ADOP

ADVERTISEMENT DISTRIBUTION OPTIMIZATION PLATFORM

Introduction of ADOP for publishers

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PART **1**

Introduction

ADOP Business Part

ADOP is a company that encompasses both DSP and SSP.

**Advertiser** ⟵ **ADOP** ⟶ **Publisher**

DSP	SSP
● Using various audience targeting - ongoing campaigns for Web/App Display AD, Video AD, Native Ad - provide the report of the campaigns	● Offer the Service for Publisher - Web/App - Platform, Mideation, Integration of Ad Network, Technical support, etc. ● The only Google Certified Publishing Partner(GCPP) - to offer solutions related to Google : Google products, Google policies, technology updates, etc.

ADOP is the Global Leading Ad-tech Corporation.

ADOP Global Networking

ADOP Key Factors & Figures

Demand Source

Premium Global Demand Partnership

Technology

Full-Holistic AD Serving

Publisher

More than 2,000 Publishers inside/outside of the country

🇰🇷 Head Office   🇮🇩 🇹🇭 ⭐ Overseas Branches

+ 1,700 Publishers

+ 11,000 Inventories

+ 10 billion Requests
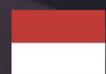
+ 6 billion Impressions

+ 8 Countries Global Networks

+ 40(Google, Facebook etc.) Global DSP Partnership

Partnerships with Global Leading Companies

Google: GCPP (Google Certified Publishing Partner) of Korea, Indonesia, Thailand, Vietnam
Facebook(Header Bidding): The ONLY Official Wrapper Partner in Korea

**Certified Publishing Partner**   **Official Wrapper Partner**

- **In the event of an issue, we can solve it quickly to contact Google and Facebook.**

- **We can get updates and business information on Google and Facebook the fastest.**

- **We have the most opportunities to test new products of Google and Facebook.**

- **You can always get the help of trained professionals.**

*   Google Certified Publishing Partner
*   Facebook Official Wrapper Partner

Integration Demand Sources

ADOP serves publishers the best ad, with premium ads of global demands and Full-stack advertising offerings.
Publishers can maximize their revenue by carrying out high-priced Private Deal with premium global demands linked to ADOP.
Also, it's easy through ADOP to communicate with many network providers.

Display / Video / Native

Publishers

PC
Web

Mobile
APP(IOS/Android)
Web

**Full Stack
AD Product**

Unknown price	Able to set the Bid Floor	DEAL	Able to know Real-time price

AD Network   **Non-RTB**   **Header Bidding**
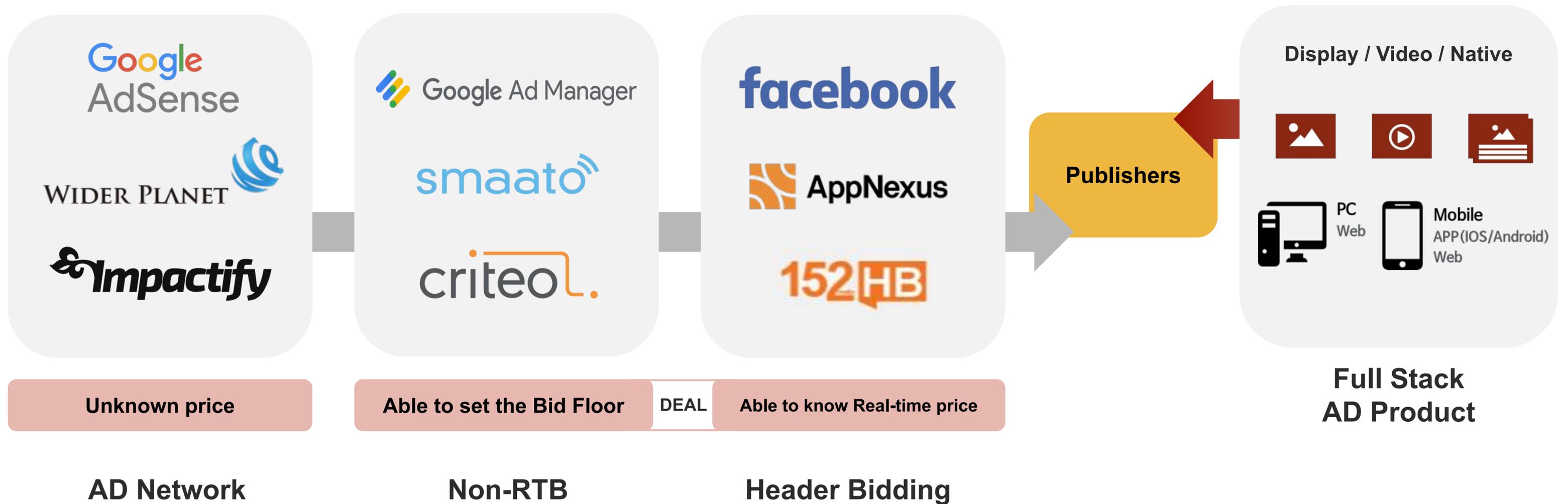
+ More than 40 Global DSP Partnership

Domestic Publishers - Korea

ADOP manages the optimization of advertising revenue in 11,000 inventories in conjunction with 2,200 publishers at home and abroad.
More than 100 publishers in NAVER Newsstand in Korea and various community sites are optimizing advertising revenue through ADOP.

Total/Vertical Portal	Big 3 NEWS	Major Broadcasters & Media		Ecomomy	Sports/Entertains	Community
NATE	ChosunMedia 조선일보	YTN	MTN	MK 매일경제 MBN	스포츠서울	SLRCLUB.COM
dcinside	중앙일보	한겨레 hani.co.kr	jtbc	한국경제	OSEN	82COOK Living Solution
RULIWEB	동아일보	경향신문	OhmyNews	머니투데이	일간스포츠	ezday
INVEN		공|감|언|론 뉴시스 NEWSIS	국가기간뉴스통신사 연합뉴스	아시아경제	Dispatch	오늘의유머

PART **2**

Key Benefits

Key Benefits For Publishers

Convenience of Management

Operate and manage

ALL inventory at once,

through ADOP own platform

Optimization of Advertising revenue

Improve ad revenue

with the system-based mediation

and independent monetization methods
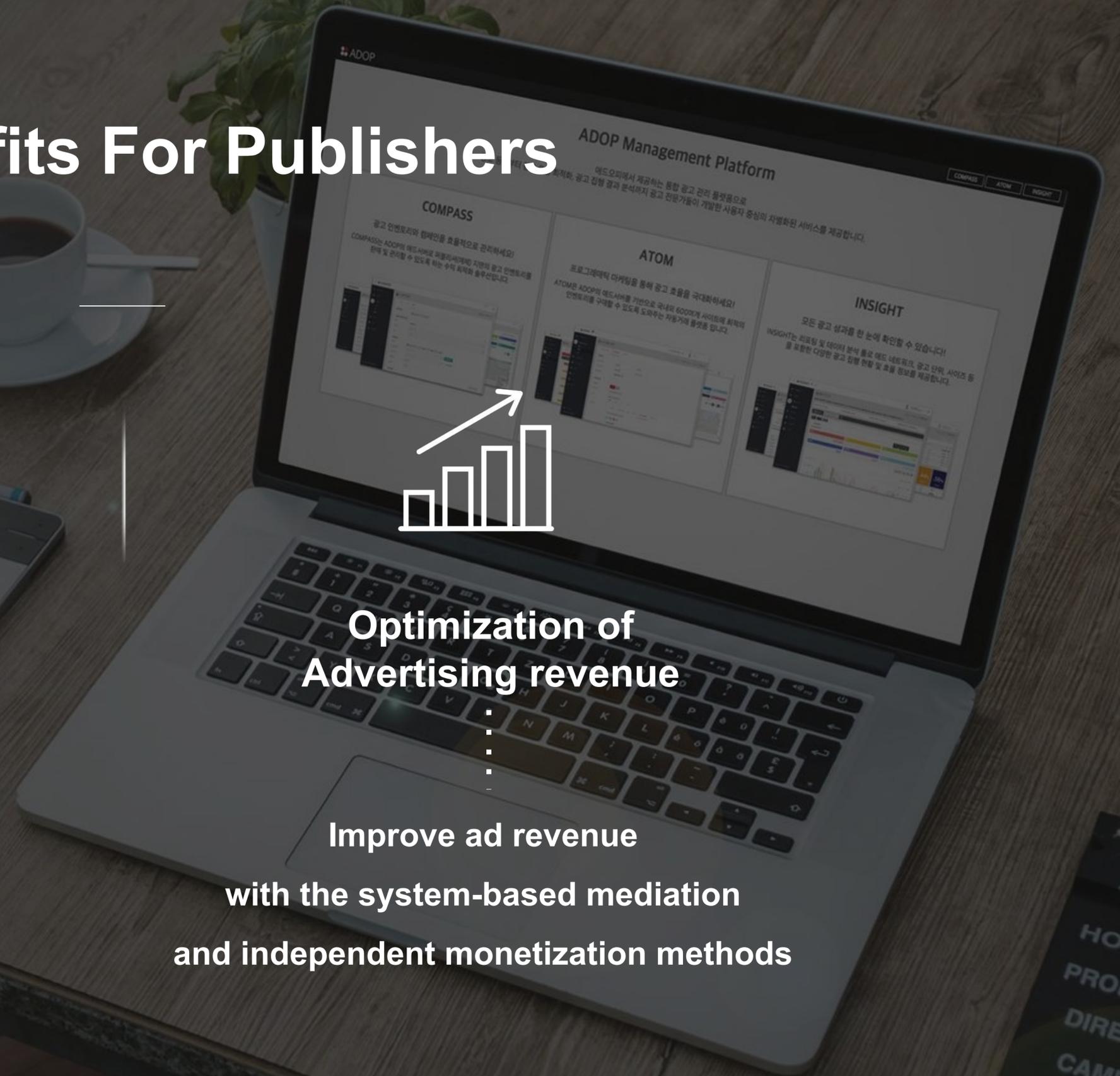
Platform for Publishers in ADOP

