

# 퍼포먼스를 디자인하다

 ad efficiency

# AD EFFICIENCY Introduction

At AD Efficiency, we craft the most effective ways for brands to connect with consumers in an ever-evolving environment. By strategically integrating media, platforms, and devices, and leveraging data-driven insights, we design not only performance outcomes but also brand direction and messaging.

As an official partner of leading platforms such as Naver, Google, Meta, and Kakao, we are an integrated digital marketing agency that supports brands through every step of their journey—from launch to growth—powered by the synergy of deep industry know-how and passionate experts.

We are **AD Efficiency**.

- **Company Name**      ADEfficiency Co., Ltd.
- **Co-CEOs**            Sohyun Park, Yujin Han
- **Established**         2012
- **Address**             4F-6F, Dongo Building, 28 Hyoryeong-ro 77-gil, Seocho-gu, Seoul, Korea
- **Annual Billings**     KRW 377.4 billion (as of 2024)
- **Business Areas**    Search Advertising, Display Advertising, Video Advertising, Social Media Advertising, App Advertising, Out-of-Home (OOH) Advertising, Solution Development, UI/UX Design, Landing Page Production, Publishing, and Creative Planning & Production

# Presenting successful integrated marketing strategies for our clients

## We are AD Efficiency, the No. 1 digital agency in Korea

### Advanced Data-Driven Decision Making

Conducting user data analysis via GA/ MMP tools  
Analyzing customer funnels by media channel  
Analyzing Voice of Customer (VOC) data  
Deriving actionable market insights  
Optimizing performance-driven SEO operations

### Full Funnel Marketing Strategy Proposal

Establishing campaign objectives and KPIs  
Real-time performance monitoring and optimization  
Integrated optimization of SA/DA campaigns  
Tracking and analyzing digital marketing trends  
Conducting market segmentation and positioning analysis  
Brand market research and competitor analysis  
Exploring seasonal targets and new media channels



### Performance Part



### Data Part



### IT Part

### Work Efficiency with ADEF Ad-Tech

GA set up and providing tagging guidelines  
Implementing automated reporting systems  
Developing customized dashboards for clients  
Creating client-specific ad tech solutions  
Managing landing page servers and publishing

### Custom Brand Creative Production

Creative Strategy Development  
Creative Concept Generation  
Seasonal & Target-Specific Content Production  
Landing Page Planning and Creation



### Creative Part



### Branding Part

### Present Branding Direction

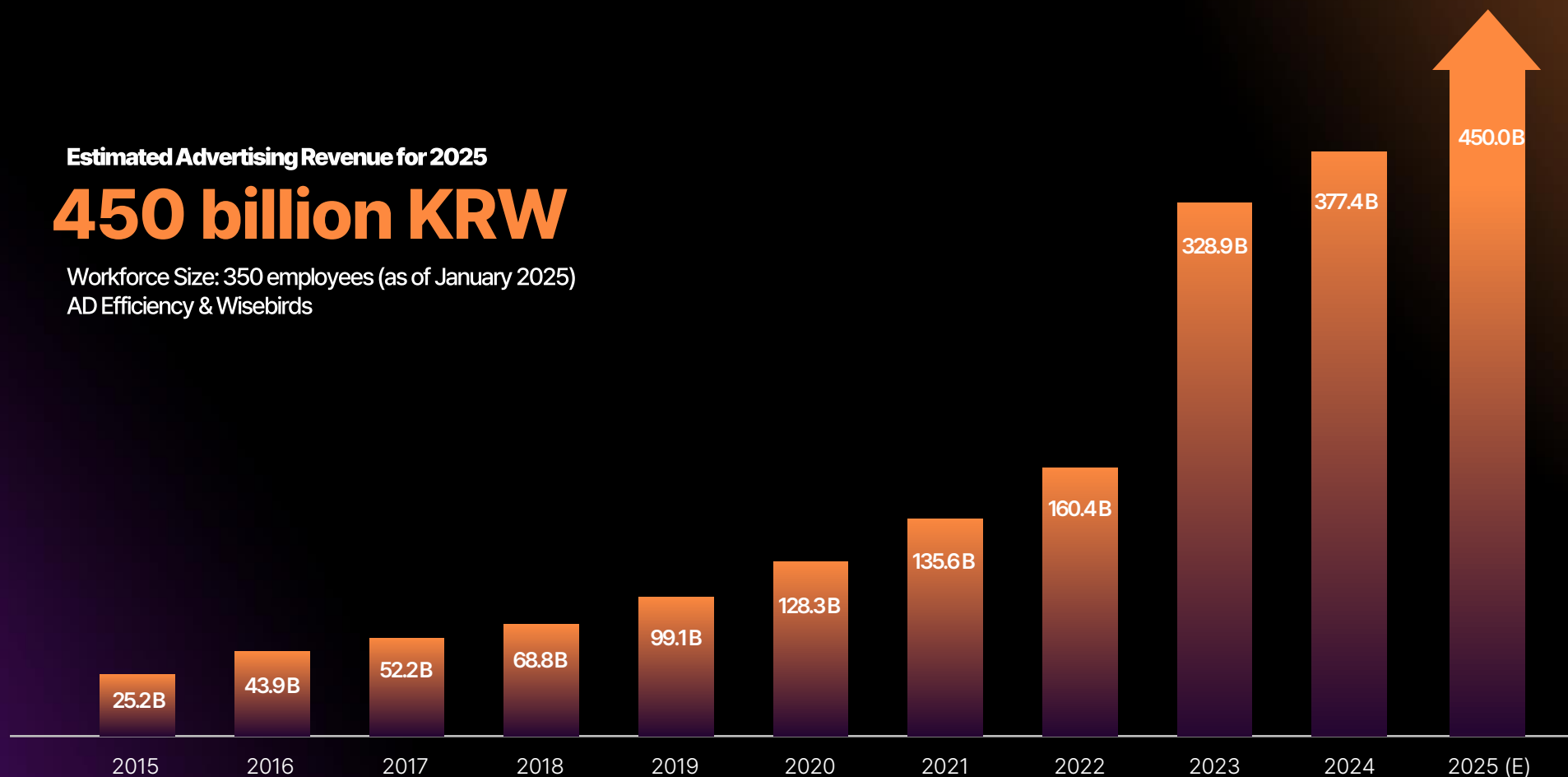
Planning Branding Video Materials/Concept  
Shooting Branding Images/Drawing Concepts  
PD/AD team communication  
Establishment of video strategies for each medium

