



# kt nasmedia Integrated Ad Solution nap

Integrated APP·WEB marketing with In-House Technology

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*One Brand, Infinite Possibilities*

# kt nasmedia Integrated Ad Solution nap



**Single Brand,  
Full-Stack AdTech Partner**

**Raw Data Insights,  
Precise Targeting at Optimal Cost**

**Bundle Packages,  
Save Costs, Boost Performances**

# nap References

# Extensive experience with leading brands across various categories in domestic & global markets

Game



Finance



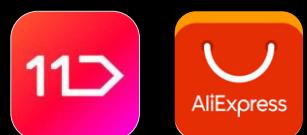
Shopping



Lifestyle



Others



\* More references available upon request

# ISMS / Global AD Verification

# Secure & Brand-Safe Ad Delivery Environment

## ISMS Information Security Management System

### Definition of ISMS

A government-certified system by KISA ensuring the stability of information and communication networks



### Expected Benefits of ISMS

- 1) Enhanced data protection management through comprehensive security framework
- 2) Protection from cyber threats: hacking, service disruptions, data breaches

#### ISMS-P 연도별 인증서 발급현황

전체	나스미디어	검색		
총 1건				
인증번호	업체(기관)명	인증범위	유효기간	유지여부
ISMS-KISA-2023-153	(주)나스미디어	나스미디어 온라인 서비스 운영(모바일 광고 플랫폼)	2023-11-01 ~ 2026-10-31	유지

Scope of Certification : Operation of kt nasmedia's Online Service  
(Mobile Ad Platform)



## Global AD Verification

### Global AD Verification Certification Overview

First in Korea to obtain TAG Brand Safety CERTIFIED

- establishing a global-standard brand-safe ad environment

\* TAG(=Trustworthy Accountability Group) : a non-profit organization established to enhance brand safety, prevent ad fraud, and promote transparency in digital advertising)



NASMEDIA Co. is currently enrolled in the Verified by TAG program and its TAG-ID status is **active**.

This company has achieved the Brand Safety Certification seal.

- This company achieved the seal:
  - through independent validation by a third-party auditor;
  - meeting requirements in the category of intermediary.
- This seal applies to the company's global operations.
- The seal expires on March 1, 2024.

<https://www.tagtoday.net/registry>

**nap** dsp

# Service Introduction

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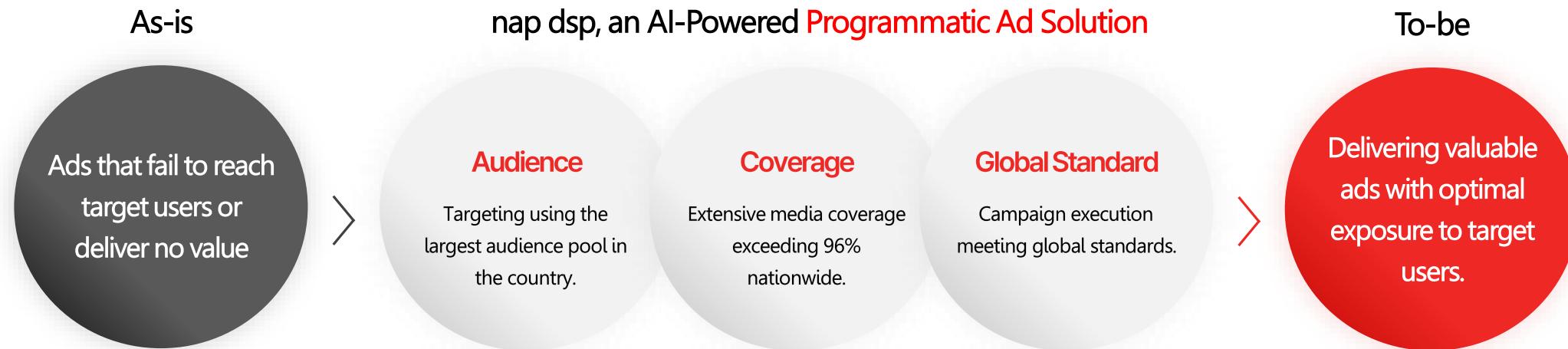
06 / nr

# dsp Service

## # nap dsp : AI-Powered Programmatic Advertising Solution

- We \*patented a technology based on KT Group's AI that predicts customer behavior and **more than doubles ad conversion rates.**
- We use our own deep learning algorithm to predict which viewers are most likely to convert after seeing an ad. Then, we show ads to them to improve conversion rates.

\* Patent Title: Audience Behavior Prediction System and Operation Method Based on the Customer Journey

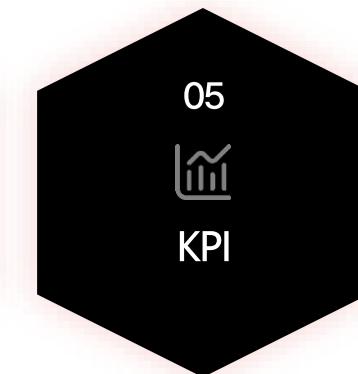
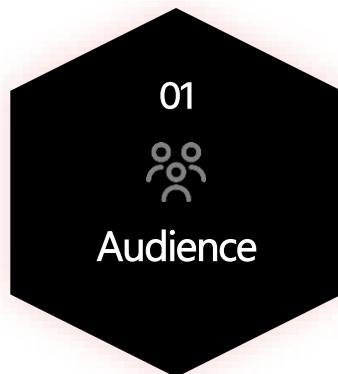


With **nap dsp**, experience the most suitable and refined audience targeting for the domestic market.

