



No.1 Data Marketing Company

PLAYD



PLAY.D

# COMPANY

PlayD is a comprehensive online advertising agency that offers and serves integrated marketing based on data.

As a leader of data-driven integrated marketing agency, PlayD will provide distinguished services to meet client's needs.

PROFILE

HISTORY

ORGANIZATION



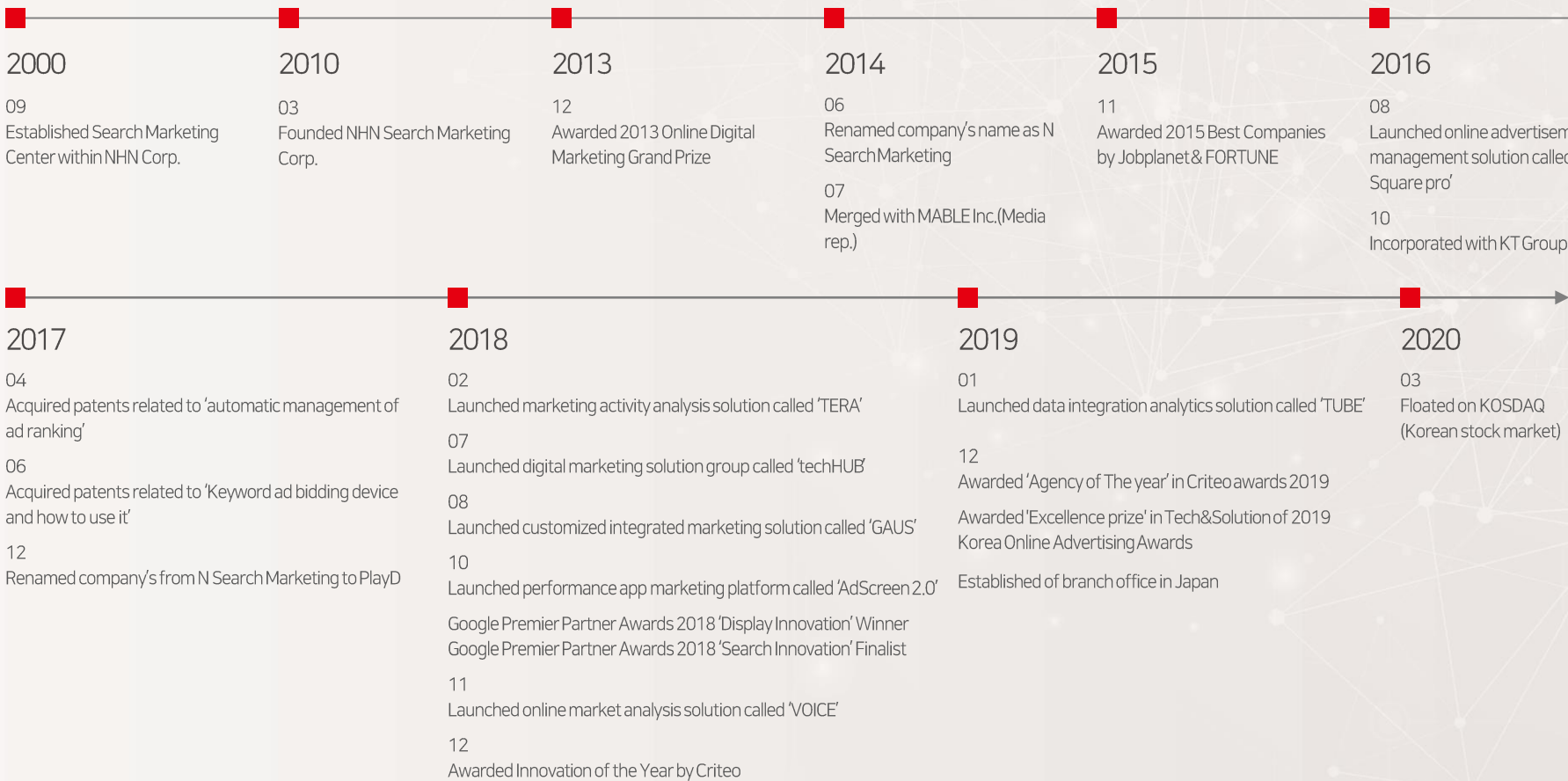
No.1 Data Marketing Company



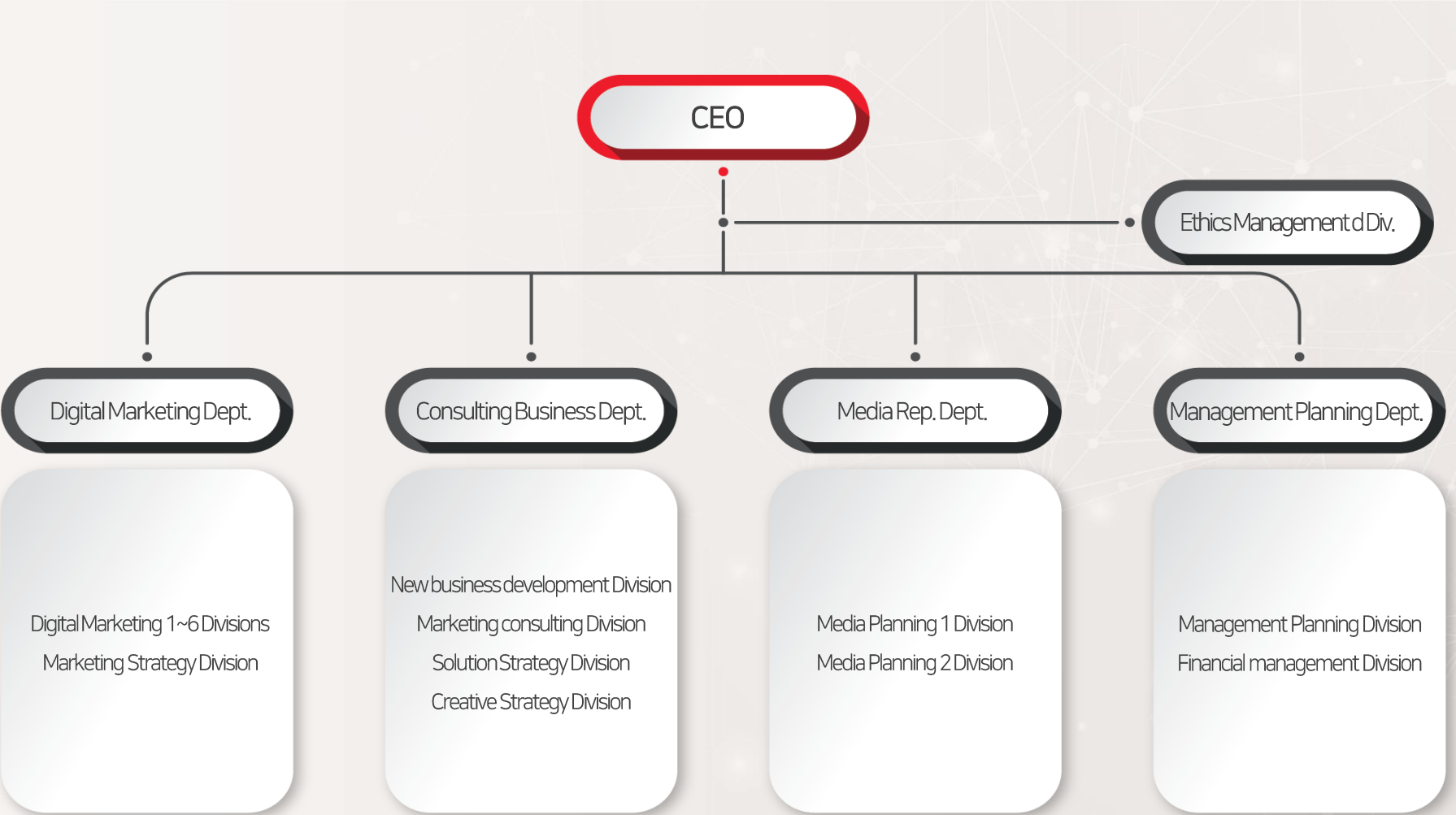
Corporation Name	PlayD Co., Ltd.												
CEO	Heo Wookheon												
Founded	2000. 9. 1												
Business Area	Digital AD Planning & Sales												
Address	5-6th Fl., 11, Hwangsaeul-ro, 359beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea												
Turnover (the last five years)	<div> <div>(Unit: billion won)</div> <table border="1"> <thead> <tr> <th>Year</th> <th>Turnover (billion won)</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>308.8</td> </tr> <tr> <td>2016</td> <td>345.0</td> </tr> <tr> <td>2017</td> <td>360.0</td> </tr> <tr> <td>2018</td> <td>370.0</td> </tr> <tr> <td>2019</td> <td>445.0</td> </tr> </tbody> </table> </div>	Year	Turnover (billion won)	2015	308.8	2016	345.0	2017	360.0	2018	370.0	2019	445.0
Year	Turnover (billion won)												
2015	308.8												
2016	345.0												
2017	360.0												
2018	370.0												
2019	445.0												

## Data-driven Integrated Marketing Company

In 2000, PlayD started to provide advertisement services as a Search Marketing Center within NAVER. In 2016, PlayD was acquired to KT and Nasmedia. PlayD is a comprehensive online advertising agency that offers and serves integrated marketing based on data.




