

# Kakao Display Ads

**EASTFORTE**

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# Kakao Display Ads

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# Why Kakao?

**48 Million**

**Monthly Active  
Users**

**No.1**

**Nation's No.1  
Communication  
App**

**10 Billion**

**Daily Avg.  
Number of  
Messages**

# What Is Kakao Display Ads?

Kakao Display Ads is a high-impact banner ads displayed at the top of KakaoTalk chats, Kakao services, Daum and Kakao Network, reaching a massive audience with targeted campaigns. Kakao display ads can help to increase brand awareness, drive website/app traffic and conversions for your business. They are RTB (real-time bidding) based performance ads.



**Precision targeting:**  
age, gender, geo, interest,  
business sector, engagement,  
custom audience;



**Various placements:**  
KakaoTalk, Kakao services,  
Daum, Kakao network;



**Ad types:**  
static image,  
video;



**Performance:**  
RTB based ads  
for data-driven  
performance  
and full control;

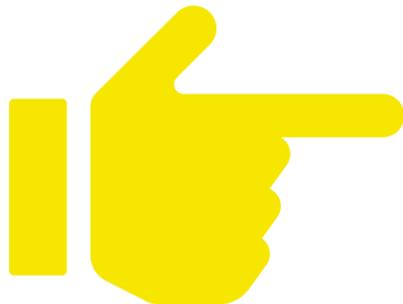
# Campaign Objectives

**Awareness**  
(Web & App)



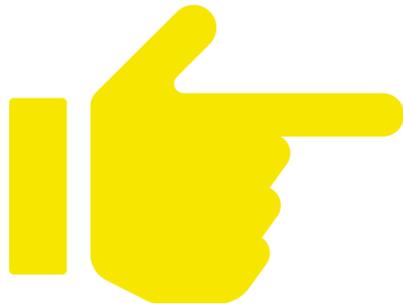
**CPM**  
(Manual CPM)

**Traffic**  
(Web & App)



**CPC**  
(Manual CPC, Auto. maximize clicks)

**Conversion**  
(Web & App)



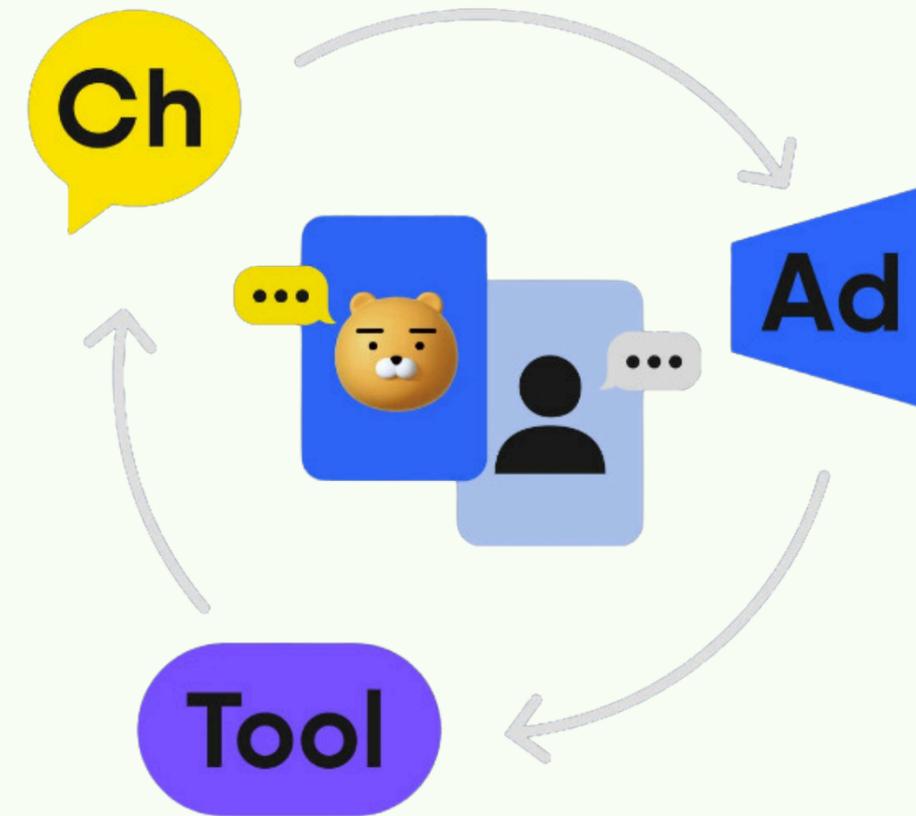
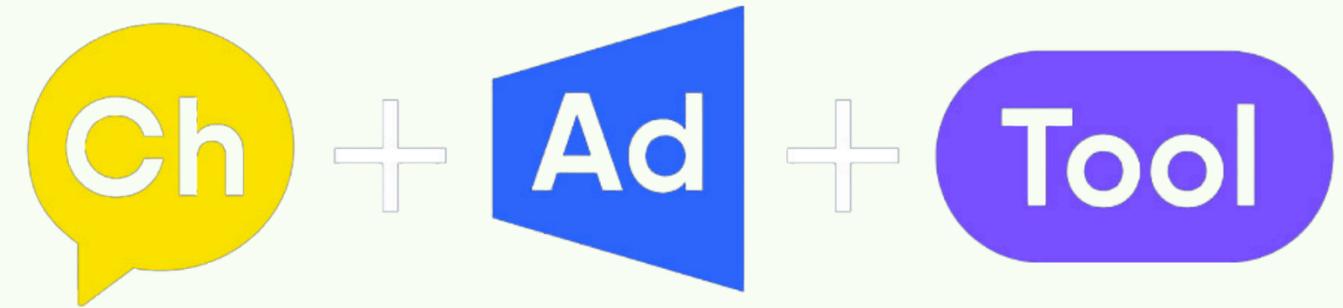
**CPA**  
(Auto. maximize conversion & tCPA)

# Targeting Options

<b>Demographic</b>	Age & Gender & Geo
<b>Interest &amp; Business Sector</b>	29 Interest & 21 Business Sector targeting categories + 398 sub-categories (188 interest, 210 business sector)
<b>Engagement</b>	People who interacted with ads
<b>Custom Audience</b>	App & Web Retargeting (in-app & web events) Customer List (ADID)
<b>Device</b>	Mobile (iOS & Android)

# Targeting-Main Categories

Interest	Business Sector
Fashion	Internet service
Game	Health
Education	Leisure facilities
Housing/housekeeping	Education
Parenting	Transportation
Beauty	Finance
Reading	Beauty
Show	Press/media
Travel	Shopping mall
Religion	Cultural facilities
Food	Entertainment
Sports	Travel
Employment/occupation	Food
Movie	Living/convenience services
Pet	Society/public institutions
Automobile	Automobile
Outdoor activities/leisure	Sports
Life event	Pet
Music	Residential facilities
Social/gathering	Volunteer/donation
IT/computer	Religion
Politics	
Art	
Business/economy	
Entertainment/hot Issue	
Broadcast	
Webtoon/web Nnovel	
Hobby	



# Kakao Pixel & SDK

Kakao Pixel & SDK help to optimize & retarget ads by tracking and collecting website/app events. They can be implemented to website and app in the following 3 methods:

Website	App	MMP
Add Kakao Pixel to all pages and conversion pages;	Add SDK to a mobile app (iOS & Android);	Integrate your MMP to Kakao Ads to import MMP events;
Conversion events: Purchase, Add to cart, Lead, Sign-up, Others	Conversion events: Install, Purchase, Add to cart, Lead, Sign-up, Others	Conversion events: Install, Purchase, Add to cart, Lead, Sign-up, Others

