

NAMU

Communication

COMPANY PROFILE



Total Online Marketing Service

Namu
Communication

Overview

- Who we are

I . Overview

- Who we are
- Our Growth
- Organization

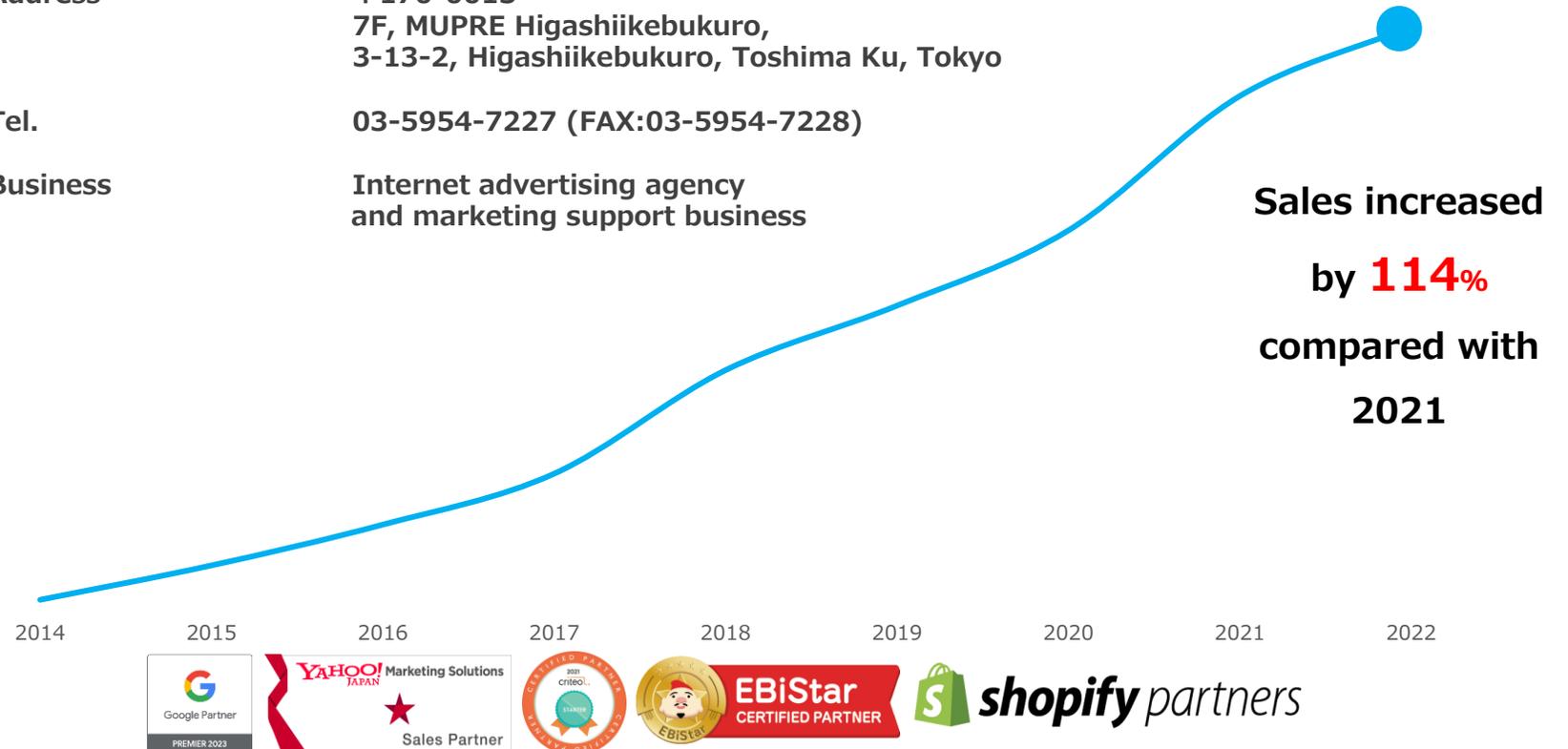
II . Business

- 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	31 employees (Japanese branch) ※ 177 employees including the head office in Korea (2023. 7.)
Address	〒170-0013 7F, MUPRE Higashiikebukuro, 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

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Point
01



Average of
Monthly contracts

15
cases

※Based on 2022.12.

