Service Introduction

VALISTA

Global performance marketing platform

VALISTA

Linkmine — Cubemine — GreenP

Chapter.01

Performance
VALISTA

**Introducing Experts who knows
performance traffic and needs the best**

Fast feedbacks and active optimization!

Please look forward to our high quality performance

based on our years of know-how and history.

VALISTA

an advertising platform optimized for **global performance marketing.**

VALISTA

- Proceeding app marketing targeting various countries like south-east Asia / Europe / America Etc.
- Can run ads suitable to each advertising KPI like game, utility, etc. (suggests KPI, Pay-out to each category and country)
- Can expose to various countries in an hour with easy setting.

OUTERPLANE (Game)
TARGET US/TW/KR

Epic Seven (Game)
TARGET US/CA/TW/FR/DK/HK/JP/KR

Lord Of Heroes (Game)
TARGET US

WuKong Legends (Game)
TARGET US/TW/JP

Lineage W (Game)
TARGET KR/JP/TW/AE/SA/RU/SG/MY/PH/ID/TH/HK/MO

AliExpress (Shopping)
TARGET US/KR

Tmon (Shopping)
TARGET KR

KB Pay (Finance)
TARGET KR

years of know-how, various channels, and multiple ad cases

Maximize performance marketing

- Giving systemic method by making management history as database and concentrate know-how
- Based on various advertisement execution cases, we propose channels and methods suitable for advertising KPIs.
- Making high quality performance through many channels and advertising spaces

Achieving KPI

traffic validation and optimization based on vast amounts of data

Drive achieving KPI effectively

- Conduct effective performance marketing with high-quality traffic through obtaining as much data as possible and data verification.
- Proceed quality optimization through 3rd party data + VALISTA data cross-monitoring and periodic advertiser server data requests.
- Regularly progress click/convert/event testing to check proper data aggregation.

3rd party data

VALISTA quality report

Advertiser's server data
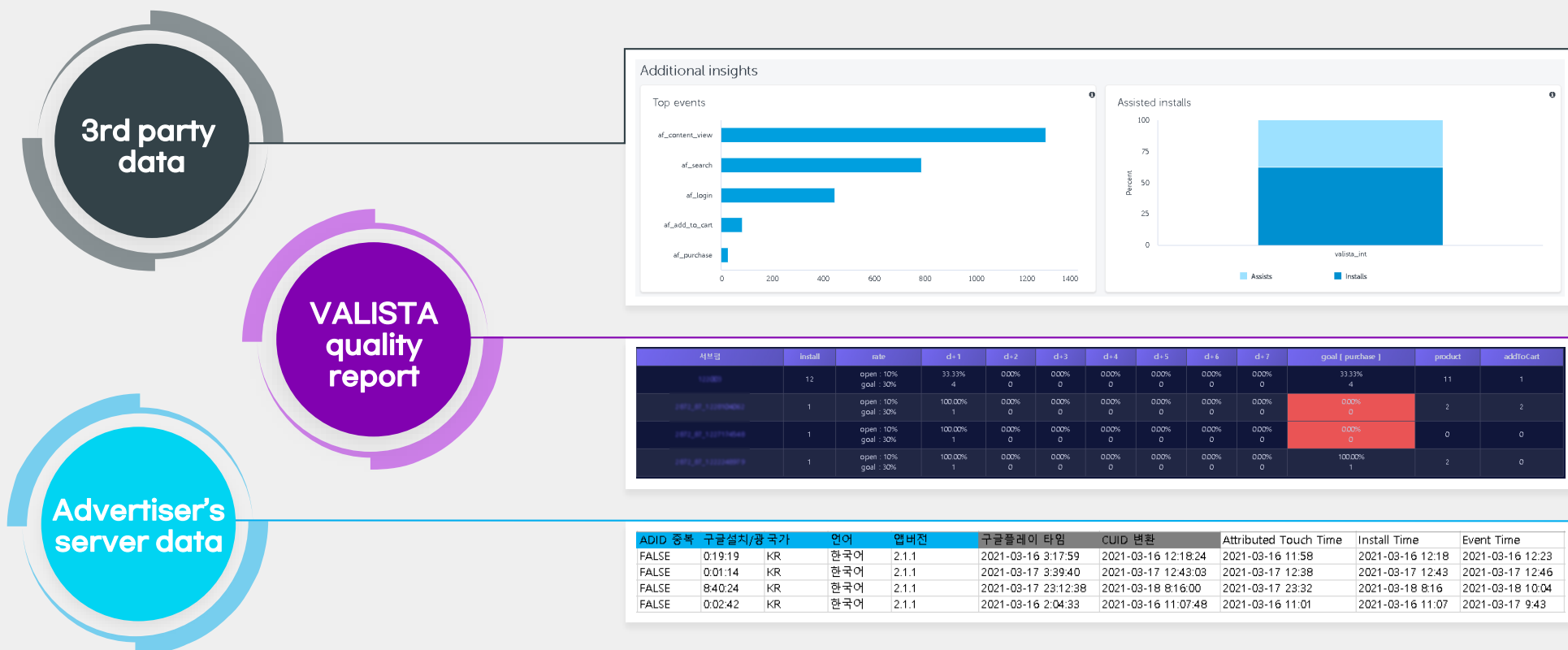
Establishing Global performance
Network partner relationship

