



Digital Marketing

Asia Media

Korea Social Media



Presented by Glogou
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Popular Digital Channels and Their Korea Equivalents

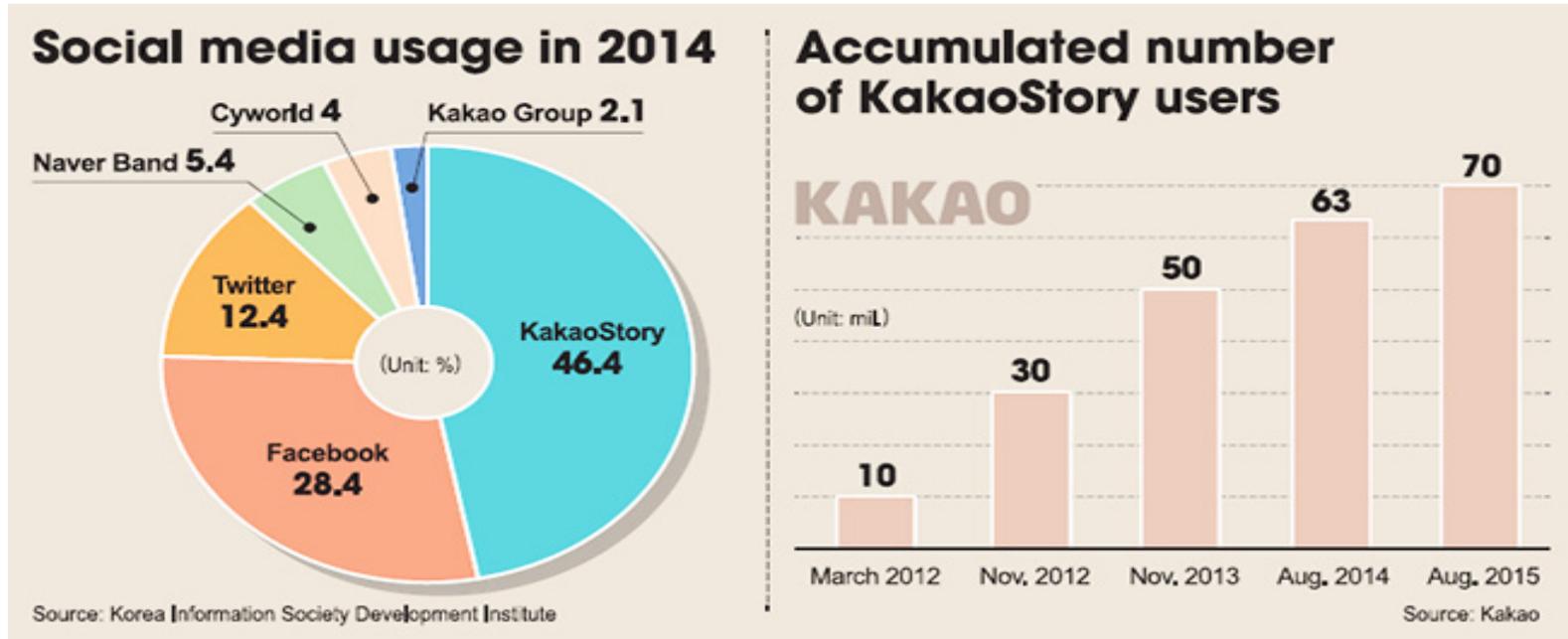


Korea Digital Landscape





Kakao Story Market Share in Korea

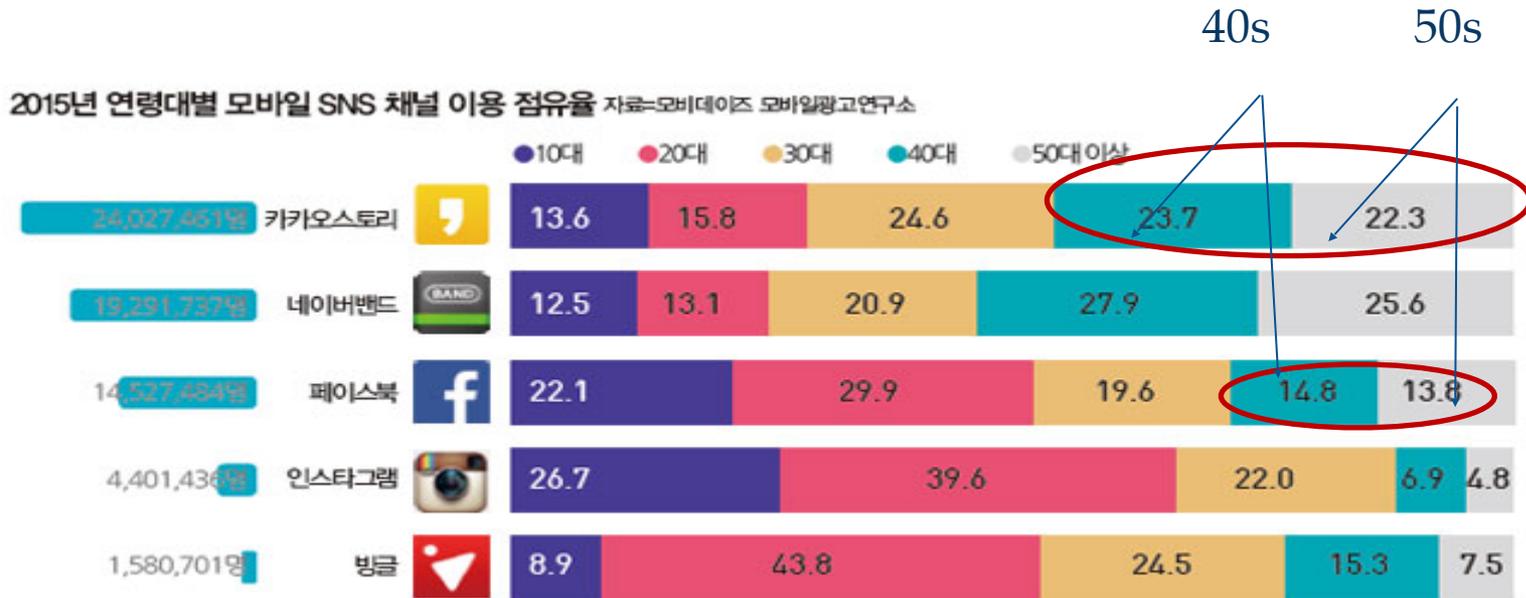


Kakao Story usage is dominated by consumers in their 40s and 50s for 2013 and 2014.

Source: http://www.koreatimes.co.kr/www/news/biz/2015/11/123_189796.html



Demographic Composition % of Korean Social Networks



- According to 2015 SNS Usages by age, age group 40 and 50 occupied over **46% of Kakao Story Users**, while Less than 30% of the same age groups use Facebook

Source: KISDI (Korea Information Society Development Institute)



Why KaKao Talk?

- Korea's No. 1 Mobile messenger
- **70 million** Registered users
- Used by **93%** of smartphone users in Korea
- **4.2 billion** messages daily
- Allows to target a specific group by age, hobby, location, and special interests



Why Kakao Ads

Users with no boundaries!

