

NAMU Communication

COMPANY PROFILE



Total Online Marketing Service

Namu
Communication

Overview

- Who we are

I . Overview

- Who we are
- Our Growth
- Organization

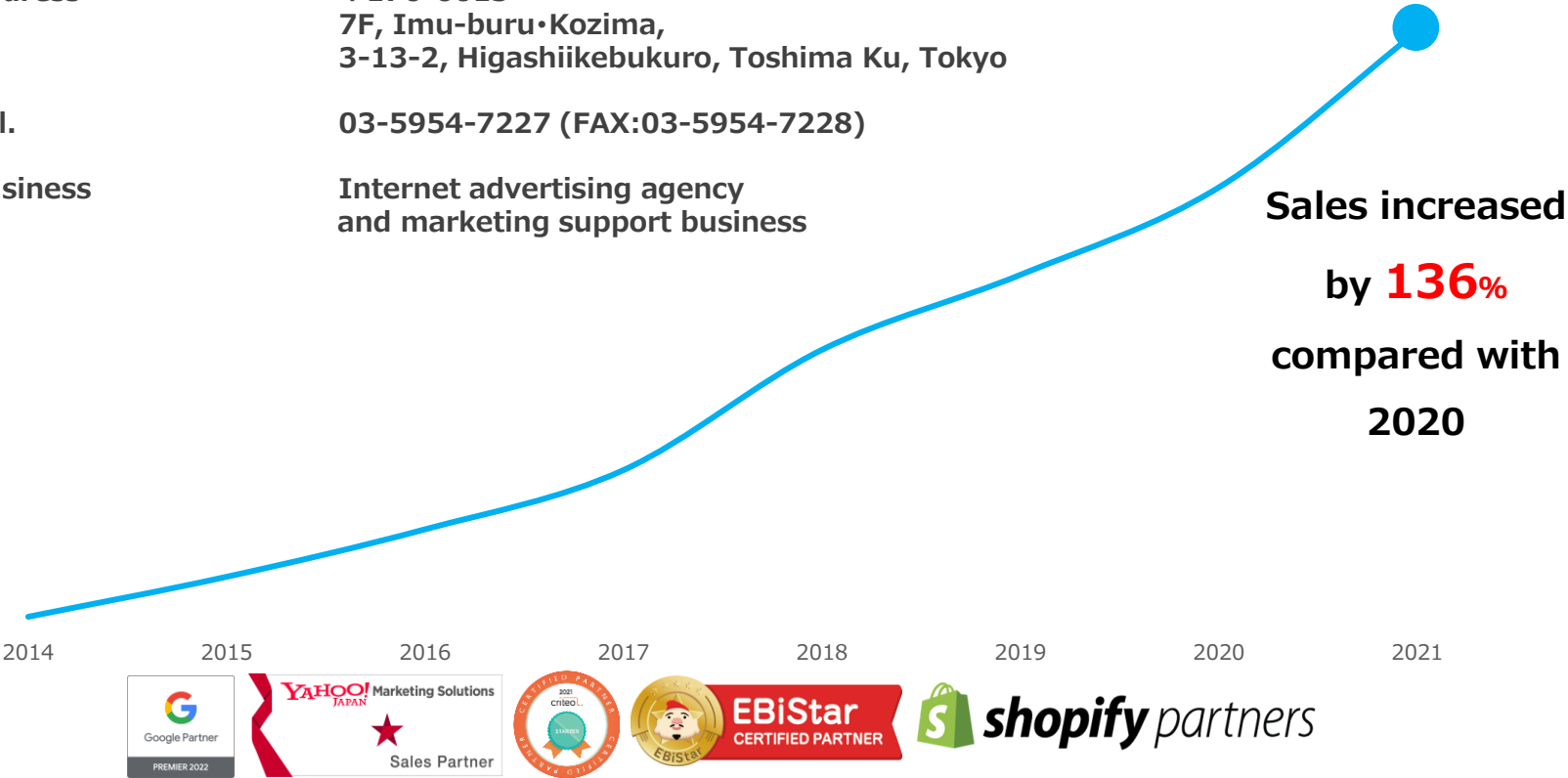
II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

| | |
|---------------------|---|
| Company name | Namu Communication Co.,Ltd. |
| Japanese branch | Kimimori, Toriyama |
| Established | 2014. 2. 15. (Japanese branch) ※2002. 12. 23. (Korean head office) |
| Capital | 50,000,000yen |
| Number of employees | 27 employees (Japanese branch) ※ 177 employees including the head office in Korea (2022. 2.) |
| Address | 〒170-0013 7F, Imu-buru・Kozima, 3-13-2, Higashiikebukuro, Toshima Ku, Tokyo |
| Tel. | 03-5954-7227 (FAX:03-5954-7228) |
| Business | Internet advertising agency and marketing support business |



Overview

- Our Growth

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

Point
01



Average of
Monthly contracts

10
cases

※Based on 2021.12.

