

LOWYAT.NET

MALAYSIA'S LARGEST ONLINE COMMUNITY

13

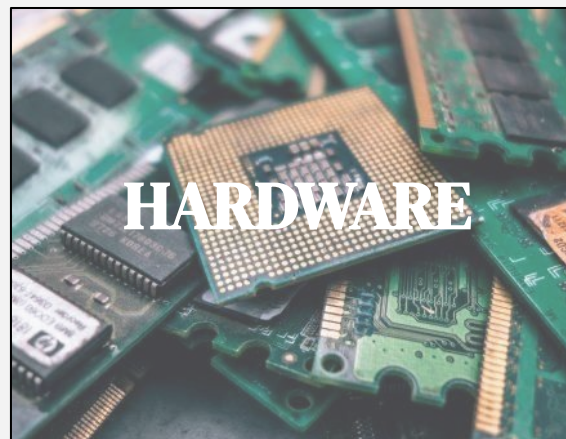
2,569

MALAYSIA

GLOBAL

ALEXA RANK





LOWYAT NETWORK AUDIENCE OVERVIEW



Users 7,885,746	New Users 6,047,879	No. Sessions per users: 2.74
Pageviews 95,094,579	Pages/ Sessions: 5.11	Avg. Sessions Duration: 06:00
Mobile User: 4,323,161	Desktop User: 1,841,503	Tablet User : 117,470
Age : 25-34 : 33.78%	Gender : Male :62.35% Female : 37.65%	Total Posting : 67,308,691

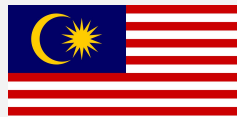
Who are we?

Lowyat.Net is Malaysia's leading online publication delivering breaking news, tech developments, gadgets and mobile phone reviews, internet technologies and much more.

Google analytics Jun - Aug '20



AUDIENCE SPLIT



Lowyat.net Main Site - Launched' 09

Users 1,586,686	New Users 476,796	No. Sessions per users:
Pageviews 7,016,657	Pages/ Sessions:1.54	Avg. Sessions Duration: 02:24

Lowyat.net Forum - Launched' 02

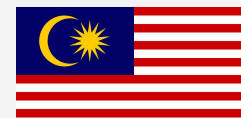
Users 6,299,060	New Users: 5,571,083	Sessions 17,241,394
No. Sessions per users: 2.71	Pageviews 88,077,922	Pages/ Sessions: 5.11
Avg. Sessions Duration: 00:06:00		

Website audience split

The website was created to facilitate consumer purchase decisions across; computers, travel finance, media and many more...