# Kakao Bizboard Ad Specs.

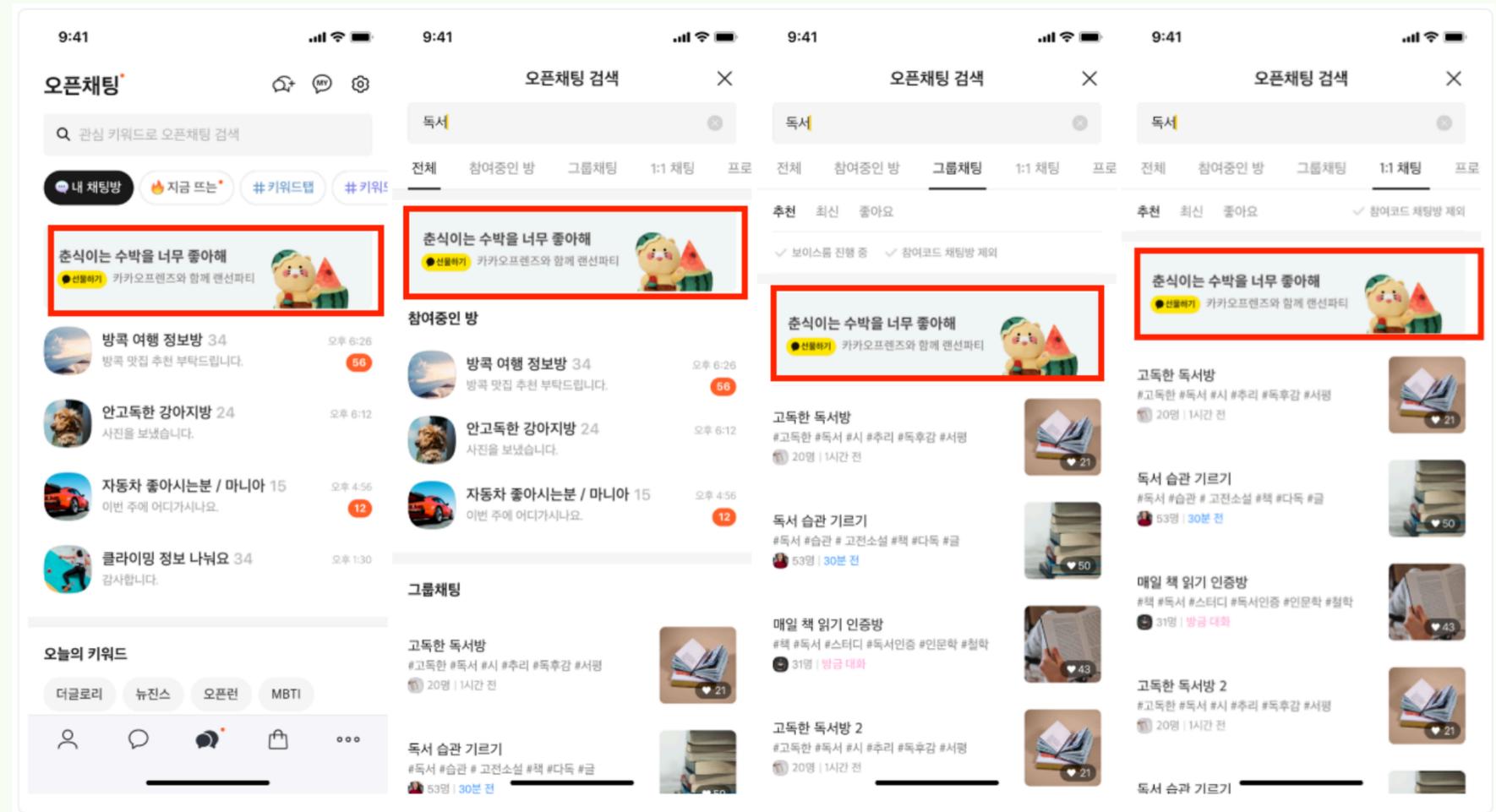
Ad Type	File Format	Size	Sample-Static Banner
Object Type	<ul style="list-style-type: none"> <li>JPG, JPEG, PNG</li> </ul>	<ul style="list-style-type: none"> <li>315 x 258 px (max. 150 kb)</li> </ul>	<p>정원사 죠르디 말랑필로우 카카오프렌즈샵에서 만나보세요!</p>
Thumbnail Type	<ul style="list-style-type: none"> <li>JPG, JPEG, PNG</li> </ul>	<ul style="list-style-type: none"> <li>315 x 258 px (max. 10 mb)</li> </ul>	<p>감성 가득한 나만의 공간! 시크릿 오브 크리스마스 조명</p>
Masking Type	<ul style="list-style-type: none"> <li>JPG, JPEG, PNG</li> </ul>	<ul style="list-style-type: none"> <li>315 x 258 px (max. 10 mb)</li> </ul>	<p>“헤이카카오, 날씨 어때?” 편리하고 스마트한 생활의 시작</p>

# Kakao Bizboard Ad Extension Specs.

File Format	Size	Sample-Ad Expandable Banner
<ul style="list-style-type: none"> <li>• AVI, FLV, MP4 <i>(video)</i></li> </ul>	<ul style="list-style-type: none"> <li>• 1,280 x 720 px (16:9) (max. 1 GB)</li> </ul>	
<ul style="list-style-type: none"> <li>• JPG, JPEG, PNG <i>(image)</i></li> </ul>	<ul style="list-style-type: none"> <li>• 1,200 x 600 px (2:1) (max. 500 kb)</li> </ul>	

