

For Advertiser

Nposting

Media Introduction

Nposting is a Mobile User Acquisition platform which is able to manage ad-efficiency systematically based on its automatic system.

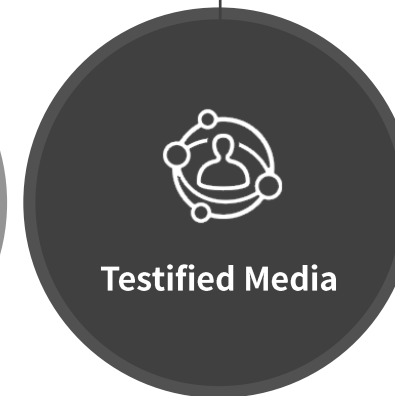
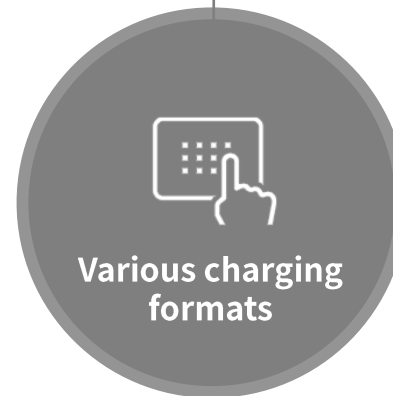
2018.05



nasmedia

Introduction

Mobile User Acquisition Platform
based on non-incentive campaigns



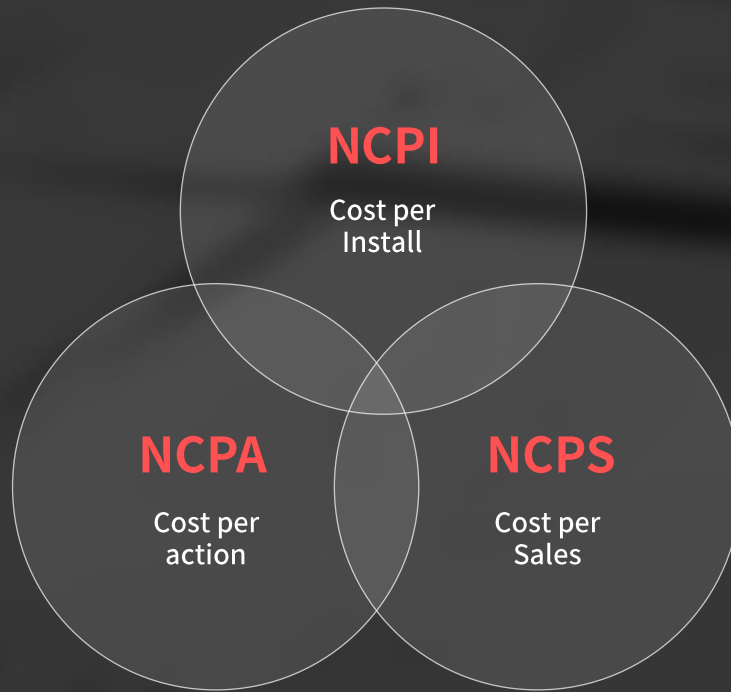
• Words

NCPI: Cost per Install

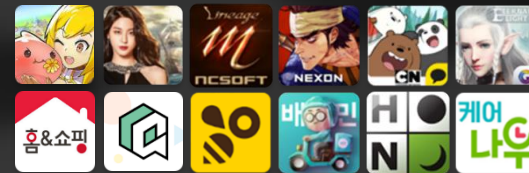
NCPA/S: Cost per action/sales

Various billing systems of campaigns

Nposting enables you to proceed campaigns in various billing systems(NCPI/NCPA/NCPS)



- **NCPI : More than 90 campaigns in a month**
- Cases: Ragnarok M, Lineage M, Friends marbles, etc.
- **NCPA : More than 10 campaigns in a month**
- Cases : Finnq(Registration), Albacall(Registration), etc.
- **NCPS : More than 5 campaigns in a month**
- Cases : Home&shopping(Purchase), etc.