Point
02



The number of cases

1,144
cases

※Based on 2021.12.

Point
03



Professional group

※Google Ads certification holders

100%

※Excluding management support members

Organization

Overview

- Organization

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

Digital Marketing Department

- DM Div.
- DM team 1
- DM team 2
- DM team 3

Consulting Department

- Consulting team
- Contents marketing team

Strategic Planning Department

- Sales Strategy Division
Media
Operation / Analysis / Planning
Overseas marketing
- Corporate Planning Division
HR / General Affairs
Financing / Accounting

Digital Marketing Department [Korean head office]

- DM part 1
team 1/team 2/team 3
- DM part 2
team 1/team 2/team 3
- Busan branch
team 1/team 2
- Gasan center

Consulting Department [Korean head office]

- Consulting part
team 1/team 2

Strategic Planning Department [Korean head office]

- HR General Affairs Team
- Financial accounting team
- Channel operation team
- Content marketing team
- Development and operation team
- Design Center

A close-up, low-angle shot of a man in a dark grey suit, white shirt, and light-colored patterned tie. He is adjusting his tie with his right hand. The lighting is dramatic, with strong highlights on his hand and the tie, and deep shadows on his suit and face. The background is a plain, light-colored wall.

Business

Business

- Service Line-up

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

Total Online Marketing Service

Search Ads



Display & Video Ads



SNS Ads



App Ads



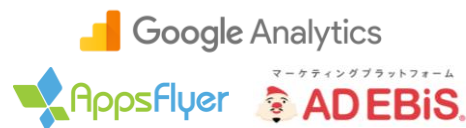
Network & DSP



Global Marketing



Analysis



Creation

- Web & App page production
- Image & Video production
- etc

Contents Marketing

- Contents planning
- Post agency
- etc

※一部サービスのみ記載



For the better management

Business

- Management

I . Overview

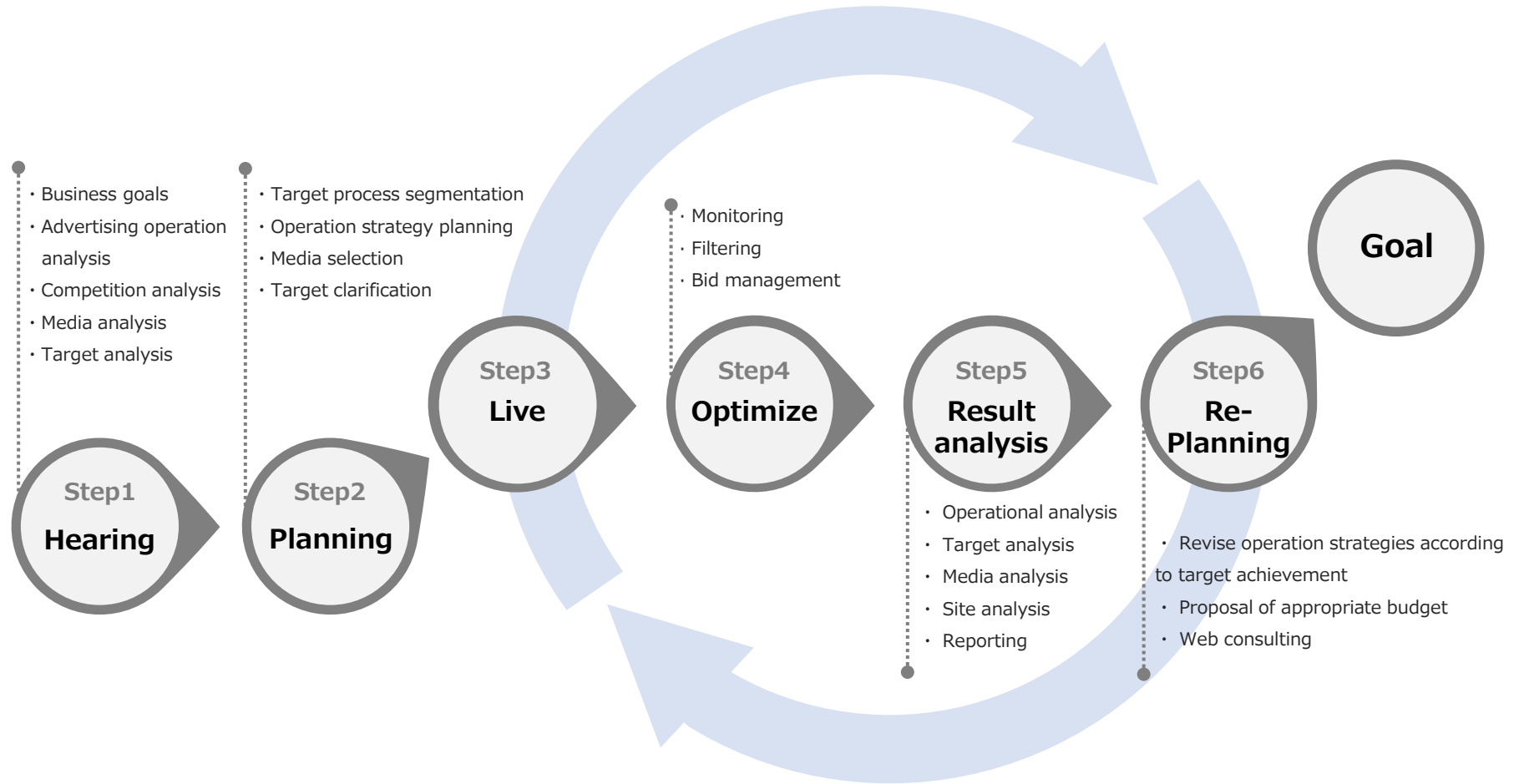
- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case



