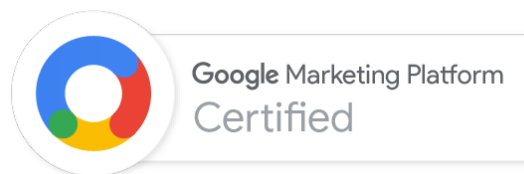


News Release

D.A.Consortium Inc.

DAC selected as a “Search Ads 360™” certified company under the Google Marketing Platform Partners program

Tokyo, March 2, 2022 – D.A.Consortium Inc. (DAC) is pleased to announce that it has been selected as a Search Ads 360™ 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 to help them succeed in their various marketing initiatives. 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™ and Google Tag Manager™ as a certified partner for both these products(*2). DAC is also promoting the use of Search Ads 360, which manages and operates digital marketing initiatives across several different search engines, such as Google Ads and Yahoo! Japan. To help companies effectively use Search Ads 360, DAC actively implements initiatives that incorporate its most advanced features. DAC has been selected as a Search Ads 360 certified company in recognition of the many certified individuals among its employees, its efforts to encourage other employees to obtain certification, and its achievements in implementing Search Ads 360.

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

* Google, Google Marketing Platform, Search Ads 360, Google Tag Manager, and Google Analytics are trademarks of registered trademarks of Google LLC.

(* 1) Google Marketing Platform Partners

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

(*2) Google Analytics: Certified in September 2015 / Google Tag Manager: Certified in May 2021

https://www.dac.co.jp/english/certification_awards/

<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 & CCO (Chief Compliance Officer)
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

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。