Testified Media

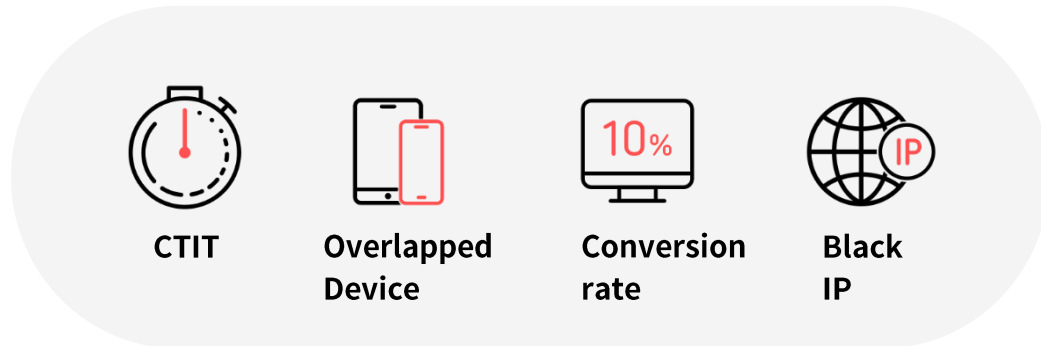
Direct inventories and media networks based on display-ad of which qualities are testified



Real-time Optimization

Auto-management of Fraud Traffics and analysis of efficiency

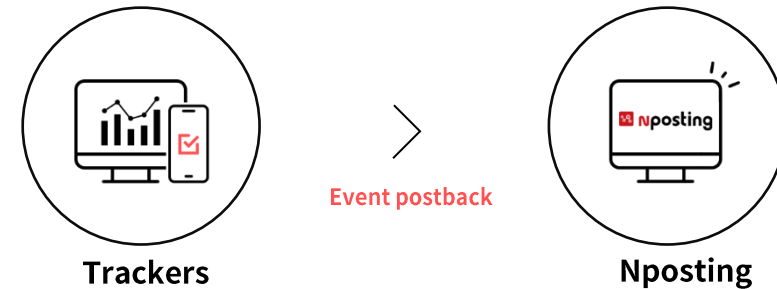
[Auto-management of Fraud Traffics]



• Automatic Block System

- **CTIT**(click to install time) : Block installs lower than specific criteria of CTIT ex) OFF sub-publishers whose rates of CTIT below 10 seconds are high.
- **Black IP** : Block black IP
- **Conversion rate** : Block sub-publishers whose conversion rates are excessively high or low.

[Real-time data analysis]



