

# nap DSP



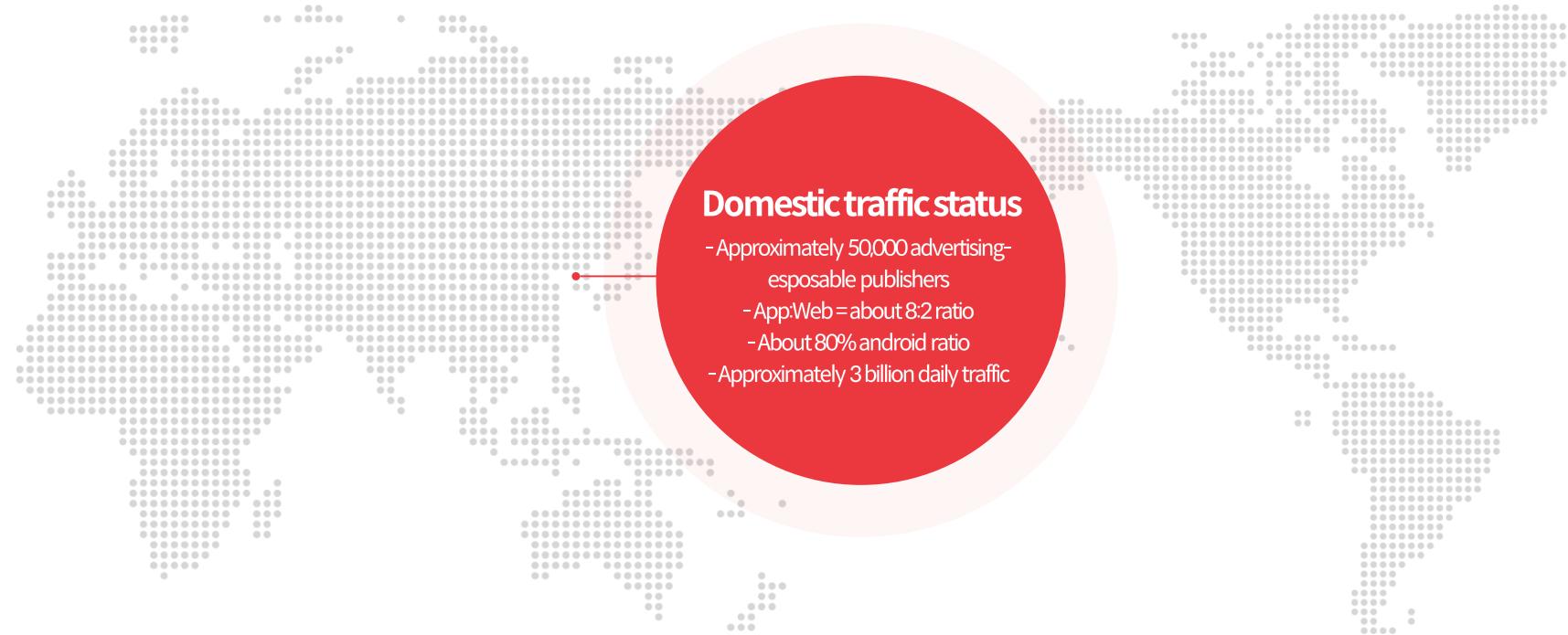
**kt** nasmedia

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# NAP DSP

The first RTB based programmatic DSP platform  
in Korea

- Securing the largest traffic volume in the APAC region is possible
- Various campaigns can be executed in APAC countries including Korea, Japan, Singapore, Thailand, and Vietnam
  - └ For other countries, a pre-check is required before execution (due to privacy protection laws such as GDPR, COPPA, etc)
- [Click here](#) to access the list of representative media and publishers.



**nap DSP** is a platform that can secure the widest coverage in audience-targeting-based marketing.

# NAP DSP

Know-How for running various campaigns in diverse industries and KPI goals

- Having numerous advertising campaign execution history based on brand safety
- Running ROAS KPI shopping campaigns re-engagement KPI game campaigns as long-term advertisement
- Providing detailed proposals tailored to specific purposes including audience-targeted customized campaigns

Global	E-Commerce	Telecom	Game	Fashion & Beauty	HPC	Food & Drink
				ESTĒE LAUDER		
			netmarble			PARIS BAGUETTE
			kakaogames			
						

# NAP DSP

All-inclusive(all ad formats and products)

- Support for all existing ad formats such as image banners, native ads, script banners, dynamic ads, and video ads.
- Audience-targeted DSP with DMP targeting, keyword targeting, feed-based retargeting, ADID targeting, interest targeting, etc.
- Sophisticated targeting proposal depending on each advertisers' KPI(branding / re-engagement / UV / ROAS / UA etc.)
- Continuous platform optimization based on AD-TECH know-how acquired over many years, and AI&DATA collaboration with KT Convergence Technology Institute.

01 <b>AD FORMAT</b>
<ul style="list-style-type: none"><li>• Image Banner</li><li>• Native Banner</li><li>• Script Banner(3PAS)</li><li>• Dynamic Banner</li><li>• Video (Basic, Bumper ads, CTV)</li></ul>

02 <b>TARGETING</b>
<ul style="list-style-type: none"><li>• DMPs</li><li>• Keyword</li><li>• Re-Targeting</li><li>• ADID</li><li>• Interest</li></ul>

03 <b>KPI</b>
<ul style="list-style-type: none"><li>• Branding</li><li>• Re-Engagement</li><li>• UV</li><li>• ROAS</li><li>• Install</li></ul>

