

# Korean AI-based AdTech Company Fuels Growth via Hong Kong

Dable empowers advertisers and innovates Internet users' information search process with its leading personalised content recommendation technology.



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**Lim Jin Han**  
 General Manager, Taiwan/Hong Kong  
 Dable

The growth of digitalisation and new consumer patterns shaped by the global pandemic has created new marketing avenues. Established in Korea in 2015, Dable is an advertising technology (AdTech) company offering a global content discovery and native advertising platform. The company analyses the interests of website visitors by employing its novel big data processing and personalisation technology, and recommends engaging content for the users. Dable has experienced steady growth recently and launched its Hong Kong office in 2021 to consolidate its position in the Chinese language markets, thus furnishing Hong Kong's dynamic digital landscape and presence at the leading edge of world trends.

## Stepping Up in the Global AdTech Market through Hong Kong

According to Lim Jin Han, General Manager, Taiwan/Hong Kong of Dable, Hong Kong is an ideal business location for AdTech companies in Asia thanks to its critical role as an international hub to global brands, its advanced and well-developed infrastructure, and strategic location. He said, “We see a great potential of the Hong Kong market as local consumers are very digitally savvy, they are familiar with online search and have high acceptance of new technology. Inaugurating an office in Hong Kong, our agile and highly goal-driven Hong Kong team members have

perfected our experience and expertise in other markets. Thanks to their efforts, we have grown faster in global sales than we expected.”

Lim enthused over the business opportunities that Hong Kong can offer. He said, “Initially, we started the Hong Kong office to boost the advertisement for regional Chinese language markets, but as we developed, Hong Kong has grown beyond our expectation and lengthened our reach to Southeast Asia markets as well. Being in Hong Kong, we can readily connect with the whole of Asia and beyond, particularly the high-potential Mainland China economy.”

## Personalised Content Recommendation Powerhouse

With a mission to “connect users, media, and content”, Dable owns the world-leading content recommendation technology combining artificial intelligence (AI), machine learning, personalisation and big data processing. Lim said, “Our platform provides personalised content to website visitors and displays native advertisements in a design that blends in with the organic content, enabling a smooth flow of content and a pleasant online experience.” Lim added, “Dable's algorithms allow clients to have greater flexibility in what kind of personalised content they display. In addition, they facilitate media publishers to increase page views and generate higher revenue, and empower advertisers to discover new customer segments effectively by providing data-driven insights and

premium inventories.” Partnering with over 3,000 media worldwide, Dable gathers and analyses 28 billion media logs from 540 million unique users per month.

On the horizon and imminently, the company wishes to build a self-sustainable market by reinforcing and expanding its local media partnerships in Hong Kong as well as leveraging Hong Kong's geographical advantages in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) to provide more quality advertising inventories from Hong Kong and Mainland China to Southeast Asian clients who target Chinese-speaking audiences.

## Dable

- Headquartered in Seoul, the AdTech company currently has presence in 11 markets, including Korea, Japan, Hong Kong, Taiwan, Mainland China, Indonesia, Malaysia, Thailand, Vietnam, Singapore, and Australia
- Received US\$12 million in Series C funding in 2021

 [dable.io](https://dable.io)