How Dable Ads
Enable Brands to Achieve Success

Dable Case Studies

Dable

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What Is Native Advertising?

Can you think of a time when you were not bombarded by tons of banner ads when reading articles online? For most people, the answer is likely to be a 'No'.

Now more than ever, website owners are desperate for ad revenue and are forced to place several ads slots all around their website. While this strategy helps ad revenue grow significantly, it inevitably sacrifices website visitors' user experience and risks losing a tremendous amount of traffic.

Noticing this issue may backfire someday, more news media have begun implementing native ads to replace the disruptive banner ads in hopes of bringing website visitors back. This momentum results in native ads being more popular as compared to banner ads.

According to IAB Native Advertising Playbook, here's the key difference between native ads and traditional banner ads. "The distinction between native ads and standard ads is the ability of native to follow the natural design, location and ad behavior of the environment in which it was placed with the content that provides a relevant consumer experience in the context of the page the ad lives on."

Recommendation for you

by Dable

AD — What if you're worried about your wedding budget Attention!

AD — Everyday after marriage

Make the house feel like a lounge

Wedding dress shops by style

How to use my body to improve immunity

Native ads, in most cases, appear in content recommendation widgets and in-feed content blocks on online news, magazines, and blogs.

Its non-intrusive design provides internet users with a better reading experience without forcibly interrupting users' browsing journey while users navigate on the internet.

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Why Should You Choose Native Advertising?

1.

Native ads allow advertisers to enlarge the upper sales funnel by acquiring better quality traffic.

For example, native ads outperform banner ads in several key metrics, such as Bounce Rate and Average Session Duration on Google Analytics, under the same condition.

2.

Native ads enable advertisers to expose ads in the relevant article context and to the right target audience, which significantly decreases the risk of damaging brand safety.

Native ads typically include the element of Media Buy and Audience Buy together, and this feature gives advertisers better control over where ads go and to whom ads are exposed.

3.

People love native ads over banner ads.

Banner blindness is now happening to a decent portion of internet users, and the number is expected to continue growing in the foreseeable future. People begin to unconsciously ignore banner-like information, not to mention clicking on banner ads. Natives ads rarely see this dilemma and are barely ignored.

About Dable Ads

Built upon the foundation of personalized content recommendation technology, Dable has managed to partner with thousands of premium media outlets in Asia and has successfully expanded from Korea (HQ) to Japan, Indonesia, Malaysia, Vietnam, Singapore, Taiwan, and Hong Kong.

Dable provides advertisers with an award-winning interface that allows advertisers to manage content, adjust audience targeting, and monitor performance all in the same place. On top of that, the machine learning-powered technology and the innovative personalization algorithm help advertisers gain success in advertising campaigns.

Dable has also recently launched the Dable Native Ad Exchange, the largest RTB-based Native Ads Exchange in Asia. Through Dable Native Ad Exchange, advertisers can execute advertisements more effectively by purchasing the desired ad units from a wide range of premium inventories across Asia.

If your team has just entered a new marketplace in Asia, Dable is the perfect bridge for a soft launch.If your team has gotten decent traction and is considering to further cement its position as a market leader, Dable's premium ad network and proprietary technology can empower you to reach your desired audience and grow your business.

Come join us and enjoy the power of Dable Ads!

Dable

Company Information

Kohonjin is recognized as a leading cosmetics brand in several countries with its skin whitening and wrinkle repair product.

"Running ads through a whole new marketing channel was a big challenge for us. Fortunately, we could gain success in DB collection with the help of Dable's precise targeting and personalized recommendation technology. We realized once again that Dable is an effective platform for multi-channel marketing."

Marketer | Kohonjin

Challenge

As Kohonjin utilized face-to-face sales strategy to sell products, the number of leads was paramount for sales. Traditional media channels, however, couldn't well satisfy Kohonjin's need to collect leads.

