



# Nasmedia Advertising Platform, NAP

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

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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

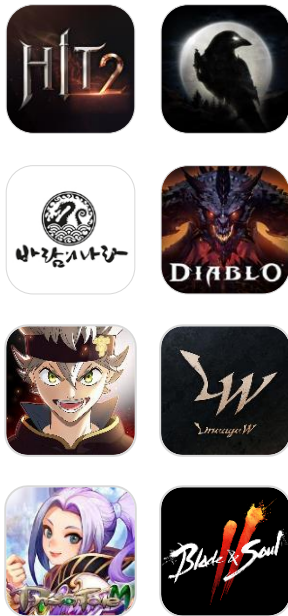
NAP efficiently handles MMP integrations and web ad script tags for seamless campaign operation.



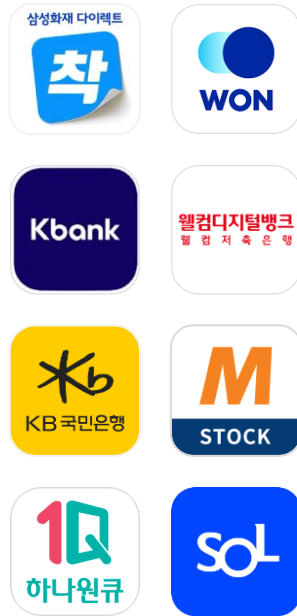
# NasAdPlatform Reference

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

## Games



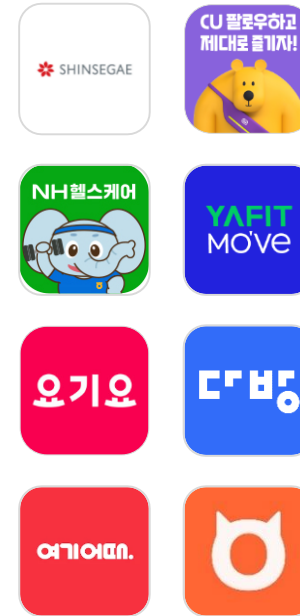
## Finance



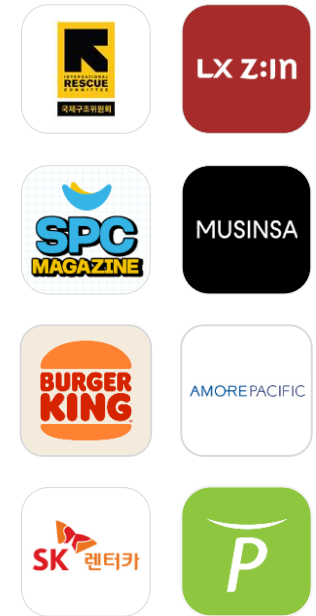
## Commerce



## Lifestyle



## Other



\* 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  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:나스미디어온라인서비스운영(모바일광고플랫폼)



