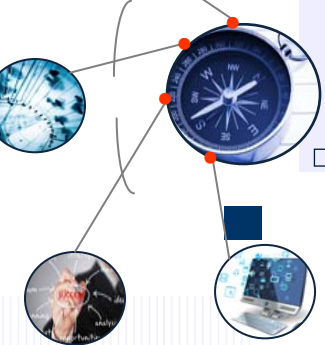


Search! All of your ways for Digital Marketing

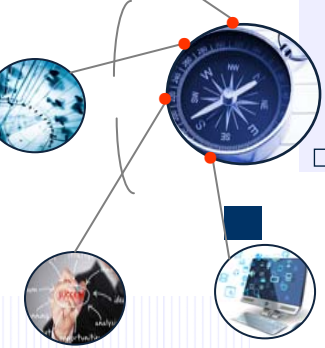


Service Introduction



■ Objective

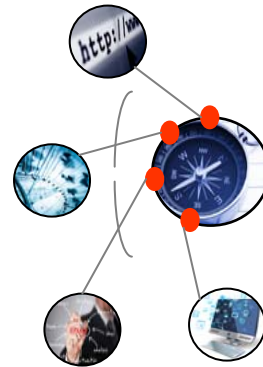
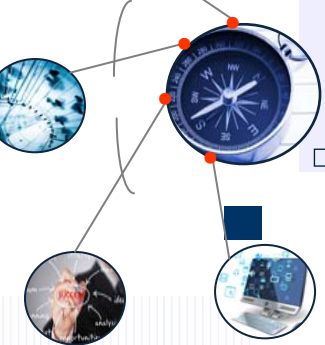
The objective of Researchad service is that provide useful and systematized the information of Online Display Advertising.



Chapter I . Researchad System Logic

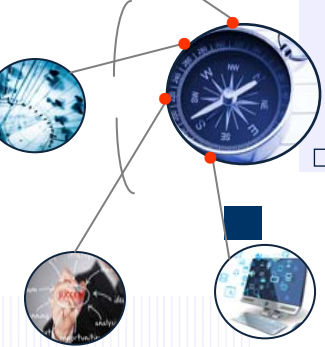
Chapter II . Researchad Main Service

Chapter III . Researchad Company Profile



Chapter I. Researchad System Logic

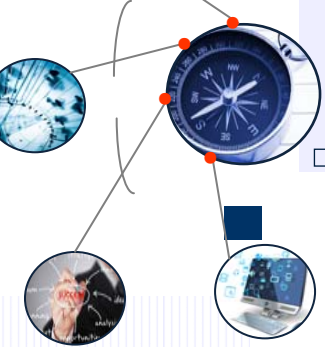
1. System Outline
2. Website Selection
3. Collection Range
4. Campaign Classification
5. Computation of ad



System Outline



Researchad System is an interlocking system for implementation of digital marketing information.



Website Selection

Website

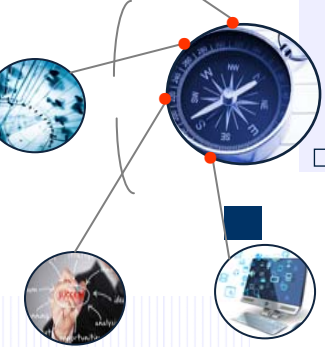
Websites in advertising sales

Phase	Activity	Remark
Phase 1	Top ranking website	
Phase 2	add Specialized web site according to Industrial classification	The amount of accessing internet web site / ad industry and user's awareness
Phase 3	Advisory committee's opinion	
Phase 4	Add or remove websites	Accept client's request, if it felt the necessity

Slot size and price of AD

The information about accurate ad standard and amount has effect on data reliability. When ad product has any change, we will adjust ad standard and amount.

