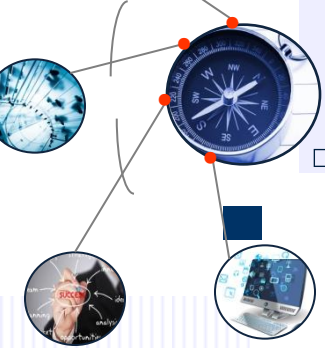


Search! All of your ways for Digital Marketing

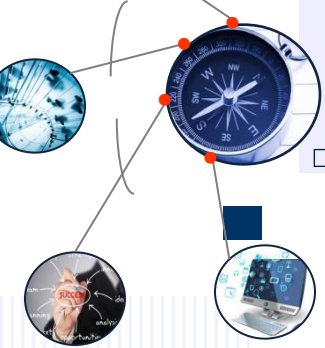
**Researchad**

## Service Introduction



## ■ Objective

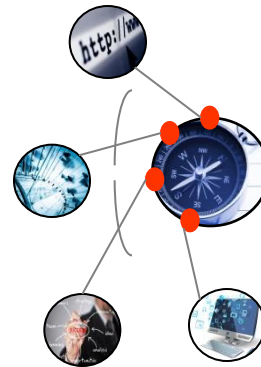
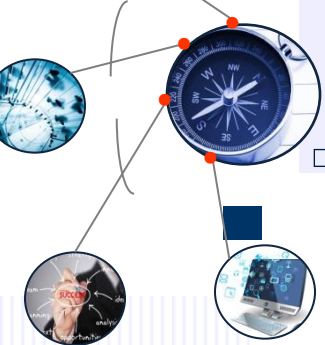
**The objective of Researchad service is that provide useful and systematized the information of Online Display Advertising.**



Chapter I . Researchad System Logic

Chapter II . Researchad Main Service

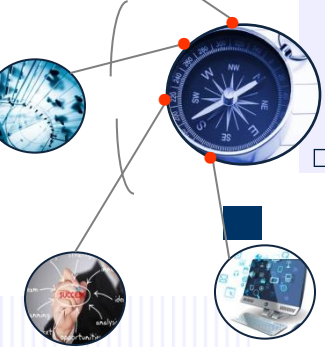
Chapter III . Researchad Company Profile



