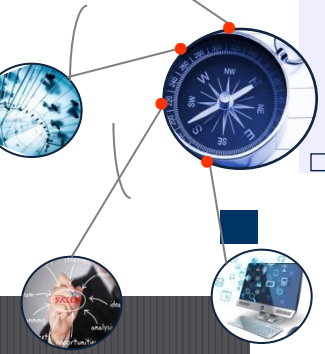


Search! All of your ways for Digital Marketing

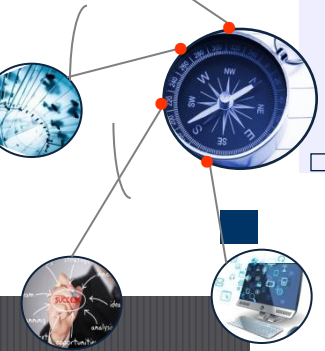
Researchad

Service Introduction



■ Objective

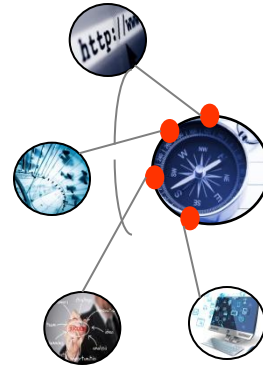
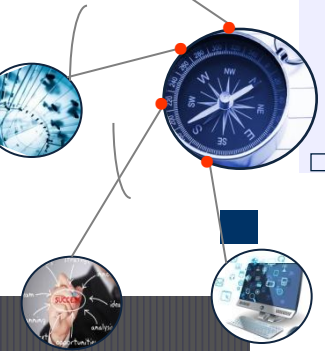
The objective of Researchad service is that provide useful and systematized the information of Online Display Advertising.