Solution

Kohonjin used media targeting and gender targeting to target middle-aged female readers with high purchase intent. Further to that, it increased bidding at media that performed the best to boost exposure rate.
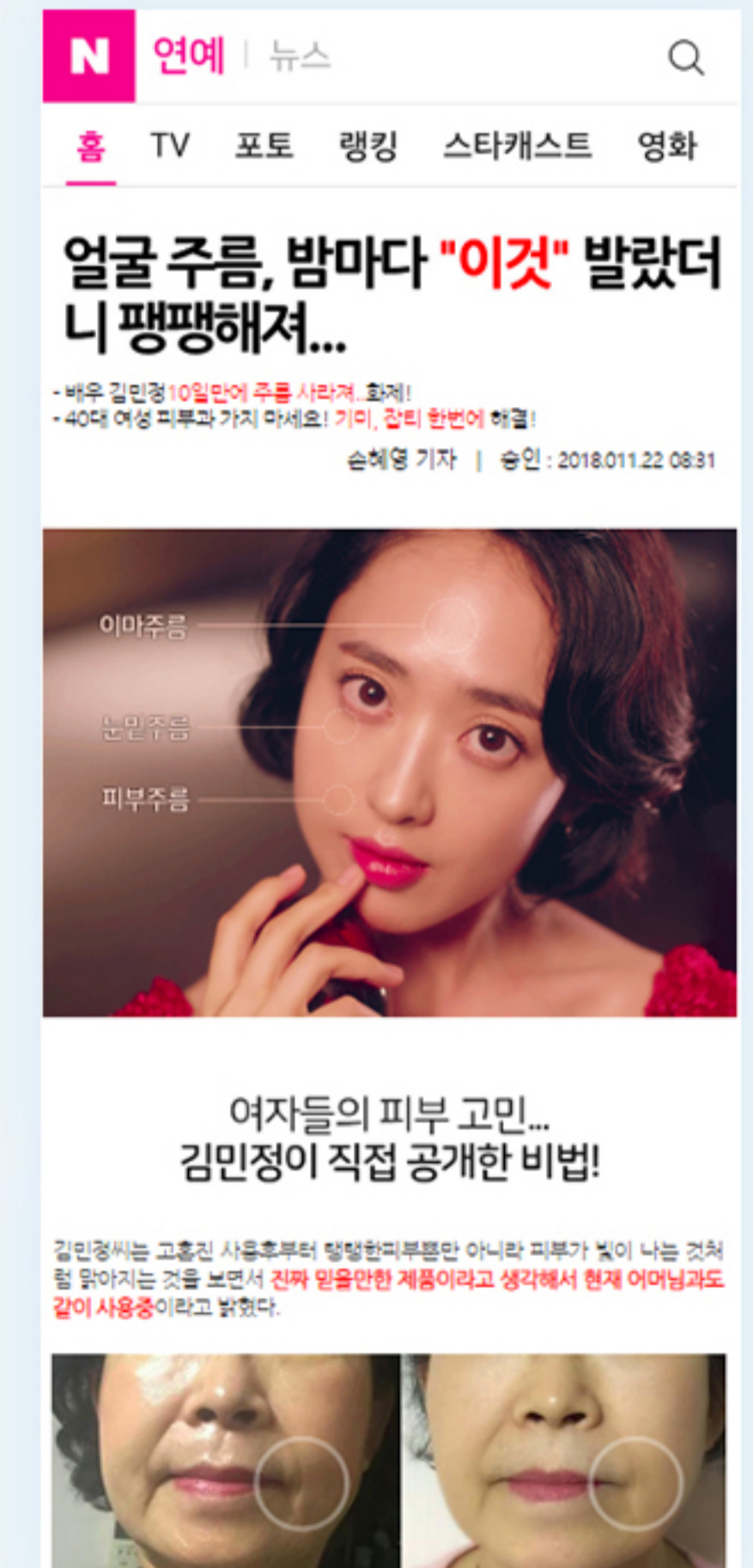
Result

Client's overall CPA was maintained at a stable level after using Dable's solution. CPC decreased by 10 percent compared to existing banner ads.

10%

10% Lower CPC Compared to Banner Ads

POSTS FOR YOU

마리가 쏜다! 가입만 해도 유니클로 히...

Rochas

탤런트"김민정"맑고 투명한 피부비결은...

패션 에디터 최신영 의 See it, Buy it,...

탈모 "이것" 사용하 니 새까맣게 발모...

N 연예 | 뉴스

홈 TV 포토 랭킹 스타캐스트 영화

얼굴 주름, 밤마다 "이것" 발랐더 니 팽팽해져...

- 배우 김민정 10일만에 주름 사라져...화제!
- 40대 여성 피부과 가지 마세요! 기미, 잡티 한번에 해결!

손혜영 기자 | 승인 : 2018.011.22 08:31

이마주름
눈밑주름
피부주름

여자들의 피부 고민... 김민정이 직접 공개한 비법!