Point
02



The number of cases

1,319
cases

※Based on 2022.12.

Point
03



Professional group

※Google Ads certification holders

100%

※Excluding management support members

Organization

Overview

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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



Business

Business

- Service Line-up

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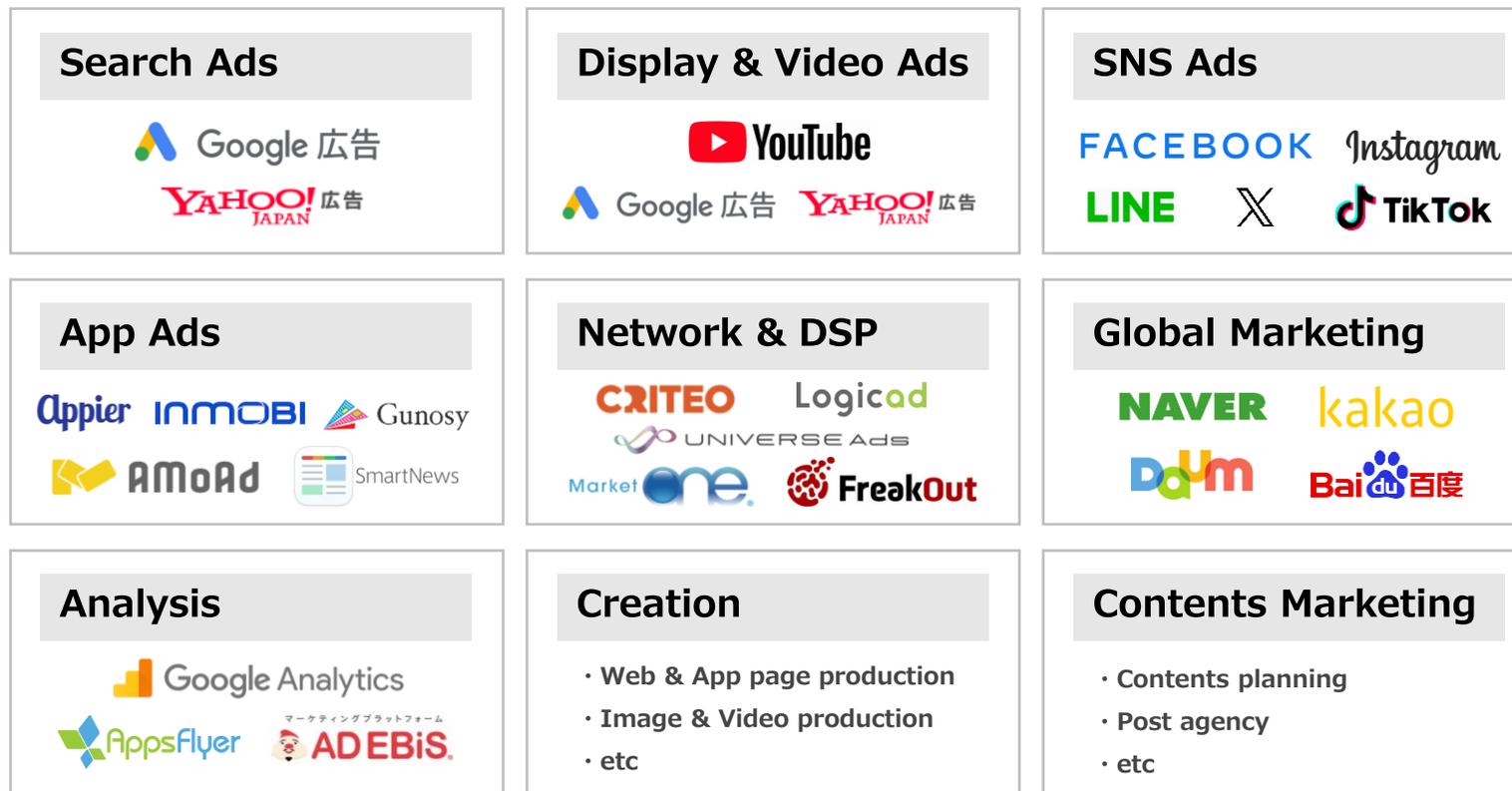
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Total Online Marketing Service



