

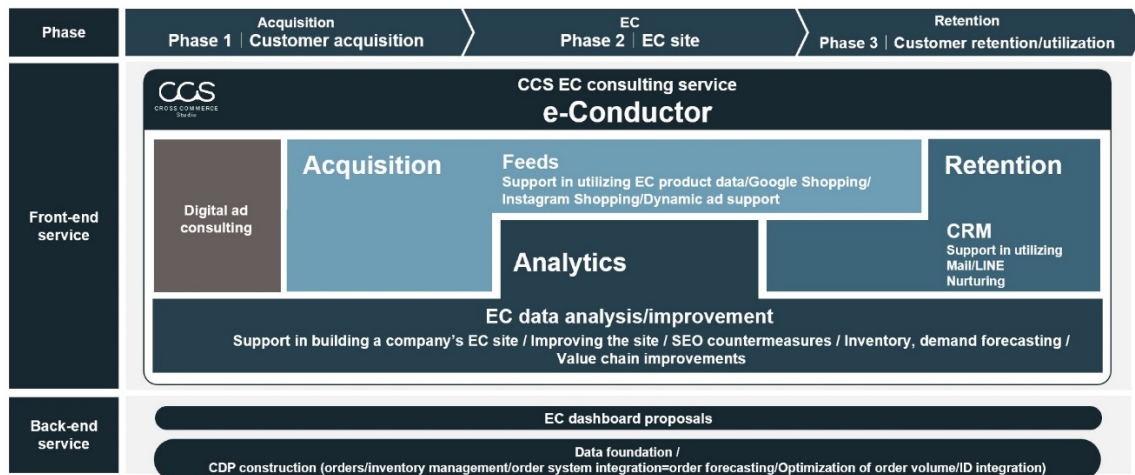
News Release

D.A.Consortium Inc.

DAC begins offering “e-Conductor,” a comprehensive EC consulting service ~One-stop support, from acquisition to retention~

Tokyo, June 6, 2023 --- D.A.Consortium Inc. (DAC) is pleased to announce that Cross Commerce Studio, a cross-company organization that specializes in commerce DX, has introduced e-Conductor, a one-stop EC consulting service that supports companies in their EC initiatives, from customer acquisition to retention.

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



The Japanese EC market now exceeds 20 trillion yen(*1), and the number of companies and platformers entering the EC field has increased rapidly. Nonetheless, for many, their EC marketing acquisition and retention initiatives are often separated, making a unified approach to strategic planning and execution difficult.

To respond to this, DAC's Cross Commerce Studio has decided to harness its knowledge and expertise in providing consulting services related to conventional dynamic ads and data feeds (social commerce)(*2) to begin offering e-Conductor, a one-stop consulting service that supports companies in their EC marketing efforts, from integrated customer database management to strategy planning, execution and analysis/improvement.

■ Service description

Under the guidance of experts in relevant fields, e-Conductor provides optimal services for each phase of operations.

① e-Conductor for Acquisition

- EC product data utilization support (initial design/operational improvements/proposals of platforms to link with)
- Google Shopping/Instagram Shopping utilization support
- Dynamic ad support (comprehensive planning/tag, feed design/ad operational improvements)

② **e-Conductor for Retention**

- CRM support utilizing MA
- CRM support utilizing LINE
- Product recommendations(*3) utilizing DAC's EC CRM tool, DialogOne[®] × Criteo

③ **e-Conductor for Analytics**

- EC construction support (feed maintenance/SEO countermeasures, etc.)
- EC data consulting (nurturing)
- Value chain improvement support
- Inventory, demand forecasting support/flow improvements

DAC will continue to expand the cross-arena functionality of Cross Commerce Studio and enhance its ties with partner companies to diversify its EC-related service offerings.

(*1) Source: Fiscal 2021 Market Research Report on E-Commerce, Ministry of Economy, Trade and Industry, August 12, 2022

<https://www.meti.go.jp/press/2022/08/20220812005/20220812005-h.pdf> (Japanese)

(*2) News release of March 29, 2023 :DAC's data feed consulting services linked with SO Technologies' feed ad support service "Focusell" https://www.dac.co.jp/press/2023/20230329_sotechnologies

News release of November 25, 2022: DAC and Torchlight offer one-stop support for Twitter dynamic ads, from data feed construction to ad management

https://www.dac.co.jp/english/press/2022/20221125_twitterec

News release of July 27, 2022: DAC and Torchlight begin a data feed consulting service that links a client's EC site with Pinterest https://www.dac.co.jp/english/press/2022/20220727_pinterest

(*3) News release of May 31, 2023: DAC releases the beta version of "Recommendation Message for LINE Official Accounts Powered by Criteo"

https://www.dac.co.jp/english/press/2023/20230531_done_criteo

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■ **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

■ **Hakuhodo EC+**

Hakuhodo EC+ is a cross-organizational EC project that brings together the knowledge and skills of various Hakuhodo 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, Hakuhodo 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. HakuHodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by nine HakuHodo Group companies that develops new online and offline purchasing experiences for sei-katsu-sha, a term HakuHodo uses to denote people with lives, aspirations and dreams, not simply “consumers.”



<https://www.hakuhodo.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.

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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

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