



yeeyi 亿亿

2020 Yeeyi Media Kit

Australia's Largest Chinese Media Group



目录

CONTENTS

01

A Brief Introduction Of Yeeyi

02

The Marketing Advantages Of Yeeyi

03

Yeeyi Audience Analysis

04

Yeeyi Marketing Sales Planning

05

Successful Marketing Case Studies



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A brief introduction

About us

Established in 2006, Yeeyi is the largest Chinese media platform in Australia.

Our purpose is to provide the Chinese-Australian community with accurate real-time information, as well as the most comprehensive one-stop classified advertisement platform.

01

A brief introduction



We are providing the service as below,



Reliable, accurate, real-time information

The largest Chinese information provider in Australia, consistently providing local information and useful news.

The first choice of Chinese-Australians to stay informed on latest news and information.



One stop classified ads platform in Australia with full coverage

Yeeyi is the most complete classification and information for services and community platform, including property and vehicle transaction, recruitment, supermarket, second-hand market, pet market, group-buying, building & home renovation, education tourism, business news, and other various information.



Get closer to the communities in Australia

As the longest serving Chinese platform in Australia, Yeeyi forums slowly evolves into 21 channels. User can find hot topics, in depth discussion, connect with other users, answering each other's questions and resolve difficulties in a professional and friendly forum.

01

Our development

2006. 09

Yeeyi established

Originate from traditional desktop website as a platform to exchange lifestyle information for the communities.

2016. 02

Over 2 million desktop users

Desktop website development increasing steadily :

- More than 2 million monthly visits.
- Became top Chinese website in Australia.

2019. 11

Yeeyi content operation fully upgraded

To meet market growth demands, Yeeyi reorganized operation resource, defined enterprise development vision.
100% improvement in product effectiveness, further promotes Yeeyi stable development.

2010. 05

Over 1 million registered users

Consistent development and growth.
Provide endless lifestyle information, creating high volume of online and offline transactions.

2016. 09

Yeeyi Mobile App published

Echoing new mobile lifestyle, Yeeyi entered the era of mobile access.
Became a high composite product that combined local information, lifestyle news and online communities.



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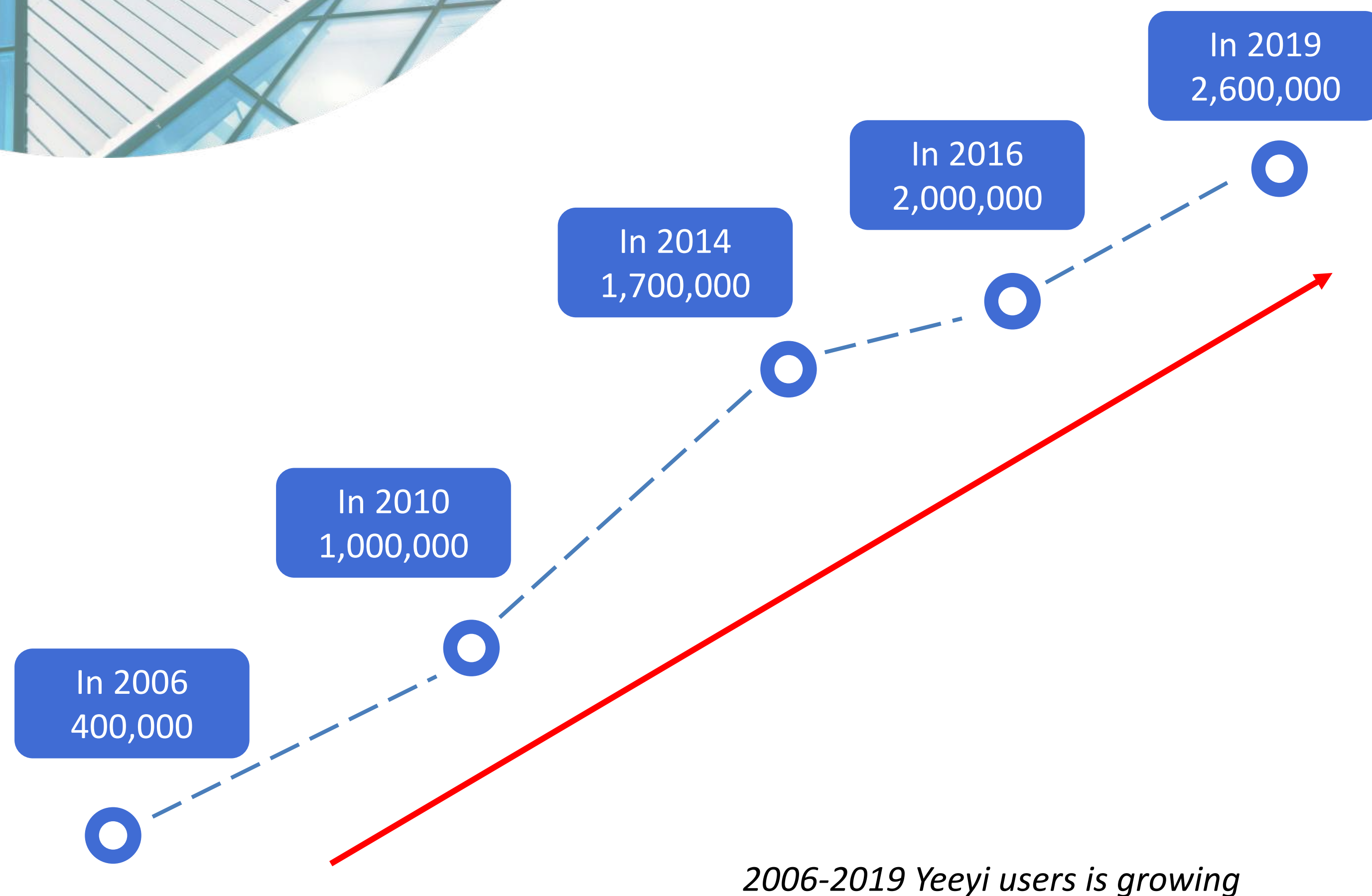


