

News Release

D.A.Consortium Inc.

I-DAC establishes Audience IQ Asia in Thailand

~To meet the advancing CRM needs of Southeast Asian companies~

Tokyo, November 1, 2023 --- D.A.Consortium Inc. (DAC) is pleased to announce that DAC group company I-DAC (Thailand) Co., Ltd. (I-DAC) and Tangible Solutions Company Limited (TS), a digital agency with expertise in CRM, have jointly established Audience IQ Asia Co., Ltd. (Audience IQ Asia). With this new company, DAC will be able to enhance its CRM (Customer Relationship Management) capabilities and contribute to corporate DX in Thailand and other Southeast Asian countries.

With the rapid advance of corporate DX in Southeast Asia, there is a growing need for CRM, which plays an important role in the planning and implementation of campaigns for services and products and the enhancement of engagement with *sei-katsu-sha* (a term the Hakuodo DY Group uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams). In Thailand, the CRM-related software market is expected to expand significantly with an average annual growth rate forecasted at 11.56%(*1). Since 2016, TS has been operating in Thailand as a digital agency with expertise in CRM under the brand name Audience IQ(*2). It has earned a proven track record and a diverse clientele comprised of both Thai and non-Thai companies. In 2021, TS began working with I-DAC and in recognition of the significant synergies in client services born from this collaboration, the two companies decided to jointly establish Audience IQ Asia to further strengthen and expand their businesses.

■ Company profile

Company name: Audience IQ Asia Co., Ltd. (Audience IQ)

Representative : Russell Conrad, CEO

Head Office : 14F Sindhorn Building Tower II, 130-132, Wireless Road, Lumpini, Pathum Wan, Bangkok Thailand

Establishment : October 2023 (sales operations to begin November 2023)

Business : CRM operations, media operations, tech operations

Audience IQ Asia will have three operations – a CRM operation that supports CRM strategy proposals and implementation, a media operation that handles digital ad-related services in line with CRM strategies, and a tech operation that designs and implements CRM platforms. These operations will enable DAC's Asian offices to provide comprehensive, one-stop services for effective digital marketing, from consulting to operation of CRM platforms, such as Salesforce and Clevertap, and the implementation of solutions, such as CDP and MA.

Going forward, DAC will place greater emphasis on promoting the marketing DX of our Southeast Asian client companies by leveraging the framework of H+(*3), our Asia Pacific regional strategic network we jointly launched with Hakuodo Inc.

(*1) statista :

<https://www.statista.com/outlook/tmo/software/enterprise-software/customer-relationship-management-software/thailand>

(*2) <https://www.audience-iq.com/>

(*3) <https://www.hplus.digital/>

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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.

Representative : Yuzo Tanaka,
Representative Director, President, 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

For inquiries regarding this News Release

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Empowering the digital future

デジタルの未来に、もっと力を。