※一部サービスのみ記載



For the better management

Business

- Management

I . Overview

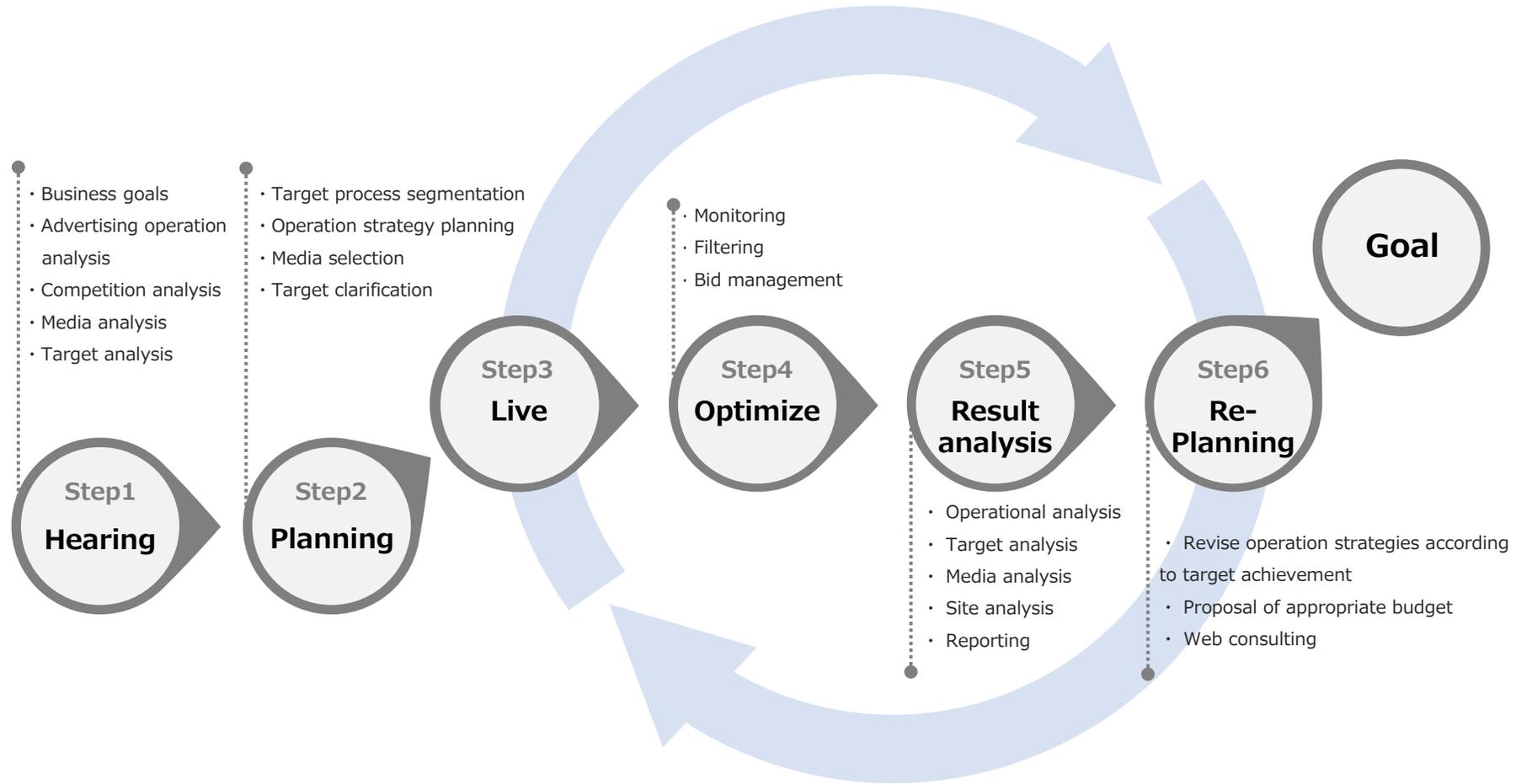
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For the better performance