ADOP has a self-developed advertising management platform named Insight and Compass. In addition to basic ad server functions, advertising, revenue management, content analysis, etc. make it easy to operate advertisements.

INSIGHT

In conjunction with COMPASS, an ADOP SSP platform, View ad and network revenue data. Integrated Reporting Platform

- Provides publisher customized reports
  - ARPM Service
- CFS - Content Filtering System
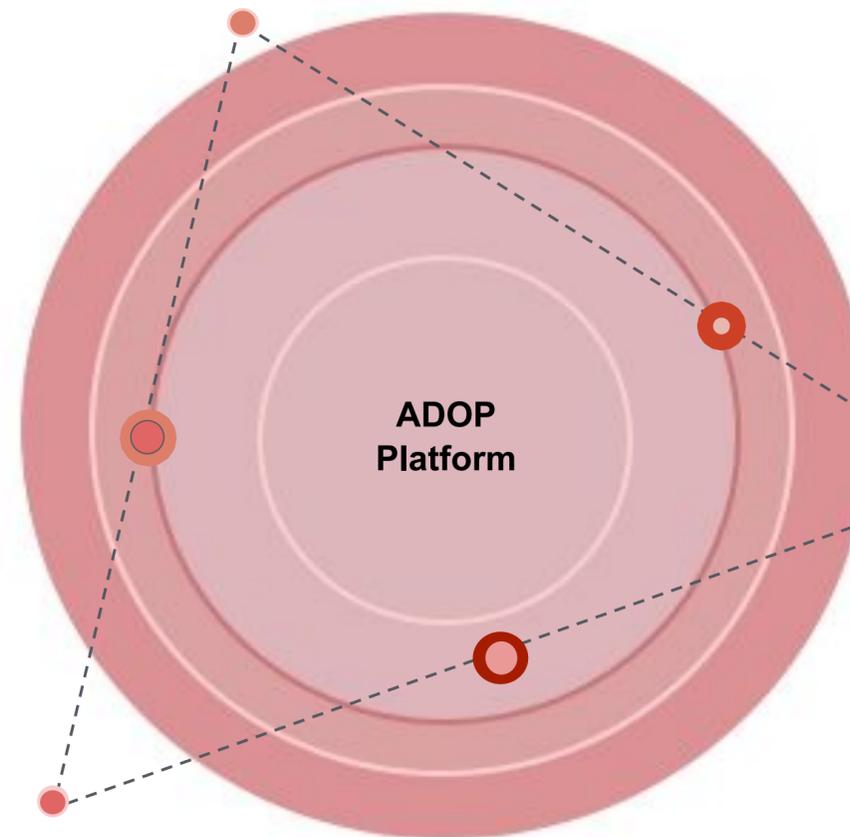
**ADOP
Platform**

COMPASS

ADOP SSP Platform.

- Operation optimization based on professional consultants
  - In addition to the ad server function, publishers and advertisers
- Introducing a modular design method to improve ROI
- Integrated integration of various network quantities in one place
  - System-based automatic mediation possible

Operation Convenience : ARPM Service & CFS

ARPM is a service that provides various advertising operational indicators above the ADOP advertising area of websites/applications operated by publishers. Apart from the report, you can view the operational indicators of the advertisement on the actual site.

If you use CFS(Contents Filtering Service), You can restrict the publication of Google ads in content in the Publisher, including specific keywords/images. This service is easy to respond to Google's restrictions on advertising due to sensitive materials.

ARPM Service

CFS

ADOP AD Code

ADOP
AD Code

ADOP
AD Code   ADOP
AD Code

7days eCPM ₩1,050 Oct. Rev ₩2,234,567
IMP (-10%)   eCPM (+30%)   Rev (-50%)
❶ Google AdX (eCPM:₩1,100)
❷ Google AdSense (eCPM:₩800)
❸ Mobon (eCPM:₩700)
❹ Wider Planet (eCPM:₩150)
❺ Ace Exchange (eCPM:₩100)
❻ Dable (eCPM:₩80)

ADOP
Google Certified
Publishing Partner

최근 7일 eCPM, 해당 월 수익

최근 7일간의 효율 변화

진행 네트워크 정보

82cook 콘텐츠 필터링 현황 — Home / 콘텐츠 분석 / 콘텐츠필터링서비스(CFS) / 콘텐츠 필터링 현황 / CFS 모니터링 상세

성인 전체   성인 키워드   성인 이미지   비성인 전체

URL / 등록 기간 2018-12-07 ~ 2018-12-13

사이트명 / 등록 구분
82cook   ✔ 자동등록 ✔ 직접입력(이미지) ✔ 직접입력(키워드)   검색

URL 등록 삭제

	#	URL	성인 키워드	성인 이미지	구분	등록일	삭제
☐	1	http://www.82cook.com/entiz/read.php?num=2683676	정액	-	성인 키워드	2018-12-10	🗑
☐	2	http://www.82cook.com/entiz/read.php?num=2683671	성폭행	-	성인 키워드	2018-12-10	🗑
☐	3	http://www.82cook.com/entiz/read.php?num=2683379	성추행	-	성인 키워드	2018-12-10	🗑
☐	4	http://www.82cook.com/entiz/read.php?num=2193321	자위	-	성인 키워드	2018-12-09	🗑
☐	5	http://www.82cook.com/entiz/read.php?num=2683040	xxx	-	성인 키워드	2018-12-09	🗑

Operation Convenience : Advertising Operations Platform

COMPASS is an integrated inventory management platform developed by ADOP. Publishers can advertise directly on the owned ground at any time via COMPASS and support all devices and web/app environments.
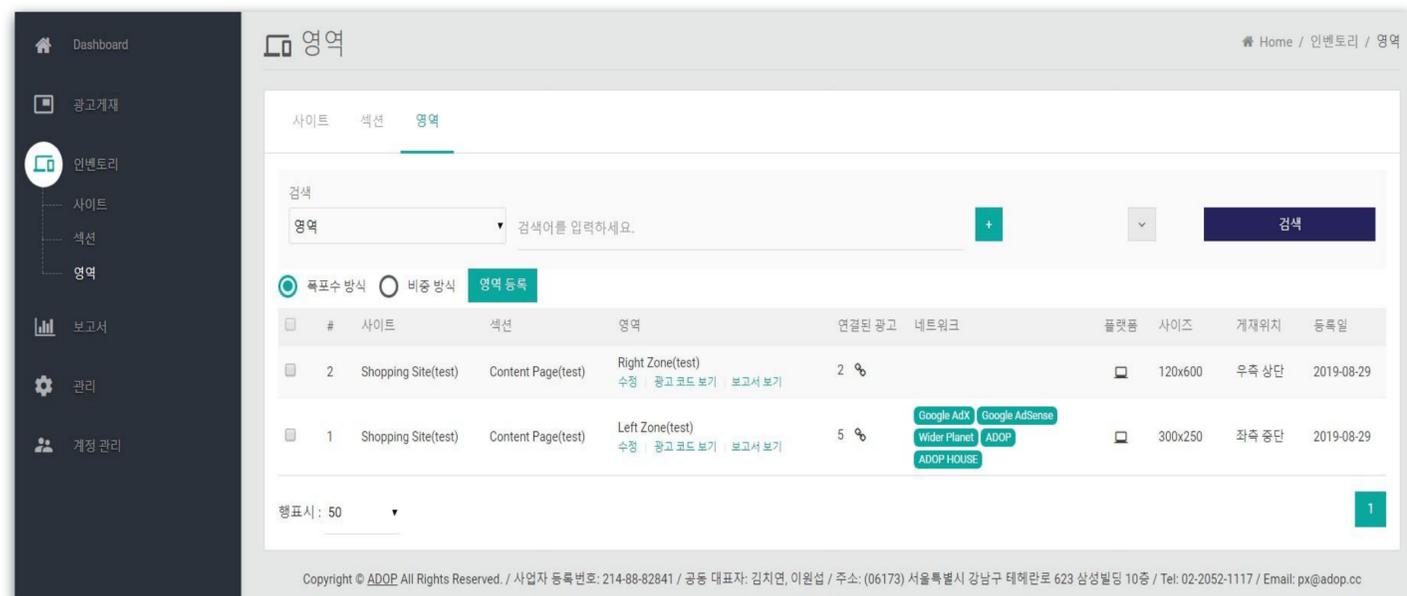
Seamless Integration

COMPASS maximizes the effect of utilizing the platform by enabling easy interworking such as script application and other advertising network API.

