

# DPromotion Service Profile

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## Overview

## Connect your business and customers to DPromotion.

DPromotion is a digital marketing campaign creation platform where anyone can easily and conveniently create, manage user-participation events, such as Spin the Wheel, Scratch-off cards, Quizzes and more to increase user engagement and interaction.

Set up prize draw codes for seamless operation

across varying platforms

Increase user engagement, interaction and participation via ticket draw functionality



User-friendly promotion configuration and offerings



Gifticons, Digital Gift Cards Korea only

via official partnerships with KT Alpha Co., Ltd and popular local services



Free themes and visuals assets,

With No copyright issues



Holds patents for providing promotional services

Test every step and detail on Test Mode

from prize ticket entry, prize draw

to winner notifications and reward delivery

before the promotion

Patented for a server and method for providing promotions using a website

(registration number : 10-1644403)





**Notification feature** 

via platform integration

Strict Compliance on **Personal Data Protection** 



guidelines



Proprietary **Design Editor** that does not require license or installation



by leveraging the full arsenal of AWS resources including serverless services, CDN, memory DB, and queue services



## Service Features

#### **Service Features**

## Gamified Promotions

DPromotion offers 7 types of Gamified Promotions: Spin the Wheel, Scratch, Quiz, Participation-based, Raffle, Random Box and Spot-the-Difference with plans to continuously add more to increase user interest.

Clients easily can customize, adjust event types, themes, and settings according to marketing agenda such as online events through smartphones, tablets, etc., or even offline public events via large screens.



#### Spin the Wheel

Easy for anyone to participate instant results lead to high levels of user engagement



#### Scratch

Perfect for both online and offline events, yields high levels of user participation due to instant results



#### Quiz

Best for brand promotion and sharing product information through simple question-and-answer promotions.



#### **Spot the Difference**

Extend user session time by increasing user engagement, And simultaneously share the Brand story and message In making a deeper connection to the user and the brand



#### Participation-based

Customers interact with brand via challenge missions, trial recruitment, wish listing, and SNS verification



#### Raffle

Great for short-term promotions of brands because users choose a reward of their liking, leading to high user engagement



#### **Random Box**

A gamified experience via random boxes, rewards and fortune cookies



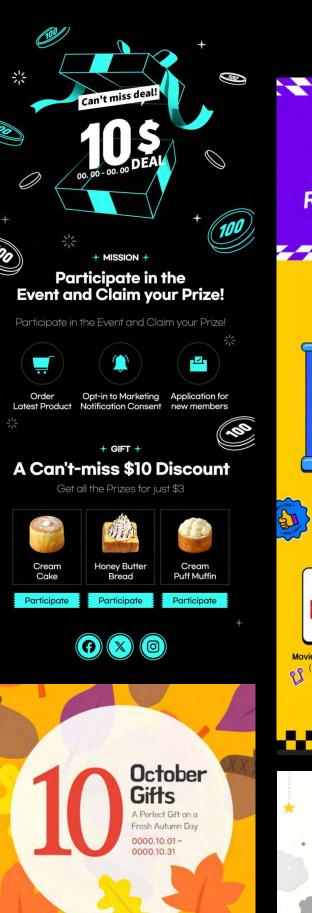
#### Approach Shot Event Korea only

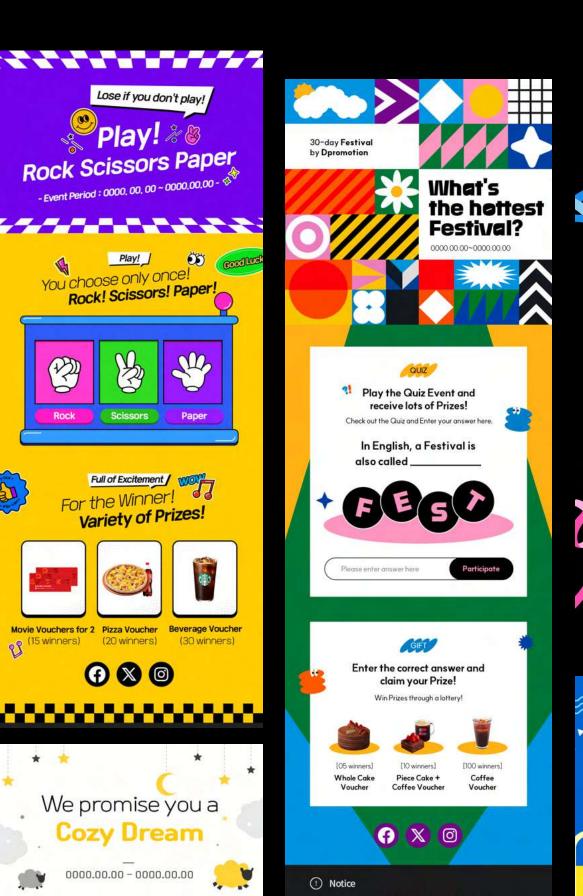
This special Golf approach shot event in partnership with Naver Ad was and is continuing to be a big hit on Naver's sport section.

## High-quality, Directly-editable Themes added monthly on the Editor

DPromotion offers an extensive list of FREE high-quality themes tailored to your marketing and promotion agenda as well as seasonal events such as Christmas, Black Friday.

Also, DPromotion uploads additional themes on a regular basis to provide more visual alternatives.









Guaranteed-success

Roulette Coupon

0000.00.00 - 00.00

**GUARANTEED SUCCESS** 



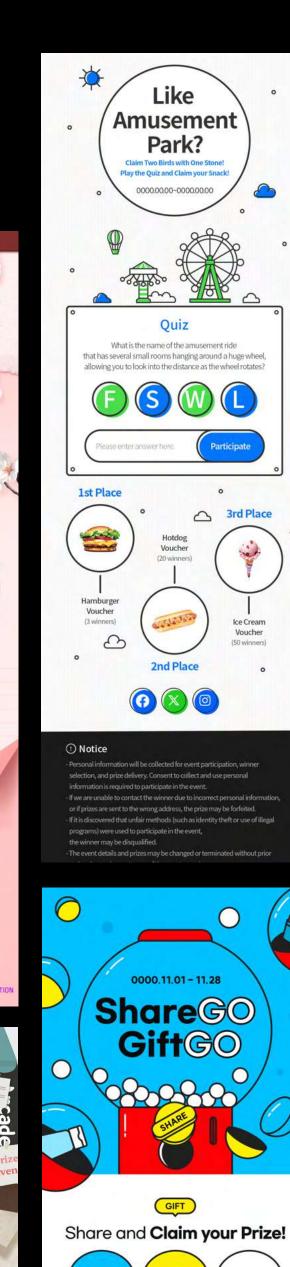


Random Present in the Advent Calendar



\* \* \* The Return of \* \* \*

· The Lucky Draw ·



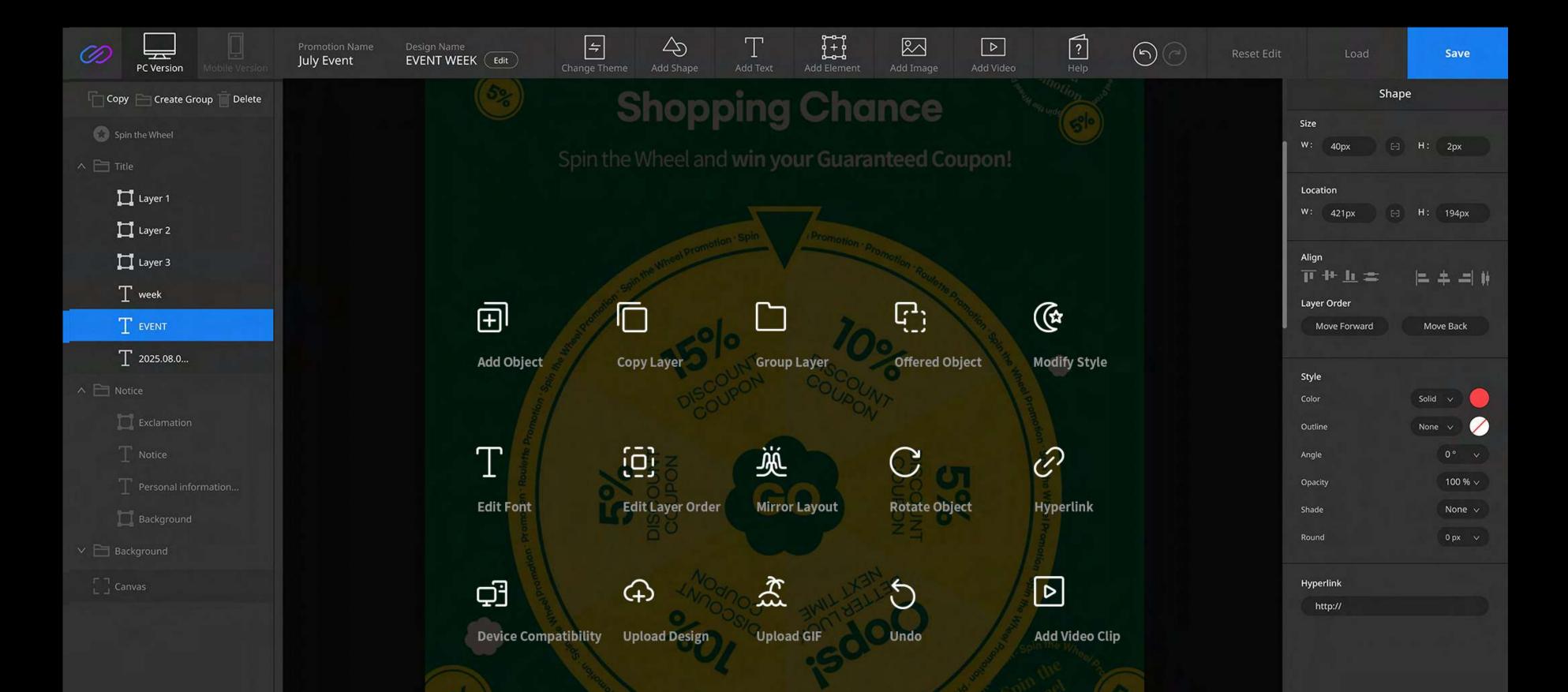
## Free self-serving design editor No installation needed. Free of copyright concerns

The DPromotion editor is optimized for theme editing, where clients can easily modify visual designs such as prize information, colors, sizes, layout and more.

Clients can utilize provided templates to change theme designs or even upload images to customize designs freely.

Themes are offered in both PC and Mobile versions, allowing optimization for various devices

or clients can opt into a straightforward operation by setting the PC and Mobile versions of the theme to be identical.

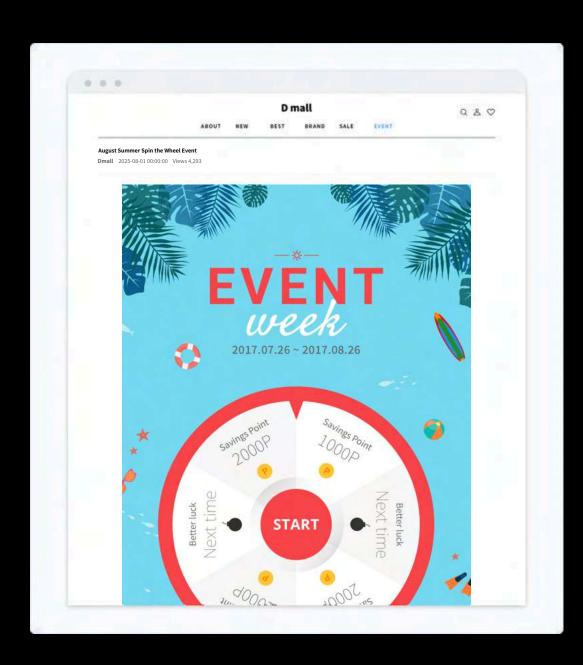


## Unrestricted by Platforms, but also Compatible to Major Platforms

DPromotion can be utilized via e-commerce platform integration, but also be utilized independently without use of another platform.

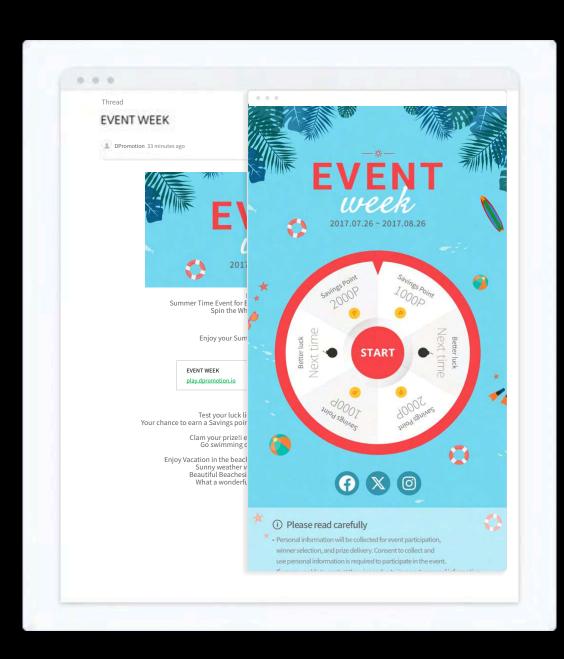
Industry clients with no commerce front, such as healthcare, finance, or food marketing, can also increase user engagement, sign-ups, and sales by leveraging DPromotion.

