

Korean search. Local execution. Clear communication.

Marketing support for international brands on Naver Shopping,
Coupang and Naver Place.

lumiad1@naver.com · lumi-ad.kr/en/

A local team for your Korean channels

LUMIAD supports product and location visibility across Korean search and commerce channels.

We begin with your existing listings, goals and available data, then agree on the work and reporting.

Based in Yongin, South Korea · Business registration 499-02-03249

Working with us

- English communication by email
- A paid first month with a defined scope
- Weekly updates and monthly reporting
- Renewal by agreement and payment

Where your customers discover you

Naver Shopping

Product discovery and comparison in Naver's shopping environment.

Relevant when you have a Korean product listing or store.

Coupang

Product discovery inside a Korean commerce marketplace.

Relevant when your products are already listed on Coupang.

Naver Place

Local discovery for stores, venues and service locations.

Relevant when you operate a physical location in Korea.

We assess fit before proposing work. Legal entity setup, logistics and marketplace onboarding require a separately agreed scope.

Monthly support for product visibility

What we review

- Product and store URLs
- Target search terms and current visibility
- Listing content and available performance data

Suitable for brands with Korean listings or a confirmed launch plan.

What your scope specifies

- Products and keywords covered
- Campaign methods, activities and quantities
- Work logs and keyword monitoring
- Weekly updates and a monthly report

Review or reward campaigns, if proposed, are explicitly described. Paid media buying is a separate item when agreed.

A defined scope for existing products

Before we start

Share live product URLs, the categories you sell in, current challenges and available seller reports.

Identify who owns pricing, stock, fulfilment and seller-account decisions.

During the month

- Review selected products and keywords
- Deliver agreed campaign activities
- Track work and available search indicators
- Explain results and next-month priorities

The first month is paid. Product count, campaign quantities and additional costs are set out in the proposal.

Local visibility for your Korean location

Who it is for

Brands with a physical store, venue or service location in Korea and an existing Place listing.

What we need

The listing URL, location details, target services and the relevant permissions or reports.

What we agree on

- Locations and local keywords
- Listing review and campaign activities
- Evidence of completed work
- Search indicators and available inquiry data

Observed search rankings, customer inquiries and visits are different measures. We report only the data available for each.

Your first month with LUMIAD

Stage	LUMIAD	Your team
Brief & scope	Review fit, define tasks and fees	Share goals, URLs and available data
Agreement & payment	Issue agreement and invoice	Confirm scope, pay and supply materials
Execution	Deliver the agreed work; send weekly updates	Review requests and approve changes
Review & renewal	Send monthly report and next-month scope	Decide whether to renew

Start date is confirmed after payment and required materials. Renewal is discussed seven days before the current term ends. Work does not renew automatically.

A published Naver Shopping example

FOOD STORAGE CONTAINERS / NAVER SHOPPING

Published ranking: 296 → 9

The existing Korean portfolio describes a four-week operating period for this keyword.

English annotations: 시작 순위 = starting rank; 현재 순위 = reported current rank; 밀폐용기 = food storage containers; 4주 운영 = four weeks of operation.

Source: LUMIAD's existing portfolio graphic. Exact dates, raw exports and campaign activities are not included in that graphic. This is a historical company-reported example, not a verified sales result or a forecast.



Work completed. Results explained.

Weekly email

- Work completed and evidence links
- Changes observed in the agreed indicators
- Open questions and approvals needed
- Next week's planned work

Monthly report

- Baseline, current result and measurement dates
- Deliverables completed against the scope
- Data sources and measurement limits
- Next-month priorities and renewal decision

We distinguish observations from causes. Sales impact is reported only when supported by the relevant data. No ranking or sales guarantee is included.

Tell us about your brand

Share your website, current presence in Korea, product or location links, goals and monthly budget.

EMAIL

lumiad1@naver.com

INQUIRY

lumi-ad.kr/en/

Commercial starting point

One paid month · Payment before the start
USD quote by default · Quote valid for 14 days
Additional costs listed separately
Renewal requires your agreement and payment

We work in Korea Standard Time (UTC+9). Meetings can be arranged when needed.