Rich Media Ad Support

Various forms of advertising are available including HTML5, video, images, and mobile advertising materials.
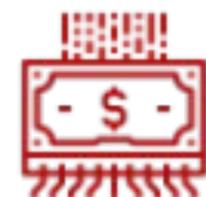
System-based Auto Mediation

If you connect multiple Ad networks to one ad area, you maximize revenue by sending ads that prioritize the network (after checking in the report) that are expected to generate high ad revenue.

White Label Interface

If you use an installed platform, you can customize it to look like a platform that represents your business by putting in your company's logo.

Operation Convenience : Publisher Report

Insight is a platform that allows you to view reports of the areas of advertising that are exposed through ADOP Adservers. In addition to the Advertising Operations Report, you can also check site analysis, settings required for advertising operations, and more.

Revenue Report

Publishers can view and receive data at a glance: number of ad requests, number of exposures, number of clicks, eCPMs, and total sales forecasts through the dashboard.

Site Analysis

1) Google Analytics Interlock : You can check the list of user demographics and popular pages on my site.
2) Keyword : You can check the status of inflow keywords on the site
3) Malware Monitoring : Allows you to detect malware on my site.
4) RSS Analysis and Monitoring/Fraud Content Data Filtering (Keyword, Image, URL) / Site and Audience Data Measurement and Analysis are available.

Ad Operation

You can set up your site immediately, including Adds.txt settings, network settings, and more
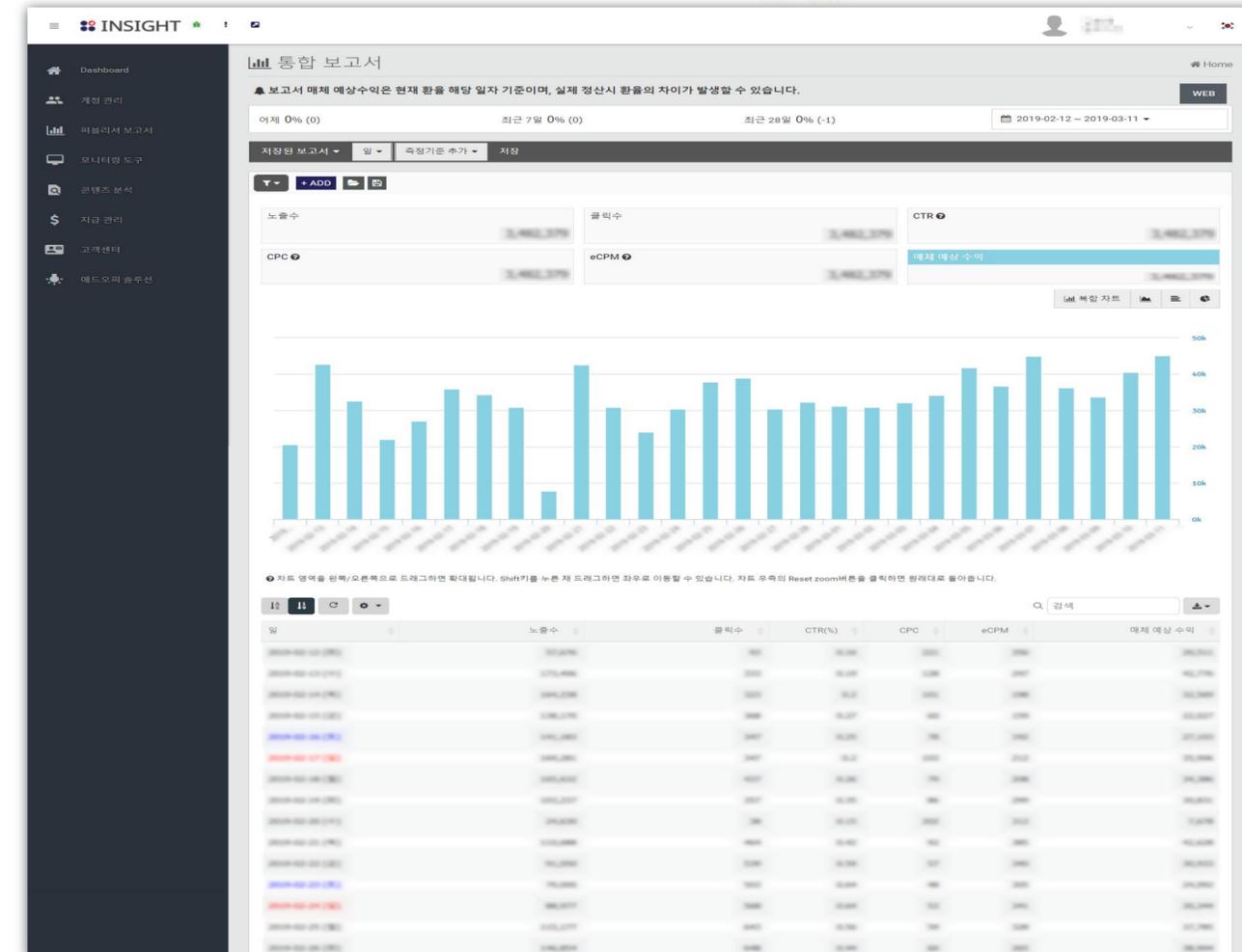
The Insight platform is 100% free of charge when you become an AdOP publisher.

Advertisement Profit Optimization : Mediation

ADOP includes the existing Waterfall method. Maximizes revenue with automatic media placement of ad-efficient networks on a priority basis based on previous day's data.

Waterfall

Non RTB

AND 1 : $2.0 eCPM

ADN 2: $1.5 eCPM

ADN 3: $1.0 eCPM

+

System-based Mediation

Yesterday Data

AND 1 : $1.5 eCPM

ADN 2: $1.0 eCPM

ADN 3: $2.0 eCPM

Today Mediation

ADN 3: $2.0 eCPM

AND 1 : $1.5 eCPM

ADN 2: $1.0 eCPM
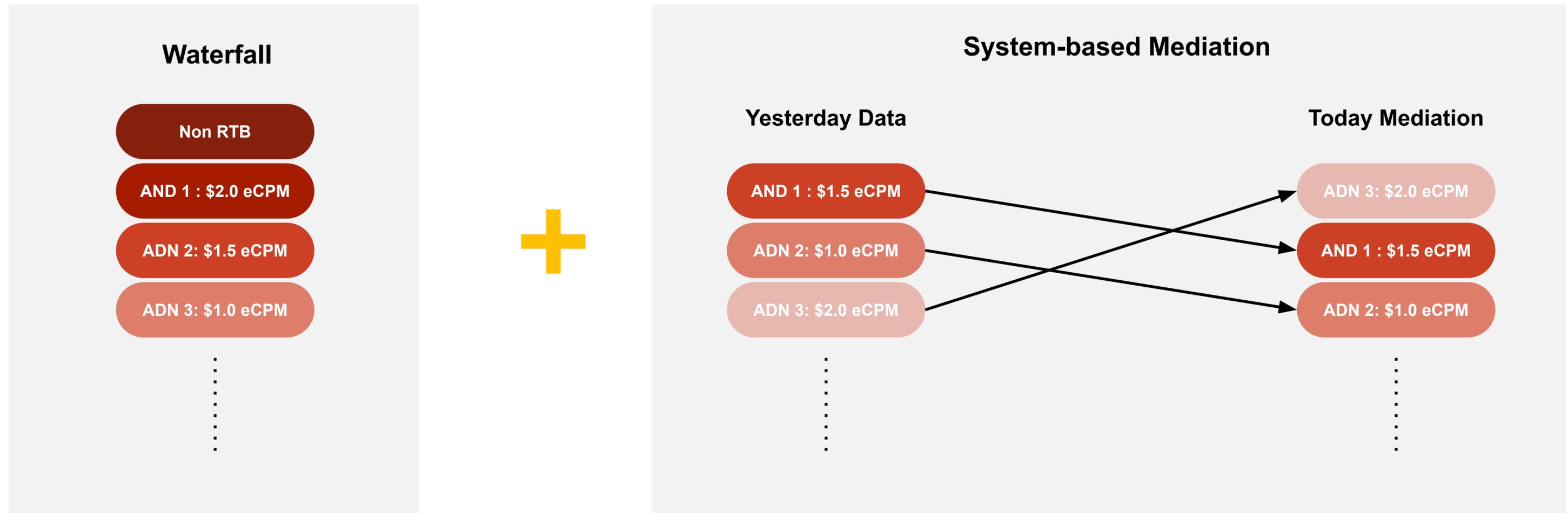
Stable advertising service through the various demand source

Sophisticated optimization based on automated system.

