

March 31, 2017

NEWS RELEASE

Hakuhodo DY Media Partners Inc.  
Handy Marketing Inc.

**Handy Market Analyzer® starts: a solution using *Sei-katsu-sha* Data Management Platform and Yahoo! JAPAN analysis data to enable advertisers to produce more rapid and precise marketing cycles**

Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hisao Oomori; “Hakuhodo DY Media Partners”) and Handy Marketing Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Masuhiro Oohori; “Handy Marketing”) have teamed up to launch Handy Market Analyzer®, a solution designed to provide advertisers with highly developed marketing cycles.

Handy Marketing Analyzer® is a solution with two functions: “KPI Tracer” periodically traces conditions for inclusion of strategic targets in the market as well as on the corporate website; and “Market Trend” visualizes such factors as market trends and brand position.

With Handy Market Analyzer®, advertisers will get better advertising results from Yahoo! JAPAN’s display ad service.

Until now, understanding markets and measuring marketing effectiveness have typically been derived from research and sales data based on fixed data points and samples, and realizing both high-speed and high-precision marketing cycles was difficult with this approach.

Hakuhodo DY Group’s independently developed *Sei-katsu-sha* Data Management Platform<sup>1</sup> and Yahoo! JAPAN’s analysis data covering a wide range of categories such as searches, shopping, and ads solve this problem by making it possible to rapidly and consistently understand conditions for inclusion of strategic targets in the market and on the corporate website, market trends, and brand position.

Additionally, by incorporating Handy Market Analyzer® into the Querida solution lineup, advertisers achieve fast and precise marketing cycles capable of adapting quickly to market and brand position changes and marketing effectiveness<sup>2</sup>.

Handy Market Analyzer® is bundled with “Yahoo! DMP”, the DMP offered by Yahoo! JAPAN, and “Audience One®”, the DMP offered by D. A. Consortium Inc. (DAC).

Hakuhodo DY Media Partners and Handy Marketing will continue to develop the potential of Handy Market Analyzer® while marketers and data scientists cooperate, in order to provide cutting-edge support for corporate marketing.

#### 1 *Sei-katsu-sha* Data Management Platform

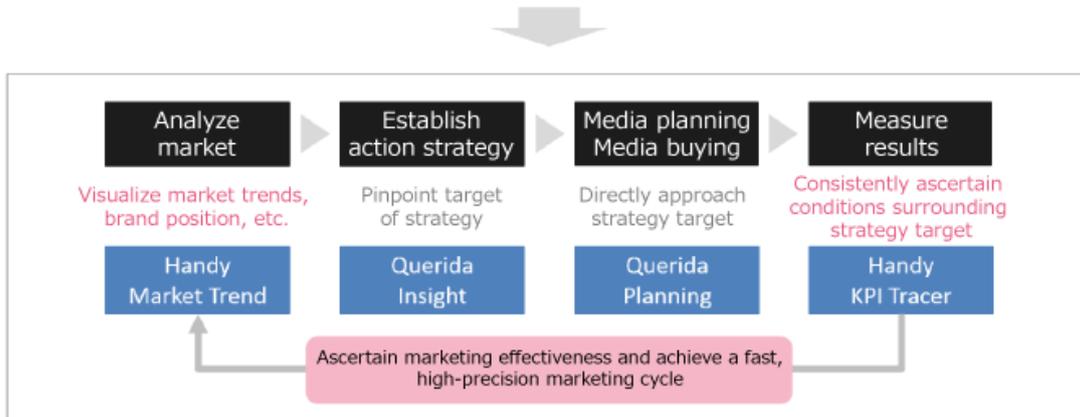
*Sei-katsu-sha* DMP combines *sei-katsu-sha* data independently accumulated by the Hakuhodo DY Group with data that can now be obtained by means of digital technology—namely, “real-time, year-round *sei-katsu-sha* information and behavior and purchasing behavior data”, “media, content, and other contact and preference data”, and “cutting-edge technology”—into a single platform for planning, executing, and managing all types of marketing activities.

#### 2 Marketing Cycle Support

Handy Market Analyzer®, rapidly and continuously tracks the marketing strategy target and market movements, including the competitors, and pinpoints the factors underlying communication policy effectiveness and changes in brand positioning. Moreover, Querida Insight®/Querida Planning® achieves more precise strategy and policy planning and execution for a pinpoint precise marketing cycle, from understanding the target market to establishing strategy, deploying policy, and verifying results.



