iClick Interactive Asia Limited

Your guide to the implementation of your campaign

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Timings

Timeline of the process

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What we need to open an account and launch your campaign

Account Open

- *Business Registration*
- *Official website URL (Chinese)*
- *Finance contact*
- *Service Order (Signed SO)*

1~2 working days

Landing Page Approval

- *Landing Page/ Campaign URL MUST BE Chinese*
- *All tracking URLs/click tags need to be submitted for pre-approval*

3~5 working days

Data Mining

- *iClick to carry out data mining to ensure we are targeting an audience to achieve campaign results*

1~2 working days

The Creative

- *Creative upload*
- *Creative approval*
- *Banner amends if needed*
- *Campaign setup from iClick*

3~5 working days
(There may be delay around holiday/ festival)

Campaign Launch

- *iClick to provide Screenshots*

Reporting

- *Weekly report will be provided each week*
- *A full review of your campaign will be provided once the campaign has ended. (EOC)*

Existing clients - minimum 10 working days lead time
New clients – minimum 12 working days lead time

***5 weeks for Baidu Campaigns**

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Stage 1) Opening your account

Documentation required (Campaigns excluding Baidu)

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1. Business Registration (BR) for both the agency and the brand

2. Certificates/Agreement
   Applicable if there's a cooperation with a third party or it is related to a special industry. E.g. If a celebrity appears in the creative we will need a *'model release letter'.* These documents should be submitted in Chinese or English, please translate if not.

3. Official website URL (Chinese)

4. Contact details for company Finance department

5. Company bank name and address

6. Signed Service Order (SO)

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Documentation required (Baidu campaigns)

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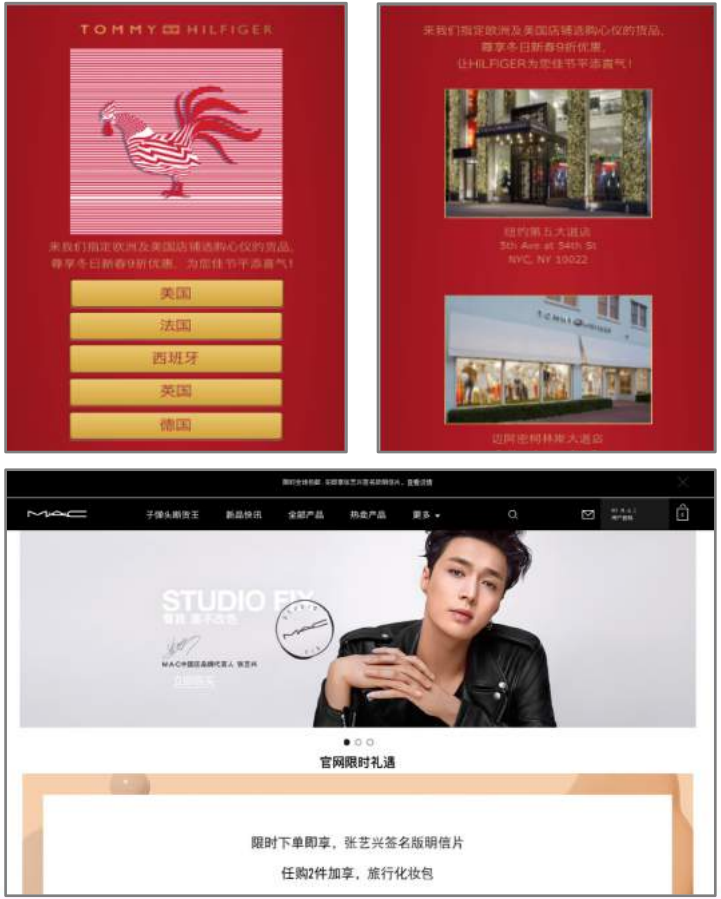
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1. Official website URL (Chinese)
2. Business Registration (BR) for both the agency and the brand - This needs to be in the original language and Chinese.
3. Government or authority website screenshot - This must show the business registration status in the original language as well as the simplified Chinese language. This will need to be a coloured, scanned copy and must show the landing page URL on the search bar, sign with company chop and a handwritten statement.
4. Finance License – We require a coloured copy of the document In original language and simplified Chinese. We also require an online screen shot of this.
5. Company bank account proof and contact details for companie's Finance department
6. Certificates/Agreement - Applicable if there's a cooperation with a third party or it is related to a special industry. E.g. If a celebrity appears in the creative we will need a *'model release letter'.* These documents should be submitted in Chinese or English, please translate if not.
7. Signed Service Order (SO)

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Stage 2) Chinese Landing Page / URL

Chinese Landing Page



All media must click through to an initial Chinese landing page or Chinese URL.

