

## **News Release**

D.A.Consortium Inc.

IREP Co., Ltd.

### **DAC and IREP to add unique functions to “Commerce Flow”, an EC site ad management optimization platform**

**- Clients using Commerce Flow and the time-specified ad delivery function saw their  
purchasing rate increase to 147% during Amazon’s limited-time-only sale -**

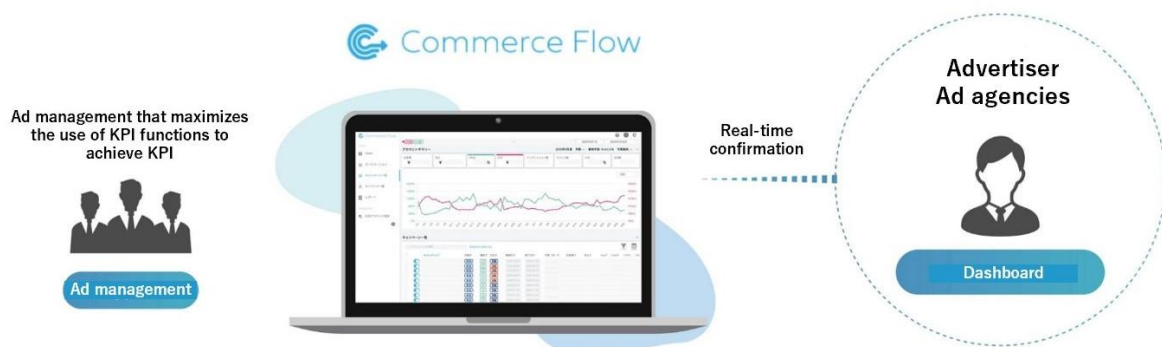
**Tokyo, April 1, 2021** -- D.A.Consortium Inc. (DAC) and IREP Co., Ltd. (IREP) are pleased to announce that they have added new features to Commerce Flow(\*1), an EC site programmatic ad optimization platform developed with negocia Co., Ltd. (negocia). These newly added features will first be offered to Amazon advertisers running sponsored ads and then expanded to support EC marketing efforts of other companies.

Sei-katsu-sha (our term for consumers that encompasses all aspects of their lives) are now using EC sites on a daily basis, and this has had a growing impact even on corporate marketing activities. While programmatic ads displayed on EC sites are similar to search ads displayed on other sites in terms of conditions, each EC site requires a specific and appropriate ad strategy. In addition to such factors as selecting keywords, placing appropriate bids and making daily budget adjustments, programmatic ads displayed on EC sites must also be adjusted according to time frame to sync with limited-time-only sales or other events to help maximize sales.

To respond to these demands, DAC and IREP will begin offering Commerce Flow, an EC site ad management platform developed by negocia. This service will first be used for Amazon Advertising’s sponsored ads and will feature the latest AI engine, a time-specified ad delivery function and other capabilities to help increase operational efficiencies, reduce costs and maximize ad effect. The time-specified ad delivery function was developed thanks to a collaboration of DAC, IREP and negocia and is a unique function available only for DAC and IREP customers.

#### **■ Main features of Commerce Flow**

**[Visual overview of the service]**



**(1) Reporting dashboard function**

- Operational performance is reflected in real time
- Improved ease-of-use of functions necessary to manage multiple ads, such as filters and tag placement
- Saves up to 5 years of data for historical analysis and other functions

**(2) Keyword recommendations utilizing Sophia AI/Automated bidding optimization function**

- Equipped with Sophia AI, a hybrid-type AI engine that uses a unique algorithm(\*1)
- Sophia AI recommends new keywords and match type changes
- Sophia AI automatically adjusts the bid price for each keyword to enhance ad performance

**(3) Time-specified ad delivery function**

- A unique function specifically for managing advertiser's Amazon sponsored ads campaigns provided by DAC and IREP
  - A unique function that controls delivery according to time frame, such as allotting a larger portion of the day's budget during times when purchasing rates and traffic are high
- ※A test run during an Amazon limited-time-only sale resulted in a 147% purchasing rate (a certain beverage manufacturer's actual results)

**(4) Compatible with the Amazon Advertising API**

- Linkage complete with the release of the Amazon Advertising API for Sponsored Display

DAC and IREP will continue to work with negocia to further develop Commerce Flow and enhance its services. Plans are underway to accommodate the Amazon DSP reporting API functionality, as well as the API for delivery and bidding with the goal to eventually link with Amazon Vendor Central and Seller Central insights. Furthermore, DAC and IREP will work with negocia to support the corporate marketing activities of other major EC sites as well.

(\*1) negocia press release (September 28, 2020): "negocia develops Commerce Flow, an Amazon ad automatic management SaaS utilizing AI. Begins offering the Agency Edition (for ad agencies) and the Vendor/Seller Edition (for EC business operators) on September 28, 2020."  
<https://negocia.jp/news/340/>

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**<Corporate Information>****■ D.A.Consortium Inc. <https://www.dac.co.jp/english>**

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 as a media rep during the early days of online advertising, DAC has played a key role in the market's formation and the industry's growth. Currently, DAC offers a wide variety of advertising-related digital marketing services both domestically and abroad.

DAC provides seamless services to publishers, ad agencies and other partner companies by offering comprehensive support for ad transaction related services, from purchasing and selling ad space to consultation, planning, operations and results analysis. The company is also engaged in creative production that maximizes the media's characteristics, the development and provision of solutions that bridge a wealth of data with advanced technology, the support of global promotions and other services.

Under the brand slogan, "**Empowering the digital future**," DAC will pursue and lead the future of marketing through innovations that create new businesses.

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

**■ IREP Co., Ltd. <https://www.irep.co.jp/global>**

IREP is a digital marketing agency that aims to maximize marketing performance for our client advertisers. Irep strives to maximize domestic and foreign clients' marketing performance by using our vastly superior domestic SEM presence as well as innovative ad solutions that utilize data. ※ IREP is a group company of the Hakuhodo DY Holdings Inc.

Representative	: Hiroto Kosaka, President & Representative Director
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Established	: November 1997
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