

## DAC's "DialogOne®" collaborates with BrainPad's MA "Probance"

**Tokyo, July 26, 2018** --- D.A. Consortium Inc. (DAC) is pleased to announce its collaboration with BrainPad Inc. (BrainPad) to link DAC's messaging management solution DialogOne® (\*1) with BrainPad's B2C marketing automation platform Probance.

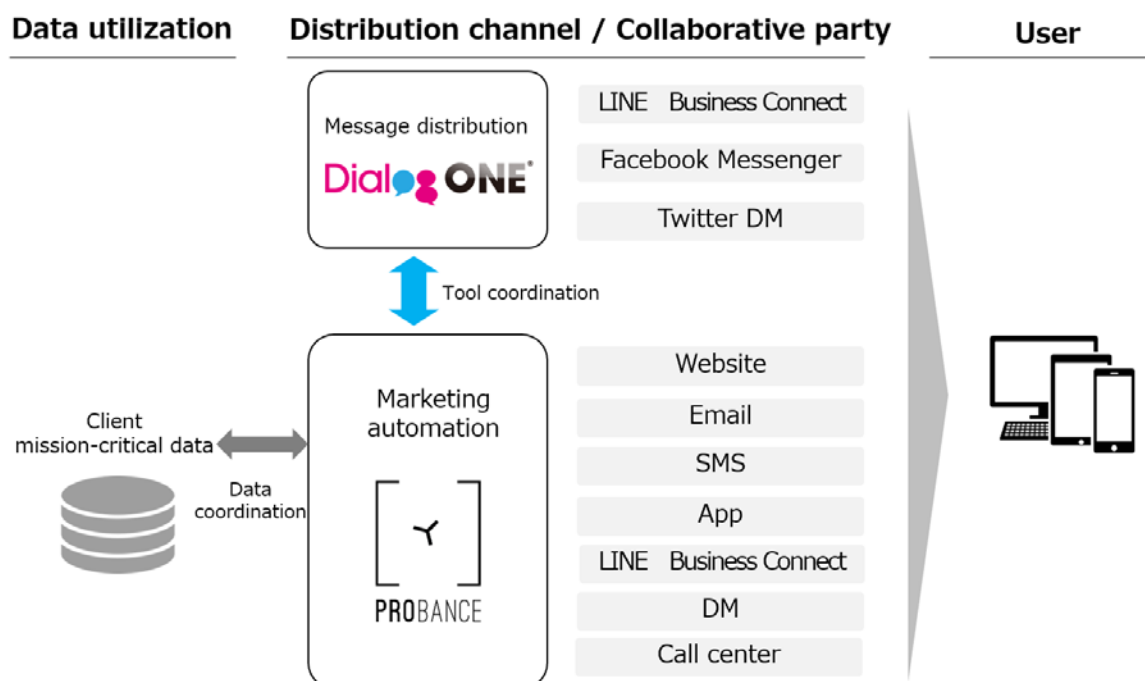
### ■ Collaboration overview

Dialog One is a messaging management solution developed by DAC that distributes messages most appropriate to each user by consolidating an advertiser's customer information with information from LINE Business Connect(\*2), Facebook Messenger and other accounts.

Probance is a B2C SaaS marketing automation platform developed by the French company Probance and operated domestically by BrainPad, the exclusive agent in Japan. It comprehensively manages as a set the "who, when, what and how" of a campaign and personalizes messages based on various customer factors to maximize LTV (Life Time Value).

With this recent collaboration, communication will no longer be limited to customers who are registered as members. Customer reach will be significantly expanded to include potential customers (non-members) based on "LINE Official Account". In addition, based on Probance's differentiation of content according to "who, when, what and how," messages will be separated and distributed through DialogOne® to enable messaging that is appropriate according to behavior and questionnaire responses.

This collaborative solution has already been implemented by a major manufacturer. Through LINE, DAC and BrainPad will continue to support optimized one-to-one communication between companies and users.



## ■ Future Outlook

DialogOne<sup>®</sup> is working to support corporate marketing efforts by continuing to expand its functions, such as with the addition of a conversation function using artificial intelligence, a tie-up with a marketing promotion platform for smartphones, and collaborative arrangements with various tools and solutions. DAC will strive to make DialogOne<sup>®</sup> a leading messaging management solution by actively enhancing its functions to provide high-quality one-to-one communication.

(\*1) DialogOne<sup>®</sup> is a messaging management solution compatible with LINE Business Connect and Facebook Messenger. It enables advertisers to make more effective use of their social accounts by combining the customer information in their possession with social account information. That makes it possible to communicate one-to-one with individual users by delivering personalized messages.

<https://solutions.dac.co.jp/dialogone>

(\*2) A service of LINE Corporation offering account features to businesses over an API, along with the ability to customize them. Using LINE Business Connect, companies can do more than simply send out one-way messages to LINE users as with a conventional official corporate account; they can also target specific users with more personalized messages. Further, with the user's consent, LINE Business Connect can, by syncing a company's LINE account with its existing database or in-house systems, be turned into a customer relationship management (CRM) tool and business solution that is much more than just a messaging tool. (LINE Corporation does not retain corporate customer data linked to LINE accounts.)

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### <About BrainPad Inc.> <http://www.brainpad.co.jp/>

Representative : Seinosuke Sato, CEO/Co-Founder  
Head Office : Shirokanedai Building 3F, 3-2-10, Shirokanedai, Minato-ku, Tokyo  
Established : March 2004  
Business : Prediction / Analytics Services, System Integration, Digital Marketing Services

### <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.

Representative : Masaya Shimada, President & CEO  
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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.

#### ■ D.A.Consortium Holdings Inc. <https://www.dac-holdings.co.jp/english>

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Established : October 2016  
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

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