

News Release

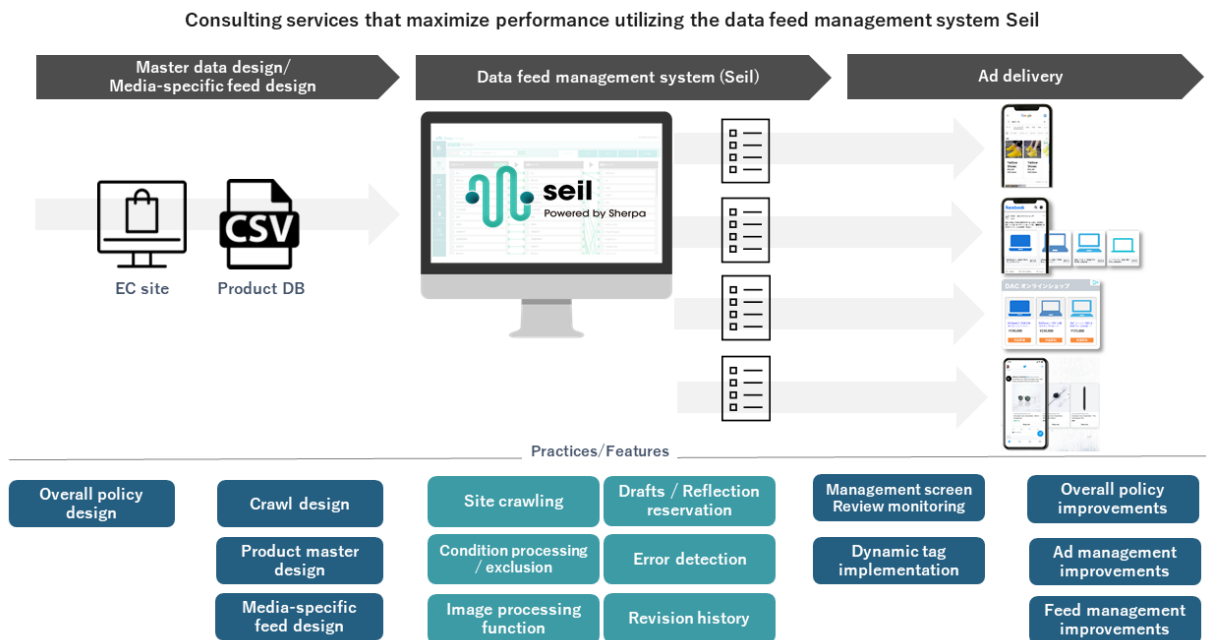
D.A. Consortium Inc.
Torchlight Inc.

DAC and Torchlight offer one-stop support for Twitter dynamic ads, from data feed construction to ad management

~Partner certification in Twitter Marketing Partner's newly established
data feed management category~

Tokyo, November 25, 2022 --- D.A. Consortium Inc. (DAC) is pleased to announce that Cross Commerce Studio, its cross-company organization that supports commerce DX, and Torchlight Inc. (Torchlight) will begin providing comprehensive, one-stop services, from data feed construction to ad management, that support the use of Twitter dynamic ads. These services utilize the data feed management tool, Seil Powered by Sherpa (Seil)(*1). Torchlight has also been certified as a Twitter Marketing Partner in the newly established data feed management category.

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



Twitter has been enhancing its shopping features and reinforcing its ability to provide sales support for company EC sites with the US pre-release of the shopping function Twitter Shops and the November introduction of dynamic ads in Japan. Companies with their own EC sites can boost their brand and product awareness and promote a seamless purchasing experience by tapping Twitter's ability to spread information and provide real-time two-way communication.

Utilizing Torchlight's Seil, DAC's Cross Commerce Studio offers data feed consulting services for shopping and dynamic ads across multiple platforms. Its advanced solutions optimize performance on Google, Criteo, Meta (Facebook/Instagram), Yahoo! JAPAN, LINE, SmartNews, Pinterest, and other platforms. In anticipation of the increased use of Twitter's shopping functions, DAC has newly added Twitter to the platforms it serves and enhanced its comprehensive social media support services.

<Service overview>

① **Easy data feed linkage with a template function**

Seil's platform-specific template function works with Twitter's data feed format to easily link company EC sites with Twitter dynamic ads. In addition, optional functions for more effective data feed management that match Twitter's characteristics are available.

- Twitter-specific functions
 - A template function that can be easily applied to Twitter specifications
 - A rule-setting function to process product lists
 - A web-crawling-based automatic master data generation function
 - A product image processing function
 - A text processing function



② **One-stop support, from advanced ad management to improvements**

DAC and Torchlight will offer one-stop services that enhance the performance of Twitter dynamic ads, from data feed construction to ad delivery management and improvements. Both companies have already been providing ongoing support to maximize targeting and results of Twitter ads. Torchlight has been certified as a Twitter Marketing Partner in the technology category and the newly established data feed management category, and DAC has been certified in the audience category(*2). With a solid track record, we provide advanced ad management and improvements that utilize the latest technologies.

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.

(*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)

(*2) News release of November 12, 2020 : DAC is recognized as an Audience Partner under the Twitter Official Partner Program https://www.dac.co.jp/english/press/2020/20201112_aone
 News release of June 9, 2015 : Torchlight Recognized as Twitter Official Partner~Dedicated advertising management platform Sherpa now compatible with Twitter Ads~
<https://torchlight.co.jp/news/20150609/>

■ 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/english/press/2022/20220510_ccs

■ Hakuodo EC+

Hakuodo EC+ is a cross-organizational EC project that brings together the knowledge and skills of various Hakuodo 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, Hakuodo 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. Hakuodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by nine Hakuodo Group companies that develops new online and offline purchasing experiences for sei-katsu-sha, a term Hakuodo uses to denote people with lives, aspirations and dreams, not simply "consumers."



<https://www.hakuodo.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

■ **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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