PlayD is Comprised of Experienced Experts With Know-hows in Advertising Field

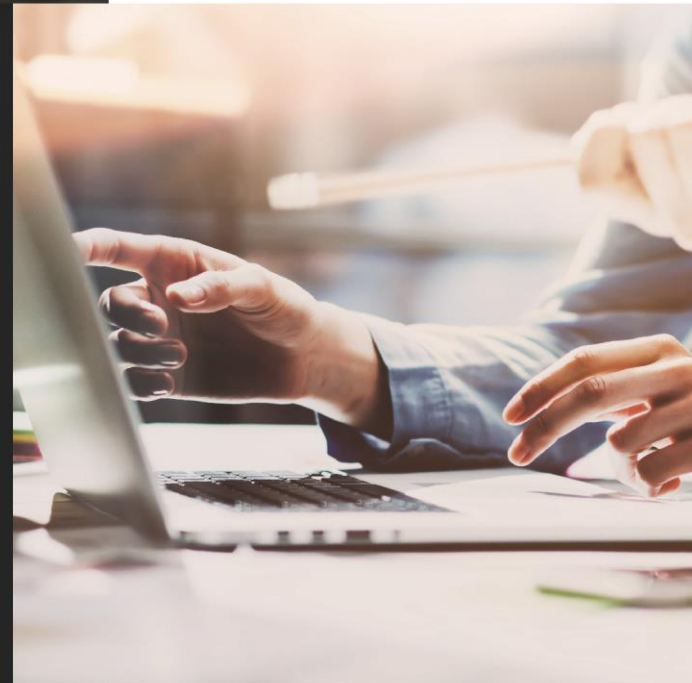


# BUSINESS

From diverse online advertising tactics to website consulting and creative design, PlayD provides complete service required for executing an online advertisement.



MEDIA  
PROFESSIONALITY  
EXPERTS  
IMC  
PROCESS  
CONTENTS  
CLIENT



## Constant Consumption of Domestic and International Major Media While Expanding New Media

■ Search Ad	Expose ads in the search result page next to user's needed information	■ Network Ad	DA exposes on various type of network medias such as web communities, news media and etc.
■ Display Ad	Impression-centered ads such as banners, videos, sponsorship ads and etc.	■ Shopping Ad	Connect potential customer to client's website via shopping section within search platform
■ Mobile Ad	Mobile device ad such search ads, banners, reward type ads and etc.	■ Local Ad	Suitable advertising for geo-based marketing by exposing local and business names together
■ SNS Ad	Social network ad based on user's interest & activities	■ Global Ad	Provide strategic consulting and optimization and localization for your global campaign
■ Video Ad	Promotional video that delivers product information to consumers		





Media Expertise Recognized by Major Domestic and International Media

Naver  
Kakao  
(Daum)

- Official Agency for Naver SA&DA
- Official Agency for Kakao SA&DA(KPP: Kakao Premium Partner)
- Official Agency for Naver Shopping Ad.
- All Qualified with Facebook Blueprint

Google

- Google Premier Partner
- GCP, GAIQ Hold
- Google Premier Partner Awards
- 2018 Display Innovation Award 'Winner' & Search Innovation Award 'Finalist'
- 2019 Search Innovation Award 'Finalist'
- GMP(Google Marketing Platform) SA360,DV360 Sellers

Facebook  
(+Instagram)

- Official Agency for Facebook(Facebook Marketing Partner)
- All Qualified with Facebook Blueprint

Network

- Official Agency for Criteo, Mobion, Wider Planet(Targeting gates)
- Criteo Award
- 2018 'Innovation of the year'
- 2019 'Agency of The year'





Management Dedicated by Experienced Experts from Various Fields of Online Marketing



**AE**

## General Management AE

Rich advertisement experiences in various industries/ products

- All employee qualified with level 1 SA marketer
- All employee qualified with Google GCP
- All employee qualified with Facebook Blueprint



## Media team

Experts specialized in optimizing performance in different medias

- Comprised of media and platform experts of Naver, Kakao, Google, Facebook, Criteo , etc.



## Contents Design

Experiences of planning and producing creative materials

- Website Consulting
- Power Contents material production
- Creative planning/design



## Solution team

Experience in user needs and solution analysis, planning and development

- Solution panning, development and maintenance
- Patent held for solution technology
- Customizable solution technology



## IMC team

Insights into rapidly changing digital markets and audiences

- Brand and performance integrated communications strategy
- IMC campaign, data analysis/performance measurement
- Integrated solution for all campaigns

## Integrated Marketing Communication from Branding to Performance

- **Digital marketing era requires more than solid media managements**

Integrated analytics/response is critical, from developing strong narrative skills for why consumers should choose this brand to managing their on- and off-line contacts.

