



**DOMATTERS**

China Digital Marketing Agency

**我们向世界讲述您的故事**  
**WE TELL YOUR STORY TO THE WORLD**

# About Domatters (PR Newswire)



**170+**

National / regional media coverage



**3.5 million+**

Daily global public opinion data



**200,000+**

Global registered journalists



**1.5 million+**

KOL crowd



**75,000**

Global customers



**50%**

Fortune 500 enterprises



**630 million +  
USD**

Global turnover



**Top 100**

Agency Preferred Supplier



Our ideas is do matters

## Brand members



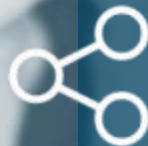
# Our advantages



The world's largest  
media publishing  
network



Update the media  
information 3  
million times a  
year



Cloud-based monitoring  
platform and technology



Local fully functional  
support team



# Our resources



news agency



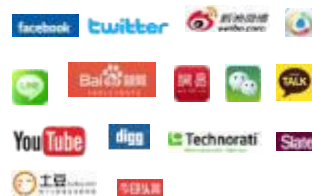
Traditional media



Network media



Mobile/social media



Opinion leader KOL



# Our customers

Multinational enterprise    Domestic well-known enterprises    Agency    Listed company    Government agencies / non-profit organizations

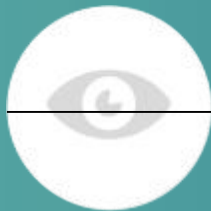
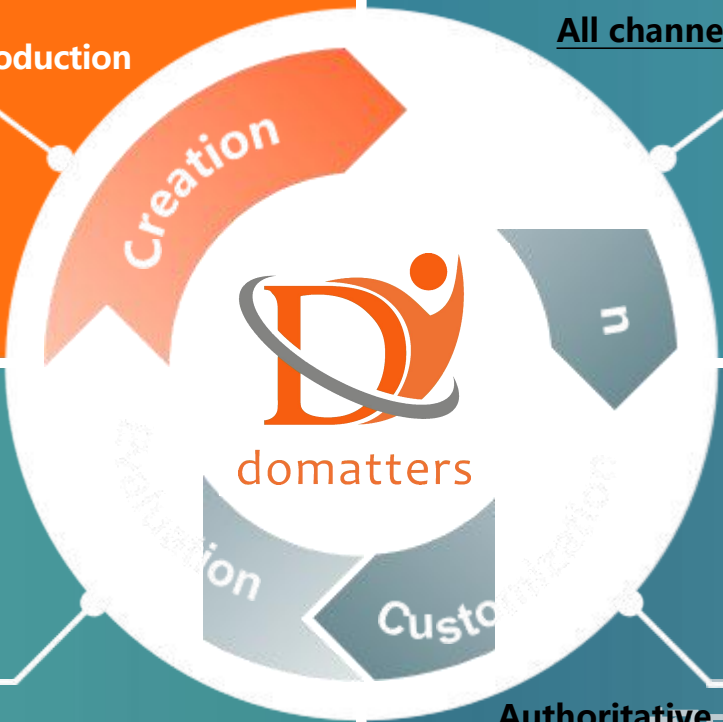




Content planning and production



All channel content transmission  
全渠道内容传播



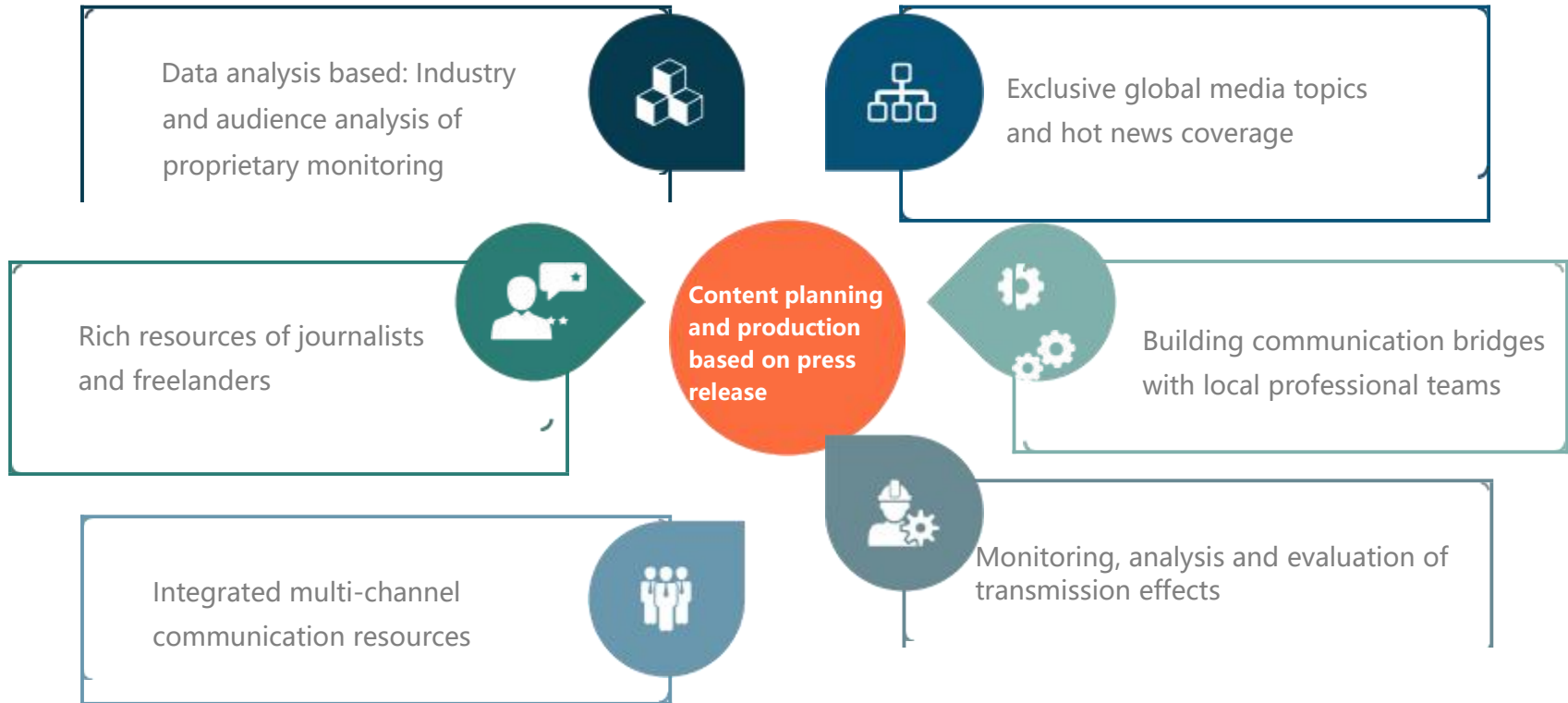
Data monitoring  
and evaluation  
数据监测与评估



