

Naver AD Introduction

Service Brochure InterAd 2023



Index

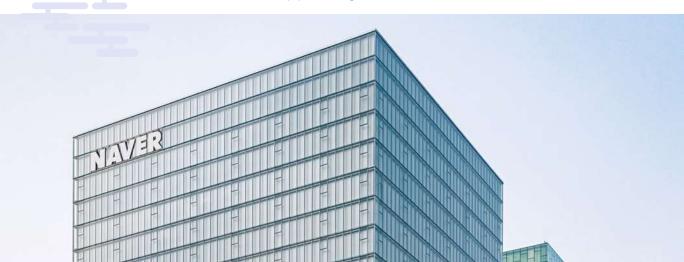
- Naver Introduction
 InterAd Services
 - Account Creation
 - Naver Powerlink Ads
 - Naver Power Content Ads
 - Naver Display Ads
- 3. Campaign Creation Process
- 4. Complementary Services
- 5. Our Clients





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.

hotel' BERD

Format

hotel 부왕닷컴 [] 487.000 이상 호텔 신타 대학 가능, 배학 수수로 있 이 지명한 가격

www.booking.com

파워링크

HOTEL 호텔스럽바인 국내 및 해외 주요시에도 가지비교, HOTEL, 최지가 문항, 취약(Boro 장인) www.hotelscombined.co.lar

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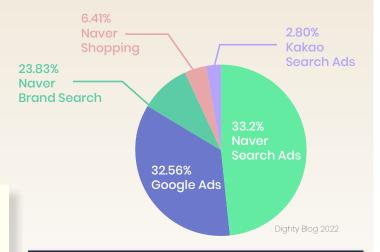
HOTEL 활연해약 아고다 www.agoda.com 국내호텔해약도 아고다에서 처럼하게! HOTEL 실시간 잔대책실 및 요금확인.

Hotel 할인 익스피디아 www.expedia.co.kr 언제나 쉽고 간편한 온라인예약. 최저가격보장, Hotel 할인, 사진 및 후기제공

HOTEL 호텔스럽바일 www.hotelscombined.co.kr 국내 및 하외 주용사이트 가격비교 HOTEL 치지가보장 침대60%할만!

호텔패스 HOTEL www.hatelpass.com 마한민국 대표브랜드마상, HOTEL, 롤렛 참여하면 휴가지원금 총1억원의 형문이!

Ad Spent on Search Advertising 2022



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

Power Content

Naver Search Ads



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.

Format

'인테리어 디자인' 관련 브랜드 콘텐츠

🕥 약국이야기 2023,05,03, 관고 🛈

약국**인테리어**, 업체 선정 꿀팁!

약국인테리어, 왜 전문 입체여야 할까? 약국 고객 동선, 매장 레이아웃과 제품선정, 카테고리벌 제품의 진열 위치를 퇴정하고 최신 트렌드에 맞춰 설계하는 것! 이 모든 것이 익국인테리어 전문 업저에서만...



🙀 아트레 - 2023.03.24. - 광고 🛈

갤러리에서 만든 액자형 프리미엄 공기살균기 아트레

인테리어를 해치는 가전 제품과 달리 역자형 공기성정기 아트레 공기상균기는 프레 임 컬러부터 판화 재철, 그림작중까지 선택할 수 있어서 사용자의 취향이나 공간에 어울리게 주문 제작할 수 있는데요...



브랜드 콘텐츠 더보기 →

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 complemtent this service with our

Naver Blog Management





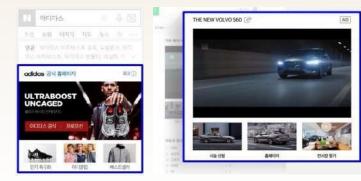


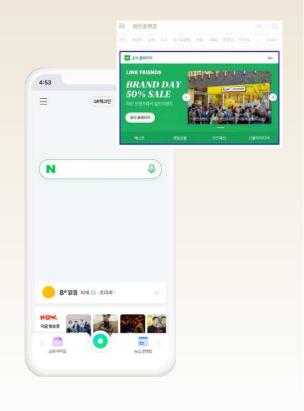
Naver Search Display Ads

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 Adjustements.
- 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 hinger 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)

<u>A</u>

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





Our Clients









PHILIPS PREQIN

BANOBAGI







Thank You!

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