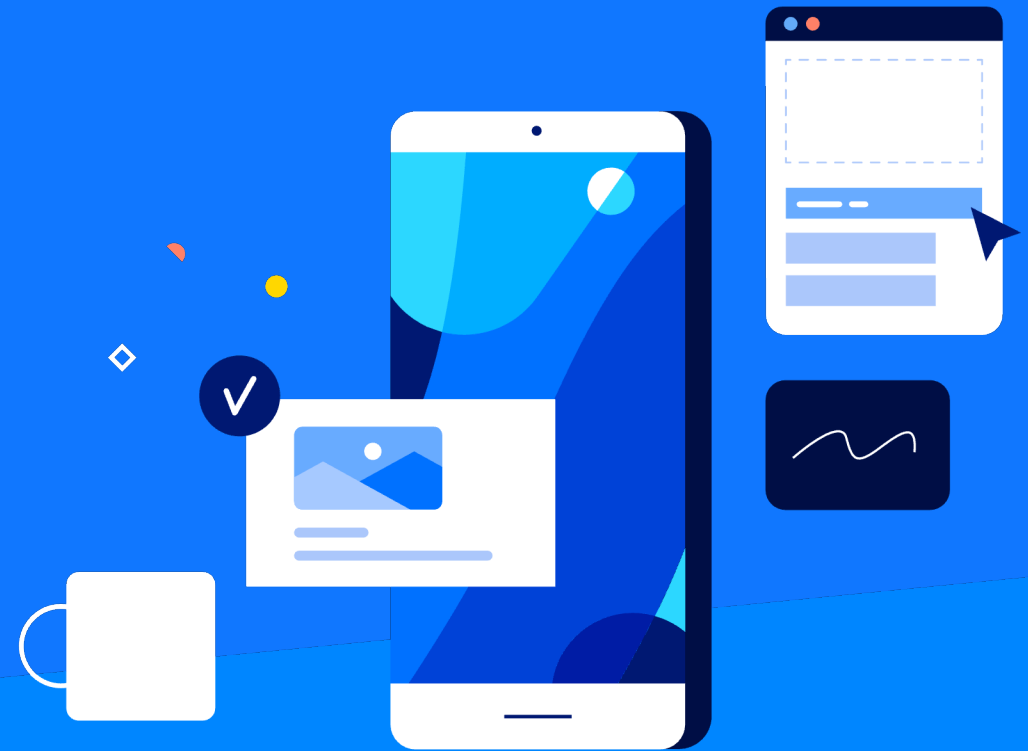


Experience efficient ads with CAULY

CAULY Service



01 CAULY

Overview

Product Line-up

Campaign Optimization

Audience + Targeting

- User Interest Targeting
- User Finder Targeting
- ADID Targeting
- DMP Targeting

Basic Targeting

- GEO Targeting

Time Exclusive(Time AD)

Bidding AD

02 CAULY Retargeting

Overview

CAULY Retargeting Strengths

Product Line-up

Case Study

03 CAULY Guarantee

Overview

Global Coverage

Anti-Fraud System

Product Line-up

Case Study

Integration tracker

04 PointClick

Overview

Media & Channel

Product Line-up

Case Study

05 CAULY Addition

OP.GG Overview

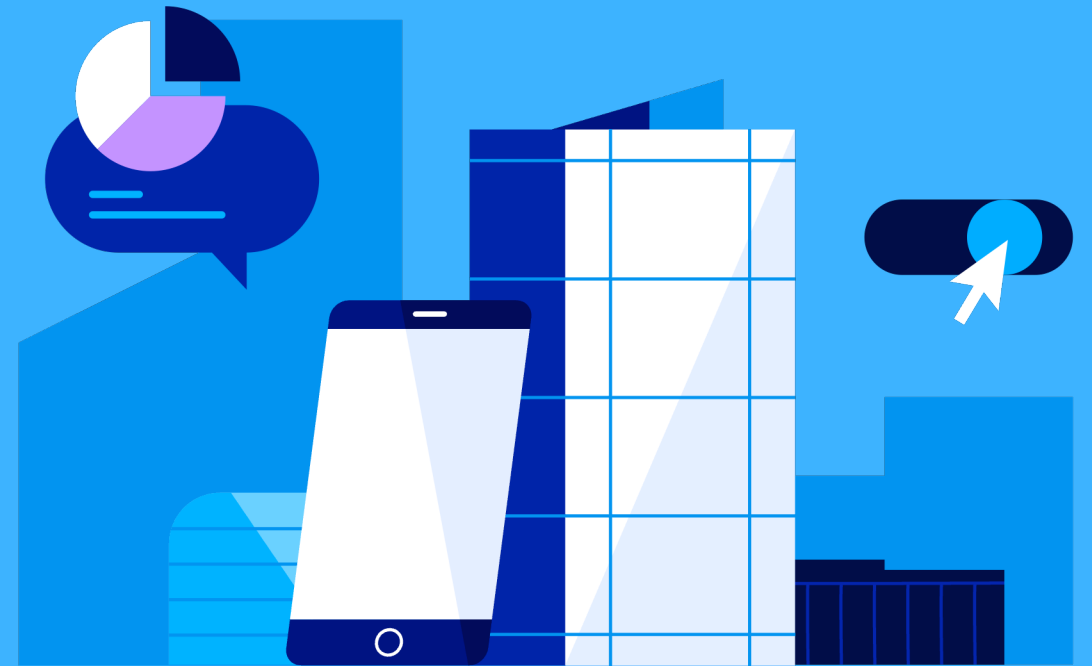
OP.GG Product Line-up

06 CAULY Product Price

Product Price

No.1 Mobile AD Platform

CAULY



CAULY

is the first mobile ad operator in Korea and the first ad-tech company listed on the stock market.
It has the largest scale through collaboration with domestic and foreign partners.



200 ad campaigns per month

- Companies including the top 100 in Korea and big brand advertisers in various fields
- Various ad operations across industries, including branding, new launches, and app downloads
- With more than 70% of advertisers in the long run and re-run, We have stable & efficient operating strategy.



Largest scale in domestic media

- CAULY ad exposed to over 12,000 media
- Ad exposure is possible through collaboration with major domestic and international media
- App : Web = 90 : 10



Abundant user traffic

- Over 38 million UV per month
- Over 20 billion PV per month

Product Line-up

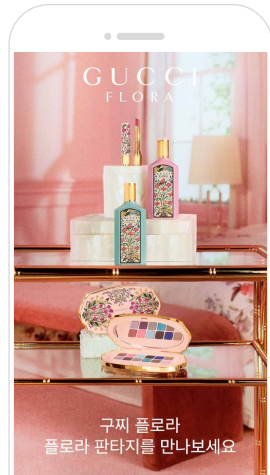
We have a variety of product lineups according to the type of exposure.
CPC(Cost per Click)

Band Banner



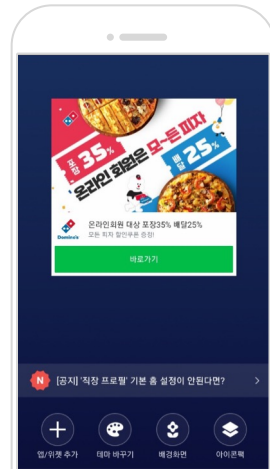
- Have abundant coverage
- Low price = Easy to secure clicks.
- Multiple targeting options available
- (Time AD) Exclusive ad at specific times

Full Banner



- Attractive pages that appeal for a message
- More effective in delivering main product, service, and brand content

Native AD



- Suitable for both branding and performance ad
- Automatically optimizes to a wide variety of media with 6 elements

Rich Media



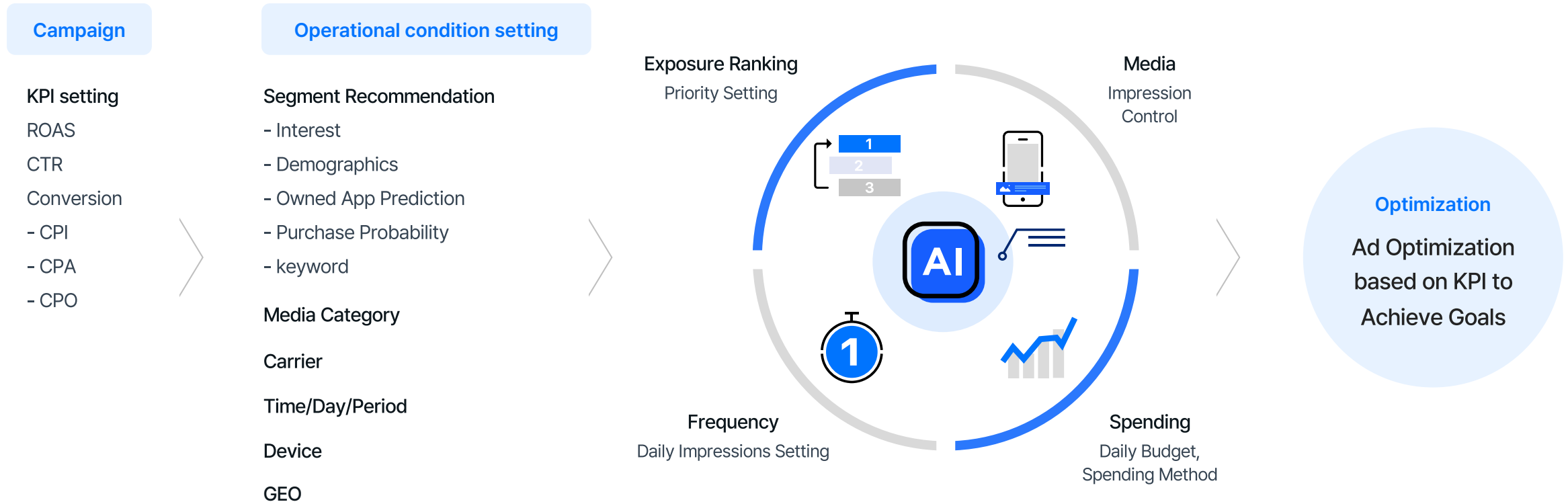
- Rich Media_Band banner : It can be exposed in the form of automatic rolling and video preview



- Rich Media_Full banner : Both horizontal and vertical images are available, Automatically play at the same time as the ad is exposed : It's customized with various effects Enables user interaction and storytelling

Campaign Optimization

CAULY set campaign operation conditions according to advertiser's KPI and optimize ads with CAULY's operational know-how and AI engine.



