

ADPACKER

Nasmedia Mobile DSP

nasmedia

2017.04

Nasmedia is the answer

nasmedia

Our Own Proprietary Platforms

PROMOTE YOUR APPS



- No.1 non incent CPI platform in Korea
- Listed on 'APAC TOP 15 partners' by TUNE
- Deliver a million installs per day globally

REACH YOUR AUDIENCE



- Korea's No.1 Mobile DSP
- Provides specific audience targeting based on our own DMP
- Re-targeting through audience data from our DMP and 3rd party data

EXCHANGE YOUR VALUE



- RTB based mobile ad exchange
- Integrated with various global DSPs & SSPs
- Provides user information and traffic in real-time to demand and supply

adpacker RTB based Mobile DSP platform

Adpacker is Korea's No.1 DSP for the advertiser.
It provides effective audience targeting with proprietary DMP and
conducts app user re-marketing via tracking platform.



REACH YOUR AUDIENCE !



Enables your ads to reach audience most suitable for your campaign with our precise targeting technology.



Coverage

Provides large coverage of inventory by connecting various SSP platform and AD Exchange



Targeting

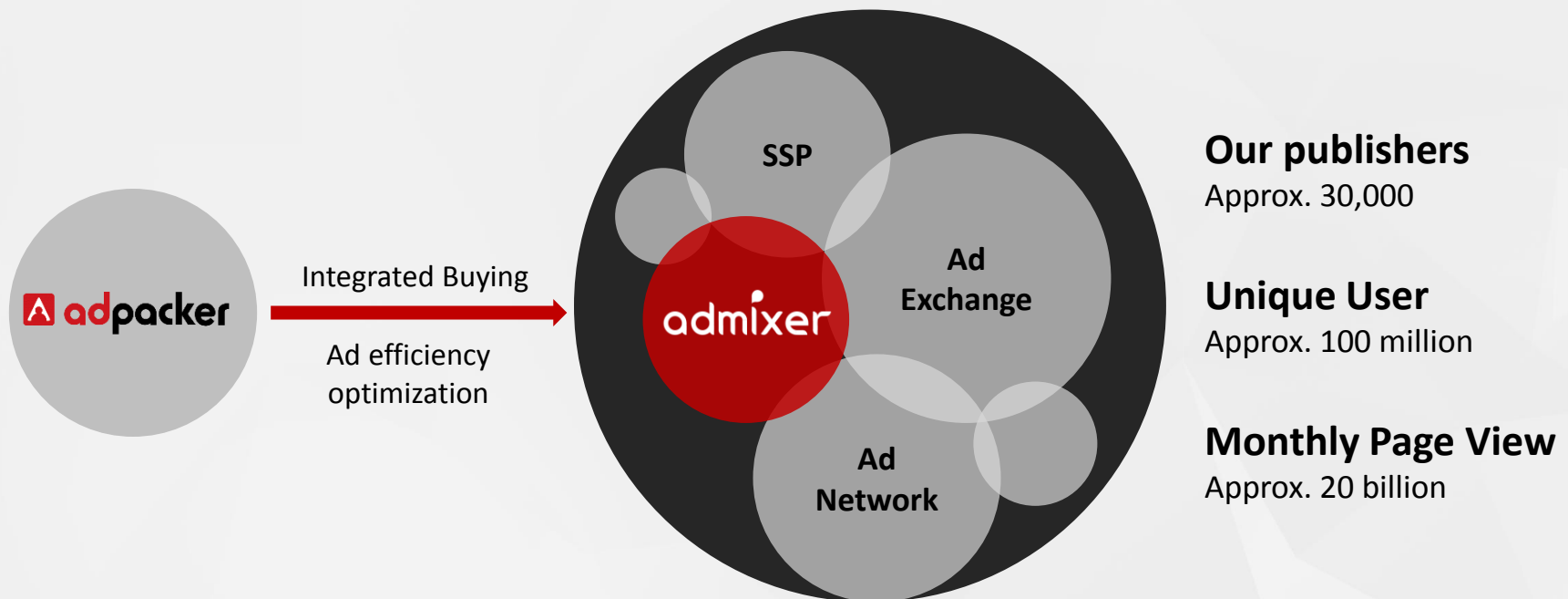


Tracking

Offers the most efficient optimization

Coverage

Thanks to our domestic and abroad partners such as exchange, SSP and other directly integrated publisher, our current coverage consists of **30,000 publisher partners & 20 bil. monthly PVs.**



Targeting

Target your ads on most suitable media and audience, with precise audience targeting technology based on our own DMP.



