

DAC launches a comprehensive information website to support EC marketing activities

Tokyo, November 22, 2022 --- D.A. Consortium Inc. (DAC) is pleased to announce that Cross Commerce Studio, its cross-company organization that supports commerce DX, has newly launched a comprehensive EC service and information website (<https://solutions.dac.co.jp/ccs/lp>) to support client companies' EC marketing activities. This service is an initiative of Hakuodo EC+, a cross-organizational EC project of the Hakuodo DY Group.

CROSS COMMERCE Studio Site

<https://solutions.dac.co.jp/ccs/lp>



The screenshot shows the homepage of the CROSS COMMERCE Studio website. The header includes the CCS logo and navigation links: NEWS, FEATURE, SERVICE, ABOUT US, RECRUIT, ACCESS, and CONTACT. The main banner features an aerial view of a city street with the text "CROSS COMMERCE Studio" and "コマースDX 支援パートナー". Below the banner is a "NEWS" section with a "NEWSリスト" button and four news items:

- 開設時のポイントを紹介！ Instagramショップとは？** - 導入編 -
- 【Amazon広告基本編】 基本的レポート指標とAmazon広告ならではのレポート指標を徹底解説！**
- DAC、ECモールデータの収集・統合・管理する EC特化型の分析ダッシュボード「クロコマボード」を提供開始**
- EC領域に特化したセミナー「DAC E-Commerce Marketing Conference 2022」を開催**

At the bottom, a text block states: "コマース領域のDAC内のアセットを集約し、メーカーの「コマースDX」に横断で対応する実行組織" and "CROSS COMMERCE Studio". It further explains that as consumers increasingly use EC sites, Japanese companies must respond in the EC field, and DAC has gathered assets from various companies to create CROSS COMMERCE Studio.

The new website provides overviews of Cross Commerce Studio's core businesses, namely Japanese EC channel consulting, sales site construction support, advertising operation support, and tool provision, as well as the latest information on trends and solutions of partner companies.

Plans are underway to expand content by including a blog of EC-related know how, a glossary of basic terminology, usage examples, and other information to further support businesses and ad agencies in their EC marketing activities.

■ CROSS COMMERCE Studio

Cross Commerce Studio integrates existing services, tools, and solutions related to EC malls, company EC sites, and social commerce to provide seamless support across a diverse range of EC-related fields. In addition to managing and monitoring the progress of initiatives, Cross Commerce Studio offers consulting in individual areas, tools, and production capabilities to optimize client companies' EC marketing activities.

- EC platform consulting: One-stop support for developing and implementing strategic proposals based on major EC channel market surveys and company/competitor analyses
- EC sales site construction support: Constructing online stores, writing product description pages, and incorporating improvements for client companies' EC presence on Japan's three major EC malls, social commerce and other EC channels
- EC ad operation support: A specialized EC ad team supporting acquisitions (acquiring new customers) that are important in the EC field
- EC-related tool provision: Dashboards compatible with each of Japan's three major EC malls; Commerce Flow^{*1}, an Amazon ad-specific ad delivery tool; and seil Powered by Sherpa^{*2}, a dynamic ad delivery tool, among others.

DAC will continue to expand the cross-arena functionality of Cross Commerce Studio, enhance its ties with collaborative companies and diversify its EC-related service offerings to support client companies' marketing activities.

(*1) Commerce Flow is a tool that automatically operates Amazon sponsored ads. With Sophia AI, a hybrid AI engine that uses a proprietary algorithm, it automates ad operations to enhance efficiencies, reduce costs and maximize ad effect performance. DAC's Commerce Flow has additional unique functions, such as customized reports and timeframe-specified deliveries.

<https://solutions.dac.co.jp/commerce-flow> (Japanese)

(*2) seil Powered by Sherpa is a real-time product information feedback system that automatically converts product information to fit each platform company's format for more efficient and effective product promotion.

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■ 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.

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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。