Targeting AD solution attracting key potential customers,
TargetingGates™

WIDER PLANET
your real connector

Intro

1. Wider Planet Introduction
2. What is TargetingGates™?
3. TargetingGates™ Targeting Method
4. Products Informations
   - Retargeting
   - User Targeting
5. Why TargetingGates™ ?
6. Appendix

The best class online AD experts are building WiderPlanet up into the best targeting AD company in Korea.

Jul. 2010	Wider Planet established
Apr. 2011	"Wishboard," a customized mobile targeting advertising platform, Beta Version launched (Attracted Auction, 11st and other large retailers as advertisers)
May 2011	MOU signed with Samsung Electronics Media Solution Center to supply mobile targeting advertising platform
Jun. 2011	Venture Business Certification No. 20110104145 Technology Guarantee
Aug. 2011	"ShopMate," a joint project with KT Internet Center for mobile targeting advertising launched
Aug. 2011	"Wishboard," a mobile targeting advertising platform, officially launched (Attracted large retail advertisers and engaged in joint marketing activities)
Dec. 2011	Attracted investment from institutional investors
Feb. 2012	Signed a licence contract with KT to supply a customized mobile targeting advertising platform
Aug. 2012	Development of TargetingGates$^{\text{TM}}$, a customized targeting advertising platform, completed
Oct. 2012	TargetingGates$^{\text{TM}}$ based DSP (Demand Side Platform) and DMP (Data Management Platform) launched
Jun. 2013	Signed MOU with INMOBI (The Biggest global mobile advertising network) to develop mobile advertising solution

What is TargetingGates$^{\mathrm{TM}}$?

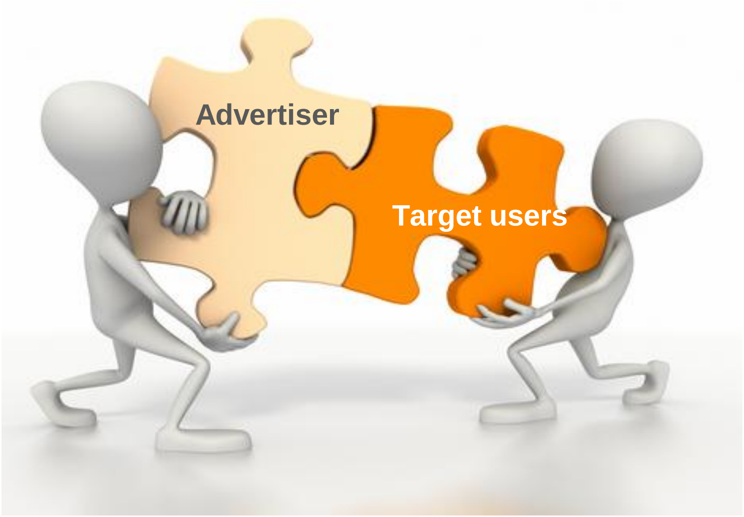
TargetingGates$^{\mathrm{TM}}$ is a targeting AD platform analyzing online user interest and behavior to identify relevant potential customers and expose them to banner ads.