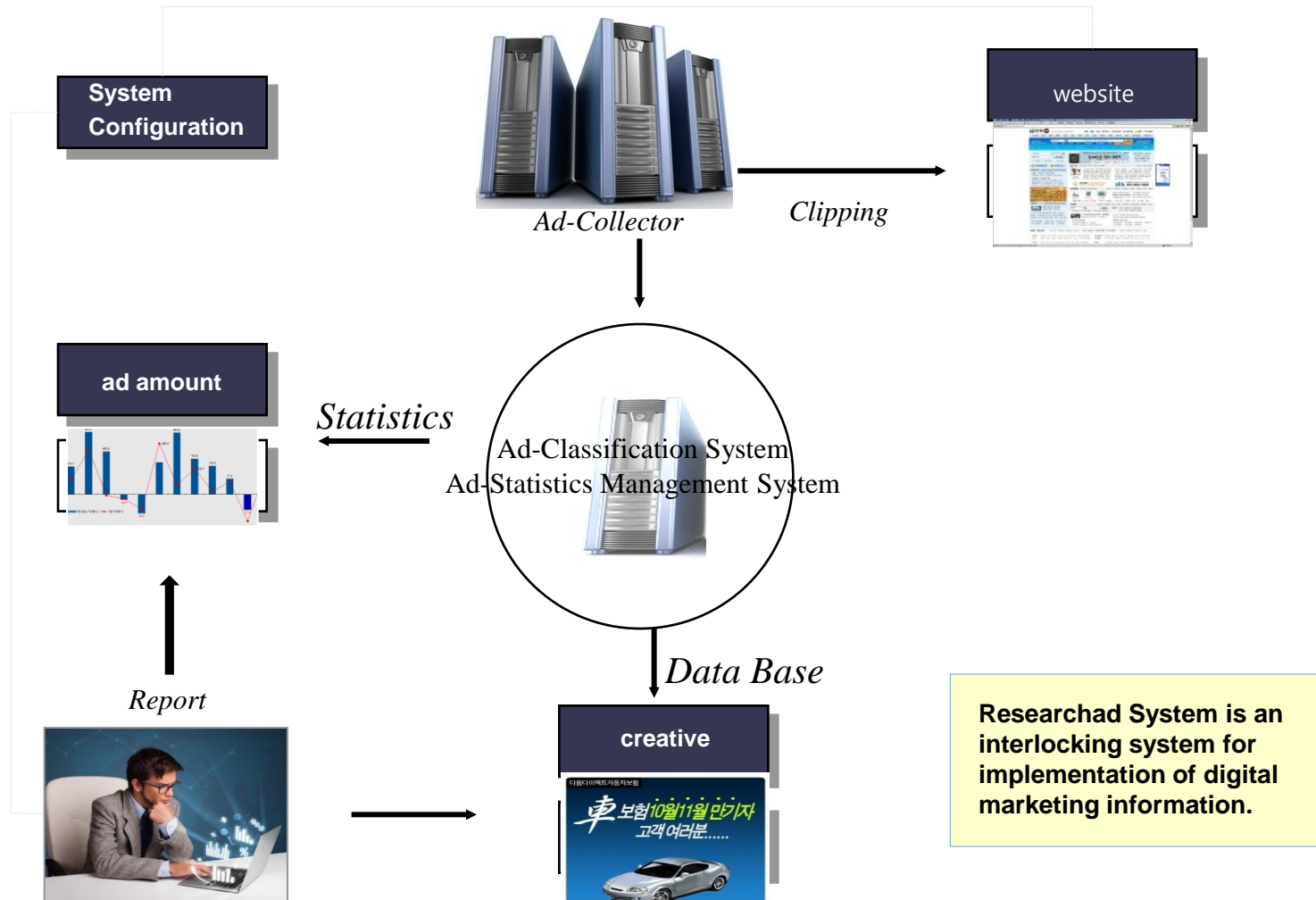
## Chapter I. Researchad System Logic

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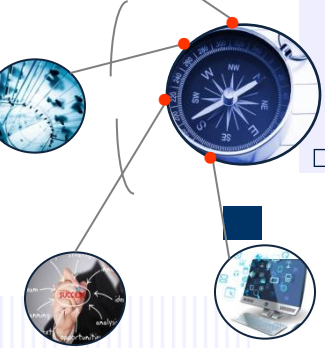
1. System Outline
2. Website Selection
3. Collection Range
4. Campaign Classification
5. Computation of ad



## System Outline



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



## Website Selection

### Website

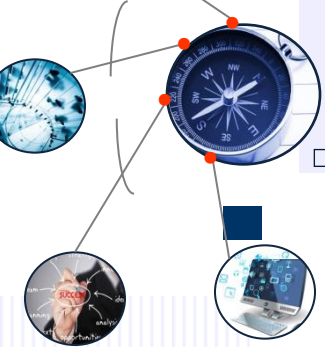
Websites in advertising sales

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.

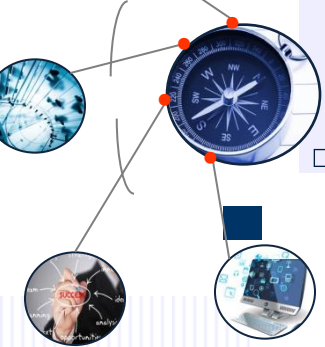
Phase	Activity	Remark
Phase 1	Information from each websites	
Phase 2	Information from marketer in websites	the modification of website`s information/ no information from website case
Phase 3	Information from media lab	profiling the declared value through media lab
Phase 4	Integration of information	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)
	Network AD	
	Messenger Type AD	
	Mobile Web AD	
	Mobile App AD	
	Mobile Platform AD	
	Pre-roll in Video AD	
	Facebook sponsor AD	
	Smart Media Rep AD	
	Client's e-mail	Image DB
	Blog	
	Café	
	Twitter	
	Face book	
Brand site		



## Campaign Classification

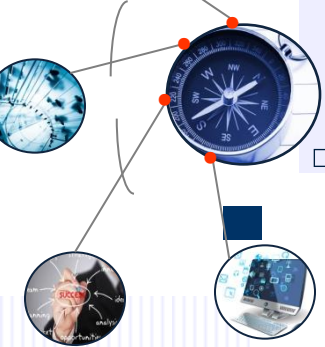
**INDEX** classified except partnership ad, itself ad.

