![D.A.Consortium logo]

D.A.Consortium Inc.

DAC to offer a digital data training program for managers of companies pursuing marketing DX

Tokyo, April 12, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce that it will being offering a digital data training program for top management and managers of companies pursuing digital transformation (DX) of their advertising, promotion and marketing functions.

This program seeks to impart knowledge and know-how useful for redefining or rediscovering the value of data hidden within a company and how that data can be utilized in business. In addition, the program aims to give top management and managers helpful information necessary to make appropriate decisions about digital data initiatives already in place at their own companies.
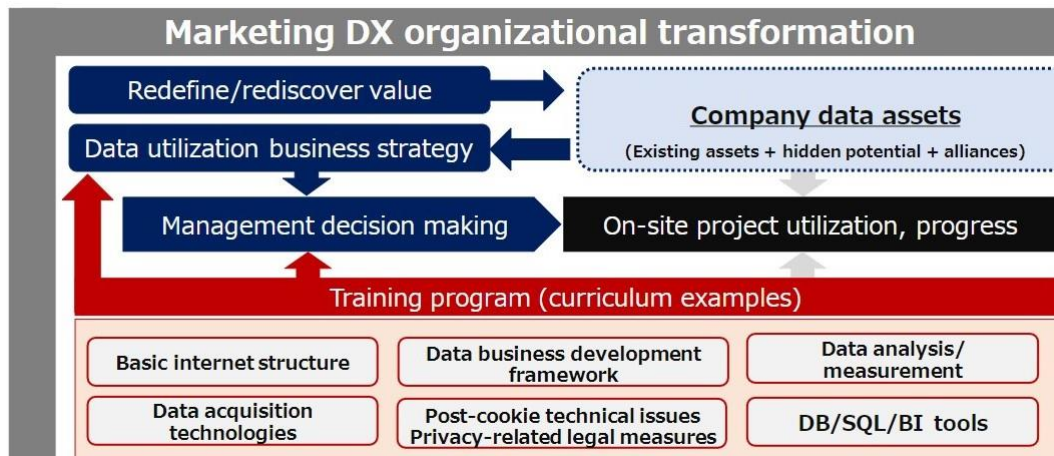
With the rapid digitalization of society and changes in the operating environment due to COVID, a wide variety of companies are feeling an urgent need for DX. Recognizing that data is an important management asset, these companies need to strategically understand how to unleash its potential value, hire and nurture human resources with data expertise, actively use data for initiatives and promote DX. While some companies have specialists at the working level already actively involved in DX initiatives, top management and managers must also have a strong understanding about data to effectively lead in business transformation, organizational reform and decision making about DX and digital operations.

Since the 1990s during the early days of the Japanese online advertising industry, DAC has been developing and providing optimal data solutions for an ever-changing online advertising and digital marketing industry. Through human

resources development, career development and internal organizational transformation, DAC is actively nurturing DX personnel. Recently, DAC successfully implemented a data training program for managers of non-data-related divisions to raise the level of knowledge and awareness across the entire organization.

Utilizing this experience and know-how gained from training our own internal DX human resources, DAC has decided to launch a digital data training program for top management and managers of companies undergoing marketing DX.

This training program features a short-term, intensive curriculum that provides basic knowledge about high-priority data utilization and marketing DX, recent trends and other important information from the perspective of top management and managers.

In contrast to on-site personnel training programs, which are focused on practical exercises and specialized knowledge, this training program features a curriculum that covers the foundations of digital data utilization in marketing DX, an overview of actual practices and a summary of technical aspects. After completing the program, participants are asked to complete follow-up surveys regarding individual data utilization issues at their company. The program curriculum can also be tailored to address specific company problems based on interviews with relevant personnel.

■ Training program summary

Target: Top management and managers of companies trying to advance advertising, promotion and marketing DX
Length: Two days (5~7 hours a day)
Schedule: Held when there are five or more participants
Location: Online
Price: ¥50,000~/per person for the basic course (discounts available for groups)
Curriculum examples:
・Basic internet structure
・Technical aspects of online data acquisition (JavaScript, etc.)
・Overview and the latest trends related to post-cookie issues, privacy-related legal measures
・Framework of data business development and feasibility studies
・Data analysis, data measurements
・Databases, SQL, etc., data storage environments, data processing
・Data visualization using BI tools, and other

DAC will continue to develop and provide a wide variety of solutions to promote and support client companies' DX efforts and contribute to creating the future of digital utilization.

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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。