김민정씨는 고흥진 사용후부터 탱탱한피부뿐만 아니라 피부가 빛이 나는 것처 럼 맑아지는 것을 보면서 진짜 믿을만한 제품이라고 생각해서 현재 어머님과도 같이 사용중이라고 밝혔다.

Dable

Company Information

Soohyun is an upper-class marriage consulting agency targeting white-collar professionals in Korea with a nearly perfect satisfaction rate.

"I believe Dable provides the best native ad platform where you can reach your goal more easily. You have a wide range of choices for media and can set your own gender or location target."

Jung Woo-Jung | Marketing Team, Soohyun

Challenge

Soohyun realized traditional media channels could not engage prospects well enough as marriage consulting service required more in-depth communication with customers.

Solution

Soohyun devised a landing page that consisted of a personality test to engage prospects in a more interactive way. It also used media targeting and contextual targeting to ensure ads were exposed to the right article context.

Result

Soohyun's campaign showed higher CTR and lower CPC, compared to existing banner ads, and acquired a substantial number of leads.

20%
20% Higher CTR
Compared to Banner Ads

30%
30% Lower
CPC

Company Information

Kixx is the engine oil brand of GS Caltex,
which exports oil products to
63 countries around the world.

"You cannot expect content to spread by itself by just simply uploading them and distributing press releases. With Dable, we could expose our content to about 1,200 media. Native ad platforms have now become a must for public relations.

Lee Sang-geun | Marketing Strategy Team, Kixx

Challenge

Kixx would like to better engage customers with informative blog content and thereby enhance customers' trust toward its brand.

Solution

Kixx used interest targeting to ensure its ads reached the relevant group of audience. Further to that, Kixx uploaded different content for A/B testing to figure out which one performed the best.

Result

CTR increased by 20 percent, compared to existing banner ads,
while CPC cost decreased by 30 percent.
Number of new visitors increased 1.5 times.

20%

20% Higher CTR
Compared to Banner Ads

1.5x

1.5 Times
Increase in New Visitors

Food

Company Information

Selected as the top 100 recommended snacks by the Taiwan Chamber of Commerce, JKC Food swiftly gained popularity in Taiwan with its signature Money Crackers.

"Working with Dable has been a great and pleasant experience. Their extensive experience in optimization strategies enable my business to maintain the growth momentum."

Mr. Yeh | General Manager, JKC Food

Challenge

Given that acquiring new visitors has become increasingly expensive on other ad networks and the cost per order continued to surge, it was imperative for JKC Food to explore other quality traffic sources to improve their conversion rate.

Solution

JKC Food leveraged Dable's finance and management publishers to target corporate prospects. They also utilized Dable's UTM Dynamic Variable and gender targeting to expose ads to potential customers with higher purchase intent.

Result

The overall Average Duration increased substantially by 72% and the Bounce Rate decreased by 11%. Most importantly, JKC Food saw substantial growth in both number of orders and conversion rate.