Advertisement Profit Optimization: Header Bidding

Header Bidding, which serves the highest unit price advertisement through real-time auction, is a way to maximize the advertising revenue of publishers by selling inventory at a higher price than the existing Waterfall method. It is easy to proceed by putting a line of ADOP scripts into a header.

Header Bidding

Total Impressions

Real time bidding competition

A

$1.00

B

$2.00

C

$1.50

revenue optimization
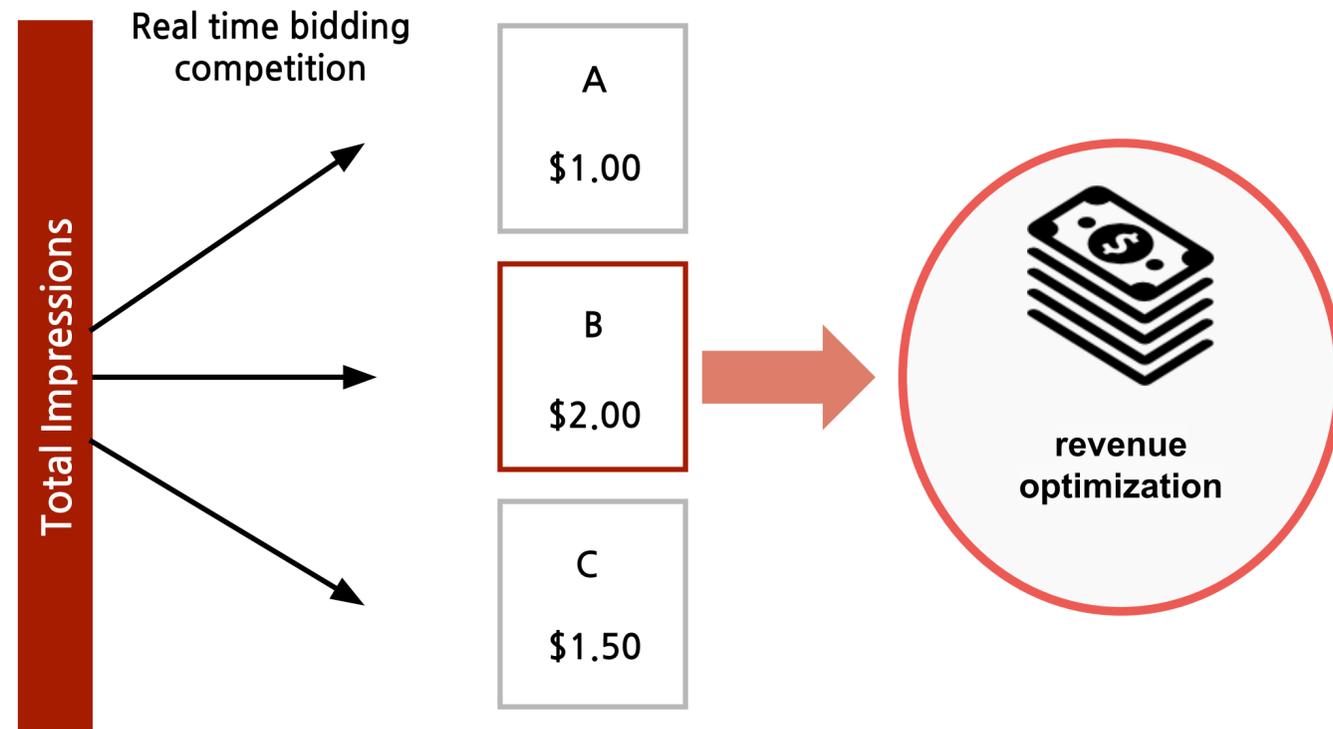
"W" site – Header Bidding Before/After

Media Revenue

Increase media revenue by more than 20%

Header Bidding Before

Header Bidding After
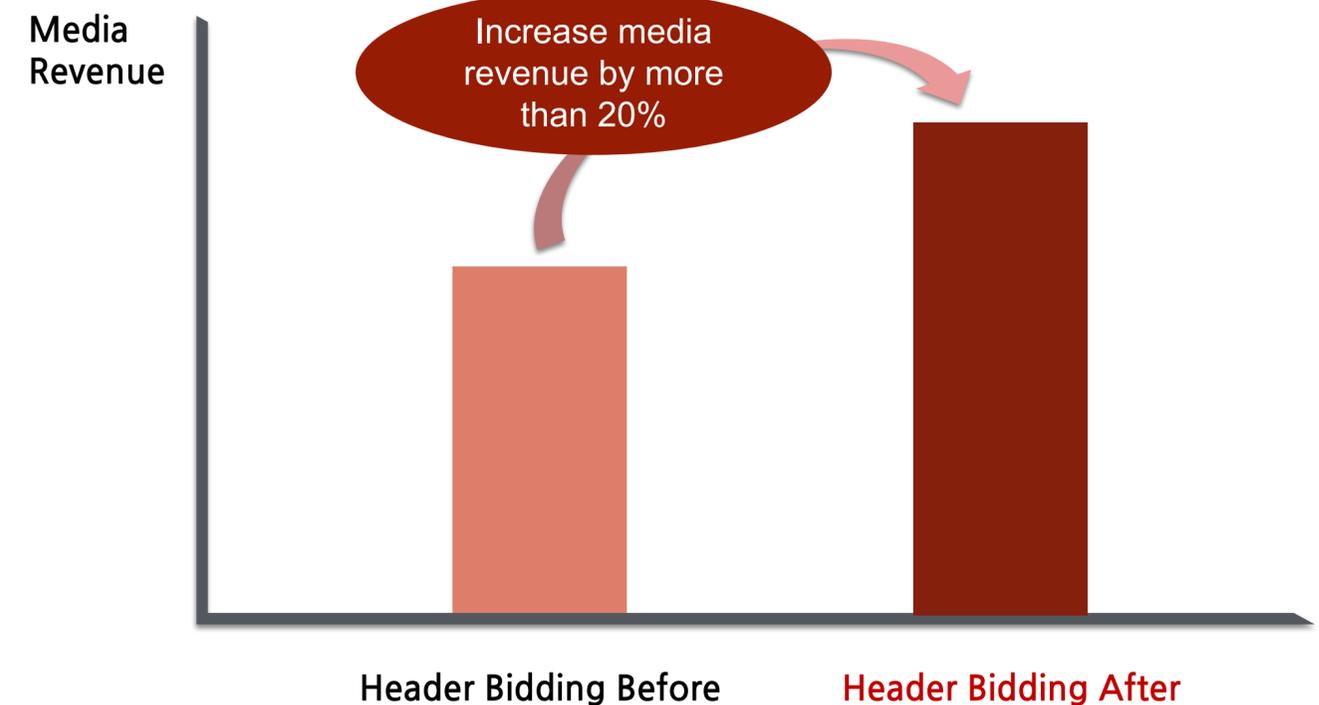
Advertising Revenue Optimization : Direct Deal

ADOP identifies the media's audience, packages and conducts *Direct Deal with advertisers matching the media's audience to promote media profitability.

- Direct Deal
1) Preferred Deal : A transaction method that gives a specific advertiser the right to bid preferentially to a specific inventory
2) Guaranteed Deal : A trading method that sells inventory to advertisers after determining the unit price and number of exposure.