Agency partners
Comas, Hiadone, Incross, PlayD, CHAI communication, Mezzomedia, Nasmedia, Keystonemc, NHN AD, eMFOCE, A1 PERFORMANCE FACTORY, Madup, digatalFirst, GnM Performance, STAX Marketing Group, PTKOREA

Co-work partners
Inmobi, AVAZU, TRADINGWORKS, AFFISE, tnk factory, Cauly, impact, MOBI CONNECT, 2ADE, YOU APPI, ADMAX, CAMPON
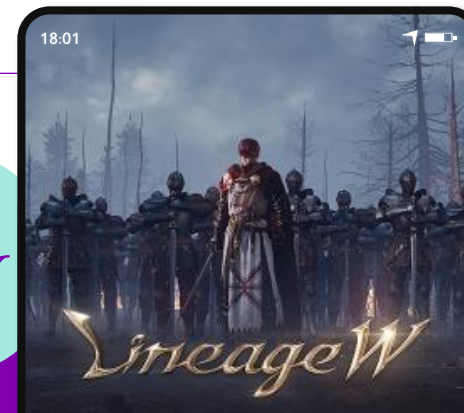
Global campaign **performance case**

📈 domestic/foreign targets
Pre-Registration Campaign

Lineage W

01 Approximately 3 months of extensive global DB collecting pre-booking marketing focused in Asia.

02 Preoccupation character campaign for actual participation of pre-booking users.

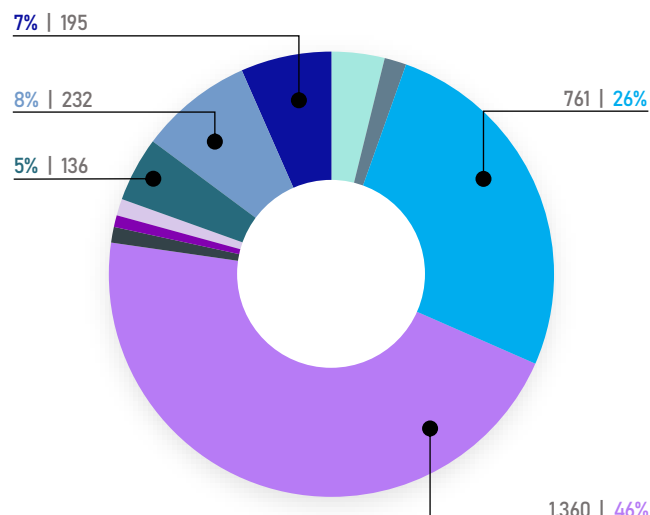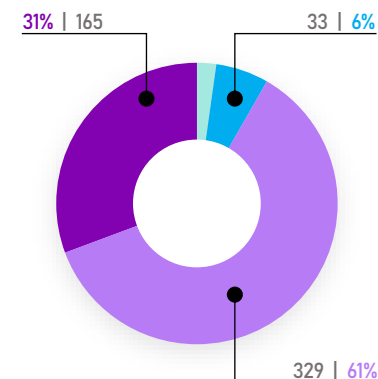**03** Pre-download marketing for 2days to maximize conversion efficiency after launch.

