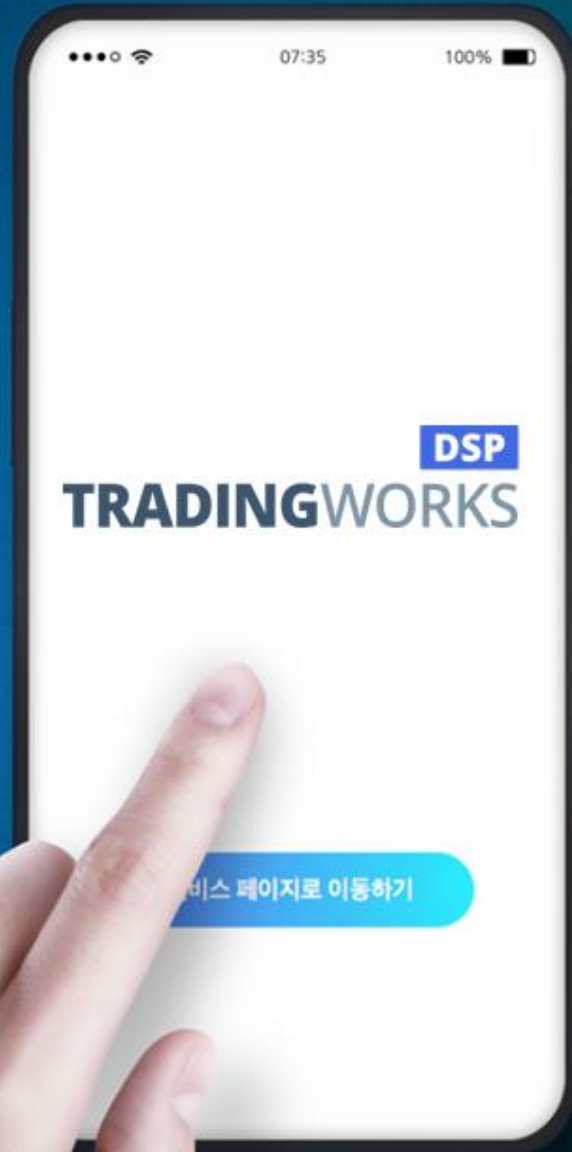




**DSP**  
**TRADINGWORKS**

INTRODUCTION

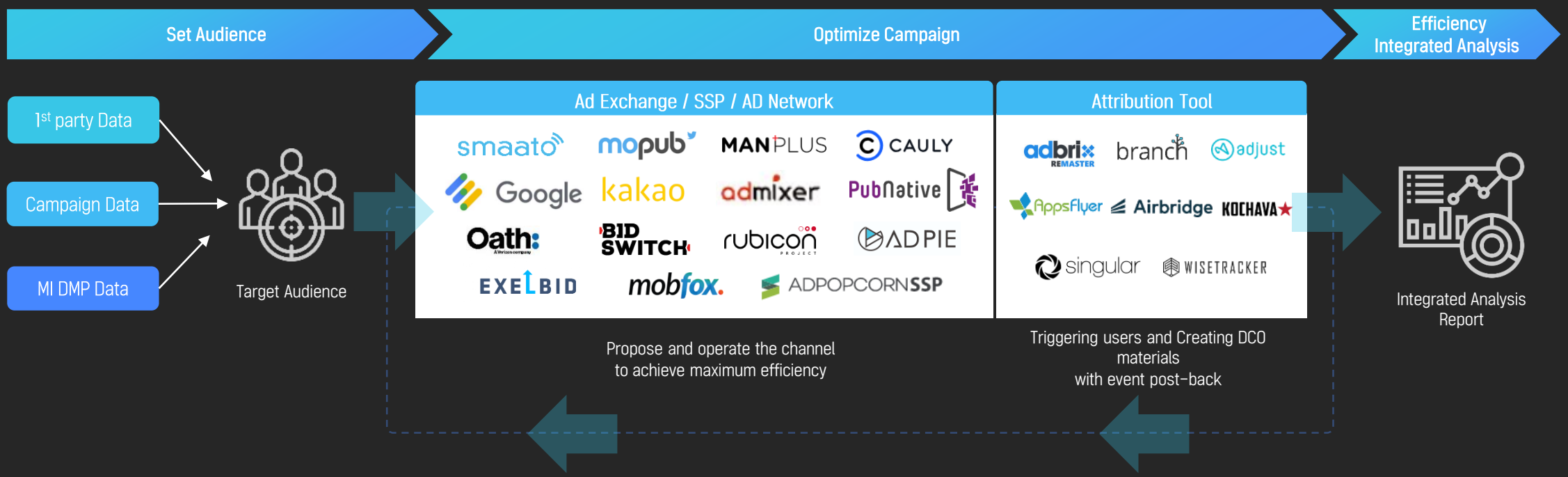


## INTRODUCTION

- Tradingworks DSP
- AD Sending Form

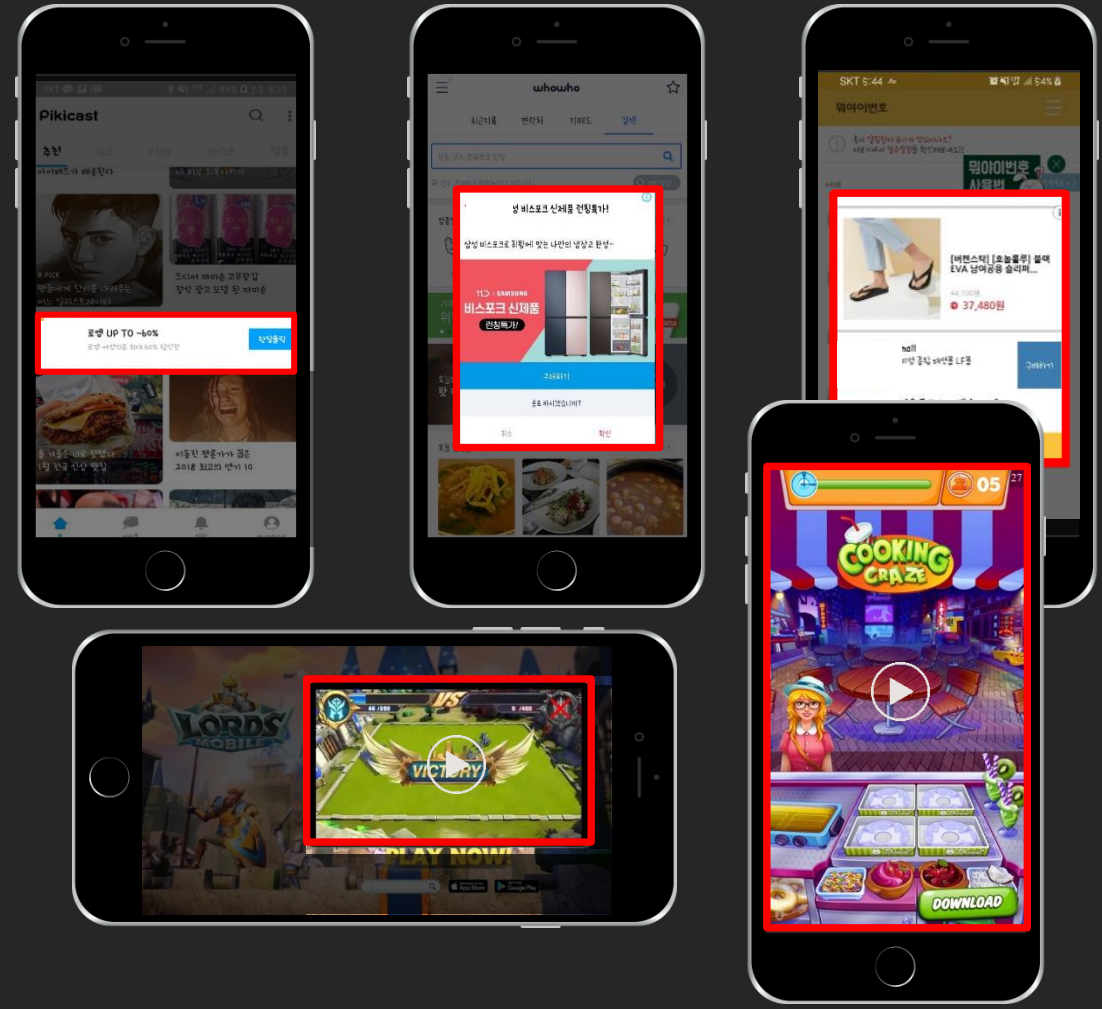
## Tradingworks DSP

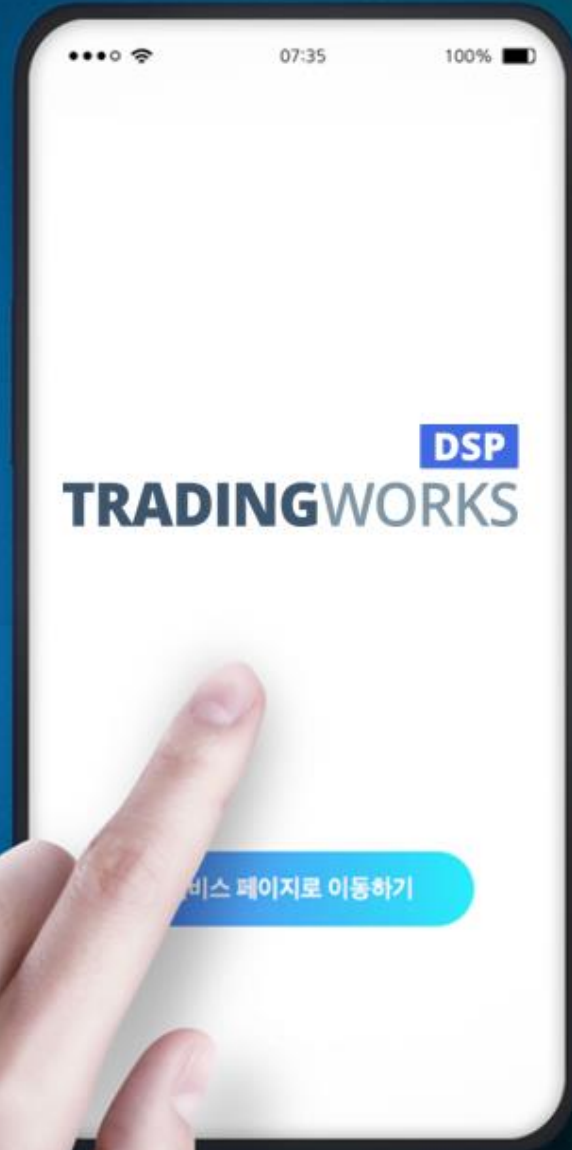
Tradingworks DSP is a mobile app Ad platform based on a programmatic buying system. It sends Ads to various channels using the optimized segment and creative. Connected with global major attribution tools, TW DSP can quickly perform the campaigns and provide integrated tracking and analysis.



## The Form Of Sending AD

Tradingworks DSP sends out Ads in the form of images and videos on the premium App AD sections that have high awareness through its partnership.



