



HelloT

Digital Marketing

CHOMDAN provides integrated marketing communications services

www.hellot.net

HelloT



Korea Best Industrial Media

HelloT can execute campaigns in a variety of industries including manufacturing, IT, software, and services with a strong focus on the manufacturing sector.



High Revisiting, High Loyalty Member

HelloT is a specialized manufacturing media that covers all aspects of the manufacturing industry including machinery, automation/semiconductors, electronics/electrical/chemical/information/communications/shipping, steel/energy and environment.



120,000 Members

HelloT has 700,000 monthly active users.(MAU)
We are constantly updating the DB through exhibitions, conferences, and participation.



Online Campaigns

Direct Mail, Display Ad, Webinar, Lead generation, Articles, Designs and many more online campaigns to achieve leads and results.

C h o m d a n

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01

Text Message

Advertising for to our members through message

HelloT Text Message

- Customized services that can only send messages to people you want
- Provides real-time feedback on hooking points
- It is the most used channels by people and has a high reach rate



01

Text Message

Advertising for to our members through message



LMS

One-time (0.11\$ per case)

- ✓ Send All (1 time)
- ✓ Provides Report

Long messages up to 1,000 characters (2000 bytes)

MMS

One-time (0.14\$ per case)

- ✓ Send All (1 time)
- ✓ Provides Report

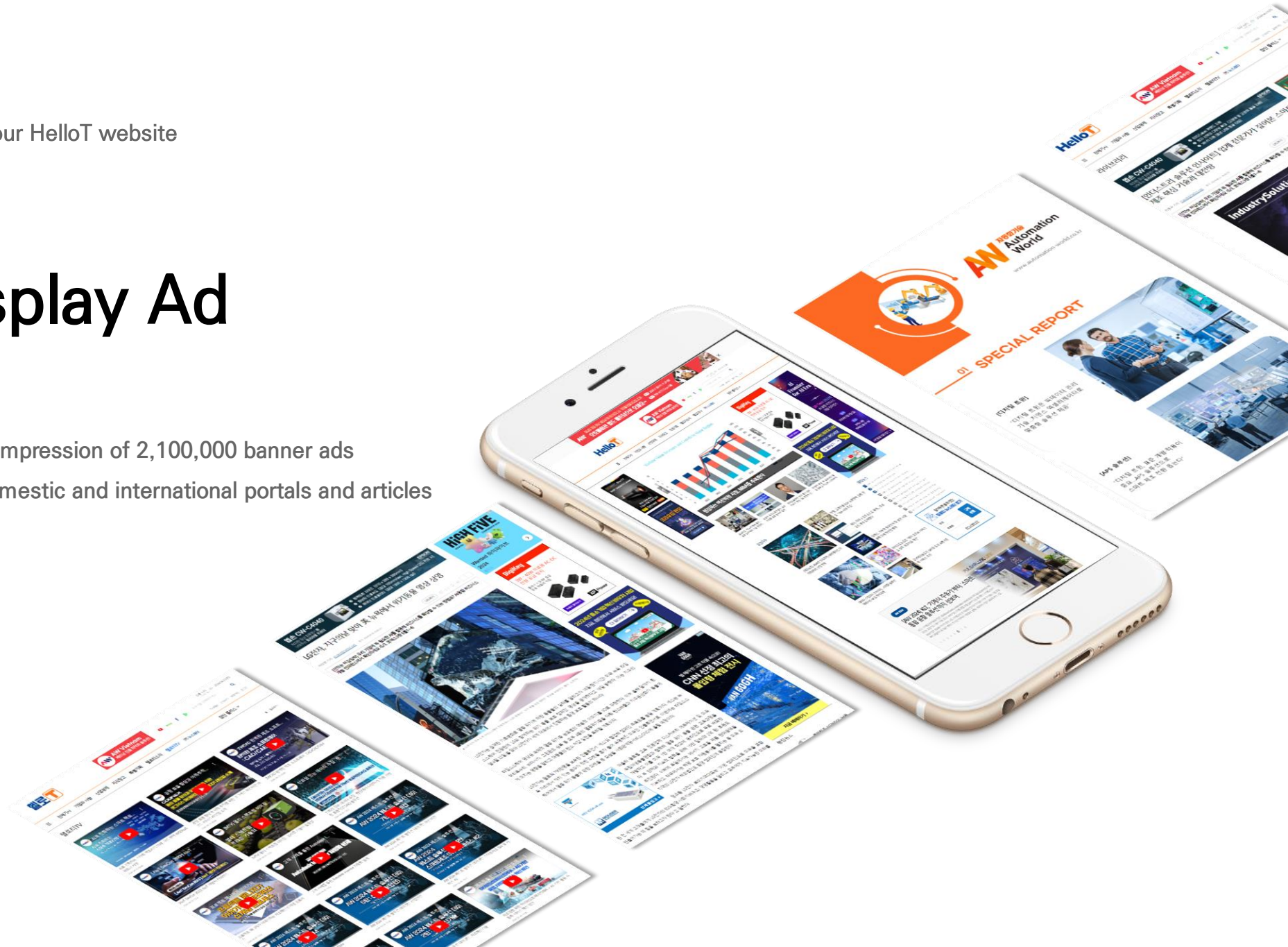
Image/audio/video file + 2080 bytes or less long message