# dsp Features

## # Securing target audience coverage using the largest traffic volume in APAC

- A dsp focused on audience-based targeting, including DMP Targeting, Keyword Targeting, Feed-based Retargeting, ADID Targeting and Interest Targeting
- Supports all major ad formats including Banner, Native, Script, Dynamic, Video Ads
- Our own logic for Brand Safety and Viewability, verified by global standards.
- Customized targeting solutions tailored to every advertiser KPI, including Branding, Re-Engagement, UV Growth, ROAS Optimization, and Install-Driven Campaigns.



- Basic Targeting
- DMP Targeting
- Keyword Targeting
- Re-Targeting
- Interesting Targeting

- Largest APAC reach
- Supports all ad formats
- Multi-device exposure

- nap dsp Domain Block
- nap adx IVT Block
- Global AD Verification
- Certified for TAG Brand Safety

- Rendered Impression

- Branding
- Re-Engagement
- UV
- ROAS
- Install

- Custom targeting proposals
- Flexible negotiation on price, duration, minimum spend, and creative rotation
- Audience Report available

# dsp Targeting

# Cross-analysis and targeting using the largest domestic integrated DMP with on/offline behavior data

kt nasmedia Ad response data-based	SK planet Lifestyle data-based	TG360° Technologies, Inc. Behavioral data-based	loplat Location data-based	DeepAD L.POINT·L.PAY Payment data-based	Digty App install data-based	KB AdMarket Financial data-based
<ul style="list-style-type: none"> <li><b>Demographic</b> Gender, age, marital status, children, and income level</li> <li><b>Geographic</b> Residence, primary location, and visit location targeting</li> <li><b>Interests</b> Audience interests, Shopping index, Gaming index</li> <li><b>Persona</b> Supports detailed targeting and look-alike audience expansion</li> </ul>	<ul style="list-style-type: none"> <li><b>Standard Segments</b> Basic audience groups built from demographic and behavioral information</li> <li><b>Segment Plus</b> Additional segments optimized for marketing use and frequently applied in targeting</li> <li><b>Custom Segments</b> Offered for precise targeting based on specific conditions, time frames, or frequency.</li> </ul>	<ul style="list-style-type: none"> <li><b>Online Behavioral Data</b> <ul style="list-style-type: none"> <li>-Website visit categories</li> <li>-App install &amp; usage categories</li> <li>-ML-based interest categories</li> <li>-Interest keywords</li> <li>-Interest &amp; purchase intent categories</li> </ul> </li> <li><b>Offline Behavioral Data</b> <ul style="list-style-type: none"> <li>-Interest keywords</li> <li>-Interest &amp; purchase intent categories</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Wi-Fi Fingerprint Method</b> Accurately detects in-store visits and even floor levels across 700,000 stores—more precise than GPS.</li> <li><b>Refinement &amp; Segment Conversion</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Product purchase data</b> Utilizing actual product purchase data and payment infrastructure from various Lotte Group affiliates in retail, finance, culture, and dining</li> <li><b>Integrated Online &amp; Offline Data</b> Collecting, classifying, and analyzing the integrated online and offline data of 43 million L.POINT members, along with partner data, for utilization</li> </ul>	<ul style="list-style-type: none"> <li><b>Real App Installers</b> Targeting actual app installers using NHN DATA, not prediction-based or lookalike targeting.</li> <li><b>App-Based Audience Groups</b> Targeting users who installed industry-relevant apps for precise audience selection.</li> </ul>	<ul style="list-style-type: none"> <li><b>Financial Attributes</b> User targeting based on actual financial transactions, categorized by the characteristics of KB Financial Group's products</li> <li><b>Non-Financial Attributes</b> Targeting based on taxonomy built from affiliate data, installed apps, campaign history, and digital behavior</li> </ul>

- As of July 2025, audience targeting using external DMPs is being offered without an extra charge as a promotion. (Normally, a 10% surcharge on ad spend is applied for this billing method.)

