CubOn

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Solution for leading to action

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Market Situation | Online Advertisement

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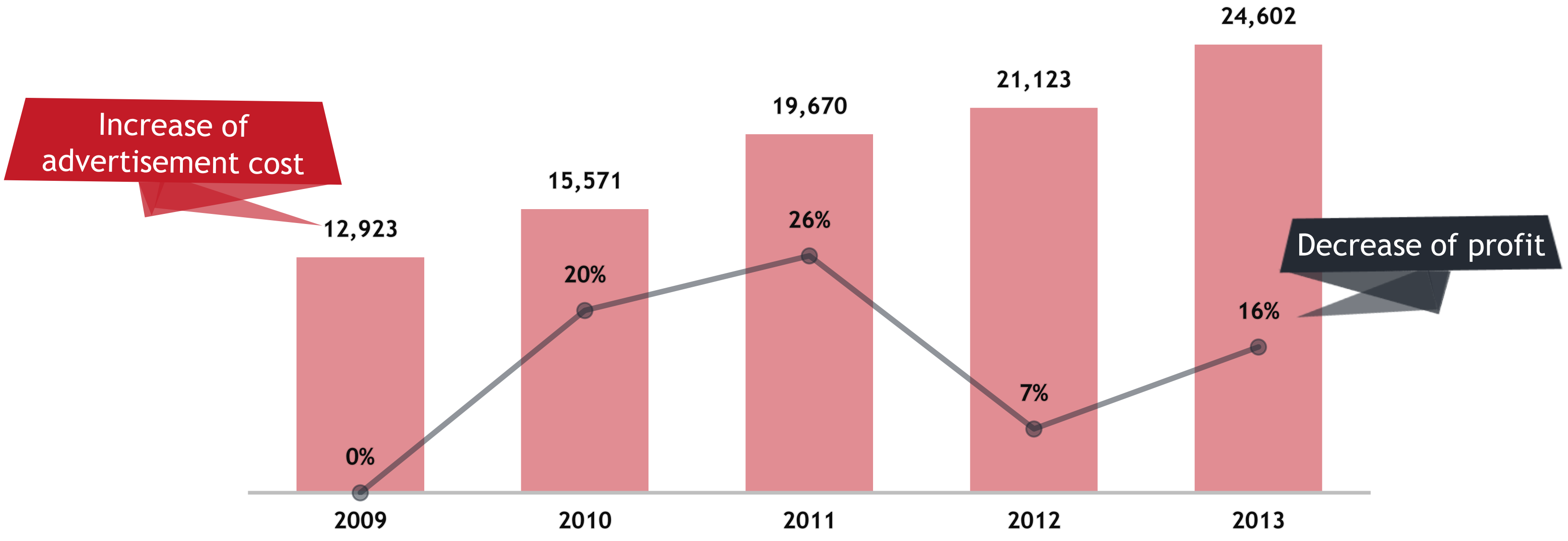
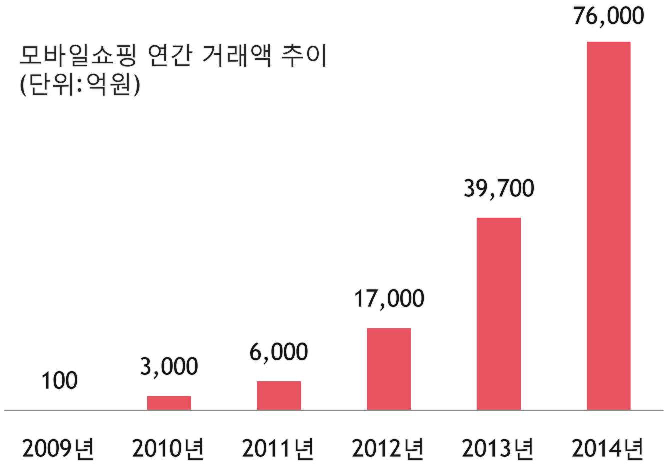
Advertisement cost is consistently increasing due to huge competition in business with the need to maintain favorable advertisement environment, while the profit rate is quickly decreasing because of high advertisement costs.



