

A 3D graphic featuring a large, stylized letter 'P' composed of grey, segmented rings. A bright yellow ribbon-like shape is draped across the center of the 'P'. The text 'PERFORMANCE by TBWA' is overlaid on the yellow ribbon. The background is a dark grey-blue gradient with several small, glowing blue rectangular bars scattered around.

**PERFORMANCE** by TBWA

# Computational Marketing Everywhere!



**Data First, Media Neutral, Best ROI**

We bring the highest performance marketing by fulfilling Computational Marketing through data.

- **CEO** Hyung Tae Kim
- **Established** August 8, 2018
- **Members** 90
- **Business Area**
  - Data Driven Marketing consultation
  - Plan and Operation of Performance Marketing
  - Ad-Tech (Propfit)

# Company Fact Sheet

## The numbers show our performance and professionalism

It is proven with indicators such as two big data IP applications, a 1:1 exclusive responsibility system for clients, a total of 5 billion data processed per day, and two successful IPO companies.

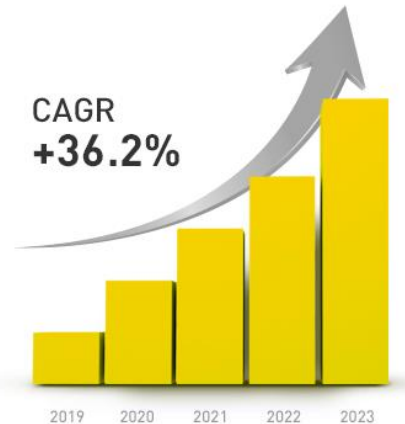
### Renewal rate & Achievement rate of KPI

100% renewal of agreement from existing customers (Based on 1Q of 2023)  
100% KPI achievement rate (Within 6 months)



### Sales growth rate

Average annual growth rate of 36.2%



### Diverse industry portfolios

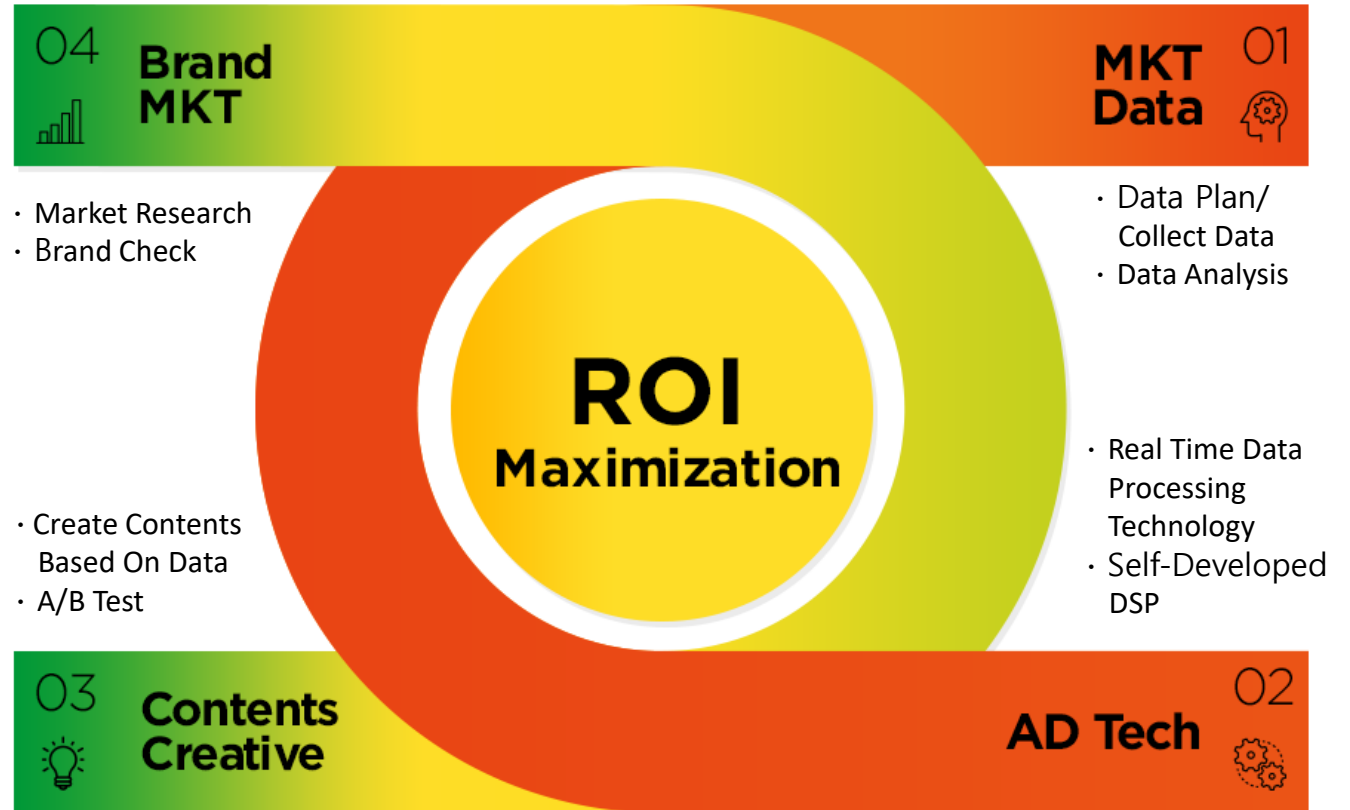
Diverse industry portfolios starting from finance to startups and etc.



