

ONE-AIO Lab, Hakuhodo DY ONE's R&D Arm on AIO, Launches ONE-AIO Lab for ECommerce

– Supporting the user experience and business growth by optimizing the generative AI-powered purchasing process –

Tokyo, February 5, 2026 – Hakuhodo DY ONE Inc. is pleased to announce that its ONE-AIO Lab* has launched “ONE-AIO Lab for ECommerce,” a service to optimize the generative AI-powered purchasing experience, as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals. This service is intended to help improve users' purchasing experience and the business growth of clients by seamlessly integrating the marketing funnel for generative AI, ranging from awareness to purchase.

ONE-Lab for ECommerce

■ Background

As attention has focused on “agentic commerce,” or AI-powered proactive and autonomous support for the purchasing process, along with the integration of a shopping function*¹ into AI in recent years, generative AI is evolving fast from an information retrieval tool to a platform offering purchasing experience. The new purchasing process, characterized by the discovery of products through interaction with AI, which directly leads to purchase, requires companies to ensure exposure of their products and optimize the purchasing route for generative AI.

Accordingly, ONE-AIO Lab leveraged its experience in the design of brand strategy and support for business growth in the domain of AI-powered search to launch ONE-AIO Lab for ECommerce. Building on our AI optimization (AIO) technology, this service rearranges product information on e-commerce sites to facilitate referencing by generative AI, effectively optimizing the purchasing experience for users, ranging from information gathering to comparison, consideration and purchase. By operating the entire cycle from situational analysis to strategy planning, proposal for improvement and monitoring, we help clients to build a mechanism to ensure that their products and services are properly recommended, thus triggering purchase.

■ Offerings of ONE-AIO Lab for ECommerce

● Analysis of AI-powered shopping experience

- Visualization of product recommendations by generative AI
- Survey on the exposure of the client's products to the prompts of users with purchase intent
- Comparative analysis and positioning evaluation against competitors' products

● AI optimization of product information

- Proposal on the configuration of product information to facilitate selection by generative AI
- Proposal of actions to improve intelligibility of e-commerce sites and product pages for AI

● Effectiveness measurement and PDCA cycle

- Ongoing monitoring with AI Hack*²
- Quantitative assessment with AI shopping scores (priority, positive evaluation, etc.)
- Support for the planning and execution of improvement measures



■ Features of ONE-AIO Lab for ECommerce

● Full-funnel optimization from awareness to purchase

We leverage our expertise in AIO to provide seamless support from the stage of information search to purchase decision. We thus accommodate the brand-new type of customer journey in which users interact with AI to make purchase decisions.

● Sophisticated analytical infrastructure in strategic partnership with AI Hack, Inc.

With AI Hack, we can quantitatively visualize product recommendations on multiple generative AI-powered platforms with five AIO scores to ensure data-based strategy planning.

● Hakuhodo DY ONE's expertise in integrated marketing

We integrate the abundant experience and expertise of Hakuhodo DY ONE in digital marketing,

e-commerce marketing and brand strategy to provide total design of the new purchasing experience in the AI era.

ONE-AIO Lab is determined to help clients strengthen their competitiveness in the age of AI by monitoring the evolution in generative AI technology and market trends, and continuously promoting the development of cutting-edge solutions.

*ONE-AIO Lab is an R&D unit on AI optimization (AIO) specialized in the design of brand strategy in response to AI-powered search and support for business growth, promoting the visualization of brand information, evaluation of responses by AI, development and effectiveness measurement of communication strategies, and research on search algorithms. We help improve the brand equity and sustainable growth of clients in the AI era by developing and offering sophisticated solutions for businesses to develop optimal communication strategies.

See our release at: https://www.hakuhodody-one.co.jp/news/news-release_202510024343/

*1 The shopping function supports the entire purchasing experience as generative AI understands the purchasing needs of the user through interactive dialogue, presents personalized product information with comparisons and recommendations, and provides guidance on where to purchase the products and next steps to be taken for transition to a smooth purchasing procedure.

*2 AI Hack is an AIO tool provided by AI Hack, Inc. to visualize how brand information is displayed in the AI search screen in support of the client's communication strategy optimized for generative AI.

< 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.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Hiroaki Kitazume, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,290 (April 1, 2026, forecast)

Start of integration : April 1, 2024

Business : Planning, consulting, agency operations and investment activities
related to all aspects of digital marketing

For inquiries regarding this News Release

Hakuhodo DY ONE Inc.

Public Relations /E-mail : info-pr@hakuhodody-one.co.jp