LOCATION OVERVIEW

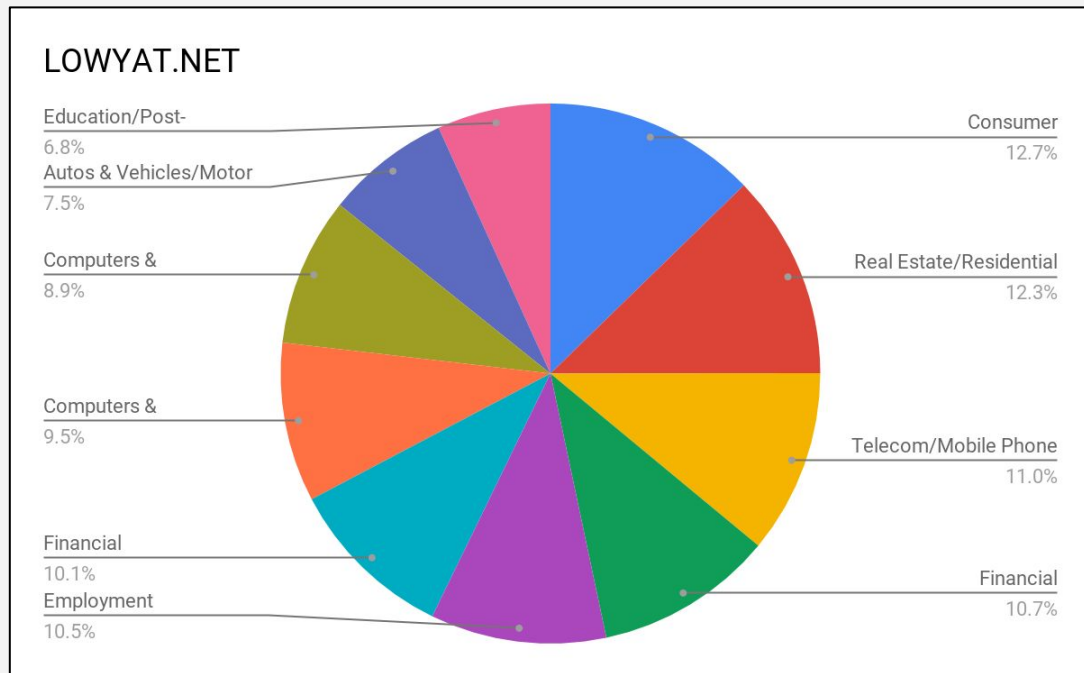


LOCATION	USERS	NEW USERS
Federal Territory of Kuala Lumpur	2,328,984	1,844,840
Selangor	1,874,498	1,436,839
Johor	231,570	174,856
Penang	213,854	166,528
Sarawak	155,684	128,121
Perak	126,032	95,063
Sabah	112,456	91,368
Negeri Sembilan	85,489	63,035
Kedah	67,984	50,696
Malacca	58,826	42,920



Consumer Electronics/Mobile Phones	574,381
Real Estate/Residential Properties	553,272
Telecom/Mobile Phone Service Providers	497,666
Financial Services/Investment Services	481,941
Employment	476,113
Financial Services/Banking Services	454,790
Computers & Peripherals/Computers/Laptops & Notebooks	430,595
Computers & Peripherals/Computer Accessories & Components	402,038
Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	336,934

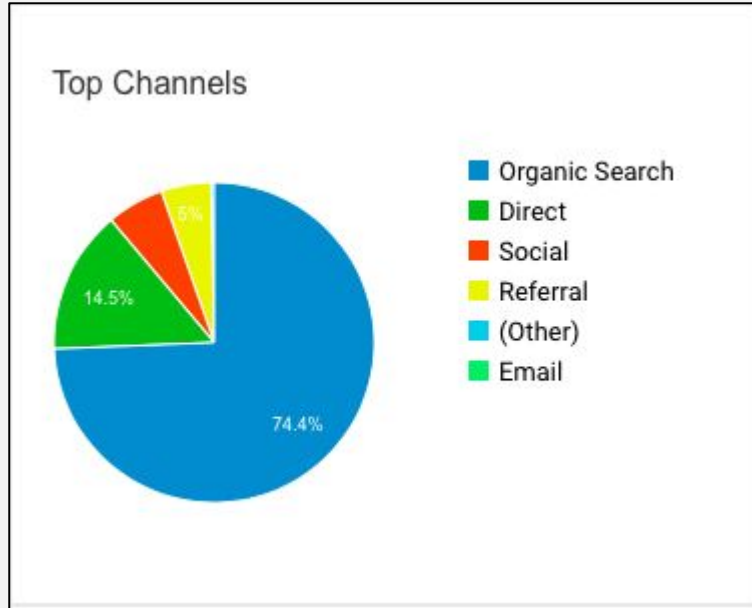
TOP INTEREST BY SEGMENT



Google analytics Jun - Aug '20



Lowyat users Acquisition Overview



Google analytics Jun - Aug'20

LYN Traffic Source	Users	New Users
	6,299,060	5,571,083
Organic	4,892,027	
Direct	952,934	
Social	380,467	
Referral	331,840	
Others	21,318	
Email	29	