Authoritative media crowd database  
权威媒体人群数据库



# Advantages of content planning

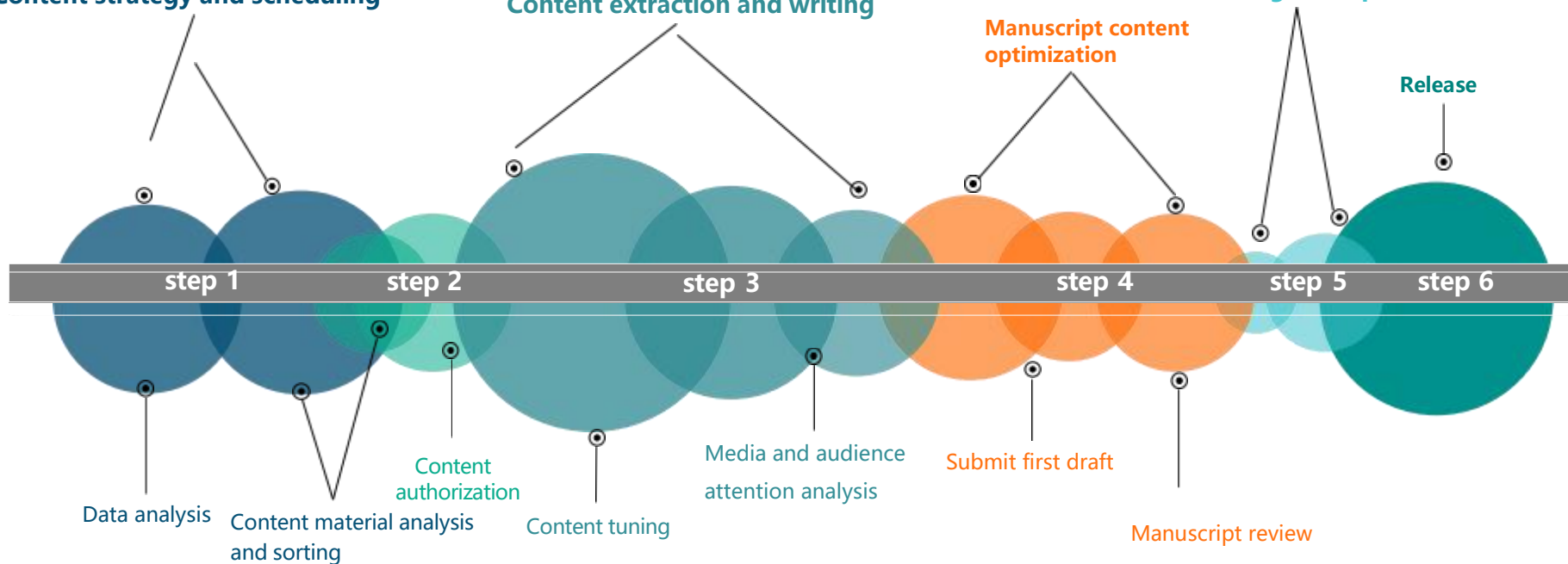


# Content planning process

## Content strategy and scheduling

## Content extraction and writing

## Channel matching and optimization

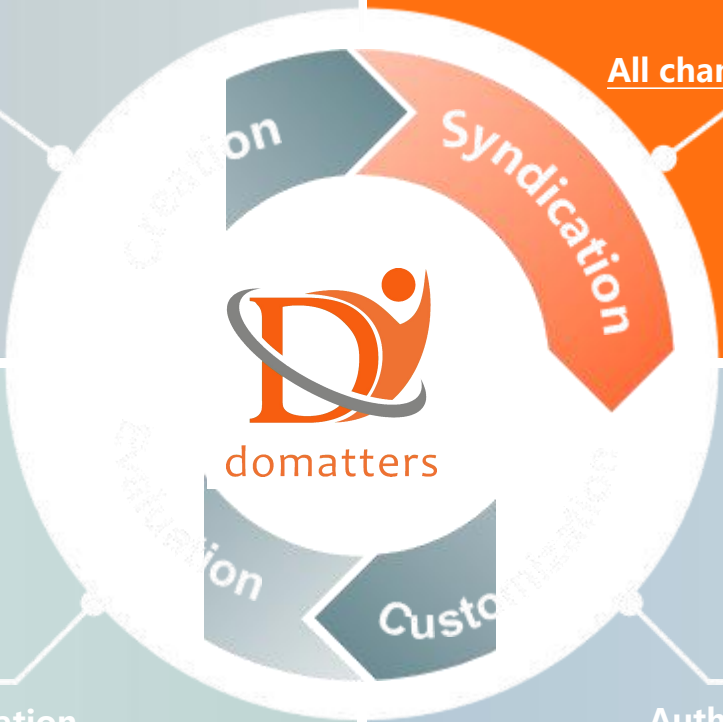




Content planning and production



All channel content transmission



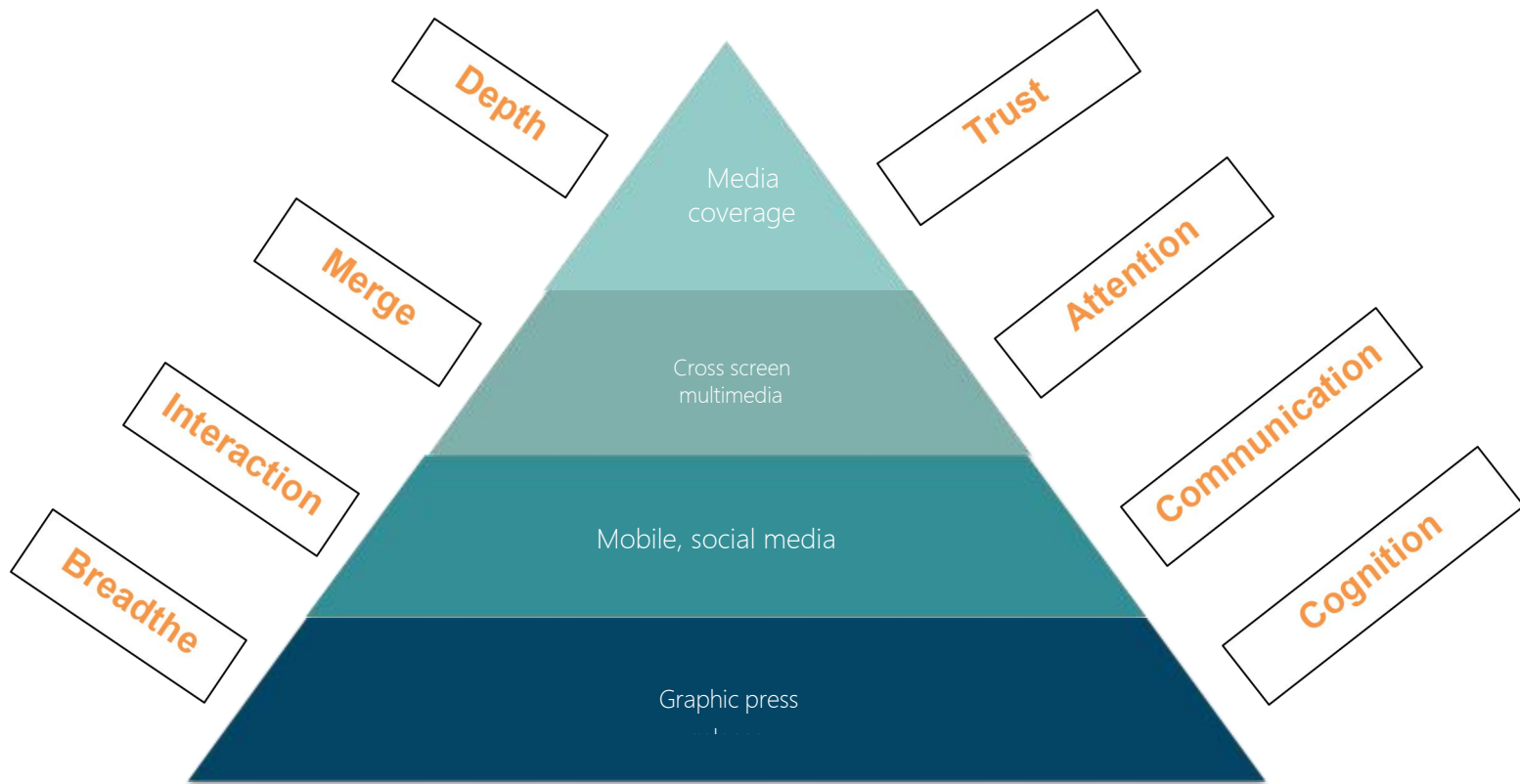
Data monitoring and evaluation



Authoritative media crowd database



# Integrated and progressive propagation matrix



# News sources trusted by global media organizations and the public

## Domatters.com



2016 global news organization network ranking  
**The third**



The world's most important Top 500 websites  
**Ranked 246**



Google news source search results  
**Top recommendation**

## domatters.co



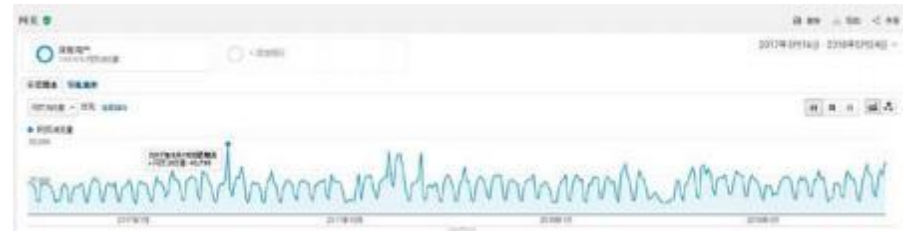
6 million  
**Independent visitors**



Baidu, Sogou, 360 news source



**160 million** media push times per year  
**50 million +** Reading



Source: Google Analytics domatters Asia website access data



# Press release dissemination >> our advantages



# Global Distribution Channels

## U.S.A

# 130,000+

Global registered reporter

