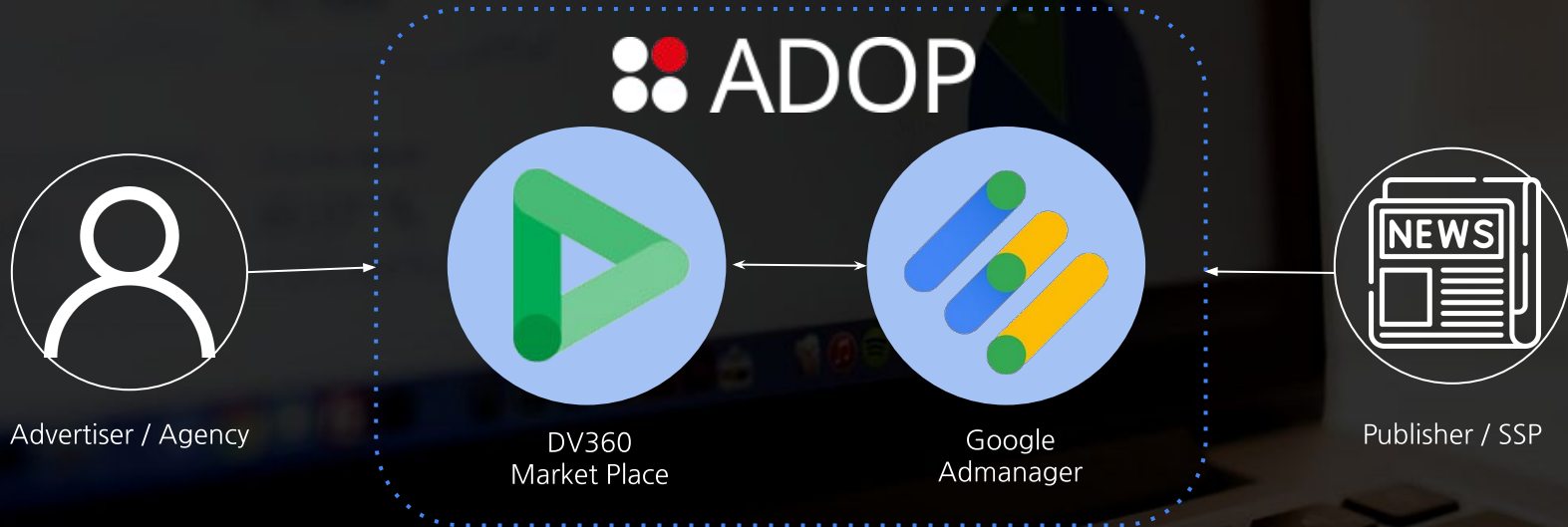# ADOP
Programmatic Deal Package(EN)

ADOP

What is a Programmatic Deal,

A trading method that gives the right to bid preferentially by applying the wanted targeting options to specific inventory.
→ Advantages : With a different unit price for each specific premium inventory, it is possible to
  send out AD on the page first.

ADOP has DSP and SSP at the same time.
so Deal operation is possible as purchasing premium
inventory quickly and easily.

ADOP

Advertiser / Agency

DV360
Market Place

Google
Admanager

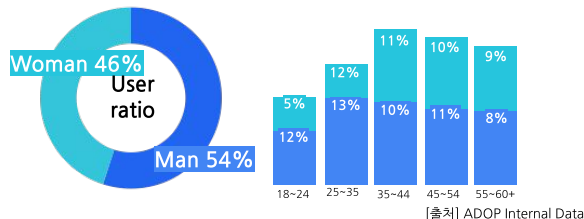Publisher / SSP

Advantages of ADOP Programmatic Deal

01

Google Admanager & DV360 Specialist

ADOP is Google's official publishing partner(*GCPP)
We have experience in a number of campaigns such as Calvin klein, Timberland etc.

