

**Hakuhodo DY Holdings, Baidu and DAC co-develop
a cross-border business solution using Baidu Big Data**

**Will support Japanese companies' e-commerce and business
initiatives in China**

Tokyo, September 7, 2021—Marketing Technology Center (MTC) (Note 1), the R&D division of Hakuhodo DY Holdings Inc., Baidu Japan Inc. (Baidu), and D.A.Consortium Inc. (DAC), a subsidiary of the Hakuhodo DY Group, will begin offering HDY x Baidu Data Marketing Next, a Japan-China cross-border business support solution for Japanese companies and organizations seeking to break into the Chinese e-commerce (EC) and local markets. This solution effectively bridges MTC's expertise in developing marketing technology solutions with Baidu's Chinese parent company's Big Data (Baidu Big Data) and DAC's digital marketing know-how in China.

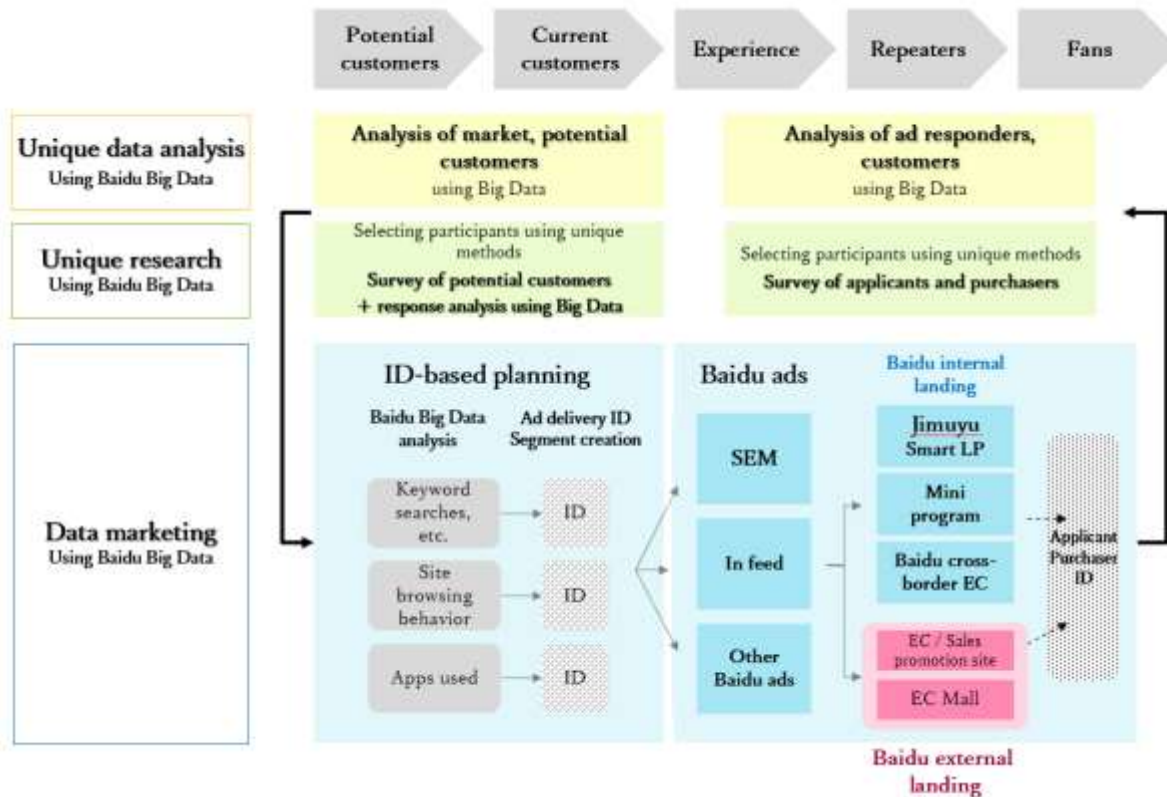
HDY x Baidu Data Marketing Next utilizes Baidu Big Data, which has more than 600 million monthly active users, applying it to the Hakuhodo DY Group's unique marketing methods to provide companies a full-funnel marketing solution for effectively approaching potential customers using touchpoints both within and outside Baidu, designing customer experiences and creating post-experience bonds.