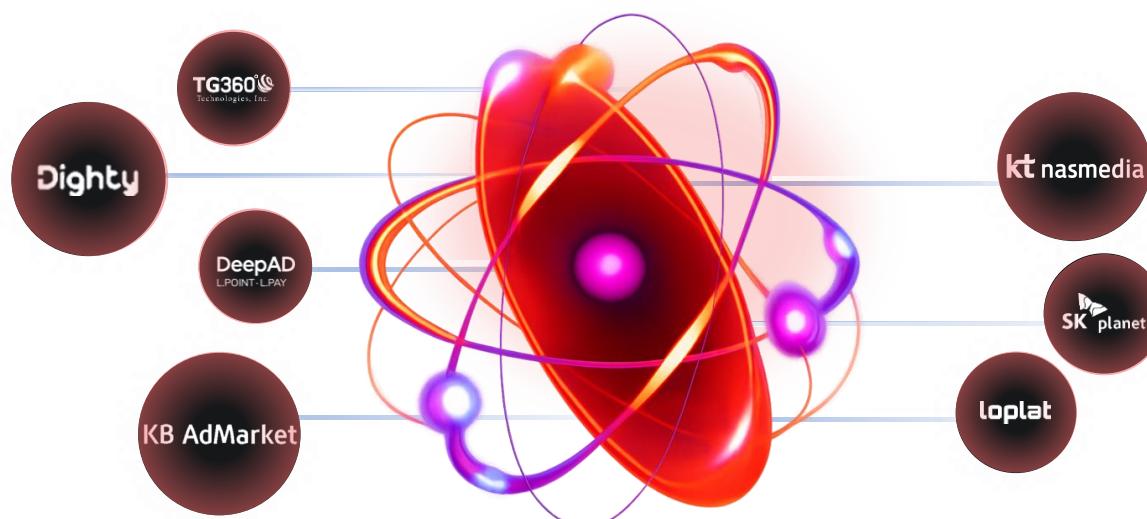
# dsp Targeting PLUS

# Automatically recommends target scenarios using generative AI to suggest the best audience and run optimized campaigns

Want to know more?

Internal & external DMP integration for insights

## kt nasmedia AI for Customer Data Collection & Expansion



### Generative AI Auto Targeting

Input industry, KPI, and audience to get unbiased, ready-to-use target scenarios that optimize reach and performance for your business goals.

### AI-Powered Native Ad Copy

Automatically creates ad copy based on text in native ad images and auto-rolls customized assets tailored to each placement.

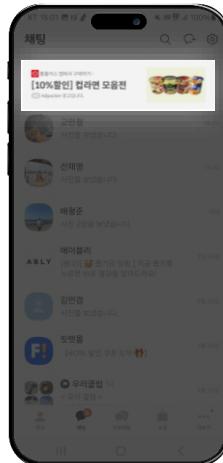
### Audience Report v2 with Target Recommendations

Generative AI enhances audience reports for advertisers spending over 20M KRW/month by analyzing advertiser data, commerce activity, and campaign responses to recommend target audiences.

# dsp DA

# Supports various formats like Display Banners, Native Ads, Script Ads, and Dynamic Ads to maximize coverage

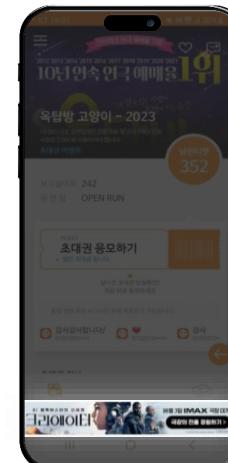
Kakao Bizboard



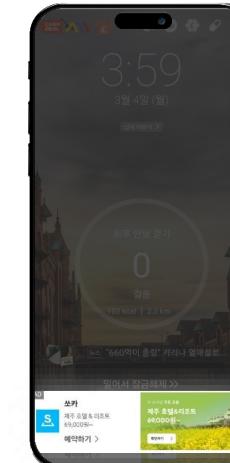
CATCH TABLE



Display Banner



Native Banner



Script Banner



Dynamic Banner



- Fixed CPC or Fixed CPM billing
- Mobile only

- Fixed CPC or Fixed CPM billing
- Mobile only

- Fixed CPC or fixed CPM billing
- All devices supported  
(\*CPM billing only for PC)

- Fixed CPC or Fixed CPM billing
- Mobile only

- Fixed CPC or Fixed CPM billing
- Mobile only

- Fixed CPC or Fixed CPM billing
- Mobile only

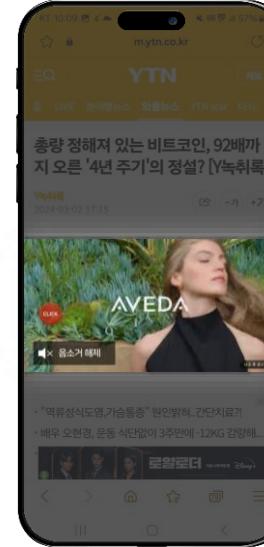
# dsp Video

# Supports various formats like Basic, Bumper, CTV, and End Cards to maximize coverage

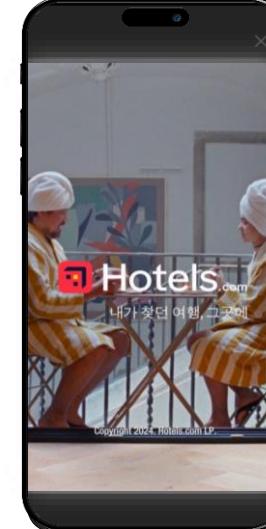
BASIC



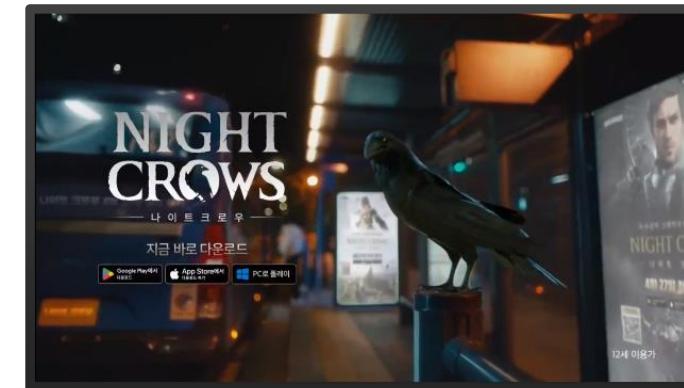
BUMPER



END CARD



CTV



- Fixed CPVC, CPV, or CPM billing
- Horizontal & vertical support

- Fixed CPM billing
- Horizontal & vertical support

- Basic or Bumper available
- Horizontal & vertical support
- Shown after video to drive clicks

