Naver Search Ads

EASTFORTE

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Naver Search Ads

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Why Naver?

44 Million

Monthly Active Users

No.1

No.1 Search Engine/Portal in South Korea

43 Million

Naver App Users

What Is Naver Search Ad?

Naver Search Ad is the most popular performance-driven ad type of Naver. Naver Search Ad helps you reach your target audience at the right moment with the right target keywords and relevant call-to-action messages. You can drive traffic and conversion on your website with Naver Search Ad.

Targeting:
keyword, age, gender, geo, interest

Various placements:
Naver main page, blog, cafe, shopping, band, and +150 search partners including Daum and Bing

Ad types:
Expanded text ad, Responsive search ad (RSA)

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

Main Features

Placement	Naver & Naver services + 150 search partners including Daum and Bing
Bidding	Manual CPC and Maximize clicks *(beta)*
Keyword type	Exact match, Exact match (synonym), Broad match

Naver Search Ad Specs.

Expanded Text Ad	Title: max. 15 characters Description: max. 45 characters
Responsive Search Ad	Title (up to 15 title): max. 15 characters Description (up to 4 description): max. 45 characters
Extensions	Images (up to 3 images): 2000 x 2000 px; sublink, additional title & description, promotion, phone number, etc.

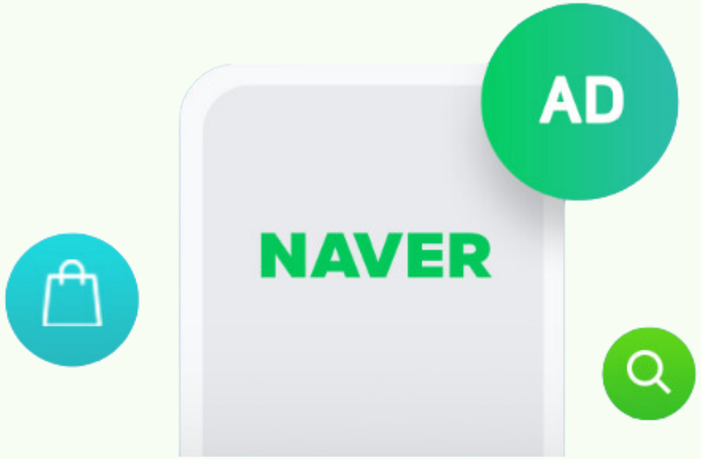
Naver Tag

Naver Tag helps to optimize ads by tracking and collecting website events. They can be implemented to a website in the following 3 methods:

GTM	Website source code	Naver Tech support
Add Naver Tag to all pages and conversion pages through GTM;	Add Naver Tag directly to a website source code;	Request Naver Tech team support to add Naver Tag to your website;
Conversion events: Purchase, Add to cart, Lead, Sign-up, Others	Conversion events: Purchase, Add to cart, Lead, Sign-up, Others	Conversion events: Purchase, Add to cart, Lead, Sign-up, Others

Placement Types

Media	Placements
Naver	Naver main page, blog, cafe, shopping, Knowledge IN, band, etc.
Naver search partners	bing.com, daum.net, zum.com, gmarket, and other +150 search partners (mainly Korean sites)