Should you not have a Chinese landing page, iClick can support with the build of an **HTML5 page** which will be hosted in China.

This is a great way to enhance the customer journey by providing engaging content, education and imagery.

If you already have an existing **Chinese URL link,** once received we will check:

-The Chinese language
-Imagery
-Load times on both desktop and mobile

Tracking your campaign

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Product Line	Support 3rd Party Tracking (Y/N)	3rd Party Tracking Supported (by far) and other details	Support 3rd Party Ad Serving (Y/N)
PC DSP	Y	Miaozhen, AdMaster, DoubleClick, Sizmek, IAS Support Impression & click tracking	N
Tencent Social (inc Travel+)	Y	Support 1*click tag on landing page only	N
Mobile DSP	Y	Miaozhen, AdMaster, DoubleClick, Sizmek	N
OTV (CN)	Y	Miaozhen, AdMaster, DoubleClick and Nielsen. Support Impression & click tracking, as well as target audience verification	N
OTV (Intl)	Y	Miaozhen, AdMaster, DoubleClick and Nielsen. Support Impression & click tracking	N
MoTV (CN)	Y	Miaozhen, AdMaster, DoubleClick, Sizmek - by day data (click tag only if running under Tencent Video)	N
CTRIP	Y	Support 1*click tag on WEGUIDE only	N

Apart from **tracking impressions** and **clicks** from the ad banners, **user behavior** such as; **button click, landing rate** and **online conversions, including signups, form submissions** and **payment generated** from the website **can also be tracked**.

This is done by implementing iClick's iAccess tags onto your landing page. **This must be organised before the campaign goes live**.

An installation Guide will be provided upon request.

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Stage 3) The Creative

Creative Guidelines for Chinese networks

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Do

- Ensure all creative **guidelines** are adhered to
- Language must be simplified **Chinese** only
- Chinese text should not exceed 30% area of the creative
- Include a **call-to-action** button
- **Clear** imagery and text for handheld devices
- **Be on time** when submitting creative & tracking URLs. This can take up to 10 working days to sign off
- If a celebrity focused images are used in the creatives and landing page, a celebrity agreement/model release letter must be submitted before landing page is approved

Don't

- Make false or elaborate claims such as 'No.1, 'the most' 'the best' as these will not be accepted.
- The word 'first' is forbidden along with others. For the full list please use this guide*.
- Forget to provide Brand **logo for creative submission**
- Allow your landing page load time to be longer than 10 seconds or this will not be accepted in China

Creative guidelines will be provided based on the channels used in the campaign.
As Chinese publishers are very protective about what they advertise, the creative will be signed off on **a campaign by campaign basis.** This can take a couple rounds of amends to get right.

Once these have been submitted and approved by the publisher we are ready to go live!

*https://wenku.baidu.com/view/f317bb090a1c59eef8c75fbfc77da26925c596f4.html

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Stage 4) Campaign Launch!

Screenshots

During the campaign live period you will receive screen shots of the campaign on the selected networks and apps.





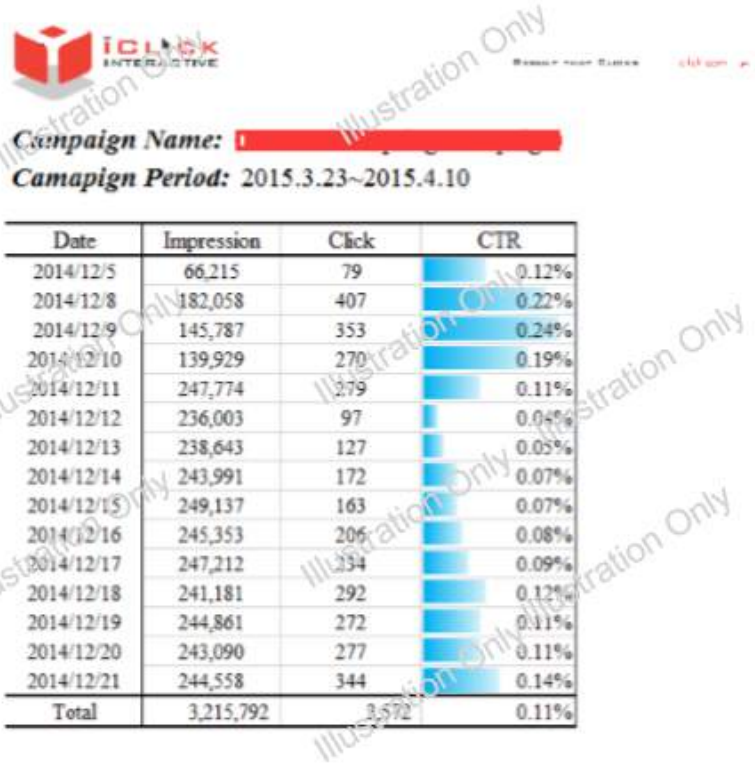






Stage 6) Reporting

Reports



Campaign Name: [redacted]

