

DAC inaugurates “AudienceOne Discovery”,
a service supplying corporate databases with data from
the “AudienceOne[®]” DMP

Tokyo, November 16, 2017 --- D.A. Consortium Inc. (DAC) is pleased to announce the inauguration of AudienceOne Discovery, a service supplying audience data held by the data management platform (DMP) AudienceOne[®](*1) to corporate databases of client firms.



Corporate CRM marketing has until now been a matter of taking steps to enhance customer satisfaction by relying primarily on what is called first-party data: information about registered members collected in house, such as personal details and shopping habits. First-party data collected in house, however, is not alone enough to enable effective communication with customers at the optimum moment, since customer analysis is conducted with limited data. Hence there is a mounting need to enhance and optimize marketing communications by performing analytics using not only first-party data but also third-party data from outside on such things as interests and preferences, in order to form a more detailed picture of the customer. The technique of event-based marketing, for example, seeks to achieve greater precision in offering each customer the product recommendations they want by rapidly detecting changes in their life cycle and treating those changes as events that spawn fresh needs.

The DMP AudienceOne[®] developed and offered by DAC contains data on 480 million unique browsers and 90 million mobile advertising IDs, making it one of the largest such data collections in Japan. Nor is it limited to online data on such things as interests; it is also coordinated with offline data such as purchase data and postal code data. Another advantage is its ability to perform cross-device estimates with patented technology. (*2) Capable of performing many different types of segmentation by flexibly customizing this huge trove of high-quality data, it is used for such purposes as developing new ad products.

DAC's newly launched service AudienceOne Discovery will link third-party data held by AudienceOne[®] with the client's own first-party data and supply it as a package. Also available will be data customized to meet the client's requirements. Linkage with a multiplicity of platforms and solutions will enable us to furnish data with higher value added.

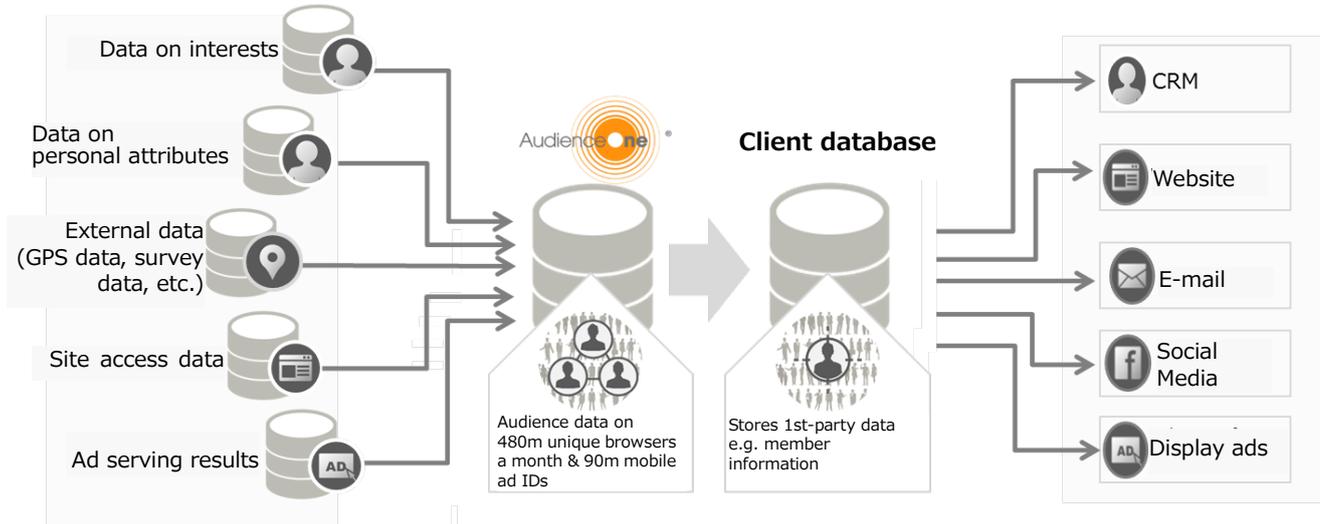
(Main partner companies at present: Adobe Systems Co., Ltd., Cxense Co., Ltd., IBM Japan Ltd., Plaid, Inc., Marketo K.K., BrainPad Inc., Tealium Japan, Treasure Data Inc.)



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*In alphabetical order

DAC helps agencies and advertisers optimize their marketing by forming a more in-depth picture of customers, and building a more accurate customer persona, through integration of their own data with third-party data unavailable in house. And it helps media companies maximize monetization by identifying the interests of site visitors and developing more refined targeted ad options and reporting and data exchange techniques.



More platforms will be coordinated with AudienceOne® in the future, enabling the supply of data via a host of channels. DAC and the DAC Group will continue to play a role in the ongoing evolution of the online advertising market by developing services and providing solutions in the digital marketing field.

- (*1) AudienceOne® is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 90M mobile ad IDs and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users.
- (*2) News release of January 26, 2016, "Launching Joint Development of Media Service Utilizing Outdoor Behavioral Data"
http://www.dac.co.jp/press/2016/20160126_near
 News release of March 24, 2016, "DAC Offers a New Data-Analytics-Driven Cross-Device Service Using Patented Technology"
http://www.dac.co.jp/press/2016/20160324_cross_device
 News release of May 26, 2016, "DAC Starts Offering Ads Precisely Targeting Residential Areas"
http://www.dac.co.jp/press/2016/20160526_postnumber
 (all in Japanese)

*We do not hold personal information connected to data to be retrieved.



<Corporate Information>

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Business : Online media transaction related business, Solution business,
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※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.

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