# Company Fact Sheet

## The power of marketing planning is distractive

It verifies brand marketing and Ad-Tech technology factors that cannot be separated from digital marketing performance and plans digital marketing growth methods, the outcome of the digital marketing is unparalleled to others.





# Company Fact Sheet

## Competent digital experts will guide you throughout the process

As each marketing planner, data expert, and developer understands the digital ecosystem, we service to increase digital marketing performance reliably and dramatically. (40% of its members are data-driven developers, analysts, and content creators)

### Marketing

- Increase professionalism and concentration by handling our clients one on one.
- All of our team members have digital marketing certification (Search, Serving)
- PM team that puts digital strategy first

### Contents

- We can create micro sites, banners, and video contents.
- Maximize content performance by Quick Fastvertise based on data

### Big Data

- React in real time by DevOps, DataOps (Developers, data engineers, analysts collaboration)
- Data Mining, visualization and automation, data analysis is possible
- Decision making based on data

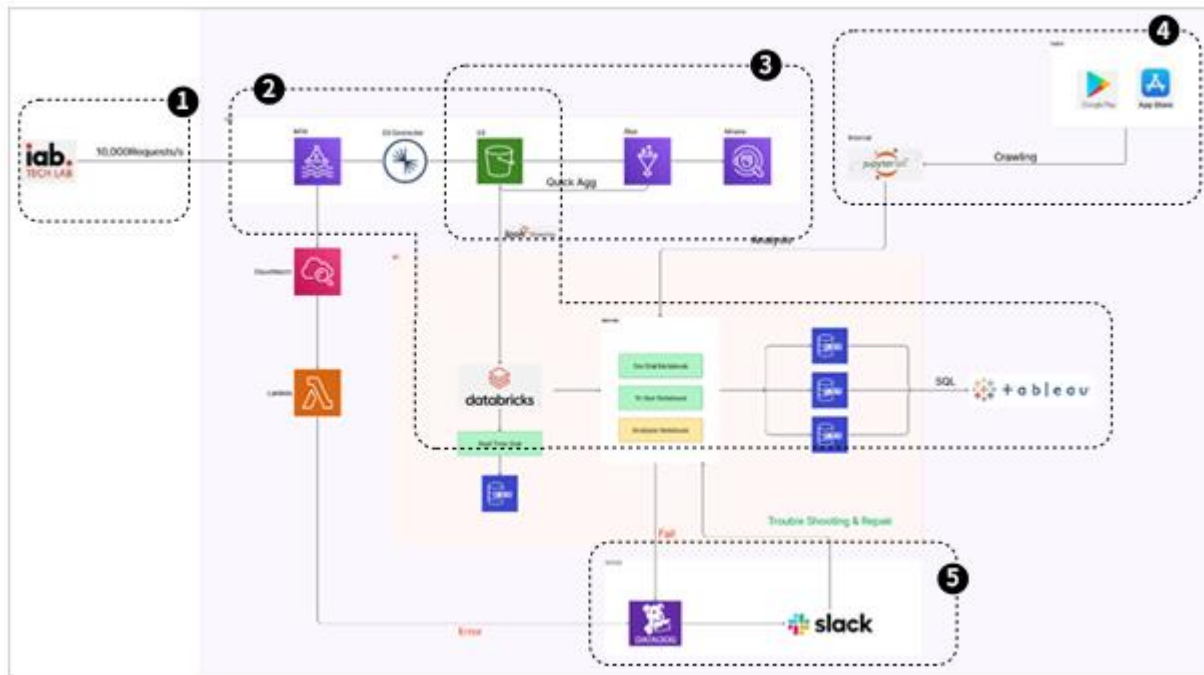
### Ad-Tech

- Possess self-developed solution (DSP, DMP, RTB Bidder)
- Possess self-developed automatic search ad bidding solution
- Self-developed digital marketing reporting visualization tool
- Availability of flexible Ad-Tech tool

# Company Fact Sheet

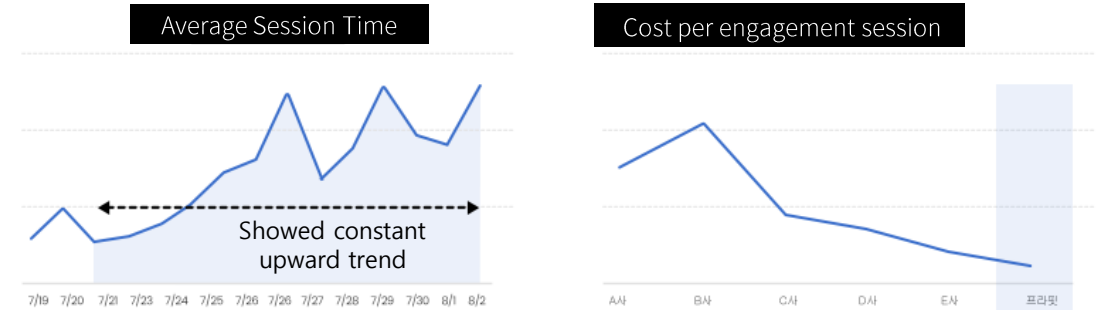
By developing our own RTB platform, we are creating a variety of success cases, including goals that existing Ad-Tech could not reach.

