

News Release

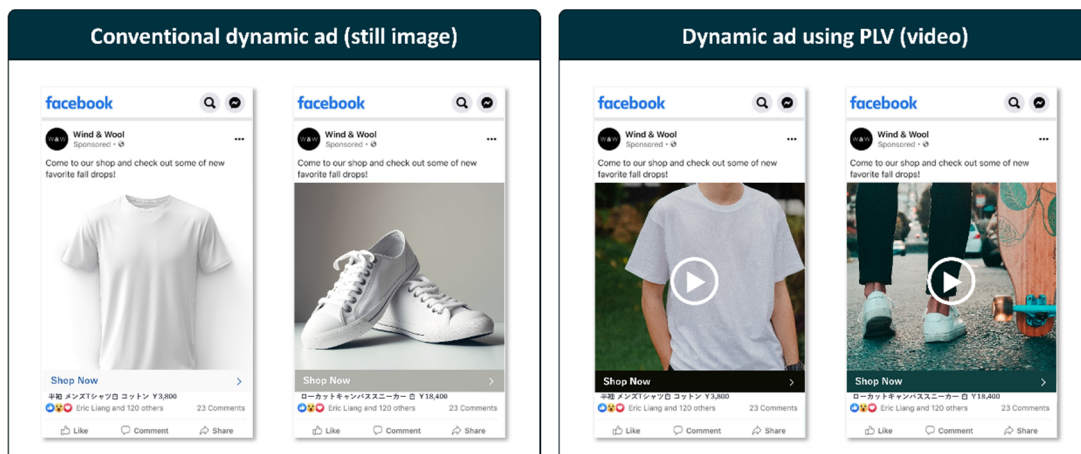
D.A.Consortium Inc.

DAC adds Meta’s Product Level Video solution to its data feed management tool Seil

~First in Japan to incorporate PLV, which helps create dynamic ads from
video content to promote e-commerce sales~

Tokyo, January 24, 2024 --- D.A.Consortium Inc. (DAC) is pleased to announce that Cross Commerce Studio, a cross-company organization that specializes in commerce DX, has introduced Seil Feed Format for MetaPLV, the first service in Japan that incorporates Meta’s Product Level Video (PLV). This newly added function helps companies make dynamic ads from video content, thereby generating higher sales through the enhancement of product understanding and buyer motivation.

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



PLV is a new ad delivery menu item that enables the use of video ad creative for Meta ad (Facebook/Instagram) product catalogs. PLV is expected to raise buyer motivation across a wide range of users and improve ad performance.(*1) According to effect verification tests conducted by Meta, EC companies saw a 48% increase and automobile companies saw a 10% increase in CVR with PLV compared to still images on conventional dynamic ads.

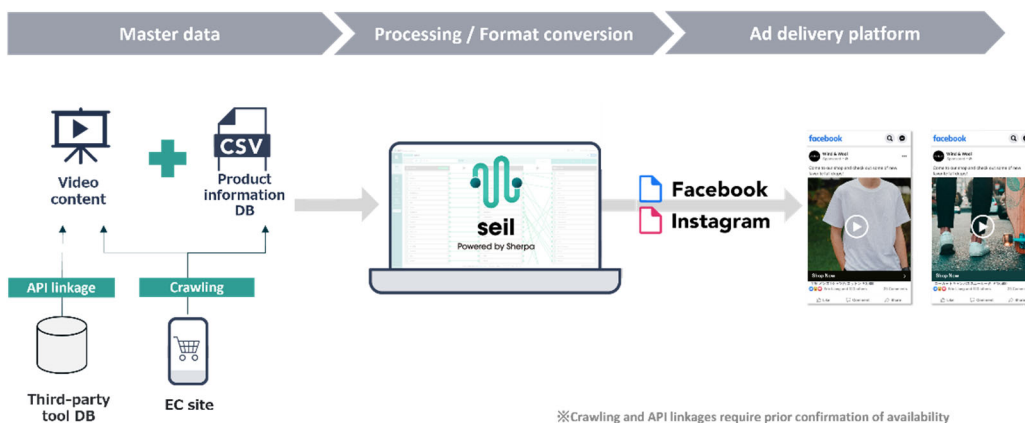
DAC’s Cross Commerce Studio offers the data management tool Seil Powered by Sherpa (Seil), which automatically generates data feeds (product lists) necessary for dynamic ads and shopping. DAC has long worked on improving the quality of its services to raise ad management efficiencies and ad effectiveness. Since August 2023 with the launch of a beta version of PLV, DAC has worked quickly to align with Meta and develop Seil Feed Format for MetaPLV, a new function that promotes more efficient use of the Seil menu and contributes to higher advertiser company sales.