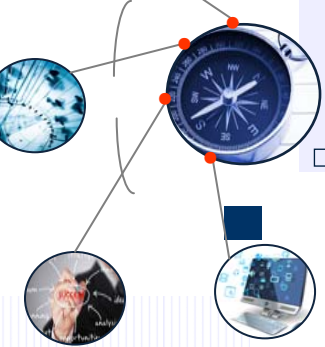
Phase	Activity	Remark
Phase 1	Information from each websites	
Phase 2	Information from marketer in websites	the modification of website's information/ no information from website case
Phase 3	Information from media lab	profiling the declared value through media lab
Phase 4	Integration of information	monitoring regularly



Classification of collection range

Collection Range

Non-collection	Collection	Data format
Targeting AD (Age, Region, Sex)	Internet Display AD	Advertising Amount (unit : thousand won) + Image DB (banner and landing page)
	Mobile Web AD	
	Mobile App AD	
	AD-Network (Google, Overture)	
	AD of Messenger Type	
	AD of VOD Player Type	
	Client's e-mail	Event amount/event information + Image DB
	Blog	
	Café	
	Twitter	
	Face book	
	Brand site	



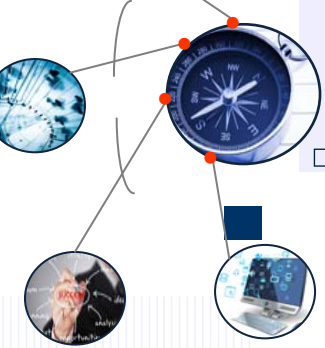
Campaign Classification

INDEX classified except partnership ad, itself ad.

Clipping	Classification	Reporting
Website	Company ad	ad industry
Section of web-page	ad size (390X100)	Client
ad size (390X100)	Client	Brand
ad start date	Brand	ad Campaign
ad end date	ad Campaign	Website
	ad industry	Section of web-page
	Text in ad	ad amount
		ad Creative
		Text in ad

ad industry the unification of on& off line ad business

Phase	Activity	Remark
Phase 1	On-line ad industry classification	KSIC(Korea Standard Industrial Classification /KOA(Korea Onlinead Association)'s recommendations
Phase 2	Off-line ad industry classification	KOBACO(Korea Broadcast Advertising Corp.)ad industry classification
Phase 3	Integration of On-Off line industry classification system	
Phase 4	reflect of changed issues regularly	

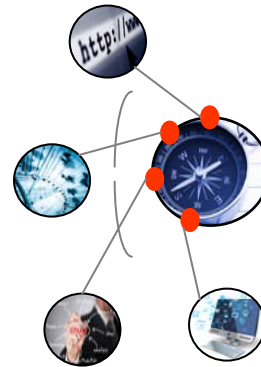
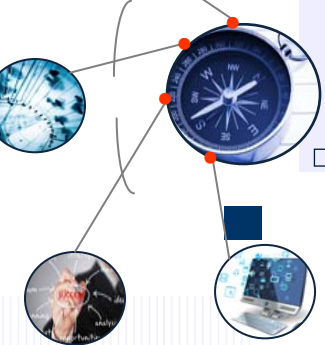


Computation of ad

Calculation of ad amount

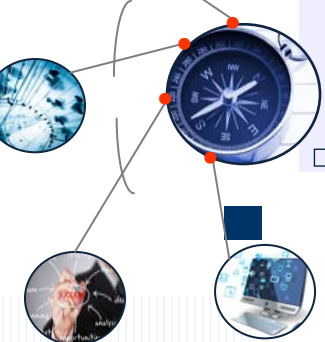
Using of self-advertising amount computation model to surmount for service rate, impression value and so on.

Phase	Activity	Remark
Phase 1	ad size, price information collection and update	through the information of website and online Media Rep
Phase 2	correction computation	website, page view, ad running quality, etc.
Phase 3	calculation of ad amount	linked with clipping engine
Phase 4	checking and modification	monitoring about ad price in website



Chapter II. Researchad Main Service

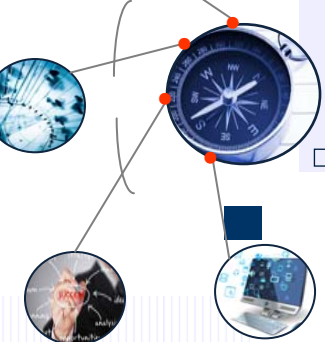
**All services are provided in Korean.
But, some customized rawdata service
was provided in english.**



