

## News Release

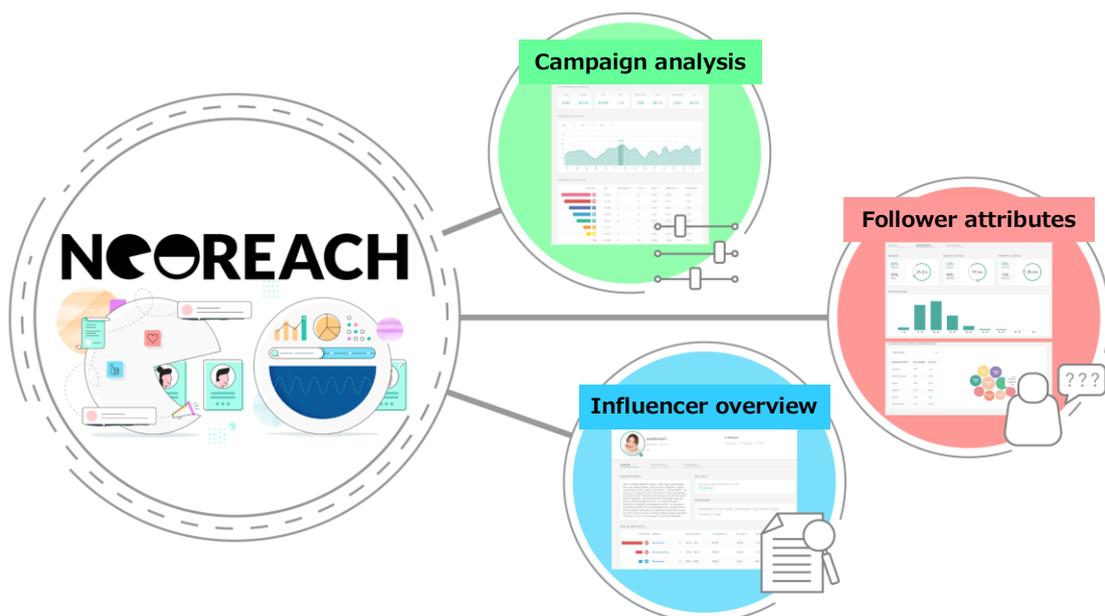
D.A.Consortium Inc.

# DAC supports NeoReach's Japan market entry as a strategic partner ~will sublicense NeoReach's U.S. influencer marketing platform in the Japanese market~

**Tokyo, November 12, 2019** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has reached an agreement with the U.S. company NeoReach Inc. (NeoReach) to sublicense the NeoReach platform for the Japanese market. NeoReach develops and provides an influencer marketing database platform that can be used across all major social media.

The market for influencer marketing is growing on a global scale each year. In the past, client companies could only obtain detailed influencer information or conduct demographic analyses of followers for one specific social media platform at a time. However, NeoReach has succeeded in providing this information across multiple social media platforms simultaneously. With this data, the NeoReach platform helps client companies effectively select optimal influencers and casting for high-precision, target-reach influencer marketing. NeoReach has been used by numerous major brands worldwide since 2013. As a strategic partner, DAC will support the Japan market introduction of NeoReach by providing consulting services to optimize the UI (user interface) and UX (user experience)(\*1) for the Japan market, by developing new business models and by conducting sales.

### ■ Main functions of NeoReach, an influencer marketing platform



- Search and casting of influencers of major social media platforms
- Demographic analysis of each influencer's followers (extraction of demographic data across multiple platforms using a unique algorithm)
- Effect forecasts of influencers (more than 3 million) using reach, engagement, ROI and other information

- **Selection of influencers utilizing data about follower hobbies and interests, brand compatibility and other factors**
- **Effect measurements of campaigns in real time, influencer value reporting**

With the above-mentioned capabilities, NeoReach makes effect forecasts and planning of influencer marketing campaigns before they are conducted possible for more precise target reach. NeoReach also produces real-time detailed reports after campaigns for speedy effect measurement and data utilization.

By offering NeoReach's platform, DAC hopes to resolve issues related to influencer marketing in Japan and contribute to the healthy growth and development of the market.

(\*1) UI: How a product, service, website or other displays information or operates.

UX: The experience a user gains when using a product, service, website or other.

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<NeoReach Inc.> <https://neoreach.com/>

Representative : Jesse Leimgruber, CEO  
Head Office : 189 S Orange Ave., Suite 1130B Orlando, FL 32801  
Established : December 2013  
Business : Offers an influencer marketing platform that works across all major social media platforms.  
Provides comprehensive support, from planning and simulation to analytic services.

<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  
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo  
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。