

Data driven,
No.1 Performance marketing group

ECHO)))MARKETING®

COMPANY OVERVIEW

- **Founded in 2003**
- **Provides Digital Marketing Services in Korea and Internationally**
- **Offers mobile, search, contents, and Facebook marketing services, as well as GDN and Youtube, Google Analytics consulting services**

FINANCIAL FIGURES

Stock Information (as of March 15th 2019)

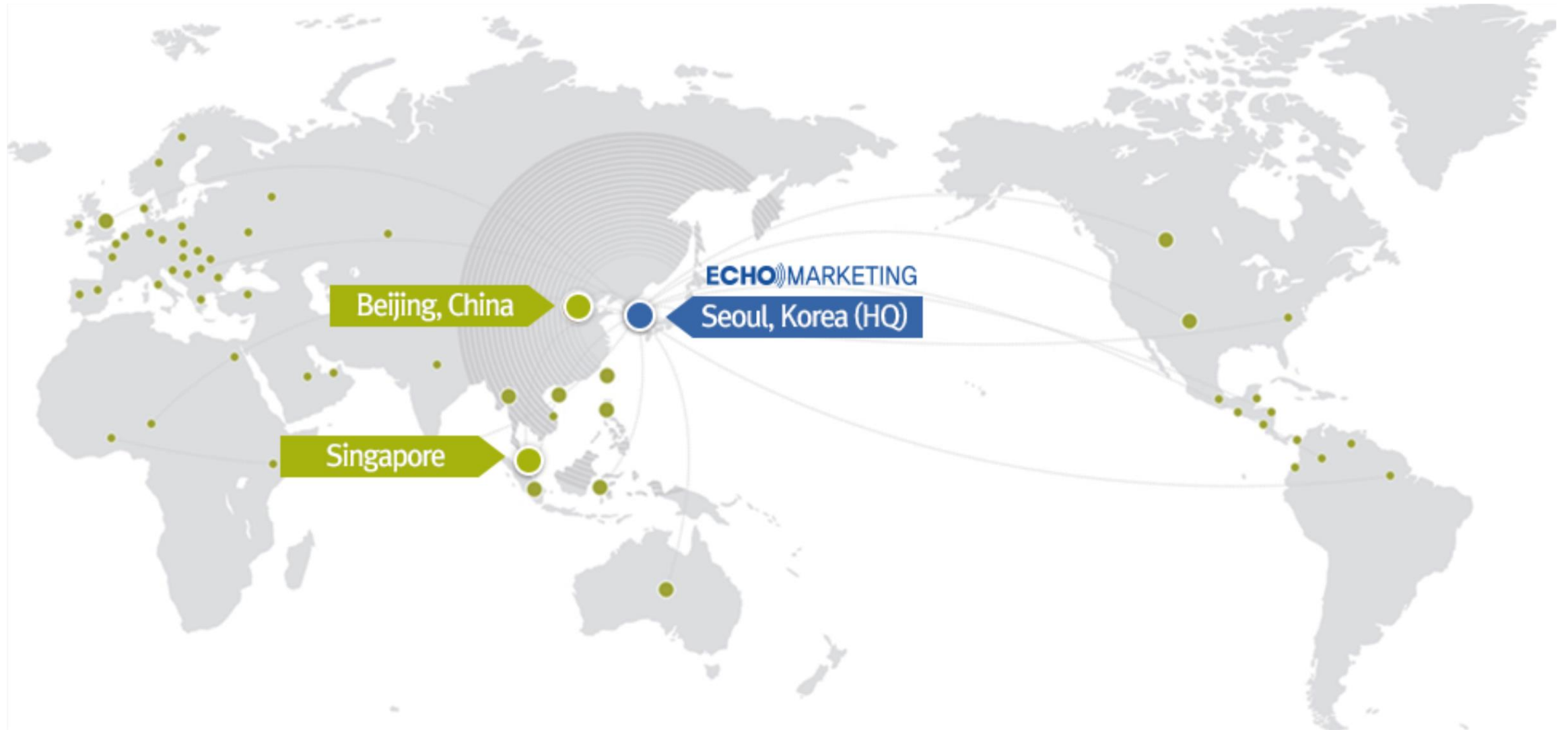
KOSDAQ	Change (% Chg)	Prev Close	Day's High	Volume	52-wk High
		KRW 23,950.00	KRW 25,250.00	449,167	KRW 25,250.00
<u>24,050.00 KRW</u>	KRW 100.00 (+0.42%)	Open	Day's Low	Avg. Vol	52-wk Low
		KRW 23,800.00	KRW 22,400.00	199,642	KRW 8,820.00
Market Cap (Mil.):	<u>KRW 387,964.50</u>				

