NICECORE
COMPANY PROFILE

Credible Outcome Reliable Evolution

NICECORE

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ABOUT NICECORE

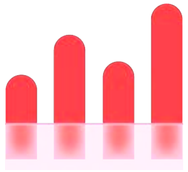
NICECORE delivers optimized advertising strategies and solutions backed by extensive campaign management expertise and experience.

KRW 221.1B

(Eins Media + J-Bridge)

2025 Media Billings

Building on year-over-year growth, we begin a new chapter in 2026 as NICECORE.



17 Years

Years In Business

Since our founding in 2009, we have continued to move forward.

36 Months

Average Client Engagement

We grow together with our clients through expertise and differentiation.

70%

Client Retention Rate

Clear reasons why clients choose to stay with NICECORE long term.

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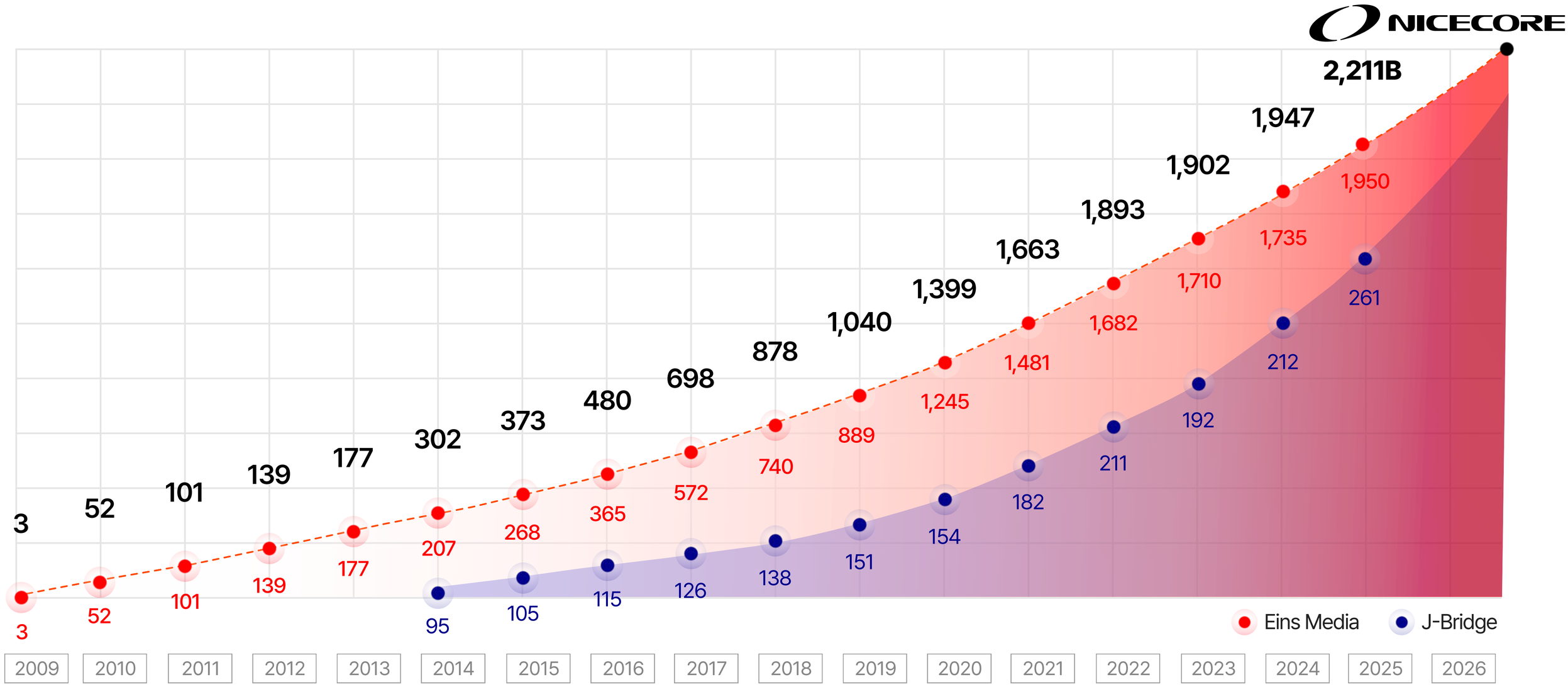
NICECORE MEDIA BILLINGS

Powered by the synergy of eins media and j-bridge, nicecore has strengthened its advertising capabilities and is creating new growth together with clients.



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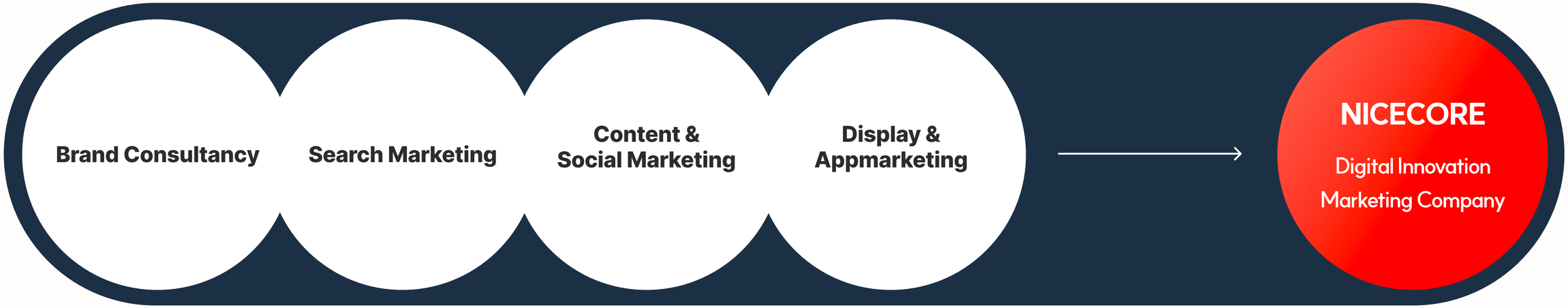
ABOUT NICECORE

NICECORE leads the advertising and marketing business of nice group.
established in 2026 through the merger of eins media and j-bridge company,
nicecore combines their expertise with nice group's unrivaled data capabilities to deliver digital marketing innovation.



CEO	Lee Se-Wook
Cumulative Media Billings	1.5조(2025년기준)
Employees	250 (As Of Aug. 2025)
Address	Head Office: 19F, Hyundai Terra Tower Gasan DK, 144 Gasan Digital 2-Ro, Geumcheon-Gu, Seoul Jeongja Office: Rm. 606-607, Kins Tower, 8 Seongnam-Daero 331beon-Gil, Bundang-Gu, Seongnam-Si, Gyeonggi-Do

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NICECORE HISTORY

A proven track record of long-term partnership with nicecore — continuously moving forward since our first step in 2009.

