

INTERNATIONAL TRAINING COURSE

# Mobile Advertising and Marketing Technology



**Yeah**mobi



# INTRODUCTION

## **International Training Course of Mobile Internet Online Advertising Marketing Technology**

This project is held by the Department of International Cooperation People's Republic of China and undertook by Xi'an DianGao Network Technology Co., Ltd contractors. It is a series of short-term online advertising and marketing courses for technical staff in other countries held in China. Carried out in forms such as centralized training, lectures, seminars, visits, etc., the project is to:

1

Show China's advanced experience and achievements in the field of global mobile internet online advertising.

2

Help trainees quickly understand the development status of the global mobile internet industry.

3

Help trainees master the advanced technology of global mobile internet online advertising and marketing, operational advertising experience, and business development capacity, etc.

4

Promote and facilitate the diversified cooperation and exchanges in the field of global mobile Internet.



# ABOUT XI'AN DIANGAO NETWORK TECHNO- LOGY



Xi'an DianGao Network Technology Co., Ltd is the world's largest mobile Internet online advertising performance marketing company. From the beginning of the establishment, the company has focused its core business in the global mobile Internet, and is aimed at providing users worldwide performance-oriented mobile advertising solution.

In 2014, it has developed into a mobile advertising group based on the technology integrating Yeahmobi mobile ad network platform (with massive ad resources and high-quality ad channels), Facebook / Adwords / Twitter Media Buying ( with RTB technology, programmatic buying and precise advertising), and proprietary advertising platform (strong monetization capacity).

The company has set up branch offices in Shanghai, Beijing, Xi'an in China and in the United States, Japan, Germany,etc. In the future it will also set up offices in Brazil, Mexico, India, Indonesia, South Africa and other emerging markets.

Xi'an DianGao Network Technology Co., Ltd. is guided by marketing and is committed to build a strong global channel brand with global high-quality advertising resources and precise advertising technology, to provide professional advertising solutions for the Chinese and global customers. Meanwhile, the company accelerates mobile advertising and marketing research based on big data and makes some breakthrough on real-time of data, and enhances the real-time data feed speed, to help advertisers greatly reduce costs and improve ROI.

Since 2012, the company has helped China's Mobile Internet companies to go overseas and played a vital role in the process of internationalization for Chinese mobile Internet companies. It has cooperated with many long-term strategic partners including: Cheetah Mobile, Baidu, Kingsoft, Sohu ChangYou, Meitu,etc.

# ENROLLMENT INFORMATION

**Content:**

Mobile Marketing and Advertising Technology

**Location:** Xi'an, China

**Date:** August 20, 2016 - September 8, 2016

**Durations:** 20 Days

**Language:** English

**Course structure:**

The training is divided into training classes, seminars, and study tours (more on Appendix I)

The enrollment is for the following regions: Asia, Africa, Latin America, other developing countries and the CIS, Eastern European countries (20 persons in total)

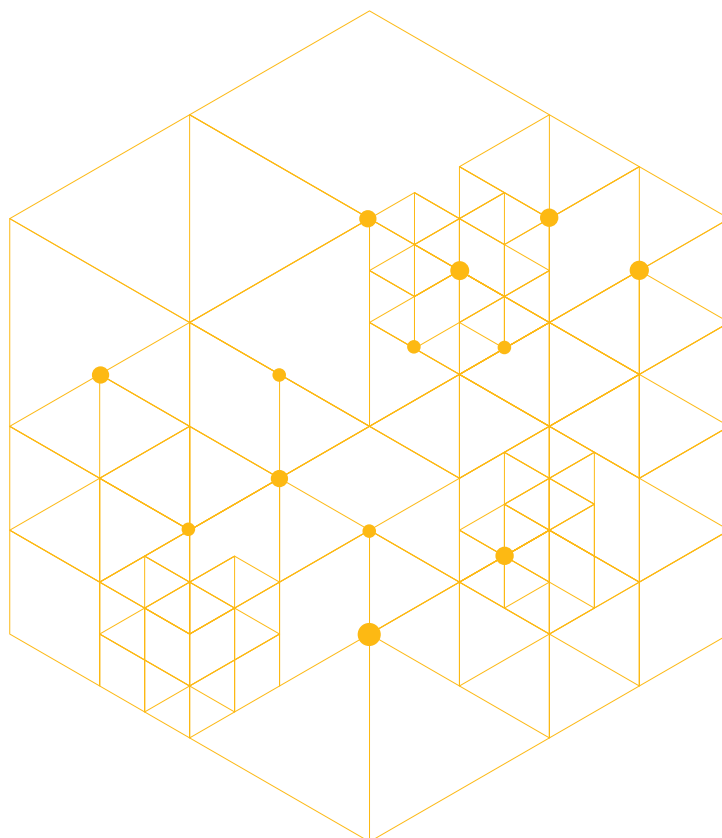
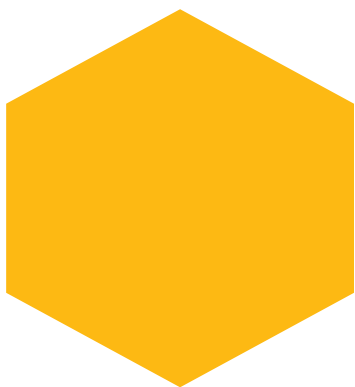
**Enrollment scope:** Officials from internet management departments and internet operations departments, managers working in the internet field and related fields