- Fixed CPV or Fixed CPM billing
- Horizontal only
- Video with sound only

**nap** adx

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# adx Service

# Global AD Exchange based on oRTB / The TOP Ad-tech platform



Massive scale



Advanced Real-Time Bidding



Various ad products

· 740,000+  
Media

· 1+ Billion  
Monthly UA

· 75+ Billion  
Monthly Ad requests

· Self-developed  
Intelligent Algorithm

Our own optimization system

· Open RTB 2.5 ver.  
(Native ver. 1.1 - 1.2)

· Multiple Pricing auction  
1st, 2nd, Hybrid pricing

· PMP deal

Connect Premium AD  
to Premium Inventory

· Support all Devices  
Android, iOS, Web

· Banner size  
14 sizes - IAB standard

· Video, CTV, Native  
Based on RTB exchange

# adx Features - For Supply Partners

# Support various ad formats and high fill rates to maximize publishers' yield

01

## Extensive Demand

Guarantees the high level of eCPM

Connect to our premium demand source for high level of eCPM

02

## Highest Yield

PMP deal & Header bidding

The priority selling to our demands is guaranteed  
All demands bid to your traffics at the same time for the higher eCPM

03

## Support various formats

Banner, Native, Video ads are supported

Monetize all your in-app, m-web, desktop and CTV traffics by applying various sizes

04

## Latency Prevention

Managing plan to minimize time-out issue

G-zip encoding and T-max setting accordingly into supplies are applied for sustainable trading

Supply Partners



# adx Features - For Demand Partners

# Optimized traffic for maximizing ad performance

01

## Quality Inventory

Connect to reliable and rich inventories

Live fraud checking system based on our own logic provided for more than 10 years

02

## Multiple format

Banner, Native, Video Premium Traffics

Support all formats and sizes in IAB through direct and world wide publishers

03

## Transparency guaranteed in Exchange

Ads.txt/Sellers.Json Supported for your ads

To buy inventories revealed the source only

04

## Multiple auction type & PMP deal

Multiple auction type & preoccupy traffics

To choose the best pricing auction option (1st, 2nd and hybrid)  
Pre-occupy / Premium sources from PMP

### Direct Advertisers



### Demand Partners



**nap** ssp

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## ssp Service

# Premium ssp for optimizing publishers' yield

### Premium Ad Creatives

Delivery PG/PD campaigns  
and execute Premium campaigns through kt nasmedia.



• • •

### Abundant Demand sources

Partnerships with domestic/global DSPs  
and SDK mediation partners

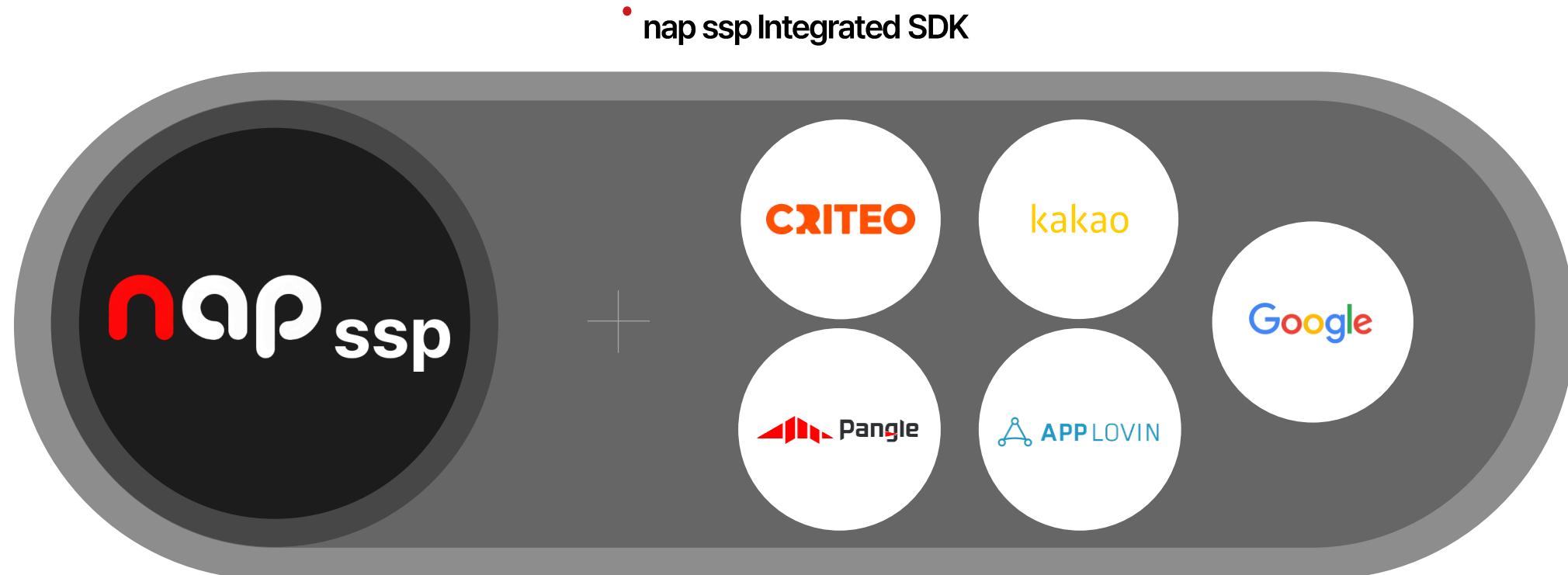
• • •

### High-level eCPM

Maximize publishers' yield with a bidding system and mediation  
based on our owned algorithm.