## 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)

 NasAdPlatform

# Service introduction

01/ Non-incentive

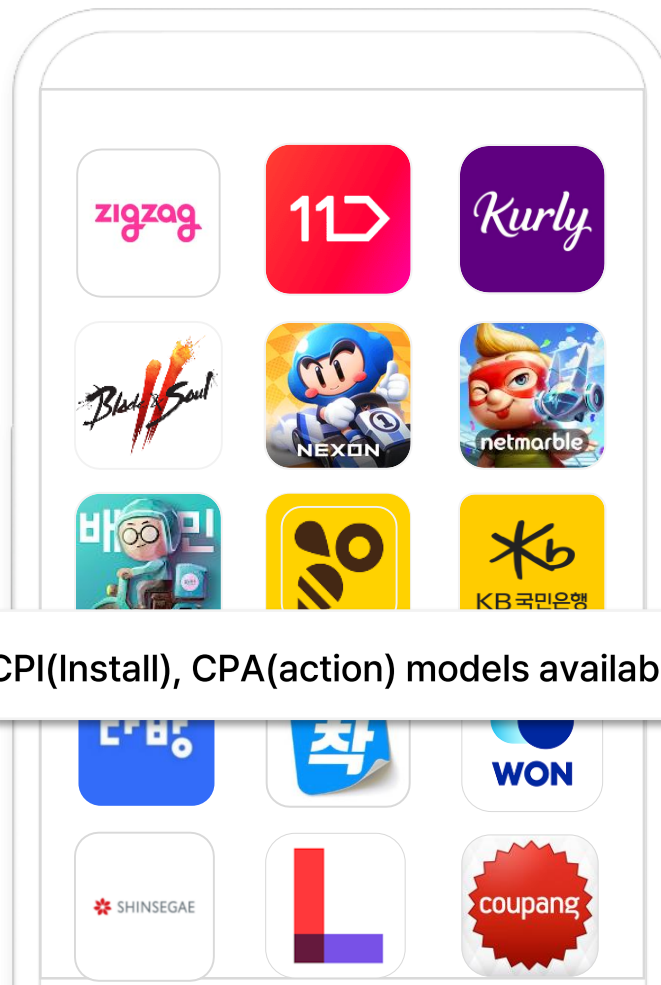
02/ Incentive

03/ CPS

Nasmedia NAP) Non-incentive

# Non-incentive

# Acquire users while achieving all-round performance



CPI(Install), CPA(action) models available

## 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

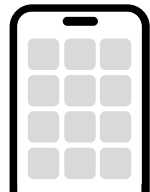


# NAP edge

# Provides the best optimization based on client's KPI

## AI-based real-time Fraud Prevention

**NEW** APP Name Filtering

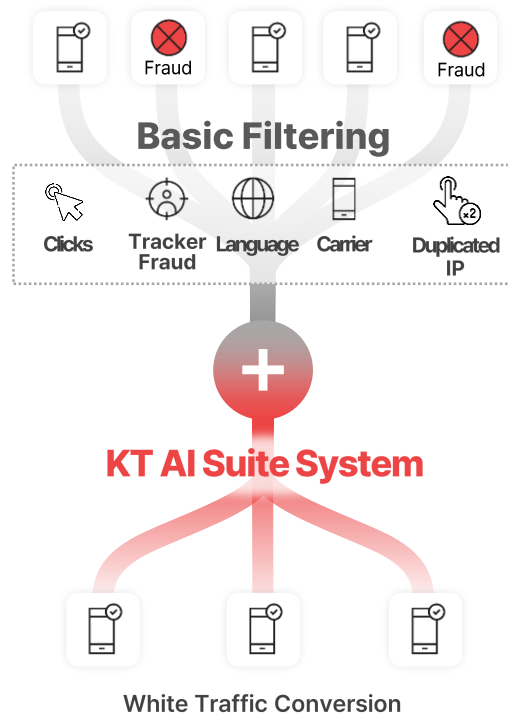


App Name	CVR
Bundle ID (1)	NN%
Bundle ID (2)	F <b>OFF</b> ed
Bundle ID (3)	N%



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

### Post-deduction

- Data on anomalies required

### Optimization based on CVR

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