Data ETL Pipeline (Propfit)



- ❶ Ten thousand request per second
- ❷ Establish Data Lake by MSK(Kafka), S3 Connector
- ❸ Establish Athena analysis system by using Glue Crawler (S3 Request Data)
- ❹ Crawling: Collect information from both the exposure page of the App and category
- ❺ Monitoring & DQ (Data Quality)

Propfit-GA4 Big Query linkage – Used case for CAC reduction



After applying Fraud Detecting System, it has constantly reached to highly engaged targets as the average session time has increased for those who have visited the website.

Propfit showed the lowest cost per new User, which is the cost per session. Therefore, Propfit has gained actual users the most effectively by optimizing the exposure page.

※ Awarded Data Marketing Utilization category at the 2022 Korea Digital Advertising Awards

※ Used Case: H Finance, K Education, S Commerce, M Manufacture and Distribution, W Rental and etc

# Awards

**We have proved to the digital field by winning various types of awards and presenting Ad-Tech related presentations to corporates/education institutions/specialized forums.**

## Awards

- Korea Digital Advertising Target Data Utilization Marketing (Propfit DSP)
- Youtube Awards (Best Action/Branding Campaign)
- Youtube Awards (Brand Reinforcement)
- Think With Google Best Practices for Digital Campaign (Hospitality)
- Google Primer Partner Awards (Search Excellent field, Growing Business Online field)
- Think With Google Best Practices for Digital Campaign (Finance)
- Think With Google Best Practices for Digital Campaign (Finance App)

