DPromotion
Service Introduction

An interactive marketing platform
that turns customer engagement into actionable behavioral data.

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Promotions are no longer just events, but business infrastructure. 03

Brands need a platform that creates customer engagement, secures data, and connects it to business performance.



Customers remember brands they experience directly.

Direct customer engagement makes brands memorable for longer.



Fast execution creates a competitive edge.

Campaigns must be launched in hours, not days, to keep up with market changes.



Data drives performance.

Promotions are not one-time events, but the starting point to accumulate customer data and drive business results.

Standards for customer data are changing. 04

Traditional data acquisition methods are shifting due to strengthened privacy regulations and the rise of cookieless environments. Now, Zero-Party Data—actively provided through direct customer engagement—becomes the new competitive edge.



Higher reliability of customer data.

Data directly entered and selected by customers offers high reliability and usability.



Deeper understanding of customers.

Behavioral data collected during engagement provides a multi-dimensional view of customer interests and preferences.



Boost marketing performance.

Acquired data becomes a core asset for personalized marketing and retargeting.

Unshakable stability, even under high traffic. 05

Reliably handles large-scale traffic based on automated operations, flexible architecture, and proven AWS infrastructure.



Minimizes downtime.

Ensures 24/7 service continuity without resource waste through automated CI/CD pipelines.



Provides consistent performance.

Provides consistent performance through global infrastructure (AWS) and distributed architecture.



Scales with growth.

Flexibly adapts to traffic spikes without requiring separate infrastructure buildouts.

Faster, at a lower cost. 06

Adopt only what you need without complex setup, and flexibly scale as your business grows.



Launch faster.

Promotions that used to take weeks to build can now be launched in just a few hours.



Reduce operating costs.

Automate repetitive operational tasks to cut operating costs and management burden.



Grows with your business.

Seamlessly integrates with existing systems and adds only the necessary features to scale alongside your business.

DPromotion partners with over 2,000 brands. 07



A wide range of interactive promotions offered by DPromotion. 08

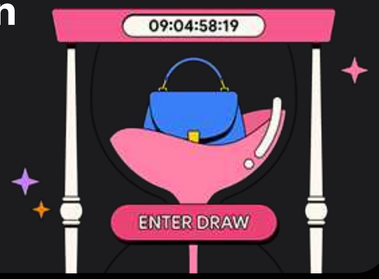
Spin the Wheel

Spin the Wheel promotion to add an interactive experience.



Raffle

A raffle promotion that will add anticipation and scarcity value.



Quiz

A quiz promotion to add a long-lasting experience.



Scratch

Add an engaging, hands-on experience with a scratch promotion.



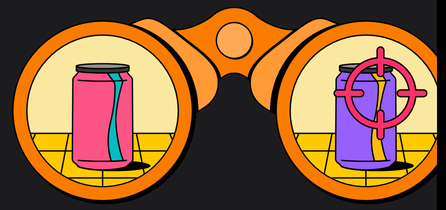
Random Box

Random Box Promotion to Add Fun to Your Choice



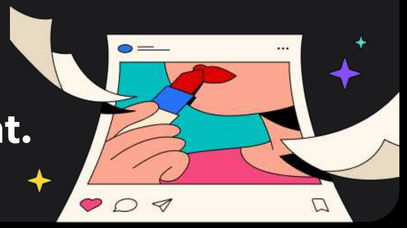
Spot the Difference

A spot the difference promotion for focus and discovery.



Form

A form promotion that allows you to build actual customer content.



Frequency

A frequency promotion that enriches the experience and inspires return visits.

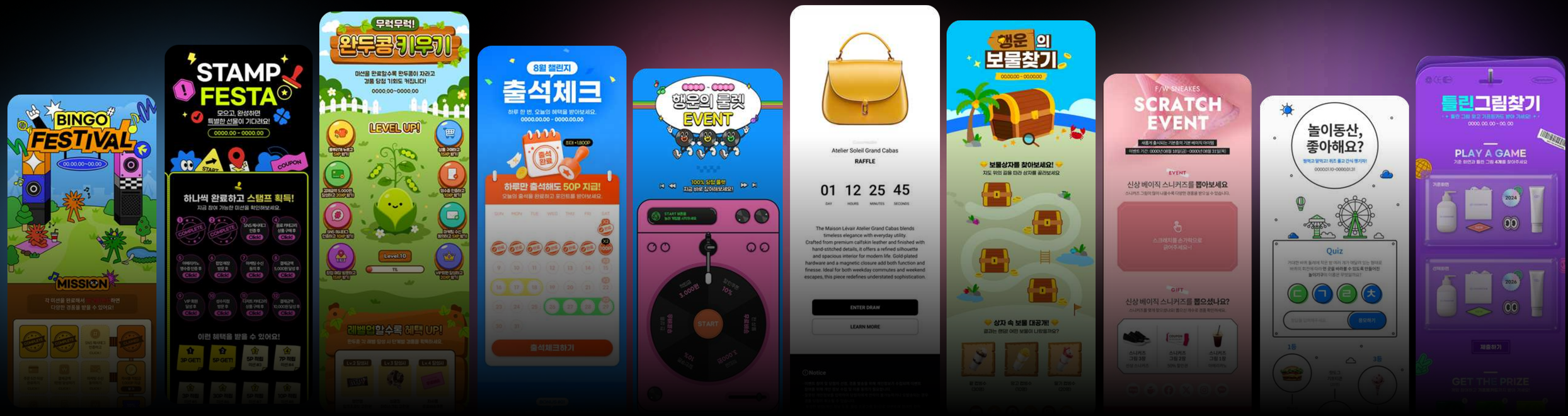


Grow & Collect

Growth Promotion to enhance your growth experience.



Over 100 new free themes added every month. 09



A powerful partner for promotions. Design Editor. 10

To build and modify promotion theme designs as desired Various editing features.



Applied to buttons and assets GA4 tagging.

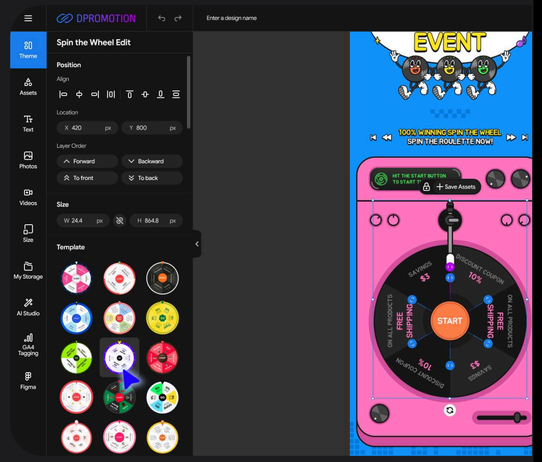


To continue editing your promotion theme design Import Figma designs.

