

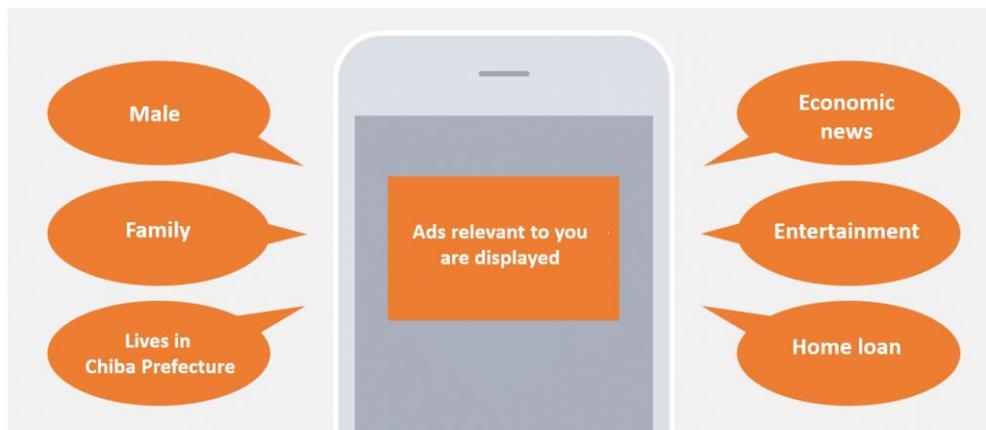
## **News Release**

D.A. Consortium Inc.

### **DAC's "AudienceOne®" enhances features for *Sei-katsu-sha*** **~first DMP in Japan to enable customers to freely manage ad settings~**

**Tokyo, April 19, 2019** --- D.A. Consortium Inc. (DAC), is pleased to announce the release of a privacy dashboard function to the ad settings of its data management platform (DMP) AudienceOne® (\*1), a first for a DMP operator in Japan.

This new function increases the transparency of data related to *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives), thereby dispelling anxieties about privacy. Furthermore, it improves the effectiveness of corporate marketing efforts by enhancing the relevance of ads and other content in terms of *sei-katsu-sha* hobbies and interests.



#### **■ Privacy dashboard function**

With the privacy dashboard function, companies can disclose user data and analytical results to their customers and provide them the option to correct their own data or choose to stop allowing their data to be used for marketing purposes. Some Western-based social media and search service global platformers with a wealth of user data offer this function.

#### **■ AudienceOne® ad settings**

AudienceOne® ad settings offer three choices: for AudienceOne® data related to *sei-katsu-sha* attributes, hobbies and interests based on web browser history, a user can ①confirm the data ②correct the data and/or ③give or deny permission to use the data for marketing purposes.

#### **■ Merits for *sei-katsu-sha***

With this new function, ad targeting and content optimization will be based only on data that *sei-katsu-sha* have given permission to use, which will help allay concerns about how a company uses data and privacy. In addition, content and ads delivered by companies that use AudienceOne® may be more relevant in terms of the person's hobbies, interests and other attributes.

#### **■ Merits for companies**

For companies that use AudienceOne®, the privacy dashboard function will improve the

accuracy of sei-katsu-sha data. In addition, because ad targeting and content optimization will be based only on data of users who have given express permission, the privacy dashboard function will help increase the effectiveness and efficiency of ads and content.

Currently, AudienceOne® ad settings can be accessed by clicking the tab, "[AudienceOne® Data Usage Policy](#)" on DAC's website. In the future, advertisers and media companies who use AudienceOne® will also be able to access these settings on their own privacy policy page.

[AudienceOne® ad settings \(Japanese\)](#)

DAC will continue to lead the industry in how it respects, handles and protects the privacy of sei-katsu-sha data.

(\*1) AudienceOne® is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 100M mobile ad IDs and 1 trillion data points to provide high-definition third party data through analysis. 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>

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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.

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**Empowering the digital future**

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