Integrated Apps Marketing Platform

Nswitch

nasmedia

2016.08

Nasmedia is the answer

nasmedia

Our Own Proprietary Platforms

PROMOTE YOUR APPS

turn on your apps Nswitch

· No.1 non incent CPI platform in Korea

· Listed on 'APAC TOP 15 partners' by TUNE

· Deliver a million installs per day globally

REACH YOU AUDIENCE

ADpacker

· Korea's No.1 Mobile DSP

· Provides audience targeting based on our own DMP

· Re-marketing through tracking platform

EXCHANGE YOUR VALUE

admixer

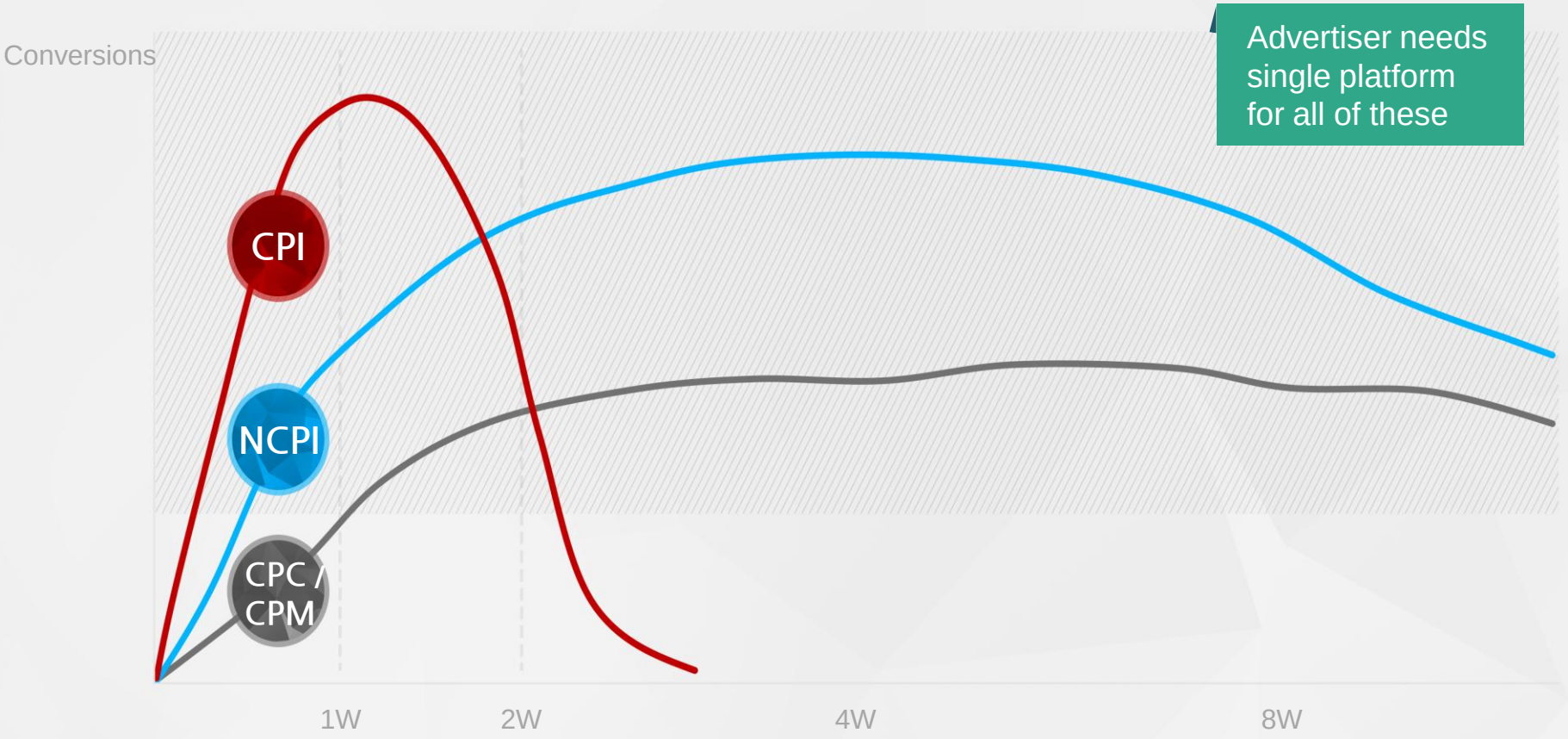
·RTB based on mobile ad exchange

· Integrated with various global DSPs & SSPs

· Provides user information and traffic in real-time to demand and supply

APP marketing trend in Korea

1. Chart boosting by incent campaign