2026
- NICECORE Launched (Eins Media & J-Bridge Merger)
- NAVER Premier Partner, 2 Years
- 6th Mobile Big Data Award
- 11st Official Shopping Ads Agency
- Alibaba.com Official Partner

2025
- Joined NICE Group For IMC & Global Growth (J-Bridge Company)
- NAVER Premier Partner & 2025 SME Growth Partner
- NAVER CreditCardSearch & Guaranteed Display (NOSP) Agency
- Toss Strategic Agency, H1
- CJ OnStyle & MUSINSA Official Agency
- Kakao Style Performance Award
- NCP Premier Partner, 2 Years
- 2025 &AwardSilver, Digital Ads (UNICEF Branding Video)

2024
- Joined NICE Group (Eins Media)
- Baemin Shopping Official Agency
- Toss Official Partner

2023
- Korea Digital Ad Awards Silver PUMA Search Optimization
- Today's House & Kakao StyleOfficial Agency
- Relocated Office For Business Expansion

2022
- L'ORÉAL SearchPerformance SilverAward
- SSG, EBay & Coupang Official Agency
- EBay Best Agency

2021
- NAVER Official AgencyPartnership
- Advanced Automation, Monitoring & Data-BasedBidding
- Keyword ABS & Data Warehouse Development
- No.1 In EBay Sales/Operations

2020
- L'ORÉAL GROUP Multi-Brand Digital Campaigns
- Certified As A Strong SME

2019
- Kakao Official Agency Partnership
- Launched BRIDGE MEDIA JointVenture
- Advanced ERS & E-Commerce/SearchAd Solutions

2018
- Expanded Major Brand Digital Projects
- Expanded Commerce Media With NAVER Shopping Search
- Launched Real-Time ERS (~200% Improvement)
- No.1 In EBay Sales/AdPerformance

2017
- Expanded Global Clients & Digital Projects
- Media Reports & Customized Strategy Support
- Enhanced Facebook Ad Solutions & Support

2016
- NAVER SearchAdsOfficial Agency
- Yogiyo Official Agency
- Built Integrated Ad Operations & Optimization Solutions

2015
- Enhanced E-Commerce AD-TECH & Automated Reporting
- No.1 In EBay Power ClickSalesGrowth
- Expanded Content Marketing & Branding Campaigns

2014
- Founded J-Bridge Company By Former NAVER Staff
- Launched Digital Marketing Consulting
- Developed Proprietary Big Data Solutions
- No.1 In 11st Sales

2013
- EBay & 11st SearchAdsOfficial Agency
- Launched Mobile Advertising Division

2012
- Wider Planet Advertising Agency & Venture Certification
- Built Automated Search AdAnalysis & Reporting

2011
- Overture Power Reseller & Google Premium Official Agency
- Won Major Accounts In Finance, Healthcare & Education
- Expanded Daum Local Ads

2010
- Overture & Neoclick Official Agency
- NHN SearchMarketing Partnership & RealClick Best Partner

2009
- Founded Eins Media
- Launched SK Communications SearchMarketing Center
- SK Communications & Daum Search Ads Official Agency

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AD PRODUCTS_SEARCH ADS

As an official agency partner of major portals including naver, daum and google,
we leverage accumulated data and expertise to deliver highly efficient keyword advertising.

**"A Performance Channel That Drives Traffic And Conversions Through Targeted Keywords And Diverse Creatives.
A Strong Media Strategy Starts With Search Advertising."**

PROCESS 01

Assess active keywords through competitor analysis / Identify keywords using seasonality-based market data
Develop keyword strategies aligned with campaign kpis

PROCESS 02

Strategic keyword bidding based on campaign conditions / Continuously expand high-converting and long-tail keywords
Segment management by placement and optimize operations for efficiency

PROCESS 03

Evaluate performance by keyword and creative traffic and optimize results
recommend improvements through reporting powered by proprietary solutions

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AD PRODUCTS_COMMERCE ADS

As an official agency partner of major commerce platforms including gmarket, auction, coupang and 11st,
we optimize commerce advertising based on the characteristics of each product and platform.

**"An Optimized Advertising Channel Designed To Attract Qualified Prospects And Drive Purchases For Each Product.
As An E-Commerce Leader, We Manage Campaigns Across A Wide Range Of Platforms."**

PROCESS 01

Build strategies based on commerce platform, product and buyer targeting / Set realistic goals through competitor and industry benchmarking
Develop conversion-focused keywords and creatives by product category

PROCESS 02

Group campaigns according to operating conditions / Continuously discover keywords and insights based on seasonal and market changes
Manage product-level ad exposure through real-time monitoring

PROCESS 03

Continuously refine marketing strategies through data analysis
Recommend sales-efficiency improvements through proprietary reporting solutions

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AD PRODUCTS_DISPLAY ADS

As an official display advertising agency For NAVER GFA, Kakao Moment, GDN and more,
we provide creative campaign strategies and asset production support—ideal for brand building.

**"A Highly Visual, Image-Led Advertising Channel Designed To Maximize Branding Impact.
Professional Creative Production Support Included."**

PROCESS 01

Develop operating strategies and forecast performance using targeting and data / Produce creative assets based on diverse references
Create customized content and solutions tailored to brand needs

PROCESS 02

Monitor creatives in real time / Continuously optimize campaigns through a/b testing
Optimize operations to achieve campaign objectives and kpis

PROCESS 03

Diagnose targeting and media performance through proprietary reporting
Establish optimal operating strategies and evaluate advertising efficiency

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NICECORE KEY MEDIA PARTNERS

An official agency for one of korea's broadest portfolios of e-commerce media. We deliver optimized marketing services built on years of expertise.

NAVER
Official Agency: Search Ads / Shopping Search Ads / Credit Card Search Ads / Display Ads

META
Facebook & Instagram Advertising Partner

TOSS
Banner Advertising Agency

KAKAO
Official Agency: Daum Search Ads / Kakao Display Ads

11ST
Official Product Advertising Agency

COUPANG
Official Advertising Agency

ADN
Network Banner / On-Site Marketing

SSG
Official Product Advertising Agency

MOBON
Review Banner / Product Banner / ICover

CJ ONSTYLE
Product Advertising Agency

GMARKET / AUCTION
Official Power Click Agency

LOTTE ON
Official Product Advertising Agency

MUSINSA
Product Ads / Cooperative Advertising Agency

Alibaba.com
Official Partner

NATE
Official Search Advertising Agency

X
Promoted Posts / Collection Ads Vertical Video Ads

ABLY
Product Ads / Cooperative Advertising Agency

TARGETINGGATES
Static Banner / Dynamic Banner Live Commerce

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NICECORE KEY CLIENTS & PARTNERS

NICECORE responds to a rapidly changing marketing landscape with technology and expertise, working alongside a wide range of partners.

01. Fashion (Designer / Casual / Character)

MIXXO, EBLIN, Elcanto

ZARA, Golden Goose, Stone Island, Maison Margiela,Isabel Marant, Salvatore Ferragamo, Ami, Rapha, Gentle Monster, Tamburins,Farfetch, Yoox, Mr Porter,Net-A-Porter, The Outnet, On Pedder, Balaan, Browns. Puma, Kasina, Decathlon, Garmin, Etro

02. Travel / Hospitality

Golf Tourro

The Shilla Duty Free, Sheraton, Four Seasons, Westin, Candeo Hotels, The Kahala, Royal Hawaiian, Mauna Kea.
Airbnb, Expedia, HotelsCombined, Kayak, Yanolja, Tripbtoz, Hostelworld, KKday, BudgetAir, Triple, Dailyhotel

03. IT

REQM, Blaupunkt, Dibea, Pullas, Kligen, Panec, Wellport, Lezen, CUCKOO, Lenovo

Samsung SDS, LG Business Solutions, Notion, Unity, Schneider Electric, Adjust, TikTok, Apple Music, Wix, Shutterstock,
Uber Eats, ExpressVPN

04. Lifestyle / Retail

I Love Bebe, Daelim Bath, Blooming Bidet, Hubdic, Hyundai Home Shopping, Lotte Home Shopping, Dongkook Pharmaceutical, Greemeal, Funit, STOM, Nongshim, Momos Coffee, IyeonHanwoo, Simmons, LUSH, Naega Green Jip,
Furniture Mart, Alzipmat, Poled, Daerigo, Yes2424, DaddyPet, Petique

Qoo10, 11번가, Meatbox, LightInTheBox., Amore Pacific, Coty, YuHan (유한양행), Cellion, PF Chang's, Keurig, Hydro Flask, Zumba, Hard Rock, Jellycat, Bluebottle

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NICECORE KEY CLIENTS & PARTNERS

NICECORE Responds To A Rapidly Changing Marketing Landscape With Technology And Expertise,
Working Alongside A Wide Range Of Partners.