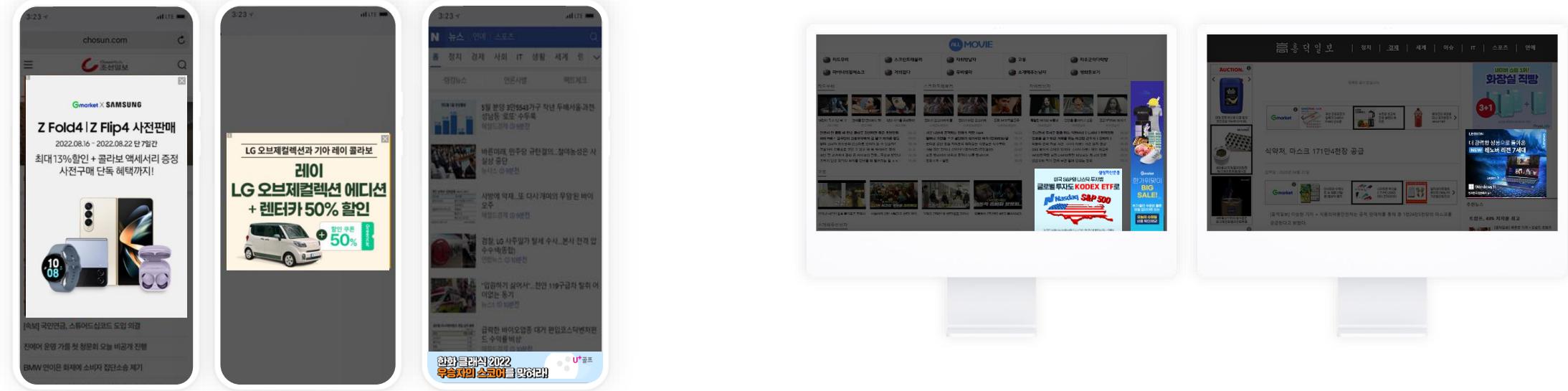
04 <b>TECH</b>
<ul style="list-style-type: none"><li>• AI &amp; DATA</li><li>• AD-TECH</li></ul>

# NAP DSP AD-FORMAT

Image / Native / Script / Dynamic / Video

# Display Banner

- All standard asset size of MO / PC IAB(Interactive Advertising Bureau) can be supported
- Assets that ran on other platforms are possible to use without additional size variation tasks



## <MO asset creation guide>

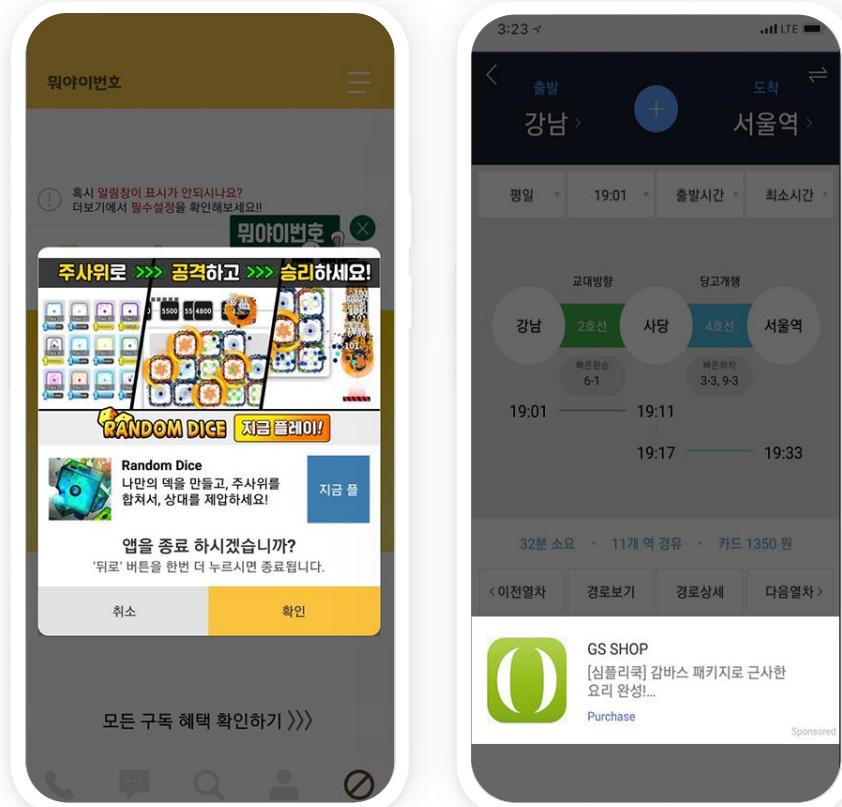
Product	Pixel	Size	Format
Standard	320*50 / 320*100	200 KB	jpg / png / gif
Half	300*250		
Interstitial	320*480		

## <PC asset creation guide>

Product	Pixel	Size	Format
Horizontal	970*90 / 728*90	200 KB	jpg / png
Square	300*250 / 250*250		
Vertical	160*600 / 120*600 / 300*600		

# Native Banner

- Customized ADs are implemented for each publishers, enabling targeted advertising through user-friendly UI configuration
- Assets that ran on other platforms are possible to use without additional size variation tasks