OS android ✦ IOS | CPA(Preorder) Campaign

Pre-Registration

- 11% | 28,603
- 8% | 21,327
- 4% | 9,512
- 3% | 8,166
- 9% | 23,512
- 11% | 27,926
- 22,849 | 9%
- 23,763 | 9%
- 11,705 | 5%
- 72,372 | 28%

Pre-Download

- 7% | 195
- 8% | 232
- 5% | 136
- 761 | 26%
- 1,360 | 46%

Preoccupation character

- 31% | 165
- 33 | 6%
- 329 | 61%
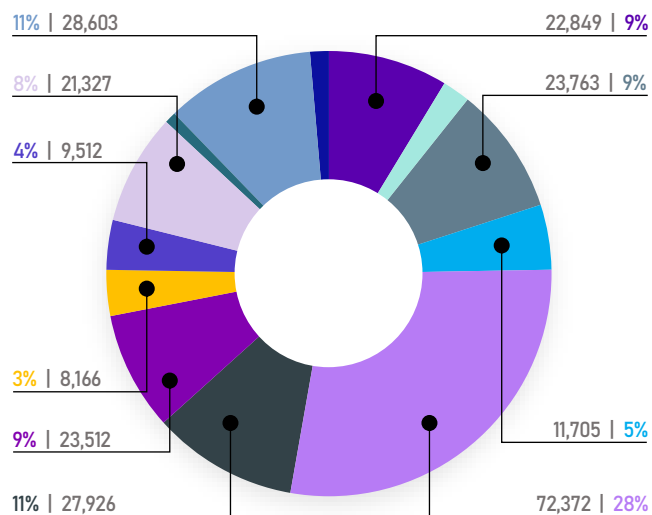
● AE ● HK/MO ● ID ● JP ● KR ● MA ● MY ● PH ● QA ● RU ● SA ● SG ● TH ● TW
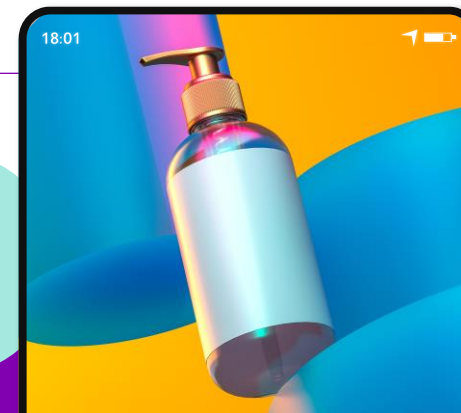
Global campaign **performance case**

annual traffic optimization
Achieve and maintain 150% ROAS

Beauty APP

01 **Suggests various advertising methods to increase ROAS and traffic**

02 **Executes Reward / non-Reward campaign appropriate to KPI**

03 **Intensively push with optimized advertising methods based on various performance marketing experiences**

04 **Afterwards, push publishers with high performance indicators to meet KPIs**

OS android IOS | (CPA/CPS/NCPI/NCPA)
Non-rewarding Execution Status

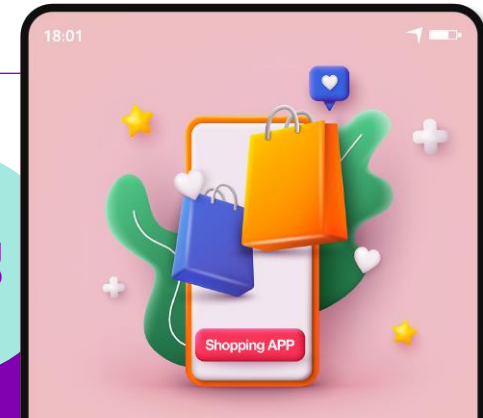| Payment	Period												Performance			
	Jul/20	Aug/20	Sep/20	Oct/20	Nov/20	Dec/20	Oct/20	Nov/20	Dec/20	Jan/21	Feb/21	Mar/21	Install	Registration	Purchase	ROAS
CPA														3,000		
CPP															30	
NCPI													4,000			
NCPA													2,000	1,000	200	150%