05. Finance / NGO / Rental

OK Savings Bank, Welcome Savings Bank, KB Asset Management, Timefolio Asset Management, Compassion Korea, UNICEF, ChungHo Nais, NICE Information Service, NICE Information & Telecommunication

06. Public Sector / Education

National Institute for International Education, Incheon Tourism Organization, Gyeonggi Tourism Organization, Korean Food Promotion Institute

07. Education / Universities

Hanyang University, Woosuk University, Konyang University, Green Driving Academy, SBS Academy Beauty School, ANC Flight Attendant Academy

08. Shared Services

Wework, JustCo

09. Hospitals / Clinics

GNG Hospital, Seoul N Urology Clinic, Sujeong Eye Clinic, Irene Dermatology Clinic, Yonsei Luda Clinic, Kyung Hee Sumpyeon Korean Medicine Clinic

10. Professional Services

Law&Good

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NICECORE CORE STRATEGY

Campaign success depends on attentive, disciplined management.
NICECORE systematically manages every stage—from planning and execution to performance analysis.

NICECORE Management System

Audit	Strategy Setting	Exposure	Performance Analysis
Review current advertising	Execution strategy	Campaign management	Performance reporting
Review competitor activity	Advertising goals	Real-time monitoring	Goal achievement assessment
Analyze industry trends	Media mix planning	Automated bidding	Improvement strategy

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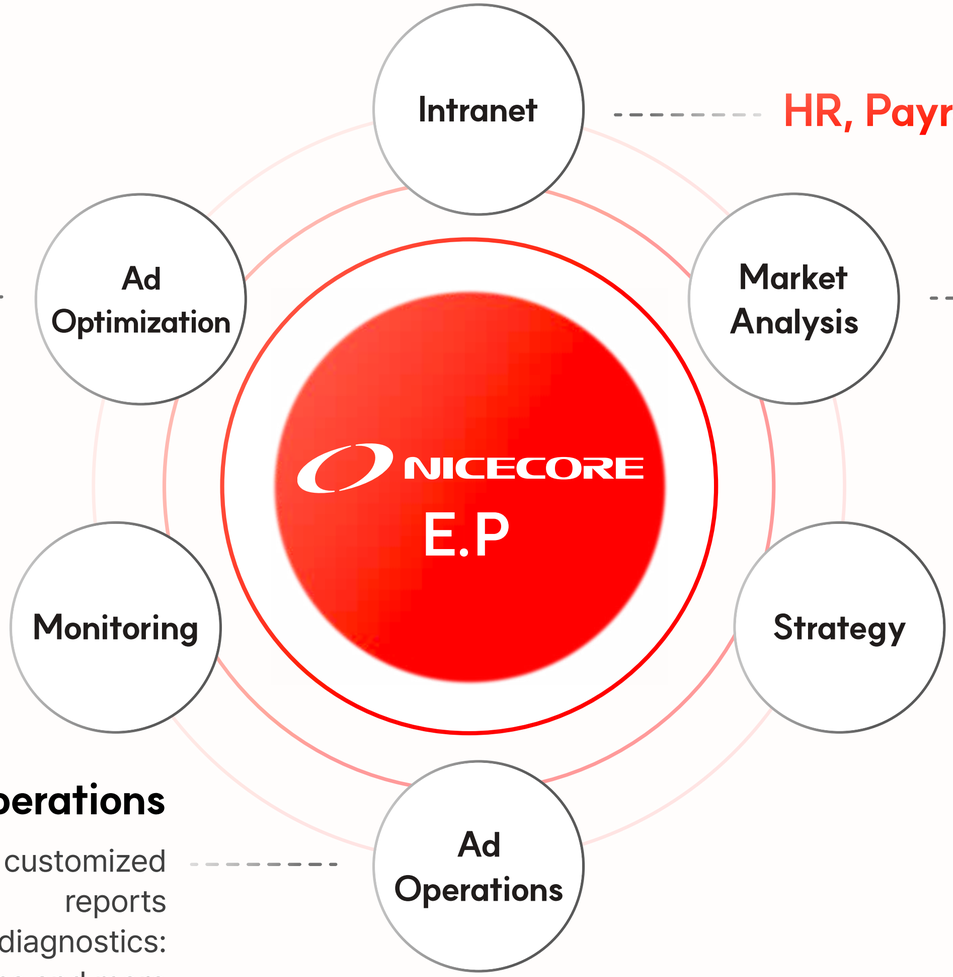
NICECORE TECHNOLOGY

NICECORE delivers a strong competitive edge in advertising through advanced AD-TECH.



HR, Payroll, Sales Management

AD Optimization

Apply a data-driven best performance model
validated at every operational stage

Market Analysis

Select Competitors, Media And Ad Products
Secure Category Data By Media Channel

AD Monitoring

Budget tracker, dead links,
invalid clicks, ad-change alerts and more

AD Strategy

Allocate Budgets By Advertising Area
And Build A/B Testing Models
For Efficient Operations

AD Operations

Real-time account management, automated bidding, customized reports
data-driven strategy setting advanced diagnostics:
product, device, rank, time, age, gender, search terms and more

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NICECORE CORE STRATEGY

Data-driven imc marketing built on one belief: our clients' growth is NICECORE's growth.

NICECORE's Top Specialists Support You From Strategy Development Through Performance Improvement

01. Campaign Proposal

we recommend an integrated digital marketing approach through imc.
each plan is customized to the advertiser and designed to maximize efficiency across performance channels.

02. Strategy Development

our performance marketing specialists manage the entire process—from foundational strategy development to full IMC execution.

03. Consulting

To improve advertising efficiency, we review competitor references and provide consulting to identify further performance opportunities.

04. Analysis

Using NICECORE solutions,
we analyze advertising efficiency and current marketing performance to recommend additional solutions.

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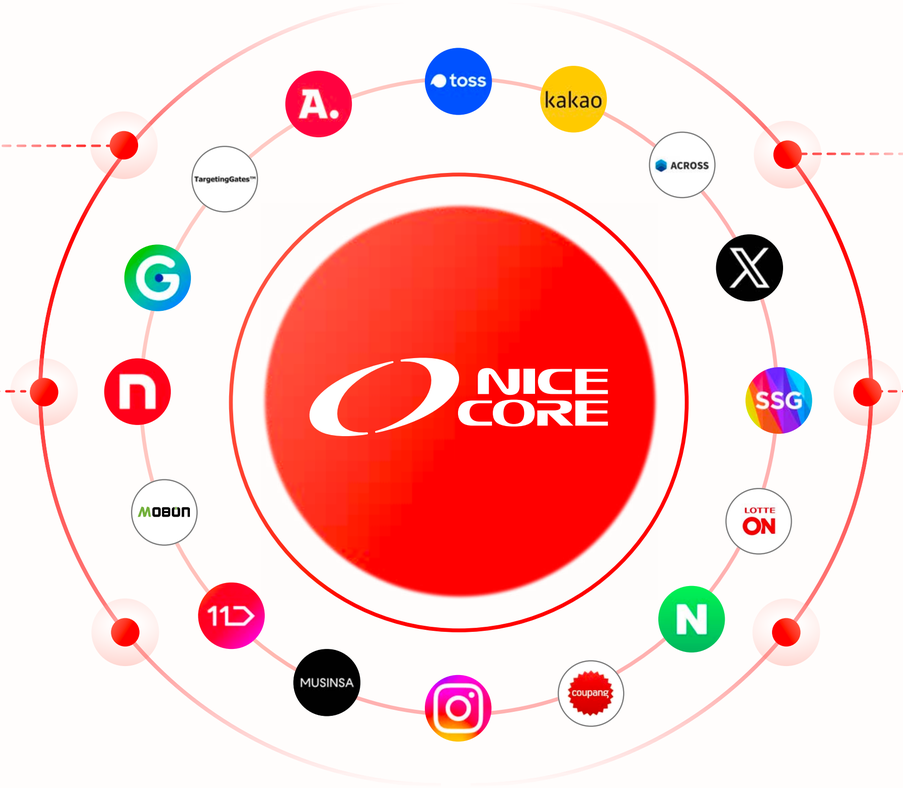
MEDIA MIX MANAGEMENT

We recommend the optimal product mix based on extensive experience and expertise across online advertising channels.