120%
120% Increase
in the Number of Orders

37%
37% Increase
in Conversion Rate of Orders
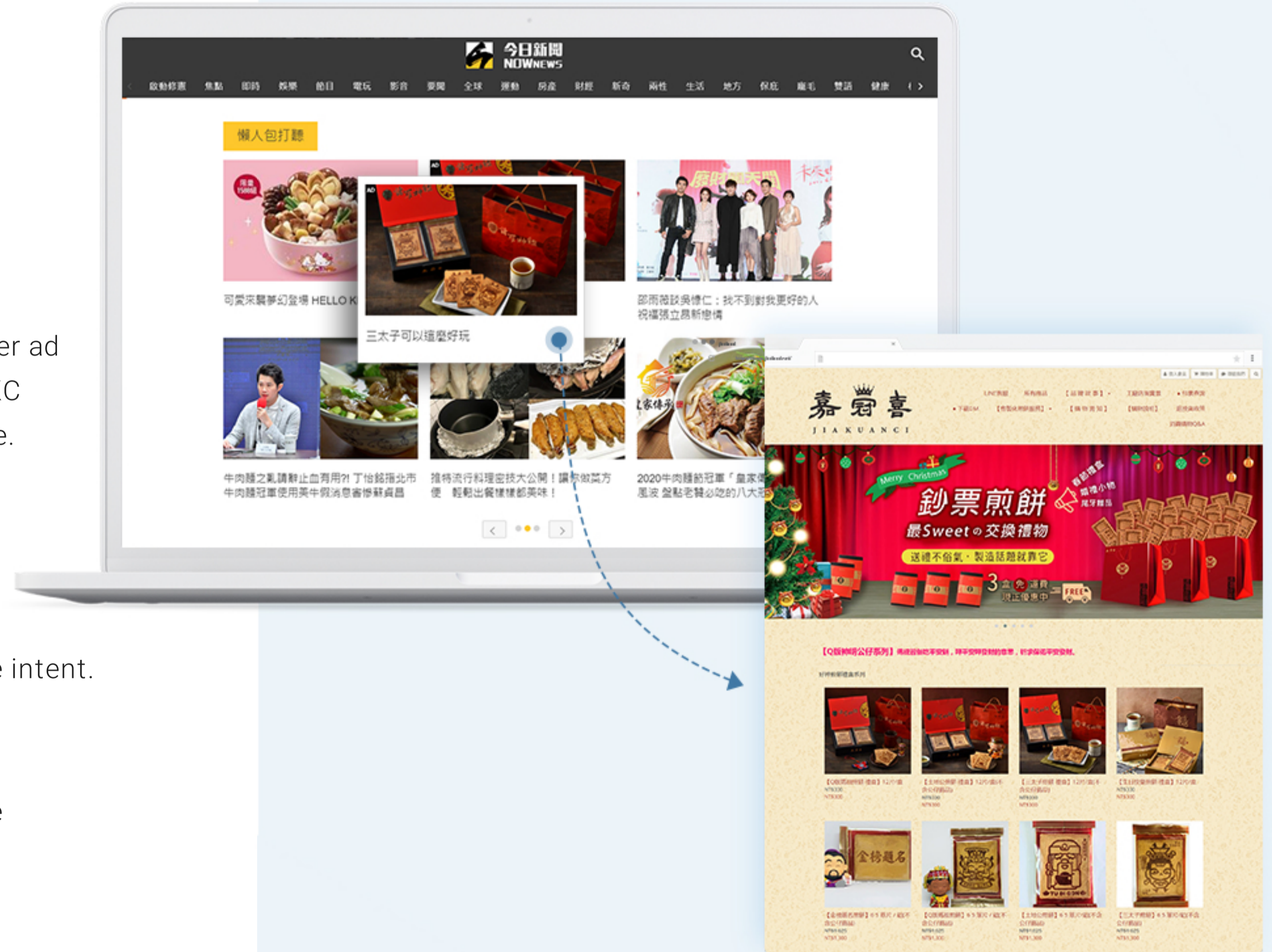
Dable

Company Information

AZ Financial Service, a top 3 insurance company in Korea, is an insurance agency providing integrated insurance solutions.

"We obtained high quality leads because Dable could target customers with purchasing power (aged 25-44). We were also free from Brand Safety issues as our ads were served alongside the media's native content, which looked more organized than banner ads."

Kim Hyun-ah | Marketing Team, AZ Financial Service

Challenge

Despite achieving sales targets every year, AZ Financial Service needed to generate more leads to maintain its growth. AZ Financial Service struggled to acquire new customers while maintaining CPA at its expected target.

Solution

AZ Financial Service presented informative content and easy-to-digest information regarding insurance policy on the landing page to enhance visitors' interest. AZ Financial Service further utilized Dable's media targeting and audience target functions to expose ads to the select group.

Result

AZ Financial Service's total CPL decreased by 13%.

13%
13% Lower
CPL

중앙일보

당신이 좋아할 만한 기사 by Dable

[단독] 22년만에 찾아온 아빠..."엄마 어딨냐"며 딸 찔...

코로나19 백신 임상 중 부작용 보고 잇따라

질병관리청 "연내 치료제·내년 백신...그때까지 버텨야"

새마을금고 진단금 9천만원 비갱신암보험 출시

김민정 크림 "선착순 200명"사은품 증정, 문의폭주!

고혈압 당뇨 "약"대신 이것 하라 학회발칵!

댓글 0개

N 포스트   시리즈 팔로우

#1. 암보험이란 무엇일까?

암에 걸렸을 때 치료 자금, 고액의 검진비, 약제비 등 소득상실에 대해서 최적의 대비책이라고 할 수 있다. 기존의 생명보험과는 달리 만기가 되거나 사망 시에 일정액의 보험금이 지급되는 것이 아닌 가입자에게 보험기간 동안 암 치료비를 지원한다. 암으로 사망할 경우 다시 보험금이 지급되는 일종의 인체에 대한 보장성 손해보험이라고 할 수 있겠다.