Global campaign **performance case**

optimal traffic in a short period
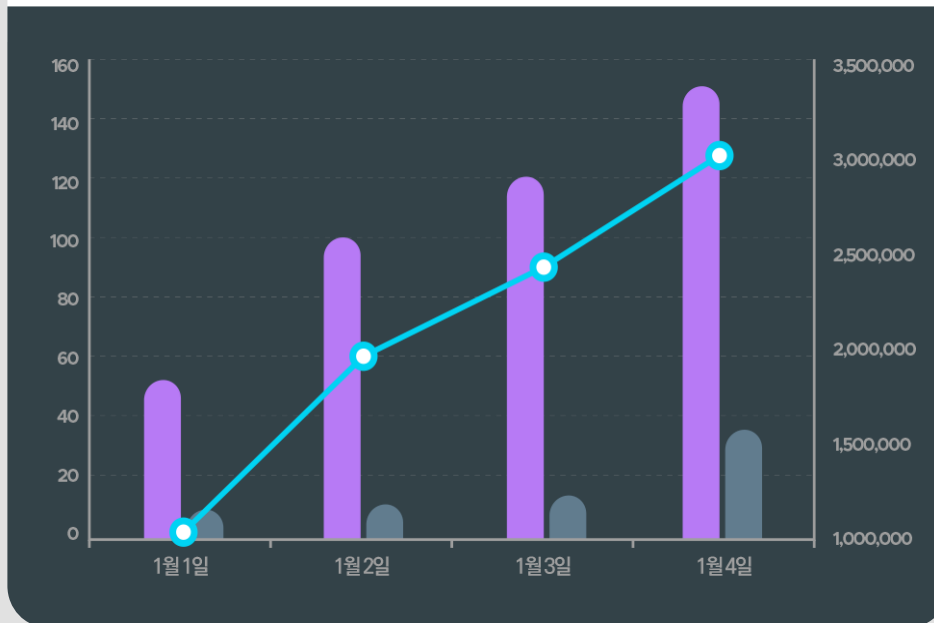# Achieve approximately 3000% of ROAS

Shopping **APP**

01 Monitoring VALISTA traffic in real time through integrating actual time tracker event postback data.

02 Language, country targeting ratio analysis to differentiate/optimize traffic.

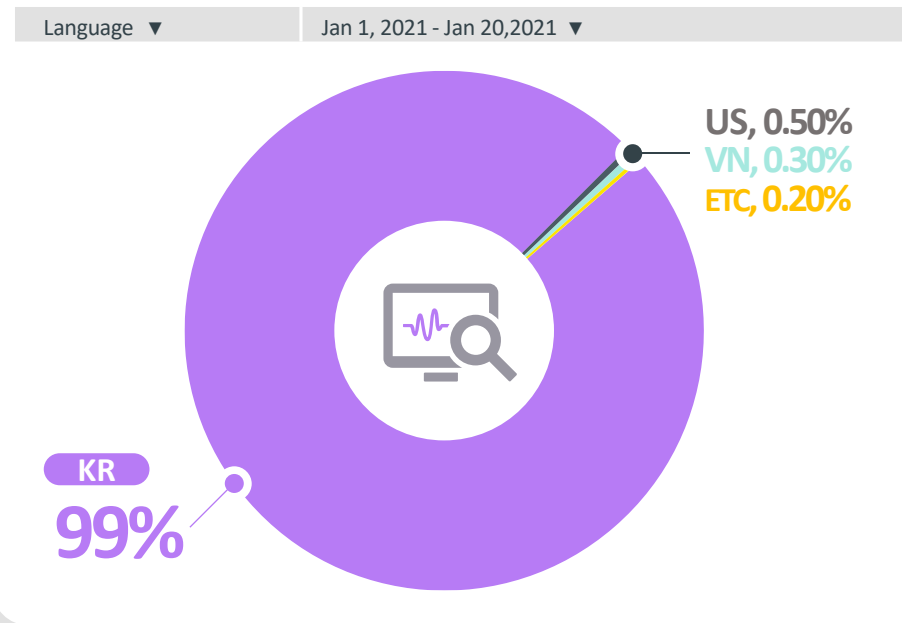03 Verifies tracker fraud data and expand traffic to operate campaigns continuously.

