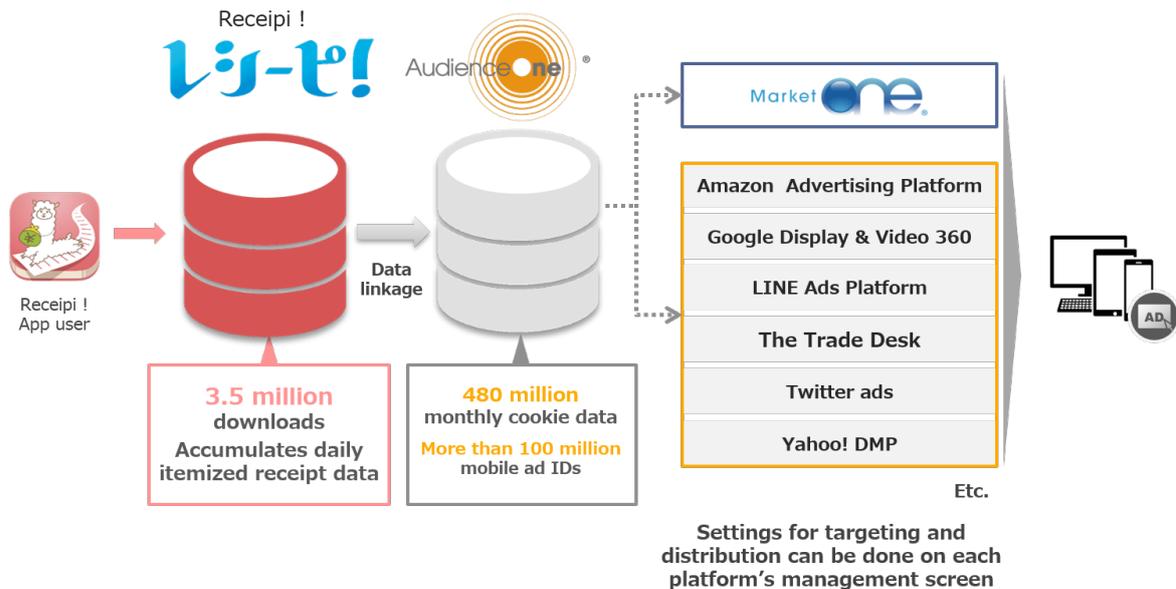


**News Release**

D.A. Consortium Inc.

**DAC's "AudienceOne<sup>®</sup>" and Dai Nippon's "Recepi!" begin tie-up**  
**— for ad delivery primarily to women in their 20s to 40s**  
**based on receipt data —**

**Tokyo, March 20, 2019** --- D.A. Consortium Inc. (DAC) is pleased to announce a collaboration with Dai Nippon Printing Co., Ltd. (DNP) to link its data management platform (DMP) AudienceOne<sup>®</sup> (\*1) with DNP's Recepi! (\*3), a household bookkeeping app. With this tie-up, companies will be able to use AudienceOne<sup>®</sup> Data Exchange Service (\*2) to deliver ads that target users similar to Recepi! users, primarily women in their 20s to 40s, based on purchase history that does not include personal information, on MarketOne<sup>®</sup> (\*4) and a variety of other platforms.



AudienceOne<sup>®</sup>, developed and provided by DAC, is one of Japan's largest DMPs with a huge volume of data related to its 480 million monthly unique browser cookies, 100 million mobile ad IDs, and more than 1 trillion data points, which it analyzes to provide high-accuracy third-party data. DNP's Recepi! is a household bookkeeping app that enables users to manage household expenses by merely taking photos of receipts using a smartphone. With approximately 3.5 million downloads, it is used primarily by women in their 20s to 40s. The app retains receipt data of itemized costs and locations of everyday purchases, such as foodstuffs, daily necessities and dining out, and accumulates this receipt data on a daily basis.

With AudienceOne<sup>®</sup> Data Exchange Service's compatibility with a variety of platforms, users who are highly likely to buy a certain product can be segmented for ad delivery. In addition, AudienceOne<sup>®</sup> enables the expansion of similar users for ad delivery so that companies can implement effective, efficient initiatives based on receipt data. Specifically, segments can be created, such as "people who buy baby food and foodstuffs for infants" or "people who

regularly buy alcohol.”

For the future, plans are underway to provide delivery result analysis reports based on receipt data recorded on Receipti!. For example, for companies that manufacture mainly consumer goods, it will be possible to measure changes in the sales of private brand products before and after ad delivery or visualize what types of communication contribute to a brand switch.

With data becoming increasingly important for corporate marketing activities, DAC will continue to develop new services and functions to support and reinforce 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> (Japanese only)
- (\*2) Data owned by data-providing companies will be segmented to become non-personally identifiable data and then linked with various ad delivery platforms.  
September 11, news release: DAC begins offering Data Exchange on AudienceOne's management screen, enabling data sales between companies  
[https://www.dac.co.jp/english/index.php/press/2018/20180911\\_exchange](https://www.dac.co.jp/english/index.php/press/2018/20180911_exchange)
- (\*3) "Receipti!" service site : <https://receipti.jp/> . "Receipti!" is a registered trademark of Dai Nippon Printing Co.,Ltd. in Japan.
- (\*4) A demand-side platform (DSP) provided by DAC's consolidated subsidiary, Platform One Inc.  
<https://marketone.jp/support/index.html>

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<Dai Nippon Printing Co., Ltd.> <http://www.dnp.co.jp/eng/>  
Representative : Yoshinari Kitajima, President  
Head Office : 1-1-1, Ichigaya-Kagacho, Shinjuku-ku, Tokyo  
Established : 1876  
Business : Manufacturing

#### <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  
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Established : December 1996  
Business : Online media transaction related business, Solution business,  
Ad Operations Business

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**Empowering the digital future**