

News Release

DAC certified as Japan's only "Premier Partner" by China's largest search engine Baidu ~Second year in a row, eighth time for the DAC Group~

Tokyo, March 26, 2024 --- D.A.Consortium Inc. (DAC) is proud to announce that it has been awarded Premier Partner 2023 by Baidu Japan, the Japanese subsidiary of Baidu, Inc. (Baidu), China's largest search engine. DAC is the only agency in Japan to receive this recognition.



[Premier Partner 2023 companies] <https://www.baidu.jp/info/ad/agency.php>

The Premier Partner award is given to outstanding agencies based on a comprehensive evaluation of actual sales, management and operation of Baidu listing ads, Baidu ad network ads, Baidu in-feed ads and other Baidu products.

In addition to contributing to Baidu ad sales over many years, DAC was recognized for enhancing customer satisfaction with Baidu ad services that responded to customer needs, for high-quality promotional initiatives that led to effective marketing strategies, and for excellent proposals by experts with a high level of industry and media knowledge. Following last year's award, this is the eighth time DAC has won this award as a group.

DAC began its global operations in 2001 and has long contributed to the overseas business growth of numerous companies by harnessing its advanced technologies and experience in digital marketing. In terms of the Chinese market, DAC established DAC Beijing, created an operations team of native Chinese speakers at the DAC headquarters, formed an Asia-Pacific strategic network called H+(*1), and is further reinforcing its organization structure and capacity through its partnership with Info Cubic Japan(*2) created in 2022. Furthermore, DAC has formed strategic partnerships with major Chinese digital marketing companies(*3) to comprehensively support both Chinese inbound and outbound marketing activities.

In 2021, DAC, Baidu and Hakuhodo DY Holdings co-developed HDY x Baidu Data Marketing Next(*4), a cross-border business solution for Japanese companies targeting the Chinese market. By combining Baidu's big data with Hakuhodo DY Group's unique marketing methodologies, HDY x Baidu Data Marketing Next assists Japanese companies in their Japan-China cross-border EC and local business efforts.

DAC will continue to collaborate with group companies both in Japan and overseas to provide high-quality cross-border solutions that meet the needs of our client companies and respond to the ever-growing demand for Japan-China marketing.

- (*1) News release of August 10, 2022: Hakuholdo and DAC launch H+, a strategic group to “Empower Your Digital Future”
https://www.dac.co.jp/english/press/2022/20220810_hplus
- (*2) News release of December 1, 2022: [Info Cubic Japan](#) becomes a DAC wholly owned subsidiary
https://www.dac.co.jp/english/press/2022/20221201_dac_icj
- (*3) News release of April 18, 2018: DAC formed the only “Preferential Partnership” in Japan with Tencent
https://www.dac.co.jp/english/press/2018/20180418_tencent
- (*4) News release of September 7, 2021: Hakuholdo DY Holdings, Baidu and DAC co-develop a cross-border business solution using Baidu Big Data
https://www.dac.co.jp/english/index.php/press/2021/20210907_bdmn

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<Baidu Japan Inc.>

Baidu Japan Inc. is the Japanese subsidiary of Baidu, Inc. (headquarters: Beijing; chairman and CEO: Robin Li), China’s number one market share search engine and a company listed on NASDAQ of the United States. Since its establishment in December 2006, Baidu Japan has supported corporate clients in their marketing efforts in China and has developed inbound cross-border EC strategies, listing ads, ad network ads and other Internet advertising products aimed at Chinese-speaking countries. In addition, it offers the hugely popular Japanese keyboard emoji app Simeji, which has a cumulative 60 million downloads (as of June 2023). In May 2015, it welcomed as a group company popIn Inc. (headquarters: Tokyo; Representative Director: Feng Jiang), which provides a Web media recommendation engine, online advertising Platform.

<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,
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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。