

# bixapp

“PEOPLE READ WHAT INTERESTS THEM.  
SOMETIMES IT’S AN AD.”

HOWARD LUCK GOSSAGE

ÁP DỤNG TỪ 01/06/2014

01

PEOPLE READ WHAT INTERESTS THEM. SOMETIMES IT'S AN AD

SO SÁNH HIỆU QUẢ GIỮA

QUẢNG CÁO AOL PROJECT DEVIL(\*) VỚI QUẢNG CÁO TRUYỀN THỐNG

ENGAGEMENT RATE

Aol Project Devil

Truyền thống

6.91%

1.58%

4.4X Industry benchmark

INTERACTION RATE

Aol Project Devil

Truyền thống

6.71%

1.43%

4.7X Industry benchmark

AD ENGAGEMENT RATE

Aol Project Devil

Truyền thống

47 seconds

14 seconds

3.35X Industry benchmark

Nguồn: Unicast Industry Benchmark Report, Q1-Q4'10;

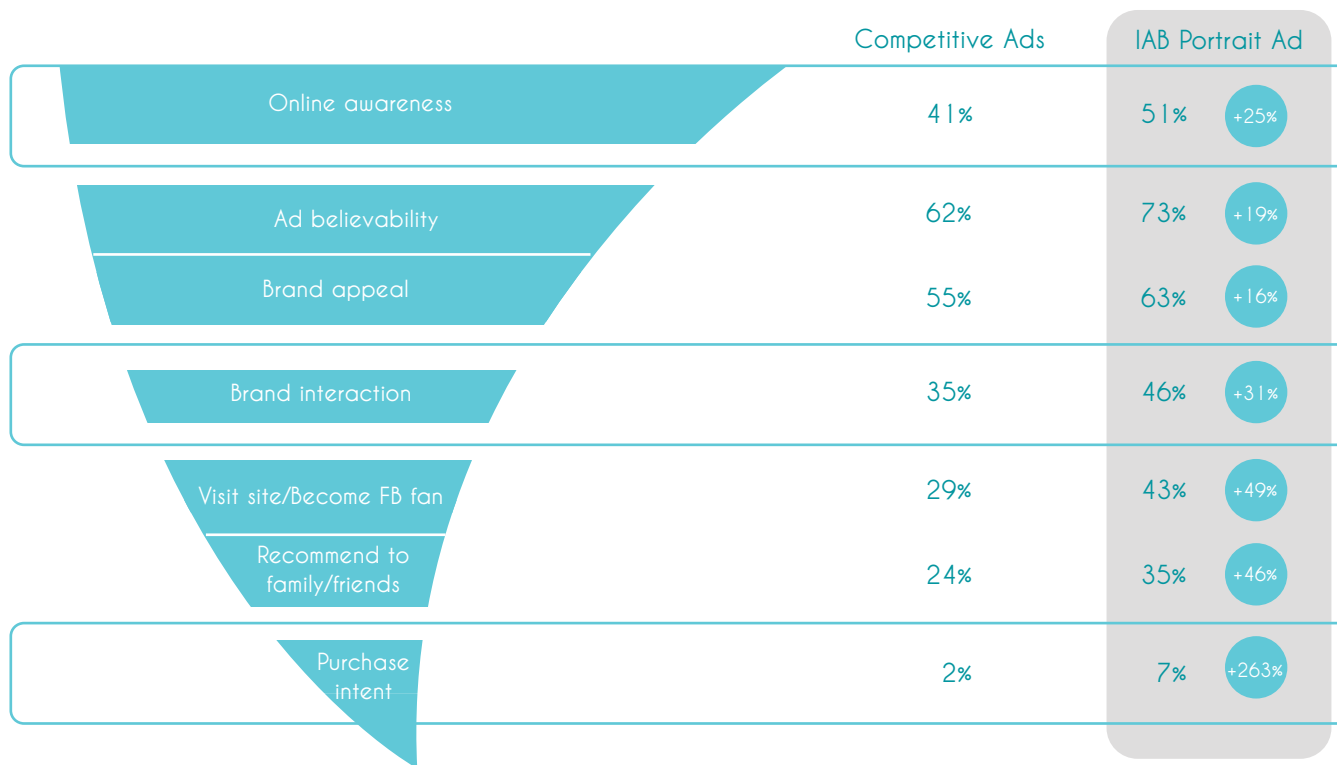
Devil benchmarks from Devil 1H11 Performance Benchmark Report, AOL Internal Data.