Business

- Operation system

I . Overview

- Who we are
- Our Growth
- Organization

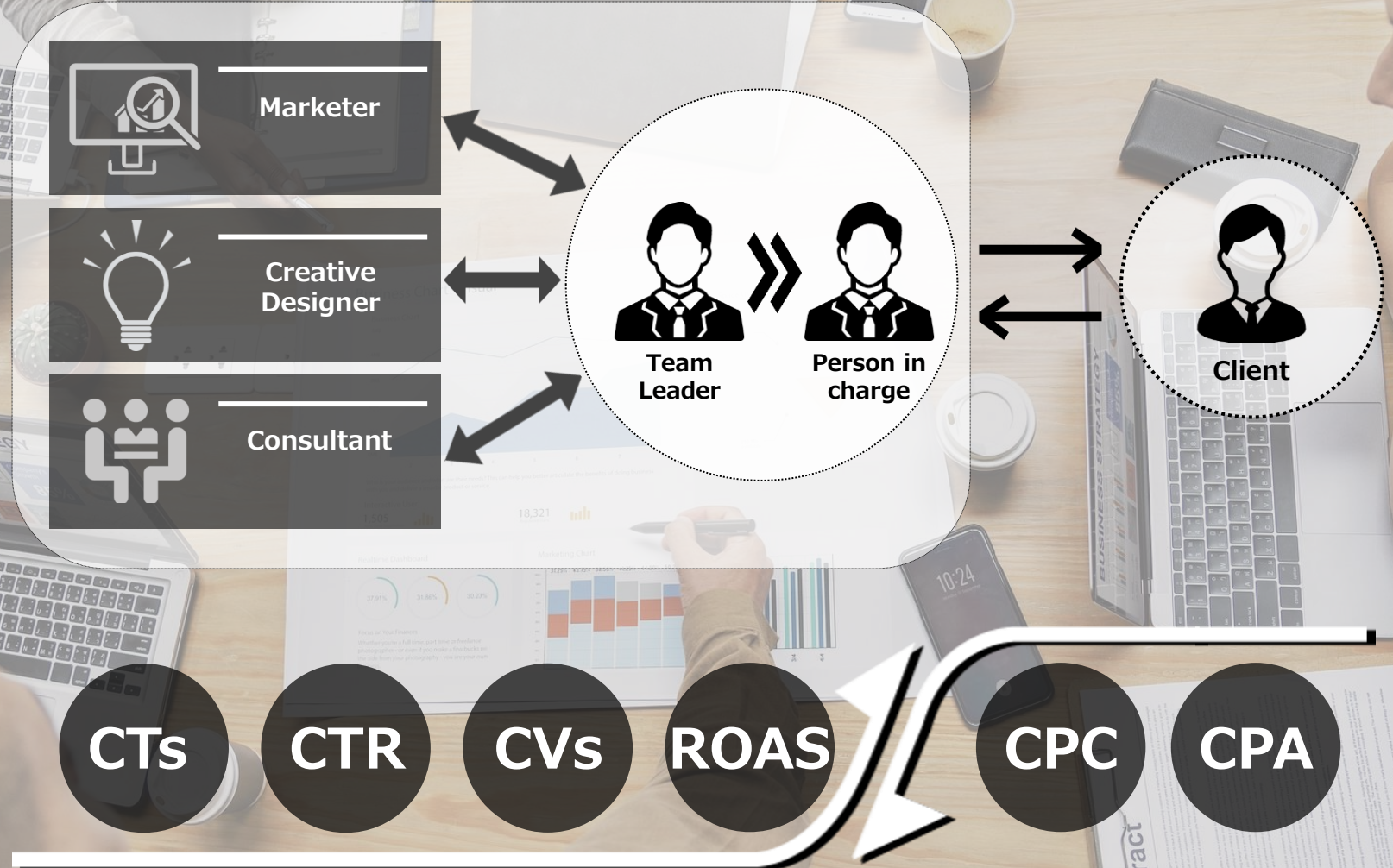
II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

