

DU Ad Platform User Manual

V2.0

Baidu Online Network Technology (Beijing) Co., Ltd.

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1 About This Manual

1.1 Goals

This manual gives a detailed introduction to the basic functions and usage of the DU Ad Platform. By reading this manual, you can quickly learn how to use this platform to increase work efficiency.

1.2 Applicable Persons

Business people, developers, and others interested in development platforms

2 Platform Overview

2.1 Background and Significance

The DU Ad Platform aims to create fair and advantageous advertising revenue for APP developers. Developers just need to submit their APP information and integrate the advertisement SDK provided by the platform to receive and display a wide variety of advertising resources. This allows them to receive a great deal of revenue and conveniently monetize their traffic.

2.2 System Portal

The platform currently recommends using the following browsers: Chrome, IE9+, and Firefox

You can select one of the following two portals:

- 1) Enter the URL of the platform's official website <http://ad.duapps.com> to go to the website directly, as shown in Fig 2-2-1:

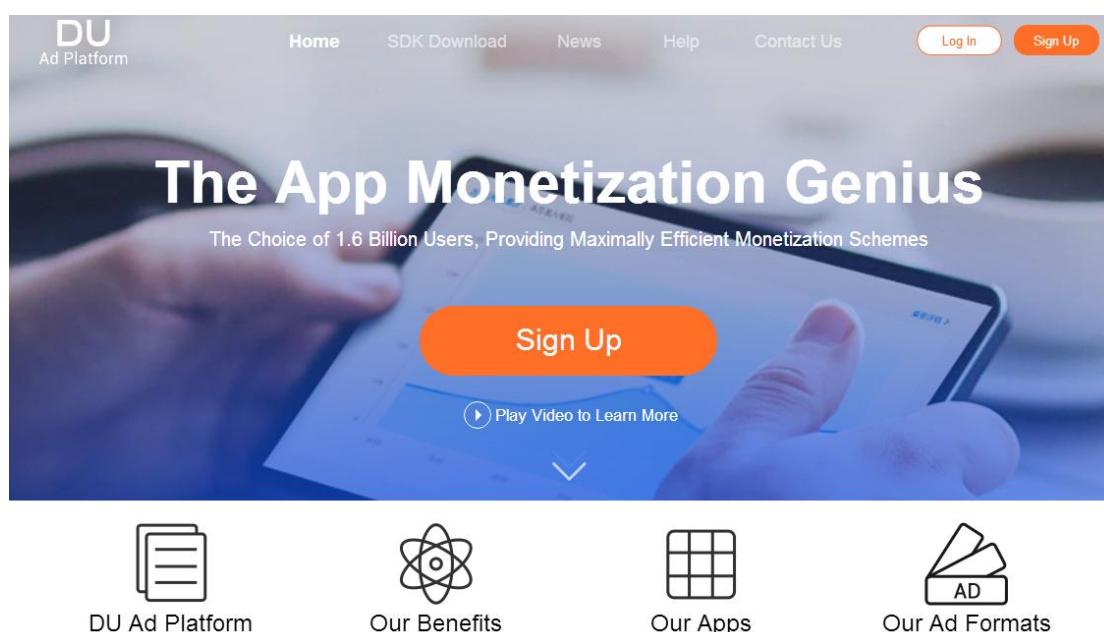


Fig 2-2-1 Platform Portal

- 2) Navigate from the DU Group website (www.duapps.com), as shown in Fig 2-2-2:

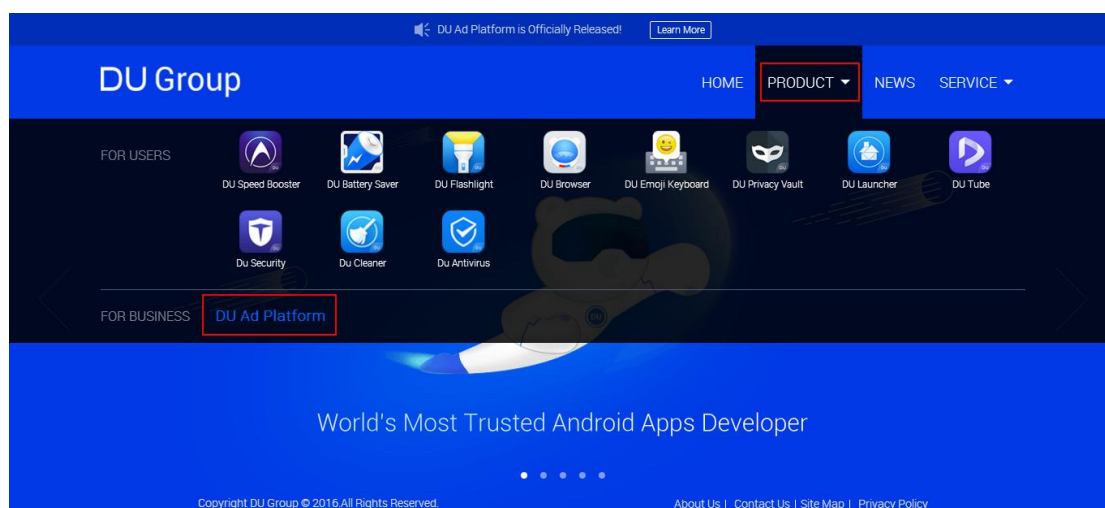
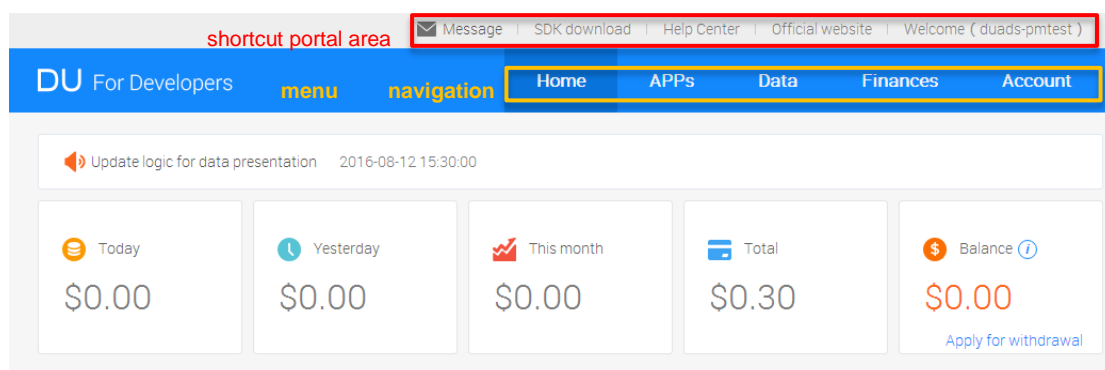