Four features of HDY x Baidu Data Marketing Next (details below)

1. Backup of the Hakuhodo DY Group's Japan-China cross-border marketing support system
2. Access to Baidu Omni Marketing (Note 2), which is available in Japan only through the Hakuhodo DY Group
3. Unique Hakuhodo DY Group data analysis and research using Baidu Big Data
4. Development of customer touchpoints and experiences using Baidu's internal landing page creation tool Jimuyu

Under the joint research and development efforts with Baidu led by MTC, digital marketing expert DAC and its subsidiary DAC Beijing operate an integrated Japan-China support system to provide unique data analysis and research. This allows for detailed ad planning that goes beyond Japan-specific or China-specific measures and encompasses both countries to support cross-border EC businesses and local businesses.

Overview of ad planning using HDY x Baidu Data Marketing Next



In China, EC, delivery, payment and a wide variety of other online services offered on major platforms have become an integral part of daily life. This has resulted in new services being offered one after another by emerging companies, the standardization of EC functions on a diverse range of service channels, and the diversification and segmentation of information touchpoints and purchase points of *seikatsu-sha* (a term Hakuholdo uses to denote people with lives, aspirations and dreams, not simply "consumers"). In such an environment, full-funnel marketing planning is becoming increasingly important.

Hakuholdo Inc., a Group company of Hakuholdo DY Holdings, formed a strategic partnership with Baidu in 2018 and the two companies have been working together since to develop new planning solutions for China. To further accelerate this effort, this initiative has been expanded to include other Hakuholdo DY Holdings companies and a new strategic partnership with Hakuholdo DY Holdings was concluded for the development and provision of data marketing planning solutions.

Hakuholdo DY Holdings' MTC, Baidu and DAC will continue to work to develop and provide marketing solutions to Japanese companies and organizations who wish to pursue cross-border EC and local business opportunities in China and support value-creating DX (digital transformation).

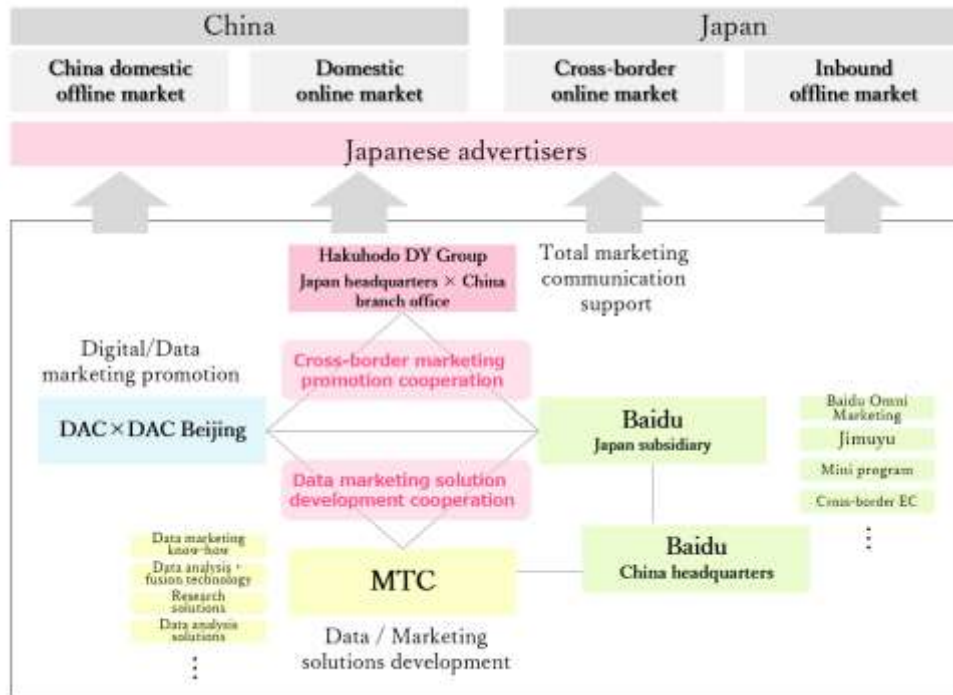
Note 1: A Hakuholdo DY Group organization that conducts R&D of marketing technology solutions and knowledge

