

News Release

D.A.Consortium Inc.

Giken Shoji International Co., Ltd.

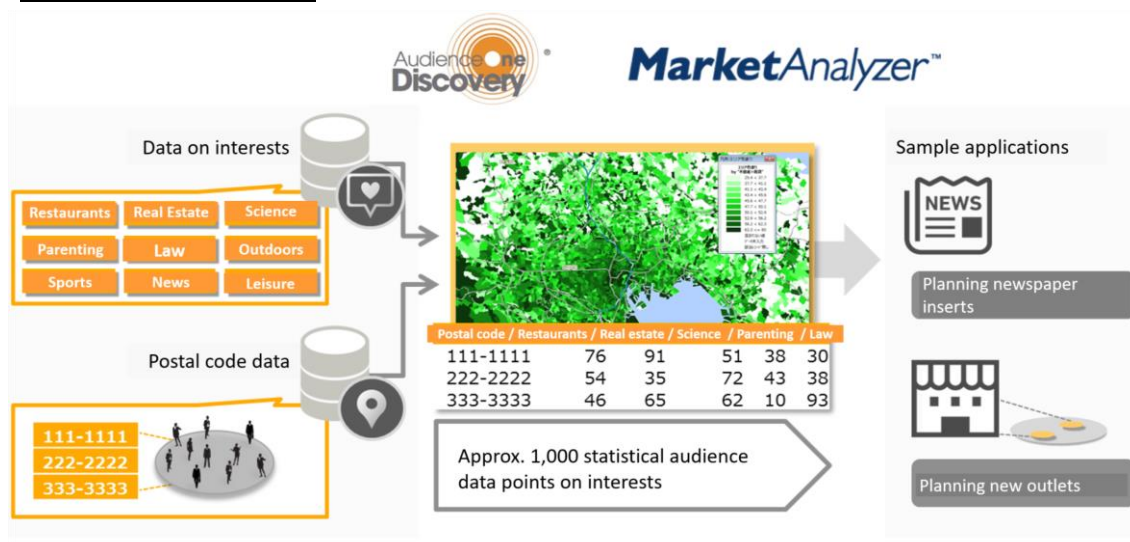
DAC's "AudienceOne Discovery" expands online statistical data on interests for use in local area marketing

Profiling data capturing local market features to be enhanced with GSI's trade area analysis tool "MarketAnalyzer™"

Tokyo, November 21, 2017 --- D.A.Consortium Inc. (DAC) and Nagoya-based Giken Shoji International Co., Ltd. (GSI) are pleased to announce that AudienceOne Discovery (*1), the data provision model of DAC's data management platform (DMP) AudienceOne®(*2), will now offer expanded statistical data that leverages online audience data on interests for use in local area marketing. The data will be supplied to advertisers and agencies.

Adopting this data using GSI's trade area analysis tool MarketAnalyzer™(*3) will make it possible to conduct unprecedented local area marketing by leveraging extensive, up-to-date data on interests.

How the service works



When conducting local area marketing, more and more companies these days not only make use of data from the national census and other large-scale surveys containing statistics on sex and age; they also undertake individual studies to gather information on tastes and preferences. Individual studies, however, have shortcomings in terms of data volume: the information collected is not comprehensive owing to the limited number of questions asked, and the size of the sample available for analysis is small. A further concern is that such studies are confined to local area analysis at the municipal level. There is, moreover, the problem of staying up to date: users' interests are fickle, and research must be conducted repeatedly in order to gather the latest information.

To solve these problems, DAC has developed statistical data on interests guaranteed to be both adequate in data size and up to date. This has been accomplished by combining technology that uses a customized algorithm to identify residents by postal code with data on interests obtained through analysis of users' online behavior.

Coordinating that statistical data with GSI's trade area analysis tool MarketAnalyzer™ will make it possible to enhance area profiling data that captures local market features. For example, in-depth analytics can be performed by collating all the statistical data held by MarketAnalyzer™ with data on user preferences gleaned through online behavior. Thus advertisers and agencies that previously handled offline media like newspaper inserts and unaddressed direct mail will now be able to run more effective local area marketing campaigns built around users' online behavior.

DAC will continue to work actively on developing and strengthening solutions that harness big data in order to create the right conditions for effective communication between companies and people.

- (*1) DAC's AudienceOne Discovery is a service that supplies audience data held by the data management platform (DMP) AudienceOne® to the client's corporate database.
News release of November 16, 2017, "DAC inaugurates AudienceOne Discovery, a service supplying corporate databases with data from the AudienceOne® DMP"
https://www.dac.co.jp/press/2017/20171116_aone_discovery
 - (*2) AudienceOne® is 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.
 - (*3) GSI's trade area analysis tool MarketAnalyzer™ is the first geographic information system (GIS) for local area marketing that comes standard with local area statistical data and geodemographic data (area segmentation data) matching postal code boundaries. This specialized GIS for local area marketing and trade area analytics, which enables sophisticated exploratory analysis, has been adopted by over 2,000 companies in Japan. It offers many advantages: for example, resident profiling data, which makes it possible to determine resident attribute clusters by area, can be used to instantly assess market volumes and target audience distribution in a store's trade area by superimposing statistical data about population, households, consumption, and income on a map.
- * DAC does not retain the personal information linked with the data collected.
* See further the news release of May 26, 2016, "DAC Starts Offering Ads Precisely Targeting Residential Areas" (in Japanese)
http://www.dac.co.jp/press/2016/20160526_postnumber

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<Corporate Information>

- D.A.Consortium Inc. <https://www.dac.co.jp/>
 - Representative : Masaya Shimada, President&CEO
 - Head Office : Yebisu GardenPlace Tower 33F, 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.

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 - Representative : Masaya Shimada, Representative Director & President
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 - Established : December, 2016
 - Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

- Giken Shoji International Co., Ltd. <https://www.giken.co.jp/>
 - Representative : Tomomi Kojima, President&CEO
 - Head Office : GSI Bldg. 2-30 Chikara-machi, Higashi-ku, Nagoya, Aichi
 - Established : January, 1976
 - Business :
 - GIS (geographic information system) solutions for area marketing
 - Census/trade area data and industry-specific databases
 - Marketing support and consulting services based on census/trade area data and industry-specific databases
 - Marketing analysis platform for information providing and sharing
 - Marketing indexes and trade area analysis reports in China

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