



# Digital Marketing Asia Media Korea

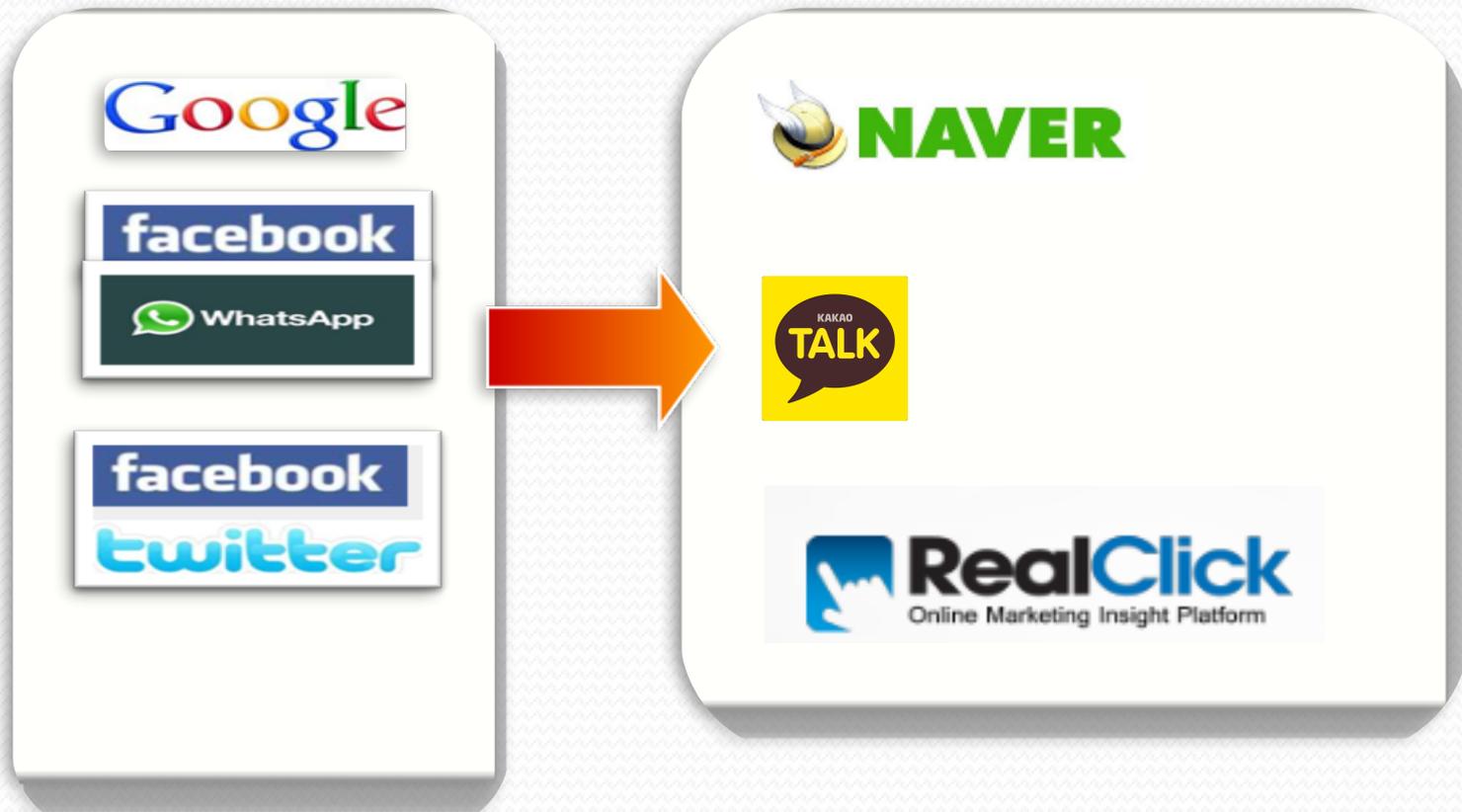


Presented by Glogou

[www.glogou.com](http://www.glogou.com)