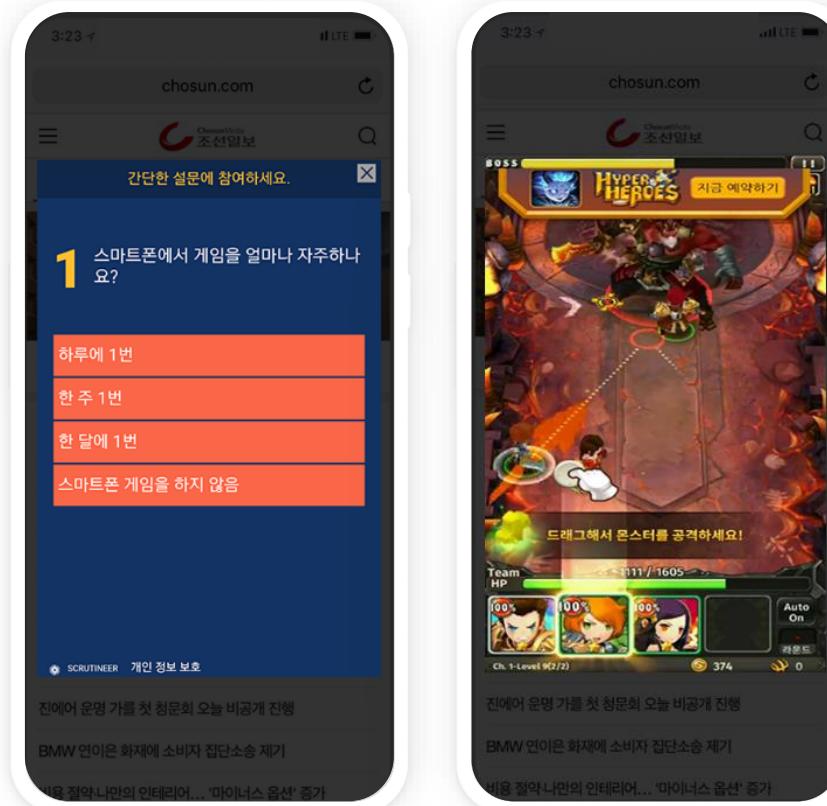


## <Native asset creation guide>

Asset	Pixel	Size	Format
Profile Name	-	20 bytes	txt
Title		200 bytes	
CTA text		100 bytes	
Icon	100*100	200 KB	jpg / png
Main Image	1200*627(1.9:1)		

# Script Banner

- Script banner in the form of HTML5 can be displayed
- Playable ads in MRAID format and 3rd Party Ad Serving(3PAS) based ads are supported

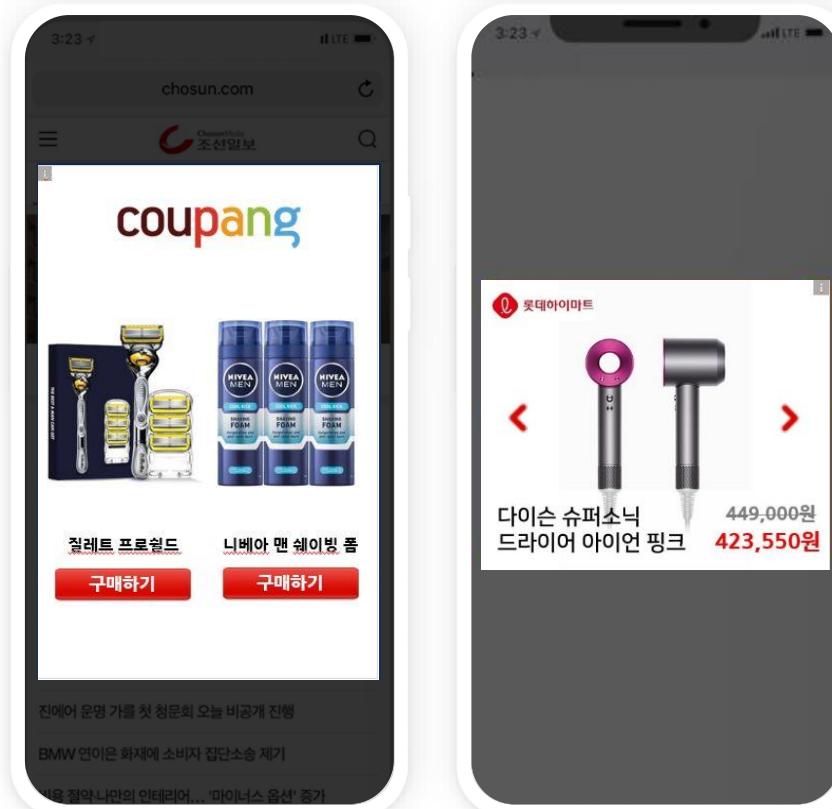


## Script asset creation guide

- Format: HTML5
- The testing of ad display and tracking functionality is necessary before start the campaign.

# Dynamic Banner

- DPA(Dynamic Product Ads) in the form of automated configuration based on the advertiser's feed and product recommendation logic
- Using all-post-back function of 3<sup>rd</sup> party tracker makes the targeted audiences get a stronger and more valuable message