02 Banner

Advertising for visitors to our HelloT website

HelloT Display Ad

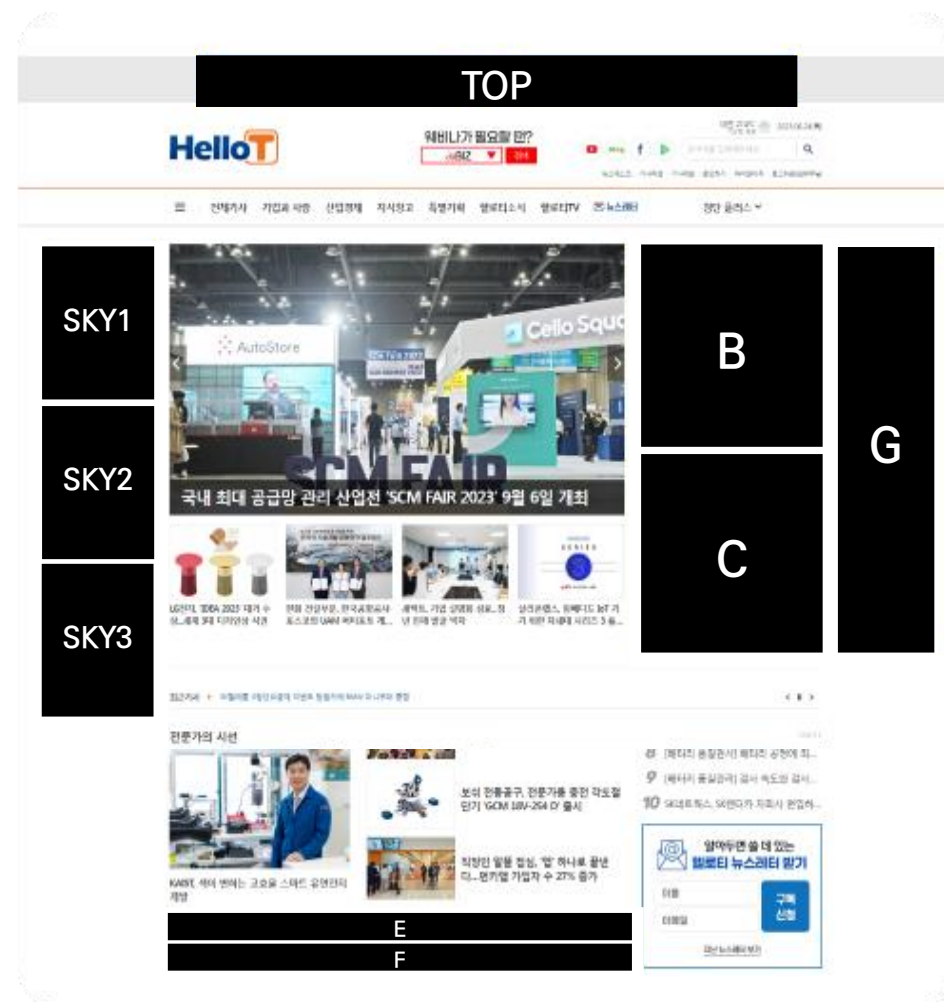
- With a monthly maximum impression of 2,100,000 banner ads
- Partnerships with major domestic and international portals and articles



