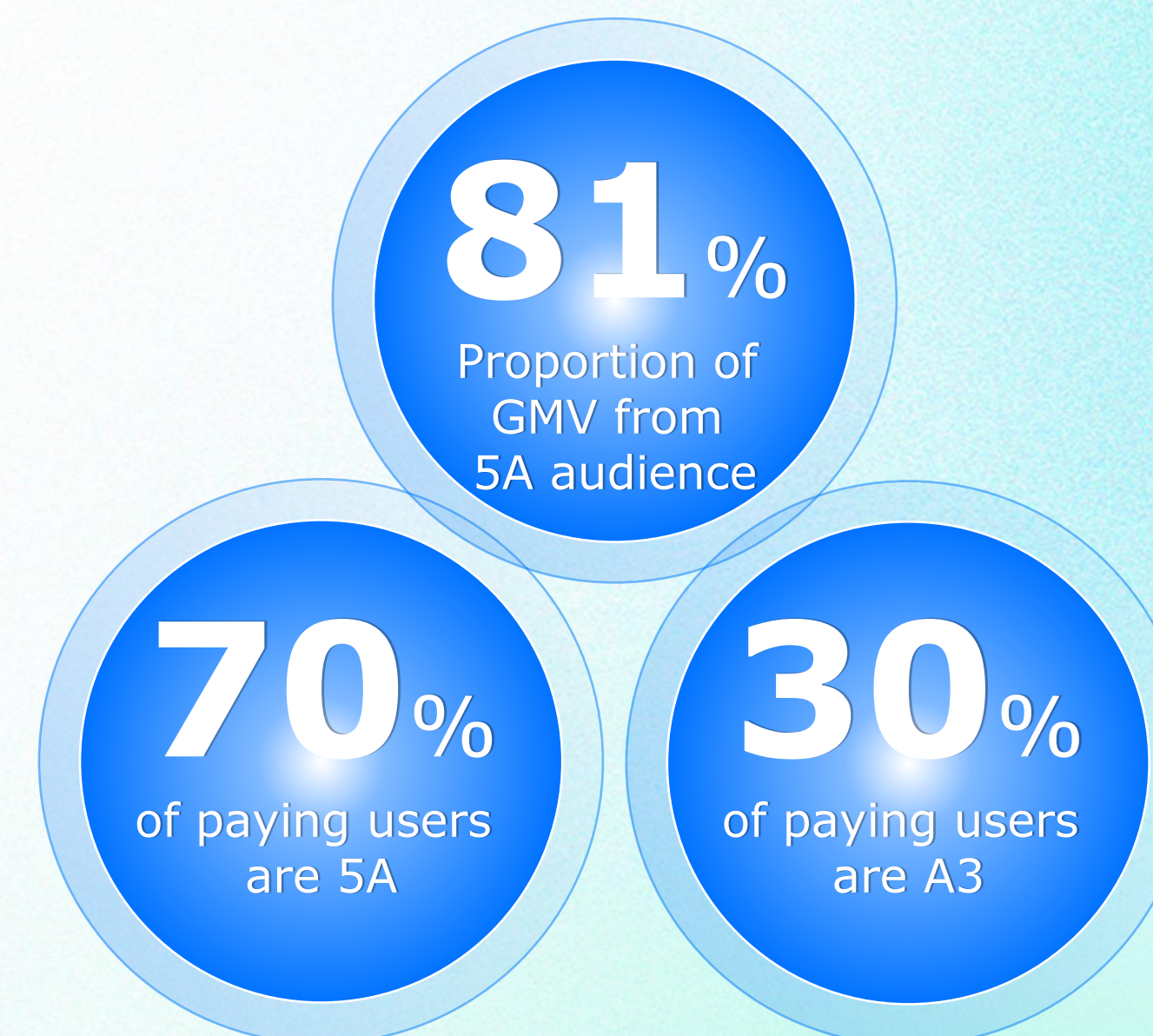
Enable informed decisions
in any scenario