**Admission deadline:** June 15, 2016

**Admissions registration:** Online registration at [https://168.160.11.33/student\\_login.aspx](https://168.160.11.33/student_login.aspx)

**Registration guide:** Read Appendix II

Payment scope and period (by China): All costs associated with the training from the beginning till the end of the course in Xi'an. Cost includes: accommodation, meals, training, visits and others.



# ABOUT XI'AN, CHINA



Xi'an was called Chang'an in ancient times and is located in the hinterland of People's Republic of China. It is now the capital of Shaanxi Province, and is the political, economic, cultural, transportation, medical care, and education center in Shaanxi Province. Xi'an has 7000-year-long civilization, 3100 years of city building history and a capital history of more than 1200 years. Having held the position under several of the most important dynasties in Chinese history, including Zhou, Qin, Han, Sui, and Tang, it is also the starting point of the Silk Road and the Sui and Tang Grand Canal during the Han-Tang period.

Xi'an is the capital with the longest Chinese history, and is the capital intermittently for most dynasties in Chinese history, as one of the Four Great Ancient Capitals of China. Topography of the Northwest, southeast low, an average elevation of 410 meters. Xi'an is located in the transition zone between the monsoon region and the subtropical monsoon climate zone. Four distinct seasons, with moderate rainfall. The training courses are conducted during the late summer. The average temperature: 16-25, the temperature is pleasant.

#### **Contact Information:**

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**Students from all countries are welcome to join us. Let us share the multi-cooperation opportunities and challenges of the global mobile Internet advertising and marketing!**

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# Mobile Advertising and Marketing Technology

(Appendix I // Course Structure)



# TEACHING

# ARRANGEMENTS

## 1. Global mobile Internet industry status and development trend

- 1) Developing history, industry classification and regional development status of global mobile Internet industry
- 2) Global industrial development status and market prospective analysis (Game)
- 3) Global industrial development status and market prospective analysis (Apps)
- 4) Global industrial development status and market prospective analysis (Mobile content)
- 5) Global industrial development status and market prospective analysis (E-Commerce)

## 2. Several online advertising technical realization mode and Development Trend

- 1) Development Status and Market Prospects of online advertising
- 2) Products history of global mobile internet online advertising performance marketing
- 3) Value and application of computational advertising and big data in the field of online advertising

## 3. Global mobile Internet experience-sharing in the field of online advertising performance marketing

- 1) Successful operational experience sharing in the field of global mobile internet online advertising performance marketing by Xi'an DianGao Network Technology Co., Ltd
- 2) Successful business development experience sharing in the field of global mobile internet online advertising performance marketing by Xi'an DianGao Network Technology Co., Ltd
- 3) Successful technical implementation experience sharing in the field of global mobile internet online advertising performance marketing by Xi'an DianGao Network Technology Co., Ltd



# 1ST

## LECTURE SEMINAR

1. Development opportunities and challenges in the field of mobile Internet online advertising in Asia, Africa, Latin America and other developing countries as well as the CIS and Eastern European countries.
2. Cooperation chance and pattern exploration in the field of mobile Internet online advertising in Asia, Africa, Latin America and other developing countries, as well as the CIS and Eastern European countries.