Analyzing core target users

with TG algorithm

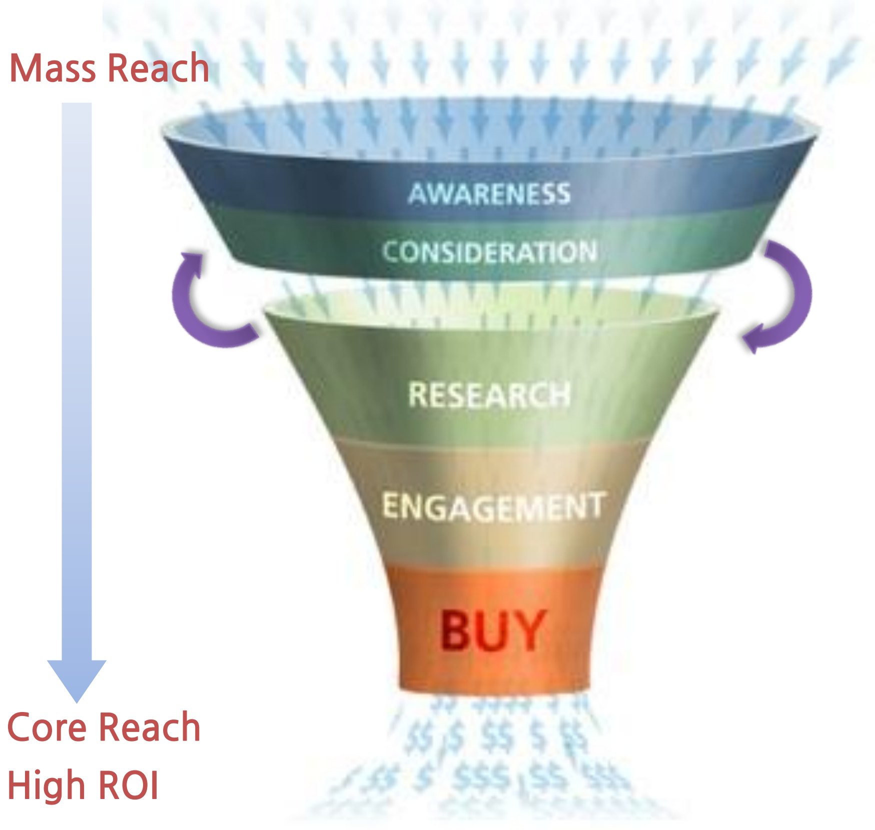
Connecting advertisers' campaign

with target customers



Diverse Targeting Techniques for Specific Marketing Goals

An optimization solution unique to TargetingGates™ enables advertisers to engage in total marketing activities by **attracting potential customers effectively** and **driving current users' revisiting & buy converting.**



Mass Reach

Core Reach
High ROI

User Targeting

Attract potential customers

- Audience Targeting
- Contextual Targeting
- Interest Targeting
- Search Targeting