(\*) Aol Project Devil là định dạng quảng cáo "king size" bao gồm nhiều module trên cùng một box.

## 02

## AOL PROJECT DEVIL HIỆU QUẢ CAO HƠN TẠI TẤT CẢ CÁC BẬC CỦA PHẪU MUA SẮM

PEOPLE READ WHAT INTERESTS THEM. SOMETIMES IT'S AN AD



Aol.  
Premium Formats

Hình thức quảng cáo tự nhiên, thân thiện, truyền tải được nhiều thông tin qua các định dạng sáng tạo  
Phiên bản "Việt hóa" của Aol Project Devil được cung cấp duy nhất bởi Admicro

PEOPLE READ WHAT INTERESTS THEM. SOMETIMES IT'S AN AD

THUỐC NHỎ MẮT  
**OSLA**® HẾT MỎI, HẾT KHÔ

 Bí quyết giữ gìn vẻ đẹp tự nhiên  
Vitamin E đã được các nhà khoa học chứng minh rằng rất hiệu quả để...

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**CHĂM SÓC  
VÀ GIỮ GÌN ĐÔI MẮT MỖI NGÀY**



Tư vấn: 19001036

 **OCEAN BANK**  
NGÂN HÀNG TMCP ĐẠI DƯƠNG

**Sản phẩm cho vay mua nhà**

Nguyên tắc tuyển dụng của ngân hàng là lựa chọn những ứng viên tốt nhất vào vị trí phù hợp dựa trên phẩm chất ...



**Cho vay cầm cố giấy tờ**

Là sản phẩm tín dụng ngân hàng cho phép Khách hàng cầm cố tiền bằng VND hoặc ngoại tệ của Doanh nghiệp, cá nhân ...



**Cấp tín dụng ngắn hạn cho Doanh nghiệp nhỏ**

**Thấu chi tài khoản doanh nghiệp**

Phá giá lãi suất  
~~+3.99%~~  
**5.91%**



NGÂN HÀNG BÁN LẺ - TỐT NHẤT VIỆT NAM

04

## VÌ SAO CHỌN BOX APP ?

PEOPLE READ WHAT INTERESTS THEM. SOMETIMES IT'S AN AD

• 01  
HÌNH THỨC

Không gian quảng cáo lớn gấp 2-3 lần  
Hài hòa với giao diện website

• 02  
NỘI DUNG

Chuyên sâu về nội dung  
Dễ dàng thay đổi nội dung quảng cáo

• 03  
HIỆU QUẢ

CTR trung bình cao gấp 10 - 20 lần

• 04  
CÔNG NGHỆ

Công nghệ Targeting  
Công nghệ Frequency  
Công nghệ Active View

• 05  
DỊCH VỤ

Free chi phí tư vấn, hỗ trợ  
Free chi phí thiết kế

# 05

## CÁC LOẠI HÌNH BOX APP

PEOPLE READ WHAT INTERESTS THEM. SOMETIMES IT'S AN AD

Kích thước lớn: 300x600 px  
Vị trí Sticky – Time on ad cao  
Không hiển thị đồng thời với các  
quảng cáo khác

BOX APP CPM

BOX APP CPD

Kích thước lớn: 300x600 px  
Khẳng định thương hiệu  
Hiển thị ổn định

Kích thước tiêu chuẩn: 300x250px và 300x385px  
Thiết kế Multi-tab như một Microsite  
Vị trí:  
Hot: Premium zone  
Article: CTR cao  
Chủ động quản lý quảng cáo

BOX APP SELF SERVING

**BIỆN PHÁP GIÚP BÉ TĂNG CÂN VÀ CAO LỚN NHANH**

**Vì sao con chậm tăng cân?**

Mẹ nhận ra cân nặng của con không có nhiều cải thiện. Nhưng mẹ chỉ biết hoang mang không biết nguyên nhân nào ...



**Biện pháp giúp bé tăng cân**

"Tôi rất băn khoăn vì sao tôi chăm sóc con rất kỹ từ chế độ ăn uống tới sinh hoạt hàng ngày mà con tôi vẫn rất chậm..."



