

Kakao Display Ads

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Kakao Display Ads

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Why Kakao?

45 Million

**Monthly Active
Users**

No.1

**Nation's No.1
Communication
App**

10 Billion

**Daily Avg.
Number of
Messages**

What Is Kakao Display Ad?

Kakao display ads (*Kakao Bizboard*) is a mobile only high-impact banner ads displayed at the top of KakaoTalk chats, Kakao services, Daum and Kakao Network, reaching a massive audience with targeted campaigns. Kakao display ads can help to increase brand awareness, drive website/app traffic and conversions for your business. They are RTB (real-time bidding) based performance ads.



Precision targeting:
age, gender, geo, interest,
business sector, engagement,
custom audience;



Various placements:
KakaoTalk, Kakao services,
Daum, Kakao network;



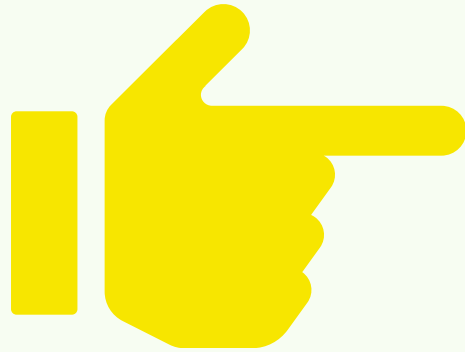
Ad types:
static image,
video (extension);



Performance:
RTB based ads
for data-driven
performance
and full control;

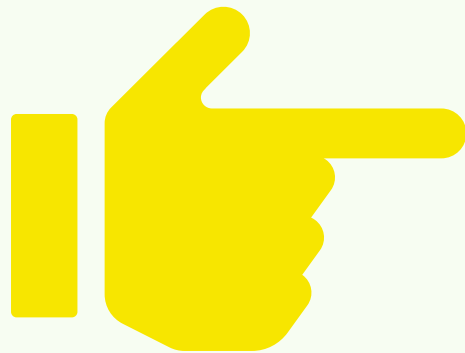
Campaign Objectives

Awareness
(Web & App)



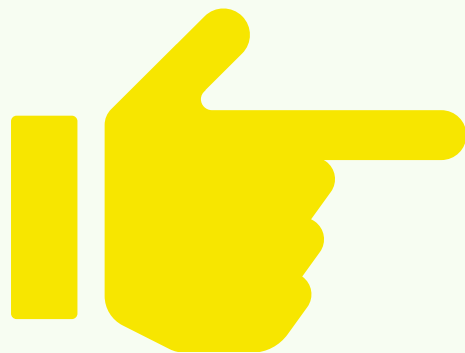
CPM
(Manual CPM)

Traffic
(Web & App)



CPC
(Manual CPC, Auto. maximize clicks)

Conversion
(Web & App)



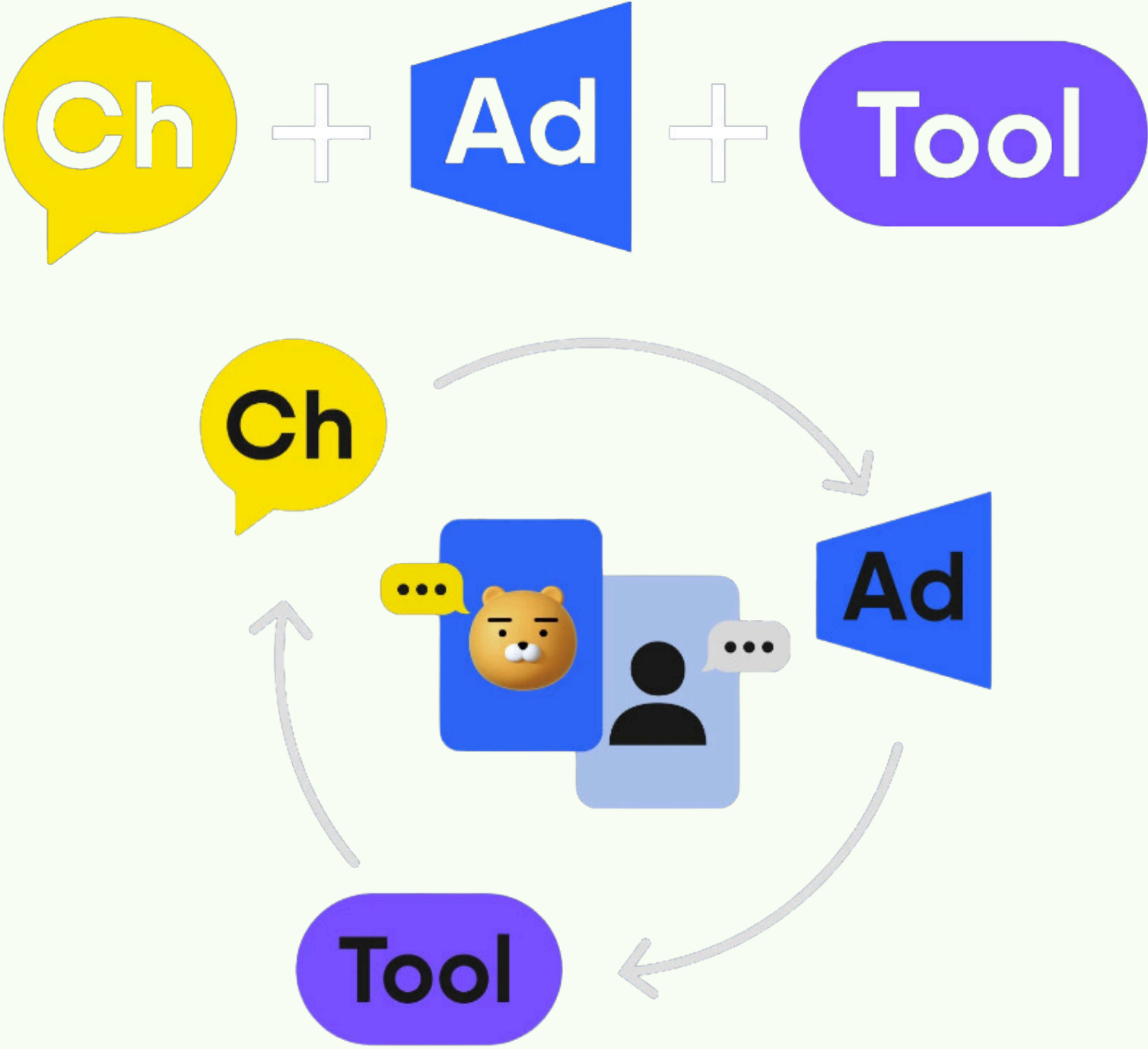
CPA
(Auto. maximize conversion & tCPA)