## Ad-Tech Presentation

- Korea Top Tier Law Firm 'K' (Ad-Tech Technique)
- 'K' Life Insurance\_ Korea Top 5 Corp. (Digital Transformation Strategy)
- National Statistical Office - Korean Research Society of Research and Research Subjects Presentation (Processing with analytic data)
- Korea Ad-Tech & MaTech Grand Summit (Propfit DSP)
- 'Y' University, 'P' University (Digital, data marketing)
- 'S' Group\_ The 1<sup>st</sup> Place (Digital Strategy Curriculum)
- 'A' Beauty\_ The 1<sup>st</sup> Place, Digital Marketing Academy (Retail Digital Marketing)



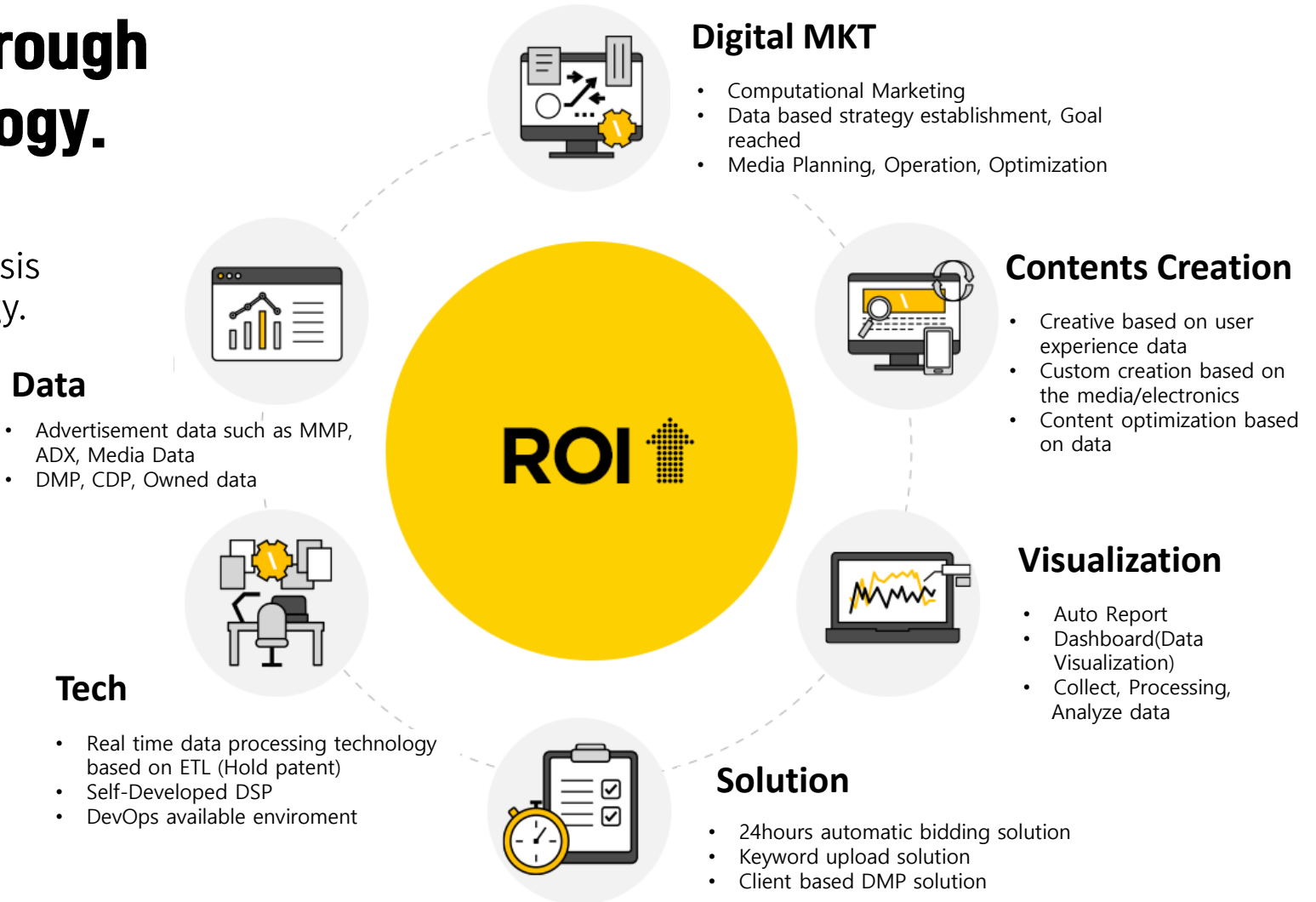
**Offered Services  
&  
Possessed Ad-Tech Technology**