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	



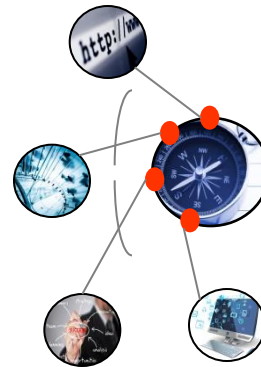


## Computation of ad

### Calculation of ad amount

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

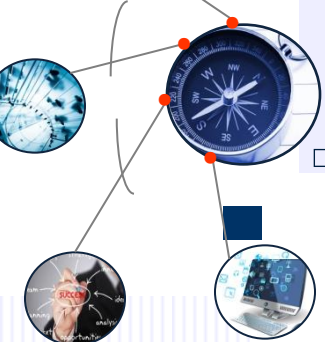
Phase	Activity	Remark
Phase 1	ad size, price information collection and update	through the information of website and online Media Rep
Phase 2	correction computation	website, page view, ad running quality, etc.
Phase 3	calculation of ad amount	linked with clipping engine
Phase 4	checking and modification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



## Chapter II. Researchad Main Service

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



Contents

**Report various data results over 500 type**

<b>period selection</b>	day	week	month	
<b>classification selection</b>	website	Biz industry	advertiser	brand
<b>data selection</b>	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	
<b>period selection</b>	week	month	quarter	half year
	year			



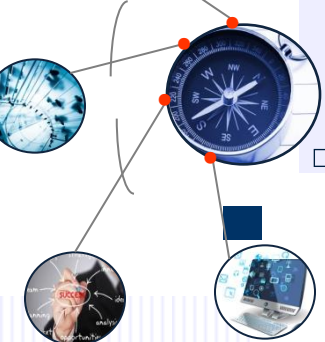
Contents

AD statistics

<b>classification selection</b>	Industry statistics	advertiser statistics	brand statistics	website statistics
<b>data selection</b>	major	advertiser	brand	website
	middle			
	minor			
<b>period</b>	week	month		

AD creative

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



Contents

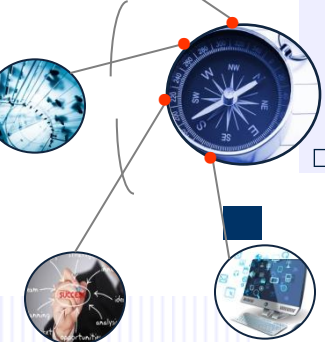
Mobile

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

Mobile creative

Search banner ads, interstitial ads and landing pages by platforms

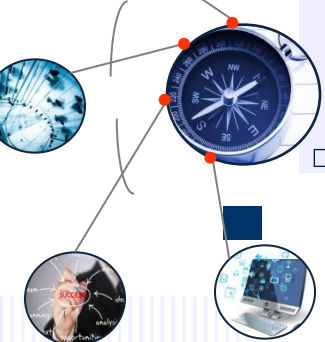


Contents

Video

Pre-roll ads from 18 websites, including SMR ads and Sponsored ad in Facebook news feed

<b>period selection</b>	day	week	month	
<b>classification selection</b>	advertiser	brand	Biz industry	website
<b>data selection</b>	Advertiser	Brand	major industry	website
	rivalry advertiser	rivalry brand	middle industry	rivalry website
			minor industry	
	advertiser	brand	campaign	
	website	ad date	PC+MOBILE	
<b>period selection</b>	week	month	quarter	half year



SA Contents

Advertiser sales pool

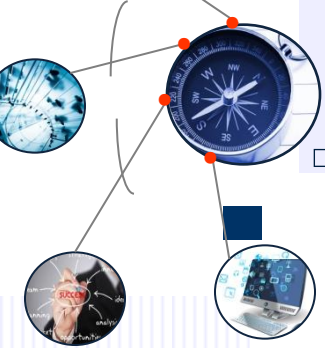
Real-time service providing URL information of the on-off network and platform advertisers or brands for outbound sales

Advertiser	Brand	Biz industry	PC/MOBILE	URL
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Platform summary report

Chart service providing ad trends of the on-off network and platform (rivalry) advertisers or (rivalry) brands in the past one year

PC TOP 10	PC website category	PC TOP 10 Platform	Device
Mobile TOP 10	MO website category	MO TOP 10 Platform	Ad amount

