

NICECORE COMPANY PROFILE

Credible Outcome Reliable Evolution



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Campaign Case Studies

ABOUT NICECORE

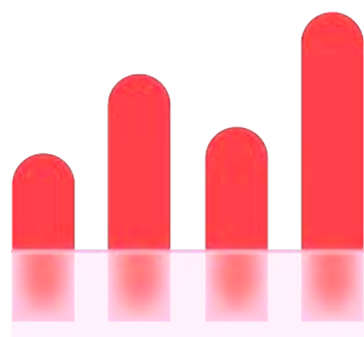
NICECORE delivers optimized advertising strategies and solutions backed by extensive campaign management expertise and experience.



KRW 221.1B

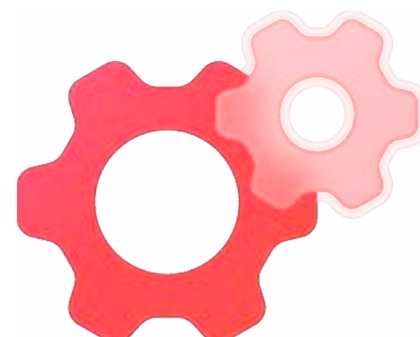
(Eins Media + J-Bridge)

2025 Media Billings



17 Years

Years In Business



36 Months

Average Client Engagement



70%

Client Retention Rate

Building on year-over-year growth,
we begin a new chapter in 2026
as NICECORE.

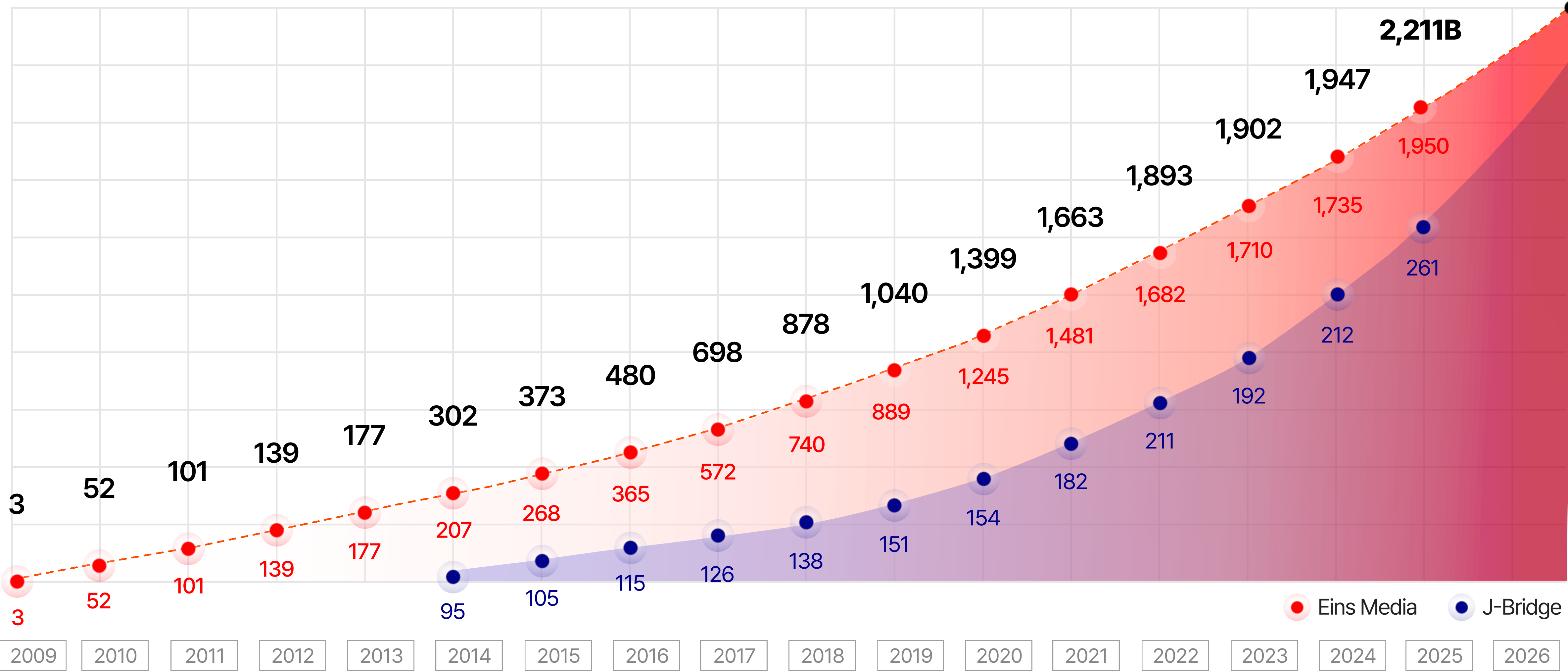
Since our founding in 2009,
we have continued
to move forward.

We grow together
with our clients through
expertise and differentiation.

Clear reasons why clients
choose to stay with
NICECORE long term.

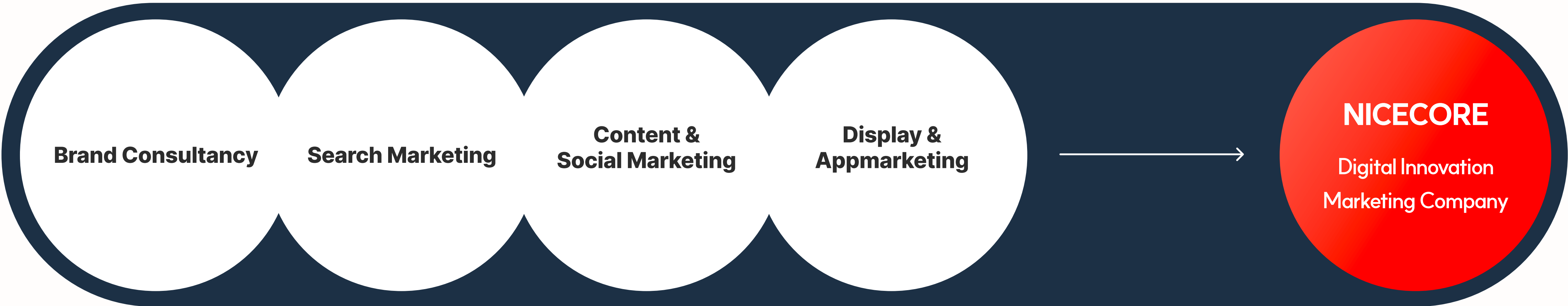
NICECORE MEDIA BILLINGS

Powered by the synergy of eins media and j-bridge, nicecore has strengthened its advertising capabilities and is creating new growth together with clients.



ABOUT NICECORE

NICECORE leads the advertising and marketing business of nice group.
established in 2026 through the merger of eins media and j-bridge company,
nicecore combines their expertise with nice group's unrivaled data capabilities to deliver digital marketing innovation.



CEO

Lee Se-Wook

Employees

250 (As Of Aug. 2025)

Cumulative Media Billings

1.5조(2025년기준)

Address

Head Office: 19F, Hyundai Terra Tower Gasan DK, 144 Gasan Digital 2-Ro, Geumcheon-Gu, Seoul
Jeongja Office: Rm. 606-607, Kins Tower, 8 Seongnam-Daero 331beon-Gil, Bundang-Gu, Seongnam-Si, Gyeonggi-Do

NICECORE HISTORY

A proven track record of long-term partnership with nicecore — continuously moving forward since our first step in 2009.



AD PRODUCTS_SEARCH ADS

As an official agency partner of major portals including naver, daum and google,
we leverage accumulated data and expertise to deliver highly efficient keyword advertising.

“A Performance Channel That Drives Traffic And Conversions Through Targeted Keywords And Diverse Creatives.
A Strong Media Strategy Starts With Search Advertising.”



PROCESS 01

Assess active keywords through competitor analysis / Identify keywords using seasonality-based market data
Develop keyword strategies aligned with campaign kpis



PROCESS 02

Strategic keyword bidding based on campaign conditions / Continuously expand high-converting and long-tail keywords
Segment management by placement and optimize operations for efficiency



PROCESS 03

Evaluate performance by keyword and creative traffic and optimize results
recommend improvements through reporting powered by proprietary solutions

AD PRODUCTS_COMMERCE ADS

As an official agency partner of major commerce platforms including gmarket, auction, coupang and 11st, we optimize commerce advertising based on the characteristics of each product and platform.

**"An Optimized Advertising Channel Designed To Attract Qualified Prospects And Drive Purchases For Each Product.
As An E-Commerce Leader, We Manage Campaigns Across A Wide Range Of Platforms."**



PROCESS 01

Build strategies based on commerce platform, product and buyer targeting / Set realistic goals through competitor and industry benchmarking
Develop conversion-focused keywords and creatives by product category



PROCESS 02

Group campaigns according to operating conditions / Continuously discover keywords and insights based on seasonal and market changes
Manage product-level ad exposure through real-time monitoring



PROCESS 03

Continuously refine marketing strategies through data analysis
Recommend sales-efficiency improvements through proprietary reporting solutions

AD PRODUCTS_DISPLAY ADS

As an official display advertising agency For NAVER GFA, Kakao Moment, GDN and more,
we provide creative campaign strategies and asset production support—ideal for brand building.

“A Highly Visual, Image-Led Advertising Channel Designed To Maximize Branding Impact.
Professional Creative Production Support Included.”



PROCESS 01

Develop operating strategies and forecast performance using targeting and data / Produce creative assets based on diverse references
Create customized content and solutions tailored to brand needs



PROCESS 02

Monitor creatives in real time / Continuously optimize campaigns through a/b testing
Optimize operations to achieve campaign objectives and kpis



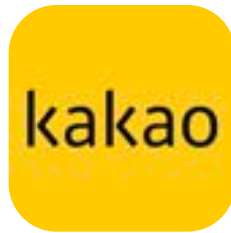
PROCESS 03

Diagnose targeting and media performance through proprietary reporting
Establish optimal operating strategies and evaluate advertising efficiency

NICECORE KEY MEDIA PARTNERS

An official agency for one of korea's broadest portfolios of e-commerce media. We deliver optimized marketing services built on years of expertise.

**NAVER**
Official Agency: Search Ads / Shopping Search Ads / Credit Card Search Ads / Display Ads

**KAKAO**
Official Agency: Daum Search Ads / Kakao Display Ads

**META**
Facebook & Instagram Advertising Partner

**11ST**
Official Product Advertising Agency

**TOSS**
Banner Advertising Agency

**COUPANG**
Official Advertising Agency

**ADN**
Network Banner / On-Site Marketing

**MOBON**
Review Banner / Product Banner / ICover



GMARKET / AUCTION
Official Power Click Agency

**SSG**
Official Product Advertising Agency

**CJ ONSTYLE**
Product Advertising Agency



LOTTE ON
Official Product Advertising Agency

**MUSINSA**
Product Ads / Cooperative Advertising Agency

**NATE**
Official Search Advertising Agency

**ABLY**
Product Ads / Cooperative Advertising Agency

**Alibaba.com**
Official Partner

**X**
Promoted Posts / Collection Ads Vertical Video Ads



TARGETINGGATES
Static Banner / Dynamic Banner Live Commerce

NICECORE KEY CLIENTS & PARTNERS

NICECORE responds to a rapidly changing marketing landscape with technology and expertise, working alongside a wide range of partners.