#2. 암 종류는 3가지로 구분하자!

암은 크게 3 종류로 나눌 수 있다. 일반암, 고액암, 소액암으로 나뉘며 고액암은 발병률은 낮으나 고액의 치료비가 필요한 암(뇌암,백혈

Dable
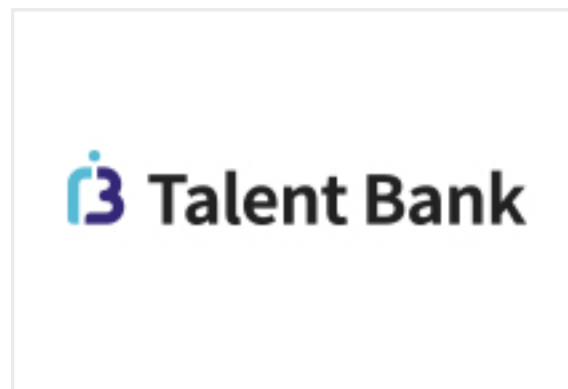
Company Information

Talent Bank is a leading talent-matching platform that connects top-class experts in different fields with companies that are looking for seasoned professionals.

"The B2B industry tends to have a narrow targeting scope […] However, Dable showed us their network and user discovery feature which enabled us to explain our core services to potential customers more effectively. We are satisfied with the positive results."

Shin Seungmyeong | Business Planning Team, Talent Bank

Challenge

Since Talent Bank's service is focused on business customers—CEOs in particular— it was not easy to find and target right prospects. Another challenge was to attract the target's click while making conversions.

Solution

Talent Bank used keyword targeting and media targeting to ensure its ads were exposed to the right target audience in the relevant context. It also set informative Naver posts as the landing page to spark reader's interest.

Result

The number of sign-ups increased by 80%. Ads showed 20% lower CPA compared to the existing ad channels. The quality of leads improved dramatically.

80%

80% Increase
in the Number of Sign-ups

Company Information

Crazy Skin is a cosmetics brand developed by experts based on their expertise on the global cosmetics industry.

"When considering customer LTV, securing new customers is always a concern for marketers. [...] With a large number of new customers visiting our website through Dable, we were able to achieve the biggest sales record ever. We have been partnering with Dable for the past two years and Dable has provided us with distinct benefits compared to other ad media."

Kim Ga-hee | Marketing Team, Crazy Skin

Challenge

Crazy Skin found it difficult to acquire new customers in traditional media channels, and it aimed to expand to different ad inventories to reach more potential customers.