Chapter I . Researchad System Logic

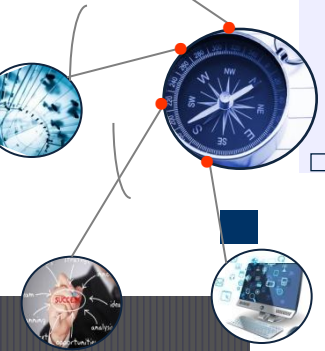
Chapter II . Researchad Main Service

Chapter III . Researchad Company Profile

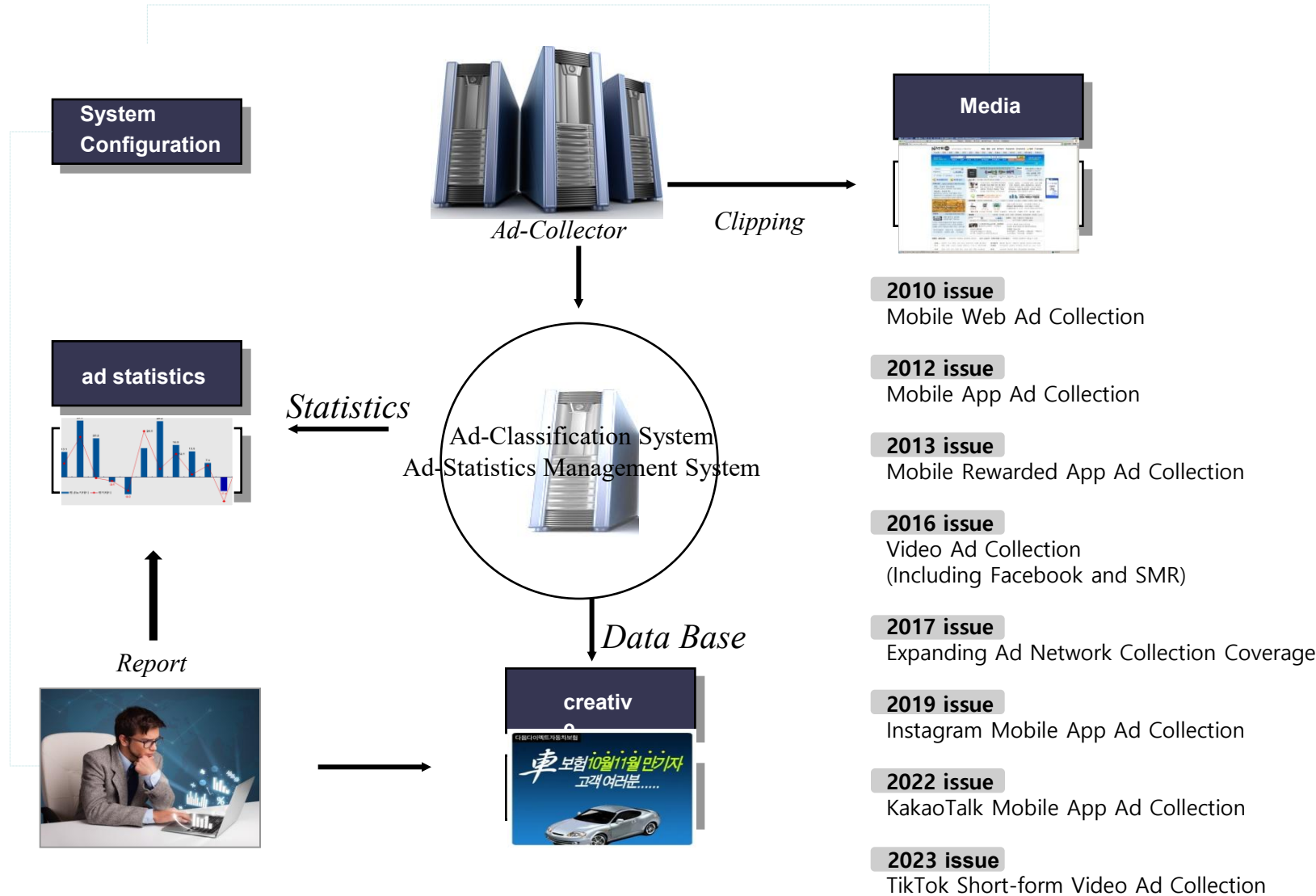


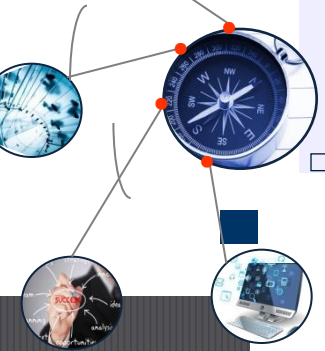
Chapter I. Researchad System Logic

1. System Outline
2. Ad Collection
3. Collection Range
4. Media Selection
5. Campaign Classification
6. Computation of ad spend



System Outline





Ad Collection

Phase 1. Option Settings

- Visit Count by Media
- Visit Count by Ad Placement
- Visits per Ad Slot
- Weighted Values by Ad Attributes

