

Commerce Flow launches a new ad management service that utilizes Amazon DSP's timeframe budget adjustment function

～Enables optimized ad management timed to TV commercials, major sales, etc.～

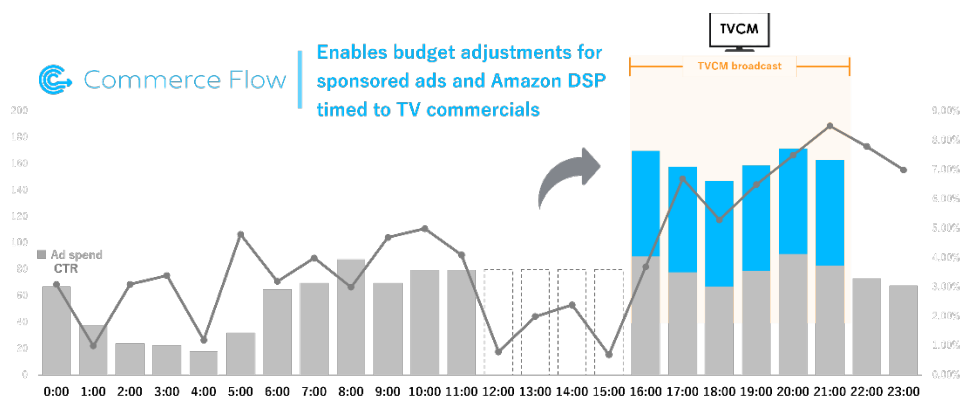
Tokyo, September 25, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, Hakuhodo DY ONE) is pleased to announce that Cross Commerce Studio, its cross-company organization that supports commerce DX, will introduce in Japan for the first time an ad management service that enables timeframe budget adjustments, an Amazon DSP(*2) function. This new service will be available on Commerce Flow(*1), an EC site ad management optimization platform developed and provided by Negocia, Inc. (headquarters: Tokyo; Representative Director: Dai Shibayama; hereinafter, negocia). This service is an initiative of Hakuhodo EC+, a cross-organizational EC project of the Hakuhodo DY Group.

Cross Commerce Studio supports companies in increasing their Amazon site sales with Commerce Flow's automated bidding function and automated timeframe optimization function for Amazon sponsored ads. The new timeframe budget adjustment function for Amazon DSP ads will further enhance the efficiency and effectiveness of Amazon ad management through optimized full-funnel ad strategies, from recognition to acquisition.

■ Service characteristics

1. Optimized deliveries that capture “moments” to increase recognition, interest

By using both Amazon sponsored ad's traditional automated timeframe optimization function with the new timeframe budget adjustment function, companies can manage ads to align with their TV commercial broadcasts. By setting the budget amount for each time period, companies can also distribute ads that more effectively maximize Amazon site sales, from brand awareness to acquisition.



2. Controlled distribution by time period

The new service function enables companies to allocate a daily budget in one-hour increments according to the volume of ads they want to distribute. By setting the cumulative delivery ratio for each time period, companies can meticulously control their ad spend up to that time

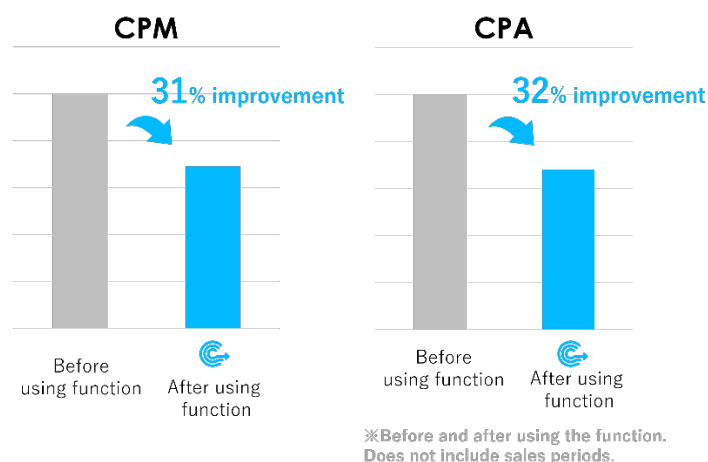
period. This enables an optimized ad budget allocation tailored to major events, such as large-scale, limited-time-only sales.

Daily timeframe budget adjustment setting parameters



■ Delivery performance

Campaigns that used this function had a 31% lower CPM (cost per 1,000 impressions) and a 32% lower CPA (cost per acquisition or action) compared to campaigns that did not use this function.



Hakuhodo DY ONE will continue to expand the cross-arena functionality of Cross Commerce Studio, enhance its ties with collaborative companies and diversify its service offerings to support client companies' marketing activities.

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*1 About Commerce Flow, an EC-site ad management optimization platform
Commerce Flow is an ad management tool that utilizes Amazon Ads API. With Sophia AI, a hybrid AI engine that uses a proprietary algorithm, it automates ad operations to enhance efficiencies, reduce costs and maximize ad effect performance.
<https://solutions.hakuhodody-one.co.jp/commerce-flow>

*2 Hakuhodo DY ONE survey

< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Head Office : 4-20-3 Ebisu, Shibuya-ku, Tokyo
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director
 Hiroto Kosaka, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : Approx. 3,000 (April 1, 2024, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
 related to all aspects of digital marketing

*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

For inquiries regarding this News Release

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