Additionally, events created in the Editor can be launched either within the site through a single-line script, or, if there is no separate site, as a separate landing page via a URL.



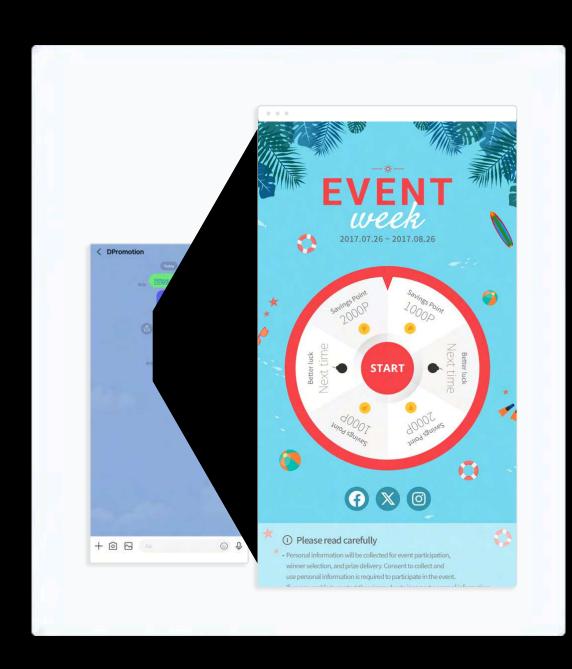
#### **Embedded Type**

Run events within the site without moving to another page via a script



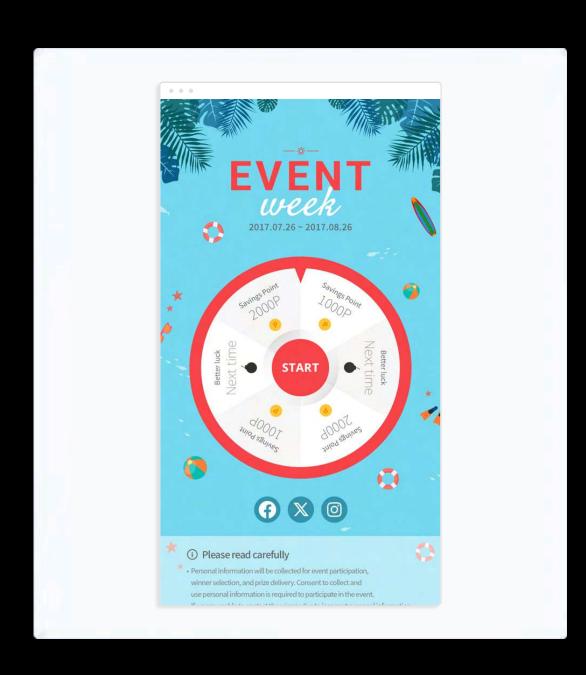
### Pop-up Type

Run events as a pop-up by setting a Connecting URL to a Banner



#### **Shared Type**

Run events on a landing page via Connecting URL on Social Media (Facebook, Instagram etc.)



#### Page Type

Run events on an editor-generated landing page

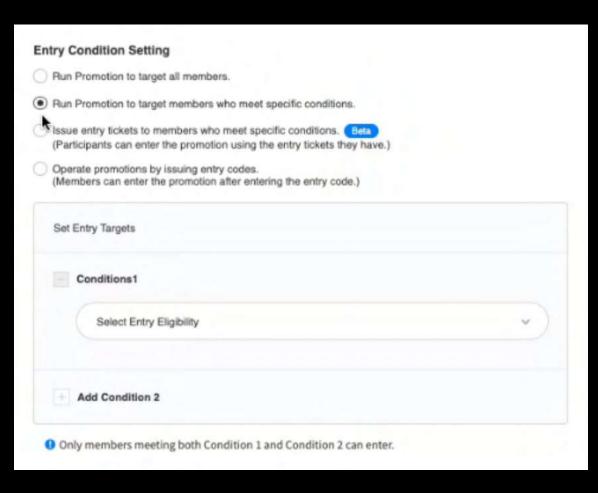
## Easy to set Promotion Settings and Operating Conditions

Participation conditions can be easily configured to suit the campaign agenda, such as only allowing those who have agreed to receive notifications, only allowing premium-rated users, limiting users to one entry during the event period or a set time period, and more.

Additionally, event participants can be asked to enter valuable information such as name, mobile phone number, email, and identity verification, or additional items such as telecommunication company or customer reviews.

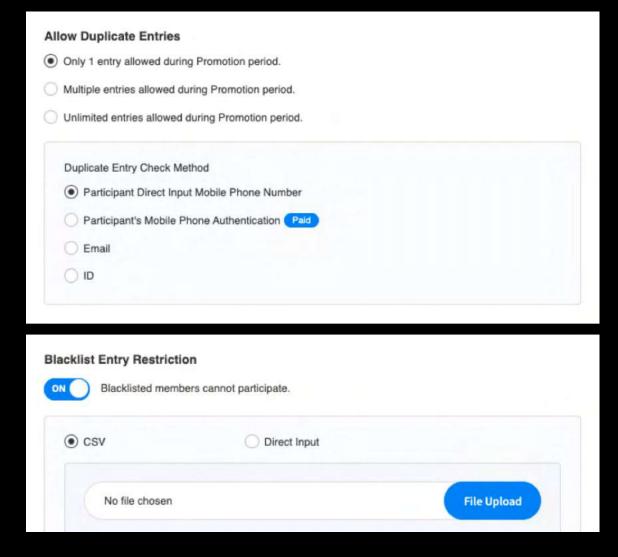
#### Set conditions for entry

ex. Limit to participants who joined in May 2024 and agreed to receive notifications can apply



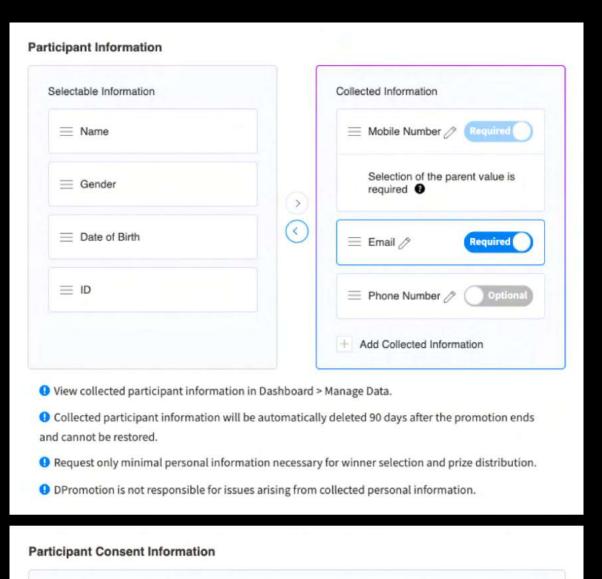
#### Set number of entries allowed per user

ex. Limit to one entry per participant during event period



#### Set participant data collection, consent

ex. Name, email, identify verification, T&C agreement (Charged per verification with VAT)



I am 14 years or older and agree to the collection and use of personal

#### Set entry ticket settings

ex. Grant entry tickets to participants who agreed to receive notifications

Entr	y Condition Setting Save Settings
Entry (	Condition Setting
O Run	Promotion to target all members.
•	Issue entry tickets to members who meet specific conditions. Beta (Participants can enter the promotion using the entry tickets they have.)
	erate promotions by issuing entry codes. Imbers can enter the promotion after entering the entry code.)
Set	Entry Targets
	Conditions1
	Select Entry Eligibility

## Run Smarter Campaigns with Al Image Recognition

Al Image Recognition allows automated validation of purchase verification and social sharing screenshots during promotion entry.

When a participant uploads an image as part of their participation, the DPromotion AI Image Recognition system analyzes it

to confirm whether it meets the entry requirements before allowing the promotion entry to proceed.

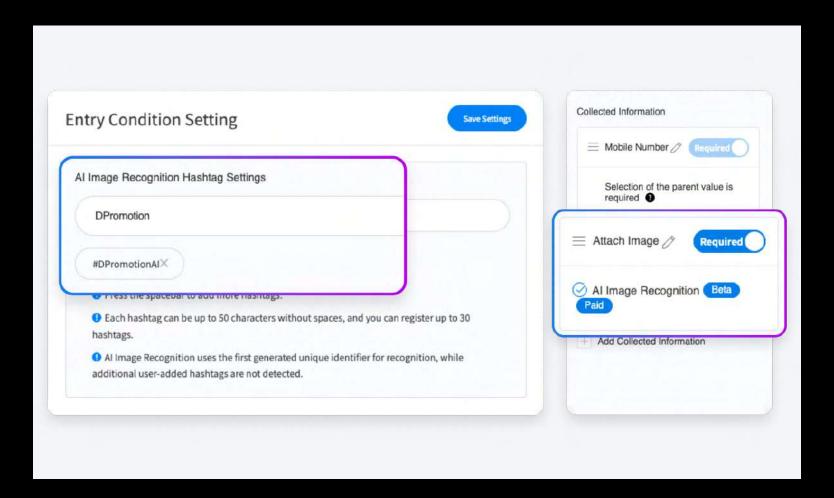
This feature eliminates the need for manual verification, making it easier to manage promotions that require proof of purchase or social sharing.

#### **Set Entry & Recognition Conditions**

Enable recognition feature in Entry Condition Settings.

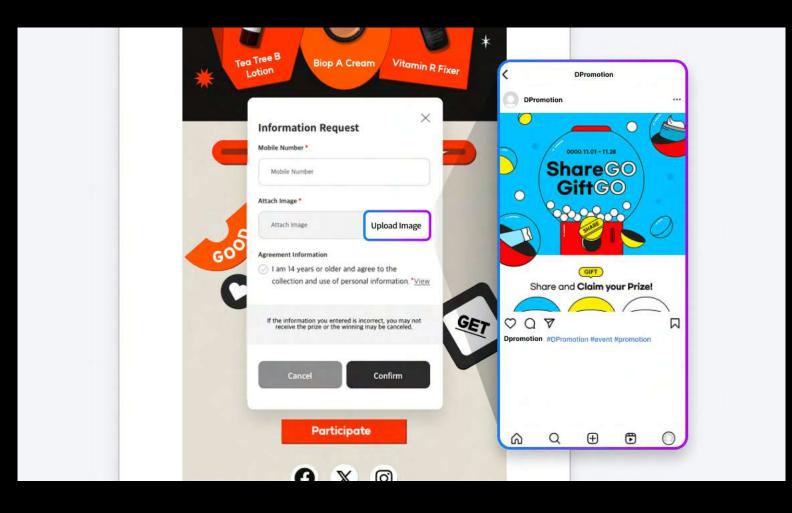
Recognition keywords can be entered and registered

— up to 10, with space support included.



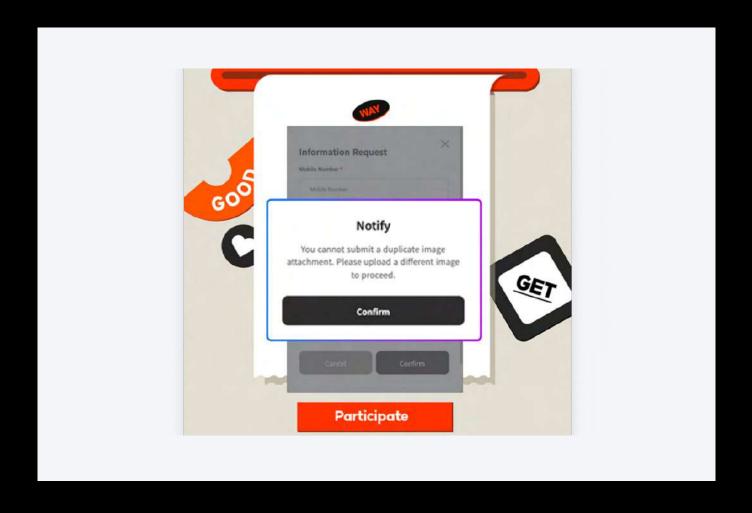
#### **User Participation**

When users participate by uploading image into the Promotion page, which the DPromotion Al Image Recognition will scan for the preconfigured keywords.



#### **Duplicate Entry Detection**

To ensure fair participation, the AI Image recognition system detects and blocks duplicate entries by analyzing reused images through file size and metadata.



## Set prizes, rewards such as Points, Coupons, Gifticons, Physical Items, and more.

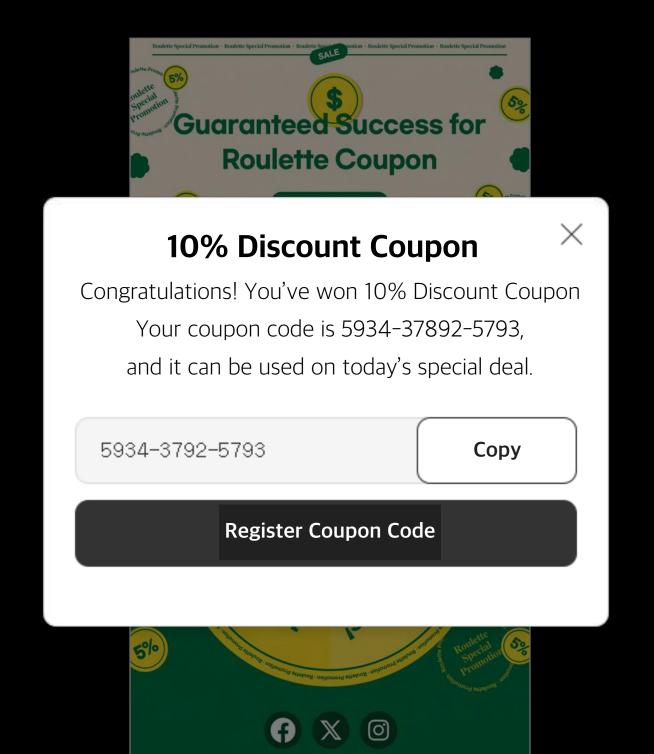
Currently, DPromotion offers five types of prizes: Coupons, Points, Gifticons, Consolation Prizes, and other individually dispatched prizes.