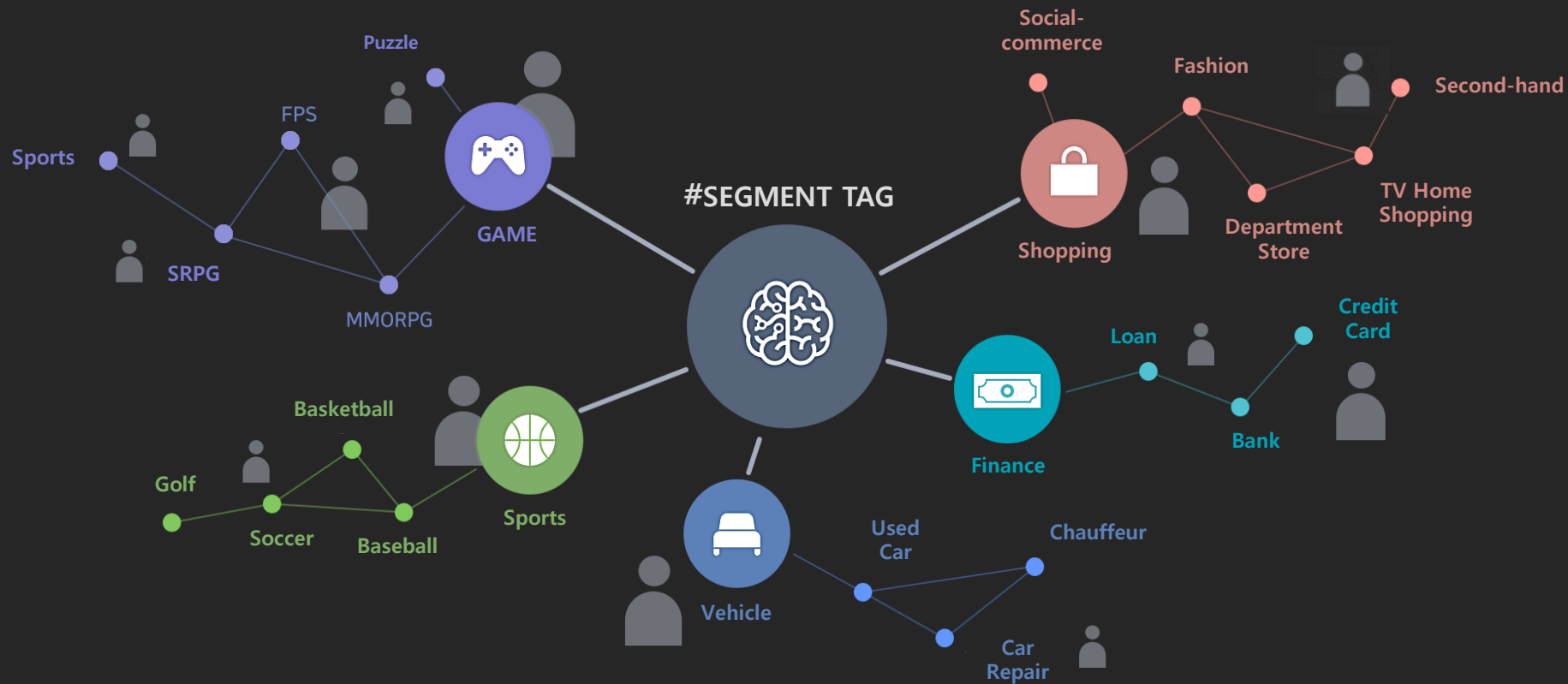


## FEATURES

- Mobile User Coverage
- Media Coverage
- Optimize Segment

# Mobile User Coverage

Tradingworks DSP collects more than a 4.3million valid ADIDs and uses them in campaigns in various segments depending on the nature of the ADID, behavior patterns, etc.



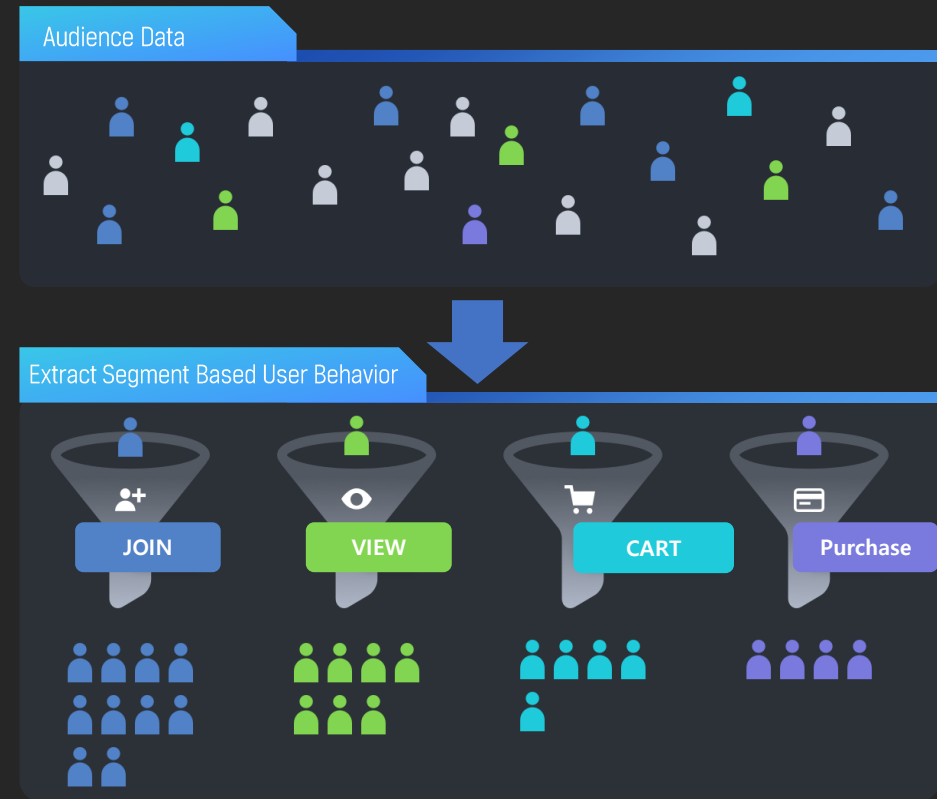
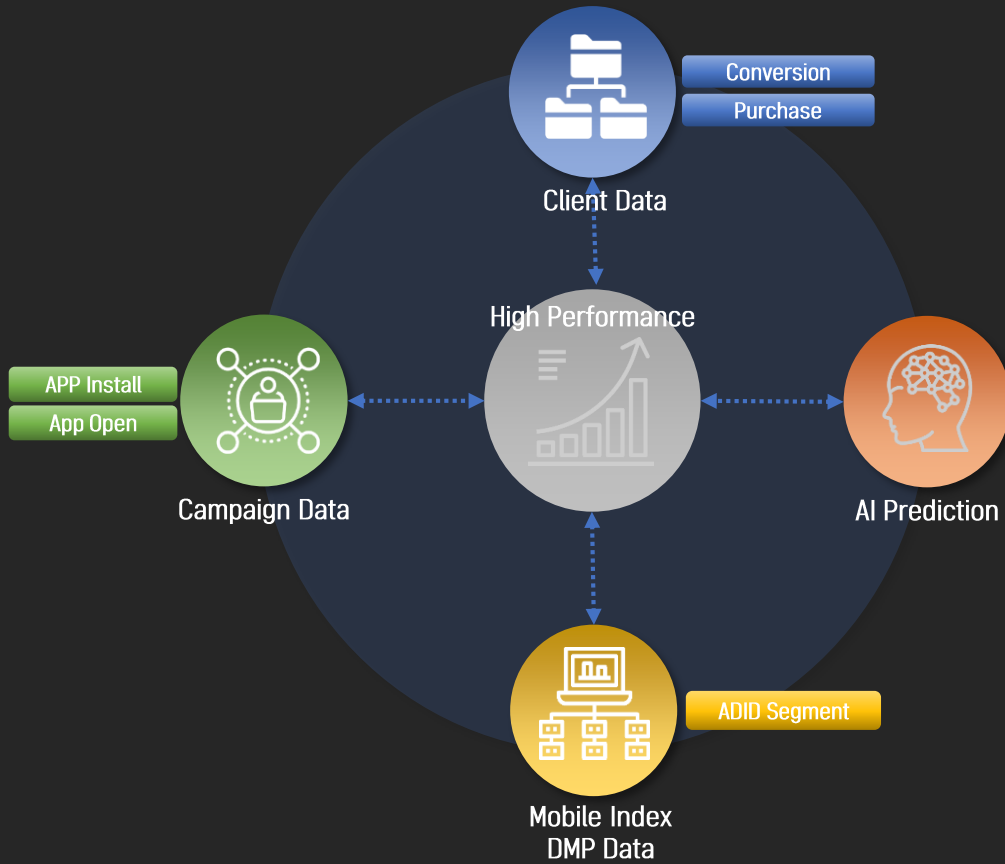
## Media Coverage

Tradingworks DSP sends out Ads to various channels by linking to many different Ad exchanges and SSPs such as Kakao, Google, etc.