# Popular Digital Channels and Their Korea Equivalents



**Korea Digital Landscape**





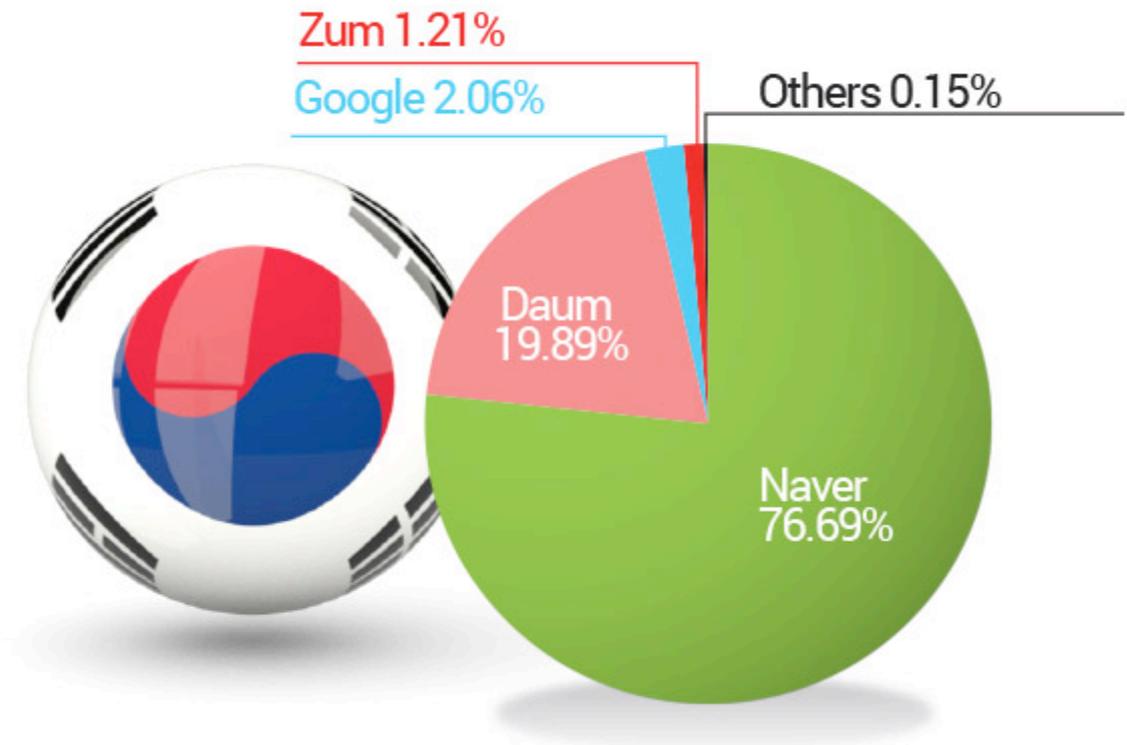
# Why NAVER?

- Korea's No. 1 internet search portal
- 37 million subscribers
- 16 million daily page visits
- 1 billion daily page views
- 285 million search queries daily