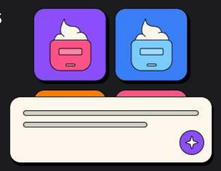


For promotion themes YouTube video content integration.





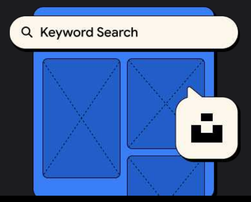
Based on input prompts and uploaded images AI Image Generation.



Automatic extraction of backgrounds from images AI Background Removal.



To search and instantly use images needed for theme design Unsplash integration.



Offers over 100 ready-to-use free themes.



Provides a wide variety of assets to use in promotion theme designs.



Paid storage for storing and managing promotion assets and themes.

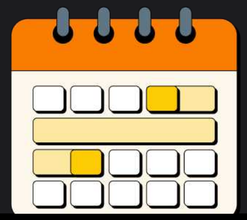


Supports various file formats from JPEG·PNG GIF·SVG.

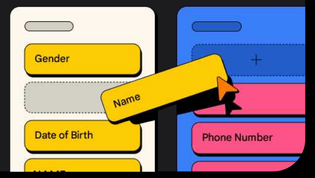


A wide range of promotion features and settings. 11

Automated operation from start to finish based on a scheduled timeline.



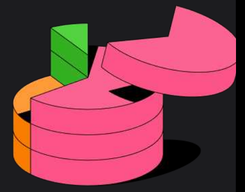
Participant data collection with custom fields tailored to campaign goals.



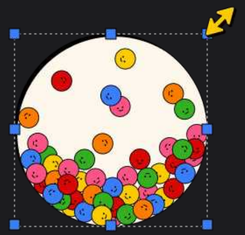
Set entry conditions to restrict participation based on campaign goals.



Prize settings to freely configure winning odds and quantities for each prize.



Access & participation limit settings that automatically restrict access or entry upon reaching set limits.



Restrict duplicate entries based on phone number·email·ID.



Prize settings to manage campaign rewards, from coupons and points to physical gifts. (Coupon CSV upload supported)



Run promotions across various channels using the provided URL.



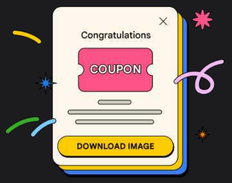
Run promotions by embedding a script on any desired page.



Promotion status screens displayed based on status Preparing· Paused·Ended.



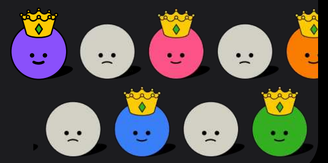
Winning popup settings displayed based on participation results.



Winner notifications that automatically send results and prize details to participants.



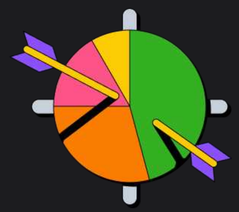
Whitelist settings to specify allowed participants by phone number· email.



Blacklist settings to specify restricted participants by phone number· email.



Pre-testing winning odds configured for each prize.



A wide range of promotion features and settings. 12

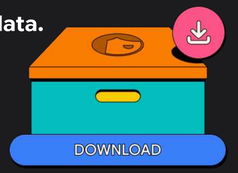
Secure storage and management of campaign participant data.



Real-time tracking of participant information and entry history.



Download files of the collected participant data.



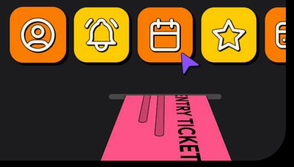
Data reports to check promotion results and key performance indicators.



Bulk CSV registration for entry codes and code-based participation management.



Configure and manage entry tickets based on various conditions.



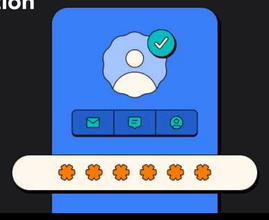
Fraudulent entry restrictions that automatically block entries flagged as abnormal activity.



Admin access management based on designated IP and email authentication.



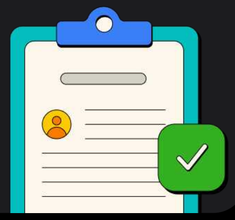
Participant verification via email·SMS.



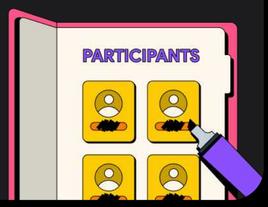
Marketing consent and additional terms and conditions settings.



Provide consent form templates compliant with personal data collection and usage.



Display entry status with masked personal information.



GPS authentication that allows promotion participation only within a set location radius.



Instant delivery of mobile coupon to winners' emails.



LINE account-based participation control and duplicate entry prevention.

LINE

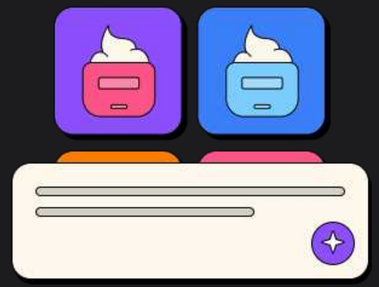
Google account-based participation control and duplicate entry prevention.

Secure offline authentication and prize distribution via dynamic QR codes refreshed at set intervals and QR reader verification.



Various AI features to assist in running promotions. 13

Based on input prompts
and uploaded images
AI Image Generation.



Automatic extraction of
backgrounds from images
AI Background Removal.



AI image recognition that
automatically verifies
keywords within
participant-uploaded images.



Agent AI Insights that analyzes campaign
performance and suggests actionable
execution strategies.

Coming in the second half of 2026.



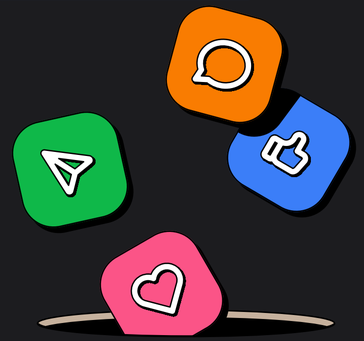
Agent AI Chat that
provides campaign ideas and
setup guides based on data.

Coming in the second half of 2026.



Automated collection and
analysis of SNS customer feedback
providing AI insight reports.

Coming in the second half of 2026.



Agent AI Virtual Waiting
Room that stably
controls large-scale
traffic.



Dpromotion’s exclusive Interactive Ads. 14

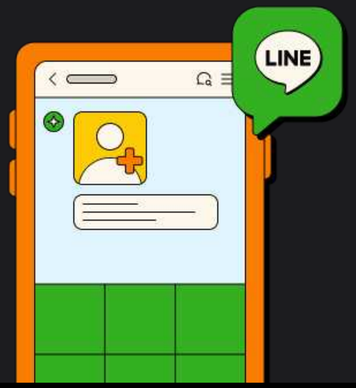
NAVER

Naver Sports
N Golf Package Approach Event



LINE

Channel follow·targeted
messaging promotions.



