
GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain technical terms used in this document. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

“AI”	artificial intelligence, an area of computer science that focuses on simulating human intelligence by machines
“API”	application programming interface, a set of rules and protocols permitting software applications to communicate with each other
“application”	application software designed to run on smartphones and other mobile devices
“architecture”	the structure under which an information system’s hardware, software, data and communication capabilities are put together
“average contract value per user”	average contract value per user is calculated as the sum of the selling prices under all subscription contracts signed and revenue from orders placed during a given period, divided by the number of users signing such contracts or placing such orders with us in that period
“BGP”	border gateway protocol, a standardized exterior gateway protocol designed to exchange routing and reachability information among autonomous systems on the internet
“B2B”	business-to-business
“BI”	business intelligence system
“CAGR”	compound annual growth rate
“Client-Cache”	a local cache synchronized with a remote clustered cache
“cloud-based”	applications, services or resources made available to users on demand via the internet from a cloud computing provider’s servers with access to shared pools of configurable resources
“CDN”	content delivery network, a system of distributed servers (network) that deliver pages and other web content to a user, based on the geographic locations of the user, the origin of the webpage and the content delivery server

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“CPC”	cost per click, a pricing model where marketers are charged on the basis of each click of the advertisement or marketing content
“CPM”	cost per mille, a pricing model where marketers are charged on the basis of one thousand impressions of the advertisement or marketing content
“CPT”	cost per time, a pricing model where marketers are charged on the basis of the duration of placement of the advertisement or marketing content
“data analytics”	the use of advanced analytic techniques against very large, diverse data sets to uncover hidden patterns, unknown correlations, market trends, customer preferences, and other useful information that can help organizations make more informed business decisions
“DAU(s)”	daily active users
“DDoS”	distributed denial-of-service attack, a cyberattack in which the perpetrator seeks to make a machine or network resource unavailable to its intended users by temporarily or indefinitely disrupting services of a host connected to the internet
“EDI License”	Value-added Telecommunication Business License (增值電信業務經營許可證) for online data processing and transaction processing
“fission marketing”	use everyone’s social relations to amplify impact and energize the growth
“gross billing”	the total monetary value we charge advertising customers for our precision marketing services
“H5”	HTML5, a markup language used for structuring and presenting content on web pages, which is the fifth and current major version of the HTML standard
“H5 page”	a mobile website that can be seamlessly integrated into the WeChat profile to create interactive marketing campaigns

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“IaaS”	Infrastructure as a Service, a category of cloud computing service that provides virtualized computing resources over the internet
“IDC License”	Value-added Telecommunication Business License (增值電信業務經營許可證) for Internet data center services (including Internet resources cooperation services)
“impression(s)”	the number of advertisement or marketing content views, representing the total number of times the advertisement or marketing content is viewed by a user or displayed on a web page during a certain period of time
“IP”	intellectual property
“IT”	information technology, the use of any computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data
“KPI”	key performance indicator, which, in the context of digital marketing, means the indicator that reflects the effectiveness and performance of the marketing campaign such as the number of clicks, impressions, new installations, downloads, sign-ups or sales
“Marketingforce platform”	our marketing and sales SaaS platform representing our technology achievements, marketing science and product capabilities
“module”	in the context of describing our technology infrastructure, a module refers to a part of a system or application that can operate to support specific functionality or use cases such as call, message and management, and a module is usually comprised of multiple functions
“NLP”	natural language processing
“PaaS”	platform as a service, a category of cloud computing that provides a platform and environment to allow developers to build applications over the internet

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“PC”	personal computer
“R&D”	research and development
“SaaS”	software as a service, a cloud-based software licensing and delivery model on a subscription basis with centrally hosted associated data
“SCRM”	social customer relationship management
“SMS”	short message service, a text messaging service component of most telephone, Internet and mobile device systems which uses standardized communication protocols that let mobile devices exchange short text messages
“TB”	terabytes, a unit of information used to quantify computer memory or storage capacity
“traffic”	in terms of traffic in digital marketing, the flow of audience on media publishers’ platforms
“UI”	user interface
“UE”	user experience
“WeChat Mini Program” or “Mini program”	a small application function within WeChat that provides advanced features to WeChat users