Camapign Period: 2015.3.23~2015.4.10

Date	Impression	Click	CTR
2014/12/5	66,215	79	0.12%
2014/12/8	182,058	407	0.22%
2014/12/9	145,787	353	0.24%
2014/12/10	139,929	270	0.19%
2014/12/11	247,774	279	0.11%
2014/12/12	236,003	97	0.04%
2014/12/13	238,643	127	0.05%
2014/12/14	243,991	172	0.07%
2014/12/15	249,137	163	0.07%
2014/12/16	245,353	206	0.08%
2014/12/17	247,212	234	0.09%
2014/12/18	241,181	292	0.12%
2014/12/19	244,861	272	0.11%
2014/12/20	243,090	277	0.11%
2014/12/21	244,558	344	0.14%
Total	3,215,792	3,572	0.11%

Each week we will provide you with an updated report. Please specify which day of the week you would like to receive this.

This will include the daily/weekly **impressions**, **clicks** and **CTR.** (Except Ctrip Weguide report will include number of order and covered audience).

Results will be broken down by **creative** and **location**. Please let us know if this is required at the start of the campaign.

Please note that interest group and demographic will not be included within the report. This is due to publishers not reporting on this.

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End of Campaign Report (EOC)

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Your full campaign review will include:

- Campaign overview
- Review by media channel
- Screenshots
- Analysis by location
- Creative performance
- Optimisation suggestions
- Next steps





The EOC will be provided to you **7-14 working days** once the campaign has ended.

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Appendix

Business registration certificates

A valid and colour-scanned copy in original language with company chop, signature plus a simplified Chinese version.

Samples:

Original Language & Simplified Chinese Translation version



File Copy

CERTIFICATE OF INCORPORATION
OF A
PRIVATE LIMITED COMPANY

Company No. [redacted]

The Registrar of Companies for England and Wales, hereby certifies that [redacted]

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales

Given at Companies House, Cardiff, on 6th October 2011

Companies House

The above information was communicated by electronic means and authenticated by the Registrar of Companies under Section 1115 of the Companies Act 2006

