

WinWin China

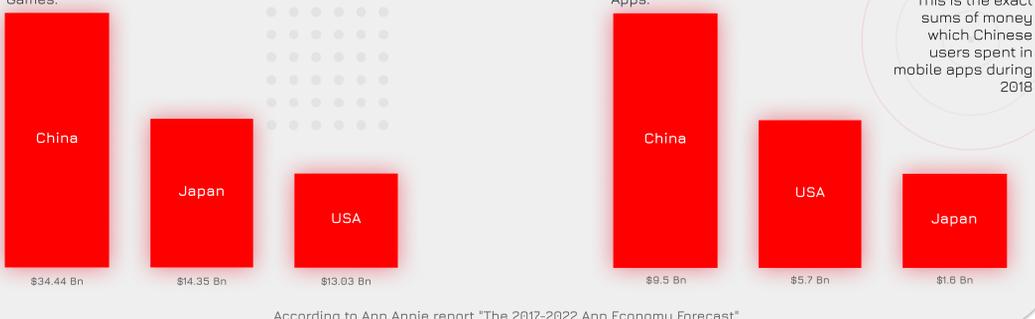
MOBILE APP PROMOTION IN CHINA

Start monetizing your product in this country and we will become your reliable guide and partner

- We work in the following spheres: Games, Lifestyle, E-commerce, etc.

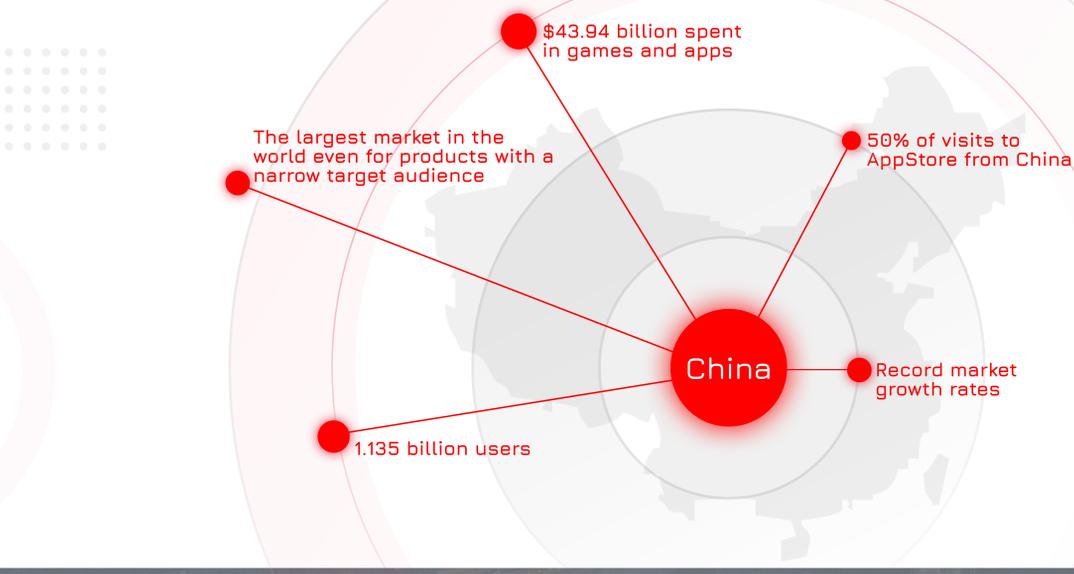
Why is it profitable to work with China?

China is the largest market for mobile apps and games in the world.



We offer an adequate scaling of your product: half of all visits to AppStore are made from China. More than 1.1 billion people in the country use smartphones.

A few facts about the mobile market of China



Why do you need WINWIN China?

We are located in Moscow and our second office is located in Shenzhen, China	Our specialists speak Russian, English and Chinese	We are also well versed in the specifics of working in Chinese market, not in theory but in practice
Up to 90% of the revenue is received by the client, we earn on promotion and processing	We will help you with finding partners in China and further negotiations	We provide full support in the market, including legal support
We specify in the contract that at the first request of the customer, we transfer all rights to the app (game) to any legal entity controlled by it in China or to a new partner	Registration on our website will allow you to get acquainted with standard packages of services	We have specially assembled packages in such a way that we can cover all the necessary tasks that arise in China before the product monetization begins

Our services

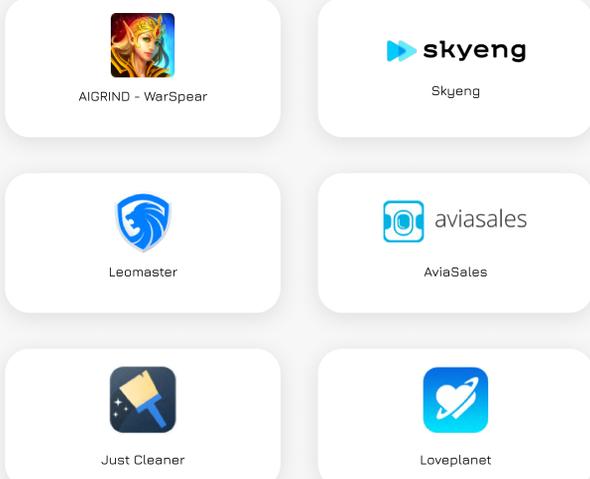
Explore • Customize • Launch

China market research	Localization and adaptation of a mobile app:	Embedding of an app in China ecosystem
<ul style="list-style-type: none"> Market overview. Positive and negative trends for entering the market. Description of the trend and alternative ways of development. Main competitors - 20. Their shares relative to the market. Models for working with clients and monetization. Ways to attract customers. Main business models and products offered. Analysis and conclusions. Analysis of audience needs. Methods of product promotion. Strategy. Online and offline methods. Recommendations for adapting the product or changing the model. 	<ul style="list-style-type: none"> Translation into traditional and simplified Chinese Testing of an app for its proper work in China Graphic and cultural adaptation Connecting Chinese payment systems: WeChat Pay, Alipay Technical specification for updating and embedding the SDK of Chinese services 	<ul style="list-style-type: none"> Obtaining of certificates and permissions (Copyright Certificate/ISBN) Connecting and configuring Chinese tracker (TalkingData/Umeng) Connecting advertising networks and filling in the fill rate Publishing in Android app stores Optimization measures. ASO Partners and collaborations. Assistance in negotiations with Chinese companies

Our services

Marketing and user acquisition	Legal issues and protection of rights
<ul style="list-style-type: none"> Ranking of an app CPC, CPI, CPA User Acquisition Contextual advertising in QIHOO 360 / SHENMA / BAIDU / WEIBO Opinion leaders, streams (KOL) IN-APP advertising Official accounts in WeChat / Weibo Promotion at forums and conferences Advertising in DOUIN (TikTok) Video advertising in YOUKU / IQIYI / KuaiShou / Bilibili / DouYu 	<ul style="list-style-type: none"> ICP, ISP, EDI, ISBN Publishing license, etc. Deleting clones Licenses and copyrights Issue of game currency Creation of your own legal entity in China Opening a Bank account in China

Our clients



ONE PARTNER - FULL RANGE OF SERVICES

From publishing — To withdrawing

Contact us and we will prepare for you an individual offer based on the features of your app

Reznov Nikita
Business Development Director Russia and CIS

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- Telegram: @Nikihool
- Skype: live:n.reznov_2



WeChat