

News Release

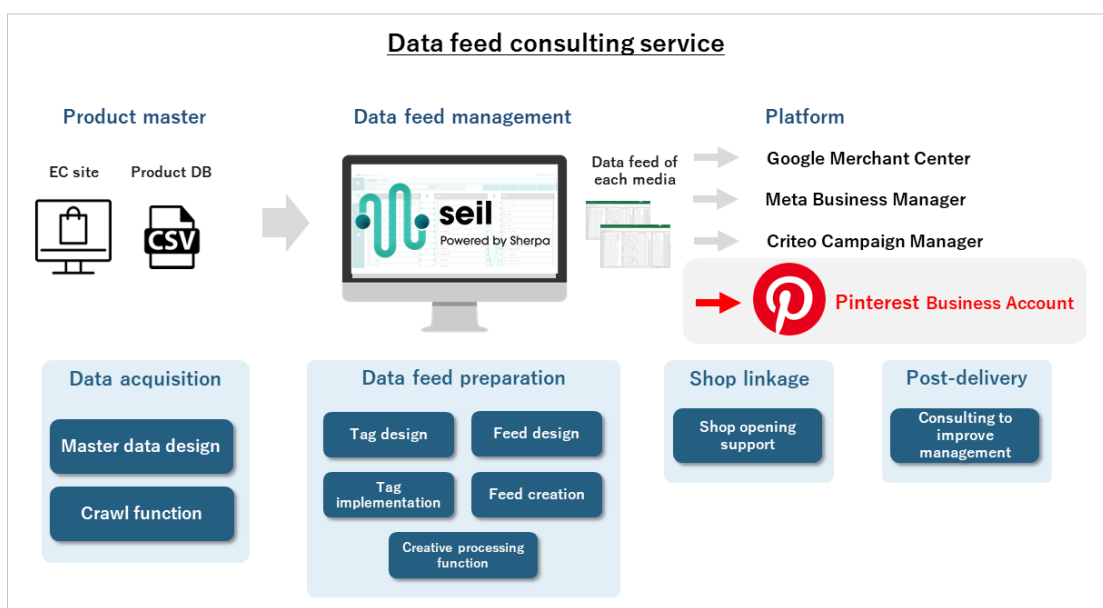
D.A. Consortium Inc.
Torchlight Inc.

DAC and Torchlight begin a data feed consulting service that links a client's EC site with Pinterest

~Utilizing the management tool, "seil Powered by Sherpa"~

Tokyo, July 27, 2022 --- D.A. Consortium Inc. (DAC) and Torchlight Inc. (Torchlight) are pleased to announce the introduction of a data feed consulting service that links a client company's EC site with Pinterest, a platform to find new ideas to try. The new service utilizes seil Powered by Sherpa (seil), a data feed management tool developed and offered by Torchlight.

This service is an initiative of Hakuodo EC+, a cross-organizational EC project of the Hakuodo DY Group.



With the growth of the EC market, platforms such as Google and Instagram are steadily adding shopping, dynamic ads and other new functions. After Pinterest began offering Pinterest ads in June 2022, it released an ad menu using data feeds (product lists), which has won it increased attention.

To incorporate shopping and dynamic ads, companies must link their products in a manner that matches each platform's format. Creating data feeds for each platform and implementing tags to acquire data is a considerable challenge in terms of implementation, operation and the ongoing addition of new functions.

To resolve these issues, DAC's Cross Commerce Studio uses Torchlight's seil^{*1} to provide shopping and dynamic ad tag feed consulting services across different platforms. These services combine the strengths of the two companies for an advanced solution that maximizes the performance of Google, Criteo, Meta (Facebook/ Instagram), Yahoo! Japan, Line, SmartNews and other platforms. Adding Pinterest to this lineup further enhances our integrated social commerce services.

Our services for Pinterest are as follows.