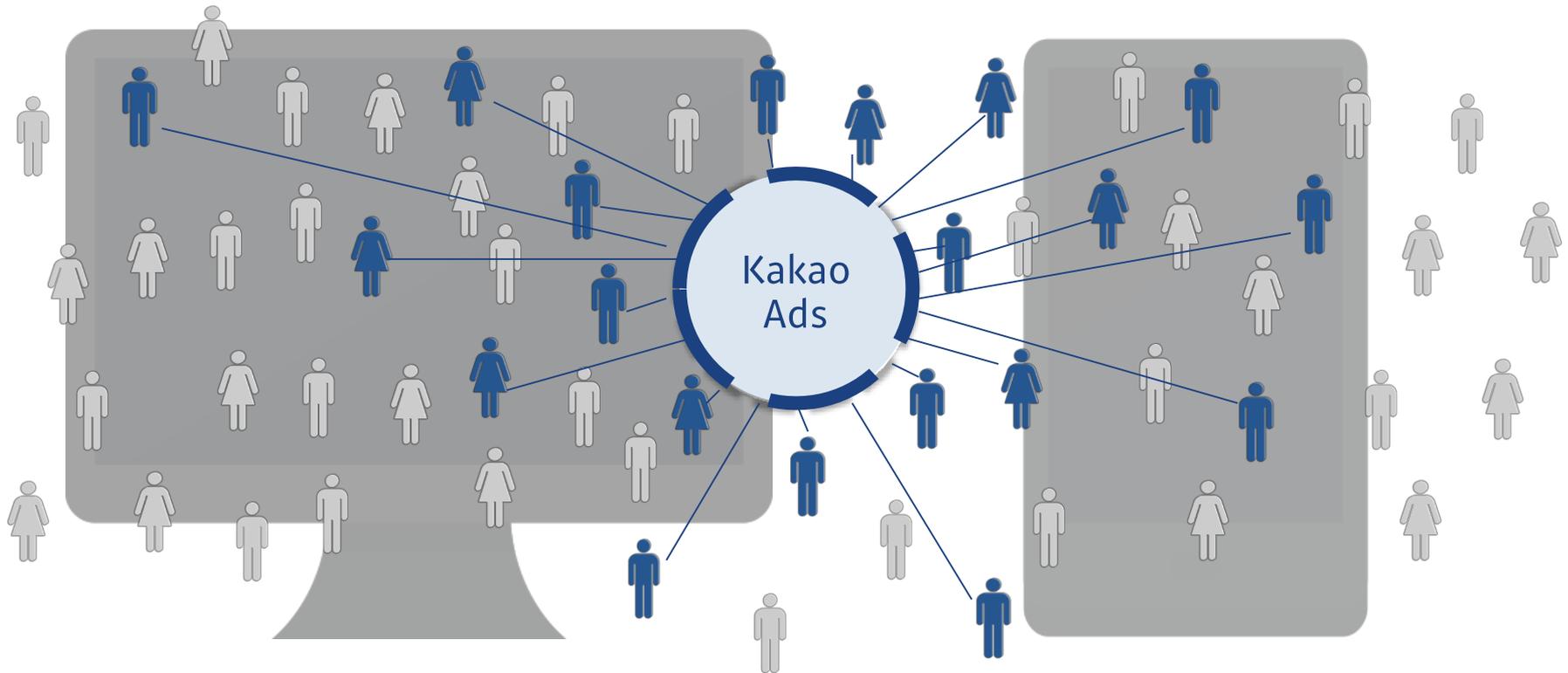
Users enjoy PC and mobile, app and web, portal and messenger, social and new services, all at once!



Displayed in areas with high user traffic, increasing the user reach-rate



Displayed to high-potential customers, increasing click-through-rate



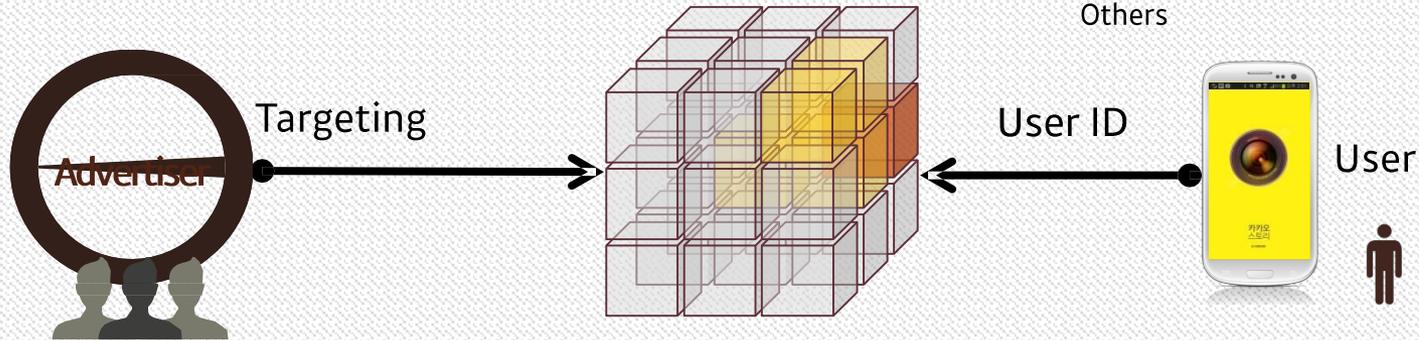


KakaoStory Ad Characteristics- audience targeting

Optimized ad exposure is ensured by creating various combinations of the elements below when selecting targets the ad will be exposed to in app groups.

