

## DAC is recognized as an Audience Partner under the Twitter Official Partner Program

**November 12, 2020** --- D.A. Consortium Inc. (DAC) is pleased to announce that it has been certified by the US company Twitter, Inc. (Twitter), as an Audience Partner under the Twitter Official Partner Program. This certification was given in recognition of its initiatives related to AudienceOne®, a DMP developed and provided by DAC. Utilizing AudienceOne®, one of Japan's largest DMP, DAC works with Twitter to provide more effective ad delivery services and develop new services.

Within the DAC Group, DAC is the second to be certified a Twitter Official Partner, following Torchlight, Inc., which operates an advertising management platform called Sherpa and received certification as a Twitter Official Partner in the ad technology category.



With privacy-conscious data utilization becoming increasingly important in corporate marketing activities, Twitter and other advertisers need to engage quickly and continuously in the PDCA cycle of setting target audiences, conducting advanced data analysis of ad effect and managing ads efficiently to maintain profitability.

DAC first linked its AudienceOne® with Twitter in November 2016 (\*2) and has since been providing ongoing support to enable companies to better target their ads on Twitter and maximize results. In recognition of these efforts, DAC has been certified a Twitter Official Partner Audience Partner. The Twitter Official Partner Program recognizes companies that provide high-quality products and specialized services on the platform.

In addition to DAC-owned first-party data (site visitors, app users, members, existing customers, etc.), companies that use DAC's AudienceOne® can utilize second-party data owned by partner companies (purchasing data, location data, TV viewership data, etc.) and third-party data (demographics, lifestyles, hobbies, interests, etc.) for targeted or excluded ad delivery on Twitter. This enables companies to comprehensively manage ad delivery, from the setting of the target audience, analysis and operations, for more effective social media marketing.

The DAC Group will continue to utilize data and reinforce its technologies to support Twitter and other client companies' social media marketing efforts.

- (\*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> (Japanese)
- (\*2) November 29, 2016, press release: "DAC's DMP AudienceOne is linked with Twitter"  
[https://www.dac.co.jp/press/2016/20161129\\_aone\\_twitter](https://www.dac.co.jp/press/2016/20161129_aone_twitter) (Japanese)

#####

### <Corporate Information>

#### ■ D.A.Consortium Inc.

<https://www.dac.co.jp/english/>

Since its establishment in 1996 during the early days of online advertising, DAC is leading the industry in market formation and growth as it steadily expands its operations with the digital transformation of information and lifestyles.

Currently, DAC operates advertising and marketing businesses centered on digital technology both in Japan and overseas. The company provides comprehensive support, from consulting and planning to ad space purchasing, selling, management and results analysis. With a firm understanding of the characteristics of different media, DAC also produces creative, develops and provides solutions that bridge its wealth of data with advanced technologies, and supports global promotional initiatives.

With the mission, "**Empowering the digital future,**" DAC will continue to be at the forefront in creating new forms of advertising and marketing and providing new value to society.

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。