For the better performance



Business

- Contract

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

Point
01

0yen

Initial setup fee

Point
02

0yen

Monthly reporting fee

Point
03

0yen

Cancellation fee

Point
04



No minimum contract
period

* About 3 months of operation (PDCA) is required for optimization.

Point
05



Access analysis support

* There may incur extra costs depending on the support

Point
06



20% of agency fee

* If it is less than 300,000yen, the handling charge
will be 60,000yen.

Business

- Process

I . Overview

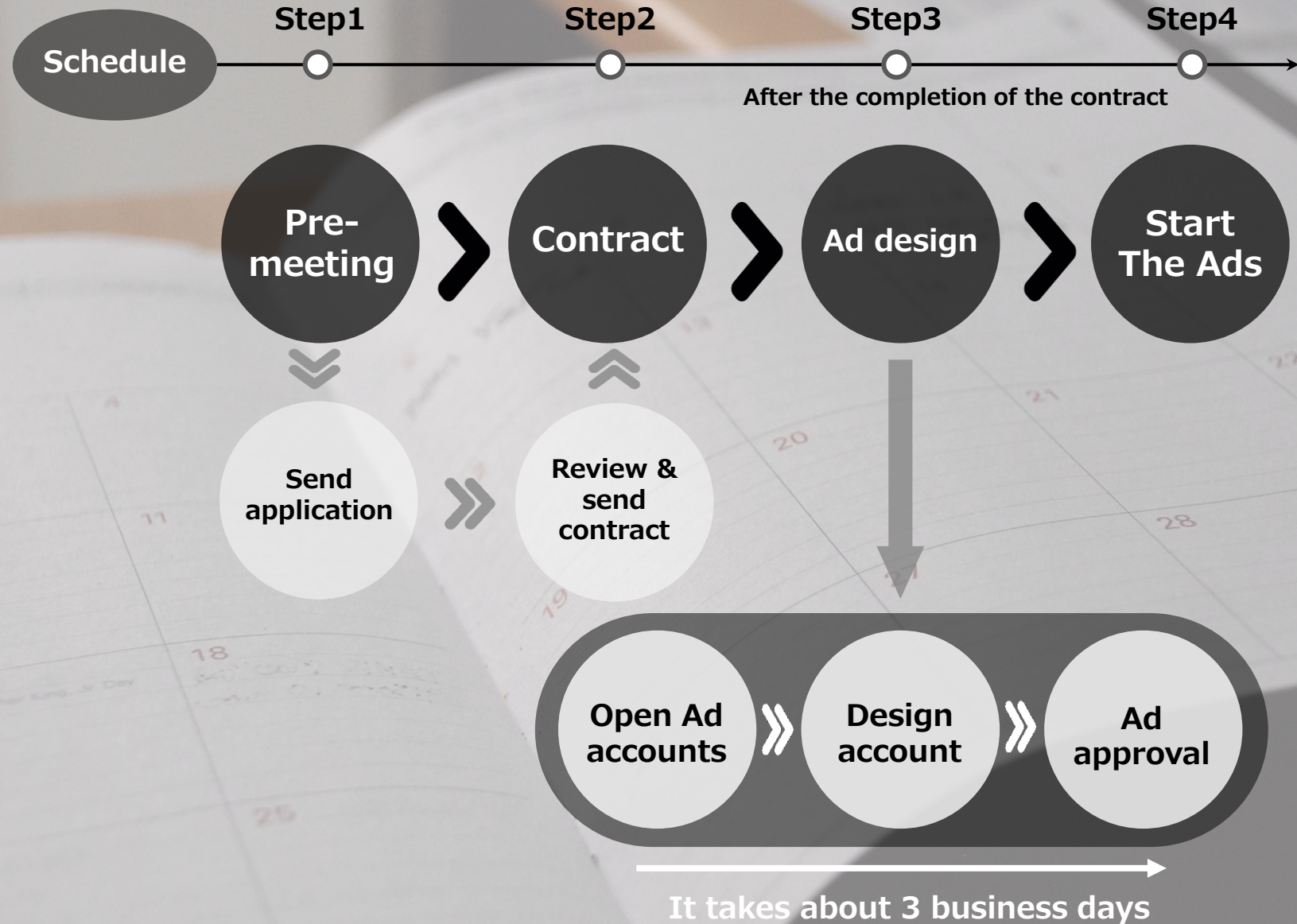
- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case