The marketing advantages

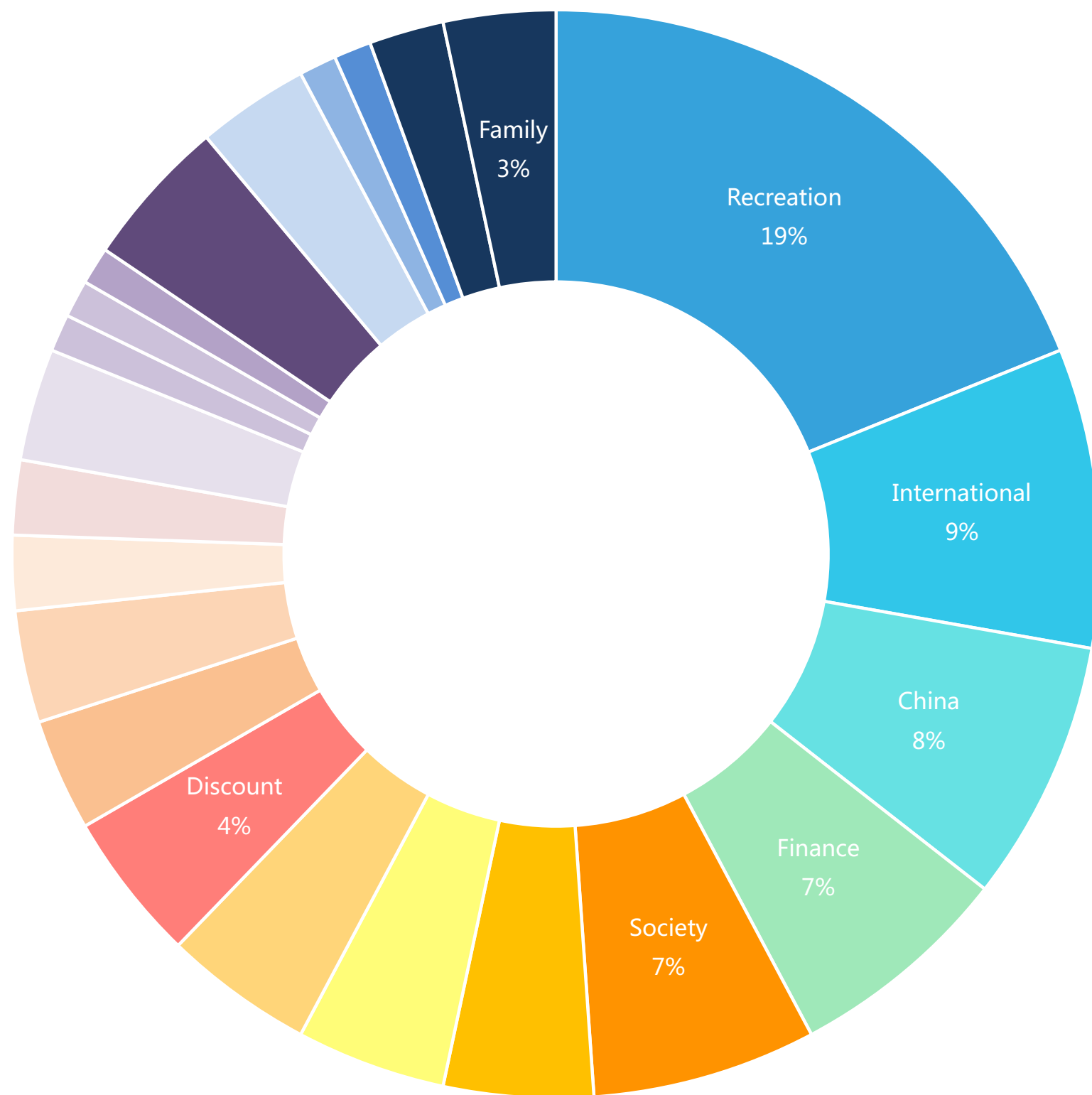
With over 10 years of stable development, Yeeyi now has a focus on mobile access with multi-platform product of desktop side as supporting system. Yeeyi has more than 2.6 million users on the network and exceeds 7 million visits on the website each month.

02

The marketing advantages



- ❖ In 2010, Yeeyi's registered users have exceeded 1 million.
- ❖ In 2016, Yeeyi's registered users have exceeded 2 million.
- ❖ In October 2019, Yeeyi's registered users have reached 2.6 million, and still constantly growing.



Diverse information makes outstanding

platform Yeeyi is dedicated to provide comprehensive information, and publish over 2 thousands international news stories daily, covering 30 major countries in Oceania, Asia, North America and Europe.

In the meantime, our offices are located in central Sydney and Melbourne, providing real-time information in Australia.

There are over 40 news channels such as community, education, tourism, restaurants, and automotive.