Market Research & Targeting Strategy

Recommend The Right Ad Product Mix

효율적인 광고를 위한 시장조사와
타겟팅을 우선으로 전략을 수립하여
광고 성과 예측 및 최적의 광고상품 MIX 제안



NICECORE Proprietary Solutions

Campaign Reporting & Advertising Insights

Deliver easy-to-read periodic campaign reports and actionable insights through NICECORE's proprietary solutions.

Use real-time monitoring and creative a/b testing during campaign execution

To reduce wasted ad spend and increase conversions.

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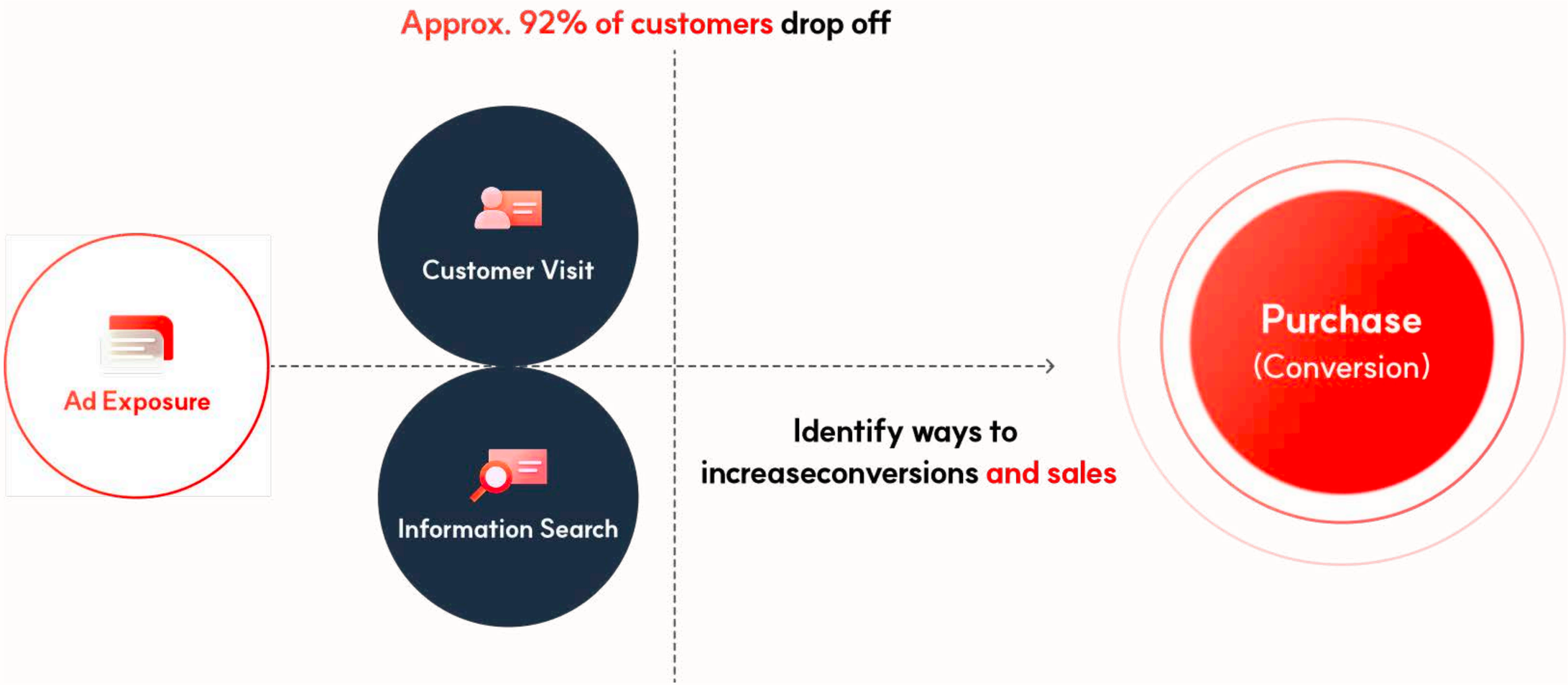
NICECORE CORE STRATEGY

Focusing on the core purpose of online advertising, we manage the customer journey from exposure to visit, consideration and conversion (purchase), identifying and executing strategies that minimize drop-off and drive purchase conversion.



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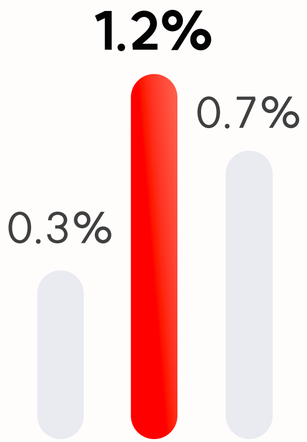
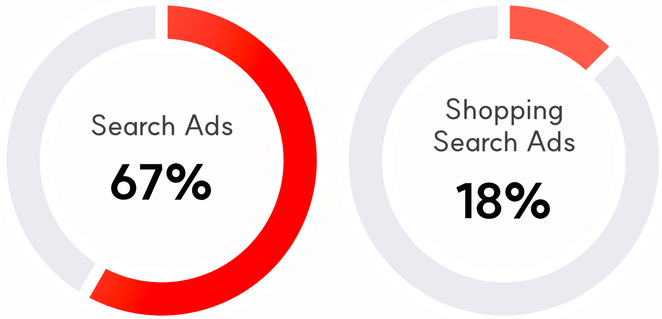
NICECORE SOLUTION_ACCOUNT ANALYSIS

We assess current account conditions and market trends to provide detailed, item-by-item consulting.

CTR By Ad Position



Conversion Rate By Ad Product



Detailed Account Analysis Consulting

successful advertising requires continuous monitoring of account health and current market conditions to prevent overspending and maintain the right pace.

PROCESS 01

Identify the ad product consuming the most budget and propose an IMC media mix centered on that product.

PROCESS 02

Compare current exposure rank with conversion-driving rank and suppress unnecessary high-rank exposure to prevent overspending.

PROCESS 03

Provide clear periodic campaign reports and insights through NICECORE's proprietary solutions.

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NICECORE SOLUTION_REAL-TIME MONITORING

A solution that monitors campaign status in real time to detect issues such as invalid clicks and dead links.

Real-Time Monitoring

Dead Link

When a landing page has an error or is deleted,
Ad clicks generate spend without value, negatively affecting advertising quality.

Invalid Clicks

Malicious ad clicks, including those from competitors, require the relevant ip addresses to be blocked.