*GCPP : Google Certified Publishing Partner

02

We have all of ages Users(10~60+)

Woman 46%
User ratio
Man 54%

	18~24	25~35	35~44	45~54	55~60+
	5%	12%	11%	10%	9%
	12%	13%	10%	11%	8%

[출처] ADOP Internal Data

03

Support 4 trading methods uniquely

*Guaranteed Deal, Preferred Deal, Private Auction, Open Auction

* Guaranteed Deal : Guaranteed impressions, Fixed price, 1:1 transactions
* Preferred Deal : Non-guaranteed impressions, Fixed price, 1:1 transactions
* Private Auction : Non-guaranteed impressions, Competitive bidding(Minimum price), 1: Multiple transactions
* Open Auction : Non-guaranteed impressions, Competitive bidding(Minimum price), Multiple transactions

04

Various Deal Package + Immediate Response

- Not just audience package, but various deal package after understanding the essence of the campaign.

- Immediate response according to campaign efficiency(change of number of exposures, change of publisher, etc.) So you can avoid wasting advertising budget.

Common goals of advertisers.

[Raising awareness(Branding Effect)
Enhance purchase conversion(Performance efficiency)
Find Potential customers
Saving advertising budget **]**

Target Audience Package	**+**	Various ADOP Deal Package	**+**	Immediate Response

Firstly, media list is selected based on age, gender, and category that are highly relevant to the campaign.

After understanding the nature of the campaign and potential customers, We consist of ADOP unique package. (Stable, Challenging, Global, Fresh, Free)

Advertising budget can be saved through immediate response according to campaign efficiency. (change of number of exposures, change of publisher, etc)

ADOP **6** Deal Package.

Stable

Challenging

Global

Fresh & New

Free

Premium

1. **Stable Package**(Average CPM : 0.8~1$)

- Among the publisher by ADOP, **The top 5 of publisher with having a high traffic and name value + A publisher that goes with ADOP 100% without rolling with other companies**
- What is the criteria about the top 5 of publisher with having a high traffic and name value? **More than 5 million traffic per month, Chosun & Joongang & Donga and subsidiary**

** The CPM is the average, the CPM may change for each inventory.

The top 5
with high traffic

Publisher
with having a name value

Publisher
that goes with ADOP100%

**In addition, we have a variety of media
**Publisher can be changed or excluded according to advertiser preference

Common Expected Factors

- Brand Safety, Clean Environment, No AD clutter

Other Expected Factors

Among the publisher by ADOP, the top 5 of publisher with high traffic

- More than 5 million traffic per month, so High user inflow rate.
  》 High Viewability(Avg 66%), High CTR(Avg 0.15%)

Publisher that goes with ADOP 100%

- Higher ad exposure potential
  》 High Viewability(Avg 60%), High CTR(Avg 0.26%)

2. Challenging Package(Average CPM 0.4~0.6$)

- Publisher that don't have a name value, but registered on the Naver News Stand + Low traffic, but High Viewability & CTR publisher
- What is the 'Naver News Stand'? Publisher registered on the Naver main. Naver is a famous site in KR like Google
- **Criteria of Low traffic, but High Viewability & CTR : Traffic 100,000~ 2 million less / Viewability 60% more / CTR 0.2% more**

** The CPM is the average, the CPM may change for each inventory.

아주경제

부산일보

공감 | 인 | 론 뉴시스 NEWSIS

news 1 KOREA

머니투데이방송

아시아투데이

Publisher registered on the Naver

+

문화일보

CEO 스코어데일리

MOBIINSIDE

시사IN

국민일보

DOCPLE

Traffic↓CTR & Viewability↑publisher

**In addition, we have a variety of media
**Publisher can be changed or excluded according to advertiser preference

Common Expected Factors

- Discover potential customer

  예 'ADhero Beauty Campaign'_ Progress with Challenging Package(Munhwa, Moneytoday, etc)

  〉〉 CTR 0.3%, CVR 4% Attainment
  〉〉 Discover potential man client and publisher besides woman.