- **Digital marketing era requires integrated perspective to fully immerse on the performance.**

In addition to the individual performance of the media, it is important to analyze, diagnose, and respond to the consequences of competitive activities, changes in consumer behavior, changes in internal and external markets, and changes in the media environment.

- **Digital marketing, an age of hyper personalization**

Infinite data utilization, such as DATA Evolution, Media Echo-System change, and AI advances, must have the ability to collect data + measure + analyze + experiment + verify.



## Efficiency Enhancement and Strategy Establishment for Campaign Objective

### Step1

#### Status Analysis



- Analyze market and industry
- Competitor analysis
- Analyze service · website
- Analyze ROI · Media mix

### Step2

#### Strategy Establishment



- Set Goal · Target · Strategy
- Establish marketing plan
- Establish strategy plan for website consultant

### Step3

#### Campaign operation and management



- Set Budget · Bidding
- Campaign planning
- Real-time Monitoring
- Management report

### Step4

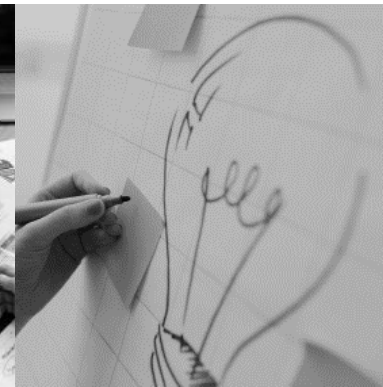
#### Performance estimation and optimization



- Diagnose media efficiency
- Performance reporting
- Media performance optimization
- Propose campaign improvement

### Step5

#### Draw insights



- Analyze campaign result
- Draw insights
- Establish future strategy

Specialized marketing contents and creative production

## ■ Site Consulting

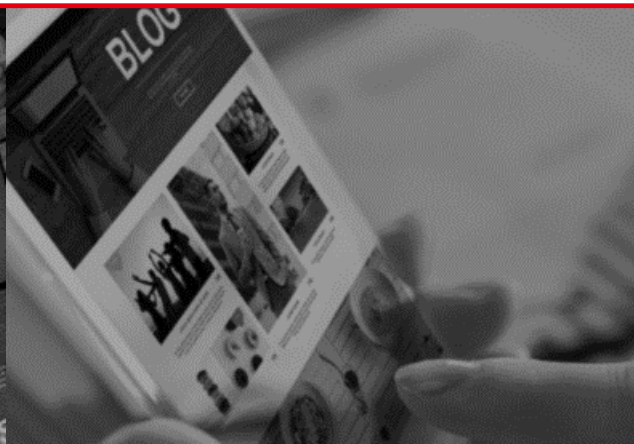
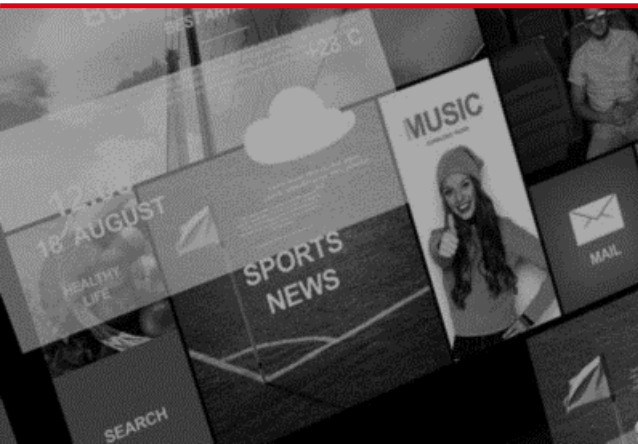
Propose strategy to improve conversion with website and service analysis

## ■ Power Contents Material Production

Support production and optimization for Naver Power Contents and landing page

## ■ Creative Material Production

Creative production for media to enhance advertising effectiveness



- Derive improvement within UI/UX analysis
- Propose idea for campaign improvement
- Provide sample with improvement applied

- Keywords selection by industry
- Plan/manufacture contents for keywords
- Edit/create customized images contents
- Pre-examination for fast and reliable execution

- Portal DA material production
- Network ad DA material production
- SNS, V-commerce creative production
- Campaign planning & Creative production
- Video ad creative production



Numerous clients with long-term partnerships in a wide range of industries

■ IT/Telecom,  
Finance/Insurance



■ E-commerce  
shopping



■ Trip / Car



■ Food / Interior



■ Education / Health



■ Fashion / Beauty



■ Living / Culture / Etc.



# SOLUTION

Through solutions based on the latest technology and know-how we help you set up and execute advertising strategy and increase operational efficiency.

All the tech and solutions are provided by our comprehensive solution techHUB platform.