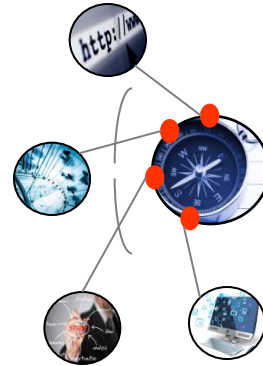
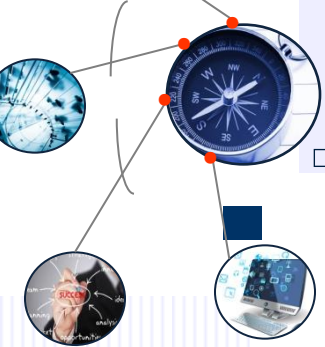


## Contents Summary

### 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
Mobile	mobile advertiser and brand search	2010
Mobile creative	Search banner ads, interstitial ads and landing pages	2010
Video	Pre-roll ads from 18 websites	2016
Advertiser sales pool	Real-time service providing URL information	2018
Platform summary report	Chart service providing ad trends	2018

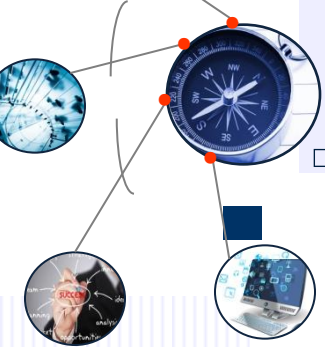




## Chapter III. Researchad Company Profile

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1. Profile
2. History
3. Client



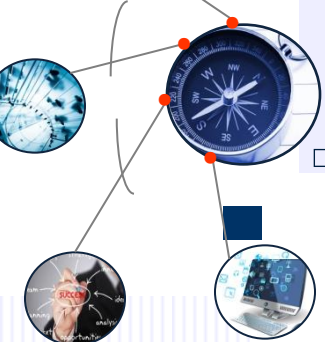
## Profile

*Search! All of ways of your digital marketing*

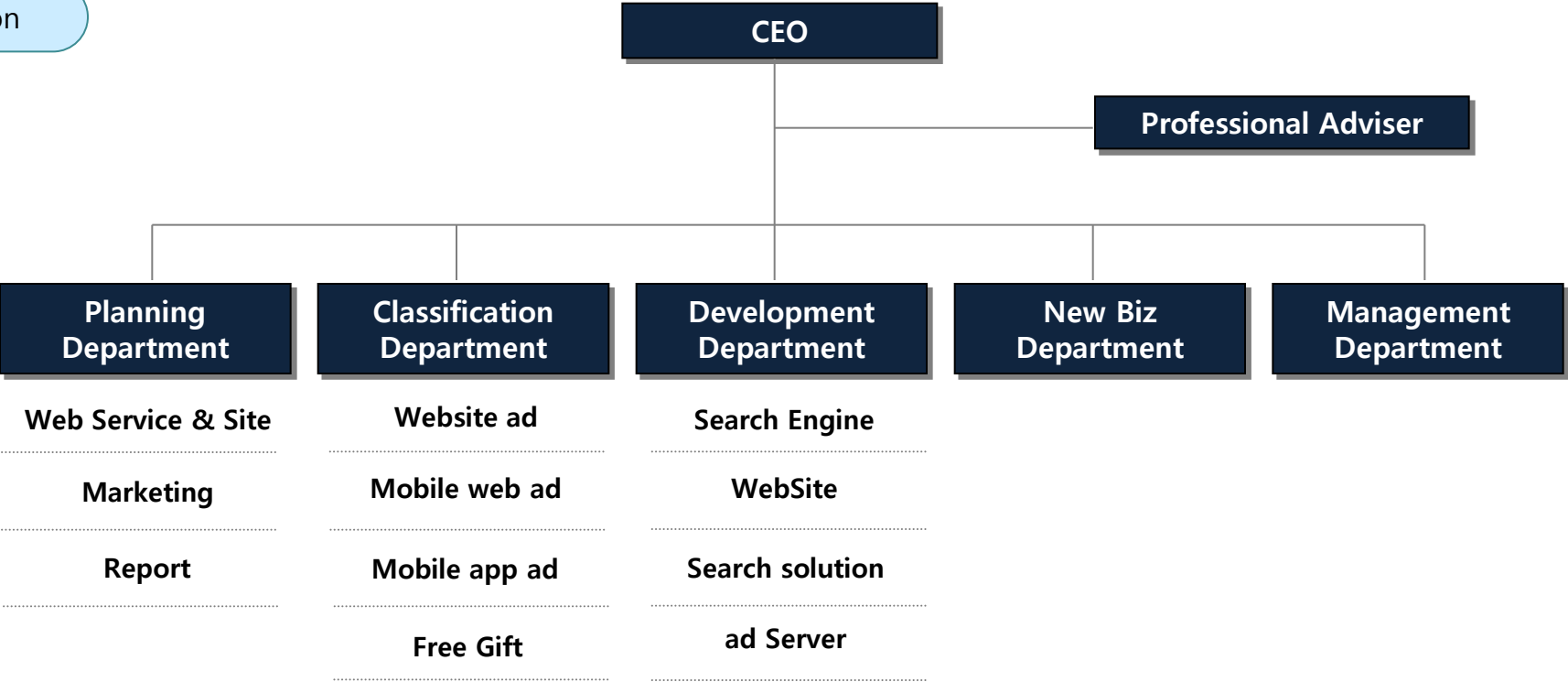
Researchad is doing our best to provide data service to help digital marketing strategy and so on.

