

Hakuhodo DY ONE Accredited for Adobe Target Specialization under the Adobe Digital Experience Partner Program

– Enhancing support for companies in improving the experience of content for users –

Tokyo, March 24, 2026 – Hakuhodo DY ONE Inc. is proud to announce its recognition under the Adobe Digital Experience Partner Program,^{*1} organized by Adobe KK, for Adobe Target Specialization, attesting to its experience and expertise in Adobe products. This is the second time that we have won recognition under the program, following the accreditation for Adobe Analytics Specialization in 2020, thus becoming the only Adobe partner accredited for both Adobe Target Specialization and Adobe Analytics Specialization at the same time.^{*2}

Adobe
Silver Solution Partner
Specialized
Adobe Analytics
Adobe Target

The Adobe Digital Experience Partner Program is intended to help Adobe partners meet corporate business challenges with Adobe solutions. Adobe Specialization is a scheme under the program to recognize partners with excellent technological skills and performance in each of the Adobe solutions. Adobe Target is a content-optimizing solution to build a better user experience in websites and mobile apps with A/B testing and personalization. Recognition criteria for Adobe Target Specialization include performance indicators such as the number of Adobe Target-certified individuals, its introduction and implementation in companies, and customer satisfaction.

Building on our knowledge and experience in digital advertising accumulated over the years, Hakuhodo DY ONE has provided companies in a variety of industries with introduction support services ranging from contracting to design and implementation of Adobe Experience Cloud^{*3} solutions including Adobe Analytics^{*4} and Adobe Target, as well as operational support services including website analysis. The

present accreditation demonstrates recognition of our track record and capabilities in this area. As the only partner in Japan accredited for both Adobe Analytics Specialization and Adobe Target Specialization, we remain committed to helping companies improve the value of customer experience, further enhancing our end-to-end support structure from user behavior analysis to content optimization for users, building on the results of such analysis.

- *1 The Adobe Digital Experience Partner Program is a framework to support companies in meeting business challenges on behalf of clients with Adobe solutions. This program is designed to support partners in every aspect, including promoting strategic transformation, building integration, implementing solutions and creating an attractive digital experience.
- *2 As of March 24, 2026.
- *3 Adobe Experience Cloud is a cloud solution service offered by Adobe. It helps improve operational efficiency by consolidating all relevant marketing technologies to manage content, organize e-mail based campaigns, and automate ad buying and effect measurement.
- *4 Adobe Analytics is an access analyzing tool provided by Adobe as part of its Adobe Experience Cloud.

< 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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