

# 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 (<u>3888:HK</u>)
- 900+ Employees
- Global Offices: Palo Alto (HQ), Beijing and Hong Kong



# Android User Base



#### ★★★★★ 1,065,030

Editors' Choice

Top Developer

"Women's Influence in Dance: From Ballet to Modern' By Christina Peterson

#### Professional Ballet

The Académie Royale de Danse, founded by King is XIV of France in March 1661, and is widely considered e first dance institution established in the Western it was a group of thirteen dancing experts whose se according to the King's letters was "to restore the

of dancing to its original perfection and to improve it as much as possible\*

The group was intended to codify court and character dances and to ify dance teachers by examination, but since no archives of the organization e been found, it has not been possible to evaluate in detail its activities and

## "Almost too good to be true..."





Massive, High Quality User Base



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# Android Advertising Inventory



## **Recent Document Feed**

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





## 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



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## **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



#### CUSTOM AD SLOTS AVAILABLE FOR DIRECT BUYS

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# Native Creative Specs

COMPLETE OFFICE SUITE



# 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



Interested in Working with Us? *William Wong VP of Business Development* (650) 617-3213 *williamwong@wps.com*