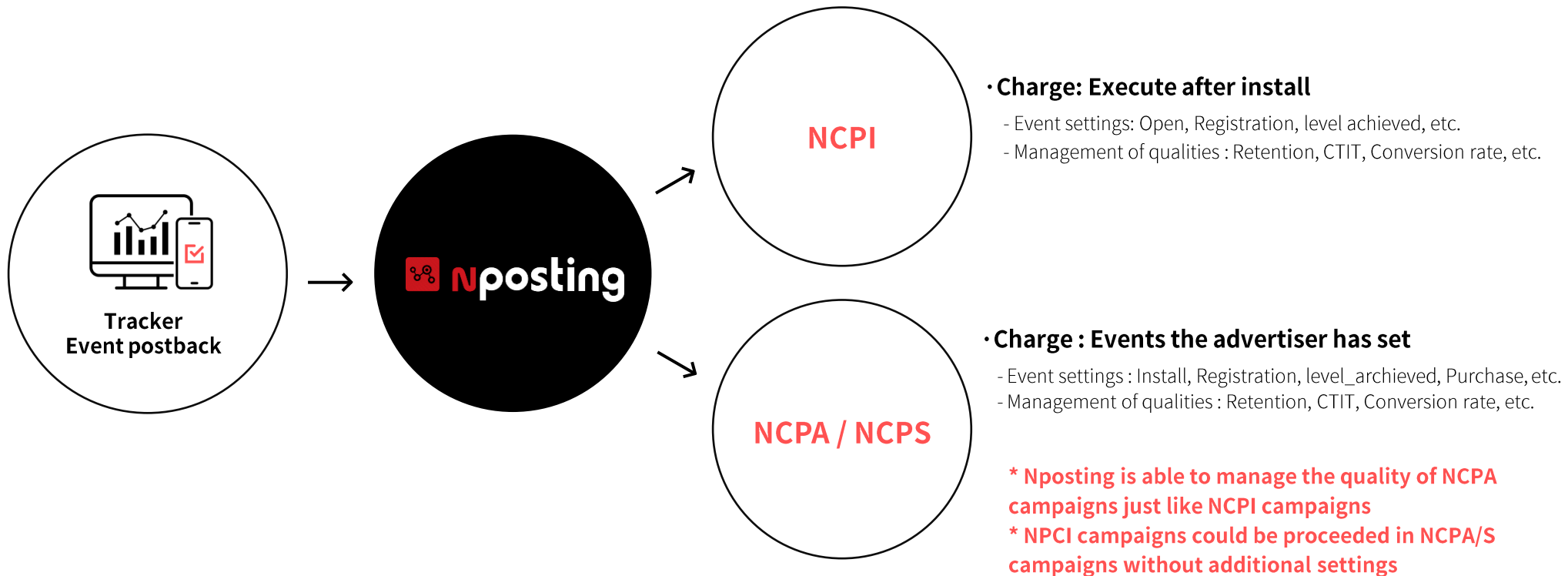
Analyzing data by ourselves using event postback

• Real-time retention report(Below is real screen-shot of our report)

| 날짜 | Conversions | +1d | +2d | +3d | +4d | +5d |
|--------------|-------------|--------|--------|--------|--------|--------|
| Total | 615 | 39.35% | 26.34% | 14.31% | 9.76% | 6.02% |
| 2018-04-11 | 91 | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| 2018-04-10 | 103 | 44.66% | 0.00% | 0.00% | 0.00% | 0.00% |
| 2018-04-09 | 91 | 51.65% | 42.86% | 0.00% | 0.00% | 0.00% |
| 2018-04-08 | 84 | 45.24% | 34.52% | 29.76% | 0.00% | 0.00% |
| 2018-04-07 | 82 | 47.56% | 37.80% | 23.17% | 25.61% | 0.00% |
| 2018-04-06 | 98 | 37.76% | 33.67% | 24.49% | 20.41% | 19.39% |
| 2018-04-05 | 66 | 53.03% | 45.45% | 30.30% | 28.79% | 27.27% |

◦ Campaign Proceeding Process

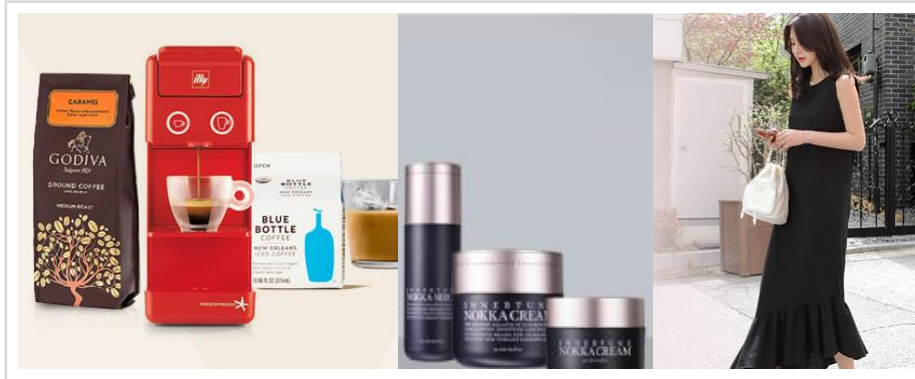
Process of campaigns proceeding (NCPI/NCPA/NCPS)