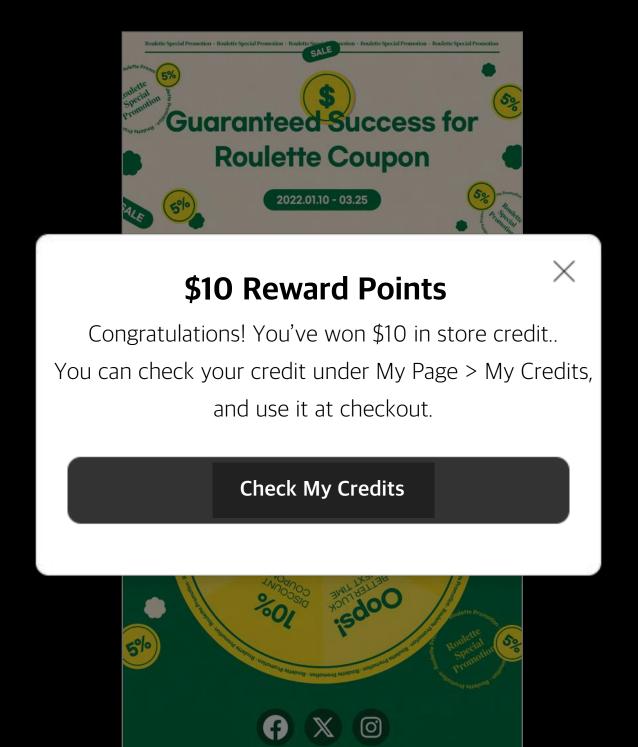
Prizes can be automatically drawn based on quantity of prizes and winning probabilities as configured during the creation phase, or manually drawn.

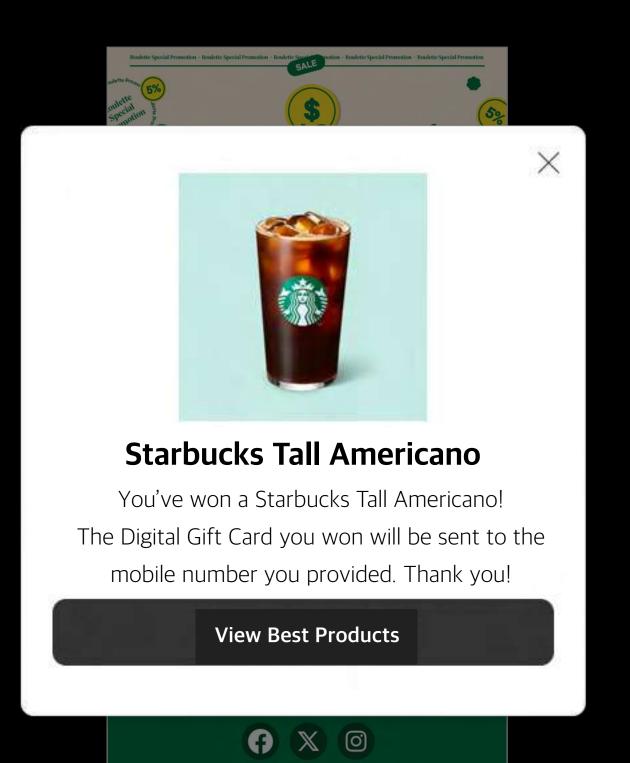
Moreover, if integrated with an e-commerce platform like Shopify, coupons and points can be automatically granted to user accounts and,

even without platform integration, coupon codes can be manually issued to encourage registration.

Other prize examples include coffee, kitchenware, or gift vouchers, all of which can be automatically awarded to participants.







## Utilize the collected Customer Data for more Marketing Purposes

Run a more personalized 2nd campaign via Instant Messenger,

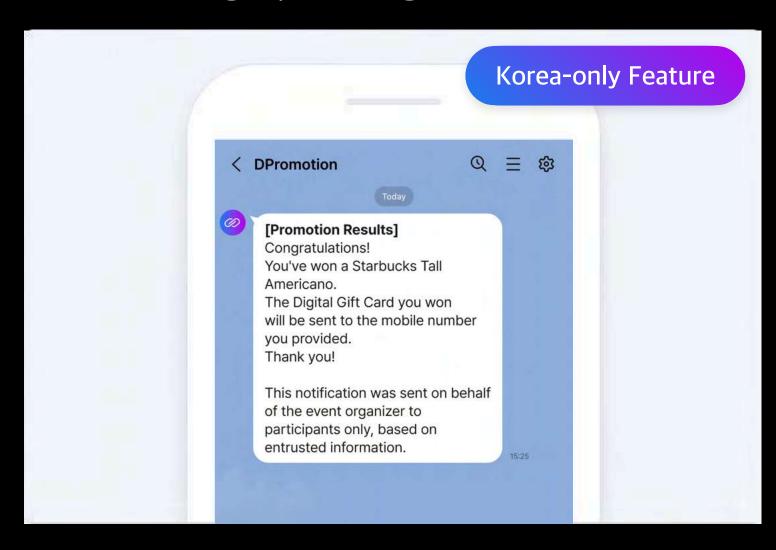
text messages and emails based on the collected Customer Data from the 1st campaign.

For example, send a limited-time offer to customers, who responded to previous events,

for increased conversion, or use the notification features to remind customers two minutes before an event starts.

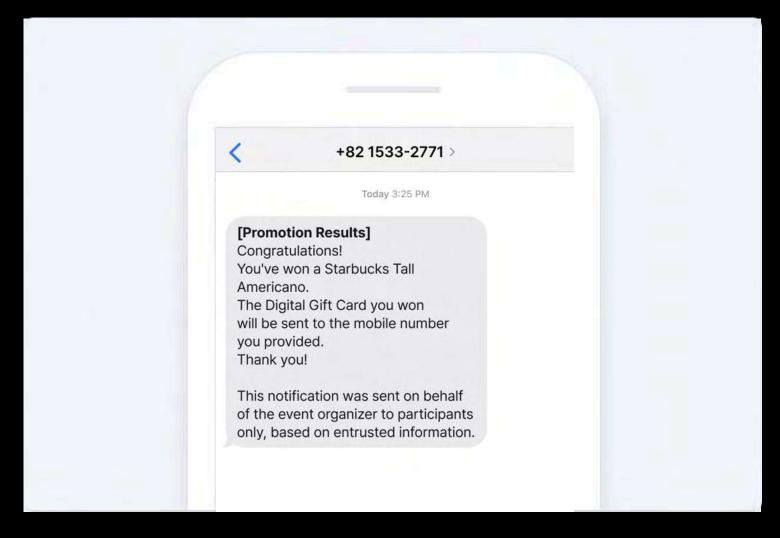
#### **Notification Message**

Sent via Instant Messenger / KakaoTalk (@DPromotion) (30 credits charged per message + VAT)



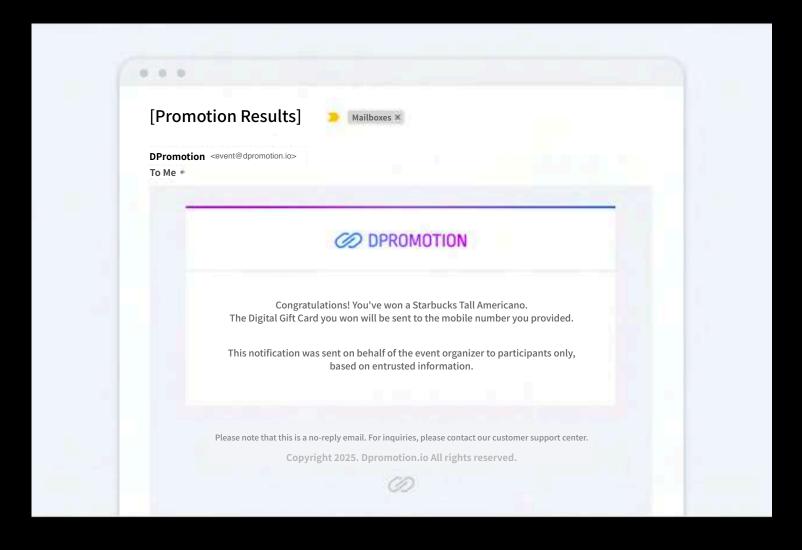
#### **LMS**

Sent via text message (1533–2771) (90 credits charged per text message + VAT)



#### **Email**

Sent via email (<a href="mailto:event@DPromotion.io">event@DPromotion.io</a>)
(25 credits charged per sent email + VAT)



## Marketing Performance Analysis and Visual Dashboard.

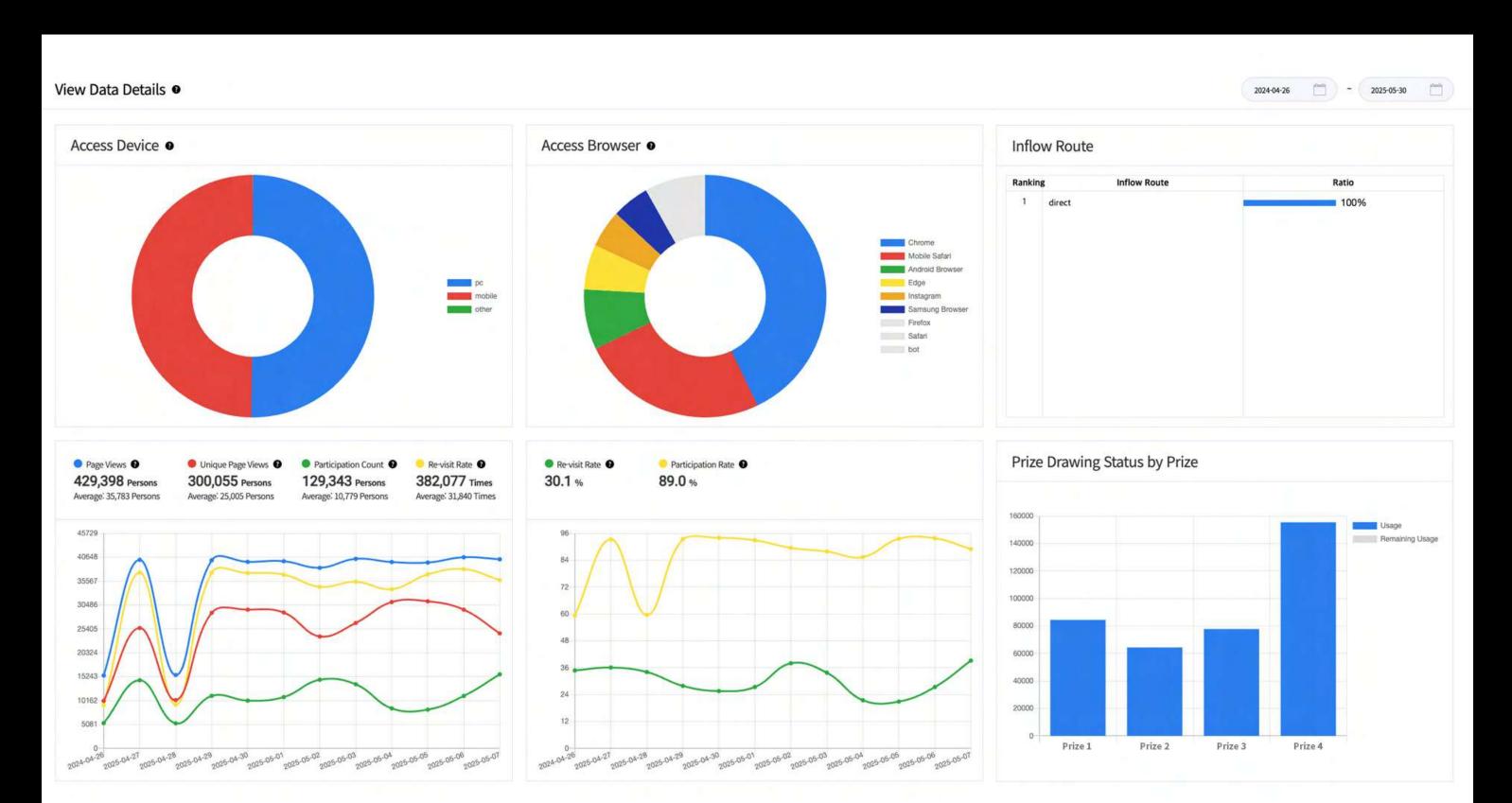
Once the event operation begins, DPromotion collects various operational data such as device type,

page views, participation count, prize drawing status, traffic sources, conversion rates, etc.