PROCESS 01

Monitor campaign operations 24/7, 365 days a year to identify any issues.

PROCESS 02

Quickly resolve invalid clicks or dead links that could otherwise waste advertising budget.

PROCESS 03

Provide clear periodic campaign reports and insights through NICECORE's proprietary solutions.

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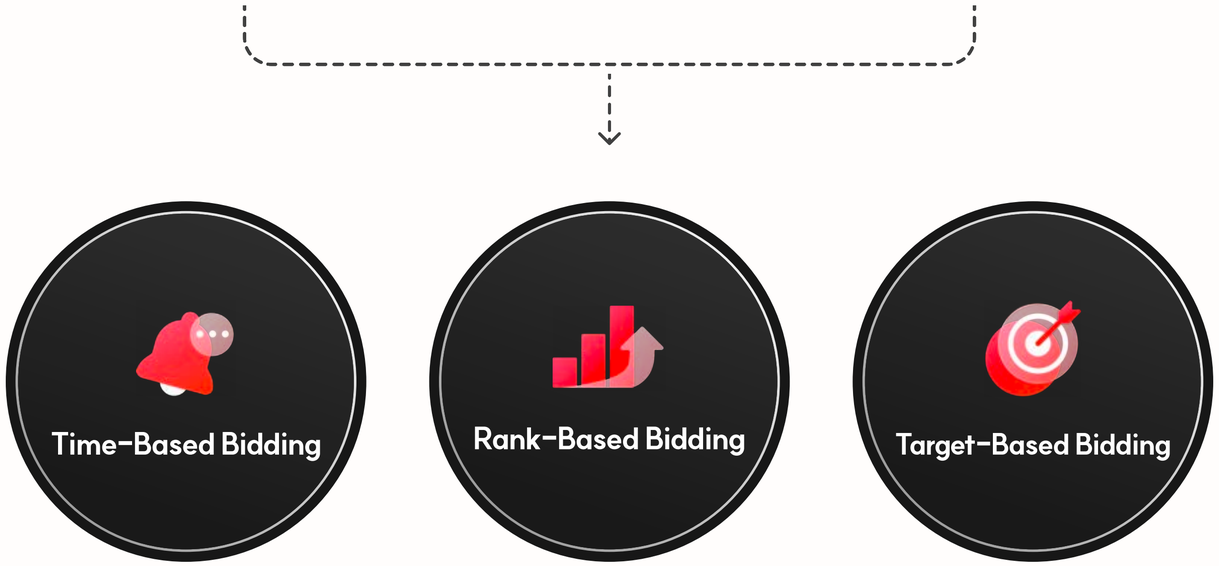
NICECORE SOLUTION_AUTO BIDDING

Auto bidding is essential to prevent issues such as ad interruptions caused by failed bids or inefficient budget consumption when rankings fluctuate.

AUTO BIDDING SOLUTION

Auto-bidding solution designed to maintain consistent ad positioning



PROCESS 01

Research real-time cost per click by ranking across PC and mobile devices.

PROCESS 02

Research real-time cost per click by ranking across pc and mobile devices.

PROCESS 03

Deliver clear periodic campaign reports and insights through nicecore's proprietary solutions.

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NICECORE SOLUTION_KEYWORD PERFORMANCE FORECAST

To run campaigns efficiently and avoid unnecessary overspending, advertisers need to understand and forecast the expected performance of target keywords.

Keyword Performance Forecasting System

Core Keyword Lookup | Detailed Keywords | Seasonal Keyword | Autocomplete Keyword | Impressions / Clicks | CTR / Cost

A data-driven forecasting solution that improves campaign efficiency at the keyword level.

PROCESS 01

Based on current keyword campaign data, provide impressions, clicks, ctr and other metrics by selected keyword and ranking.

PROCESS 02

Execute keyword (search) advertising based on selected keywords and target rankings.

PROCESS 03

Clear reports and insights powered by NICECORE solutions.

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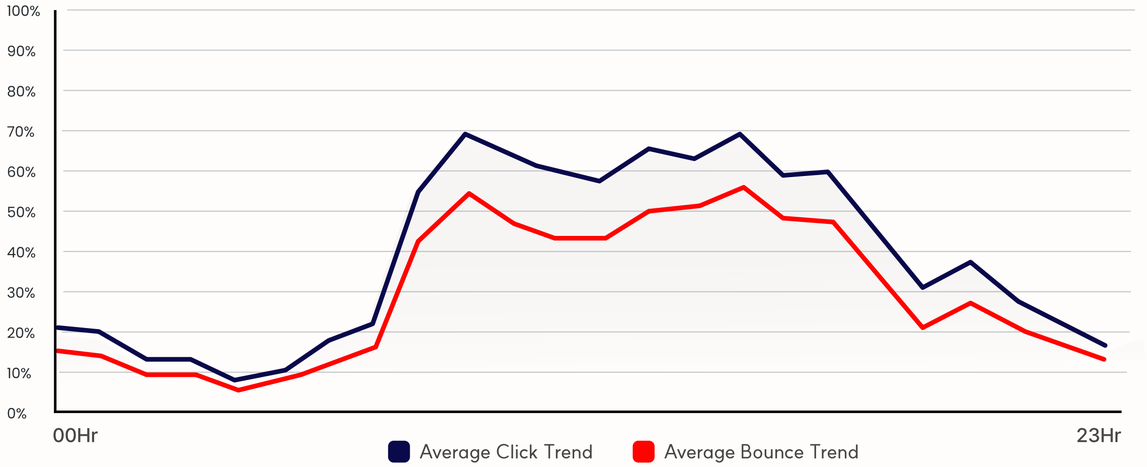
ADVERTISING REPORT

Our advertising effectiveness analysis solution provides detailed analysis and presents the results in clear, visual report formats.



