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Dentsu Japan Network Launches “Dentsu B2B Initiative”, a Cross-Group Organization Specializing in the B2B Domain

—Integration of Various B2B Solutions for Further Expansion of Support Services
for the Marketing DX—

Dentsu Japan Network (President & CEO: Hiroshi Igarashi; Head Office: Tokyo; hereinafter “DJN”^{*1}) announced today the launch of “Dentsu B2B Initiative”, a cross-Group organization that comprises five companies^{*2} under its umbrella along with “Dentsu Innovation Initiative”, which is Dentsu Group Inc.’s R&D organization. “Dentsu B2B Initiative” will develop and provide specialized solutions for the B2B business environment with the aim of further expanding its support business for the marketing DX in the B2B domain, where demand has suddenly become evident due to the COVID-19 pandemic. By combining the B2B knowhow of each company, the new organization will seamlessly provide integrated marketing DX solutions for the B2B market.

With the spread of digital technologies and changes in the social environment such as COVID-19, the environment for data acquisition in marketing has changed significantly, and its importance is increasing. Along with these changes, the DX in marketing is expanding rapidly in areas such as the utilization of sales support tools linked with marketing automation (MA) and the collection and analysis of data using artificial intelligence (AI). In the meantime, although DX was the aim, the difficulty of using DX tools was also an issue, due to factors such as the entrenched information silos and the lack of data coordination across each department.

In order to meet these B2B business issues, “Dentsu B2B Initiative” will deliver sophisticated B2B solutions that cover all of the areas required for corporate marketing DX. Specifically, it will provide comprehensive support for corporate marketing DX by combining a high degree of expertise in various fields, including consulting on business strategy review and marketing strategy design, media promotion and CRM policy planning, data analysis, and internal system development including the provision of training programs.

Using the numerous achievements and cutting-edge knowledge in digital solutions, B2B marketing support, brand consulting, and other services cultivated by the specialists of each Group company both within and outside Japan as a base, “Dentsu B2B Initiative” will provide high value-added integrated solutions that support customer success, starting from, for example, the acquisition of prospects and ending with turning loyal customers.

<Organization Diagram>



<B2B DX Solutions Menu>

	Acquisition of Prospects	Development of Prospects	Customerization	Repeat
Consulting	Business / Marketing Strategy Design			
Solutions	Purpose / Media	Website / Content		Retention
Analysis / Technology	Marketing Automation (MA)		Customer / Partner Relationship Management (CRM / PRM)	
	Data Management (BI / MI / Identity Verification / White Space)			
Organization	Construction of the Organization / Training Programs			

Integrated Growth Solutions are at the core of the Dentsu Group’s business strategy, and going forward DJN will promote the strengthening of and transformation to its four business domains (AX, BX, CX and DX)*³ so that it can continue to provide client companies with solutions of the highest quality and with the most efficient value chain. It will also contribute to the achievement of the Dentsu Group’s Medium-term Management Plan, which has 2024 as its final business year, and to the further improvement of corporate value.

*¹ Dentsu Japan Network (DJN) is an in-house company within Dentsu Group Inc. It also refers to the network itself which consists of approximately 130 Dentsu Group companies in Japan.
 URL <https://www.japan.dentsu.com/en/>

*² The five companies and the R&D organization that make up the Dentsu B2B Initiative organization (in no particular order)
 Dentsu Inc.
 Dentsu Digital Inc.
 Dentsu Tec Inc.
 Dentsu Consulting Inc.
 Dentsu Isobar Inc. (scheduled to be integrated into Dentsu Digital Inc. from July 2021)
 Dentsu Group Inc.’s R&D organization (Dentsu Innovation Initiative)

- *3 AX (Advertising Transformation) domain: Domain to maximize the sophistication and efficiency of advertising
- BX (Business Transformation) domain: Domain to support the business transformation of client companies
- CX (Customer Experience Transformation) domain: Domain to design and deliver the optimum customer experience
- DX (Digital Transformation) domain: Domain to facilitate transformation of the marketing infrastructure

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