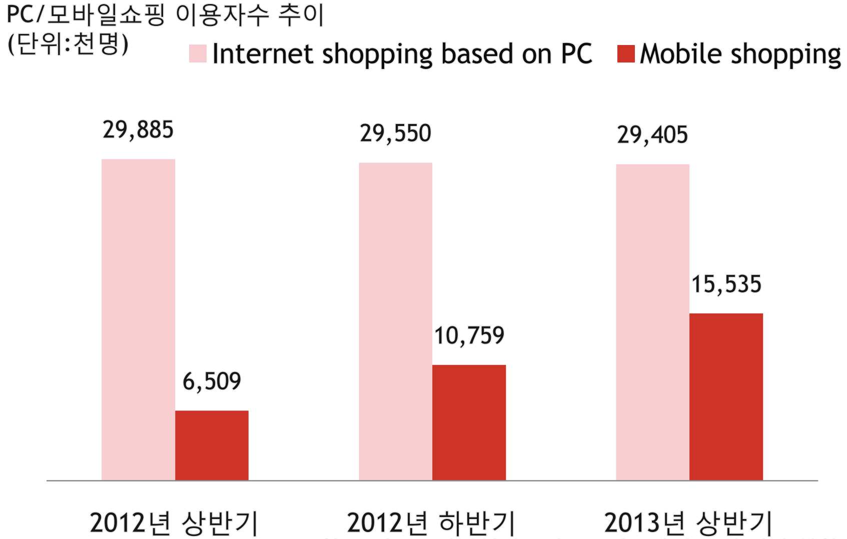
Source : 한국온라인광고협회(2013)

Market Situation | Mobile Advertisement

The scale of mobile shopping market, which has grown from early on 2000s, was just about 10 billion won in 2009,
In 2012, it formed the market of about 1.7 trillion won.
It increased to about 7.6 trillion in 2014.



참조.디지털타임스(2013.7),한국온라인쇼핑협회(2012)



참조.정보통신정책연구원. '국내온라인 쇼핑 시장 현황 및 전망'

We can observe a consistent growth of mobile shopping.
In 2013, the amount of mobile shoppers exceeded half the amount of PC shoppers.

A new marketing platform visitors connect to for purchase

From all visitors, 98% are leaving customers

Leaving customers are potential customers who can purchase merchandise or service from the competition.

Cub.on is a next generation marketing platform, which optimizes marketing techniques to lead a potential customer to purchase.

CUB.on Widget

An advanced concept for visitor retention marketing platform which is a combination of a marketing window and banner products.
By visiting the home page of the company which introduced a synthetic form of retention matching advertisement for wanted online page search word, the target users get advertisements whenever they are, wherever they are.

Cub.on Web

Without installing any additional software, just insert the script on the home page of the company which introduced a synthetic form of retention matching advertisement. It consists of the reaction web page which collects product materials from the relevant category and the search word which is set by the company that introduced the marketing **platform(patented). Search engine marketing which is displayed with Layer form**