OS android IOS

In app event quality monitoring

● Install   ● Purchase   -○- Click

Traffic target rate monitering

| Language ▼ | Jan 1, 2021 - Jan 20,2021 ▼ |

US, 0.50%
VN, 0.30%
ETC, 0.20%

KR
99%

● KR   ● US   ● VN   ● ETC

Global campaign **performance case**

GAME APP

📈 annual traffic optimization
Transition to high-efficiency campaigns in a short period of time
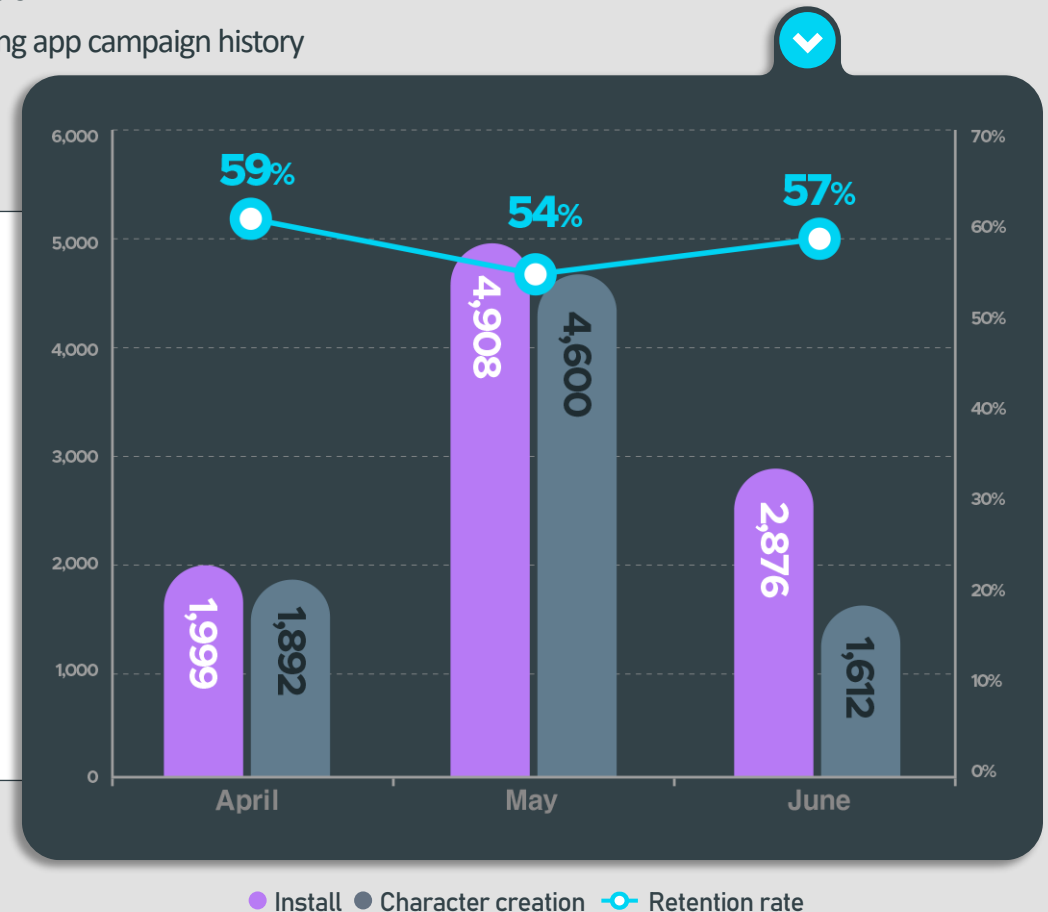
01 In addition to conversion, it optimizes various indicators such as retention, character creation and in-app participation to meet marketing goals

