



The World's Most Popular Free Office Suite

Android Advertising Sales Overview

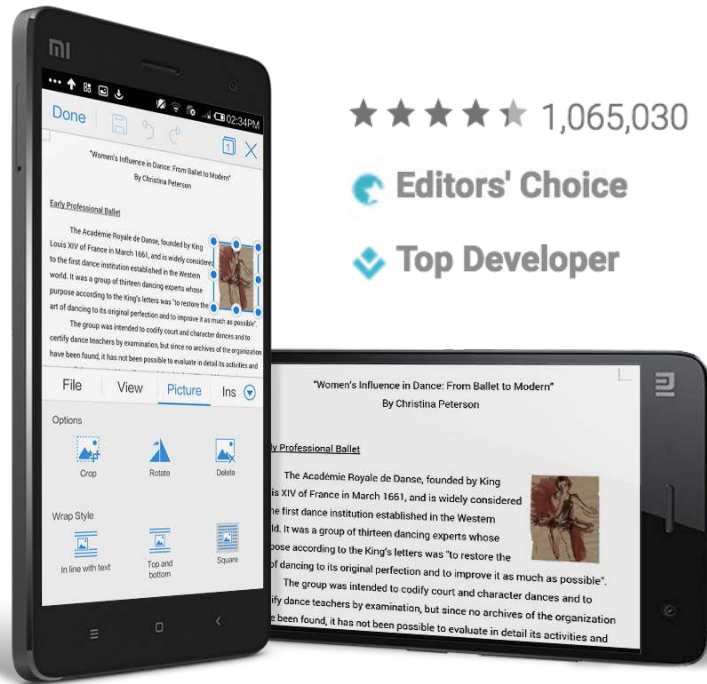
TOP PARTNERS



KEY METRICS

- **1.25 Billion** Installs and counting
- **550 Million** Mobile Installs
- **100 Million** Mobile MAU
- **46** Languages Supported
- **\$50 Million** VC Capital ([link](#))
- **Publically Traded** ([3888:HK](#))
- **900+** Employees
- Global Offices: Palo Alto (HQ), Beijing and Hong Kong

Android User Base



★★★★★ 1,065,030

🌐 Editors' Choice

📌 Top Developer

“Almost too good to be true...”



Massive, High Quality User Base



46 Languages
Supported



550 Million
Mobile Installs



100 Million
Mobile MAU



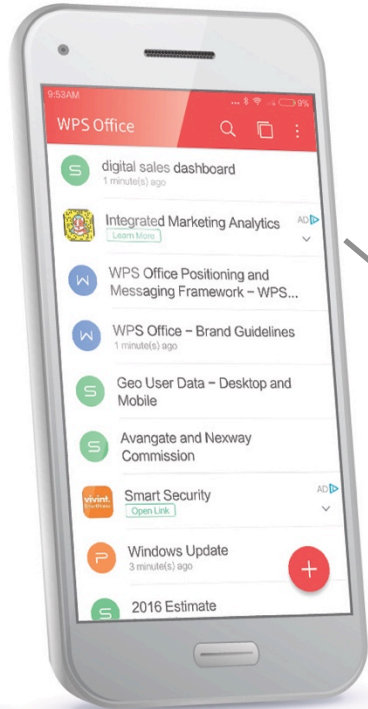


WPS
COMPLETE OFFICE SUITE

Android Advertising Inventory

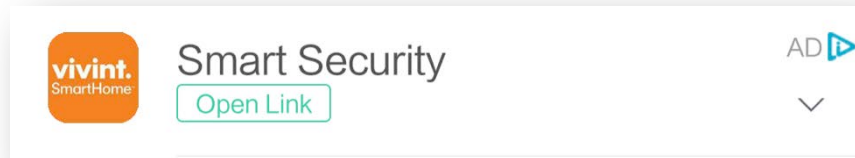
Recent Document Feed

Home Screen on first launch, ads will rotate ever 3-5 documents



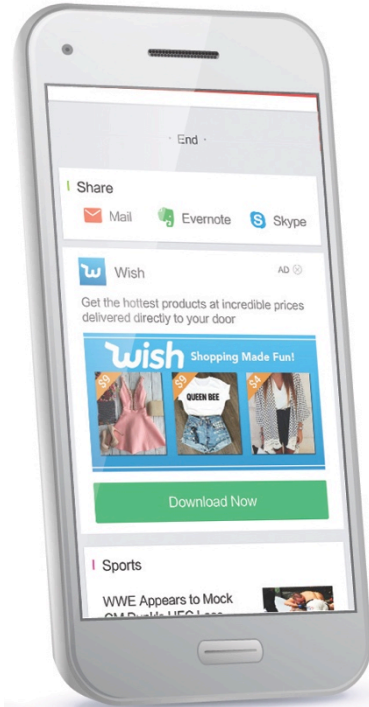
- **Native: In Feed**

- iAB Certified
- Format: icon + title + call to the action



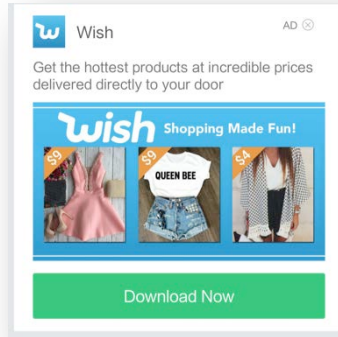
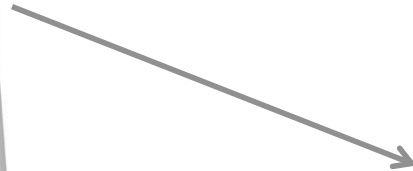
End of Document