Fig 2-2-2 DU Group Portal

2.3 Overall Platform Structure

Overall, the DU Ad Platform contains three parts: the shortcut portal area, menu navigation area, and work area. See Fig 2-3-1:



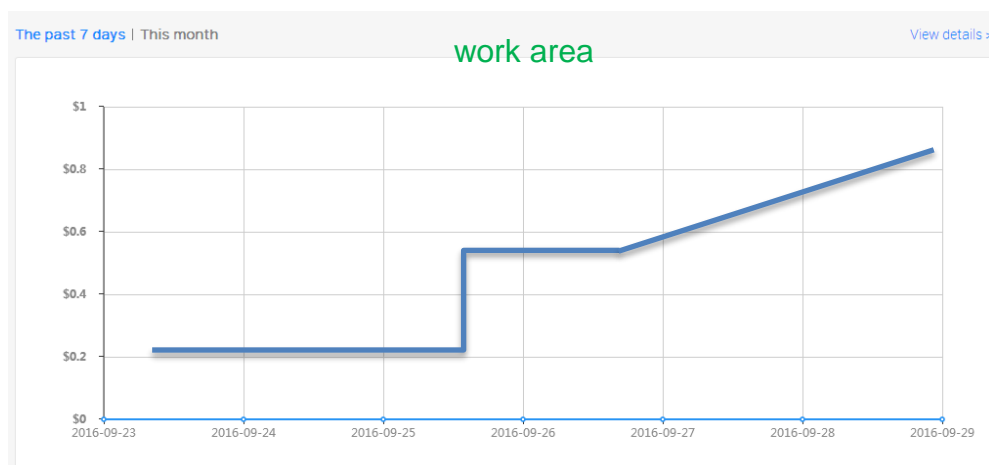


Fig 2-3-1 Platform Framework

2.3.1 Shortcut Portal Area

In the Shortcut Portal Area, you can check messages, download SDK, visit Help Center or official website, and log out.

2.3.2 Five Function Modules

The five major function modules are: Homepage, My APPs, My Data, My Finances, and My Account.

- Homepage: View the basic revenue overview for the current account
- My APPs: Create APPs and manage created APPs (including APPs on third-party platforms)
- My Data: Query key advertising-related data statistical indicators for APPs
- My Finances: Set financial information and view financial records
- My Account: Set personal information and change passwords

3 Function Overview

3.1 Registration and Login

If you are new to the platform, you can go to <http://ad.duapps.com> to register.

Follow the prompts, Enter a username, password, and valid email address. An account activation email will be sent to this email address. Click the link in this email to activate your account, completing account registration. Then, enter the registered username and password in the platform's login interface to log in. For the registration and login portal, see Fig 3-1-1:

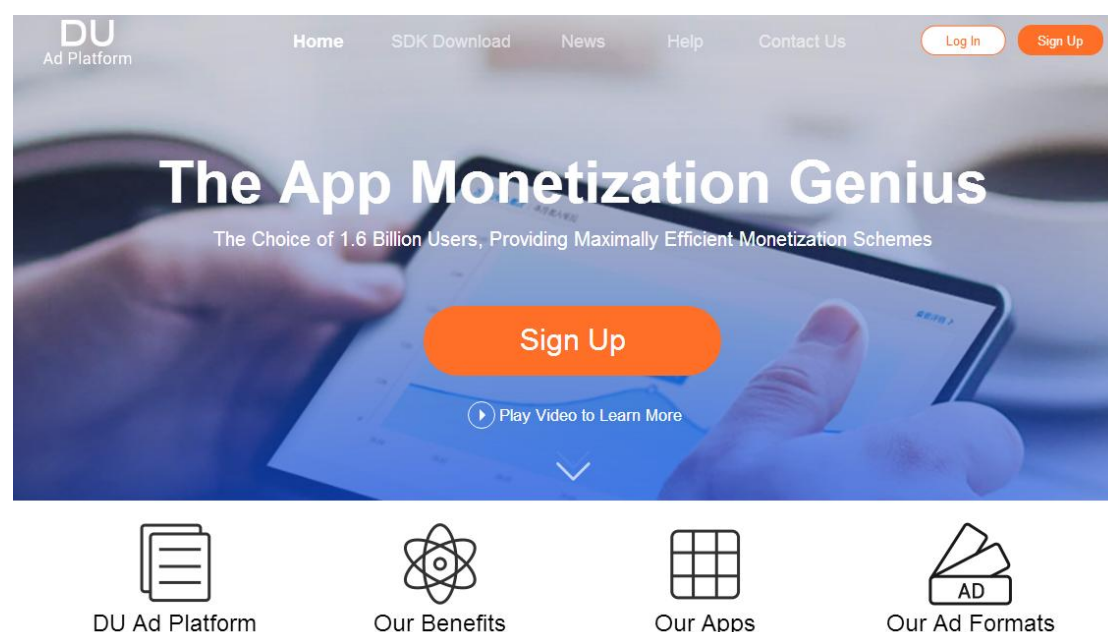


Fig 3-1-1 Registration and Login

3.2 Homepage

3.2.1 First Login

When you log in for the first time, the platform will show the "My Account" page by default. We suggest that you quickly complete the account information, so our business staff can easily contact you and provide better services. For the information entry page, see Fig 3-2-1:

The screenshot displays the 'My Account' page for 'DU For Developers'. The top navigation bar includes links for 'Message', 'SDK download', 'Help Center', 'Official website', and 'Welcome (duads-pmtest)'. The main navigation bar has tabs for 'Home', 'APPs', 'Data', 'Finances', and 'Account'. The 'Account' tab is selected. On the left sidebar, there are three options: 'Basic Information', 'Change password', and 'Message Center'. The 'Basic Information' section is active, showing a form with the following fields: 'Account type' (radio buttons for 'Individual' and 'Company'), 'Contact name' (text input), 'Contact Tel' (text input), 'Country' (dropdown menu with 'Please select'), 'Contact address' (text input), 'Contact details' (dropdown menu with 'Please selec' and a text input), 'Email' (text input), and 'Postal Code' (text input). A blue 'Save' button is located at the bottom right of the form.

Fig 3-2-1 Entering Basic Information

3.2.2 Platform Homepage

After the first time, subsequent logins will take you to platform homepage by default. Here, you can view the basic revenue overview for the current account and revenue charts for the current week or month intuitively. The homepage also

provides shortcuts for withdrawal application and to view detailed revenue data.

The page format is shown in Fig 3-2-2:

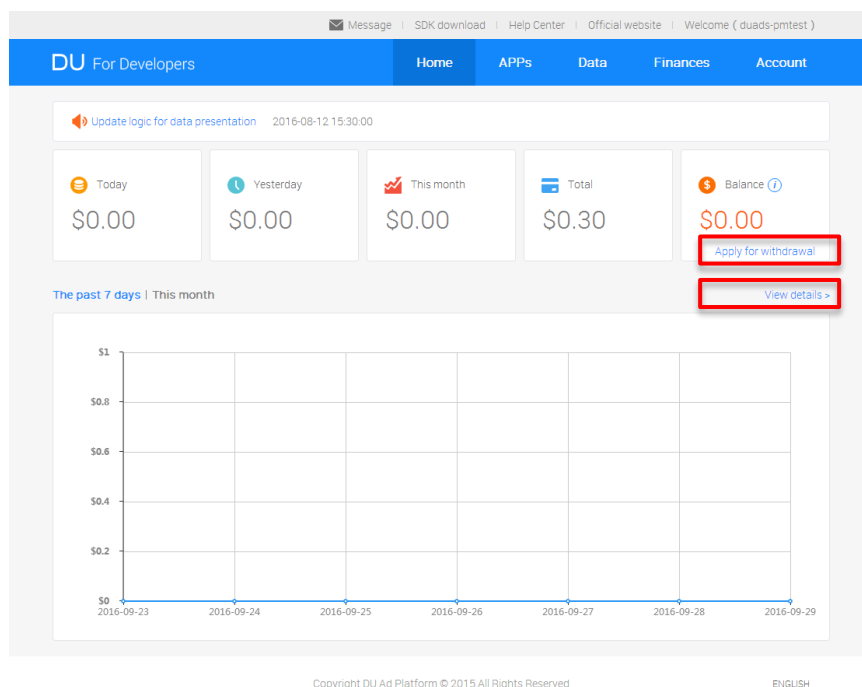


Fig 3-2-2 Platform Homepage

3.3 Add APPs

Please add the APPs that you wish to monetize to this platform. For the add APPs

portal, see Fig 3-3-1:

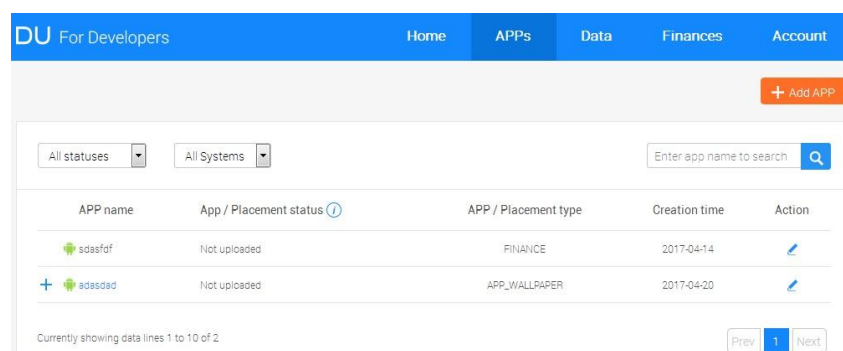


Fig 3-3-1 Add APPs

To add APPs, you must complete the four steps below:

Step 1. Set the APP and its third-party platform information

Click "Add APP" to go to the APP information setting page. Fill in the APP information. Make sure the entered Android APP package name or IOS Bundle ID is correct, as this cannot be modified after submission. For the information entry page, take the Android system as an example, see Fig 3-3-2:

The screenshot shows the 'Add APP' page in the DU Ad Platform. The page has a blue header with 'DU For Developers' and navigation links: Home, APPs, Data, Finances, and Account. Below the header, there's a breadcrumb 'APP list > Add APP'. A progress bar at the top indicates four steps: 1. Configure APP information (active), 2. Create placement, 3. Upload APK, and 4. Add Market Address. The 'Configure APP information' section includes the following fields:

- System type:** Radio buttons for Android (selected) and IOS.
- APP name:** A text input field.
- APP type:** A dropdown menu with 'Please select a type'.
- Keywords:** A text input field.
- Package name:** A text input field.
- APP description:** A large text area.
- Third-party platform ID configuration:** A checkbox (checked) with a note: '(For ads from third-party platform, fill in this field)'. Below this are two sub-sections:
 - Facebook:** Fields for 'APP ID' and 'APP ACCESS TOKEN'.

A 'Next' button is located at the bottom right of the form.

Fig 3-3-2 Setting APP Information

When using this platform for APPs that already receive ads from a third-party

platform, you must enter the App ID and App Access Token provided to you by the third-party platform in the "Third-party Platform ID Configuration" field. Make sure this information is correct, as it cannot be modified after submission. After submitting the complete information, you can get one-stop display of related advertising data for third-party platforms on this platform. This service is currently only available for the Facebook developer platform. For the information entry page, see Fig 3-3-3:



☒ **Third-party platform ID configuration** (For ads from third-party platform, fill in this field)

Facebook

APP ID :

APP ACCESS TOKEN :

Fig 3-3-3 Setting Third-party Platform APP IDs

Step 2. Create a placement

After entering the APP information, you can select a suitable location in the APP to create an ad placement for receiving ads. At the same time, the platform allows you to divide ad data by placements. We suggest using easy-to-recognize names for placements to make it easier to manage them. For the creation page, see Fig 3-3-4:

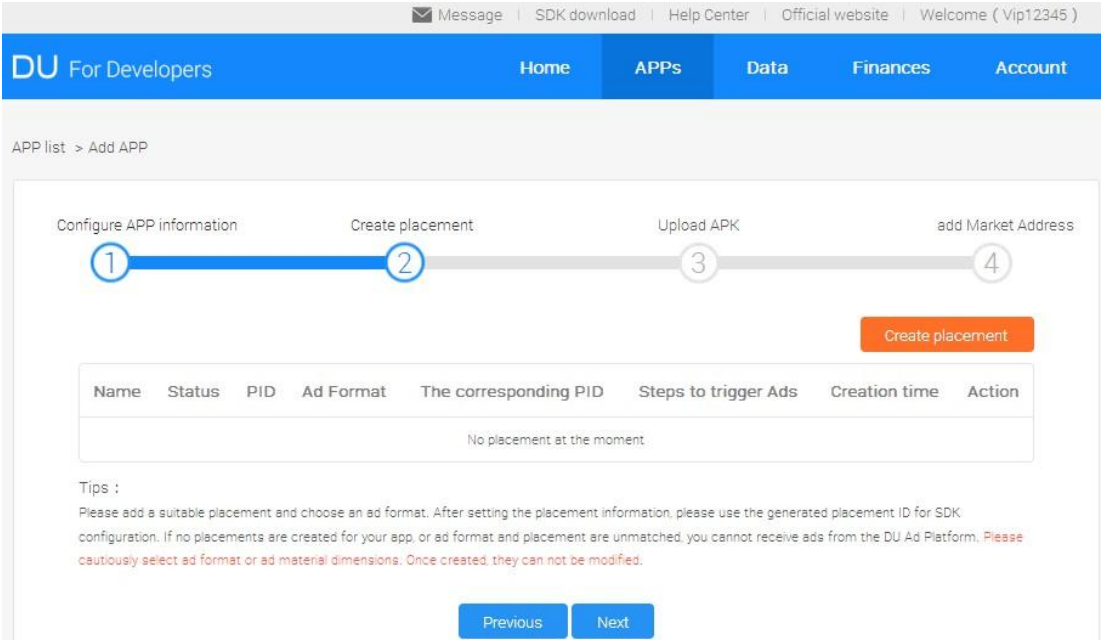


Fig 3-3-4 Create Placement

After clicking "Create Placement" button, the create placement window will appear, as shown in Fig 3-3-5:

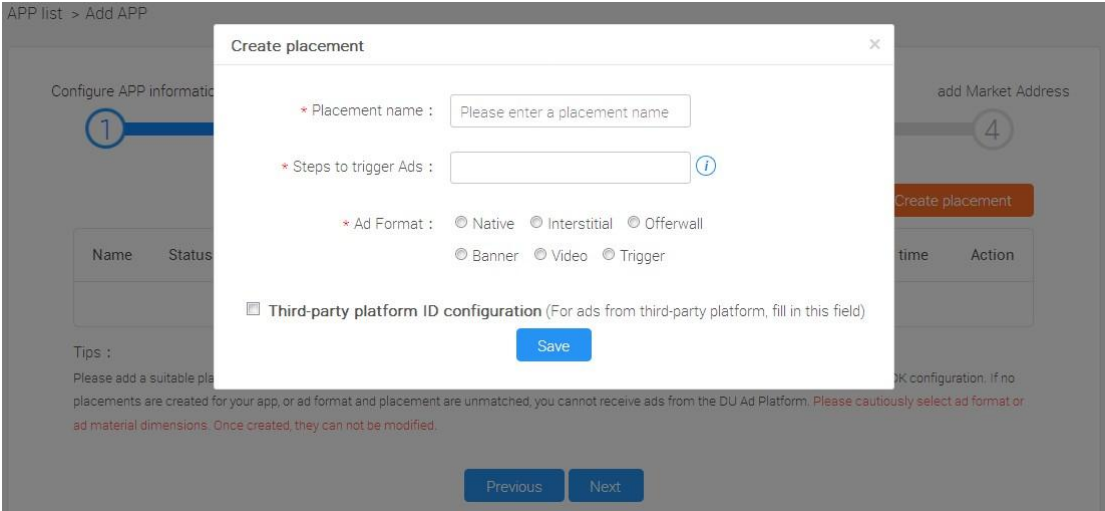


Fig 3-3-5 Placement Name Entry Window

Step 3. Upload APK with embedded SDK

Now, you have completed APP creation. Next, we suggest you download the SDK as soon as possible and embed the App ID and placement IDs automatically allocated by the platform in the SDK. Please upload the APK already embedded with the SDK. During review, the platform will check that the SDK is embedded in your APK. If it is not, the app will be rejected. For the APP upload page, see Fig 3-3-6:

The screenshot shows the 'DU For Developers' interface with a navigation bar containing 'Home', 'APPS', 'Data', 'Finances', and 'Account'. The main content area is titled 'APP list > Add APP'. A progress bar at the top indicates four steps: 1. Configure APP information, 2. Create placement, 3. Upload APK (currently active), and 4. add Market Address. Below the progress bar, the text 'APP created!' is displayed, followed by 'App created. Please upload APK as follows:'. The first section, '1. Download SDK', shows 'System type : android', 'APP name : test_1', and 'APP type : TOOLS' with a link 'SDK Download >'. The second section, '2. Embed the APP ID and placement ID in SDK', is highlighted with a red box and contains two input fields: 'App ID : eace03f054f2103ae58ed' with a 'Copy' button, and 'Placement ID : 15117' with a 'Copy' button. The third section, '3. Upload SDK-integrated APK', includes a warning icon and text: 'Please upload SDK-integrated APK. During audit, the platform will refuse the app if the APK does not contain integrated SDK.' Below this is an 'APK : Upload' button. At the bottom are 'Previous' and 'Next' buttons.

Fig 3-3-6 Upload APP

Step 4. Add market address

Please add app market address, and submit it for audit. If the app is approved, app status will become Not Activated. After the app requests add from platform and displays data, app status will become Publishing in which users can gain profits. For the add market address page, see Fig 3-3-7:

APP list > Add APP

Configure APP information Create placement Upload APK add Market Address

1 2 3 4

Please add app market address, and submit it for audit. If the app is approved, app status will become Not Activated. After the app requests add from platform and displays data, app status will become Publishing in which users can gain profits.

* Google Play Address :

[Submit for review](#)

Fig 3-3-7 Add market address

3.4 My APPs

On the "My APPs" page, you can perform the following operations on your APPs:

- ① Add APPs: Click the "a" icon to go to the APP creation interface
- ② Click the "c" icon to view, and the "b" icon to edit basic APP information or view APP-related data

You can also click the "e" icon (plus sign) to the left of the APP name to view all the placements for this APP and perform the following placement operations:

- ① Change the placement's running status: When your mouse hovers over

the APP status in the placement: you can pause it or click the "f" icon to enable this placement

② Query data by placement: Click the "d" icon in the Figure

For the page format, see Fig 3-4-1:

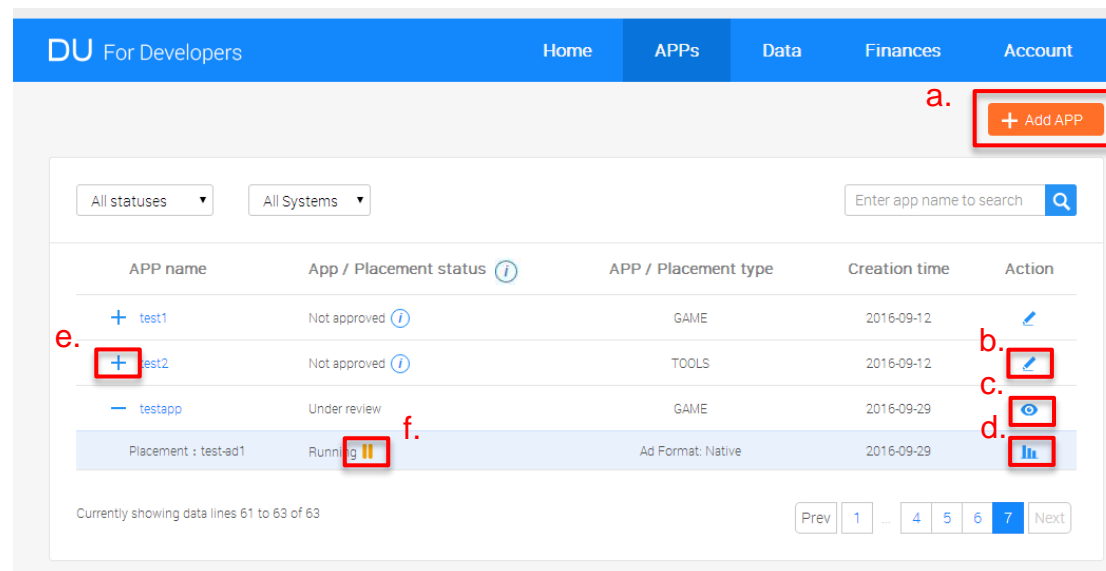


Fig 3-4-1 My APPs

Tips: There are 5 APP statuses, Publishing, Not Activated, Auditing, Not uploaded, and Failed:

- Publishing: App passed the audit. It can get Ads now.
- Not Activated: App has passed the audit. It can get test Ads after integrating SDK. The platform will display formal Ad when there is a impression. At the same time, the status will be changed to Publishing.
- Auditing: App has been submitted to the platform for audit. If app has integrated SDK, it can get test Ads.
- Not uploaded: App has not been submitted to the platform for audit.
- Failed: App did not pass the audit.

So that your APPs can easily pass approval, please read and follow the platform

review standards. To see the reasons that may cause an APP to be rejected, please see the [Appendix](#).

3.5 My Finances

On this page, you can complete your financial information and query financial records. We suggest you complete your bank account information as soon as possible so that the platform can pay you when your APPs earn money. Please enter the full bank name and address in English. Make sure the financial information is correct to ensure you will receive our payments. For the financial information setting page, see Fig 3-5-1:

DU For Developers Home APPs Data **Finances** Account

Financial information
Financial records

* Account type : ☒ Individual ☐ Company

* Individual name :

* Payment type :

* Recipient's name :

* Bank name :

* Bank Address :

* Bank account No. :

IBAN code :

* SWIFT code :

ABA code :

Save

Fig 3-5-1 Entering Basic Financial Information

In "Financial Records", you can apply for withdrawal or query your withdrawal history. The platform now has an automatic withdrawal function. After this function is enabled, when the platform settles accounts on the 5th of each month, if your withdrawal amount is greater than 100 USD, the entire amount will be automatically withdrawn on the 10th of the month, saving you the hassle of having to withdraw it manually. For revenue from third-party platforms, please settle directly with the third-party platform you've set. For the financial records page, see Fig 3-5-2:

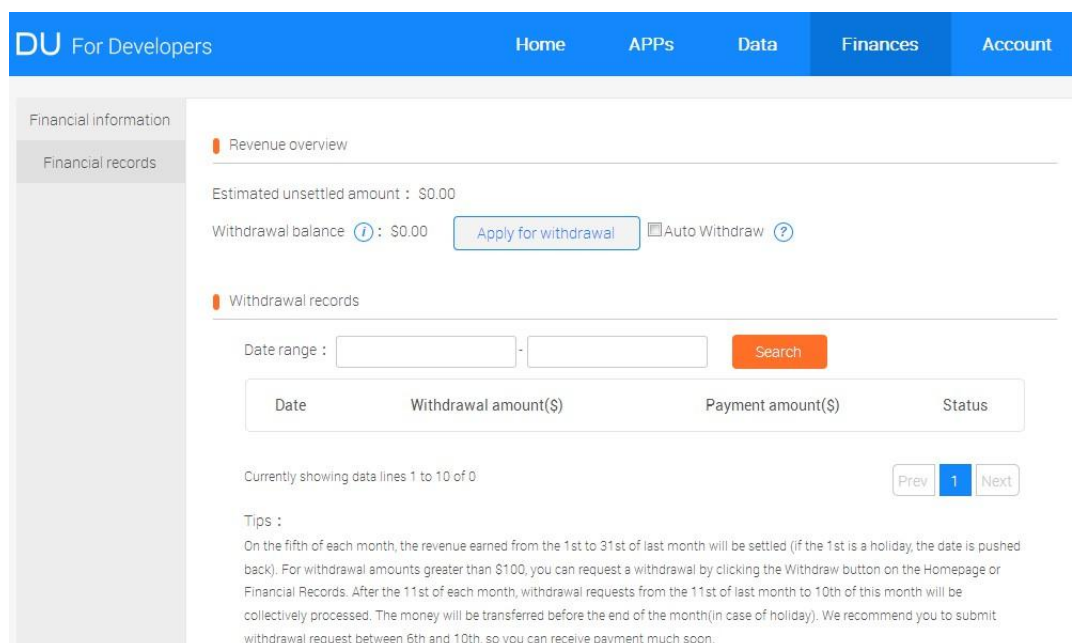


Fig 3-5-2 Financial Records

Tips: On the fifth of each month, the revenue earned from the 1st to 31st of last month will be settled (if the 1st is a holiday, the date is pushed back). For withdrawal amounts greater than \$100, you can request a withdrawal by clicking the Withdraw button on the Homepage or Financial Records. After the 11st of each month, withdrawal requests from the 11st of last month to 10th of this month will be collectively processed. The money will

be transferred before the end of the month(in case of holiday). We recommend you to submit withdrawal request between 6th and 10th, so you can receive payment much soon.

