
NEWS RELEASE

**DG Commerce Forms Business Alliance with ACROVE,
Launching a Data Management Platform**

**~ Supporting Enhanced Data-Driven Marketing and Operational Efficiency
for E-Commerce Businesses ~**

- DG Commerce Inc. (DG Commerce), which provides a digital commerce platform, has formed a business alliance with ACROVE, Inc. (ACROVE) to support the promotion of data-driven marketing for e-commerce businesses.
- The data management platform “Commerce Data Insight” is now being offered.

■Background of the business alliance

In today’s e-commerce market, the digitalization of consumer behavior is evolving, and the importance of various types of data is increasing day by day. In this environment, e-commerce businesses face a wide range of challenges related to data management, such as implementing effective marketing strategies using customer data, precise inventory management, and prompt customer response.

For businesses implementing our e-commerce site development package “[SI Web Shopping](#),” it is common to operate large-scale sites that integrate with numerous applications, platforms, and systems. There has been a longstanding demand for the integration and centralized management of scattered data across various environments to enable speedy and efficient decision-making and execution of strategies.

■About “Commerce Data Insight”

“Commerce Data Insight” is a data management platform that collects and integrates various data resources, including data held by e-commerce businesses and ACROVE, as well as third-party data. It enables data-driven decision-making and execution of strategies based on a wide range of analytical functions. “Commerce Data Insight” covers all processes involved in data utilization, from generating insights, strategy design, execution and operation, to performance measurement. This comprehensive support enables the speedy implementation of a wide range of initiatives, including business strategy planning and improvement, optimization of advertising operations, targeting on social media platforms, improvement of e-commerce sites, planning and development of new products, strengthening CRM strategies, and personalization using AI.

<Service Features>

- **Achieve More Accurate Marketing**
Enables targeting and personalized communication at the individual user level.
- **Improve Customer Loyalty**
By observing and analyzing customer behavior in real-time, services can be customized to meet customer needs, leading to increased loyalty.

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- **Enhance Business Growth and Competitiveness**

Data-driven decision-making allows for quick adaptation to market changes, ensuring sustainable growth.

<Provided Functions>

1. **Data Collection**

Capable of collecting a wide range of data, including e-commerce data, store data, payment data, and marketing data held by businesses, as well as e-commerce mall statistical data and third-party data held by ACROVE.

2. **Data Integration and Analysis**

Collected data is integrated and analyzed using a customer data platform. Rich analytical functions support the effective execution of marketing initiatives.

- **Behavior Analysis**

Enables analysis from various perspectives using both online and offline data, including event analysis, retention analysis, attribution analysis, funnel analysis, user path analysis, and LTV analysis.

- **Customer Analysis**

Provides detailed insights into customer behavior patterns and value through attribute analysis, decile analysis, RFM analysis, and CTR analysis.

■Future development

As the core company responsible for the commerce business strategy of the Digital Garage (DG) Group, DG Commerce will collaborate with ACROVE to promote the provision of “Commerce Data Insight” to the customers of group companies involved in payment and e-commerce support businesses. Furthermore, by integrating DG Group’s extensive data resources, including payment data, point data, media data, member data, and statistical data, with data held by businesses and platformers, we aim to expand partnerships to develop solutions that enable the proposal and execution of more advanced data-driven initiatives.

In the future, DG Commerce will continue to contribute to the maximization of businesses by consistently supporting all activities related to commerce business. These activities encompass the construction of e-commerce sites, the provision of marketing, payment, and fraud detection solutions and expertise, as well as the analysis and utilization of customer behavior and purchase data.

■About “SI Web Shopping”

“SI Web Shopping” is Japan’s first e-commerce site development package, introduced in 1996. For over 25 years, it has been adopted for the construction of more than 1,100 sites. Continuously improving its features to meet the needs of the times, it supports the expanding Japanese e-commerce business with its wide range of service integrations, flexible customization options, stability to operate large-scale sites, and robust security.

<https://service.dgcm.jp/siws> (Japanese only)

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■Company profiles

【DG Commerce Inc.】

DG Group's commerce business strategy company, providing technology support for e-commerce businesses through the provision of a digital commerce platform and e-commerce site construction. Established in December 2023 through a joint investment by DG Financial Technology, Inc. (DGFT), one of the largest payment companies in Japan, and System Integrator, a pioneer in the e-commerce business, this company offers comprehensive e-commerce solutions. By providing marketing, e-commerce site construction, payment and fraud detection solutions, and the analysis and utilization of customer behavior and purchase data all within the DG Group, the company supports the maximization of clients' commerce businesses.

Head office: Shibuya-ku, Tokyo

Representative: Kazunori Shimizu, Chief Executive Officer

<https://www.dgcm.jp/> (Japanese only)

【DG Financial Technology, Inc.】

DGFT provides a various cashless payment solution such as credit card, QR code, and others to more than 1 million online and offline locations of merchants across Japan. In addition to the payment service provider business, DGFT also provide e-commerce infrastructure, marketing tools, fraud detection solutions, and other services in collaboration with the DG Group and strategic partners to support various businesses in their efforts to go cashless and promote DX.

<https://www.dgft.jp/company/> (Japanese only)

【Digital Garage, Inc.】

Digital Garage's corporate purpose is "Designing 'New Context' for a sustainable society with technology." Digital Garage operates a payment business that provides one of the largest comprehensive payment platforms in Japan. In addition, DG has a marketing business that provides one-stop solutions in the digital and real world, and a startup investment and development business that reaches out to promising startups and technologies in Japan and overseas.

<https://www.garage.co.jp/en/>

【ACROVE, Inc.】

With the mission of "Creating a Social Orchard," the company implements projects to carry forward as many businesses, products, and ideas to the next generation. The company operates two key businesses simultaneously: the "Commerce Transformation Business (CX Business)," which provides end-to-end sales support to maximize e-commerce sales using proprietary big data, and the "E-Commerce Roll-up Business," which focuses on M&A and business succession M&A for the development of brands and businesses. The synergy between these two businesses, driven by a unique business model unmatched globally, is ACROVE's strength.

Head office: Chiyoda-ku, Tokyo

Representative: Shunsuke Arai, President and Representative Director

<https://acrove.co.jp/> (Japanese only)