Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE Certified as “Premier” Sales Partner, Highest Grade in LY Partner Program for H2 FY2025

– Obtaining the Ads Operation Badge, the Ads Policy Badge for Yahoo Ads/Display Ads (Programmatic) and the Ads Policy Badge for LINE Ads as indicators of certification –

Tokyo, November 7, 2025 We are pleased to announce that continuing from the previous period, Hakuhodo DY ONE Inc. was certified as “Premier,” the highest grade in the Sales Partner category of the LY Partner Program, for the second half of FY2025. This program is designed to certify partners specialized in services related to the marketing solutions provided by LY Corporation, including introduction and support. We also obtained the Ads Operation Badge, the Ads Policy Badge for Yahoo Ads/Display Ads (Programmatic) and the Ads Policy Badge for LINE Ads – certification badges granted to Sales Partners that meet certain criteria.







Yahoo!広告
ディスプレイ広告（運用型）



LINE広告

The LY Partner Program is a certification program for advertising agencies and service developers introduced to promote more active solutions for marketing and CX issues leveraging LINE and Yahoo! JAPAN in the three categories of Sales Partner, Technology Partner and Network Partner.*

Hakuhodo DY ONE has been certified as Sales Partner, i.e. a partner company to support the introduction of services offered by LY and ad placement on LINE and Yahoo!. A Sales Partner may be recognized as Premier, Select or Certified, depending on ad spends in the previous six months. In addition, certification badges are granted to partners that have shown excellent performance in the focus areas specified by LY Corporation.

Hakuhodo DY ONE has been engaging in data-driven advertising and solution businesses to help clients address their marketing issues. In so doing, we have effectively found solutions to business challenges facing clients by proactively utilizing products such as Yahoo Ads, LINE Ads and LINE Official Accounts in partnership with LY Corporation. The present certification was granted in recognition of our track record.

Hakuhodo DY ONE remains determined to contribute to the growth of the marketing solutions offered by LY Corporation and their market, as well as the marketing activities of a large number of clients.

＊Certification is given in the following categories: Sales Partner (Certified Partner, Store Promotion Partner, Ads Operation Badge, Ads Policy Badge), Technology Partner and Network Partner (LINE Network Partner, Yahoo Ads Network Partner).

＜**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

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