2. Get organic user by non-incent campaign
3. Promote re-engagement by CPC/CPM campaign



Execute both incent and non-incent campaigns through Nswitch

Why Nswitch ?

- Maximize marketing effect by selecting channels that best suit the campaign purpose.
- One Platform, one stop buying
- Korea's No.1 performance marketing platform(Acquire 1 million installs per day from 200 countries)

NON-INCENT : Acquire 300,000 installs per month

INCENT : Acquire 1,000,000 installs per month

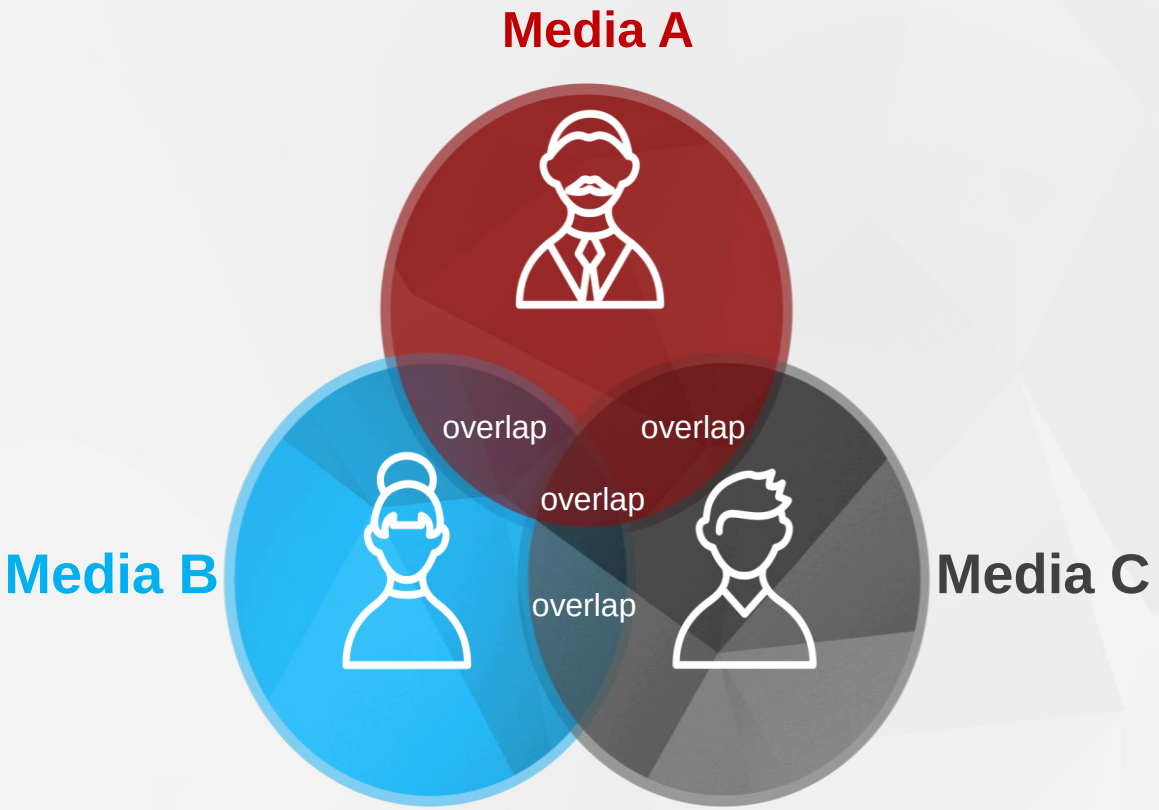
*install volume based on Korean market

Nswitch is listed on "TUNE's APAC TOP 15 partners"

nswitch INCENT CAMPAIGN

Most efficient incent campaign

Nswitch gives you ultimate budget efficiency
by removing overlapping users from various incent media.



