

ADMAX Introduction

MAY 2017







FSN Introduction

Future Stream Networks(FSN) has the largest mobile display ad platform, CAULY in Korea.



ADMAX Introduction

FSN has established its subsidiary, ADMAX, that focuses on SNS influencer marketing. ADMAX is to lead the new way of doing influencer marketing.



CAULY's existing strength

Established in April 2016

ADMAX Introduction

SNS Influencers write posting with mobile application install link.

Acquiring authentic users

Achieve high conversion /retention rate

The influencers get paid by the number of installs their followers, visitors generated.







ADMAX's Value Proposition

ADMAX provides optimized advertising service to performance oriented mobile advertisers



Real-Time Post Monitoring

Guarantees quality of campaigns to advertisers by closely monitoring the posts and having monitoring process system.



Influencer Pool

ADMAX can reach 30 million users through high quality influencers on board from various SNS channels. ADMAX can provide diverse mix of influencers to match the needs of advertisers and campaigns



that has not been reachable on video and display ads.

CAULY is expanding the high quality influencer pool by leveraging

the reputation and network CAULY has built on mobile advertising market.

CAULY's Expertise

Advertisers can expect the same expertise from ADMAX that they have experienced with CAULY. CAULY has successfully run 7,000 campaigns over the last 6 years.

CAULY

The most experienced campaigns in Korea

• 7,000 campaigns over 6 years

Designs campaigns for advertisers' needs based on deep understanding of advertisers

- Focuses on mobile games, e-commerce and brands across various sectors
- Meet advertisers' KPI by running non-incentivized CPI campaigns using targeting and big data technology

Experienced in creating contents for ads

• Static/Rolling images, animations, native ads and video contents

ADMAX

Design and management of campaigns based on advertisers' KPI

• Designs campaigns to accommodate advertisers' goal such as maximum volume, retention rate, purchase conversion rate, ROAS and CPP(Purchase)

Optimize ad efficiency through Event Postback setting

- Optimal management according to the efficiency of each influencer/channel
- May optimize based on various events linked to tracking tools



Case Study _ Game Category

Cooking Fever Campaign (Arcade)



Advertiser	Nordcurrent	Daily Max CVR	51 %
Campaign Date	2016. 7 ~	Daily Max Install	5,000



🖻 Remarks

- ✓ Long term campaign due to constant results
- ✓ Over 80k total conversions
- ✓ Female user targeting influencers participated actively due to the characteristics of the game
- ✓ Applied small, cute images to target female users
- ✓ Optimized efficiency management of each influencer through integration of event postbacks

Case Study _ Game Category

Kung Fu Panda Campaign (RPG)



Case Study _ Game Category

Destiny Child Campaign (RPG)



Case Study _ Commerce Category

Ticket Monster Campaign



Case Study _ Service Category

CooCha Slide Campaign

CCOCHA



Advertiser	Coocha	Daily Max CVR	18 %
Campaign Date	2016.6~	Daily Max Install	16,000



🖻 Remarks

- ✓ Long term campaign
- ✓ Focused on influencers targeting early 20's users
- ✓ Created contents emphasizing easy usability and accessibility (video, etc.)

Case Study _ Service Category

Sellit Campaign



Advertiser	Sell it	Daily Max CVR	34 %
Campaign Date	2016. 7	Daily Max Install	3,000



🖻 Remarks

- ✓ Created contents utilizing actual second-hand goods of users
- ✓ Selected highly efficient contents and attracted influencers through our unique know-how





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