Part cooperative media:



# 7,600+

 Cooperative media

Database and online service provider

## Yahoo! News

## Google News

News collection  
Synchronously publish to iPhone and  
Android terminals  
And mobile websites

### Release feedback report

- ◆ provide network media reprint and online viewing report (visibility report) after two hours
- ◆ annual customers can log in to the online member center to view the comprehensive feedback report

# Global Distribution Channels

## Latin America

Publish network coverage

**11,000** media partners

**30,000** registered journalists

Part cooperative media:



TheStreet.com

YAHOO!  
NOTÍCIAS

AB  
AGÊNCIA  
ESTADO

UOL

UOL

YAHOO!  
FINANCE

ClarínX

DYN  
AGÊNCIA DE NOTÍCIAS & MÍDIAS

EXAME.com



## Europe

Publish network coverage

**54,000** journalists and editors

**1,500** comprehensive media and industry websites

Part cooperative media:



ADVFH

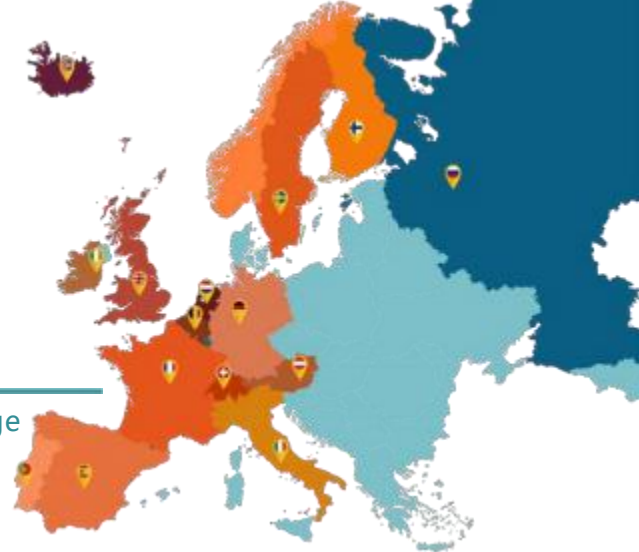
The Telegraph

BBC  
NEWS

theguardian

na•news aktuell

europa press



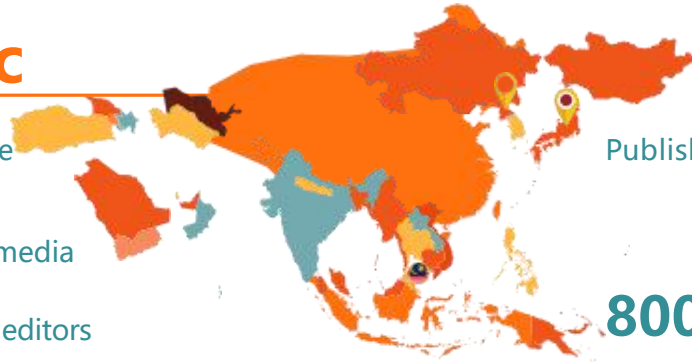
# Global distribution channels

## Asia-Pacific

Publish network coverage

**17,300+** media

**66,000+** journalists and editors



Part cooperative media:



## Africa

Publish network coverage

**1,700+** media

**800+** journalists and editors



Part cooperative media:



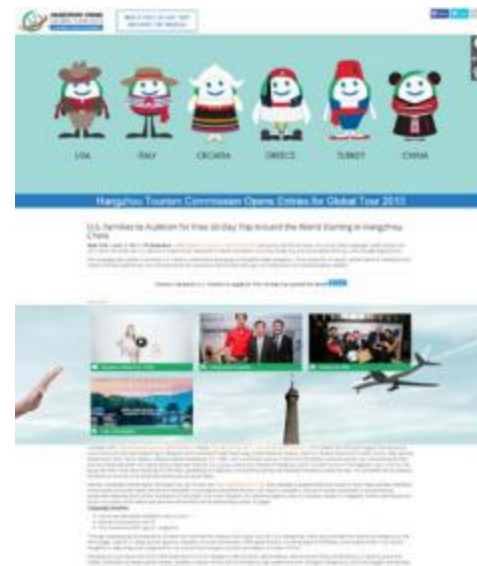
# Multimedia content dissemination

The second "Lv Zhihe Award - world civilization Award"

Award ceremony



Vivo



Hangzhou Tourism Development Committee



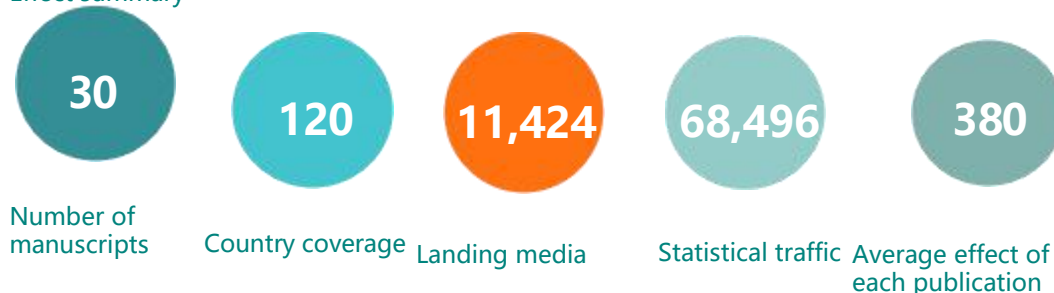
# Global content dissemination case

## >>XCMG group

### Service list

Content planning and production		√
Full channel content dissemination	Graphic press release	√
	Multimedia press release	√
	Social media interaction, KOL endorsement	
	Cross screen multimedia delivery	
	In-depth reporting	
Authoritative media crowd database		
Data monitoring and evaluation	Global public opinion monitoring platform	√
	Domestic public opinion monitoring platform	√
	Customized analysis	

### Effect summary



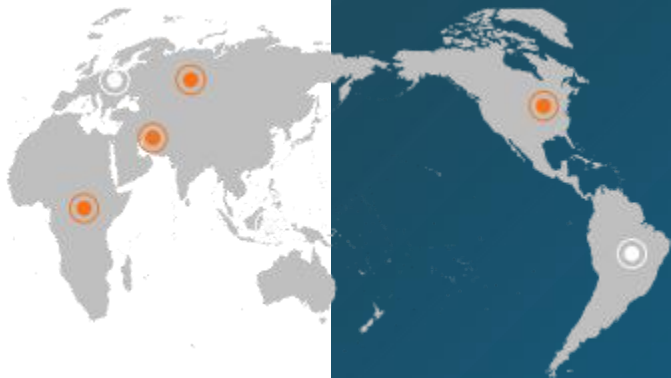
The pictures in the four graphic press releases bring more manuscripts to view



**12,898+views**



## Publishing area



## Subject dimension

### Product information

Focus on displaying product highlights and technical advantages to create XCMG manufacturing quality signboard.

### Industry hotspots

Actively follow the industry focus topics and development trends, and maintain a close image of the industry leader.

### Corporate responsibility

Increase the humanistic temperature of XCMG brand construction and establish brand popularity and reputation.



### Enterprise dynamics

Immediately disclose the global development of enterprises.

### Strategic deployment

The enterprise releases the overall layout and planning, and establishes the basic brand development background cognition for overseas media and audiences.

### Highlight events

Russia's Arctic Circle project is the most important project in the world



# Effect feedback >> reprinted by authoritative media



当代吊车  
拥有近 50 年历史的全球顶级吊  
车行业杂志



KHL  
世界领先的工程机械信息提供商



环球高速公路



趣工程



# Effect feedback >> professional audience reading

Media Audiences		
Media Outlets	Regions	Views
Popular Science	US	153+
Wheels Magazine	Canada	156+
Media 5	France	79+
Professional Motor Factor Magazine	UK	70+
Turbomachinery International	US	67+
Quartz	UK	31+
Financial Times	UK+US	23+
Mashportal.Ru	Russia	11+
Press Association	UK	7+
Al Jazirah	Saudi Arabia	4+



Institutional audience	
Caterpillar 卡特彼勒	U.S. Department of State 美国国务院
Hyundai Auto 现代汽车	New York University 纽约大学
Volvo Group 沃尔沃	United Nations Logistics Base 联合国物流基地
Liebherr GmbH 利勃海尔	U.S. Army Network Enterprise 美国军队网络企业
John Deere 约翰迪尔	Ministry of External Affairs, India 印度外事部
GARRETT EXCAVATION 加勒特	The World Bank Group 世界银行集团



# Advantages of domestic communication channels



**36** industries covered

**11,300** media

**25,000** reporters editing database

**1,000** authorized content partners

**60+** social mobile media platform

**860+** newspapers

**1,720+** magazine publications

**15+** mainstream video platforms

**210+** radio and television media

**120+** foreign media in China

Partially covered media and platforms



# Advantages of domestic communication services

## Senior team focuses on Enterprise News Communication Solutions

- ◆ 20 + professional media development and consulting team, major cities in Beijing, Shanghai, Guangzhou and Shenzhen
- ◆ Average 7 years + front-line media reporter or public relations experience
- ◆ Team members have served in top media institutions and agencies such as Xinhua news agency, Sina, first finance and Ogilvy & Mather



As a news source, he was invited to settle in dozens of mainstream media platforms such as Tencent, Netease, Sina, Sohu, Phoenix, Baidu, zaker and UC.