01. Fashion (Designer / Casual / Character)

MIXXO, EBLIN, Elcanto
ZARA, Golden Goose, Stone Island, Maison Margiela, Isabel Marant,
Salvatore Ferragamo, Ami, Rapha, Gentle Monster, Tamburins, Farfetch,
Yoox, Mr Porter, Net-A-Porter, The Outnet, On Pedder, Balaan, Browns. Puma,
Kasina, Decathlon, Garmin, Etro

02. Travel / Hospitality

Golf Tourro
The Shilla Duty Free, Sheraton, Four Seasons, Westin, Candeo Hotels, The
Kahala, Royal Hawaiian, Mauna Kea.
Airbnb, Expedia, HotelsCombined, Kayak, Yanolja, Tripbtoz, Hostelworld, KKday,
BudgetAir, Triple, Dailyhotel

03. IT

REQM, Blaupunkt, Dibeal, Pullas, Kligen, Panec, Wellport, Lezen, CUCKOO, Lenovo
Samsung SDS, LG Business Solutions, Notion, Unity, Schneider Electric, Adjust,
TikTok, Apple Music, Wix, Shutterstock,
Uber Eats, ExpressVPN

04. Lifestyle / Retail

I Love Bebe, Daelim Bath, Blooming Bidet, Hubdic, Hyundai Home Shopping, Lotte
Home Shopping, Dongkook Pharmaceutical, Greemeal, Funit, STOM, Nongshim,
Momos Coffee, IyeonHanwoo, Simmons, LUSH, Naega Green Jip,
Furniture Mart, Alzipmat, Poled, Daerigo, Yes2424, DaddyPet, Petique
Qoo10, 11번가, Meatbox, LightInTheBox., Amore Pacific, Coty, YuHan (유한양행),
Cellion, PF Chang's, Keurig, Hydro Flask, Zumba, Hard Rock, Jellycat, Bluebottle

NICECORE KEY CLIENTS & PARTNERS

NICECORE Responds To A Rapidly Changing Marketing Landscape With Technology And Expertise,
Working Alongside A Wide Range Of Partners.

05. Finance / NGO / Rental

OK Savings Bank, Welcome Savings Bank, KB Asset Management, Timefolio Asset Management, Compassion Korea, UNICEF, ChungHo Nais, NICE Information Service, NICE Information & Telecommunication

06. Public Sector / Education

National Institute for International Education, Incheon Tourism Organization, Gyeonggi Tourism Organization, Korean Food Promotion Institute

07. Education / Universities

Hanyang University, Woosuk University, Konyang University, Green Driving Academy, SBS Academy Beauty School, ANC Flight Attendant Academy

08. Shared Services

Wework, JustCo

09. Hospitals / Clinics

GNG Hospital, Seoul N Urology Clinic, Sujeong Eye Clinic, Irene Dermatology Clinic, Yonsei Luda Clinic, Kyung Hee Sumpyeon Korean Medicine Clinic

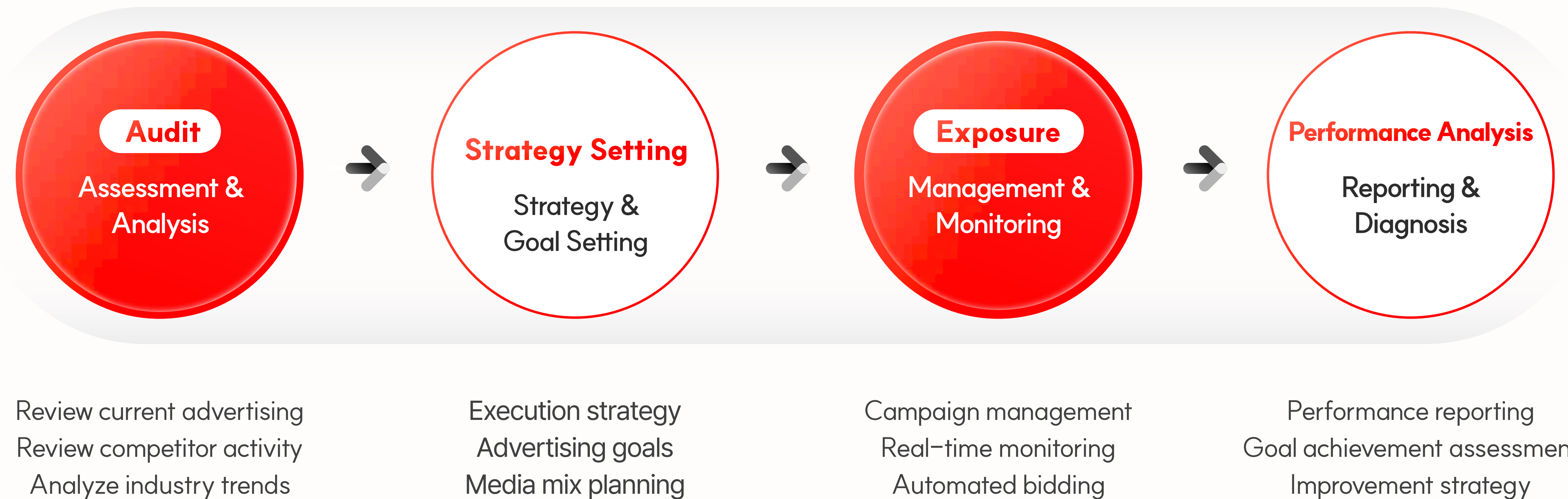
10. Professional Services

Law&Good

NICECORE CORE STRATEGY

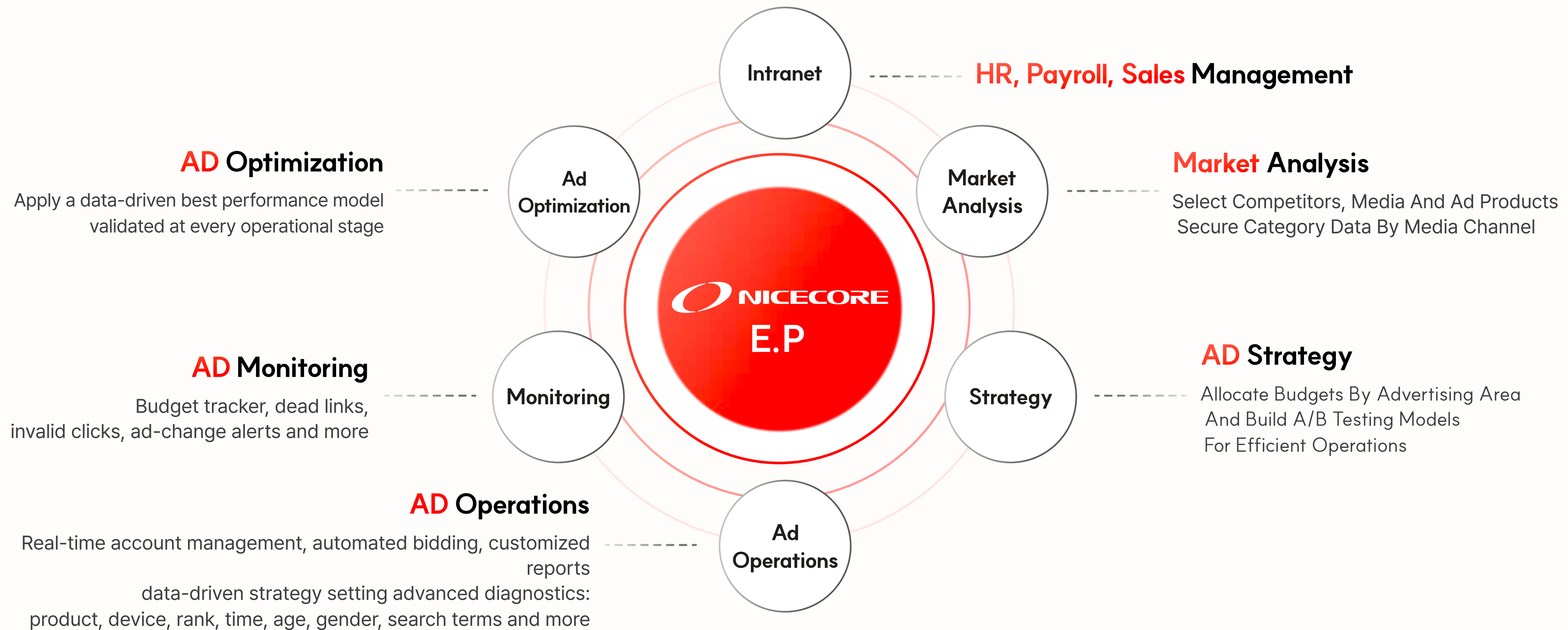
Campaign success depends on attentive, disciplined management.
NICECORE systematically manages every stage—from planning and execution to performance analysis.

NICECORE Management System



NICECORE TECHNOLOGY

NICECORE delivers a strong competitive edge in advertising through advanced AD-TECH.



NICECORE CORE STRATEGY

Data-driven imc marketing built on one belief: our clients' growth is NICECORE's growth.



NICECORE's Top Specialists **Support You From Strategy Development Through Performance Improvement**

01. Campaign Proposal

we recommend an integrated digital marketing approach through imc. each plan is customized to the advertiser and designed to maximize efficiency across performance channels.



02. Strategy Development

our performance marketing specialists manage the entire process—from foundational strategy development to full IMC execution.



03. Consulting

To improve advertising efficiency, we review competitor references and provide consulting to identify further performance opportunities.



04. Analysis

Using NICECORE solutions, we analyze advertising efficiency and current marketing performance to recommend additional solutions.

