

## Hakuhodo DY Media Partners gets Google Analytics Certified Partner designation

Hakuhodo DY Media Partners, headquartered in Minato-ku, Tokyo and headed by Hisao Omori, has been designated as an official Google Analytics Certified Partner by Google Inc.

Hakuhodo DY Media Partners (HDYMP) is an integrated media business agency with full access to a rich collection of databases and marketing tools, which it uses to design integrated communication strategies that effectively utilize diverse media channels to reach *sei-katsu-sha*. In addition to traditional mass media channels like TV and newspapers, digital media and devices have become seamlessly integrated into the lives of *sei-katsu-sha*, and are now an essential part of any communications design. HDYMP works to organically link traditional and digital media channels in order to maximize the effects of both, overcome marketing challenges, and to offer its clients a cascade of ideas coupled with analytical abilities precisely tailored to the digital world.

Google placed all of these activities under strict scrutiny before granting the Hakuhodo DY Media Partners corporation official status as a Google Analytics Certified Partner. HDYMP will continue to craft integrated communications strategies, actively incorporating insights from its online analyses to take media design to the next level of optimization.

### ■ About Google Analytics

Google Analytics is a popular digital analytics platform designed to promote marketing activities based on corporate data. The system goes beyond website usage information, analyzing online access from a multichannel perspective that includes desktops, smartphones, tablets, and more. Google Analytics can be linked to diverse corporate data sets and other Google solutions, making it possible for businesses to implement a fully integrated communications strategy that moves seamlessly from analysis to marketing policy.

### ■ About Google Analytics Certified Partners

Google Analytics Certified Partner designation is given only to companies that pass Google's rigorous qualification standards. Certified partners are qualified to offer website installation, reports, analysis, training, and other consultation services to Google customers.

[http://www.google.co.jp/intl/ja\\_ALL/analytics/partners/index.html](http://www.google.co.jp/intl/ja_ALL/analytics/partners/index.html)

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