SOCIAL MEDIA STATISTICS



236,011

Facebook Followers



19,600

Instagram Followers



44,000

Twitter Followers

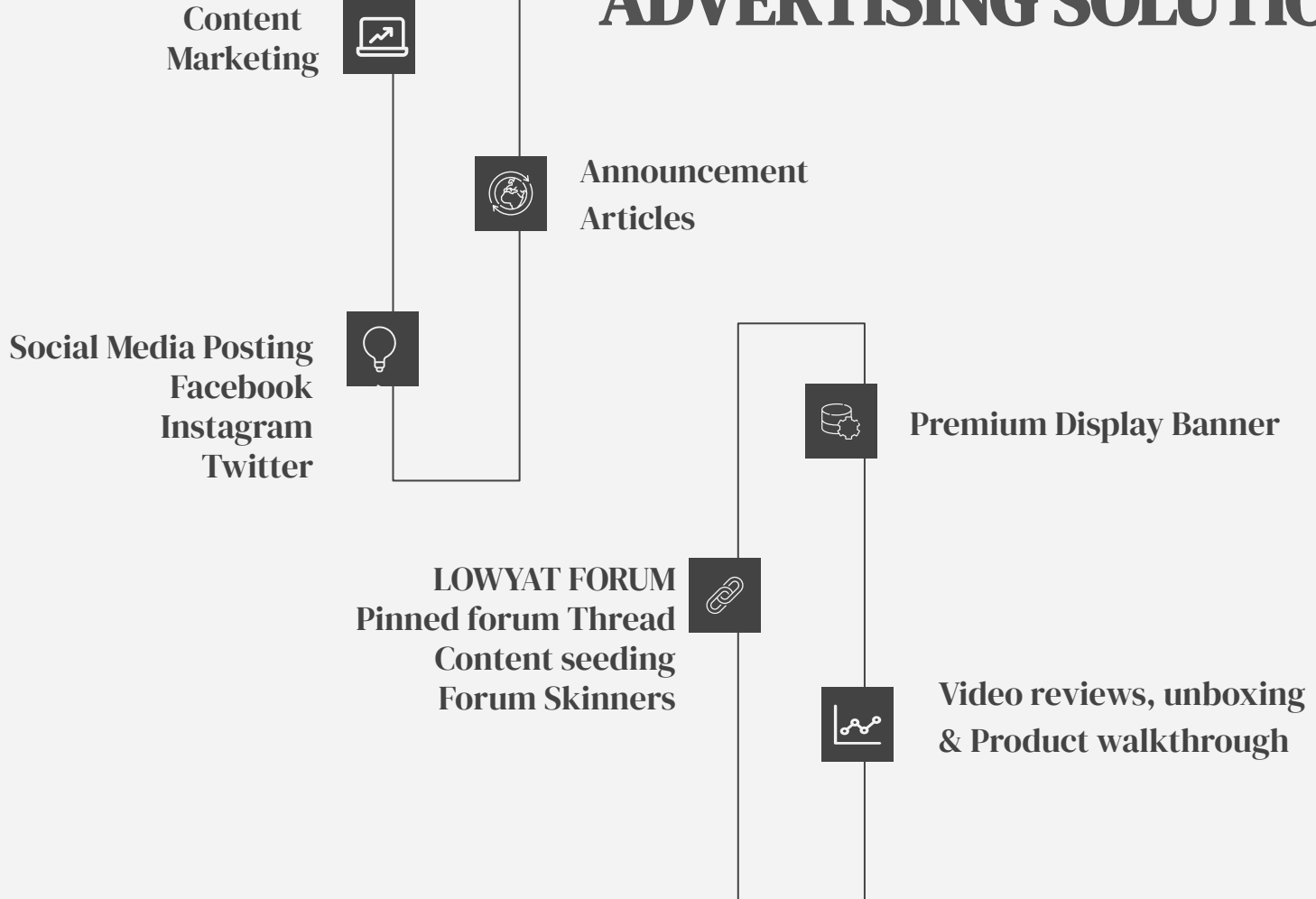


16,900

Youtube Subscribers



ADVERTISING SOLUTION



Content marketing is about creating valuable and relevant content to attract and engage a target audience, resulting in a profitable customer action.

ATTENTION	INTEREST	DESIRE	ACTION
Create content that grabs attention and engages your audience.	Highlight the problem and present the solution tactfully.	Communicate how your offerings solve a problem.	Instill a sense of urgency to act now, via web url, calls or email.