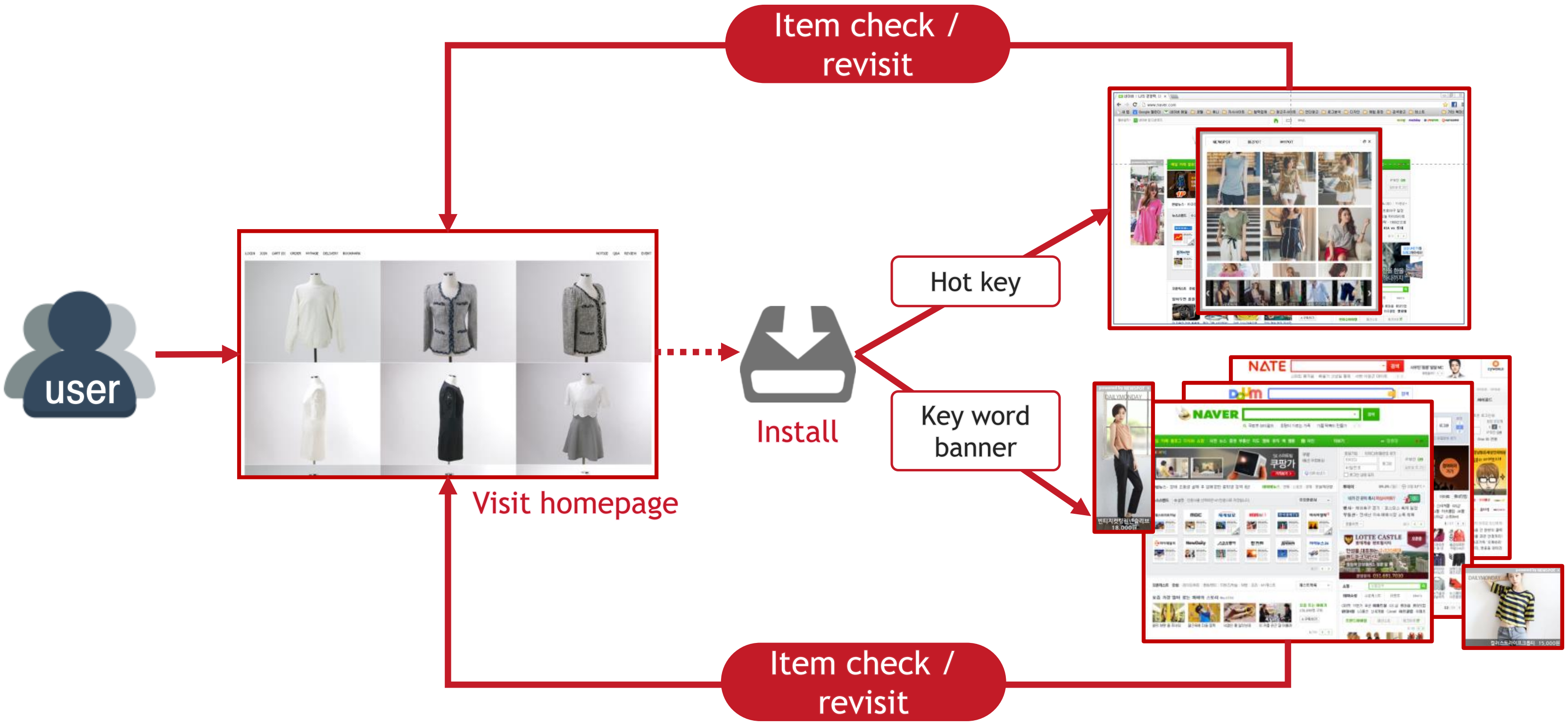
Cub.on Mobile

A mobile advertisement platform with various convenient functions such as event, alarm, reference, etc.., as well as an automatic recommendation service which specializes in automatic collecting and **exposure(patent)**

CUB.ON Widget | Display route

Cubon Widget

New concept marketing service based on **WEB-APP(web application)**



Item check / revisit

user

Visit homepage

Install

Hot key

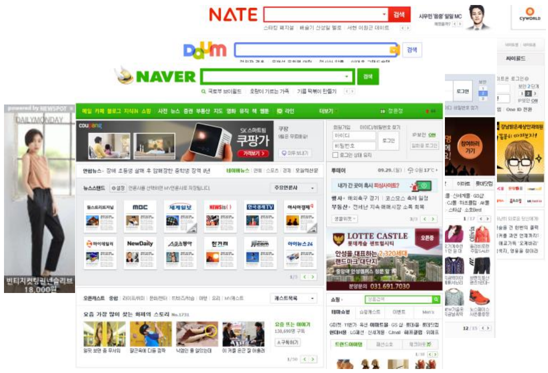
Key word banner

Item check / revisit

CUB.ON Widget | Type

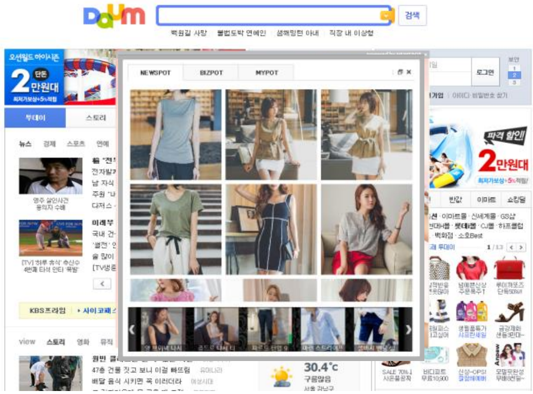
Solution for leading to action

Portal banner



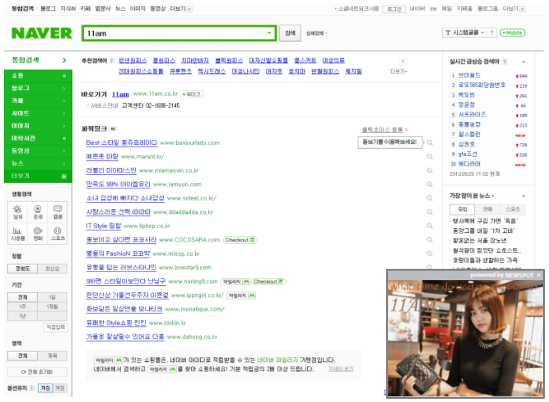
Register image which appeared top-left side(URL matching) on designated site for 5 pieces (rolling for 20 seconds). Set the landing URL separately for each image