Naver Search Partner List

http://zum.com	http://www.newspic.kr	http://www.findall.co.kr	http://touroki.co.kr/	http://www.joara.com	http://www.hotelmoa.com
http://m.zum.com	http://www.danawa.com	http://m.findall.co.kr	www.after10m.com	https://m.joongna.com/	http://www.hunjang.com
http://www.11st.co.kr	http://m.danawa.com	https://m.bobaedream.co.kr	http://www.yesform.com	http://www.jisiklog.com	http://m.hunjang.com
http://m.11st.co.kr	https://www.daum.net/	http://www.serve.co.kr	http://www.todayhumor.co.kr	http://cjgmarket.co.kr/shop	See list here
http://www.2cpu.co.kr	https://m.daum.net/	http://www.bizforms.co.kr	https://www.skplanet.com/business/marketing?tab03	https://chimhaha.net/	
http://www.82cook.com	https://www.diningcode.com/index.php	http://www.ppomppu.co.kr	www.oasisfeed.com	https://www.cashfeed.co.k	
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http://www.gmarket.co.kr	https://m.dmitory.com/	http://www.shopopen.co.kr	www.waglebagle.net	http://m.coocha.co.kr/main.do	
http://m.gmarket.co.kr	http://www.dcinside.com	http://www.ssodam.com	http://m.humoruniv.com	http://www.couponmoa.com	
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http://mlbpark.donga.com/	http://www.designerjob.co.kr	https://www.withsellit.com	http://www.engjob.co.kr	http://www.clien.net	
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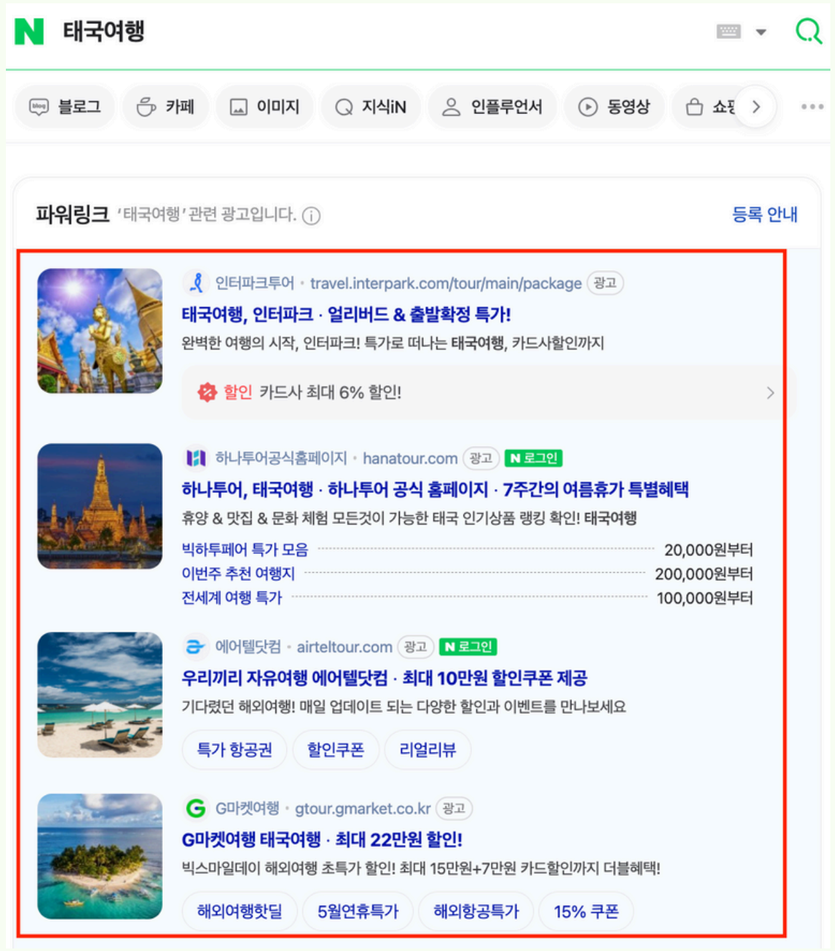
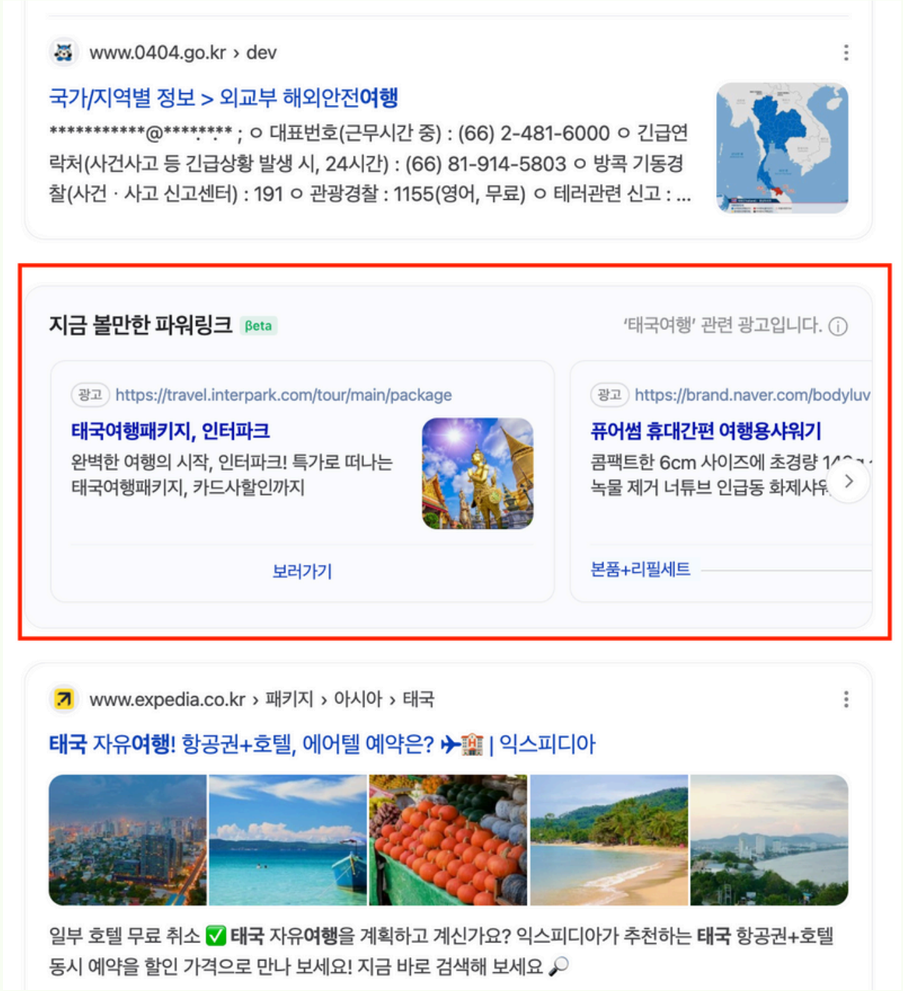
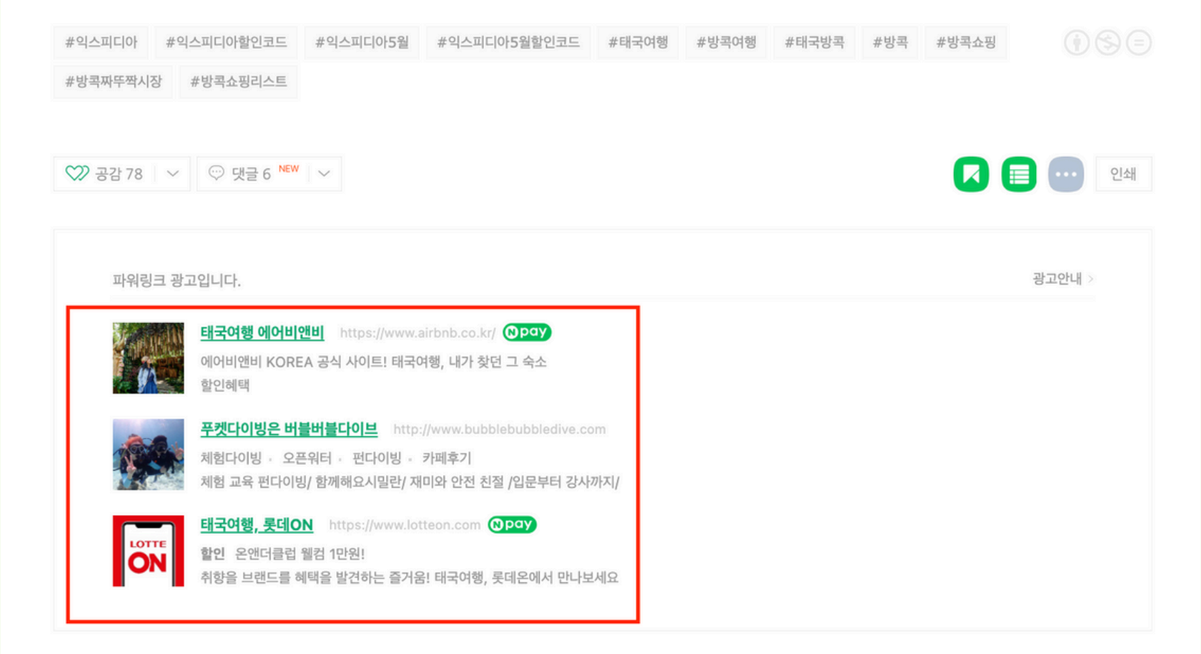
http://www.newspub.kr/	http://www.bunjang.co.kr	http://www.fmkorea.com/	http://www.jobkorea.co.kr	https://m.pping.kr/	
http://www.newspic.kr	https://m.bunjang.co.kr/	http://m.fmkorea.com/	http://m.jobkorea.co.kr	m.hellomarket.com	

