Hakuhodo DY Media Partners and DAC develop and begin offering "Audience Dive," a multi-faceted, deep-dive audience analytical solution

Tokyo, March 18, 2021 --- Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) offers Hakuhodo DY Next-Generation Media Solutions (figure 1), a set of solutions aimed to optimize ad effect in support of the next-generation AaaS(*1) model for ad media business digital transformation.

As the fourth installment in this set of solutions, Hakuhodo DY Media Partners is pleased to announce that it is working with D.A.Consortium Inc. (DAC) and utilizing Ads Data Hub(*2), Google's cloud-based, user-privacy-sensitive analysis platform to begin providing Audience Dive (trademark registration pending), a solution that provides multi-faceted, deep-dive ad audience analysis on a dashboard.

The role of digital advertising as a marketing communication tool for advertisers is expanding in part because of the ease it offers in measuring ad effect. One important factor in maximizing the effect of digital ads is being able to set optimal targets. However, to do so, advertisers must make hypotheses regarding their target, deliver the ad, and then compare and verify effect in a repeated PDCA cycle process, requiring them to post the ad multiple times.

Audience Dive can analyze ad effect after the fact even for segments not targeted at the time of ad delivery, enabling a broad audience analysis of a single ad post. Analytical angles not accessible on the management screen can be continually confirmed on the dashboard, which supports regular improvements in ad effect.

Audience Dive has three major features:

1. <u>After-delivery analysis</u>
Up until now, ad effect could only be measured for audiences that were targeted at the time of ad delivery. However, with Audience Dive, ad effect for each target segment (gender, age, region, hobbies and interests, purchase intent) can be measured even after the ad is delivered, thereby helping to uncover unknown users.

2. <u>Continuity</u>

Audience Dive is structured to provide effective analytical results on a dashboard. This dashboard report can be comprehensively managed and revised online. With all data situated in the data warehouse, periodic data updates can be conducted quickly. Because Audience Dive can be flexibly customized, it can be used in an ongoing manner to provide consistently valuable reports.

3. Analysis beyond the management screen available on the dashboard

Audience Dive offers a deep-dive, multi-faceted analysis of ad audiences using six different angles: targeting potential, view trend, conversions, campaigns, FQ cut and reservation (figure 2). The results of each angle can be visually verified with the UI (user interface) on the dashboard.

Hakuhodo DY Media Partners and DAC will continue to develop and enhance Audience Dive and other ad solutions to create new solutions that link *sei-katsu-sha* (a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply "consumers") DMP and DAC's wealth of data.
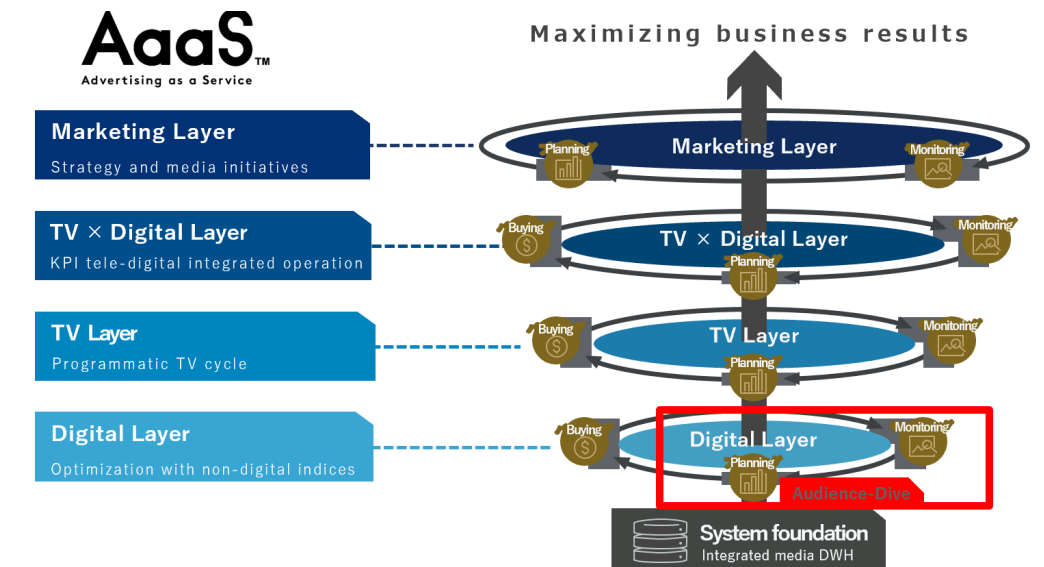
(＊1) A next-generation model for the digital transformation of the ad media business that is advocated by Hakuhodo DY Media Partners in anticipation of the shift from reservation-based ads, a long-standing ad industry practice where transactions are based on ad space, to programmatic ads, a business model that seeks to maximize ad effect (trademark registration pending).

(＊2) For details about Ads Data Hub, please refer to their official website.
https://developers.google.com/ads-data-hub

＊Ads Data Hub, Google Cloud, Google Marketing Platform, YouTube and TrueView are registered trademarks of Google LLC.

