



THE GLOBAL LEADER IN USER ACQUISITION & MONETIZATION

# Baidu

## Case Study

### 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 digital music service – Baidu is at the forefront of technological innovation in China.

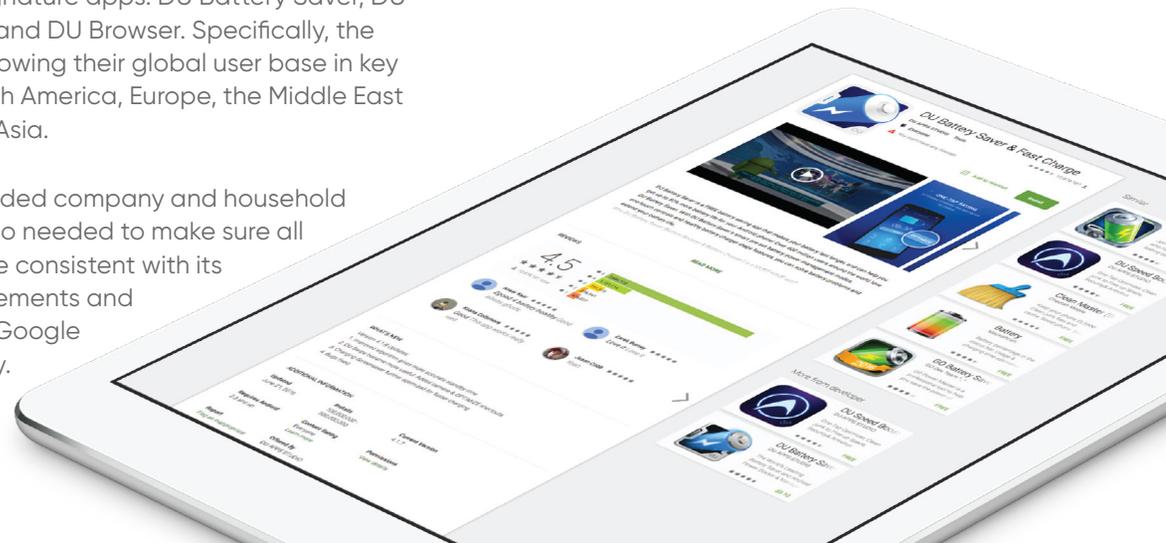
“Since launching our apps in 2013, we have developed a strong UA partnership with the MUNDO team. Their reach through multiple promotional channels, in-house analytics and market insights have nicely complemented our UA needs and led to quality users and positive ROI on our advertising spend. For any app developers that are looking for new UA partners who are dedicated to brand safety, compliance and quality results, we would definitely recommend MUNDO 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 MUNDO 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 requirements and compliant with Google Play Store policy.





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### STRATEGIES WE USED

#### Effective Communication. Global Reach. Focus on Quality & Compliance.

- **MUNDO** 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.
- Exclusive in-app and mobile web supply channels were used for Baidu's app install campaigns, with placements focused on the following verticals: Social, Utilities, News/Entertainment, Gaming, Sports.
- Placement were optimized using three key quality benchmarks based on retention, engagement & in-app purchases.
- **MUNDO** implemented post-install events that were optimized in real-time on a daily basis to help exceed Baidu's KPI benchmarks across the board by an average of 40%.
- **MUNDO** tirelessly upheld its reputation for creating brandsafe campaigns. An in-house compliance team constantly screened and monitored ad copy to ensure that campaign promotions exceeded Baidu's standards.

### RESULTS

#### MUNDO helped IAC Applications 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.



Over the past 2 years, **SPEND INCREASED BY 2300%**, demonstrating **MUNDO's** reputation to world-class client service.



Kept a good record of **QUALITY TRAFFIC** with no compliance incidences, allowing Baidu to focus on the continuous growth of its mobile apps department instead of worrying about brand safety.

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