**techHUB**

Comprehensive solution platform



**TUBE**

Data Integration  
Analytics Solution



**VOICE**

Online Market  
Analysis Solution



**TERA**

Marketing Activity  
Analysis Solution



**A-Square pro**

Online Advertising  
Management Solution



**GAUS**

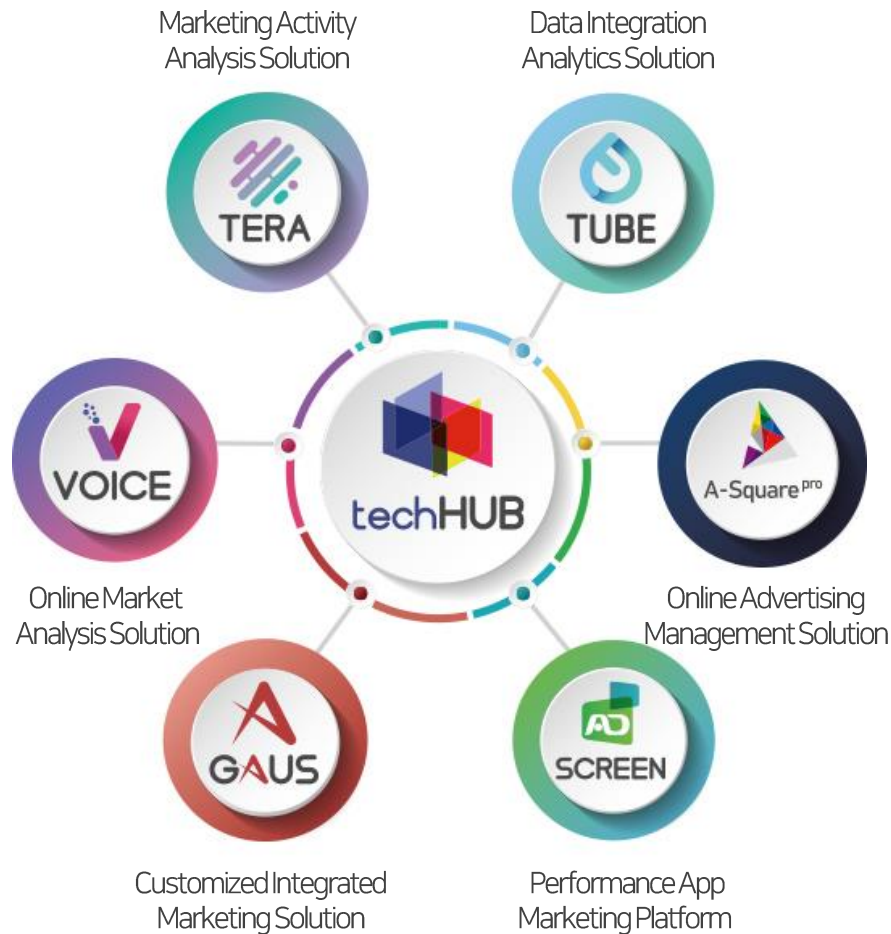
Customized Integrated  
Marketing Solution



**AD SCREEN**

Performance App  
Marketing Platform





### Solution Integration Services

- Integrated platform with integrated member management and data link between solutions
- All solutions can be used as a single techHUB ID

### Marketing Insight

- Increase advertising performance and derive marketing insight through interwork between solutions
- Combine multiple combinations to create optimal marketing strategies

### Solution accessibility

- Easy access via integrated gate page
- Identify solution updates and how to use

### Work Efficiency & Productivity

- Maximize business efficiency and productivity by leveraging key solution features



Real-Time Customization Solution	<ul style="list-style-type: none"> <li>- Create custom dashboards with real-time behavior</li> <li>- Add user-calculated metrics to use as customizable metrics</li> <li>- Provides a variety of components (charts, tables, images, text boxes)</li> </ul>
Auto-link to industry's largest advertising media	<ul style="list-style-type: none"> <li>- Auto-link of major domestic and foreign advertising media (A total of 11: Naver, Kakao, Google, Facebook, Kakaomement, Target Gates, Criteo, and etc.) reduces data collection time</li> </ul>
Flexible manual data interworking	<ul style="list-style-type: none"> <li>- Minimize manual tasks with free upload templates (letters, auto-recognize numbers)</li> <li>- Unlimited analysis of data beyond advertising</li> </ul>
Multidimensional detailed report	<ul style="list-style-type: none"> <li>- Provide custom reports for multi-level analysis</li> <li>- Handle large amounts of data at once in the form of an Excel pivot table and a V-lookup</li> <li>- Save time by creating reservations and sending mail automatically</li> </ul>
Meaningful integrated analysis	<ul style="list-style-type: none"> <li>- Multiple data can be compared and analyzed based on the same criteria to understand the relationship of each data</li> <li>- Easy to identify issues by customizing comparison period</li> <li>- View only the data you need using device, campaign/ad group filter features</li> </ul>
Automatic Dashboard Templates	<ul style="list-style-type: none"> <li>- Provide default dashboard templates based on analysis types and goals</li> <li>- Identify key indicators quick and easy</li> <li>- Design custom dashboards quickly and easily by individually modifying automatic templates</li> </ul>
Collaborate and share	<ul style="list-style-type: none"> <li>- Collaborate and share data with simple permission settings</li> <li>- Easy to share (mail, download)</li> <li>- Establish a quick strategy by communicating together through the bulletin board</li> </ul>