02

Consistent development of product benefit



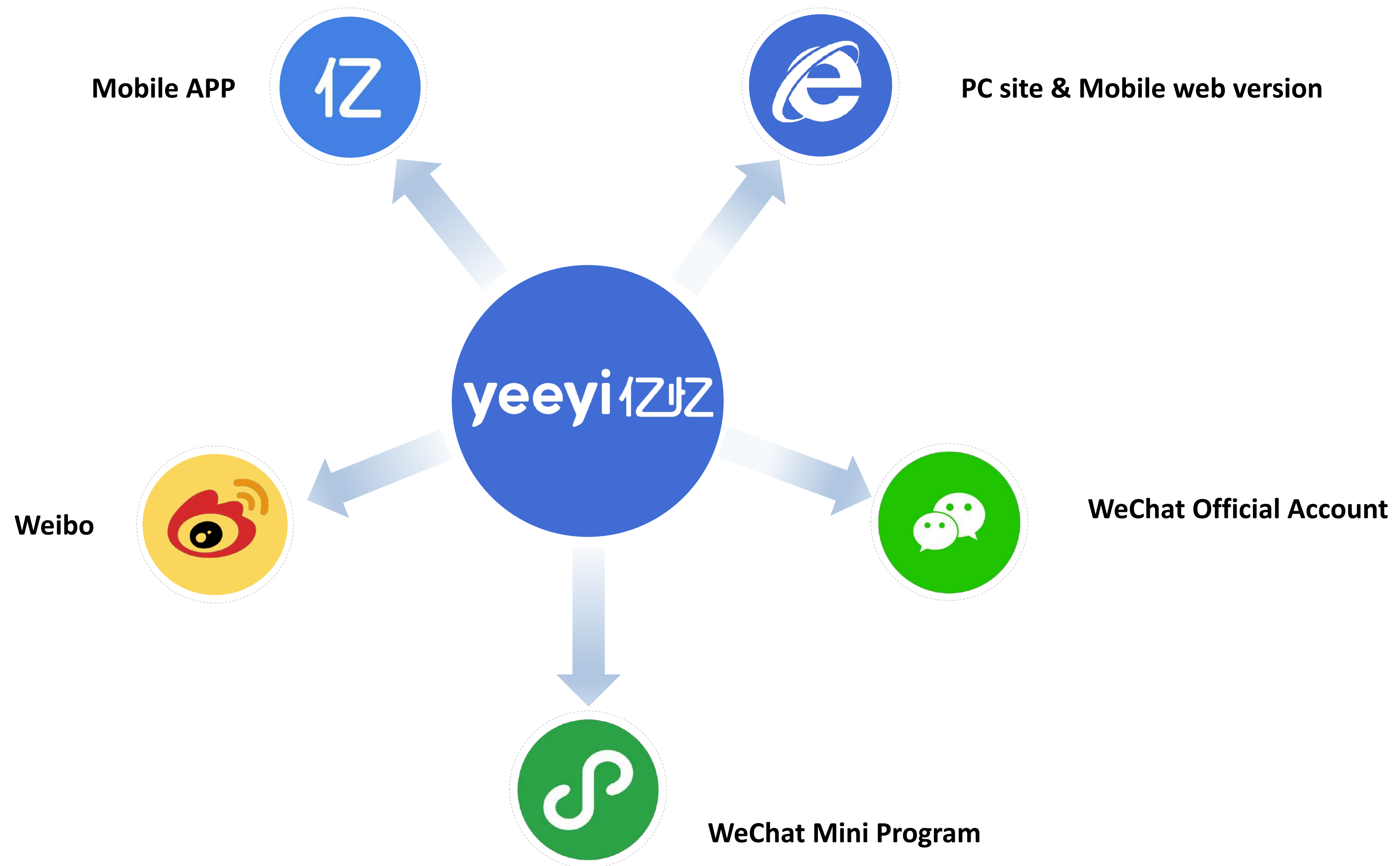
One-stop solution for local lifestyle,

Providing value to all information

- ❖ Yeeyi provides over 17 lifestyles topics, breaking down into 57 sections, including property rent and transaction, car sales, recruiting, household, car, business, study and tourism services. Yeeyi publish over thousands lifestyle news daily.
- ❖ Yeeyi classification system analyses the users' preference and habit and delivers customized information based on their needs, accurately deliver messages to the intended target audience. With Yeeyi, we are maximizing the value of all information.

02

Diversified coverage of marketing resources



02

Diverse marketing solutions

Yeeyi-Largest Chinese Media Platform



Monthly Visits

7,250,000



Daily Recruiting Visits

45,000



Daily Property Rent Visits

19,500



Daily Second-hand
Market Visits

19,500



Daily Car Sales Visits

9,000



02

Diverse marketing solutions


Mobile APP-keeping up with the Australian lifestyle



 Active Users
47,250+

 Partners
2000+

 Monthly New Users
19,700

 Total downloaded
400,000+

 Monthly Active Users
180,000+

 Daily Average Click
6.2

02

Diversified coverage of marketing resources



WeChat-Developed a personal life assistant

With the integration of Yeeyi life mini program, Yeeyi discount, WeChat community and official account, the Yeeyi WeChat official account has a total amount of 120,000 registered users since its inception.



Monthly Total Reached Users

2,770,000+



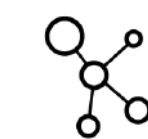
Daily Average New Users

600+



Monthly Total Visits

480,000+



Monthly Shared Info

20,000+

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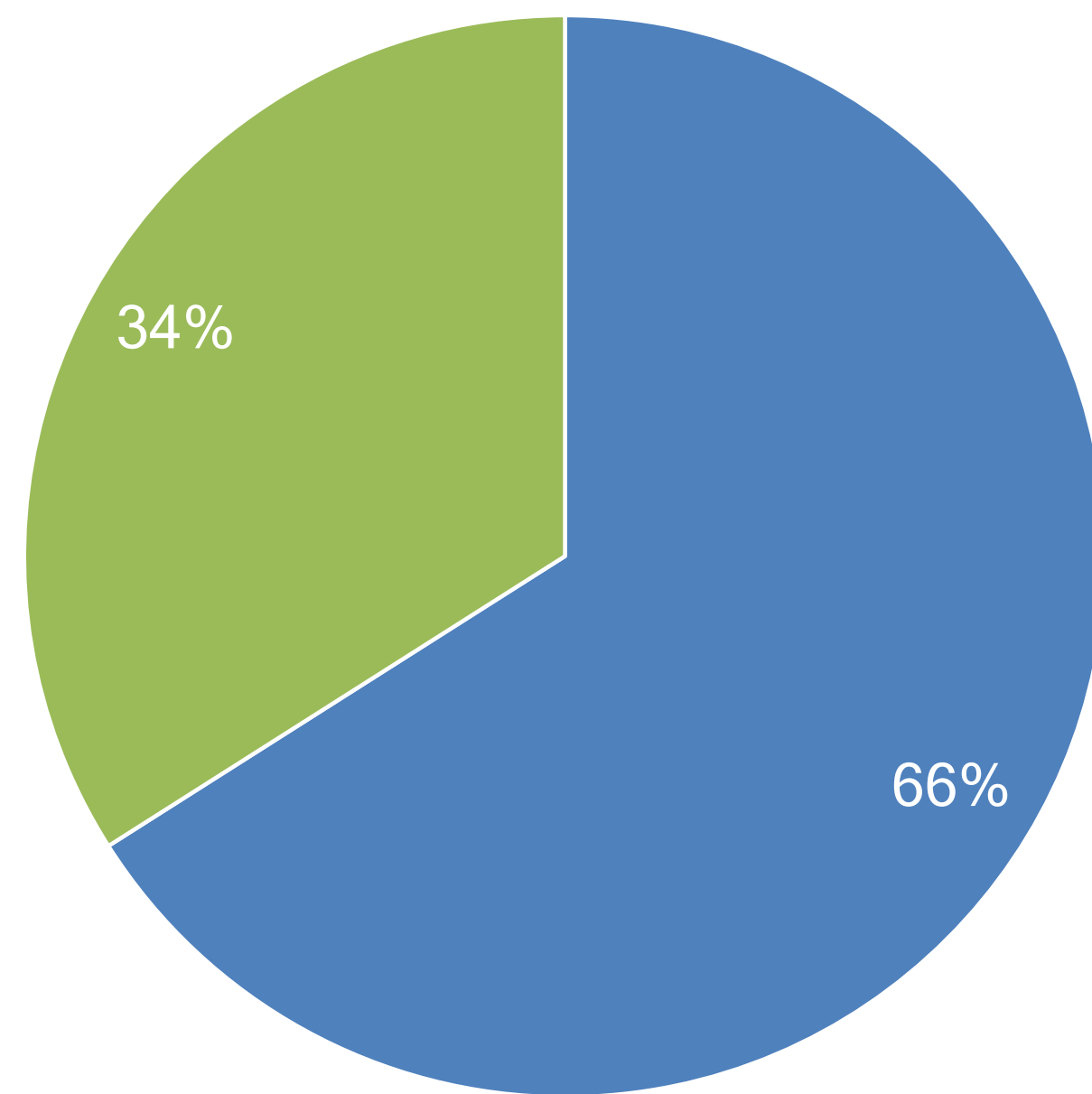