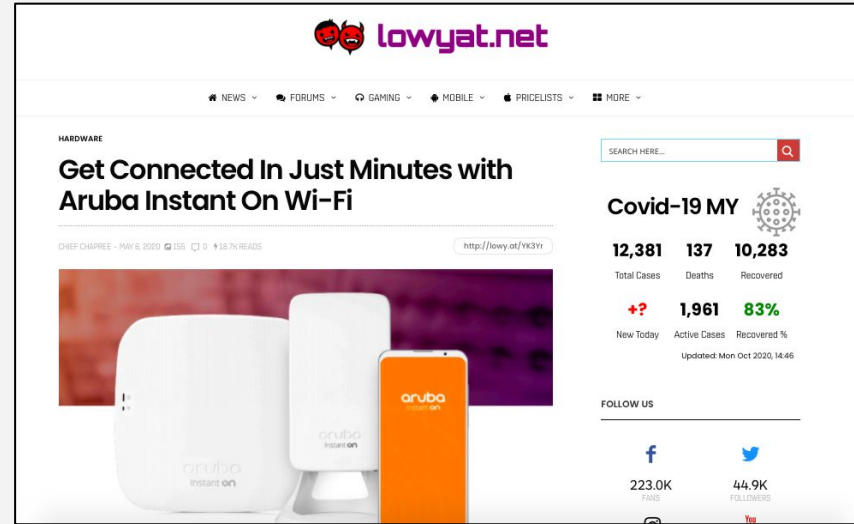


Aruba Content Marketing Case Study

Aruba's Instant On Wi-Fi Access Points provides SMEs and consumers the ability to receive blazing fast connections, quality video calls, security, and excellent Wi-Fi coverage. The Aruba Instant On Challenge showcases teams throughout the world by pitting the speed that it takes to set up an Aruba Instant On Wi-Fi Access Points against other daily activities.

The article highlighted their new affordable WI-FI, The Aruba Instant API1 which is cost RM 399 and that their products are built on a solid foundation and ready to serve all SME business needs quickly and reliably.

A minimum Guaranteed 15,000 reads.



Results	Delivered
Organic Article Read	18,700
Shares	155
Facebook Reach	185,461
Engagement	11,435



Synology Content Marketing Case Study

Synology seeks to assist SMEs to modernize their IT infrastructures. This involves SMEs that rely on traditional file servers, getting remote work environments to function properly and optimally for them could be a monumental challenge.

The Objective of this campaign is to highlight the Synology Drive where it's a solid remote work solution for all the SMEs. Synology Drive provided Streamline IT Infrastructure by storing all the sensitive data on Synology NAS locally. Companies can reduce the risk caused by data leakage because data ownership is in their own hand.

A minimum Guaranteed 15,000 reads.

The screenshot shows a webpage from lowyat.net. The main article title is "Things to Consider When Choosing Remote Work System For Your Organization". Below the title is a sub-header "CHIEF CHIEF - MAY 15, 2020" and a URL "http://lowyat.net/7046c". The main image shows a woman working on a laptop. To the right, there is a "Covid-19 MY" section with a search bar and a COVID-19 icon. The statistics are: Total Cases: 22,957, Deaths: 199, Recovered: 14,931. Below that, it shows New Today: +?, Active Cases: 7,827, and Recovered %: 65%. The update time is "Updated: Thu Oct 2020, 14:09". At the bottom right, there is a "FOLLOW US" section with social media icons for Facebook (234.0K FOLLOWS), Twitter (45.2K FOLLOWERS), Instagram (16.7K FOLLOWS), and YouTube (17.1K SUBSCRIBERS).

Results	Delivered
Organic Article Read	27,300
Shares	24
Facebook Reach	32,818
Engagement	2,587



Huawei Cloud Content Marketing Case Study

Huawei hosted their HUAWEI CLOUD Asia Pacific Internet Industry Summit on 10 June 2020. During the event, advancements in cloud computing, artificial intelligence (AI) and 5G were introduced. On top of that, Huawei Cloud Showcased it's ability to create new and exciting opportunities for businesses.

The objective of this campaign is to highlight the tools available on Huawei Cloud in assisting companies and entrepreneurs in expanding into growing and evolving market. Viewers also stood a chance to win exciting Huawei products during the live broadcast. Prizes included a Huawei P40 smartphone, Watch GT2, and the Huawei Smart Scale!

A minimum Guaranteed 15,000 reads.

