

Data Coordination to Start Between Hakuhodo DY ONE's DMP

“AudienceOne®” and CX Platform “KARTE”

– Personalized experience now available to users whose demographics are hard to identify –

Tokyo, June 10, 2026 – We are pleased to announce that AudienceOne®^{*1}, one of the largest DMPs in Japan offered by Hakuhodo DY ONE Inc., has started data coordination with KARTE^{*2}, a customer experience (CX) platform provided by PLAID, Inc. With this collaboration, a company adopting KARTE can now distribute personalized content to users whose demographics have been difficult to identify, based on the highly accurate demographic and interest data owned by AudienceOne®. We thus help deliver specifically optimized CX to individual customers.



■Background

Fragmentation of customer needs has accelerated in recent years on the back of diversified lifestyles and the expansion of touchpoints, particularly online. Against this backdrop, a new challenge is emerging as first-party data alone cannot ensure that optimal content customized to individual context is delivered to users with limited touchpoints and those whose demographics are largely unknown.

In order to address this challenge, Hakuhodo DY ONE launched data coordination between its AudienceOne®, one of the largest DMPs in Japan boasting ID data on over 380 million accounts on the one hand, and KARTE, a CX platform designed to improve the customer experience at every touchpoint through real-time analysis of individual behavioral data on the other. With this collaboration, clients can now utilize third-party data based on the search/viewing behavior of users prior to visiting their website, thus allowing distribution of optimal content tailored to the interests of individual users. It also helps advance corporate marketing activities as KARTE effectively widens the scope of CX personalization.

■ Collaboration features

The present collaboration effectively enables companies adopting KARTE to distribute optimized content and offer a personalized experience to users whose demographics are hard to identify, such as those visiting the corporate website for the first time, depending on their specific interests. In other words, clients can now expect to better customize their communication and improve CVR and customer satisfaction.

■ PoC result

Here are some of the findings of our PoC conducted before starting the present data coordination.

・ Pre-PoC challenge:

Segmentation based on demographics and interests was difficult as data on users were limited before purchase. This made it impossible to align communication with insights into specific users, resulting in an ineffective approach to personalization.

・ Post-PoC outcome:

We distributed different “user’s voice” content to each of the segments developed according to the demographic and interest data made available by AudienceOne®. The results revealed an improvement of 15.6 points in the add-to-cart rate and 20.0 points in the purchase rate for some products, as compared with not using AudienceOne® segments.

It is likely that as it became easier for consumers to think of episodes and use occasions that suited their own demographics and interests, they could imagine themselves actually using the product, which boosted their motivation to purchase.

*For more information about the results of the PoC, visit:

<https://oneder.hakuhodody-one.co.jp/blog/audienceone-karte>

Hakuhodo DY ONE remains determined to promote service development and support for companies with KARTE, aiming at maximizing the value of the customer experience.

*1 Recently, the use of traditional advertising identifiers (third-party cookies, RDID) is increasingly restricted due to the tightening of regulations on cookies. In view of this market environment, Hakuhodo DY ONE offers targeting accuracy and the continuity of analysis with AudienceOne ID®, its proprietary identifier. AudienceOne ID® collectively refers to common ID solutions developed by Hakuhodo DY ONE, which do not depend on third-party cookies. Common ID solutions refer to solutions that generate identifiers to replace third-party cookies, which have been used in traditional digital marketing. AudienceOne ID® not only has functions as common ID solutions for the post-cookie era but also enables use of the diverse third-party data owned by AudienceOne®, thus ensuring the continuation of existing digital marketing activities even in the post-cookie era.

<https://solutions.hakuhodody-one.co.jp/audienceone>

<https://solutions.hakuhodody-one.co.jp/audienceone/id>

*2 https://www.hakuhodody-one.co.jp/service/data_technology/data_analysis/karte/
<https://karte.io/>

< 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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