### Various inventory

- Optimize publishers to cater to the needs of clients

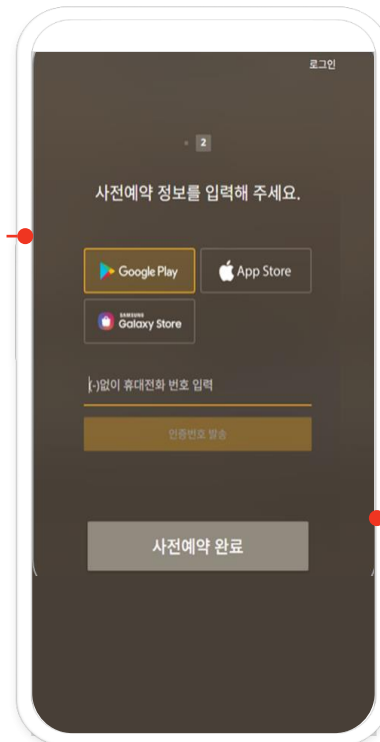
Nasmedia NAP) Non-incentive

# 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

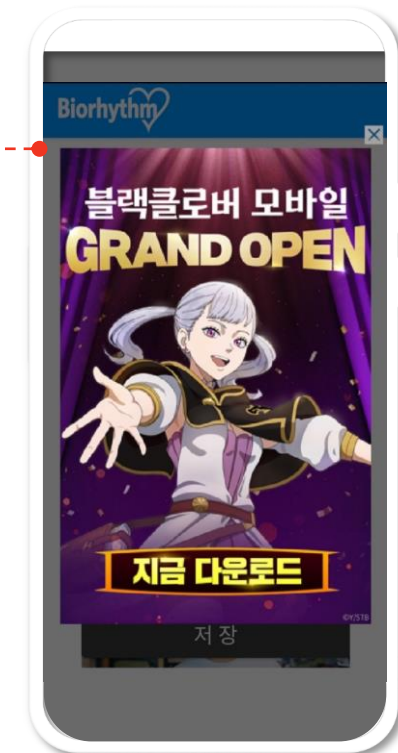


## NCPI/NCPA

- ✓ 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



# Non-incentive Ad model 2. Impression Attribution

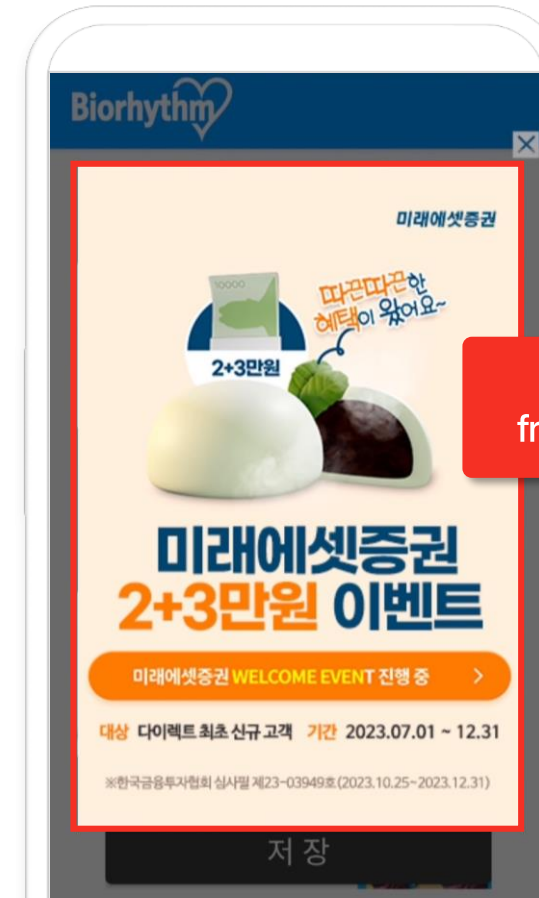
# Ad placement with full app bundle transparency

## 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

 NasAdPlatform

# Service introduction

01/ Non-incentive

02/ Incentive

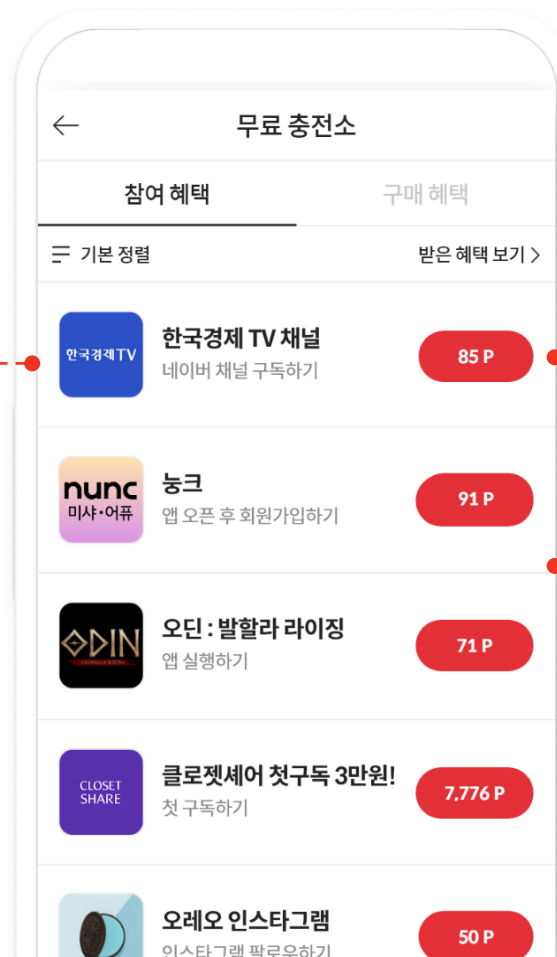
03/ CPS

# 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

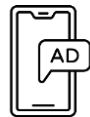
## Selective / Active Participation

- ✓ 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.

