

**News Release**

Hakuhodo DY Media Partners Inc.  
D.A.Consortium Inc.

**New Digital AaaS function displays digital ad search lift effect across major platforms**  
~For ad planning that maximizes the number of searches~

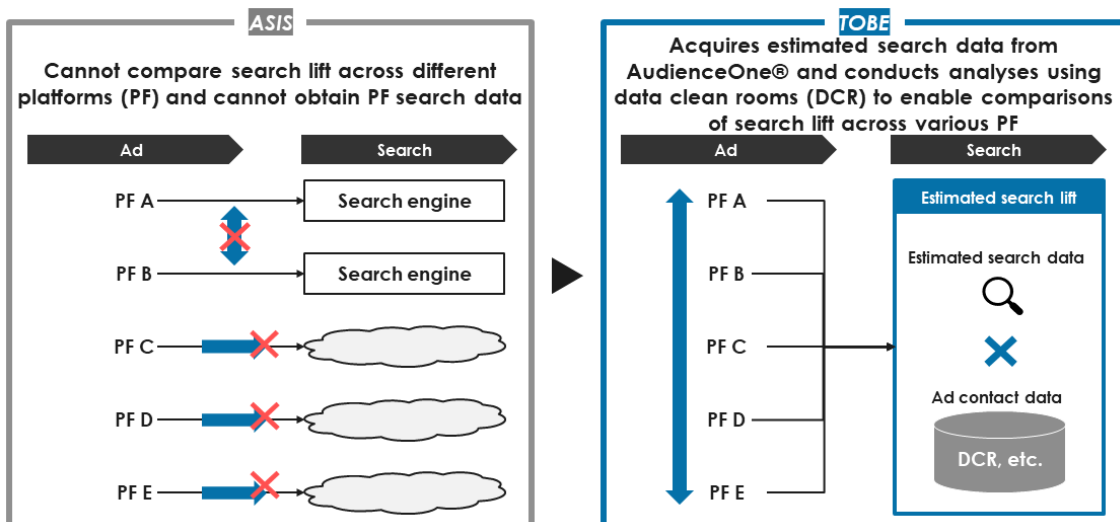
**Tokyo, January 12, 2023** --- Hakuhodo DY Media Partners Inc. (Hakuhodo DY Media Partners) and D.A.Consortium Inc. (DAC) are pleased to announce that they will begin offering Digital AaaS with a new function that estimates search lift effect of digital ads delivered on major platforms. By enabling the visualization of search lift rates across major platforms, users can better compare ad effect and plan digital media initiatives that take search lift into consideration.

Digital AaaS is one of the next-generation model AaaS(\*1) solution that comprehensively, effectively, and efficiently manages digital ads. Advocated by Hakuhodo DY Media Partners, Digital AaaS contributes to advertisers' business growth by maximizing ad effect.



In a digital world, search behavior is one important indicator of user intent. However, there are very few platforms that visualize ad placement effect by showing an increase in search behavior due to digital ads, in other words, search lift. As a result, it has been difficult until now for advertisers to optimize the allocation of their digital ad media investments based on search lift results across major platforms.

This new function analyzes ad data, such as digital ad reach and clicks, and search user data estimated by DAC's AudienceOne®(\*2), one of Japan's largest data management platform (DMP), using data clean rooms provided by Google, Yahoo!JAPAN, LINE, Facebook, Instagram, and Twitter, to estimate the effect that contact with ads and viewing of videos have on search lift. With this, advertisers can use search lift as a unified index to compare ad effect across major platforms (including those where search lift could not be visualized), enabling them to select the best media and optimize their media investment allocation based on search lift.

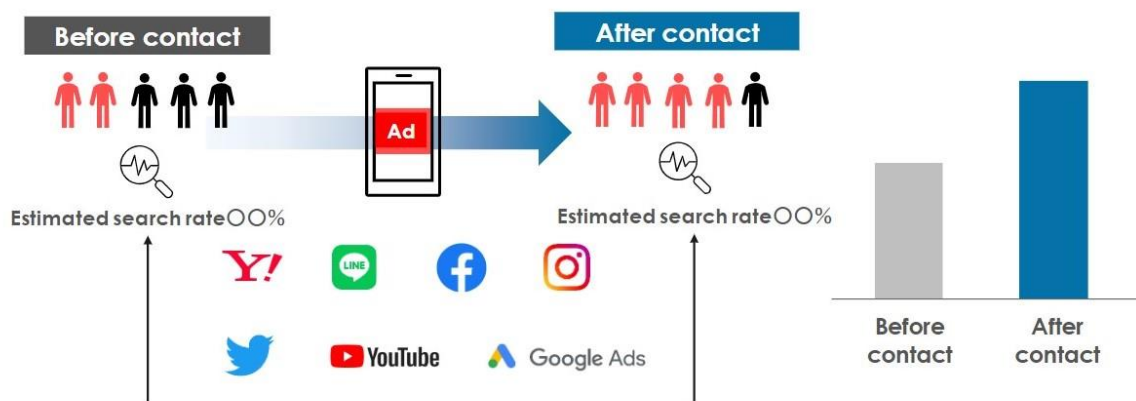


With this function, advertisers can not only analyze their own company or product name search lift rates for specific ad campaigns, but also determine if competitor brand keyword searches prompted users to search their own company products.

