

News Release

D.A.Consortium Inc.

TimeTree, Inc.

DAC and TimeTree verify that “MIRAI_DSP” ad delivery service more than doubles CTR of targeted ads **~Brand lift survey shows a 1.5+ times higher product use intent~**

Tokyo, November 16, 2023 --- D.A.Consortium Inc. (DAC) and TimeTree, Inc. (TimeTree) are proud to announce the results of tests to verify the effectiveness of MIRAI_DSP(*1), an ad delivery service that utilizes data from the calendar sharing app TimeTree(*2). With MIRAI_DSP, segmented deliveries using “future data”(*3) of TimeTree registered users had a greater than two times CTR (click-through rate) compared to deliveries that do not use future data. Brand lift surveys also showed positive results, demonstrating that MIRAI_DSP effectively delivers ads that leverage user moments, significantly contributing to client companies’ marketing efforts.

■ MIRAI_DSP

MIRAI_DSP is an ad delivery system jointly developed by TimeTree and DAC. Based on an algorithm that predicts user behavior and purchases, MIRAI_DSP generates segments for targeting that closely match the needs of *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). The algorithm utilizes not only past actual data but also future data, in other words, appointments and life events that TimeTree users have saved in their calendars, to predict future user behavior, such as when they might buy a product or use a service. Because this new system gives users valuable information related to their schedules at the optimal timing, advertisers can conduct effective marketing that reaches out to high-potential customers, thus providing benefits to both sides.

■ Test summary

Period: October 16~22, 2023

Products: Insurance, consumer electronics

Process:

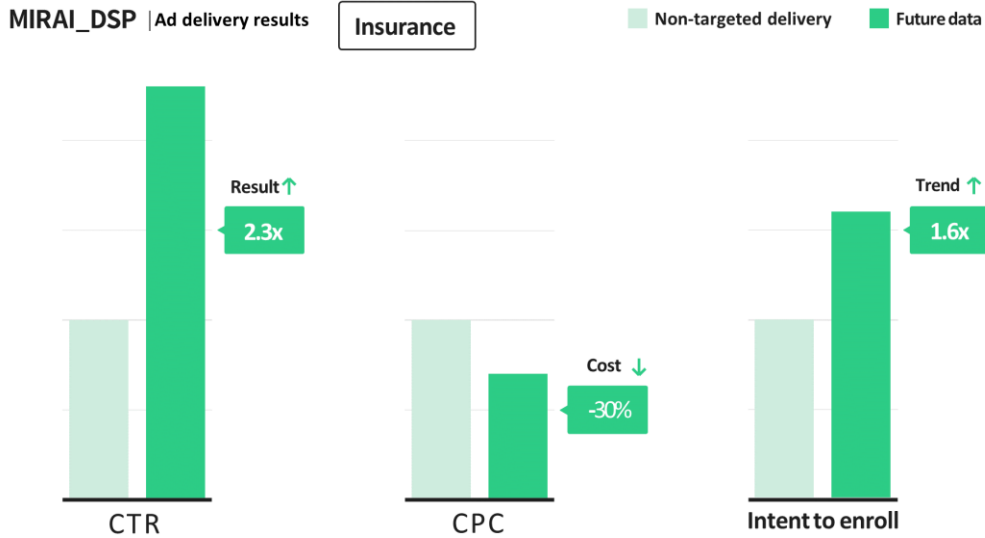
- ① TimeTree future data was linked with MIRAI_DSP
- ② Targeted ad delivery using segments based on future data / Non-targeted ad delivery
- ③ Brand lift survey measuring intent to use, level of interest, etc.
- ④ Comparison of ad delivery (②) and brand lift survey (③) results

Results:

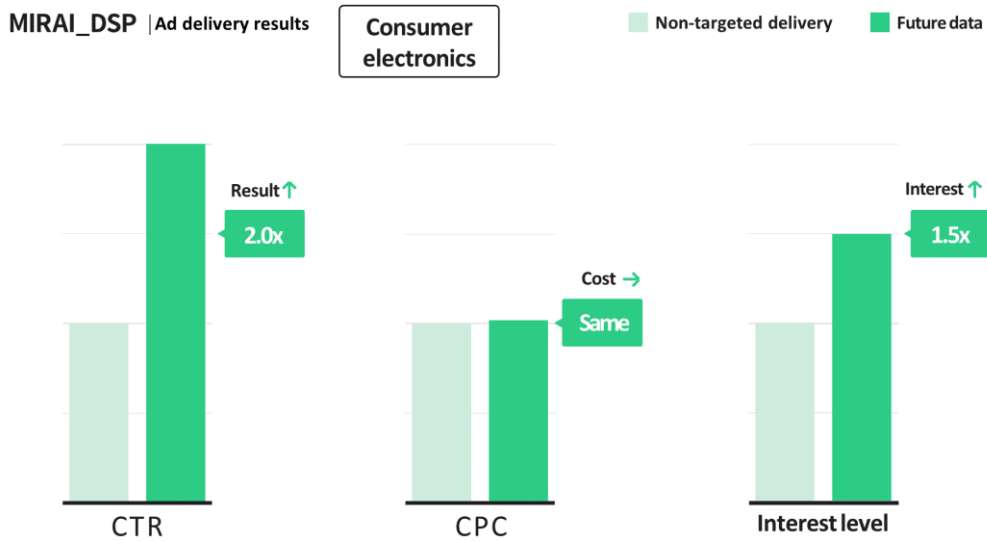
The following results were achieved with both insurance and consumer electronics:

- Targeted segmentation using future data maintained or lowered the CPC (cost per click) while **improving the CTR (click-through rate) more than two times** compared to non-targeted ads.
- With ad deliveries utilizing future data, **user interest in purchasing insurance or consumer electronics products was more than 1.5 times higher** than users who received non-targeted ads.

This test verified that ad deliveries utilizing future data are highly effective and that MIRAI_DSP is able to deliver ads that capture user moments, effectively reaching out to potential target audiences and contributing to advertisers’ marketing efforts.



- Compared to non-targeted deliveries, CTR was 2.3 times higher and CPC was 30% lower.
- Intent to enroll in insurance was 1.6 times higher than non-targeted deliveries.



- Compared to non-targeted deliveries, CTR was 2.0 times higher and CPC was maintained at the same level.
- Brand interest was 1.5 times higher compared to non-targeted deliveries.

With the aim to expand operations and evolve as Japan's only future data ad platform, DAC and TimeTree will continue to promote post-cookie initiatives and enhance the accuracy of the MIRAI_DSP algorithm to provide ad deliveries that meet the needs of a variety of industries and business types.

(*1) News release of October 4, 2023: DAC and TimeTree introduce “MIRAI_DSP,” an ad delivery service that utilizes the calendar sharing app TimeTree

https://www.dac.co.jp/english/press/2023/20231004_miraidsp_tt

(*2) <https://timetreeapp.com/intl/en>

(*3) User-permitted data for utilization : <https://timetreeapp.com/intl/en/terms/privacy>

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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

■ TimeTree, Inc. <https://timetreeapp.com/intl/ja/corporate>

TimeTree, Inc. develops and operates the calendar sharing application “TimeTree” with a mission, “Connecting your time with time-related information about people, events, services and various media content around you, so that you can make better choices for a better tomorrow”.

Since “TimeTree” is designed to be shared with someone else, you can easily share your schedule with multiple people, such as family members, partners, hobby groups, colleagues and others, and can create multiple calendars for different purposes.

The service was first introduced on March 24, 2015, and has more than 50 million registered users globally as of September 2023. As a “wall calendar in your smartphone”, “TimeTree” is widely used by users in their daily lives.

Representative : Yasuto Fukagawa, President & CEO
Head Office : Shinjuku Kokusai Building Annex 503, 6-6-3, Nishi-Shinjuku, Shinjuku-ku,
Tokyo
Established : September 1, 2014
Business : Development and operation of the calendar sharing app TimeTree

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