

31 October, 2017

Hakuhodo DY Media Partners Inc.
Yahoo Japan Corporation
Handy Marketing Inc.

Hakuhodo DY Media Partners, Yahoo! JAPAN, and Handy Marketing begin offering the Handy TV Insight, a planning solution for TV commercials, which takes advantage of Yahoo! Panel data

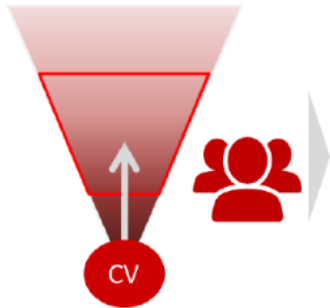
Hakuhodo DY Media Partners Inc. (“Hakuhodo DY Media Partners”), Yahoo Japan Corporation (“Yahoo! JAPAN”), and Handy Marketing Inc. (“Handy Marketing”) have teamed up to offer Handy TV Insight, a planning solution for TV commercials that takes advantage of a variety of data sources—most notably Yahoo! Media Audience Panel*, a survey panel from Yahoo! JAPAN.

In recent years, an increasing number of diverse advertisers have been using the degree to which a television commercial translates into action on the advertiser’s website, such as online purchases, membership registration, and requests for information, as an indicator of the ad’s effectiveness. For this reason, more companies are demanding advertising planning services that effectively utilize actual online data—even for television commercials.

Handy TV Insight makes use of a broad variety of data targeted to the client’s goals. This includes TV viewing logs collected from the Yahoo! Media Audience Panel, behavioral data from the Yahoo! JAPAN website, conversion data from the advertiser’s website, and more. The data is then used to formulate effective TV commercial planning that maximizes online action. The conversion data that Yahoo! JAPAN collects via advertising, for example, is made available in order to identify the user groups most likely to generate conversions in the future and define those users’ program viewing trends. This in turn directly supports advertisers’ key goal indicators (KGIs), and allows them to come up with more sophisticated TV commercial planning.

Hakuhodo DY Media Partners and Yahoo! JAPAN developed and released Hand TV Insight, while Handy Marketing is in charge of analyzing ways to use the various data it yields for TV commercial planning.

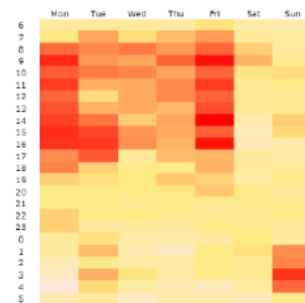
(1) Define user groups most likely to generate conversions



(2) Match users with TV viewing data



(3) Identify viewing trends among users



Hakuhodo DY Media Partners, Yahoo! JAPAN, and Handy Marketing will continue to specialize in data marketing as they research integrated marketing across media channels, develop effective solutions, and provide even more sophisticated support for corporate marketing activities.

*The Yahoo! Media Audience Panel is a survey panel by Yahoo! JAPAN that links behavioral data from the Yahoo! JAPAN site with actual TV viewing data collected from about 8,000 people living in the Kanto and Kansai areas via a round-the-clock monitoring survey.

http://www.hakuhodody-media.co.jp/newsrelease/service/20170410_17462.html

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