(Figure 1) Hakuhodo DY Next-Generation Media Solutions

(Figure 2) Six-angle analysis dashboard

Targeting Potential

Indicates which target audiences have potential based on affinity and in-market factors. Results for each segment can be seen even for segments not set at the time of ad delivery to provide feedback for future planning with a small number of ad deliveries.
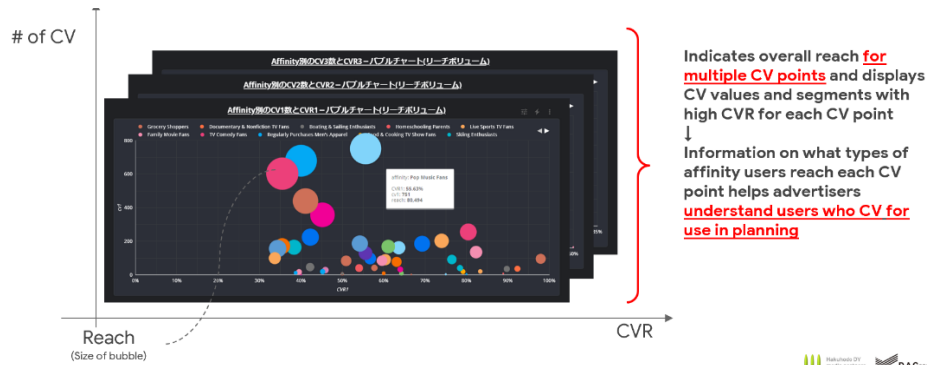

View Trend

Displays YouTube ad and TrueView discovery ad viewership attitudes (skip rates, completed view rates, click through rates, etc.) by gender, age, region, hobbies and interests, and a wide variety of other parameters.
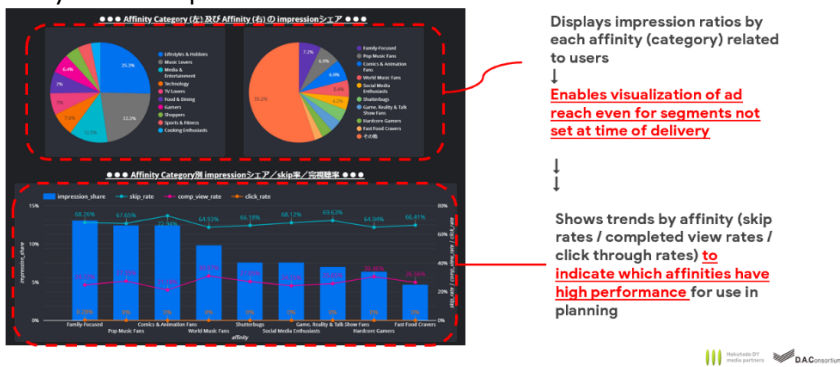
Conversions

Presents results for each pre-set CV point. Users can visualize ad effect for each CV point and determine the degree of penetration of ad initiatives as a KGI.

Indicates overall reach **for multiple CV points** and displays CV values and segments with high CVR for each CV point

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Information on what types of affinity users reach each CV point helps advertisers **understand users who CV for use in planning**

Campaigns

Indicates overlap reach and incremental reach that crosses over products and campaigns, which up until now was not available by design on the management screen.


Shows overlap rates of each campaign as well as overall overlap

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Helps to determine **overlap reach of different campaigns, which until now, was divided**

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In addition, provides information on **CTR lift due to overlap (overlap effect)** for better delivery design in the future

FQ Cut

Displays performance results by gender, age or other factors for each frequency (FQ) based on user level data aggregation, which enables users to determine the optimal number of contacts for each segment and confirm the relationship between frequency and ad effect.
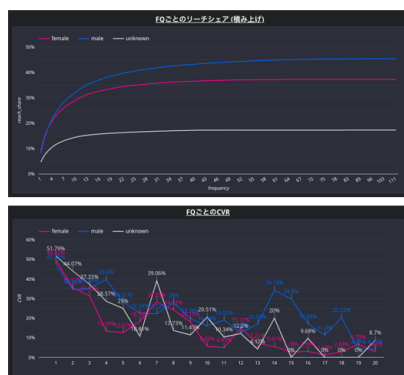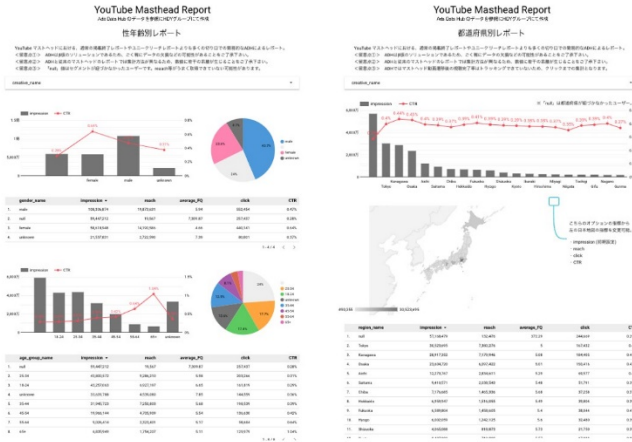

Displays by gender and by age **the level of reach (share) by the number of FQ**

With gender and age-based FQ, advertisers can determine CVR (CTR) trends, which helps determine **when performance for specific segments declines**

Reservation

On the YouTube reservation-based ad menu, shows delivery results by gender, age and location, which up until now was not viewable in the final report. This information can be utilized to increase PDCA accuracy of reservation-based ads.

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