ORGANAZATIONAL STRUCTURE

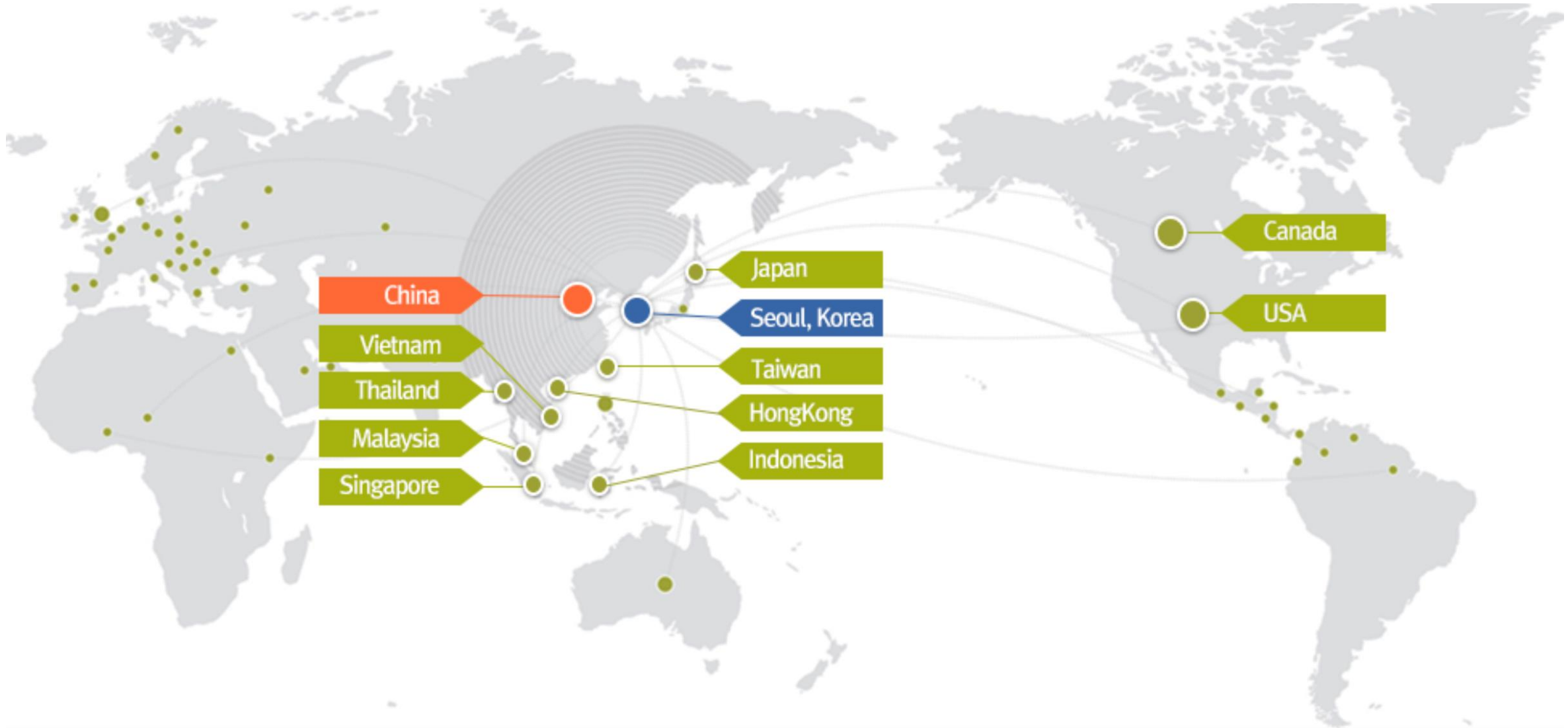
“EchoMarketing is consist of 150 Outperforming Digital Marketing Experts”