Four solutions combine to provide advertisers a precision marketing cycle

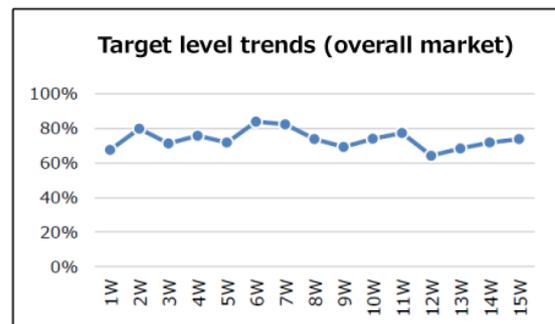
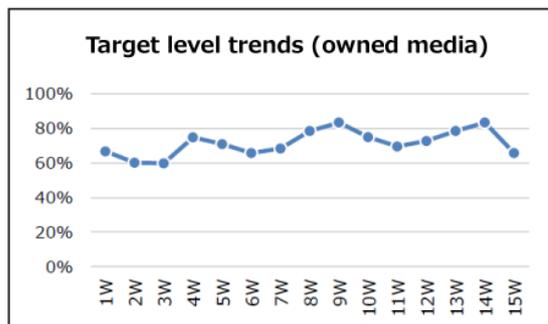


### Service overview

- KPI Tracer, a solution for continuously tracking the strategy target level in the overall market and within corporate websites.

Sei-katsu-sha Data Management Platform data and Yahoo! Japan analysis data is applied to preparing a model for identifying the target of a marketing strategy and tracking its level within the overall market (Yahoo! Japan visitors), among corporate website visitors, and by responders to ads.

### Output image

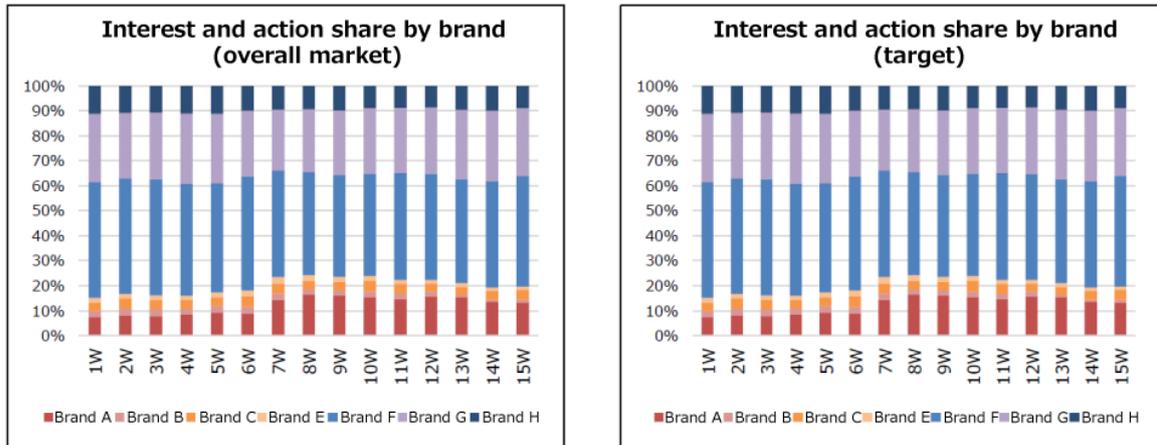


- Market Trend: visualizing market trends and brand position

Sei-katsu-sha Data Management Platform data and Yahoo! Japan analysis data is applied to analyzing search, click, and viewing data in order to understand market

trends, brand position, and other important factors for the overall market (Yahoo! JAPAN visitors) and by strategy target.

Output image



## References

Handy Marketing Inc, a marketing solution R&D firm established by Hakuodo DY Media Partners, Yahoo! JAPAN, and DAC:

[http://www.hakuhodody-media.co.jp/newsrelease/organization/20160401\\_12690.html](http://www.hakuhodody-media.co.jp/newsrelease/organization/20160401_12690.html)

The DAC DMP AudienceOne® partnership with Yahoo! DMP

[https://www.dac.co.jp/press/2016/20160328\\_aone\\_yahoodmp](https://www.dac.co.jp/press/2016/20160328_aone_yahoodmp)

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