Yeeyi Audience Analysis

03

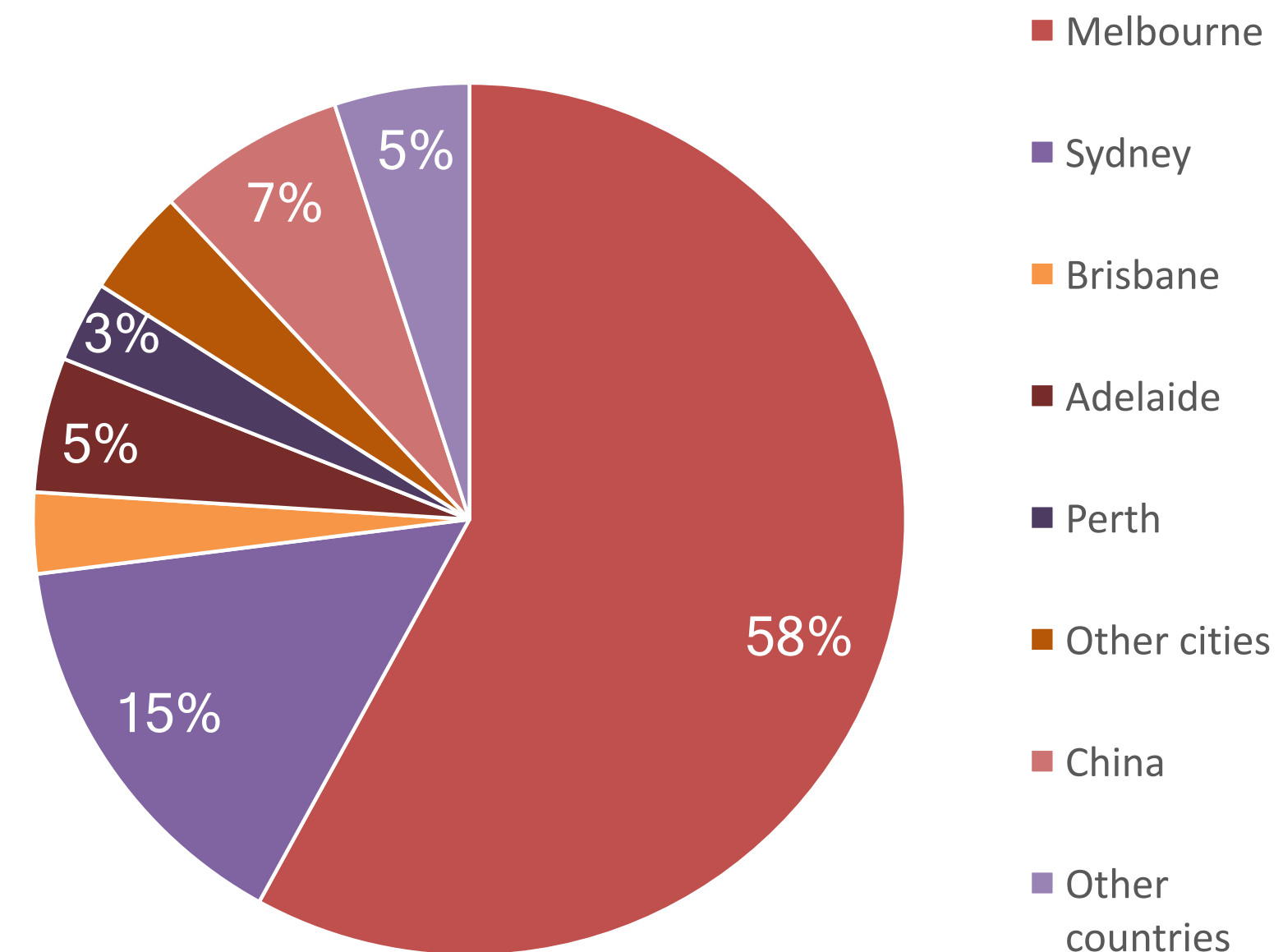
Rich users composition structure to create a multiple online community

