

## **News Release**

D.A.Consortium Inc.

### **[Patent acquisition notification]**

## **Patent acquired for a web-page analytical tool system that recreates a paper media-like environment**

**~Enables digital visualization of magazine (paper) ad effect for developing  
more effective approaches to increase sales~**

**Tokyo, October 7, 2021** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has acquired a patent for a technology that digitally visualizes and analyzes how users browse paper media content.

Until now, verifying the effect of ads in magazines and other forms of paper media required readers to fill out postcard surveys or respond to questionnaires. The information that was obtained was limited both in terms of categories and volume, making detailed reporting and ad effect verification difficult. With the need for a more effective digital means to measure ad effect, as well as an increase in demand for tie-up ads, it is more important than ever before to be able to visualize and to determine the browsing status and the effect of past tie-up ads to plan the angle and direction of content.

### **■ Summary of the patent**

The acquired patent is for a system that displays paper media content on a web page and then analyzes the browsing behavior of web users with similar demographics (gender, age, hobbies, interests, etc.) as the paper media readership. More specifically, the system delivers online tie-up ads that appear in magazines (paper) and using DAC's DMP AudienceOne<sup>®</sup>(\*), creates user segments that are similar to the paper media readership for targeting. With this, a paper media-like environment is recreated on the web and web browsing behavior is used to analyze paper media browsing trends. These results are put through the PDCA process to artificially visualize ad effect, which is difficult to measure with paper media, so that publishers can create content that better meets readership needs.

<b>Invention name</b>	: Program
<b>Patent acquisition date</b>	: August 2, 2021
<b>Patent application number</b>	: Patent No.6923576
<b>Inventors</b>	: Kazuhiro Sunada

With a wide variety of media accelerating their DX efforts, DAC aims to use this newly patented technology to support media company DX with initiatives that contribute to higher sales and further development of the market.

(※) 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 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> (Japanese)

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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.

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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。