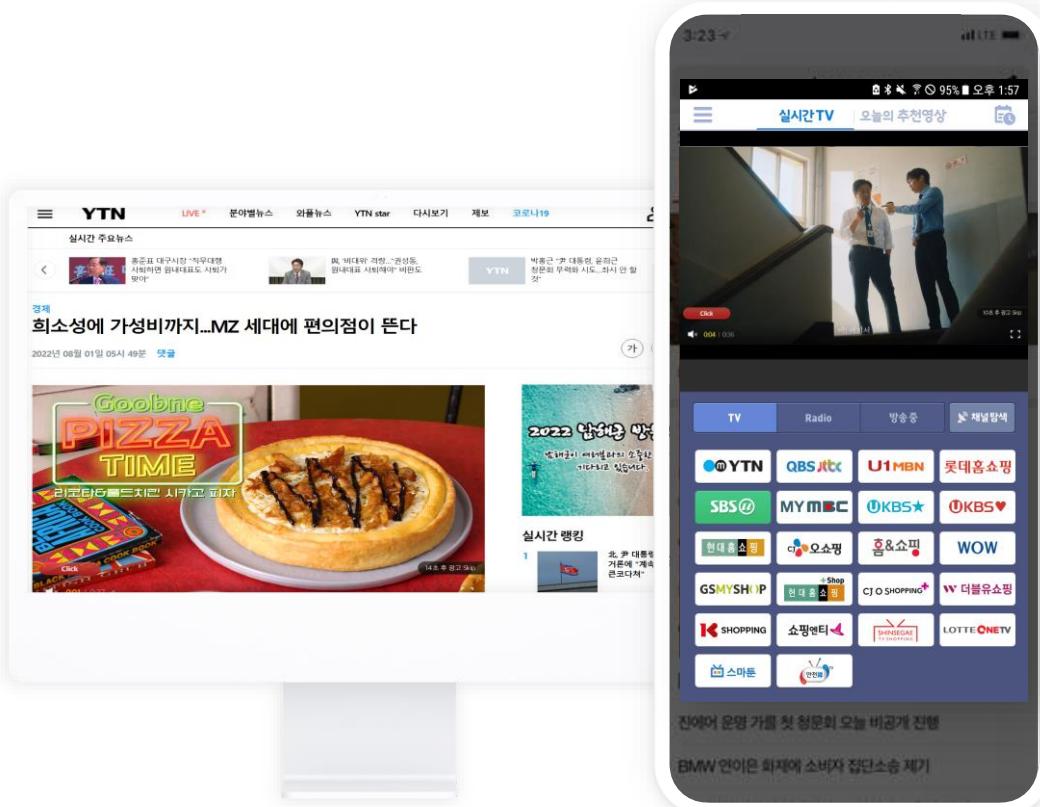
## Dynamic asset creation guide

### · Requirements

- EP URL : entire/summary feeds in .txt format and update cycle
- Display field value of price information in EP
- Advertiser's logo : 100x100 / jpg, png
- All-Post-back setting

# Video AD

- Customized ADs are implemented for each publishers, enabling targeted advertising through user-friendly UI configuration
- Assets that ran on other platforms are possible to use without additional size variation tasks



## <Video asset creation guide>

Product	Pixel	Codec	Format	Running Time	Frame Rate	Loudness	Size
Basic/ CTV	1920*1080	H.264/AVC, AVC/H.264, H.264/MPEG-4 AVC, MPEG-4/H.264 AVC	mp4	15'	29.97fps	24LKFS	2MB ~ 500MB
Bumper				5'~7'			500KB ~ 500MB

· Only basic product is available for ads longer than 15 seconds

# NAP DSP TARGETING

DMP / Keyword / Re-targeting / ADID / Interest / Basic Targeting(date, OS, time, device..etc)

**nqp DSP** offers the most suitable and sophisticated audience targeting for Korean market.

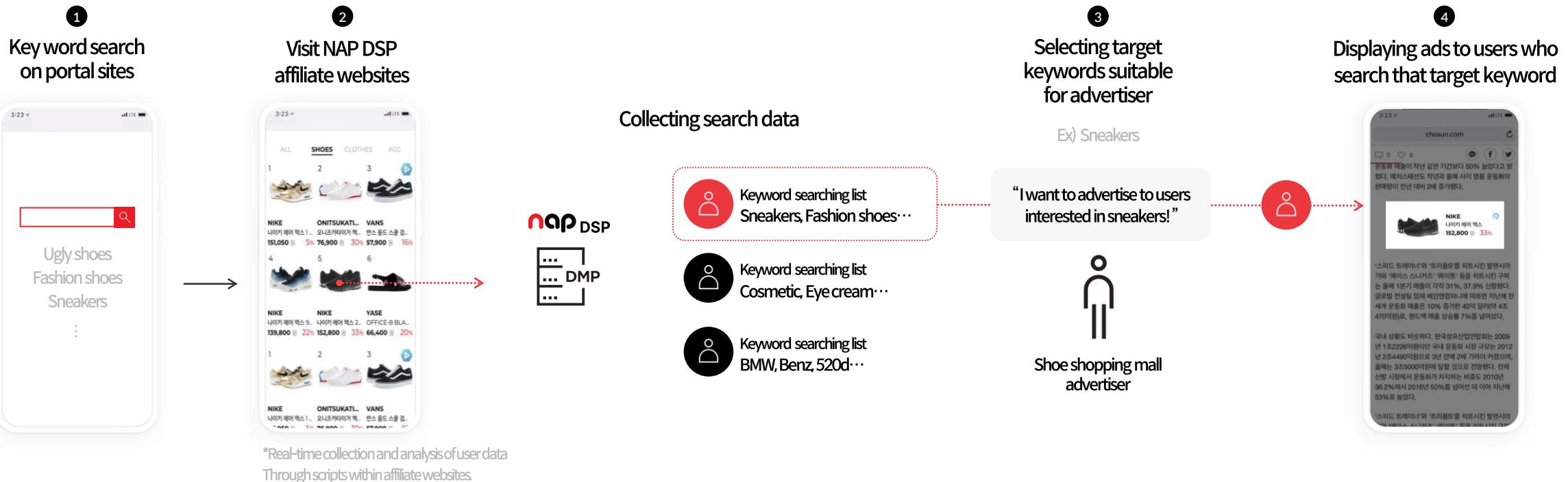
# DMP Targeting

- A DMP built on high-quality data collected through KT Nasmedia's mobile platform and affiliated companies
- Cross-analysis and targeting combination of on/offline behavioral histories based on various DMPs
- Accurate targeting to the right audience is possible by utilizing not only over 40 million unique user data collected from KT Nasmedia but also external DMPs' data

nasmedia (Response data-based)	SK planet (Lifestyle data-based)	TG360° Technologies, Inc. (Behavior data-based)	loplat (Location-based)	(Telecom data-based)
 Keyword search history  Visiting publishers history  Demo  Purchase history  Reacting data of previous campaigns	<ul style="list-style-type: none"> <li>· Basic segment Demographic and behavioral information-based</li> <li>· Segment plus Recommending high utility and frequently used segments for marketer</li> <li>· Custom segment Providing precise targeting by adjusting specific conditions such as criteria, duration, and frequency</li> </ul>	<ul style="list-style-type: none"> <li>· Online behavior data           <ul style="list-style-type: none"> <li>· Visiting web site history</li> <li>· App installation</li> <li>· Interest category</li> <li>· Keyword interest</li> <li>· Online payments</li> </ul> </li> <li>· Offline behavior data           <ul style="list-style-type: none"> <li>· Visiting history</li> <li>· Purchase history</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>· WIFI fingerprint           <ul style="list-style-type: none"> <li>· More accurately recognizes indoor store visits than GPS.</li> <li>· Possesses technology and infrastructure to recognize by distinguishing floors for approximately 700,000 stores nationwide</li> </ul> </li> <li>· Segment categorizing           <ul style="list-style-type: none"> <li>· Approximately 2 billion monthly store visit data processing</li> <li>· Reflecting 230 industries categories</li> <li>· Tagging of over 1,230 major domestic brands</li> </ul> </li> </ul>	<p>Under negotiation for integration with major telecommunication DMP, scheduled to be released soon</p>