500 + Commercial Finance front-line media writer resources

100 editor in chief media expert group

Infiltrate mainstream media content production system

Real time communication of media hot spots and topic selection trends

Media tea party and offline interaction



# Domestic communication cases >> Unilever

## Service list

<b>Content planning and production</b>		√
<b>Full channel content dissemination</b>	Graphic press release	√
	Multimedia press release	√
	Social media interaction, KOL endorsement	√
	Cross screen multimedia delivery	√
	In-depth reporting	√
<b>Authoritative media crowd database</b>		
<b>Data monitoring and evaluation</b>	Global public opinion monitoring platform	
	Domestic public opinion monitoring platform	
	Customized analysis report	

In September 2017, Unilever's "small action, big difference" public welfare project won the "2017 sustainable action influence Award" of Shanghai.



**133** 家  
媒体采用



**3,285,000**  
微博用户阅读数



**22,000**  
微博用户参与数



**453,000**  
微信覆盖用户数



**1,670,000**  
微博及秒拍视频  
播放次数



**36,805**  
微信文章总计  
阅读



**41,346**  
腾讯、优酷、爱奇艺等  
主流视频平台累计播放次数

# Effect feedback





# Cross screen focus delivery

## Times Square, New York, USA

1.5 million person times / daily average audience attention



## Other video delivery

- ◆ CNN Airport video launch
- ◆ DirecTV video delivery
- ◆ Cabin video delivery of major airlines in the United States
- ◆ Video strategy delivery



# Cross screen focus delivery

## Japan

Tokyo Shibuya Station: 240,000 person times / daily average



Tokyo Ginza Line Xinqiao station exit: 180,000 person times / daily average



## Korea

Mingdong: 540,000 person times / daily average



## 巴黎

Billboards in zone 15: 180,000 person times / daily average



# Deep dissemination support



Domestic and foreign exhibitions, press conferences and media invitations



In depth reporting, media screening and communication



Overseas KOL screening and communication



Overseas media launch strategy and implementation



Technology media product evaluation



# Comprehensive effect display

Data source: Domatters cloud communication monitoring platform

## Service list

Content planning and production		√
Full channel content dissemination	Graphic press release	√
	Multimedia press release	√
	Social media interaction, KOL endorsement	√
	Cross screen multimedia delivery	√
	In-depth reporting	√
Authoritative media crowd database		
Data monitoring and evaluation	Global public opinion monitoring platform	
	Domestic public opinion monitoring platform	
	Customized analysis report	

Domatters data platform monitoring keyword "GAC motor" during 2018 North American auto show

The number mentioned in the article is 5000+

Potential population coverage: 3 billion person times+

TOTAL PUBLICITY VALUE  
**\$3.29M**

DESIGN



# Integrated communication case

## >> GAC motor

---

## Press release

Rich exhibition information in the form of matrix, with a total of **4,510** reprints in the global media and more than **Billions** potential readers.

---

## Global coverage of news



### Morningstar

One of the most important investment research institutions in the United States and the authority of international fund rating



### Bussinessinsider

Financial media, a famous investment research platform in the United States



### Yahoo !

The world's most famous comprehensive news portal



### ITAR-Tass

Russia's official state news agency, Dow Jones' world-renowned one of the top five news agencies financial review media in the world



### MarketWatch

### Europa News Agency

Spain's official national news agency



# Plane delivery

## USA TODAY

### GAC Motor, China's Best Quality Auto Brand, Invited to NAIAS Detroit 2018 to Showcase Manufacturing Achievements in Drive to Go Global



GAC Motor's first American model, the G50.

DETROIT, Mich. (UPI) — GAC Motor, China's Best Quality Auto Brand, is invited to showcase its manufacturing achievements at the NAIAS Detroit 2018, the largest auto show in North America, from Sept. 17-21. The company will display its first American model, the G50, and other models at the show, which will be held at the Renaissance Convention Center, 200 West River Street, Detroit.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission. The G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.



Yu Yong, President of GAC Motor.

The G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.



GAC Motor's G50 SUV, the first American model.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.

## The Detroit News

### GAC Motor To Light Up First Show Day At NAIAS with Lineup Of Models Powered by Cutting-edge Auto Making Technology



GAC Motor's first American model, the G50.

DETROIT, Mich. (UPI) — GAC Motor, China's Best Quality Auto Brand, is invited to showcase its manufacturing achievements at the NAIAS Detroit 2018, the largest auto show in North America, from Sept. 17-21. The company will display its first American model, the G50, and other models at the show, which will be held at the Renaissance Convention Center, 200 West River Street, Detroit.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.



Yu Yong, President of GAC Motor.

The G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.



GAC Motor's G50 SUV, the first American model.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.

GAC Motor, a leading Chinese auto manufacturer, has a long history of innovation and quality. The company's G50 is a compact SUV that features a 1.8-liter engine, a 6-speed manual transmission, and a 170-horsepower engine. It also has a 170-horsepower engine and a 6-speed manual transmission.

Yu Yong, President of GAC Motor.

# Times Square, New York Weekly launch

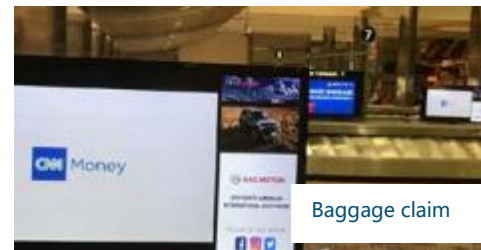
About 7 million people were affected



# Detroit Airport main terminal

It was launched in the whole month,  
covering nearly 3 million tourists.

