Hakuhodo DY ONE

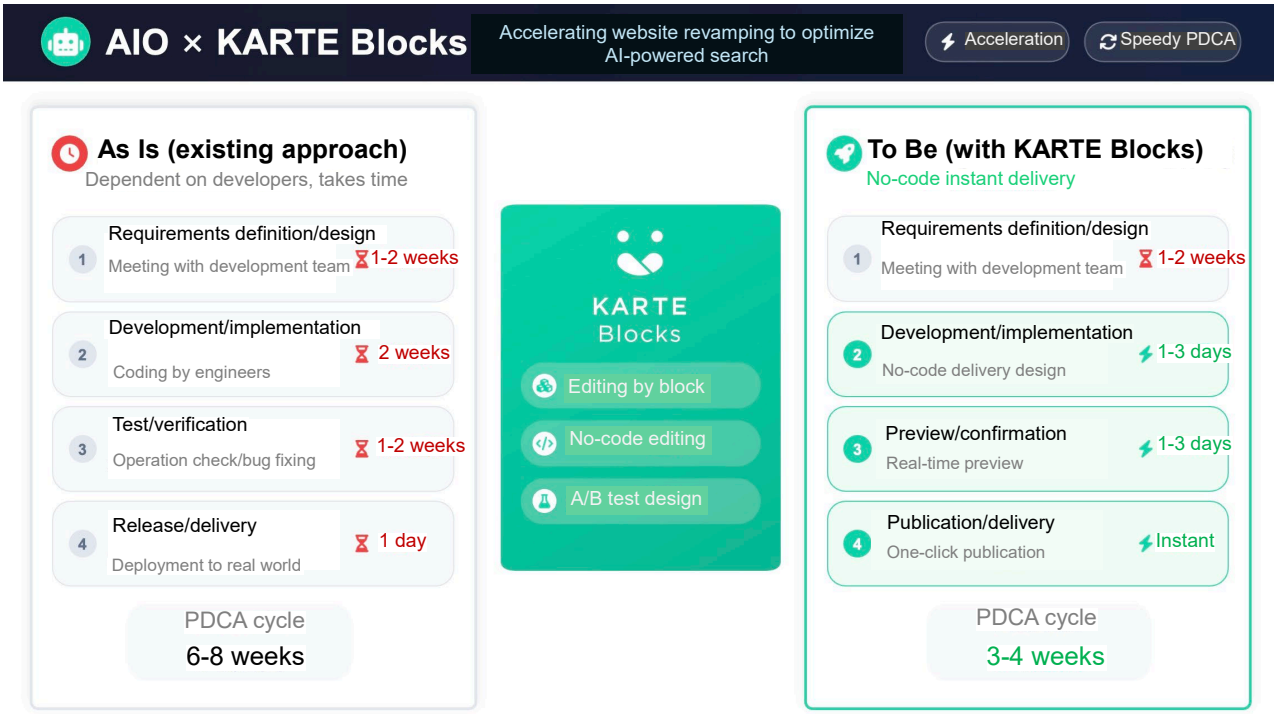
News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE Launches an AIO Support Service with "KARTE Blocks"

– No-code, speedy delivery of website improvements to ensure correct understanding and evaluation by AI –

Tokyo, May 26, 2026 – Hakuhodo DY ONE Inc. is pleased to announce the launch of an AIO support service leveraging "KARTE Blocks," the website improvement arm of the KARTE[*1] series, a customer experience (CX) platform offered by PLAID, Inc. This service is designed to help brands enhance their communication capabilities and equity through integrated support in anticipation of AIO, ranging from website optimization to verification for no-code, swift delivery.



■Background

The evolution of generative AI in recent years has changed the information-seeking behavior of *sei-katsu-sha*[*2] into decision-making centered on summaries and recommendations presented by AI. Accordingly, corporate websites now require AI optimization (AIO) to optimize their information structure to ensure correct understanding and evaluation by AI, in addition to the traditional SEO. At the same time, challenges are emerging in the execution phase of initiatives. More specifically, the lead time of a few months needed for assignment adjustment for engineers and actual implementation after the required improvements have been diagnosed remains a bottleneck to the PDCA cycle. Furthermore, the existing practice of directly updating webpages makes it difficult to run A/B tests to verify the effectiveness of initiatives.