× ROAS and CVR efficiency optimization requires script insertion or postback integration.

Audience + Targeting

CAULY provides upgraded audience targeting based on CAULY's proprietary* and affiliated DMP data.

With the most extensive DMP integration in the domestic market, we utilize data from various fields to maximize target reach.

CAULY DMP



Interest

Based on user's content response data, we offer targeting across 150+ interest segments



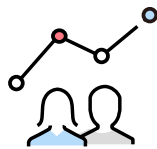
User Finder

Predicting specific app installations and targeting the relevant audience accordingly



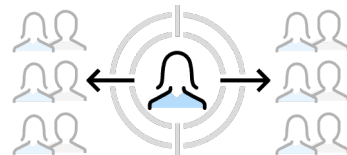
ADID

Utilizing the advertiser's own ADID for customized targeting.



Demographics

Targeting by gender and age group.



Lookalike

Targeting potential customers with similar interests and behaviors.

Partner DMP



SKP DMP

Utilizing sophisticated user data across various SK services, From e-commerce to mobile broadcasting



DeepAD

Integration of online and offline data from 40 million users across Lotte Group subsidiaries.



TG360

Real-time collection of 250TB+ data per day, the largest scale of external data in Korea.



Loplat

IP data based on Wi-Fi-based location recognition infrastructure and mobile population analysis technology

* CAULY DMP : 3,000 million or more UV-based big data inferred through machine learning.

Interest Targeting

CAULY provides up to 150 interest categories based on users' mobile content reactions and behavior analysis.

The users' interest information collected real-time is continuously updated and refined by with CAULY's big data AI analysis model.

CAULY offers an interest category recommendation feature using the advertiser's app URL, category, and keywords.

	Finance	Game	Shopping	Fashion Beauty	food and beverage	...
A	0.898564..	0.784621..	0.992231..	0.985213..	0.973548..	...
B	0.846134..	0.664485..	0.984558..	0.784112..	0.988956..	...
C	0.654931..	0.774165..	0.926158..	0.545465..	0.999848..	...
D	0.987883..	0.575699..	0.885463..	0.987853..	0.875642..	...
E	0.986783..	0.663831..	0.765645..	0.688913..	0.751988..	...

User-specific content reaction data matrix modeling



A Shopping corp

Search

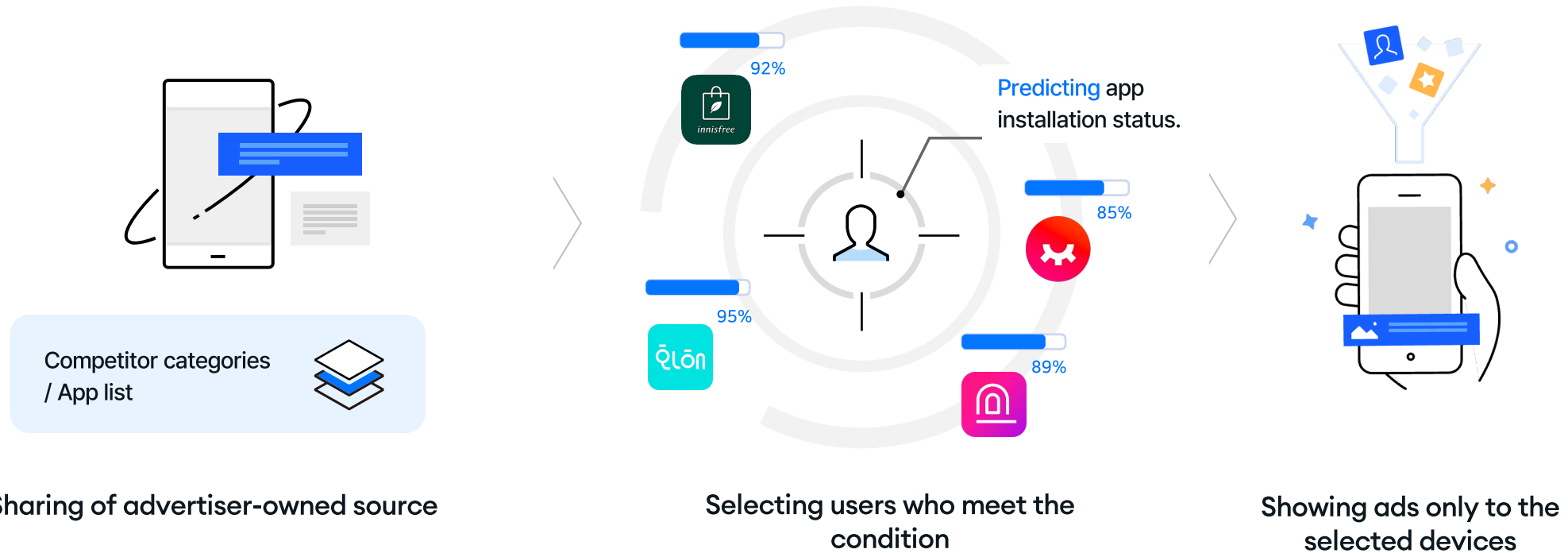
Search

- Shopping > Department Store Recommend
- Shopping > Home Shopping Recommend
- Shopping > Membership/Points Recommend
- Food and Beverage > Cooking/Recipe Recommend
- Fashion/Beauty > Cosmetics
- Finance > Insurance

Recommended interest categories suitable for advertisers

User Finder Targeting

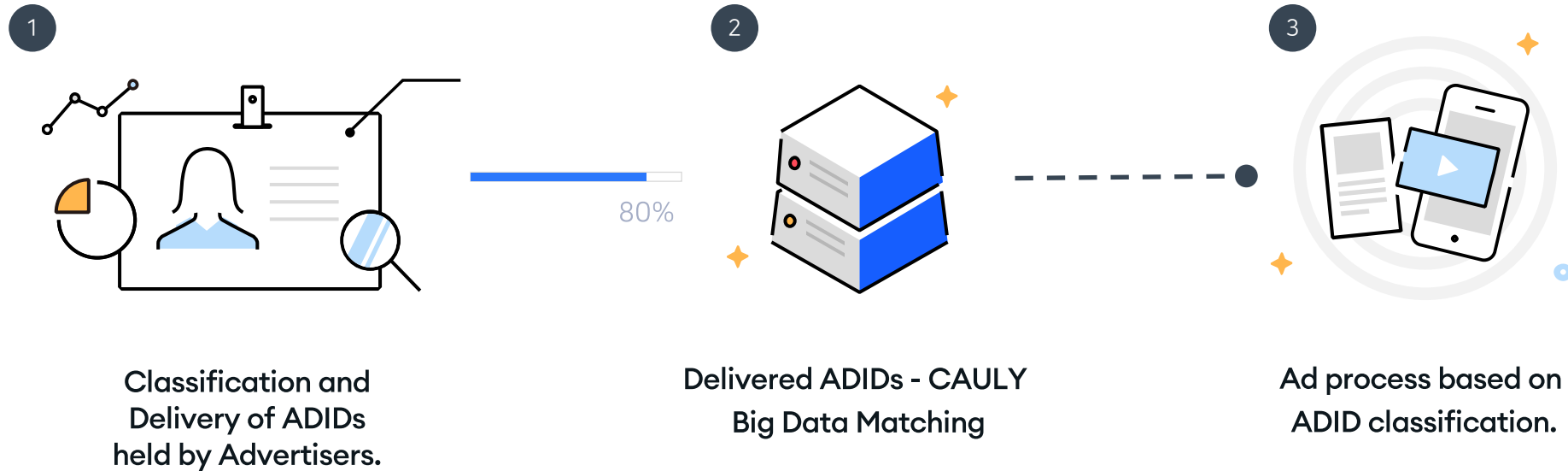
Users are selected based on various sources, including the list of competitor apps provided by advertisers, categories, and more. By analyzing the list of competitor apps provided by advertisers, CAULY predict whether users have those apps and selectively expose ads only to the chosen users.



× Individually selecting apps to configure the app profile.
× Conducted on the Android OS, and the ads will be exposed through various Cauly media channels.