Contents

Report various data results over 500 type

period selection	day	week	month	
classification selection	website	Biz industry	advertiser	brand
data selection	website	major industry	Advertiser	Brand
	website category	middle industry	rivalry advertiser	rivalry brand
	advertiser	minor industry	website	website
	brand	website category	website category	website category
	section	advertiser	brand	advertiser
		brand	campaign	campaign
		website	website	website
	section	section	section	
period selection	week	month	quarter	half year
	year			



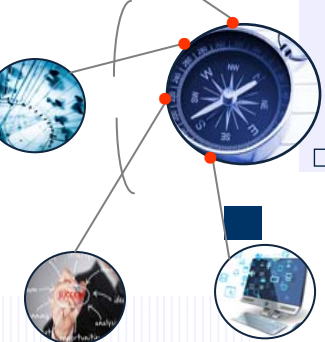
Contents

AD statistics

classification selection	Industry statistics	advertiser statistics	brand statistics	website statistics
data selection	major	advertiser	brand	website
	middle			
	minor			
period	week	month		

AD creative

period selection	day	week	month		
data selection	Industry				
	advertiser	brand			
	website	main section			
	insert keyword				
	length type	width type	Square type	floating type	



Contents

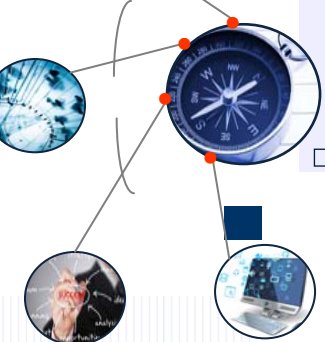
Foreign AD Creative classification for business industry, CI, BI since 2010

period	day	week	month
nation selection	USA	China	Japan

AD Directory

banner, messenger, vod player, e-mail, brand site, landing page, SNS(facebook, twitter, blog, café) database search service based on event budget and free gift information

period	day	week	month
data selection	major industry	middle industry	minor industry
	advertiser	brand	
	website		
	insert keyword		
	event budget	event purpose	event participation
	color		

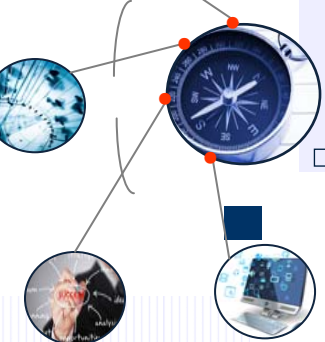


Contents

Time Chart

compare ad time zone of advertiser or brand of Top 4 portals main section

selection 1	period	time	week	
selection 2	website	industry	advertiser	brand
selection 3	ad amount	advertiser count		
selection 4	per 1 hour	per 6 hour	Per 12 hour	

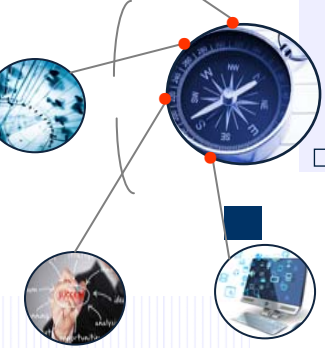


Contents

Mobile

Android based, ad statistics search of mobile web and mobile app

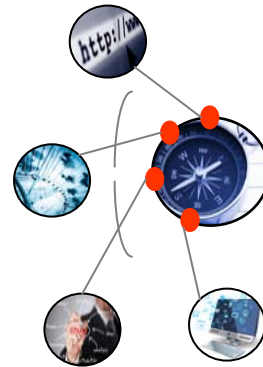
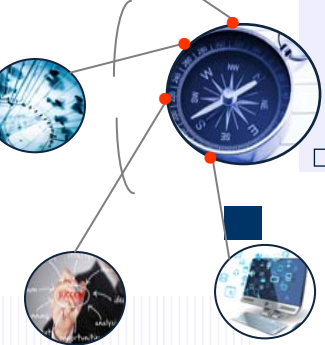
period selection	day	week	month	
classification selection	advertiser	brand	Biz industry	
data selection	Advertiser	Brand	major industry	
	rivalry advertiser	rivalry brand	middle industry	
	brand	campaign	minor industry	
	campaign	ad date	advertiser	
	ad date	ad amount (PC)	brand	
	ad amount (PC)	mobile platform	ad amount (pc)	
	mobile platform			
period selection	week	month	quarter	half year



