

News Release

D.A. Consortium Inc.

DAC introduces WISE Transformer for first-party data utilization in a post-cookie era

~Enables next-generation ad effect measurements and site analysis~

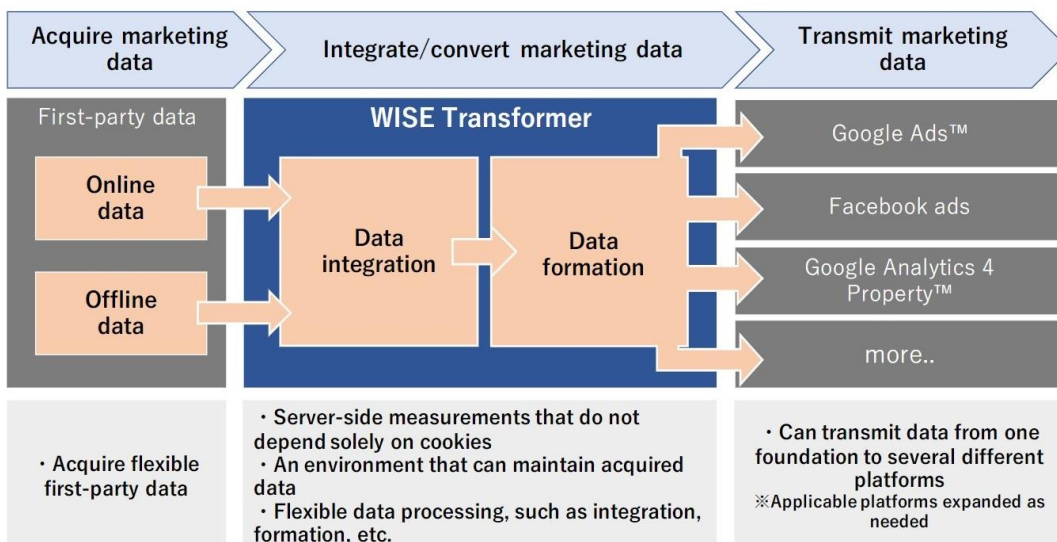
Tokyo, May 19, 2022 – D.A. Consortium Inc. (DAC) is pleased to announce that it will begin offering WISE Transformer, a first-party data utilization system that enables ad effect measurement and site analysis in a post-cookie era.



With the rising demand for web-based user privacy protection, countries around the world are formulating laws and regulations related to data gathering and utilization. In addition, companies are placing technical restrictions on browsers and devices. For example, Apple uses ITP(*1) to block cookies on the web browser Safari and Google™ is expected to block third-party cookies on its web browser Google Chrome™(*2). With increasingly strict restrictions on the use of cookies for targeted ads and ad effect measurement, there is a pressing need to develop post-cookie era alternative technologies and ad effect systems for the future of digital marketing. WISE Transformer helps resolve this and related issues.

■ About WISE Transformer

WISE Transformer is a first-party data utilization system that can use and manage first-party data within a server using Google’s tag management tool, Google Tag Manager Server-side Container™(*3). In addition to being able to avoid the effect of ITP, it enables companies to conduct effective digital marketing activities while protecting user privacy.



● Enhanced conversion measurement precision

First-party data within the server can be linked with Google Ads™, Facebook ads and other ad effect measurement data. Data that was not included for conversion due to ITP can be sent to each media for enhanced precision in measuring conversion.

● Seamless linkage with Google's platforms

Because WISE Transformer was developed based on Google Cloud™, companies that already utilize Google's various platforms will find implementation to be smooth. In addition, because WISE Transformer is based on Google's next-generation site analytical tool Google Analytics 4 Property™, companies that are using the current Google Analytics (Universal Analytics™) or are considering using Server-side Container™ to measure ad effect will be able to simultaneously use Google Analytics 4 Property and Server-side Container for ad effect measurement when they implement WISE Transformer.

● High versatility leading to reduced costs

Currently, WISE Transformer is compatible with Google Ads, Facebook ads and Google Analytics 4 Property. With plans to increase the number of media and tools on an ongoing basis, WISE Transformer is a consolidated system that can effectively reduce labor and other costs.

● Data privacy measures

Companies that implement WISE Transformer can also receive data privacy consulting services if needed. Our data privacy experts resolve problems using both technology solutions and legal support.

DAC is continuing to expand the capabilities of WISE Transformer, integrating results of ad effect measurements and site analyses with first-party data owned by companies and incorporating a machine learning model to forecast marketing KPI for future use as a CDP (customer data platform).

By developing and offering the WISE series of post-cookie era solutions, DAC is promoting the digital transformation (DX) of its client companies through both media DX and marketing DX.

※Google, Google Tag Manager, GTM Server-side Container, Google Chrome, Google Cloud, Google Analytics, Universal Analytics, Google Analytics 4 and Google Ads are trademarks of Google LLC.

(* 1) Intelligent Tracking Prevention is a tracking prevention system installed by Apple on the web browser Safari for the purposes of protecting privacy. Because it prevents tracking across different websites, it limits targeting and effect measurements of online advertising.

(* 2) DAC ADTECH BLOG of November 2, 2021 : "The current hot topic! What is the reality behind tracking restrictions? ~Apple and Google's initiatives to protect privacy~"
https://solutions.dac.co.jp/blog/dataregulation_4 (Japanese)

(* 3) GTM Server-side Container: A solution that processes ad and site analytical tags on a server rather than on the web browser.

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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.

Representative : Yuzo Tanaka, 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