**Cải thiện tình trạng biếng ăn của trẻ**

**Rối loạn tiêu hóa ở trẻ**

**Men vi sinh Golden Lab**

**Tư vấn: 1900.1259 - 0439.960.886**



**www.bekhoemevui.vn**

**VINH GIA**

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Quảng cáo của admicro.vn

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**CHĂM SÓC  
VÀ GIỮ GÌN ĐÔI MẮT MỖI NGÀY**



Tư vấn: 19001036

HOME NEWS VIDEO MUSIC STORE FASHION CINEMA

**LOCAL NEWS**

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**Rexona** DẤM THỦ KHÔNG?

ALL DAY FRESHNESS

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GRAPHIC DESIGN

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**pnjSilver**  
lấp lánh ước mơ

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Chào đón sinh nhật PNJ 28/4 kết hợp ý nghĩa tháng 4 mừng sinh nhật

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"CHO NỬA DIU DANG CỦA THẾ GIỚI  
THÊM XINH"



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**GRAPHIC DESIGN**

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COLLECTION BOX APP 2014

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**Cuộc Thi Ảnh "Uống Kun mẹ tí"**



**Giúp Trẻ Uống sữa chủ động**

KHÁM PHA NGAY

THỜI GIẠN THAM GIA  
Từ 15/09/2014 đến 13/10/2014

**GIẢI PHÁP CHO TRẺ NGẦN SỮA**

Con không chịu uống sữa, mẹ có nên ép?

Thực tế, có thể ép trẻ uống 1 ngày, 2 ngày nhưng về lâu dài, điều này lại mang lại

Công trẻ hiểu về ngăn sữa

Trẻ từ 4 - 11 tuổi đã có chính kiến riêng, ba mẹ hãy trò chuyện và lắng nghe

5 "chấu" hay giúp trẻ thêm yêu sữa

5 "chấu" dưới đây sẽ là những phương pháp hiệu quả giúp quyết định là tăng của

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GRAPHIC DESIGN

Quảng cáo của admicro.vn

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KHÁM PHA NGAY

THỜI GIẠN THAM GIA  
Từ 15/09/2014 đến 13/10/2014

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Peugeot 408 Co.

**CÂU CHUYỆN THƯƠNG HIỆU**

**Năm 1890:**  
Chiếc xe 4 bánh đầu tiên động cơ Diesel chính thức ra mắt cách đây 123 năm, đánh dấu bước khởi đầu của một thương hiệu ô tô danh tiếng

**Năm 1929**  
Peugeot 201 là chiếc xe đầu tiên sử dụng hệ thống nhớt điện bằng số 0 ở giữa, và cũng là chiếc xe đầu tiên trên thế giới sử dụng hệ thống...

www.peugeotvietnam.vn



**GRAPHIC DESIGN**

Quảng cáo của admicro

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**LOCAL NEWS**

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**Bảy nguyên tắc học tiếng Anh hiệu quả**

Hãy tưởng tượng bạn nói tiếng Anh một cách tự nhiên... không cần suy nghĩ. Từ ngữ tuôn ra từ miệng một

**Thông tin dành cho du học sinh bốn phương**

Hãy tưởng tượng bạn nói tiếng Anh một cách tự nhiên... không cần suy nghĩ. Từ ngữ tuôn ra từ miệng một

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## TƯ VẤN DU HỌC CHUYÊN NGHIỆP



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- Trải nghiệm mới mẻ khi du học Nhật Bản

