

KAKAO MEDIA KIT

By Nitaro Digital Marketing

kakao Services







KakaoStory Display

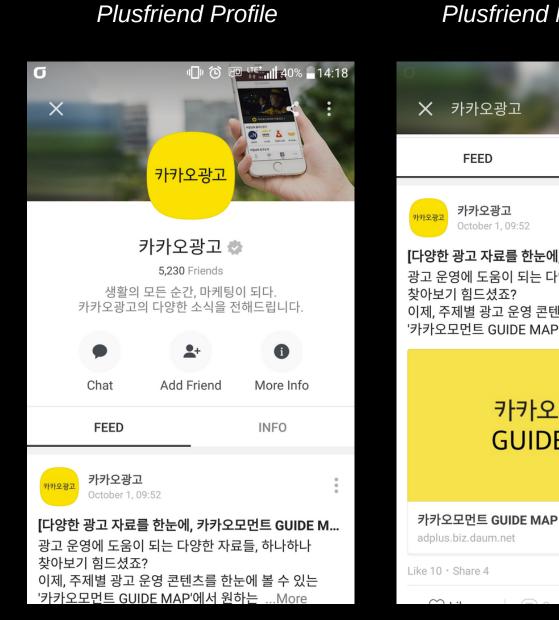
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Kakao Talk

KAKAOTALK PLUSFRIEND What is it?

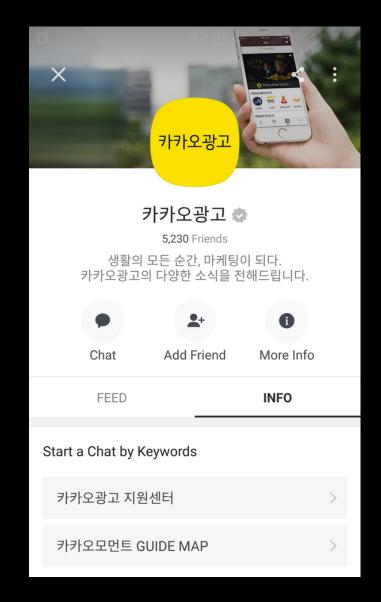
Kakao PlusFriend is a business platform in KakaoTalk.

You can use it for branding, communicating, target marketing and PR



Plusfriend News Feed

Plusfriend Chatbot



[다양한 광고 자료를 한눈에, 카카오모먼트 GUIDE M... 광고 운영에 도움이 되는 다양한 자료들, 하나하나 이제, 주제별 광고 운영 콘텐츠를 한눈에 볼 수 있는 '카카오모먼트 GUIDE MAP'에서 원하는 ...More

INFO

카카오**모먼트 GUIDE MAP**

KAKAOTALK PLUSFRIEND

Benefits

1) You can create contents such as business information, brand news and promotions

2) Kakao offers an optimized actionbutton (Call to Action)Payment button for commercialbusiness

- Open chatting button for inquiry

3) Diverse ways to send your news to Friends

- Possible to publish a posting like picture, video or card view

- Possible to check your Friend's reaction and spread using 'like', comment, and sharing Image of Kakao PlusFriend Messaging to followers

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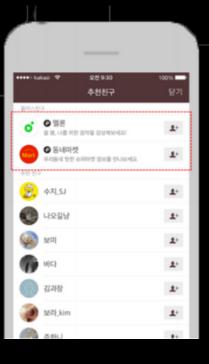
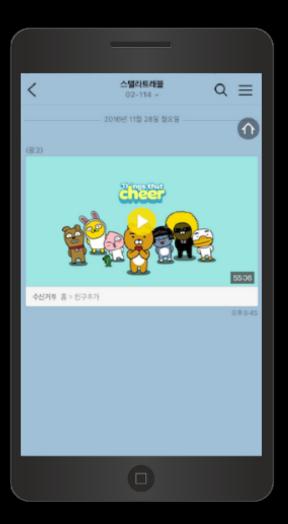


Image of company profile list





TARGETING



Customer file

PlusFriend / Followers

Lookalike audience

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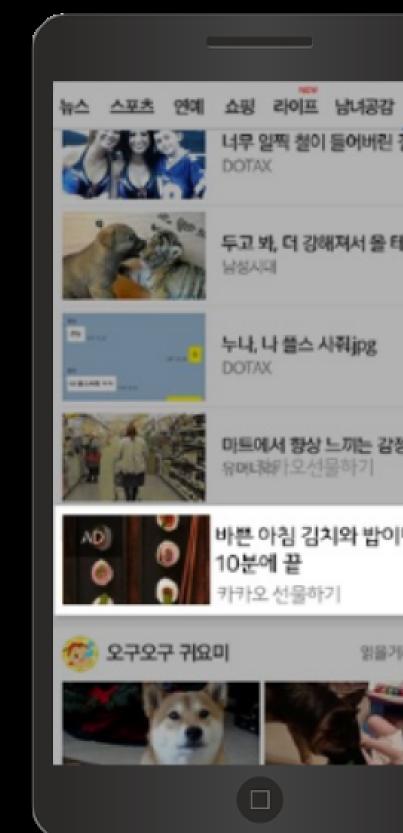
Demographic

Persona



KAKAOTALK DISPLAY Banner ads (CPM, CPC, CPA

- What kind of Ad types I can use?
- thumbnail feed
- message



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피할 수 없는 설거지, 편 하게라도!

먹을땐 좋았지만...먹은 후 설거지는 하기싫죠? 피할 수 없는 설거지 좀 더 쉽고 간편하게 해봐 요.