OFFICE LOCATION



GLOBAL PRESENCE

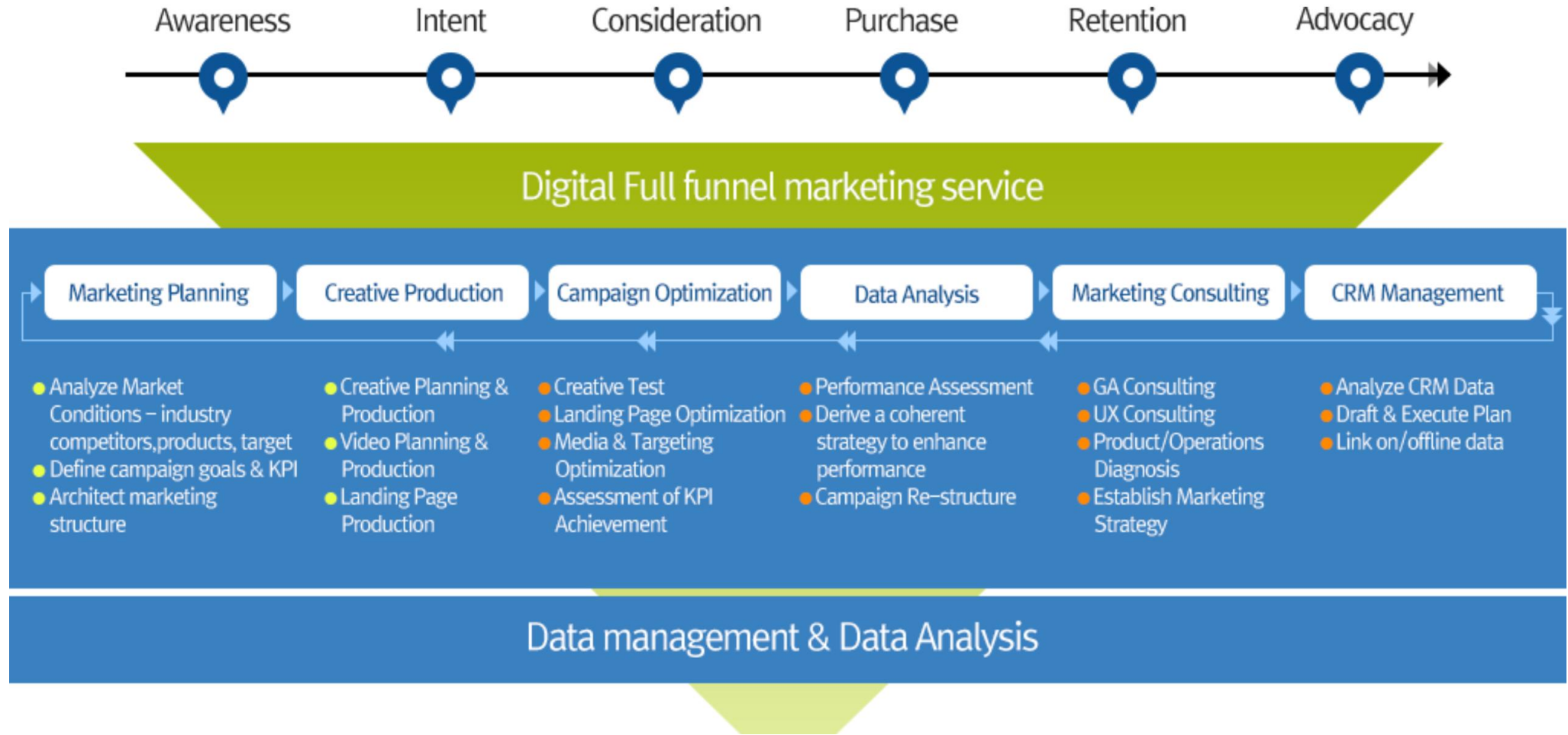


Who We Are?

Mission Statement:

“We only Focus on Growing your Business. Therefore, the sales growth of our customers is the growth of ECHOMARKETING.”

