

HMS Workshop

4. Week

Barış Can Kurtulmuş



Trainers

DTSE Community



Sezer BOZKIR

Developer
Technical
Support
Engineer



Ibrahim Recep SERPICI

Developer
Technical
Support
Engineer



Metin VANDAR

Developer
Technical
Support
Engineer



Barış Can KURTULMUŞ

Developer
Technical
Support
Engineer



Enes INKAYA

Developer
Technical
Support
Engineer



Introduction

Part 01



Training Plan

Overview of the Workshop

Week

Account Kit
Push Kit
Crash Service
Analytics Kit

01

Week

What is HMS ?
Register as a Developer
HMS Kits Integration
How to use Documentation
AGC Console
HMS Core Toolkit

02

Week

Week

Ads Kit
ML Kit

03

Location Kit
Map Kit
Site Kit

04



Week

Ads Kit



04

Outline

What is Ads Kit ?

Features

Why Ads Kit ?

Integration





Huawei Mobile Services

What is HMS Ads Kit ?

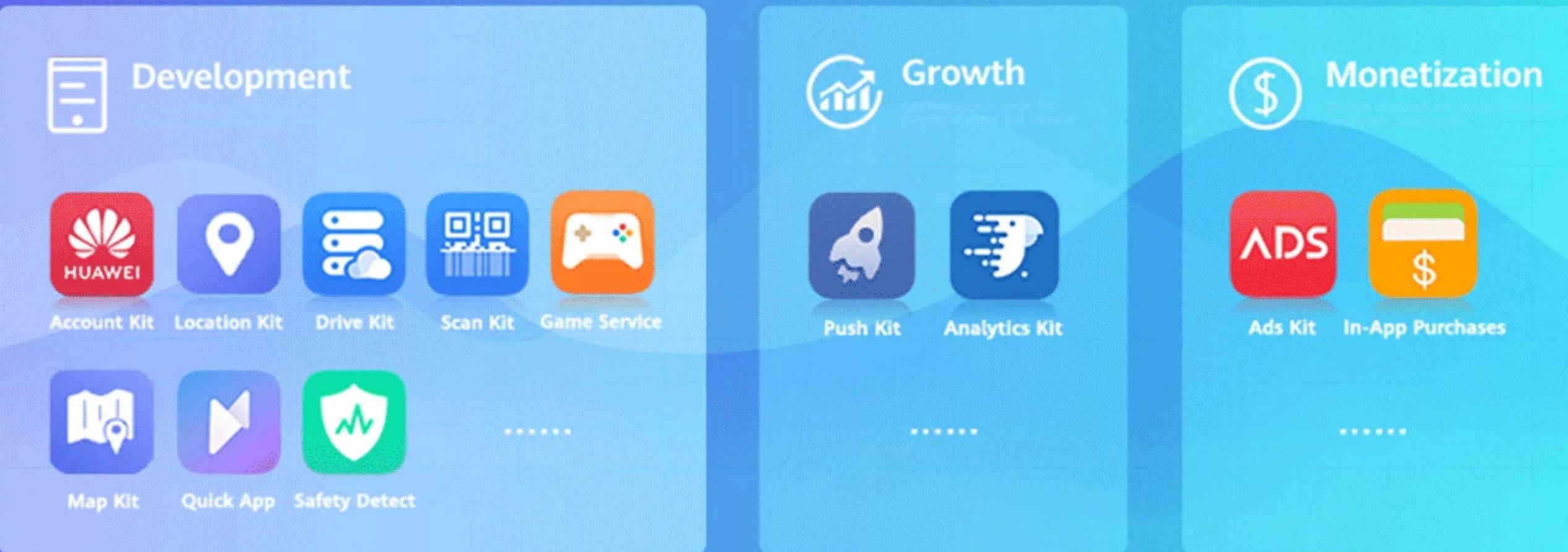


HUAWEI Developer. All rights reserved. ©2018 - 2021



Overview of HMS Core

HMS Core enables quick access so developers can focus on innovation



Development

- HUAWEI Account Kit
-  Location Kit
-  Drive Kit
-  Scan Kit
-  Game Service
-  Map Kit
-  Quick App
-  Safety Detect

Growth

-  Push Kit
-  Analytics Kit

Monetization

-  Ads Kit
-  In-App Purchases



What is Ads Kit ?

Definition

HUAWEI Ads Publisher Service is a monetization service that leverages Huawei's extensive data capabilities to display targeted, high quality ad content in your apps to the vast user base of Huawei devices.

What is HUAWEI Ads?