Business

- Operation system

I . Overview

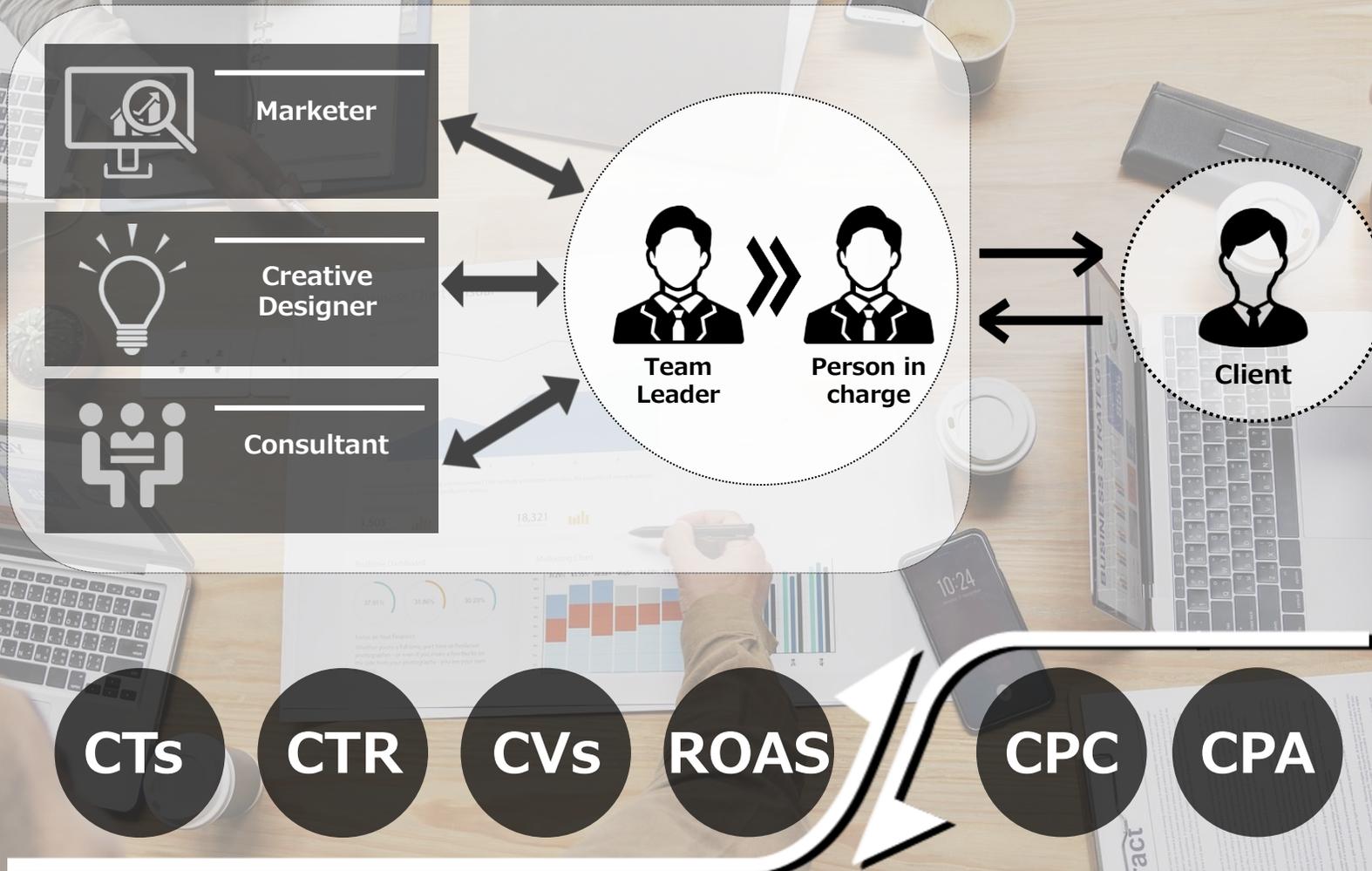
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Business

- Contract

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- **Contract**
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Point
01

