

News Release

D.A.Consortium Inc.

DAC's AudienceOne® links with Foursquare

~Using location and website share data to track walk-ins and deliver ads~

Tokyo, December 9, 2020 --- D.A.Consortium Inc. (DAC) is pleased to announce that AudienceOne®(*1), a DMP (data management platform) developed and provided by DAC, will now be linked with the world's leading location data technology platform offered by Foursquare Labs, Inc. (Foursquare).

With this collaboration, the following initiatives are now possible.

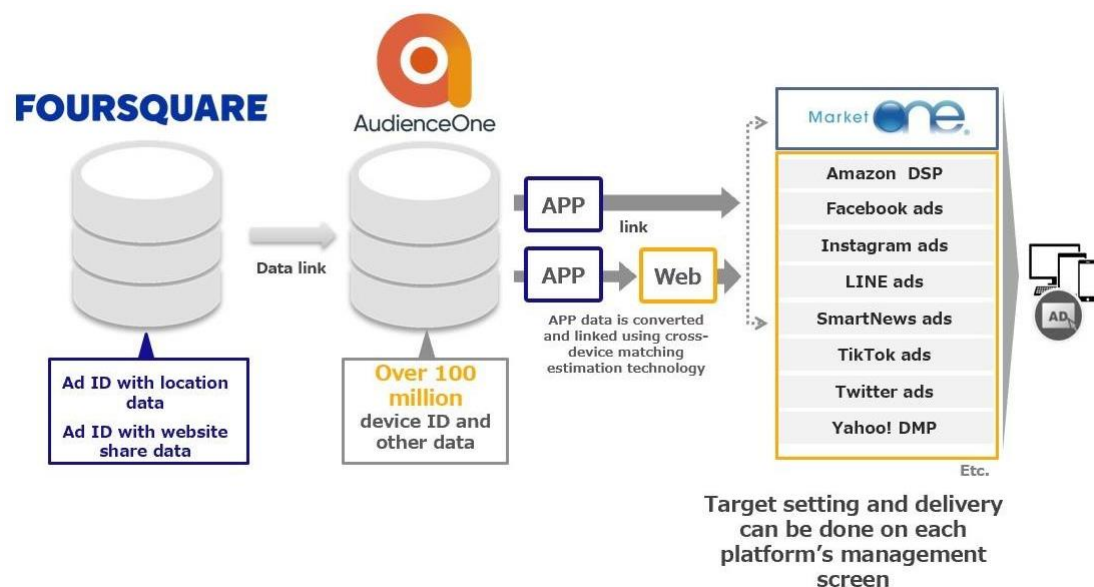
1 Targeted ad delivery based on location data and website share data

...Utilizes Foursquare privacy-centric, opt-in consent user location data as well as website share data provided by ShareThis, a company aligned with Foursquare.

...Delivers targeted ads on MarketOne®(*2) DSP and a variety of other platforms linked with AudienceOne®.

2 In-store measurement utilizing Foursquare's highly reliable data

...Detects with high accuracy whether or not users who engaged with a smartphone app ad or a browser ad actually visited a store.



AudienceOne®, developed and provided by DAC, is one of Japan's largest data management platforms (DMP) with more than 100 million device ID and other data, which it analyzes to generate and provide high-definition third-party data. Foursquare is the industry's first and only location data platform to receive strict Media Rating Council(*3) accreditation based on the reliability of its walk-in tracking. Platforms linked with the AudienceOne® Data Exchange service(*4) can utilize globally recognized location data to deliver ads and measure walk-ins.

1 Targeted ad delivery based on location data and website share data

Taking the auto industry as an example, a variety of segments can be created utilizing

the following information.