In 2023, as part of the Wisebirds family, we strengthened our corporate credit and financial stability  
**Based on a solid financial structure, we possess strong media negotiation power**

Estimated Advertising Revenue for 2025

**450 billion KRW**

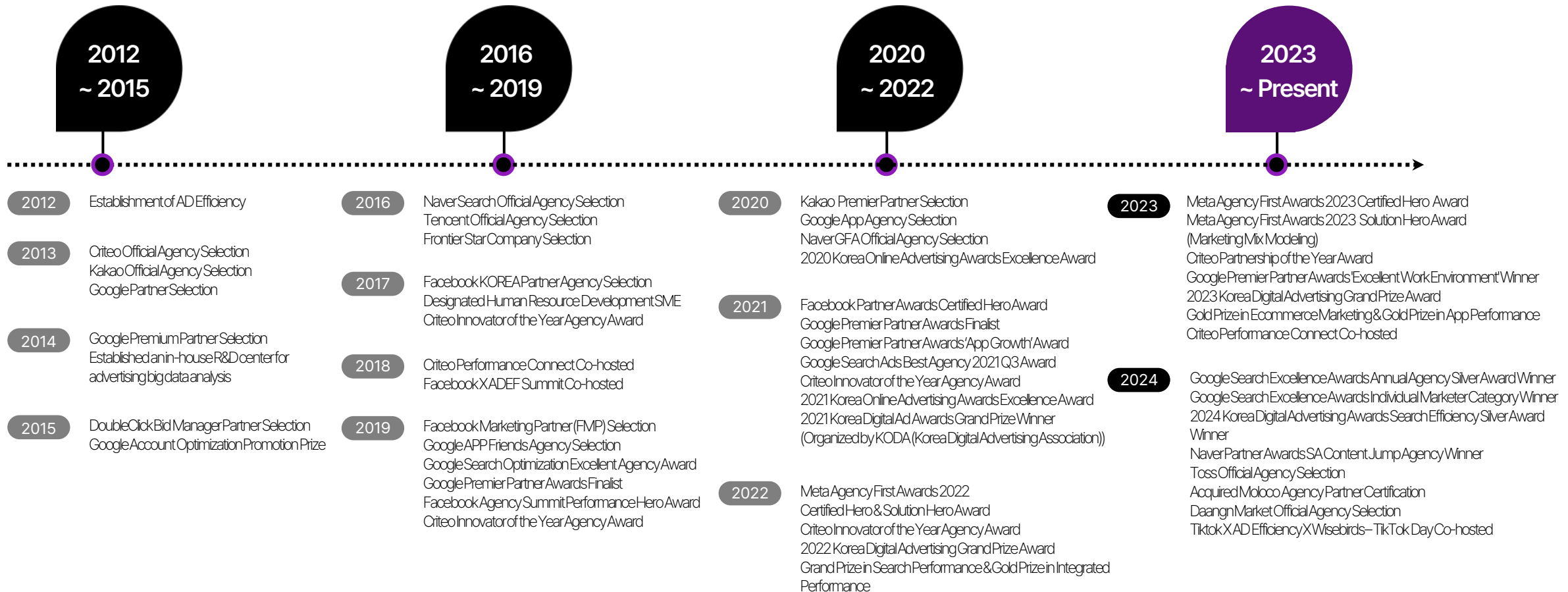
Workforce Size: 350 employees (as of January 2025)  
 AD Efficiency & Wisebirds



[Chart] AD Efficiency Annual Media Spend  
 (Reflecting 2023 Merger with Wisebirds)