0 yen

Initial setup fee

Point
02

0 yen

Monthly reporting fee

Point
03

0 yen

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

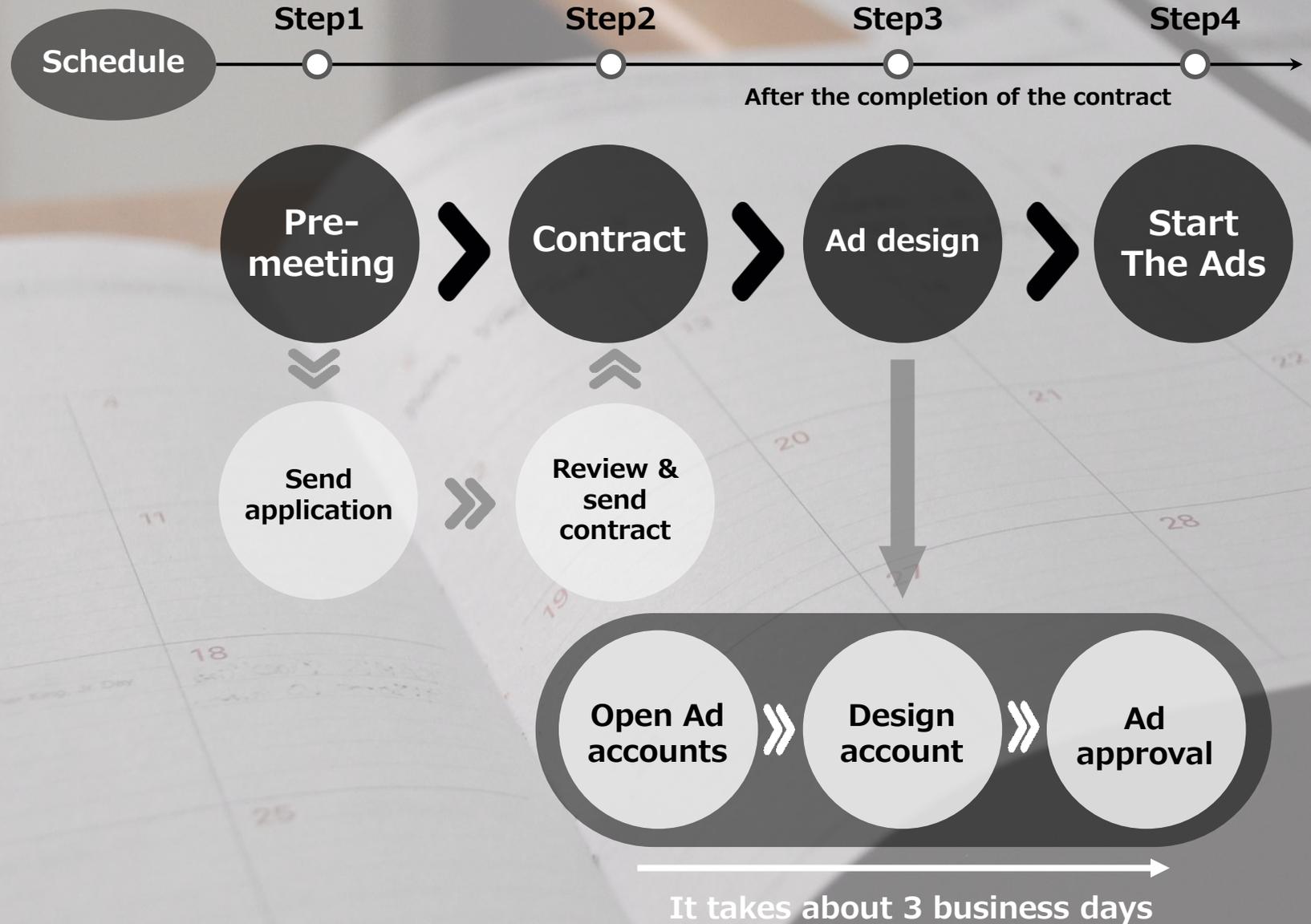
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* May vary depending on ad approval process circumstances.

