

KT Nasmedia Advertising Platform, NAP

One-Stop Proprietary APP·WEB Cross-Marketing AdTech Platform

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Non-incentive

Incentive

CPS

KT Nasmedia launches a one-stop mobile advertising platform

NasAdPlatform, NAP



NasAdPlatform

From user acquisition to retaining loyal users

NAP curates to the advertisers' marketing KPIs

NAP leverages extensive audience data and category-specific publisher traffic to deliver optimal advertising performance.

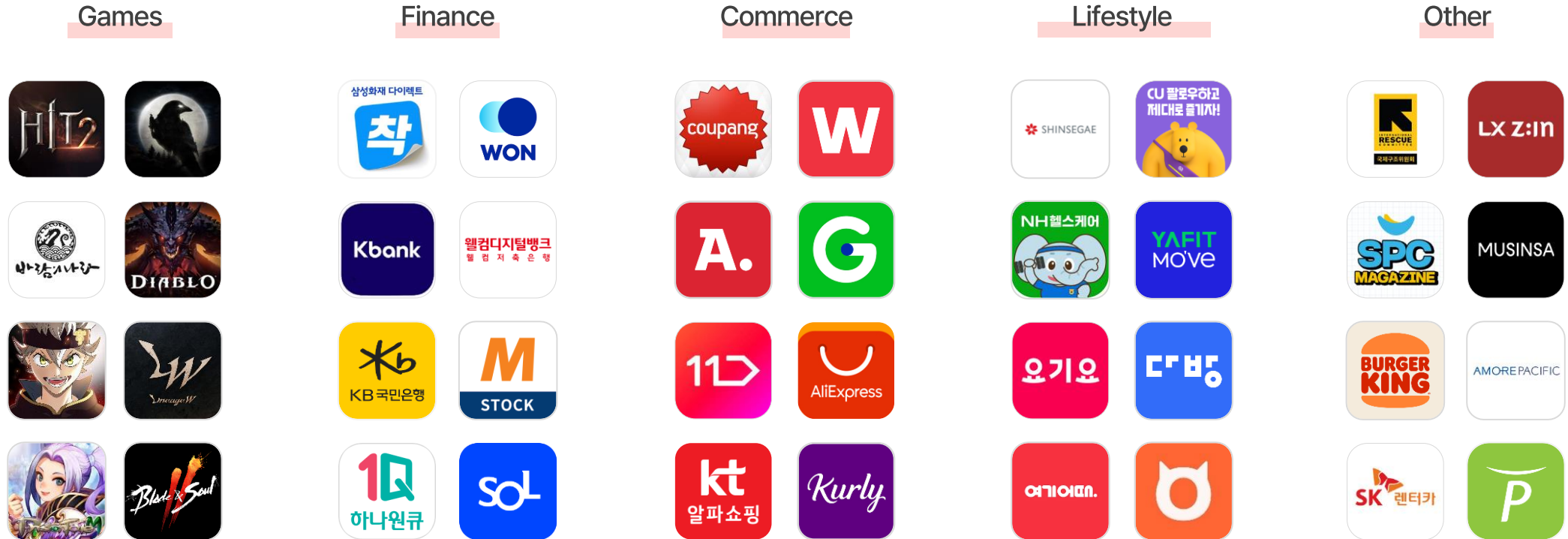
NAP provides expert tech support for all campaigns

NAP efficiently handles MMP integrations and web ad script tags for seamless campaign operation.



NasAdPlatform Reference

NAP achieved top performance in various app campaigns in Korean and international markets



* Contact us for reference in other verticals

ISMS / Global Ad Verification

Safe network environment and brand-safe ad placement

ISMS Information Security Management System

What is ISMS?

The ISMS certification program, overseen by the Korea Internet Advertising Foundation, is granted to companies that have attained exemplary levels of security for their network environments.



ISMS Benefits

- 1) Increased level of corporate and personal information protection thanks to the comprehensive information security management system
- 2) Stable from cyber security threats including hacking, service disruptions, data breach

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

인증범위: 나스미디어 온라인 서비스 운영 (모바일 광고 플랫폼)



Global Ad Verification

What is Global Ad Verification?