02 Web_Main

Advertising for visitors to our HelloT website

Cat.	Cost	Average impression/month
TOP	\$3,800	2,100,000
B	\$2,300	350,000
C	\$2,300	250,000
G	\$3,000	150,000
E	\$1,500	25,000
F	\$1,500	25,000
SKY1	\$2,300	470,000
SKY2	\$2,300	130,000
SKY3	\$2,300	100,000



02 Web_Article

Advertising for visitors to our HelloT website

Cat.	Cost	Average impression/month
A	\$3,800	600,000
B	\$2,300	450,000
C	\$2,300	450,000
G	\$3,000	400,000
E	\$760	300,000
F	\$760	300,000
H	\$760	550,000
SKY1	\$2,300	450,000
SKY2	\$2,300	300,000
SKY3	\$2,300	250,000



02 Mobile

Advertising for visitors to our HelloT website



Banner A

Cost	Average impression /month	Average Click/month
\$3,800	1,287,000	1,000

Banner B

Cost	Average impression /month	Average Click/month
\$2,300	678,000	150

Banner C

Cost	Average impression /month	Average Click/month
\$2,300	598,000	150

02 News Letter

Advertising for visitors to our HelloT website

120,000 Subscribers

This is a HelloT newsletter to 120,000 people in the industry



High Confidence

HelloT's in-depth article contains professional coverage in the industrial field, and CTR is high



Broad Targeting

If banner alone is not enough, You can promote brands and products in the industry with our newsletter banner



Variety of Subjects

With three newsletter topics, you can select a newsletter that matches the industry and promote banner advertisements



02 News Letter

Advertising for visitors to our HelloT website



Automation Technology

No.1 Automation Technology Media!

- Smart Factory Core Technology In-depth Lighting
- High-tech and Product Intensive Analysis
- Automation and industry-specific issue tracking
- Introducing the latest FA trends and policies



Average OPEN
6%



Average CTR(Open standard)
14.6%

Cat.	Cost
A	\$760
B	\$500
C	\$400

02 News Letter

Advertising for visitors to our HelloT website



Electronic Technology

No.1 Reading rate Media in the electronics industry!

- Next-generation electronic technology
- Green Technology
- The realization of a future society
- Introduction of technology development status, latest products, etc.



Average OPEN

5%



Average CTR(Open standard)

9.4%

Cat.	Cost
A	\$760
B	\$500
C	\$400

02 News Letter

Advertising for visitors to our HelloT website



HelloT Letter

No.1 Technical portal helloT

- Continuous DB updates through smart factories and automation industrial exhibitions
- Securing B2B Target DB
- Direct message to potential customers
- LETTER delivering all the news from HelloT



Average OPEN

5.6%



Average CTR(Open standard)

