

i-dac Indonesia certified Google Tag Manager, its third certification on the Google Marketing Platform

~The most Google Marketing Platform certifications for an ad agency in Indonesia~

Tokyo, October 3, 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 PT Daniswara Amanah Cipta (hereinafter, i-dac Indonesia), a subsidiary of group company DAC Asia Pte. Ltd. (headquarters: Singapore; Managing Director: Mitsuo Omaru; hereinafter, DAC Asia) has been newly certified as a Google Tag Manager (GTM) for the Google Marketing Platform (GMP). This certification follows previous certifications for Display & Video 360 (DV360) and Google Analytics™, making i-dac Indonesia the ad agency with the most GMP certifications in Indonesia. (*1)



GMP is a platform that comprehensively enables ad delivery, analyses and other marketing initiatives offered by Google. GMP partners provide practical implementation and other technical support to companies wishing to use GMP to help them succeed in their various marketing initiatives. Information about GMP partners is posted on the GMP Partner Gallery(*2).

Until now, i-dac Indonesia has received partner certification for Google Analytics™ and Display & Video 360 and is supporting companies in their use. As a newly certified Google Tag Manager company, it is also promoting Google Tag Manager as a cornerstone for digital marketing efforts and actively helping companies implement initiatives that incorporate its most advanced features. With certification in three fields, i-dac Indonesia will further enhance its expertise and achievements in digital marketing.

Since the establishment of DAC Asia in Singapore in 2012, Hakuhodo DY ONE has been expanding its operations primarily in the Indonesian and Thai markets. In 2022, in collaboration with Hakuhodo Inc., it launched H+ (*3), a strategic network in the APAC region, and expanded its digital marketing operations in Southeast Asia with the establishment of i-dac Vietnam and Audience IQ Asia(*4), among other efforts. As a member of the H+ network, i-dac Indonesia will leverage this new certification to deepen its collaboration with H+ and promote digital transformation (DX) in the ASEAN region.

* Google Analytics is a registered trademark of Google LLC.

- (*1) Based on the number of Google Marketing Platform certifications held as of September 2024.
- (*2) Google Marketing Platform Partner Gallery
<https://enterprisemarketingportal.google/auth/find-a-partner>
- (*3) <https://www.hplus.digital/>
- (*4) Aug 1,2022,News Release : DAC establishes a new digital ad company in Vietnam
https://www.dac.co.jp/english/press/2022/20220801_idacvn
Nov 1,2023,News Release : I-DAC establishes Audience IQ Asia in Thailand
https://www.dac.co.jp/english/press/2023/20231101_audienceiq

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<DAC ASIA PTE. LTD. (DAC Asia) >

Representative : Mitsuo Omaru, President and Managing Director
Head Office : 1 Keong Saik Road Singapore 089109
Established : May 2012
Business : Development of Internet advertising business in ASEAN countries, market research, support for business development of group companies in Asia

<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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