Additionally, based on the selected promotion and settings, data such as gender, age group,

entry ticket usage rate, quiz correct/incorrect rate, etc., can also be collected.

The collected data is presented graphically for easy viewing and can be exported as an Excel file for further analysis.



## Send Digital Gift, Gifticons via official Partnership with KT Alpha's GiftiShow Biz.

Collaboration with KT Alpha enables seamless operation and delivery of Gifticon prizes.

































## Naver Sports Exclusive AD Space Available. (Paid)

DPromotion offers Ad slots on Naver Sports, visited by 4 million users daily.

Each Ad slot exclusively features one brand for 24 hours, allowing different images/URLs for each area.

Promotions can include approach events, Spin the Wheel games, quizzes, and more.

## Naver Sports Main Ad Products (PC)

Expected Daily Avg. 500,000 exposures (Min. 2 weeks)



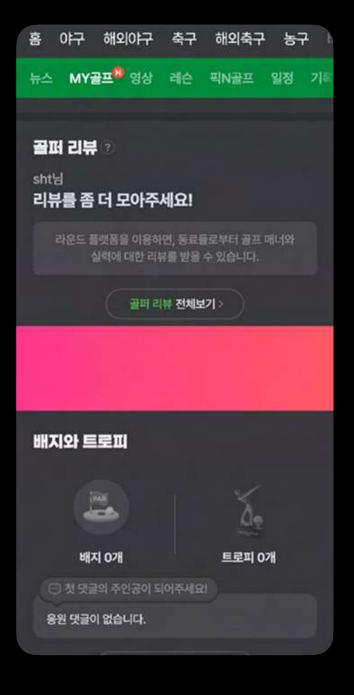
## Mobile Naver Sports All-Section Banner

Expected Monthly Avg. 20,000,000 exposures



### MY Golf and Round Home

Expected Monthly Avg. 300,000 exposures



### N Pay Approach Event Page

Expected Monthly Avg. 20,000 exposures



## Safe, Secure Operation of Personal Data Protection System

The personal information collected from participants through promotional activities is securely encrypted using advanced algorithms and stored in a cloud server configured with a private network for each promotion's data collection.

To proactively enhance security, we conduct regular penetration tests, complete information security compliance consultations, and continuously inspect the status of personal information management.







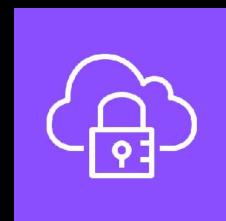












**HTTPS / TLS Protocol** 

## Run Promotion Events with Minimal Production Time at a Reasonable Cost

Clients can setup the start and end time/date of the event, and 10,000 credits are charged per day based on the set period.

This pay-as-you-go model makes it more affordable than any other service.

By using our promotion tool, you can simplify complex steps such as design creation and event development,

and automate essential operations like winner selection, prize distribution, and the extraction of operational data with just one setup.

### As-is

#### **Conventional Method**

Plan event objectives and operation plans

Select an agency

**Create designs** 

Develop event details

Operate the event

Select prize winners

Issue / delivery prizes

Extract operational data

Review event performance

**Preparation Period** Cost Estimate

30 Day Avg. Approx. \$10K

### To-be

#### **DPromotion Method**

Plan event objectives and operation plans

Select and modify themes

Set up the event

**Automate event operations** 

Automate selecting prize winners

Automate issue prizes

Automate collecting operational data

Review event performance

**Preparation Period** Cost Estimate

24 Hour Avg. \$12.99/Day

# Every Day 10,000 Credits

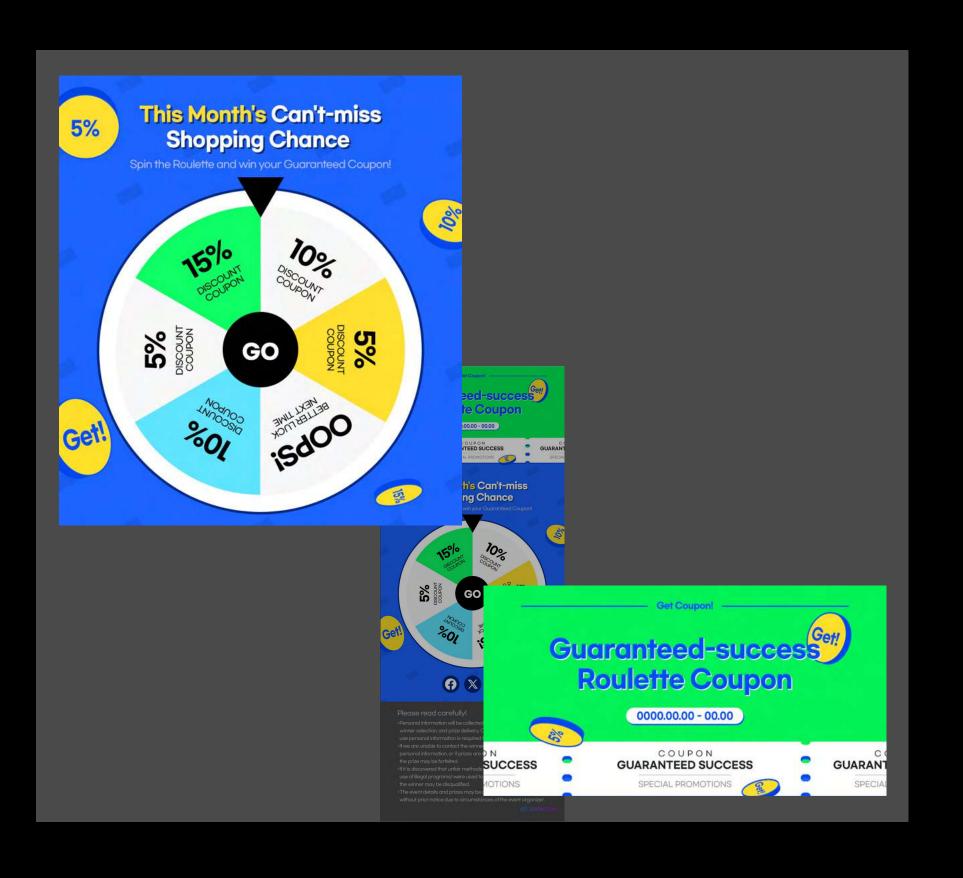
10,000 credits are equivalent to \$12.99 (VAT excluded).

1,000 default page views are provided for free when a Promotion is reserved and paid.

Additional fees apply for extra services (page views, notifications, Al Image Recognition).

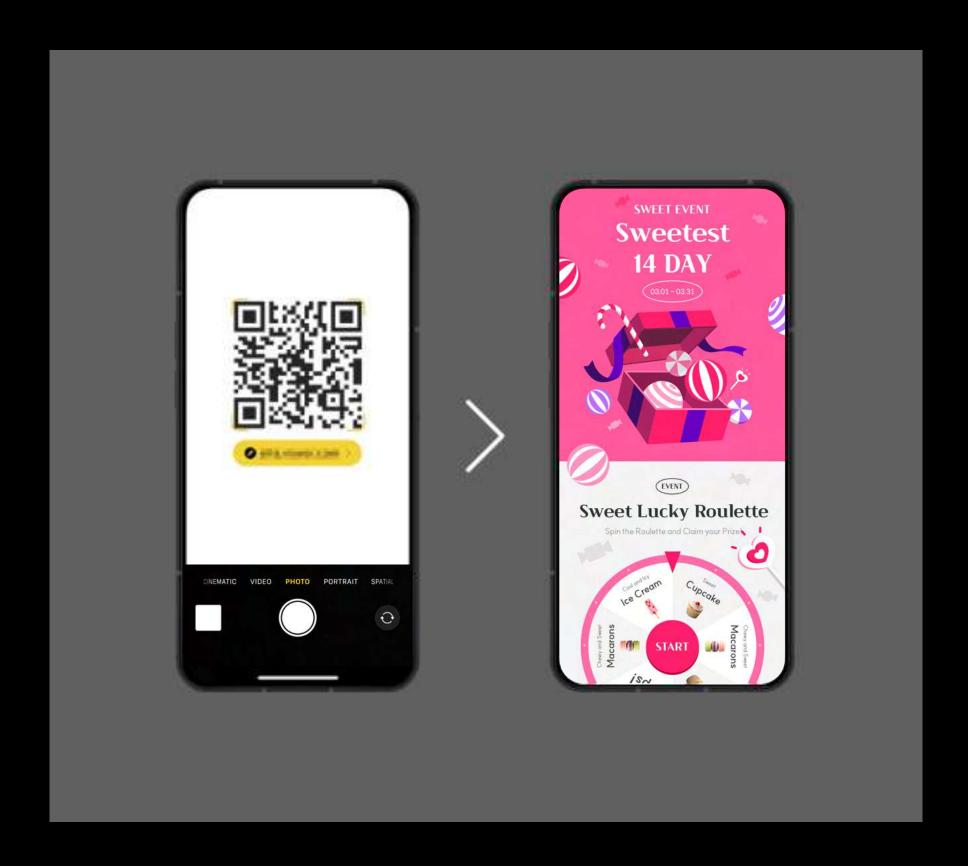
## Exhibition Events

For offline exhibitions and various events, how do you populate a customer database? Try conducting easy to operate events and to collect customer info simultaneously without the need for a physical prize wheel, just by using tablets or kiosks.



## QR Codes

Try utilizing QR codes in various marketing channels such as billboards, print ads, and outdoor advertising to drive traffic to a Spin the Wheel event. You can promote your products by using them as prizes and, after completing the event, guide users to your company's planned promotional page using the "Add Button" feature.



### Restaurant Event

Create an event offering complimentary food or drinks through a Spin the Wheel game.

Easily and smoothly integrate the event into kiosks or electronic menus. Even without an electronic menu, you can use a QR code so customers can participate.



## Retail Store Event

Planning an event for a department store or outlet?

Create an event where customers who spend above a certain amount and bring their receipts can receive benefits.

This event also allows you to easily collect customer data.



## In-company Event

Create engaging Spin the Wheel events for year-end, New Year, company anniversaries, and more on your company's internal platform. Offer prizes ranging from simple coffee gift vouchers to welfare benefit prizes, providing a fun and refreshing experience for employees.



### Broadcast Platform Event

Create a Spin the Wheel event on your online broadcast platform with benefits tied to specific conditions. With 1,000 free page views and win notification features, you can distribute prizes without hassle. Send a discount coupon Spin the Wheel via text one minute before the live broadcast starts, and participants can join the live stream after entering the Spin the Wheel or use the received discount coupon, driving sales.



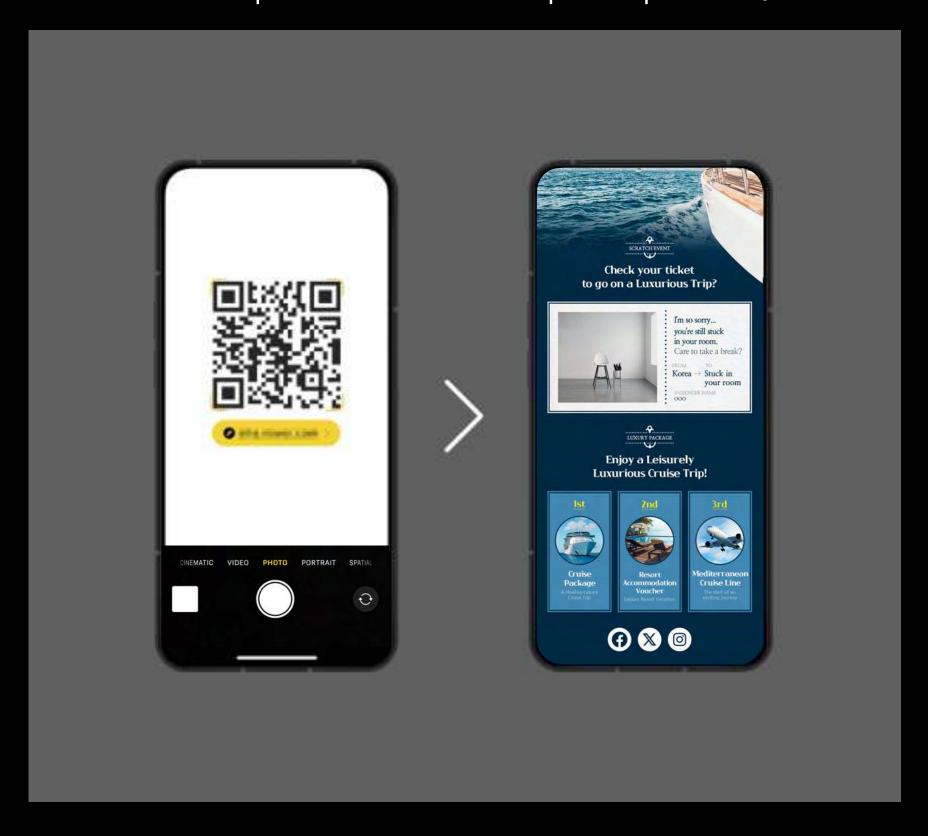
## Cosmetics Subscription

Create a Spin the Wheel event for customers who receive treatments above a certain amount or purchase a subscription. Include beauty products or treatment discount coupons as prizes. This encourages additional purchases as customers use the awarded coupons.