INCENT campaign case studies

Pikicast incent CPE campaign

Advertiser	pikicast
App	pikicast (Android)
Ad model	Incent CPE
Install	about 352,000
Period	2015.01.13 ~ 2015.02.16

Campaign result

2015/01/13

TOP free chart, 43rd
TOP entertainment chart, 1st

5th (highest)	1st (highest)
38places UP	Maintain 1st

2015/02/02

whowho incent CPI campaign

Advertiser	whowho
App	whowho (Android)
Ad model	Incent CPI
Install	about 1,220,000
Period	2015. 08.11~2015. 10.13

Campaign result

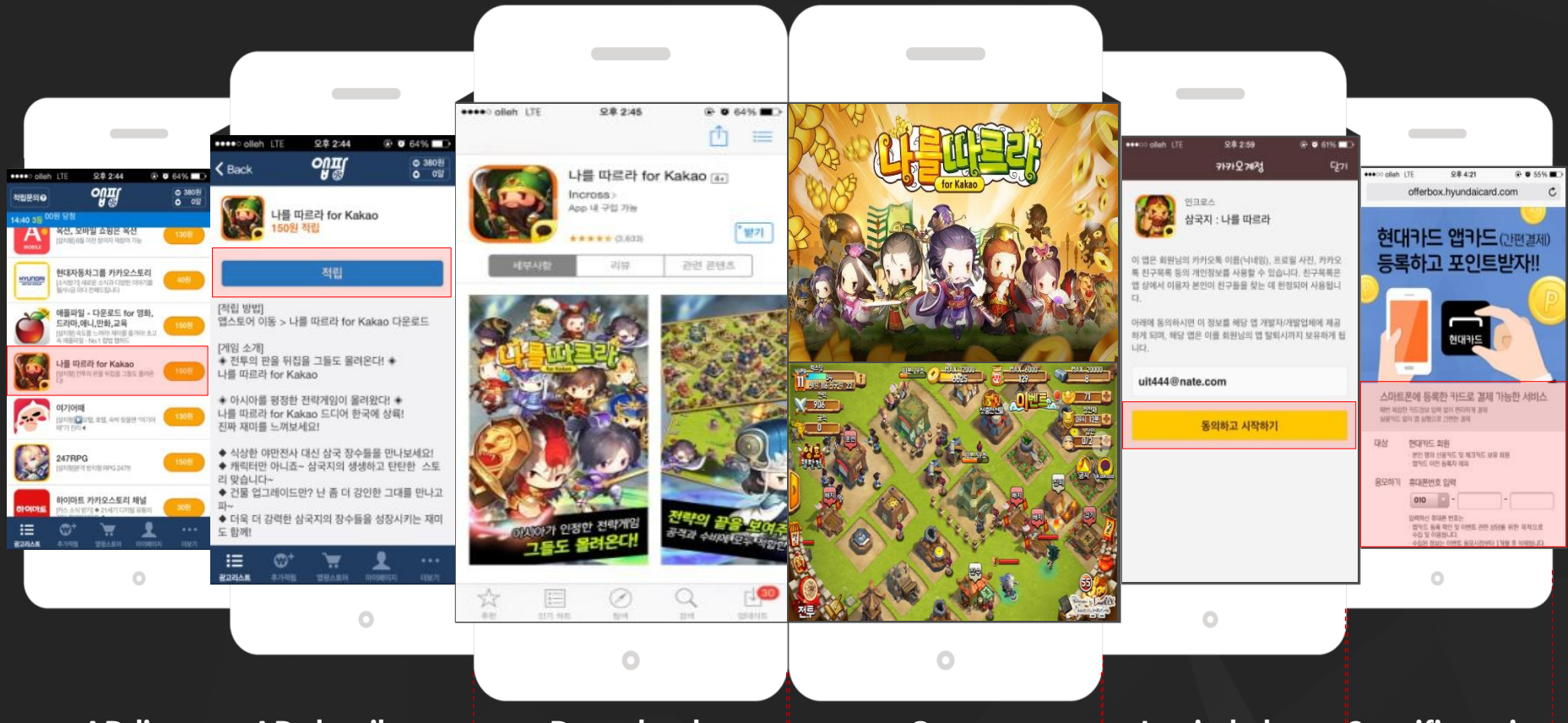
2015/08/10

TOP free chart, 86th
TOP widget chart, 14th

2nd (highest)	1st (highest)
84places UP	13places UP

2015/08/16

AD TYPE (INCENT)



AD list | AD detail page | Download | Open | Login kakao | Specific action

CPI | CPE | CPK | CPA

nswitch

NON-INCENT CAMPAIGN

Best performance through optimization

Nswitch optimizes campaign by analyzing each publisher's data.
(*only when advertiser allows to send event postback)

Nswitch's real retention rate data

Attributed Partner	Cohort Size	+0	+1	+2	+3	+4	+5	+6	+7
Nswitch	701	100%	55%	51%	49%	46%	42%	39%	37%
Nswitch	3694	100%	61%	57%	53%	47%	44%	41%	39%
Nswitch	3462	100%	65%	61%	57%	47%	42%	39%	36%
Nswitch	2796	100%	62%	58%	55%	52%	48%	45%	42%
Nswitch	929	100%	61%	57%	54%	50%	46%	43%	41%

Advertiser

SUPERCELL | NEXON | King | WEBZEN | GAEA MOBILE | yd online | KABAM | JOYCITY

Tracking solution partner