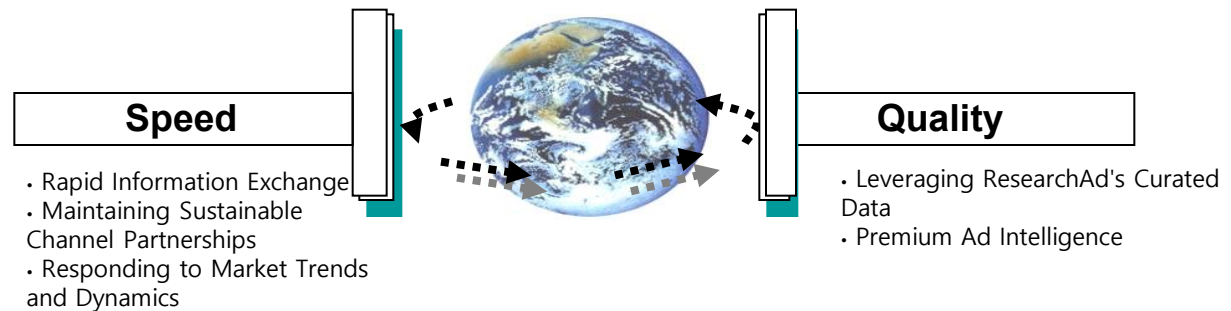
Phase 2. Operational Check

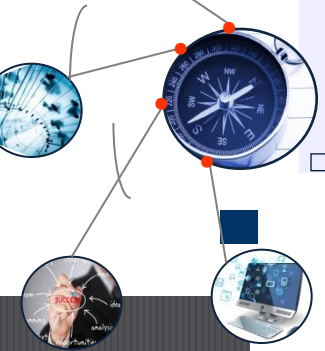
- Engine Execution based on Configuration
- Monitoring Engine Operational Status
- Response to Operational Anomalies

Phase 3. Closing Verification

- Daily/Weekly/Monthly Operation Closing
- Operation Closing by Website and Placement
- Monitoring Variance in Operation Results
- Handover to Data Classification

Real-time Automated Collection via Clipping Engine



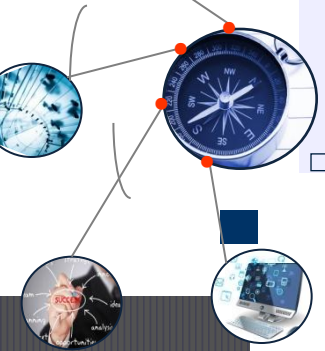


Collection Range

Classification of Collection Scopes

Extensive Collection of General Display Ads, Excluding Targeted Ads

Non-collection	Collection	Date format
Login-based Targeting AD (Age, Region, Sex) ※ As an exception collecting ads from Facebook, Instagram, KakaoTalk, and TikTok via user panels	Internet Display AD	Advertising Spend (unit : thousand won) + Image DB (banner and landing page)
	AD-Network AD	
	Nate on AD	
	Mobile Web AD	
	Mobile App AD	
	PC, Mobile, Video Platform AD	
	Video Pre-roll AD	
	Facebook/Instagram sponsor AD	
	SMR AD	



Media Selection

Media

All Domestic Digital Media with Recurring Ad Revenue

Phase	Activity	Remark
Phase 1	Media Ranking by Traffic Volume	Correlation with External Rankings (e.g., KoreanClick)
Phase 2	Selection and Addition of Industry-specific Vertical Sites	Internet Traffic & Industry/User Recognition
Phase 3	Advisory Committee Review	Regular Review
Phase 4	Inclusion and Exclusion of Target Website	Immediate Updates upon Validation of Client Requests Reflecting Additions and Exclusions through Regular Committee Reviews

Industry Classification

ON & OFF – Line Ad Industry Classification Systems, **Internet Ad Data Supporting Cross Media Research**

Phase	Activity	Remark
Phase 1	On-line ad industry classification	Korea Standard Industrial Classification / Korea Digital Advertising Association 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	Creating and integrating online-specific business categories Review by the academic advisory panel
Phase 4	reflect of changed issues regularly	Updating changes based on regular advisory panel reviews Regular feedback exchange with the off-line team

INDEX

Data processing centered on core indices throughout the collection, classification, and reporting stages.

Clipping	Classification	Reporting
Media (URL)	Ad Type (Corporate / Self-promotion)	Ad industry(Standardized)
Ad Placement (URL)	Ad Size (390X100)	Advertiser
Ad Size (390X100)	Advertiser	Brand
Ad start date	Brand	Ad Campaign
Ad end date	Ad Campaign	Media (URL)
	Ad industry(Standardized)	Ad Placement
	Text in ad	Ad Spend
	Landing page	Ad Creative
		Text in ad

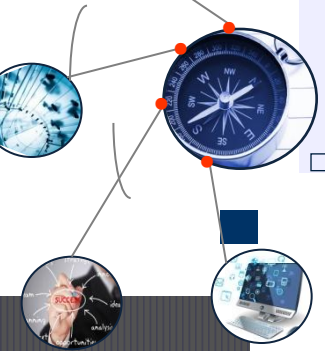
Slot size and price of AD

The information about accurate ad standard and spend has effect on date reliability.

