



News

博報堂 広報室

HAKUHODO

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Hakuhodo develops app data analysis tool that can also measure TV commercial effectiveness

A collaboration with Metaps, a company that supports app monetization

Tokyo—May 25, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, and Metaps Inc. (Shinjuku-ku, Tokyo; Katsuaki Sato, President), a company that supports the monetization of apps using data analysis and AI, have inked an agreement to work together in the field of integrated marketing for apps.

The collaboration agreement has seen the companies jointly develop Vision-Graphics for Apps powered by Metaps (see Note 1), a smartphone data analytics tool. The tool marries Vision-Graphics, a Hakuhodo DY Group marketing dashboard, and Metaps Analytics, an all-in-one app user acquisition, analysis and monetization platform for app developers developed and marketed by Metaps.

Vision-Graphics for Apps powered by Metaps allows for timely tracking of the correlation between TV commercial activity and app installs and in-app activity, creating a visual picture of the effectiveness of the advertising. The tool also supports diagnostics on the effectiveness of TV commercials as an effective influx route for app installs, as well as integrated management and analysis of the process from user acquisition through to conversion.

Vision-Graphics for Apps powered by Metaps is scheduled to be released to clients in the next three to four months.

Separately, Startup Growth Team (see Note 2), a collaboration between Hakuhodo and Hakuhodo DY Media Partners that conducts marketing and growth activities for startups, is undertaking an integrated marketing campaign in Japan and internationally with Metaps.

In the medium- to long-term, Hakuhodo and Metaps are also set to begin research toward developing a new AI-based service. The companies will develop and offer cutting edge services with solutions that detect patterns in big data.

Note 1 Metaps Analytics is a tool for analyzing user behavior within an app

Note 2 Startup Growth Team is a specialist team comprised of professionals from Hakuhodo and Hakuhodo DY Media Partners that studies startup clients to offer all-in-one support, from traditional media advertising success probability analysis, strategy building, creative, and media buying, through to digital and growthhack planning.

About Metaps Inc.

Established:	2007
Employees:	100 (across the group)
International offices:	Singapore, Shanghai, Hong Kong, San Francisco, Seoul, Taipei, London
Business:	Operates a data analysis-based app monetization platform



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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's eighth largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuhold has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhold is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhold.jp



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