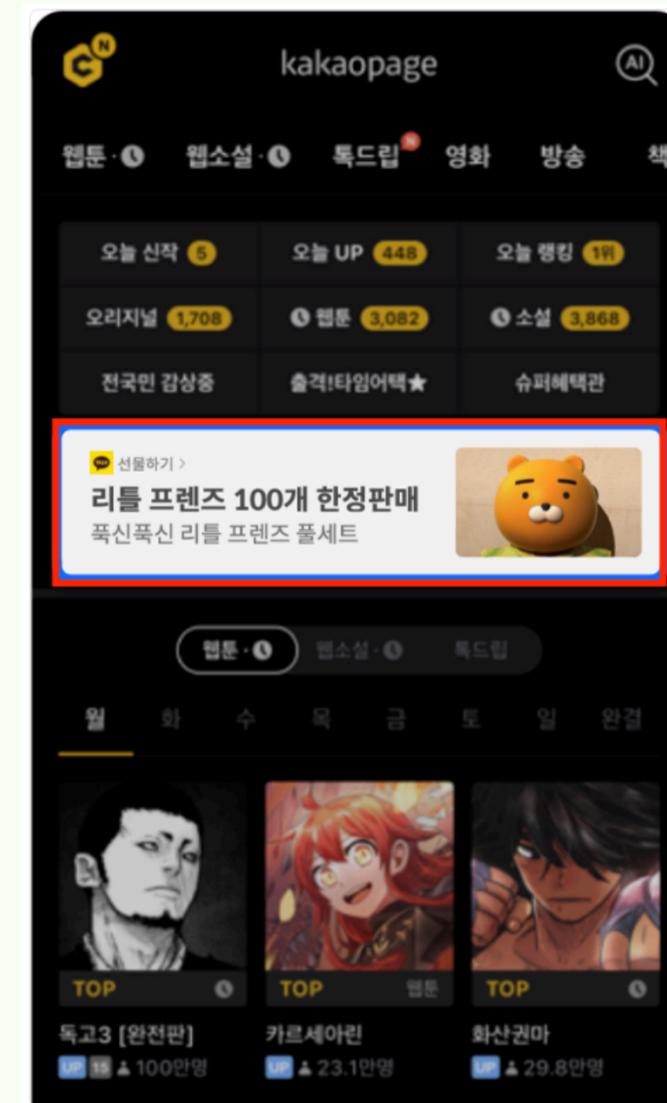
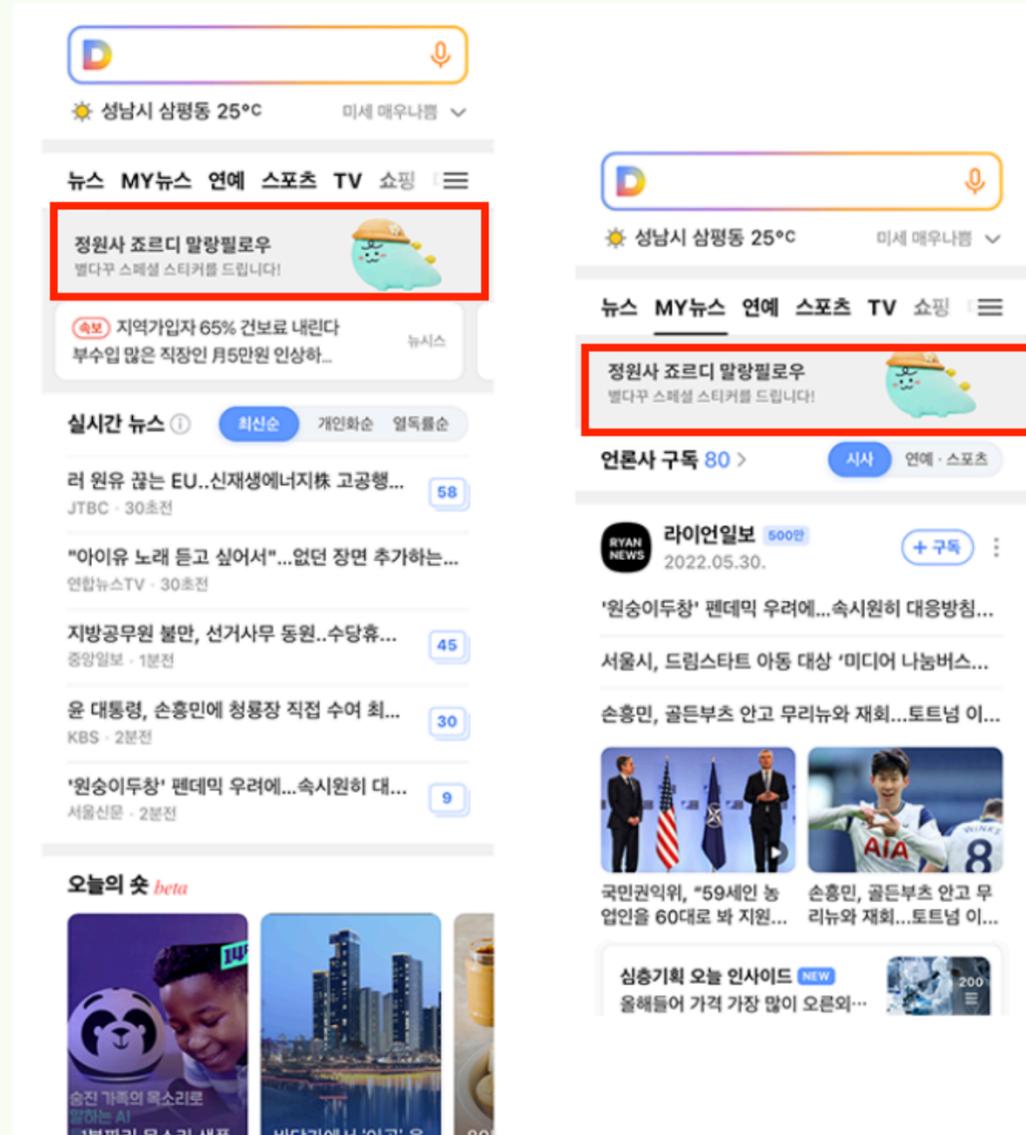
# Placement-Static Banner

KakaoTalk-  
Chat & Open  
Chat Banner)