Nasmedia is the first South Korean company to be TAG Brand Safety CERTIFIED
- Our ad placement algorithms ensure brand safety



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>



Integration and test in progress with IAS / DoubleVerify
(Pre-bid / Post-bid)



Service introduction

01/ Non-incentive

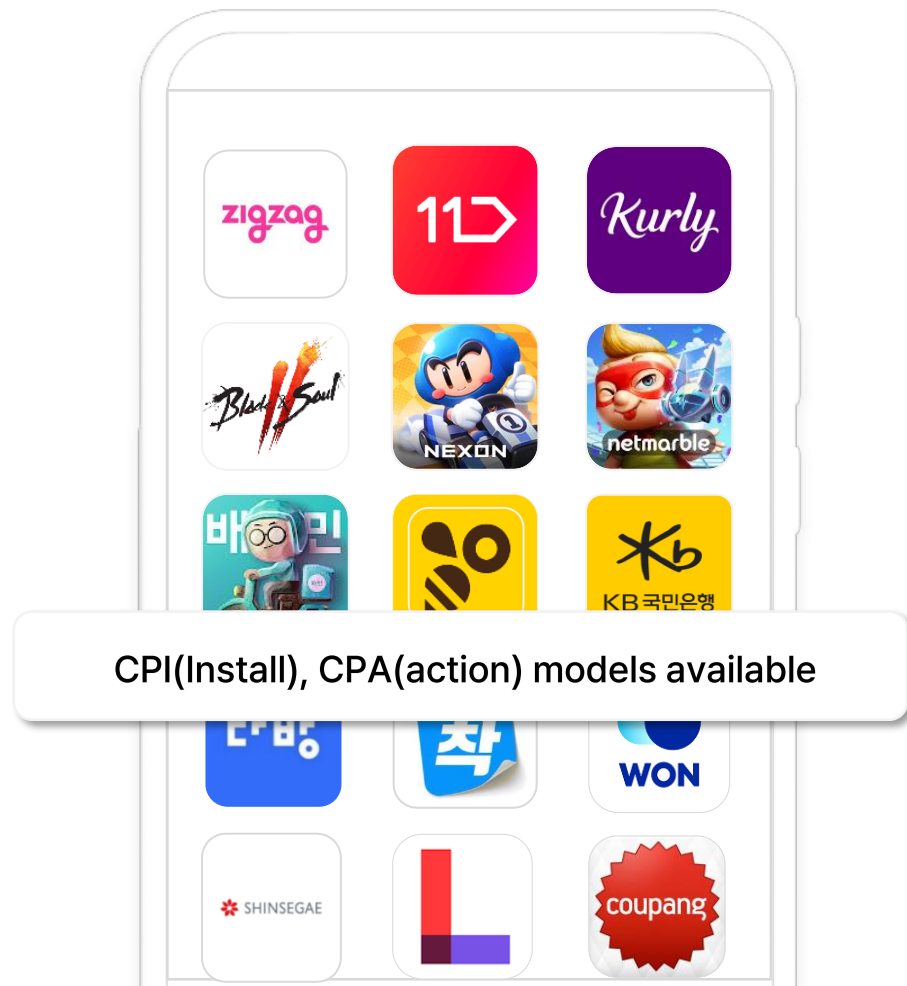
02/ Incentive

03/ CPS

Nasmedia NAP) Non-incentive

Non-incentive

Acquire users while achieving all-round performance



01. Direct publisher traffic-based marketing

Various traffic inventory(DA/Affiliate/Emulator/Video)

Largest coverage of media in various verticals (Games, Commerce, etc.)