# Marketing Company that utilize TECH & DATA

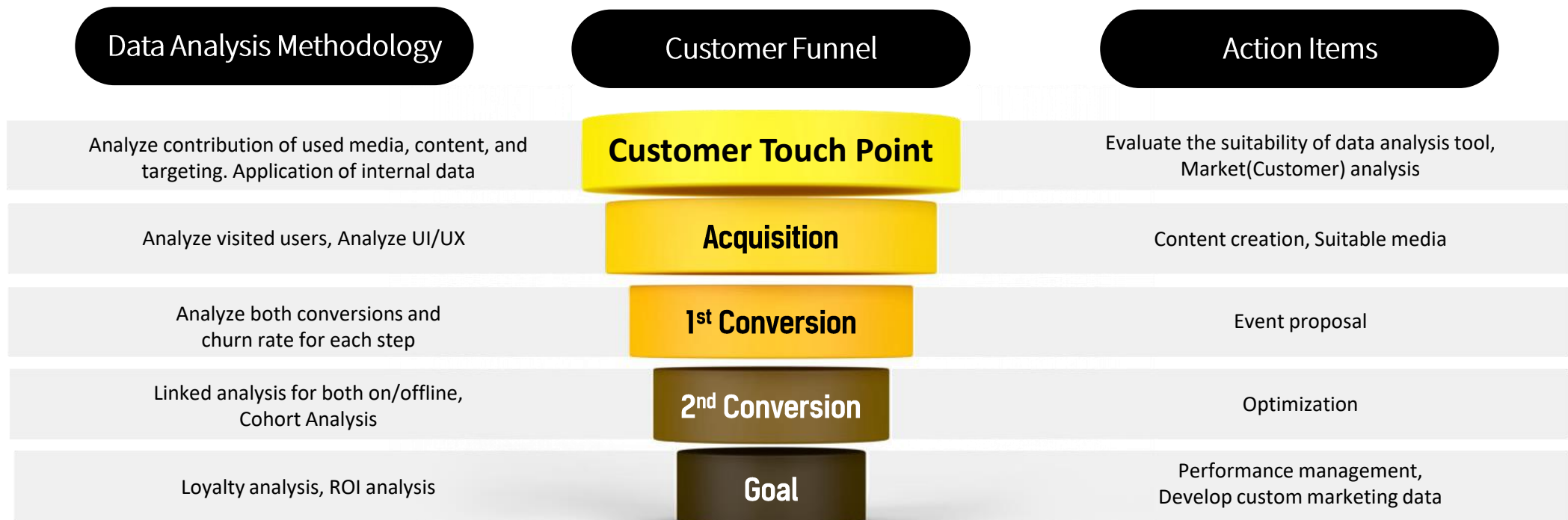
## Provide diverse service through Data Analysis and Technology.

We bring the highest ROI by providing digital services from A to Z through precise data analysis and application combined with high technology.



# Design Funnel with TECH & DATA and discover insight

Identify various insights hidden in the funnel and provide appropriate solutions to lead digital marketing performance.



# Read and research the MARKET via TECH & DATA

## Read and Analyze the Market through Data.

By utilizing data technology, we scope the current market situation and predict the future and prepare for the upcoming market through accumulated data.