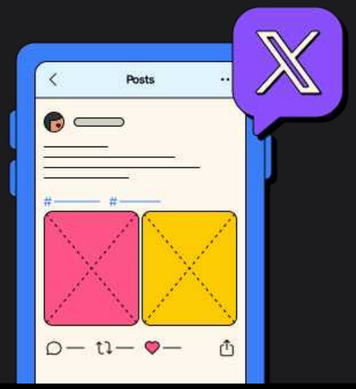
Instagram

Follow·review promotions.



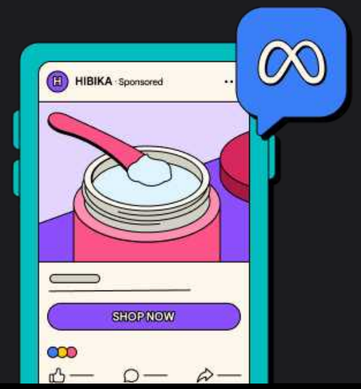
X

Follow·repost promotions.



Meta

Promotions for purchase verification·
sample kit requests.



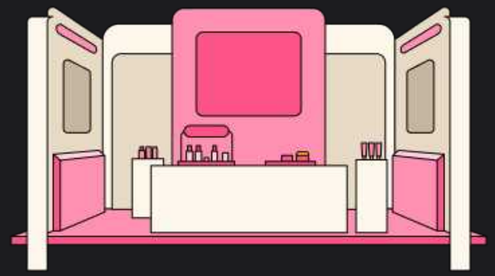
Google Ads

Promotions for purchase verification·
sample kit requests.



COSMESS

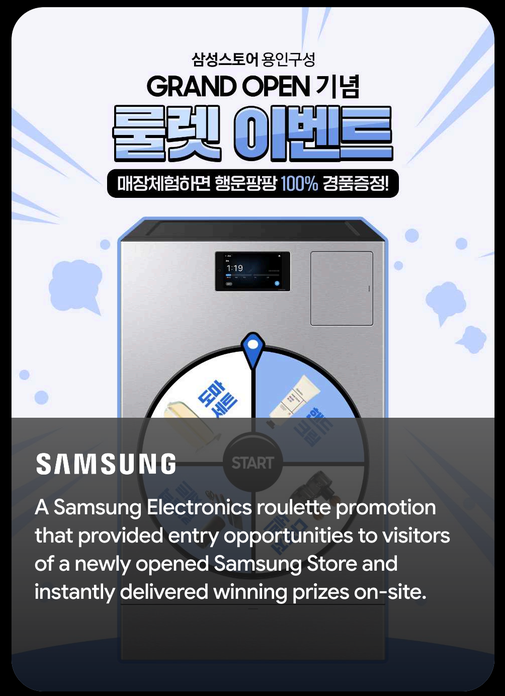
K-Cosme Pop-Up in Tokyo
photo and review promotions.



Case Study

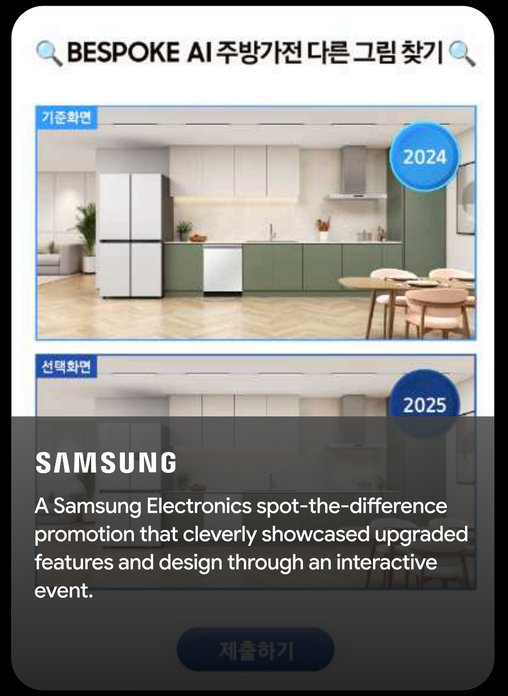
Clients who work with the best. 15

Large-scale promotions are launched every day with DPromotion.



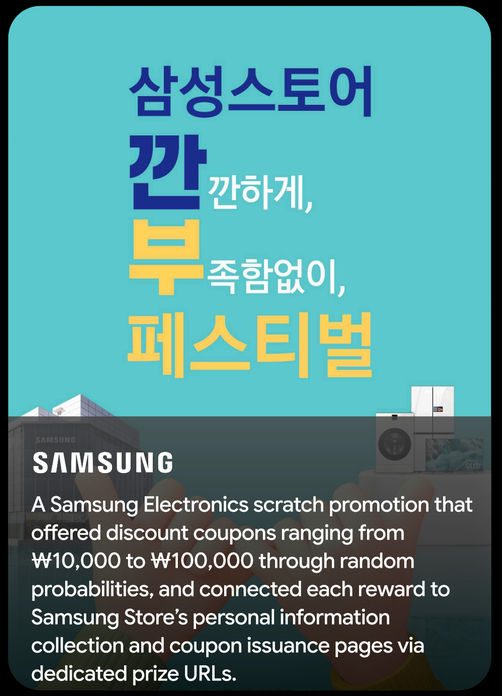
SAMSUNG

A Samsung Electronics roulette promotion that provided entry opportunities to visitors of a newly opened Samsung Store and instantly delivered winning prizes on-site.



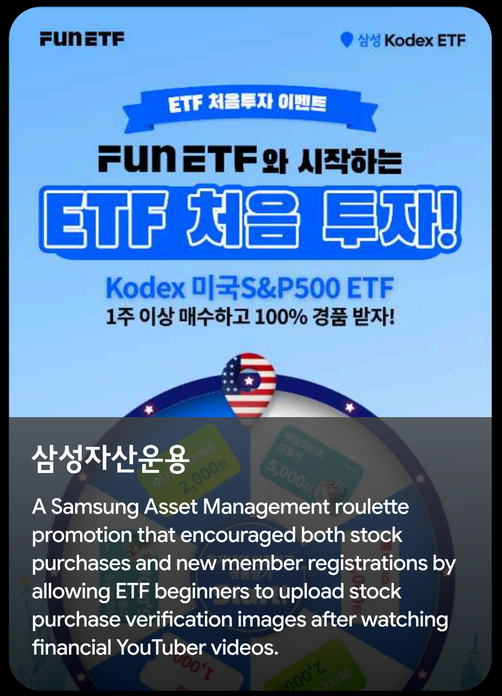
SAMSUNG

A Samsung Electronics spot-the-difference promotion that cleverly showcased upgraded features and design through an interactive event.