## ssp Features: Optimizing Publishers' Yield

# Provides integrated SDK mediation



# ssp Technology

# Use your own technology to improve publishers' value and yield

## AD logic

- Advanced bidding logic enables revenue maximization
- Utilize its own algorithm to prevent latency
- Support floor price settings to achieve high eCPM

## AD Block

- Support for self-AD Block settings within dashboard site
- Manage blocking rules by breaking down into medias/adunits
- Criteria for AD Block : IAB Category, Domain, App Package

## Abusing

- Manage abusing to enhance publishers' value
- Monitoring abusing traffic by medias and adunits
- Block abusing traffic using our owned algorithm

**nap** cps

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# cps Service

## # AI-powered cps Service to Increase Advertisers' Sales Revenue

### What is CPS?

Cost per Sales model shares a fixed percentage (%) of the purchase amount(GMV) generated by users who clicked on ads

The spend is calculated at a pre-agreed percentage(%) of all revenue generated from nap cps ads and it guarantees **a stable ROAS and high ROI.**



#### Open-market commerce reference

nap cps advertised for the likes of Coupang, Gmarket for as long as 3 consecutive years



#### Proprietary AI targeting

Proprietary AI algorithms combined with KT Nasmedia DMP allow for enhanced user targeting and predicts products users will most likely purchase

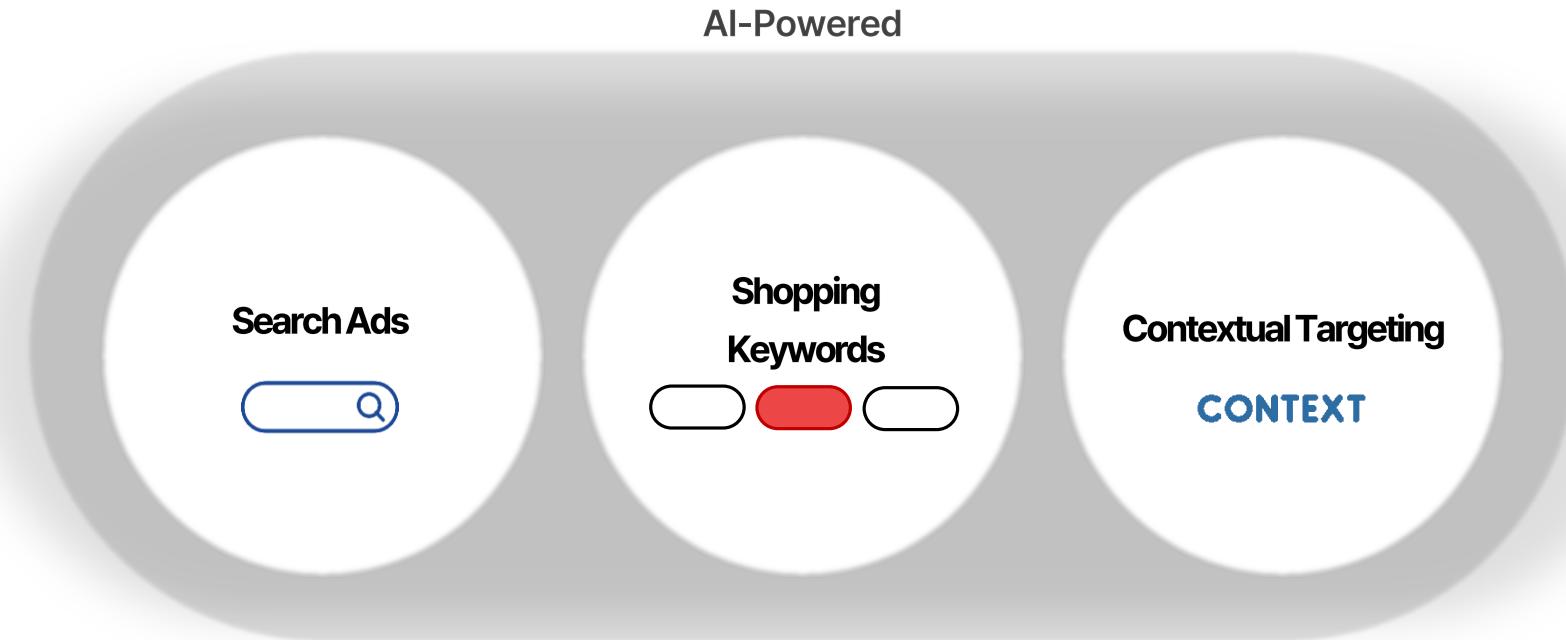


#### Curates tailored media mix that meets clients' KPIs

nap cps buys all types of traffic ranging from CPC,CPCV,CPP,cps to boost UV and GMV