### Post-Purchase Scratch-Off

When customers purchase specific products, provide them with a scratch-off QR code. Offer high-value prizes such as hotel stays or overseas travel vouchers to winners. Since this scratch-off event has a lottery-like appeal, offering high-value or rare prizes can significantly boost participation and increase the purchase rate of the specific products.



## Limited Edition Raffle Sale

Create a raffle event where limited edition products are sold to randomly selected winners.

Raffle marketing can easily go viral on social media, making it perfect for attracting Millennials and Gen Z.



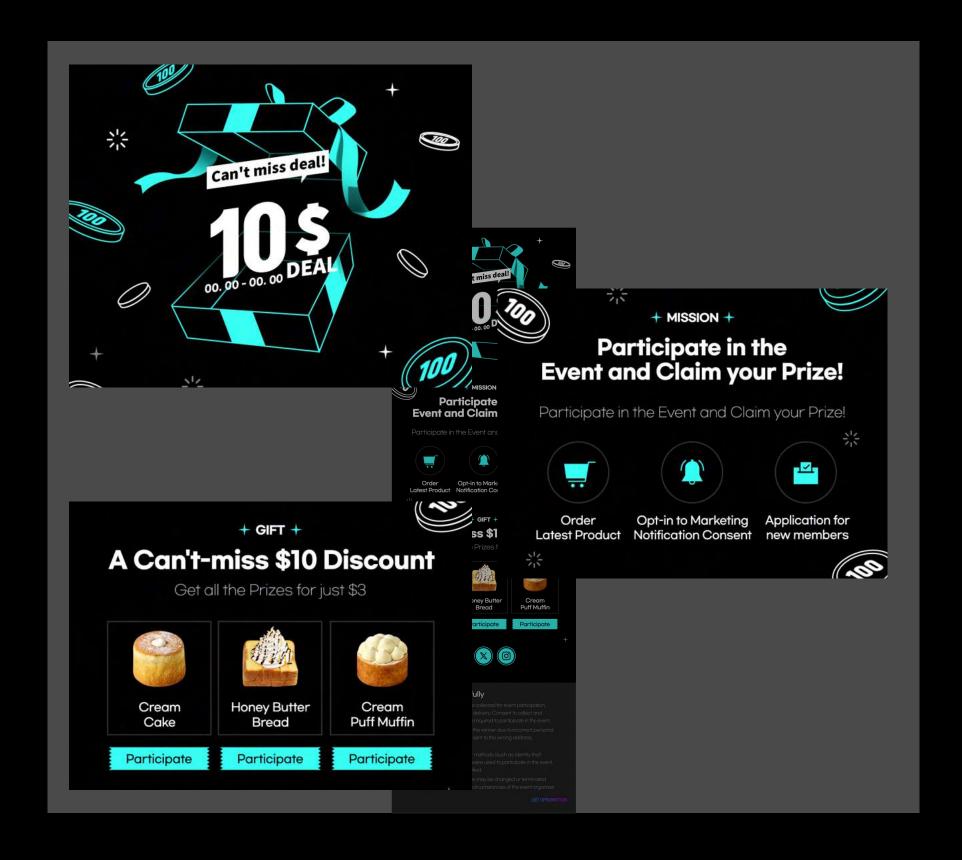
## Dollar Raffle Event

Create various dollar deal entry events like

"Enter to Win a Laptop for a dollar" or

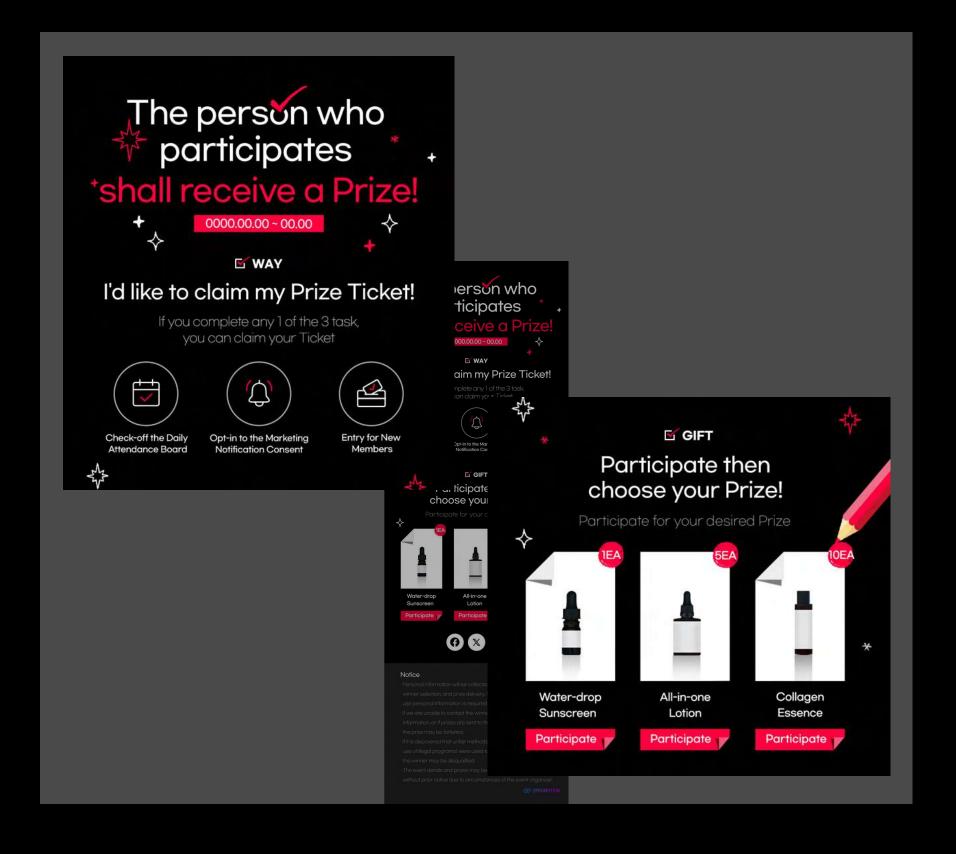
"Enter to Win Appliances for only one dollar"

to boost customer engagement.



### First-Come First Serve

Create a first-come, first-serve raffle that starts at a specific time to quickly boost product interest and page traffic.



## Credit-Based Raffle

Create a raffle event where customers can exchange points for entry tickets. This promotes the use of customer points and engages them in the promotion.



## Groupware Lottery

Create a lottery event for your company groupware to distribute welfare benefits or year-end gifts in a fun and engaging way.



## Mystery Box Raffle

Create a random box event where participants can exchange their points or credits for entry tickets.

This type of event can attract attention with appealing rewards and help reduce the accumulated points or credits.



## Fortune Cookie Draw

Create a unique event with 1-6 fortune cookies containing different prizes or discount coupons.

Include a fortune or a daily message in the prize notification.

This fortune cookie element adds a distinctive and engaging touch to your event.



## Random Product Rec.

Create a lucky draw box for times like year-end, New Year, or Vacation Seasons.

Recommend products and provide discount coupons to encourage purchases. This event boosts sales for specific items during special occasions.



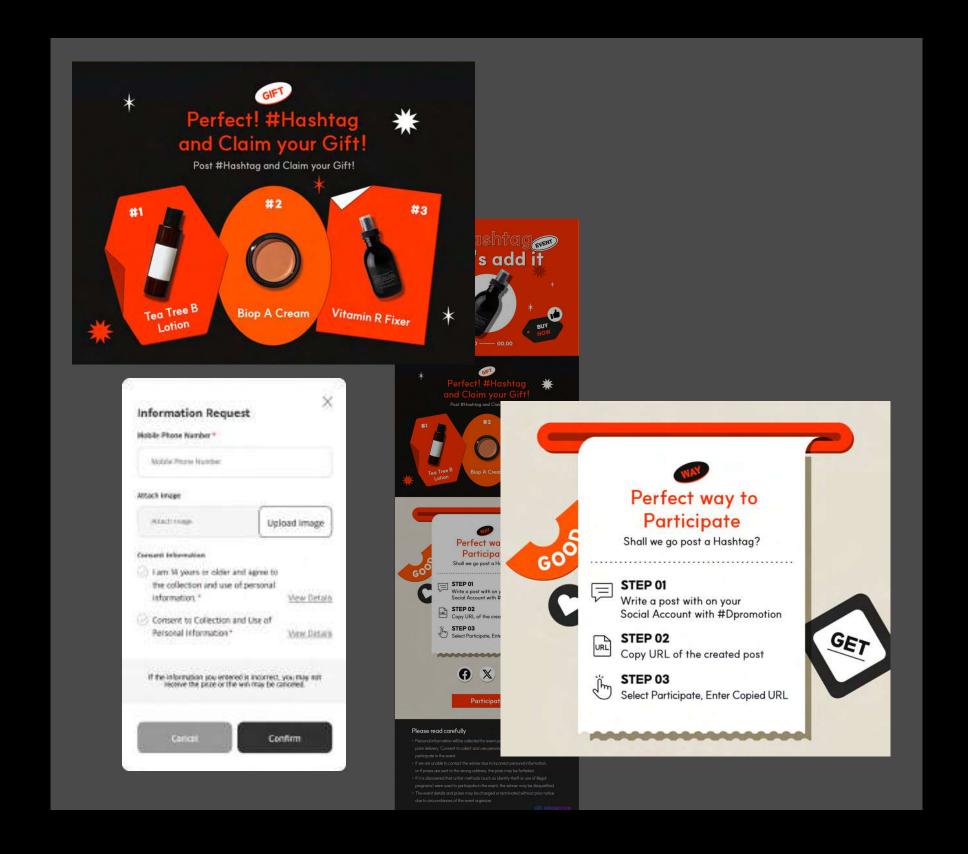
### Product Tester Recruit

Create an event to recruit testers for the product you want to promote. By utilizing a product tester recruitment event, you can increase trust in your product through genuine reviews and boost your promotional impact.



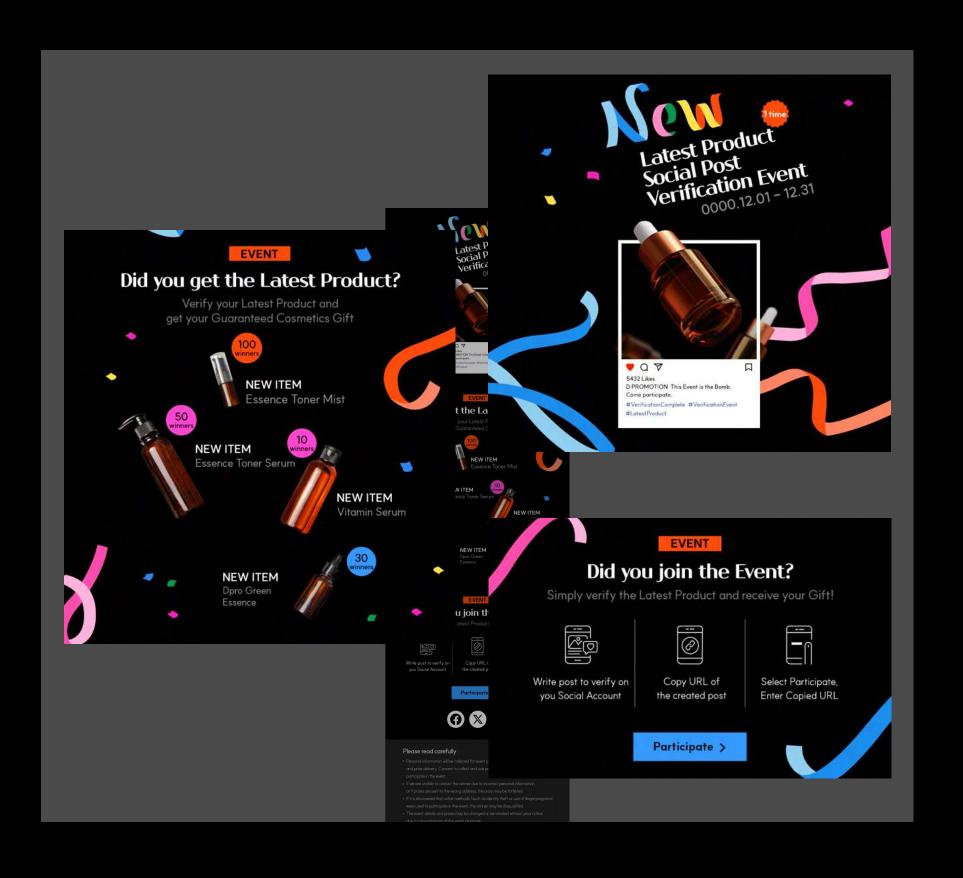
## Wishlist

Create "Favorite the Store and Win a Prize" or "Register as a Regular and Get a Discount" events to boost awareness of your smart store or online shop and encourage purchases.



## Social Share

Create shareable events such as "Wear our brand's clothes and post a photo with a hashtag" or "Visit our store or event and share on SNS." These SNS shareable events spread widely across social media, making them effective for increasing brand awareness.



## YouTube/Media Share

Include videos of the product or brand you want to promote in your participation events, such as

"Watch the video and write a review to win a prize."

