

# Introduction to Admaru

*Capabilities &  
Qualifications*

February 28-29, 2024

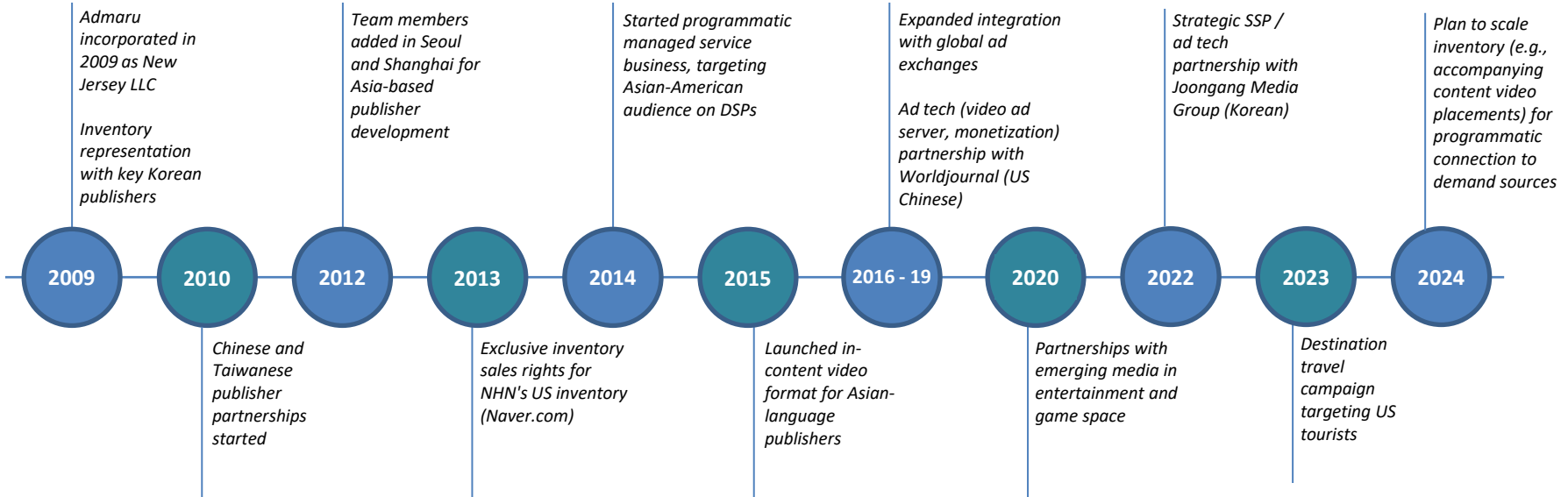
**GROWTHFRONTS**

**Ad  
maru**



# ADMARU HISTORY

FOCUSED ON PROVIDING ACCESS TO THE BEST ASIAN-AMERICAN INVENTORY AT SCALE



100% diverse-owned and MBE-certified by NMSDC and USPAACC



# OUR CUSTOMERS

## TOP BRANDS AND THEIR AGENCIES

### MULTICULTURAL AGENCIES

**ADMERASIA**  
**APARTNERSHIP**  
**MOTIVATE**  
**DAVIS ELEN**  
**OMP**  
**&**  
**GPGENERATE**  
 Hearts & Science  
**NATIVE TONGUE COMMUNICATIONS**  
**AAANZA** Strategic. Creative.  
**sangam**  
**Ten** ADVERTISING  
**HS Ad**  
 intertrend beyond 30  
 +N. America

