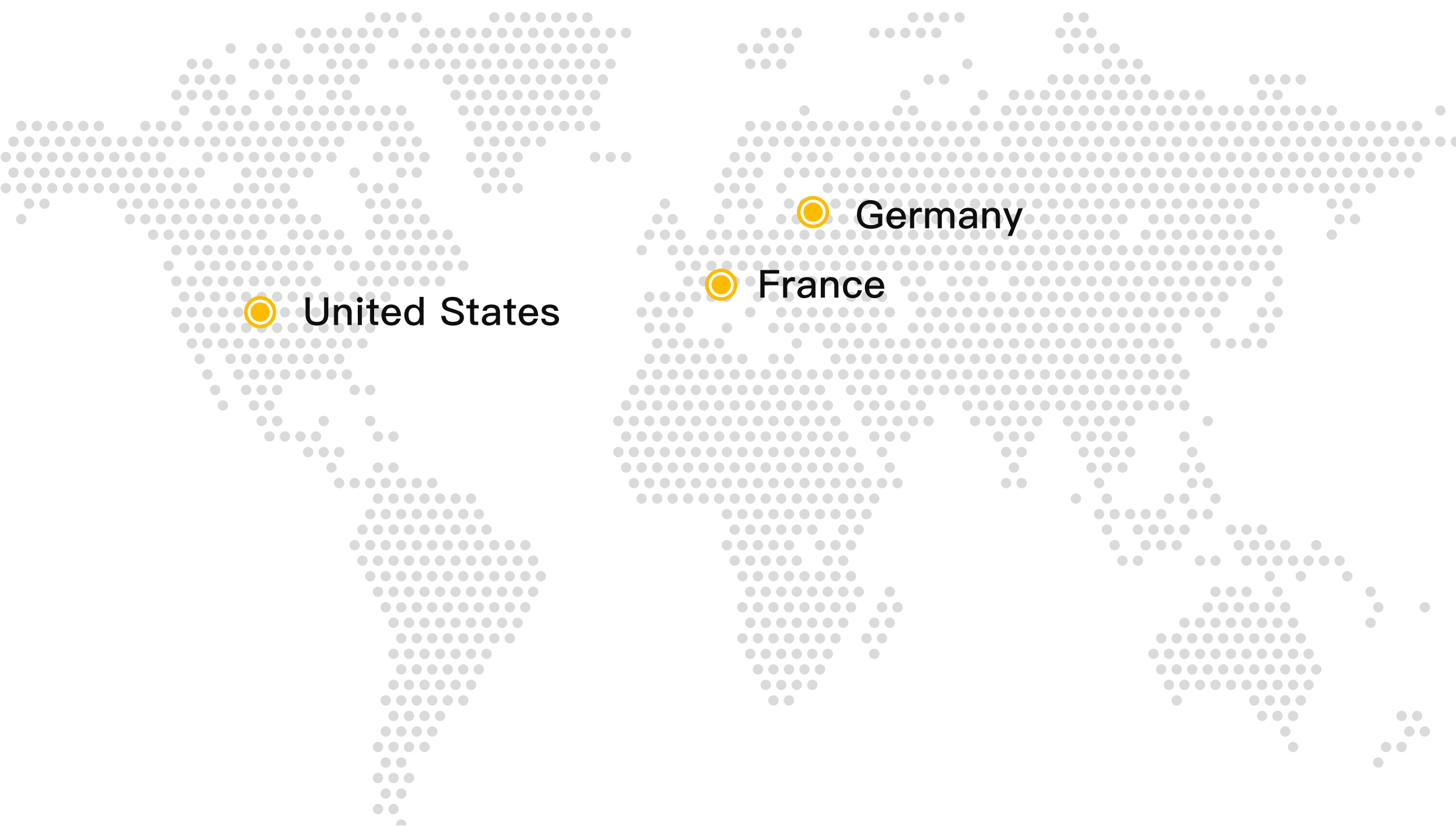


PRODUCT DESCRIPTION

Opera News is a news product that provides Local News, downloaded by more than 350 million users worldwide. With more than 15,000 news resources from all top publishers, it provides the most extensive US news and world news content. Its personalized system combines advanced machine learning analysis with editorial teams in 11 countries/regions to enable users to understand real-time news content more quickly.