## 【Analytical functions provided】

### ① Search lift analysis

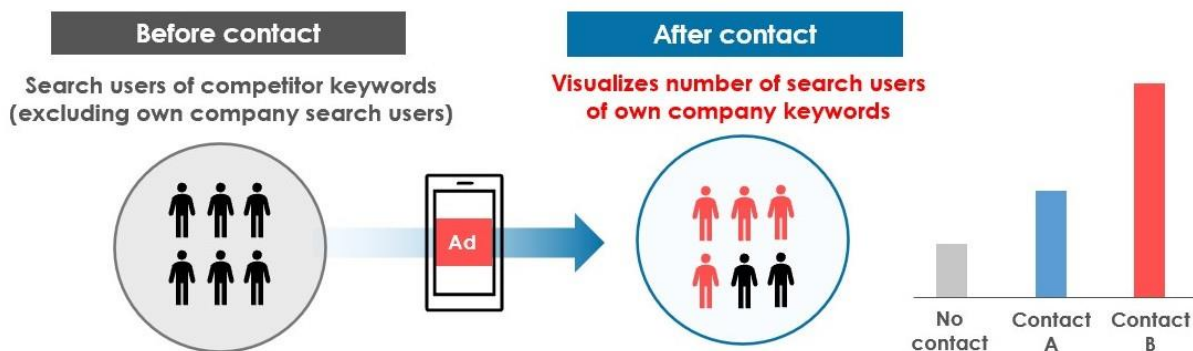
Visualizes estimated search lift from ad contact and video viewing based on the difference in search rates of target keywords before and after a user views an ad. Also enables comparisons across major platforms that distribute the ads.



Comparison of estimated search rates before and after ad contact

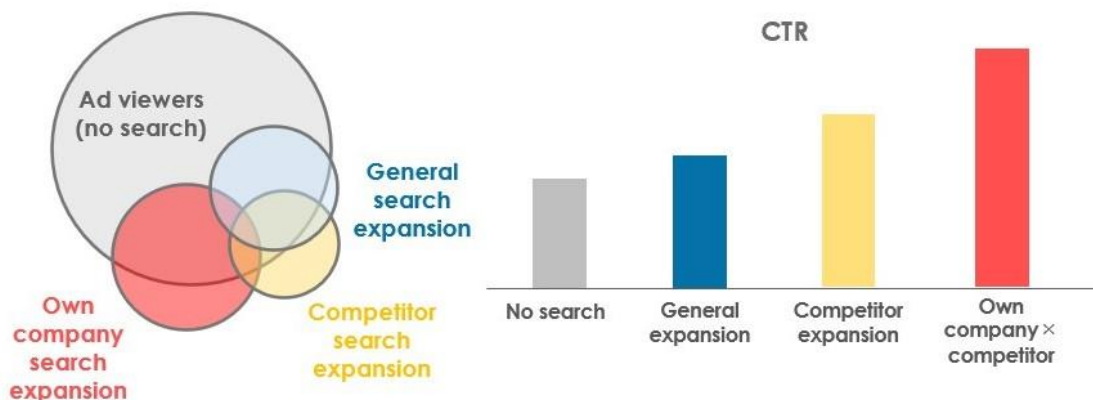
### ② Search switch analysis

Estimates the number of users who searched competitor company keywords and then later switched to become the advertiser company's search users after seeing an ad. By comparing these results with users who had no contact with ads, this analysis helps advertisers grasp how effective their ads are in prompting users to think of their product, hence aiding in media selection.



### ③ Search user analysis

Expands and analyzes search users by specifying company name, competitor name, and brand category keywords. Enables a visualization of overlap rate between the advertiser company's and the competitors' interest groups as well as the visualization of ad delivery effect. In addition, keywords that had high delivery effect can be utilized for targeting on major platforms.



Hakuhodo DY Media Partners and DAC will continue to introduce a wide variety of services that maximize the effect of digital ads, and together with companies in the Hakuhodo DY Group, help advertisers achieve their business goals.

(\* 1) A next-generation model for the digital transformation of the ad media business that is advocated by Hakuhodo DY Media Partners in anticipation of the shift from reservation-based ads, a long-standing ad industry practice where transactions are based on ad space, to programmatic ads, a business model that seeks to maximize ad effect (AaaS is a registered trademark of Hakuhodo DY Media Partners).

(\* 2) AudienceOne® is one of Japan's largest data management platforms (DMP) with over 100 million mobile ad IDs and a huge volume of data, which is analyzed to generate and provide high-precision third-party data. It links, integrates, analyzes and visualizes web activity data, CRM, ad delivery results, panel research results, and a variety of other data. With a wealth of linked channels, AudienceOne® offers a wide range of measurements, from new customer acquisition to LTV improvements among existing customers, for a high-precision marketing environment.

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

### **For inquiries regarding this News Release**

Hakuhodo DY Media Partners Inc.

Corporate Public Relations Division

e-mail: mp.webmaster@hakuhodody-media.co.jp

D.A.Consortium Inc.

Corporate Strategy Group Public Relations

e-mail: ir\_inf@dac.co.jp