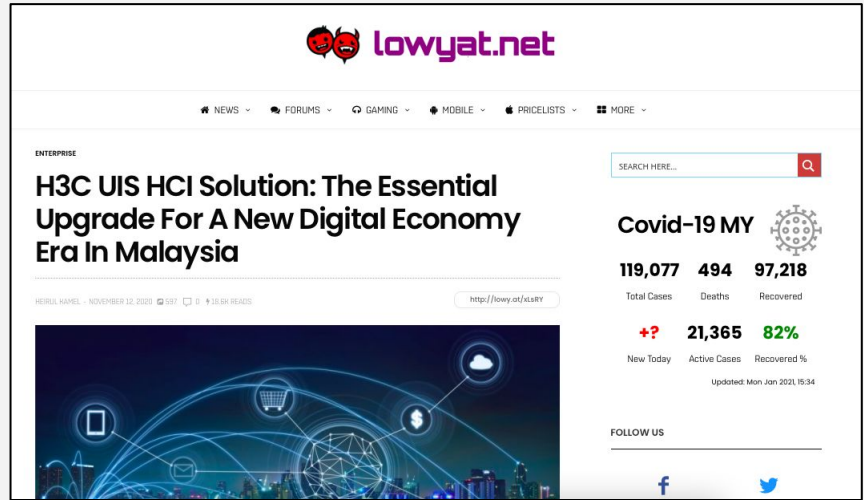
The screenshot shows a news article on the website lowyat.net. The main headline is "HUAWEI CLOUD Asia Pacific Internet Industry Summit Going Live On 10 June; Stand A Chance To Win A New Huawei P40 And More!". Below the headline is a sub-headline "Go Cloud, Go Global Asia Pacific Internet Industry Summit Online" and the date "JUNE 10, 2020". A live broadcast indicator shows "10 June | 14:30-17:30 (GMT+8) Live". On the right side, there is a sidebar for "Covid-19 MY" with statistics: Total Cases (23,804), Deaths (204), Recovered (15,417), New Today (+?), Active Cases (8,183), and Recovered % (65%). Below this are social media follow counts for Facebook (234.0K), Twitter (45.2K), Instagram (16.7K), and YouTube (17.1K).

Results	Delivered
Organic Article Read	14,900
Shares	62
Facebook Reach	44,058
Engagement	909

H3C Content Marketing Case Study

H3C, an industry leader in the provision of digital solutions, aims to help Malaysian companies to achieve this. The company is committed to offer its deep understanding and precise judgement on the business development trend and digital transformation needs of major industries. This is a major opportunity for companies to further establish their presence in current technologies such as AI (artificial intelligence), Big Data, Cloud, 5G, IoT (Internet of Things) and so on.

A minimum Guaranteed 15,000 reads.



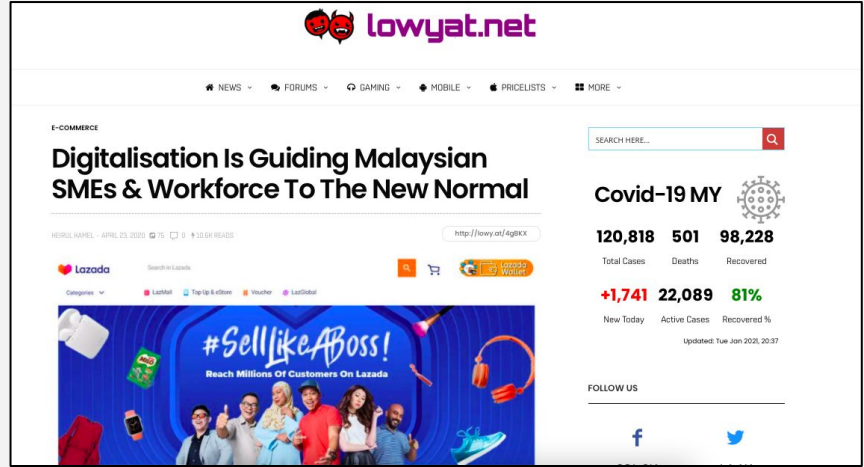
Results	Delivered
Organic Article Read	18,600
Shares	597
Facebook Reach	95,951
Engagement	4,094

Lazada Content Marketing Case Study

SMEs are required to seek alternative means to sustain their businesses throughout these trying times. Most would agree that eCommerce would be the most recommended approach, but for farmers or those who operate food stalls will still be wary of engaging this method due to lack of experience.

