Dotlab Company Introduction

We Design Ads

with unique approaches, from small data to comprehensive performance analysis

2023 TREND

In today's digital ad industry,
every aspect of ad is analyzed into data.

From novelty to **Stability**
From distinction to **perfection**

Now is the time the approaches are shifting,
more rationally rather emotionally

DOTLAB is leading this new age
in a more detailed and systematic manner

The People
who have grown up together

2017 —— 2023

2017	2018	2019	2020	2021	2022

2017
5+ partners
$3B+ sales

2018
10+ partners
$6B+ sales

Partnered with
JOYCITY

2019
15+ partners
$7B+ sales
(30% Global sales)

Partnered with
NEOWIZ

2020
20+ partners
$9B+ sales
(50% Global sales)

Partnered with
PEARLABYSS

2021
30+ partners
$12B+ sales
(65% Global sales)

Partnered with
NC SOFT
KRAFTON
KAKAO

2022
40+ partners
$15B+ sales
(70% Global sales)
30+ employees

Global competencies created by professionals
with numerous experiences

Domestic and International Tracking Operations
Ad Data Analysis & Management
Daily Campaign Reports
KPI-centric operational directions

Attribution

TVC. OOH

Public Transportation
Culture & Shopping
Commercial Broadcasting
Offline Promotion

With one Voice
leading all

Global & Local media management
Global media operations Team
Portal Sites, Social Media, DSP, RTB, Viral, Network
Ads, Big tech(Google, Meta, Line, TikTok), etc.

Digital On. Mo.

Creative

Video production
Digital Creatives & Variation
Producing & Planning Contents
Concept Strategy Development and Proposal

Client company

Domestic and International Market Analysis
Marketing Consultation
IMC Strategies & Planning
Media Forecasting
Business Report
App integration with MMP

Perfect Connection
changing the result

MKT Agency

Domestic and International Campaign Consortiums
Data Collection & Analysis
Daily & Monthly Report
Global Marketing Training
Media Operation Training
Data Management Training

Advertisement experts
showing results in figures

Data team

Campaign Analysis
Media Trend Research
Performance Analysis
MMP Data Analysis

Media team

Campaign Simulation
Marketing Communications
Media Planning
Daily & Monthly Reporting

Consulting team

Marketing Consulting
Strategy Proposal
Promotion Proposal
Business Consortiums

Design team

Conceptual Direction
Creative Result Analysis
Commercial Planning
Creative Production

Outstanding achievements,
proving reliability and trustworthiness

+20 GLOBAL MARKETING
$ 12M MEDIA BUDGETING

+20 PARTNERS

DOTLAB

Thank You