

## News Release

D.A.Consortium Inc.

# DAC launches “upD,” a digital marketing community for ad agencies

~Free, total support for beginners and experienced personnel~

**Tokyo, November 29, 2022** --- D.A.Consortium Inc. (DAC) is pleased to announce the launch of upD, a community site for digital marketing personnel at ad agencies. In addition to basic digital marketing learning, upD will provide free of charge all-in-one services, from daily information updates to support necessary to carry out tasks, to better enable ad agency personnel give their customers high-value-added services.



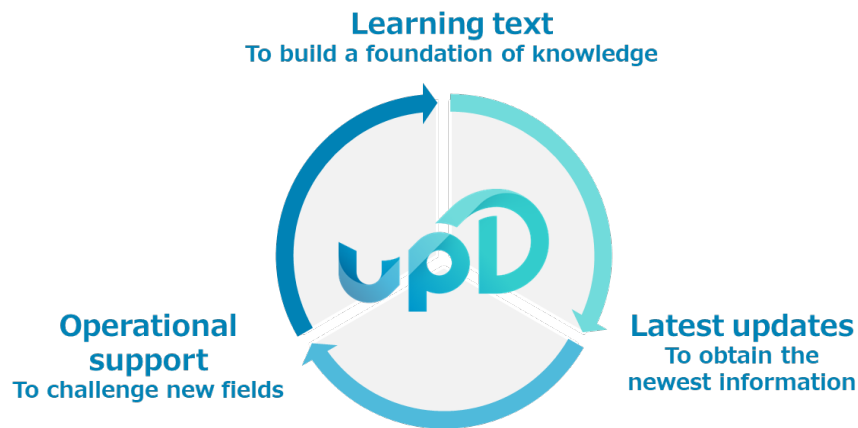
<https://solutions.dac.co.jp/upd> (Japanese)

Ever since its establishment in 1996, DAC has been working with ad agencies to tackle various issues related to online advertising and digital marketing. Since 2020, DAC has been providing online learning services and group seminars for beginners in digital operations(\*1). With many participants who have completed the basic learning courses requesting additional support, DAC planned and developed the digital community upD, which enables digital marketing personnel at ad agencies to catch up on the huge volume of digital information and provides a venue for them to ask questions and discuss with others each stage of their work. In August 2020, upD was launched on a trial basis with 30 ad agencies participating (approximately 300 personnel). With more than 90% responding to a survey saying that they would like to continue, the service was fully launched in November.

### ■ About upD

With three functions serving as pillars of our service – **learning text**, **latest updates**, **operational support** – upD enables digital marketing personnel to provide high value to their clients. Our three pillars promote the digital marketing learning cycle: **learning the basics** ⇒ **catching up on new information** ⇒ **executing new business tasks**.

※For more details, refer to the “upD Basic Functions” section below.



Currently, content is mainly focused on information about major media and platforms, but in the future, new content about ad technology and solutions, mass advertising and e-commerce will be added and updated to cover all aspects of digital marketing. In addition to our free-of-charge basic services, we plan to add paid options to respond to specific needs of each company in April 2023.

DAC will continue to work with ad agencies to help nurture digital personnel and teams and contribute to the development of the digital marketing market.

(\*1) DAC and KIRAMEX launch an online training service for ad agencies and marketing companies  
[https://www.dac.co.jp/english/press/2020/20200324\\_td\\_program](https://www.dac.co.jp/english/press/2020/20200324_td_program)

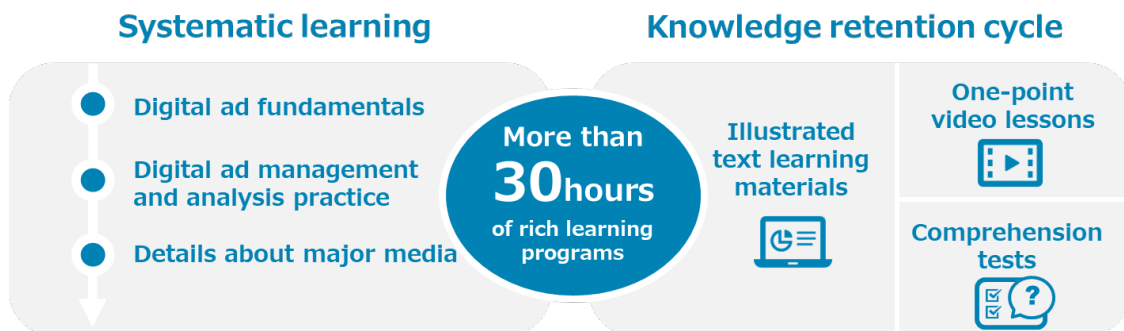
## ■ upD Basic Functions

### 1. Learning text

The learning text provides a wealth of content equivalent to more than 30 hours of lectures. It includes lessons that systematically teach the fundamentals of digital marketing and digital advertising, such as concepts, terminology and tasks, and comprehensive overviews of skills needed for current digital marketing practices, such as how to use major media menus.