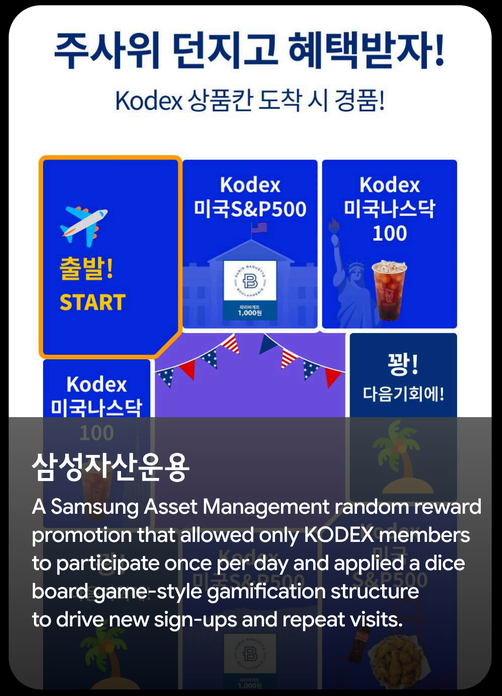
SAMSUNG

A Samsung Electronics scratch promotion that offered discount coupons ranging from ₩10,000 to ₩100,000 through random probabilities, and connected each reward to Samsung Store's personal information collection and coupon issuance pages via dedicated prize URLs.



삼성자산운용

A Samsung Asset Management roulette promotion that encouraged both stock purchases and new member registrations by allowing ETF beginners to upload stock purchase verification images after watching financial YouTuber videos.



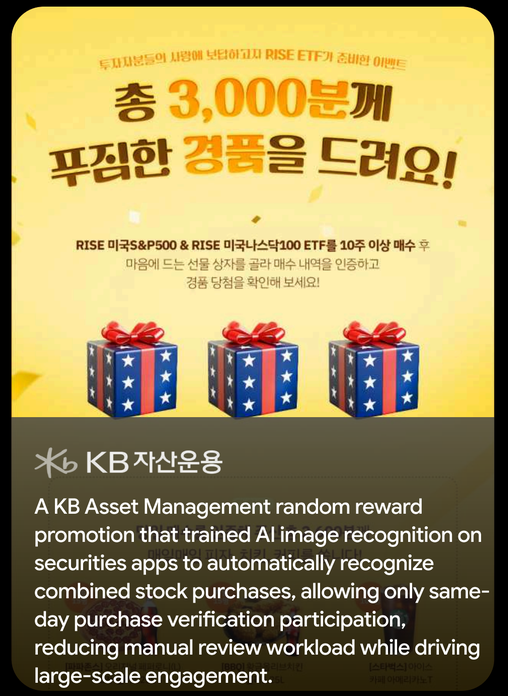
삼성자산운용

A Samsung Asset Management random reward promotion that allowed only KODEX members to participate once per day and applied a dice board game-style gamification structure to drive new sign-ups and repeat visits.



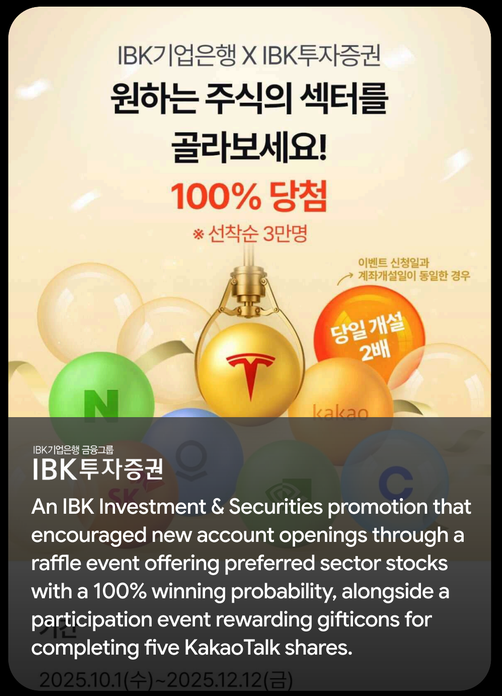
한국투자 신탁운용

A participation-based promotion by Korea Investment Trust Management celebrating the 3rd anniversary of ACE Global Semiconductor TOP4 PLUS, using a 'Where's Wally?'-inspired TOP4 finding concept, where only participants verified through AI image recognition stock purchase authentication could enter.



KB자산운용

A KB Asset Management random reward promotion that trained AI image recognition on securities apps to automatically recognize combined stock purchases, allowing only same-day purchase verification participation, reducing manual review workload while driving large-scale engagement.



IBK기업은행 금융그룹
IBK투자증권

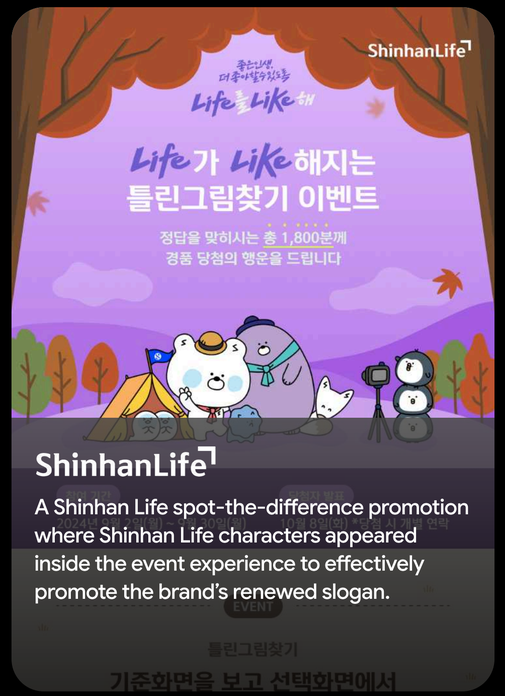
An IBK Investment & Securities promotion that encouraged new account openings through a raffle event offering preferred sector stocks with a 100% winning probability, alongside a participation event rewarding gifticons for completing five KakaoTalk shares.

2025.10.1(수)~2025.12.12(금)

Case Study

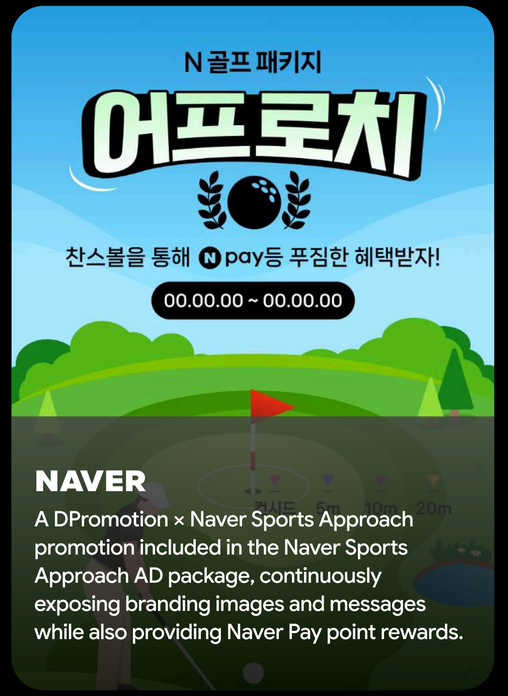
Clients who work with the best. 16

Large-scale promotions are launched every day with DPromotion.