Targeting Options

Demographic	Age & Gender & Geo
Interest & Business Sector	29 Interest & 21 Business Sector targeting categories + 398 sub-categories (188 interest, 210 business sector)
Engagement	People who are interacted with ads
Custom Audience	App & Web Retargeting (in-app & web events) Customer List (ADID)
Device	Mobile (iOS & Android)

Targeting-Main Categories

Interest	Business Sector
Fashion	Internet service
Game	Health
Education	Leisure facilities
Housing/housekeeping	Education
Parenting	Transportation
Beauty	Finance
Reading	Beauty
Show	Press/media
Travel	Shopping mall
Religion	Cultural facilities
Food	Entertainment
Sports	Travel
Employment/occupation	Food
Movie	Living/convenience services
Pet	Society/public institutions
Automobile	Automobile
Outdoor activities/leisure	Sports
Life event	Pet
Music	Residential facilities
Social/gathering	Volunteer/donation
IT/computer	Religion
Politics	
Art	
Business/economy	
Entertainment/hot Issue	
Broadcast	
Webtoon/web Nnovel	
Hobby	

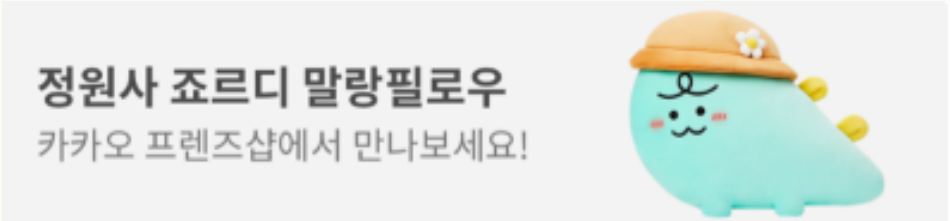
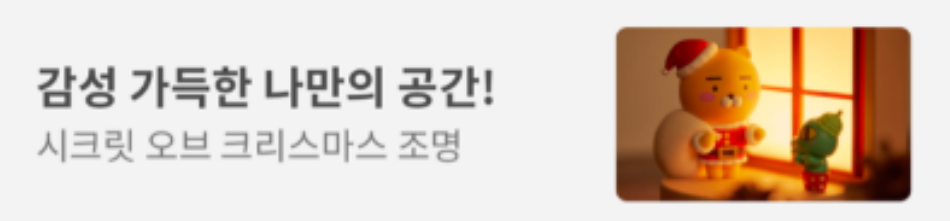
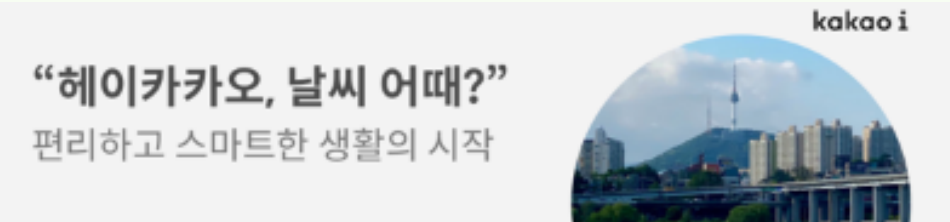


Kakao Pixel & SDK

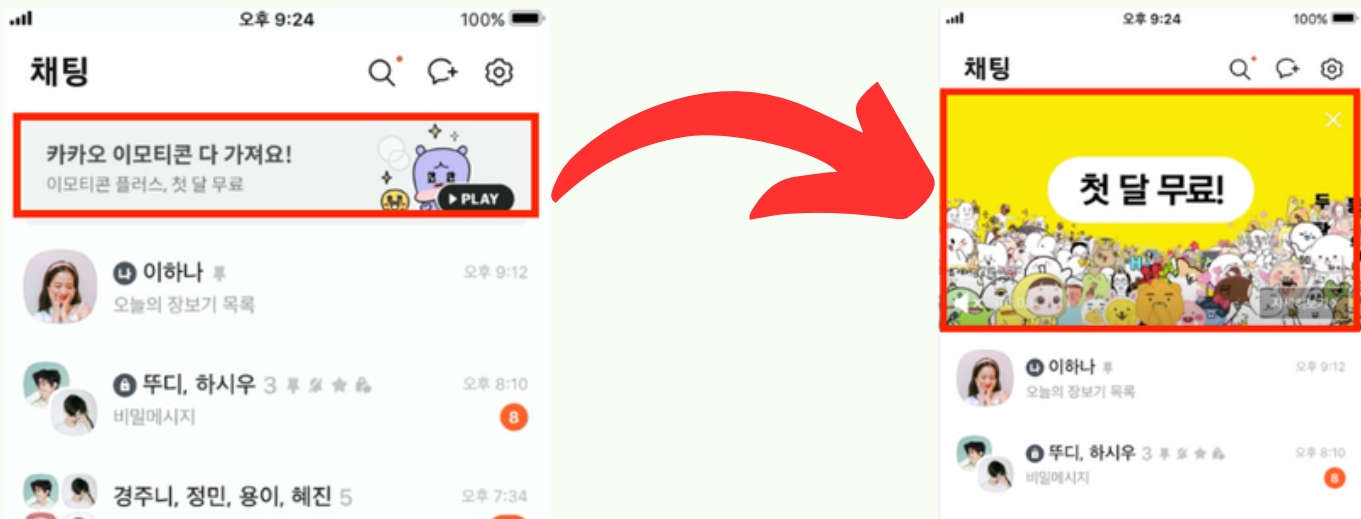
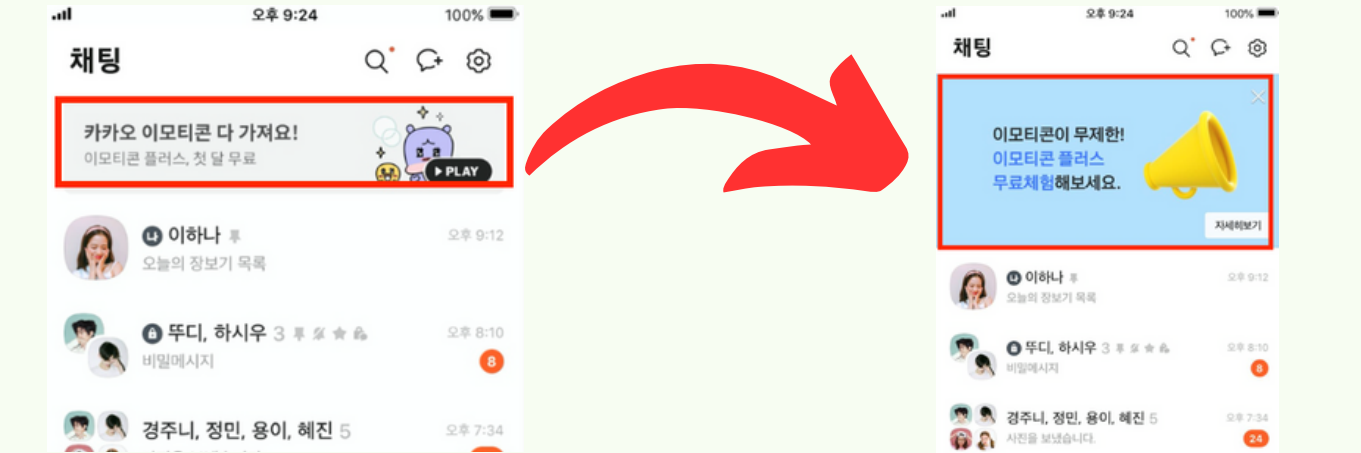
Kakao Pixel & SDK help to optimize & retarget ads by tracking and collecting website/app events. They can be implemented to website and app in the following 3 methods:

Website	App	MMP
Add Kakao Pixel to all pages and conversion pages;	Add SDK to a mobile app (iOS & Android);	Integrate your MMP to Kakao Ads to import MMP events;
Conversion events: Purchase, Add to cart, Lead, Sign-up, Others	Conversion events: Install, Purchase, Add to cart, Lead, Sign-up, Others	Conversion events: Install, Purchase, Add to cart, Lead, Sign-up, Others

Kakao Display Ad (Bizboard) Specs.

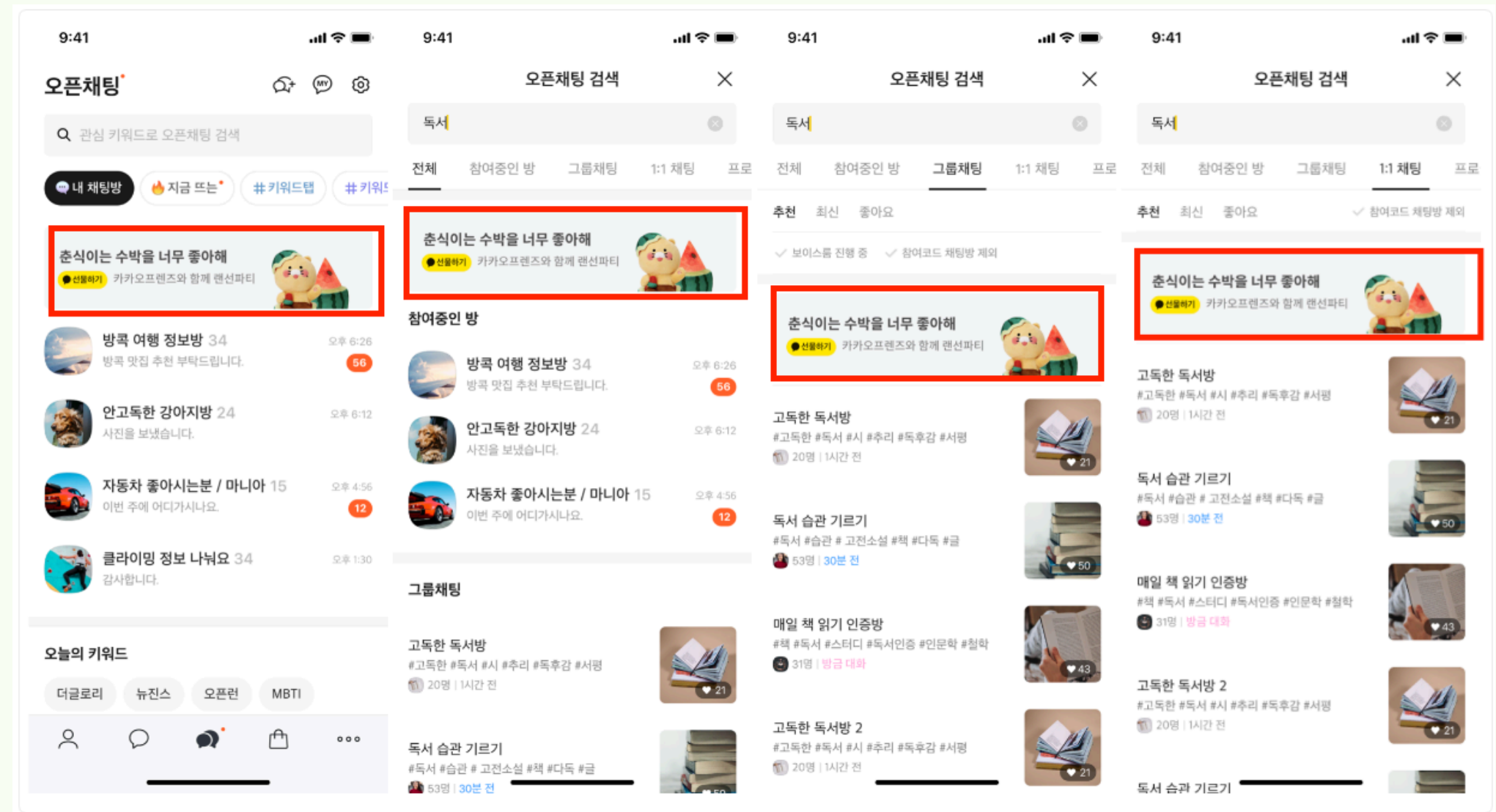
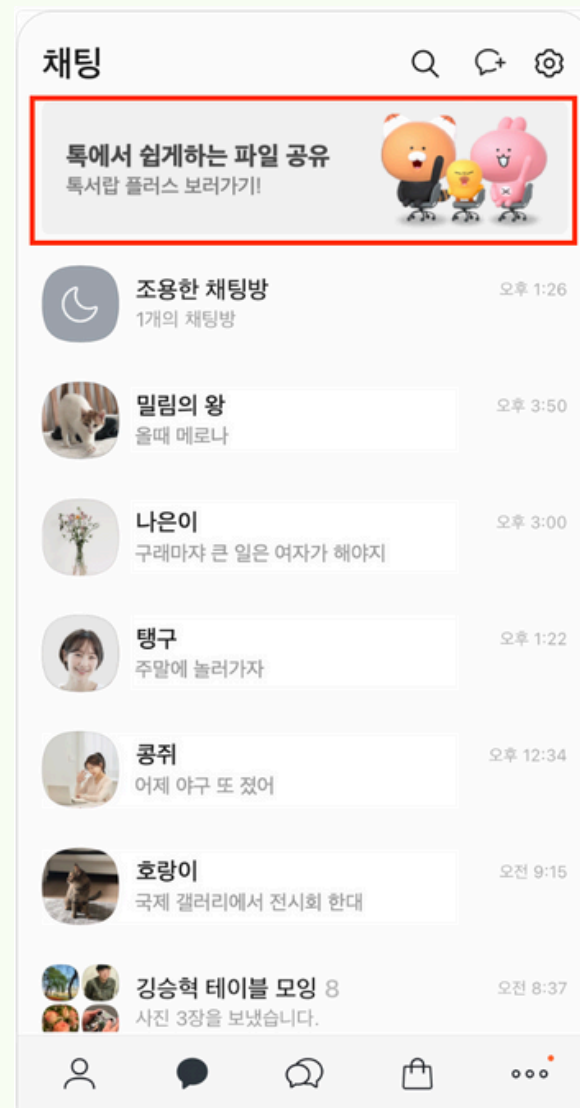
File Format	Size	Sample-Static Banner
JPG, JPEG, PNG	315 x 258 px (max. 150 kb)	정원사 조르디 말랑필로우 카카오 프렌즈샵에서 만나보세요! 
JPG, JPEG, PNG	315 x 258 px (max. 10 mb)	감성 가득한 나만의 공간! 시크릿 오브 크리스마스 조명 
JPG, JPEG, PNG	315 x 258 px (max. 10 mb)	“헤이카카오, 날씨 어때?” 편리하고 스마트한 생활의 시작 

