

# BAIDU

## CLIENT PROFILE

**Founded in 2000 and headquartered in Beijing, Baidu is one of the largest internet companies in the world.**

With a broad spectrum of product offerings, including a search engine, e-commerce platform, online encyclopedia, suite of utility apps and a music service – Baidu is at the forefront of technological innovation in China.

*“Since launching our apps in 2013, we have developed a strong UA partnership with the MUNDOmedia team. Their reach through multiple promotional channels, in-house analytics and market insights have nicely complemented our UA needs and led to quality users and positive ROI on our advertising spend. For any branded app companies that are looking for new UA partners who are dedicated to brand safety, compliance and quality results, we would definitely recommend MUNDOmedia and look forward to growing our partnership with them in the years ahead.”*

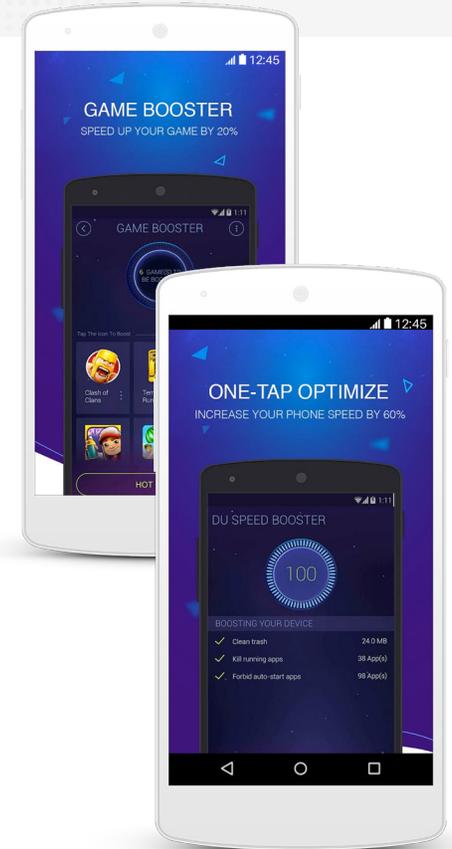
—Baidu UA Team

## THE CHALLENGE

**As the primary competitor to both Alibaba and Tencent, Baidu came to MUNDOmedia with a user acquisition objective of aggressively gaining market share on a suite of mobile utility apps that they took to market in 2013.**

Baidu was seeking user acquisition solutions for three of their signature apps: DU Battery Saver, DU Speed Booster and DU Browser. Specifically, the focus was on growing their global user base in key regions like North America, Europe, the Middle East and Southeast Asia.

As a publicly traded company and household name, Baidu also needed to make sure all promotions were consistent with its branding efforts and compliant with Google Play Store policy.



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## STRATEGIES WE USED

### Effective Communication. Constant Optimization. Focus on Quality & Compliance.

- **MUNDOmedia** arranged a team fluent in Mandarin to ensure communications with the client were effective – and later opened a Beijing office to complete a 24/7 work cycle
- **MUNDOmedia** launched app install campaigns on exclusive in-app and mobile web channels in more than 105 countries – focusing on the following verticals: Social, Utilities, News/Entertainment, Gaming, Sports
- Baidu asked **MUNDOmedia** to optimize traffic by three key quality benchmarks based on retention, engagement & in-app purchases
- **MUNDOmedia** was able to optimize to post-install events in real-time on a daily basis to help exceed KPI benchmarks across the board by an average of 40%
- In-house compliance team constantly screened and monitored ad copies used by the publishers to ensure that campaign promotions were compliant up to Baidu's standards

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## CONTACT US

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## RESULTS

### **MUNDOmedia** helped Baidu reach its acquisition objectives with the following results:



Generated more than **30 MILLION ANDROID DOWNLOADS** in over 105 countries



Helped DU Speed Booster & DU Battery Saver **REACH & MAINTAIN NO. 1** overall ranking in more than 10 countries for the Tools category of the Google Play Store



Account has grown **23 TIMES LARGER** times over the past 2 years



Keep a good record of **QUALITY TRAFFIC** with no compliance incidences, allowing Baidu to focus on the continuous growth of its mobile apps department