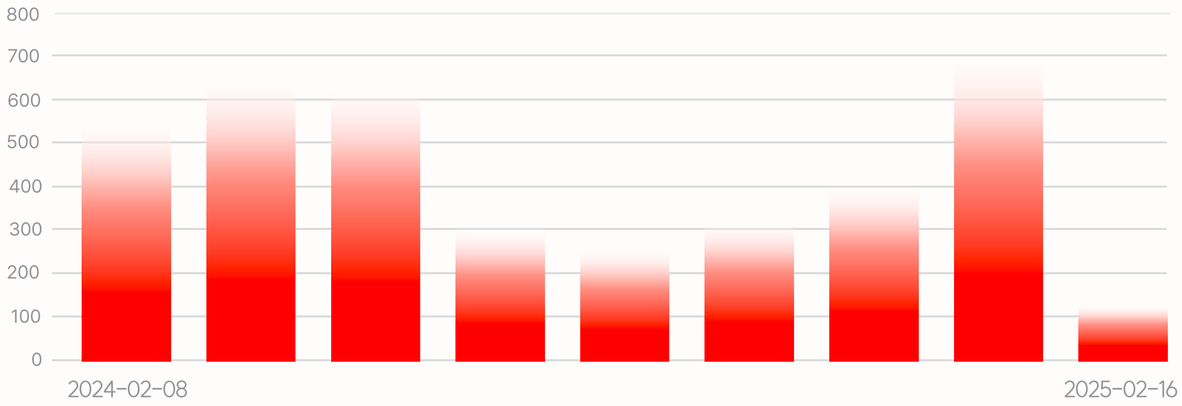
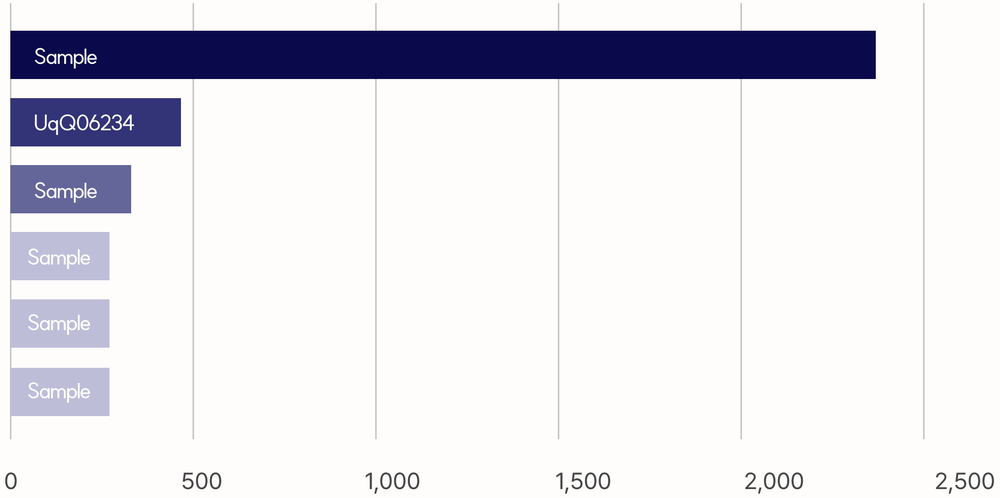
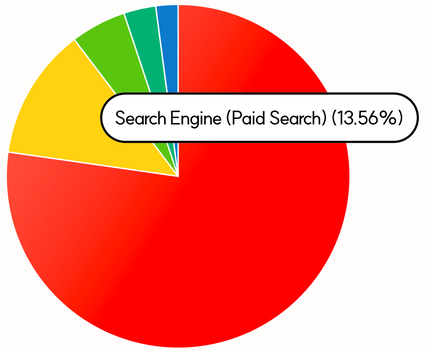


Chart X-axis unit: **day**, Items: **9**





- Direct Traffic (Bookmarks, etc.) (77.12%)
- Search Engine (Paid Search) (13.56%)
- Search Engine (Organic) (5.08%)
- Other Sites (2.54%)
- Internal Traffic (1.69%)
- Social Network (0%)

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NICECORE SOLUTION_COMPETITOR ANALYSIS

Understanding competitor activity is critical. our high-accuracy solution delivers competitor intelligence faster.

Competitor Campaign Analysis

Analyze competitor advertising activity within the same category and use the findings as foundational marketing data.

Company A
Runs ads across media such as naver and kakao

Company B
Maintains the no. 1 position through real-time monitoring and bidding

Company C
Reduces ad spend through detailed keyword-level management

Company D
focuses on top search-AD placements

PROCESS 01

Identify competitors by industry, product category, revenue scale and other criteria, then assess their advertising activity.

PROCESS 02

Apply insights such as trending tone and manner, ad concepts and flagship products to new campaigns to counter competitor dominance.

PROCESS 03

clear reports and insights powered by NICECORE solutions.

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NICECORE SOLUTION_BALANCE MONITORING

Campaign interruptions caused by depleted ad funds can significantly hurt performance.
NICECORE supports efficient operations through real-time balance monitoring.

Real-Time Balance Monitoring System

A real-time monitoring system that helps campaigns continue without interruption and remain in optimal condition.

- Check for account balance changes over the last 7 days
- Check whether campaigns stopped after daily budgets were exhausted
- Assess conversion rate relative to ad spend
- Check for changes in ranking bid costs

Our real-time ad balance monitoring system helps ensure campaigns continue running without interruption.

PROCESS 01

Monitor advertising balances 24/7, 365 days a year and send top-up alerts when campaign budgets run low to keep campaigns live.

PROCESS 02

Use average spend data from the last 7 days to monitor in real time whether current advertising costs are running above normal levels.

PROCESS 03

Clear reports and insights powered by nicecore solutions.

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PORTFOLIO_HOME APPLIANCES_**B**

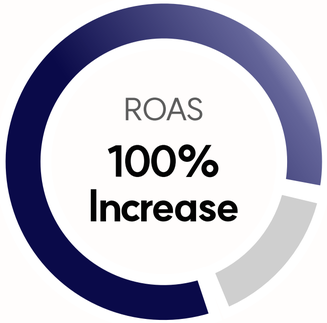
Consulting Highlights

Improved ctr through granular da targeting, ad voost and weekly image refreshes
structured sa campaigns by product, grouped placements, refreshed images/copy weekly and applied age-based bid adjustments
improved conversion rate through competitor and creative analysis and optimization

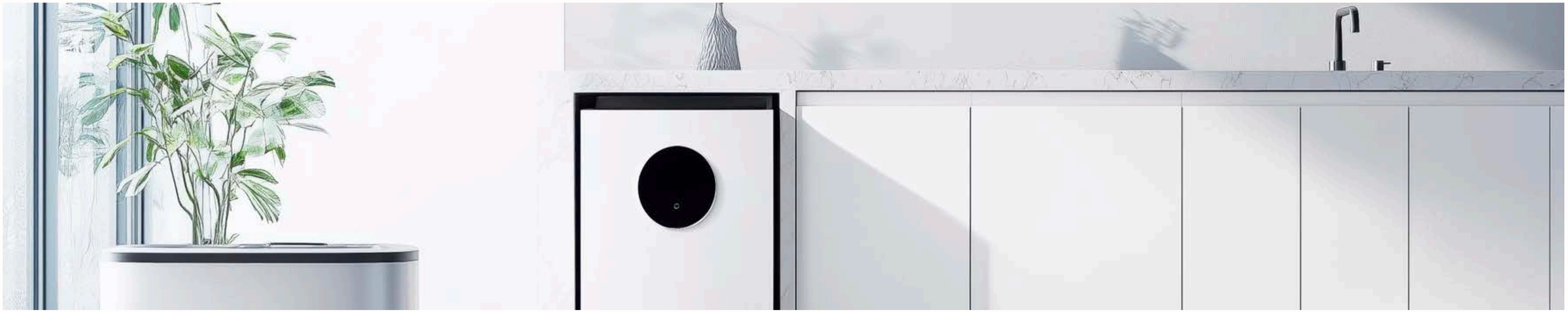
Media Channels / Ad Products

NAVER Shopping Search
Powerlink
Brand Search
GFA Display
AD VOOST

Objectives & Results 2025 VS. 2024



Average Sales **+70%**



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PORTFOLIO_HEALTH FOOD_D

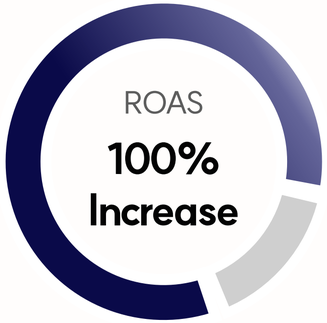
Consulting Highlights

Managed home-shopping campaigns and 14/30/60-day tests for new products
identified and registered categories not exposed on the owned store
grouped long-running products, maintained converting keywords and monitored competitors
conducted market research and kpi-driven advertising for new products

Media Channels / Ad Products

NAVER Shopping Search
Powerlink
Brand Search
GFA Display
AD VOOST

Objectives & Results 2025 VS. 2024



Sales **+70%**

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PORTFOLIO_FASHION APPAREL_E

Consulting Highlights

set up advertising for diverse promotions and maximized efficiency

used big-data solutions to identify qualified target audiences and activate promotional campaigns

proposed and managed advertising aligned with kpis such as branding and sales

Media Channels / Ad Products

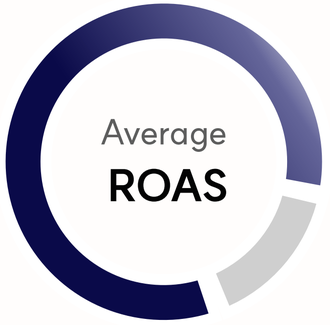
NAVER SA: powerlink, brand search, shopping, brand-type

NAVER DA: performance display, family ads, etc.

