Hakuhodo DY Media Partners Inc.
Trippiece Co., Ltd.
D.A.Consortium Inc.

# Hakuhodo DY Media Partners, Trippiece and DAC jointly develop "Regional Revitalization DMP"
## ～to begin offering initiatives utilizing travel data～

**Tokyo, July 5, 2019** --- D.A.Consortium Inc. (DAC) is pleased to announce its work with Hakuhodo DY Media Partners and Trippiece Co., Ltd. (Trippiece) to jointly develop Regional Revitalization DMP and begin regional revitalization initiatives utilizing travel data.

Regional revitalization measures are primarily driven by local governments to promote tourism, outside sales of regional specialty products, migration from other cities and a human resources influx. These measures are based on data-driven marketing that utilize data on diversifying *sei-katsu-sha* (our term for consumers that encompasses all aspects of their lives). Because issues and characteristics of local residents and visitors differ according to region, data-driven marketing, which offers a clearer picture of *sei-katsu-sha*, is highly applicable for regional revitalization efforts and demand for it is increasing yearly.

Against this backdrop, Hakuhodo DY Media Partners, Trippiece and DAC have jointly developed Regional Revitalization DMP, which bridges the browser data of Trippiece's RETRIP(*1), a travel and outing media, with Hakuhodo DY Group's *Sei-katsu-sha* DMP (data management platform)(*2).
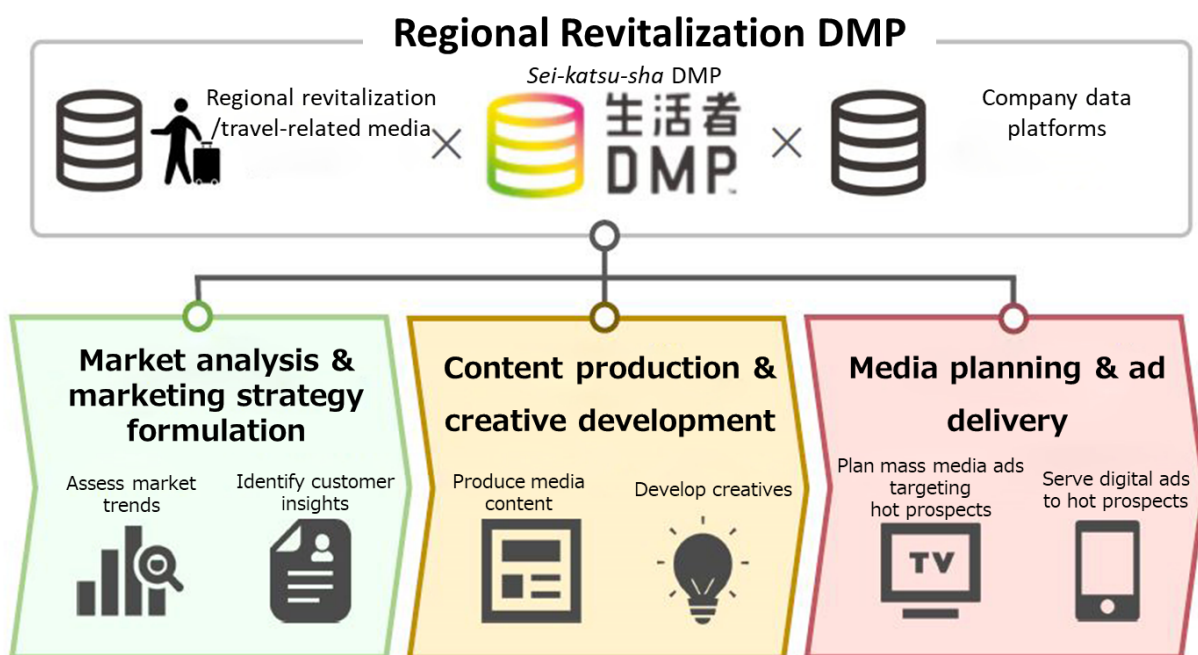
Regional Revitalization DMP brings together RETRIP's website browser information with *Sei-katsu-sha* DMP's data on demographics, hobbies and interests to identify potential customers for each region. With actual data on *sei-katsu-sha* hobbies, tastes and interests, the newly developed DMP offers direct customer insight to allow for better tailored marketing strategy proposals and creative production. The new DMP also enables the development of PR articles and banners that reflect RETRIP data analyses. In addition, by utilizing other data within *Sei-katsu-sha* DMP, it can be used for high-precision ad delivery based on browser data of each target segment, for effective mass planning, and for analysis linking data owned by advertiser companies.

During the development of this new service, we conducted trials and found that compared to conventional ad delivery methods, promotional branding initiatives for regional specialty products using the new DMP improved CRT by approximately 2.5 times and sales at actual stores rose approximately 1.3 times from the year before.

In the future, RETRIP data and AudienceOne®(*3) will be linked through *Sei-katsu-sha* DMP to realize the PDCA cycle of data-driven marketing for regional revitalization initiatives by providing DSP delivery, effect analysis using location information data, and in-depth analysis of target audiences or latent demand for new tourist resources through RETRIP hashtags, location tags, article titles and article content.

Regional Revitalization DMP is part of Category Works Local & Travel, the third element of the industry-focused marketing solution Category Works(*4) provided by Hakuhodo DY Group. With this Trippiece RETRIP collaboration, Category Works Local & Travel will promote its initiatives with other regional revitalization and travel-related media and expand its relationships with regional revitalization and travel-related companies to link its data with their first-party, visitor and other data.

（＊1）RETRIP:
RETRIP (https://rtrp.jp) is a leading Japanese travel and outing media with a monthly reach of over 20 million on its website, app, SNS and other media. It offers users the ability to browse picturesque views from around the world, gourmet information and articles about travel, tours and outings.

（＊2）*Sei-katsu-sha* Data Management Platform (*Sei-katsu-sha* DMP):
A marketing data platform developed by Hakuhodo DY Group that bridges state-of-the art technology with data about *sei-katsu-sha* behavior information, purchasing behavior and awareness.

（＊3）AudienceOne®:
AudienceOne® is Japan's largest Data Management Platform (DMP) with 480M unique browser cookies, 100M mobile ad IDs and 1 trillion data points to provide high-definition third party data through analysis. AudienceOne® integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users.
https://solutions.dac.co.jp/audienceone
（＊4）Category Works:
An industry-specific marketing solution that works in collaboration with web media specializing in information from specific fields (vertical media) to provide a comprehensive range of services, from proposing marketing strategies to sending target customers. By linking Hakuhodo DY Holding's *Sei-katsu-sha* DMP data with audience data owned by specialized media representing each category, provides total support ranging from identifying market trends, proposing marketing strategies, producing content and creative, media planning and ad delivery.
https://www.hakuhodody-media.co.jp/newsrelease/service/20181116_23535.html

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