

## **News Release**

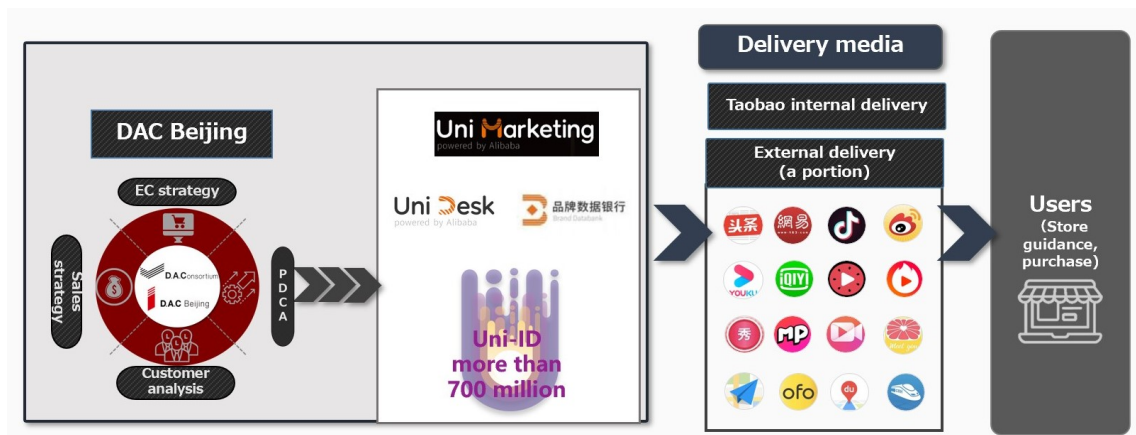
D.A.Consortium Inc.

D.A.Consortium Beijing Co., Ltd.

## **DAC Beijing certified as Alibaba Group's Uni Marketing Official Partner for the third consecutive year**

**Tokyo, September 29, 2020**--- D.A.Consortium Beijing Co., Ltd. (DAC Beijing), a DAC consolidated subsidiary, is pleased to announce that it has been certified as a Uni Marketing official partner for the third consecutive year by Alibaba Group Holding Limited (Alibaba Group), China's largest e-commerce company.

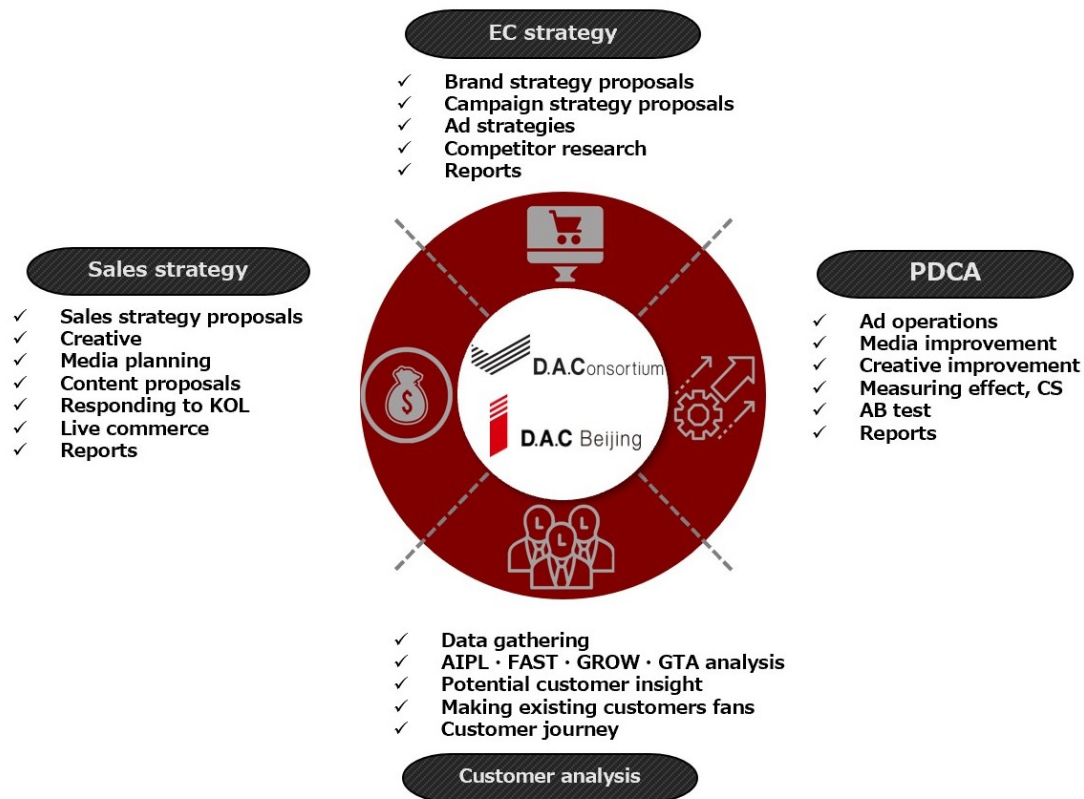
Alibaba Group's Uni Marketing is a marketing service that consolidates big data of Alibaba Group's e-commerce, media, settlement and other services used by more than 700 million people in China into one ID called a Uni ID. Uni ID features a massive user demographic analysis function, a detailed segmentation function that includes consumption behavior as well as hobbies and interests, and a CRM platform function that integrates data and content. With an e-commerce marketing service under its group organization, it provides ad delivery services for many types of media, including Alibaba Group's e-commerce platform Taobao and Tmall.



Established in 2005, DAC Beijing has steadily expanded its advertising operations through a wide variety of strategies for China's e-commerce market. In addition, utilizing its knowledge and strength in data-driven marketing, DAC Beijing develops and provides unique digital marketing services and solutions for the Chinese domestic market.

Since first becoming a certified Uni Marketing agency in 2017, DAC Beijing has worked with numerous Japanese-affiliated advertisers to resolve their marketing issues in the Chinese e-commerce market. With its accumulated knowledge, DAC Beijing utilizes Uni Marketing solutions and leverages its strengths in and knowledge of EC strategies, sales strategies, customer analyses and PDCA to provide detailed analyses of consumer demographics and behavior for effective campaigns tailored to each consumer.

■ **Uni Marketing services provided by the DAC Group:**



DAC Beijing will continue to work with DAC to harness its experience in the Chinese market and contribute to the resolution of issues related to advertisers' marketing activities.

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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.A.Consortium Beijing Co., Ltd.**

**<https://www.dacbj.com.cn/>**

Representative : Mitsuo Omaru, Chairman  
Head Office : B7-7, SOHO2 Building, No. 9 Guanghua Road, Chaoyang District, Beijing,  
Established : October 2005  
Business : Online media transaction related business, solution business,  
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