

March 13, 2025
Hakuhodo DY ONE Inc.

Hakuhodo DY ONE Expands WISE Ads with @cosme User Data Unlocking Advanced Beauty Industry Targeting with Japan's Leading Cosmetics Platform

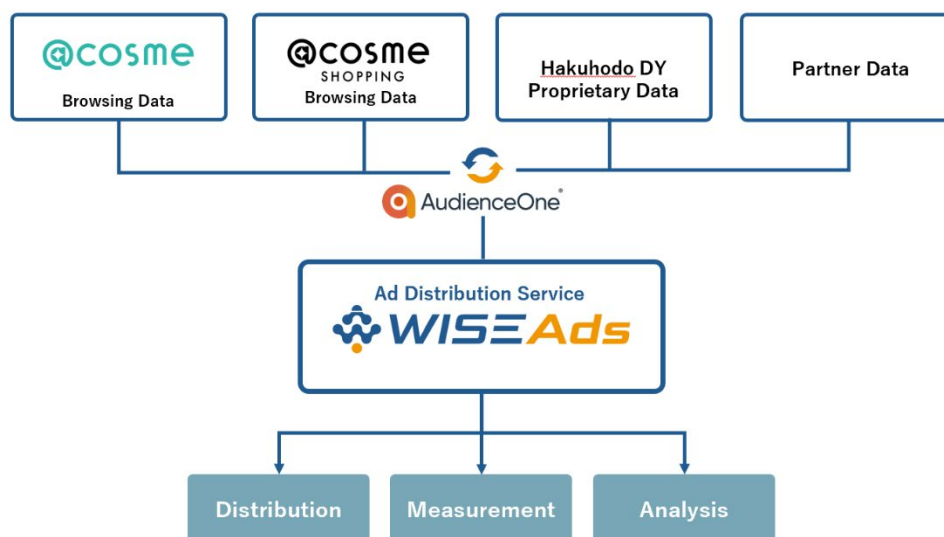
Tokyo, March 13, 2025 — Hakuhodo DY ONE is pleased to announce that its ad delivery platform, WISE Ads, is now integrated with user data from @cosme, Japan's largest beauty and cosmetics platform operated by istyle Inc. This new collaboration enables highly targeted, data-driven ad distribution across digital channels by leveraging site visitor data from both @cosme and @cosme SHOPPING.

This integration uses Hakuhodo DY ONE's proprietary technologies: AudienceOne®, one of Japan's largest data management platforms (DMP), and AudienceOne ID®, a cookie-less common ID solution. Together, they enable sustainable targeting and distribution in an increasingly privacy-conscious, post-cookie era.

WISE Ads delivers ads across a wide range of digital touchpoints—from web media and social platforms to OTT streaming services—by linking with major ad platforms and SSPs. Through precision targeting and optimized delivery strategies tailored to each campaign goal, WISE Ads maximizes reach and performance.

With approximately 17.8 million monthly users, @cosme is Japan's leading beauty review and shopping platform. Now linked with WISE Ads. This partnership allows advertisers in the beauty and cosmetics industry to:

- Tap into a rich pool of @cosme behavioral data for more personalized campaigns
- Deliver ads across DSP and OTT channels informed by real-time user interests
- Gain actionable insights through cross-platform ad performance analysis



In addition to @cosme data, Hakuhodo DY ONE will continue to integrate proprietary data and partner datasets across Hakuhodo DY Group to further enhance WISE Ads capabilities.

Hakuhodo DY ONE remains committed to advancing WISE Ads as a high-performance, future-ready advertising solution. Through ongoing partnerships and platform enhancements, we support our client companies with end-to-end digital marketing strategies that deliver measurable impact.

About @cosme and Related Services

@cosme — Japan's largest beauty review platform, hosting over 400,000 products from 44,000 brands and more than 20.8 million cumulative reviews as of June 2024. <http://www.cosme.net>

@cosme — SHOPPING The official @cosme e-commerce site offering an extensive range of beauty products, from drugstore to prestige brands. Built to serve both users and brands with seamless media-commerce integration.

About AudienceOne® and AudienceOne ID®

AudienceOne® — A leading DMP with over 380 million mobile ad ID's. Offers high-precision targeting by integrating online/offline purchase history, CRM, and location data, supporting full-funnel marketing from acquisition to LTV enhancement. [More info \(Japanese\)](#)

AudienceOne ID® — A cookie-less common ID solution enabling accurate user identification across devices and environments. [More info](#)

Footnotes:

- *1 @cosme is Japan's largest cosmetics and beauty site with approximately 17.8 million monthly visitors, 44,000 Japanese and global brands, and 400,000 products. It also features a review search function, new product information and other content. Ever since its launch in 1999, @cosme has seen steady growth in the number of members, reviews and page views, with the cumulative number of reviews surpassing 20.8 million (as of June 2024). <https://www.cosme.net>
- *2 @cosme SHOPPING is @cosme's official online store guided by the concept, "to fulfill everyone's desires." By closely collaborating with @cosme media, the store transcends conventional distribution channels to offer a wide range of products priced from a few hundred yen to several thousands of yen. As one of Japan's largest beauty product services in terms of the number of official brands and products handled, @cosme SHOPPING is an e-commerce platform that benefits users and brands alike.
- *3 AudienceOne® is one of Japan's largest data management platforms (DMP) with over 380 million mobile ad IDs and a huge volume of data, which is analyzed to generate and provide high-precision third-party data. It links, integrates and analyzes both offline and online purchase history and location data with CRM, ad delivery results, panel research results and a variety of other forms of data to aid in visualization. Using a patented technology, it also features a cross-device, cross-channel estimate function. Utilizing a wealth of linked channels, AudienceOne® offers a full-funnel, high-precision marketing environment to provide a wide range of measurements, from new customer acquisition to improvements in LTV among existing customers. <https://solutions.dac.co.jp/audienceone> (Japanese)
- *4 A common ID solution service that identifies users without relying on cookies. <https://solutions.hakuhodody-one.co.jp/audienceone/id>

Corporate Information

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.

Name	Hakuhodo DY ONE Inc.
Head Office	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
URL	https://www.hakuhodody-one.co.jp/en/

For inquiries regarding this News Release

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