Serve a broader range of
industries and businesses



Drive business growth

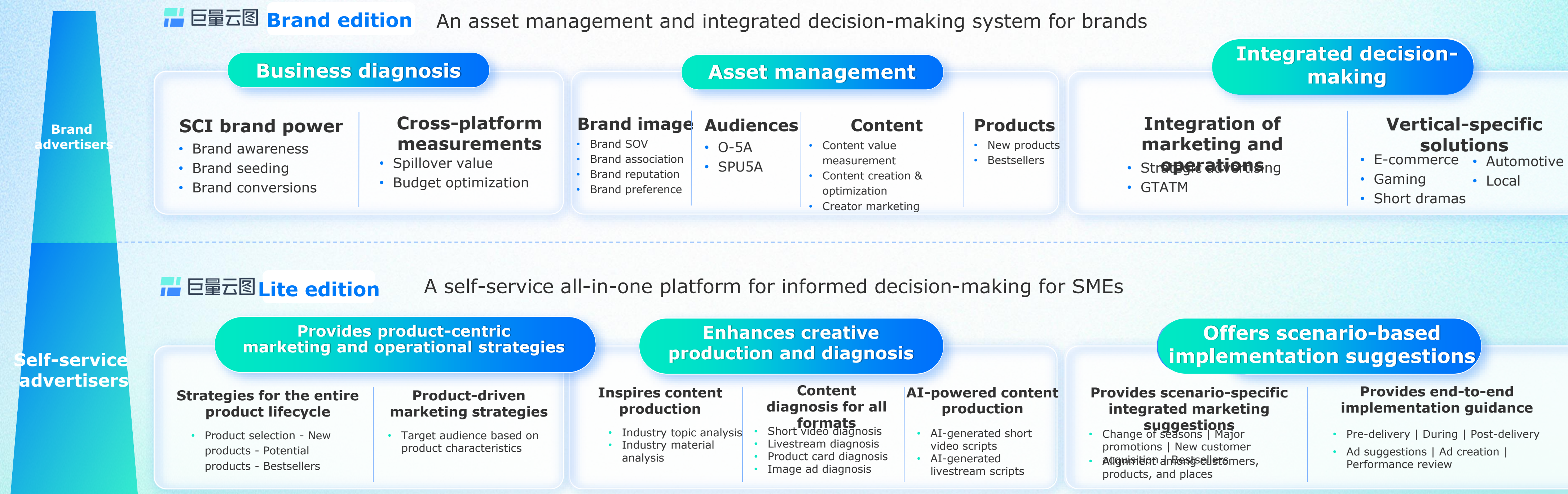


* Source: Ocean Creator Yuntu

Leveraging insights for informed decision-making



Ocean Marketing Science: The engine for smarter business and marketing decisions



Cross-channel measurements: Accurately measuring Douyin's value across channels

Front end of the conversion path: Douyin

Raising consumer awareness

Brand ads

Creator marketing

Auction ads

Other touchpoints

Ocean Engine's cross-channel measurement solution

Scientific attribution model

MTA

MMM

Products

Cross-platform measurements
Search | GMV | Traffic

Back end of the conversion path: all sales channels

Conversions across channels

Closed-loop

Douyin e-commerce

Spillover

Other e-commerce
platforms

Physical stores

Other channels

Operational guidance

Audience

Spillover of 5A

Spillover of old and new customers

Demographics

Product line

Insights on spillover for product lines

Product-specific insights

Budget allocation

Cross-channel budget allocation

Provide budget allocation suggestions for each marketing touchpoint on Douyin based on metrics across channels

