

News Release

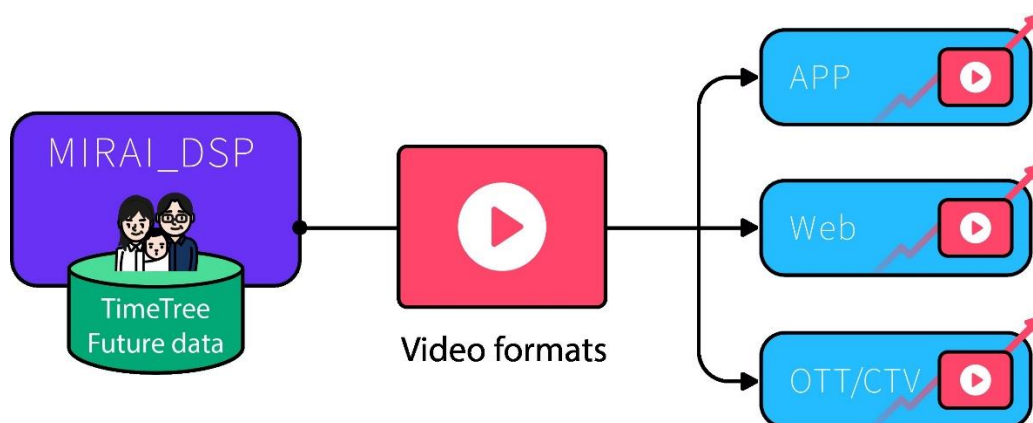
D.A.Consortium Inc.

TimeTree, Inc.

DAC and TimeTree verify effectiveness of video formats using “MIRAI_DSP”

~Brand lift survey confirms that purchase intent rises up to 1.6 times
compared to non-targeted ads~

Tokyo, January 30, 2024 --- D.A.Consortium Inc. (DAC) and TimeTree, Inc. (TimeTree) are proud to announce the results of tests to verify the effectiveness of video formats using MIRAI_DSP(*1), an ad delivery service that utilizes data from the calendar sharing app TimeTree(*2). Segmented deliveries using schedules, life events, and other “future data”(*3) of TimeTree registered users showed positive results in brand lift surveys compared to deliveries that do not use future data, verifying that even with video formats, MIRAI_DSP effectively delivers ads that leverage user moments, significantly contributing to client companies’ marketing efforts.



■ MIRAI_DSP

MIRAI_DSP is an ad delivery system jointly developed by TimeTree and DAC. Based on an algorithm that predicts user behavior and purchases, MIRAI_DSP generates segments for targeting that closely match the needs of *sei-katsu-sha* (a term the Hakuodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams). The algorithm utilizes not only past actual data but also future data, in other words, appointments and life events that TimeTree users have saved in their calendars, to predict future user behavior, such as when they might buy a product or use a service. Because this new system gives users valuable information related to their schedules at the optimal timing, advertisers can conduct effective marketing that reaches out to high-potential customers, thus providing benefits to both sides.

■ **Test summary**

Period: November 6~12, 2023 / November 22~28, 2023

Products: Music classes, restaurant chains

Process:

- ① TimeTree future data was linked with MIRAI_DSP
- ② Targeted ad delivery using segments based on future data / Non-targeted ad delivery
- ③ Brand lift survey measuring purchase intent, brand favorability, brand attachment, superiority over competitors, etc.
- ④ Comparison of brand lift survey (③) results

Results:

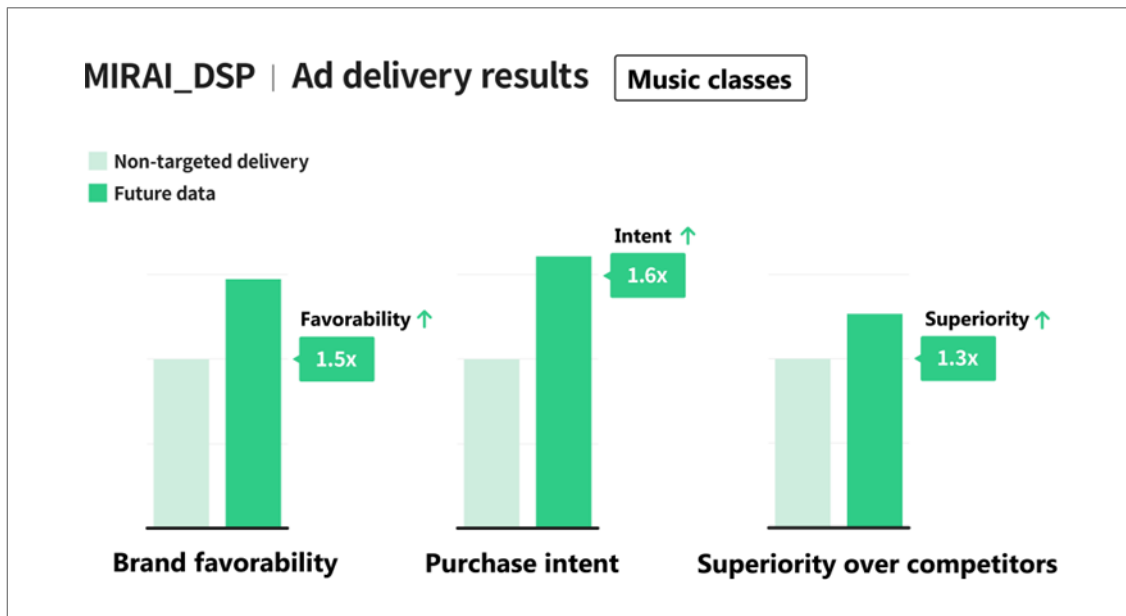
The following results of targeted segmentation using future data were achieved when compared with non-targeted ad deliveries:

