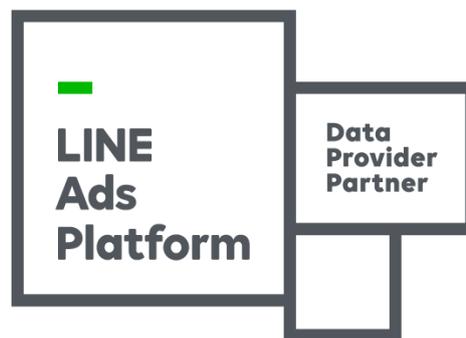


## **News Release**

D.A.Consortium Inc.

# **DAC's "AudienceOne<sup>®</sup>" certified as a "Data Provider Partner" under the "Marketing Partner Program" for "LINE Ads Platform", the performance-based ad platform**

**Tokyo, October 23, 2017** --- D.A.Consortium Inc. (DAC) announces that "AudienceOne<sup>®</sup>(\*1)", a DMP developed and provided by DAC, has been certified as a "Data Provider Partner" under the "Marketing Partner Program" operated by the LINE Corporation (LINE). The "Marketing Partner Program" certifies sales and development partners for the "LINE Ads Platform", a programmatic ad delivery platform targeting the LINE communication app and LINE-related services run by LINE.

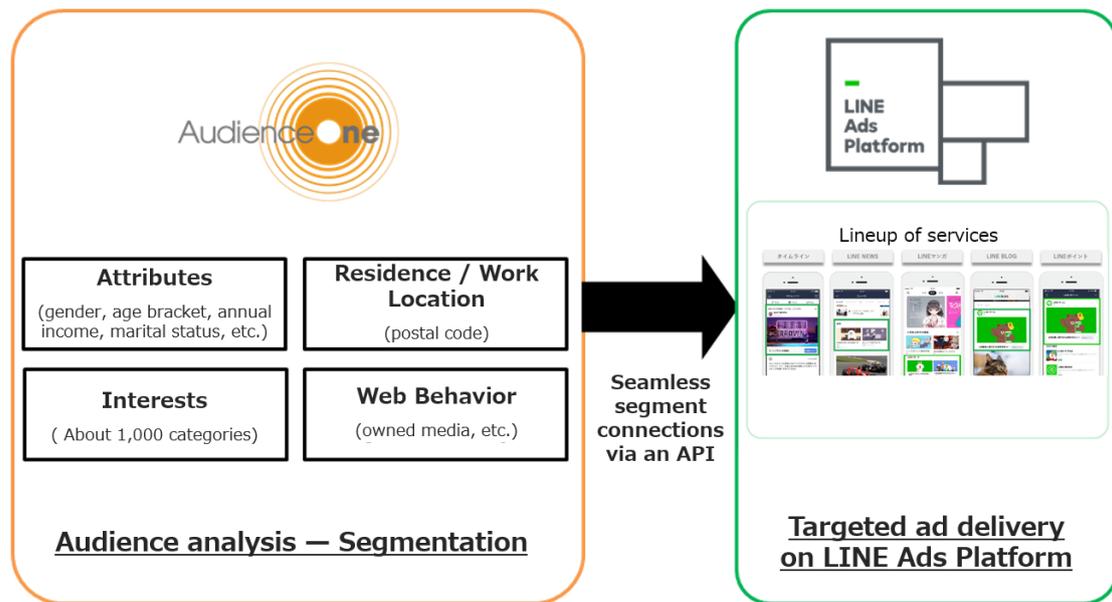


"Data Provider Partner" certification criteria include the amount of ad identifiers and other data the partner possesses, sales revenue from the data's application, and the number of clients who have adopted services provided by the partner. Certified partners benefit from coordinated delivery over LINE Ads Platform using their own data. (Please see the "Marketing Partner Program Overview" below for certification details.)

