

March 12, 2025
Hakuhodo DY ONE Inc.

Hakuhodo DY ONE Strengthens On-Site Marketing Support Service “ONE-SITE”

Introduces “ONE-SITE Monitor (Beta Version)” for Greater Transparency and Expanded Client Support

Hakuhodo DY ONE Inc. has enhanced its on-site marketing support service “ONE-SITE” ([official site](#)) with the launch of the ONE-SITE Monitor (beta version). The new system provides clients with real-time visibility into the activities of resident consultants, enabling more effective oversight, faster adjustments, and stronger results. This update significantly expands the scope and value of client support.



With the rapid changes in the media environment and in the purchasing behavior of *sei-katsu-sha*—a Hakuhodo DY Group term meaning people seen not only as consumers, but as individuals with lives, aspirations, and dreams—companies today must quickly and accurately grasp customer and societal needs while leveraging the latest digital technologies.

Yet many face persistent challenges: a shortage of digital marketing talent, lack of in-house skills, and expertise, and limited execution capabilities. Outsourcing has brought its own set of issues, from rising administrative and communication costs to mismatched expectations and performance shortfalls.

Hakuhodo DY ONE has been addressing these issues through its ONE-SITE on-site marketing support service, which provides resident consultants to work directly alongside client teams. This service has now been enhanced with a stronger framework for more effective, hands-on support.

At the core of the update is the newly developed ONE-SITE Monitor (beta version). The system enables clients to track resident consultants in real time across project progress, performance, and deliverables. This visibility makes it possible to identify issues quickly, make timely adjustments, and strengthen overall marketing operations.

The service has also been reinforced through the April 2024 integration of Digital Advertising Consortium Inc. (DAC), which expanded ONE-SITE's support capabilities in the areas of data building and technology. With this stronger structure, Hakuhodo DY ONE is positioned to deliver more powerful, data-driven marketing support for clients.

About “ONE-SITE,” Our On-Site Marketing Support Service

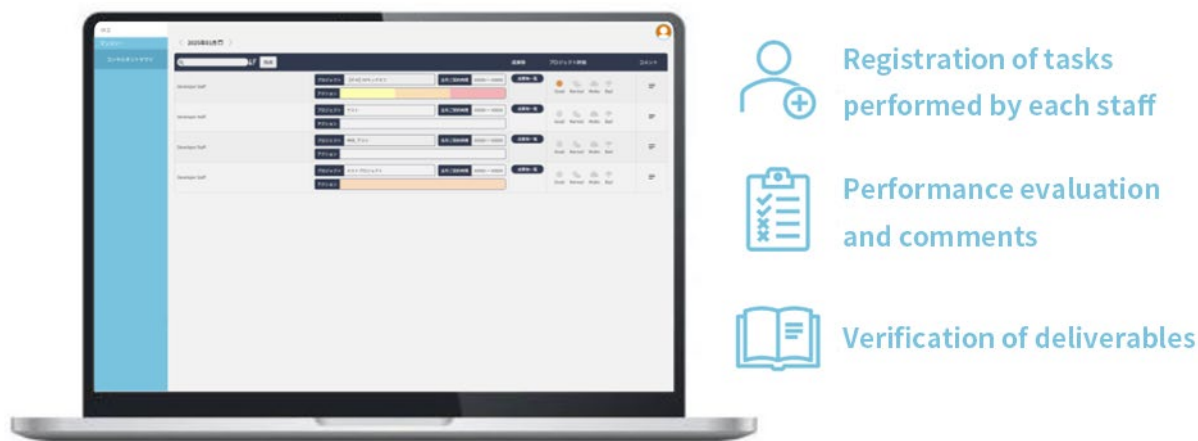
Update Details

1. Launch of “ONE-SITE Monitor (beta version)”

The newly introduced ONE-SITE Monitor (beta version) is a system for visualizing and evaluating the performance of resident consultants. By tracking project progress through task registration, deliverable management, and performance evaluations, the system improves operational efficiency and strengthens project oversight.

