

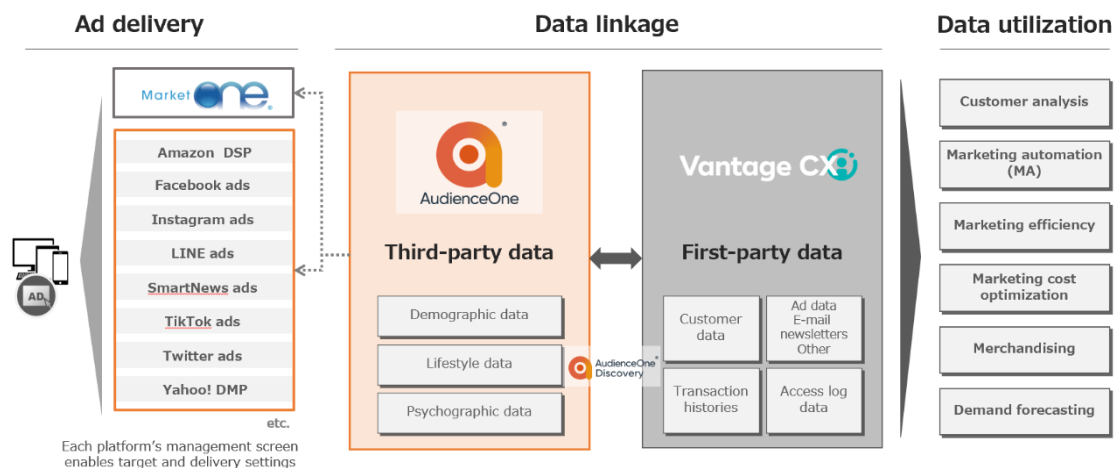
News Release

D.A.Consortium Inc.

DAC's AudienceOne® links with Teradata Vantage

~seamless data linkage for optimal communication with sei-katsu-sha~

Tokyo, May 19, 2021 – D.A.Consortium Inc. (DAC) is pleased to announce that its data management platform (DMP) AudienceOne® (*1) is now linked with Teradata Vantage Customer Experience (Vantage CX), an enterprise customer data platform(CDP), provided by Teradata Japan, Ltd. (headquarters: Minato-ku, Tokyo, President & CEO: Tomoji Takahashi, "Teradata Japan"). This means that AudienceOne® third-party data and Vantage CX first-party data can be combined and analyzed within Vantage CX to quickly and easily provide advertiser companies detailed customer profiles for optimal communication with *sei-katsu-sha*, a term Hakuholdo uses to denote people with lives, aspirations and dreams, not simply "consumers."



DAC's AudienceOne® is one of Japan's largest 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. Teradata's Vantage CX is a comprehensive, modern cloud CDP that integrates and analyzes customer data and provides highly personalized customer experiences that can be implemented on a wide variety of channels.

Using DAC's AudienceOne Discovery®(*2), AudienceOne® third-party data can be seamlessly bridged with Vantage CX first-party data for utilization. In addition, linked data can be analyzed within Vantage CX to promote better understanding of customer profiles and help optimize communication with *sei-katsu-sha*.

Furthermore, segments created with Vantage CX analysis results can be used to deliver ads on MarketOne®(*3) and a number of other platforms that are linked with AudienceOne® (=AudienceOne Connect®(*4)). Using AudienceOne® functions, delivery can be expanded to other similar user segments for more effective marketing initiatives.

DAC is working to link AudienceOne® with even more platforms and solutions to support the optimization of client companies' marketing activities, promote digital transformation (DX) and contribute to the development of the online advertising market.

- (*1) AudienceOne® 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. 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>
- (*2) AudienceOne Discovery® is a service that provides AudienceOne® audience data to client companies' corporate and other databases. With customized external data on hobbies, interests, preferences, lifestyles and other attributes, this service helps client companies analyze and visualize customer details for optimal, advanced marketing communication. <https://solutions.dac.co.jp/audienceone/discovery>
- (*3) A demand-side platform (DSP) provided by DAC's consolidated subsidiary, Platform One Inc. <https://marketone.jp/support/>
- (*4) AudienceOne Connect® is a service that creates audience segments based on the huge volume of data owned by AudienceOne® and delivers ads on a wide variety of both web-based and app-based platforms. <https://solutions.dac.co.jp/audienceone/connect>

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<Teradata Japan>

Teradata Japan, Ltd. is the Japanese subsidiary of the US company Teradata Corporation (NYSE: TDC). Teradata is the connected multi-cloud data platform company for enterprise analytics. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. See how at <https://www.teradata.jp/>.

Teradata Vantage

Teradata's connected data platform, Teradata Vantage, provides multi-cloud support for enterprise analytics from start to scale. Leveraging all of the relevant data your business needs, Vantage unifies data lakes, data warehouses, analytics, and new data sources and types to provide enterprise-level performance, availability and scalability for in-depth AI and machine learning. Leading the way with hybrid multi-cloud environments and priced for flexibility, Vantage delivers unlimited intelligence to build the future of business. For more details please visit the <https://www.teradata.jp/Vantage>.

<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。