

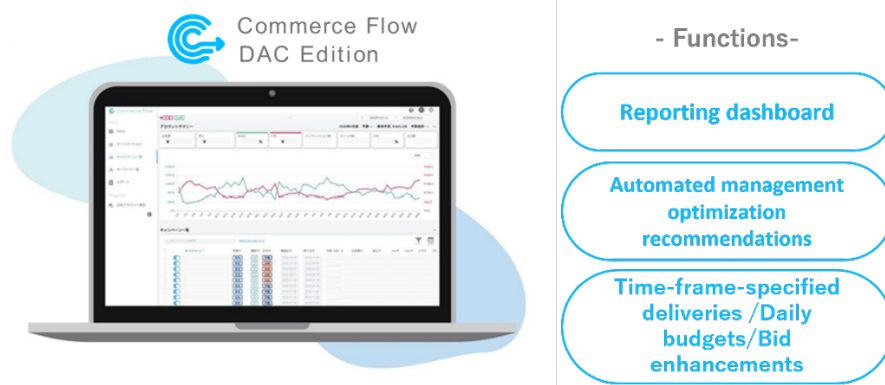
News Release

D.A.Consortium Inc.

DAC introduces “Commerce Flow DAC Edition,” an EC site ad management optimization platform

~handles online procedures and credit card settlements and offers a self-plan for companies that want to freely manage their own ads on EC sites

Tokyo, December 7, 2022 --- D.A.Consortium Inc. (DAC) is pleased to announce that Cross Commerce Studio, its cross-company organization that supports commerce DX, will begin offering Commerce Flow DAC Edition, an easy-to-implement version of Commerce Flow(*1), an EC site ad management optimization platform developed by Negocia, Inc. (negocia). This service is an initiative of Hakuodo EC+, a cross-organizational EC project of the Hakuodo DY Group.



DAC began offering Commerce Flow in April 2021 to support its ad management agency and consulting services. With numerous client companies wanting to freely manage ads on their own, we developed Commerce Flow DAC Edition, which has a self-planning function for companies to implement and operate Commerce Flow. By automating ad management tasks, the new service aims to enhance efficiencies, reduce costs and maximize ad effect performance.

■ Commerce Flow DAC Edition features

① Easy-to-create accounts

From applications to contract signing and even credit card settlements, accounts can be created easily online. This significantly reduces the amount of time required for implementation(*2) and facilitates ad management tasks.

② Dashboard with at-a-glance effect data

The dashboard provides immediate progress results by the week or month without the hassle of detailed calculations. The report-format function allows the information to be used as is for internal reporting.

③ Automatic management effectiveness improvement function

An automatic ad management optimization function incorporates effectiveness improvement methods based on DAC's wealth of ad management experience. The day of the week and time can also be specified for further improvement in effect.

■ Application page / Instructions

<https://solutions.dac.co.jp/commerce-flow/lp>



To respond to the recent expansion of the EC market and the growing importance of digital marketing for EC commerce, DAC further enhanced its capacities by launching Cross Commerce Studio(*3), a cross-company organization that supports e-commerce marketing activities in April 2022. As part of this effort, DAC is working on initiatives to automate EC site ad management to improve the operational efficiency and effectiveness of our client companies' e-commerce marketing activities. DAC will continue to work closely with negocia to actively promote improvements in Commerce Flow DAC Edition.

- (*1) April 1, 2021, press release: DAC and IREP to add unique functions to "Commerce Flow," an EC site ad management optimization platform
https://www.dac.co.jp/english/press/2021/20210401_commerceflow
- (*2) On-line applications are available only for Commerce Flow DAC Edition. In addition, account applications are subject to an in-house approval process.
- (*3) May 10, 2022, press release: DAC launches Cross Commerce Studio to support e-commerce marketing activities
https://www.dac.co.jp/english/press/2022/20220510_ccs

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

■ 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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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。