

News Release

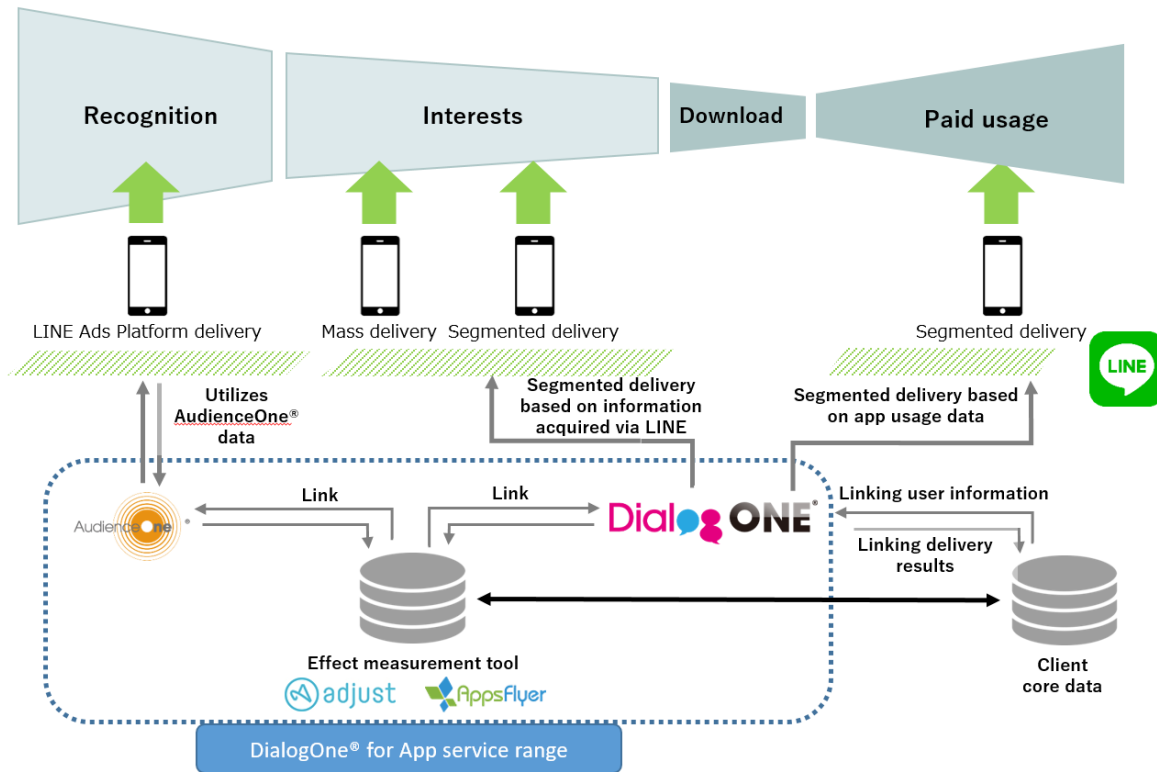
D.A. Consortium Inc.

DAC introduces “DialogOne® for App” for LINE app developers
~enables comprehensive acquisition and retention initiatives within LINE~

Tokyo, April 23, 2019 --- D.A. Consortium Inc. (DAC), is pleased to announce the introduction of DialogOne® for App, a service that enables app developers to implement within LINE a comprehensive range of promotional initiatives, from acquisition to retention, to their app users and potential customers.

DialogOne® for App can be used not only by app developers in Japan, but also in China, the U.S., Europe and other areas for promotional activities in Japan.

▼DialogOne® for App overview



DialogOne® (*1), is a messaging management solution developed and provided by DAC that consolidates an advertiser’s customer information with LINE and Facebook Messenger account information to deliver messages most appropriate to the user.

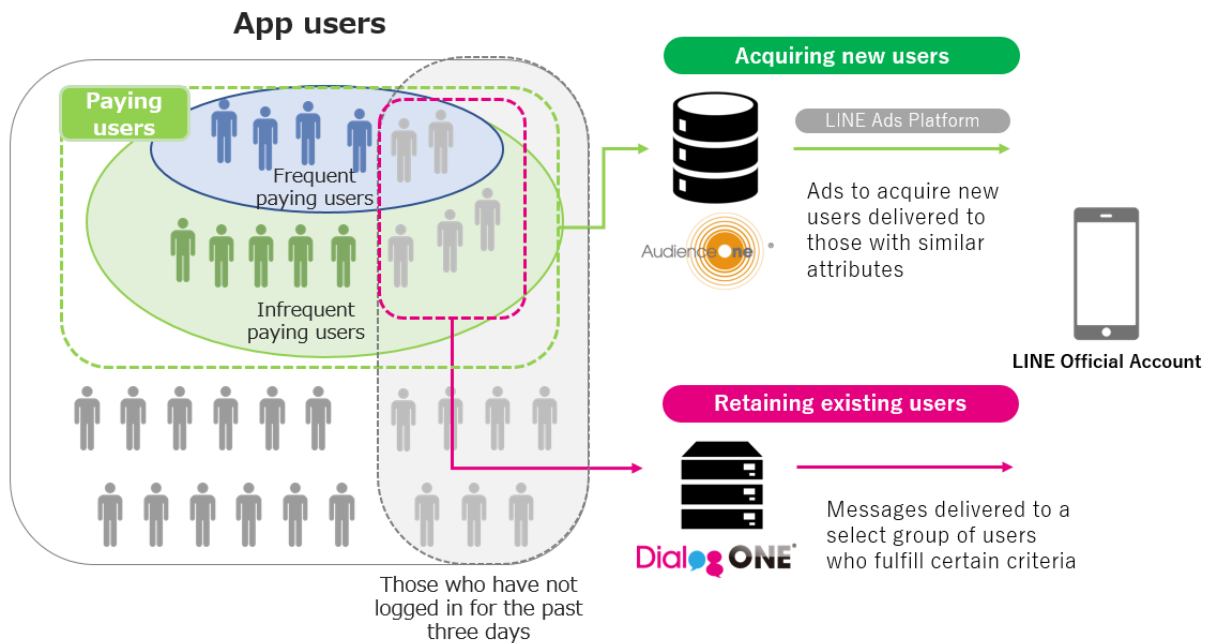
For example, a majority of game apps offer services free of charge but earn money by encouraging users to make in-app purchases. In addition to acquiring new users, app developers must promote usage among consumers who have already installed the app to increase LTV. For this reason, there is a growing need for CRM initiatives that improve user engagement and re-engagement in ways that lead to more paid users and higher per-user revenues.

With DialogOne® for App, app developers can implement acquisition and retention initiatives

in a comprehensive manner on LINE. Specifically, DialogOne® for App segments users according to whether or not they made payments or how often they used the app as measured with Adjust, Appflyer and other effect measurement tools (*2) to deliver individual tailored messages that encourage greater usage. Through LINE, app developers can send messages that encourage app usage to those who frequently make in-app game purchases and play but who have not logged in for the past three days.

In addition, by linking user information with Audience One® (*3), companies can deliver ads on LINE through LINE Ads Platform to potential customers who have similar attributes to existing app users.

▼Delivery overview



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

(*1) About DialogOne® <https://solutions.dac.co.jp/dialogone> (Japanese)
 (*2) Please inquire for further information about compatibility with other efficiency measurement tools.
 (*3) 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>

<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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Established : December 1996

Business : Online media transaction related business, Solution business,
Ad Operations Business

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Empowering the digital future