

Hakuhodo DY ONE and Hakuhodo Technologies Add an AI Agent Function to “iPalette,” a Coworking Platform with Advertisers

– Curtailing working hours and accelerating decision-making by automating report analysis with AI agents –

Tokyo, April 7, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. and Hakuhodo Technologies Inc. have added an AI agent function to “iPalette”^{*1}, our platform for centralized, joint management and coordination of communication on ad delivery with advertisers.



■ Background

The advertising industry has seen its PDCA cycle for ad delivery accelerate in recent years with the diversification of media and the advancement of AI technology. While we enjoy increased opportunities for integrated analysis across multiple media platforms and indicators, we also face challenges arising from the personalization of tasks, as the verification and analysis of reports largely depend on the experience and skills of the person in charge, making it difficult to ensure the transparency of the next actions to be taken. Since it is time-consuming to make comparisons and arrangements among different delivery periods and data units, in some cases it is impossible to sufficiently consider improvements due to limited resources available. Against this backdrop, people on the ground often struggle with data analysis and utilization when required to make quick decisions to keep pace with faster operations. For this reason, there are growing expectations in the digital advertising market for generative AI-powered support for summarization and analysis, resulting in rising demand for tools to improve the efficiency of analytical work.

Therefore, the two company collaborated on adding a new AI agent function to iPalette, a coworking platform with advertisers, in order to solve these issues. With this function, it is now possible to automatically aggregate and analyze the numerical data in advertising reports on iPalette, and instantly get results. The greater efficiency of data aggregation and analysis works, which typically require much time and labor, effectively creates an environment where an initial consideration can be made instantly. Furthermore, the chat function facilitates further exploration of the analysis results and additional instructions, thus enabling consistent analysis and consideration without relying on the experience of

the person in charge. In this way, we are assisting the rapid planning of highly accurate improvement measures, thereby helping to improve corporate marketing activities in general.

Details of the AI agent function added to iPalette

Overview of the AI agent function

This is a function that analyzes the performance of ad delivery, and outputs the analysis results automatically. With this function, clients can substantially reduce the time required for data aggregation and analysis. They can also use the chat function to give additional instructions for a more detailed consideration after receiving the analysis results. In short, it ensures consistent analysis and consideration, without relying on the experience of the person in charge.

Features

- ✓ Proprietary report-analyzing AI agents for autonomous analysis of delivery results and presentation of actions to be taken
- ✓ Chat-based flexible instructions on analysis to dig deeper into specific issues
- ✓ Advertiser-specific settings to take inherent issues into account for analysis



Next steps

Going forward, we will help advertisers analyze situations rapidly and make appropriate decisions by progressively making available report-analyzing AI agents, and build an actionable platform through discussion and execution of the next steps to be taken. We will also develop and enhance AI agents to support communication in general, and in addition to reporting activities, we aim to strengthen partnerships with AI-driven advertisers.

As part of the Hakuholdo DY Group's cross-Group AI expert initiative HCAI Professionals, Hakuholdo DY ONE and Hakuholdo Technologies remain committed to promoting the development of advanced

marketing tools in the areas of advertising and AI. Hakuhodo DY ONE is also determined to support the rapid production and delivery of quality ads including through ONE-AIGENT^{*2}, our original marketing support service powered by AI agents.

*1 iPalette is a platform developed and operated by Hakuhodo DY ONE and Hakuhodo Technologies for centralized, joint management of communication related to ad delivery with clients. Already equipped with multiple functions including an ad operation dashboard, detailed reporting on advertising and AI-powered analysis of ad delivery results by leveraging LLMs, the platform will be updated from time to time in order to accelerate our cocreation activities with clients.

*2 ONE-AIGENT is an AI agent-driven marketing support service offered by Hakuhodo DY ONE designed to provide comprehensive and sophisticated support for the whole marketing process, ranging from market analysis to creative production and effective measurement, by interlinking multiple specialized AI agents.

Further information is available at: https://www.hakuhodody-one.co.jp/news/news-release_202508012532/
<https://www.hakuhodody-one.co.jp/service/one-aigent/>

< 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

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