

Authorizations



- Yahoo! Search Marketing Gold Authorized Reseller



- Google AdWords Authorized Reseller



Media Awareness & Recognition



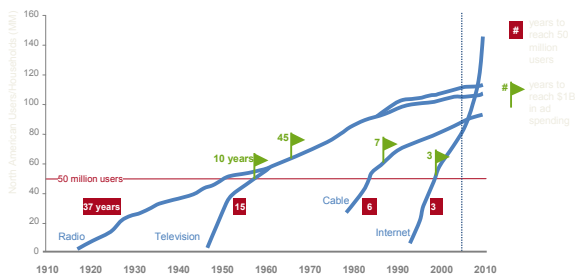
AsiaPac, as a professional leader in the SEM industry, wins the awareness and recognition of different major media including TVB Finance, Hong Kong Economic Times, Capital Magazine, East Magazine and Job Market.



The internet



The Internet is Coming of Age faster Than Any Other Media



How HK people spend on media?



Internet & Mobile Phones Become Mainstream

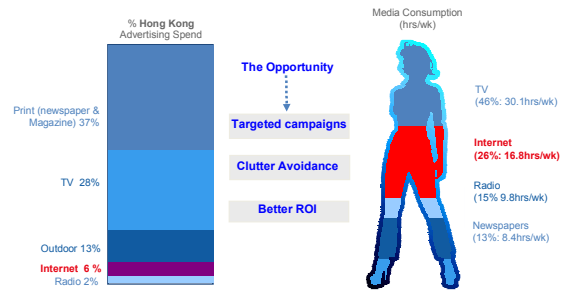
Average daily time spent



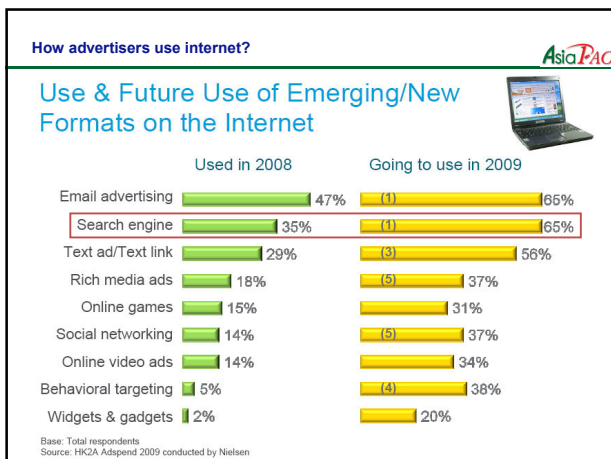
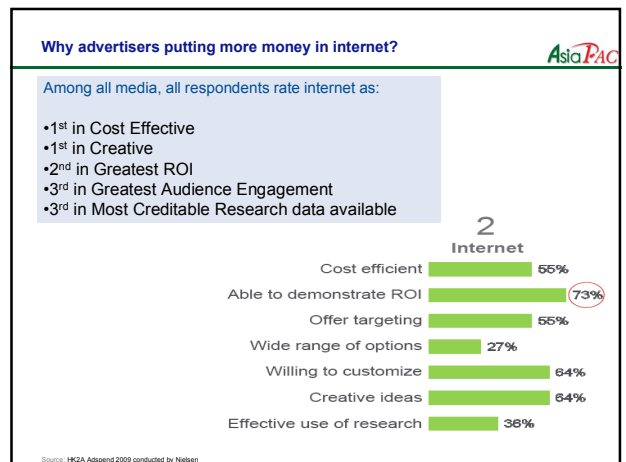
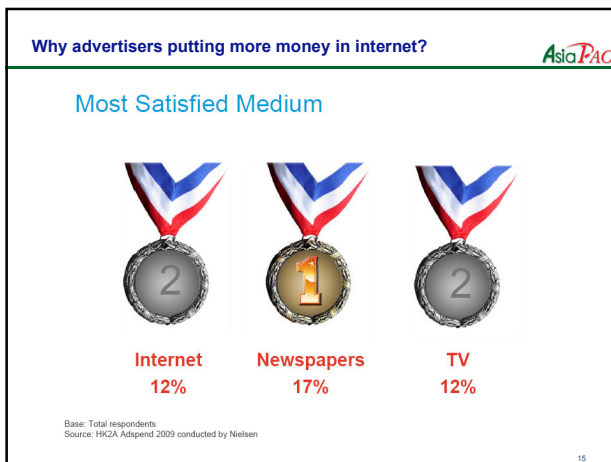
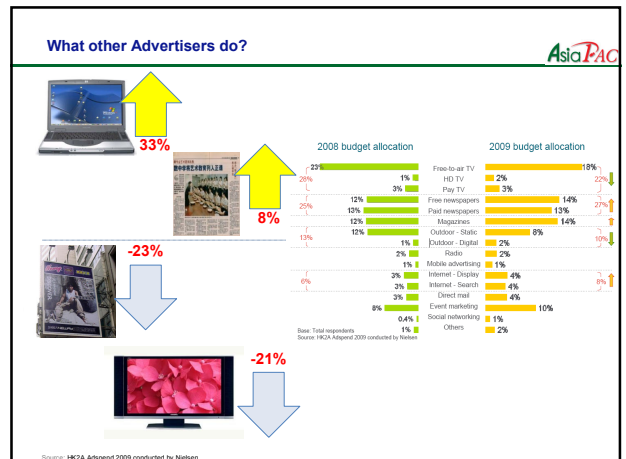
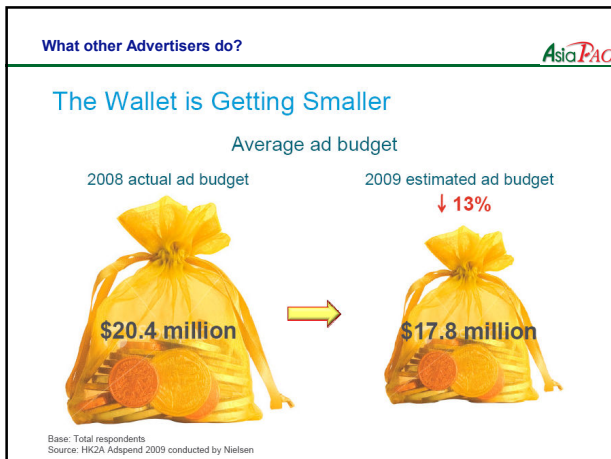
Base: Hong Kong population aged 12-64  
Source: Nielsen Media Index Hong Kong, Jul 07-Jun 08



The Internet represents 26% of media consumption in HK, yet only 6% of advertising spend



HK2A Adspend 2009 conducted by Nielsen



## Search Engine Marketing

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**Search Engine Marketing (paid search)**

**Paid search results (sponsored search)**

**Paid Search:** bidding on relevant keywords to achieve prominent positioning in sponsored search results.

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**How it works?**

A Client initiates a want on a good or service

Searches for information on the internet

**YAHOO! 搜尋 雅虎香港**

Keyword

**How it works?**

Millions of Service Providers would appear on Search window

Those who grasp client's first sight will win

**YAHOO! 搜尋 雅虎香港**

beauty

**Paid search results (sponsored search)**

**How SEM works?**

**YAHOO! 搜尋 雅虎香港**

travel

1. Advertisers select keywords matches with key promotions
2. AsiaPac's Consultant will assist client for the most suitable keywords, title and description
3. Users submit searches in search engine
4. Advertisers pay only when the websites are clicked