The objective of this campaign is to help businesses grow on its successful online platform this year. In their continuing drive to help smaller businesses and in light of the current situation, Lazada has introduced the Pakej Kedai Pintar stimulus package with the aim of helping 50,000 SMEs to kick start their entry to online trade.

A minimum Guaranteed 15,000 reads.



Results	Delivered
Organic Article Read	10,600
Shares	75
Facebook Reach	105,237
Engagement	2,067

Interactive Live streaming

Live streaming an event affords you the opportunity to reach and interact with more people. That is delivered continuously and is usually intended for immediate processing or playback.



LIVE STREAMING : HP ENVY AND GIVEAWAY

DATE : 6TH AUGUST 2020

TIME : 9.00 PM - 10.00 PM

Views :	4,957
Reach :	15,138
Reactions :	2,534
Comments :	857
Shares :	256
Likes:	251
Post Engagement :	3,952



Subforum takeover

Subforums are where conversations happen, it is broken down by various subforums such as finance, telco, property and etc.

Solutions include:

100% Takeover for a month
Header
Skinners
Leaderboard

Other custom solutions:

- Pinned threads polls to be used to get the opinion
- Forum Seeding to be used to generate conversation

The screenshot shows the lowyat.net forum interface. The main banner promotes 'SUPER SPEEDS @HOME' with '500Mbps High-speed Internet' for RM179/month and '300Mbps' for RM119/month. The subforum 'Networks and Broadband' is highlighted, and a table lists the top threads.

Topic Title	Replies	Topic Starter	Views	Last Action
WiFi Router Discussion Thread 6 Updated for WiFi 6	2,933	blacktubi	229,720	Yesterday, 11:22 PM Last post by: RallyNight
Maximum WiFi Speeds 6 ... or why my wifi so slow?	293	soonwai	68,306	Yesterday, 12:33 PM Last post by: ck77



High Impact Billboard Banner: mobile & desktop.

Banner Ads work because people react better to visual content or a message that is accompanied by a visual example.

100% SOV

Estimated 350,000 impressions per week

The H3C Billboard campaign which ran for 1 week on Lowyat.Net hit 713 Clicks and a CTR of 0.18%

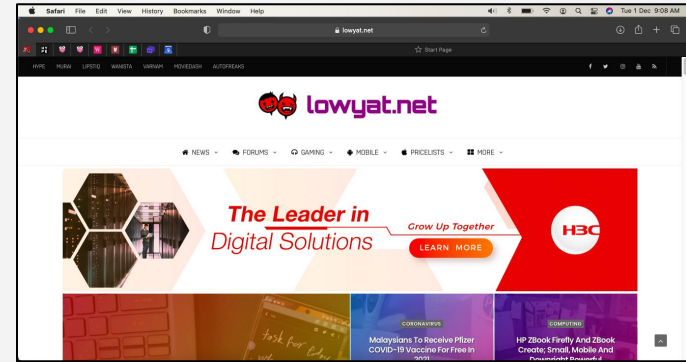
OTHER CASE STUDIES:

Asus Billboard campaign which ran for 1 week on Lowyat.Net hit 1,120 clicks and a CTR of 0.26%

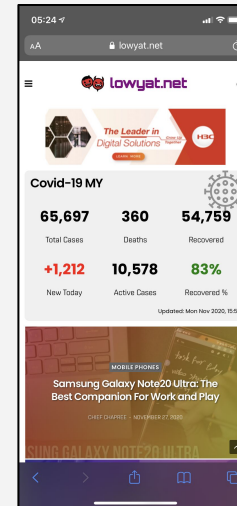
The realme 5 & X2 Billboard campaign which ran for 6 weeks on Lowyat.Net hit 4,797 Clicks and a CTR of 0.19%

The Tune Talk "Cun Prepaid " Billboard campaign which ran for 2 weeks on Lowyat.Net hit 1,580 Clicks and a CTR of 0.16%

Billboard ad Desktop



Billboard ad Mobile



High Impact Splash Ads mobile & desktop.

