SKP DMP Product Introduction

- 2022 -

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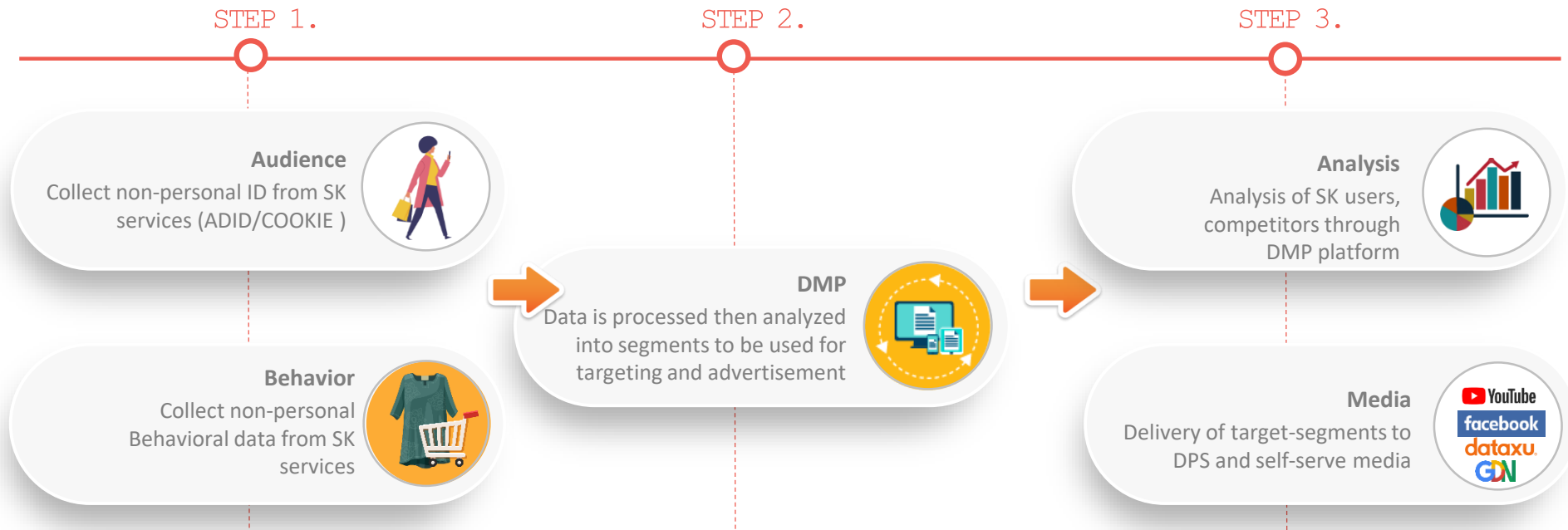- Types
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1. SKP DMP – Service

SKP DMP is SK Planet's Data Management Platform service designed to provide key insights about customers

SKP DMP collects, processes, analyzes to deliver and non-personal audience data from SK services to clients

▸ SKP DMP Service Process

STEP 1.　　　　　STEP 2.　　　　　STEP 3.

Audience
Collect non-personal ID from SK services (ADID/COOKIE)

Behavior
Collect non-personal Behavioral data from SK services

DMP
Data is processed then analyzed into segments to be used for targeting and advertisement

Analysis
Analysis of SK users, competitors through DMP platform

Media
Delivery of target-segments to DPS and self-serve media

YouTube
facebook
dataxu.
GDN

STEP 1. Collect audience data and ADID/COOKIES from SK services

STEP 2. Analysis of audience and targeting-segments for client's online marketing campaigns

STEP 3. Delivery of the created targeting-segments to be used for future campaigns

SK planet

SKP DMP collects data from SK group based on customer behavior and actions

SKP DMP collects non-identifiable data from 94% of all SK services (SKT, 11st, SKP) which includes data from services such as Commerce to Communications holding up to 100million ADIDs and web-cookies.
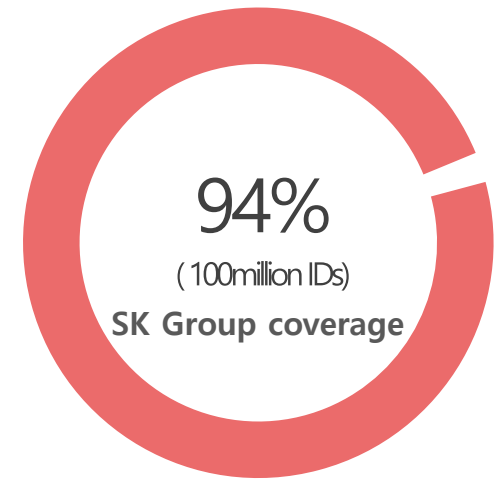
▸ SKP DMP Data

SK group

Main services

94%
(100million IDs)
SK Group coverage

Collect data from SK group

Collects reliable, safe date from SK ICT family companies, including important data from commerce, communication.

Processes customer behavior data from SK services

Data from commerce, Membership, Search, Navigation, Points, Hotels etc.