### TOP BRANDS AND PUBLIC-SECTOR CUSTOMERS

<p><b>Auto</b></p> <p> <b>TOYOTA</b> <b>LEXUS</b> <b>Ford</b> <b>HYUNDAI</b> <b>MAZDA</b>  <b>KIA</b> <b>Audi</b> <b>SUBARU</b> <b>NISSAN</b> <b>INFINITI</b> </p>	<p><b>Telecom/Electronics</b></p> <p> <b>LG</b> <b>SAMSUNG</b> <b>verizon</b>  <b>at&amp;t</b> <b>DIRECTV</b> <b>ultra mobile</b> </p>	
<p><b>Pharma/Biotech</b></p> <p> <b>AMGEN</b>  <b>GILEAD</b> </p>	<p><b>Government</b></p> <p> <b>TOBACCO FREECA</b> <b>Asian Smokers' Quitline</b> <b>KOREA TOURISM ORGANIZATION</b>  <b>CDC</b> <b>EDISON</b> <b>California Department of Public Health</b>      Energy for What's Ahead*   </p>	<p><b>F&amp;B</b></p> <p> <b>Walmart</b> <b>MART</b> <b>McDonald's</b>      Save money. Live better.  <b>kikkoman</b> <b>Dongwon</b> </p>
<p><b>Insurance</b></p> <p> <b>State Farm</b> <b>FARMERS INSURANCE</b>  <b>Emblem-Health</b> <b>MassMutual FINANCIAL GROUP</b> </p>	<p><b>Banking</b></p> <p> <b>CHASE</b> <b>Hanmi Bank</b> <b>WELLS FARGO</b>  <b>PNC BANK</b> <b>Bank of Hope</b>  <b>citi</b> <b>Ameritrade Institutional</b> </p>	<p><b>Beauty</b></p> <p> <b>LANCÔME PARIS</b> <b>SHISEIDO</b>  <b>AMOREPACIFIC CORPORATION</b> <b>SK-II</b>  <b>TATCHA</b> </p>
<p><b>Other</b></p> <p> <b>nielsen</b> <b>KOREAN AIR</b> <b>Penguin Random House</b> <b>ASIANA AIRLINES</b> <b>ZOJIRUSHI</b> <b>Humana</b> <b>COVERED CALIFORNIA</b> </p>		

# OUR AUDIENCE

24 MILLION ASIAN-AMERICANS IN 2020 – 7.2% OF TOTAL US POPULATION

---

US Asian population

**24**

**Million**

**up from 17 million in 2010**

Asian-American  
Purchasing Power

**1.3**

**Trillion**

up **111%** from 2010 and  
larger than the GDP of all but  
the **top 13** world economies

**1 in 10**

US businesses are owned by an Asian-  
American or Pacific Islander

---

**6**

sub-segments have more than **1 million**  
people each – Asian-Indian, Chinese,  
Vietnamese, Korean, Filipino and Japanese

Sources: Pew Research Center, 2020 US Census, Selig Multicultural Economy Report 2021, <https://www.score.org/AAPI-entrepreneurs>, AREAA AAPI Opportunity Index

# DIRECT IO PUBLISHER DEALS

## DIRECT ENDEMIC PROPERTIES PROVIDE CULTURAL CONNECTION

Property	Segment
24H	Vietnamese
AfreecaTV	Korean
Chinatimes	Chinese
Chosun	Korean
DongA	Korean
Douban	Chinese
Fun.TV	Chinese
Hani	Korean
IQ.com	Chinese
Joongang	Korean
Kocowa	Korean
Koreadaily	Korean
Naver	Korean
PPTV	Chinese
Rappler	Filipino
Vnexpress	Vietnamese
Wenxuecity	Chinese
Worldjournal	Chinese
Youku	Chinese
MissyUSA	Korean



# PROGRAMMATIC MANAGED SERVICE

## MANAGED-SERVICE OPTION FOR AGENCY MEDIA TEAMS

### **Programmatic advertising** *as a managed service*

- Quickly access programmatic capabilities and scale your programmatic activation
- Latest ad tech tools
- Customized reporting
- 1P and 3P data utilization

 theTradeDesk

 Google Cloud

 amazon ads

 flashtalking

 Display & Video 360

 Google Analytics

 Campaign Manager

 Google Ads

  
Google Ad Manager

 INNOVLD

 IAS

 DoubleVerify



# PROGRAMMATIC PMP/PG CONNECTION

## PROGRAMMATIC SUPPLY FOR HANDS-ON-KEYBOARD BUYERS

Site Name	Ad Requests	Auctions	Auction Rate
Busan Mobile Web	4.476M	4.464M	99.73%
Busan Desktop Web	2.957M	2.892M	97.82%
Koreadaily Mobile Web	40.88M	36.66M	89.66%
Joongang Mobile Web	49.87M	48.21M	96.68%
Chosun Mobile Web	4.049M	4.034M	99.63%
Koreajoongangdaily.com Mobile Web	3.422M	3.353M	97.97%
Hani Mobile Web	9.839M	6.476M	65.82%
Donga Desktop Web	35.75M	27.06M	75.71%

Video (in-stream)

**25MM**  
70MM (2024 Q3/Q4)

Video (out-stream)

**20MM**  
40MM (2024 Q3/Q4)

Display

**200MM**  
500MM (2024 Q3/Q4)

Admaru Network LLC.

