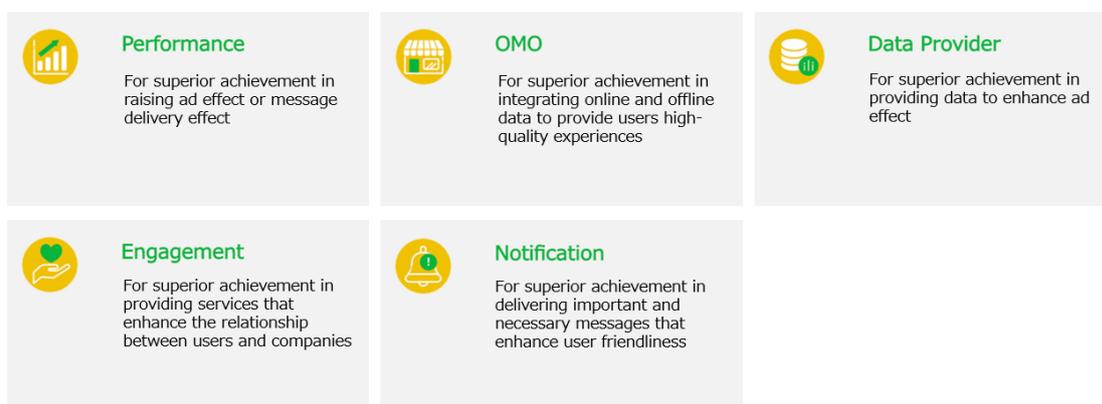


## **News Release**

D.A.Consortium Inc.

# **DAC Group wins five certification badges as a Technology Partner under the LINE Biz Partner Program** **~for Performance, OMO, Data Provider, Engagement and Notification~**

**Tokyo, March 12, 2020** -- D.A.Consortium Inc. (DAC) is pleased to announce that it has been awarded OMO, Data Provider, Engagement and Notification certification badges as a Technology Partner(\*1) under the LINE Biz Partner Program, which certifies partner companies that develop and sell various corporate services offered by LINE Corporation. In addition, DAC's consolidated subsidiary Torchlight has been awarded a Performance certification badge. Winning certification badges in four classifications for one company and five classifications for a group company is the highest for any one company or group.



LINE implemented the LINE Biz Partner Program with the aim to actively promote sales of and functional additions and enhancements to the various corporate services it offers. The program certifies and awards ad agencies and service developers in each partner category – Sales Partner, Technology Partner and Planning Partner.

For the first time this term, LINE has newly introduced a Technology Partner certification badge system to recognize partner companies for achievement above a specified level in nine different areas of function and support.

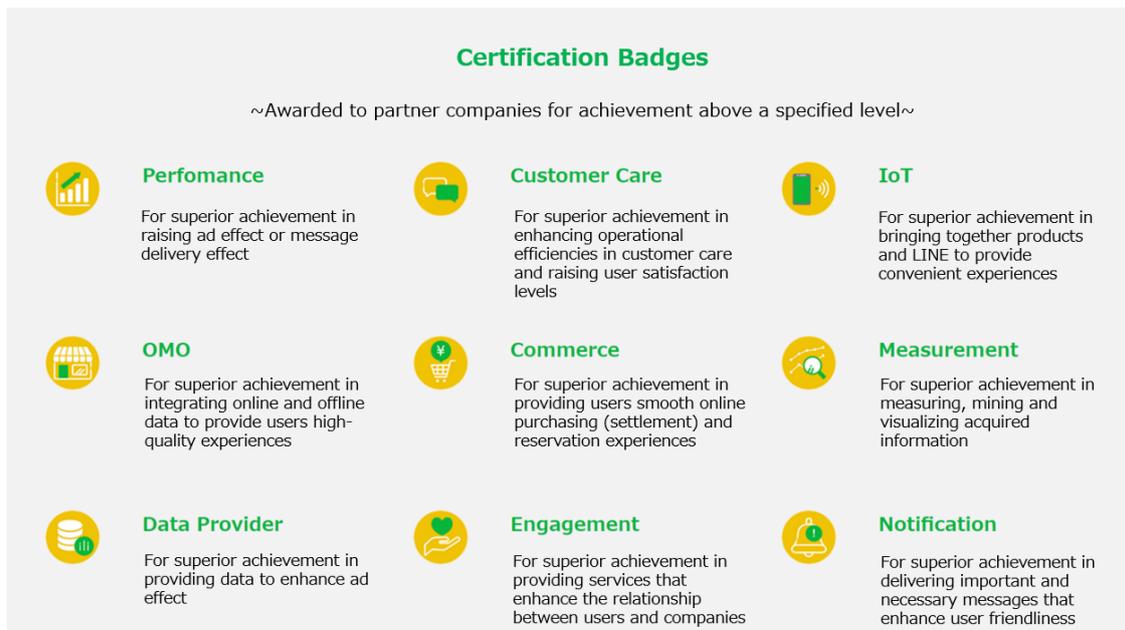
Ever since LINE began offering advertising services in 2012, DAC has developed and offered such services as DialogOne® (\*2) to support and promote one-to-one communication between companies that use LINE and their users. In addition, with its DMP AudienceOne® (\*3) that links a diverse range of companies, DAC has supported client companies in their data-driven marketing needs to provide both online and offline data with enhanced quality, volume and variety.

In recognition of our ongoing efforts and achievements, DAC was certified the highest ranked Diamond Technology Partner in the communications category for the sixth consecutive time (\*4) this term. In addition, under the certification badge system, DAC was awarded certification badges in the highest number of classifications. Including

DAC's consolidated subsidiary Torchlight, the DAC Group was awarded certification badges in five classifications.

DAC and the DAC Group will continue to work with LINE in a strong partnership to provide a diverse range of solutions that support client companies' marketing activities.

### <Technology Partner Certification Badge System outline>



(\*1) Technology Partners are partner companies that provide technology support to LINE in three different categories – the “Communications Category” for providing API-related services for LINE official accounts, the “Advertising Category” for providing services related to LINE Ads programmable advertising, and the “Sales Promotion/OMO Category” for providing Sales Promotion API services utilizing LINE sales promotion solutions. Certified partner companies enjoy such benefits as being showcased on LINE media and invitations to LINE-sponsored events.

In addition, LINE has implemented a Certification Badge System to recognize Technology Partners for achievement above a specified level in nine areas of function and support: Performance, OMO, Data Provider, Customer Care, Commerce, Engagement, IoT, Measurement and Notification.

<https://www.linebiz.com/jp/partner/technology>

(\*2) DialogOne® is a messaging management solution compatible with LINE Business Connect and Facebook Messenger. It enables advertisers to make more effective use of their social accounts by combining the customer information in their possession with social account information. That makes it possible to communicate one-to-one with individual users by delivering personalized messages.

<https://solutions.dac.co.jp/dialogone> (Japanese)

(\*3) DAC's AudienceOne® is Japan's largest Data Management Platform (DMP) with over 100 million monthly 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 only)

(\*4) News release of February 27, 2020: DAC awarded 6th consecutive highest Diamond status under the LINE Biz Partner Program ([URL](#))

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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。