## History

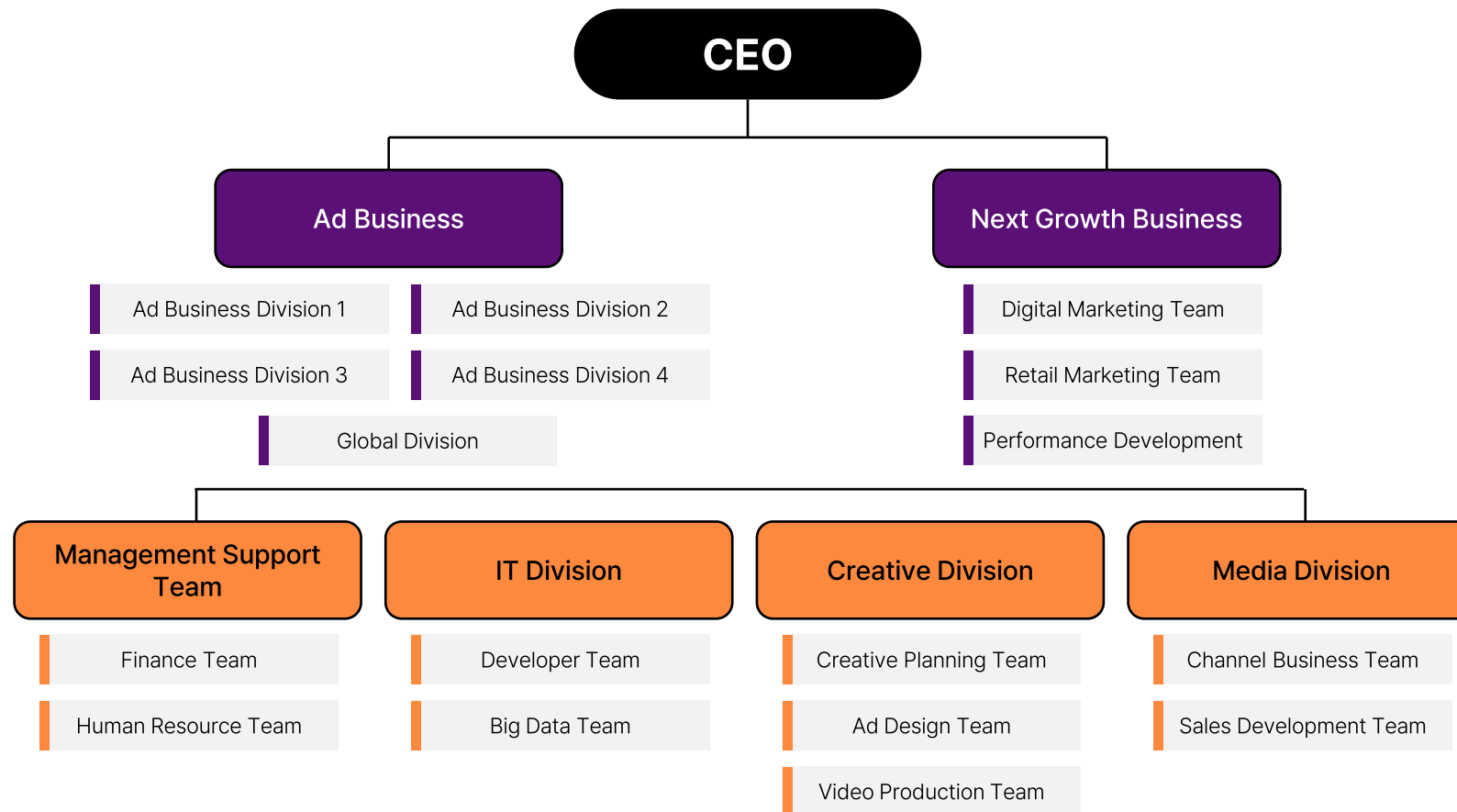
In the rapidly changing digital market,  
**we continue to grow and move towards a brighter future**



## Organization

Different fields, one goal - Only for client growth

**A group of experts in each field works and collaborates**



AD Efficiency delivers differentiated marketing strategies dedicated to driving client growth

# All-rounder Agency

Building a highly specialized marketing team



Partnering officially with  
top media platforms and  
specialists



Supporting the  
development of Ad-Tech  
solutions



Realizing data-driven  
marketing with our in-  
house Big Data Team



Developing creative  
strategies  
Discovering impactful  
content

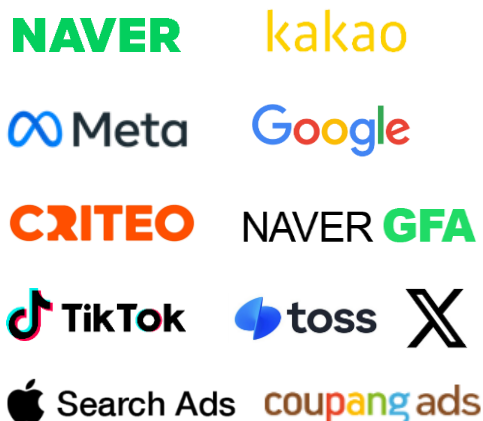
Multi-dimensional campaign expertise  
Proactive issue response system

