![D.A.Consortium logo]

News Release

D.A.Consortium Inc.

DAC's "DialogOne®" links up with Tealium
～for real-time delivery of messages triggered by user action～

Tokyo, November 14, 2018 --- D.A.Consortium Inc. (DAC) is pleased to announce its collaboration with Tealium Inc. (Tealium) to link DAC's messaging management solution DialogOne®(*1) with Tealium's real-time customer data orchestration solution, Tealium Universal Data Hub (Tealium UDH). With this collaboration, messages triggered by user action can be delivered in real time via LINE, Facebook Messenger and other services to realize more effective communication.
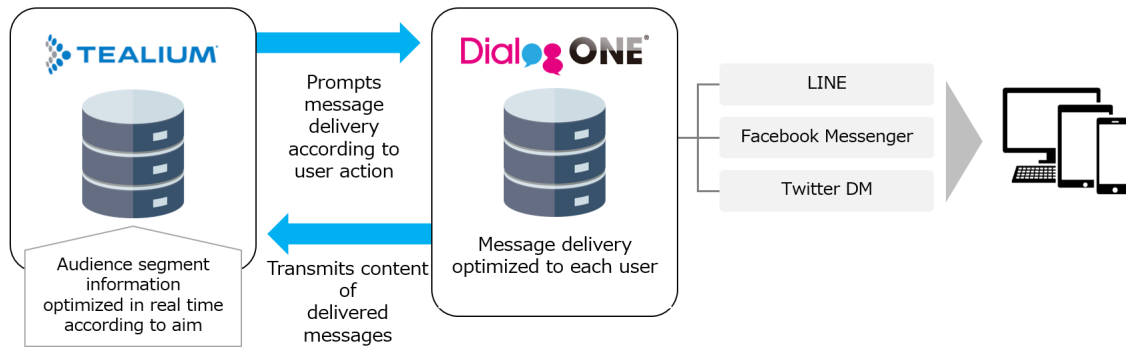
■Collaboration overview
DAC's DialogOne® is a solution that consolidates an advertiser's customer information with LINE and Facebook Messenger account information to deliver messages most appropriate to the user.

Tealium UDH instantaneously utilizes customer data to create meaningful and highly relevant customer experiences that meet the needs of this new era of real-time customer engagement and marketing. It supports companies around the world and can be linked with more than 1,000 marketing tools and service vendors globally. It collects and integrates customer data from each vendor, and then delivers actionable data to enable companies to seamlessly communicate with users with relevant contents.

Up until now, delivering messages using DialogOne® required coordinating user IDs managed by a company's owned site, registering users to be targeted as one segment and then delivering them in one batch. As a result, there was often a time lag between user action and message delivery.

With this collaboration, companies that have embedded the Tealium tag on their owned site can deliver user-action-based messages without having to go through the step of registering segments on DialogOne® first. Messages can be delivered automatically to targeted users who fulfill certain action segment (badge) criteria specified on Tealium, for example, users who revisit a site, left a site more than an hour ago or request information (CV: conversion). With this, messages are delivered when a user takes an action prescribed on the badge for real-time communication that matches the user's situation.

■Future outlook

DAC has been Tealium's sales representative in Japan ever since Tealium first began offering its services in Japan in 2016 (*2). DAC has supported corporate marketing activities through its services and with DialogOne®, is continuing to expand functions, such as with a conversation function using artificial intelligence, an alliance with a smartphone sales promotion platform, and collaborative arrangements with various tools and solutions.

DAC will continue to reinforce its ties with partner companies, actively expand DialogOne® functions and enhance its solutions to support corporate marketing activities.

(*1) DialogOne® 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.

(*2) News release of July 4, 2016: DAC forms a business collaboration with Tealium, a real-time customer data platform provider～for seamless data integration with DAC's DMP, "AudienceOne"～
https://www.dac.co.jp/press/2016/20160704_tealium (in Japanese)

#####

＜Tealium＞ https://tealium.com/ja/

Tealium revolutionizes today's digital businesses with a universal approach to customer data orchestration – spanning web, mobile, offline and Internet of Things devices. With the power to unify customer data into a single source of truth, Tealium offers a turnkey integration ecosystem supporting more than 1,000 client-side and server-side vendors and technologies. The Tealium Universal Data Hub encompasses tag management, API hub, customer data platform, and data management solutions that enable organizations to leverage real-time data to create richer, more personalized digital experiences across every team, technology, and customer touchpoint.

Representative	:	Jeff Lunsford, CEO
Head Office	:	San Diego, California, USA
Established	:	March 2008
Business	:	Marketing software including tag management system, API hub, customer data platform and data management solutions.
Clinents	:	Cathay Pacific Airways, Domino's Pizza, HanesBrands, Kimberly-Clark Corp., Lamps Plus, Lincoln Financial Group, Party City, Univision, Vizio

＜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.AConsortium

- **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

For inquiries regarding this News Release
D.A.Consortium Inc.
Corporate Strategy Group Public Relations / E-mail: ir_inf@dac.co.jp