

Hakuhodo DY ONE Develops and Deploys an Analytical Dashboard to Support Swift Decision-making on Programmatic TV Commercials with “WISE Ads for TV”

～Seamless integration from buying to effectiveness analysis to deliver rapid optimization of TV commercial operation～

Tokyo, June 30, 2026 – We are pleased to announce that Hakuhodo DY ONE Inc. has developed and deployed a new dashboard to visualize and analyze the effectiveness of TV commercials with WISE Ads for TV, a programmatic TV commercial solution offered as part of the next-generation marketing solution “WISE Ads”^{*1} to enhance our support for its operation. We are thus poised to deliver swift decision-making for clients through seamless, end-to-end management of the entire process with WISE Ads, ranging from TV commercial buying to airing, measurement/analysis and operational support, thereby accelerating the PDCA cycle.



Illustration of a WISE Ads for TV Dashboard summary page. (All data are for illustration only.)

■Background

WISE Ads for TV is a solution to enable programmatic transactions of TV commercials in partnership with AdRM-Exchange,^{*2} offered by Nippon Television Network Corporation. It provides new value for TV marketing focused on buying functions, including options only available thus far for programmatic ads such as varied targeting and program-specific bidding.

In contrast, advertising slot buying and post-airing effectiveness measurement and analysis are separated in many of the existing TV commercial campaigns, causing considerable lead time and costs in running the PDCA cycle.

The newly introduced WISE Ads for TV Dashboard is designed to address those issues. By building a mechanism for WISE Ads to promptly collect ad placement logs, the dashboard reflects and

visualizes key indicators such as the number of sessions, program-specific impressions, CPM, conversion, click-through count and traffic on a daily basis. A key feature of the dashboard is that it enables advertisers to swiftly determine which ad slots to purchase next based on performance and results through the previous day, thereby leading to improved advertising effectiveness. In so doing, we optimize marketing investment and reduce operational burden on behalf of advertisers.

This initiative is also designed to help upgrade programmatic TV commercials focusing on advertising effectiveness through coordination with AaaS,^{*3} the next-generation advertising media business model of the Hakuhodo DY Group.

■ Features of WISE Ads for TV Dashboard

This dashboard serves as a platform for campaign-specific operation, monitoring and analysis by media planners at Hakuhodo DY ONE. Based on detailed reporting with the same indicators and granularity applicable to digital ads, we propose actionable, optimized operational plans for advertisers.

(1) Intuitive visual report clarifies complex performance at a glance

It presents the vast amount of complicated airing data and performance indicators in the form of intuitive visuals, along with real-time monitoring of the current airing status. The customizable indicators ensure speedy submission of reports optimized for advertisers' needs.

(2) Timely visualization of effectiveness comparable to digital ads, from awareness to conversion

It promptly reflects the contribution to defined conversion indicators, and not only impressions and other awareness indicators. We thus visualize the performance of TV commercials with a granularity comparable to that applicable to digital ads, thereby supporting a data-driven, high-speed PDCA cycle.

(3) Delivering optimized solutions for TV commercials with multifaceted program- and material-specific analyses

It can perform multifaceted analyses including by program, time slot and creative (material). By combining various datasets, we precisely identify success factors to optimize planning and operational improvement in an agile manner.

■ Next Steps

Hakuhodo DY ONE remains committed to supporting the marketing activities of clients, further diversifying our services through the enhancement of WISE Ads for TV features and coordination with partners.

※1 WISE Ads is a next-generation marketing solution capable of placing ads at every touchpoint with sei-katsu-sha* both online and offline, leveraging a wide variety of datasets.

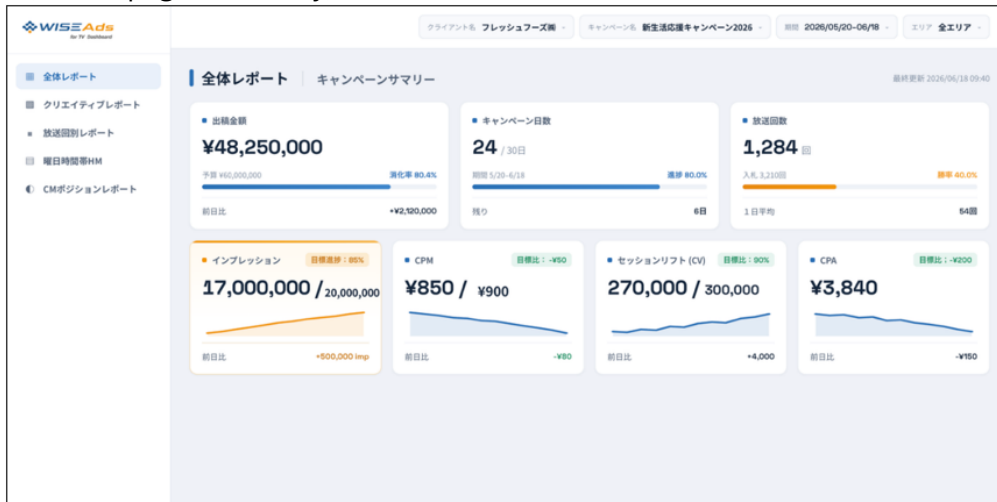
<https://www.hakuhodody-one.co.jp/service/marketing/media-solution/wise-ads/>

※2 AdRM-Exchange is a programmatic transaction platform for TV commercial slots offered by Nippon Television Network Corporation.

※3 AaaS is a next-generation model for achieving the digital transformation of the advertising media business championed by the Hakuhodo DY Group in anticipation of the transition from a business model based on selling ad space ("reservation ads"), which has long been dominant in advertising, to one based on maximizing advertising effectiveness ("performance-based ads"). Implemented as MEDIA BLOOM, a module to maximize media impact in CREATIVITY ENGINE BLOOM, our integrated marketing platform, AaaS will be functionally enhanced going forward, driven by sei-katsu-sha data and AI. AaaS® is a registered trademark of Hakuhodo.

Appendix: Appearance of the Dashboard *Data and program names are all for illustration only.

(1) Homepage (summary)



(2) Creative report



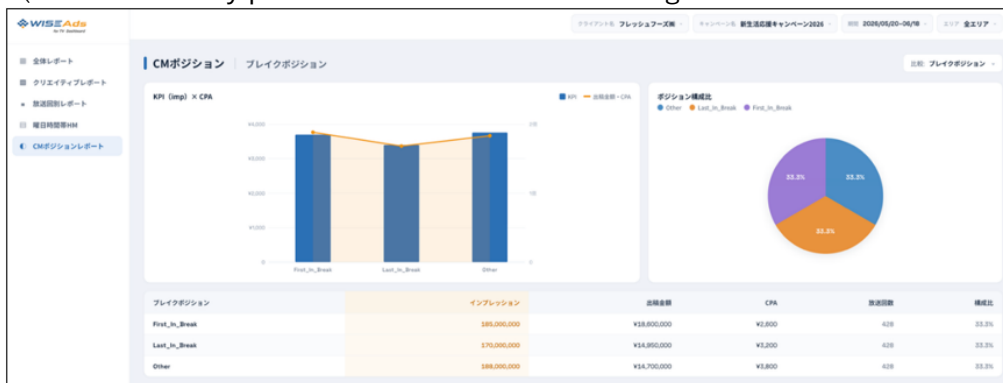
(3) Program-specific report (ranking by KPI)



(4) Report by day of the week and time slot (heatmap)



(5) Commercial position report (effectiveness by position of the commercial during airtime and commercial breaks)



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< 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.

Head Office	:	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	:	3,172 (April 1, 2025, 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