## ADEF's Edge – Partnership

As an official premium agency for major domestic media, we strategically manage the entire digital landscape,  
**possessing strong partnerships and expertise**

### MEDIA

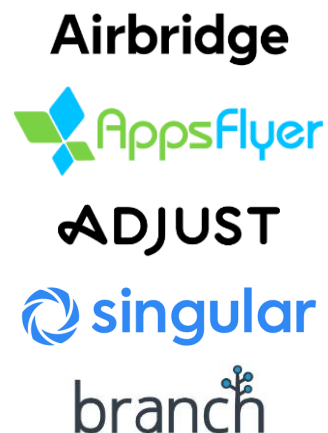
As a top-tier agency across all media platforms, we lead a wide range of successful case studies through premier partnerships



### MMP

(Mobile Measurement Partner)

Official partnerships with top domestic and global MMPs for integrated analysis across app installs, LTV, retention, and web-app engagement



### MEDIA REP & OOH AGENCY

Collaborate with all major marketing rep companies and leading OOH agencies in Korea, executing integrated ON-OFF marketing strategies





## ADEF's Edge – Media Expertise

Through our CHAMP system and specialized training programs,  
**deeply understand and expertly manage media operations**



### 1 We have key **media channel champ and specialists** to respond most quickly to rapid market changes

- » Providing optimized campaign operation support through certified champ and specialists for major media and platforms
- » Improving proactive campaign operation through rapid updates on new media products, policy changes, and other relevant information
- » Share major ad issues and sales status through regular meetings with the media, and collaborate with consulting & three-way meetings



### 2 We operate a **specialized training team** to cultivate marketers equipped with differentiated expertise

- » Operate a theoretical/practical training curriculum for new and junior employees
- » Support for quarterly external instructor invitation training and paid training vouchers for continuous marketer capacity building
- » Strengthening the individual expertise of marketers through practical, hands-on media studies and certification acquisition