- Low CPM 0.5$(Avg) -〉 Budget saving + High Campaign Effect
  〉〉 High CTR(Avg 0.2%), Viewability(Avg 65%)

Other Expected Factors

Publisher registered on Naver News Stand

- High accessibility through Naver News Stand.
  〉〉 Higher user inflow rate
  〉〉 High CTR (Avg 0.3%), CVR(Avg 5%)

  예 'OK Savings Bank Campaign'_ Progress with Naver News Stand Publisher(Aju economy, Busanilbo)네이버

  〉〉 CTR 0.2%, CVR 5% Attainment

3. **Global Package**(Average CPM 0.6~1$)

- Publisher with low recognition in KR but high recognition abroad + Global premium publisher owned by ADOP branch(IDN, TH, VN)
- Criteria of Global premium publisher : Over 5 million traffic per month

** The CPM is the average, the CPM may change for each inventory.

blind

KMPLAYER

ZD Net Korea

Publisher with low recognition in KR but high recognition abroad

Pikiran Rakyat	**Dailynews**	**WebGiá.com**
itemku	**THE BANGKOK INSIGHT**	**chanhtuoi** Cùng bạn tiết kiệm
TEMPO.CO	**Watch LAKORN**	**Nerdy.vn** Project from files.pw
IDN Publisher	TH Publisher	VN Publisher

**In addition, we have a variety of media
**Publisher can be changed or excluded according to advertiser preference

Common Expected Factors

- There is a large inflow of foreign users
  >> It is possible to target overseas users and IDN, VN, TH

- Over 5 million traffic per month, There is a large inflow

  >> High Viewability(Avg 53%), High CTR(Avg 0.33%)

  예 Global Big Agency 'Group M Campaign'_
  Progress with Global publisher(Daily news, Bangkok, etc)
  >> CTR 0.3%, Viewability 58% Attainment

- Brand Safety, Clean Environment, No AD Clutter

  Brand Safety   Clean Environment   No AD Clutter

4. Fresh & New Package(Average CPM 0.6 ~1.6$)

- Composed of ADOP special AD products(*AMP, *RoadBlock, Video)
- AMP? Accelerated Mobile Pages, Articles with fast page loading
- Roadblock? To make on AD appear on all pages of a special site

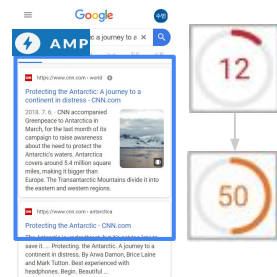** The CPM is the average, the CPM may change for each inventory.

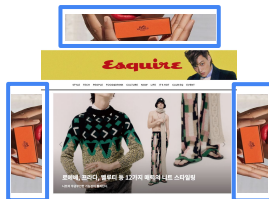## Video(Link)

In progress in a number of publisher
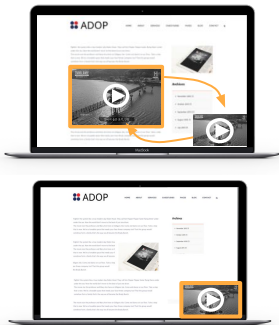
AMP(Link)

In progress with Donga, Kmib, Aju, Seoul ilbo, Asiatoday

Paged Speed Score
(12/100 -->50/100)

Roadblock

Only in JTBC Plus magazine (ELLE, Cosmopolitan, Bazaar, Esquire)

(Example)

**Click the link, you can check the example Ad exposure

Common Expected Factors

- No pop-up AD → Clean inventory and page
- High Viewability than the other inventory → Top exposure possible
- Exposure restriction possible with Frequency function → No AD fatigue

Brand Campaign

Creative Story

High Engagement

Other Expected Factors

Video

High Viewability(Avg 61%), CTR 0.2%

예 'MicroSoft APAC Campaign'_ Progress with Video
≫ Viewability 90%, CTR 0.2% Attainment

AMP

Fast page & AD loading speed, Twice the time a user stays on a page compared to a regular web page
≫ High Viewability(Avg 55%), CTR 0.35%

Roadblock

Interstitial AD can be displayed on Premium sites.
≫ High CTR(Avg 0.3%), Viewability 90% more

예 'Hermes Campaign'_ Progress with Esquire Mobile
≫ CTR 0.3%, CVR 0.25% Attainment

5. Free Package(Average CPM 0.6~0.9$)

- Publisher that can run sensitive category campaign + Publisher that has a lot of mobile usage and actively promotes SNS
- Sensitive category campaign : Loan, Stock, Alcohol, etc.