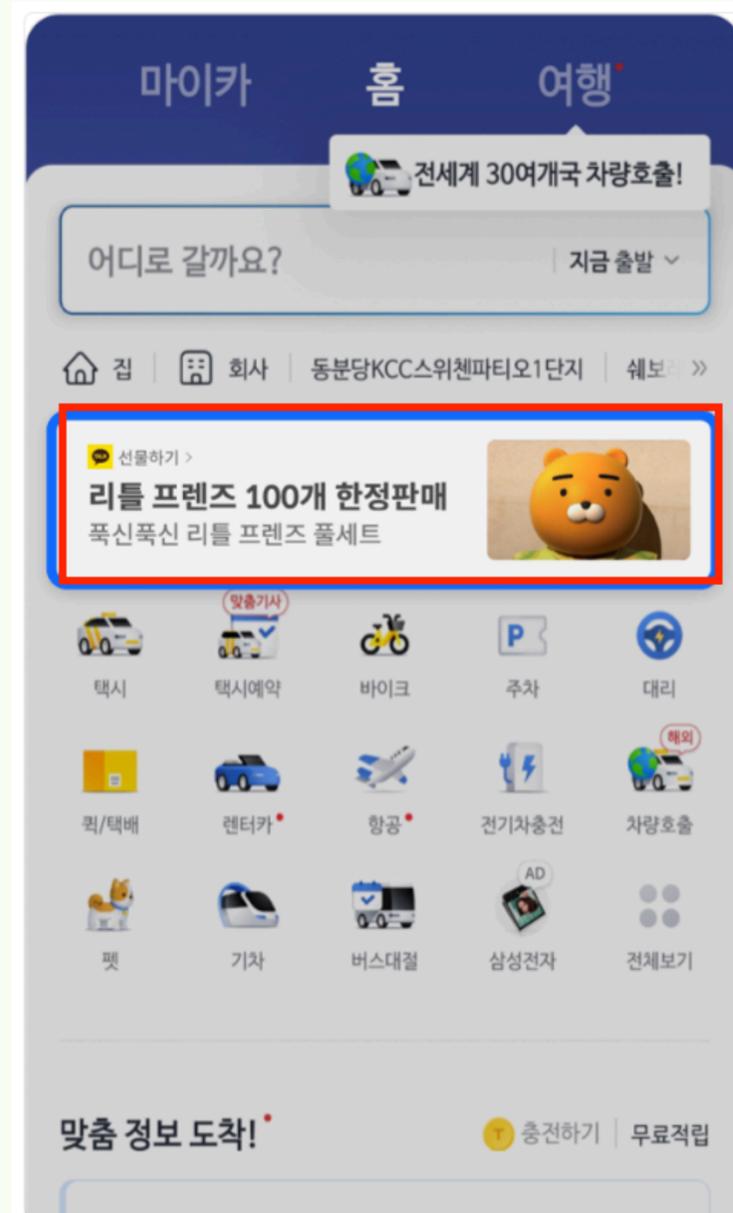
# Placement-Static Banner

Daum & Kakao  
Page Banner



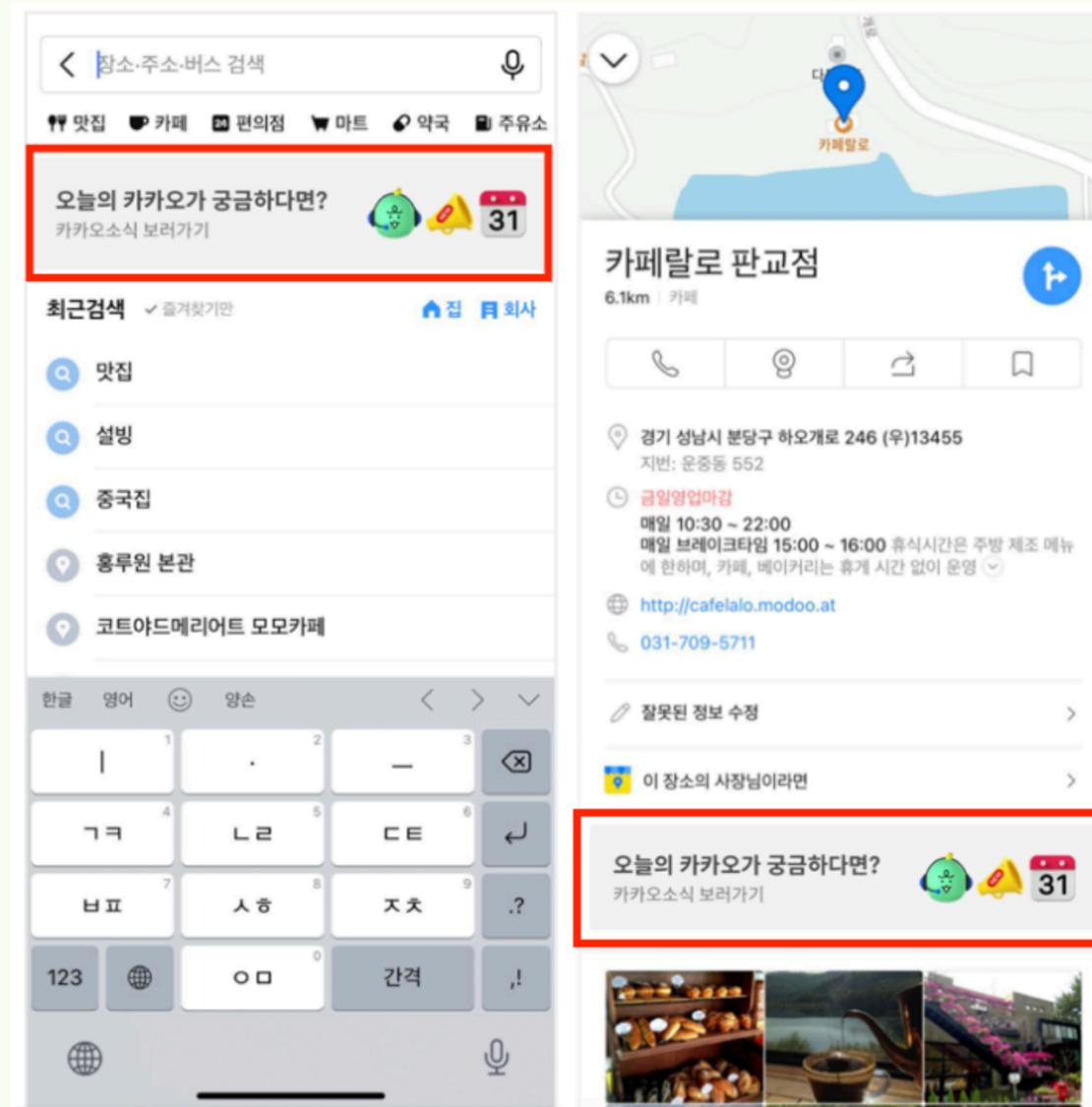
# Placement-Static Banner

Kakao Taxi &  
Navigation  
Banner



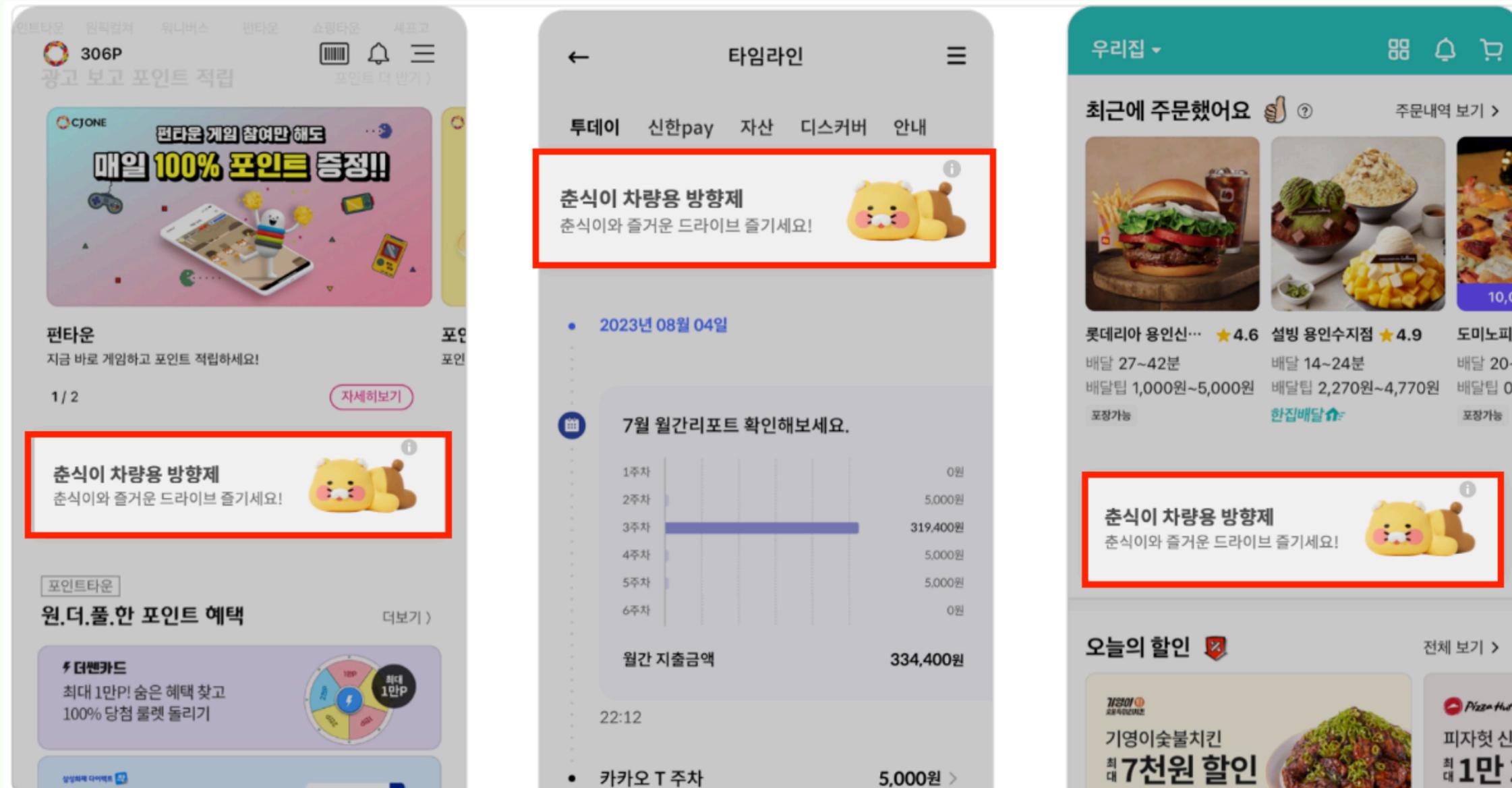
# Placement-Static Banner

## Kakao Map Banner



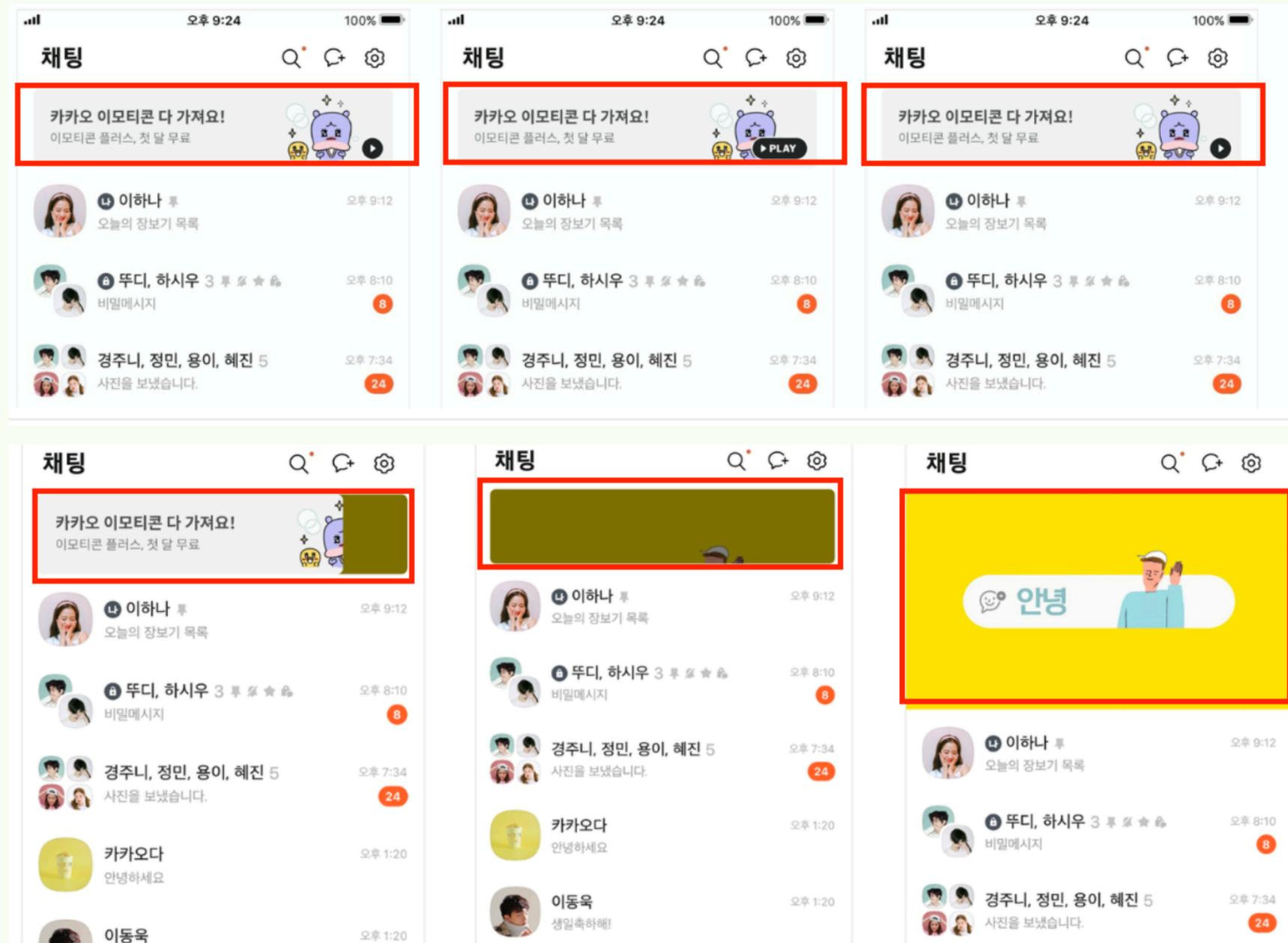
# Placement-Static Banner

Kakao  
Network  
Banner



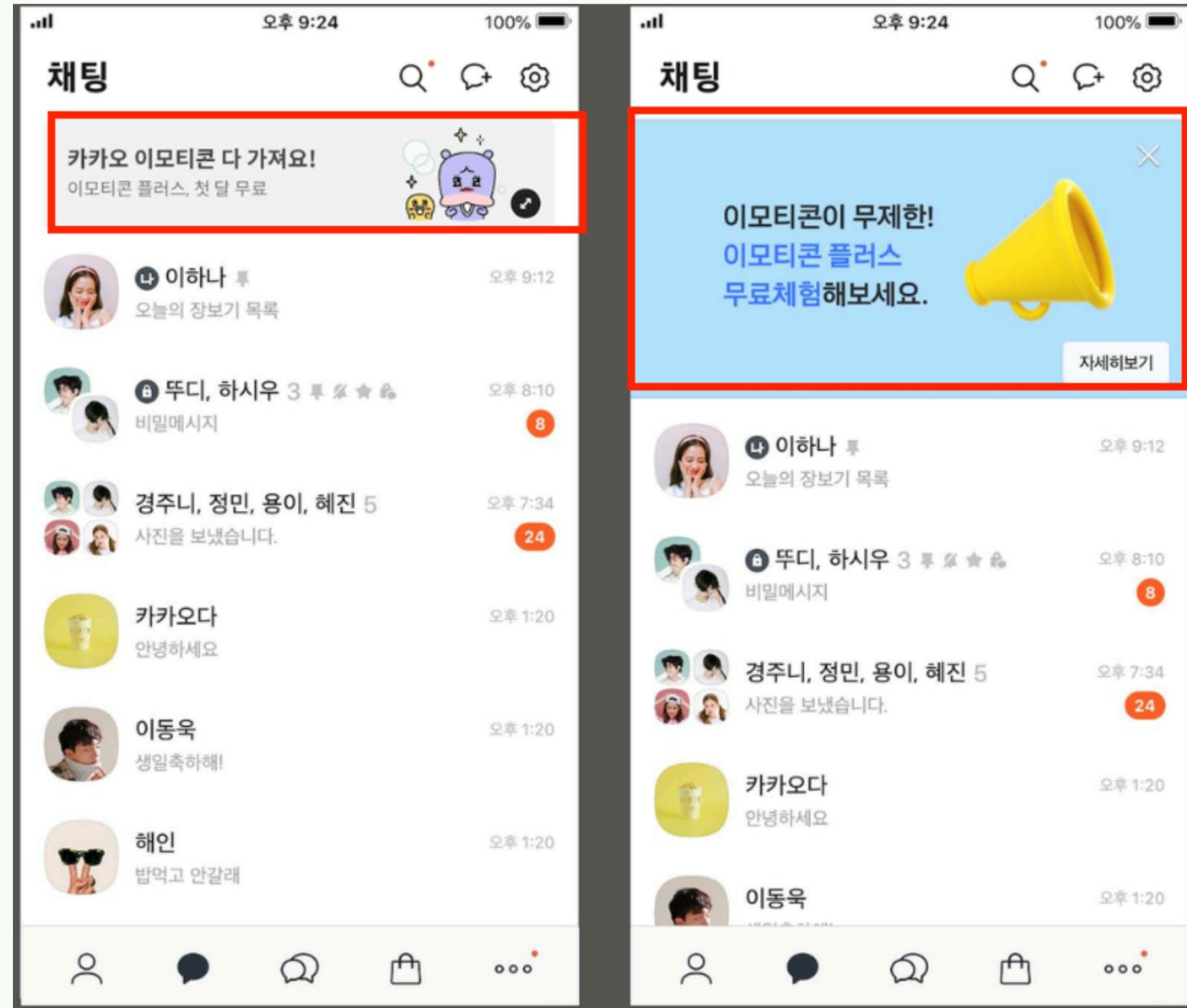
# Placement-Expandable Banner-Video

KakaoTalk-Chat & Open Chat Banner)



# Placement-Expandable Banner- Static Banner

KakaoTalk-  
Chat & Open  
Chat Banner)



# Kakao Display Ad Specs.

Ad Type	File Format	Size
Static native image	<ul style="list-style-type: none"><li>• JPG, JPEG, PNG</li></ul>	<ul style="list-style-type: none"><li>• 300 x 300 px (max. 500 kb) <b>profile image</b></li><li>• 500 x 500 px (max. 500 kb) feed native ad</li><li>• 720 x 1280 px (max. 500 kb) feed native ad</li><li>• 800 x 100 px (max. 500 kb) feed native ad</li><li>• 1200 x 600 px (max. 500 kb) feed native ad</li></ul>
Video ad	<ul style="list-style-type: none"><li>• AVI, FLV, MP4</li></ul>	<ul style="list-style-type: none"><li>• 720 x 1280 px (max. 1GB) feed ad</li><li>• 1280 x 720 px (max. 1GB) feed ad</li></ul>