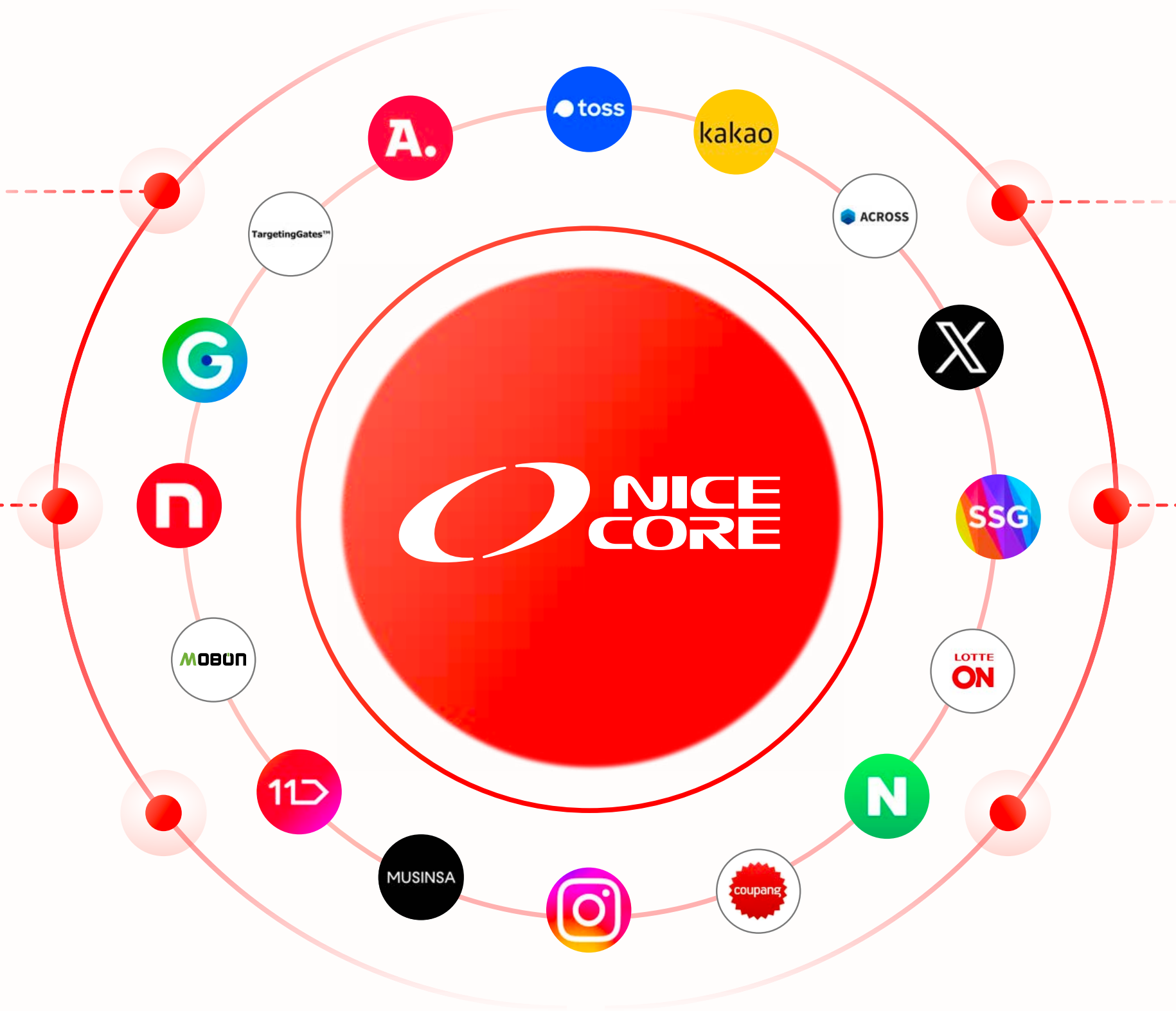
MEDIA MIX MANAGEMENT

We recommend the optimal product mix based on extensive experience and expertise across online advertising channels.

Market Research & Targeting Strategy

Recommend The Right Ad Product Mix

효율적인 광고를 위한 시장조사와 타겟팅을 우선으로 전략을 수립하여 광고 성과 예측 및 최적의 광고상품 MIX 제안



NICECORE Proprietary Solutions

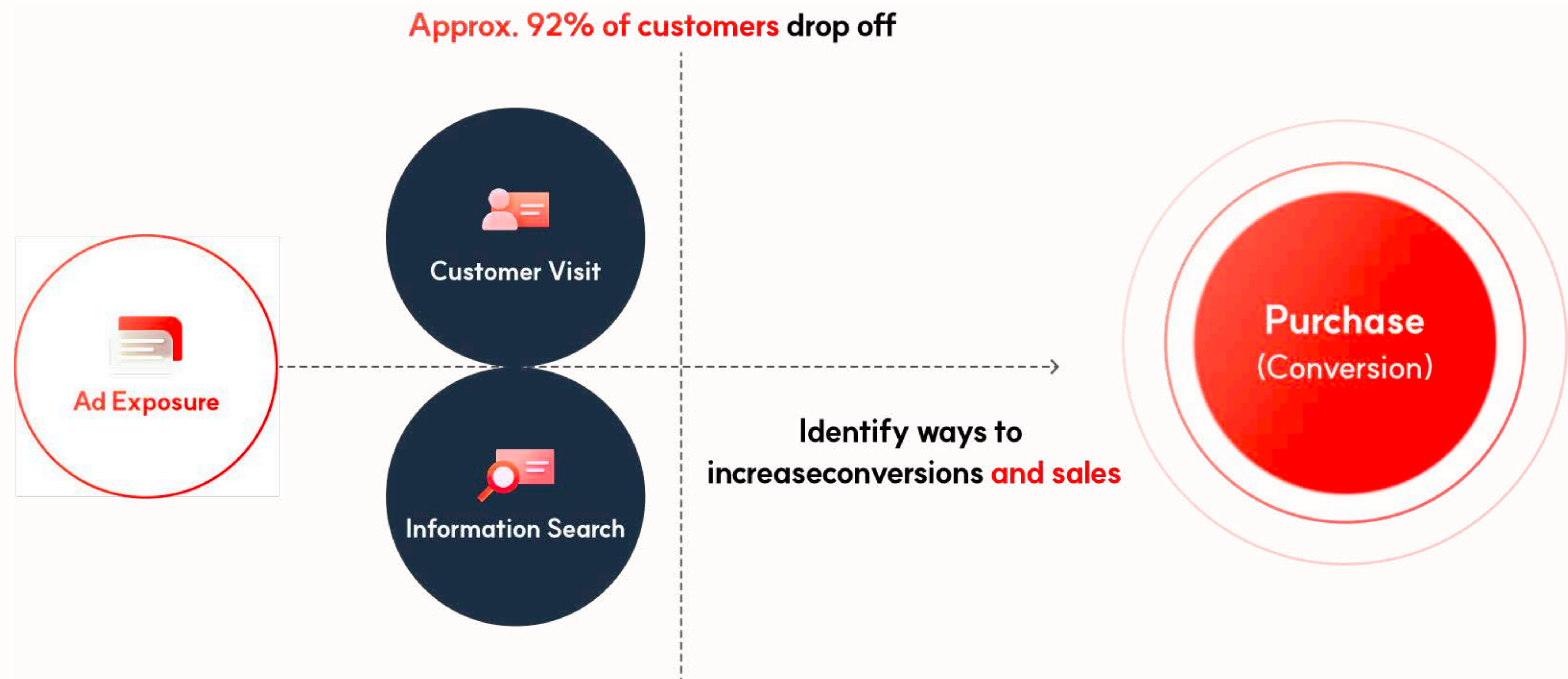
Campaign Reporting & Advertising Insights

Deliver easy-to-read periodic campaign reports and actionable insights through NICECORE's proprietary solutions.

Use real-time monitoring and creative a/b testing during campaign execution
To reduce wasted ad spend and increase conversions.

NICECORE CORE STRATEGY

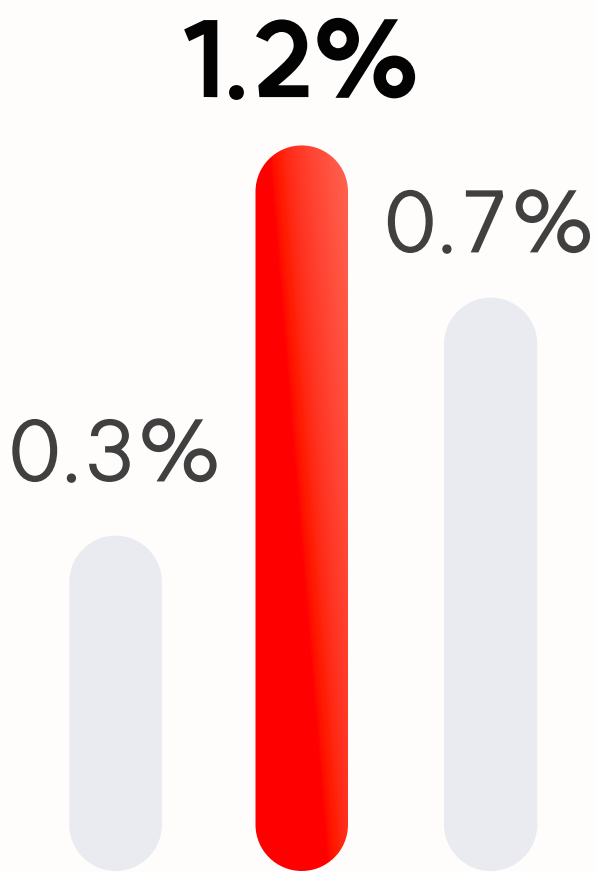
Focusing on the core purpose of online advertising, we manage the customer journey from exposure to visit, consideration and conversion (purchase), identifying and executing strategies that minimize drop-off and drive purchase conversion.



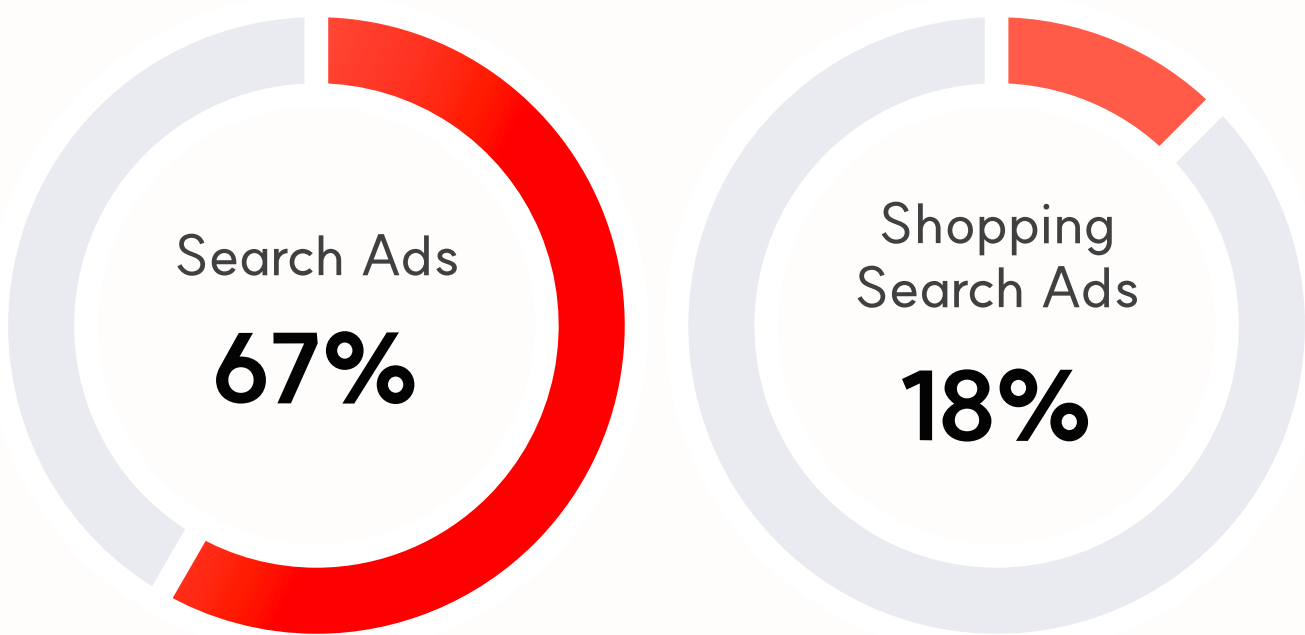
NICECORE SOLUTION_ACCOUNT ANALYSIS

We assess current account conditions and market trends to provide detailed, item-by-item consulting.

CTR By Ad Position



Conversion Rate By Ad Product



PROCESS 01

Identify the ad product consuming the most budget and propose an IMC media mix centered on that product.



PROCESS 02

Compare current exposure rank with conversion-driving rank and suppress unnecessary high-rank exposure to prevent overspending.



PROCESS 03

Provide clear periodic campaign reports and insights through NICECORE's proprietary solutions.

Detailed Account Analysis Consulting

successful advertising requires continuous monitoring of account health and current market conditions to prevent overspending and maintain the right pace.

NICECORE SOLUTION_REAL-TIME MONITORING

A solution that monitors campaign status in real time to detect issues such as invalid clicks and dead links.

Real-Time Monitoring

Dead Link

When a landing page has an error or is deleted,
Ad clicks generate spend without value,
negatively affecting advertising quality.

Invalid Clicks

Malicious ad clicks,
including those from competitors,
require the relevant ip addresses
to be blocked.

PROCESS 01

Monitor campaign operations 24/7, 365 days a year to identify any issues.



