

News Release

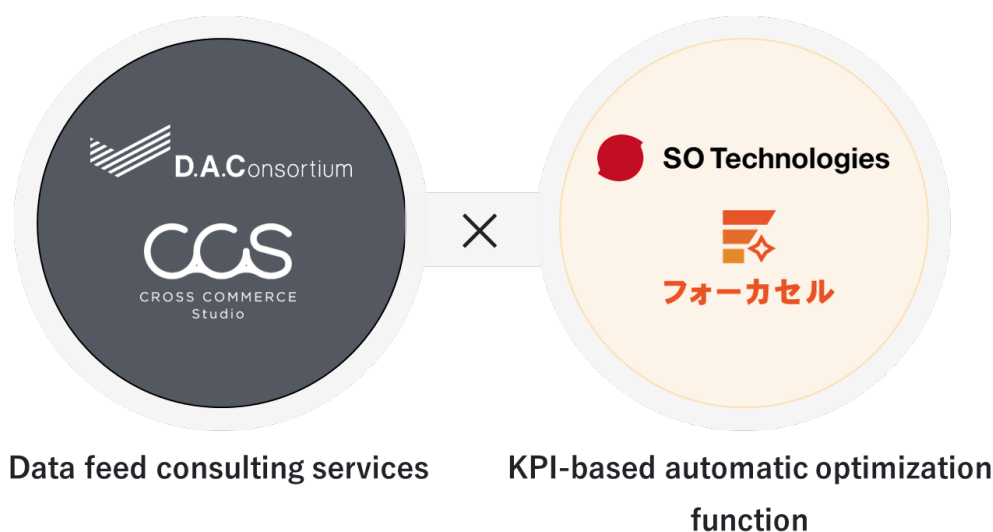
D.A. Consortium Inc.
SO Technologies, Inc.

DAC's data feed consulting services linked with SO Technologies' feed ad support service "Focusell"

~ AI automatic product selection optimization
for advanced data feed ad serving ~

Tokyo, March 29, 2023 --- D.A. Consortium Inc. (DAC) is pleased to announce that it will collaborate with SO Technologies, Inc. (SO Technologies) to expand and strengthen e-commerce support services by linking SO Technologies' feed tool Focusell with DAC's data feed consulting service provided by Cross Commerce Studio, a cross-domain commerce DX support organization.

This service is an initiative of Hakuodo EC+, a cross-organizational EC project of the Hakuodo DY Group.



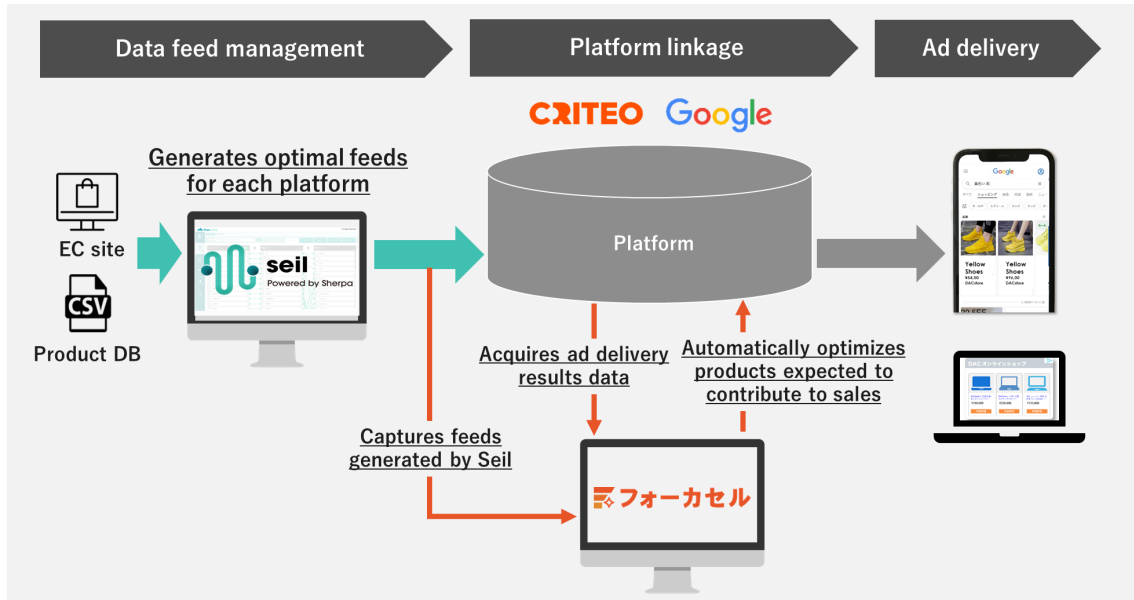
DAC Cross Commerce Studio's data feed consulting services include integrated planning across various platforms, dynamic/shopping ad management consulting services utilizing the data feed management system Seil Powered by Sherpa*¹ (hereinafter, Seil), and other services to provide comprehensive support for maximizing sales of client companies' EC sites*².