** The CPM is the average, the CPM may change for each inventory.

Publisher that can run sensitive category campaign

Publisher that has a lot of mobile usage and actively promotes SNS

**In addition, we have a variety of media
**Publisher can be changed or excluded according to advertiser preference

Other Expected Factors

Publisher that can run sensitive category campaign

- Promotable to users who are interested in specific interests(Finance, Stock, etc)

Publisher that has a lot of mobile usage and actively promotes SNS

- The main mobile users are in 10-30s
  >> Active promotion is possible to this target users.
  >> 10-30s : Primary purchasing power user

- Targeting Free Package publisher, based on the effective audience info when promoted on SNS.
  >> There is a high possibility of AD exposure due to repeated exposure
  >> Increased Conversion Rate

20s Woman / Interested in Cosmetics
SNS- Have experience Click or Like about Cosmetics AD

Progress with Free package

Repeated Exposure and Increased Conversion Rate

5. **Premium Package**(Average CPM 2.5~3$)

- KR Premium Publisher(Joongang, Donga, etc)+ KR Premium Economy & Business Publisher(MK, Seoul economy, Korea economy, etc) + KR Premium Broadcaster(SBS, MBC, etc)

** The CPM is the average, the CPM may change for each inventory.

LG U⁺

경향신문
The Kyunghyang Shinmun

chosun.com

Ⓙ 중앙일보

dongA.com

한겨레

〈KR Premium Pub〉

+

매일경제

머니투데이

서울경제

아시아경제

한국경제

헤럴드경제

〈KR Premium Economy pub〉

+

SBS

MBC

jtbc

CHANNEL

〈KR Premium Broadcaster〉

**In addition, we have a variety of media
**Publisher can be changed or excluded according to advertiser preference

Common Expected Factors

High-end Brand Advertiser	Premium Publisher

High-end brand management through Premium pub

Focused exposure through key area of each pub

Guaranteed Brand Safety & Quality, No AD Clutter

Brand Safety

Brand Quality

No AD Clutter

Criteria of Premium pub and key area

- Criteria of Premium pub : Top KR pub and economic & business pub & broadcaster with name quality suitable for high-end brand
- Criteria of key area : More than Viewability 60%, CTR 0.3%

Case Study

Beauty Commerce Advertiser

- <u>Stable</u> Package(2-30s Woman & Beauty publisher + <u>Challenging</u> Package(3-40s Man & Economy publisher)
  A/B test

- Result : CTR 0.3%, CVR 4% attachment, Discover a diverse audience

Financial Advertiser

- Proceed with <u>Stable</u> package(Economy publisher) + <u>Challenging</u> package(Naver Newe Stand publisher)

- Result : CTR 0.2%, CVR 5% attachment

Global Advertiser
(Campaign by Group M)

- Proceed with <u>Global</u> package(Global premium publisher by ADOP) + <u>Fresh & New</u> package(Video)

- Result : CTR 0.3%, Viewability 58% attachment

(Stable)······(Challenging)······(Free)   (Stable)······(Challenging)   (Global)······(Fresh)······(New)

Full Stack Ad Server

- It supports all kinds of devices, and offers a variety of advertising products (Ex : Image, Video, Native, AMP etc)