A monetization solution for developers

A commercial solution for advertisers

Development

Product Idea

Development

Distribution

Release app
in App Gallery

Growth

User Acquisition



Advertise App &
connect to users

Monetization

Monetization



Maximize value of traffic

Why HUAWEI Ads?



Rich source of advertisers

Access to high quality ads, without having to manage advertiser relationships.

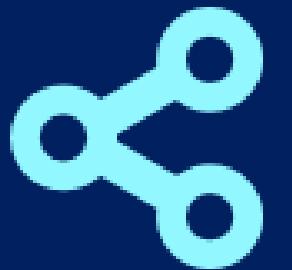
Quick and easy start

All you need to do is quickly integrating the SDK.



Fantastic user experience

Frictionless app install experience by single-tap install and unified UI design.



So,
you deserve...



High fill rate



High app retention



High conversions

Features

The Ads Kit provides you with high-quality Advertising capabilities to realize traffic monetization



Obtain high profits

- Massive high-quality brand customers
- Big Data Improves Benefits
- Most advantageous revenue sharing and incentives



High-quality advertising experience

- Rich advertising forms
- Unique "one-click installation"
- Huawei Unified UI Design
- Strict ad review

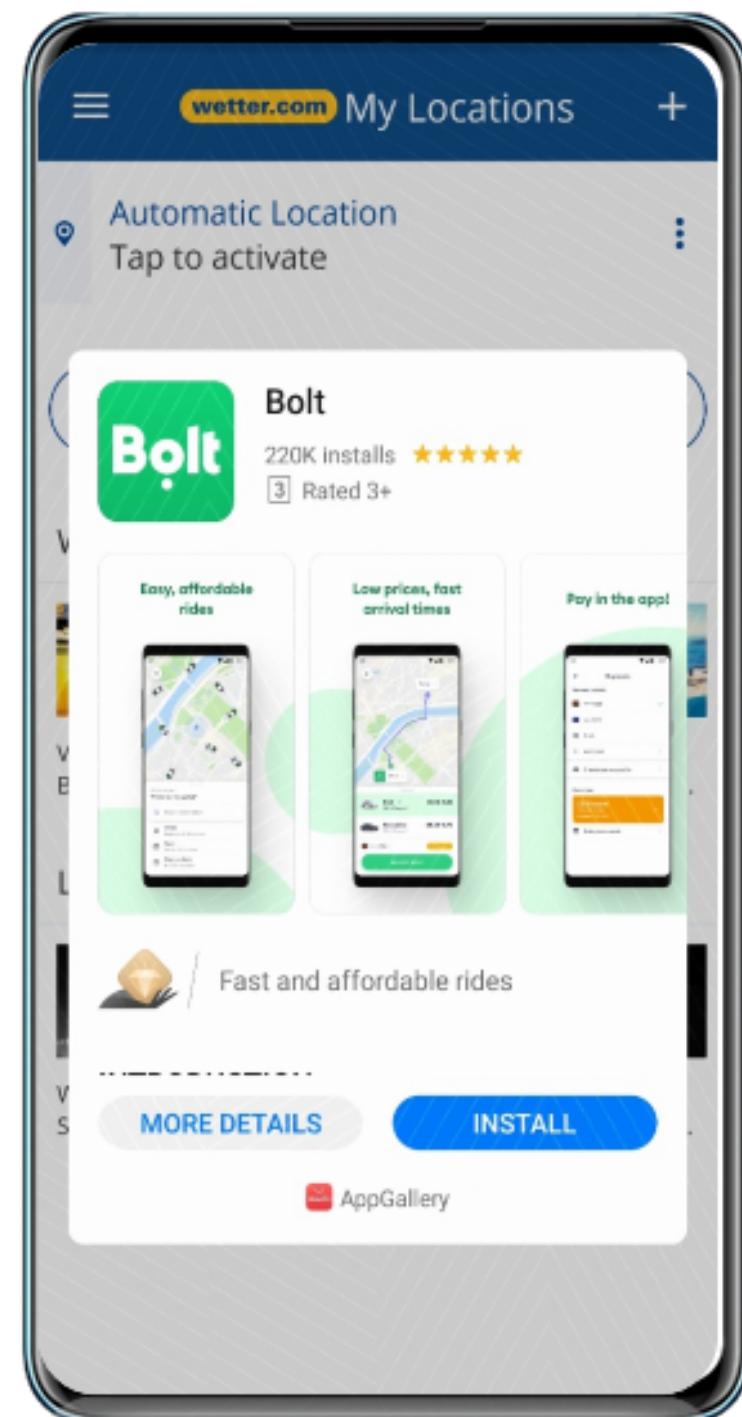


Comprehensive service support

- Global local technical support
- Professional ad review support
- Visible profit report

Features

Application download ads: One-click installation of applications, greatly improving the conversion rate



Single-tap Install

Shorten the ad path without interrupting the user use process.