PROCESS 02

Quickly resolve invalid clicks or dead links that could otherwise waste advertising budget.



PROCESS 03

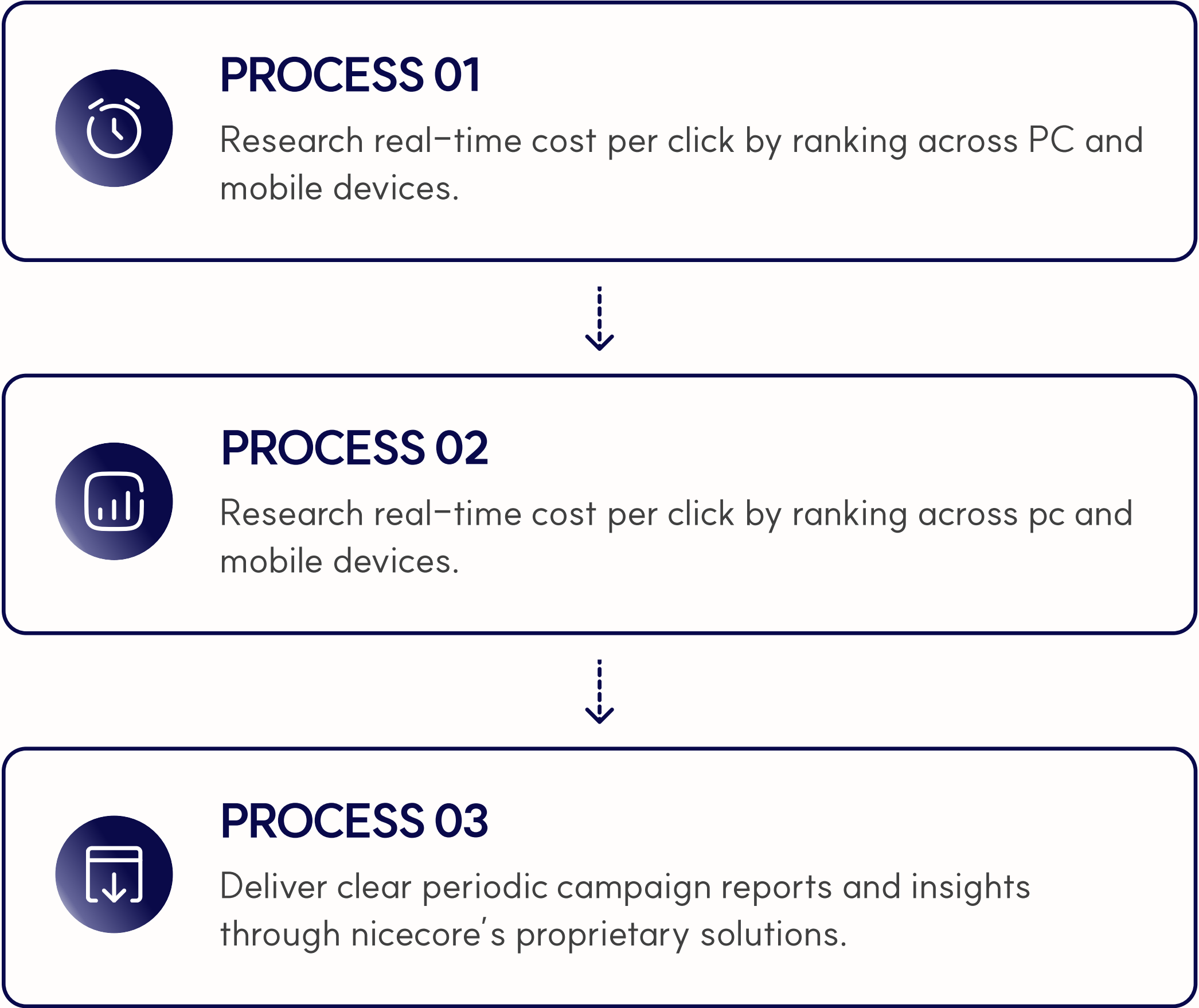
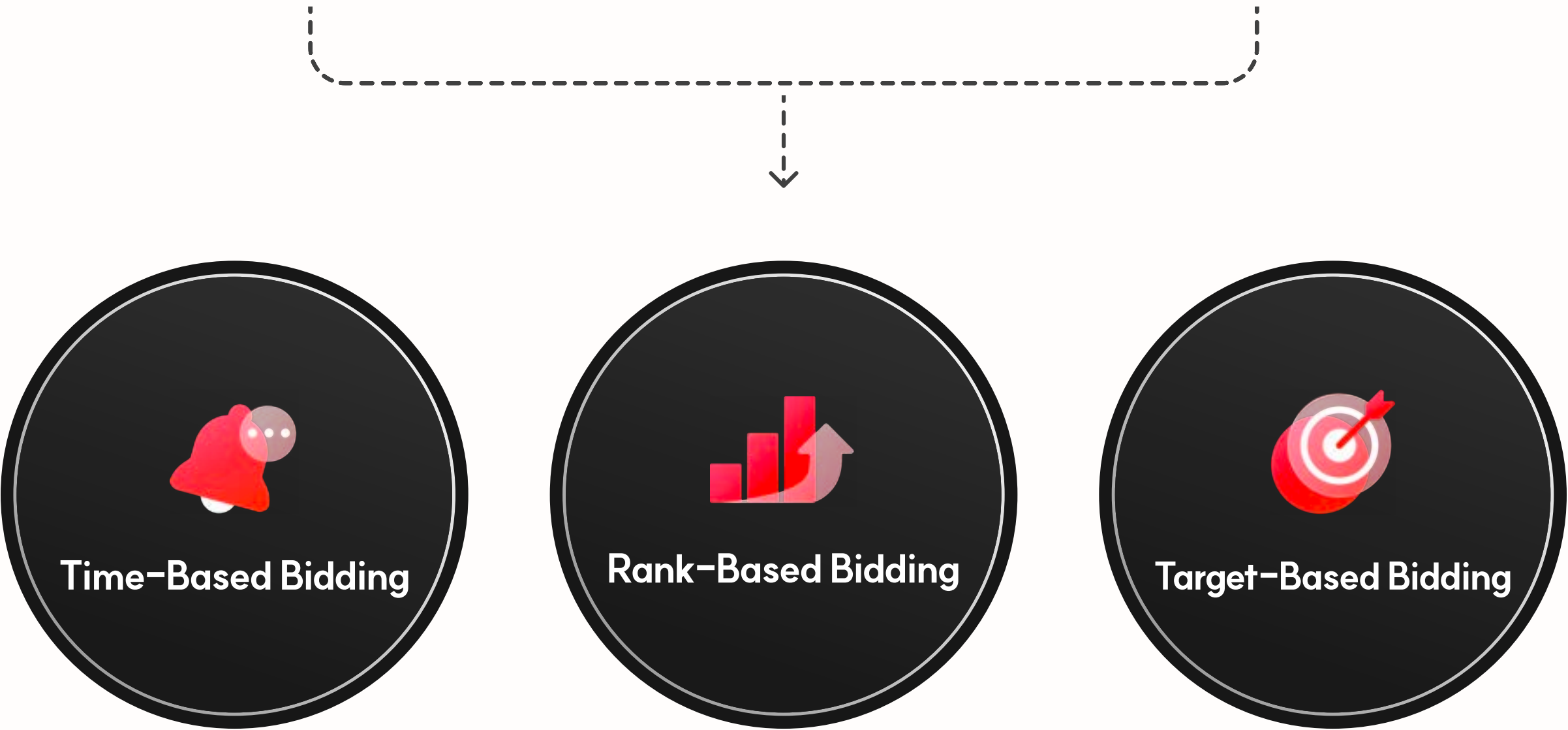
Provide clear periodic campaign reports and insights through NICECORE's proprietary solutions.

NICECORE SOLUTION_AUTO BIDDING

Auto bidding is essential to prevent issues such as ad interruptions caused by failed bids or inefficient budget consumption when rankings fluctuate.

AUTO BIDDING SOLUTION

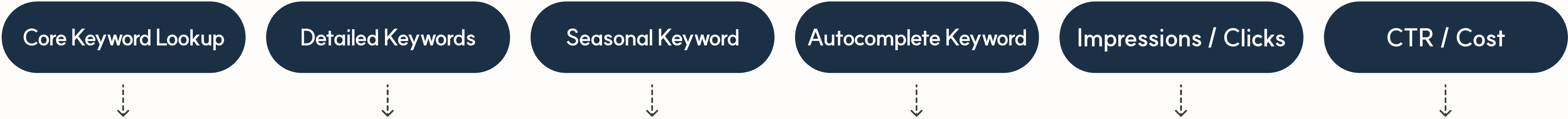
Auto-bidding solution designed to maintain consistent ad positioning



NICECORE SOLUTION_KEYWORD PERFORMANCE FORECAST

To run campaigns efficiently and avoid unnecessary overspending, advertisers need to understand and forecast the expected performance of target keywords.

Keyword Performance Forecasting System



A data-driven forecasting solution that improves campaign efficiency at the keyword level.

PROCESS 01

Based on current keyword campaign data, provide impressions, clicks, ctr and other metrics by selected keyword and ranking.