■ Main characteristics of Seil Feed Format for MetaPLV

① Automatic generation of PLV-specific data feeds by linking data with the EC site and external tools

Seil automatically generates data feeds necessary for PLV deliveries. When a product information page on an advertiser company's EC site is displayed along with product photos and videos, data can be acquired all at once with the crawling function. In addition, by linking APIs through third-party tools, Seil's new function can obtain video content for delivery of live videos and staff content, which are becoming increasingly popular. Data obtained from various sources is used to generate master data, which is automatically converted to a PLV format. Data acquisition and format conversion are conducted once a day so even large product quantities or frequent changes in inventory or price are reflected in ad deliveries with minimal time lag.

Through an API from crawling an EC site or a third-party tool, Seil automatically acquires video content and product info to generate a data feed and link it to a product catalog



② Consulting services that improve machine learning accuracy and raise buyer motivation

To discover high-value audiences and deliver high-performance creative with PLV, it is necessary to place media tags tailored for a cookie-less environment and generate data feeds with product information and content in the optimal format. Cross Commerce Studio provides both technical and operational support necessary for these types of advanced ad deliveries.

We provide total support in placing media tags that work with Meta's Conversions API, which is tailored to a cookie-less environment. To generate data feeds, in addition to providing Seil, we support ad deliveries that contribute to purchases by developing ad creative that maximizes the client company's content resources and product features, by formulating product sales strategies, and by adjusting ad delivery volume in accordance with past performance.

Cross Commerce Studio will continue to expand its functions across a wide range of e-commerce domains and will collaborate with various platformers and partner companies with the aim to develop multi-faceted and cross-functional services and solutions.

(*1) Including video content along with product information (product name, price, etc.) in the product catalog promotes product understanding, which helps to direct users to the product page on the company's EC site and lead to purchases.

(*2) Seil is a data feed management system that automatically generates data feeds necessary to promote the client company's products in dynamic ads and shopping functions on various platforms.
<https://solutions.dac.co.jp/seil>

■ **CROSS COMMERCE Studio**

DAC's Cross Commerce Studio integrates existing services, tools, solutions related to EC malls, client company EC sites and social commerce to provide comprehensive and seamless e-commerce support. By managing and implementing marketing initiatives and providing consulting services, tools and production capabilities, Cross Commerce Studio works to optimize client companies' e-commerce marketing activities.



https://www.dac.co.jp/press/2022/20220510_ccs

■ **HAKUHODO EC+**

Hakuhodo EC+ is a Hakuhodo DY Group cross-organizational EC project that brings together the knowledge and skills of Hakuhodo DY Group companies as well as collaborative companies to create value and promote DX in the EC realm. Hakuhodo EC+ works to discover new types of commerce and unleash new EC possibilities by providing full-funnel marketing DX and business growth support along all types of value chains, from market analysis, problem identification, strategy proposal and systems development to EC site construction, implementation, customer acquisition, CRM, fulfillment and contact center management.

Hakuhodo EC+ is part of Shopper Marketing Initiative®, a strategic organization supported by 12 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.C 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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Empowering the digital future

デジタルの未来に、もっと力を。