Nasmedia NAP) Incentive

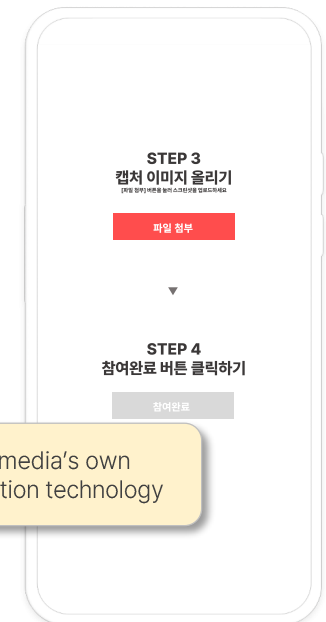
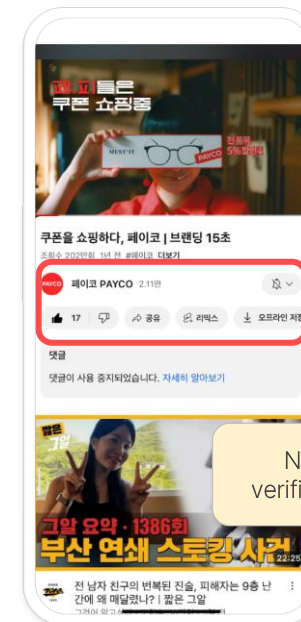
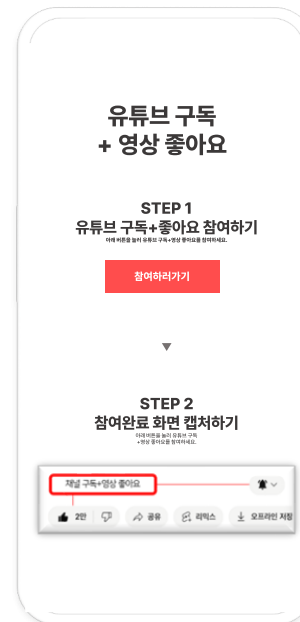
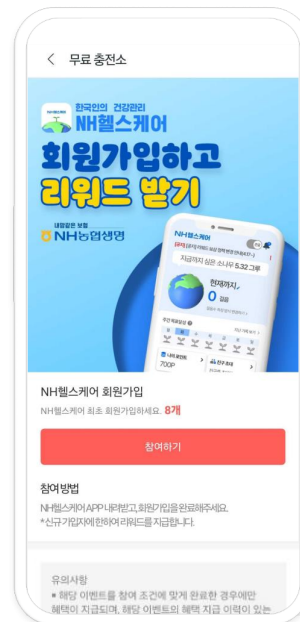
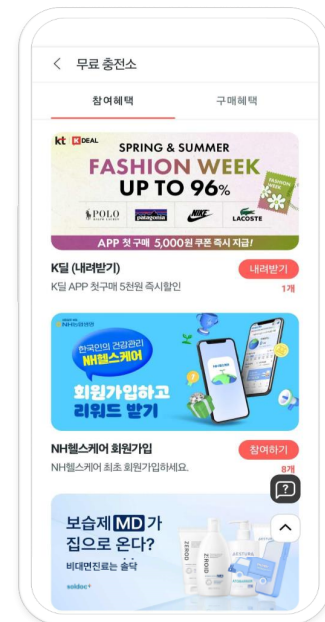
# Types of Reward