Awarded 'Excellence prize' in Tech&Solution of  
2019 Korea Online Advertising Awards



Site dashboard	<ul style="list-style-type: none"> <li>- Intuitive summary of detailed data to provide quick and easy analysis</li> <li>- Collect and analyze data in real time to view and respond every minute</li> </ul>
Conversion /E-Commerce Analysis	<ul style="list-style-type: none"> <li>- Analyze sales products by switching settings based on user behavior</li> </ul>
Visit/Inflow Analysis	<ul style="list-style-type: none"> <li>- Provide detailed visit analysis data</li> <li>- Optimizing media mix by understanding effects on various inflow channels</li> </ul>
Marketing activity analysis	<ul style="list-style-type: none"> <li>- Establish marketing analysis and strategy by using search ad/display ad/campaign advertising effect analysis and simulation</li> </ul>
Redundant Inflow Analysis	<ul style="list-style-type: none"> <li>- Identify and block duplicate IPs suspected of fraud to increase advertising efficiency</li> </ul>
Inflow environment analysis	<ul style="list-style-type: none"> <li>- Analyze all inflow environments and provide site optimization strategy data</li> </ul>
Page analysis	<ul style="list-style-type: none"> <li>- Improve site-wide effectiveness by analyzing each page, the basic unit of your site, in detail</li> </ul>
Establish marketing strategy	<ul style="list-style-type: none"> <li>- Automatically works with A-Square pro to optimize online advertising such as reports and automatic bidding</li> </ul>



## Customized solution

- Choose basic or premium features to provide more complete solution
- Easily measure advertising performance with dashboards and auto-generated reports (premium-only features)







## Strategic analysis

- Diversified Ad Effectiveness Report
- Ability to execute efficiently with budget management
- Provides custom dashboards

## Operational Optimization

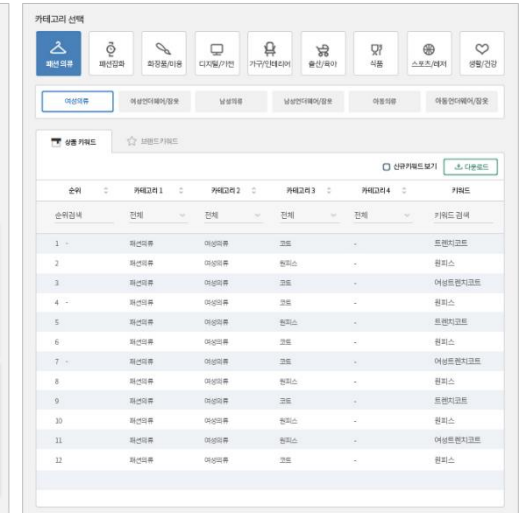
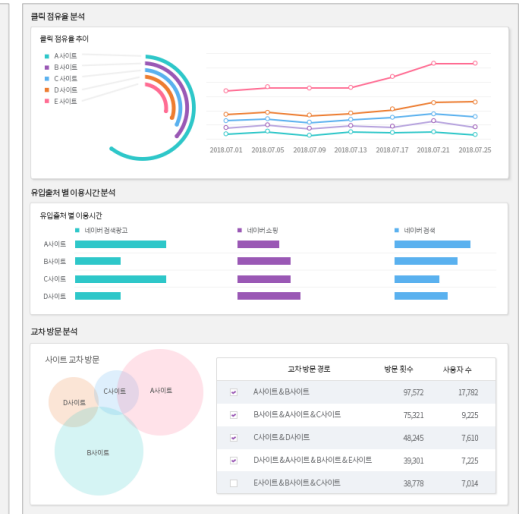
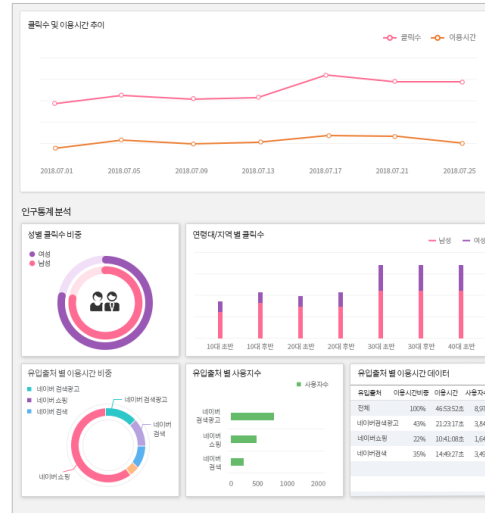
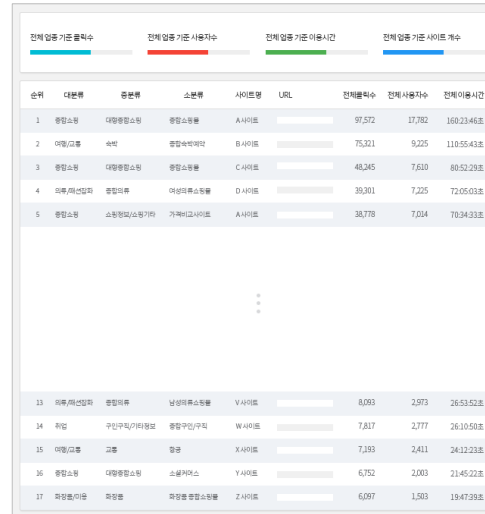
- Provides exposure optimization to the characteristics of advertisers
- Provides different methods of measuring transitions according to issues of advertisers
- Analyze exhibition pages and event pages to check data and history such as operating periods and special offers



