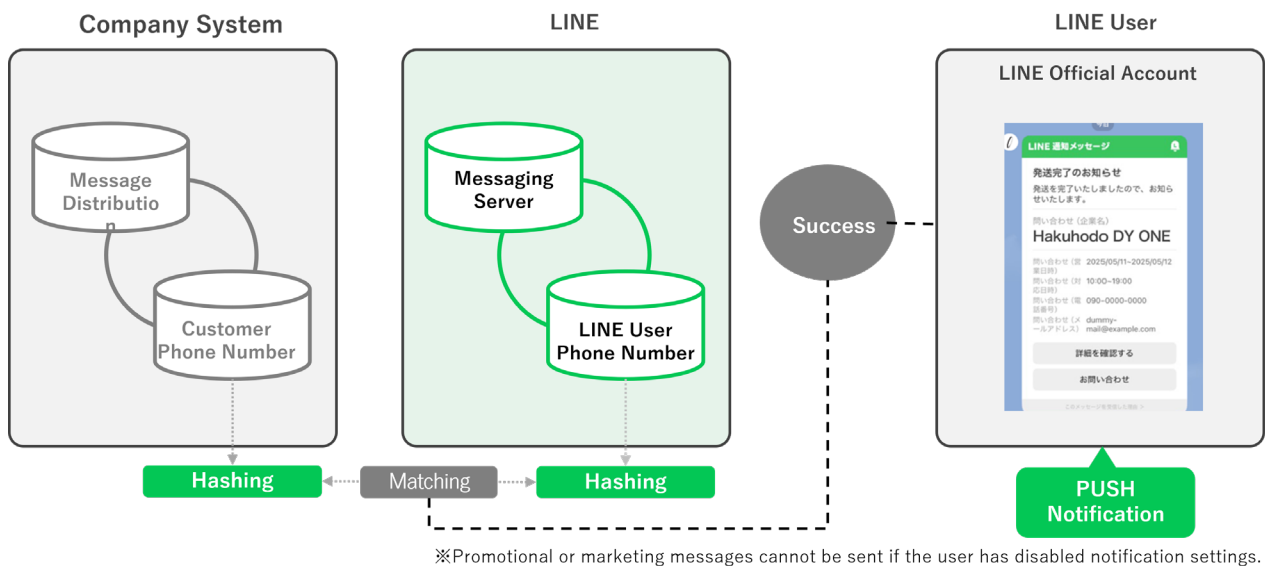


## Hakuhodo DY ONE Enhances DialogOne® LINE Notification Message Features Supporting LY Corporation's Latest Updates to Improve Communication and Business Outcomes

Tokyo, June 16, 2025 – Hakuhodo DY ONE Inc. has updated its proprietary marketing solution DialogOne® to align with LY Corporation's latest version of LINE notification messages. This enhancement optimizes how companies communicate with users via LIVE, helping businesses deliver more effective digital communications, increase customer engagement, and strengthen long-term relationships.



### ■Background:

In March 2025, DialogOne® underwent a major upgrade designed to make LINE-based communication seamless and stress-free for both companies and users.

LY Corporation's "LINE Notification Messages" feature enables companies to send essential updates to users even if the business is not registered as a LINE friend. This is achieved by securely hashing phone numbers, enhancing privacy and convenience. The feature is widely used for everyday communications like delivery confirmations and billing notifications and has been shown to improve message open rates compared to traditional channels such as email or SMS.

Previously, limitations and certification hurdles reduced adoption of this service. The latest version resolves these challenges by expanding its applications and simplifying deployment, allowing businesses to better leverage LINE's communication power.

## Overview of DialogOne®'s LINE Notification Message Features

### 1. Broader Range of Applications

The available message templates have been significantly expanded— around 70 options— helping companies address diverse communication needs and reach more customers.

- For Users:

A secure, convenient channel to receive important notifications, such as delivery updates, order confirmations, or contract renewals, all via LINE —without the need to add companies as LINE friends.

- For Companies:

More touchpoints to engage customers during daily routines. These messages can also act as acquisition tools, helping businesses connect with the potential customers before official LINE friend registration occurs.

### 2. Streamlined Message Deployment

The dedicated message templates introduced by LY Corporation simplify the entire process —from creation to delivery approval.

- For Companies:

Standardizing layouts reduce development time, resource requirements, and costs, while simplifying the approval process. This enables faster, more efficient message delivery and improves overall business productivity.

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## How DialogOne® Supports Business Growth with LINE Notification Messages

By leveraging LINE notification messages, companies can create high-impact communication touchpoints and guide users to add the business as a LINE friend. DialogOne® also consolidates and manages valuable user ID (uid) data, supporting advanced targeting, segmented messaging, customized rich menus, and ad placement within LINE or other channels.

In addition, DialogOne® will provide LINE notification messages without additional fees, making it easier for more companies to begin using the service.

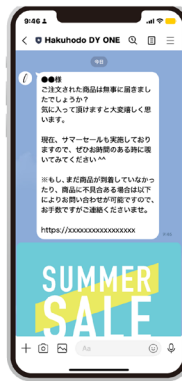
*Note: LINE notification message fees and DialogOne® subscription costs apply. Details as of June 11, 2025; subject to change.*

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LINE Notification  
Message Usage

Build Customer Touchpoints  
with LINE Official Account

Data Utilization



## ■Future Developments

Hakuhood DY ONE plans to further evolve DialogOne® by introducing advanced features that enhance personalized, one-to-one communication, optimize LINE account management, and improve customer experiences through better use of data. These advancements aim to help companies strengthen customer connections, improve marketing efficiency, and achieve stronger business outcomes.

The company remains committed to helping businesses grow by providing cutting-edge solutions like DialogOne® that empowers digital marketing and expand service capabilities.

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## Additional Resources

For more details about LINE notification messages, visit:

- [About LINE notification messages](#)
- [How to check or change LINE notification message settings](#)

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## Corporate Information

Hakuhood 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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