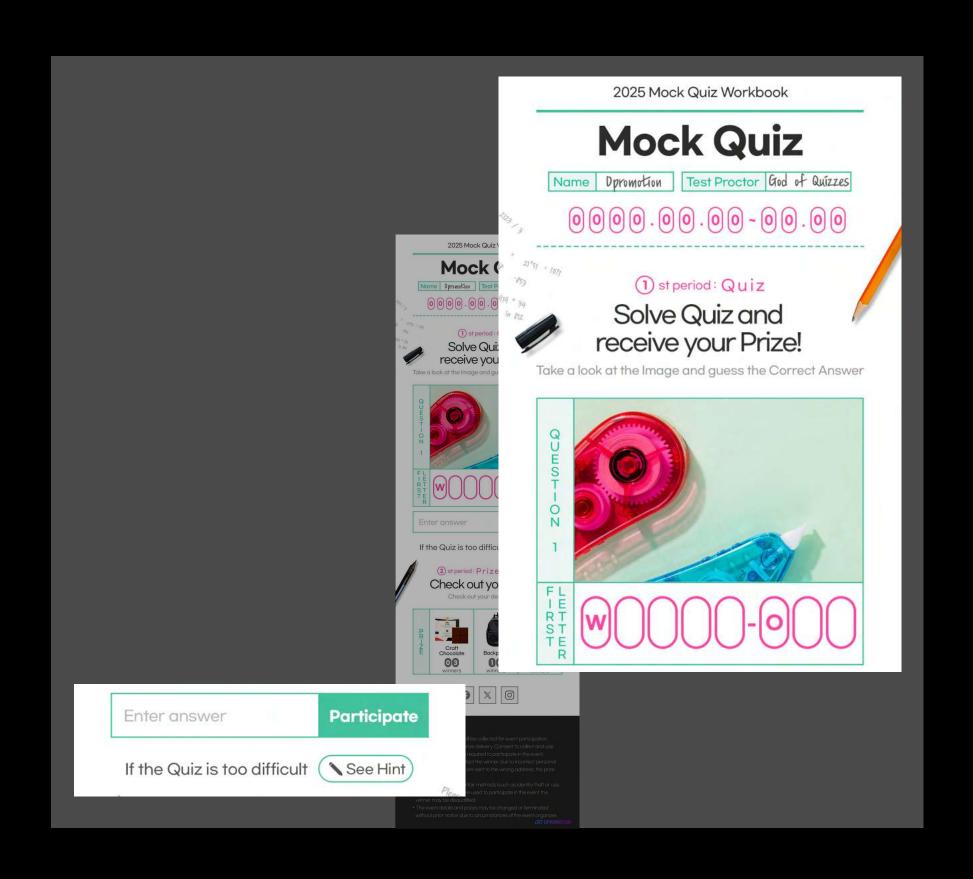
Video-sharing events are effective for boosting

your YouTube channel activity and increasing views.



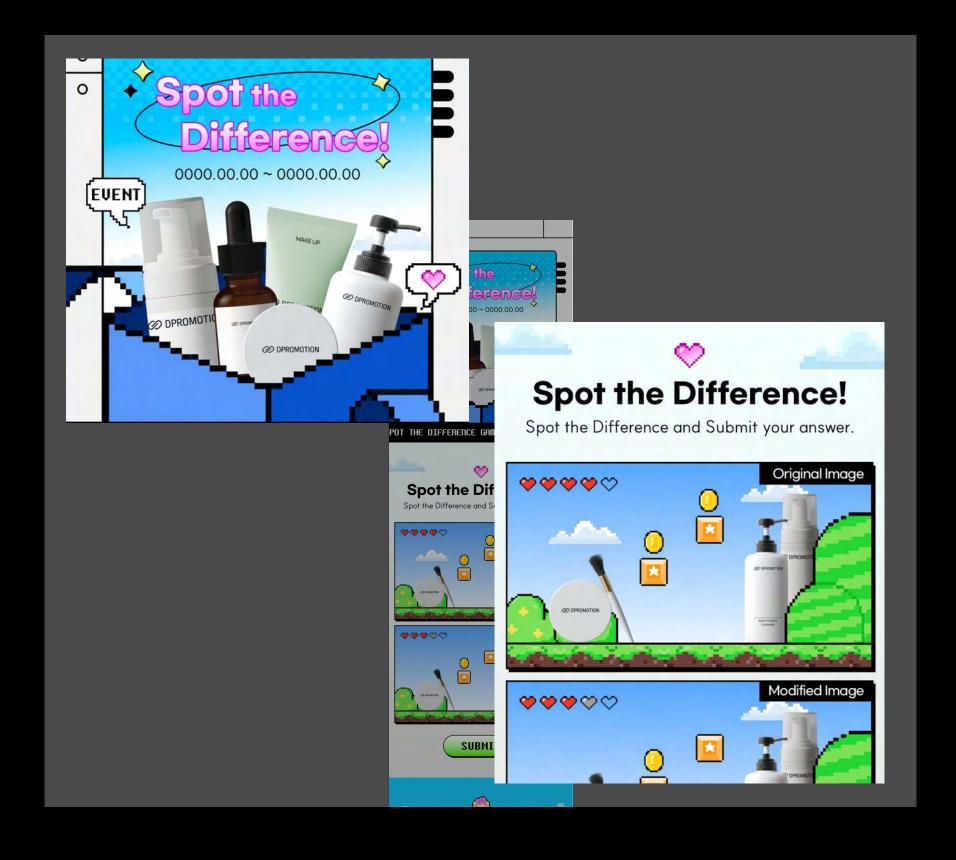
## Quiz Event

Quiz the customers on health supplements to educate and promote the product's effects and ingredients, leading to increased user awareness and engagement.



## Product Ranking Event

Run promotions around the brand's best selling products to attract participants. Make a positive impression to customers by promoting the brand's flagship products and Its best qualities and effects.



## Product Renewal

If the product package has been renewed, try running a renewal event through "Spot the difference in the pictures" game to increase user engagement and awareness.



## Brand Identity

Run a "Spot the difference in the pictures" game promotion with the brand's story. Games like these will increase users' awareness and leave a strong impression on the brand's identity, Leading to increased chances of future purchase.



## FAQ

#### Are there any device or platform restrictions to run an event?

No. DPromotion provides both PC and Mobile versions that are reliable on all devices, and operates stably on platforms (Shopify, other commerce platforms), blogs, online communities, microsites, SNS, and even self-created sites.

#### How much does it cost to run an event for 7 days?

Running an event for 7 days will cost 70,000 credits at 10,000 credits or \$12.99 (VAT excluded) per day. For your reference, 100 credits are equivalent to \$0.1299 However, utilizing additional services such as the number of page views (5 credits per view), sending notifications (30 credits per count), and AI Image Recognitions (100 credits per count) will incur additional fees.

#### What is Number of Page Views?

The Number of Page View refers to the total number that users were accessed to the event. To Ensure smooth operation of the promotion, a default number of 1,000 page views are provided a Promotion is reserved and paid for.

Running out of the default 1,000 page views will require an additional charge based on the number of page views to continue the event.

(Providing an exact cost is difficult due to variables based on operator's DAU and event size)

#### Is it possible to restrict the conditions for entering an event?

Yes. By linking with certain platforms (Shopify, other commerce platforms), you can set various entry conditions such as members who have purchased a specific product, members who have agreed to receive notifications, members who signed up in March, members who have ordered more than one item, members with a certain loyalty level, or even for a specific member.

#### Can I try the service before paying?

Yes. You can use the service immediately after signing up on the DPromotion website. By selecting [Get Started], you can modify the design of the selected theme or check various settings such as entry conditions required for promotion operation, prize win probability, and quantity.

Once all settings necessary for event operation are complete, by selecting [Free Test] you can conduct a free test, starting from promotion settings all the way to operation, just like the real deal.

#### Is it possible to make a custom event?

Yes. By leaving your desired event type, purpose, and budget thorough the [Campaign Production Inquiry] at the bottom of the DPromotion website, Our team will consult with you to plan, design, produce, and Operate the event to meet your needs and create the best results.

\*\* For further inquiries, please contact us at <a href="mailto:help@dpromotion.io">help@dpromotion.io</a> and our agent will respond as soon as possible.

## Clients & References

### Clients with the best

Every day, large-scale promotions are launched with DPromotion.

## SAMSUNG Cheil NAVER Emart & HYUNDAI POSCO aws

















































































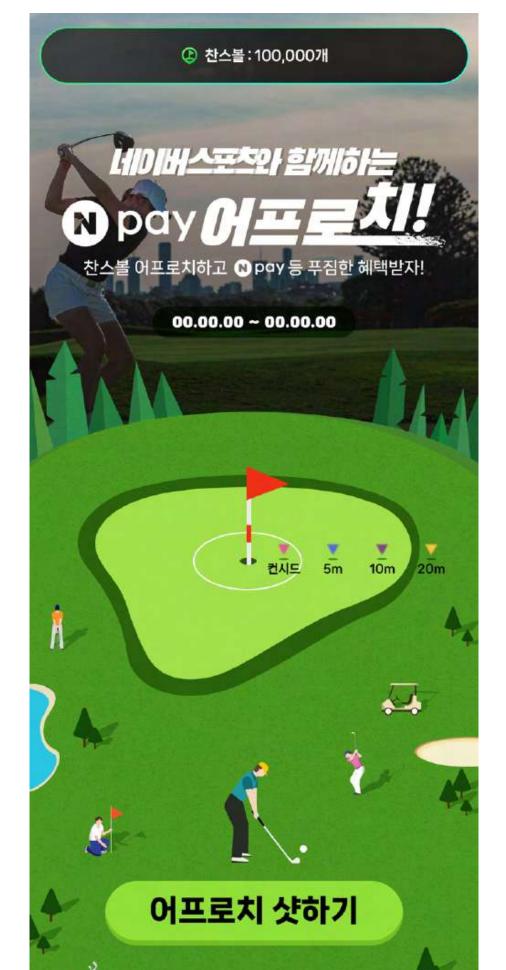




## Clients of varying industries and size are working with DPromotion

Every day, large-scale promotions are launched with DPromotion.

### NAVER







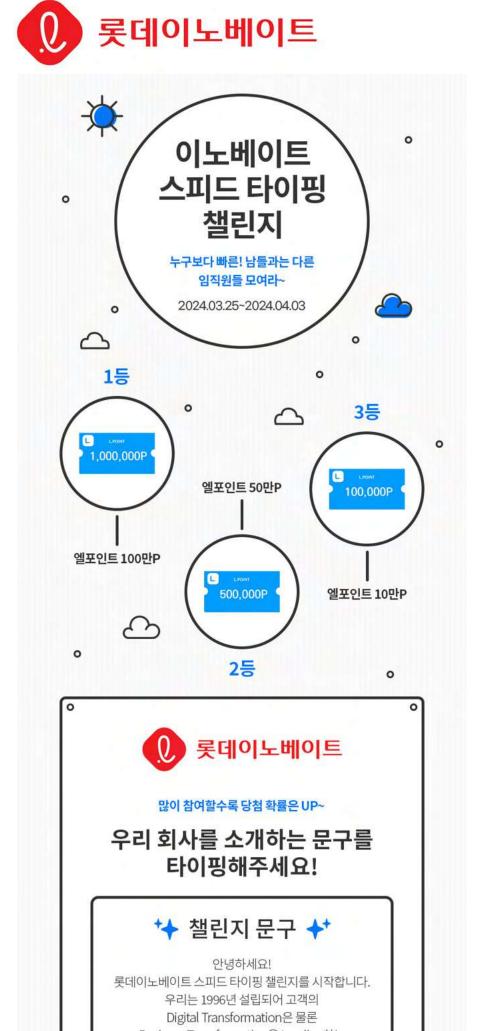
### **AMORE** PACIFIC







Every day, large-scale promotions are launched with DPromotion.







### kt alpha



이번도 받여 및 당첨자 전략, 경류 방송을 위해 개인장보가 수십시대 기인 방난 수십 및 이용 용약가 필요합니다.

용부된 게임정부를 입력하여 당첨자에게 연락이 불가능하거나 오염속되는 경우 문을 당당이 취소될 수 있습니다.

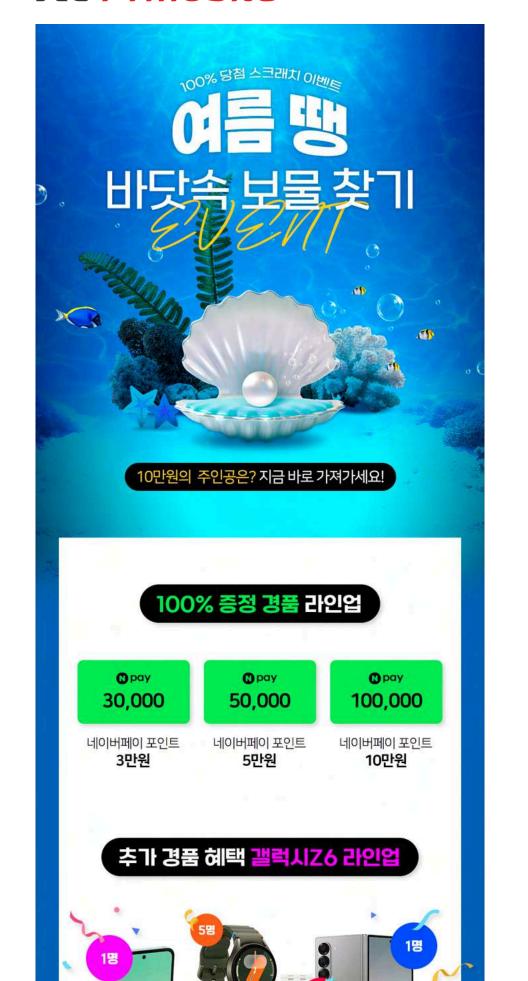
구매원로 물렛 이번의는 디센트가인나 하루 1이야시 골병 이센트 등의 거능합니다.