* May vary depending on ad approval process circumstances.

Reference



Case.1 International Fashion E-Commerce Website

Reference

- Case.1

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

※CVs : Complete a purchase

Point ※ Transition from In-house operation to NAMU

- Decreasing inflow to the website
- Sales stagnation by lower unit purchase price

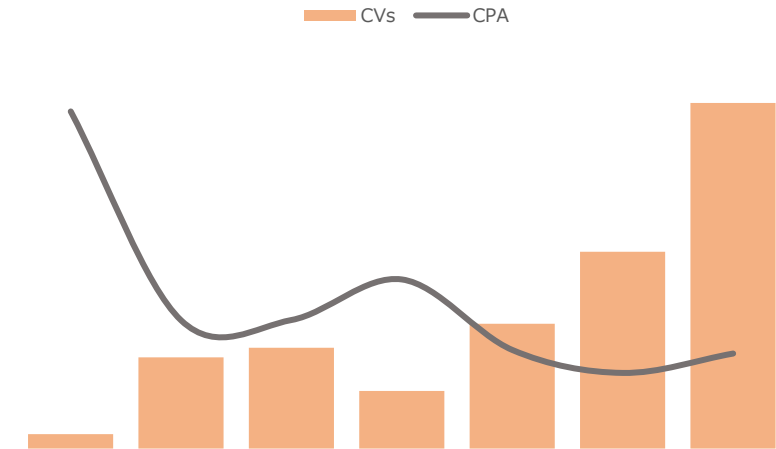
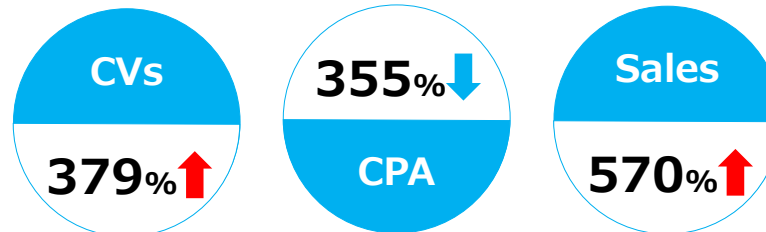
KPI

- Secure new customers and inducing revisit
- Improvement of CPA&ROAS

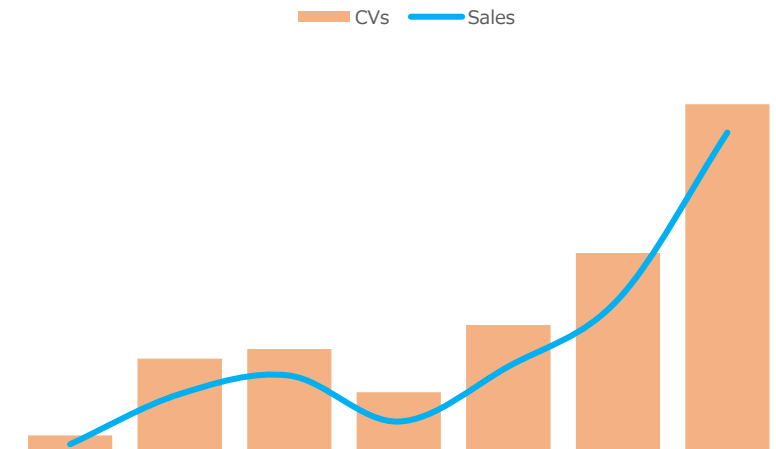
Action

- Analyze ROAS performance by media (ex. Yahoo, Google etc.) and reallocate operational budget
- Analyze operational results by category and select focus categories
- Change the creatives by target and season