# 2ND

## VISIT TOURS

1. Chinese famous and representative global mobile Internet companies (strategic partners of Xi'an DianGao Network Technology Co., Ltd)
2. Famous Xi'an Science and Technology Industrial Park and Start-up Park





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(Appendix II // Online Registration Guide)



# NETWORK

# REGISTRATION

1. Start IE browser and enter the URL: [https://168.160.11.33/student\\_login.aspx](https://168.160.11.33/student_login.aspx) in the address bar

2. The main page appears

New students select "Apply for new workshop in year 201X"; then click on "go"

3. Begin to complete Application Step1

Choose your country in the "Current Nationality" ; fill in Surname, Given Name and Passport Number respectively

*Note: the information must be fully consistent with the information on the passport.*

4. Begin to complete Application Step2

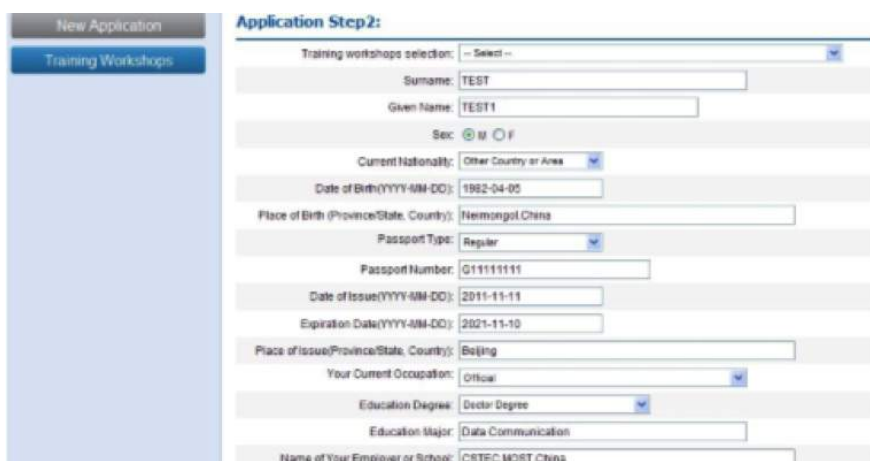
Click NEXT to enter the next page, and enter Step2.

Next, fill in personal information according to the individual condition. Please do not leave any area as blank that means without fill up.

5. Select Training workshop that we have already contacted and applied to participate in the Training workshops selection. Each student could only choose to participate in one Training workshop in one year.

Fill in the information about at which time the student has participated in the training courses for developing countries held by China's Ministry of Science and Technology (MOST).

When completed the screen should now display as follows.



Application Step2:	
Training workshops selection:	-- Select --
Surname:	TEST
Given Name:	TEST1
Sex:	<input type="radio"/> M <input type="radio"/> F
Current Nationality:	Other Country or Area
Date of Birth(YYYY-MM-DD):	1982-04-05
Place of Birth (Province/State, County):	Hemongol,China
Passport Type:	Regular
Passport Number:	Q11111111
Date of Issue(YYYY-MM-DD):	2011-11-11
Expiration Date(YYYY-MM-DD):	2021-11-10
Place of Issue/Province/State, County):	Beijing
Your Current Occupation:	Official
Education Degree:	Doctor Degree
Education Major:	Data Communication
Name of Your Employer or School:	CSTEC.MOST.China



6. Click "Browse.." and select the photo and submit. Photo Requirement: one recently taken a small 2-inch (48mm 33mm) color photo(full-face without hat), and the photo size should be less than 200kB.
7. After the completion of the previous step, click-submit; after the successful submit, the system displays "You application has been submit successfully."

It is recommended that once the student has taken this step, he shall remind the contact of the corresponding training courses by email, to inform that he has completed the application and log in the website regularly to check for admission status.4. Begin to complete Application Step2

8. The process of logging in again is the same with the first-time logging process.

If you find the following, after log-in: you application has not been processed yet. It means that the student's application has not been processed. At this time, the student has the right to contact other project undertaker, and choose other training programs.

If you find the following after log-in: you application is been processing. Please wait for result. It means that the student's information has been substantively reviewed.At this time, pay attention to check the e-mail. The project organizer may contact students to request more information and materials.

If you find the following, after log-in: you application has not been accepted.You can apply for other workshop. It means that the student is not accepted into the program and he could contact and request other training projects.

If you find the following after log-in: Congratulations you application has been accepted.You can update your contact information below: It means that the student has been accepted into the program. He will receive an official confirmation of admission e-mail.

9. After the student has taken all the training courses, please log in the system and evaluate the system before returning to his country. The method is as follows:, after the main screen appears, select Visit my participated workshop (s); then click "go".

Select Training Year, Workshop, your Study No. respectively and enter the passport number when enrolling students as the password; then click "go".

When QUESTIONNAIRE in the system, please fill in the comments and click submit.

The project undertaking department could not see the evaluation. So when a student clicks submit, the undertaking department and the PR Ministry of Science and Technology could not correspond the student's true name with the evaluation results.

After returning home, students can also visit the website at any time. By selecting Visit my participated workshop (s), and log in the system using the previous step, to view the address of the students that attended the same courses. Students could also update personal information to stay in touch with the undertaking department and other students.