ADID Targeting

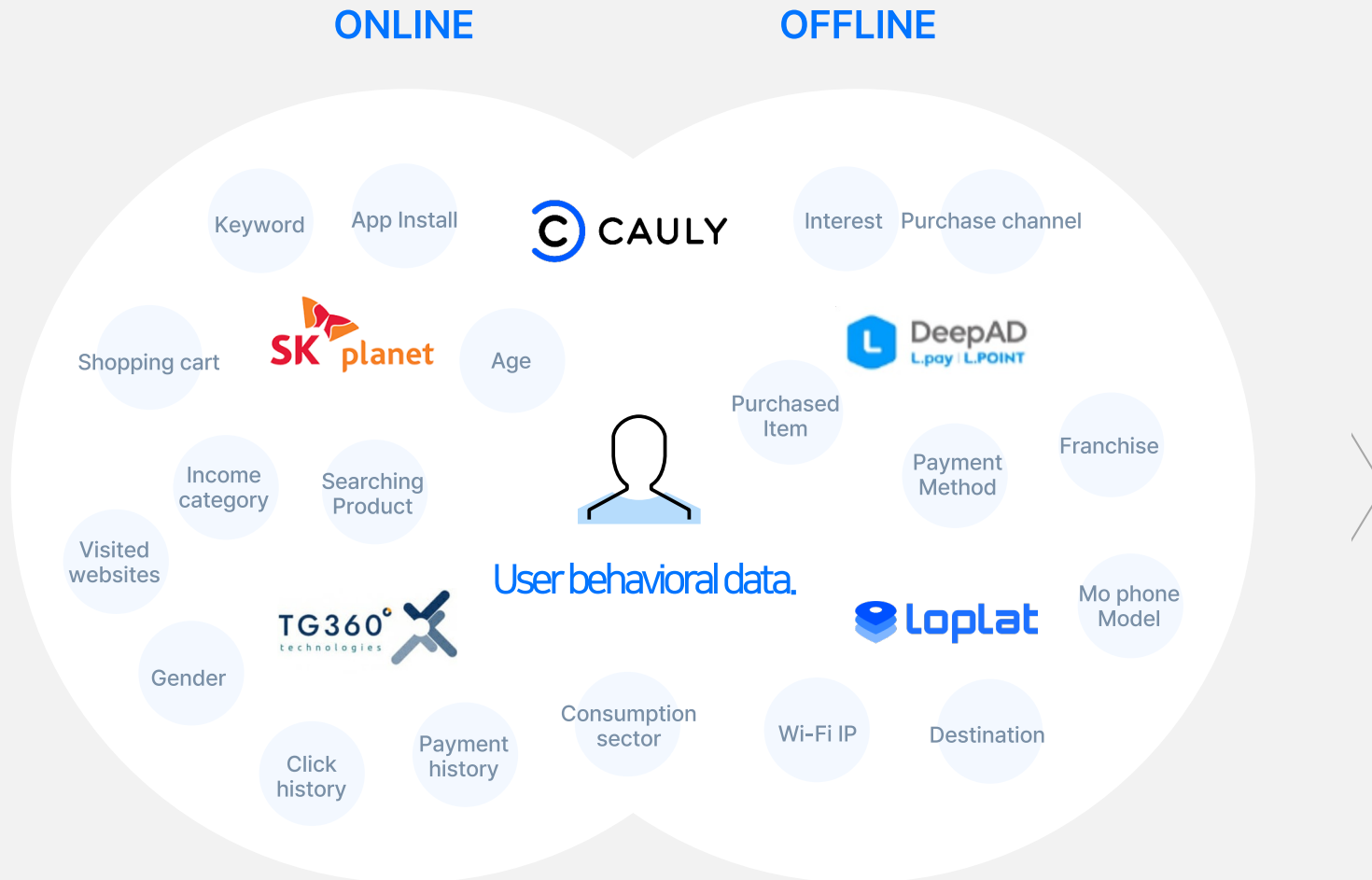
The targeting method involves matching the ADID provided by the ad with CAULY's data, and then displaying ads only on the ADIDs that have a match. Based on desired conditions, ADIDs can be classified, and various targeting customization is possible by using relevant creatives. Advertiser can run ads by sending comeback messages to inactive users and inducing follow-up action messages to new subscribers.



- × To secure a sufficient sample size for advertising, we need over 200,000 ADIDs.
- × AOS/iOS(ADID/IDFA) Both are feasible.
- × When using a 3rd party tracker, automatic integration for ADID delivery is possible.

DMP Targeting

Using various targeting techniques comprehensively, including domestic online/offline user behavioral data, You may expect maximum efficiency through sophisticated target extraction and message delivery.



Examples

Air purifier launching campaign.

Targeting urban moms in the Seoul metropolitan area who raise children and pets together.

Ages 20 to 50 / Female

+ Recent purchase of toddler toys within the last 30 days.

+ Recent purchase of pet food within the last 30 days.

+ Recent visit to a pediatrician within the last 90 days.

+ Resident of the Seoul metropolitan area.

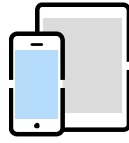
Basic Targeting

CAULY provides mobile-focused targeting with more detailed segmentation



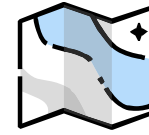
OS

Android, iOS
OS Version



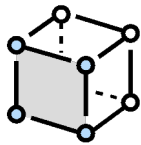
Device

Manufacturer
Model name



GEO

Targeting at the metropolitan
city/province/country/district/neighborhood level
* By integrating with Naver Geo Location API, we ensure
accuracy and up-to-date information of location data
(Please note that for specific key locations, additional DMP data will
be utilized, resulting in a price increment)



Network

LTE / Wi-Fi and other network carriers



Time

Specific day and time slots



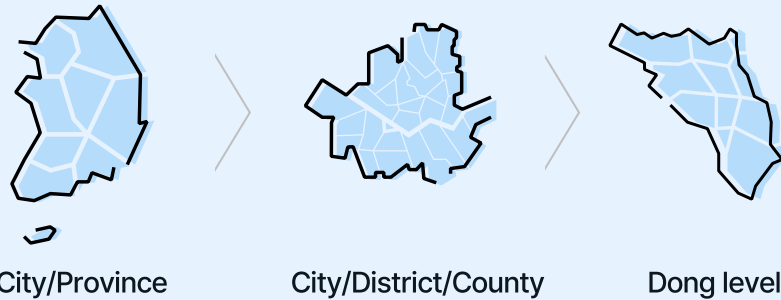
Application / Category

Selection of advertisers and
selected media/categories

GEO Targeting

CAULY has enhanced targeting accuracy by incorporating Naver Geo Location data into our existing regional targeting information, enabling more precise targeting and refined segmentation. By Using the IP information of the user's location, we can conduct offline area visit frequency analysis, enabling us to predict user's residential and workplace locations. This allows us to deliver customized advertisements tailored to target users.

Possible to identify and apply down to the neighborhood or 'dong' level using the IP information



* possible to identify up to the city, district, county, and neighborhood level, and when applied to the neighborhood level, the accuracy is about 73%
 x Based on Naver Geo Location data, the coverage for IP addresses within KR is about 98%

1 Estimating residential and workplace locations based on the most frequent access time > Displaying targeted ads accordingly.



Residence

Exposure of ads for home appliances and furniture

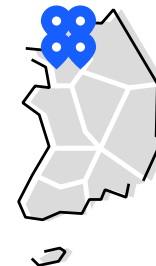


Workplace

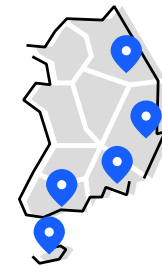
Exposure of ads for office electronics and furniture

2 Comparing weekday and weekend access regions > Estimating specialized users in the travel category.

Weekday



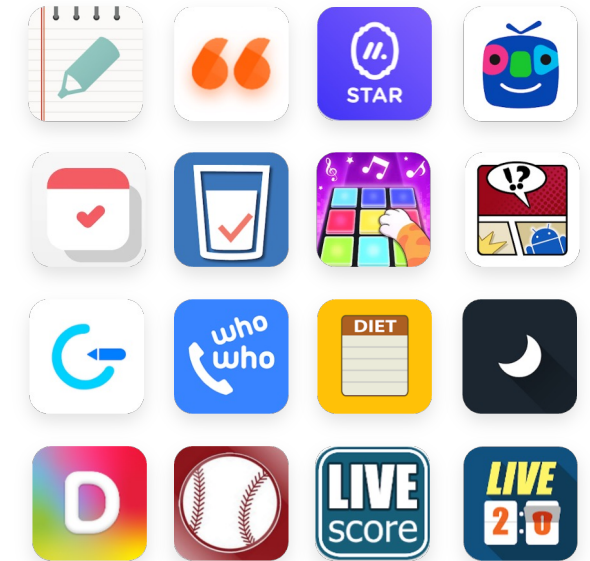
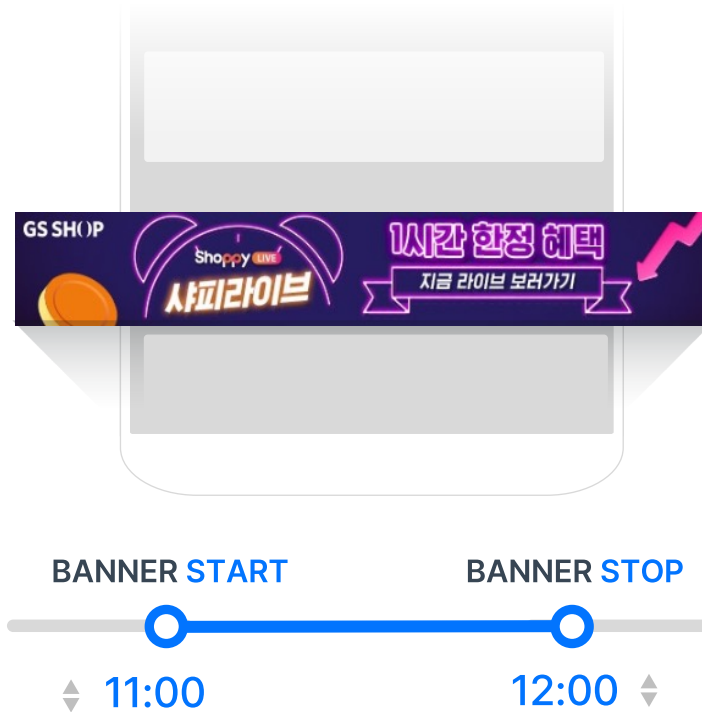
Weekend



Time-exclusive Time AD

Displaying CAULY banner ads network with 100% ad occupancy during specific time periods is effective for maximizing exposure. Purchase is available in one-hour increments, and it can be conducted for a maximum of three hours per day.

