

Hakuhodo DY ONE Certified as a Japan/APAC Partner for Google's New MMM Product "Meridian"

Advanced Marketing Mix Modeling for Smarter, Data-Driven Advertising

Tokyo, January 31, 2025 – Hakuhodo DY ONE has been officially certified as an APAC Partner including Japan for Google's new open-source Marketing Mix Modeling (MMM) product, Meridian (*1). This partnership strengthens our ability to deliver data-driven marketing solutions by leveraging Google's advanced measurement tools to enhance ad effectiveness analysis and budget optimization.



■What is Meridian?

Meridian is Google's open-source MMM platform, designed to address key challenges in ad measurement and attribution (*2). By incorporating detailed ad placement data, search volume insights, and reach/frequency metrics, Meridian enables more accurate performance assessments and streamlines the traditionally complex MMM process.

■Why Hakuhodo DY ONE?

With a longstanding expertise in digital advertising, Hakuhodo DY ONE has been at the forefront of Google Ads integration and digital measurement solutions. Hakuhodo DY Group has been pioneering MMM services for over a decade, refining advanced methodologies that provide actionable insights for clients.

As a Meridian Certified Partner, Hakuhodo DY ONE gains exclusive access to Google's premium ad placement data, allowing us to:

- Improve data accuracy and reduce the burden of manual data collection
- Enhance ad effectiveness verification with real-time MMM insights
- Expand MMM capabilities to a wider range of client industries

This partnership further reinforces Hakuhodo DY ONE's commitment to marketing innovation, equipping clients with the tools to make smarter, data-driven investment decisions.

■Future Developments

Hakuhodo DY Group will integrate Meridian into our Analytics AaaS platform—a cutting-edge Advertising Analytics as a Service solution for ad performance measurement and budget allocation simulations. A detailed press release on this initiative will be announced soon.

Moving forward, Hakuhodo DY ONE will continue to expand its expertise in MMM, helping businesses navigate the evolving digital advertising landscape with precision, efficiency, and data-backed strategy development.

(*1) Certification won under the company name, D.A. Consortium Inc.

(*2) For further information about Meridian: <https://developers.google.com/meridian>

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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.

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.

For inquiries regarding this News Release

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