KAKAO DA: message ads, channel add, bizboard, etc.

full range of display advertising

Objectives & Results AS OF OCT. 2025



Average roas over the last 12 months

ROAS 1,072%

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PORTFOLIO_GLOBAL WOMEN'S SPA BRAND_**M**

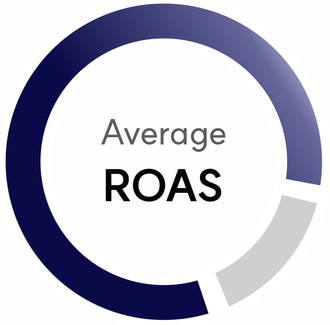
Consulting Highlights

Ran campaigns to increase brand awareness and page views following the launch of the owned store used big-data solutions to identify qualified audiences and activate promotional campaigns used retargeting to re-engage qualified customers and drive additional conversions

Media Channels / Ad Products

NAVER Brand Search	Shopping Search Ads	Kakao Moment	YouTube Bumper
Performance Display	Search Ads	Criteo	Discovery
Shopping Brand		Google GDN	In-Stream Ads

Objectives & Results



Average Retargeting ROAS

3000%

Average Media Advertising ROAS

400%

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PORTFOLIO_HEALTH SUPPLEMENTS_H

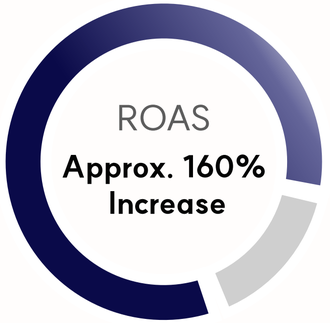
Consulting Highlights

Differentiated creatives by gender and age targeting
continuously discovered and refreshed keywords through competitor analysis
optimized campaigns based on prospect targeting

Media Channels / Ad Products

NAVER Search Ads
Shopping Search Ads
New Product Search Ads
NAVER Performance Ads
Power Content Ads
Kakao Moment

Objectives & Results



NAVER
Shopping Organic

Maintained Top Rankings

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PORTFOLIO_HEALTH SUPPLEMENTS_N

Consulting Highlights

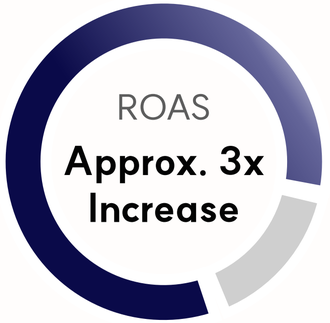
Maximized campaign exposure and sales through promotions
improved efficiency by expanding into additional ad placements across open-market platforms acquired new customers and grew sales through continuous media expansion

Media Channels / Ad Products

Gmarket/Auction Power Click
Gmarket/Auction Display Bidding
Gmarket/Auction Additional Services
11st Focus Click
11st Display Bidding
11st Additional Services
Kakao Moment, Etc.

Objectives & Results

Overall Average YoY



Health Supplements Category

Achieved No. 1

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PORTFOLIO_HOME APPLIANCES_**C**

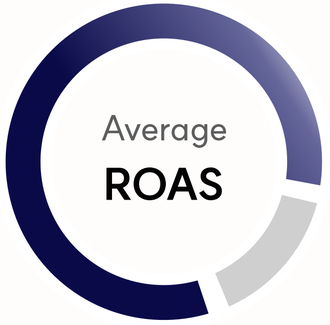
Consulting Highlights

Ran seasonal campaigns to increase product sales
boosted sales through multiple promotional initiatives
launched diverse targeted creatives to promote and drive sales of new products

Media Channels / Ad Products

NAVER Search Ads
NAVER Display Ads
Kakao Moment
Shopping Search Ads
NAVER Performance Ads
New Product Search Ads
META Targeting Campaigns, Etc.

Objectives & Results Overall Average YoY



Overall Average ROAS YoY

Approx. 2.1x Increase

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PORTFOLIO_CHILDREN'S APPAREL_**B**

Consulting Highlights

Optimized campaigns through seasonal keyword discovery

continuously discovered and refreshed keywords through competitor analysis

Media Channels / Ad Products

NAVER Shopping Search Ads

Gmarket/ Auction Power Click

Gmarket/ Auction Additional Services

Objectives & Results Overall Average YoY

Overall Sales YoY

Approx. 30% Increase

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PORTFOLIO_HOUSEHOLD GOODS_I

Consulting Highlights

Opened a directly operated store and provided landing-page consulting
planned products with naver shopping mds to increase brand awareness
ran continuous cross-channel commerce campaigns alongside live commerce
continuously discovered keywords and creatives using proprietary solution databases

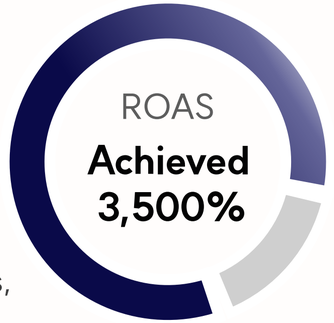
Media Channels / Ad Products

NAVER Search Ads
Shopping Search Ads

New Product Search Ads
Brand Search Ads

Live Commerce
NAVER Shopping Ads, Etc.

Objectives & Results



Direct Store Traffic **+2.2x**

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PORTFOLIO_HEALTHCARE_P

Consulting Highlights

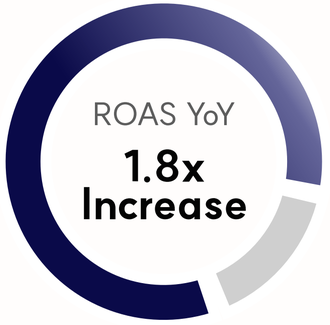
Granular keyword grouping & creative-level bidding for branding and sales
real-time optimization through competitor analysis and live event response
search + performance banner ads to maximize conversion efficiency

Media Channels / Ad Products

NAVER Search Ads NAVER Performance Display Ads

Objectives & Results

Conversion-focused framework
through budget & bidding optimization



Media ROAS Improved by
Approx. 1.9x

Direct-Conversion ROAS
Efficiency Improved by 1.6x

Performance-Based Advertising Strategy

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PORTFOLIO_HEALTH SUPPLEMENTS_C

Consulting Highlights

Continuously expanded media channels to drive new-product sales
maximized traffic through diverse creatives aligned with promotions and special events strengthened branding through integrated media and online campaigns

Media Channels / Ad Products

NAVER Search Ads
Shopping Search Ads
New Product Search Ads
NAVER Performance Ads
Network Ads, Etc.