- A: Dealership visitors (their own dealerships as well as those of competitors)
- B: Basic demographic data (families and newlyweds who are likely to consider a new car purchase, etc.)
- C: Lifestyle data (visitors to seaside, mountain or other tourist attractions where travel by car can be assumed, to driving schools, etc.)
- D: Website share data (share histories of car-related website articles)

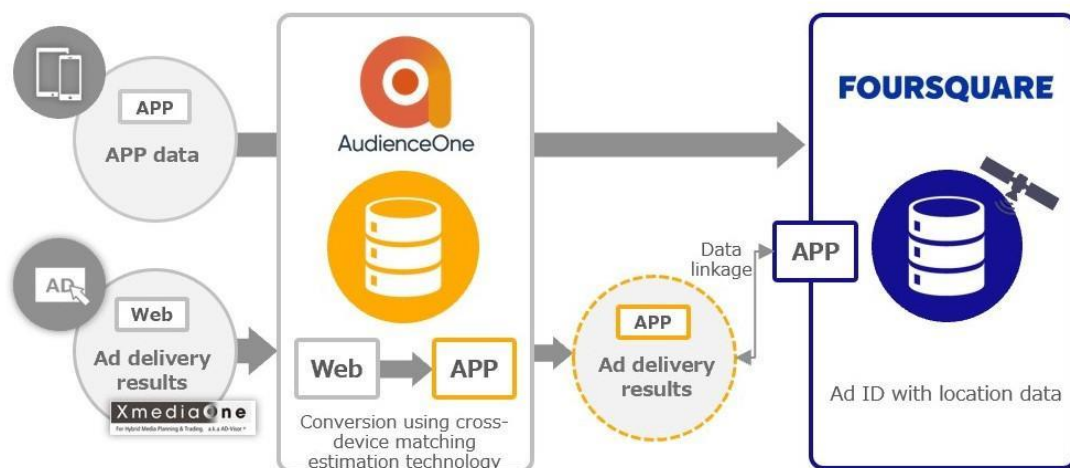
Using these created segments, targeted ads can be delivered over platforms that are linked with AudienceOne®.

*Example: Segments created for the auto industry



② In-store measurement utilizing Foursquare's highly reliable data

Using the tracking function of DAC's integrated platform XmediaOne®(*5) and linking it with Foursquare's highly reliable location data, client companies will be able to distinguish with high accuracy whether or not users who engaged with a smartphone app ad or a browser ad visited a store. In addition, in-store measurement is available on ad delivery platforms that use Foursquare tags.



Protecting the privacy of *sei-katsu-sha* (our term for consumers that encompasses all

aspects of their lives) foremost in mind, DAC will continue to actively develop solutions and enhance its functions to support data utilization in our client companies' marketing activities.

- (*1) AudienceOne® links, integrates and analyzes both offline and online purchase history and location data with DRM, ad delivery results, panel research results and a variety of other forms of data to aid in visualization. Using a patented technology, it also features a cross-device, cross-channel estimate function. Utilizing a wealth of linked channels, AudienceOne® offers a full-funnel, high-precision marketing environment to provide a wide range of measurements, from new customer acquisition to improvements in LTV among existing customers. AudienceOne® data include demographic data such as gender, age and income, approximately 1,400 types of psychographic data (hobbies, interests, etc), as well as specialized data provided by AudienceOne® partner companies (Data Exchange).
<https://solutions.dac.co.jp/audienceone> (Japanese)
- (*2) A demand side platform (DSP) provided by PlatformOne Inc., a DAC consolidated subsidiary.
<https://marketone.jp/support/index.html> (Japanese)
- (*3) A US industry organization that provides highly valid, reliable and effective measurement services for the media industry and related users. As of December 2020, Foursquare is the only location data platform accredited by MRC.
<http://mediaratingcouncil.org/>
- (*4) Data owned and provided by companies is processed into segments with no personally identifiable information and linked with ad delivery platforms. News release of September 11, 2018: DAC begins offering Data Exchange on AudienceOne's management screen, enabling data sales between companies https://www.dac.co.jp/english/press/2018/20180911_exchange
- (*5) An integrated platform that supports hybrid media planning of reservation-based ads and programmatic ads. It is linked with AudienceOne® audience data and other platforms to enable tracking.

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<About Foursquare Labs, Inc.> <https://foursquare.com/>

Foursquare is a location data company that helps marketers and their organizations use location to better understand, reach and engage consumers. Customers use Foursquare's insights, targeting, measurement, and data enrichment products to build and execute digital advertising strategies, understand audiences, measure success, and support innovative business solutions. Thousands of companies including Apple, Facebook, Google, Microsoft, Snap, Uber, including 100% of the top 50 national advertisers rely on Foursquare data. For details, please refer to the company link.

Representative : CEO David Shim
Head Office : 50 W 23rd St (btwn 5th & 6th Ave), NY
Business : IT

<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
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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。