02. Global reach

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

03. High quality performance

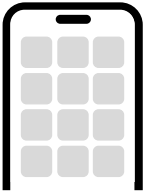
Media optimization to achieve the best performance to meet the advertiser KPIs while keeping the costs low

NAP edge

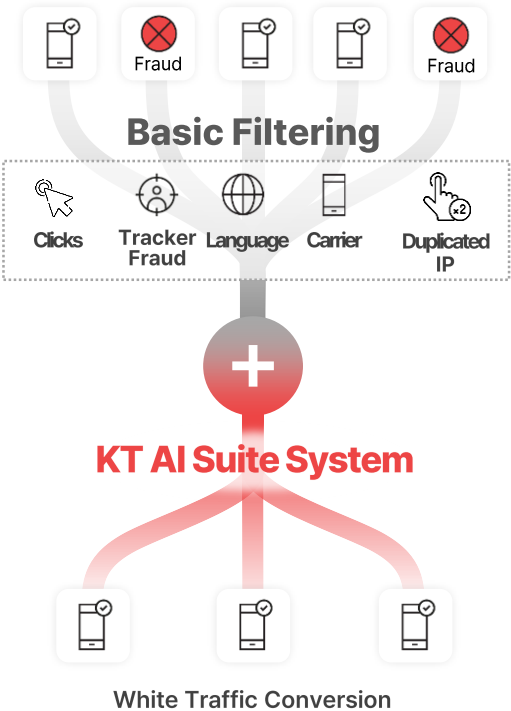
Provides the best optimization based on client’s KPI

AI-based real-time Fraud Prevention

NEW APP Name Filtering



App Name	CVR
Bundle ID (1)	NN%
Bundle ID (2)	F OFF ed
Bundle ID (3)	N%



App Name(Bundle ID) filtering function
applicable on affiliate media

- Operate campaigns with the traffic delivering the app name(Bundle ID)
- Selectively **push and off** the media based on client’s request

Real-time management and optimization

Click & Daily Cap

- Control the daily clicks and conversions on campaign-level
- Caps can be applied on publisher-level

Optimization based on CVR

- Automated feature to optimize sub-publishers with CVR under 0.0N%

Post-deduction

- Data on anomalies required

Various inventory

- Optimize publishers to cater to the needs of clients

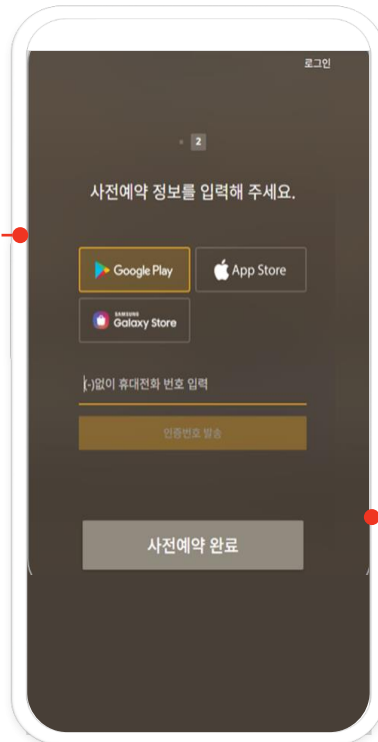
Nasmedia NAP) Non-incentive

Non-incentive Ad model 1. Click Attribution

Curates tailored media mix that meets clients' KPIs

Pre-registration

- ✓ Pre-registration complete (WEB)
- ✓ **User Acquisition** before game launch

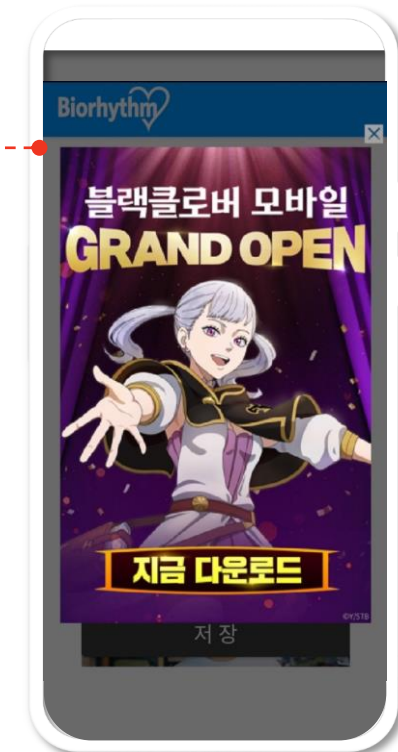


NCPI/NCPA

- ✓ Complete **event action** (install/action)
- ✓ New User + In-App Event

One-Step Pre-registration

- ✓ User information is automatically entered into the advertiser page
- ✓ High conversion rate