PC
Web

Mobile
APP(iOS/Android)
Web

All
Device

Desktop web / Mobile web / Mobile in-app

All
Format

Text, Image, Rich Media, Video(In Stream, Out Stream), Native

All Deal Method

| Direct Sales | Guaranteed Deal | Preferred Deal | Open Auction | Private Auction |
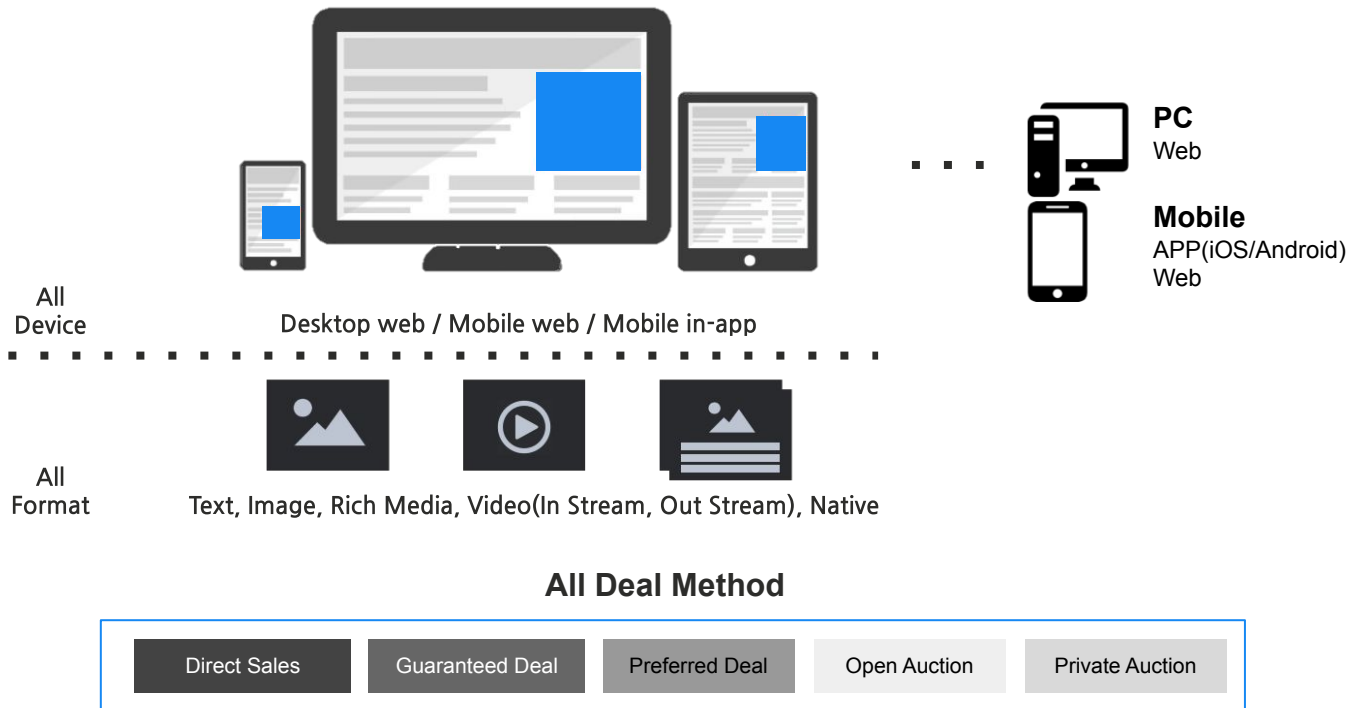
Display Banner : PC

- ADOP also supports custom-sized banners, including regular size banners
- AD supported for all package
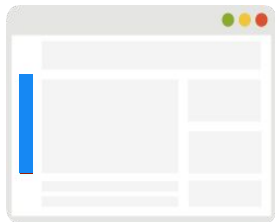
120X600
Skyscraper
It is located in a small space can't use horizontal skyscraper
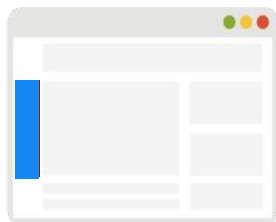
160X600
Wider Skyscraper
You can set both text and image AD to be published
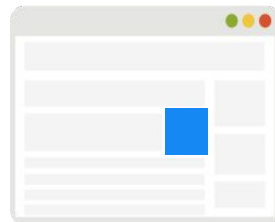
200X200
Small Square
It is located in a small space where are not available large rectangles.
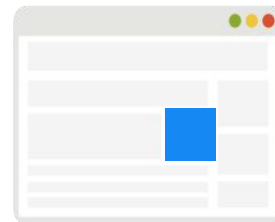
250X250
Square
It is located in a small space where are not available large rectangles.
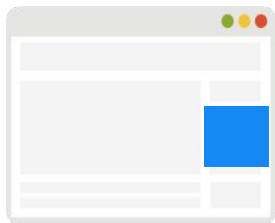
300X250
Middle Rectangle
Located in the middle or end of text content, it has a high visual effect.
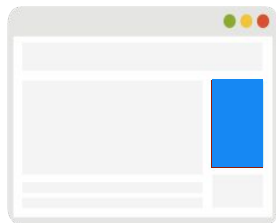
300X600
Big Skyscraper
It's one of the fastest growing advertising sizes in terms of exposure
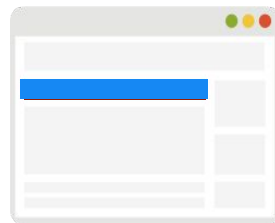
728X90
Reader board
You can place it on top of the main content or on a forum site.