Identify the Media Audience	Contact with advertiser	Deal Negotiation	Live

RADO
SWITZERLAND

Microsoft

Expedia®

CFA Institute

CALVIN KLEIN
⋮

Packaging with Other Media with Similar Audience		Negotiate at 20-30% higher unit price than average eCPM	More than 20% higher revenue than previous revenue can be expected
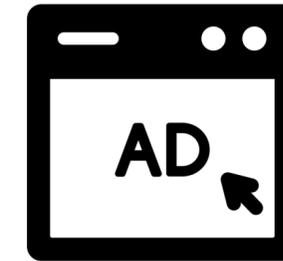
PART 3

Products

Full Stack Ad Server

It supports all kinds of devices, and offers a variety of advertising products and unit prices. (ex. Text, Image, Video and Native)

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 | Header Bidding | Open Auction | Private Auction | Waterfall |

Display Banner : PC

ADOP also supports custom-sized banners, including regular size banners.
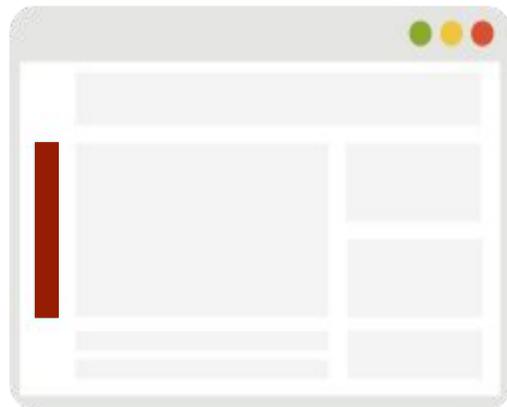
120X600

Skyscraper

It is located in a small space can't use horizontal skyscraper
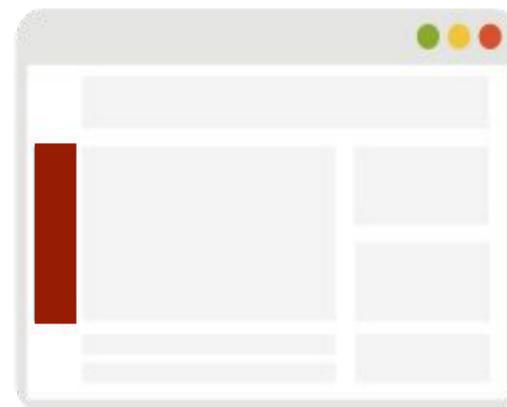
160X600

Wider Skyscraper

You can set both text and image AD to be published.
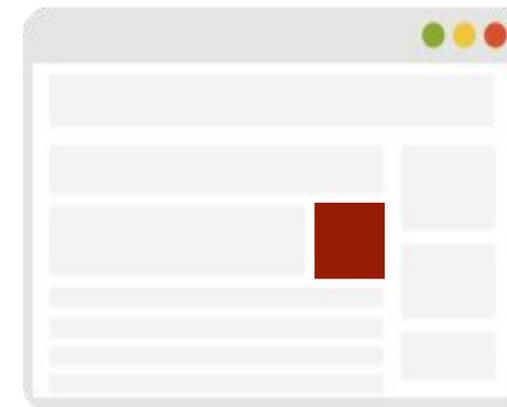
200X200

Small Square

It is located in a small space where are not available large rectangles.
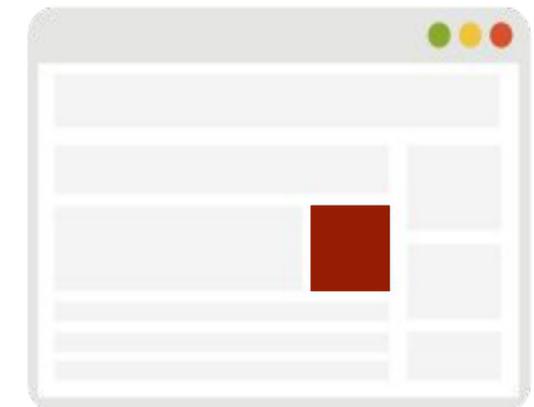
250X250

Square

It is located in a small space where are not available large rectangles.
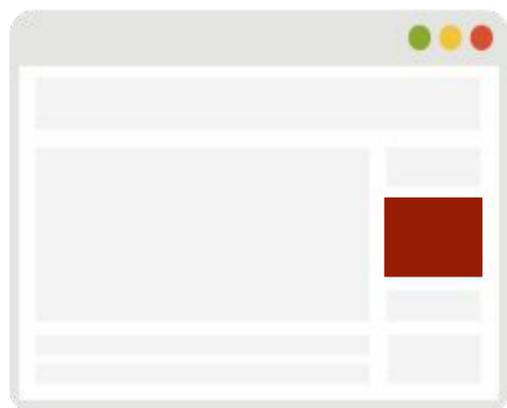
300X250

Middle Rectangle

Located in the middle or end of text content, it has a high visual effect.
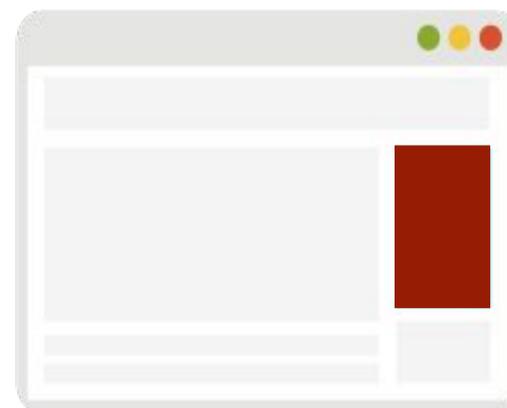
300X600

Big Skyscrapper

It's one of the fastest growing advertising sizes in terms of exposure.
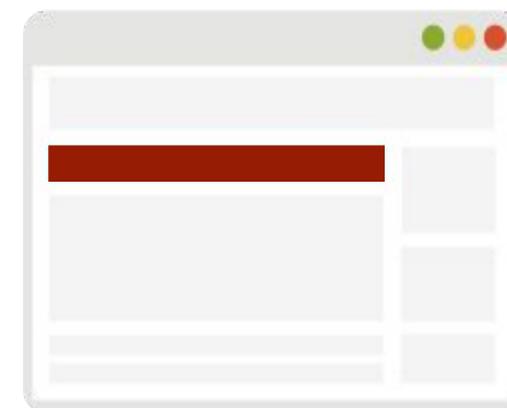
728X90

Readerboard

You can place it on top of the main content or on a forum site.
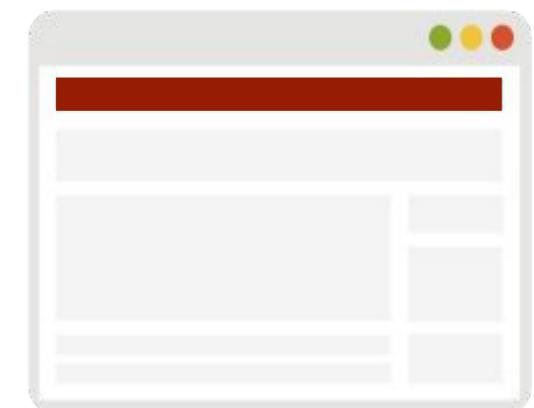
970X90

Big readerboard

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.
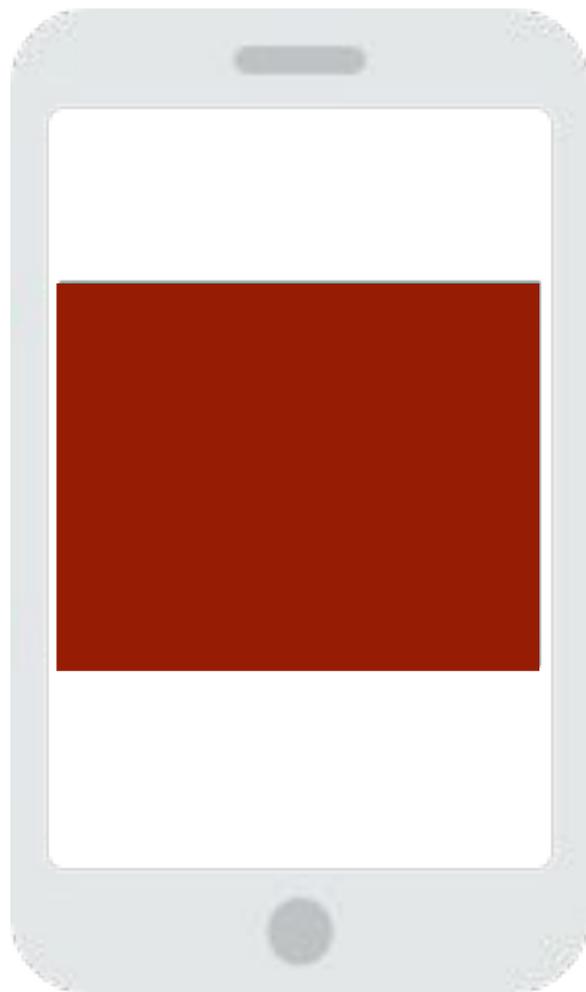
300X250

