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Hakuhodo DY Media Partners Inc.

Hakuhodo DY digital Inc.

D. A. Consortium Inc.

NEWS RELEASE

Hakuhodo to begin providing an original “purchase tracking tool” capable of measuring the effect of Hakuhodo DY Group digital ads on purchases at brick-and-mortar stores

Starting August 7, Hakuhodo DY Media Partners Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: HirotakeYajima; “Hakuhodo DY Media Partners”), Hakuhodo DY digital Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Akira Tsuji; “Hakuhodo DY digital”), and D. A. Consortium Inc. (Headquarters: Shibuya-ku, Tokyo; President & CEO: Masaya Shimada; “DAC”) will jointly provide a “purchase tracking tool”, which is a tool that measures the effects of digital advertising on purchases at brick-and-mortar stores.

While it was possible to measure the effects of digital advertising with click rates and other Web indicators in the past, measuring how much these ads contribute to purchases made at actual stores has not been easy. Moreover, existing purchase tracking tools lack sample data in a volume sufficient enough to measure the effect on purchases, and they also have the drawback of being limited to particular sales channels and distribution media.

This new tracking tool provides a solution to these problems by using the mass quantity of purchase actual data possessed by the Hakuhodo DY Group (POS data with ID, receipt data, and other product and service data recorded at the time of in-store purchase) to make it possible to measure the effect of digital advertising on purchases at brick-and-mortar stores across multiple sales channels and multiple distribution media.

This enables advertisers to use brick-and-mortar store purchase indicators as KPI and apply them to their digital advertising PDCA cycle. Verification testing of the tracking tool ahead of its release confirmed that there is sufficient sample data for verifying effect on purchases for numerous product categories, including alcoholic

beverages, pharmaceuticals, and instant foods. Moreover, tests using POS-AD®*, an original high-precision ad distribution solution developed by the Hakuodo DY Group, confirmed that an effect on purchases of up to 2.1 times was obtained between *sei-katsu-sha* who have had contact with an ad and those who have not.

This tool is provided as part of the Hakuodo DY Group's "strengthening of *sei-katsu-sha* data driven marketing response capabilities" and construction of the "Sei-katsu-sha Data Management Platform (Sei-katsu-sha DMP)". With this tool, a one-stop marketing PDCA cycle is achieved that encompasses everything from "establishment of a marketing strategy" to "creative planning and production", "establishment of a media plan", "execution of ad distribution", and "measurement and verification of effectiveness, including actual purchases".

The Hakuodo DY Group will continue to support corporate marketing activities with "*sei-katsu-sha* data driven marketing".

*POS-AD® is a high-precision ad distribution solution developed exclusively by the Hakuodo DY Group using large quantities of actual purchase data (POS data with ID, receipt data, and other product and service data recorded at the time of in-store purchase).

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