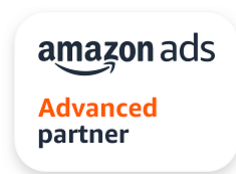


## **News Release**

D.A.Consortium Inc.

### **DAC achieves Amazon Ads Advanced Partner status**

**Tokyo, August 22, 2022** – D.A.Consortium Inc. (DAC) is pleased to announce that it has achieved the Amazon Ads Advanced Partner status under the Amazon Ads Partner Network program offered by Amazon.



\*

The Amazon Ads Partner Network is a global community for advertising agencies and tool providers. Companies registered with this network are given access to Amazon Ads marketing and learning resources and with the partner search directory (<https://advertising.amazon.com/ja-jp/partners/directory>), can highlight their own company's capabilities and functions to advertisers(\*1).

DAC was awarded the status of Amazon Ads Advanced Partner for its specialized knowledge of Amazon DSP and Amazon Ads' products such as Amazon sponsored ads, its achievements in handling Amazon Ads, and its contributions to advertisers.

DAC has implemented several initiatives related to Amazon Ads, providing numerous companies with Amazon ad marketing support, and developing and providing related solutions. In addition, DAC is promoting certification acquisition throughout the company with its learning console.

In response to the recent growth of the EC market, DAC has been enhancing its e-commerce capabilities, such as with the April 2022 launch of Cross Commerce Studio(\*2), which comprehensively supports e-commerce marketing activities.

As an Amazon Ads Advanced Partner, DAC will continue to provide advertisers total support related to Amazon ads, including consulting and tools, to help meet their marketing needs.

\*Amazon, Amazon Ads, and all related logos are registered trademarks of Amazon.com, Inc., or its affiliated companies.

(\*1) About the Amazon Ads Partner Network <https://advertising.amazon.com/ja-jp/partners/network>

(\*2) News release of May 10, 2022: 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~ [https://www.dac.co.jp/english/press/2022/20220510\\_ccs](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/>

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

For inquiries regarding this News Release

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## Empowering the digital future

デジタルの未来に、もっと力を。