Solution

Crazy Skin utilized interest targeting to ensure ads were shown in the relevant article context and to users who shared the same interest. Additionally, it leveraged media targeting to allocate budget to the ones that brought the best performance in purchase numbers and excluded under-performing ones from the exposure list.
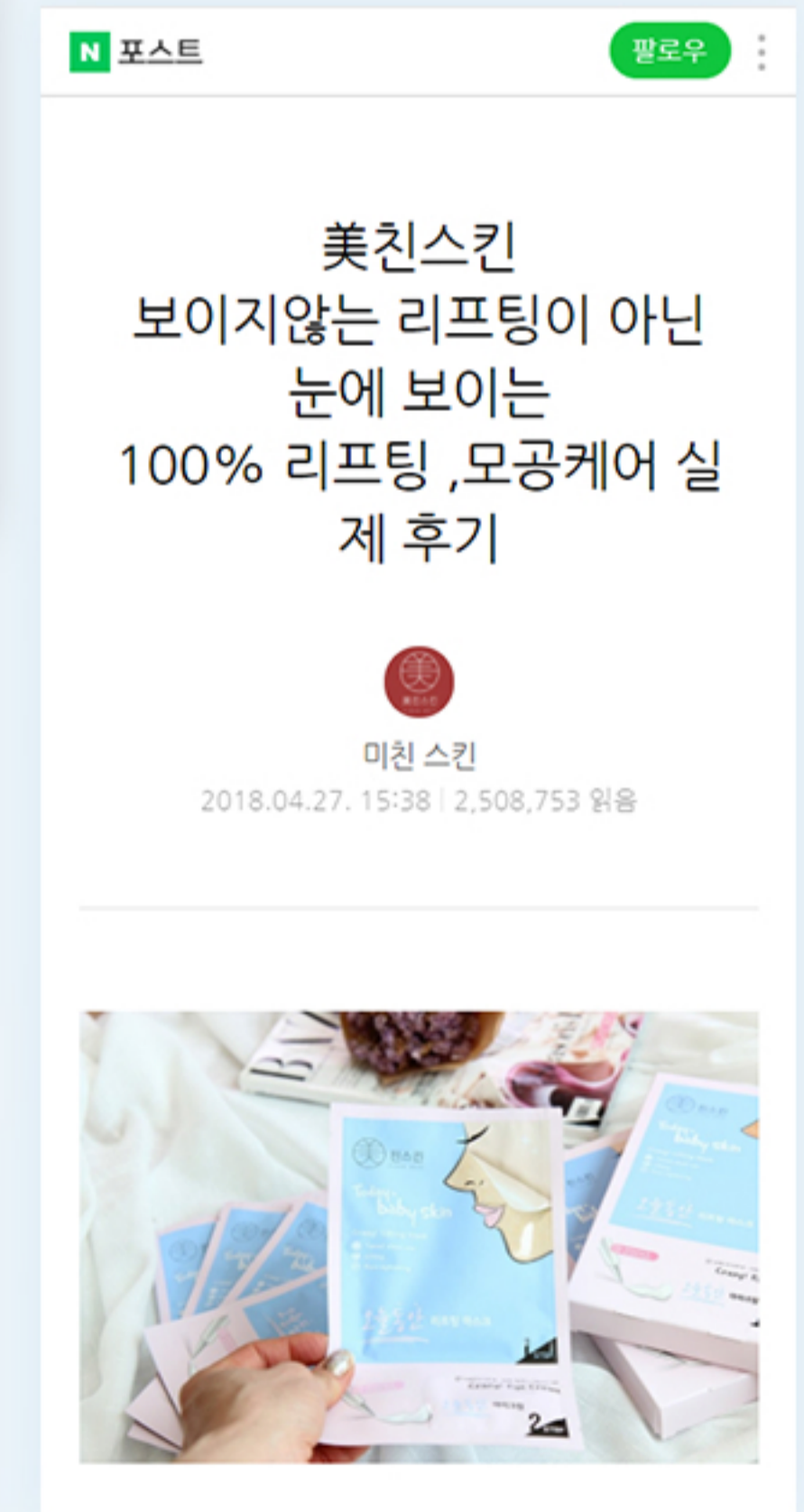
Result

