

News Release

D.A.Consortium Inc.
D.Table Inc.

DAC and D.Table begin offering “CDP EGG”, a low-cost CDP simulation service ~A marketing service using machine learning based on AudienceOne® data~

Tokyo, September 23, 2020 – D.A.Consortium Inc. (DAC) and D.Table Inc. (D.Table) are pleased to announce that the two companies will begin offering “CDP EGG”, a low-cost, easy-to-use service that will enable companies to construct data-driven marketing initiatives using customer data platforms (CDP).

The importance of CDP, which utilize customer data for data marketing, has increased in recent years. However, companies wanting to develop, construct and utilize CDP often face problems in terms of a lack of design skills, human resources, lead time and other issues that result in a failure to implement CDP or in the development of a CDP that does not fully meet company needs.

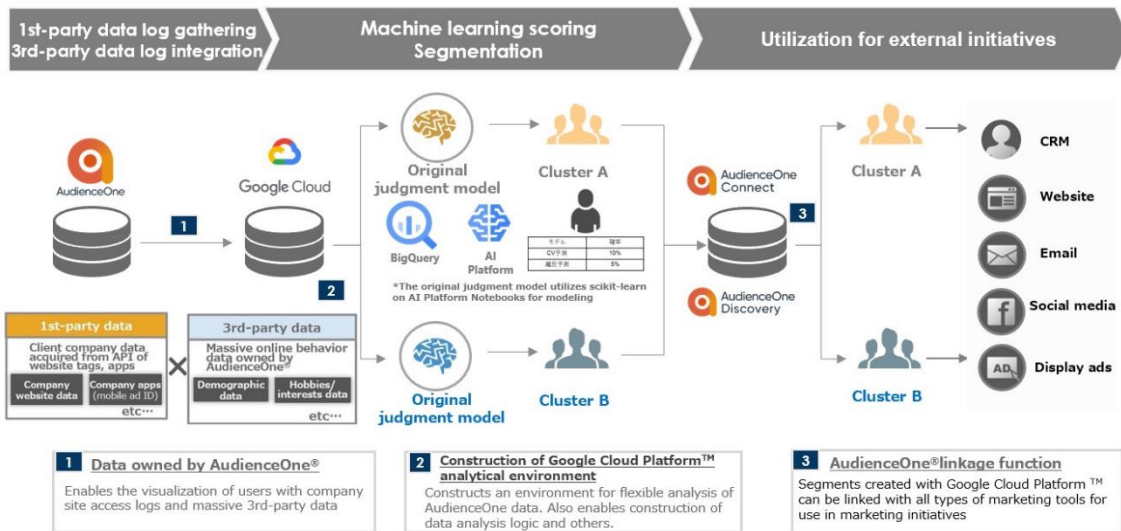
DAC, which promotes data-driving marketing with its DMP AudienceOne® (*1), and D.Table (*2), which provides Google™ technology consulting services, have jointly developed and will begin offering an easy-to-use service that enables customers to visualize customer data and analyze machine-learning models, segmentation and ad delivery before a full-scale implementation of a CDP, which would involve many man-hours and high costs.

■ “CDP EGG” summary

“CDP EGG” offers an easy-to-construct data-driven marketing experience by using only AudienceOne® tags and by linking data obtained from AudienceOne® with Google Cloud Platform™ (GCP™). Compared to constructing a full-scale CDP, this can be done at low cost and in a short period of time. In addition, “CDP EGG” can be linked with a company’s customer data and expanded to develop a full-scale CDP.

<Service features>

1. Accumulates data by linking advertiser site activity logs obtained from AudienceOne® tags and third-party data owned by AudienceOne® with GCP
2. Constructs forecast models and implements clustering based on GCP machine-learning analyses
3. Creates segments from the results of machine learning that can be used for various types of AudienceOne® marketing tool initiatives



Both companies will continue to respond to complex CDP needs and contribute to effective marketing activities from both the digital marketing and data infrastructure aspects.

(*1) 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>

(*2) News release of March 30, 2020 : DAC and Yoshidumi Holdings establish a new company ~to provide consulting services specializing in Google™ technologies~
https://www.dac.co.jp/english/index.php/press/2020/20200330_dtable

※ Google, Google Cloud Platform and GCP are registered trademarks of Google LLC.
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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
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

■ **D.Table Inc.** <https://dtable.co.jp>

Representative : Yuka Oyama, President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : February 2020
Business : Google technology-specific consulting services
Data integration / System construction (CDP construction)
Digital marketing support
Data analysis operations
Corporate data utilization support

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