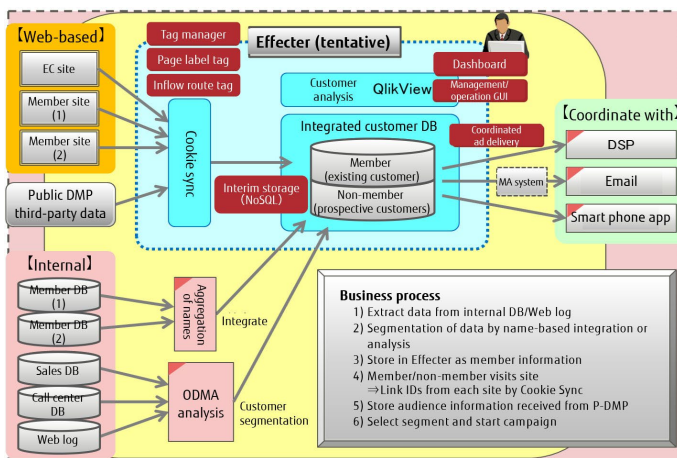


## Fujitsu Client Computing Ltd. Streamlined new user acquisition and advertisement delivery using private DMP

### Challenge

- Managing customer information by each system makes it difficult to centrally understand user behaviors
- An effective approach is not in place for utilizing the company's user information for delivering advertisements
- Creating segments for new angles to further improve the effectiveness of targeting ads

### Solution



- Combined internal MyCloud bookmark user data with third-party data and WEBMART access log to perform the following verification experiment:
  1. Break down users visiting WEBMART into segments and improve accuracy
  2. Approach users visiting MyCloud who have not visited WEBMART
- Implementation period: Approx. 4 months
- Implementation cost: Approx. 8 million yen

### Benefit

- Understand trends in services used by user by analyzing user behaviors across sites
- Visualize behaviors by user, which could not be understood through CRM and analyzing access logs
- Improve delivery efficiency by focusing delivery to user segments where delivering advertisements was effective. Expand delivery to similar users to acquire new users

### Products and services

- CookieSync
- QlikView