

Hong Kong – Where Business Goes to Grow

The InvestHK Advantage



InvestHK

The Government of the Hong Kong
Special Administrative Region

InvestHK's Worldwide Network



27

offices in key
business cities

8

specialist sector
teams in Hong Kong

over
3,000

completed projects
since 2000

xs.S.M.L.XL

tailor-made support for
companies of all sizes

Case Study: Neverblue

Background

- Digital marketing company, specializes in performance-based marketing.
- Cost-per-Action (CPA). Advertisers pay for qualifying actions only (e.g. download, sales). Ads are published on affiliates - online or mobile media (like search engines, websites, apps, etc). They get paid when a lead/action is generated.
- 30,000 + affiliates worldwide.
- App distribution: 1 mil+ apps per month .
- Named #1 Cost-Per-Action Network and Top 20 of the blue Book's Online Advertising Network.
- 160 staff worldwide with offices in London, LA and Hong Kong. Headquartered in Victoria, BC.

Neverblue Named in Top 20 of Blue Book's Online Advertising Networks

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Neverblue Named in Top 20 of Blue Book's Online Advertising Networks

Affiliate network recognized as #1 CPA network for 2012.

Victoria, BC (PRWEB) January 09, 2012

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Neverblue, a premier global lead generation network, has been recognized as the #1 CPA Network for 2012 according to the recently released 2012 BLUE BOOK Top 20 Network rankings. This was Neverblue's third year in the top 10, rising from 6th place in 2010 to 2nd place in 2011, to first place for 2012.

“This is a testament to our clients who believe in us, and to our team at Neverblue which has delivered incredible results for our clients, and thus our business,” said Hakan Lindskog, CEO of Neverblue.

Being selected as the #1 CPA Network is a testament to Neverblue's industry-leading customer service and dedication to providing a flexible and intuitive affiliate platform. Over the last year Neverblue focused heavily on international expansion, establishing offices in Asia and Europe to provide greater local expertise, regional media engagement, and more effective client service. 2011 also saw the exponential growth of Neverblue Mobile, a division providing mobile publishers with strategic campaign optimization and a proprietary, in-depth analytics platform.

The Online Advertising Blue Book claims Neverblue is “popular with high-performing affiliates.”

“2011 was a groundbreaking year for Neverblue. Being acknowledged as the #1 CPA network is a tribute to our affiliates' continued drive for excellence. We have a remarkable team at Neverblue, and working closely with affiliates continues to produce enormous results. We are honored to be recognized as a leader in the online marketing community,” said Lindskog.

About Neverblue
Headquartered in Victoria, British Columbia with offices in Los Angeles, Europe and Asia, Neverblue is a premier global lead generation company delivering millions of profitable customers to clients from all over the world, including members of the Fortune 1000™.

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Client login

neverblue

中文(简体) | 中文(繁體)

Welcome Advertisers Affiliates Mobile Global Reach Client Login Get Account

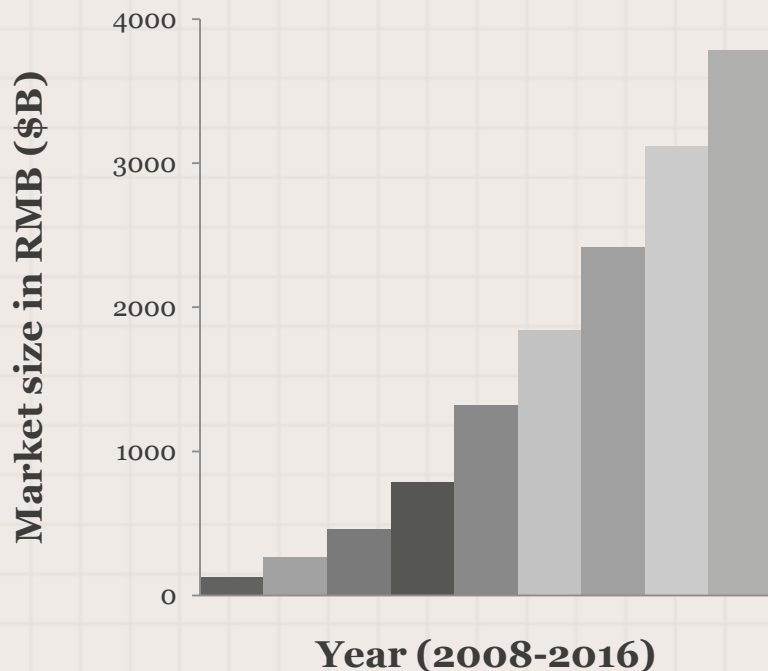
We Deliver Customers We Know Mobile We Are Global We Love Affiliates