Coverage of 94% of SK group data
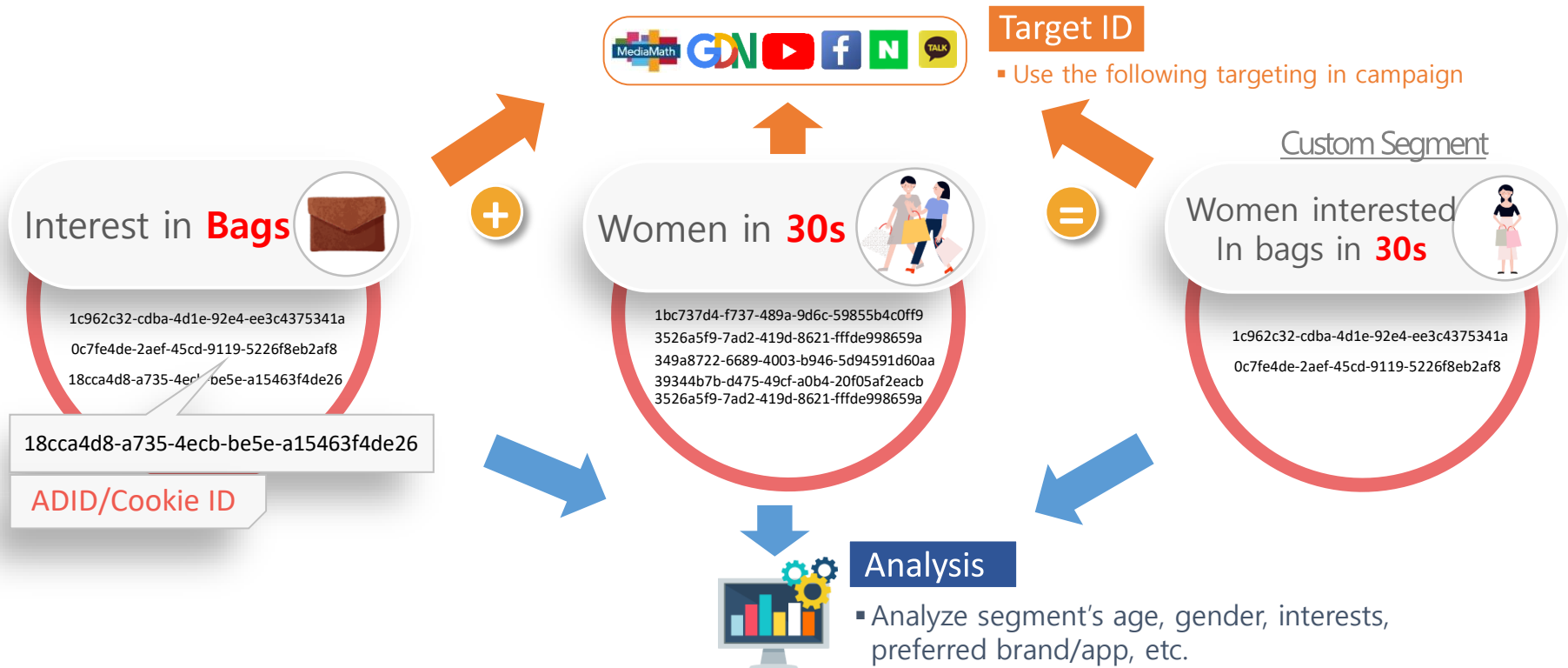
Only DMP in the world that holds SK group data

Creating segments is the basis of SKP DMP

Segments are created from grouping collected data by a theme. Therefore, in one segment there is ADID or Cookie ID that is related (demo, customer actions, etc.) to the segment name.

▸ The key ingredient: Segments

Target ID
▪ Use the following targeting in campaign

Custom Segment

Interest in Bags

1c962c32-cdba-4d1e-92e4-ee3c4375341a
0c7fe4de-2aef-45cd-9119-5226f8eb2af8
18cca4d8-a735-4ecb-be5e-a15463f4de26

18cca4d8-a735-4ecb-be5e-a15463f4de26

ADID/Cookie ID

Women in 30s

1bc737d4-f737-489a-9d6c-59855b4c0ff9
3526a5f9-7ad2-419d-8621-fffde998659a
349a8722-6689-4003-b946-5d94591d60aa
39344b7b-d475-49cf-a0b4-20f05af2eacb
3526a5f9-7ad2-419d-8621-fffde998659a

Women interested In bags in 30s

1c962c32-cdba-4d1e-92e4-ee3c4375341a
0c7fe4de-2aef-45cd-9119-5226f8eb2af8

Analysis
▪ Analyze segment's age, gender, interests, preferred brand/app, etc.

Non-identifiable data in SKP DMP is organized into three types to be serviced

Using the Non-identifiable data from SK group services, we then organize them into types ready for advertising/marketing/analysis.: they are then used for Display/Video ad targeting in various platforms or media.

▶ Types of Segments

① Standard Segment

Segment created on the basis of Demo/Activity covering the most basic needs, Around 1,000 is serviced.

Eg) Gender/Age Group, View/Add to Basket in Shopping, App Install, Visited Location.

Always Serviced

② Segment Plus+

Repeated targeting segments used in past marketing campaigns, and in certain occasions.