### 1. Data Collection



- Collect both Internal and External data
- Media data, revenue data, and call center data
- Every sorts of data that can be collected

### 2. Data Processing Tech



- From NLP(Natural Language Processing) to traffic analysis, we utilize predictive analytics technology freely

### 3. Analyze and Predict

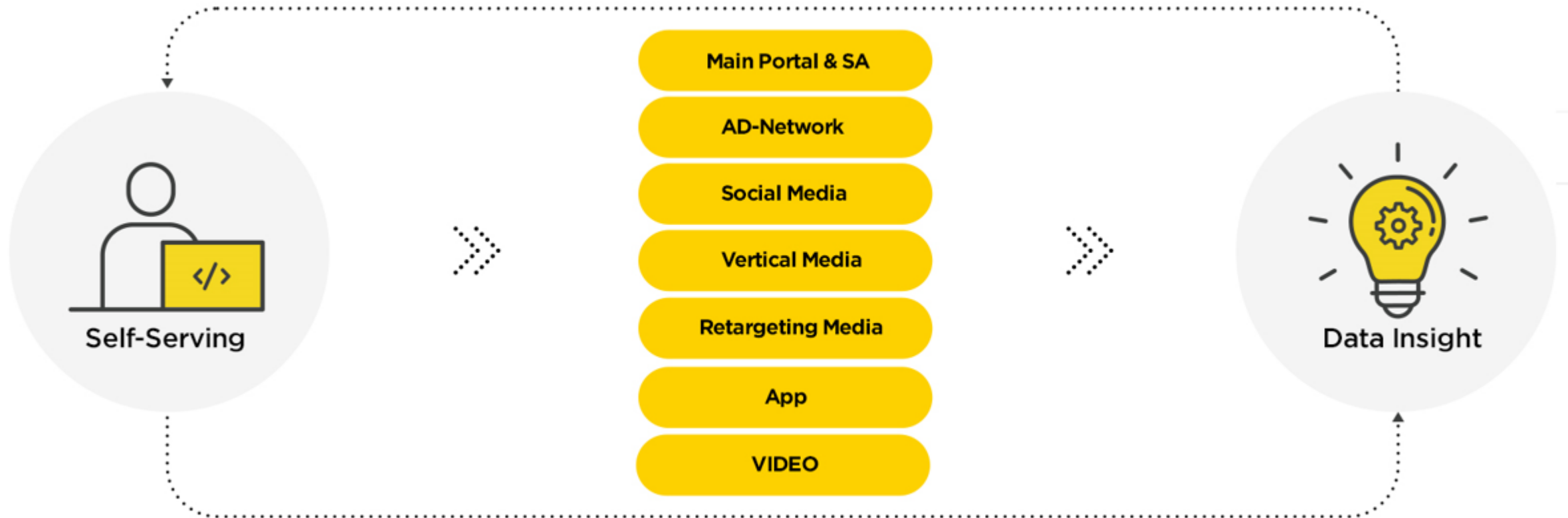


- Analyze trend and singular point
- Predictive analysis

# Utilizing complex Digital Media via TECH & DATA

## Digital media is a collection of data and technology.

Immediate and active actions can be taken as we serve and manage complex media directly. By utilizing media data, we provide various analysis from optimization to customer analysis.