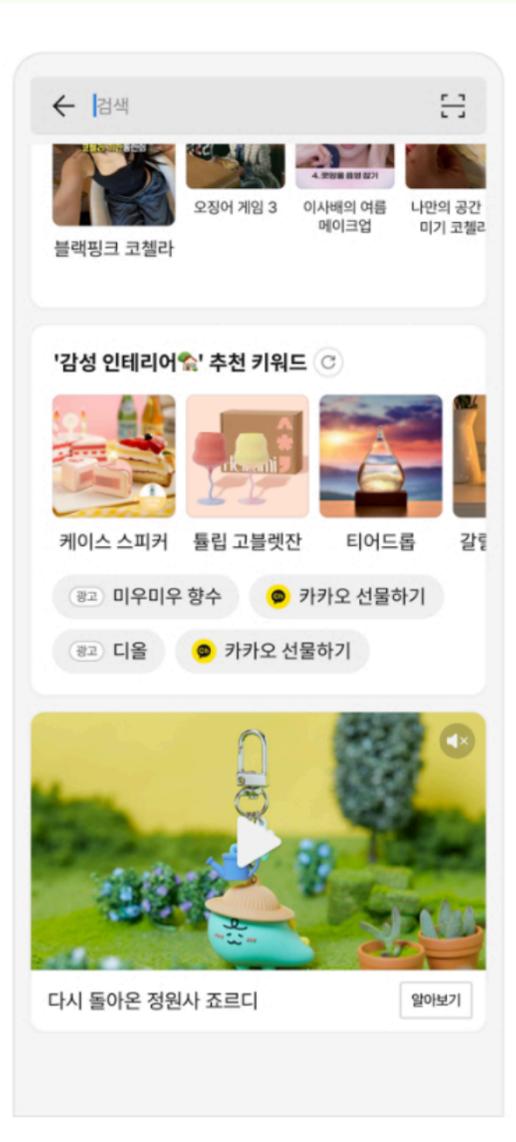
# Kakao Display Ad - Static Native



# Kakao Display Ad - Static Native



# Kakao Display Ad - Video Ad



# Portfolio



METAMASK



CLASSVR



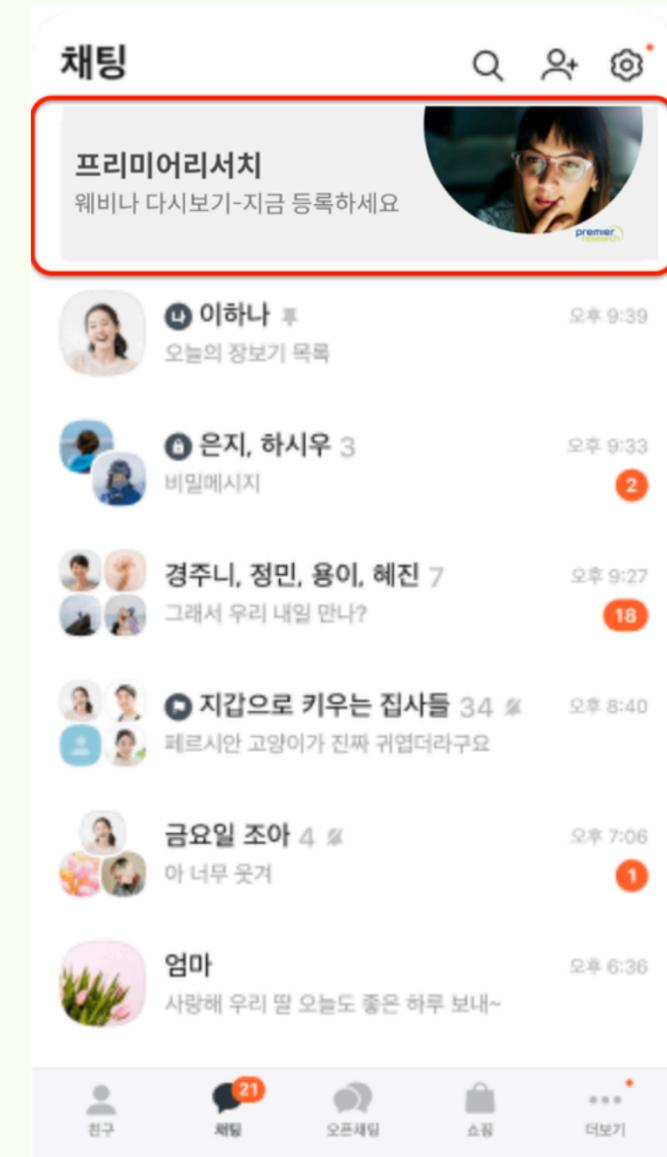
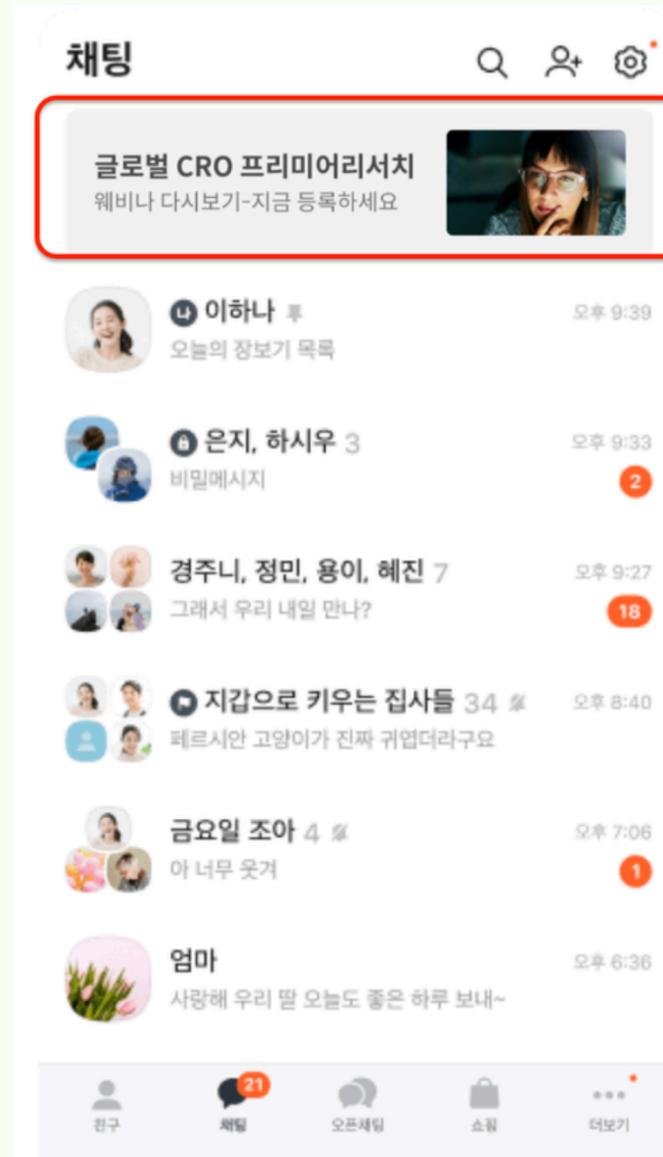
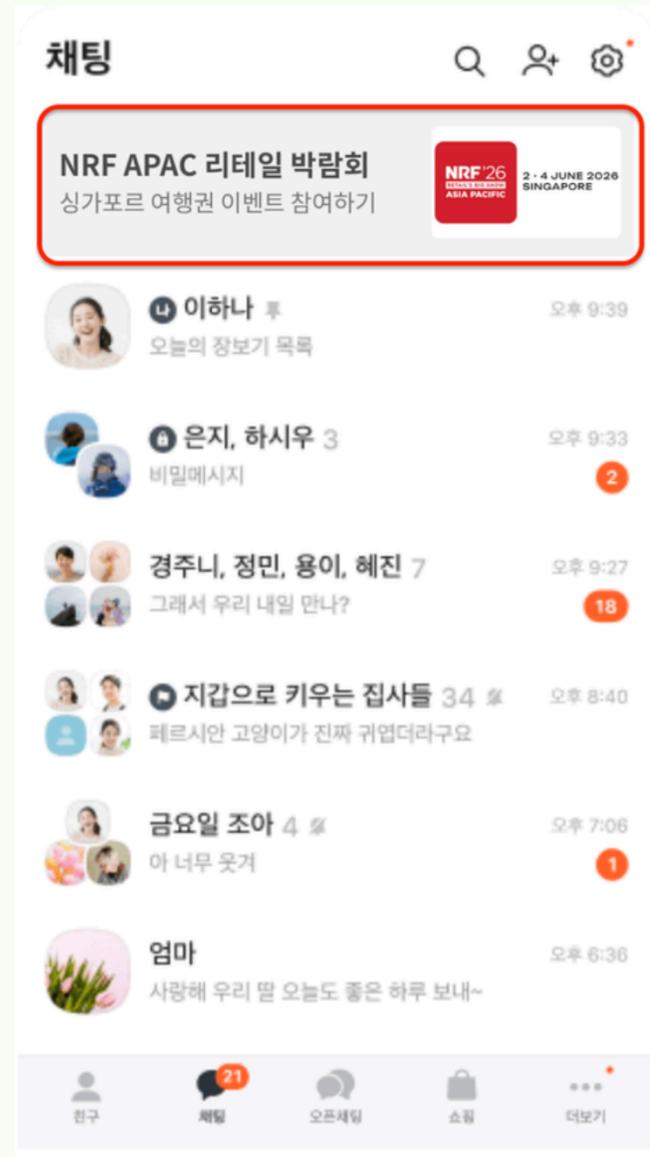
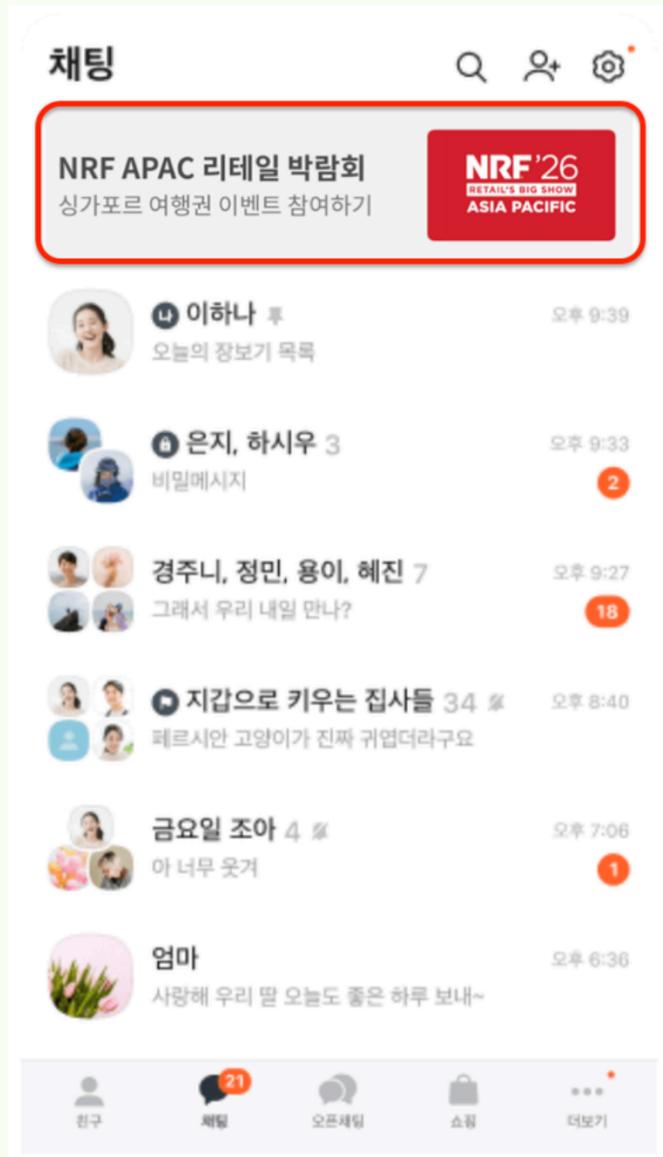
Korea  
Charter Chapter