# Keywords Targeting

- Targeting audience who searched for specific keywords on various domestic portal sites
- Maximizing campaign response rate through targeting based on the most recently searched keywords of interest

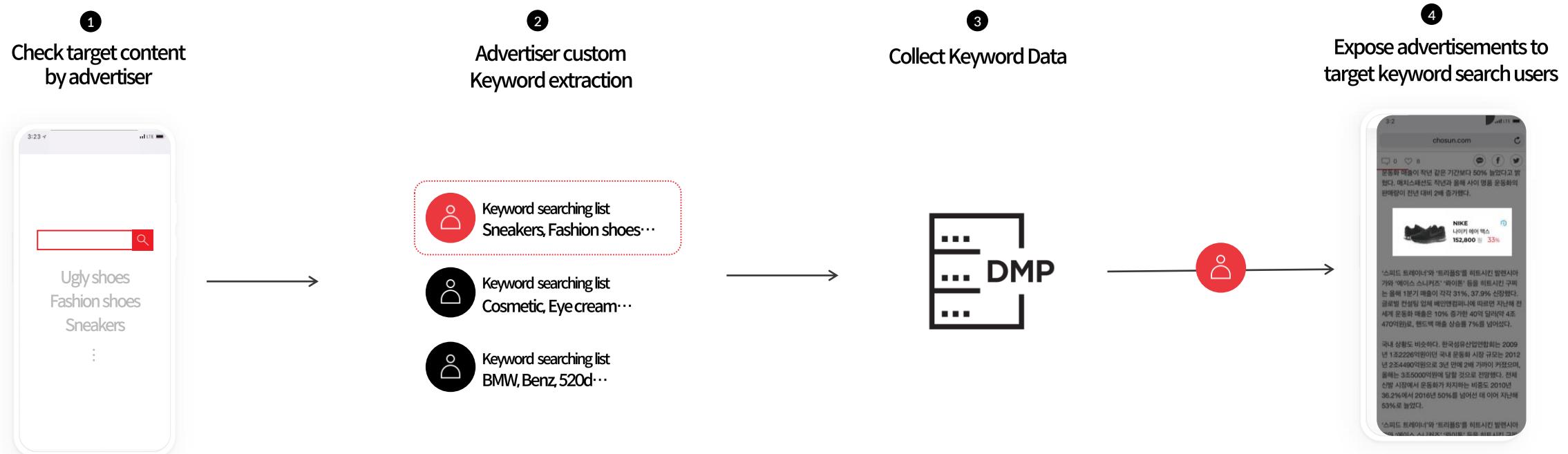


## Operation guide

- For advertisers with a history of search ad, we can target based on the keyword list that were used (Please provide us that keyword lists.)
  - For advertisers without that history, If you provide us with 2~3 representative keywords, we can target up to 1,000 keywords including related keywords.
- Ex) Representative keyword :sneakers / related keywords :running shoes, casual shoes, athletic shoe store, etc.

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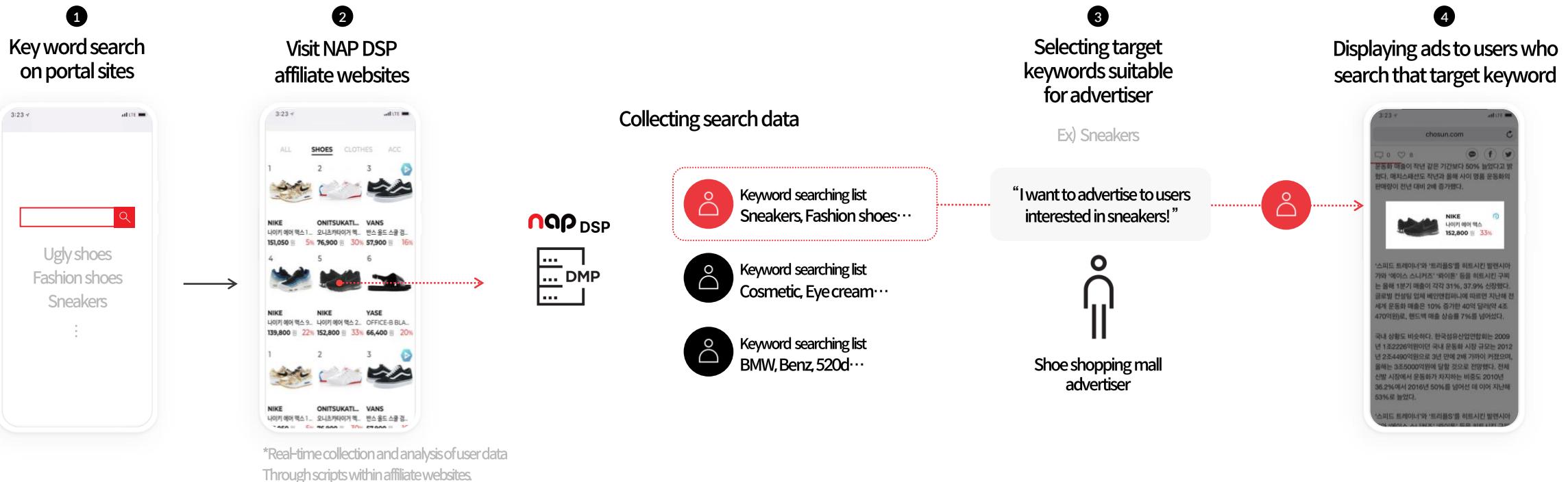