Nasmedia NAP) Non-incentive

Non-incentive Ad model 2. Impression Attribution

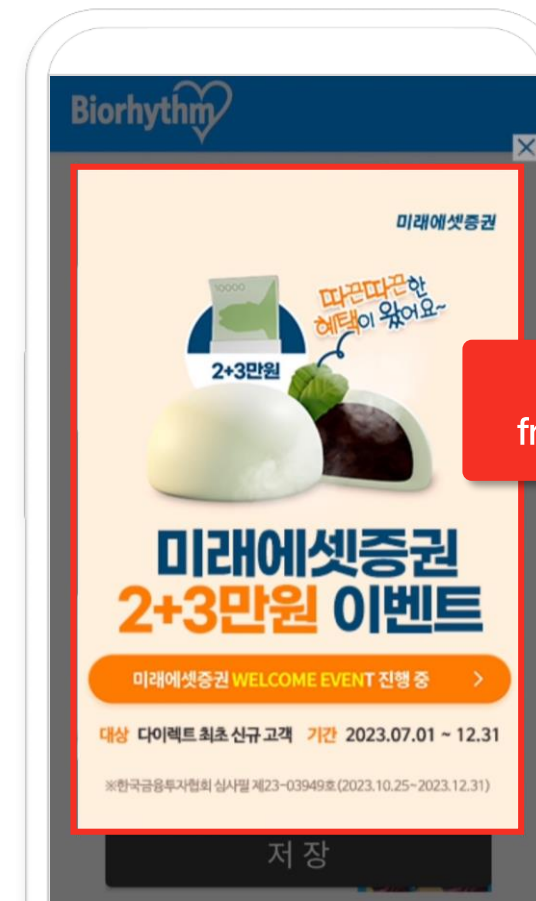
Ad placement with full app bundle transparency

Impression-based NCPI/NCPA

- ✓ UA Marketing service strong in Branding
- ✓ Using direct media(Able to check inventory)