Douyin's value across channels allocation within Douyin



Auction ads

Creator marketing

Brand ads

Covered scenarios

E-commerce

Local

Lead generation

Brand image: Building brand awareness and recognition to create brand assets

Business scenario

New product launch

Brand upgrade/
rebranding

Smart retargeting/
competitor interception

Reputation
& public opinion

Core metrics
adopted
throughout
diagnosis & review



Brand SOV

Industry SOV



Brand association

Brand selling points



Brand reputation

Brand/product line reputation Potential competitors/brand advantages



Brand preference

Drill-down to product/competitor/industry level

Strategy output

01 Brand strategies

Market SOV | Branding opportunities and brand positioning | Public opinion monitoring | Raising consumer awareness

02 Touchpoint strategies

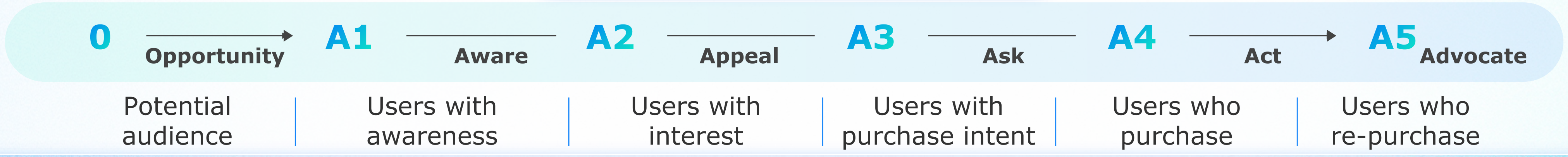
Impressions: Takeover, TopView, In-feed | Content: IP, Branded Hashtag Challenge, Mission for All

03 Delivery strategies

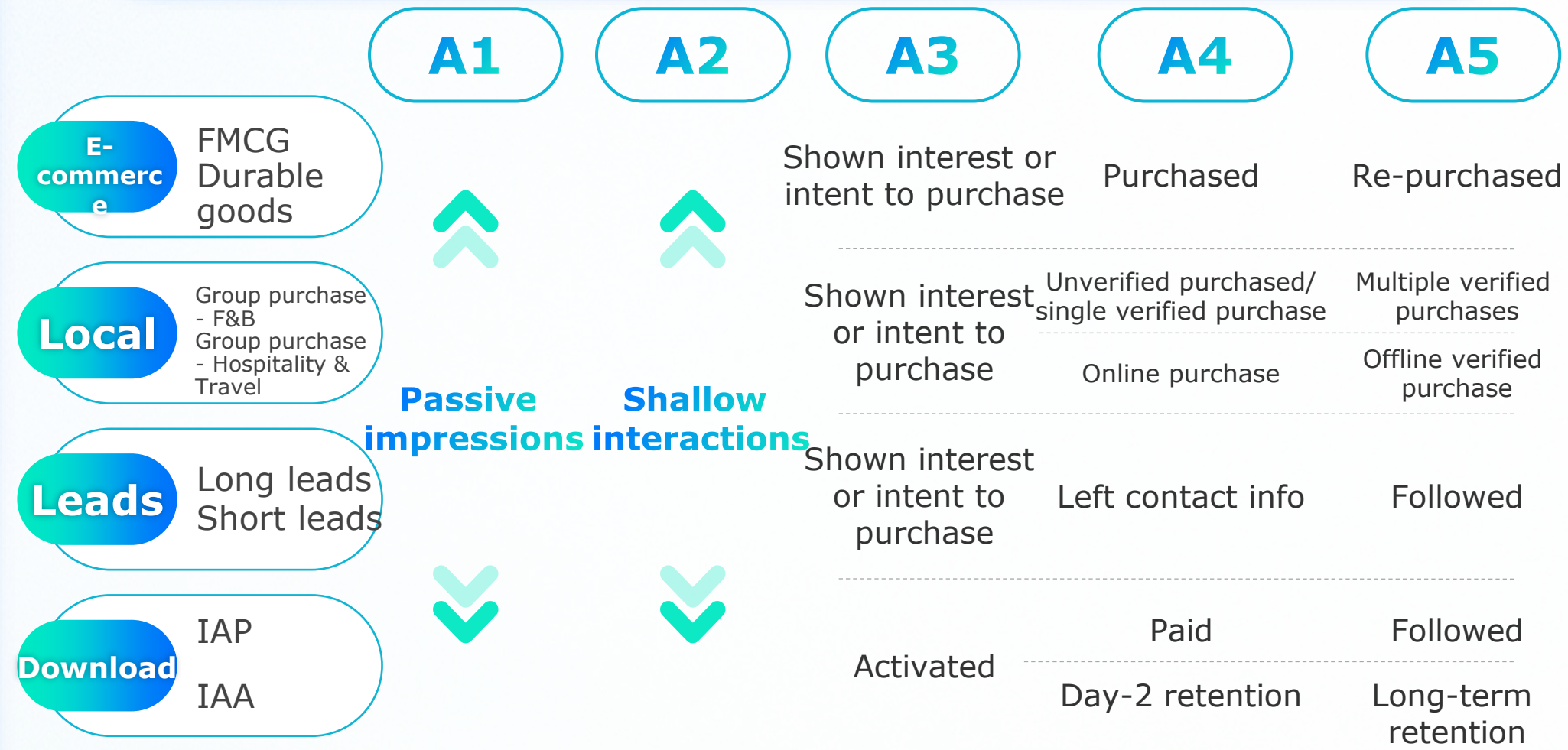
Audience package strategies | Potential content & creator recommendations | Content selling points & topic recommendations