970X90
Big Reader board
It is effective for using high-definition content such as videos, photos, and applications.
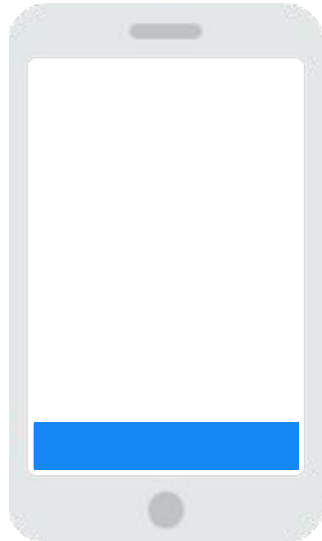
Display Banner : Mobile

- ADOP also supports custom-sized banners, including regular size banners
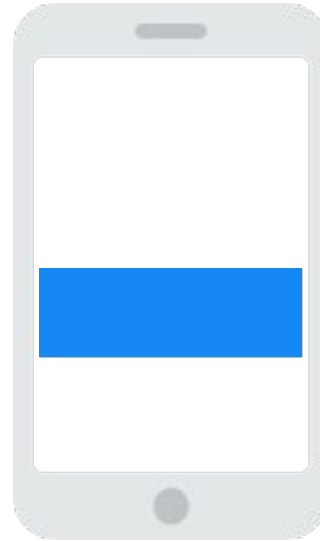- AD supported for all package
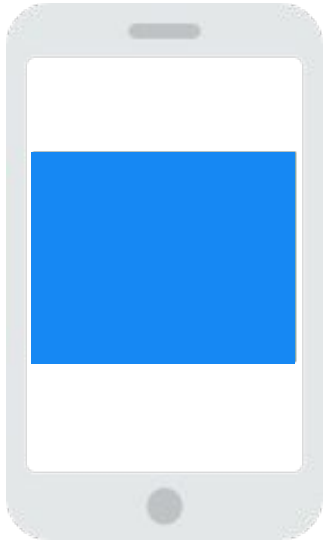
300X250

Intermediate Rectangle

This type of location is preferred by brand advertisers. It's the size of an advertisement with high visual effects.
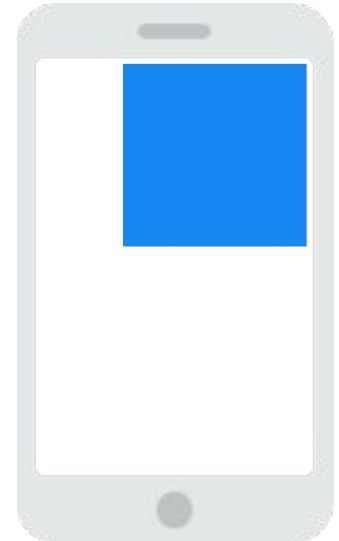
250X50

Mobile Reader board

With banners optimized for mobile environments used especially at the bottom of a page. in smartphone advertising format Suitable

320X100

Big Middle Reader board

Height is twice as big as the mobile reader board 320*50 and 300*250 alternatives The right banner.
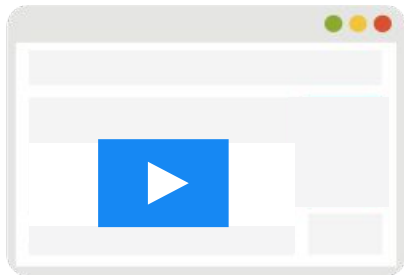
200X200

Small Square

It is located in a small space not available large rectangle.