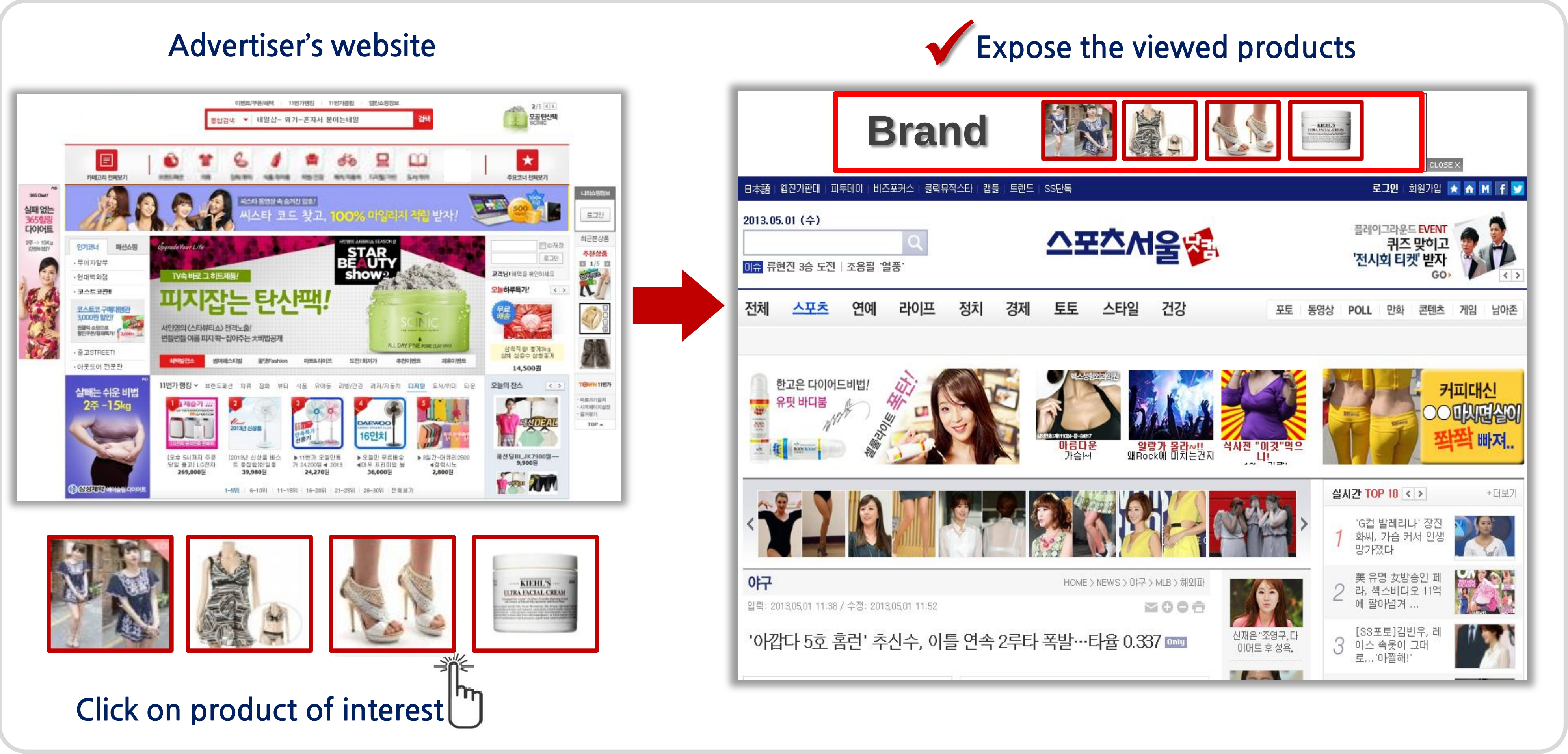
Retargeting

Induce user revisiting and promote conversions

- Site retargeting
- Conversion retargeting

Retargeting

When the customer with previous history of visiting an advertiser's site visits publishers' websites in the TG network, the product of interest will be displayed again to encourage the customer to revisit the site and make a quick purchasing decision.



