

kakao

&



# KAKAO MEDIA KIT

By Nitaro Digital Marketing

# kakao | Services

**1** KakaoTalk  
PlusFriend

**2** Targeting

**3** Kakao Talk  
Display

**4** KakaoStory  
Display

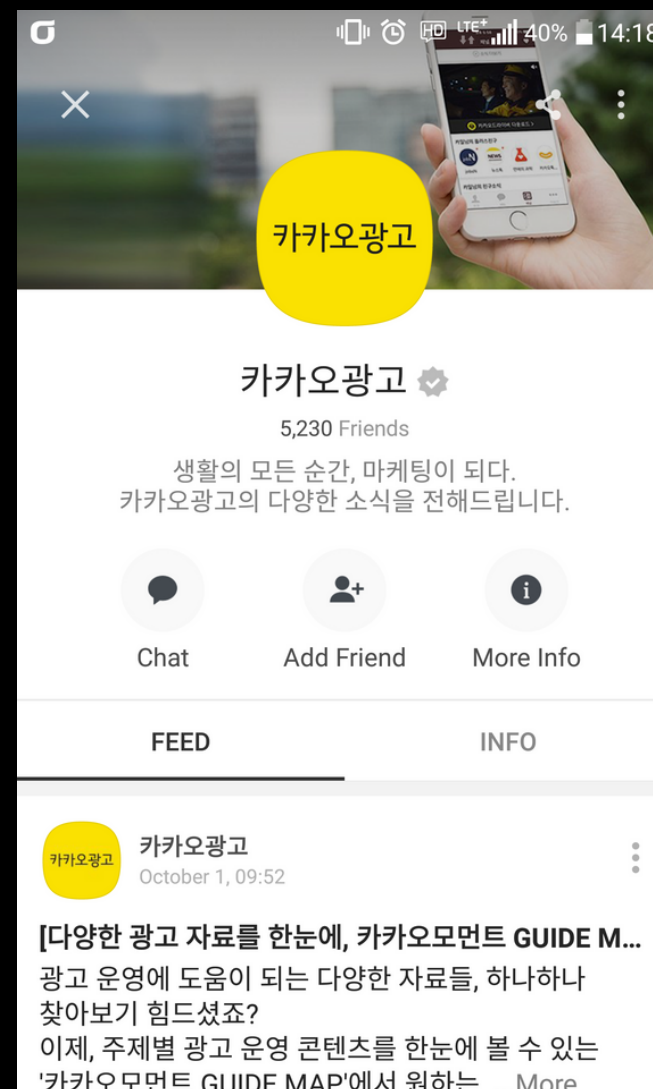
# KAKAOTALK PLUSFRIEND

## What is it?

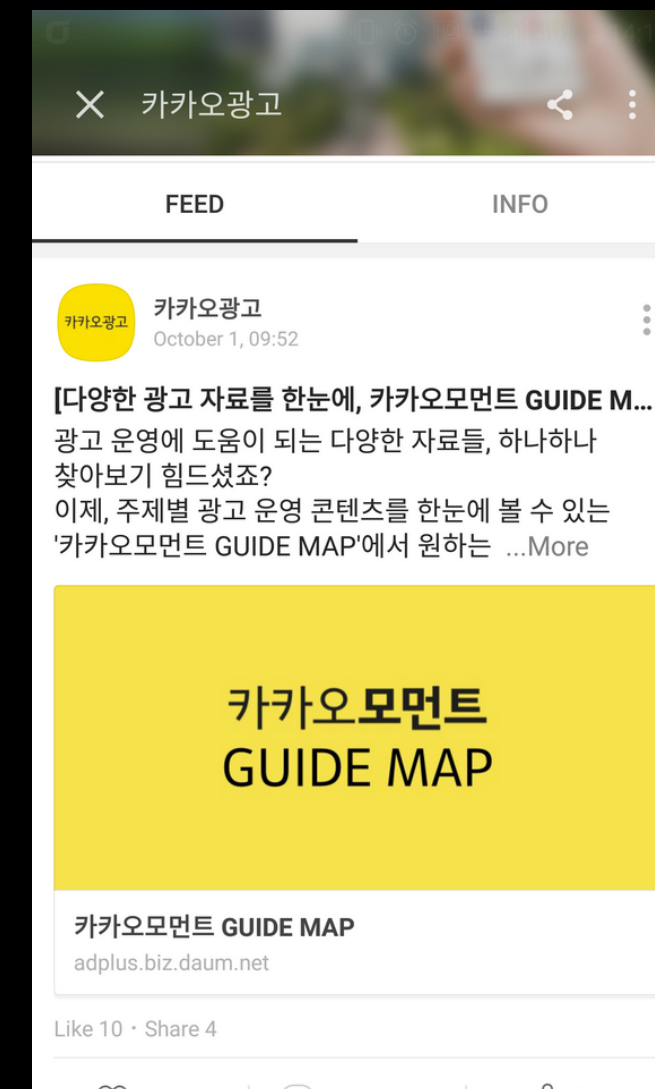
Kakao PlusFriend is a business platform in KakaoTalk.

