

News Release

D.A. Consortium Inc.

DAC certified as a Data Feed Partner and a Tag Partner under the Criteo Tech Partner program

Tokyo, May 26, 2022 --- D.A. Consortium Inc. (DAC) is pleased to announce that it has been certified as a Data Feed Partner and a Tag Partner under the Criteo Tech Partner program offered by Criteo K.K. (Criteo). The Criteo Tech Partner program selects as partners companies that have a high degree of specialized knowledge and expertise in technology.



The Criteo Tech Partner program certifies companies that provide advertisers technical support to quickly and smoothly run Criteo campaigns using optimal solutions. There are two certification categories – the Data Feed Partner certification given to companies that provide data feed services and the Tag Partner certification given to companies that provide tag implementation services.

DAC offers dynamic ad consulting services(*1) that include comprehensive digital marketing consultation, from proposals to implementation and operation, as well as advanced data feed and tag implementation solutions that maximize Criteo's services. In recognition of its achievements in implementing and enhancing the digital marketing performance of a wide variety of brand companies, DAC was awarded both the Data Feed Partner and the Tag Partner certifications.

With the recent growth of the e-commerce (EC) market, the importance of digital marketing has risen. To enhance its response to these emerging needs, in April 2022, DAC launched Cross Commerce Studio(*2), a cross-company organization that supports marketing activities in the EC field. With this, DAC began providing comprehensive EC services that utilize a variety of platforms, including Criteo, to support client companies' EC marketing activities.

As a Criteo Tech Partner, DAC will continue to provide consulting services and advanced tag and feed solutions that help advertisers expand their businesses and resolve their problems.

(*1) A one-stop dynamic ad management service. DAC provides comprehensive dynamic ad consulting services that span planning and implementation to management as well as advanced data feed and tag implementation solutions necessary for strategic marketing initiatives.

<https://solutions.dac.co.jp/dynamic-ad-consulting>

(*2) News release of May 10, 2022: DAC launches Cross Commerce Studio to support e-commerce marketing activities https://www.dac.co.jp/english/press/2022/20220510_ccs

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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, Executive Officer, CEO & CCO (Chief Compliance Officer)
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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。