Kakao Display Ad (Bizboard) Specs.

File Format	Size	Sample-Ad Expandable Banner
• AVI, FLV, MP4 <i>(video)</i>	• 1,280 x 720 px (16:9) (max. 1 GB)	
• JPG, JPEG, PNG <i>(image)</i>	• 1,200 x 600 px (2:1) (max. 500 kb)	

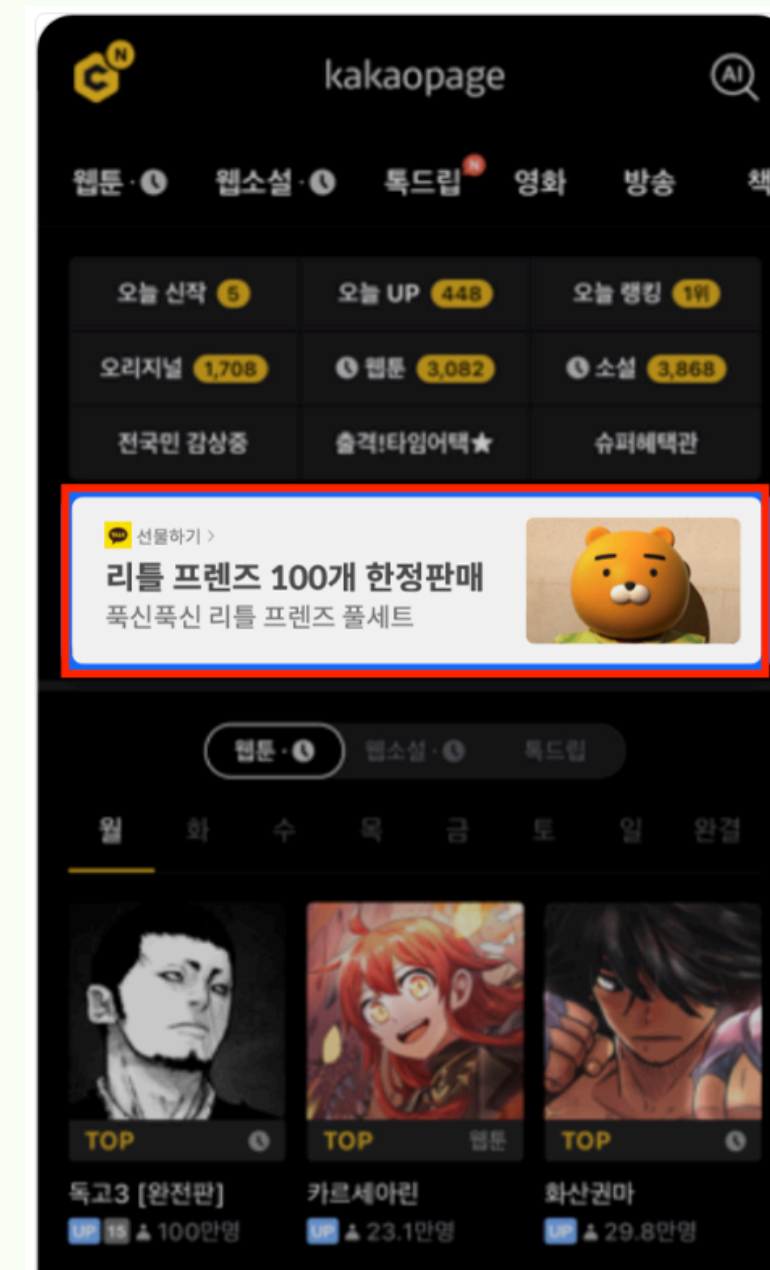
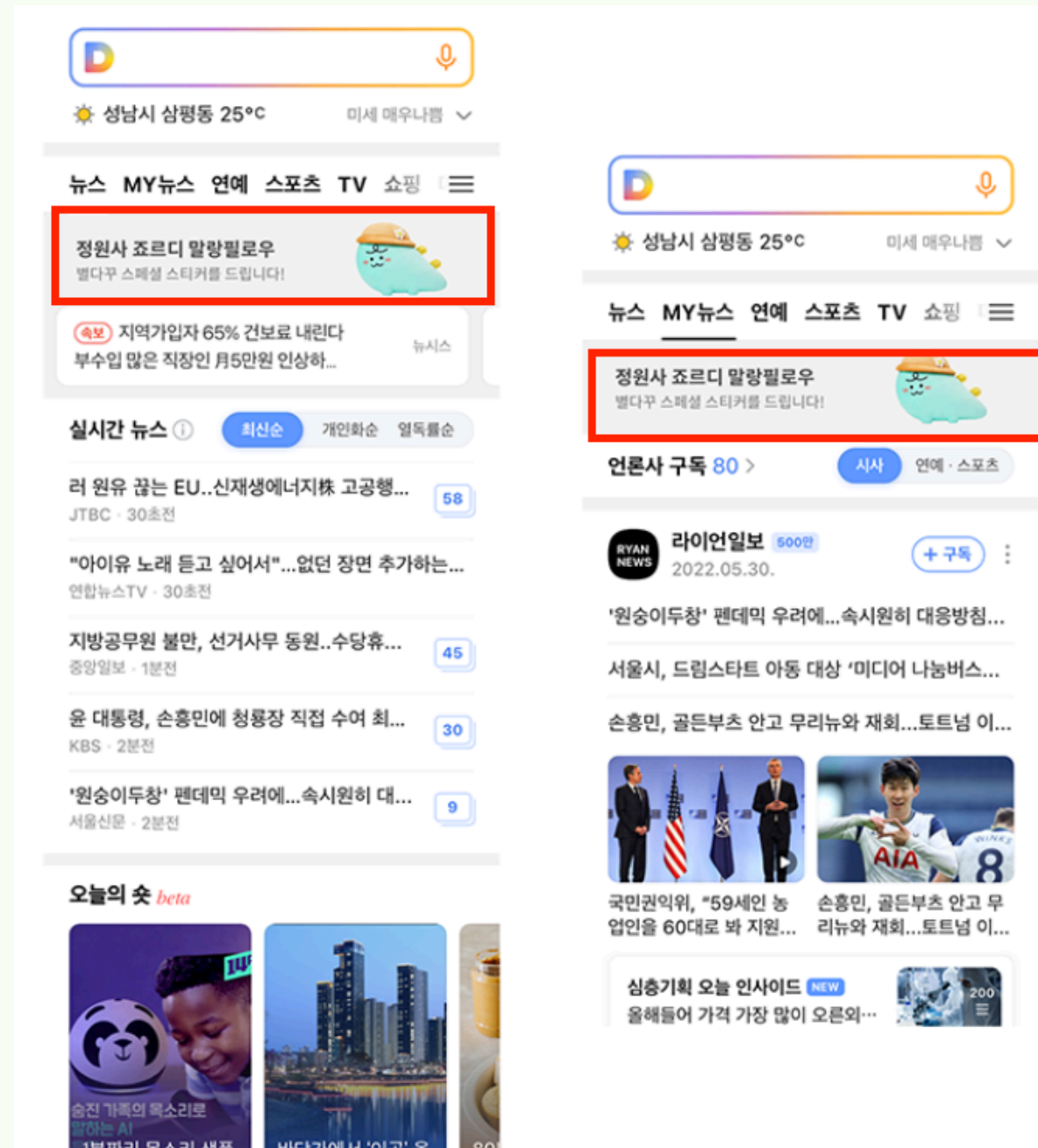
Placement-Static Banner

KakaoTalk-Chat & Open Chat Banner)