02 Maximize efficiency in a short period of time based on long-running app campaign history

OS · android · IOS | NCPI Campaign

V4, NEXON Company

Period	2021.04 ~ 2021.06
Campaign	NCPI
Install	9,783
Character Creation	8,104
Retention Rate	Approximately 56%
Channel	(Main) DA / (Sub) Influencer

April: Install 1,999 · Character creation 1,892 · Retention rate 59%
May: Install 4,908 · Character creation 4,600 · Retention rate 54%
June: Install 2,876 · Character creation 1,612 · Retention rate 57%

● Install ● Character creation ○ Retention rate

Technical
VALISTA

Provides proper system environment for your needs

Analyze and treat quality data with flexible developer's mindset
and 24/7 realtime fraud system.

VALISTA

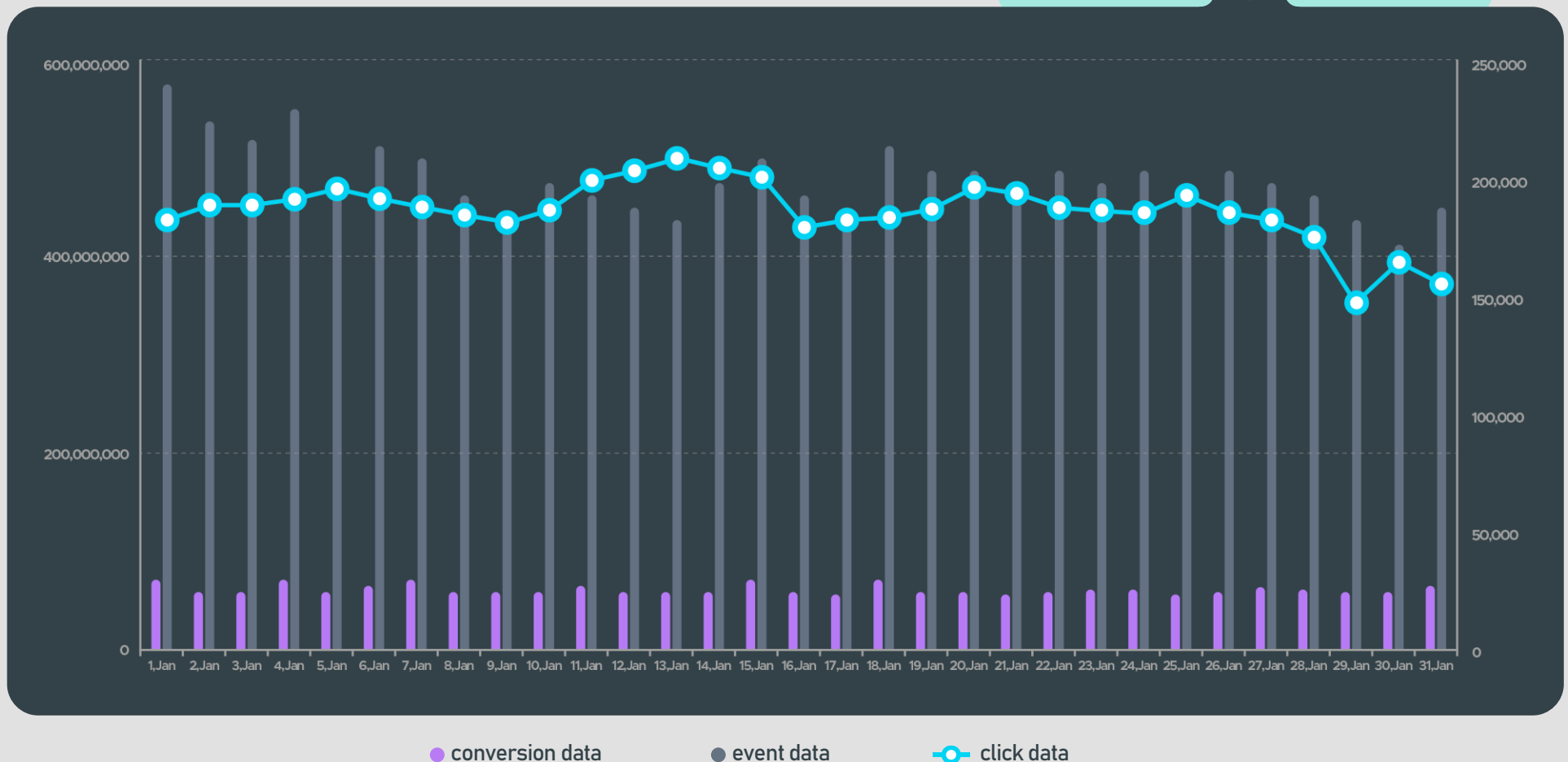## Attribution traffic operation status

Extensive data processing ability
Can accommodate 1 billion traffics a day

Daily average
click data

480 million

- conversion data
- event data
- click data

Domestic / Abroad
Main tracker integration

