

Hakuhodo DY Group’s Shopper Marketing Initiative®

DAC launches Cross Commerce Studio to support e-commerce marketing activities

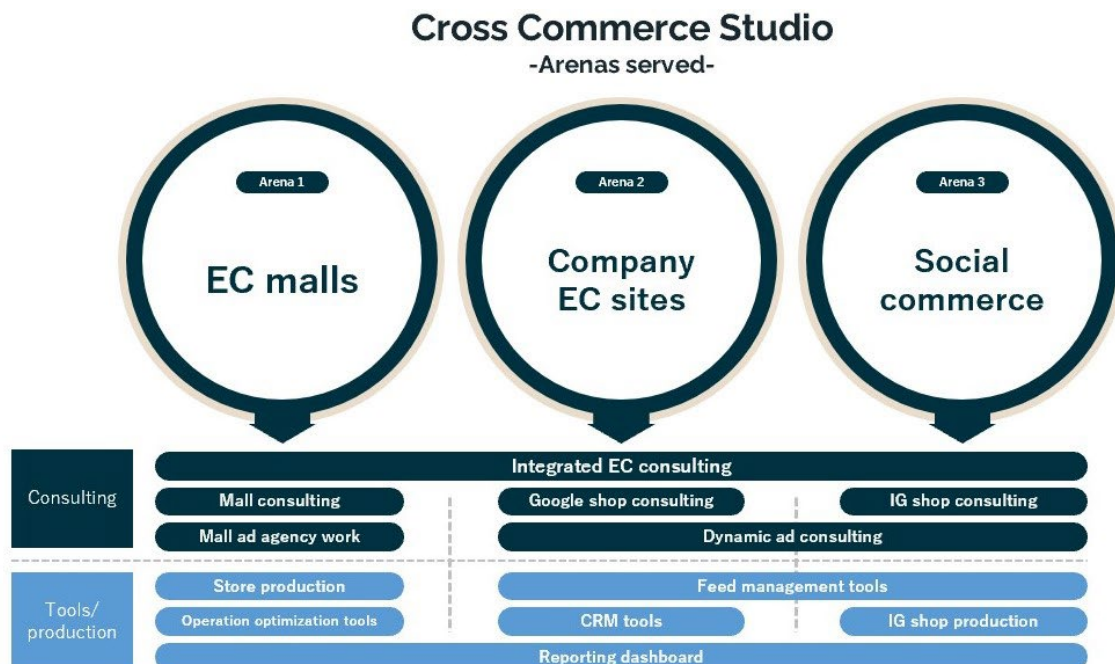
~Providing consulting and tool production support for EC malls, company online stores and social commerce~

Tokyo, May 10, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce the launch of Cross Commerce Studio to provide integrated and seamless e-commerce (EC) services, tools, solutions and support across all EC arenas, from EC malls and company online stores to social commerce. Cross Commerce Studio is part of Hakuhodo DY Group’s Shopper Marketing Initiative®.

Shopping on EC sites has become widespread among *sei-katsu-sha*, a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply “consumers.” The EC conversion rate in Japan’s product sales industry is 8.08%(*1) and rising yearly. Manufacturers and product sales companies are finding it increasingly important to be able to respond across all EC arenas, from EC malls and company online stores to social commerce. In addition, major platform companies are also entering the EC field. To respond to these changes, DAC has decided to consolidate and integrate its various EC services, solutions and tools with the launch of Cross Commerce Studio.

Through seamless consulting, tools, and production, Cross Commerce Studio enables comprehensive management and implementation of client companies’ EC marketing activities across all individual EC arenas to contribute to higher earnings.

Cross Commerce Studio offers the following services.



- **Consulting services**
 - EC mall consulting / Ad agency services
 - Social commerce consulting
 - Google shopping consulting
 - Dynamic ad consulting
- **Tool development services**
 - EC mall ad optimization tool, CommerceFlow DAC Edition(*2)
 - Data feed management tool, seil Powered by Sherpa(*3)
 - DAC's EC CRM tool, DialogOne®(*4)
- **Production/operation services**
 - EC mall production
 - Social commerce production
 - Tag consulting service, TagMasters®(*5)

DAC will continue to expand the cross-arena functionality of Cross Commerce Studio, enhance its ties with collaborative companies and diversify its service offerings to support client companies' marketing activities.

- (*1) Based on the latest Ministry of Economy, Trade and Industry survey results: FY2020 E-Commerce Market Survey (Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry)
- (*2) Commerce Flow is a tool that automatically operates Amazon sponsored ads. With Sophia AI, a hybrid AI engine that uses a proprietary algorithm, it automates ad operations to enhance efficiencies, reduce costs and maximize ad effect performance. DAC's Commerce Flow has additional unique functions, such as customized reports and timeframe-specified deliveries.
<https://solutions.dac.co.jp/commerce-flow> (Japanese)
- (*3) seil Powered by Sherpa is a real-time product information feedback system that automatically converts product information to fit each platform company's format for more efficient and effective product promotion.
- (*4) DialogOne® is a LINE-compatible messaging management solution that bridges advertiser company customer information with social account information to enable high-precision message delivery over social accounts that are tailored to each user for one-to-one communication.
<https://solutions.dac.co.jp/dialogone> (Japanese)
- (*5) TagMasters® is service to help manage tags placed for owned-side measurements. DAC's team of tag experts help to resolve issues in all phases of the tag process, from conducting current situational analyses to design, implementation, analytical support, operational support and training.
<https://solutions.dac.co.jp/tag-masters> (Japanese)

<Hakuhodo DY Group's Shopper Marketing Initiative®>



シヨッパー マーケティング・イニシアティブ

URL : smi-wow.jp

Hakuhodo DY Group's Shopper Marketing Initiative is an inter-company strategic organization of nine companies in HAKUHODO DX_UNITED's Hakuhodo DY Group. It

consolidates the specialized functions and expertise of specialists in various fields to create a united team. With services related to retail DX, commerce DX, digital sales promotion, real sales promotion and shopper marketing data utilization, Shopper Marketing Initiative contributes to business results in distribution/retail/manufacturing and increased sales. As a one-stop provider of value-creating, next-generation shopper marketing services, Shopper Marketing Initiative aims to resolve shopper issues and contribute to the “wow” of the shopper’s experience.

■ Shopper Marketing Initiative / About the roles of each of the Hakuholdo DY Group companies’ specialized functions and the Shopper Marketing Initiative

・D.A.Consortium Inc.: Media planning / media buying / data environment construction / customer data analysis / data business consulting

※Shopper Marketing Initiative is a trademarks of trademark of registered trademarks of Hakuholdo Inc.

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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。