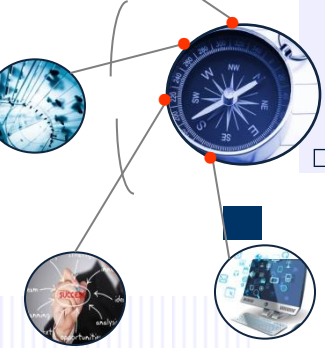


<b>Company</b>	Researchad	
<b>CEO</b>	Yoo, Kwang Suk	
<b>Founded</b>	01 November 2004	
<b>Address</b>	2F, T-Plus Bldg 16, Hakdong-ro 34-gil, Kangnam-gu, Seoul, Korea	
<b>Employees</b>	26 persons	
<b>Contact</b>	TEL +82-2-546-9692	FAX +82-2-546-9694
<b>Homepage</b>	<a href="http://www.researchad.com">www.researchad.com</a>	
<b>SNS</b>	<a href="http://www.facebook.com/researchad">www.facebook.com/researchad</a>	<a href="https://twitter.com/researchad">Twitter.com/researchad</a>
<b>e-mail</b>	<a href="mailto:newday@researchad.com">newday@researchad.com</a>	<a href="mailto:mkt@researchad.com">mkt@researchad.com</a>



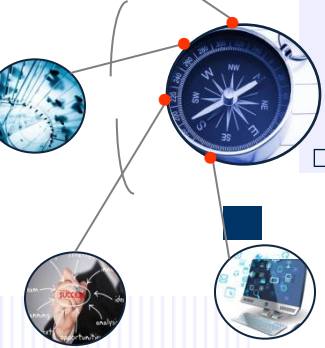
Organization





### History

- 10 launch of 'Advertiser sales pool' and 'Platform Summary report' services **2018**
- 12 development of collection technology of PC and video platform data **2017**
- 04 launch of video statistics data service **2016**
- 05 development of retargeting ad solution 'Smart Target' **2014**
- 05 launch of researchad App 'Advertising Alarm' **2013**
- 02 launch of Mobile statistics data service



### History

- 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 Adviev)
- 11 launch of My Search service for advertiser and small agency
- 01 launch of main portal time share chart service for Media Rep

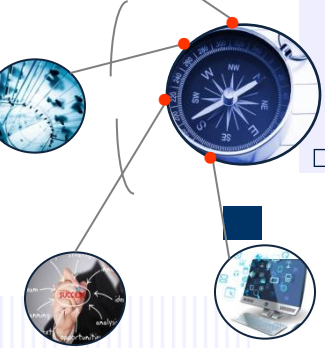
**2011**

- 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

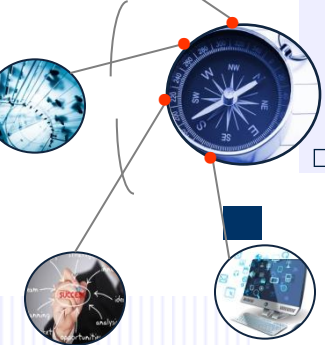
**2009**



### 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