Advertiser's website

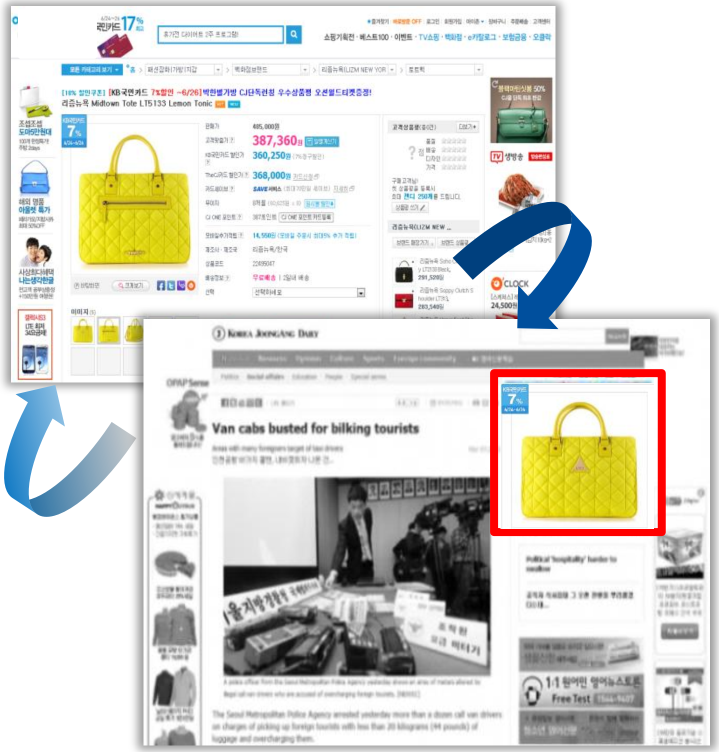
✓ Expose the viewed products

Click on product of interest

Diverse Retargeting Techniques

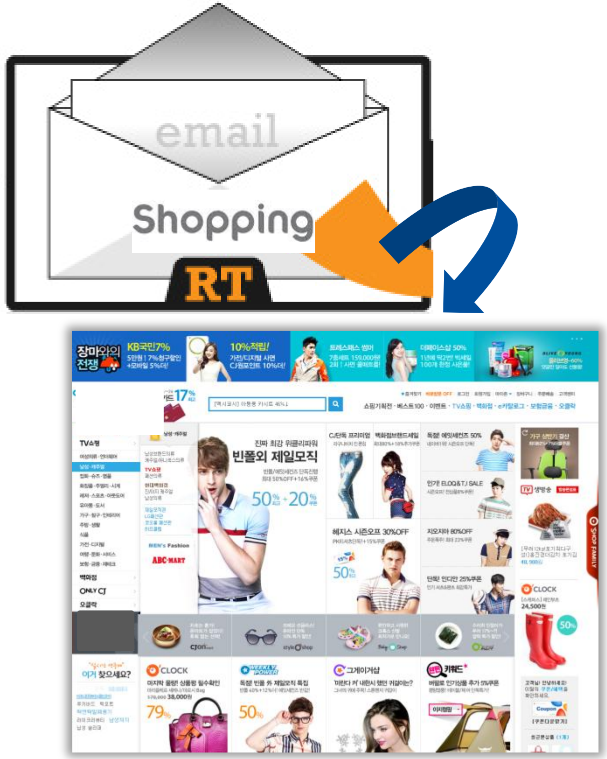
Retargeting ads are also applicable to a broader group of users, including those who opened DMs and visited mobile sites, going beyond just the retargeting of visitors to the advertiser's site.

1 Retargeting visitors to the advertiser site



Korea JoongAng Daily
Van cabs busted for billing tourists

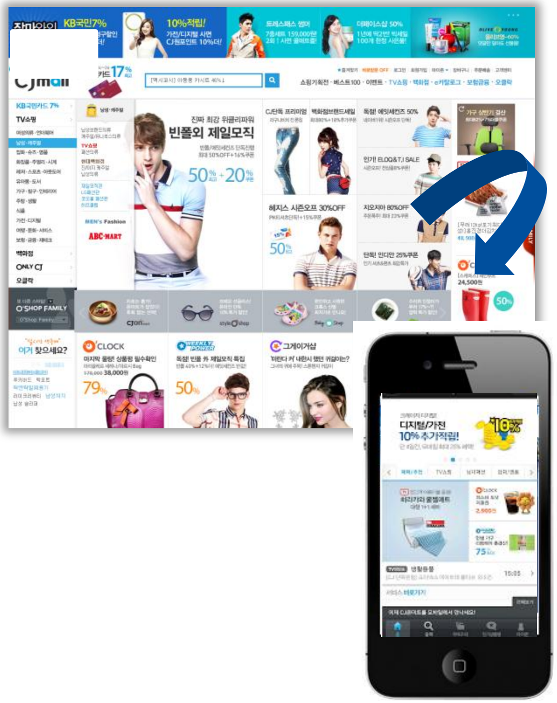
2 Retargeting users who opened direct mails (DMs)



email
Shopping
RT

3 Linked to mobile/web data

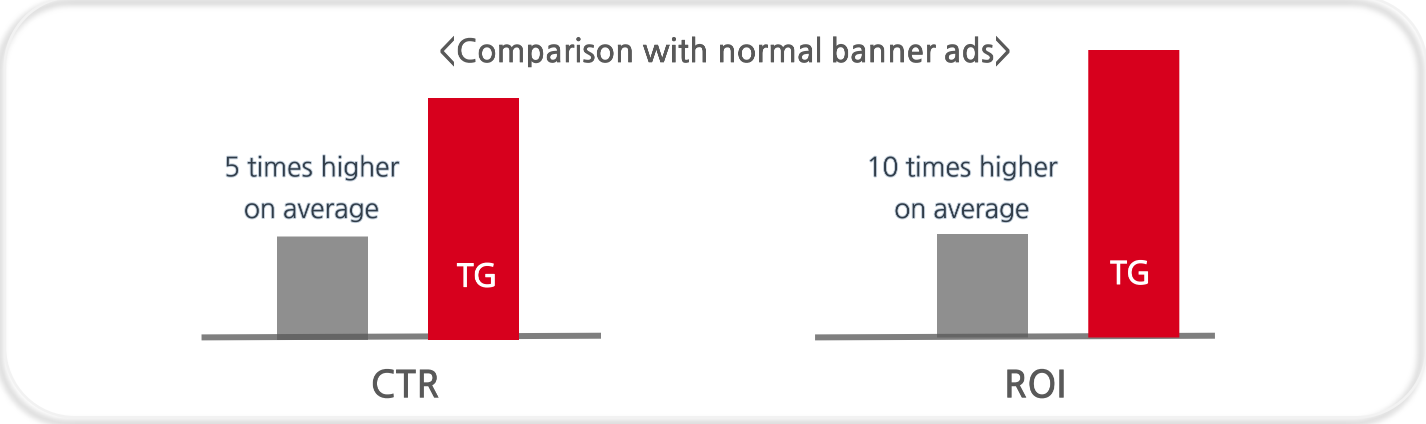
(Development to be completed in the first half of 2014)