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

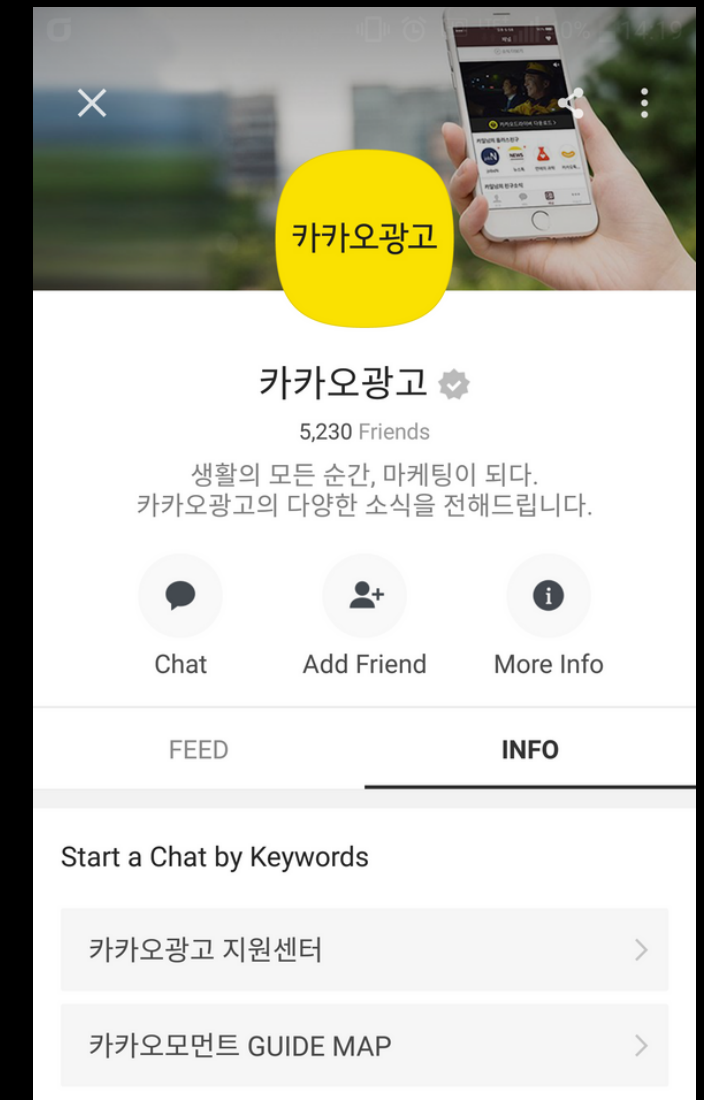
*Plusfriend Profile*



*Plusfriend News Feed*



*Plusfriend Chatbot*



# KAKAOTALK PLUSFRIEND

## Benefits

- 1) You can create contents such as business information, brand news and promotions
  - Payment button for commercial business
  - Open chatting button for inquiry
- 2) Kakao offers an optimized action button (Call to Action)
- 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