When ad product has any change, we will adjust ad standard and spend.

Phase	Activity	Remark
Phase 1	Information from each website	Collecting information provided by media website
Phase 2	Information from each media	Modifying information or handling cases where website information is unavailable
Phase 3	Information from media rep	Gathering unit prices via media reps
Phase 4	Information Integration and Reconciliation	monitoring regularly

Campaign Classification

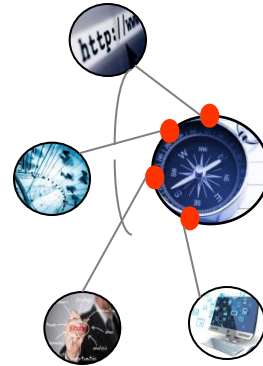
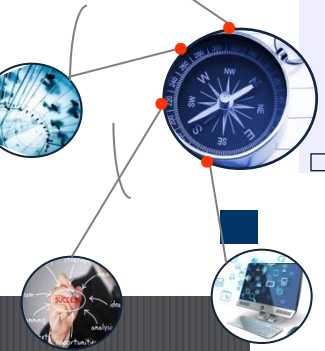


Computation of ad spend

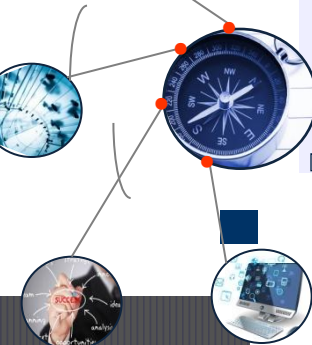
■ Calculation of ad spend

Using a proprietary ad spend model to surmount structural flaws, such as inaccurate unit costs and impression variances caused by discount rates.

Phase	Activity	Remark
Phase 1	ad size, price information collection and update	Monitoring via media and media rep networks
Phase 2	correction computation	media, page view, ad running quality, etc.
Phase 3	calculation of ad spend	linked with clipping engine
Phase 4	checking and modification	monitoring about ad price in media



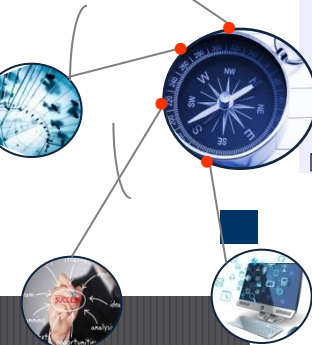
Chapter II. Researchad Main Service



Contents

PC Statistics various data results over 500 type, Monthly Reporting

period selection	day	week	month	
classification selection	media	ad industry	advertiser	brand
data selection	media	major industry	advertiser	brand
	media category	middle industry	rivalry advertiser	rivalry brand
	advertiser	media	media	media
	brand	media category	media category	media category
	section	advertiser	brand	advertiser
		brand	campaign	campaign
		media	media	media
	section	section	section	
period selection	week	month	quarter	half year
	year			



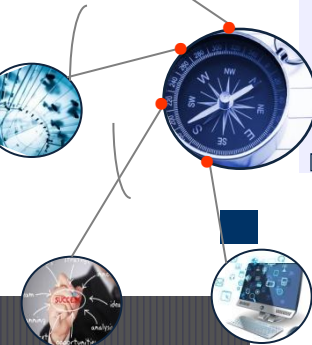
Contents

PC Statistics Summary Visualized statistics for PC Banner ads
(Ad count, Campaign count, Media count, etc.)

period selection	day	week	month	
classification selection	ad industry Statistics	advertiser statistics	brand statistics	media statistics
data selection	industry m/s/d	advertiser	brand	media

PC AD creative PC Banner Creative and Landing page

period selection	day	week	month	
data selection	major industry	sub industry	detail industry	
	advertiser	brand	media	
	main section	ad copy input		
	length type	width type	Square type	floating type

