

News Release

D.A.Consortium Inc.

DAC becomes a Google Tag Manager certified company under Google's Marketing Platform Partners Program

Tokyo, May 25, 2021 – D.A.Consortium Inc. (DAC) is pleased to announce that it has been selected as a Google Tag Manager certified company under the Google Marketing Platform™ (hereinafter, GMP) Partners Program.



GMP is a platform that comprehensively enables ad delivery, analyses and other marketing initiatives offered by Google™. GMP partners provide practical implementation and other technical support to companies wishing to use GMP in order to help them succeed in their various marketing initiatives. In addition, information about GMP partners is posted on the GMP Partner Gallery(*1).

For years, DAC has been supporting companies who wish to use Google Analytics™(*2) as a Google Analytics certified partner. DAC also supports the effective use of Google Tag Manager for digital marketing by actively developing initiatives that incorporate its most advanced features. In recognition of its endeavors to have employees obtain individual qualification in Google Tag Manager and other efforts, DAC has been selected as a Google Tag Manager certified company.

As a GMP partner, DAC will continue to contribute to effective digital marketing activities of advertisers and ad agencies, and higher media value and profitability of media companies.

* Google, Google Marketing Platform, Google Tag Manager, and Google Analytics are trademarks of registered trademarks of Google LLC.

(*) Google Marketing Platform Partners

<https://marketingplatform.google.com/about/partners/find-a-partner>

(*2) Certified in September 2015 https://www.dac.co.jp/english/certification_awards

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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.

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

For inquiries regarding this News Release

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Empowering the digital future

デジタルの未来に、もっと力を。