Marketing window



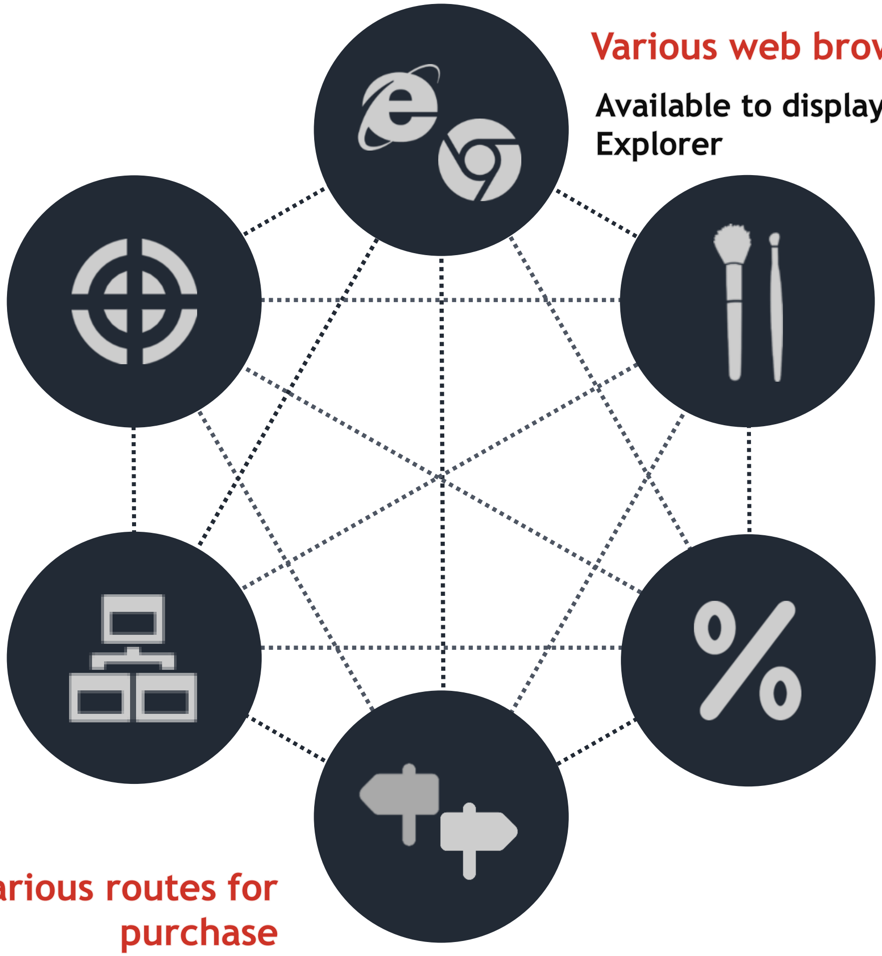
Run in case of booting PC + operate with hot key (double click on ALT). Depending on the conditions set, automatically collect and display the images

Searching banner



Available to register more than than 100 key words which appear in the lower right-hand side of the search screen, setting each URL separately for every image

CUB.ON Widget | Features



Various web browsers

Available to display on Chrome as well as Explorer

Target-Retention marketing

Install to display continuously for target visitors

Automation of advertising banners

Display the **image you want with automatic resizing** after collecting page

Display on additional sites

Display additionally on preferred site like blog and other portal websites

Control the frequency of exposures

Possibility to control the frequency of the display to minimize the repulsion of advertisement

Various routes for purchase

Through hot key or internet window banner advertisement, **available to check product concept you want instantly**

CUB.ON Widget | Expectation effect

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Increase brand awareness

Display on the main site of the portal to increase brand awareness, unlike text form key word advertisement which is displayed when searching for a key word. It appears in the lower right-hand side in a banner form without changing the result of the searched value

Saving time of the advertiser

As a system of automatic collection and display, there is no need to create an additional banner to do work, due to an automatic display of a standard image as a banner form

Dig out a potential customer

Within a visit, the customer, who searches for a relevant key word like competition object offering some information, gets the client company home page displayed

Decrease the advertisement cost

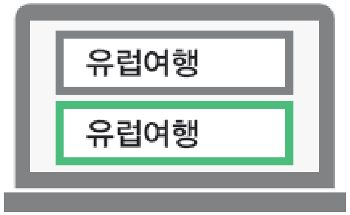
Reduce marketing costs of the main site. Maximize synergy by registering a relevant key word package, not Purchasing each key word individually