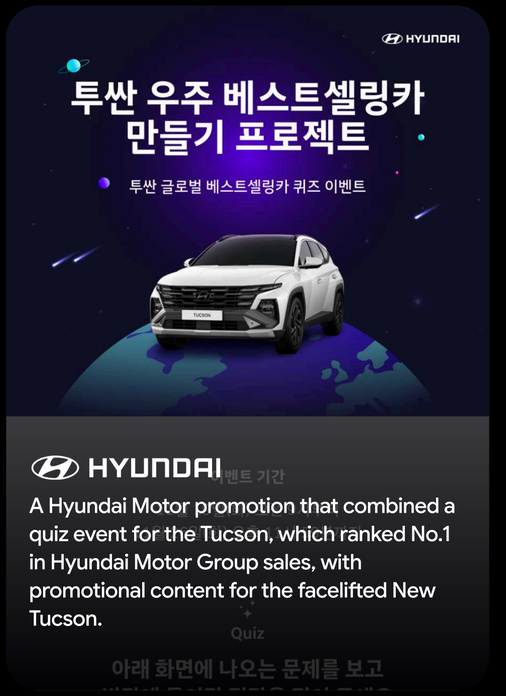
ShinhanLife

A Shinhan Life spot-the-difference promotion where Shinhan Life characters appeared inside the event experience to effectively promote the brand's renewed slogan.



NAVER

A DPromotion × Naver Sports Approach promotion included in the Naver Sports Approach AD package, continuously exposing branding images and messages while also providing Naver Pay point rewards.



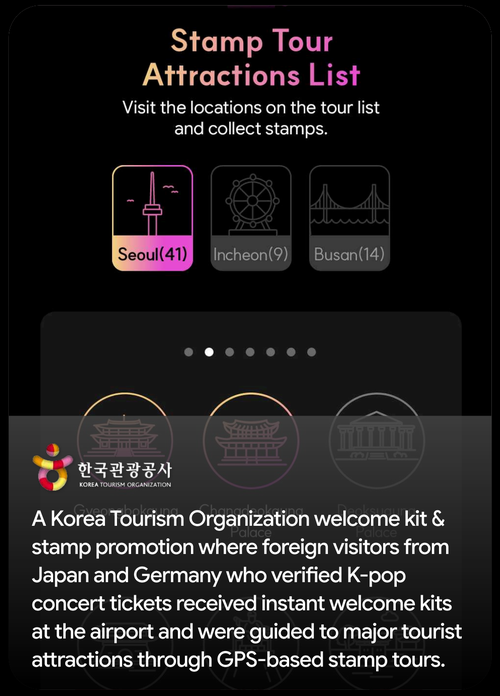
HYUNDAI

A Hyundai Motor promotion that combined a quiz event for the Tucson, which ranked No.1 in Hyundai Motor Group sales, with promotional content for the facelifted New Tucson.



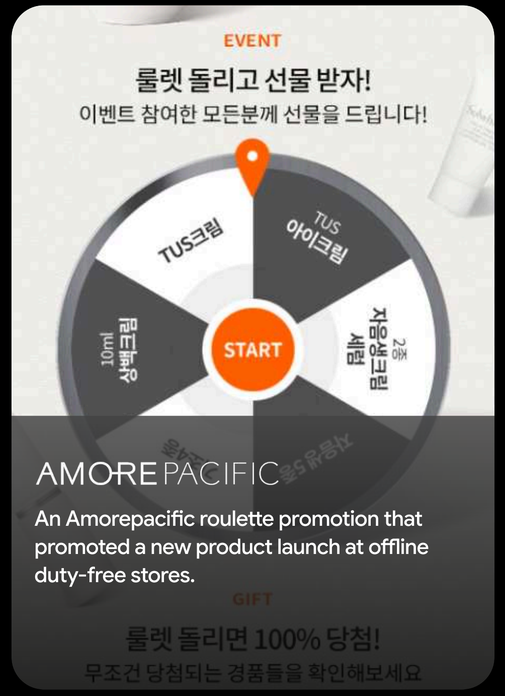
emart

An E-Mart roulette promotion that encouraged new member registrations through the SSGOW app by offering various rewards including gifticons and E-Mart discount coupons.



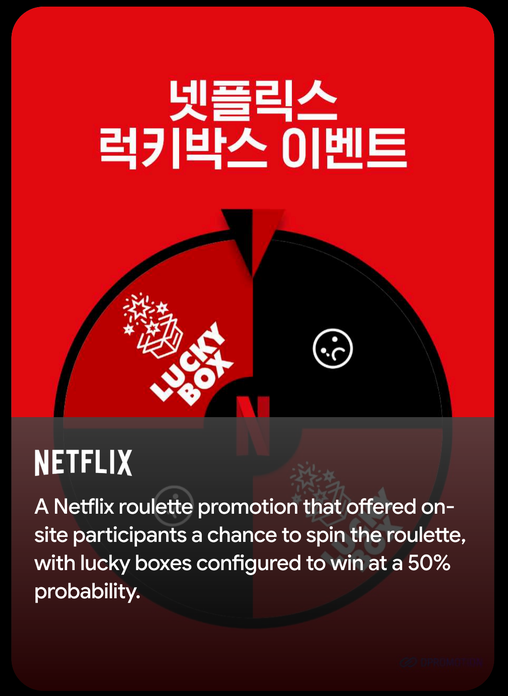
한국관광공사 KOREA TOURISM ORGANIZATION

A Korea Tourism Organization welcome kit & stamp promotion where foreign visitors from Japan and Germany who verified K-pop concert tickets received instant welcome kits at the airport and were guided to major tourist attractions through GPS-based stamp tours.



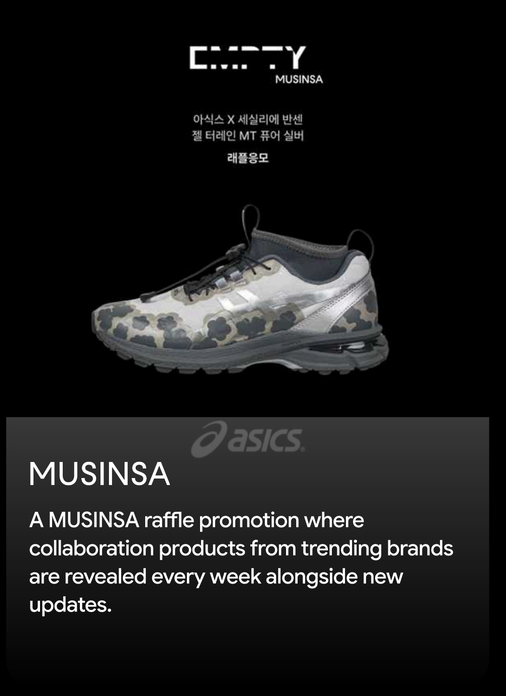
AMOREPACIFIC

An Amorepacific roulette promotion that promoted a new product launch at offline duty-free stores.



