

Hakuhodo DY ONE certified as highest-ranking Premier Technology Partner, communication category, in LINE Yahoo Partner Program for 3rd straight year

～Also awarded OMO certification badge～

Tokyo, May 8, 2025 – Hakuhodo DY ONE, Inc. is pleased to announce that it has been named a Premier Technology Partner, communication category, in the LINE Yahoo Partner Program for fiscal year 2025, Premier being the highest grade. This program, operated by LY Corporation, recognizes agencies that excel in delivering marketing solutions and maximizing client success through LINE and Yahoo Japan platforms. This is the eighth time that Hakuhodo DY ONE has been awarded the highest rank. In addition, Hakuhodo DY ONE has earned the OMO certification badge, which is awarded to Technology Partners fulfilling certain conditions, for the sixth consecutive year.



Communication



**Hakuhodo DY ONE**

## ■The LINE Yahoo Partner Program

The LINE Yahoo Partner Program certifies advertising agencies and service developers across four categories—Sales Partner, Technology Partner, Network Partner, and Adtech Partner—based on their capabilities in executing marketing and customer experience (CX) solutions using the LINE and Yahoo! JAPAN platforms.\*

\* The types of certification are: Sales Partner (Certified Partner, Store Promotion Partner, Ads Operation Badge, Ads Policy Badge), Technology Partner (communications, advertising, sales promotion, and LINE MINI App categories), Network Partner (LINE Ads Network Partner, Yahoo! Ads Network Partner), and Adtech Partner.

## ■About Technology Partners

A Technology Partner is a partner that provides technical support in deploying marketing solutions and API services, particularly LINE Official Accounts, LINE Ads, Apply on LINE, and LINE MINI App.

Hakuhodo DY ONE has been named a Technology Partner in the communication category, where

certification is awarded on several criteria. These include being able to share specifications of tools linked with the LINE and Yahoo! platforms on request, possessing the skills and resources to support changes in the LINE and Yahoo! platform specs, and ability to maintain the required technical standards. Particularly outstanding partners are certified as “Premier” or “Advanced.” In addition, partners who have achieved a certain level of excellence are awarded various solution certification badges.

Since LINE Corporation (as it was then known) began offering advertising services in 2012, Hakuhodo DY ONE has developed solutions leveraging the LINE platform in partnership with a wide range of companies. When LINE Business Connect was launched in 2014, Hakuhodo DY ONE, a certified partner under the LINE Business Connect Partner Program, rolled out DialogOne®<sup>\*1</sup>, which has been facilitating one-to-one communication between companies and users on LINE ever since. This track record of excellence led to Hakuhodo DY ONE’s certification as a Premier Technology Partner, communication category, for FY2025.

Hakuhodo DY ONE will, in close partnership with LY Corporation, continue to support companies in their marketing efforts by offering a wide portfolio of solutions.

#### Certifications acquired by Hakuhodo DY ONE in FY 2024

- [Premier Sales Partner in LINE Yahoo Partner Program \(2H 2024\)](#)
- [Govtech partner of LY Corporation](#)
- [2024 CX Partner under the LINE Yahoo Partner Program](#)
- Premier Sales Partner in LINE Yahoo Partner Program (1H 2024)
- Premier Technology Partner in LINE Yahoo Partner Program

#### Certification Badges held by the Hakuhodo DY ONE Group

##### OMO

Excellence at delivering a quality user experience where online merges with offline

##### Data Provider

Ability to deliver data that boosts advertising effectiveness

※1 DialogOne® is a marketing solution linked with the LINE communication platform. It assists in delivering the stress-free experience that customers seek by expanding the range of your activations with a wealth of data and features.

<https://solutions.hakuhodody-one.co.jp/dialogone>

< 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	: 3,172 (April 1, 2025, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

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For inquiries regarding this News Release

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