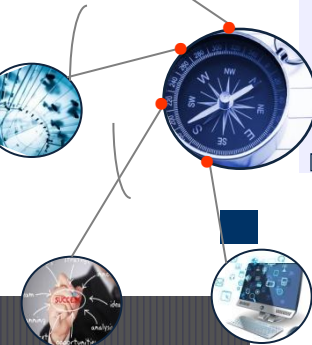


Contents

Video

We collect pre-roll ads from 113 major channels, including SMR For social platforms like Facebook, Instagram, and TikTok, we gather sponsored and short-form ad data through targeted panels in Seoul

period selection	day	week	month	
classification selection	ad industry	advertiser	brand	media
data selection	major industry	advertiser	brand	media
	sub industry	rivalry advertiser	rivalry brand	rivalry media
	detail industry			
	advertiser	brand	campaign	
	media	ad run date	platform	
period selection	week	month	quarter	half year



Contents

Mobile Statistics

We monitor 113 mobile web outlets and approximately 1,800 mobile app channels, including the Top 500 free Android apps and major platform-specific applications

period selection	day	week	month	
classification selection	ad industry	advertiser	brand	
data selection	major industry	advertiser	brand	
	sub industry	rivalry advertiser	rivalry brand	
	detail industry			
	advertiser	brand	platform	
	brand	campaign		
period selection	week	month	quarter	half year

Mobile AD creative

Collecting mobile band/full-page banners and landing page images, with individual search functionality by platform

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

ad industry

PC/Mobile

url

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 media category

PC TOP 10 Platform

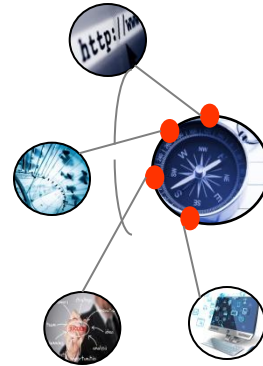
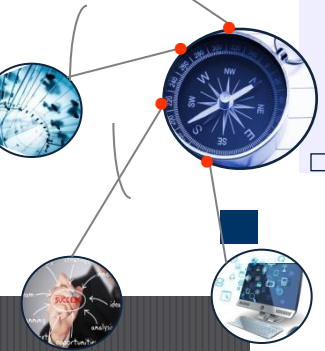
Device

Mobile TOP 10

MO media category

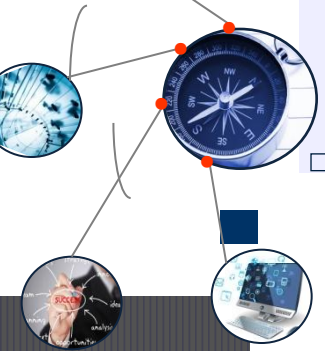
MO TOP 10 Platform

Ad spend



Chapter III. Researchad Company

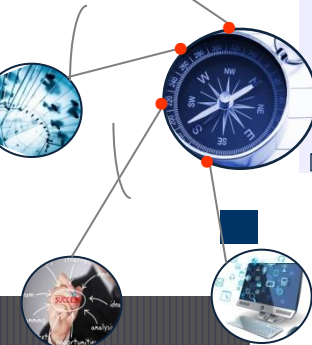
1. Profile
2. Organization
3. History
4. Business contents
5. Client
6. Contact us