Marketplace Deals

Name	Deal ID	Deal Label	Marketplace
DV_KMPH_TucsonPoliceSafety_Audience_OLV_185987	2403546	MD	Magnite US Er
TD-Kinesso-RocketMortgageCashLotame-OLV-185825	2384914	MD	Magnite US Er
TD_SeenThis_StateFarm_ROM_Display_185901	2383056	MD	Magnite US Er
GL_SeenThis_StateFarm_ROM_Display_185901	2382616	MD	Magnite US Er
TD-Zenith-EIILlly-HM-No-Cookie-OLV-185848	2357776	MD	Magnite US Er
TD-Zenith-EIILlly-HM-No-Cookie-Display-185848	2357436	MD	Magnite US Er
XR_Gigawatt_SunOutdoors_RVTravelers_EPSILON_OLV_185656	2342472	MD	Magnite US Er
XR_Gigawatt_SunOutdoors_RVTravelers_EPSILON_Display_185656	2342138	MD	Magnite US Er

### Programmatic connection

*more control for experienced buyers*

- Viewability
- Player size
- Skippability
- Outstream vs. instream
- Measurability
- Inventory quality

 **PubMatic**  
**Magnite**

# CONTENT CREATORS REACH ASIAN-AMERICAN AUDIENCE

## CUSTOM CONTENT DRIVES SUPERIOR ENGAGEMENT

### Superior engagement

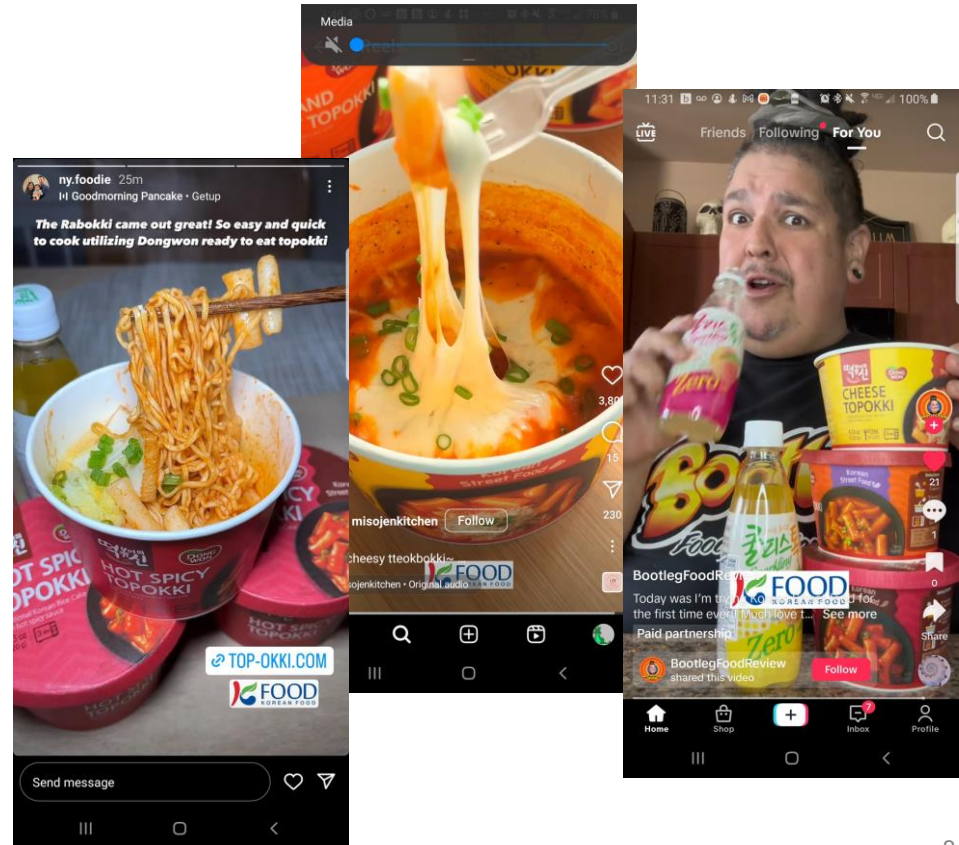
example from a 3-week campaign

- Carefully vetted network of Asian-American targeted content creators
- Target audience across leading social media platforms (Tiktok, YouTube, Instagram)
- Content creators connect authentically with the Asian-American demographic segment