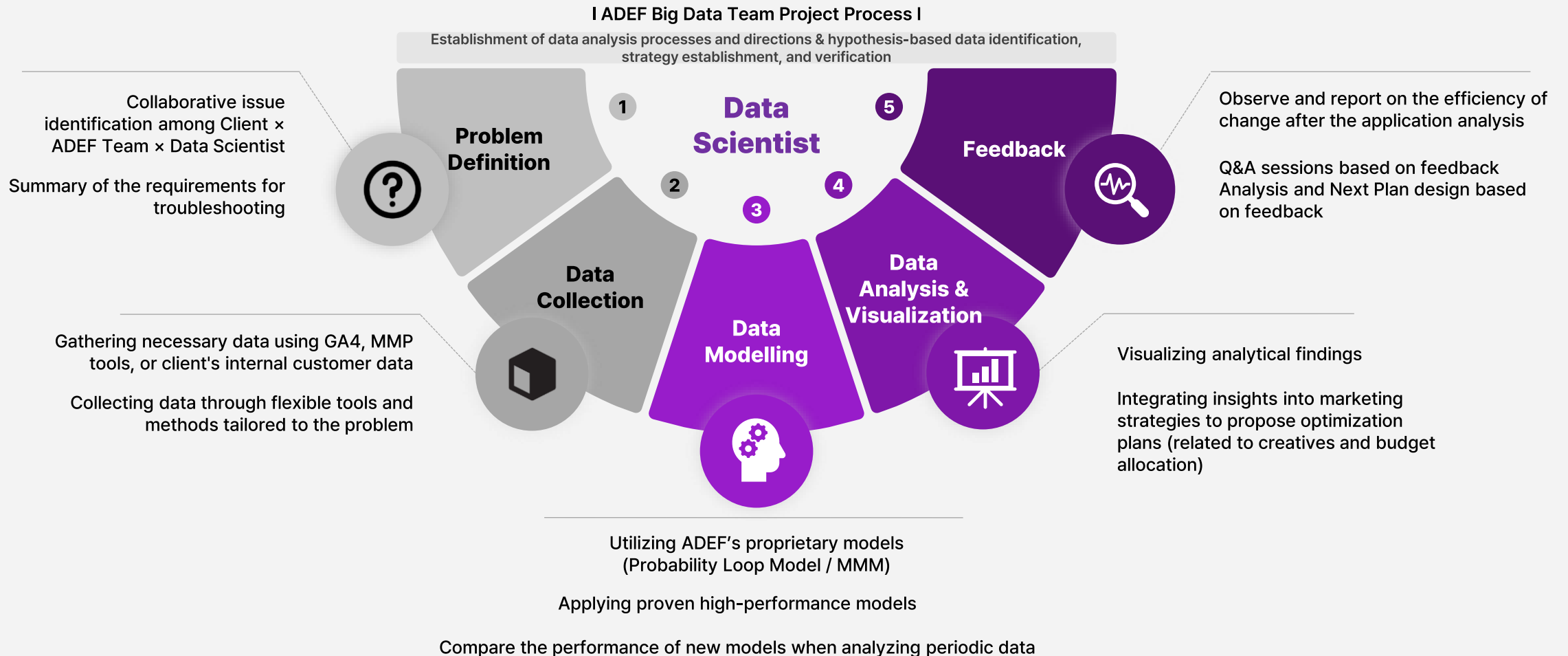


### 3 We deliver faster and more accurate insights to clients through **close collaboration with the media**

- » Co-hosting joint seminars with media partners to deliver first-hand insights on new media products and operational strategies
- » Regular publication of media trend reports to capture and share emerging digital market issues and key updates by platform
- » Spread campaign insights and enhance capabilities through quarterly internal media success story sharing and strategy analysis

## ADEF's Edge – Data-Driven Marketing

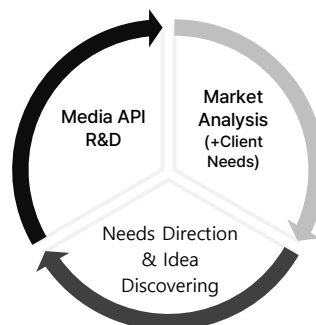
We conduct customized projects through data scientists,  
**Design the direction of the campaign more precisely**



# To capture even the smallest consumer signals, We independently develop a range of AI- and API-based solutions

## 1. Media API-Based Solution Development

- » Conducting market and user analysis, API research, and solution implementation
- » Developing differentiated solutions and services through API application
- » Deep understanding of media API's operational logic and structure, enabling rapid utilization when new media or APIs are released



► Diverse media API analysis capabilities and case studies

Meta Marketing API

Google Ads API

Kakao Moment API

Twitter Ads API

Snapchat Ads API

TikTok Marketing API

## 2. AI Measurement Solution Development (MMM)



- » Propose media mix optimization tailored to budget changes and scenarios by building MMM (Marketing Mix Modeling) using open source
- » Enhance efficiency by verifying advertising effectiveness through data-driven media planning, execution, and results analysis
- » Data-based, systematic execution of media mix that relied on qualitative judgment (Machine learning based, becomes more sophisticated with longer use)



2023, Meta Agency First Awards [Solution Hero] Award

Build an MMM model using Robyn to achieve superior performance  
(3% difference in actual forecast conversion)

## 3. Full-Stack Marketing Solution, 'Purple Orange'



Monitoring

### » Smart Monitoring

Monitor related search terms, search advertisement rankings, landing pages, SNS, product feeds, etc. of brand/competitors and quickly reflect in strategies



UI / UX

### » Opti-Page

Find optimized UX/UI and suggest direction by validating various landing pages as well as creating separate event pages for A/B testing



Operation

### » PMA (Performance Marketing Automation)

Maximize efficiency with automatic bidding based on media as well as mass registration of DA/SA advertising materials to verify hypotheses required for performance marketing



Analytics

### » MDA (Multi Dimensional Analytics)

Probability Loop Model develops new strategic solutions by analyzing Three-dimensional contribution by campaign and media



Reporting

### » Insight Report

Providing customized daily, weekly, and monthly reports focused on key KPIs, going beyond basic media reporting to guide campaign direction effectively



2021, Grand Prize in the AdTech Marketing Sector  
by the Korea Digital Advertising Association

Develop Probability Loop Model on its own and measure contribution by different ad touch points

**ADEF's Edge** – Creative Excellence

Through a systematic process from planning to production  
**Densely run the whole process and increase creative completeness**



#Banner Ads #Video Ads #ShortForm #UI/UX #Brand Films #ATL #BTL #OOH #TV #Radio #Popup Stores #Branded Content #Landing Page Development #Generative AI

## ADEF's Edge – Global Campaigns

From domestic brands' global expansion to global brands' entry into Korea,  
**It operates systematically through an optimized dedicated team**



**ADEF's Edge** – Retail Marketing

An Essential Choice for Business Growth - 'Retail Media'  
**Provide consulting considering the overall retail environment**



### A to Z Management

*"Comprehensive performance-focused management across the entire process"*

Close care for optimization, such as product structure analysis, efficiency monitoring, and exposure strategy

Provides integrated retail consulting for both short and long-term brand growth



### Manpower

*"A team of experts who know Coupang best"*

Strategically led by former Coupang professionals with a focus on delivering tangible performance results

AE, Tech, Big Data, and Design organizations form a single team with high execution capabilities



### Partnership

*"Close network-based operations"*

Collaborate with Coupang's agency team to respond quickly to updates and get priority access to new beta tests

Propose and jointly plan differentiated marketing strategies based on cooperation with the media



### Data & Insight

*"Data-driven strategic planning and execution excellence"*

Establish indicator analysis and problem diagnosis processes based on real-time performance data




















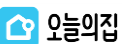












































Precision campaign design with internal analytics tools and data scientists' collaboration



## ADEF's Edge – Operational Reference

Based on industry-specific strategies and optimized operations,  
**We continue to grow alongside a wide range of brands**

(48% of our clients have maintained partnerships with us for over three years, running long-term campaigns.)