Gender



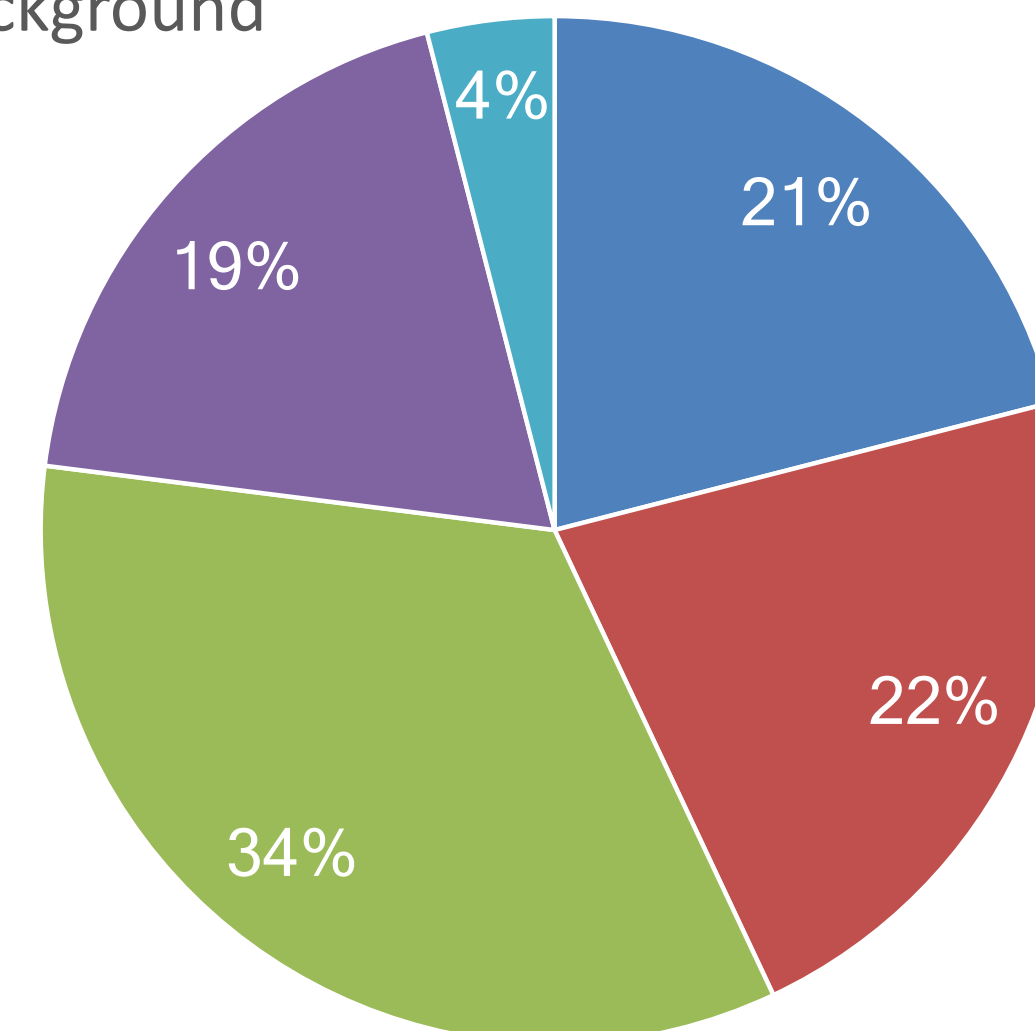
■ Men
■ Femen

Location



■ Melbourne
■ Sydney
■ Brisbane
■ Adelaide
■ Perth
■ Other cities
■ China
■ Other countries