**250K+**  
Unique Reach

**11.5K+**  
Engagements

**4.6%**  
Engagement Rate





# HOW ADMARU CAN SUPPORT YOU

## DIFFERENT TYPES OF ASSISTANCE DEPENDING ON YOUR OBJECTIVES

### COMMON SCENARIOS

TARGET AUDIENCE	ENGLISH PROFICIENCY	CREATIVE & LANDING PAGE	DISTRIBUTION
Asian-Americans	Multicultural / Asian audience segment as part of overall general market strategy	<ul style="list-style-type: none"><li>• English creative</li><li>• English landing page</li></ul>	<ul style="list-style-type: none"><li>• High Asian-indexing properties with significant traffic</li><li>• Asian entertainment media properties</li><li>• Entertainment events</li></ul>
	Asian immigrants who prefer to consume content in-language	<ul style="list-style-type: none"><li>• In-language creative and landing page may perform better (drives higher engagement and interaction)</li></ul>	<ul style="list-style-type: none"><li>• In-language media</li><li>• English-language media via language-targeting, re-targeting</li></ul>

### HOW WE CAN HELP

- Identify, test and introduce proven and new properties to reach target Asian audience
- Help re-purpose existing English creative assets (e.g., repackage display assets into Asian languages)
- Integrate and work with agency's preferred 3<sup>rd</sup> party attribution vendors
- Bring best-practice targeting tactics to build audience segments

# REACHING DIVERSE ASIAN-AMERICAN AUDIENCE

## BEST-PRACTICE EXAMPLES

### Reaching Asian-Americans

- ❑ Asian-American representation in creative strategy
- ❑ Leverage English creative to repurpose for major language segments

Toyota Tundra Video – Asian Indian



Toyota Tundra Video - Chinese



Toyota Tundra Video - Korean



Toyota Tundra Video - Vietnamese



# ADMARU CAMPAIGN REPORTING DASHBOARD

## CONNECTORS TO AD TECH PLATFORMS

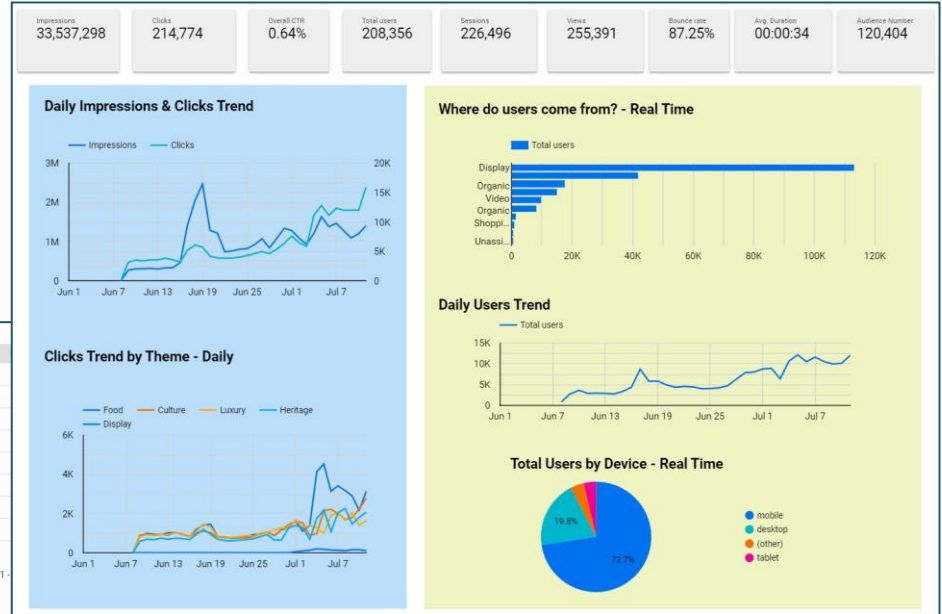
### Campaign reporting visibility into performance

- Provide near real-time performance reporting
- Connected to major ad tech data sources
- Shared out at desired reporting cadence