Audience: Leveraging customer data and the O-5A model to tailor marketing strategies for diverse segments and scenarios

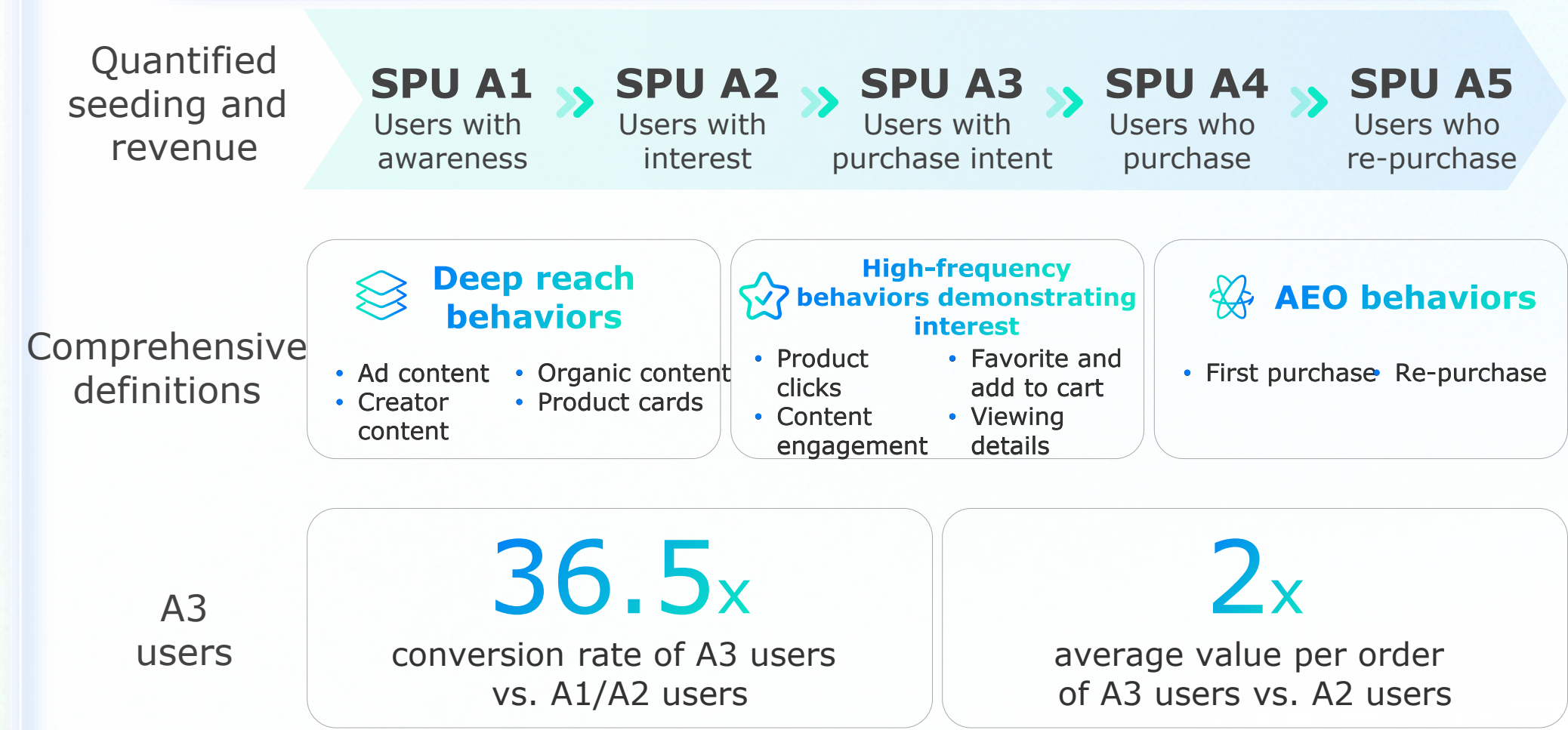
Brand 5A - Audience assets



