

DAC develops and begins in-house verification operations of a generative AI digital marketing solution

~Accelerating the use of generative AI for marketing DX~

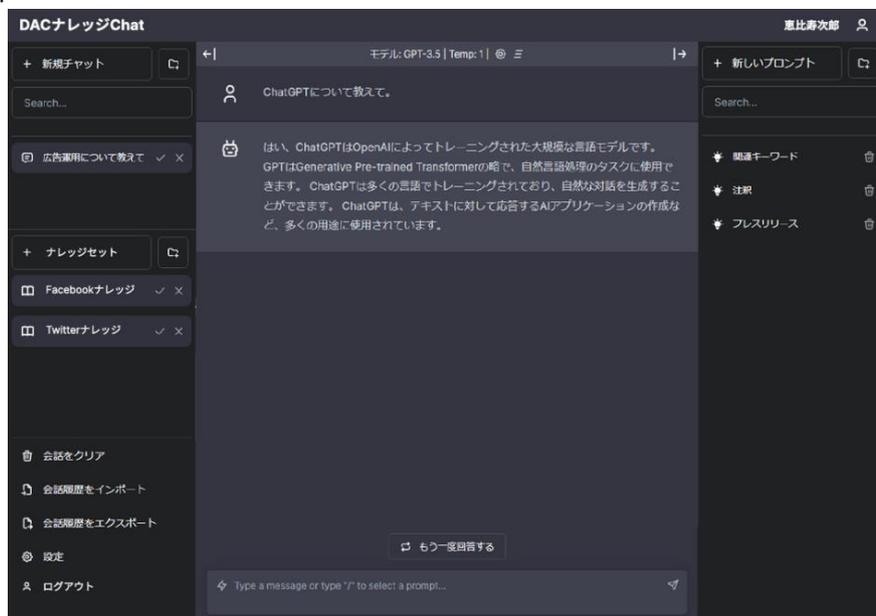
Tokyo, June 1, 2023 --- D.A.Consortium Inc. (DAC) is pleased to announce the launch of in-house verification operations of a digital marketing solution that leverages generative AI technologies, such as ChatGPT(*1). DAC is currently exploring the possibility of offering advertising management services that utilize this solution.

Generative AI is expected to be used in a variety of marketing fields. However, there are many challenges associated with using ChatGPT and other tools within a company, such as handling confidential information contained in prompts(*2) (AI text instructions), creating a system for sharing prompt templates within a company and managing specialized knowledge. To address these issues, DAC has developed and begun in-house verification operations of an AI solution that incorporates its proprietary digital marketing knowledge. In addition, DAC has formed a dedicated team to provide essential information, training and other initiatives to enable users to effectively utilize generative AI.

■ AI solution outline

- Compatible with OpenAI's GPT-3.5 / GPT-4
- Utilizes DAC's proprietary ad management knowledge of Facebook, Google, LINE, TikTok, Twitter and others
- Main functions
 - Prompt history management function
 - Prompt template in-house sharing and evaluation function
 - Personal and other confidential information detection and external transmission blocking function

<Sample screen>



In the future, DAC plans to support other major generative AI systems, such as Google's Bard and Meta's AI, as well as incorporate the capabilities of its in-house-developed solutions, such as AudienceOne[®], one of Japan's largest DMPs, and DialogOne[®], an SNS messaging management solution. Furthermore, DAC plans to support businesses across various industries in their marketing DX efforts through human resources support, such as training and consulting services.

(*1) An artificial intelligence (AI) chat service released in November 2022 by the US company OpenAI. An artificial intelligence technology for large-scale natural language processing. Can be used for such tasks as writing sentences, translating and answering questions.

(*2) Since AI output (accuracy of answers) varies depending on the length and content of the prompt sentence, setting prompts is important.

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<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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Empowering the digital future

デジタルの未来に、もっと力を。