

## **News Release**

D.A.Consortium Inc.

# **DAC certified as “Premier Partner” for the seventh time by China’s largest search engine Baidu**

**Tokyo, March 28, 2023** --- D.A.Consortium Inc. (DAC) is proud to announce that it has been awarded Premier Partner 2022 by Baidu Japan, the Japanese subsidiary of Baidu, Inc., China’s largest search engine. DAC will continue to enhance its alliances both in Japan and abroad to respond to the growing demand for Japan-China cross-border marketing with the waning of the COVID pandemic.



[Premier Partner 2022] <https://www.baidu.jp/info/ad/agency.php> (Japanese)

The Premier Partner award is given to outstanding agencies based on a comprehensive evaluation of actual sales, management and operation of Baidu listing ads, Baidu ad network ads, Baidu in-feed ads, and other Baidu products.

In 2022, four companies among Baidu’s selected key agencies(\*1) were presented this award. DAC was recognized for not only its Baidu ad sales results despite a difficult operating environment with the COVID pandemic, but also for proactively providing Baidu solutions to various companies, promoting the implementation of Baidu’s landing page creation tool Jimuyu(\*2), and other initiatives that expanded recognition of Baidu solutions. Including the recognition for its collaboration with Hakuhodo DY Group company Irep Inc., this is the seventh time for DAC to win this award.

Since 2001, DAC has been purchasing foreign media ad space and has enhanced its digital marketing solutions for overseas markets in response to steadily increasing cross-border needs. In terms of the Chinese market, DAC established D.A.Consortium Beijing in 2005, created an operations team of native Chinese speakers at the DAC headquarters, and formed strategic digital marketing partnerships(\*3) with several major Chinese companies to respond to both Chinese inbound and outbound ad placement needs.

In 2021, DAC, Baidu and Hakuhodo DY Holdings collaborated to develop the cross-border business solution HDY x Baidu Data Marketing Next(\*4) for Japanese companies targeting the Chinese market. By combining Baidu’s big data with Hakuhodo DY Group’s unique marketing methodologies, HDY x Baidu Data Marketing Next assists Japanese companies in their Japan-China cross-border EC and local business efforts.

DAC will comprehensively support Japanese companies’ digital marketing activities in China as demand recovers from the COVID pandemic by continuing to collaborate with group companies both in Japan and overseas and by providing high-quality cross-border solutions that meet the needs of advertising companies and corporations.

- (\*1) News release of September 9, 2018 : DAC certified as “Key Agency” of Baidu Japan, Baidu, China’s number one search engine [https://www.dac.co.jp/english/press/2018/20180905\\_baidu](https://www.dac.co.jp/english/press/2018/20180905_baidu)
- (\*2) About Jimuyu : <https://crossborder.dac.co.jp/china/baidu202203/>
- (\*3) News release of April 18, 2018 : DAC formed the only “Preferential Partnership” in Japan with Tencent [https://www.dac.co.jp/english/press/2018/20180418\\_tencent](https://www.dac.co.jp/english/press/2018/20180418_tencent)
- (\*4) Hakuhodo DY Holdings, Baidu and DAC co-develop a cross-border business solution using Baidu Big Data [https://www.dac.co.jp/english/press/2021/20210907\\_bdmn](https://www.dac.co.jp/english/press/2021/20210907_bdmn)

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### <Baidu Japan Inc.>

Baidu Japan is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing, China; chairman and CEO: Robin Li), the China’s largest search engine in terms of market share and a company listed on NASDAQ of the United States. Since its establishment in December 2006, Baidu Japan has supported corporate clients in their marketing efforts in China and has developed inbound cross-border EC strategies, listing ads, ad network ads and other Internet advertising products aimed at Chinese-speaking countries. In addition, it offers the hugely popular Japanese keyboard emoji app Simeji, which has a cumulative 55 million downloads (as of December 2022). In May 2015, Baidu Japan acquired popIn Inc. (headquarters: Minato Ward, Tokyo; Representative Director: Feng Jiang), which provides a Web media recommendation engine, online advertising and smartphone advertising.

### <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**

デジタルの未来に、もっと力を。