3.6 My Data

This page displays detailed multi-dimensional statistics for you to view and download. To check Ad information, you can filter by : App, Placement, Ad source, Country, Date. In Ad source, you can select All, Du Ad Platform, or Third-party platform to check their display.

*Note: Third-Party Ad statistics may vary from platform to platform due to different statistical models.

Line chart displays your recent Ad revenue, eCPM, requests, and displays.

Report displays data by date or country. Default data items are : Data, Revenue, Requests, Fill, Fill rate, Impressions, Click, CTR, eCPM.

When the ad source is platform ads, you can view serving data for different channels. Customize reports using Custom column, as shown in Fig 3-6-1 :

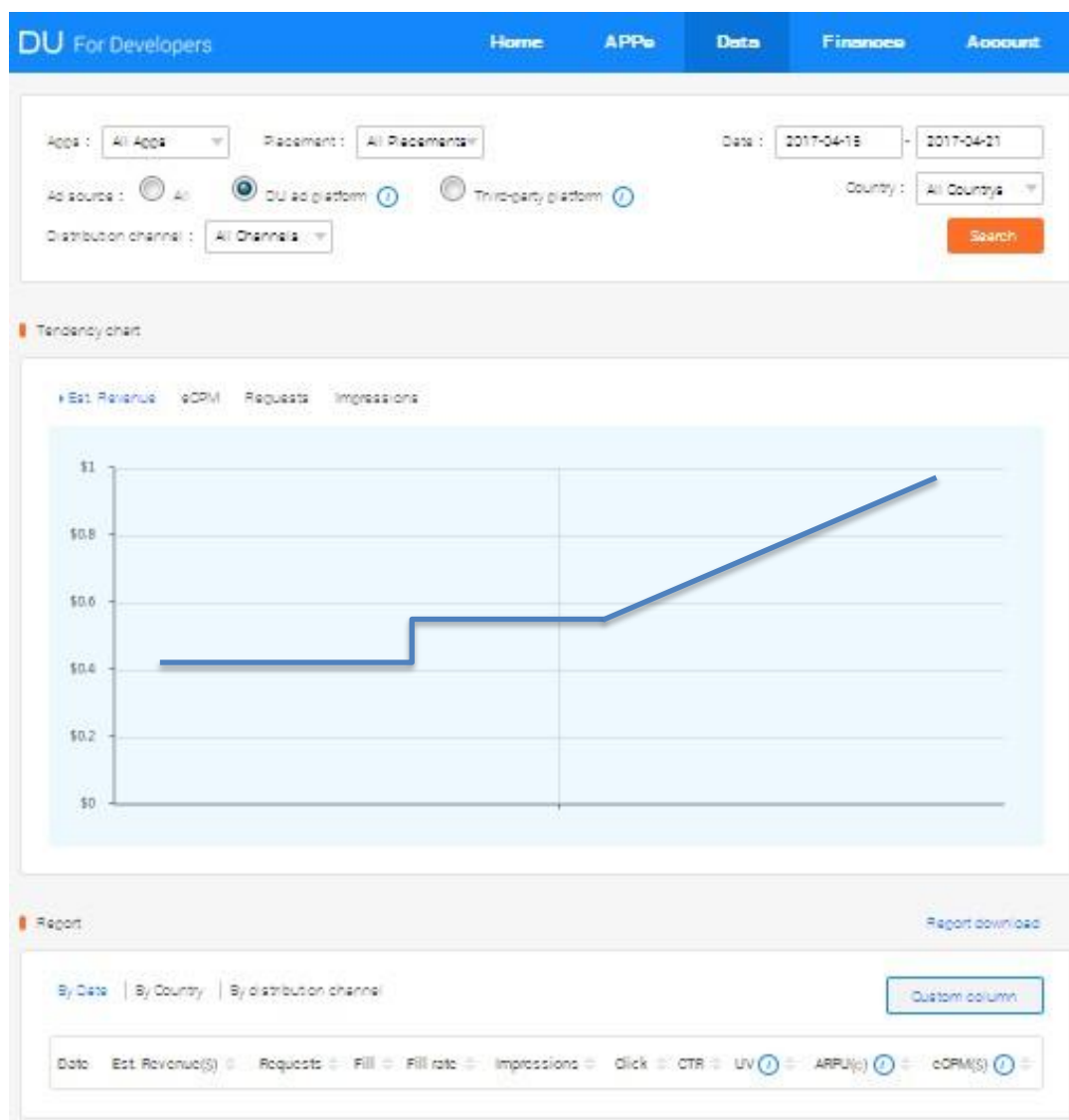


Fig 3-6-1 View Data

3.7 My Account

On the My Account page, you can change account information and check the Message Center. Basic account information is shown in Fig 3-7-1 :

The screenshot shows the 'DU For Developers' account management interface. At the top, there is a navigation bar with links: Message, SDK download, Help Center, Official website, and Welcome (duads-pmtest). Below this is a blue header with the 'DU For Developers' logo and navigation tabs: Home, APPs, Data, Finances, and Account. The 'Account' tab is selected. On the left, a sidebar menu lists 'Basic Information', 'Change password', and 'Message Center'. The 'Basic Information' section is active, displaying a form with the following fields: 'Account type' (radio buttons for Individual and Company, with Individual selected), 'Contact name', 'Contact Tel', 'Country' (a dropdown menu showing 'Please select'), 'Contact address', 'Contact details' (a dropdown menu showing 'Please selec' and an adjacent text input), 'Email', and 'Postal Code'. A blue 'Save' button is located at the bottom right of the form.

