BIGO Ads Platform Manual

2020. 12

BIGO Ads

Content

01 About BIGO Ads Platform

02 Create Your ads

03 Monitor and Measure Ad Performanc

04 Manage Your Ads

05 Q&A

01 About BIGO Ads Platform

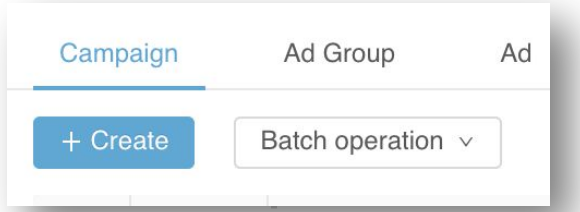
BIGO Ads Platform

Platform Overview/Available Placement& GEOs/Ad Placement/Ad Structure/Moderation Policy

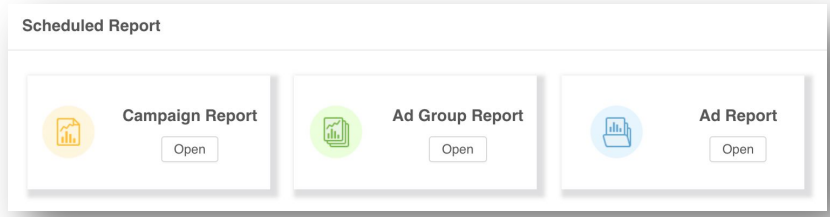
BIGO Ads Platform Overview

BIGO Ads provide a platform to create and manage your ads, monitor the data and optimize the performance.
Go to BIGO Ads Platform from: https://ads.bigo.sg/

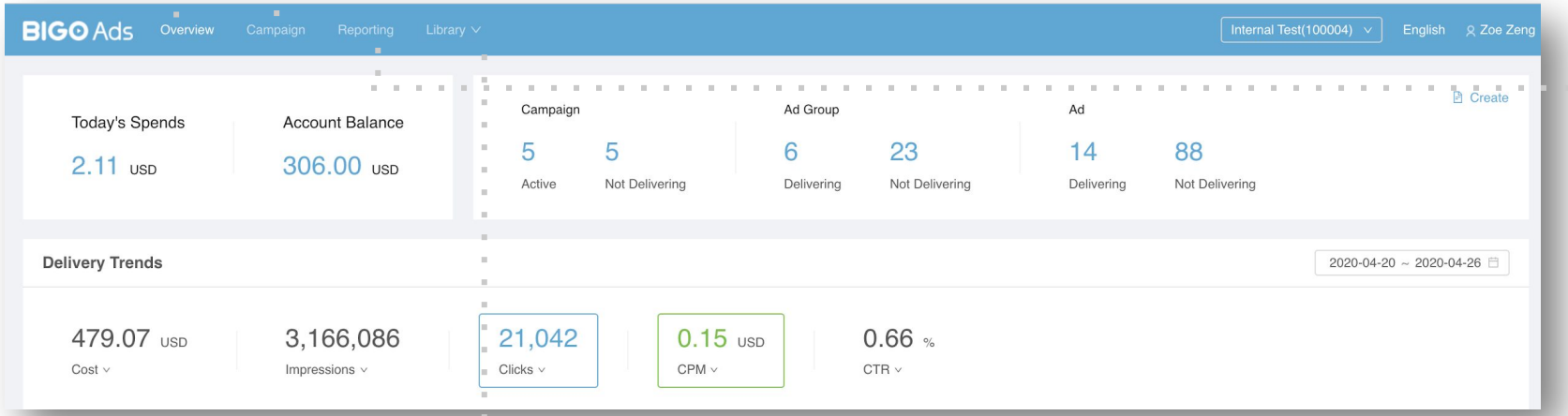
Campaign:
You can create campaigns/ad groups/ads on this page and manage your account here



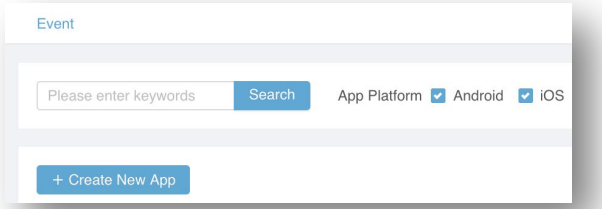
Reporting:
Download and view your account data on this page, including preset and custom report.



Overall:
Check your account overview here – information such as overall performance and budget are included on this page



App Event:
You can set tracking for your App on this page.

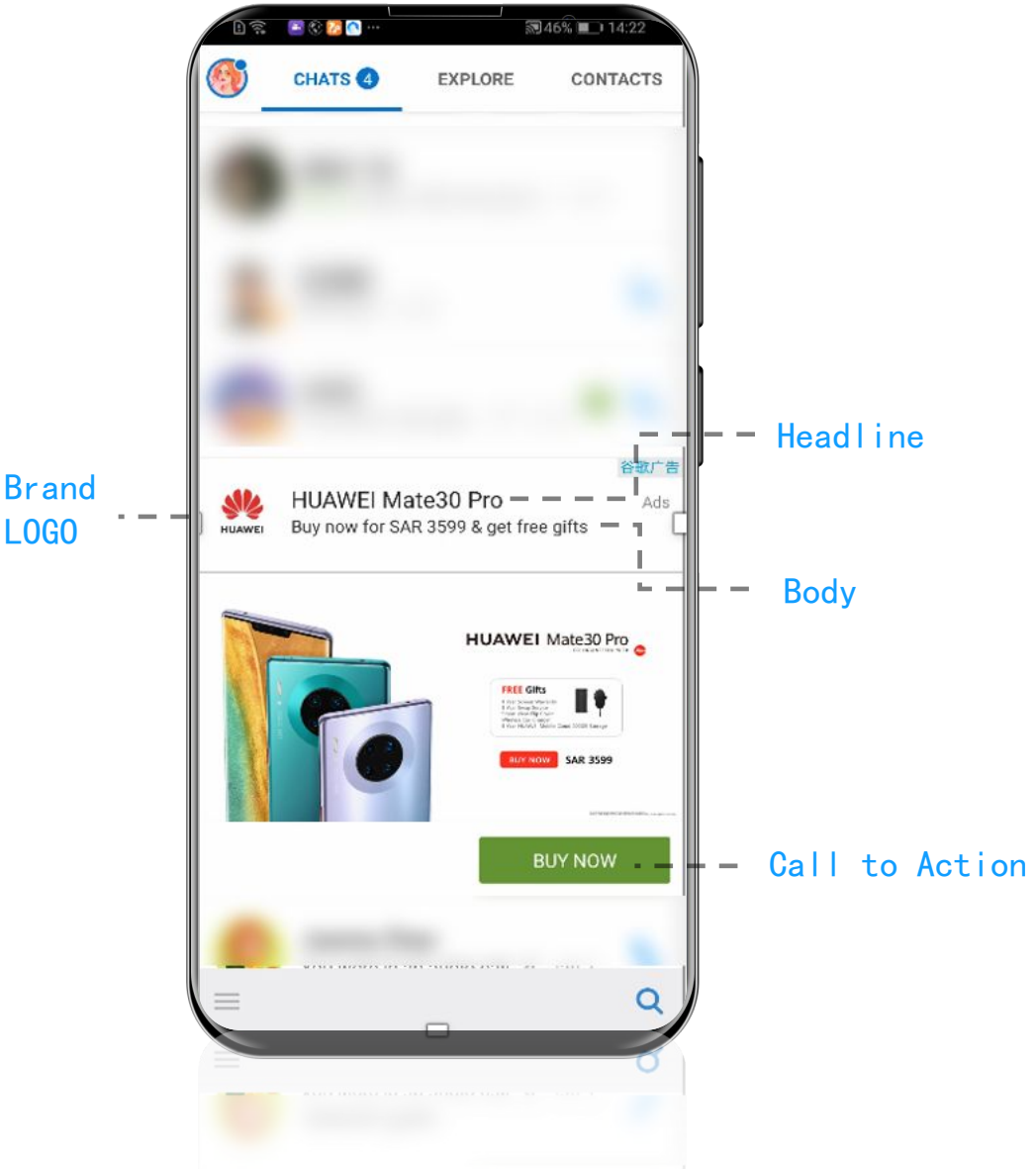


BIGO Ads Available Placements & Regions

The current available regions and placements are as follows:

REGION	PLACEMENT	STATUS
India (IN)	IMO	Available
Bangladesh/PakistanIran/Indonesia/Russia/Saudi Arabia/Oman/Kuwait/Bahrain/Qatar/United Arab Emirates (BD/PK/ID/RU/SA/IR/OM/KW/BH/QA/UAE/)	IMO&LIKEE	Available
Iraq/Egypt/Malaysia/Great Britain/France/Germany/Netherlands/Nepal(IQ/EG/MY/GB/FR/DE/NL/NP)	IMO&LIKEE	Need white list

BIGO Ads imo Ad Placement & Format



imo: Chat List

- Ad Placement: Chat List
- Ad Format: Native Ad/Native Video
- Creative Specifications:

Video: 1280*720, 720*1280

Image: 1200*628

Including—Brand LOGO, Headline, Body, Main creative(image/video) and call-to-action button

- Video Duration: 15-60s
- Supported Format:

Image: .jpg/.jpeg/.png

Video: .mp4, Smaller than 500M

- Bidding Model: CPC

BIGO Ads Imo Ad Placement & Format

imo—Story Stream

- Ad Placement：Ad will appear when you browse stories
- Ad Format：Native Ad/Native Video
- Creative Specifications：

Video：1280*720，720*1280

Image：1200*628

Including—Brand LOGO, Headline, Body, Main creative(image/video) and call-to-action button

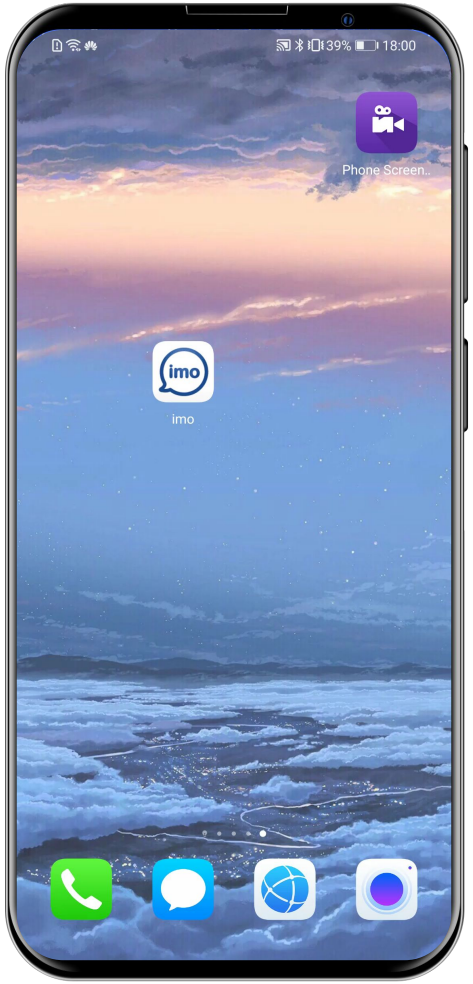
- Video Duration：15-60s
- Supported Format：