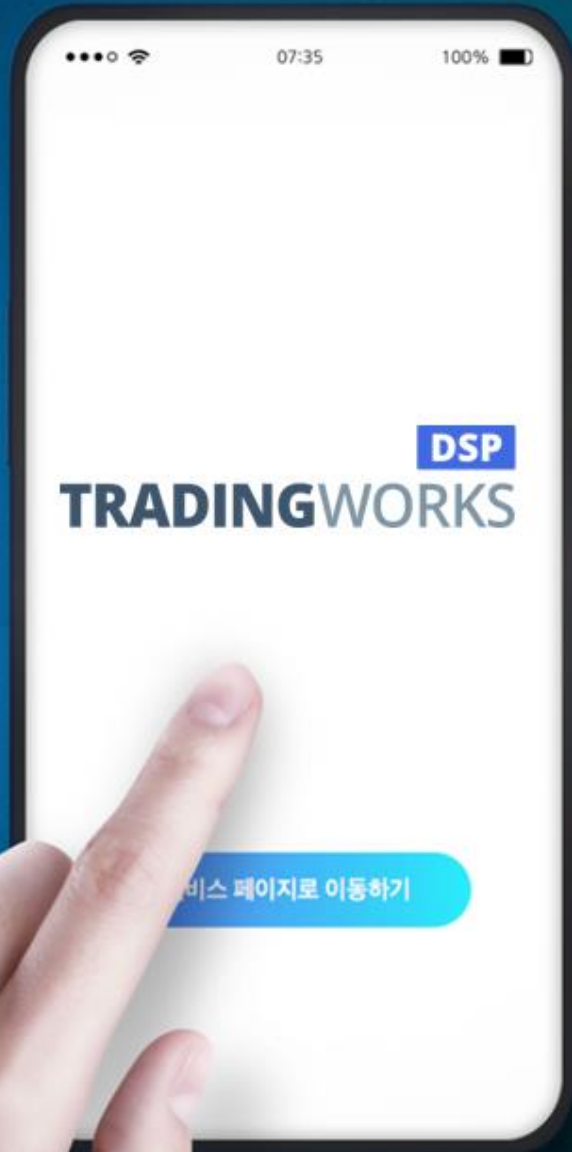


# Optimize Segment Based On User Behaviors

Tradingworks DSP creates the optimal panel by combining the client data, campaign data, AI prediction system, Mobile Index DMP data, etc.



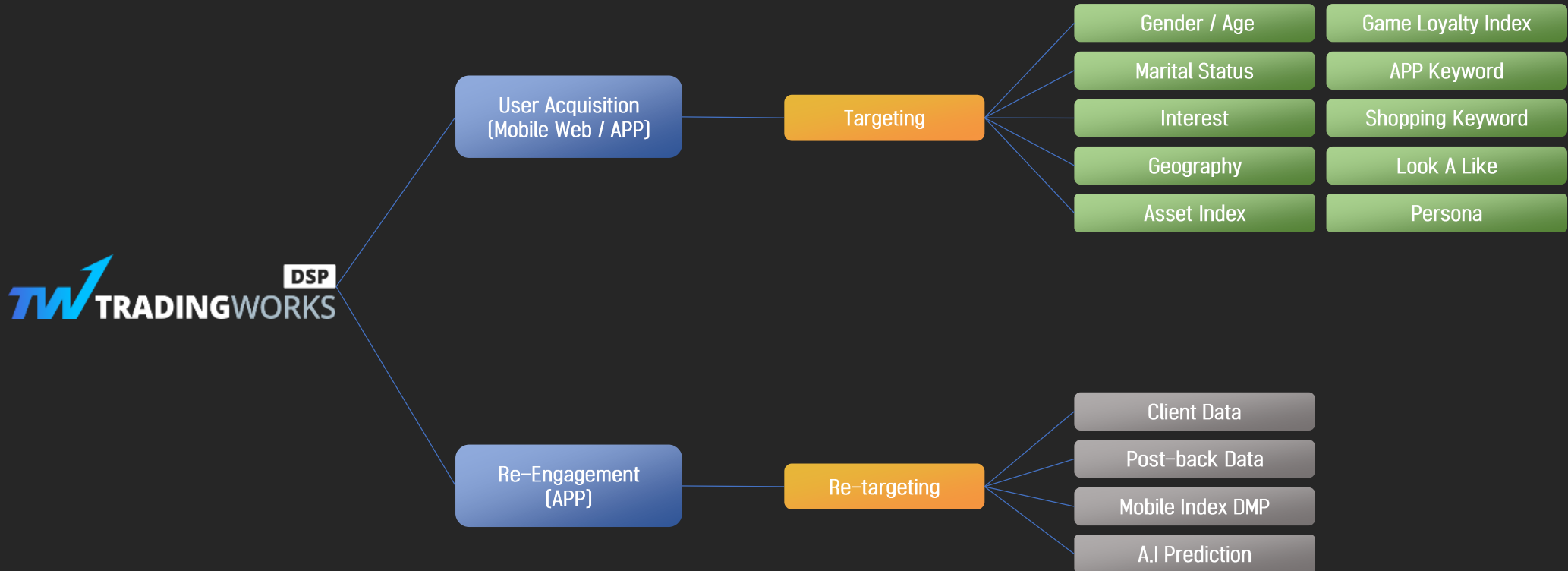




## TRADINGWORKS DSP AD SERVICE

- User Acquisition / Re-engagement
- Targeting Method
- D.C.O (Dynamic Creative Optimization)

## Tradingworks DSP Ad Service



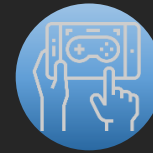
## Targeting Method

Tradingworks DSP can provide a variety of targeting methods by using owned mobile app-based DMP(MOBILE INDEX DMP).



### Gender/Age

Select apps that can reflect the user's gender and age, and estimate them using machine-learning techniques



### Game Loyalty Index

Divide the top 20-100% into 5 levels by scoring app usage, in-app payment, etc.



