

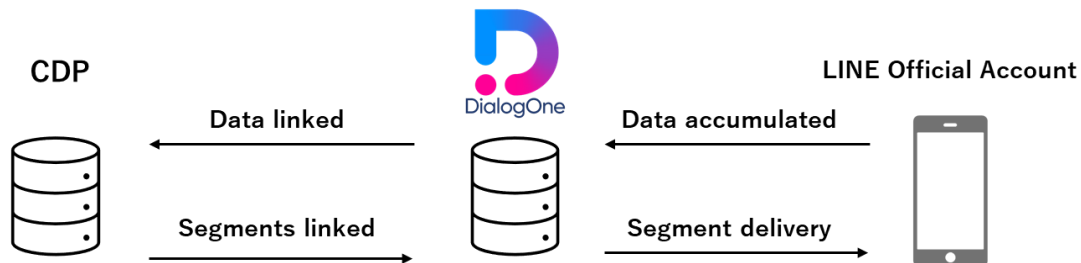
News Release

D.A. Consortium Inc.

DAC's DialogOne® now automatically linked with corporate CDPs

~Release of a new service called DialogOne® Connect~

Tokyo, September 28, 2021 --- D.A. Consortium Inc. (DAC) is pleased to introduce DialogOne® Connect, a service that automatically links DAC's DialogOne® with CDPs (customer data platform) and other databases owned by companies. With this new service, companies can seamlessly integrate their own databases with LINE Official Account action data acquired by DialogOne® for marketing purposes.



With increasing concerns about information security and privacy protection, there is heightened focus on how user data owned by companies and IDs provided by platformers is utilized for corporate marketing activities. For LINE Official Accounts, each user who is a follower of a LINE Official Account is given a user ID, with one user=one ID, and the importance of user ID identifiers for data management is growing.

DialogOne®(*1) is a messaging management solution developed and provided by DAC for communication platforms such as LINE. Action data (history data, such as adding or deleting friends, etc.) on LINE Official Accounts is linked with uid (user ID) and stored. This enables companies that have implemented DialogOne® to utilize action data of opt-in users for marketing purposes(*2).

Until now, linking company CDP and DialogOne® and managing LINE Official Account action data required the development of customized processes that involved numerous steps and high costs. However, with the new service DialogOne® Connect, customized development is no longer necessary and segments created on a company's CDP are automatically reflected on the DialogOne® management screen for more flexible segment design.

DAC will continue to actively enhance DialogOne® services to provide optimal solutions that better support corporate marketing activities.

(*1) DialogOne® is a LINE-compatible messaging management solution that bridges advertiser company customer information with social account information to enable high-precision message delivery over social accounts that are tailored to each user for one-to-one communication.
<https://solutions.dac.co.jp/dialogone> (Japanese)

(*2) Data on opt-out users is not available for data linkage or segment delivery.

<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。