It mainly focuses on tourists and business people for the purpose of auto show



# Media interview and in-depth report



Wall Street Journal



USA TODAY



Associated Press

**GAC DESIGN**



# In depth report >> satellite live connection report of North American television



Live broadcast of Detroit Pavilion  
The radio host made  
a live wired report.



Coverage audience  
**10,107,580**



TV & Radio  
**769**

## Screenshots of part TV stations



Conn TV



Daily Flash



Coffee with  
America



Newswatch



FOX-KOKH  
电视台



ABC-WMAR



NBC-WTLV  
电视台



**Content planning and production**



**Full channel content dissemination**



**Data monitoring and evaluation**



**Authoritative media crowd database**

# The world's largest media cloud database

1.5 million + global media people and media data:



**350,000+**

International Media



**850,000+**

国际媒体人



**90,000**

Magazine

International media



**40,000**

Newspaper



**60,000**

Broadcasting and television



**500,000+**

媒体人社媒信息



**13,000**

Freelancer



**300,000+**

Digital media opinion leader

Media people and social media information



**2,000+**

Media research team update and maintenance

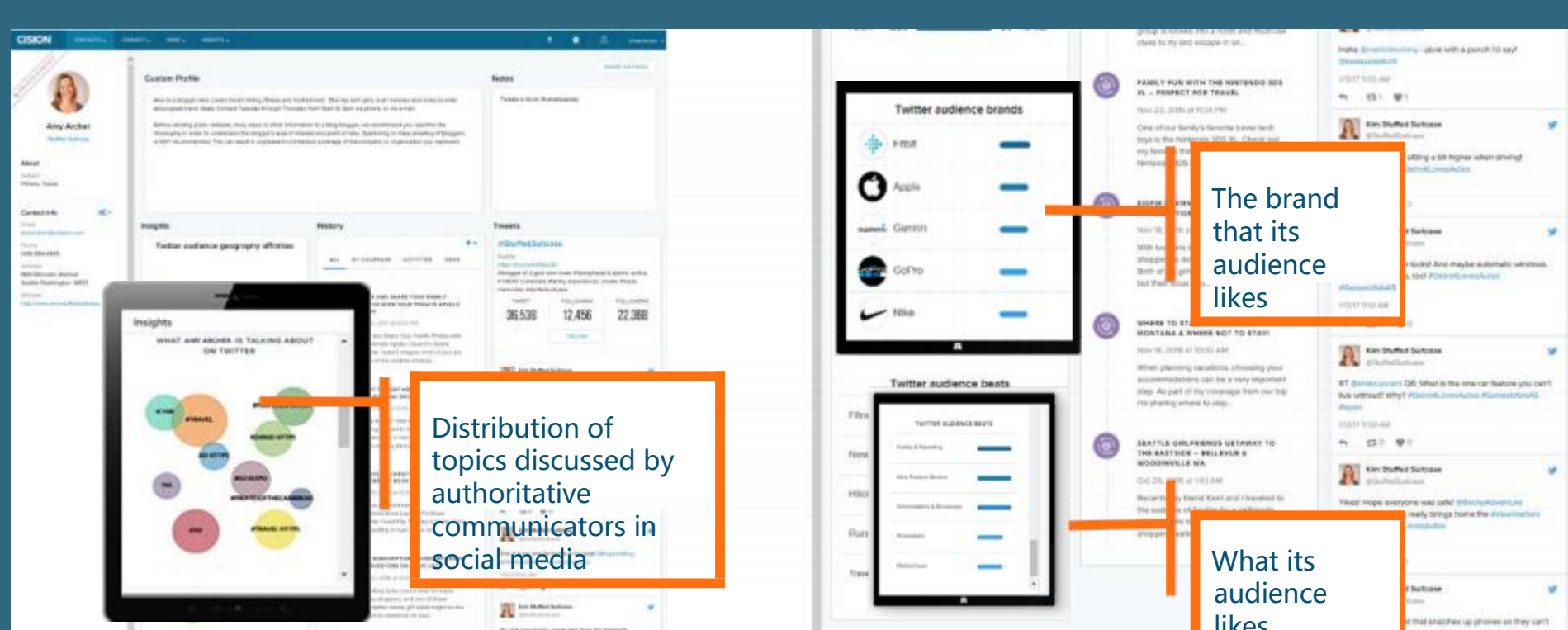


**300000+** Media topic

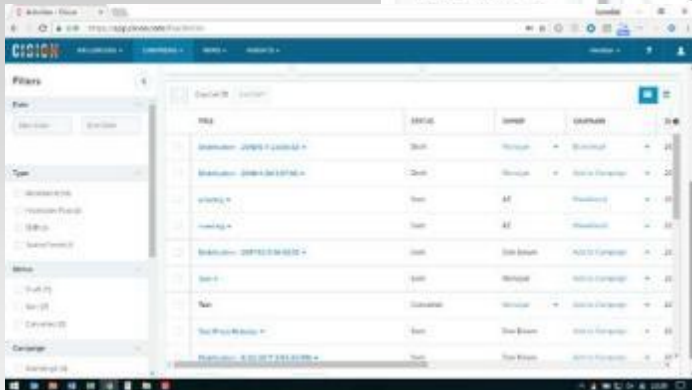
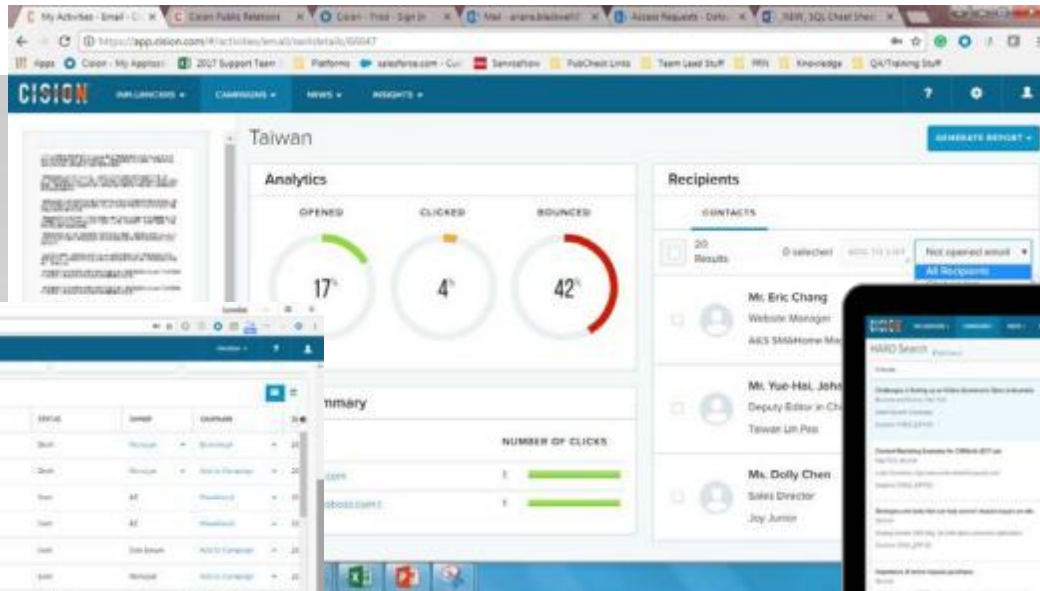