# cps Targeting Model

#Proprietary targeting model designed to maximize purchase conversions



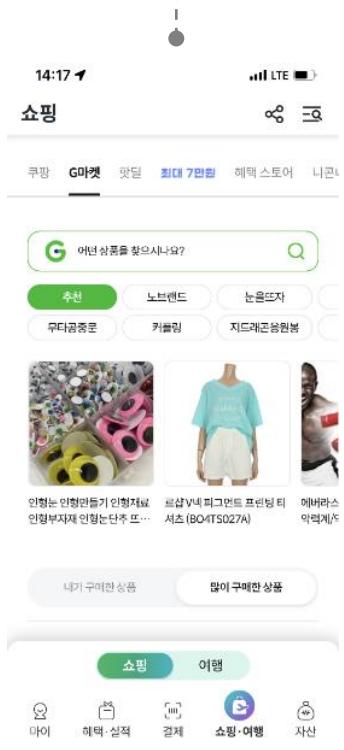
Leverages users' real-time purchase-related actions to recommend products relevant to the keywords they searched directly

Uses real-time shopping trends and user personalization data to generate keywords based on the user's ADID, gender, and age

Identifies related categories by analyzing ad placement content

# cps Product: Content-Based

## Recommended Products/Keywords



Diverse types of ad campaigns designed to drive purchases

Drives traffic and conversions by analyzing user purchase patterns and serving highly relevant products

Leverage 1st-party data to deliver more accurate and personalized ads

## Stamp



## Contextual Targeting

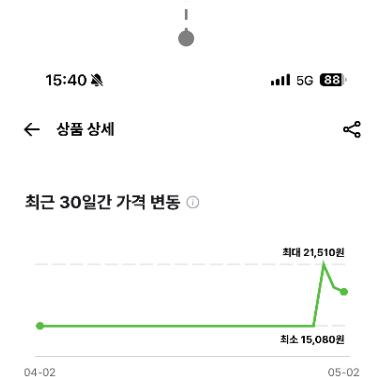
전시와 연계된 교육프로그램도 마련했다.  
전시를 관람하고 손으로 만지고 표현하는 활동을 경험할 수 있다.

김성희 국립현대미술관장은 "이번 전시는 1994년 과천관에서 열린 '한국 현대도예 30년' 전 이후 30년 만에 선보이는 한국 도자공예를 개괄하는 대규모 전시"라며 "그간 미비했던 한국 현대 도자사를 정립하고 도자공예를 바라보는 새로운 시각이 확장되는 계기가 되기를 바란다"고 전했다.

rsunjun@fnnews.com 유선준 기자



## Lowest Price Alerts



이런 상품은 적립이 안돼요

상품권/티켓/쿠폰, 도서/음반, 꽃, 여행, 수입명품, 모바일(휴대기기), 태블릿, 중고거래 등

## Shopping Confirmation

- 실시간 가격과 다를 수 있으므로 구매 전 쇼핑몰에서 실제 가격을 꼭 확인해 주세요.
- 쇼핑몰 사정과 프로모션에 따라 가격 및 적립 혜택은 수시로 변경될 수 있습니다.
- 적립 금액은 쿠폰, 포인트, 배송비, 할인 혜택, 부가세를 제외한 금액 기준으로 적립됩니다.
- 페이북 G마켓 최저가 최대 1.08% 머니 적립에 한해 적용되오니 G마켓으로 사리가기

# cps Product: Banner-Based

**DA Banner**



**Event Page**



Custom landing URLs provided such as home, special promotion, or specific product pages

Banners tailored to the tone of the advertiser and media  
Bridge pages for special events can also be supported

Offer banner customization based on user-preferred product categories

**nap** reward

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# reward Service

# Achieve your KPIs with AI-based reward ads

## Direct Participation

- ✓ Engage participation by direct exposure of campaigns from various medias
- ✓ Audience Targeting based on user information and participation history
- ✓ User Targeting by campaigns estimated for high participation rate



Participation encouragement through reward

Advertisements recognized as events through user-friendly UI

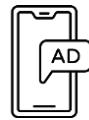
## Selective / Active Participation

- ✓ User selection and decision for participation
- ✓ Active participation to achieve rewards
- ✓ Higher participation than normal ads due to reward provision

# reward Features

## #Data-driven campaign optimization

### Suggested Ad Products



We propose the most suitable campaign types based on past ad data to effectively meet advertiser needs and accelerate KPI achievement.

### Using Nasmedia Data



We leverage years of user engagement data to run precise audience targeting and maximize ad participation.

### Advanced Data Analysis



By analyzing user behavior patterns in detail, we optimize campaign performance, increase retention, and secure high-quality users.

