

News Release

D.A.Consortium Inc.

DAC acquires Adobe Analytics Specialization

Tokyo, May 12, 2020 -- D.A.Consortium Inc. (DAC) is pleased to announce that it has acquired Adobe Analytics Specialization under the Adobe Solutions Partner Program (*1) offered by Adobe Systems Co., Ltd.



SPECIALIZED Adobe Analytics

The Adobe Solutions Partner Program recognizes Adobe partner companies that contribute to the utilization of Adobe solutions among their client companies. The program qualifies partners who have a high level of technical expertise and successful customer deployments for Adobe Specialization.

DAC has won Adobe Analytics Specialization in recognition of the number of employees who have earned Adobe Analytics (a web analytical tool) certification for individuals, the number of DAC client companies that have implemented Adobe solutions and customer satisfaction levels.

As an authorized Adobe Experience Cloud (*2) solution partner, DAC has provided Adobe Analytics implementation support, from contract completion to design and launch, as well as site analysis, operations and other forms of assistance to companies in a wide variety of businesses and industries.

With this new qualification, Adobe gave DAC the following comment:

Ryuji Ukita, Senior Director, Digital Experience Sales, Adobe Systems Co., Ltd.

"D.A.Consortium Inc. (DAC) has provided Adobe implementation, data analysis and operational support to a wide range of customers dating back to when we were named Omniture. Once again, I would like to express my gratitude to DAC who has become an Adobe Analytics Specialized partner. We look forward to continuing our collaboration with DAC as they harness their social, DMP and other data utilization tools to address the needs of their client companies."

DAC will continue to strive to advance the skills of our employees and acquire other Adobe Specializations in order to contribute to effective digital marketing and digital transformation of our client companies by providing them with higher quality services related to Adobe Experience Cloud.

(*1) Adobe Solution Partner Program: <https://www.adobe.com/jp/experience-cloud/service-support/partners-japan.html>

(*2) Adobe Experience Cloud: <https://www.adobe.com/jp/what-is-adobe-experience-cloud.html>

Adobe Analytics implementation and operations support service provided by DAC:

<https://solutions.dac.co.jp/external-product/adobe-analytics>

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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。