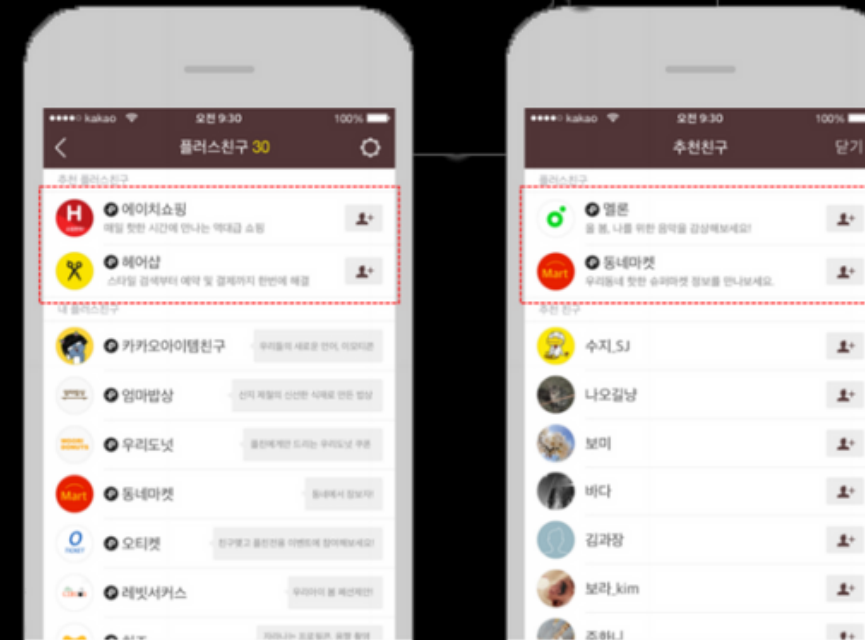


Image of company  
profile list

Image of Kakao PlusFriend  
Messaging to followers



# TARGETING

Customer file

PlusFriend /  
Followers

Lookalike  
audience

Demographic

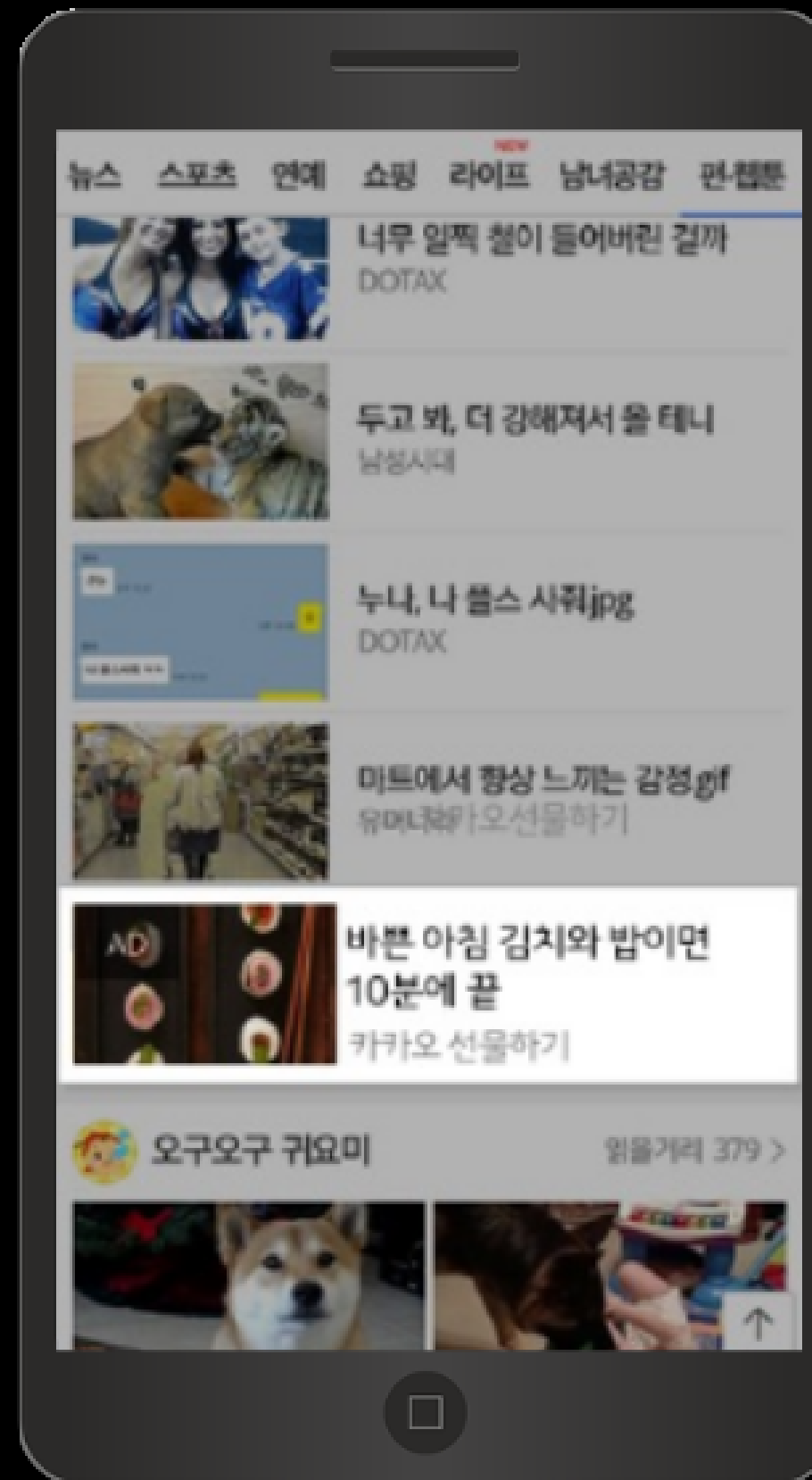
Persona

# KAKAOTALK DISPLAY

## Banner ads (CPM, CPC, CPA)

What kind of Ad types I can use?