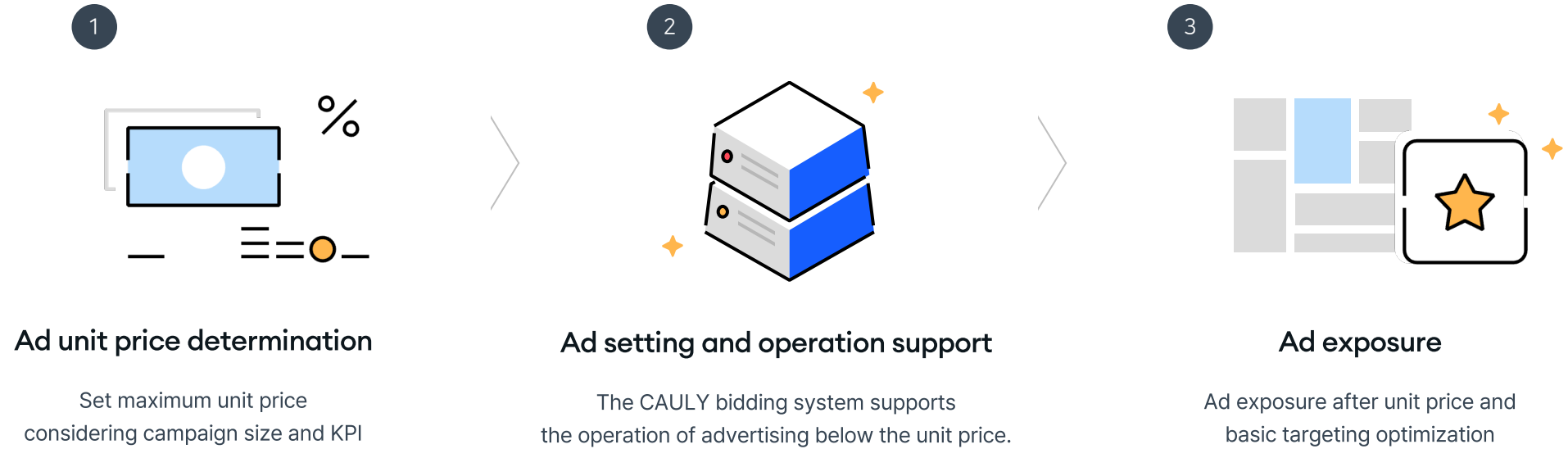
CAULY AD NETWORK MEDIA



× Some traffic may be excluded depending on of each media condition.

Bidding AD

This is a banner that operates according to daily traffic within the range of not exceeding the unit price suggested by the advertiser.
 You can run campaigns at a cheaper and more stable unit price.



× Total/daily quantity guarantee and targeting not applicable.

Turning interested users into loyal customers

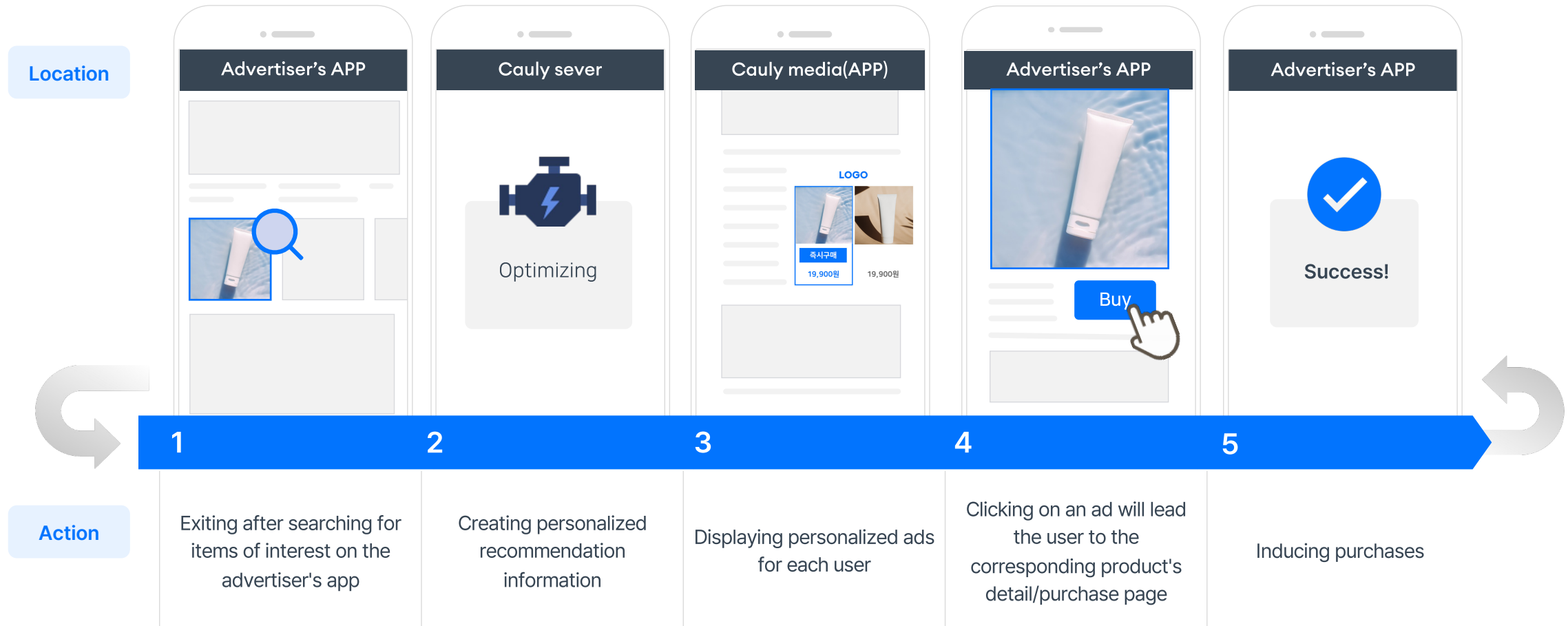
CAULY Retargeting



CAULY Retargeting

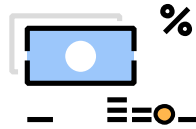
Display ads to customers who have visited the advertiser's app.

By tailoring ads based on various activities that the customer has engaged in, such as product purchases or membership sign-ups, higher conversion rates are expected.



CAULY Retargeting Advantages

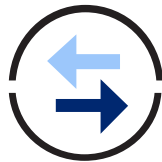
You may leverage the largest app traffic in the country to conduct CPC tests for 2 weeks to 1 month, and then switch to advertiser KPI guarantees such as CPP/ROAS for further campaign execution. Ensuring the convenience of content usage for media users without disrupting their experience, providing clean and non-intrusive ad exposure that gains high attention.



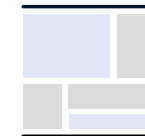
Applying customized prices
for advertisers



Largest app traffic
in the country



Simple integration process



Highly user-friendly ads
with high visibility

Product Line-up

You may choose an advertising method that best aligns with your campaign goals.

1

Feed (Dynamic)

Change advertising content in real-time based on user behavior to display various product materials

(Recommend products based on user-verified items, items in the shopping cart, viewed items, and top-selling products)



Displaying personalized ads for each user can result in relatively higher ad efficiency compared to static methods.

2

Static(Static)

Using designated creative for advertising.

(Display different creatives based on user personality traits)



High efficiency can be expected when campaigns are conducted for a short period with a clear objective.
(promotions or events)

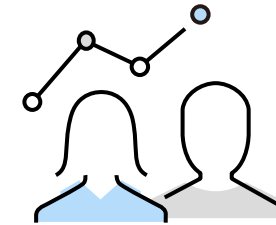
* Cauly provides support for the entire process of advertising setup.
× If you need support for creative production, please contact us.

Case Study

Many advertisers have already chosen “guaranteed KPI” billing methods when running CAULY Retargeting ads.

Major Advertiser	Billing method	Guaranteed KPI
Representative social commerce	CPP	3,000~5,000won Per purchase
Representative home shopping companies	ROAS	Over 2,000 %
Representative home shopping companies	CPP	4,000~5,000won Per purchase
Leading O2O service	CPA	3,000 ~ 5,000won Per agreed action
Representative household appliances seller	ROAS	Over 1,000%

Reach of users



Approximately **17** million users
(monthly)

non-incentive based global performance ad platform

CAULY Guarantee

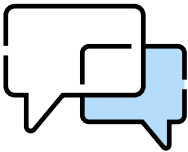


CAULY Guarantee

CAULY Guarantee is a non-incentive based global performance advertising platform.
Conducted in two forms: SNS and DA


[↓ Detailed introduction document](#)

SNS




ADMAX, ADPICK, and similar partners are capable of influencer marketing

Cauly Guarantee Global Performance Platform



With partnerships with over 370 domestic and international partners, you can target the entire world or specific regions.
Monthly capacity : up to 300,000 installations.

DA



YEAMOBİ, VALİSTA, and others are global performance marketing partners.