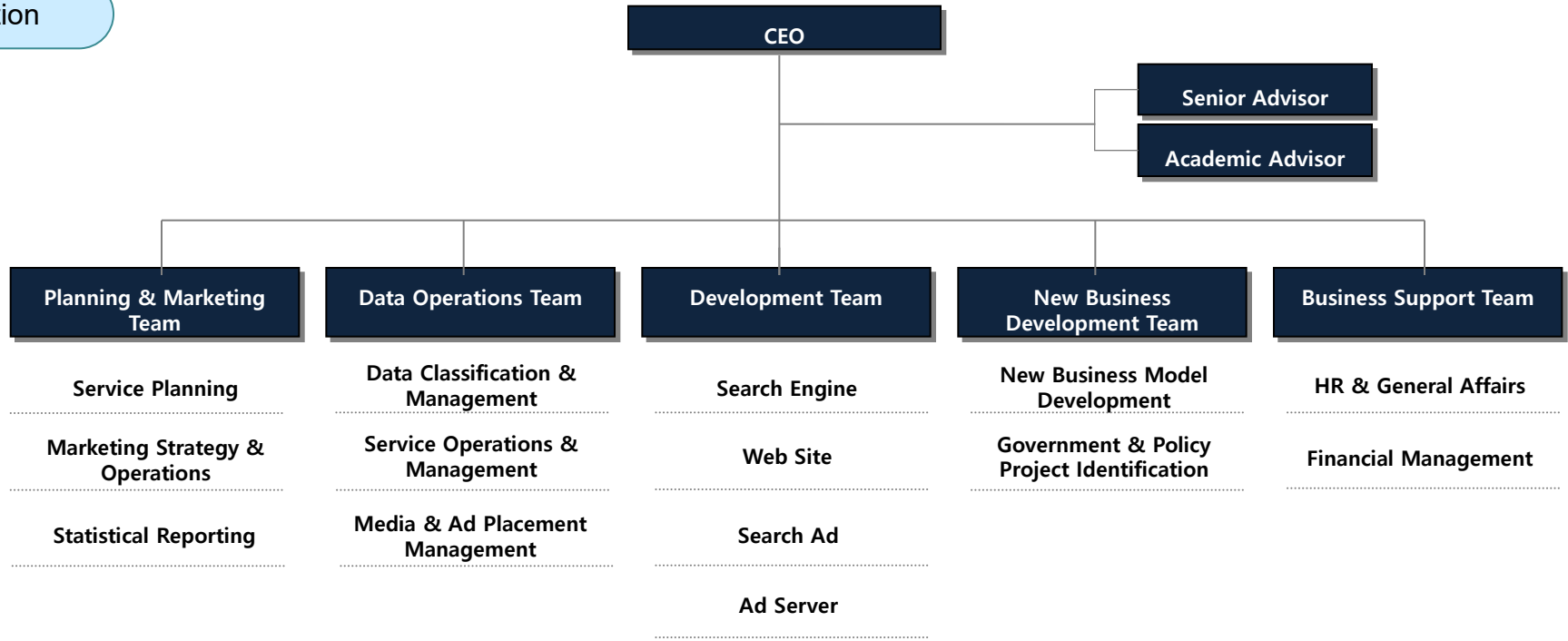
Profile

Researchad provides database services to support digital marketing strategies, market/competitor analysis, and data-driven decision-making. We are committed to delivering systematic and user-friendly experiences powered by our proprietary information technology

Company	Researchad Co., Ltd.
CEO	Yoo Kwang Suk
Founded	01 November 2004
Address	#302, Yeongdeungpo D-State, 28, Seonyuseo-ro 25-gil, Yeongdeungpo-gu, Seoul, Republic of Korea
Employees	19 persons
Contact	Tel 02.546.9692 Fax 02.546.9694 E-Mail mkt@researchad.com
Homepage	www.researchad.com



Organization



History

2025

- 09 Published 'Global Insight Reports'

2024

- 07 Finished AI development for expanded landing image collection

2023

- 10 Expanded ad collection to Short-form video formats
- 04 Launched 'Ad Directory' Group Buy service
- 02 Certified as a 'Data Voucher' provider

2022

- 07 Upgraded servers for advanced Mobile and Platform data collection
- 01 Added KakaoTalk panel ad collection

2021

- 07 Renewed and updated 'Trend Reports'
- 02 Certified as a 'Data Voucher' provider
- 01 Segmented and standardized 'Data Delivery' services

2019

- 12 Renewed 'Ad Directory' service
- 09 Renewed 'Data Integration' service
- 04 Added Instagram panel ad collection

2018

- 10 Launched Advertiser Sales Pool & Platform Summary Reports for search agencies
- 07 Launched Data Integration service / Added Mobile Rich Media ads

2017

- 12 Expanded ad collection to PC and Video platforms

2016

- 04 Official launch of Video Statistics (Including Facebook panel ads)

