

Hakuhodo DY ONE to Start Joint Development of New LPO Solutions in Collaboration with Ptmind

– Responding to the diversification of ad delivery and the changing user behavior with AI-driven LPO solutions to support analysis, creative production, deployment and testing seamlessly end-to-end –

Tokyo, June 16, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has entered into a co-creation partnership in landing page optimization (LPO) with Ptmind Inc., provider of “Ptengine,” a website analytics and optimization platform. Through this collaboration, we aim to jointly develop AI-driven LPO solutions to drive analysis, creative production, deployment, and testing as a single, end-to-end process, leveraging early access to the new AI features Ptmind is bringing to Ptengine.

Hakuhodo DY ONE



■ Background

As the dissemination of generative AI changes the routes by which users can get the information they want and the very experience that webpages are required to provide, simply producing landing pages and creatives faster and at higher volume is no longer regarded as an adequate differentiation factor. What advertisers are now expected to do is capture each user's needs and context in real time and deliver an optimal landing page to every user without delay.

In contrast, much still depends on human labor for the process of analysis, production, implementation and verification. Since the capacity of human labor to continue processing a huge amount of user behavior data in real time is very limited, no repeatable framework has yet emerged for continuously growing revenue and improving CPA. Now, however, by making appropriate use of data and AI to link and automate stages that were previously siloed, LPO can deliver both the analytical precision and the speed of execution that human effort alone could not achieve. Attention is now focusing on cases where AI pre-trained on a company's own information, analyzes the huge amount of behavioral data accumulated on webpages to find new insights, thereby improving the accuracy and speed of improvement. Furthermore, the analysis-production-implementation-verification cycle can be run more swiftly by instantly executing implementation measures based on such insights. These efforts are fast becoming a new LPO standard in the AI era.

Against this backdrop, Hakuhodo DY ONE and Ptmind decided to commence collaboration in LPO. The two companies seek to build the ability to understand user behavior in greater detail, both

qualitatively and quantitatively, by combining the marketing expertise based on *sei-katsu-sha** insight, as well as an excellent track record in landing page operation and improvement, which has been nurtured by the Hakuhodo DY Group over the years as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, with the behavioral data and AI-powered analysis infrastructure accumulated by Ptmind through its Ptengine. In so doing, we aim to offer AI-driven LPO solutions capable of designing an optimal LP for each client.

■ Aim of the collaboration

This collaboration is intended to build AI-driven LPO solutions by combining the experience of Hakuhodo DY ONE in LP operation and improvement with the behavioral data and latest AI features accumulated in Ptengine, provided by Ptmind, in a joint effort to meet the changing needs of advertisers for LPO in the age of AI.

The following are some of the achievements we aim to deliver through the present collaboration.

- **Capture detailed insights that manual analysis alone could not extract and feed them into communication strategies**

User behavior in making contact with information has been changing rapidly with the growing range of ad placements and formats and the dissemination of generative AI. Through this collaboration, AI, pre-trained on a company's own information, analyzes the huge amount of data stored in Ptengine in real time to pick up new insights into changing user attitudes and behaviors on an ongoing basis. In this way, advertisers can continuously obtain hypotheses for improvements that reflect the "here and now" of users.

- **Continuously improve results with an AI-driven LPO framework that is both precise and fast**

We leverage AI to connect and accelerate a series of procedures that have tended to be fragmented, being dependent on manual labor. We also produce hypotheses for improvements that deliver results by combining the expertise and technology of the two companies – something that is hard to achieve with general-purpose LLMs. We thus aim for a complete cycle of improvement that functions as a single workflow.

- **Optimize landing pages by ad placement and user intent to eliminate mismatches in UX**

We aim to offer solutions to automatically come up with an optimal LP for each combination of ad format, referral context and user intent. We help advertisers realize specific optimization on an ongoing basis by combining personalization for individual users with landing page design optimized for the increasingly diverse ad formats and online experience.

■ Scope of the collaboration

- **Joint development built on early access to Ptmind's latest AI features**

With early access to the new AI features offered by Ptmind on Ptengine, Hakuhodo DY ONE feeds the issues and requests found on the ground to feature development through early deployment and live use with clients. We thus drive feature development oriented to practical operation to build a cycle that delivers results to advertisers.

- **Joint development and provision of AI-driven LPO solutions**

We jointly develop and provide to clients AI-driven LPO solutions by integrating the assets of the two companies. This lets the two companies drive the full improvement cycle more seamlessly end-to-end than before, aiming for high-speed LPO.

- **Validation and knowledge-building through client deployments**

We validate the effectiveness of AI through deployment with clients, and accumulate operational best practices and knowledge on improvements for further upgrading AI-driven LPO solutions.

Next steps

We are starting this collaboration in the LPO area by accumulating verification data and operational knowledge through adoption by clients. Going forward, we aim to improve the accuracy of the whole customer journey design by applying the knowledge to owned media optimization and the CRM domain. We will keep you updated on the results of early adoption and the status of full adoption.

* "*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.

< 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 (as of April 1, 2026)
Established : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
related to all aspects of digital marketing

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