### **■ Using "AudienceOne<sup>®</sup>" on "LINE Ads Platform"**

Advertisers have been able to upload their own data (1<sup>st</sup> Party data) to "LINE Ads Platform" and deliver ads. With DAC becoming a certified "Data Provider Partner" however, advertisers adopting "AudienceOne<sup>®</sup>" can now access the 90 million mobile ad IDs (3<sup>rd</sup> Party data) on "AudienceOne<sup>®</sup>", together with their own data (1<sup>st</sup> Party data), and coordinate segments. Advertisers can also finely tune ad deliveries by analyzing audiences and creating segments in "AudienceOne<sup>®</sup>" and then seamlessly connect the segments as delivery targets on "LINE Ads Platform" via an API.

And by taking advantage of DAC's patented cross-device matching technology(\*2), advertisers can analyze audiences, with either cookies or mobile ad IDs, and link those audience segments to "LINE Ads Platform" as mobile ad IDs for delivering ads.



With this certification, DAC will continue support companies' marketing activities through further expanded and enhanced "AudienceOne<sup>®</sup>" functionality and original services applying its expansive data sets.

(\*1) AudienceOne is Japan's largest Data Management Platform (DMP) offered by DAC with 480M unique browser cookies and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users.

(\*2) See our news release of March 24, 2016, "DAC Offers a New Data-Analytics-Driven Cross-Device Service Using Patented Technology" (in Japanese). [https://www.dac.co.jp/press/2016/20160324\\_cross\\_device](https://www.dac.co.jp/press/2016/20160324_cross_device)

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※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.

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### ■ What is the LINE Ads Platform?

The LINE Ads Platform is a performance-based ad platform for services related to the LINE chat app operated by LINE Corporation. The service went into full-scale operation in June 2016 when it started distributing ads to LINE Timeline and LINE NEWS. Since its launch, it has been used by approximately 3,000 businesses and brands (as of the end of September 2017) and, in 2017, LINE MANGA was added as an ad space.

Advertisers use a special admin panel to set the details (including budget, time period, user attributes, and creatives) and make bids, and the LINE Ads Platform system chooses an ad and shows it to users. By switching to a performance-based ad system, many more businesses are now able to post ads, which they were previously unable to due to limitations on the numbers of slots, or for budgetary reasons. Further, since advertisers can monitor their ad displays, their effects, and other details as they operate their ads, they can conduct promotions with limited budgets and distribute ads to fit sales prospects, goal achievement rates, and more.

### ■ What is the Marketing Partner Program?

In its proactive efforts to further promote sales of the LINE Ads Platform as well as add and improve features, LINE Corporation has created a program that certifies and rewards advertising agencies and service developers under one of four categories: Sales Partner, Ad Tech Partner, Data Provider Partner, and Ads Measurement Partner.

### [ Marketing Partner Program Overview ]

#### ■ Sales Partner

Starting in April 2017, certifications are made under one of five ranks – Partner, Bronze, Silver, Gold, and Diamond – based on cumulative total revenues for the preceding half year. Based on their rank, certified partners are provided preferential access to new products, receive sales support, and other perks such as invitations to LINE-sponsored events.

#### ■ Ad Tech Partner

Companies that wish to be certified can submit an application, and are certified based on revenue generated via API, case studies of improved efficacy, implemented features, and other criteria. Certified partners are eligible to open more API accounts, given access to beta features (test features), and receive other benefits such as product development support.

#### ■ Data Provider Partner

Companies that wish to be certified can submit an application, and LINE determines whether the company is qualified based on the volume of their data, including ad identifiers, the revenue from using them, the number of clients which have implemented their service, and other criteria. Once certified, partners are able to use their own data to distribute ads on the LINE Ads Platform.

#### ■ Ads Measurement Partner

Ad measurement tool providers that wish to be certified can submit an application, and LINE determines whether the company is qualified based on the number of businesses or services that have implemented the tool, the LINE Ads Platform revenue coming through the tool, and other criteria. Once certified, partners gain the right to provide measurement data and ad effect measurement features on the LINE Ads Platform.

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