Cases

NCPS/NCPI campaign cases

[NCPS] -Shopping

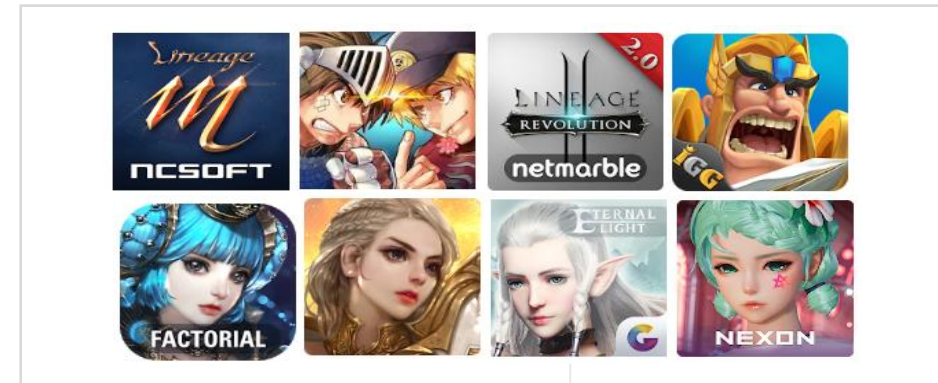


• Event postback: open, purchase

- Results: Achieved ROAS 2,000%

| CPS(%) | ROAS(%) |
|--------|---------|
| 12.9% | 3,083% |
| 18.5% | 2,265% |
| 8.5% | 2,752% |
| 8.1% | 1,779% |
| 7.6% | 1,915% |
| 8.1% | 2,272% |
| 9.1% | 1,890% |

[NCPI] - Game



• Event postback: Open, Purchase, Characters

- Results : Achieved advertiser's KPI (maintained retention rate above 40%)

※Below is real retention report for this campaign.

| +1d | +2d | +3d | +4d | +5d |
|--------|--------|--------|--------|--------|
| 43.25% | 35.89% | 31.90% | 26.81% | 24.18% |
| 41.28% | 36.86% | 26.87% | 23.91% | 24.79% |
| 38.73% | 31.99% | 29.14% | 17.30% | 16.10% |
| 40.62% | 32.42% | 30.50% | 28.83% | 21.55% |
| 41.88% | 35.71% | 34.39% | 29.68% | 28.10% |
| 46.37% | 35.60% | 30.57% | 31.79% | 27.30% |
| 55.61% | 47.29% | 43.41% | 38.18% | 35.12% |

Product

Nposting could promote the campaigns with various billing systems

| Service | Casual Game | Volume (Daily) | RPG & Hard Core | Volume (Daily) | Non game | Volume (Daily) |
|---------|----------------|----------------|-----------------|----------------|----------------|----------------|
| NCPI | \$1.6 ~ \$2.9 | 1,000 ~ 2,500 | \$2.08 ~ \$3.75 | 1,000 ~ 2,500 | \$1.6 ~ \$2.9 | 1,000 ~ 1,500 |
| NCPA/S | \$2.5 ~ \$3.75 | 500 ~ 1,000 | \$2.9 ~ \$ 4.5 | 500 ~ 1,000 | \$2.5 ~ \$3.75 | 500 ~ 1,000 |

- **Minimum proceeding payment \$2,500**

※ Above is just basic price. It should be discussed and negotiated.

- **Once a campaign ends, calculation will be made for the numbers of installs.**
If a campaign ends in the middle of the period, installs generated the next day will be included.

- **The volume could be varied by its period and condition of the campaigns.**

◦ Nposting

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