DOMATTERS

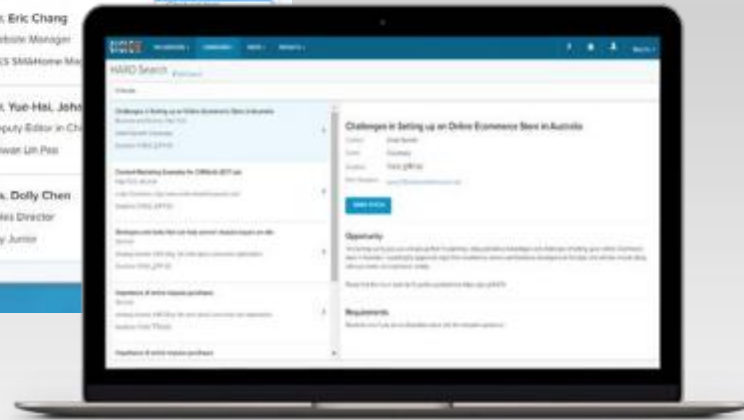
# Influence of authoritative media crowd big data



# One stop integrated multi communication tool



E-mail contact, social media interaction and other diversified communication



Media theme tracking

Group based multi person communication management

# Customer case >> Bentonville Convention and Exhibition Tourism Bureau



## Demand

Identify the main factors that attract business tourism and ordinary tourists to Bentonville, the location of Wal Mart headquarters.

## Plan

Use Domatters Communication Cloud™ to receive recommended information based on big data analysis technology related to core news media, influential people and marketing activity management.

## Effect

- ◆ Provide outreach services based on special themes.

Including the most common areas attracting tourists, such as art, cycling, music and cooking exhibitions, which are concerned by Bentonville Convention and Tourism Bureau. Domatters provides them with in-depth insight related to the best media contact and helps them launch diversified content.

- ◆ Provide ROI analysis report to senior leaders.

Domatters communication Cloud™ provides a good marketing value evaluation system to help the communication team understand the value of press releases and provide reference for future public relations decisions.

- ◆ Promote social media communication

The communication team regularly reviews their areas of concern in the domatters platform

Cision not only helped us find the route to promote the project by evaluating the influence of the press release, but also pointed out when, where and how to promote the project.

MISSY PENOR  
Director of Communications,  
Visit Bentonville



**Content planning and production**



**Full channel content dissemination**



domatters

Evaluation

**Data monitoring and evaluation**



**Authoritative media crowd database**



# Extensive monitoring content

3 million + valid data, sent daily



## Internet media



400,000 + online media



200万+  
Blogs and comment sites



Daily average collection  
2 million+  
Community discussion



Google Adobe traffic tool integration

## Social media



INSTAGRAM



FACEBOOK



TWITTER



YOUTUBE

## Plane



17,000 ordinary media



100 + USA Mainstream newspapers



6,000 business magazines



LEXISNEXIS  
Copyright content

## Radio and television



70+  
North American public radio

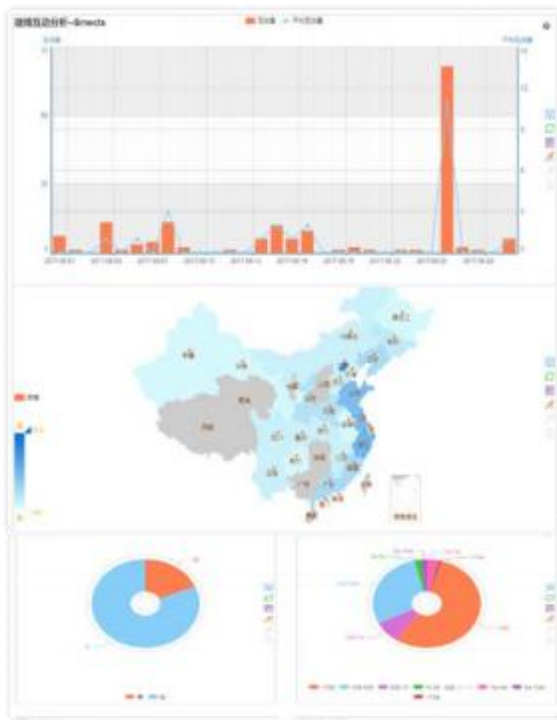
200 + USA+  
200 + UK public television



## Diverse analytical statistics dimensions

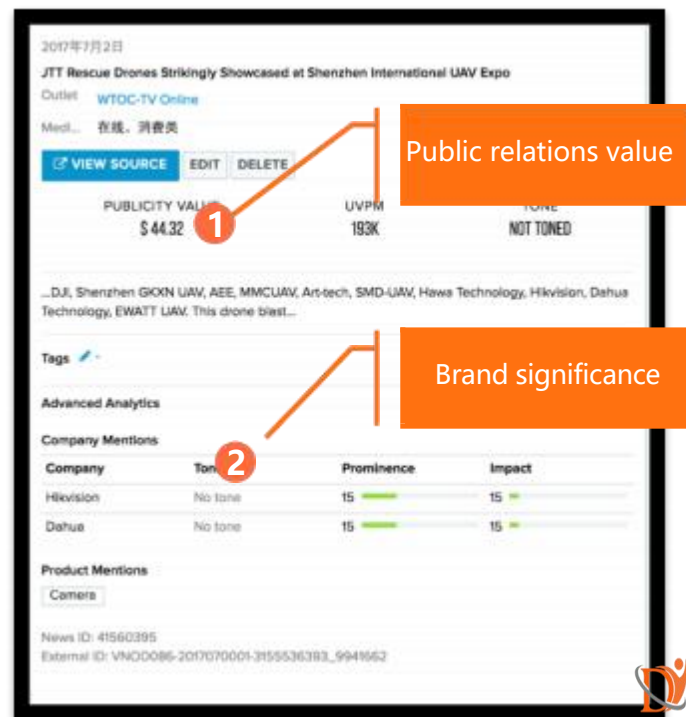
### Daily monitoring standard dimension:

Volume, positive and negative sides, media proportion, etc



### Special indicators for corporate public relations:

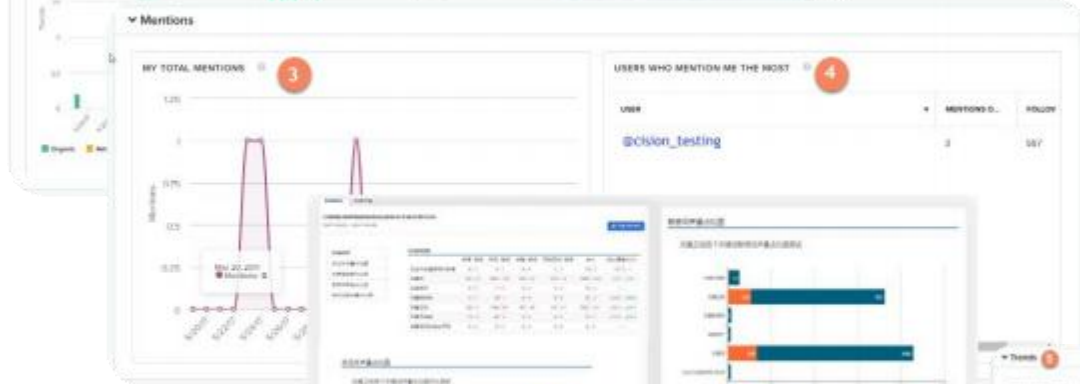
Public relations value, significance, industry media distribution, local media distribution, etc



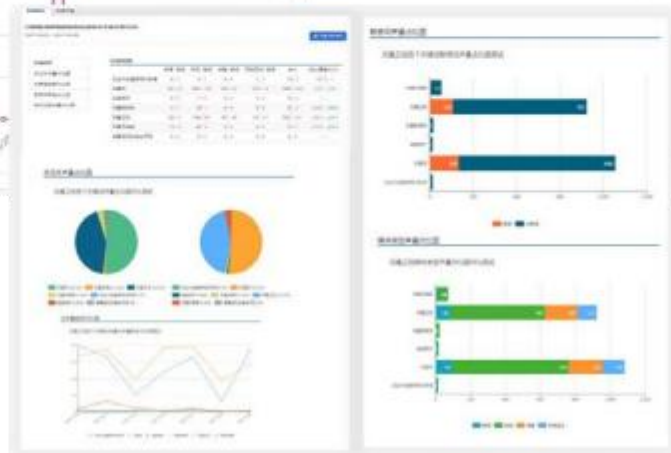
# Powerful custom data panel



Custom analysis module and icon style



Generate and export various analysis icons or original data with one click



You can log in to the platform, mine data independently, or subscribe to system reports.



# Global selected daily reports and in-depth analysis services



---

## ● Bulletin Intelligence

Global News Daily that must be read by enterprise internationalization executives

Customized content classification and information collection suggestions

Professional global service consulting team

## ● Customized analysis report

According to customer needs, regularly count and present various charts and analysis statistical reports.

---

# Air China

## Service list

<b>Content planning and production</b>		
<b>Full channel content dissemination</b>	Graphic press release	√
	Multimedia press release	√
	Social media interaction, KOL endorsement	
	Cross screen multimedia delivery	√
	In depth report	
<b>Authoritative media crowd database</b>		
<b>Data monitoring and evaluation</b>	Global public opinion monitoring platform	√
	Domestic public opinion monitoring platform	√

## Challenge

### How to break through the dilemma of "fragmentation" of information

As a leading airline in China, how to form differences with other airlines in brand communication and how to improve brand reputation have been perplexing customers. In addition, sensitive information about aircraft delays, overbooked tickets, luggage loss and other events is often exposed in social media. How to find negative content at the first time has become a difficulty in public relations.

## Solution

### The media monitoring cloud platform captures accurate and timely information

7 \* 24-hour negative warning:

Provide an exclusive negative thesaurus to solve the particularity of negative information in the industry. It is the first time to send an early warning email to the customer after predicting the negative information.

Professional communication report:

Data capture based on cloud platform provides insight into competitors, communication strategies and the latest trends of the industry at a lower cost. Provide in-depth analysis reports and communication suggestions to customers.

# Air China monitoring report display



## 一、传播总览.....3

## 二、国航传播综合分析.....5

- 1、新闻内容.....6
- 2、媒体类别分析.....10
- 3、各类媒体主要新闻.....12
- 4、发布区域对比.....13
- 5、负面报道统计.....14

## 三、国航与竞争对手传播分析.....15

- 1、总量.....16
- 2、媒体类型.....18
- 3、媒体行业.....20
- 4、分布区域.....22

- 5、新闻内容.....24
- 6、文章性质.....25
- 7、疑似负面.....26

## 四、竞争对手主要事件.....28

- 1、南航.....29
- 2、东航.....30
- 3、海航.....31
- 4、其他竞争对手.....32

## 五、4月行业要闻.....33

## 六、精选简报.....35



# DOMATTERS China Digital Marketing Agency **Our Asia Pacific team**



2002  
Asia Pacific office established



Offices are located in 13  
major markets in Asia



Dual regional operation center (Beijing and Hong Kong)  
Equipped with 7 / 24 editing and customer service



More than 200  
professional teams



Multimedia product  
production services,  
including video and live  
broadcast



● Distribution in the  
Asia Pacific Region

● Asia Pacific Operations Center



● Branch Office    ● Asia Pacific Branch



新西兰



China Digital Marketing Agency





---

 LUNA  
Sales header

---

 Contact

我们向世界传播您的故事

We Tell Your Story to the World

Jeff lee

Our Site:[www.domatters.com](http://www.domatters.com)

Email:[support@domatters.com](mailto:support@domatters.com) | Phone: +86 15236701868 | skype: li.hanming