2014

- 05 Finished 'Smart Target' (Retargeting Ad Solution) development

2013

- 05 Launched ResearchAd 'Ad Alarm' App
- 02 Official launch of 'Mobile' service (based on Web & App data)

2012

- 10 Renewed 'Ad Directory' (Gift Info & Budget Statistics)
- 08 Added branding-expandable ad creatives from major portals
- 06 Expanded browser support to Chrome and Firefox
- 01 Added hourly ad spend data to 'Media Time Share Chart'

2011

- 12 Korea's only provider of Internet Display Ad statistics**
- 11 Won a contract for Nielsen Media Research Ltd.(Global Advview) customizing service
- 11 Finished Media Rep service renewal / Renamed to 'Media Time Share Chart'
- 11 "My Search" service opening for advertisers and small agencies
- 01 Time Share Statistics service opening for Media Reps

2010

- 07 Started Mobile Web ad collection
- 01 Finished 'Network Ad' collection system setup

2008

- 12 Finished 'Search Ad Bidding Solution' development
- 10 Finished monitoring page for 'Korea Internet Advertising Review Board'
- 08 Service Partnership with 'AdWaffle' (KFAA)

2007

- 11 Finished 'Internet Marketing Directory Service' development
- 09 Filed a patent for 'Internet Display Ad Analysis and Statistics System'
- 04 Certified as a Venture Business / Overseas Ad Service Opening

2006

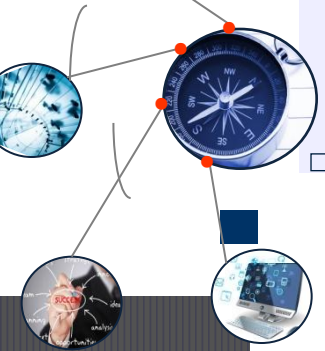
- 12 Finished 'Internet Media Customizing Service' module development
- 09 Researchad v2.0 upgrade

2005

- 09 Researchad v1.5 upgrade
- 01 Researchad v1.0 paid service opening

2004

- 11 Incorporation of Researchad Co., Ltd.
- 06 Completion of 'AD Collector,' a proprietary clipping engine



Business contents

- Ad Amount tracking and creatives for 113 domestic display media
- Ad Amount tracking and creatives for Mobile Web & App
- Pre-roll ad tracking for Video media (YouTube, Facebook, etc.)
- Ad tracking based on Platform advertising

Database Service

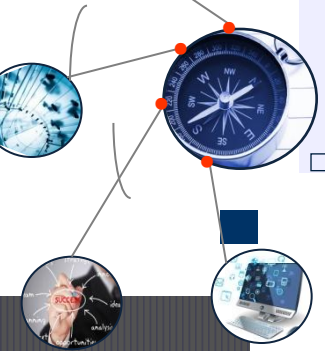
- Developed Search Ad bidding solution 'Adgather'
- Developed Mobile Apps
- Developed Internet Ad promotions
- Developed Ad clipping engines
- Developed Ad review monitoring systems
- Developed Retargeting Ad solutions

Research Development

Contents Provider

- Published Internet Ad statistics reports
- Published Internet Ad trend reports
- Published customized Ad statistics reports
- Internet Ad White Papers, CD-ROMs, etc.