### Marital Status

Select apps that can reflect the user's marital status, and estimate it using machine-learning techniques



### APP Keyword

App description text analysis can be used to extract important keywords and identify the user interests by keywords



### Interest

Classify 25 major categories and 214 sub-categories about apps and use them selectively



### Shopping Keyword

Extract product-related keywords from the user's shopping activity data



### Geography

Divide the location path of the user's visit into 'Residential Area' or 'Activity Area' [City, province, county, and district]



### Look A Like

Classify the 1 to 10 steps by using the RFM[Recency, Frequency, Monetary value model, and machine-learning techniques



### Asset Index

Classify five stages asset index by forecasting user dwellings price data combined with IGAWorks-owned data and public institute data such as MOLIT, KOSIS



### Persona

Define the personas of a particular user by analyzing the app usage patterns

## User Acquisition Targeting Example

**SHOPPING**

16M Shopping Interest  $\cap$ 
 3.2M Shopping-Holic Persona = 
 2.3M Audience

**GAME**

640,000 RPG Core User Persona  $\cap$ 
 5.1M RPG Game Loyalty Index = 
 580,000 Audience

**FASHION**

9.6M Fashion Interest  $\cap$ 
 3.7M Fashionista Persona  $\cap$ 
 14M Age 19~39 = 
 2.1M Audience

**FINANCE**

7M Housekeeping / Loan Interest  $\cap$ 
 3.5M Office Worker Persona = 
 1.1M Audience

**ENGLISH EDUCATION**

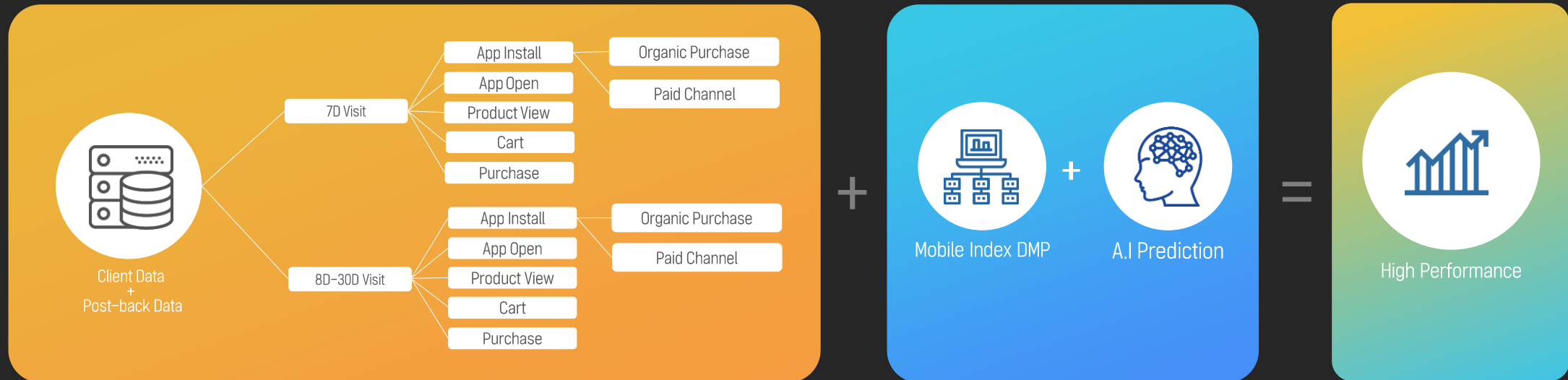
4.3M English, Studying Abroad Interest  $\cap$ 
 3.5M Office Worker Persona = 
 A million Audience

**BEAUTY**

3M Make-up / Cosmetic Interest  $\cap$ 
 480,000 Beauty-interested User Persona = 
 470,000 Audience

## Re-Engagement

- Subdivide audience based on combination with client's data, post-back data, A.I prediction system, and M.I DMP
- Engaging user's inflow to increase their in-app behavior by delivering effective messages to them



# RE-Engagement Targeting Example

**E-Commerce**

1M Visited User Last Month  $\cup$  500,000 A.I Purchase Prediction  $-$  50,000 Purchase In 7days  $=$  1.2M Audience

300,000 Purchase User Last Month  $\cup$  2M Product View User  $-$  30,000 Purchase In 3days  $=$  1.9M Audience

800,000 Cart Last 3 month  $\cap$  400,000 Reserve Point User  $\cap$  3.2M Shopping-Holic Persona  $=$  350,000 Audience

**Game**

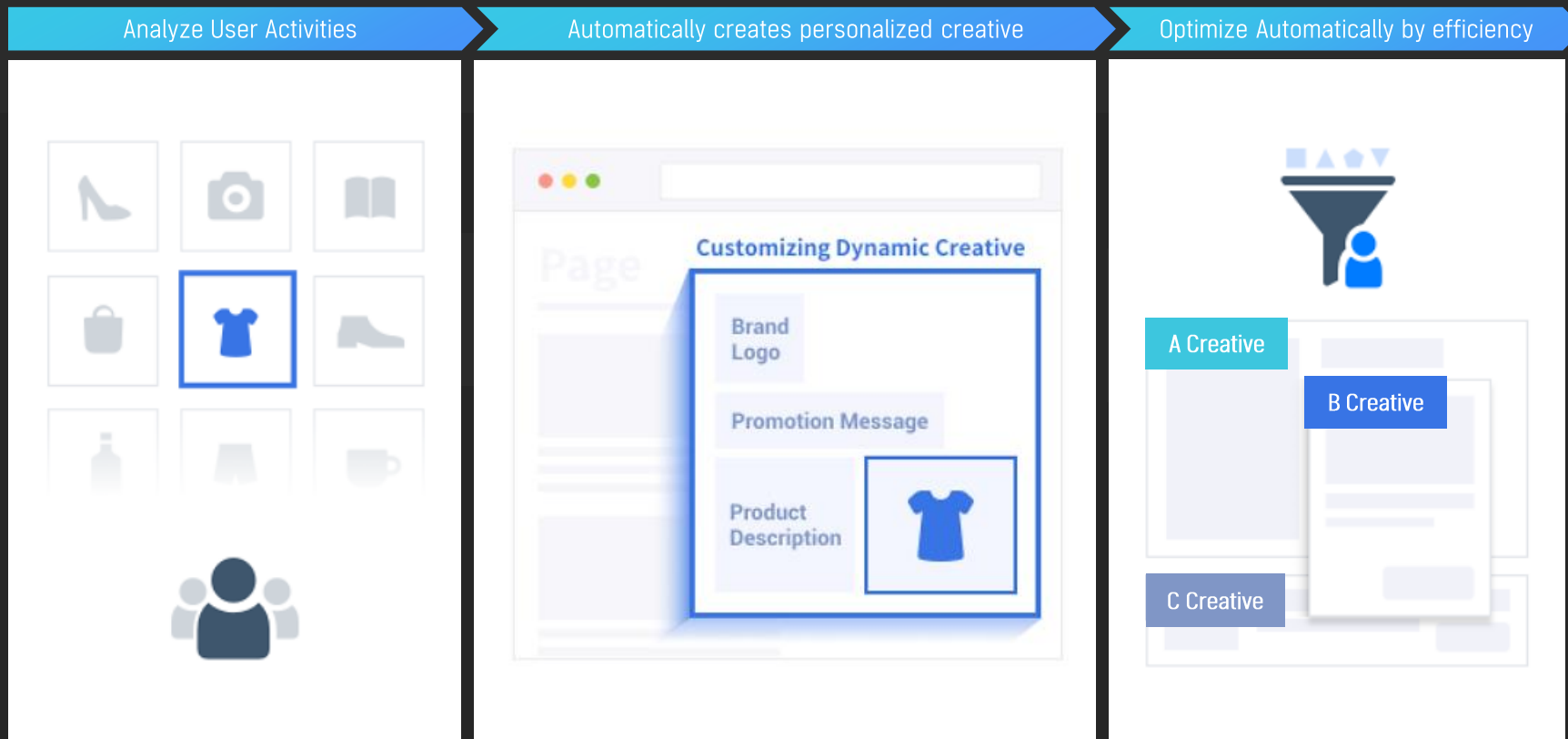
300,000 Payment Over 3 times  $\cup$  50,000 Having Specific Character  $=$  280,000 Audience

