

## News Release

D.A.Consortium Inc.

Marketo K.K.

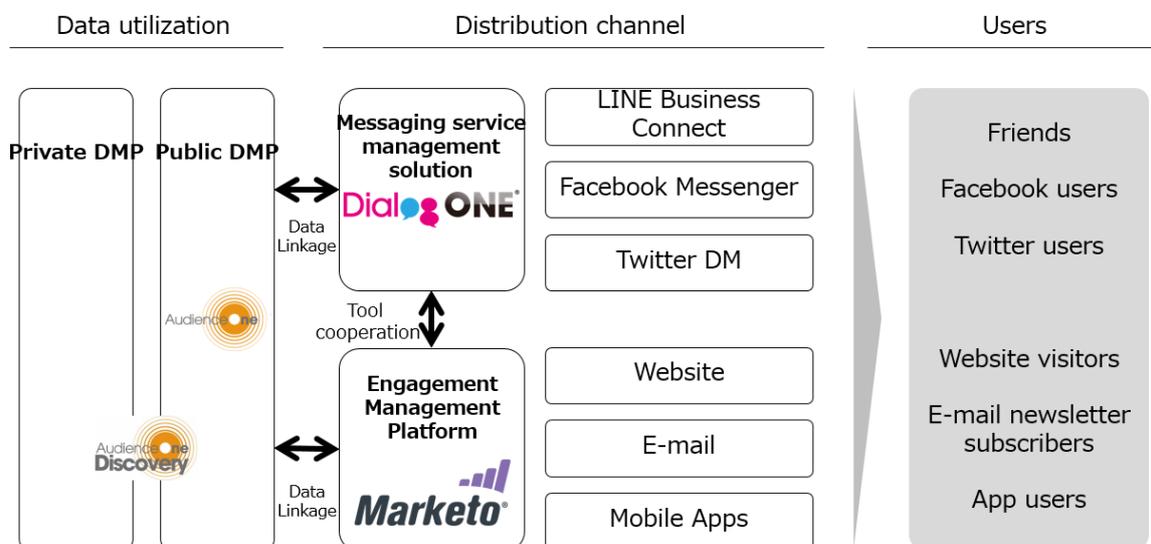
# DAC's messaging service management solution "DialogOne®" links up with Marketo's engagement marketing platform "Marketo®"

**Tokyo, March 28, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce its collaboration with Marketo K.K. (Marketo) to provide new services that link DAC's messaging service management solution DialogOne® (\*1) with Marketo's engagement marketing platform Marketo® (\*2).

Regardless of location or channel, *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives) seek to gather information that is personalized and provides a consistent customer experience across all aspects of their interaction with a company. To increase engagement with each and every customer, companies must use messaging functions, such as LINE Business Connect, Facebook Messenger, Twitter Direct Message and others. Given these circumstances, DAC and Marketo have decided to link DialogOne®, one of Japan's most frequently distributed messaging service management solutions, with Marketo®, an engagement marketing platform that is being used by over 6,000 companies in 39 countries worldwide. This coordination will enable messages to be distributed using SNS chatbots, providing a new form of marketing automation engagement aimed at current customers.

### ■ Collaboration overview

For companies seeking SNS marketing automation, Marketo will support the implementation of Marketo® while DAC will link Marketo® with DialogOne® and DAC's DMP AudienceOne (\*3) data to provide each customer with targeted messages through LINE Business Connect, Facebook Messenger and Twitter Direct Message.



DAC and Marketo will continue to collaborate to improve services by enhancing DialogOne® features and its interconnectivity with Marketo® and by aggressively developing and providing digital marketing solutions that visualize *sei-katsu-sha* needs. DAC and Marketo will strive to support customer success through customer engagement initiatives that maximize LTV (Life Time Value).

- (\*1) DialogOne® is a messaging service management solution developed by DAC that has received LINE Biz-Solutions Partner Program's highest Sales Partner Diamond ranking in the LINE Biz Account category. In addition to LINE Business Connect, it is linked with chatbot functions for Facebook Messenger, Twitter Direct Message and others. <http://dialogone.jp/>
- (\*2) Marketo® is an engagement marketing platform for companies of all sizes and industries that delivers both analog and digital targeted messages at the optimal timing through channels best suited to each customer. Through individual customer engagement, this platform enables marketers to overcome such challenges as establishing the brand, raising profitability and measuring effect. <https://jp.marketo.com/>
- (※3) 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.

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#### <Corporate Information>

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

- Marketo K.K. <https://au.marketo.com/>  
Representative : Yasutaka Fukuda, President  
Head Office : Roppongi Hills Mori Tower 34F, 6-10-1, Minato-ku, Tokyo  
Established : November 2013  
Business : Engagement management platform providing, Customer success support

#### For inquiries regarding this News Release:

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail: [ir\\_inf@dac.co.jp](mailto:ir_inf@dac.co.jp)

Marketo K.K.

PR / Email : [japanpr@marketo.com](mailto:japanpr@marketo.com)