

Hakuhodo DY One Awarded Platinum Status in the Criteo Certified Partner Program for Second Consecutive Year

～Also Recertified as a Criteo Tech Partner～

Tokyo, February 25, 2026 – Hakuhodo DY ONE, Inc. is pleased to announce that it and Tokyo-based SoldOut, Inc. have been awarded Platinum status in the Criteo Certified Partner program operated by Criteo Japan. Hakuhodo DY ONE have also been recertified as Criteo Tech Partners with expertise and technology relating to Criteo's data feed service and tag implementation.



Under the Criteo Certified Partner program,^{*1} partners are awarded a status depending on their track record of selling and implementing solutions offered by Criteo, the product expertise and technology they possess, and their performance to date. There are five statuses: Diamond, Platinum, Sapphire, Silver, and Bronze.

Hakuhodo DY ONE and SoldOut have been certified as Platinum again this year, as in 2025, in recognition of their sale and implementation of Criteo solutions, coupled with their expertise in recommending services tailored to clients' needs. They have also been recertified as Criteo Tech Partners in recognition of their extensive track record of setting up advanced tags and data feeds and implementing performance improvements.

To data, Hakuhodo DY ONE has focused on rolling out new Criteo solutions aggressively. It has developed a high-speed PDCA cycle for data feeds using its proprietary feed management system *Seil* Powered by *Sherpa*^{*2} and streamlined ad delivery. Further, *CROSS COMMERCE Studio*,^{*3} its company-wide digital commerce team, assists businesses with their e-commerce marketing by offering a full suite of services, including support using Criteo and other platforms.

Through its close partnership with Criteo, Hakuhodo DY ONE will continue to help companies expand their business and solve their challenges by leveraging Criteo's advertising solutions.

*1 <https://www.criteo.com/jp/criteo-certified-partners/>

*2 <https://solutions.hakuhodody-one.co.jp/seil>

*3 <https://ccs.hakuhodody-one.co.jp>

< 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	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
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

For inquiries regarding this News Release

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