Against this backdrop, Hakuhodo DY ONE is launching an AIO support service with KARTE Blocks, building on its experience of supporting numerous companies through the provision of AIO Diagnosis Service[*3]. In this service, our team of AIO experts and the team of KARTE specialists work seamlessly together to provide comprehensive support ranging from the development of website strategy in response to information-seeking centered on AI-powered search, to the implementation and assessment of initiatives.

■ Service features

- **Shortening the PDCA cycle and reducing the implementation cost**

We substantially streamline the process ranging from AIO diagnosis to implementation and publication, thus shortening the PDCA cycle from the typical six to eight weeks to three to four weeks. In this way, we minimize the man-hours and costs for revamping, and help companies address their concerns such as: “We’d like to promote AIO but lack resources.” “We don’t think we can overcome the hurdles to implementation.”

- **No-Code, swift implementation with KARTE Blocks**

By leveraging KARTE Blocks at the development and implementation phases, we ensure no-code, speedy website revamping, A/B tests and personalization, thus optimizing the customer experience (CX) and ongoing, advanced marketing programs.

- **Expertise and support structure as Official Partner**

As an Official Partner[*4], Hakuhodo DY ONE boasts advanced expertise and ample experience in KARTE. We also won Rising Star at KARTE Partner Award 2025, in recognition of the early launch of a collaborative structure and activities, development of solutions and generation of results. Indeed, we have built a support structure that can respond to various needs in utilizing KARTE.

- **Promotional structure in support of the advancement of AIO**

ONE-AIO Lab, our research and development unit specialized in AIO, marshals insights, knowledge and specialists company-wide and fuses technological perspectives based on experience in the implementation and operation of generative AI, thereby functioning as enabling infrastructure for the provision of this service.

■ Next steps

As part of the activities of HCAI Professionals, a team of AI experts from across the Hakuhodo DY Group, Hakuhodo DY ONE remains determined to contribute to the development of clients and the industry through communication that captures the latest trends in SEO/AIO, and by proposing initiatives tailored to the age of AI. Furthermore, we will help maximize the value of the customer experience by promoting advanced service development with KARTE.

*1 Provided by PLAID, KARTE is a customer experience (CX) platform that analyzes and visualizes individual customer behavior in real time at every touchpoint for one-stop realization of personalized, open communication. Highly scalable, it can be used at various phases to address marketing issues and needs. For further information, visit: https://karte.io/.

*2 "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

*3 AIO Diagnosis Service supports the development of SEO strategy tailored to the age of AI, as SEO consultants affiliated to a dedicated research and development team monitor and analyze ads shown in generative AI slots such as Google's AI Overviews (former SGE), identify current issues, and propose optimal improvements to increase the visibility of search results including in generative AI slots. For further information, visit: https://www.hakuhodody-one.co.jp/service/marketing/full-funnel/owned-media/aio/.

*4 The term "Official Partner" refers to a company accredited by the KARTE Partner Accelerate Program, a partnership program offered by PLAID, as meeting specific criteria including on operational performance and product understanding. Official Partners are eligible for special support including advance offering of new functions and joint marketing.

Reference
News Release: Hakuhodo DY ONE Wins Rising Star at KARTE Partner Award 2025
https://global.hakuhodody-one.co.jp/en/news/news-releases_202508044650/
News Release: Hakuhodo DY ONE, Hakuhodo, and AI Hack Launch Pilot to Optimize Brand Information for AI-Powered Search
https://global.hakuhodody-one.co.jp/en/news/news-releases_202506252491/
Service Page
https://www.hakuhodody-one.co.jp/service/data_technology/data_analysis/karte/

＜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	:	Hiroaki Kitazume, President, Representative Director
Shareholders	:	100% owned by the Hakuhodo DY Group
Employees	:	3,290 (April 1, 2026, 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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