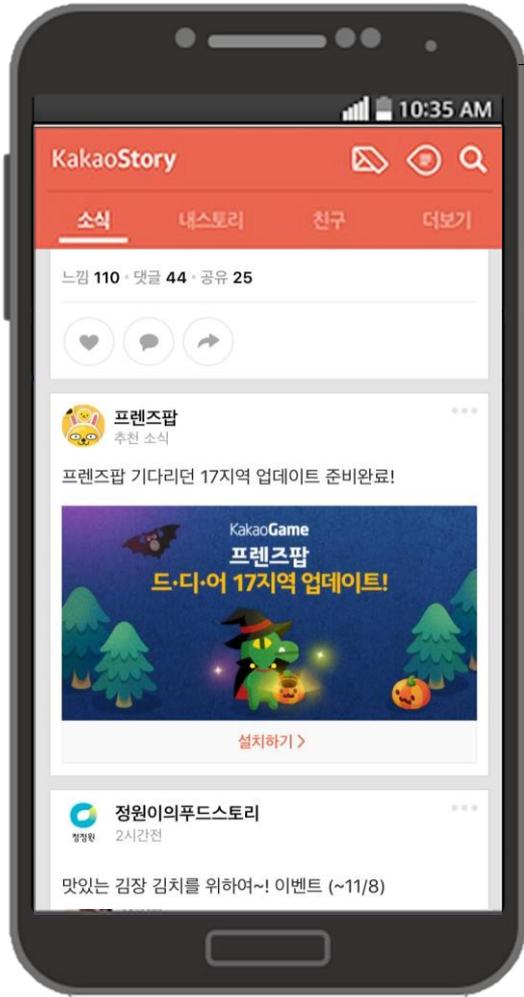
Period × Platform × Age × Gender × Region × Interests × Game Preference

Date	Android	15 to 19	Male	Seoul	Food	Shooting/Role-Playing
Day of the week	IOS	20s	Female	Busan	Entertainment	Simulation
Time		30s		Gyeonggi	Education	Puzzle/Quiz
		40s		Gangwon	Digital/IT	Strategy
		50s +		Chungcheong	Home/Parenting	Sports
				Gyeongsang	Health	Action
				Jeonla	Beauty	
				Jeju	Fashion/Shopping	
					Sports/Travel	
					Others	





KakaoStory Ad (Summary)



KakaoStory ads are Real Time display ads exposed in KakaoStory, Korea's largest mobile SNS. Users who click the ad will be redirected to various ad-purpose landing pages, such as the advertiser's mobile website, page to install the mobile app, add the advertiser as a Plus Friend or follow the advertiser's Story Channel

Ad Space

Media: KakaoStory (Mobile)
Position: Third to fifth feed on KakaoStory

Exposure

Audience targeting available. Auction running based on bid price and expected CTR, ads competing for the same audience segment

Bidding

Cost Per Click (CPC): Minimum bid, 90 KRW,
Cost Per Mile (CPM): Minimum bid 2,000 KRW (for 1,000 exposures)

Review

Website registration, advertisement review, profile review, image material, description text, linked page

Guidelines (Korean)

<http://kakaostory.ad.kakaocorp.com/2>



KakaoStory Ad Format and Ad Space

Banner and in-feed ads are placed between feeds from KakaoStory friends and subscribed Kakao Channels

Banner Ads



In-Feed Ads



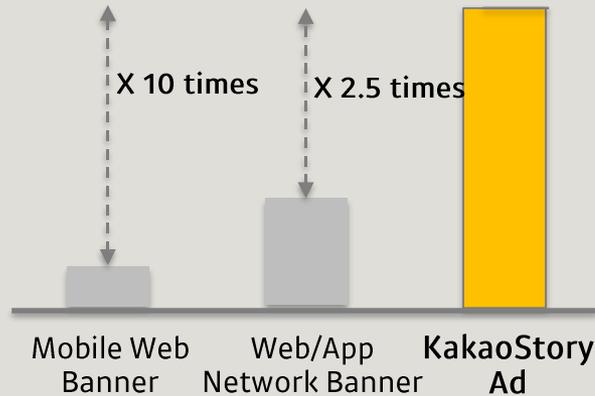


KakaoStory Ad Characteristics

KakaoStory Ads are positioned in between feeds followed by users so that it blends in naturally.