Image：.jpg/.jpeg/.png

Video：.mp4，Smaller than 500M

- Bidding Model：CPC

BIGO Ads imo Ad Placement & Format



Tap to play

imo：End Call

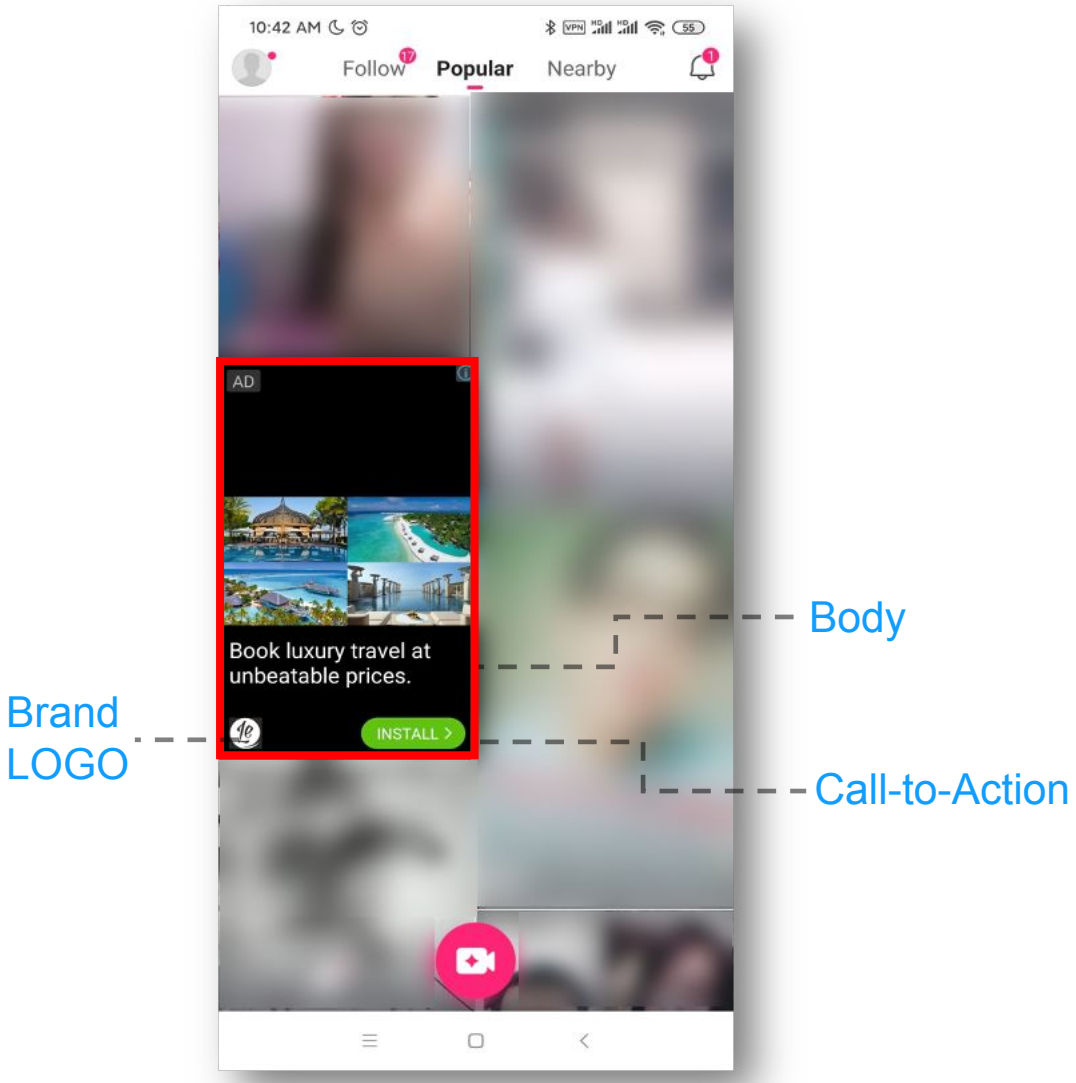
- Ad Placements：After ending a call, ads appears on the caller's screen.
- Ad Format：Interstitial Video
- Creative Specifications：

Video：1280*720，720*1280

Image：1200*628

- Supported Format: .mp4,smaller than 100M
- Bidding Model：CPC

BIGO Ads Likee Ad Placement & Format



Likee: Popular Page

- Ad Placement: Ad will appear in Popular and Nearby Page
- Ad Format：Native Ad/Native Video
- Ad Duration：15-60s
- Creative Specifications：

Image：1200*628

Video：1280*720/2160*1080/720*1280/1080*2160

Including—Brand LOGO, Body, Main creative(image/video) and call-to-action button

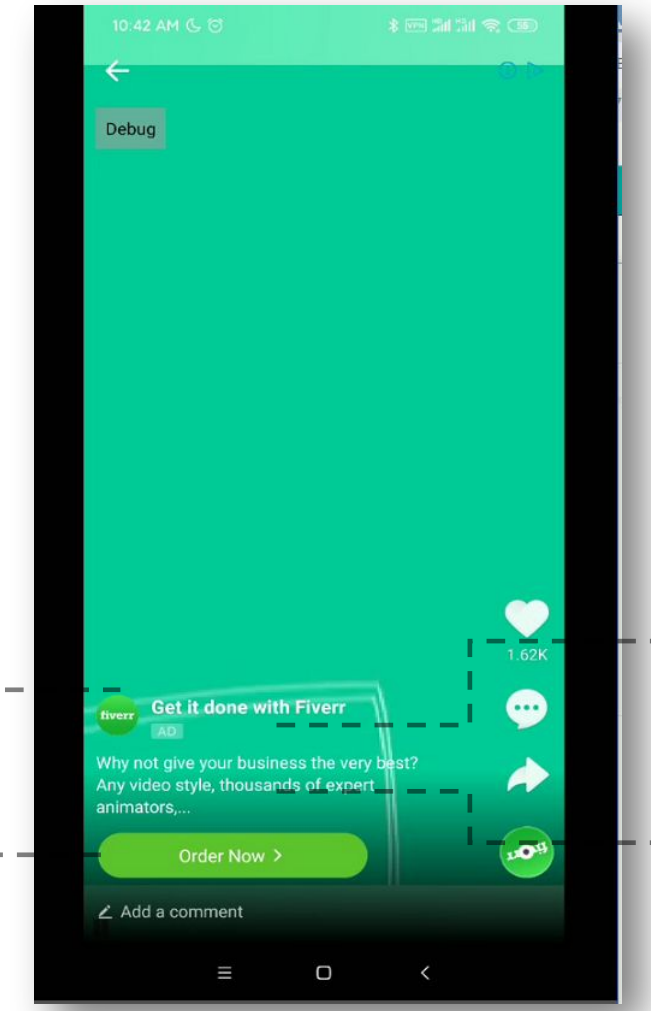
- Video Duration：15-60s
- Supported Format：

Image：.jpg/.jpeg/.png

Video：.mp4，Smaller than 500M

- Bidding Model：CPC

BIGO Ads Likee Ad Placement & Format



Likee：In-Feed Video

- Ad Placement：Ad will appear when you are browsing videos
- Ad Format：Native Ad/Native Video
- Ad Duration：15-60s
- Creative Specifications:

Image：1200*628

Video：1280*720/2160*1080/720*1280/1080*2160

Including—Brand LOGO、Headline、Body、Main creative(image/video) and call-to-action button

- Video Duration：15-60s
- Supported Format：

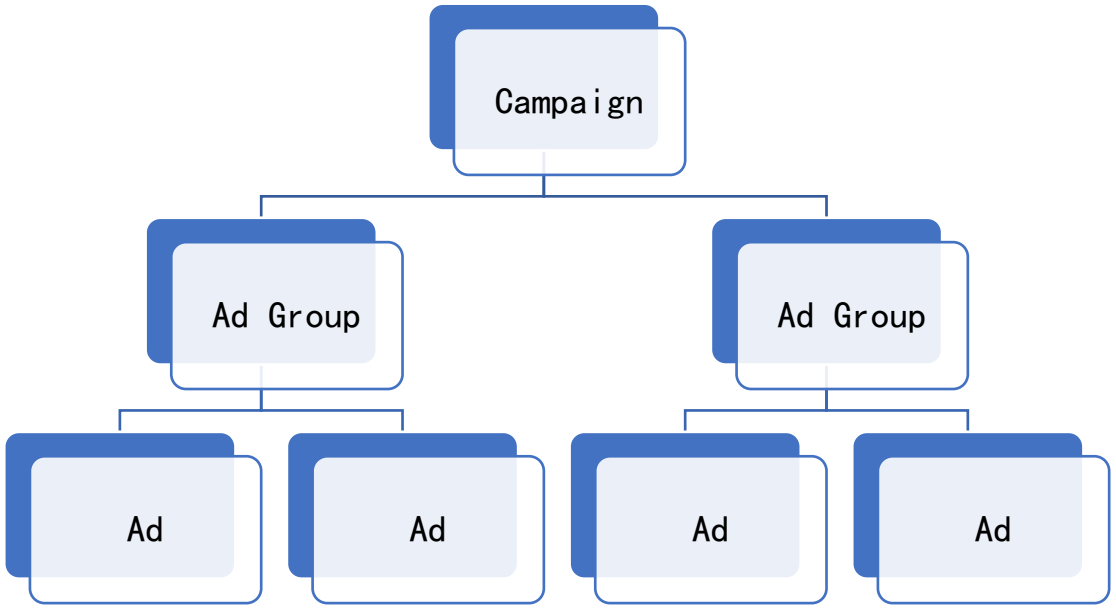
Image：.jpg/.jpeg/.png

Video：.mp4，Smaller than 500M

- Bidding Model：CPC

BIGO Ads Ad Structure

There will be 3 levels in BIGO Ads Platform including Campaign, Ad group and Ad. Knowing the structure of our platform will help you allocate budget and optimize your performance more efficiently.



Campaign:
Under campaign level, daily budget is preferably not less than $100;
You can name campaign according to Product name and GEO

Ad Group:
Under ad group level, daily budget is preferably not less than $50
You can name ad group according to media, targeting, creation data or ad format.
Note: Create ad groups for imo and likee separately

Ad:
We suggest to create 1-2 creatives under an ad group.

BIGO Ads Ad Review

All ads must be reviewed for approval to ensure that follow the applicable laws in each country. You can check the ad review result in ad status.

- If you create or revise headline, body text, links and event, ad will be under review.
- If the ad is approved, the ad will start to deliver automatically .
- If the ad is not approved, you can view the reject reason in ad list.

Review Type	Content	Range
Compliance	Whether ad relates to pornography, politic, drug and etc.	Image, video, thumbnail, app, landing page, headline, body text, logo
Effectiveness	1. Whether ad relates to landing page or promoted app. 2. Whether body text is clear and appropriate. 3. Whether landing page be directed well.	Image, video, thumbnail, app, landing page, headline, body text, logo
Accuracy	Category and ad tags are edible: Whether invalid contents exist, eg: 1111.	Category, ad tags

02 Creating a BIGO Ads

Starting to create

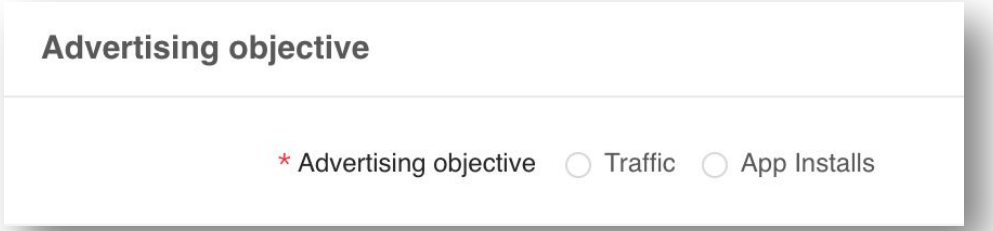
Choose Objective/ Create Ad Groups/Upload Ads/Data Report

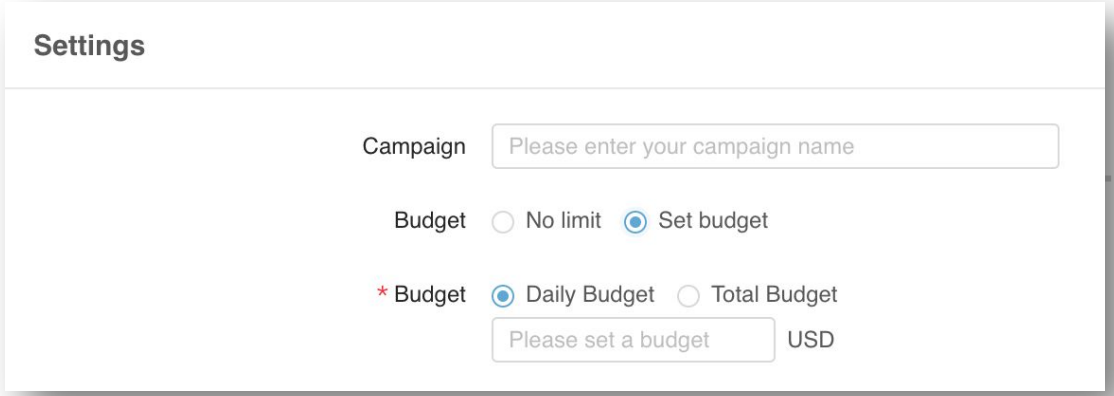
BIGO Ads Choose Campaign Objective

You can choose your campaign objective in campaign page. You can set a name and budget for your campaign

