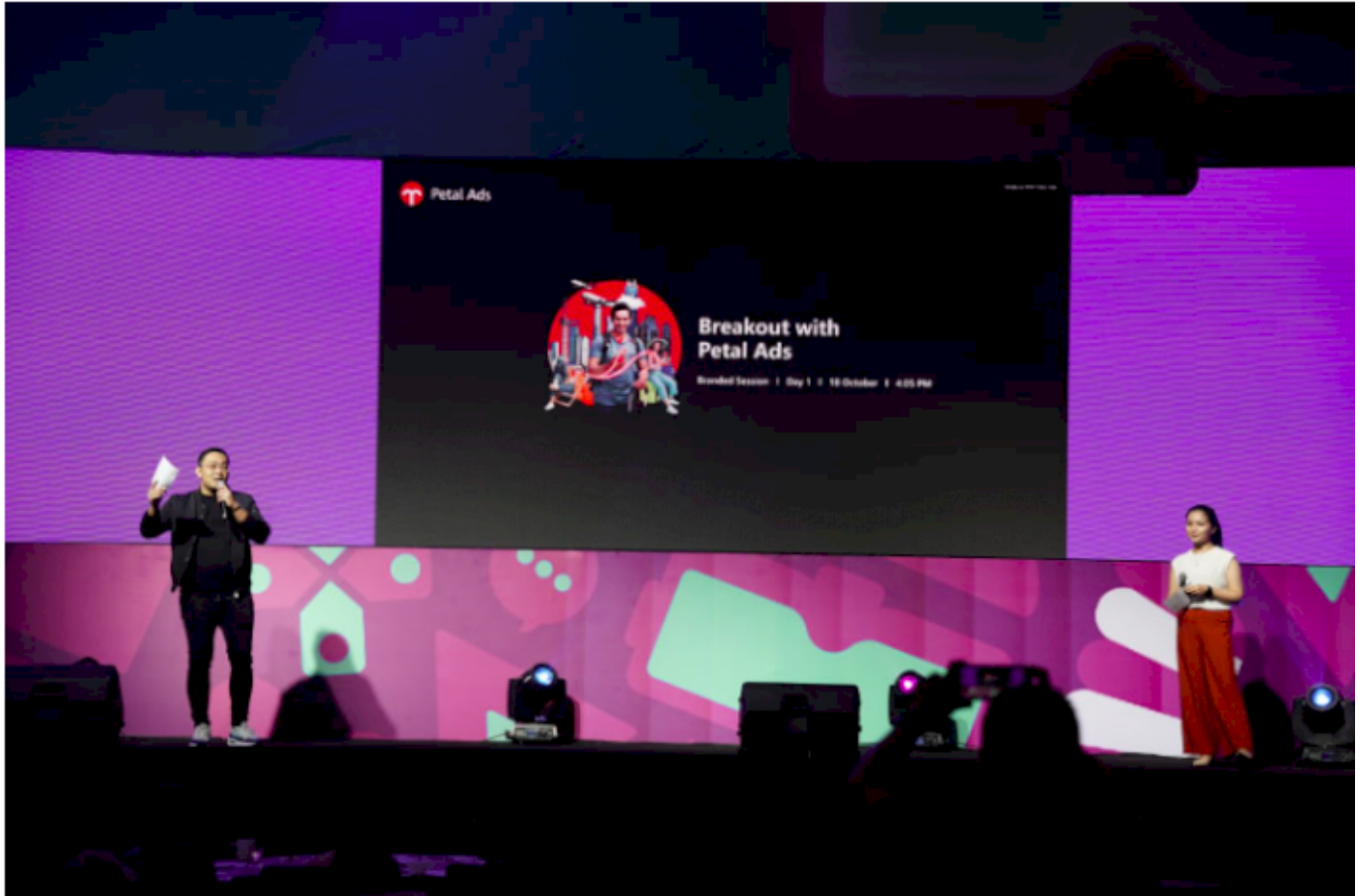


## HUAWEI Petal Ads showcased its advanced advertising features!

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HUAWEI showcases Petal Ads advance advertising!

The event was held last October 18-20 where Petal Ads, a mobile advertising solutions participated in the IMMAP Digicon 2023: DIGIMAX Summit, one the biggest gatherings for the local digital marketing industry in PH.

Petal Ads claims they are revolutionizing the mobile advertising landscape with its extensive suite of services as a one-stop solution for mobile advertising platforms. With their wide range of features and tools, businesses will be able to reach their target audience within HUAWEI device users effectively and efficiently.

For this event's theme, the company says it's called "Connecting the Global Community

Through Mobile Ads - Bridging Borders with Petal Ads". The firm continued that its goal is to link the worldwide community through mobile advertisements by putting all efforts into four key areas of connectivity.

As the company explained, the first area of connectivity is called "Connecting the Devices" through cross-device linking. Petal Ads permits seamless integration over multiple devices, from phones to tablets, explorers to desktop assistants, and small screens to TV screens.

The 2nd area is called "Connecting the Ads" Petal Ads brings a diverse range of advertising formats, such as splash screen ads, push messages, app promotions, and video ads. This will let business engage their audience with captivating and interactive content.

Next is the "Connecting the Partners". According to Petal Ads, the power of collaboration can bring together partners from different industries. By using the expertise and advantages of various industries, Petal Ads can make a bigger force that can deliver remarkable output for its clients and help hit the key KPIs and targets.

The final area is called the "Connecting the Border". Petal Ads intends to connect and channel resources, industries, and audiences from multiple countries to generate a larger cross-border platform. This move opens up new business opportunities and lets businesses expand their reach on a global scale.

We are thrilled to be a part of the IMMAP DigiCon 2023: DIGIMAX event and showcase our innovative mobile advertising solutions, says Ken Liang, IMMAP Plenary speaker and currently the Director of Device Ecosystem and Operations. He is also one of the key leads for Petal Ads as a HUAWEI platform in the Philippines and the APAC region. "With Petal Ads, businesses can bridge borders and connect with their audience in a meaningful way. We look forward to demonstrating how our platform can drive engagement, increase brand visibility, and generate results for our clients.

During the event, among the key highlights is that Petal established booths where guests may sign up for a free Petal Ads account and self-serve advertising including further discussing client marketing needs. The booth also showcased the platform's top features and the market possibility for its advertisers.

Petal Ads offers key solutions to our clients through precision targeting across highly engaged HUAWEI users on a local and regional scale with over 730 million monthly active users globally," says Migs Berbano, Head of Petal Ads for the Philippines. "In China alone, we have over 550 million active users already, and we intend to leverage this massive market and bring our local and regional partners beyond the borders, especially those in the travel industry. As the borders open up and we expect more than 1.5 million Chinese visitors yearly very soon, we can definitely work with partners to create joint marketing campaigns to help their brands reach out to this massive audience.

**Tags:** HUAWEI, Ads