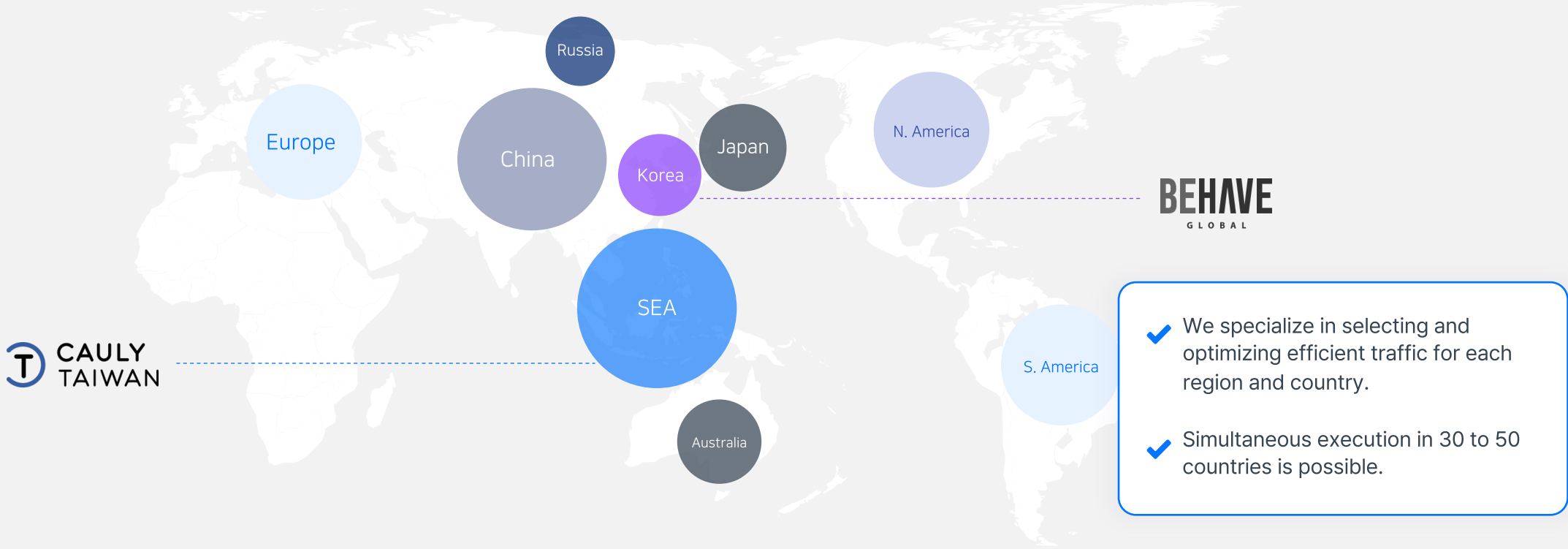
× Past case of a domestic single campaign, results may vary based on campaign conditions.

Global Coverage

Performance marketing targeting over 100 countries worldwide is possible.

You can run campaigns without any inconvenience related to settings, time zones, or languages.

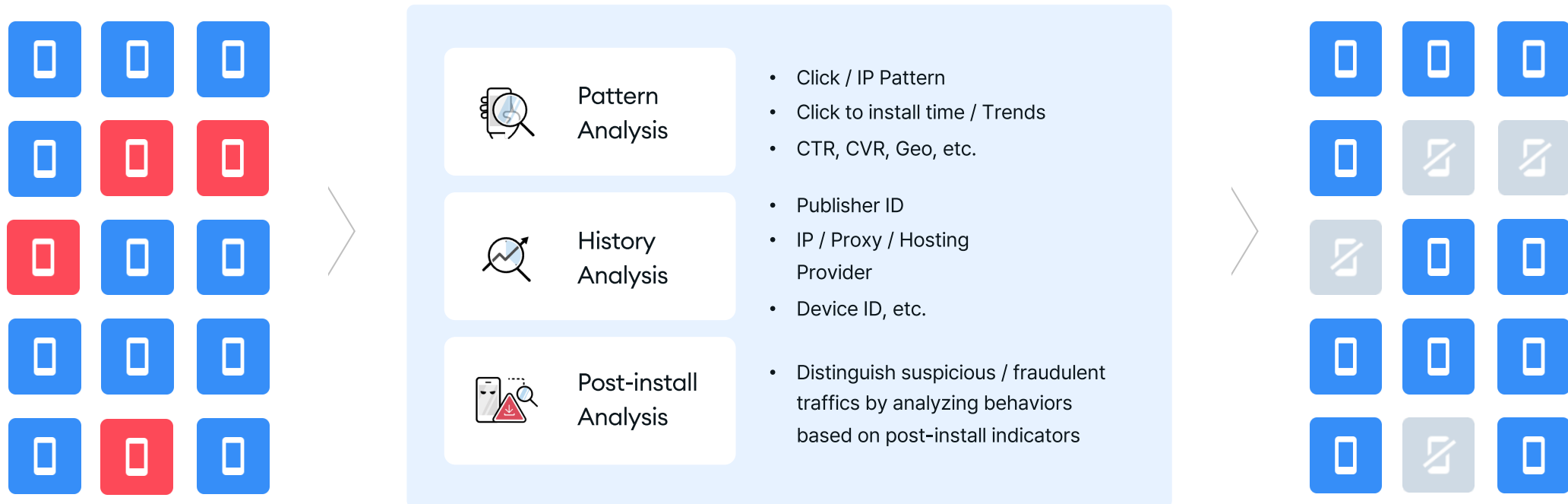
Based on subsidiaries in major Asian hubs, we operate our own marketing platform, enabling diverse portfolio proposals.



Anti-fraud System

We continuously enhance our Anti-fraud System through CAULY's proprietary algorithm to block abuses, spam traffic, and other fraudulent activities.

CAULY Anti-fraud System



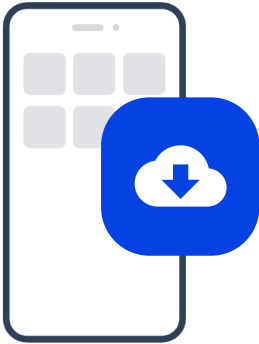
× Applying separate logic based on the characteristics of each campaign.

Product Line-up

We have nCPI / pre-registration nCPA / nCPA product.

Various portfolio configurations are possible based on the characteristics of the campaign.

1 NCPI



2 Pre-registration NCPA



3 NCPA



Payment Action

First launch after installing a new app

Recommendation Campaign KPI

Launching / Update / Renewal

Guide

App campaign with 3rd party tracker integration

Completion of pre-registration

Pre-registration

Cauly-scripted web campaign for gaming.

Specific actions such as member registration or purchase

Increasing actions after app install

App campaign with 3rd party tracker integration

Case Study

We leverage the channels that best reach our campaign targets, resulting in satisfactory performance outcomes.

Game launching nCPI



Utilization of various media

Securing sufficient volume and achieving KPIs to acquire a substantial number of users during the initial launch phase.

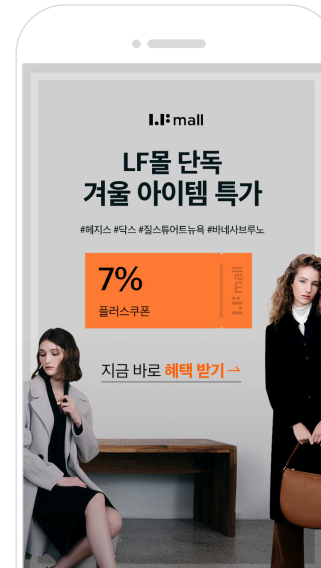
Game launching nCPA



Utilizing DA-centric media

Using various DA creatives with game appeal to secure volume.

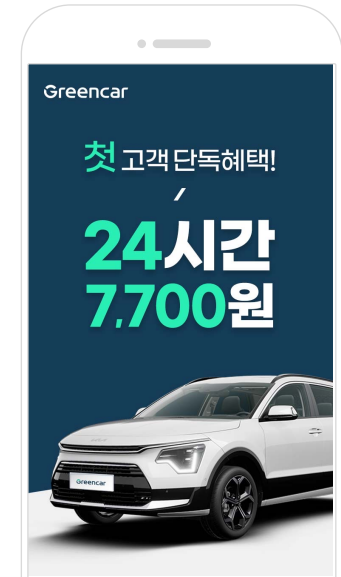
E-commerce membership registration



Using various creatives

Achieving excellent results in acquiring new users and long-term progress through purchase conversion.

Brand registration

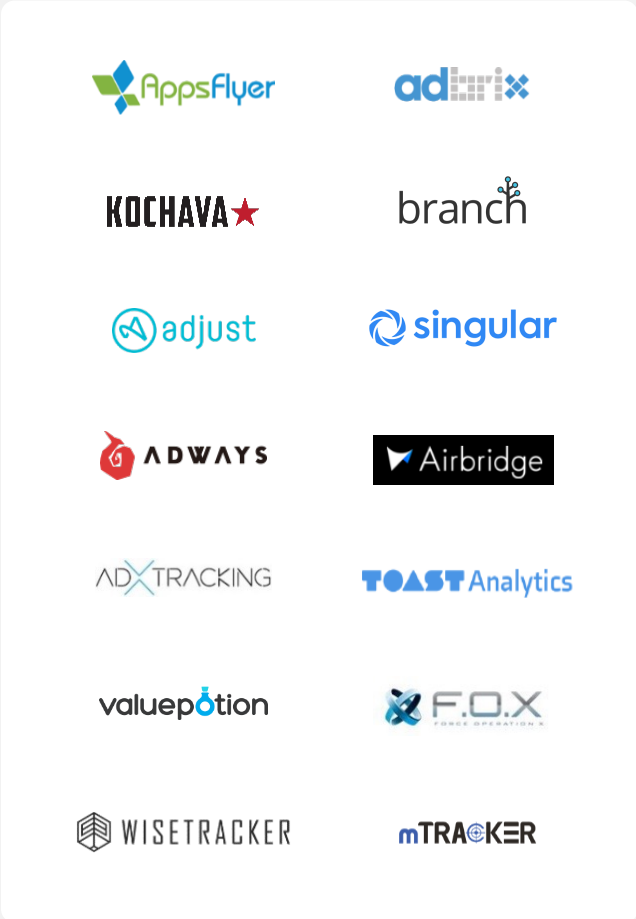


Efficient utilization of creatives.

