Hakuhodo DY ONE

News Release

Hakuhodo DY ONE Inc.

Hakuhodo DY ONE and Macbee Planet Forge a Strategic Alliance

～Strengthening LTV Marketing Initiatives～

Tokyo, April 19, 2024 – Hakuhodo DY ONE Inc. (headquarters: Tokyo; Chairman and Representative Director: Yuzo Tanaka; President and Representative Director: Hiroto Kosaka; hereinafter, Hakuhodo DY ONE) proudly announces a strategic business alliance with Macbee Planet, a leader in LTV marketing (headquarters: Tokyo; Representative Director and President: Tomohiro Chiba). This partnership combines Hakuhodo DY ONE's expertise in marketing communications with Macbee Planet's advanced data measurement technologies to further enhance client companies' marketing strategies.

The Growing Importance of LTV in Digital Marketing

In today's digital marketing landscape, there is an increasing need to adopt strategies that not only acquire users but also extend their engagement, boost spending, and enhance per-person LTV (*1). To achieve this, companies must implement comprehensive marketing initiatives that go beyond digital advertising and incorporate CRM (*2). This approach requires effective measurement of data-driven efforts and continuous improvement through an enhanced PDCA cycle.

Combining Expertise for Greater Results

Hakuhodo DY ONE leverages its comprehensive digital marketing capabilities to support client companies in addressing core marketing challenges, from strategy development to the implementation of initiatives. With a strong focus on maximizing LTV, Macbee Planet develops and deploys proprietary technologies that drive client revenue growth.

This strategic alliance unites Hakuhodo DY ONE's extensive experience in marketing communications with Macbee Planet's technological innovations, enabling the delivery of more advanced marketing solutions. Together, this collaboration will help client companies shift their focus from short-term, profit-centric goals to long-term customer value creation and enhancement, leading to improved overall marketing outcomes.

Future Outlook

Hakuhodo DY ONE and Macbee Planet are committed to further strengthening their partnership by exchanging expertise and personnel. This collaborative approach will enhance their service capabilities, enabling them to better meet the evolving needs of their client companies and deliver superior results.

*1 LTV: An abbreviation for Lifetime Value, this metric measures how much value a company can generate from a customer from when they start using the service to when they terminate it.

*2 CRM: An abbreviation for Customer Relationship Management, this refers to managing customer information, behavior history and relationships to build and enhance strong relationships with customers.

■**Macbee Planet** **https://macbee-planet.com/**

Headquarters:	IVY East Building, 3-11-11 Shibuya, Shibuya-ku, Tokyo
Representative:	Tomohiro Chiba, representative director and president
No. of employees:	142 full-time employees (as of October 31, 2023)
Establishment:	August 25, 2015
Business description:	LTV marketing
URL:	https://macbee-planet.com/

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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.

Head Office	:	Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo
Representative	:	Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	:	100% owned by the Hakuhodo DY Group
Employees	:	Approx. 3,000 (April 1, 2024, forecast)
Start of integration	:	April 1, 2024
Business	:	Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

For inquiries regarding this News Release
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