The response rate is up to 10 times higher than general ads !
Ads naturally stimulate users' interests and desire to make a purchase.

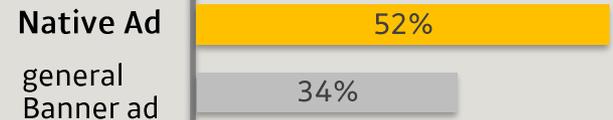
CTR of general mobile banners vs. KakaoStory Ads



Increase in brand loyalty and preference



Increase in intention to purchase the product

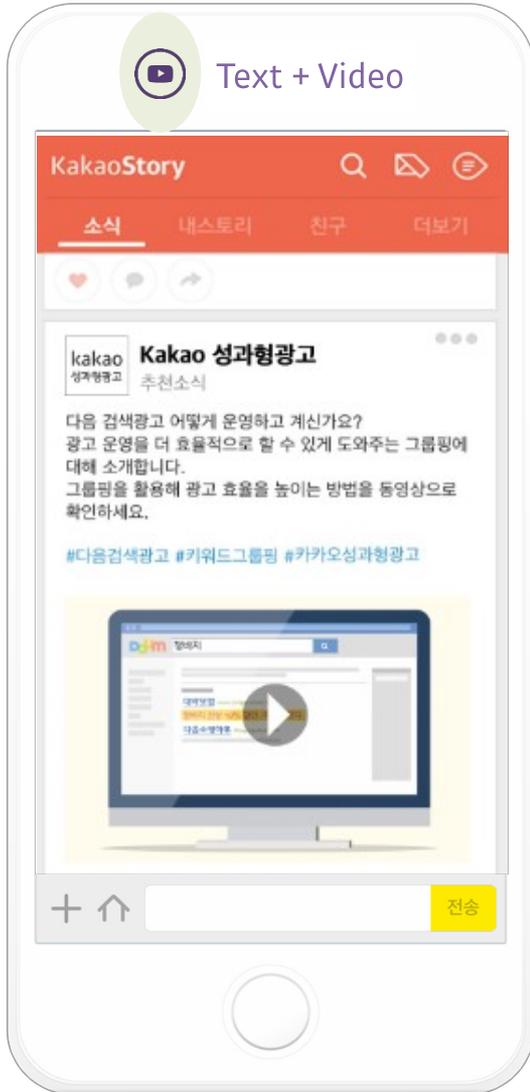


[Source : Kakao Ad > Ad Plus, 2015]



In-feed creatives can be made in the following combination.

Text + Video



Text + Image



Text + Link



Text

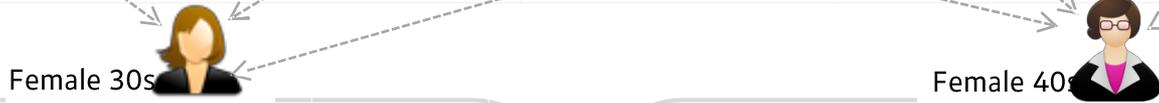




KakaoStory Ad Exposure and Billing Method

Advertisements with the identical target audiences compete to show their ads. The real-time auction determines whether or not the ad actually shows based on bid prices and expected CTR. Real-time CPC model is applied and advertisers are to pay “the next highest bid price + 10 KRW + VAT.

	 Advertiser A	 Advertiser B	 Advertiser C	 Advertiser D	 Advertiser E
Bid Price	300 KRW	200 KRW	1000 KRW	400 KRW	500 KRW
Ad Response Rate	Average	Poor	Good	Poor	Good
Targets(Ex)	Female 30s	Female 30s	Female 30s - 40s	Female 40s	Female 40s



Competition for Exposure (Bid price + Ad response rate)

	Bid Price	Billed Amount
 Advertiser C	1000 KRW	310KRW + VAT Next highest bid 300 +10KRW
 Advertiser A	300 KRW	Not Exposed
 Advertiser B	200 KRW	Not Exposed

Competition for Exposure (Bid price + Ad response rate)

	Bid Price	Billed Amount
 Advertiser C	1000 KRW	510 KRW + VAT Next highest bid 500 +10 KRW
 Advertiser E	500 KRW	Not Exposed
 Advertiser D	400 KRW	Not Exposed



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 !

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