【Advertising Objective】

- Traffic：Driving traffic to your website
- App Installs：Attracting more users to download your app

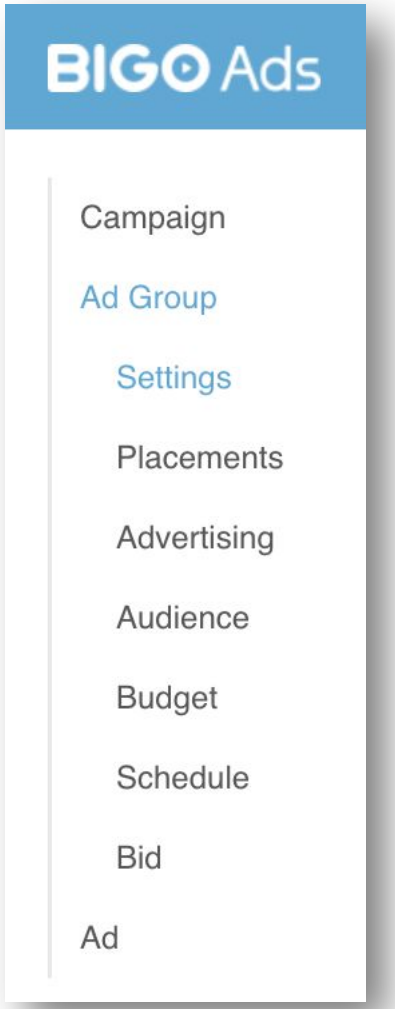




【Budget Setting】

- We provide 3 options in budget: No limit, Daily budget and total budget
- The minimum daily or total budget is 20 USD

BIGO Ads Create Your Ad Group



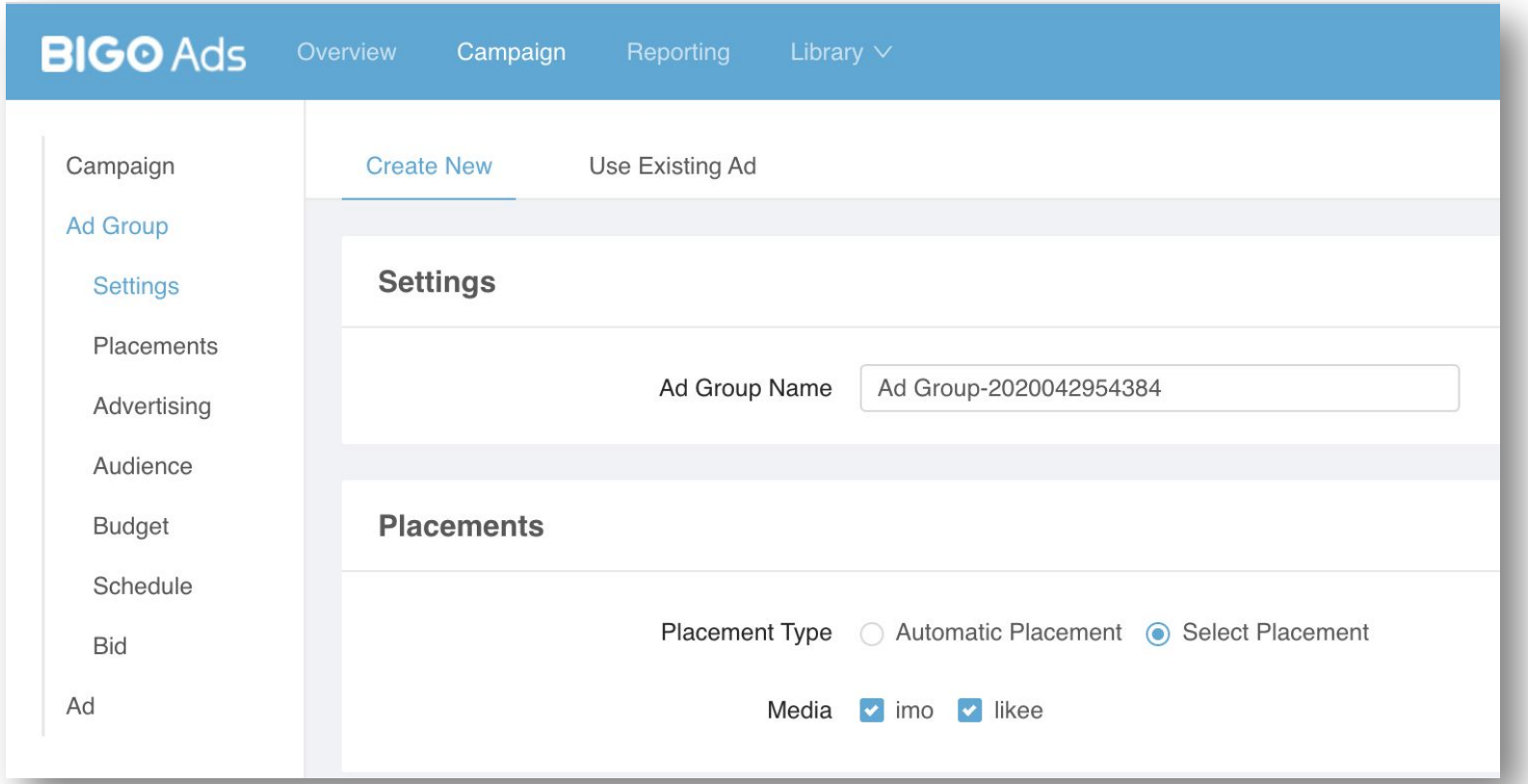
On the ad group level, you can set up the placement, promotion, target, budget, schedule and the bidding.

One campaign can include several ad groups, this provide you a better solution to control and allocate the budget and optimize the performance.

BIGO Ads Create Your Ad Group—Placement

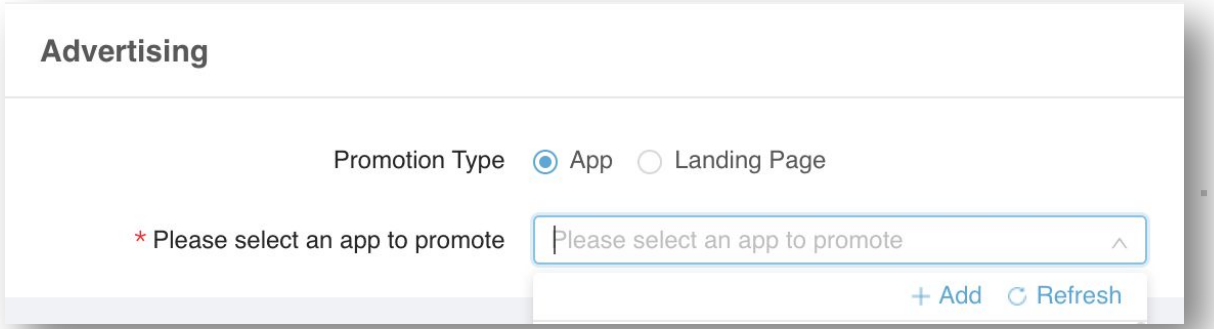
We support automatic placement or manual placement.

- Automatic Placement：Our system will choose the appropriate placement and audience automatically.
- Manual Placement：You can also select one or more placements manually..



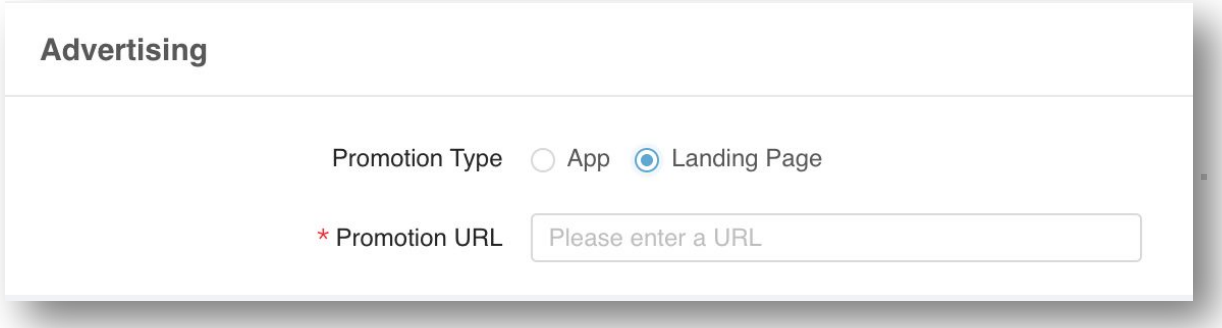
BIGO Ads Create Your Ad Group—Promotion

On Promotion level, You need to fill in the detailed information for your website or app.



【App Installs】

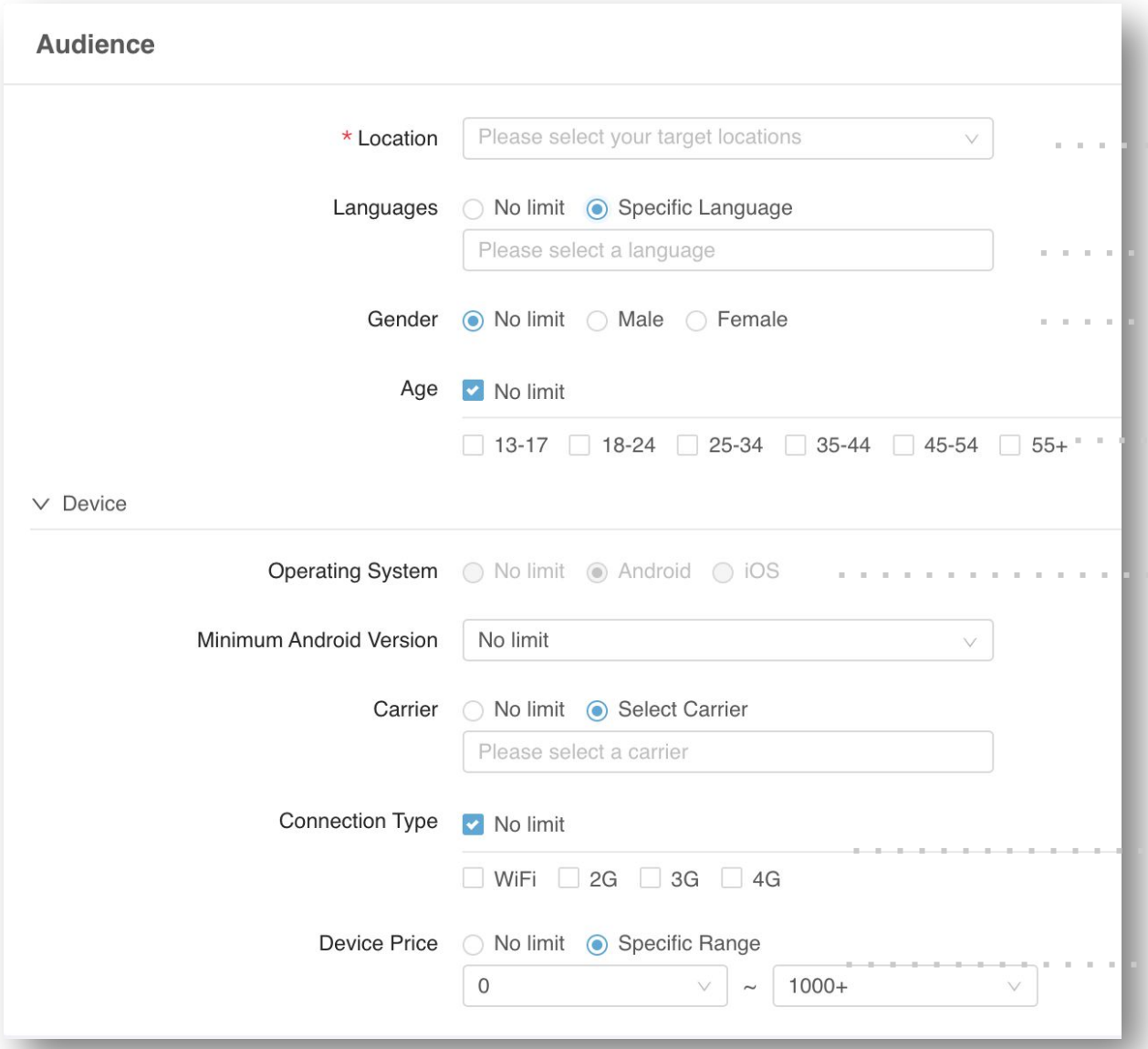
- Please choose the app event or create a new event



【Traffic】

- Please fill in your landing page

BIGO Ads Create Your Ad Group—Targeting



GEO: Country/State/City.

