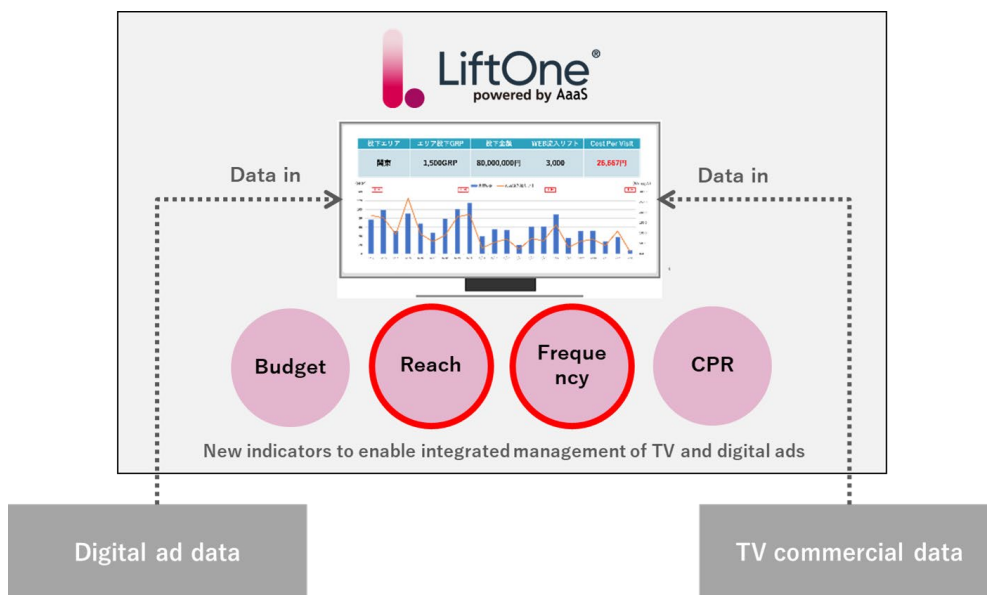


Hakuhodo DY ONE introduces new reach and frequency evaluation functions for “LiftOne® powered by AaaS” ～Enables simultaneous coordination of placement and budget allocation of digital and TV ads～

Tokyo, August 7, 2024 –Hakuhodo DY ONE, Inc. is pleased to announce that its comprehensive monitoring solution LiftOne® powered by AaaS*¹ (hereinafter, LiftOne®) now has new functions that visualize ad effect reach and frequency using uniform indicators. These new functions enable integrated management of digital ads and TV commercials.



■Background

LiftOne®, a service that we have been offering since 2021, manages and analyzes actual data on digital ads and TV commercials and displays ad effect on a dashboard. In May 2023, we added monitoring and evaluation functions using uniform digital and TV ad effect indicators.*² Increasingly, client companies are using these results to plan future initiatives.

However, thanks to digital TV integrated management where PDCA cycles for digital ads and TV commercials can be conducted together, there is a growing need for integrated management that simultaneously coordinates the placement and allocates the budgets of digital ads and TV commercials. Given this, Hakuhodo DY ONE has decided to add to LiftOne® a new reach function that calculates ad reach rate and a new frequency function that displays the number of ad contacts. Both of these new functions enable clients to create awareness not achieved with TV commercials by following up and supplementing with digital ads.

■Service characteristics

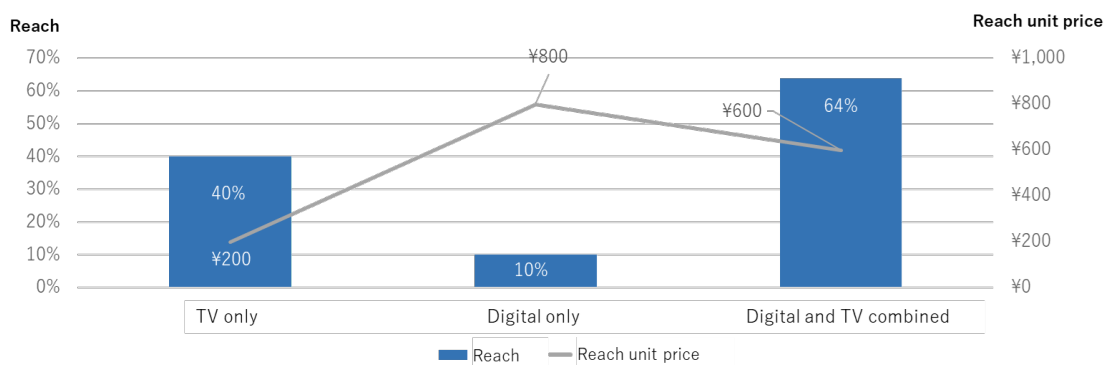
The main characteristics of the new reach and frequency functions are as follows.