Objectives & Results

Owned-Store Traffic **+2.2x**

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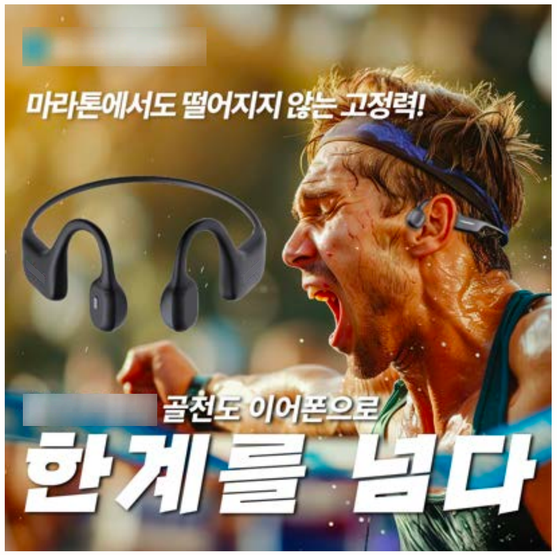
Company B Ad Banner

NAVER Performance Display Ads



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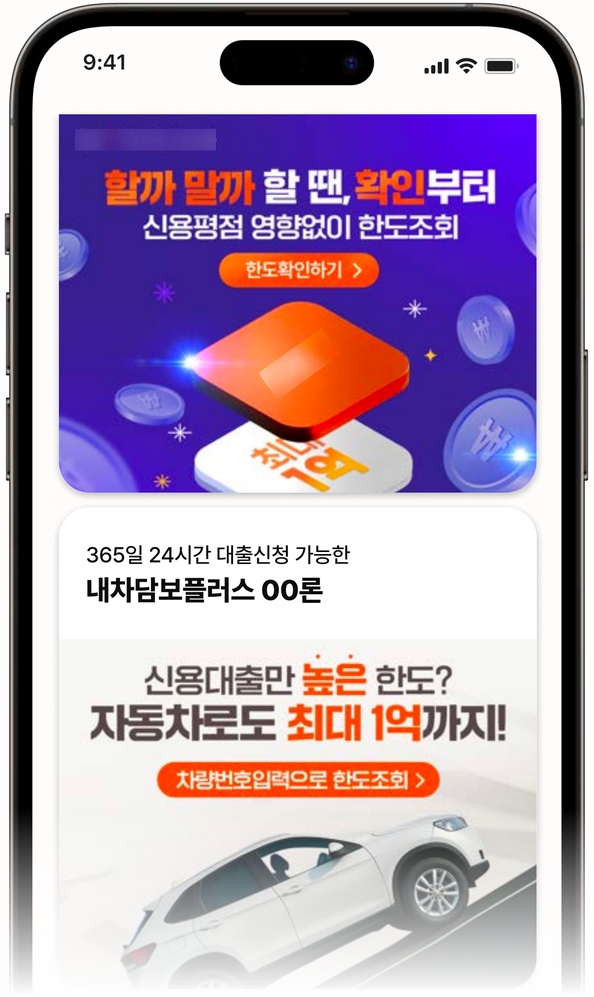
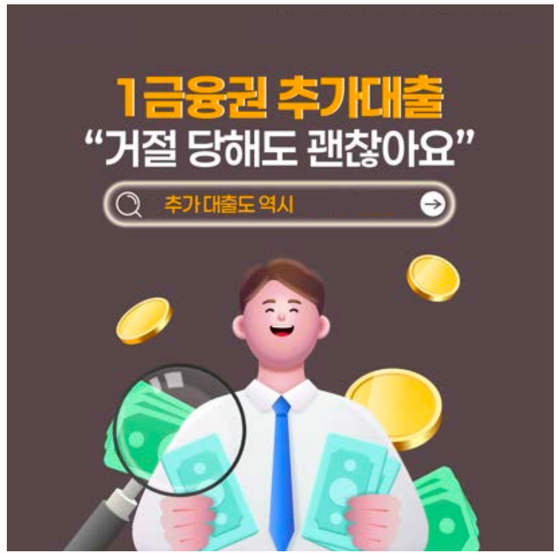


Company O Ad Banner

Google Responsive Display Ad



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Company M Ad Banner

NAVER Performance Display Ads

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MAIN TEL.

02-2088-8844

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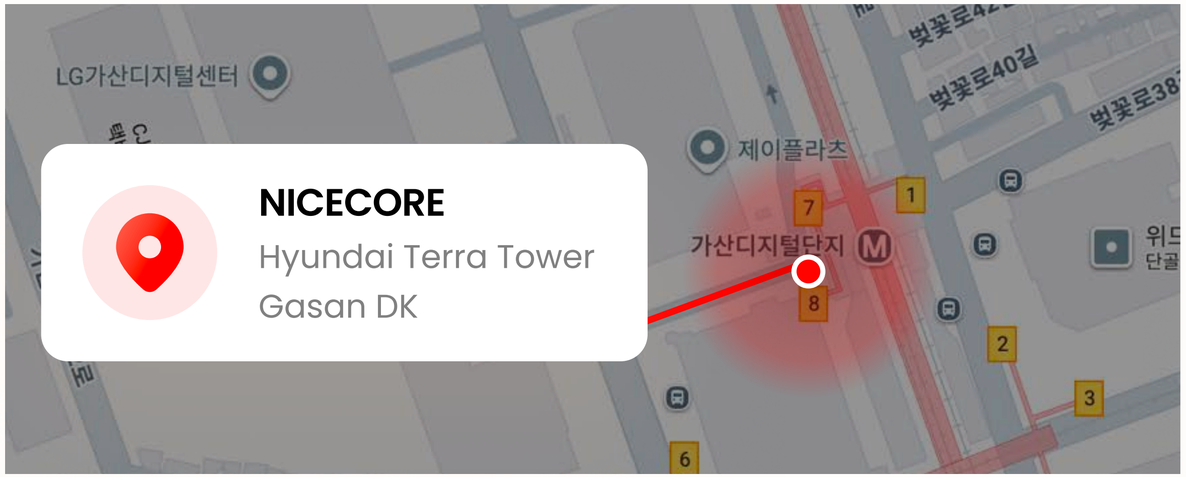
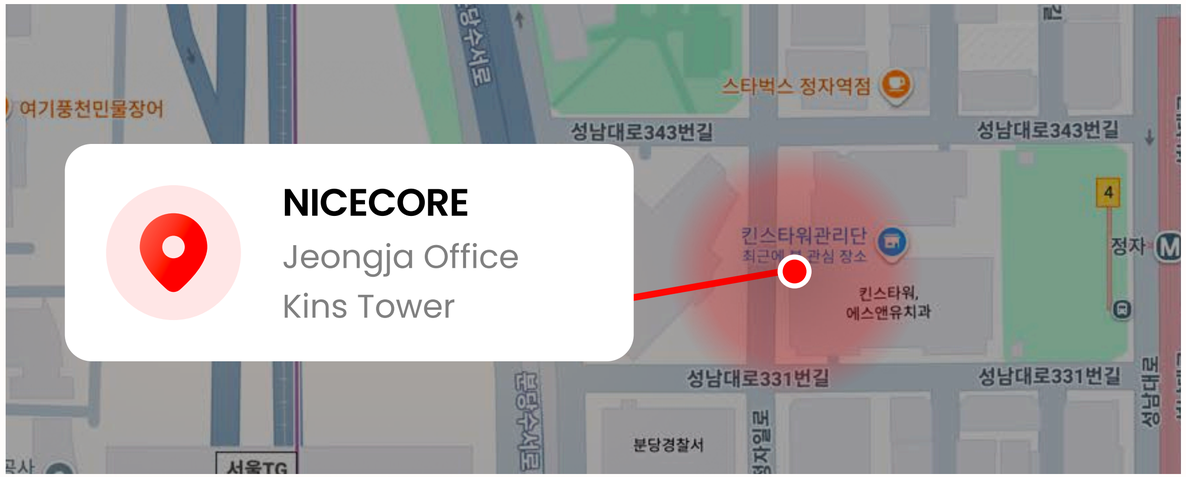
ADVERTISING INQUIRIES





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