NETFLIX

A Netflix roulette promotion that offered on-site participants a chance to spin the roulette, with lucky boxes configured to win at a 50% probability.



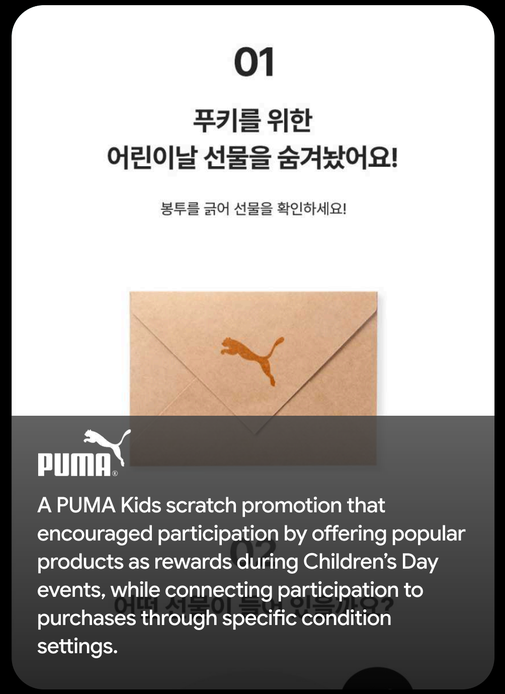
MUSINSA

A MUSINSA raffle promotion where collaboration products from trending brands are revealed every week alongside new updates.

Case Study

Clients who work with the best. 17

Large-scale promotions are launched every day with DPromotion.



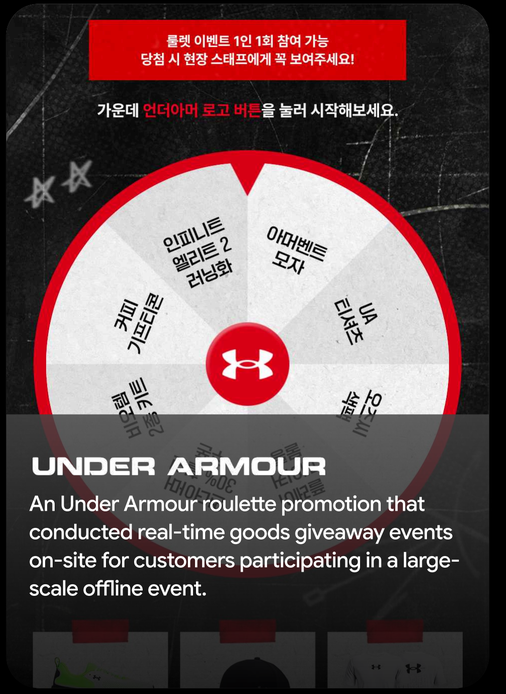
PUMA

A PUMA Kids scratch promotion that encouraged participation by offering popular products as rewards during Children's Day events, while connecting participation to purchases through specific condition settings.



GUESS

A GUESS roulette promotion that restricted participation to official mall members during Guess Members Day to encourage new sign-ups, while automatically delivering winning coupons and reward points to participant accounts to increase purchase conversions.



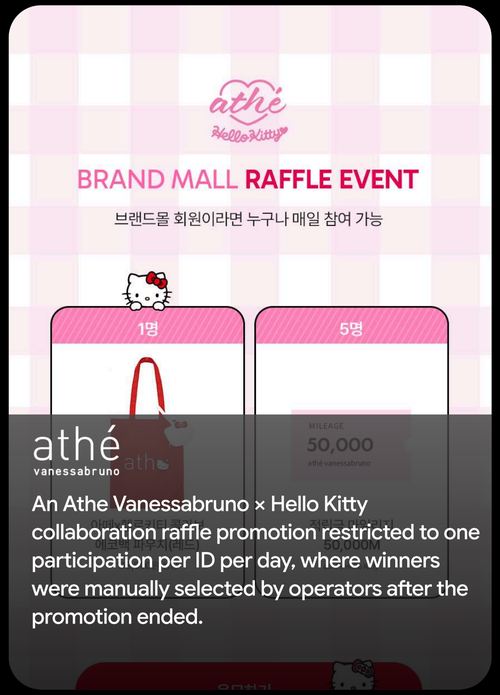
UNDER ARMOUR

An Under Armour roulette promotion that conducted real-time goods giveaway events on-site for customers participating in a large-scale offline event.



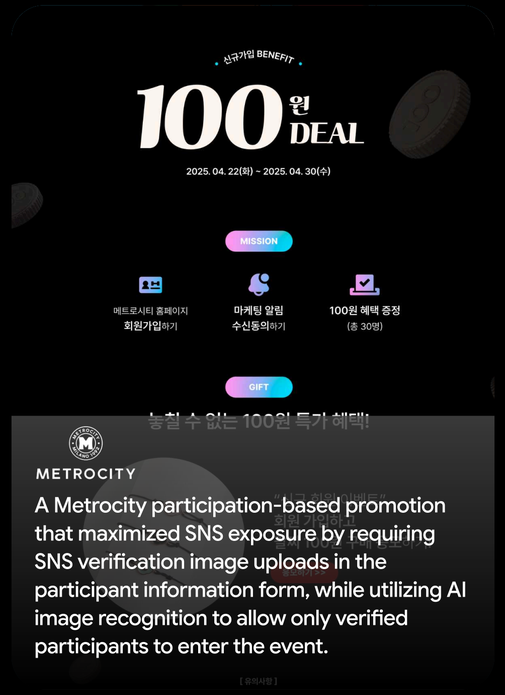
DUNLOP SPORT

A Dunlop Sports × Hyundai Card collaboration promotion that simultaneously operated quiz and random reward promotion scripts on a single page.



athé vanessabruno

An Athe Vanessabruno × Hello Kitty collaboration raffle promotion restricted to one participation per ID per day, where winners were manually selected by operators after the promotion ended.



METROCITY

A Metrocity participation-based promotion that maximized SNS exposure by requiring SNS verification image uploads in the participant information form, while utilizing AI image recognition to allow only verified participants to enter the event.



UFC SPORT

A UFC SPORTS raffle promotion operated so that only participants who completed at least one purchase and agreed to receive SMS notifications could enter.