Intermediate Rectangle
(At the middle or end of a text content)
This type of location is preferred by
brand advertisers. It's the size of an
advertisement with high visual effects.
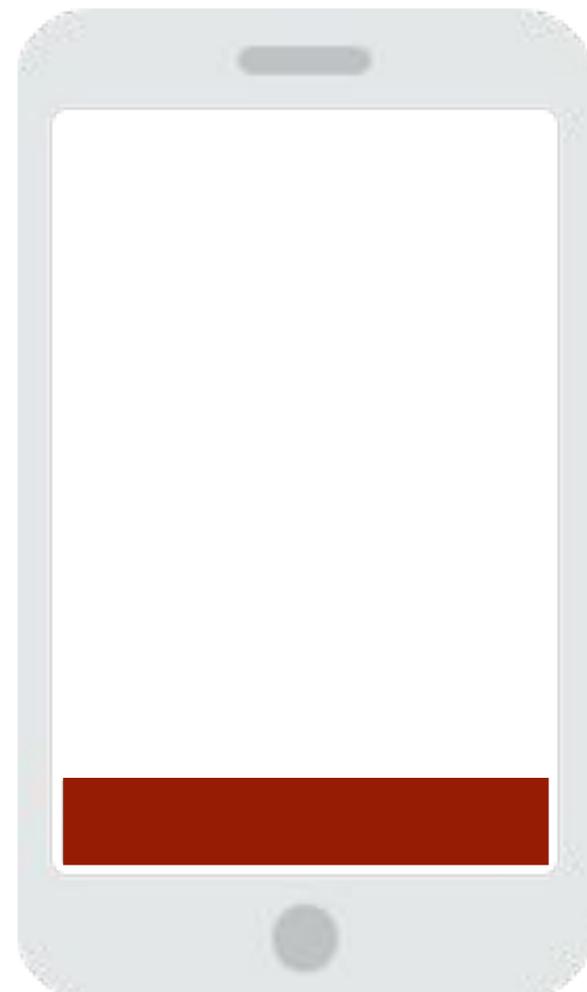
250X50

Mobile Leaderboard
With banners optimized for mobile
environments used especially at the
bottom of a page. in smartphone
advertising format Suitable.
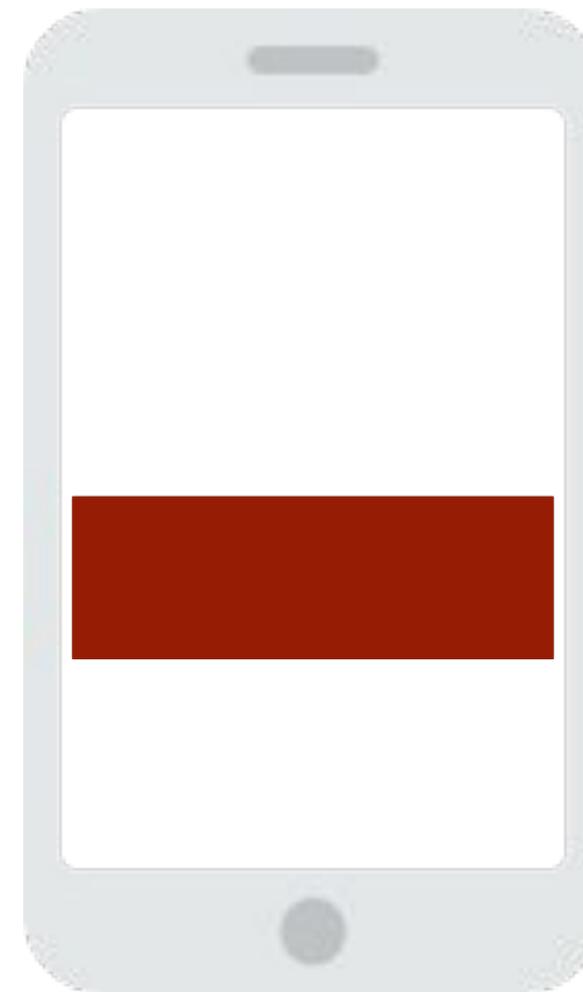
320X100

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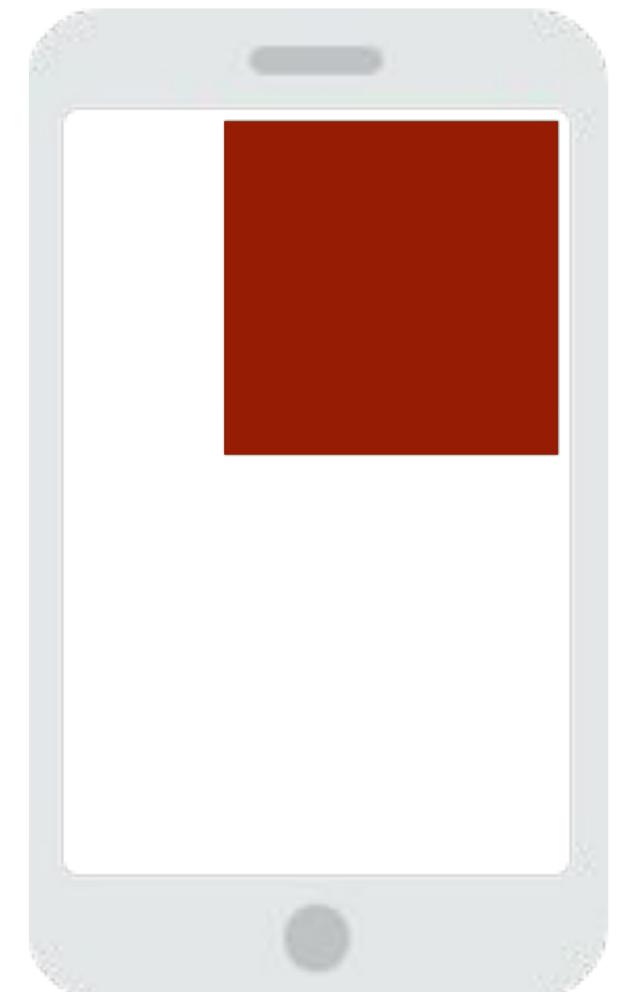
200X200

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

Native AD

In the form of natural exposure with media content, advertisements are exposed where they can be noticed without harming the user's experience. Both PC and Mobile ads are supported.

An article you might like

An article you might like
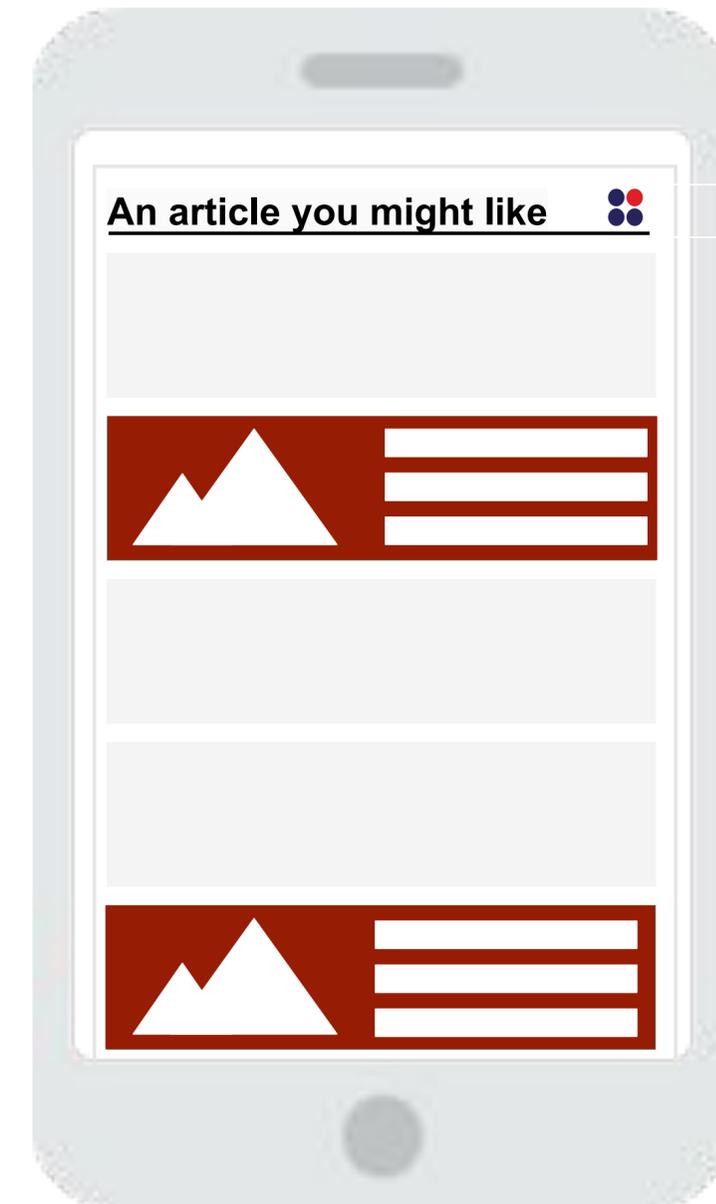
Video AD : In-Stream