mobile app tracking by TUNE | AppsFlyer | adjust | adbrix | F.O.X FORCE OPERATION X | KOCHAVA | valuepotion

Nswitch How to optimize?

✓If advertiser allows 'Event postback' to Nswitch, we could monitor each sub media's retention rate and other post install data

✓Nswitch could satisfy advertiser's KPI with best result by optimizing not only sub partner but also sub-sub partners

[Optimization process]

Advertiser
Set up event postback on 3rd Party tracking tool

Nswitch
Analyze event postback data

Nswitch
Optimize based on accomplishment rate of goal event

[In case of allowing event postback (open) - Retention rate on Nswitch's report]

New User	+1d	+2d	+3d	+4d	+5d	+6d	+7d
863	41.25%	32.68%	30.01%	26.07%	25.72%	23.64%	19.93%
945	38.20%	33.23%	28.04%	27.51%	25.93%	23.39%	22.33%
528	37.12%	30.11%	25.00%	24.62%	21.21%	20.27%	8.14%
677	41.80%	31.31%	29.69%	25.11%	24.52%	9.31%	0.00%
644	45.50%	38.20%	30.75%	30.59%	12.11%	0.00%	0.00%

[In case of allowing event postback (tutorial_complete) - tutorial complete data on Nswitch's report]

매체사명	실행	tutorial_complete	Tutorial Complete Rate
-	1,218	596	48%
Sub partner_1	73	32	44%
Sub partner_2	869	419	48%
Sub partner_3	276	145	53%

Nswitch

Nswitch has the largest non incent CPI traffic volume in Korea

Estimated install volume in Korea

App category	Daily	Weekly	Monthly
Casual game	20,000	100,000	300,000
RPG/hard core game	15,000	80,000	250,000
Non game	20,000	100,000	300,000