Case Study: Neverblue



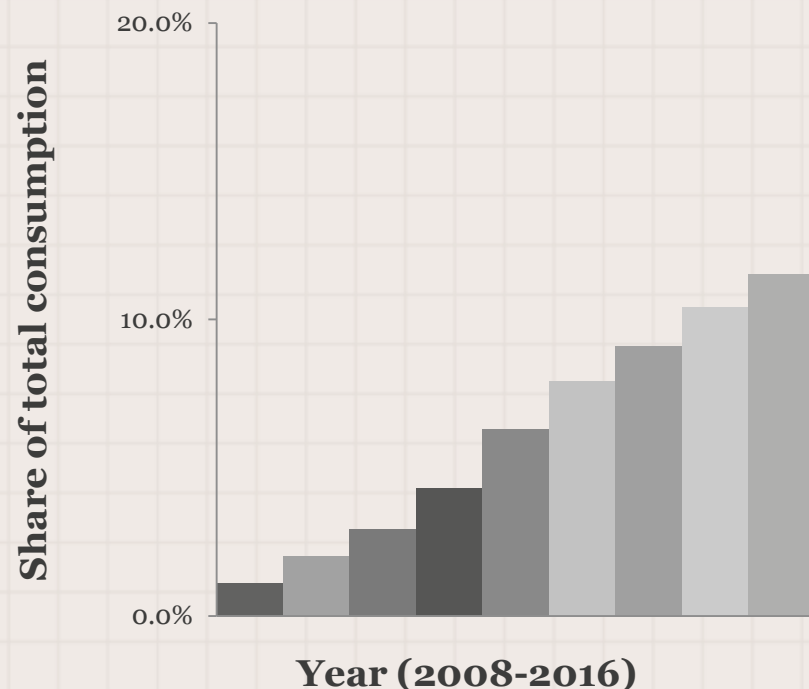
Online Shopping Market in China

Size of Online Shopping Market



- *The size of the online market in China is set to double in 3 years.*

Penetration of Online Shopping in China



- *Currently, online purchase only represents 8% of total consumption but it is growing each year.*

Source: Alibaba Group, 2014

China online shopper spent \$12.5B buying from overseas E-Tailers.

Strategies

1

- **STRENGTHS** - Leverage on capabilities to grow client base in North America.

2

- **HOT GEOGRAPHIC MARKET**- Extend Asian offerings to home base clients.

3

- **NEW CLIENTS** - Capitalize on success cases in Asia to land new Asian clients.

Business Case for Hong Kong

Structure/Functions in HK	Major Advantages
Holding Company	<ul style="list-style-type: none"> • Low and territorial tax system. • Protection under common law. • Easy to set up.
Affiliates Partnerships	<ul style="list-style-type: none"> • Excellent reach to digital media in entire AsiaPac region. • Free flow of information.
Sales & Marketing	<ul style="list-style-type: none"> • Top international retail city. • Excellent access to China's retail and e-commerce market. • Asian regional headquarters for many MNCs. • BusDev talents from all over Asia.
Regional Management	<ul style="list-style-type: none"> • 1/2 world's population within 5 hours • Top banking centre, largest RMB offshore centre. • Access to top international professional support services.

Success case

Business case with Alibaba

- AliExpress – B2C arm for Chinese SMEs to reach consumers.
- Neverblue launched media campaign for promotion overseas.
- Objectives: (1) raise awareness, (2) increase sales.
- Engaged 100 existing, 200 new publishers worldwide for Alibaba.
- Results in 8 months:
 - 720 million clicks
 - Daily average of 10,000 transactions
 - US\$40 million



Performance Marketing.
Simplified.

 Case Study



AliExpress, a business within Alibaba Group, is a popular retail marketplace primarily made up of small business sellers targeted at consumers worldwide. In August 2013, AliExpress worked with Neverblue to enhance the online visibility of its platform through the Neverblue Performance Network. Specifically, AliExpress was looking to build brand awareness in targeted markets to generate a large number of new overseas buyers.

 Campaign Objectives

- To build awareness of AliExpress in overseas markets
- To increase the number of orders placed by overseas buyers on AliExpress
- To increase sales generated on AliExpress

 Execution

An extensive media plan was put together to establish ideal distribution channels that were best suited to AliExpress offers.

The media plan included the Neverblue sales team working extensively with Neverblue publishers, agencies and media buyers to increase ad buys, landing pages, contests, mailers, re-targeting ads and social media presence.

 Results

From August 2013 to March 2014, Neverblue successfully increased AliExpress brand awareness by engaging roughly 100 existing and 200 new publishers worldwide.

With 300 Neverblue publishers who ran AliExpress offers, Neverblue delivered 720 million clicks and an average of 10,000 daily transactions to AliExpress during that period.

In total, Neverblue generated USD\$40 million in transactions on AliExpress.





A GLOBALWIDE MEDIA COMPANY

Take-aways



Examine company's strengths and identify opportunities.



Leverage on strengths and network to enter new market.



Capitalize on successes to build new clients base.

How InvestHK Helps Investors



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