**3rd party tracking,
DMP**

In-app User Data
Login, Shopping Cart, Purchase

Precise Targeting

Targeting

Basic Targeting

It is possible to be applied with other targeting options



OS



TIME



App De-Targeting



DEVICE



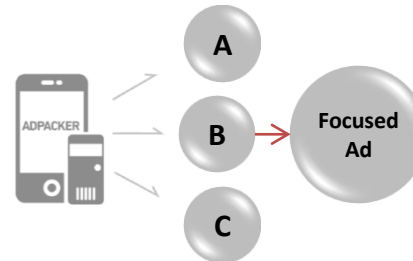
TELCO



CATEGORY

Auto Targeting

Media Optimization



- Testing efficiency of all media
- Adjusting ad impression around media with high reaction rate

Interest Targeting

Audience interest targeting based on personalized data



- Classifying audience interest to 12 categories based on user's action
- Ad impression around user with the highest interest by industry and purpose of advertiser's campaign.

Targeting

Package Targeting

Targeting on a specific app installer/non-installer

Adpacker DMP



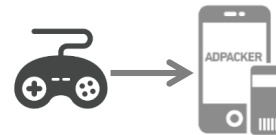
App non-installer
← Securing new users



App installer
← Inducing purchase, Promotion

Personal Targeting

Targeting on specific audience you want



GAID/IDFA provided by advertisers



Saving user information on own DMP



Check whether user is target or not when ad request



Ad impression to only target user

Re-Targeting

Re-targeting based on user's event postback data

• Target only on users have individual's shopping history

3rd party Tracking Solution



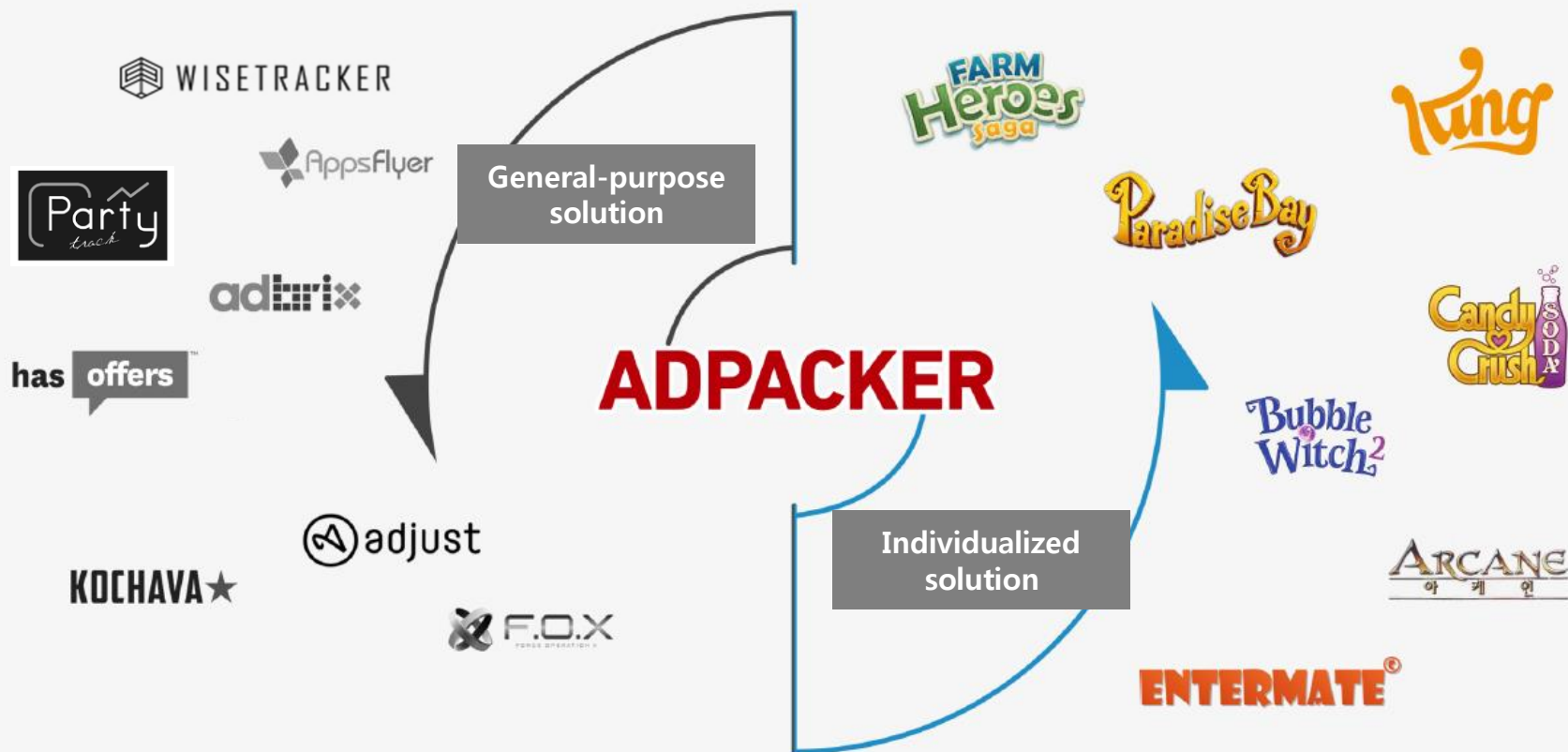
The completion of purchase :
Impression of new product banner