Increase the revisit rate of existing customers

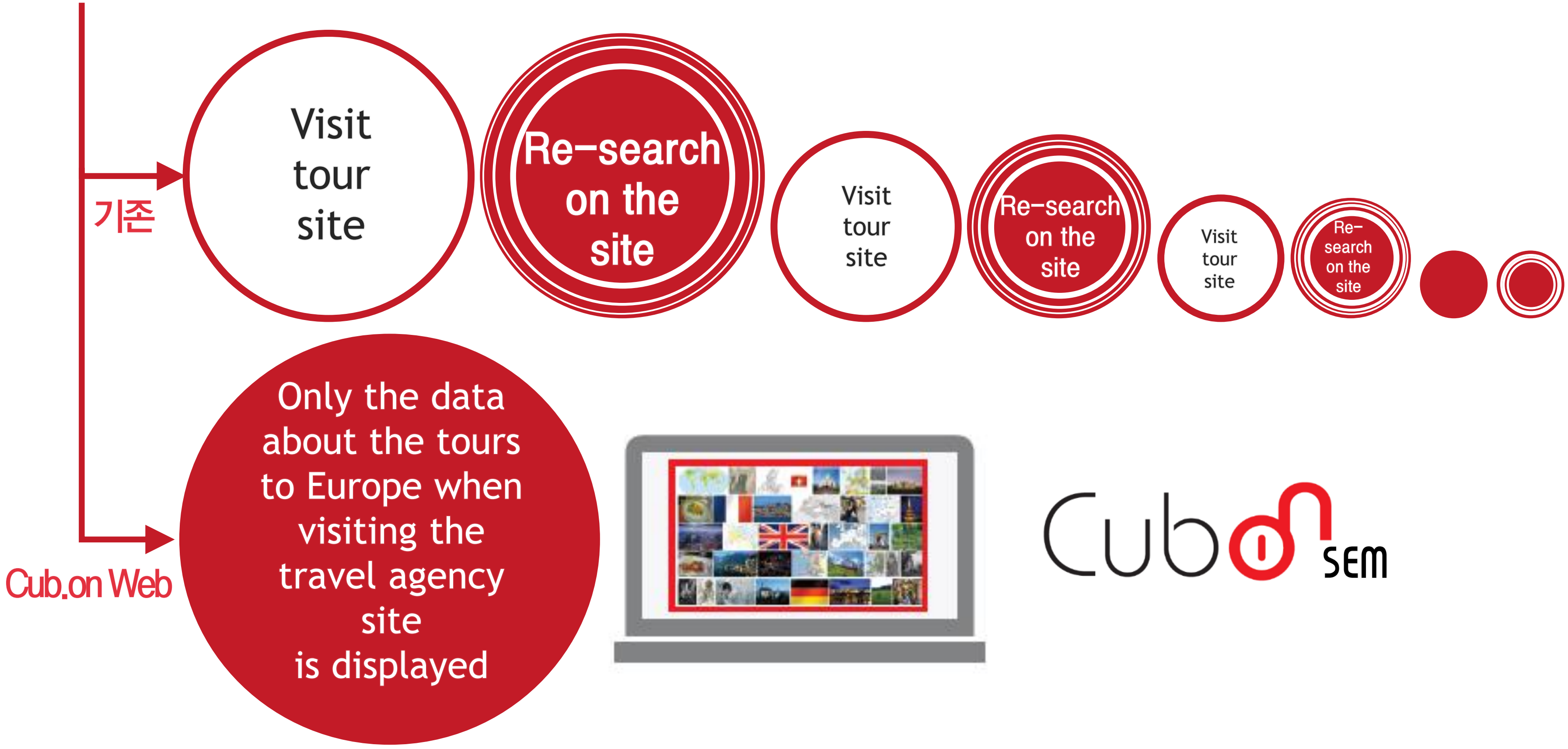
Not only inducement of revisiting for the new customers, but also increase of revisiting rate by displaying for the existing visitors

CUB.ON Web | Display path

Searching Engine Marketing



Example: In case of searching for the tours to Europe, remove inconvenience of searching for the first key word on the portal and researching keyword on the visited site, Making the information you want available to access.



기존

Visit tour site

Re-search on the site

Visit tour site

Re-search on the site

Visit tour site

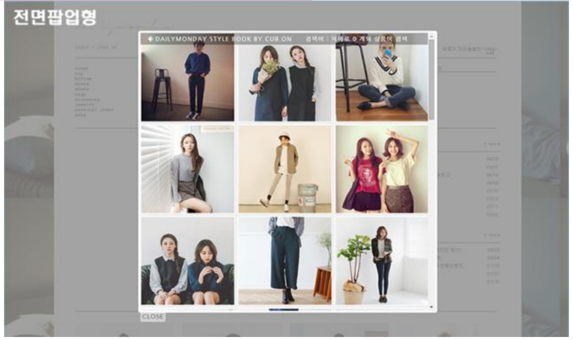
Re-search on the site

Cub.on Web

Only the data about the tours to Europe when visiting the travel agency site is displayed

