

## DAC develops “EngageOne” a messaging solution for iMessage and launches SMS linked service

**Tokyo, December 6, 2022** --- D.A.C Consortium Inc. (DAC) is pleased to announce that it has been certified as a Message Service Provider (MSP)(\*1) for Apple’s Messages for Business and has developed EngageOne, a business messaging solution utilizing iMessage (Apple Messages), a built-in iOS app. As the first phase of this service, DAC will link with Media SMS, an SMS delivery service (\*2) for corporate customers offered by Media4u Inc., to launch a messaging service that facilitates communication between companies and consumers.



With Apple’s Messages for Business, companies can create official accounts in the built-in iOS app iMessage (Apple Messages) to send texts, images, videos, and other content in a variety of formats to communicate with *sei-katsu-sha* (a term Hakuhodo uses to denote people with lives, aspirations and dreams, not simply “consumers”). In Japan, iPhones currently commands an approximate 70% market share(\*3) and because the service uses the pre-installed Message App, it has greater usability and higher read rates than other messaging apps. In addition, because of Apple Pay’s ability to complete payments within an iMessage conversation and its superior functionality for linking with Maps and other apps, iMessage has already been adopted by numerous companies overseas to respond to customer inquiries or settle payments. With the expectation that Japanese companies will follow suit, DAC has focused on this potential with the development of EngageOne.

### ■ EngageOne overview (<https://solutions.dac.co.jp/engageone>)

EngageOne is a messaging solution to promote communication between companies and customers using iMessage (Apple Messages). As an MSP certified partner, DAC supports companies in creating official accounts within iMessage (Apple Messages), delivering a variety of rich content, from text messages to images and video, and seamlessly integrating Apple Pay and other Apple functions to facilitate communication with customers.

### <Official company account sample>



User selects desired action from menu



Link can be sent in image-attached rich format



Compatible with Apple Pay

As the first phase of its EngageOne service, DAC will begin providing today an iOS rich content delivery function for Media4u's Media SMS(\*4). With this, companies and stores can utilize iMessage (Apple Messages) to send images, videos, and other rich content to the cell phones of iOS users (sei-katsu-sha) in their contact list for greater recognition and customer engagement.

DAC will continue to develop and expand EngageOne features to include a CRM, CDP linkage and other functions. In addition, DAC will link DialogOne®(\*5), its messaging management solution for LINE, to better respond to client company needs and comprehensively support their one-to-one communication with customers.

\*Apple, iPhone, iMessage and Apple Messages for Business are trademarks of Apple Inc., registered in the U.S. and other countries and regions.

(\*1) Message Service Provider: <https://register.apple.com/messages>

(\*2) SMS: Short Message Service. A function that sends and receives messages between phones.

(\*3) Statcounter Global Stats 2021/10:

<https://gs.statcounter.com/vendor-market-share/mobile/japan/#monthly-202110-202210>

(\*4) (Fabrica Communications Co., LTD.) News release of December 6, 2022: An industry first! Messaging service that seamlessly links Apple Messages for Business with RCS/SMS

<https://www.fabrica-com.co.jp/news/press/3145/> (Japanese)

(\*5) DialogOne® is a messaging management solution for communication platforms such as LINE. By bridging customer data owned by companies and governments with social media account data, this solution enables high-precision utilization of LINE. With a wealth of implementation experience, a comprehensive range of functions, and advanced technical expertise, DAC provides organizations comprehensive and customized CRM support.

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

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#### <About Media4u Inc.> <https://www.media4u.co.jp/>

Representative : Masahiko Okuoka, President

Head Office : Kowa Nitto Bldg. 9F, 3-17-9, Tsukiji, Chuo-ku, Tokyo

Established : November 2005

Business : SMS delivery services, online advertising agency operations, online video/audio/image delivery services, hosting operations, development of web applications, development and provision of CRM systems, and all related operations, such as planning and production

#### <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

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**Empowering the digital future**

デジタルの未来に、もっと力を。