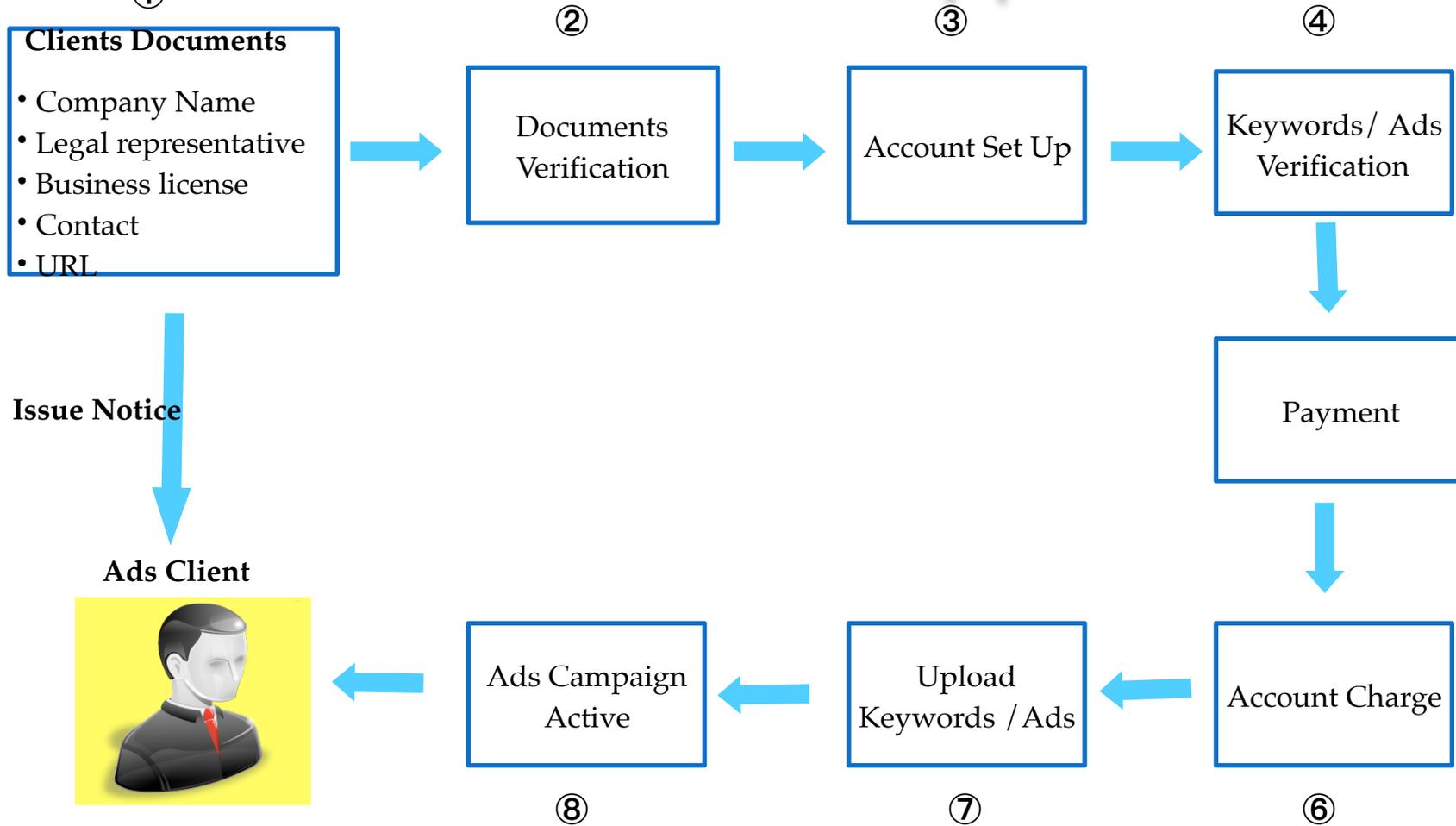
# Naver Market Share in Korea

Korean Search Engine Market Share 2014





# Korea Naver Account Application





# Naver Campaign Service

- Glogou is experienced in Keyword Optimization on Naver.
- We will select the most proper keywords, ad creative, optimizing ad copies, bidding prices, target groups, and displaying times to achieve the highest conversion rates for a Naver campaign.

Search Page: [www.naver.com](http://www.naver.com)



Naver paid search ads channels include:

• Search network ---

The main search result list (power link, biz site, mobile search, search partners).

• Content Network ---

Ads shown in NAVER news, blog, cartoon and on contents partners' sites.



# Naver Account Structure

Ads Group	Keywords	Ads Title	Ads Desc.	URL
<ul style="list-style-type: none"><li>• Lens &lt; 30</li><li>• Clear classification</li><li>• Not show on search page</li></ul>	<ul style="list-style-type: none"><li>• Lens &lt; 25</li><li>• Below keywords are not allowed:<ol style="list-style-type: none"><li>1. Dormant keywords</li><li>2. Poor related with promoted website</li><li>3. Highest grade keywords</li></ol></li></ul>	<ul style="list-style-type: none"><li>• Lens &lt; 15</li><li>• Company Name or brand must be included.</li><li>• Highest grade words are not allowed</li></ul>	<ul style="list-style-type: none"><li>• 25 &lt; Lens &lt; 45</li><li>• Highest grade words are not allowed.</li></ul>	<ul style="list-style-type: none"><li>• URL foregoing part must match with webpage domain name.</li><li>• URL link include keywords.</li><li>• Can use multi URL.</li></ul>

Just English and Korean are allowed to use



# Naver Case Study

NAVER 캠페인관리시스템

1,391,599₩

분류	인수	비용	보유액	평가점수	ASR	그랜	비율
시도	0	0	0	0	0%	0	0%
지역	0	0	0	0	0%	0	0%

2014.03.04 06:01 집계

노출수	클릭수	CTR
29,890건	180건	0.61%

204 25 26 27 28 31 2

Parker Promotion Account



Screen shot of Naver search



NAVER 공기압레귤레이터

공기압레귤레이터 solutions.parker.com/truck-ko

파카로부터 맞춤형 공기압 레귤레이터 솔루션을 받아보실 수 있습니다.

← Paid search

파카 공기압레귤레이터 solutions.parker.com/truck-ko  
파카로부터 맞춤형 공기압 레귤레이터 솔루션을 받아보실 수 있습니다.

- 304대관
- 이보영
- 황두소
- 신봉선
- 안근영
- 박스나라
- 권시애
- 그라스컨
- 신희선용
- 유익배



# Open Account Requirement

To open an account, please provide the following documentation

- Business License
- URL (if you don't have, we can build one for you in Korea language), business name appearing on URL should be identical to the name on business license
- Upfront payment is required

Note: Certain business are prohibited from posting ads.

Please allow one to two week for account opening and campaign set up



# Thank You !

[sales@glogou.com](mailto:sales@glogou.com)

[www.glogou.com](http://www.glogou.com)

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