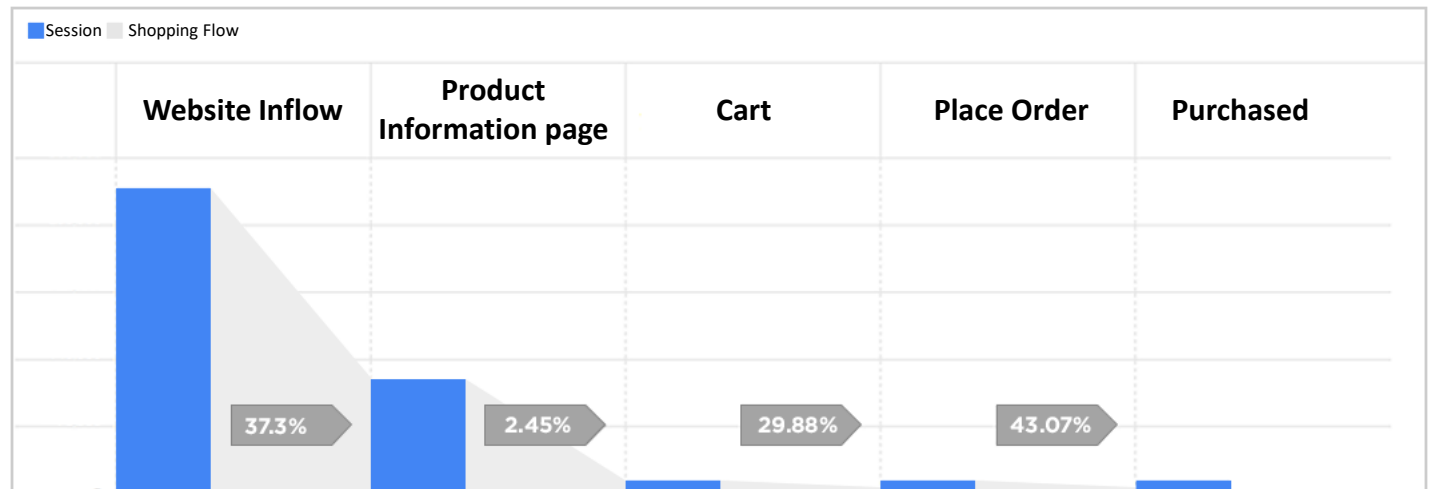
# Create CONTENTS for Funnel by TECH & DATA

Optimize data to read the market trend and customer experience, while shaping the most suitable CX/UI/UX.

By analyzing the e-commerce funnel, we not only find website issues but also provide solutions that leads to user friendly website and outcome.

E-commerce funnel analysis

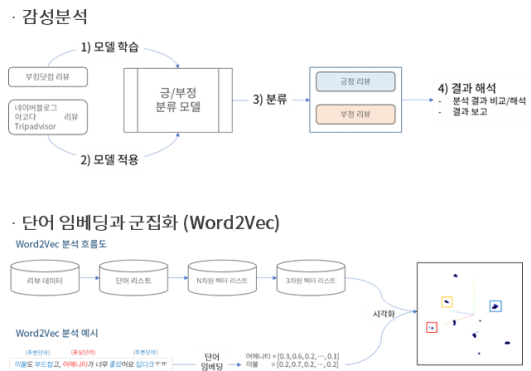
- 01** Analyze the churn rate of each step on the website
- 02** Improve UI/UX
- 03** Draw insights of the data  
Establish strategy for each page and take action



# Create Success cases by understanding the Global Trend through TECH & DATA

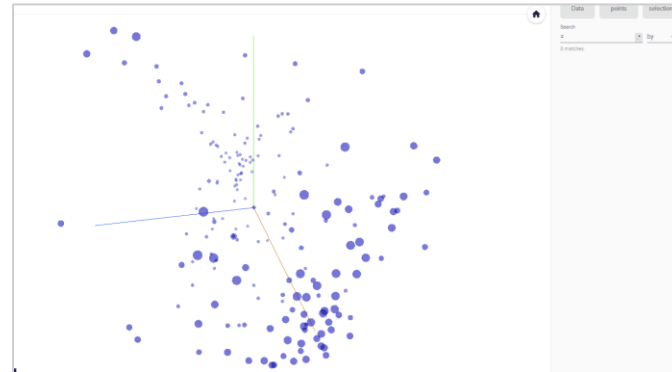
Integrated analysis of global data to derive national insights maximize performance by providing country-based strategy and management.

