

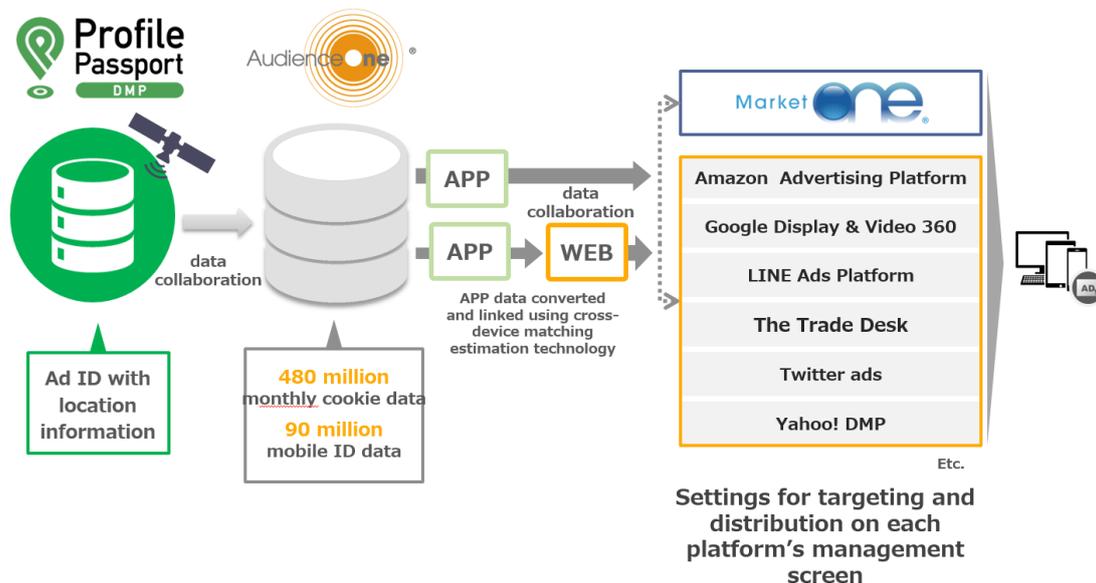
## News Release

D.A.Consortium Inc.

Blogwatcher, Inc.

# Start of ad delivery service utilizing tie-up of DAC's "AudienceOne<sup>®</sup>" and Blogwatcher's "Profile Passport DMP"

**Tokyo, February 14, 2019** --- D.A.Consortium Inc. (DAC) is pleased to announce that it will begin an ad delivery service utilizing the tie-up of its data management platform (DMP) AudienceOne<sup>®</sup>(\*1) with Profile Passport DMP(\*2) offered by Blogwatcher, Inc. With this latest collaboration, ad agencies and advertisers will be able to use location information data from smart device apps to deliver ads on MarketOne<sup>®</sup> DSP and a variety of other platforms regardless of device.



AudienceOne<sup>®</sup>, 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.

Both companies have been working together since July 2018 to support corporate marketing activities that utilize location information data across various devices (\*3). With this new tie-up, data from DAC's AudienceOne<sup>®</sup> will be brought together with Blogwatcher's Profile Passport DMP's location information data, one of largest in Japan, for utilization in ad delivery. In addition, AudienceOne<sup>®</sup>'s cross-device data, converted using DAC's patented technology (\*4), will enable companies to plan optimal customer communication for ad delivery over not just smart device apps but also Web browsers.

### ◆ Actual ad delivery examples: Pinpointed ad delivery to the target audience

- Repeat customers of a large-scale shopping mall were first segmented. Then, during a TV CM campaign period that was aired and timed during a sale, web-based video ad sale notifications were delivered to this segment to encourage store visits.

- Frequent visitors to a university were segmented as university students or university-related people and sent corporate recruitment banner ads to promote job applications.

With data becoming increasingly important for corporate marketing activities, both companies will continue to actively develop new services and functions that support and enhance the data business from both the demand and supply sides.

- (\*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) News release of July 31, 2017: DAC's "AudienceOne" begins tie-up with Blogwatcher's "Profile Passport DMP" [https://www.dac.co.jp/press/2016/20160324\\_cross\\_device](https://www.dac.co.jp/press/2016/20160324_cross_device) (in Japanese)
- (\*4) 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](https://www.dac.co.jp/press/2016/20160324_cross_device) (in Japanese)

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### <Corporate Information>

#### ■ D.A.Consortium Inc.

<https://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 enliven 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

#### ■ 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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**Empowering the digital future**