**How it works? in Yahoo!**

**YAHOO! 搜尋 雅虎香港**

erp

**Ad Position or rank = Cost-per-click (CPC) + Quality Index (QI)**

Ad Position or rank = CPC + QI

網絡伙伴

使用雅虎搜尋推廣服務，廣告客戶的網站除了可登錄在雅虎香港之外，更會在其他本地熱門搜尋引擎出現，讓更多對您的產品及服務有興趣的目標客戶在搜尋引擎中找到您。

將您的網站排在各大網站的搜尋結果中



廣告排名

廣告排名是根據廣告的質量及出價而定。

質量指數

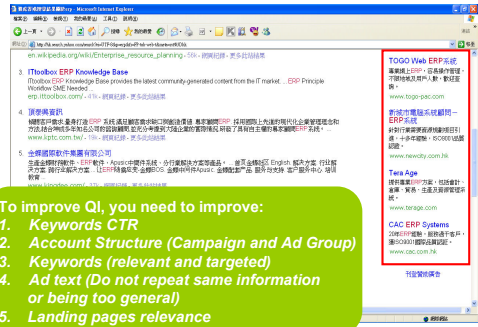
每一個廣告都有一個質量指數以反映廣告的質量。質量指數會分為一至五個等級，並於帳戶中顯示。

廣告名稱	廣告ID	出價	質量指數	排名	廣告ID	出價	質量指數	排名
...	...	...	...	...	...	...	...	...

排名根據廣告質量及出價

廣告排名根據廣告的質量及出價而定。高質量的廣告(根據廣告的相對點擊率及其他関連性因素)可以較低的出價獲得較佳的排名。

排名	1	2	3	4	5
廣告商	E	A	D	C	B
出價	1.6	2.0	1.8	1.8	1.6
質量指數	...	...	...	...	...



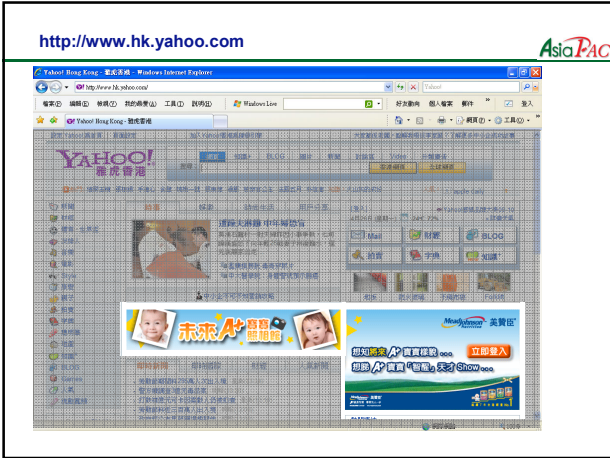
- To improve QI, you need to improve:
1. Keywords CTR
  2. Account Structure (Campaign and Ad Group)
  3. Keywords (relevant and targeted)
  4. Ad text (Do not repeat same information or being too general)
  5. Landing pages relevance

- Engage consumers when they search on internet
- Very short implement time
- Suitable for short term & long term promotion campaign
- Fine to advertise on general keywords e.g. 'marketing', 'promotions', etc.
- No limitation on keyword selection, geo-location, ad text description and ad online time

## Banner Ad

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- Very good for brand building
- Can reach huge amount of internet users
- Gain numerous impressions in short period of time
- Suitable for new product launch/special promotions
- Raise public awareness

AsiaPAC

**Yahoo! Fixed position advertisement**

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- Suitable for brand building
- Fixed marketing budget with unlimited click
- The ad is always there and will never disappear
- Photo is good for catching attentions
- Contact information can be obtained at a glance

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**Yahoo! Homepage Textlink**

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- AsiaPAC**
- The ad can be displayed on Yahoo! main page and gain 2.5Million impressions/7 days
  - Short contract period
  - Affordable budget
  - Can reach huge amount of internet users

**AsiaPAC**

**Google Content Network**

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Extend Your Reach to Search Partner Sites

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Google network of search partners

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Extend Your Reach to Search Partner Sites

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Google network of search partners

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Google and partners

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Bring Your Website to The Google Network

Thousands of Search and Content Pages

Google's partner by category

AsiaPac

<p><b>B2B</b></p> <p>自助貿易 DIY Trade™ Global B2B Trading Platform</p> <p>BusyTrade.com Busy with Trade!</p>	<p><b>Media</b></p> <p>SING TAO 新聞集團</p> <p>新地</p> <p>新報</p> <p>新報日報</p> <p>香港商業網 atnext.com</p> <p>tvb.com</p> <p>sina.com.hk</p> <p>ASIA TIMES www.atimes.com</p>	<p><b>Local &amp; Beauty</b></p> <p>she.com http://www.she.com</p> <p>BEAUTY EXCHANGE Sharing is Beautiful</p> <p>潮子王國 Baby Kingdom</p> <p>OpenRice</p> <p>JobsDB.com Interactive Recruitment Network</p>
<p><b>Finance</b></p> <p>華 財華網 finet.hk</p> <p>阿思達克財經網 www.asiatrust.com</p>		