12.9%

Cat.	Cost
A	\$760
B	\$500
C	\$400

03 Direct Mail

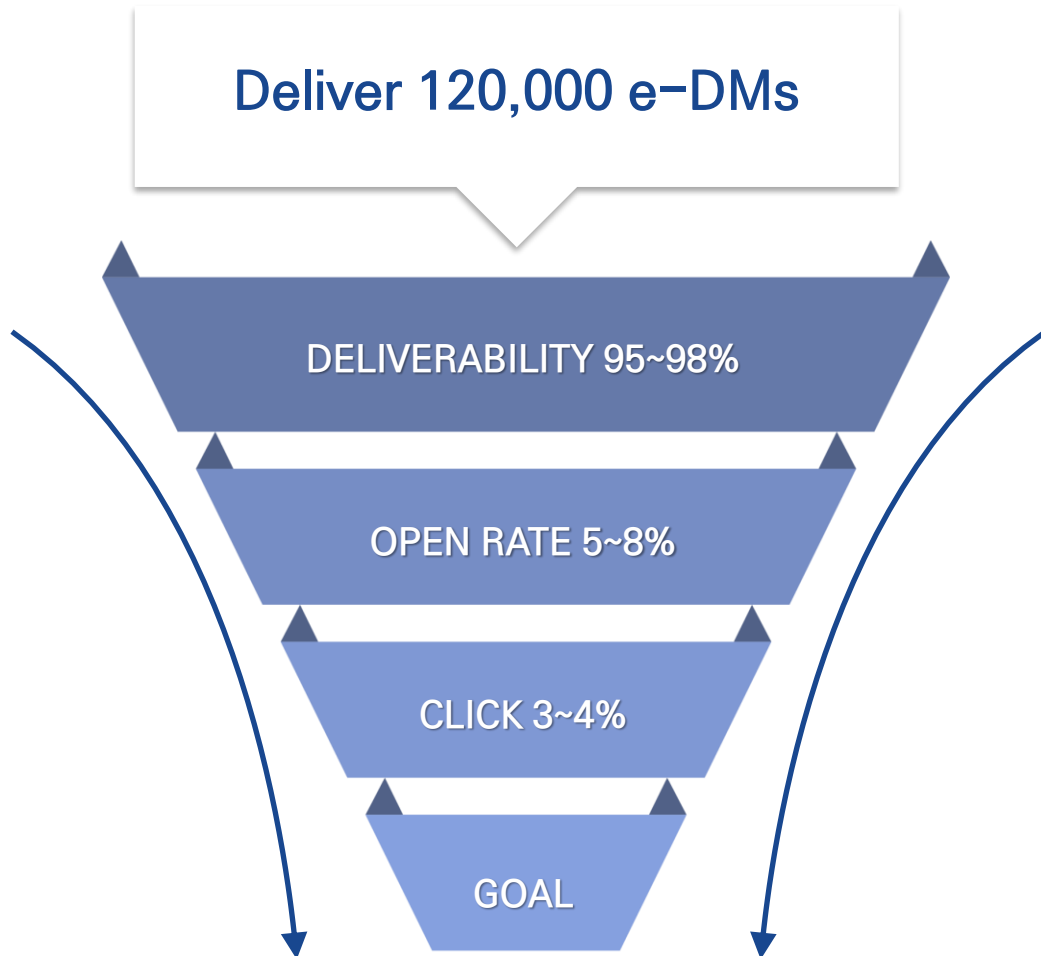
Advertising to our subscribers through e-mail

HelloT Direct Mail

- Chomdan is securing a B2B target DB related to industrial IT through six publishing media and the online industry portal HelloT
- The DB is constantly updated through exhibition hosting and booth participation, which up to 40,000 people attend yearly



03 Direct Mail_Privew



Subscriber size statistics

5,000EE or more

4,999 EE or fewer

999 EE or fewer

499 EE or fewer

50 to 99 EE

less than 49 EE

Subscribers by job title statistics

C Level

Vice President

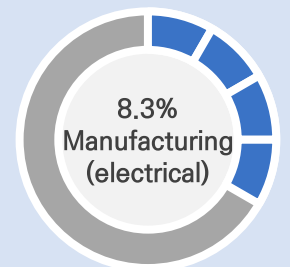
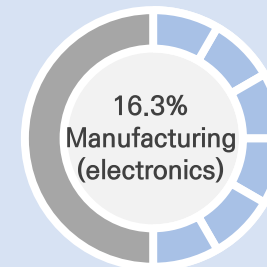
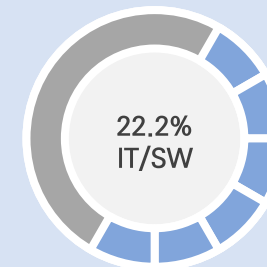
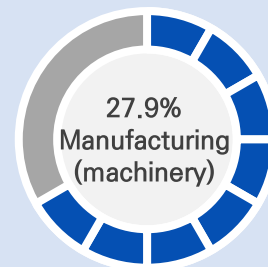
Director

Manager

Staff

Professor

Etc.



