

## **News Release**

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

### **Hakuhodo DY Media Partners and DAC add Amazon to Audience Dive for Digital AaaS Planning**

**Tokyo, January 25, 2022** – Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) and D.A. Consortium Inc. (DAC) are pleased to announce that they have added Amazon to the lineup of compatible media for Audience Dive<sup>®</sup>(\*1) and have begun offering services for Amazon Marketing Cloud (AMC) (\*2). Audience Dive<sup>®</sup> is a system that provides multi-faceted, deep-dive ad audience analysis on a dashboard using a data clean room to support Digital AaaS Planning, a solution that enables highly flexible digital ad planning not restricted by delivery time settings.



Hakuhodo DY Media Partners offers a set of solutions aimed to optimize ad effect in support of the next-generation AaaS(\*3) model for ad media business digital transformation. Digital AaaS Planning is an ad planning solution that maximizes ad effect according to *sei-katsu-sha*\* DMP target indices and reach, CPA 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

The addition of Amazon to the lineup of Audience Dive<sup>®</sup> compatible media expands the areas of use for Digital AaaS Planning, which enables better cross-sectional analysis of digital ad effect and contributes to maximizing ad effect.

- The analysis and utilization of a wide range of data in addition to the reporting data normally available for Amazon ads
- Multi-faceted audience analysis utilizing ad data of the online store Amazon
- Cross-sectional analysis of Amazon ad product data, which until now was divided

Hakuhodo DY Media Partners and DAC will continue to offer services that maximize the effect of digital ads, such as cross-channel data analysis and optimal budget distribution proposals, to help advertisers achieve their business goals.

- (\*1) 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](https://www.dac.co.jp/english/press/2021/20210318_audience_dive)  
 August 19, 2021, news release: Hakuhodo DY Media Partners and DAC add Yahoo! JAPAN and LINE to Audience Dive for Digital AaaS Planning  
[https://www.dac.co.jp/english/press/2021/20210819\\_audience\\_dive](https://www.dac.co.jp/english/press/2021/20210819_audience_dive)
- (\*2) An analysis solution built on the foundation of Amazon Web Services (AWS), a cloud platform. It enables confirmation of aggregate results using anonymized data sets (as of January 21, 2022).
- (\*3) 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).

\* The logos of Amazon, Amazon.co.jp and Amazon Ads are registered trademarks of Amazon.com, Inc. or its affiliated companies.

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## ▼ Dashboard sample

### Audience Dive that crosses different media

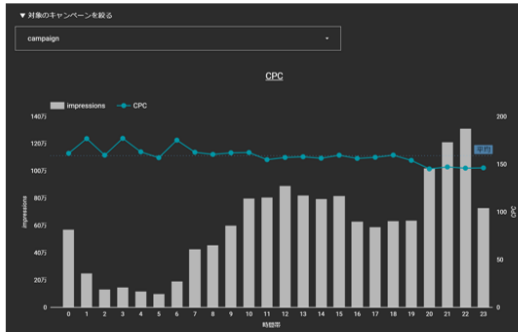
Audience Dive utilizes data clean rooms of Google, Yahoo! JAPAN, LINE and Amazon to provide similar output on the same dashboard



▼ **Example of Audience Dive using AMC**

Using AMC, customers can grasp trends by time zone in addition to regular ad reports. Based on these results, bids can be adjusted on Commerce Flow\*, an EC site ad management optimization platform, to achieve optimal performance.

Dashboard image: CPC trends by time



Enables daily budget adjustments and bid range settings by time

Setting screen: Can adjust daily budgets 24/7



\* April 1, 2021 news release :

DAC and IREP to add unique functions to “Commerce Flow”, an EC site ad management optimization platform

[https://www.dac.co.jp/english/index.php/press/2021/20210401\\_commerceflow](https://www.dac.co.jp/english/index.php/press/2021/20210401_commerceflow)