Strengths of Retargeting

1. **Advertisement effectiveness is as high as that for search ads because retargeting-based campaigns only target those who have visited the advertiser's site**

: CTR is up to 5 times and ROI is up to 10 times higher than the respective performances of normal banner ads



2. **Product recommendation service unique to TargetingGates™ maximizes the effectiveness**

: The site's best-selling products, similar products, popular products and other recommended product options are displayed. Separate targeting strategies for heavy and light customers to the advertiser

3. **Optimized retargeting activities corresponding to customer attrition stages**

: Set steps done in stages from the visit to the advertiser's site, product detail, shopping cart and purchase finalization.

User Targeting attracting Potential Customers

Ads get displayed when user behaviors contained in DB as Keywords (Non Person Identified Information) match the keywords of advertisers. **This process helps advertisers attract new target customers.**

1 Analyze online user behaviour with non person-identified information

2 Convert user interest to keywords and match with advertiser keywords

3 Expose relevant advertisers' banners when the user visits TG Publishers network

① Analyze users' search words

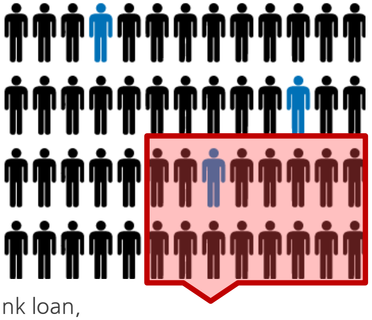
② Analyze visited websites (URLs)

③ Analyze news articles (paper)

④ Analyze image/advertising response rate

camera, Canon, tripod, school entrance gift, Olympus Keywords about camera

dress, shirt, jacket, leggings, balloon skirt, TOMS Keywords about women's clothing



card, loan, bank loan, installment savings, asset management, interest rates Keywords about finance

bimaxillary surgery, side effects, surgery reviews, plastic surgery, orthodontist Keywords about hospital

Plastic surgery clinic AD displaying

Tourists from China, Japan are flocking to Gangnam

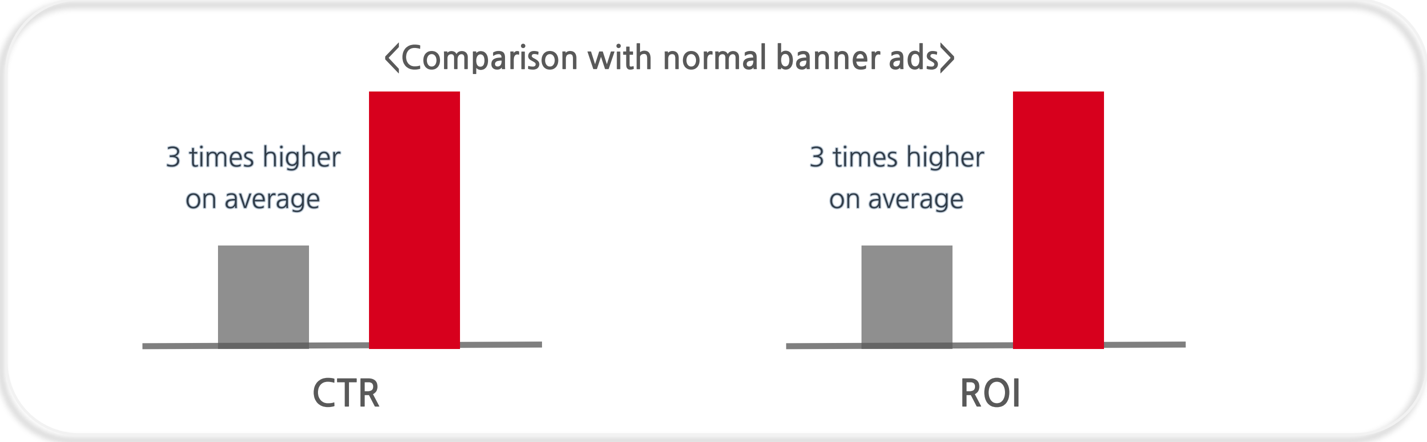
문화일보
세계일보
스포츠서울
이데일리
etnews
아이뉴스24
스타뉴스
Nocut