Languages: Target ads to people of all languages or certain one.

Gender: No limit/Male/Female

Age: Target ads to people in a specific age range, this function is not ready if you target Indonesia and Russia.

OS Versions: We support to target ads with specific operating systems.

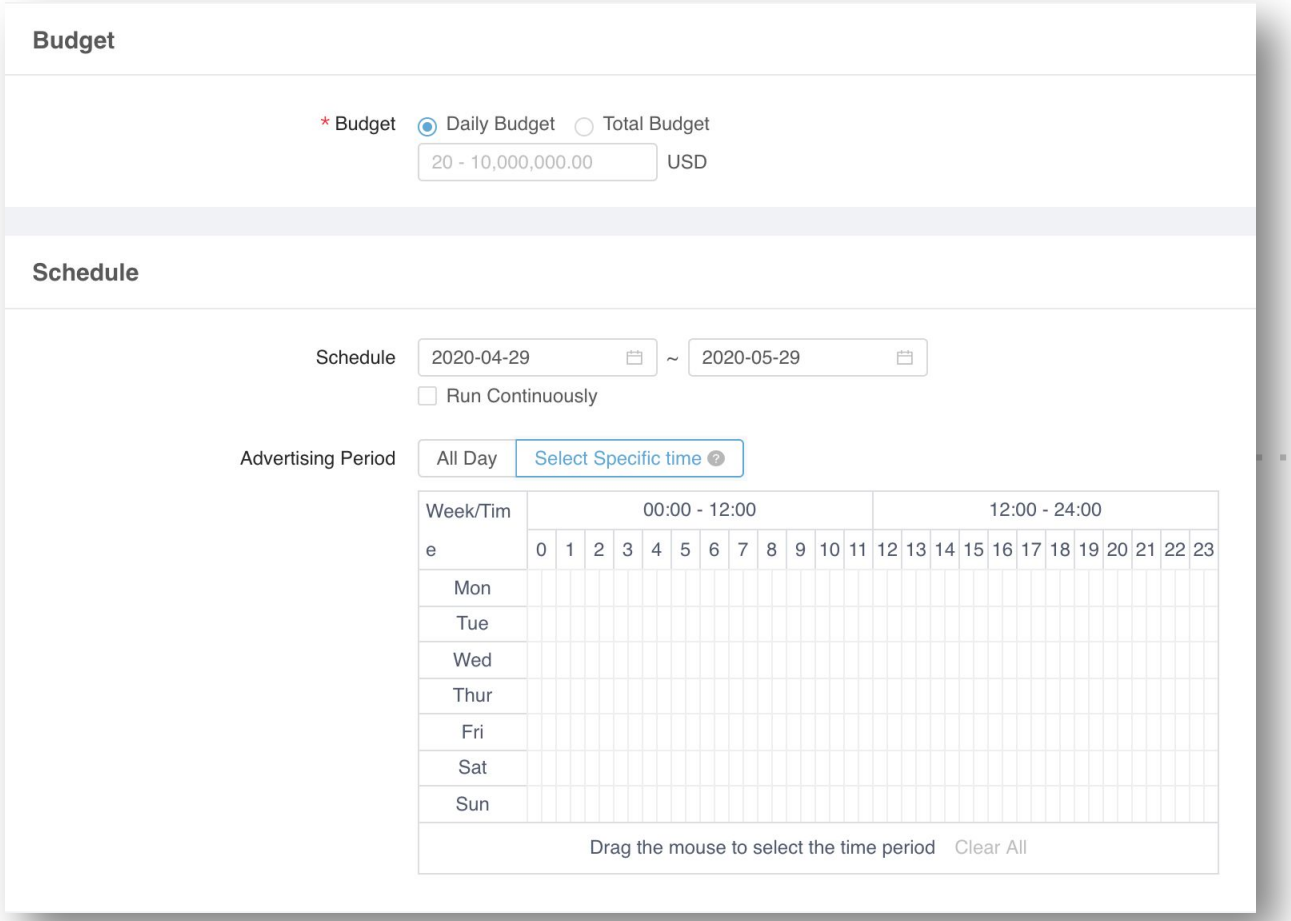
Network: You can choose “WIFI, 2G, 3G, 4G” or all network conditions

Device Price range: You can target the range goes from 0 USD to 1000+ USD

BIGO Ads Create Your Ad Group—Budget & Schedule

【Budget】

- Daily budget: You'd like to spend in each day, the minimum budget is 20 USD.
- Total budget: You'd like to spend in whole promotion period. The minimum budget can't be less than 20 USD.



【Schedule】

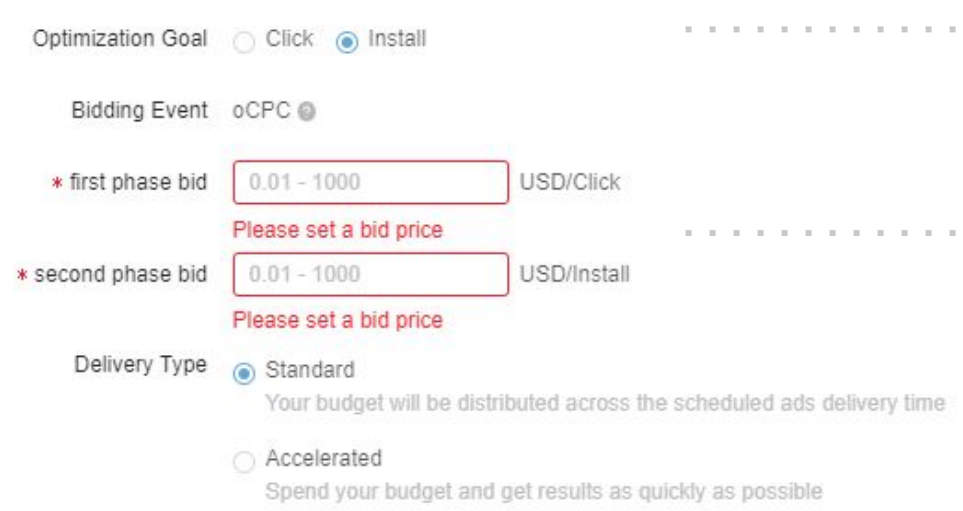
- If you select【all day】then you ads will run continuously during the whole day.
- If you choose to run at specific time, you ads will run in specify delivery periods.

Note：Specific time is based on your account time zone.

BIGO Ads Create Your Ad Group—Budget & Schedule

【Bidding】

- Currently we support CPC(cost per click) and oCPC(optimization cost per click)model;
- The minimum bid can't be less than 0.01;

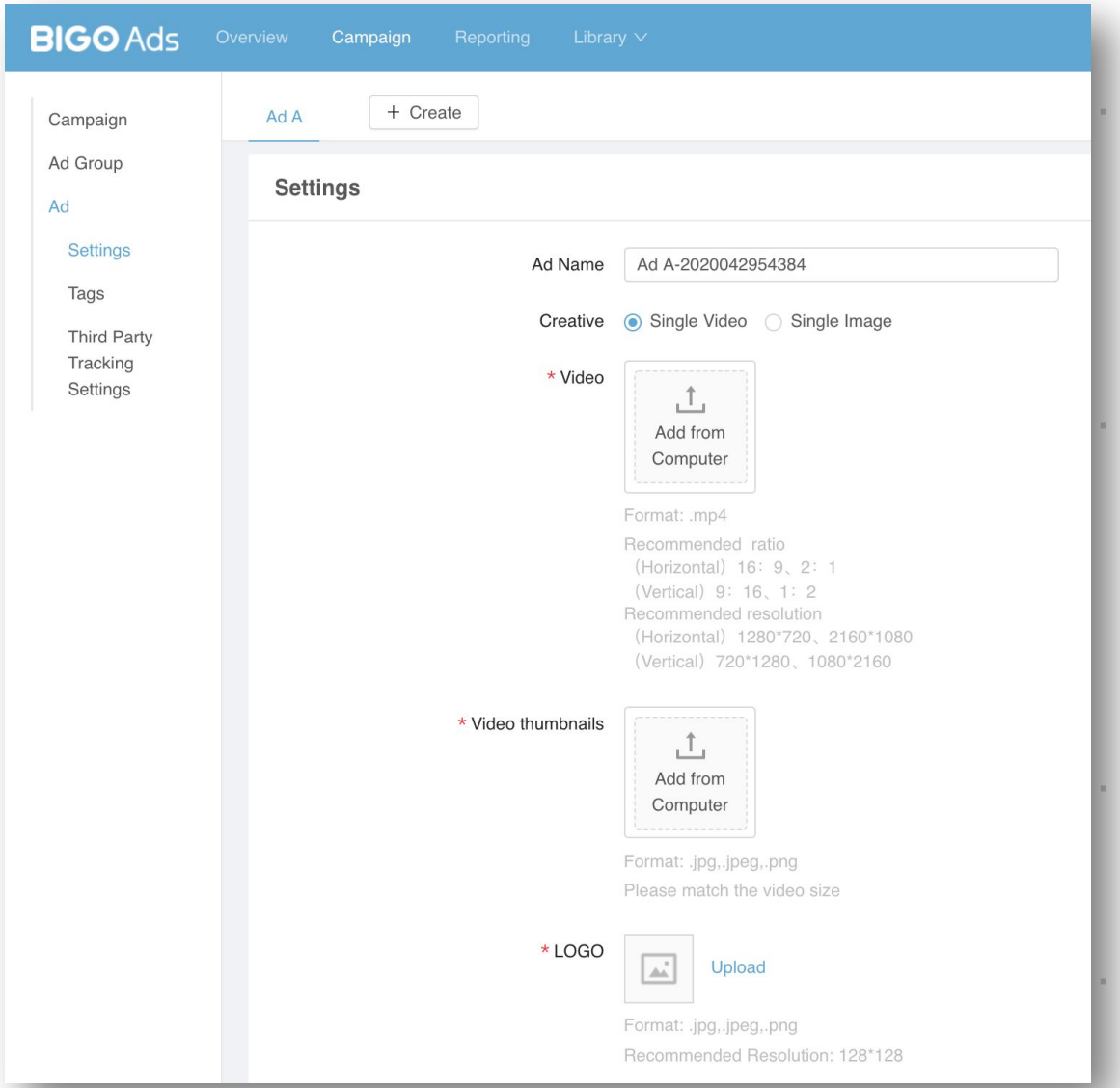


You can set install as your optimization goal

The bid is divided into phase 1 and phase 2.
Phase 1 is learning phase. It is bidding for clicks. You need to provide a CPC bid.
System will pass to the phase2 when enough conversions is achieved.
Phase 2 is bidding for install. You can provide bid according to your optimization goal. System will get the cpi as close to your expected cpi as possible.

