

FOR IMMEDIATE RELEASE

August 26, 2024

Dentsu deploys “Marketing For Growth” model for B2B domains in Japan and globally

— Responding to B2B marketing trends with intent data and AI
to support Japanese company —

Dentsu Inc. (Head Office: Tokyo; Representative: CEO Takeshi Sano, hereafter “Dentsu”) today launched “Marketing For Growth B2B,” expanding the provision of its next-generation marketing model “Marketing For Growth” that was unveiled in January 2024 to encompass B2B domains in Japan and around the world. Utilizing intent data^{*1} and AI to respond to B2B marketing trends, this new service will help to realize higher marketing return on investment (mROI), contributing to the business growth of client companies engaged in business in Japan and internationally.

Marketing For Growth B2B Logo and Concept

Marketing For Growth B2B

Data Infrastructure

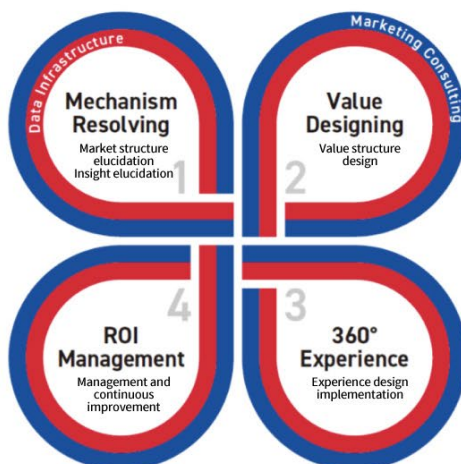
Utilize client data, D-U-N-S^{®2} and other corporate codes and data attributable to companies, together with Dentsu’s proprietary intent data. By combining these data Dentsu provides support for all kinds of marketing decision-making scenarios.

Marketing Consulting

By combining consultants’ specialist knowledge in B2B domains with AI-enhanced solutions, discover potential issues that lie behind the data. Create value to drive business growth.

Using the power of data science to gain a picture of client structures, together with insights from those involved in purchasing across multiple departments to derive potential for business growth.

Visualize marketing and sales processes and outcomes to realize ROI management and expedited PDCA.



Comprehensively create strategies that are beneficial for diverse stakeholders and society.

Utilize all assets, including media, sports and IP contents, etc., to support everything from branding to demand creation.

In recent years, in order to realize enhanced mROI, marketing activities of B2B companies have become increasingly focused on analyzing the behavioral data of corporate decision makers and purchasing staff and better understanding specific purchasing intentions and interests relating to products and services, all of which require a more detailed targeting approach. What is more, in order to formulate and execute appropriate marketing strategies in the B2B domain, it is critically important to utilize and analyze data based on industry-specific solution-based knowledge and the latest marketing trends, which have the potential to transform results and boost mROI.

Marketing For Growth B2B provides the following support for B2B domain-specific marketing challenges.