Performance



7 months after transition to NAMU



7 months after transition to NAMU

Case.2 Major Food E-Commerce Website

Reference

- Case.2

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

※CVs : Complete a purchase

Point

- After launch, branding measures are essential to raise awareness
- Maximize the number of acquisitions is required due to the average of purchase price is low

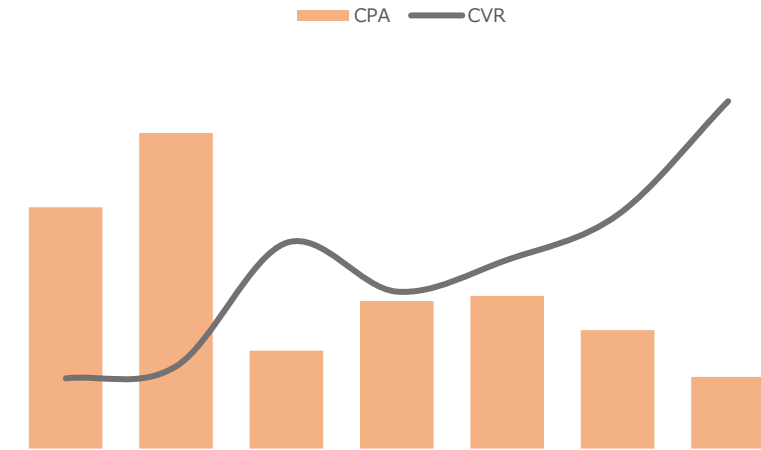
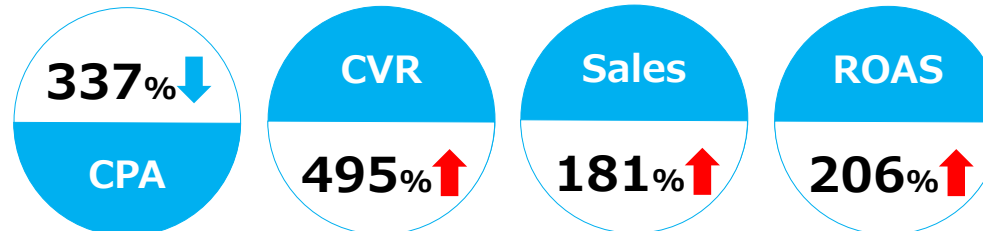
KPI

- Branding
- Maximize CVs with CPA optimization

Action

- Strategic distribution of Display by using RMT
- A/B testing of TD, LP creative
- Optimize the real-time bidding through the introduction of smart bidding system
- By connecting SNS, set the accurate persona and strengthen the campaigns

Performance



Case.3 Real estate website handling rental properties

Reference

- Case.3

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

※CVs : Inquiry

Point ※Case of replace the advertising agency

- Maximize inflow to website
- Reduce CPA of Inquiry completion

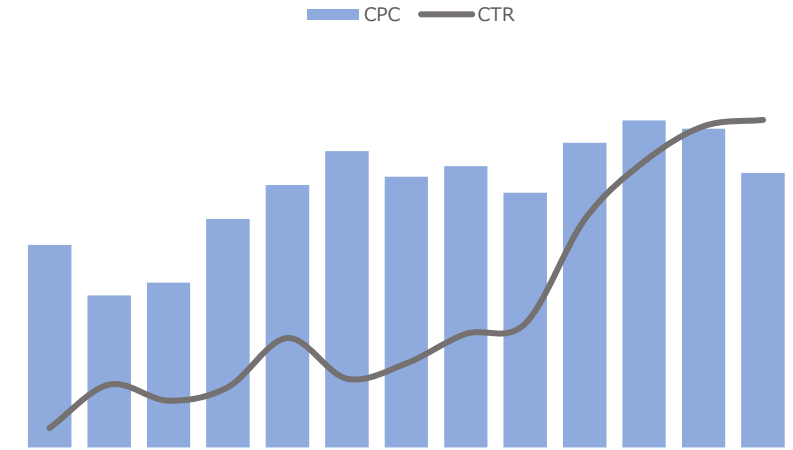
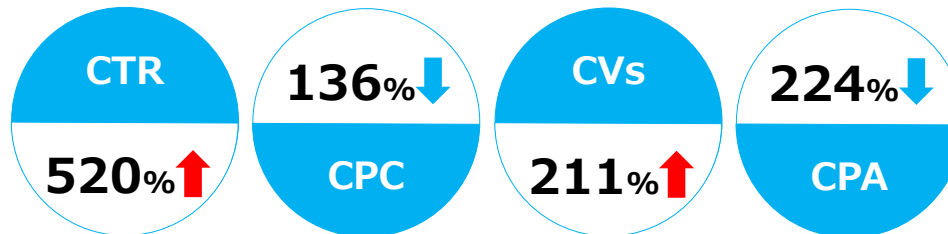
KPI

