

Dianping offer

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Introduction

On the following pages the services of EF Consult on the Dianping platform is introduced.

In this offer the core Dianping product/service of Enhanced Profile and Shopping Voucher as well as profile maintenance and reporting is introduced.

Apart from these fixed products/services the optional marketing products of Location Based Push Message Campaign and City Page Top Banner Campaign is offered as well.

In the following offer we have emphasized to not only outline the financial price of rolling out Dianping, but also which resources are needed both from our side and your side, so as to give you a complete picture.



Enhanced profile

Enhanced Profile includes:

- 5 images in profile image slide
- 5 albums with official images
- 1 Shopping Voucher
- Brand story

We supply:

- Content translation
- All related set up in Dianping backend

You supply:

- Pictures*
 - 5 images for profile slider (landscape)
 - Up to 6 album with 10 pictures (landscape OR portrait)
 - 5 images for brand story (landscape)
- Information
 - Address
 - Contact info
 - Text for brand story (150-300 Chinese characters, we will help make it fit).

**min. width 600px.*



Offer

CPC campaigns

This offer includes RMB12000 to be spent on CPC campaigns. This amount will be used inside a timeframe which is agreed upon between you and EF Consult with a daily budget distributed over all three ad platforms (search result, pushmessages and display). Click prices starts at 1 RMB, and we do running optimisation as well as prepare monthly reports for you.



Shopping voucher

Vouchers are chosen by the consumer in the app and then shown to the staff of the shop to make sure that they are only used once.

Shopping Voucher included in Enhanced Profile

As a part of the package we will create one Shopping Voucher. Shopping Vouchers will be promoted on the Enhanced Profile as well as in the Shopping category voucher overview.

Voucher Setup

We supply:

- Advise on choice of content
- Translation of content
- Setup in the app

You supply:

- Pictures
- Copy in English
 - Max. 100 words, in excess 1 word is charged at 0.5 EUR
- Point person we can liaise with to agree on voucher content

Maintenance

Maintenance

2000 DKK/month for 1 profile.

We keep a keen eye on your account, its ad spending and the optimisation of this.

Every month you will receive an overview of the traffic coming into your profiles, impressions, clicks, voucher downloads etc.

In the maintenance fee is furthermore included upload of new pictures, changes in text and other changes to the profile needed through the period the Enhanced Profile runs.

We supply:

- Monthly reports on profile performance, including:
 - Performance of any ongoing advertising and shopping campaigns

Prices

<i>Core Products</i>	<i>Prices ex. VAT</i>
1 Enhanced Profile 1 year 1 Dianping Shopping Voucher 1 year 12.000 RMB marketing credits for click campaigns	25.000 RMB*
One time setup fee	5000 DKK
Maintenance - Incl. monthly reports	2000 DKK/mth

Thank you!

Contact

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