

News Release

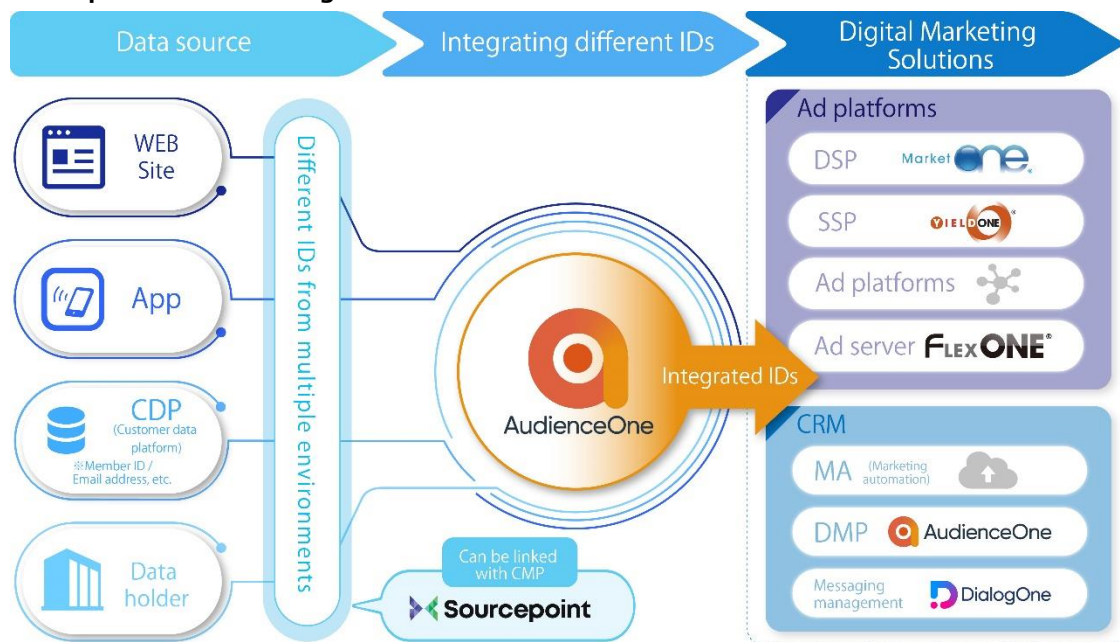
D.A.Consortium Inc.

DAC creates a new AudienceOne® technology that does not rely on third-party cookies

~Develops an integrated ID solution for a post-cookie era~

Tokyo, January 14, 2021--- D.A.Consortium Inc. (DAC) is pleased to announce that it has developed an integrated ID(*1) solution for its data management platform (DMP) AudienceOne®(*2) to respond to increasing restrictions on third-party cookies stemming from information security and privacy protection concerns. With an integrated ID, DAC will be able to create a marketing foundation that utilizes data in a stable and ongoing manner without third-party cookies. This will help DAC resolve the data marketing challenges of advertisers, media companies and solutions vendors while taking into consideration the privacy of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives).

■ Example of how an integrated ID can be used



In recent years, concerns about information security and privacy protection have grown considerably. Browser companies are beginning to gradually restrict the use of third-party cookies used for advertising and marketing activities. It is assumed that it will become difficult to continue providing or linking data among current marketing solutions that use third-party cookies (ad servers, DSP, SSP, DMP, MA, CDP, etc.). As an alternative, there is an increasing need for integrated IDs among advertisers, media companies and solution vendors.

Utilizing its know-how gained from the development of its DMP AudienceOne®, its messaging management solution DialogOne®(*3), and other products, DAC has developed a technology that brings together a wide variety of user-consent IDs into an integrated ID. Integrated IDs will help avoid possible problems when third-party cookies can no longer be used, such as a decline in precision of targeted ad deliveries and limits in the scope of ad effect measurements. Because integrated IDs will enable both online management of *sei-katsu-*

sha data and data utilization for various solutions, we will be able to continue to pursue cost-effective digital advertising, visualize ad attribution effect, measure ad placement results, enrich our marketing data, and digitally transform the marketing environment.

This new technology is part of DAC's overall efforts to protect sei-katsu-sha privacy(*4) and create measures for a post-cookie era(*5).

With the protection of sei-katsu-sha privacy foremost in mind, DAC will continue to actively develop solutions and improve functions to support corporate marketing activities and data utilization.

- (*1) An integrated ID crosses over multiple browser and device environments and can be centrally managed and utilized.
- (*2) AudienceOne® is one of Japan's largest data management platforms (DMP) with over 100 million mobile ad IDs and a huge volume of data, which is analyzed to generate and provide high-precision third-party data. It links, integrates and analyzes both offline and online purchase history and location data with CRM, 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. <https://solutions.dac.co.jp/audienceone> (Japanese)
- (*3) DialogOne® is a messaging management solution linked with the communication platform LINE. With a wide range of functions, high-level technical capabilities, and the ability to customize and comprehensively support company CRM initiatives, it has been implemented by numerous companies. <https://solutions.dac.co.jp/dialogone> (Japanese)
- (*4) April 19, 2019, news release : DAC partners with Sourcepoint to improve transparency of Sei-katsu-sha data used by advertisers and media companies
https://www.dac.co.jp/english/press/2019/20190419_1_sourcepoint
April 19, 2019, news release : DAC's "AudienceOne®" enhances features for Sei-katsu-sha
https://www.dac.co.jp/english/press/2019/20190419_2_aone_privacy
- (*5) June 24, 2020, news release: DAC's AudienceOne® enhances data utilization functions for a post-cookie era https://www.dac.co.jp/english/press/2020/20200624_aone_postcookie
September 7, 2020, news release: DAC and Grid Data Bank Lab conduct verification tests based on electricity power consumption data
https://www.dac.co.jp/press/2020/20200907_gdbl (Japanese)

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<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.

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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。