

## News Release

D.A.Consortium Inc.

### DAC wins highest-grade Gold Partner certification under the Teads Ad Manager Certified Ad Agency Award Program

**Tokyo, February 20, 2024** --- D.A.Consortium Inc. (DAC) is pleased to announce that it has won the highest-grade Gold Partner certification under Teads Japan's newly created Teads Ad Manager Certified Ad Agency Award program.



The Teads Ad Manager Certified Ad Agency Award program recognizes and commends the top five ad agencies that have contributed the most to their client companies' business expansion during the January to December 2023 time period through the use of the ad delivery self-service platform, Teads Ad Manager.

DAC was awarded the first Gold Partner certification under the Teads Ad Manager Certified Ad Agency Award program in recognition for building, maintaining, and promoting strong partnerships with clients through Teads Ad Manager.

Utilizing a wealth of knowledge and experience in digital advertising acquired over many years, DAC helps client companies design, implement, and manage effective promotional initiatives. From conducting analyses and forecasting using a wide range of data, to raising brand awareness and acquiring new customers, we maximize return on investment.

#### ■ Teads Japan press release

<https://prtimes.jp/main/html/rd/p/000000056.000039273.html> (Japanese)

DAC will continue to provide a variety of solutions that support client companies' digital marketing activities.

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#### <Corporate Information>

**About Teads** <https://www.teads.com/>

At Teads, we think differently. We are diverse and celebrate each other at every turn. We learn quickly, evolve constantly and innovate every day. We praise creativity and authenticity. We believe that equality in the workplace drives progress and that the sum of our parts are the glue to our whole.



We are a collection of over 1200 people who possess different values, beliefs, experiences, backgrounds, preferences and behaviours and together, we are just getting started. We are The Global Media Platform.

■ **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

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**Empowering the digital future**

デジタルの未来に、もっと力を。