Placement-Naver main page

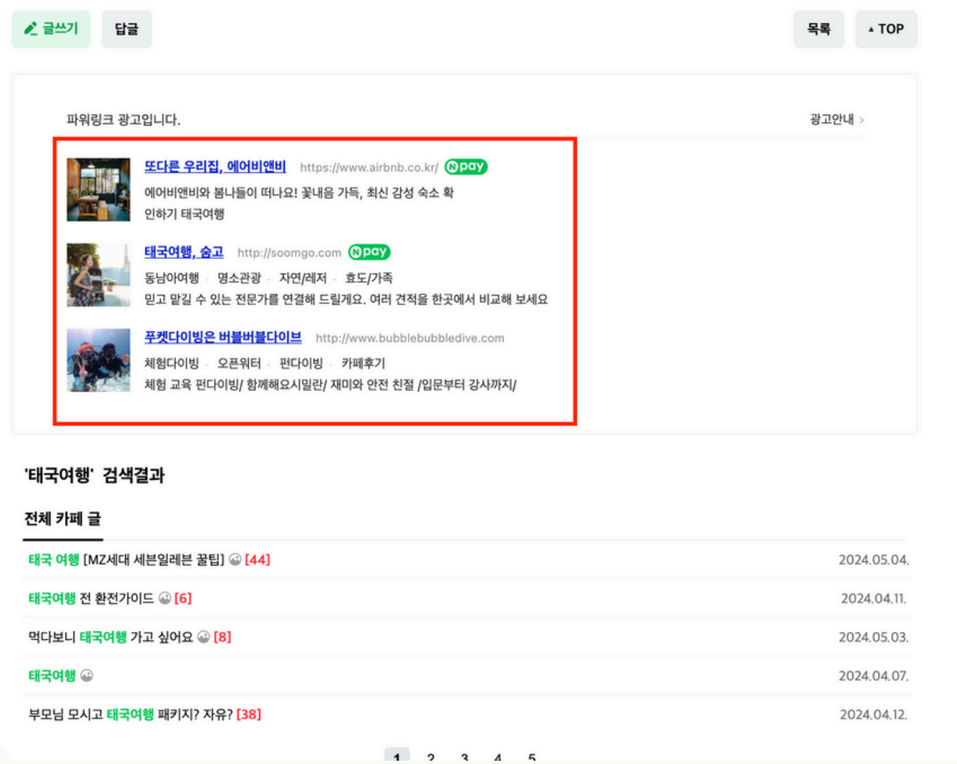




Placement-Naver Blog & Cafe



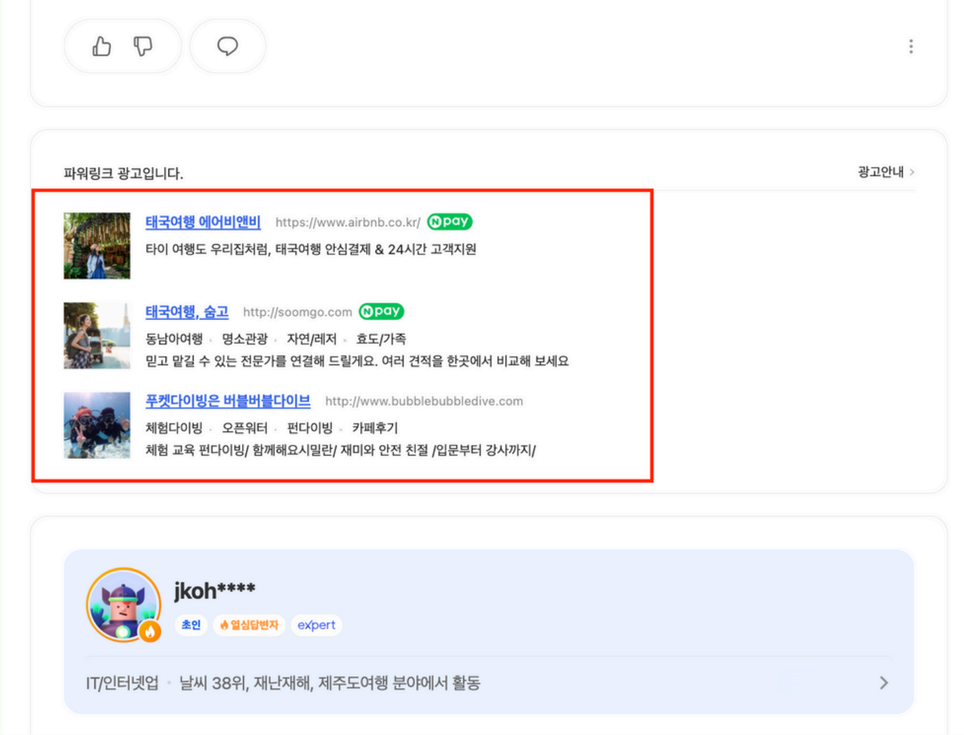
Naver Blog



Naver Cafe

Placement-Shopping & Knowledge IN

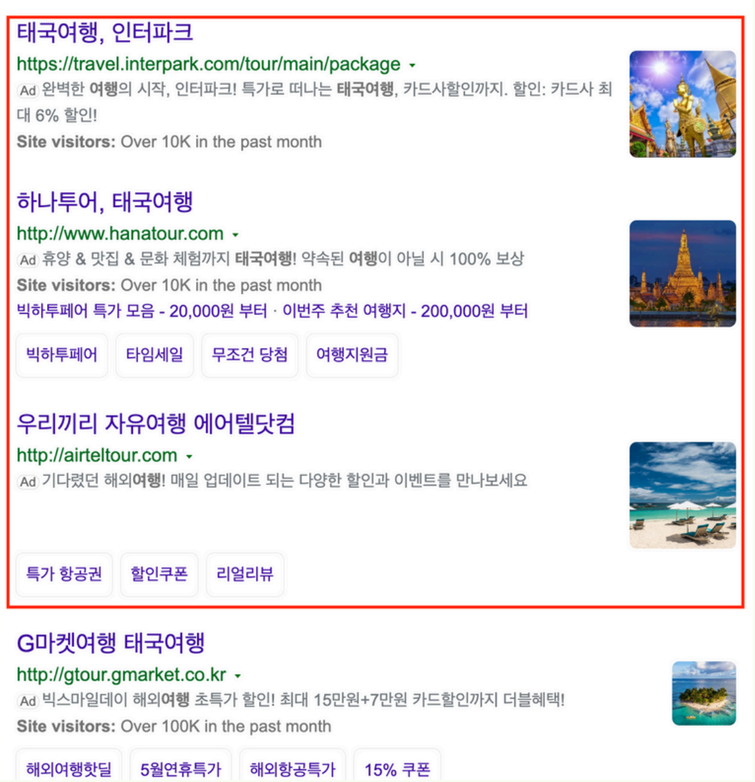
Naver Shopping



Naver Knowledge IN

Placement-Search Partners-Daum & Bing

daum.net



bing.com

Get Free Consultation

Get consultation about Naver Search Ad from the certified Naver Ads specialist.

Contact: partner@eastforte.com

KAIT

정보통신기술자격검정

합 격 확 인 서

• 종 목 : 검색광고마케터 1급
• 자격종류 : 민간등록
• 자격번호 : SMF-2002-001008
• 성 명 : MAMADJANOV ZOHID
• 생년월일 : 901107
• 합격일자 : 2020-10-23

정보통신기술자격을 취득 하였음을 증명함.

