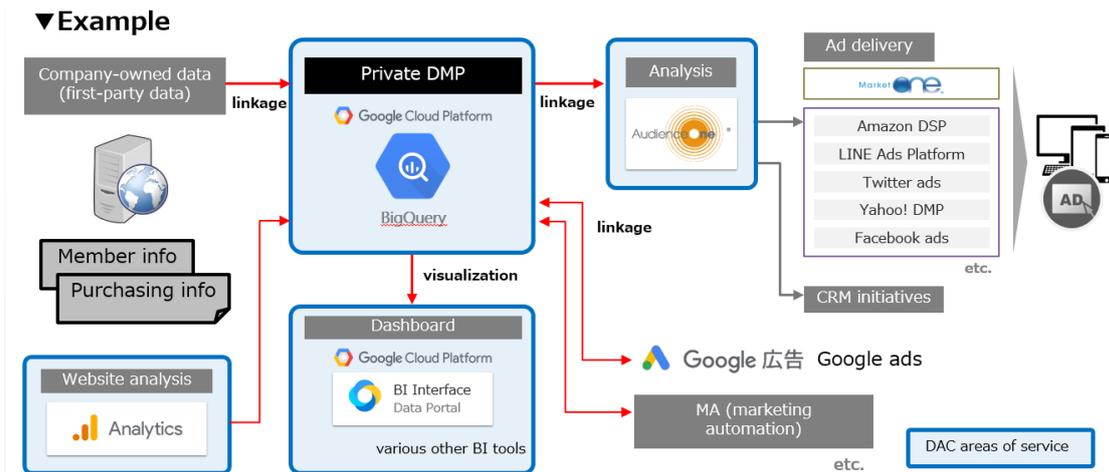


**News Release**

D.A.Consortium Inc.

**DAC to offer a marketing system development service leveraging Google Cloud Platform (GCP)**  
**~to support implementation of small-scale, low-cost, private DMPs~**

**Tokyo, July 29, 2019** --- D.A.Consortium Inc. (DAC) is pleased to announce that it will introduce a marketing system development service that fully utilizes Google Cloud Platform™ (GCP)(\*1). With this new service, companies will be able to create private DMPs that are small in scale and low in cost and actively engage in data marketing initiatives without the usual large initial investments.



DAC offers a wide variety of online advertising related services and has focused on developing ad technologies since its establishment. In addition to developing and operating its own solutions, such as AudienceOne®(\*2), a DMP with a wealth of third-party data, and DialogOne®(\*3), DAC utilizes its accumulated know-how to develop solutions and technologies that support client companies' marketing activities.

In recent years, data driven marketing, which utilizes a company's own data (first party data) as well as data from external sources (second party data, third party data) has become increasingly popular for not only ad delivery, but CRM initiatives as well, creating a growing need for private DMPs and other marketing systems.

On the other hand, implementing such systems requires a high level of specialized technical expertise and know-how. Furthermore, these systems must work across the various divisions and departments within a company, which often requires large-scale

budgets. Hence, while companies recognize the need for such systems, many are unable to do so from a cost/benefit perspective.

To respond to these issues, DAC decided to introduce a marketing system development service that fully utilizes GCP. Google Cloud offers BigQuery, a serverless, highly scalable enterprise cloud data warehouse. Without large initial investments, the new DAC service can be used on a small-scale, low-cost basis and provides easy data linkage with Google Analytics as well as Google Ads.

In February 2018, DAC became a Google Cloud certified partner(\*4), and backed by its accumulated product development know-how, has been offering digital marketing services that fully utilize public clouds. With this new service, client companies will be able to design better plans for marketing systems. In addition, by creating product teams that include engineers specializing in infrastructure development, both scale and cost can be optimized from a technological perspective.

DAC will continue to work with GCP and other service partners to contribute to effective data marketing activities of advertiser companies and promote media value and increased profitability of media companies.

(\*1) Google, Google Cloud Platform and GCP are registered trademarks of Google LLC.

(\*2) AudienceOne® is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 100M mobile ad IDs and 2 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> (Japanese)

(\*3) DialogOne® is a solution that tailors to each user the delivery of messages over LINE and Facebook Messenger by integrating a company's customer information with LINE and other user account information. <https://solutions.dac.co.jp/dialogone>  
With DialogOne®, DAC was certified the highest ranked Diamond partner under the LINE Biz-Solutions Partner Program and is the only partner to win this certification for four consecutive terms.  
February 14, 2019 news release : For the 4th consecutive time, DAC awarded the highest Diamond status in LINE Biz-Solutions Partner Program's LINE Account Connect category  
[https://www.dac.co.jp/english/press/2019/20190214\\_done\\_award](https://www.dac.co.jp/english/press/2019/20190214_done_award)

(\*4) March 22, 2018 news release : DAC certified as a Google Cloud Partner  
[https://www.dac.co.jp/english/press/2018/20180322\\_gcp](https://www.dac.co.jp/english/press/2018/20180322_gcp)

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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 as a media rep during the early days of online advertising, DAC has played a key role in the market's formation and the industry's growth. Currently, DAC offers a wide variety of advertising-related digital marketing services both domestically and abroad.

DAC provides seamless services to publishers, ad agencies and other partner companies by offering comprehensive support for ad transaction related services, from purchasing and selling ad space to consultation, planning, operations and results analysis. The company is also engaged in creative production that maximizes the media's characteristics, the development and provision of solutions that bridge a wealth of data with advanced technology, the support of global promotions and other services.

Under the brand slogan, "**Empowering the digital future,**" DAC will pursue and lead the future of marketing through innovations that create new businesses.

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**

デジタルの未来に、もっと力を。