

News Release

D.A.Consortium Inc.

DAC selected as first Datorama certified partner in Japan

Tokyo, July 31, 2019 --- D.A.Consortium Inc. (DAC) is pleased to announce that it has been selected as the first certified partner in Japan of Datorama, a service offered by Salesforce.com, a major CRM (client relations management) company.

Datorama is Salesforce.com's marketing intelligence platform that utilizes AI (artificial intelligence). It gathers, integrates and analyzes a diverse range of data for speedy implementation and management of initiatives on one comprehensive platform, which enables better KPI management and insight discovery. With the recent increase in the number of companies in Japan using Datorama, DAC is expanding its range of support to advertiser companies from introduction to implementation and retention.

The Datorama Partners Program was set up by Salesforce.com for companies that use Datorama to analyze and integrate marketing data. Companies selected as certified partners are recognized for their wealth of knowledge as digital marketing business consultants and their ability to support Datorama customer companies.

With this selection as the first certified partner in Japan, DAC will utilize the backing of Salesforce.com to better support the marketing needs and growth strategy formulation of companies that use Datorama.

DAC will continue to harness its wealth of marketing knowledge and its know-how in data management, integration and analysis to contribute to the advancement of digital marketing activities of advertisers and other companies.

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<Datorama, a Salesforce Company>

Datorama is the world's only marketing intelligence platform and is provided to advertiser companies, ad agencies, media companies and marketing-related platformers. In August 2018, Datorama became a member of Salesforce and is offered as part of the Salesforce Marketing Cloud product lineup. For details, please access <https://datorama.com/jp/> (Japanese).

<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

For inquiries regarding this News Release

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Empowering the digital future

デジタルの未来に、もっと力を。