03 Direct Mail_Pricing

Advertising to our subscribers through e-mail

Basic

One-time delivery

\$1,200

- ✓ Send : 120,000
- ✓ Arrive : 110,000

Advanced

Tree-time delivery

\$2,700

- ✓ Send : 360,000
- ✓ Arrive : 330,000

Professional

Five-time delivery

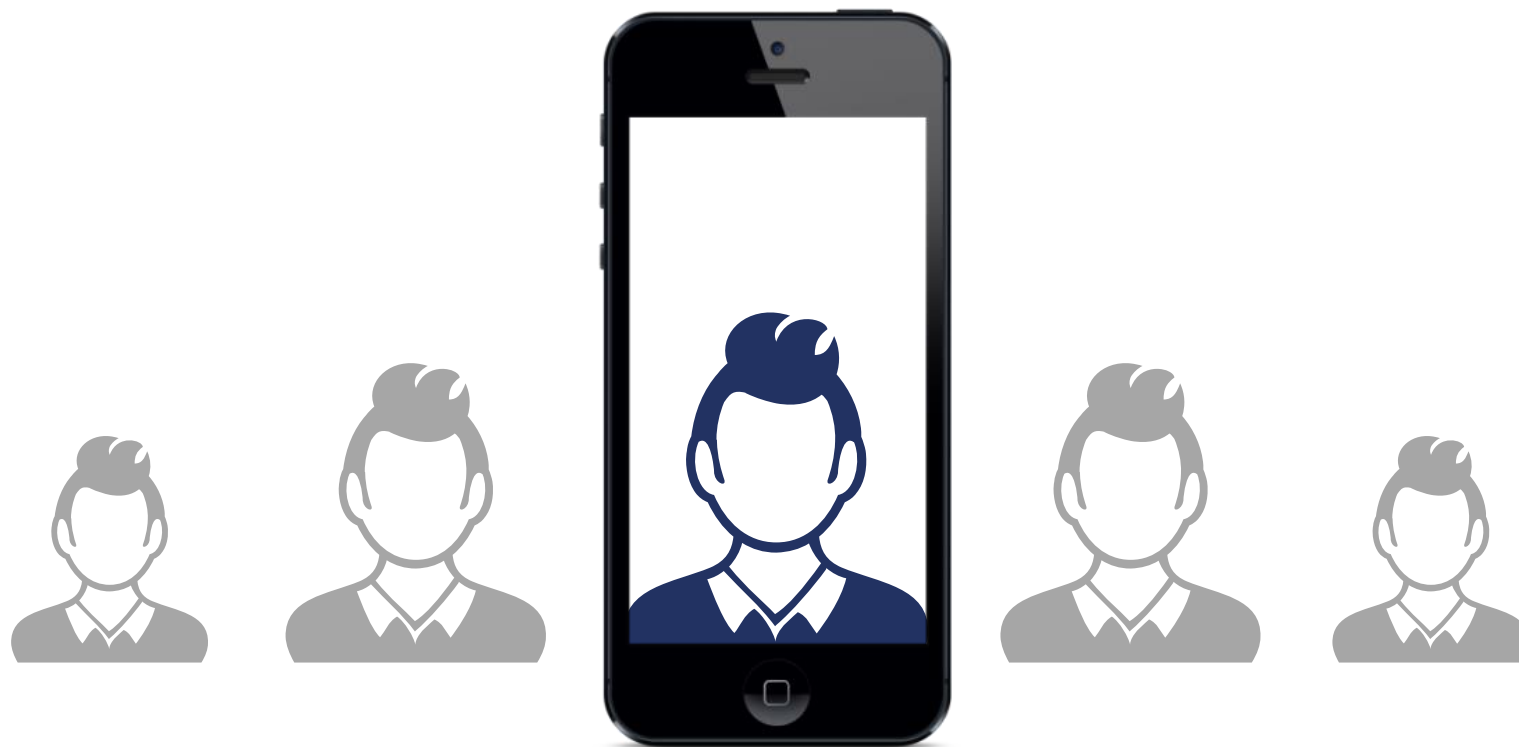
\$3,800

- ✓ Send : 600,000
- ✓ Arrive : 550,000

- ▶ Additional design cost is required
- ▶ e-DM size : WIDTH less than 800px, HEIGHT less than 5000px File format : HTML, JPEG, GIF / Final file format : HTML
- ▶ e-DM submission schedule : 3days before design provided / 7days before design request (additional design fee \$290 per request)
- ▶ Report provided : 1. Number of emails sent, 2. Reach rate, 3. Open rate, 4. Click-through rate