Appear on over 50 major media websites

Strengths of User Targeting

1. **Can provide the largest volume of quality traffic an advertiser seeks to target**
   : Analyze the visit histories of countless users by categorizing them with key words / Small- and medium-sized advertisers can also run a user targeting campaign.

2. **Maximizes effectiveness by limiting ad exposure to users interested in categories relevant to the advertiser**
   : Average CTR stands at 0.3~0.5%, about three times higher than that for normal banner ads



3. **Customized advertisement management service corresponds with advertising campaign character**
   : Efficient advertisement management is made possible, as professional editors insert, delete and extend key words by group
   : Customized advertisement strategy management taking into account performance differences by media, banner, time zone and geographical area

Why TatgetingGates™ ?

TargetingGatesTM builds an ad platform featuring various campaigns that cater to diverse targeting/retargeting demands of the advertiser, providing professional Account Management services and offering the help of capable IT staff.

Advanced Targeting Techniques

- In-depth analysis of the largest volume of users in compliance with laws by using non person-identified information
- Easy and broad targeting campaigns using keywords - user matching technology
- Retargeting and user targeting techniques linking PC and mobile platforms (H2)

Campaign Customization

- Various targeting options enable the advertiser to run strategic ad campaigns
- Experts offer constant ad efficiency management and consulting services

→ Especially, support and customization services for the development of special marketing campaigns by the request of the advertiser

Reasonable CPC System

- The reasonable cost-per-click (CPC) bidding system allows the advertiser to run ads at affordable expenses
- Free-of-charge banner exposure to heavy users (CPC) improves brand recognition

High Ad Performance

- Maximize CTR and revenue impact for a given expense by customizing products and algorithm to the advertiser’s campaign purpose

Publishers in TG Network

Major News Companies/Entertainment Sites/ Vertical Sites

<As of June>

중앙일보	chosun.com	dongA.com	NATE
YTN	쿠키뉴스	MT 머니투데이	경향신문
The Korea Herald	헤럴드경제	뉴스웨이	미디어오늘
스포츠서울	sportalkorea	스포츠조선	OSEN
BUSAN.com	GOMTV	OBS	TV Daily
스타뉴스	MK 패션	pullo	ezday
시사IN Live	연합뉴스	서울경제	디지털타임스
스포츠동아	일간스포츠	SPORTS WORLD	soccerline since 2001

… vertical publishers (DC Inside) / blogs and many others

Additional Publishers to Expose Banners (PC and Mobile)

<To Be Included in Q3>

서울신문	OhmyNews	MK	아시아경제

+

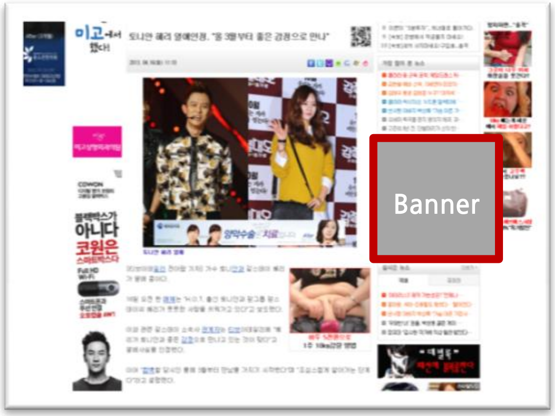
INMOBI <Mobile Partner, To Be Launched in July>

스포츠서울	sportalkorea	스포츠경향	레이디경향
miclub	Cetizen.com Mobile Opinion Leader	CLIEN	오늘의유머
egloos	ezday		