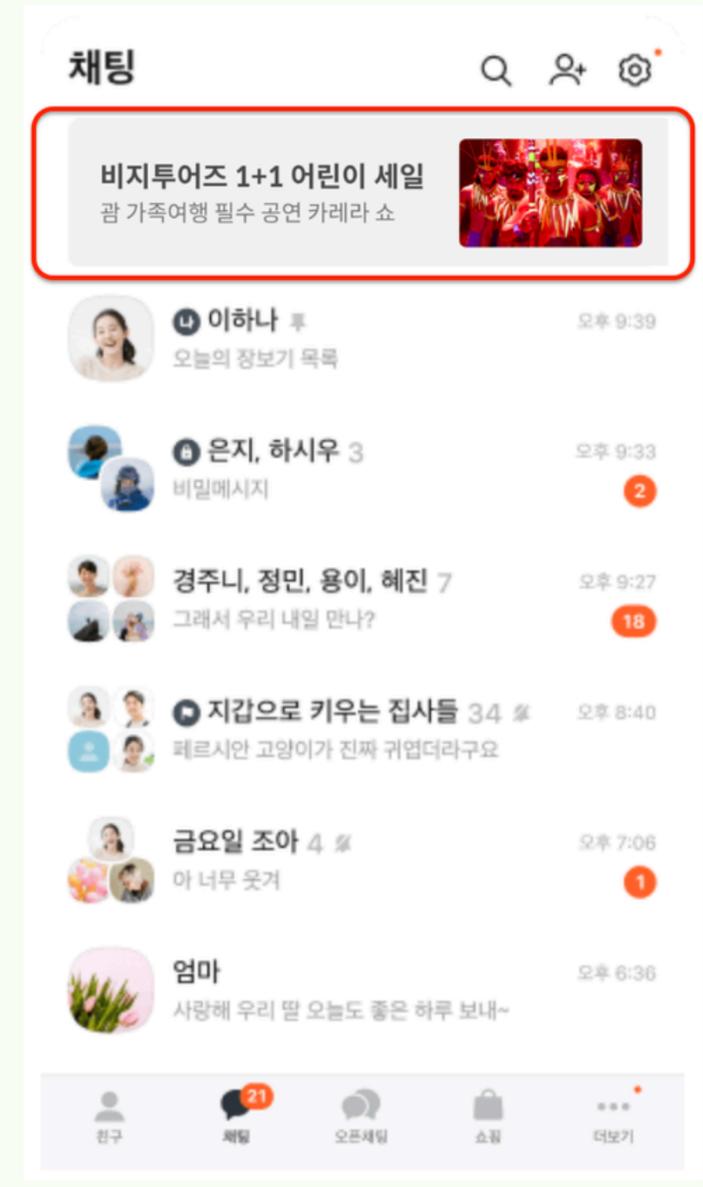
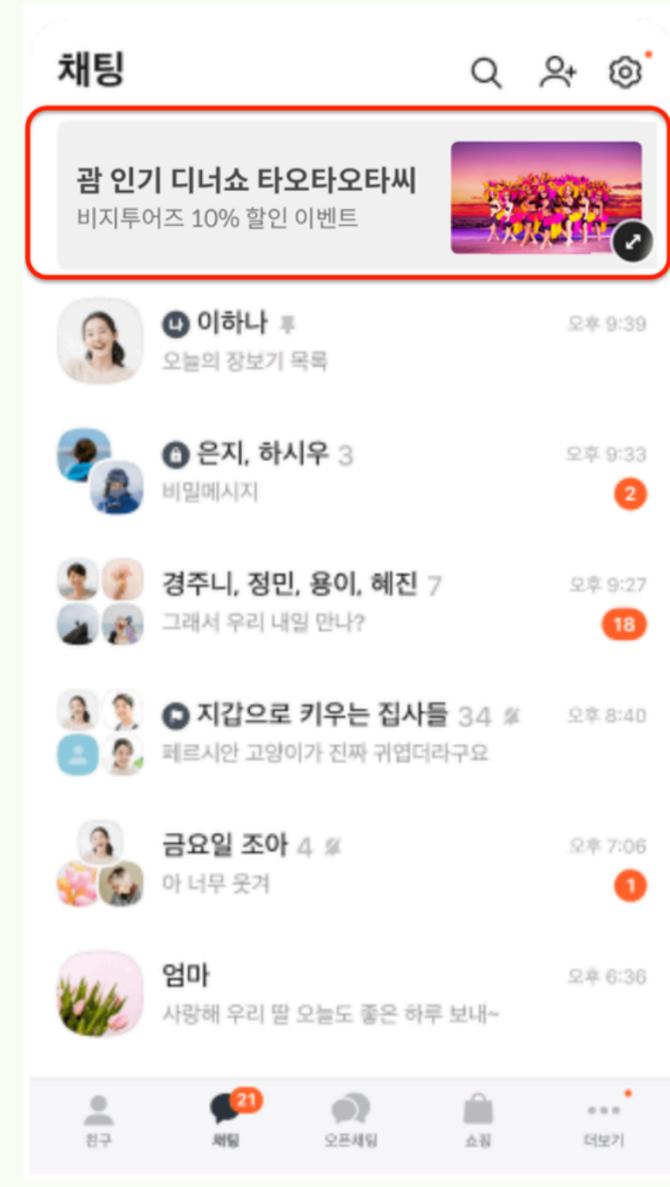
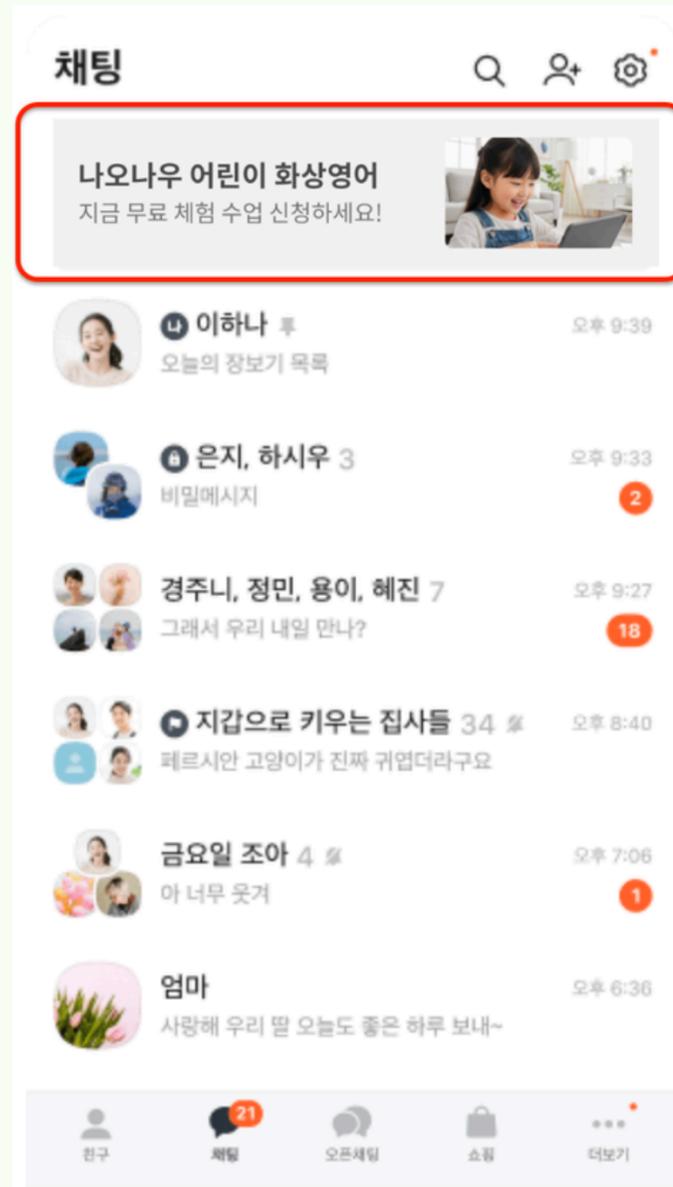
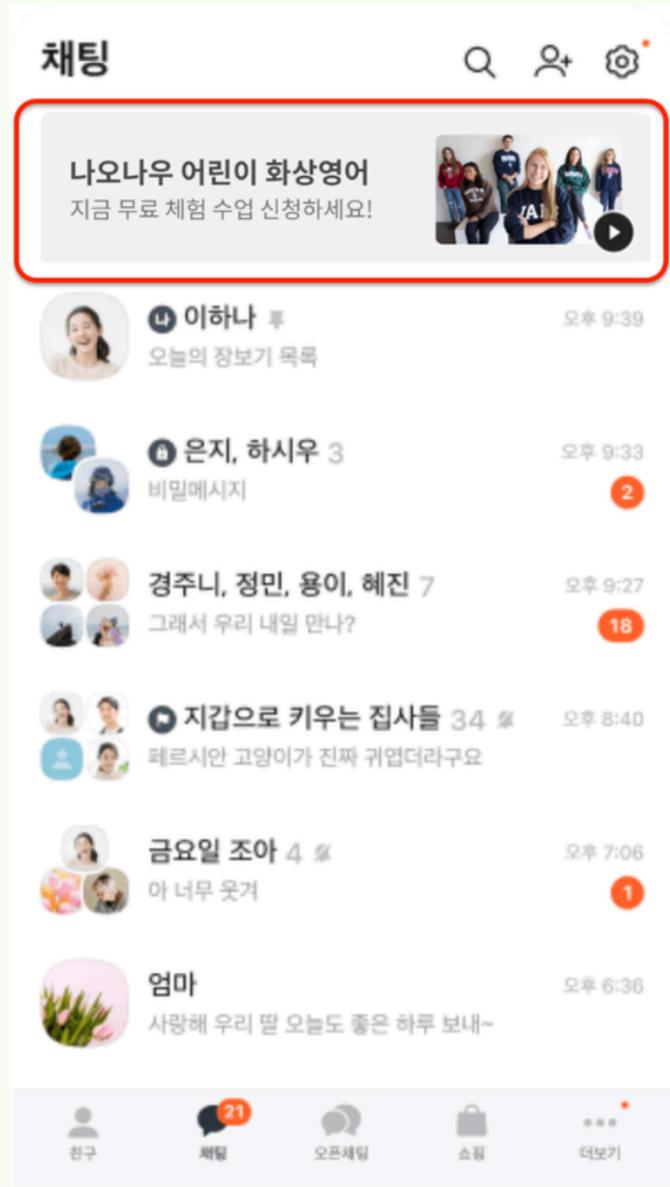
GLOBAL  
STEP  
ACADEMY



