

News Release

D.A. Consortium Inc.

DAC and Criteo collaborate to develop a recommendation message function for LINE Official Accounts

~Linking with DialogOne® to enhance user relations and boost sales~

Tokyo, March 22, 2023 – D.A. Consortium Inc. (DAC) is pleased to announce that it will collaborate with Criteo, the commerce media company, to develop a recommendation message function for LINE Official Accounts. Utilizing Criteo's AI technologies and large-scale commerce data, the two companies will work together to develop technologies that analyze the interests of LINE Official Account users and deliver personalized, optimized recommendation messages that help raise company and brand conversion rates and boost sales.



With inflation rapidly altering purchasing behavior, personalized ad communications that reinforce ties with consumers have become more important. The need for CRM (customer relationship management), which enables companies to identify customers with high conversion rates and create and deliver relevant ads, is rising. The domestic CRM-related market is expected to grow at a CAGR of 10.0% from 2021~2026, exceeding 290 billion yen by 2026(*1). Recently in digital marketing, the need to further strengthen communication measures using LINE Official Accounts has increased as well.

Ever since LINE introduced corporate services in 2012, DAC has promoted one-to-one communication between users and companies that utilize LINE through DialogOne®(*2), which it developed and provides. In addition, DAC has long been actively working to take full advantage of Criteo's solutions by linking the DMP AudienceOne®(*3) in 2017 and obtaining Data Feed Partner and Tag Partner certification under Criteo's Criteo Tech Partner Program in 2022(*4).

With the technical linkage of DialogOne® and Criteo, companies and brands can not only communicate in the usual manner using LINE, but they can also utilize Criteo's large-scale commerce data to deliver highly relevant, personalized content that enhances relationships with users for higher conversion rates and sales.

■ Comment from Grace Fromm, Managing Director, North APAC, Criteo

We are very excited about this new initiative. I believe Criteo's advanced AI and large-scale commerce data would help brands and companies utilize LINE for their digital marketing by delivering highly relevant and valuable content and offering superior experiences for consumers.

By providing various solutions and services, DAC will continue to work with LINE and Criteo in a strong partnership to support client companies' marketing activities.

- (*1) "Domestic CRM Application Market Forecast," IDC Japan, 2022
- (*2) DialogOne® is a messaging management solution that is linked with the communication platform, LINE. By combining customer information owned by companies and government agencies with social account and other information, DialogOne enables more sophisticated use of LINE. With an extensive track record in terms of implementation, a broad range of functions, and highly advanced technologies, it provides companies and government agencies comprehensive support for their CRM initiatives.
<https://solutions.dac.co.jp/dialogone>
- (*3) News release of September 10, 2019 : In a first for a Japanese operator, DAC and P1 support IAB Tech Lab technical standards to reinforce ad fraud countermeasures
https://www.dac.co.jp/english/press/2019/20190910_yone-iab
- (*4) News release of May 26, 2022 : DAC certified as a Data Feed Partner and a Tag Partner under the Criteo Tech Partner program
https://www.dac.co.jp/english/press/2022/20220526_criteo_tech_partner

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<Criteo>

Criteo (NASDAQ: CRTO) is a global commerce media company enables marketers and media owners to drive better commerce outcomes. Its industry-leading commerce media platform connects 22,000 marketers and thousands of media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice.

<http://www.criteo.com>

<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 with 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

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