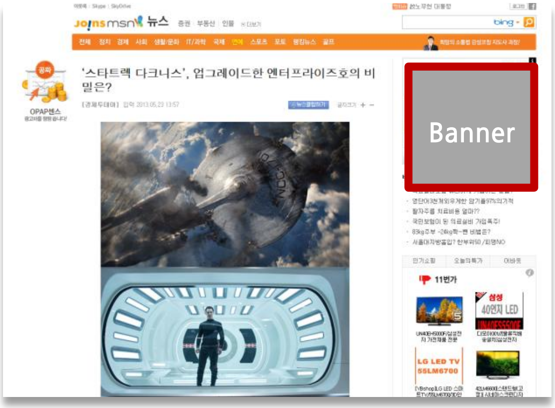
+ Will continue to sign further contracts to add publishers

Spaces for TatgetingGates™ Ads

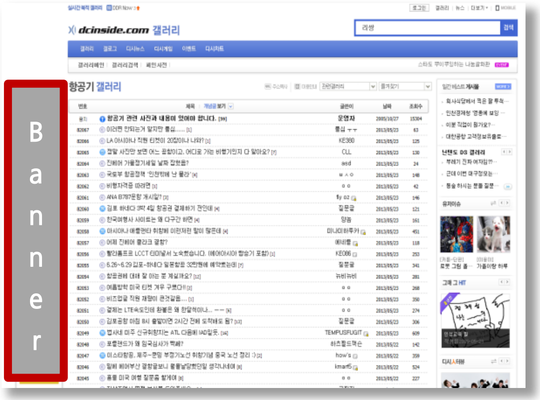
250*250

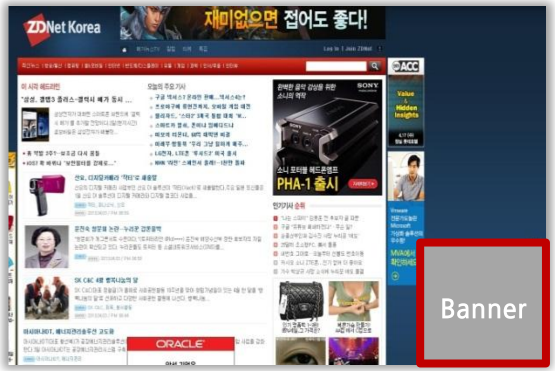


280*230

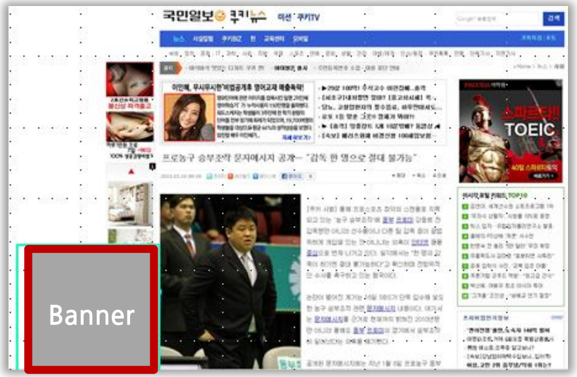


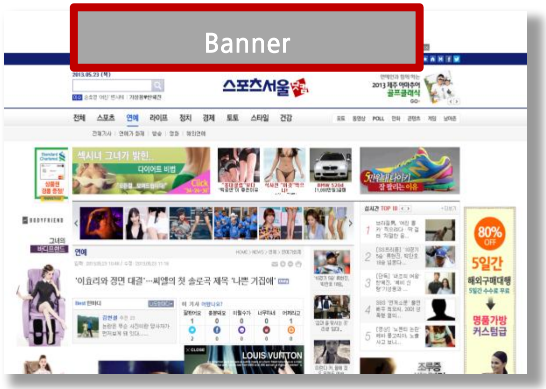
120*600





300*250





728*90

Appendix

Campaign Guidelines for TargetingGates™

1. Ad script guidelines by product

		Creating separate banners	Sending feed addresses	Inserting tracking tags
Retargeting	Normal (Product feed)		Required	Required
	Special (Fixed banner)	Required		Required
User Targeting	Normal (Product feed)		Required	Recommended**
	Special (Fixed banner)	Required		Recommended**

- Required: Necessary components to apply the relevant campaign technique.
  Recommended**: Optional components to raise the effectiveness of the relevant campaign technique.
- Special banners will usually be created by the advertiser.
- Search portal Naver's "Knowledge Shopping" address is used as a feed address, and if Wider Planet acts as an agency to insert tracking tags, hosting account information of the advertiser's site will be provided.
- The manual for inserting tracking tags and advertiser code will be individually delivered to the advertiser. Although insertion of tracking tags may be required or recommended depending on ad campaigns, we recommend tags be inserted to raise effectiveness.