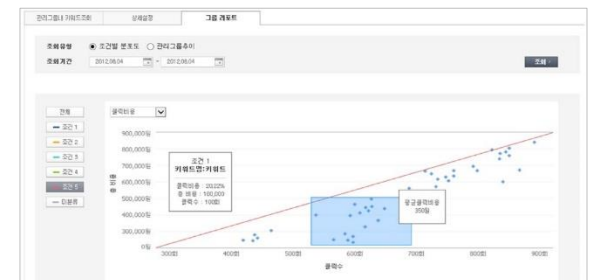
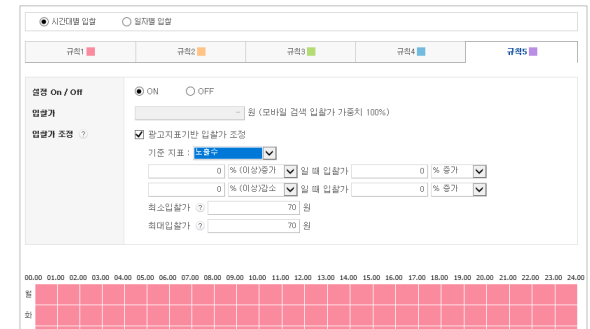
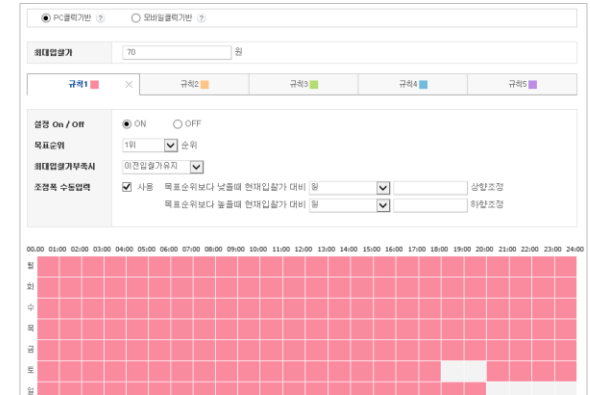
F-TV 상품 조회						
구분	전체	조회기간	2018.07.16(목)	카테고리	카티드를 입력해주세요요	검색 <input type="button" value="Q 검색"/>
<b>F-TV 상품 내역</b>						
총 건수 - 464건						
<input type="button" value="Excel"/>						
상품이미지	상품명 (총 464 개)	comment	호스팅업체	방송시간	단가	
	[ SSA+시네마월드샵사카이 에어모션 고대기 1+1	피컬피컬몬터이선	HOMESHOP	01.00 ~ 02.00	99.00	
	TV 속속 돌돌 보란드(일정장미)원피스1*믹스 디지 총 13작 1(믹스 3개일, 총39개) * (사은품) 제비인 물류치 2	성황물품	LOTTE 1	01.00 ~ 02.00	999,999 190.80	
	JPRALJPRL 입점처 우산 SET(본문2+리얼다)	피컬피컬몬터이선	HOMESHOP	01.00 ~ 02.00	59.00	
	장미앨리스키 여성 아이레라직업입 필라프 헬싱크 슈트코르	CJALL	01.00 ~ 03.00	98.00		
	[ SSA+시네마월드샵 스로틀브스킵] 테두어메이닝 최신상 우산 고대기 패키지	피컬피컬몬터이선	HOMESHOP	01.00 ~ 02.00	88.00	
	TV 속속 돌돌 보란드(일정장미)원피스1*믹스 디지 총 13작 1(믹스 3개일, 총39개)	성황물품	LOTTE 1	01.00 ~ 02.00	999,999 190.80	
	JPRALJPRL 듀얼바퀴 우산 SET(본문2+리얼다)	피컬피컬몬터이선	HOMESHOP	01.00 ~ 02.00	59.00	
	장미앨리스키 남성 아이레라직업입 필라프 헬싱크 슈트코르	CJALL	01.00 ~ 03.00	128.00		