PROCESS 02

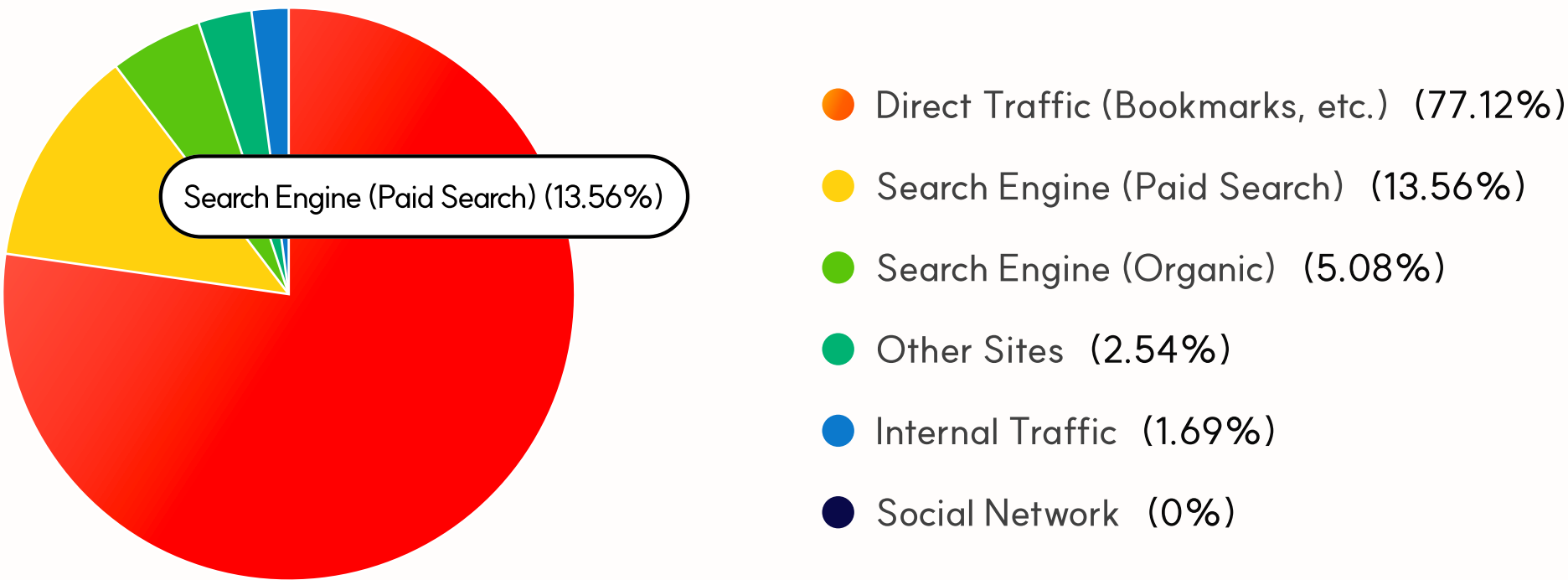
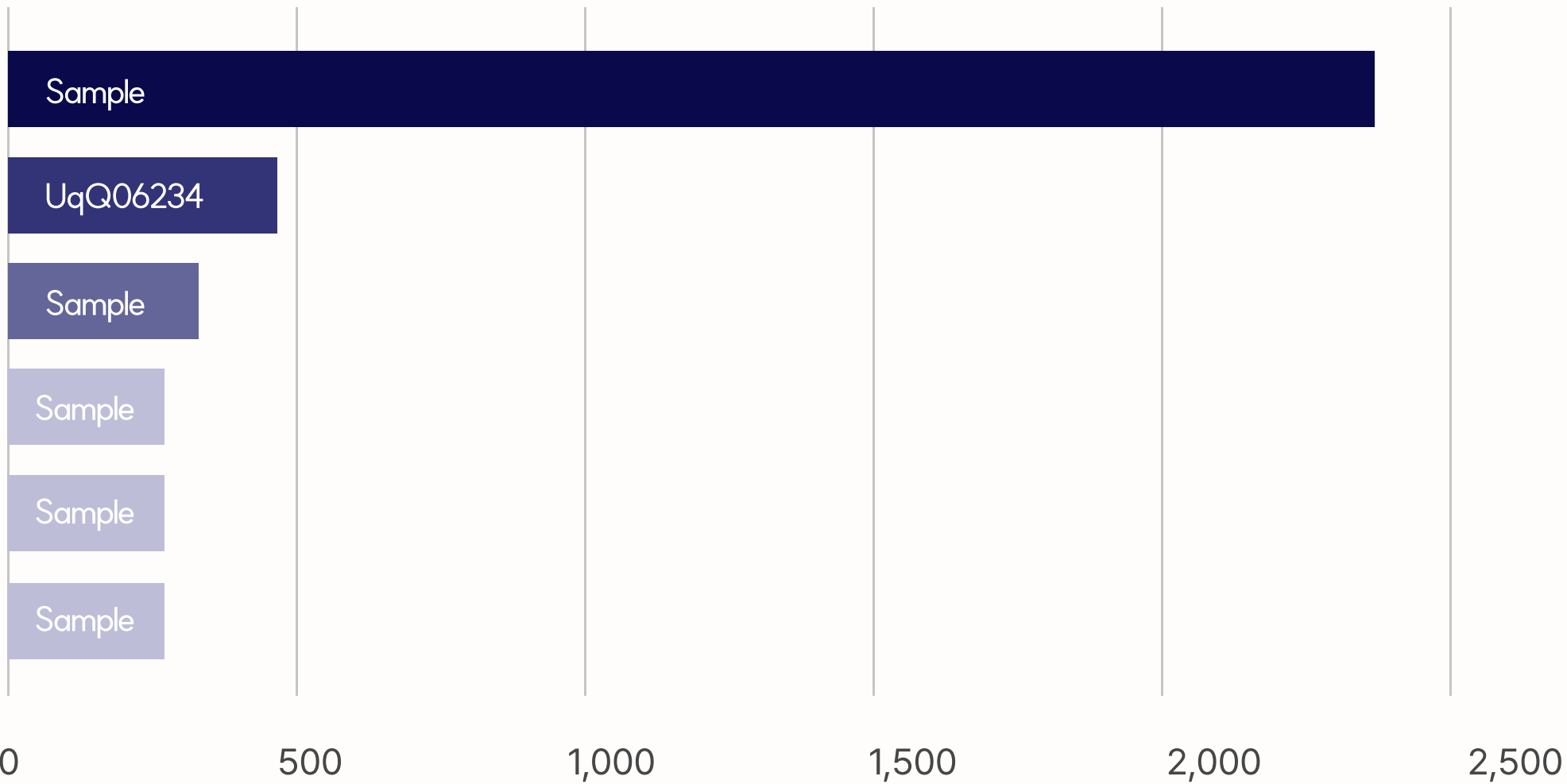
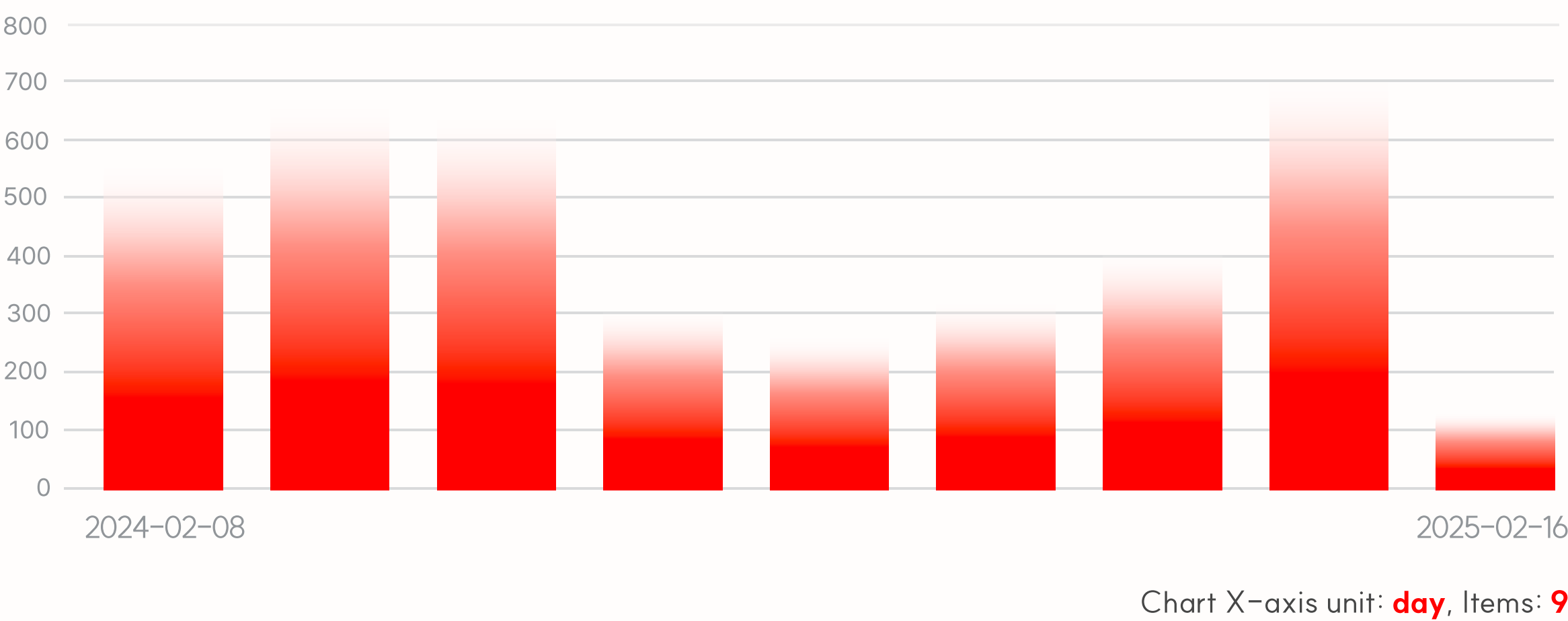
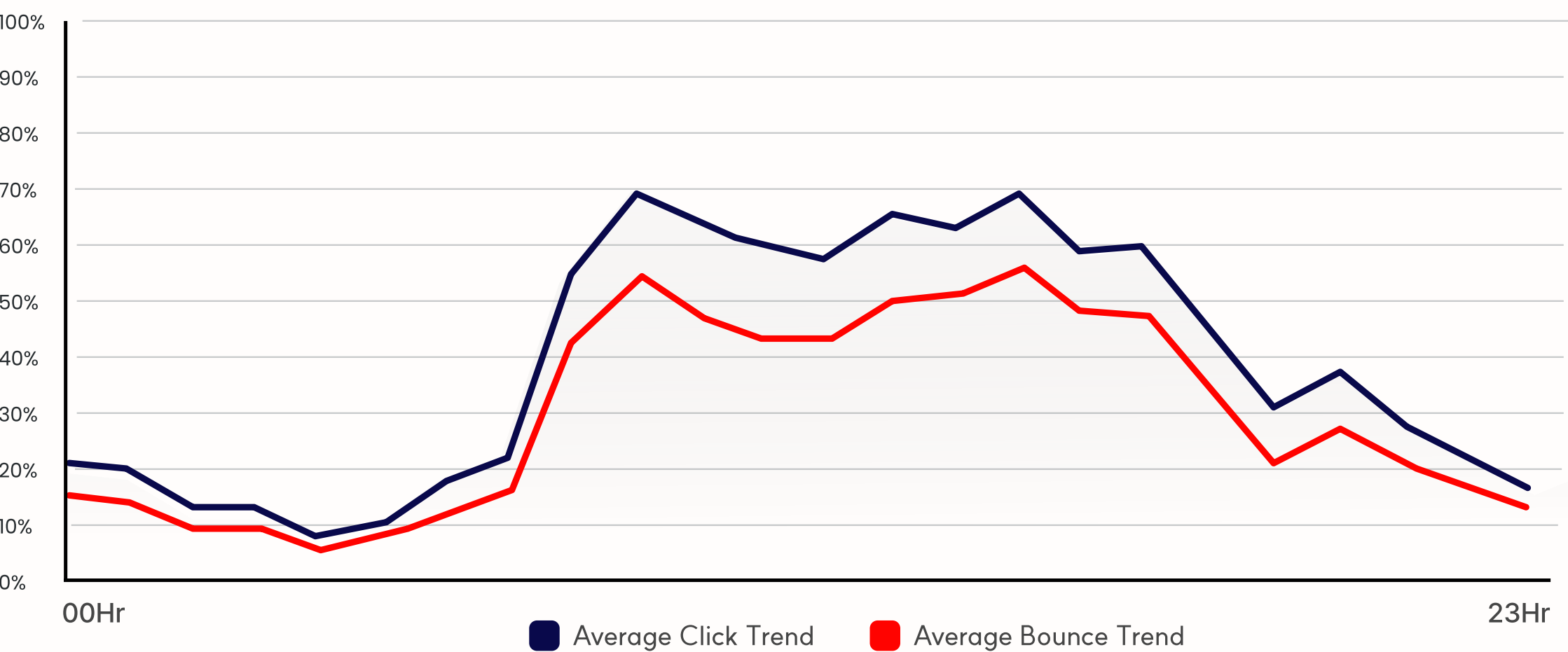
Execute keyword (search) advertising based on selected keywords and target rankings.

PROCESS 03

Clear reports and insights powered by NICECORE solutions.

ADVERTISING REPORT

Our advertising effectiveness analysis solution provides detailed analysis and presents the results in clear, visual report formats.