Reference



Case.1 International Fashion E-Commerce Website

Reference

- Case.1

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※CVs : Complete a purchase

Point ※ Transition from In-house operation to NAMU

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

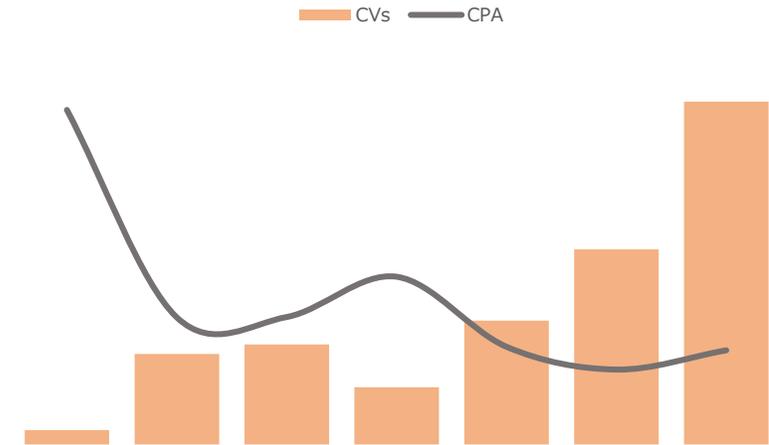
KPI

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

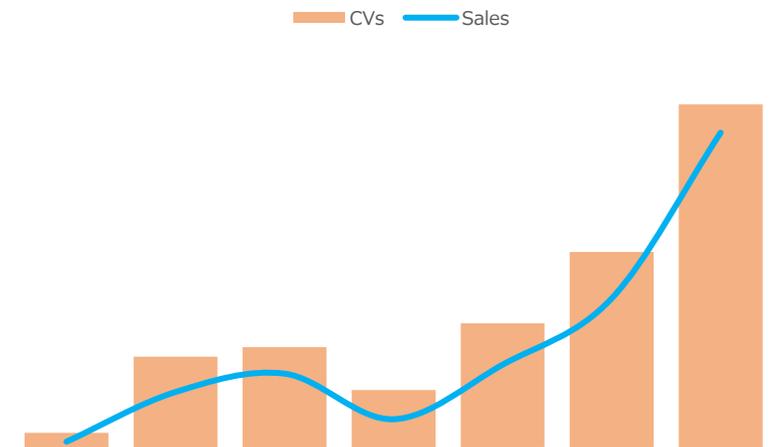
Action

- 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

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※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

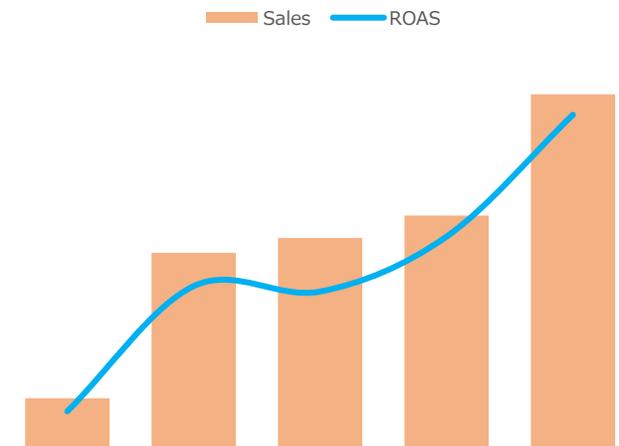
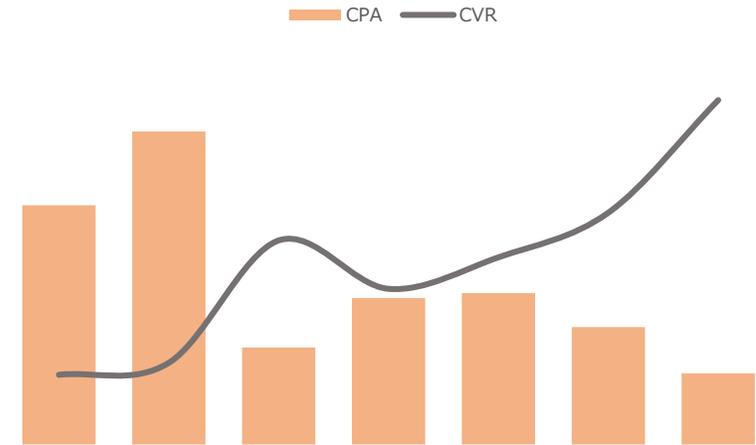
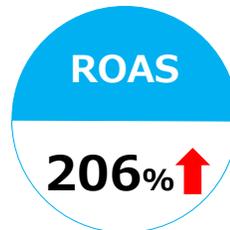
KPI