이번투대에서 가장 이번째 경돌 (대학생회에 1,000만)은 선칙소 500명까지 중합되어

선자는 하갑 때문에는 가입 환경자시도 경을 증정이 불기합니다.

Every day, large-scale promotions are launched with DPromotion.

### kt M mobile









Every day, large-scale promotions are launched with DPromotion.

### Samsung Store











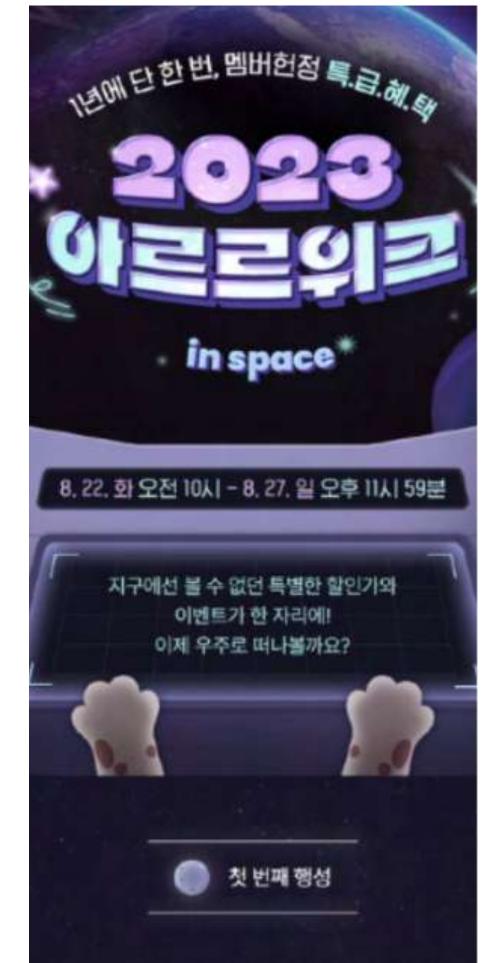
















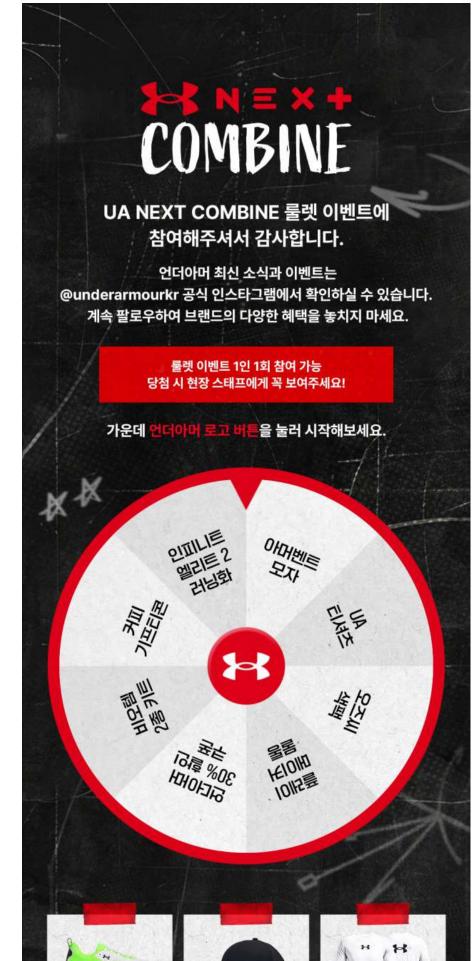






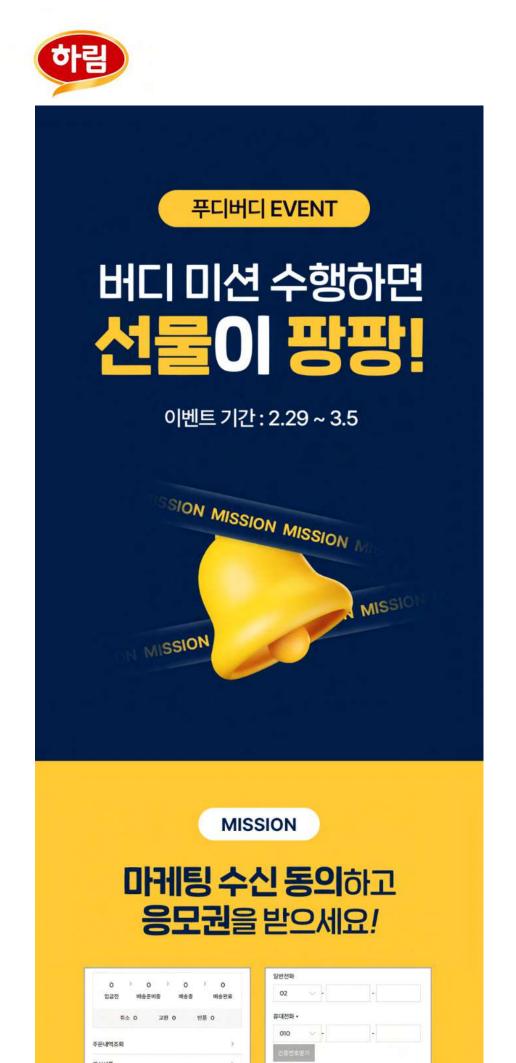












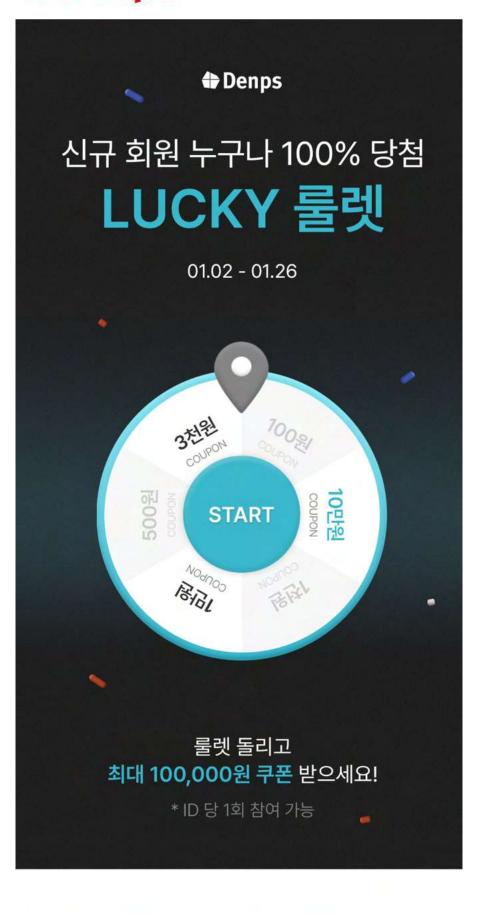


Every day, large-scale promotions are launched with DPromotion.

### Ameli







룰렛 이벤트 쿠폰 받는 방법

### DEWYTREE

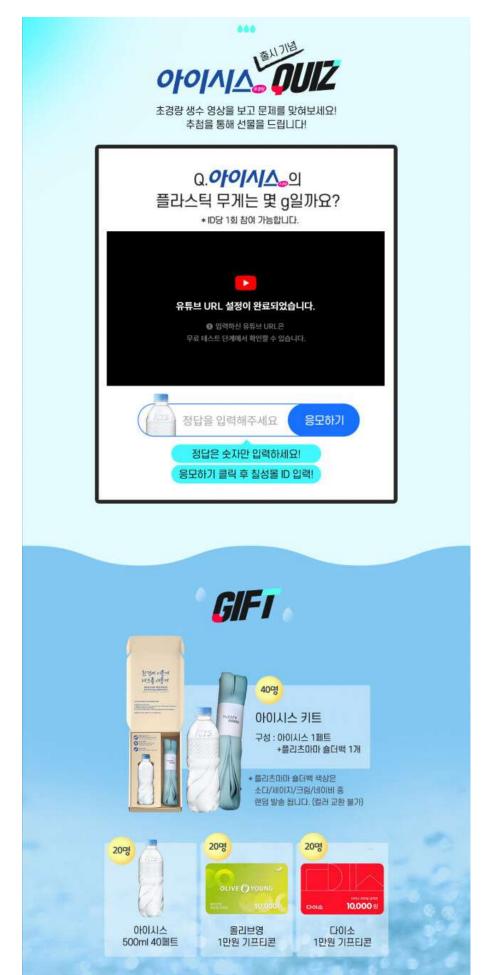


### TWO SLASH FOUR



















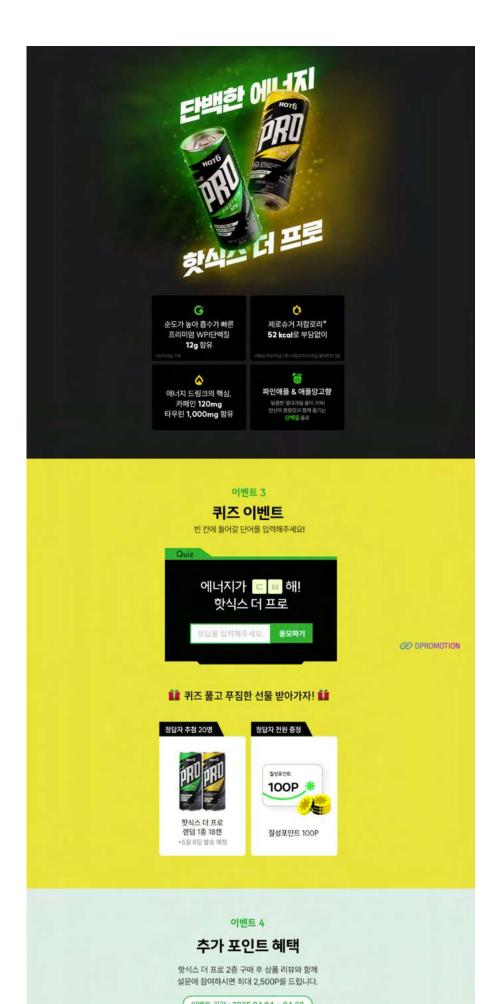






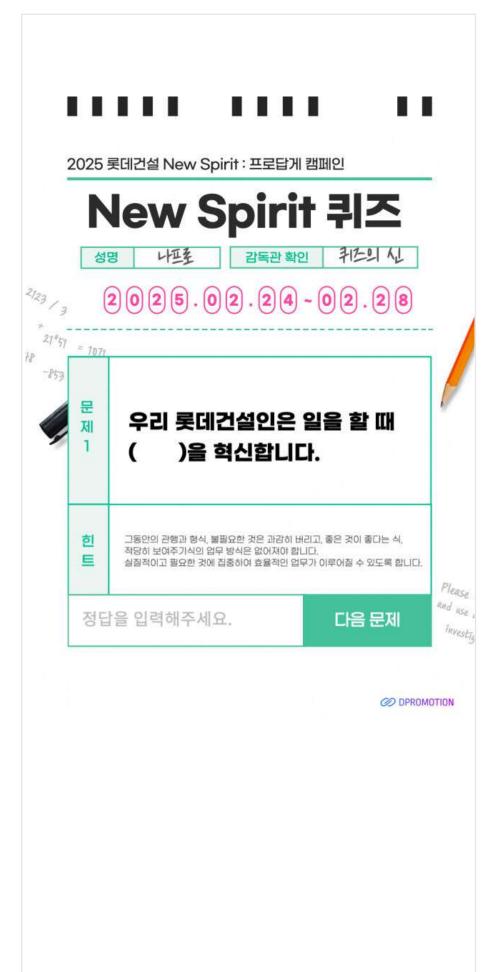


























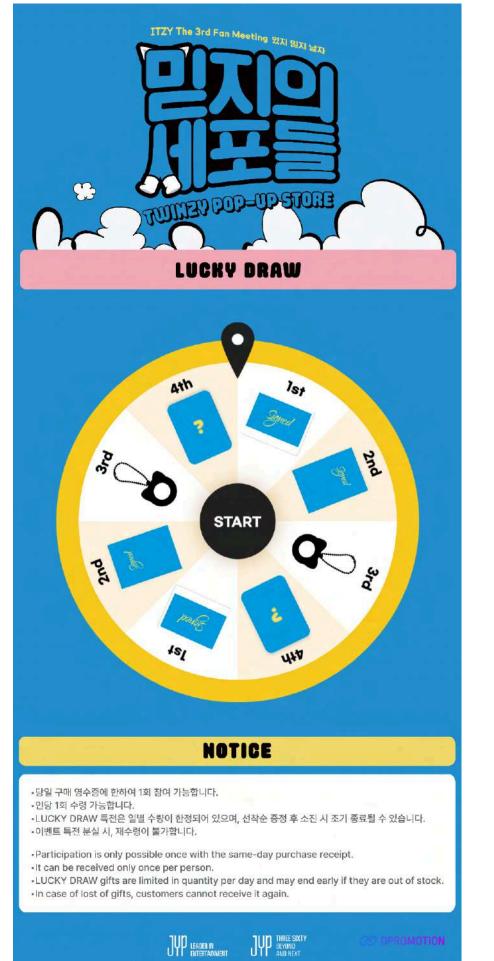
Every day, large-scale promotions are launched with DPromotion.