04 Lead Generation

Acquiring leads through our HelloT library

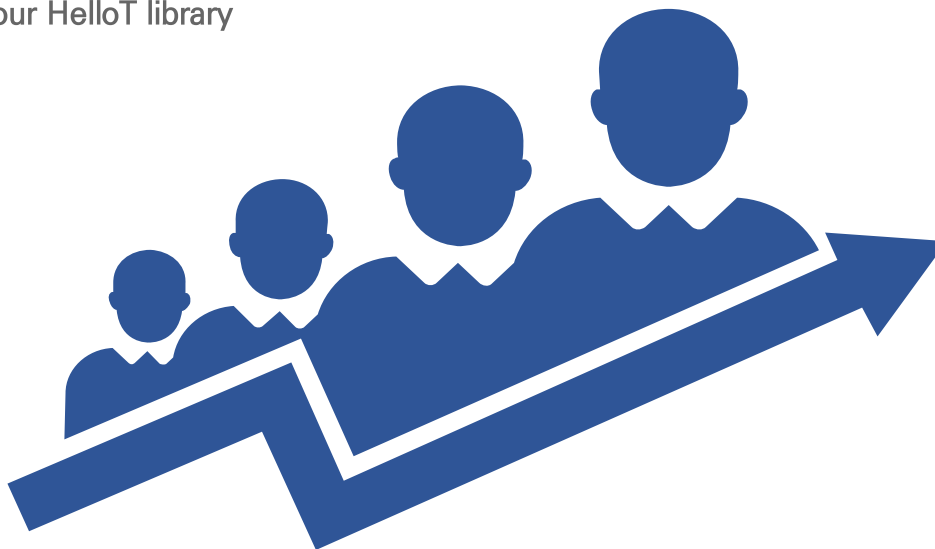


HelloT Lead GEN

Acquiring leads through our HelloT library

04 Lead Generation

Acquiring leads through our HelloT library



White Paper Lead

Production period – whitepaper : 14 days

Materials to be delivered 7 days before the campaign launch

Additional fee for whitepaper request : \$2,300

[Shortcuts to White Paper Library](#)



Enterprise Whitepaper Use Cases

1. New product or Service Introduction Industry Trends
2. Product & Service Case Study

ACQUISITION



Lead generation

1. HelloT Library Lead generation
2. Channels : DM, DA, Newsletter, etc.

DELIVERY



Provide Lead

1. Lead provide once target number reached
2. Additional leads can be purchased

05 Webinar

Reaching and interacting with potential consumers

HelloT Webinar

- Webinar Preview
- Webinar Pricing



05 Webinar_Preview

Reaching and interacting with potential consumers



Real-time communication

Understand customer needs through chat and surveys
Promotion of company & solution and customer engagement through real-time communication



High attendance

Approximately 250 pre-registration
The average attendance rate of pre-registrants is more than 70%



Lower-cost option than offline seminars

NO need to consider venue rental, documents
→ Efficient procedures

Can be access from mobile or PC
→ NO limitation of location

Never miss a webinar
→ replay service available

05 Webinar_Pricing

Reaching and interacting with potential consumers

Cat.	Simple	Basic	Advanced	Professional
Cost	\$2,300	\$2,600	\$2,900	\$3,200
Pre-recording	O	X (live show)	O	X (live show)
Video editing	O	X	O	X
MC Hosting	X	X	O	O
HelloT Banner Advertising (article)	X	O (one week)		O (two weeks)
Thumbnail Production (For webinar page settings)				
Portal article exposure, SNS promotion				
Create an e-DM (Use the default format)				
Send e-DM using HelloT & Dubiz DB (three times)				
Promotional video screening				
Provide DB (Pre-registrants, Attendees)				
Surveys for participants (Provide DB)				
Provides webinar video				
Provides webinar report (Excel, PDF)				
Free magazine publishing (optional)				

Paid Options

- Request additional design other than page setting
→ \$75 per case
- Webinar Promotional YouTube Shorts Produced
(Less Than One Minute)
→ \$150
- Insert subtitles for each part of the webinar video
→ \$150
- Production of presentation materials and webinar skins as one-in-one
→ \$150
- Additional e-DM shipment (1 time, can be targeted)
→ \$ 870

Thank you

Contact

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