

News Release

D.A. Consortium Inc.
 Blogwatcher, Inc.

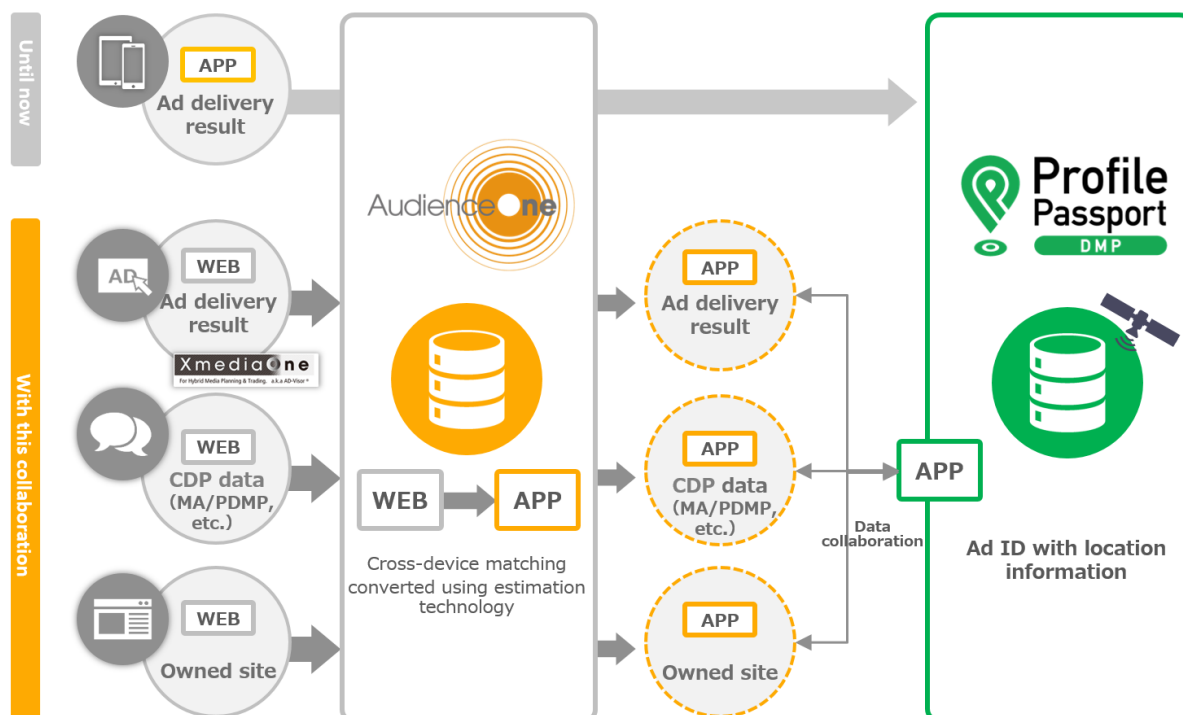
DAC's "AudienceOne" begins tie-up with Blogwatcher's "Profile Passport DMP" ~For location information across devices~

Tokyo, July 31, 2018 --- D.A. Consortium Inc. (DAC) and Blogwatcher, Inc. are pleased to announce that they will begin a tie-up between DAC's data management platform (DMP) AudienceOne(*1) and Blogwatcher's Profile Passport DMP(*2) to provide location-based information services across different devices. With this collaboration, location information collected from smart device apps, such as store visits, will be available for companies to support client companies' web-browser based marketing activities

AudienceOne, developed and provided by DAC, is one of Japan's largest DMP with a huge volume of data related to its 480 million monthly unique browser cookies, 90 million mobile ad IDs, and more than 1 trillion data points, which it analyzes to provide high-definition third-party data. Blogwatcher's Profile Passport DMP is a platform that accumulates, analyzes and utilizes location information data specifically from smartphones.

Up until now, it was difficult for companies to engage in marketing initiatives that linked user location information data obtained from apps with customer data (CDP data) obtained from cookie-based marketing automation (MA) tools, the company's private DMP and other sources.

With this collaboration, AudienceOne's cross-device data, converted using DAC's patented technology(*3), will be brought together with Profile Passport DMP's location information data, one of largest in Japan, to offer companies a more in-depth understanding of its customers for optimal communication planning.



Specifically, the collaboration will involve the following initiatives:

1) Offline CV measurements regardless of ad touchpoint

By utilizing the effect measurement (tracking) function of DAC's comprehensive platform XmediaOne[®](*4), it will be possible to determine whether users who viewed app-based or Web browser ads actually visited a store. In addition, whether an ad had the effect of attracting a user to the store can be verified and evaluated by type of ad and creative.

2) Visualization of customer behavior

Utilizing AudienceOne Discovery(*5), AudienceOne can be linked and coordinated with a company's private DMP and MA tools to visualize customer behavior, such as a user's frequency in visiting a company's store or particular location.

3) Location information analysis report

A report will be provided that analyzes customer data of those who access a company's website and that provides characteristics and other information about users who visit or do not visit a store.

The effect measurement (tracking) function of XmediaOne[®] is certified by the IAB Tech Lab Measurement Compliance Program of IAB Tech Lab(*6), an international research and development consortium. With a measurement system that has been verified and certified by a third-party organization, this function measures the number of IVT (Invalid Traffic) eliminated impressions and clicks as well as viewability. This enables reliable measurements of ad effect on a wide range of ad platforms and can be utilized with AudienceOne's targeted advertising.

With this collaboration, both companies will reinforce their support of corporate marketing activities that use cross-device location information. Furthermore, DAC will support the optimization of client companies' marketing activities and customer relations to contribute to the ongoing evolution of the online advertising market.

- (*1) 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) A platform that accumulates, analyzes and utilizes GPS location information and other data from smartphone devices where the user has downloaded an affiliated app and given permission to access location information and other data.
<https://www.blogwatcher.co.jp/service/profile-passport/profile-passport-dmp/>
- (*3) Patent No.5891331: Information processor, information processing method and program
March 24, 2016, press release: DAC begins offering a new cross-device service using patented data analysis technology https://www.dac.co.jp/press/2016/20160324_cross_device (in Japanese)
- (*4) An integrated platform supporting hybrid media planning for guaranteed ads and programmatic ads. It is linked to other platforms such as AudienceOne and has an effect measurement (tracking) function.
- (*5) A service supplying audience data held by the data management platform (DMP) AudienceOne(*1) to corporate databases of client firms.
- (*6) IAB Tech Lab was established by Interactive Advertising Bureau (IAB), an interactive advertising industry trade organization in the United States. As an international research and development consortium, it promotes the establishment and implementation of global technology standards in digital media and the digital advertising industry. Comprised of advertiser companies, advertising agencies, media companies, technology vendors and other global companies representing the digital marketing field, IAB Tech Lab seeks to resolve digital advertising and digital marketing issues and promote technological transformation of the industry through discussion and debate of common challenges and the sharing of knowledge.

<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
Head Office : Yebisu Garden Place Tower, 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/english>

Representative : Masaya Shimada, Representative Director & President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2016
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

■ Blogwatcher, Inc. <https://www.blogwatcher.co.jp/>

Representative : Yohei Toda, President
Head Office : PMO Nihonbashi Kayabacho, 3-11-10, Nihonbashi Kayabacho, Chuo-ku, Tokyo
Established : April 2007
Business : "Profile Passport" business, which develops and provides a variety of services utilizing location information data and a long tail SEO "Keyword Match" business, which auto-generates landing pages according to search words

For inquiries regarding this News Release

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