The Mini details page can be displayed in the app without switching to the App Store, reducing user churn during the redirection.

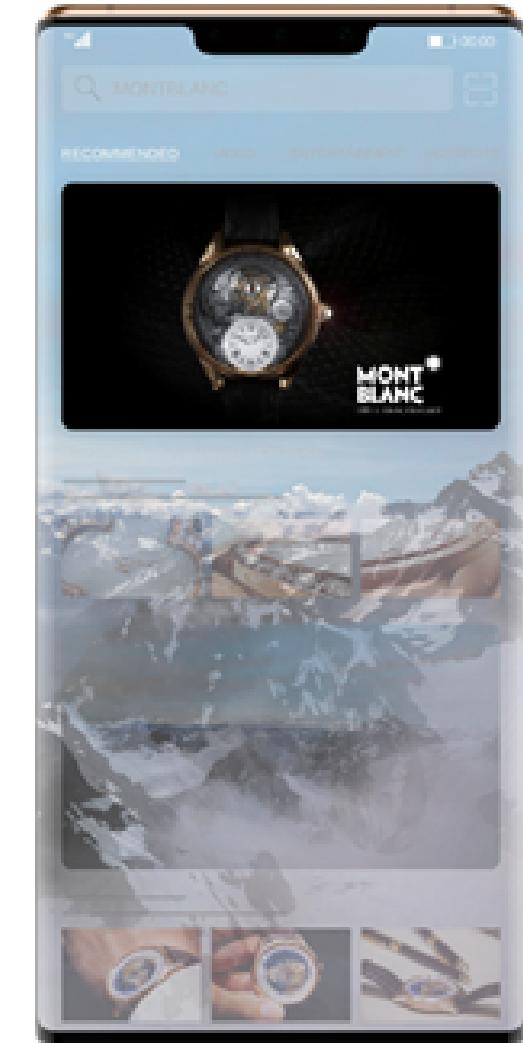
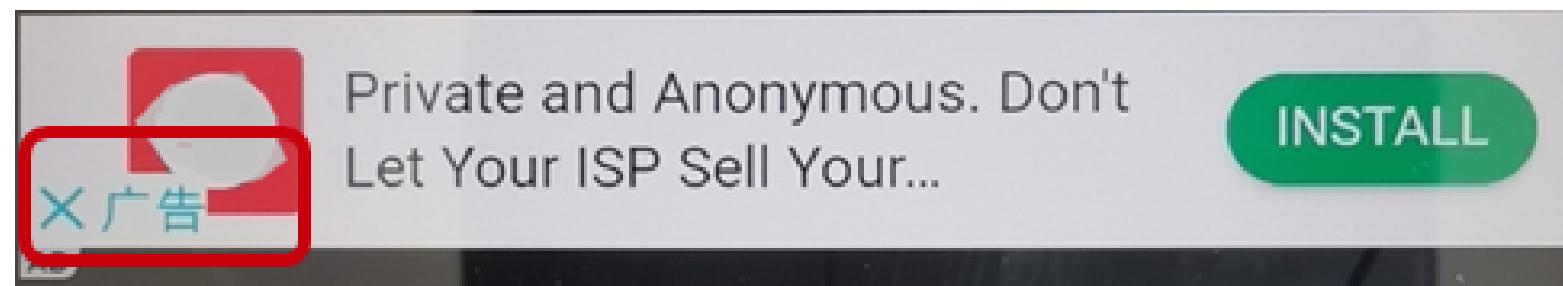
Features

Consistent experience, not allowing ads to affect user experience

Other ad platform problems

- The mode is not standard.
- Different sizes
- Poor quality

The user experience is consistent with the UX of Huawei devices.
Advertisements and applications display better integration
visual effects.