Note 2: A data management platform (DMP) that utilizes Baidu Big Data for analysis and ad delivery planning

■ HDY x Baidu Data Marketing Next features

Feature 1: Backup of the Hakuhood DY Group's Japan-China cross-border marketing support system

Hakuhodo DY Group has created a joint Japan-China system to provide marketing support to Japanese advertisers wishing to pursue Japan-China cross-border business. In addition to Hakuhodo DY Group's China operations network, this structure is backed by three organizations working together—Group digital marketing company DAC, which has won Baidu Premier Partner accreditation six times; DAC Beijing, with its wealth of digital marketing experience in China; and MTC, which oversees the Group's data marketing solutions development.



Feature 2: Access to Baidu Omni Marketing, which is available in Japan only through the Hakuhodo DY Group

Using Baidu Omni Marketing's agency account, accessible in Japan only by the Hakuhodo DY Group, we provide support ranging from market and competitive environment analysis, analysis of potential and actualized (those who are actively looking to buy) customers, and marketing strategy proposals to effective ID-based (ad delivery) approaches based on pre-set strategic targets, effect verification and future strategy proposals.

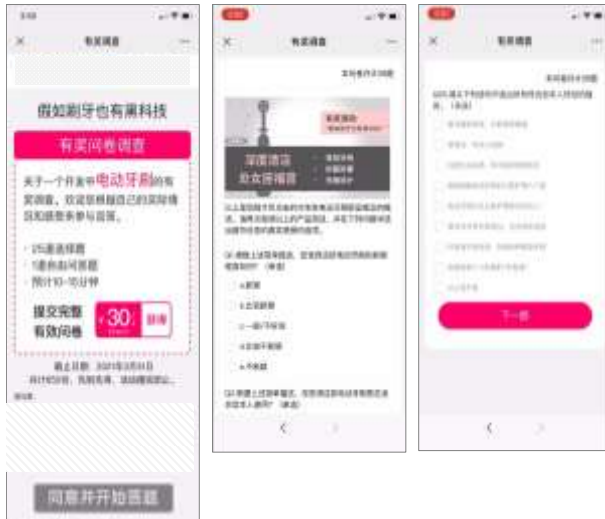


Feature 3: Unique Hakuhodo DY Group data analysis and research using Baidu Big Data

Using unique Hakuhodo DY Group methods that employ Baidu Big Data to select targets and conduct pre- and post-delivery research and data analysis, we support the drawing up of marketing strategies, verification of effects, and experience design.

Baidu-linked survey screen

* Sample image



Crowd analysis of research respondents and ad responders (gender, age, life stage, search keywords, etc.)



Feature 4: Development of customer touchpoints and experiences using Baidu's internal landing page creation tool Jimuyu

Baidu's internal landing page creation tool Jimuyu can be used to develop customer touchpoints and experiences. Combining Jimuyu with Baidu Data Marketing promotes smoother flow within Baidu to brand experiences. In addition, because it also provides an analysis of users who react to content created using Jimuyu, companies can improve the design of their initiatives for better flow and experiences.

Internal Baidu Jimuyu page

* Sample image



Example of a landing page visitor content reaction analysis

(Heat map analysis using Jimuyu)



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