

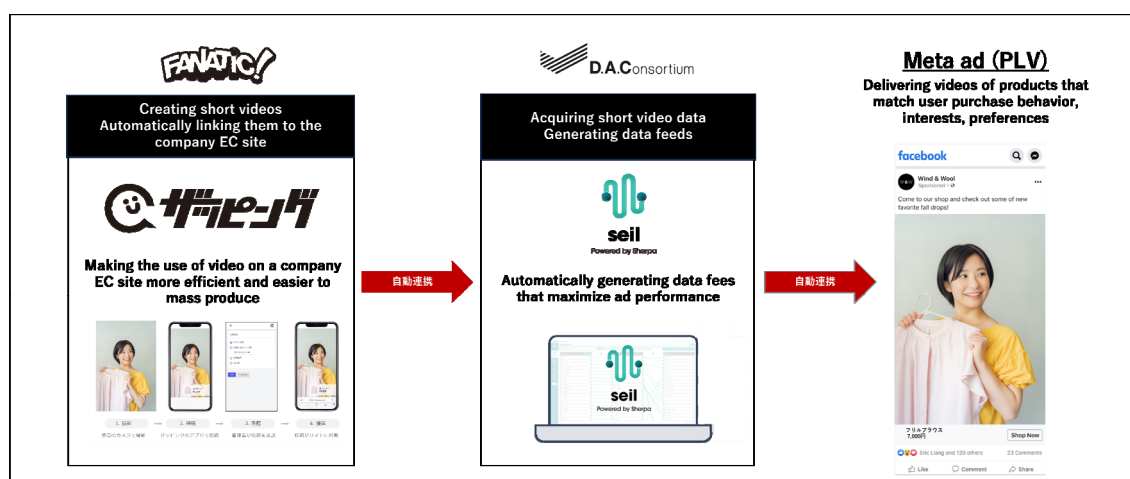
News Release

D.A. Consortium Inc.
Fanatic Inc.

DAC and Fanatic launch a service that automatically links short videos in a company's EC site to ads

~Will begin delivering product recommendation video content on Meta ads as a first step~

Tokyo, March 27, 2024 --- D.A. Consortium Inc. (DAC) is pleased to announce that it is working with Fanatic Inc. (Fanatic) to create a system that automatically links short videos on a company's EC site to ads. As a first step, the companies will begin delivering product recommendation video content on Meta ads.



Video content, especially on social networking and video platforms, is diversifying and enriching consumer shopping experiences and having a significant impact on online purchasing behavior. In response, Fanatic developed Xapping,^{*1} a service tool that enables the posting of short vertical videos with links to websites and online shopping sites. This facilitates the mass production of short vertical videos and the automatic linkage to a company's e-commerce site.

DAC's Cross Commerce Studio, a cross-company organization that supports commerce DX, uses the data feed management system Seil Powered by Sherpa (Seil), which supports Product Level Video (PLV) dynamic ad menus using Meta videos, to deliver video content in dynamic ads for e-commerce sales promotions.^{*2}

The new service links Xapping with Seil and enables short videos posted on a company's e-commerce site to appear in dynamic ads via Xapping, promoting more effective ads and higher sales.

■ Service characteristics

1. Superior ad performance that harnesses the strengths of Xapping and Seil

The data feed management system Seil links data from e-commerce sites and external tools to automatically generate PLV-specific data feeds (product catalogs)

for Meta dynamic ads. By automatically delivering product descriptions, tips on coordinating outfits, shop news and other short videos for PLVs through Xapping, companies can more naturally promote understanding about their brands and products to enhance performance. With the currently available Seil processing function, which increases site navigation rates about 150% and purchase rates about 120%, similarly positive effects can be expected.

2. **Improved efficiency with reduced work hours**

With Xapping and Seil, video assets are automatically linked to the Meta ad delivery platform. In addition, ad creative displayed during delivery is automatically optimized. This eliminates the need to manually link the initial ad or replace ad creative during delivery, significantly reducing work hours.

With Fanatic's full-funnel marketing support know-how and Seil's ability to link all types of media, we will strive to provide effective, efficient services for marketing initiatives that use short videos. For example, we hope to go beyond Meta and serve other media, such as Criteo and Google, if their platforms enable recommendation deliveries that use video. We also plan to expand our CRM initiatives by linking with LINE messaging.

DAC and Fanatic will continue to work with partner companies to provide our client companies multi-faceted, cross-organizational support.

(*1) <https://xapping.com/>

(*2) News release of January 24, 2024: DAC adds Meta's Product Level Video solution to its data feed management tool Seil
https://www.dac.co.jp/english/press/2024/20240124_ccs

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■ **CROSS COMMERCE Studio**

DAC's Cross Commerce Studio is a cross-organizational EC commerce support system that seamlessly integrates existing services, tools and solutions related to EC malls, the client company's own EC site and social commerce. By managing and advancing EC marketing initiatives, consulting across different areas of specialty, producing tools and providing other services, we support the optimization of our client companies' EC commerce marketing activities.



https://www.dac.co.jp/press/2022/20220510_ccs

■ **HAKUHODO EC+**

Hakuhodo EC+ is a cross-organizational EC project that brings together the knowledge and skills of various Hakuhodo DY Group and partner companies to promote value-creating DX in EC. By grasping emerging trends in commerce and the potential of new forms of EC, Hakuhodo EC+ provides full-funnel support for companies' marketing DX and business growth along all aspects of the EC value chain, from market analysis, problem identification, strategy formation and systems development to EC site construction, CRM implementation, new customer acquisition, fulfillment

and contact center management. HakuHodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by 12 HakuHodo Group companies that develops new online and offline purchasing experiences for sei-katsu-sha, a term HakuHodo uses to denote people with lives, aspirations and dreams, not simply “consumers.”



<https://www.hakuhodo.co.jp/ecplus>



ショップマーケティンゲイニシアティブ

<https://smi-wow.jp/>

<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

■ Fanatic Inc. <https://ecfanatic.com/>

With the aim to recreate the energy and excitement of shopping even in a digital world, transform EC into entertainment commerce, and provide services that produce results, are easy to implement and low cost, Fanatic offers Xapping, a video-based customer relations tool and WazzUp!, an automatic delivery system for LINE. Utilizing the experience of our representative director Daisuke Noda, a former editor of a fashion magazine, Fanatic also operates Mimic, a web media that looks back on street fashion of the 90s.

Representative : Daisuke Noda,CEO
Head Office : Nanpeidai Asia Mansion 606, 4-8 Nanpeidai-cho, Shibuya-ku, Tokyo
Established : August 2016
Business : Development of online shopping sites; development and sales of online-shopping-related services; operation of online shopping sites; agency operations; implementation of various types of systems; implementation support; product planning and development

For inquiries regarding this News Release

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