Video AD(Link) **Click the link, you can check the example Ad exposure

- This is a Video AD that can be exposed along with regular content
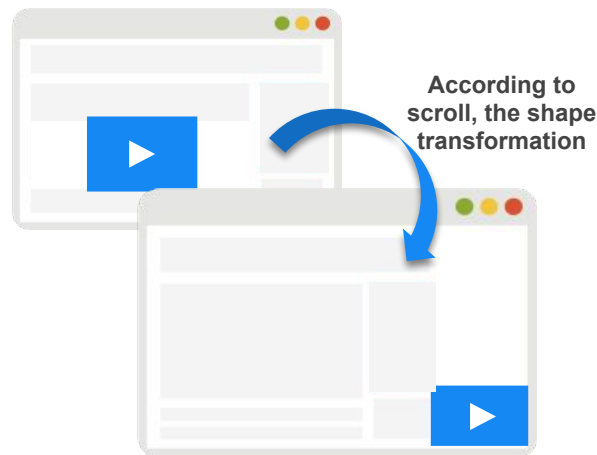- Supported on all video pages

According to scroll, the shape transformation

In-read
Exposed by widening the gap between content It's a video advertisement.

Slider
Video ads that are exposed at the bottom right of the page. Scrolls to expose fixed exposure without disappearing

Hybrid
It was exposed in the form of an in-lead. A video advertisement that converts to a slider as you scroll.

AMP & Roadblock AD

**Click the link, you can check the example Ad exposure

- **AMP :** Pages designed to load faster than the existing mobile web, there is no pop-up AD so Clean inventory and page
- **Roadblock :** Interstitial AD can be displayed on Premium sites(JTBC plus magazine), Exposure restriction possible with frequency function.
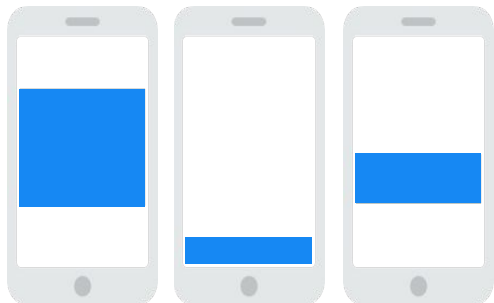- AD supported for fresh & New package

Original Article(Link) → Google Search Results → AMP Article(Link)

AMP
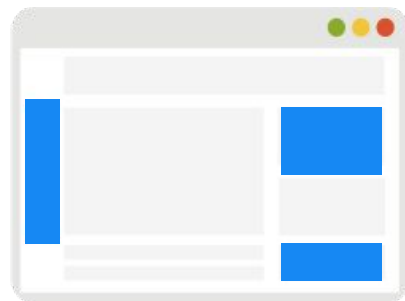
Roadblock
Interstitial AD can be displayed on Premium sites
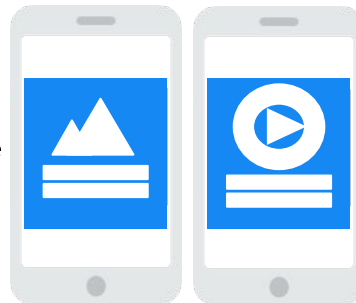(JTBC plus magazine)

IN-APP AD

- You can drive revenue in App through the various of sizes and AD forms
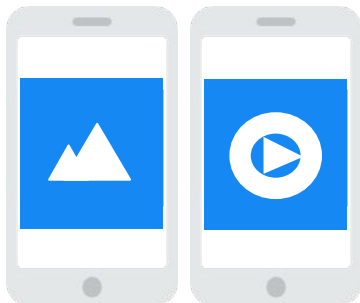- AD supported for all package

