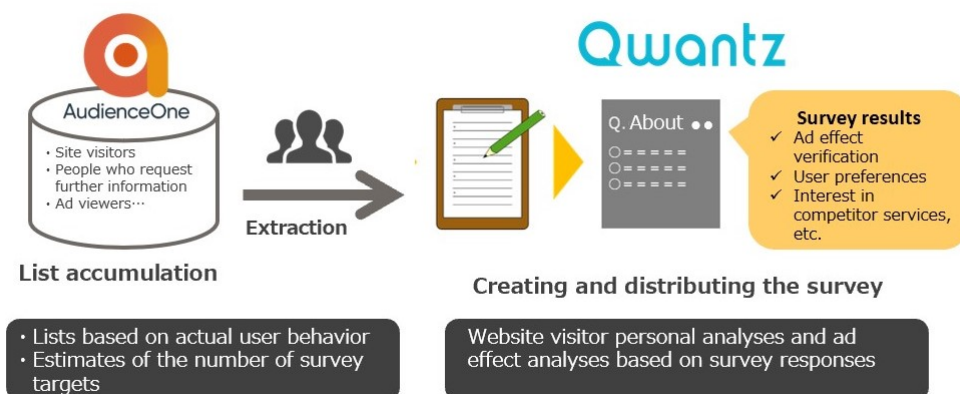


News Release

D.A. Consortium Inc.

DAC's AudienceOne® to collaborate with Qwantz, **a data-linked DIY survey service** **~for speedy, easy surveys of website visitors and ad viewers~**

Tokyo, October 6, 2020 --- D.A. Consortium Inc. (DAC) is pleased to announce that its DMP [AudienceOne®](#)(*) will be linked with Qwantz, a data-linked DIY survey service provided by D&M, Inc. With this collaboration, client companies will be able to use Qwantz to conduct direct surveys of target audiences based on lists created by AudienceOne®. These surveys can be used to analyze website visitor browsing behavior, verify brand lift effect among ad viewers and measure other factors.



AudienceOne®, developed and provided by DAC, is one of Japan's largest data management platforms (DMP) with more than 100 million mobile ad IDs. D&M is a subsidiary of Cross Marketing Group Inc., a company with expertise in marketing research, and Qwantz is D&M's data-linked DIY survey service. Qwantz enables users to implement low-cost surveys and get speedy results through a user-friendly management screen.

With this collaboration, Qwantz's demographic data and lifestyle data will be combined with AudienceOne® target users to create lists of eligible survey participants in a precise manner. This will allow client companies to analyze browsing behavior of website visitors, determine why users have left a shopping cart page, verify brand lift effect among web ad viewers and measure other online behavior.

On the AudienceOne® management screen, survey targets can be easily selected, and criteria can be quickly adjusted or added to accommodate for any deficiencies or excess in target numbers.

DAC will continue to contribute to the development of the digital advertising market by optimizing data utilization for marketing activities and supporting client companies in their efforts to build good relationships with customers.

(*) 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)

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<D&M, Inc.> <https://www.d-and-m.co.jp/>

Representative : Masahiro Sugimura, President
Head Office : Tokyo Opera City Tower 24F, 3-20-2 Nishi-shinjuku, Shinjuku-ku, Tokyo
Established : April 1, 2015
Business : Marketing support business

<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 mission, "**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。