

# Dotlab ✨ ✨ Company Introduction



# We Design Ads

with unique approaches, from small data to comprehensive performance analysis

## 2025 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

DOTLAB

# The People

who have grown up together

2017 ————— 2025

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

2023



50+ partners  
\$15B+ sales  
(60% Global sales)  
30+ employees

2024



50+ partners  
\$16B+ sales  
(70% Global sales)  
P2E  
Audition  
E-Commerce

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

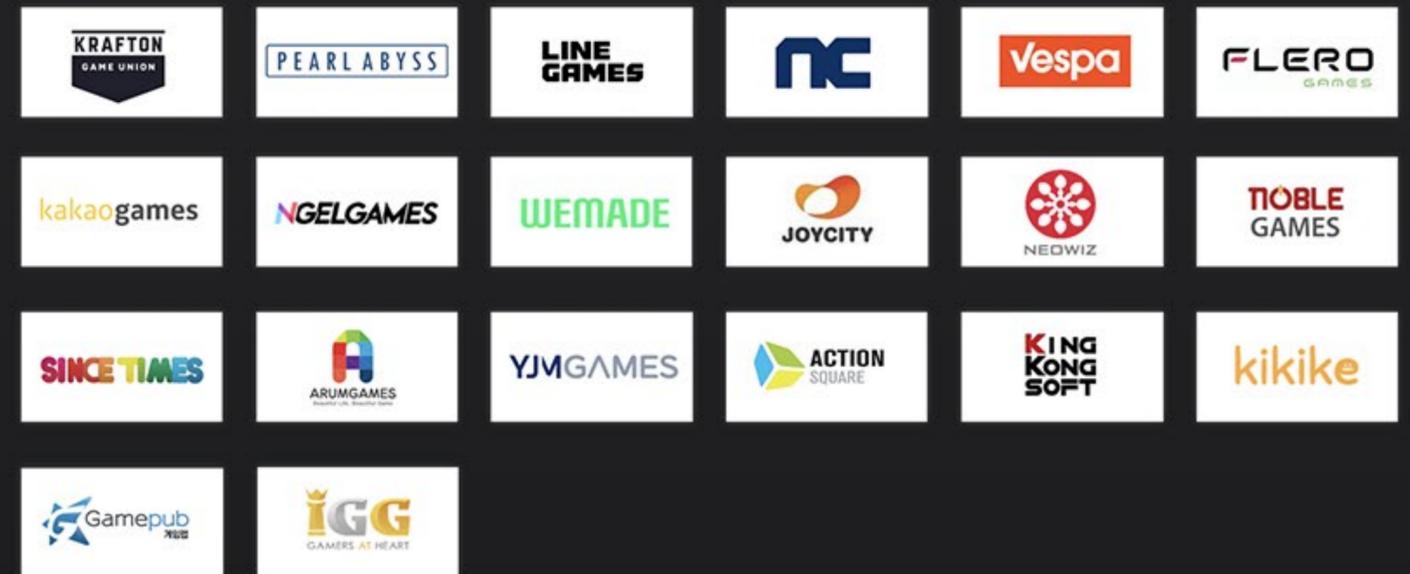
# Outstanding achievements

proving reliability and trustworthiness

+20 GLOBAL MARKETING  
\$ 12M MEDIA BUDGETING



+20 PARTNERS



  
**Thank You**

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