Who We Are: Full Funnel Service



Who We Are: Full Funnel Service

“Best marketing solutions to meet our customers’ sales growth targets”

Performance
Analytics



Search marketing
Management



Creative
Optimizer



Marketing
Automation



Customer Value
Management



Examples of What We Do: Mobile Marketing



SUCCESSFUL CAMPAIGNS [Mobile]



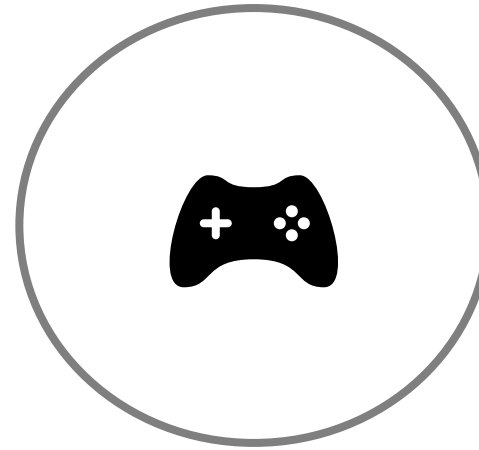
W Home Shopping

Acquired 20,000,000 App. Users



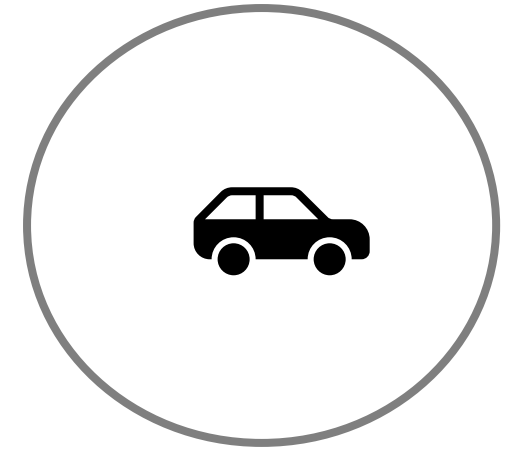
X Brand Mall

↑ Mobile Sales by x 3.5



Y RPG Game

↑ Unique Users by 300%



Z Car Sharing

↓ Customer Acquisition Cost by 1/2

Examples of What We Do: Facebook Marketing

1. Design Performance Campaign based on Real Identity information entered by Facebook users

2. Implementation of Native Ads and Multivariate Test to DOUBLE the accurate targeting result of Facebook Ads

3. Optimization of Facebook Ads in Short-term (increase performance and efficiency)

SUCCESSFUL CAMPAIGNS [Facebook]



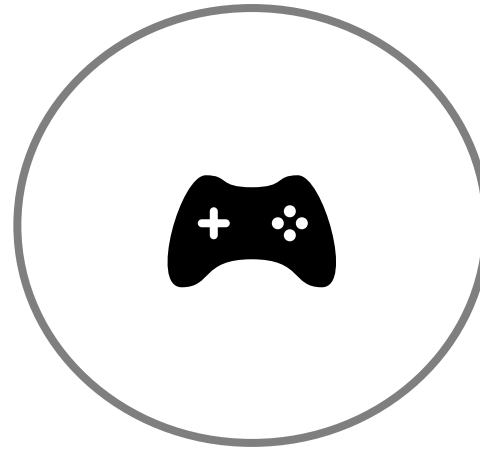
A Commerce

Acquired App. Users through
Personalized Facebook
Marketing Campaigns



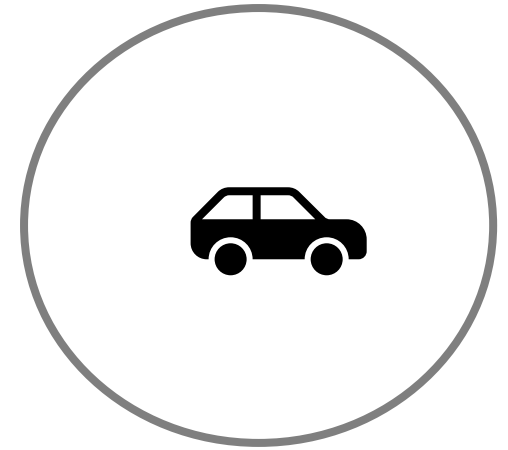
B Service

Acquisition of new
members through
detailed Facebook
User Management



Y Life Insurance

Exceptional Marketing
Performance compared
to its Mobile Search Ads



Z Car Sharing

Maintaining 1st position in Korean
Car Sharing Market

“Your Success is Our Success!”

**※ *All contents were prepared by Hire Diversity
to assist your application process for
EchoMarketing.***

- Hirediversity.kr -