

## Enhanced Data Integration Between Hakuhodo DY ONE's AudienceOne® and Criteo's Commerce Growth Enabling Seamless, Faster Setup of Targeted Ads Entirely on Criteo

Tokyo, June 18, 2025 – Hakuhodo DY ONE Inc. is pleased to announce that data integration between its proprietary data management platform (DMP) AudienceOne®<sup>1</sup> and Criteo's demand-side platform (DSP) Commerce Growth<sup>2</sup> has been significantly enhanced.

With this integration, companies can now select AudienceOne® audiences and apply audience data directly from the Criteo user interface. This enables targeted ad campaigns to be set up entirely on Criteo, eliminating the need for separate application steps to link specific audiences. The result is a faster, more seamless, and efficient ad delivery process.

Before: Configuring the campaign on Criteo and applying to use AudienceOne® data had to be done separately.



Now: Configuring the campaign on Criteo and applying to use AudienceOne® data can be done in one go.



### ■ Background

AudienceOne®, one of Japan's largest data management platforms (DMP), stores over 380 million online data points along with offline behavior data. These datasets are analyzed to generate and deliver high-precision third-party audience data. With the recent tightening of cookie regulations, the use of ad identifiers such as third-party cookies and RDIDs has become more restricted. Hakuhodo DY ONE is responding to this evolving landscape by providing precise targeting and advanced analytics through its proprietary identifier, AudienceOne ID®<sup>3</sup>.

Now, Hakuhodo DY ONE and Criteo have significantly enhanced their method of data integration, with the goal of expanding data utilization opportunities across both AudienceOne® and Commerce Growth.

## ■Service Features

This integration allows advertisers to seamlessly leverage AudienceOne® data when configuring ad campaigns on Criteo's Commerce Growth user interface. By unifying second-party data with AudienceOne®'s rich data assets—including third-party demographic data, user environment data, interests, preferences, and location data—advertisers can maximize delivery precision and campaign effectiveness.

Notably, this service is available to all advertisers and agencies using Commerce Growth, even if they are not signed up for AudienceOne®. This expands access to AudienceOne®'s capabilities across a wider range of campaigns and industries.

Hakuhodo DY ONE and Criteo remain committed to strengthening their joint services, aiming to offer even more opportunities for advertisers to leverage data effectively within the Japanese digital advertising market.

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### Footnotes:

1. AudienceOne® — One of Japan's largest data management platforms (DMP), storing over 380 million online data points and offline behavior data. These datasets help generate high-precision third-party data. AudienceOne® also includes AudienceOne ID®, a proprietary identifier that enables cross-device tracking, precise targeting, and advanced analytics across various channels.  
<https://solutions.hakuhodody-one.co.jp/audienceone> (in Japanese)
2. Criteo Commerce Growth DSP — AI-powered performance marketing platform that helps brands and agencies find new customers, engage high-intent shoppers, and maximize revenue across web, social, and video. Built on the world's largest commerce dataset, it predicts what shoppers will buy next and dynamically optimizes every stage of the shopper journey—from audience targeting and predictive bidding to product recommendations and DCO. With seamless cross-channel activation, deep commerce insights, and transparent measurement, Commerce Growth helps marketers drive smarter ad spend, broader reach, and stronger performance—all in one unified platform.  
<https://www.criteo.com/platform/commerce-growth/>
3. AudienceOne ID® — Hakuhodo DY ONE's proprietary identifier, designed to support precise audience targeting, cross-device tracking, and performance analytics. It is part of Hakuhodo DY ONE's unified ID solutions that adapt to the post-cookie landscape. <https://solutions.hakuhodody-one.co.jp/audienceone/id> (in Japanese)

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## Corporate Information

### About Hakuhodo DY ONE

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  
URL : <https://www.hakuhodody-one.co.jp/en/>

### About Criteo

Criteo (NASDAQ: CRYPTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalized experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth. For more information, please visit [criteo.com](https://criteo.com).

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