

News Release

Hakuhodo DY Media Partners Inc.
D.A.Consortium Inc.

Hakuhodo DY Media Partners and DAC add Yahoo! JAPAN and LINE to Audience Dive for Digital AaaS Planning

Tokyo, August 19, 2021 – Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) offers a set of solutions aimed to optimize ad effect in support of the next-generation AaaS(*1) model for ad media business digital transformation. Digital AaaS is an ad planning, buying and monitoring solution that maximizes ad effect according to *sei-katsu-sha** DMP target indices and reach, CAP and other advertiser KPIs.

*(*sei-katsu-sha* is a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply “consumers”)

AaaS™ Digital AaaS™

Advertising as a Service

Digital AaaS Planning is a planning solution that maximizes the effect of digital ads. It comes installed with Audience Dive(*2) (trademark registration pending), a system that provides multi-faceted, deep-dive ad audience analysis on a dashboard using a data clean room for highly flexible digital ad planning not restricted by delivery time settings. Hakuhodo DY Media Partners and D.A.Consortium Inc. (DAC) began offering Audience Dive in March 2021.



Hakuhodo DY Media Partners and DAC have now added Yahoo! JAPAN and the communication app LINE to its lineup of Audience Dive compatible media, thereby expanding the usage environment for Digital AaaS Planning and enabling improved cross-media digital ad effect analysis.



Because Audience Dive uses a data clean room, it 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.

Features of the newly added Yahoo! JAPAN and LINE data clean room/ad delivery data system are as follows:

- Cocoon: provides an ad delivery environment with access not only to Ad data but also Yahoo! Japan service data
- LINE ad delivery data system: provides an ad analysis environment using data from LINE ads and LINE official accounts

Hakuhodo DY Media Partners and DAC will continue to introduce a wide variety of services that maximize digital ad effect and will work with other Hakuhodo DY Group companies to help advertisers achieve their business goals.

(* 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) March 18, 2021 news release : Hakuhodo DY Media Partners and DAC develop and begin offering "Audience Dive," a multi-faceted, deep-dive audience analytical solution.
https://www.dac.co.jp/english/press/2021/20210318_audience_dive

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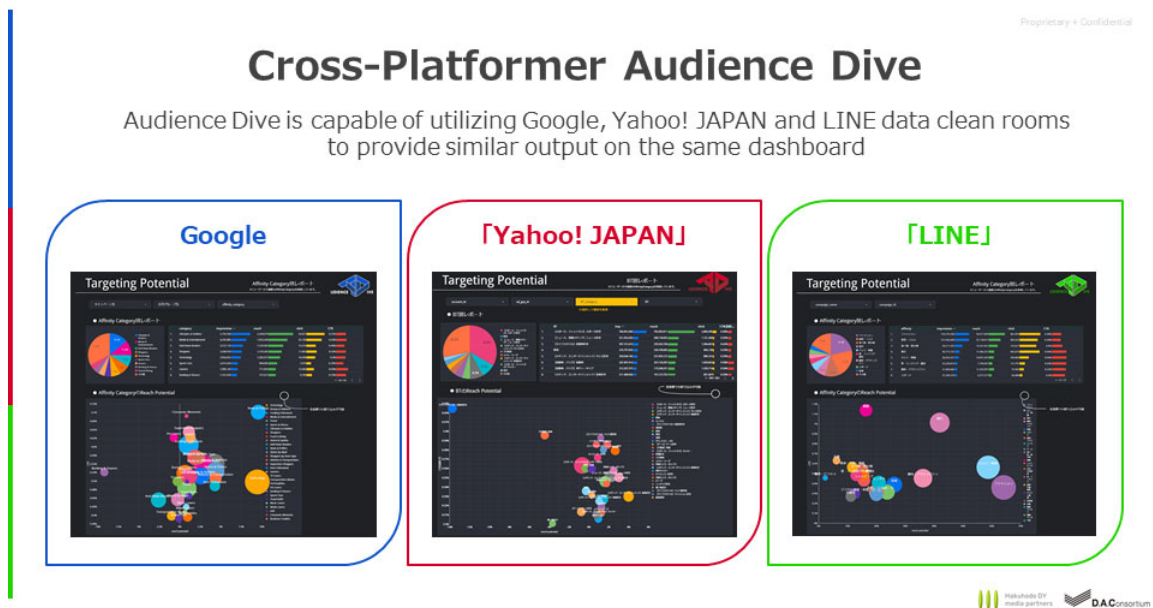
URL: <https://www.hakuhodody-media.co.jp/english/>

■ D.A.Consortium Inc.

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▼Dashboard sample



▼Platformer data clean rooms