*KPI Guaranteed

*The campaign can be paused depending on ad efficiency and action rate



To track installs/events
from users who view an ad



Service introduction

01/ Non-incentive

02/ Incentive

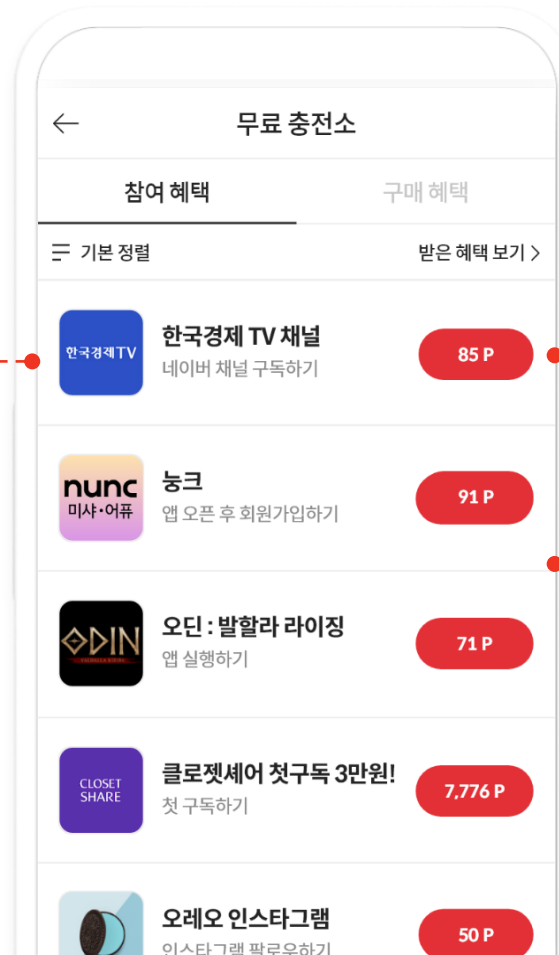
03/ CPS

Incentive

Achieve your KPIs with AI-based incentive advertisement

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

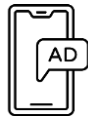
Selective / Active Participation

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

Characteristics

Data-driven campaign optimization

Appropriate proposal



Proposal of appropriate campaign type for fulfilling needs and reaching advertiser's KPI based on previous advertisement data

Utilization of Nasmedia Data



Maximization of user participation through audience targeting based on years of user participation history data

Accurate Data Analysis



Campaign optimization through analysis of user participation patterns. Secure users and expect user lock-in.