Eg) Soon-to be Wed, People with high Income, One-person Households, People interested in Golf

Always Serviced

③ Custom Segment

Provided when specific keyword/ term/ intensity is required. (Only possible on SKP DMP platform)

Eg) People who searched Brand A during 3 months more than 3 times

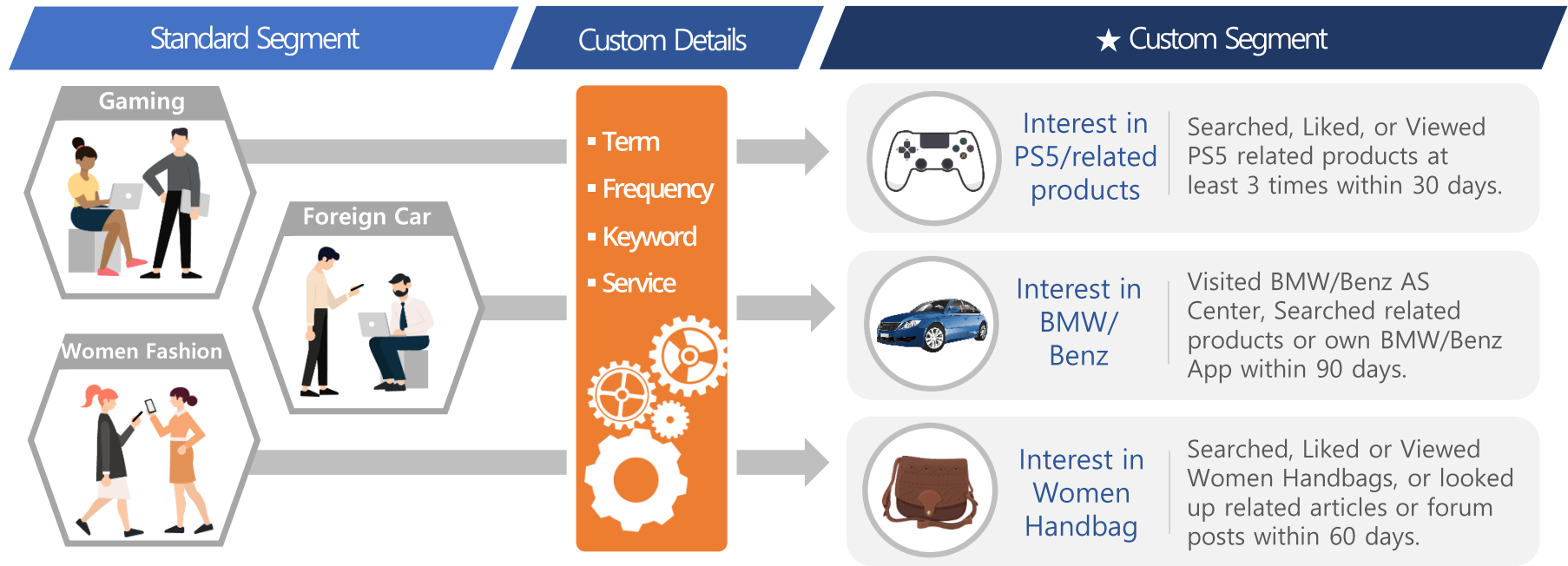Provided on circumstance
(When the campaign related is over 5 million won)

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What is a Custom Segment?

A segment provided to give more specific segments that is custom-tailored to what the client needs on request. When requested the details must be clarified by client.

▶ Standard Segment vs Custom Segment

Standard Segment	Custom Details	★ Custom Segment	
Gaming	▪ Term	Interest in PS5/related products	Searched, Liked, or Viewed PS5 related products at least 3 times within 30 days.
Foreign Car	▪ Frequency	Interest in BMW/ Benz	Visited BMW/Benz AS Center, Searched related products or own BMW/Benz App within 90 days.
Women Fashion	▪ Keyword ▪ Service	Interest in Women Handbag	Searched, Liked or Viewed Women Handbags, or looked up related articles or forum posts within 60 days.

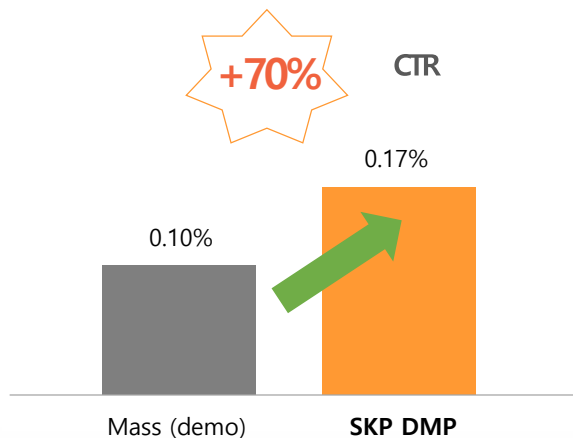| Why need Custom segments?	1) When you need a segment with specific keywords (예: Product Name "OOO", "A Brand" Purchased within 7 days, Location names such as "Hanam Starfield") 2) When wanting to mix and match various services together

Thank You

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