Industry 5A - Varied definitions of user behaviors for different industries



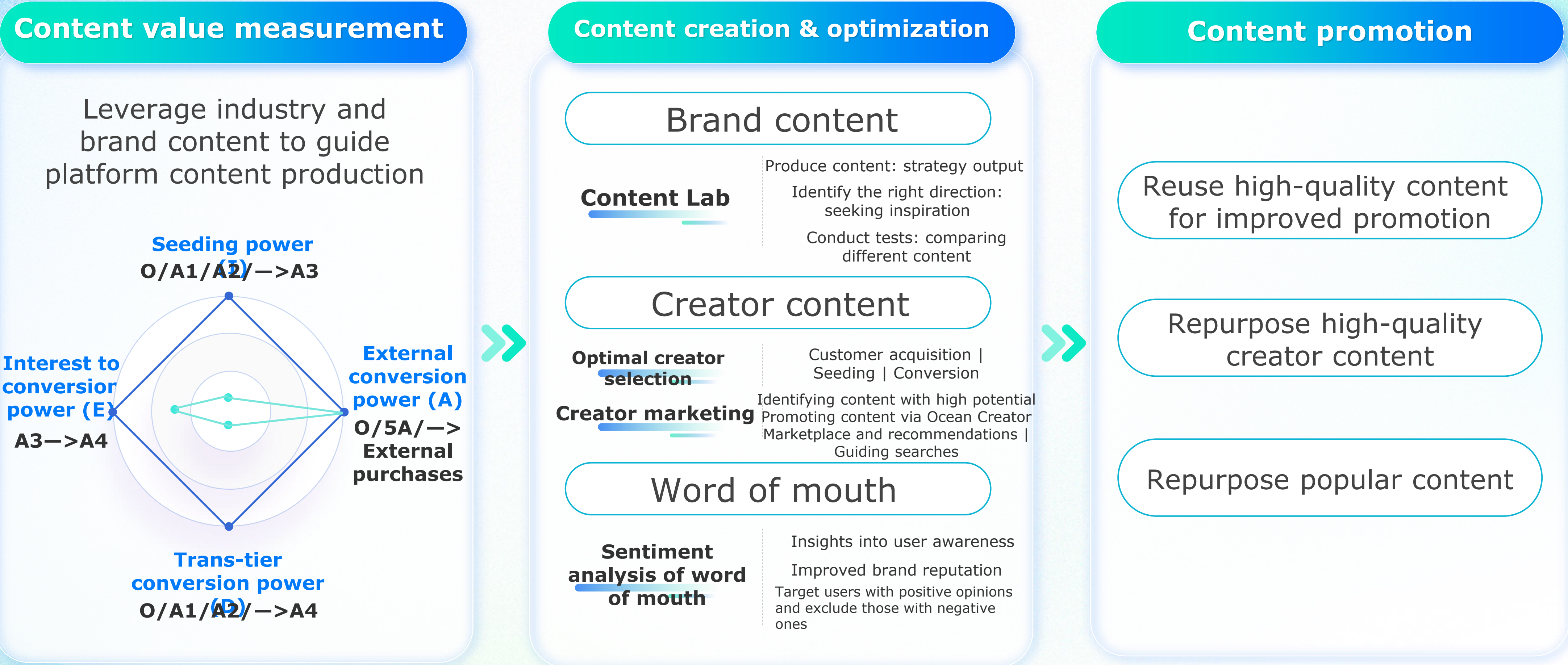
SPU5A - A new system for defining user groups