Crazy Skin saw a significant increase in the number of new customers and conversion rate for online purchase on Dable was 70% higher than other media channels.
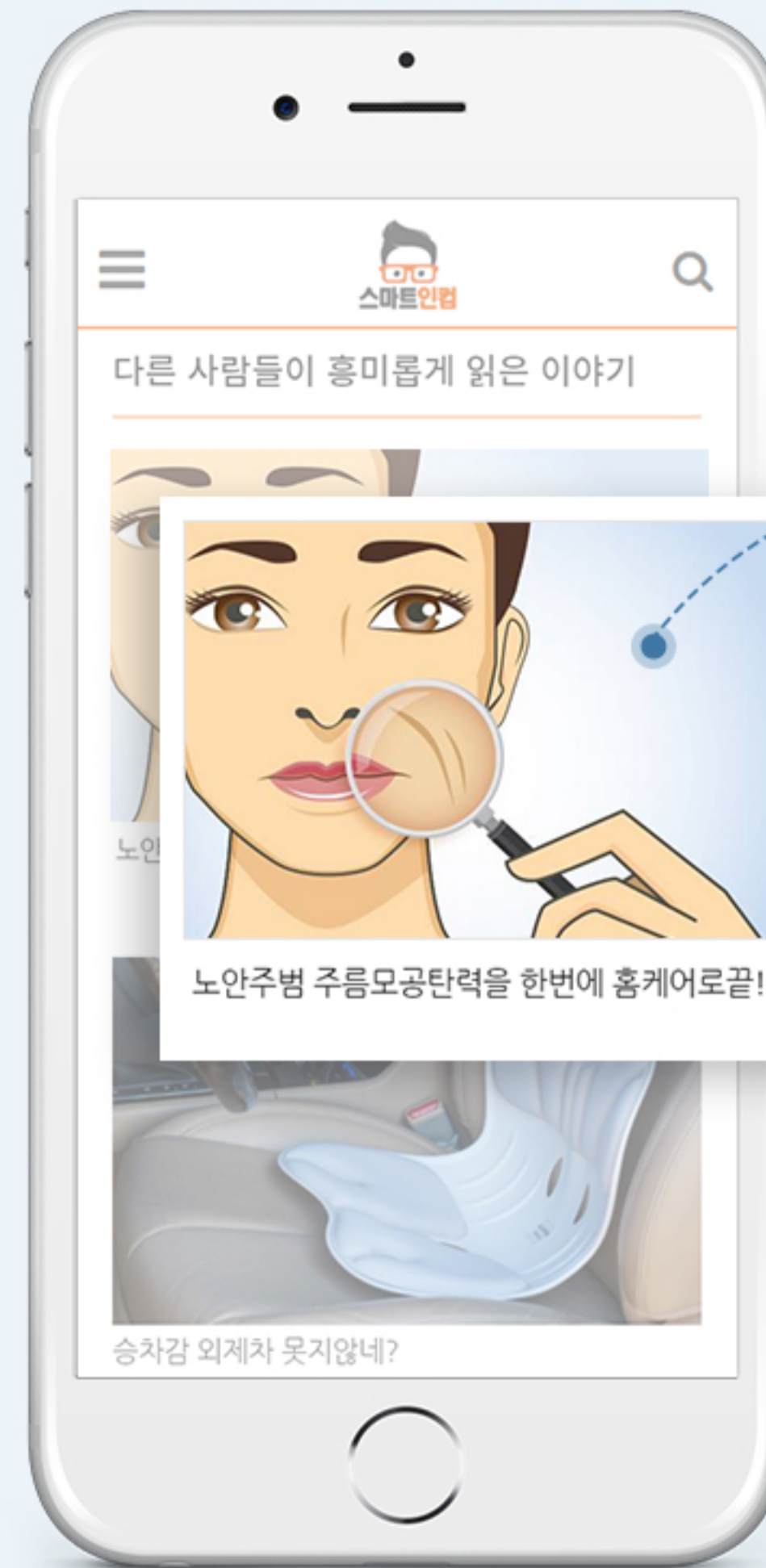
70%

70% Higher Purchase Conversion Rate Compared to Other Channels

Company Information

D'zero King is a premium dietary supplement company providing a quick, easy and healthy way of achieving fitness.

"The world seems to have evolved into an era of discovery platform […]. In this era, Dable is the right choice for ad platforms. We could optimize our ad exposure by selecting media/sites and controlling CPCs based on conversion performance and not the number of clicks. We will continue to run native ads with Dable as our essential marketing channel."

Lee Je-In | Advertising Planning Team, TheJoenMedia

Challenge

D'zero King had concerns on whether search and social ads could successfully generate quality leads. The company needed a platform that engages customers in a better way.

Solution

D'zero King installed Dable Smart Tracking Script to track users' digital footprint on the website for auto-optimization. It further used media targeting to increase bidding on well-performing media.

Result

Conversion rate for lead generation on Dable was 200% higher than other media and native ad channels. Conversion rate for sales was significantly higher than other media channels, too.

200%

200% Higher Conversion Rate for Lead Generation Compared to Other Channels

Company Information

JustCo is a Singapore-based leading workspace brand with 40 locations across Asia Pacific.

"Dable is an amazing media channel that I would recommend other B2B companies to give a try. Their premium ad network brings us abundant quality leads, and most importantly lower CPL."

Waby Liu | Marketing Manager, JustCo Taiwan

Challenge

JustCo found its CPL on social ads increasingly high nowadays. To deal with this situation, it was looking for an alternative media channel that could generate sufficient numbers of leads at a lower cost.