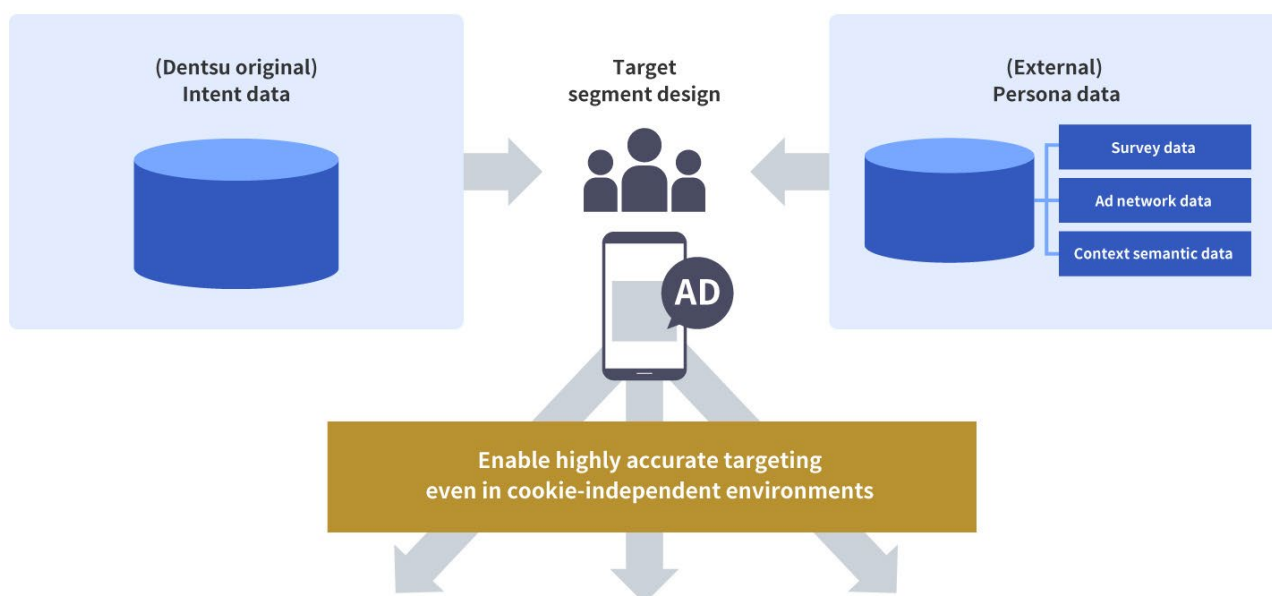
Supporting account-based experience (ABX)*³ using Dentsu's proprietary database and external intent data

In the B2B domain, where more granular targeting is required, Dentsu will provide marketing support using intent data, a resource that has been attracting increasing attention in recent years, and support for strengthening responses in an environment that is cookie independent.

- **Japanese market**

Dentsu's proprietary intent data serves as a base, which is then combined with external data to realize highly accurate targeting that can be maintained even in cookie-independent environments, enabling efficient reach going into the future.