- **Coordination of digital ad and TV commercial placement**
Using uniform indicators, LiftOne® now displays reach and frequency of digital ads and TV commercials. With this, if a TV commercial fails to achieve the targeted reach and frequency, users can visually confirm the reach and frequency target shortfall with the LiftOne® dashboard and formulate operational flows to allocate budgets for supplemental digital initiatives.
- **Detailed analysis of reach and frequency**
Users can confirm reach and frequency by media pattern (digital only, TV only, digital and TV combined), by campaign, by target audience (gender, age group) and by media. This helps users pinpoint and analyze where the reach and frequency issues are arising, which helps to make detailed budget allocation adjustments.

<Analysis example>

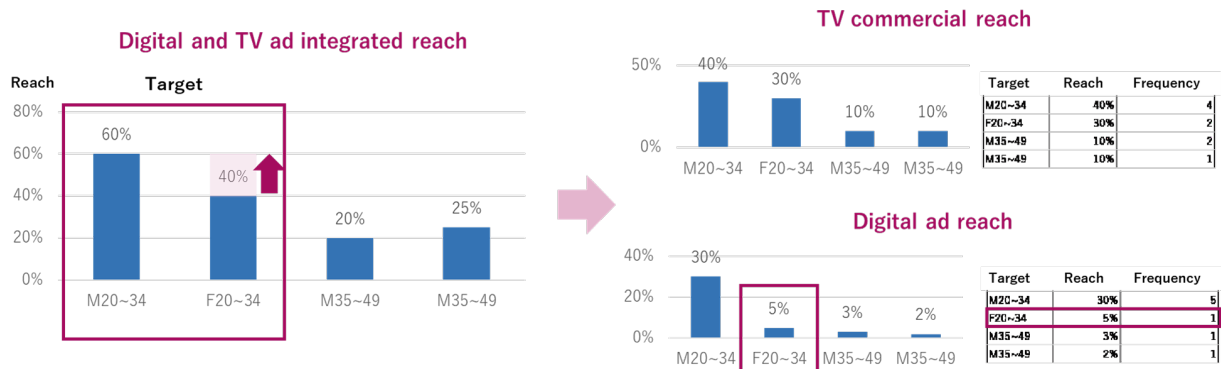
- ① Monitoring of reach rate by media pattern (digital only, TV only, digital and TV combined)

Ability to confirm reach by media category



- ② Monitoring by media pattern x target

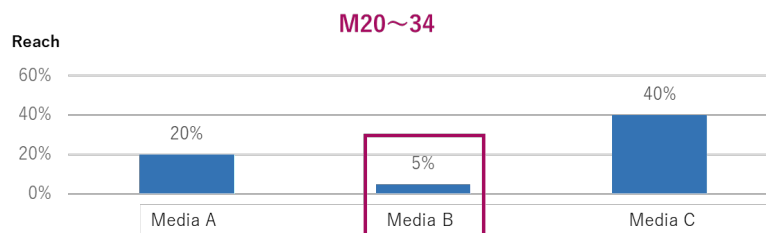
Ability to identify problematic target and media categories in terms of reach and frequency



When an ad campaign falls short of its targeted reach, users can look at reach and frequency by media pattern and target to determine which media is underperforming, whether targeting is appropriate and what points should be adjusted in terms of ad placement.

③ Monitoring by digital media

Ability to identify problematic media in terms of reach and frequency



If a digital ad has poor reach, users can analyze which specific media to adjust.

When implementing the system, our expert planners in digital ad and TV commercial media planning and reporting can support client companies in their efforts to integrate their media operations by providing comprehensive, one-stop services, from data preparation and reporting to consulting. We can also develop customized LiftOne® dashboards. With the ability to flexibly design and develop software that meets client company and ad agency needs, we will continue to provide planning, buying, analytical and consulting services that maximize the effect of TV commercials.

■ Outlook

LiftOne® will continue to be developed and expanded to provide a wide range of support for ad campaigns, including the expansion of links with media other than digital ads and TV commercials and the development of indicators for integrated marketing. Hakuhodo DY ONE will develop and provide services that maximize the effectiveness of advertising in the areas of planning, buying and monitoring with the aim to provide client companies support in their integrated marketing efforts.

※1 About AaaS (Advertising as a Service), a next-generation ad media business model for the digital transformation of the ad media business that is advocated by Hakuhodo DY Media Partners in anticipation of the shift from reservation-based ads, a long-standing ad industry practice where transactions are based on ad space, to programmatic ads, a business model that seeks to maximize ad effect.

<https://www.hakuhodody-media.co.jp/aaas/>

Development of LiftOne® was supervised by the AaaS team. Actual operation is handled by Hakuhodo DY ONE.

※2 News release of December 7, 2021: DAC introduces “LiftOne® powered by AaaS,” an integrated monitoring solution that visualizes digital x TV ad effect https://www.dac.co.jp/english/press/2021/20211207_liftone

News release of May 16, 2023: DAC’s “LiftOne® powered by AaaS,” a service that visualizes ad effect, to begin offering new monitoring/evaluation functions https://www.dac.co.jp/english/press/2023/20230516_liftone

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< Corporate Information >

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

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

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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