

Hakuhodo DY ONE and Hakuhodo Technologies Release a Function Compatible with ChatGPT Ads in “Advertising Flow,” an AI Agent for Automating Ad Operations

– Integrating expertise as a launch partner in Japan into AI to deliver accurate and stable operations –

Tokyo, August 7, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. and Hakuhodo Technologies Inc. have added a monitoring and bidding automation function compatible with advertising in ChatGPT to Advertising Flow, an AI agent that supports the automation of ad operations. This function feeds the insights obtained by Hakuhodo DY ONE in piloting ChatGPT ads in Japan into the mechanism for automating operations in Advertising Flow. We are thus ready to help build a stable operational structure for fast-evolving ads in ChatGPT from the initial stage of verification.



■ Background

As *sei-katsu-sha** shift their information-seeking activities from the traditional keyword search to conversations with AI, businesses are increasingly interested in ChatGPT ads, which were launched in Japan in June 2026, as a new point of contact with *sei-katsu-sha*. As the delivery, measurement and operation functions for ChatGPT ads continue to be enhanced, maximizing delivery results requires continued monitoring and prompt decision-making, including monitoring daily delivery performance and progress against budget objectives, detecting premature cessation risk, and making decisions on bidding coordination. If the operational structure depends on manual labor for such response, a larger number of projects would increase the operational burden, making it structurally difficult to balance speed with quality.

Hakuhodo DY ONE is one of the first to build a support structure for ChatGPT advertising as a launch partner with OpenAI in piloting ads in Japan.** Hakuhodo DY ONE and Hakuhodo Technologies have added a new monitoring and bidding automation function to Advertising Flow, in order to adapt the

jointly developed and operated AI agent to ChatGPT ads. With this function, AI analyzes and notifies the current status of ChatGPT ad delivery, creating a structure that allows ad operators to take swift actions for improvement.

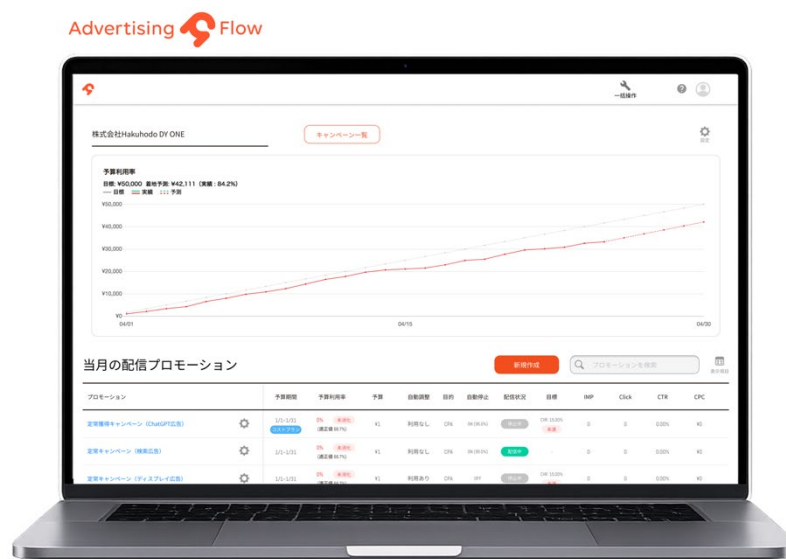
■ Key features

● AI-powered daily monitoring

The performance of ChatGPT ad delivery is automatically analyzed and shared through notifications on Slack on a project-by-project basis. The person in charge can thus monitor the daily ad delivery status at a glance. We provide comprehensive information required for making operational decisions by presenting a concise summary of progress vs. budget objectives, the latest estimates and any sign of premature cessation.

● AI-powered bidding coordination

AI suggests recommended bidding actions based on the results of its analysis. We thus ensure that the optimal settings can be applied to maximize advertising effectiveness.



■ Next steps

We will continue to enhance our operational support structure with Advertising Flow in line with the specifications of ChatGPT ads, and the latest knowledge of Advertiser API and ad operations. In the longer term, we will verify the possibility of coordination with campaign management, reporting, progress management against budget objectives and support for bidding optimization on Advertising Flow, aiming to create a structure for providing comprehensive support for ad delivery on generative AI platforms, and not only ChatGPT.

As part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals, Hakuhodo DY ONE and Hakuhodo Technologies are poised to promote the development and provision of advanced marketing tools to support the business growth of clients.

* "*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.

**See the release of Hakuhodo DY ONE on June 18, 2026: "Hakuhodo DY ONE to Implement a Pilot in Japan on Advertising in OpenAI's ChatGPT," <https://www.hakuhodody-one.co.jp/news/detail/?id=c-trsj51c>

< 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

■ Hakuhodo Technologies Inc. <https://www.hakuhodo-technologies.co.jp/>

Hakuhodo Technologies Inc., established in April 2022 to mobilize the entire development units of the Hakuhodo DY Group for structural enhancement and evolution, is a tech strategy company engaging in the planning and development of various strategies related to technology including in full-funnel marketing, *sei-katsu-sha* interface market, media and creative disciplines.

Location: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan

Representative: Yuzo Tanaka, Representative Director & President

Shareholders: 100% owned by the Hakuhodo DY Group

Employees: 606 (as of April 2026)

Start of integration: April 1, 2022

Business: Tech strategy planning and execution to solve issues on behalf of the Hakuhodo DY Group and clients, and the development of products, solutions and services for various tech strategies

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Hakuhodo Technologies Inc.

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