

Press Release

To the press:

Macromill launches a tagless ad effectiveness measurement solution on Amazon Ads

May 12, 2022

Macromill, Inc.

(Ticker Code: 3978 TSE Prime Market)

Macromill, Inc. (Headquarters: Minato-ku, Tokyo, Representative Executive Officer and Global CEO: Toru Sasaki; hereinafter, "Macromill") has launched a tagless ad effectiveness measurement solution on Amazon Ads.

■ Background of a tagless solution on Amazon Ads

As digitalization accelerates, spending on digital advertising is continuing to rise not only in Japan, but globally. Meanwhile, it is expected that using a tag for ad effectiveness measurement and analytics - as well as third-party Cookies - will become increasingly difficult going forward. As a result, client companies are gearing up efforts to explore new ways to achieve more effective and durable marketing.

Against this backdrop, Macromill has launched an ad effectiveness measurement solution that enables a tagless measurement available on Amazon Ads.

This solution enables two of the Amazon Ads products available in Japan, Amazon DSP (browser and application)^{*1} and Fire TV advertising^{*2}, to use tagless measurement, a new way to measure ad effectiveness. With this measurement method as a starting point, Macromill will continue to explore and develop new measurement methods that are aligned with the needs of the day.

*1. A service that enables advertisers to distribute display and video advertising within and outside Amazon websites.

*2. A streaming media player. A service that enables users to watch streamed advertisement contents on Fire TV interface.

■ Overview of the solution

Among various Amazon Ads products offered in Japan, Amazon DSP (browser and application) and Fire TV advertising are subject to the tagless measurement solution that is made available this time. Unlike conventional methods that typically use tags for measurement, the newly launched measurement method is made possible through server-side collaboration between Amazon Ads and Macromill. It also enables us to verify the brand-lifting effects of Amazon DSP and the Fire TV advertising as we can conduct a questionnaire survey after determining the reach of such advertising to the members of our survey panel.

Macromill will continue to provide services including the measurement of digital ad effectiveness with due consideration to the protection of privacy as appropriate to the needs of the time. We strive to contribute to the development of the advertising industry and the marketing activities of our client companies, aiming to spread innovations across the entire sphere of marketing business.

Ends,

*Amazon and Amazon Ads are trademarks of Amazon.com, Inc. or its affiliate companies.

■ About Macromill, Inc

Macromill, Inc. is the leading online marketing research company in Japan. The company brings together rich research experience and know-how from its largest market share*, and its global network of 50 offices in 21 countries to always provide the best solution to resolve clients' marketing challenges. Macromill aims to be the driving force in helping our clients build data cultures and to support their business success by utilizing our data-native approach that we have nurtured from our business foundation.

*Online marketing research market share = Sales of Macromill, Inc. nonconsolidated, DENTSU MACROMILL INSIGHT, INC. and H. M. Marketing Research, Inc. related to online marketing research (term ended June 2021) ÷ the online portion of ad hoc marketing research industry market size survey (2020) by Japan Marketing Research Association (JMRA) (Source: Japan Marketing Research Association (JMRA) 46th Annual Business Management Survey on June 24, 2021)

■ Overview of Macromill, Inc.

Business Name: Macromill, Inc.
Representative: Toru Sasaki, Representative Executive Officer, Global CEO
Headquarters: Minato-ku, Tokyo
Established: January 31, 2000
Main Business: Marketing research and digital marketing solution
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