Standard: Your ad budget will be spent evenly during the scheduled campaign time.
Accelerated: Your ad budget will be spent as soon as possible during the scheduled campaign time.

BIGO Ads Upload Your Ad



Create new ads: We support to create multiple ads on the same page

【Video】
Format: MP4 only;

Video Recommendations:
(Horizontal) 16: 9、2: 1
(Vertical) 9: 16、1: 2
(Horizontal) 1280*720、2160*1080
(Vertical) 720*1280、1080*2160

【Image】
Supported Format: .jpg, .jpeg, .png
Size:
1200 *628px

【Video Thumbnails】
Format: .jpg, .jpeg, .png
Size: Must be the same with video

【LOGO】
Format: .jpg, .jpeg, .png
Size: 128*128

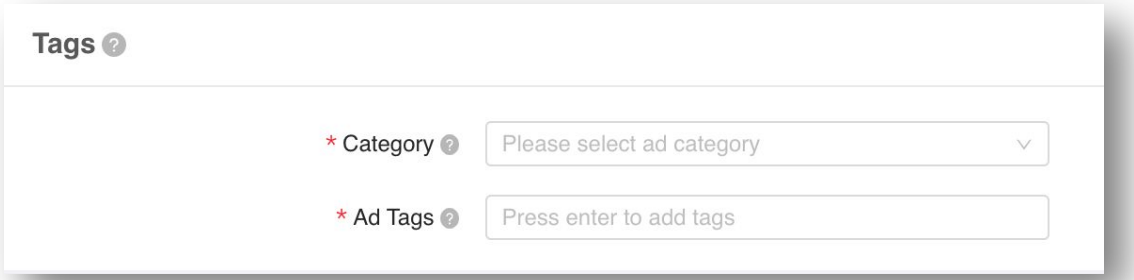
BIGO Ads Upload Your Ad——Texts

Headline：must be within 18 characters；

Body Texts：must be within 40 characters；

Call to Action：We support 9 options including Know more, see offers, book now, contact us, sign up, play game, use app, watch video and shop now.

Note：Localized creatives are preferred.



【Category】select the right category will help the system find out the right audience.

【Ad Tags】Please fill in words to describe your website or app, system can understand your product and match the right audience.

03 Monitor and Measure Ad Performance

- Get Tracking link
- Set Tracking link
- Postback App Event
- View Performance

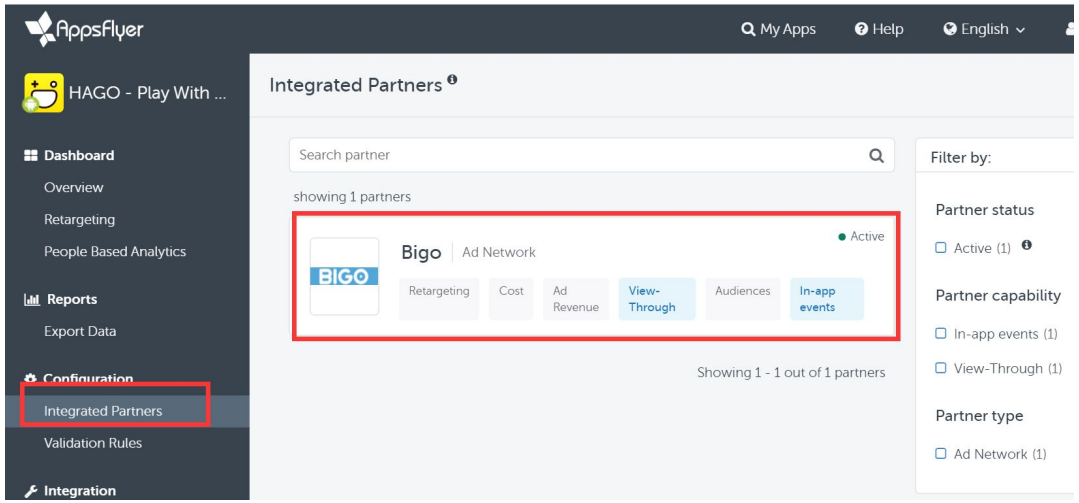
BIGO Ads Get Tracking link

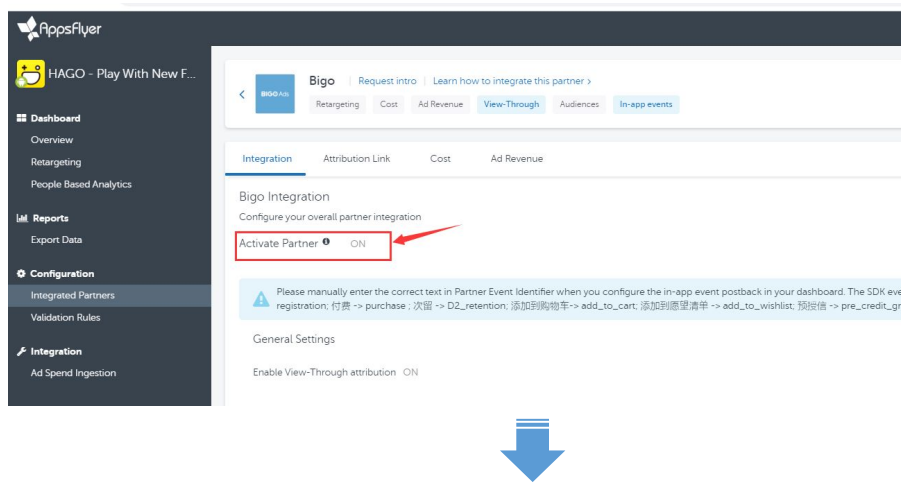
Third-Party tracking platforms supported by BIGO Ads:

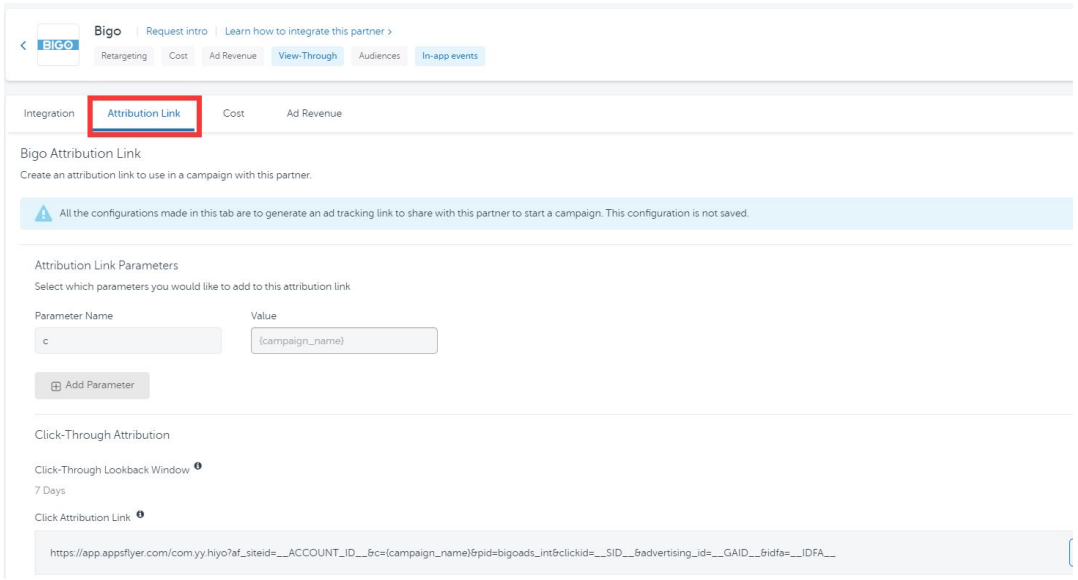
BIGO Ads Get Tracking link

To obtain the tracking link: take appsflyer for example

Open Integrated Partners>Search media source—BIGO>Activate Partner>Open attribution link>Get ***click attribution link*** and ***impression attribution link***



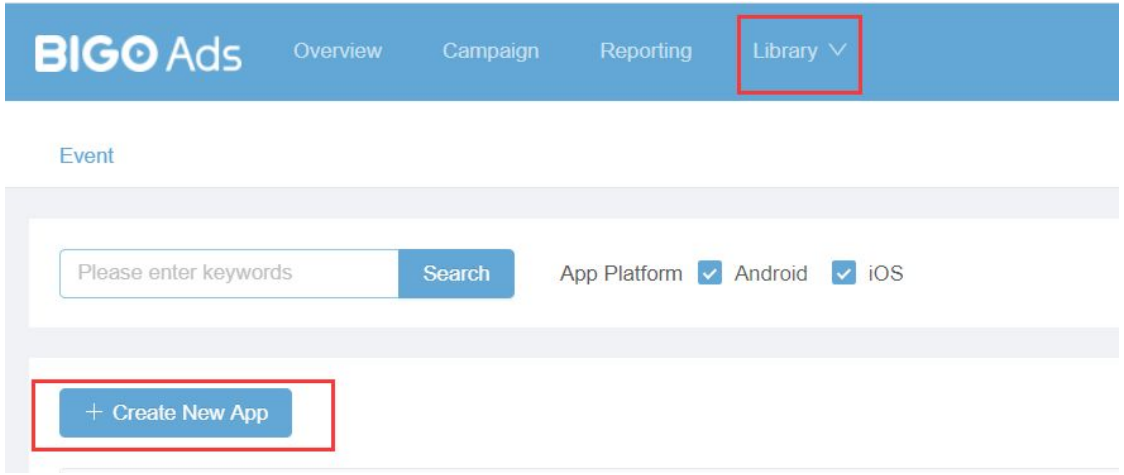


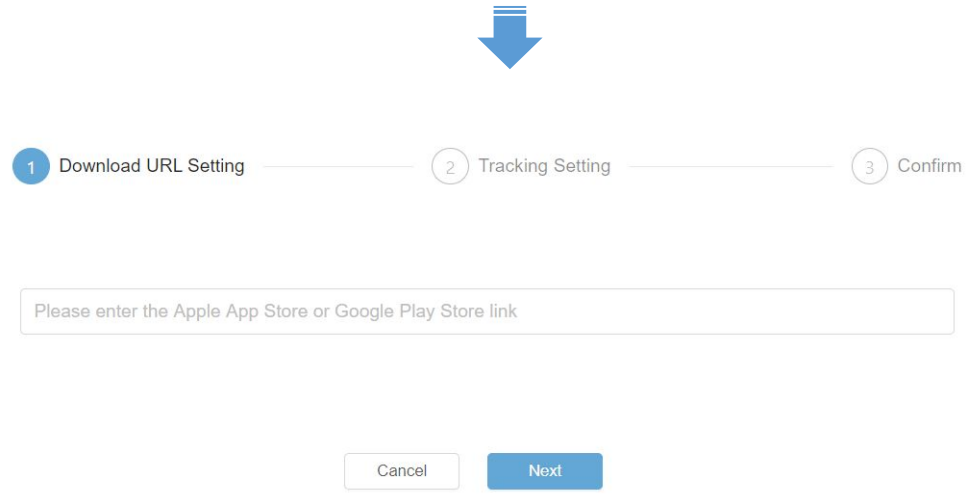


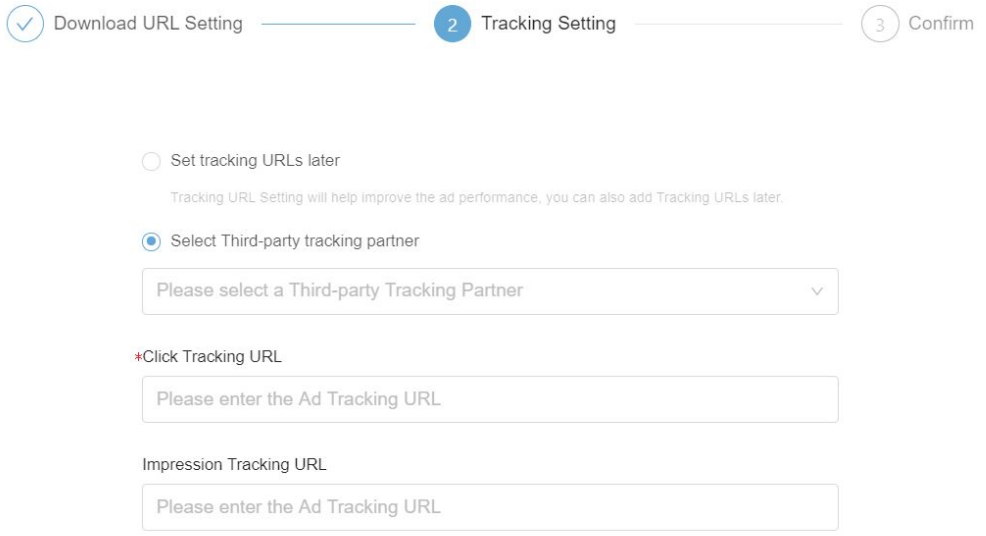
BIGO Ads Set Tracking link

Method One:

- Open library>Create new app>Set preview link and tracking link, You can view total events, event type and event trend in this dashboard.