Finance & Tech	E-Commerce	Luxury	Travel	Beauty	Entertainment & Gaming
  <small>교보라이프플래닛생명</small>        	            	 <small>MOËT HENNESSY • LOUIS VUITTON</small>     <small>ROMA</small>     	         	           	     <small>WE BELIEVE IN MUSIC</small>     

**Performance Beyond Performance**  
**Explore the completed portfolio from AD Efficiency's perspective**

**Our performance is outperforming**



# PROJECT 01

여기어디.



Winner of Gold Prize in APP Performance Category / Korea Digital Advertising Awards (KODAF 2023)  
Winner of "Project of the Year," Criteo Agency Awards 2024

## APP Campaign

### Two-Track App Campaign for Domestic & Global Customer Acquisition

In response to rising post-pandemic travel demand, it launched a dual-track strategy to drive stable domestic revenue while expanding newly introduced international travel services.

Executed a UA campaign to build awareness and increase user inflow. We ran a dual retargeting strategy based on the acquired audience, securing new bookings.

Building campaign structures tailored to specific business goals, refining bidding strategies, and strengthening creatives to reflect user intent and seasonality, increased sales and successfully stabilized the client's new travel business.

Client

YEOGI

Industry

Travel, Accommodation, Leisure

Period

2018 ~ Present



# PROJECT 02

CLIO  
PROFESSIONAL

Gold Prize in Integrated Performance, Korea Digital Advertising Awards (KODAF-2022)  
Winner of "Solution Hero," Meta Agency First Awards 2022

## Full-funnel Campaign

### Performance Campaign Linking New Product Awareness to Sales

Focusing on launching new cushion products for major seasons S/S and F/W, executed strategic performance campaigns that connect everything from securing awareness of the new product line to actual sales results.

Recognized as the "first brand success case" using Meta's Olive Young joint advertising solution, which led to receiving the Meta Solution Hero Award in 2022.

Maximized performance efficiency by creating platform-specific creative content that considers channel characteristics and user intent, based on our know-how in operating in-house media.

Client CLIO

Industry BEAUTY

Period 2020 ~ Present





# PROJECT 03

## ISOI

### Performance Campaign

#### Achieving Promotional KPIs Using X

Developed a strategy leveraging the X platform (formerly Twitter) to increase sign-ups and purchases among users in their 20s and 30s.

By selecting the most effective media channels to enhance target reach, we executed a retargeting campaign with creatives promoting a "first purchase" benefit offer to encourage new member sign-ups.

Diversified both our creative strategy and targeting approach to drive specific actions aligned with KPIs for conversions and sign-ups

30% increase in target segment sign-ups & 20% improvement in ROAS

Client

ISOI

Industry

BEAUTY

Period

2022 ~ Present



# PROJECT 04



## APP Campaign

### Strategy to Increase Returning and New Users for Woori WON Banking

To increase MAU for Woori WON Banking, we executed a campaign to drive new and existing customer inflow using a diversified media mix. (Kakao Moment, Naver GFA, Reward-based offerwall platforms such as Naver Pay, Cash Friends, Cookie Oven, Nstation and various vertical media)

New user acquisition through Google AC and DSP channels.

Campaigns were aligned with in-app promotions and events, utilizing reward-type offerwall ads and platforms like Google Ace and Tosso to increase MAU contribution further.

MAU 223% increase after AD Efficiency's operation.