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# Re-Targeting

- Analyzing activities of users who have visited the advertiser's app to display personalized ads for each user
- By analyzing user activities and purchase patterns through big data algorithms, ROAS can be maximized by exposing the product that users are highly likely to purchase.
- Only sharing advertiser's EP URL and setting all post-back are necessary (Available 3<sup>rd</sup> party trackers: Appsflyer, Adbrix, Adbrix remaster)



## Operation guide

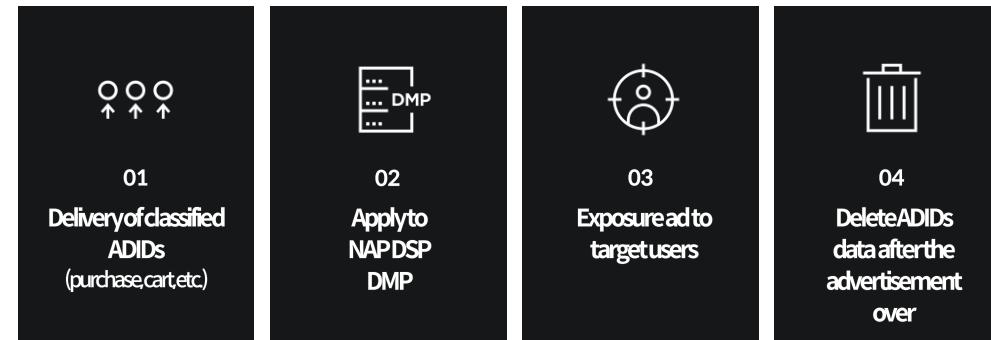
- APP landing campaign only
- Cost CPC, CPM
- All Post-back setting and sharing advertiser's EP URL are essential
- To minimize the period for gathering data in the early stages of the campaign and maximize conversion efficiency quickly, delivering ADID list will be a big help too.

# ADID Targeting

- Exposing ad only to the target users desired by advertiser
- Audience classification and customized ad exposure according to the campaign's purpose
- ADID targeting is available both for APP and Web devices based on the web-app mapping logic

## Details

- Based on a minimum spend requirement, over 200,000 ADIDs are needed
- Delivering ADIDs automatically through install/event post back of 3<sup>rd</sup> party trackers is available
- Applying a big data analysis system for web-app mapping



## Study case (e-Commerce)

- Campaign period : 6 months
- Target GAID: Users with purchase history (about 2million people)
- Average ROAS is more than 7000%



# Interest Targeting

- Analyze the mobile usage pattern of users within the last 30days and analyze audience tendencies with 23 categories based on the IAB standard
- Utilize NAP DSP DMP to reflect the user's most recent interests in real-time.

## Category Name

IAB1 Arts & Entertainment	IAB2 Automotive	IAB3 Business	IAB4 Careers
IAB5 Education	IAB6 Family & Parenting	IAB7 Health & Fitness	IAB8 Food & Drink
IAB9 Hobbies & Interests	IAB10 Home & Garden	IAB11 Law, Gov't & Politics	IAB12 News
IAB13 Personal Finance	IAB14 Society	IAB15 Science	IAB16 Pets
IAB17 Sports	IAB18 Style & Fashion	IAB19 Technology & Computing	IAB20 Travel
IAB21 Real Estate	IAB22 Shopping	IAB23 Religion & Spirituality	



IAB8 Food & Drink
IAB10 Home & Garden



**Targeting**

# Basic Targeting

- Basic targeting that can be applied to all campaigns
- Other targeting can be applied in conjunction



## Publisher category

- Targeting based on IAB categories
- Black / White list publishers targeting



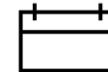
## Demo

- Specific gender and age group  
(10-year intervals)



## Telecom/Device

- Selectable specific telecommunication  
and device



## Frequency

- Exposure / click frequency can be  
set by duration or daily



## OS/Platform

- Android, iOS / App, Web



## Country/Language

- Global traffics including Korea



## Time/Day

- Selectable specific time and days
- Reservation scheduling



## Application

- AOS is only possible  
(Install, in-app events)

# NAP DSP KPI Case Study

Branding / Re-Engagement / UV ROAS / Install

# KPI 1 : Branding

<Optimization based on UV through UV script>

- Industry: Foods and Beverage
- Target: MF1020+ Users interested in newly released menu
- Product: NAP DSP & NAP DSP Video

## ① Target

- Branding and UV maximizing

**Food category interest**

**Generation Z  
(Zoomers)**

**Respondents with  
similar campaigns**

**Visitors of similar/ competitive  
brand websites**

**Users of  
food delivery apps**

## ② Targeting Details

- Users who have clicked on ads of similar/competitive brands

**NAP DSP  
DMP**

- Users interested in food & beverage based on keyword search data
- Audience group based on competitors in the same industry

- Highly engaged users for food delivery and food/beverage service

**Affiliated  
DMP**

- Users who search for and purchase food and beverage brands
- Audiences who use delivery-related apps

## ③ Operating Know-How

- Optimizing based on actual web page visit rate after ad clicks
- Separately running target groups focus on high efficiency



### Operating history for advertisement 'A'

**Exposing ads during specific time slots with  
high food delivery service usage volume**

**Real-time inventories optimization  
to achieve the CTR KPI**

**Continuously updating the target keyword list  
according to the advertising event cycle**



### Weekly average change in UV



# KPI 2: ROAS

<Maximizing ROAS through Re-Targeting>

- Industry: e-Commerce
- Target: Mobile heavy shoppers
- Product: NAP DSP

## ① Target

- Audience setting for maximizing ROAS

**Product view & cart item event users**

Purchase history

Click data

Visit history to large supermarkets

Visit history on online web shopping malls

## ② Targeting Details

- Re-exposing the products based on the user's in-app actions

**NAP D  
DMP**

- Creating high-conversion audience groups by using all post-back
- Audience groups who have made purchases from competitor's