- CPC optimization
- CVs Maximization by CPA optimization

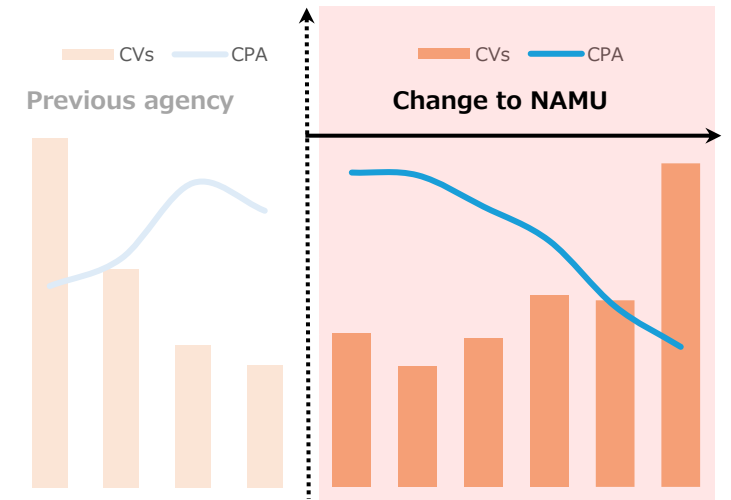
Action

- Expanding and filtering strategy by using CVs keywords
- Bid management strategy by time / day / week / device
- CTR improvement strategy to increase the traffic

Performance



13 months after transition to NAMU



Changes of CVs & CPA

Case.4 Website of Major specialized school

Reference

- Case.4

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

※CVs : Inquiry, Document request

Point

- Outflow of potential users to other companies
- Improve the quality of document requests(=Inquiry) are essential to make people visit or attend the school

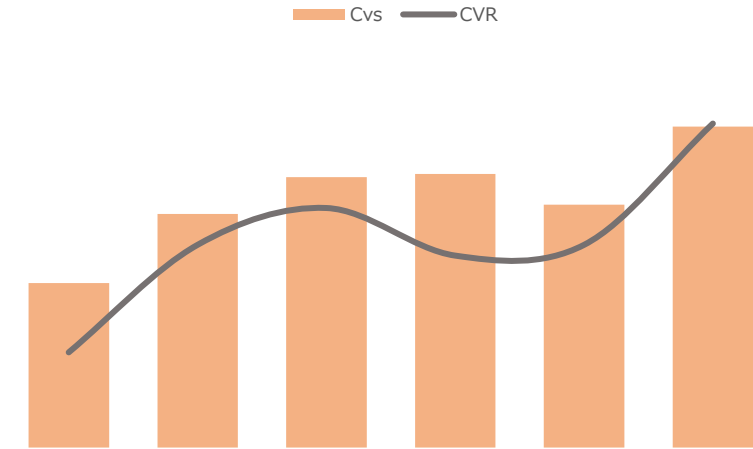
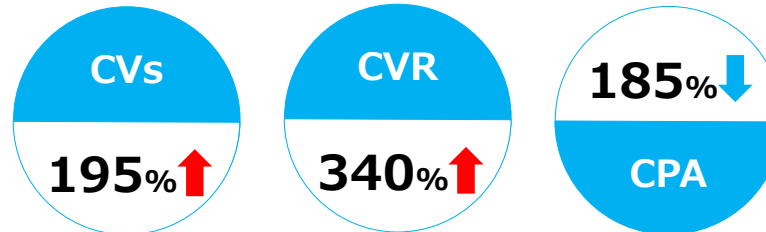
KPI

- CPA optimization & CVs Maximization
- Improvement of CVR

Action

- Expanding & filtering strategy by using CVs keywords
- Creative test
- Enhance the keywords based on CVs category results
- Customer acquisition strategy by using RLSA and RMT