- thumbnail feed
- message

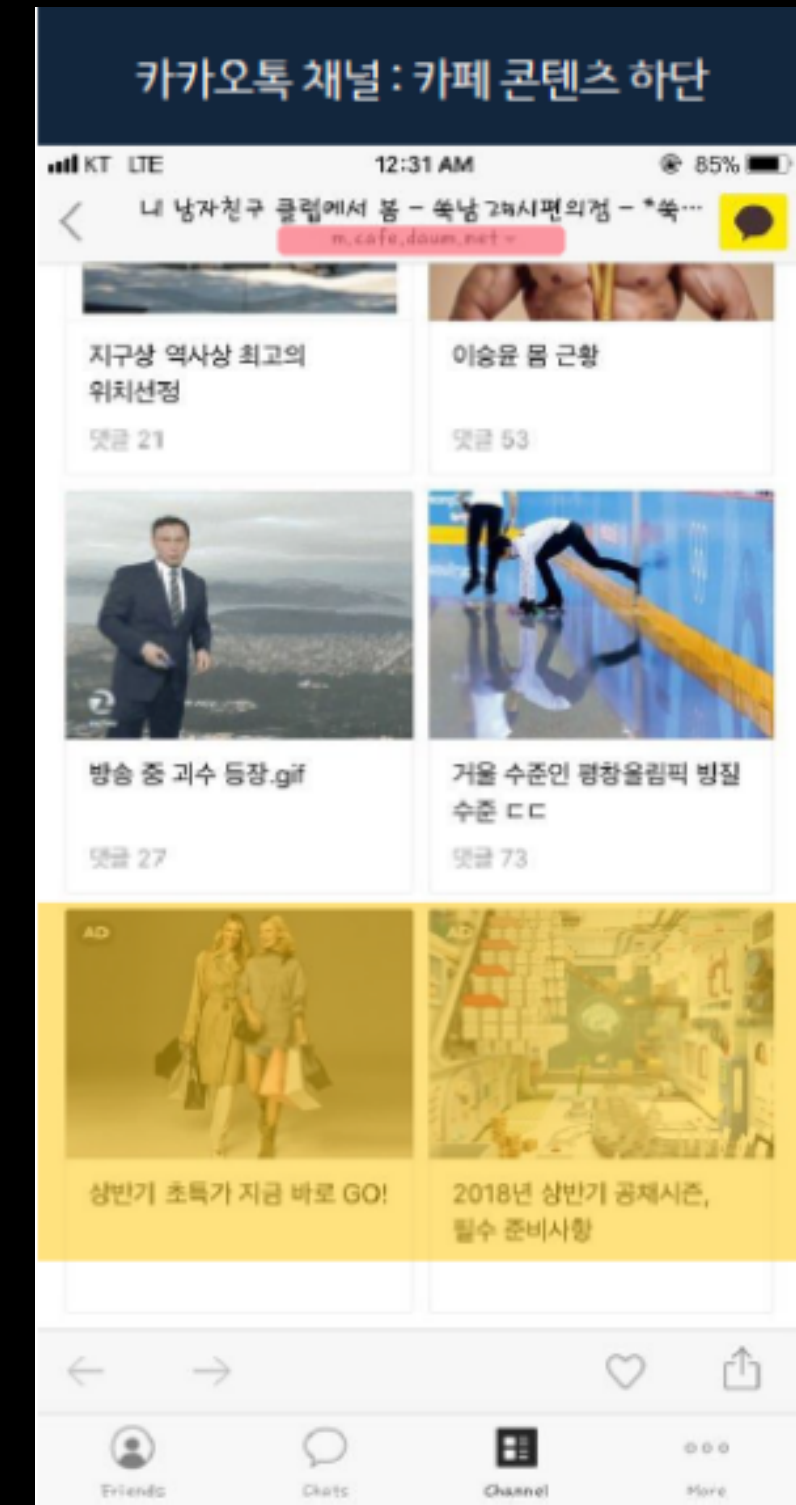
