

News Release

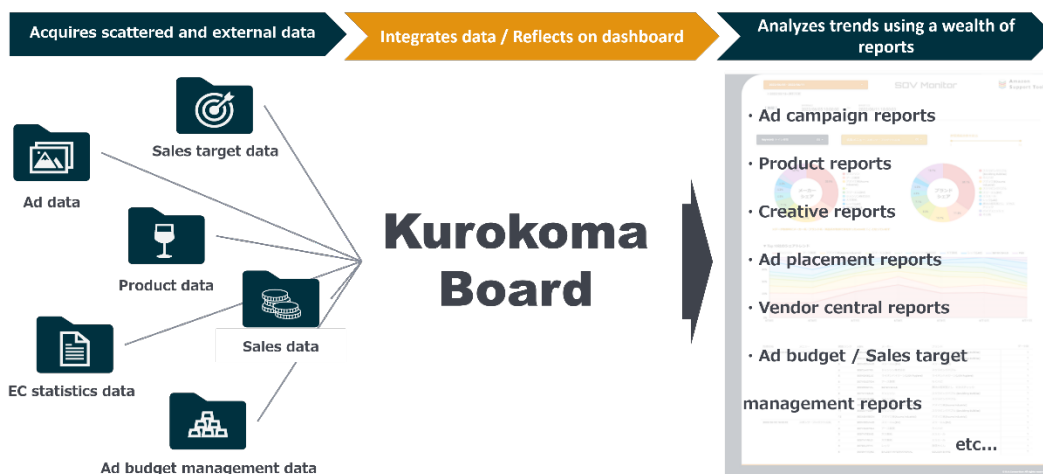
D.A.Consortium Inc.

DAC introduces “Kurokoma Board,” a dashboard that gathers, integrates and manages EC mall data

~Enables SOV analysis on Japan’s three largest EC malls~

Tokyo, October 4, 2022 – D.A.Consortium Inc. (DAC) is pleased to announce that Cross Commerce Studio, a cross-company organization that specializes in commerce DX, has introduced Kurokoma Board, an analytical dashboard that gathers, integrates and manages EC mall data. Kurokoma Board provides multifaceted support to help companies make EC marketing decisions. This service is an initiative of Hakuodo EC+, a cross-organizational EC project of the Hakuodo DY Group.

▼Kurokoma Board service schematic diagram



With the growth of the EC market, the number of competitor stores and products is increasing rapidly, making it imperative that companies provide unique value or differentiate themselves. In addition, despite the increasing importance of data analysis based on sales and ad reports, market data is difficult to gather, especially in terms of EC mall sales rankings and search result rankings.

To resolve these issues, DAC’s Cross Commerce Studio has developed Kurokoma Board, a data analysis solution that gathers, integrates, manages and analyzes EC mall data on one dashboard.

■ Kurokoma Board

Kurokoma Board is an analytical dashboard that provides multifaceted support to help companies make EC marketing decisions. For Amazon, Kurokoma Board is compatible with various API and comprehensively manages numerous types of data, such as sales and ad reports, product information and EC mall marketing data. This helps to significantly reduce the workload required to gather scattered data, making way for

more time to propose strategies and analyze improvement measures. Kurokoma Board is a basic function that is part of the integrated report provided by Cross Commerce Studio's consulting services. Optional functions, such as SOV (share of voice: ad placement volume, media exposure share) analysis and sales ranking analysis, are also available for a fee.

<Basic functions>

Sales, ad data reporting integrated function

In the past, users had to download various types of reporting data on multiple management screens to analyze and process it. But with Kurokoma Board, with just a partial API connection, data is automatically gathered, reducing workhours. In addition, thanks to a reporting format created using DAC's operational knowledge, the most important data and indices are easy to identify to give users a grasp of the current situation and help them discover potential issues. Currently, Kurokoma Board is being used for some Amazon and Rakuten data.

➤ Dashboard sample

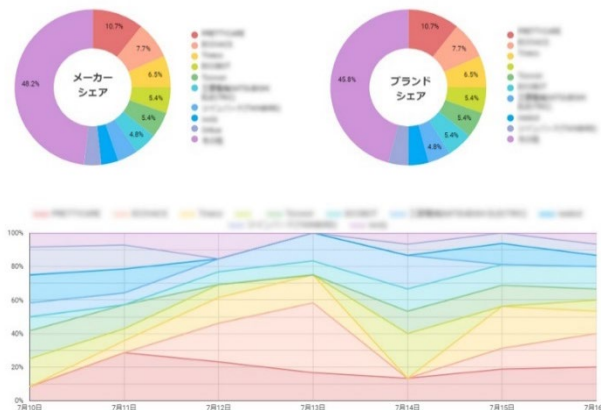


<Optional functions (subject to fees)>

① SOV analysis function

The SOV analysis function displays a company's and competitor products' SOV on the search results page of the three major EC malls, Amazon, Rakuten and Yahoo! Shopping. Because ad placement information is provided by date, users can determine when competitor products are increasing their ad placements and conduct analyses according to other factors, as well.

➤ Dashboard sample



② Analysis function of top-selling product rankings

The analysis function displays sales ranking trends of specific categories of products sold on Amazon to enable users to determine the positioning of their own products and targeted competitor products. It also analyzes the characteristics of top-ranking brands and products for use in ad targeting, product page revisions and other.

➤ Dashboard sample



DAC will expand the number of APIs that are linked with Kurokoma Board to enhance its capabilities as an integrated analysis platform. In addition, DAC plans to develop new functions to analyze product review comments, check inventory and support other EC mall merchandising operations. By gathering, integrating and managing EC-related data and by expanding its cross-organizational functions, DAC will continue to support client companies' marketing initiatives.

■ Cross Commerce Studio

DAC's Cross Commerce Studio integrates existing services, tools, solutions related to EC malls, client company EC sites and social commerce to provide comprehensive and seamless e-commerce support. By managing and implementing marketing initiatives and providing consulting services, tools and production capabilities, Cross Commerce Studio works to optimize client companies' e-commerce marketing activities.



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

■ HakuHodo EC+

HakuHodo EC+ is a HakuHodo DY Group cross-organizational EC project that brings together the knowledge and skills of HakuHodo DY Group companies as well as collaborative companies to create value and promote DX in the EC realm. HakuHodo EC+ works to discover new types of commerce and unleash new EC possibilities by providing full-funnel marketing DX and business growth support along all types of value chains, from market analysis, problem identification, strategy proposal and systems development to EC site construction, implementation, customer acquisition, CRM, 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>



<https://smi-wow.jp/>

<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

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。