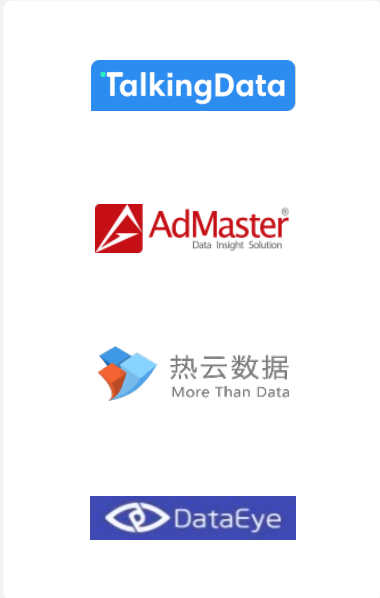
Long-term progress through continuous membership acquisition.

Integration tracker

We have partnerships with global and major country-specific local trackers, enabling campaign optimization with CAULY guarantee.



- ✓ Appsflyer
- ✓ Branch
- ✓ Kochava
- ✓ Adbrix
- ✓ Adjust
- ✓ Apsalar by Singular
- ✓ Airbridge
- ✓ Partytrack by Adways
- ✓ ADX
- ✓ FOX by CyberZ
- ✓ Toast Analytics
- ✓ Wise Tracker
- ✓ Valuepotion
- ✓ mTracker

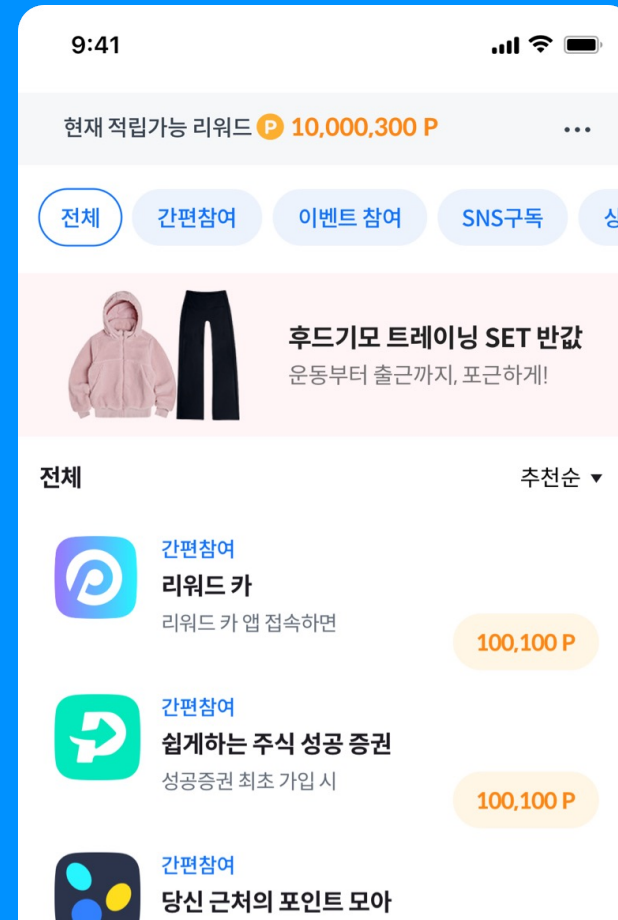


- ✓ Talking Data
- ✓ Admaster
- ✓ Reyun
- ✓ DataEye

× For inquiries regarding new tracker integration and other partnership-related matters, please contact us.

CAULY's Offerwall AD Platform

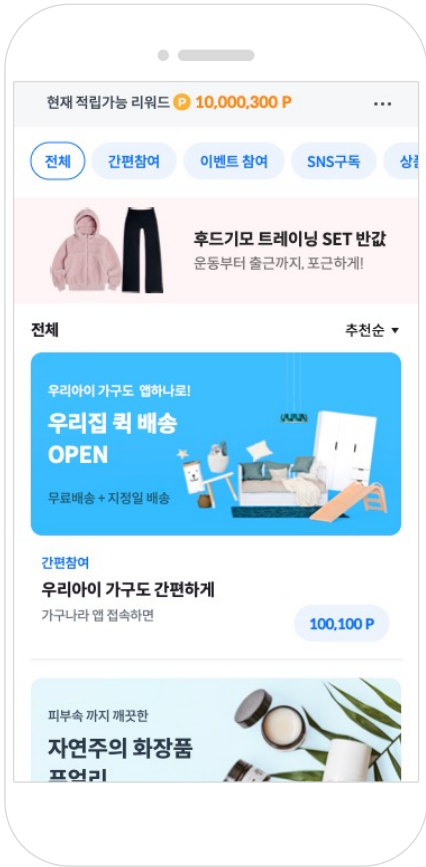
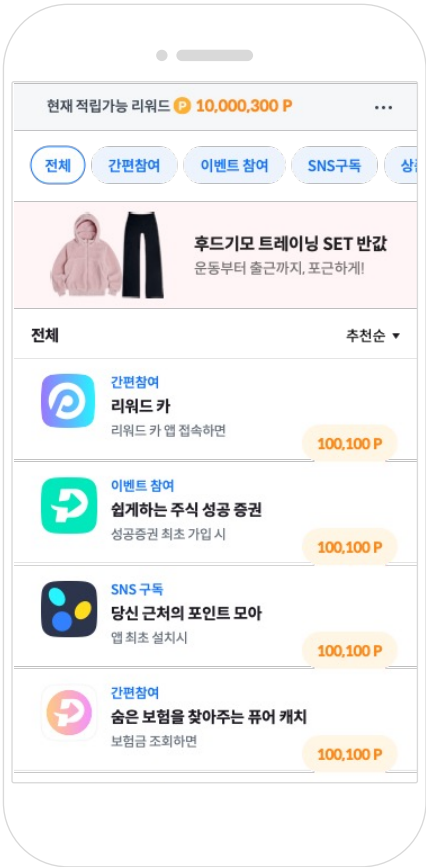
PointClick



PointClick Offerwall AD

PointClick is a domestic-based offerwall advertising service platform

Through the free charging station of content-providing media, we encourage ad participation with cost-effective rewards.



Meaningful selection of partner companies.

- Integrated with publisher partners securing 15 million users.
- Users actively engage by visiting Offerwall on their own.
- Lower app uninstall rates compared to competitors, enabling acquisition of genuine users.

Maximum impact at minimum cost.

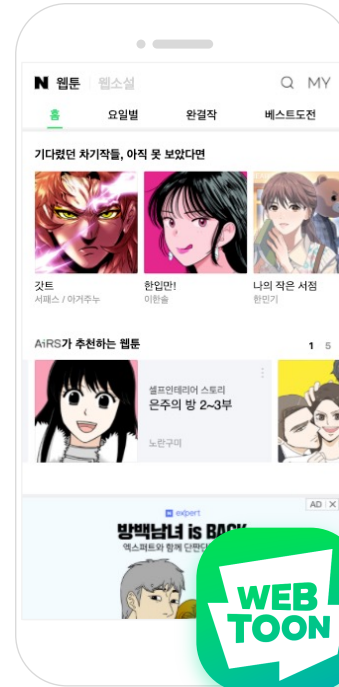
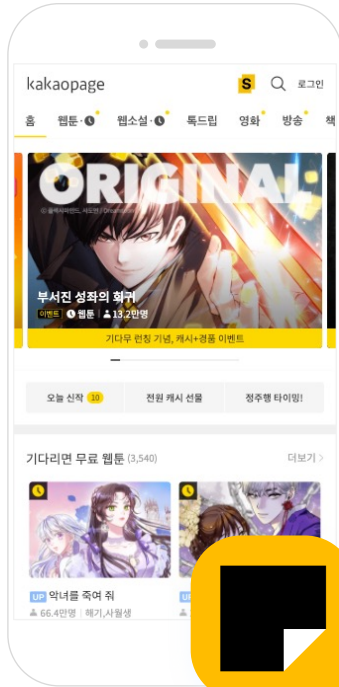
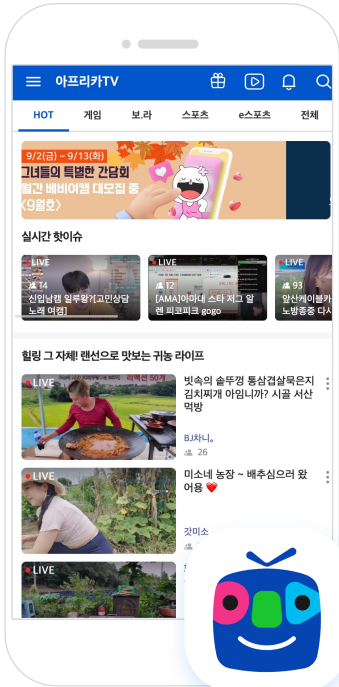
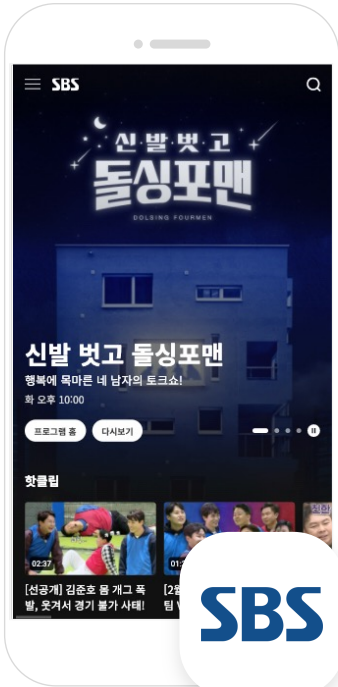
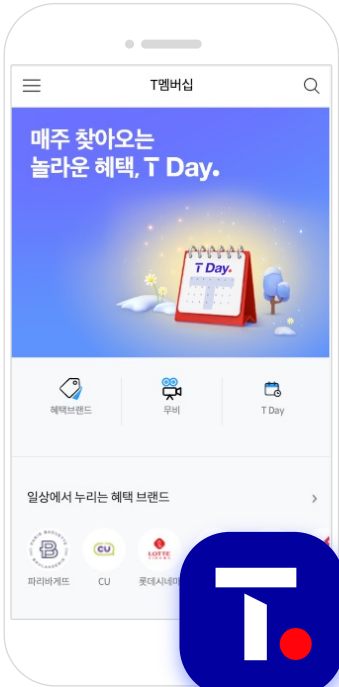
- Possessing advanced technological capabilities and campaign management expertise unique to PointClick.
- Achieving maximum downloads in a short period at a reasonable cost.
- Executing over 1,000 advertisements on average per month.