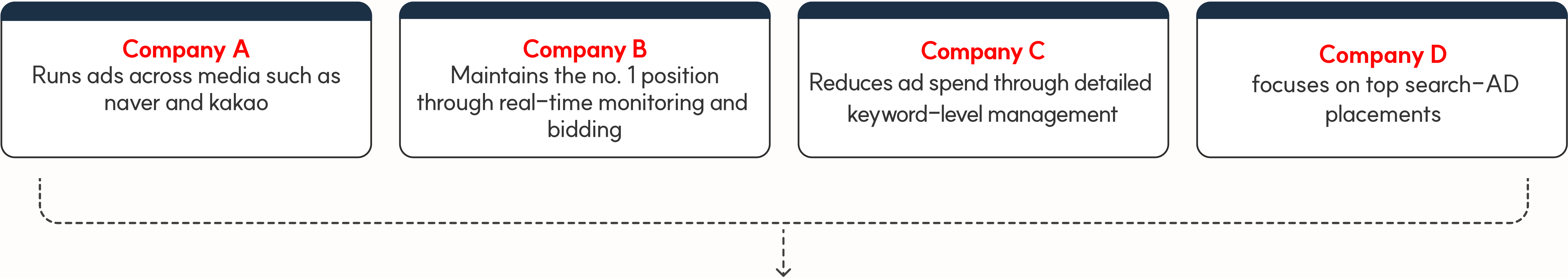


NICECORE SOLUTION_COMPETITOR ANALYSIS

Understanding competitor activity is critical. our high-accuracy solution delivers competitor intelligence faster.

Competitor Campaign Analysis

Analyze competitor advertising activity within the same category and use the findings as foundational marketing data.



PROCESS 01

Identify competitors by industry, product category, revenue scale and other criteria, then assess their advertising activity.

PROCESS 02

Apply insights such as trending tone and manner, ad concepts and flagship products to new campaigns to counter competitor dominance.

PROCESS 03

clear reports and insights powered by NICECORE solutions.

NICECORE SOLUTION_BALANCE MONITORING

Campaign interruptions caused by depleted ad funds can significantly hurt performance.
NICECORE supports efficient operations through real-time balance monitoring.

Real-Time Balance Monitoring System

A real-time monitoring system that helps campaigns continue without interruption and remain in optimal condition.



Our real-time ad balance monitoring system helps ensure campaigns continue running without interruption.

PROCESS 01

Monitor advertising balances 24/7, 365 days a year and send top-up alerts when campaign budgets run low to keep campaigns live.



PROCESS 02

Use average spend data from the last 7 days to monitor in real time whether current advertising costs are running above normal levels.



PROCESS 03

Clear reports and insights powered by nicecore solutions.

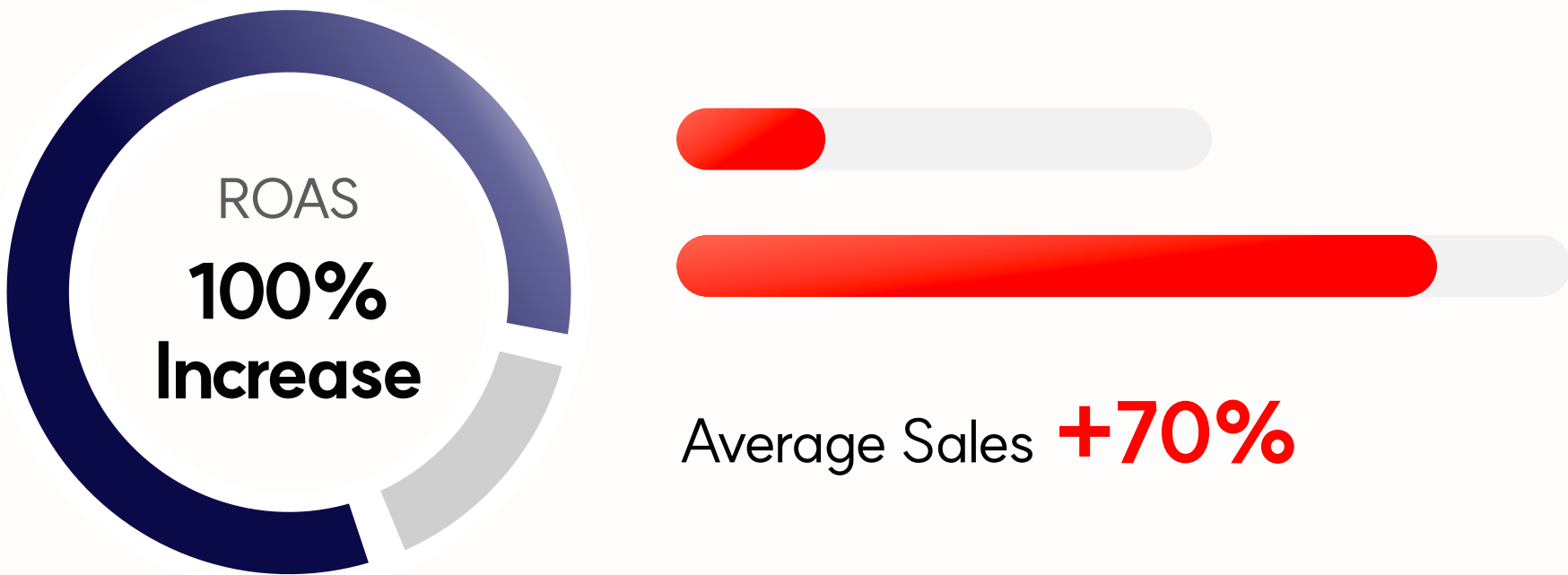
Consulting Highlights

Improved ctr through granular da targeting, ad voost and weekly image refreshes
structured sa campaigns by product, grouped placements, refreshed images/copy weekly and applied age-based bid adjustments
improved conversion rate through competitor and creative analysis and optimization

Media Channels / Ad Products

NAVER Shopping Search	GFA Display
Powerlink	AD VOOST
Brand Search	

Objectives & Results 2025 VS. 2024



Consulting Highlights

Managed home-shopping campaigns and 14/30/60-day tests for new products identified and registered categories not exposed on the owned store

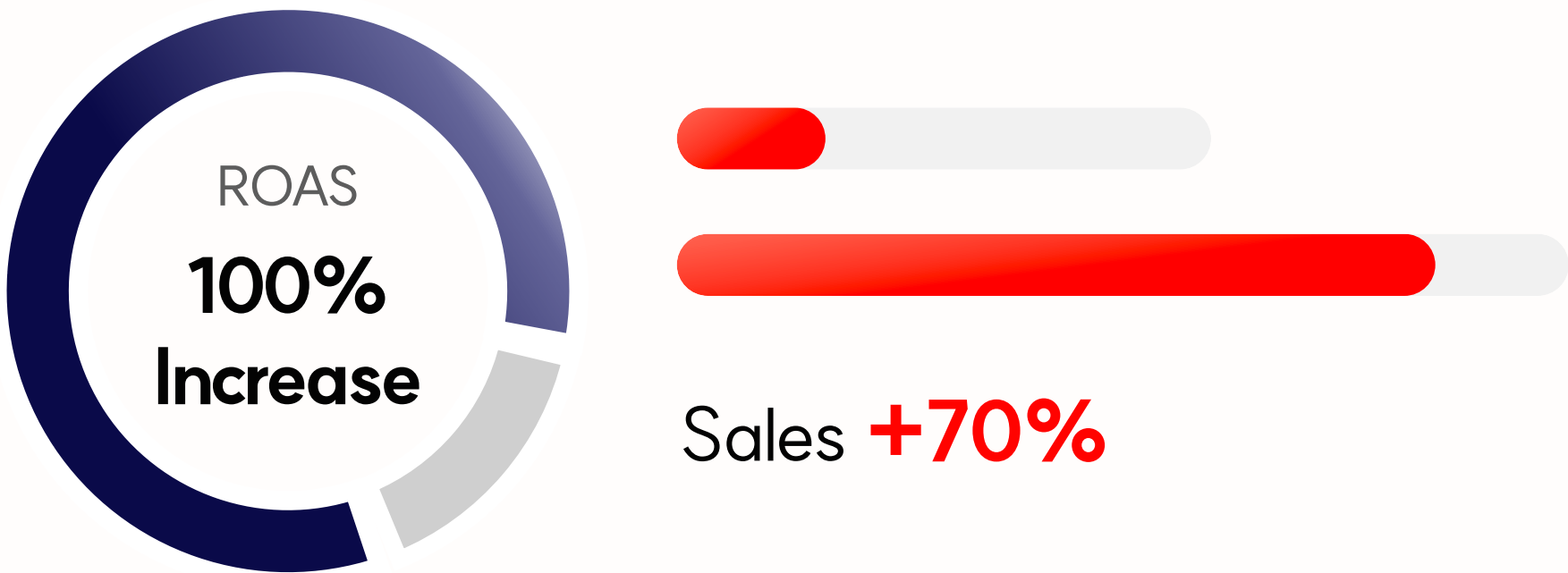
grouped long-running products, maintained converting keywords and monitored competitors

conducted market research and kpi-driven advertising for new products

Media Channels / Ad Products

NAVER Shopping Search	GFA Display
Powerlink	AD VOOST
Brand Search	

Objectives & Results 2025 VS. 2024



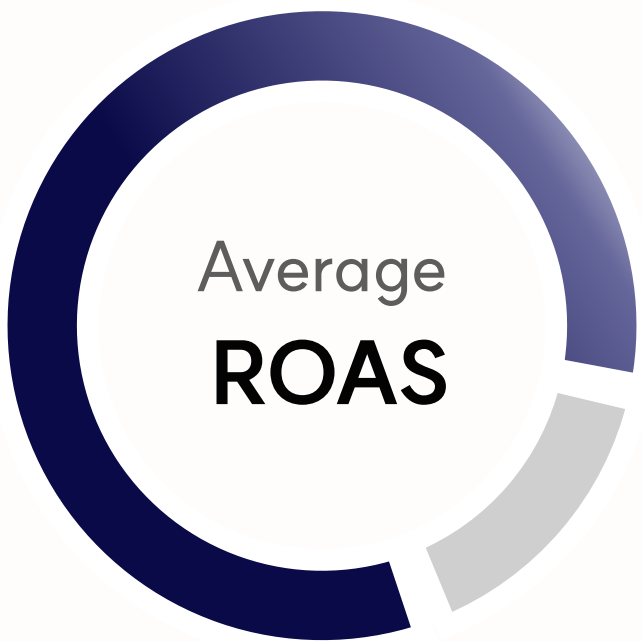
Consulting
Highlights

set up advertising for diverse promotions and maximized efficiency
used big-data solutions to identify qualified target audiences and activate promotional campaigns
proposed and managed advertising aligned with kpis such as branding and sales

Media Channels / Ad Products

NAVER SA: powerlink, brand search, shopping, brand-type
NAVER DA: performance display, family ads, etc.
KAKAO DA: message ads, channel add, bizboard, etc.
full range of display advertising

Objectives & Results AS OF OCT. 2025



Average roas over the last 12 months
ROAS 1,072%



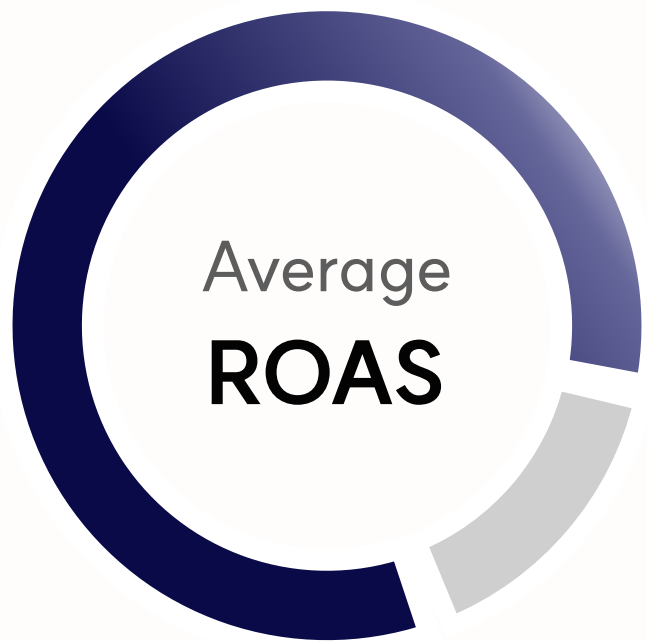
Consulting
Highlights

Ran campaigns to increase brand awareness and page views following the launch of the owned store used big-data solutions to identify qualified audiences and activate promotional campaigns used retargeting to re-engage qualified customers and drive additional conversions