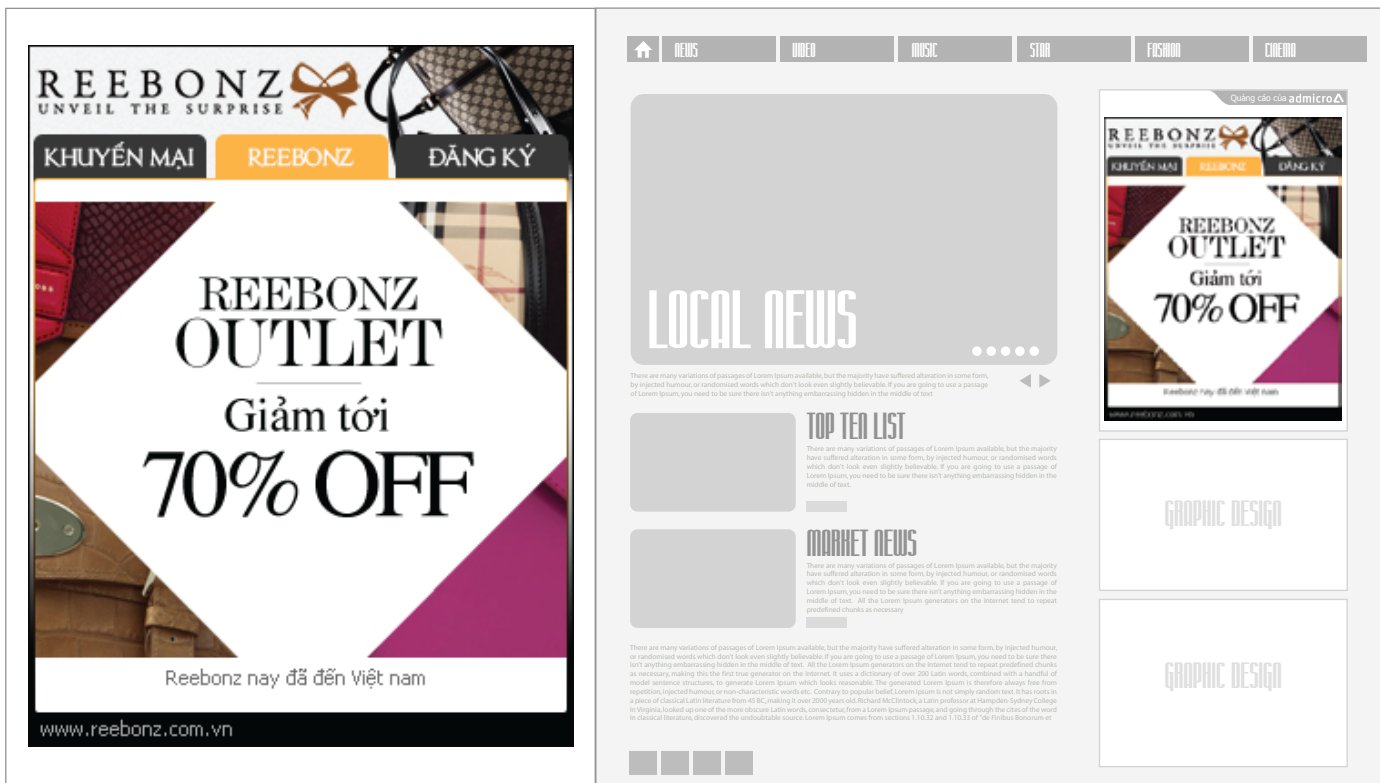
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## CHƯƠNG TRÌNH DU HỌC MỸ



- Chính sách visa du học Mỹ
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Quảng cáo của admicro




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**Thư viện ảnh** **Sống cùng bạn** **Ý kiến**



**Không còn rào cản ngôn ngữ**

Samsung GALAXY S4 là một người bạn đồng hành đặc biệt cùng bạn trong mọi chuyến du lịch ra nước ngoài. Cho phép bạn dễ dàng giao tiếp với người địa phương...

**Hình ảnh và âm thanh trung thực**

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**LOCAL NEWS**

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## ĐẸP KHÔNG TỶ VẾT

Tuổi xuân dài mãi | Sắc đẹp không tuổi | Đẹp không tỷ vết



**Dưỡng trắng vượt trội bằng công nghệ NANO**  
Với công dụng làm trắng tự nhiên mạnh gấp hàng chục lần so với các



**Sự thật chuyện "yếu sinh lý" ở nữ giới**  
Trước đây yếu sinh lý thường là vấn đề của nam giới, thực chất phụ nữ



**Quyển rũ hơn mỗi ngày với Estrogen tự nhiên**  
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Quảng cáo của admicro



