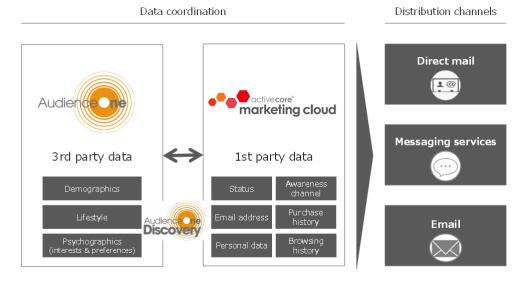D.A.Consortium Inc

activecore Inc.

DAC's "AudienceOne˝ to be coordinated with "activecore marketing cloud" from activecore

Tokyo, April 24, 2018 ---D.A.Consortium Inc. (DAC) is pleased to announce that its data management platform AudienceOne (*1) is to be coordinated with the marketing cloud solution activecore marketing cloud (*2) from Tokyo-based activecore Inc.

The AudienceOne data management platform (DMP) developed and offered by DAC is Japan's largest DMP. It contains 480 million unique browser cookies, 90 million mobile advertising IDs, and more than one trillion data points, which it analyzes to supply high-definition third-party data. Membership lists and other data collected by companies in house (namely first-party data) are not alone enough to enable effective communication with customers at the optimum moment, since only limited information is available for customer analysis. AudienceOne Discovery (*3), a service linking third-party data held by AudienceOne with a company's own first-party data and supplying it as a package, enhances and optimizes marketing communications by customizing outside data on such customer traits as interests and preferences to the company's needs, thus providing an in-depth picture of the customer. It also enables linkage with a multiplicity of other platforms and solutions, further enhancing the data's value.

The service activecore marketing cloud takes a customer-centric approach to integrating scattered corporate data, thus enabling companies to form a better picture of their customers and communicate with them one-to-one. By leveraging the audience data held by AudienceOne, corporate marketing people will now be able to make use of more than just their own company data when working in activecore marketing cloud; they will also have access to a wide range of data they are unable to collect themselves — on lifestyles, interests, and preferences, for example. That will empower them to understand their customers more deeply. It will also enable them to better time their one-to-one communications with customers and better craft their message. The coordination of the two services thus promises to help companies boost sales by enhancing their ability to optimize their target audience.

DAC will continue to assist companies in optimizing their marketing efforts by coordinating AudienceOne with more platforms and solutions as part of our AudienceOne Discovery service.

DAC and the DAC Group will continue to play a role in the ongoing evolution of the online advertising market by developing services and providing solutions in the digital marketing field.

(*1)   Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 90M mobile ad IDs 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)   An end-to-end cloud-based solution that integrates the entire process from customer-centric data analysis to recommendation and marketing automation using artificial intelligence (AI) and machine learning. It collects, stores, integrates, and extracts all forms of marketing data, including in-house enterprise data and online behavior logs as well as outside data. It supports business and sales activities by employing marketing automation technology to automate each action while using advertising, email, and direct mail coupled with sales force automation (SFA) to communicate with corporate users (B to B) and consumers (B to C).

(*3)   News release of Nov.16, 2017, "DAC inaugurates "AudienceOne Discovery", a service supplying corporate databases with data from the "AudienceOne" DMP"
https://www.dac.co.jp/english/press/2017/20171116_aone_discovery

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＜Corporate Information＞

■ **D.A.Consortium Inc.**   **http://www.dac.co.jp/english/**

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to empower the digital future of the world we live in, making it more dynamic while expanding its potential.

    Representative : Masaya Shimada, President & CEO
    Head Office   : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
    Established   : December 1996
    Business   : Online media transaction related business, Solution business, Ad Operations Business

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

■ **D.A.Consortium Holdings Inc.**   **https://www.dac-holdings.co.jp/english**

    Representative : Masaya Shimada, Representative Director & President
    Head Office   : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
    Established   : October 2016
    Listing Market : 2nd Section of Tokyo Stock Exchange（Stock code: 6534）

■ **activecore Inc.   https://www.activecore.jp**
activecore offers companies of all stripes unique solutions built around marketing technology and people with the skills to back it up. It applies artificial intelligence (AI), machine learning, and deep learning to analyzing customer behavior histories and automating recommendations.

Representative : Kenji Yamada, President and CEO
Head Office : 8th floor, Shinagawa KS Building, 2-4-15 Konan, Minato-ku, Tokyo
Established : February 2, 2005
Business : Supplying marketing cloud solutions using software developed in-house
(CRM/AI, machine learning, deep learning, recommendation engines, marketing automation, data visualization and analysis, consulting services)

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