Media Channels /
Ad Products

- NAVER Brand Search
- Shopping Search Ads
- Kakao Moment
- YouTube Bumper
- Performance Display
- Search Ads
- Criteo
- Discovery
- Shopping Brand
- Google GDN
- In-Stream Ads

Objectives & Results



Average Retargeting ROAS

3000%

Average Media Advertising ROAS

400%



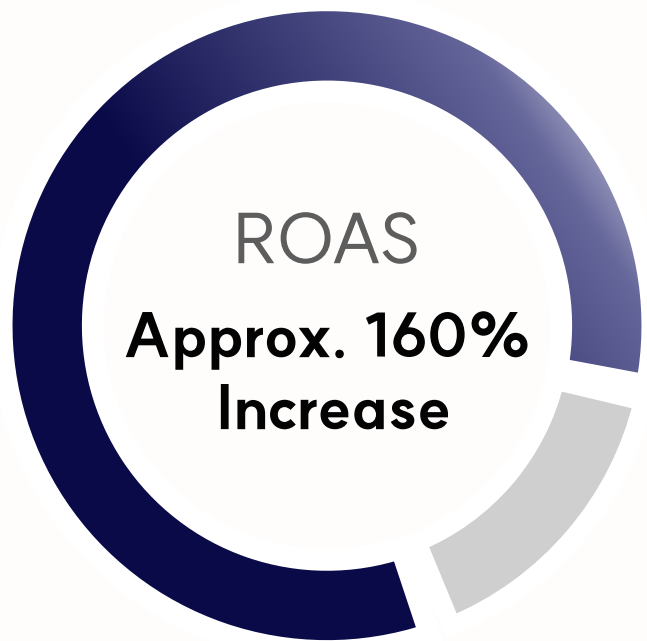
Consulting
Highlights

Differentiated creatives by gender and age targeting
continuously discovered and refreshed keywords through competitor analysis
optimized campaigns based on prospect targeting

Media Channels /
Ad Products

- NAVER Search Ads
Shopping Search Ads
New Product Search Ads
- NAVER Performance Ads
Power Content Ads
- Kakao Moment

Objectives & Results



NAVER
Shopping Organic
**Maintained
Top Rankings**



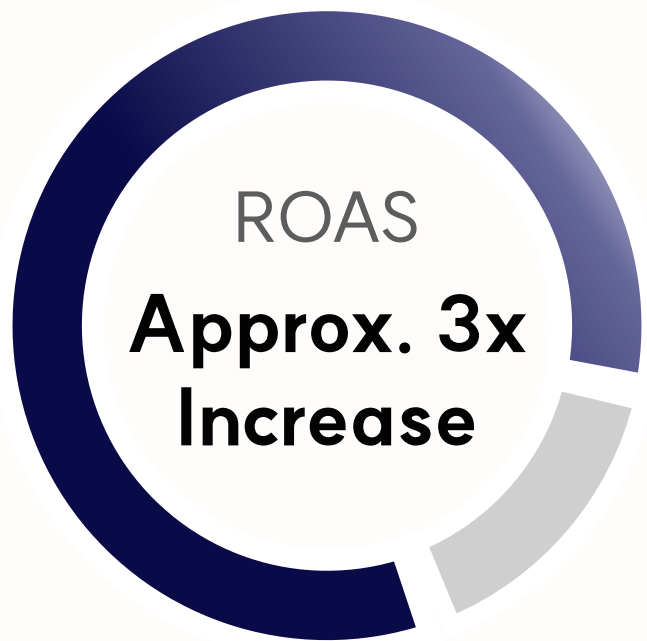
Consulting
Highlights

Maximized campaign exposure and sales through promotions
improved efficiency by expanding into additional ad placements across
open-market platforms acquired new customers and grew sales
through continuous media expansion

Media Channels /
Ad Products

- Gmarket/Auction Power Click
- Gmarket/Auction Display Bidding
- Gmarket/Auction Additional Services
- 11st Focus Click
- 11st Display Bidding
- 11st Additional Services
- Kakao Moment, Etc.

Objectives & Results Overall Average YoY



Health Supplements
Category
Achieved No. 1



Consulting
Highlights

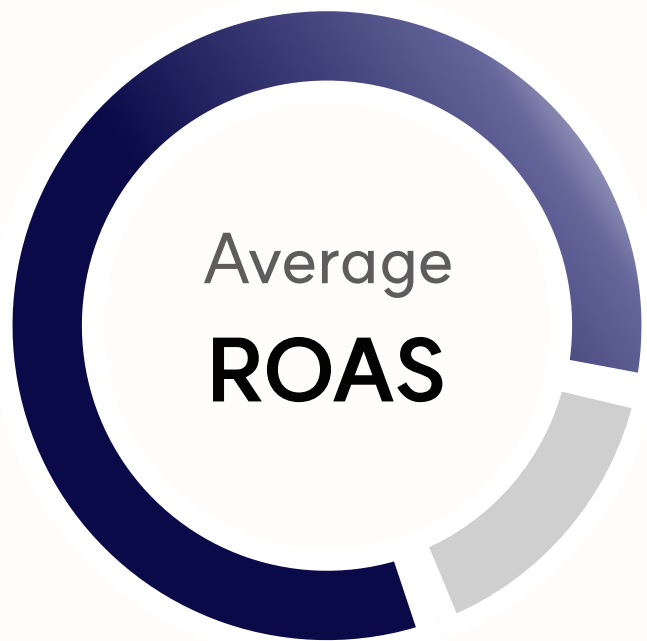
Ran seasonal campaigns to increase product sales
boosted sales through multiple promotional initiatives
launched diverse targeted creatives to promote and drive sales of new products

Media Channels /
Ad Products

- NAVER Search Ads
Shopping Search Ads
New Product Search Ads
META Targeting Campaigns, Etc.
- NAVER Display Ads
NAVER Performance Ads
- Kakao Moment

Objectives & Results

Overall Average YoY



Overall Average ROAS YoY
Approx. 2.1x Increase



Consulting
Highlights

Optimized campaigns through seasonal keyword discovery
continuously discovered and refreshed keywords through competitor analysis

Objectives & Results

Overall Average YoY

Media Channels /
Ad Products

NAVER Shopping Search Ads Gmarket/ Auction Power Click Gmarket/ Auction Additional Services



Overall Sales YoY
Approx. 30% Increase



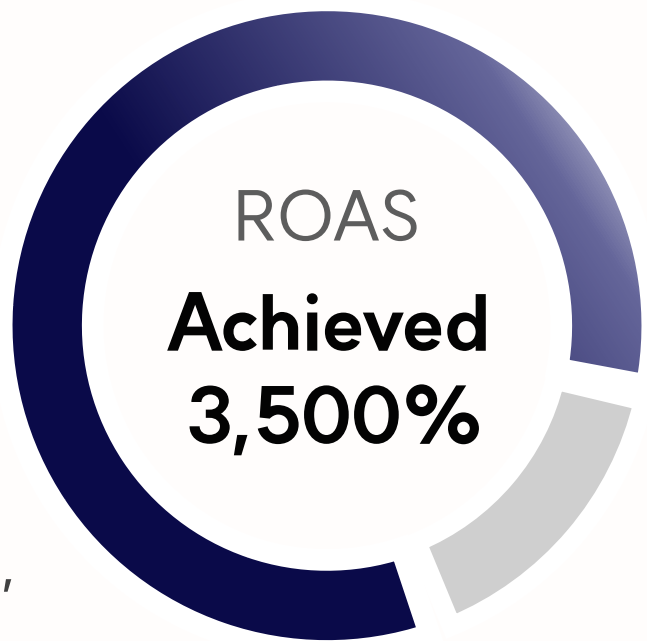
Consulting
Highlights

Opened a directly operated store and provided landing-page consulting
planned products with naver shopping mds to increase brand awareness
ran continuous cross-channel commerce campaigns alongside live commerce
continuously discovered keywords and creatives using proprietary solution
databases

Media Channels /
Ad Products

NAVER Search Ads New Product Search Ads Live Commerce
Shopping Search Ads Brand Search Ads NAVER Shopping Ads,
Etc.

Objectives & Results



Direct Store Traffic **+2.2x**



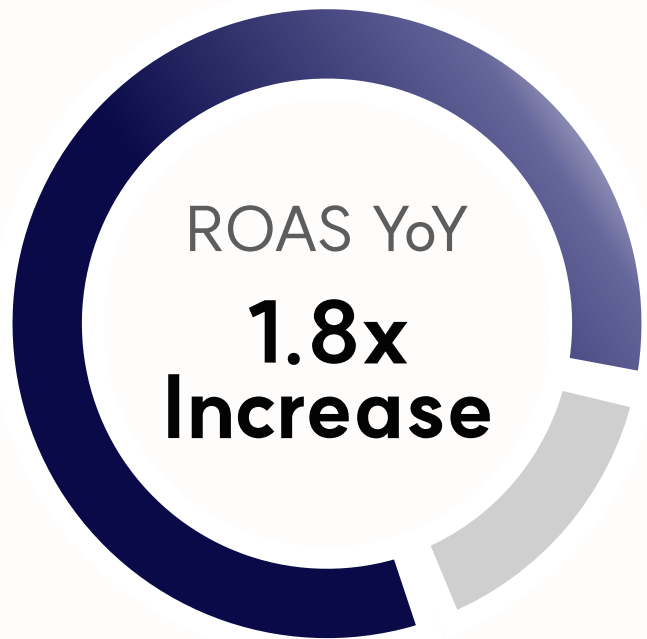
Consulting
Highlights

Granular keyword grouping & creative-level bidding for branding and sales
real-time optimization through competitor analysis and live event response
search + performance banner ads to maximize conversion efficiency

Media Channels /
Ad Products

NAVER Search Ads NAVER Performance Display Ads

Objectives & Results Conversion-focused framework
through budget & bidding optimization



Media ROAS Improved by
Approx. 1.9x



Direct-Conversion ROAS
Efficiency Improved by 1.6x

Performance-Based Advertising Strategy



Consulting
Highlights

Continuously expanded media channels to drive new-product sales
maximized traffic through diverse creatives aligned with promotions and
special events strengthened branding through integrated media and
online campaigns

Media Channels /
Ad Products

NAVER Search Ads NAVER Performance Ads Network Ads, Etc.
Shopping Search Ads
New Product Search Ads