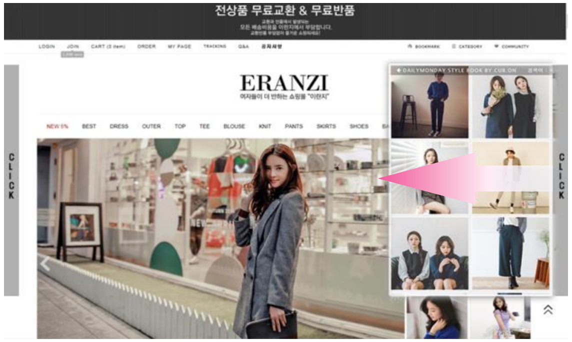
CUB.ON Web | Type

Front pop-up type


전면팝업형
DAILYMONDAY STYLE BOOK BY CUB.ON
CLOSE

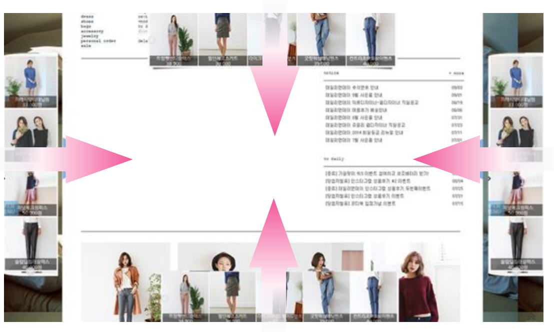
Blurred effect of the existing main screen on the home page during the display + displays the search (set) value as whole pop-up

Slide type


전상품 무료교환 & 무료반품
ERANZI
DAILYMONDAY STYLE BOOK BY CUB.ON
CLICK
CLICK

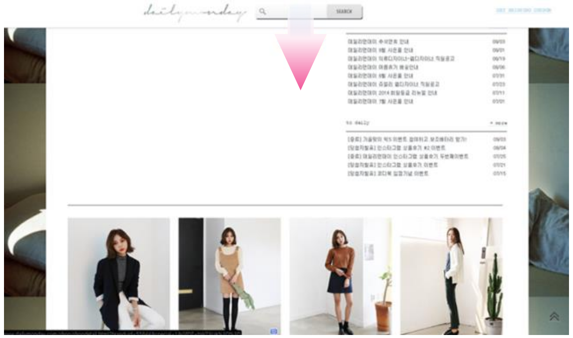
When clicking left or right, displays search (set) value as slides

Slide-fixing type



Displays search (set) value on upper, lower, left or right side of the home page

Toolbar type


dailymonday
SEARCH

Expose search engine as main upper tool bar form (set for menu with an event link)

CUB.ON Web | Features

Solution for leading to action

No installation

Without installing, display advertisements directly

Automatically display on the home page

Depending on the value set, **automatically display** on the home page of the advertiser

Set the value you want

Key word, Instagram, the blog of the advertiser, etc.., **Possibility to the control the parameters of display**

Display form

Possibility to display however you want, including pop-up on front side / up, down, left or right side / slides / etc.