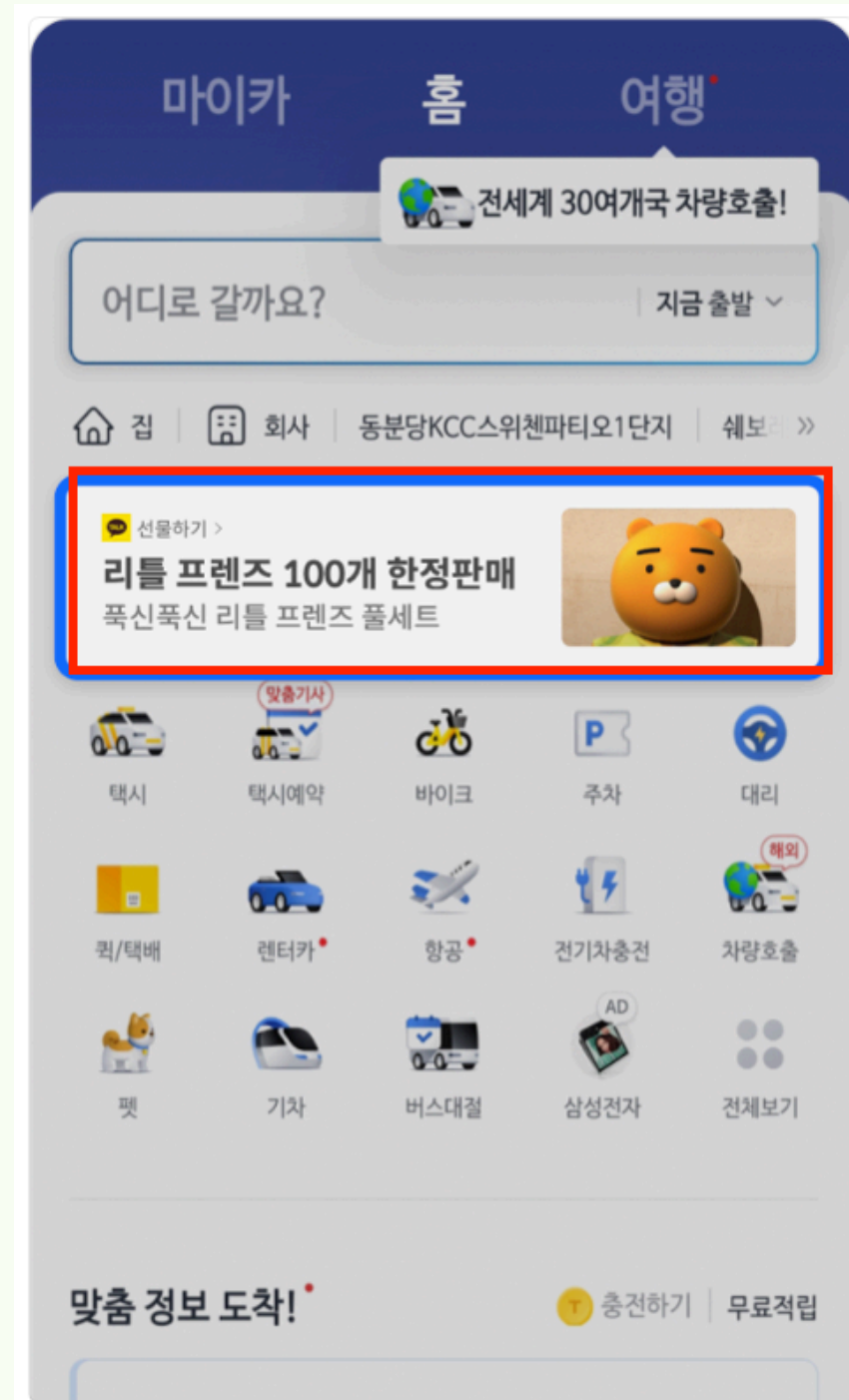
Placement-Static Banner

Daum & Kakao Page Banner



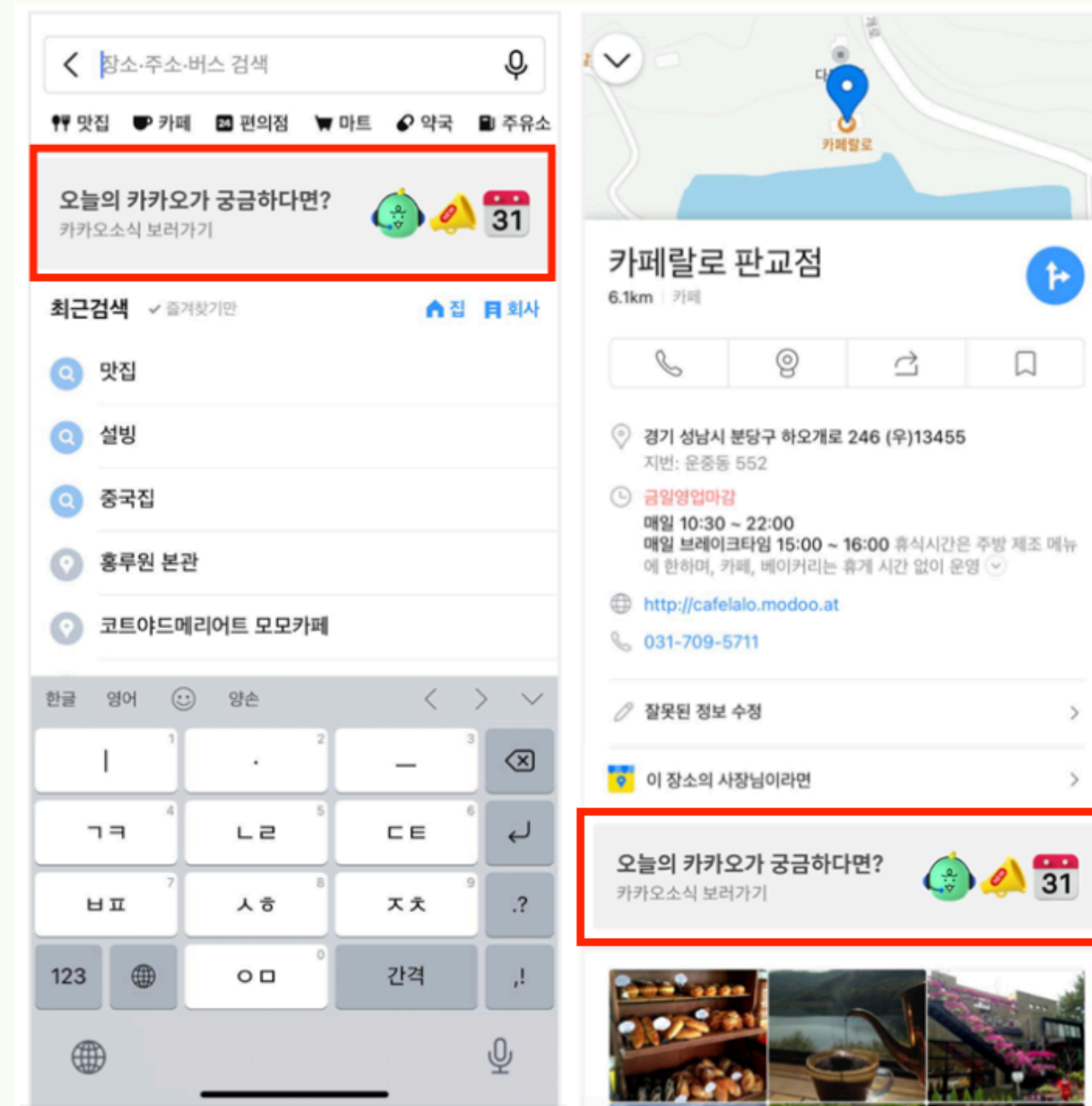
Placement-Static Banner

Kakao Taxi & Navigation Banner



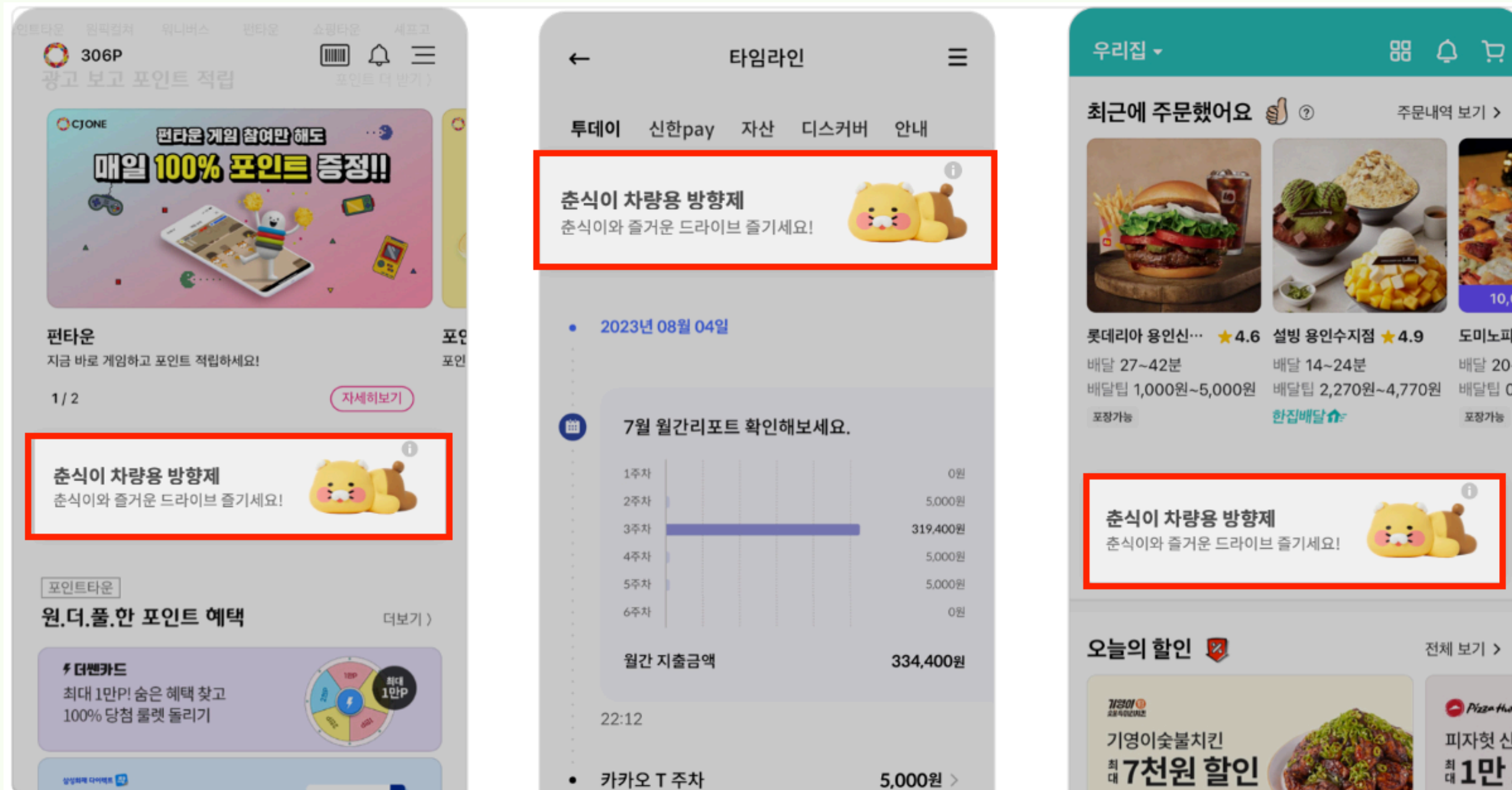