Video ads that are exposed along with the video content of the media if the media has a video player.
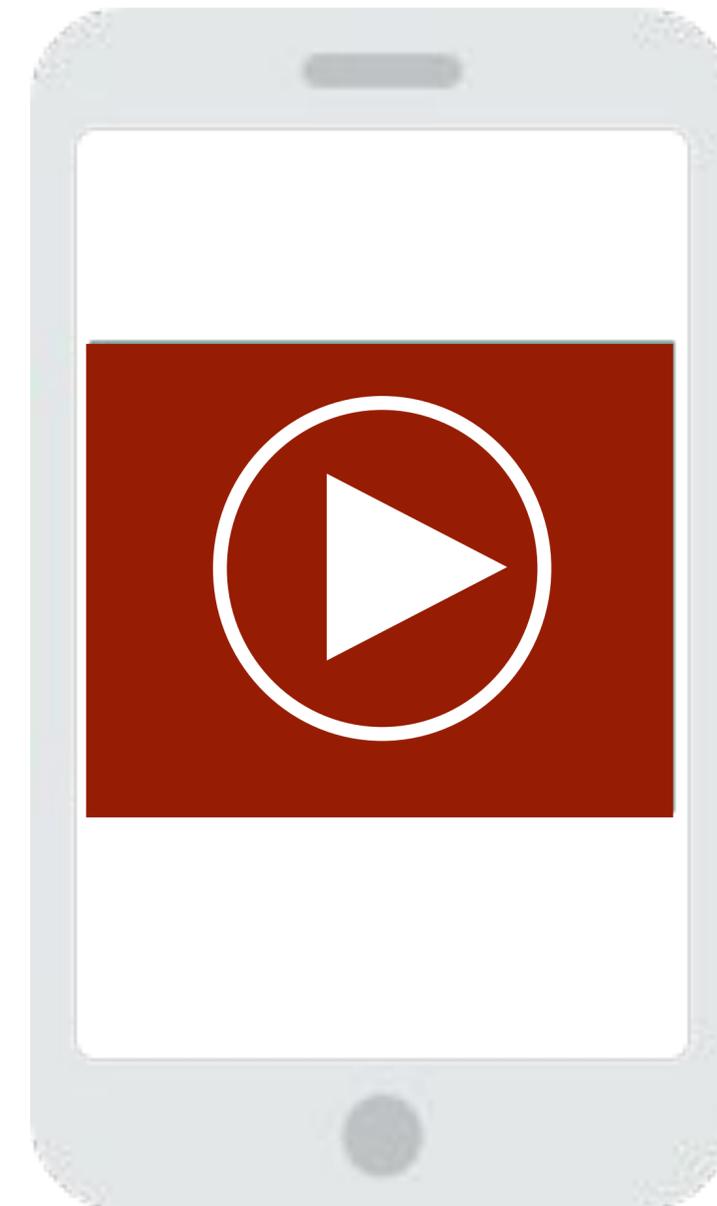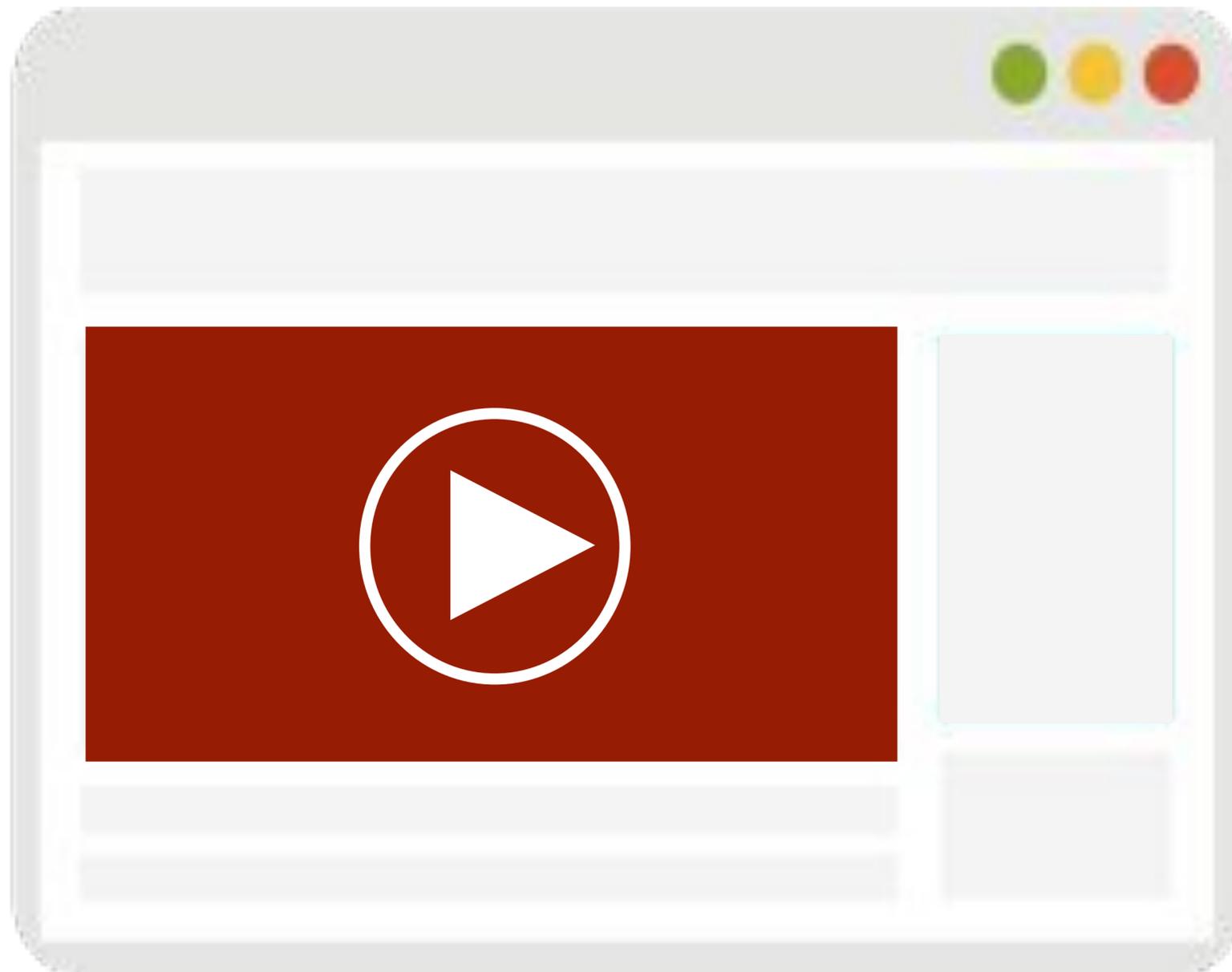
# Video AD : Out-Stream

Video ads that can be exposed with general article content if there is no video player on the media.