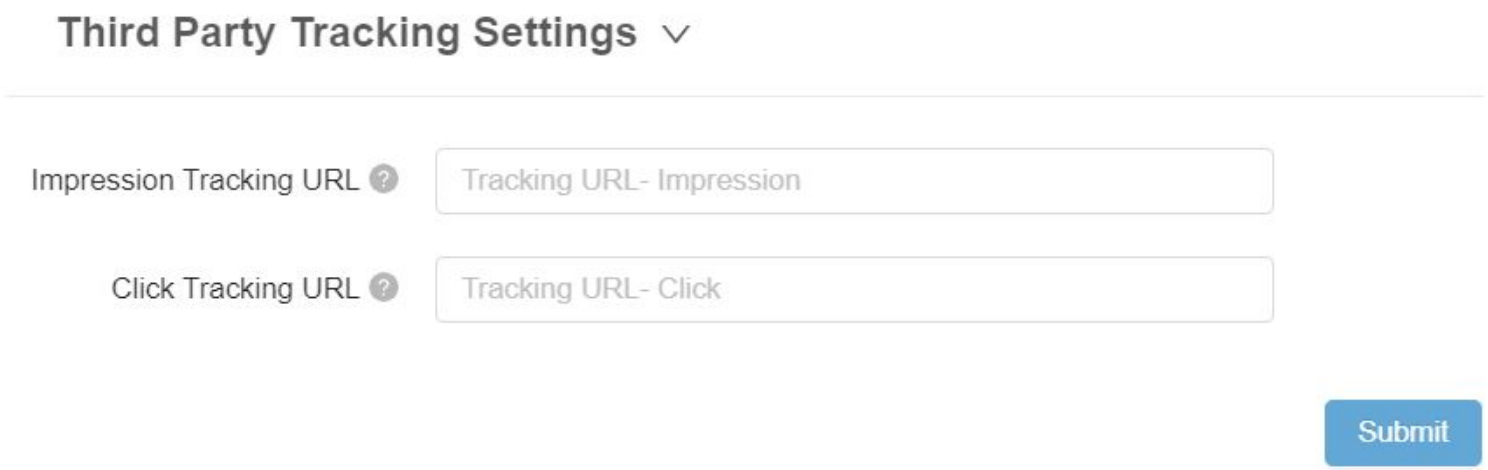




BIGO Ads Set Tracking link

Method Two:

- In page of create ad, you can fill in click attribution link and impression attribution link at the bottom.

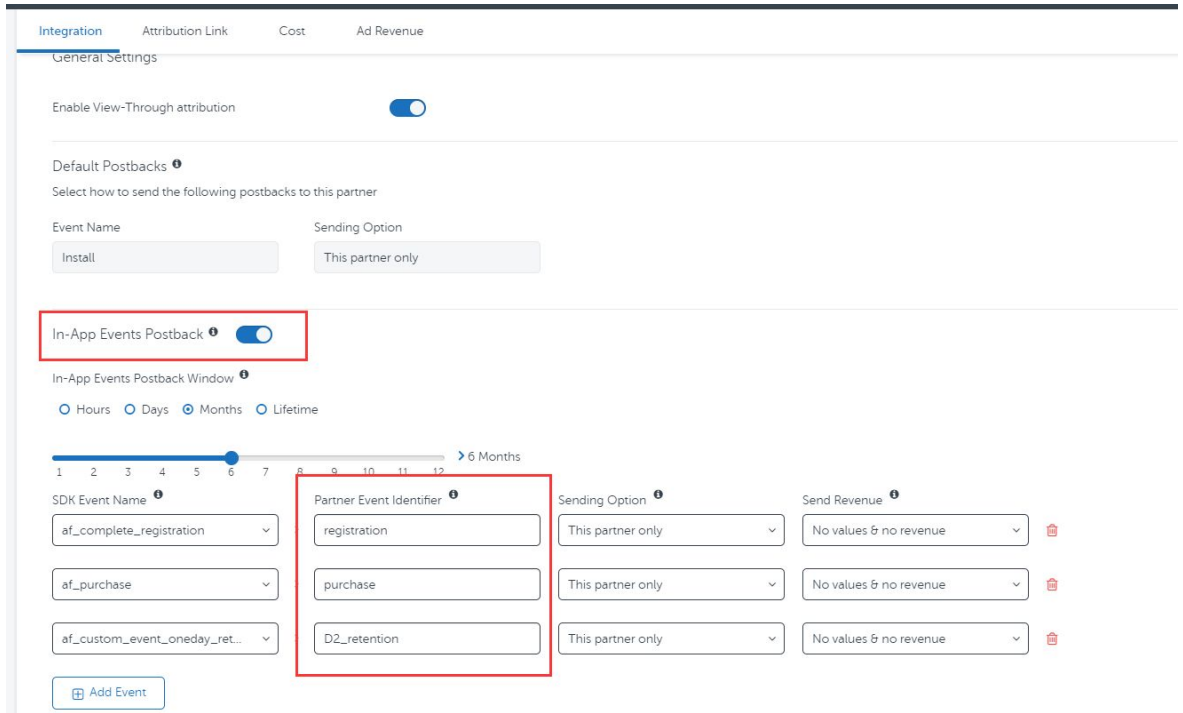


Note:If you fill in the same tracking link both in library page and ad page, we will report data twice. This operation will result in data on appsflyer is the double of data in BIGO Ads platform.
We suggest you set a tracking link with method one then you don’t need to fill in tracking link repeatedly.

BIGO Ads Postback App Event

To help you optimize ad performance better, we suggest you set event postback ;

To set event postback: take appsflyer for example
Open Integrated Partners>Search media source—BIGO>Open integration>Open in app event postback >Set partner event identifier to specified name



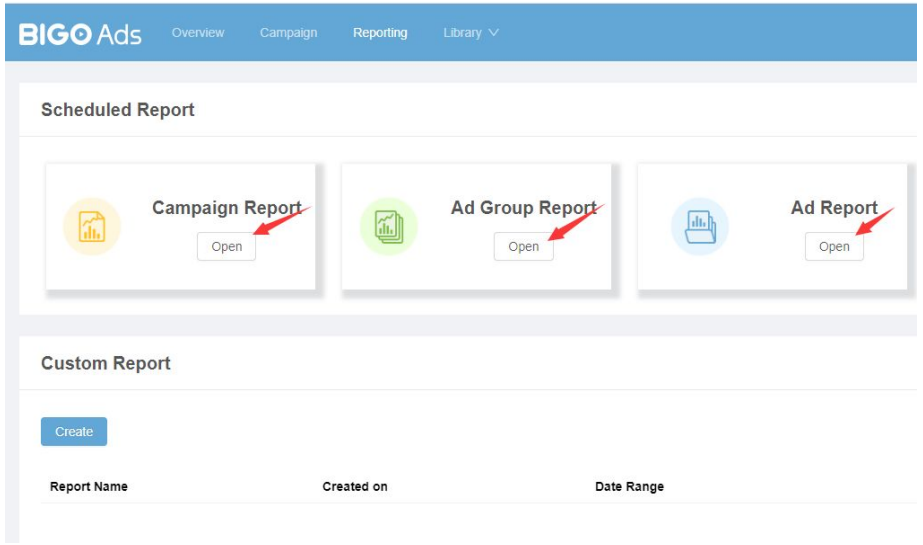
event	specified name
register	registration
purchase	purchase
retention	D2_retention
add to cart	add_to_cart
add to wishlist	add_to_wishlist
pre credit granting	pre_credit_granting
credit granting	credit_granting

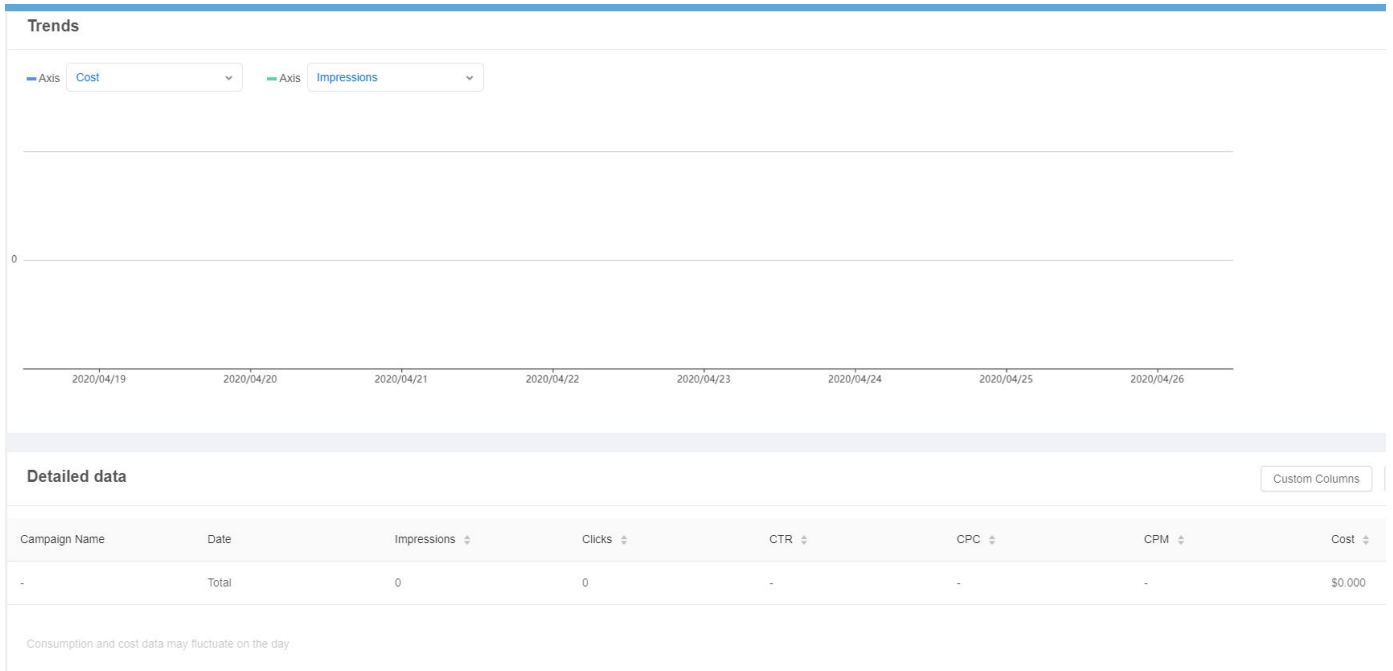
BIGO Ads View Performance

There are two spots where you can check your delivery data

- Scheduled Report

At the campaign, ad group and ad level, you can view scheduled report including basic data. You can also customize the page by selecting columns.