Daily performance reviews and feedback functions enable immediate responses to issues, helping accelerate improvements and maintain service quality. The centralized management of deliverables also streamlines information sharing among all stakeholders, ensuring efficient project management.

Through these features, clients can expect consistent service quality, faster operating cycles, and stronger coordination both within and outside the project team. Some clients have already implemented the updated version, the system will continue to evolve with additional functions, including comprehensive project evaluation.



The ONE-SITE Monitor (beta version) visualizes consultant activities in real time, supporting task registration, performance evaluation, and deliverable verification.

2. Expansion of the Scope of Support

The integration with Digital Advertising Consortium Inc. (DAC) has broadened the scope of support that ONE-SITE can deliver, particularly in data building and technology. Hakuhodo DY ONE now provides comprehensive assistance in system design and operation, covering data management platforms (DMP), analytics, and business intelligence (BI). These capabilities allow for deeper analysis and evaluation of customer demographics and behavioral trends, enabling more effective, data-driven marketing activities.

Key Services

1. CRM (Customer Relationship Management)

We provide end-to-end support through to execution, starting with delivery policies based on analyzed data and applying them at the segment level across each channel. Our approach combines quantitative analysis—such as RFM and CPM—with qualitative research, including in-depth interviews with target customers. This ensures total optimization of services and helps clients enhance customer understanding and improve their offerings.

2. B2B Marketing

We support clients through strategic and tactical planning for B2B marketing, from building internal structures to setting KGIs and KPIs, and developing personas and buyer journeys. Our consulting extends beyond marketing programs to include the design and growth of sales strategies and sales organizations, enabling stronger alignment between marketing and sales.

3. Introduction of Marketing Solutions

We conduct extensive surveys to evaluate potential solutions for a variety of use cases. In selecting the right vendor or tool, we provide comprehensive support, from environmental analysis and requirement definition to implementation. Our role continues beyond selection: we assist with both the introduction and the operational use of the chosen solution.

4. Research

Drawing on AI-powered desk research and rich data resources, we generate insights and hypotheses for program design. For deeper understanding, we conduct qualitative and quantitative research, including interviews and surveys. Based on these findings, we provide end-to-end support from project launch through to requirement definition, ensuring well-grounded strategies.

5. Promotion Management and Direction

Our service span the full promotion cycle—from KGI/KPI-based planning and creative production direction to delivery reporting. We also support program improvements upon request, ranging from recommendations to execution, ensuring measurable impact in clients' advertising and promotional activities.

"ONE SITE" services



ONE-SITE provides integrated support across CRM, B2B marketing, solution introduction, research, and promotion management

Service Features

End-to-end Support Structure Leveraging the Assets of Hakuhodo DY ONE

With professional talent specialized in key areas, Hakuhodo DY ONE provides unique, end-to-end support that covers every stage of a project for required tasks, accompanying the client throughout all phases from sales promotion activities to the development of internal infrastructure.

Flexible Support Structure to Address Client Challenges

We design support plans tailored to each client's circumstances, drawing on our extensive pool of know-how and experience. By deeply understanding the issues and context of each project, we enable more flexible, effective, and impactful marketing activities.

Strictly Results-Oriented, Hands-On Approach

We focus on achieving measurable results by supporting the entire process—from data aggregation and analysis to execution within the PDCA cycle. By putting ourselves in the client's shoes and applying a hands-on approach, we ensure strategies are both practical and performance-driven.

For details, please visit the [ONE-SITE service website](#).

Corporate Information

Hakuhodo DY ONE Inc.

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

Hakuhodo DY ONE leverages its know-how and innovation 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 media partnerships, we deliver full support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

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 ourselves to advance as our clients' "One and only ONE" for sustainable growth and enhanced 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

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

*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

Inquiries

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