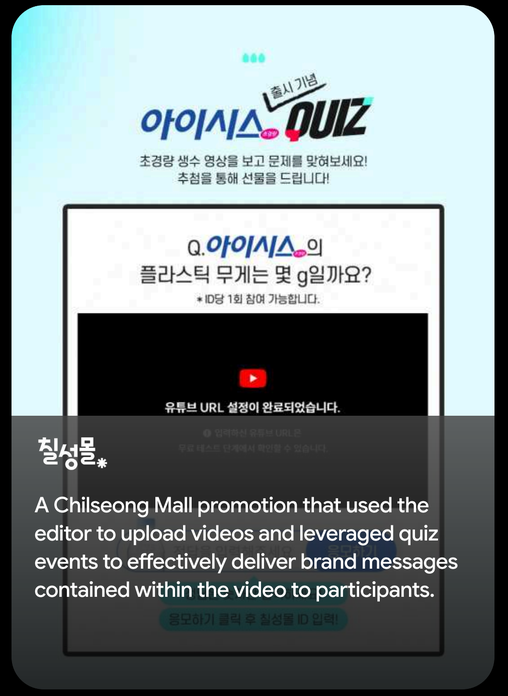
청정원

A Cheongjeongwon quiz promotion that added UTM parameters to the event page entry button for GA performance tracking and analysis.

Case Study

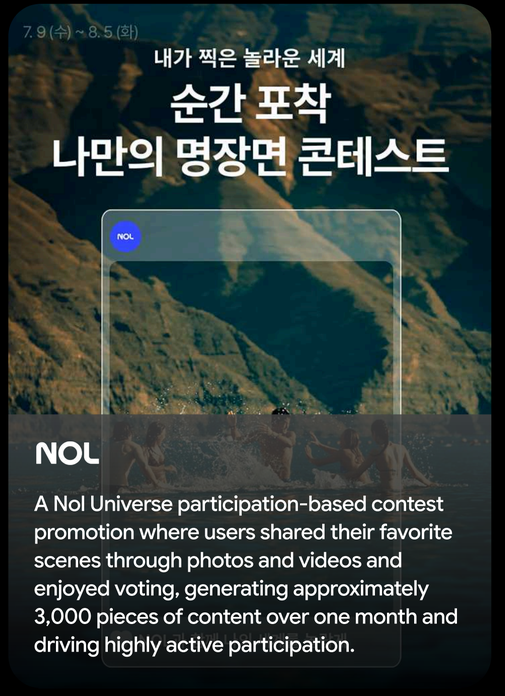
Clients who work with the best. 18

Large-scale promotions are launched every day with DPromotion.



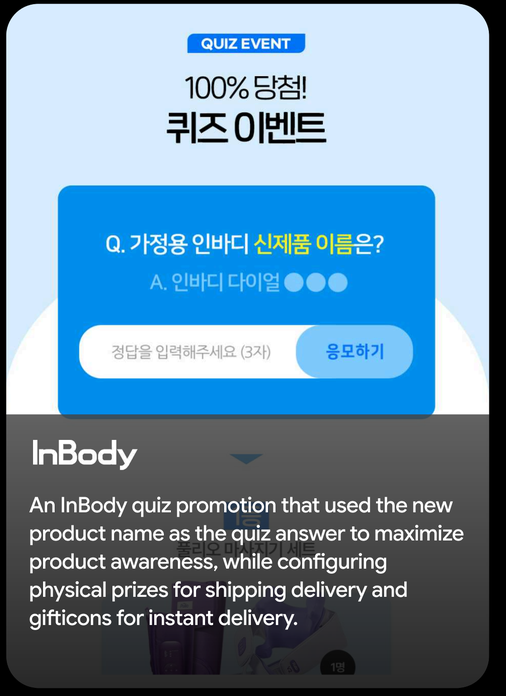
칠성몰

A Chilseong Mall promotion that used the editor to upload videos and leveraged quiz events to effectively deliver brand messages contained within the video to participants.



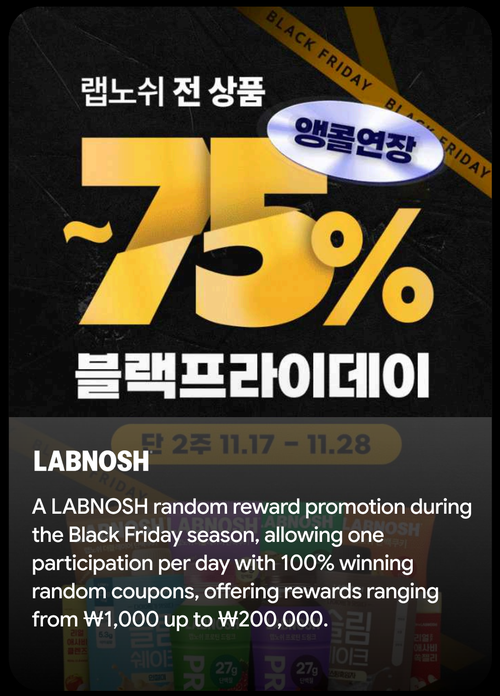
NOL

A Nol Universe participation-based contest promotion where users shared their favorite scenes through photos and videos and enjoyed voting, generating approximately 3,000 pieces of content over one month and driving highly active participation.



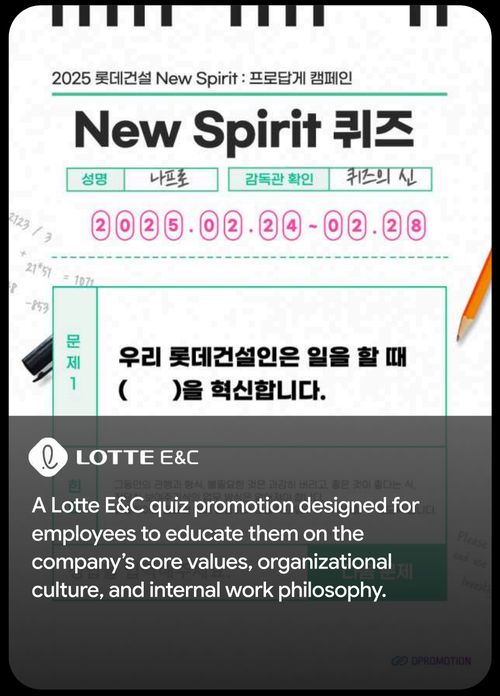
InBody

An InBody quiz promotion that used the new product name as the quiz answer to maximize product awareness, while configuring physical prizes for shipping delivery and gifticons for instant delivery.



LABNOSH

A LABNOSH random reward promotion during the Black Friday season, allowing one participation per day with 100% winning random coupons, offering rewards ranging from ₩1,000 up to ₩200,000.



LOTTE E&C

A Lotte E&C quiz promotion designed for employees to educate them on the company's core values, organizational culture, and internal work philosophy.