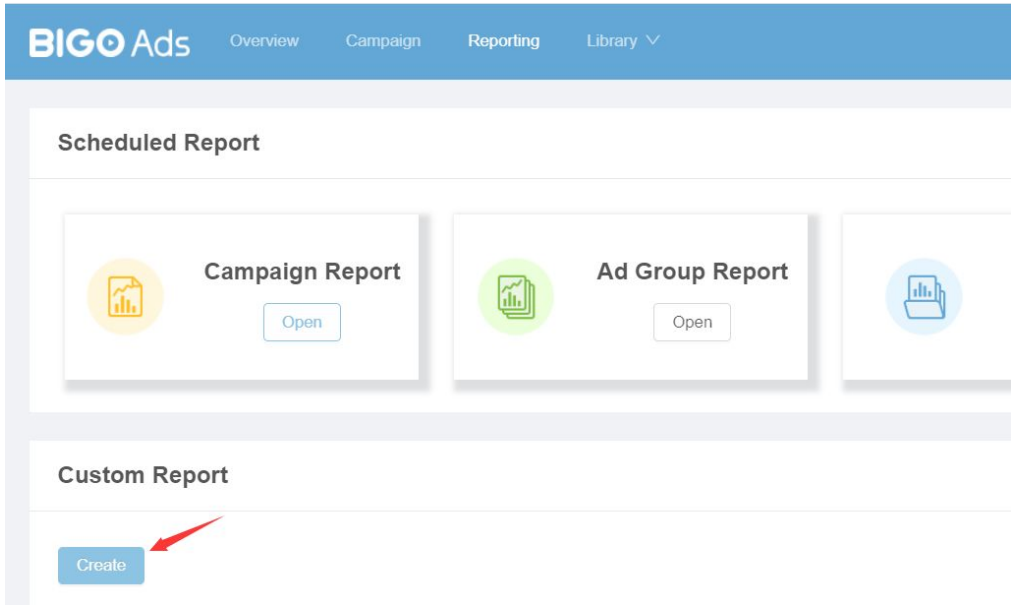


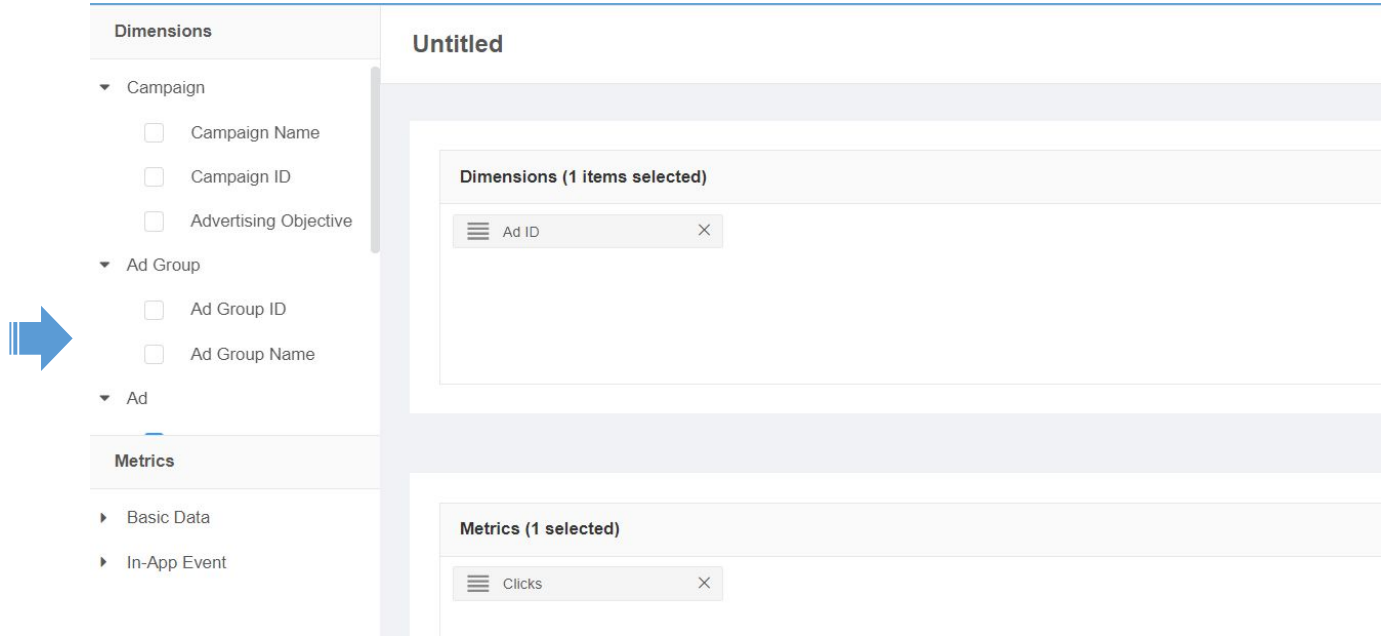
BIGO Ads View Performance

There are two spots where you can check your delivery data

- Custom Report

You can view customized dimension, such as setting, target and time, as well as a custom break-down data report that includes basic data, in app data, attribution data, etc.





04 Manage Ads

- Copy Ads
- Edit Ads
- Pause/Open Ads
- Delete Ads

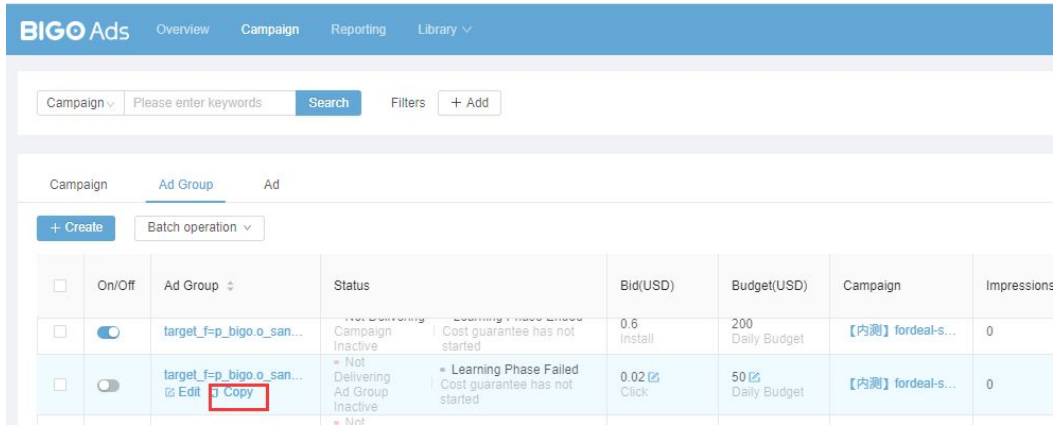
BIGO Ads Manage Ads—Copy

Copy Ad Group

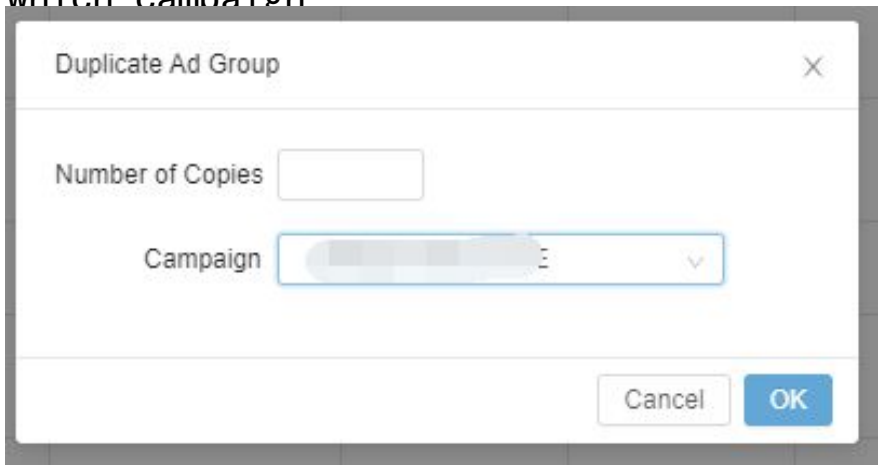
Copy function can help create and manage ad efficiently. This function has two common scenarios

- Follow the same creatives but need to adjust the slot/targeting, etc.
- Follow the same slot/targeting settings, replace the material to test.

Step1: Ad group list-> choose copy



Step2: fill in the number of copies and choose belong to
which campaign



BIGO Ads Manage Ads—Copy

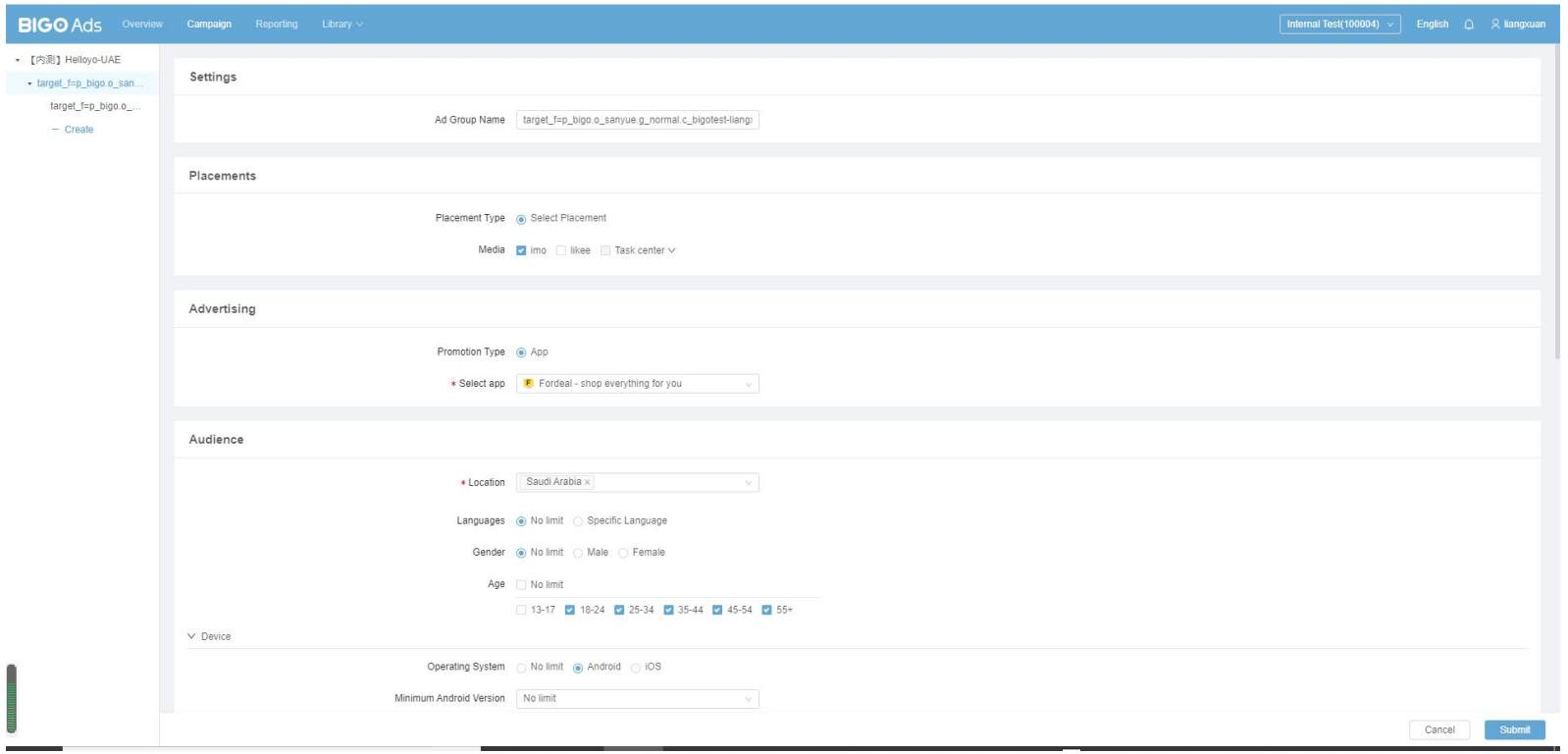
- Copy Ad Group

Step3: enter edit page

1) Support modification of ad group name/slot/targeting/budget/bidding at the ad group level;