ABROAD AREA



ABROAD CHALLENGE

- 1 Competitive products of the same kind have been developing in overseas markets for a long time, with high brand awareness, and continuing to rank first. It is necessary to find the distinguishing advantages from competing products to seize market share;
- 2 How to produce localized content based on local characteristics and promote it online.

MARKETING GOAL

- 01 Increase the number of users in the US market and quickly gain user growth;
- 02 Acquire high-quality users, increase user stickiness, and ensure retention rate;
- 03 Enhance the visibility and brand influence of OperaNews.

MARKETING STRATEGY

User positioning

As a non-vertical product, in the early stage, it used a variety of materials for undifferentiated investment. Try to test the brand orientation, story orientation, and conflict orientation materials at the same time, and portray user portraits in various dimensions.

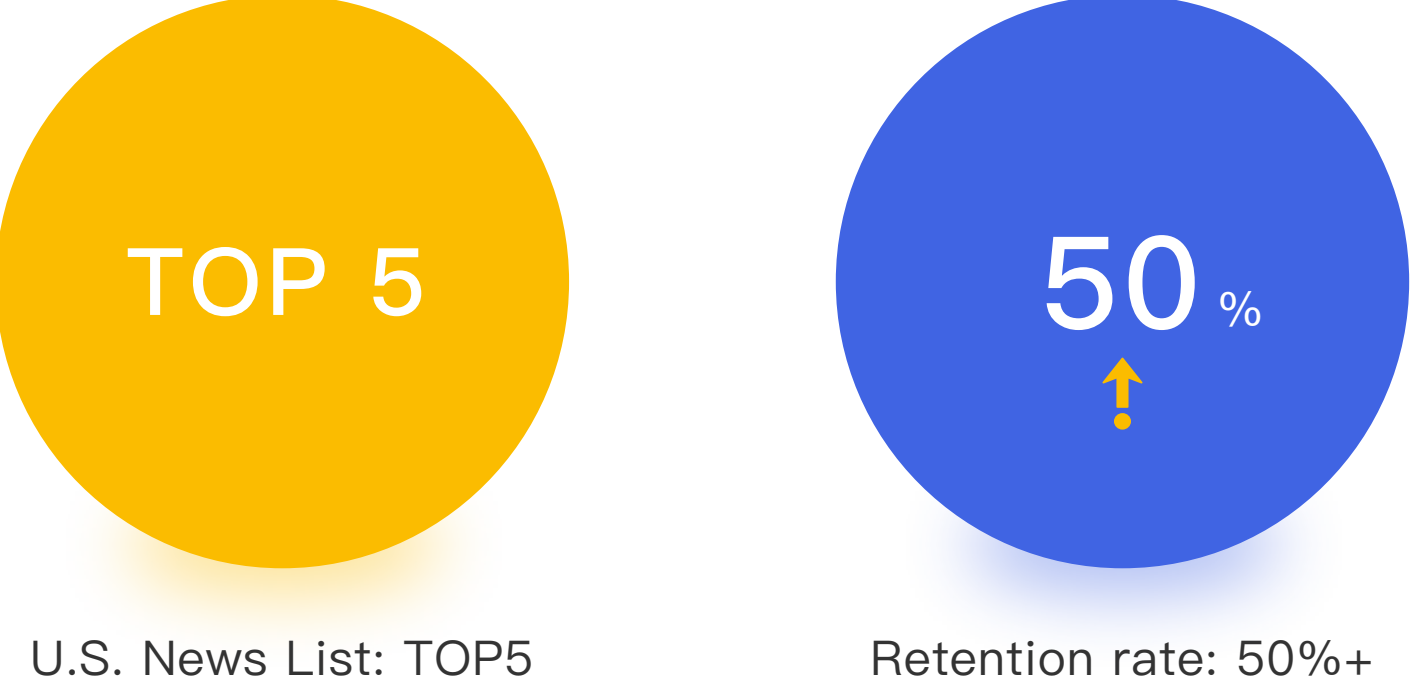
Dynamic creativity

Through the A/B test, the creative direction that best meets the user's taste is selected, and the retention rate is used as the final evaluation standard to gradually narrow the scope of audience interest. The CTR growth rate has reached 150% from the initial stage to the present, and the retention rate has increased by 10 points.

Content update

Keep up with current events, keep the material content updated, and continuously iterate news information materials to make the user experience more time-sensitive.

CORE ACHIEVEMENT



U.S. News List: TOP5

Retention rate: 50%+