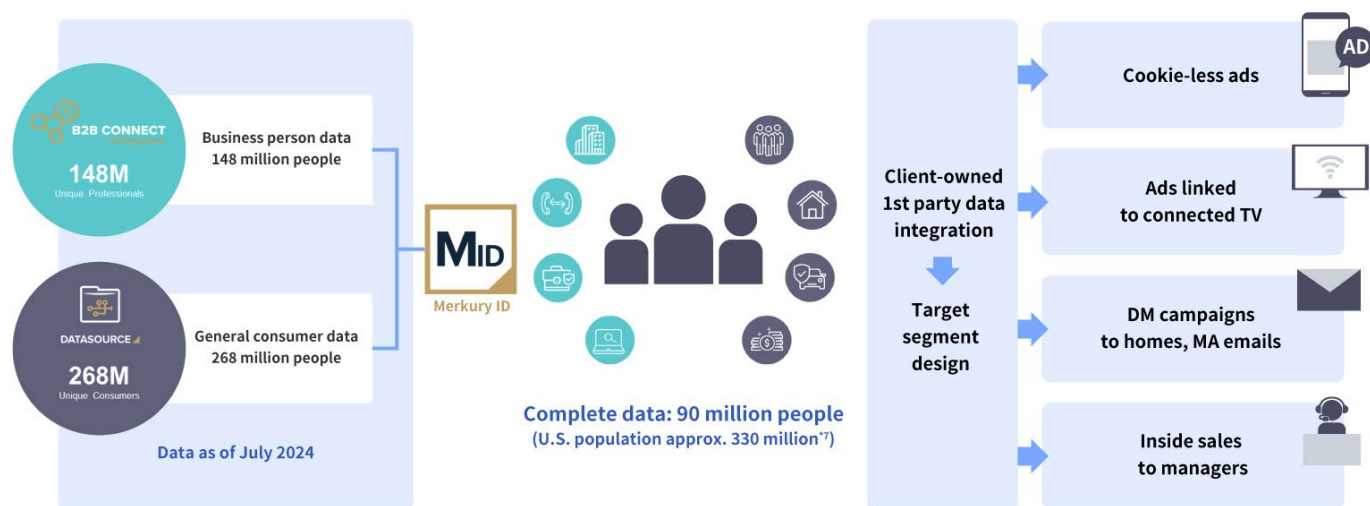
ABX support in the Japanese market



• Global market

Dentsu's B2B Specialized Practice has undergone a global expansion as an evolution of the successful Merkle B2B^{*4} offering, designed to deliver integrated B2B solutions that bridge the gaps between marketing, IT and sales. Currently, the number of companies around the world that want to utilize data for growth in the B2B domain is increasing. By collaborating with the dentsu B2B global practice team, one of the largest and fastest-growing B2B practices with around 1,000 consultants active in Europe, the U.S., and Asia, Dentsu will be able to integrate all services, including business transformation (BX), creative, media, customer experience management (CXM), commerce, data technology, and more. Dentsu will also support the business growth of Japanese companies in markets outside Japan. In the U.S. market, where marketing using intent data is particularly popular, dentsu B2B is strengthening marketing support^{*5} through highly accurate targeting by utilizing Merkury^{TM*6}, a platform with ID data on the scale of 90 million B2B profiles.

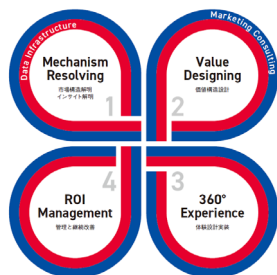
ABX support in the global market (e.g. USA)



Support using the knowledge of consultants specializing in the B2B domain and AI solutions

At the Dentsu Group, responding to B2B marketing trends, consultants specialized in solving B2B issues, primarily from the "Dentsu B2B Initiative,"^{*8} a Japanese cross-sectional Dentsu Group organization established in 2020, and the dentsu B2B global practice, which is driving growth through integrated B2B solutions in the global market, support client companies' marketing activities with AI-enhanced solutions, in both the Japanese and global markets. Specifically, they provide a wide range of decision-making support, from strategic planning and organization building for B2B business growth activities to AI-based content generation and media planning, utilizing their accumulated expertise and AI technology.

Dentsu will continue to contribute to business growth by providing overall marketing support based on the Marketing for Growth framework, with the aim of expanding the B2B domain for our client companies in Japan and overseas.



“Marketing For Growth” is a next-generation marketing model for business growth proposed by Dentsu. Under this model dentsu Japan organizes the various marketing solutions it currently provides and the services it will develop in the future under the “Marketing For Growth” banner, seamlessly linking them to offer integrated support for marketing transformation at client companies and contribute to their business growth.

<https://www.dentsu.co.jp/news/business/2024/0130-010682.html>

*1 Data on intentional actions taken online by customers.

*2 The Data Universal Numbering System: A unique nine-digit numeric identifier for companies devised and developed by Dun & Bradstreet (D&C) in 1963. It is a system for uniquely identifying companies around the world, facilitating corporate identification, and is widely used for customer management, supplier management, and credit checks, etc.

*3 A strategy that focuses on key target accounts throughout the client lifecycle for the purpose of deepening relationships with those clients.

*4 The specialist team providing B2B solutions for dentsu Group overseas markets.

<https://www.merkle.com/en/about-us/industry-expertise/b2b.html>

*5 Corporate and personal data are used in compliance with and within the scope of the laws and regulations applicable in each country and region.

*6 Merkle’s proprietary enterprise platform for connecting media and technology platforms with client company first-party data and individual-based third-party data.

*7 Figure as of June 2024, from US Census Bureau. <https://www.mofa.go.jp/mofaj/area/usa/data.html>

*8 A cross-sectional dentsu Japan organization comprising 13 group companies in Japan engaging in development and provision of solutions focused on resolving issues in B2B business. <https://b2b.dentsu.jp/>

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