Google's partner by category

AsiaPac

<p><b>Entertainment</b></p> <p>One Manga The Power of Manga</p> <p>香港人網 HONG KONG PEOPLE REPORTER</p>	<p><b>Computer &amp; Electronics</b></p> <p>HKEPC</p> <p>香港HKGOLDEN.com</p> <p>PHONEDAILY 手机報 http://hk.phonedaily.com</p> <p>DC Fever http://www.dcfever.com</p> <p>DCHOME.NET 歡禧天地論壇 精彩的力量在用心, 絕佳的方案在討論</p> <p>EVERYTHING USB</p>
<p><b>Forums</b></p> <p>討論區 UWANTS.com</p> <p>Fail Forum 失敗論壇</p>	

Google's partner by category

AsiaPac

Foreign Partners

### Various format of Ads - Image

Google Display Ad to capture awareness

### Various format of Ads - Video

Google Video Ad to capture awareness

### Google and partners

You can attract customers not only who are initiatively searching for your ad, but also who are reading relevant information.

### Extending campaign to Google Content Network

Extending campaign to Google Content Network

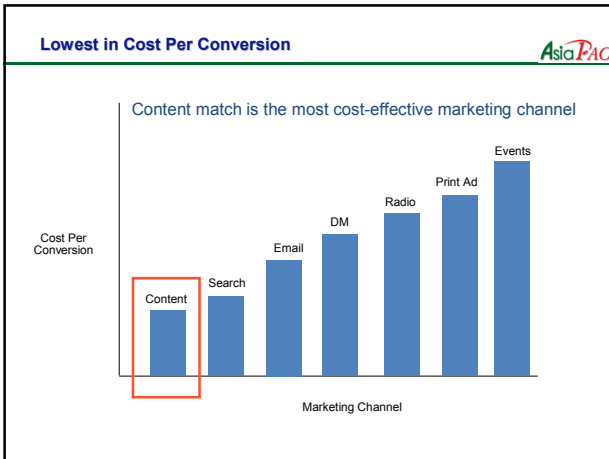
### Extending campaign to our Content Network - www.backpackers.com.tw

Extending campaign to our Content Network - www.backpackers.com.tw

### Internet user activities

Capture all you potential customers using Content Network





- Reach out to thousands of popular 3rd party sites:
  - Other search engines
  - Major portals
  - Niche interest sites
  - Blogs & emails
- Contextually targeted by
  - Key words
  - Themes
- Pay-per-click pricing

### Google Placement Targeting

### The largest advertising network

Global Google Network	Asia
• #1 Advertising network	• #1 Advertising network
• 118B Page-Views/Mo	• 12B Page-Views/Mo
• 641.7MM Unique Users/Month	• 89% Reach of Internet Users across Asia
• 86% Reach of Internet Users	

Target specific groups by demographic, psychographic, or vertical

Source: comScore Custom Analysis, April 2008

### Starting a placement targeting campaign

- Who is your buyers? Age, gender, income...
- What kind of websites they go for leisure? Finance, travelling, news...
- Text Ads or Display Ads? Static or Animated?