HUAWEI Ads advertiser cooperation



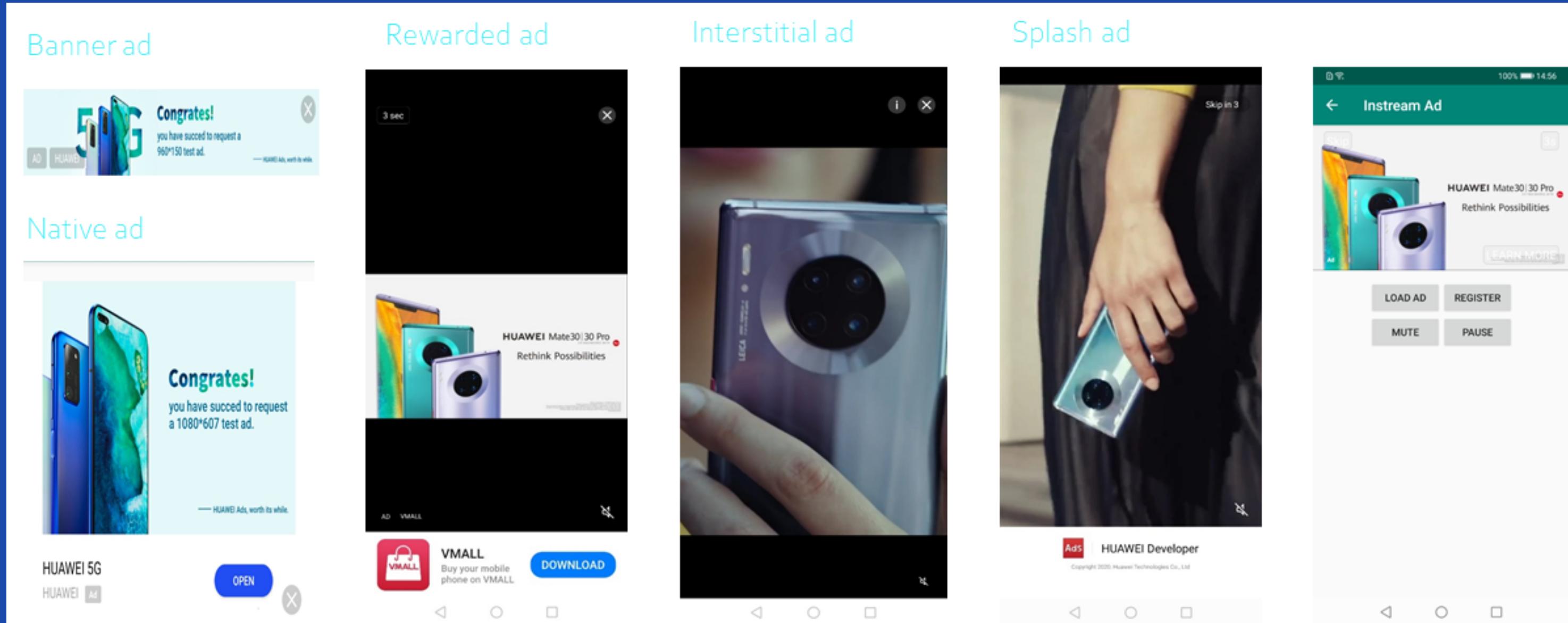
Applications continue to join in HUAWEI Ads