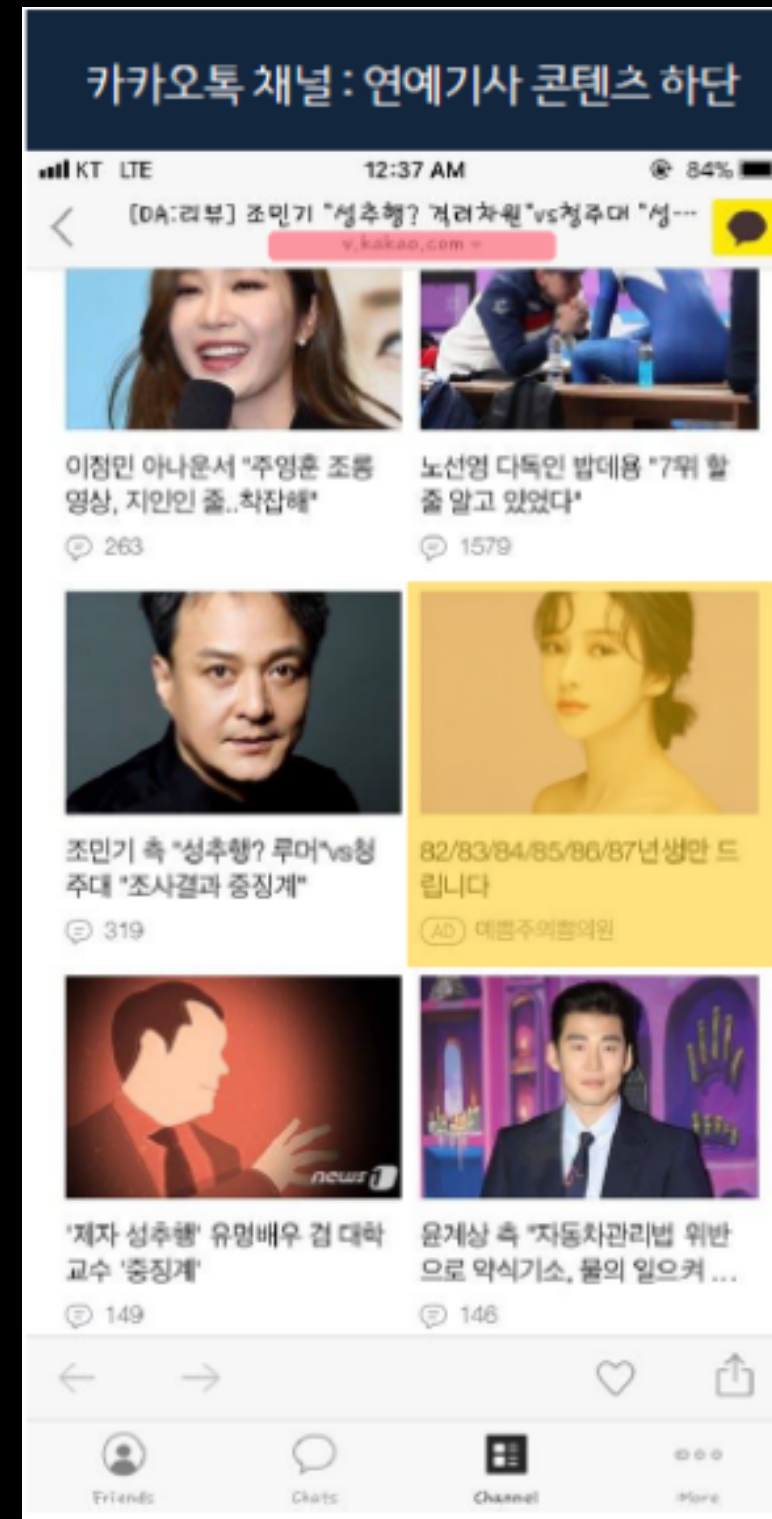