- Payments history of highly engaged audiences

**Affiliated  
DMP**

- Users who searched for or purchased advertiser's main products
- Audiences who have similar industry apps

## ③ Operating Know-How

- Optimizing by **products / target groups / platforms** for CVR improvement
- Updating target contents and adjusting ad groups budget through real-time campaign monitoring

### 👤 Operating history for advertisement 'B'

**Excluding users who have cancelled orders several times within a certain period for increasing ROAS**

**Focusing on users who clicked on a product several times**

**Users who respond to household goods, beauty, and food ads have a high likelihood of making purchases**

### Weekly average change in ROAS



# KPI 3 : Install

<Optimization base on Installation post-back>

- Industry: Game
- Target: Users interested in games who have not installed the advertiser's app
- Product: NAP DSP

## ① Target

- UA of users who are interested in the game category, but do not have the app installed

**Game category interest**

**Excluding targeting for app users**

**Respondents within similar campaigns**

**In-app action users within other game apps**

**Visitors to PC cafes and game stores**

## ② Targeting Details

- Separating target groups by pre-launch/launch/post-launch phases

**Period**

- Pre-launch: optimization based on inflow and conversion script
- Launch campaign: encouraging UA using respondents of similar campaigns
- Post-launch: optimization based on in-app actions

- Targeting users without installation history or targeting dormant users

**Affiliated DMP**

- Users of the app  $\cap$  users who have similar game apps
- Retargeting dormant users within N days

## ③ Operating Know-How

- Performing granular optimization by **events/ ADIDs/ publishers** to increase conversion rate



### Operating history for advertisement 'C'

**Optimizing through installation of inflow/conversion scripts during the pre-launch period**

**Analyzing conversion rate by running various assets simultaneously**

**Applying video content categories such as dramas, movies, and personal broadcasts**

### Weekly average change in CPI and CPA

CPI  
CPA



# KPI 4 : UV maximizing

<Maximizing UV and inflow with low CPC>

- Industry: Heat mat/ Bedding/ Massage devices
- Target: Users interested in health
- Product: NAP DSP for UV

## ① Strategy

- Non-targeted marketing for maximizing UV and branding to the entire population

UV

Non- targeting

Diverse ad asset size

Exposing the ad on MO WEB, PC publishers

## ② Strategy Details

- Maximizing exposure and clicks at a low cost using MO WEB and PC traffics

- Maximizing clicks to drive high UV and increase brand awareness

## ③ Operating Know-How

- Boosting campaigns for brand awareness during promotion period, seasonal period, and new product release period
- Exposing various assets in different traffics, rolling multiple types of assets to reduce fatigue while increasing attention



### Operating history for advertisement 'D'

Tightening the frequency  
of ad impressions and clicks

Adjusting ad exposure time/day  
of the week based on efficiency

Boosting campaign during the fall/winter season in  
line with the launch of seasonal products

### The average change in quarterly expenditure budget



# KPI 5 : Re-Engagement

<Optimization base on in-app event post-back>

- Industry: Game
- Target: Users who have already used advertiser's app and dormant users
- Product: NAP DSP

## ① Target

- ADIDs of advertiser's game app users

**Separating the segments based  
on the in-app events of 3<sup>rd</sup>party tracker**

**Game related inventories  
targeting**

**White listing of high  
efficiency publishers**

**ADIDs of  
inactive users**

## ② Targeting Details

- Audience segments

**User  
actions**

- Segment dormant users based on specific periods
- Segment current active users based on the likelihood of being new level/server

- Re-Install / In APP Event efficiency

**Publishers**

- White listing of inventories depending on their efficiency

## ③ Operating Know-How

- Targeting and optimizing users by segment using ADIDs and in-app action-based
- Conducting granular optimization by events, target groups, and platforms to increase conversion efficiency