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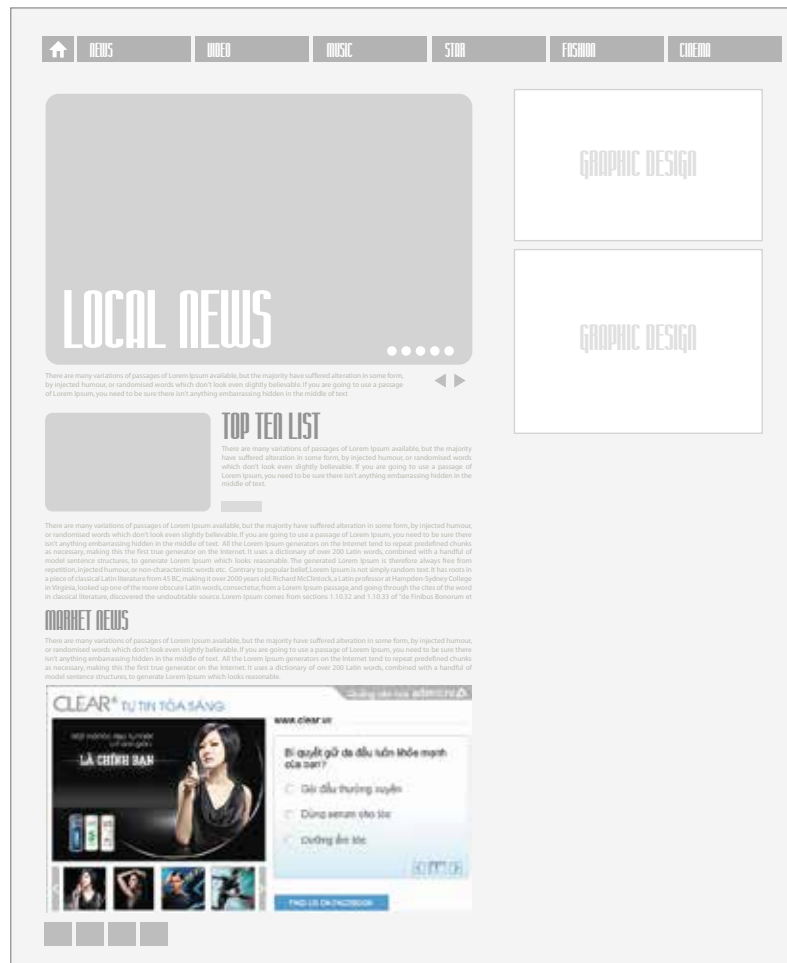
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GIA ĐÌNH-SỨC KHỎE	Sức khỏe, hôn nhân, đời sống, kiến thức về gia đình, xây dựng tổ ấm
GAME	Các vấn đề liên quan đến game
CUỘC SỐNG SỐ	Điện thoại, máy tính, điện máy, kỹ thuật số,...
GIÁO DỤC-NGHỀ NGHIỆP	Học đường, du học, thi cử, nghề nghiệp,...
THỂ THAO-XE++	Ô tô, xe máy, xe đạp, thể thao,...
GIẢI TRÍ-GIỚI TRẺ	Giải trí, giới trẻ, cập nhật tin tức liên quan đến các ngôi sao trong nước và thế giới
ĐẸP++	Tin tức, cập nhật xu hướng thời trang nam, nữ, trang sức, mỹ phẩm và dịch vụ làm đẹp
MUA SẮM-TIÊU DÙNG	Đời sống, mua sắm, tiêu dùng, ăn – chơi – giải trí,...
TIN TỨC TỔNG HỢP	Tin tức chính trị, xã hội, pháp luật