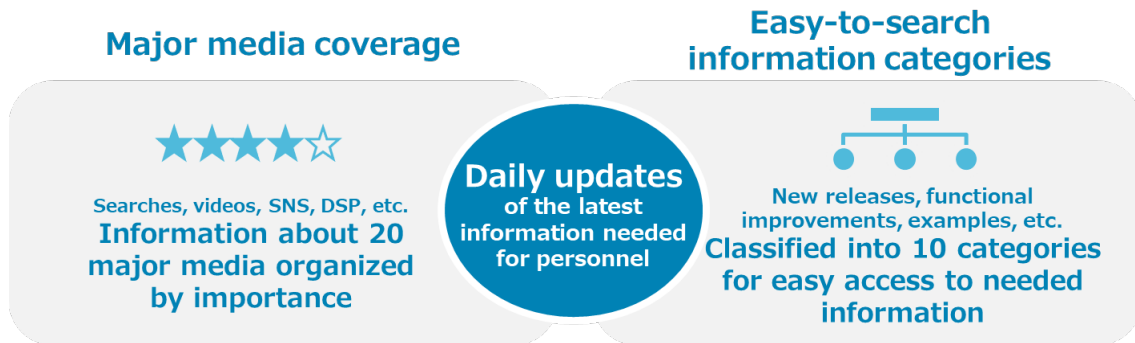
All lessons come with illustrated text, lecture videos and a check list to test comprehension so that users can obtain the knowledge necessary to effectively execute their tasks. In addition, with certification tests and systems to verify digital literacy, upD can be used as an educational program for new and mid-career personnel.

※An optional paid service affiliated with the learning test service is also available.



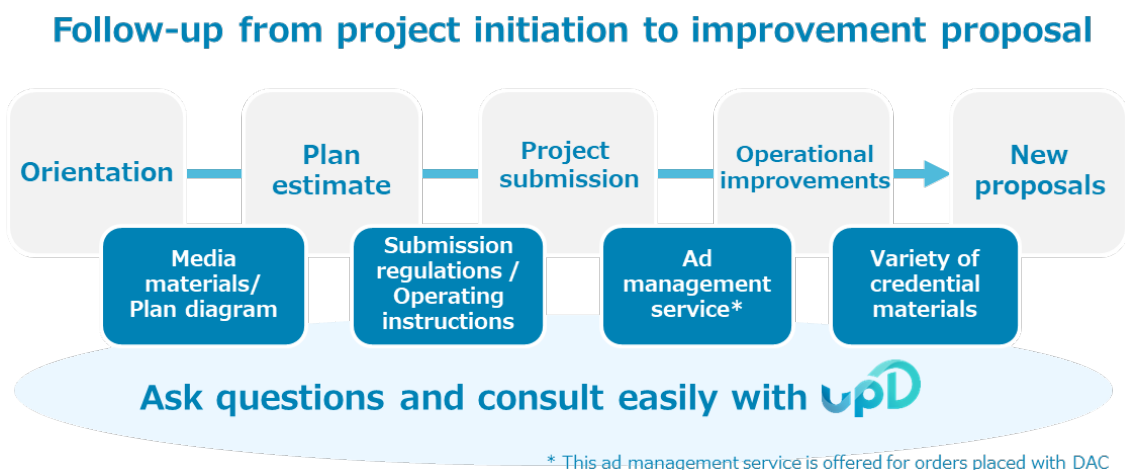
## 2. Latest updates

DAC harnesses its abilities as a major industry player to gather and edit the latest information and updates related to advertising media and platforms and disseminate it with commentary that is easy to understand even for beginners. The information is clearly organized and classified by media and update type with necessary information prioritized for effective catch up.



## 3. Operational support

The service provides the support necessary for each step of client interaction, including planning for digital ad placement, simulation of projected effects and information related to ad placement, as well as a chat-style message function for casual questions and consultation with DAC's expert staff. The support functions are designed to be used on an ongoing basis not only by beginners but also by experienced personnel.



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### <Corporate Information>

■ **D.A.C 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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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。