### 👤 Operating history for advertisement 'E'

**Adjusting budget allocation  
by advertising group based on efficiency**

**Maximizing re-engagement  
through white listing of inventories**

**Running with new data through  
weekly ADIDs segment updates**

### Weekly change in session events



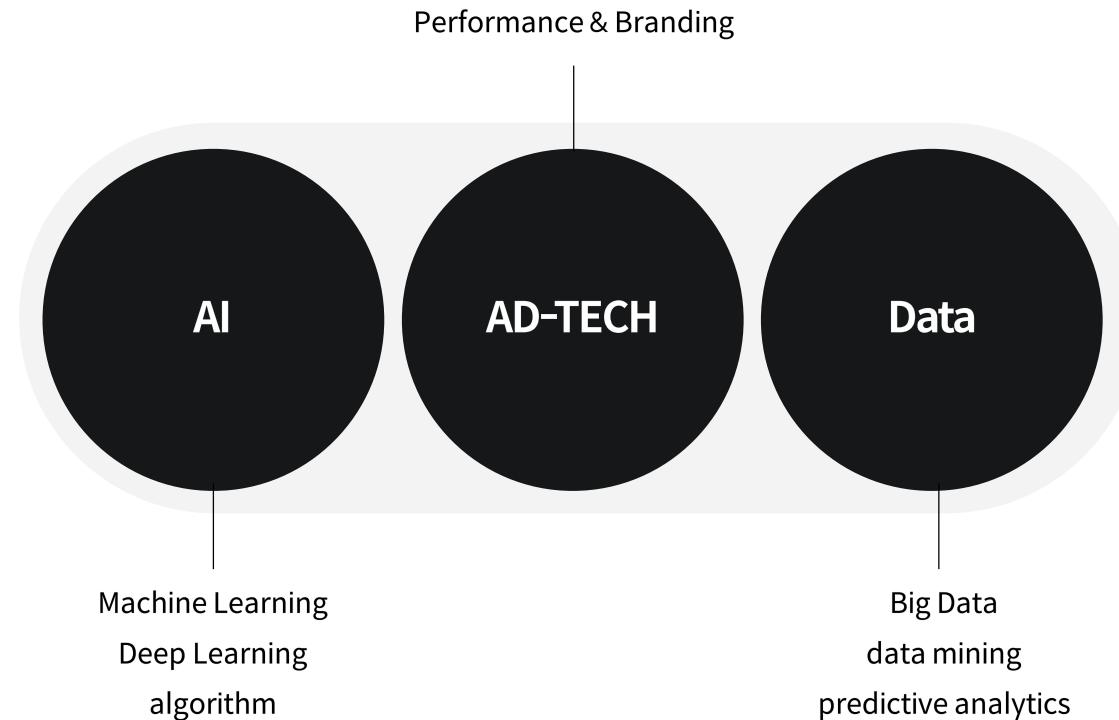
# NAP DSP TECH

AI & DATA / AD-TECH

# NAP DSP Tech

AI & DATA / AD-TECH

- Proceeding with continuous planform enhancement through the MOU for AI technology development for advertising business between KT Convergence Technology Institute and KT Nasmedia
- With AI-based machine learning technology, running more transparent and efficient campaigns is possible,
- Advertising effectiveness analysis and audience analysis reports from various perspectives through BIG-DATA



DATA INTELLIGENCE No.1

## Digital Marketing Platform Company

Nap\_DSP@nasmedia.co.kr

NAP DSP Team



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# Appendix. NAP DSP DMP Detail

Nasmedia(NAP DSP) DMP / TG360 / SKP DMP / Loplat

# NAP DSP DMP

## Nasmedia DMP

- Real-time targeting using the most recent audience history through data analysis based on KT Nasmedia's big data solution
- No.1 media buying and media planning company in Korea with a wide publisher network and professional media planning services
- One-stop advertising platform including DSP and Ad Exchange side based on ad tech

### Segment Category

#### ① Audience

- Specific audience with high relevance to campaign target

#### ② App Re-targeting

- Activated users with a history of visiting the advertiser's app

#### ③ Publisher targeting

- Specific publisher where the ad is being displayed

#### ④ Basic targeting

- Time, day / Telecom / OS / Platform / Devices

### Custom Segment Scenario



Users who have clicked on the mobile game campaigns

Users who have taken in-app actions in similar and competing games

Users who have searched for keywords related to similar and competing games

Users who have installed and completed specific in-app actions in the mobile games

- 1) Extracting custom segments through KT Nasmedia's past campaign (clicks, keyword search, in-app events, etc.)
- 2) Targeting mobile game enthusiasts based on their interest in the game during the pre-registration period before the release of the new mobile game.

# NAP DSP DMP

## TG 360°DMP Targeting

- Obtaining categorized and anonymized data from Korea's largest credit card companies, NAP DSP's own DSP, and other affiliates, and providing audience data as a result of algorithm processing
- Analyzing over 250TB+ $\alpha$  of online and offline user(anonymized) behavior data and data generated from 600,000 apps and 300,000 websites based on 6 billion PV per day

### Segment Category

#### ① Customer target audience

- Expand to all audiences, including demo, behavior/payment patterns, interest, and look-alike audiences

#### ② Seasonal target audience

- Organize Molecule's diverse online and offline data to fit marketing season and themes

### Custom Segment Scenario



Users who have made recent payments for marriage and wedding related products

Users who have searched for keywords related to airlines, travels, or honeymoon

Users who have made payments at on/offline duty-free shops

Users who have made payments at skincare or body management shops prior to their wedding

- 1) Targeting users interested in honeymoon travel, flight, accommodation, and package deal
- 2) To achieve this, extracting custom segments from TG360 Technologies' card payment history, recent search history, interests, and other relevant data points

# NAP DSP DMP

## SKP DMP Targeting

- Utilizing anonymized data collected from services of SK group companies, including SKT, 11st, and SKP, among others
- Providing segmented data in stages, and when the segment size is not enough, look alike audiences can be expanded through SKP DMP machine learning

### Segment Category

#### ① Shopping

- Searched product, viewed product, cart item

#### ② Destination

- Address (city/District), industry

#### ③ Portal contents

- News, communities

#### ④ Membership payment history

- T membership, syrup, OCB

### Custom Segment Scenario



Visitors to mobile phone repair centers within the last 90 days

Galaxy users who have been using previous models for more than N years

Mobile phone accessory purchasers and cart abandoners

A specific telecom brand membership users (SKT)

- 1) Extracting custom segments through SK group data such as shopping items, navigation, and membership point information, etc.
- 2) Targeting users interested in the latest mobile phone release promotion

# NAP DSP DMP

## Loplat DMP Targeting

- As the largest offline location data specialized company in Korea
- Converting coordinates (latitude, longitude) into data and estimating people's offline behavior, interests and intentions
- Commercializing Wi-Fi fingerprint technology and developing store-level location recognition technology to build a location infrastructure for more than 700,000 locations nationwide

### Segment Category

#### ① Basic Segment

- Segment of visitors to specific categories (such as convenience store, hypermarkets)
- Segment of visitors to specific regions / commercial areas

#### ② Extended Segment

- Segment of visitors to specific brands (such as Samsung digital plaza)
- Segment of visitors to specific stores (such as Starfield Hanam)

#### ③ Custom Segment

- Estimated residential segment
- Estimated workplace segment

### Custom Segment Scenario



Visitors to specific floors (categories) of department stores

Visitors to high-end car brand

Users estimated to resident in areas with ultra-high-end apartments

Users who have a history of continuously visiting commercial areas in Gangnam

- 1) To target high-income earners, conducting a sophisticated location-based targeting approach using specific visit history data, rather than a simple targeting which is the visitor of Gangnam
- 2) Analyzing differentiated information based on the visit history and conducting cross-analysis by targeting sources for precise location-based targeting

Digital Marketing Platform Company.



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