- All external trackers are Integrated for performance marketing.
- Basic tracking is possible with the Q tracker provided by our company without other tracker integration

Free integration support for VALISTA advertising execution

Main tracker integration

QTRACKER

adbrix
singular
Appsflyer
branch
Airbridge
adjust
KOCHAVA★
QTRACKER

+

- Simple dashboard
- Performance measurement : Real-time analysis of essential indicator performance is possible
- Real-time monitoring of devices
- Synchronizing with VALISTA attribution data

Double postback system

- If media or agency cannot send results, reports, or postbacks,
  it is possible to support integration according to partner's system condition

● Conversion data postback   ● Device tracking

Advertiser

VALISTA

Media

User Device

Partner
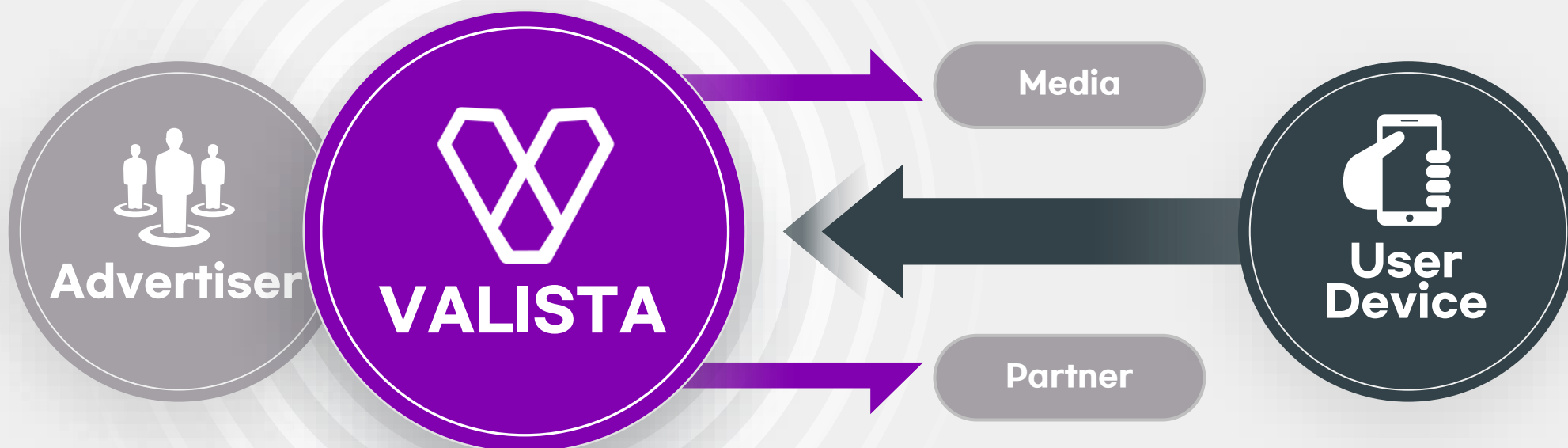
Various
VALISTA

Whatever your KPI is, VALISTA can handle it!
We prepared various traffics to provide several services
not only integrating trackers for App performance marketing