According to scroll, the shape transformation
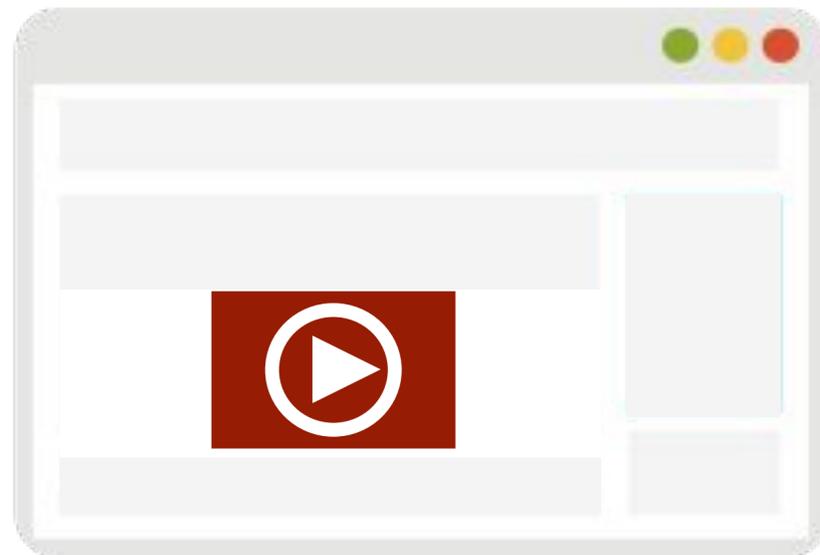
In-read
Exposed by widening the gap between content It's a video advertisement.
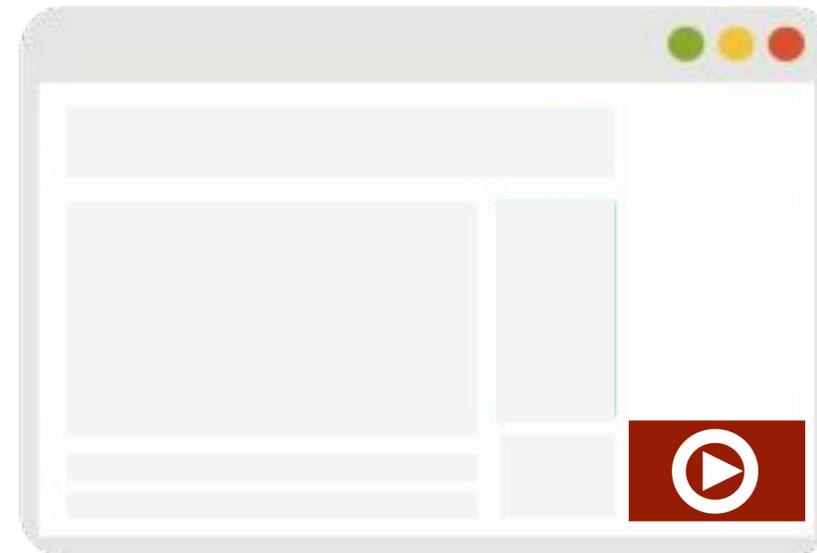
Slider
Video ads that are exposed at the bottom right of the page. Scrolls to expose fixed exposure without disappearing.
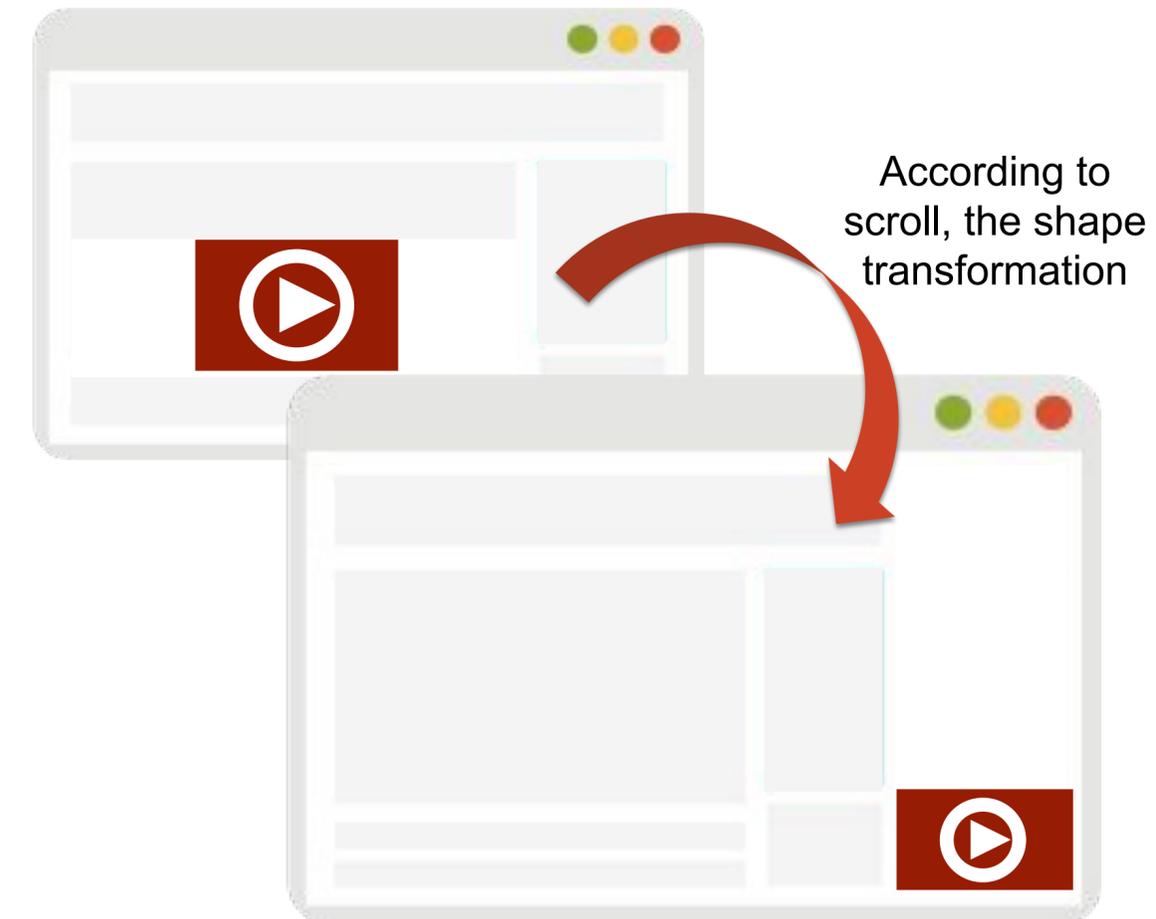
Hybrid
It was exposed in the form of an in-lead. A video advertisement that converts to a slider as you scroll.

IN-APP AD

You can drive revenue in App through the various of sizes and AD forms.
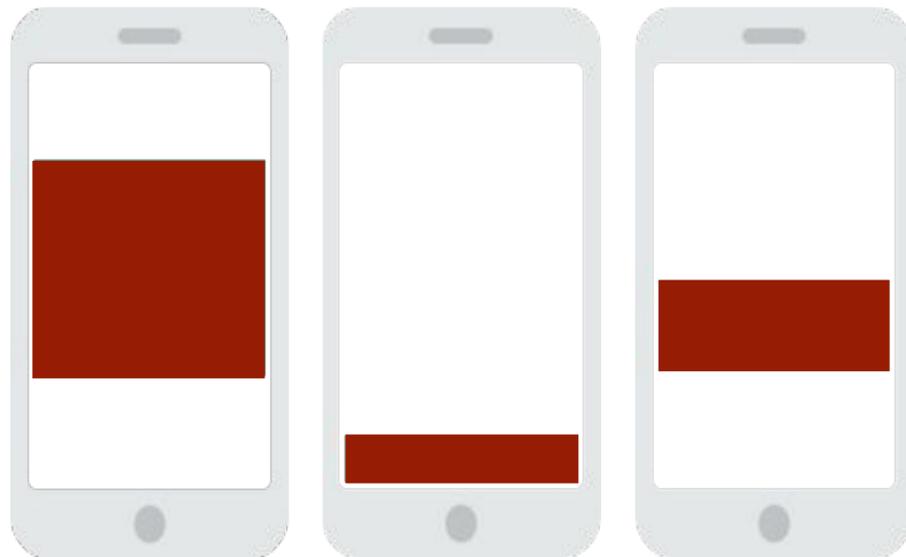
Banner
Starting with the most frequently
used size 300x250 320x50, 320x100, etc.
It's possible to proceed.

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.
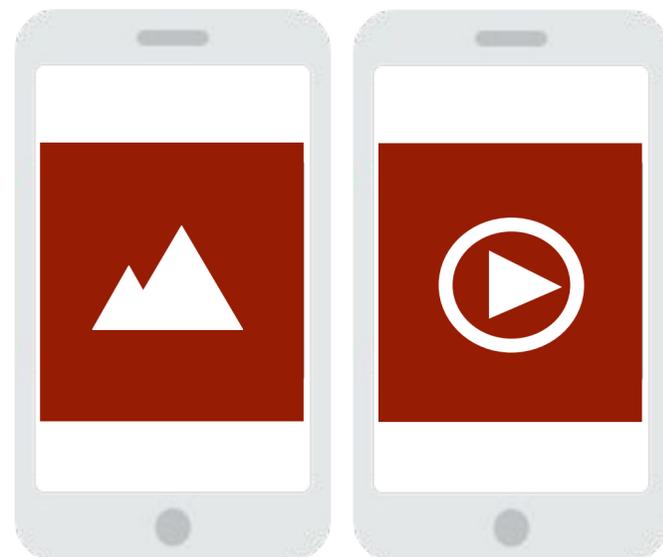
Front Banner
This is an advertising format that appears
throughout the screen. Supports video content.
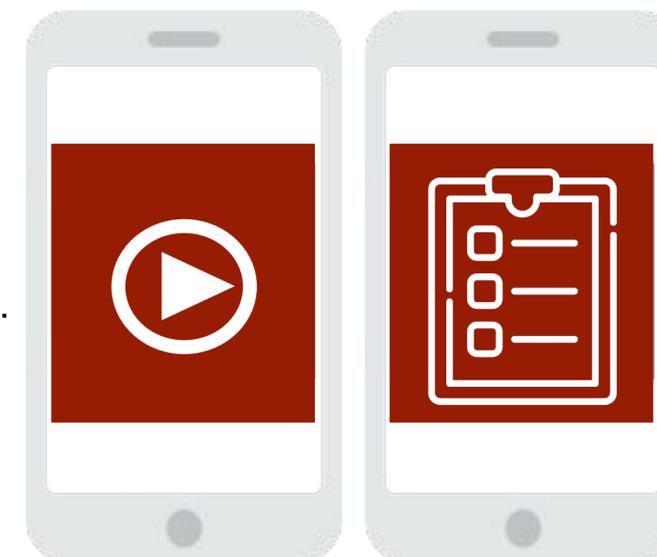
Rewarded AD
An ad format that provides rewards to users who
watch short videos or respond to surveys.
Supports video content.

Thank you.

H. www.adop.cc   E. sales@adop.cc

ADOP