Hotel & Flight - Booking Info									
Media	Reporting ...	Impressi...	Clicks	CTR	Bookings	Nights	Travelers	Cost	Revenue
1.	9/15 ~ 9/30	824,788	221	0.03%	189	null	189	12,000	null
2.	7/1 ~ 9/30	17,821,090	14,895	0.08%	1,191	2,724	1,117	150,000	864,144
3.	7/3 ~ 9/30	1,148,167	6,607	0.58%	25,011	35,509	38,999	20,000	18,479,364
4.	8/1 ~ 9/30	10,291,696	119,043	1.16%	1,277.5	0	2,555	15,000	0
5.	7/17 ~ 9/30	758,750	17,248	2.27%	841	0	942	20,000	669,076
6.	7/18 ~ 10/1	3,861,647	3,234	0.08%	15,527	28,338	23,200	102,598	13,063,529
7.	7/17 ~ 8/31	1,583,333	531	0.03%	248	0	363	20,000	0
8.	6/19 ~ 9/30	18,284,309	38,693	0.21%	1,374	18,721	2,023	150,000	425,983.04
<b>Grand total</b>		<b>54,573,780</b>	<b>200,472</b>	<b>0.37%</b>	<b>45,658.5</b>	<b>85,292</b>	<b>69,388</b>	<b>489,598</b>	<b>33,502,096.04</b>

Hotel - Booking Info					
Media	Bookings	Nights	Travelers	Cost	Revenue
1.	493	2,097	892	\$0	\$0
2.	51	0	90	\$0	\$0
3.	8,765	28,338	0	\$0	\$0
4.	101	0	202	\$0	\$0
5.	1,277.5	0	2,555	\$15,000	\$0
6.	9,272	35,509	17,967	\$0	\$0
7.	855	2,724	696	\$0	\$0
<b>Grand total</b>	<b>20,814.5</b>	<b>68,668</b>	<b>22,402</b>	<b>\$15,000</b>	<b>\$0</b>

Flight - Booking Info				
Media	Bookings	Travelers	Cost	Revenue
1.	881	1,131	\$150,000	\$425,983.04
2.	187	262	\$20,000	\$0
3.	6,762	23,200	\$102,598	\$13,063,529
4.	740	740	\$20,000	\$669,076
5.	0	0	\$0	\$0
6.	15,739	21,032	\$20,000	\$18,479,364
7.	315	403	\$150,000	\$864,144
8.	189	189	\$12,000	null
<b>Grand total</b>	<b>24,813</b>	<b>46,957</b>	<b>\$474,598</b>	<b>\$33,502,096...</b>



Hotel - Booking Info					Flight - Booking Info				
Media	Bookings	Nights	Travelers	Revenue	Media	Bookings	Travelers	Cost	Revenue
1.	493	2,097	892	\$0	1.	881	1,131	\$150,000	\$425,983.04
2.	51	0	90	\$0	2.	187	262	\$20,000	\$0
3.	8,765	28,338	0	\$0	3.	6,762	23,200	\$102,598	\$13,063,529
4.	101	0	202	\$0	4.	740	740	\$20,000	\$669,076
5.	1,277.5	0	2,555	\$0	5.	0	0	\$0	\$0
6.	9,272	35,509	17,967	\$0	6.	15,739	21,032	\$20,000	\$18,479,364
7.	855	2,724	696	\$0	7.	315	403	\$150,000	\$864,144
<b>Grand total</b>	<b>20,814.5</b>	<b>68,668</b>	<b>22,402</b>	<b>\$0</b>	<b>Grand total</b>	<b>24,813</b>	<b>46,957</b>	<b>\$474,598</b>	<b>\$33,502,096...</b>





# F&B CAMPAIGN EXAMPLES

## ONGOING & TENTPOLE CAMPAIGNS

TIME	CAMPAIGN
July 2011	Dominate Premium Chicken Sandwich
August 2012	Power Brand - Dollar Menu Breakfast
April 2013	Base Premium McWrap
October 2014	Base Dollar Menu & More
November 2015	Dominate NFL
May 2016	Kids Treat Angry Bird
August 2017	MGTL Sriracha Event
July 2018	McCafe + Frappe Cold Brew
December 2019	Burger Food Event
November 2020	Brand Trust
May 2021	BTS Tray
November 2022	National McRib