2. Advertisement material policies follow Korea Online Advertising Association's Online Advertising Guidelines.

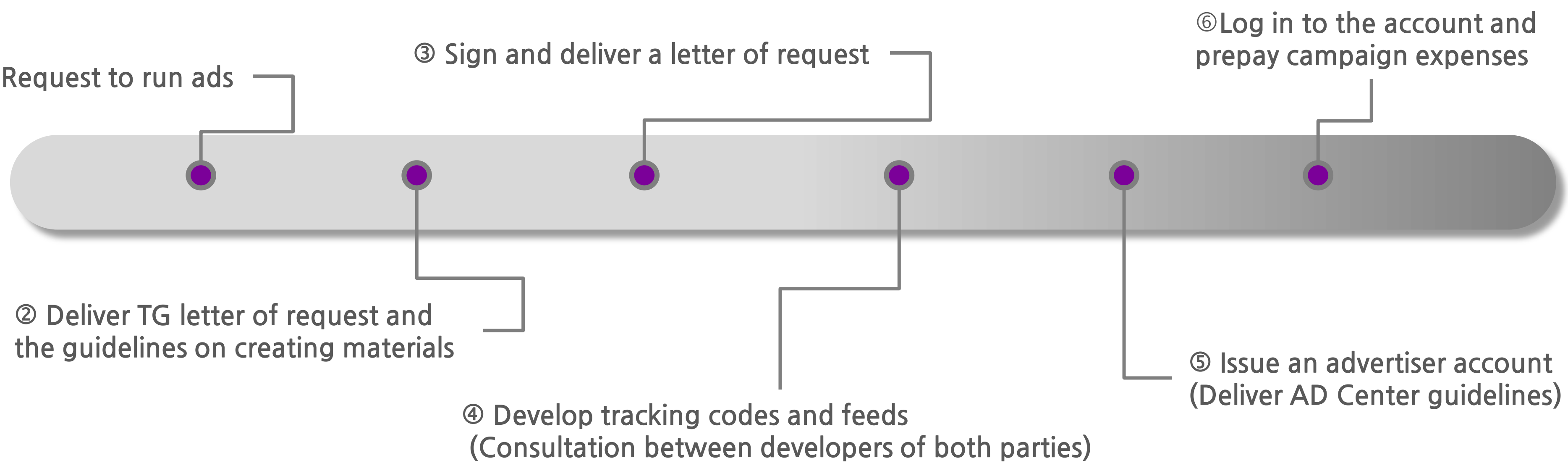
3. Special banners can be created in GIF or flash formats.

Guidelines for creating flash banners

- Size: 400K or under/ CPU usage: 50% or under (2GHz CPU)
- Flash files should be created by CS3 version/ fla and swf files should be delivered together/ Fonts should be broken apart
- Sound cannot be inserted/ 3rd party ad delivery is not allowed.

Advertisement Process

It takes 3~5 days from signing a letter of request to publish ads online



① Request to run ads

② Deliver TG letter of request and the guidelines on creating materials

③ Sign and deliver a letter of request

④ Develop tracking codes and feeds (Consultation between developers of both parties)

⑤ Issue an advertiser account (Deliver AD Center guidelines)

⑥Log in to the account and prepay campaign expenses

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FAQs

How much is the CPC bid?

Minimum KRW 200

Minimum campaign cost?

Service available from KRW one million per month

Is it possible to change ad settings (change materials or landing page)?

You can change them at anytime. The changes are immediately reflected in the system.

How many materials should we create?

As of August, materials should be created in 8 different sizes. The number of required sizes may increase depending on additional partnered publishers in the future.

Is the conversion check available both for purchases and user sign-up?

The check function is applicable for either of them. The adviser chooses a value to be checked.

How long is the conversion checking period?

Within 30 days after clicking a banner

When is a tax invoice published?

A tax invoice is sent early in a month for expenses covering the 1st day through the last day of the previous month (Date of publication: last day of a campaign month)

Thank you