

## HAKUHODO KEY3 begins alliance with Cookie3, provider of the MarketingFi protocol, a next-generation marketing infrastructure



Tokyo—June 18, 2024—Hakuhodo Inc., an integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Hakuhodo Group company HAKUHODO KEY3 INC. (Minato-ku, Tokyo; President: Toshinori Shigematsu) has partnered with Estonia-based Cookie3 OÜ, a provider of marketing infrastructure for the web3 era, to implement solutions in Japan and Asia.

Currently, laws are being developed worldwide to protect data so that companies cannot acquire and utilize personal information without consumers' consent. In addition, the use of cookies, which has been the mainstay of digital marketing until now, is being restricted. The accuracy of targeting and ad measurement and optimization is expected to decline, accordingly. At the same time, the unit cost of online advertising is on the rise due to declining populations and intensifying market conditions. Companies are being asked to adopt new marketing methods in the post-cookie era.

MarketingFi is a new form of marketing that uses web3 technology to distribute marketing value directly to *sei-katsu-sha*\*—our term for the holistic person—creators, and companies. It aims to reward players creating value according to their marketing performance and contributions. Companies can pay for measures that are effective for their marketing objectives and for the players who contribute to them, and this is expected to optimize the return on marketing investment. In this way, MarketingFi presents a new way of marketing for companies as a post-cookie measure and next-generation marketing infrastructure.

The scope of this collaboration is to promote MarketingFi implementation in Japan and Asia through joint development of Cookie3 solutions and support for implementation by companies.

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\* “*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.

Specific solutions are as follows.

### **Cookie3 Analytics**

Cookie3 Analytics is a marketing analytics tool that connects and visualizes web2 and web3 data. It analyzes website traffic and on-chain behavior to visualize which actions contributed to your marketing goals. Specific users can be segmented for user behavior and on-chain data analysis and used as the main drivers in the development of marketing strategies.

<https://app.cookie3.co/>

### **Cookie3 Affiliate**

Cookie3 Affiliate is an open affiliate marketplace for corporate projects and key opinion leaders (KOLs). This platform lets creators and influencers announce their projects and get paid through airdrops and token assignments. Companies will be able to pay only those KOLs who truly contribute to their initiatives, and the platform will function as the next generation of influencer marketing.

<https://affiliate.cookie3.com/>

We are looking for companies that would like to adopt Cookie3 Affiliate. If you are interested, please send an outline of your project to [info@key3.co.jp](mailto:info@key3.co.jp). Please note that the number of projects we can promote at the same time is limited, so priority will be given to those who finalize their applications first.

Cookie3 Affiliate is also looking for KOLs and influencers interested in utilizing the platform. If you are interested, please contact us at [info@key3.co.jp](mailto:info@key3.co.jp).

### **■ About Cookie3**

Cookie3 is a MarketingFi solution provider that uses web3 technology to distribute marketing value to users. Cookie3 Analytics has been deployed by over 300 companies, providing new value in advertising and digital marketing.

Official website: <https://www.cookie3.com/>

### **■ About HAKUHODO KEY3**

HAKUHODO KEY3 is a web3 business production venture established in December 2022 by HakuHodo Inc. and Sota Watanabe, CEO of Startale Labs Japan, a provider of consulting and development support using knowledge from developing the Astar Network. HAKUHODO KEY3 aims to originate world-first web3 services using *sei-katsu-sha* insight and creativity as a way to help realize a society with our corporate partners in which more *sei-katsu-sha* are able to engage with web3.

Official website: <https://www.key3.co.jp/en>

X (formerly Twitter): [https://x.com/H\\_KEY3](https://x.com/H_KEY3)

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Contact for inquiries about this release and HAKUHODO KEY3  
HAKUHODO KEY3: [info@key3.co.jp](mailto:info@key3.co.jp)