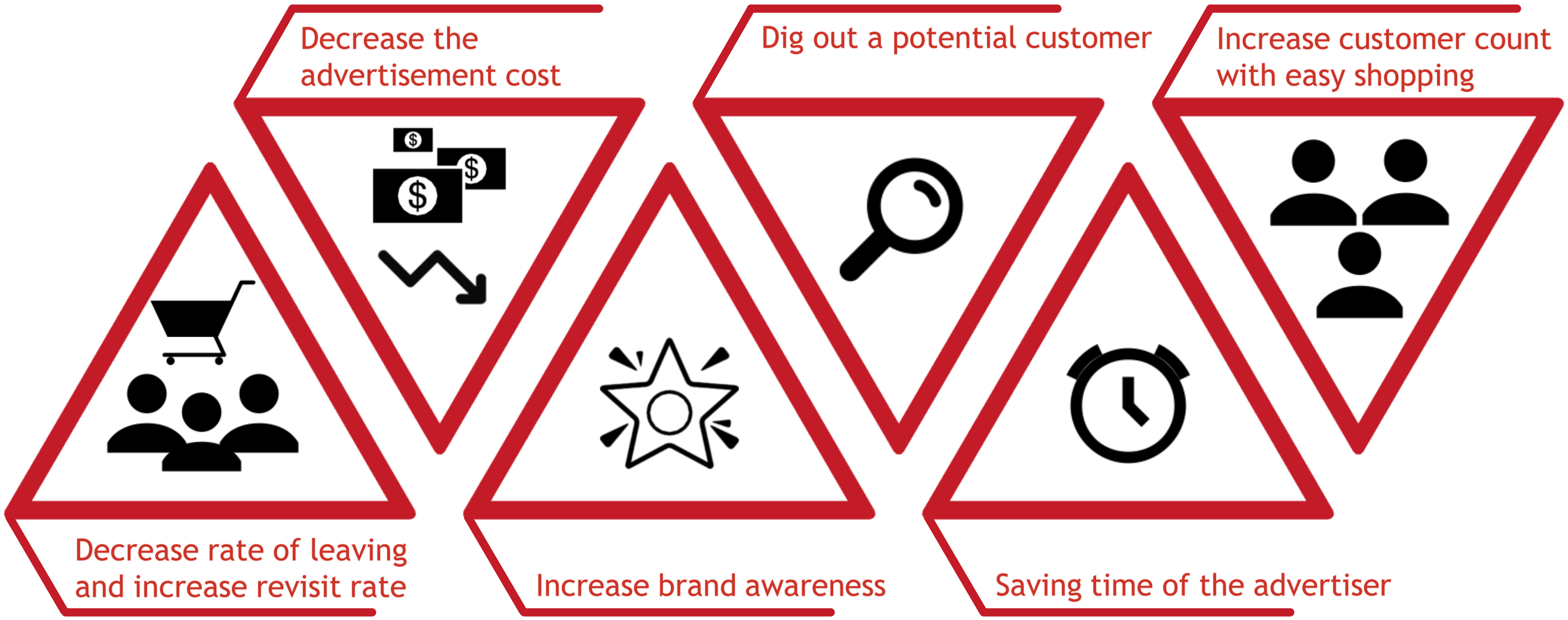
Various routes for purchase

Add other routes to purchase and to home page products

Target-Retargeting

Depending on the values set, **Flow into the site using re-targeting, minimizing the users' breakaway**

CUB.ON Web | Expectation effect



Decrease rate of leaving and increase revisit rate

Encourage a new customer to visit frequently & display advertisements to existing customers

Decrease the advertisement cost

Reduce marketing costs of the main site.
Maximize synergy by registering a relevant key word package, not purchasing each key word individually

Increase brand awareness

Increase brand awareness by displaying on the main page of the website

Dig out a potential customer

Within a visit, the customer, who searches for a relevant key word like competition object offering some information, gets the client company home page displayed

Saving time of the advertiser

As a system of automatic collection and display, there is no need to create an additional banner to do work, due to an automatic display of a standard image as a banner form

Increase customer count with easy shopping

Easy shopping, possibility to search for product concept depending on set condition

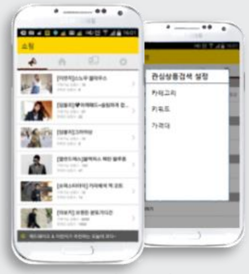
CUB.ON Mobile | Type

Solution for leading to action

Mobile

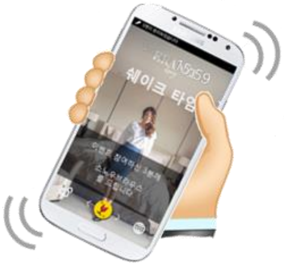
Installation via ADK to take advantage of free marketing techniques in existing apps.

Automatic recommendation service



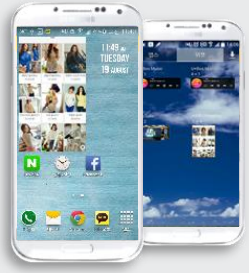
Directly display the wanted category to reduce unnecessary searching time. Increase the rate of purchase using facilitation

AD.Shake



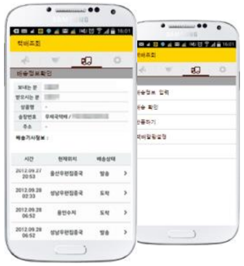
Like in games, offer coupons or others, draw attention of the customers. As a result, increase buying rate

Widget



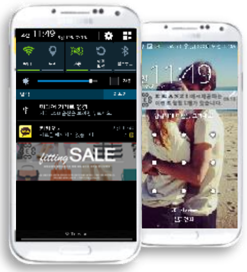
Draw attention by always displaying new products and recommended products through the widget and increase rate of inflow and purchase

Delivery inquiry



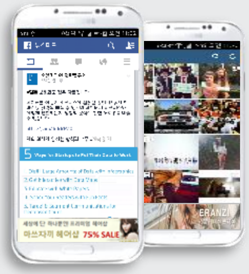
Reduce unnecessary SMS cost which occurs when using existing apps