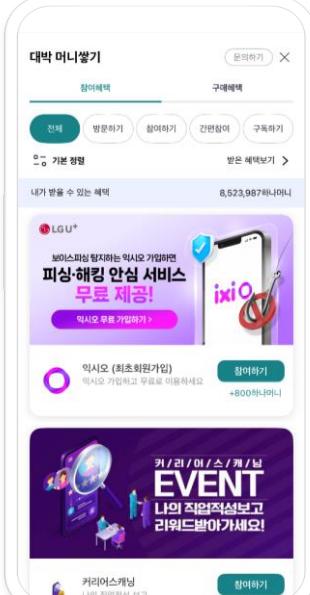
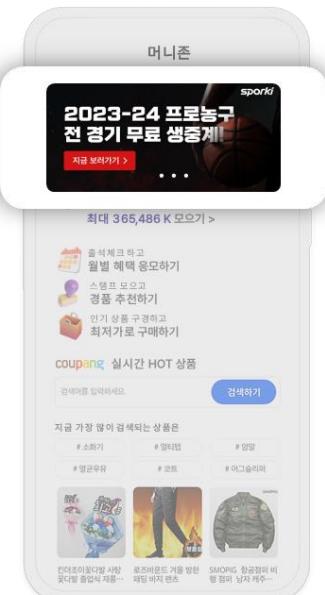
# Types of reward

# Provision of various campaign types for KPI achievement

## Impression-Based

### CPM/CPCV

From impressions to clicks and visits  
Campaign types categorized by user entry point



### CPI/CPE/CPA

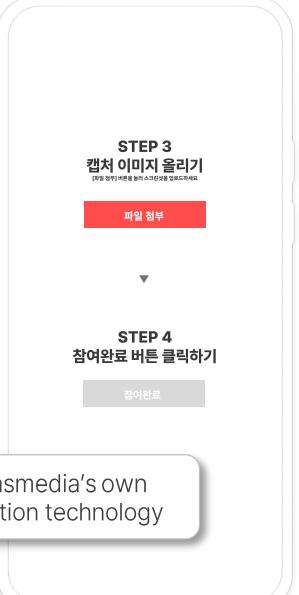
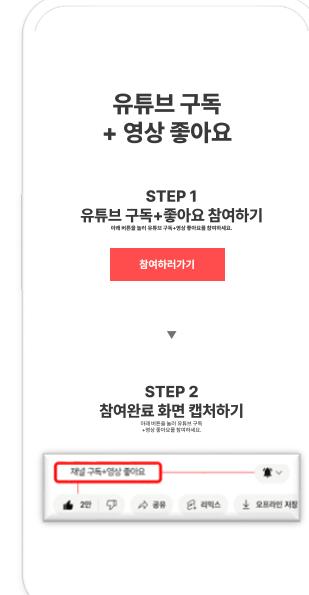
From app installs to in-app actions  
Supports a wide range of advertiser KPIs