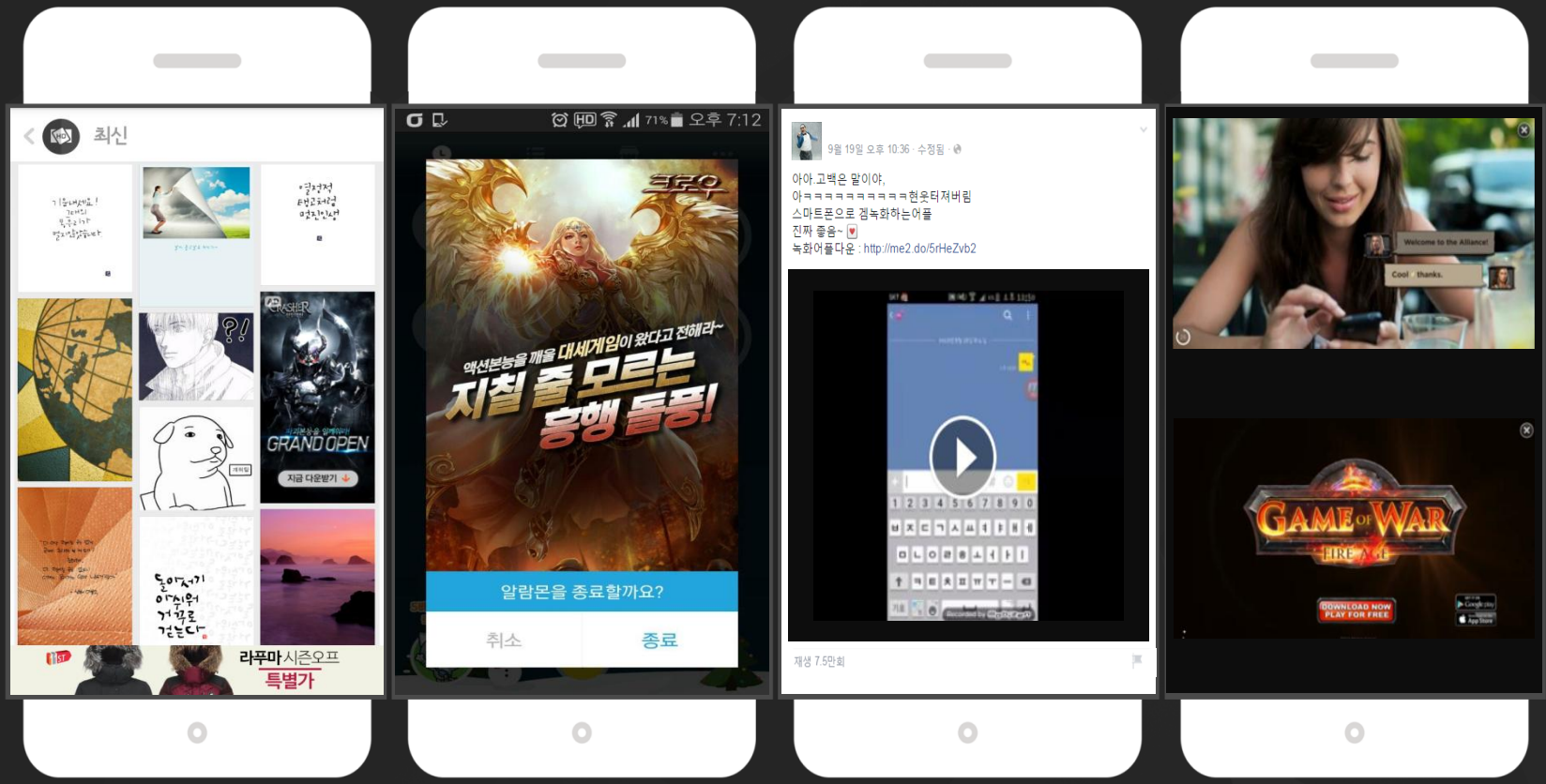
• Above is estimated number
• Above number is estimated in case of running only Nswitch as non incent CPI platform

Payout

PO / App category	Casual game	RPG/hard core game	Non game
PO	$1.6 ~ $2.9	$2 ~ $4	$1.6 ~ $2.9

• PO is flexible, and minimum budget is $2,500

AD TYPE (NON-INCENT)



Native | Full-interstitial | Viral | Video

PROMOTE YOUR APPS

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