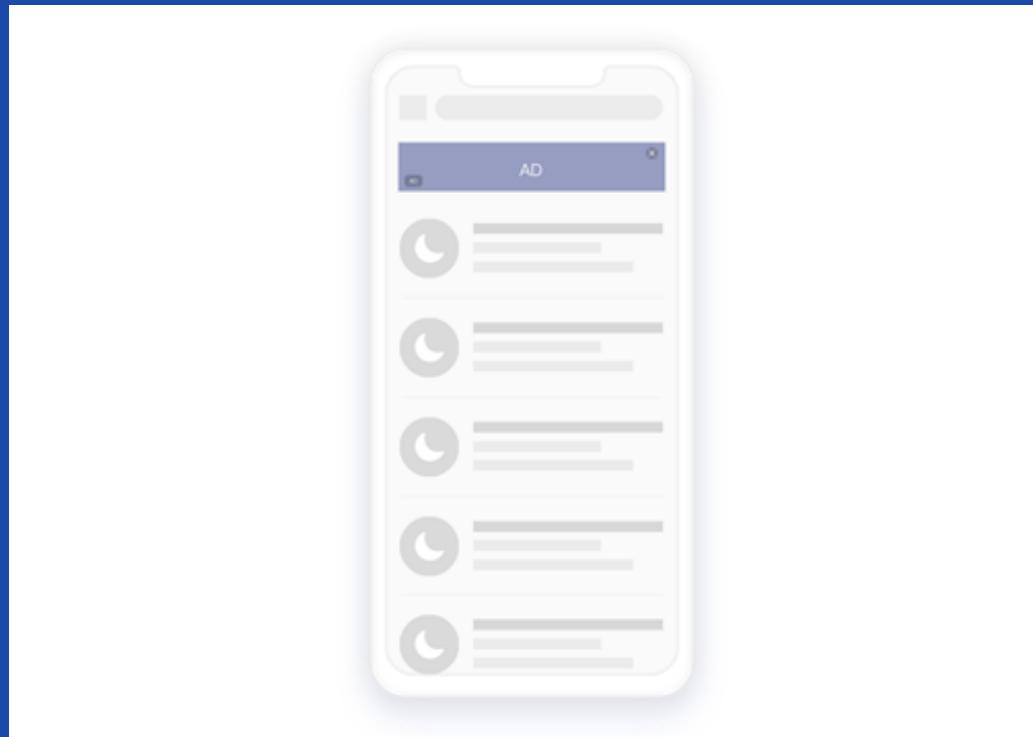


Ad Formats

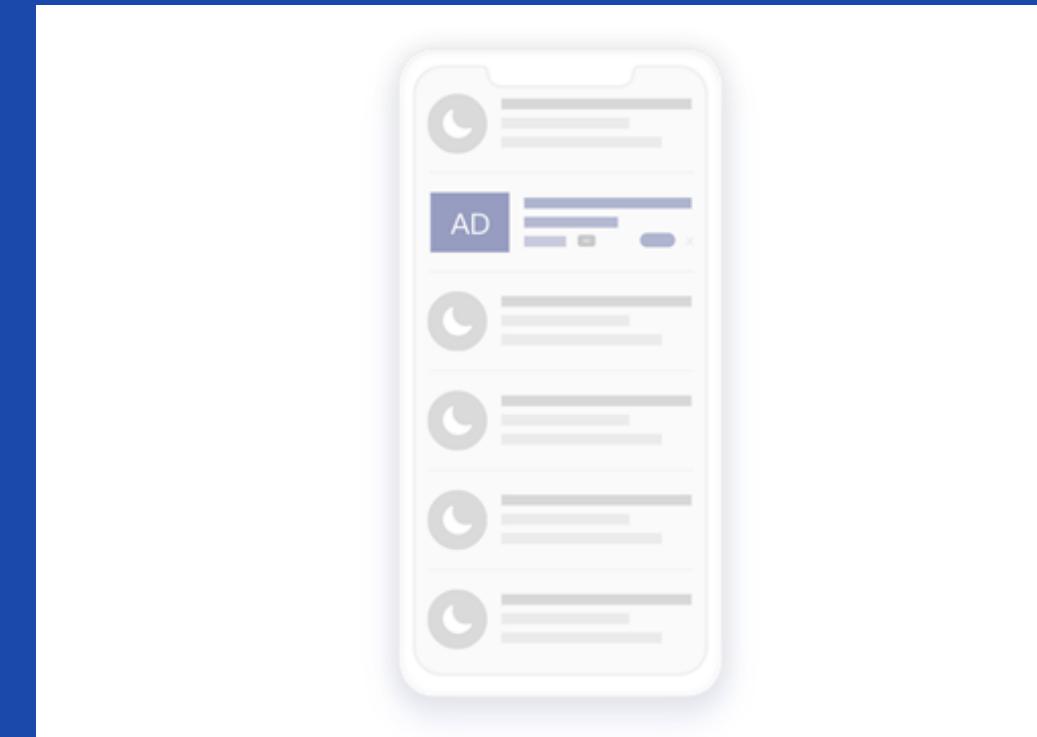
HUAWEI Ads provides banner, native, rewarded, interstitial, splash, and roll ads for developers.