🖸 구매하기

KAKAOTALK DISPLAY Banner ads (CPM, CPC, CPA

Example of banner ads

카카오톡 채널 : 연예기사 콘텐츠 하단

[DA:리뷰] 조민기 "성추행? 거려차원"vs청주대

12:37 AM





이점민 아나운서 "주영훈 조롱 영상, 지인인 줄...착잡해" ② 263

ALL KT LTE

노선영 다독인 밥데욤 "7위 할 줄 알고 있었다" Ø) 1579
Ø





조민기 측 "성추행? 루머"vs청 주대 "조사결과 중징계"

② 319

Friands

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Chairs

Channel

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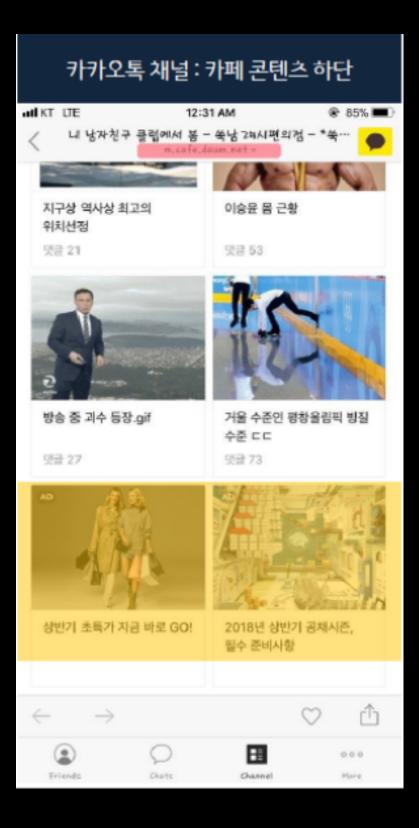
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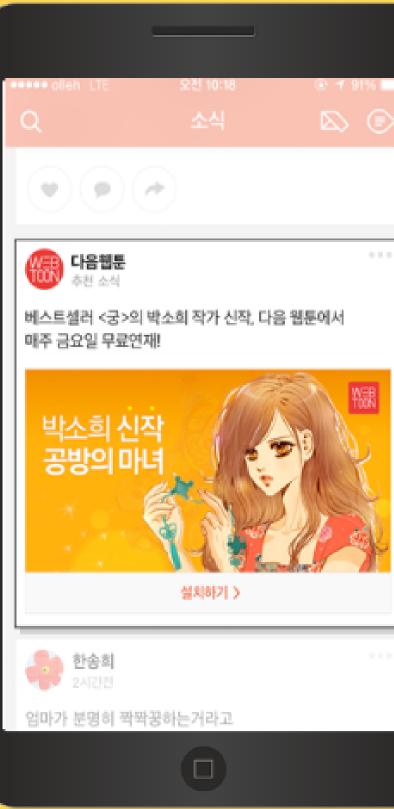


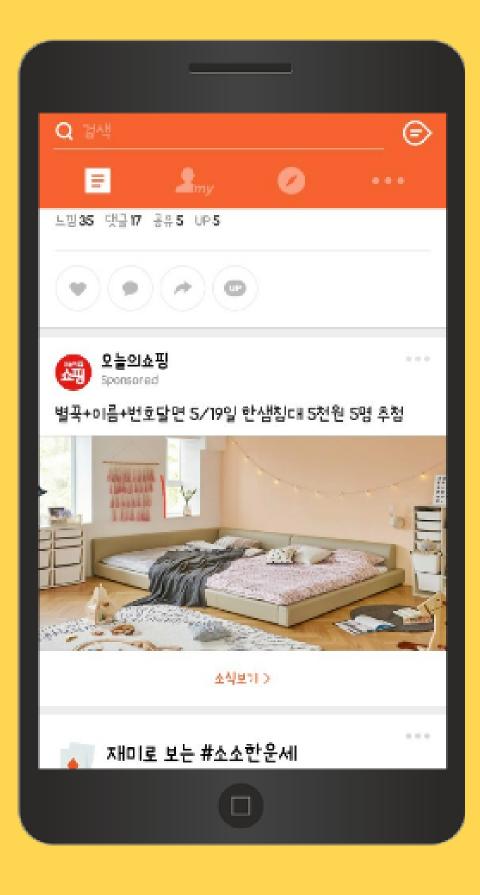


KAKAOSTORY DISPLAY What is KakaoStory?

Similar to Instagram and Facebook.

A user can communicate with their family and friends using contents like text, image, video, etc. For brands, there is the Kakao StoryChannel.





KAKAOSTORY DISPLAY Banner ads (CPM, CPC, CPA)

Example of KakaoStory ads

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카카오스토리 APP : 10-12번째 피드





KakaoTalk Display – Banner dimensions

Туре	Sub type	Size	Fil
Image feed	Profile image	300x300 px	JPG, J
Image feed	Ad image	1200x628 px	JPG, J
Thumbnail feed	Profile image	300x300 px	JPG, J
Thumbnail feed	Ad image	640x480 px	JPG, J
Front type	Profile image	300x300 px	JPG, J
Front type	Ad image	720x1000 px	JPG, J

ile type JPEG, PNG JPEG, PNG JPEG, PNG JPEG, PNG JPEG, PNG File size 200kb 400kb 200kb 300kb 200kb



Kakao Network

Network Mobile Daum Desktop Daum Afreeca TV app Zum PC

Sub type Ad image Ad image Ad image

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Size 320x100 655x120 320x50 300x150