The updated local 5A model for the F&B industry is scheduled for launch in Q2 2024. The exact launch time will be announced once available.

* Source: Ocean Creator Yuntu

Content: An end-to-end comprehensive content management system that leverages the business value of high-quality content



Product: Accelerating the success of high-quality products with support throughout the product lifecycle

Product lifecycle	Planning phase	Seeding phase	Breakthrough phase	Peak sales phase
Operational strategies	<div>Select and position products based on insights and diagnosis</div> <div>Identify opportunities</div> <div>Industry insights</div> <div>Identify audience</div> <div>Target audience</div> <div>Conduct agile tests</div> <div>New Product Lab</div>	<div>Get through the cold start of a new product by engaging the potential audience</div> <div>Determine strategies</div> <div>Determine content and creators based on brand A3 users</div> <div>Allocate budget</div> <div>Product launch, GTATM</div> <div>Cultivate interested users</div> <div>Reach potential audience</div>	<div>Seed and gain conversions with precise strategies</div> <div>Optimize strategies</div> <div>Optimize content and creators based on SPU5A</div>	<div>Expand audience reach through granular targeting</div> <div>Improve efficiency</div> <div>Audience insights and cost measurement</div> <div>Expand reach</div> <div>Brand 5A users, users of new product categories</div>
Yuntu's product capabilities	<div>Insights into product trends</div> <div>New Product Lab</div> <div>Brand 5A users</div>	<div>Brand 5A users</div> <div>GMV to 5A/SPU5A</div> <div>Content Lab</div> <div>Optimal creator selection</div>	<div>SPU5A users</div> <div>Content Lab</div> <div>Optimal creator selection</div>	<div>Brand 5A users</div> <div>SPU5A users</div> <div>Product diagnosis</div>

Integrated marketing and operations: Making every dollar count

Integrated strategies and ad delivery

Business
diagnosisAsset
managementIntegrated
decision-making

Audience x Content x Product x
Touchpoint strategies



Ocean Engine Workbench | Ocean Engine Ads
Platform | Ocean Creator Marketplace | Ocean
Engine Shopping Ads Platform

Turn insights into business growth

GMV goals

GTA

Break the growth target down for each consumer

New customer GMV

Existing A1-A3 | New A1-A3 | O
users

Existing customer

GMV
Existing A4-A5



GTATM

Guide budget allocation across touchpoints

Impression
s

IP, splash ads...

Seeding

Ocean Creator Marketplace
recommended video,
Content Promote Optimal A3

Conversions

Search, Mall, marketing
through short videos and
livestreams...



GTA to...

GTA to
FACT+S

GTA to Content

GTA to Product

Touchpoint
efficiency
+
Conversion path

Streamlined
transaction platform

Focusing on
traffic redirects

Tapping into
multiple touchpoints

Integrating touchpoints
for improved efficiency

Post-delivery review
at touchpoints

**Inspire new possibilities
in business**