① **Template function for easy data feed linkage**

In 2020, seil was one of the first to offer services that accommodate Pinterest's Product Pins (a function that directs users from a search results or company account page to an EC site). With the increased demand for various types of ad formats that came with the June 2022 start of Pinterest ads, we created a template function that easily links a platform or company EC site with Pinterest as well as optional functions that match Pinterest's features for effective data feed linkage.

<Features tailored for Pinterest>

- Easily adoptable template function that matches Pinterest specifications
- Automatic generation function of master data by site crawling
- Product image processing function
- Text processing function

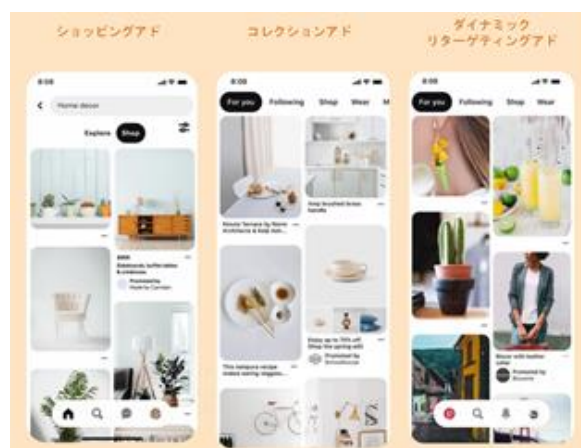
② **One-stop support, from account opening to operation and improvement**

DAC and Torchlight have created a one-stop support system to help companies effectively utilize Pinterest to showcase their products. Our experts provide comprehensive services ranging from implementing seil (a tool) and opening an account, to operational services, such as incorporating data feeds and tags, as well as consulting services to maximize ad performance, such as how to effectively display Product Pins.

DAC and Torchlight will continue to work together and combine the strengths of their consulting and solutions services to help client companies create their own EC sites, expand their businesses and resolve their digital marketing problems.

■ **Pinterest**

Pinterest is a platform to find new ideas to try, such as inspirational artwork from creators, new products and lifestyle ideas. It features almost 300 billion Product Pins (content) on interior decorating, cooking, travel and many other interests. Companies and brands that link their data feed to Pinterest can post Product Pins. Because Product Pins are displayed according to the user's search activity, they are an effective means to navigate potential buyers to a company's EC site.



■ Cross Commerce Studio

DAC's Cross Commerce Studio is a cross-organizational EC commerce support system that seamlessly integrates existing services, tools and solutions related to EC malls, the client company's own EC site and social commerce. By managing and advancing EC marketing initiatives, consulting across different areas of specialty, producing tools and providing other services, we support the optimization of our client companies' EC commerce marketing activities.

https://www.dac.co.jp/press/2022/20220510_ccs



■ HakuHodo EC+

HakuHodo EC+ is a cross-organizational EC project that brings together the knowledge and skills of various HakuHodo DY Group and partner companies to promote value-creating DX in EC. By grasping emerging trends in commerce and the potential of new forms of EC, HakuHodo EC+ provides full-funnel support for companies' marketing DX and business growth along all aspects of the EC value chain, from market analysis, problem identification, strategy formation and systems development to EC site construction, CRM implementation, new customer acquisition, fulfillment and contact center management. HakuHodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by nine HakuHodo Group companies that develops new online and offline purchasing experiences for *sei-katsu-sha*, a term HakuHodo uses to denote people with lives, aspirations and dreams, not simply "consumers."

<https://www.hakuhodo.co.jp/ecplus>



(*1) A solution that manages and operates data feeds across multiple platforms. Supports social media and all major dynamic ads, such as Google and Criteo. <https://solutions.dac.co.jp/sherpa> (Japanese)

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<Corporate Information>

■ D.A.C Consortium Inc.

<https://www.dac.co.jp/english/>

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.

Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future,**" DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

Representative : Yuzo Tanaka,
President, Executive Officer, 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



■ **Torchlight Inc.** <http://www.torchlight.co.jp>

Representative : Satoshi Kumada, Representative Director and President
Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo
Established : October 2008
Business : Ad Solution business, Account Solution business, Content Solution business

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