

**News Release**

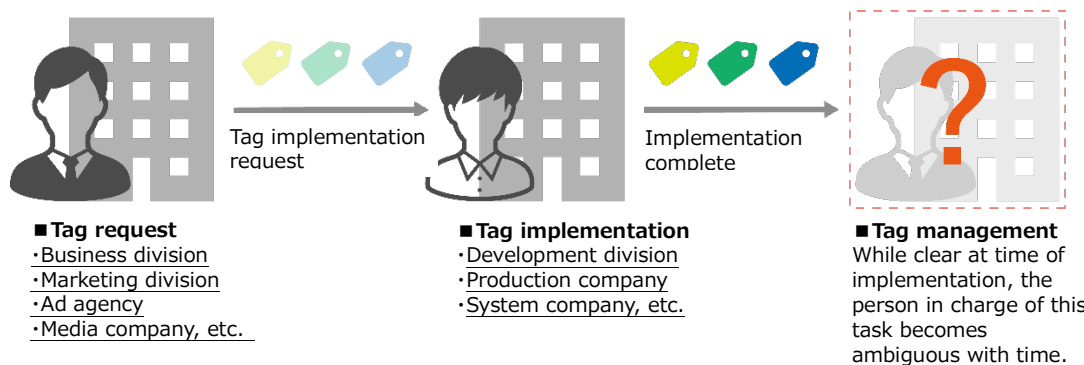
D.A.Consortium Inc.

**DAC offers TagMasters, a tag management solution**

**Tokyo, September 17, 2020** -- D.A.Consortium Inc. (DAC) is pleased to announce that it will begin offering TagMasters, a tag management solution for a wide variety of tag management issues. With TagMasters, a team of tag experts provide tailored support to companies in their efforts to manage and operate tags.

There are many tags for numerous different applications on a company’s website, such as a CMS tag that manages content, a traffic analysis tag that measures user activity within the site and an ad medium tag that measures ad cost vs. effect. With the increase in tags, a number of issues related to tag management have emerged in recent years, such as the following.

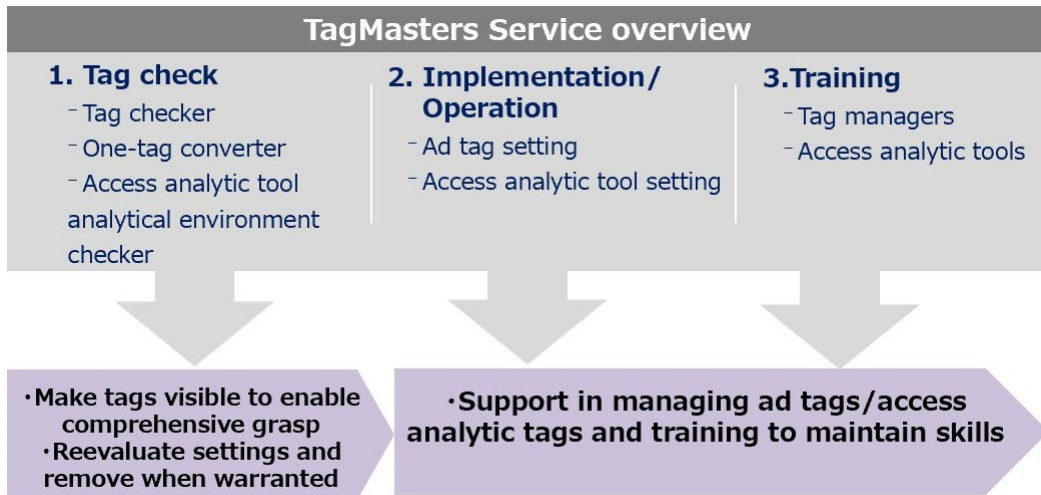
- Tag management has become more complex not only because of the increase in the variety and number of tags, but also because some tags are directly set with a company’s own server and some tags are called from other tags from a third-party server via a tag manager or other mechanism.
- The internal settings of the one-tag tool (tag management tool) are not readily apparent.
- It is difficult to get a comprehensive grasp of tags, and depending on how the tags are implemented, some hinder the site’s usability. (Who is in charge of managing the tags becomes more ambiguous with the increase in the number of people involved in tag management and the passage of time. In addition, in large-scale websites, the high frequency of content and other types of tag updates makes it difficult to grasp tag implementation status.)
- Tags managed by different people can interfere with each other, impacting how a website is displayed and operates.
- From a privacy protection standpoint, it may become necessary to accurately know the purpose of each tool and how it operates.



To respond to these various issues related to increasingly diverse and complex tag management, DAC will enhance its current tag-related services with the offering the

new functions of TagMasters. Harnessing the know-how we have nurtured with IntelligentTagManagement (\*1), our tag management tool, as well as Adobe Analytics, Google Analytics(\*2) and other access analysis solutions, DAC will help companies visualize tags, reevaluate tag settings and manage tags according to their needs.

■ **Service overview** (<https://solutions.dac.co.jp/tag-masters>)



**1. Tag check**

- Tag checker: The relevant website is crawled to detect the existence of third-party tags and enable a comprehensive grasp of tag settings.
- One-tag converter: Visualizes tag manager settings.
- Access analytic tool analytical environment checker: Enables users to determine whether tool and tag settings are correct.

**2. Implementation/Operation**

Ad tag and access analytic tool setting and management support on behalf of the client company.  
 Customization of ad tags, implementation of access analytic tools at both initial as well as later stages

**3. Training**

Training on the basic concepts and usage methods of tag managers and access analytic tools.  
 Support in acquiring more in-depth knowledge on tools.

Through TagMasters, DAC aims to contribute to enhancing the effect and efficiency of corporate marketing activities and is committed to ongoing research and development of new and improved services to respond to the rapid changes in data acquisition technologies, such as third-party tags.

(\*1) A tag management tool developed and provided by DAC. Currently, it is provided as one of the functions of DAC's DMP, AudienceOne®.

(\*2) DAC is a certified Adobe Experience Cloud solutions partner as well as a certified Google marketing platform partner.

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

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

<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

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : [ir\\_inf@dac.co.jp](mailto:ir_inf@dac.co.jp)

**Empowering the digital future**

デジタルの未来に、もっと力を。