Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE's Akira Noboru Named Official Japan Ambassador for Marketing Platform Ahrefs

～Widely Used in Japan and Internationally, the Ahrefs Enterprise Plan Helps Businesses Enhance SEO Performance and Get More Out of Digital Marketing～

Tokyo, August 22, 2025 – Hakuhodo DY ONE, Inc. is pleased to announce that a member of the company, Akira Noboru, has been appointed official Japan ambassador for the SEO tool and marketing platform Ahrefs developed by Singapore-based Ahrefs Pte. Ltd. This appointment positions Hakuhodo DY ONE to make an even greater contribution to the growth of the entire industry by helping companies enhance their SEO performance and get more out of their digital marketing.

Ahrefs is a marketing platform with over 600,000 users worldwide. Built around the company's proprietary web crawler and data centers, it offers a suite of sophisticated features including backlink analytics, keyword research, and competitive intelligence. In recent years, it has gone beyond SEO analytics to evolve into a marketing intelligence platform. Ahrefs ambassadors are selected for their digital marketing expertise in leveraging Ahrefs and performing search engine optimization. They play the role of delivering value to businesses by applying their experience and specialized knowledge.

Hakuhodo DY ONE has to date assisted companies in their digital marketing efforts by drawing on its wealth of knowledge and impressive track record in the SEO, CRO, and UI/UX fields. With the appointment of one of our own people as Ahrefs ambassador, we will, as Ahrefs Enterprise Plan* users ourselves, focus further on sharing our expertise on marketing strategies in the AI era at jointly hosted webinars and events. We will also work even harder to support companies in enhancing their marketing strategy and to design and create effective content.

Hakuhodo DY ONE is committed to helping client firms grow their business by making optimal recommendations that maximally leverage Ahrefs and other SEO tools.

* The Ahrefs Enterprise Plan is Ahrefs high-end plan, designed for companies that conduct search engine optimization on a large scale and perform complex SEO analytics. It offers management of multiple users and projects, extensive data collection, advanced API access, and a custom plan with dedicated support, all scalable to your business.
The Ahrefs Enterprise Plan service webpage:
https://ahrefs.com/enterprise

■Akira Noboru



Head, SXO Solutions Department, Owned Solutions Division, Hakuhodo DY ONE, Inc.
Akira Noboru has performed search engine optimization for large-scale websites across a wide range of industries since 2010. He gained website development experience as an SEO engineer before becoming an SEO consultant. He possesses a comprehensive skill set spanning the entire process from website creation to customer acquisition, with a strong track record in hands-on consulting. He is a certified Project Management Professional (PMP)®, a qualification administered by the US-based Project Management Institute (PMI).

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＜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

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