## 1. Analyze Overseas Market



- Collect data
- Web Crawling (Parsing and Selenium)
- Media Data, MMP Data

## 2. Visualization



- Data distribution and analysis
- Visualization and distribution for Country-based insights
- Discover detailed differentiation and enter the foreign market

## 3. Country-based performance optimization



- Analyze contents that showed the most performance for each country, and conduct content optimization

# Strengthen the BRAND by TECH & DATA

**Design and execute campaigns by linking performance results and branding. Throughout this process, we maximize synergy, analyze operational performance and discover new insights.**

## 1. Collect analyzed data



- Advertisement fee of your competitors and clients(Ground wave, Cable, Digital)
- Brand keyword from the portal of your competitors and client

## 2. How we analyze



- Analyze BPI (Brand TOM/Brand Unaided/ MostPreference/Preference index)
- Analyze Television Attribution (Advertisement fee for TV ads, Client's Internal Data)

## 3. Provide results



- Provide brand-digital linked analysis results report
- Draw out insights and propose precise marketing strategy

# Possess Real Time Ad-Tech by utilizing TECH & DATA

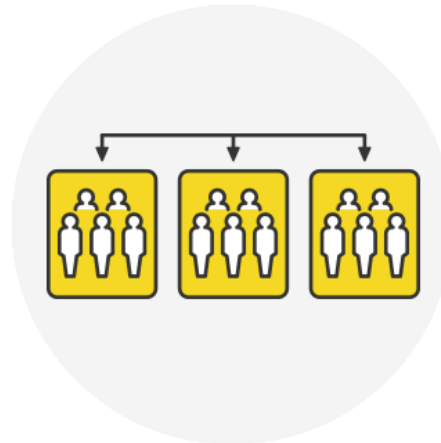
**Possess Ad-Tech technology that can react to cookieless, ETL DevOps environment and other latest technology to maximize the outcome of the digital marketing.**

## 1. Design Data Pipeline



- Establish Data House (ETL)
- Datafication of Customer Information (Create User ID, etc)
- Gain potential target audience who showed possibility in conversion

## 2. Analyze Real Time Data



- Link Web/APP analytic tool (GA4, MMP, etc)
- Analyze User Activity
- Create Target Segment

## 3. Custom-built Targeting



- Utilize various information from Open RTB (Place, Impression Timeline, Context)
- Marketing strategy based on 1<sup>st</sup> party data analysis



# Possess Visualization Technology utilizing TECH & DATA

Provide customized dashboard type reports that fits our customer's KPI and insights can be easily discover in complex data.

## 1. Automation



- Extract data from each media automatically
- Automation system for preconditioning and arrangement

## 2. Visualization



- Provide dashboard for the outcome of each marketing strategy (Tableau, etc0
- Visualization of the analysis (Funnel/Cohort/Fraud analysis)
- Time Series Data analysis

## 3. Discover Insights



- Detailed analysis such as analyzing customers by ADID is possible
- Discover marketing insights in real time by using cloud computing power

# Provide AIML Ad-Tech Solution by TECH and DATA

Self-developed solutions enable high-accuracy full time, and self-DSP/DMP utilizing personalized data provides higher performance and analytics.

Drive high value customers

## 1. 프라핏(Propfit)



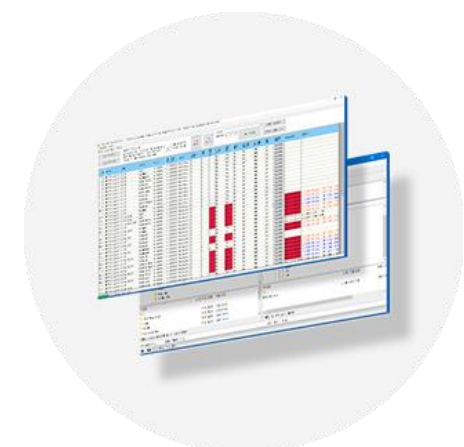
- Utilize 1<sup>st</sup> Party Data, react to cookieless
- Data transparency(Open data)
- Suitable for discovering high value customers that suits the KPI by processing more than 5 billion requests per day

## 2. DMP, CDP



- Establish DMP(Data Management Platform) and CDP(Customer Data Platform) that can be used as marketing data

## 3. Solution



- Utilize self-developed 24 hours bidding solution
- Utilize bulk upload solution for mass keyword bidding system



E.O.D

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