# KAKAOTALK DISPLAY

## Banner ads (CPM, CPC, CPA)

Example of banner ads

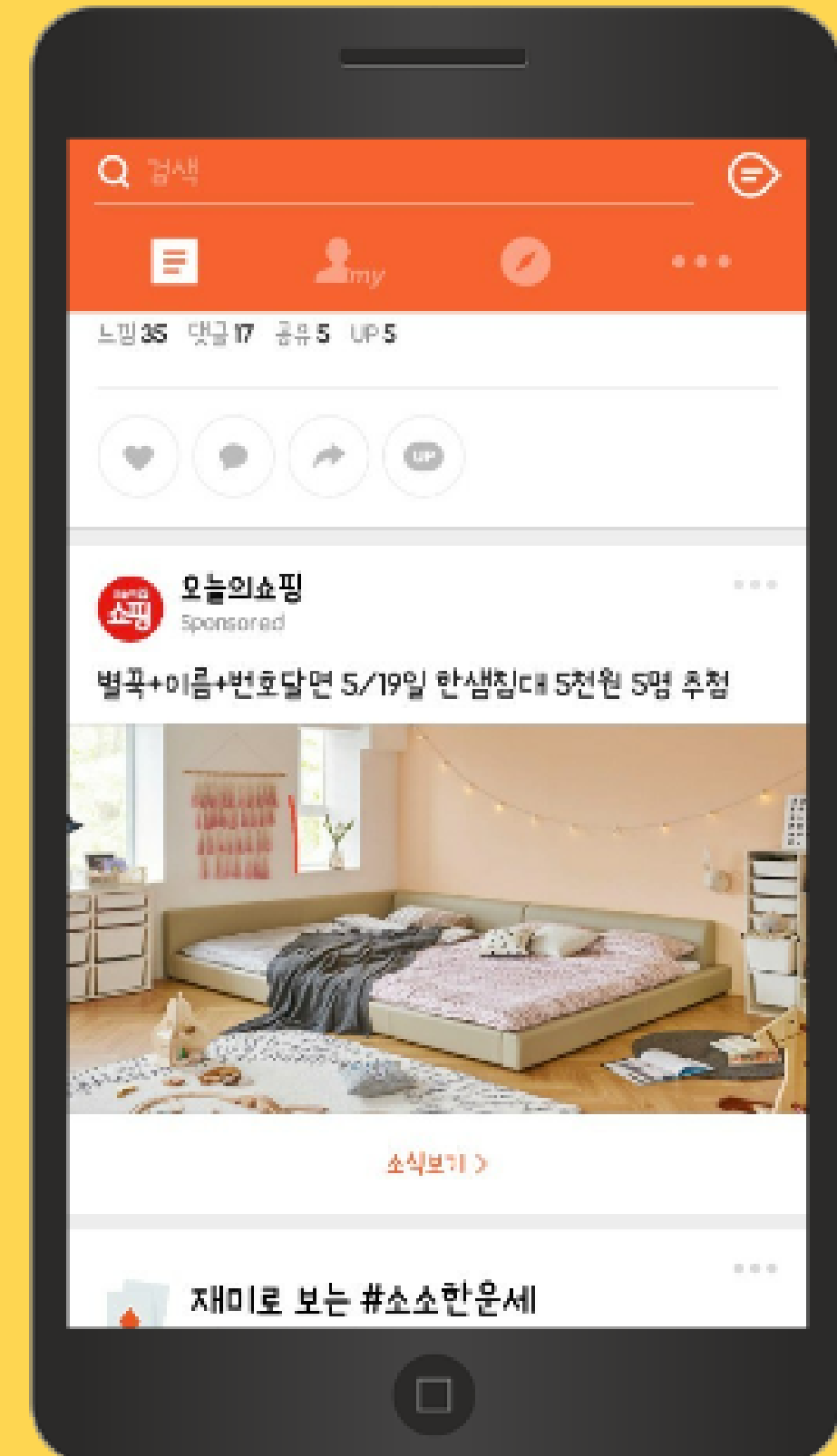
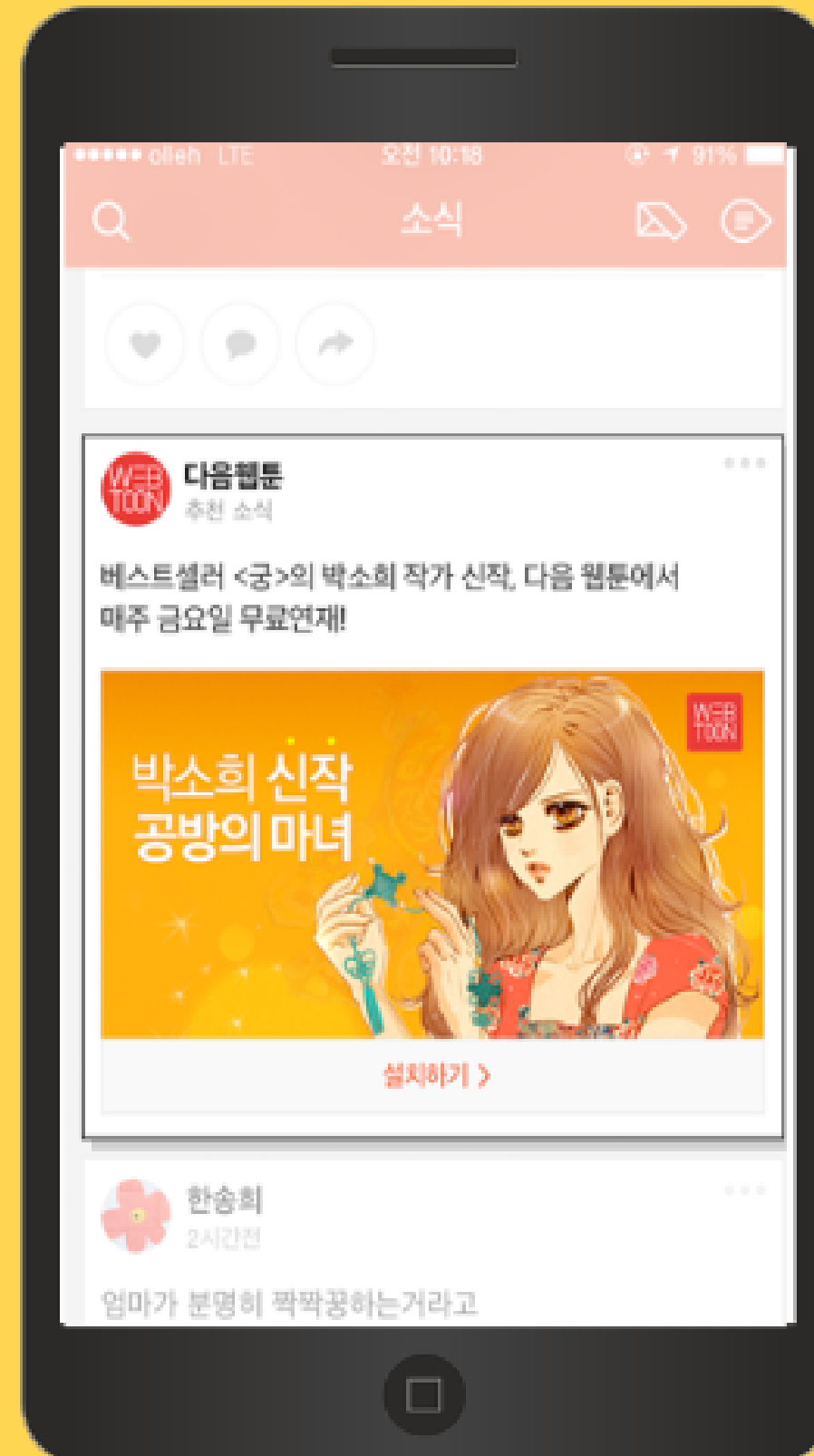


# KAKAOSTORY DISPLAY

## 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



# Appendix

KakaoTalk Display – Banner dimensions

Type	Sub type	Size	File type	File size
Image feed	Profile image	300x300 px	JPG, JPEG, PNG	200kb
Image feed	Ad image	1200x628 px	JPG, JPEG, PNG	400kb
Thumbnail feed	Profile image	300x300 px	JPG, JPEG, PNG	200kb
Thumbnail feed	Ad image	640x480 px	JPG, JPEG, PNG	300kb
Front type	Profile image	300x300 px	JPG, JPEG, PNG	200kb
Front type	Ad image	720x1000 px	JPG, JPEG, PNG	400kb

# Appendix

Kakao Network

Network	Sub type	Size
Mobile Daum	Ad image	320x100
Desktop Daum	Ad image	655x120
Afreeca TV app	Ad image	320x50
Zum PC	Ad image	300x150