

**News Release**

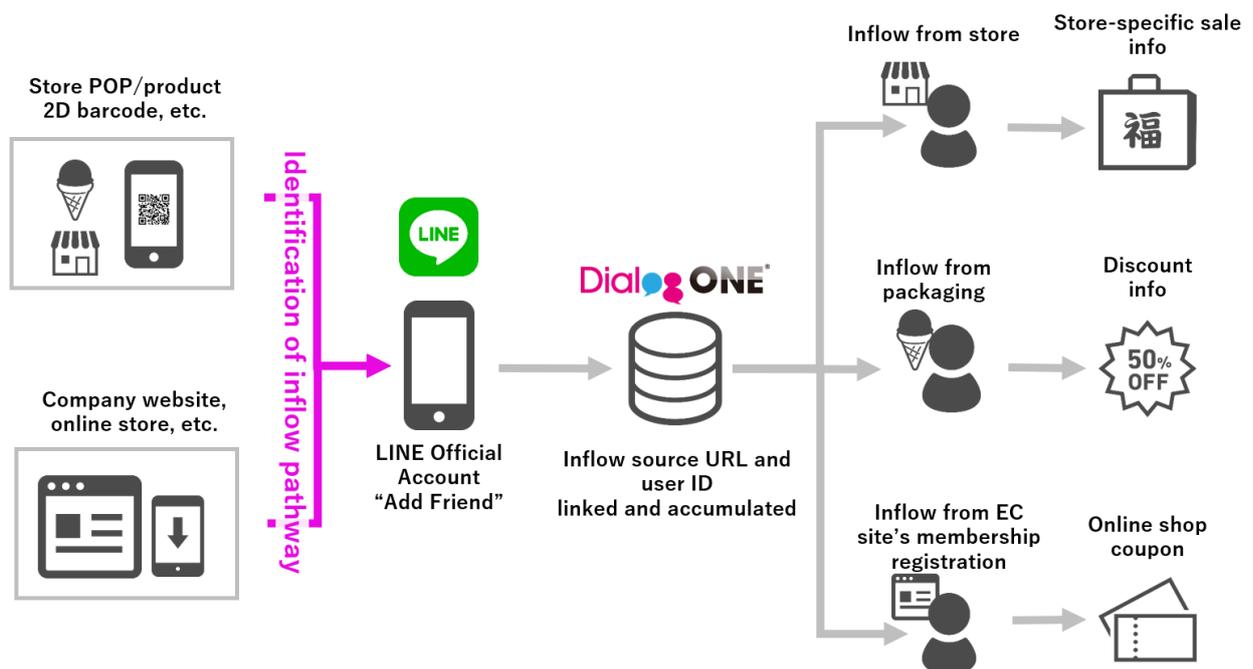
D.A. Consortium Inc.

**DAC's DialogOne® to begin offering a function that identifies inflow pathways to LINE Official Accounts**

**~to deliver messages and verify effectiveness by each "Add Friend" source~**

**Tokyo, September 19, 2019** --- D.A. Consortium Inc. (DAC), is pleased to announce a new added function to DialogOne®, a solution developed and offered by DAC. This new function identifies "Add Friend" inflow pathways to LINE Official Account, enabling advertiser companies to easily grasp user inflow pathways from the DialogOne® management screen. With this, advertiser companies can deliver messages to each "Add Friend" source and measure such effects as purchase rates of users who clicked "Add Friend."

▼ Overview of message delivery using the new function



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.

'LINE Official Account' is a feature which allows businesses to send messages directly to LINE users who have added their account as a 'friend'. It is used by numerous companies to communicate with LINE users with official accounts. However, up until now, companies were not able to determine which pathway an "Add Friend" user came from. For example, companies could not determine whether users clicked "Add Friend" from a store notification, from a company website or from an outside initiative, such as an ad. To determine the inflow

source, companies would have to use other measures for an additional fee, such as conduct a LINE survey or count store visitors using LINE Beacon.

With this new DialogOne® inflow pathway function, the management screen displays the inflow source to show which touch point the “Add Friend” originated from (\*2). With a 2D barcode (measurement URL) for each store, individual store names are identifiable, which allows companies to distribute messages and coupons specific to each bricks-and-mortar or EC store for more effective user engagement.

In addition, companies implementing multiple campaigns will be able to determine which “Add Friend” inflow source has the highest purchasing rate or other variables for more effective PDCA cycles over LINE.

DAC will continue to reinforce its collaborative relationships with partner companies to expand DialogOne® functions and enhance its solutions that support client companies’ marketing activities.

(\*1) About “DialogOne®” <https://solutions.dac.co.jp/dialogone> (Japanese)

(\*2) Will be provided as a basic DialogOne® function that is included in the monthly fee.

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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.

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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。