Various ad types.

- Execution of various ad products including app install and launch, diverse in-app actions.
- Encouraging user revisits through increasing SNS subscribers, easy clicks, and more.
- Utilizing various image formats such as icon, card, and banner types.

Media&Channel

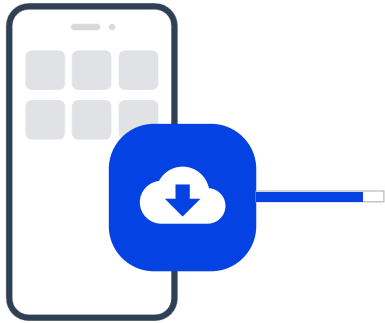
We have partnerships with the largest premium domestic media outlets that cater to influential users in 20-40 demographic with strong purchasing power. Additionally, we are integrated with major networks, allowing exposure across all media channels within the market, including those of top 10 network companies.



Product Line-up

PointClick offers you a CPI (Cost Per Install), CPE (Cost Per Execution), CPA (Cost Per Action), CPSNS (Cost Per SNS), CPC (Cost Per Click) product. PointClick a platform best optimized for advertisers to increase app rankings and secure genuine users through app installations, opens, and action inducement.

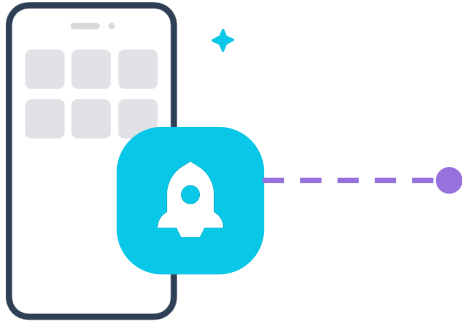
1 CPI / CPE (Interactive)



Boosting in-market rankings / Increasing app visitors (UV, DAU, MAU)

At an affordable cost, attract a large number of users in a short period of time.

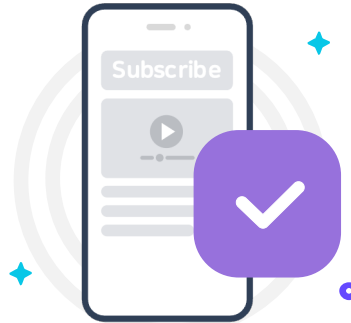
2 CPA (Action-performing)



Increase active users through activities such as user registration and level achievement.

Easily secure action-performing users with broad media coverage.

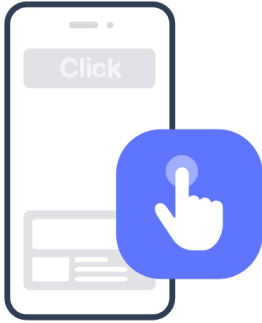
3 CPSNS (SNS Subscription)



Rapid increase in SNS subscribers.

Various categories available for campaigns, including YouTube subscriptions and Naver Store wishlists.

4 CPC (Click)



Increase app and website traffic/visitors.

Encourage steady re-visits with a participation method of once per day per person.

Recommendation Campaign KPI

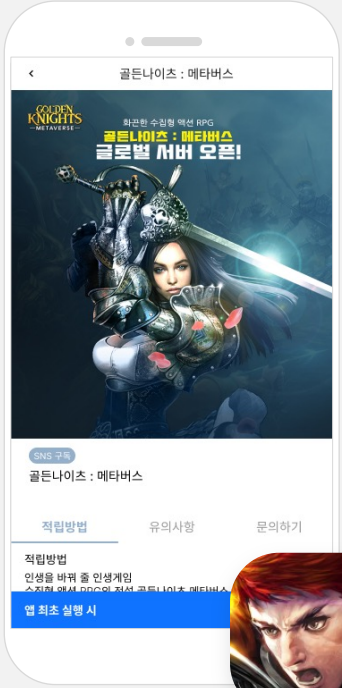
Feature

Case Study Game



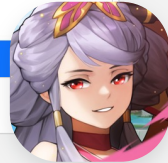
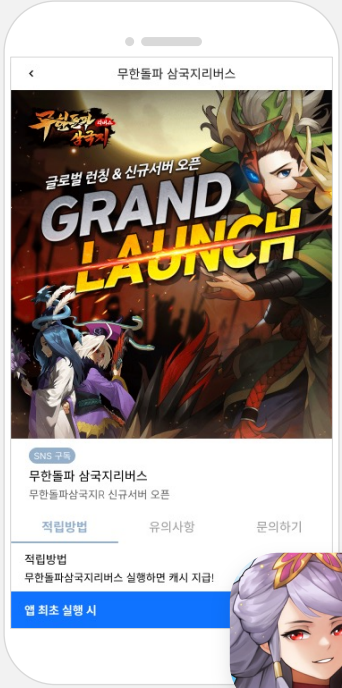
스위트홈
Launch campaign

- Product : CPI (Installation)
- Achievement: Achieved approximately 100,000 installations in 4 days
- Reached and maintained the 1st place in the Google Play gaming genre



골든나이트
Launch campaign

- Product : CPE (Open)
- Achievement: Achieved approximately 140,000 installations in 8 days
- Reached and maintained the 1st place in the Google Play gaming genre



무한돌파 삼국지리버스
Reboost campaign

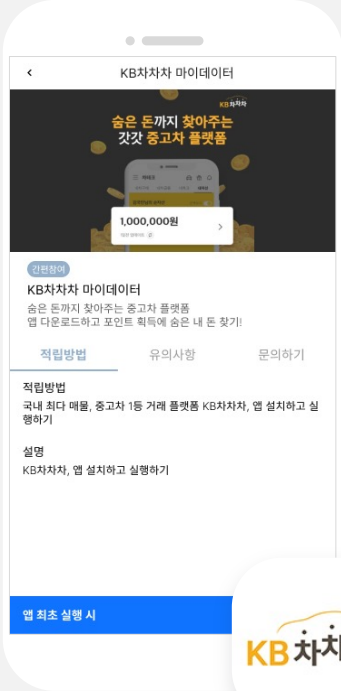
- Product : CPE (Open)
- Achievement: Achieved approximately 210,000 installations in 7 days
- Reached and maintained the 1st place in the Google Play gaming genre



리니지2M
pre-registration

- Product : CPA (pre-registration)
- Achievement: Secured approximately 60,000 users in 5 days

Case Study Non Game



KB차차차
Open

- Campaign : CPE (Open)
- Achievement : Achieved 3 million installations
- Reached 2nd place in the Google Play automotive genre

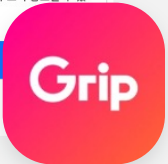
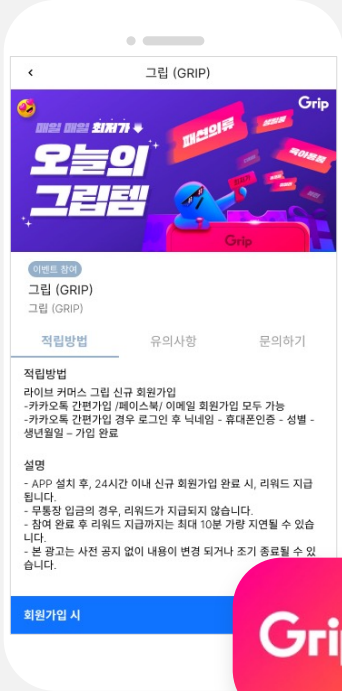
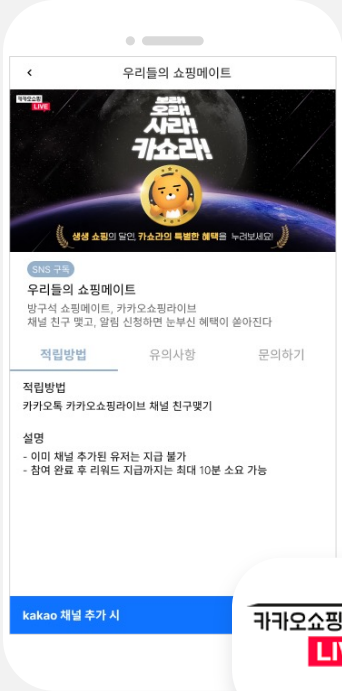


그림
Registration + Open

- Campaign : CPA (Registration) + CPE(open)
- : Achieved 1.5 million installations
- Secured 60,000 registered users



카카오쇼핑
Kakao

- Duration: May 2022 (2 weeks)
- Achievement: Approximately 20,000 subscribers acquired



신한라이프
Instagram

- Duration: July 2022 (1 month)
- Achievement: Approximately 15,000 followers acquired

CAULY's special product for the new channel

CAULY Addition



OP.GG Overview

The Desktop App provides a No.1 global game analysis and record search service for League of Legends (LOL) gamers. It automatically launches on PC cafes and personal computers.