VALISTA

Providing various languages

Upgraded convenience of admin

Korean VALISTA

English VALISTA

China VALISTA

Japan VALISTA

DA/Influencer/App player
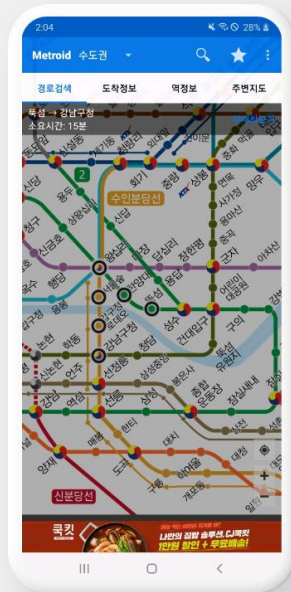# For non-reward campaign

- Impresses banner advertisements through various media partners that possess direct media and global app/web pages.
- Ads can be run on various SNS pages like Facebook and blogs
- Impresses ads on major app players(launchers) at the same time [Integrated app players : NOX/BlueStacks Etc.]

DA / Api partners   **SNS / Influencer**   **App player / Launcher tool**
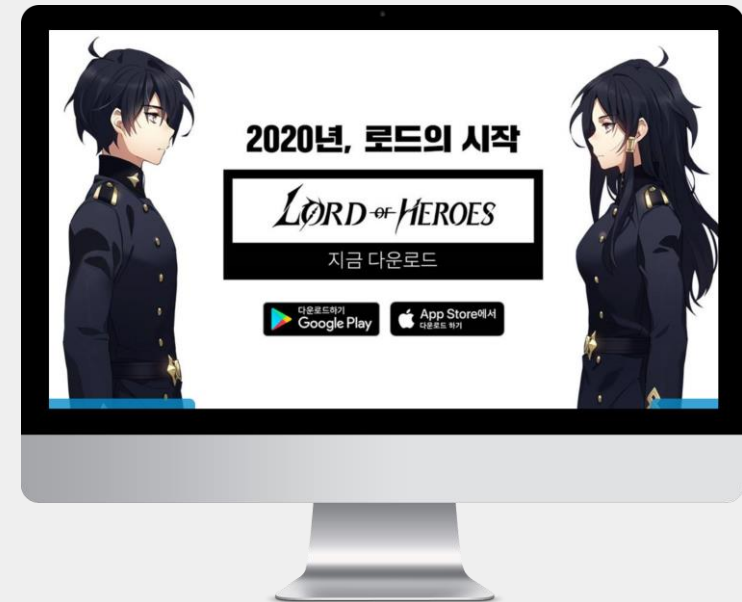
Global traffics
For reward campaign

- Domestic targets are integrated to GreenP (greenp.kr)
- **Global targeting campaign** : Can register and run ads easily and quickly by integrating with network partners who have global traffics of various countries

Korea target reward with Greenp

Global reward with network partners

Creative guide

You can register required images to each campaign categories. Share us PSD files and we will resize them.

Size(width x height)	Format	Volume	Additional
60×60	JPG or png	100KB less	Pre-Registration Banner
140×140	JPG or png	100KB less	
320×50	JPG or png	100KB less	
640×100	JPG or png	100KB less	
250×250	JPG or png	100KB less	
320×250	JPG or png	100KB less	
420×270	JPG or png	100KB less	
600×300	JPG or png	100KB less	
300×600	JPG or png	100KB less	Front Banner
450×800	JPG or png	100KB less	Front Banner
786×425	JPG or png	100KB less	Pre-Registration Banner
340×145	JPG or png	100KB less	Pre-Registration Banner
255×170	JPG or png	100KB less	Pre-Registration Banner
1080×80	JPG or png	100KB less	Pre-Registration Banner
720×150	JPG or png	100KB less	Pre-Registration Banner
220×170	JPG or png	100KB less	Game Banner / App player impresstion
1200×748	JPG or png	100KB less	Game Banner / App player impresstion

Thank you

VALISTA

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