

## **News Release**

D.A.Consortium Inc.

# **DAC begins a digital advertising targeting service using AudienceOne® ID, a post-cookie ID technology**

**Tokyo, May 17, 2022** --- D.A.Consortium Inc. (DAC) is pleased to announce that it will begin using AudienceOne® ID(\*1), an integrated ID technology for digital advertising targeting services on AudienceOne®, a DMP developed and provided by DAC. With Google browser third-party cookie restrictions expected to be implemented in 2023, this service will help advertisers, media companies and solution vendors continue to deliver ads effectively.



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(\*2) to block cookies on the web browser Safari and Google™ is expected to block third-party cookies on its web browser Google Chrome™(\*3). 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.

To respond to these changes, in April 2022, DAC began providing WISE Transformer(\*4), a first-party data utilization system that enables ad effect measurement in a post-cookie era. For audience data utilization, in January 2021, DAC developed an integrated ID technology for its DMP, AudienceOne. Now, DAC has started an integrated ID technology service called AudienceOne ID to use for digital ad targeting.

### **■ Aim of the service**

The service aims to resolve issues related to utilizing and monetizing data for advertising.

#### **[Advertisers / Ad agencies / DSP and other solution vendors]**

- Retargeting ads, interest-based ads and other types of targeting ad methods that are highly dependent on third-party cookies will continue to be employable even after restrictions are in place for efficient and effective digital promotional initiatives.

#### **[Media companies]**

- In addition to enabling advertisers, ad agencies, DSP and others to buy retargeting and interest-based ad space, companies will be able to plan and sell ad and other products using in-house audience data even after third-party cookie restrictions are in place for ongoing effective sales and product development.

With the protection of *sei-katsu-sha*\* privacy foremost in mind, DAC will actively promote the development of solutions and the enhancement of functions to support our client companies' digital marketing activities and data utilization.

(\**sei-katsu-sha*: a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply "consumers")

(\*1) News release of January 14, 2021: DAC creates a new AudienceOne® technology that does not rely on third-party cookies~Develops an integrated ID solution for a post-cookie era~  
[https://www.dac.co.jp/english/press/2021/20210114\\_aone\\_id](https://www.dac.co.jp/english/press/2021/20210114_aone_id)

(\*2) 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.

(\*3) November, 2, 2021, DAC ADTECH BLOG: "The current hot topic! What is the reality behind tracking restrictions? ~Apple and Google's initiatives to protect privacy~"

(\*4) News release of April 19, 2022 : "DAC introduces WISE Transformer for first-party data utilization in a post-cookie era ~Enables next-generation ad effect measurements and site analysis~  
[https://www.dac.co.jp/press/2022/20220419\\_wisetransformer](https://www.dac.co.jp/press/2022/20220419_wisetransformer)

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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,  
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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。