Banner
Starting with the most frequently used size 300x250 320x50, 320x100, etc. It's possible to proceed.
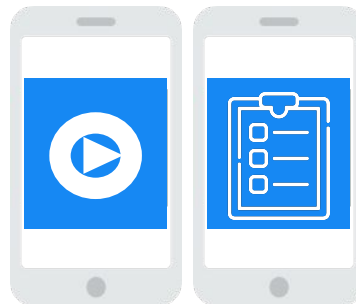
Native
It is an advertisement format that can be customized and posted according to the design and atmosphere of contents in the app. Supports video content.
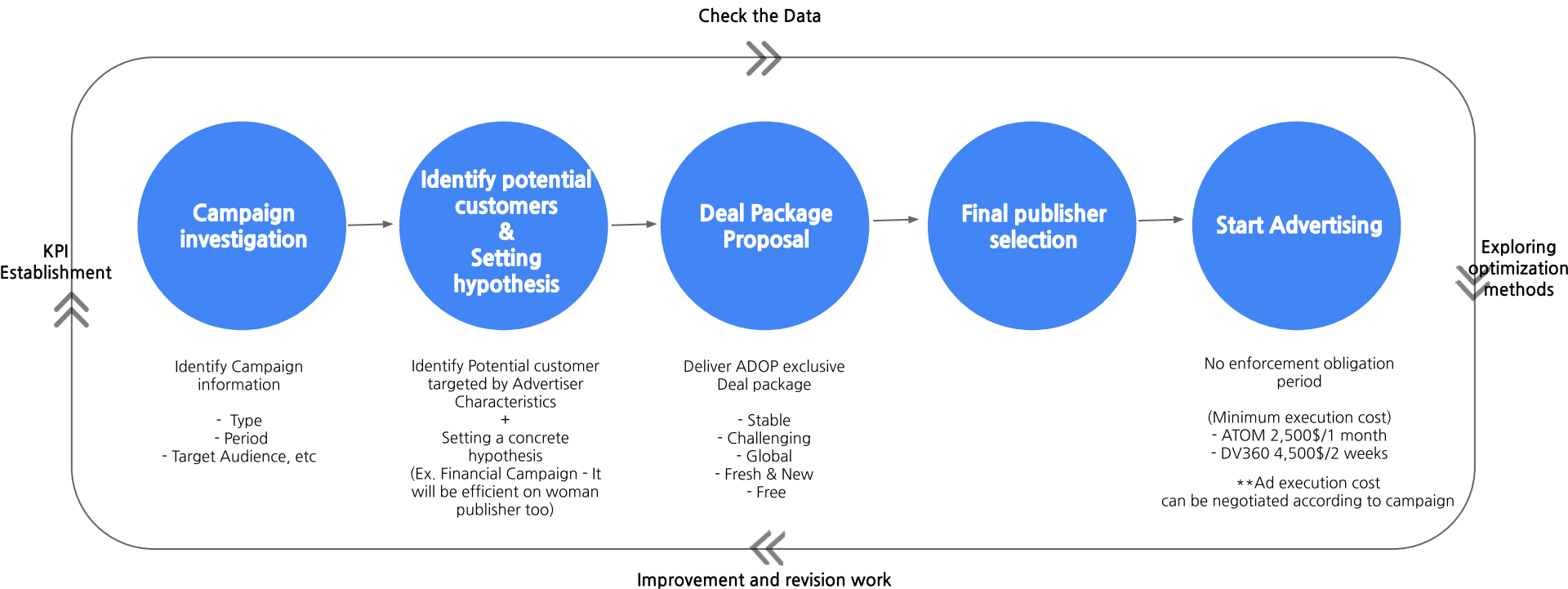
Front Banner
This is an advertising format that appears throughout the screen. Supports video content.

Rewarded AD
An ad format that provides rewards to users who watch short videos or respond to surveys. Supports video content

ADOP Programmatic Deal Progress Process

Check the Data

KPI Establishment

Exploring optimization methods

Campaign investigation

Identify potential customers & Setting hypothesis

Deal Package Proposal

Final publisher selection

Start Advertising

Identify Campaign information

- Type
- Period
- Target Audience, etc

Identify Potential customer targeted by Advertiser Characteristics
+
Setting a concrete hypothesis
(Ex. Financial Campaign - It will be efficient on woman publisher too)

Deliver ADOP exclusive Deal package

- Stable
- Challenging
- Global
- Fresh & New
- Free

No enforcement obligation period

(Minimum execution cost)
- ATOM 2,500$/1 month
- DV360 4,500$/2 weeks

**Ad execution cost can be negotiated according to campaign

Improvement and revision work

Thank you

ADOP