



The Huawei team receiving their award during the MDA d Awards 2022 night, with Huawei's Mobile Ecosystem Business Growth Malaysia director Nick Zhao (fourth from left) and APAC director Rei Xiao (fifth from left).

Huawei Ads wins Best Platform Development at MDA d Awards 2022

If you are working on a digital platform to drive your business, you would certainly appreciate a multi-functional tool that can provide you a one-stop access to resources for creating your ads and the best ways of marketing them to a wide audience.

This is especially so for mobile applications, whereby in-app ads provide direct access to instant downloads and purchases.

Taking that into consideration, Huawei, a leading global provider of information and communications technology infrastructure and smart devices, has decided to launch its own advertising platform to advertisers conducting business via mobile.

Branded as Huawei Ads, it was launched in 2020 within the Asia-Pacific region as a digital advertising marketplace specially for Huawei devices. Today, it operates in over 170 countries and regions worldwide.

Relying on Huawei's mobile ecosystem, the ad marketplace interacts with the devices' algorithms and architecture, which makes it an effective platform for businesses to connect with over 730 million global Huawei device users on smartphones, PCs and tablets.

A business owner using Huawei Ads would have the resources to create different types of ads across Huawei's native apps and third-party publisher apps to meet their business goals.

This innovative move saw the company winning in the Best Platform Development Award category during the Malaysian Digital Association (MDA) d Awards 2022, held on May 11.

Integrated performance

Huawei Ads offers a treasure-trove of resources, placement options and bidding formats for advertisers to strategise, set-up and manage ad campaigns. Through Huawei's comprehensive native apps and over 41,000 third-party publisher partners, Huawei Ads helps advertisers amplify their brand messages and services through multi-digital touchpoints.

Also, leveraging the synergies between Huawei's devices, apps and open capabilities, the Huawei Ads' Data Management Platform can provide in-depth understanding of target audiences at both the device and app level, for advertisers to optimise their ad strategies.

Apart from boosting visibility with display ads, banner ads, interstitial ads, native ads, splash ads, reward ads and roll ads, Huawei Ads also integrates innovative functions such as custom placements on AppGallery, Huawei's official app store and new search ads on Petal Search.

Dedicated support

On top of the continuous improvement on technical capabilities, Huawei Ads provides end-to-end industry-specific ad solutions for gaming, e-commerce, entertainment and finance advertisers to improve ad performance.

To ensure that advertisers enjoy a smooth and efficient experience, Huawei Ads has also set up local teams in the Asia Pacific markets including Malaysia.

With digital ad experts ready to provide dedicated support and customised solutions for advertisers at every stage of the ad journey, be it from onboarding to the launch of their ad campaigns.

Great opportunity

Winning the Best Platform Development Award category highlights Huawei Ads' outstanding performance in providing a brand or advertiser with dedicated platform solutions, multi-platform ad adaptation, utility, degree of customisation and more.

Huawei Malaysia's Mobile Ecosystem Business Growth director, Nick Zhao said, "Our mission is to help brands explore into a pool of new audiences in the world's third-largest mobile ecosystem."

"Huawei Ads will continue to improve our ad strategy and platform in order to help more businesses excel and achieve their goals using our platform."

The MDA d Awards recognise and honour talents and brands that embrace and use digital technologies.

For more, check out Huawei Ads on its dedicated [webpage](#).