

News Release

D.A.Consortium Inc.

DAC named Treasure Data Partner Award Best Academy Growth Partner

Tokyo, August 30, 2022 – D.A.Consortium Inc. (DAC) is pleased to announce that Treasure Data K. K. has named DAC the 2021 Treasure Data Partner Award Best Academy Growth Partner for its achievements in human resources and customer service system development. This recognition was announced at the recent Treasure Data Partner Meet Up 2022.

The Treasure Data Partner Award was established in 2020 as an awards program for official partner companies that participate in Treasure Data's Partner Certification Program. It highlights partner companies that have shown excellence in Treasure Data initiatives, business results, implementation projects, customer satisfaction and a variety of other achievements.

The Best Academy Growth Partner award is given to partner companies that have excelled in making proposals to customers and actively promoting CDP (customer data platform) licensing. DAC has supported numerous companies in their DX and digital marketing efforts using Treasure Data Customer Data Cloud, a CDP solution provided by Treasure Data.* DAC was recognized as The Best Academy Growth Partner for its achievements in Treasure Data's training program called Treasure Academy and for its customer support system that offers a comprehensive range of services from constructing a CDP to utilizing data.

■ Treasure Data comment

DAC has not only acquired more project leader and engineer qualifications (Treasure Academy) than our company prescribes, but it has also achieved excellent results in terms of customer proposals, implementation and delivery with a strong support structure and system. In addition, DAC is constantly working to train data personnel for the development of all stakeholders involved in DX businesses, including our own company.

■ Treasure Data press release

August 26, 2022: Treasure Data K.K. announces its 2021 Partner Awards
https://www.treasuredata.co.jp/press_release_jp/20220826_partneraward2021/
(Japanese)

DAC will continue to enhance its partnership with Treasure Data to support client companies' DX and digital marketing efforts.

(*) About DAC's service that utilizes Treasure Data Customer Data Cloud, a CDP solution:
<https://solutions.dac.co.jp/treasuredata-cdp> (Japanese)

■ **About Treasure Data K.K.** <https://www.treasuredata.co.jp>

Established in December 2011 in the United States, Treasure Data set up its Japan subsidiary Treasure Data K.K. as a business and technological development hub in November 2012. In addition to the US and Japan, Treasure Data has offices in Canada, South Korea, India, the United Kingdom, France and Germany. Treasure Data's Treasure Data Customer Data Cloud is a cloud-based integrated customer data platform that utilizes the strengths of customer data to realize Connected Customer Experiences. Customer Data Cloud helps companies provide optimized solutions for marketing, sales, contact centers and numerous other departments to provide more personalized customer experiences. By integrating the highly reliable and safe AI-equipped Treasure Data Customer Data Cloud into their existing systems, companies can achieve greater customer satisfaction, increased productivity, lower privacy risks and enhanced business growth. Treasure Data Customer Data Cloud has won numerous CDP solution awards and is used by more than 450 client companies around the world.

<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,
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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。