

DAC and LiveRamp collaborate to enhance "AudienceOne" data infrastructure and promote ID integrated marketing

Tokyo, July 18, 2018 --- D.A.Consortium Inc. (DAC) is pleased to announce that it will begin utilizing Acxiom Japan's LiveRamp to create integrated omnichannel ID data of its data management platform (DMP) AudienceOne(*1) and enhance AudienceOne's data infrastructure.

Through AudienceOne, one of Japan's largest DMP, DAC collaborates with a number of companies in optimizing the quality, quantity and range of both online and offline data to support client companies' data-driven marketing. LiveRamp is a high-quality, high-precision ID integration solution utilized by a diverse range of global brands. It owns one of the world's largest identity graphs and, has a matching environment with world-class-level security and privacy protection backed by a specialized data control team. In addition, LiveRamp enables a high level of more than 95%(*2) offline/online ID and customer data matching for marketing that reflects an in-depth understanding of customers at numerous touch points.

Overview

In the past, marketing data from browsers, apps, POS data and other contact points was independent and formed silos. This meant that the same customer across several different contact points would be recognized as different persons, thus creating a challenge for implementing appropriate communication.

With LiveRamp, AudienceOne's data is now ID integrated to realize one of Japan's largest DMP with omnichannel ID(*3). This significantly increases data precision and makes much clearer the characteristics of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives) for high-quality, high-precision ID integrated marketing in Japan.

**One of Japan's largest
DMP**



480 million monthly UB cookie data
More than 90 million mobile ad ID
sei-katsu-sha data

**World's largest
database**



**2.5 billion global
consumer insight**
※ U.S., 220 million; Japan, undisclosed



1) A customer approach that links offline/online data

A client company's offline customer lists, such as those from direct mail, are converted to online segment data to be used for online advertising and other forms of customer communication that links offline and online data.

2) Richer customer databases and enhanced customer understanding

Customer data owned by a company can be integrated with AudienceOne's diverse information about online attributes, hobbies and diversions. With a deeper understanding of customers regarding their web-based activities beyond the client company's services, this integration allows superior customer analysis and improved customer engagement strategies.

Future developments

Through its collaboration with LiveRamp, DAC will work quickly to further enhance its strict adherence to the Personal Information Protection Act and other Japanese laws and regulations, as well as to GDPR and other global rules. Furthermore, DAC will support the optimization of client companies' marketing activities to contribute to the ongoing evolution of the online advertising market.

(*1) 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. <https://solutions.dac.co.jp/audienceone>

(*2) LiveRamp's ID matching accuracy based on ComScore's panel data of 12 million users.

(*3) As ID integration is based on LiveRamp's omnichannel ID, DAC does not maintain personal information.

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<About LiveRamp>

LiveRamp provides a digital marketing ID integration and omnichannel marketing platform for advertisers and ad agencies. Its IdentityLink service transforms a client company's technology platform into an improved, more people-based marketing channel so that customers can better connect with the brands and products they prefer. LiveRamp is an Acxiom company (NASDAQ: ACXM) that delivers privacy-safe solutions to market and honors the best practices of leading associations, including the Digital Advertising Alliance's (DAA) ICON, App Choices programs and others. For details, please refer to www.LiveRamp.com

<Corporate Information>

■ D.A.Consortium Inc.

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

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to empower the digital future of the world we live in, making it more dynamic while expanding its potential.

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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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Empowering the digital future