Contents Summary

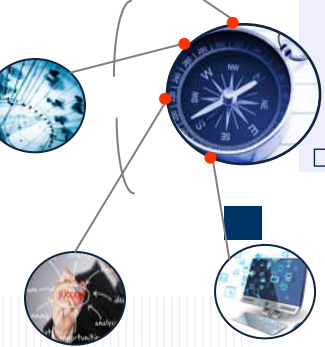
Researchad Main Service

Service	Contents	Open Year
Report	detailed comparison of advertiser or brand	2004
AD statistics	individual confirmation of advertiser or brand' ad amount, ad count, etc.	2004
AD creative	domestic ad creative and landing page	2004
Foreign AD Creative	ad creative of USA/China/Japan websites	2004
AD Directory	event budget comparison of advertiser or brand	2008
Time Chart	compare ad time zone of advertiser or brand of Top 4 portals main section	2011
Mobile	mobile advertiser and brand search	2010



Chapter III. Researchad Company Profile

1. Profile
2. History
3. Client



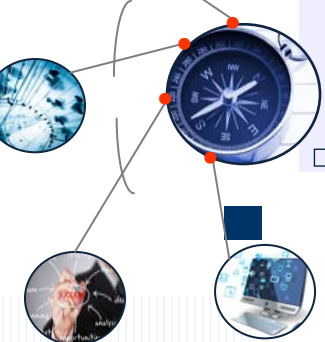
Profile

Search! All of ways of your digital marketing

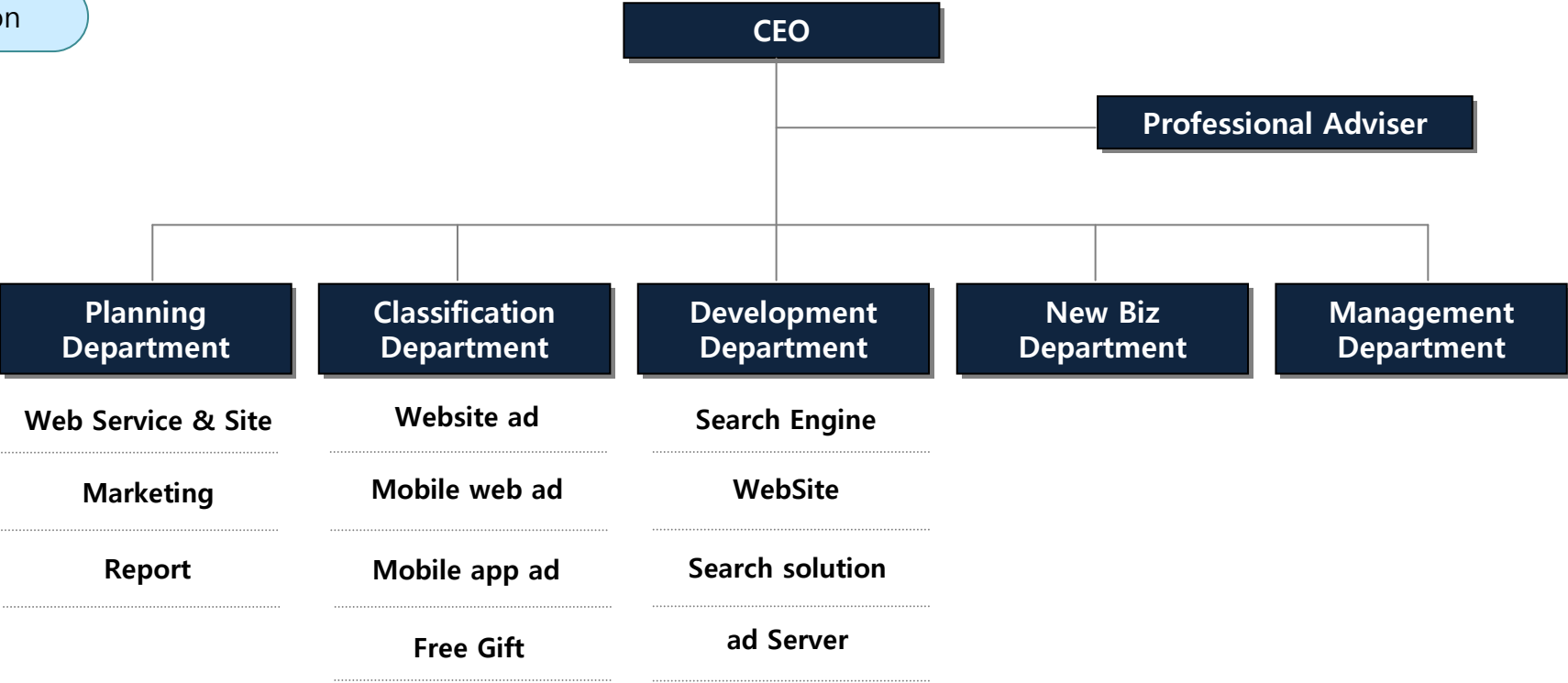
Researchad is doing our best to provide data service to help digital marketing strategy and so on.