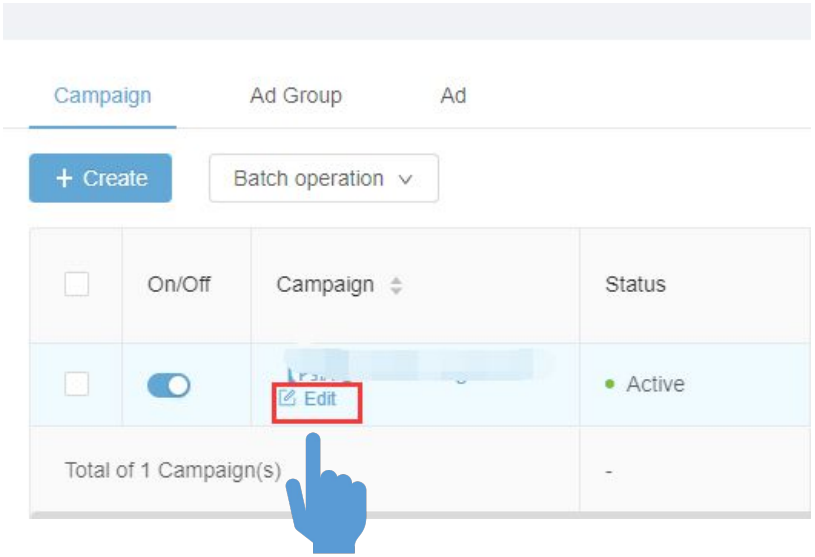
2) At the ad level, you can modify the name of the materials, replace materials, modify text , etc;

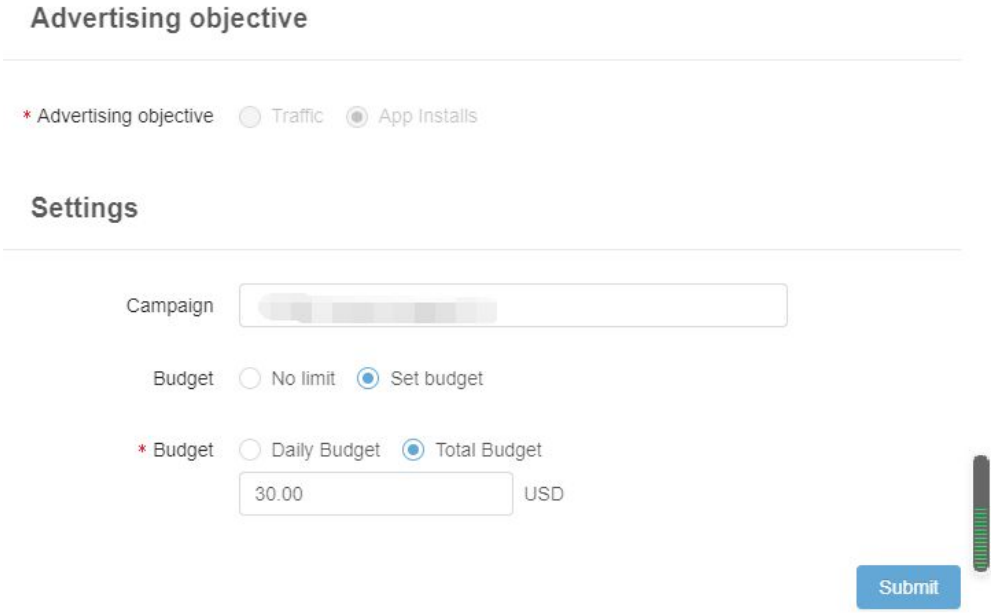
3) Support to create new creatives



BIGO Ads Manage Ads—Edit

Edit Campaign





Category	Status
Advertising Objective	unmodifiable
Campaign Name	modifiable
Budget	modifiable

BIGO Ads Manage Ads—Edit

- Edit Ad Group

Category	heading	Status
Setting	Ad Group Name	modifiable
Placements	Placement Type	modifiable
	Media	modifiable
Advertising	Promotion Type	unmodifiable
	app	unmodifiable
Audience	Location	modifiable
	Languages	modifiable
	Gender	modifiable
	Age	modifiable
	Device	modifiable
Budget	Budget	modifiable
Schedule	Schedule	modifiable
	Advertising Period	modifiable
Bid	Optimization Goal	modifiable
	Bidding Event	modifiable
	Bid	modifiable
	Delivery Type	modifiable

BIGO Ads Manage Ads—Edit

- Edit Ad

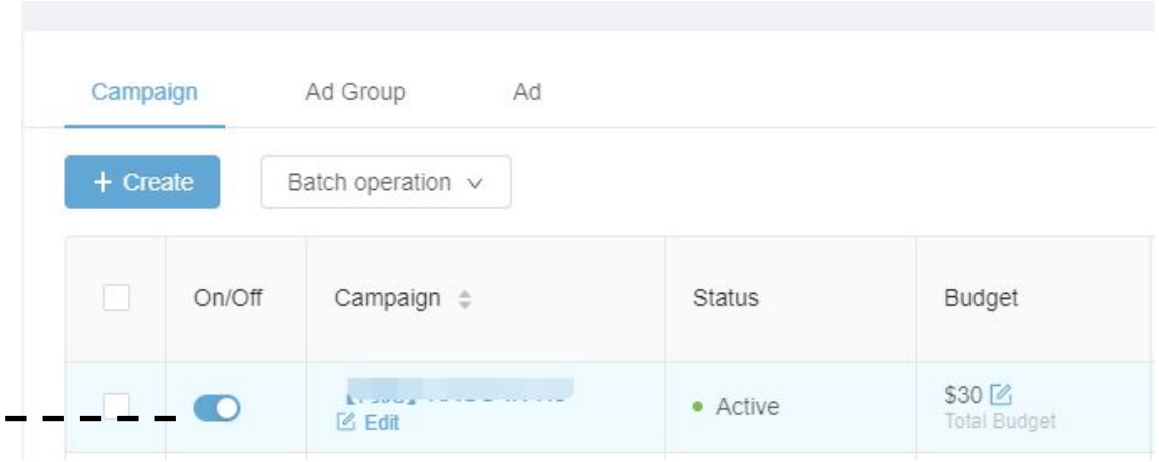
When you edit picture, video or primary text, the ad will be stopped and reviewed again.

Category	heading	Status
Setting	Ad Name	modifiable
	Creative Type	unmodifiable
	Image Video	modifiable
	LOGO	modifiable
	Headline	modifiable
	Primary text	modifiable
	Call to Action	modifiable
Tags	Category	modifiable
	Ad Tags	modifiable
Third Party Tracking Settings	Impression Tracking URL	modifiable
Budget	Click Tracking URL	modifiable

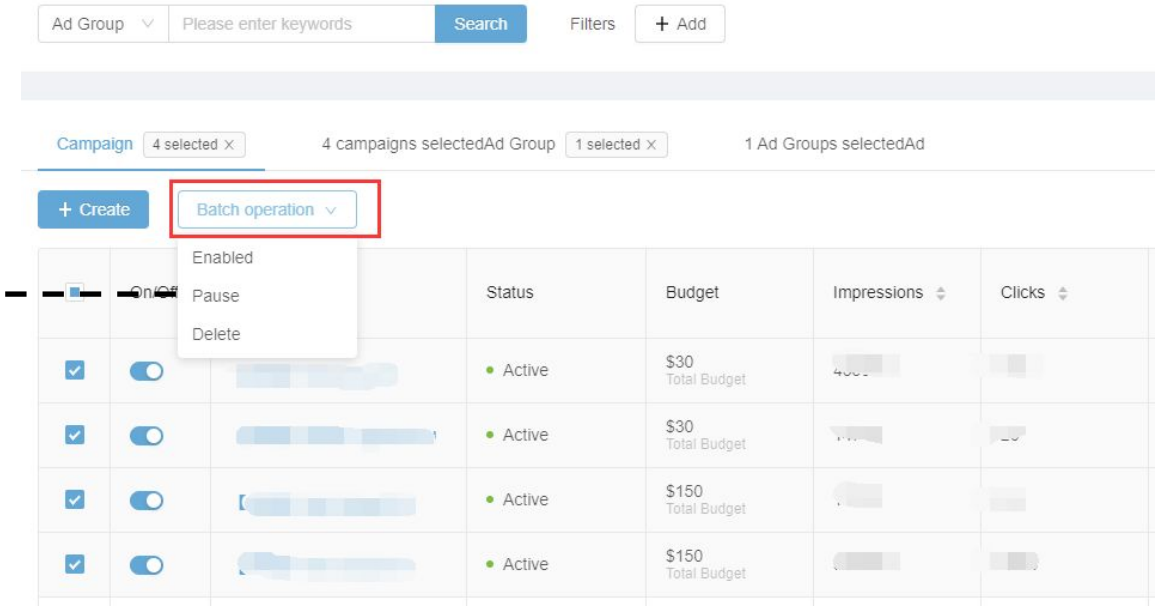
BIGO Ads Manage Ads—Pause/Open/Delete

Pause/Open/Delete Ads

- You can pause or enable ad under campaign, ad group and ad



- You can pause, open and delete multiple ads by batch operation.



BIGO Ads Function Roadmap

July

oCPC
automatically optimize your bids to meet the target install cost (can set install goal for your campaign)

Pixel
support to promote websites and do optimization via pixel tool

Business Center 1.0 Upgrade
support to submit new account and review online;
support to create multiple accounts in a BC;

Aug.

Interest Targeting
support target different interest types

Audiences
create custom audiences and lookalike your audiences

Sept.

App Event Optimization
Automatically optimize your bids to meet the target cost of in-depth event (can set deeper goal for your campaign)

Business Center 2.0 & Agency Platform
support to allocate funds to sub-account in a BC;
Provide a platform for agency to manage accounts and funds more easily;

Oct.

oCPC for website
automatically optimize your bids to meet the target conversion cost

Nov.

Automated Creative Optimization
automatically generate combinations of your creatives and automatically optimize

05 Q&A

——Bidding Model

Q: Can we create a CPI price goal

A: OCPC model bids with a CPI goal for campaign. But the system will charge according to the spent.

——Setting & Targeting

Q: Interests, will be or not

A: Interest targeting will be ready in Q3.

Q: Device model Targeting is missing

A: If there’s any device model is missing, please let us know. We will cross check internal data and update.

Q: Carrier data is missing

A: If there’s any carrier is missing, please let us know. We will cross check internal data and update.

——Tracking

Q: What tracking do you support: DCM, Sizmek, Adriver, Weborama, MOAT, Appsflyer, Adjust, Kochava, Branch, AppMetrica, myTracker.

A: We support Appsflyer, Adjust, Kochava, Branch and Tune.

Q: When we create a campaign we select the app we want to promote than it takes us to the tracking parameters so what are the parameters we can pass on bigo in both tracking and impression Url.

A: Please review the part 3 for detailed tracking guidance.

——Optimization

Q: Will be App Event Optimization availiable?

A: AEO will be ready in around Q4.

Q: Recommendations about creaives

A: We strongly recommend to try with video creatives at first stage.

Q: What are the things required from those platforms to get it on bigo

A: Please review the PPT for creatives specifications.

BIGO Ads Q&A

Q: How can we adjust the KPI of the campaign?
A: We support CPC bidding model only and if you want to meet the KPI：
1st, Try with multiple creatives to test.
2nd, Please do keep an eye on the delivery and performance, turn off those creatives which performing bad in time.

Q: How much time can ad review take?
A: You will find review result within 24 hours.

Q: If its CPM and CPC Average cost of image and video creative?
A:
Average CPM rate: $0.05
Average CPC rate(Image): $0.02
Average CPC rate(Video): $0.03
Could start with $0.01-$0.02 CPC

Q: Can we make creative preview on our device?
A: Will support in Q3

Q: Can we get creative wise quality performance to optimise the campaign
A: Yes, you could check the creative wise report in reporting page

Thanks !

BIGO Ads