300,000 Non-login Last Month  $\cup$  100,000 Payment More than once  $=$  350,000 Audience

100,000 Payment Amount Top 30% User  $\cap$  500,000 More 3days of Continuous Login user  $=$  90,000 Audience

## D.C.O (Dynamic Creative Optimization)

- Automatically creates the creative which fits the personal behaviors to expose the most relevant ADs
- Optimization by tracking the user conversion in real-time from each creative



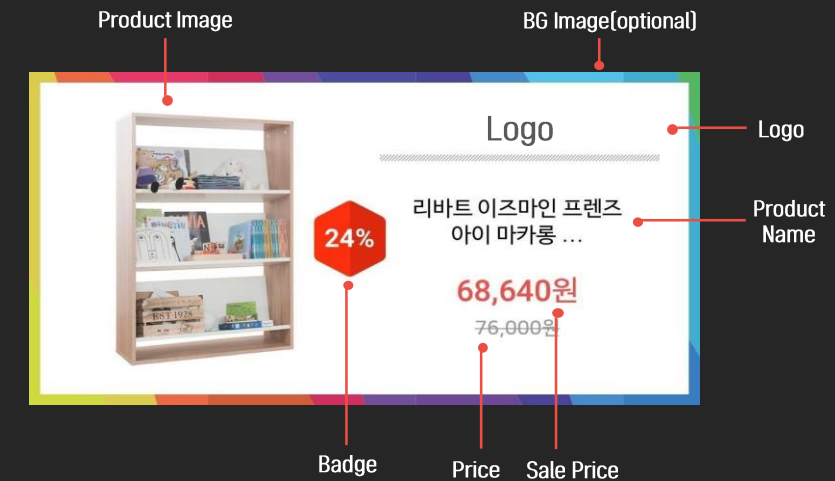
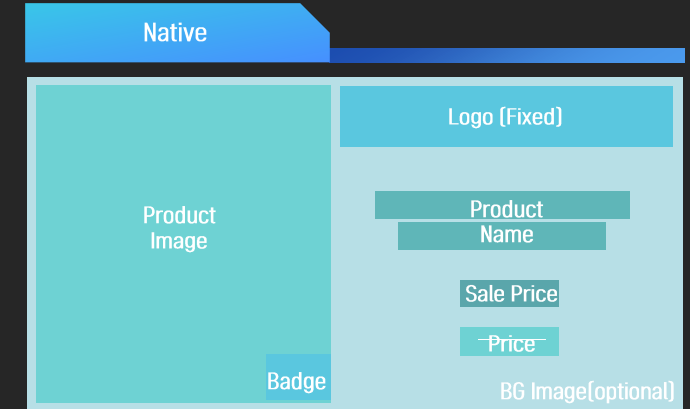
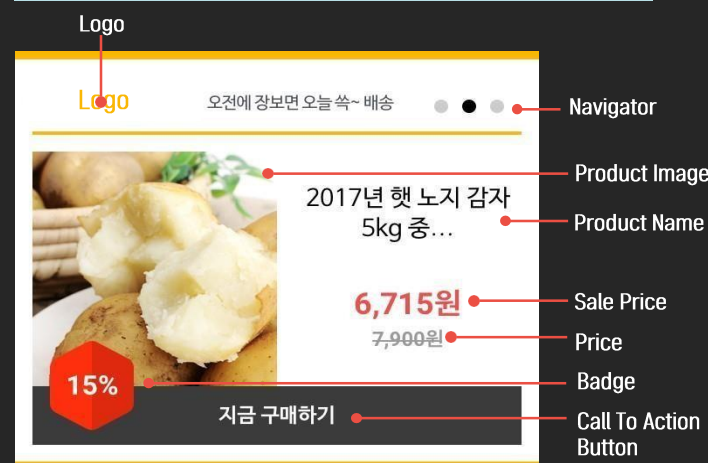
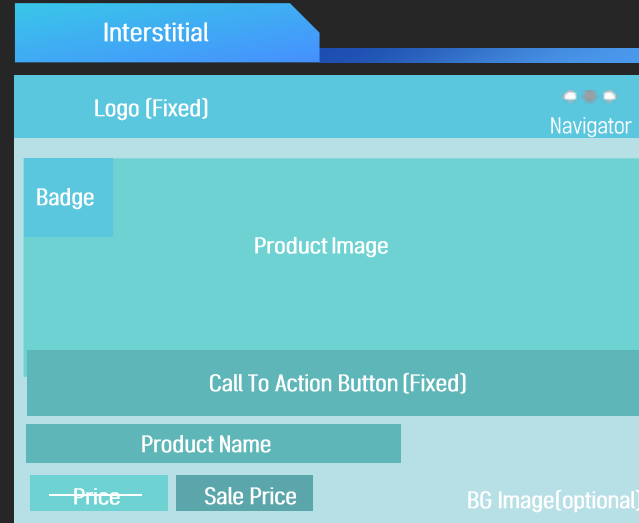
## Image D.C.O Example