- 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

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※CVs : Inquiry

Point ※Case of replace the advertising agency

- Maximize inflow to website
- Reduce CPA of Inquiry completion

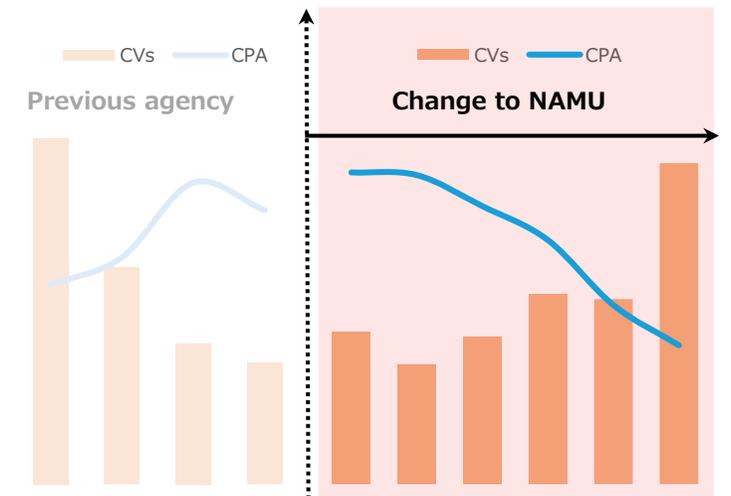
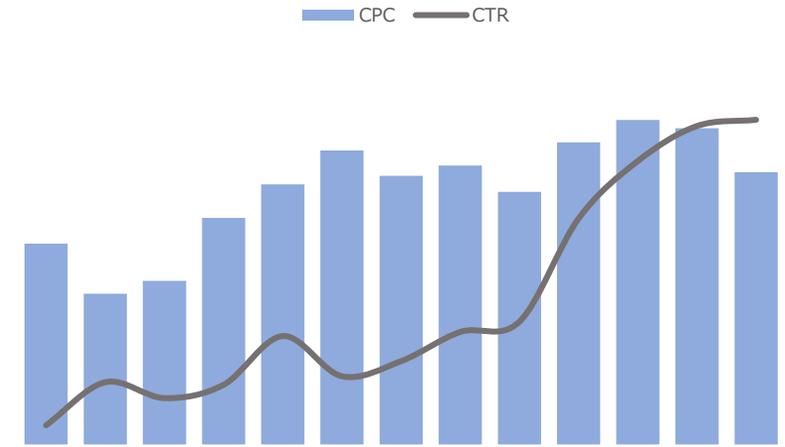
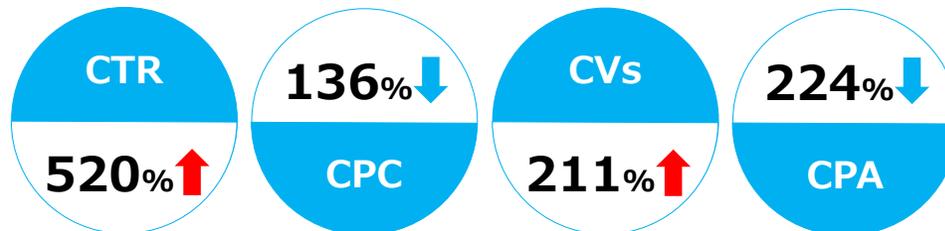
KPI

- 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



Case.4 Website of Major specialized school

Reference

- Case.4

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※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