2020.10.23

KAIT 한국정보통신진흥협회
Korea Association for ICT Promotion

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

Portfolio

premier research
JEJUair
coupang
PropertyAccess
ALCONOST
DeepL
nexters
METAMASK
NAONOW
MacPaw
asiaedit
CLASSVR
ICF Korea Charter Chapter
BG BALDYGA GROUP
Akamai
PIWIK PRO
Anchanto
Adobe
TRIP TO JAPAN
MEDIA
Elmo Motion Control
GLOBAL STEP ACADEMY
Nellystella
Matterport
Sonera
koala
NOVAKID
TURKISH AIRLINES
Registrar Corp
Booking Group
LANGPORTS
WALLHACK
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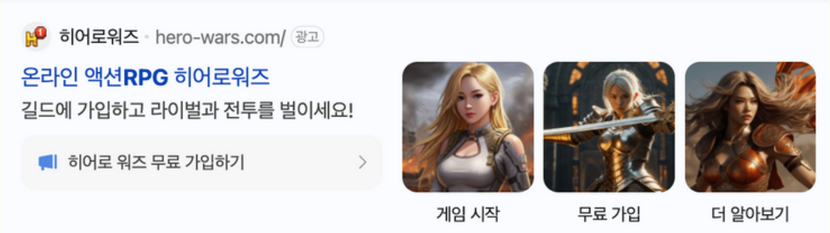
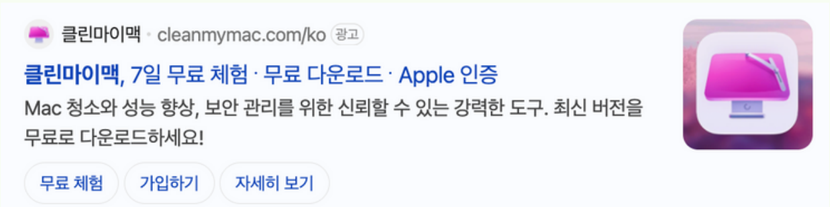
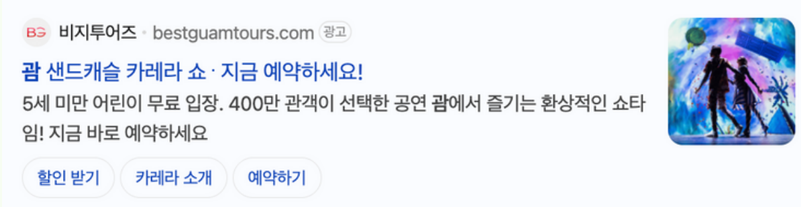
Findmykids
MOSCOT
GP
hansonwade
SPRINGER NATURE
LANGPORTS