Customize image AD creative by reflecting advertiser's event or promotion



Homepage Landing

Product Detail Page Landing

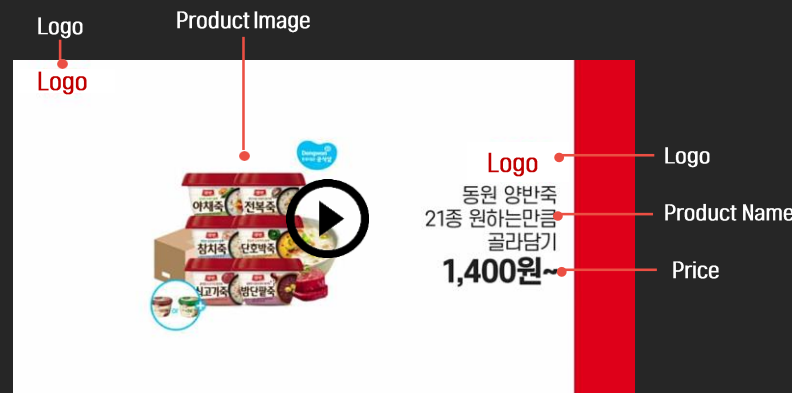
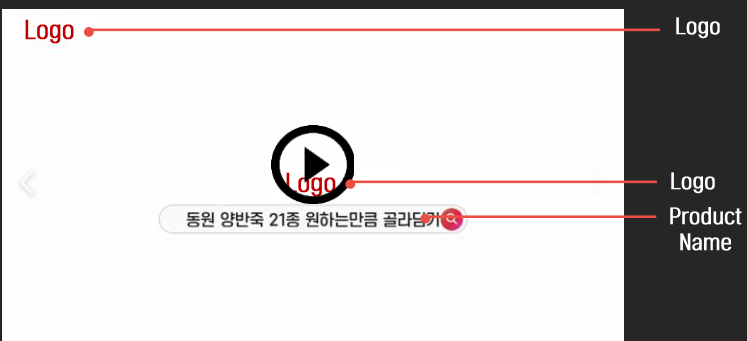
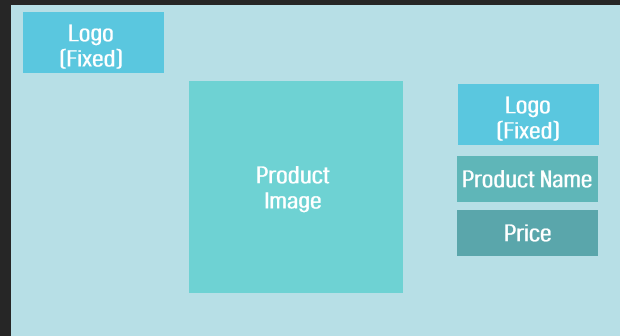
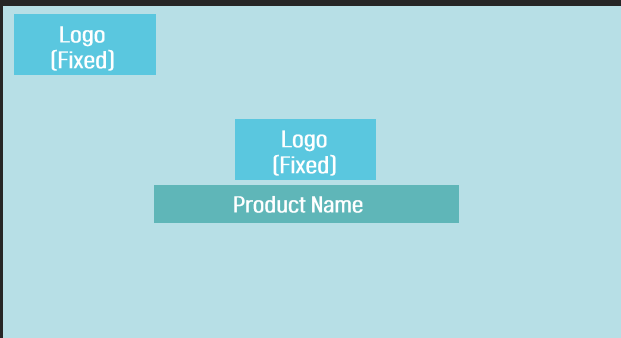




# Video D.C.O Example

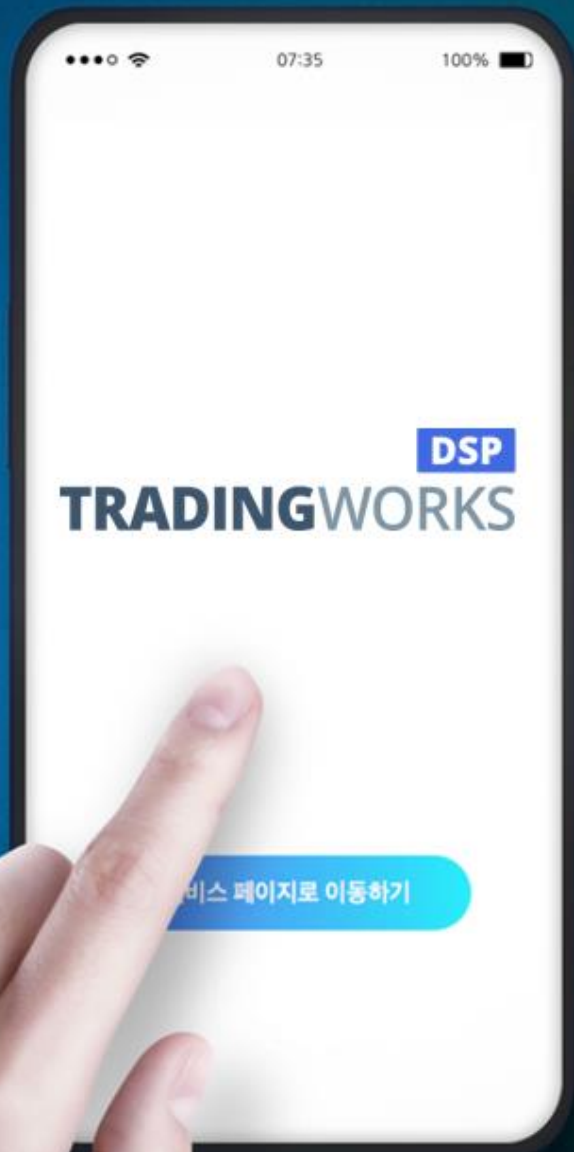
Customize Video AD creative by reflecting advertiser's event or promotion