Types of Reward

Provision of various campaign types for KPI achievement

Exposure

CPM/CPC/CPCV

Campaign exposure, click, and visit
Classification based on user entry point

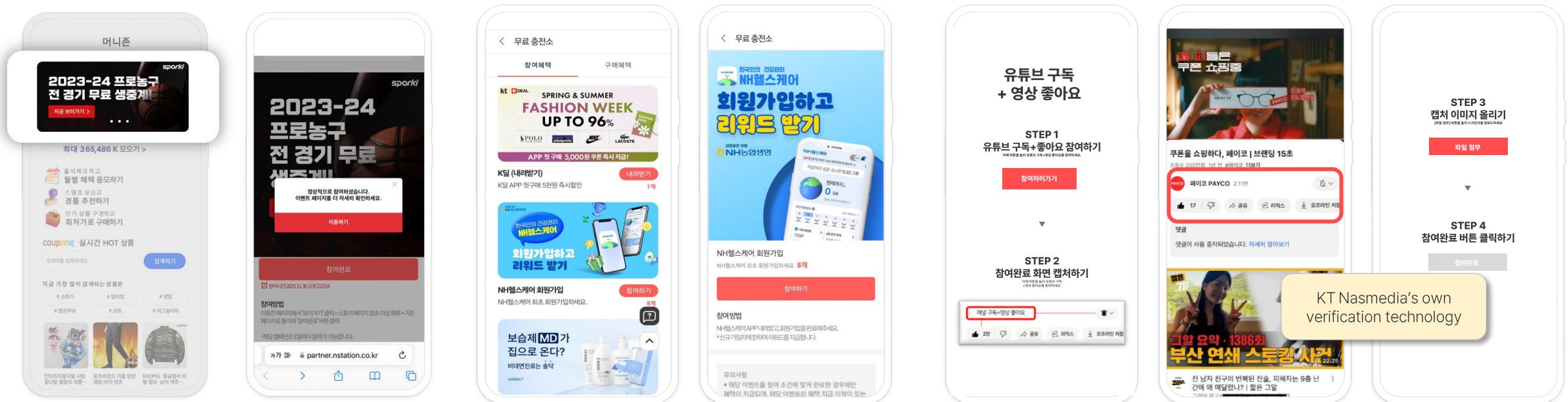
Action

CPI/CPE/CPA

App installation to in-app actions,
Covers KPIs of various advertisers

CPSNS

SNS subscription,
Secure high subscription rate in a short period of time



KT Nasmedia's own verification technology

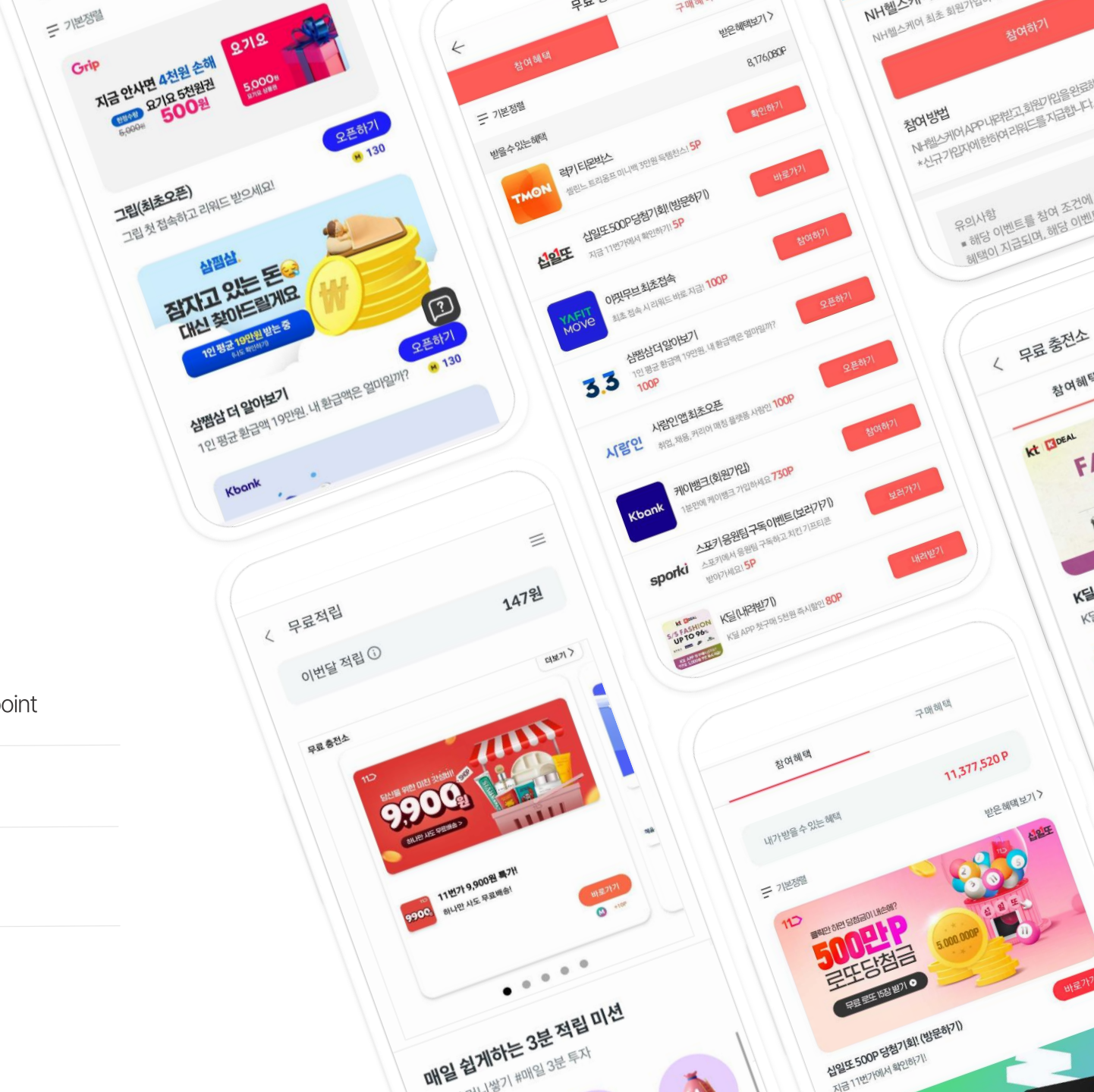
User- Friendly Offerwall campaign view types

Carousel Increase user participation by lowering offerwall entry point

List Larger range of campaign exposure to users

Native Maximize users' campaign experience

Point View Exposure of reward points above or below offerwall





Service introduction

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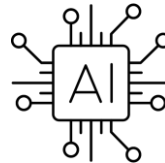
CPS

Best type of advertisement for commerce app advertisers to increase sales revenue



Open-market commerce reference

Nasmedia advertised for the likes of Coupang, Gmarket, Aliexpress for as long as 3 consecutive years



Proprietary AI targeting

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



Quick integration

CPS advertisement can be placed across APP and WEB publishers



Contact Us

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CPS | nap_cps@nasmedia.co.kr