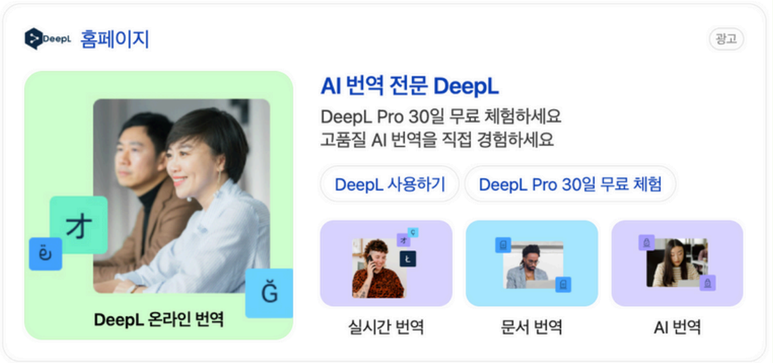
Work Samples

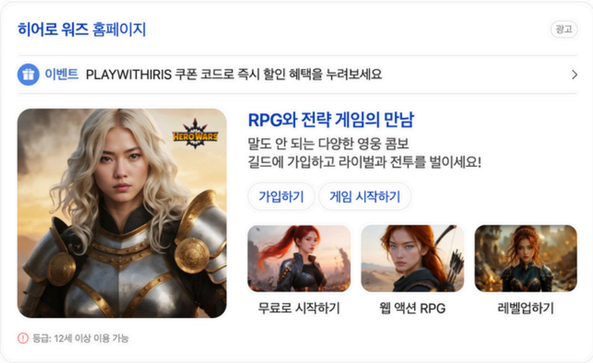


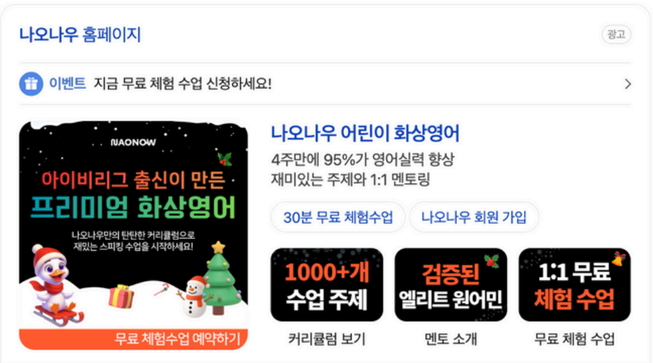




Naver search ad

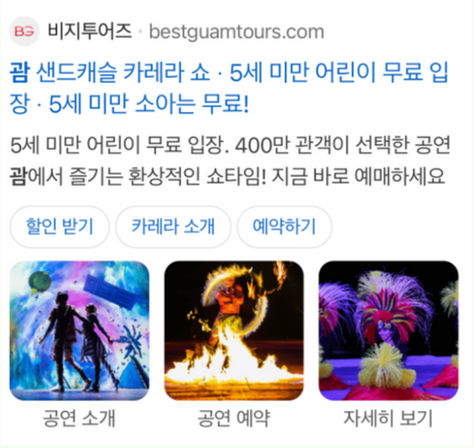


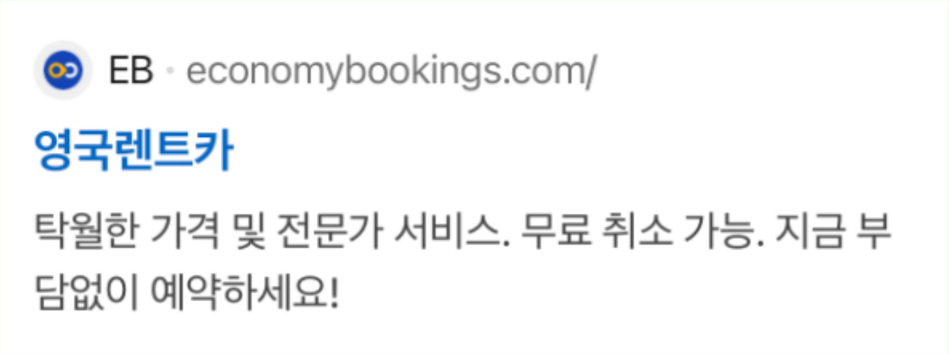




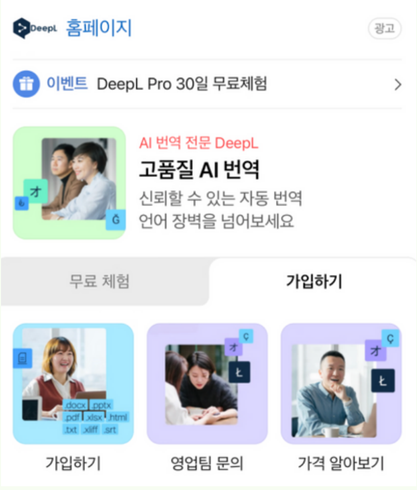
Naver brand search ad

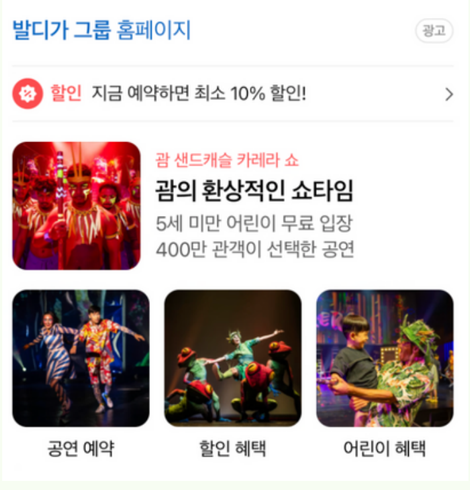
Work Samples

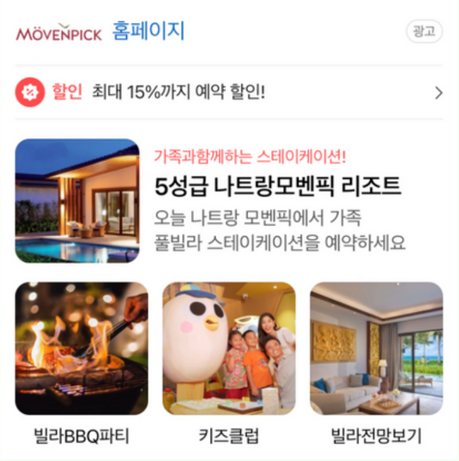




Naver search ad







Naver brand search ad

Useful Links

How To Set Up Your Naver Search Ads Account	https://www.eastfortego.com/post/how-to-set-up-your-naver-search-ads-account
Naver Ad Tag-Learn About How To Track Naver Search Ad Conversions	https://www.eastfortego.com/post/naver-ad-tag-learn-about-how-to-track-naver-search-ad-conversions
How to Create Effective Naver Responsive Search Ads for Your Business	https://www.eastfortego.com/post/how-to-create-effective-naver-responsive-search-ads-for-your-business
Naver Ad Search Partners - Your Gateway to Broader Reach	https://www.eastfortego.com/post/naver-ad-search-partners-your-gateway-to-broader-reach

Thank You.

Contact: partner@eastforte.com