Video



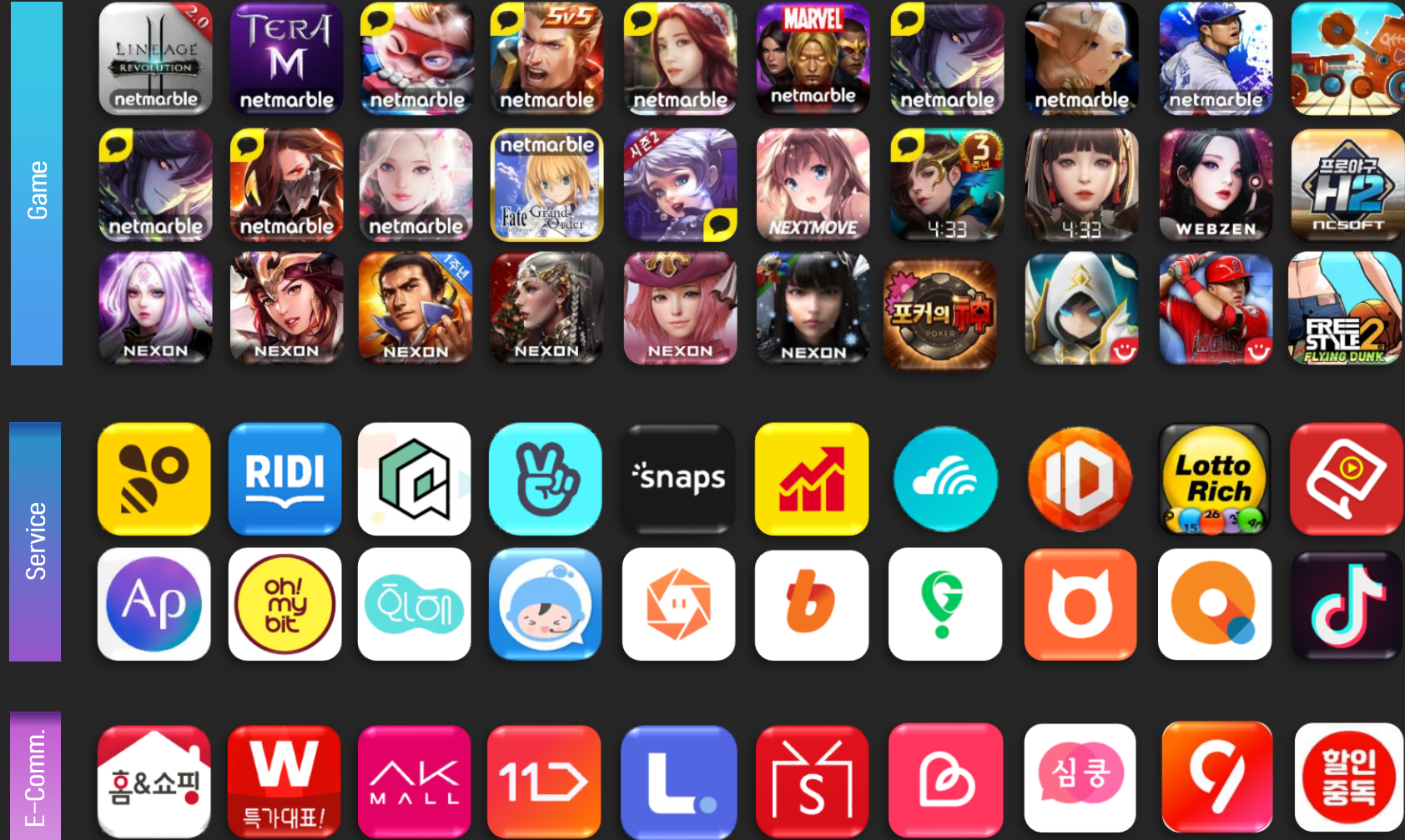
Show up an endscreen after the end of Video for user's homepage inflow

Create video templates by using advertiser's event or promotion materials

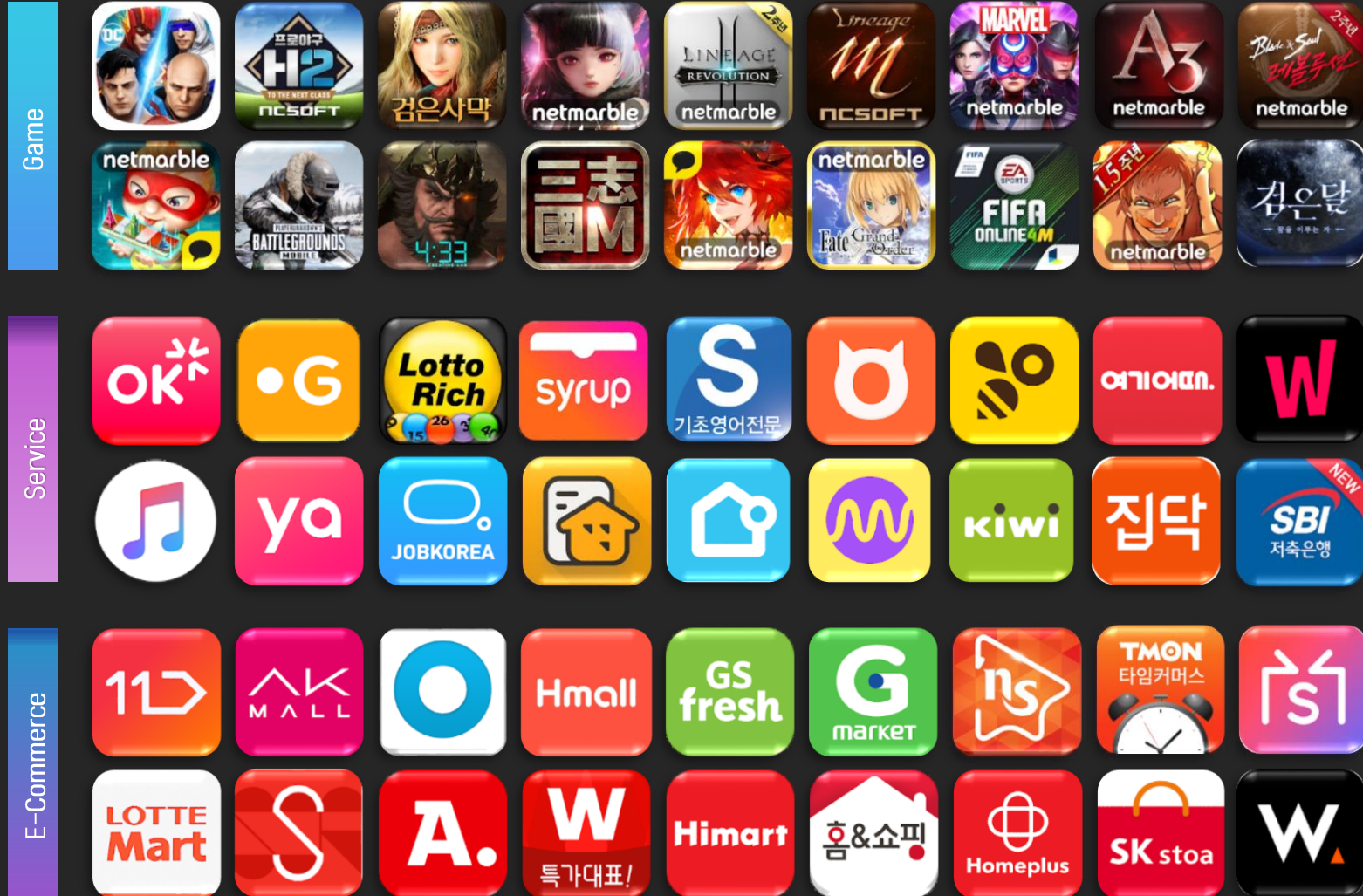


## TRADINGWORKS DSP REFERENCE

## User Acquisition



## Re-Engagement





# Thank You

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[twdsp@igaworks.com](mailto:twdsp@igaworks.com)

[twsales@igaworks.com](mailto:twsales@igaworks.com)