Solution

JustCo utilized Dable UTM Dynamic Variable to closely monitor user behavior on Google Analytics and leveraged media targeting to increase bidding price on well-performing media accordingly. It also used geo targeting to expose ads to designated areas within the vicinity of its co-working spaces.
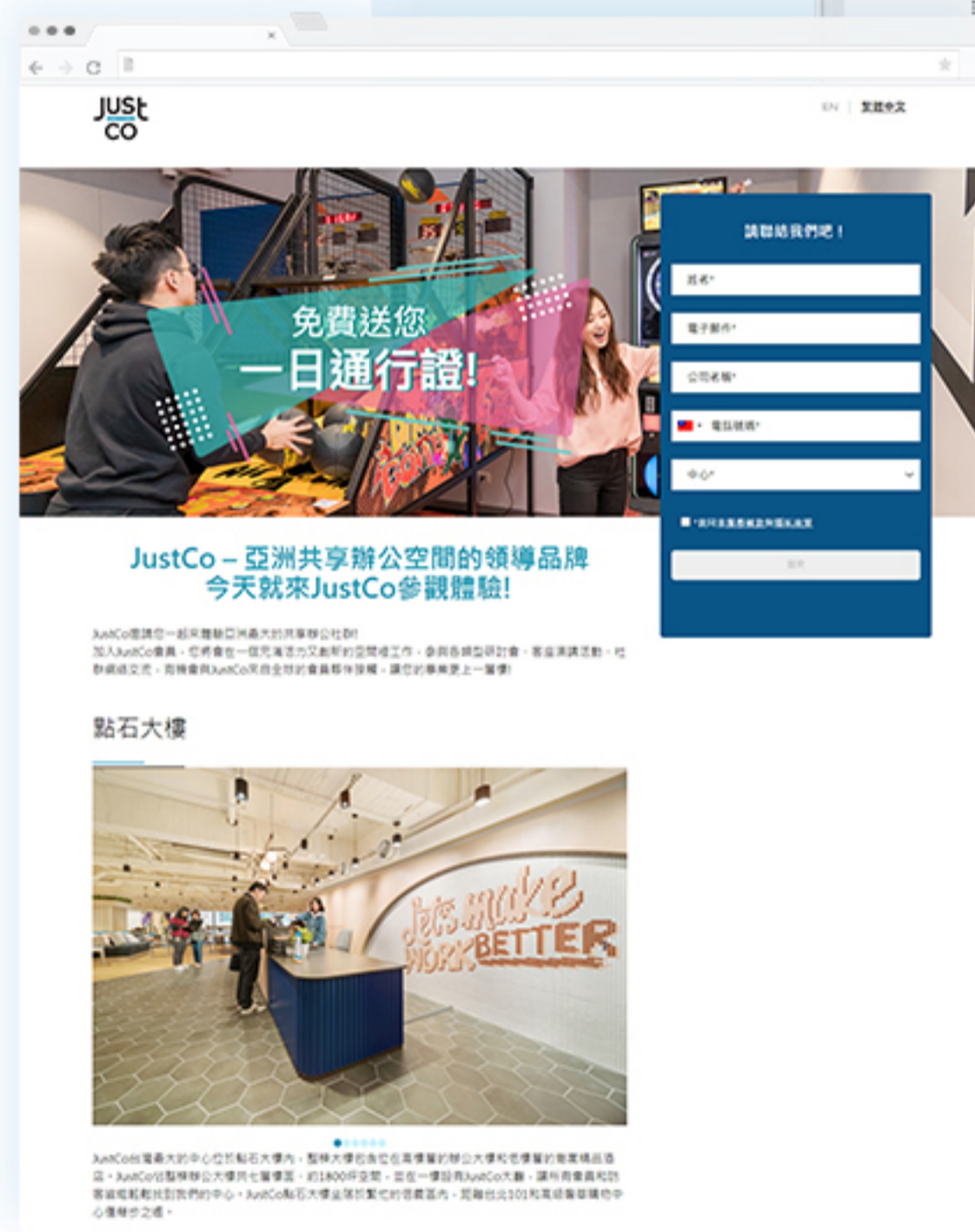
Result

JustCo saw substantial increase in lead generation from organic sources. On top of that, CPL on Dable was significantly lower than social ads by 25%

25%
25% Lower CPL Compared to Social Ads

37%
37% Lower Bounce Rate

Key Takeaways

1. Dable's Smart Tracking Script greatly helps with auto-optimization of ad delivery and is strongly recommended to be installed for all advertisers.

2. Dable ads' targeting functions include media targeting, audience targeting, geo targeting, contextual targeting, language targeting, etc.

3. Once they start to use Dable ads, advertisers see substantial increase in organic traffic and direct traffic.

4. Dable ads drive quality traffic to advertisers' websites and help increase overall e-commerce conversion rate.

5. Dable ads can successfully enlarge the upper sales funnel by acquiring new visitors with the most conversion potential.

How to Get Started
with Your First Campaign?

Elevate your business to the next level by exposing ads
to top premium publishers across Asia through Dable Ads.

Global brands trust Dable based on the results we've delivered.
Many are now working with Dable to achieve success.
Let us help you reach your next goal.

CREATE YOUR OWN AD ACCOUNT NOW ›

Dable