SO Technologies' Focusell provides automatic optimization functions that maximize sales generated through ads on large-scale EC sites. When delivering shopping or dynamic ads, data on ad delivery performance and sales of specific products is analyzed using a unique logic. These results are then used to automatically select and deliver products that contribute to KPI targets and maximize ad performance.

By bringing together the services of DAC and SO Technologies, the two companies will further improve the efficiency and sophistication of data feed ad management on large-

scale EC sites, thereby contributing to increased customer acquisition and sales.

■ Data feed consulting services x Focusell linkage



● Integrated consulting services, from ad design to technological support

Harnessing on our wealth of experience, we provide one-stop consulting services, including integrated ad management support services, such as platform selection, ad delivery design, and ad management improvements, as well as technical consulting services, such as data feed and tag design, implementation, and operations that use data effectively. This enables us to implement ad initiatives quickly and smoothly.

● Linking tools to expand functions in a manner that takes advantages of Seil and Focusell's strengths

By linking Seil's data feed management functions with Focusell's automatic optimization functions, we have been able to expand various functions in a manner that takes advantage of the strengths of both.

Seil's text improvement function improves CTR by 120% and its image processing function improves CVR by 200%. Focusell's automatic optimization function doubles ROAS after implementation. Together they increase per customer purchases 178%. These improved results indicate that further maximization of ad effect can be expected with the linkage of these two companies' tools.

DAC and SO Technologies will continue to collaborate on consulting and solution services to help companies that are developing their EC operations to grow their business and resolve their problems.

(*1) A solution developed and provided by DAC Group company Torchlight Inc. that manages and operates data feeds across multiple platforms. It can be used not only for social media, but also for major dynamic ads, such as Google and Criteo. <https://solutions.dac.co.jp/seil> (Japanese)

(*2) About our data feed consulting services <https://solutions.dac.co.jp/data-feed-consulting> (Japanese)

■ Cross Commerce Studio

DAC's Cross Commerce Studio is a cross-organizational EC commerce support system that seamlessly integrates existing services, tools and solutions related to EC malls, the client company's own EC site and social commerce. By managing and advancing EC marketing initiatives, consulting across different areas of specialty, producing tools and providing other services, we support the optimization of our client companies' EC commerce marketing activities.



https://www.dac.co.jp/english/press/2022/20220510_ccs

■ Hakuodo EC+

Hakuodo EC+ is a cross-organizational EC project that brings together the knowledge and skills of various Hakuodo DY Group and partner companies to promote value-creating DX in EC. By grasping emerging trends in commerce and the potential of new forms of EC, Hakuodo EC+ provides full-funnel support for companies' marketing DX and business growth along all aspects of the EC value chain, from market analysis, problem identification, strategy formation and systems development to EC site construction, CRM implementation, new customer acquisition, fulfillment and contact center management. Hakuodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by nine Hakuodo Group companies that develops new online and offline purchasing experiences for sei-katsu-sha, a term Hakuodo uses to denote people with lives, aspirations and dreams, not simply "consumers."



<https://www.hakuodo.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.

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

■ **SO Technologies, Inc.** <https://www.so-tech.co.jp>

With a mission to “spread the power of earning to every corner of the country,” SO Technologies is a group company of SoldOut Inc. SO Technologies’ vision is “to create a digital customer acquisition platform that enables anyone to transform passion into the power to earn anywhere and easily throughout Japan.” The company provides: ATOM, an SaaS ad agency support service; AG-Boost, an online ad purchasing, proposing, and operation support service; Lycle, a store customer acquisition service utilizing Google Business Profile; Focusell, an EC feed ad support service; LISKUL, a web marketing know-how media, and others.

Representative : Nakaba Araki, Representative Director
Head Office : Korakumori bldg.19F, 1-4-14, Koraku, Bunkyo-ku, Tokyo
Established : April 2013
Business : Providing marketing technologies to small- and mid-sized companies

For inquiries regarding this News Release

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