Non-installer :
No ad impression

Easy Tracking Support

ADpacker is integrated with most 3rd party tracking partners and also supports each advertiser's tracking solution.



Useful Features

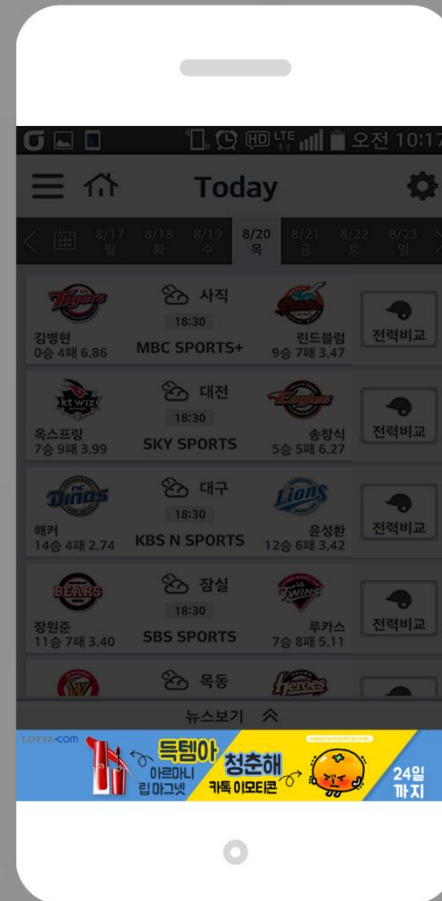
ADpacker supports various convenient functions for maximizing campaign's efficiency.



AD TYPE : IMAGE

Full Banner

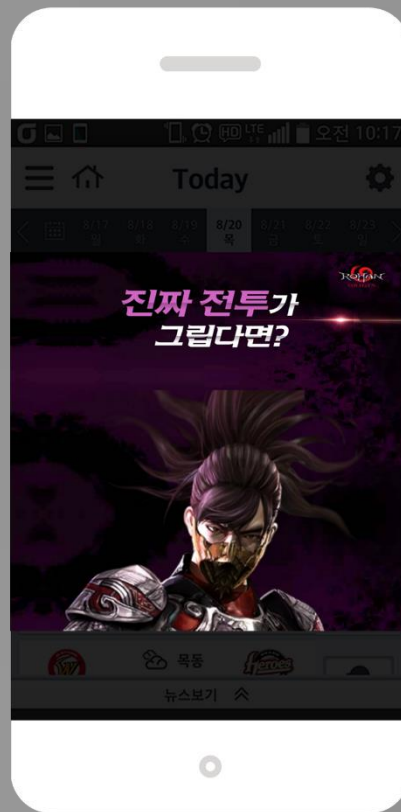
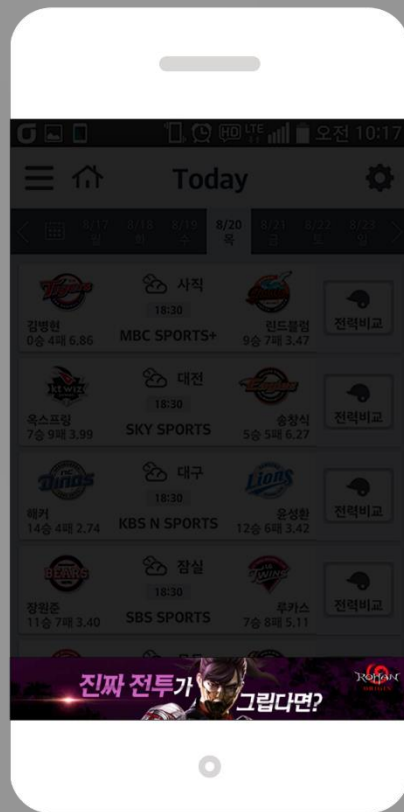
- CPC/CPM
- Focused APP
- size : 320*480