Client	WOORIBANK
Industry	FINANCE
Period	2023 ~ Present





# PROJECT 05

세무법인 헤움

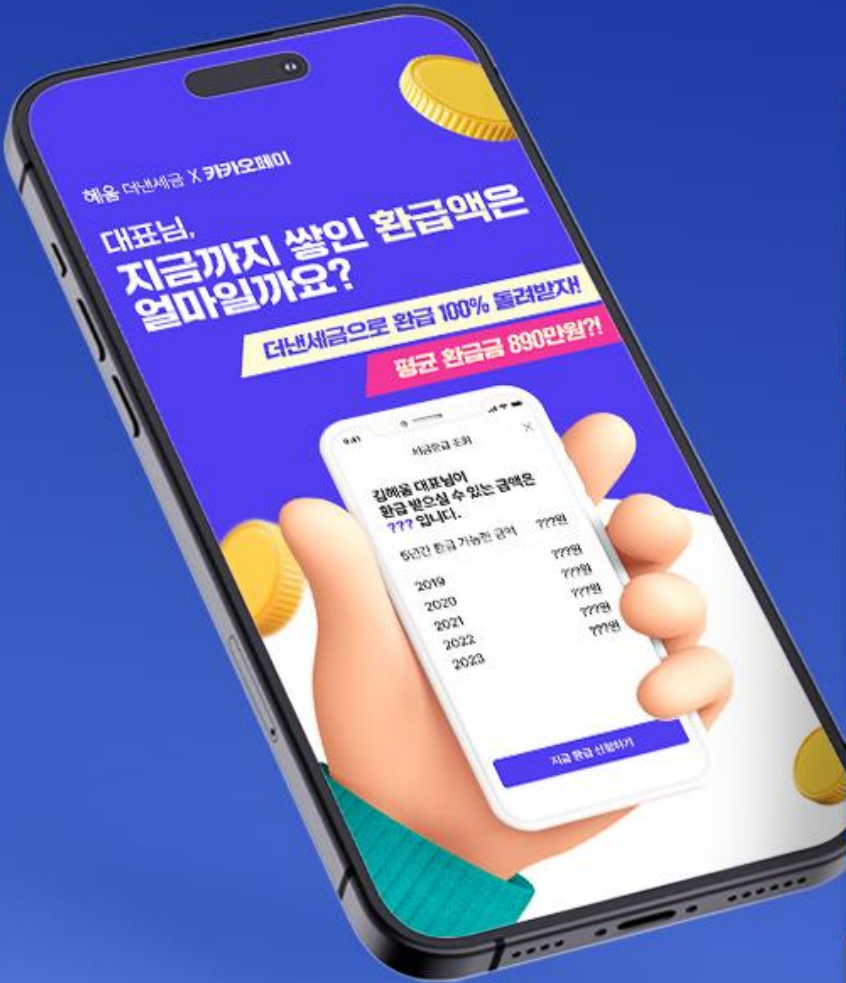
## B2B Campaign

### Improved CPA Through New Media Channels for Business Targeting

Aimed at increasing application volume for amended tax claims and boosting revenue, we explored and tested new vertical media channels capable of targeting business owners. (Key platforms included Kakao Bank, Kakao Pay, Baemin (Baedal Minjok), and Daangn Market.)

Media allocation was optimized based on performance, media allocation was optimized based on performance, resulting in a significant boost in application volume.

Client	HEUM
Industry	FINANCE/TAX/B2B
Period	2024 ~ Present



# PROJECT 06

## SSF SHOP



Grand Prize Winner in Search Performance Category, Korea Digital Advertising Awards (KODAF 2022)

### Search Campaign

#### Search Ad Optimization for Increased Sales and Membership Sign-Ups

For efficient integrated marketing and performance analysis, we propose media channel contribution analysis using our reporting solution, big data, purchase cycle, and characteristic analysis by brand.

For new launches and existing brands aiming for sales growth, we analyze marketing performance and media efficiency through our data analysis solution, leading to an average of 49% increase in sales and a 21% increase in ROAS compared to the previous year.

Operated numerous brand searches for the main SSF mall and each major brand, proposing optimized operations through various content tests that reflect key points

Client

Samsung C&T Corporation—Fashion Division

Industry

FASHION COMMERCE

Period

2021 ~ 2024



# PROJECT 07



## Search Campaign

### Strategic Search Advertising Execution Powered by Big Data

Establish big data-based advertising strategies tailored to key seasonal mobile device launches.

Efficiently convert potential customers into purchasers through query and order relationship analysis, and maximize purchase efficiency by analyzing the relationship between queries and actual purchases to derive optimal bidding strategies.

Using VOC and trend analysis solutions, we extract user interest and high-efficiency keywords to build an optimal keyword pool tailored to campaign objectives.