## # 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

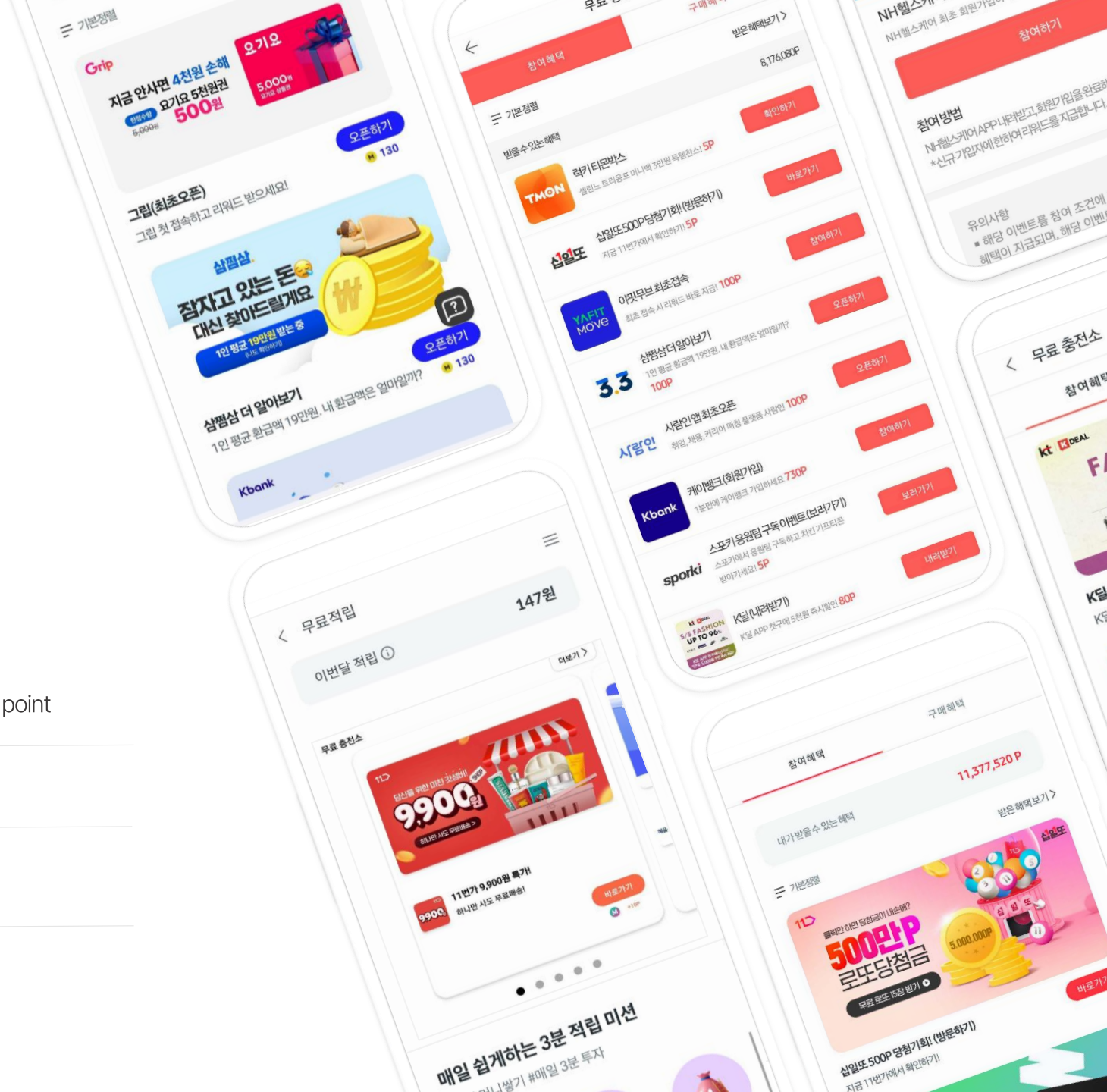
Nasmedia's own verification technology



Nasmedia NAP) Incentive

# 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





 NasAdPlatform

# Service introduction

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03/ CPS

# CPS

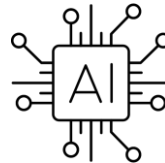
# Best type of advertisement for commerce app advertisers to increase sales revenue

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## 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

nasmedia

## Contact Us

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CPS | [nap\\_cps@nasmedia.co.kr](mailto:nap_cps@nasmedia.co.kr)