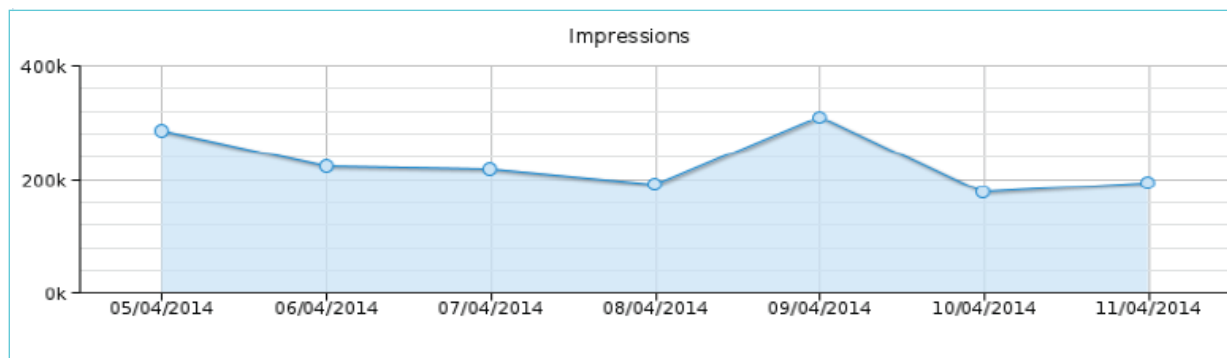
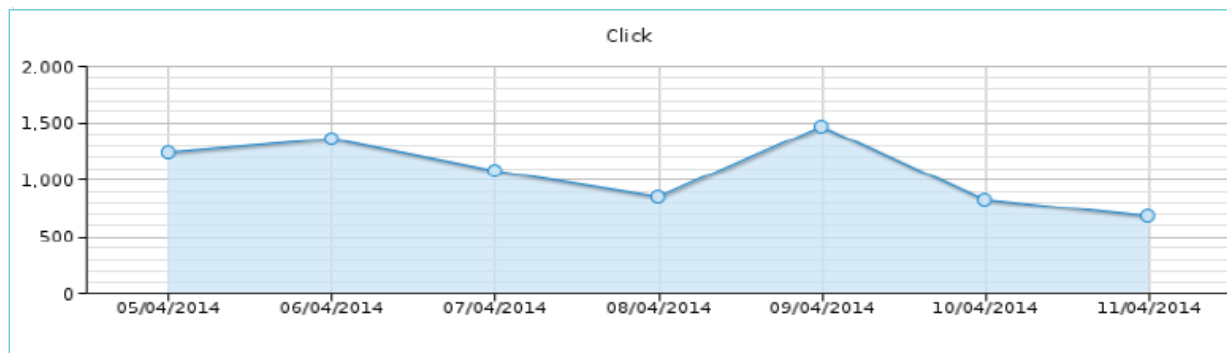
## HỆ THỐNG THEO DÕI QUẢNG CÁO

Cung cấp tài khoản theo dõi quảng cáo

Số liệu được update theo thời gian thực

Có thể gắn công cụ đo kiểm của bên thứ 3

Báo cáo chi tiết đến từng item, vùng miền, chuyên mục



## BIGBB

**Thông tin chiến dịch:** Từ 5/11/2013 đến 15/11/2013

Loại: Box App CPM

Kích thước: 300x600px

Mẫu box: 2in1

Tag: Gia đình - Sức khỏe

Vị trí: Sticky zone

CPM book: 1,600 CPM

**Kết quả**

CTR trung bình: 0.961 %

Tổng Clicks: 30,280

Clicks trung bình/ngày: 2,753

Quảng cáo đạt độ phủ tới 407,183 độc giả, trung bình mỗi độc giả nhìn thấy quảng cáo 8 lần trong toàn bộ chiến dịch.

## DOVE

**Thông tin chiến dịch:** Từ 5/10/2013 đến 11/10/2013

Loại: Box App CPD

Kích thước: 300x600px

Mẫu box: Embed code

Website: Afamily.vn/Trang chủ

Vị trí: Zone 2

**Kết quả**

CTR trung bình: 0.234 %

Tổng Clicks: 1,017

Clicks trung bình/ngày: 145

Quảng cáo đạt độ phủ tới 83,154 độc giả, trung bình mỗi độc giả nhìn thấy quảng cáo 5 lần trong toàn bộ chiến dịch.

## DIANA

**Thông tin chiến dịch:** Từ 15/08/2012 đến 21/08/2012

Loại: Box App CPD

Kích thước: 300x600px

Mẫu box: PR links + Embed code

Website: Kênh 14.vn – Trang chủ

Vị trí: Zone 2

**Kết quả**

CTR trung bình: 0.59%

Tổng Clicks: 25,231

Clicks trung bình/ngày: 3,604

Quảng cáo đạt độ phủ tới 809,107 độc giả, trung bình mỗi độc giả nhìn thấy quảng cáo 5 lần trong toàn bộ chiến dịch.

## ALCATEL

**Thông tin chiến dịch:** Từ 09/11/2013 đến 24/11/2013

Loại: Box App Self Serving

Kích thước: 300x385px

Mẫu box: Product Showcase + Product 2 items + Hotspot

Tag: Cuộc sống số, Tin tức tổng hợp

Ngân sách/chiến dịch: 14,025,000 VND

**Kết quả**

CTR trung bình: 0.64%

Tổng Clicks: 9,001

Clicks trung bình/ngày: 474

Quảng cáo đạt độ phủ tới 160,031 độc giả, trung bình mỗi độc giả nhìn thấy quảng cáo 9 lần trong toàn bộ chiến dịch.



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## HO CHI MINH Branch



Level 5, 123 Building, 123 - 127 Vo Van Tan Str.,  
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