Education Background

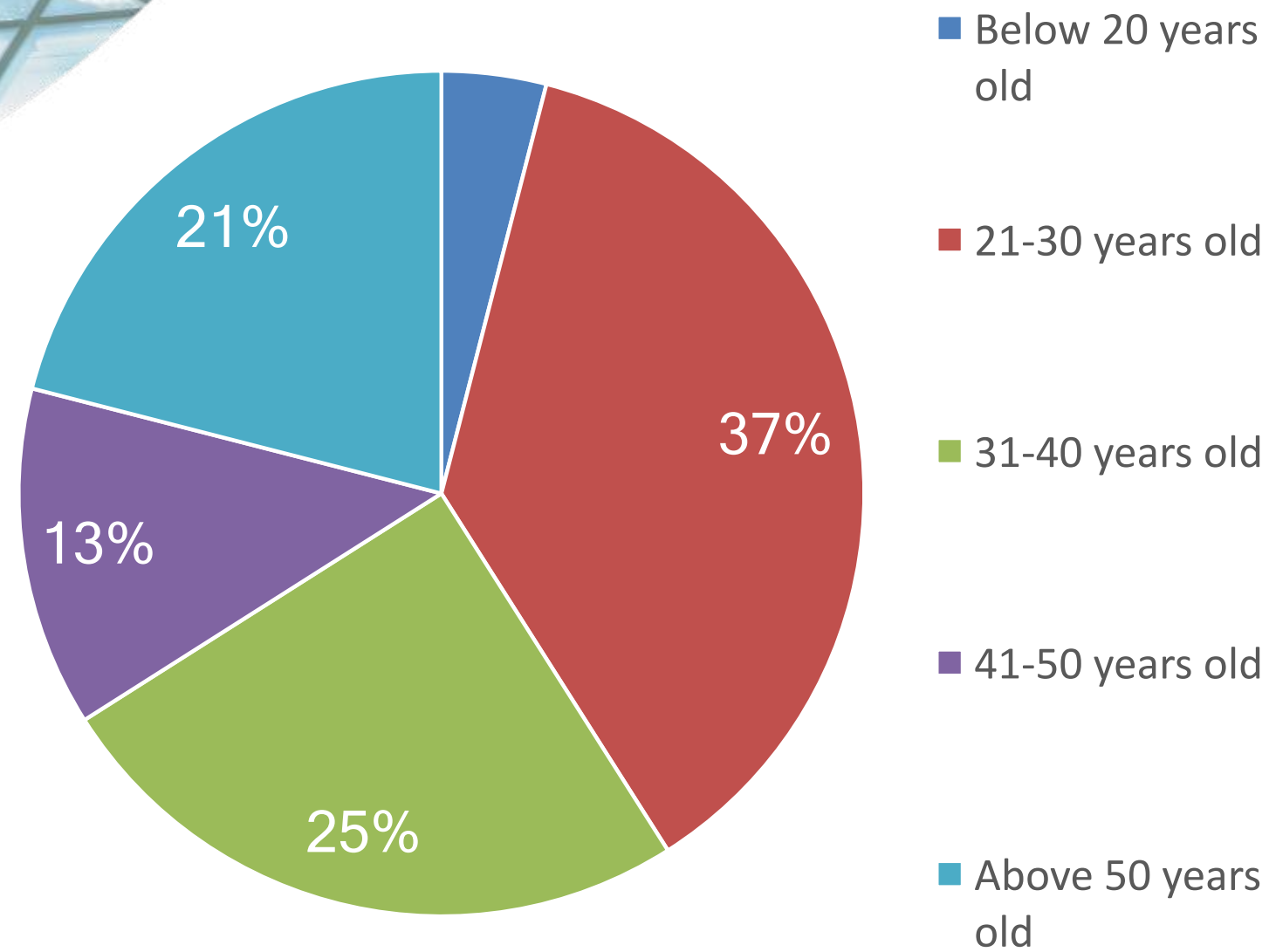


■ Diploma
■ Technical Degree
■ Bachelor Degree
■ Master
■ Doctor

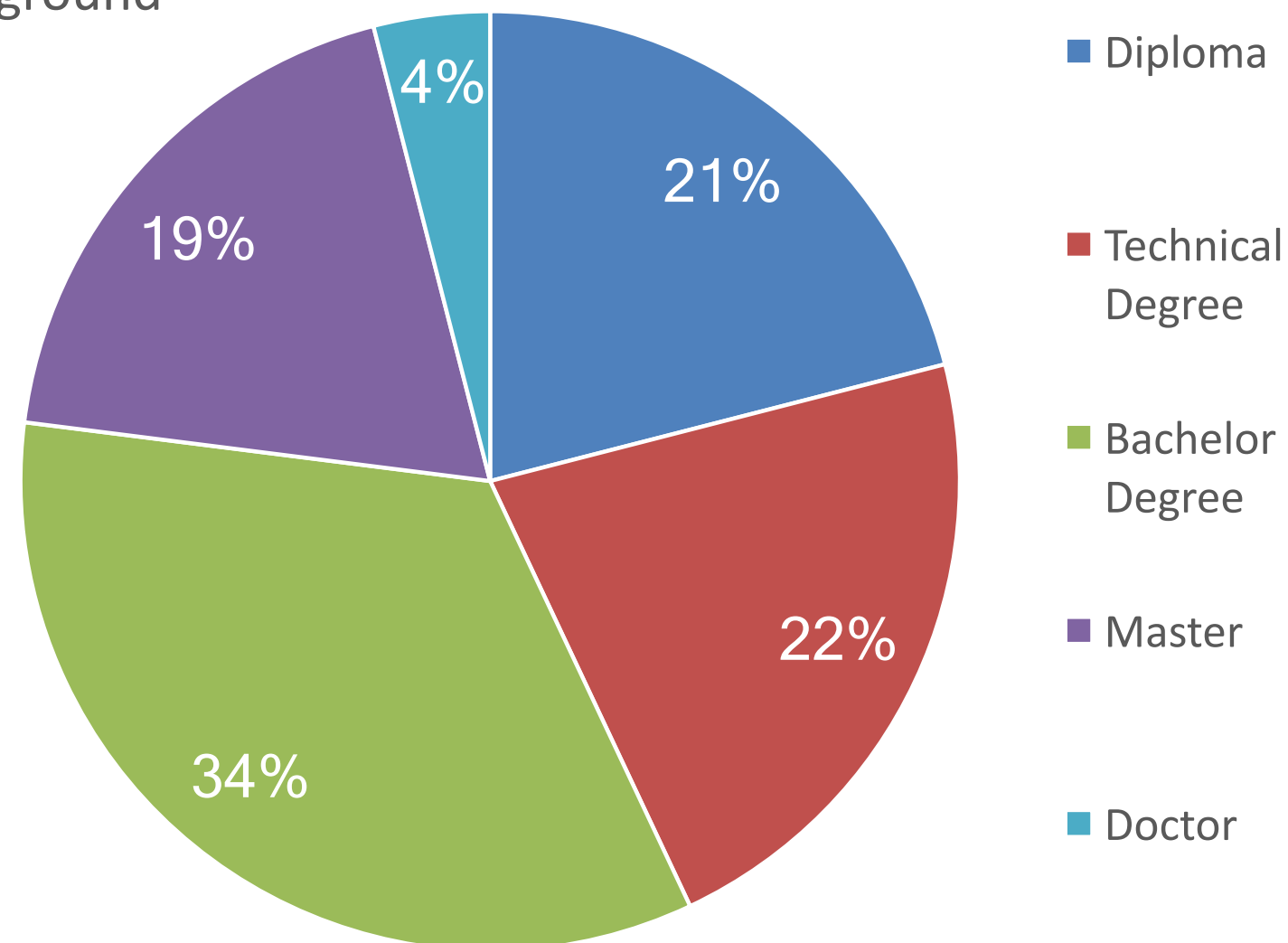
03

A solid user resource and stable economic stability

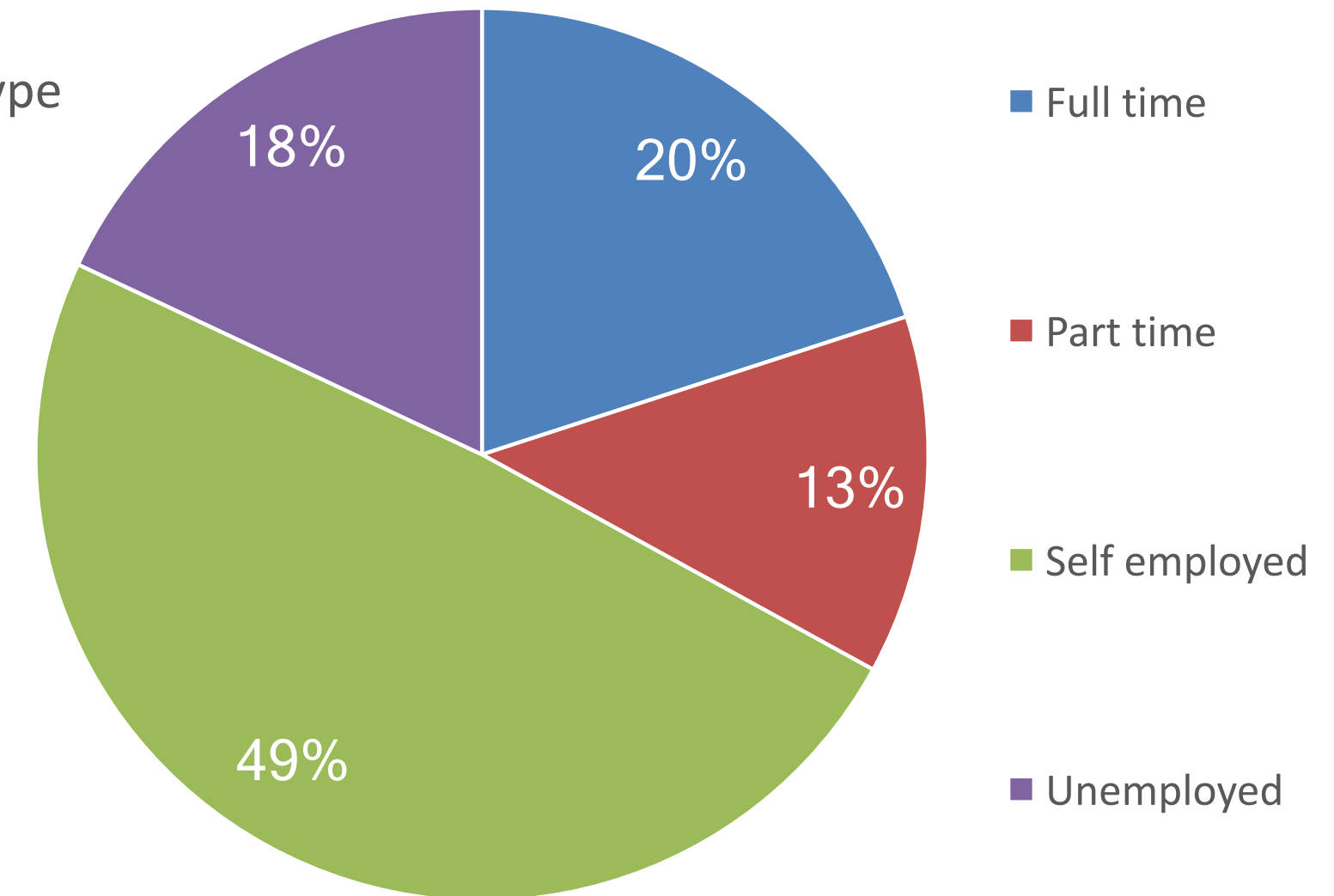
Age



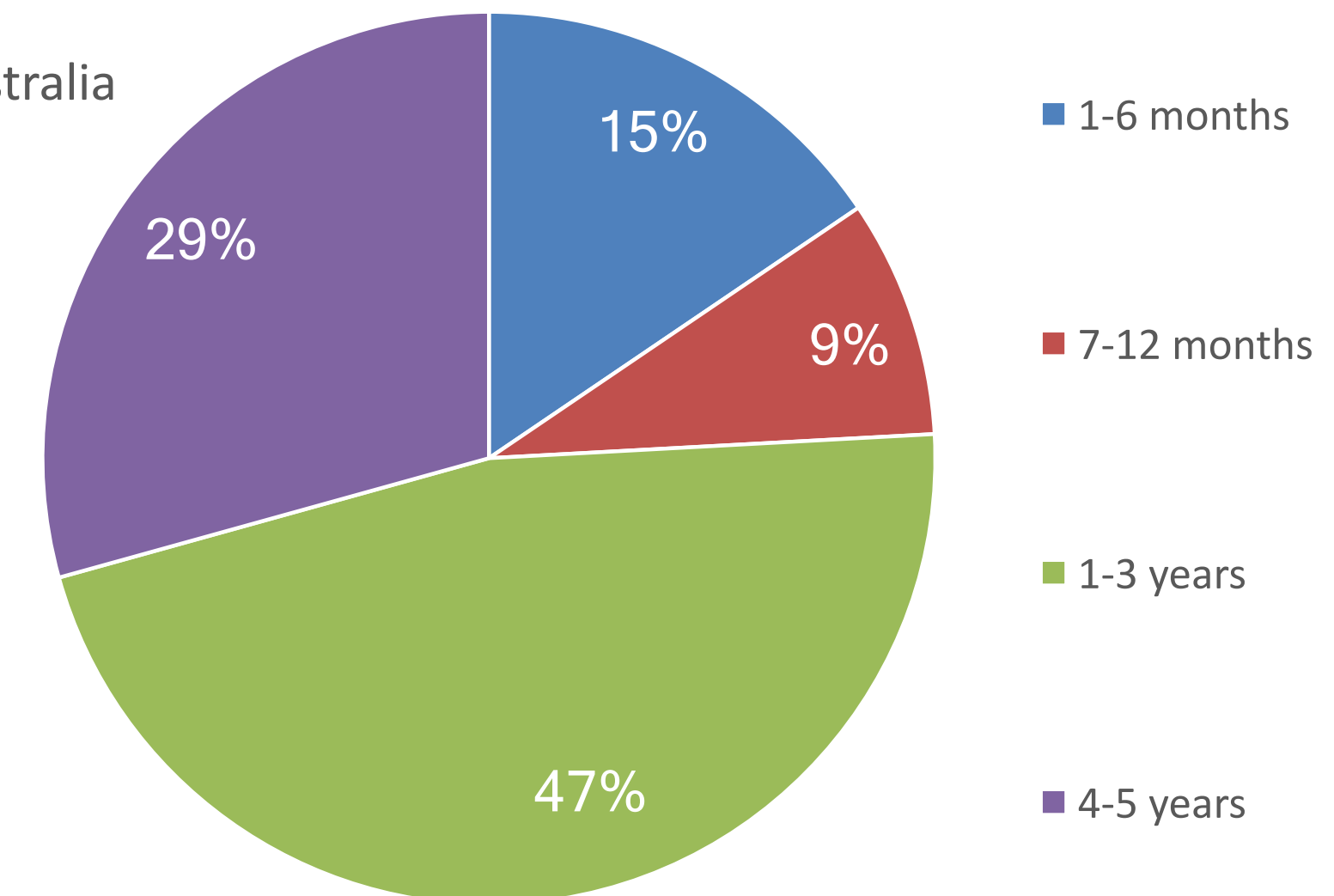
Education Background



Employment Type



Duration in Australia



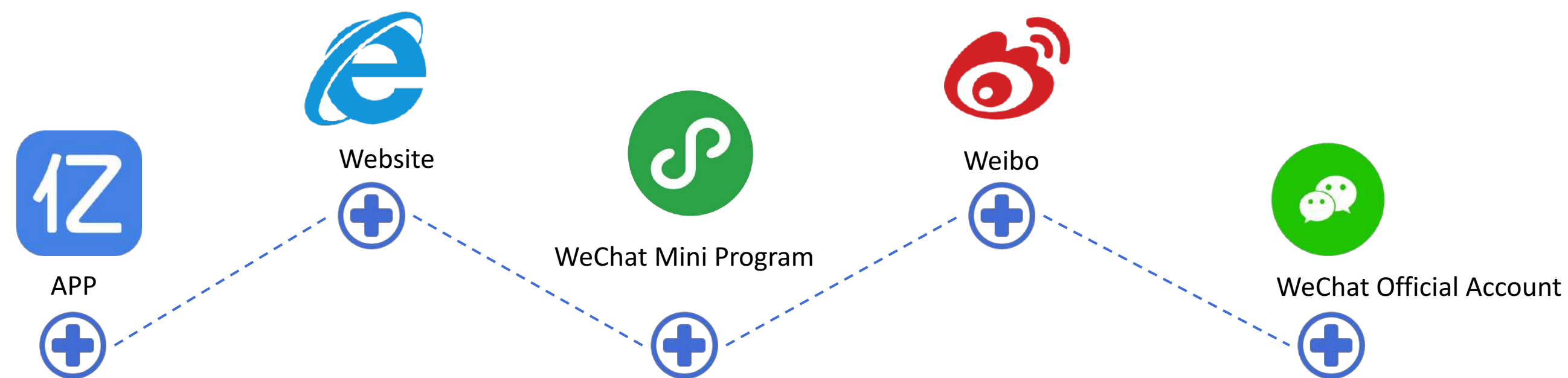
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Yeeyi Marketing Sales Planning

04

Advertising model



❖ Yeeyi provides a flexible and diversify Advertising marketing plan to our Partners via our complete full-line products. In this multimedia era, Yeeyi offers the Business Partners variety of e-services including Web PC, mobile APP, H5 page, and multiple media resources in social media.

❖ In addition, Yeeyi is also offering a flexible Advertising billing models based on different business model and demands. Tailored to fit to our partners' business developments plans, helping partners to push forward a complete business lifecycle.

❖ The Yeeyi's Advertising marketing plan is not just plainly transmitting information, We also show concern about the life and development of the general users and focus on sustainable business development. Yeeyi hope to grow together through thick and thin with our Partners throughout this collaboration.