A splash ad often comes in the format of a HTML or GIF it appears on screen for three to five seconds when the site is loaded.

The Synology campaign Splash Ad campaign which ran for two days on Lowyat.net hit 6,938 Clicks with a CTR of 11.56%

OTHER CASE STUDIES:

- ❑ *The realme Buds Air Splash Ad campaign which ran for 9 days on Lowyat hit 102,731 Clicks and a CTR of 13.85%*
- ❑ *The IDP Open Day Splash Ad campaign which ran for 3 days on Lowyat.Net hit 35,091 Clicks and a CTR of 15.87%*
- ❑ *The Boost e-Tunai Rakyat Splash Ad campaign which ran for 5 days on Lowyat.Net hit 46,008 Clicks and a CTR of 13.43%*

100% SOV

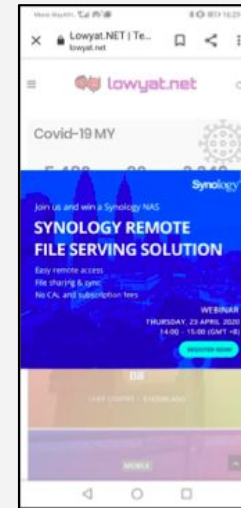
Average of 50,000 impressions per day

Frequency Capped to 3 impressions per users a day

Splash a Desktop

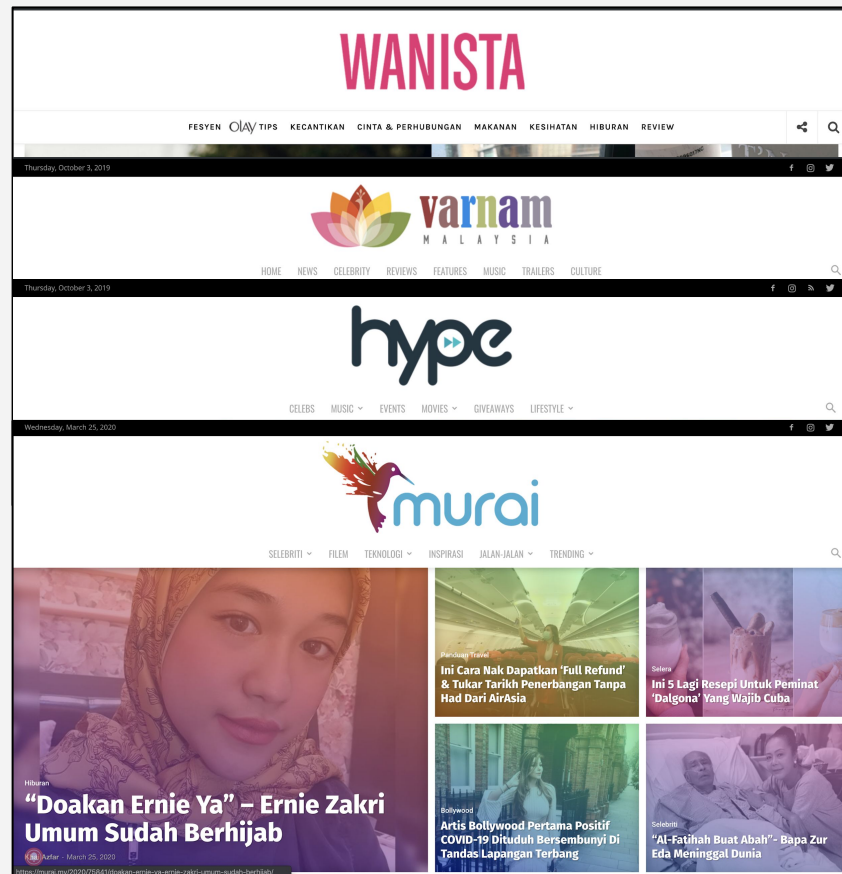


Splash ad Mobile



Our other websites

Site	Unique users (Users & New users)	Pageviews
Hype.my	757,858	1,055,575
Murai.my	730,7541	1,363,858
Wanista.com	425,530	657,138
Varnam.my	444,607	513,670



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