Advertiser	Category	CPC	Reach	CPM
www.finet.com	Finance	100	57.1%	300 K
www.1111.com	Online Services & Downloads	110	28.8%	100 K
www.1111.com	Search Engines	100	24.2%	100 K
www.1111.com	Search Engines	85	22%	100 K
www.1111.com	Web Portals	77	21.9%	100 K
www.1111.com	News & Current Events	140	18.5%	100 K
www.1111.com	Social Networks	52	15%	100 K
www.1111.com	Operating Systems	70	11.8%	20 K
www.1111.com	Classifieds	80	11.2%	75 K
www.1111.com	Body Care	80	10.2%	80 K
www.1111.com	Travel	80	9.7%	80 K

### Brain storming – MBA Course

#### Finance

#### Media

Google's partner site- Education



- Education- Children
- Education- Secondary
- Education- Continuous

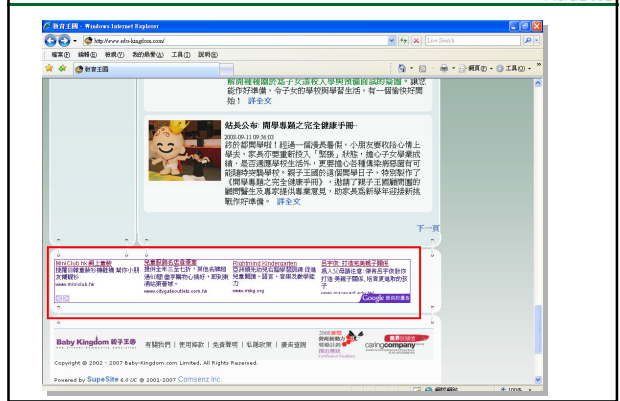
Education - Children <http://www.tvb.com>



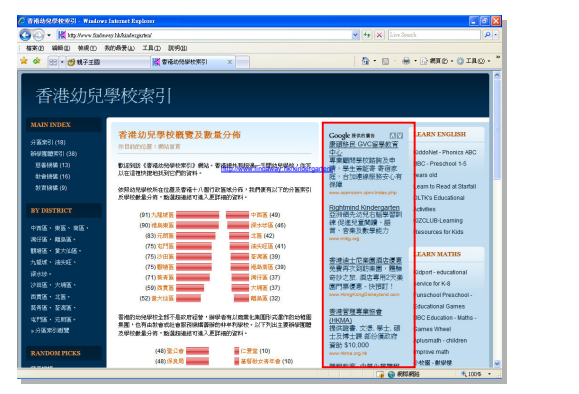
Education - Children <http://pregnant.com.hk>



Education - Children <http://www.edu-kingdom.com/>



Education - Children <http://www.findaway.hk/kindergarten/>



Education - Secondary <http://lsforum.net/board/>



The screenshot shows a forum page with a search bar at the top. Below the search bar, there are several sections: '音樂影片點播機' (Music Video Player), '分區索引' (Index by Region), and '最近中學新聞' (Latest Secondary School News). The '分區索引' section lists various regions and their corresponding forum threads, such as 'Central/Western 中區', 'Eastern 東區', 'Islands 離島區', 'Kowloon City 九龍區', 'North 北區', 'Shun Tin 順德區', 'Southern 南區', 'Tai Po 大埔區', 'Tuen Mun 屯門區', 'Wan Chai 灣仔區', and 'Wong Tai Sin 黃大仙區'.

The screenshot shows a search results page on the website www.pupil.com.hk. The search results are displayed in a list format, with the first result highlighted. The highlighted result is for '1. 獲選中學教師黃強先生 (男) [30]', which includes a brief description of the teacher's background and achievements. The page also features a sidebar with navigation options and a search bar.

The screenshot shows the website http://www.xe.com/ displaying a table of currency exchange rates. The table lists various currencies and their corresponding exchange rates. The table is organized into columns for different currencies, including USD, EUR, GBP, and others. The website also features a search bar and navigation links.

The screenshot shows the website http://www.capital-weekly.com/ displaying a news article. The article is titled '何不一花幾分鐘... 下星期假期?' and discusses the topic of currency exchange rates. The article includes a sub-headline, a main headline, and a body of text. The website also features a sidebar with navigation options and a search bar.

The screenshot shows the website http://www.google.com/finance displaying a market summary and currency exchange rates. The market summary section includes a line graph showing the performance of the S&P 500 index. The currency exchange rates section lists various currencies and their corresponding exchange rates. The website also features a search bar and navigation links.

- Allow to select ad placement by vertical
- Demographic site selection is available for campaigns which target users in the United States (only).
- Keywords are not required
- Pay-per-click charging method



Thank You

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