Fig 3-7-1 Basic Information

Change Password as shown in Fig 3-7-2 :

The screenshot shows the 'DU For Developers' account management interface, specifically the 'Change password' section. The top navigation bar and blue header are identical to the previous figure. In the sidebar, 'Change password' is selected. The main content area displays a form with three password fields: 'Original password', 'New password', and 'Re-enter password'. Each field is preceded by a red asterisk. At the bottom of the form, there are two buttons: a blue 'Save' button and a light blue 'Reset' button.

Fig 3-7-2 Change Password

Message Center provides current platform notices, as shown in Fig 3-7-3 :

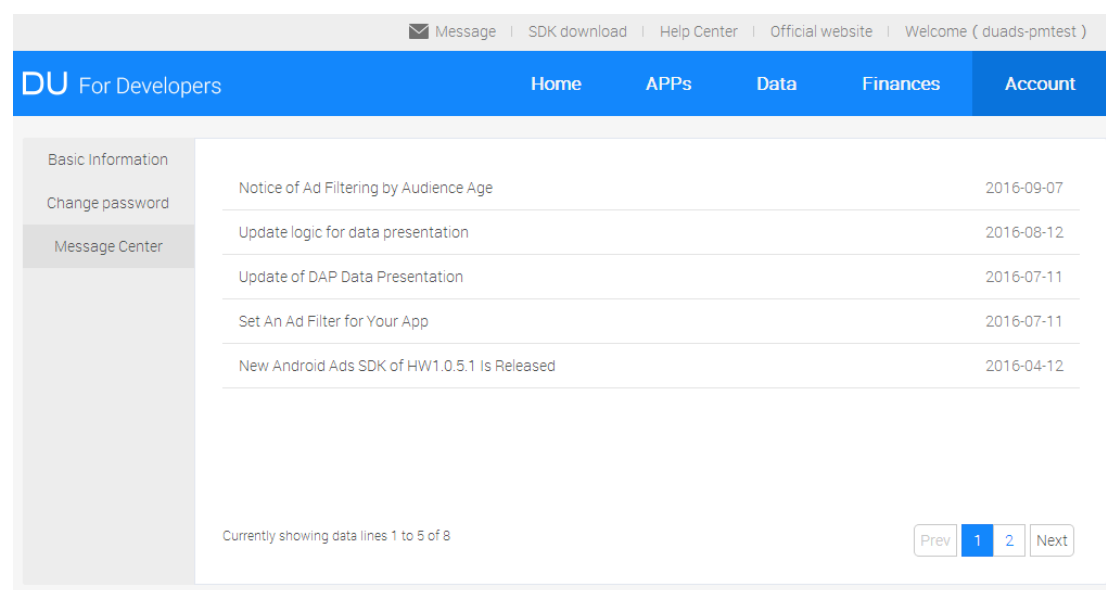


Fig 3-7-3 Message Center

4 Problems and Feedback

The above describes the functions and operation processes of the DU Ad Platform.

If you have any concerns about using this platform, please email us at

dussp@baidu.com.

5 Appendix - Platform Review Standards

This lists the reasons an APP may be rejected:

- 1) APPs that crash during use will be rejected
- 2) APPs with deceptive or false functions and those without clear descriptions will be rejected

- 3) APPs that were created in large numbers from a template will be rejected.

Also, developers that upload a large number of similar APPs to the platform may have their accounts temporarily suspended

- 4) APPs in which the ad slot cannot be seen in the visible interface will be rejected

- 5) APPs in which the App ID and placement ID are not seen will be rejected

- 6) APPs with non-matching App IDs and placement IDs will be rejected

- 7) APPs where the ad slot is blocked, resulting in an incomplete display or inducing ad clicks will be rejected

- 8) APPs where the code was not embedded or resources not imported according to the instructions in the SDK documentation will be rejected

- 9) APPs that violate basic constitutional principles, endanger national security, disclose state secrets, subvert the government, racially discriminate, or undermine national unity will be rejected

- 10) APPs that spread obscenity, pornography, gambling, violence, murder, terrorism, abet the commission of a crime, or contain other undesirable content will be rejected

- 11) APPs in which any materials used in the interface, including program icons, interface icons, and interface UI elements, are used without obtaining the necessary authorization will be rejected during review or after approval when challenged by the copyright holder

- 12) APPs that use special technical means to decompile, crack, reverse engineer others' programs and that have an embedded ad slot will be rejected during review or after approval when challenged by the copyright holder
- 13) APPs that use sample code from mobile app development tutorials available on the common market for embedded ad slots will be rejected
- 14) Applications with inauthentic users or traffic that seek to obtain benefits through improper means shall be rejected
- 15) An application's inability to pass the review may be due to situations including but not limited to the above. Applications involving copyright ownership may be rejected at the time of review. The platform will regularly review applications and, if a violation is discovered, issue a warning or take the application offline