

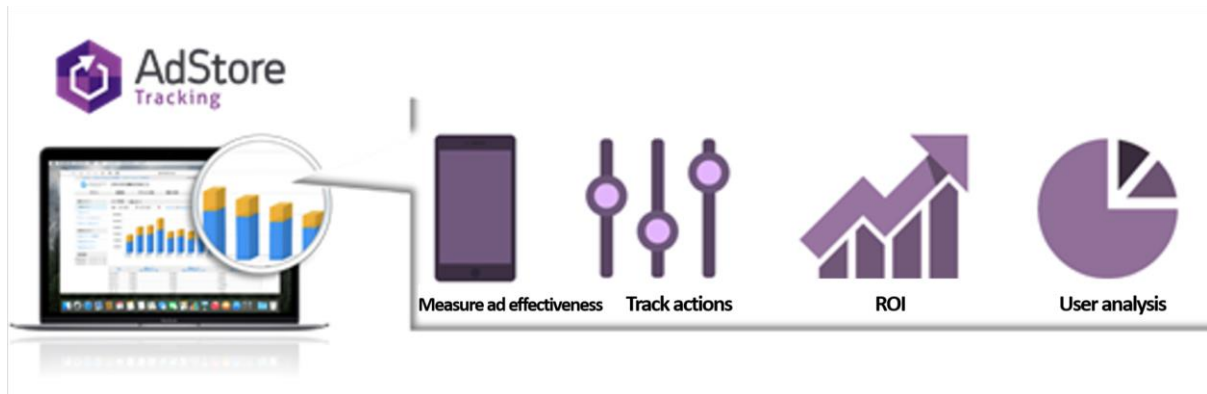
News Release

D.A.Consortium Inc.

DAC selected as **a Twitter Mobile App Conversion Tracking (MACT) partner** **Adinnovation's "AdStore Tracking" for smartphones now measures ad** **effectiveness on Twitter**

Tokyo, November 21, 2017 --- D.A.Consortium Inc. (DAC) is pleased to announce that AdStore Tracking (*1), an ad effectiveness measurement tool for smartphones offered by DAC Group company Adinnovation Inc., has been certified as a Twitter Mobile App Conversion Tracking (MACT) partner and now measures ad effectiveness on Twitter.

Companies that have already installed AdStore Tracking will now be able to track events like app installs, app opens (retention), and conversions in Mobile App Promotion (MAP) (*2), an app ad product for smartphones offered worldwide by Twitter.



■ Features of AdStore Tracking

AdStore Tracking, an ASP service offered by Adinnovation, is a set of advertising effectiveness metrics and analytics for many different types of smartphone ads and ad networks. It can measure conversions from ad networks and affiliate ads, track specific in-app actions, and gauge ad spend effectiveness and retention without the need to configure multiple SDKs. It thus enables comprehensive management and analysis of promotions.

■ Future development

DAC will continue working hard to help advertisers and agencies meet their manifold challenges by delivering the solutions they need to expand smartphone-based advertising promotions and optimize ad effectiveness.

- (*1) AdStore Tracking, an ASP service offered by Adinnovation, is a set of advertising effectiveness metrics and analytics for many different types of smartphone ads and ad networks. It can measure conversions from ad networks and affiliate ads, track specific in-app actions, and gauge ad spend effectiveness and retention without the need to configure multiple SDKs. It thus enables comprehensive management and analysis of promotions.
- (*2) Mobile App Promotion (MAP) is a system that uses Twitter's existing targeting features, such as interests, keywords, and custom audiences, to reach the right users and persuade them to install your mobile app.

#####

<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.

- D.A.Consortium Holdings Inc. <https://www.dac-holdings.co.jp/>
 - Representative : Masaya Shimada, Representative Director & President
 - Head Office : Yebisu GardenPlace Tower 33F, 4-20-3, Ebisu, Shibuya-ku, Tokyo
 - Established : December 2016
 - Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

For inquiries regarding this News Release:

D.A.Consortium Inc.

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