

**Hakuhodo DY Media Partners and Hakuhodo DY ONE
Recognized as Premier Sales Partner
in LINE Yahoo Partner Program (2H 2024)
Certified for Excellence in Ad Operations and Policy Standards**

Tokyo, November 6, 2024 – Hakuhodo DY Media Partners Inc. and Hakuhodo DY ONE Inc. have once again been named Premier Sales Partners in LINE Yahoo Partner Program for the second half of the fiscal year 2024. This program, operated by LY Corporation (President and Representative Director: Takeshi Idezawa), recognizes agencies that excel in delivering marketing solutions and maximizing client success through LINE and Yahoo Japan platforms.

In addition to their Premier Sales Partner status, the companies also earned three LINE Ads certification badges:

- **“Sales Partner (Premier)”**
- **“Ads Operations Badge ”** *1
- **“Ads Policy Badge”** *2



LINE 広告

The LINE Yahoo Partner Program certifies advertising agencies and developers across four categories—Sales Partner, Technology Partner, Network Partner, and CX Partner—based on their capabilities in executing marketing and customer experience (CX) solutions using LY Corporation platforms.

Sales Partners are ranked into three tiers—Premier, Select, and Certified—based on advertising volume and campaign performance. Additional badges are awarded for excellence in ad operations, compliance, network reach, and technology integration.

Hakuhodo DY Media Partners and Hakuhodo DY ONE continue to drive innovation by leveraging data-driven solutions across Yahoo! Ads, LINE Ads, LINE Official Accounts, and more. Their sustained recognition as Premier Sales Partners highlights their commitment to solving complex business challenges and creating impactful marketing strategies for client companies.

Looking ahead, both companies will continue to strengthen their collaboration with LY Corporation, helping expand the adoption of marketing solutions while supporting client growth across diverse industries.

*1 Awarded to Hakuhodo DY ONE, Inc.

*2 Awarded to Hakuhodo DY Media Partners, Inc.

Inquiries

Hakuhodo DY Media Partners Inc.

Public Relations Divisions

E-mail: mp.webmaster@hakuhodody-media.co.jp

Hakuhodo DY ONE Inc.

Public Relations

E-mail: info-pr@hakuhodody-one.co.jp