When a user finishes reading a doc, it will load News, Content and this Ad Slot



- **Native: In Feed with Image**

- iAB Certified
- Format: Cover Image + icon + title + call to the action



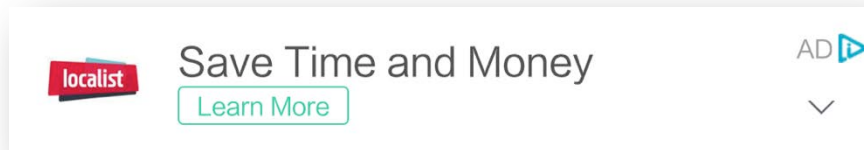
Fixed Bottom of Document

If screen is inactive this ad slot will serve when reading a document.



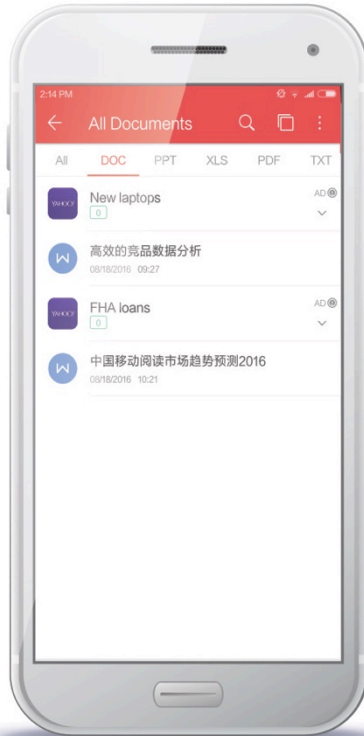
- **Native: In Feed**

- iAB Certified
- Format: Icon + title + call to action



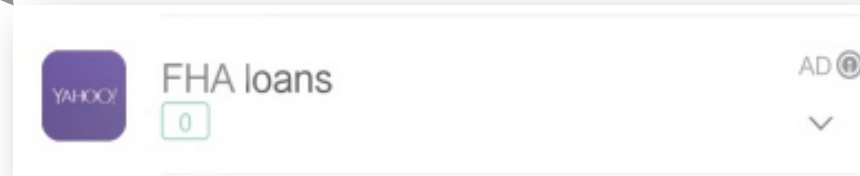
All Document Feed

Sub-page , ads will rotate ever 3-5 documents



- **Native: In Feed**

- iAB Certified
- Format: icon + title + call to the action



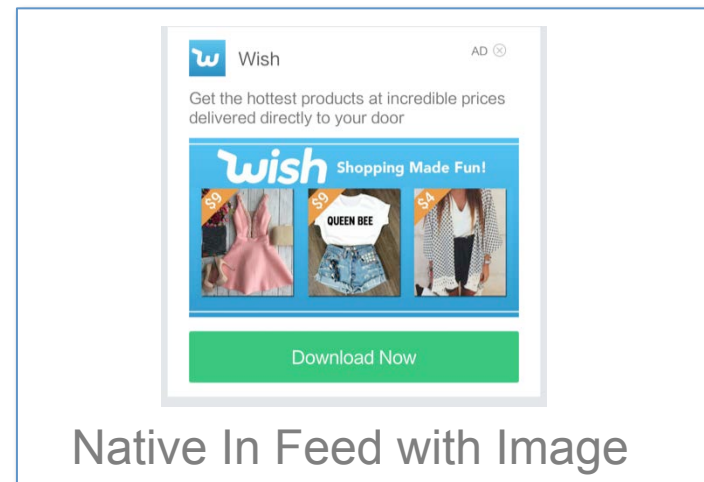
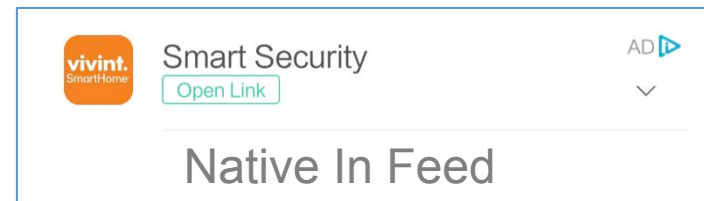
CUSTOM AD SLOTS AVAILABLE FOR DIRECT BUYS

www.wps.com



Native Creative Specs

- Icon: 80x80 or greater.
- Title: up to 25 characters long
- CTA button: up to 15 characters
- *Main image: 1200x627.
- *Text description: up to 100 characters



* Only used on In Feed with Image

www.wps.com



Interested in Working with Us?

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