Push/lock screen alarm



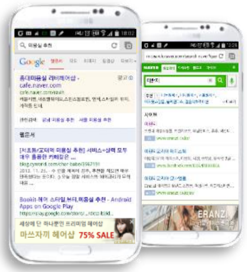
Reduce unnecessary SMS cost. Inducement for attention with alarm as banner form

App banner



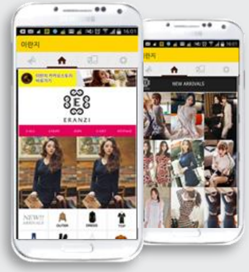
Decrease advertisement cost. An effective targeting advertisement which fits users' tendency and secures incoming population

Keyword banner



Encourage people to come in by matching mobile web portals each word while decreasing the advertisement cost of key words

Be interlocked with the mobile home page



Increase the buying rate immediately with a growing focus for direct interlocking if there is a need to purchase other goods which are not on the app

CUB.ON Mobile | Features

	Automatic recommendation	AD.Shake	Widget	Alarm	App banner	Keyword banner	Home interlocking
CUB.ON	Specify category Immedate search	gamification	Own widget	Sends directly from the app	Add the desired app ad	Keywords maching banner	Direct homepage linked from app
Another application	One by one category research	none	none	Sends SMS	Individual advertisement	none	none

Detailed Targeting for individuals

Get out of the existing cramming method of advertisement form,
deliver advertisement message to an individual,
communicate with the customer and the advertiser,
what can lead to direct purchase through advertisement.

Perfect interface

Not like a typical shopping app which requires time for familiarizing.
Adapt in the customers' eyes. It is composed of a menu which
is visually attractive and is easy to access and use.

Business Process

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Stage of planning

D+1
Contract

2,3일차
Needs analysis

4일차
Development

Stage of development

5~7일차
UI Design,coding

8일차
Test

Stage of transfer

9일차
Integrated test & transfer

10일차
Operation

CubeWeb

Stage of planning
Stage of planning, designing and analyzing the curation result wanted by customer company

Stage of development
Stage of design, development, testing and gathering requirements

Stage of transfer
Stage of transferring the system to a customer’s company and conducting integrated tests

Offering Service

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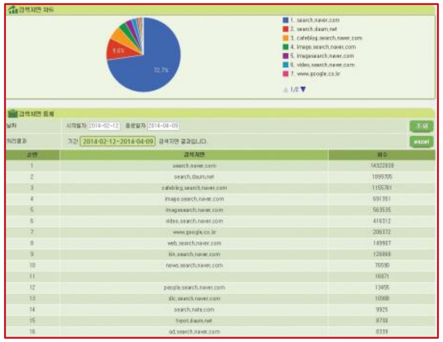
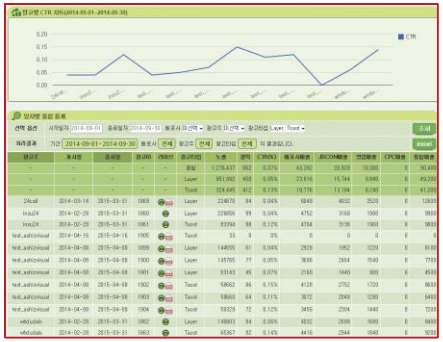
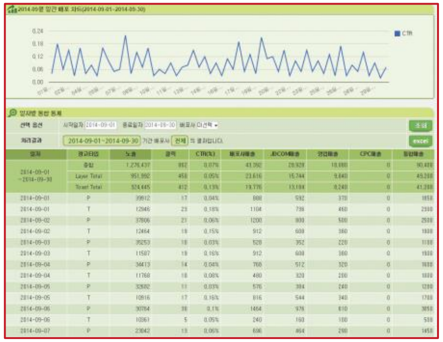
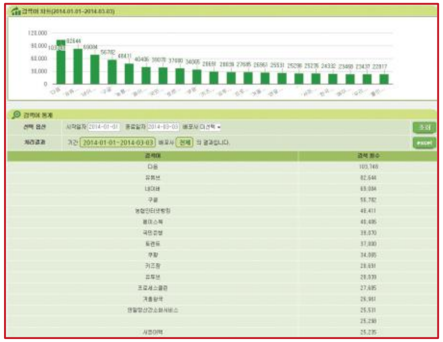
Statistics page of advertiser

Issue controlled account which can directly check in from the introduced company and agency,
Conducts clear campaign and measures the result in the real time









Using a rational UI design, it is a page that can be a marketing strategy dealing with the market condition
and immediately measures such values like key word count, advertisement count, CTR chart, date, time and so on

Thank You

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