Standard Banner

- CPC
- Rolling Ads : maximum 3 cut
- Support animating(.gif)
- size : 320*50

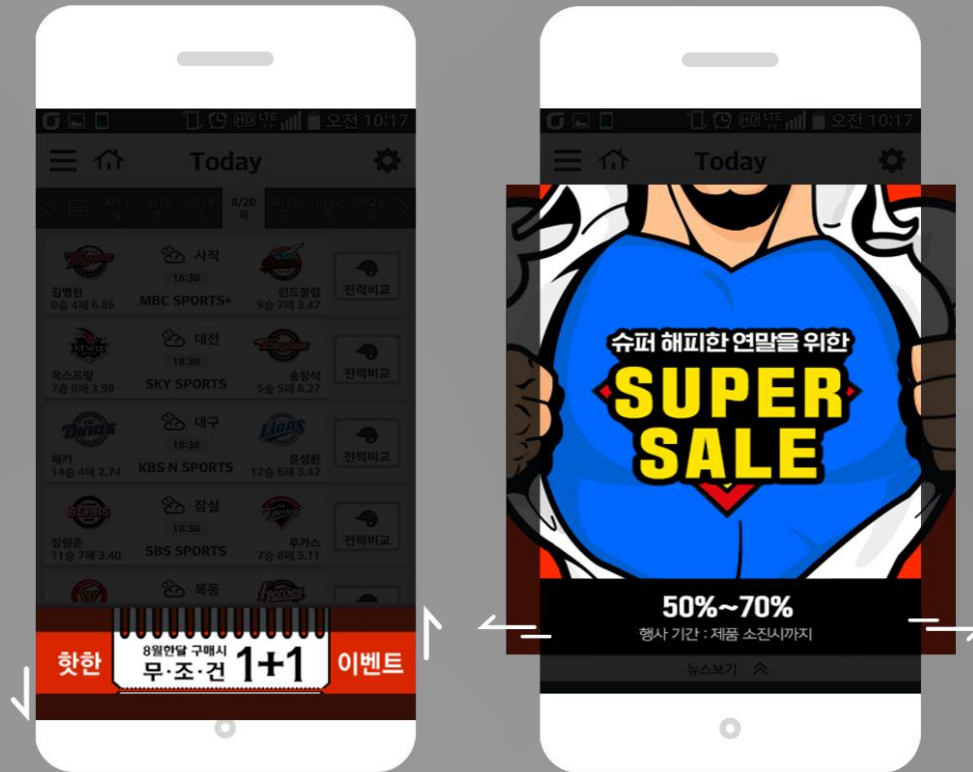
AD TYPE : VIDEO



VIDEO

- CPC
- Playtime : 5 Second
- support format : mp4 / swf
- size : 320*50, 320*250, 320*480

AD TYPE : MOVING

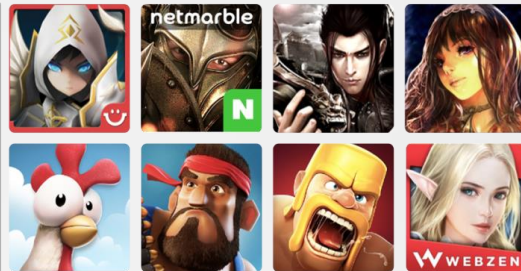


MOVING

- CPC
- It consists of the background image moving 5px each up and down, and the transparent image fixed on the entire banner area
- Branding campaign logos, game campaign items, commercial campaign product images, etc. can be highlighted as fixed images
- size : 320*50, 320*250, 320*480

Adpucker has worked with over 500 clients incl. game, commerce, etc.

- Adpucker offers various targeting options for achieving advertiser's KPI.
- Our know-hows for managing campaign are satisfying Adpucker's clients.





Reach Your Audience

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