

DAC offers an EC solution for baifenbai, Baidu Japan's cross-border EC site

Tokyo, October 22, 2020--- D.A.C Consortium Inc. (DAC) is pleased to announce that it will begin providing an EC solution for baifenbai, a cross-border EC site for the Chinese market operated by Baidu Japan, the Japanese subsidiary of China's largest search engine Baidu.



With the popularization of digital devices, a change in lifestyles as well as the impact of the novel coronavirus, cross-border EC sites are seeing a dramatic increase in market size.

In August 2020, Baidu Japan launched baifenbai, a cross-border EC site for the Chinese market that specializes in the sale of Japanese products. Vendors can open an online store and list products with low initial investment costs, making it optimal for test marketing. As product shipments to China and settlements are all handled by Baidu Japan, baifenbai is a low-cost, low-risk cross-border EC platform for the Chinese market compared to other major EC sites.

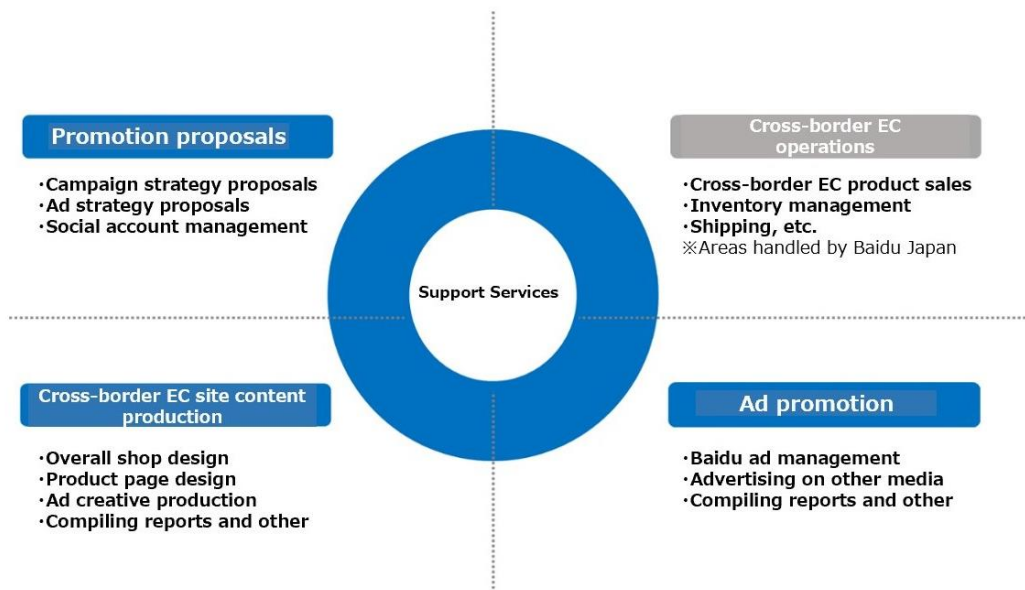
Another merit is the ability to utilize Baidu's big data, media and marketing tools for promotion. Product information in the form of ads appear on Baidu's search screen and when clicked, move the user to the product page on the baifendau site. This feature also measures search numbers, trends in search words and other variables to more effectively deploy ads and to verify ad effect.

As a Baidu key agency(*1), DAC provides comprehensive support to Japanese companies wishing to target the Chinese market on baifenbai, from promotion planning and product site development to ad management.

▼baifenbai site



▼DAC's baifenbai solutions ※blue areas indicate DAC services



DAC has been focusing on the Chinese market and with the establishment of D.A. Consortium Beijing (DAC Beijing) in 2005, has worked to build strategic advertising operations that target the Chinese EC market. Utilizing its knowledge and expertise in data-driven marketing, the two companies are jointly developing and providing digital marketing services and solutions in China. At DAC's headquarters office in Japan, a Chinese market marketing support system is in place with a team of Chinese native speakers specializing in ad operations. In 2016, we began offering Irasshaimase JAPAN!™(*2), an inbound marketing solution. Furthermore, DAC has formed strategic digital marketing partnerships with several major Chinese companies(*3) to respond to both Chinese inbound and outbound ad placement needs.

DAC will continue to collaborate with DAC Beijing and utilize its cumulative experience and know-how to comprehensively support companies wishing to enter the cross-border EC market in China.

(*1) News release of September 5, 2018: DAC certified as "Key Agency" of Baidu Japan, Baidu, China's number one search engine https://www.dac.co.jp/english/press/2018/20180905_baidu

(*2) News release of July 19, 2016:"Irasshaimase Japan!™ (Welcome to Japan!)" launched, an all-in-one digital marketing solutions for the inbound tourism business
https://www.dac.co.jp/english/press/2016/20160719_inbound

(*3) News release of April 18, 2018:DAC formed the only "Preferential Partnership" in Japan with Tencent
https://www.dac.co.jp/english/press/2018/20180418_tencent

News release of July 8, 2019: DAC forms exclusive strategic partnership with iClick Interactive Asia, China's largest independent data marketing solutions company
https://www.dac.co.jp/index.php/press/2019/20190708_iclick (Japanese)

<Baidu Japan Inc.>

Baidu Japan is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing, China; chairman and CEO: Robin Li), the China's largest search engine in terms of market share and a company listed on NASDAQ of the United States. Since its establishment in December 2006, Baidu Japan has supported corporate clients in their marketing efforts in China and has developed inbound cross-border EC strategies, listing ads, ad network ads and other Internet advertising products aimed at Chinese-speaking countries. In addition, it offers the hugely popular Japanese keyboard emoji app Simeji (Android version since December 2011, iOS version since September 2014), which has a cumulative 43 million downloads (as of September 2020). In May 2015, Baidu Japan acquired popIn Inc. (headquarters: Minato Ward, Tokyo; Representative Director: Tao Cheng), which provides a Web media recommendation engine, online advertising and smartphone advertising.

<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.

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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。