Objectives & Results



Owned-Store Traffic **+2.2x**





Company B Ad Banner

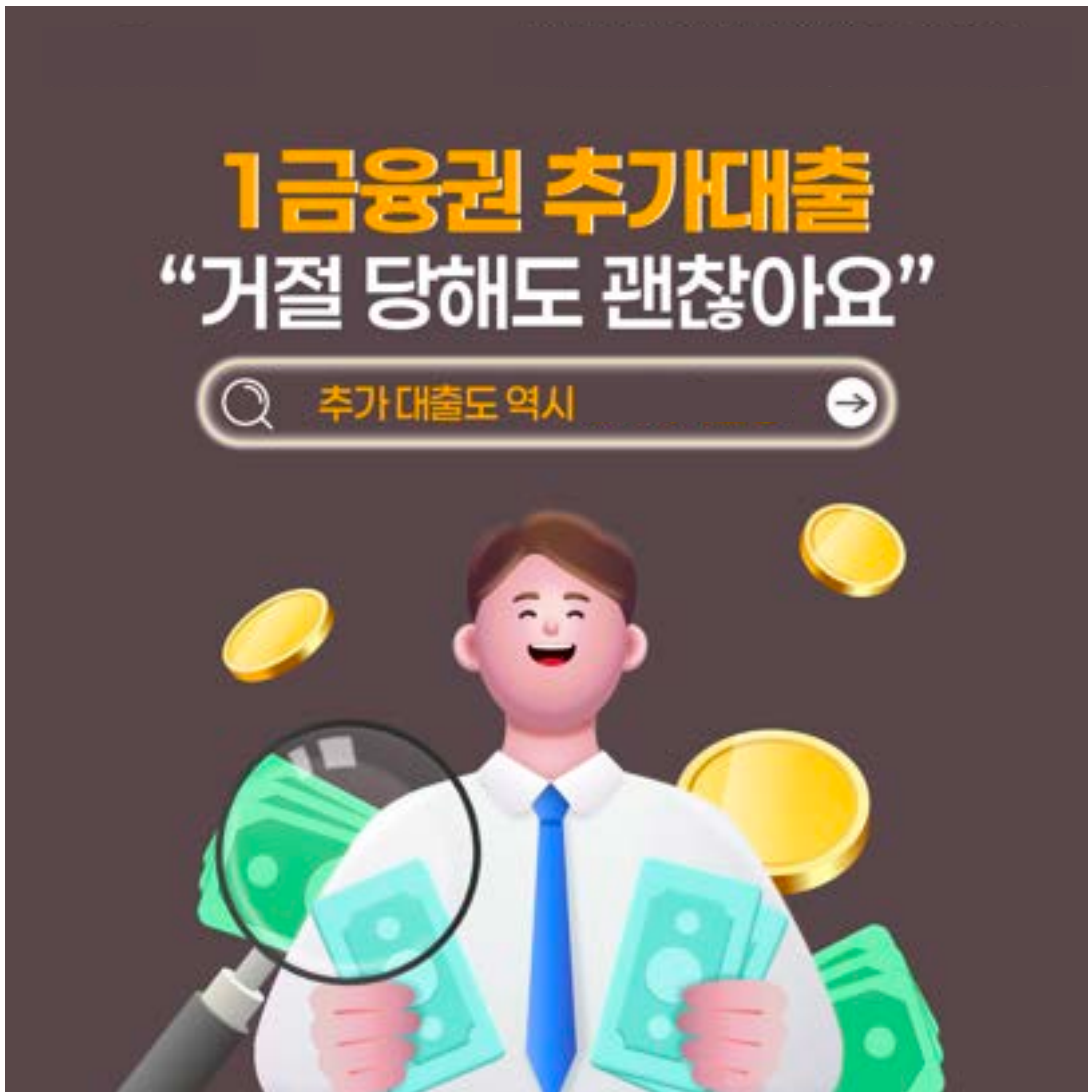
NAVER Performance Display Ads





Company O Ad Banner

Google Responsive Display Ad





Company M Ad Banner
NAVER Performance Display Ads



CONTACT

LOCATION

Head Office: 19F, Hyundai Terra Tower Gasan DK, 144 Gasan Digital 2-Ro, Geumcheon-Gu, Seoul
Jeongja Office: Rm. 606-607, Kins Tower, 8 Seongnam-Daero 331beon-Gil,
Bundang-Gu, Seongnam-Si, Gyeonggi-Do

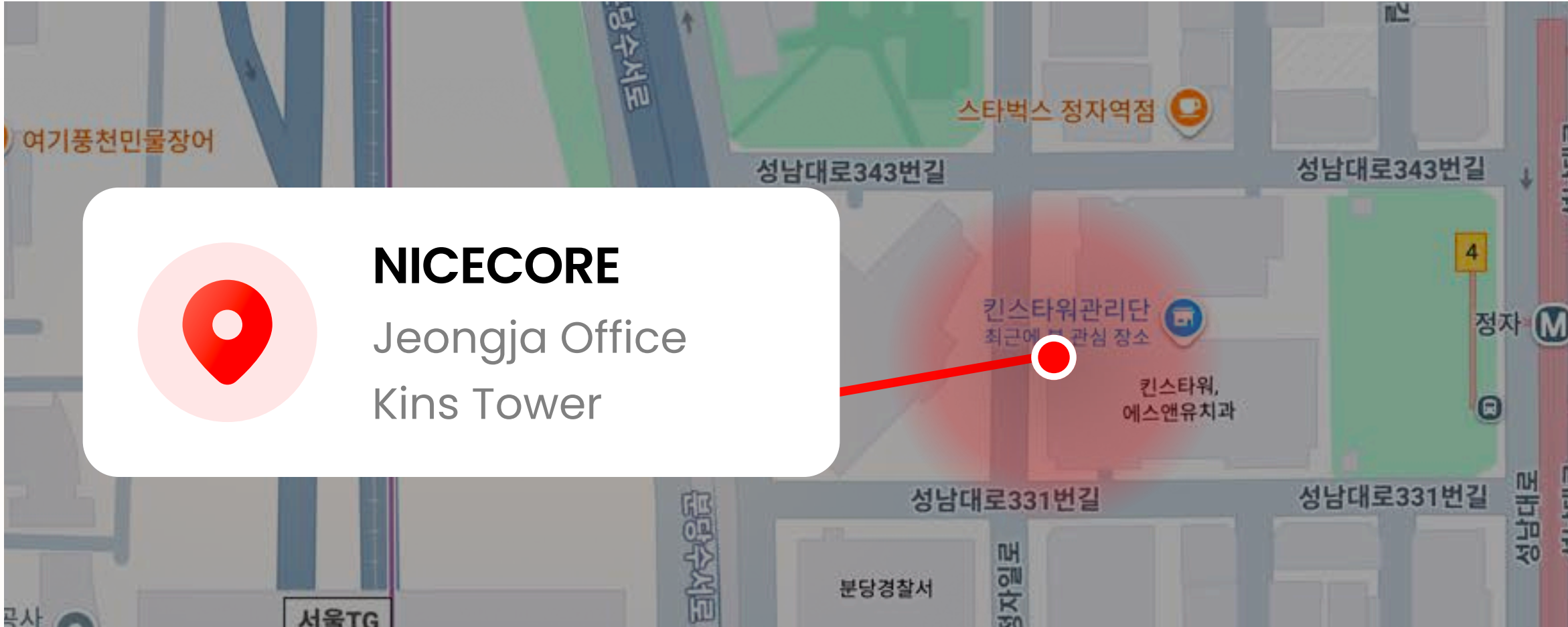
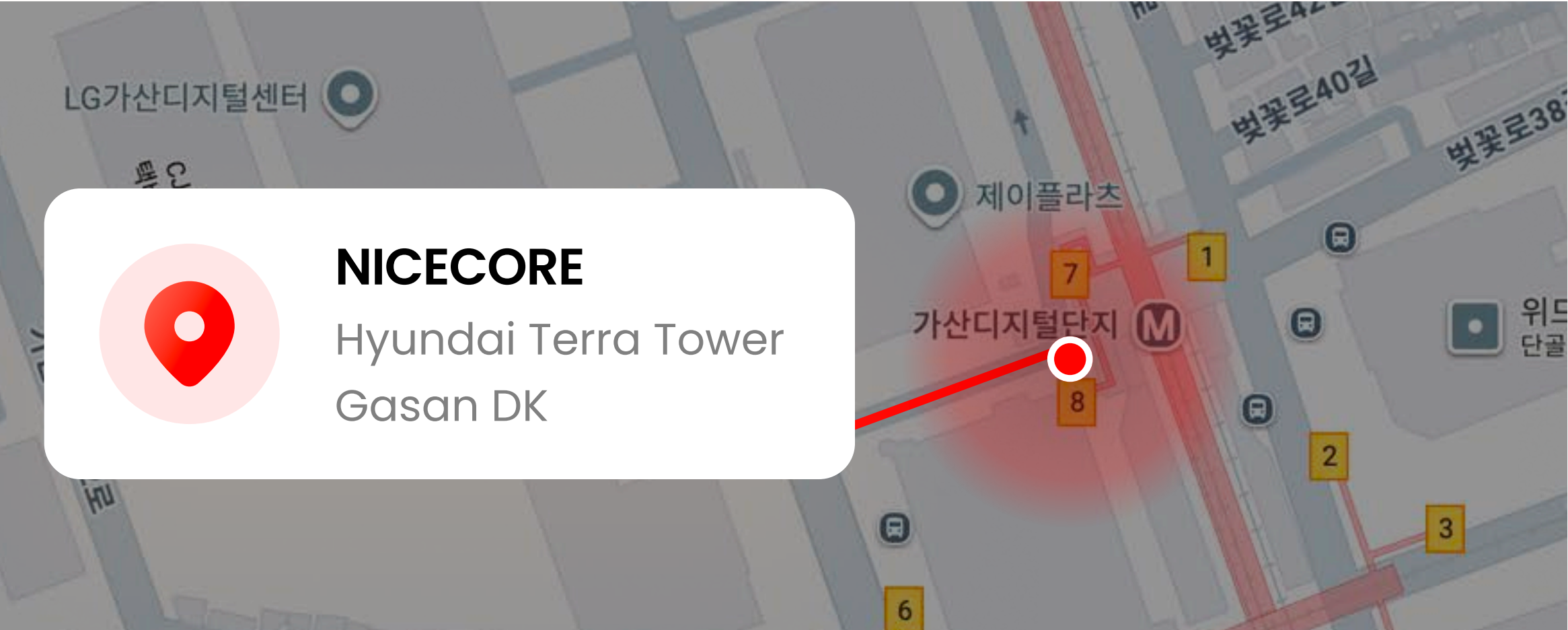
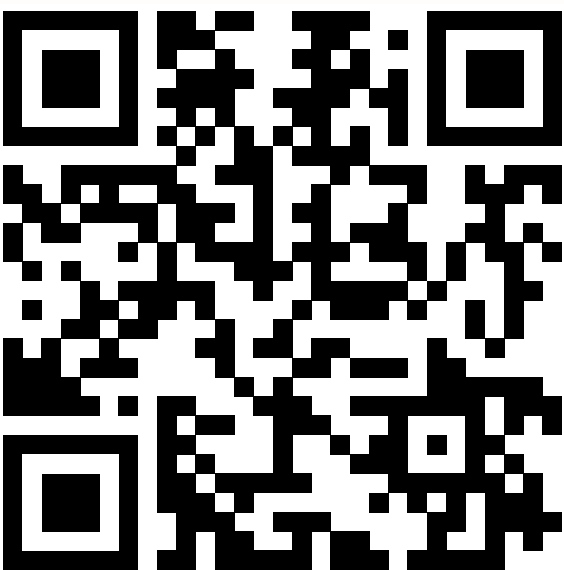
MAIN TEL.

02-2088-8844

WEBSITE

WWW.NICECORE.KR

ADVERTISING INQUIRIES



END OF DOCUMENT

Credible Outcome Reliable Evolution