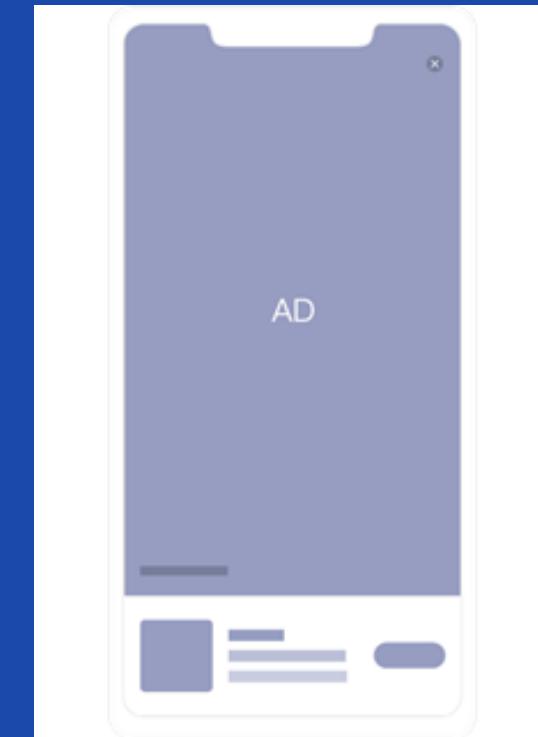
Banner



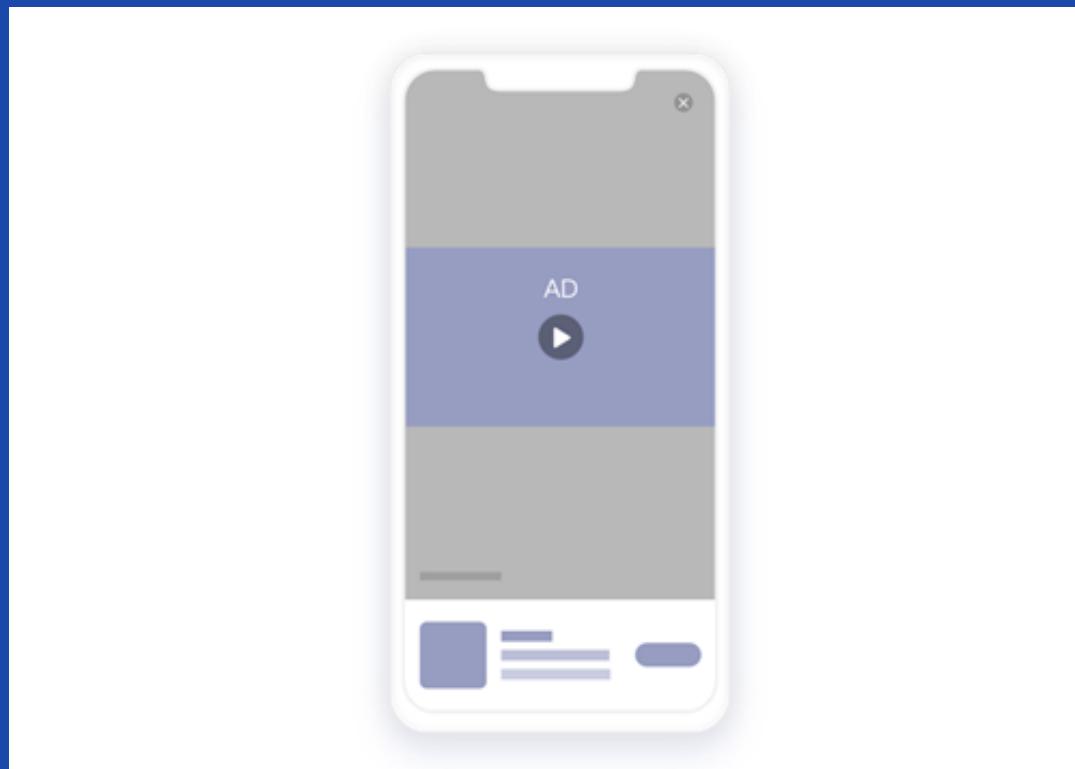
Native



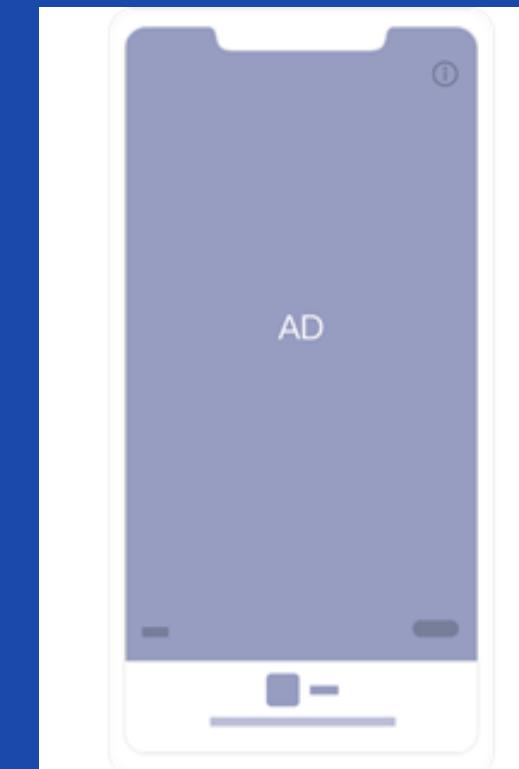
Interstitial



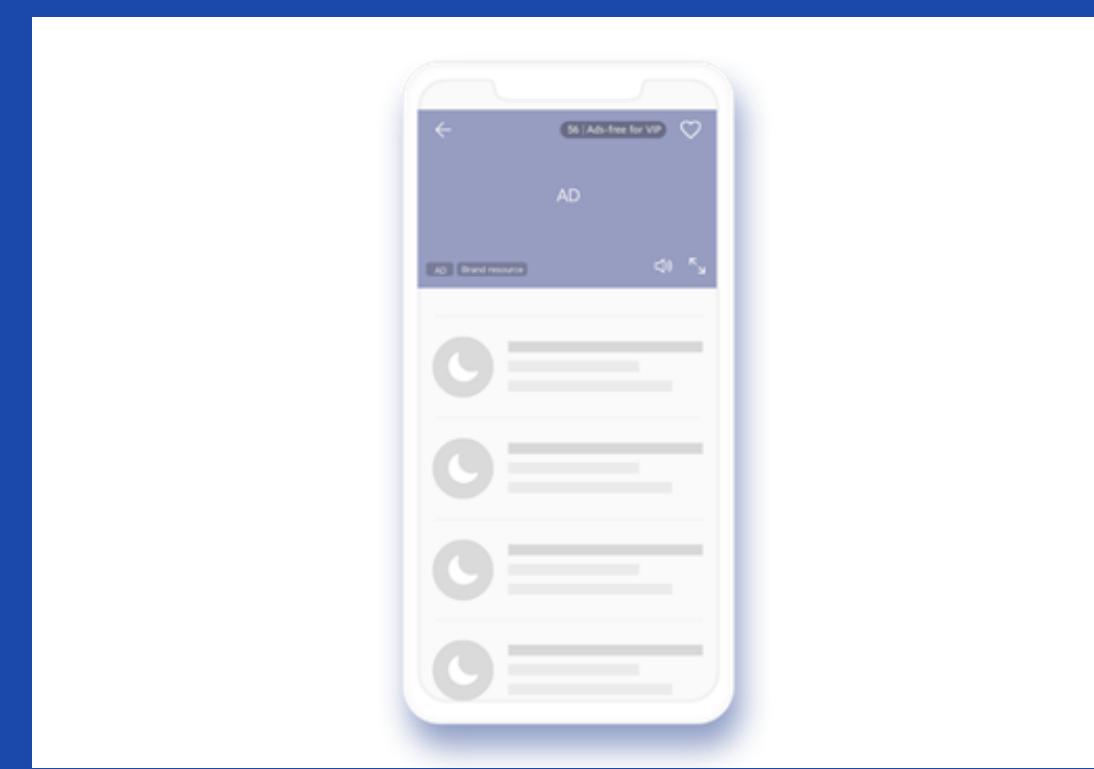
Rewarded



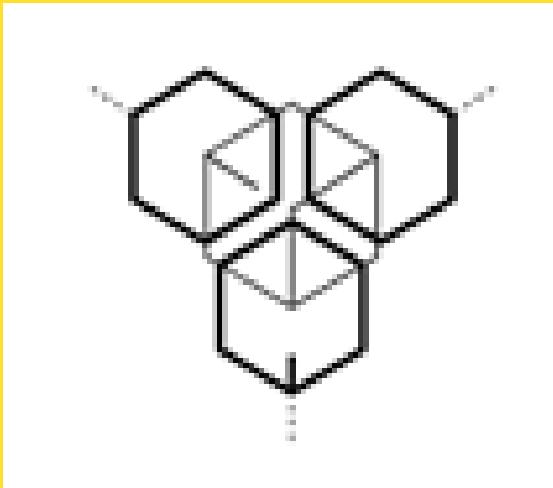
Splash



Roll

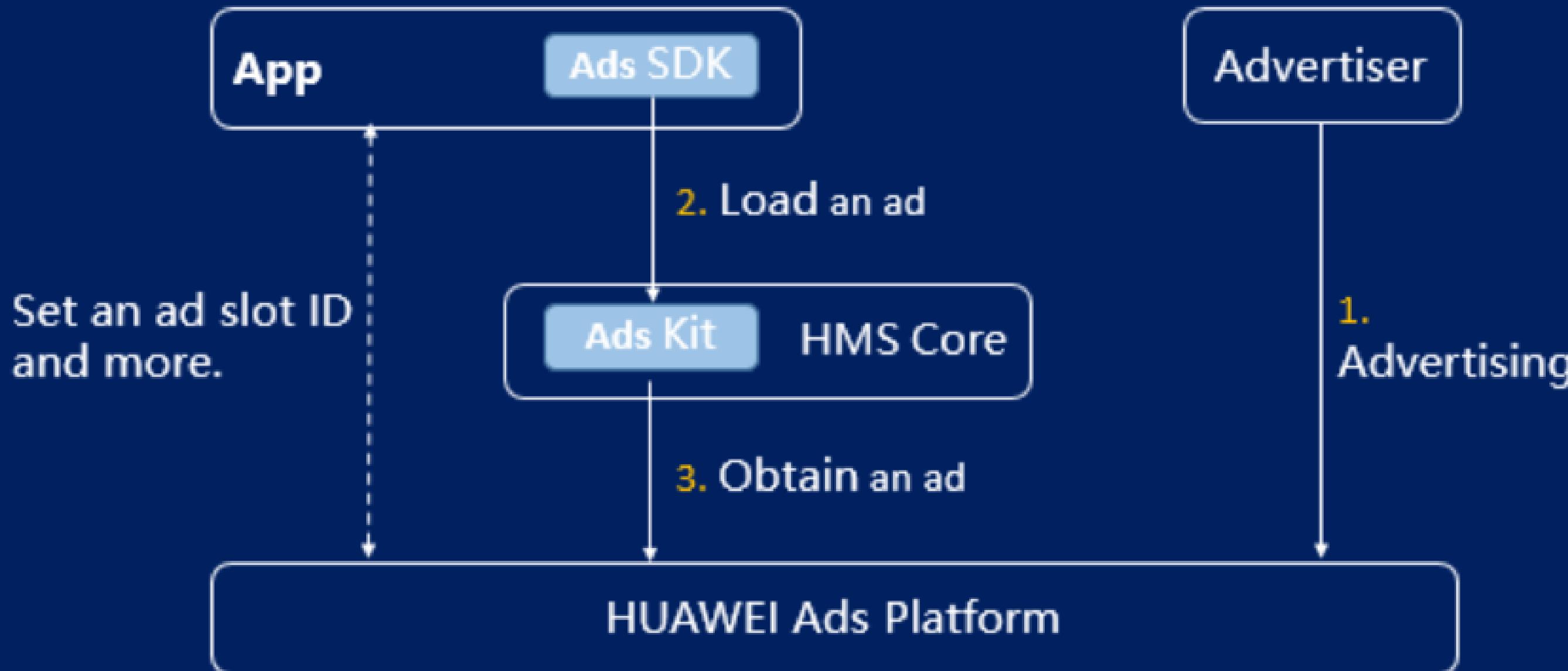


Media and ad slot management