Performance



Results for 6 months



Results for 6 months

Case.5 Global game company develops app games

Reference

- Case.5

I . Overview

- Who we are
- Our Growth
- Organization

II . Business

- Service Line-up
- Management
- Operation system
- Contract
- Process

III . Reference

- Case

※CVs : Download the App

Point

- Decreasing App download
- Decreasing ARPPU

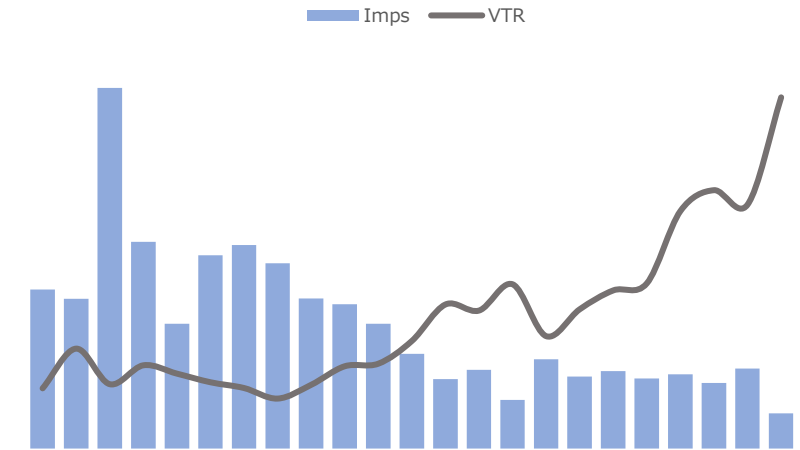
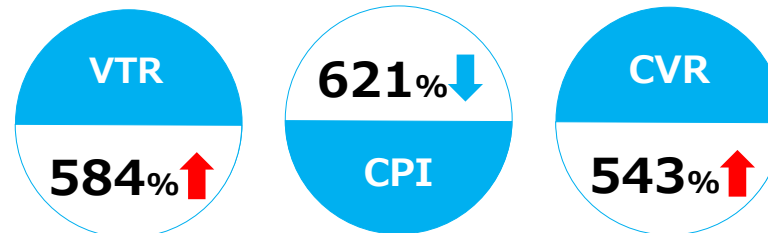
KPI

- Improve brand awareness with a major updates
- Improve the number of downloading and ARPPU acquisition

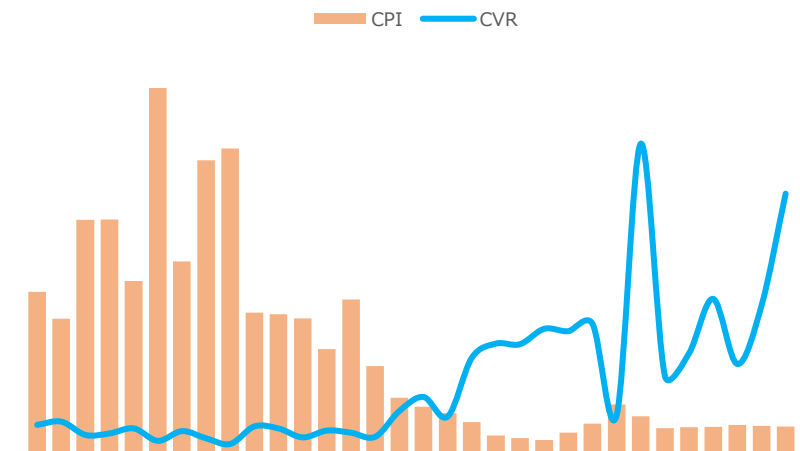
Action

- Media mix strategy to maximize target reach
- Creative strategy tailored to target & media characteristics
- Strategy for maximizing advertising performance through analysis by time / day / media

Performance



Trend by day



Trend by day

「Google Premier Partner Awards 2019」

We're finalists!

Premier Partner Awards 2019



Celebrating excellence in digital marketing.

Congratulations to the 2019 Premier Partner Awards winners for showcasing how they support their customers to succeed with Google Ads and securing the top spot in the Search Excellence, Display Excellence, App Excellence, Shopping Excellence, Video Excellence and Growing Businesses Online categories.

Search Excellence



NAMU has been selected as one of the top 5 experts from about 7,000 advertising agencies in Japan.

**Outstanding
performance award**



THANKS

Namu Communication

Tel. +81 3-5954-7227 / Fax +81 3-5954-7228

Mail. gmt@namujapan.com