

## Analytics AaaS Integrates with Google's Open-Source MMM “Meridian”

Hakuhodo DY Group Expands Data-Driven Marketing Solutions in APAC including  
Japan

Tokyo, January 31, 2025 – Hakuhodo DY Media Partners Inc. and Hakuhodo DY ONE Inc. have announced a major enhancement to their proprietary Analytics AaaS solution, now powered by Google's open-source Marketing Mix Modeling (MMM) product, Meridian (\*1). This next-generation offering—Analytics AaaS powered by Meridian—leverages Google's advanced measurement technology to optimize ad effectiveness and marketing ROI for advertisers across Japan and the APAC region.

This expansion follows Hakuhodo DY ONE's certification as a Google Meridian partner, granting access to granular Google media data with inclusion of additional rich dimensions like R&F, Google Search query volume that enhances measurement accuracy (\*2).

# Analytics AaaS

## powered by Meridian

### ■ What is Analytics AaaS?

Analytics AaaS is next-generation Advertising Analytics as a Service (AaaS) model (\*3), developed by Hakuhodo DY Media Partners to drive business growth through ad effectiveness optimization. By integrating MMM technology, this solution enables advertisers to:

- Optimize media investments across channels
- Enhance budget allocation strategies
- Define and measure KPIs more effectively

With over a decade of expertise in MMM research and implementation, Hakuhodo DY Group has been at the forefront of marketing analytics innovation. In September 2023, we worked with Google Japan to release a practical [guidebook](#) on MMM applications, demonstrating our leadership in advanced measurement solutions.

In recognition of our industry expertise and advanced analytics capabilities, Hakuhoodo DY Group is now officially a Google Meridian Certified Partner for APAC including Japan ([release link](#)).

Through this solution, we will gradually roll out media insights based on MMM and media planning to maximize marketing ROI, starting with Japan and expanding to other APAC countries.

■ Key Features of Analytics AaaS powered by Meridian

1. Enhancement of Advertising Effectiveness Analysis

Access to Google Ads & DV360 placement data, YouTube reach and frequency metrics, and Google search query volume insights, allowing for deeper ad effectiveness analysis.

2. Calculation of Optimal Ad Exposure Frequency for YouTube and TV

By combining Hakuhoodo DY Group's TV data with Google's YouTube audience insights, we calculate the optimal number of ad exposures to maximize ROI across digital and traditional media.

3. Efficient MMM Analysis through the Adoption of Hierarchical Bayesian Modeling

Unlike traditional MMM models that require three or more years of hierarchical data, Meridian's Bayesian modeling delivers high-precision analysis with as little as two years of data. Enables regional-level budget allocation simulations and cross-channel ROI assessments.

■ Who Benefits from Analytics AaaS powered by Meridian?

- ✓ For cross-channel ROI analysis and budget allocation optimization of full funnel online/offline media
- ✓ To estimate media effect of offline sales channels
- ✓ To establish a common media/marketing evaluation method for multiple products

With this new offering, Hakuhoodo DY Media Partners and Hakuhoodo DY ONE will continue deepening expertise in MMMs, working closely with advertisers to solve measurement challenges and drive business success.

Additionally, throughout the Hakuhoodo DY Group, we will expand our data-driven ad effectiveness solutions and strengthen partnerships with media companies to enhance advertising impact and brand growth.

(\*1) Meridian is Google's open-source marketing mix modeling (MMM) tool designed to address key measurement challenges in advertising.

(\*2) Certification was awarded under the corporate entity D.A. Consortium Inc.

(\*3) AaaS (Advertising as a Service) is a next-generation model developed by Hakuhoodo DY Media Partners to drive digital transformation in the ad media business. It anticipates the shift from traditional reservation-based ads—where transactions are tied to ad space—to programmatic ads, a model that maximizes ad effectiveness. *AaaS® is a registered trademark of Hakuhoodo DY Media Partners.*

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<Corporate Information>

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

Hakuhoodo 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.

Location : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan  
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.

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For inquiries regarding this News Release

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