## Action-Based

### CPSNS

SNS subscription,  
Drive high conversion rates in a short period of time



nap reward

# User-Friendly Ads with Optimized Offerwall UI/UX

## Carousel

Lower entry barriers to increase user participation

## List

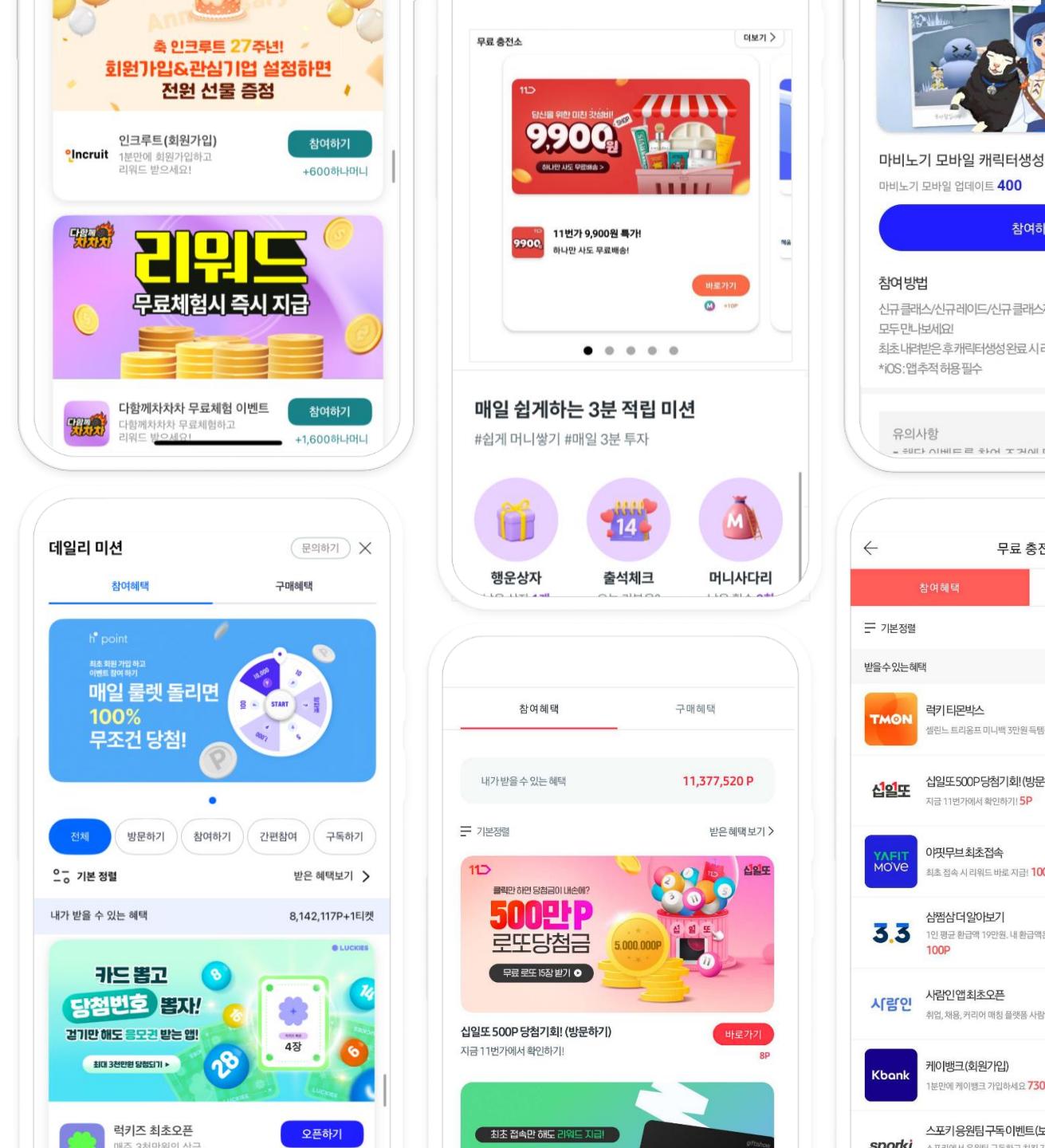
Expand the range of ads shown to users

## Native

Maximize users' brand experience through ads

## Point View

Show available rewards at the top or bottom of the offerwall



**nop**<sub>nr</sub>

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# non-reward Service

# AI-powered non-reward service to Acquire users while achieving all-round performance.

## What is NCPI/NCPA?

A pricing model that charges per user acquired through ad-driven conversions

Effectively drives actions aligned with advertiser KPIs,  
such as app installs and user sign-ups.



### Global reach

Largest coverage of global inventory with more than  
100 major networks integrations



### Direct publisher traffic-based marketing

Various traffic inventory(DA/Affiliate/Emulator/Video)  
Largest coverage of media in various verticals (Games,  
Commerce, etc.)

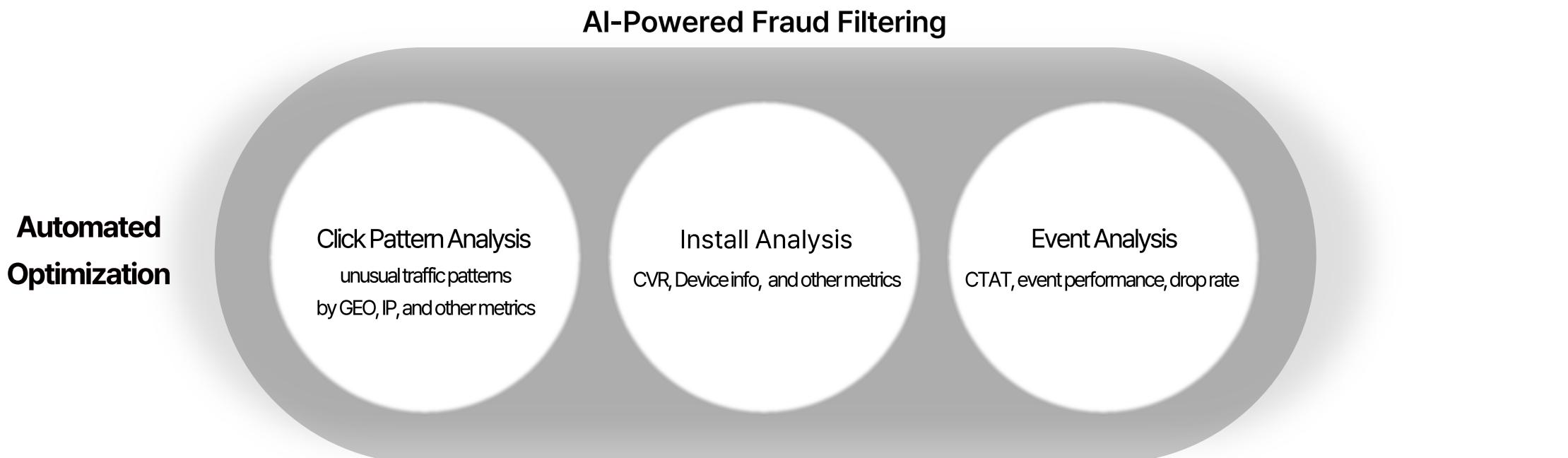


### AI-based real-time Fraud Prevention

Media optimization to achieve the best performance to  
meet the advertiser KPIs while keeping the costs low

## non-reward Features

# Provides the best optimization based on client's KPI



**Only installs from verified clean traffic are billed.**

# non-reward Products

Pre-Registration



NCPI (Install)



NCPA (Action)



From web pre-registration to app launch campaigns,  
Simplified campaign management and billing with nap's all-in-one solution

Web: nap provides scripts  
App: Supports MMP integration

Up to 5 creatives can be rotated (\*individual creative tracking is not supported),  
and both banner and video creatives are supported

Optimization can be tailored to specific post-conversion events,  
if provided



## Contact Us

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adx/ssp | [nap\\_Adx@nasmedia.co.kr](mailto:nap_Adx@nasmedia.co.kr)

reward/nr | [nap\\_Perf@nasmedia.co.kr](mailto:nap_Perf@nasmedia.co.kr)  
cps | [nap\\_Cps@nasmedia.co.kr](mailto:nap_Cps@nasmedia.co.kr)