#### LIVART













Every day, large-scale promotions are launched with DPromotion.

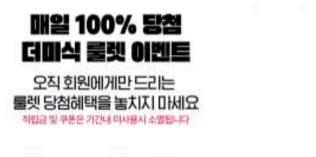




쿠폰의 자세한 사용 기준은 마이페이지 > 쿠폰함에서 확인 가능합니다.

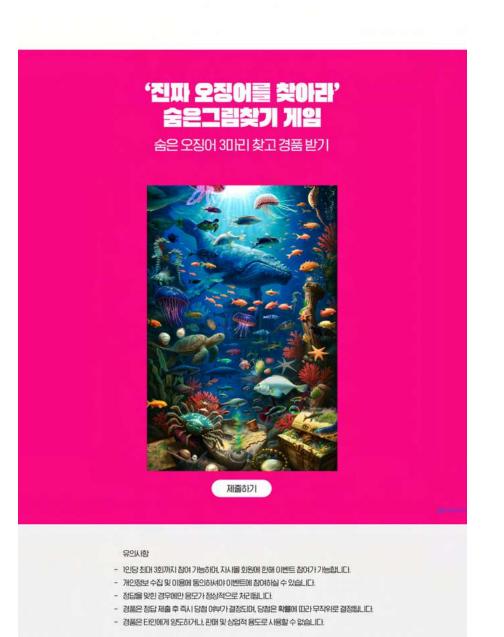














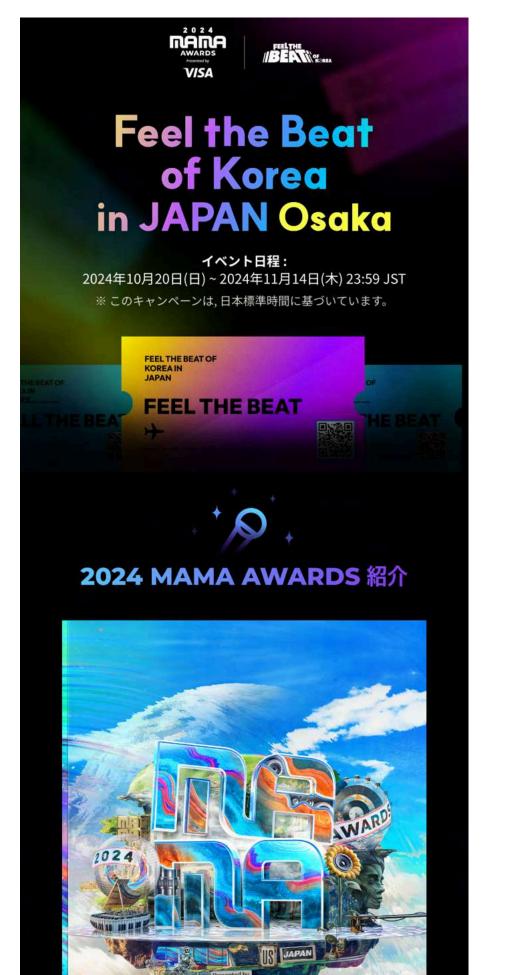




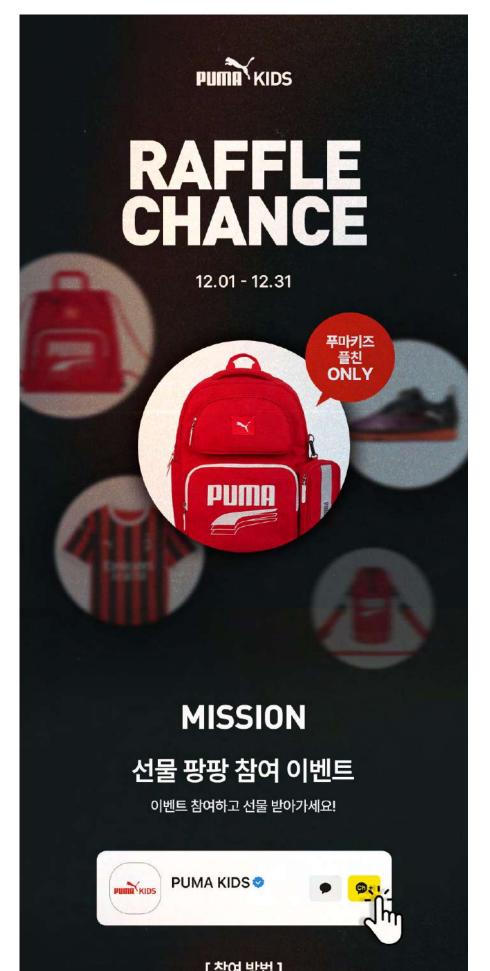




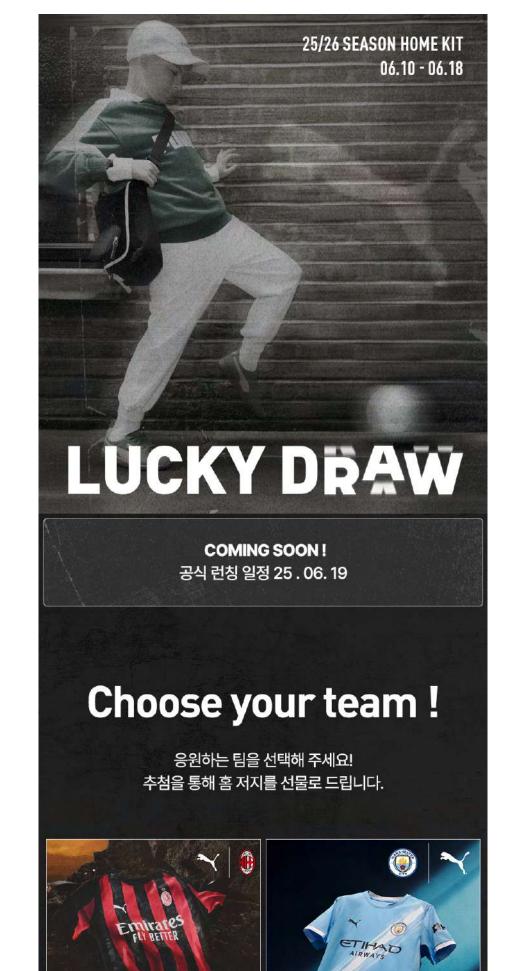


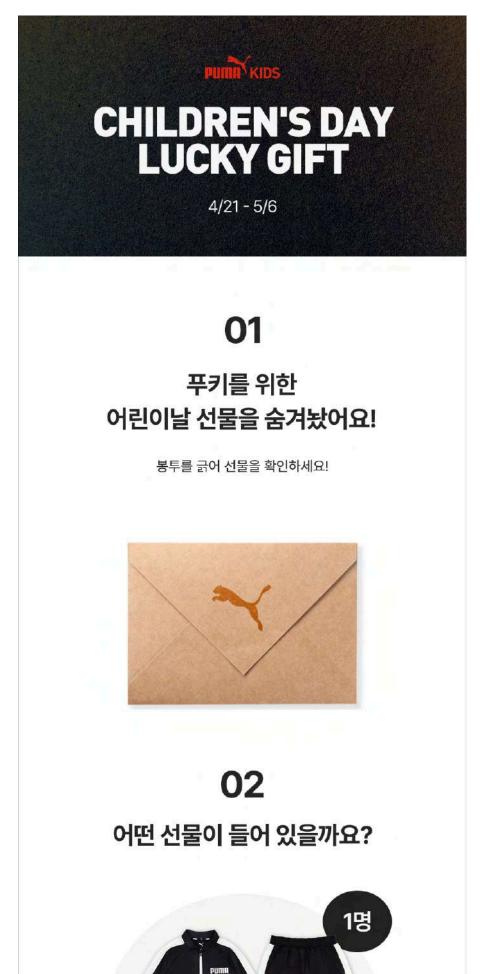




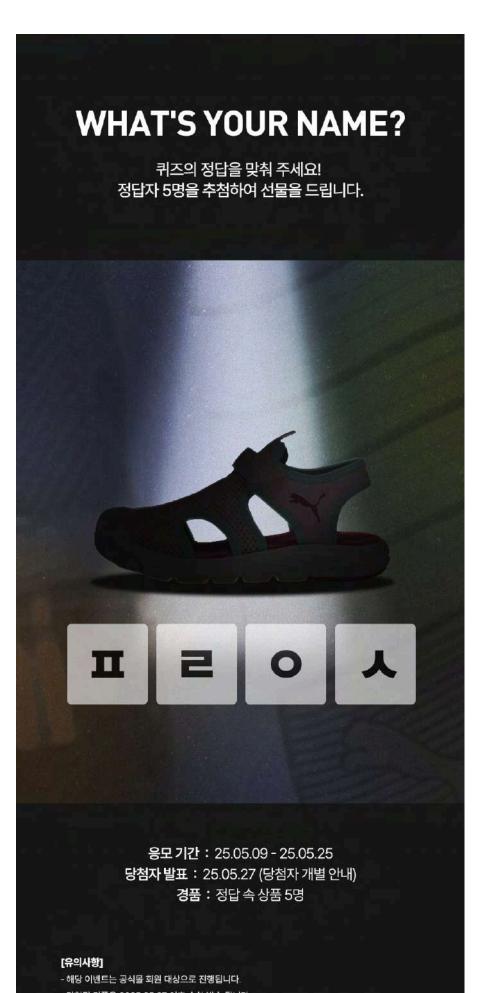












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MUSINSA TRADING













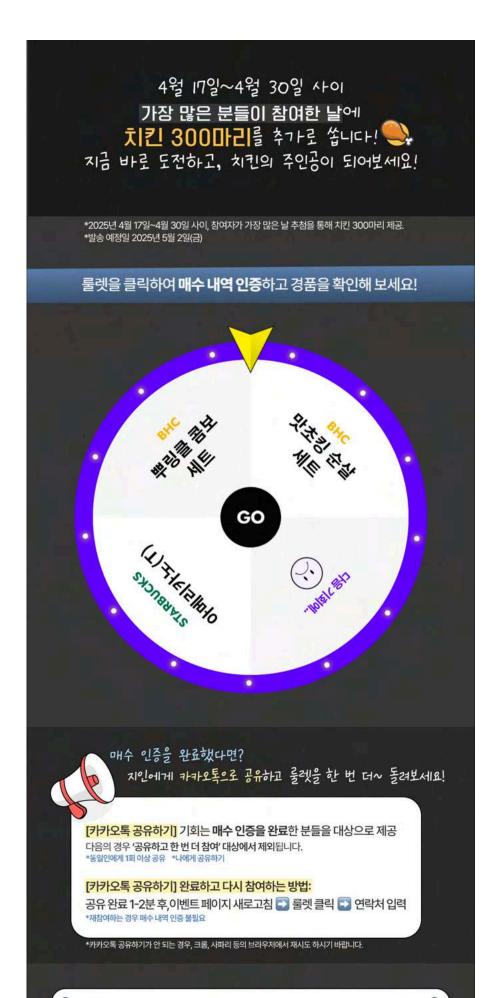
### Sul\*bing cafe



Every day, large-scale promotions are launched with DPromotion.

#### 한국투자 <sup>신탁운용</sup>





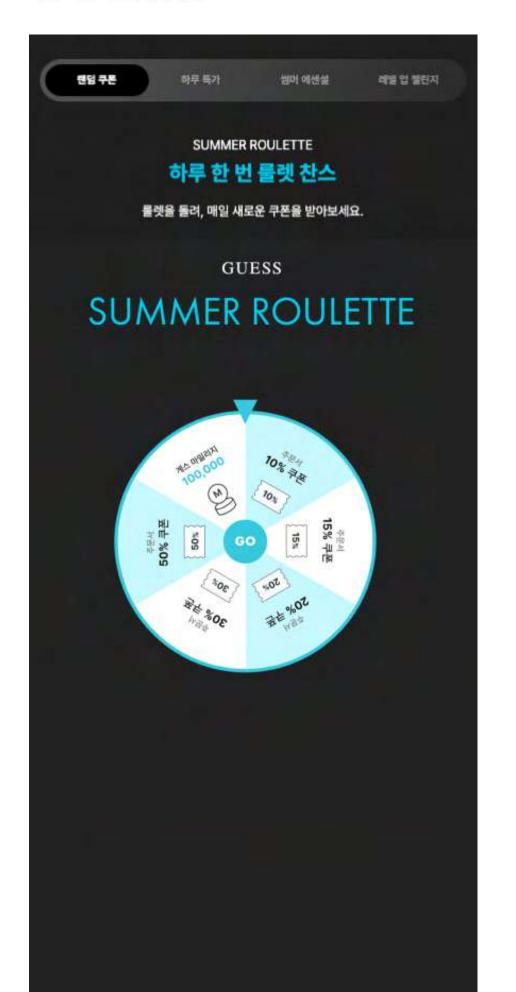






Every day, large-scale promotions are launched with DPromotion.

#### **GUESS**







#### 삼성자산운용



### ★ KB 자산운용



Every day, large-scale promotions are launched with DPromotion.

### NOL



공유해 주세요

내가 포착한 최고의 순간







### Thank you.

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