

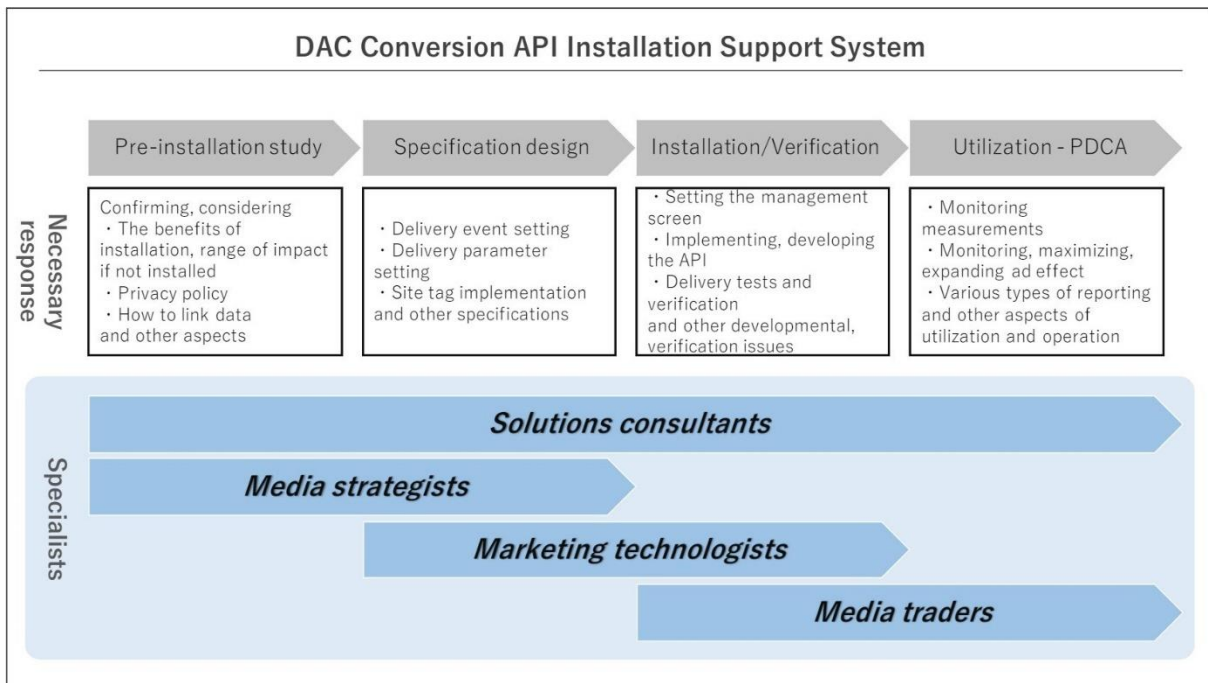
News Release

D.A.Consortium Inc.

**DAC enhances its
Facebook Conversion API installation service**

~One-step installation of a new post-cookie era measurement system~

Tokyo, January 29, 2021--- D.A.Consortium Inc. (DAC) is pleased to announce that it has created a system and assigned specialists in each field to enhance its ability to support companies who wish to install Facebook’s conversion API(*1). As an officially accredited Facebook Marketing Partner(*2) and with more than 100 employees that have the Facebook Blueprint(*3) certification for individuals, DAC is able to provide advertisers a one-step solution for designing the specifications and implementing Facebook/Instagram ad effect measurement functions that do not rely on third-party cookies.



With rapidly increasing restrictions on the use of third-party cookies, advertisers are being challenged to quickly find ways to measure ad effect that do not depend on third-party cookies. In addition, from the perspective of privacy of *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives), advertisers must take into greater consideration how to handle user data utilized for ad delivery.

With the coming arrival of a post-cookie era, Facebook has begun offering a conversion API as a new way to measure Facebook/Instagram ad effect. There is a growing demand among advertisers for this conversion API, which can measure ad effect while compensating for any loss of third-party cookie data even in the face of increasing restrictions on third-party cookies.

DAC has created a support system comprised of in-house specialists in each field – solutions consultants, media strategists, marketing technologists and media traders – to promote the installation of this conversion API. While DAC has provided installation support in the past, this new system promotes speedier and more custom-tailored comprehensive assistance. Specifically, DAC offers a total range of services, from pre-installation consulting about specification designs that take into consideration privacy concerns, installation and verification support provided by marketing technologists and other specialists even in cases where the advertiser company’s development resources cannot be tapped, as well as post-installation delivery design maximization and reporting. These services are borderless and available both in Japan and overseas. Furthermore, DAC can utilize its DMP AudienceOne®(*4) to offer simplified implementation solutions and flexibly respond to advertiser needs, resolve issues and maximize ad effect.

This new support system is one aspect of DAC’s many measures to protect sei-katsu-sha privacy(*5) and initiatives for the post-cookie era(*6). With expertise borne from extensive experience in Facebook/Instagram ads and by supporting the installation of the conversion API function, DAC is striving to provide safe and reliable consulting services that respond to privacy protection and legal concerns.

With the protection of sei-katsu-sha privacy foremost in mind, DAC will continue to strive to contribute to effective corporate digital marketing activities.

- (*1) A Facebook business tool that can be used to improve Facebook/Instagram ad campaign effect measurements. Utilizes acquired user data to measure ad effect with a function that directly links the advertiser’s server with Facebook’s server.
- (*2) Facebook Marketing Partner is a Facebook program that recognizes companies with a record of achievements in marketing support that utilizes Facebook/Instagram.
- (*3) Facebook Blueprint is a Facebook program that certifies individuals who have a high-level of specialized knowledge of digital marketing that utilizes Facebook products.
- (*4) 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)
- (*5) 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
- (*6) 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)

January 14, 2021 : DAC creates a new AudienceOne® technology that does not rely on third-party cookies https://www.dac.co.jp/english/press/2021/20210114_aone_id

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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。