- In PC Cafe: Automatically launches upon launching LOL or by clicking the OP.GG icon on the desktop.
- Personal PC: Automatically launches on boot.

Main Feature

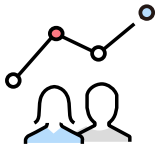
Exposure example



Cumulative open count of 26.3 million more



Average daily usage time of 1 to 1.5 hours more.



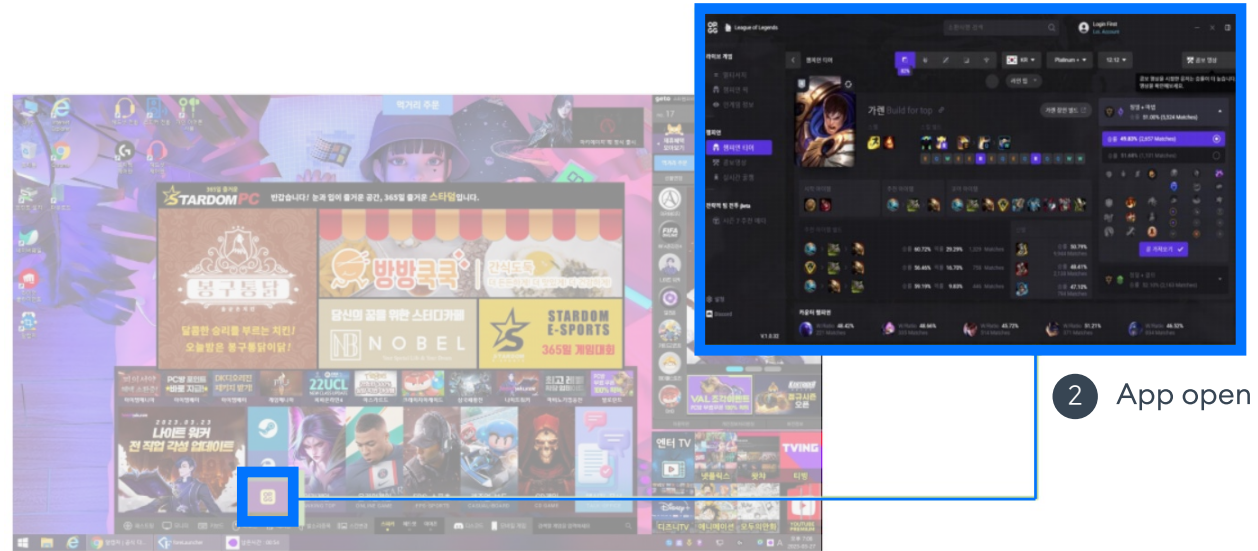
Monthly users approximately 3.4 million

/ Daily users approximately 760,000



Launched in PC cafe in December 2021

Average daily usage in PC cafe: around 2,500 locations.



1 OP.GG Icon click

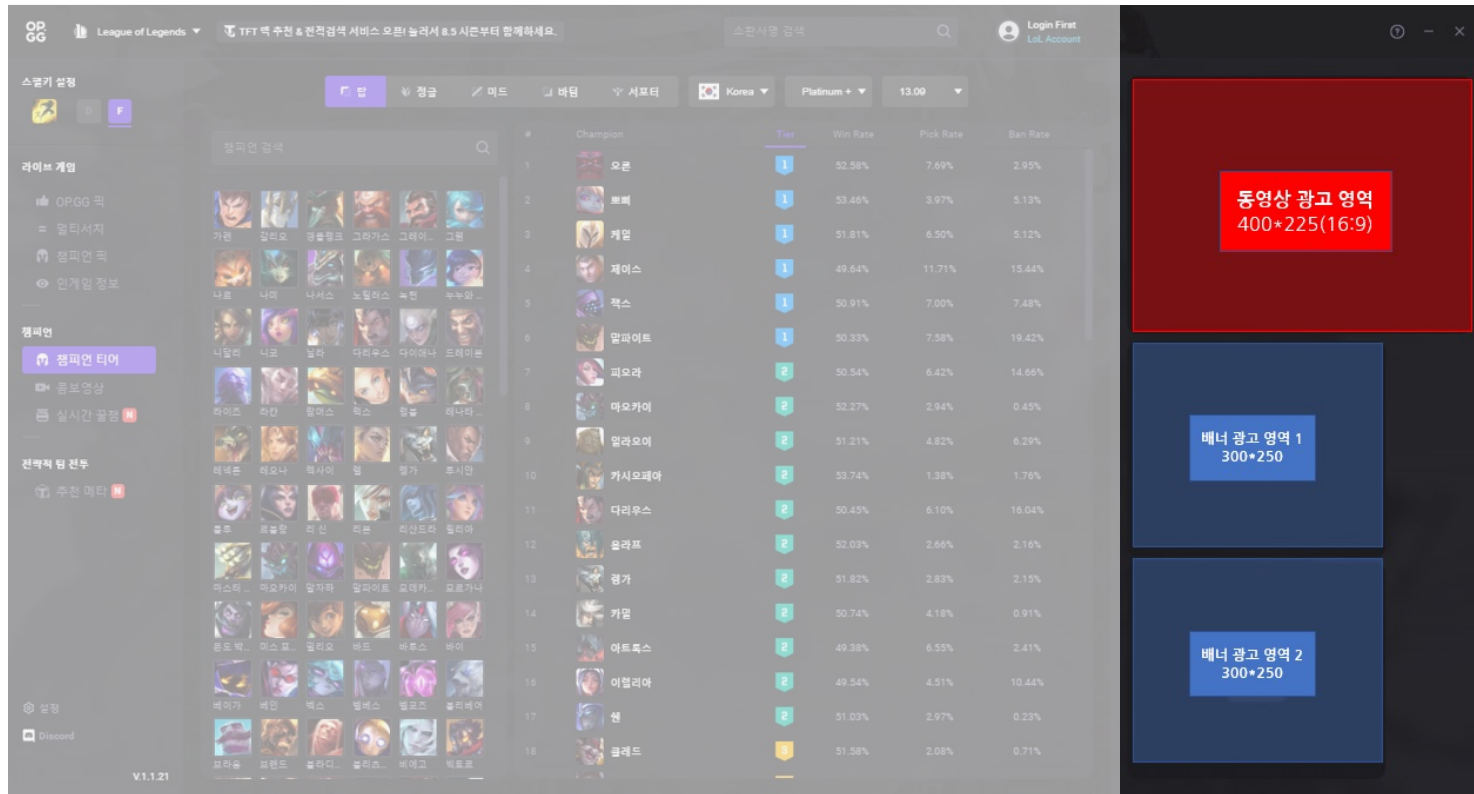
2 App open

× New channels and products will continue to be updated.

OP.GG Product Line-up

One video ad space and two image banner spaces on the right side of the Desktop App are provided and are sold on a per-slot basis.

- Video Ad Space: Estimated monthly impressions of approximately 620,000 per slot (30 seconds)
- Image Ad Space: Estimated monthly impressions of approximately 25 million per slot



× Impressions are estimated averages and subject to potential change.

CAULY Product Price



Product Price (1/2)

For any inquiries about the overall CAULY services, detailed product information, and pricing, please contact CAULY's representative email at fsn_sales@fsn.co.kr.

You can also access detailed service introductions for each service through the provided links.

× Native ad and partial support for audience targeting available

Category	Base Price	Basic Targeting	Audience* Targeting (20% surcharge)	Note	
Cauly	Band_Banner	CPC 110won	No additional surcharge (OS, Device, Time, Day, Media category, etc.)	132won	* Discount applied for expenditures of 30 million won or more * Additional surcharge applied for cross-targeting(DMP) - 2 DMPs in cross-targeting: 30% surcharge. - 3 DMPs in cross-targeting: 40% surcharge.
	Full_Banner	CPC 130won		156won	
	Richmedia_Banner	CPC 121won		146won	
	Richmedia_Full_Banner	CPC 143won		172won	
	Native	CPC 110won		132won	
TimeAD (Time-exclusive)	SA Section(16:00~20:59) 10 million won			Only available for Band_Banner	
	A Section(07:00 ~ 15:59 / 21:00 ~ 23:59) 8 million won				
	B Section(00:00 ~ 06:59) 3.5 million won				
Cauly Retargeting	Feed(Dynamic)	*Band_Banner CPC 143won * Full_Banner CPC 165won		KPI guarantee is possible	
	Static(Static)				
	App Install				

Product Price (2/2)

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	Category	Base price	Note
Cauly Guarantee	nCPI	CPI 2,000 ~ 5,000 won	Possible to discuss on a campaign-by-campaign basis
	Pre-registration nCPA	CPA(Pre-registered) 800~1,500 won	
	nCPA	Varies depending on the action	
	Others - Overseas countries	Pricing for all products varies by country and will be discussed and agreed upon	
PointClick	CPI (Install)		300won
	CPE (Open)		400won
	CPA (Action)		Varies depending on the action
	CPC (Click)		20won
	CPSNS (SNS Subscription)		400won
OP.GG	Video banner - 30 days / 1 ad slot	2,500,000won	Currently under promotion, available at over 50% discount
	Image banner - 30 days / 1 ad slot	2,500,000won	

Grow with CAULY

CAULY Proposal/Inquiry E-mail : fsn_sales@fsn.co.kr



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