

Turn Powers Dentsu's Data-Driven Marketing

Tokyo – Oct. 7, 2014 – Turn (www.turn.com), the digital hub for marketers, today announced it has been adopted by Dentsu, an international advertising and public relations company, to provide data centralization, programmatic advertising execution and advanced analytics services in support of top brands in Japan.

Turn was identified by Dentsu as a solutions provider based on its proven performance across global markets, the high degree of flexibility for customized analytics, and media execution capabilities such as audience extension and targeting. Using the Turn software applications will enable Dentsu to help advertisers know and understand their customers, engage new customers based on those audience insights, and improve CRM to ultimately drive sales.

“The Turn platform allows us to innovate and provide custom advertising campaigns and audience intelligence to our customers, by offering a more granular access to data at scale,” said Satoshi Saeki, Marketing Director Integrated Data Solutions Centre at Dentsu. “This enhanced flexibility allows us to leverage our deep pool of data along with Turn's powerful data analytics capabilities to drive results for advertisers.”

Specific Turn solutions and capabilities were highlighted as top competitive differentiators, including Flextag – a point-and-click data collection tool – easy-to-use reporting, and data warehousing and analytics.

Turn officially launched operations in Japan last year, with the announcement of Akito Sato – formerly of Google Japan – as country manager. Turn provides marketers in Japan a unique combination of critical in-market inventory and data as well as a robust global ecosystem, connecting them with audiences on any device and channel with efficiency, scale and intelligence.

“Dentsu is a great example of a Turn customer that is constantly innovating to provide better experiences for their audiences,” said Bill Demas, president and CEO of Turn. “We have built a premium global ecosystem on our platform to help brand and agency marketers better engage consumers across all channels and devices.”

Dentsu will join Turn executives, including Demas, at the Turn Live Tokyo summit on October 22nd. More information on the event is available [here](#).

Turn provides three real-time marketing applications: Audience Suite, an enterprise data management platform; Campaign Suite, a digital media buying platform for video, mobile, TV, social, and display advertising; and DataMine Analytics, a data exploration, optimization and warehousing solution purpose-built for marketers. Turn works with the world's top brands, agencies and trading desks, including Accuen, AMNET, Chrysler, DirecTV, Experian, Kraft, Microsoft, OMD, Progressive Insurance, Thomas Cook, Toyota, Verizon, VivaKi and Zales.

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About Turn

Turn delivers real-time insights that transform the way leading advertising agencies and enterprises make marketing decisions. Our integrated cloud platform enables data management, cross-channel advertising, and advanced analytics from a single login, along with point-and-click access to more than 150 integrated technology partners. Turn is headquartered in Silicon Valley and provides its products and services worldwide. For more information, visit turn.com or follow [@turnplatform](https://twitter.com/turnplatform).