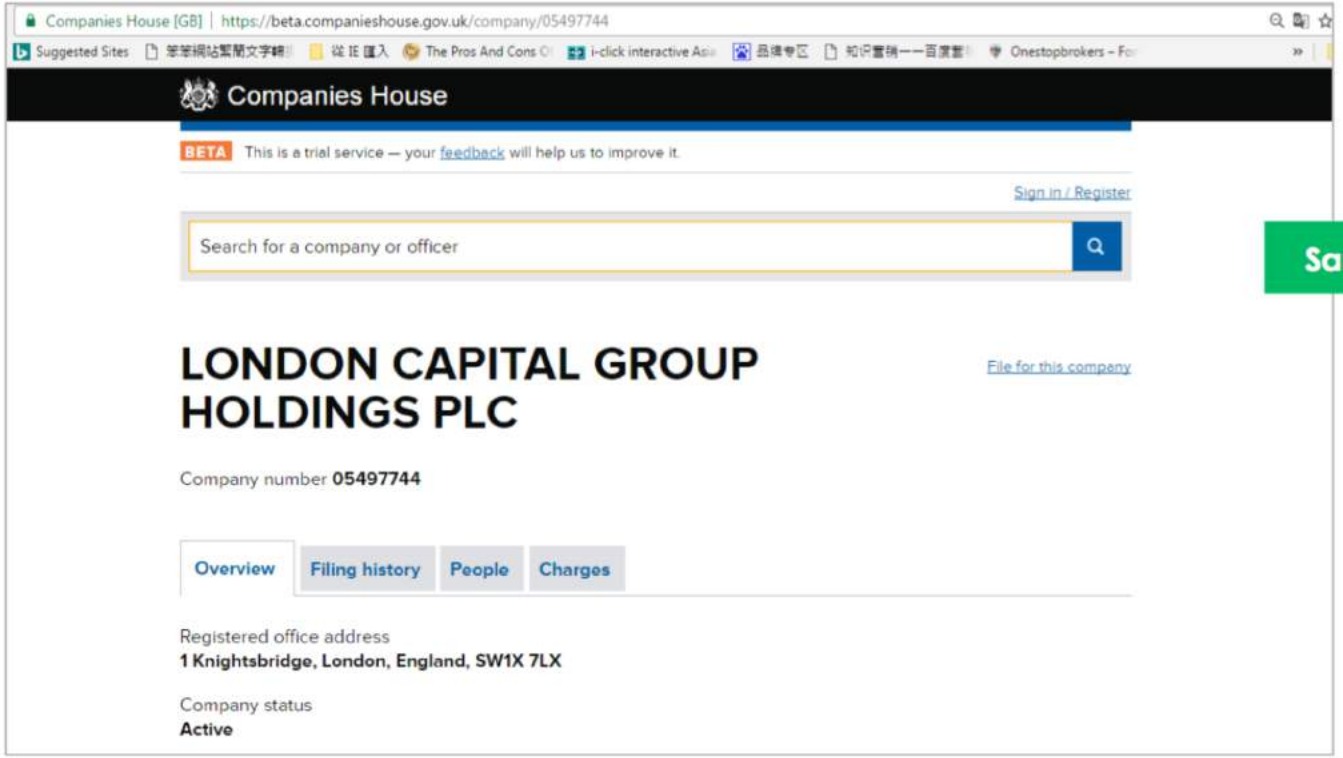


Government or authority website screenshot

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This must show the business registration status in the original language – colour – scanned copy and must show the landing page URL on the search bar, sign with company chop and handwritten statement.



Government or authority website screenshot

This must show the business registration status in simplified Chinese language – colour – scanned copy and must show the landing page URL on the search bar, sign with company chop and handwritten statement.



Finance License

A valid, colour-scanned copy in the original language with company chop, signature and handwritten statement.



BANK OF ENGLAND
PRUDENTIAL REGULATION AUTHORITY

The Financial Services Register (ShPo_HomePage)

London Capital Group Ltd

Status: Authorised (Reference number: 182110)

This is a firm that is given permission to provide regulated products and services

Warning / Cloned firms



Principal place of business

Address: 1 Knightsbridge, London, SW1X 7LX, UNITED KINGDOM
Phone: 44 2074567000
Fax: 44 2074567013
Email: compliance@icg.com
Website: www.icg.com

Complaints

Contact Name: Simon Henry
Address: 1 Knightsbridge, London, SW1X 7LX, UNITED KINGDOM
Phone: 44 2074567000
Fax: 44 2074567013
Email: compliance@icg.com
Website:

Basic Details

Type
Regulated

Companies House Number
3218125

Current status
Authorised

Effective Date
01/12/2001

Sample of UK FCA License



Tied Agent

Insurance Mediation

Regulators

Individuals

Appointed representatives / tied agents / PSD or EMD agents

Permission

Passport Out

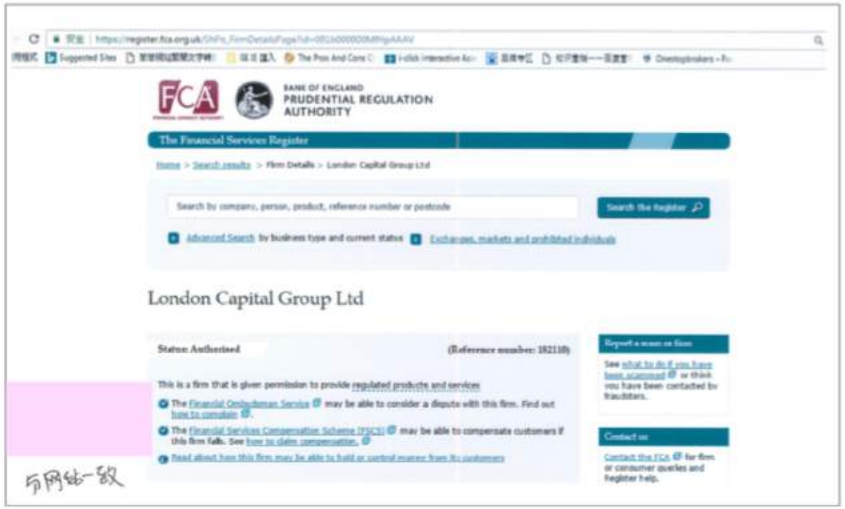
Trading/brand names

Finance license authority online record

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Showing license wit detail in the original language and simplified Chinese. This must be a colour-scanned copy must show the landing URL on the search bar, sign with company chop and handwritten statement.





Sample of UK FCA License Online record in both EN & CN versions

Company bank account proof

Please provide one out of the three from below to show that you or the client holds a valid and recognise bank company account. Please sign and chop with company stamp plus handwritten statement. Please also provide this in a simplified Chinese version.

Copy of a bank Cheque – please be reminded that the blank Cheque is not accepted

Copy of monthly bank statement – This must show: Bank name, address, the client's name, bank a/c name and number. You can hide the rest.

Copy of Bank Remittance

Samples:





