

## **News Release**

D.A.Consortium Inc.

Torchlight Inc.

# **Torchlight's "Sherpa for Feed" feed ad platform accommodates LINE Ads Platform's "LINE Dynamic Ads"**

**Tokyo, November 29, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce that Sherpa for Feed, a data feed production and management platform offered by its consolidated subsidiary Torchlight Inc. (Torchlight) will now accommodate LINE Dynamic Ads on LINE Ads Platform (\*1), a performance-based ad delivery platform provided by LINE Corporation (LINE).

With Sherpa for Feed, advertiser companies can utilize unique functions, optimize ads and enhance data feed efficiency for ads delivered on LINE Ads Platform.



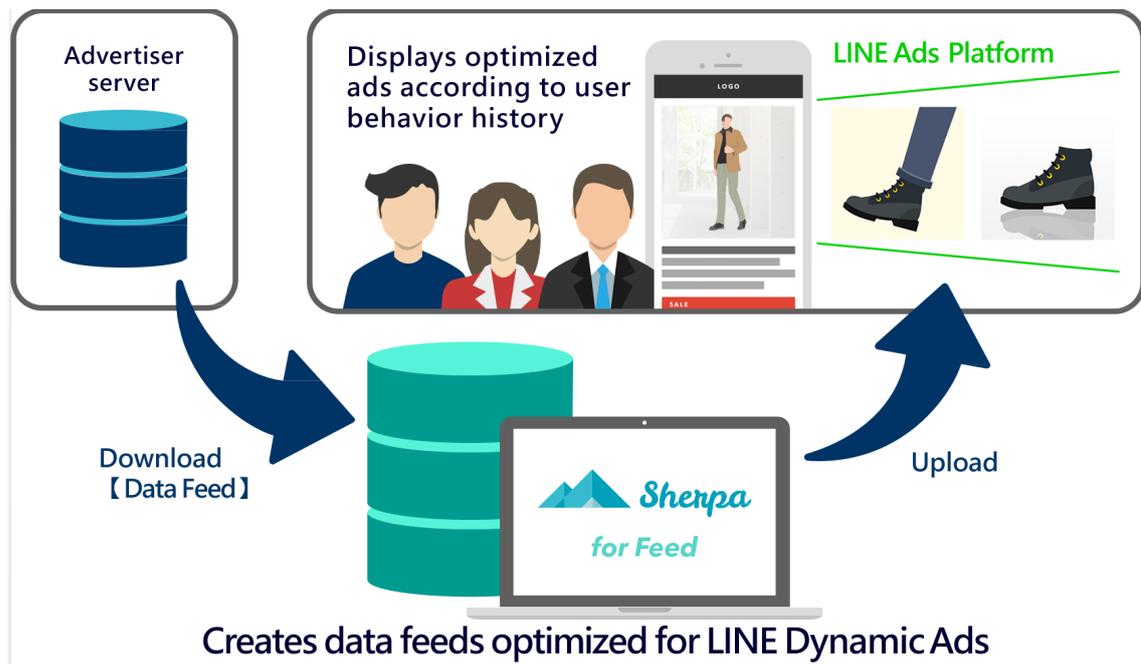
### **■ About LINE Dynamic Ads on LINE Ads Platform**

LINE's recent new offering, LINE Dynamic Ads, uses LINE Tags on apparel EC, real estate, travel, human resources and other product sales and informational websites to accumulate data on the types of products and information visitors browse. Based on this user behavior history and from product and information data on data feed websites, it automatically generates ad creative optimized for the user. This enables the delivery of personalized retargeted ads on LINE's feed.

### **■ About Sherpa for Feed**

Sherpa for Feed is a data feed production and management platform developed and provided by Torchlight. In addition to creating data feed ads, this service offers functions specific to feed advertising. One example is a prospecting ad delivery function, which selects and targets potential users who have yet to visit a site but have similar likes and tastes to users who have shown a high inclination to purchase products on the data feed. Another example is a custom badge function, which creates badges for each feed data product for whatever detail the ad seeks to promote, such as "50% Off" or "Sale!"

\*Based on product information data provided by the company, data about each product, called data feed, is automatically generated in a format optimized to meet each media's advertising specifications.



In May 2018, Torchlight was the first to win certification as an Ad Tech Partner in the LINE Ads Platform category, LINE’s performance-based ad delivery platform. With Sherpa, advertiser companies can utilize unique functions, optimize ads and enhance operational efficiency when delivering ads on LINE Ads Platform (\*2).

Through Sherpa, DAC and Torchlight will continue to actively support advertiser companies and ad agencies in their efforts to improve ad campaign impact and operational efficiencies.

(\*1) LINE Ads Platform is a performance-based ad delivery platform for services related to LINE, a messaging app service operated by LINE Corporation.

(\*2) News release of May 8, 2018: Torchlight certified as the LINE Ads Platform’s first “Ad Tech Partner”  
[https://www.dac.co.jp/english/press/2018/20180508\\_torchlight](https://www.dac.co.jp/english/press/2018/20180508_torchlight)

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<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

■ **Torchlight Inc.** <http://www.torchlight.co.jp/>

Representative : Takeshi Yabuki, President & CEO  
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo  
Established : October 2008  
Business : Advertising agency; Sherpa advertising platform, Gigya (Resale)

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