

# Naver AD Introduction

Service Brochure

InterAd 2023



# Index

1. Naver Introduction
2. InterAd Services
  - Account Creation
  - Naver Powerlink Ads
  - Naver Power Content Ads
  - Naver Display Ads
3. Campaign Creation Process
4. Complementary Services
5. Our Clients



# Naver Introduction

Naver search engine offers a range of advertising solutions. InterAd empowers businesses to effectively reach their target audience in Korean through Naver Powerlink Ads, Power Content Ads, and Display Ads.

Naver PowerLink Ads provide prominent search result placement, maximizing visibility. Power Content Ads seamlessly integrate branded content into Naver's platform, while Display Ads allow companies to showcase their offerings with visually appealing banners.



# InterAd Services in a Nutshell

## Account Creation

For Registered and Non-registered business in South Korea.

## Powerlink Ads

Search Ads, also know as "blue links" on Naver. Most popular Ad Format.

## Power Content Ads

Brand Awareness for Naver Blog Owners.

## Display Ads

Banner Advertising on Naver partner Network.

# Account Creation

## 1. Registered Company

For Companies with a Korean Business License.

Process:

- Korean Business License Submission.
- 1 Week to Open Account.

## 2. Non-Registered Company

For Companies without a Korean Business License.

Process:

- Foreign Business License Submission.
- 2 Weeks to Open Account.



## Naver Powerlink Ads

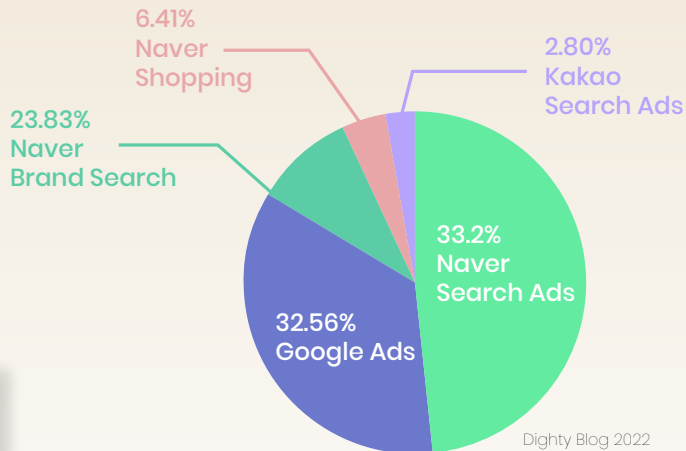
Powerlink Ads are the main Search Advertising format on Naver Platform.

- Up to 10 Results for Query.
- Usually shown on the top of the SERP.
- Based on CPC.

## Format



## Ad Spent on Search Advertising 2022



Dightly Blog 2022

**Naver Powerlink Ads contributed with a 33.2% to the Paid Search Ad Spent in 2022.**

## Naver Power Content Ads

This Advertising format helps you to scale your Brand Awareness by promoting your Naver Blog Content.

- Must have a Naver Blog.
- Up to 2 Results on Naver VIEW Section.
- Only for Selected Keywords.
- Based on CPC.

You Need to have a Naver Blog in order to do this type of Ads. If you dont have it, we got you covered. We can complement this service with our

Naver Blog Management



## Format

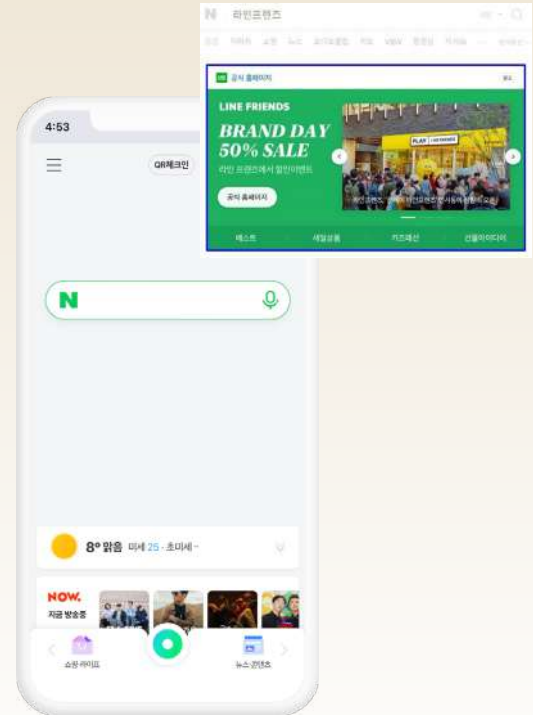


## Naver Search Display Ads

This service enable to showcase banner advertisements across Naver Network Partners.

- PC & Mobile.
- Typically CPM
- Diverse range of formats.

## Formats





# Campaign Creation Process

## 1. Account Creation

- Document Submission
- 1-2 Weeks Processing Time

## 2. Keyword Research

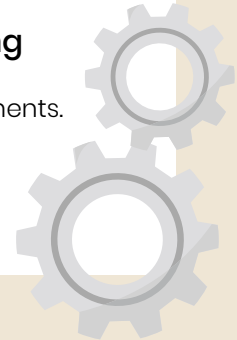
- Up to 200 Keywords (TBD)
- 1-2 Weeks
- Client Confirmation

## 3. Campaign Creation

- Keyword Clustering & Copies
- Images
- UTM Implementation

## 4. Monitoring & Reporting

- Weekly Campaign Adjustments.
- Monthly Reporting
- Trouble shooting



# Complementary Services

## Website Translation



It is really recommended to translate your website to Korean before starting Naver Advertising. English websites have lower performance and higher bounce rate. We offer Landing Page Translation for website in English.

## Naver Blog Management

(Websites from 51 to 300 pages)



For Those interested in Naver Power Content Ads, we offer Naver Blog Management Services. Contact us for more information.

## Google Ads

(Websites from 51 to 300 pages)

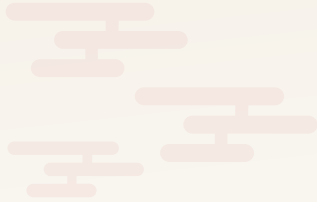


Discounted Agency Fee when managing Naver Ads Account and Google Ads Account Together.



## Our Clients





# Thank You!

[www.interad.com](http://www.interad.com)

[contact@interad.com](mailto:contact@interad.com)

+82.2.3454.1513