[illegible]

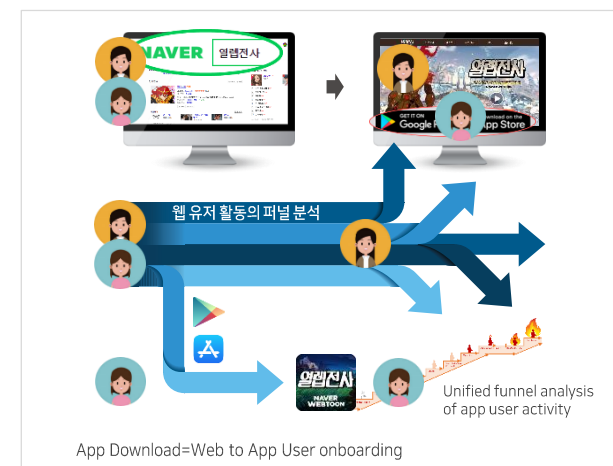
Search Ad Ranking	<ul style="list-style-type: none"> <li>Analyze market status and find competitors based on site rankings based on the number of clicks, users, and hours of use of search ads</li> </ul>
Industry Analysis	<ul style="list-style-type: none"> <li>By analyzing online marketing activities around the industry and providing ranking of fast-rising and rapid-fall sites by major indicators, Identify trends and user characteristics to provide insight for effective marketing strategies</li> </ul>
Competition Group Analysis	<ul style="list-style-type: none"> <li>Establishing marketing strategies and strengthening competitiveness based on click and use time by gender, age group, and region for inflow of search ads from competing sites</li> </ul>
Site Analysis	<ul style="list-style-type: none"> <li>Analysis of marketing activities based on click and use time by gender/age/region for inflow of search ads from individual sites</li> </ul>
E-commerce keywords	<ul style="list-style-type: none"> <li>Identify keyword trends and find new keywords based on the ranking of popular products and brand keywords by category on E-commerce platform</li> </ul>



Unification of multi-media management	- Real-time synchronization of Naver·Kakao·Google·Facebook advertising data
Dashboard	- Provide dashboards such as account summary, media, and log analysis
Report	- Media integration, performance analysis by period and cycle, comparison analysis by period, and etc.
Monitoring	- Monitor including URL, account costs, duplicated keywords and more - Monitoring of connection URLs, fraudulent IPs, and shopping materials to improve advertising quality
Keyword square	- Provide keywords expansion and combination, quotation trends, comparative data, and etc.
Ad management	- A/B test, whole account advertisement information download , bulk management and more
Big Data-based bidding	- Bid at more accurate bid price by applying PlayD's own statistical data with Naver's position based bid price information
Hourly efficiency-based bidding	- Bid at optimized bid price by analyzing hourly data of advertiser and various standard data
Index condition-based bidding	- Maximize the efficiency by adjusting bid price in real-time based on various conditions ranging from daily advertising effect data to conversion and efficiency data
Unification of multi-media management	- Real-time synchronization of Naver · Kakao advertising data



Run of Media	<ul style="list-style-type: none"> <li>- Integrate domestic and overseas mobile media</li> <li>- Implement efficiency for advertiser's KPI</li> <li>- Aim to have an exclusive agreement with global media that are not yet in domestic market</li> </ul>
Media Segment	<ul style="list-style-type: none"> <li>- Optimize target by media via analyzing its strength and separate options by each KPI</li> <li>- Mapping and segmenting of proper publisher for each campaign purpose</li> </ul>
Optimize & Stabilize	<ul style="list-style-type: none"> <li>- Apply segmented media KPI by campaign status</li> <li>- Filter based on best performance media</li> </ul>
Web to App	<ul style="list-style-type: none"> <li>- Synergy between our solutions enables to track Web to App conversion journey</li> <li>- By matching cookie information and ADID information of the same user, it is easy for web user's app download and retention optimization marketing</li> <li>- Growth marketing support for Unique customers</li> </ul>



No.1 Data Marketing Company

**PLAY.D**

PlayD Co., Ltd.

13590 5-6th Fl., 11, Hwangsaеul-ro, 359beon-gil, Bundang-gu,

Seongnam-si, Gyeonggi-do, Korea

T.1566-3265 E. master@playd.com

www.playd.com