Researchad



Client

nm9

Cheil



keystone
marketing
company

RAPP



WPP Media

digitalFirst

DMC MEDIA



DPLAN³⁶⁰

INNOCEAN

eMnet

incross

MezzoMedia



spoon.D

mate



D.PURPLE
Digital Marketing Company



TBWA



m2digital

nasmedia

Ogilvy

OPMS

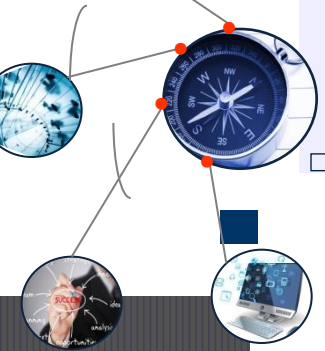


Bellcom

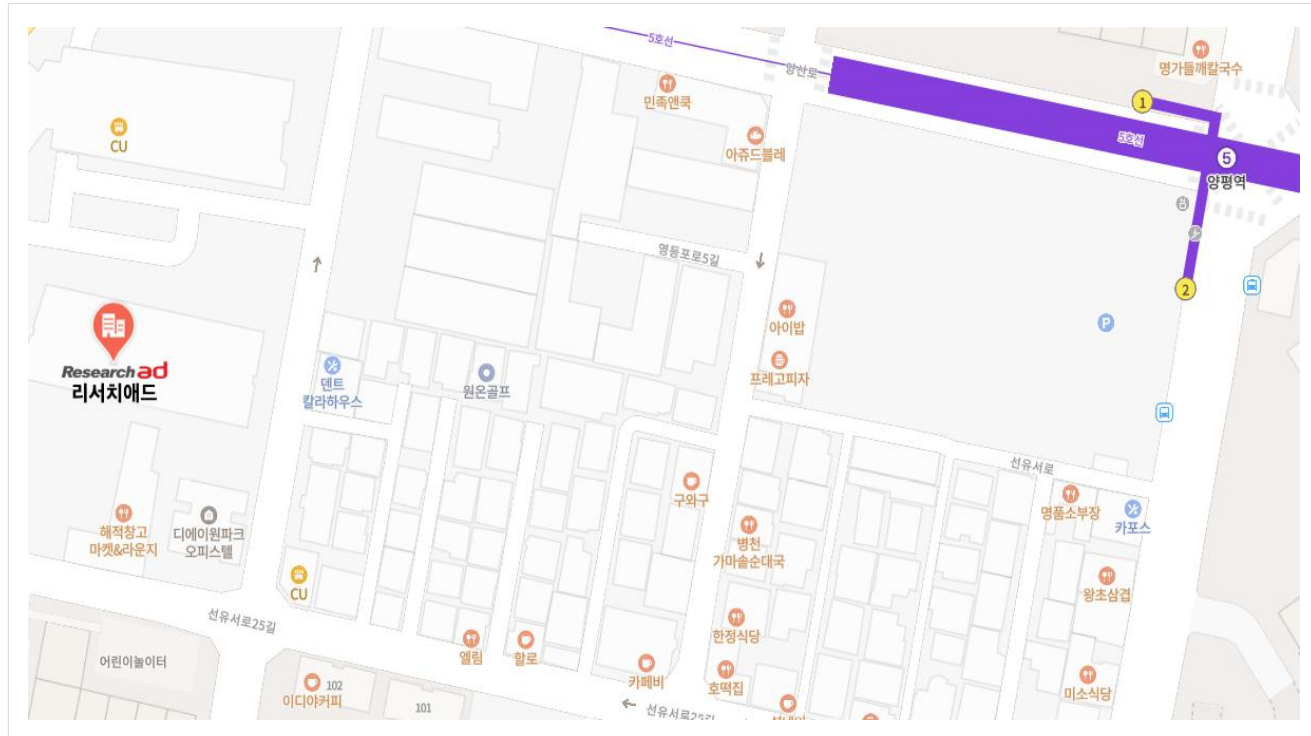
ADONEX

INNORED

kobaco



Contact us

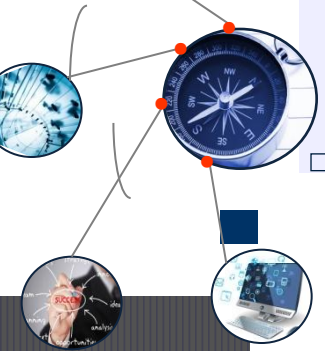


Search ! All of Your Ways for Digital Marketing



#302, Yeongdeungpo D-State, 28, Seonyuseo-ro 25-gil, Yeongdeungpo-gu, 07276, Seoul, Republic of Korea

Tel) 02-546-9692 Fax) 02-546-9694 e-mail) mkt@researchad.com



Thank You