- Adding and deleting media
- Adding, deleting, and enabling ad slots
- Brand management (industry, app, and URL shielding control)

HUAWEI Ads Flow





Integrate HMS Ads Kits Part 03

Useful Links for HMS Core

Main Page: <https://developer.huawei.com/>

HMS Ads Development Documentation:

<https://developer.huawei.com/consumer/en/doc/development/HMSCore-Guides/publisher-service-dev-process-0000001050064964>

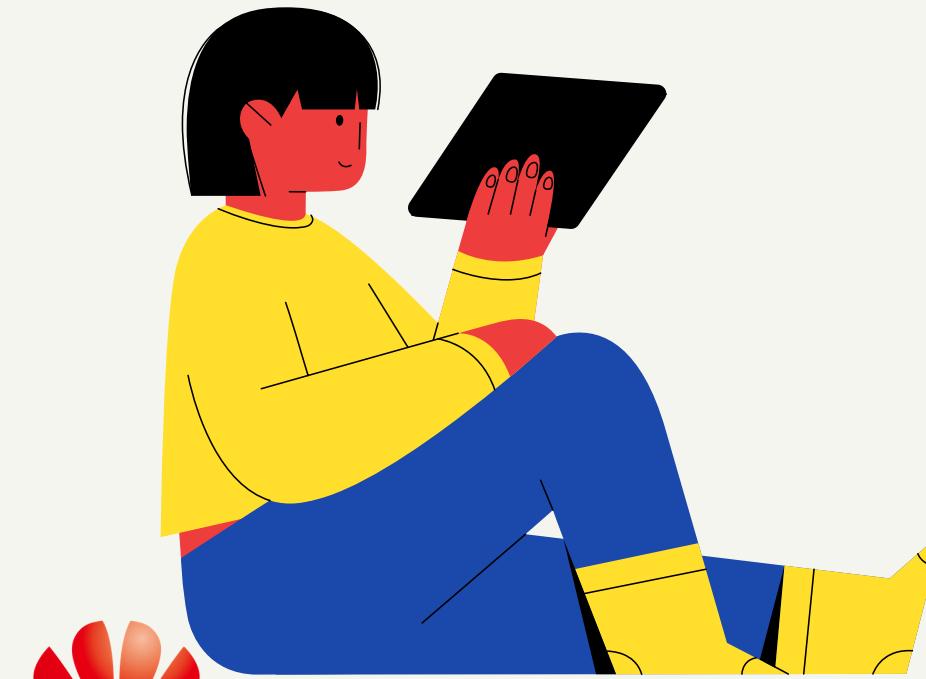
Codelabs:

<https://developer.huawei.com/consumer/en/codelab/HUAWEIAdsSDK-BannerAds/index.html#2>





Q & A



Thank you for listening

Address

BARİS.CAN.KURTULMUS@HUAWEİ.COM



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