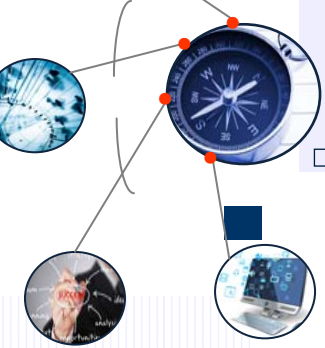


Company	Researchad	
CEO	Yoo, Kwang Suk	
Founded	01 November 2004	
Address	2F, T-Plus Bldg 16, Hakdong-ro 34-gil, Kangnam-gu, Seoul, Korea	
Employees	19 (as of November 2014)	
Contact	TEL +82-2-546-9692	FAX +82-2-546-9694
Homepage	www.researchad.com	
SNS	www.facebook.com/researchad	Twitter.com/researchad
e-mail	newday@researchad.com	mkt@researchad.com



Organization





History

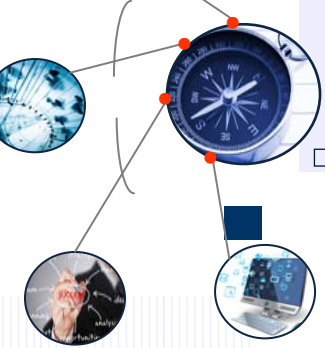
- 02 launch of Mobile statistics data service **2013**

- 11 development of collection technology of Mobile app advertising
- 06 launch of new web browser Chrome and FireFox **2012**

- 12 provide only internet display advertising statistics data in Korea
- 11 contract with Nielsen Media Research Ltd (Global Advview)
- 11 launch of My Search service for advertiser and small agency
- 01 launch of main portal time share chart service for Media Rep **2011**

- 07 development of collection technology of Mobile web advertising
- 05 cooperation with 'TNMS'/ trend report publication for Media Rep
- 01 development of ad-Network collection system **2010**

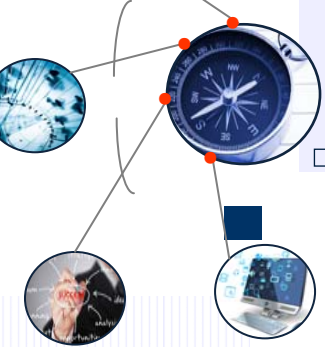
- 11 update International website and classification system **2009**



History

- 12 development of system for SA Bidding Solution 'ADgather'
 - 10 development of monitoring system for Korea Onlined Association
 - 08 cooperation with Advertising Information Center
- 2008**
- 11 development of system for Internet Marketing Directory Service
 - 09 patent pending of Internet display ad analysis, statistics and system
 - 04 designate venture business /launch of international ad
- 2007**
- 12 development of Modul system for Internet Media Customizing Service
 - 09 upgrade Researchad v2.0
- 2006**
- 09 upgrade Researchad v1.5
 - 01 launch of Researchad v1.0
- 2005**
- 11 establishment of Researchad, Korea
 - 06 complete of engine development 'AD Collector'
- 2004**

Chapter III. Researchad Company Profile



Clients