04

App splash screen advertising



- Appear during app launch, maximum exposure and guaranteed ads traffic. Meeting customer's need for promotion.
- Advertisement are accurately displayed based on page contents, effectively reaching out to desired target users.

★ Configurable clicks range: 300-2000 Clicks/day

04

App newsfeed & video advertising



- Banner advertising in the Newsfeed.
- Advertising as a content and advertisement in a form that is implanted in content of deep reading experience.



- Video advertising are more vibrant and attractive to users.
- Suitable for branding presentation.

04

Information detail page & classified homepage advertising



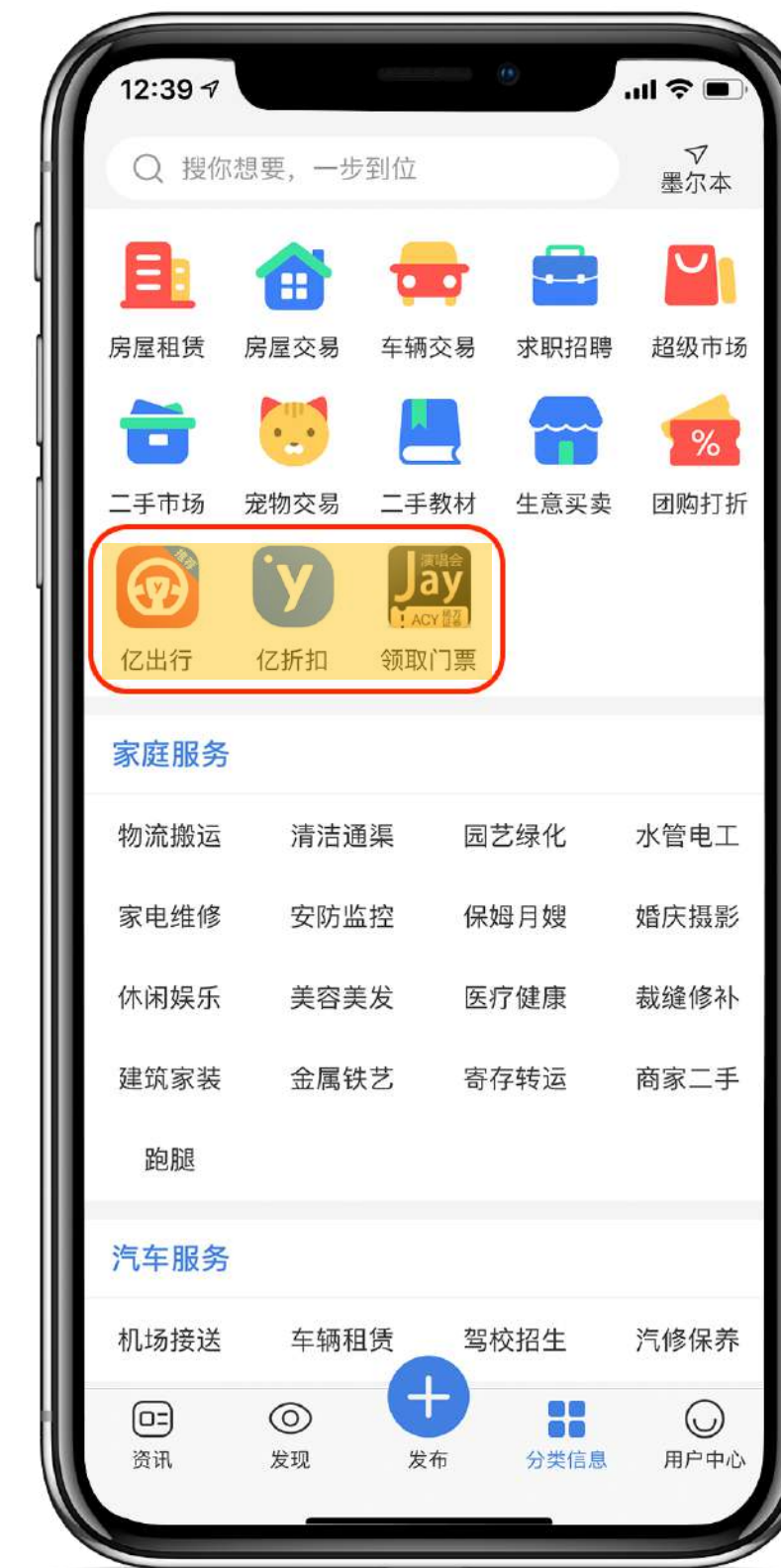
<Info detail page>

Lower banner below article



<Info detail page>

Text bar below headline



<Classified Homepage>

Squared Up advertising

04

App Random top post advertising



- There are a variety of sections in APP that are dedicated to various types of business information such as “Renting”, “Cleaning services” and “Moving services”.
- Top post ads appear above general post, getting more exposure and attention.

04

APP pop-up advertising



- Show in news section and increase exposure.
- Support GIF, more attractive to users.
- Initial splash screen: Appears everytime users opened APP
- Random splash screen: Shows 5 hours after initial splash screen, advertisement shown in random sequence.

04

Desktop splash screen advertising

- Appears everytime users opened Yeeyi webpage, guaranteed ad views.
- Advertising content in large layout and eye-catching.



04 Desktop banner advertising

- High exposure, strong branding.
- Advertisement are accurately displayed based on page contents, effectively reaching out to desired target users.



04 Desktop news articles

Show advertisement in the information, increase user awareness of advertising product or service.

Highlight News Post

Headline Article

Sub-Headline Article



Desktop forum post advertising (Sticky/Highlight)



- Advertisement sticky or highlighted in desktop website's sections list , accurately displaying relevant advertising content.
- Sticky: the advertisement is always on the top of the section, guaranteed exposure.
- Highlighted: clear difference in appearance with general articles and attracts more attention.

04 Yeeyi WeChat official account advertisings

Headline Article

3rd Position Article

5th Position Article



Sub-Headline Article

4th Position Article

6th Position Article



Upper Banner for
Headline Article

Upper Banner for Sub-
Headline Article

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Case Study□

05 Case study - Telstra



Mainly as APP newsfeed advertisement, combining Splash Screen ad, WeChat new article push message, Desktop banner ad, and etc, to display multi combination.

Create brand impact and improve effectiveness to achieve better marketing results.



Total Exposure

700,000+



Total Clicks

20,000+



Visits

50,000+



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We look forward to collaborating with you

Yeeyi- Australia's Largest Chinese Media Group

For all enquiries: customer@yeeyi.com

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