Music classes: Brand favorability, 1.5 times; purchase intent, 1.6 times; Superiority over competitors, 1.3 times

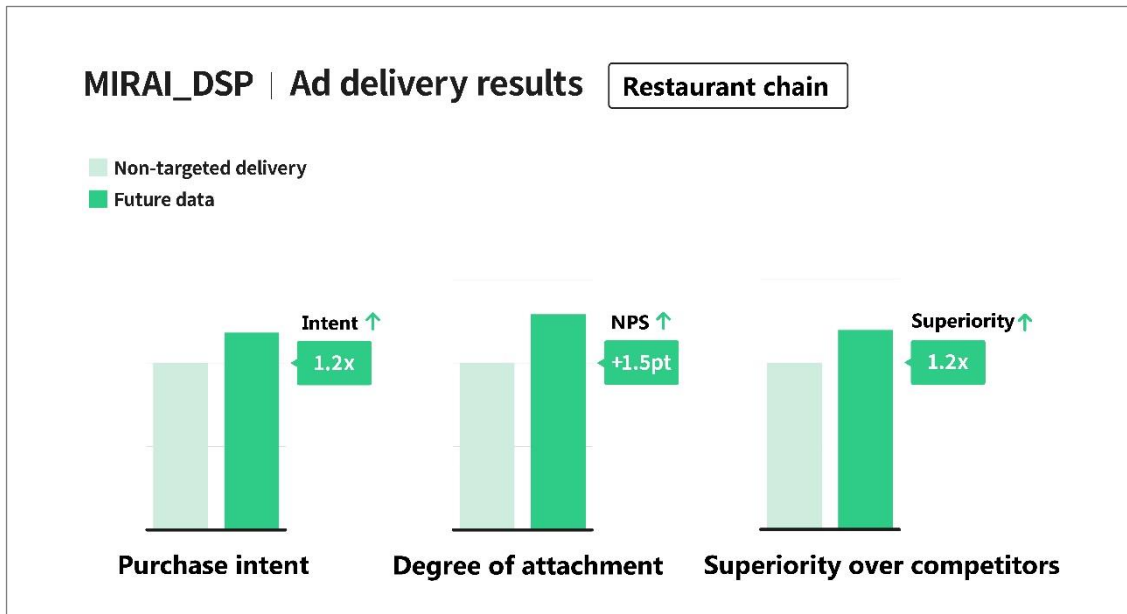
Restaurant chain: Purchase intent and superiority over competitors, 1.2 times each

Brand attachment rose 1.5 points as measured by NPS (net promoter score)

These results verify that ad deliveries utilizing future data are highly effective and even with video formats, MIRAI_DS is able to deliver ads that capture user moments to effectively reach out to potential target audiences and contribute to advertisers' marketing efforts.



Brand favorability was 1.5 times, purchase intent was 1.6 times, and superiority over competitors was 1.3 times higher than non-targeted ad deliveries.



Purchase intent and superiority over competitors were 1.2 times higher than non-targeted ad deliveries. Degree of attachment as measured by NPS rose 1.5 points.

With the aim to expand operations and evolve as Japan’s only future data ad platform, DAC and TimeTree will continue to promote post-cookie initiatives and enhance the accuracy of the MIRAI_DSP algorithm to provide ad deliveries that meet the needs of a variety of industries and business types.

(*1) News release of October 4, 2023: DAC and TimeTree introduce “MIRAI_DSP,” an ad delivery service that utilizes the calendar sharing app TimeTree

https://www.dac.co.jp/english/press/2023/20231004_miraidsp_tt

(*2) <https://timetreeapp.com/intl/en>

(*3) User-permitted data for utilization : <https://timetreeapp.com/intl/en/terms/privacy>

#####

<Corporate Information>

■ **D.A.Consortium Inc.**

<https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships with media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, “**Empowering the digital future**,” DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

Representative : Yuzo Tanaka,
Representative Director, President, CEO & CCO (Chief Compliance Officer)
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

■ **TimeTree, Inc.** <https://timetreeapp.com/intl/en/corporate>

TimeTree, Inc. develops and operates the calendar sharing application "TimeTree" with a mission, "Connecting your time with time-related information about people, events, services and various media content around you, so that you can make better choices for a better tomorrow".

Since "TimeTree" is designed to be shared with someone else, you can easily share your schedule with multiple people, such as family members, partners, hobby groups, colleagues and others, and can create multiple calendars for different purposes.

The service was first introduced on March 24, 2015, and has more than 50 million registered users globally as of September 2023. As a "wall calendar in your smartphone", "TimeTree" is widely used by users in their daily lives.

Representative : Yasuto Fukagawa, President & CEO
Head Office : Shinjuku Kokusai Building Annex 503, 6-6-3, Nishi-Shinjuku, Shinjuku-ku,
Tokyo
Established : September 1, 2014
Business : Development and operation of the calendar sharing app TimeTree

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

TimeTree, Inc.

Public Relations / E-mail : pr@timetreeapp.com