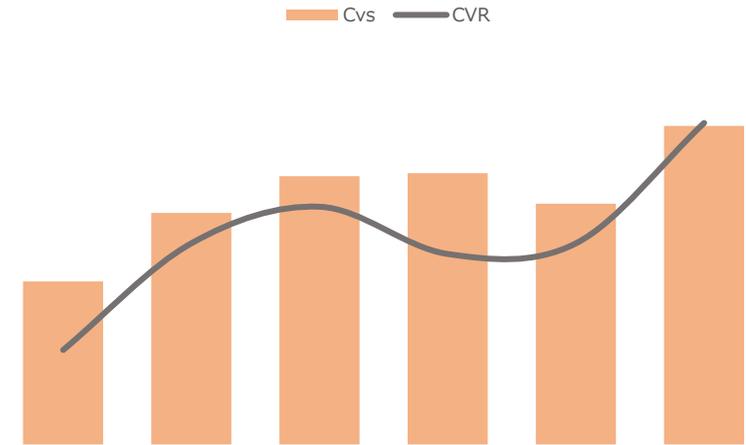
KPI

- 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

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※CVs : Download the App

Point

- Decreasing App download
- Decreasing ARPPU

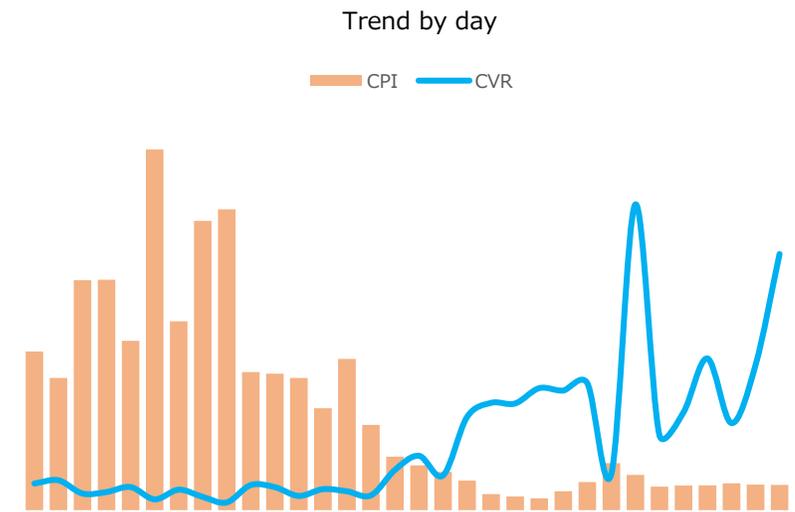
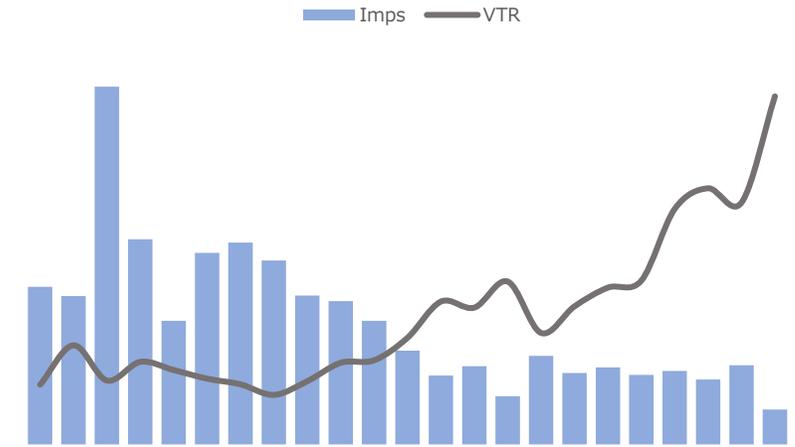
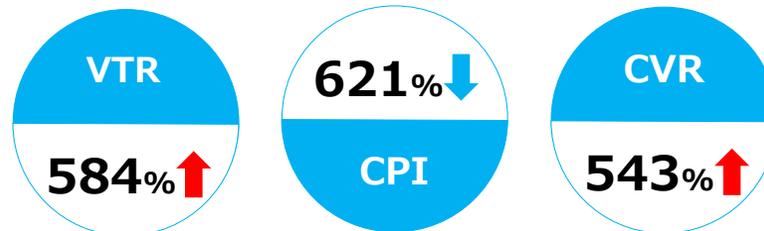
KPI

- 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

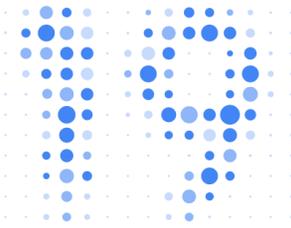




■ Google Premier Partner Awards 2019

A Finalist in the **Search Excellence** category

Premier Partner
Awards 2019



For expertise and innovation
with Google search ads

**Outstanding
performance award**



Search Excellence

This category recognises expertise and excellence in delivering campaigns through the Google Search Network and is awarded to the Premier Partner that demonstrates the best use of Google Search Ads.

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

■ Google Premier Partner Awards 2022

A Finalist in the **Workplace Excellence** category



Google Partners
PREMIER
PARTNER
AWARDS
2022

Finalist



For promoting
healthy work environment

**Finalist
Google Partner
of the Year**



Workplace Excellence

The Workplace Excellence category focuses on how the company works together.

This award acknowledges our inclusive company principles that benefit talent and improve the workplace. It also honors our approach to diversity, equity and inclusion.

THANKS

Namu Communication

Global Marketing Team

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