Placement-Static Banner

Kakao Map Banner



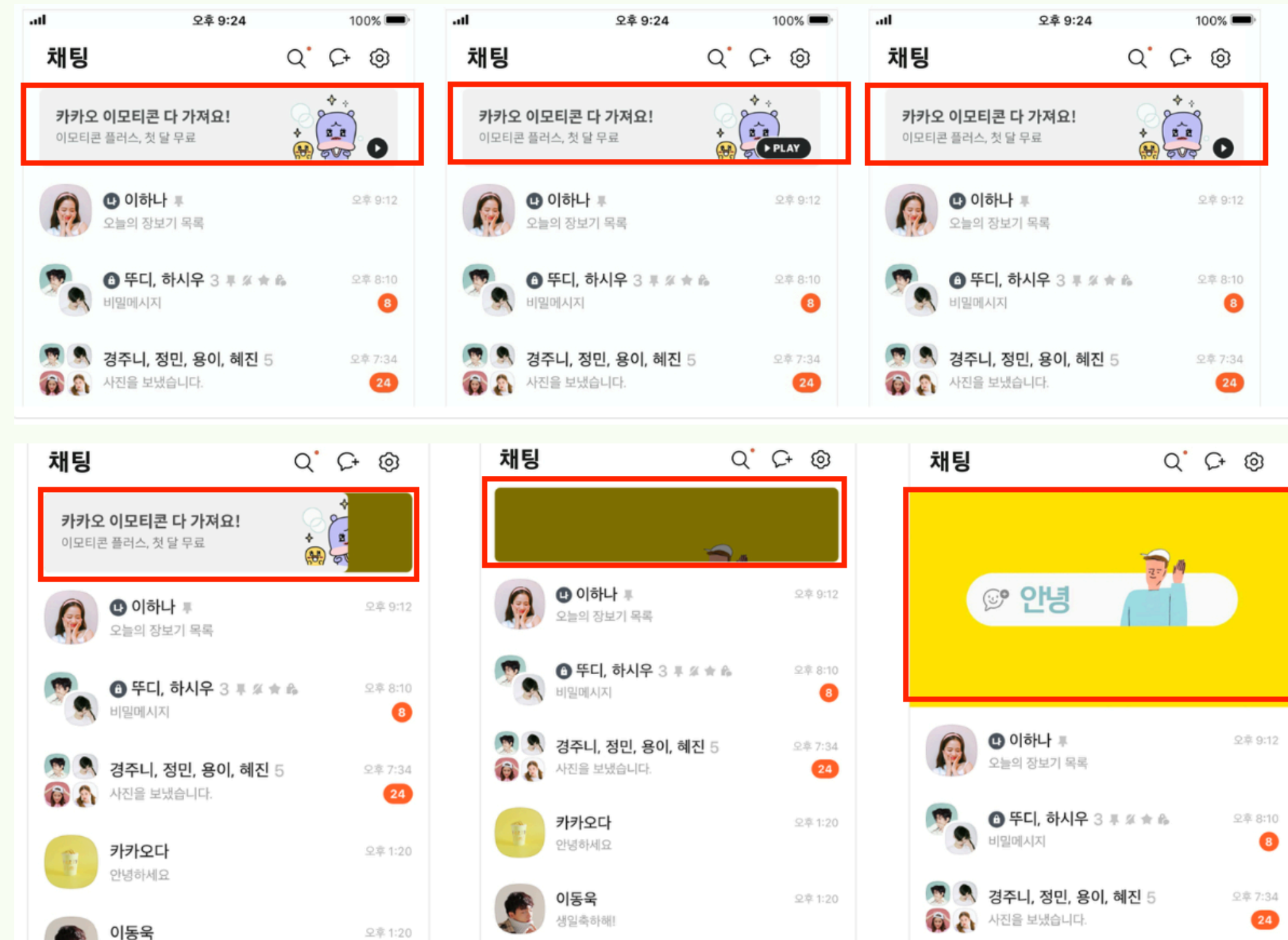
Placement-Static Banner

Kakao Network Banner



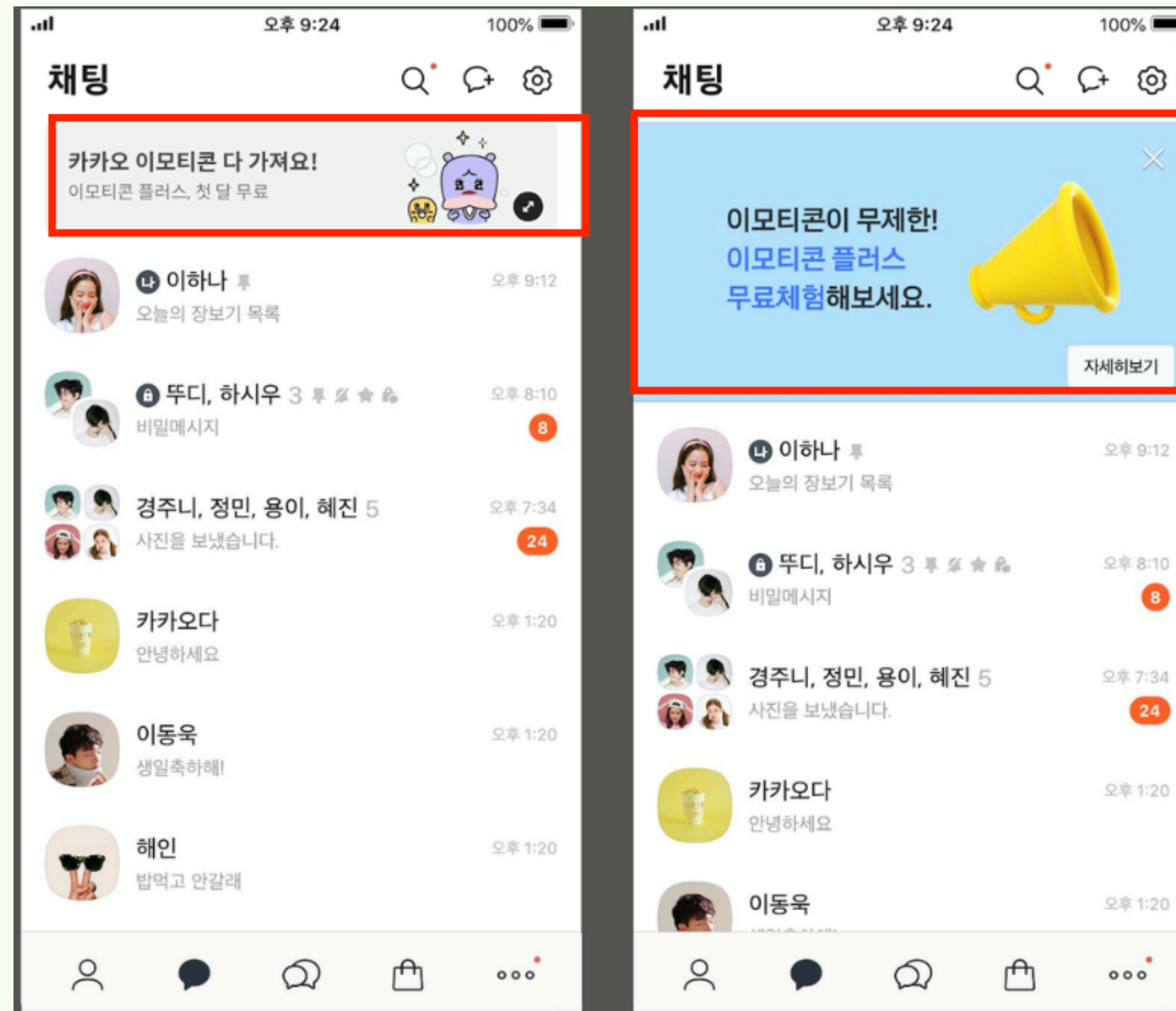
Placement-Expandable Banner-Video

KakaoTalk-
Chat & Open
Chat Banner)



Placement-Expandable Banner-Video

KakaoTalk-
Chat & Open
Chat Banner)



Get Free Consultation

Get consultation about Kakao
Display Ad from the certified Kakao
Ads specialist.

Contact: partner@eastforte.com



Naver and Kakao Ad Expert Certificate.
Issued by: KAIT
(Korea Association for ICT Promotion)

Portfolio



METAMASK



CLASSVR



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Charter Chapter





Thank You.

Contact: partner@eastforte.com