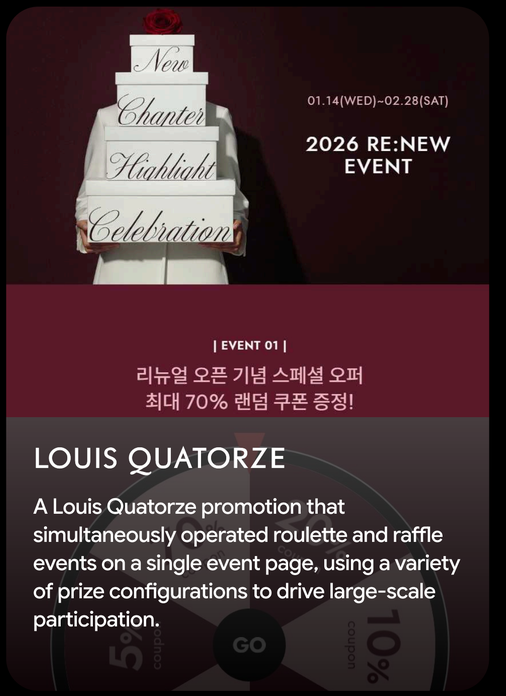
LUNA

A LUNA roulette promotion targeting Japanese Instagram users, where commenting on a post automatically triggered a DM containing the event participation link, while discount coupons were issued to participants to drive large-scale engagement.



AGE20'S

An Age'20 scratch promotion that utilized the DPromotion AD service to operate both the promotion and Twitter activities together, automatically sending DMs when users commented on tweets and successfully acquiring a large number of new followers.



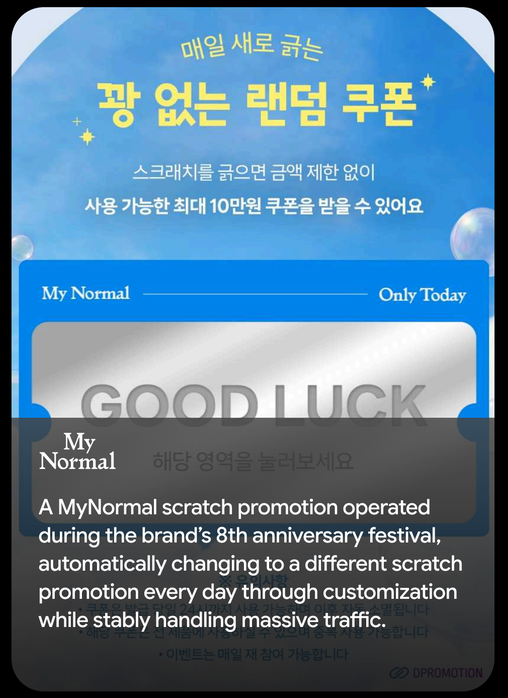
LOUIS QUATORZE

A Louis Quatorze promotion that simultaneously operated roulette and raffle events on a single event page, using a variety of prize configurations to drive large-scale participation.

Case Study

Clients who work with the best. 19

Large-scale promotions are launched every day with DPromotion.



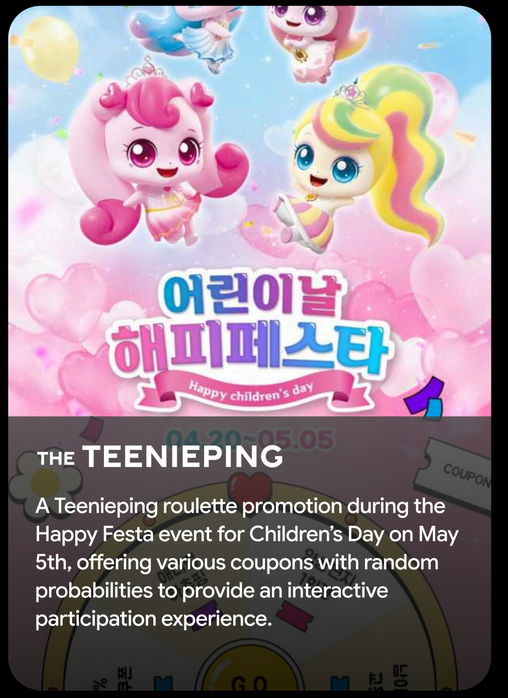
My Normal

A MyNormal scratch promotion operated during the brand's 8th anniversary festival, automatically changing to a different scratch promotion every day through customization while stably handling massive traffic.



NONGSHIM

A Nongshim roulette promotion held at the Limbecker Platz pop-up store in Germany, successfully promoting Shin Ramyun Toomba and driving strong engagement from local visitors.



THE TEENIEPING

A Teenieping roulette promotion during the Happy Festa event for Children's Day on May 5th, offering various coupons with random probabilities to provide an interactive participation experience.



LIFE PLUS

A DPromotion × Hanwha Lifeplus AD campaign that utilized DPromotion-exclusive Naver Sports advertising placements during the Hanwha Lifeplus International Crown, securing both ticket purchase conversions and brand exposure simultaneously.



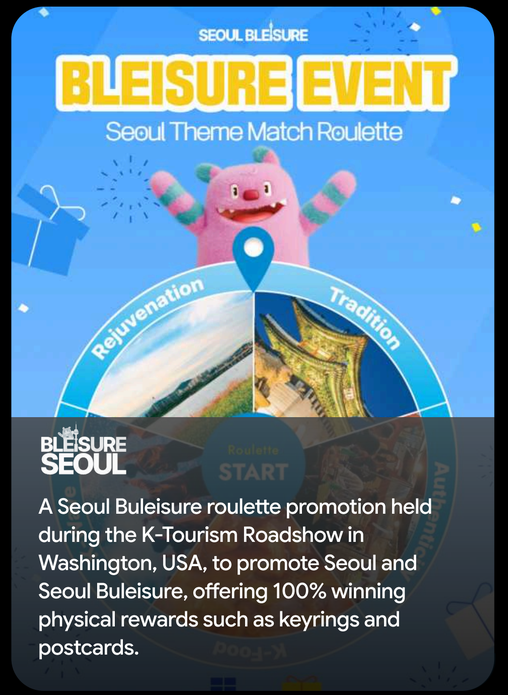
LG생활건강

An LG Household & Health Care Dr.GROOT roulette promotion that limited participation to the first 1,000 official mall members daily and issued instantly usable coupons, naturally connecting the participation experience to purchasing behavior.



COSMAX

A COSMAX 3WOW raffle promotion that effectively expanded SNS followers by setting official Instagram follow verification and post upload verification as participation requirements.



BLEISURE SEOUL

A Seoul Buleisure roulette promotion held during the K-Tourism Roadshow in Washington, USA, to promote Seoul and Seoul Buleisure, offering 100% winning physical rewards such as keyrings and postcards.



HYUNDAI LIVART

A Hyundai Livart promotion that promoted new packaging through a spot-the-difference event and used winner notifications to kindly 안내 prize details and reward distribution schedules to winning customers.

THANK YOU.

We believe great ideas achieve their best results when powered by a flawless execution engine.
DPromotion will be that execution engine.