# Work Samples



# Work Samples



# Work Samples

AD

**NRF '26** RETAIL'S BIG SHOW ASIA PACIFIC  
2 - 4 JUNE 2026 | SINGAPORE

**NRF 2026 APAC 리테일 박람회**  
지금 등록하고 할인 코드를 받으세요

NRF APAC 리테일 박람회  
COMEXPOSIUM

AD



**NRF APAC 리테일 박람회**  
COMEXPOSIUM

바로가기

COMEXPOSIUM

**NRF '26**  
RETAIL'S BIG SHOW  
ASIA PACIFIC

COMEXPOSIUM

NRF APAC 리테일 박람회  
싱가포르 여행권 이벤트에 참여하세요. 지금 등록하고 할인 코드를 받으세요!

바로가기

COMEXPOSIUM

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Sponsored

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NRF APAC 리테일 박람회

바로가기

# Work Samples



호주 태즈매니아에서 공부하세요  
태즈매니아 대학교

살기 좋은 도시 타즈매니아  
2026학년도 지금 지원하세요

UNIVERSITY of TASMANIA Australia

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알아보기



호주 태즈매니아에서 공부하세요  
커리어 기회와 자연의 품, 두 가지를 모두 누리는 대학  
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태즈매니아 대학교



호주 태즈매니아에서 공부하세요

알아보기

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# Useful Links

<b>All About Kakao Ads</b>	<a href="https://www.eastfortego.com/post/all-about-kakao-ads"><u>https://www.eastfortego.com/post/all-about-kakao-ads</u></a>
<b>All About Kakao Pixel</b>	<a href="https://www.eastfortego.com/post/all-about-kakao-pixel"><u>https://www.eastfortego.com/post/all-about-kakao-pixel</u></a>
<b>What Is Kakao Moment</b>	<a href="https://www.eastfortego.com/post/what-is-kakao-moment"><u>https://www.eastfortego.com/post/what-is-kakao-moment</u></a>
<b>Unlocking Korea's Digital Ad Market: Why Naver Ads and Kakao Ads Matter for Global Businesses</b>	<a href="https://www.eastfortego.com/post/unlocking-korea-s-digital-ad-market-why-naver-ads-and-kakao-ads-matter-for-global-businesses"><u>https://www.eastfortego.com/post/unlocking-korea-s-digital-ad-market-why-naver-ads-and-kakao-ads-matter-for-global-businesses</u></a>

# Get Free Consultation

Get consultation about Kakao  
Display Ad from the certified Kakao  
Ads specialist.

Contact: [partner@eastforte.com](mailto:partner@eastforte.com)



Naver and Kakao Ad Expert Certificate.  
Issued by: KAIT  
(Korea Association for ICT Promotion)

**Thank  
You.**

**Contact: [partner@eastforte.com](mailto:partner@eastforte.com)**

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