Up to 130% increase in order volume after AD Efficiency's operation

Client

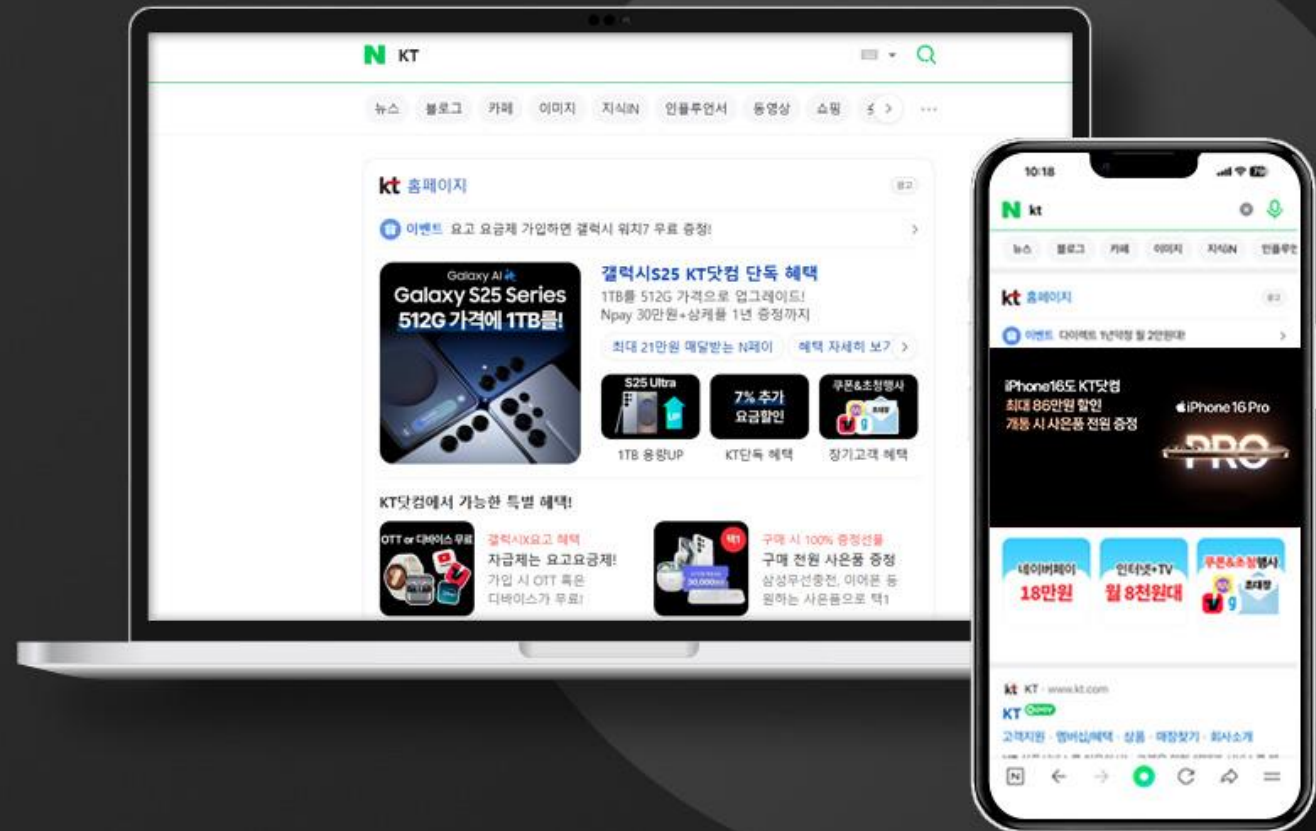
KT

Industry

TELECOMMUNICATIONS

Period

2023 ~ Present





# PROJECT 08

UNI  
QLO

## Message Campaign

### Message Optimization Through Diversified Creative Planning

Utilizing Kakao Sync for refined targeting,

Crafted various message formats tailored to each promotional campaign and developed monthly messaging strategies.

Maximize content coverage by leveraging the platform's diverse features and advertising products.

Significantly improved message open rates and increased sales volume through continuous creative testing for exposure optimization.

Client

UNIQLO

Industry

FASHION/SPA

Period

2023 ~ 2024





# PROJECT 09



## Video Campaign

### Short-Form and Video Content Planning & Production

Planned, filmed, and edited video content to promote the launch of Japanese MD.

Along with interview-style content planning that can enhance fandom engagement, our in-house video production team directly films and, based on shooting sources and global team collaboration, completes high-quality Korean/English bilingual subtitle work.

The produced teaser/main videos are distributed through the artist's official channels and Japanese pop-up stores.

Client

JYP ENTERTAINMENT JAPAN

Industry

ENTERTAINMENT

Period

2024



### Stray Kids MEMBER PRODUCED GOODS : Making Movie





# PROJECT 10

**LVMH**  
MOËT HENNESSY • LOUIS VUITTON

## Performance Campaign

### Tailored Performance Strategies Aligned with Each Luxury Maison's Objectives

As the official digital performance partner for global luxury conglomerate LVMH Group, we operate strategic campaigns that drive tangible sales results while preserving each brand's unique value and identity.

Leveraging a full spectrum of digital channels, we swiftly respond to evolving market dynamics and deliver a premium brand image through insight-driven communication.

Drawing on cross-industry experience both domestically and globally, we continue to optimize results by designing customized campaigns tailored to each Maison's needs.

Client

LVMH Group (Louis Vuitton, Dior, CELINE, Fendi, Loro Piana, and more)

Industry

LUXURY

Period

2021 - Present





# PROJECT 11



## Full-funnel Campaign

### Maximizing Coverage and Sales Through Synergy Between Branding and Performance

Operated OOH (Out-of-Home) and digital branding advertisements that can maximize exposure, utilizing video content that captures the campaign message.

Retargeting performance ads were executed using audience pools built from branding campaigns, establishing a positive feedback loop from traffic to purchase.

Seasonally themed creatives tailored to local market characteristics were deployed strategically to maximize user response, while customer data was leveraged to segment audiences and drive efficiency. The campaign exceeded ROAS targets through optimized targeting and localized execution.

Client

LULULEMON

Industry

FASHION

Period

2023 ~ Present



# Thank you

» **Contact Us**

**A.** 4F-6F, Dongo Building, 28 Hyoryeong-ro 77-gil, Seocho-gu, Seoul, Korea

**T.** 070-4651-1199   **E.** [contact@adef.co.kr](mailto:contact@adef.co.kr)   **H.** <https://www.adef.co.kr>