

News Release

D.A.Consortium Inc.

DAC certified a Navigator Specialist Level II
under the Salesforce Navigator Partner Program
~First and only company in Japan to earn this status~

Tokyo, February 28, 2023 – D.A.Consortium Inc. (DAC) is pleased to announce that it has become the first and only company in Japan to earn the Navigator Specialist Level II status in the Marketing Cloud Intelligence category under the Salesforce Navigator Partner Program.



MC Intelligence

Salesforce's Navigator Partner Program comprehensively evaluates and certifies Salesforce partners for their professional capabilities according to three criteria – knowledge, experience and quality.

DAC was awarded Navigator Specialist Level II certification in the Marketing Cloud Intelligence(*1) category. This recognition is given to partners who have had a high level of customer success for their project delivery capabilities over the past two years in terms of certification acquisition (knowledge), implementation projects (experience), and customer satisfaction (quality).

DAC will harness its knowledge and experience to reinforce its ability to support and contribute to our customers' digital marketing activities and marketing DX using not just Salesforce Marketing Cloud Intelligence but Marketing Cloud Engagement and other Salesforce products, as well.

*Salesforce is a registered trademark of Salesforce, Inc.

(*1) Salesforce Marketing Cloud Intelligence is a marketing dashboard that consolidates and integrates all marketing data to enable across-the-board monitoring, evaluation and visualization of correlations of marketing-related initiatives and activities.

#####

<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

For inquiries regarding this News Release

D.A.Consortium Inc.

Corporate Strategy Group Public Relations / E-mail : ir_inf@dac.co.jp

Empowering the digital future

デジタルの未来に、もっと力を。